



## DG<sup>®</sup> home Light Bulb Guidelines 5/8/17

**Notice:**

*All products shall be labeled by Vendor and bear all information required by applicable Laws and industry labeling practices relating to such product. Dollar General's approval of the packaging and label is expressly limited to the style or appearance of the packaging, and Dollar General does not certify that the packaging and label conform to regulatory requirements, which shall be the sole responsibility of the Vendor.*

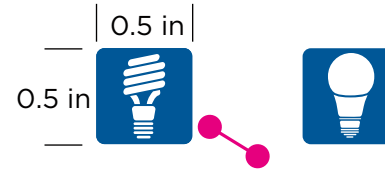
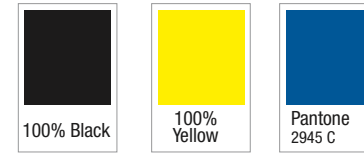
**For additional information or assistance contact:**

Alicia Greer at [alicia.greer@schawk.com](mailto:alicia.greer@schawk.com) (On-site at Dollar General Corporate)

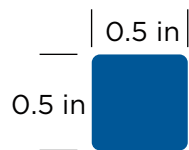
**REQUIRED VENDOR ACTION:** Send in a .pdf print proof with dimensions and stock type indicated for approval to:  
Alicia Greer at [alicia.greer@schawk.com](mailto:alicia.greer@schawk.com) for artwork and Justin Matthews for content.

# Design Elements

Use the DG<sup>®</sup> home logo with a glow on the transparent arc. These elements should be scaled together based on the size of the pdp.



The light bulb icon is placed on the top flap of the package. It is dependent on the shape of the product.



The color square is used to show bulb type and count. The color of the square should be PMS 2945 C.



The DG Swoosh should be placed in the bottom right corner. The size is dependent on the available space.

# DG<sup>®</sup> home Logo

**PDP = 0-10 sq. in.**

Height = 0.33"  
Apply to PDP = 11 - 17 sq. in. 

**PDP = 10 - 20 sq. in.**

Height = 0.44"  
Apply to PDP = 18 - 27 sq. in. 

**PDP = 20 - 40 sq. in.**

Height = 0.5"  
Apply to PDP = 28 - 43 sq. in. 



# DG<sup>®</sup> home Light Bulb Typography

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## **Gotham Bold**

Use for product size and quantity.

## **Gotham Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

## **Gotham Medium**

Use for Stock Code.

## **Gotham Medium**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

## **Gotham Condensed Medium**

Use for Voltage.

## **Gotham Condensed Medium**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

## **Gotham Condensed Bold**

Use for callout for Dimmable or Non-Dimmable.

## **Gotham Condensed Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

## **Gotham Narrow Book**

Use for Warnings and Directions/Instructions and Distribution.

## **Gotham Narrow Book**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

## **Gotham Narrow Bold**

Use for Selling Features and Directions/Instructions.

