



Brand & Packaging 2017/2018 Guidelines

5/2/17

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.

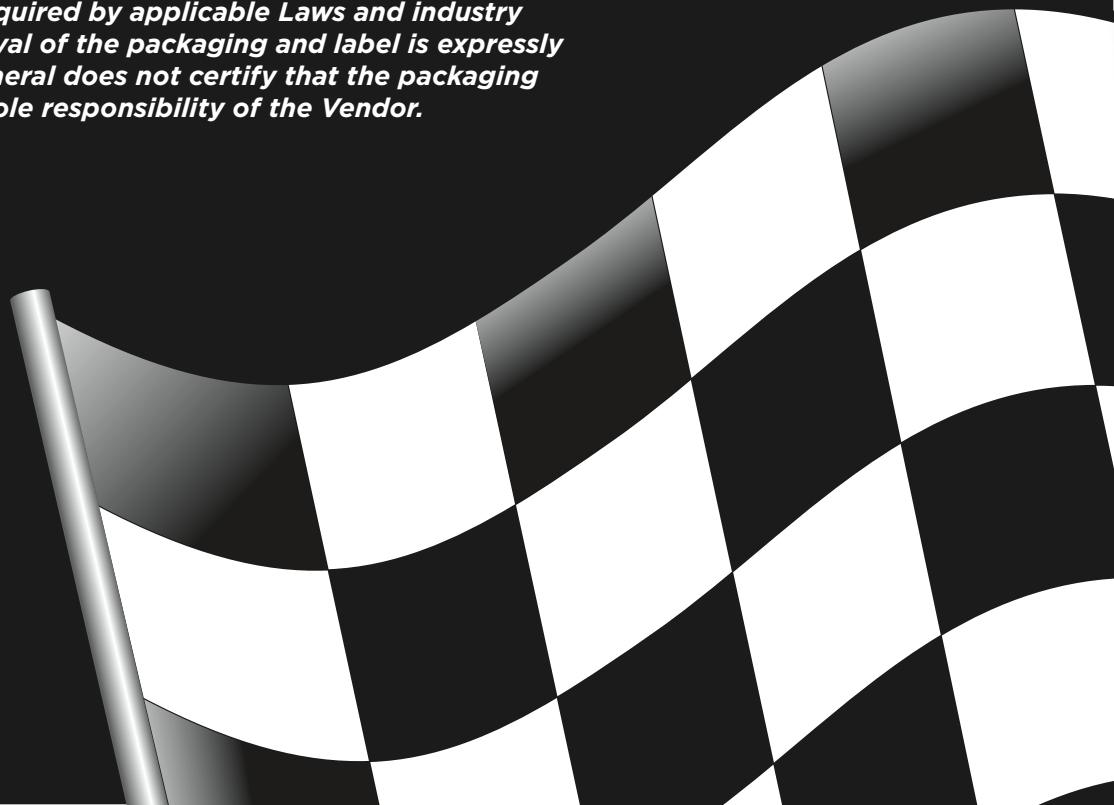


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Introduction

These guidelines are a tool for implementation of the Dollar General packaging. They define the design intent for each package, product group, and their protectable design formats. This guide specifies all design elements to ensure a consistent and successful presentation of the DG brand at retail.

Due to the wide range of sizes, shapes and structures of the retail packaging, it is imperative that these guidelines be adapted to each individual package to maintain the distinctive presence of the DG brand at point of sale.

Purpose of this Guide

- To promote and maintain a unified brand system from category lines to individual products;
- To provide a troubleshooting platform during design execution;
- To preserve current and updated information about the DG brand.

Packaging Objectives

1. Reinforce quality and efficacy.

Brand Positioning

DG brands offer shoppers a variety of products that are less expensive than national brands, but are guaranteed to satisfy consumer needs.

Brand Attributes

Accessible
Trusted
Dependable
Sensible
Necessary

Packaging Trade Dress

Visual and messaging components of DG Auto packaging should communicate reliability and performance in the context of automotive products. The products themselves, and how they look, are usually enough to inform buying decisions. Where appropriate and beneficial, a small number of features can be called out.

DG Auto uses a simple checkered flag graphic element. Lifestyle imagery isn't relevant, and shouldn't be used.

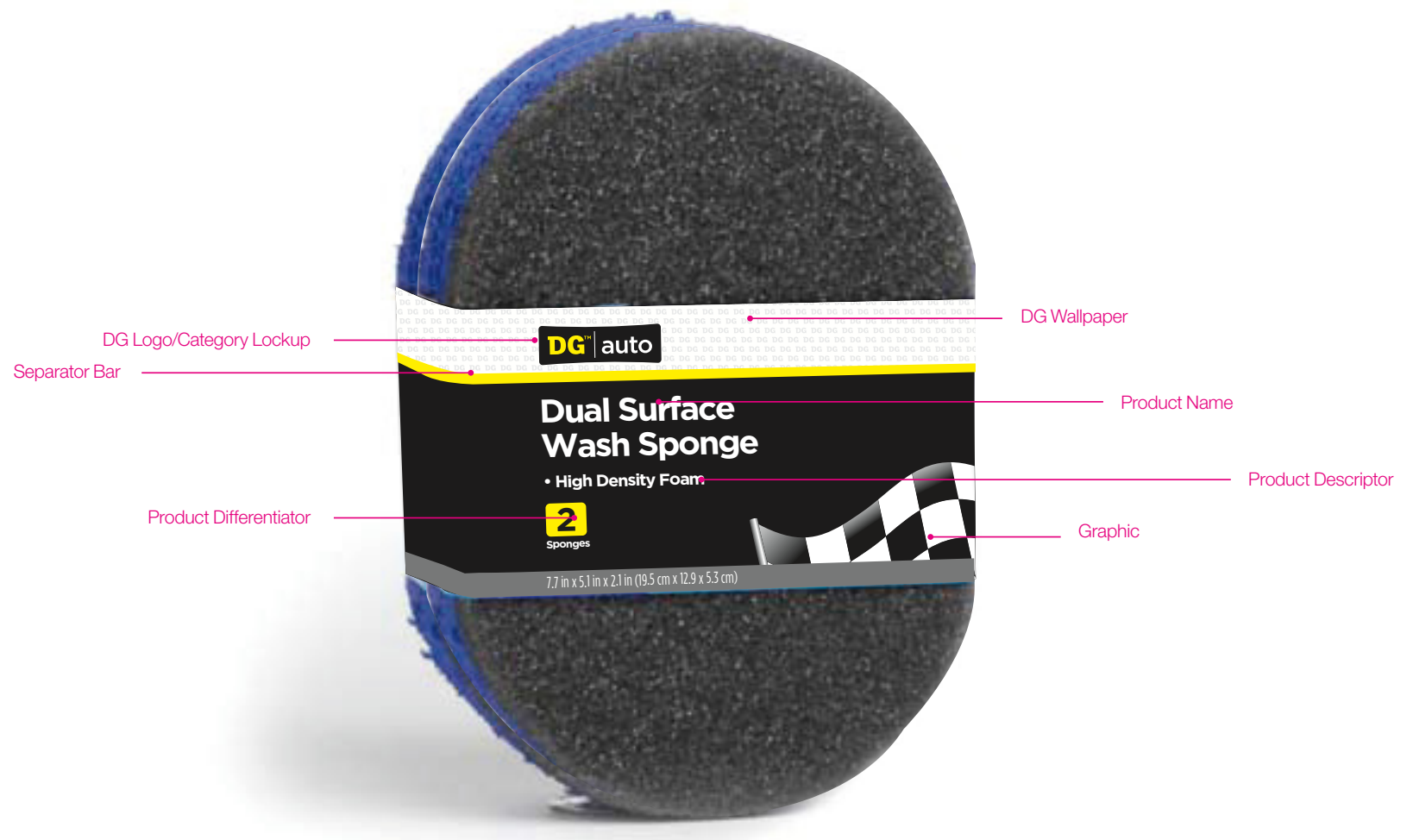
The majority of the DG Auto packages are designed to follow these overall system parameters:

- DG Auto logo is always used in conjunction with the wallpaper at the top of the package;
- Product names appear in Gotham font throughout the system, as the largest part of the naming hierarchy when possible;
- An overall strong black background is used to create a tough, reliable feel.

Each parameter is explained in further detail throughout this guide.



Essential Design Elements



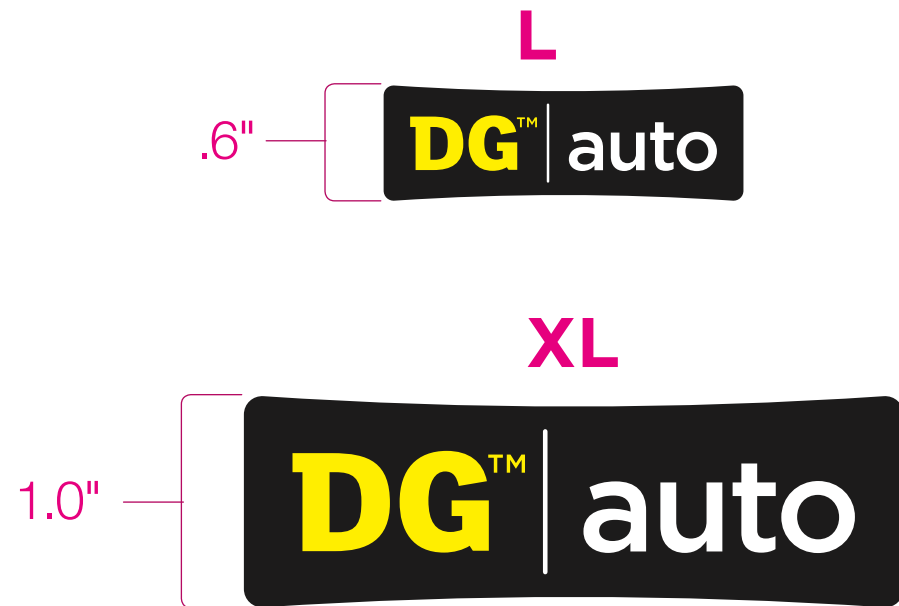
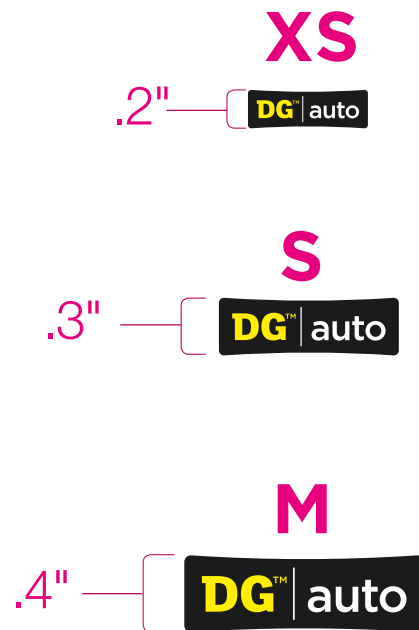
DG Logo/Category Lock-up

The DG brand reinforces the company's identity. The brand identity combines three visual elements – the DG logo, logo color field and category descriptor – to convey an image of a company offering quality products.



