

DOLLAR GENERAL®

Generic

**Brand Guidelines 2020
UPDATED**

***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 please contact Alicia
alicia.noble@schawk.com

Vendor Checklist

	UPC Label	Hang Tag	Heat Seal or Woven Label	Hanger Loops
Accessories				
Shoes				
Socks / Hosiery				
Girls'				
Ladies'				
Men's				
Boys'				

* Any exceptions may require specialty hang tags or stickers. See pages 9-11.

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.

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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
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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



Item# SN500
(DG Item# ST1/ST8)

Color Coded Sizer -
See the order form
for more details

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

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

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 Yellow C 4X

Item# SN500
(DG Item# ST1/ST8)

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

Pantone 354C SMALL	Pantone 1795C MEDIUM	Pantone 7684C LARGE	Pantone 267C XL	Pantone 2385C 1X

Size Charts

Dollar General apparel sizes follow the below breakdowns. These sizes are required on each piece of apparel, either on the branded hangtag or as a separate hangtag that's used with the branded tag. See pages 8-9 and 13-14 for size tags options.

Newborn/ Infant/ Toddler

0/3 M	Weight 8-12 lbs	Height 20-24"
3/6 M	Weight 12-17 lbs	Height 24-27"
6/9 M	Weight 17-21 lbs	Height 27-29"
12M	Weight 21-25 lbs	Height 29-30"
18M	Weight 25-28 lbs	Height 30-32"
24M	Weight 28-30 lbs	Height 32-34"
2T	Weight 29-31 lbs	Height 35-37"
3T	Weight 31-33 lbs	Height 37-39"
4T	Weight 34-37 lbs	Height 39-41"

Boys'

XS 4/5	Height 40-44"	Chest 22-23"	Waist 21-22"	Hips 23-24"
S 6/7	Height 45-49"	Chest 24-25"	Waist 22-23"	Hips 25-26"
M 8/10	Height 50-55"	Chest 26-27"	Waist 24-25"	Hips 28-29"
L 12/14	Height 56-62"	Chest 28-30"	Waist 26-28"	Hips 30-32"
XL 16/18	Height 63-67"	Chest 31-33"	Waist 30-31"	Hips 34-36"

Men's

S	Chest 38"	Waist 32½"	Hips 37½"
M	Chest 40"	Waist 34½"	Hips 39½"
L	Chest 42"	Waist 36½"	Hips 41½"
XL	Chest 44"	Waist 38½"	Hips 43"
2XL	Chest 52"	Waist 50"	Hips 49"

Girls'

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











Ladies'

