

RITCHIES

Style Guide



Thomas Ritchie



Introducing the Ritchies Style Guide

As Ritchies expands in a competitive marketplace, it has never been more important to present a strong, consistent and unified message.

This style guide details the elements that make up the Ritchies brand and provides basic rules about how we present ourselves. When combined correctly, these elements create a unique identity that sets Ritchies apart from its competitors.

This Style Guide provides specifications for each of the brand elements to ensure consistency across all media, whether printed material, store displays, advertising or other communications.

Ritchies is committed to these guidelines and we request you adhere to them. If you have any questions regarding the use of the Ritchies brand guidelines, do not hesitate to contact the Ritchies Marketing department.

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Logos
Colours
Corporate fonts

The Ritchies Logo

No tagline

The plain version of the Ritchies logo is used when in conjunction with the IGA logo and for other internal documents including:

- Values and commitments communications
- Staff recognition cards

RITCHIES

RITCHIES

RITCHIES

The Ritchies Logo

With tagline options

The Ritchies logo with tagline is to be used for all internal documents and in the market place including:

- Internal documentation including stationery, email footers, reports, letters.
- Advertising
- Promotional material
- Charity donation referencing and sponsoring material
- Gift cards and CB cards including CB large cheques
- Christmas Club collateral

RITCHIES
Where the Community Benefits

RITCHIES
Supermarkets and Liquor Stores

RITCHIES
Where the Community Benefits

RITCHIES
Supermarkets and Liquor Stores

RITCHIES
Where the Community Benefits

RITCHIES
Supermarkets and Liquor Stores

Logo clear space

Our logo needs clear space around it for a strong visual impact. The minimum clear space for all types of printed materials is indicated below. Other elements, such as text, pictures or other logotypes, may not appear within the clear space.



RITCHIES
Where the Community Benefits



20mm
minimum size

The minimum size for the logo is indicated here

Incorrect usage

DO NOT type the logo or tagline or attempt to use in a similar font. DO NOT use lower case characters or use the wrong colour.

Ritchies

RITCHIES

Where the Community Benefits

RITCHIES

Where the Community Benefits

DO NOT stretch or compress the proportions of the logo.

RITCHIES

RITCHIES

DO NOT rotate the logo or add shadows and effects.

RITCHIES

DO NOT use a different colour for the logo other than specified blue, black or white. DO NOT apply an outline or stroke to the logo.

RITCHIES

'Where the Community Benefits'

RITCHIES

'Where the Community Benefits'

DO NOT use the logo on a background of a similar colour or a busy image which obscures the logo.

RITCHIES

RITCHIES

Ritchies IGA Liquor logos

RITCHIES  **LIQUOR**

Full colour



Reversed

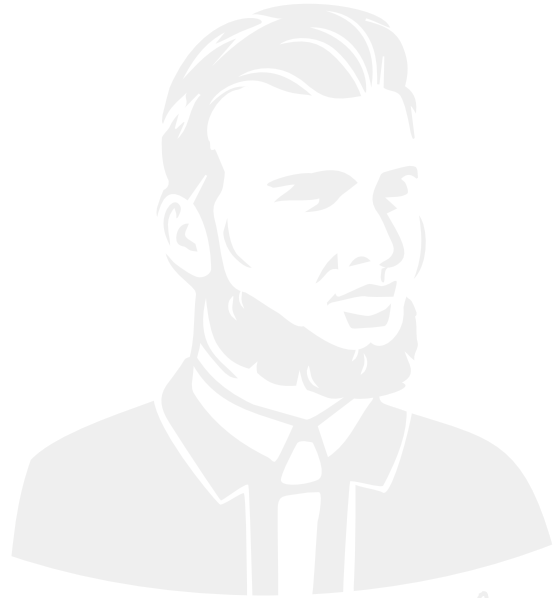
The Ritchies logo when used in conjunction with IGA logo



Thomas Ritchie image



Thomas isolated



Thomas Ritchie

Thomas Ritchie

Thomas signature



Ritchies sub branding

Ritchies Fine Food & Wine logo

Ritchies Fine Food & Wine Merchants

Ritchies 
Fine Food Merchants

OPTION 1

CURRENT ART

60mm



FRONT

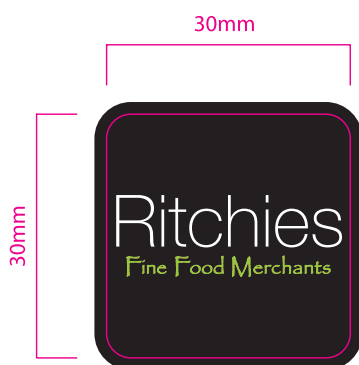
OPTION 2

60mm

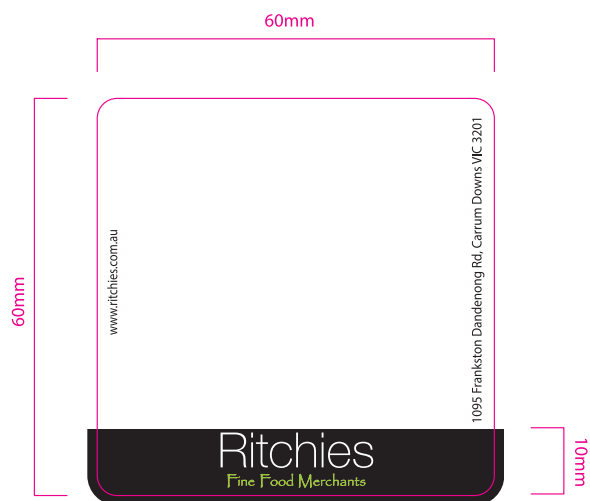
57mm



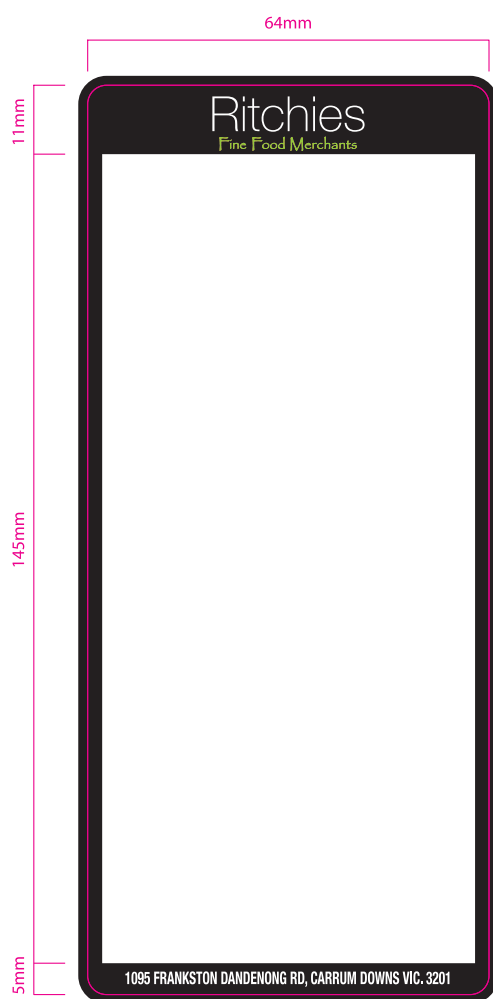
FRONT



FRONT



FRONT



FRONT



cut

Ritchies Visual Identity System

The Bottle-O logos

The Bottle-O logo used in conjunction with Ritchies logo



Full colour



Reversed (white)

