



Little Co.

by Lauren Conrad

# Packaging Brand Content Deck

## QUESTIONS?

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**GP:** Darren Lussow, Stacie Leren | **Sourcing:** Dawn Schairer

# Purpose

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

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### Header Card

**Stock:** Uncoated FSC Certified 80% PCW

**Weight:** 24pt

**Finish / Varnish:** Matte Varnish

**Swift Tack:** Clear

### Hang Tags

**Stock:** Uncoated FSC Certified 80% PCW

**Weight:** 24pt

**Finish / Varnish:** Matte Varnish

**Swift Tack:** Clear

### Jokers

**Stock:** FSC Mix Bright White C2S

**Weight:** 16pt

**Finish / Varnish:** Matte Varnish

### Collar Cards

**Stock:** FSC Mix Bright White C2S

**Weight:** 18pt

**Finish / Varnish:** Matte Varnish

### Size Strips & Feature Stickers

**Stock:** Transcode White Plus APEO Free

Adhesive

**Weight:** 3mil

**Finish / Varnish:** Matte

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

## Printed Fabric Labels

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### Finish:

- Loop
- End Fold
- Mitre
- Patch

### Material:

- 100% recycled single face satin tape, woven edge

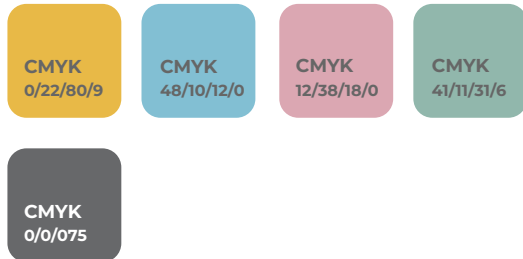
## Heat Seals

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**Material:** Water Based Heat Transfer

# Brand Toolkit

## Primary Color Palette



## Primary Packaging Logos



by Lauren Conrad

LittleCo w\_Sun C.ai  
Asset ID: 20889357

# Brand Toolkit

## Secondary Color Palette



*\*PMS Cool Gray 9 C is  
ONLY for heat seals*

## Packaging Logos



**LittleCo R.ai**

**Asset ID: 20889359**

*grey background is for read only*

# Design Standards

## Primary Font

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**Century Gothic Bold**

Century Gothic Regular

## Secondary Logo

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Used when spacing does not allow  
for the main logo

**Little Co.**

by Lauren Conrad

LittleCo C.ai  
Asset ID: 20889358

## Sentiments

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Should be placed on packing when  
space allows

crafted for  
**big adventures**

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

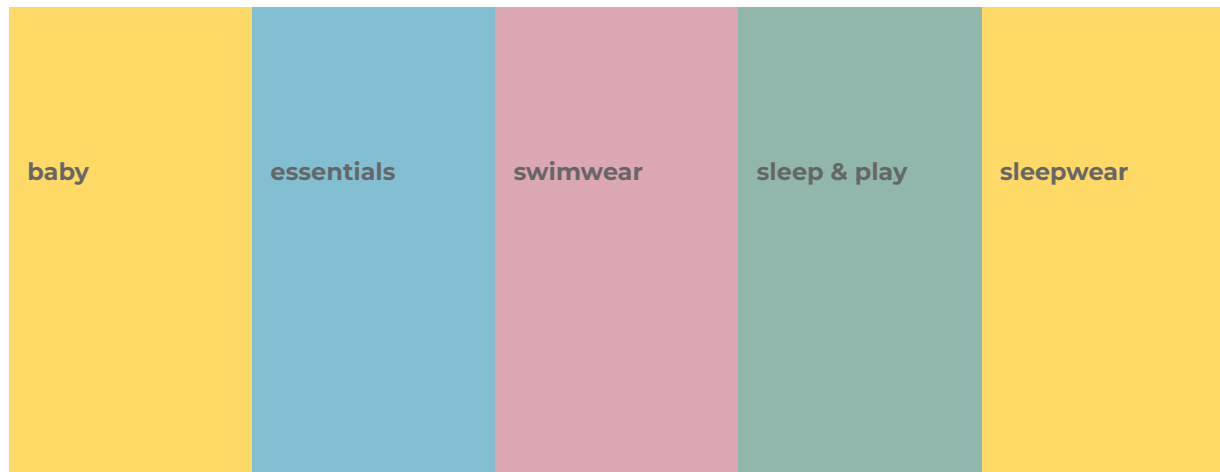
# Copy Standards

## 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 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 Standards

Brand name is written in title case

## Hang Tag Formatting

- Size field is in all caps
- Program name, Feature field and Sustainability copy are in lowercase with no period

## Joker Formatting

- Feature field, Sustainability copy, Stretch field and Inseam are in sentence case with no period
- Fit field, Modifier and Quantity field are in lowercase
- Size field 1 is in all caps
- Size field 2 is 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

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

## Feature Sticker Formatting

- Feature field is in lowercase with no period

## Sleepwear Header Card Formatting

- Size field is in all caps
- Program field, Quantity field, Feature field & Sustainability Copy are in lowercase

## Collar Card Formatting

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

## Heat Seal Formatting

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

**Adaptive Heat Seal** - Adaptive copy is in title case

## Waistband Heat Seal Formatting

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

## 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](#)