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

Ladies' Plus

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

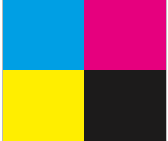


Hanger Guide

HANGER PICTURE	HANGER SIZE	HANGER #	COLOR	COMPOSITION	DESCRIPTION	APPLICATION
TOP HANGERS						
	10"	495	Natural/clear	PP	Top hanger	Newborn, Infant, Toddler
	12"	496	Natural/clear	PP	Top hanger	Newborn, Infant, Toddler Girls: 4-6x Boy's: XS-S , 4-7
	15"	472	Natural/clear	PP	Top hanger	Boys: M-XL ,8-18 Girls: 7-16
	17"	467	Natural/clear	PP	Top hanger	Missy S-XL Men's S-XL
	19"	509/529	Natural/clear	PP	Top hanger	Plus Women's 1X-3X Men's 2XL-3XL Heavy weight Men's M -3XL
BOTTOM HANGERS						
	8"	6108 / 6608	Natural/clear	PP	Pinch grip/Pinch grip with soft pads	Infant & Toddler Boys: 4-7, XS-S Girls: 4-6x Ladies scrub pants : S-L
	10"	6110 / 6610	Natural/clear	PP	Pinch grip/Pinch grip with soft pads	Boys: 8-18, M-L Girls: 7-16 Plus size scrub pants: 1X-2X
	8"	9608 / 6808	Natural/clear	PP	Loop top pinch grip/Loop top pinch grip with soft pads	Infant & Toddler Boys: 4-7 Girls: 4-6x
	10"	9610 / 6810	Natural/clear	PP	Loop top pinch grip/Loop top pinch grip with soft pads	Boys: 8-18 Girls: 7-16
	12"	6112 / 6612	Natural/clear	PP	Pinch grip/Pinch grip with soft pads	Missy S-XL Men's S-L
	12"	9612 / 6812	Natural/clear	PP	Loop top pinch grip/Loop top pinch grip with soft pads	Missy S-XL Men's S-L
	14"	6114 / 6614	Natural/clear	PP	Pinch grip/Pinch grip with soft pads	Plus Women's 1X-3X Men's M-3XL
	14"	9614 / 6814	Natural/clear	PP	Loop top pinch grip/Loop top pinch grip with soft pads	Plus Women's 1X-3X Men's M-3XL
BOTTOM HANGERS (loop)						
	8"	9408	Natural/clear	PP	Pinch Grip Coordinate Loop Hanger	Girls: 4-6X
	10"	9410	Natural/clear	PP	Pinch Grip Coordinate Loop Hanger	Girls: 7-16
	12"	9412	Natural/clear	PP	Pinch grip/Pinch grip with soft pads	Missy S-XL Men's S-L
	14"	9414	Natural/clear	PP	Pinch grip/Pinch grip with soft pads	Plus Women's 1X-3X Men's M-3XL
FRAMES / SETS						
	8"	2397	Natural/clear	PP	2pcs Bottom	New Born
	10"	401	Natural/clear	PP	Double top w/ 1 1/4" drop	Newborn and Infant
	8 3/4"	4653	Natural/clear	PP	Top hanger	New Born
	10 X 8.5"	951	Natural/clear	PP	Frame hanger-sets	Newborn and Infant
	12 X 10"	959	Natural/clear	PP	Frame hanger-sets	Toddler Girls: 4-8
	10" w/ 4" Drop	410	Natural/clear		Top hanger w/ 4" drop bottom (1 TOP + 1 BTM)	Newborn and infant
	12" w/ 4" Drop	429	Natural/clear	PP	Top hanger w/ 4" drop bottom (1 TOP + 1 BTM)	Toddler Boys: XS-S
	15" w w/ 7" Drop	425	Natural/clear	PP	Top hanger 15" with 7" top (1 top + 1 bottom)	Boys: M-XL Girls: 4-8
	10" w/ 3" Drop	4410	Natural/clear	PP	Double Top hanger w/ 3" drop bottom (2 SETS TOP + BTM)	Newborn
	12" w/ 3" Drop	DG-4412	Natural/clear	PP	Double Top hanger w/ 3" drop bottom (2 SETS TOP + BTM)	Toddler Boys: XS - S
	15" w/ 4" Drop	DG-4415	Natural/clear	PP	Double Top hanger w/ 4" drop bottom (2 SETS TOP + BTM)	Boys: M-XL
	12"	8112	Natural/clear	PP	Pinch grip/Pinch grip with soft pads	Swim Ladies S-XL

Generic

FONTS USED:
Gotham Bold Reg.
Gotham Book Reg.
Seravek Bold Italic
Helvetica Reg.

COLORS USED:

 CMYK	 100% Black	 PMS YELLOW C
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Generic Hang Tags

THIS HANG TAG IS FOR ONLY ONE PRICE.

GENERIC HANG TAG DG19_HT012



STOCK C1S 10 pt.
FINAL SIZE 26 mm x 64 mm
Color Dot Color (color code by season)
 BLACK, PMS Yellow C
Font Season/Dept code: Helvetica Regular (Back Only) 7.5pt
 SKU: Helvetica Regular (Back Only) 7.5pt
 Size: Gotham Bold (Back Only) 12 pt
 Tracking # : Gotham Narrow Medium (Back Only) 6pt
 Price: Gotham Bold Reg (Back only)
 Use "12 PP Masterexample.ai" for correct price fonts
 Distribution : Helvetica Regular 3.5pt

THIS HANG TAG IS FOR ONLY ONE PRICE.

