



# BRAND GUIDELINES

# Introduction

## INTRODUCTION

From everyday essentials to adorable little extras, Star Hollow offers a wide variety of products for today's child. Our private brand for kids offers bedding, furniture and decor that establishes a playful style at a great value. Kids will love the cushy comfort and colorful designs. And parents will appreciate the quality and affordability.

The Star Hollow 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 Star Hollow brand and increase the impact of our communications.

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### Star Hollow Identity – Primary Format

The Star Hollow identity comes in a two formats. The size and position of these elements have been carefully designed and should not be recreated or altered in any way. **The format to be used should be based on the space available on the product.**

#### Color

The Star Hollow preferred identity is made up of three colors:

PMS 157 C (Orange)

PMS 1225 C (Yellow)

PMS 5483 C (Blue)

Consistent use of these colors reinforces a unified identity and makes the Star Hollow brand more memorable and recognizable.

If the logo must be printed by means of 4-color process only, then the following color breakdowns may be applied:

C=4, M=43, Y=76, K=0 (Orange)

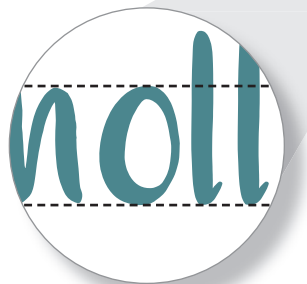
C=0, M=22, Y=84, K=0 (Yellow)

C=73, M=35, Y=39, K=5 (Blue)

#### Clear Space

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

The space should never be less than the height of the “o” in the Star Hollow logo.



### Star Hollow Identity – Secondary Format

The Star Hollow identity comes in a two formats. The size and position of these elements have been carefully designed and should not be recreated or altered in any way. This identity should only be used when the application requires a more horizontal layout.

#### Color

The Star Hollow preferred identity is made up of five colors:

PMS 7416 C (Orange)

PMS 1225 C (Yellow)

PMS 5493 C (Blue)

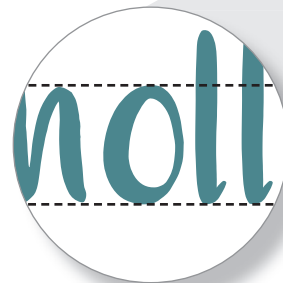
Consistent use of these colors reinforces a unified identity and makes the Star Hollow brand more memorable and recognizable.

However, if the logo must be printed by means of 4-color process only, then the following color breakdowns may be applied:

C=1, M=72, Y=68, K=0 (Orange)

C=0, M=24, Y=82, K=0 (Yellow)

C=63, M=25, Y=34, K=1 (Blue)

The logo consists of the word "star" in a teal, rounded, lowercase font, followed by a solid orange five-pointed star, and then the word "hollow" in the same teal font. A small trademark symbol (TM) is located at the end of the word "hollow".

#### Clear Space

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

The space should never be less than the height of the "o" in the Star Hollow logo.

### Star Hollow Identity – Design, Continued

The preferred multi-colored logo should be used whenever possible. However, it is acceptable to reproduce the identity in black when color is not an option. The identity may also be reversed out of a field of black or gray.

Star Hollow Identity, Black



Star Hollow Identity, Reverse



# Applications

## APPLICATIONS

On the following pages, you'll find guidelines for applying the Star Hollow 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.

### SMALL Applications on Merchandise

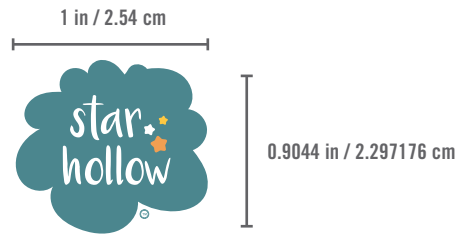
This page acts as a guide for applying small applications of the Star Hollow logo to merchandise. Because products under the Star Hollow brand come in a variety of sizes, suggested sizes for decals or stamps are provided here. In all cases, make certain the logo and name are clear and legible.

