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essentials

Brand Guidelines

Home Domestics & Decor

Revised 1/19/17

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Introduction

Introduction

These guidelines are a tool for development of the new True Living™ Essentials brand components: labels, hang tags, PDQ's, etc. This guide provides the specifications of each design element and its application to ensure a consistent and successful presentation of the True Living™ Essentials brand at retail.

Due to the wide range of sizes and shapes of brand labels, it is imperative that these guidelines be adapted to each individual design piece to maintain the distinctive presence of True Living™ Essentials at point of sale.

Brand Boundaries

As True Living™ Essentials's product portfolio continues to grow, Dollar General requires a defined guidance system that will enable precise and appropriate categorization of individual products.

Purpose of this Guide

- To promote and maintain a unified brand system from category lines to individual products;

- To provide a troubleshooting platform during packaging execution;

- To preserve current and updated information about the True Living™ Essentials brand.

Brand Positioning

True Living™ Essentials Brand offers Dollar General shoppers a mix of select Home Domestics and Decor items that are functional, practical and current.

Our products are less expensive but comparable in quality to those found in big box, specialty and home stores.

Brand Attributes

Practical
Functional
Current

Packaging Trade Dress
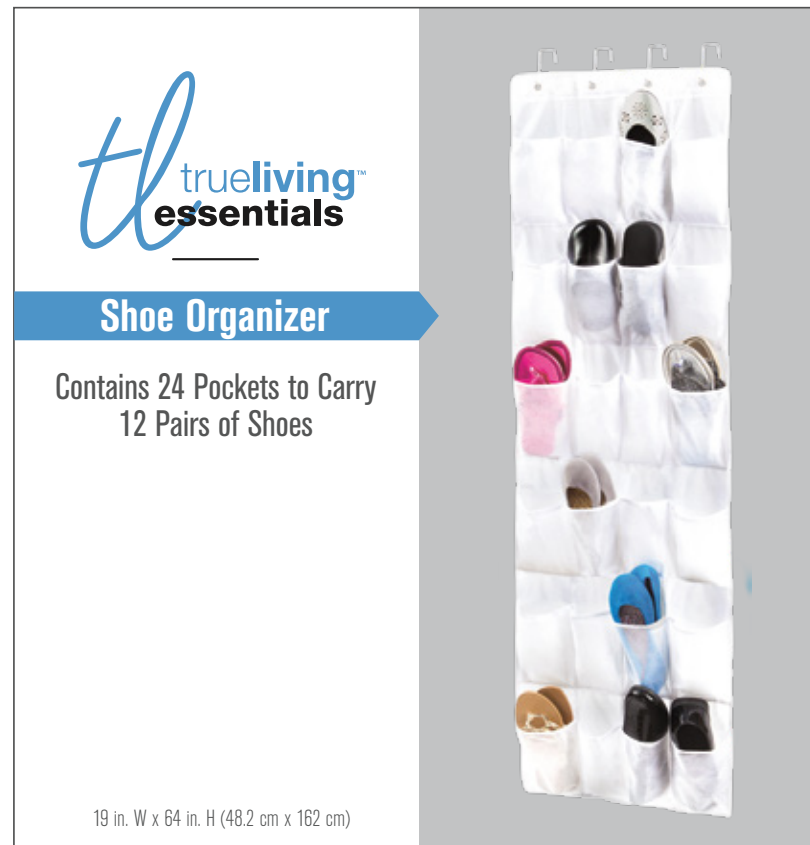
Packaging Trade Dress

Visual and messaging components of True Living™ Essentials packaging should collectively work to communicate the concept of "feathering your nest" with modern and functional accesories that align with the fashion and aesthetic sensibilities of Dollar General shoppers throughout the nation.

The majority of True Living™ Essentials packages are designed to follow these overall system parameters:

- The True Living™ Essentials logo is always placed so that it is visually centered in the space at the top of the package or label design;

- The product name appears inside the blue arrow in Berthold Akzidenz Grotesk Bold Condensed;

- The package design layout aligns all brand elements vertically down the center of the package or label;

- In most instances, photography is not to be used – product differentiation messaging and design elements should take highest priority in packaging. Tactical product info can be relegated to small print on the back and side panels.

Each parameter is explained in further detail throughout the pages of this guide.

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Shoe Organizer

Contains 24 Pockets to Carry
12 Pairs of Shoes

19 in. W x 64 in. H (48.2 cm x 162 cm)

Brand Colors

Colors provide a strong visual link to our brand identity across a wide range of packaging applications and product categories. Printed colors will vary due to substrate finish, printing equipment and types of ink. It is the responsibility of each printer to match the Pantone chips as closely as possible.

Primary Color Palette

Pantone 2935	Process Black

70% tint

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Product Label
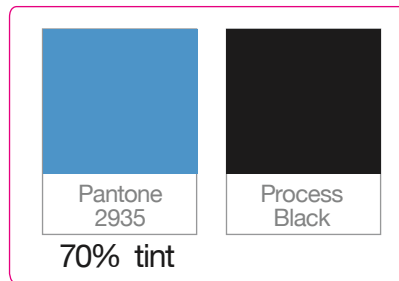
Essential Brand Elements

The True Living™ Essentials package design layout aligns all brand elements vertically down the center of the package or label. True Living Essentials packaging is made up of the following key elements:

True Living™ Essentials Logo
The placement on packaging is discussed on **page 9**.

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 and maintains a cap height of clear space above it at all times.
Font: Berthold Akzidenz Grotesk Bold Condensed
Tracking: 0
Color: Knock Out

Product Descriptor
Product descriptions with more than one descriptor will begin with bullet points and will be left justified under the product name
Font: Berthold Akzidenz Grotesk Condensed
Tracking: 0
Color: Knock Out

Size, Quantity or Tertiary Copy
Font: Berthold Akzidenz Grotesk Light Condensed
Tracking: 0
Color: Knock Out