DG Logo Sizes

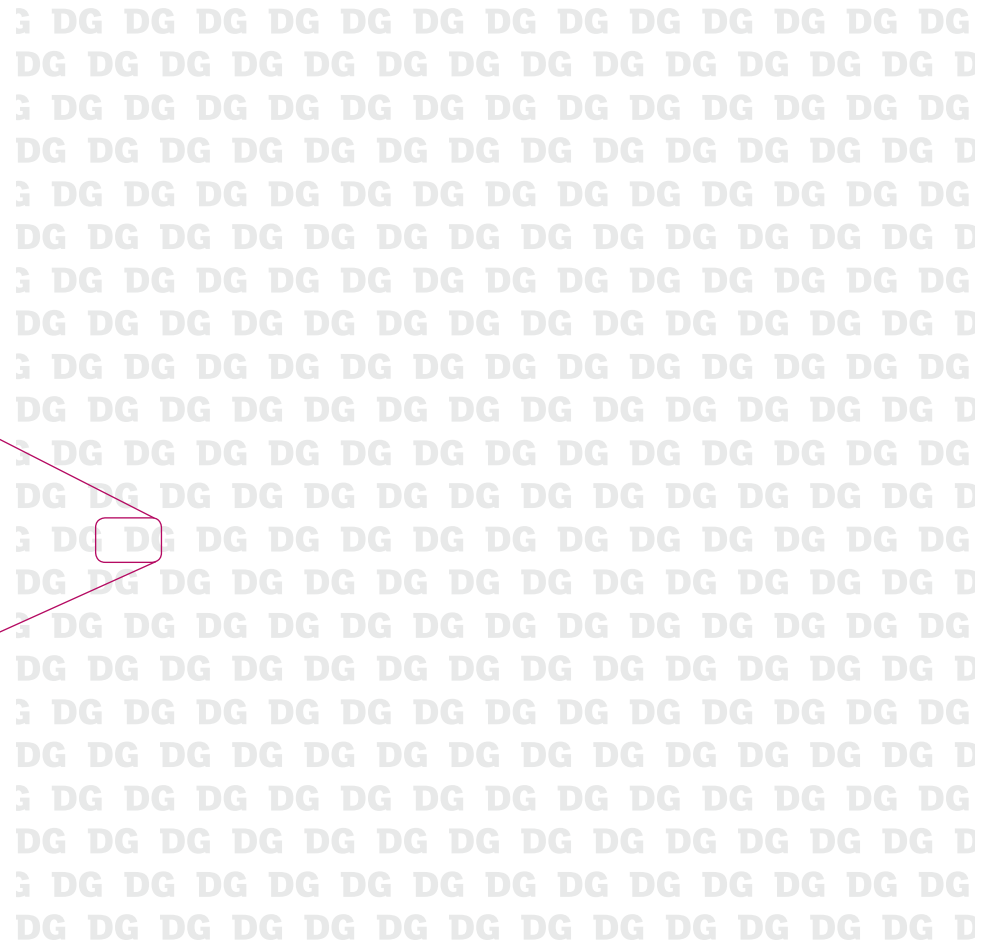
The DG logo must always be presented in one of the five sizes defined below. It should not be scaled or manipulated in any way. The correct size of the logo will be dictated by the size of the Principal Display Panel (PDP). See page 21 for more information.



DG Wallpaper

The DG wallpaper should be placed behind the logo on all packaging. The wallpaper should be free of all imagery and type.

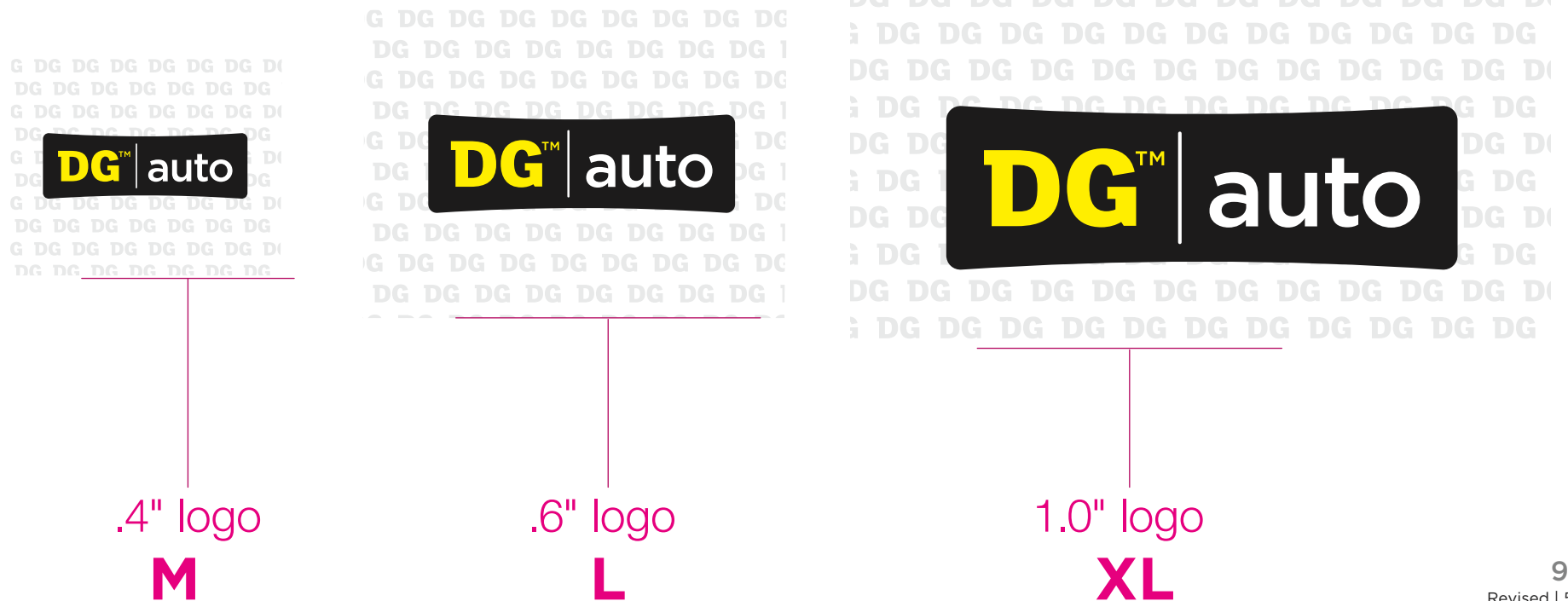
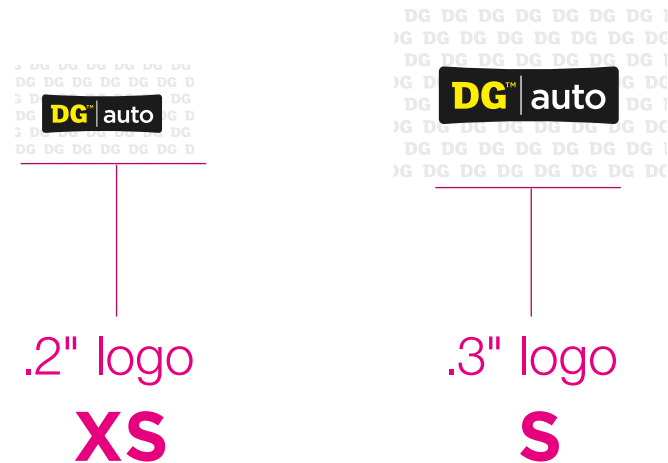
Do not bisect the “DG” element within the wallpaper.



DG Wallpaper

The DG wallpaper scales proportionately to the size of the Principal Display Panel (PDP).

The wallpaper must always be used at one of the prescribed sizes, and should correlate with the size of the DG logo being used. Always match the correct wallpaper pattern with the correct DG logo size. See page 21 for more information.



