FLX

Packaging Brand Content Deck

QUESTIONS?
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Purpose

This guide is the current and up-to-date Content Deck for the FLX® brand. It is a one-stop shop for all your FLX® 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 FLX® 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: Matte Varnish, flood both sides
Swift Tack: Clear

Jokers
Stock: FSC Mix Bright White C2S
Weight: 16pt
Finish / Varnish: Matte Varnish, flood both sides

Size Strips & Feature Stickers
Stock: Transcode White Plus APEO Free Adhesive (3 mil)
Weight: na
Finish / Varnish: Matte
NOTE: Feature stickers can be used when they meet the guidelines noted within the On Garment Guide.

Printed Fabric Labels

Finish:
- Loop
- End Fold
- Mitre
- Patch
- Straight
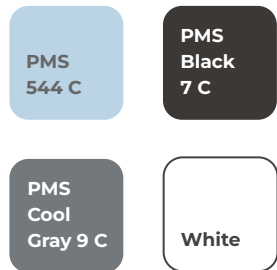
Material:
- 100% recycled single face satin tape,woven edge

Heat Seals

Material: Water Based Heat Transfer

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Brand Toolkit

Primary Color Palette

PMS 544 C

PMS Black 7 C

PMS Cool Gray 9 C

White

Primary Font

Gilroy Semibold

Gilroy Bold

Gilroy Heavy

Women's & Girls' Primary Packaging Logo

FLX + brandmark Womens VT (Packaging Only) PMS.ai Asset ID: 22665247
background is for read only

Men's & Boys' Primary Packaging Logo

FLX + brandmarkark Mens VT (Packaging Only) PMS.ai Asset ID: 22665245

KOHL'S packaging

Brand Toolkit

Secondary Color Palette

**PMS
Cool
Gray 6 C**

additional color for heat seal use only

Women's & Girls'
Secondary Packaging Logo

**FLX (Packaging Only) PMS (Black).ai
Asset ID: 43989934**

Men's & Boys'
Secondary Packaging Logo

**FLX (Packaging Only) PMS (Blue).ai
Asset ID: 43989933**

Additional Secondary Packaging Logo

**FLX (Packaging Only) PMS CG6.ai
Asset ID: 44826454**
logo for heat seal use only

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Collection Toolkit: FLX Golf

Primary Color Palette

PMS Black 7 C	**PMS 544 C**	**White**

NOTE: *packaging using the brand image asset will use a 4 color CMYK breakout due to the photo usage.*
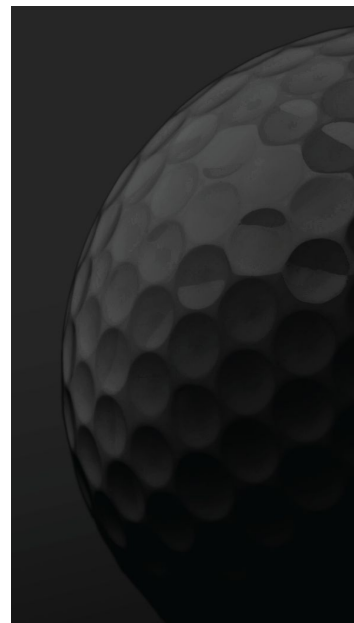
Primary Packaging Logo

FLX Golf (Packaging Only) PMS 544+R.ai
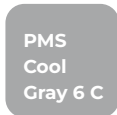**Asset ID: 45979662**
grey background is for read only

Brand Image Asset

VNDR_24_AdobeStock_81677647.jpeg
Asset ID: 44016932

KOHL'S packaging

Collection Toolkit: FLX Golf

Secondary Color Palette

**PMS
Cool
Gray 6 C**

additional color for heat seal use only

Secondary Packaging Logos

**FLX Golf (Packaging Only) PMS 544.ai
Asset ID: 45960638**
logo for heat seal use only

**FLX Golf (Packaging Only) PMS Black 7.ai
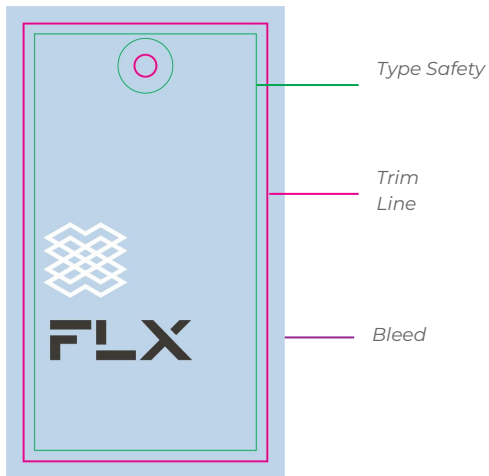Asset ID: 45960720**
logo for heat seal use only

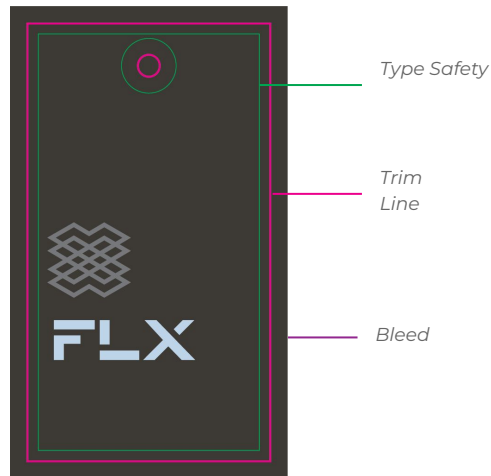

**FLX Golf (Packaging Only) PMS CG6.ai
Asset ID: 45980578**
logo for heat seal use only

Design Standards

Type Safety

Trim Line

Bleed

WOMENS & GIRLS
PMS 544 C background
White + PMS Black 7 C logo

Type Safety

Trim Line

Bleed

MENS
PMS Black 7 C background
PMS Cool Gray 9 C + PMS 544 C logo

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

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Copy Standards

Program Names: Women's Only

An elevated grouping within the Brand, with a fabrication focus
- 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 <u>not</u> need to be created, you are able to create these by selecting one of the approved Program Names and then the appropriate Item Variable.

Affirmation	Balance	Embrace	Restore	Solace	Wander
[item name]	[item name]	[item name]	[item name]	[item name]	[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

Collection Names: Men's Only

An elevated collection of products within the Brand
- Applies to multiple categories of business grouped together to signify what the brand is known for
- Foundational to how the brand is communicated to the customer

Play
Where performance meets style on and off the course

FLX
Golf

NOTE: Activity Level is not Paired with, but supported by either [item name] or Program [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

Program Names: Men's Only

An elevated grouping within the Brand, focused on platform fabrications
- Applies to multiple categories of business grouped together by fabrication, can cross Collections
- 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.*

Premium [item name]	Tech [item name]	Commuter [item name]	Wander [item name]	Winter Wander [item name]	Dynamic Stretch [item name]	Recharge [item name]	Motion [item name]	Weekend [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**

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Copy Formatting Standards

Brand name 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 and Sustainability copy is in sentence case with no period
- Item name, Rise field and Fit name 1 and 2 are in title case
- Size field 1 and Size field 2 are in all caps
  Gusset only: Size field 2 is in title case
- Modifier and Stretch field are in all caps
- Inseam is in all caps except
  Gusset only: Inseam is title case

Integrated Size Strip 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

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

Feature Sticker Formatting
- Feature field is in title case with no period

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

Waistband Heat Seal Formatting
- Size field 1 and Size field 2 are in all caps
- Fit name is in title case

Labels (Enfold, Mitre, Loop & Patch) 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**

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