GENERIC HANG TAG DG20_HT012S



STOCK C1S 10 pt.
FINAL SIZE 26 mm x 64 mm
Color Dot Color (color code by season)
 BLACK, PMS Yellow C
Font Season/Dept code: Helvetica Regular (Back Only) 7.5pt
 SKU: Helvetica Regular (Back Only) 7.5pt
 Size: Gotham Bold (Back Only) 12 pt
 Size Chart: Helvetica LT Roman Narrow (Back Only) 5 pt
 Tracking # : Gotham Narrow Medium (Back Only) 6pt
 Price: Gotham Bold Reg (Back only)
 Use "12 PP Masterexample.ai" for correct price fonts
 Distribution : Helvetica Regular 3.5pt

Generic Hang Tags

THIS HANG TAG IS FOR *MULTIPLE* PRICING.

GENERIC HANG TAG DG19_HT0121



STOCK C1S 10 pt.
FINAL SIZE 26 mm x 64 mm
Color Dot Color (color code by season)
 BLACK, PMS Yellow C
Font Season/Dept code: Helvetica Regular (Back Only) 7.5pt
 SKU: Helvetica Regular (Back Only) 7.5pt
 Size: Gotham Bold (Back Only) 12 pt
 Tracking # : Gotham Narrow Medium (Back Only) 6pt
 Price: Gotham Bold Reg (Back only)
 Use "12 PP Masterexample.ai" for correct price fonts
 Distribution: Helvetica Regular 3.5pt

THIS HANG TAG IS FOR *MULTIPLE* PRICING.

GENERIC HANG TAG DG20_HT0121S



STOCK C1S 10 pt.
FINAL SIZE 26 mm x 64 mm
Color Dot Color (color code by season)
 BLACK, PMS Yellow C
Font Season/Dept code: Helvetica Regular (Back Only) 7.5pt
 SKU: Helvetica Regular (Back Only) 7.5pt
 Size: Gotham Bold (Back Only) 12 pt
 Size Chart: Helvetica LT Roman Narrow (Back Only) 5 pt
 Tracking # : Gotham Narrow Medium (Back Only) 6pt
 Price: Gotham Bold Reg (Back only)
 Use "12 PP Masterexample.ai" for correct price fonts
 Distribution: Helvetica Regular 3.5pt

Softlines Price Ticket Information

RED PANTONE 485
COM95Y100K0



BLUE WAS PANTONE 300-NOW PANTONE 279
C68M34Y0K0



WHITE



GRAY PANTONE 422
COM0Y0K33



PINK PANTONE MAGENTA
COM100Y0K0



YELLOW WAS PANTONE 102-NOW PANTONE YELLOW
COM0Y100K



LITE LIME GREEN PANTONE 375
C41M0Y78K0



AQUA PANTONE 311
C63M0Y12K0



ORANGE PANTONE 165
COM74Y95K0



YELLOW PANTONE 115
C2M12Y94K0



GREEN PANTONE 355
C94M0Y100K0



Tracking Number
Format-
Children's Items
ONLY



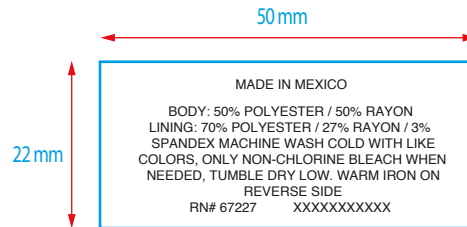
XXXXXXXXXXXX

TRACKING NUMBER

Fill in the XX00 with the correct season code: example SS20
a. Season Code should contain:

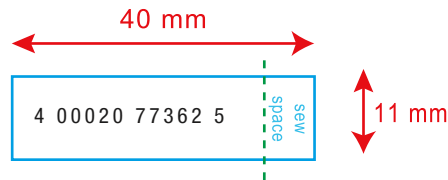
- i. **FW** = Fall/Winter
- ii. **SS** = Spring/Summer
- iii. 2 digit year (ex. 15)
- iv. *This information can be found on the item setup form provided by the buyer

Generic Heat Transfers / Printed Labels



GENERIC HEAT SEAL DG12_HTL_A

STOCK Paper/Clear
FINAL SIZE 50 mm x 22 mm
Color 1 Front Black
Font Helvetica Regular 5.5pt



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.