SKU Differentiation: Rounded Square

The Rounded Square is used to highlight the information the customer needs to choose the correct product.

Category logic will dictate the type of information that should appear in the rounded square. This element may indicate:

- Product quantity (should be the primary usage for this)
- Size

Numerals are centered in boxes. Area to the left and right of the numerals (within the boxes) are half the distance of the space which is above and below the numerals.

Exceptions: When there is not enough space underneath the Rounded Square to include the unit, the unit may be put on the right side.



Rounded Square

SKU Differentiation: Rounded Square

The rounded square must always be used at one of the prescribed sizes, and should correlate with the size of the DG logo being used. Always match the correct rounded square size with the correct DG logo size. See page 21 for more information.

If the quantity is longer than two numbers, keep the height the same and make the width match the numbers.

.2"		 Size: .25" Font: Gotham Bold Font Size: 15 pt
.3"		 Size: .35" Font: Gotham Bold Font Size: 21 pt
.4"		 Size: .5" Font: Gotham Bold Font Size: 30 pt
.6"		 Size: .75" Font: Gotham Bold Font Size: 43 pt
1.0"		 Size: 1.25" Font: Gotham Bold Font Size: 72 pt

Placement of Graphic

Cropping

Depending on a package design layout, the graphic needs to be cropped so that it bleeds off the right and bottom.

Black Space

In order for the package design to feel tough and simple, there should always be appropriate space for messaging on the Principal Display Panel (PDP).

Proportion of Graphic to PDP

Checkered flag graphic should be 1/2 height of PDP. However in some cases, it may need to be smaller in order to maintain a space of 1/4" from any text or other graphic element.



Typography

Font Standards

Type can be a powerful brand tool when used carefully and consistently. The following font types are the current and approved standards to be used to reinforce the DG brand on all packaging. No substitutions can be made.

Gotham Font Family

To help establish a consistent and credible brand style, a single font family has been chosen for most applications—Gotham. It has been chosen because it is contemporary, simple and readable. Gotham has been designed for ease of reading at great distances. It is a practical choice for small sizes as well. The bold and unambiguous capitals are easily differentiated, and the font's generous x-height allows it to be used in smaller sizes. For simplicity and ease of use, only these selected weights of Gotham may be used.

Principal Fonts

A Gotham Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

A Gotham Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Typography

Secondary Fonts

The fonts shown should only be used for the net weight, warnings and other legal copy.

A Gotham Condensed Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

A Gotham Condensed Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

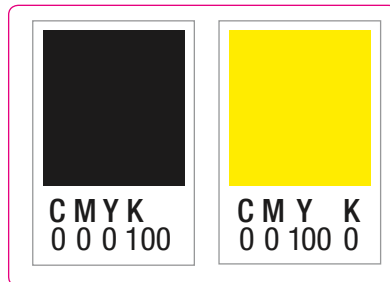
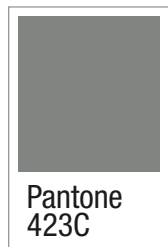
A Helvetica Neue 75 Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

A Helvetica Neue 77 Bold Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

DG Auto Color Specifications

Colors provide a strong visual link to our brand identity across a wide range of packaging applications and product categories. Printed colors will vary due to substrate finish, printing equipment and types of ink.

Primary Color Palette



Color Specifications

Product Name
CO MO Y100 KO

Product Descriptor/Feature Bullet
CO MO YO KO

Square
CO MO Y100 KO



wallpaper



Design Format: Logo and Wallpaper Placement

The DG package design format uses two approaches:

Vertical Format – where logo, wallpaper, and design components are positioned at the top of the package;

Horizontal Format – where logo, wallpaper, and design components are positioned at the left of the package.



Design Format

Package Anatomy

The Margin is 1/2 the size of the logo.

There may be a few exceptions to the 1/2 the size of the logo rule, for example (Example A) if the package is a bag, the margin may need to change to a full logo size.

Example A



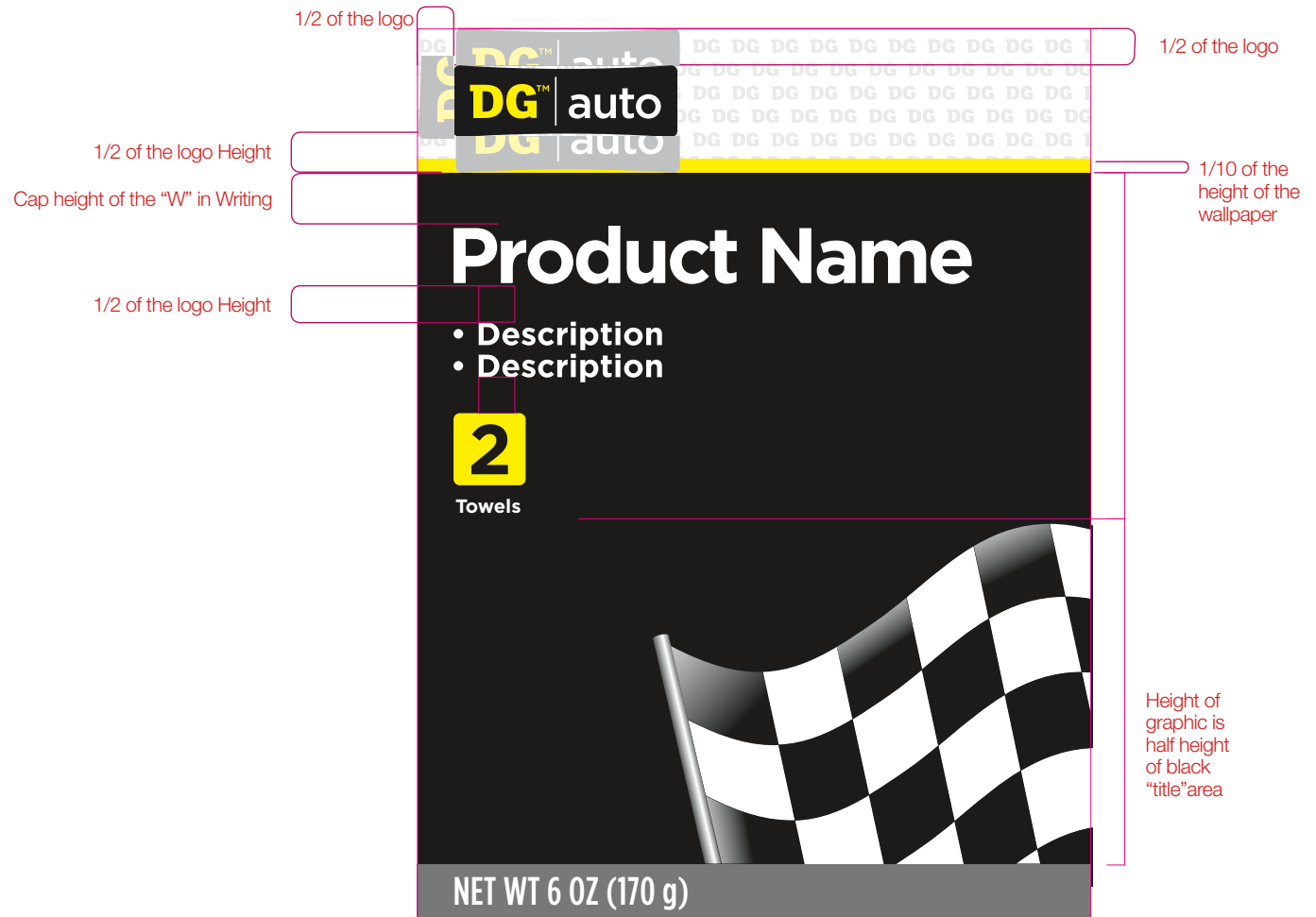
The wallpaper should be positioned so that it intersects the color bar at a clear space within the wallpaper as seen in example B. Example C is an example of how it should not be done.

