

Change Log.

April 20th 2025

PAGE	DESCRIPTION
54, 94, 95	Pamphlet updated with UK importer address
111, 112	Info-tri examples updated
119, 120	Tidyman removed from heading

JYSK 6201

Packaging Design Guideline

Consumer Packaging



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Introduction

Introduction

This guideline describes how to create consumer packaging for articles branded with JYSK or KRONBORG.

The design is based on cardboard with black print and a Line Drawing of the product.

The environmental impact of packaging in general is significant. This design tries to minimize this impact while still creating a distinct JYSK style that supports our brand and our Scandinavian Heritage. The cardboard itself is a very important part of the design. It is therefore very important that our standards for cardboard qualities are met to achieve the correct design.

For details regarding cardboard quality please refer to *JYSK 6001 – Packaging* in the supplier guideline.

Where possible JYSK send layouts from InDesign Generator (IDG). IDG generates layouts and translations from JYSK product data.



5.1

General look on packaging

Sustainable quality with Line Drawing and black print

Packagings are produced on Sustainable quality with a Line Drawing and black print.

In the next chapters you will find guides in how to produce these.



6.1



6.2



6.4



6.3

Specific packagings that needs a photo

In some cases the product need to be displayed with a photo on the packaging. These specific packagings is produced either with:

- Print on sustainable packaging quality or white paper quality
- A sticker with a photo mounted on packaging (Fx plastic boxes)

These specific packagings are:

Bed linen, Sheets, Shower curtain, Duvets, Curtains and Blinds, Pamplets, Stickers and Christmas- and Garden lights.

In the next chapters you will find guides in how to produce these.



6.5



6.6



6.7



6.8



6.9



6.10

Master Guideline: Product Naming Typography

Packaging Product-Naming Typography rules

Every Packaging should carry the main info on the front face to give basic info of the product.

All texts are 100% Black.

Product Naming is a group and consists of three elements:

- Product Name - unique product name (usually a Nordic word), i.e. MANTORP
- Term / Product Type - physical product category, i.e. BATH MAT
- Additional info - product dimensions or other technical information. (Sizes, color)

Font sizes for the Product Naming group has been defined in 5 options to work with. Please do not scale up and down but choose on these that fit the layout the best. See guides for each on page 9-13.

An exception where size 5 can be scaled up is on very large furniture packagings - see page 15 for guidance.

The basic rule is that the packaging is divided in a grid of 5 and where the Product Naming group has to stay within 3 sections.

This is described in further details on page 18.



8.1

SIZE 1

MANTORP
BATH MAT
60x85 cm

SIZE 2

MANTORP
BATH MAT
60x85 cm

SIZE 3

MANTORP
BATH MAT
60x85 cm

SIZE 4

MANTORP
BATH MAT
60x85 cm

SIZE 5

MANTORP
BATH MAT
60x85 cm

Size rules of Packaging Product-Naming

SIZE 1 - Smallest acceptable size

Term / Product Type

Myriad Pro Bold
All Caps
Size: 10 pt
Leading: 9,5 pt
Tracking: -10
Kerning: Optical
(Letter height 2,38 mm)

Letter height 2,38 mm

Stroke

0,5 pt.

Should be placed exactly between
TERM & ADDITIONAL INFORMATION
Space above and
underneath line: 1,2mm

MANTORP
BATH MAT

60x85 cm

Product Name

Myriad Pro Light
All Caps
Size: 5 pt
Leading: 6 pt
Tracking: 0
Kerning: Optical
(Letter height: 1,19 mm)

Additional information

Myriad Pro Bold
Size: 5 pt
Leading: 6 pt
Tracking: -10
Kerning: Optical
(Letter height: 1,19 mm)

1 line



2 lines - Term

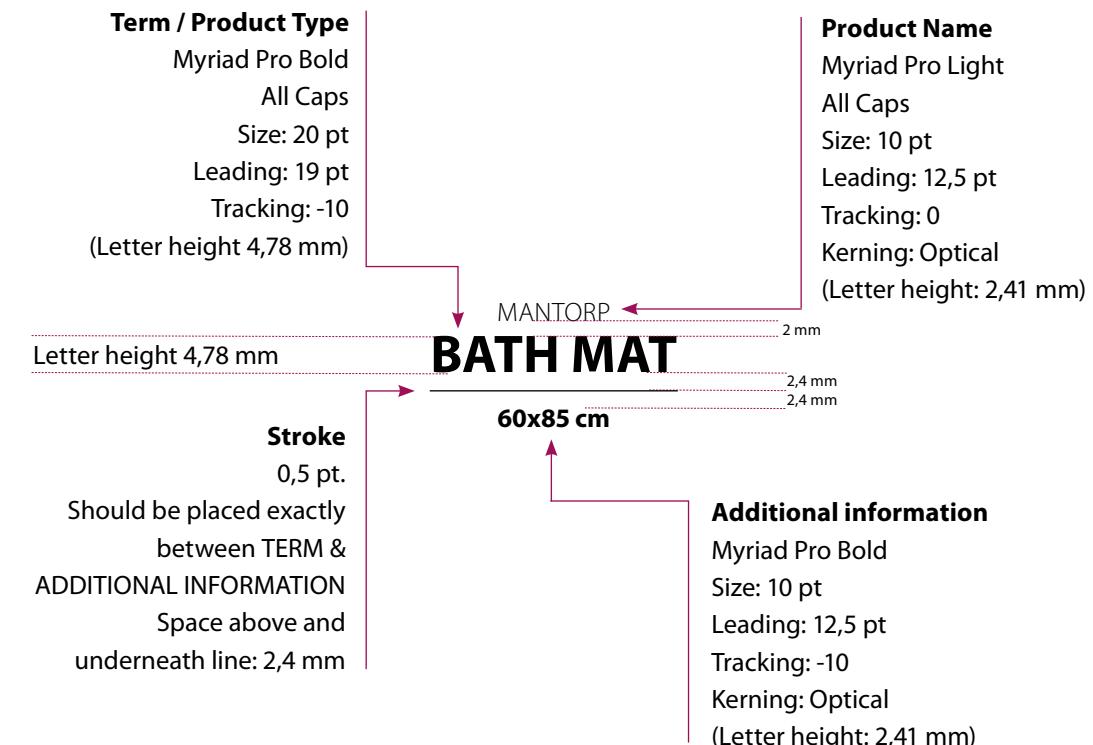


2 lines - Additional info



Size rules of Packaging Product-Naming

SIZE 2



1 line

MANTORP
BATH MAT
—
60x85 cm

2 lines - Term

AGA
WOODEN
SEWING KIT
—
23x17x7 cm

2 lines - Additional info

MANTORP
BATH MAT
—
WHITE
60x85 cm

Size rules of Packaging Product-Naming

SIZE 3

Term / Product Type

Myriad Pro Bold

All Caps

Size: 32pt

Leading: 31pt

Tracking: -10

(Letter height 7,6 mm)

Letter height 7,6 mm

Stroke

0,8 pt.

Should be placed exactly

between TERM &

ADDITIONAL INFORMATION

Space above and

underneath line: 3,8 mm

MANTORP

BATH MAT

60x85 cm

Product Name

Myriad Pro Light

All Caps

Size: 16 pt

Leading: 20 pt

Tracking: 0

Kerning: Optical

(Letter height: 3,8 mm)

3,3 mm

3,8 mm

3,8 mm

Additional information

Myriad Pro Bold

Size: 16pt (Height: 3,81 mm)

Leading: 18pt

Tracking: -10

Kerning: Optical

(Letter height: 3,8 mm)

1 line

MANTORP
BATH MAT
60x85 cm

2 lines - Term

AGA
WOODEN
SEWING KIT
23x17x7 cm

2 lines - Additional info

MANTORP
BATH MAT
WHITE
60x85 cm

Size rules of Packaging Product-Naming

SIZE 4

2 lines - Term

AGA
**WOODEN
SEWING KIT**

23x17x7 cm

Term / Product Type

Myriad Pro Bold

All Caps

Size: 50 pt

Leading: 48 pt

Tracking: -10

Kerning: Optical

Letter height 11,9 mm

Letter height 11,9 mm

Stroke

1,25 pt.

Should be placed exactly between TERM &
ADDITIONAL INFORMATION

Space above and
underneath line: 6 mm

2 lines - Additional info

MANTORP
BATH MAT

60x85 cm

Product Name

Myriad Pro Light

All Caps

Size: 25 pt

Leading: 31 pt

Tracking: 0

Kerning: Optical

(Letter height 5,96 mm)

MANTORP
BATH MAT

WHITE

60x85 cm

Additional information

Myriad Pro Bold

Size: 25 pt

Leading: 31 pt

Tracking: -10

Kerning: Optical

(Letter height 5,96 mm)

Size rules of Packaging Product-Naming

SIZE 5

2 lines

AGA

**WOODEN
SEEWING KIT**

23x17x7 cm

Term / Product Type

Myriad Pro Bold

All Caps

Size: 74 pt

Leading: 72 pt

Tracking: -10

(Letter height 17,6 mm)

Letter height 17,6 mm

8,8 mm

8,8 mm

**MANTORP
BATH MAT**

60x85 cm

Additional information

Myriad Pro Bold

Size: 37 pt

Leading: 46 pt

Tracking: -10

Kerning: Optical

(Letter Height 8,8 mm)

Product Name

Myriad Pro Light

All Caps

Size: 37 pt

Leading: 46 pt

Tracking: 0

(Letter Height 8,8 mm)

7,8 mm

Stroke

1,85 pt.

Should be placed exactly

between TERM &

ADDITIONAL

INFORMATION

Space above and

underneath line: 8,8 mm

Special Product Name Cases

In some instances one or more of Product Naming elements, can have more than one text line or lines can be skipped if there is no specific.

See below examples:

Product Term

The Product Term can be written in 2 lines if it is too big to fit the packaging - e.g. if the format of the packaging is very narrow:

AGA

**WOODEN
SEWING KIT**

23x17x7 cm

Product Name

On some occasions the product does not have a name. In these cases just have the Product Term and Additional info.

CLOTHES PEG

8x8x8 cm

Additional info in two lines

Sometimes there is more additional info than the size - like e.g. Color of product. Then write the additional info in lines underneath each other.
"Size" always has to be last line.

The extra additional info is written in Caps:

BOLIGA
**BLACKOUT
ROLLER BLIND**

**LIGHT GREY
60x170 cm**

Exception

Example can be used on:

- Bed linen
- Sheets

INGEBORG
BUTTON SATEEN
DUVET COVER SET

**SINGLE
140x200 cm 60x63/70 cm**

When no Additional info

The line is used to separate size/ additional info from name/type, so if no additional info is shown the line should be removed.

RIALA

HOOKS

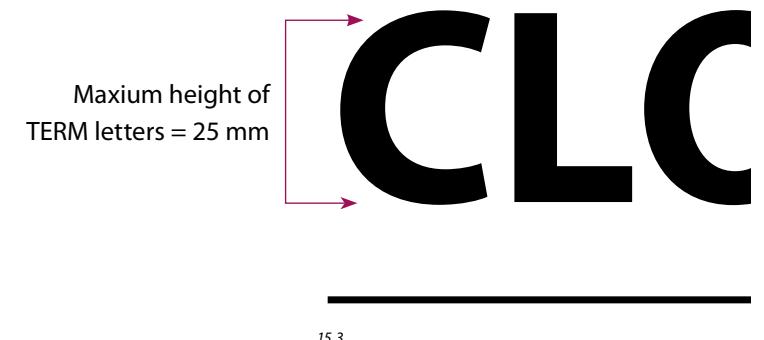
Product Name Cases on very large packagings

On large packagings the size 5 option will in some cases seem too small.

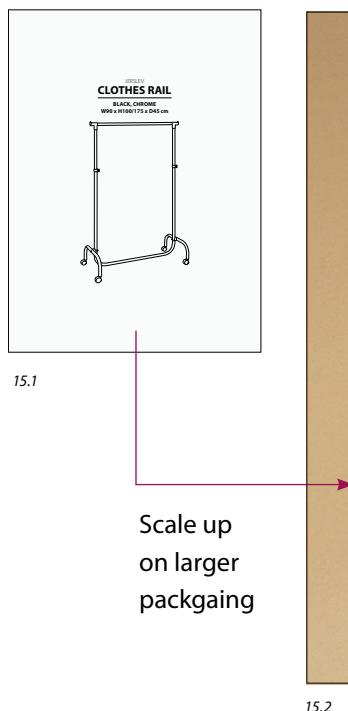
A large packaging is when the product text group in size 5 only fills out one of the vertical areas in the grid described on page 8. See examples to the right.

In these cases it is OK to scale the IDG scaling print extracts up so it fits the border of the box.

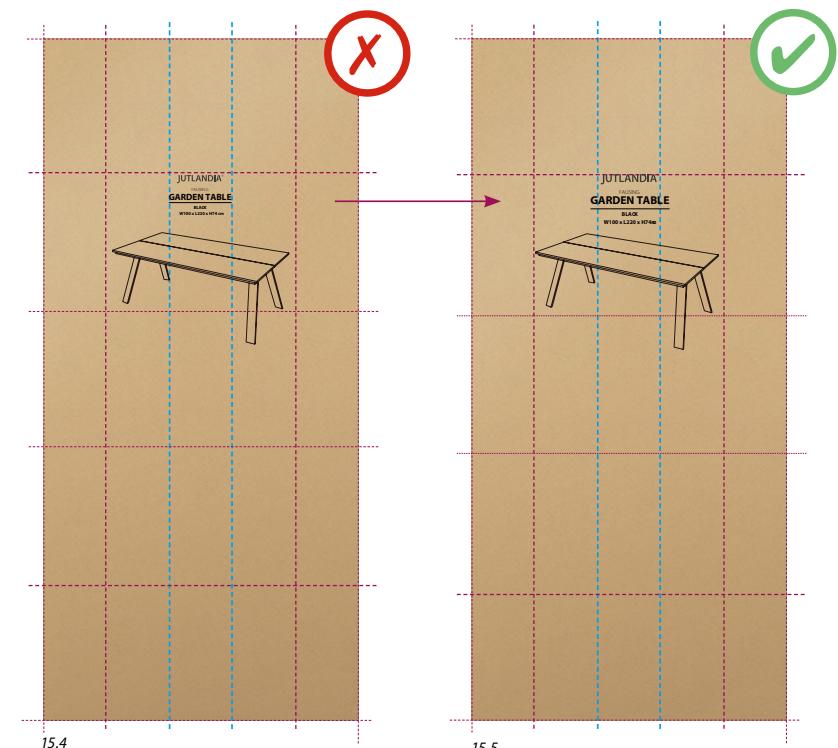
However never scale up so the height of the TERM letters exceeds 25 mm.



Example if IDG extract



Example where text can be scaled up since it only fills out one area in the vertical line grid.



Master Guideline: Rules for text and abbreviations

Rules for sizes and abbreviations

Size of product should be written on packaging when it is relevant for the end consumer.

Sizes are always rounded up to nearest whole cm. E.g. 6 cm not 5,5 cm.

If the size is of importance for the use of the product e.g. diameter of a candle, the size is rounded to closets whole mm. E.g. 5,1 not 5,12 with use of a "," not ". Never round down.

When packaging contains more than one article of several sizes the sizes are written underneath each other starting from the smallest to the largest article based on height.

Concept for sizes

- Order of sizes: Ø x W x L x H x D

See examples to the right, but as an overall rule the order of sizes should always be placed in the most obvious way when looking at the product.

- If the product is circular, Ø should replace W and L (ØxH cm).

- Write abbreviations with capital letters

- Diameter: Ø
- Width: W
- Length: L
- Height: H
- Depth: D

- Use x (lower case letter) as multiplication sign

- Indicate size in cm and in lower case letters.

Exceptions: On very small products the size can be written in "mm".

Light chains are measured in "m" with one or two decimals. See page 78-84.

- Weight is indicated in grams "g" and kilograms "kg" and written in lower case letters.

- If the product is circular, Ø should replace W and L (ØxH cm).

- Piece must be "pc" and pieces must be "pcs" and written in lower case letters.

"pc" and "pcs" are written in same line as size- starting with "pc" and "pcs".

- With must be written "W//"

Size without abbreviations

- No space around multiplication signs

Examples:

Duvet	135x200 cm
Pillow	50x70 cm 60x63/70 cm 30x50x10/7 cm
Mattress	90x200 cm
Garden cushion	50x116x6 cm
Duvet cover set	140x200 cm
Sheet	140x200x35 cm
Pillowcase	40x40 cm
Towel	100x150 cm
Throw	140x200 cm

Size with abbreviations

- Space around multiplication signs

Examples:

Dining table	W90 x L178 x H76 cm
Dining table with extension	W75 x L120/160 x H74 cm
Bistro table	Ø60 x H70 cm
Chest of drawers	W36 x H76 x D37 cm
Sofa	W196 x H96 x D98 cm
Sofa bed with chaise longue	W230 x H87 x D92/151 cm
Soap dispenser	Ø8 x H17 cm
Roller blind	W143 x H190 cm
Parasol	Ø300 x H248 cm
Lamp	H45 cm

Master Guideline: Placing of Product Naming

Positioning Product Naming on packaging

Each front of packaging is divided in a grid of 5 sections.

On most packaging the grid will be vertical, but on e.g. very wide packaging it is necessary to make it horizontal.

Product Naming

Product Naming has to be centered within 3 sections in the grid.

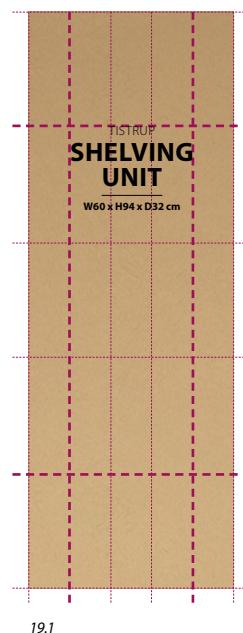
Choose one of the 5 defined Product Naming sizes on page 7-13 that fits in the grid.

You can also make Term / Product Type in two lines according to guides on page 14.

Text group

Group of Product Naming has to be centered on front of packaging, so there is the same empty space in bottom and top.

However on **tall packagings**, that is more than 2 times heighther than width, the Product Naming group will be moved up to the top of the second section in the grid.



Vertical grid

Most packaging e.g. high or square, has to be divided in vertical grid of 5



Product Naming has to be centered within 3 sections of the grid.

Group of Product Naming has to be centered on front of packaging.

Horizontal grid

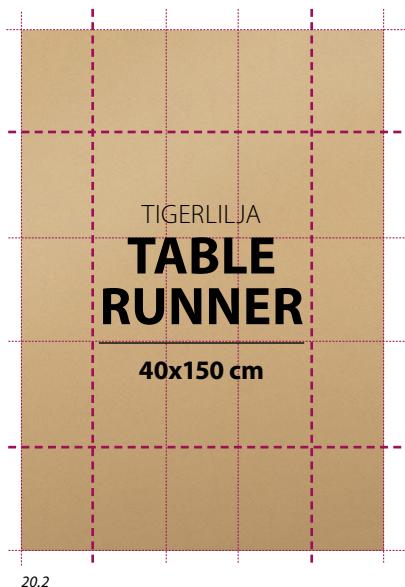
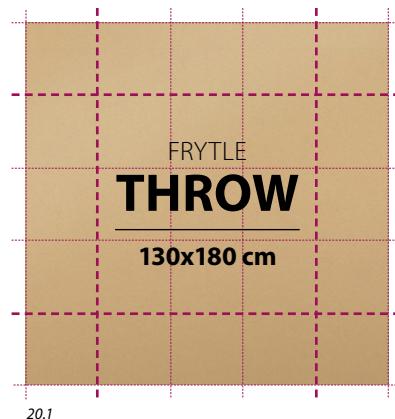
Wide packaging has to be divided in horizontal grid of 5



Product Naming has to be centered within 3 sections of the grid.

