# Young Men Branding Mass & Mid-Tier

Usage Guide

FASHION HOME

Welcome to the world of Disney Young Men's Branding. The overall Disney Brand holds an unparalleled place in the marketplace, and this Young Men's Usage Guide leverages off the immense strength of the Brand. This Guide bridges the gap between Boys and Adult with a relevant and trendy look, focusing on the ages of 13-28.

The program is divided into the Mass and the Mid-Tier level. Below is a side-by-side comparison of the two distinctive Oval Logos for each level. Each oval (and the corresponding design direction) is unique in its own way, yet the program will establish a continuity throughout all the Young Men's branding. The following pages of this guide will direct you through the specific design direction of both the Mass and Mid-Tier levels.
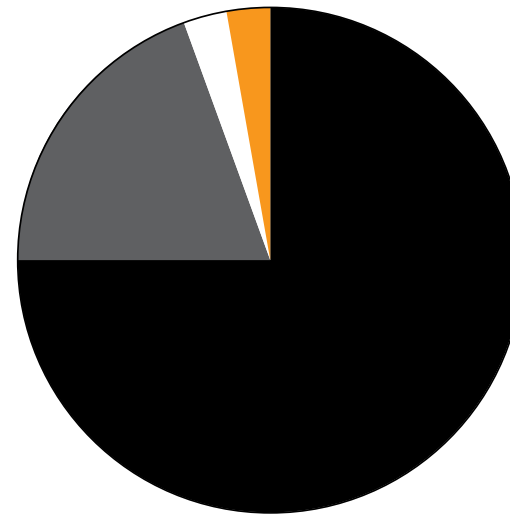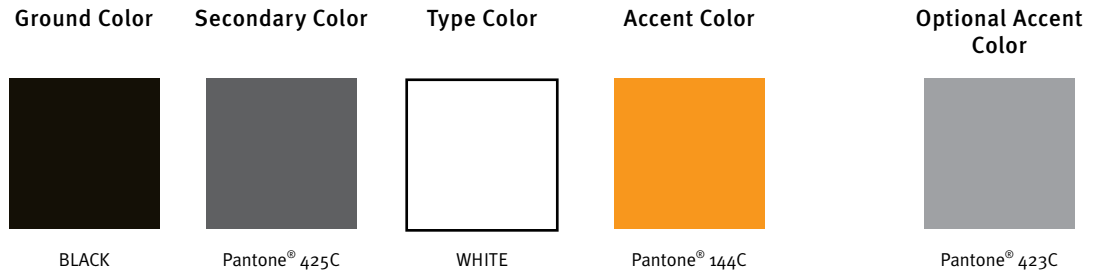

Mass Oval
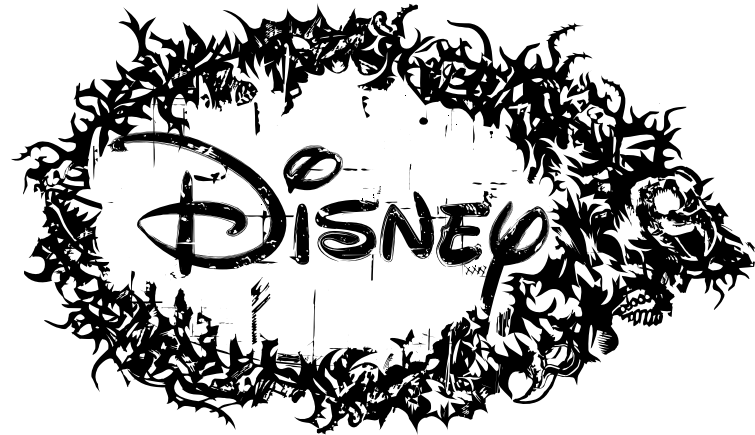
Mid-Tier Oval

This page introduces the overall color usage for both the Mass and Mid-Tier levels.

The primary ground color for this program is black. The Disney oval and thorn filigree are always gray (PMS 425c). The product name copy is white, and the product description copy is gray (PMS 425c). The crow graphic, which appears in both Mass and Mid-Tier levels, is always orange (PMS 144c).

An optional accent gray (PMS 423c) can be used as a contrast color, for example as a "surprise" color on the inside of box lids, but only as needed.

Both the Mass and Mid-Tier Sections of this guide have examples of color and design application applied to a variety of packaging templates.

Ground Color	Secondary Color	Type Color	Accent Color	Optional Accent Color
BLACK	Pantone® 425C	WHITE	Pantone® 144C	Pantone® 423C

Color Usage

Fonts and legal copy are consistent throughout the Mass and Mid-Tier levels. The primary font for Young Men's Branding is Chalet Nineteen Eighty Two. Chalet is used for both the Product Name and Product Information copy. Product Name and Product Information copy are centered with each other. For the back panels, regular body copy is Helvetica Neue and pull-out attribute copy is Chalet Nineteen Eighty Two. Body copy and pull-out attribute copy are flush left.

