



pepsico

Food. Drinks. Smiles.

DOES AND DONT FOR PEPSICO TOOL KIT

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**DO NOT REPEAT FOOD DRINK SMILES ON LABELING.
IF THE GARMENT GRAPHIC SAYS FOOD DRINKS SMILES
DO NOT ADD WOVEN LABEL WITH FOOD DRINK SMILES**

**ALL WOVEN CLAMP LABELS SHOULD BE ADDED TO
THE WEARERS RIGHT**

**FOR GRAPHICS ON CHEST THEY SHOULD ALL BE ON
WEARERS LEFT OF THE GARMENT**



FOR ITEMS WITH NAVY BACKGROUND USE WHITE TEXT



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THERE SHOULD NOT BE WOVEN LABELS ON CORE GRAPHIC MERCHANDISE

ITEMS THAT EXCLUDE OUTERWEAR WILL HAVE PRINTED TRANSFER MAIN LABEL



FOOD DRINK SMILE WOVEN CLAMP LABELS SHOULD BE ATTACHED ON ALL GARMENTS THAT DO NOT HAVE FULL PEPSICO LOGO AS THE MAIN GRAPHIC

FOR T SHIRTS THE CLAMP LABEL SHOULD BE ADDED TO THE WEARERS RIGHT SLEEVE

FOR HOODIES AND SWEATSHIRT THE LABEL SHOULD BE ADDED TO THE CUFF ON THE RIGHT SLEEVE

LABEL TO USE





ITEMS THAT SAY FOOD DRINKS SMILES ATTACH WOVEN LABEL THAT DOES NOT HAVE FOOD DRINK SMILES JUST THE PEPSICO LOGO

FOR T SHIRTS THE CLAMP LABEL SHOULD BE ADDED TO THE WEARERS RIGHT SLEEVE

FOR HOODIES AND SWEATSHIRT THE LABEL SHOULD BE ADDED TO THE CUFF ON THE RIGHT SLEEVE



HEADWEAR THAT DOES SAY FOOD DRINKS SMILSS WE WILL USE THE WOVEN LABEL ON THE WEARERS LEFT THAT DOES NOT HAVE THE FOOD DRINKS SMILES VERBAGE ON THE LABEL



HEADWEAR THAT DOES NOT HAVE FOOD DRINK SMILES AS A GRAPHIC USE FOOD DRINKS SMILES ON THE WOVEN LABELS



SCREENPRINT SHOULD BE THE GRAPHIC DECORATION OF CHOICE



USE DTG AS SECOND OPTION OF BRANDING



PEPSICO



WHERE PVC PATCH IS USED ON NON OUTERWEAR USE THE SMALLER PVC PATCH

USE LARGER PVC PATCH FOR OUTERWEAR



INNER MAIN LABELS



PRINTED INNER LABEL REFERENCE



WOVEN MAIN LABEL FOR OUTERWEAR



EXTERIOR LABELS



PEPSICO WOVEN CLAMP LABEL WITH FOOD DRINK SMILE



PEPSICO WOVEN CLAMP LABEL WITHOUT FOOD DRINK SMILE



SMALL PVC LABEL



LARGE PVC LABEL



WOVEN LABEL FOR HEADWEAR