

INTEMPO

Packaging Brand Content Deck

QUESTIONS?

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Purpose

This guide is the current and up-to-date Content Deck for the Simply Vera Vera Wang brand. It is a one-stop shop for all your Simply Vera Vera Wang 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 Simply Vera Vera Wang 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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Please see the [Packaging Template Library Guide](#) for all brand artwork templates and codes.

Printing Specs

Paper/Film Pieces

Int. Hang Tag

Stock: FSC Mix Bright White C2S

Weight: 24pt

Finish / Varnish: Gloss, flood both sides

Jokers

Stock: FSC Mix Bright White C2S

Weight: 16pt

Finish / Varnish: Gloss, flood both sides

Size Strips

Stock: Transcode White Plus APEO Free
Adhesive on Transcode Plus White Film

Weight: 3mil

Finish / Varnish: Gloss

Printed Labels

Finish:

- Loop
- End Fold
- Mitre
- Patch

Material:

100% recycled single face satin
tape, woven edge

Heat Seals

Material: Water Based Heat Transfer

Brand Toolkit

Primary Color Palette



Primary Logo



Intempo Tan PMS.ai
Asset ID: 29162655



Intempo Red PMS.ai
Asset ID: 29162658

Primary Font

Avenir Roman

- Used for body copy

Avenir Medium

- Used for titles & headlines (h2)

Avenir Black

- Used for brand statements & headlines (h1)

Brand Toolkit

Secondary Color Palette

Process
Black

color used for body copy only

Secondary Logos

INTEMPO

Intempo K.ai

Asset ID: 29162651

INTEMPO

Intempo R.ai

Asset ID: 29162652

grey background is for read only

Design Standards

Logo Usage

Preferred usage is the PMS 9184 logo on PMS 172 background

Primary logo colors can be used interchangeably depending on need

Logo should be placed on the opposite primary color background whenever possible



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

Copy Standards

Brand name is written in all caps

Hang Tag Formatting

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

Joker Formatting

- Item name, Fit name 2, Modifier and Rise field are in Xxxx
 - Size field 1 & 2 are in all caps
- Cusset only:** Size field 1 is in all caps and Size field 2 is in title case

Integrated Size Strip Formatting

- Adaptive copy and Item name are in title case
- 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

Heat Seal Formatting

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

Waistband Heat Seal Formatting

- Size field 1 and Size field 2 is in all caps
- Adaptive copy is in all caps
- Fit Name 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](#)