'Right-O' the Bottle-O Logo



Full colour



Single colour (mono)



Reversed – Option 1



Reversed – Option 2

Cellarbrations logos



Full colour primary



Full colour alternate

Cellarbrations logo used in conjunction with Ritchies logo



Full colour Ritchies logo




Reversed Ritchies logo




Ritchies logo colour breakdown



Primary Colour

	Ritchies Blue	R 0 G 57 B 166	C 100 M 85 Y 10 K 0	PMS 286	HTML 0039A6
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Secondary Colour

	Ritchies Light Blue	R 0 G 161 B 222	C 75 M 15 Y 0 K 0	PMS 299	HTML 00A1DE
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IGA Colours

RITCHIES



	Ritchies Blue	R 0 G 57 B 166	C 100 M 85 Y 10 K 0	PMS 286	HTML 0039A6
	IGA Red	R 213 G 43 B 30	C 0 M 100 Y 91 K 0	PMS 485	HTML D52B1E

Logo colour breakdown



SUPA Value

Yellow	R 255 G 210 B 0	C 0 M 16 Y 100 K 0	PMS ?	HTML ?
grey	R 35 G 31 B 32	C 0 M 0 Y 0 K 90	PMS ?	HTML ?



Ritchies Fine Food / Ritchies Village Colours

Black	R 0 G 0 B 0	C 0 M 0 Y 0 K 100	PMS Black	HTML 000000
Ritchies Light Green	R 160 G 207 B 103	C 41 M 0 Y 78 K 0	PMS 376	HTML A0CF67



Ritchies IGA Liquor

Black	R 0 G 0 B 0	C 0 M 0 Y 0 K 100	PMS Black	HTML 000000
IGA Red	R 213 G 43 B 30	C 0 M 100 Y 91 K 0	PMS 485	HTML D52B1E



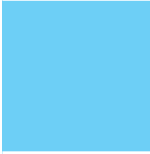





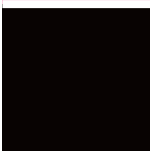
Ritchies IGA + Liquor

Ritchies Blue	R 0 G 57 B 166	C 100 M 85 Y 10 K 0	PMS 286	HTML 0039A6
IGA Red	R 213 G 43 B 30	C 0 M 100 Y 91 K 0	PMS 485	HTML D52B1E

Friendliest Team colour breakdown



Friendliest Team Colours

	R 109 G 207 B 246	C 50 M 0 Y 0 K 0	PMS 297	HTML
	R 141 G 198 B 63	C 50 M 0 Y 100 K 0	PMS 376	HTML
	R 255 G 222 B 47	C 0 M 10 Y 90 K 0	PMS 109	HTML
	R 247 G 148 B 29	C 0 M 50 Y 100 K 0	PMS 144	HTML
	R 241 G 91 B 71	C 0 M 80 Y 75 K 0	PMS Warm Red	HTML
	R 245 G 125 B 177	C 0 M 65 Y 0 K 0	PMS 218	HTML
	R 10 G 2 B 3	C 30 M 30 Y 30 K 100	PMS Pantone Black	HTML

Corporate typeface

For external communications

Helvetica is a widely-available typeface, popular for its balanced and neutral tone and practical legibility. A timeless classic, Helvetica comes in a range of weights and is suitable for all kinds of applications.

Use Helvetica wherever possible and for all external communications. Headings should be bold and body text light for most instances, however other weights may be suitable for certain applications.

Helvetica Neue Light

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?&%\$@

Helvetica Neue Medium

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?&%\$@

Helvetica Neue Bold

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?&%\$@

Helvetica Neue Heavy

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?&%\$@

Helvetica Neue Black

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?&%\$@

Corporate typeface

For internal communications

When Helvetica is not available, Arial should be used as a substitute in internal communications, submissions and presentation documents, including PowerPoint presentations. Arial Italic should be used sparingly and only in bodycopy for quotations, references and to add emphasis as required. It should not be used for headlines.

Arial Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?&%\$@

Arial Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?&%\$@

Ritchies catalogue and website fonts

Gibson Light

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?&%\$@

Gibson Light Italic

Aa *ABCDEFGHIJKLMNOPQRSTUVWXYZ*
abcdefghijklmnopqrstuvwxyz
1234567890?&%\$@

Gibson Book

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?&%\$@

Gibson Book Italic

Aa *ABCDEFGHIJKLMNOPQRSTUVWXYZ*
abcdefghijklmnopqrstuvwxyz
1234567890?&%\$@

Gibson Regular

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?&%\$@

Gibson Regular Italic

Aa *ABCDEFGHIJKLMNOPQRSTUVWXYZ*
abcdefghijklmnopqrstuvwxyz
1234567890?&%\$@

Gibson Medium

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?&%\$@

Gibson Medium Italic

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?&%\$@

Gibson Semi-bold

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?&%\$@

Gibson Semi-bold Italic

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?&%\$@

Gibson Bold

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?&%\$@

Gibson Bold Italic

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?&%\$@

Gibson Heavy

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?&%\$@

Gibson Heavy Italic

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?&%\$@

Liquor typeface

For internal liquor signage

The typeface used for Ritchies Liquor signage is Verve Alternate and Copperplate. Refer to signage examples on [page xx](#).

Main font: Verve Alternate

Note: Important to use initial capital with flourishes.

A B C D E F G H J K L M
N O P Q R S T U V W X Y Z
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0



Smaller font: Copperplate Light

Note: Important to use initial capital with flourishes.

