



Brand Guidelines | 2020 Apparel

Revised - 6/3/20

***IMPORTANT NOTE - The distribution address has
changed going forward for Fall 2020.**

**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, heat-seals, paper labels and belly bands - NATco

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

Hang Tags and Adhesive Labels
Fineline Technologies

Orders: www.finelineglobal.com/fasttrak/

US Support: Jamilah Dotson
Email: jdotson@finelinetech.com
Phone: 800-500-8687 x3304

Non-US Support: Jan Ling - jling@finelinetech.com.hk
Email: support@finelinetech.com.hk
Phone: 852-2156-9788

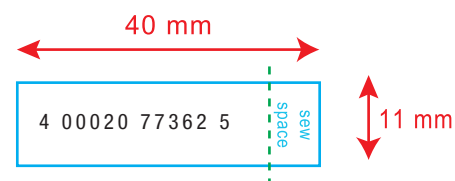
If there are questions please contact Alicia Noble: alicia.noble@schawk.com

Vendor Checklist

	UPC Label	Hang Tag	Heat Seal or Woven Label	Hanger
Open Trails Boys'				
Open Trails Men's				

* Any exceptions may require specialty hang tags or stickers. See pages 6-7

– 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.

**- Tracking Number
Format-
Children's Items
ONLY**



TRACKING NUMBER

Fill in the XX00 with the correct season code: example SS20

a. **Season Code** should contain:

- i. **FW** = Fall/Winter
- ii. **SS** = Spring/Summer
- iii. 2 digit year (ex. **15**)
- iv. *This information can be found on the item setup form provided by the buyer

YELLOW WAS PANTONE 102-NOW
PANTONE YELLOW
COMOY100K



BLUE WAS PANTONE 300-NOW
PANTONE 279
C68M34Y0K0

**Use on FW20**

ORANGE PANTONE 165
COM74Y95K0



AQUA PANTONE 311
C63M0Y12K0



GREEN PANTONE 355
C94M0Y100K0



WHITE



RED PANTONE 485
C0M95Y100K0



YELLOW PANTONE 115
C2M12Y94K0



PINK PANTONE MAGENTA
COM100Y0K0



GRAY PANTONE 422
COM0Y0K33



Item Index

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OT19_B_HT014, 0141 BOYS Price Ticket5B	OT12_HTL029 MENS/BOYS Heat Transfer Label (Size / COO / RN / Content) BLACK8-8A	Open Trails Men's / Boys' PDQ Example 13
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Ordering Info

Send your Customer Service Representative a completed Order Form, which can be found in the Vendor Portal on DGPartners.com.

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

Karla Quinteros
Karla.Quinteros@natcoglobal.com
TEL: 212-813-2944

Hang Tags and Adhesive Labels
Fineline Technologies

Orders: www.finelineglobal.com/fasttrak/

US Support: Jamilah Dotson
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Phone: 800-500-8687 x3304

Non-US Support: Jan Ling - jling@finelinetech.com.hk
Email: support@finelinetech.com.hk
Phone: 852-2156-9788

Size Clip Color Chart



Color Coded Sizer -
See the order form
for more details

Ladies	Ladies Plus	Ladies Sleepwear	Ladies Scrubs	Men's Sizes	Newborn Girl Infant Girl	Toddler Girl	Newborn (Boy, Gender Neutral) Infant Boy	Toddler Boy	Girl's Sizes	Boy's Sizes	Kid's Sleepwear
RED PMS 1795C	PMS PROCESS WHITE	PMS PROCESS BLACK	FUSCHIA PMS 2385C	GREY PMS 429C	PINK PMS 670C	PINK PMS 191C	BLUE PMS 283C	BLUE PMS 286C	PURPLE PMS 272U	GREEN PMS 354C	ORANGE PMS 1585C

Item# SN500
(DG Item# ST1/ST8)

Font - Helvetica Condensed
Black ink on White or Color sizes
White ink on Process Black c and 286c sizers.

Size Cap Color Chart



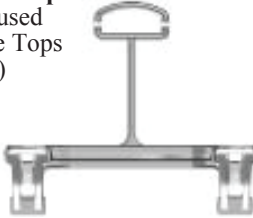
See the order form
for more details

									Pantone 354C SMALL	Pantone 1795C MEDIUM	Pantone 7684C LARGE	Pantone 267C XL	Pantone 2385C 1X
S	M	L	XL	1X	2X	3X	4X		A	B	C	D	DD

Item# SN500
(DG Item# ST1/ST8)

Font - Helvetica Condensed
Black ink on White or Color sizes
White ink on Process Black c and 286c sizers.

Hanger Size and Description

Hanger pictures	DG item#	Colour/Material	Sizes, Description	Application
	DG 495	Natural / PP	10" Top	Newborn, Infant, Toddler
	DG 496	Natural / PP	12" Top	Boy's: XS-S
	DG 472	Natural / PP	15" Top	Boys: M-XL
	DG 467	Natural / PP	17" Top	Light weight apparel Men's XS-L
	DG 509	Natural / PP	19" Heavy Weight Top	Heavy weight apparel
Bottoms 	DG 6108	Natural / PP	8" Pinch Grip	Infant & Toddler Boys: 4-7
	DG 6110	Natural / PP	10" Pinch Grip	Boys: 8-18
	DG 6112	Natural / PP	12" Pinch Grip	Men's S-L
	DG 6114	Natural / PP	14" Pinch Grip	Men's XS-L
	DG 6608	Natural / PP	8" Pinch Grip with Pad	Infant & Toddler Boys: 4-7
	DG 6610	Natural / PP	10" Pinch Grip with Pad	Boys: 8-18
	DG 6612	Natural / PP	12" Pinch Grip with Pad	Men's S-L
	DG 6614	Natural / PP	14" Pinch Grip with Pad	Men's XS-L
Coord. Loop (To be used with the Tops Hanger) 	DG 9408	Natural / PP	8" Pinch Grip / Loop	Infant & Toddler Boys: 4-7
	DG 9410	Natural / PP	10" Pinch Grip / Loop	Boys: 8-18
	DG 9412	Natural / PP	12" Pinch Grip / Loop	Men's S-L
	DG 6714	Natural / PP	14" Pinch Grip / Loop	Men's XS-L
	DG 6808	Natural / PP	8" Pinch Grip with Pad / Loop	Infant & Toddler Boys: 4-7
	DG 6810	Natural / PP	10" Pinch Grip with Pad / Loop	Boys: 8-18
	DG 6812	Natural / PP	12" Pinch Grip with Pad / Loop	Men's S-L
	DG 6814	Natural / PP	14" Pinch Grip with Pad / Loop	Men's XS-L
Sets & Frames 	DG 425	Natural / PP	15" Set Hanger with 7" Drop	Infant, Toddler
	DG 410	Natural / PP	10" Set Hanger Wity 4" Drop	Newborn, Infant
	DG 401	Natural / PP	10" Double Top	Newborn, Infant, Toddler
	DG 4410	Natural / PP	10" Double Top with 7" bottom Set Hanger	Newborn, Infant, Toddler
	DG 4412	Natural / PP	12" Double Top with 8" bottom Set Hanger	Newborn, Infant, Toddler
	DG 951	Natural / PP	10" x 8.5" Frame Hanger	Newborn, Infant, Toddler
	DG 959	Natural / PP	12" x 10" Frame Hanger	Newborn, Infant, Toddler

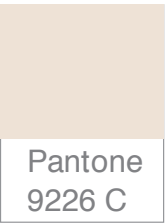
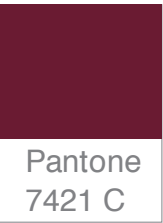
Introduction



FONTS USED:
GOTHAM BOLD REG.
GOTHAM BOOK REG.
PLANTIN STD
Helvetica Regular



All Tags and Labels Print
CMYK Pantone Match



PRICE TICKETS



VECTOR



The Bottom (Dark) Arrow
is 100% Pantone Color
at a 35% Opacity.

The Top (Light) Arrow
is 15% Pantone Color
at a 80% Opacity.



MEN'S



BOYS'

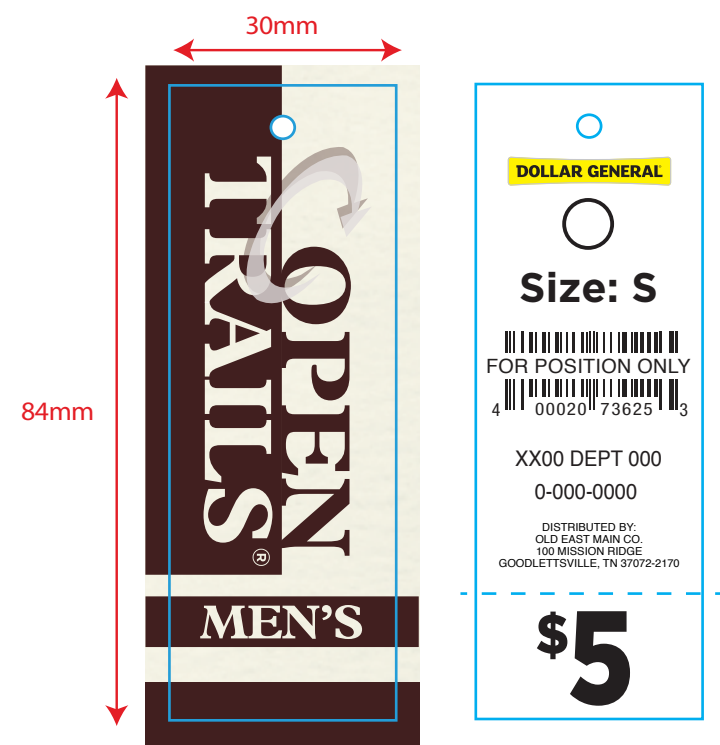


Background

Request the
Background image
DO NOT USE THE IMAGE
BACKGROUND FROM THIS
STYLE GUIDE

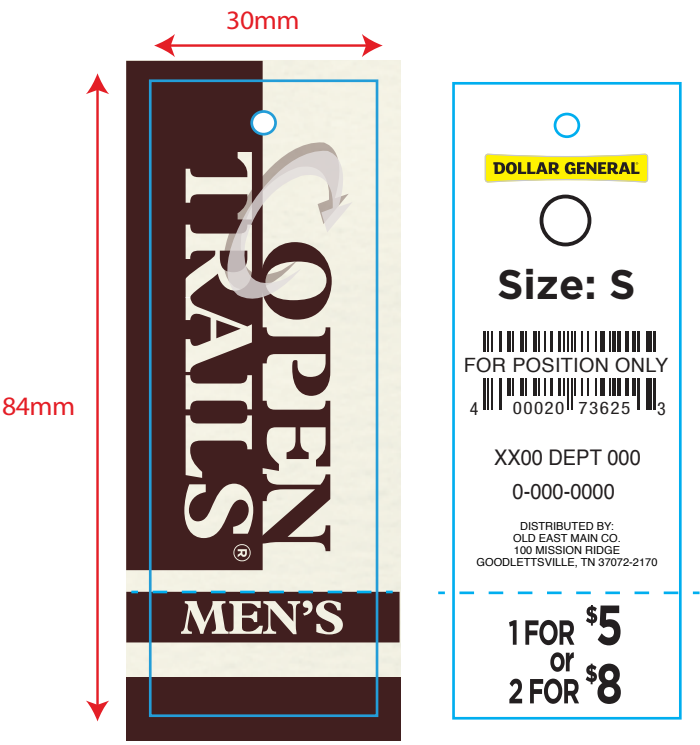
Open Trails - Hang Tags

For Clearance shape and color options see page 1.



