CELEBRATE TOGETHER

Packaging Brand Content Deck

QUESTIONS?
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KOHL'S packaging

Purpose

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

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

Size Strips
Stock: Transcode Plus, white film
Weight: 3 mil
Finish / Varnish: Satin

Heat Seals

Material: Water Based Heat Transfer

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Brand Toolkit

Primary Color Palette

Process Black

Primary Packaging Logo

CELEBRATE TOGETHER

Celebrate Together K.ai
Asset ID: 1143515

Primary Font

Gotham Book

Gotham Bold

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Brand Toolkit

Secondary Color Palette

PMS Cool Gray 6 C

additional color for heat seal use only

Secondary Packaging Logos

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Celebrate Together PMS CG6.ai
Asset ID: 44826344
logo for heat seal use only

CELEBRATE TOGETHER

Celebrate Together R.ai
Asset ID: 1143516
logo for heat seal use only
grey background is for read only

Brand Collection Toolkits

Valentine's Day

PMS 200 C	PMS 0521 C

Celebrate Together (Valentines) VT PMS.ai
Asset ID: 44004426
background is for read only
logo should only be placed on PMS 200 C

St. Patrick's Day

PMS 7739 C	PMS 365 C

Celebrate Together (St Patricks) VT PMS.ai
Asset ID: 44004420
background is for read only
logo should only be placed on PMS 7739 C

Easter

PMS 270 C	PMS 2102 C

Celebrate Together (Easter) VT PMS.ai
Asset ID: 44004389
background is for read only
logo should only be placed on 270 C

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Brand Collection Toolkits

Spring

PMS 7492 C	PMS 7737 C

Celebrate Together (Spring) VT PMS.ai
Asset ID: 44004417
background is for read only
logo should only be placed on PMS 7492 C

Summer

PMS 7549 C	PMS 1205 C

Celebrate Together (Summer) VT PMS.ai
Asset ID: 44004423
background is for read only
logo should only be placed on PMS 7549 C

Americana

PMS 294 C	PMS 199 C

Celebrate Together (Americana) VT PMS.ai
Asset ID: 44004386
background is for read only
logo should only be placed on 294 C

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Brand Collection Toolkits

Halloween

PMS Black C	PMS 7578 C

Celebrate Together (Halloween) VT PMS 7578 C.ai
Asset ID: 44004408
background is for read only
logo should only be placed on PMS Black C

Fall

PMS 471 C	PMS 490 C

Celebrate Together (Fall) VT PMS.ai
Asset ID: 44004402
background is for read only
logo should only be placed on PMS 471 C

Hanukkah

PMS 2137 C	PMS 654 C

Celebrate Together (Hanukkah) VT PMS 654 C.ai
Asset ID: 44004411
background is for read only
logo should only be placed on PMS 2137 C

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Brand Collection Toolkits

Holiday

PMS 199 C	PMS 375 C

Celebrate Together (Holiday) PMS.ai
Asset ID: 44004414
background is for read only
logo should only be placed on PMS 199 C

Celebrate Together ® **Packaging Content**

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Design Standards

Background Colors

The logo should only be
placed on its seasons color.

BACKGROUND EXAMPLE
Valentine's day logo should only
be placed on PMS 200 C

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

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Copy Standards

Primary Formatting

- Brand name should be written in all caps

Hang Tag Formatting

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

Non-Integrated Size Strip Formatting

- Item name 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 field and sustainability copy are in sentence case with no period

Heat Seal Formatting

- Item name and 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**

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