Color Bar
The height of the color bar is directly related to the size of the True Living™ Essentials logo. Details are described on **page 11**.
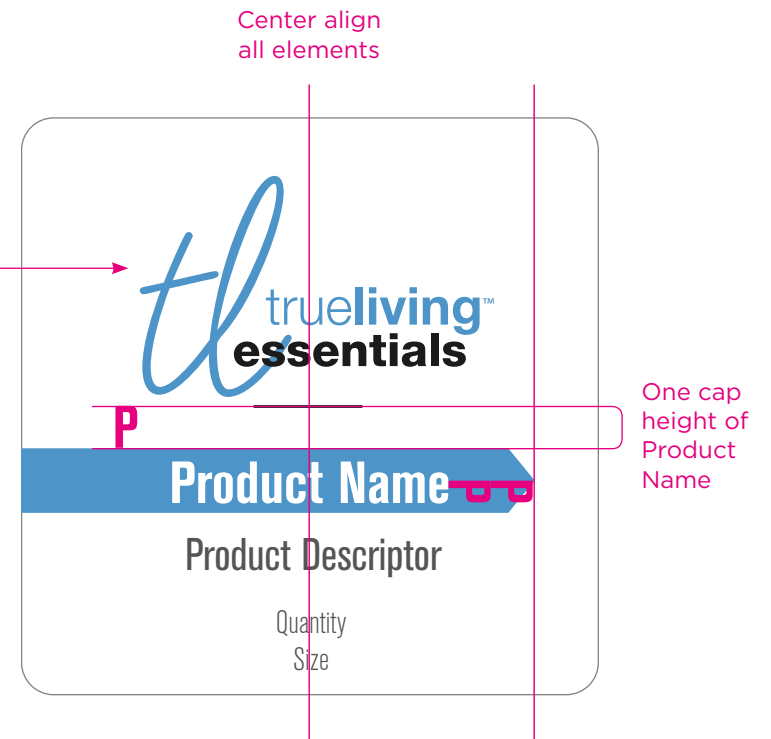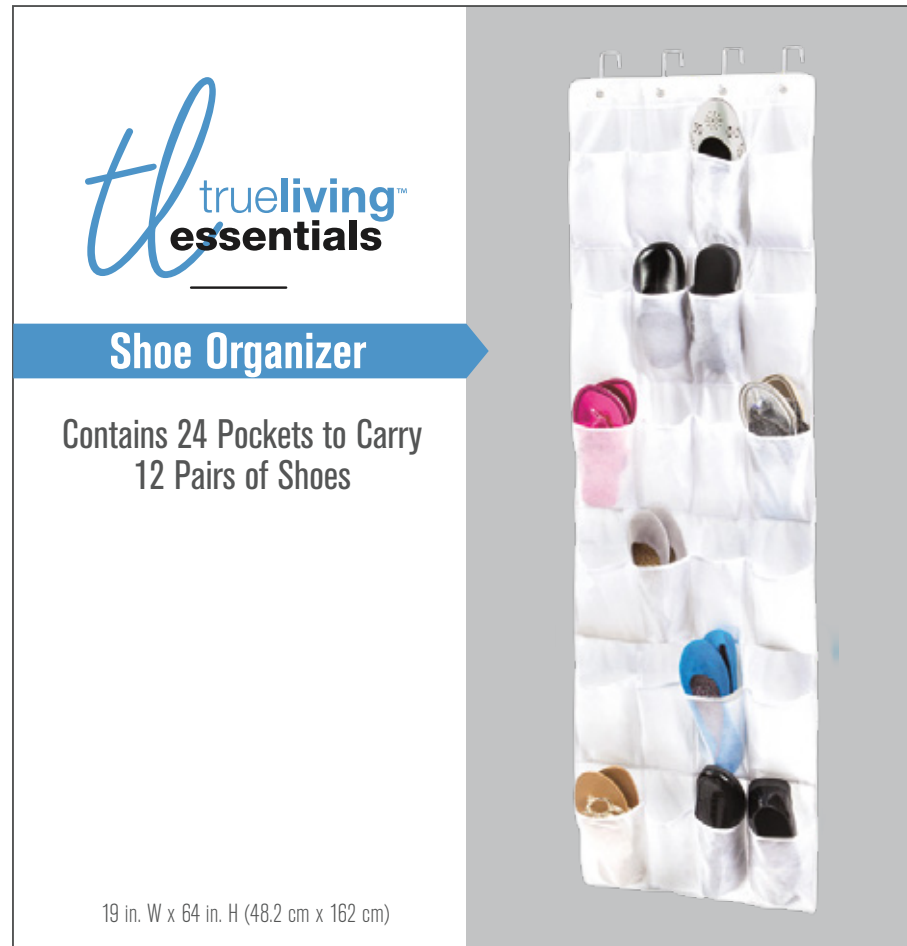Color: 70% Pantone 2935

Center align all elements

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Product Name

Product Descriptor

Quantity
Size

One cap height of Product Name

Photo Usage

Photo Usage

Visual components of True Living™ Essentials packaging should collectively work to communicate the concept of "feathering your nest" with modern and functional accessories that align with the fashion and aesthetic sensibilities of Dollar General shoppers throughout the nation.

Product photography should primarily focus on the product, front and center, shot in an environment that represents where the product will be used. All propping should be simple and uncluttered.

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Shoe Organizer

Contains 24 Pockets to Carry
12 Pairs of Shoes

19 in. W x 64 in. H (48.2 cm x 162 cm)

PDP Dimensions

PDP Logo & Typography Dimensions

The True Living™ Essentials logo dimensions and font size will be dictated by the size of Primary Display Panel or PDP. Calculate the square inch area of the PDP by multiplying the height by the width.

True Living™ Essentials package dimensions will fall under four sizes: small (**S**), medium (**M**), large (**L**), and x-large (**XL**).
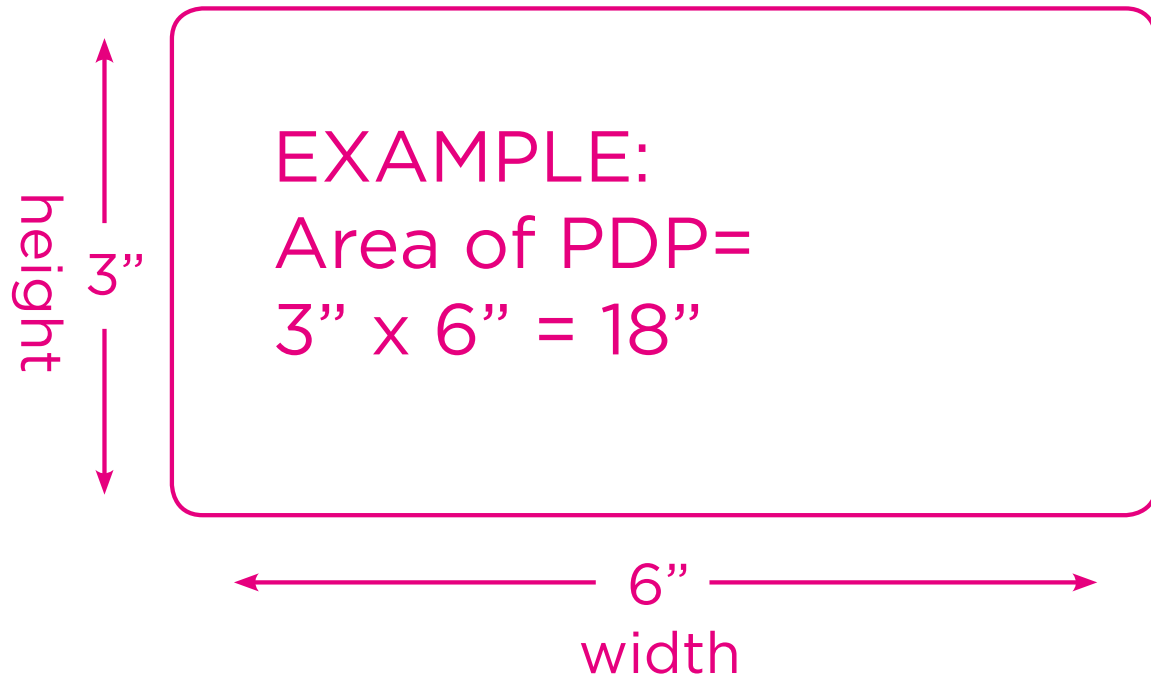
The logo and font sizes will change accordingly.

S is less than 8 sq. in.

M is more than 8 sq. in. and not more than 26 sq. in.

