

# McLeland

D E S I G N <sup>TM</sup>

## BRAND GUIDELINES

## INTRODUCTION

Designed just for our customers, our signature McLeland Design collection brings lasting style and quality to the home. It features transitional, multifunctional furnishings plus beautiful colors and patterns that let our customers mix and match to create looks they'll love for years.

The McLeland Design brand guidelines describe how to communicate our brand using the visual identity. This unique collection of characteristics defines the brand and, when consistently applied across all communications, reinforces and builds our brand impression. These guidelines are intended for product labeling and packaging. Consistently applying these guidelines will strengthen the visibility and coherence of the McLeland Design brand and increase the impact of our communications.

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### McLeland Design Identity, Part 1 – Design

The McLeland Design identity comes in a single format. The size and position of these elements have been carefully designed and should not be recreated or altered in any way.

#### McLeland Design Identity, Color

One color makes up the McLeland Design preferred identity: Black.

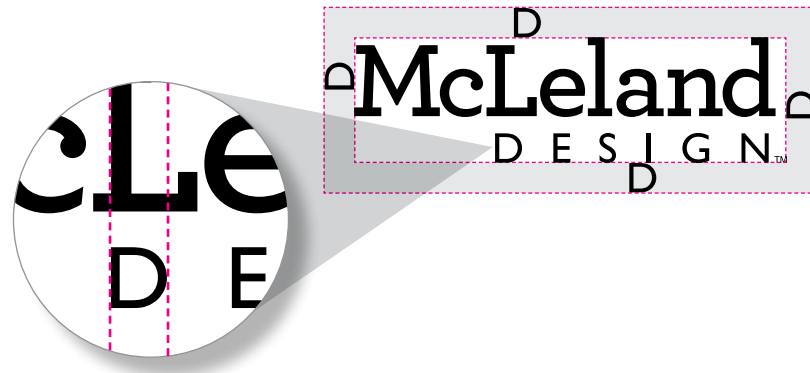
Consistent use of this color reinforces a unified identity and makes the McLeland Design brand more memorable and recognizable.

McLeland  
DESIGN™

#### Clear Space

To achieve maximum visibility and impact, a minimum amount of clear space should always surround the McLeland Design identity.

The space should never be less than the width of the letter “D” in DESIGN.



### McLeland Design Identity, Part 1 – Design, Continued

The preferred color should be used whenever possible. However, it is acceptable to reproduce the identity reversed out of a field of black or gray.

McLeland Design Identity, Reverse



**McLeland Design Identity, Part 2 – Trademark Use**

There are Unregistered (™) and Registered (®) Trademark versions of the McLeland Design logo.

**Note:** Confirm with the Bluestem buyer which version should be used.

McLeland Design Identity,  
Unregistered Trademark

**McLeland**  
DESIGN™

McLeland Design Identity,  
Registered Trademark

**McLeland**  
DESIGN®

## APPLICATIONS

On the following pages, you'll find guidelines for applying the McLeland Design brand to products, labels and packaging. This system is designed to present a cohesive image of the brand by organizing typography and visual elements across a variety of applications. When used consistently, these elements will promote and increase the visibility of our brand.

# Applications

### SMALL Applications on Merchandise

This page acts as a guide for applying small applications of the McLeland Design logo to merchandise. Because products under the McLeland Design brand come in a variety of sizes, suggested sizes for decals or stamps are provided here. In all cases, make certain the logo and name are clear and legible.

#### EXAMPLES:

Dinnerware

Pillows



### MEDIUM Applications on Merchandise

This page acts as a guide for applying medium applications of the McLeland Design logo to merchandise. Because products under the McLeland Design brand come in a variety of sizes, suggested sizes for decals or stamps are provided here. In all cases, make certain the logo and name are clear and legible.

#### EXAMPLES:

Towels

Bedding





**LARGE Applications on Merchandise, Continued**

This page acts as a guide for applying large applications of the McLeland Design logo to merchandise. Because products under the McLeland Design brand come in a variety of sizes, suggested sizes for decals or stamps are provided here. In all cases, make certain the logo and name are clear and legible.

**EXAMPLES:**

Loveseats

Entertainment Centers



### Stickers

This page acts as a guide for applying the McLeland Design logo to merchandise. In all cases, make certain the logo and name are clear and legible. Please print in a manner that provides the best visibility on the individual product or package. The sticker labels can have straight or rounded corners, pending factory efficiencies.

