Comfort Bay®
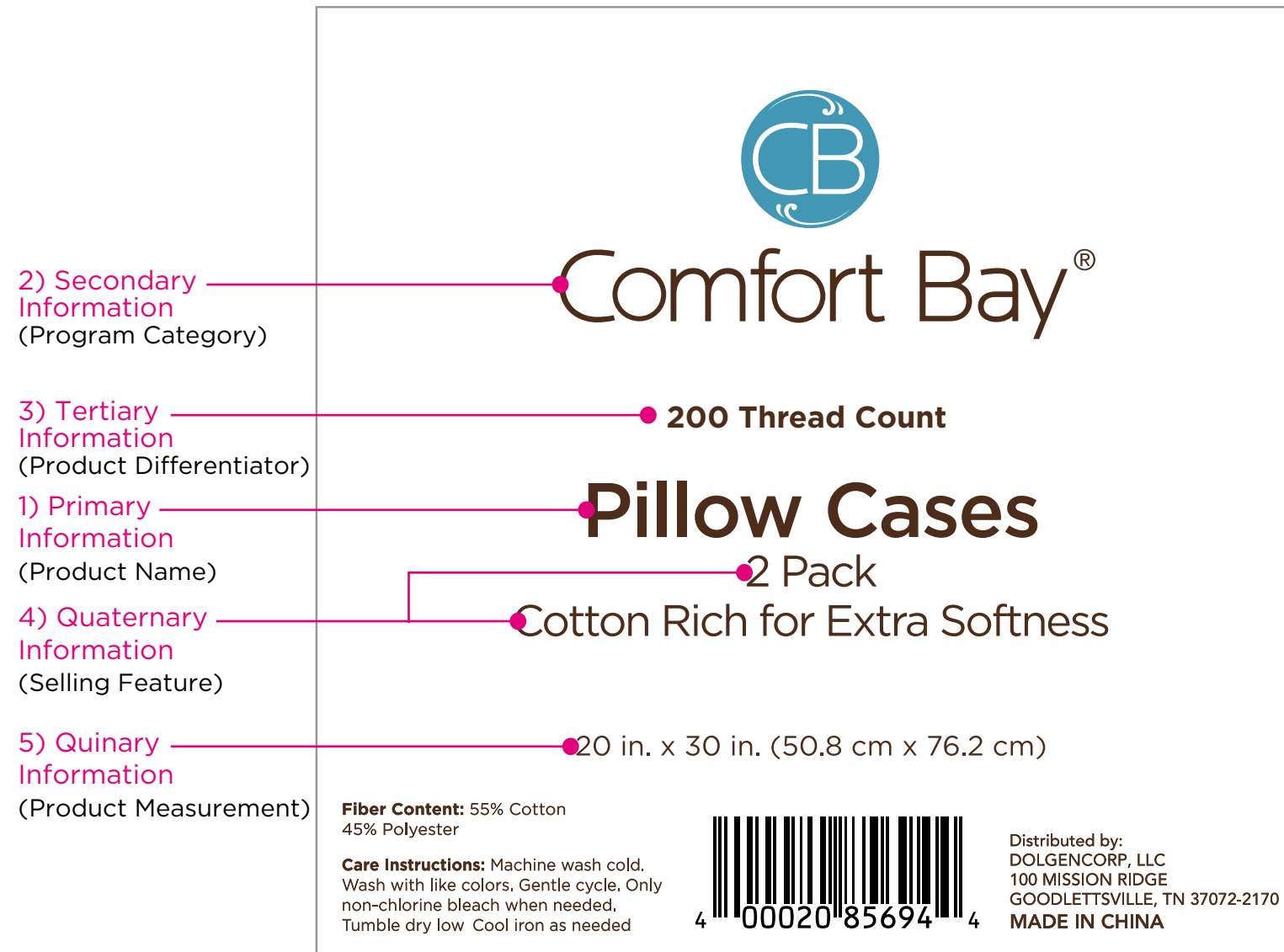
Style Guide 12/16/15
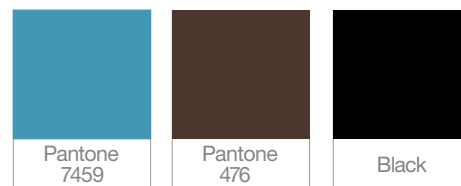
THIS IS NOT A MASTER FILE

Private Label Non-Consumable Design Heirarchy

This Label illustrates the importants and emphasis of the nameing conventions for the private labels.

CB

Comfort Bay®

2) Secondary Information
(Program Category)

3) Tertiary Information
(Product Differentiator)

200 Thread Count

1) Primary Information
(Product Name)

Pillow Cases

2 Pack

4) Quaternary Information
(Selling Feature)

Cotton Rich for Extra Softness

5) Quinary Information
(Product Measurement)

20 in. x 30 in. (50.8 cm x 76.2 cm)

Fiber Content: 55% Cotton
45% Polyester

Care Instructions: Machine wash cold.
Wash with like colors. Gentle cycle. Only
non-chlorine bleach when needed.
Tumble dry low Cool iron as needed

4 00020 85694 4

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GOODLETTSVILLE, TN 37072-2170
MADE IN CHINA

Base Colors

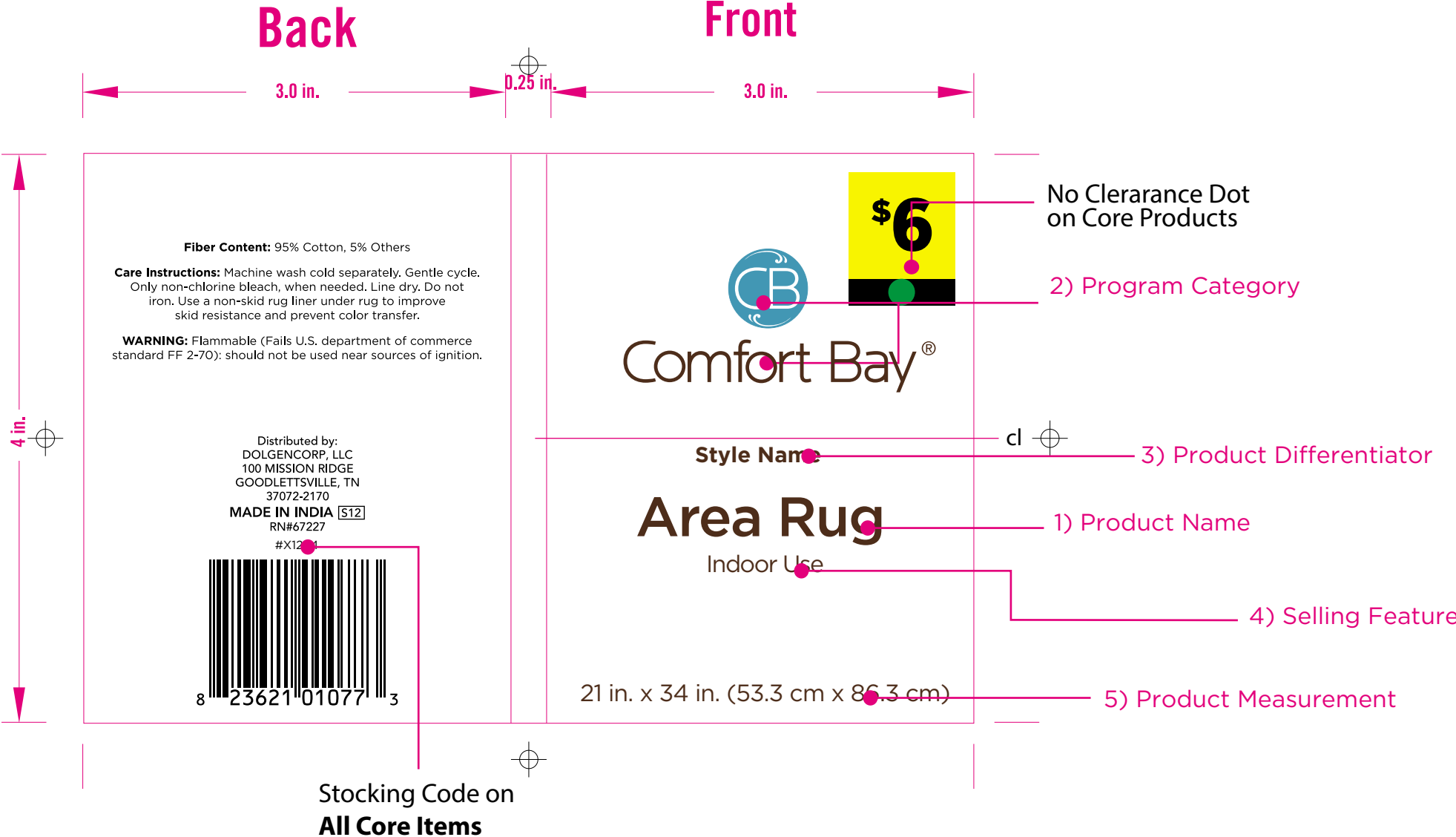| Pantone 7459	Pantone 476	Black

Comfort Bay Rugs - Naming Convention

Product Name

All Runners = Runner
All Large Rolled Rugs = Area Rug
Any Folded Rug = Accent Rug
Memory Foam = Memory Foam
Bath Rug Set = Bath Rug Set
Cotton Bath Rug = Cotton Bath Rug

Door Mat - See True Living

Selling Features (not more than 2)
- Non-Skid
- Indoor / Outdoor
- Indoor Use
- Outdoor Use
- Everyday
- Durable
- High Traffic
- Machine Washable

Back

3.0 in. 0.25 in.

Front

3.0 in.

4 in.

Fiber Content: 95% Cotton, 5% Others

Care Instructions: Machine wash cold separately. Gentle cycle. Only non-chlorine bleach, when needed. Line dry. Do not iron. Use a non-skid rug liner under rug to improve skid resistance and prevent color transfer.

WARNING: Flammable (Fails U.S. department of commerce standard FF 2-70): should not be used near sources of ignition.