Positioning examples of Product Naming

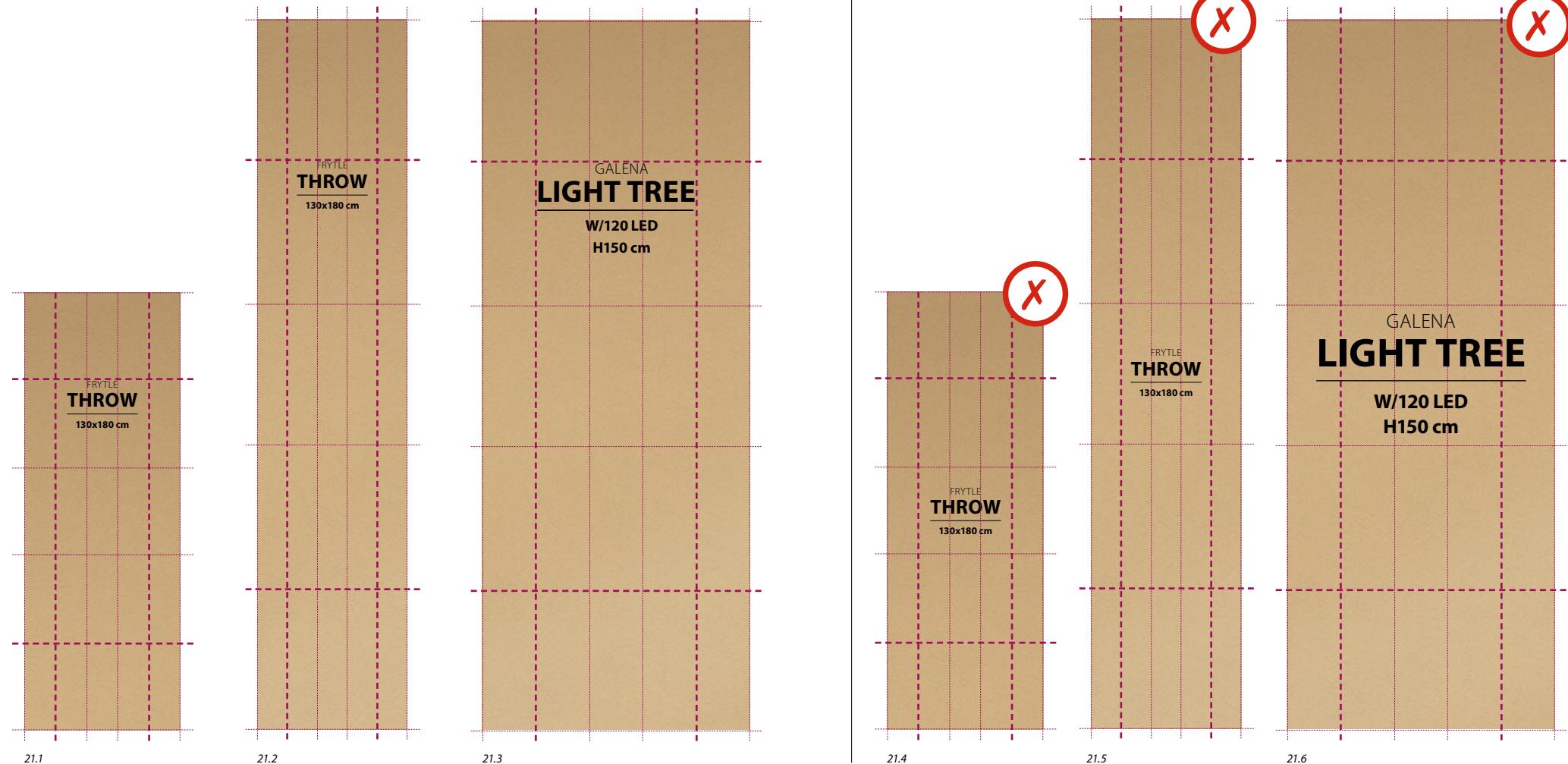
Correct placings of Product Naming centered vertical and horizontal



Positioning rules of Product Naming on tall packaging

Packaging that is more than 2 times higher than the width

Product Naming centered vertical but placed up to the top of the second section in the grid.



Unique Product Naming placing examples

There are some types of Packagings that will require placing the Product Naming not centered, but placed in the way that it is best readable. This require a bit of an eye resolving, but in general it should be centered between the biggest printable face of the packaging, minding the minimum margins.

See examples below how Punch/Cut line constrained the possibility, but the Product Naming is placed centered on biggest printable face.

One-sided Header Card
with attached product:



22.1

Product Naming aligned to center horizontally and vertically to space between plastic and upper hanger hole.

Box (front face)
with cut out window:



22.2

Product Naming centered vertically and horizontally to space between cutout and fold.

Master Guideline: Line Drawing and Placing Rules

Line Drawing for relevant packaging

Whenever possible and when article is shown without display model, the packaging should be shown with a Line Drawing.

NO USE OF PHOTOS except on Christmas lightning (See page 74)

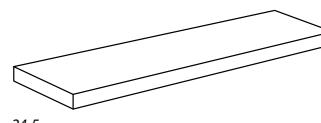
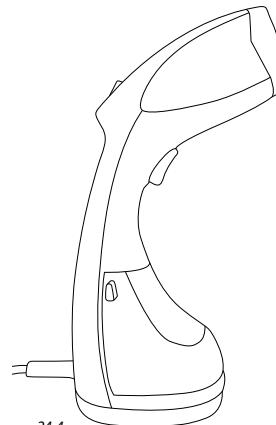
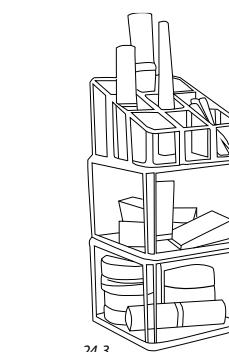
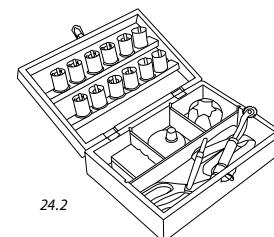
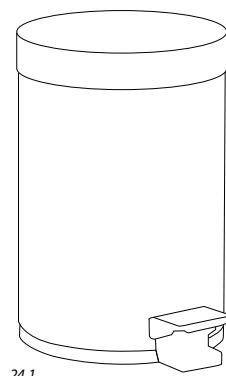
The Line Drawing is produced by JYSK centrally whenever a new article cut out photo is produced.

We use photos from the supplier in the creation of the line drawing.

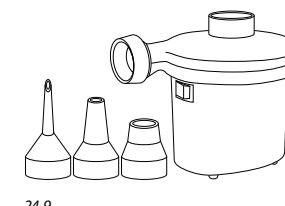
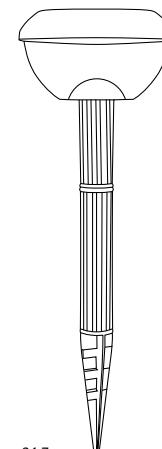
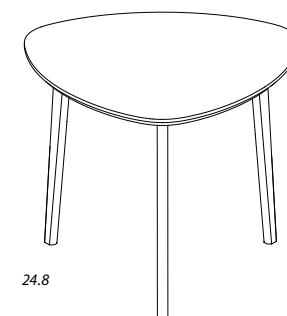
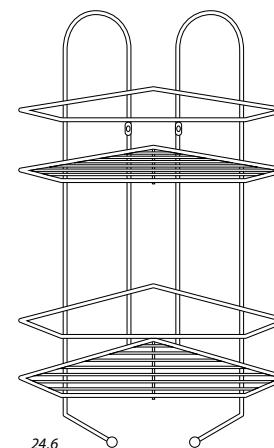
All drawings will be drawn in an angle facing to the right or straight forward. Not turning to the left.

All drawings should be placed on 100% black.

Facing to the right



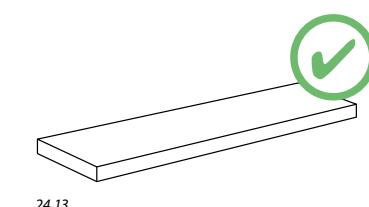
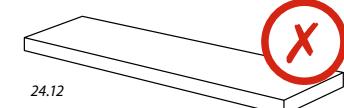
Facing straight forward



No Photo



Angle of Drawing



When to use a Product Line Drawing on a Packaging

When to use a Line Drawing on the front of the packaging:

Whenever possible the packaging should have a Line Drawing on front of packaging.

E.g. in cases where the article cannot be seen because of the packaging or because it is disassembled.



Don't use a Line Drawing:

In cases where the entire article is assembled and clearly visible for the customer you should not add a Line Drawing.

In cases where the packaging has a window or where the article is you should not add a Line Drawing.

All textile packaging do not have a drawing since it is not possible to illustrate textiles, patterns etc.



Positioning Line Drawing in relation to Product Naming

A Line Drawing of a product will also affect the way the Product Naming is centered on the Packaging.

Each front of packaging is divided in a vertical grid of 5.

Line Drawing and Product Naming should be centered horizontally and placed along in a way that creates an “object group”, which should be then centered vertically and horizontal within 3 sections of the grid.

Product Naming

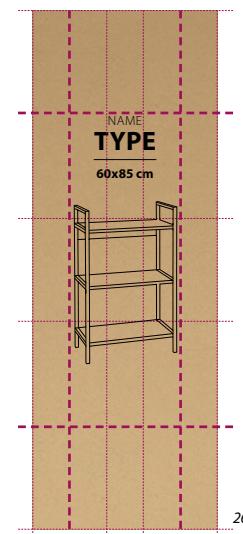
Product Naming has to be centered within 3 lines in the grid.

Choose one of the 5 defined Product Naming sizes on page 7-13 that fits in the grid.

You can also make Term / Product Type in two lines according to guides on page 14.

Line Drawing

The Space between the last line in Product Naming and Line Drawing has to be the same height as the height of Term / Product Type. The Drawing has to be placed in a size that doesn't go beyond the grid og 3 sections.

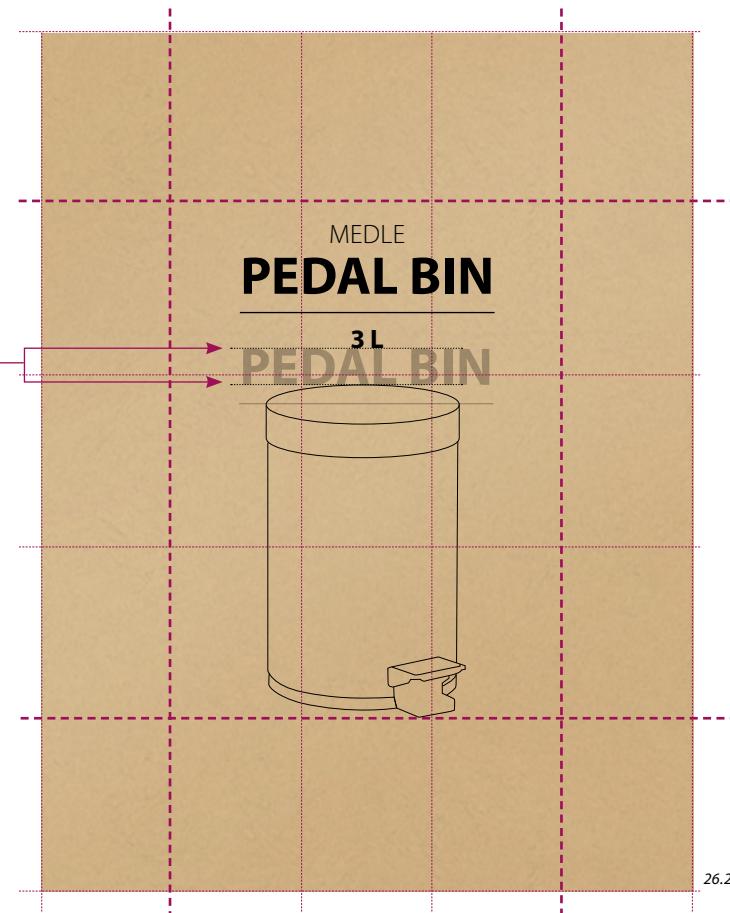


On **tall packaging**, that is more than 2 times heigher than width, the Product Naming and drawing group will be moved up to the top of the second section in the grid.

Space between
last line i Product
Naming and Line
Drawing
= Same as height
of the Term /
Product Type

The group of Product naming and drawing has to be centered within 3 sections of the grid both horizontal and vertical.

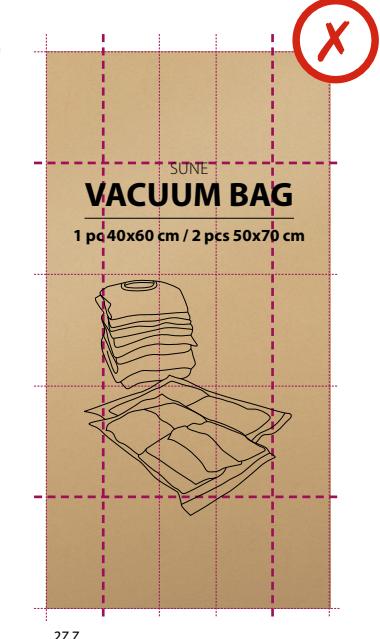
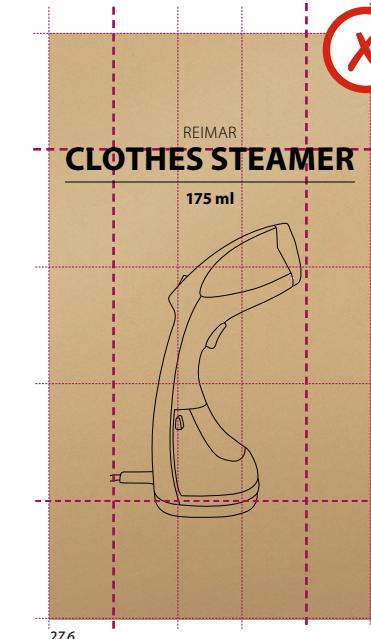
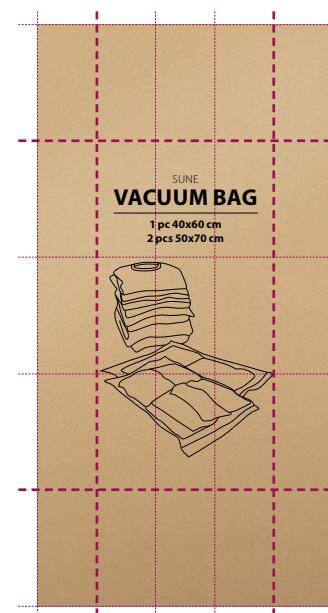
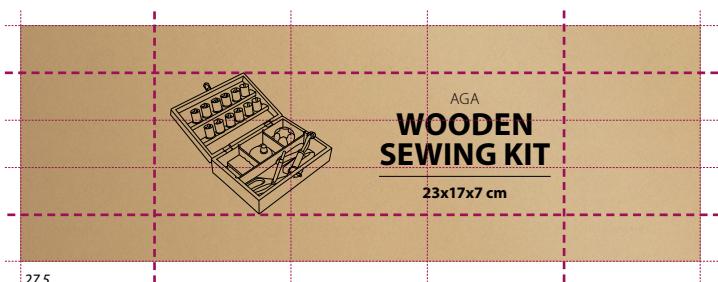
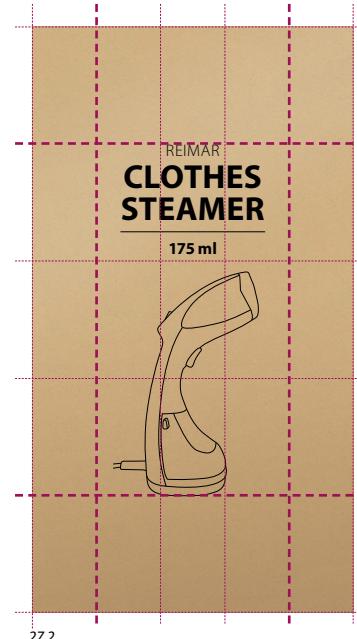
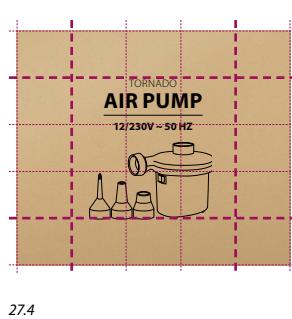
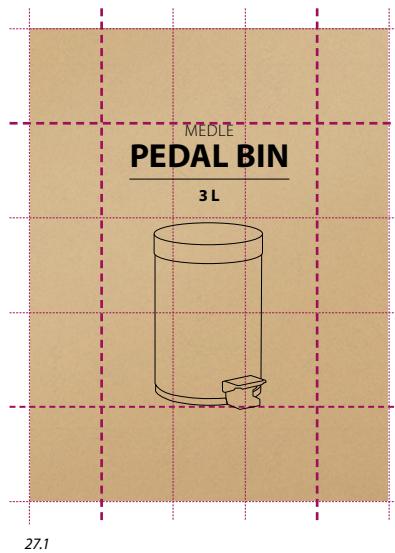
Choose one of the 5 product naming options that fits the best.
On narrow packaging the Term line can be in two lines.