Do not bisect the “DG” element within the wallpaper.

Example B



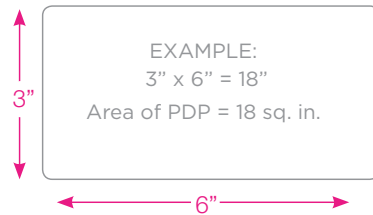
Example C



Principal Display Panel: Package Sizes

The DG logo and wallpaper dimensions, font size and package side margins will be dictated by the size of PDP. Calculate the area of the PDP as follows: multiply the height by the width.

DG package dimensions will fall under five distinctive sizes: x-small (**XS**), small (**S**), medium (**M**), large (**L**) and x-large (**XL**).



Font sizes will change accordingly.

XS is less than 5 sq. in.

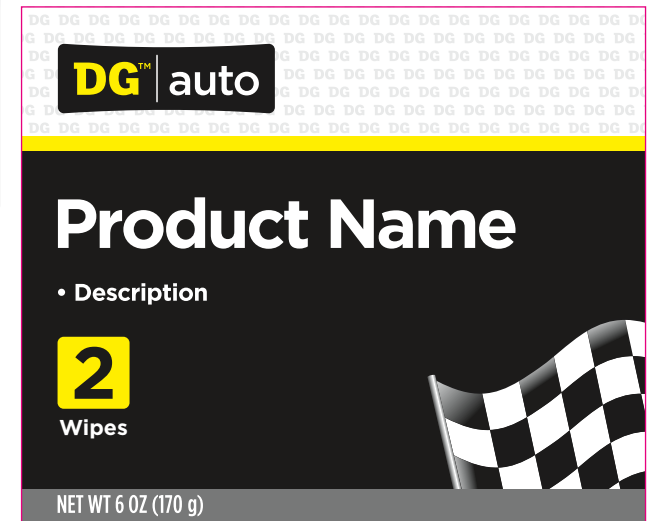
S is more than 5 sq. in. and not more than 10 sq. in.

M is more than 10 sq. in. and not more than 55 sq. in.

L is more than 55 sq. in. and not more than 150 sq. in.

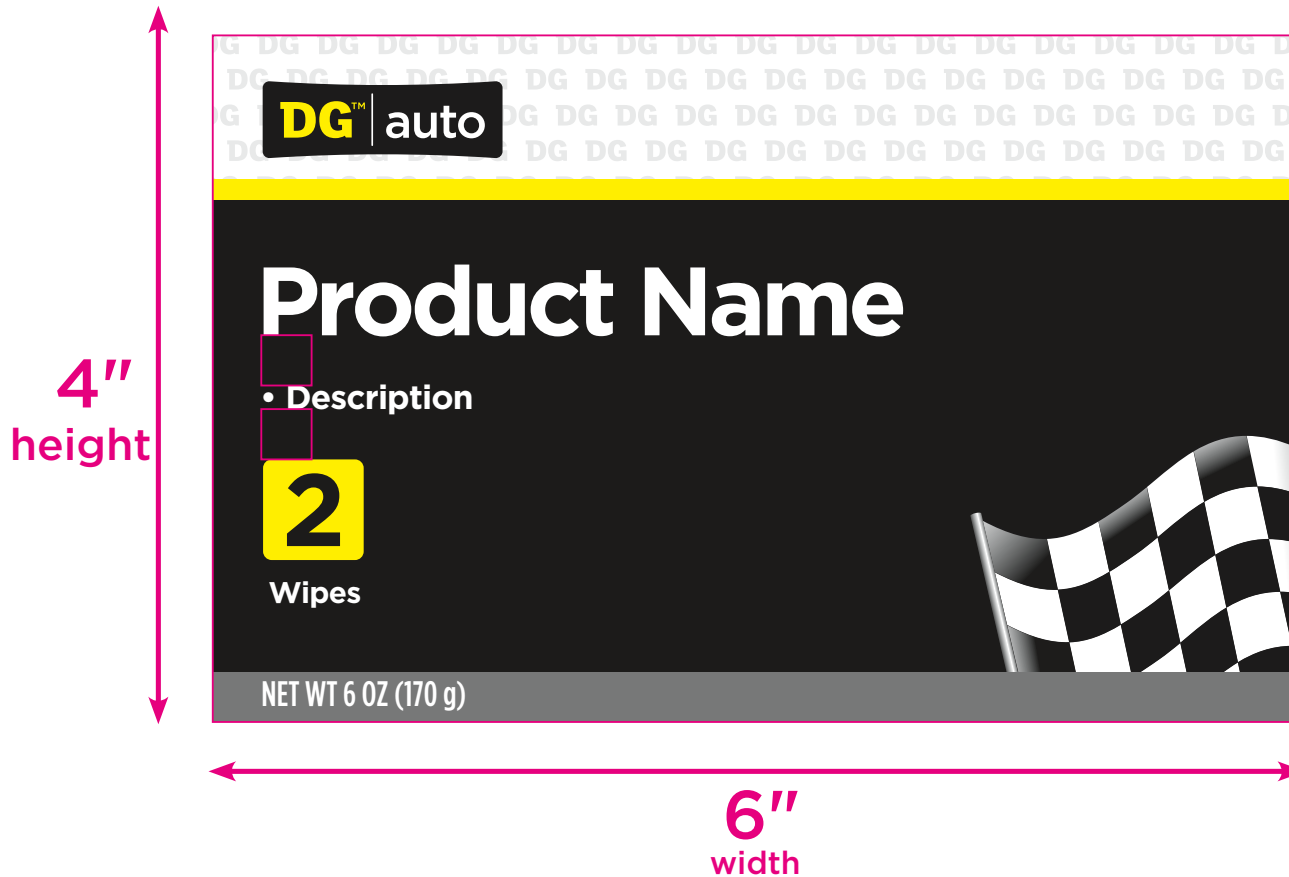
XL is more than 150 sq. in.