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RN#67227
#X12

8 23621 01077 3

$6

Comfort Bay®

No Clerarance Dot on Core Products

2) Program Category

Style Name   cl

3) Product Differentiator

Area Rug

Indoor Use

1) Product Name

4) Selling Feature

21 in. x 34 in. (53.3 cm x 86.3 cm)

5) Product Measurement

Stocking Code on
All Core Items

Base Colors

Pantone 7459	Pantone 476	Black

Small Typography Size Option

There are three size options for the
Comfort Bay typographic elements for use
on packaging. The typographic elements
will be dictated by the size and type
of package being extended, when possible

Small Type
Small type is used on hang tags and package
labels with a PDP less than 8 sq. In.

Product Name
The product name appears as the foremost
part of the naming hierarchy, when possible
The Product name starts x-height
below the differentiator
Font: Gotham Medium
Size: 17 pt / 17 pt
Tracking: -25
Color: PMS 476

Selling Feature:
Font: Gotham Book
Size: 12 pt
Tracking: -50
Color: PMS 476

Product Differentiator:
Font: Gotham Bold
Size: 8 pt
Tracking: 0
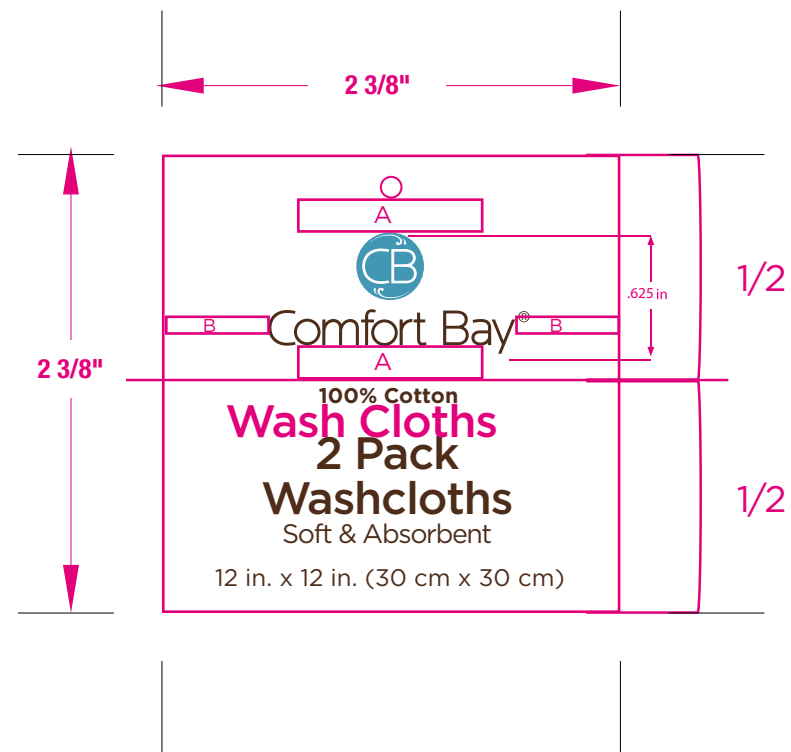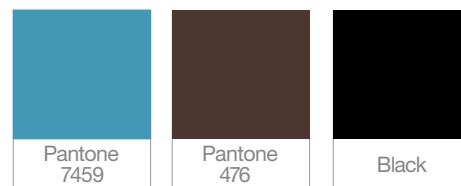Color: Knock Out

Size, Quantity or Tertiary Copy
Font: Gotham Book
Size: 9 pt
Tracking: 0
Color: PMS 476

Base Colors

Pantone 7459	Pantone 476	Black

2 3/8"

2 3/8"

.625 in

1/2

1/2

CB

Comfort Bay®

100% Cotton
Wash Cloths
2 Pack
Washcloths
Soft & Absorbent
12 in. x 12 in. (30 cm x 30 cm)

Comfort Bay Medium Type Label Option

There are three size options for the Comfort Bay typographic elements for use on packaging. These typographical elements will be dictated by the size and type of package being extended, when possible.

Medium Type
Medium type is used on package labels with a PDP more than 8 sq. in. and not more than 26 sq in.

Product Name
The product name appears as the foremost part of the naming hierarchy, when possible. The Product name starts one cap height below the color bar element.
Font: Gotham Medium
Size: 28 pt
Tracking: -25
Color: Knock Out

Selling Feature
Font: Gotham Book
Size: 16 pt
Tracking: -50
Color: Knock Out

Product Differentiator
Font: Gotham Bold
Size: 11 pt
Tracking: 0
Color: Knock Out

Size, Quantity or Tertiary Copy
Font: Gotham Book
Size: 10 pt
Tracking: 0
Color: Knock Out

Base Colors

| Pantone 7459 | Pantone 476 | Black |

1/3

1.25 in

B   B

Pill height is equal to the cap height of the product name .275 inch.

CB

Comfort Bay®

200 Thread Count
Pillow Cases
Pillow Cases
2 Pack
Cotton Rich for Extra Softness

20 in. x 30 in. (50.8 cm x 76.2 cm)

1/2

Fiber Content: 55% Cotton
45% Polyester

Care Instructions: Machine wash cold. Wash with like colors. Gentle cycle. Only non–chlorine bleach when needed. Tumble dry low. Cool iron as needed.

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4 00020 85694 4

Comfort Bay Medium Type Label With Branded Logo

There are three size options for the Comfort Bay typographic elements for use on packaging. These typographical elements will be dictated by the size and type of package being extended, when possible.

Medium Type
Medium type is used on package labels with a PDP more than 8 sq. in. and not more than 26 sq. in.

Product Name
The product name appears as the foremost part of the naming hierarchy, when possible. The Product name starts one cap height below the color bar element.
Font: Gotham Medium
Size: 28 pt
Tracking: -25
Color: Knock Out

Selling Feature:
Font: Gotham Book
Size: 16 pt
Tracking: -50
Color: Knock Out

Product Differentiator:
Font: Gotham Bold
Size: 11 pt
Tracking: 0
Color: Knock Out

Size, Quantity or Tertiary Copy
Font: Gotham Book
Size: 10 pt
Tracking: 0
Color: Knock Out

Base Colors

Pantone 7459	Pantone 476	Black

---

5 in.

.375 in

CB

Comfort Bay®

.375 in

Pillow Protector

.1875 in

SCOTCHGARD®
PROTECTOR
3M

.1875 in

5 in.

3M™ Moisture Management
Metal Zippered Enclosure
Machine Washable for Easy Care

20 in. x 26 in. (50.8 cm x 66 cm)

M0654

Fiber Content: 100% Polyester

Care Instructions: Machine wash cold, gentle cycle with like colors, do not bleach, tumble dye low, do not iron.

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RN#67227

6 75716 52262 9

c l

Comfort Bay Bath Towel J-Board

The Comfort Bay typographic elements will be dictated by the size and type of package being developed.

Product Name
The product name appears as the foremost part of the naming hierarchy, when possible.
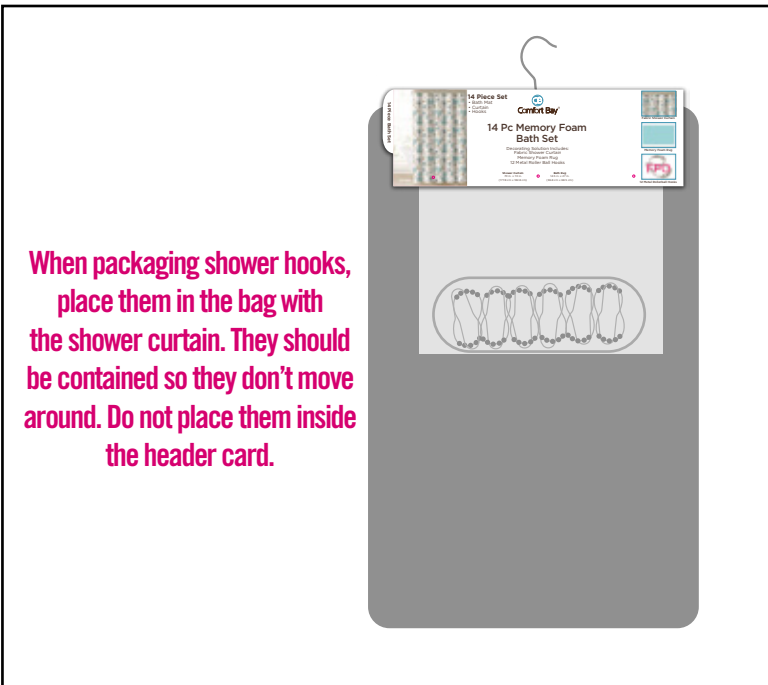
Font: Gotham Medium
Size: 26 pt
Tracking: -25
Color: Pantone 476 C

Selling Feature:
Font: Gotham Book
Size: 12 pt
Tracking: -50
Color: Pantone 476 C

Size, Quantity or Tertiary Copy
Font: Gotham Book
Size: 10 pt p
Tracking: 0
Color: Pantone 476 C

9.0 in.

0.75 in

3.0 in.

Center Line

$3

CB
Comfort Bay®

Bath Towel
Bath Towel
100% Ring Spun Cotton
Soft & Absorbent
Durable, Soft & Absorbent

27 in. x 52 in. (68.5 cm x 132 cm)

Fiber Content
100% Cotton

Care Instructions
Wash before use. Machine wash warm with like colors. Only non-chlorine bleach, when needed. Tumble dry.

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RN#67227

4 00022 21119 2

Comfort Bay Bath Set Header Card

The Comfort Bay typographic elements will be dictated by the size and type of package being developed.