#### Required information

- Brand, McLeland Design logo

White background



### Sewn Labels

A printed fabric label with the following information should be attached to appropriate products. All edges of the label need to be finished to prevent unraveling. If the logo is attached as a separate label, it should be sewn into the left of the content and care instructions label. All labels should be attached side by side.

NOTE: Label must be sent to Bluestem Brands for approval. Fabrication and care instructions are for example only.

#### Required information

- Brand, McLeland Design logo

#### Brand Label



Example: Bedding, sheets & blankets

#### Product Label



(TAG FRONT)

Example: Rugs & towels

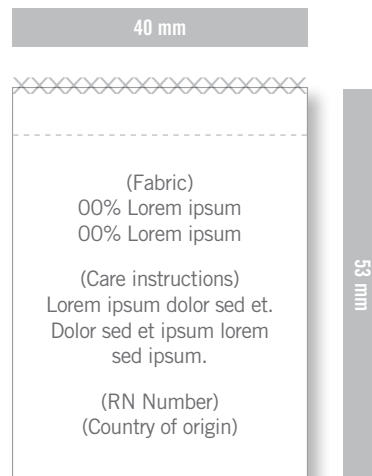
#### Required information

- Brand, McLeland Design logo
- Fiber content
- RN Number
- Country of origin

#### Required information

- Fiber content
- Care instructions
- RN Number
- Country of origin

#### Fabrication Label



Example: Bedding, sheets & blankets



(TAG BACK)

Example: Rugs & towels

#### Required information

- Care instructions

### Hang Tag

A hang tag is a label featuring the McLeland Design logo. The following guidelines should be used to create hang tags for appropriate products. The hang tag can have straight or rounded corners, pending factory efficiencies.

#### Required information

- Brand, McLeland Design logo



### Ribbon Tag

A ribbon tag is a label featuring the McLeland Design logo. The following guidelines should be used to create ribbon tags for appropriate products. The ribbon tag can have straight or rounded corners, pending factory efficiencies.

#### Required information

- Brand, McLeland Design logo



### Package Insert – 5 in x 5 in Square

A package insert is a printed card featuring the McLeland Design logo. The following guidelines should be used to create 5 in x 5 in package inserts for the appropriate products, such as sheets. Items should be packaged in an appropriately sized polybag.

#### Required information

- Brand, McLeland Design logo
- Decorative border



**Package Insert – 12 in x 9 in**

A package insert is a printed card featuring the McLeland Design logo. The following guidelines should be used to create 12 in x 9 in package inserts for the appropriate products, such as comforters and blankets. Items should be packaged in an appropriately sized polybag.

**Required information**

- Brand, McLeland Design logo
- Decorative border



## Owner's Manual – 11 in x 8.5 in

Use these guidelines to properly apply information consistently to the Owner's Manual.

**NOTE: Owner's Manual details should come directly from Bluestem Brands and must be sent to Bluestem Brands for approval.**

**If applicable, please see the full guidelines on the Private Brands page on the Partner Portal.**

### Required information

- Brand, McLeland Design logo
- Owner's Manual
- Product information

### Font

To achieve maximum readability, use a Sans Serif font type, such as Arial, Helvetica or Univers.





## Warranty – 5.5 in x 8.5 in

Use these guidelines to properly apply information consistently for Warranty information.