Each front of packaging has to be divided in vertical and horizontal grid of 5

Positioning examples of Line Drawing in relation to Product Naming

Correct placings of Product Naming and Line Drawing centered vertical and horizontal



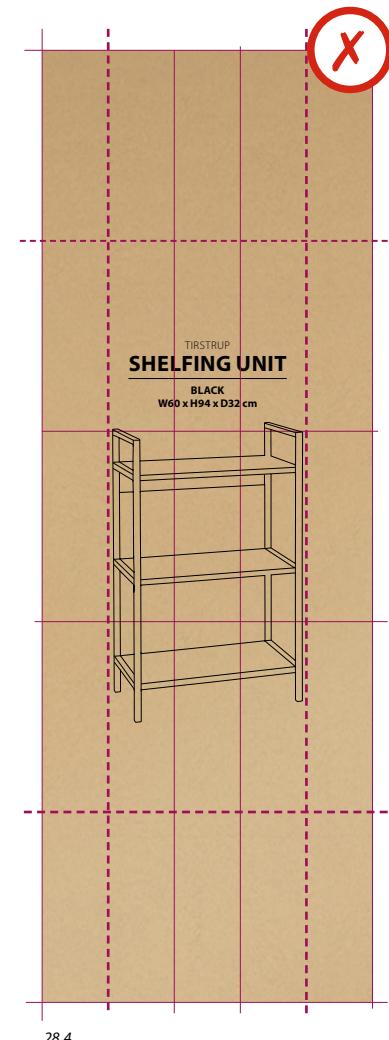
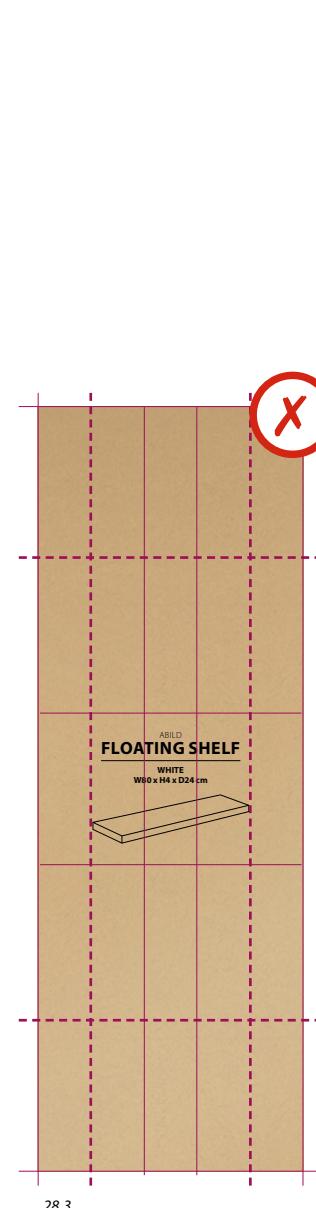
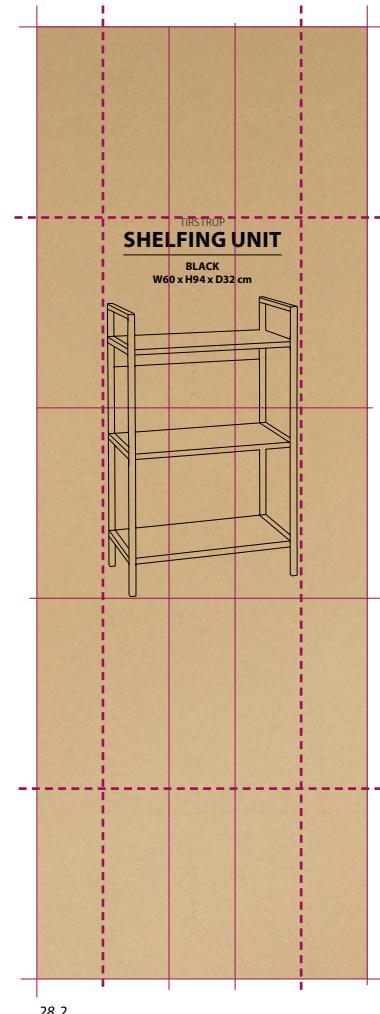
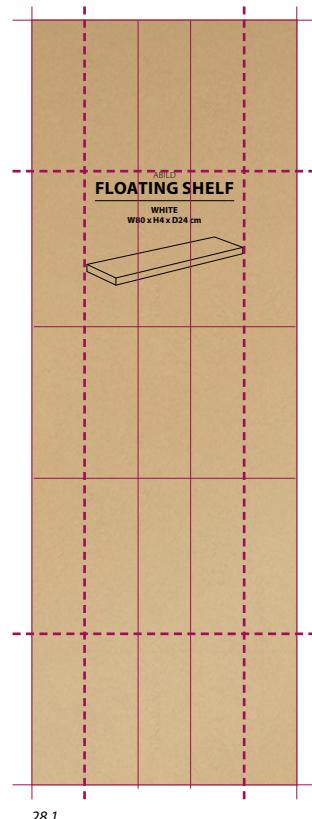
Placing on wide format:

Same rule as above - Product Naming and Line Drawing centered vertical and horizontal

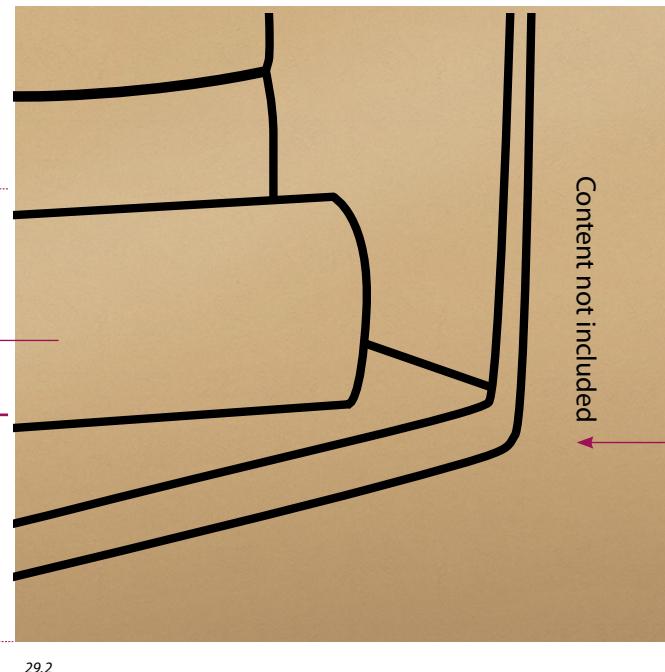
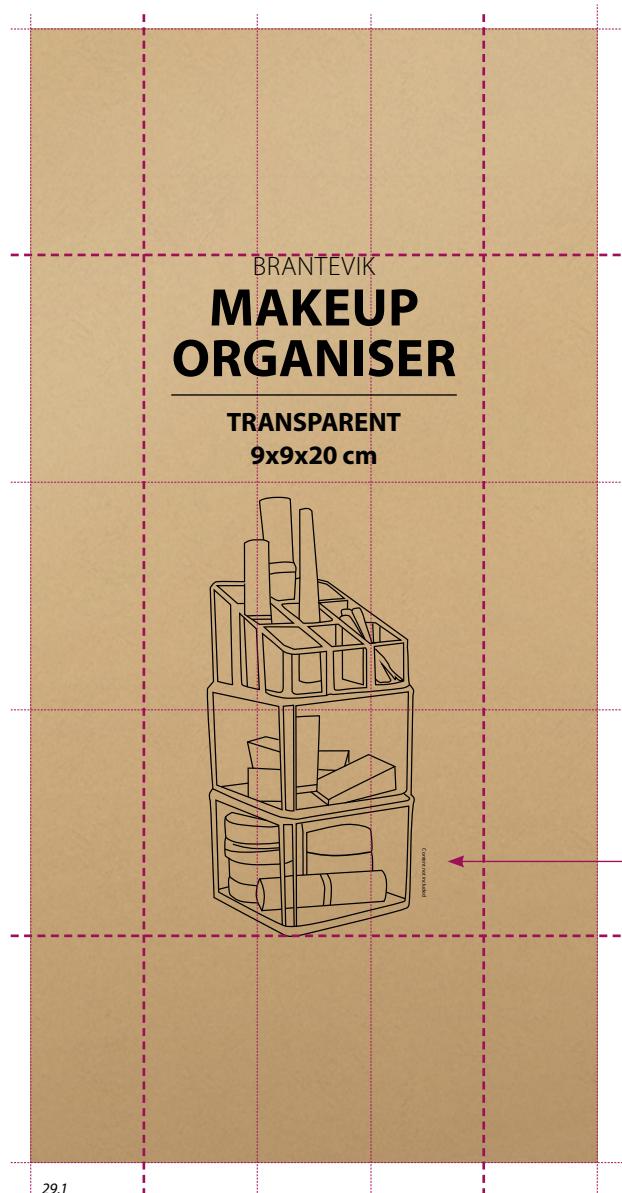
Positioning rules of Product Naming and Line Drawing on tall packaging

Packaging that is more than two times higher than wide

Product Naming and Line Drawing centered vertical but placed up to the top of the second section in the grid.



Disclaimer “Content not included” phrase



Content not included

Place the disclaimer in the bottom corner of the Line Drawing whenever possible with recommended font 6pt (Myriad Pro Regular - black color , Leading: Auto).

Master Guideline:
Stickers and photo to
show colors and functionality

Sticker to indicate color

Use round sticker to indicate color of product if packaging has no window or product is not visible or displayed.

Stickers are round – Ø=20 mm

Place sticker in lower left corner on packaging.

From left side: 10 mm

From bottom 20 mm (Shelf fronts has the height of 1,8 mm)



Definition af colors:

The color sticker indicates the main color of the article.

Make sure to define the color of the sticker as close as possible to article color.



When the color is a material, e.g. metal, there are three options:

- 1) Sticker with picture of a close up picture of the material.
- 2) Graphic gradient looking like the metal.
- 3) Solid color with the material added as text on top.



Sticker to indicate color on parasols

Parasols must have a color sticker if the product is not visible or displayed.

Stickers must be round – Ø=40 mm

Place sticker in upper left corner according to below:

Height: 1/10 of the box height

From left side: 3/3 of the box width

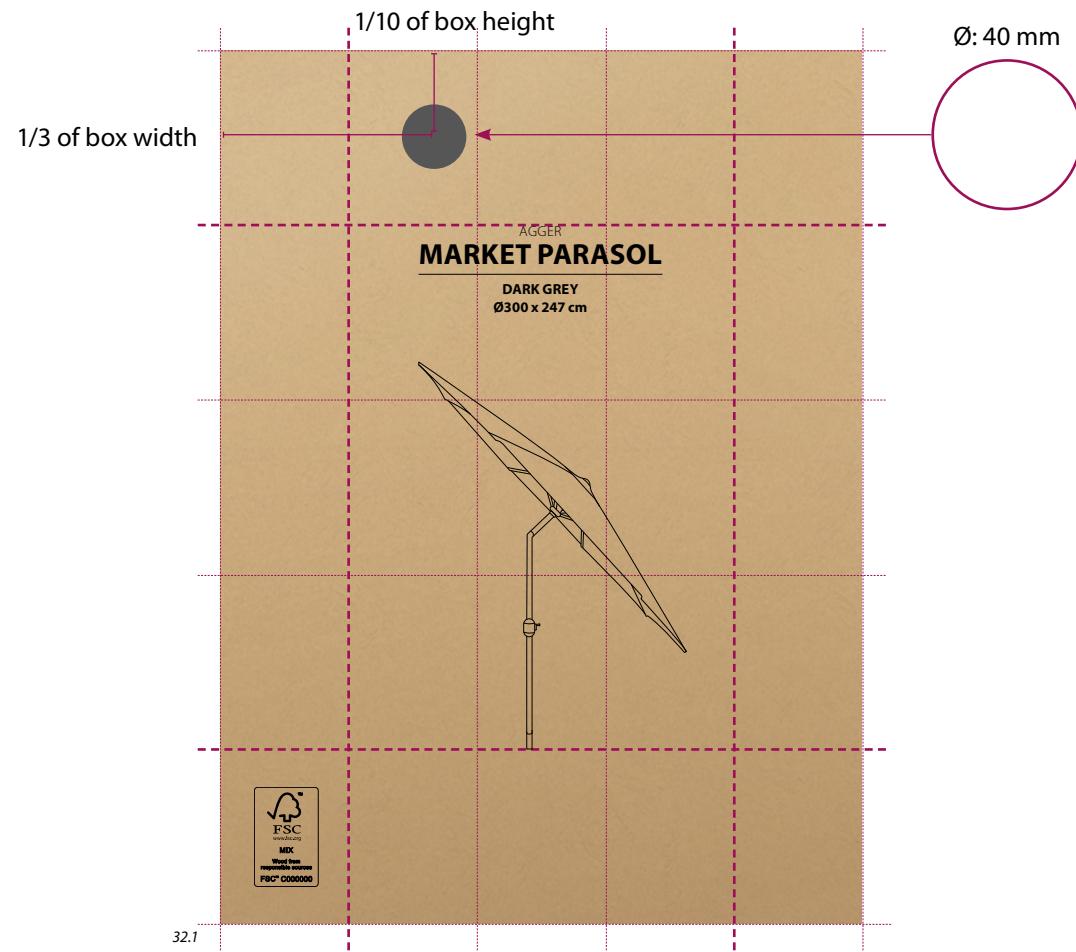
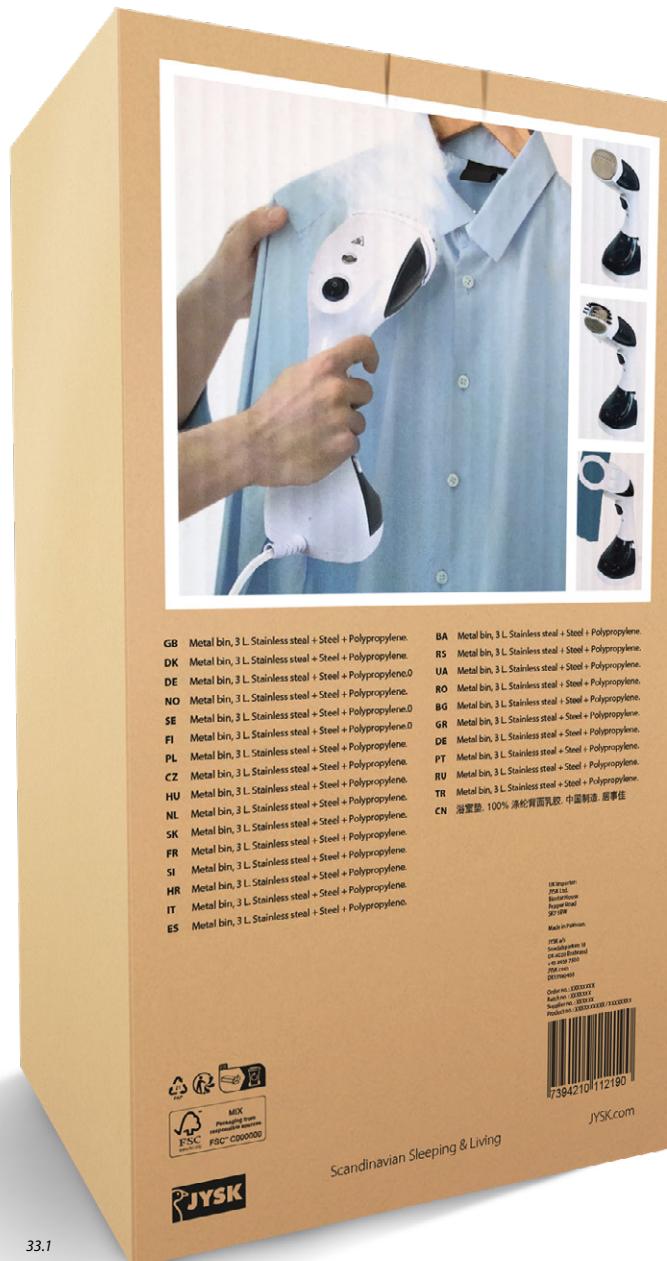


Photo with functionality photos

Only use photo when functions and specific details can not be visualised in Line Drawing or text.

Functionally photo should be placed on the back of the packaging.

Solution must be approved by responsible Category Manager from JYSK.



Master Guideline: BASIC, PLUS and GOLD Quality Range Symbols

Quality range Icons on Packaging

Some of the Products have to have an Icon that describes the quality range.

BASIC

PLUS

GOLD

All icons are 100% Black.



BASIC_black.ai



PLUS_black.ai



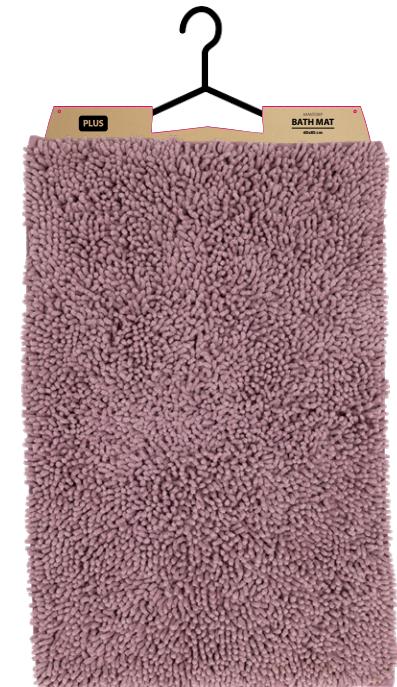
GOLD_black.ai



35.1



35.2



35.3



35.4



35.5



35.6



35.7

Placing of Quality range Icons with text group

The icon and the Product text should always be put together in a group as described below.
Whenever possible, place product icon on the front side of packaging according to the guide below.

In certain instances Product Icon can be placed differently, but exceptions will be covered in Packaging Type Guide chapters.

Note that Sheets and Bedlinen has the Quality range icon placed in an other position and in an other size.

How to place icon together with Product text:



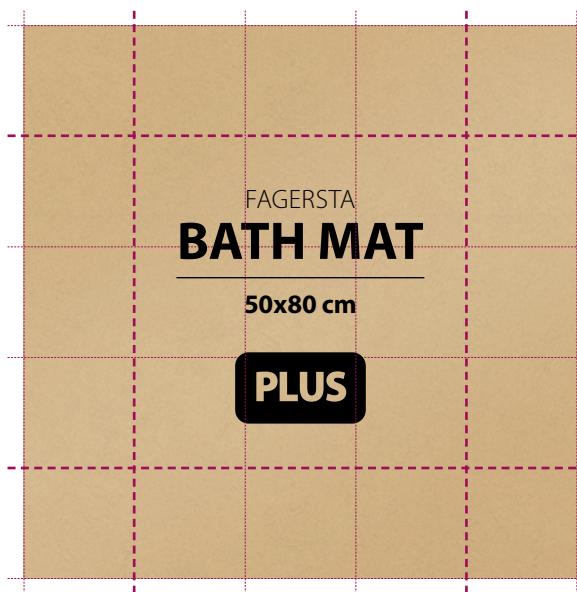
On the back of bed linen packaging, the icon is placed above Product Text.

Icon height =
Same Height as Product
Name and Term



Placing of Quality range Icons with text group on packaging

Placing rules is the same as other graphics on packaging described from page 18.



37.1



37.2



37.3

Group og Product naming and Line Drawing has to be centered within 3 sections of the grid both horizontal and vertical.

Master Guideline: Private Brands **KRONborg, JUTLANDIA**

KRONBORG

Logo and text group

The KRONBORG design is based on the same basic design as the JYSK packaging.

Please refer to the general rules in this guideline.

All the specific rules for the KRONBORG design is described in the subsequent section here.

The logo must be printed in 100% black like the text

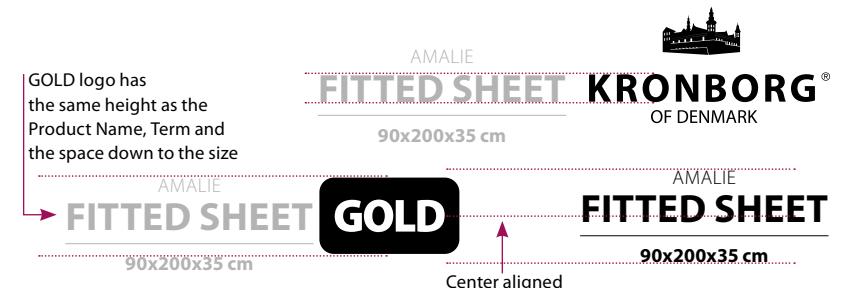
How to place KRONBORG logo and Gold icon together with Product text:..



39.1

Exception for sheets and bedlinen: A more prominent Kronborg logo is prioritized in this case; therefore, the design varies from the rules. The size for KRONBORG and the Quality Icon (e.g. GOLD) has a different size and place. It must be seen as an exception to the general rules.

They are all in the IDG system meaning that the details in the layouts have been taken care of and should not be changed manually.



39.2

39.3



KRONBORG

Product text group placing rules

Placing rules is the same as other graphics on packaging described from page 18.

How to place KRONBORG group on packaging:



40.1

40.4

40.5

40.6



40.2



40.3



JUTLANDIA

Logo and text group

The JUTLANDIA packaging design is based on the same basic design as the JYSK packaging. Please refer to the general rules in this guideline.

The logo must be printed in 100% black like the text

How to place JUTLANDIA logo together with Product text:

Space from logo to
product text
= Same Height as Term



Master Guideline: Claim Bar Rules

Whenever possible, a Packaging should carry a Claim Bar on backside

Claim bar should only be placed on back of the packaging, near the bottom fold. In case there is not enough space (ie. packaging is very small, has many text informations or sticker) placing claim bar is not obligatory - has to be approved. Claim bar can not be placed on front or sides of the packaging.

