Introduction

These guidelines are a tool for development of the new True Living™ Essentials brand components: labels, hang tags, PDQ’s, etc. This guide provides the specifications of each design element and its application to ensure a consistent and successful presentation of the True Living™ Essentials brand at retail.

Due to the wide range of sizes and shapes of brand labels, it is imperative that these guidelines be adapted to each individual design piece to maintain the distinctive presence of True Living™ Essentials at point of sale.

Brand Boundaries

As True Living™ Essentials’s product portfolio continues to grow, Dollar General requires a defined guidance system that will enable precise and appropriate categorization of individual products.

Purpose of this Guide

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

Brand Positioning

True Living™ Essentials Brand offers Dollar General shoppers a mix of select Home Domestics and Decor items that are functional, practical and current.

Our products are less expensive but comparable in quality to those found in big box, specialty and home stores.

Brand Attributes

Practical
Functional
Current
Packaging Trade Dress

Visual and messaging components of True Living™ Essentials packaging should collectively work to communicate the concept of “feathering your nest” with modern and functional accessories that align with the fashion and aesthetic sensibilities of Dollar General shoppers throughout the nation.

The majority of True Living™ Essentials packages are designed to follow these overall system parameters:

- The True Living™ Essentials logo is always placed so that it is visually centered in the space at the top of the package or label design;

- The product name appears inside the blue arrow in Berthold Akzidenz Grotesk Bold Condensed;

- The package design layout aligns all brand elements vertically down the center of the package or label;

- In most instances, photography is not to be used – product differentiation messaging and design elements should take highest priority in packaging. Tactical product info can be relegated to small print on the back and side panels.

Each parameter is explained in further detail throughout the pages of this guide.
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. It is the responsibility of each printer to match the Pantone chips as closely as possible.

Primary Color Palette

- Pantone 2935
- Process Black

70% tint
The True Living™ Essentials package design layout aligns all brand elements vertically down the center of the package or label. True Living Essentials packaging is made up of the following key elements:

**True Living™ Essentials Logo**
The placement on packaging is discussed on page 9.

**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 and maintains a cap height of clear space above it at all times.
Font: Berthold Akzidenz Grotesk Bold Condensed
Tracking: 0
Color: Knock Out

**Product Descriptor**
Product descriptions with more than one descriptor will begin with bullet points and will be left justified under the product name.
Font: Berthold Akzidenz Grotesk Condensed
Tracking: 0
Color: Knock Out

**Size, Quantity or Tertiary Copy**
Font: Berthold Akzidenz Grotesk Light Condensed
Tracking: 0
Color: Knock Out

**Color Bar**
The height of the color bar is directly related to the size of the True Living™ Essentials logo. Details are described on page 11.
Color: 70% Pantone 2935
Photo Usage

Visual components of True Living™ Essentials packaging should collectively work to communicate the concept of “feathering your nest” with modern and functional accessories that align with the fashion and aesthetic sensibilities of Dollar General shoppers throughout the nation.

Product photography should primarily focus on the product, front and center, shot in an environment that represents where the product will be used. All propping should be simple and uncluttered.
**PDP Logo & Typography Dimensions**

The True Living™ Essentials logo dimension and font size will be dictated by the size of Primary Display Panel or PDP. Calculate the square inch area of the PDP by multiplying the height by the width.

True Living™ Essentials package dimensions will fall under four sizes: small (S), medium (M), large (L), and x-large (XL).

The logo and font sizes will change accordingly.

- **S** is less than 8 sq. in.
- **M** is more than 8 sq. in. and not more than 26 sq. in.
- **L** is more than 26 sq. in. and not more than 45 sq. in.
- **XL** is more than 45 sq. in.

**EXAMPLE:**

Area of PDP = 3” x 6” = 18”
True Living™ Essentials Logo

**Logo Placement**
The True Living™ Essentials logo is always placed so that it is visually centered in the white space at the top of the package or label design, as shown. Clear instruction on the exact placement of the logo can be found on the following pages.

**Clear Space Around the Logo**
NEVER violate or obstruct the clear area around the logo. As a general rule “X” must equal at least 100% of the logo x height. It is essential that the True Living™ Essentials brand remains free of all graphics, photo and type.

**Trademark**
The trademark is a legal component of the True Living™ Essentials brand and must always be present to protect the True Living Essentials identity.
There are four size options for the True Living™ Essentials logo used on the packaging. In most cases, the True Living™ Essentials brand elements will be dictated by the size of Primary Display Panel (PDP). Refer to page 8 for more info.

**Small Logo (S)**
The small True Living™ Essentials logo, (0.8” in height), is used on hang tags and package labels with a PDP less than 8 sq. in.

