

# Croft & Barrow

## Packaging Brand Content Deck

### QUESTIONS?

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# Purpose

This guide is the current and up-to-date Content Deck for the Croft & Barrow® brand. It is a one-stop shop for all your Croft & Barrow® 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 Croft & Barrow® 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

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# Printing Specs

## Paper Pieces

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### Hang Tags

**Stock:** FSC Mix Bright White C2S

**Weight:** 24pt

**Finish / Varnish:** Matte Varnish, flood both sides

**Swift Tack:** Clear

### Jokers

**Stock:** FSC Mix Bright White C2S

**Weight:** 16pt

**Finish / Varnish:** Matte Varnish, flood both sides

### Header Cards

**Stock:** FSC Mix Bright White C2S

**Weight:** 16pt

**Finish / Varnish:** PP Gloss Lamination Flood

### Collar Cards

**Stock:** FSC Mix Bright White C2S

**Weight:** 18pt

**Finish / Varnish:** PP Gloss Lamination Flood

### Size Strips

**Stock:** Transcode White Plus APEO Free Adhesive

**Weight:** 3 mil

**Finish / Varnish:** Matte

### Belly Bands

**Stock:** Frosted PP

**Weight:** .3mm

**Finish / Varnish:** Frosted Finish

## Heat Seals

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**Material:** Water Based Heat Transfer

## Woven Fabric Labels

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### Finish:

- Loop
- End Fold
- Mitre
- Patch

### Material:

- 100% GRS recycled polyester, woven broadloom damask

# Brand Toolkit

## Primary Color Palette

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## Primary Packaging Logos

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Croft &  
Barrow

Croft & Barrow VT PMS.ai  
Asset ID: 20944544

# Brand Toolkit

## Secondary Color Palette

PMS  
Cool  
Gray 6 C

*\*PMS Cool Gray 6 C is ONLY for heat seals for use on WHITE garments only*

## Secondary Packaging Logos



**Croft & Barrow VT C+R.ai**

**Asset ID: 10039591**

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

Croft &  
Barrow

**Croft & Barrow VT PMS CG6.ai**

**Asset ID: 45625685**

*logo for heat seal use only*



**Croft & Barrow VT R.ai**

**Asset ID: 10876197**

*Logo for Holiday Pajama Sets use only, grey background is for read only*

# Design Standards

## Fonts usage:

VERLAG COMPRESSED - LIGHT

*Primary font*

Chronicle Display - Roman

*Used to amplify and highlight high priority message copy  
Ex. Fit, as shown on the Joker*



## Reference

Packaging Examples

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

# Copy Standards

## Women'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 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 Effortless Stretch [item name]	The Classic [item name]	The Extra-Soft [item name]	The Extra-Cozy [item name]	The Easy Knit [item name]	The Comfort & Joy [item name]
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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

## Women's Primary Formatting

- Brand name, item name should be written in title case

## Wet Heat Seal Formatting

- Fit name is in title case
- Adaptive copy and size field 1 and 2 are in all caps

## Patch Label Formatting

- Adaptive copy fit field, size field 1 and 2 are in all caps

## Non-Integrated Size Strip Formatting

- Fit name and size field 1 and 2 are in all caps

## Women's Joker Formatting

- Features are in sentence case with no period
- Item name is in title case
- Size field 1 and 2 are in title case in the color area but all caps on the front part of the joker
- Fit name 1 is in title case while fit field 2 is in all caps
- Modifiers and stretch field are in all caps
- Inseam is title case in the color area but all caps on the front part of the joker
- Sustainability copy is in sentence case with no period

## Mitre Label Formatting

- Size field 1 and 2 are in all caps

## Loop Label Formatting

- Adaptive copy and size field 1 and 2 are in all caps

## Integrated Size Strip Formatting

- Adaptive copy and Item name are in title case
- Size field 1 and 2 are in all caps
- Feature and sustainability copy is in sentence case with no period

## Hang Tag Formatting

- Size field and Item name is in title case
- Feature field and sustainability copy are in sentence case with no period

## Heat Seal Formatting

- Size field 1 and 2 are in all caps
- Item name is in title case

## End Fold Label Formatting

- Size field 1 and 2 are 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](#)



# Copy Standards

## Collar Card Formatting

- Quantity field, item name and size field are in title case

## Belly Band with Header Card Formatting

- Item name is in title case
- Quantity field is in all caps

## Belly Band Formatting

- Item name, quantity field, feature field and sustainability copy are 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](#)

# 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 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

## Men's Primary Formatting

- Brand name, item name should be written in title case

## Wet Heat Seal Formatting

- Fit name is in title case
- Adaptive copy and Size field 1 and 2 are in all caps

## Patch Label Formatting

- Adaptive copy and size field 1 and 2 are in all caps

## Non-Integrated Size Strip Formatting

- Fit name and size field 1 and 2 is in all caps

## Men's Joker Formatting

- Feature field and sustainability copy are in sentence case with no period
- Item name and fit name 1 and 2 are in title case
- Size field 1 and 2 are in title case in the color area but all caps on the front part of the joker
- Modifiers are in all caps
- Inseam is title case in the color area but all caps on the front part of the joker

## Mitre Label Formatting

- Size field 1 and 2 are in all caps

## Loop label Formatting

- Adaptive copy and size field 1 and 2 are in all caps

## Integrated Size Seal 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

## Hang Tag Formatting

- Size field and item name are in title case
- Feature field and sustainability copy are in sentence case with no period

## Heat Seal Formatting

- Size field 1 and 2 are in all caps
- Item name is in title case

## End Fold Label Formatting

- Size field 1 and 2 are 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](#)

# Copy Standards

## Collar Card Formatting

- Quantity field, item name and size field are in title case

## Belly Band with Header Card Formatting

- Item name is in title case
- Quantity field is in all caps

## Belly Band Formatting

- Item name, quantity field, feature field and sustainability copy are 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](#)