L is more than 26 sq. in. and not more than 45 sq. in.

XL is more than 45 sq. in.

height
3"

EXAMPLE:
Area of PDP=
3" x 6" = 18"

6"
width

True Living™ Essentials Logo

Logo Placement

The True Living™ Essentials logo is always placed so that it is visually centered in the white space at the top of the package or label design, as shown. Clear instruction on the exact placement of the logo can be found on the following pages.

Clear Space Around the Logo

NEVER violate or obstruct the clear area around the logo. As a general rule "X" must equal **at least** 100% of the logo x height. It is essential that the True Living™ Essentials brand remains free of all graphics, photo and type.

Trademark

The trademark is a legal component of the True Living™ Essentials brand and must always be present to protect the True Living Essentials identity.

**X = Cap Height of t in
True Living™ Essentials**

Minimum logo size = 0.8" in height

Logo Size Options

There are four size options for the True Living™ Essentials logo used on the packaging. In most cases, the True Living™ Essentials brand elements will be dictated by the size of Primary Display Panel (PDP). Refer to **page 8** for more info.

Small Logo (**S**)
The small True Living™ Essentials logo, (.8" in height), is used on hang tags and package labels with a PDP less than 8 sq. in.

Medium Logo (**M**)
The medium True Living™ Essentials logo, (1.2" in height), is used on package labels with a PDP more than 8 sq. in. and not more than 26 sq. in.

Large Logo (**L**)
The large True Living™ Essentials logo, (1.5" in height), is used on package labels with a PDP more than 26 sq. in. and not more than 45 sq. in.

Extra Large Logo (**XL**)
The extra large True Living™ Essentials logo, (1.75" in height), is used on large package and box formats with a PDP more than 45 sq. in.

Extra Extra Large Logo(**XXL**) NOT SHOWN
The extra large True Living™ Essentials logo, (3.5" in height), is used on large package and box formats with a PDP more than 150 sq. in.

0.8"

Small

1.2"

Medium

1.5"

Large

1.75"

X-Large

Picture Frame Logo and Inserts (Unique logo treatment)

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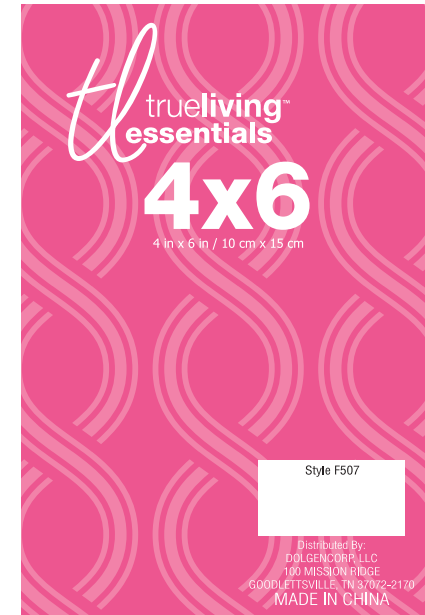*For picture frame inserts, theTrue Living Essentials logo should be white so it can appear on any color background.

The twist element should be used on Inserts without lifestyle images.

For picture size use font
Helvetica Nueu LT STD Heavy 85

tl **true**living™ **essentials**
4x6
4 in x 6 in / 10 cm x 15 cm

Style F507

Distributed By:
DOLGENCORP LLC
100 MISSION RIDGE
GOODLETTSVILLE, TN 37072-2170
MADE IN CHINA

tl **true**living™ **essentials**
11x14
11 in x 14 in / 28 cm x 35 cm
matted to 8 in x 10 in / 20 cm x 25 cm

horizontal or vertical display

Style F508

Distributed By:
DOLGENCORP LLC
100 MISSION RIDGE
GOODLETTSVILLE, TN 37072-2170
MADE IN CHINA

tl **true**living™ **essentials**
4x6
4 in x 6 in / 10 cm x 15 cm

Lifestyle images should appear on the right side of the pdp.

*This logo and layout is to be used for photo and certificate frames items only.

Color Bar

As previously mentioned, the height of the blue 70% Pantone 2935 color bar is directly related to the size of the True Living™ Essentials logo.

The color bar is equal to 1.5 of the x height of the True Living™ Essentials logo.

For product names that are longer and must be stacked, the color bar is equal to 2.5 of the x height of the True Living™ Essentials logo.

Product names are center alligned with the logo, black rule, product descriptor and quantity.

For packages without images, the color bar will extend 2 cap heights of the product name.

tl **true**living™ **essentials**

PProduct Name

For packages with images, the color bar will extend into the image so that the base of the arrow meets the edge of the picture.

tl **true**living™ **essentials**

Shoe Organizer

Shoe Organizer
1.5 x height

Fashion Print Shoe Organizer with Hangers
2.5 x height

Typography

Font Standards

Type can be a powerful brand tool when used carefully and consistently. The following font types are the current and approved standards that are to be used to reinforce the True Living™ Essentials brand on all packaging. No substitutions can be made.

Berthold Akzidenz Grotesk

To help establish a consistent and credible brand style, a single font family has been chosen for most applications— Berthold Akzidenze Grotesk. It has been chosen because it is contemporary, simple and readable.

A

Berthold Akzidenz Grotesk Light Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

A

Berthold Akzidenz Grotesk Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

A

Berthold Akzidenz Grotesk Bold Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Small Typography Size Option

There are four size options for the True Living™ Essentials typographic elements for use on packaging. The True Living™ Essentials 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. Refer to **page 9** for more info.

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: Berthold Akzidenz Grotesk Bold Condensed
Size: 16 pt
Color: Knock Out

Product Descriptor
Font: Berthold Akzidenz Grotesk Condensed
Size: 14 pt
Tracking: 0
Color: 80% Black

Size, Quantity or Tertiary Copy
Font: Berthold Akzidenz Grotesk Light Condensed
Size: 10 pt
Tracking: 0
Color: 80% Black

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Spray Bottle
Product Descriptor

1 pint (473 ml)

Medium Typography Size Option

There are four size options for the
True Living™ Essentials typographic elements
for use on packaging. The True Living™
Essentials typographic 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. Refer to **page 9** for more info.