Generic Specialty Hang Tags

CUT - DO NOT PRINT



GENERIC HANG TAG DG15_HT044A

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



GENERIC HANG TAG DG15_HT044B

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



GENERIC HANG TAG DG15_HT088

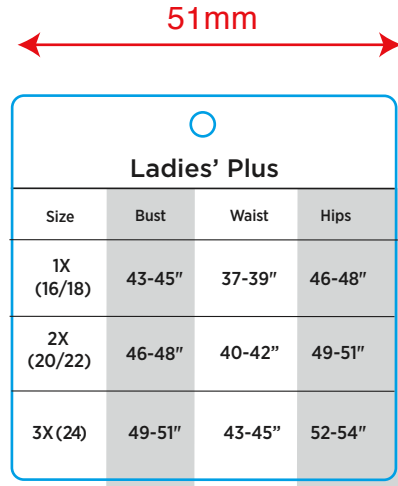
STOCK C1S 10 pt.
FINAL SIZE 30 mm x 84 mm
Color PMS 432 C
 BLACK

Generic Specialty Hang Tags



GENERIC HANG TAG DG15_HT054A

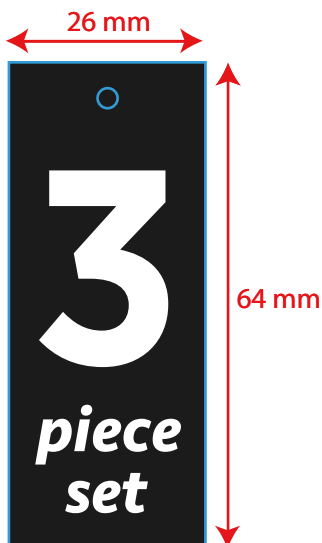
STOCK C1S 10 pt.
FINAL SIZE 30 mm x 84 mm
Color PMS 432 C
 BLACK



