

bobbie brooks®

Brand Guidelines 2020

Revised - 4/21/20

***IMPORTANT NOTE - The distribution address has changed going forward for Fall 2020.**

To ensure cost savings and consistency with Dollar General's brands please use our nominated suppliers when ordering labels.

When ordering trims for DG please contact the following Vendors only:

Woven and printed main labels - NATco
Hang tags, heat-seals, paper labels and belly bands - NATco

Karla Quinteros
Karla.Quinteros@natcoglobal.com
TEL: 212-813-2944

Hang Tags and Adhesive Labels
Fineline Technologies

Orders: www.finelineglobal.com/fasttrak/

US Support: Jamilah Dotson
Email: jdotson@finelinetech.com
Phone: 800-500-8687 x3304

Non-US Support: Jan Ling - jling@finelinetech.com.hk
Email: support@finelinetech.com.hk
Phone: 852-2156-9788

If there are questions concerning Brand Standards please contact Alicia Noble: alicia.noble@schawk.com

Vendor Checklist

	UPC Label	Hang Tag	Heat Seal or Woven Label	Hanger Loops	Hanger	Ribbon Tape
Bobbie Brooks Girls'						
Bobbie Brooks Ladies'						
Bobbie Brooks Intimates						
Bobbie Brooks Loungewear						
Bobbie Brooks Sleepwear						
Bobbie Brooks Scrubs						
Bobbie Brooks Plus Size						

* Black box means item is not needed. White box means item should be included on garment.

* Ribbon Tape specs will vary. Please reach out to buying team to confirm correct specs.

Fill in the XX00 with the correct season code: example SS20

- i. FW = Fall/Winter
- ii. SS = Spring/Summer
- iii. 2 digit year (ex. 16)
- iv. *This information can be found on the item setup form provided by the buyer

* Any exceptions may require specialty hang tags or stickers. See pages 8-9.

THE UPC TAG IS REQUIRED ON ALL GARMENTS

PRINTED GENERIC LABEL DG12_22

STOCK	Slit Edge White Satin
FINAL SIZE	11 mm x 40 mm
PMS Color	1 Black Front
Fold	Straight Cut
Font	Helvetica Condensed 8 pt

This UPC tag is to be sewn into the side seam of ALL garments at 3 inches up from the bottom hem on the wearers left side.

Tracking Number Format- Children's Items ONLY

TRACKING NUMBER

YELLOW WAS PANTONE 102-NOW PANTONE YELLOW
COM0Y100K

BLUE WAS PANTONE 300-NOW PANTONE 279
C68M34Y0K0

ORANGE PANTONE 165
COM74Y95K0

AQUA PANTONE 311
C63M0Y12K0

GREEN PANTONE 355
C94M0Y100K0

WHITE

GRAY PANTONE 422
COM0Y0K33

RED PANTONE 485
COM95Y100K0

YELLOW PANTONE 115
C2M12Y94K0

PINK PANTONE MAGENTA
COM100Y0K0

LITE LIME GREEN PANTONE 375
C41M0Y78K0

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Ordering Info

Send your Customer Service Representative a completed Order Form, which can be found in the Vendor Portal on DGPartners.com.

Woven and printed main labels - NATco
Hang tags, heat-seals, paper labels and belly bands - NATco

Karla Quinteros
Karla.Quinteros@natcoglobal.com
TEL212-813-2944

Hang Tags and Adhesive Labels
Fineline Technologies

Orders: www.finelineglobal.com/fasttrak/

US Support: Jamilah Dotson
Email: jdotson@finelinetech.com
Phone: 800-500-8687 x3304

Non-US Support: Jan Ling - jling@finelinetech.com.hk
Email: support@finelinetech.com.hk
Phone: 852-2156-9788

Size Clip Color Chart



Color Coded Sizer -
See the order form
for more details

Ladies	Ladies Plus	Ladies Sleepwear	Ladies Scrubs	Men's Sizes	Newborn Girl Infant Girl	Toddler Girl	Newborn (Boy, Gender Neutral) Infant Boy	Toddler Boy	Girl's Sizes	Boy's Sizes	Kid's Sleepwear
RED PMS 1795C	PMS PROCESS WHITE	PMS PROCESS BLACK	FUSCHIA PMS 2385C	GREY PMS 429C	PINK PMS 670C	PINK PMS 191C	BLUE PMS 283C	BLUE PMS 286C	PURPLE PMS 272U	GREEN PMS 354C	ORANGE PMS 1585C

Item# SN500
(DG Item# ST1/ST8)

Font - Helvetica Condensed
Black ink on White or Color sizers
White ink on Process Black c and 286c sizers.

Size Cap Color Chart



See the order form
for more details









Pantone 354C SMALL	Pantone 1795C MEDIUM	Pantone 7684C LARGE	Pantone 267C XL	Pantone 2385C 1X	Pantone 1585C 2X	Pantone 312C 3X	Pantone YellowC 4X
S	M	L	XL	1X	2X	3X	4X

Item# SN500
(DG Item# ST1/ST8)

Font - Helvetica Condensed
Black ink on White or Color sizers
White ink on Process Black c and 286c sizers.

7620c	137c	285c	2577c
7423c	3262c	354 c	7651 c
Yellow C	7598c	Cool Gray 5 C	7514c
375 C	2385c		

Hanger Size and Description

Hanger pictures	DG item#	Colour/Material	Sizes, Description	Application
	DG 495	Natural / PP	10" Top	Newborn, Infant, Toddler
	DG 496	Natural / PP	12" Top	Girls: 4-6
	DG 472	Natural / PP	15" Top	Girls: 7-16
	DG 467	Natural / PP	17" Top	Light weight apparel Missy XS-XL
	DG 509	Natural / PP	19" Heavy Weight Top	Heavy weight apparel
Bottoms 	DG 6108	Natural / PP	8" Pinch Grip	Girls: 4-6x S-L Scrub Bottom 1/2 Fold
	DG 6110	Natural / PP	10" Pinch Grip	Girls: 7-16 1x-3x Scrub Bottom 1/2 Fold
	DG 6112	Natural / PP	12" Pinch Grip	Missy S-L
	DG 6114	Natural / PP	14" Pinch Grip	Missy XS-XL
	DG 6608	Natural / PP	8" Pinch Grip with Pad	Girls: 4-6x S-L Scrub Bottom 1/2 Fold
	DG 6610	Natural / PP	10" Pinch Grip with Pad	Girls: 7-16 1x-3x Scrub Bottom 1/2 Fold
	DG 6612	Natural / PP	12" Pinch Grip with Pad	Missy S-L
	DG 6614	Natural / PP	14" Pinch Grip with Pad	Missy XS-XL
Coord. Loop (To be used with the Tops Hanger) 	DG 9408	Natural / PP	8" Pinch Grip / Loop	Girls: 4-6x
	DG 9410	Natural / PP	10" Pinch Grip / Loop	Girls: 7-16
	DG 9412	Natural / PP	12" Pinch Grip / Loop	Missy S-L
	DG 6714	Natural / PP	14" Pinch Grip / Loop	Missy XS-XL
	DG 6808	Natural / PP	8" Pinch Grip with Pad / Loop	Girls: 4-6x
	DG 6810	Natural / PP	10" Pinch Grip with Pad / Loop	Girls: 7-16
	DG 6812	Natural / PP	12" Pinch Grip with Pad / Loop	Missy S-L
	DG 6814	Natural / PP	14" Pinch Grip with Pad / Loop	Missy XS-XL
Sets & Frames 	DG 425	Natural / PP	15" Set Hanger with 7" Drop	Infant, Toddler
	DG 410	Natural / PP	10" Set Hanger Wity 4" Drop	Newborn, Infant
	DG 401	Natural / PP	10" Double Top	Newborn, Infant, Toddler
	DG 4410	Natural / PP	10" Double Top with 7" bottom Set Hanger	Newborn, Infant, Toddler
	DG 4412	Natural / PP	12" Double Top with 8" bottom Set Hanger	Newborn, Infant, Toddler
	DG 951	Natural / PP	10" x 8.5" Frame Hanger	Newborn, Infant, Toddler
	DG 959	Natural / PP	12" x 10" Frame Hanger	Newborn, Infant, Toddler
	DG WP25	Natural / MW1	10" Low Profile Intimate Hanger	All Panties and Bras

Introduction

FONTS USED:

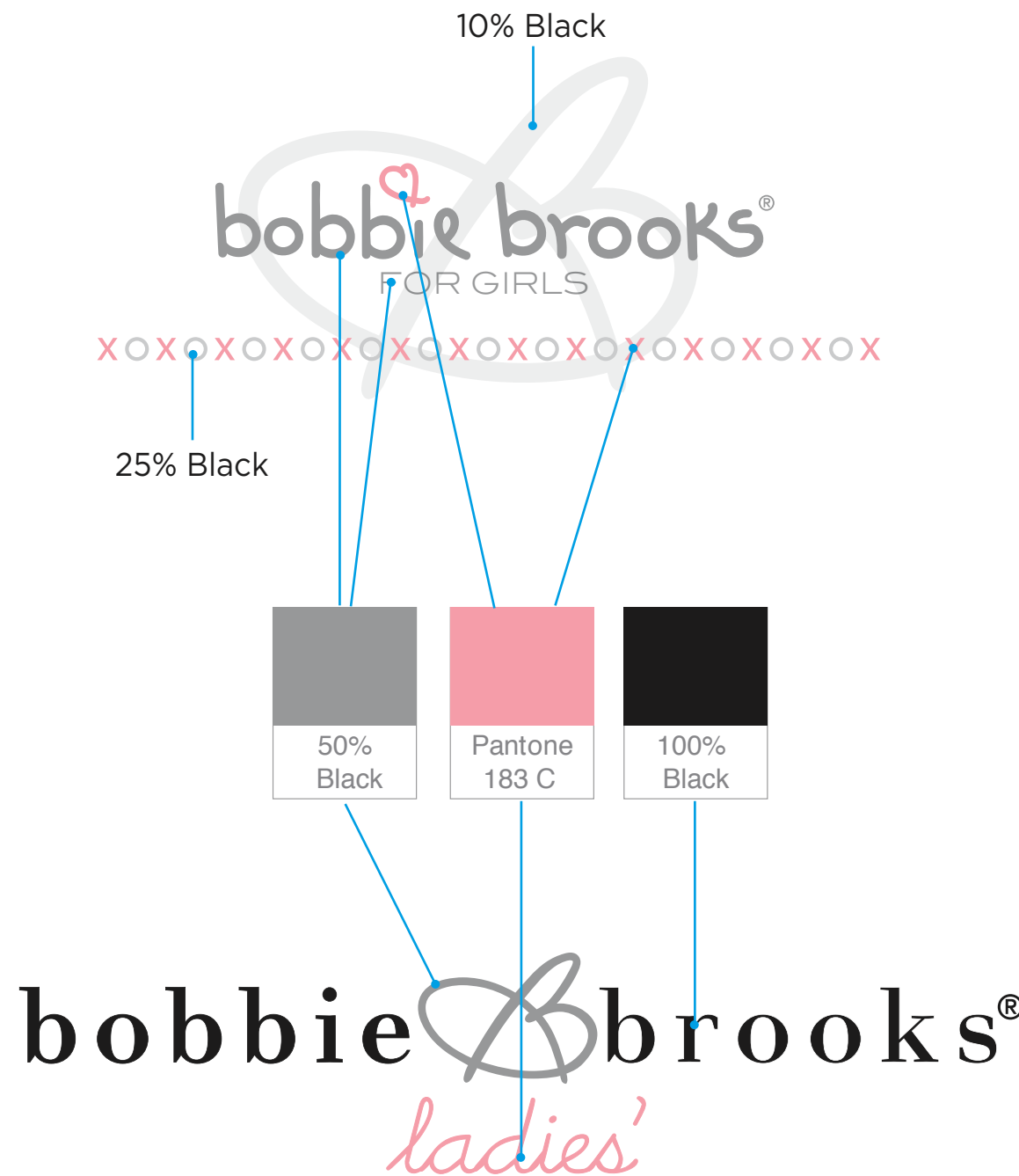
GOTHAM BOLD REG.
GOTHAM BOOK REG.

D N Cursive Classic

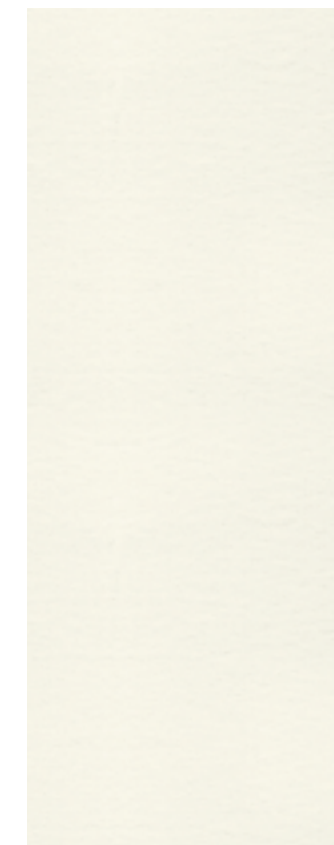
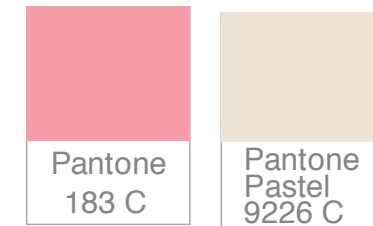
HELVETICA REG

BLAIRITC-LIGHT

PRICE TICKETS



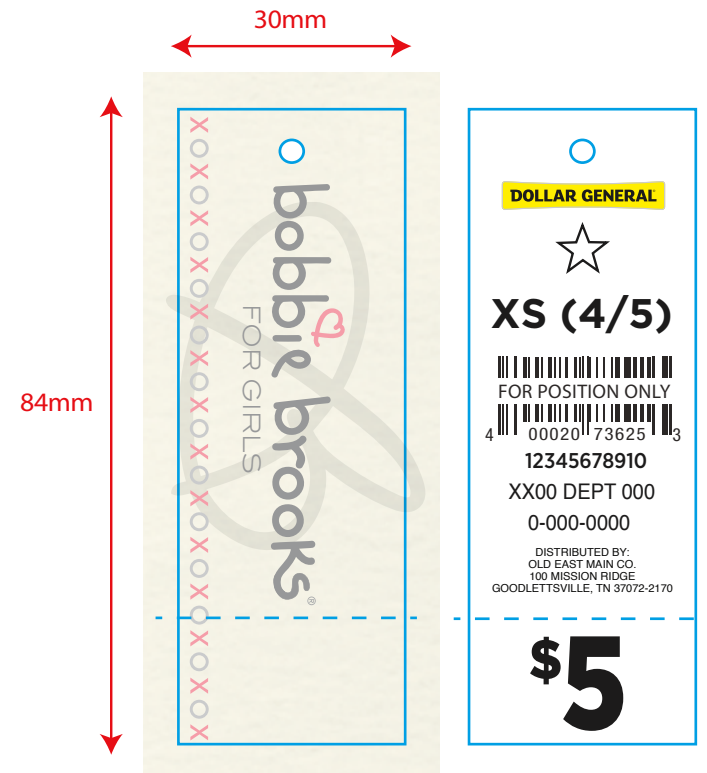

All Tags and Labels Print
CMYK Pantone Match



Request the
Background image
DO NOT USE THE IMAGE
BACKGROUND FROM THIS
STYLE GUIDE

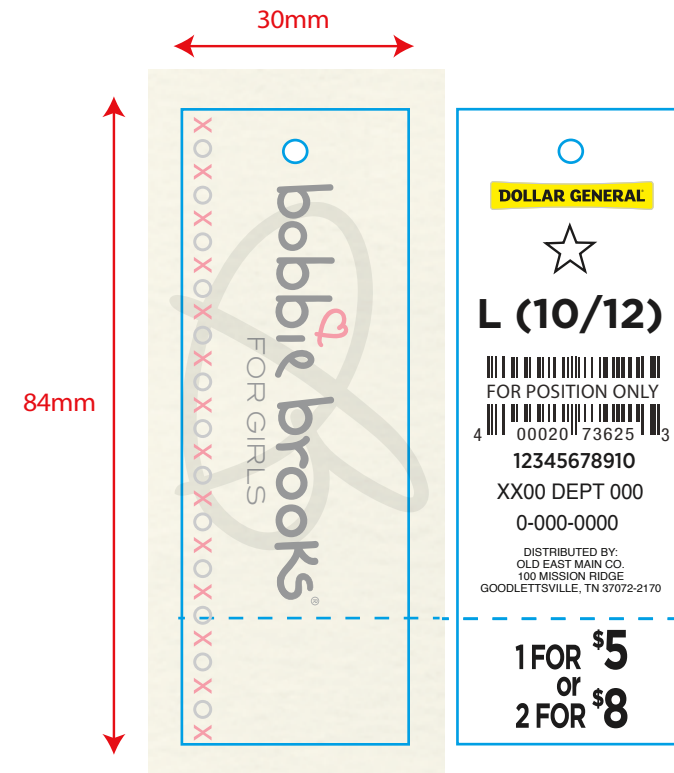
Bobbie Brooks - Girls' Hang Tags

For Clearance shape and color options see page 1.



