SONOMA
GOODS FOR LIFE ®

Packaging Brand Content Deck

QUESTIONS?
Concept: Kelly Galbraith, Mary Marren | **Creative Execution:** Kristin Rechlin, Taylor Rentmaster | **Copy:** Jamie Murray, Jamison Williams
GP: Darren Lussow, Stacie Leren | **Sourcing:** Dawn Schairer

KOHL'S
packaging

Purpose

This guide is the current and up-to-date Content Deck for the Sonoma Goods For Life® brand. It is a one-stop shop for all your Sonoma Goods For Life® 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 Sonoma Goods For Life® 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

KOHL'S packaging

Apparel Printing Specs

Paper Pieces

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 White film
Weight: 3 mil
Finish / Varnish: Matte
NOTE: Feature stickers can be used for Kids only, meeting the guidelines noted within the On Garment Guide.

Collar Cards
Stock: FSC Mix Bright White C2S
Weight: 18pt
Finish / Varnish: PP Gloss Lamination Flood

Belly Bands

Belly Band
Stock: Printed Plastic
Weight: Vendor to advise
Finish / Varnish: Vendor to advise
Swift Tack: White string attacher

Belly Band + Header Card
Stock: FSC Mix Bright White C2S
Weight: 16pt
Finish / Varnish: PP Gloss Lamination Flood on header card
Swift Tack: double barbed white elastic attacher on belly band

Woven Labels

Finish:
- Loop
- End Fold
- Mitre
- Patch

Material:
- GRS recycled polyester, woven broadloom damask

Heat Seals

Material: Water Based Heat Transfer

Brand Toolkit

Primary Color Palette

PMS Black

Packaging Logos

SONOMA

GOODS FOR LIFE ®

Sonoma Goods for Life VT PMS.ai
Asset ID: 42778597

Primary Font

Alte Haas Grotesk Regular

Alte Haas Grotesk Bold

SONOMA

GOODS FOR LIFE ®

Sonoma Goods for Life (Packaging Only) VT PMS.ai
Asset ID: 44330478

KOHL'S packaging

Brand Toolkit

Secondary Color Palette

PMS 185	**PMS 200**
Holiday/Sleep use only	*Holiday/Sleep use only*

PMS Cool Gray 6	**White**
for heat seal use only	*for ground and heat seal use only*

Holiday/Sleep Pattern

This pattern should only be used on Holiday Sleep packaging and is most-commonly applied to gussets and belly bands.

Secondary Packaging Logos

SONOMA
GOODS FOR LIFE

Sonoma Goods for Life (Packaging Only) VT PMS.ai
Asset ID: 44330478
for heat seal use only

SONOMA
GOODS FOR LIFE

Sonoma Goods for Life (Packaging Only) VT PMS CG6.ai
Asset ID: 44827649
for heat seal use only

SONOMA
GOODS FOR LIFE

Secondary logos are for heat seal use only and should not include a registration mark.

Sonoma Goods for Life (Packaging Only) VT R.ai
Asset ID: 44330479
*for heat seal use only*
grey background is for read only

5

KOHL'S packaging

Design Standards

There are two versions of the SONOMA® logo, with registration marks of different sizes.

- When the logo is scaled and has a width greater than 2 in., use the standard logo with the smaller registration mark
- When the logo is scaled and has a width less than or equal to 2 in., use the "Packaging Only" logo with the larger registration mark
- Always use the "Packaging Only" logo for heat seals, regardless of logo width

Type Safety

Trim Line
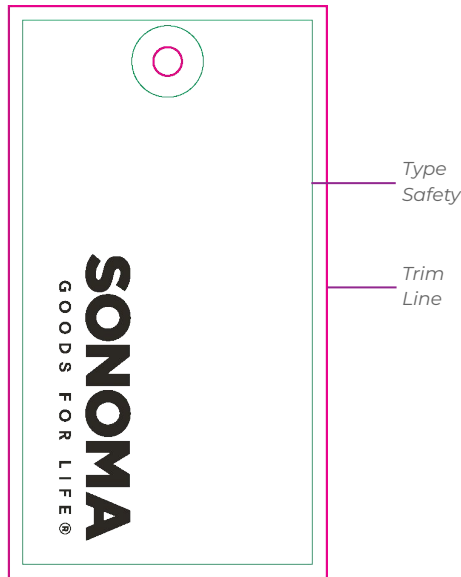
HANG TAG
logo only appears vertically on the hang tag

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

KOHL'S packaging

Copy Standards

Core Branded Items

The copy for these will be simple, functional and utilitarian. We will let the branding and product speak for itself. Sustainability is a key initiative for the brand, so we will speak to it when able.

NOTE: *These items are considered opening price point*

Program Names

An elevated grouping within the Brand. The tone is fresh and conversational. These names will live indefinitely to build equity in the product.
- Multiple categories of business grouped together to signify what the brand is known for
- Lives year round
- Paired with ISM and potentially Digital Experiences

Naming convention is "The _____ Product Name"
Example: The Everyday Tee

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 Items

An elevated item within the Brand or a Program.
- May be fabrication focused or have elevated technology
- May live one season as a test program

Naming convention is "_____ Product Name"

Example:

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**

KOHL'S
packaging

Copy Standards

Brand Program Names: Cross Category

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.

The Superoft [item name]	**The Everyday** [item name]	**Most Wonderful Pajamas**	**Flexwear** [item name]	**All Day** [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 Standards

Program Names: Women's Only

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.

The Supercozy [item name]	**True to You** [item name]	**Truly Soft** [item name]	**Bump to Baby** [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 Standards

Program Names: Men's Only

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.

The Essential [item name]	**The Performance** [item name]	**The Side-Elastic** [item name]	**The Seriously Soft** [item name]	**The Perfect-Length** [item name]	**5-Pocket Tech Pants**

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**

KOHL'S packaging

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

Kids' Feature 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

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

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**

Copy Formatting Standards

Belly Band Formatting
- Item name and Quantity field are in title case
- Feature field and Sustainability copy are in sentence case with no period

Color Box Formatting
- Item name and Quantity field is in title case
- Feature field and Sustainability copy is in sentence case with no period

Holiday Only

Holiday Belly Band with Header Card Formatting
- Item name is in title case
- Quantity field is in all-caps
- Sustainability copy is in sentence case with no period

Holiday Collar Card Formatting
- Quantity field, Item name and Size field are in title case

Holiday Belly Band with Header Card Formatting
- Item name is in title case
- Quantity field is in all caps
- Sustainability copy is in sentence case with no period

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**