

Merchandise

Style guide | November 2024

DUAL

Merchandise

Introduction

This guide is designed to help you source merchandise items, and make them DUAL branded.

This means aligning with our brand look and feel so that every item is instantly recognisable as DUAL.

It also means staying true to our company's values in terms of quality and responsibility.

We want to create thoughtful, lasting impressions that both reinforce our brand identity and promote ethical practices.

At the same time, this guide will help us improve the operational efficiency of producing DUAL merchandise.



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Supplier values

We should only choose suppliers whose values match our own. We want to work with partners who share – and reflect – our vision of quality, responsibility, sustainability and innovation.

This is crucial for our business reputation, and helps to strengthen client trust in everything we do.

Always choose suppliers who:

- Adhere to ethical labour standards
- Prioritise environmental stewardship and transparency
- Make efforts to reduce their carbon footprint
- Have a proven track record of regulatory compliance
- Work to innovate and improve their responsible sourcing practices



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Sustainability

We're well past the stage when sustainability was a trend. Today it's an expectation.

At DUAL, we not only want to fulfil our commitment to environmental guardianship, but position ourselves as forward thinkers in this space.

We want to build trust with our partners – as well as our own people – who increasingly demand that companies like us take meaningful steps towards reducing carbon footprint.

- Choose suppliers with clear sustainability credentials – e.g. FSC-certified paper and recycled plastic
- Select materials that are biodegradable, reusable or recyclable – or that are recycled in the first place
- Incorporate sustainability into every step of the sourcing process – from transportation to packaging



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Item selection

It's important to choose merchandise that's meaningful, purposeful and relevant. Items that meet the interests and needs of your audience – that people will value and use.

This is key to creating brand loyalty and engagement. Strong emotional connections. Positive lasting impressions.

We want to avoid 'throwaway' items – anything perceived as cheap, low quality, irrelevant or wasteful – so we can demonstrate our thoughtfulness and elevate our brand.

- Choose items that are functional, well designed and genuinely useful
- Design and tailor items for the intended event, market and audience
- Evaluate lifespan – prioritise items with a practical use beyond the event or interaction
- Balance upfront cost with long-term value – ensure items are high quality and memorable



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Item sourcing

When it comes to sourcing merchandise, it's important to scrutinise both products and suppliers.

As a brand, we must ensure consistent standards of quality, integrity and identity across all our markets.

There are practical things to consider, from production capacity and logistical capability to lead times, response times and margins for error.

You should also bear in mind:

- Product lifecycle – durability and recyclability
- Ethical practices – responsible sourcing of raw materials
- Supplier reliability – efficiency, timeliness, product quality and customer service
- Brand consistency – ability to replicate orders in the future and in different markets



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Order documentation

It's essential that you document the specifications of any order. This is your go-to record in case you want to reproduce merchandise down the line. It's also a point of reference for other teams in different regions.

It means we can be globally consistent in terms of product quality and brand identity. And it makes future sourcing more streamline and efficient; less need to shop around. We can simply respecify items knowing that they – and their supplier – have been vetted to meet our standards.

When documenting orders:

- Make the specifications easy to share and access
- Give detailed descriptions with clear visuals
- Include any environmental credentials
- Add information on lead times, logistics and customer service



Merchandise Branding

Our merchandise is a visual representation of our brand. So it's imperative that our visual identity is consistently strong and recognisable.

Whatever the event or market, and wherever our merchandise is produced or distributed, our brand experience should be the same. No discrepancies.

Every item should carry DUAL's signature design elements, with careful attention to:

- Logo size, placement and spacing
- Use of our brand fonts and colours

See our brand guidelines for details. If you need help, email brand.dual@howdengroup.com.



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Colour matching

Consistent visual identity relies on consistent use of colour.

To ensure we all use the precise correct shades of our brand colours – on every item of merchandise in every market globally – we use the standardised colour matching system Pantone.

