

**** Please note - this pack is for illustration purposes only ****



International Retail

Thailand • Boots a Day Community Store Retail Environment Design Pack

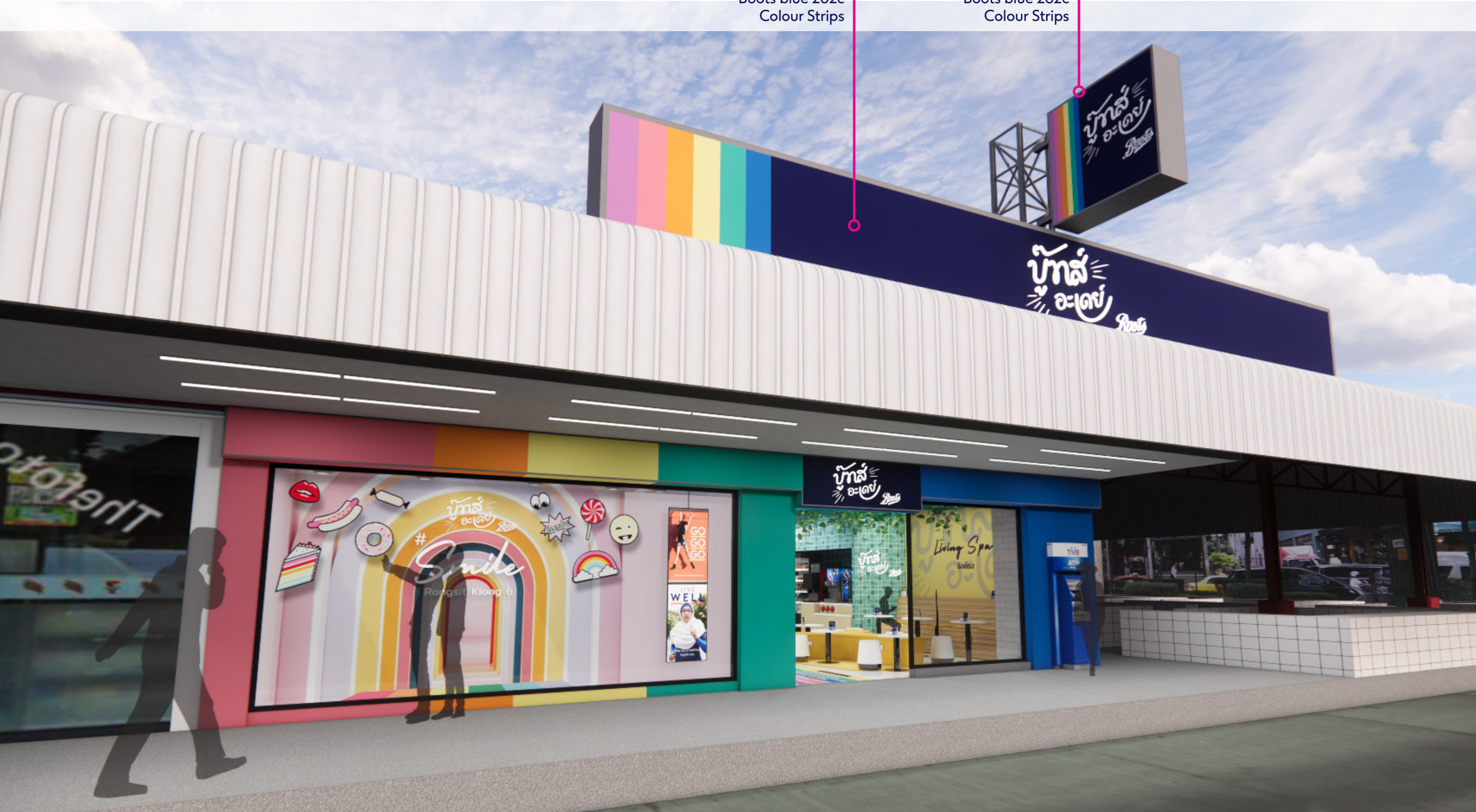
FINAL PACK

(v6)