#### EXAMPLES:

Clothing

Soft Toys

Shoes



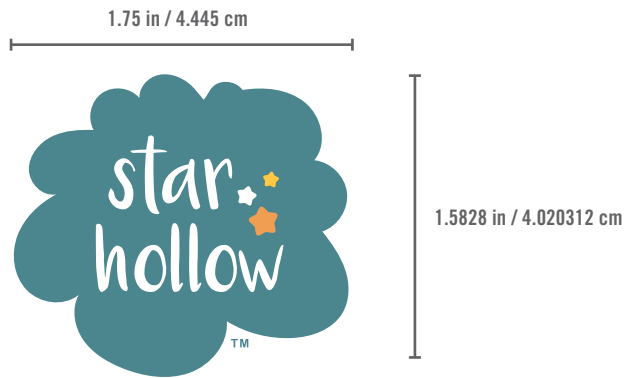
### Medium Applications on Merchandise

This page acts as a guide for applying medium applications of the Star Hollow logo to merchandise. Because products under the Star Hollow 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:

Backpacks

Linens





### Stickers

This page acts as a guide for applying the Star Hollow logo to merchandise. In all cases, make certain the logo and name are clear and legible. Three options are shown here: a white sticker with the Star Hollow identity in CMYK, a white sticker with the Star Hollow identity in black, or the identity reversed out of a field of black. 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, Star Hollow logo

White background (colored logo)



White background (black logo)



Black background (white logo)



### 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, Star Hollow logo

#### Brand Label



Example: Bedding, sheets & blankets

#### Product Label



(TAG FRONT)

Example: Rugs & towels

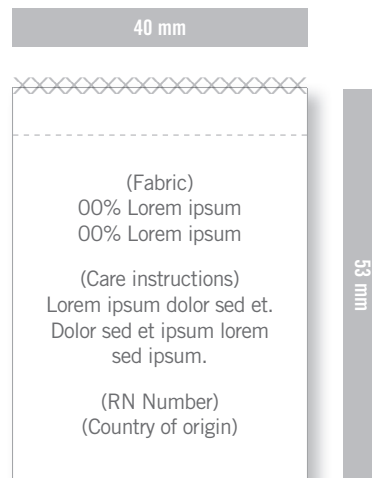
#### Required information

- Brand, Star Hollow 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 Star Hollow 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, Star Hollow logo

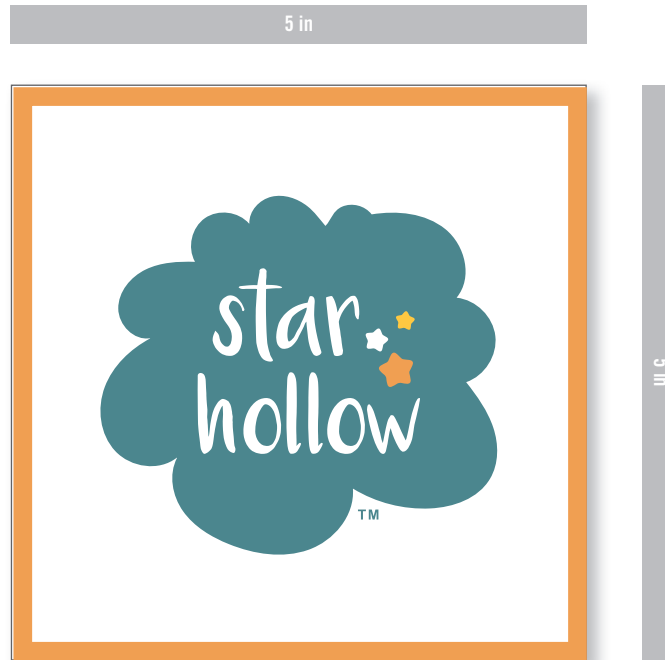


### Package Insert – 5 in x 5 in Square

A package insert is a printed card featuring the Star Hollow 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, Star Hollow logo
- Decorative border



**Package Insert – 12 in x 9 in**

A package insert is a printed card featuring the Star Hollow 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, Star Hollow logo
- Decorative border

