Disney

jumping beans®

MARVEL · SPIDEY AND HIS AMAZING FRIENDS · STAR WARS · STAR WARS THE MANDALORIAN

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 Jumping Beans / Disney brand. It is a one-stop shop for all your Jumping Beans / Disney 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 / Disney 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 Varnish, 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

Exception: Tear-away for Adaptive only
Material:
- 100% recycled single face satin tape, woven edge

Heat Seals

Material: Water Based Heat Transfer

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CORE
(JBD)

KOHL'S
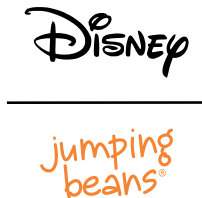packaging

Core (JBD) Brand Toolkit

Primary Color Palette

PMS 1575 C

PMS Black C

Primary Packaging Logos

Jumping Beans Disney VT PMS.ai
Asset ID: 44029348
Jumping Beans Disney VT PMS-K.ai
Asset ID: 45011468
Jumping Beans Disney VT C.ai
Asset ID: 44029346

Disney Jumping Beans Horiz PMS.ai
Asset ID: 3738611
Disney Jumping Beans Horiz C.ai
Asset ID: 11054404

Primary Font

Arial Bold
Arial Regular

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Core (JBD) Brand Toolkit

Secondary Color Palette

| PMS Cool Gray 6 C | Process Black | White |

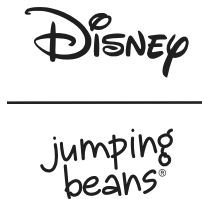*for heat seal use*

| PMS Cool Gray 4 C | (CMYK color blocks) |

for collar card and joker use

NOTE: *packaging using Disney property assets may use a 4 color CMYK breakout.*

Secondary Packaging Logos

Jumping Beans Disney VT K.ai
Asset ID: 44029347
logo for heat seal use only

Jumping Beans Disney VT R.ai
Asset ID: 44029349
· *logo for heat seal use only*
· *grey background is for read only*

Jumping Beans Disney VT PMS CG6.ai
Asset ID: 44828022
logo for heat seal use only

Disney Jumping Beans Horiz K.ai
Asset ID: 3738610
logo for heat seal use only

Disney Jumping Beans Horiz R.ai
Asset ID: 3738612
grey background is for read only

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Marvel (JBD MV) Brand Toolkit

JBD MV Color Palette

PMS 1575 C | **Process Black** | **White**

CMYK

MARVEL BRICK RED
C0 / M100 / Y100 / K0

Secondary Color Palette

PMS Cool Gray 6 C

for heat seal use only

NOTE: *packaging using Marvel property assets may use a 4 color CMYK breakout.*

JBD MV Packaging Logos

**Jumping Beans Marvel VT PMS.ai
Asset ID: 44052081
Jumping Beans Marvel VT C.ai
Asset ID: 44029474**

**Jumping Beans Marvel HZ PMS.ai
Asset ID: 44044506**

JBD MV Secondary Logos

**Jumping Beans Marvel VT K.ai
Asset ID: 44029475**
logo for heat seal use only

**Jumping Beans Marvel VT R.ai
Asset ID: 44029477**
· *logo for heat seal use only*
· *grey background is for read only*

**Jumping Beans Marvel PMS CG6.ai
Asset ID: 44829319**
logo for heat seal use only

Please reference Marvel style guide(s), *mvlblg_0101[81].pdf*, Asset ID: 41348729, for detailed brand guidelines

KOHL'S packaging

Spidey & Friends (JBD SMF) Brand Toolkit

JBD SMF Color Palette

PMS 1575 C

Process Black

White

CMYK

BLUE (SMF)
C100 / M88 / Y34 / K26

Secondary Color Palette

PMS Cool Gray 6 C

for heat seal use only

NOTE: packaging using Marvel property assets may use a 4 color CMYK breakout.

JBD SMF Packaging Logos

Jumping Beans Spidey VT PMS.ai
Asset ID: 44029480
Jumping Beans Spidey VT C.ai
Asset ID: 44029478
· *grey background is for read only*
· *Heat seal uses 4 inks*

JBD SMF Secondary Logos

Jumping Beans Spidey VT K.ai
Asset ID: 44029479
· *logo for heat seal use only*
· *Heat seal is all 1 ink (Black)*

Jumping Beans Spidey VT R.ai
Asset ID: 44029481
· *logo for heat seal use only*
· *grey background is for read only*
· *Heat seal is all 1 ink (White)*

Jumping Beans Spidey VT PMS CG6.ai
Asset ID: 44829351
· *logo for heat seal use only*
· *Heat seal is all 1 ink (Cool Gray 6)*

Please reference Spidey and His Amazing Friends style guide(s), Asset ID: 46076001, for detailed brand guidelines

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Star Wars (JBD SW) Brand Toolkit

JBD SW Color Palette

PMS 1575 C

Process Black

Secondary Color Palette

PMS Cool Gray 6 C

White

for heat seal use

NOTE: *packaging using Star Wars property assets may use a 4 color CMYK breakout.*