Product Name
The product name appears as the foremost
part of the naming hierarchy, when possible.
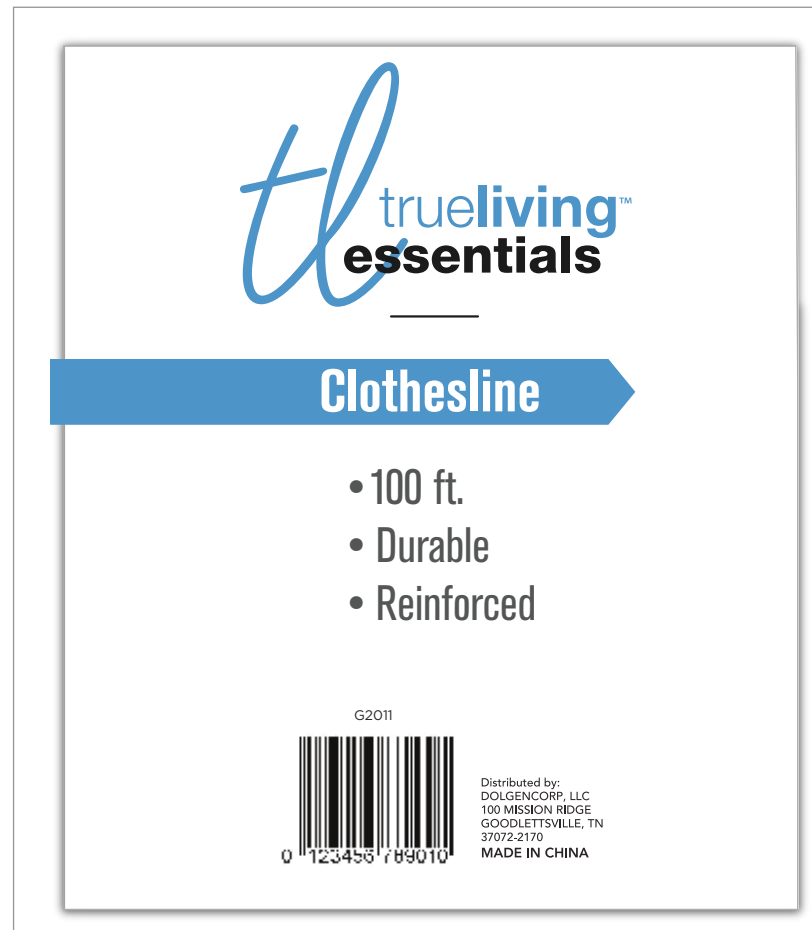The Product name starts one cap height
below the color bar element.
Font: Berthold Akzidenz Grotesk Bold
Condensed
Size: 24 pt
Color: Knock Out

Product Descriptor
Font: Berthold Akzidenz Grotesk Condensed
Size: 18 pt
Color: 80% Black

Size, Quantity or Tertiary Copy
Font: Berthold Akzidenz Grotesk Light
Condensed
Size: 12 pt
Color: 80% Black

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Clothesline

- 100 ft.
- Durable
- Reinforced

G2011

0 123456 789010

Distributed by:
DOLGENCORP, LLC
100 MISSION RIDGE
GOODLETTSVILLE, TN
37072-2170
MADE IN CHINA

Large Typography Size Option

There are four size options for the True Living™ Essentials typographic elements for use on packaging. The True Living™ Essentials typographic elements will be dictated by the size and type of package being extended, when possible.

Large Type
Large type is used on large package and box formats with a PDP between 26 and 45 sq. in. Refer to Large type is not on PDQ or shipper layouts.

Product Name
The product name appears as the foremost part of the naming hierarchy, when possible. The product name can be placed with the product descriptor beneath the product photography on large package and box formats.
Font: Berthold Akzidenz Grotesk Bold Condensed
Size: 27 pt
Color: Knock Out

Product Descriptor
Font: Berthold Akzidenz Grotesk Condensed
Size: 22 pt
Color: 80% Black

Size, Quantity or Tertiary Copy
Font: Berthold Akzidenz Grotesk Light Condensed
Size: 14 pt
Color: 80% Black

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Shoe Organizer

Contains 24 Pockets to Carry 12 Pairs of Shoes

19 in. W x 64 in. H (48.2 cm x 162 cm)

Extra Large Typography Size Option

There are four size options for the True Living™ Essentials typographic elements for use on packaging. The True Living™ Essentials typographic elements will be dictated by the size and type of package being extended, when possible.

Extra Large Type
Extra large type is used on large package and box formats with a PDP more than 45 sq. in. Refer to **page 8** for more info. Large type is not on PDQ or shipper layouts. Special instructions for PDQs and shippers can be found on **page 20**.

Product Name
The product name appears as the foremost part of the naming hierarchy, when possible. The product name can be placed with the product descriptor beneath the product photography on large package and box formats.
Font: Berthold Akzidenz Grotesk Bold Condensed
Size: 32 pt
Color: Knock Out

Product Descriptor
Font: Berthold Akzidenz Grotesk Condensed
Size: 25 pt
Color: 80% Black

Size, Quantity or Tertiary Copy
Font: Berthold Akzidenz Grotesk Light Condensed
Size: 16 pt
Color: 80% Black

---

trueliving™ essentials

Folding Ironing Board

- Riveted Durable T-leg
- Fully Adjustable Height to 35 in.
- 100% Cotton Cover: Stain and Scorch Resistant
- Extra Thick High Density Foam for Smoother Ironing
- Capped Release Lever for Comfort

52.75 in. x 13 in. (133.985 cm x 33 cm)

K0082

CARE INSTRUCTIONS
Do not machine wash. Blot spills on cover with slightly damp cloth.
FIBER CONTENT
100% Cotton Cover
100% PU Foam Pad
DISTRIBUTED BY DOLGENCORP, LLC
100 MISSION RIDGE, GOODLETTSVILLE, TN 37072
RN# 67227
MADE IN U.S.A. COVER ASSEMBLED IN MEXICO OF U.S. AND FOREIGN COMPONENTS.
PC 25626

0 35968 02191 0

MADE IN THE USA

Use on a color bkgd
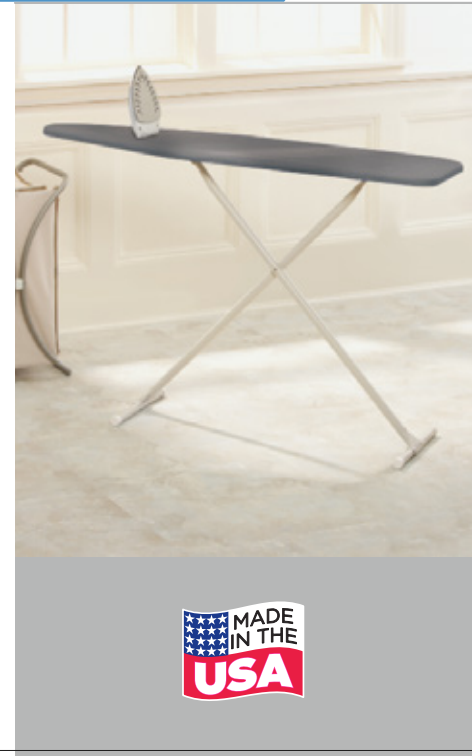
MADE IN THE USA

Use on a white bkgd

MADE IN THE USA

*Please use the approved Made in the USA logo on items produced domestically

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Extra Extra Large Typography Size Option (Furniture Boxes)

There are four size options for the True Living™ Essentials typographic elements for use on packaging. The True Living™ Essentials typographic elements will be dictated by the size and type of package being extended, when possible.

Extra Extra Large Type
Extra large type is used on large package and box formats with a PDP more than 150 sq. in. Refer to **page 8** for more info. Large type is not on PDQ or shipper layouts. Special instructions for PDQs and shippers can be found on **page 20**.

Product Name
The product name appears as the foremost part of the naming hierarchy, when possible. The product name can be placed with the product descriptor beneath the product photography on large package and box formats.
Font: Berthold Akzidenz Grotesk Bold Condensed
Size: 73 pt, 54 pt minimum
Color: Knock Out

Product Descriptor
Font: Berthold Akzidenz Grotesk Condensed
Size: 50 pt
Color: 80% Black

Size, Quantity or Tertiary Copy
Font: Berthold Akzidenz Grotesk Light Condensed
Size: 34 pt
Color: 80% Black

Include rendering of box with dimensions on front and side panels.