Y: Logo height (Claim bar)

X: Logo width

JYSK logo

Always use black logo.

The logo can be downloaded from the Supplier Guideline / Download.



Logo height (y) should not be less than 5mm and not more than 50 mm (on very big boxes).

Claim Bar text size :

Myriad Pro Light – 100% black – Tracking: 0,

Leading: not relevant

Kerning: Optical

Font size height:

- Minimum 1/3 of the claim bar height.

- Maximum 1/2 of the claim bar height.

Claim Bar consists of Black JYSK logo, and two text blocks specified below.

Full bar:

1st priority and should be used when ever possible

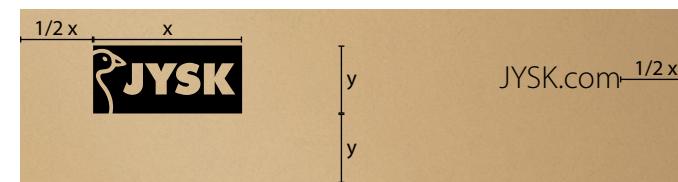


43.1

Aligned to middle of the box side.

Short bar:

2nd priority and can be used on small packagings and on specific belly bands. See page 56.



43.2

Height (y) of the logo should not be less than 5mm and not more than 50 mm (on very big boxes).

Height (y) of the whole claim bar according to box side size is not fixed and varies significantly depending on proportions, use example designs for reference.

Claim bar examples

Full Claim bar:

1st priority and should be used when ever possible



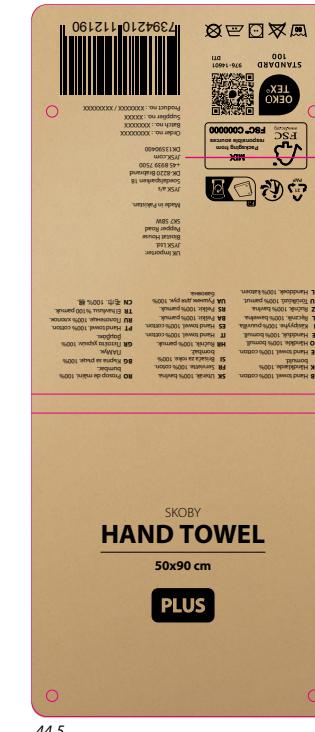
Short Claim bar:

2nd priority and should be used on small packagings and on belly bands.



No Claim bar

Small packaging like e.g. U-Cards/Clamps and pamphlets where there is minimum space.



Place the text
"JYSK.com" in the JYSK
address.

1):

JYSK a/s
Soedalsparken 18
DK-8220 Brabrand
+45 8939 7500
JYSK.com
DK13590400

2):

JYSK a/s, Soedalsparken 18
DK-8220 Brabrand, +45 8939 7500
JYSK.com, DK13590400

Master Guideline: Barcode and Symbol Placing Rules

Barcode placing together with:

- UK importer
- Made in XXX
- JYSK address, JYSK.com and CVR
- Batch/Supplier/Product no.
- Sorting icons
- Certificates
- Washing symbols

Place barcode with Product and Batch number on the back of the packaging below or beside the Multilanguage Texts.

Always place the elements at the bottom on top of the claim bar.

Remember rules about recommended barcode sizes, as it is very important for scanning devices.

For more information see in Supplier Guideline.



46.1

It is OK to shuffle the elements around to make the best layout, just as long as the Barcode is placed at the lower right corner.

Above the barcode following is placed:

- UK importer address
- Made in xx
- JYSK address
- CVR number
- Order no, Batch no, Supplier no, Product no.

Font: Myriad Pro Regular

Size: 6 pt as standard, but with the ability to customize.

First priority is to never make the text box wider than the barcode.



46.2

Recycling symbol size:
Recycling symbol size:
Minimum (**Recommended for most JYSK packaging**): 6 mm
Standard: 10 mm
Maximum: 20 mm

Place barcode with a reasonable margin in lower right corner of box back.

On round small packagings barcode should be turned 90 degrees. See page 64.

Barcode size:

Recomended size is 37,29 x 25,91 mm (Size factor 1,00)

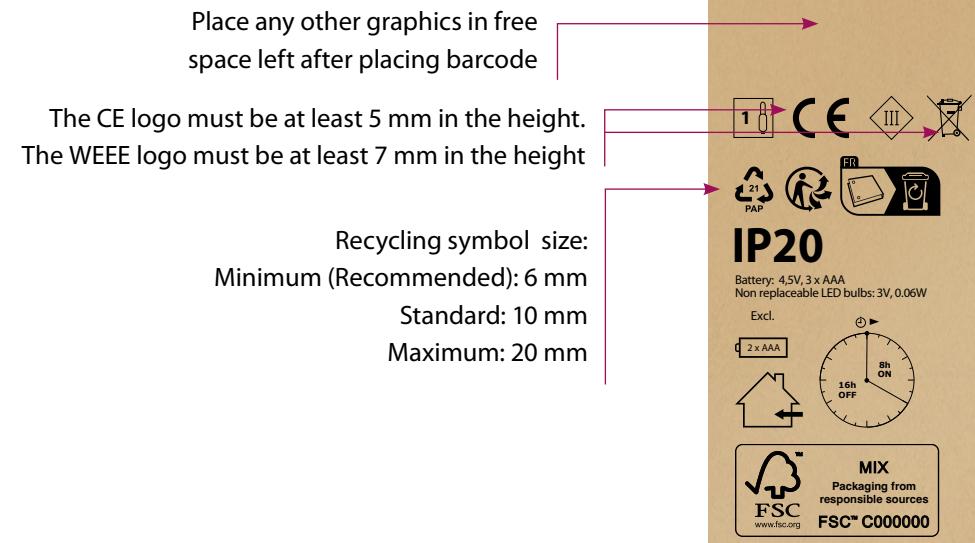
Minimum width: 29,83 mm

Minimum height: 15 mm

Maximum width: 74,58 mm

Maximum height: 51,82 mm

Barcode placing examples together



UK Importer info, Made in xx, Address, Vat-number/CVR, web address and

Order no, Batch no, Supplier no, Product no - are placed above barcode.

Never make the text box wider than the barcode

Minimum font size: Myriad Pro

Regular 5-6 pt

For large packaging e.g. furniture boxes, the text should be in the same font size as the product description.

Place barcode always with a reasonable margin, center aligned if possible, in other case aim for lower right corner of box face.



Spacings between all symbols should be at least 2 mm where it is possible.
Plus respect distance if the symbol requires that.

Master Guideline: Certificate logo Placing Rules

FSC logos

FSC logos may be used in portrait or landscape formats. Important to use the format that fits best on packaging and together with other icons.

If the product has the FCS certificate then prioritize to use FSC logo for product.

Large packagings: Place FSC logo for product on front page and FSC logo for packaging on backside.

Small packagings: Place only FSC logo on backside. If the product has the FCS certificate then prioritize FSC logo for product. In all other casesuse FSC logo for packaging.

The minimum size for the logo is:

- a) in portrait format: 17 mm in width = 17 x 26,164 mm
- b) in landscape format: 12 mm in height = 26,5 x 12 mm



49.1

Logo: Wood from responsible sources

See page 49 for size and placing rule.

Note:

The logo example is only placeholder



49.2

Logo: Packaging from responsible sources

See page 49 and 50 for size and placing rule.

Note:

The logo example is only placeholder

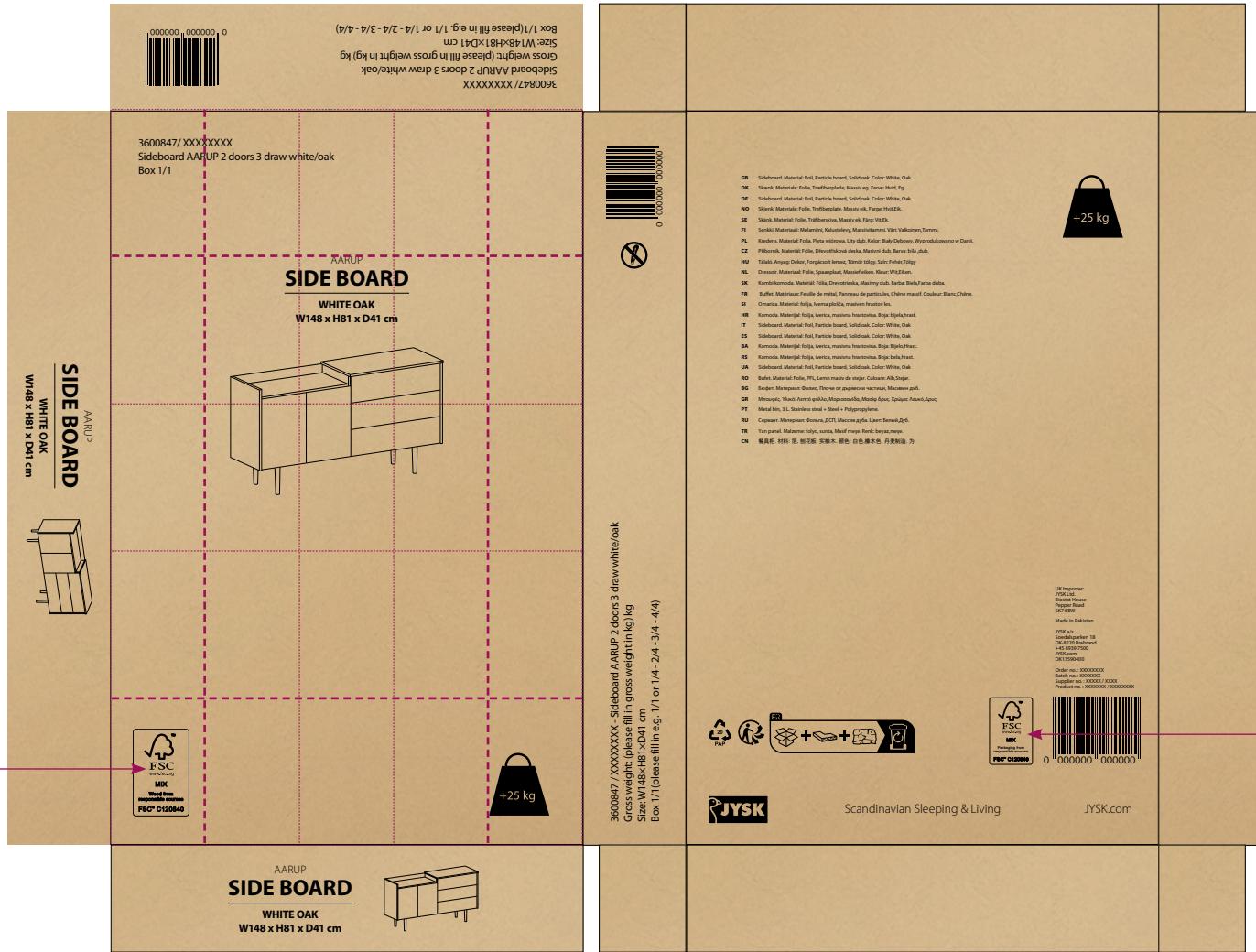


49.3



49.4

Placing of FSC logos related to both product and packaging



50.1

Placing of FSC logos together with other icons



51.1

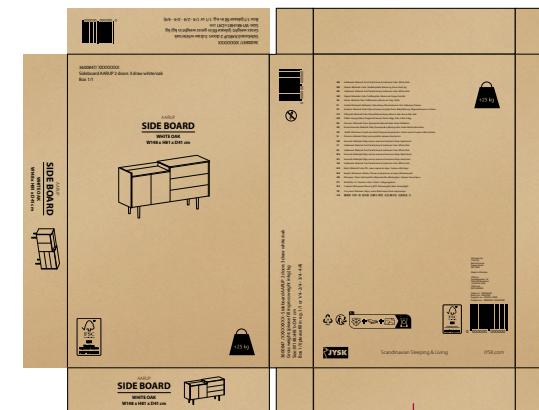


51.3

FSC logo together with other icons and logos

Place FSC logo related to product in group together with Triman and PAP icon.

Other icon related to product is placed to the right.



51.2



51.4

Master Guideline: Multilanguage Text Placing Rules

Multilanguage product descriptions

CHARACTER:

Color: 100K Black:

Myriad Pro Bold - country indicator

Myriad Pro Regular - contents

For the **Chinese** letters:

Myriad Pro Bold - country indicator

NimbusSansGlobal - content

or, if NimbusSansGlobal is not available:

Myriad Pro Bold - country indicator

SimSun - contents

For the **Arabic** letters:

Myriad Pro Bold - country indicator

Rubik Variable Font Weight 350 (Right alignment) - content

For InDesign you must copy the Paragraph Style from this document ([Download the document here](#)) insert it into your document and use it on the Arabic text. You may need to adjust it so the font size matches the other fonts in the current document.

[Download Arabic Font family here](#)

Recommended size: 6pt

Minimum size: 5pt

Exception: Recommended size on large packaging like handling units, is up to 18pt depending on size of box.

Leading: Auto **WHENEVER POSSIBLE**

Kerning: Optical

Paragraph

Align: Left (Right for Arabic text).

Space after: 0,5 mm (min 0,3 mm)

Hyphenate: Off

Add column if line is longer than approximately 9-12 words

Column Gutter: same as padding or less, but 1mm is minimum.

Text size should always be a round number adjusted by style.

No other firm rules can be specified to this text block as there is big Packaging shape variety.

Each Language starts from new line.

The Arabic text must include: Product description. Made in xx information (in Arabic). Morocco importer information (according to [JYSK 6101](#)). Write on one line, using automatic line-breaks fitting to the layout.

Scandinavian Sleeping & Living

ABOVE BARCODE:

- UK importer address
- Made in xx
- Address
- Vat-number/CVR
- Order no.
- Batch no.
- Supplier no / Supplier no
- Product no / Product no

Arabic text must be aligned to the right in textbox.

Multilanguage product description examples



54.1



54.2



5-1

Specific Packaging Solutions

For easier production JYSK Packagings are divided into Packaging Types, which determine their general shape.

Below chapters includes packaging that has to follow the design rules given in the previous chapters.

The example is intened to help determine how much information should be placed on a certain Packaging Type/shape, and how to place information in terms of size and space usage.

We will specify rules for creating various Types (shapes) of JYSK Generic Packagings printed on mainly sustainable quality.

- **Box** (Page page 57)
- **Bellyband** (Page page 61)
- **Clamp, U-cards and Handtags** (Page page 70)
- **Headercard** (Page page 74)
- **1-side printed packaging** (Page page 98)
- **Combined Sales and Handling Units** (Page page 101)
- **Sales Displays** (Page page 104)

There are some specific types of articles where the packaging needs below solutions:

- A PHOTO PRINTED ON THE SUSTAINBLE PACKAGING QUALITY.
- PRINT ON WHITE PAPER QUALITY.
- PRINT ON POLY BAG AND PLASTIC

These packagings are:

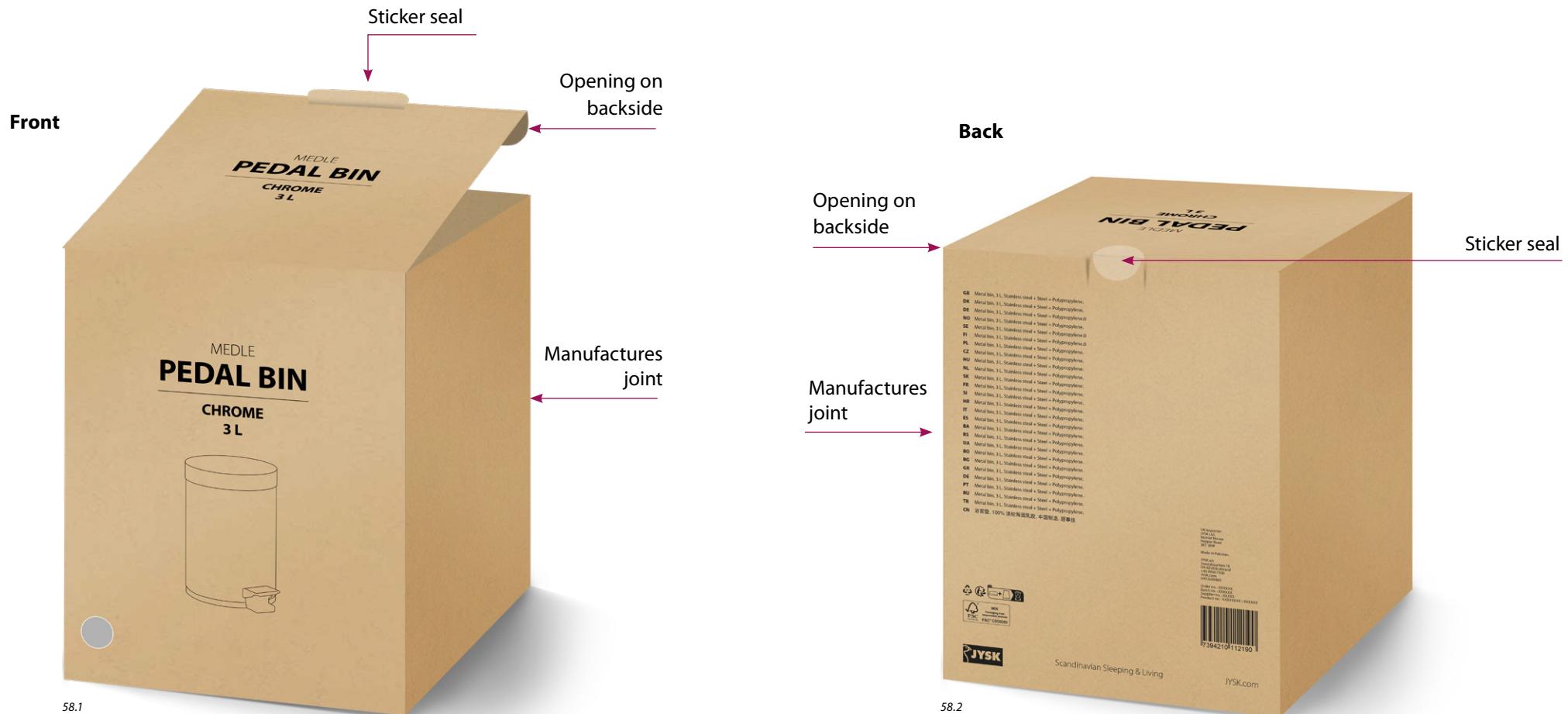
- **Christmas- and Garden light packaging** (Page page 78)
- **White packaging/Inserts** (Already IDG set-up however with minor changes)
 - Duvet and pillow insert (Page page 85)
 - Windows (Page page 88)
 - Pamphlets and stickers (Page page 92)
 - Carelabels (Page page 109)
- **Print on Plastic and Polybag** (Page page 113)
- **Bag for duvets** (Page page 116)

Type Guide: Box

Box construction and print

Place print on front of packaging like below example.

- Opening should always be towards the back.
- Opening should always be closed with a sticker.
- Manufactures joint always has to be on the backside.
- No visible tape on any sides.



Print on box

Aim to only have print on front and back. Keep sides free.

Front: Product text group and Line Drawing

Back: Product text, icons, barcode, address etc + claim bar

If lack of space it can in some cases be necessary to print information on sides.



59.1



59.2

Side print on large boxes

On large boxes or packaging that are lying down on the shelf, the sides and bottom should contain the Product Naming to make sure that the product naming will be visible no matter how the product is facing.

