



Brand Guidelines | 2017  
Apparel

Revised - 6/16/17

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: 212-813-2946

**Hang Tags and Adhesive Labels**  
**Fineline Technologies**

Orders: [www.finelineglobal.com/fasttrak/](http://www.finelineglobal.com/fasttrak/)

US Support: Jamilah Dotson  
Email: [jdotson@finelinetech.com](mailto:jdotson@finelinetech.com)  
Phone: 800-500-8687 x3304

Non-US Support: Jan Ling - [jling@finelinetech.com.hk](mailto:jling@finelinetech.com.hk)  
Email: [support@finelinetech.com.hk](mailto:support@finelinetech.com.hk)  
Phone: 852-2156-9788

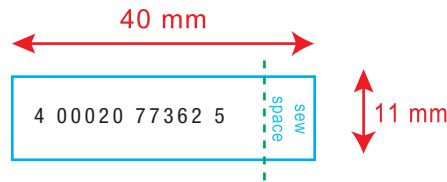
If there are questions please contact Alicia Greer: [alicia.greer@schawk.com](mailto:alicia.greer@schawk.com)

# Vendor Checklist

	UPC Label	Hang Tag	Heat Seal or Woven Label	Hanger
Open Trails Boys'				
Open Trails Men's				

\* Any exceptions may require specialty hang tags or stickers. See pages 6-7

**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  
COMOY100K  
 **Use on SS16**

**WHITE**  
 **Use on SS16**

**BLUE** WAS PANTONE 300-NOW PANTONE 279  
C68M34Y0K0  
 **Use on FW16**

**RED** PANTONE 485  
COM95Y100K0  
 **Use on FW16**

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

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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  
 TEL: 212-813-2944

PO NUMBER	SEASON CODE	YEAR CODE	DEPARTMENT #	SKU	SIZE	UPC	RETAIL	DOT COLOR	QTY ORDERED	TRACKING NUMBER
PO# 100	EX SP	EX 11	EX 320	EX 5-001-5856	EX M	EX 0000581861	choose from dropdown menu	EX GREY	EX 100	

**Hang Tags and Adhesive Labels**  
**Fineline Technologies**

Orders: [www.finelineglobal.com/fasttrak/](http://www.finelineglobal.com/fasttrak/)

US Support: Jamilah Dotson  
 Email: [jdotson@finelinetech.com](mailto:jdotson@finelinetech.com)  
 Phone: 800-500-8687 x3304

Non-US Support: Jan Ling - [jling@finelinetech.com.hk](mailto:jling@finelinetech.com.hk)  
 Email: [support@finelinetech.com.hk](mailto: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 sizes  
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
S	M	L	XL	1X	2X	3X	4X	A	B	C	D	DD

Item# SN500  
(DG Item# ST1/ST8)

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

# Hanger Size and Description

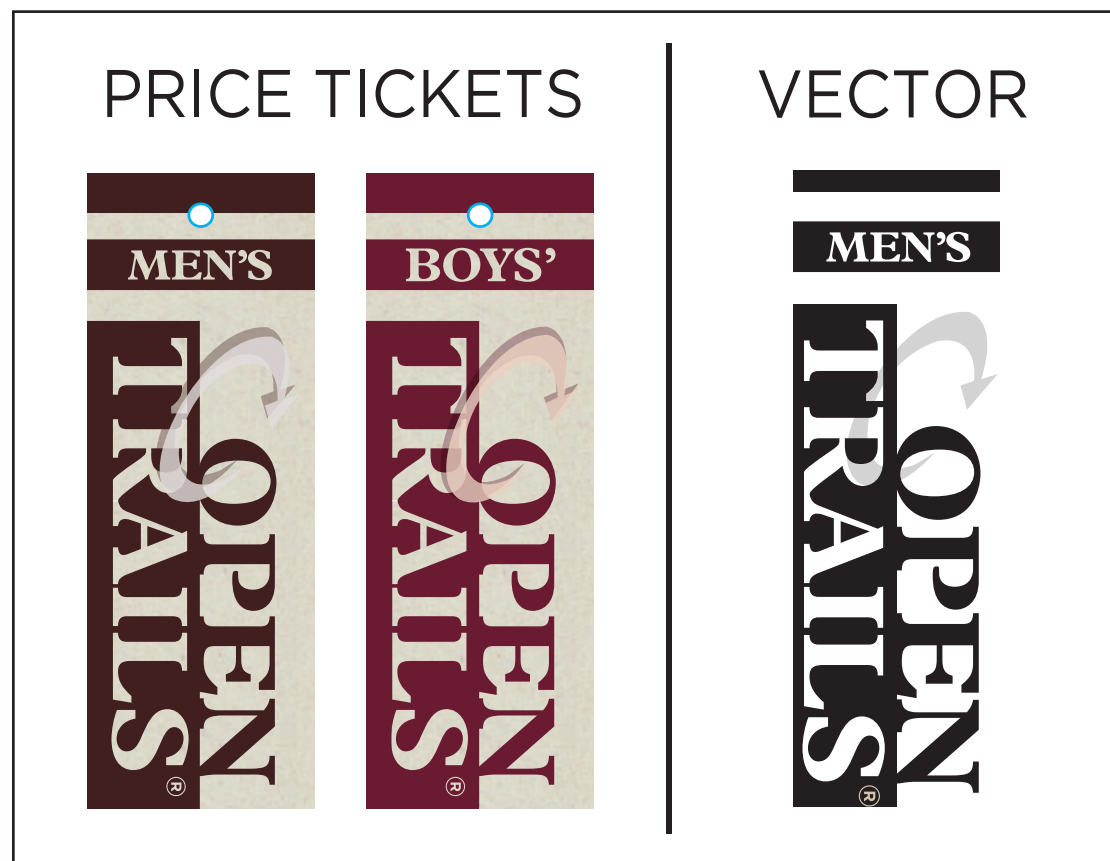
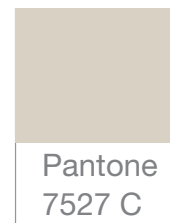
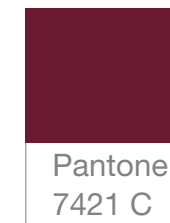
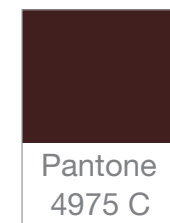
Hanger pictures	DG item#	Item#	Colour/Material	Sizes, Description	Application
	DG 495	495N	Natural / PP	10" Top	Newborn, Infant, Toddler
	DG 496	496N	Natural / PP	12" Top	Boy's: XS-S
	DG 472	472N	Natural / PP	15" Top	Boys: M-XL
	DG 467	467N	Natural / PP	17" Top	Light weight apparel Men's XS-L
	DG 509	509N	Natural / PP	19" Heavy Weight Top	Heavy weight apparel
<b>Bottoms</b> 	DG 6108	6108N	Natural / PP	8" Pinch Grip	Infant & Toddler Boys: 4-7
	DG 6110	6110N	Natural / PP	10" Pinch Grip	Boys: 8-18
	DG 6112	6112N	Natural / PP	12" Pinch Grip	Men's S-L
	DG 6114	6114N	Natural / PP	14" Pinch Grip	Men's XS-L
	DG 6608	6608N	Natural / PP	8" Pinch Grip with Pad	Infant & Toddler Boys: 4-7
	DG 6610	6610N	Natural / PP	10" Pinch Grip with Pad	Boys: 8-18
	DG 6612	6612N	Natural / PP	12" Pinch Grip with Pad	Men's S-L
	DG 6614	6614N	Natural / PP	14" Pinch Grip with Pad	Men's XS-L
<b>Coord. Loop</b> (To be used with the Tops Hanger) 	DG 9408	9408N	Natural / PP	8" Pinch Grip / Loop	Infant & Toddler Boys: 4-7
	DG 9410	9410N	Natural / PP	10" Pinch Grip / Loop	Boys: 8-18
	DG 9412	9412N	Natural / PP	12" Pinch Grip / Loop	Men's S-L
	DG 6714	6714N	Natural / PP	14" Pinch Grip / Loop	Men's XS-L
	DG 6808	6808N	Natural / PP	8" Pinch Grip with Pad / Loop	Infant & Toddler Boys: 4-7
	DG 6810	6810N	Natural / PP	10" Pinch Grip with Pad / Loop	Boys: 8-18
	DG 6812	6812N	Natural / PP	12" Pinch Grip with Pad / Loop	Men's S-L
	DG 6814	6814N	Natural / PP	14" Pinch Grip with Pad / Loop	Men's XS-L
<b>Sets &amp; Frames</b> 	DG 425	425N	Natural / PP	15" Set Hanger with 7" Drop	Infant, Toddler
	DG 410	410N	Natural / PP	10" Set Hanger Wity 4" Drop	Newborn, Infant
	DG 401	D401N	Natural / PP	10" Double Top	Newborn, Infant, Toddler
	DG 4410	4410N	Natural / PP	10" Double Top with 7" bottom Set Hanger	Newborn, Infant, Toddler
	DG 4412	4412N	Natural / PP	12" Double Top with 8" bottom Set Hanger	Newborn, Infant, Toddler
	DG 951	951N	Natural / PP	10" x 8.5" Frame Hanger	Newborn, Infant, Toddler
	DG 959	959N	Natural / PP	12" x 10" Frame Hanger	Newborn, Infant, Toddler

# Introduction



FONTS USED:  
**GOTHAM BOLD REG.**  
GOTHAM BOOK REG.  
**PLANTIN STD**  
Helvetica Regular

  
All Tags and Labels Print  
CMYK Pantone Match



The Bottom (Dark) Arrow  
is 100% Pantone Color  
at a 35% Opacity.