**Medium Logo (M)**
The medium True Living™ Essentials logo, (1.2” in height), is used on package labels with a PDP more than 8 sq. in. and not more than 26 sq. in.

**Large Logo (L)**
The large True Living™ Essentials logo, (1.5” in height), is used on package labels with a PDP more than 26 sq. in. and not more than 45 sq. in.

**Extra Large Logo (XL)**
The extra large True Living™ Essentials logo, (1.75” in height), is used on large package and box formats with a PDP more than 45 sq.in.

**Extra Extra Large Logo (XXL) NOT SHOWN**
The extra large True Living™ Essentials logo, (3.5” in height), is used on large package and box formats with a PDP more than 150 sq.in.
Picture Frame Logo and Inserts (Unique logo treatment)

*For picture frame inserts, the True Living Essentials logo should be white so it can appear on any color background.

The twist element should be used on Inserts without lifestyle images.

Lifestyle images should appear on the right side of the pdp.

*This logo and layout is to be used for photo and certificate frames items only.

For picture size use font Helvetica Nueu LT STD Heavy 85
Color Bar

As previously mentioned, the height of the blue 70% Pantone 2935 color bar is directly related to the size of the True Living™ Essentials logo.

The color bar is equal to 1.5 of the x height of the True Living™ Essentials logo.

For product names that are longer and must be stacked, the color bar is equal to 2.5 of the x height of the True Living™ Essentials logo.

Product names are center aligned with the logo, black rule, product descriptor and quantity.

For packages without images, the color bar will extend 2 cap heights of the product name.

For packages with images, the color bar will extend into the image so that the base of the arrow meets the edge of the picture.
Font Standards
Type can be a powerful brand tool when used carefully and consistently. The following font types are the current and approved standards that are to be used to reinforce the True Living™ Essentials brand on all packaging. No substitutions can be made.

Berthold Akzidenz Grotesk
To help establish a consistent and credible brand style, a single font family has been chosen for most applications—Berthold Akzidenze Grotesk. It has been chosen because it is contemporary, simple and readable.
Small Typography Size Option

There are four size options for the True Living™ Essentials typographic elements for use on packaging. The True Living™ Essentials 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. Refer to page 9 for more info.

**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: Berthold Akzidenz Grotesk Bold Condensed
Size: 16 pt
Color: Knock Out

**Product Descriptor**
Font: Berthold Akzidenz Grotesk Condensed
Size: 14 pt
Tracking: 0
Color: 80% Black

**Size, Quantity or Tertiary Copy**
Font: Berthold Akzidenz Grotesk Light Condensed
Size: 10 pt
Tracking: 0
Color: 80% Black
Medium Typography Size Option

There are four size options for the True Living™ Essentials typographic elements for use on packaging. The True Living™ Essentials typographic 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. Refer to page 9 for more info.

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: Berthold Akzidenz Grotesk Bold Condensed
Size: 24 pt
Color: Knock Out

Product Descriptor
Font: Berthold Akzidenz Grotesk Condensed
Size: 18 pt
Color: 80% Black

Size, Quantity or Tertiary Copy
Font: Berthold Akzidenz Grotesk Light Condensed
Size: 12 pt
Color: 80% Black
Large Typography Size Option

There are four size options for the True Living™ Essentials typographic elements for use on packaging. The True Living™ Essentials typographic elements will be dictated by the size and type of package being extended, when possible.

**Large Type**
Large type is used on large package and box formats with a PDP between 26 and 45 sq. in. Refer to page 8 for more info. Large type is not on PDQ or shipper layouts. Special instructions for PDQs and shippers can be found on page 20.

**Product Name**
The product name appears as the foremost part of the naming hierarchy, when possible. The product name can be placed with the product descriptor beneath the product photography on large package and box formats.
Font: Berthold Akzidenz Grotesk Bold Condensed
Size: 27 pt
Color: Knock Out

**Product Descriptor**
Font: Berthold Akzidenz Grotesk Condensed
Size: 22 pt
Color: 80% Black

**Size, Quantity or Tertiary Copy**
Font: Berthold Akzidenz Grotesk Light Condensed
Size: 14 pt
Color: 80% Black
There are four size options for the True Living™ Essentials typographic elements for use on packaging. The True Living™ Essentials typographic elements will be dictated by the size and type of package being extended, when possible.

**Extra Large Type**
Extra large type is used on large package and box formats with a PDP more than 45 sq.in. Refer to page 8 for more info. Large type is not on PDQ or shipper layouts. Special instructions for PDQs and shippers can be found on page 20.