For more info about Handling Units see more on page 101.



Type Guide: Belly Band

Belly Band

Belly Band Type packaging usually has only one printed side. Placing and size rules is the same as other graphics on packaging described from page 7-16 and 18-22.

Bellyband without sides

Always be sure that the front is only used for Product Naming, Term and Additional info. All other information, barcode, icons etc should be centered on the back.
The bellyband is closed centered on the backside with a sticker - make sure to adjust overlap from packaging to packaging.



62.1



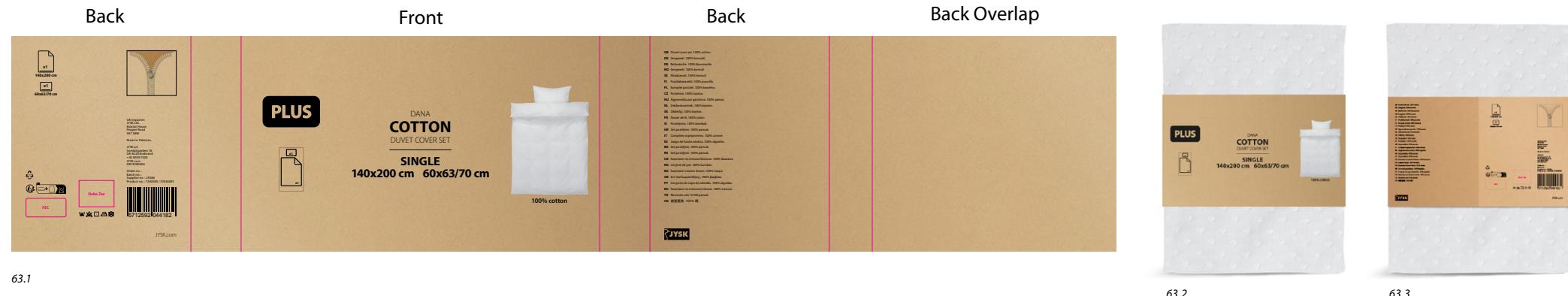
62.2

62.3

62.4

Bed linen Belly Band

Belly Band for Duvet Cover Set



Belly Band for Baby/Junior Duvet Cover Set



Bed linen Belly Band

Belly Band for pillowcase



64.1

The design on the front is made a bit different than the guide dictates on page 39. A more prominent Kronborg logo is prioritized in this case and therefore, the design transcends the grid.



64.2

Sheets Belly Band

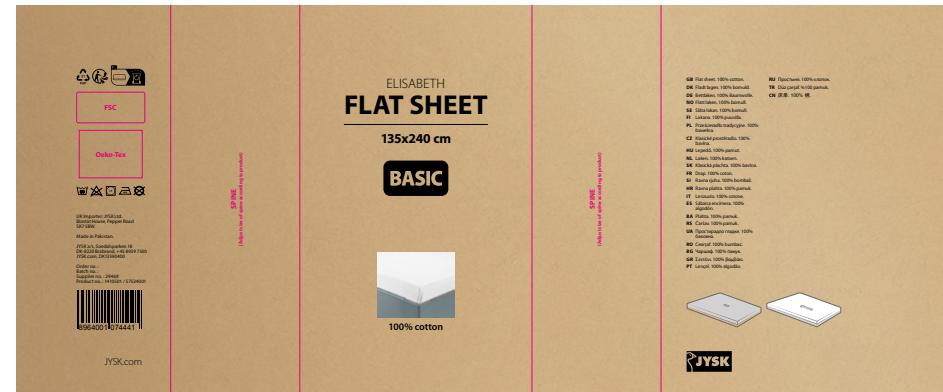
Belly Band for fitted sheets in BASIC quality.



65.1



65.2

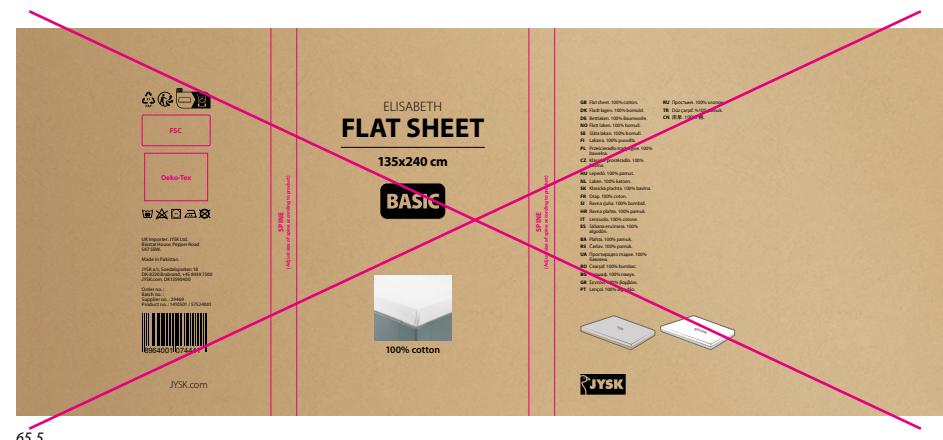


65.3



65.4

The design must be adjusted to make the sides fit the thickness of the product. It is important that the packaging has a front and a back. The info for the back must not be visible from the front. See examples of does (above) and don'ts (below).



65.5



65.6

Duvet Belly Band

Belly Band for Basic Duvets



66.1



66.2

Always be sure that the front is only used for Product Naming, Term and Additional Info. All other information, barcode, icons, etc. should be centered on the back.

Belly Band - Round Sizes

Belly Band Type packaging usually has only one printed side.

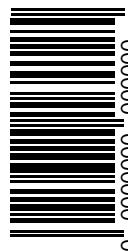
Placing and size rules is the same as other graphics on packaging described from page 7-15 and 18-22.

Small size round bellybands

Always be sure that the front is only used for Product Naming, Term and Additional info.

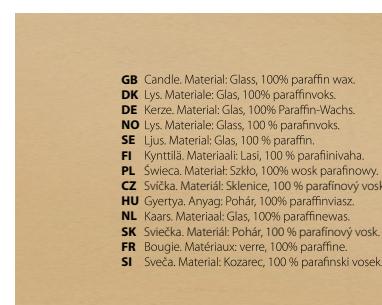
All other information, barcode, icons etc should be centered on the back.

Barcode needs to be turned 90 degrees like below:



67.1

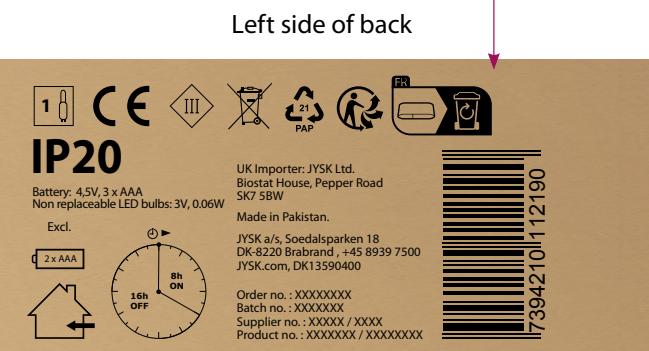
Right side of back



Front

SNEFNUG
CANDLE
W/LED
Ø8 x H10 cm

Left side of back



67.2

Belly Band

Belly Band Type packaging usually has only one printed side. Placing and size rules is the same as other graphics on packaging described from page 7-15 and 18-22.

Bellyband with sides

Closing is centered at back of packaging.

Always be sure that the front is only used for Product Naming, Term and Additional info.

All other information, barcode, icons etc should be placed on the back



68.1



68.2

Belly Band examples



69.1



69.2



69.3



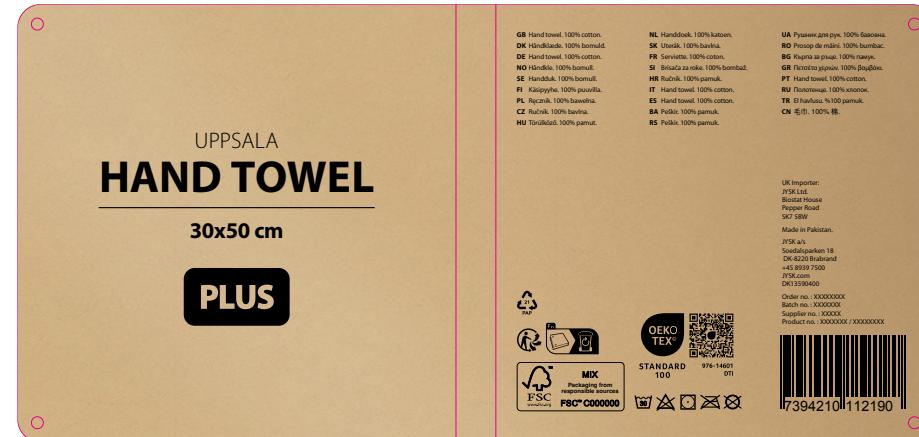
69.4

Type Guide: Clamp, U-cards and Hangtags

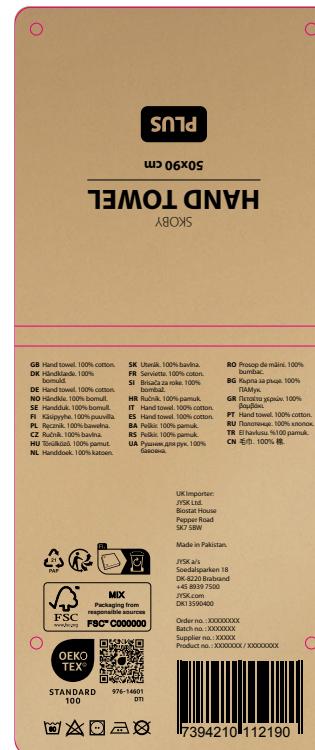
Clamp, U-cards

Clamp Type packaging usually is one side printed folded mini book.

Placing and size rules is the same as other graphics on packaging described from page 7-15 and 18-22.



71.1



Basic and Plus



71.4



71.5



71.3



71.6



71.7

Clamp for Rugs

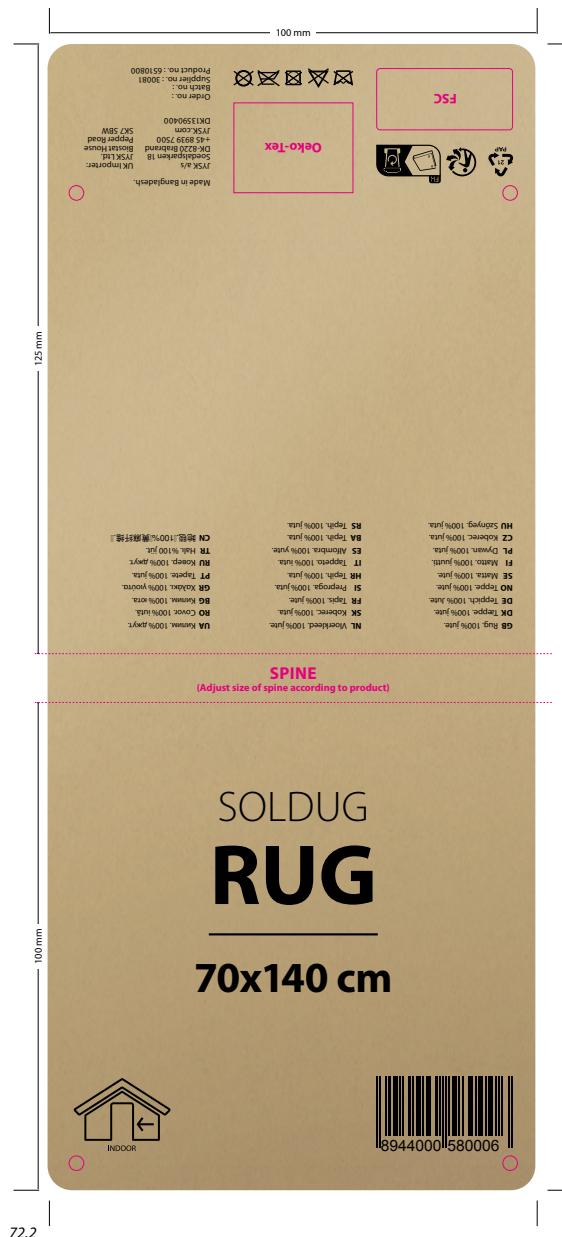
On Clamps for Rugs the Barcode needs to be visible on front.

Placing and size rules is the same as other graphics on packaging described from page 7-15 and 18-22

However let the area start from the top of Barcode and text at bottom part.



72.1



72.2

On clamps for rugs with pattern there should be added a product photo on front page. See below guide.



72.3

Hangtag

Clamp Type packaging usually is two side printed multiple folded mini book.

Placing and size rules is the same as other graphics on packaging described from page 7-15 and 18-22.

Use the full size of the hangtag (73.2) for all languages. Do not leave the center pages with one side empty with no text.



73.1



73.2



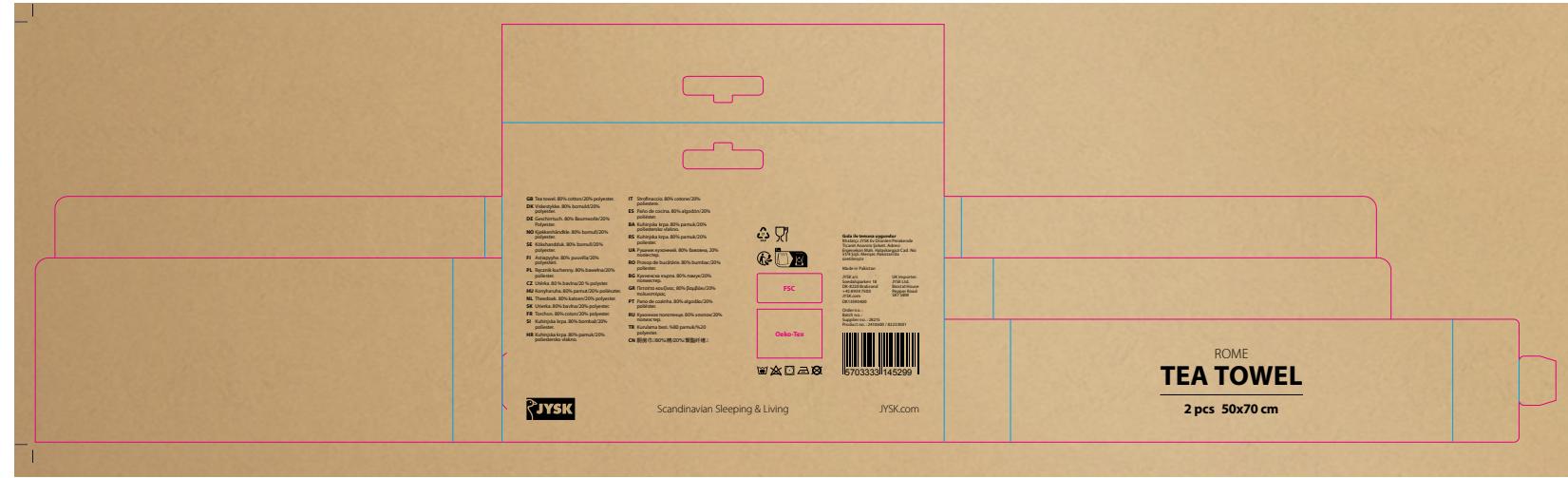
73.3



73.4

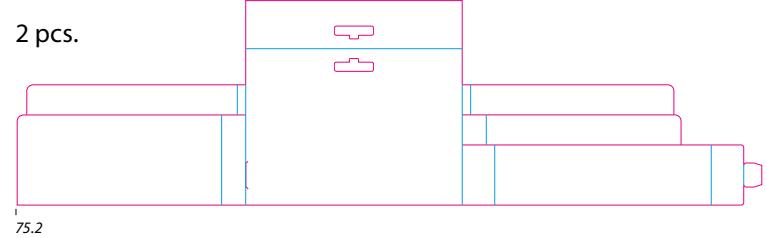
Type Guide: Header Card

Header Card example for tea towels



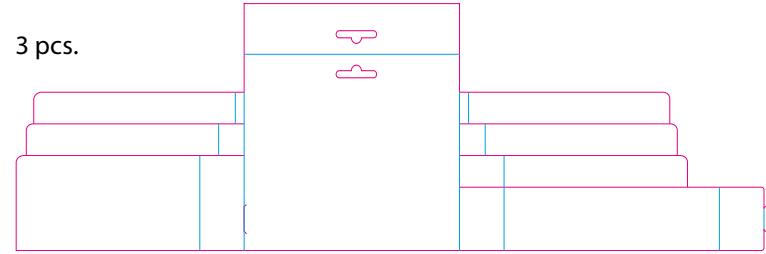
75.1

2 pcs.



75.2

3 pcs.



75.3



75.4



75.5

Header Card example for childrens towel



Header Card example for Bath Mats

For not specified subjects please refer to the master chapters.

Product Naming and Icon are exceptionally divided in this Packaging Type.

Use example below for reference. Packaging Naming has to be placed on the top right due to real life usability/readability. Note it is still centered between the edges.



77.1



77.2

Type Guide: Christmas- and Garden light packaging

Christmas- and Garden light packaging with colored printed photo

When displaying Christmas Light it is not possible to visualize the product correct with a Line Drawing. The products are often very detailed and also it is important to show the mood in the product, which is not possible in a Line Drawing.

In these cases it is allowed to print a photo on the box, insert cards etc.

See examples:

- **Box with photo**
- **Sticker with Photo on plastic box**
- **Insert with added photo**

As written on page 17 "Rules for sizes and abbreviations"

Light chains are measured in "m" with one decimal.

So on light strings there is an exception, that size can be written first and in same line as LED like here:

"1,9 m W/20 LED"

On the following pages there is guides in how to produce these kind of packagings.

Box with photo



79.1



79.2



79.3

Photo sticker on plastic box



79.4

Insert with added photo



79.5



79.6

Box with printed photo

Please follow the guides for size and placing of photo and text described here

Photo size and placing

Width: 4/5 of box.

There needs to be a margin on each side of the packaging.

Height: 3/5 of box

Text

Size of Product Naming need to follow guides on page 7-14. Choose the one that fit into the grid.

The text needs to be placed at the top of the packaging above the picture in a grid of 5.

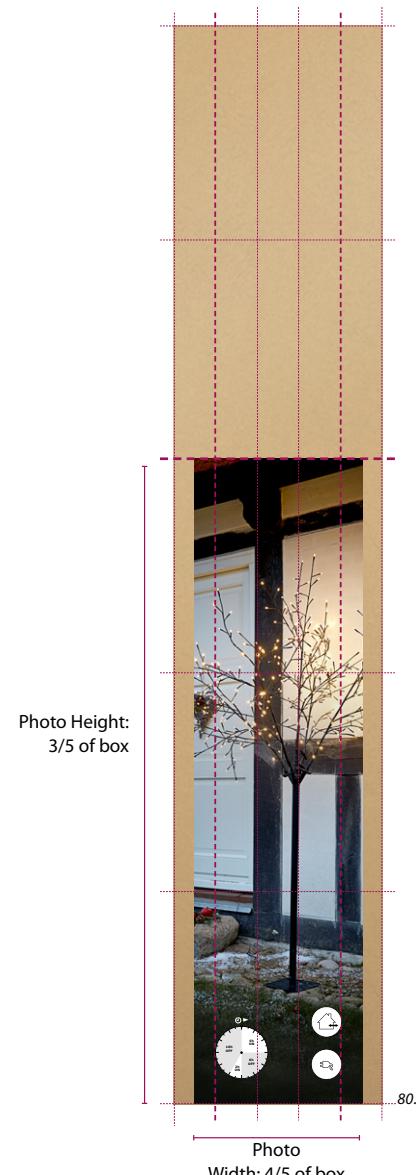
See guide to the left.

