

SIMPLY VERA VERAWANG

Packaging Brand Content Deck

QUESTIONS?

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Purpose

This guide is the current and up-to-date Content Deck for the Simply Vera Vera Wang brand. It is a one-stop shop for all your Simply Vera Vera Wang 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 Simply Vera Vera Wang 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: 36pt

Finish / Varnish: Soft Touch Finish

Swift Tack: 3" Black

Hang Tag + string

Hang Tag + string + 1" black fastener

Jokers

Stock: FSC Mix Bright White C2S

Weight: 16pt

Finish / Varnish: Soft Touch Finish, flood front

Size Strips

Stock: Transcode Plus White Film

Weight: 3mil

Finish / Varnish: Matte

Woven Labels

Finish:

- Loop
- End Fold
- Mitre
- Patch

Material:

High density woven satin
broadloom

Heat Seals

Material: Water Based Heat Transfer

Brand Toolkit

Color Palette



Special Finish



Blue is used to indicate the finish on artwork only

Packaging Logos



Simply Vera R.ai

Asset ID: 983198

grey background is for read only



Simply Vera brandmark R.ai

Asset ID: 983198

grey background is for read only

Brand Toolkit

Packaging Logos

**SIMPLY VERA
VERAWANG**

Simply Vera K.ai
Asset ID: 983282
for heat seal use only

**SIMPLY VERA
VERAWANG**

Simply Vera PMS CG6.ai
Asset ID: 44827326
for heat seal use only

Design Standards

Primary Font

Neutraface 2
Display Light

*Neutraface 2
Text Light Italic*

**Neutraface 2
Display Bold**

Neutraface 2 Light is used for the core branded copy content

Special Font Treatments Program Names

POWER STRETCH

*Neutraface 2
Text Bold*

Key item Names

THE *EFFORTLESS* PONTE PANT

*Neutraface 2
Text Light*

*Neutraface 2
Text Light Italic*

*Neutraface 2
Text Light*

Neutraface 2 Light Italic is used to highlight the descriptive word within the name

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

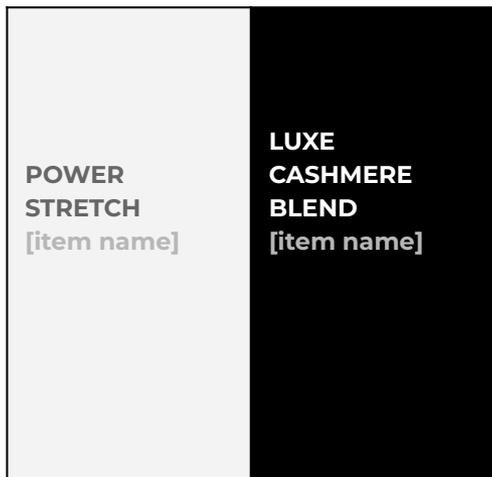
Copy Standards

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

Key Item Names

An elevated item within a Brand, but is **not** tied to a Program

- Applies to a single item or style
- Can live year round, or be a unique to a season or trend moment

THE POLISHED Twill PANT	THE TAILORED Twill PANT	THE EFFORTLESS PONTE PANT	THE 4-WAY CARDIGAN
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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

Brand standard formatting is for copy to be in all caps, exceptions outlined below.

Joker Formatting

- Gusset Copy Only: Size field 1 is in all-caps and Size field 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

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](#)