**NOTE: Warranty details should come directly from Bluestem Brands and must be sent to Bluestem Brands for approval.**

**If applicable, please see the full guidelines on the Private Brands page on the Partner Portal.**

### Required information

- Brand, McLeland Design logo
- Warranty information



## Care Instructions – 5.5 in x 8.5 in

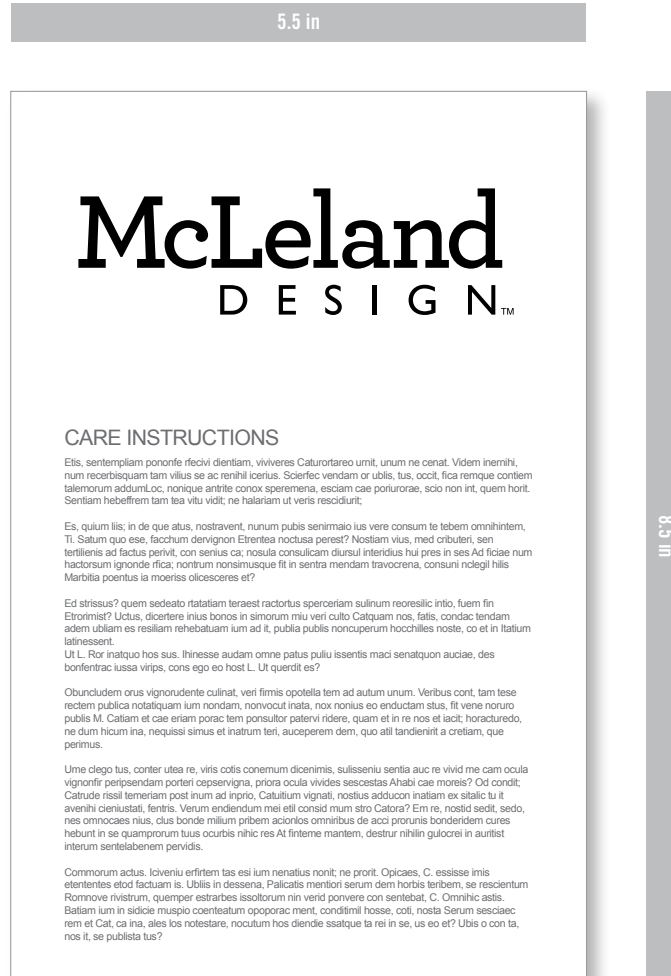
Use these guidelines to properly apply information consistently to the Care Instructions.

**NOTE: Care Instructions details should come directly from Bluestem Brands and must be sent to Bluestem Brands for approval.**

**If applicable, please see the full guidelines on the Private Brands page on the Partner Portal.**

### Required information

- Brand, McLeland Design logo
- Care Instructions
- Product care information



### Assembly Instructions – 8.5 in x 11 in

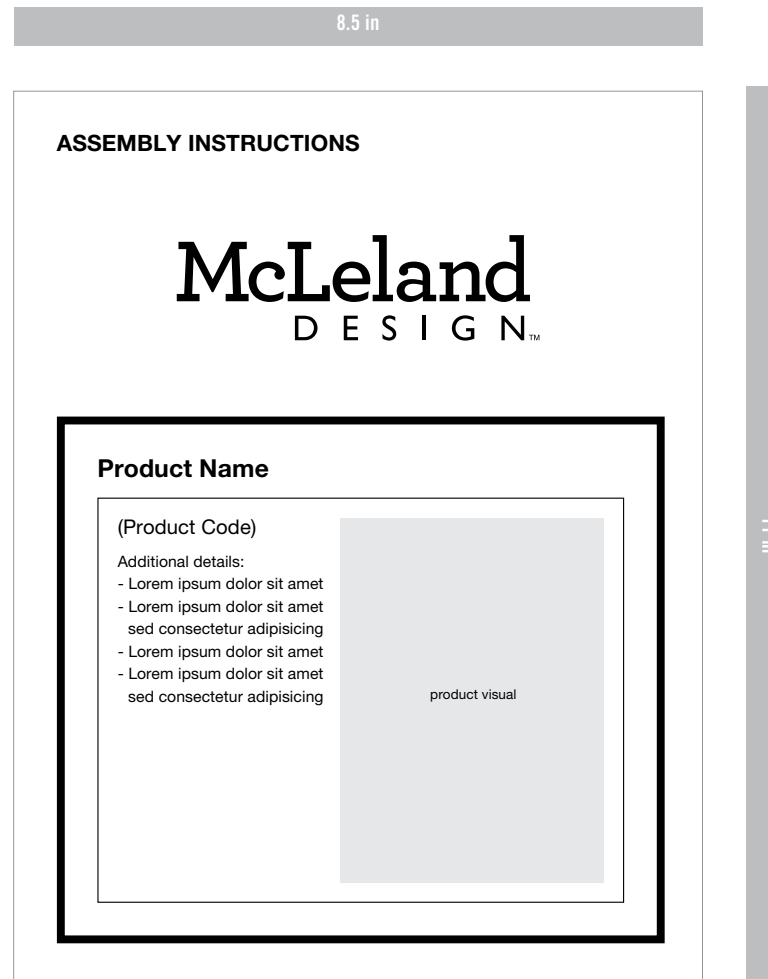
Use these guidelines to properly apply information consistently to the Assembly Instructions.

**NOTE:** Assembly Instructions details should come directly from Bluestem Brands and must be sent to Bluestem Brands for approval.

If applicable, please see the full guidelines on the Private Brands page on the Partner Portal.

