



Packaging Brand Content Deck

QUESTIONS?

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Purpose

This guide is the current and up-to-date Content Deck for the Jumping Beans brand. It is a one-stop shop for all your Jumping Beans 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 Jumping Beans 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 Varnish, flood both sides

Swift Tack: Clear

Jokers

Stock: FSC Mix Bright White C2S

Weight: 16pt

Finish / Varnish: Satin, flood both sides

Collar Cards

Stock: FSC Mix Bright White C2S

Weight: 18pt

Finish / Varnish: Satin, flood both sides

Size Strips & Feature Stickers

Stock: Transcode Plus White Film

Weight: 3mil

Finish / Varnish: Satin

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

Printed Fabric Labels

Finish:

- Loop
- End Fold
- Mitre
- Patch

Material:

- 100% recycled single face satin tape, woven edge

Heat Seals

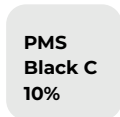
Material: Water Based Heat Transfer

CORE

(JB)

Core (JB) Brand Toolkit

Primary Color Palette



Primary Font

Arial Bold

Arial Regular

Primary Packaging Logos

jumping
beans®

Jumping Beans VT Orange PMS.ai
Asset ID: 3128538

jumping beans®

Jumping Beans HZ Orange PMS.ai
Asset ID: 3128563



Jumping Beans Bean VT PMS.ai
Asset ID: 3128569

Core (JB) Brand Toolkit

Secondary Color Palette



for collar cards and jokers use



for heat seal use

Secondary Packaging Logos

jumping
beans®

Jumping Beans VT Black PMS.ai

Asset ID: 3128537

logo for heat seal use only



Jumping Beans VT R.ai

Asset ID: 3128536

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

jumping
beans®

Jumping Beans VT PMS CG6.ai

Asset ID: 44828814

logo for heat seal use only

jumping beans®

Jumping Beans HZ Black PMS.ai

Asset ID: 3128562

logo for heat seal use only



Jumping Beans HZ R.ai

Asset ID: 3128561

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

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

Core (JB) Design Standards

Custom Font: TBD

Used for feature stickers & Active violator only

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789&-!

Font Usage/Typography Rules:

1. Maintain tight kerning and leading (as shown in the sticker references).
2. For single-line text (when multiple words fit on one line), scale all letters to equal height.
3. For multi-line layouts, stack words vertically and scale shorter words to match the width of the longest word.
4. Shorter key words (like "LEG" and "SET") can be slightly taller for emphasis, while shorter connector words (like "THE" or "AND") can be smaller when positioned between them. Adjust sizes to create optimal visual balance.

Reference

Feature Stickers

2.



3.



4.

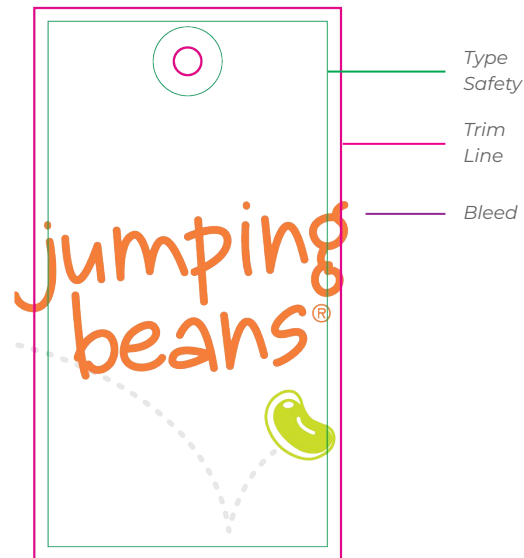


Please see the [Packaging Template Library Guide](#) for all brand artwork templates and codes.

Core (JB) Design Standards

Logo Placement

- The Jumping Beans logo should slightly extend beyond the left and/or right edges of the packaging area for visual impact
- When cropping, ensure the “j” and “g” letters remain completely legible
- The dotted gray line (or “bounce”) beneath the bean icon may be partially cropped, but must maintain visibility of at least 2 visible dots/segments of the dotted line beneath the bean; do not crop the bean.



Reference

Hang Tag Front

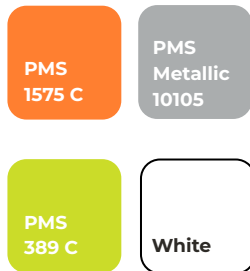
Please see the [Packaging Template Library Guide](#) for all brand artwork templates and codes.

ACTIVE

(JA)

Active (JA) Brand Toolkit

Primary Color Palette



Primary Packaging Logos



Jumping Beans VT Orange PMS.ai
Asset ID: 3128538

Artwork Assets



Jumping Beans Active R.ai
Asset ID: 46871958
· grey background is for read only
· When used in printed PKG, place on PMS 1575 C "viola" rectangle



Jumping Beans Active PMS.ai
Asset ID: 46871959
for heat seal use only



Jumping Beans Active PMS CG6.ai
Asset ID: 46871958
for heat seal use only



Jumping Beans Active K.ai
Asset ID: 46871957
for heat seal use only



Jumping Beans Active Bounce ST R.ai
Asset ID: 46871956
· grey background is for read only
· for JA sticker use only



Jumping Beans Active Bounce SS PMS.ai
Asset ID: 46871955
· grey background is for read only
· for JA size strip use only



Jumping Beans Active Bounce JK PMS.ai
Asset ID: 46871954
· grey background is for read only
· for JA joker use only



Jumping Beans Active Bounce HT PMS.ai
Asset ID: 46871953
· grey background is for read only
· for JA hangtag use only

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

Active (JA) Design Standards

Logo Placement

- Logo should be fully visible and not cropped into, differentiating from Core JB. Center horizontally within the Type Safety lines.