The Top (Light) Arrow  
is 15% Pantone Color  
at a 80% Opacity.



MEN'S



BOYS'

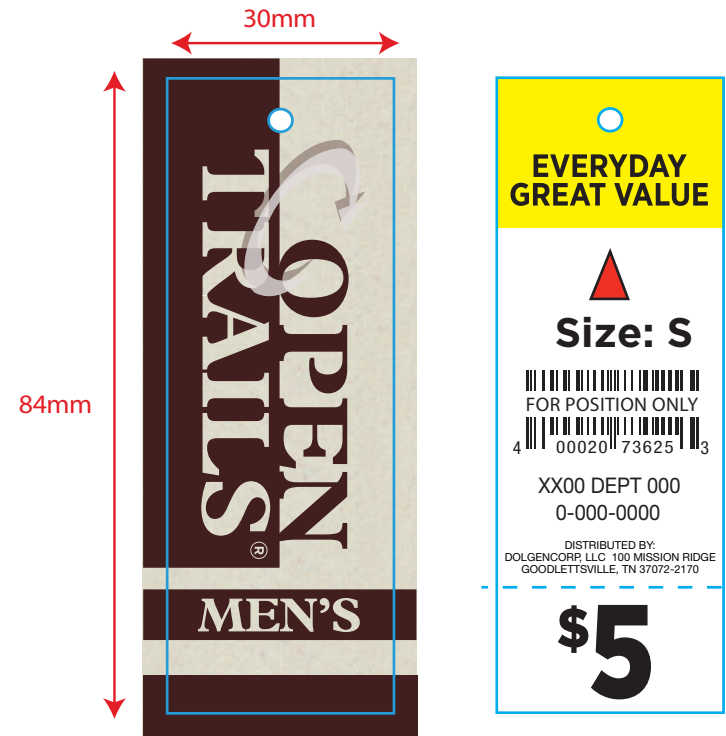


Background

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

# Open Trails - Hang Tags

For Clearance shape and color options see page 1.



## PRICE TICKET OT12\_M\_HT001

**STOCK** C1S 10pt.  
**FINAL SIZE** 30 mm x 84 mm  
**Color** 4 Color Process PMS 4975 Match Front  
 3 Color Back  
**Font** Plantin-Std-Bold 19pt.  
**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) 49 pt  
 Use Standard Price Point File

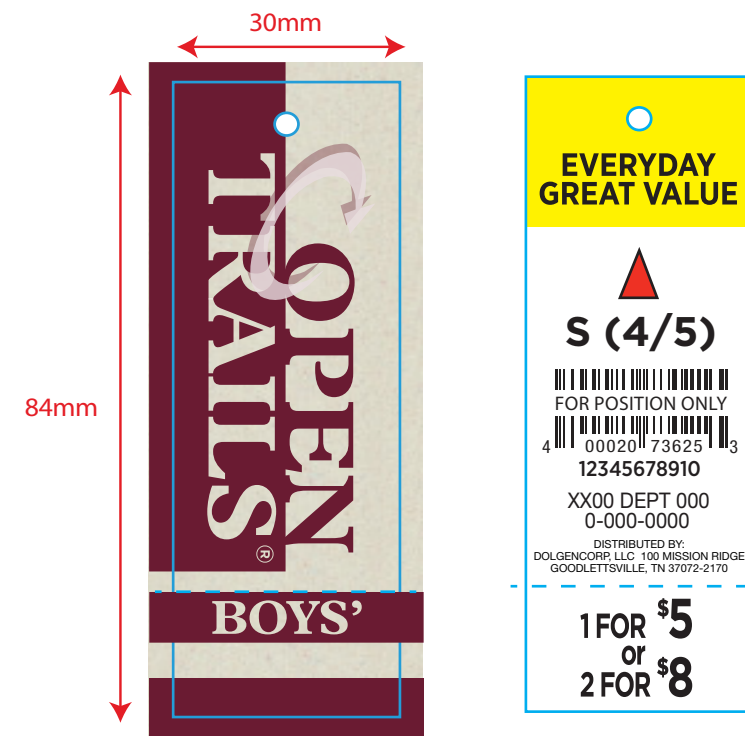
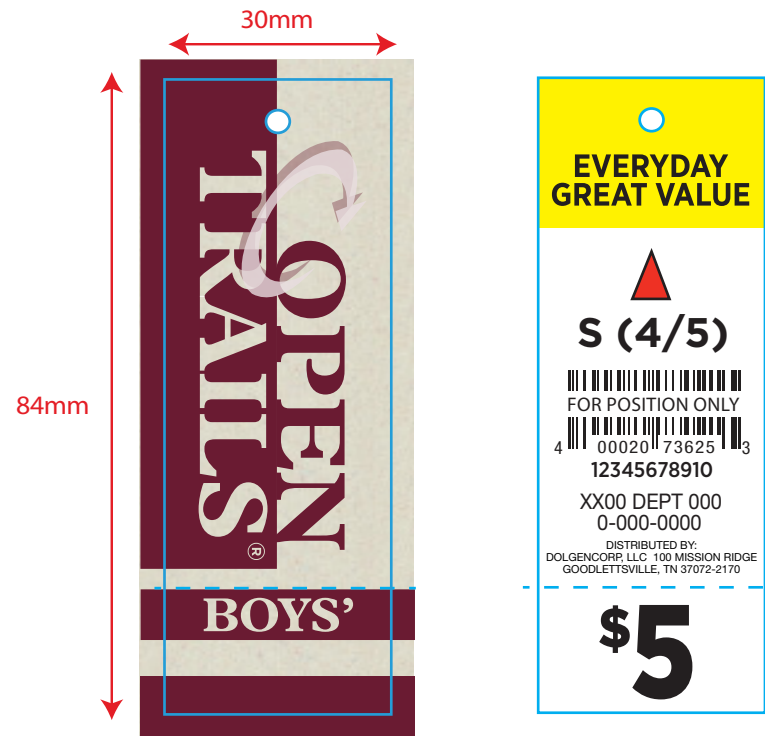
## PRICE TICKET OT12\_M\_HT0011

**STOCK** C1S 10pt.  
**FINAL SIZE** 30 mm x 84 mm  
**Color** 4 Color Process PMS 4975 Match Front  
 3 Color Back  
**Font** Plantin-Std-Bold 19pt.  
**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



# Open Trails - Hang Tags

For Clearance shape and color options see page 1.



## PRICE TICKET OT12\_B\_HT014

STOCK C1S 10pt.  
 FINAL SIZE 30 mm x 84 mm  
 Color 4 Color Process Front - 3 Color Back  
 Font Plantin-Std-Bold 19pt.  
 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) 49 pt  
 Use Standard Price Point File

## PRICE TICKET OT12\_B\_HT0141

STOCK C1S 10pt.  
 FINAL SIZE 30 mm x 84 mm  
 Color 4 Color Process Front - 3 Color Back  
 Font Plantin-Std-Bold 19pt.  
 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

# Open Trails - Specialty Hang Tags



**GENERIC HANG TAG** DG15\_HT044A

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



**GENERIC HANG TAG** DG15\_HT044B

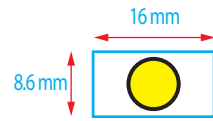
STOCK C1S 10 pt.  
 FINAL SIZE 30 mm x 84 mm  
 Color PMS432 C  
 BLACK



