



Prym Consumer USA

# **Babyville Boutique Brand Guidelines**

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# Overview

The following standards guideline is for Prym Consumer USA's (PCUSA) Babyville Boutique product brand. All product, promotions, collateral and content relating to Babyville Boutique will follow the standards as described within.

The guidelines will discuss:

- Prose content
- Logo Artwork
- Type fonts
  - Colors
  - Contingencies
  - Product Category trademarks
- Product Packaging Card (example)
  - Front
  - Back
- Terms & Conditions

## Use Within Prose Content

When preparing written content for packaging, collateral or promotions, Babyville Boutique should include the TM mark at the end of the name (e.g. – Babyville Boutique™). It is only necessary to show this mark in the brand name's first instance within the content area; however, continued use is not prohibited.

Babyville Boutique's first letter (B) of each word should always be upper case. Either word of Babyville Boutique should never be hyphenated unless absolutely necessary. Babyville Boutique should never use an abbreviated name (e.g. – Babyville) in official or packaging purposes.

## Logo Artwork



### Fonts:

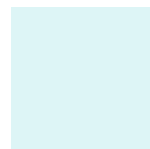
Logo: Helvetica Neue Light

Product, Category copy: Century Gothic Regular

### Colors:



Pantone 318C  
C – 38%  
M – 0%  
Y – 15%  
K – 0%



30% Pantone 318C  
C – 12%  
M – 0%  
Y – 5%  
K – 0%



Pantone 382C  
C – 29%  
M – 0%  
Y – 100%  
K – 0%



Pantone 1545C  
C – 0%  
M – 53%  
Y – 100%  
K – 72%

## Contingencies:

All elements of logos are to be scaled proportionally as a unit.

### **Ribbon shadow effects:**

Mode: Normal    Opacity: 30%    X Offset: 0 / Y Offset: 0    Blur: 0.02

### **Label shadow effects:**

Mode: Multiply    Opacity: 30%    X Offset: 0.01 in / Y Offset: 0.01 in    Blur: 0.01 in

Shadow effects are removed on the Black & White version

Black is the only ink used with no halftones on the Black & White version

## Product Category trademarks

 Boutique Applique™

 Boutique Buttons™

 Boutique Fold Over Elastic™

 Boutique EZ Adjust Tape™

 Boutique Labels™

 Boutique Waterproof, Breathable PUL Fabric™

 Boutique Snaps™

# Product Packaging Example (Card)

## Layout's Front Side

Logo should be sized so that width of green label motif (non-ribbon area) equals 1/2 of card's width

Polkadot background remains static and is not scaled with change in card size

Duck icon is 1/2 in wide, and placed in the card's lower right corner at 1/8 in from its bottom, right edge



## Layout's Back side

Century Gothic Bold is used for product name, category headings, warnings, body copy and special instructions

Copy should never be less than 6 pt, and will most always be in Pantone 1545C or its CMYK equivalent

Language sections are separate by 1/2 (0.5) pt line in Pantone 1545C or its CMYK equivalent

**Babyville Boutique™  
Fold Over Elastic (FOE)** 69% Nylon, 31% spandex  
69% Nylon, 31% spandex  
69% Nylon, 31% spandex

**Instructions:**

1. Position the edges of fabric in center of FOE. Fold elastic over raw edges and pin at beginning.
2. For Smooth Edge: Set the stitch to narrow medium-length zigzag. Carefully guide fabric and FOE under machine needle and stitch.
3. For Gathered Edge: Guide fabric(s) and FOE with one hand as you stretch FOE tightly with other hand, then zigzag on FOE edge catching all layers.
4. To finish, overlap FOE at end and zigzag over raw edges.

**Care Instructions:**  
Machine wash warm, tumble dry medium heat.  
Do not bleach.

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**Élastique replié de Babyville Boutique™**

**Instructions:**

1. Placez les bords du tissu dans le centre de l'élastique replié. Repliez l'élastique par-dessus les bords et épinglez au début.
2. Pour un bord lisse : Ajustez le point pour un zigzag étroit moyennement long. Guidez soigneusement le tissu et l'élastique sous l'aiguille de la machine à coudre et cousez.
3. Pour un bord plissé : Guidez le ou les tissus et l'élastique avec une main tout en étirant l'élastique fermement avec l'autre main, puis faites un point zigzag sur le bord de l'élastique en prenant toutes les épaisseurs.
4. Pour terminer, chevauchez l'élastique à une extrémité et faites un point zigzag sur les bords non finis.

**Entretien :**  
Laver à la machine à l'eau tiède, faire sécher par culbutage à température moyenne. Ne pas javelliser.

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**Elástico Plegable de Babyville Boutique™**

**Instrucciones:**

1. Coloque los bordes de la tela en el centro del elástico. Doble el elástico sobre los bordes sin terminar y fíjelo con alfileres al principio.
2. Para lograr un Borde Liso: Ponga la máquina en puntada zigzag estrecha de largo mediano. Guíe la tela y el elástico cuidadosamente por debajo de la aguja de la máquina y cosea.
3. Para lograr un Borde Fruncido: Guíe la(s) tela(s) y el elástico con una mano, según vaya estirando bien el elástico con la otra mano, y luego de puntadas zigzag sobre el borde del elástico de manera que traspasen todas las capas.
4. Para terminar, traslape el elástico al final y dé puntadas zigzag sobre los bordes sin terminar.

**Instrucciones sobre el Cuidado:**  
Lavar a máquina en agua tibia, secar a temperatura mediana. No usar blanqueador.



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www.babyvilleboutique.com  
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Hecho en China



## Babyville Boutique Branding Terms & Conditions

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For any questions, comments or requests about Babyville Boutique, the aforementioned guidelines, or these terms & conditions, please contact either Laura Mooney, PCUSA's Director of Marketing (864-587-5280), or David Nine, PCUSA's Graphics Manager (864-587-3375).