* Font sizes and placement will depend on the size and orientation of the package.

Color Bar will be wider for XXL pdp.

37.32 in

2.24 in

12.24 in

2.24 in

Fabricator Name: HUSEN FURNITURE (LONGNAN) CO., LTD.
Date of Production: MM/YYYYY
This product contains with composite wood that complies with CARB phase 2 section code 93120 for formaldehyde

97% Particle Board, 3% MDF

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3-Cube Organizer

- Easy to Assemble
- Buy Multiples and Build Your Own System!
- Fabric Storage Bins Sold Separately

trueliving® essentials

3-Cube Organizer

- Easy to Assemble
- Buy Multiples and Build Your Own System!
- Fabric Storage Bins Sold Separately

11.61 in. W x 10.71 in. D x 35.47 in. H (29.4 cm x 27.2 cm x 90 cm)

35.47 in.

11.61 in.   10.71 in.

3-Cube Organizer

trueliving essentials

3-Cube Organizer

trueliving essentials

trueliving® essentials

3-Cube Organizer

- Easy to Assemble
- Buy Multiples and Build Your Own System!
- Fabric Storage Bins Sold Separately

Hang Tag Layout

Hang tags come in varying sizes and should be laid out in one of two ways. Tall layout or square/horizontal layout.

Tall Layout
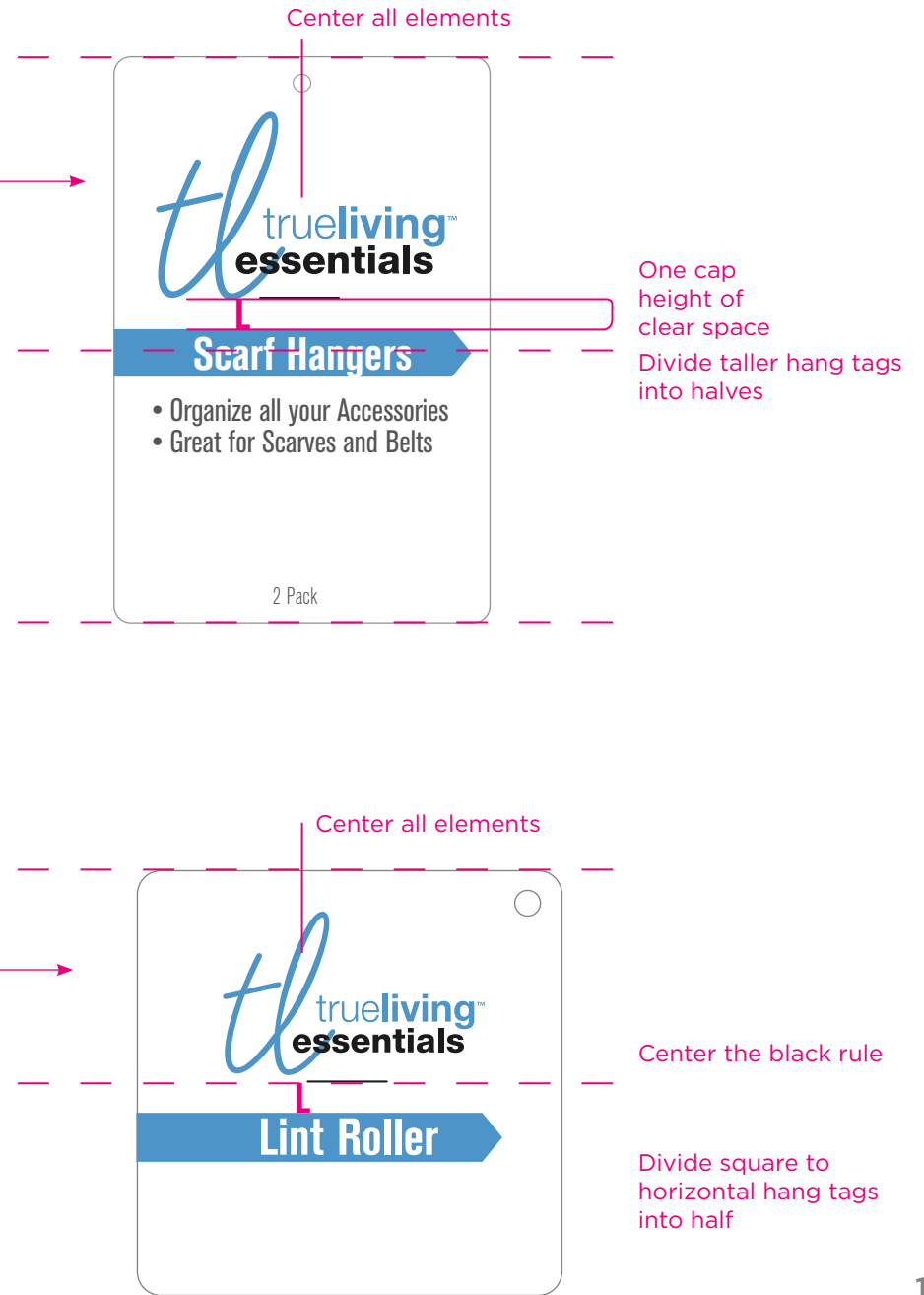Divide taller hang tags half from top to bottom. The color bar element will center vertically there.

The True Living™ Essentials logo is aligned with the center of the white space.

Square/Horizontal Layout
Divide square to horizontal hang tags into half from top to bottom. The color bar element will center vertically there.

The 70% Pantone 2935 color bar is centered on the hang tag.

The hang tags to the right are a representation for reference only.

Center all elements

One cap height of clear space

Divide taller hang tags into halves

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Scarf Hangers

• Organize all your Accessories
• Great for Scarves and Belts

2 Pack

Center all elements

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essentials

Lint Roller

Center the black rule

Divide square to horizontal hang tags into half

Label Layout

Labels come in varying sizes and should be laid out in one of two ways. Tall/Round layout or square/horizontal layout.

Tall Layout
The True Living™ Essentials logo is aligned with the center of the white space.

The 70% Pantone 2935 color bar one cap height of the Product Name down from the black rule.

Square/Horizontal Layout
Divide square to horizontal labels into half from top to bottom. The black rule is centered in the element.

The True Living™ Essentials logo is aligned with the center of the white space.

