

PEANUTS®

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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 Baby Beans / Peanuts (BBP) brand. It is a one-stop shop for all your Baby Beans / Peanuts 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 / Peanuts 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](#)

# Printing Specs

## Paper Pieces

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### Hang Tags

**Stock:** FSC Mix Bright White C2S

**Weight:** 24pt

**Finish / Varnish:** Satin Varnish, 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

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### Finish:

- Loop

### Material:

100% recycled single face satin tape, woven edge

## Heat Seals

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**Material:** Water Based Heat Transfer

# Brand Toolkit

## Primary Color Palette



## Primary Font

Arial Bold  
Arial Regular

## Primary Packaging Logos



Baby Beans Peanuts VT PMS.ai  
Asset ID: 46397660  
NOTE: 2-color (solid yellow) Peanuts logo is used on heat seals, labels, and size strips.

## Secondary Logos



Jumping Beans Baby Bean  
Peanuts HZ PMS.ai  
Asset ID: 46397658  
logo for loop label use only



Jumping Beans Baby Bean Peanuts VT K.ai  
Asset ID: 46652051  
logo for heat seal use only



Jumping Beans Baby Bean Peanuts VT R.ai  
Asset ID: 46397661  
· logo for heat seal use only  
· grey background is for read only



Jumping Beans Baby Bean Peanuts VT PMS CG6.ai  
Asset ID: 46397659  
logo for heat seal use only

Please reference [PEANUTS\\_Core\\_Packaging\\_Guidelines.pdf](#), Asset ID: 46249882, for detailed brand guidelines

# Design Standards

## BBP Hangtag Guide:

1. The BBP hangtag does not use a dual logo. The logos, Peanuts C.ai (Asset ID: 41460143), Jumping Beans VT Orange PMS.ai (Asset ID: 3128538), and Jumping Beans Baby Bean (BB) PMS.ai (Asset ID: 44051793) are all separated.
2. The Peanuts Core/Everyday comic background used: Peanuts\_Core\_Everyday\_Strip\_Background\_C.ai (Asset ID: 43408755)
3. The Peanuts Core/Everyday Zig-Zag used is Peanuts\_Core\_Zig-Zag\_Architecture.ai (Asset ID: 41467476)
4. The Peanuts "Classic" Hero Snoopy can be found in: Peanuts\_Core\_Everyday\_Hero\_Character\_Artwork\_C.ai (Asset ID: TBD).
5. The Peanuts Core/Everyday Halftone used is: Peanuts\_Core\_Everyday\_Halftone\_Background.ai (Asset ID: 41467472)

Reference [PEANUTS\\_Core\\_Packaging\\_Guidelines.pdf](#) (Asset ID: 46249882) for detailed brand guidelines

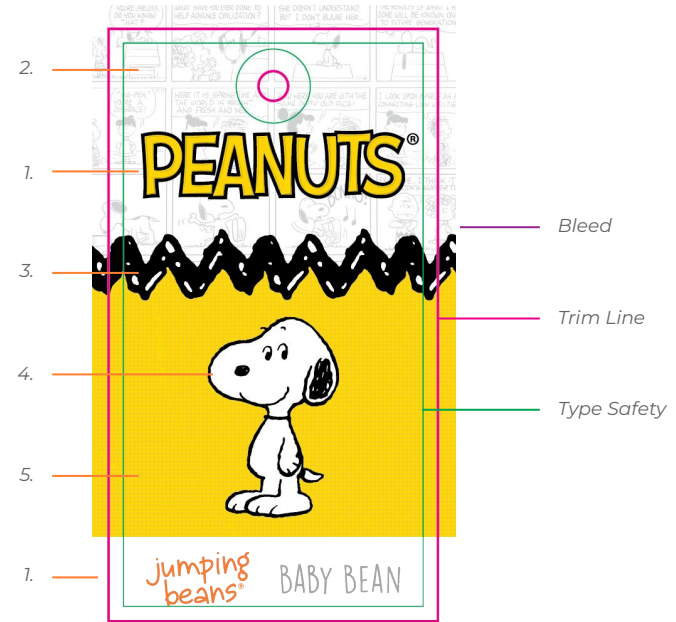
## Feature Stickers Usage:

- BBP may utilize **JB Ft ST** (orange feature stickers with JB font) as needed. These assets are maintained under Jumping Beans brand standards - see Jumping Beans Brand Content Deck [Design Standards](#) for font usage guidelines. See [On-Garment Packaging Guide](#) for sticker usage rules.



### Reference

Feature Sticker (JB Ft ST)



### Reference

Hang Tag Front (JBP HT)

Please see the [Packaging Template Library Guide](#) for all brand artwork templates and codes.

# Copy Standards

## Program Names

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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.



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](#)