Size Hang Tag

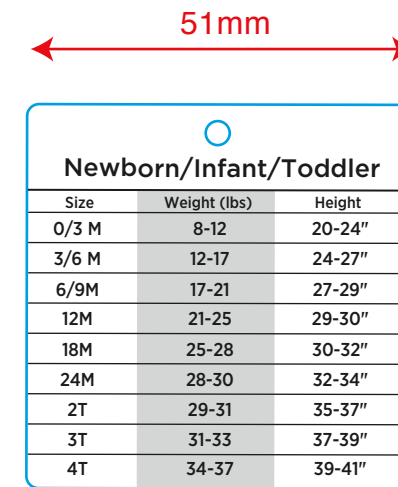
DG20_LP_HT030

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



GENERIC HANG TAG DG15_HT054B

STOCK C1S 10 pt.
FINAL SIZE 30 mm x 84 mm
Color PMS 432 C
 BLACK



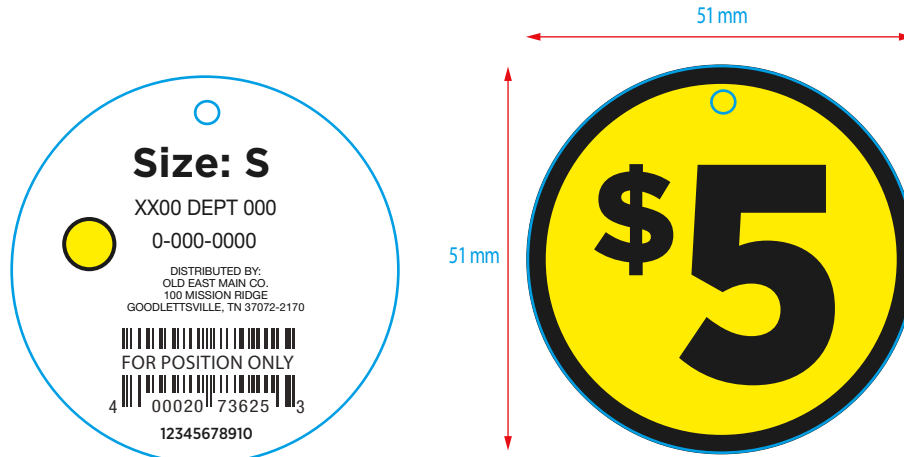
Size Hang Tag

DG20_T_HT030

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

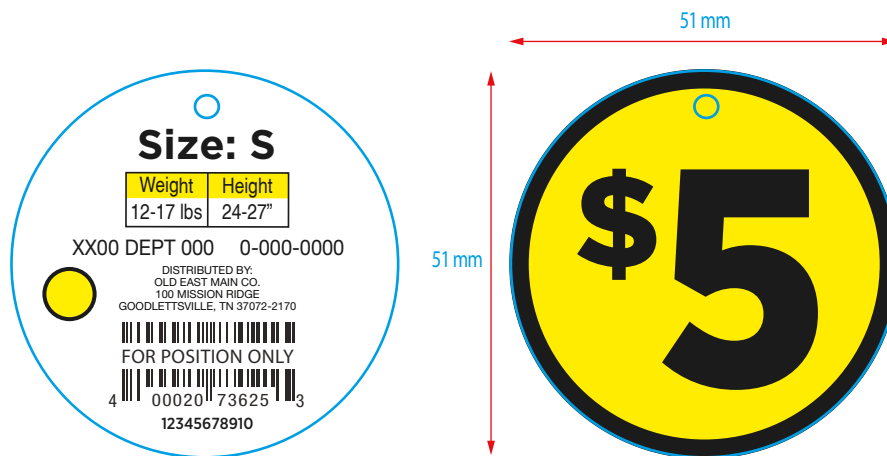
Generic Specialty Hang Tags

CUT - DO NOT PRINT



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

Generic Specialty Hang Tags

Men's				
Size	Chest	Waist	Hips	
S	38"	32½"	37½"	
M	40"	34½"	39½"	
L	42"	36½"	41½"	
XL	44"	38½"	43"	
2XL	52"	50"	49"	

Size Hang Tag
DG20_M_HT030

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

Boys'				
Size	Height	Chest	Waist	Hips
XS 4/5	40-44"	22-23"	21-22"	23-24"
S 6/7	45-49"	24-25"	22-23"	25-26"
M 8/10	50-55"	26-27"	24-25"	28-29"
L 12/14	56-62"	28-30"	26-28"	30-32"
XL 16/18	63-67"	31-33"	30-31"	34-36"

Size Hang Tag
DG20_B_HT030

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

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

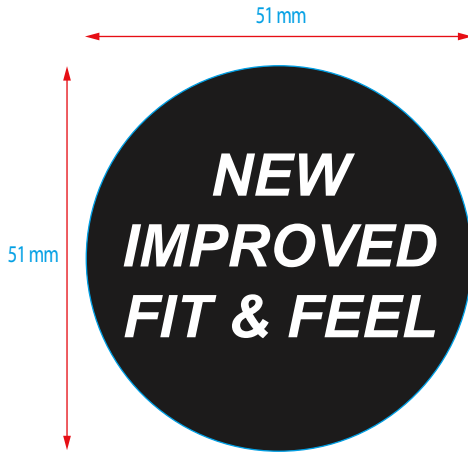
Ladies'			
Size	Bust	Waist	Hips
S(4/6)	34-45"	27-28"	37-38"
M(8/10)	36-37"	29-30"	39-40"
L(12/14)	38-39½"	31-32½"	41-42½"
XL(16)	40½-42"	33½-35"	43½-45"

