TEK GEAR

Packaging Brand Content Deck

QUESTIONS?
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KOHL'S
packaging

Purpose

This guide is the current and up-to-date Content Deck for the Tek Gear® brand. It is a one-stop shop for all your Tek Gear® 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 Tek Gear® 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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KOHL'S packaging

Printing Specs

Paper Pieces

Hang Tags
Stock: FSC Mix Bright White C2S
Weight: 24pt
Finish / Varnish: Matte Varnish
Swift Tack: Clear
INT: Satin, flood
both sides

Jokers
Stock: FSC Mix Bright White C2S
Weight: 16pt
Finish / Varnish: Satin, flood
both sides

Size Strips & Feature Stickers
Stock: Transcode White Plus APEO Free
Adhesive (3 mil)
Weight: na
Finish / Varnish: Satin
*NOTE: Feature stickers can be used when
they meet the guidelines noted within the
On Garment Guide.*

Printed Fabric Labels

Finish:
- Loop
- End Fold
- Mitre
- Patch
- Straight

Material:
- 100% recycled double face satin tape,woven edge

Heat Seals

Material: Water Based Heat Transfer

Brand Toolkit

Primary Color Palette

PMS 8504 C	PMS 2297 C	PMS 2283 C

Primary Packaging Logo

TEK GEAR

Tek Gear PMS.ai
Asset ID: 43989892
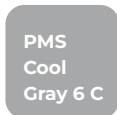
Primary Font

Gotham Light

Gotham Book

Gotham Medium

Gotham Bold

Brand Toolkit

Secondary Color Palette

**PMS
Cool
Gray 6 C**

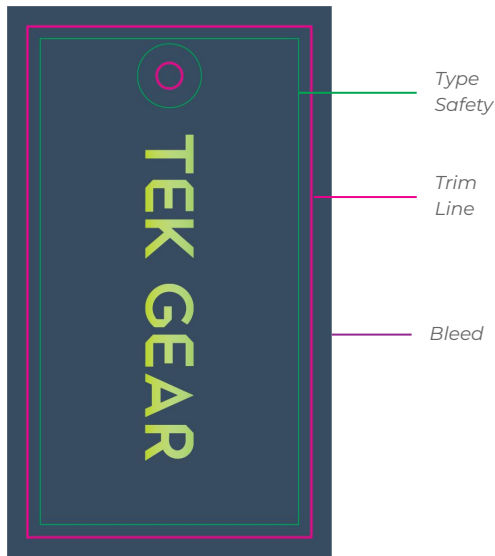*additional color for heat seal use only*

Secondary Packaging Logo

TEK GEAR

**Tek Gear (Green) PMS.ai
Asset ID: 44222878**
logo for heat seal and label use only

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Design Standards

Type Safety

Trim Line

Bleed

HANG TAG
logo only appears vertically
on the hang tag

TEK GEAR

PXS/PS
LONG
ADAPTIVE
Made In Bangladesh

TEK GEAR

XXL
GIRL'S PLUS

TEE

Made in China

LABELS & HEAT SEALS
solid green (PMS 2297 C) logo is only used on heat
seals and labels since the two color gradient is not
possible for production at this small scale

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

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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.

Dry Tek [item name]	Soft Tek [item name]	Essential Gear [item name]	Warm Gear [item name]	365 Fleece [item name]	Ultrasoft Fleece [item name]	Ultrastretch [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

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Performance [item name]	**Essential Soft** [item name]	**Essential Gear** [item name]	**Workout Gear** [item name]	**Ultracomfort** [item name]	**Sun Gear** [item name]	**Sport Gear** [item name]	**Stretch Gear** [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 is in title case
- Size field 1 and Size field 2 are in all caps
  Gusset only: Size field 2 is in title case
- Fit name 1 is in title case and Fit name 2 is in all caps
- Modifier, Rise field and Stretch field are in all caps

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 sentence case with no period

Heat Seal Formatting
- Size field 1 and Size field 2 are in all caps
- Fit name is in call caps

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

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

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**

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