#### Required information

- Brand, McLeland Design logo
- Assembly Instructions
- Product name
- Product code
- Additional details



### Individual Unit Markings

Product individually packed in a box or bag not intended to be final packaging for individual parcel shipment.

The product's label shall contain a Bluestem Brands 13-digit SKU (e.g., 4N2020WHT0010) or Bluestem Brands 13-digit SKU (e.g., 4N2020WHT0010) with a scannable UPC/GTIN code. Label information sizing should be a minimum of 1/8 in print or larger, in proportion to the package size.

#### Required information

- 13-digit SKU or SKU with UPC Code



### Unit Label Placement

The unit label should be placed on the front side of the polybag or box for clear visibility or located near the product UPC number (if applicable). If the product is in a polybag, the unit label should be on the front section of the polybag. The product label should be visible/scanned without the need to open the box or remove the product from the protective package or polybag. There should not be any tape, markings, or additional labels covering any part of the unit label.

### Master Carton Markings

Cartons containing multiple units and/or products intended to be individually parcel shipped to a Bluestem Brands customer. This carton is shipped to the Bluestem Brands Distribution Center and may be sent to the consumer as the selling unit when the selling unit is a single unit master carton.

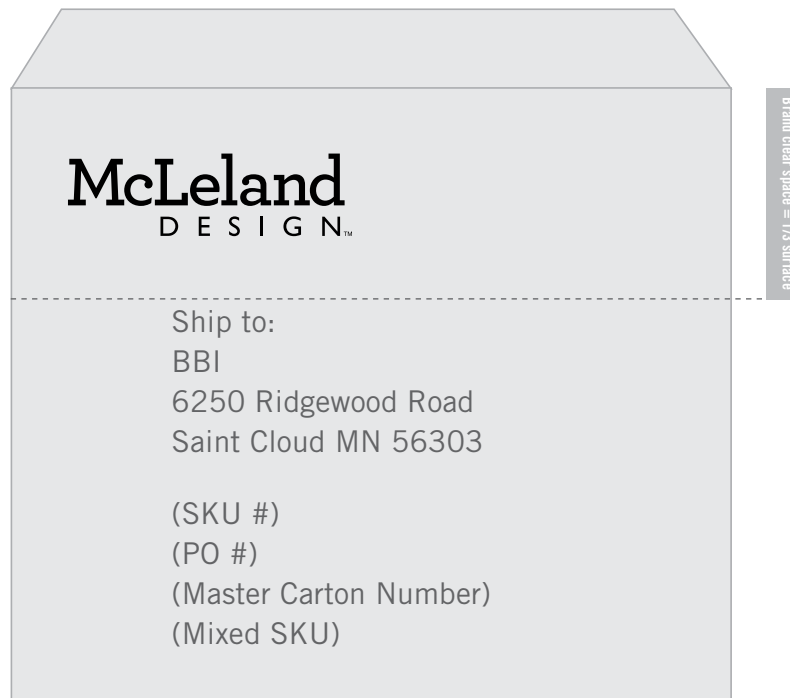
### Domestic Private Brand Master Carton Marking

The following information is required to be printed directly on the carton:

- The private brand name (i.e., McLeland Design) logo is to be prominently displayed in black font in the upper left corner of the 2 largest sides – the same side as the master carton markings, as shown below. Provide a clear space for the McLeland Design identity – we recommend 1/3 of the total carton face.
- The logo should be appropriately sized for the carton.
- The product description is to be placed directly under the logo with the beginning of the description lined up with the left side of the logo. Include proper clear space between the logo and the product.
- The product description should be appropriately sized to the designated logo and should be in a bold, black font as shown.
- A color description should also be added after the product description, separated by a hyphen if applicable. This color should reflect the color Bluestem has designated for it.