COPPER PLATE LIGHT

A A

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ? & % \$ @

Ritchies sub branding

Masters of Meat used for Ritchies-branded products



**REAL MEAT,
REAL BUTCHERS**



**REAL MEAT,
REAL BUTCHERS**



Ritchies Visual Identity System

Examples of Masters of Meat signage



Example of Masters of Meat shelf wobblers



Healthy Eating Logos



YOU NEED
2 FRUIT + 5 VEG
SERVES DAILY

ONE SERVING IS

FRUIT	VEG
150	75
GRAMS	GRAMS

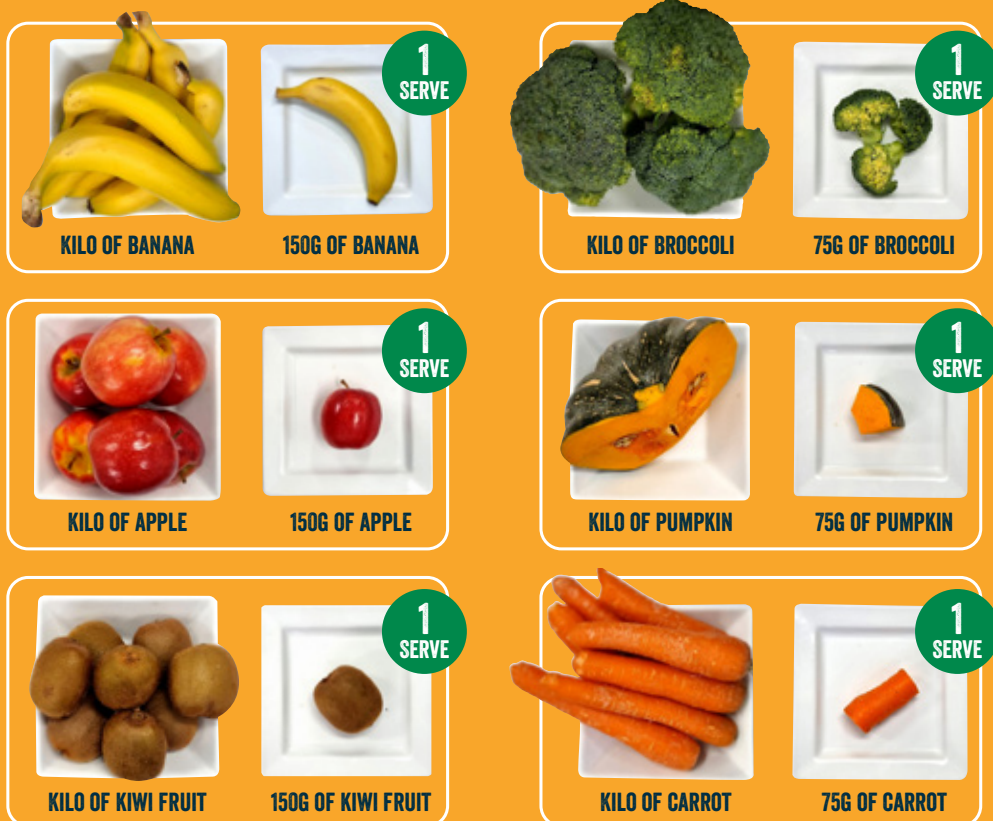
WE ARE NOW DISPLAYING THE PRICE PER SERVE TO MAKE
PLANNING YOUR DAILY SERVES OF FRUIT AND VEG EASIER

RITCHIES

WWW.EATFORHEALTH.GOV.AU

Price Per Serve info graphics

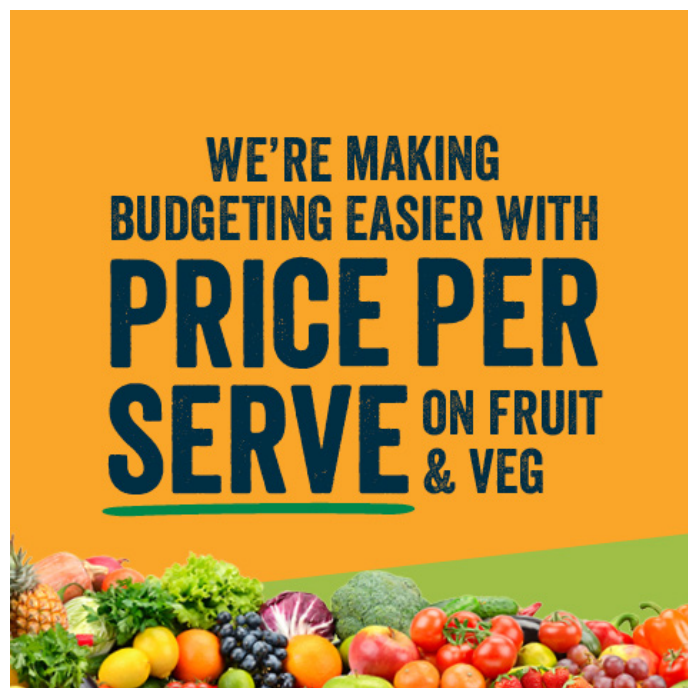
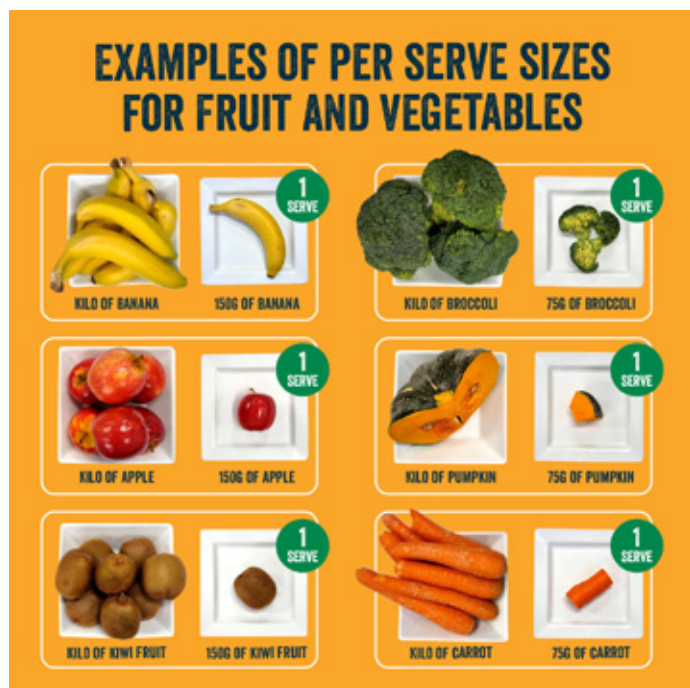
EXAMPLES OF PER SERVE SIZES FOR FRUIT AND VEGETABLES