PRICE TICKET OT19_M_HT001

- STOCK C1S 10 pt.
- FINAL SIZE 30 mm x 84 mm
- Color 4 Color Process PMS 4975 Match Front
3 Color Back
- Font Plantin-Std-Bold 19pt.
- Size: Gotham Bold (Back Only) 15.5 pt
- Season/Dept code: Helvetica Regular (Back Only) 7.5pt
- SKU: Helvetica Regular (Back Only) 7.5pt
- Distribution: Helvetica Regular (Back Only) 4.14pt
- Price: Gotham Bold Reg (Back only)
Use "12 PP Masterexample.ai" for correct price fonts



PRICE TICKET OT19_M_HT0011

- STOCK C1S 10 pt.
- FINAL SIZE 30 mm x 84 mm
- Color 4 Color Process PMS 4975 Match Front
3 Color Back
- Font Plantin-Std-Bold 19pt.
- Size: Gotham Bold (Back Only) 15.5 pt
- Season/Dept code: Helvetica Regular (Back Only) 7.5pt
- SKU: Helvetica Regular (Back Only) 7.5pt
- Distribution: Helvetica Regular (Back Only) 4.14pt
- Price: Gotham Bold Reg (Back only)
Use "12 PP Masterexample.ai" for correct price fonts

51mm

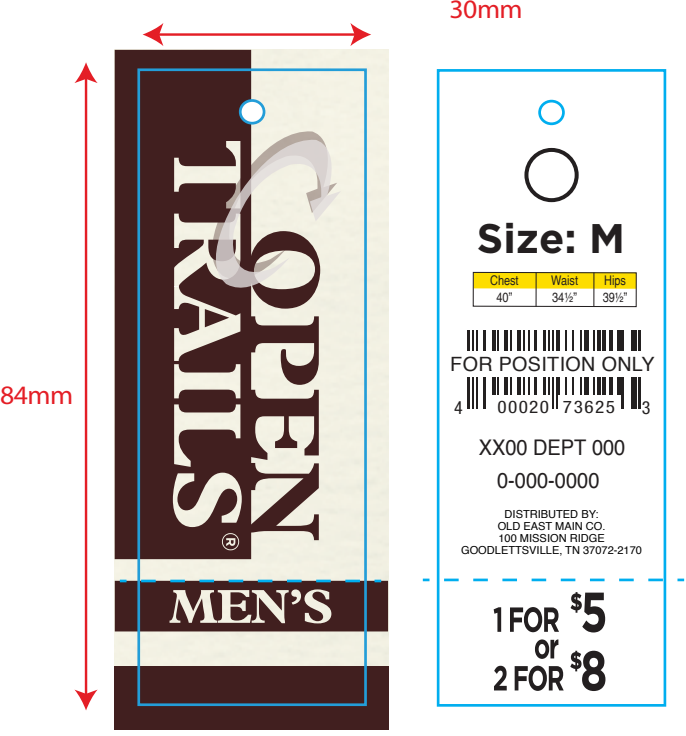
51mm

Men's			
Size	Chest	Waist	Hips
S	38"	32½"	37½"
M	40"	34½"	39½"
L	42"	36½"	41½"
XL	44"	38½"	43"
2XL	52"	50"	49"

Size Hang Tag
DG20_M_HT030
STOCK C1S 10 pt.
FINAL SIZE 51 mm x 51 mm
Color 1 Color Process Black
Size: Gotham Narrow Medium 7 pt

Open Trails - Hang Tags

For Clearance shape and color options see page 1.



Update the hangtag with the appropriate chart for your size.

Men's			
	Chest	Waist	Hips
S	38"	32½"	37½"
M	40"	34½"	39½"
L	42"	36½"	41½"
XL	44"	38½"	43"
2XL	52"	50"	49"

PRICE TICKET OT20_M_HT001S

STOCK C1S 10pt.
FINAL SIZE 30 mm x 84 mm
Color 4 Color Process PMS 4975 Match Front
3 Color Back
Font Plantin-Std-Bold 19pt.
Size: Gotham Bold (Back Only) 15.5 pt
Size Chart: Helvetica LT Roman Narrow (Back Only) 5 pt
Season/Dept code: Helvetica Regular (Back Only) 7.5pt
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Distribution: Helvetica Regular (Back Only) 4.14pt
Price: Gotham Bold Reg (Back only)
Use "12 PP Masterexample.ai" for correct price fonts

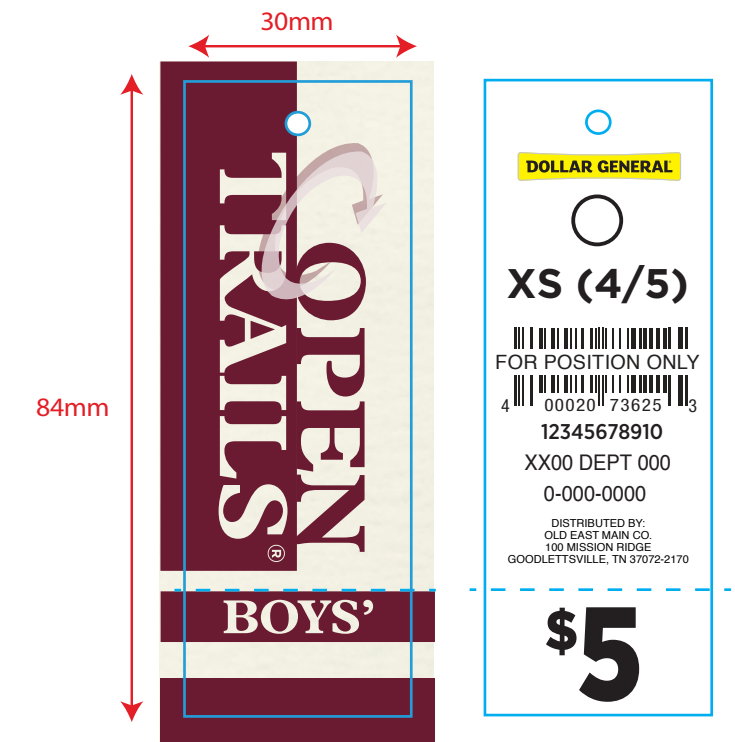
PRICE TICKET OT20_M_HT0011S

STOCK C1S 10pt.
FINAL SIZE 30 mm x 84 mm
Color 4 Color Process PMS 4975 Match Front
3 Color Back
Font Plantin-Std-Bold 19pt.
Size: Gotham Bold (Back Only) 15.5 pt
Size Chart: Helvetica LT Roman Narrow (Back Only) 5 pt
Season/Dept code: Helvetica Regular (Back Only) 7.5pt
SKU: Helvetica Regular (Back Only) 7.5pt
Distribution: Helvetica Regular (Back Only) 4.14pt
Price: Gotham Bold Reg (Back only)
Use "12 PP Masterexample.ai" for correct price fonts

Open Trails - Hang Tags

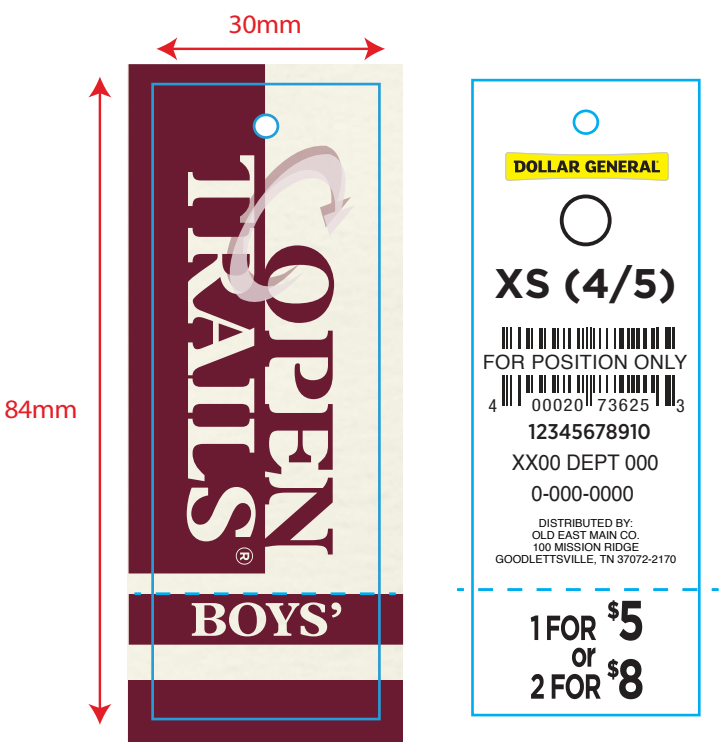


For Clearance shape and color options see page 1.



PRICE TICKET OT19_B_HT014

STOCK C1S 10pt.
FINAL SIZE 30 mm x 84 mm
Color 4 Color Process Front - 3 Color Back
Font Plantin-Std-Bold 19pt.
Size: Gotham Bold (Back Only) 15.5 pt
Tracking # : Gotham Narrow Medium (Back Only) 8pt
Season/Dept code: Helvetica Regular (Back Only) 7.5pt
SKU: Helvetica Regular (Back Only) 7.5pt
Distribution: Helvetica Regular (Back Only) 4.14pt
Price: Gotham Bold Reg (Back only)
Use "12 PP Masterexample.ai" for correct price fonts



PRICE TICKET OT19_B_HT0141

STOCK C1S 10pt.
FINAL SIZE 30 mm x 84 mm
Color 4 Color Process Front - 3 Color Back
Font Plantin-Std-Bold 19pt.
Size: Gotham Bold (Back Only) 15.5 pt
Tracking # : Gotham Narrow Medium (Back Only) 8pt
Season/Dept code: Helvetica Regular (Back Only) 7.5pt
SKU: Helvetica Regular (Back Only) 7.5pt
Distribution: Helvetica Regular (Back Only) 4.14pt
Price: Gotham Bold Reg (Back only)
Use "12 PP Masterexample.ai" for correct price fonts

