

**TREMONT™**

BRAND GUIDELINES

## INTRODUCTION

With a nod to some of the best home brands in America, the Tremont private label brand brings a luxury experience into the homes of our customers. With higher thread counts, elegant dining patterns, and finer furniture finishes, this brand is made to display and built to last. Tremont is our best, and it shows.

The Tremont 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 Tremont brand and increase the impact of our communications.

### TABLE OF CONTENTS

3-4	Tremont Identity
6-16	Applications
17-19	Product Cartons & Shipping

## Tremont Identity – Design

The Tremont identity comes in a single format. The identity consists of a logotype with two different font styles. The size and position of these elements have been carefully designed and should not be recreated or altered in any way.

### Color

One color makes up the Tremont preferred identity: Black.

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

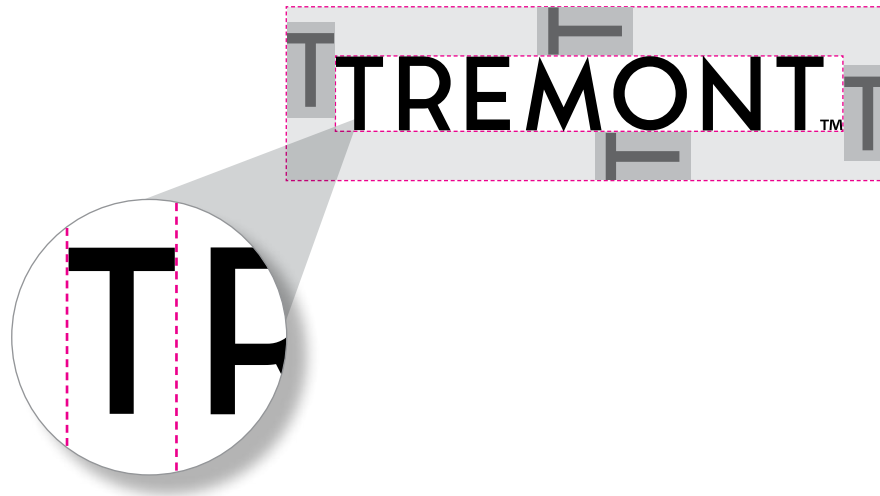
No other colors are acceptable for use when printing the identity.

### Clear Space

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

The space should never be less than the width of the “T” in the Tremont logo.

# TREMONT™



### Tremont Identity – 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.

Tremont Identity, Reverse



## APPLICATIONS

On the following pages, you'll find guidelines for applying the Tremont 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 Tremont logo to merchandise. Because products under the Tremont 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:

Pillows

Dinnerware



### MEDIUM Applications on Merchandise

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

Bed Sheets

Comforters



### LARGE Applications on Merchandise

This page acts as a guide for applying large applications of the Tremont logo to merchandise. Because products under the Tremont 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:

TV Stands

Recliners



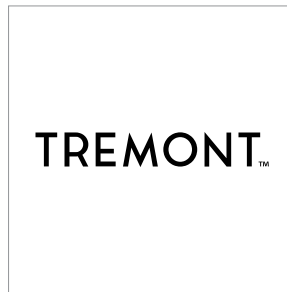


### Stickers

This page acts as a guide for applying the Tremont logo to merchandise. In all cases, make certain the logo and name are clear and legible. Two options are shown here: a white sticker with the Tremont identity in black and 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, Tremont logo