PRICE TICKET BB19_G_HT021

STOCK C1S 10 pt.
FINAL SIZE 30 mm x 84 mm
Color 4 Color Process Front - 3 Color Back
Font Blair ITC-Light 9 pt (All Caps)
Size: Gotham Bold (Back Only) 15.5 pt
Tracking # : Gotham Narrow Medium (Back Only) 8pt
Season/Dept code: Helvetica Regular (Back Only) 7.5pt
Distribution: Helvetica Regular (Back Only) 4.14pt
Price: Gotham Bold Reg (Back only)
 Use "12 PP Masterexample.ai" for correct price fonts



PRICE TICKET BB19_G_HT0211

STOCK C1S 10 pt.
FINAL SIZE 30 mm x 84 mm
Color 4 Color Process Front - 2 Color Back
Font Blair ITC-Light 9 pt (All Caps)
Size: Gotham Bold (Back Only) 15.5 pt
Tracking # : Gotham Narrow Medium (Back Only) 8pt
Season/Dept code: Helvetica Regular (Back Only) 7.5pt
SKU: Helvetica Regular (Back Only) 7.5pt
Distribution: Helvetica Regular (Back Only) 4.14pt
Price: Gotham Bold Reg (Back only)
 Use "12 PP Masterexample.ai" for correct price fonts

51mm

51mm

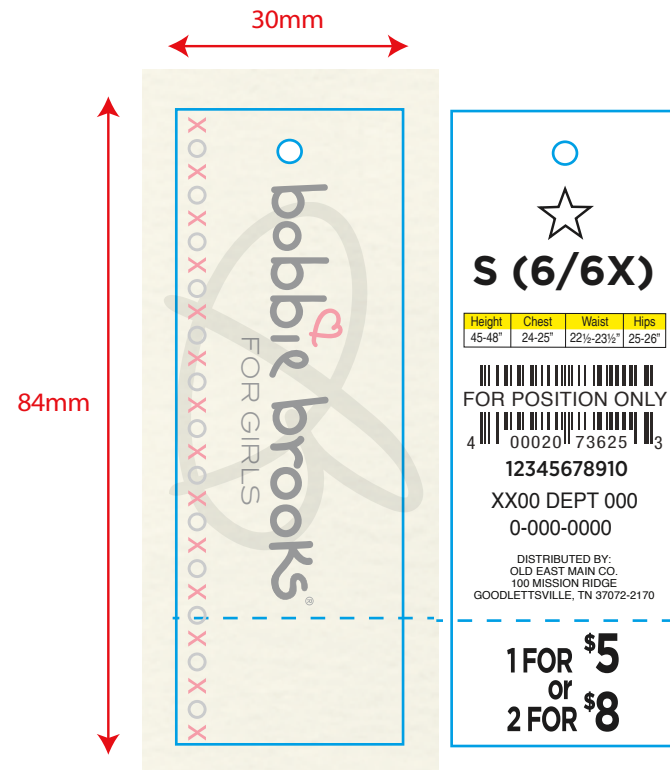
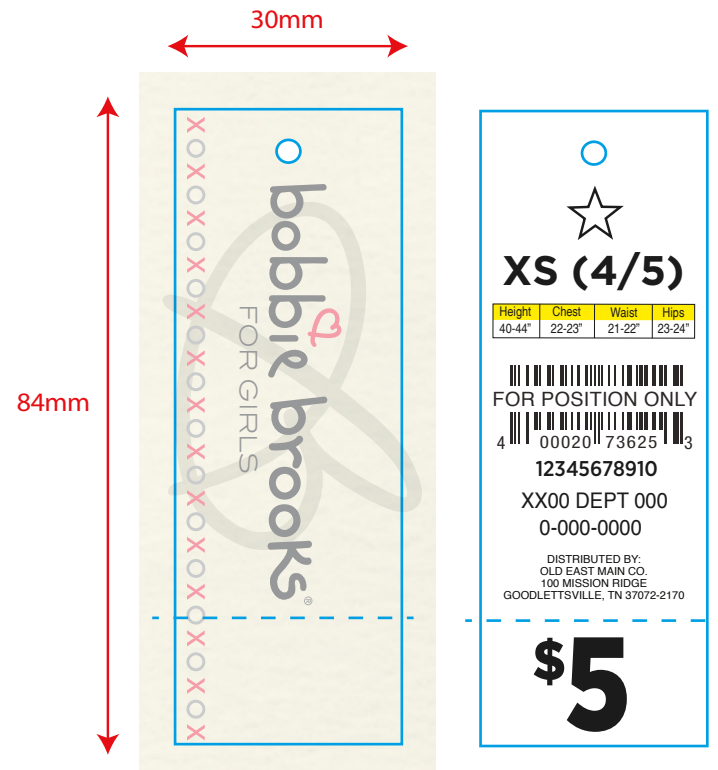
Girls'				
Size	Height	Chest/ Bust	Waist	Hips
XS 4/5	40-44"	22-23"	21-22"	23-24"
S 6/6X	45-48"	24-25"	22½- 23½"	25-26"
M 7/8	49-54"	26-27"	23½- 24½"	27-29"
L 10/12	55-59"	28-29"	25-26"	30-32"
XL 14/16	60-62"	30-33"	28-30"	34-36"

Size Hang Tag
 DG20_G_HT030

STOCK C1S 10 pt.
FINAL SIZE 51 mm x 51 mm
Color 1 Color Process Black
Size: Gotham Narrow Medium 7 pt

Bobbie Brooks - Girls' Hang Tags

For Clearance shape and color options see page 1.



Update the hangtag with the appropriate chart for your size.

Girls'

	Height	Chest/Bust	Waist	Hips
XS 4/5	40-44"	22-23"	21-22"	23-24"
S 6/6X	45-48"	24-25"	22½-23½"	25-26"
M 7/8	49-54"	26-27"	23½-24½"	27-29"
L 10/12	55-59"	28-29"	25-26"	30-32"
XL 14/16	60-62"	30-33"	28-30"	34-36"

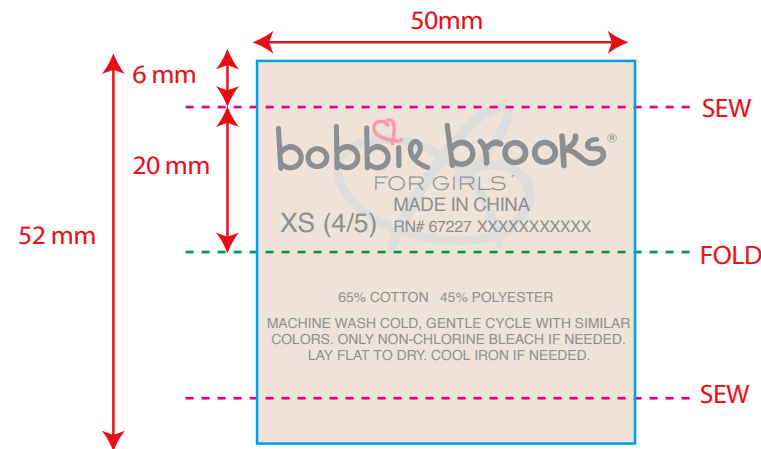
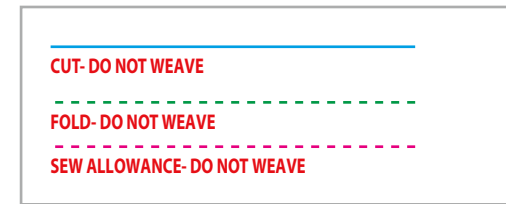
PRICE TICKET BB20_G_HT021S

STOCK C1S 10 pt.
 FINAL SIZE 30 mm x 84 mm
 Color 4 Color Process Front - 3 Color Back
 Font Blair ITC-Light 9 pt (All Caps)
 Size: Gotham Bold (Back Only) 15.5 pt
 Size Chart: Helvetica LT Roman Narrow (Back Only) 5 pt
 Tracking #: Gotham Narrow Medium (Back Only) 8pt
 Season/Dept code: Helvetica Regular (Back Only) 7.5pt
 Distribution: Helvetica Regular (Back Only) 4.14pt
 Price: Gotham Bold Reg (Back only)
 Use "12 PP Masterexample.ai" for correct price fonts

PRICE TICKET BB20_G_HT0211S

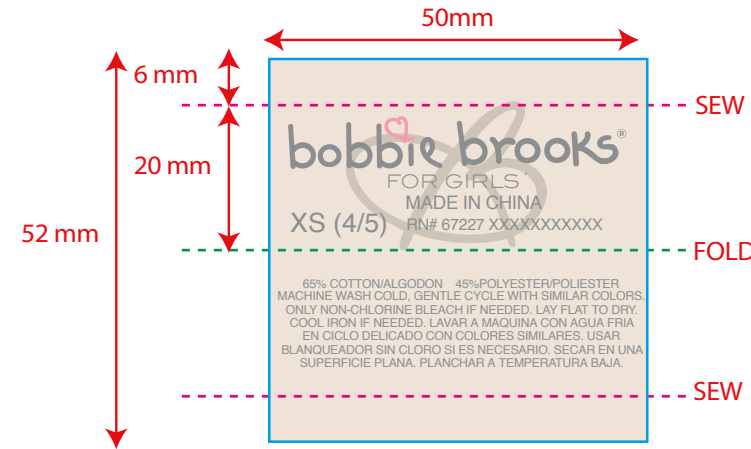
STOCK C1S 10 pt.
 FINAL SIZE 30 mm x 84 mm
 Color 4 Color Process Front - 2 Color Back
 Font Blair ITC-Light 9 pt (All Caps)
 Size: Gotham Bold (Back Only) 15.5 pt
 Size Chart: Helvetica LT Roman Narrow (Back Only) 5 pt
 Tracking #: Gotham Narrow Medium (Back Only) 8pt
 Season/Dept code: Helvetica Regular (Back Only) 7.5pt
 SKU: Helvetica Regular (Back Only) 7.5pt
 Distribution: Helvetica Regular (Back Only) 4.14pt
 Price: Gotham Bold Reg (Back only)
 Use "12 PP Masterexample.ai" for correct price fonts

Bobbie Brooks - Girls' Printed Labels



TOP FOLD LABEL BB12_G_ML029

WOVEN Woven Edge Single Face Satin
FINAL SIZE 20 mm x 50 mm
PMS Color 4 Colors - Pantone 183,
 Pantone Cool Gray 2,
 Pantone Cool Gray 7,
 (Ground) Pantone TCX 12-0812
Fold Loop Fold
Font Blair ITC-Light 7 pt (All Caps)
 Helvetica 10 pt
 Helvetica 9 pt
 Helvetica 5.2 pt

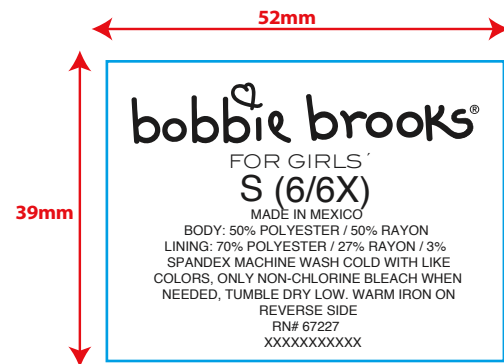


TOP FOLD LABEL BB12_G_ML038

WOVEN Woven Edge Single Face Satin
FINAL SIZE 20 mm x 50 mm
PMS Color 4 Colors - Pantone 183,
 Pantone Cool Gray 2,
 Pantone Cool Gray 7,
 (Ground) Pantone TCX 12-0812
Fold Loop Fold
Font Blair ITC-Light 7 pt (All Caps)
 Helvetica 10 pt
 Helvetica 9 pt
 Helvetica 5.2 pt

Bobbie Brooks - Girls'/Ladies' Heat Transfer Labels

SIZE LINE- DO NOT PRINT



HEAT TRANSFER

STOCK Paper / Clear
FINAL SIZE 39 mm x 52 mm
Font Helvetica Regular 13.5 pt
 Helvetica Regular 5.5 pt

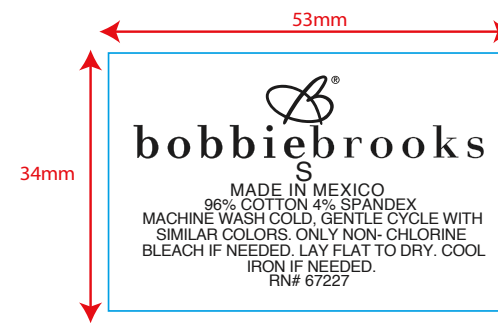
- BB12_G_HTL036A
PMS Color 1 Front (Black)
- BB12_G_HTL036B
PMS Color 1 Front (White)
- BB12_G_HTL036C
PMS Color 1 Front (Cool Gray 6)



HEAT TRANSFER

STOCK Paper / Clear
FINAL SIZE 34 mm x 53 mm
Font Helvetica Regular 20 pt
 Helvetica Regular 6.5 pt
 Helvetica Regular 6 pt

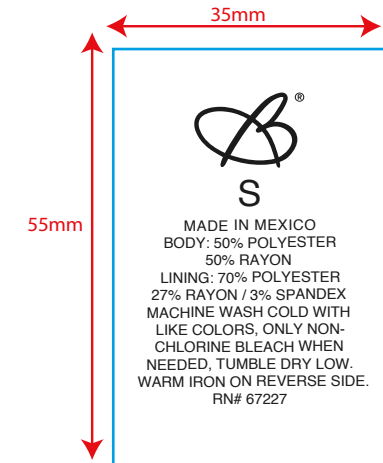
- BB16_L_HTL047C
PMS Color 1 Front (Black)
- BB16_L_HTL047D
PMS Color 1 Front (White)
- BB16_L_HTL047E
PMS Color 1 Front (Cool Gray 6)



HEAT TRANSFER

STOCK Paper / Clear
FINAL SIZE 34 mm x 53 mm
Font Helvetica Regular 10 pt
 Helvetica Regular 6.5 pt
 Helvetica Regular 6 pt

- BB12_L_HTL020A
PMS Color 1 Front (Black)
- BB12_L_HTL020B
PMS Color 1 Front (White)
- BB12_L_HTL020C
PMS Color 1 Front (Cool Gray 6)

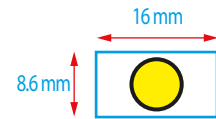


HEAT TRANSFER

STOCK Paper / Clear
FINAL SIZE 35 mm x 55 mm
Font Helvetica Regular 13.5 pt
 Helvetica Regular 5.5 pt

- BB12_L_HTL015A
PMS Color 1 Front (Black)
- BB12_L_HTL015B
PMS Color 1 Front (White)
- BB12_L_HTL015C
PMS Color 1 Front (Cool Gray 6)

Bobbie Brooks - Specialty Stickers



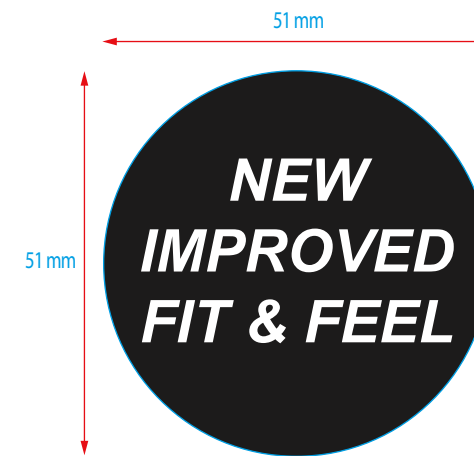
GENERIC STICKER DG13_SS028

STOCK STICKER PAPER
FINAL SIZE 16 mm x 8.6 mm
Color BLACK, SOFTLINE COLOR



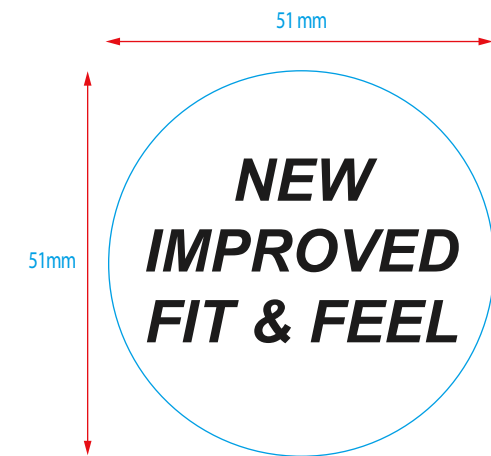
GENERIC STICKER DG13_SS055

STOCK WHITE STICKER ADHESIVE PAPER
FINAL SIZE 44mm x 44 mm
Color BLACK, PMS YELLOW



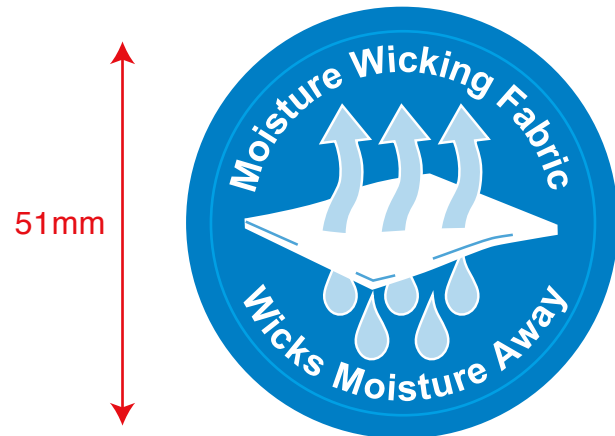
GENERIC STICKER DG13_SS052

STOCK TRANSCODE WHITE W S4900 ADHESIVE
FINAL SIZE 51mm x 51 mm
Color BLACK



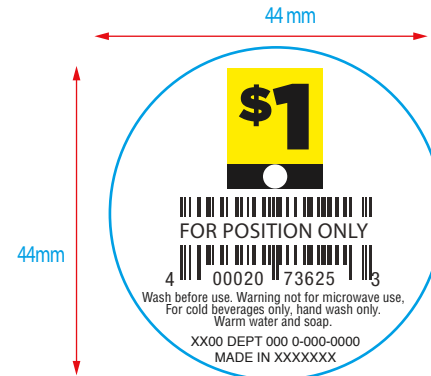
GENERIC STICKER DG13_SS052A

STOCK TRANSCODE WHITE W S4900 ADHESIVE
FINAL SIZE 51mm x 51 mm
Color BLACK



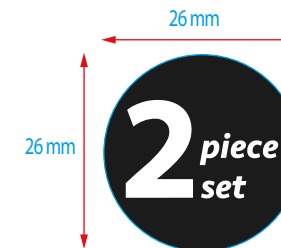
SPORTS FABRIC STICKER DG12_SS020

STOCK Paper-Based Pr. Sensitive
 Material W/ TEXTILE
 SAFE ADHESIVE
FINAL SIZE 51 mm x 51 mm
Color 2 Color Pantone 3005C
 Pantone 291 C