51mm

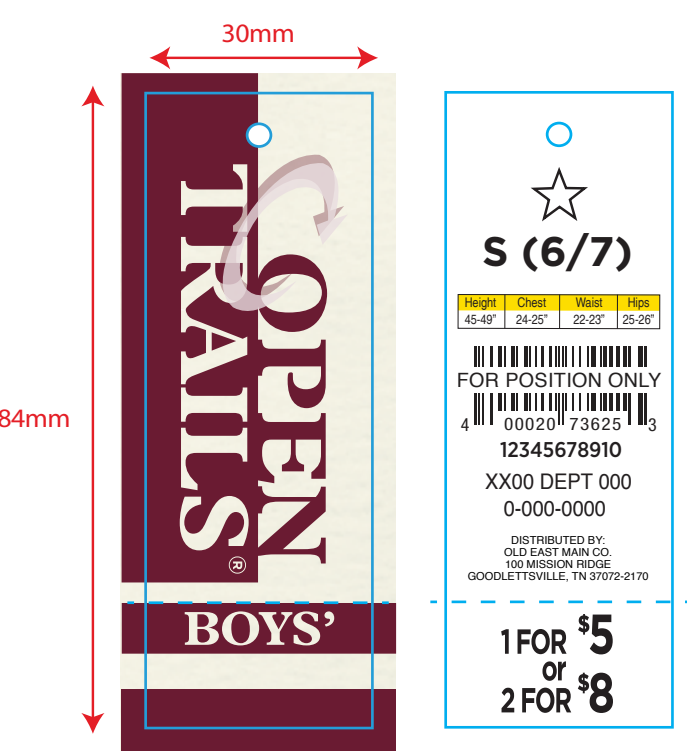
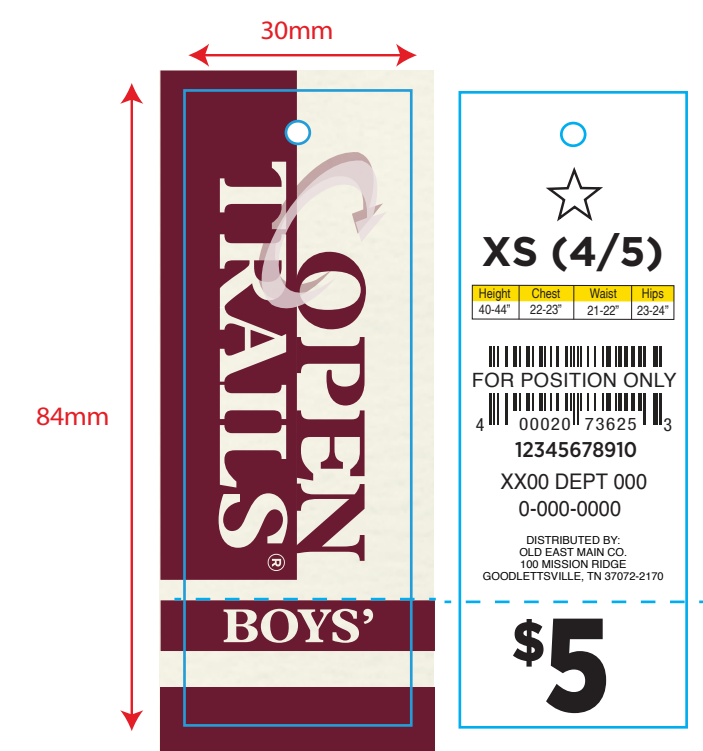
Boys'				
Size	Height	Chest	Waist	Hips
XS 4/5	40-44"	22-23"	21-22"	23-24"
S 6/7	45-49"	24-25"	22-23"	25-26"
M 8/10	50-55"	26-27"	24-25"	28-29"
L 12/14	56-62"	28-30"	26-28"	30-32"
XL 16/18	63-67"	31-33"	30-31"	34-36"

Size Hang Tag
DG20_B_HT030
STOCK C1S 10 pt.
FINAL SIZE 51 mm x 51 mm
Color 1 Color Process Black
Size: Gotham Narrow Medium 7 pt

Open Trails - Hang Tags



For Clearance shape and color options see page 1.



Update the hangtag with the appropriate chart for your size.

Boys'

XS 4/5	Height	Chest	Waist	Hips
	40-44"	22-23"	21-22"	23-24"
S 6/7	Height	Chest	Waist	Hips
	45-49"	24-25"	22-23"	25-26"
M 8/10	Height	Chest	Waist	Hips
	50-55"	26-27"	24-25"	28-29"
L 12/14	Height	Chest	Waist	Hips
	56-62"	28-30"	26-28"	30-32"
XL 16/18	Height	Chest	Waist	Hips
	63-67"	31-33"	30-31"	34-36"

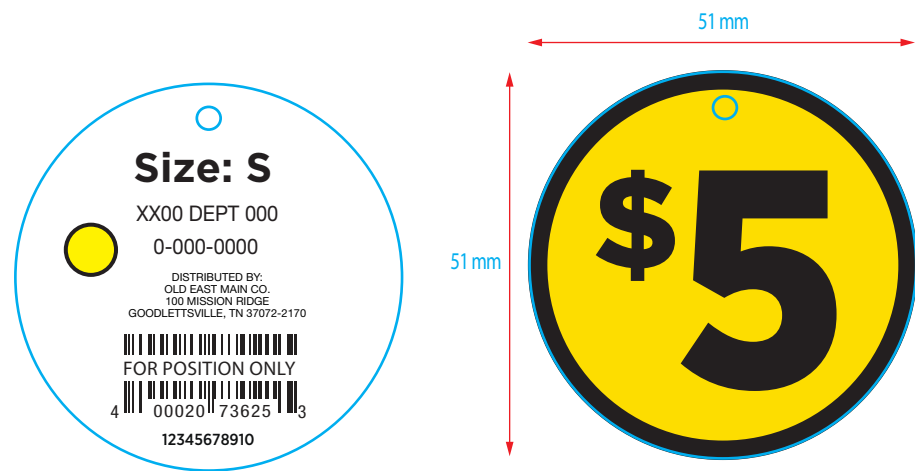
PRICE TICKET OT20_B_HT014S

- STOCK C1S 10pt.
- FINAL SIZE 30 mm x 84 mm
- Color 4 Color Process Front - 3 Color Back
- Font Plantin-Std-Bold 19pt.
- Size: Gotham Bold (Back Only) 15.5 pt
- Size Chart: Helvetica LT Roman Narrow (Back Only) 5 pt
- Tracking # : Gotham Narrow Medium (Back Only) 8pt
- Season/Dept code: Helvetica Regular (Back Only) 7.5pt
- SKU: Helvetica Regular (Back Only) 7.5pt
- Distribution: Helvetica Regular (Back Only) 4.14pt
- Price: Gotham Bold Reg (Back only)
- Use "12 PP Masterexample.ai" for correct price fonts

PRICE TICKET OT20_B_HT0141S

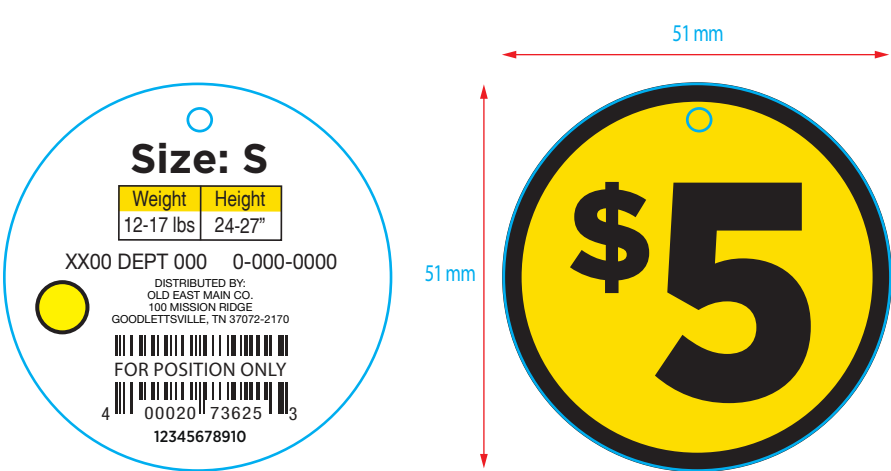
- STOCK C1S 10pt.
- FINAL SIZE 30 mm x 84 mm
- Color 4 Color Process Front - 3 Color Back
- Font Plantin-Std-Bold 19pt.
- Size: Gotham Bold (Back Only) 15.5 pt
- Size Chart: Helvetica LT Roman Narrow (Back Only) 5 pt
- Tracking # : Gotham Narrow Medium (Back Only) 8pt
- Season/Dept code: Helvetica Regular (Back Only) 7.5pt
- SKU: Helvetica Regular (Back Only) 7.5pt
- Distribution: Helvetica Regular (Back Only) 4.14pt
- Price: Gotham Bold Reg (Back only)
- Use "12 PP Masterexample.ai" for correct price fonts

Open Trails - Specialty Hang Tags



GENERIC HANG TAG DG20_HT040

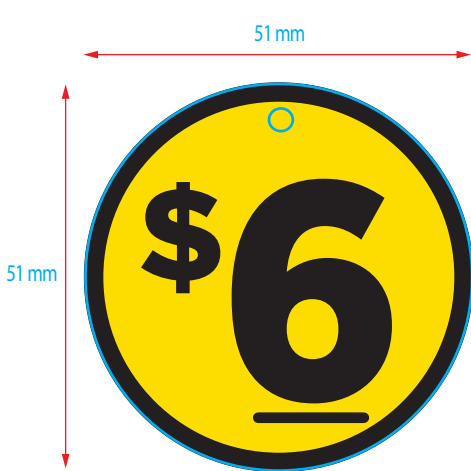
STOCK C1S 10 pt.
FINAL SIZE 51 mm x 51 mm
Color Process Yellow, BLACK



GENERIC HANG TAG DG20_HT040S

STOCK C1S 10 pt.
FINAL SIZE 51 mm x 51 mm
Color Process Yellow, BLACK

SIZE LINE- DO NOT PRINT



GENERIC HANG TAG DG20_HT040, HT040S

STOCK C1S 10 pt.
FINAL SIZE 51 mm x 51 mm
Color Process Yellow, BLACK



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

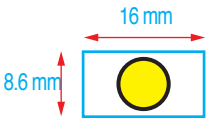
STOCK C1S 10 pt.
FINAL SIZE 30 mm x 84 mm
Color PMS 432 C
BLACK