15-04-2021

Fascia
Boots a Day logo
Boots blue 282c
Colour Strips

Bus Stop Sign
Boots a Day logo
Boots blue 282c
Colour Strips













Selfie Wall

*Selfie wall graphics to be sourced locally

















Boots logo

White on Blue - 282c Pantone colour version)



Boots Sharp Regular font

Boots Sharp

Boots Holiday font

Holiday

Mitr Regular font

Mitr Regular
มิตรประจำ

* Thai font to be sourced Locally

Personal Care Zone
Colour

Boots Accent Blue
0, 103, 175 RGB
100, 52, 0, 0 CMYK
2174c Pantone

Personal Care Zone
Frieze 900mm High
Sub-header height 200mm



Personal Care Zone
Navigation wording

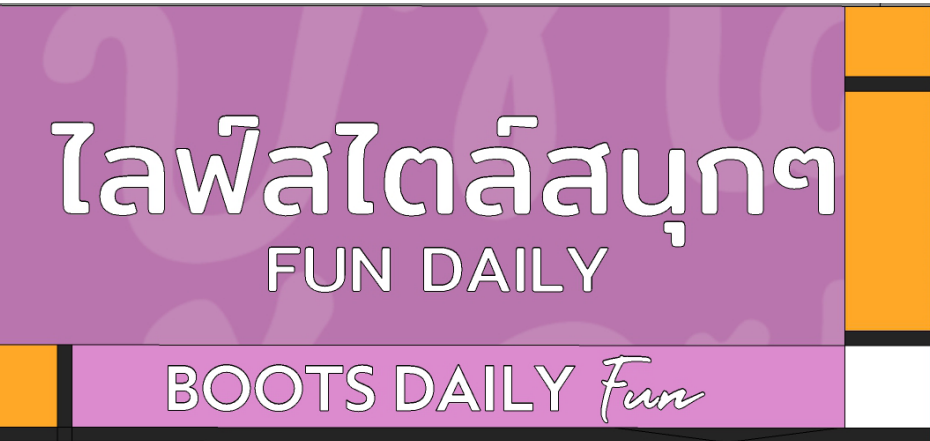


Lifestyle Zone
Colour

185, 117, 173 RGB
23, 63, 0, 0 CMYK

242, 141, 34 RGB
0, 57, 93, 0 CMYK

Lifestyle Zone
Frieze 900mm High
Sub-header height 200mm



Lifestyle Zone
Navigation wording



Beauty Zone
Colour

Beauty Colour 1
231, 122, 137 RGB
0, 61, 29, 0 CMYK
709c Pantone

Beauty Colour 2
151, 169, 180 RGB
45, 28, 23, 4 CMYK
2162c Pantone

Beauty Zone
Frieze 900mm High
Sub-header height 200mm



Beauty Zone
Navigation wording



Food & Drink Zone
Colour



0, 166, 150 RGB
85, 0, 50, 0 CMYK
3268c PANTONE

Food & Drink Zone
Colour



0, 166, 150 RGB
85, 0, 50, 0 CMYK
3268c PANTONE

Food & Drink Zone
Colour



0, 166, 150 RGB
85, 0, 50, 0 CMYK
3268c PANTONE

Food & Drink Zone
Frieze 900mm High
Sub-header height 200mm



Food & Drink Zone
Frieze 900mm High



Food & Drink Zone
Frieze 900mm High



Personal Care
Navigation wording



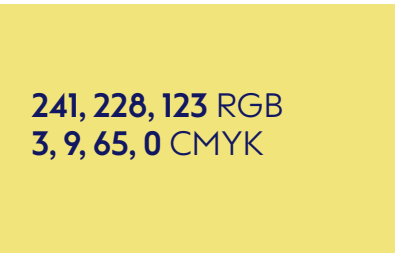
Wellness / Supplements
Navigation wording



Beauty
Navigation wording



Breakout Zone
Colour



Breakout Zone
Frieze



Breakout Zone
Navigation wording



Pay / Tills Zone & Selfie wall
Colour



Pay / Tills Zone
Wall & Ceiling



Selfie Zone
Wall



Wellness / Supplements
Navigation wording & icon



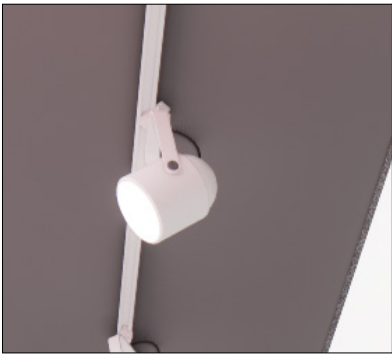
Wellness / Supplements
Navigation wording & icon





Fascia / Selfie Window

Multi-coloured fascia.
Multi-coloured window selfie display.