Symbols

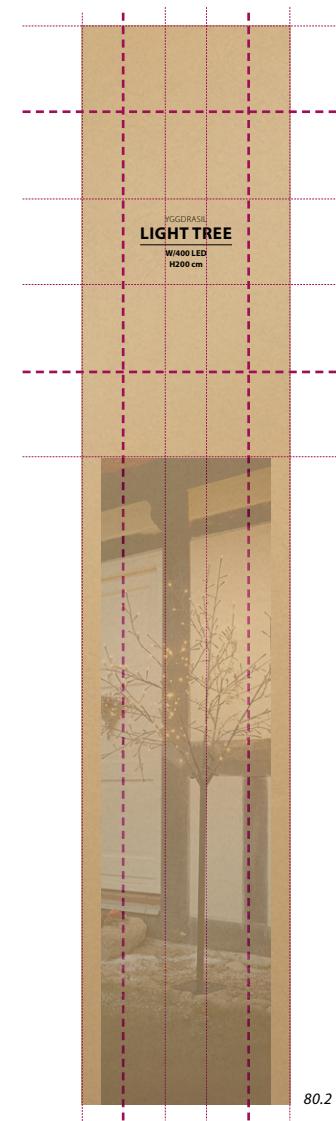
Symbols should be placed at bottom part of packaging on top of photo.

The timer function icon must be in the lower left corner and other icons in the lower right corner.

Placing of the photo



Size and placing of text



Choose correct size of text according to guide on page 7-14

Place text according to grid of 5

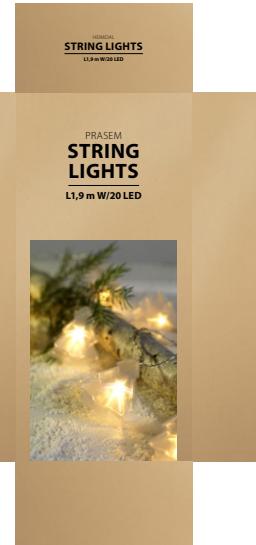
The grid goes from the top of the packaging to the top of the picture.

Place text in the center of the grid



Box with printed photo

Plano layout examples



81.3

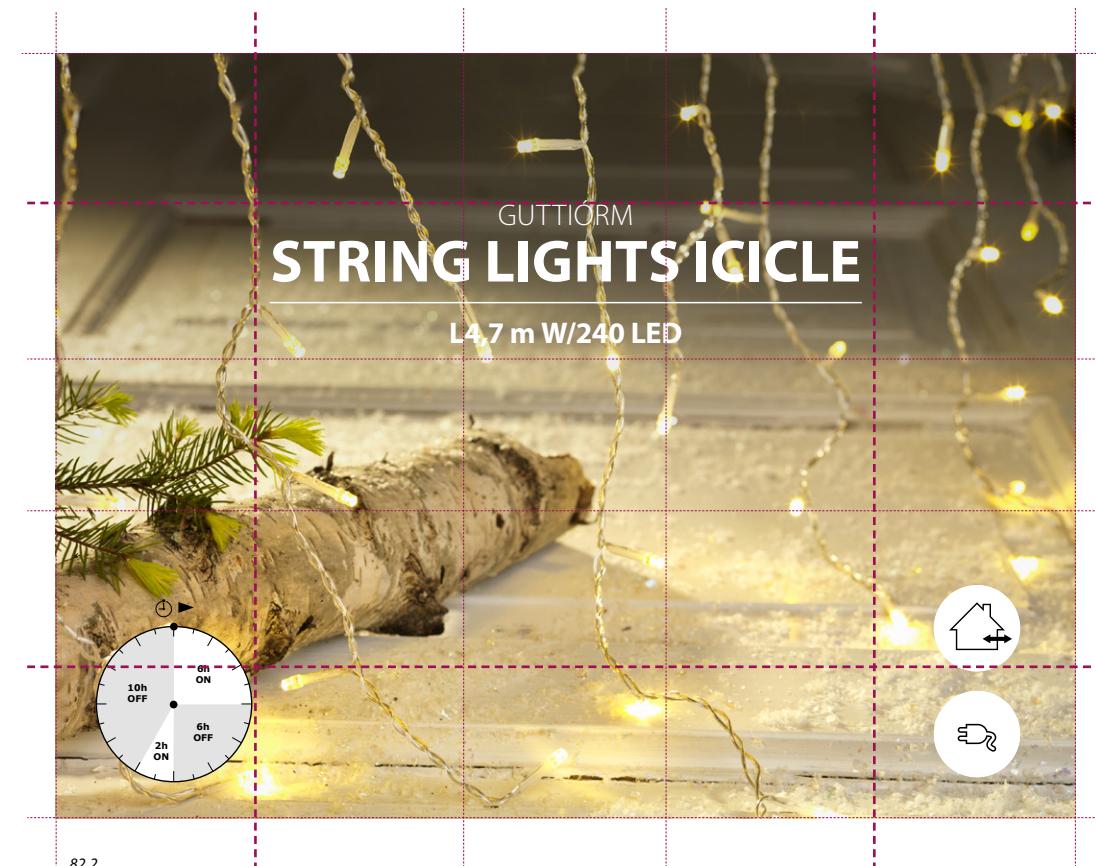
Box with photo sticker

On plastic boxes a sticker with photo is added.

Size of Product Naming on front need to follow guide.

See page 7-15 for size rules

Place the text upon the picture in the grid of 5 as shown to the right. See also page 18.



Insert with added photo

Brown paper quality.

Inserts in PET packing should have a photo of the product to visualize the product correct.

Only photo on front.

Size of Product Naming on front need to follow guide.

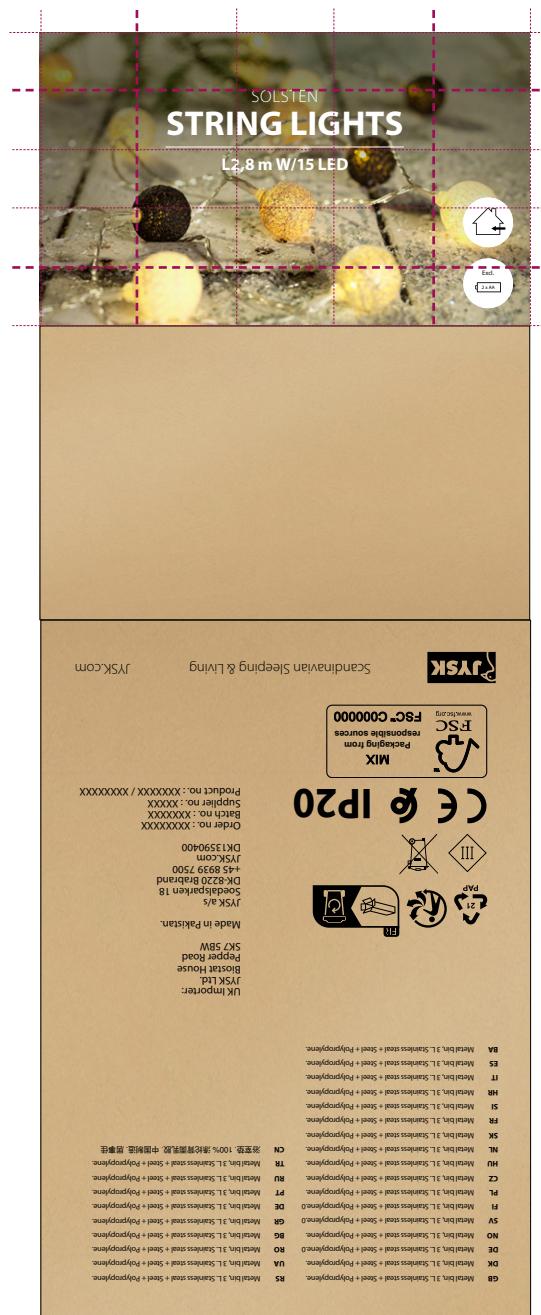
See page 7-15 for size rules

Place the text upon the picture in the grid of 5 as shown to the right. See also page 18)



83.1

83.2

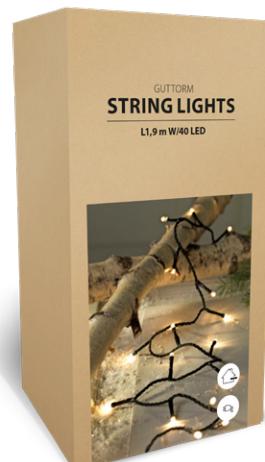


Labelling according to JYSK 4005

Icons must be used on front of the packaging for easy navigation for the customers and must correspond to function of the specific lights. E.g. indoor lights have indoor icon etc.

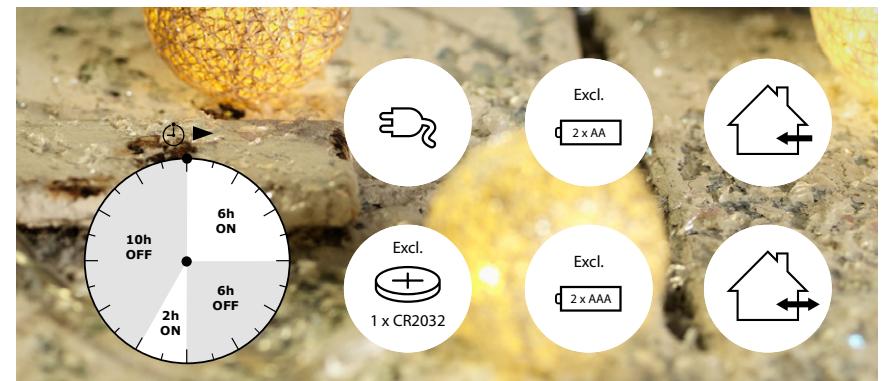


84.1



84.2

Icons light photo



84.3

Icons on dark photo



84.4

Type Guide: Pillow and Duvet Bag Inserts

Pillow and Duvet inserts - White Paper Quality

Inserts for duvets, is a straight one sided label inserted into the product bag:

- Top part is white with product text group
- Lower part is for picture.
- Bottom white area is for placing feature icons

Photo exception

Photos are used for the insert cards.

Product text grid exception

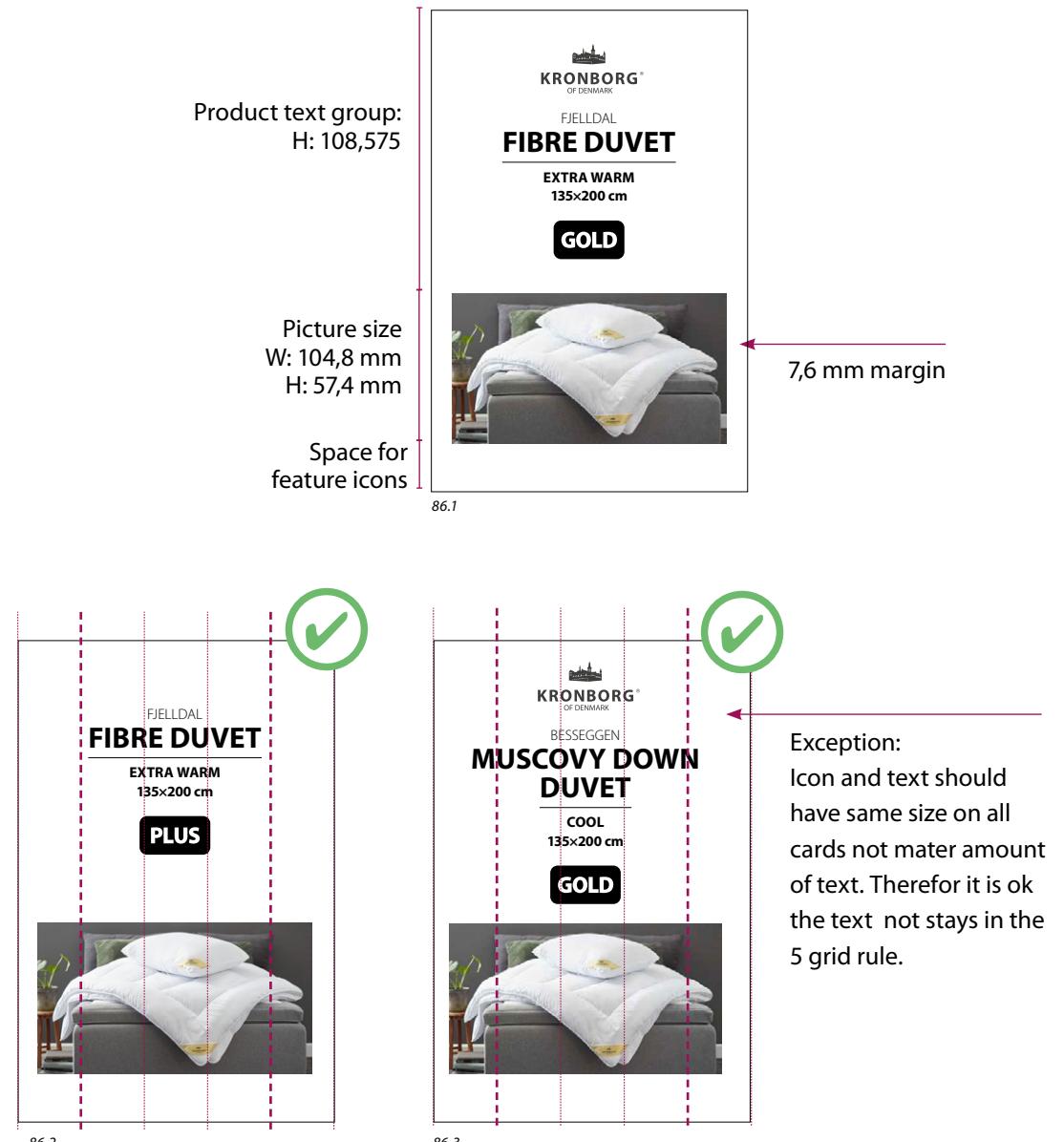
- Font size on all cards is the same. Use Option size 3 on page 11.
Therefore the 5 grid rule cannot always be complied to these packagings

Changes to IDG set-up:

- Logos and Icon have to be black
- Placing of PLUS and GOLD icon has been moved to bottom
- Changes of font size.

Size 3 (page 11)

ENGVIK
FIBRE PILLOW
 Size: 32 pt →
 70x100 cm ← Size: 16 pt
 Size: 16 pt ←

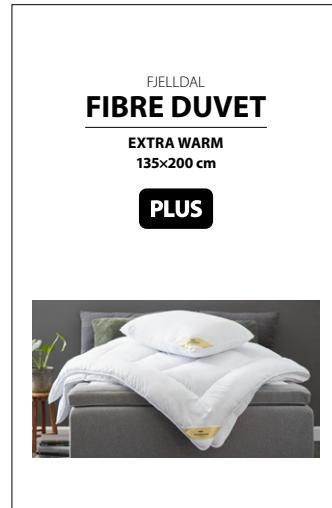


Pillow and Duvet inserts - Mockups

BASIC



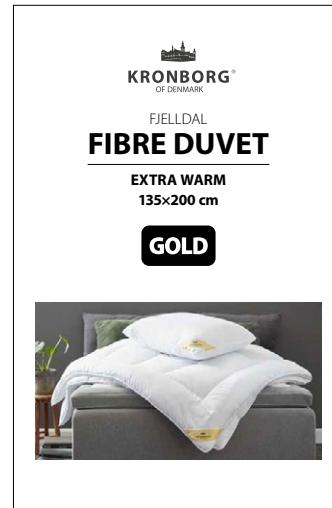
PLUS



GOLD



GOLD - KRONborg



Type Guide: Curtain and Blinds

Curtain and Blinds - White Paper Quality

Curtain Type packaging usually don't have the bottom lid.

Product Naming should be moved up like in the example below - not centered. This is due to the storage of these products in the store - only top part will be visible so name needs to be up there.

Photo should be moved up - under Naming, due to visibility.

Please refer to the mockups and the IDG set-up.

Photo exception

Photos used for this type of packaging are often not cut-out photos - and they should be placed on whole front face width - from side to side, but no need to touch the bottom due to visibility.

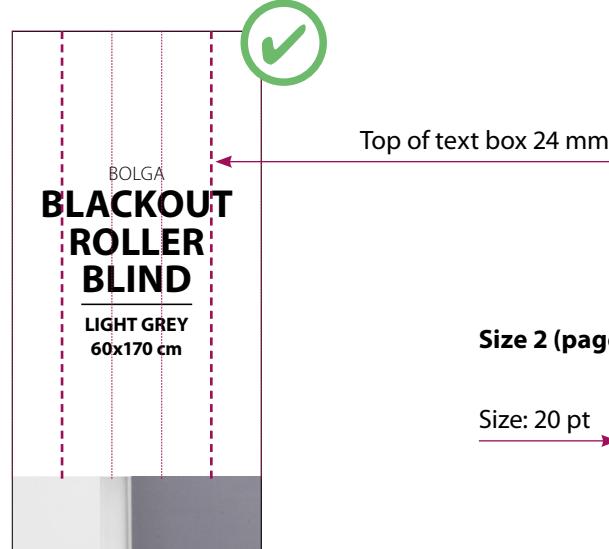
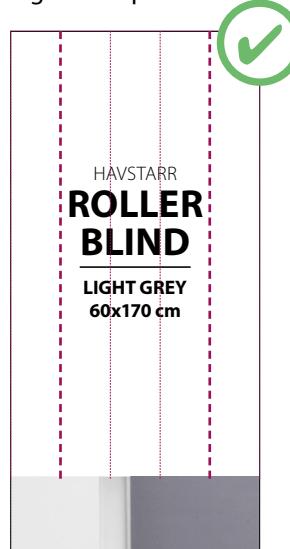
This is an exception for placing photos instead of a Line Drawing.



Product text grid exception

- Font size on these packagings is same size. Use Option size 2 on page 10.
Therefore the 5 grid rule cannot always be complied to these packagings.
- The text group always has a top margin which starts 24 mm from top.

5 grid exception



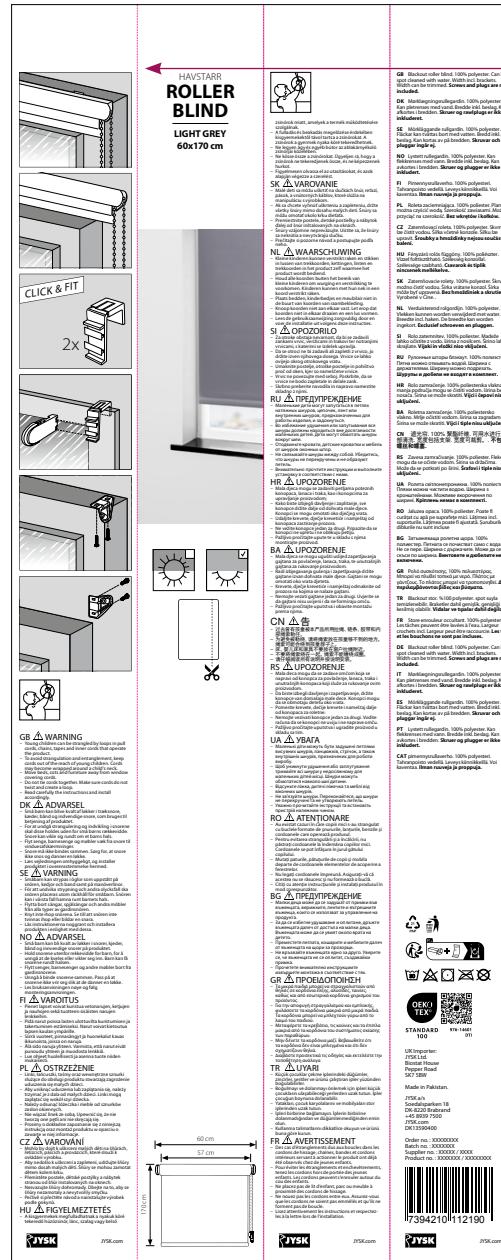
Size 2 (page 10)

MANTORP Size: 10 pt
Size: 20 pt → **BATH MAT**
60x85 cm ← Size: 10 pt

Curtain and Blinds - White Paper Quality

Plano curtain packaging overview.