**GENERIC HANG TAG** DG15\_HT088

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

# Open Trails - Specialty Stickers



**GENERIC STICKER** DG13\_SS028

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



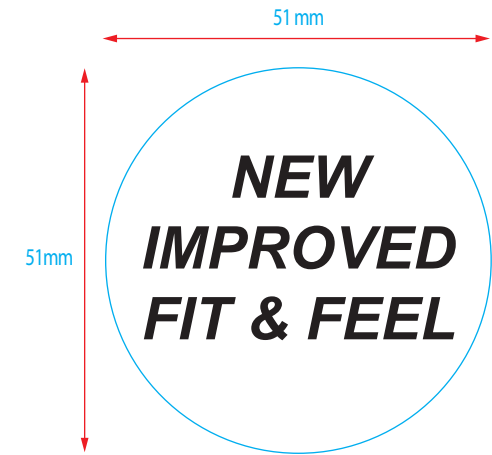
**GENERIC STICKER** DG13\_SS055

**STOCK** WHITE STICKER ADHESIVE PAPER  
**FINAL SIZE** 38 mm x 38 mm  
**Color** BLACK, PMS YELLOW



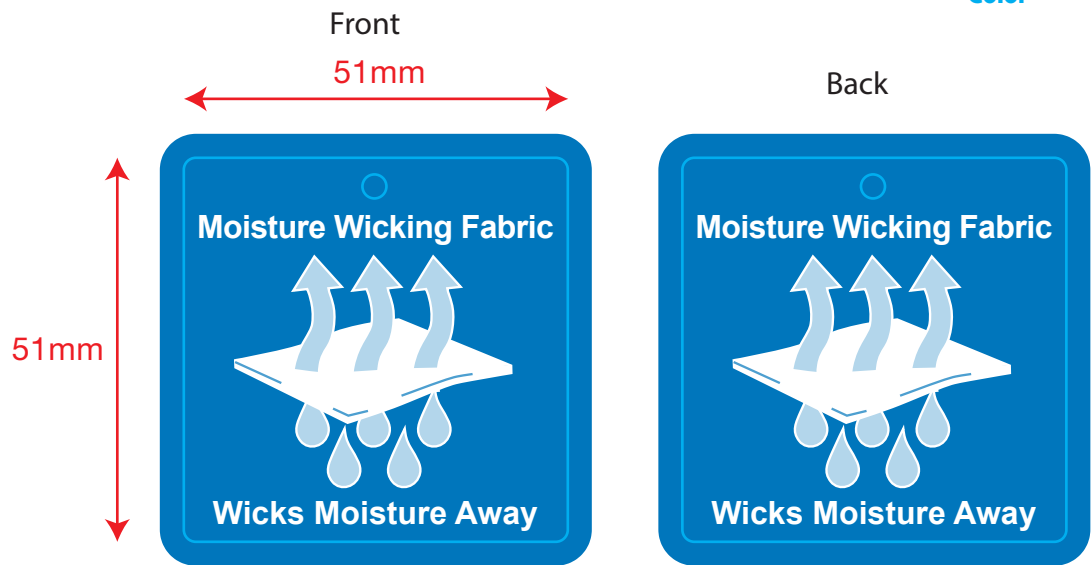
**GENERIC STICKER** DG13\_SS052

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



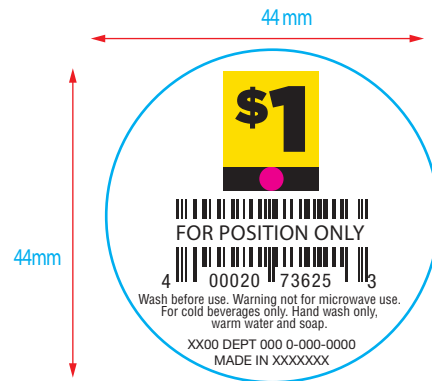
**GENERIC STICKER** DG13\_SS052A

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



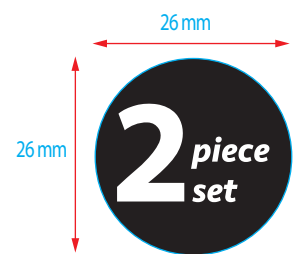
**SPORTS FABRIC TAG** DG12\_HT020

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



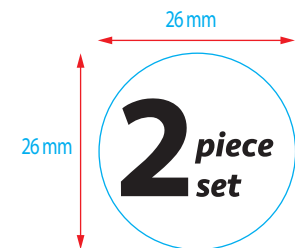
**GENERIC STICKER** DG13\_SS058

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



**GENERIC STICKER** DG12\_SS024

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

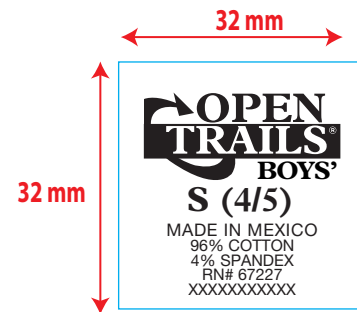


**GENERIC STICKER** DG12\_SS024B

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

# Open Trails - Boys' Heat Transfers

\*\*\*SIZE LINE- DO NOT PRINT\*\*\*



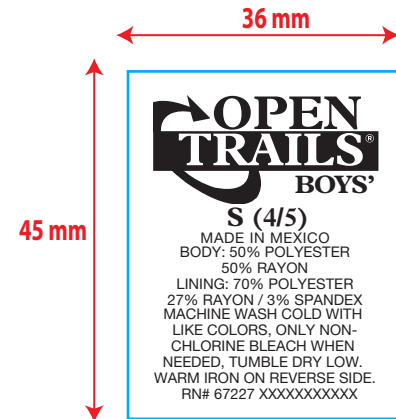
## HEAT TRANSFER

**STOCK** Paper / Clear  
**FINAL SIZE** 32mm x 32mm  
**PMS Color** 1 Front Black  
**Font** Boys': Plantin Std Bold 9.5 pt  
 Text: Helvetica Regular 6 pt  
 Size: Plantin Std Bold 13 pt

OT12\_B\_HTL029A  
**PMS Color** 1 Front Black

OT12\_B\_HTL029B  
**PMS Color** 1 Front White

OT12\_B\_HTL029C  
**PMS Color** 1 Front Cool Gray 6



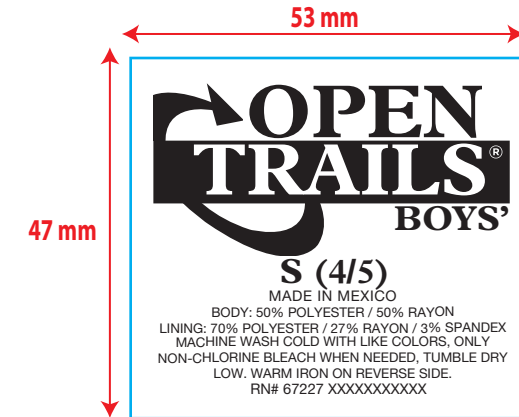
## HEAT TRANSFER

**STOCK** Paper / Clear  
**FINAL SIZE** 36 mm x 45 mm  
**PMS Color** 1 Front Black  
**Font** Boys': Plantin Std Bold 9.5 pt  
 Text: Helvetica Regular 5.5 pt  
 Size: Plantin Std Bold 10 pt

OT12\_B\_HTL30A  
**PMS Color** 1 Front Black

OT12\_B\_HTL30B  
**PMS Color** 1 Front White

OT12\_B\_HTL30C  
**PMS Color** 1 Front Cool Gray 6



## HEAT TRANSFER

**STOCK** Paper / Clear  
**FINAL SIZE** 47mm x 53 mm  
**PMS Color** 1 Front Black  
**Font** Boys': Plantin Std Bold 13 pt  
 Text: Helvetica Regular 5.5 pt  
 Size: Plantin Std Bold 13 pt

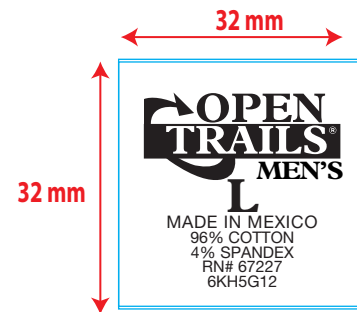
OT12\_B\_HTL031A  
**PMS Color** 1 Front Black

OT12\_B\_HTL031B  
**PMS Color** 1 Front White

OT12\_B\_HTL031C  
**PMS Color** 1 Front Cool Gray 6

# Open Trails - Men's Heat Transfers

\*\*\*SIZE LINE- DO NOT PRINT\*\*\*



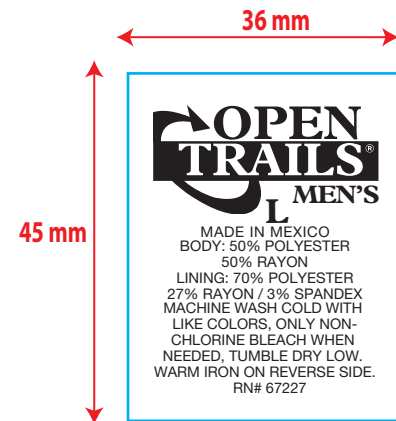
## HEAT TRANSFER

**STOCK** Paper / Clear  
**FINAL SIZE** 32mm x 32mm  
**PMS Color** 1 Front Black  
**Font** Men's: Plantin Std Bold 9.5 pt  
 Text: Helvetica Regular 6 pt  
 Size: Plantin Std Bold 13 pt