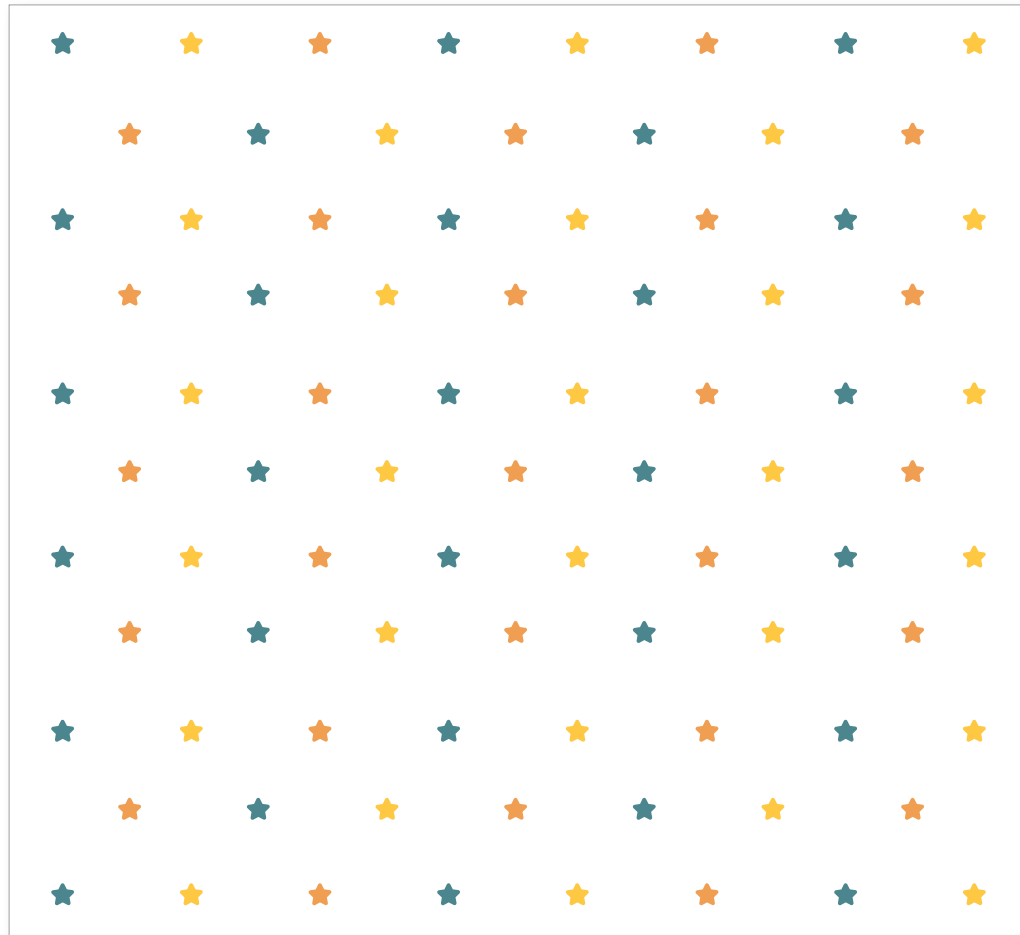


### Patterns

This repetitive pattern features the Star Hollow brand mark. Uses of this pattern include, but are not limited to, printed tissue paper or bags for packaging.

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

Example is shown with consistent scale and proportion. **DO NOT ALTER.**



## 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, Star Hollow logo
- Owner's Manual
- Product information

### Font

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



8.5 in

## Warranty – 5.5 in x 8.5 in

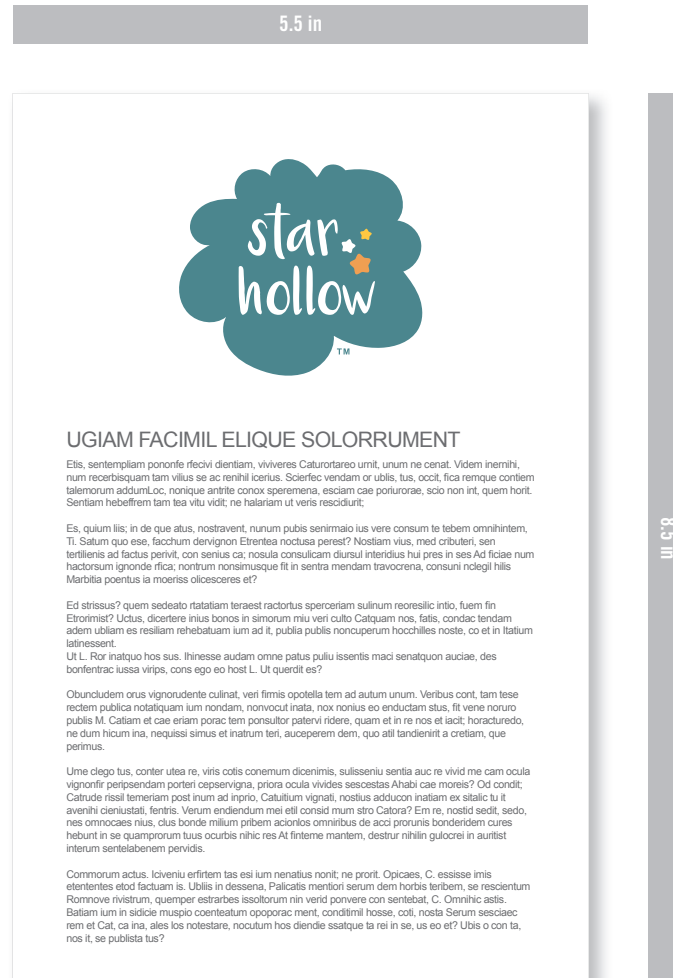
Use these guidelines to properly apply information consistently for Warranty information.