WARNING: Example file should only be used as inspiration for layout and styling.



Topmargin space: 24 mm

Curtain and Blinds - Navigation icons

To navigate between the window sortiment, below icons needs to be added the packaging:

PRICE GROUP indicated by numbers

Circle:

\varnothing : 7 mm

Stroke: 1 pt Black

Font: Myriad Pro, Bold, 10pt

"FIT TOGETHER" indicated by letter



Icon size:

Width: 12 mm

Height: 12 mm

Font: Myriad Pro, Bold, 15pt

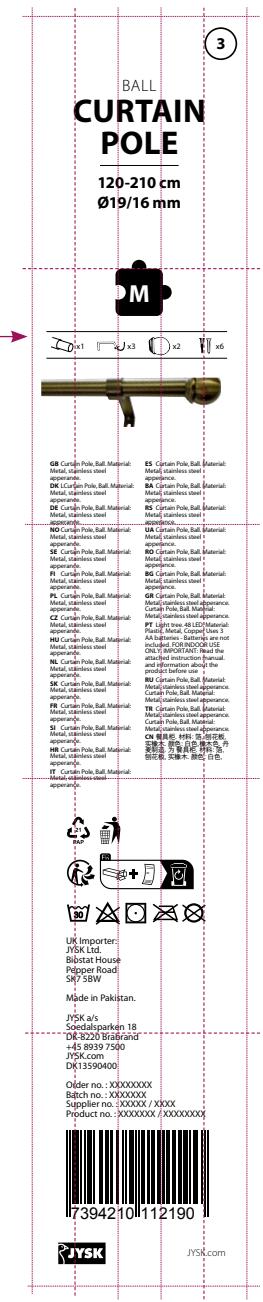
The Icon must be downloaded from Media Management.

The name is: JYSK 10178 - Navigation icon

Sticker for poles



91.1



91.2

Hooks



91.3

BALL
RINGS WITH
HOOKS
10 pcs Ø25 mm



91.4

Type Guide: Pamphlet and Sticker

Pamphlet - White Paper Quality

For not specified subjects please refer to the master chapters.

Pamphlet Type packaging usually is two side printed multiple folded mini book.

There are 2 opstions for doing pamphlet:

- Zig Zag folded
- Book

Product Naming, barcode, product info is on front page.

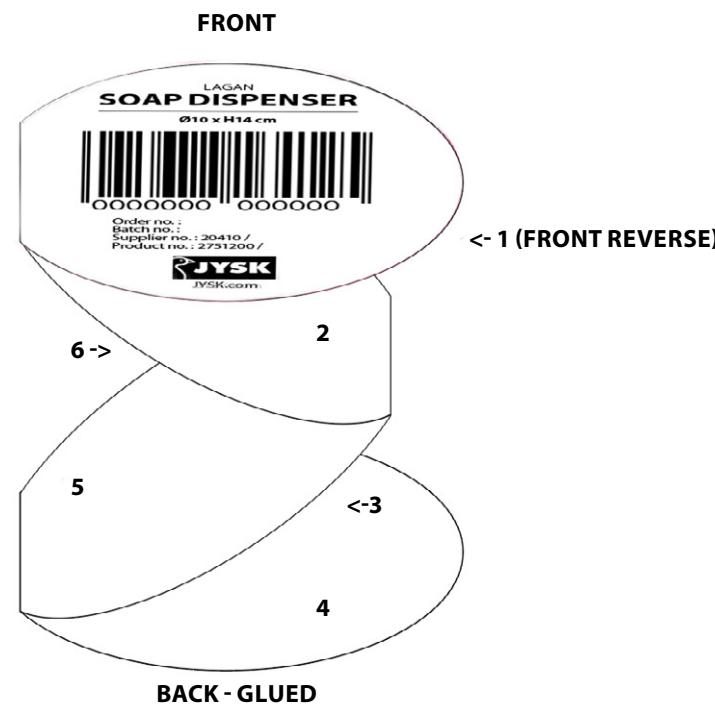
Adress is inside on the last page.

Multilanguage texts on pages inside. Claim bar is left out.

See plano layouts next page.

WARNING: Example file should only be used as inspirationfor layout and styling.

Zig Zag folded



93.1



93.2

Book



93.3

Pamphlet plano mockup

Zig Zag folded - Term in 1 line

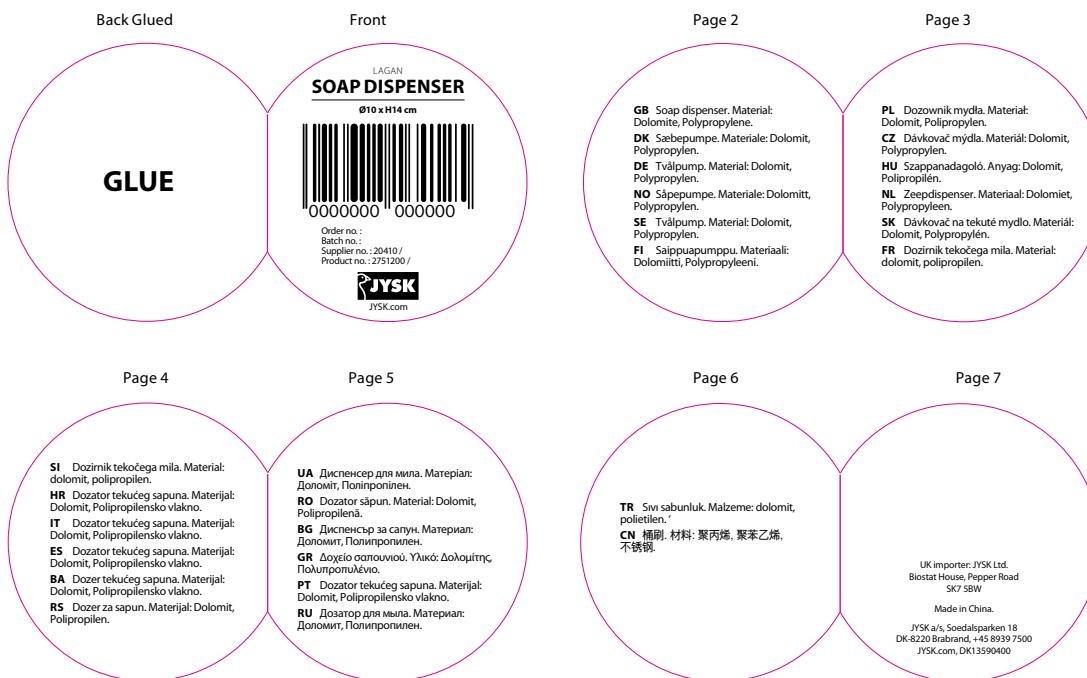


Zig Zag folded - Term in 2 lines



Pamphlet plano mockup

Book



95.1

Detergent - Front label and pamphlet for backside

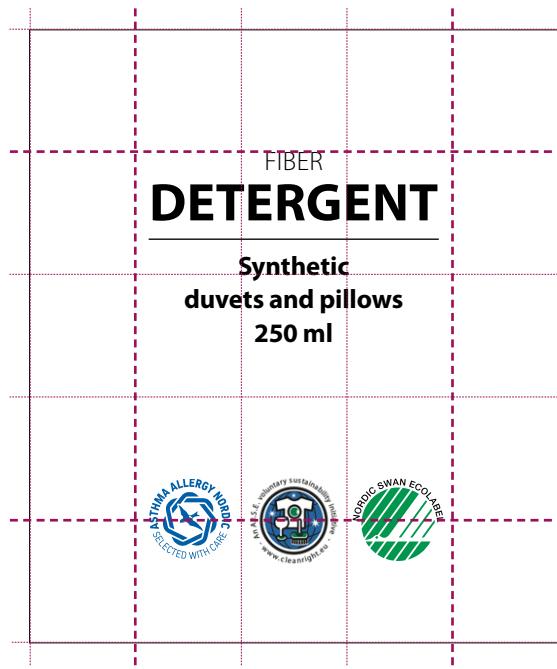
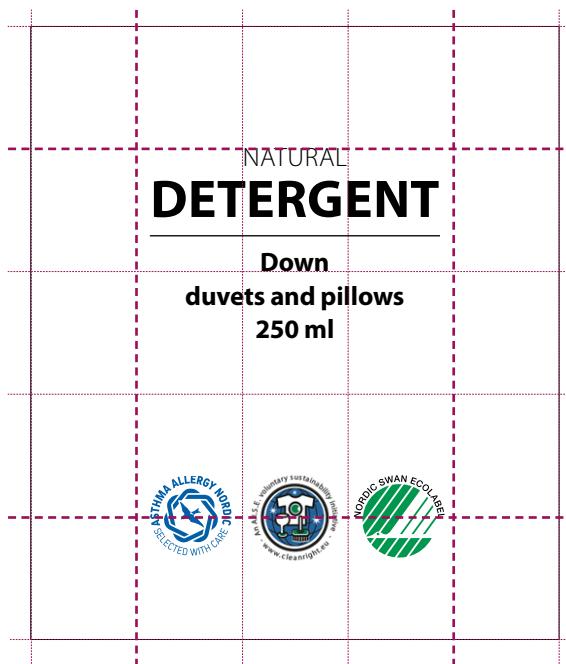
Front label:

Size: Approx 81,2x 70 mm.

White label with text in black.

Product naming size and placing according to Packaging Design Guide.

(Note: Text and icons are only placeholders for layout and can be changed)



Front of pamphlet for back of bottle

Approx size 81,2x 70 mm.

Multilanguage product and warning descriptions will be placed inside



Detergent - Front label and pamphlet for backside

Front label:



97.1

97.2

Front of pamphlet for back of bottle



97.3

Type Guide: 1-side printed packaging

1-side printed Insert

Furniture insert for polybag



99.1

Type Guide: Combined Sales and Handling Units

Combined Sales and Handling Units

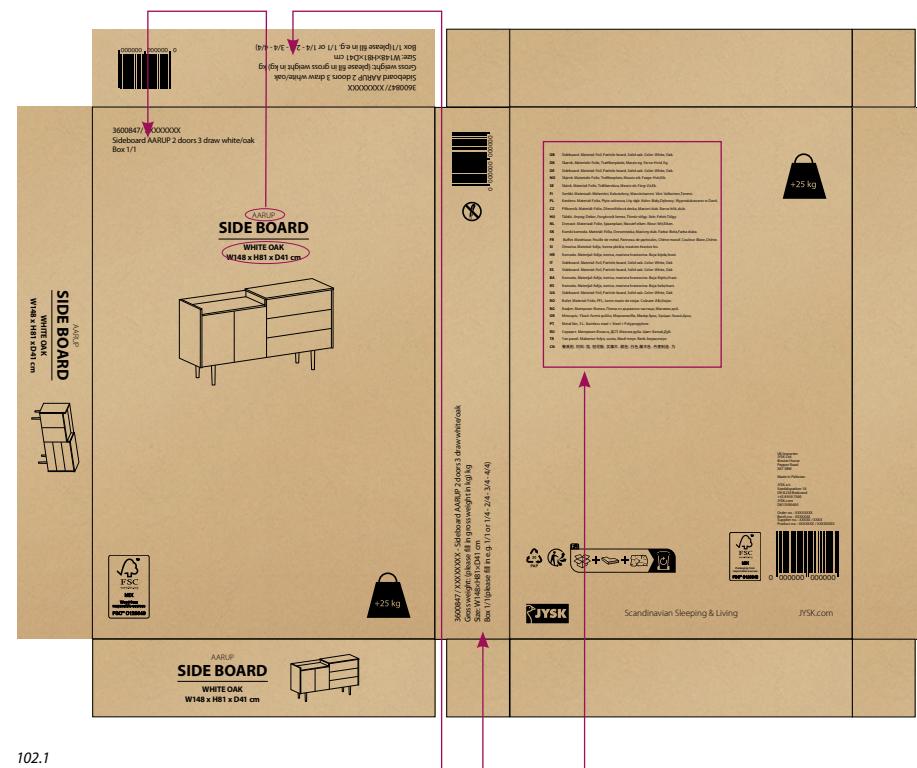
On combined Sales and Handling Units it is important that Barcode, Item number, Order number, Item name and gross weight is visible. It needs to be marked on frontpage and on two of the sides. On frontpage only write Item number, Item name and quantity.

Info on the sides of the box:

Two sides with Handling unit info: Barcode, Product number, Product description, Gross weight, Size, Box number.

The other two sides with Sales unit info: Product name, Term, additional info and the linedrawing.

Frontpage: Text same size as in product naming. Place with 30 mm distance from top and left corner.

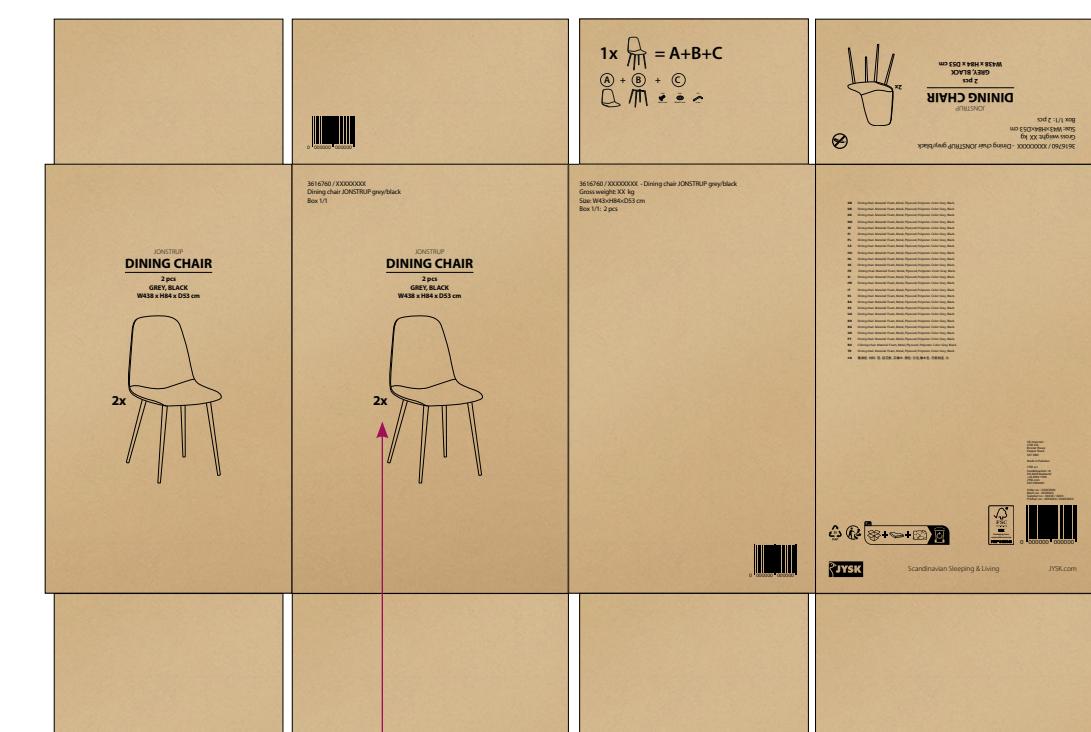


102.1

Sides: On two of the narrow sides make text as big as possible, but no larger than 37pt.
Otherwise keep same size as on frontpage.

Product naming:

Recommended font size = Up to 18pt depending on size of box.
Always place product text in upper left corner of backside of box.



102.2

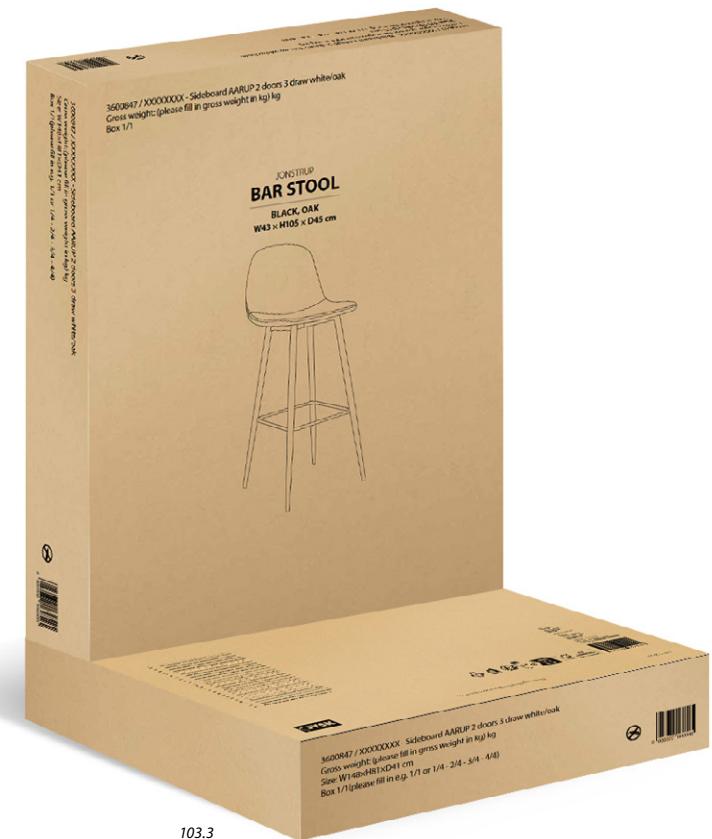
Note:

If more than 1 pc of the same article in the box,
2x, 3x, 4x must be indicated.
The size of font will be same size as Term is written.

Combined Sales and Handling Units Mockups



Example of Abnormal packaging solution



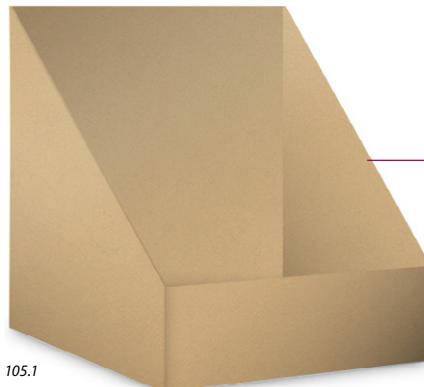
Type Guide: Sales Display

Sales Display

Sustainable quality

Please refer to JYSK 6002 – Sales Displays – SDP

Link: [JYSK 6002](#)



Sales Display Mockup examples

These packaging design mockups, are for viewing purposes only and should not be used as source file for printing. The Punch/Dielines here are exposed on purpose. Facing wall carries actual colors, other sides are tinted to give a sense of dimension.