RITCHIES



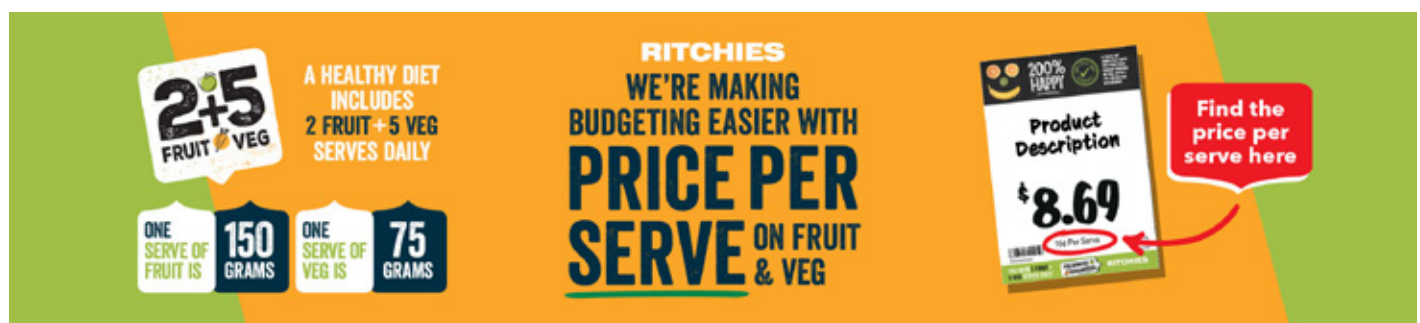
Price Per Serve info graphics



Price Per Serve info graphics



Price Per Serve info graphics



SUPA VALU logos

SUPA Value used in conjunction with IGA logo



Full colour



Reversed (white)



SUPA VALU shelf tickets

SUPA VALU SHELF TICKET GUIDELINES

As we continue to promote our 2 core messages in store (Low Price & Big Savers), and simplify the number of tickets being used, we have put together an easy reference guide of which tickets to use for each promotion type, along with rules around what information should be included on each of the recommended tickets.

Simplifying the tickets in store will provide an easier shopping experience for your customers and further display Supa Valu's commitment to great prices right across the store. Below is a guide of which core messages to use for each promotion.*

Promotion Type:

LD, SL, AD, AF, MB, DA, Z, CM, MK, LW, FH, FM, FP, BB

**Ticketing Output Type:** Promotion

Description: LD: Leading Advertised, SL: Support Line, AD: Advertised, AF: Advertised Fortnightly, MB: Multibuy, CM: Community Chest, DA: Deli Advertised, Z: Special Feature, CM: where line part of weekly program, MK: Market Day, LW: Late Week Special, FH: Seafood, FM: Meat, FP: Produce, BB: Bakery

Typical Promotional Period: 1 Day, 3 Days, 1 Week, AF: 2 Weeks

Rules: No Was No Save

Comment: LD: Front and back page of catalogue, SL: Support Line, not advertised in catalogue, ST: No Saves

End Date: YES

Promotion Type:

MANUAL, DP, DR, P1, P2, L1, L2, PM

**Ticketing Output Type:** Everyday Low Price

Description: Manual: Manager's Special, DP: Direct Promotion, DR: Direct Deal Reflet, P1&P2: Lead in /Lead out, L1&L2: LPED, PM: Price Match Program

Typical Promotional Period: 1 Day, 3 days, 1 week, 13 weeks, ongoing

Rules: No Was No Save

Comment: KVI's, PM, LPED & all other promotional offers outside of weekly promotional offer, ST: No saves

End Date: VARIES

*Ticket pricing details in this document are represented as an example only.

Promotion Type: N/A

TW, TF, TM, TR

Ticketing Output Type: Tobacco Promotions

Description: TW: Tobacco Weekly, TF: Tobacco Fortnightly, TM: Tobacco Monthly, TR: 8 Week Tobacco

Typical Promotional Period: 1 Week, 2 Weeks, 4 Weeks, 8 weeks

Rules: No Talker or Shelf Ticket (Price board only)

End Date: YES

Font Guidelines:
Pricing/measure related: Signpainter House Showcard

Product description: Avenir Next Bold

Other: Avenir Next Medium

Dollar and cent symbols: Align to top of price and 60% height

If Dollar with cents: Cents align to top of price, 60% height and show decimal

If cents only: Don't show dollars or decimal

If whole dollar: Don't show cents or decimal

 For further information please contact your **State Brand Manager or State Operations Manager.**

State Brand Manager	NSW Lisa Keliele 02 8822 3602 0427 124 657	VIC Brittany Dela Cruz 03 8368 6025 0437 506 720	QLD Xee Vang 07 3804 4061 0428 082 668	SA Elaine Ayers 08 8152 8526 0409 072 572	WA Loraine Taylor 08 9311 6932 0417 488 327
State Operations / Area Manager	Ashley Thompson 0438 027 809	Jim Kavanagh 0419 559 655	Steve Cittadella 07 3804 4017 0427 518 318	Ian Parry 08 8152 8431	Roger Milstein 0400 249 432

SUPA VALU shelf tickets



Instore Department Signage

Instore Department signage



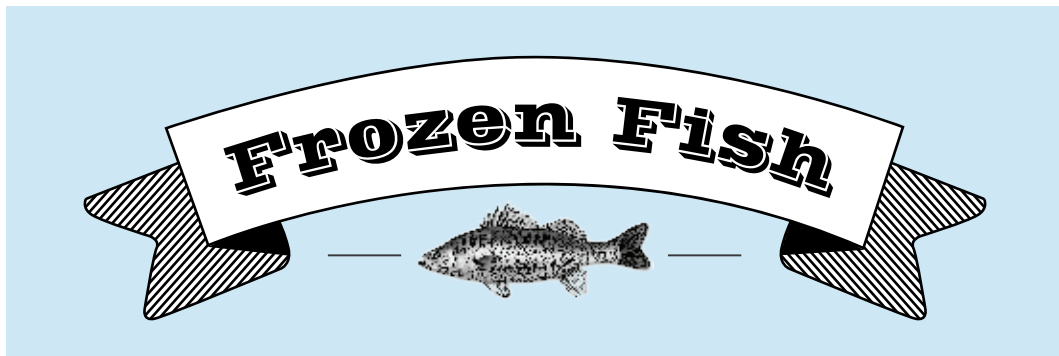
Sushi Signage





Instore Department signage





Ritchies internal Liquor signage

Ritchies Liquor logo and signage

RITCHIES STORES
EST. 1870

RITCHIES LIQUOR

RITCHIES LIQUOR MERCHANTS

Ritchies Visual Identity system

Category sign



Trading hours sign



Ritchies external Store signage

Ritchies Village logo – Mt Eliza



Ritchies Loyalty Program



Ritchies Loyalty Program

Ritchies Member Card



Ritchies Member Card App Icon




RITCHIES CARD



Join today



The Ritchies Community Benefit Program has been supporting clubs, schools and charities since 1993. Over \$50 million has been distributed to date.