The 70% Pantone 2935 color bar one cap height of the Product Name down from the black rule.
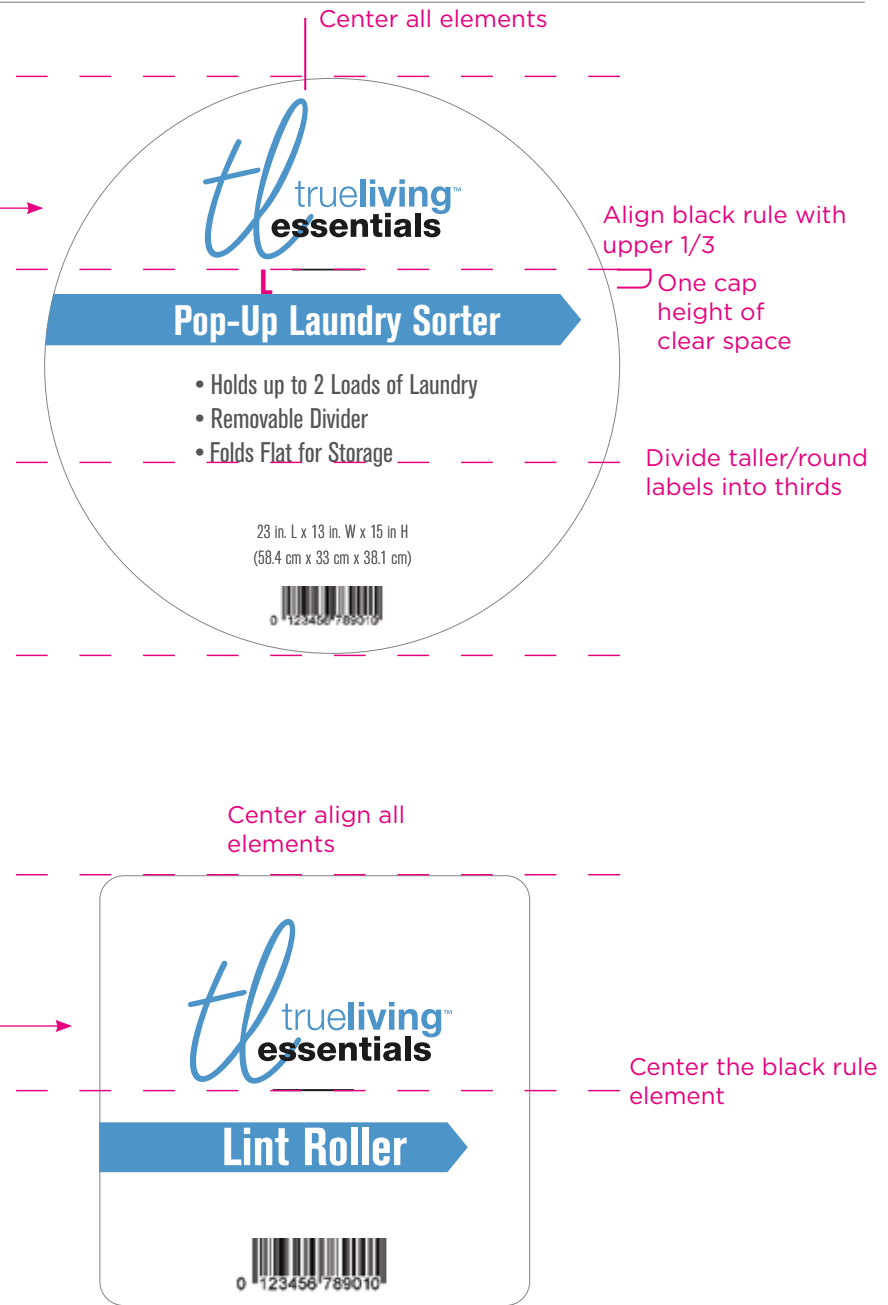
The labels to the right are a representation for reference only.

Center all elements

Align black rule with upper 1/3

One cap height of clear space

Divide taller/round labels into thirds

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Pop-Up Laundry Sorter

• Holds up to 2 Loads of Laundry
• Removable Divider
• Folds Flat for Storage

23 in. L x 13 in. W x 15 in H
(58.4 cm x 33 cm x 38.1 cm)

0 123456 789010

Center align all elements

Center the black rule element

tl trueliving™ essentials

Lint Roller

0 123456 789010

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Hang Card Layout

Divide hang cards into half from the hang tab to the base of the card, as shown. The black rule will be centered vertically

The True Living™ Essentials logo is centered in the white area starting beneath the hang tab. The logo should never violate the clear space rules described on **page 9**. If space is limited, the next smaller logo may be used.

The 70% Pantone 2935 color bar place one cap height of the Product Name down from the black rule.

The hang cards to the right are a representation for reference only.

Left align
the Logo

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Mini Self-Adhesive Hooks

Divide hang cards into half from the hang tab to the base of the card

Large Box Layout

Box with Lifestyle Image Layout
Divide boxes that contain lifestyle imagery into fourths horizontally. The left 1/2 of the box is white and the right 1/2 of the box is filled with the product image.

The logo, product name, product descriptor and size/quantity are centered in the left 1/4 of the pkg.

Photo Usage
Visual components of True Living™ Essentials packaging should collectively work to communicate the concept of "feathering your nest" with modern and practical accents that align with the fashion and aesthetic sensibilities of Dollar General shoppers throughout the nation.

Product photography should primarily focus on the product, front and center, shot in an environment that represents where the product will be used. All propping should be simple and uncluttered.

The box face to the right is a representation for reference only.

Center the elements vertically in the left 1/4

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Shoe Organizer

Contains 24 Pockets to Carry 12 pairs of shoes

19 in. W x 64 in. H (48.2 cm x 162 cm)

Divide packages with graphics into fourths

Vertical Layout

Vertical Insert or box with Lifestyle Image Layout
The logo, product name, product descriptor and size/quantity are centered vertically in the pkg.

Photo Usage
Visual components of True Living™ Essentials packaging should collectively work to communicate the concept of "feathering your nest" with modern and practical accents that align with the fashion and aesthetic sensibilities of Dollar General shoppers throughout the nation.

Product photography should primarily focus on the product, front and center, shot in an environment that represents where the product will be used. All propping should be simple and uncluttered.

The box face to the right is a representation for reference only.

Center the elements vertically

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Over the Door Shoe Rack

• Holds 18 Pairs
• Easy to Assemble
• Steel Construction

22 in. W x 62.25 in. H x 5.25 in. D
(55.8 cm x 158 cm x 13.3 cm)

PDQ A

In most cases the front panel height of this type of PDQ should always be 2.75" high.

To create enough room for the product name, the white space created for the True Living™ Essentials logo is 4" wide. When the PDQ changes in width, the logo as well as the product name remain the same size and alignment.

The PDQs shown here are a representation for reference only.