GENERIC HANG TAG DG15_HT088

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

Open Trails - Specialty Stickers



GENERIC STICKER DG13_SS028

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



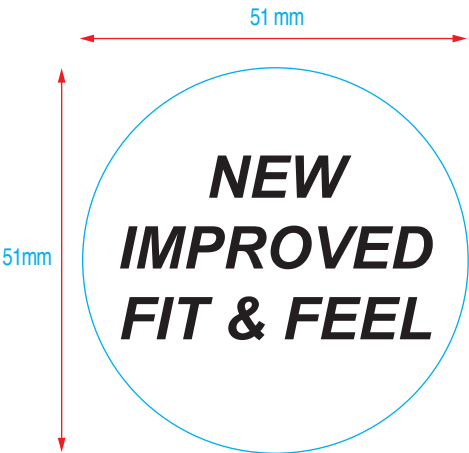
GENERIC STICKER DG13_SS055

STOCK WHITE STICKER ADHESIVE PAPER
FINAL SIZE 38 mm x 38 mm
Color BLACK, PMS YELLOW



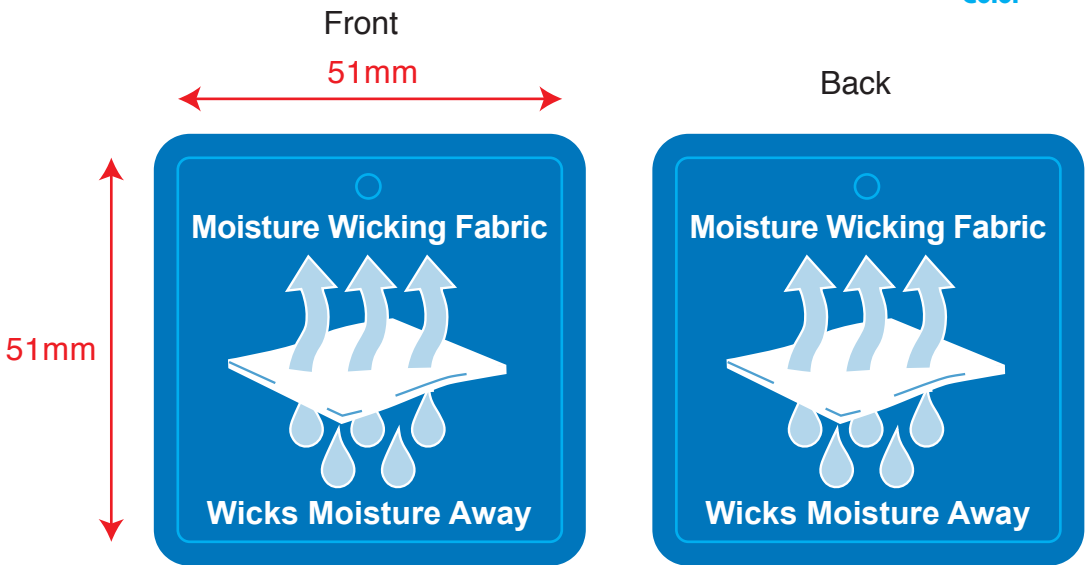
GENERIC STICKER DG13_SS052

STOCK TRANSCODE WHITE W S4900 ADHESIVE
FINAL SIZE 51 mm x 51 mm
Color BLACK



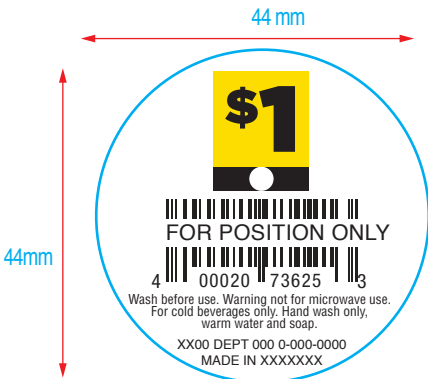
GENERIC STICKER DG13_SS052A

STOCK TRANSCODE WHITE W S4900 ADHESIVE
FINAL SIZE 51 mm x 51 mm
Color BLACK



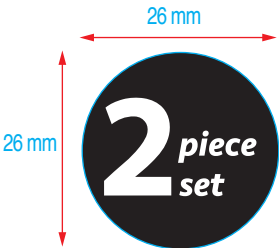
SPORTS FABRIC TAG DG12_HT020

STOCK C1S 10 pt.
FINAL SIZE 51 mm x 51 mm
Color 2 Color Pantone 3005C Front
2 Color Pantone 3005C Back



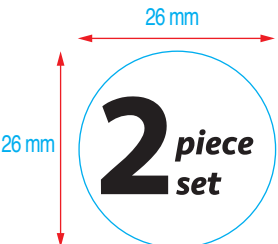
GENERIC STICKER DG13_SS058

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



GENERIC STICKER DG12_SS024

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

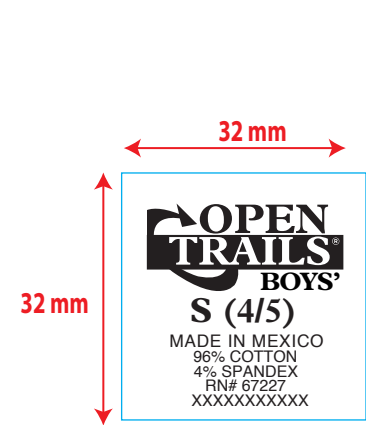


GENERIC STICKER DG12_SS024B

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

Open Trails - Boys' Heat Transfers

SIZE LINE- DO NOT PRINT



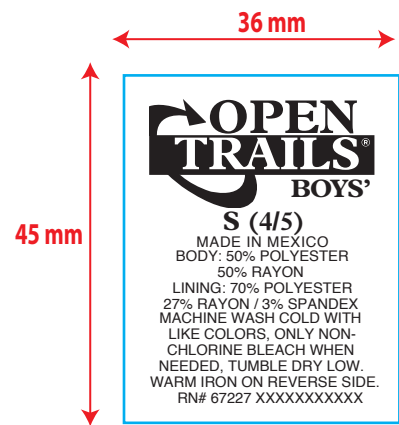
HEAT TRANSFER

STOCK Paper / Clear
FINAL SIZE 32mm x 32mm
PMS Color 1 Front Black
Font Boys': Plantin Std Bold 9.5 pt
Text: Helvetica Regular 6 pt
Size: Plantin Std Bold 13 pt

OT12_B_HTL029A
PMS Color 1 Front Black

OT12_B_HTL029B
PMS Color 1 Front White

OT12_B_HTL029C
PMS Color 1 Front Cool Gray 6



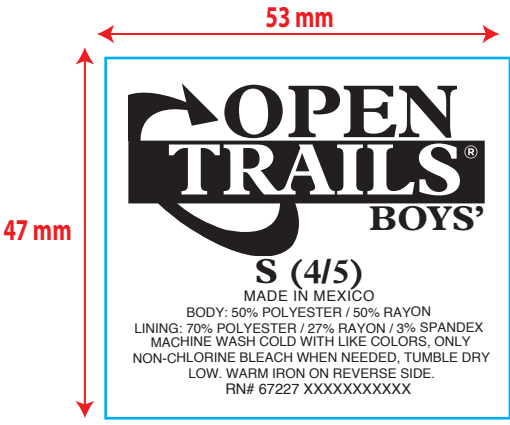
HEAT TRANSFER

STOCK Paper / Clear
FINAL SIZE 36 mm x 45 mm
PMS Color 1 Front Black
Font Boys': Plantin Std Bold 9.5 pt
Text: Helvetica Regular 5.5 pt
Size: Plantin Std Bold 10 pt

OT12_B_HTL30A
PMS Color 1 Front Black

OT12_B_HTL30B
PMS Color 1 Front White

OT12_B_HTL30C
PMS Color 1 Front Cool Gray 6



HEAT TRANSFER

STOCK Paper / Clear
FINAL SIZE 47mm x 53 mm
PMS Color 1 Front Black
Font Boys': Plantin Std Bold 13 pt
Text: Helvetica Regular 5.5 pt
Size: Plantin Std Bold 13 pt

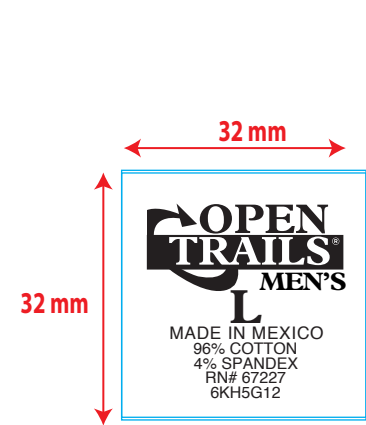
OT12_B_HTL031A
PMS Color 1 Front Black

OT12_B_HTL031B
PMS Color 1 Front White

OT12_B_HTL031C
PMS Color 1 Front Cool Gray 6

Open Trails - Men's Heat Transfers

SIZE LINE- DO NOT PRINT



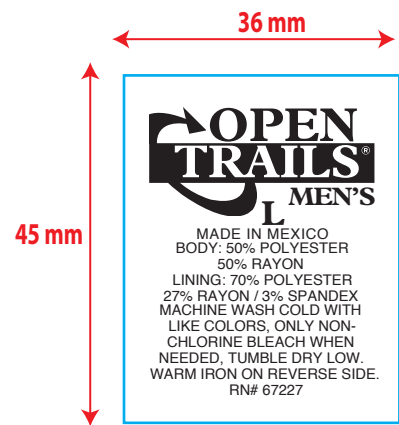
HEAT TRANSFER

STOCK Paper / Clear
FINAL SIZE 32mm x 32mm
PMS Color 1 Front Black
Font Men's: Plantin Std Bold 9.5 pt
Text: Helvetica Regular 6 pt
Size: Plantin Std Bold 13 pt

OT12_M_HTL029A
PMS Color 1 Front Black

OT12_M_HTL029B
PMS Color 1 Front White

OT12_M_HTL029C
PMS Color 1 Front Cool Gray 6



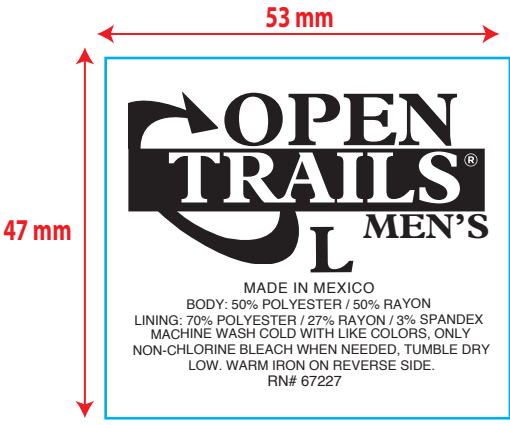
HEAT TRANSFER

STOCK Paper / Clear
FINAL SIZE 36 mm x 45 mm
PMS Color 1 Front Black
Font Men's : Plantin Std Bold 9.5 pt
Text: Helvetica Regular 5.5 pt
Size: Plantin Std Bold 13 pt

OT12_M_HTL30A
PMS Color 1 Front Black

OT12_M_HTL30B
PMS Color 1 Front White

OT12_M_HTL30C
PMS Color 1 Front Cool Gray 6



HEAT TRANSFER

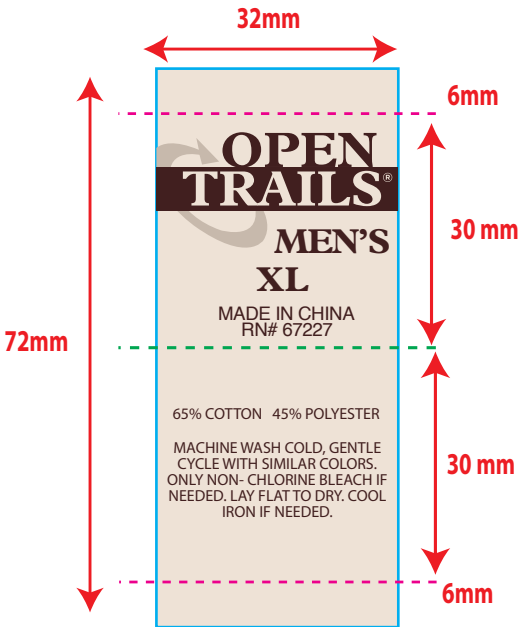
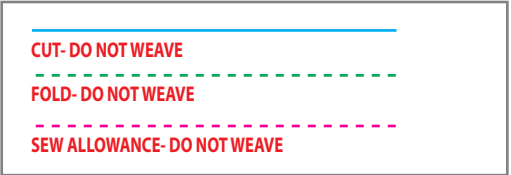
STOCK Paper / Clear
FINAL SIZE 47mm x 53 mm
PMS Color 1 Front Black
Font Men's: Plantin Std Bold 13 pt
Text: Helvetica Regular 5 pt
Size: Plantin Std Bold 25 pt

OT12_M_HTL031A
PMS Color 1 Front Black

OT12_M_HTL031B
PMS Color 1 Front White

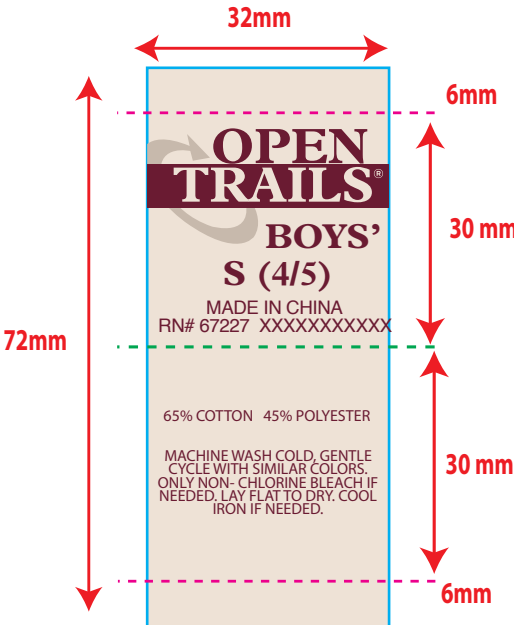
OT12_M_HTL031C
PMS Color 1 Front Cool Gray 6

