

DOLLAR GENERAL®

Generic

Brand Guidelines 2015
UPDATED 05/7/15

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, paper labels and belly bands - NATCO

Karla Quinteros
karla.quinteros@natcoglobal.com
TEL: 212-813-2946/2944

If there are questions please contact Alicia
alicia.greer@schawk.com

Vendor Checklist

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

* 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.

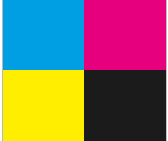


Woven and printed main labels - NATco
Hang tags, paper labels and belly bands - NATco

Karla Quinteros
 Karla.Quinteros@natcoglobal.com
 TEL: 212-813-2946

Generic

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

COLORS USED:

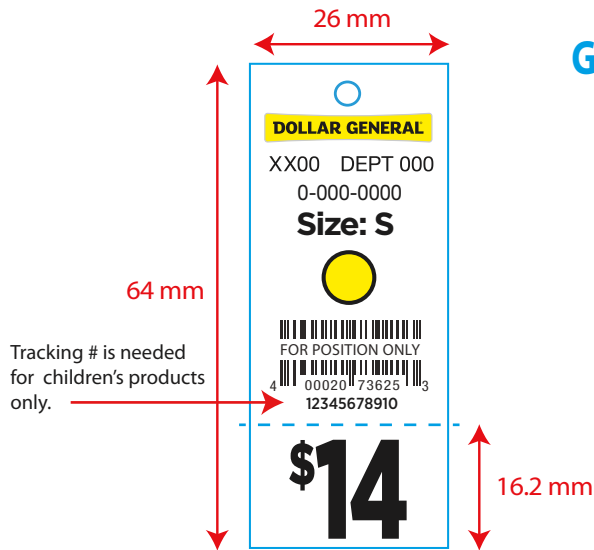
 CMYK	 100% Black	 PMS YELLOW C
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Generic Hang Tags

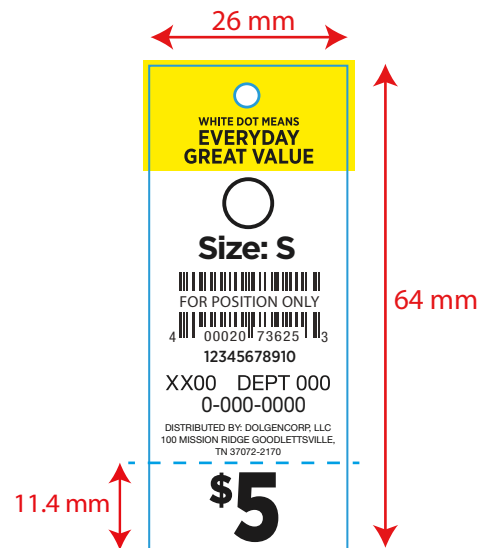
THIS HANG TAG IS FOR *ONLY* ONE PRICE.

GENERIC HANG TAG DG12_HT012

- STOCK** C1S 10 pt.
- FINAL SIZE** 30 mm x 84 mm
- Color** PMS 278 C (color code by season)
BLACK PMS Yellow C
- Font** Season/Dept code: 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) 49 pt
Use Standard Price Point File