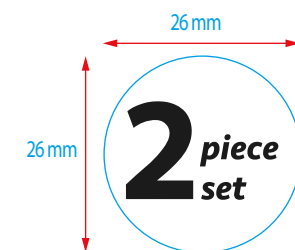
GENERIC STICKER DG13_SS058

STOCK WHITE STICKER ADHESIVE PAPER
FINAL SIZE 44mm x 44 mm
Color BLACK, PMS YELLOW



GENERIC STICKER DG12_SS024

STOCK TRANSCODE WHITE W S4900 ADHESIVE
FINAL SIZE 26mm x 26 mm
Color BLACK



GENERIC STICKER DG12_SS024B

STOCK TRANSCODE WHITE W S4900 ADHESIVE
FINAL SIZE 26mm x 26 mm
Color BLACK

Bobbie Brooks - Specialty Hang Tags



GENERIC HANG TAG DG12_HT044A

STOCK C1S 10 pt.
FINAL SIZE 30 mm x 84 mm
Color PMS432 C BLACK



GENERIC HANG TAG DG12_HT044B

STOCK C1S 10 pt.
FINAL SIZE 30 mm x 84 mm
Color PMS432 C BLACK

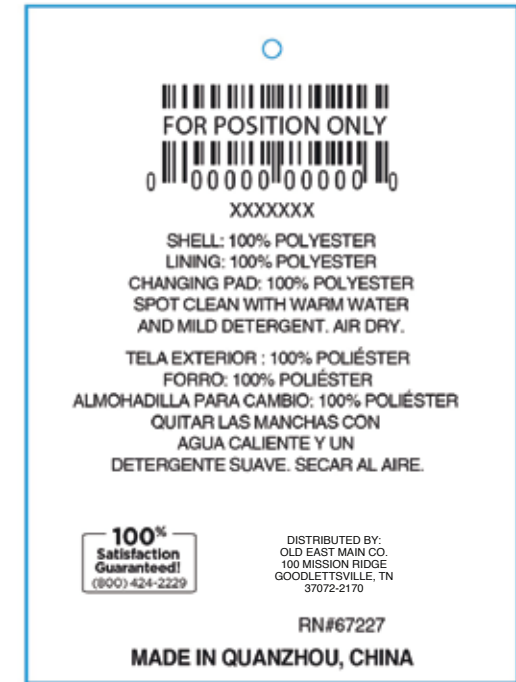


GENERIC HANG TAG DG15_HT088

STOCK C1S 10 pt.
FINAL SIZE 30 mm x 84 mm
Color PMS432 C BLACK



FRONT

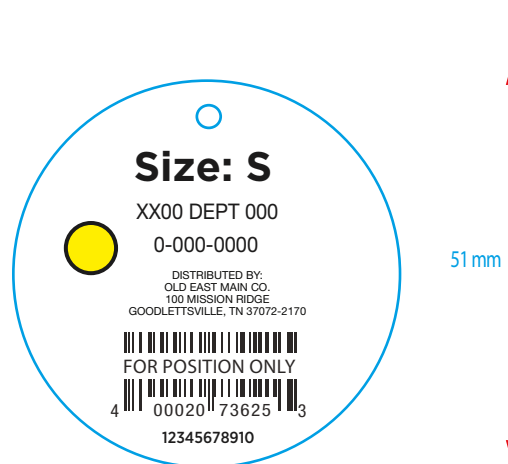


BACK

DIAPER BAG HANG TAG DG13_HT033

STOCK C1S 10 pt.
FINAL SIZE 30 mm x 84 mm
Color PMS 185 C BLACK

Font
Care Instructions: Helvetica Regular (Back Only) 8pt
Season/Dept code: Helvetica (Back Only) 9pt
Distribution: Helvetica Regular (Back Only) 9pt
Made by: Helvetica Bold (Back Only) 10pt



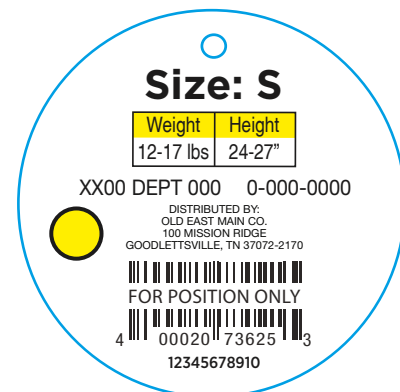
GENERIC HANG TAG DG20_HT040

STOCK C1S 10 pt.
FINAL SIZE 51 mm x 51 mm
Color Process Yellow, BLACK



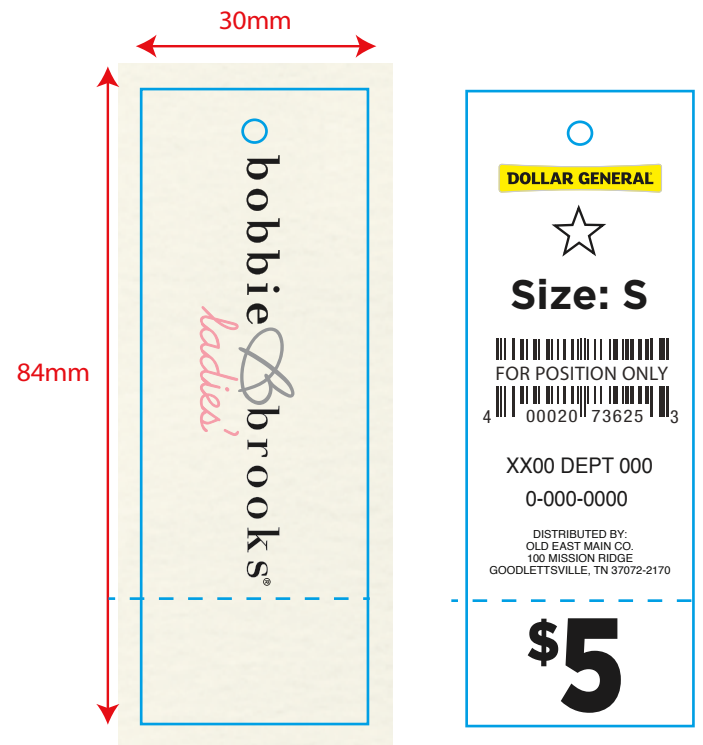
GENERIC HANG TAG DG20_HT040S

STOCK C1S 10 pt.
FINAL SIZE 51 mm x 51 mm
Color Process Yellow, BLACK



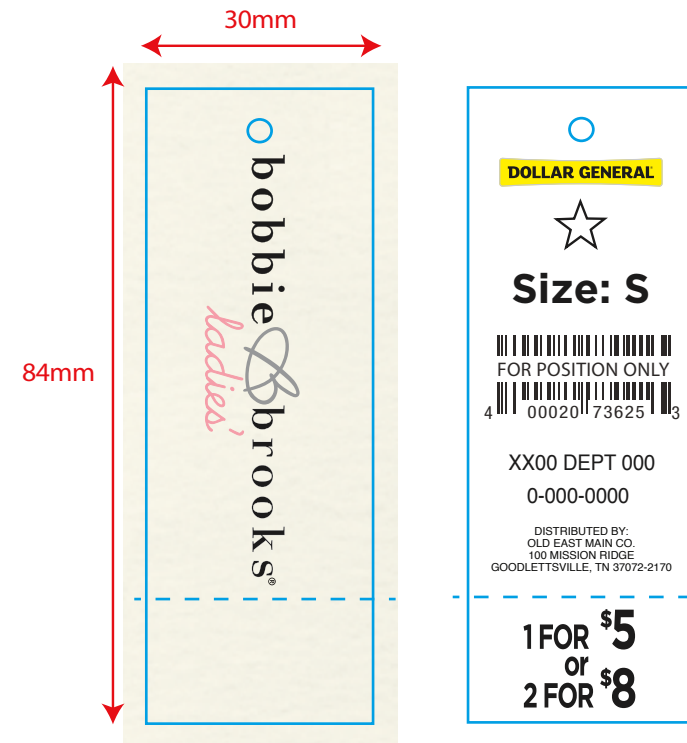
Bobbie Brooks - Ladies' Hang Tags

For Clearance shape and color options see page 1.



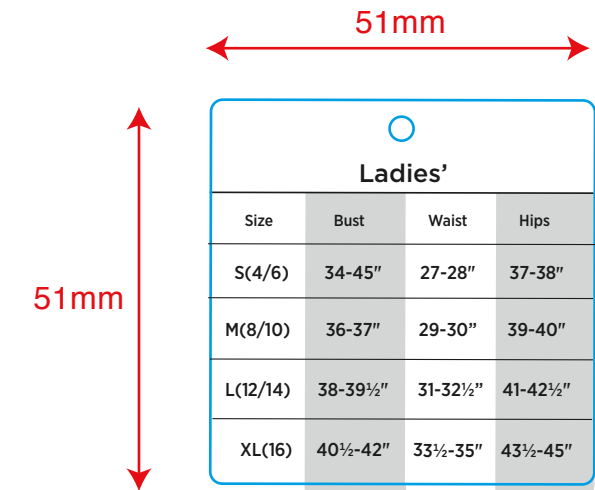
PRICE TICKET BB19_L_HT001

STOCK C1S 10 pt.
 FINAL SIZE 30 mm x 84 mm
 Color 4 Color Process Front - 3 Color Back
 Font DN Cursive Classic 23.5 pt with a .25 pt stroke
 Size: Gotham Bold (Back Only) 15.5 pt
 Season/Dept code: Helvetica Regular (Back Only) 7.5pt
 SKU: Helvetica Regular (Back Only) 7.5pt
 Distribution: Helvetica Regular (Back Only) 4.14pt
 Price: Gotham Bold Reg (Back only)
 Use "12 PP Masterexample.ai" for correct price fonts



PRICE TICKET BB19_L_HT011

STOCK C1S 10 pt.
 FINAL SIZE 30 mm x 84 mm
 Color 4 Color Process Front - 3 Color Back
 Font DN Cursive Classic 23.5 pt with a .25 pt stroke
 Size: Gotham Bold (Back Only) 15.5 pt
 Season/Dept code: Helvetica Regular (Back Only) 7.5pt
 SKU: Helvetica Regular (Back Only) 7.5pt
 Distribution: Helvetica Regular (Back Only) 4.14pt
 Price: Gotham Bold Reg (Back only)
 Use "12 PP Masterexample.ai" for correct price fonts

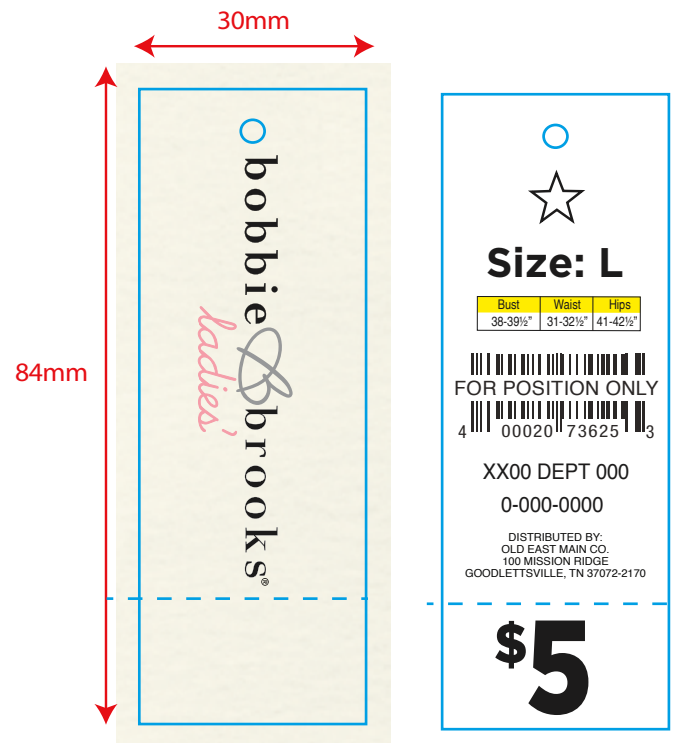


Size Hang Tag
 DG20_L_HT030
 STOCK C1S 10 pt.
 FINAL SIZE 51 mm x 51 mm
 Color 1 Color Process Black
 Size: Gotham Narrow Medium 7 pt

Ladies'			
Size	Bust	Waist	Hips
S(4/6)	34-45"	27-28"	37-38"
M(8/10)	36-37"	29-30"	39-40"
L(12/14)	38-39½"	31-32½"	41-42½"
XL(16)	40½-42"	33½-35"	43½-45"

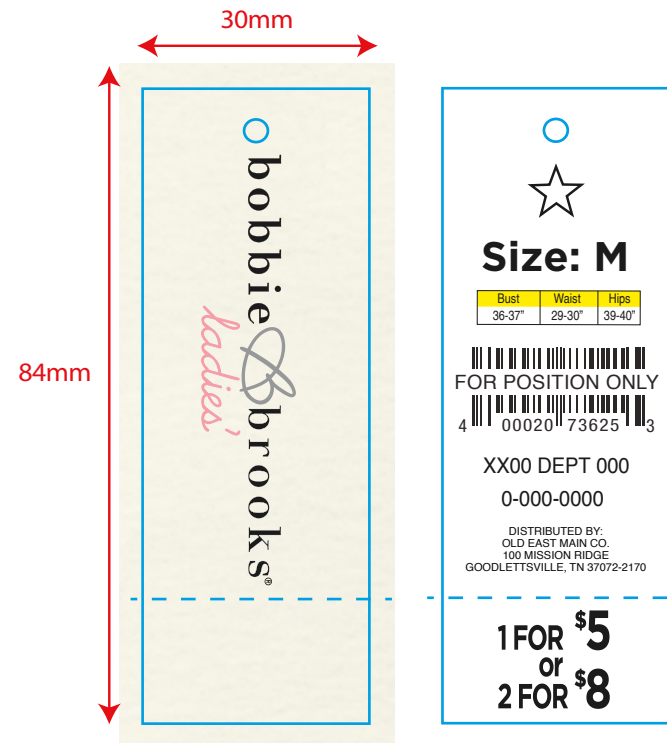
Bobbie Brooks - Ladies' Hang Tags

For Clearance shape and color options see page 1.



PRICE TICKET BB20_L_HT001S

STOCK C15 10 pt.
FINAL SIZE 30 mm x 84 mm
Color 4 Color Process Front - 3 Color Back
Font DN Cursive Classic 23.5 pt with a .25 pt stroke
Size: Gotham Bold (Back Only) 15.5 pt
Size Chart: Helvetica LT Roman Narrow (Back Only) 5 pt
Season/Dept code: Helvetica Regular (Back Only) 7.5pt
SKU: Helvetica Regular (Back Only) 7.5pt
Distribution: Helvetica Regular (Back Only) 4.14pt
Price: Gotham Bold Reg (Back only)
 Use "12 PP Masterexample.ai" for correct price fonts



PRICE TICKET BB20_L_HT011S

STOCK C15 10 pt.
FINAL SIZE 30 mm x 84 mm
Color 4 Color Process Front - 3 Color Back
Font DN Cursive Classic 23.5 pt with a .25 pt stroke
Size: Gotham Bold (Back Only) 15.5 pt
Size Chart: Helvetica LT Roman Narrow (Back Only) 5 pt
Season/Dept code: Helvetica Regular (Back Only) 7.5pt
SKU: Helvetica Regular (Back Only) 7.5pt
Distribution: Helvetica Regular (Back Only) 4.14pt
Price: Gotham Bold Reg (Back only)
 Use "12 PP Masterexample.ai" for correct price fonts

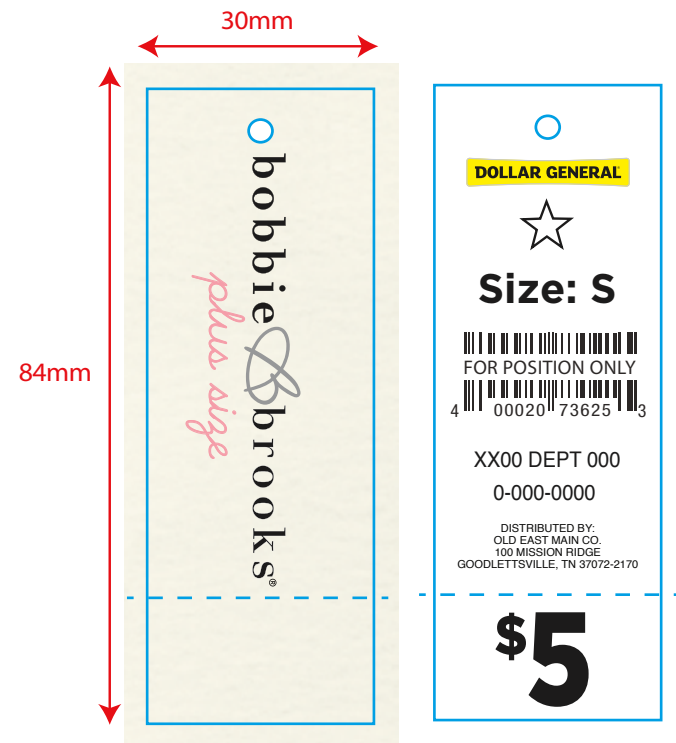
Update the hangtag with the appropriate chart for your size.