Open Trails - Men's/Boys' Woven Labels



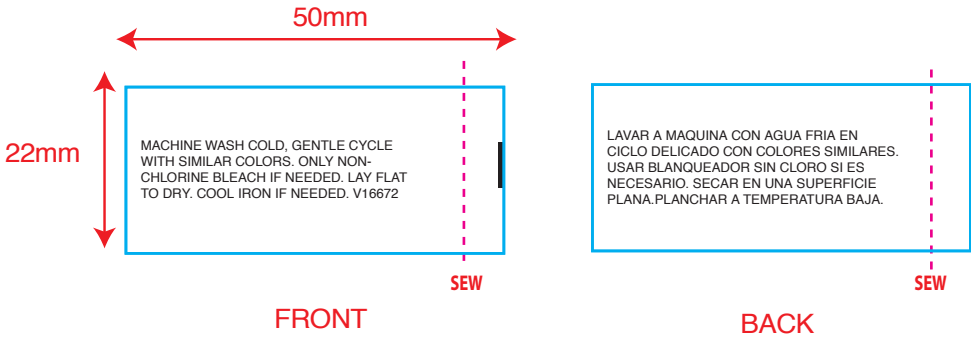
TOP FOLD LABEL OT12_M_ML008

WOVEN	Damask
FINAL SIZE	30 mm x 32 mm
PMS Color	(Ground) 9226C and 4975 C Arrow Prints 7528 C
Fold	Loop Fold
Font	Plantin-Std-Bold 13pt Helvetica Regular 7pt Myriad Pro 6 pt



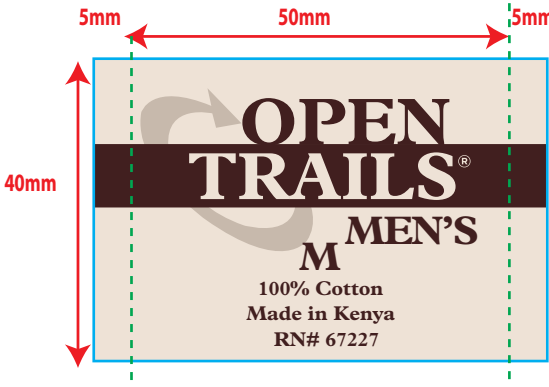
TOP FOLD LABEL OT12_B_ML021

WOVEN	Damask
FINAL SIZE	30 mm x 32 mm
PMS Color	(Ground) 9226C and 7421 C Arrow Prints 7528 C
Fold	Loop Cut
Font	Plantin-Std-Bold 13 pt Helvetica Regular 7 pt Myriad Pro 6 pt



PRINTED GENERIC LABEL DG12_CC_D

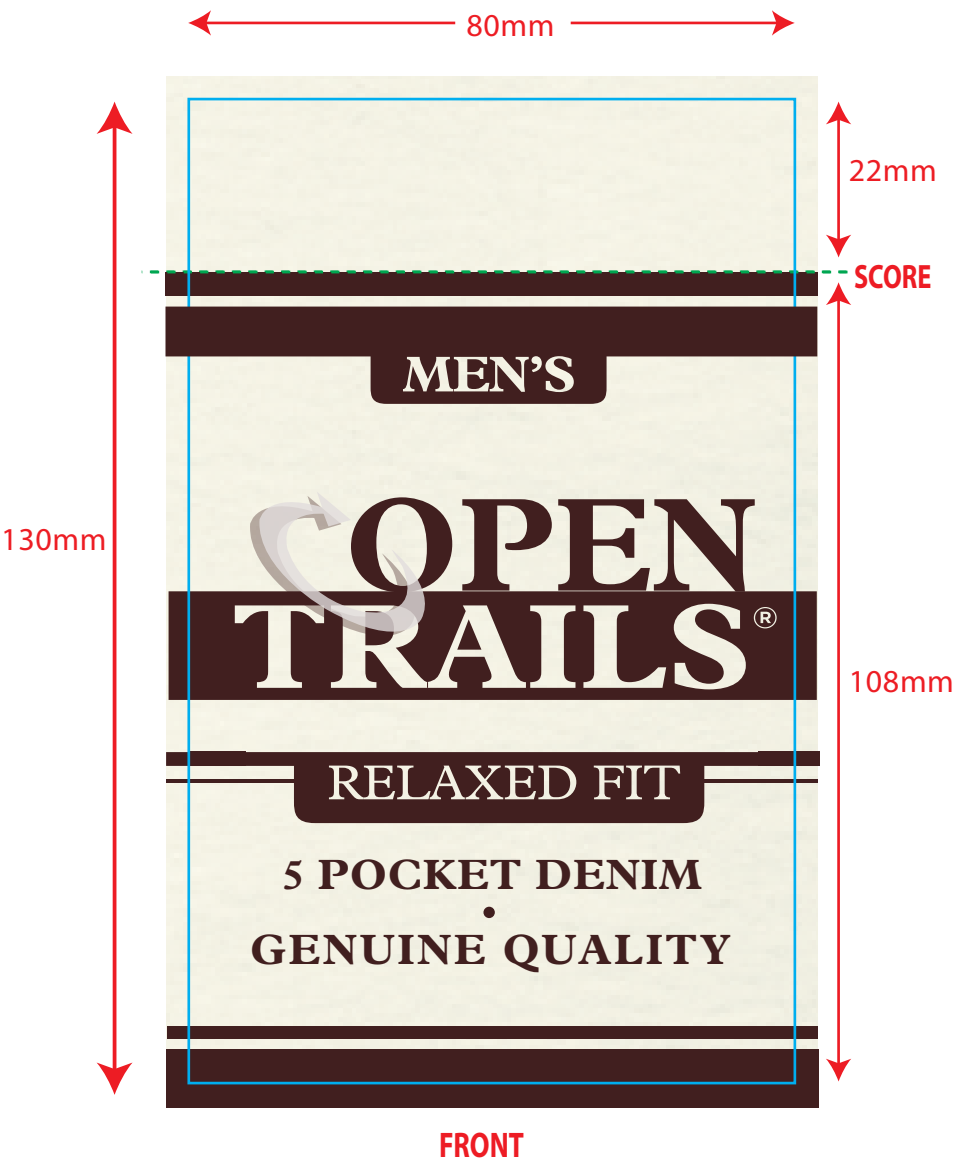
STOCK	Slit Edge White Satin
FINAL SIZE	22 mm x 50 mm
PMS Color	1 Black Front - 1 Black Back
Fold	Straight Cut
Font	Myriad Pro 5 pt



END FOLD LABEL OT12_M_ML023

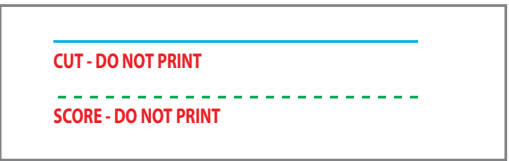
WOVEN	Damask.
FINAL SIZE	40 mm x 50mm
PMS Color	(Ground) 9226C and 4975 C Arrow Prints 7528 C
Fold	End Fold
Font	Plantin-Std-Bold 13pt. Plantin-Std-Bold 7.5pt.

Open Trails - Pocket Flasher and Patch



MEN'S POCKET FLASHER OT12_M_FL034

STOCK	C1S 10 pt
FINAL SIZE	80 mm x 108 mm
Color	4 Color Process PMS 4975 Match Front 0 Color Back
Font	Plantin-Std-Bold 19 pt Plantin-Std-Bold 16 pt



JACRON PATCH OT12_M_PA033

STOCK	JACRON 18-20 pt
FINAL SIZE	50 mm x 75mm
Color	PMS Color 4975 C Arrow Prints 50% 4975 C



FINISHED

Open Trails - Men's Size Stickers

36mm

MEN'S

OPEN TRAILS®

191mm

32 x 32

32 x 32

32 x 32

32 x 32

32 x 32

32 x 32

STOCK CODE

FOR POSITION ONLY

00020173625

0-000-0000

CMYK

BLACK/VARIABLE

MEN'S SIZE STICKER OT12_M_SS040

STOCK	Paper-Based Pr. Sensitive
	Material w Textile Safe Adhesive
FINAL SIZE	36 mm x 191 mm
Color	4 Color Process PMS 4975 Match Front
Font	Plantin-Std-Bold 24pt.
	Helvetica 5pt.
	Gotham Book 6 pt. (Stocking Code)

CUT - DO NOT PRINT

36mm

MEN'S

OPEN TRAILS®

123mm

CMYK

BLACK/VARIABLE

STOCK CODE

FOR POSITION ONLY

00020173625

0-000-0000

STOCK CODE

FOR POSITION ONLY

00020173625

0-000-0000

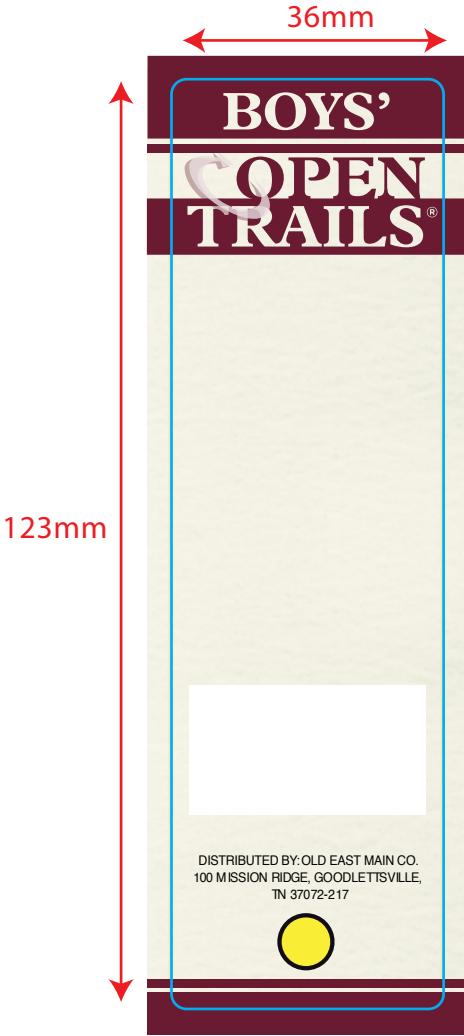
CMYK

BLACK/VARIABLE

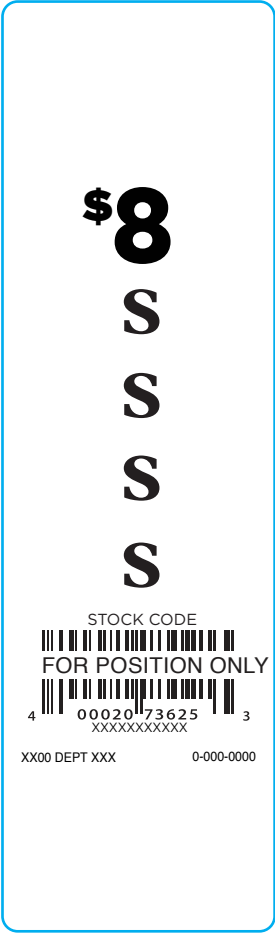
MEN'S SIZE STICKER OT12_M_SS005

STOCK	Paper-Based Pr. Sensitive
	Material w Textile Safe Adhesive
FINAL SIZE	36 mm x 123 mm
Color	4 Color Process PMS 4975 Match Front
Font	Plantin-Std-Bold 24pt.
	Helvetica 5pt.
	Gotham Book 6 pt. (Stocking Code)

Open Trails - Stickers



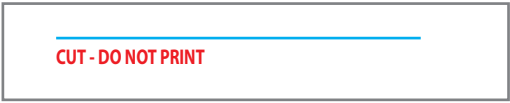
CMYK



BLACK/VARIABLE

BOYS' SIZE STICKER OT12_B_SS018

STOCK	Paper-Based Pr. Sensitive Material W/ TEXTILE SAFE ADHESIVE
FINAL SIZE	36 mm x 123 mm
Color	4 Color Process PMS 7421 Match Front
Font	Plantin-Std-Bold 24pt. Helvetica 5pt. Gotham Book 6 pt. (Stocking Code)



BOYS' STICKER OT12_B_SS032

STOCK	Paper-Based Pr. Sensitive Material W/ TEXTILE SAFE ADHESIVE
FINAL SIZE	40 mm x 40 mm
Color	4 Color Process PMS 7421 Match Front
Font	Plantin-Std-Bold 21pt.