Bounce & Bean Placement

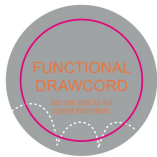
- The bounce should not be cropped on the bottom or top
Exception: Feature stickers only
- The right end of the bounce should lead to the center of the left edge of the bean
- The bean should always face out, to the right (indent to the right)

Active Violator Usage Guides

- The orange rectangular 'ACTIVE' violator should maintain consistent proportions as shown in the reference
- Text should be white and centered within the orange rectangle, keeping within the Type Safety line(s)
- The violator should extend to bleed line(s) where applicable

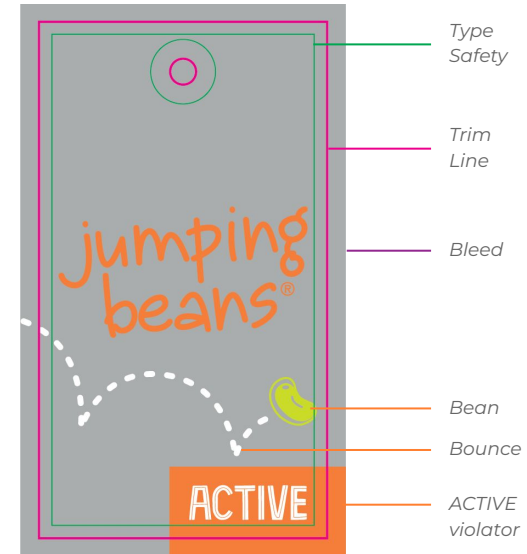
Feature Stickers Usage:

- JA should utilize **JA Ft ST** (silver feature stickers with "bounce") as needed. See [On-Garment Packaging Guide](#) for sticker usage rules.



Reference

Feature Sticker (JA Ft ST)



Reference

Hang Tag Front

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

COPY

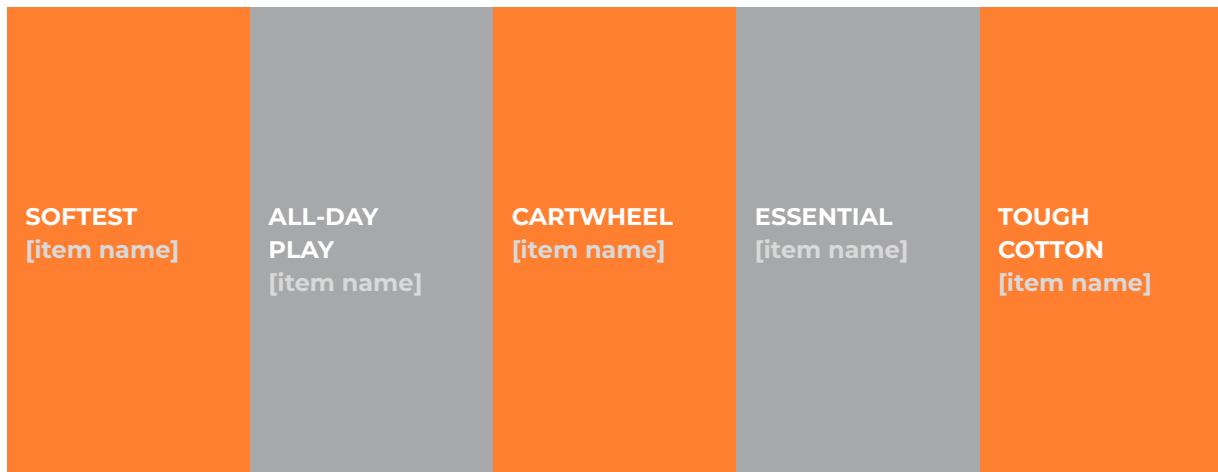
Copy Standards

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 Formatting Standards

Brand name is written in lowercase

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 sentence case with no period
- Item name, Fit name 2 and Modifier are in lowercase
- Size field 1 and Size field 2 are in all caps
Gusset only: Size field 1 & 2 are in 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

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

Kids' Feature Sticker Formatting

- Feature field is in all caps with no period

Heat Seal Formatting

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

Adaptive Heat Seal Formatting

- Size field 1 is in all caps and Size field 2 is in lowercase
- Adaptive copy is in all caps

Waistband Heat Seal Formatting

- Size field 1 is in all caps and Size field 2 is in lowercase
- Adaptive copy is in all caps

Labels (Enfold, Mitre, Loop & Patch) Formatting

- Size field 1 and 2 are in lowercase
- Adaptive is in all caps

Collar Card Formatting

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

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](#)