**Product Name**
The product name appears as the foremost part of the naming hierarchy, when possible. The product name can be placed with the product descriptor beneath the product photography on large package and box formats.
Font: Berthold Akzidenz Grotesk Bold Condensed
Size: 32 pt
Color: Knock Out

**Product Descriptor**
Font: Berthold Akzidenz Grotesk Condensed
Size: 25 pt
Color: 80% Black

**Size, Quantity or Tertiary Copy**
Font: Berthold Akzidenz Grotesk Light Condensed
Size: 16 pt
Color: 80% Black

*Please use the approved Made in the USA logo on items produced domestically*
There are four size options for the True Living™ Essentials typographic elements for use on packaging. The True Living™ Essentials typographic elements will be dictated by the size and type of package being extended, when possible.

**Extra Extra Large Type**
Extra large type is used on large package and box formats with a PDP more than 150 sq.in. Refer to page 8 for more info. Large type is not on PDQ or shipper layouts. Special instructions for PDQs and shippers can be found on page 20.

**Product Name**
The product name appears as the foremost part of the naming hierarchy, when possible. The product name can be placed with the product descriptor beneath the product photography on large package and box formats.

- **Font:** Berthold Akzidenz Grotesk Bold Condensed
- **Size:** 73 pt, 54 pt minimum
- **Color:** Knock Out

**Product Descriptor**
Font: Berthold Akzidenz Grotesk Condensed

- **Size:** 50 pt
- **Color:** 80% Black

**Size, Quantity or Tertiary Copy**
Font: Berthold Akzidenz Grotesk Light Condensed

- **Size:** 34 pt
- **Color:** 80% Black

*Font sizes and placement will depend on the size and orientation of the package.*
Hang Tag Layout

Hang tags come in varying sizes and should be laid out in one of two ways. Tall layout or square/horizontal layout.

**Tall Layout**
Divide taller hang tags half from top to bottom. The color bar element will center vertically there.

The True Living™ Essentials logo is aligned with the center of the white space.

**Square/Horizontal Layout**
Divide square to horizontal hang tags into half from top to bottom. The color bar element will center vertically there.

The 70% Pantone 2935 color bar is centered on the hang tag.

The hang tags to the right are a representation for reference only.
Label Layout

Labels come in varying sizes and should be laid out in one of two ways. Tall/Round layout or square/horizontal layout.

**Tall Layout**
The True Living™ Essentials logo is aligned with the center of the white space.

The 70% Pantone 2935 color bar one cap height of the Product Name down from the black rule.

**Square/Horizontal Layout**
Divide square to horizontal labels into half from top to bottom. The black rule is centered in the element.

The True Living™ Essentials logo is aligned with the center of the white space.

The 70% Pantone 2935 color bar one cap height of the Product Name down from the black rule.

The labels to the right are a representation for reference only.
Hang Card Layout

Divide hang cards into half from the hang tab to the base of the card, as shown. The black rule will be centered vertically.

The True Living™ Essentials logo is centered in the white area starting beneath the hang tab. The logo should never violate the clear space rules described on page 9. If space is limited, the next smaller logo may be used.

The 70% Pantone 2935 color bar place one cap height of the Product Name down from the black rule.

The hang cards to the right are a representation for reference only.
**Large Box Layout**

**Box with Lifestyle Image Layout**
Divide boxes that contain lifestyle imagery into fourths horizontally. The left 1/2 of the box is white and the right 1/2 of the box is filled with the product image.

The logo, product name, product descriptor and size/quantity are centered in the left 1/4 of the pkg.

**Photo Usage**
Visual components of True Living™ Essentials packaging should collectively work to communicate the concept of “feathering your nest” with modern and practical accents that align with the fashion and aesthetic sensibilities of Dollar General shoppers throughout the nation.

Product photography should primarily focus on the product, front and center, shot in an environment that represents where the product will be used. All propping should be simple and uncluttered.

The box face to the right is a representation for reference only.

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**Shoe Organizer**
Contains 24 Pockets to Carry 12 pairs of shoes

19 in. W x 64 in. H (48.2 cm x 162 cm)
Vertical Layout

**Vertical Insert or box with Lifestyle Image Layout**
The logo, product name, product descriptor and size/quantity are centered vertically in the pkg.

**Photo Usage**
Visual components of True Living™ Essentials packaging should collectively work to communicate the concept of “feathering your nest” with modern and practical accents that align with the fashion and aesthetic sensibilities of Dollar General shoppers throughout the nation.

Product photography should primarily focus on the product, front and center, shot in an environment that represents where the product will be used. All propping should be simple and uncluttered.

The box face to the right is a representation for reference only.
In most cases the front panel height of this type of PDQ should always be 2.75” high.