Product Name
The product name appears as the foremost part of the naming hierarchy, when possible.
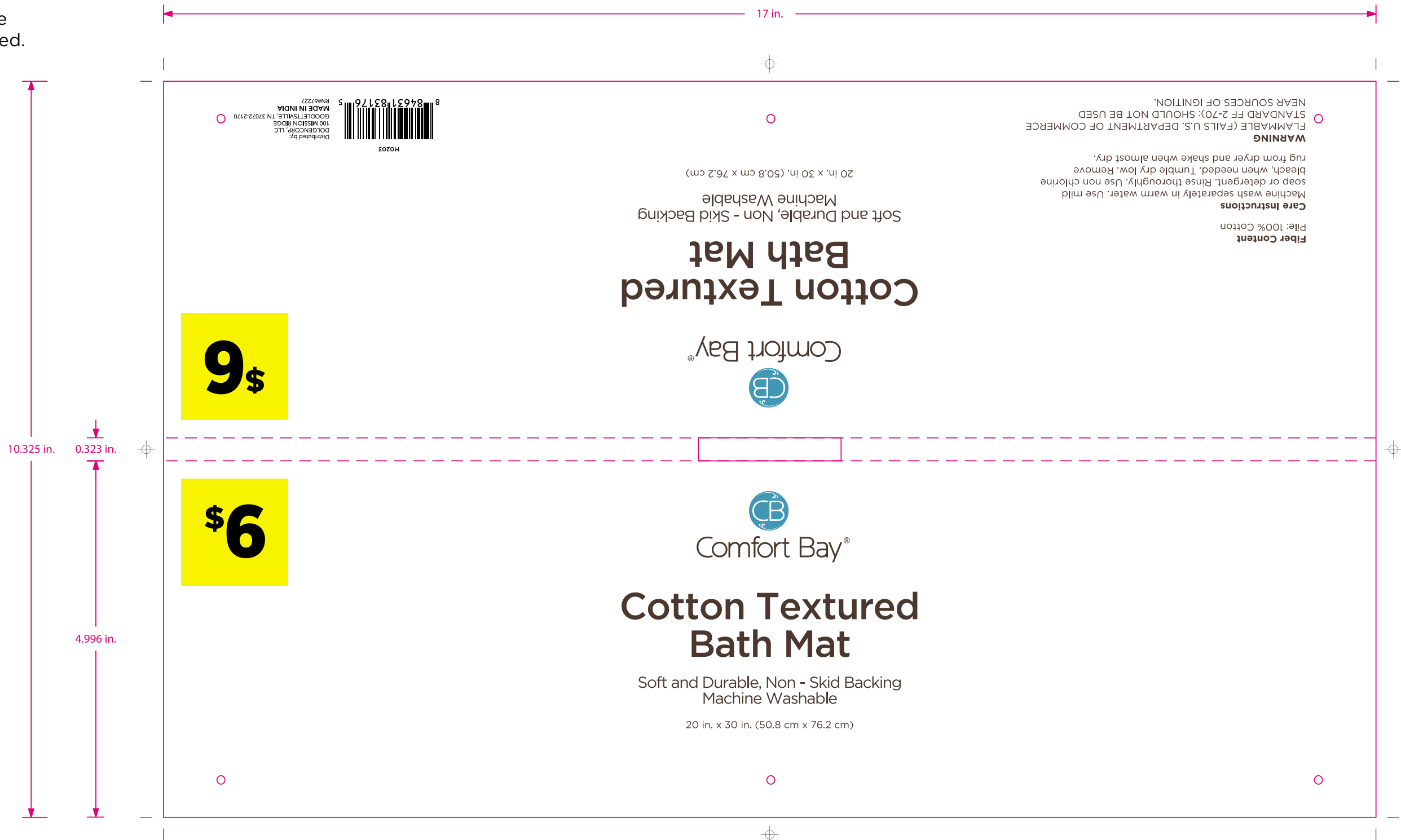
Font: Gotham Medium
Size: 38 pt
Tracking: -25
Color: Pantone 476 C

Selling Feature
Font: Gotham Book
Size: 16 pt
Tracking: -50
Color: Pantone 476 C

Size, Quantity or Tertiary Copy
Font: Gotham Bold/Book
Size: 8 pt
Tracking: 0
Color: Pantone 476 C

When packaging shower hooks, place them in the bag with the shower curtain. They should be contained so they don't move around. Do not place them inside the header card.

17.5 in.

17.0 in.

5 in.

5 in.

14 Piece Bath Set

$10

14 Piece Set

14 Piece Bath Set

Delilah

Decorating Solution

Shower Curtain
70 in. x 72 in.
(177.8 cm x 182.8 cm)

Bath Rug
14.5 in. x 27 in.
(36.8 cm x 68.5 cm)

12 Metal Roller Ball Hooks
Memory Foam Rug
Fabric Shower Curtain
Decorating Solution Includes:

14 Pc Memory Foam Bath Set

Comfort Bay®

Care Instructions:
Mat and tub surface should be clean and free of soap or bath oil. Wet floor of tub or shower, place mat in desired position and press firmly to adhere suction cups to the surface. Remove mat after each use and hang to dry. Wipe both mat and shower curtain clean with mild detergent as needed.

Fiber Content:
Shower Curtain: 100% PEVA
Tub Mat: 100% Vinyl

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RN67727
MADE IN CHINA S13

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Comfort Bay®

14 Pc Memory Foam Bath Set

Decorating Solution Includes:
Fabric Shower Curtain
Memory Foam Rug
12 Metal Roller Ball Hooks

Shower Curtain
70 in. x 72 in.
(177.8 cm x 182.8 cm)

Bath Rug
14.5 in. x 27 in.
(36.8 cm x 68.5 cm)

Fabric Shower Curtain

Memory Foam Rug

FPO

12 Metal Rollerball Hooks

Page 8

Comfort Bay Bath Mat Header Card

The Comfort Bay typographic elements will be dictated by the size and type of package being developed.

Product Name
The product name appears as the foremost part of the naming hierarchy, when possible.

Font: Gotham Medium
Size: 38 pt
Tracking: -25
Color: Pantone 476 C

Selling Feature
Font: Gotham Book
Size: 16 pt
Tracking: -50
Color: Pantone 476 C

Size, Quantity or Tertiary Copy
Font: Gotham Bold/Book
Size: 10 pt
Tracking: 0
Color: Pantone 476 C

17 in.

10.325 in.   0.323 in.

4.996 in.

$9

$6

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MADE IN INDIA
RN#67727

M0203

8 84631 83176 5

20 in. x 30 in. (50.8 cm x 76.2 cm)

Soft and Durable, Non - Skid Backing
Machine Washable

Cotton Textured Bath Mat

Comfort Bay®

Fiber Content
Pile: 100% Cotton

Care Instructions
Machine wash separately in warm water. Use mild soap or detergent. Rinse thoroughly. Use non chlorine bleach, when needed. Tumble dry low. Remove rug from dryer and shake when almost dry.

WARNING
FLAMMABLE (FAILS U.S. DEPARTMENT OF COMMERCE STANDARD FF 2-70): SHOULD NOT BE USED NEAR SOURCES OF IGNITION.

CB
Comfort Bay®

Cotton Textured Bath Mat

Soft and Durable, Non - Skid Backing
Machine Washable

20 in. x 30 in. (50.8 cm x 76.2 cm)

Comfort Bay Shower Curtain Belly Band

The Comfort Bay typographic elements will be dictated by the size and type of package being developed.

Product Name
The product name appears as the foremost part of the naming hierarchy, when possible.

Font: Gotham Medium / Book
Size: 35 pt / 20 pt
Tracking: -25
Color: Pantone 476 C

Selling Feature
Font: Gotham Book
Size: 17 pt
Tracking: -50
Color: Pantone 476 C

Size, Quantity or Tertiary Copy
Font: Gotham Bold/Book
Size: 10 pt
Tracking: 0
Color: Pantone 476 C

CB
Comfort Bay®

$12

13 Piece Set

For Non-Core items, the Comfort Bay logo should shift to the left to make room for the price point.

3.0 in.

CB
Comfort Bay®

Embossed Texture

Shower Curtain or Liner

10.5 in.

PEVA - Chloride Free Odorless

70 in. W x 72 in. L (177 cm x 182 cm)

3.0 in.

CB
Comfort Bay®

Water Repellant

Fabric Shower Curtain or Liner

Water Rolls Off to Dry Quickly

10.5 in.

water repellant

Made of Soft Fabric

70 in. W x 72 in. L (177 cm x 182 cm)

Fiber Content:
100% Polyester with Metal Hooks

Care Instructions:
Machine wash cold, gentle cycle with mild detergent. Wash separately. Only non-chlorine bleach when needed. Tumble dry low. Remove promptly. Low iron on reverse side if needed.

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RN#67227

0 73161 05887 6

Common Back

Page 10

3.0 in.

10.5 in.

Panel 1

Comfort Bay®

Textured Fabric

Shower Curtain

Made of Soft Fabric

70 in. W x 72 in. L (177 cm x 182 cm)

Panel 2

Comfort Bay®

13 Piece Set

Shower Curtain and 12 Hooks

Made of Soft Fabric

70 in. W x 72 in. L (177 cm x 182 cm)

Panel 3

Comfort Bay® **$4**
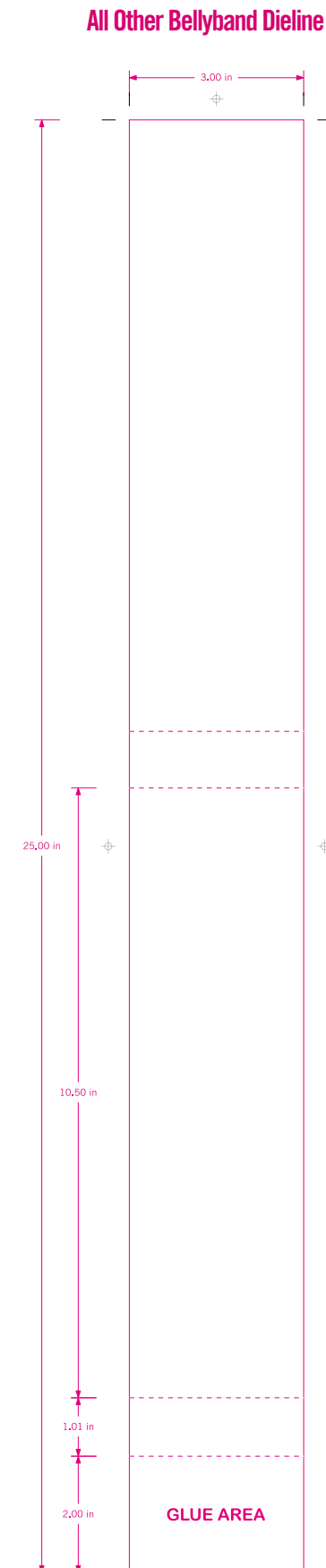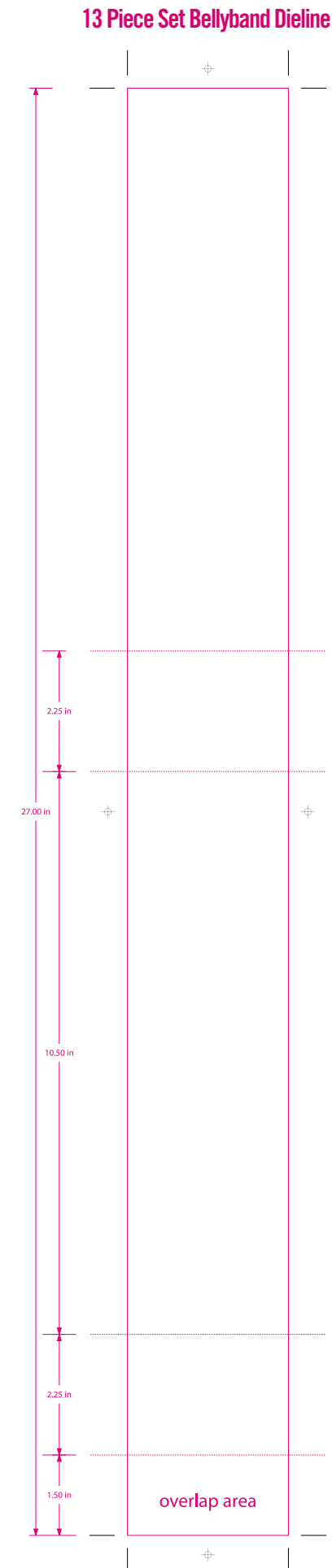
13 Piece Set