Ladies'

	Bust	Waist	Hips
S 4/6	34-35"	27-28"	37-38"
M 8/10	36-37"	29-30"	39-40"
L 12/14	38-39½"	31-32½"	41-42½"
XL 16	40½-42"	33½-35"	43½-45"

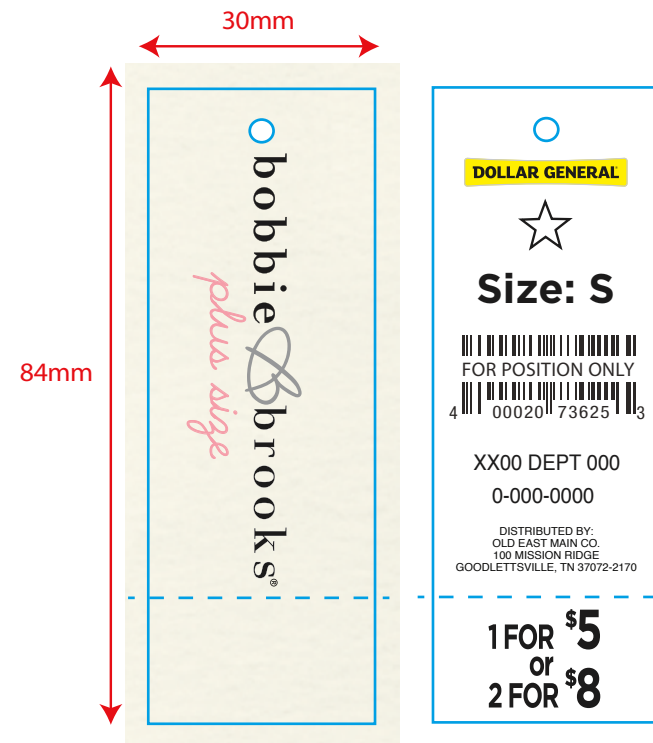
Bobbie Brooks - Ladies' Hang Tags

For Clearance shape and color options see page 1.



PRICE TICKET BB19_L_HT002

STOCK C1S 10 pt.
FINAL SIZE 30 mm x 84 mm
Color 4 Color Process Front - 3 Color Back
Font DN Cursive Classic 19.45 pt with a .25 pt stroke
Size: Gotham Bold (Back Only) 15.5 pt
Season/Dept code: Helvetica Regular (Back Only) 7.5pt
SKU: Helvetica Regular (Back Only) 7.5pt
Distribution: Helvetica Regular (Back Only) 4.14pt
Price: Gotham Bold Reg (Back only)
 Use "12 PP Masterexample.ai" for correct price fonts



PRICE TICKET BB19_L_HT021

STOCK C1S 10 pt.
FINAL SIZE 30 mm x 84 mm
Color 4 Color Process Front - 3 Color Back
Font DN Cursive Classic 19.45 pt with a .25 pt stroke
Size: Gotham Bold (Back Only) 15.5 pt
Season/Dept code: Helvetica Regular (Back Only) 7.5pt
SKU: Helvetica Regular (Back Only) 7.5pt
Distribution: Helvetica Regular (Back Only) 4.14pt
Price: Gotham Bold Reg (Back only)
 Use "12 PP Masterexample.ai" for correct price fonts

Ladies' Plus			
Size	Bust	Waist	Hips
1X (16/18)	43-45"	37-39"	46-48"
2X (20/22)	46-48"	40-42"	49-51"
3X (24)	49-51"	43-45"	52-54"

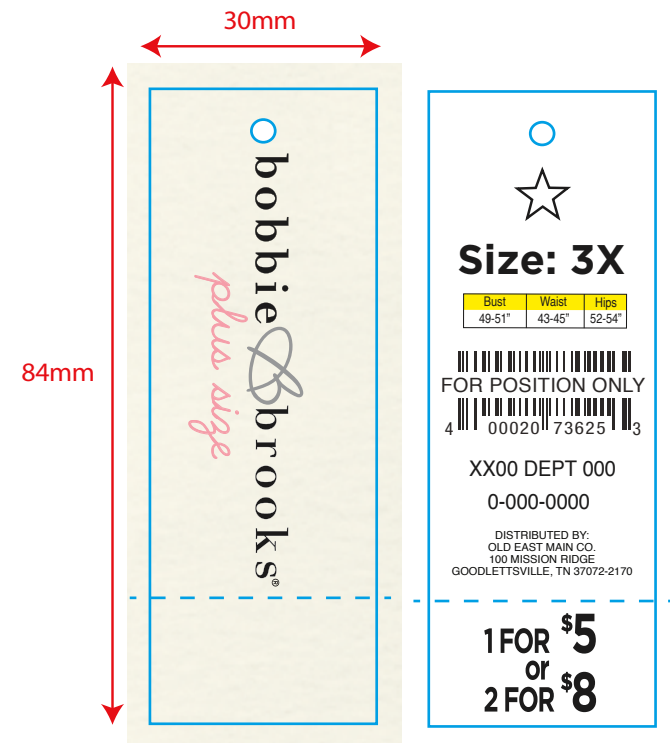
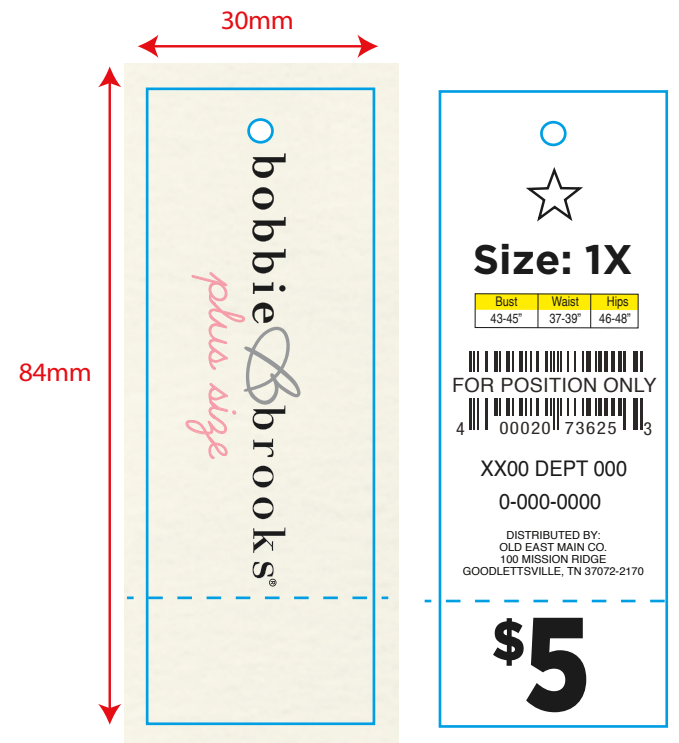
Size Hang Tag
 DG20_LP_HT030

STOCK C1S 10 pt.
FINAL SIZE 51 mm x 51 mm
Color 1 Color Process Black
Size: Gotham Narrow Medium 7 pt

Bobbie Brooks - Ladies' Hang Tags

CUT - DO NOT PRINT
 PERFORATION - DO NOT PRINT

For Clearance shape and color options see page 1.



Ladies' Plus

	Bust	Waist	Hips
1X 16/18	43-45"	37-39"	46-48"
2X 20/22	46-48"	40-42"	49-51"
3X 24	49-51"	43-45"	52-54"

PRICE TICKET BB20_L_HT002S

STOCK C1S 10 pt.
 FINAL SIZE 30 mm x 84 mm
 Color 4 Color Process Front - 3 Color Back
 Font DN Cursive Classic 19.45 pt with a .25 pt stroke
 Size: Gotham Bold (Back Only) 15.5 pt
 Size Chart: Helvetica LT Roman Narrow (Back Only) 5 pt
 Season/Dept code: Helvetica Regular (Back Only) 7.5pt
 SKU: Helvetica Regular (Back Only) 7.5pt
 Distribution: Helvetica Regular (Back Only) 4.14pt
 Price: Gotham Bold Reg (Back only)
 Use "12 PP Masterexample.ai" for correct price fonts

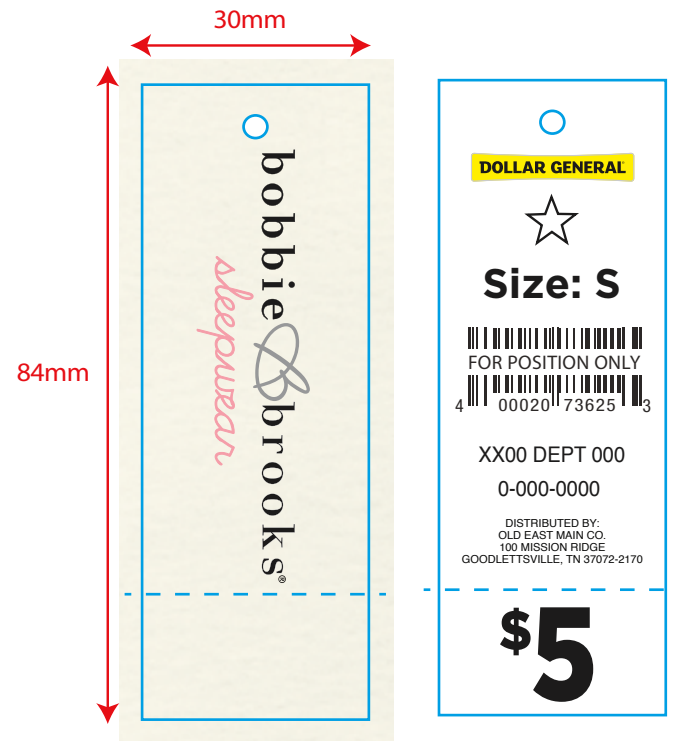
PRICE TICKET BB20_L_HT021S

STOCK C1S 10 pt.
 FINAL SIZE 30 mm x 84 mm
 Color 4 Color Process Front - 3 Color Back
 Font DN Cursive Classic 19.45 pt with a .25 pt stroke
 Size: Gotham Bold (Back Only) 15.5 pt
 Size Chart: Helvetica LT Roman Narrow (Back Only) 5 pt
 Season/Dept code: Helvetica Regular (Back Only) 7.5pt
 SKU: Helvetica Regular (Back Only) 7.5pt
 Distribution: Helvetica Regular (Back Only) 4.14pt
 Price: Gotham Bold Reg (Back only)
 Use "12 PP Masterexample.ai" for correct price fonts

Bobbie Brooks - Ladies' Hang Tags

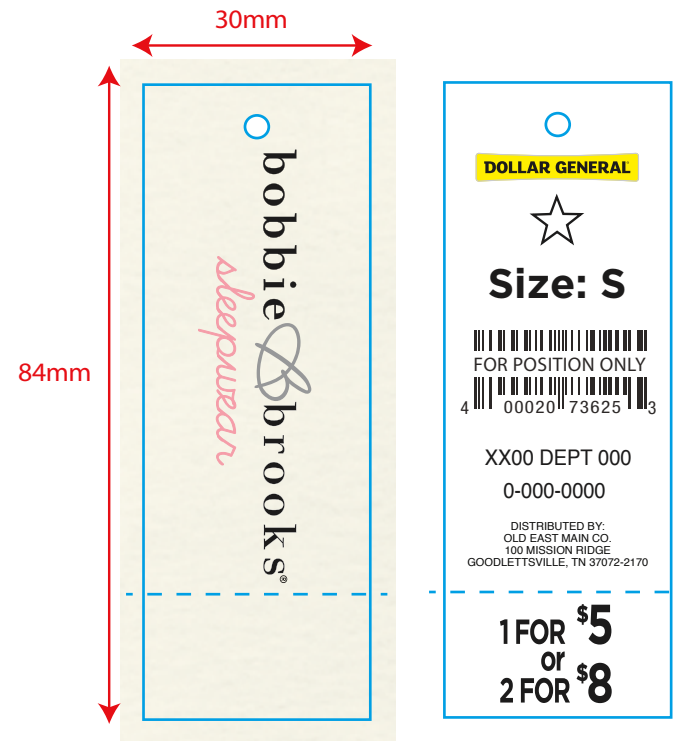
* Includes Missy and Plus

For Clearance shape and color options see page 1.



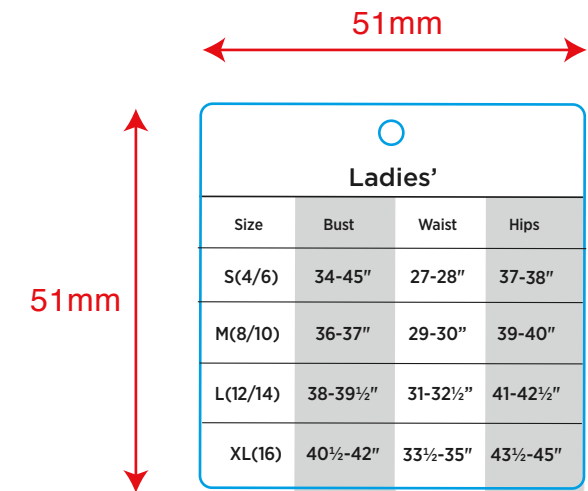
PRICE TICKET BB19_L_HT003

STOCK C1S 10 pt.
FINAL SIZE 30 mm x 84 mm
Color 4 Color Process Front - 3 Color Back
Font DN Cursive Classic 19.45 pt with a .25 pt stroke
Size: Gotham Bold (Back Only) 15.5 pt
Season/Dept code: Helvetica Regular (Back Only) 7.5pt
SKU: Helvetica Regular (Back Only) 7.5pt
Distribution: Helvetica Regular (Back Only) 4.14pt
Price: Gotham Bold Reg (Back only)
 Use "12 PP Masterexample.ai" for correct price fonts



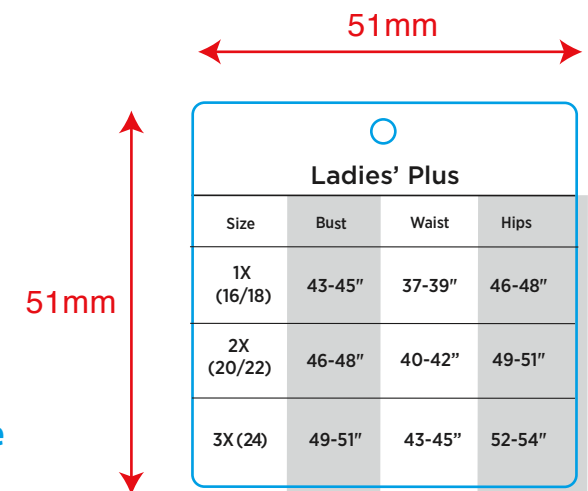
PRICE TICKET BB19_L_HT031

STOCK C1S 10 pt.
FINAL SIZE 30 mm x 84 mm
Color 4 Color Process Front - 3 Color Back
Font DN Cursive Classic 19.45 pt with a .25 pt stroke
Size: Gotham Bold (Back Only) 15.5 pt
Season/Dept code: Helvetica Regular (Back Only) 7.5pt
SKU: Helvetica Regular (Back Only) 7.5pt
Distribution: Helvetica Regular (Back Only) 4.14pt
Price: Gotham Bold Reg (Back only)
 Use "12 PP Masterexample.ai" for correct price fonts



Ladies'			
Size	Bust	Waist	Hips
S(4/6)	34-45"	27-28"	37-38"
M(8/10)	36-37"	29-30"	39-40"
L(12/14)	38-39½"	31-32½"	41-42½"
XL(16)	40½-42"	33½-35"	43½-45"

Size Hang Tag
 DG20_L_HT030
STOCK C1S 10 pt.
FINAL SIZE 51 mm x 51 mm
Color 1 Color Process Black
Size: Gotham Narrow Medium 7 pt



Ladies' Plus			
Size	Bust	Waist	Hips
1X (16/18)	43-45"	37-39"	46-48"
2X (20/22)	46-48"	40-42"	49-51"
3X (24)	49-51"	43-45"	52-54"