OT12\_M\_HTL029A  
**PMS Color** 1 Front Black

OT12\_M\_HTL029B  
**PMS Color** 1 Front White

OT12\_M\_HTL029C  
**PMS Color** 1 Front Cool Gray 6



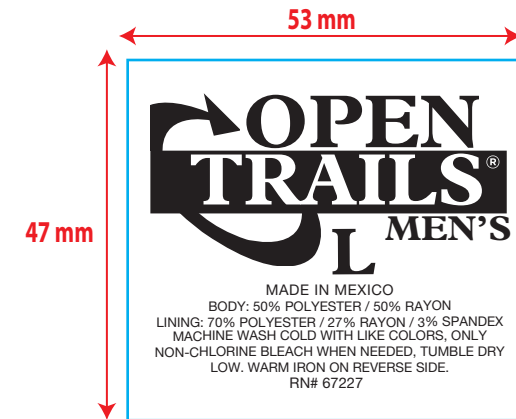
## HEAT TRANSFER

**STOCK** Paper / Clear  
**FINAL SIZE** 36 mm x 45 mm  
**PMS Color** 1 Front Black  
**Font** Men's : Plantin Std Bold 9.5 pt  
 Text: Helvetica Regular 5.5 pt  
 Size: Plantin Std Bold 13 pt

OT12\_M\_HTL30A  
**PMS Color** 1 Front Black

OT12\_M\_HTL30B  
**PMS Color** 1 Front White

OT12\_M\_HTL30C  
**PMS Color** 1 Front Cool Gray 6



## HEAT TRANSFER

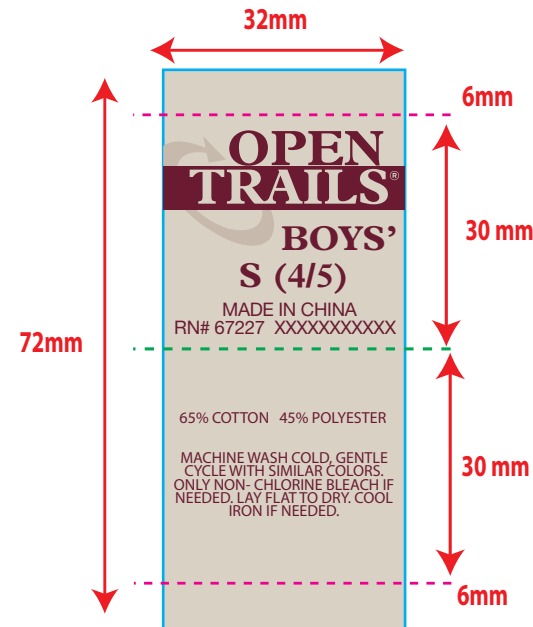
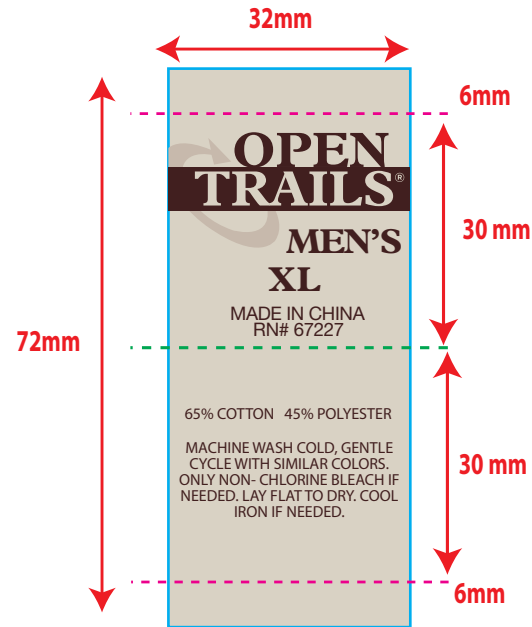
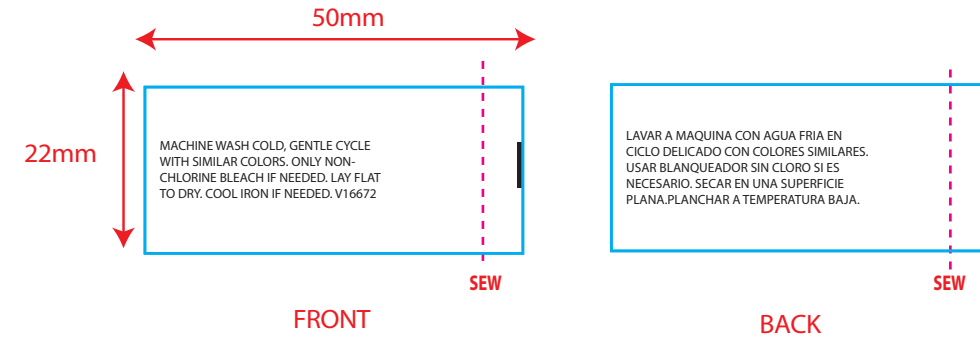
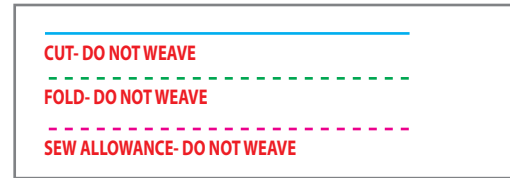
**STOCK** Paper / Clear  
**FINAL SIZE** 47mm x 53 mm  
**PMS Color** 1 Front Black  
**Font** Men's: Plantin Std Bold 13 pt  
 Text: Helvetica Regular 5 pt  
 Size: Plantin Std Bold 25 pt

OT12\_M\_HTL031A  
**PMS Color** 1 Front Black

OT12\_M\_HTL031B  
**PMS Color** 1 Front White

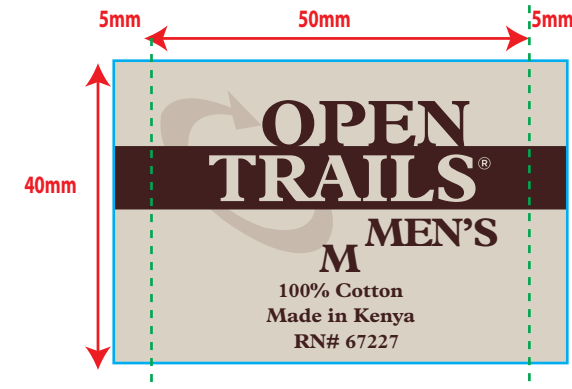
OT12\_M\_HTL031C  
**PMS Color** 1 Front Cool Gray 6

# Open Trails - Men's/Boys' Woven Labels



## PRINTED GENERIC LABEL DG12\_CC\_D

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



## TOP FOLD LABEL OT12\_M\_ML008

WOVEN Damask  
 FINAL SIZE 30 mm x 32 mm  
 PMS Color (Ground) 7527C and 4975 C  
 Arrow Prints 7528 C  
 Fold Loop Fold  
 Font Plantin-Std-Bold 13pt  
 Helvetica Regular 7pt  
 Myriad Pro 6 pt