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

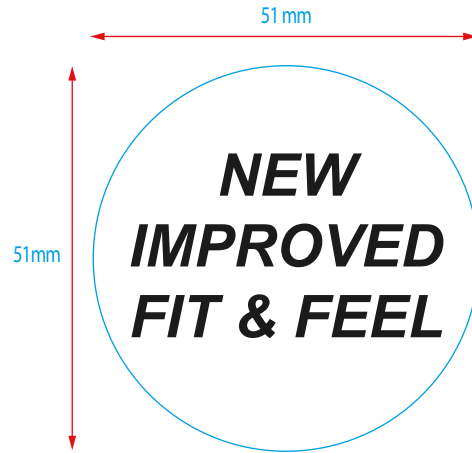
Generic Specialty Stickers

CUT - DO NOT PRINT



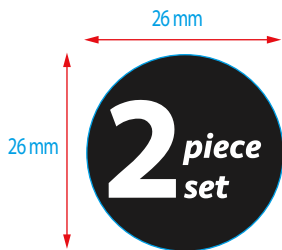
GENERIC STICKER DG13_SS052

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



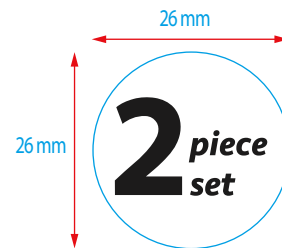
GENERIC STICKER DG13_SS052A

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



GENERIC STICKER DG12_SS024

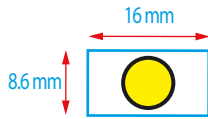
STOCK TRANSCODE WHITE W S4900 ADHESIVE
FINAL SIZE 26mm x 26 mm
Color BLACK



GENERIC STICKER DG12_SS024B

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

Generic Specialty Stickers



GENERIC STICKER DG13_SS028

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

Front

51mm

51mm



Back



SPORTS FABRIC TAG DG12_HT020

STOCK C1S 10 pt.
FINAL SIZE 51 mm x 51 mm
Color 2 Color Pantone 3005C Front
 2 Color Pantone 3005C Back