- Nominate your favourite club, school or charity (more than 5000 to choose from).[#]
- Every time you spend and scan your app, Ritchies will reward a % of your spend to the organisation of your choice.[#]
- Weekly and Monthly promotions, cheaper prices, Ritchies dollars, collect and win, as well as games and lots more fun things to do.[#]
- Receive our catalogues and weekly specials anytime anywhere.



Download the Ritchies App and join today






#Terms and conditions apply.
See www.ritchies.com.au/ritchiescardterms

Download the App and register in 3 easy steps

- 1** In the Ritchies App, register by clicking on the Sign Up button. Complete the registration.
- 2** A verification email will be sent to the email address you registered. Click the link in the email to activate your account.
- 3** Login to your newly created account to select your favourite club, school, or charity from the Community page.



You can also use a Ritchies Loyalty Card. Pick one up in store and link your card to the Ritchies App

For more information please visit
www.ritchies.com.au/loyalty
Ritchies Stores Pty Ltd ABN 61 005 041 814

Ritchies App DL Flyer

Loyalty point of sale items

Poster



A2 Educational Poster



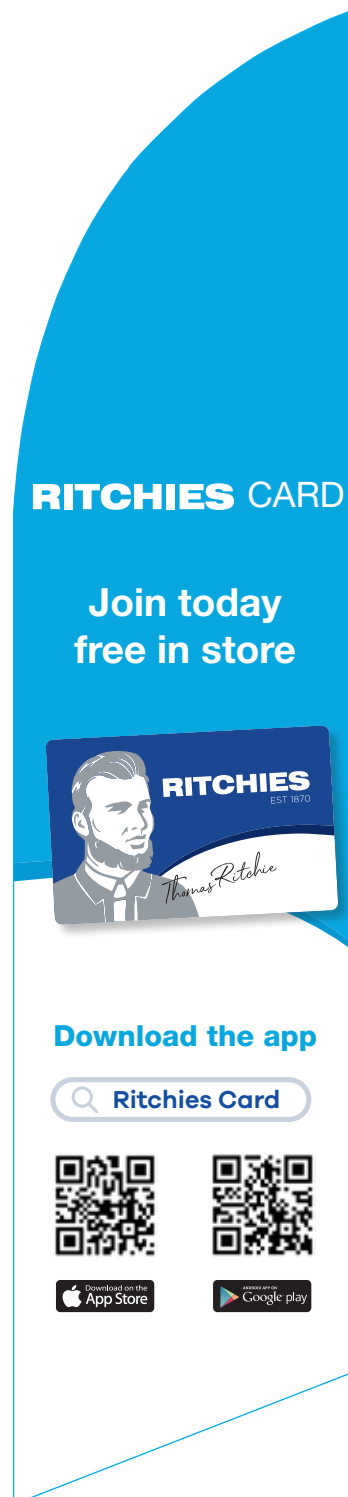
Ritchies Loyalty Program

Loyalty point of sale items

Gondola Poster



Flag

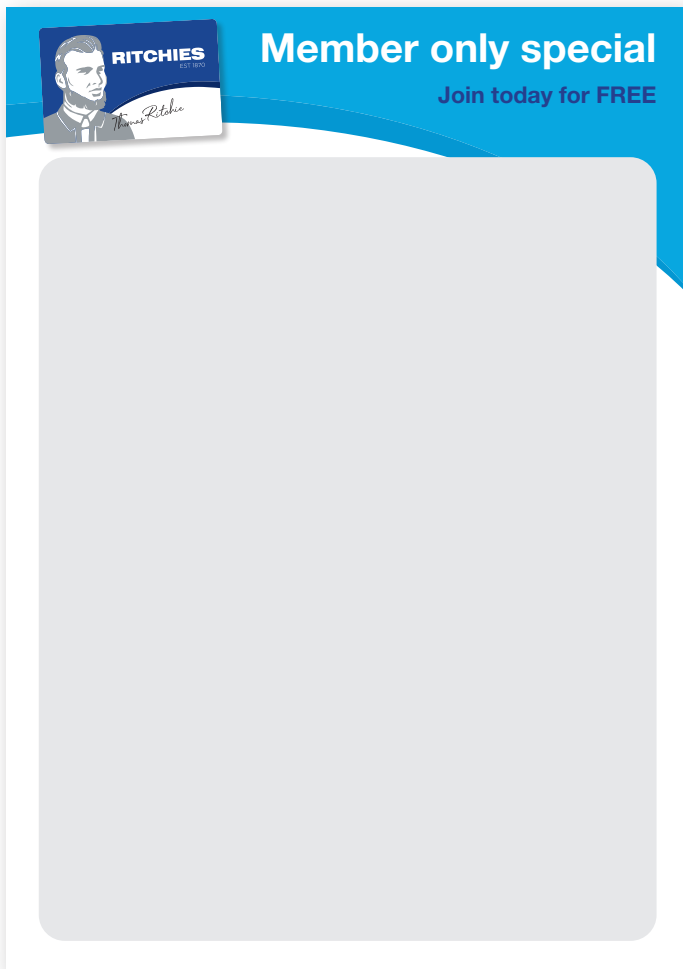


Hanging Poster



Loyalty point of sale items

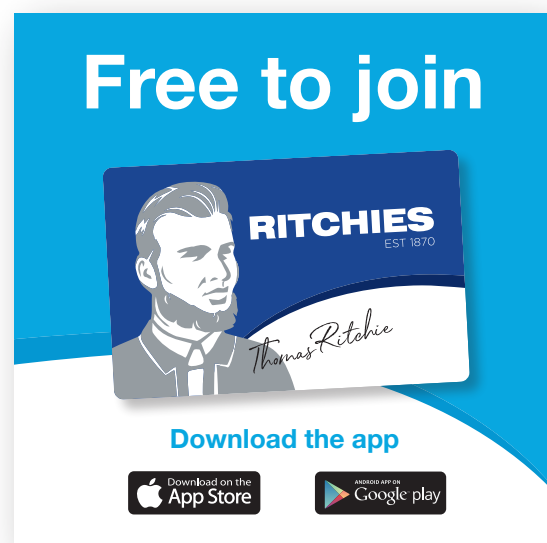
A4 Pricing Template



Hanging Disc



Hanging Square



Ritchies Loyalty Program

Loyalty point of sale items

SCO Callout



Register Topper



Ritchies Loyalty Program

Scanner Poster

RITCHIES CARD
MEMBERS
SAVE MORE

PLUS Support your
favourite club,
school or charity



R Download the
Ritchies Card
app today and
start saving!