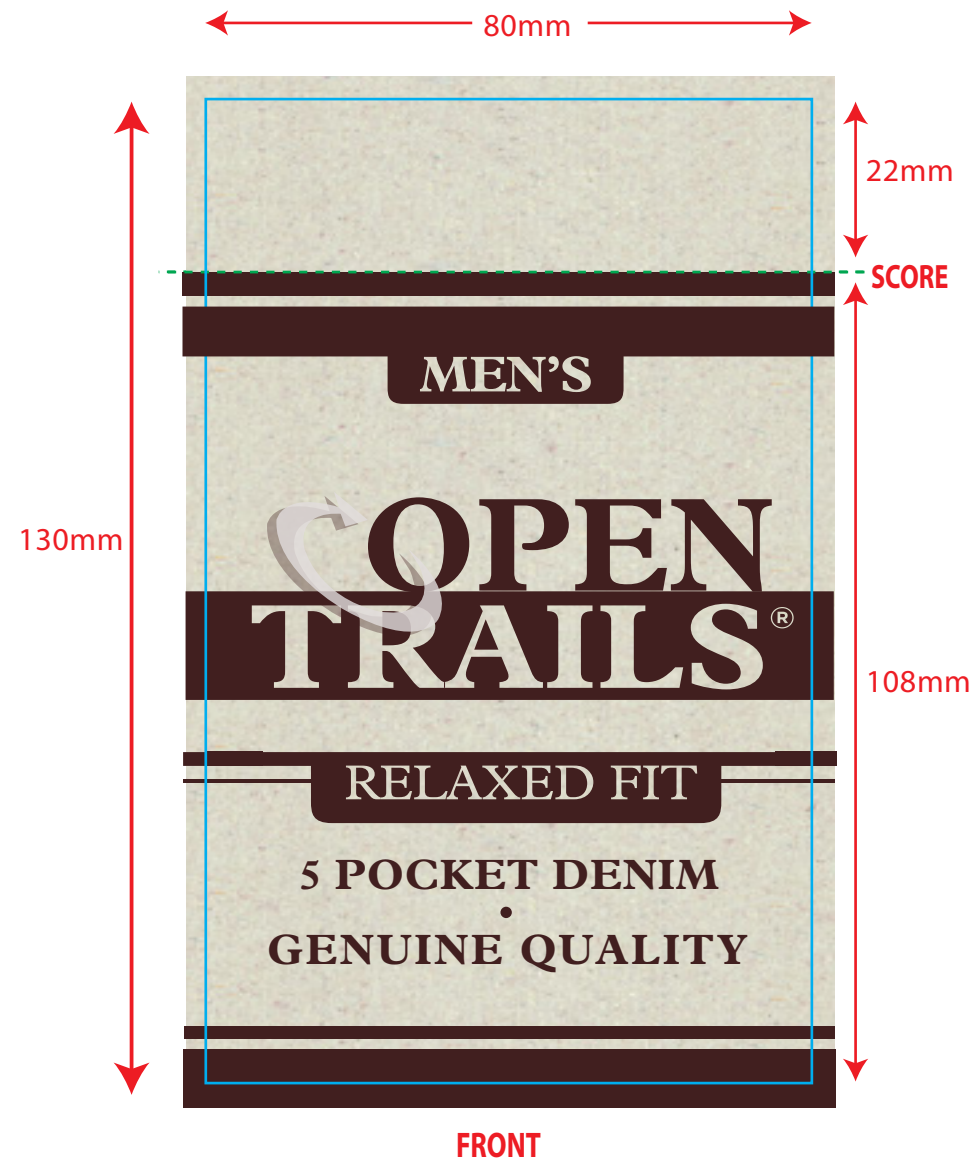
## TOP FOLD LABEL OT12\_B\_ML021

WOVEN Damask  
 FINAL SIZE 30 mm x 32 mm  
 PMS Color (Ground) 7527C and 7421 C  
 Arrow Prints 7528 C  
 Fold Loop Cut  
 Font Plantin-Std-Bold 13 pt  
 Helvetica Regular 7 pt  
 Myriad Pro 6 pt

## END FOLD LABEL OT12\_M\_ML023

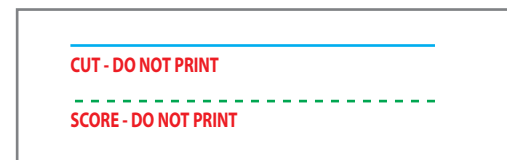
WOVEN Damask.  
 FINAL SIZE 40 mm x 50mm  
 PMS Color (Ground) 7527C and 4975 C  
 Arrow Prints 7528 C  
 Fold End Fold  
 Font Plantin-Std-Bold 13pt.  
 Plantin-Std-Bold 7.5pt.

# Open Trails - Pocket Flasher and Patch



## MEN'S POCKET FLASHER OT12\_M\_FL034

STOCK C1S 10 pt  
 FINAL SIZE 80 mm x 108 mm  
 Color 4 Color Process PMS 4975 Match Front  
 0 Color Back  
 Font Plantin-Std-Bold 19 pt  
 Plantin-Std-Bold 16 pt



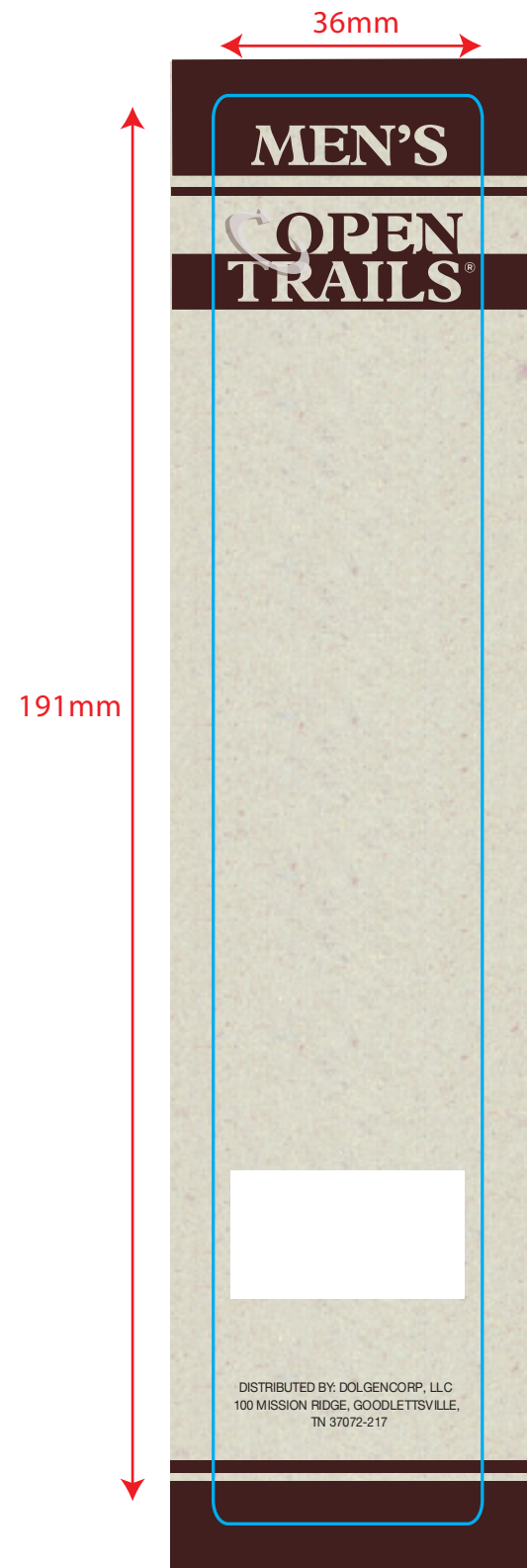
## JACRON PATCH OT12\_M\_PA033

STOCK JACRON 18-20 pt  
 FINAL SIZE 50 mm x 75mm  
 Color PMS Color 4975 C  
 Arrow Prints 50% 4975 C