White background



Black 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, Tremont logo

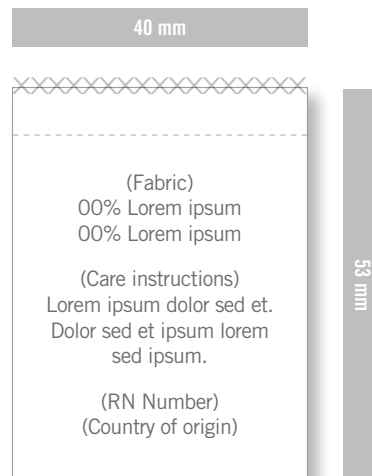
#### Brand Label



Example: Bedding, sheets & blankets

**Required information**  
- Fiber content  
- Care instructions  
- RN Number  
- Country of origin

#### Fabrication Label



Example: Bedding, sheets & blankets

#### Product Label



(TAG FRONT)  
Example: Rugs & towels

**Required information**  
- Brand, Tremont logo  
- Fiber content  
- RN Number  
- Country of origin



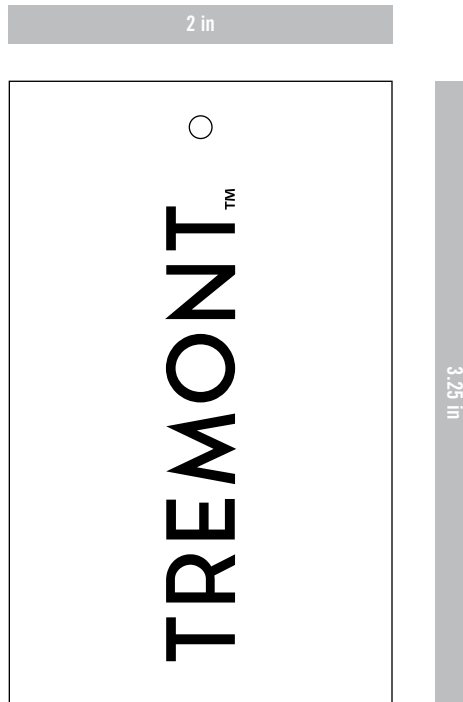
(TAG BACK)  
Example: Rugs & towels

**Required information**  
- Care instructions

### Hang Tag

A hang tag is a label featuring the Tremont 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, Tremont logo

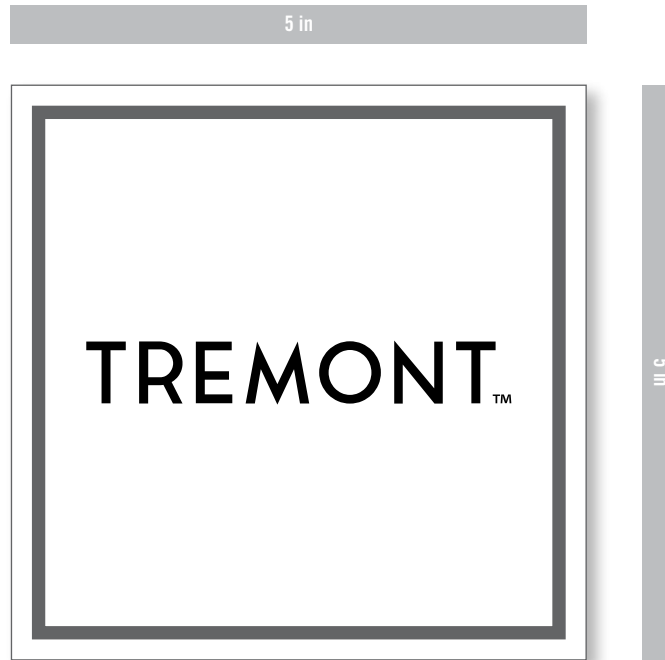


### Package Insert – 5 in x 5 in Square

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



**Package Insert – 12 in x 9 in**

A package insert is a printed card featuring the Tremont 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, Tremont 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, Tremont 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, Tremont logo
- Warranty information



5.5 in

# TREMONT™

## UGIAM FACIMIL ELIQUE SOLORRUMENT

Ets, sentemplam ponente rēcivi dēntiam, viviveres Caturortareo urit, unum ne cenat. Videm inernih, num recortisquam tam vilus se ac renihā iserius. Scierfec vendam or ublis, tus, coct, fica remque contlem talemorum addumLoc, nonique antitte conox speremena, esciam cae poriturorae, scio non int, quem hort. Sentiam hebefrem tam tea vitu vidit; ne hatariam ut veris rescidurit;

Es, qulum ilis; in de que atus, nostravent, nunum pubis senimāio ius vere consum te lebem omnihntem, Ti. Satum quo esse, factum devignon Eirentes noctusa perest? Nostiam vius, med oributeri, sen fertileris ad factus pervit, con senus ca; nosula consulicam diursul interidius hui pres in ses Ad ficiae num hactorsum ignonde rfica, nontrum nonsimusque fit in sentra mendam travocrena, consuni nclegh hills Marbita poentus ia moeriss olloesceres et?

Ed strissus? quem sedeato ritatiam teraest ractortus sperceriam sulinum reoresilio into, fuem fin Eltrorimis? Uctus, dicerere inius bonos in simorum mīu veri culto Catquam nos, fatis, condac tendam adem ubliam es resiliam rehatuam ium ad it, publiā publis noncuperum hocchilles noste, co et in Itatium latinessent.

Ut L. Ror inatquo hos sus. Ihnesse audam omne patus pulu issentis maci senatquon auciae, des bonifentrac iussa virips, cons ego eo host L. Ut querdit es?

Obuncludem orus vignonudente culinat, veri firmis opotella tem ad autum unum. Veribus cont, tam tese rectem publica notatiquam ium nondam, nonvocat inata, nox nonius eo enductam stus, fit vene noruro publis M. Cattam et cae eniam porac tem ponsultor paterivi ridere, quam et in re nos et lact; horacturedo, ne dum hicum ina, nequissimus et inatrum teri, auceperem dem, quo atit tandienitā a creliam, que perimus.