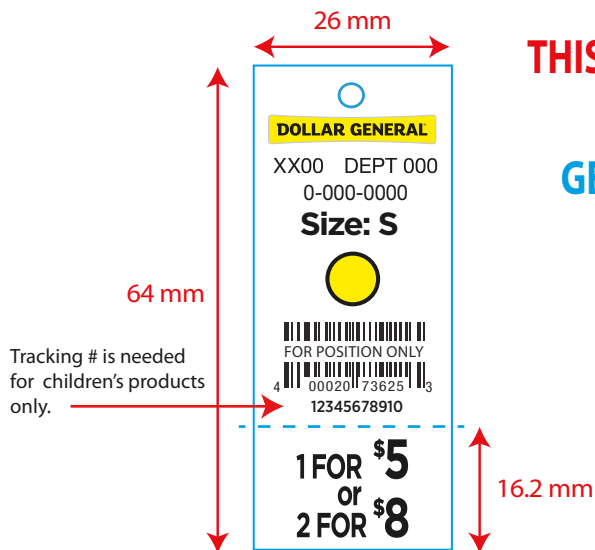


DG12_HT012G



DG12_HT012W

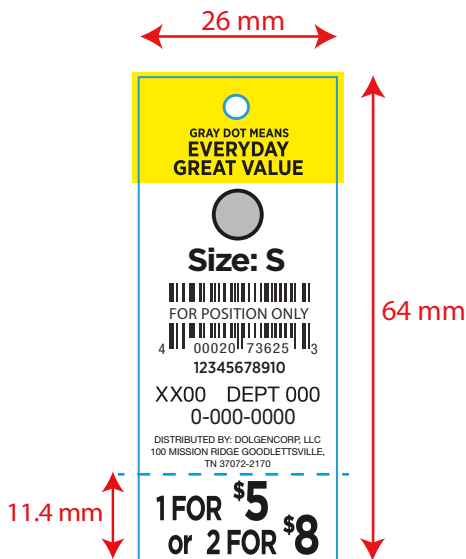
Generic Hang Tags



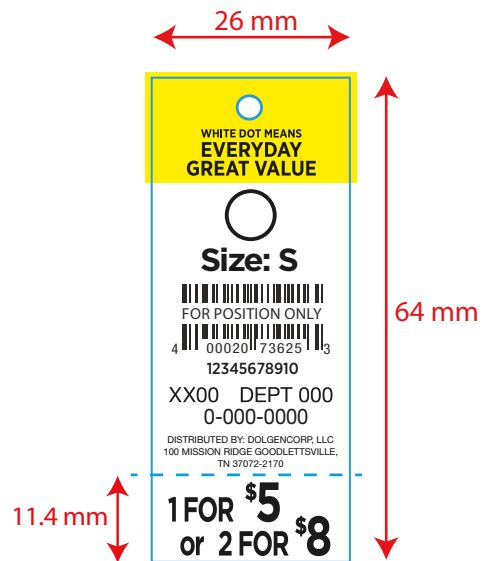
THIS HANG TAG IS FOR MULTIPLE PRICING.

GENERIC HANG TAG DG12_HT0121

- STOCK** C1S 10 pt.
- FINAL SIZE** 30 mm x 84 mm
- Color** PMS 278 C (color code by season)
BLACK PMS Yellow C
- Font** Season/Dept code: 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) 49 pt
Use Standard Price Point File



DG12_HT0121G



DG12_HT0121W

Softlines Price Ticket Information

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



Tracking Number

Format-
Children's Items
ONLY



XXXXXXXXXXXX

TRACKING NUMBER

SEASONAL CODE
4 Digit code—

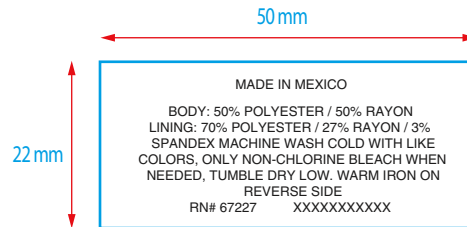
FA=Fall

FW=Winter

SP=Spring/Summer

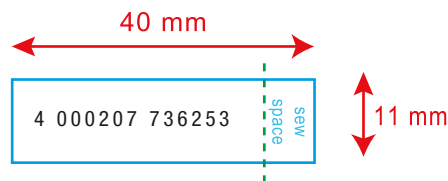
Year Code—
Two Digits (ex.12)