🔍 Ritchies Card



Download on the
App Store

ANDROID APP ON
Google play

Shelf Talker

Join to get extra
specials every week



Download on the
App Store

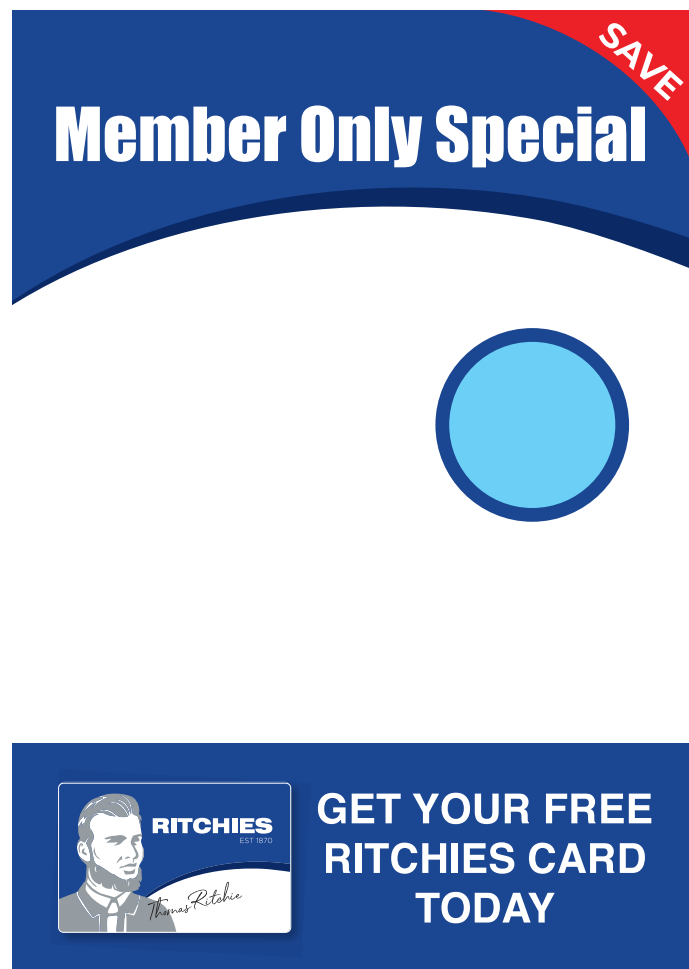
ANDROID APP ON
Google play

Loyalty point of sale items

Window sign



Shelf talker



Ritchies Culture

Ritchies commitments

Logos used to represent Ritchies core values and commitments. These are used for internal communications.



SAFETY

We have a Safety-first attitude when it comes to our customers and team.



DARE

We are Courageous. We take initiative, we are bold and we exceed expectations.



COMMIT

We are Dedicated. We take pride in our processes and support them always.



TRUST

We are Reliable. We say what we mean and do what we say.



ENGAGE

We are Communicators. We unite, speak and listen freely and respectfully.



GROW

We are Students. We learn and develop to evolve.



ENJOY

We are Playful. We laugh our way through hard work, demanding problems and rough days.



INTEGRITY

We are Genuine. We consider our 7 Commitments in all decision making.



Recognition

The friendliest team compass has been developed to communicate Ritchies core values to new and existing employees.



Logos used to represent Ritchies core values and commitments. These are used for internal communications.

RITCHIES SAFETY COMMIT ENGAGE ENJOY DARE TRUST GROW INTEGRITY

Presented to: _____

ROAR
RITCHIES OVER & ABOVE RECOGNITION

When you have received 3 ROAR Cards, engage your direct manager to request your reward.

In recognition of: _____

Nominated by: _____ Date: / /

RITCHIES Enjoy & Inspire Helpful & Polite Patient & Positive Smile & Greet

Presented to: _____

Friendliest Team Award
– excellence in customer service

When you have received 3 Friendliest Team Cards, engage your direct manager to request your reward.

In recognition of: _____

Nominated by: _____ Date: / /

Printer-ready PDF and Indesign template available:
File name: ROAR card.indd

Friendliest team

The friendliest team branding can also be used in-store reinforce these values.



The friendliest team in the supermarket industry ☺

The friendliest team in the supermarket industry ☺

Shelf Wobbler

Certificates

Examples of commendation certificates

Editable template available in
InDesign and Word formats
File name: Certificates.indd,
Champion Award.docx,
Commendation Award.docx



Stationery
Internal documents
Name cards

Letterhead

Page margins 9mm

Logo with tagline width 52mm

Page margins 9mm

RITCHIES
Where the Community Benefits

The friendliest
team in the
supermarket
industry 😊

Ritchies Stores Pty Ltd
Supermarkets & Liquor Stores
ABN 61 005 041 814
10/1095 Frankston Dandenong Rd
Carrum Downs VIC 3201
T 03 9784 2000
F 03 9784 2090
ritchies.com.au
All correspondence to
PO Box 2051 Seaford B.C.
Seaford VIC 3198

Contact details
Helvetica Neue
Bold 7pt
Helvetica Neue
Light 7pt
Aligned right

Page margins 9mm

RITCHIES **IGA** **LIQUOR**

Ritchies The Food & Wine Marketplace

Note: Samples on this page are not shown at actual size.

Available as editable InDesign and word templates or printer-ready pdf.
File name: Letterhead.indd, Letterhead HR.pdf, Letterhead Word.docx

With compliments

Page margins
9mm

Logo width 52mm

Page margins
9mm

RITCHIES
Where the Community Benefits

With compliments

The friendliest
team in the
supermarket
industry 😊

Ritchies Stores Pty Ltd
Supermarkets & Liquor Stores
ABN 61 005 041 814
10/1095 Frankston Dandenong Rd
Carrum Downs VIC 3201
T 03 9784 2000
F 03 9784 2090
ritchies.com.au
All correspondence to
PO Box 2051 Seaford B.C.
Seaford VIC 3198

RITCHIES **liquor**

Ritchies supermarkets

Contact details
Helvetica Neue
Bold 7pt
Helvetica Neue
Light 7pt
Aligned right

Available as editable InDesign template or printer-ready pdf.
File name: With compliments.indd, With compliments HR.pdf

Note: Samples on this page are not shown at actual size.