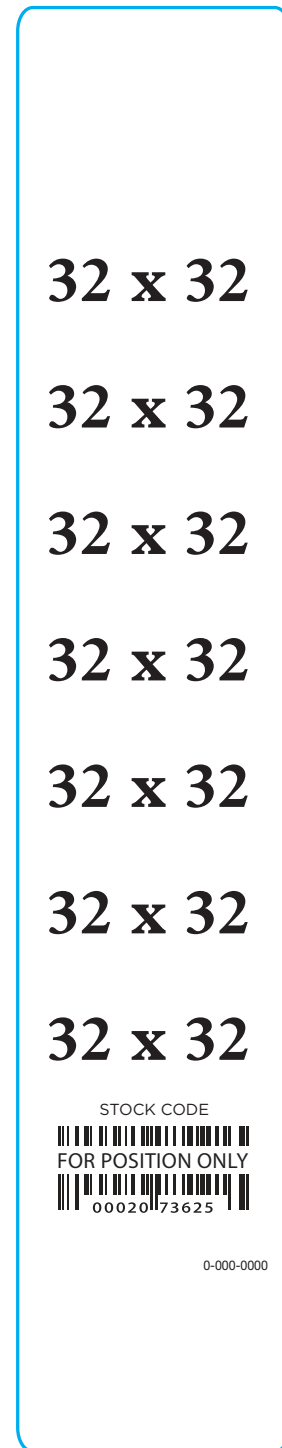


FINISHED

# Open Trails - Men's Size Stickers



CMYK

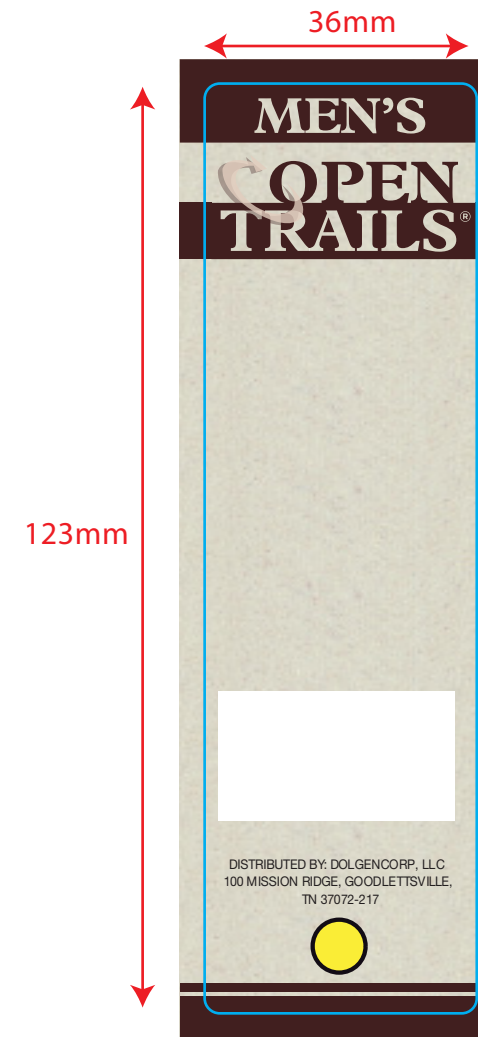


BLACK/VARIABLE

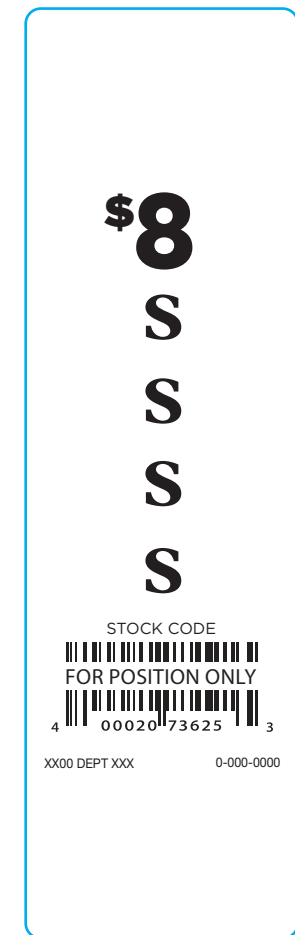


## MEN'S SIZE STICKER OT12\_M\_SS040

- STOCK** Paper-Based Pr. Sensitive  
Material w Textile Safe Adhesive
- FINAL SIZE** 36 mm x 191 mm
- Color** 4 Color Process PMS 4975 Match Front
- Font** Plantin-Std-Bold 24pt.  
Helvetica 5pt.  
Gotham Book 6 pt. (Stocking Code)



CMYK



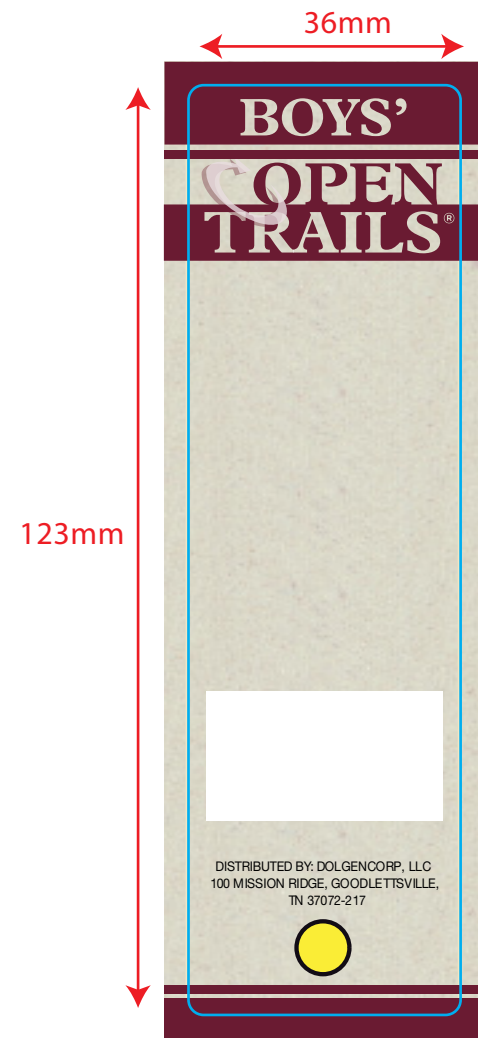
BLACK/VARIABLE

## MEN'S SIZE STICKER OT12\_M\_SS005

- STOCK** Paper-Based Pr. Sensitive  
Material w Textile Safe Adhesive
- FINAL SIZE** 36 mm x 123 mm
- Color** 4 Color Process PMS 4975 Match Front
- Font** Plantin-Std-Bold 24pt.  
Helvetica 5pt.  
Gotham Book 6 pt. (Stocking Code)