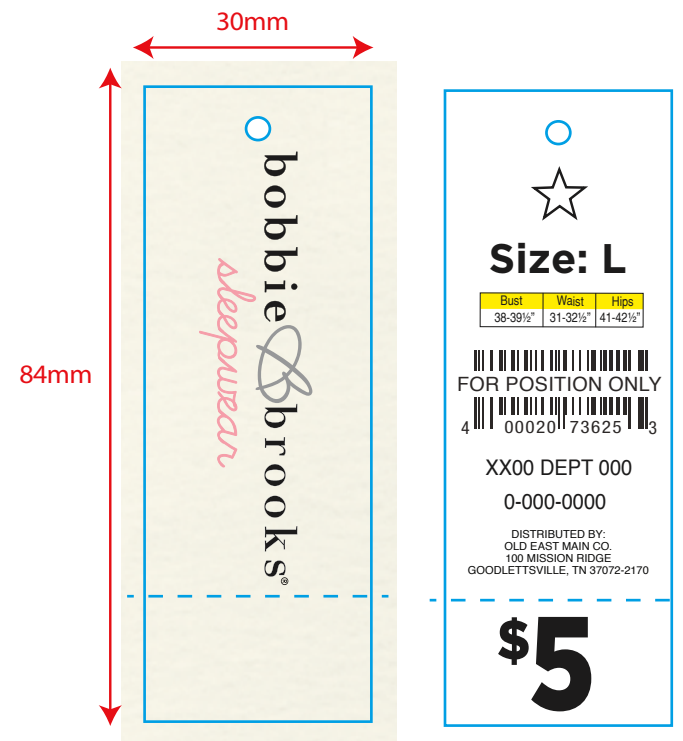
Size Hang Tag
 DG20_LP_HT030
STOCK C1S 10 pt.
FINAL SIZE 51 mm x 51 mm
Color 1 Color Process Black
Size: Gotham Narrow Medium 7 pt

Bobbie Brooks - Ladies' Hang Tags

* Includes Missy and Plus

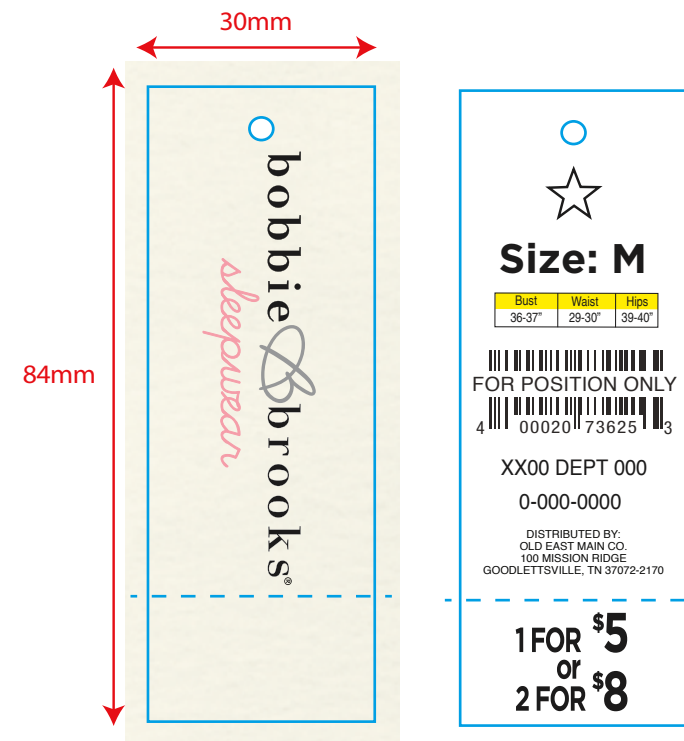


For Clearance shape and color options see page 1.



PRICE TICKET BB20_L_HT003S

STOCK C1S 10 pt.
FINAL SIZE 30 mm x 84 mm
Color 4 Color Process Front - 3 Color Back
Font DN Cursive Classic 19.45 pt with a .25 pt stroke
Size: Gotham Bold (Back Only) 15.5 pt
Size Chart: Helvetica LT Roman Narrow (Back Only) 5 pt
Season/Dept code: Helvetica Regular (Back Only) 7.5pt
SKU: Helvetica Regular (Back Only) 7.5pt
Distribution: Helvetica Regular (Back Only) 4.14pt
Price: Gotham Bold Reg (Back only)
Use "12 PP Masterexample.ai" for correct price fonts



PRICE TICKET BB20_L_HT031S

STOCK C1S 10 pt.
FINAL SIZE 30 mm x 84 mm
Color 4 Color Process Front - 3 Color Back
Font DN Cursive Classic 19.45 pt with a .25 pt stroke
Size: Gotham Bold (Back Only) 15.5 pt
Size Chart: Helvetica LT Roman Narrow (Back Only) 5 pt
Season/Dept code: Helvetica Regular (Back Only) 7.5pt
SKU: Helvetica Regular (Back Only) 7.5pt
Distribution: Helvetica Regular (Back Only) 4.14pt
Price: Gotham Bold Reg (Back only)
Use "12 PP Masterexample.ai" for correct price fonts

Update the hangtag with the appropriate chart for your size.

Ladies'

	Bust	Waist	Hips
S 4/6	34-35"	27-28"	37-38"
M 8/10	36-37"	29-30"	39-40"
L 12/14	38-39½"	31-32½"	41-42½"
XL 16	40½-42"	33½-35"	43½-45"

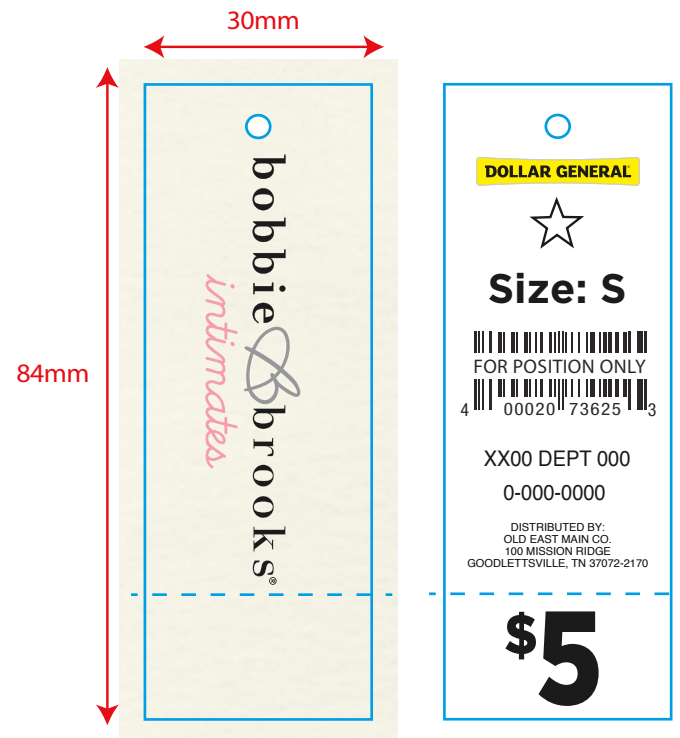
Ladies' Plus

	Bust	Waist	Hips
1X 16/18	43-45"	37-39"	46-48"
2X 20/22	46-48"	40-42"	49-51"
3X 24	49-51"	43-45"	52-54"

Bobbie Brooks - Ladies' Hang Tags

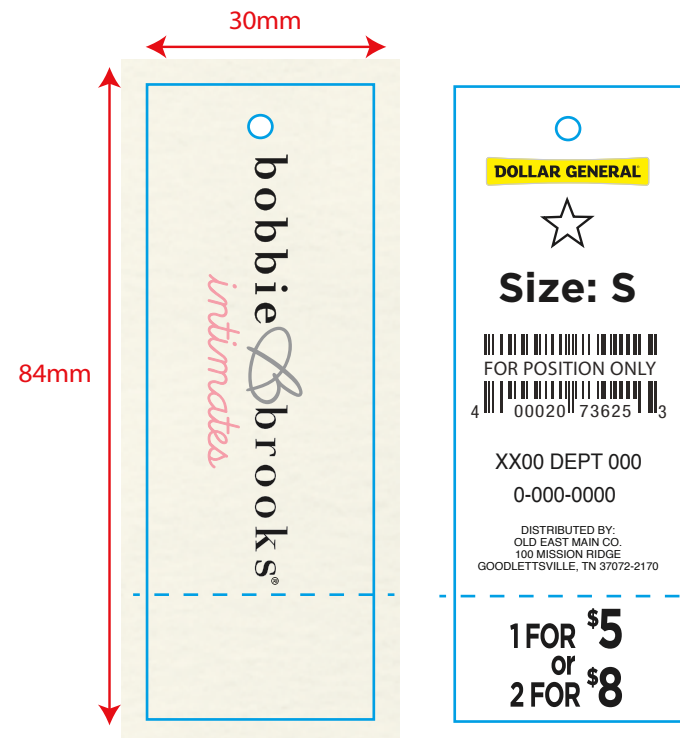
CUT - DO NOT PRINT
 PERFORATION - DO NOT PRINT

For Clearance shape and color options see page 1.



PRICE TICKET BB19_L_HT066

STOCK C1S 10 pt.
FINAL SIZE 30 mm x 84 mm
Color 4 Color Process Front - 3 Color Back
Font DN Cursive Classic 19.45 pt with a .25 pt stroke
Size: Gotham Bold (Back Only) 15.5 pt
Season/Dept code: Helvetica Regular (Back Only) 7.5pt
SKU: Helvetica Regular (Back Only) 7.5pt
Distribution: Helvetica Regular (Back Only) 4.14pt
Price: Gotham Bold Reg (Back only)
 Use "12 PP Masterexample.ai" for correct price fonts



BB19_L_HT0661

STOCK C1S 10 pt.
FINAL SIZE 30 mm x 84 mm
Color 4 Color Process Front - 3 Color Back
Font DN Cursive Classic 19.45 pt with a .25 pt stroke
Size: Gotham Bold (Back Only) 15.5 pt
Season/Dept code: Helvetica Regular (Back Only) 7.5pt
SKU: Helvetica Regular (Back Only) 7.5pt
Distribution: Helvetica Regular (Back Only) 4.14pt
Price: Gotham Bold Reg (Back only)
 Use "12 PP Masterexample.ai" for correct price fonts

51mm

Ladies'			
Size	Bust	Waist	Hips
S(4/6)	34-45"	27-28"	37-38"
M(8/10)	36-37"	29-30"	39-40"
L(12/14)	38-39½"	31-32½"	41-42½"
XL(16)	40½-42"	33½-35"	43½-45"

Size Hang Tag
 DG20_L_HT030

STOCK C1S 10 pt.
FINAL SIZE 51 mm x 51 mm
Color 1 Color Process Black
Size: Gotham Narrow Medium 7 pt

51mm

Ladies' Plus			
Size	Bust	Waist	Hips
1X (16/18)	43-45"	37-39"	46-48"
2X (20/22)	46-48"	40-42"	49-51"
3X (24)	49-51"	43-45"	52-54"

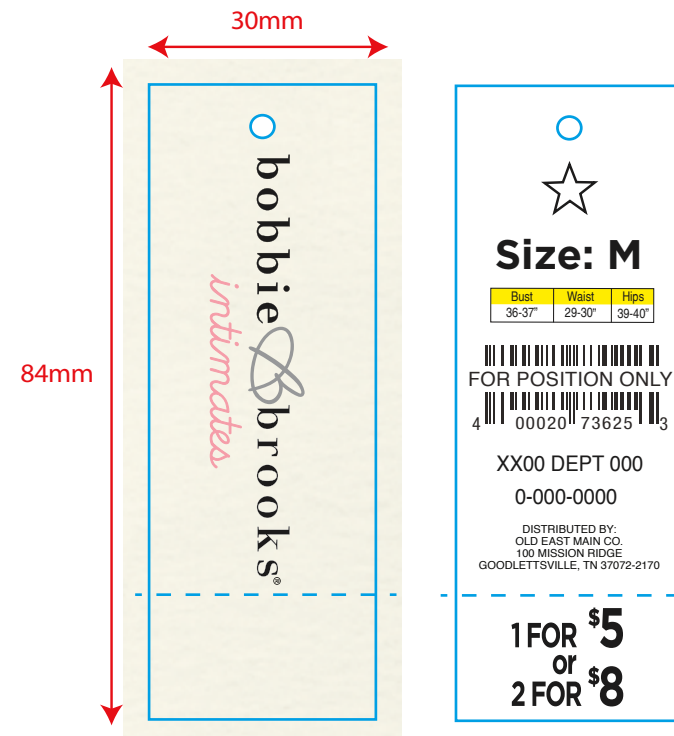
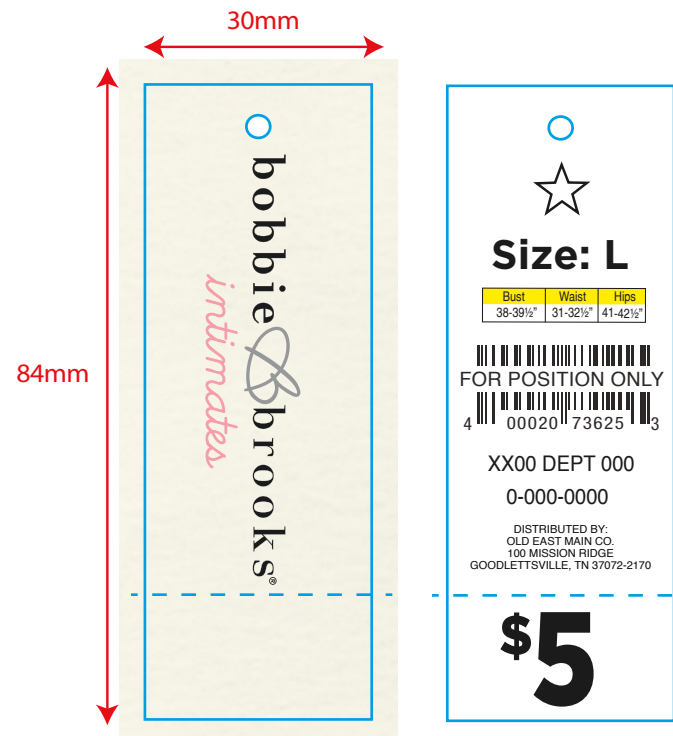
Size Hang Tag
 DG20_LP_HT030

STOCK C1S 10 pt.
FINAL SIZE 51 mm x 51 mm
Color 1 Color Process Black
Size: Gotham Narrow Medium 7 pt

Bobbie Brooks - Ladies' Hang Tags



For Clearance shape and color options see page 1.



Update the hangtag with the appropriate chart for your size.

Ladies'

	Bust	Waist	Hips
S 4/6	34-35"	27-28"	37-38"
M 8/10	36-37"	29-30"	39-40"
L 12/14	38-39½"	31-32½"	41-42½"
XL 16	40½-42"	33½-35"	43½-45"

Ladies' Plus

	Bust	Waist	Hips
1X 16/18	43-45"	37-39"	46-48"
2X 20/22	46-48"	40-42"	49-51"
3X 24	49-51"	43-45"	52-54"

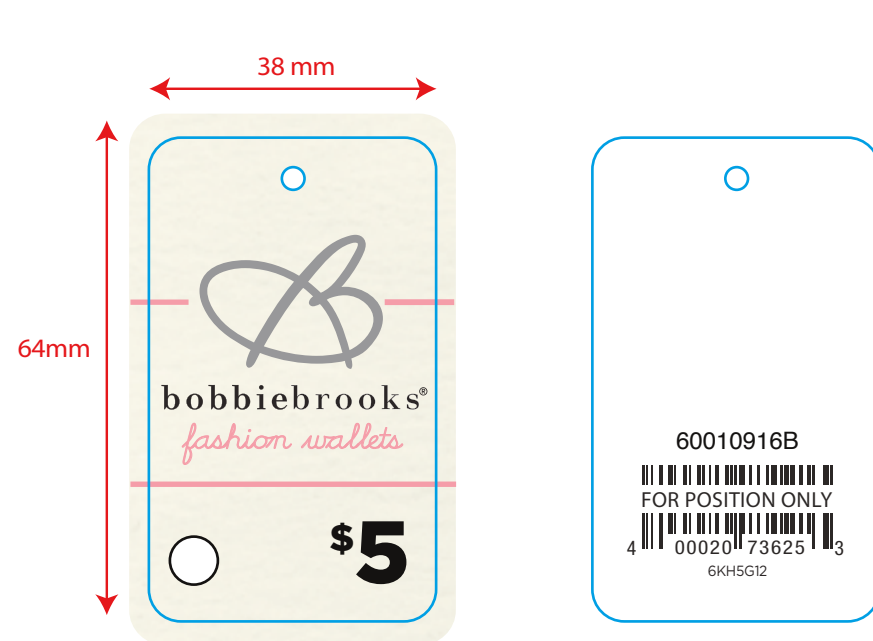
PRICE TICKET BB20_L_HT066S

STOCK C1S 10 pt.
 FINAL SIZE 30 mm x 84 mm
 Color 4 Color Process Front - 3 Color Back
 Font DN Cursive Classic 19.45 pt with a .25 pt stroke
 Size: Gotham Bold (Back Only) 15.5 pt
 Size Chart: Helvetica LT Roman Narrow (Back Only) 5 pt
 Season/Dept code: Helvetica Regular (Back Only) 7.5pt
 SKU: Helvetica Regular (Back Only) 7.5pt
 Distribution: Helvetica Regular (Back Only) 4.14pt
 Price: Gotham Bold Reg (Back only)
 Use "12 PP Masterexample.ai" for correct price fonts