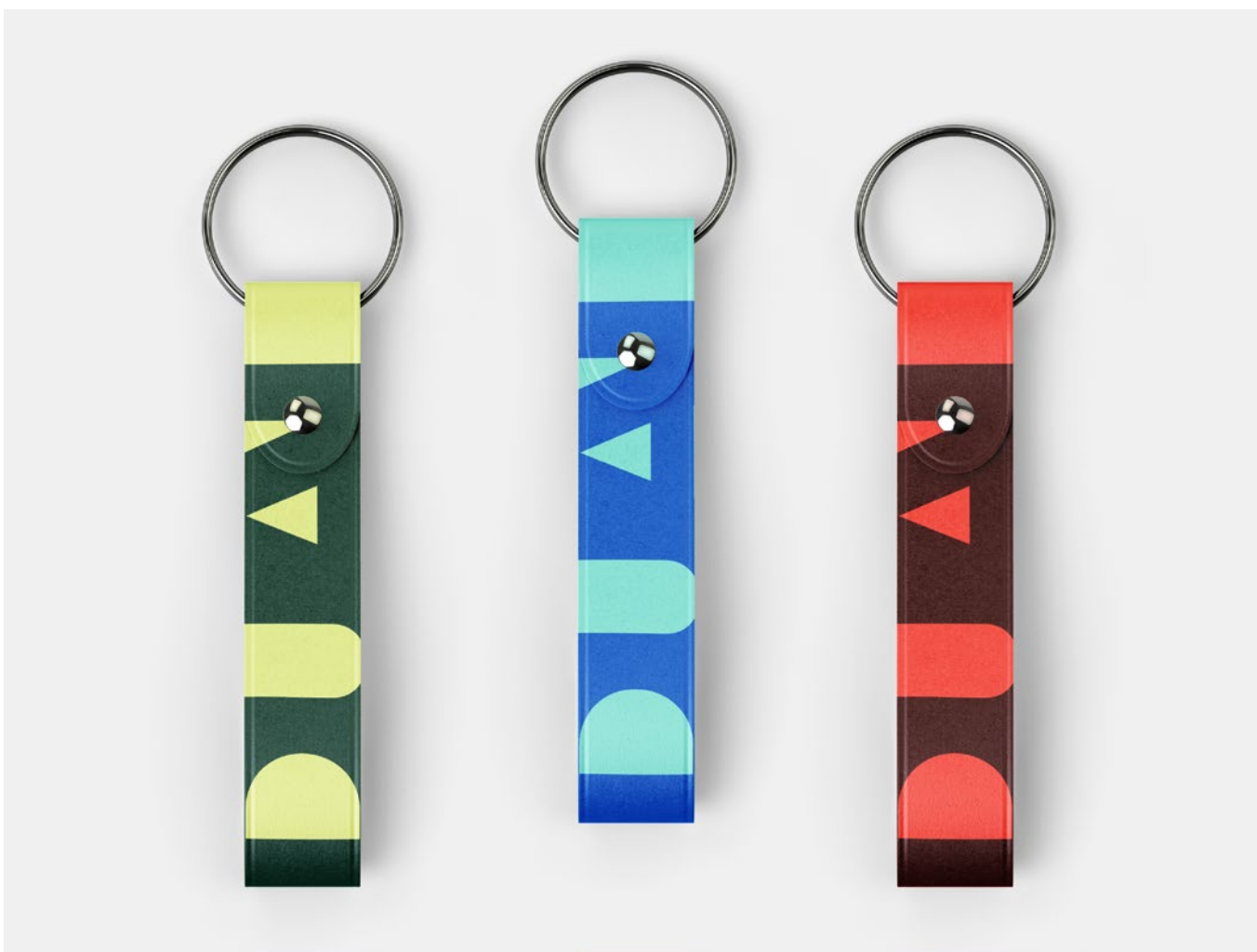
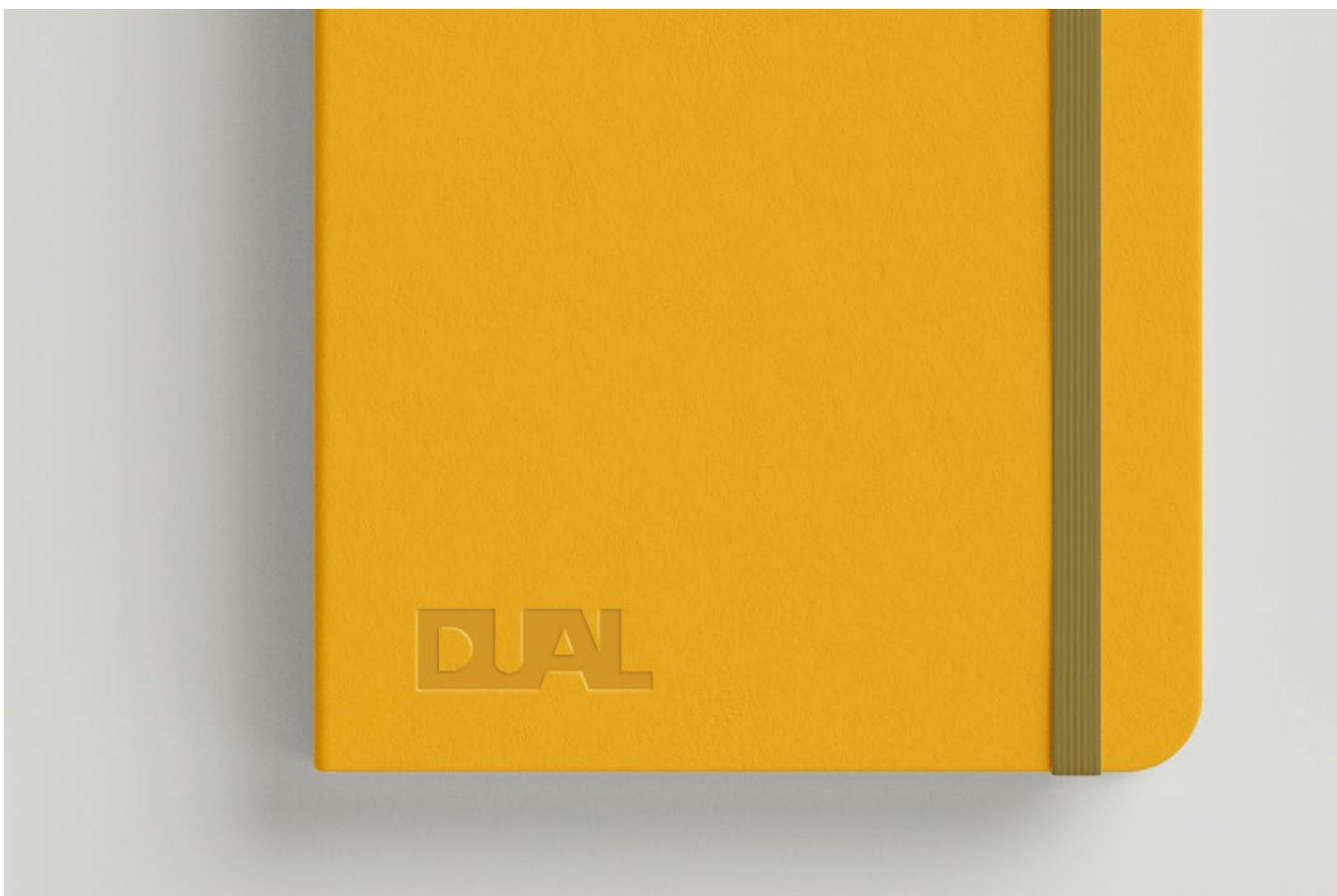
This avoids brand dilution and reduces the risk of error or miscommunication with suppliers.