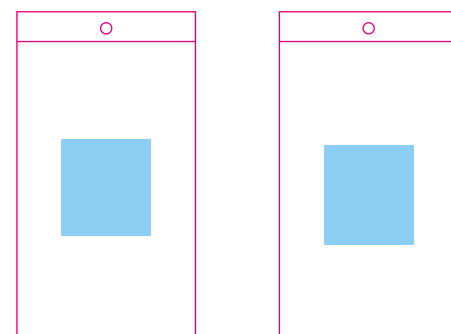Shower Curtain or Liner and 12 Hooks

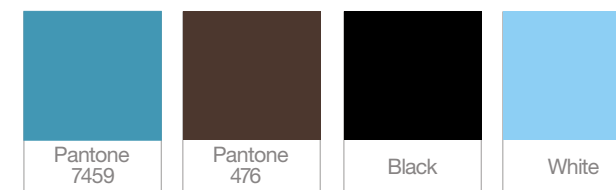**Clear Top**

Lets Light In

PEVA - Chloride Free Odorless

70 in. x 72 in. (177 cm x 182 cm)

13 Piece Set Bellyband Dieline

2.25 in
27.00 in
10.50 in
2.25 in
1.50 in

overlap area

All Other Bellyband Dieline

3.00 in
25.00 in
10.50 in
1.01 in
2.00 in

GLUE AREA

Comfort Bay Poly Bag White Guide

6 in

3 in

11 in

10 in

CB

Comfort Bay™

Clear

Light PEVA
Shower Curtain or Liner
PEVA - Chloride Free - Odorless

70 in. x 72 in. (177 cm x 182 cm)

Fiber Content
PEVA

Care Instructions
Wipe clean with a damp cloth.

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RN#67227
M0109

0 73161-01319 6

White Area

Base Colors

Pantone 7459	Pantone 476	Black	White

Comfort Bay Pillow Poly Bag Guide

Revised 01/29/15

The Pillow Poly Bag has standard print area sizes.
These sizes are to be consistent among all of the pillow styles.

The product name appears as the foremost part of the naming hierarchy, when possible.

Differentiator
Font: Lucida Bright Demi
Size: 67 pt/80.4 Ppt
Color: Pantone 476 C

Product Name
Font: Lucida Bright Demi
Size: 67 pt
Color: Pantone 476 C

Selling Feature:
Lucida Bright Demi
Size: 24 pt
Color: Knock Out

Tertiary Copy
Font: Lucida Bright Demi
Size: 24 pt
Color: Knock Out

Size and Quantity
Font: Lucida Bright Demi
Size: 24 pt
Font: Lucida Bright Demi
Size: 24 pt
Color: Pantone 476 C

Style Differentiating Colors:
(The Swoosh and 1.625 in. band color varies per pillow style)

Basic Super Value - Pantone 2945
Classic - Pantone 7459
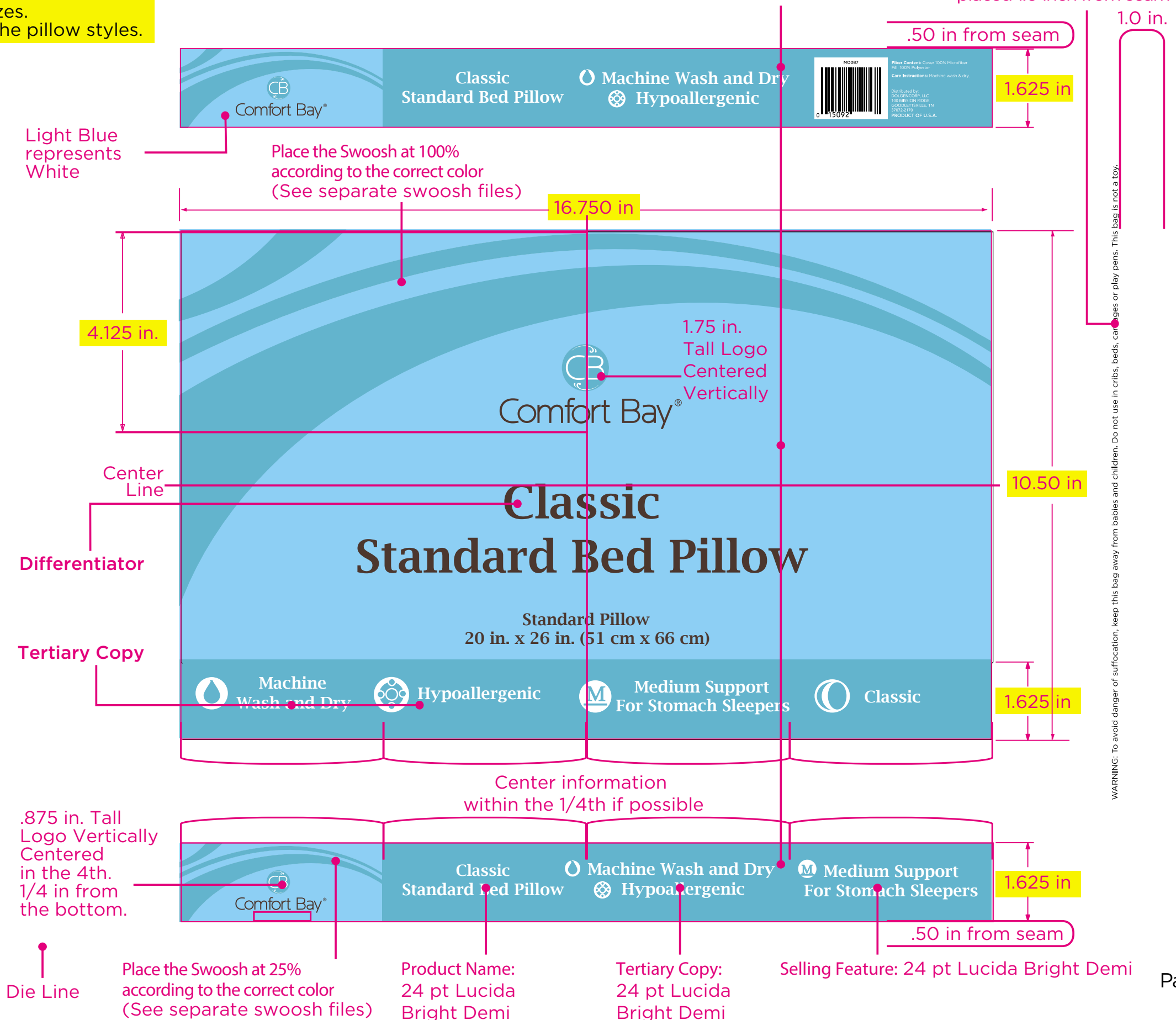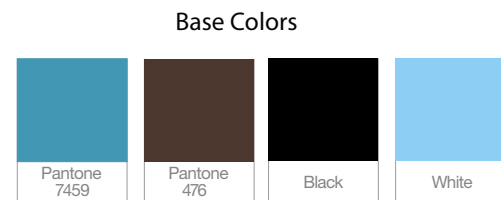**220 Threadcount** - Pantone 7472
Quilted Jumbo- Pantone 513
Jumbo Satin - Pantone 1797
2 Pack Standard - Pantone 383
Body Pillow - Pantone 287
Extra Firm 2" Gusset - Pantone 7543

Base Colors

| Pantone 7459 | Pantone 476 | Black | White |

DOLLAR GENERALS' WARNING STATEMENT:
12 point Gotham Book placed 1.0 inch from seam

NOTE: All print areas are backed with a flood white

.50 in from seam

1.0 in.

1.625 in

Light Blue represents White

Place the Swoosh at 100% according to the correct color (See separate swoosh files)

16.750 in

4.125 in.

1.75 in. Tall Logo Centered Vertically

Center Line

Differentiator

10.50 in

Comfort Bay®

Classic
Standard Bed Pillow

Standard Pillow
20 in. x 26 in. (51 cm x 66 cm)

Tertiary Copy

Machine Wash and Dry   Hypoallergenic   Medium Support For Stomach Sleepers   Classic

1.625 in

Center information within the 1/4th if possible

.875 in. Tall Logo Vertically Centered in the 4th. 1/4 in from the bottom.

Classic Standard Bed Pillow   Machine Wash and Dry   Hypoallergenic   Medium Support For Stomach Sleepers

1.625 in

.50 in from seam

Die Line

Place the Swoosh at 25% according to the correct color (See separate swoosh files)

Product Name: 24 pt Lucida Bright Demi

Tertiary Copy: 24 pt Lucida Bright Demi

Selling Feature: 24 pt Lucida Bright Demi

Classic Standard Bed Pillow   Machine Wash and Dry   Hypoallergenic

WARNING: To avoid danger of suffocation, keep this bag away from babies and children. Do not use in cribs, beds, carriages or play pens. This bag is not a toy.