Apparel Packaging Elements: PDQ

These Specifications are an estimate
the size of the PDQ, the type size may change
The colors, font, and proportions should
always stay the same

Product Name

Font: Gotham Bold
Size: 72 pt
Tracking: -40 pt
Color: Pantone 7421 C

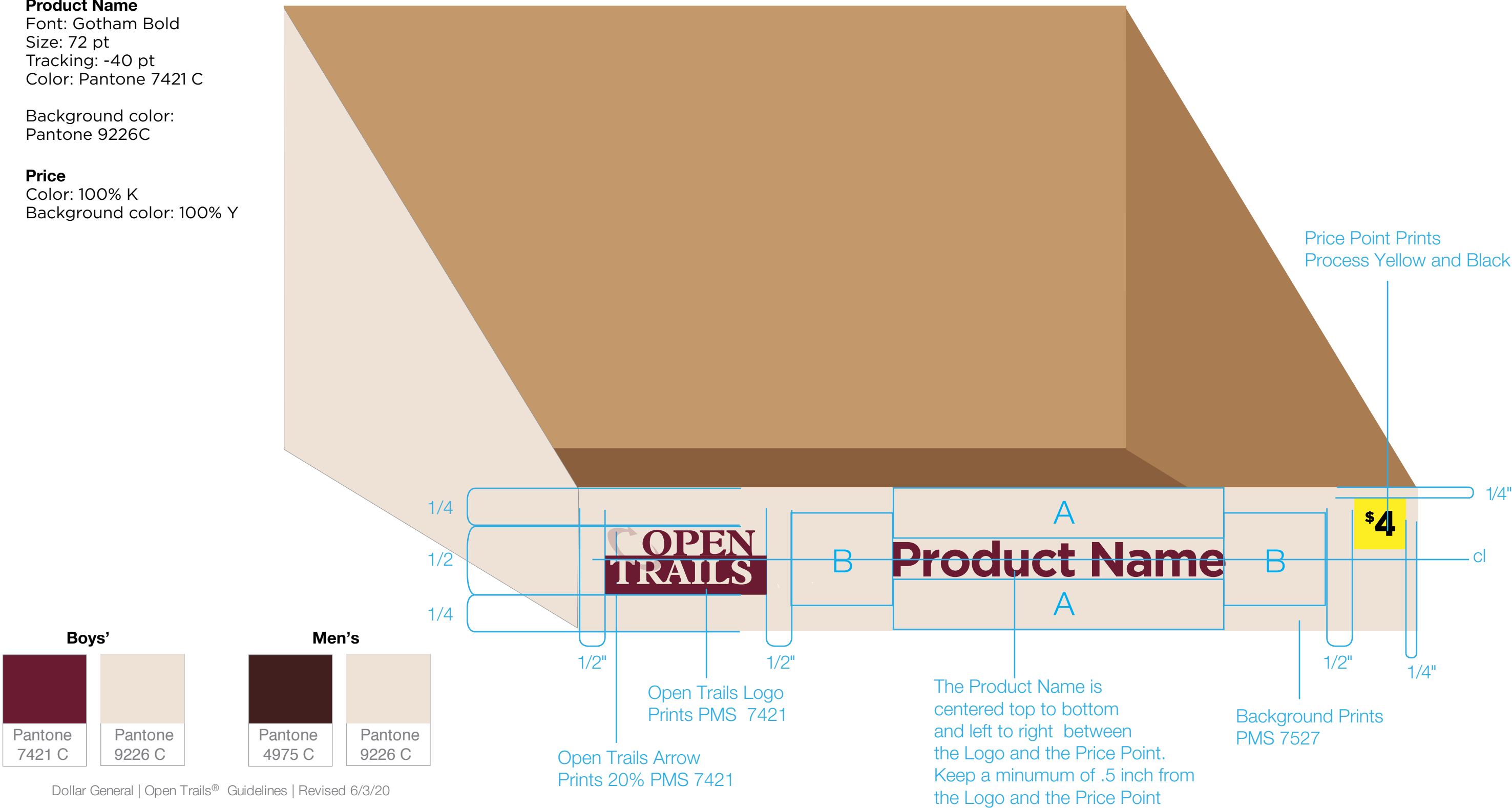
Background color:
Pantone 9226C

Price

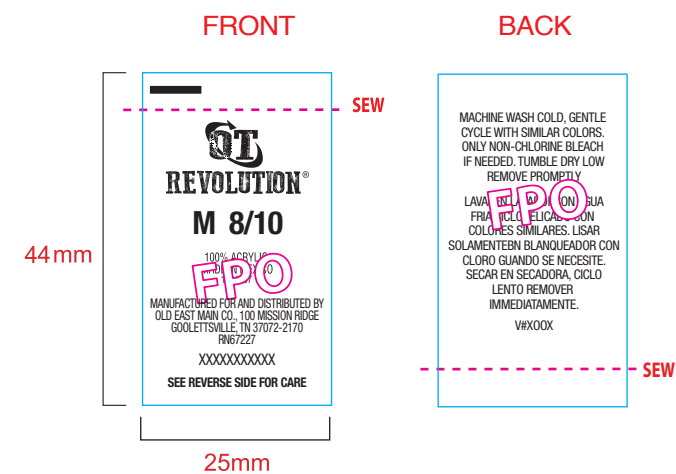
Color: 100% K
Background color: 100% Y

***Dimensions may vary:**
Max Width: 15” or 30”
Max Depth: 14” (Do not exceed)
Height: Height of product in pdq
Front Lip: 3”

NOTE: Please maintain a 3 inch tall PDP when Possible.



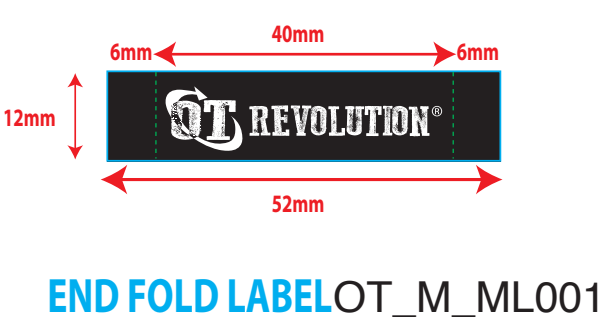
OT Revolution - Boys'/Men's Wear



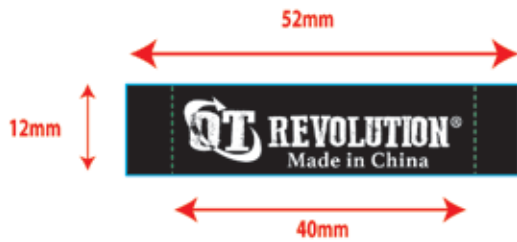
Boys' labels will require a tracking number
PRINTED LABEL OT_M_ML002

STOCK	Slit Edge White Satin
FINAL SIZE	25 mm x 44 mm
PMS Color	1 Black Front - 1 Black Back
Fold	Straight Cut
Font	Helvetica Bold Condensed 12 pt
Font	Helvetica Condensed 5 pt

English and Spanish Required
on all care labels.

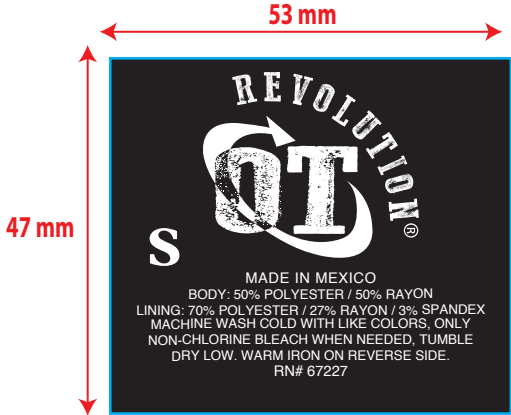


WOVEN	Damask
FINAL SIZE	12 mm x 40 mm
PMS Color	1 Color White
Fold	End Fold



END FOLD LABELOT_M_ML003

WOVEN	Damask
FINAL SIZE	12 mm x 40 mm
PMS Color	1 Color White
Fold	End Fold



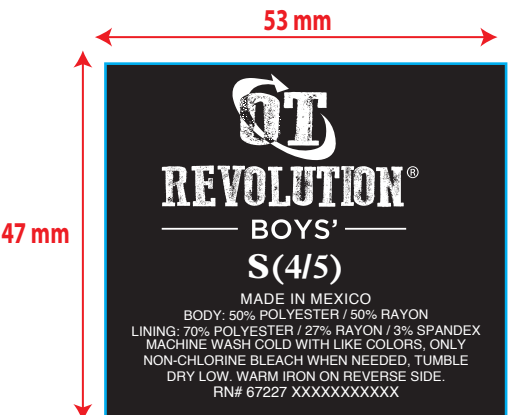
HEAT TRANSFER

STOCK	Paper / Clear
FINAL SIZE	47mm x 53 mm
PMS Color	1 Front White
Font	Size: Plantin Std Bold 20 pt
	Text: Helvetica Regular 5.5 pt
	Tracking: Helvetica Regular 5.5 pt

OT_M_HTL001A
PMS Color 1 Front Black

OT_M_HTL001B
PMS Color 1 Front White

OT_M_HTL001C
PMS Color 1 Front Cool Gray 6



Boys' labels will require a tracking number

HEAT TRANSFER

STOCK	Paper / Clear
FINAL SIZE	47mm x 53 mm
PMS Color	1 Front White
Font	Size: Plantin Std Bold 13 pt
	Text: Helvetica Regular 5.5 pt
	Tracking: Helvetica Regular 5.5 pt