Note: Half of the logo width is the PDP margin. Nothing but the DG logo can violate that space.



Principal Display Panel: Example

Calculate the sq. in. area of the Principal Display Panel (PDP) as follows: multiply the height by the width.



Area of PDP
4" x 6"
= 24 square inch
= M package & logo

M = .4 logo size

XS Package Layout Design

Use for PDP 5 square inches or less

Product Name

Font: Gotham Bold

Size: 14 pt/14 pt (leading is 12pt when there is no descender)

Tracking: -50

Product Descriptor

Font: Gotham Bold

Size: 8 pt/8 pt (leading is 6pt when there is no descender)

Product Differentiator Text in Square

Font: Gotham Bold @ 15 pts when one letter

Font: Gotham Bold @ 13 pts when two letters

Descriptor under Square

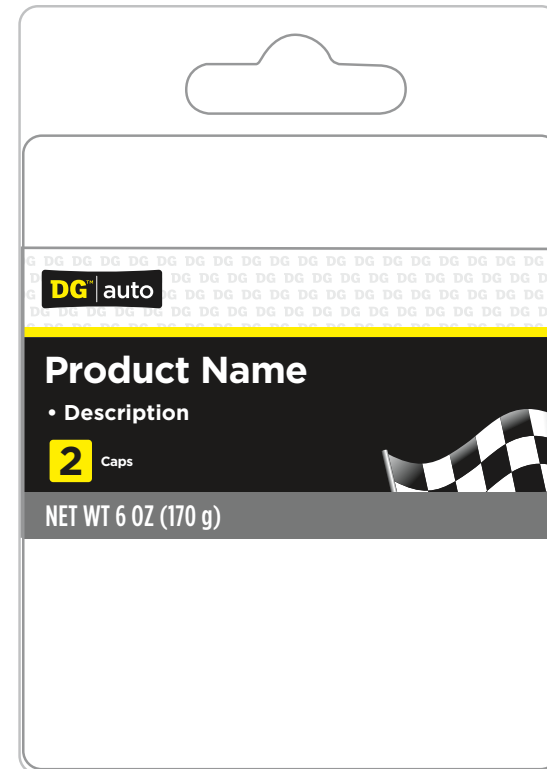
Font: Gotham Bold

Size: 5 pt/5 pt

Net Weight / Dimensions

Font: Gotham Condensed Medium

Size: 11 pt/11 pt



S Package Layout Design

Use for PDP 5 to 10 square inches

Product Name

Font: Gotham Bold
Size: 24 pt/24 pt (leading is 20pt when there is no descender)
Tracking: -50

Product Descriptor

Font: Gotham Bold
Size: 10 pt/10 pt (leading is 12pt when there is no descender)

Product Differentiator Text in Square

Font: Gotham Bold @ 18 pt when two letters
Font: Gotham Bold @ 24 pt when one letter

Descriptor under Square

Font: Gotham Bold
Size: 8 pt/8 pt

Net Weight / Dimensions

Font: Gotham Condensed Medium
Size: 13 pt/13 pt

Space-constrained type size exceptions:

When space does not allow for the standard type sizes, retain the correct logo size (S = .3), and use the following specifications for product name and other communications

S = .3" logo



Product Name

Font: Gotham Book
Size: 14 pt/16 pt (leading is 14pt when there is no descender)
Tracking: -20

Product Descriptor

Font: Gotham Bold
Size: 8 pt/10 pt (leading is 8.5pt when there is no descender)

Product Differentiator Text in Square

Font: Gotham Bold @ 13 pt when two letters
Font: Gotham Bold @ 15 pt when one letter

Descriptor by Square/Feature Bullets

Font: Gotham Book
Size: 6.5 pt/6.5 pt

M Package Layout Design

Use for PDP of 10-55 square inch

Product Name

Font: Gotham Bold
Size: 40 pt/40 pt (leading is 26pt when there is no descender)
Tracking: -50

Product Descriptor

Font: Gotham Bold
Size: 16 pt/18 pt (leading is 16pt when there is no descender)
Tracking: -25

Product Differentiator Text in Square

Font: Gotham Bold @ 30 pt when two letters
Font: Gotham Bold @ 36 pt when one letter

Descriptor under Square

Font: Gotham Bold
Size: 10 pt/10 pt

Net Weight / Dimensions

Font: Gotham Condensed Medium
Size: 19 pt/19 pt

Space-constrained type size exceptions:

When space does not allow for the standard type sizes, retain the correct logo size (M = .4), and use the following specifications for product name and other communications

Product Name

Font: Gotham Bold
Size: 30 pt/30 pt (leading is 20pt when there is no descender)
Tracking: -50

Product Descriptor

Font: Gotham Bold
Size: 10 pt/10 pt (leading is 12pt when there is no descender)

