APT.9®

Packaging Brand Content Deck

QUESTIONS?
Concept: Kelly Galbraith, Mary Marren | **Creative Execution:** Kristin Rechlin, Lauryn Kohl | **Copy:** Jamie Murray, Jamison Williams
GP: Darren Lussow, Stacie Leren | **Sourcing:** Dawn Schairer

KOHL'S
packaging

Purpose

This guide is the current and up-to-date Content Deck for the APT 9® brand. It is a one-stop shop for all your APT 9® needs, from Production Specifications, to Copy standards, to Design standards.

Please reference this guide for the basic tools on how to create brand packaging in the APT 9® look and feel.

Please see the Packaging Execution & Production Drive & On Garment Standards for additional information and resources.
Vendors: Please reference the On Garment Standards on Klink

Please see the Packaging Template Library Guide or PDF Library for brand artwork templates and codes.
Vendors: Please reference the Packaging Template Library Guide on Klink

Table of Contents

2

KOHL'S packaging

Printing Specs

Paper Pieces

Hang Tags
Stock: FSC Mix Bright White C2S
Weight: 24pt
Finish / Varnish: Matte Varnish, flood both sides
Swift Tack: Clear

Pocket Flashers
Stock: FSC Mix Bright White C2S
Weight: 16pt
Finish / Varnish: Matte Varnish, flood both sides

Neck Bands
Stock: FSC Mix Bright White C2S
Weight: 16pt
Finish / Varnish: Matte Varnish, flood both sides

Jokers
Stock: FSC Mix Bright White C2S
Weight: 16pt
Finish / Varnish: Matte Varnish, flood both sides

Size Strips, Shoulder Stickers
Stock: Transcode White Plus APEO Free Adhesive (3 mil)
Weight: na
Finish / Varnish: Matte

Woven Fabric Labels

Finish:
- Loop
- End Fold
- Mitre
- Patch

Material:
- RCS Certified recycled polyester,double shuttle, woven edge

Heat Seals

Material: Water Based Heat Transfer

Brand Toolkit

Primary Color Palette

| PMS 2147 C | White |

Primary Packaging Logos

Apt. 9 R.ai
Asset ID: 3729453
grey background is for read only

Primary Fonts

Neutraface 2 Text Light Italic

Neutraface 2 Text Book

Neutraface 2 Text Demi

Neutraface 2 Text Bold

NEUTRAFACE 2 DISPLAY TILTING

Neutraface 2 Display Bold

KOHL'S packaging

Brand Toolkit

Secondary Color Palette

PMS Cool Gray 6 C

additional color for heat seal use only

Secondary Packaging Logos

APT.9®

Apt. 9 PMS.ai
Asset ID: 3729448
logo for heat seal use only

APT.9®

Apt. 9 PMS CG6.ai
Asset ID: 45625416
logo for heat seal use only

Modifier Color Palette

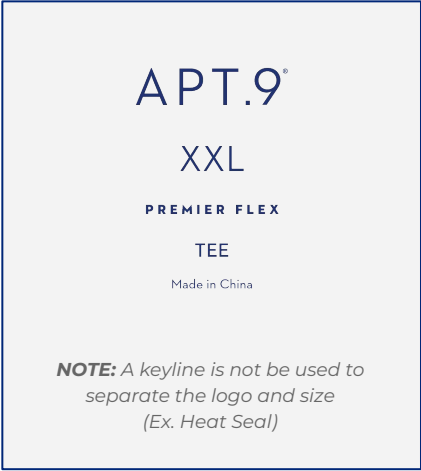| STRAIGHT FIT **PMS 150 C**	SLIM FIT **PMS 604 C**	EXTRA-SLIM FIT **PMS 142 C**
MODERN FIT **PMS 389 C**	CLASSIC FIT **PMS 636 C**	REGULAR FIT **PMS 171 C**

KOHL'S packaging

Design Standards

Keyline Usage

A keyline should be used to separate the logo and a program name.

A **0.5 pt Keyline** to separate Logo from Program Name

Keyline Usage

NOTE: A keyline is not be used to separate the logo and size (Ex. Heat Seal)

Please see the Packaging Template LIbrary Guide for all brand artwork templates and codes.

Copy Standards

Men's Program Names

An elevated grouping within the Brand
- Applies to multiple categories of business grouped together to signify what the brand is known for
- Lives year round, season-to-season

NOTE: Key Item Names do <u>not</u> need to be created, you are able to create these by selecting one of the approved Program Names and then the appropriate Item Variable.

| Premier Flex [item name] | Performance [item name] | Modern Luxe [item name] | Wrinkle Free [item name] |

For Kohl's Brand Copy Standards see the **Copy Resource Site** for all Copy Resource Guides
For approved Item Variables, see the approved **Packaging Variable Guide**

KOHL'S packaging

Copy Standards

Brand name is written in all caps

Hang Tag Formatting
- Size field and Item name are in title case
- Feature field and Sustainability copy are in sentence case with no period

Joker Formatting
- Feature field and Sustainability copy is in sentence case with no period
- Item name and modifier are in title case
- Size field 1 and Size field 2 are in all caps
  Gusset only: Size field 2 is in title case
- Fit name 1 is in title case
- Fiit name 2 is in all caps
- Inseam is in all title case (Front & Gusset)
- **Women's Only:**
  - Stretch is in sentence case
  - Rise is in all caps

Non-Integrated Size Strip Formatting
- **Men's:** Fit name and Size field 1 are in all caps
- **Women's:** Fit name and Size field 1 & 2 are in all caps

Integrated Size Strip Formatting
- Adaptive copy and Item name are in title case
- Feature field and Sustainability copy are in sentence case with no period
- Size field 1 and 2 are in all caps

Heat Seal Formatting
- Size field 1 and Size field 2 are in all caps
- Item name is in title case
Adaptive - when used is in all caps

Waistband Heat Seal Formatting
- Size field 1 and Size field 2 are in all caps
- Fit name is in title case

Labels (Enfold, Mitre, Loop & Patch) Formatting
- Modifier and size field 1 and 2 are in all caps
- Adaptive is in all caps

For Kohl's Brand Copy Standards see the **Copy Resource Site** for all Copy Resource Guides
For approved Item Variables, see the approved **Packaging Variable Guide**

KOHL'S
packaging

Copy Standards

Men's Tailored Only

Suit Sleeve Joker Formatting
- Program name, item name, size field and modifier are in all caps

Dress Shirt Shoulder Sticker Formatting
- Program name, item name, size field and modifier are in all caps
- Feature field and sustainability copy are in sentence case with no period

Jacket Pocket Flasher Formatting
- Program name, item name and modifier are in all caps
- Feature field and sustainability copy are in sentence case without a period

Dress Shirt Neck Band Formatting
- Adaptive copy, program name, item name and modifier are in all caps

Dress Shirt Integrated Size Strip Formatting
- Size field and modifier are in all caps
- Feature field and sustainability copy are in sentence case with no period

For Kohl's Brand Copy Standards see the **Copy Resource Site** for all Copy Resource Guides
For approved Item Variables, see the approved **Packaging Variable Guide**

APT 9® Packaging Content Deck

KOHL'S packaging