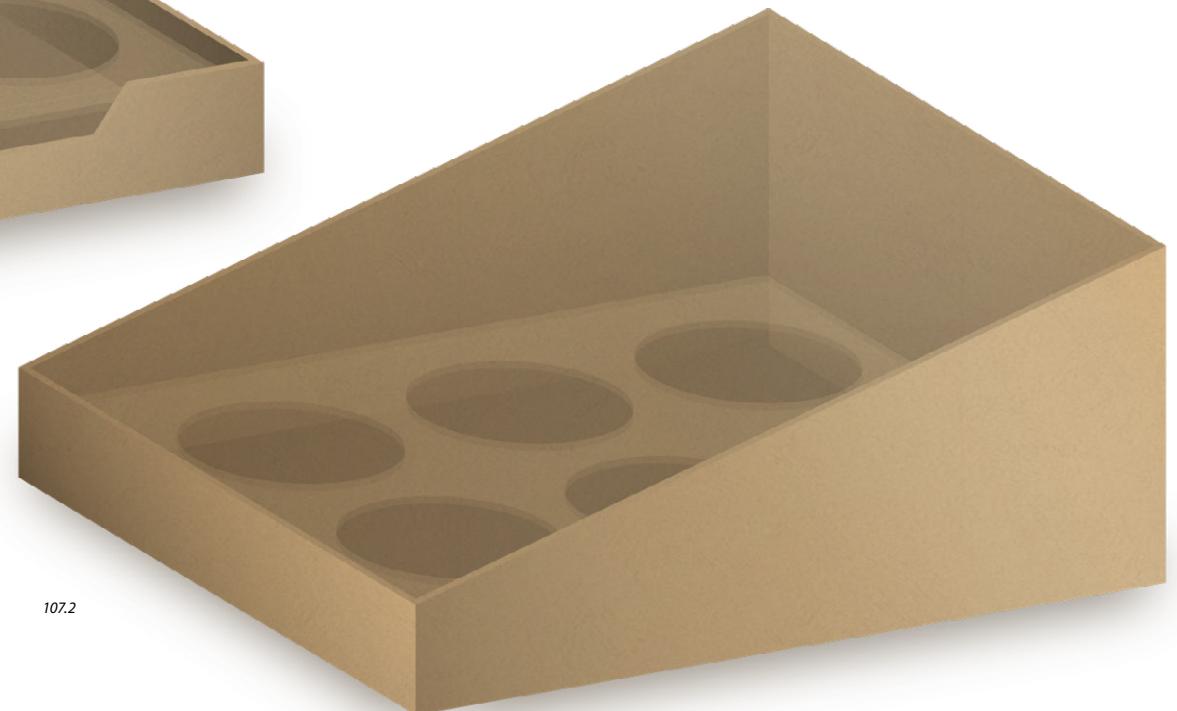


Sales Display Mockup examples

These packaging design mockups, are for viewing purposes only and should not be used as source file for printing. The Punch/Dielines here are exposed on purpose. Facing wall carries actual colors, other sides are tinted to give a sense of dimension.



107.1



107.2

Sales Display Mockup examples

These packaging design mockups, are for viewing purposes only and should not be used as source file for printing. The Punch/Dielines here are exposed on purpose. Facing wall carries actual colors, other sides are tinted to give a sense of dimension.



108.1



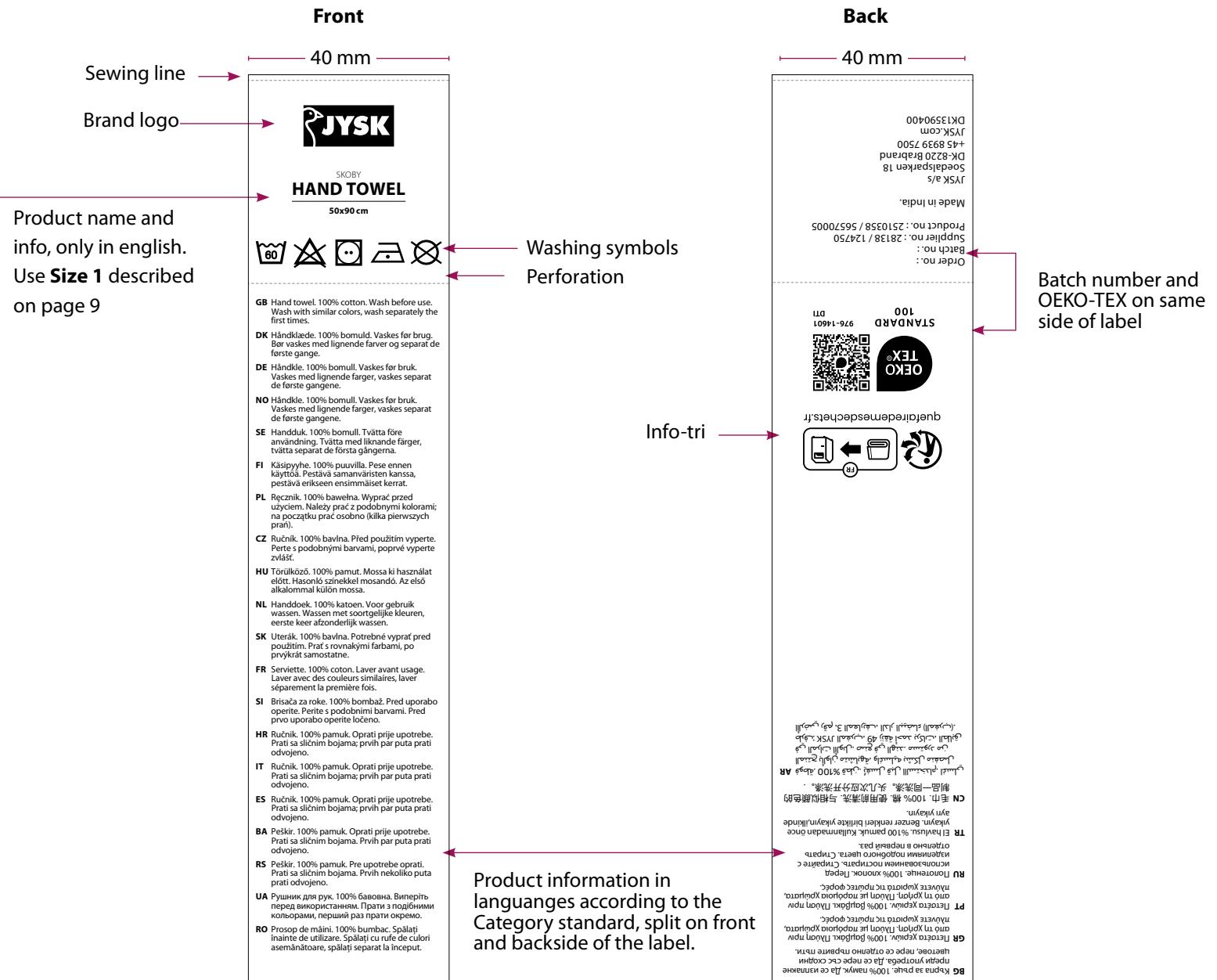
108.2

Type Guide: Carelables

Carelabel - 40 mm

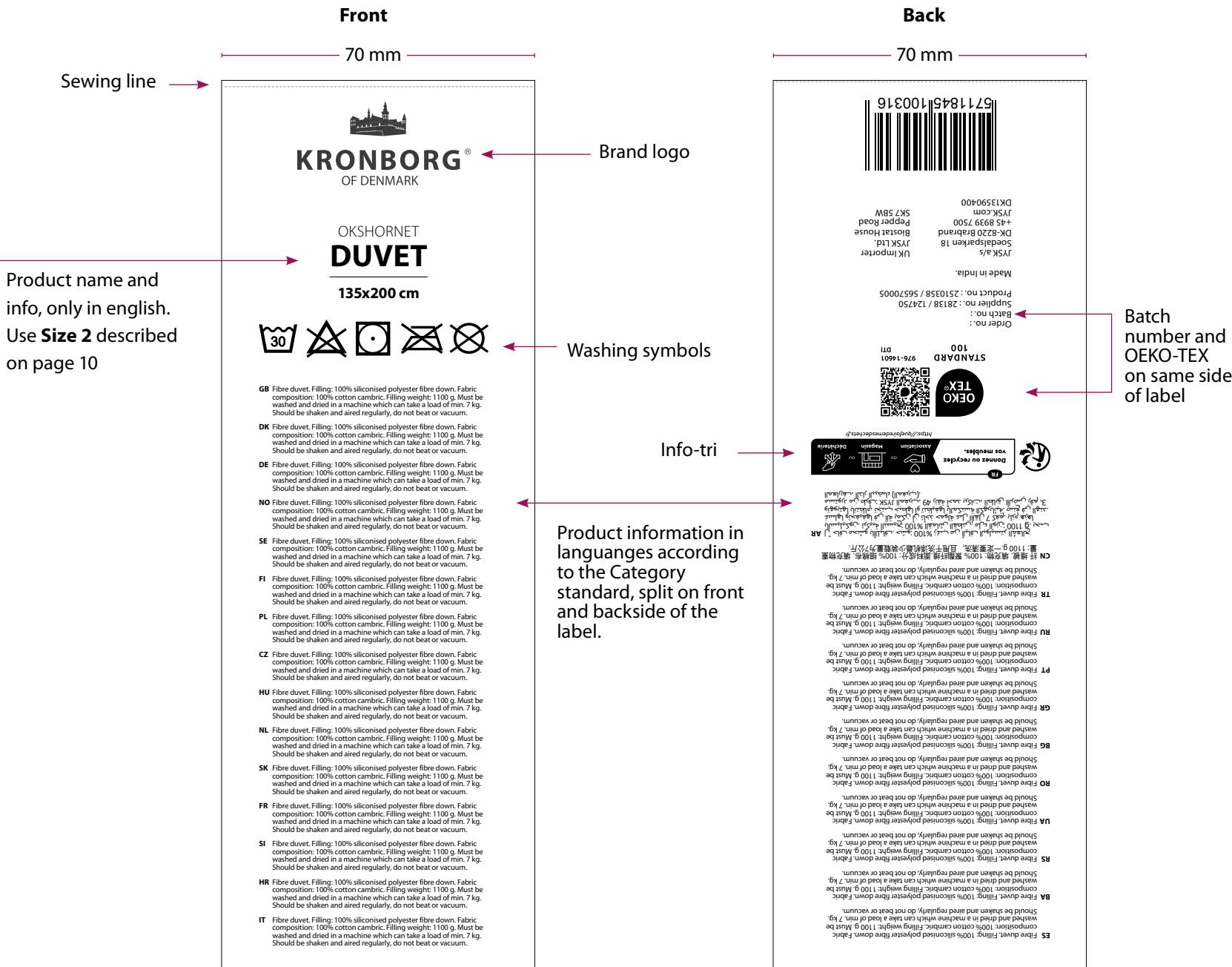
2-sided print.

W: 40 mm



Carelabel - 70mmm Duvet and Pillows

2-sided print.
W: 70 mm



Carelabel - 70mmm Duvet and Pillows

1-sided print.

W: 70 mm

Product name and info, only in english.
Use **Size 2** described on page 10

Batch number and Oeko-Tex on same side of label



Type Guide: Print on plastic and polybag

Poly bags - Bin bags

Clear plastic with black text on white areas

Front

White area placed 2/5 from top (See guide to the right)

Size and placing of Product Naming need to follow guides on page 7 to 22.

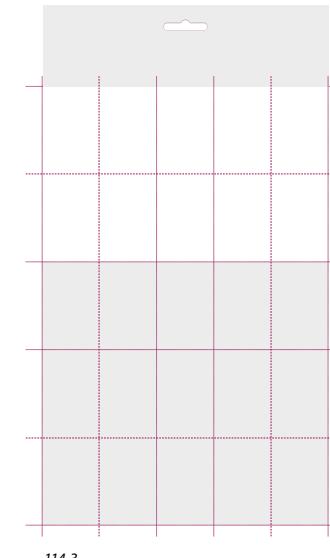
Back:

Full white area with black text.



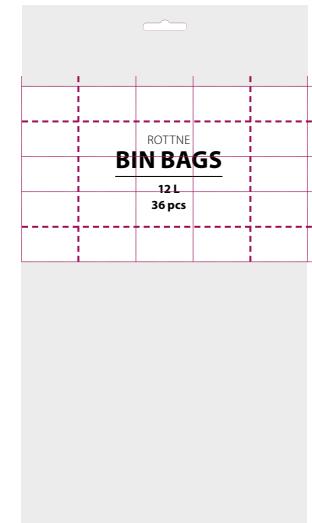
114.2

Front white area



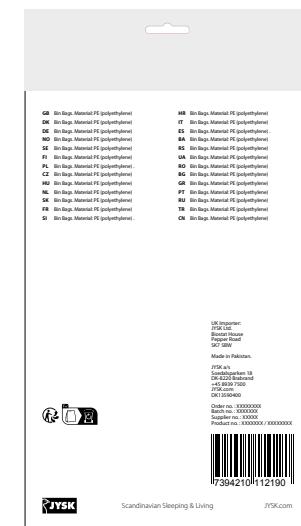
114.3

Placing of text in the white area



114.4

Back



114.5

114.1

Plastic wrap - Napkins

Clear plastic with black and white print

Front

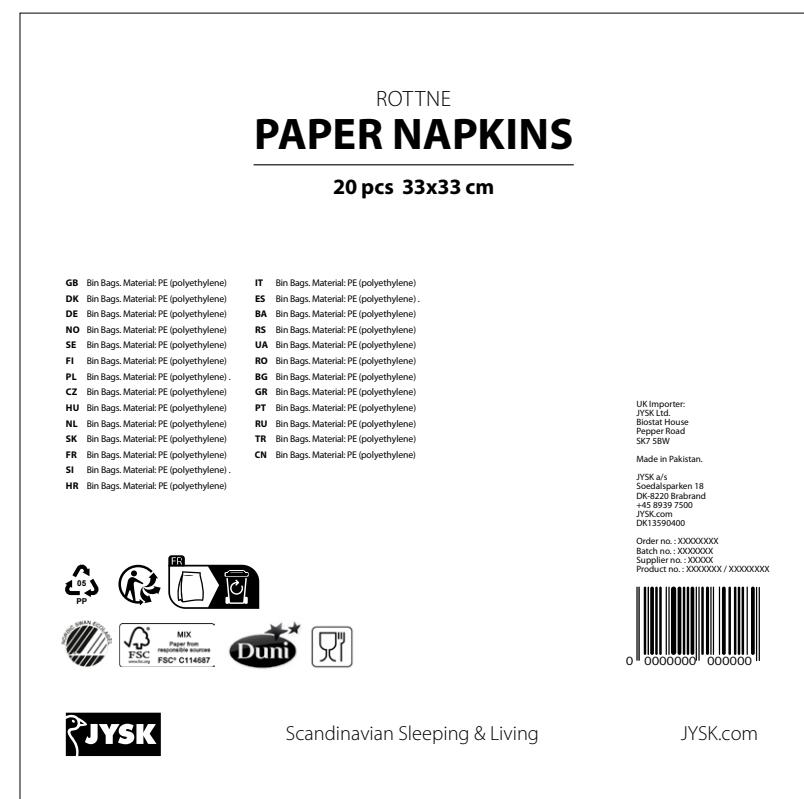
Product Naming in black. Size and placing need to follow guides on page 7 to 22.

Back:

Full white area with black text.



115.1



115.2

Type Guide: Bag exceptions

Bag Type exceptions from the Master Guideline. For not specified subjects please refer to the master chapters.

Watermark should be used on two sides: front and back.

Claim Bar should be used without white stripe background and on one side only.

In below example there's no title used, however there may be such instance.

WARNING: Example file should only be used as inspiration for layout and styling.

This bag example is made with PANTONE



117.1

JYSK Generic Groups: SLEEPING, BAG TYPE - duvet bag



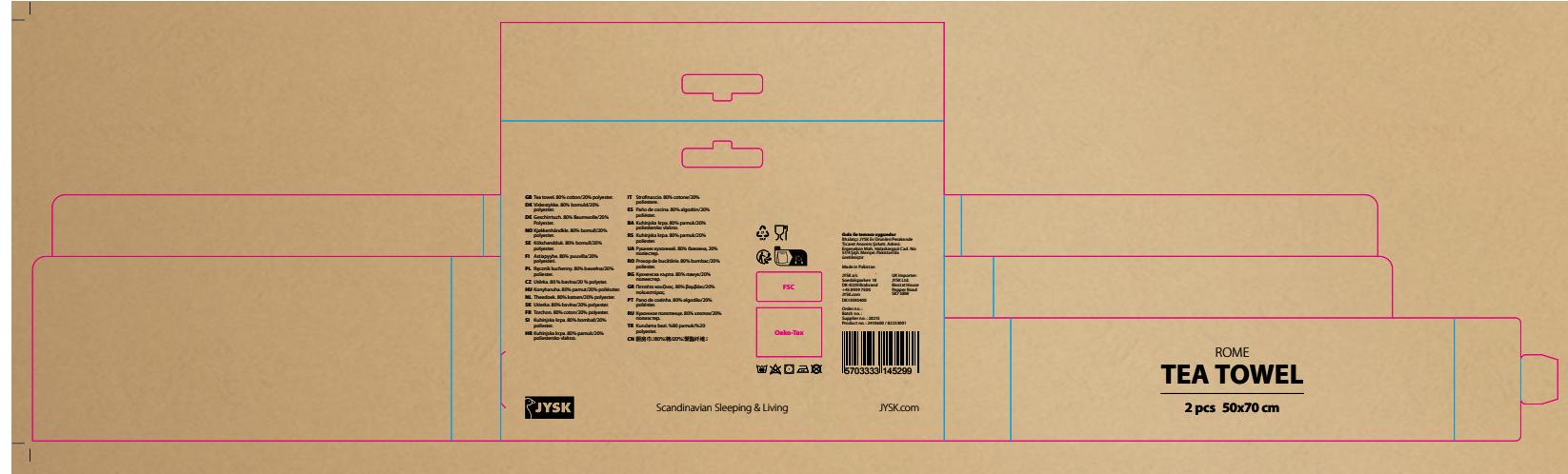
118.1

Placement guide for Info-tri and UK Importer address

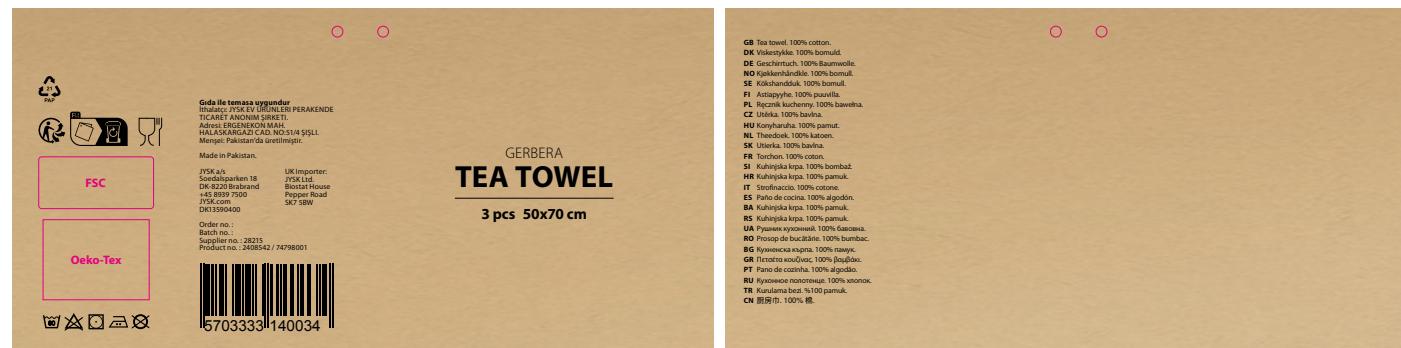
Placement guide for Info-tri and UK Importer info



Placement guide Turkish importer address for food contact materials.



122.1



122.2