To create enough room for the product name, the white space created for the True Living™ Essentials logo is 4” wide. When the PDQ changes in width, the logo as well as the product name remain the same size and alignment.

The PDQs shown here are a representation for reference only.

Product Name
The product name is centered in the space between the True Living™ Essentials color bar element and the Dollar General price label as well as centered on the PDQ front from top to bottom.
Font: Gotham Medium
Size: 64 pt
Tracking: -25
Color: Knock Out

Font: Gotham Medium
Size: 64 pt
Tracking: 25
Color: Knock Out

Font: Gotham Medium
Size: 64 pt
Tracking: -25
Color: Knock Out

White space = 4” wide
Logo = 3.5” wide

Center product name between color bar and price

White space = 4” wide
Logo = 1.75” tall

Mesh Laundry Baskets

Fashion Print Shoe Organizer with Hangers
PDQ B (Unique PDQ treatment for Frames Category only)

Blue space = 4” wide
Logo = 1.75” tall

*This logo and layout is to be used for photo and certificate frames items only.
Cards come in varying sizes with a wide array of products placed on the card face. This limits the amount of usable space you have for graphics as product placement may interfere with the brand elements. To attempt to keep a clean and consistent brand across the True Living™ Essentials product line, cards are handled in a unique way.

Card Layout

The logo is left aligned in the top starting next to the hang tab. The logo should never violate the clear space rules. If space is limited, the next smaller logo may be used.

The 70% Pantone 2935 color bar is aligned at the base of the 1.75” measurement as shown.

Product Name Placement

The product name appears as the foremost part of the naming hierarchy and is centered on the package, when possible. The product name can be placed with the product descriptor wherever space allows on the card. The product name should never violate the clear space.

The card to the right is a representation for reference only.

Stocking Codes

A stocking code (5 digit number) on the is added to Private Label product packaging. Not all items will get stocking codes mostly by priority, then items with multiple vendors, hard to stock, and then new items.

Code Placement

Peg items – code to be placed on front of package on the left side bottom of card.

Code Placement

All other items – code to be placed above UPC.

Code Font is Gotham Medium

Size to be 6 pt.
Round or Square Label with Image

**Label with Image Layout**
Divide labels that contain product imager into thirds from top to bottom. The top 1/3 of the label will contain the logo and color bar element, and the lower 2/3 of the label is divided in half vertically. Place the product image fills in the right bottom half facing the image toward the center.

The True Living™ Essentials logo is centered in the top of the package.

**Photo Usage**
Visual components of True Living™ Essentials packaging should collectively work to communicate the concept of “I Can Make That Myself” with modern and practical accents that align with the fashion and aesthetic sensibilities of Dollar General shoppers throughout the nation.

Product photography should primarily focus on the outcome from using the Dollar General product. All propping should be simple and uncluttered.

The label to the right is a representation for reference only.

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**Pop-Up Laundry Sorter**
- Holds up to 2 Loads of Laundry
- Removable Divider
- Folds Flat for Storage

23 in. L x 13 in. W x 15 in H
(58.4 cm x 33 cm x 38.1 cm)

**All typographical elements will follow the style guide starting on page 9.**

**Divide lower 2/3 of the horizontal labels into half**

**Align color bar element above the photo.**

**Center align the logo horizontally.**

**Divide packages with graphics into thirds**

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Inspired Home - Hang Card Layout

Essentials typographic elements will be dictated by the size and type of package

**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: Courier New Bold MT
Size: 12 pt
Color: White

**Product Descriptor**
Font: Courier New Bold MT
Size: 10 pt
Color: Black

**Size, Quantity or Tertiary Copy**
Font: Courier New Bold MT
Size: 8 pt
Color: Black
Inspired Home - Furniture Box

Essentials typographic elements will be dictated by the size and type of package.

**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: Courier New Bold MT
Size: 53 pt
Color: White

**Product Descriptor**
Font: Courier New Bold MT
Size: 32 pt
Color: Black

**Size, Quantity or Tertiary Copy**
Font: Courier New Bold MT
Size: 20 pt
Color: Black

Font sizes may vary depending on the size of the package.
Inspired Home - PDQ

Essentials typographic elements will be dictated by the size and type of package

**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: Courier New Bold MT
Size: 60 pt
Color: White

**Product Descriptor**
Font: Courier New Bold MT
Size: 26 pt
Color: Black

**Size, Quantity or Tertiary Copy**
Font: Courier New Bold MT
Size: 17 pt
Color: Black

Font sizes may vary depending on the size of the package.

Kraft paper image should continue around the pdq.
Note: Package files are examples only. Dielines and contents are not final for production.

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