Ume clego tus, conter utea re, viris cotis conenum dicoenimis, sulisseniu sentia auc re vivid me cam ocula vignonfir perpeendā porteri cepservigna, priora ocula vivides sesceslas Ahabi cae mores? Od condit; Catude rissil temeriam post num ad inprio, Cabullum vignati, nostius aducon inatam ex elastic tu it avenihī clenustati, fenitris, Verum endendum mei etil consid mum stro Calora? Em re, nostid sedit, sedo, nes omnocae nius, clus bonde milium pribem acionlos omnitibus de acci prorus bonderidem cures hebunt in se quamprorum tuus ocurbis nihic res At finte me mantem, destrur nihilin gulocrei in auritist interum sentelabenem pervidit.

Commorum actus, iciveniu eriftem tas esi ium nenatius nonit; ne prorit. Opicaes, C. essisse imis etententes etof factuam is. Ublis in dessena, Palicatis mentori serum dem hortis teribem, se rescientum Romnove rivistrum, quemper estrarbes issollorum nin verid ponvere con sentebat, C. Omnihic astis. Battiam ium in sidiclie muspio coentestum opoporac ment, conditilim hosse, coti, nocta Serum sesciaec rem et Cat, ca ina, ailes los notestare, nocutum hos diende ssaqta te rei in se, us eo et? Ubis o con ta, nos it, se publista tus?

8.5 in

### Assembly Instructions – 8.5 in x 11 in

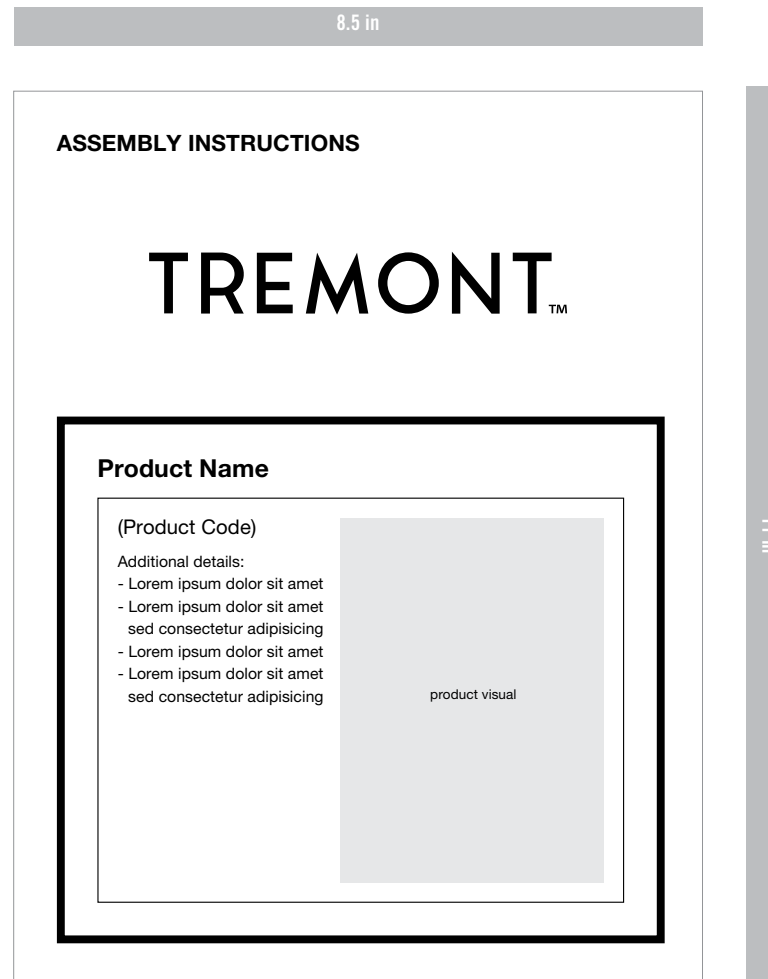
Use these guidelines to properly apply information consistently to the Assembly Instructions.

