jumping beans®

BABY BEAN

Packaging Brand Content Deck

QUESTIONS?
Concept: Kelly Galbraith | **Creative Execution:** Kristin Rechlin, Angela Minga | **Copy:** Jamie Murray, Jamison Williams
GP: Darren Lussow, Kourtney Klemp | **Sourcing:** Dawn Schairer

KOHL'S packaging

Purpose

This guide is the current and up-to-date Content Deck for the Jumping Beans Baby Bean brand. It is a one-stop shop for all your Jumping Beans Baby Bean 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 Jumping Beans Baby Bean 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

KOHL'S packaging

Printing Specs

Paper Pieces

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

Collar Cards
Stock: FSC Mix Bright White C2S
Weight: 18pt
Finish / Varnish: Satin, flood both sides

Size Strips & Feature Stickers
Stock: Transcode Plus, White Film
Weight: 3mil
Finish / Varnish: Matte (Non-Integrated)
Finish / Varnish: Satin(Integrated)

NOTE: Feature stickers can be used for Kids only, meeting the guidelines noted within the On Garment Guide.

Printed Fabric Labels

Finish:
- Loop
- End Fold
- Mitre
- Patch

Material:
- 100% recycled single face satin tape, woven edge

Heat Seals

Material: Water Based Heat Transfer

KOHL'S packaging

Brand Toolkit

Primary Color Palette

PMS 1575 C | PMS Cool Gray 4 C | PMS 389 C

Primary Font

Arial Bold
Arial Regular

Primary Packaging Logos

Jumping Beans Baby Bean VT PMS.ai
Asset ID: 20770974

Jumping Beans Baby Bean bean VT PMS.ai
Asset ID: 44200986

Jumping Beans Baby Bean HZ PMS.ai
Asset ID: 20770978
Jumping Beans Baby Bean HZ C.ai
Asset ID: 20770976

KOHL'S packaging

Brand Toolkit

Secondary Color Palette

Process Black **White** **PMS Cool Gray 6 C**

for heat seal use

Secondary Packaging Logos

jumping beans® BABY BEAN

jumping beans® BABY BEAN

jumping beans® BABY BEAN

Jumping Beans VT Black PMS.ai
Asset ID: 3128537
Jumping Beans VT Black K.ai
Asset ID: 20770973
100% black logo for heat seal use

Jumping Beans VT R.ai
Asset ID: 3128536
· logo for heat seal use only
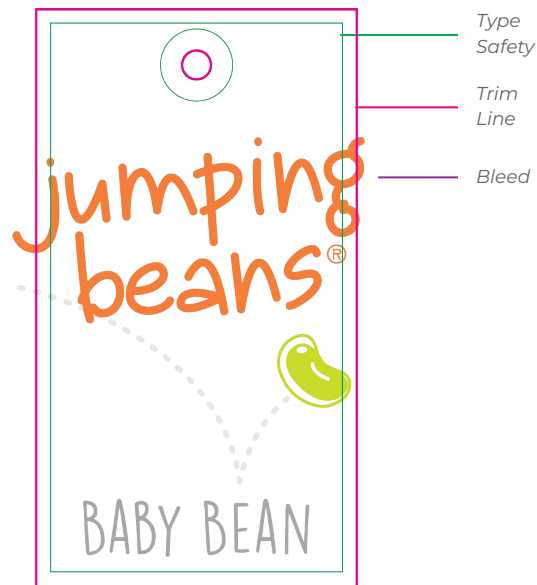*· grey background is for read only*

Jumping Beans VT PMS CG6.ai
Asset ID: 44828814
logo for heat seal use only

KOHL'S packaging

Design Standards

Hangtag Guide:
- The Jumping Beans logo should slightly extend beyond the left and/or right edges of the packaging area for visual impact
- When cropping, ensure the "j" and "g" letters remain completely legible
- The 'Baby Bean' logo (gray) should not extend beyond the type safety lines

Type Safety

Trim Line

Bleed

Reference
Hang Tag Front

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

KOHL'S packaging

Copy Standards

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 not need to be created, you are able to create these by selecting one of the approved Program Names and then the appropriate Item Variable.

**The
Softest
[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

Jumping Beans Brand name is written in lowercase, Baby Bean 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, Sustainability copy, Stretch field and Inseam are in sentence case with no period
- Item name, Fit name 2 and Modifier are in lowercase
- Size field 1 and Size field 2 are in all caps
  Gusset only: Size field 1 & 2 are in title case

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

Non-Integrated Size Strip Formatting
- Item name and Size field 1 and 2 are in all caps

Heat Seal Formatting
- Size field 1 is in all caps and Size field 2 is in lowercase
- Item name is in lowercase

Adaptive Heat Seal - Adaptive copy is in all caps

Waistband Heat Seal Formatting
- Size field 1 is in all caps and Size field 2 is in lowercase
- Adaptive copy is in all caps

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

Collar Card Formatting
- Feature field and Sustainability copy are in sentence case with no period
- Item name & Quantity are in lowercase
- Size field 1 & 2 are in all caps

Kids' Feature Sticker Formatting
- Feature field is in all caps 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**

KOHL'S packaging