

# Jammies FOR YOUR Families

## Packaging Brand Content Deck

### QUESTIONS?

**Creative Execution:** Kristin Rechlin, Taylor Rentmaster | **Copy:** Jamie Murray, Jamison Williams  
**GP:** Darren Lussow, Stacie Leren | **Sourcing:** Dawn Schairer

# Purpose

This guide is the current and up-to-date Content Deck for the **Jammies for Your Families** brand. It is a one-stop shop for all your **Jammies for Your Families** 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 **Jammies for Your Families** 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

---

### Header Cards

**Stock:** FSC Mix Bright White C2S

**Weight:** 24pt

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

### Int. Hang Tag

**Stock:** FSC Mix Bright White C2S

**Weight:** 24pt

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

### Collar Cards

**Stock:** FSC Mix Bright White C2S

**Weight:** 18pt

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

## Plastic/Film Pieces

---

### Belly Bands

**Stock:** Frosted PP

**Weight:** .3mm

**Finish / Varnish:** Frosted Finish

### Size Strips & Feature Stickers

**Stock:** Transcode White Plus APEO Free

Adhesive on Transcode Plus White Film

**Weight:** 3 mil

**Finish / Varnish:** Matte

*NOTE: Feature stickers can be used for Kids only, meeting the guidelines noted within the On Garment Guide.*

## Heat Seals

---

**Material:** Water Based Heat Transfer

# Brand Toolkit

## Primary Color Palette



*for ground use only*



*The logo is built with  
several variations of  
this color in different  
tints*

## Primary Packaging Logo



**Jammies For Your Families C.ai**  
**Asset ID: 43989846**

# Brand Toolkit

## Secondary Color Palette



*for heat seal use only*



*for heat seal use only*



*for heat seal use only*

## Primary Font

**Gilroy Medium**

**Gilroy Bold**

**Gilroy Black**

## Secondary Packaging Logos

**Jammies**  
FOR YOUR  
**Families**

**Jammies For Your Families K.ai**

**Asset ID: 6530179**

*for heat seal use only*

**Jammies**  
FOR YOUR  
**Families**

**Jammies For Your Families PMS CG6.ai**

**Asset ID: 44826541**

*for heat seal use only*



**Jammies For Your Families R.ai**

**Asset ID: 15832850**

*for heat seal use only*

*grey background is for read only*

# Copy Standards

Brand name is written in mix of title case and 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 Xxx with no period
- Sustainability copy is in Xxx with no period
- Item name, Fit name 2, Modifier and Rise field are in Xxx
- Size field 1 and Size field 2 are in Xxx

## 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

## Belly Band with Header Card Formatting

- Item name and quantity field are in title case
- Gender is in all caps
- Required copy in sentence case

## Belly Band Formatting

- Item name and Quantity field are in title case
- Feature field and Sustainability copy are in sentence case with no period

## Collar Card Formatting

- Quantity field, Item name and Size field are in title case

## Heat Seal Formatting (including baby)

- Size field 1 is in all-caps and Size field 2 is in title case
- Sleepwear (fixed item name) copy is in title case

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](#)