BB20_L_HT0661S

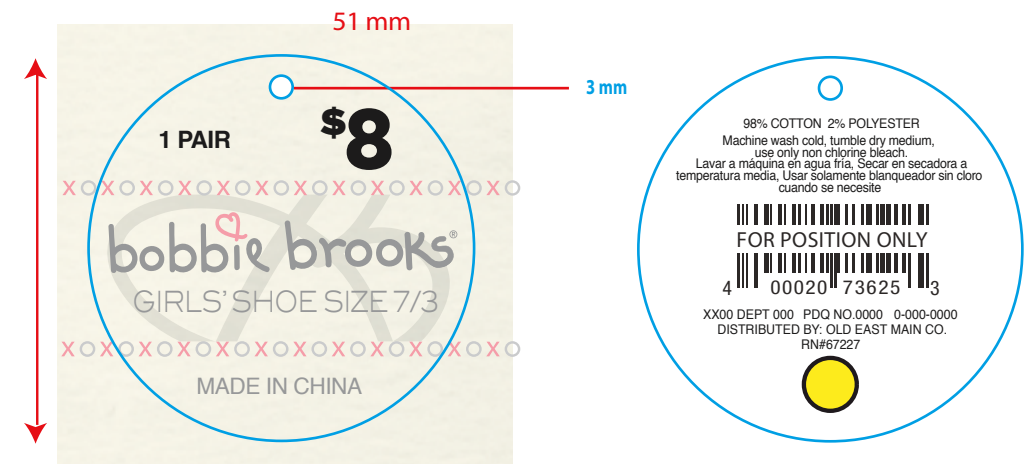
STOCK C1S 10 pt.
 FINAL SIZE 30 mm x 84 mm
 Color 4 Color Process Front - 3 Color Back
 Font DN Cursive Classic 19.45 pt with a .25 pt stroke
 Size: Gotham Bold (Back Only) 15.5 pt
 Size Chart: Helvetica LT Roman Narrow (Back Only) 5 pt
 Season/Dept code: Helvetica Regular (Back Only) 7.5pt
 SKU: Helvetica Regular (Back Only) 7.5pt
 Distribution: Helvetica Regular (Back Only) 4.14pt
 Price: Gotham Bold Reg (Back only)
 Use "12 PP Masterexample.ai" for correct price fonts

Bobbie Brooks - Girls'/Ladies' Hang Tags



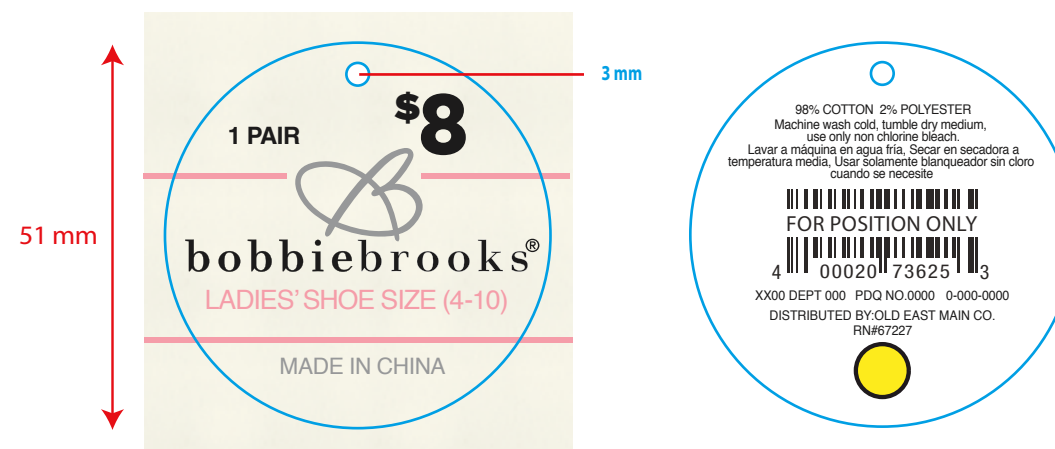
PRICE TICKET BB12_L_HT046

STOCK C1S 10 pt.
FINAL SIZE 38 mm x 64 mm
Color 4 Color Process Front - 1 Color Back
Font DN Cursive Classic 13 pt with a .25 pt stroke
 Helvetica Regular (Back Only) 9pt
 Helvetica Regular (Back Only) 5pt
 Gotham Book Reg (Back Only) 6.5 pt



PRICE TICKET BB12_G_HT023

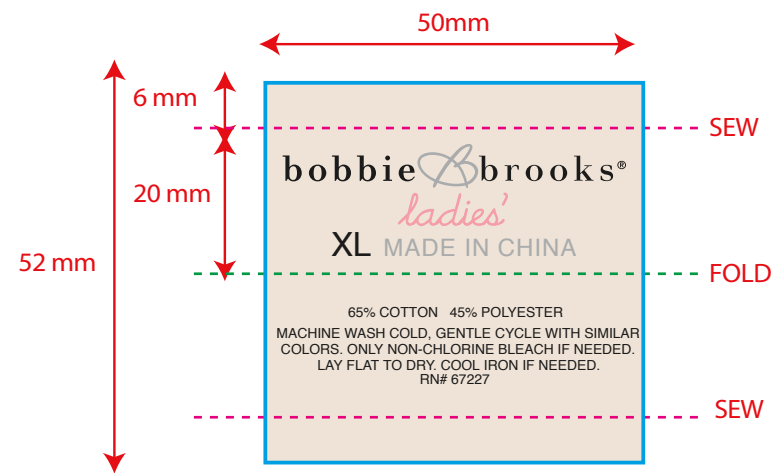
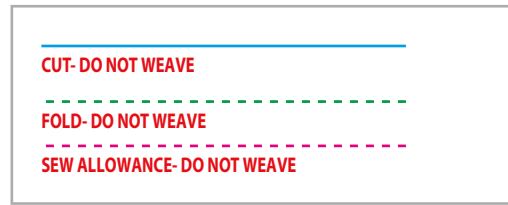
STOCK C1S 10 pt.
FINAL SIZE 51 mm
Color 4 Color Process Front - 2 Color Back
Font Helvetica LT 9 pt (Quantity Only)
 Blair ITC Std Light 11 pts
 Helvetica LT 8.5 pt
 Helvetica LT (Back only) 4.64 pt



PRICE TICKET BB12_L_HT006

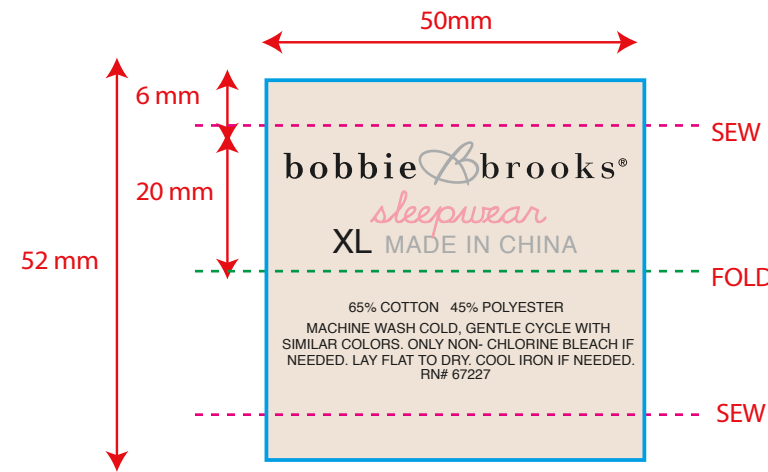
STOCK C1S 10 pt.
FINAL SIZE 51 mm
Color 4 Color Process Front - 2 Color Back
Font Helvetica LT 9 pt (Quantity Only)
 Helvetica LT 10pt
 Helvetica LT 8.5 pt
 Helvetica LT (Back only) 4.64 pt

Bobbie Brooks - Ladies' Printed Labels



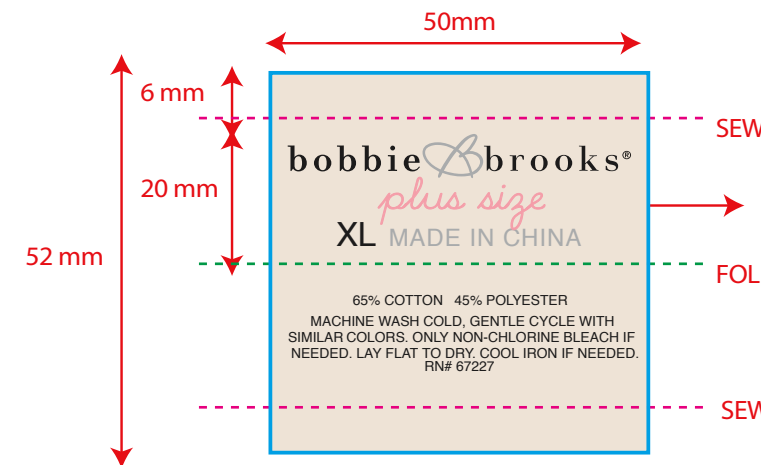
LOOP FOLD LABEL BB12_L_ML012

WOVEN Woven Edge Single Face Satin
FINAL SIZE 20 mm x 50 mm
PMS Color 4 Colors - Pantone 183, (Ground) Pantone TCX 12-0812 Cool Gray 6 and Black
Fold Loop Fold
Font DN Cursive Classic 16.5 pt
 Helvetica Regular 12.5 pt
 Helvetica Regular 9 pt
 Helvetica Regular 5.2 pt



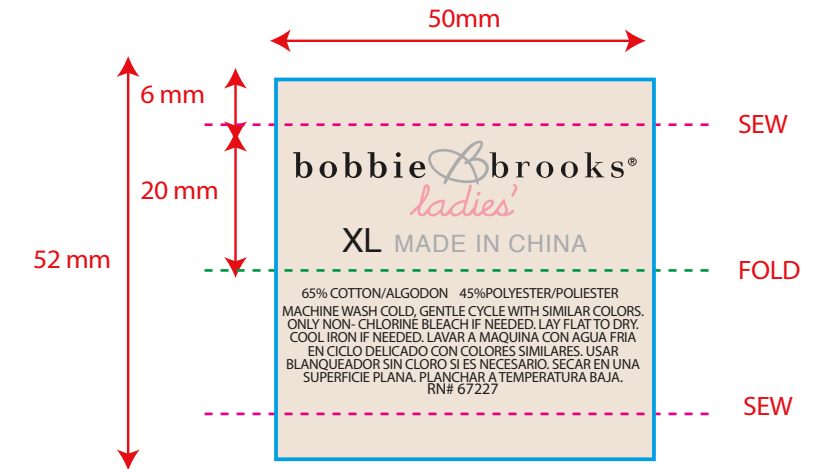
LOOP FOLD LABEL BB12_L_ML034

WOVEN Woven Edge Single Face Satin
FINAL SIZE 20 mm x 50 mm
PMS Color 4 Colors - Pantone 183, (Ground) Pantone TCX 12-0812 Cool Gray 6 and Black
Fold Loop Fold
Font DN Cursive Classic 16.5 pt
 Helvetica Regular 12.5 pt
 Helvetica Regular 9 pt
 Helvetica Regular 5.2 pt



LOOP FOLD LABEL BB12_L_ML035

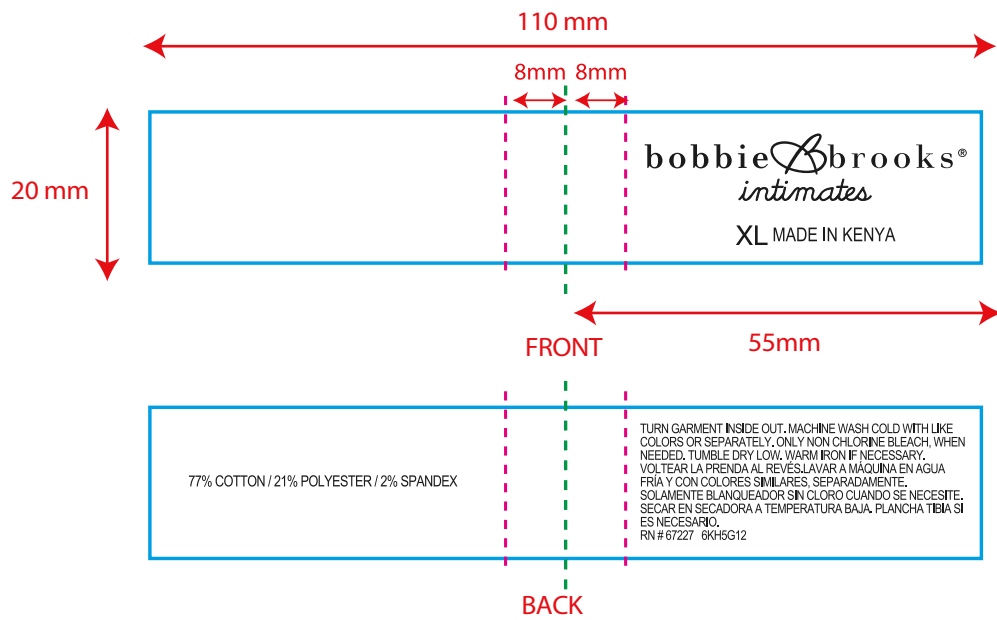
WOVEN Woven Edge Single Face Satin
FINAL SIZE 20 mm x 50 mm
PMS Color 4 Colors - Pantone 183, (Ground) Pantone TCX 12-0812 Cool Gray 6 and Black
Fold Loop Fold
Font DN Cursive Classic 16.5 pt
 Helvetica Regular 12.5 pt
 Helvetica Regular 9 pt
 Helvetica Regular 5.2 pt



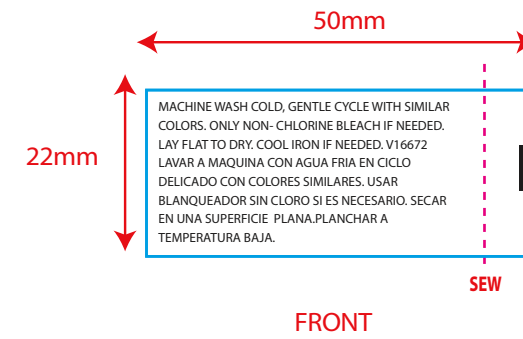
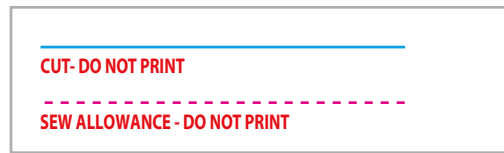
LOOP FOLD LABEL BB12_L_ML039

WOVEN Woven Edge Single Face Satin
FINAL SIZE 20 mm x 50 mm
PMS Color 4 Colors - Pantone 183, (Ground) Pantone TCX 12-0812 Cool Gray 6 and Black
Fold Loop Fold
Font DN Cursive Classic 16.5 pt
 Helvetica Regular 12.5 pt
 Helvetica Regular 9 pt
 Helvetica Regular 5.2 pt

Bobbie Brooks - Ladies' Printed Labels

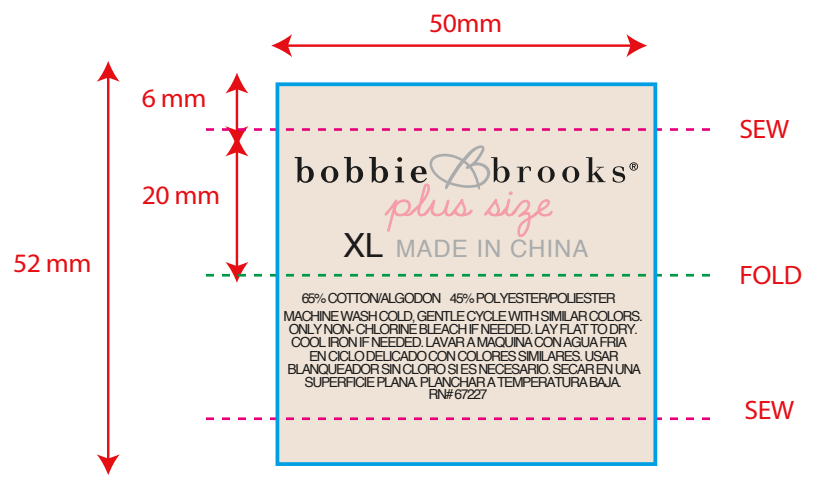


LOOP FOLD LABEL BB12_L_ML065
WOVEN Woven Edge Single Face White Satin
FINAL SIZE 20 mm x 55 mm
PMS Color 1 Black Front - 1 Black Back
Fold Loop Fold
Font Helvetica Regular 9.5 pt
 Helvetica Condensed 7.5 pt
 Helvetica Condensed 6pt
 Myriad (Back) 5 pt