**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, Star Hollow logo
- Warranty information





### Assembly Instructions – 8.5 in x 11 in

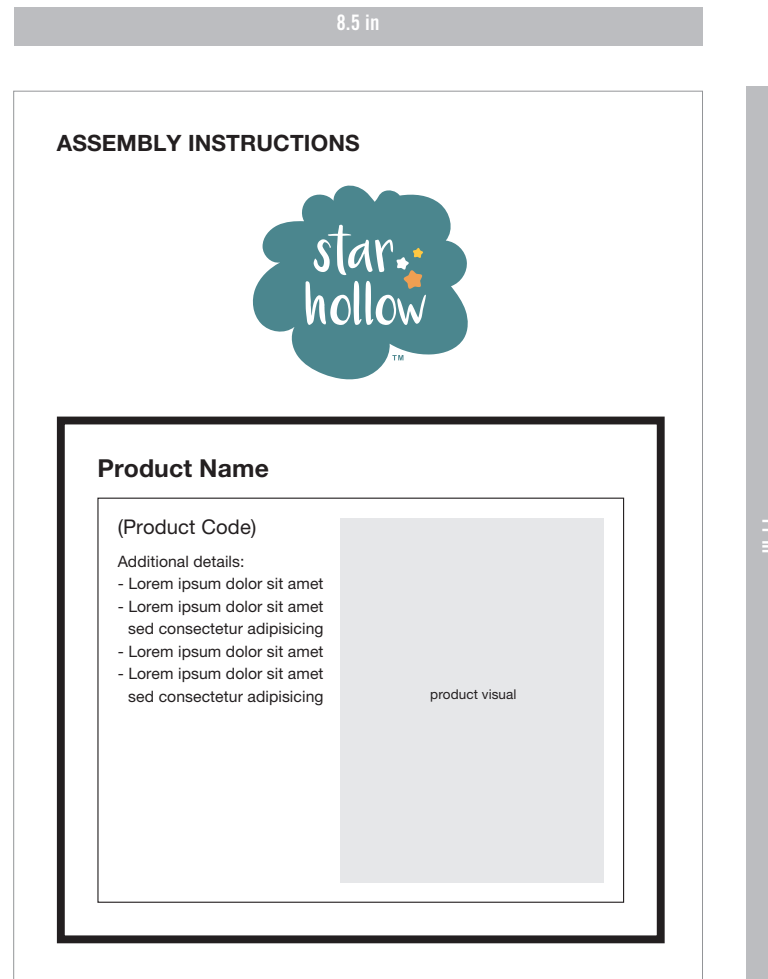
Use these guidelines to properly apply information consistently to the Assembly Instructions.

**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, Star Hollow logo
- Assembly Instructions
- Product name
- Product code
- Additional details