Page 13

Comfort Bay Pillow Poly Bag Guide

Use PMS 7459 for all symbols
Copy will be knock out white.

Tertiary Copy Symbols

Machine Wash and Dry

Hypoallergenic

Selling Feature Symbols

(M) **Medium Support
For All Sleep Positions**

(MF) **Medium/Firm Support
For All Sleep Positions**

(F) **Firm Support
For All Sleep Positions**

(XF) **Extra Firm Support
For Back and Side Sleepers**

Product Name Symbols
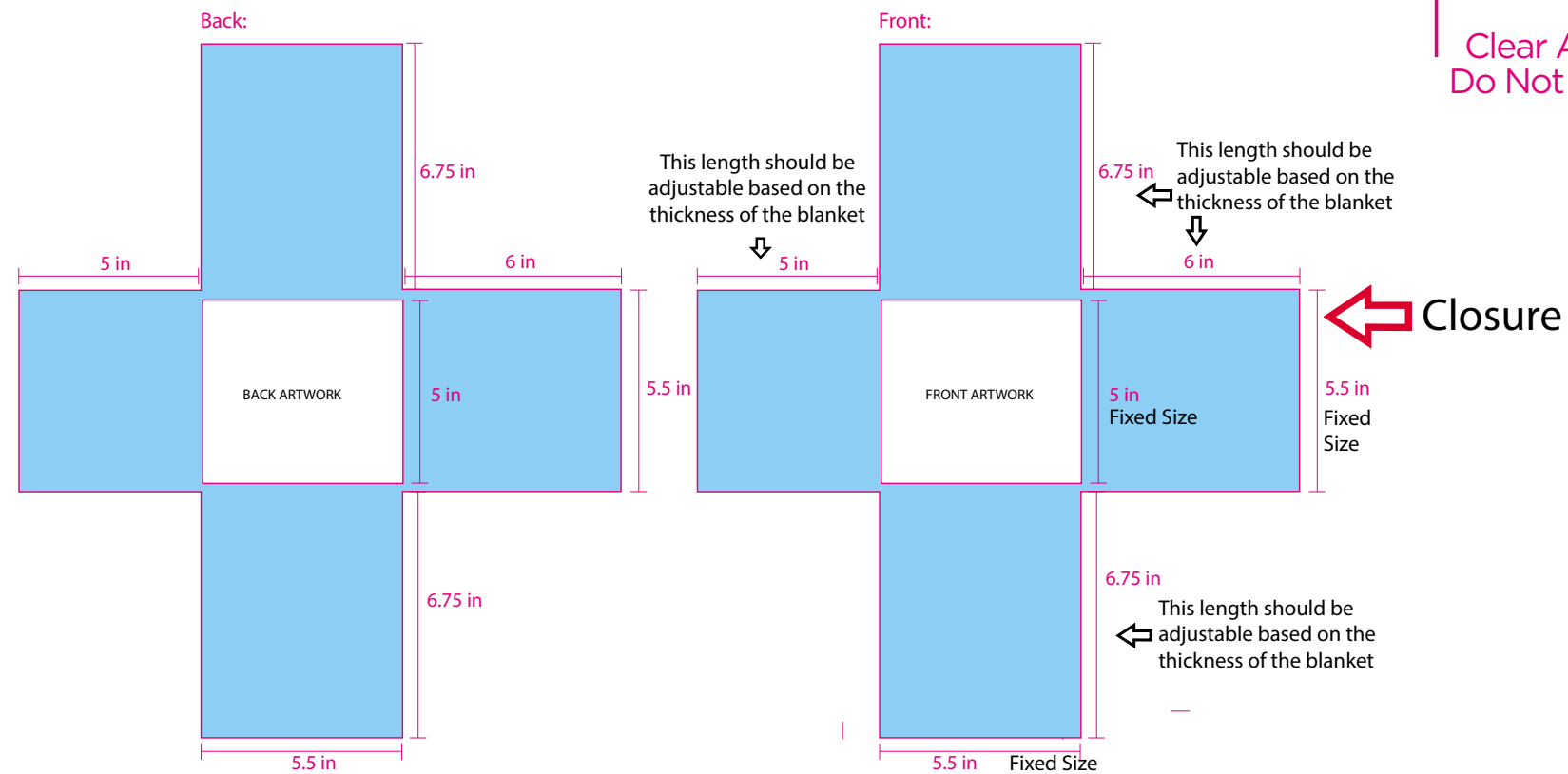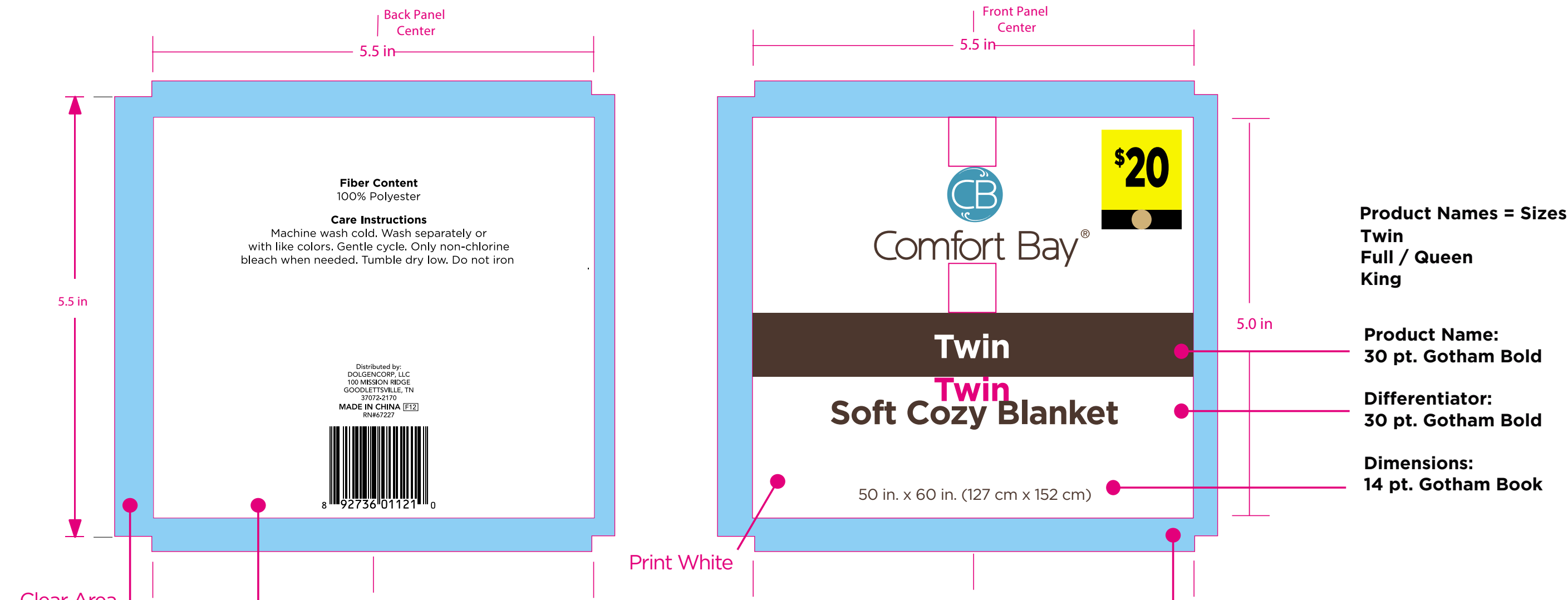
Classic

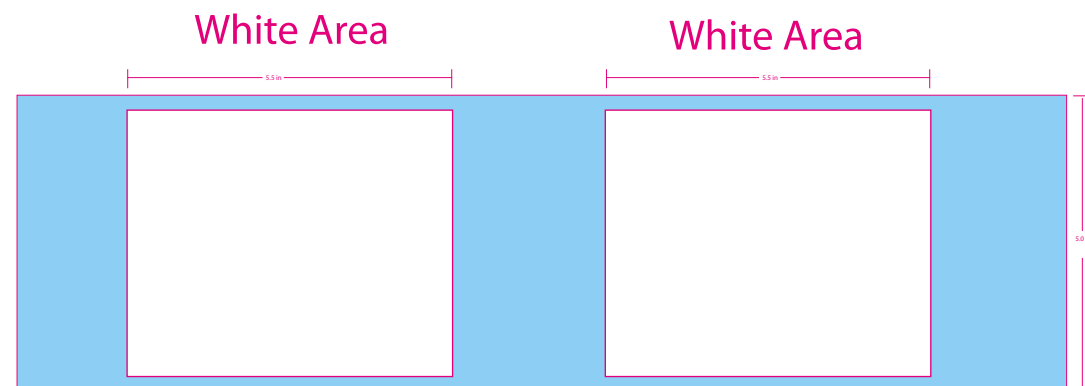**2 Pack**

Super **VALUE**

220 Thread Count

(2) **2" Gusset**

Quilted

Satin

Body Pillow

Back Panel Center

5.5 in

5.5 in

Fiber Content
100% Polyester

Care Instructions
Machine wash cold. Wash separately or
with like colors. Gentle cycle. Only non-chlorine
bleach when needed. Tumble dry low. Do not iron

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GOODLETTSVILLE, TN
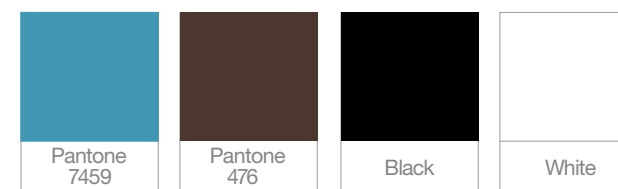37072-2170
MADE IN CHINA F12
RN#67227

8 92736 01121 0

Clear Area
Do Not Print

Print White

Front Panel Center

5.5 in

$20

Comfort Bay®

5.0 in

Twin

Twin
Soft Cozy Blanket

50 in. x 60 in. (127 cm x 152 cm)