JBD SW Packaging Logos

Jumping Beans Lucas VT PMS.ai
Asset ID: 44029472
Jumping Beans Lucas VT C.ai
Asset ID: 44029470

Jumping Beans Lucas HZ PMS.ai
Asset ID: 44044505

JBD SW Secondary Logos

Jumping Beans Lucas VT K.ai
Asset ID: 44029471
logo for heat seal use only

Jumping Beans Lucas VT R.ai
Asset ID: 44029473
· *logo for heat seal use only*
· *grey background is for read only*

Jumping Beans Lucas VT PMS CG6.ai
Asset ID: 44829317
logo for heat seal use only

Please reference Star Wars Evergreen, *Star Wars Packaging Style Guide.pdf*, Asset ID: 10754125, for detailed brand guidelines

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Mandalorian (JBD MD) Brand Toolkit

JBD MD Color Palette

PMS 1575 C	PMS Black 6

Secondary Color Palette

PMS Cool Gray 6 C	Process Black	White

for heat seal use

NOTE: *packaging using Star Wars property assets may use a 4 color CMYK breakout.*

JBD MD Packaging Logos

Jumping Beans Mando VT PMS.ai
Asset ID: 44234616
Jumping Beans Mando VT PMS-K.ai
Asset ID: 45011469

Secondary JBD MD Logos

Jumping Beans Mando VT R.ai
Asset ID: 44234618
· *logo for heat seal use only*
· *grey background is for read only*

Jumping Beans Mando VT PMS CG6.ai
Asset ID: 44829318
logo for heat seal use only

Please reference Mandalorian, *Mandalorian - Packaging Guide Jan2022.pdf*, Asset ID: 30215277, for detailed brand guidelines

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Collection (JBD CollPX) Brand Toolkit

JBD CollPX Color Palette

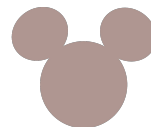| PMS Metallic 10154 C | White |

JBD CollPX Packaging Logos

Disney Jumping Beans Horiz R.ai
Asset ID: 3738612
grey background is for read only

JBD CollPX Artwork Assets

LIMITED EDITION COLLECTION

Jumping Beans Disney Coll PMS.ai
Asset ID: TBD

Please reference Mandalorian, *Mandalorian - Packaging Guide Jan2022.pdf*, Asset ID: 30215277, for detailed brand guidelines

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Design Standards

Property Hangtag Guide:
- Apply a drop shadow line for separation when property assets above the logo's white space are white or very light in color
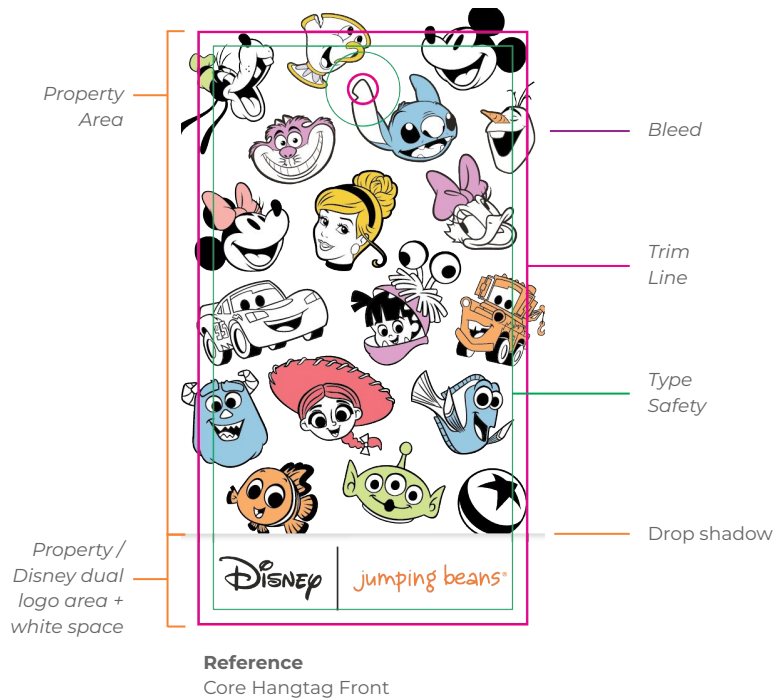- Property / Disney dual logos should not extend beyond the type safety lines

Feature Stickers Usage:
- JBD may utilize **JB Ft ST** (orange feature stickers with JB font) as needed. These assets are maintained under Jumping Beans brand standards - see Jumping Beans Brand Content Deck Design Standards for font usage guidelines. See On-Garment Packaging Guide for sticker usage rules.

Reference
Feature Sticker (JB Ft ST)

Property Area — Bleed

Trim Line

Type Safety

Drop shadow

Property / Disney dual logo area + white space

Reference
Core Hangtag Front

Please reference respective Disney property style guides for detailed brand guidelines

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

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ACTIVE
(JAD)

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Disney Active (JAD) Brand Toolkit

Primary Color Palette

PMS 1575 C	PMS Black C	White

Secondary Color Palette

PMS Cool Gray 6 C	Process Black

for heat seal use

Primary Font

Arial Bold
Arial Regular

Artwork Asset (JA)

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

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

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

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

NOTE:
- JAD may utilize JA ACTIVE asset as needed. This asset is maintained under Jumping Beans brand standards - see Jumping Beans Brand Content Deck Design Standards for usage guidelines.