**Required information**

- 13-digit SKU or SKU with UPC Code

**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.



**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.

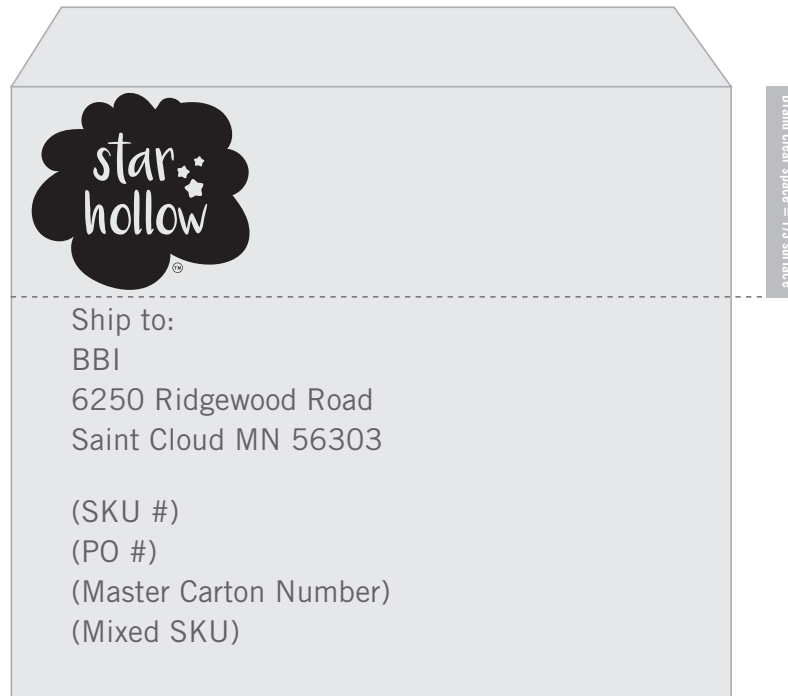
### Domestic Private Brand Master Carton Marking

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

- The private brand name (i.e., Star Hollow) 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 Star Hollow 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, Star Hollow 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”



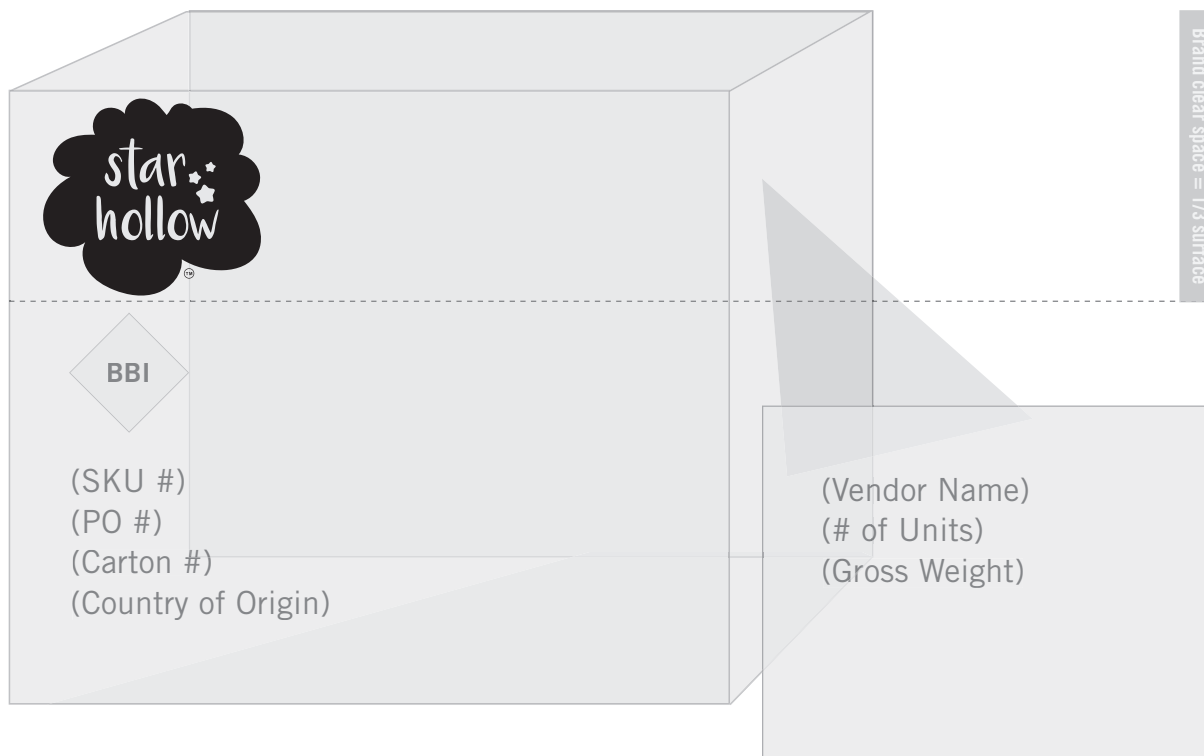
### International Printed Carton Marking

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

- The private brand name (i.e., Star Hollow) 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 Star Hollow 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, Star Hollow 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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952-656-3824