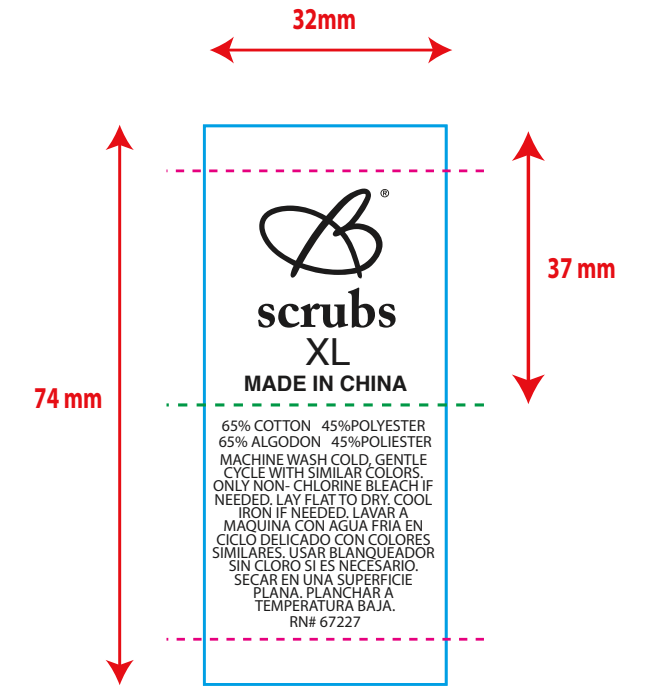
PRINTED GENERIC LABEL DG12_CC_C

STOCK Slit Edge White Satin
FINAL SIZE 22 mm x 50 mm
PMS Color 1 Black Front
Fold Straight Cut
Font Myriad Pro 5 pt



LOOP FOLD LABEL BB12_L_ML043

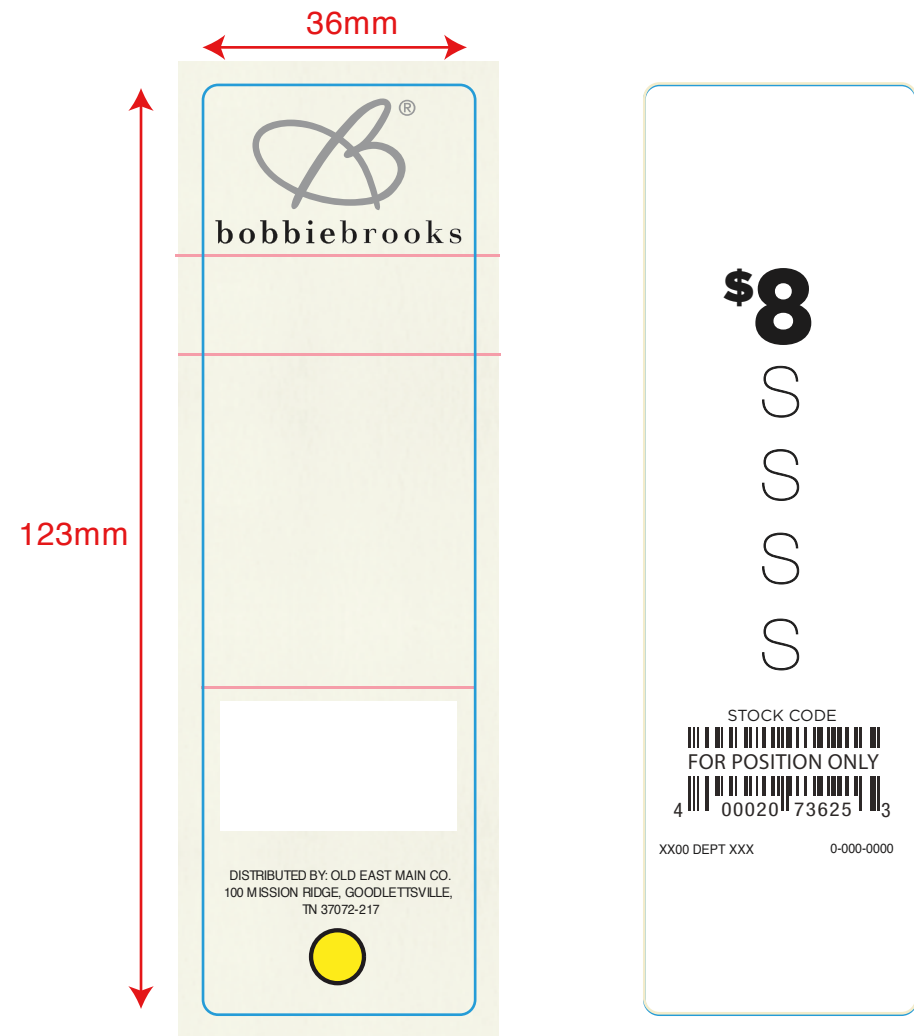
WOVEN Woven Edge Single Face Satin
FINAL SIZE 20 mm x 50 mm
PMS Color 4 Colors - Pantone 183,
 (Ground) Pantone TCX 12-0812
 Cool Gray 6 and Black
Fold Loop Fold
Font DN Cursive Classic 16.5 pt
 Helvetica Regular 12.5 pt
 Helvetica Regular 9 pt
 Helvetica Regular 5.2 pt



LOOP FOLD LABEL BB13_L_ML078

WOVEN Woven Edge Single Face Satin
FINAL SIZE 32 mm x 37 mm
PMS Color 1 Colors - Black
Fold Loop Fold
Font Helvetica Regular 14 pt
 Helvetica Bold 8 pt
 Helvetica Regular 6 pt

Bobbie Brooks - Stickers



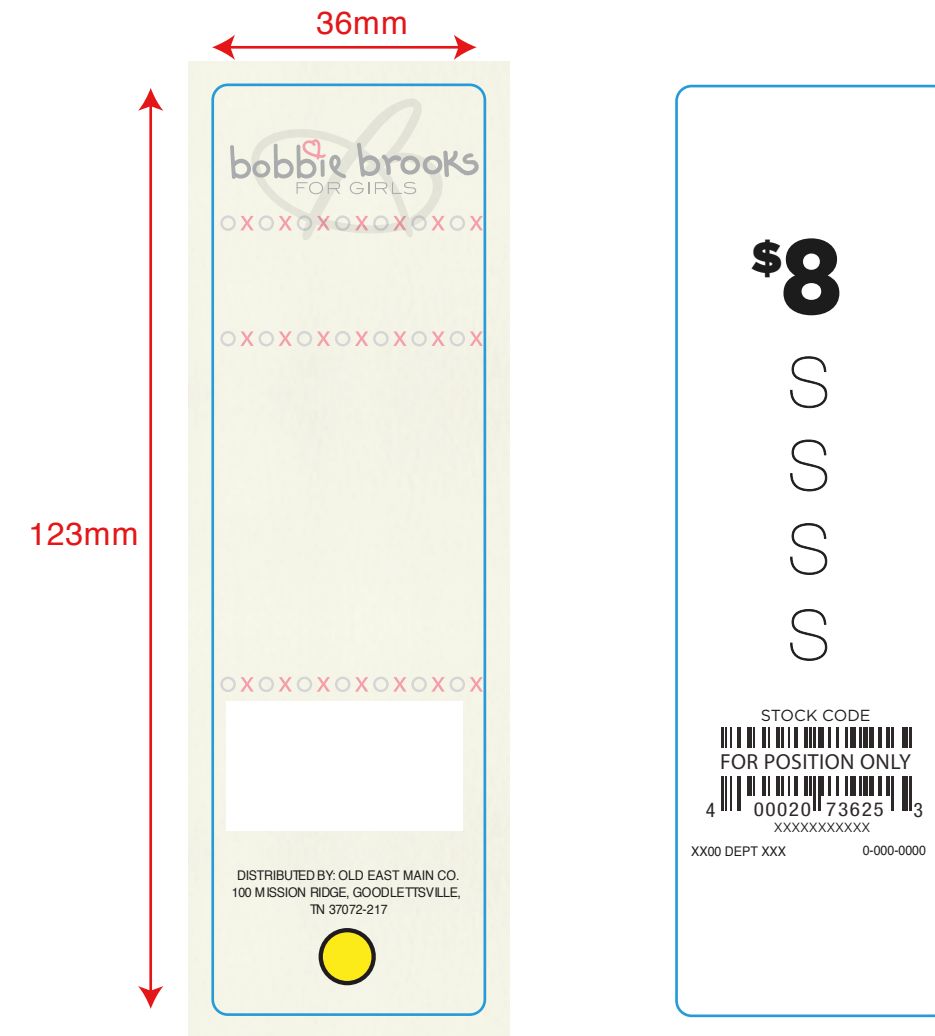
CMYK

BLACK/VARIABLE

LADIES' SIZE STICKER BB12_L_SS007

STOCK Paper Based Pr. Sensitive
Material W/ TEXTILE
SAFE ADHESIVE

FINAL SIZE 36 mm x 123 mm
Color 4 Color Process Front
Font Helvetica 5pt.
 Helvetica Ultra Light 25.5pt. (Back)
 Gotham Book 6 pt. (Stocking Code)



CMYK

BLACK/VARIABLE

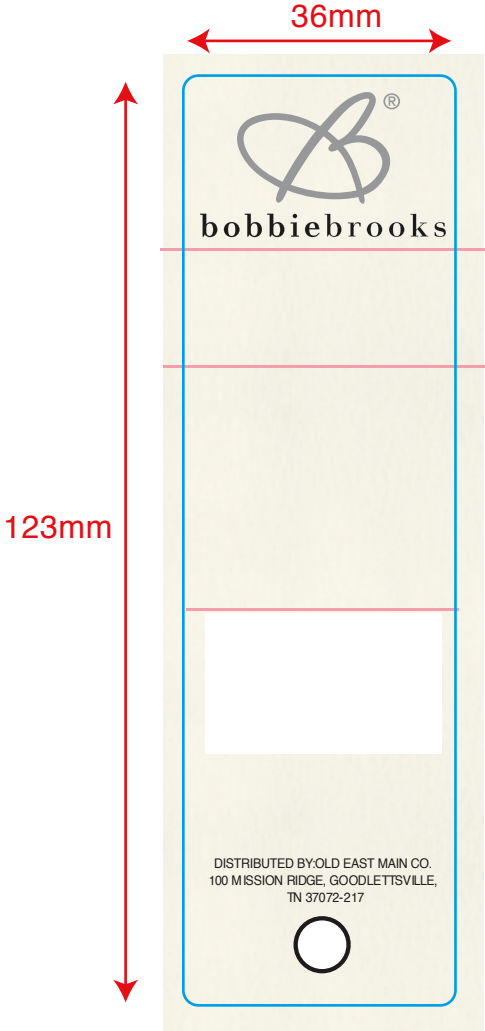
GIRLS' SIZE STICKER BB12_G_SS024

STOCK Paper Based Pr. Sensitive
Material W/ TEXTILE
SAFE ADHESIVE

FINAL SIZE 36 mm x 123 mm
Color 4 Color Process Front
Font Helvetica 5pt.
 Helvetica Ultra Light 25.5pt. (Back)
 Gotham Book 6 pt. (Stocking Code)

CUT - DO NOT PRINT

Bobbie Brooks - Stickers



CMYK



Black Variable



LADIES' SIZE STICKER BB12_L_SS0071

- STOCK** Paper-Based Pr. Sensitive
Material W/ TEXTILE
SAFE ADHESIVE
- FINAL SIZE** 36 mm x 123 mm
- Color** 4 Color Process Front
- Font** Helvetica 5pt.
Helvetica Ultra Light 25.5pt. (Back)
Gotham Book 6 pt. (Stocking Code)

Bobbie Brooks - Girls' Leggings and Tights Belly Band



STANDS FOR PERMANENT TAPE

LEGGINGS BELLY BAND BB12_G_BB022

STOCK CCNB 14 pt. Coated Front with Uncoated Back
FINAL SIZE 102 mm x 348mm
Color 4 Color Process
Font Blair ITC Light 15 pt.
 Helvetica Lt 20.5 pt.
 Helvetica (Back only) 6 pt.
 Helvetica (Back only) 8 pt.

TIGHTS BELLY BAND BB12_G_BB041

STOCK CCNB 14 pt. Coated Front with Uncoated Back
FINAL SIZE 102 mm x 348mm
Color 4 Color Process
Font Blair ITC Light 15 pt.
 Helvetica Lt 20.5 pt.
 Helvetica (Back only) 6 pt.
 Helvetica (Back only) 8 pt.

CUT - DO NOT PRINT
 SCORE - DO NOT PRINT

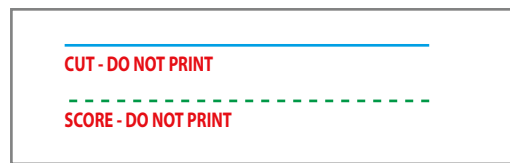
Bobbie Brooks - Ladies' Leggings and Tights Belly Band



STANDS FOR PERMANENT TAPE

TIGHTS BELLY BAND BB12_L_BB005

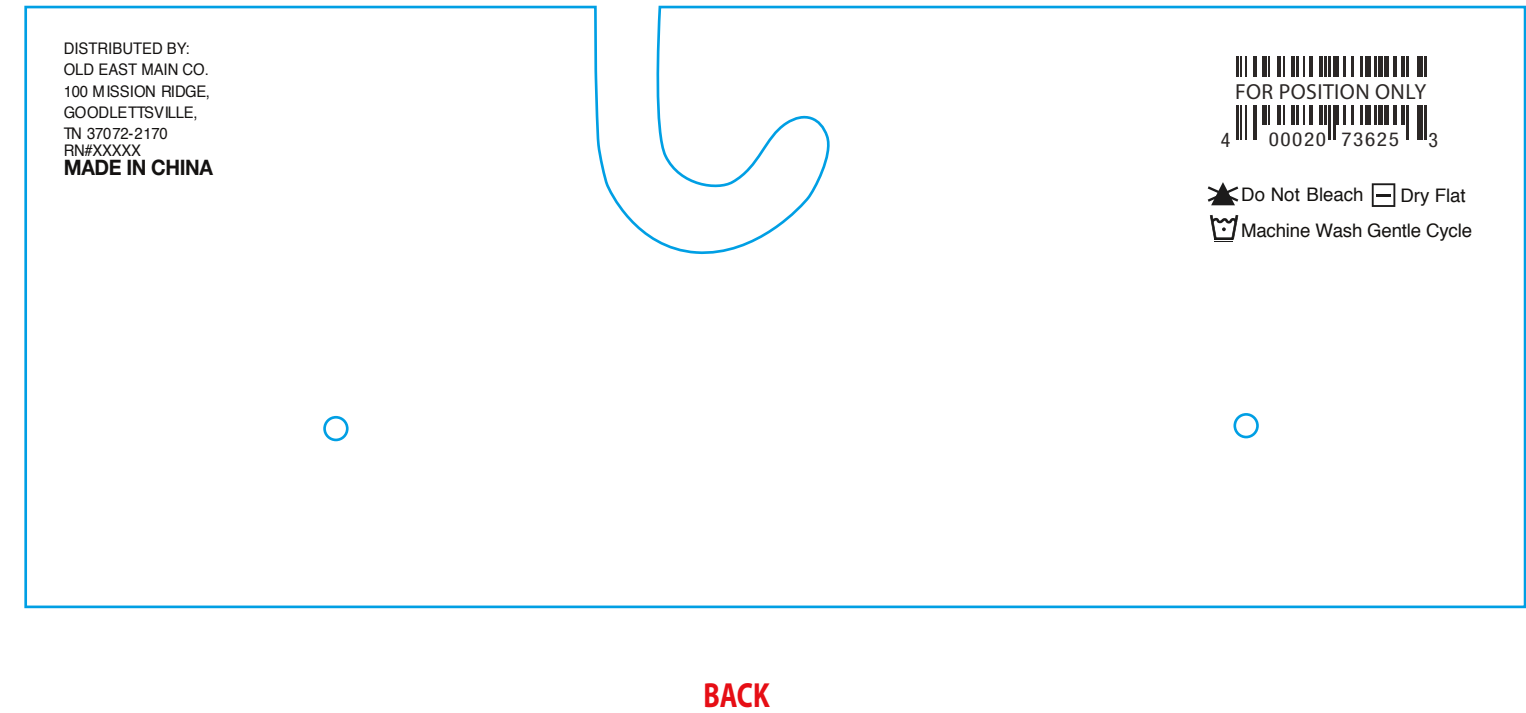
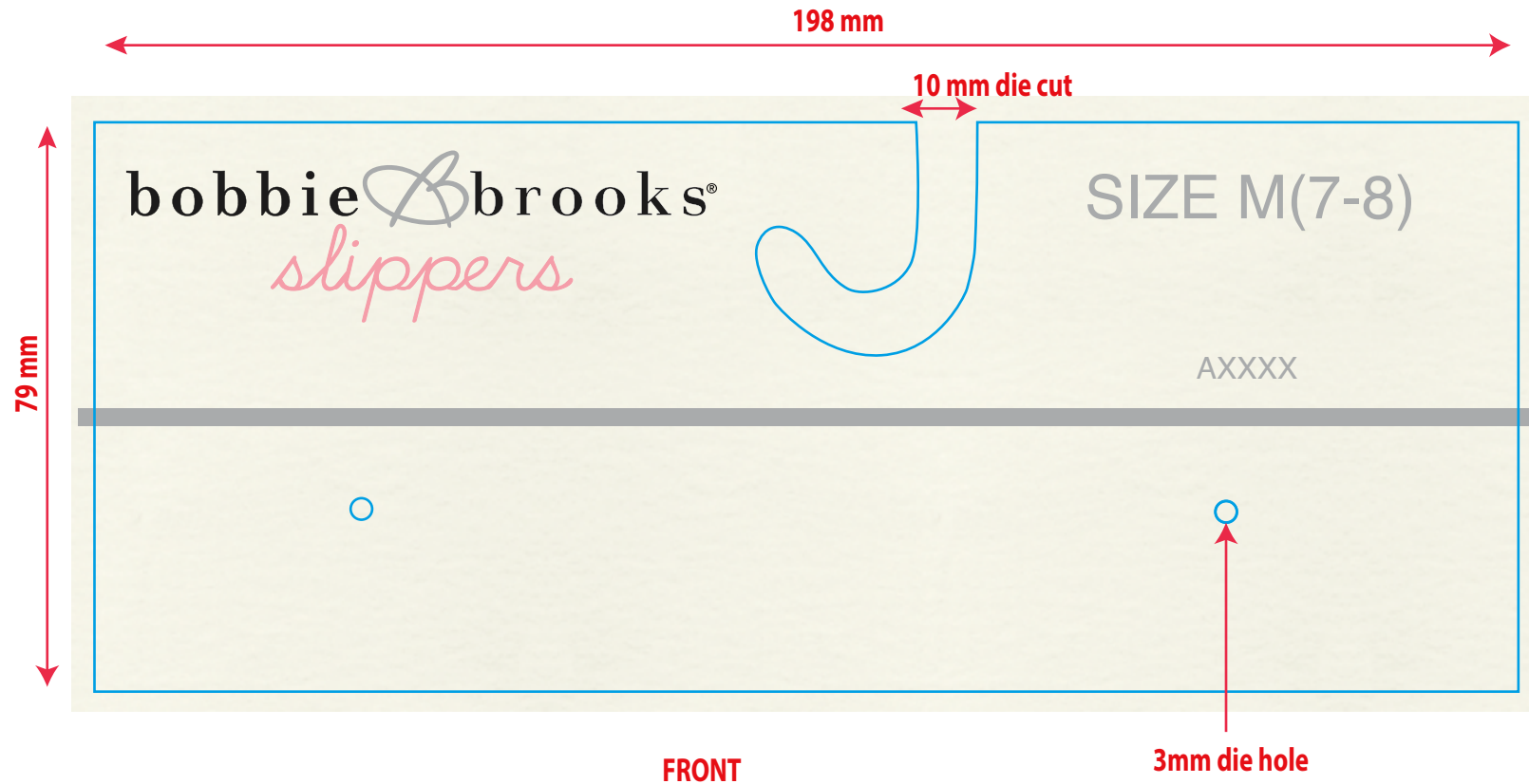
STOCK CCNB 14 pt. Coated Front with Uncoated Back
FINAL SIZE 102 mm x 348mm
Color 4 Color Process
Font DN Cursive Classic 31 pt.
 Helvetica Lt 20.5 pt.
 Helvetica (Back only) 6 pt.
 Helvetica (Back only) 8 pt.