# Open Trails - Stickers



CMYK

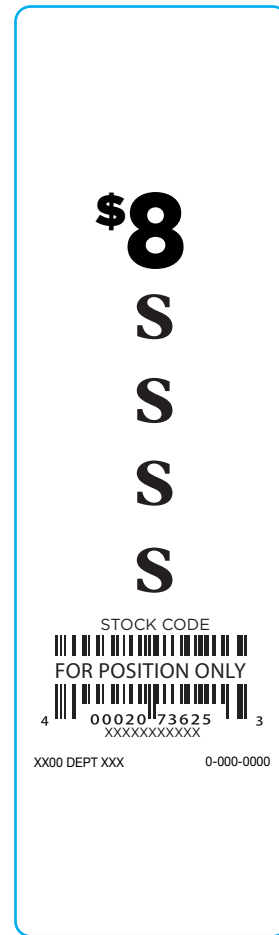
## BOYS' SIZE STICKER OT12\_B\_SS018

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

**FINAL SIZE** 36 mm x 123 mm

**Color** 4 Color Process PMS 7421 Match Front

**Font** Plantin-Std-Bold 24pt.  
Helvetica 5pt.  
Gotham Book 6 pt. (Stocking Code)



BLACK/VARIABLE



## BOYS' STICKER OT12\_B\_SS032

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

**FINAL SIZE** 40 mm x 40 mm

**Color** 4 Color Process PMS 7421 Match Front

**Font** Plantin-Std-Bold 21pt.

# Apparel Packaging Elements: 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.

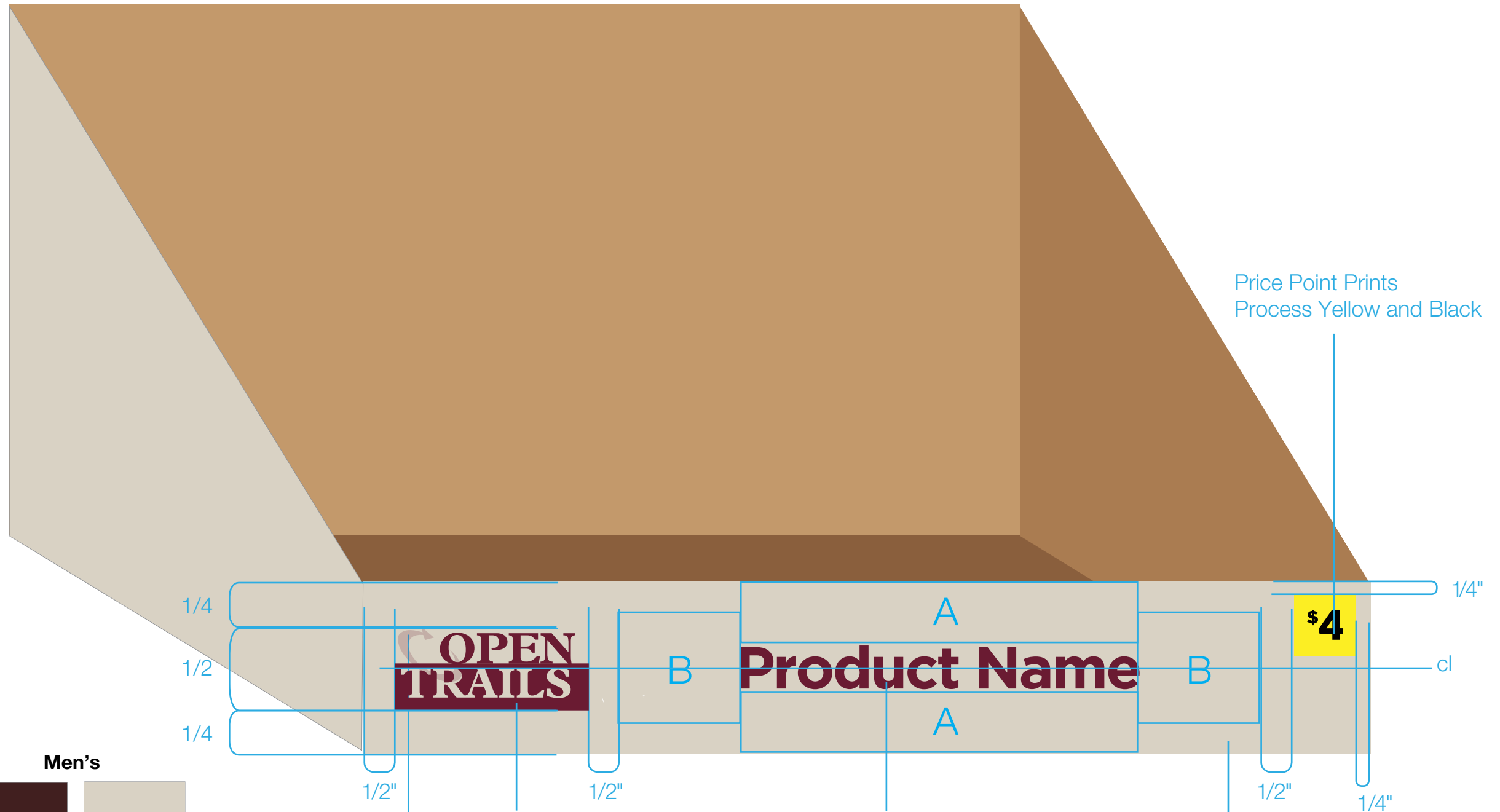
**Product Name**

Font: Gotham Bold  
 Size: 72 pt  
 Tracking: -40 pt  
 Color: Pantone 7421 C

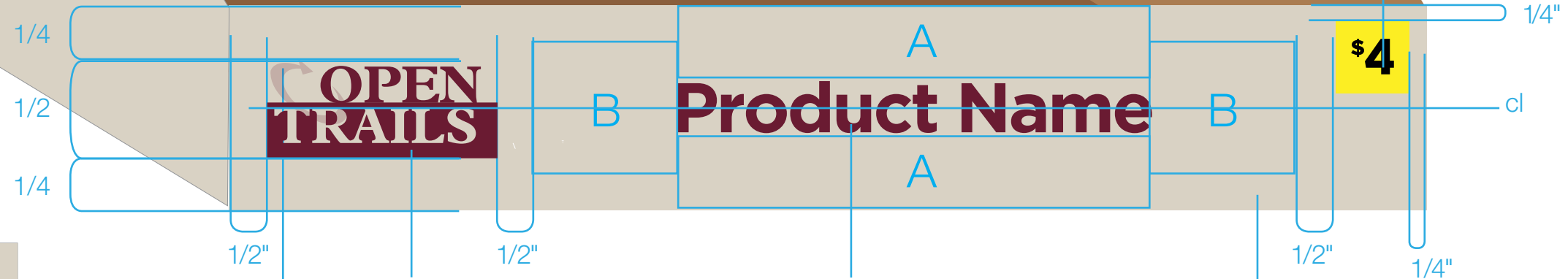
Background color:  
 Pantone 7527C

**Price**

Color: 100% K  
 Background color: 100% Y



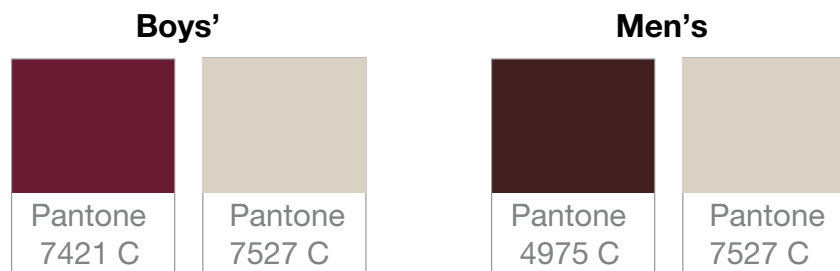
Price Point Prints  
 Process Yellow and Black



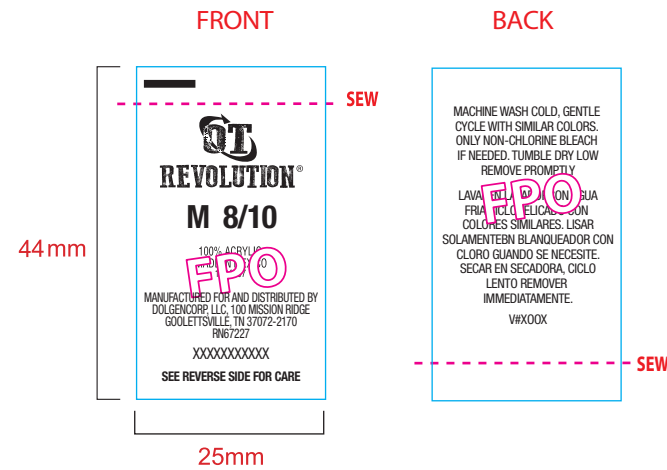
The Product Name is centered top to bottom and left to right between the Logo and the Price Point. Keep a minimum of .5 inch from the Logo and the Price Point

Background Prints  
 PMS 7527

Open Trails Logo  
 Prints PMS 7421  
 Open Trails Arrow  
 Prints 20% PMS 7421



# OT Revolution - Boys'/Men's Wear

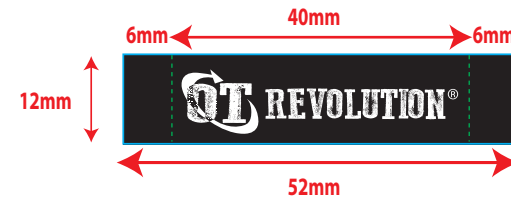
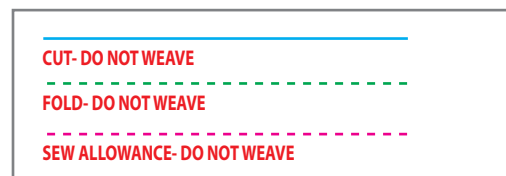


Boys' labels will require a tracking number

## PRINTED LABEL OT\_M\_ML002

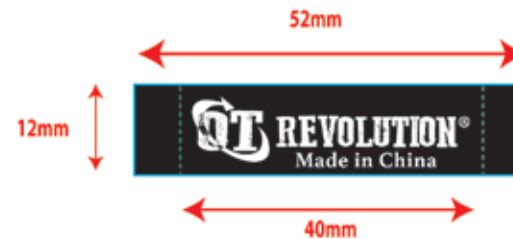
**STOCK** Slit Edge White Satin  
**FINAL SIZE** 25 mm x 44 mm  
**PMS Color** 1 Black Front - 1 Black Back  
**Fold** Straight Cut  
**Font** Helvetica Bold Condensed 12 pt  
**Font** Helvetica Condensed 5 pt

English and Spanish Required  
 on all care labels.



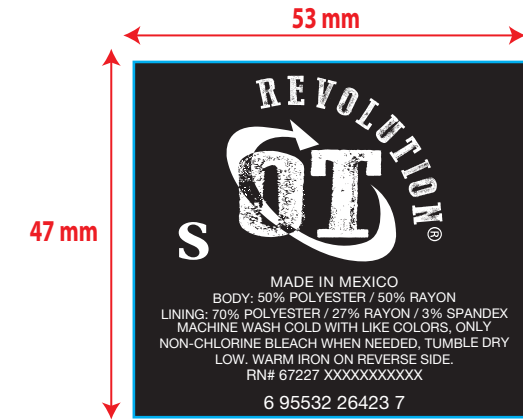
## END FOLD LABEL OT\_M\_ML001

**WOVEN** Damask  
**FINAL SIZE** 12 mm x 40 mm  
**PMS Color** 1 Color White  
**Fold** End Fold



## END FOLD LABEL OT\_M\_ML003

**WOVEN** Damask  
**FINAL SIZE** 12 mm x 40 mm  
**PMS Color** 1 Color White  
**Fold** End Fold



Boys' labels will require a tracking number

## HEAT TRANSFER

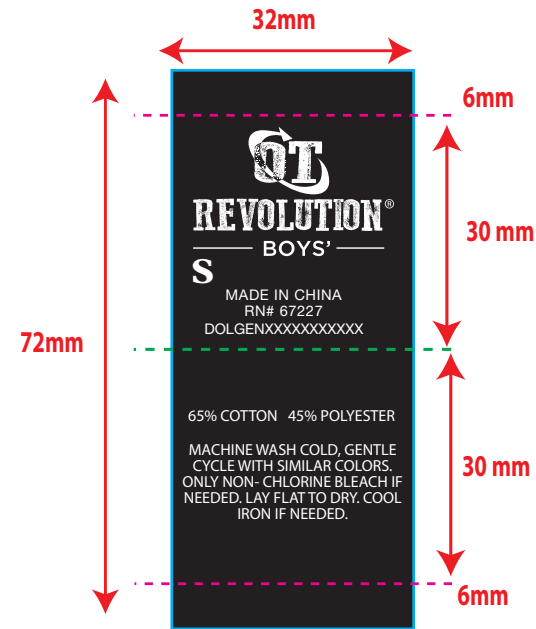
**STOCK** Paper / Clear  
**FINAL SIZE** 47mm x 53 mm  
**PMS Color** 1 Front White  
**Font** Size: Plantin Std Bold 20 pt  
 Text: Helvetica Regular 5.5 pt  
 Tracking: Helvetica Regular 7 pt

OT\_M\_HTL001A  
**PMS Color** 1 Front Black

OT\_M\_HTL001B  
**PMS Color** 1 Front White

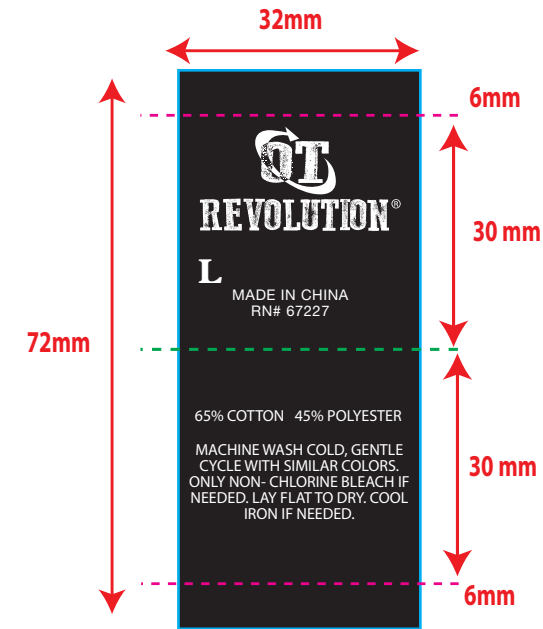
OT\_M\_HTL001C  
**PMS Color** 1 Front Cool Gray 6