Ceiling

Iron grey
RAL 7011



Breakout Wall

Blue 282c wording on yellow
All text to be in Thai.
English only shown as an example.



Selfie zone

Colourful emoji / icons on rainbow background.
Logo and address wording



Seating

Fabric - 'ensure the sourced fabric is durable and easy to clean, possibly stain resistant'



Lifestyle Wall

White wording on purple and orange
All text to be in Thai.
English only shown as an example.



Food & Drink Wall

White wording on green / Teal.
All text to be in Thai.
English only shown as an example.



Wall Mod

Brand logo
Lifestyle / Brand led sub-header



QR Code Info plaques
A5 size card plaques on tables.



Timber

A timber finish on bench and food gondola



Beauty Wall

Pink wording on mettle mesh
All text to be in Thai.
English only shown as an example.



Food & Drink Wall 2

Teal wording on teal tint mirror
All text to be in Thai.
English only shown as an example.



Tills & coffee

Illuminated 'pay here' sign



AC Power Sockets

Multiple power outlets added to seating area.



Entrance

Floor decal
Navigation starts
(Ensure the floor decal is made of a heavy-duty material, which is hard-wearing and dirt resistant.)



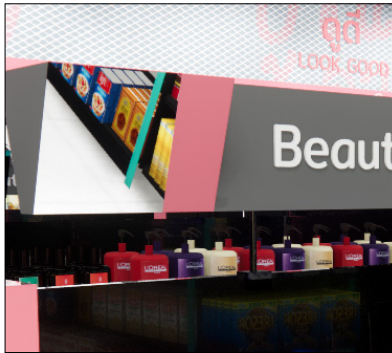
Personal Care Wall

White wording on Blue
All text to be in Thai.
English only shown as an example.



Food & Drink Wall 3

White wording on teal coloured tiles.
All text to be in Thai.
English only shown as an example.



Gondola Headers
Mirrors added to Beauty gondola headers



Teal ceiling hanging rafter structure

Teal finish
Artificial green plants



Fixtures

To be sourced locally
Black finish furniture



Main Fascia and bus stop signage.

Boots blue, Logo and multi-coloured strip.



Entrance
Boots A Day logo above entrance

White on Boots Blue 282c



Wall Mod
Brand logo
Lifestyle / Brand led sub-header



Tills / Payment
Illuminated 'pay here' sign



Boots a Day Logo
Illuminated on till area wall.



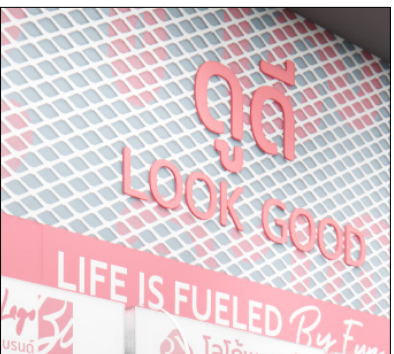
Lifestyle Wall
White wording on purple and orange

All text to be in Thai.
English only shown as an example.



Personal Care Wall
White wording on Blue

All text to be in Thai.
English only shown as an example.



Beauty Wall
Pink wording on mettle mesh
All text to be in Thai.
English only shown as an example.



Coffee
Brand led coffee signs



Boots a Day Logo
In Seating area.



Food & Drink Wall

White wording on green / Teal.
All text to be in Thai.
English only shown as an example.



Breakout Wall

Blue 282c wording on yellow
All text to be in Thai.
English only shown as an example.



Food & Drink Wall 3

White wording on teal coloured tiles.
All text to be in Thai.
English only shown as an example.



Zones
Floor decal Navigation ends
(Ensure the floor decal is made of a heavy-duty material, which is hard-wearing and dirt resistant.)