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 PMS 432 C
BLACK



GENERIC HANG TAG DG15_HT044B

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

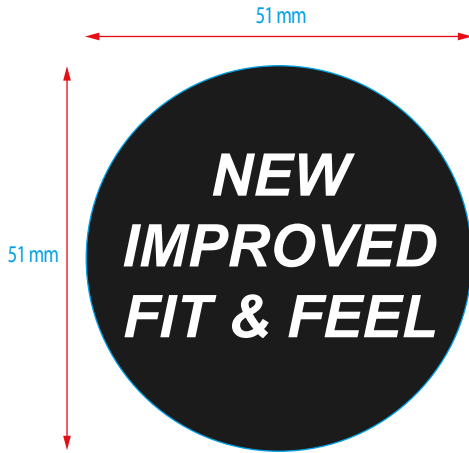


GENERIC HANG TAG DG15_HT088

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

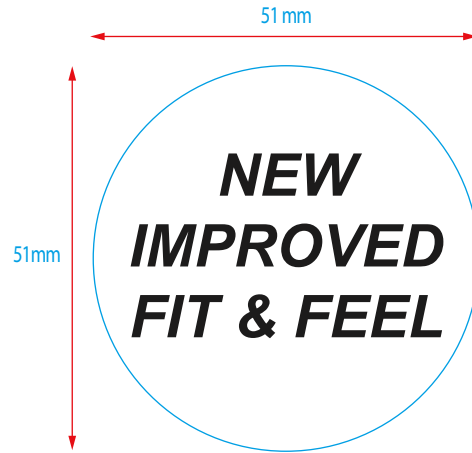
Generic Specialty Stickers

CUT - DO NOT PRINT



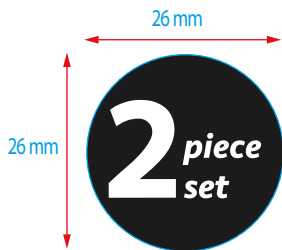
GENERIC STICKER DG13_SS052

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



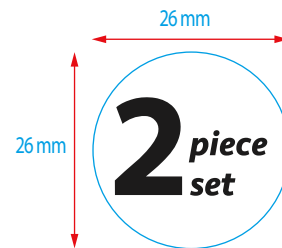
GENERIC STICKER DG13_SS052B

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



GENERIC STICKER DG12_SS024

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

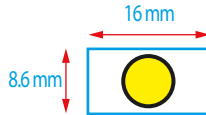


GENERIC STICKER DG12_SS024B