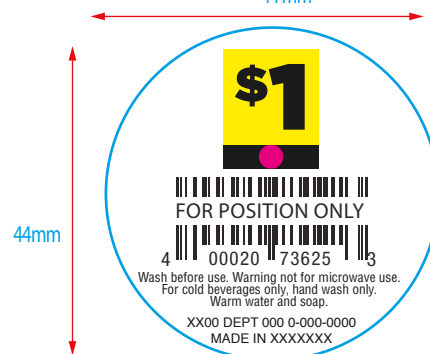
38mm



GENERIC STICKER DG13_SS055

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

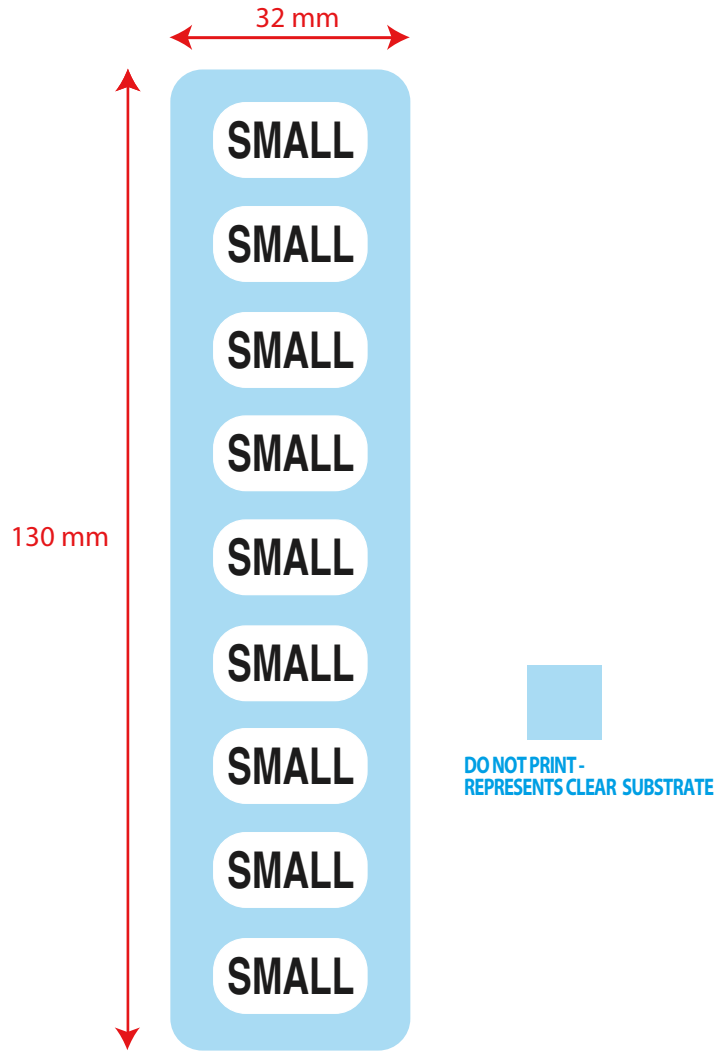
44mm



GENERIC STICKER DG13_SS058

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

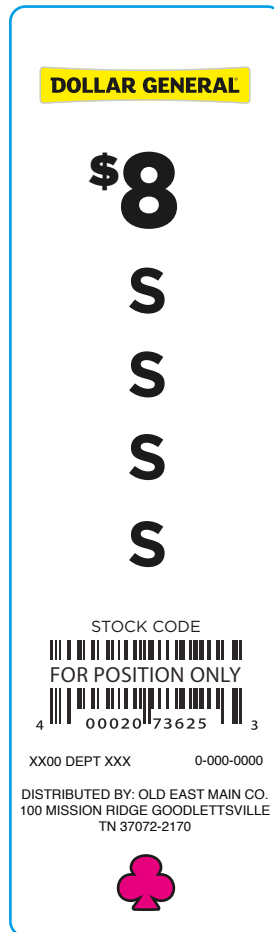
Generic Specialty Stickers



GENERIC STICKER DG18_SS01

STOCK	CLEAR STICKER ADHESIVE
FINAL SIZE	32 mm x 130 mm
Color	BLACK, WHITE

Generic Specialty Stickers



CMYK

SIZE STICKER DG19_SS003

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.
Gotham Book 6 pt. (Stocking Code)

