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

2) Secondary Information
(Product Category)

3) Tertiary Information
(Product Differentiator)

1) Primary Information
(Product Name)

4) Quaternary Information
(Selling Feature)

5) Quinary Information
(Product Measurement)

Pillow Cases
2 Pack
Cotton Rich for Extra Softness
200 Thread Count
20 in. x 30 in. (50.8 cm x 76.2 cm)

Fiber Content: 55% Cotton
45% Polyester


Base Colors
Pantone 7469
Pantone 476
Black

Distributed by
DOLGENCORP, LLC
100 MISSISSIPPI RIDGE
GOODLETTSVILLE, TN 37072, USA
MADE IN CHINA
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

<table>
<thead>
<tr>
<th>Stocking Code on All Core Items</th>
</tr>
</thead>
</table>

| Pantone 7459 | Pantone 476 | Black |

<table>
<thead>
<tr>
<th>Fiber Content: 85% Cotton, 15% Others</th>
</tr>
</thead>
</table>

| Care Instructions: Machine wash cold separately, Gentle cycle, Tumble dry low, Iron when needed, Line dry if necessary, Do not dry clean, Only non-scrub brushes allowed, Machine wash cool water, mild detergent only, Do not bleach, Do not iron, Do not dry clean, Do not dry clean, Do not dry clean |

| WARNING: Flammable, (Flame Test U.S. Department of Commerce standard NF P-21-210), should not be used near sources of ignition. |

2) Program Category
3) Product Differentiator
4) Selling Feature
5) Product Measurement
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
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
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
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  
Tracking: 0  
Color: Pantone 476 C

Comfort Bay Bath Towel J-Board

27 in. x 52 in. (68.5 cm x 132 cm)
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.
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
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**
The Comfort Bay typographic elements will be dictated by the size and type of package being developed.

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

**Size, Quantity or Tertiary Copy**
The Comfort Bay typographic elements will be dictated by the size and type of package being developed.

**Font:** Gotham Bold/Book  
**Size:** 10 pt  
**Tracking:** 0  
**Color:** Pantone 476 C

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

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

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

**Size, Quantity or Tertiary Copy**
The product name appears as the foremost part of the naming hierarchy, when possible.

**Font:** Gotham Bold/Book  
**Size:** 10 pt  
**Tracking:** 0  
**Color:** Pantone 476 C

**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.
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
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**
- Comfort Bay
- Pantone 476
- Black
- White

**NOTICE:** All print areas are backed with a flood white.
Machine Wash and Dry
Hypoallergenic

Medium Support
For All Sleep Positions
Medium/Firm Support
For All Sleep Positions
Firm Support
For All Sleep Positions
Extra Firm Support
For Back and Side Sleepers

Classic
2 Pack
Super VALUE
220 Thread Count
2” Gusset
Quilted
Satin
Body Pillow
Comfort Bay Blanket, Folded Throw Poly Belly Band Guide

Product Name: 30 pt. Gotham Bold
Differentiator: 30 pt. Gotham Bold

Product Names = Sizes
Twin
Full / Queen
King

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

Fiber Content
100% Polyester

Care Instructions

Closure

Clear Area
Do Not Print

Print White

Base Colors
Pantone 2950
Pantone 476
Black
White
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
Font: Gotham Book
Size: 21 pt
Size: 10 pt
Tracking: 0
Color: Knock Out

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**Comfort Bay Rolled Rug Insert Card**

39 inch x 56 inch
(99 cm x 142 cm)

Indoor Use, Durable

100% Olefin

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

Base Colors
Pantone 7469
Pantone 476
Black
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

---

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

---

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
Comfort Bay Bedding Insert

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

Comfort Bay
3 Piece - Reversible
Full/Queen Comforter Set
includes:
One Reversible Comforter
Two Standard Shams

Comforter
96 in. x 90 in.
(243 cm x 228 cm)

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

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

Care Instructions:
Comfort Bay Blackout/Thermal/Room Darkening Labeling Heirarchy

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

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

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

Gussets will vary in size

Base Colors
- Pantone 7468
- Pantone 476
- Black

Product Name: Must read “Decorative Window”

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

Jaquard Scroll Design

Machine Washable for Easy Care

Measurement:
- 84 in. length
- .25 in. width
- .25 in. width
- 5.25 in. width

Tertiary Copy

Product Measurement

Product Name

Product Differentiator

Selling Feature

Tertiary Copy
Comfort Bay Window Labeling - Sidewing

Differentiator: 17 pt. Gotham Bold

Product Name: 17 pt. Gotham Bold

Selling Feature: 12 pt. Gotham Medium

Tertiary Copy: 10 pt. Gotham Book


BH48
Product Description: BH48 Home Furnishing Hanger For Sidewing Inside 3/4" Tall
For design assistance Contact:

Alicia Greer (On-site at Dollar General)
phone: (615) 855-5393
e-mail: alicia.greer@schawk.com

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