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

Generic Specialty Stickers

CUT - DO NOT PRINT



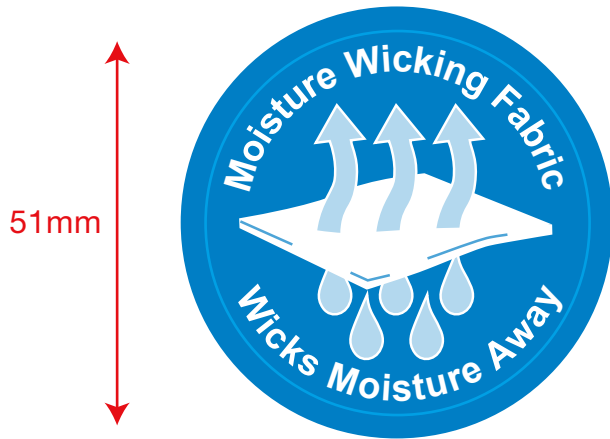
GENERIC STICKER DG13_SS028

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



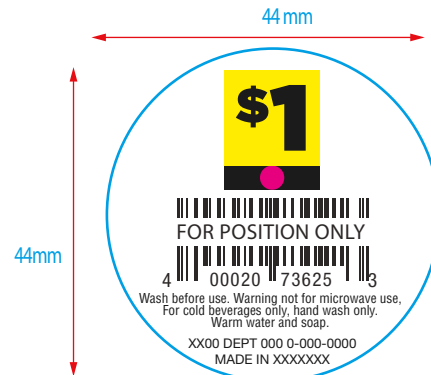
GENERIC STICKER DG13_SS055

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



SPORTS FABRIC STICKER DG12_SS020

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



GENERIC STICKER DG13_SS058

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

PDQ Specifications

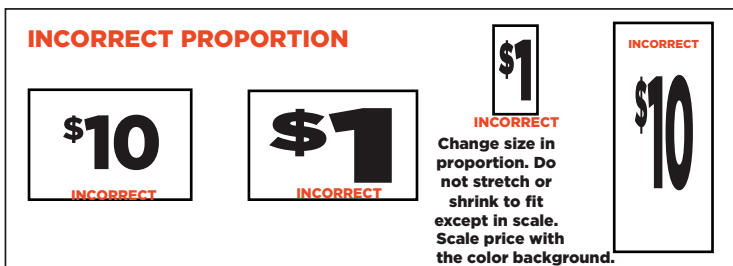
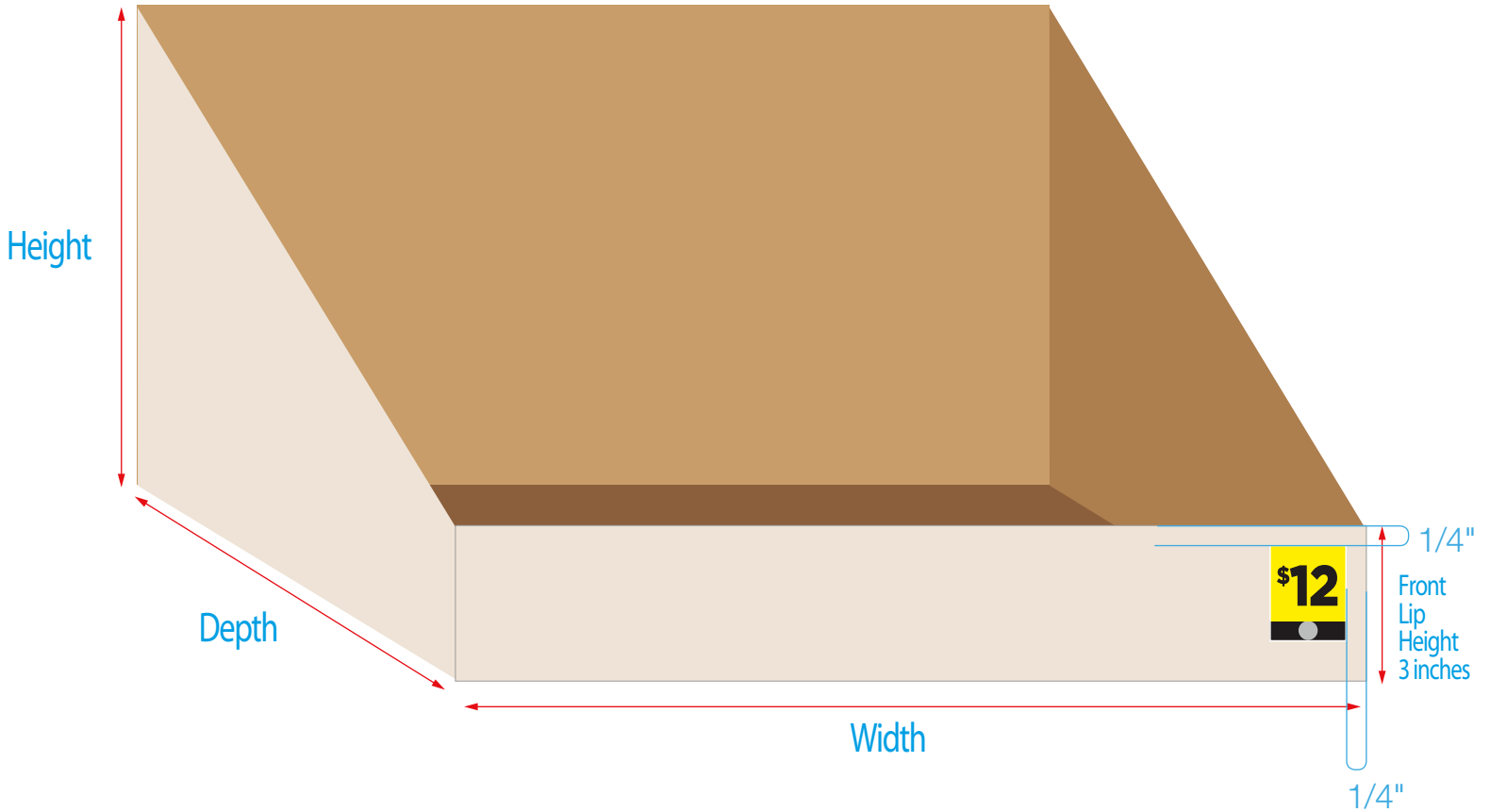
***Dimensions may vary:**

Max Width: 15" or 30"

Max Depth: 14"

Height: Height of product in pdq

Front Lip: 3"



Clearance Dot color will vary.

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