PDQ Specifications

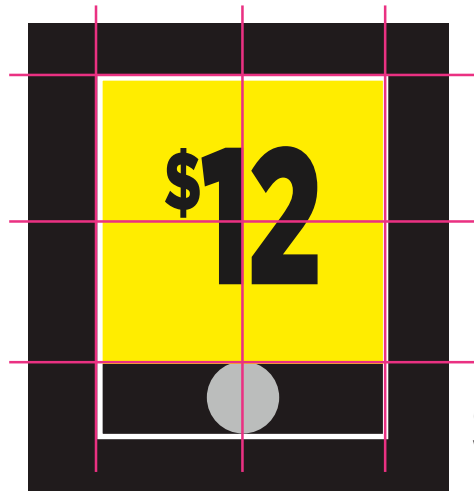
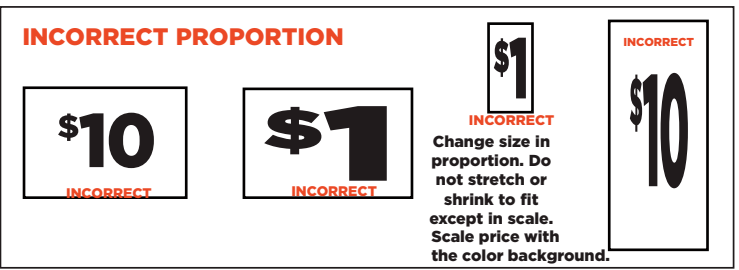
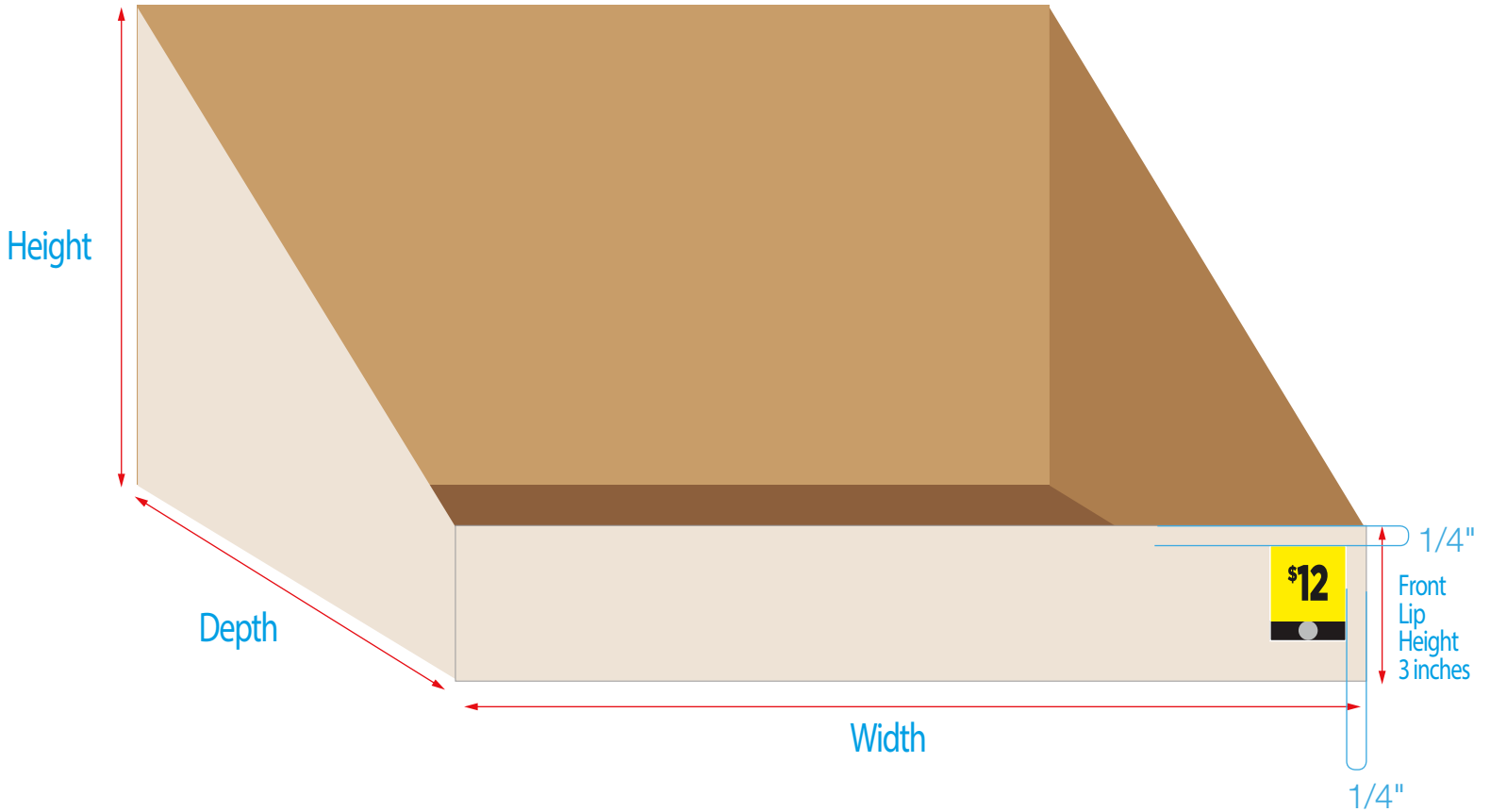
***Dimensions may vary:**

Max Width: 15" or 30"

Max Depth: 14"

Height: Height of product in pdq

Front Lip: 3"



Use price points from file "12 PP Masterexample.ai"

Clearance Dot color will vary.