Just be sure to provide your supplier with specific Pantone colour codes. And check they can meet Pantone matching requirements in the first place.



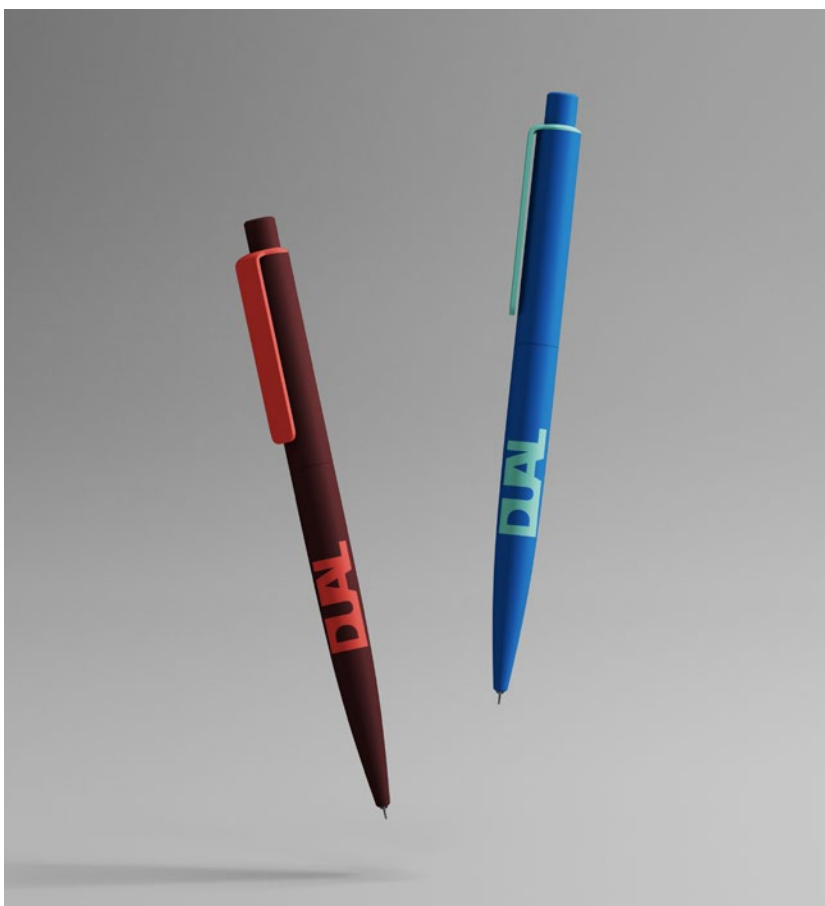
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More examples



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