

LUNA C NORTE

PACKAGING OVERVIEW

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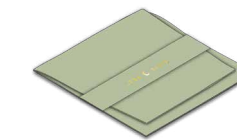
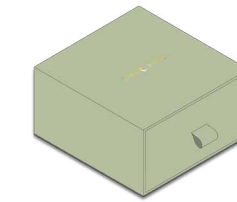
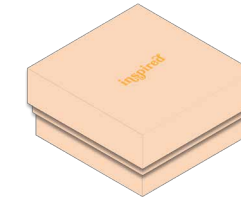
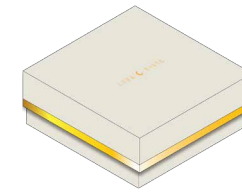
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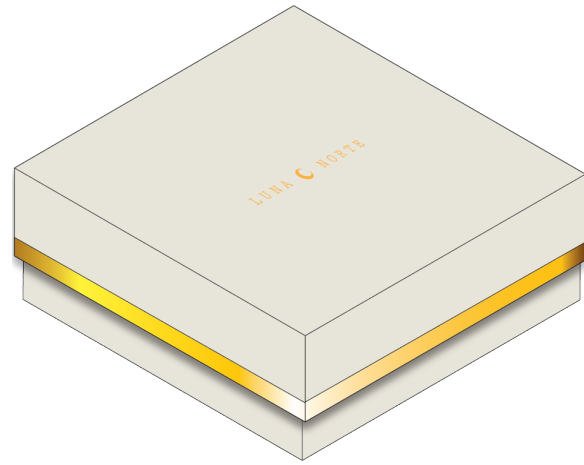
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SCROLL THROUGH DOCUMENT FOR MORE COMPREHENSIVE BREAKDOWNS OF EACH PACKAGING SYSTEM

TJX - CLASSIC



Font: CutiveMono - edited

Font: Adobe Garamond: Small Caps & Old Style Figures

Font: Milton Two Bold- Regular

Font: Adobe Garamond: Semibold Small Caps & Oldstyle Figures

Font: Adobe Garamond - Regular

BOX NOTES:

- Paper Type:
- LNLID series primarily
- Double layer boxes with printed foil stripe
- Gold or Silver foil logo
- Usually has different colored box-top and box-bottom

INSERT NOTES:

- Paper Type:
- Ribbon: Ribbed in dark gray
- Focuses on metaphysical customer
- Stone Image, 3 words and story
- "Designed with love in California" so long as it fits with other elements
- has paper texture image (BLANK-LNLID##)
- Paper Texture: GET FROM MICKEY

COLORS:



TYPEFACES:

ADOBE GARAMOND - SMALL CAPS AND OLD STYLE FIGURES

ABCDEFGHIJKLMNOPQRSTUVWXYZ.,!@#\$\$%^&*
 ABCDEFGHIJKLMNOPQRSTUVWXYZOI23456789

Milton Two Bold - Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ.,!@#\$\$%^&*
 abcdefghijklmnopqrstuvwxyz0123456789

ADOBE GARAMOND - SEMIBOLD SMALL CAPS AND OLD STYLE FIGURES

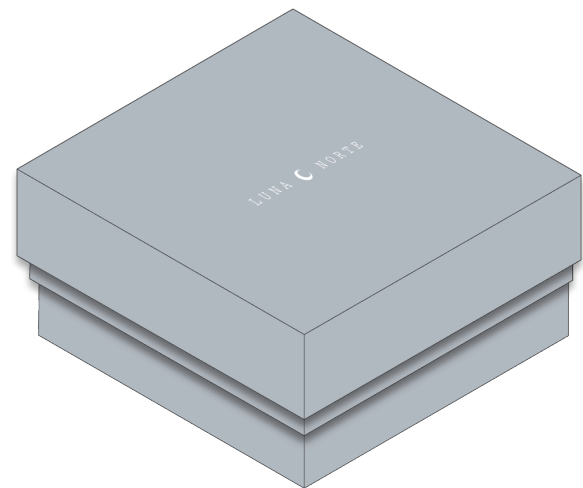
ABCDEFGHIJKLMNOPQRSTUVWXYZ.,!@#\$\$%^&*
 ABCDEFGHIJKLMNOPQRSTUVWXYZOI23456789

Adobe Garamond - Small Caps and Old Style Figures

ABCDEFGHIJKLMNOPQRSTUVWXYZ.,!@#\$\$%^&*
 abcdefghijklmnopqrstuvwxyz0123456789



TJX - MONOCHROMATIC



Font: CutiveMono - edited

Font: Jubilat - Semibold

Font: Mr. Eaves XL Mod OT - Book

BOX NOTES:

- Paper Type:
- BB box series
- triple layer boxes
- Usually all 3 layers are monochromatic
- Occasionally has gold or shiny silver foil
- White logo with spot gloss
- If box color is too light, text should be a dark value of the box color

INSERT NOTES:

- Paper type:
- Ribbed ribbon in the closest color match to the insert color (ribbon color should often be selected first as there is a more limited range of colors in ribbon book than in pantone book)
- Focuses on more minimalist customer
- Spot Gloss on logo
- Stone name, three words
- Jewelry type, item details
- “Designed with love in California”
- Jewelry Care + Socials on Back

COLORS:



- Colors change seasonally
- Usually 2-4 colors per season
- Always have at least one muted neutral to ensure compatibility with all stone types

TYPEFACES:

Jubilat - Semibold

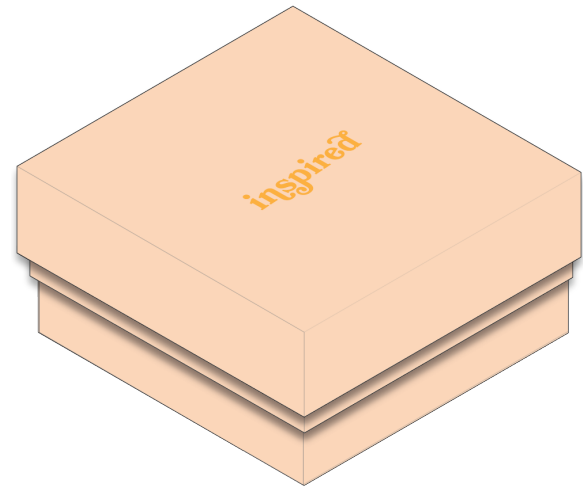
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**.,!@#\$\$%^&*
 abcdefghijklmnopqrstuv**wxyz0123456789**

Mr. Eaves XL Mod OT - Book

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**.,!@#\$\$%^&*
 abcdefghijklmnopqrstuv**wxyz0123456789**



INSPIRED



Font: Bookmania - edited

Font: Mr. Eaves Mod OT - Italic

Font: Mr. Eaves Mod OT - Bold

Font: Mr. Eaves Mod OT - Regular

BOX NOTES:

- Paper Type:
- InspBox series
- Triple layer box
- Gold Foil logo (occasionally white spot gloss)
- InspBox1, InspBox2, Inspbox3

INSERT NOTES:

- Paper Type:
- Ribbon: ribbed in matching color
- “Inspired: a collection curated by Luna Norte”
- Story specific to each jewelry type
- “Inspired by vintage aesthetics and fashions, these pieces are designed to stand boldly on their own or to elevate any combo you dare”
- Item details, stone, plating
- Gold foil logo (occasionally white spot gloss)

COLORS:



TYPEFACES:

Mr. Eaves XL Mod OT - Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ.,!@#\$\$%^&*

abcdefghijklmnopqrstuvwxyz0123456789

Mr. Eaves XL Mod OT - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ.,!@#\$\$%^&*

abcdefghijklmnopqrstuvwxyz0123456789

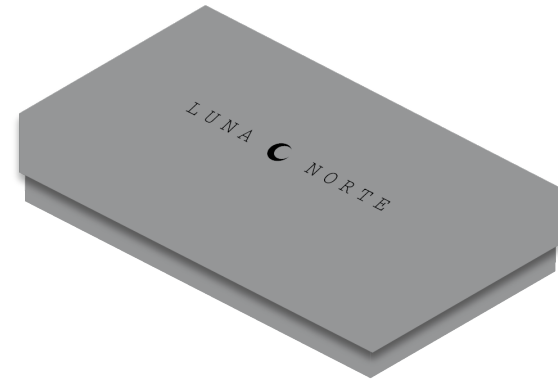
Mr. Eaves XL Mod OT - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ.,!@#\$\$%^&*

abcdefghijklmnopqrstuvwxyz0123456789



EVERYBODY



Font: CutiveMono - edited

Font: Bodoni 72 - Italics, Bold

Font: Bodoni 72 - Book

Font: Josefin Sans Light

Font: Bodoni 72 - Bold

BOX NOTES:

- Paper Type:
- Two layer box
- Logo is embossed in black
- Slightly thicker logo
- Box color is slightly darker than corresponding insert color
- LNLID311
- LNLID313
- LNLID505

INSERT NOTES:

- Paper Type:
- No Ribbon
- monochromatic geometry with image of texture
- “made for everybody”
- Item details, plating, stone, three words

COLORS:



- Colors are year round
- Earthy neutrals

TYPEFACES:

Bodoni 72 - Italics

*ABCDEFGHIJKLMNOPQRSTUVWXYZ, !@#\$\$%^&**

abcdefghijklmnopqrstuvwxyz0123456789

Bodoni 72 - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ, !@#\$\$%^&*

abcdefghijklmnopqrstuvwxyz0123456789

Bodoni 72 - Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ, !@#\$\$%^&*

abcdefghijklmnopqrstuvwxyz0123456789

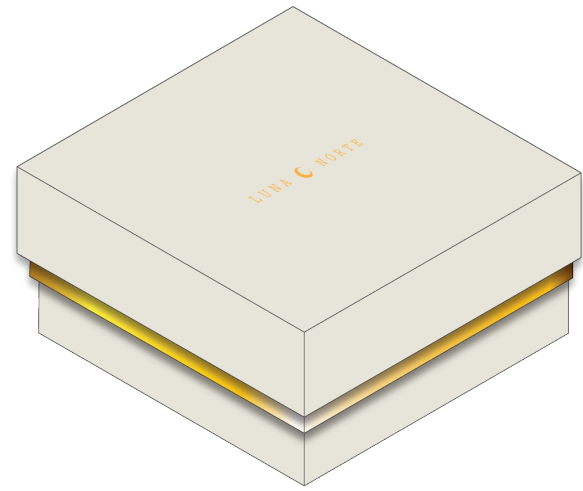
Josefin Sans - Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ, !@#\$\$%^&*

abcdefghijklmnopqrstuvwxyz0123456789



MARKET



Font: Cutive Mono - edited
 Font: Mr. Eaves Mod OT - Reg

Font: Mr. Eaves Mod OT - Reg

NECKLACE SET
 16" & 17" with 2" extenders
 14kt gold plated brass
 GENUINE LABRADORITE
 Strength, Intuition, Serendipity

BOX NOTES:

- BB series
- Triple layer box
- Gold foil center layer and logo
- Ivory, Yucca, Onyx (need to update or replace Onyx due to scuffing)

COLORS:



- Colors are year round
- Earthy neutrals

INSERT NOTES:

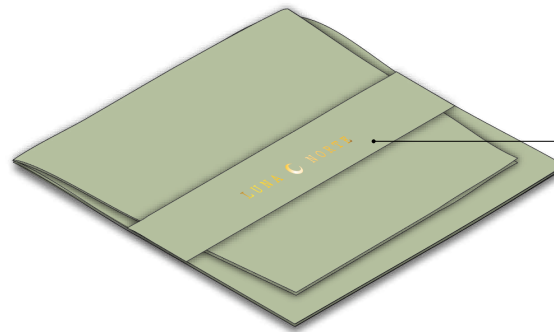
- Stone photography
- Each BBC # has a different image
- Neutral and clear stones
- Stone in jewelry not necessarily in image
- Item details, plating, stone, 3 words
- Paper Type:
- Ribbed ribbon in dark grey

TYPEFACES:

Mr. Eaves XL Mod OT - Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ.,!@#\$%^&*
 abcdefghijklmnopqrstuvwxyz0123456789



RETAIL



Font: Cutive Mono - edited

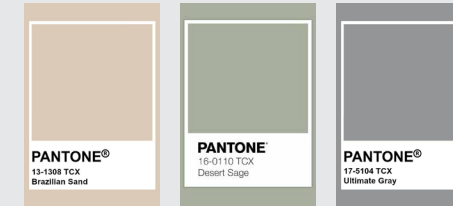
BOX NOTES:

- Box size to coordinate with size of microfiber bag
- Ordered from same etsy vendor as bags
- Color to match bags
- Logo in gold foil
- Drawer box

INSERT NOTES:

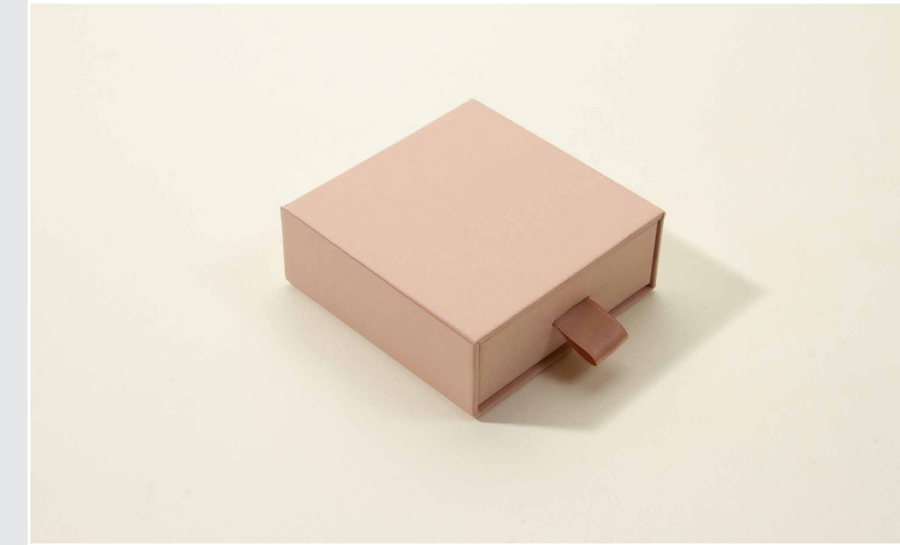
- Microfiber bag, two sizes
- Logo in gold foil
- 2 colors for Luna
- 2 colors for Inspired
- 1 color for moon drop
- Comes with card

COLORS:

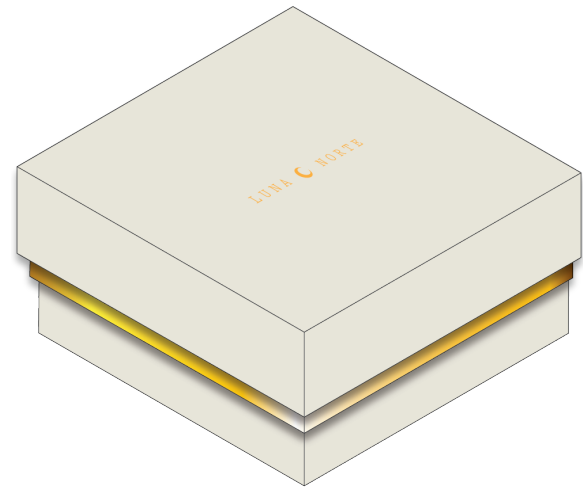


- Colors are year round
- Soft muted colors to ensure compatibility with most items year round

TYPEFACES:



WHOLESALE



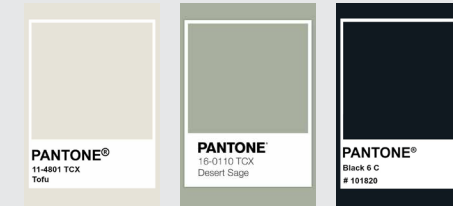
Font: Cutive Mono - edited
 Font: Mr. Eaves Mod OT - Reg

Font: Garamond - Bold
 Font: Calibri

BOX NOTES:

- BB series
- Triple layer box
- Gold foil center layer and logo
- Ivory, Yucca, Onyx (need to update or replace Onyx due to scuffing)

COLORS:



INSERT NOTES:

- Stone photography
- Each BBC # has a different image
- Neutral and clear stones
- Stone in jewelry not necessarily in image
- Paper Type:
- Ribbed ribbon in dark grey
- No information printed on insert (BLANK)
- Kraft sticker: onlinelabels product0100
- Stone + plating on sticker

TYPEFACES:

Mr. Eaves XL Mod OT - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ.,!@#\$\$%^&*

abcdefghijklmnopqrstuvwxyz0123456789

Garamond - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ.,!@#\$\$%^&*

abcdefghijklmnopqrstuvwxyz0123456789

Calibri - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ.,!@#\$\$%^&*

abcdefghijklmnopqrstuvwxyz0123456789