Product Name
The product name is centered in the space between the True Living™ Essentials color bar element and the Dollar General price label as well as centered on the PDQ front from top to bottom.
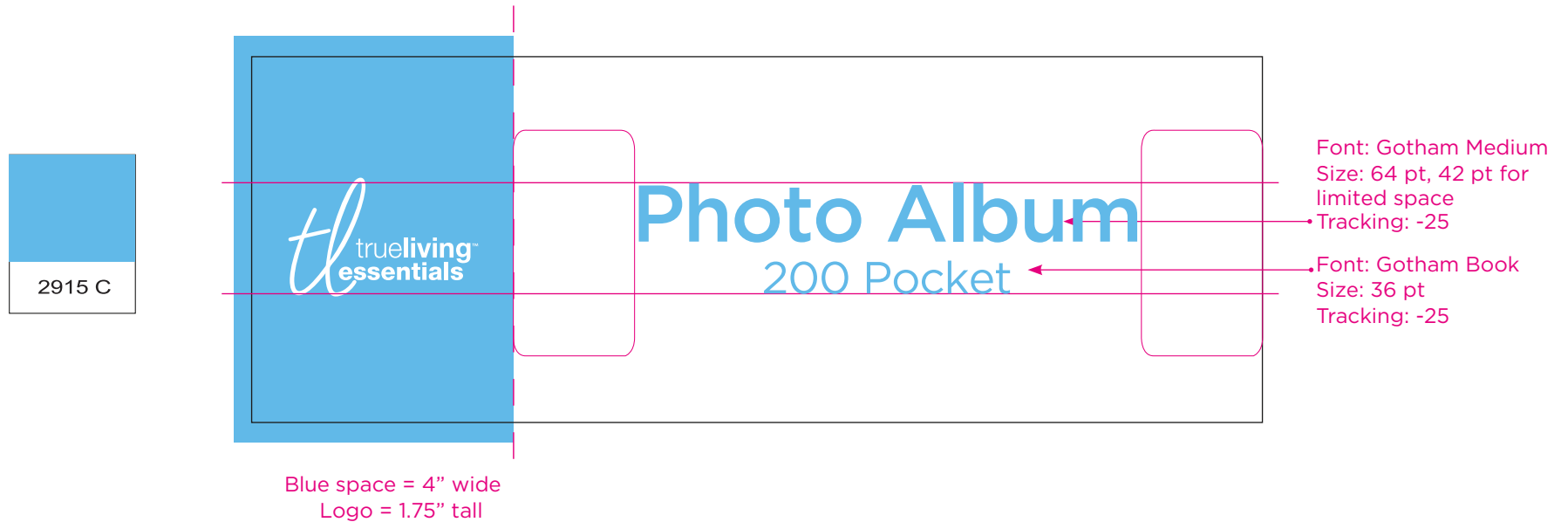Font: Gotham Medium
Size: 64 pt
Tracking: -25
Color: Knock Out

White space = 4" wide
Logo = 3.5" wide

Center product name
between color bar and price

Mesh Laundy Baskets

$3

Font: Gotham Medium
Size: 64 pt
Tracking: -25
Color: Knock Out

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Fashion Print Shoe Organizer with Hangers

$3

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White space = 4" wide
Logo = 1.75" tall

PDQ B (Unique PDQ treatment for Frames Category only)

2915 C

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Photo Album
200 Pocket

Font: Gotham Medium
Size: 64 pt, 42 pt for
limited space
Tracking: -25

Font: Gotham Book
Size: 36 pt
Tracking: -25

Blue space = 4" wide
Logo = 1.75" tall

*This logo and layout is to be used for photo and
certificate frames items only.

Card Layout and Stocking Code Placement

Cards come in varying sizes with a wide array of products placed on the card face. This limits the amount of usable space you have for graphics as product placement may interfere with the brand elements. To attempt to keep a clean and consistent brand across the True Living™ Essentials product line, cards are handled in a unique way.

Card Layout

The logo is left aligned in the top starting next to the hang tab. The logo should never violate the clear space rules. If space is limited, the next smaller logo may be used.

The 70% Pantone 2935 color bar is aligned at the base of the 1.75" measurement as shown.

Product Name Placement
The product name appears as the foremost part of the naming hierarchy and is centered on the package, when possible. The product name can be placed with the product descriptor wherever space allows on the card. The product name should never violate the clear space.

The card to the right is a representation for reference only.
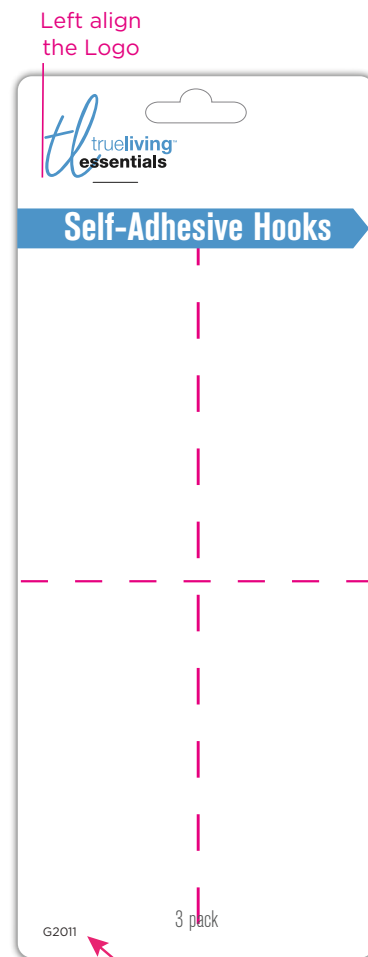
Stocking Codes
A stocking code (5 digit number) on the is added to Private Label product packaging. Not all items will get stocking codes mostly by priority, then items with multiple vendors, hard to stock, and then new items.
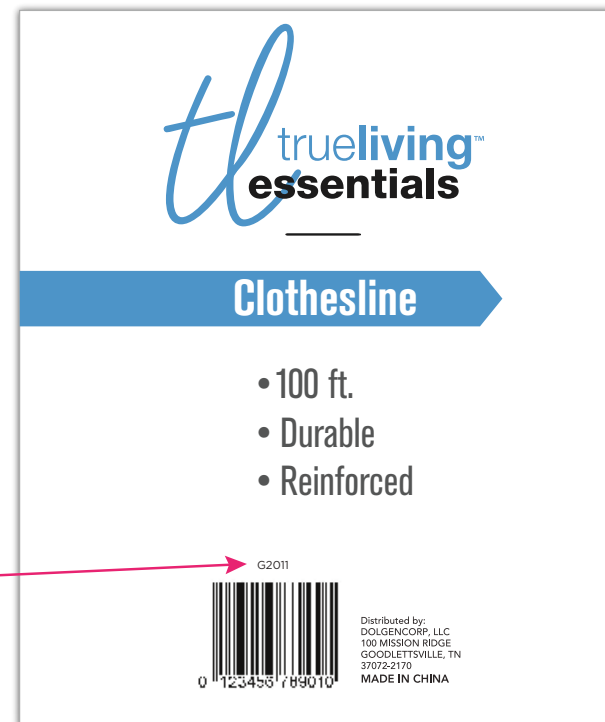
Code Placement
Peg items – code to be placed on front of package on the left side bottom of card.

Code Placement
All other items – code to be placed above UPC.

Code Font is Gotham Medium
Size to be 6 pt.