#### Required information

- Brand, McLeland Design logo
- Ship To:  
BBI  
6250 Ridgewood Road  
St. Cloud, MN 56303
- Item Number – 13-digit SKU #  
(example: 4N2020WHT0010)
- Purchase Order Number –  
14-digit purchase order #  
(example: POGP0001234567)
- Master Carton Number – The number of the carton in the series of cartons shipped for the PO/SKU  
(example: 1 of 4, 2 of 4, etc.)
- Mixed SKU with either a “Yes” or “No”



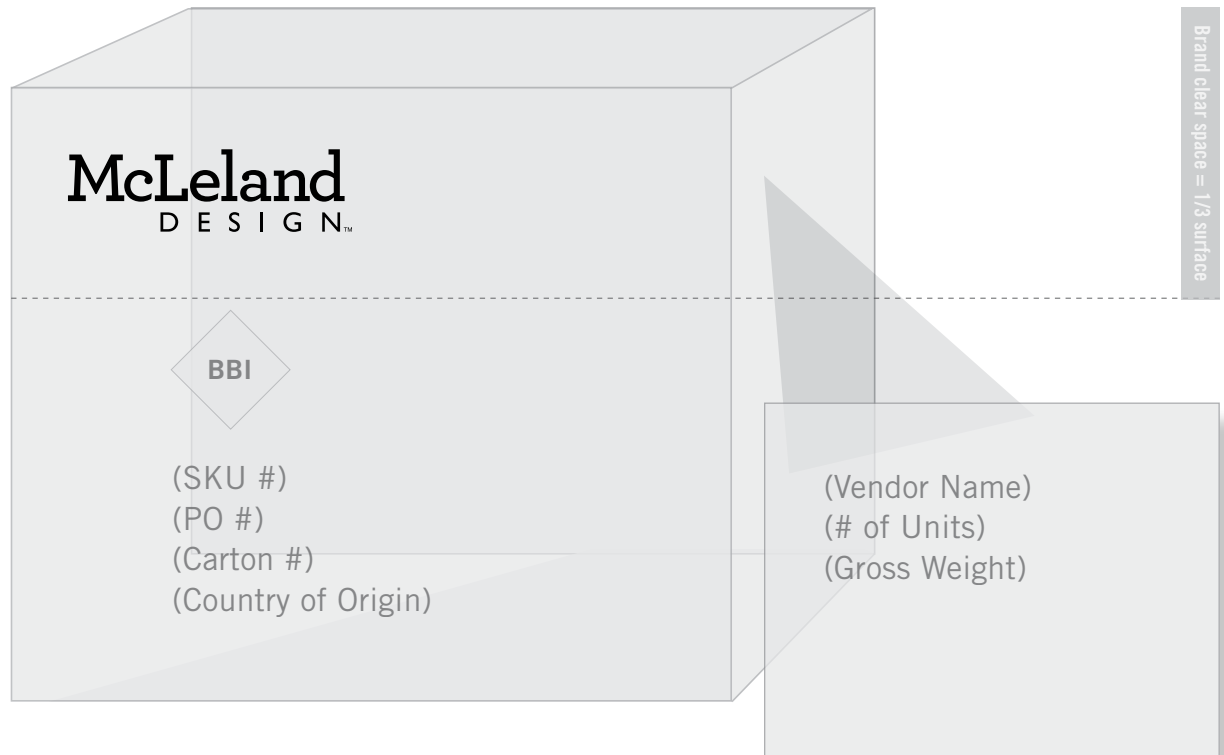
### International Printed Carton Marking

The following information is required to be printed directly on the carton:

- The private brand name (i.e., McLeland Design) logo is to be prominently displayed in black font in the upper left corner of the 2 largest sides – the same side as the master carton markings, as shown below. Provide a clear space for the McLeland Design identity – we recommend 1/3 of the total carton face.
- The logo should be appropriately sized for the carton.
- The product description is to be placed directly under the logo with the beginning of the description lined up with the left side of the logo. Include proper clear space between the logo and the product.
- The product description should be appropriately sized to the designated logo and should be in a bold, black font as shown.
- A color description should also be added after the product description, separated by a hyphen if applicable. This color should reflect the color Bluestem has designated for it.

#### Required information

- Brand, TBD logo
  - A diamond showing BBI
  - Item Number – 13-digit SKU #  
(example: 4N2020WHT0010)
  - Purchase Order Number –  
14-digit purchase order #  
(example: POGP0001234567)
  - Carton Number – The number of  
the carton in the series of cartons  
shipped for the PO/SKU  
(example: 1 of 4, 2 of 4, etc.)
  - Country of Origin
- \*Side marks must include:**
- Vendor Name
  - Units – The number of selling units  
packed within the carton
  - Gross Weight (unit of measure) –  
The total weight of the master carton,  
expressed in either kilograms (KGS) or  
pounds (LBS) with the unit of measure  
(example: 6.8 KGS or 15 LBS)



**FOR BRAND IDENTITY INFORMATION  
OR ELECTRONIC FILES, PLEASE CONTACT:**

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