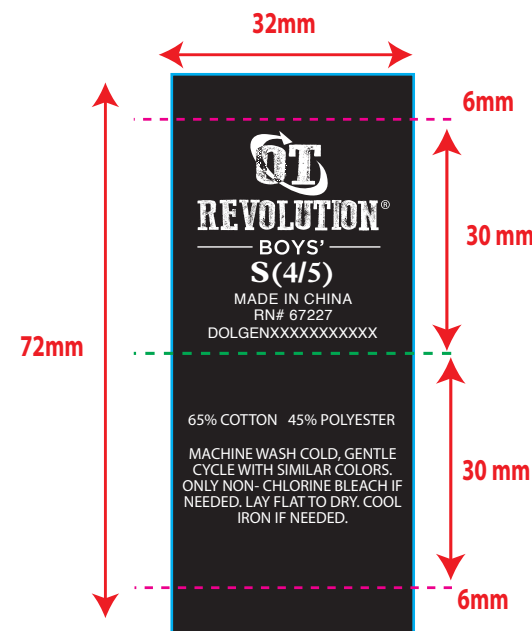
OT_B_HTL001A
PMS Color 1 Front Black

OT_B_HTL001B
PMS Color 1 Front White

OT_B_HTL001C
PMS Color 1 Front Cool Gray 6

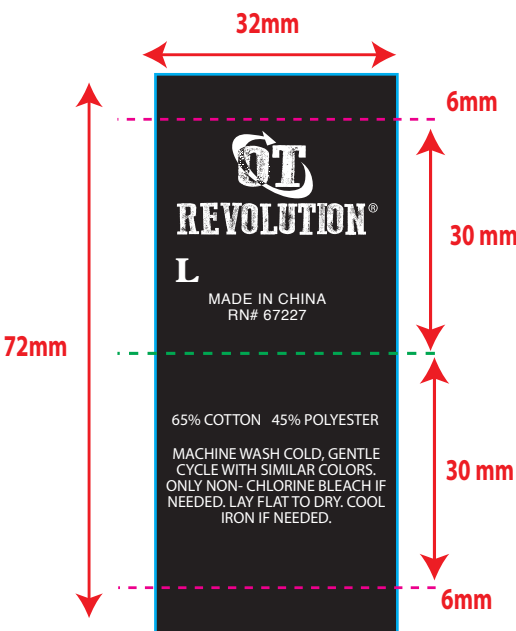


OT Revolution - Boys'/Men's Wear



TOP FOLD LABEL OT17_B_ML001

WOVEN	Damask
FINAL SIZE	30 mm x 32 mm
PMS Color	(Ground) Black, White
Fold	Loop Fold
Font	Plantin-Std-Bold 11pt Helvetica Neue Roman 5.5pt Myriad Pro 6 pt



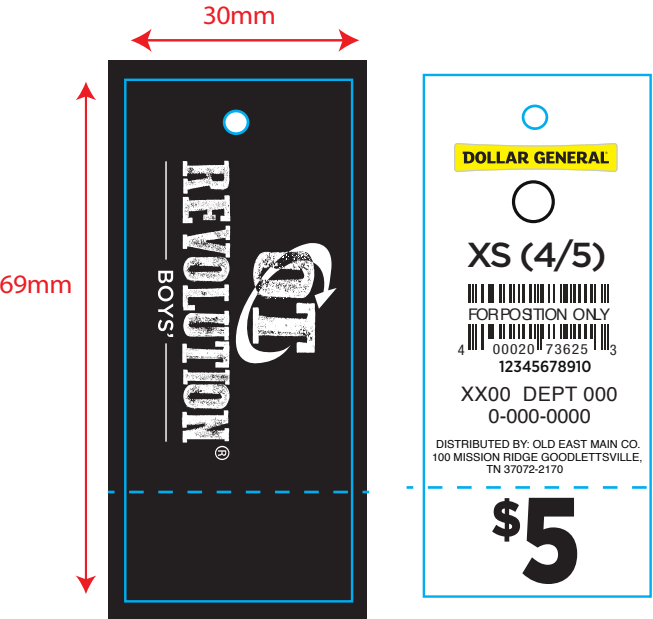
TOP FOLD LABEL OT17_M_ML002

WOVEN	Damask
FINAL SIZE	30 mm x 32 mm
PMS Color	(Ground) Black, White
Fold	Loop Fold
Font	Plantin-Std-Bold 13pt Helvetica Neue Roman 5.5pt Myriad Pro 6 pt



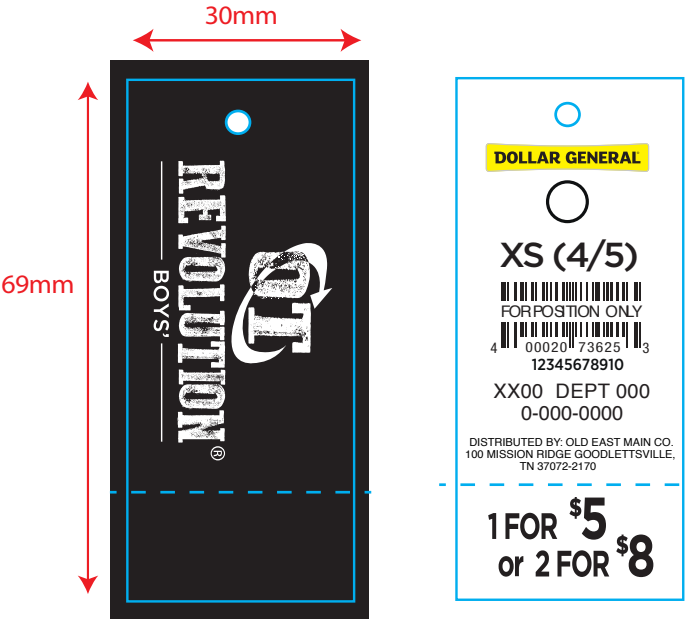
OT Revolution - Boys' Hang Tags

For Clearance shape and color options see page 1.



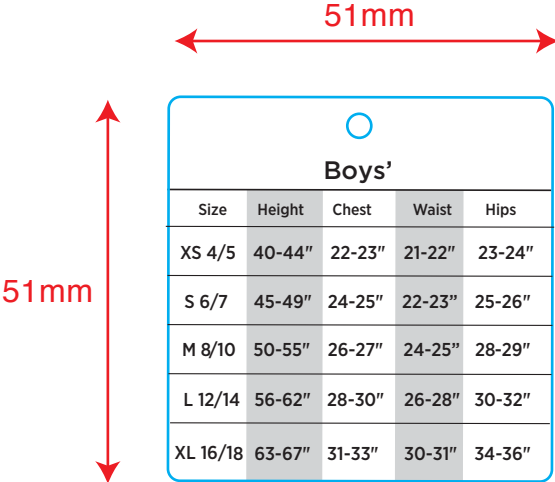
PRICE TICKET OT19_B_HT001R

- STOCK C1S 10 pt.
- FINAL SIZE 30 mm x 69 mm
- Color 1 Color Black Front
2 Color Back
- Font
- Size: Gotham Bold (Back Only) 13 pt
- Tracking # : Gotham Narrow Medium (Back Only) 6pt
- Season/Dept code: Helvetica Regular (Back Only) 7.5pt
- SKU: Helvetica Regular (Back Only) 7.5pt
- Distribution: Helvetica Regular (Back Only) 4.14pt
- Price: Gotham Bold Reg (Back only)
- Use "12 PP Masterexample.ai" for correct price fonts



PRICE TICKET OT19_B_HT0011R

- STOCK C1S 10 pt.
- FINAL SIZE 30 mm x 69 mm
- Color 1 Color Black Front
2 Color Back
- Font
- Size: Gotham Bold (Back Only) 13 pt
- Tracking # : Gotham Narrow Medium (Back Only) 6pt
- Season/Dept code: Helvetica Regular (Back Only) 7.5pt
- SKU: Helvetica Regular (Back Only) 7.5pt
- Distribution: Helvetica Regular (Back Only) 4.14pt
- Price: Gotham Bold Reg (Back only)
- Use "12 PP Masterexample.ai" for correct price fonts

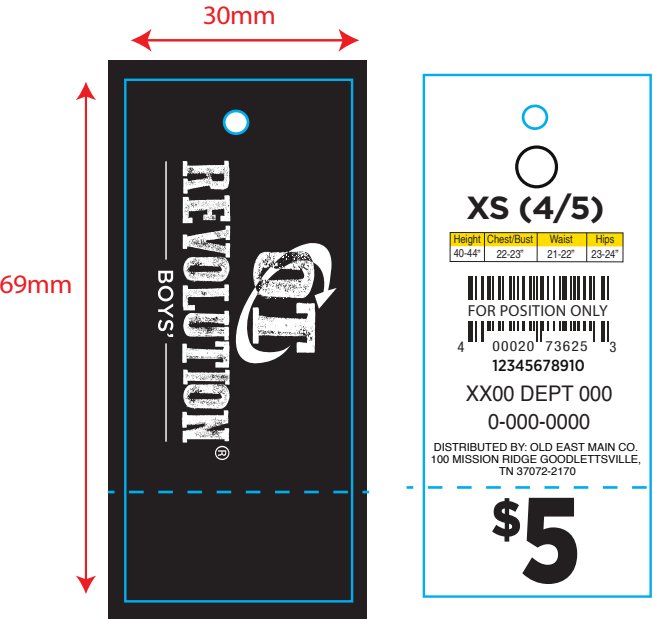


Size Hang Tag
DG20_B_HT030
STOCK C1S 10 pt.
FINAL SIZE 51 mm x 51 mm
Color 1 Color Process Black
Size: Gotham Narrow Medium 7 pt

Boys'				
Size	Height	Chest	Waist	Hips
XS 4/5	40-44"	22-23"	21-22"	23-24"
S 6/7	45-49"	24-25"	22-23"	25-26"
M 8/10	50-55"	26-27"	24-25"	28-29"
L 12/14	56-62"	28-30"	26-28"	30-32"
XL 16/18	63-67"	31-33"	30-31"	34-36"

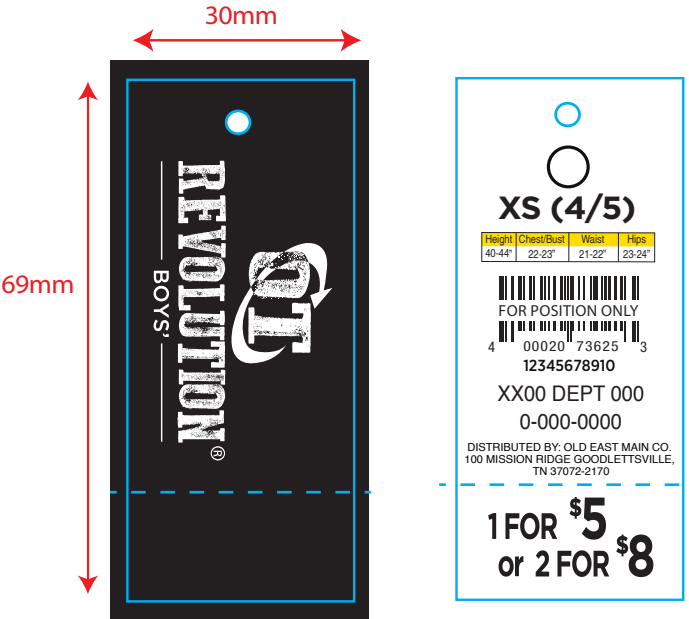
OT Revolution - Boys' Hang Tags

For Clearance shape and color options see page 1.