## **Gotham Narrow Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

# DG® home Light Bulb Typography, continued

## Wattage and Years Life:

Font: Gotham Bold @ 30 pt and 10 pt  
 Aligned: Leftt  
 Tracking: -25

## Selling Feature (Bullet Points):

Font: Gotham Narrow Bold @ 4.5 pt/4.5 pt  
 Tracking: -30

## Quantity:

Font: Gotham Bold @ 28 pt  
 Gotham Bold @ 5 pt  
 Tracking: -25

## Voltage:

Font: Gotham Condensed Medium @ 7 pts  
 Tracking: 0

## Stock #:

Font: Gotham Medium @ 6 pt/6 pt  
 Tracking: 0

## Distribution:

Font: Gotham Book Narrow @ 6 pt/6.4 pt  
 Tracking: 0

## Satisfaction Guarantee:

See page 7

## Warning:

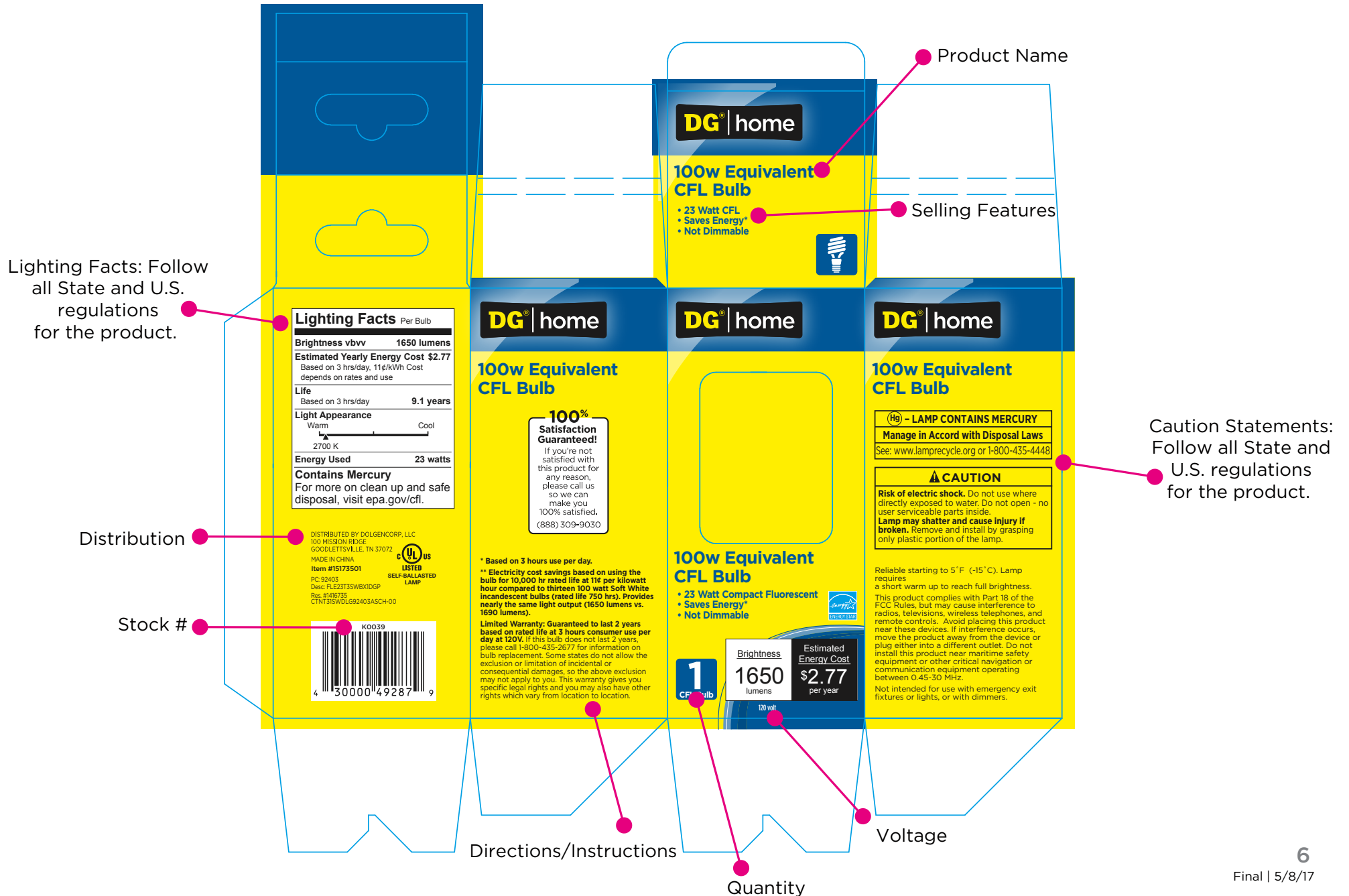
Font: Gotham Narrow Bold  
 Gotham Narrow Book @ 8 pt/8 pt

## Directions / Instructions:

Font: Gotham Narrow Book, Bold @ 7 pt / 7 pt



# DG® home Light Bulb Package Layout



# DG® home Light Bulb Package Layout - Halogen Bulbs

Follow this safety information to prevent personal injury or fire.


**⚠ WARNING**


**Risk of fire and personal injury.** The inner capsule is pressurized, operates at high temperature, and could unexpectedly shatter. If the bulb breaks, particles of extremely hot glass could be ejected. Keep combustible materials away from bulb. Use in fixture rated for this product. Do not exceed rated voltage. Do not use bulbs in vibrating applications (such as ceiling fans) or unstable conditions. In table lamp, use only with shade.

**Risk of electric shock. A damaged lamp emits UV radiation which may cause eye/skin injury.** Turn power off before installation or removal. Do not use if outer glass bulb is scratched or broken, even if bulb continues to light. Remove and dispose of lamp.


**⚠ CAUTION**

**Risk of burn.** Allow lamp to cool before handling. **Lamp may shatter and cause injury if broken.** Dispose of lamp in a closed container.

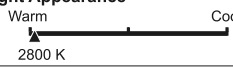




## Halogen Bulbs



**Lighting Facts** Per Bulb

<b>Brightness</b>	<b>890 lumens</b>
<b>Estimated Yearly Energy Cost</b> <b>\$6.38</b>	Based on 3 hrs/day, 11¢/kWh Cost depends on rates and use
<b>Life</b>	<b>0.9 years</b>
<b>Light Appearance</b>	<div style="display: flex; justify-content: space-between; font-size: x-small;"> <span>Warm</span> <span>Cool</span> </div> 
<b>Energy Used</b>	<b>53 watts</b>

\*These bulbs use less energy than 75 watt incandescent modified spectrum bulbs while providing more light output (890 vs 830 lumens) and lasting longer (1000 vs 750 hours).