Ritchies Corporate Branding & Style Guide 59

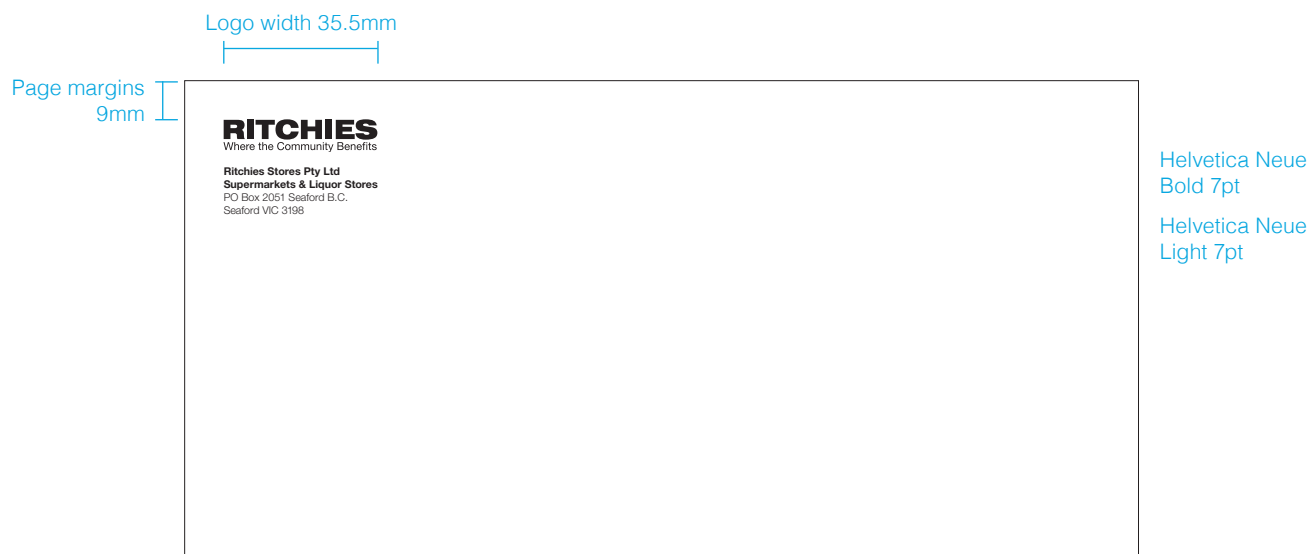
Business cards



Available as editable InDesign template or printer-ready pdf.
File name: Business card.indd, Business card HR.pdf

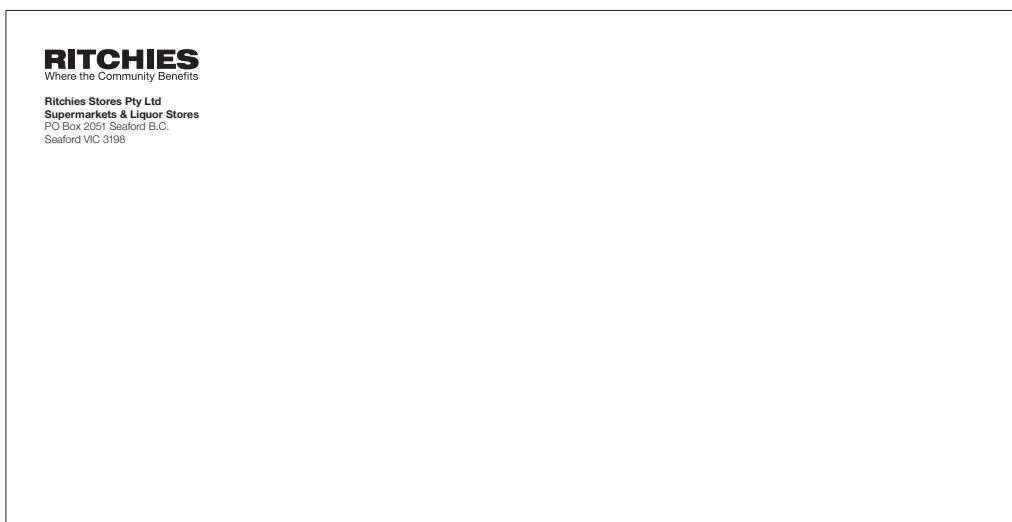
Envelopes

DL Envelope



Available as editable InDesign template or printer-ready pdf.
File name: DL envelope art.indd, DL Envelope HR.pdf

DLX Envelope

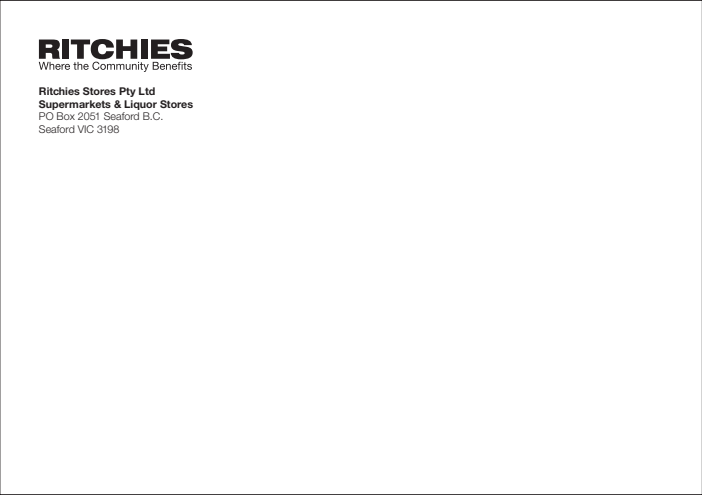


Available as editable InDesign template or printer-ready pdf.
File name: DLX envelope art.indd, DLX Envelope HR.pdf

Note: Samples on this page are not shown at actual size.

Ritchies Visual Identity System

C6 Envelope



Available as editable InDesign template or printer-ready pdf.
File name: C6 envelope art.indd, C6 Envelope HR.pdf

C4 Envelope



Available as editable InDesign template or printer-ready pdf.
File name: C4 envelope art.indd, C4 Envelope HR.pdf

Note: Samples on this page are not shown at actual size.

Fax Cover Sheet

FAX

RITCHIES
Where the Community Benefits

Ritchies Stores Pty Ltd
(ABN 61 005041814)

160 Graham Street, Wonthaggi, 3995
T (056) 72 1277
F (056) 72 2166

DATE:

TO FAX NO.:

ATTENTION:

FROM:

NO. OF PAGES (including this page):

MESSAGE:

Heading Arial 28pt
equal to logo height

Address
Arial Bold/
Arial Regular
11pt
Right Aligned

Body Copy
Arial Regular
12pt
Left Aligned

Microsoft Word template available:
File name: Fax Sheet.docx

Internal memos

MEMORANDUM



ALL RITCHIES STAFF – ALL VIC, NSW & QLD STORES

MEMO NO. 635

To All store managers, liquor managers, produce managers,
Meat managers, deli managers, Lenards managers, all scanning offices, all cash offices.
All head office staff.

From Adrian Rigby

Date 28.10.15

Re: Store manager vacancy – QNN

PLEASE DISPLAY THIS MEMO IN YOUR TEAROOM FOLDER

Please be advised our Inverell Store Manager, Brett Vidler has resigned. As such, a vacancy exists for a Supermarket Manager at this store.