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

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Disney Active (JAD) Design Standards

ACTIVE "Violator" Guide:
- The orange rectangular 'ACTIVE' violator should maintain consistent proportions
- 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)
- Do not place violator over any other third-party assets; use only on the front of Core JAD packaging
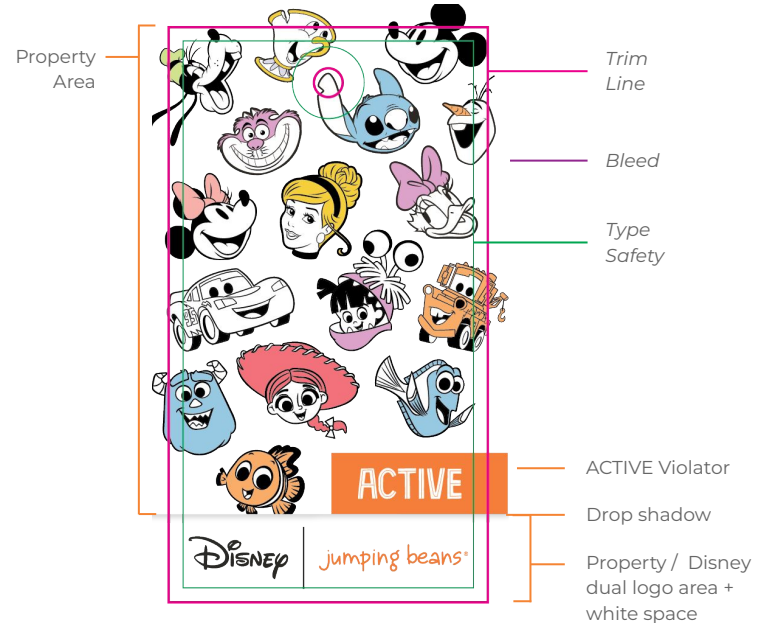
JAD Hangtag Guide:
- Violator may only be used on JAD Core hangtags
- Character icons/assets that would appear behind the ACTIVE violator were removed to prevent overlap
- Disney dual logo should not extend beyond the type safety lines

Feature Stickers Usage:
- JAD may utilize **JA Ft ST** (silver feature stickers with "bounce") as needed. These assets are maintained under Jumping Beans brand standards - see Jumping Beans Brand Content Deck Design Standards for font usage guidelines. See On-Garment Packaging Guide for sticker usage rules.

Reference
Feature Sticker (JA Ft ST)

Property Area

Trim Line

Bleed

Type Safety

ACTIVE Violator

Drop shadow

Property / Disney dual logo area + white space

Reference
Core JAD Hangtag Front

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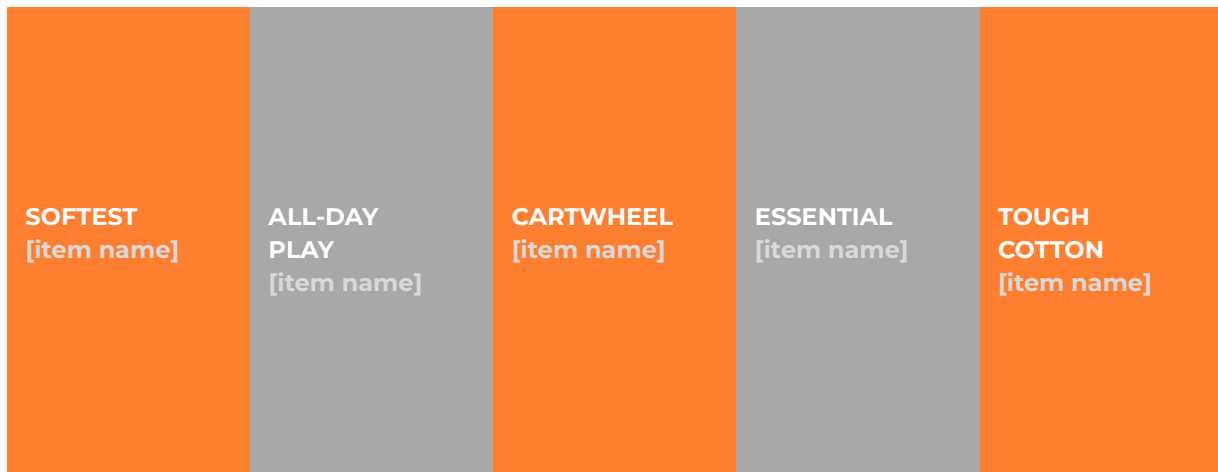
COPY

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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 <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.

SOFTEST **[item name]**	**ALL-DAY PLAY** **[item name]**	**CARTWHEEL** **[item name]**	**ESSENTIAL** **[item name]**	**TOUGH COTTON** **[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 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 ar 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**

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