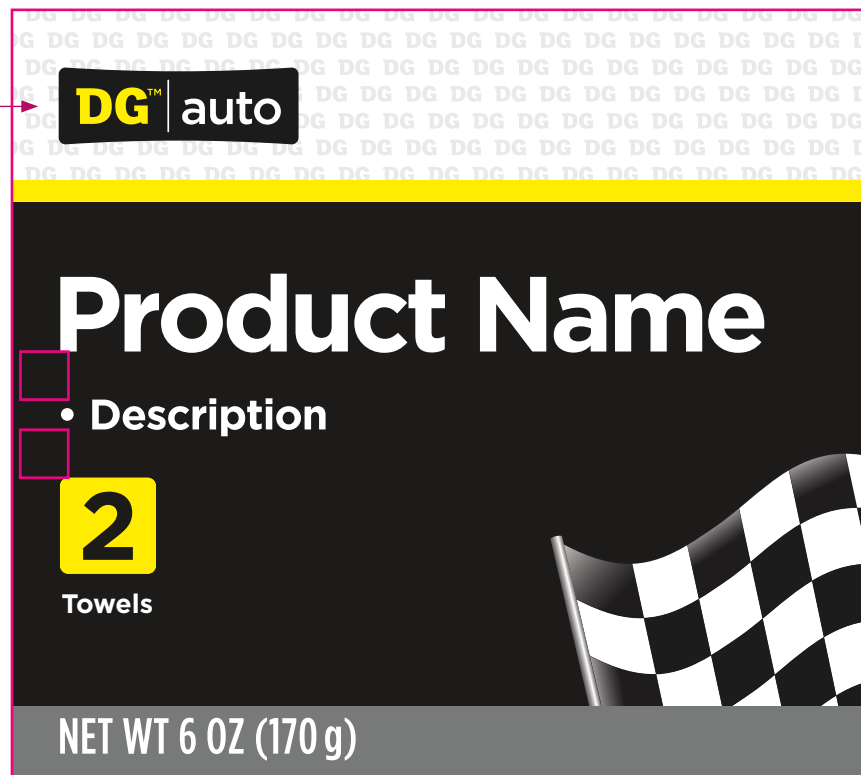
Product Differentiator Text in Square

Font: Gotham Bold @ 18 pt when two letters
Font: Gotham Bold @ 24 pt when one letter

Descriptor by Square/Feature Bullets

Font: Gotham Bold
Size: 8 pt/8 pt

M = .4" logo



L Package Layout Design

Use for PDP of 55-150 square inch

Product Name

Font: Gotham Book
Size: 52 pt/52 pt (leading is 48pt when there is no descender)
Tracking: -50

Product Descriptor

Font: Gotham Bold
Size: 18 pt/24 pt (leading is 18pt when there is no descender)
Tracking: -25

Product Differentiator Text in Square

Font: Gotham Bold @ 40 pt when two letters
Font: Gotham Bold @ 55 pt when one letter

Descriptor under Square

Font: Gotham Bold
Size: 16 pt/16 pt

Net Weight / Dimensions

Font: Gotham Condensed Medium
Size: 19 pt/19 pt

Space-constrained type size exceptions:

When space does not allow for the standard type sizes, retain the correct logo size (L = 75), and use the following specifications for product name and other communications

Product Name

Font: Gotham Book
Size: 30 pt/30 pt (leading is 26pt when there is no descender)
Tracking: -50

Product Descriptor

Font: Gotham Bold
Size: 16 pt/18 pt (leading is 16pt when there is no descender)
Tracking: -25

Product Differentiator Text in Square

Font: Gotham Bold @ 30 pt when two letters
Font: Gotham Bold @ 36 pt when one letter

Descriptor by Square/Feature Bullets

Font: Gotham Bold
Size: 10 pt/10 pt

L = .6" logo



XL Package Layout Design

Use for PDP of 150 square inch or more

* Package not to scale

Product Name

Font: Gotham Book

Size: 98 pt/98 pt (leading is 92pt when there is no descender)

Tracking: -50

Product Descriptor

Font: Gotham Bold

Size: 40 pt/40 pt (leading is 35pt when there is no descender)