DISTRIBUTED BY  
DOLGENCORP, LLC  
100 MISSION RIDGE  
GOODLETTSVILLE, TN 37072  
MADE IN HUNGARY

K0077

# 75w

incandescent modified spectrum replacement\*

# 53w

Watts Actual

# 0.9

Year Life\*

Dimmable

2

Modified Spectrum Halogen Bulbs

Brightness


**890**

lumens

Estimated Energy Cost

**\$6.38**

per year



**A19**

120 volt


100%

Satisfaction Guaranteed!

If you're not satisfied with this product for any reason, please call us so we can make you 100% satisfied. (888) 309-9030

PC: 85666  
Desc: 53AWH/MSP/2PK-DG  
Res#1539066

K0077



4 30000 21564 5

CTNHALA192WH53DLG85666AHUN-02

# DG<sup>®</sup> home Light Bulb Package Layout - Indoor Flood Lights





# DG® home Night Light Package Layout

**Product Name:**

Font: Gotham Bold @ 22 pt  
 Aligned: Left  
 Tracking: -25  
 Adjust for space available

**Selling Feature (Bullet Points):**

Font: Gotham Narrow Bold @ 17 pt

**Quantity:**

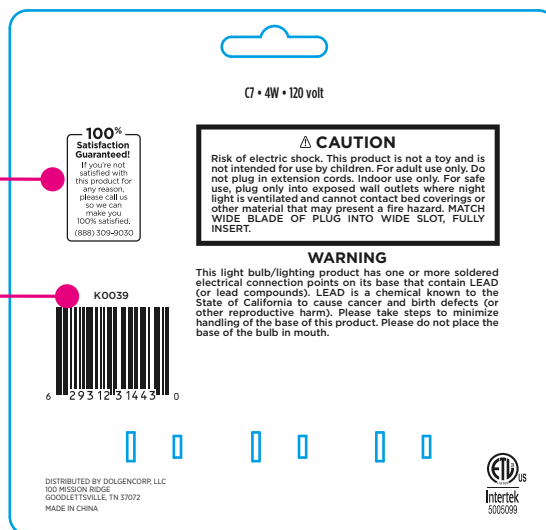
Font: Gotham Bold @ 32 pt  
 Gotham Narrow Bold @ 6 pt  
 Tracking: -25



Icon in the top right corner should indicate how to operate the night light.

Package background reverses to PMS 2945 C for nightlights. The swoosh should use 100% Yellow.

Rendering of the night light should appear in the bottom right corner.



Satisfaction Guarantee statement should go on the back of packaging.

Stock #

**100% Satisfaction Guaranteed**  
 If you're not satisfied with this product for any reason, please call us so we can make you 100% satisfied. (888) 309-9030

**CAUTION**  
 Risk of electric shock. This product is not a toy and is not intended for use by children. For adult use only. Do not plug in extension cords. Indoor use only. For safe use, plug only into exposed wall outlets where night light is ventilated and cannot contact bed coverings or other material that may present a fire hazard. MATCH WIDE BLADE OF PLUG INTO WIDE SLOT, FULLY INSERT.

**WARNING**  
 This light bulb/lighting product has one or more soldered electrical connection points on its base that contain LEAD (or lead compounds). LEAD is a chemical known to the State of California to cause cancer and birth defects (or other reproductive harm). Please take steps to minimize handling of the base of this product. Please do not place the base of the bulb in mouth.



DISTRIBUTED BY DOLGENCORP.LLC  
 100 MISSION RIDGE  
 GOODLETTSVILLE, TN 37072  
 MADE IN CHINA



# Satisfaction Guarantee Statement

## Satisfaction Guarantee Seal

The DG Guarantee seal assures customers that Dollar General stands behind their products. The icon should be placed prominently on the PDP of all products.

The seal should always appear in black (on a white background) or white (on a colored background).

**DG® home  
Guarantee Statement**

Preferred Version

**100%**  
**Satisfaction  
Guaranteed!**  
If you're not  
satisfied with  
this product for  
any reason,  
please call us  
so we can  
make you  
100% satisfied.  
(888) 309-9030

← 0.5 pt

If knocked out of a color,  
the line width needs to  
change to .75 pt

Preferred Space-Constrained Version

**100%**  
**Satisfaction  
Guaranteed!**  
(888) 309-9030

**100% Satisfaction Guaranteed**  
If you're not satisfied with this product  
for any reason, please call us so we can  
make you 100% satisfied.  
(888) 309-9030

Alternate Space-Constrained Version

**100% Satisfaction Guaranteed (888) 309-9030**