

Disney

jumping
beans®

BABY BEAN



Packaging Brand Content Deck

QUESTIONS?

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Purpose

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

- [Printing Specs](#)
- [Brand Toolkit](#)
- [Design Standards](#)
- [Copy Standards](#)
- [Licensed Brand Logos “Cheat Sheet”](#)

Printing Specs

Paper Pieces

Hang Tags

Stock: FSC Mix Bright White C2S

Weight: 24pt

Finish / Varnish: Satin, flood both sides

Swift Tack: Clear

Size Strips & Feature Stickers

Stock: Transcode Plus, White Film

Weight: 3mil

Finish / Varnish: Satin

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

Printed Fabric Labels

Finish:

- Loop
- Patch

Material:

- 100% recycled single face satin tape, woven edge

Heat Seals

Material: Water Based Heat Transfer

Core (BBD) Brand Toolkit

Primary Color Palette



Primary Font

Arial Bold

Arial Regular

Primary Packaging Logos

The classic Disney script logo in black.

The 'jumping beans' logo in a handwritten-style orange font.

The words 'BABY BEAN' in a light gray, hand-drawn style font.

Jumping Beans Baby Bean Disney PMS.ai

Asset ID: 19984211

Disney Jumping Beans Baby Bean C.ai

Asset ID: 19984212

Core (BBD) Brand Toolkit

Secondary Color Palette



for collar cards and jokers use



for heat seal use

Secondary Packaging Logos



Jumping Beans Baby Bean (BB) Disney HZ PMS.ai

Asset ID: 44616417

• logo for fabric label use only



Jumping Beans Baby Bean

Disney K.ai

Asset ID: 19984210

• logo for heat seal use only



Jumping Beans Baby Bean

Disney R.ai

Asset ID: 19984213

• logo for heat seal use only

• grey background is for read only



Jumping Beans Baby Bean

Disney PMS CG6.ai

Asset ID: 44828021

logo for heat seal use only

Marvel (BBD MV) Brand Toolkit

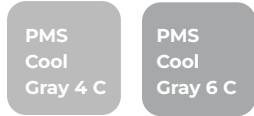
BBD MV Color Palette



CMYK



Secondary Color Palette



for collar
card use

for heat
seal use

BBD MV Packaging Logos



Jumping Beans Marvel VT PMS.ai

Asset ID: 44052081

Jumping Beans Marvel VT C.ai

Asset ID: 44029474

Paired with Jumping Beans Baby Bean (BB) PMS.ai

BABY BEAN

Jumping Beans Baby Bean (BB) PMS.ai

Asset ID: 44051793

Paired with Jumping Beans Marvel VT PMS.ai or Jumping Beans Marvel VT C.ai

BBD MV Secondary Logos



Jumping Beans Baby Bean

Marvel VT K.ai

Asset ID: 46652038

logo for heat seal use only



Jumping Beans Baby Bean

Marvel VT R.ai

Asset ID: 46652050

*• logo for heat seal use only
• grey background is for read only*



Jumping Beans Baby Bean

Marvel VT PMS CG6.ai

Asset ID: 46652039

logo for heat seal use only

Please reference Marvel style guide(s), *mvblg_0101[81].pdf*,
Asset ID: 41348729, for detailed brand guidelines

Spidey & Friends (BBD SMF) Brand Toolkit

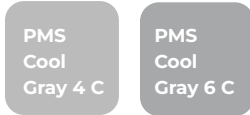
BBD SMF Color Palette



CMYK



Secondary Color Palette



for collar
card use

for heat
seal use

BBD SMF Packaging Logos



Jumping Beans Spidey VT PMS.ai

Asset ID: 44029480

Jumping Beans Spidey VT C.ai

Asset ID: 44029478

- grey background is for read only
- Paired with Jumping Beans Baby Bean (BB) PMS.ai

BABY BEAN

Jumping Beans Baby Bean (BB) PMS.ai

Asset ID: 44051793

Paired with Jumping Beans Spidey VT PMS.ai
or Jumping Beans Spidey VT C.ai

BBD SMF Secondary Logos



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**Jumping Beans Baby Bean
Spidey VT K.ai**

Asset ID: 46652052

logo for heat seal use only



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BABY BEAN

**Jumping Beans Baby Bean
Spidey VT PMS CG6.ai**

Asset ID: 46652053

logo for heat seal use only



**Jumping Beans Baby Bean
Spidey VT R.ai**

Asset ID: 46652054

- logo for heat seal use only
- grey background is for read only

Please reference Spidey and His Amazing Friends style guide(s), SMAF_Phase_20.pdf, Asset ID: 46076001, for detailed brand guidelines

Star Wars (BBD SW) Brand Toolkit

BBD SW Color Palette



Secondary Color Palette



for collar
card use

for heat
seal use

BBD SW Packaging Logos



Jumping Beans Baby Bean Lucas VT PMS.ai
Asset ID: 44234813

BBD SW Secondary Logos



Jumping Beans Baby Bean
Lucas VT K.ai
Asset ID: 46652036
logo for heat seal use only



Jumping Beans Baby Bean Lucas
VT R.ai
Asset ID: 44234814
• logo for heat seal use only
• grey background is for read only



Jumping Beans Baby Bean
Lucas VT PMS CG6.ai
Asset ID: 44829315
logo for heat seal use only

Please reference Star Wars Evergreen, *Star Wars Packaging Style Guide.pdf*,
Asset ID: 10754125, for detailed brand guidelines

Mandalorian (BBD MD) Brand Toolkit

BBD MD Color Palette



Secondary Color Palette



for collar
card use

for heat seal use

BBD MD Packaging Logos



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Jumping Beans Baby Bean
Mando VT PMS.ai
Asset ID: 44045074
Jumping Beans Baby Bean
Mando VT 100K.ai
Asset ID: 45101478

Secondary BBD MD Logos



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BABY BEAN

Jumping Beans Baby Bean
Mando VT K.ai
Asset ID: 46652037
logo for heat seal use only



jumping
beans®

BABY BEAN

Jumping Beans Baby Bean
Mando VT PMS CG6.ai
Asset ID: 44829316
logo for heat seal use only



Jumping Beans Baby Bean
Mando VT R.ai
Asset ID: 44234610
• logo for heat seal use only
• grey background is for read only

Please reference Mandalorian, Mandalorian - Packaging Guide Jan2022.pdf, Asset ID: 30215277, for detailed brand guidelines

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](#)

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](#)