This may be a great opportunity for an up and coming assistant manager, to take the next step in their career, or for an existing store manager to make the "tree change" to this wonderful country town located four hours west of Ballina.

Any interested team members should apply in writing to Adrian Rigby, (Supervisor QNN) **before 5.00pm Sunday 5th October.**

Team members need to ensure they are applying with a thorough knowledge and experience of supermarket management, including compliance areas such as HACCP, OH&S etc. Cash office, register operation and procedures are also an important component of the position.

Please send all applications to:

Adrian Rigby via email to adrian.rigby@ritchies.com.au

If you have any queries, or require any clarification regarding this position, please contact Adrian prior to the application closure date.

***Ritchies Stores is an Equal Opportunity Employer.
Job sharing Applications will be considered.***

Page 1 of 1

Heading Arial 28pt
equal to logo height

All text
Arial Regular/
Arial Bold
12pt
Left Aligned

Microsoft Word template available:
File name: Internal Memo.docx

Footer
Arial Bold
14pt

General Document Template

Microsoft Word template available:
File name: Document Template.docx



Document Heading

Subheading

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Curabitur sit amet quam pulvinar, facilisis ipsum non, auctor dui. Duis quis egestas massa, eget varius sem. Vestibulum sagittis dolor quis sapien suscipit vehicula. Donec interdum felis eu mi lobortis, eget scelerisque massa dictum. Ut ut porttitor est. Curabitur condimentum sapien ut lorem euismod, eget mattis leo consectetur. Ut euismod orci leo, et consequat elit commodo quis. Proin id tortor at leo laoreet molestie nec non enim.

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Email signature

Regards,

John Citizen
Store Manager

RITCHIES
Where the Community Benefits

Ritchies Stores Pty Ltd
Supermarkets & Liquor Stores
T (03) 9784 2000
D (03) 9784 0000 **M** 0421 000 000
10/1095 Frankston Dandenong Rd
Carrum Downs VIC 3201
ritchies.com.au



The *friendliest* team in 
the supermarket industry

Important Notice & Information:

This email and any files transmitted with it are confidential and intended solely for the use of the individual or entity to whom they are addressed. If you are not the intended recipient of this email, you must not disseminate copy or otherwise use this information. If you have received this communication in error, please reply to this email to notify the sender of its incorrect delivery and then delete both it and your reply. Thank you.

Arial Regular/
Arial Bold
8pt (name 10pt)
Left Aligned

Black text with Ritchies Blue for name
and phone number identifiers

Notice
Arial Regular
6pt
Left Aligned

Microsoft Word template and
image files available:
File name: email signature.docx

Temporary internal signage

Flyer template to be used for in-store notifications

Ritchies product is out of stock

Body text to go here, Body text to go here, Body text to go here, Body text to go here, Body text to go here, Body text to go here, Body text to go here, Body text to go here, Body text to go here, Body text to go here.

- Bullets if required
- Bullets if required
- Bullets if required

Ritchies apologises for any inconvenience caused.

RITCHIES
Where the Community Benefits

Heading
Arial Bold
45pt
Left Aligned
Ritchies blue

Body Text
Arial Regular
26pt
Left Aligned
Black

Microsoft Word template available:
File name: Notice – Colour.docx

Note: Samples on this page are not shown at actual size.

Flyer template to be used for in-store notifications

Ritchies product is out of stock

Body text to go here, Body text to go here, Body text to go here, Body text to go here, Body text to go here, Body text to go here, Body text to go here, Body text to go here, Body text to go here, Body text to go here.

- Bullets if required
- Bullets if required
- Bullets if required

Ritchies apologises for any inconvenience caused.

RITCHIES
Where the Community Benefits

Heading
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45pt
Left Aligned

Body Text
Arial Regular
26pt
Left Aligned

Microsoft Word template available:
File name: Notice – b&w.docx

Note: Sample on this page are not shown at actual size.

Internal Forms

Examples of forms

Printer-ready PDF and
Indesign template available:
File name: inwards goods
manifest.indd

All Text
Helvetica Bold/
Helvetica Light
Black on white paper
Left aligned where
possible

Table column headings
White on black
Center aligned if needed

Table line weight
0.25pt
0.5pt for 'bold' lines

Lines to write on
0.35pt

Printer-ready PDF and Indesign template available:
File name: delivery docket.indd

Printer-ready PDF and Indesign template available:
File name: pallet control docket.indd

Examples of forms

CLEARANCE SLIP

RITCHIES
Where the Community Benefits

Operator No.: _____

Register No.: _____

Sign: _____

Date: _____

Time: _____

Place this form in the clearance plastic bag on top of the money.

Printer-ready PDF and Indesign template available:
File name: clearance slip.indd

PETTY CASH VOUCHER

RITCHIES
Where the Community Benefits

Date: ____ / ____ / ____

_____ Dollars _____ Cents

DETAILS	BEFORE GST	GST	TOTAL INC. GST
Total			\$
Account Code			

Approved: _____

Signed: _____

Printer-ready PDF and Indesign template available:
File name: petty cash voucher.indd

REFUND/RETURN

RITCHIES
Where the Community Benefits

Date: ____ / ____ / ____ Register no: _____

\$

Reason: _____
If over \$5 and cash refunded – customer to provide name, phone no. and I.D. on reverse of this form, I.E. Driver's licence.

Cashier: _____ Signature: _____

Manager: _____ Signature: _____

Printer-ready PDF and Indesign template available:
File name: refund return.indd

All Text
Helvetica Bold/
Helvetica Light
Black on white paper
Left aligned where
possible

Table column headings
White on black
Center aligned if needed

Table line weight
0.25pt
0.5pt for 'bold' lines

Lines to write on
0.35pt

Note: Samples on this page are not shown at actual size.

All Text
Helvetica Bold/
Helvetica Light
Black on white paper
Left aligned where possible

Table column headings
White on black
Center aligned if needed

Table line weight
0.25pt
0.5pt for 'bold' lines

Lines to write on
0.35pt

Printer-ready PDF and Indesign
template available:
File name: copy tax invoice.indd

Examples of forms

Supplier Feedback Form

Store Name

Supplier	
Name	
Initial Impression of Store	
Presentation	
Display tie up	
Shelf Layouts (Tie up to planogram)	
Ranging	
What is good about this store?	
What areas can be improved?	
Any innovative ideas for change within this store?	
General Comments	

Page 1 of 1

Main heading
Arial Regular 24pt

Sub heading
Arial Bold 12pt

Table text
Left column – Arial Bold 10pt
Table – Arial Regular 10pt

Microsoft Word template and PDF
available:
File name: supplier feedback.indd

Appendix

Ritchies Meals Made Easy - internal use only





RITCHIES