# OT Revolution - Boys'/Men's Wear



**TOP FOLD LABEL** OT17\_B\_ML001

**WOVEN** Damask  
**FINAL SIZE** 30 mm x 32 mm  
**PMS Color** (Ground) Black, White  
**Fold** Loop Fold  
**Font** Plantin-Std-Bold 13pt  
 Helvetica Neue Roman 5.5pt  
 Myriad Pro 6 pt



**TOP FOLD LABEL** OT17\_M\_ML002

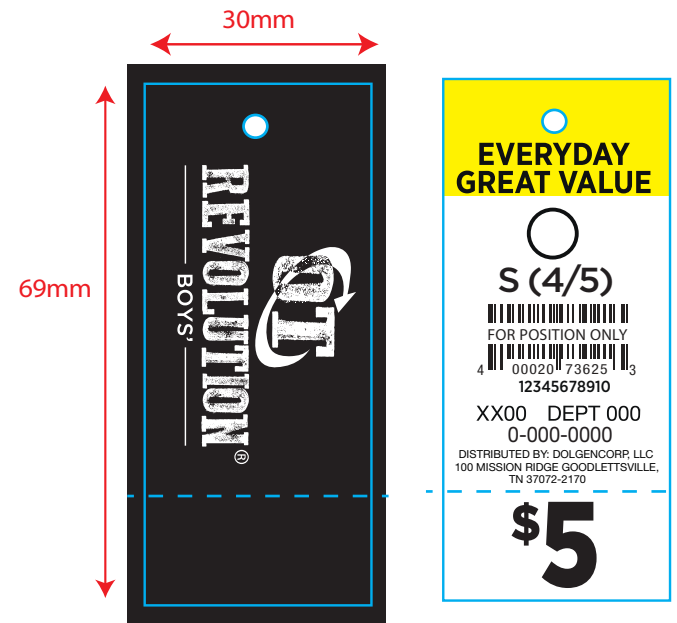
**WOVEN** Damask  
**FINAL SIZE** 30 mm x 32 mm  
**PMS Color** (Ground) Black, White  
**Fold** Loop Fold  
**Font** Plantin-Std-Bold 13pt  
 Helvetica Neue Roman 5.5pt  
 Myriad Pro 6 pt



# OT Revolution - Boys' Hang Tags

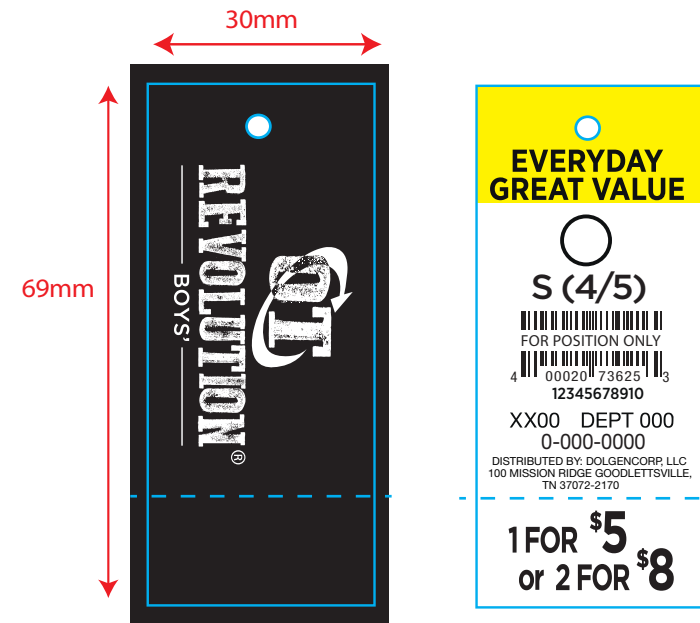
For Clearance shape and color options see page 1.

CUT - DO NOT PRINT  
 PERFORATION - DO NOT PRINT



PRICE TICKET OT\_B\_HT001R

STOCK C1S 10pt.  
 FINAL SIZE 30 mm x 69 mm  
 Color 1 Color Black Front  
 2 Color Back  
 Font  
 Size: Gotham Bold (Back Only) 13 pt  
 Tracking # : Gotham Narrow Medium (Back Only) 6pt  
 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) 49 pt  
 Use Standard Price Point File

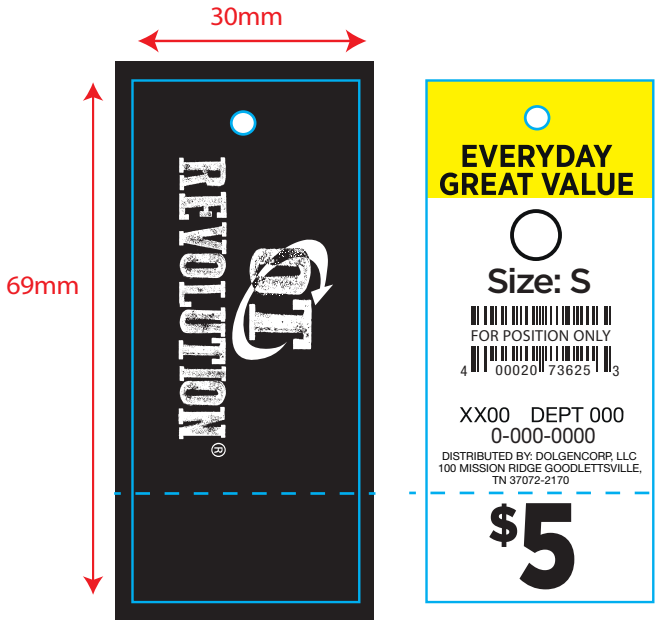


PRICE TICKET OT\_B\_HT0011R

STOCK C1S 10pt.  
 FINAL SIZE 30 mm x 69 mm  
 Color 1 Color Black Front  
 2 Color Back  
 Font  
 Size: Gotham Bold (Back Only) 13 pt  
 Tracking # : Gotham Narrow Medium (Back Only) 6pt  
 Season/Dept code: Helvetica Regular (Back Only) 7.5pt  
 SKU: Helvetica Regular (Back Only) 7.5pt  
 Distribution: Helvetica Regular (Back Only) 4.14pt

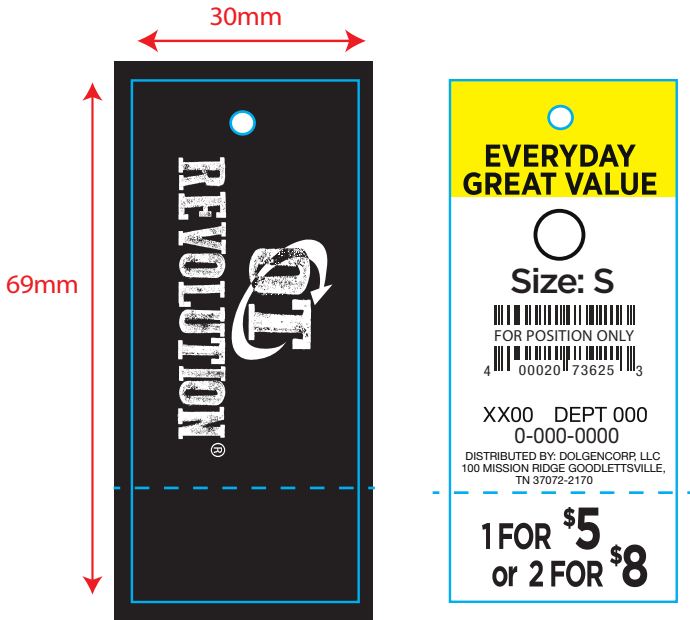
# OT Revolution - Men's Hang Tags

For Clearance shape and color options see page 1.



**PRICE TICKET** OT\_M\_HT001R

**STOCK** C1S 10pt.  
**FINAL SIZE** 30 mm x 69 mm  
**Color** 1 Color Black Front  
 2 Color Back  
**Font**  
 Size: Gotham Bold (Back Only) 13 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) 49 pt  
 Use Standard Price Point File



**PRICE TICKET** OT\_M\_HT0011R

**STOCK** C1S 10pt.  
**FINAL SIZE** 30 mm x 69 mm  
**Color** 1 Color Black Front  
 2 Color Back  
**Font**  
 Size: Gotham Bold (Back Only) 13 pt  
 Season/Dept code: Helvetica Regular (Back Only) 7.5pt  
 SKU: Helvetica Regular (Back Only) 7.5pt  
 Distribution: Helvetica Regular (Back Only) 4.14pt