Tracking: -25

Product Differentiator Text in Square

Font: Gotham Bold @ 75 pt when two letters

Font: Gotham Bold @ 90 pt when one letter

Descriptor under Square

Font: Gotham Bold

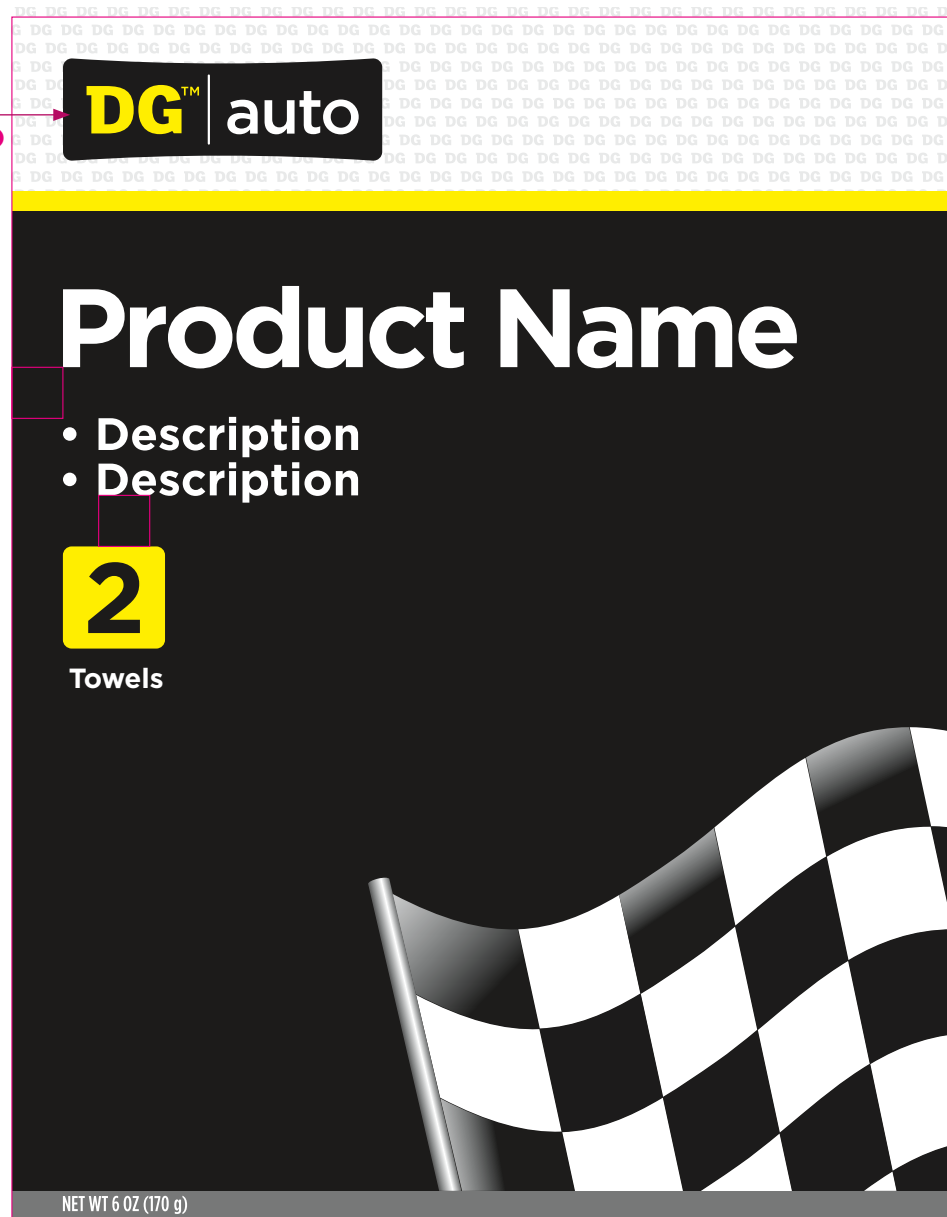
Size: 24 pt/24 pt

Net Weight / Dimensions

Font: Gotham Condensed Medium

Size: 19 pt/19 pt

XL = 1.0" logo



PDQ Layout Design



Product Name

Font: Gotham Book
Size: 98 pt/98 pt (leading is 92pt when
there is no descender)
Tracking: -50

Logo

Medium: 0.6"

PDQ Layout Design with Price



Product Name

Font: Gotham Book
Size: 98 pt/98 pt (leading is 92pt when
there is no descender)
Tracking: -50

Logo

Medium: 0.6"

DG Auto Motor Oil

DG Auto Motor Oil will follow the same font size standards as the regular DG Auto Packaging.
The background color of the labels will be 100% Yellow. The different oil grades are represented by different color bars behind the product name.

SAE 5W-30

PMS
362 C



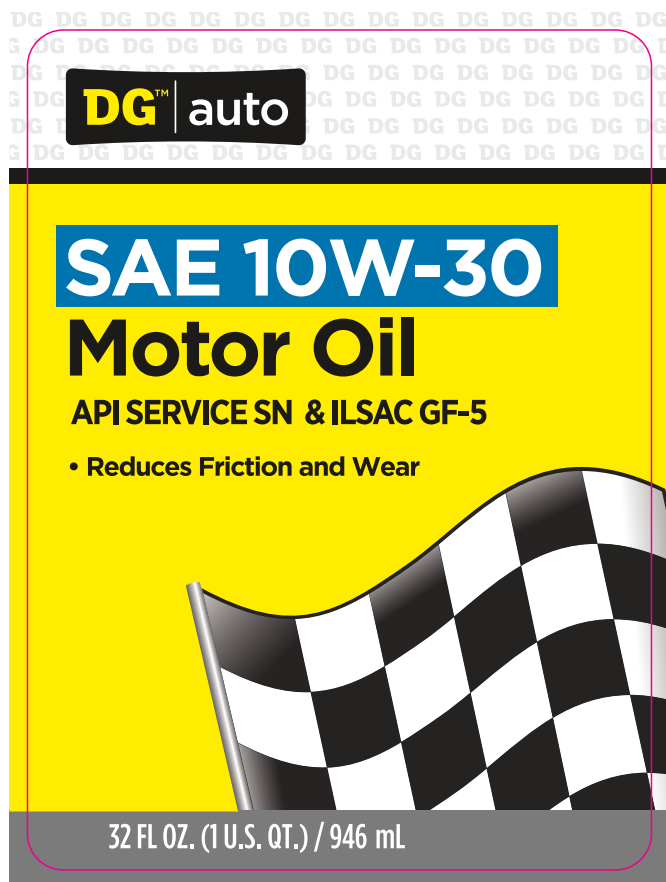
API Service symbol and callout is only used on API certified oil products.

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SAE 10W-30

PMS
307 C

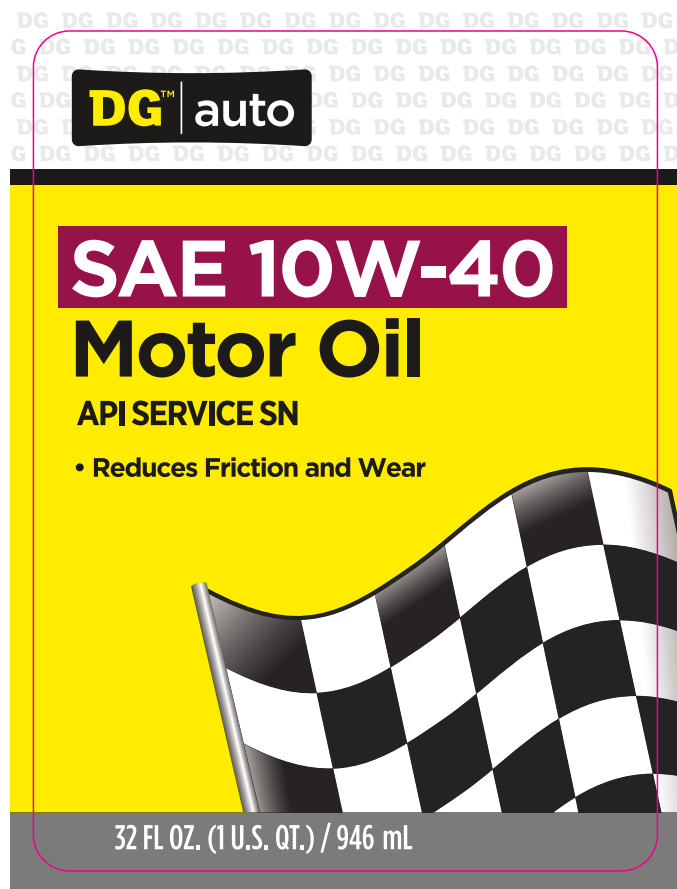


API Service symbol and callout is only used on API certified oil products.

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SAE 10W-40



API Service symbol and callout is only used on API certified oil products.

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For design assistance and electronic files contact:

Alicia Greer (On-site at Dollar General Corporate)
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e-mail: alicia.greer@schawk.com

Note: Package files are examples only. Dielines and contents are not final for production.
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