Food & Drink Wall 2

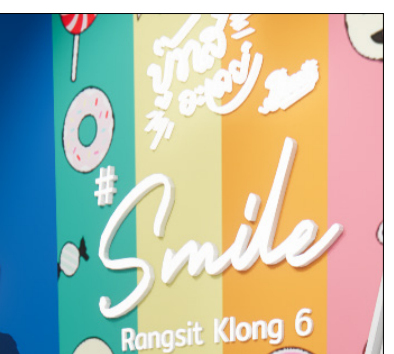
Teal wording on teal tint mirror
All text to be in Thai.
English only shown as an example.



Entrance
Floor decal Navigation starts
(Ensure the floor decal is made of a heavy-duty material, which is hard-wearing and dirt resistant.)



Gondola Headers
Mirrors added to Beauty gondola headers



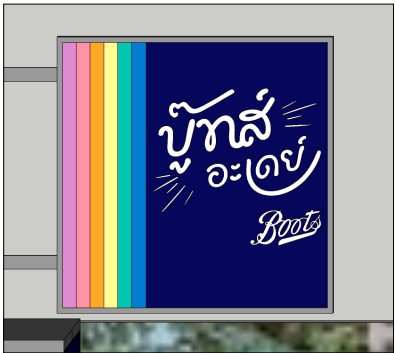
Selfie Wall
Logo, Smile wording and Address

Key dimensions guide (All dimensions are a guide. This will require the local market to carry out site surveys and develop to suit.)



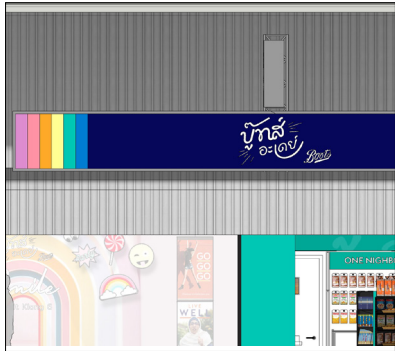
Boots Entrance
Logo (including blue
background)

W: 2000 mm
H: 650 mm



Bus Stop Logo
(including blue
background)

W: 960 mm
H: 960 mm



Main Fascia Logo
(including blue back-
ground)

W: 7500 mm
H: 800 mm



Frieze / perimeter
total height

900 mm



Frieze Sub Header Height
(Boots Daily Fun)

200 mm



Frieze Zone Header
wording Height

350 mm



Wall mod Header
height

Brand logo

150mm

Lifestyle / Brand led
sub-header

260mm

Colours

Boots Blue
External brand colour (with logo)

BOOTS BLUE PANTONE 282C			
C 100	R 5		
M 95	G 5		
Y 4	B 75		
K 42			
HEX	RAL		
#05054B	5013		

Lifestyle - Fun Daily

PANTONE 7440C			
C 31	R 185		
M 63	G 117		
Y 2	B 173		
K 0			
HEX			
#B975AD			

PANTONE 158C			
C 0	R 242		
M 53	G 141		
Y 91	B 34		
K 0			
HEX			
#F28D22			

Beauty - Look Good

PANTONE 701C			
C 5	R 231		
M 64	G 122		
Y 32	B 137		
K 0			
HEX			
#E77A89			

PANTONE 2162 C BVI GREY			
C 45	R 151		
M 28	G 169		
Y 23	B 180		
K 4			
HEX			
# 9 7A9 B 4			

Personal Care - Healthy You

PANTONE 2174 C BOOTS ACCENT BLUE			
C 100	R 0		
M 52	G 103		
Y 0	B 175		
K 0			
RAL			
5015			

Food & Drink - Live Well

PANTONE 3268 C			
C 85	R 0		
M 0	G 166		
Y 50	B 150		
K 0			

PANTONE 566 C			
C 37	R 173		
M 0	G 217		
Y 22	B 210		
K 0			

Living Space - Breakout

PANTONE 609C			
C 9	R 241		
M 5	G 228		
Y 62	B 123		
K 0			
HEX			
#F1E47B			

BOOTS BLUE PANTONE 282C			
C 100	R 5		
M 95	G 5		
Y 4	B 75		
K 42			
HEX	RAL		
#05054B	5013		

International Retail

Thank you