Product Names = Sizes
Twin
Full / Queen
King

Product Name:
30 pt. Gotham Bold

Differentiator:
30 pt. Gotham Bold

Dimensions:
14 pt. Gotham Book

Print White

Clear Area
Do Not Print

Back:

6.75 in

5 in

6 in

BACK ARTWORK

5 in

5.5 in

6.75 in

5.5 in

Front:

This length should be
adjustable based on the
thickness of the blanket

6.75 in

This length should be
adjustable based on the
thickness of the blanket

5 in

6 in

FRONT ARTWORK

5 in
Fixed Size

5.5 in
Fixed
Size

Closure

6.75 in

This length should be
adjustable based on the
thickness of the blanket

5.5 in   Fixed Size

Base Colors

Pantone 7459

Pantone 476

Black

White

Comfort Bay Throws - Rolled

Back Panel
Center

Front Panel
Center

Overall Size
Will Vary

5.5 in

5.5 in

5.0 in

4.5 in

4.5 in

Fiber Content
100% Polyester

Care Instructions
Machine wash cold. Wash separately or
with like colors. Gentle cycle. Only non-chlorine
bleach when needed. Tumble dry low. Do not iron

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RN#67227

8 92736 01121 0

$8

CB
Comfort Bay ®

Plush Sherpa

Throw
Throw

50 in. x 60 in. (127 cm x 152 cm)

Clear Area
Do Not Print

Print White

Print White

Clear Area
Do Not Print

White Area

White Area

Base Colors

| Pantone 7459 | Pantone 476 | Black | White |

Product Name:
30 pt. Gotham Bold

Differentiator:
30 pt. Gotham Bold

Dimensions:
14 pt. Gotham Book

Comfort Bay Rolled Rug Insert Card

There are three size options for the Comfort Bay typographic elements for use on packaging. These typographical elements will be dictated by the size and type of package being extended, when possible.

Medium Type
Medium type is used on package labels with a PDP more than 8 sq. in. and not more than 26 sq. in.

Product Name
The product name appears as the foremost part of the naming hierarchy, when possible. The Product name starts one cap height below the color bar element.
Font: Gotham Medium
Size: 28 pt
Tracking: -25
Color: Knock Out

Selling Features:
Font: Gotham Book
Size: 16 pt
Tracking: -50
Color: Knock Out

Size, Quantity or Tertiary Copy
Font: Gotham Regular
Size: 21 pt
Font: Gotham Book
Size: 10 pt
Tracking: 0
Color: Knock Out

Base Colors

Pantone 7459	Pantone 476	Black

5.0 in

8.0 in

3/5 ths

3.0 in.

2/5 ths

CB
Comfort Bay®

$20

Area Rug
Indoor Use, Durable
39 inch x 56 inch
(99 cm x 142 cm)

.125 in.

.125 in.

.125 in.

CARE INSTRUCTIONS
Machine wash separately in front load commercial washer, using cold water and mild detergent. Use only non-chlorine bleach when needed. Line dry or tumble dry on low setting. Vacuum regularly.

FIBER CONTENT
100% Olefin

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GOODLETTSVILLE, TN
37072-2170

MADE IN U.S.A.
RN# 99717

6783 14432 039056
M0270

0 86093 31472 9

Comfort Bay Bedding U-Board

There are four size options for the typographic elements for use on this packaging. The Comfort Bay typographic elements will be dictated by the size and type of package being developed.

Medium Type
Medium type is used on package labels with a PDP more than 26 sq. in. and not more than 45 sq. in.

Product Name
The product name appears as the foremost part of the naming hierarchy, when possible.

Font: Gotham Medium
Size: 32 pt
Tracking: -25
Color: Pantone 476 C

Selling Feature
Font: Gotham Book
Size: 18 pt
Tracking: -50
Color: Pantone 476 C

Product Differentiator
Font: Gotham Bold
Size: 18 pt
Tracking: 0
Color: Knock Out

Size, Quantity or Tertiary Copy
Font: Gotham Book
Size: 25 Pt, 14 Pt and 10 pt
Tracking: 0
Color: Knock Out

Base Colors

Pantone 7459	Pantone 476	Black

Small type is used on package labels with a PDP less than 26 sq. in.

Medium type is used on package labels with a PDP more than 26 sq. in. and not more than 45 sq. in.
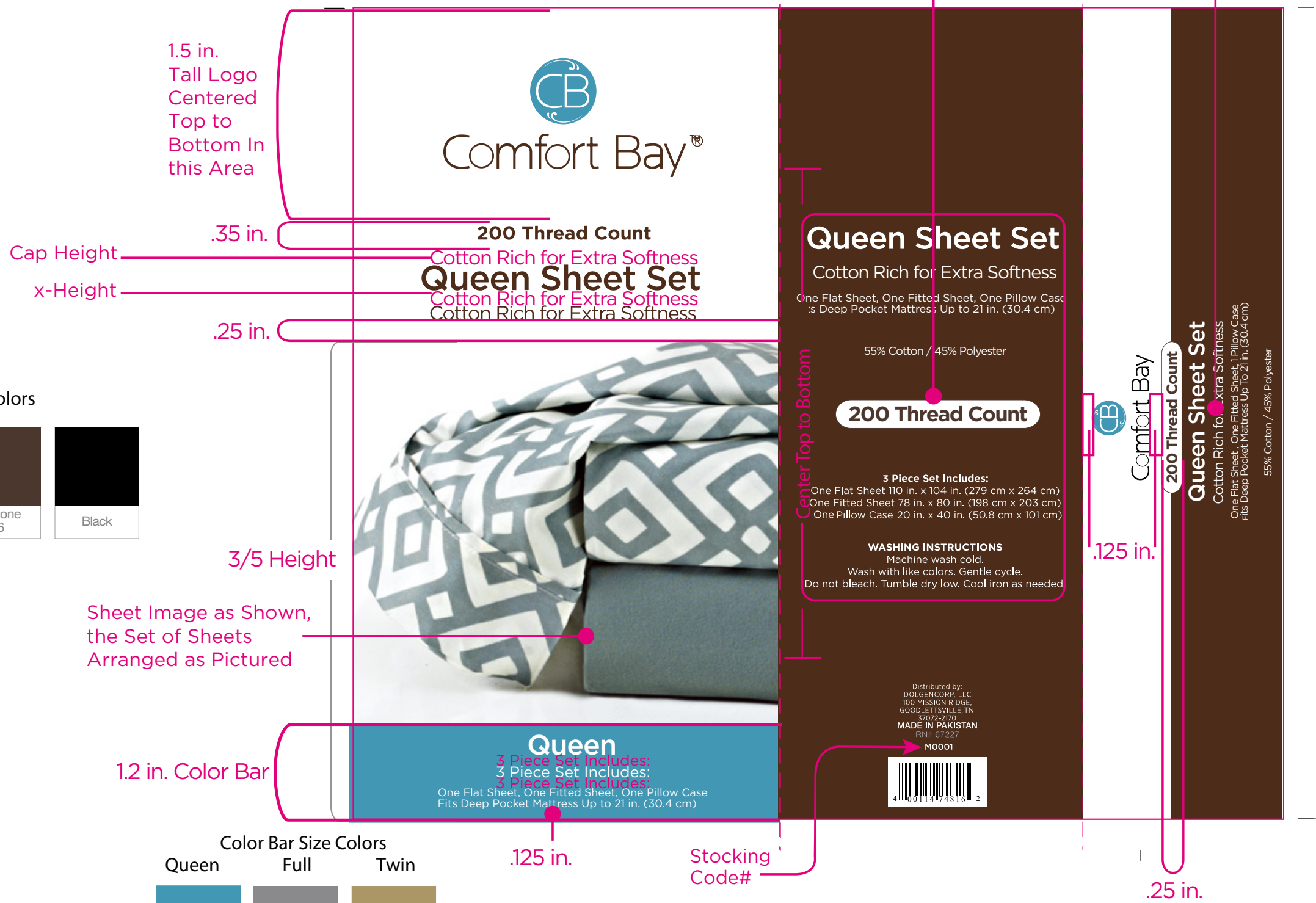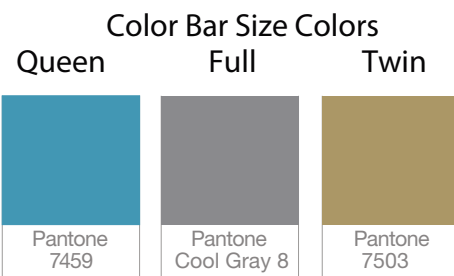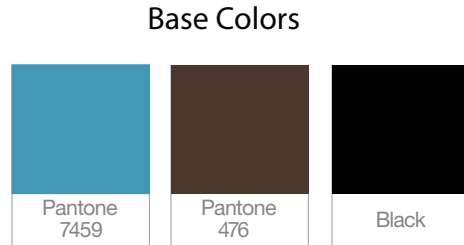
Small True Living Typography Size Options

1.5 in. Tall Logo Centered Top to Bottom In this Area

.35 in.

Cap Height

x-Height

.25 in.

3/5 Height

Sheet Image as Shown, the Set of Sheets Arranged as Pictured

1.2 in. Color Bar

Center Top to Bottom

.125 in.

.125 in.

.25 in.