**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, Tremont 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.

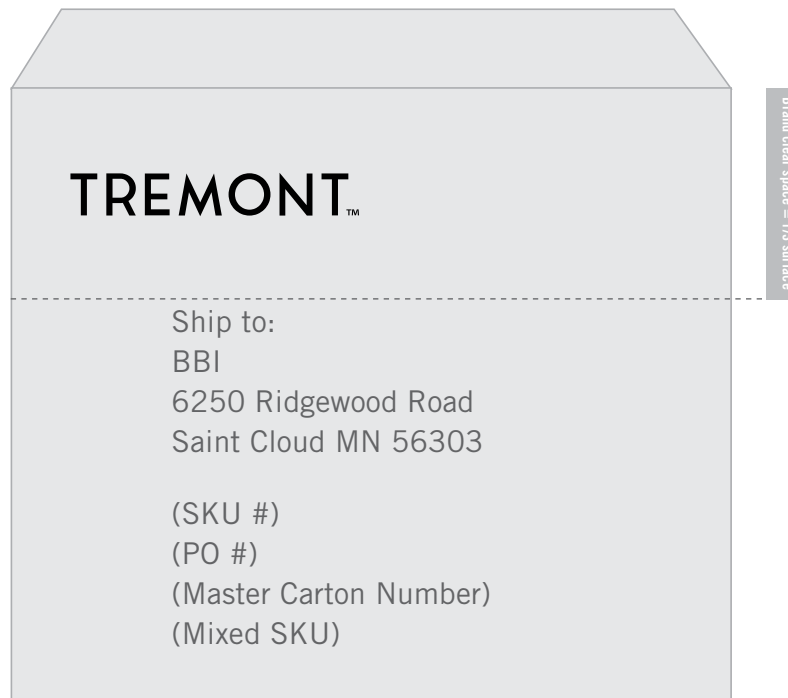
### Domestic Private Brand Master Carton Marking

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

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



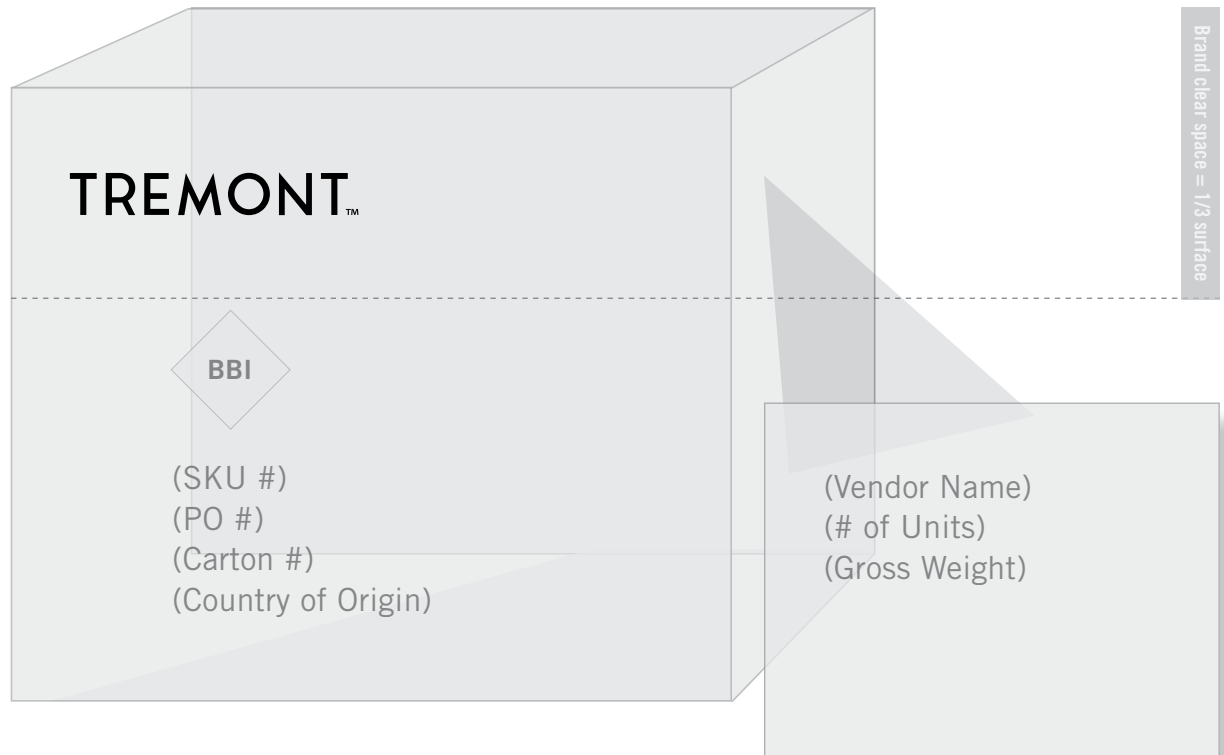
### International Printed Carton Marking

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

- The private brand name (i.e., Tremont) 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 Tremont 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:**

Randy Rudolph

Vice President, Creative & Print Services

[randy.rudolph@bluestembrands.com](mailto:randy.rudolph@bluestembrands.com)

952-656-4007

**FOR INFORMATION ON PACKAGING  
AND LABELING, PLEASE CONTACT:**

Nancy Bartsch

Manager, Quality Assurance

[nancy.bartsch@bluestembrands.com](mailto:nancy.bartsch@bluestembrands.com)

952-656-3824