PRICE TICKET OT20_B_HT001S

- STOCK C1S 10 pt.
- FINAL SIZE 30 mm x 69 mm
- Color 1 Color Black Front
2 Color Back
- Font
 - Size: Gotham Bold (Back Only) 13 pt
 - Size Chart: Helvetica LT Roman Narrow (Back Only) 5 pt
 - Tracking # : Gotham Narrow Medium (Back Only) 6pt
 - Season/Dept code: Helvetica Regular (Back Only) 7.5pt
 - SKU: Helvetica Regular (Back Only) 7.5pt
 - Distribution: Helvetica Regular (Back Only) 4.14pt
 - Price: Gotham Bold Reg (Back only)
- Use "12 PP Masterexample.ai" for correct price fonts



PRICE TICKET OT20_B_HT0011S

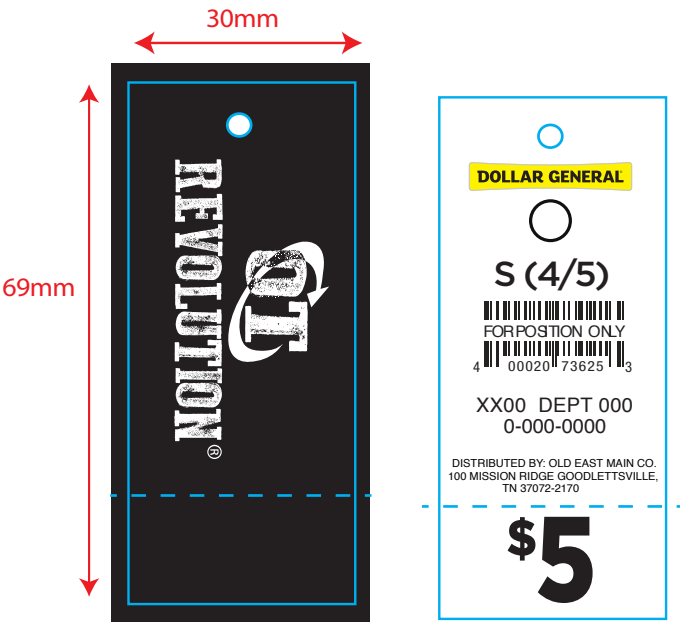
- STOCK C1S 10 pt.
- FINAL SIZE 30 mm x 69 mm
- Color 1 Color Black Front
2 Color Back
- Font
 - Size: Gotham Bold (Back Only) 13 pt
 - Size Chart: Helvetica LT Roman Narrow (Back Only) 5 pt
 - Tracking # : Gotham Narrow Medium (Back Only) 6pt
 - Season/Dept code: Helvetica Regular (Back Only) 7.5pt
 - SKU: Helvetica Regular (Back Only) 7.5pt
 - Distribution: Helvetica Regular (Back Only) 4.14pt
 - Price: Gotham Bold Reg (Back only)
- Use "12 PP Masterexample.ai" for correct price fonts

Update the hangtag with the appropriate chart for your size.

Boys'				
	Height	Chest	Waist	Hips
XS 4/5	40-44"	22-23"	21-22"	23-24"
S 6/7	45-49"	24-25"	22-23"	25-26"
M 8/10	50-55"	26-27"	24-25"	28-29"
L 12/14	56-62"	28-30"	26-28"	30-32"
XL 16/18	63-67"	31-33"	30-31"	34-36"

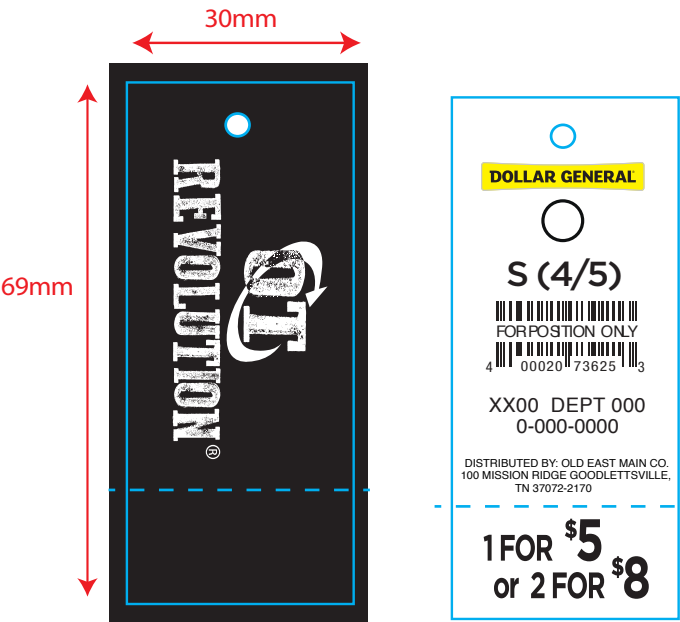
OT Revolution - Men's Hang Tags

For Clearance shape and color options see page 1.



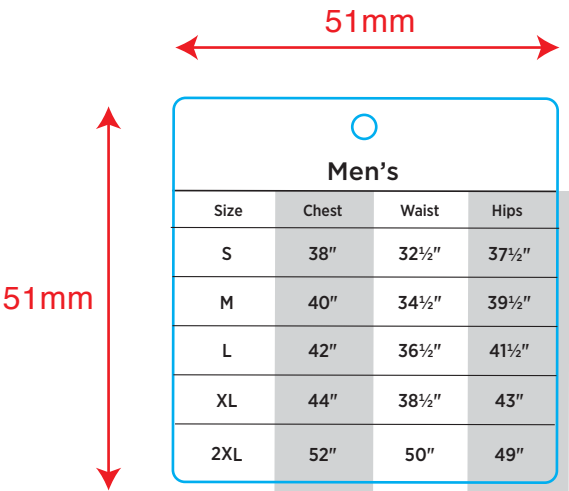
PRICE TICKET OT19_M_HT001R

- STOCK C1S 10 pt.
- FINAL SIZE 30 mm x 69 mm
- Color 1 Color Black Front
2 Color Back
- Font
- Size: Gotham Bold (Back Only) 13 pt
- Season/Dept code: Helvetica Regular (Back Only) 7.5pt
- SKU: Helvetica Regular (Back Only) 7.5pt
- Distribution: Helvetica Regular (Back Only) 4.14pt
- Price: Gotham Bold Reg (Back only)
- Use "12 PP Masterexample.ai" for correct price fonts



PRICE TICKET OT19_M_HT0011R

- STOCK C1S 10 pt.
- FINAL SIZE 30 mm x 69 mm
- Color 1 Color Black Front
2 Color Back
- Font
- Size: Gotham Bold (Back Only) 13 pt
- Season/Dept code: Helvetica Regular (Back Only) 7.5pt
- SKU: Helvetica Regular (Back Only) 7.5pt
- Distribution: Helvetica Regular (Back Only) 4.14pt
- Price: Gotham Bold Reg (Back only)
- Use "12 PP Masterexample.ai" for correct price fonts



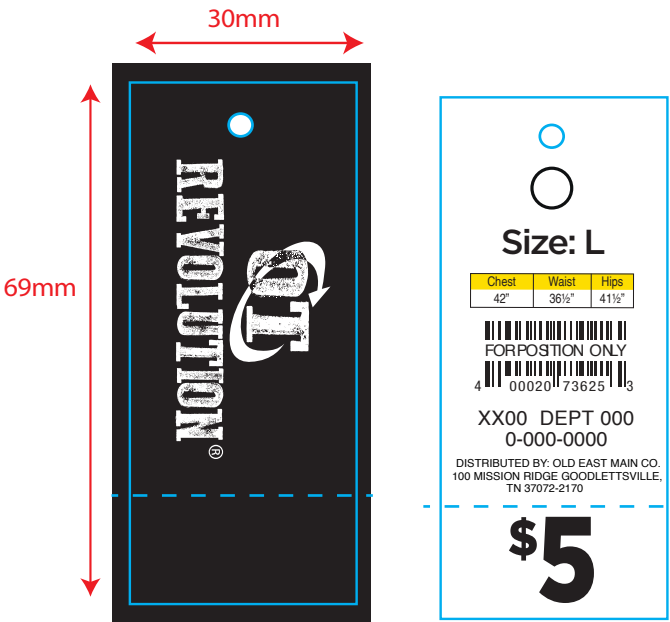
Size Hang Tag
DG20_M_HT030

- STOCK C1S 10 pt.
- FINAL SIZE 51 mm x 51 mm
- Color 1 Color Process Black
- Size: Gotham Narrow Medium 7 pt

Men's			
Size	Chest	Waist	Hips
S	38"	32½"	37½"
M	40"	34½"	39½"
L	42"	36½"	41½"
XL	44"	38½"	43"
2XL	52"	50"	49"

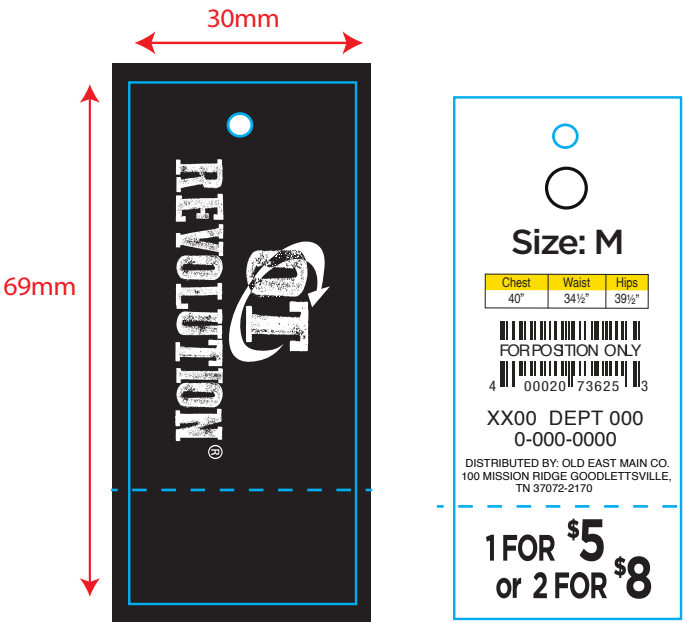
OT Revolution - Men's Hang Tags

For Clearance shape and color options see page 1.



PRICE TICKET OT20_M_HT001R

STOCK C1S 10 pt.
FINAL SIZE 30 mm x 69 mm
Color 1 Color Black Front
2 Color Back
Font
Size: Gotham Bold (Back Only) 13 pt
Size Chart: Helvetica LT Roman Narrow (Back Only) 5 pt
Season/Dept code: Helvetica Regular (Back Only) 7.5pt
SKU: Helvetica Regular (Back Only) 7.5pt
Distribution: Helvetica Regular (Back Only) 4.14pt
Price: Gotham Bold Reg (Back only)
Use "12 PP Masterexample.ai" for correct price fonts



PRICE TICKET OT20_M_HT0011R

STOCK C1S 10 pt.
FINAL SIZE 30 mm x 69 mm
Color 1 Color Black Front
2 Color Back
Font
Size: Gotham Bold (Back Only) 13 pt
Size Chart: Helvetica LT Roman Narrow (Back Only) 5 pt
Season/Dept code: Helvetica Regular (Back Only) 7.5pt
SKU: Helvetica Regular (Back Only) 7.5pt
Distribution: Helvetica Regular (Back Only) 4.14pt
Price: Gotham Bold Reg (Back only)
Use "12 PP Masterexample.ai" for correct price fonts

Update the hangtag with the appropriate chart for your size.

Men's			
	Chest	Waist	Hips
S	38"	32½"	37½"
M	40"	34½"	39½"
L	42"	36½"	41½"
XL	44"	38½"	43"
2XL	52"	50"	49"