Stocking Code#

Color Bar Size Colors

Queen	Full	Twin
Pantone 7459	Pantone Cool Gray 8	Pantone 7503

CB Comfort Bay®

200 Thread Count
Cotton Rich for Extra Softness
Queen Sheet Set
Cotton Rich for Extra Softness
Cotton Rich for Extra Softness

Queen Sheet Set
Cotton Rich for Extra Softness
One Flat Sheet, One Fitted Sheet, One Pillow Case
Fits Deep Pocket Mattress Up to 21 in. (30.4 cm)

55% Cotton / 45% Polyester

200 Thread Count

3 Piece Set Includes:
One Flat Sheet 110 in. x 104 in. (279 cm x 264 cm)
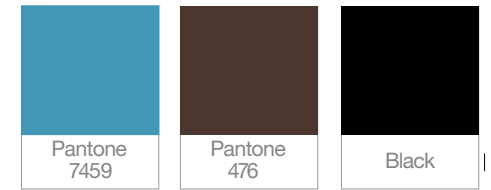One Fitted Sheet 78 in. x 80 in. (198 cm x 203 cm)
One Pillow Case 20 in. x 40 in. (50.8 cm x 101 cm)

WASHING INSTRUCTIONS
Machine wash cold.
Wash with like colors. Gentle cycle.
Do not bleach. Tumble dry low. Cool iron as needed

Distributed by:
DOLGENCORP, LLC
100 MISSION RIDGE,
GOODLETTSVILLE, TN
37072-2170
MADE IN PAKISTAN
RN# 67227

M0001

Queen
3 Piece Set Includes:
3 Piece Set Includes:
3 Piece Set Includes:
One Flat Sheet, One Fitted Sheet, One Pillow Case
Fits Deep Pocket Mattress Up to 21 in. (30.4 cm)

Comfort Bay
200 Thread Count
Queen Sheet Set
Cotton Rich for Extra Softness
One Flat Sheet, One Fitted Sheet, One Pillow Case
Fits Deep Pocket Mattress Up To 21 in. (30.4 cm)
55% Cotton / 45% Polyester

Product Name
The product name appears as the foremost part of the naming hierarchy, when possible.

Font: Gotham Medium
Size: 36 pt/36 pt
Tracking: -45
Color: Pantone 476 C

Selling Feature
Font: Gotham Book
Size: 18 pt/18 pt
Tracking: -50
Color: Pantone 476 C

Product Differentiator
Font: Gotham Bold
Size: 18 pt
Tracking: -25
Color: Knock Out

Size
Font: Gotham Bold, Book
Size: 12 pt / 12 pt
Tracking: 0
Color: Pantone 476 C

Fiber Content, Care Instructions
Font: Gotham Bold, Gotham Book
Size: 10 pt/10 pt
Tracking: 0
Color: Pantone 476 C

2/5 ths

3/5 ths

C/L

Comfort Bay®

3 Piece - Reversible

F Full/Queen Comforter Set

Includes
Includes:
One Reversible Comforter
Two Standard Shams

Comforter	**Standard Shams**
96 in. x 90 in.	20 in. x 26 in.
(243 cm x 228 cm)	(50.8 cm x 66 cm)
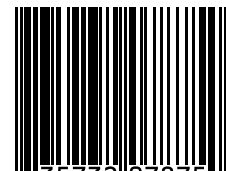
M0721

Fiber Content:
Shell: 100%Polyester, Filling: 100%Polyester

Care Instructions:
Machine wash cold. Wash with like colors. Gentle cycle. Only non-chlorine bleach when needed. Tumble dry low. Cool iron as needed.
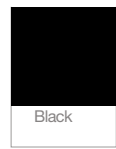
Distributed by:
DOLGENCORP, LLC
100 MISSION RIDGE
GOODLETTSVILLE, TN
37072-2170
MADE IN CHINA
RN#102223

7 35732 07875 0

.25 in.

.25 in.

.125 in.

Base Colors

Pantone 7459

Pantone 476

Black

Color Blocks

Black

Pantone 7530 C

Pantone 7459 C

Use the following product names and features

Blackout
- Energy Saving
- Blocks out 99% of Light
- Protects Your Home from Heat & Cold
- Machine Washable for Easy Care

Thermal
- Energy Saving
- Blocks out 98% of Light
- Foam Back Panel Protects Home from Heat and Cold
- Machine Washable for Easy Care

Room Darkening
- Energy Saving
- Blocks out 98% of Light
- Protects Your Home from Heat & Cold
- Machine Washable for Easy Care

Use the following curtain panel types in tertiary copy

- 1 Panel - Rod Pocket
- 1 Panel with Grommets
- 1 Panel - Tab Top

Differentiator:
25 pt. Gotham Bold

Product Name:
25 pt. Gotham Bold

Selling Feature:
15 pt. Gotham Medium
18 pt. Leading

Tertiary Copy:
19 pt. Gotham Medium

Measurement:
14 pt. Gotham Book

8 in.

Gussets will vary in size

5.25 in.

.25 in.

84 in. length

Color Blocks will vary per Product Name

Product Name

Selling Feature (Will Not Change) 20 pt Gotham Black

Product Differentiator

Selling Feature

Tertiary Copy

Product Measurement

CB
Comfort Bay®

Blackout

Energy Saving
Energy Saving

Teddy
Teddy
Teddy

- Protects Your Home from Heat and Cold
- Machine Washable for Easy Care

1 Panel - Rod Pocket ½ 1
52 in. x 84 in. (132 cm x 213 cm)

.25 in.   .25 in.

Blocks out
99%
of light
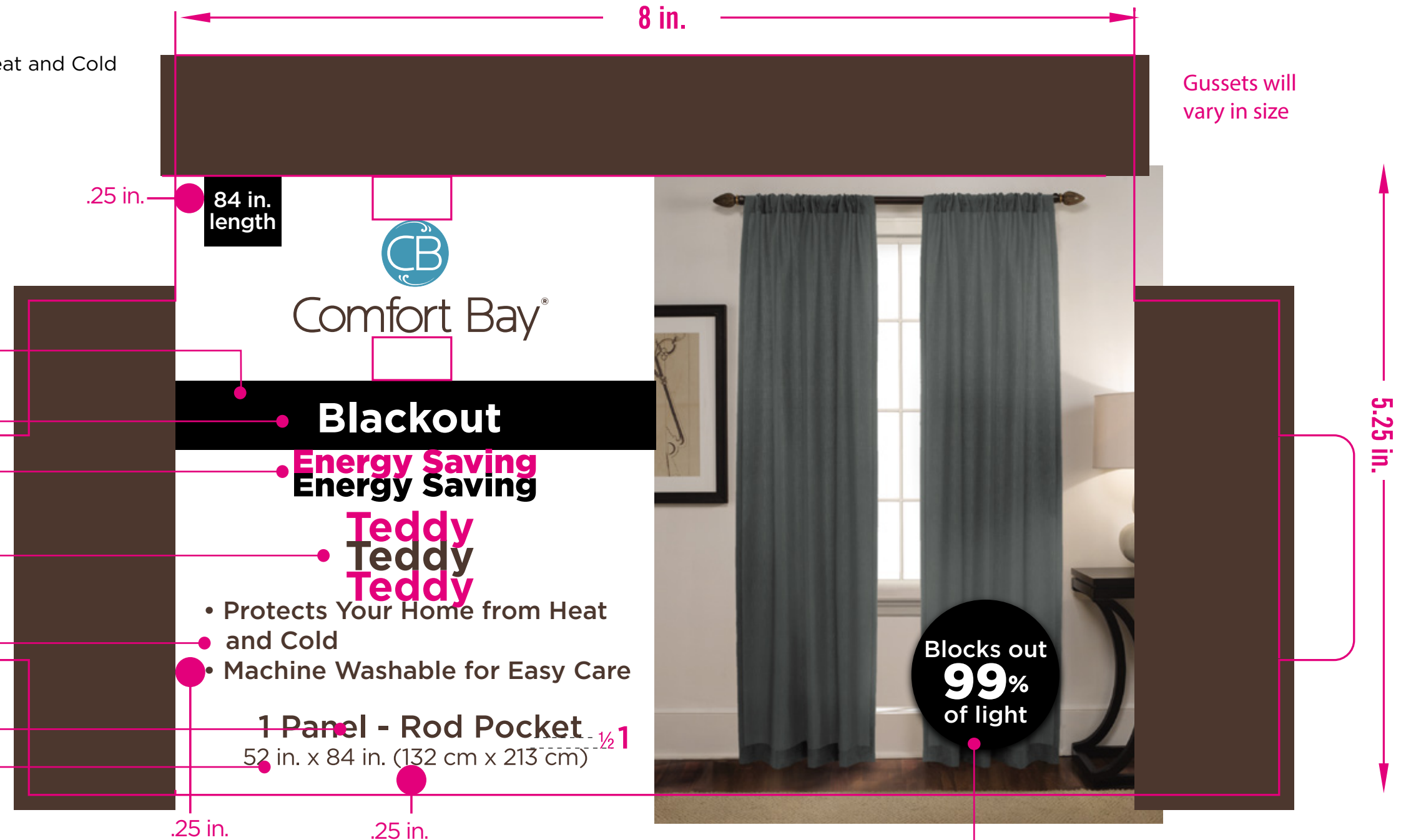
Selling Feature (Will Not Change) 14pt, 30 pt

Comfort Bay Window Labeling Heirarchy

Differentiator:
25 pt. Gotham Bold

Product Name: Must read "Decorative Window"
25 pt. Gotham Bold

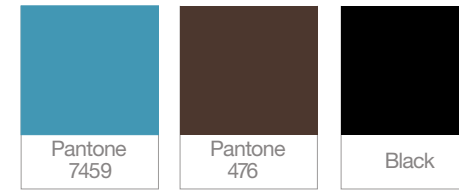**Selling Feature:**
15 pt. Gotham Book

Tertiary Copy:
19 pt. Gotham Medium

Measurement:
14 pt. Gotham Book

Use the following curtain panel types in tertiary copy
- 1 Panel - Rod Pocket
- 1 Panel with Grommets
- 1 Panel - Tab Top

Base Colors

Pantone 7459 · Pantone 476 · Black

8 in.

Gussets will vary in size

5.25 in.

.25 in.

84 in. length

Comfort Bay®

Product Name → **Decorative Window**

Holbrook
Holbrook
Product Differentiator → **Holbrook**
Holbrook
Holbrook

Selling Feature → **Jaquard Scroll Design**
Machine Washable for Easy Care

Tertiary Copy → **1 Panel - Rod Pocket**
Product Measurement → 52 in. x 84 in. (132 cm x 213 cm)   ½ 1

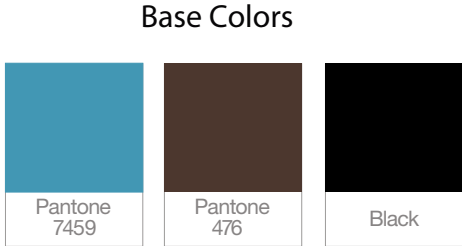.25 in.   .25 in.