TIGHTS BELLY BAND BB12_L_BB037

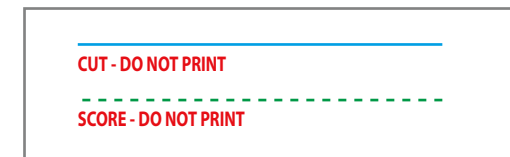
STOCK CCNB 14 pt. Coated Front with Uncoated Back
FINAL SIZE 102 mm x 348mm
Color 4 Color Process
Font DN Cursive Classic 31 pt.
 Helvetica Lt 20.5 pt.
 Helvetica (Back only) 6 pt.
 Helvetica (Back only) 8 pt.

Bobbie Brooks - Ladies' Slipper Header Card

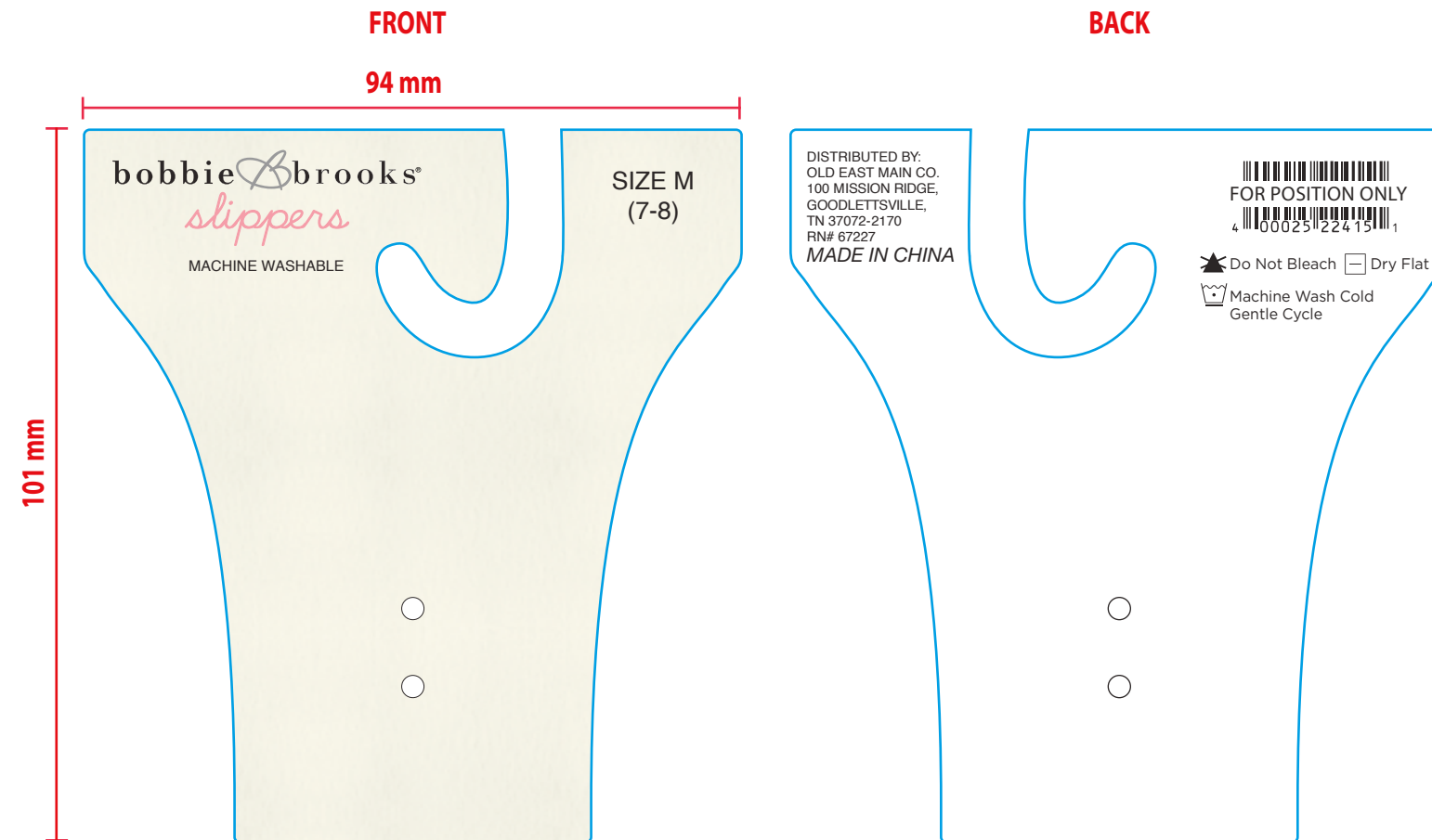


SLIPPER HEADER CARD BB12_L_SL40

STOCK	88 pt. Coated Front and Back	
FINAL SIZE	79 mm x 198mm	
Color	4 Color Process 1 Color Black Back	
Font	DN Cursive Classic 36 pt	Helvetica (Back only) 6 pt
	Helvetica Regular 24 pt	Helvetica Italic (Back only) 11pt
	Helvetica Regular 12 pt	Helvetica (Back only) 7 pt.

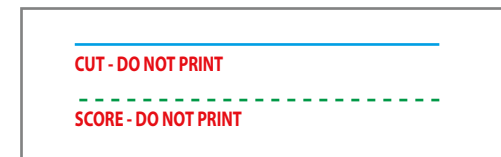


Bobbie Brooks - Ladies' Slipper Header Card



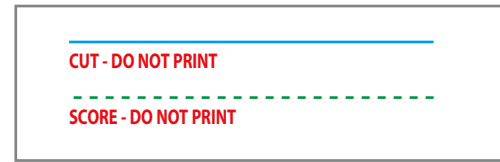
SLIPPER HEADER CARD BB12_L_SL01

STOCK	88 pt. Coated Front and Back	
FINAL SIZE	79 mm x 198mm	
Color	4 Color Process 1 Color Black Back	
Font	DN Cursive Classic 20 pt Helvetica Regular 10pt Helvetica Regular 6pt	Helvetica (Back only) 5.5pt Helvetica Italic (Back only) 8pt Helvetica (Back only) 6 pt.



Bobbie Brooks - Ladies' Belly Band, Hanger and Sticker

SLIPPER BELLY BAND, SLIPPER HANGER & ADHESIVE SIZE LABEL BB12_L_BB047A

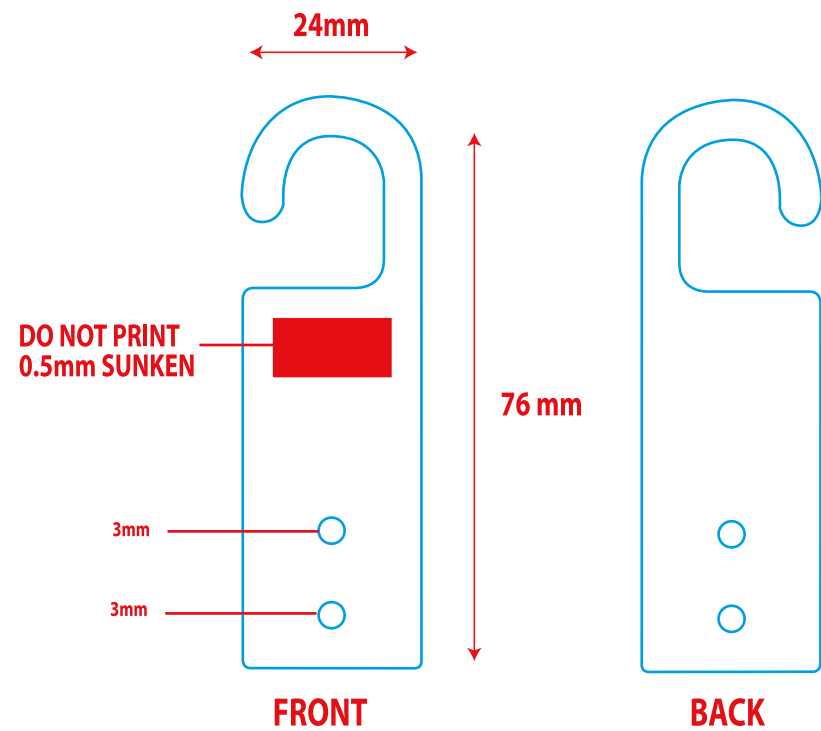


STANDS FOR PERMANENT TAPE



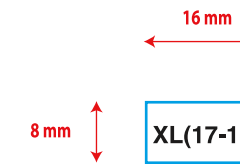
SLIPPER BELLY BAND

- STOCK** CCNB 14 pt. Coated Front with Uncoated Back
- FINAL SIZE** 30 mm x 227 mm
- Color** 4 Color Process
- Font** DN Cursive Classic 20 pt. with a .25 pt stroke
Size: Helvetica 11 pt.
Stock Code: Helvetica 8pt.
Distribution: Gotham (Back only) 5.5 pt.
Gotham (Back only) 7 pt.
Care Instructions: Gotham Book (Back only) 6 pt.



SLIPPER HANGER

- STOCK** Match Sample
- FINAL SIZE** 24 mm x 76 mm



ADHESIVE SIZE LABEL

- STOCK** Paper Sticker
- FINAL SIZE** 8 mm x 16 mm
- Color** 1 Color Black Front
- Font** Helvetica (Front only) 16.5 pt

Bobbie Brooks - Ladies' PDQ

These Specifications are an estimate the size of the PDQ, the type size may change The colors, font, and proportions should always stay the same

***Dimensions may vary:**
 Max Width: 15" or 30"
 Max Depth: 14" (Do not exceed)
 Height: Height of product in pdq
 Front Lip: 3"

NOTE: Please maintain a 3 inch tall PDP when Possible.

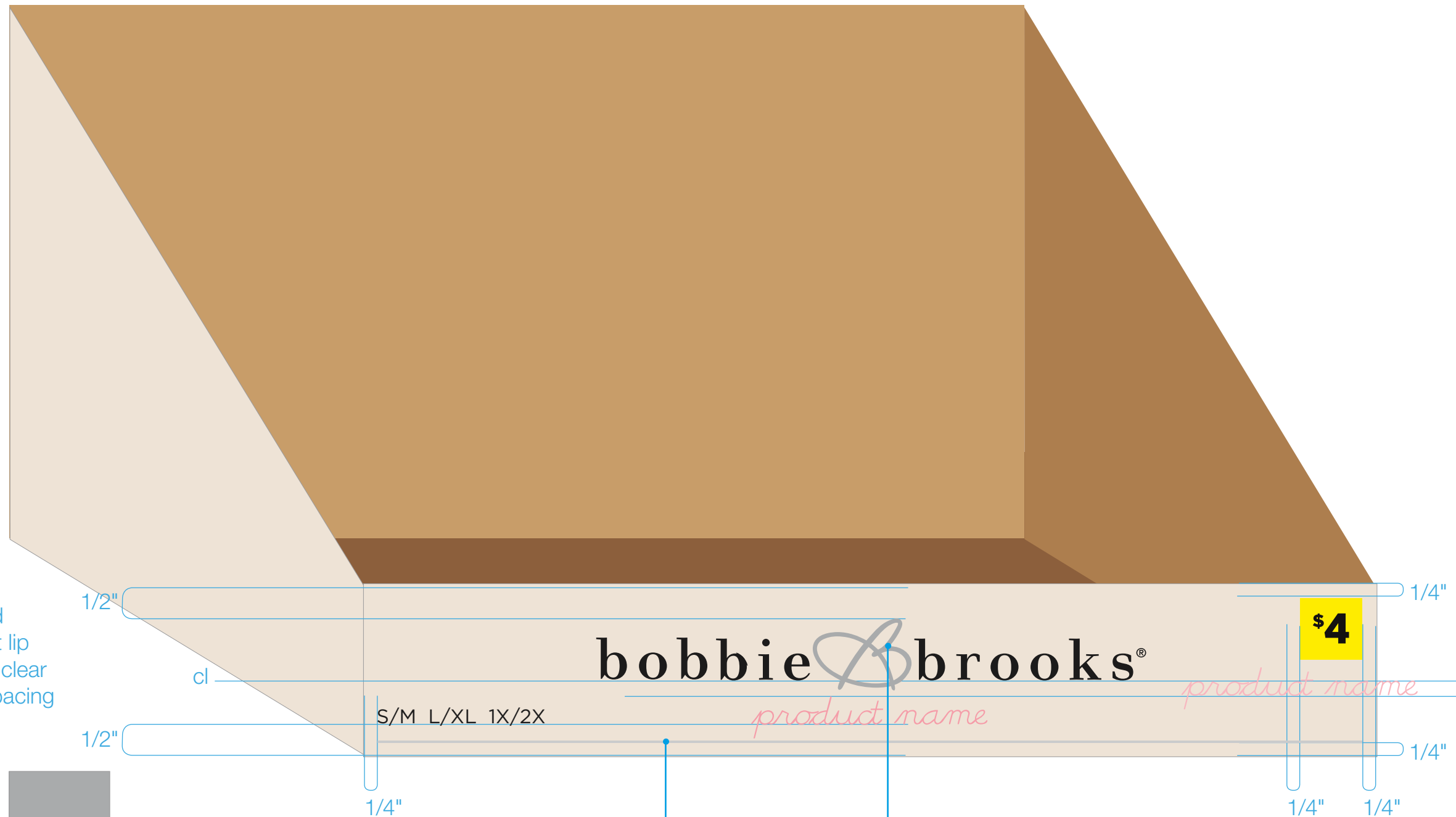
Product Name
 Font: DN Cursive Classic
 With a .25 stroke
 Color: Pantone 183 C

Background color:
 Pantone Pastel 9226C

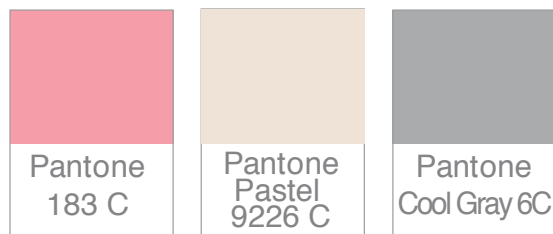
Price
 Color: 100% K
 Background color: 100% Y

Product Size
 Font: Gotham Book
 Size: 24 pt

The Logo and Product Name are centered Top to Bottom and left to right between left and right edges of the PDP. Leave a .5 inch space top and bottom. For PDQs with a front lip taller than 3 inches, use a .75 clear space top and bottom inch spacing top to bottom.



Use an x-height of the Product Name for the spacing between the logo and the product name.



Cool Gray 6C 4 pt rule
 1/4" from the bottom
 of the PDP

The "B" Prints
 Cool Gray 6C

Maintain a 1/4"
 clear space around
 the Price Point