LC

LAUREN CONRAD

Packaging Brand Content Deck

QUESTIONS?
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Purpose

This guide is the current and up-to-date Content Deck for the LC Lauren Conrad brand. It is a one-stop shop for all your LC Lauren Conrad 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 LC Lauren Conrad 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 K-link

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 K-link

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Printing Specs

Paper Pieces

Hang Tags
Stock: FSC Mix Bright White U2S
Int: Kwi Hua
Weight: 36pt
Finish / Varnish: Matte Varnish- uncoated
Swift Tack: 3" Clear, Hang Tag + string + 1" clear fastener, Hang Tag + string

Jokers
Stock: FSC Mix Bright White C2S
Weight: 16pt
Finish / Varnish: Matte Varnish Uncoated

Size Strips
Stock: Transcode Plus White film
Weight: 3mil
Finish / Varnish: Matte Unfinished

Printed Fabric Labels

Finish:
- Loop
- End Fold
- Mitre
- Patch

Material:
- 100% GRS Recycled woven edge single face satin tape with DTM (Dye to Match) background Remove (Texture like damask woven)

Heat Seals

Material: Water Based Heat Transfer

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Brand Toolkit

Primary Color Palette

PMS
9021 U

PMS
10148 C

Special Finish

Crown
913 Foil
Stamp

foil used for logo & "Feel Good" only

Packaging Logos

LC

LAUREN CONRAD

LaurenConradlogo_horizontal.ai
Asset ID: 7437343

LC

LAUREN CONRAD

Lauren Conrad VT PMS.ai
Asset ID: 3360202

feel good favorites

LC Feel Good Favorites PMS.ai
Asset ID: 9843618

feel good jeans

LC Feel Good Jeans PMS.ai
Asset ID: 9843683

Brand Toolkit

Secondary Color Palette

Process Black	PMS Cool Gray 6 C

PMS Cool Gray 6 C for heat seal use only

Packaging Logos

LC **LAUREN CONRAD**

LaurenConradlogo_horizontal_BK.ai
Asset ID: 7437344

LC LAUREN CONRAD

Lauren Conrad HZ (For Packaging Only) PMS (9021).ai
Asset ID: 44224630
logo for heatseal use only
grey background is for read only

LC LAUREN CONRAD

Lauren Conrad HZ PMS CG6.ai
Asset ID: 44826619
logo for heatseal use only

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Design Standards

Primary Font

Neutraface 2
Text Book

**Neutraface 2
Text Demi**

Neutraface 2 is used for the core branded copy content

Secondary Font

Born Ready

The Born Ready Font is only to be used for 'Feel Good' programs and will appear in PMS 10148 C

NOTE: *New lockups must maintain the same typeface, point size and weight for all words*

**Special Font Treatment
The Wildflower Program**

THE WILDFLOWER

Neutraface 2   Neutraface 2
Text Book   Text Demi

'Feel Good' Program Lockups

feel good jeans

Asset ID: 9843683

feel good favorites

Asset ID: 9843618

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

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.

Feel Good Favorites

NOTE: Program is not Paired with, but supported by [item name]

Feel Good Jeans

The Wildflower
[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 is in title case
- Feature field and Sustainability copy are in sentence case with no period

Joker Formatting
- Feature field and Sustainability copy are in sentence case with no period
- Item name, Modifier, Rise field and Fit name field 2 are in title case
- Size field 1 is in all-caps and Size field 2 is in title case
- Stretch field and Inseam are in sentence case with no period

Exceptions: Program Jokers (The Wildflower & Feel Good Jeans)
- Program name and Item name follow brand font standards

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

Adaptive Heat Seal Formatting
- Size field 1 is in all-caps and Size field 2 is in title case
- Adaptive copy is in all-caps

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

Labels (Enfold, Mitre, Loop & Patch) Formatting
- Size field 1 and 2 are in all caps

Collar Card Formatting
- Feature field is in sentence case with no period
- Size is in all caps
- Quantity, Item type and Item name are 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**