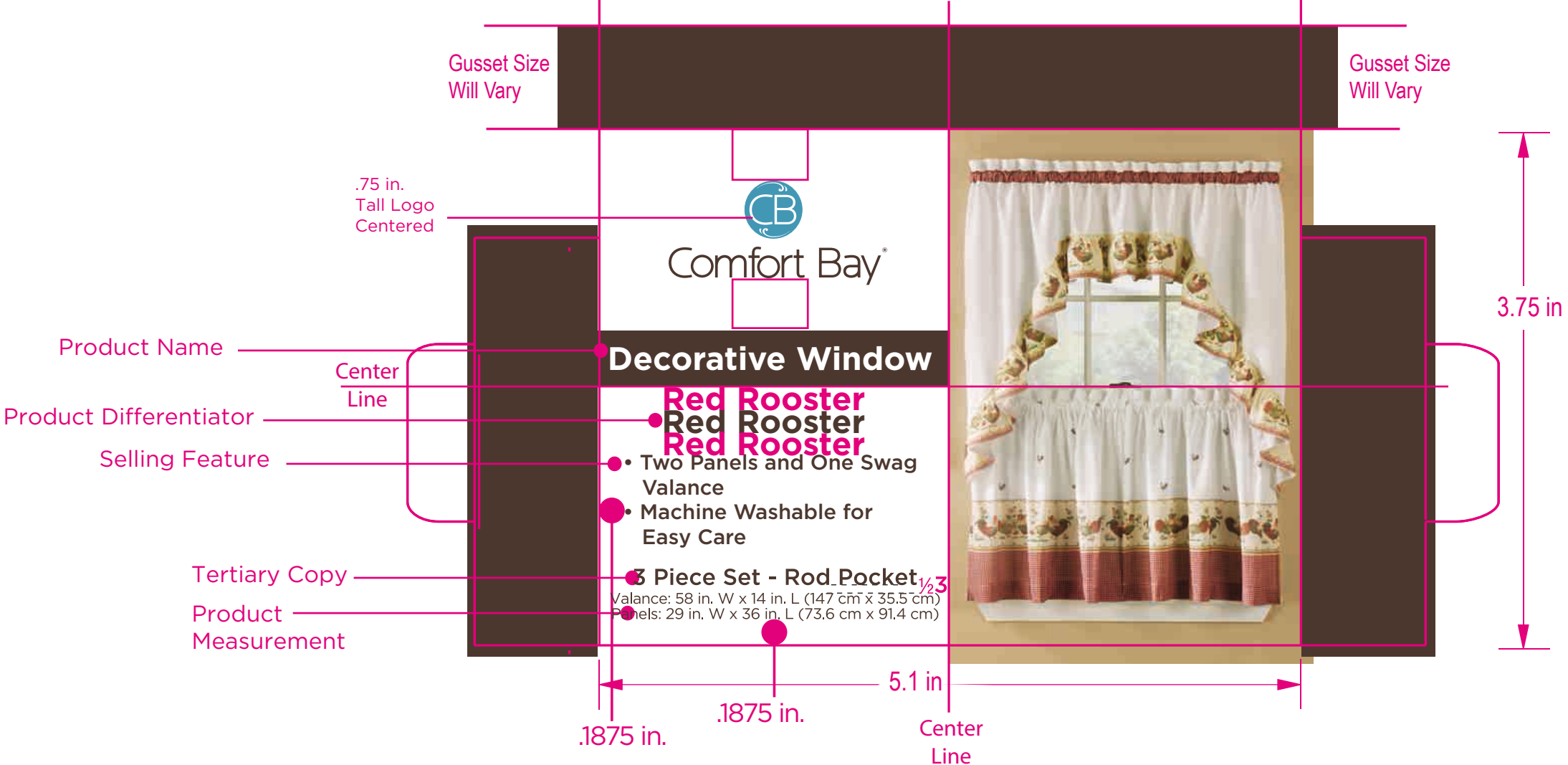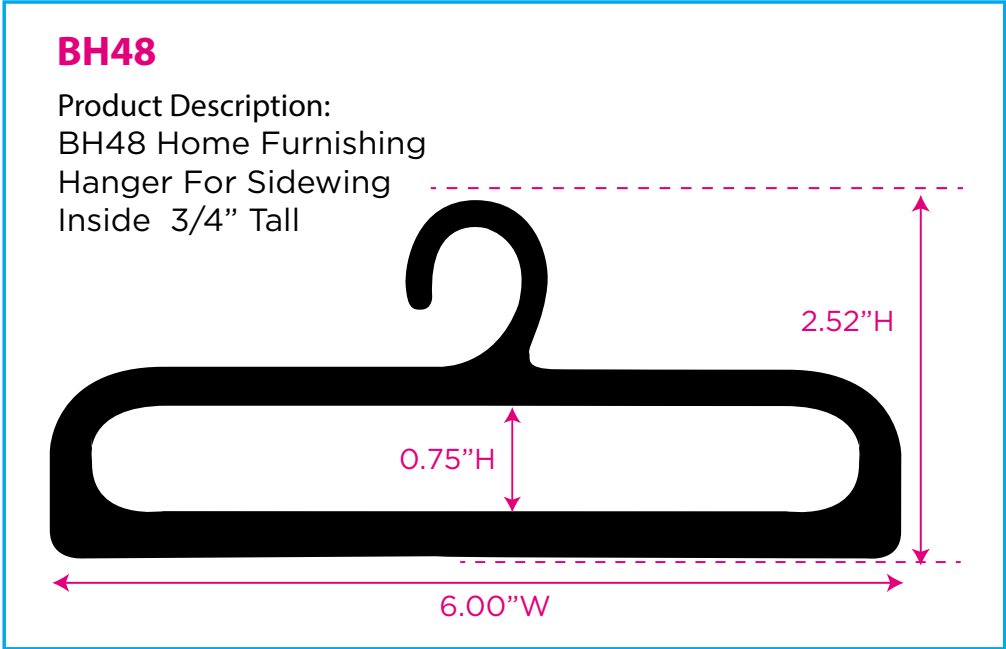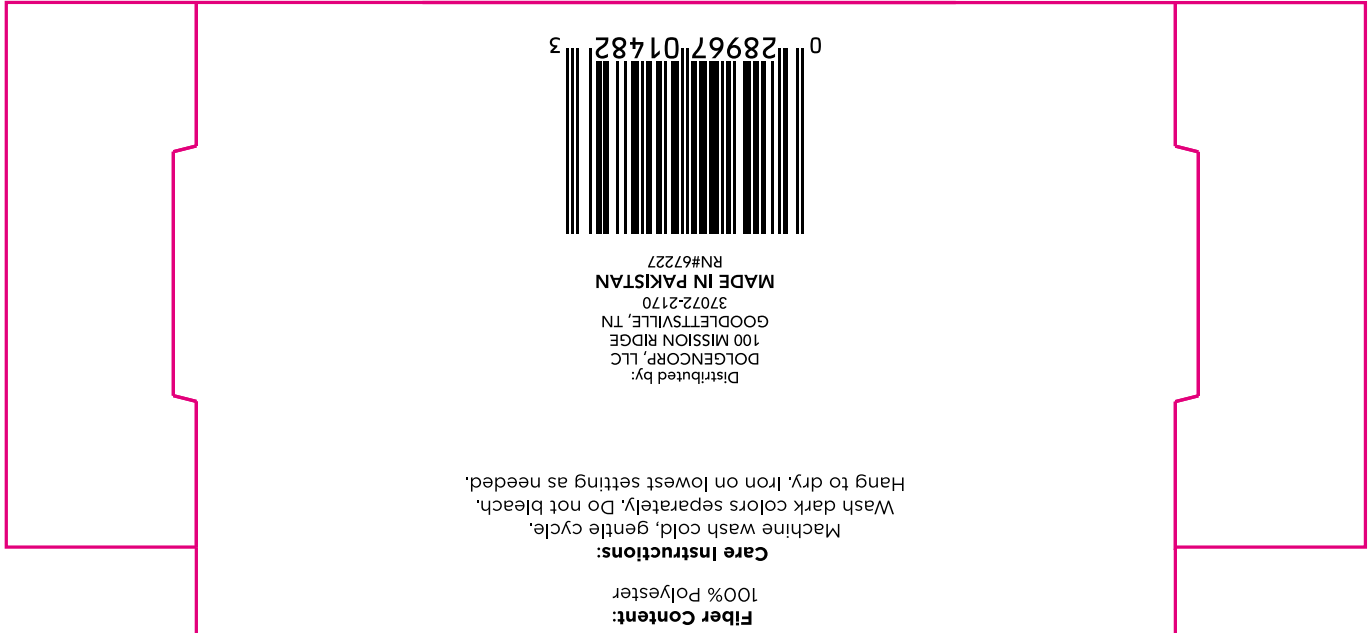# Comfort Bay Window Labeling - Sidewing

Differentiator:
17 pt. Gotham Bold

Product Name:
17 pt. Gotham Bold

Selling Feature:
11 pt. Gotham Book

Tertiary Copy:
12 pt. Gotham Medium

Measurement:
10 pt. Gotham Book

0 28967 01482 3

RN#67227
MADE IN PAKISTAN
37072-2170
GOODLETTSVILLE, TN
100 MISSION RIDGE
DOLGENCORP, LLC
Distributed by:

Hang to dry, Iron on lowest setting as needed.
Wash dark colors separately. Do not bleach.
Machine wash cold, gentle cycle.
Care Instructions:

100% Polyester
Fiber Content:

Gusset Size Will Vary

Gusset Size Will Vary

.75 in. Tall Logo Centered

CB
Comfort Bay®

Decorative Window

Red Rooster
Red Rooster
Red Rooster

• Two Panels and One Swag Valance
• Machine Washable for Easy Care

3 Piece Set - Rod Pocket ½3
Valance: 58 in. W x 14 in. L (147 cm x 35.5 cm)
Panels: 29 in. W x 36 in. L (73.6 cm x 91.4 cm)

Product Name
Center Line
Product Differentiator
Selling Feature
Tertiary Copy
Product Measurement

5.1 in
.1875 in.
.1875 in.
.1875 in.
Center Line

3.75 in

2.52"H
0.75"H
6.00"W

Base Colors

| Pantone 7459 | Pantone 476 | Black |

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THIS GUIDE IS NOT

A MASTER FILE

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