Left align the Logo

Center image top to bottom and left to right

Stocking Code

Round or Square Label with Image

Label with Image Layout
Divide labels that contain product imager into thirds from top to bottom. The top 1/3 of the label will contain the logo and color bar element, and the lower 2/3 of the label is divided in half vertically. Place the product image fills in the right bottom half facing the image toward the center.
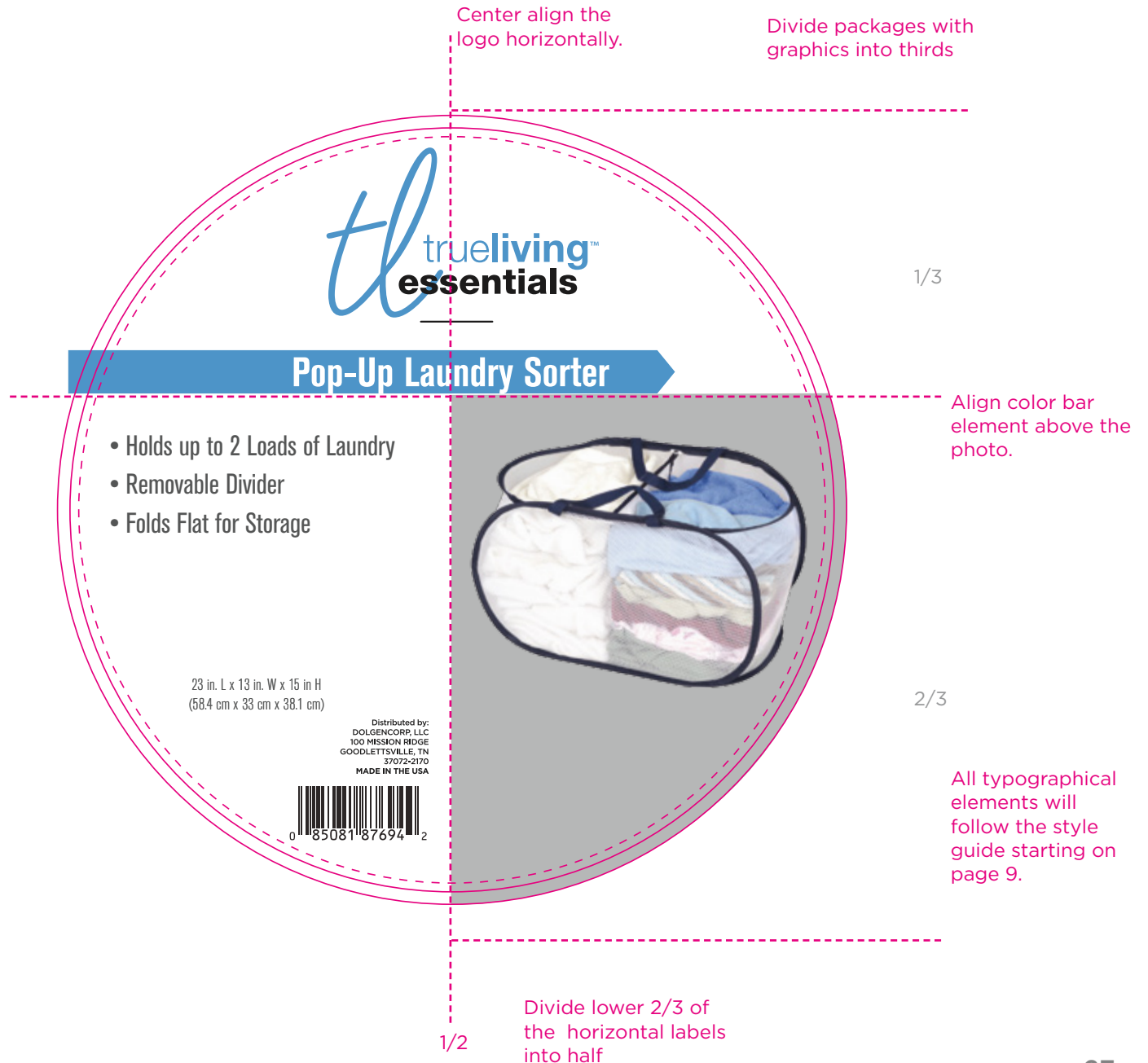
The True Living™ Essentials logo is centered in the top of the package.

Photo Usage
Visual components of True Living™ Essentials packaging should collectively work to communicate the concept of "I Can Make That Myself" with modern and practical accents that align with the fashion and aesthetic sensibilities of Dollar General shoppers throughout the nation.

Product photography should primarily focus on the outcome from using the Dollar General product. All propping should be simple and uncluttered.

The label to the right is a representation for reference only.

Center align the logo horizontally.

Divide packages with graphics into thirds

1/3

trueliving™
essentials

Pop-Up Laundry Sorter

Align color bar element above the photo.

• Holds up to 2 Loads of Laundry

• Removable Divider

• Folds Flat for Storage

23 in. L x 13 in. W x 15 in H
(58.4 cm x 33 cm x 38.1 cm)

Distributed by:
DOLGENCORP, LLC
100 MISSION RIDGE
GOODLETTSVILLE, TN
37072-2170
MADE IN THE USA

0 85081 87694 2

2/3

All typographical elements will follow the style guide starting on page 9.

Divide lower 2/3 of the horizontal labels into half

1/2

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Inspired Home - Hang Card Layout

Essentials typographic elements will be dictated by the size and type of package

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: Courier New Bold MT

Size: 12 pt
Color: White

Product Descriptor
Font: Courier New Bold MT

Size: 10 pt
Color: Black

Size, Quantity or Tertiary Copy
Font: Courier New Bold MT

Size: 8 pt
Color: Black

Inspired Home - Furniture Box

Essentials typographic elements will be
dictated by the size and type of package

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: Courier New Bold MT
Size: 53 pt
Color: White

Product Descriptor
Font: Courier New Bold MT
Size: 32 pt
Color: Black

Size, Quantity or Tertiary Copy
Font: Courier New Bold MT
Size: 20 pt
Color: Black

Font sizes may vary depending
on the size of the package.

Inspired Home - PDQ

Essentials typographic elements will be
dictated by the size and type of package

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: Courier New Bold MT
Size: 60 pt
Color: White

Product Descriptor
Font: Courier New Bold MT
Size: 26 pt
Color: Black

Size, Quantity or Tertiary Copy
Font: Courier New Bold MT
Size: 17 pt
Color: Black

Font sizes may vary depending
on the size of the package.
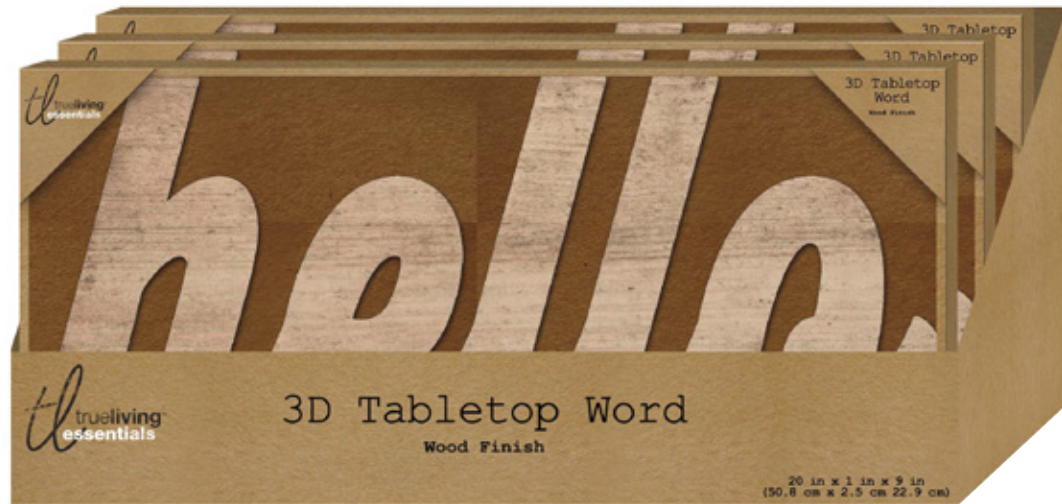
Kraft paper image
should continue
around the pdq.

Note: Package files are examples only. Dielines and contents are not final for production.