

GOODS FOR LIFE

SO<sup>®</sup>

# Packaging Brand Content Deck

## QUESTIONS?

**Concept:** Kelly Galbraith, Nicole Lynch | **Creative Execution:** Kristin Rechlin, Lauryn Kohl | **Copy:** Jamie Murray, Jamison Williams  
**GP:** Darren Lussow, Kourtney Klemp | **Sourcing:** Dawn Schairer

# Purpose

This guide is the current and up-to-date Content Deck for the SO® brand. It is a one-stop shop for all your SO® 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 SO® 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](#)

# Apparel Printing Specs

## Paper Pieces

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### Hang Tags

**Stock:** FSC Mix Bright White C2S

**Weight:** 24pt

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

**Swift Tack:** Clear

### Jokers

**Stock:** FSC Mix Bright White C2S

**Weight:** 16pt

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

### Size Strips & Feature Stickers

**Stock:** Transcode White Plus APEO Free Adhesive (3 mil)

**Weight:** na

**Finish / Varnish:** Matte

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

### Boards

**Stock:** FSC Mix Bright White C2S

**Weight:** 16pt

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

## Printed Fabric Labels

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### Finish:

- Loop
- End Fold
- Mitre
- Patch
- Straight

### Material:

- 100% recycled woven edge polyester flat weave tape

## Heat Seals

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**Material:** Water Based Heat Transfer

# Brand Toolkit

## Primary Color Palette



## Primary Font

**Alte Haas Grotesk Bold**

Alte Haas Grotesk Regular

## Primary Packaging Logos



SO VT (For Packaging Only) PMS Black.ai  
Asset ID: 43219339



SO VT (For Packaging Only) PMS 9260.ai  
Asset ID: 44224563  
*gray background is for read only*

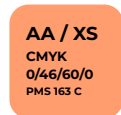
# Brand Toolkit

## Secondary Color Palette



*additional color for heat seal use only*

## Intimates Only Size Color Variables



*packaging files should use CMYK*

## Secondary Packaging Logos



**SO VT missing Goods For Life (For Packaging Only) PMS Black.ai**  
**Asset ID: 45201650**

*logo for heat seal use only*



**SO VT missing Goods For Life (For Packaging Only) PMS WG5.ai**  
**Asset ID: 45201651**

*logo for heat seal use only*



**SO VT missing Goods For Life (For Packaging Only) PMS 9260.ai**  
**Asset ID: 45201652**

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

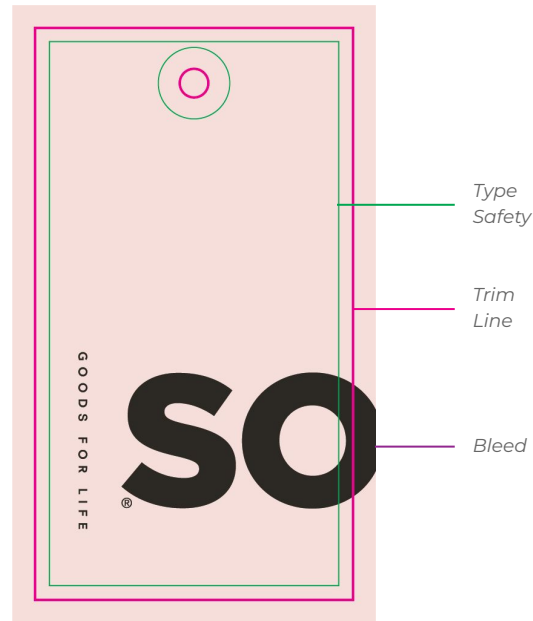
# Design Standards

GOODS FOR LIFE



Whenever possible the SO logo should be cropped off the right edge of the packaging

- The crop/trim should always allow the letter to still be read as a an "O" leaving approximately the space of the "O" in GOODS between the inner edge and crop/trim line



## Reference

Hang Tag Front

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.

<b>Favorite</b> A wardrobe must-have in multiples	<b>Cozy</b> Cozy layers for your everyday		<b>Soft</b> The softest fabric you'll wear all day			<b>Sporty</b> An active flair without breaking a sweat
<b>The Favorite</b> [item name]	<b>The Cozy</b> [item name]	<b>The Supercozy</b> [item name]	<b>The Soft</b> [item name]	<b>The Supersoft</b> [item name]	<b>The Perfectly Soft</b> [item name]	<b>The Sporty</b> [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](#)

# Copy Formatting Standards

Brand name is written in all 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 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

## 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

## Kids' Sticker Formatting

- Feature field is in sentence case with no period

## 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](#)



# Copy Formatting Standards

## Intimates Only

### Int. Hang Tag Formatting

- Size field is in all caps on front and back
- Item type, Item name and Quantity are in all caps

### Int. Joker Sticker Formatting

- Size is in all caps
- Item type and Item name are in title case

### Int. Collar Card Formatting

- Feature field is in sentence case with no period
- Size field is in all caps
- Item type and Item name are in title-case

### Int. J-Board Formatting

- 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](#)