Product Name
Product Information

Legal Copy

Legal copy is specified in Helvetica Neue Regular. All packaging must include ©Disney and web site information. Legal copy should never appear smaller than 6 point type when viewed at 100% size.

©Disney Based on the "Winnie the Pooh" works by A.A. Milne and E.H. Shepard.

©Disney

©Disney/Pixar

Visit the Disney web site at www.disney.com

Chalet London Nineteen Eighty Two

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Chalet London Nineteen Eighty Two is available at www.houseind.com or 800-888-4390

Helvetica Neue Regular

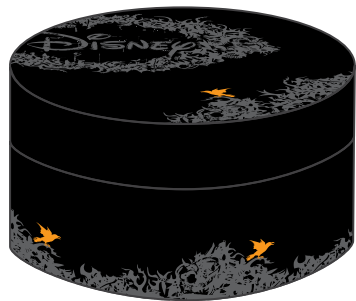# ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

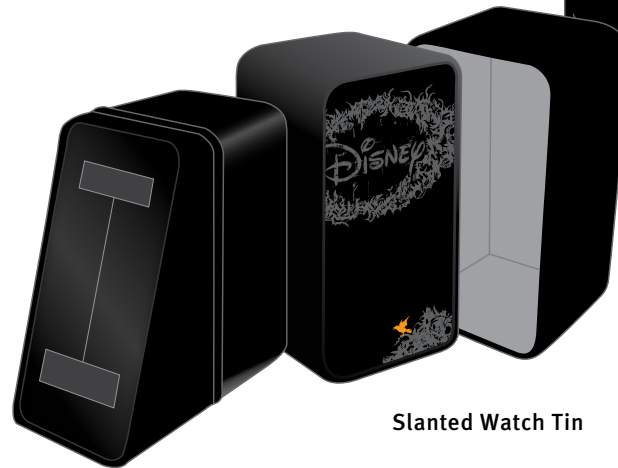*Helvetica Neue is available at www.adobe.com/type or 1-800-585-0774*
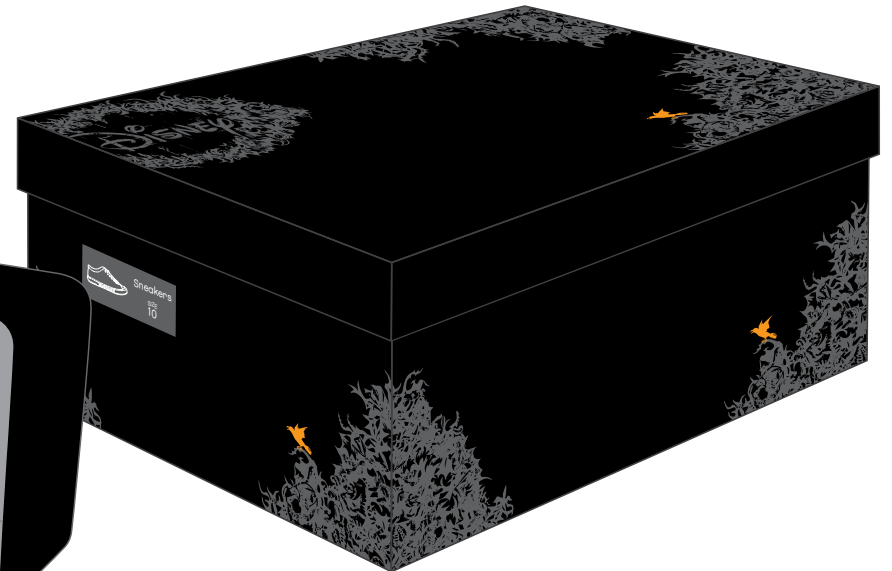
Young Men's Mid-Tier Branding

Header Card

Product Name
Product Description

Watch "Hat Box"

Slanted Watch Tin

Shoe Box

The Disney oval is sized and placed differently from a typical Disney oval. This oval is larger and can be seen as a decorative element as well as a branding statement.

Cropping

In all cases, with the exception of a freestanding place-ment, the oval is cropped. It is cropped either on the left side or top (or both). Use the exact crops as shown below.
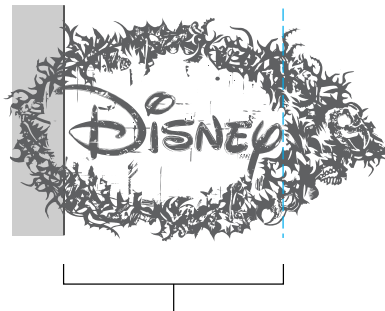
Sizing

For the majority of packages, the cropped oval is sized so that the word "Disney" is sized to be one-fourth the length of the front packaging panel. More specifically, size it from the inside of the top left hook of the "D" to the end of the "y," as shown below.
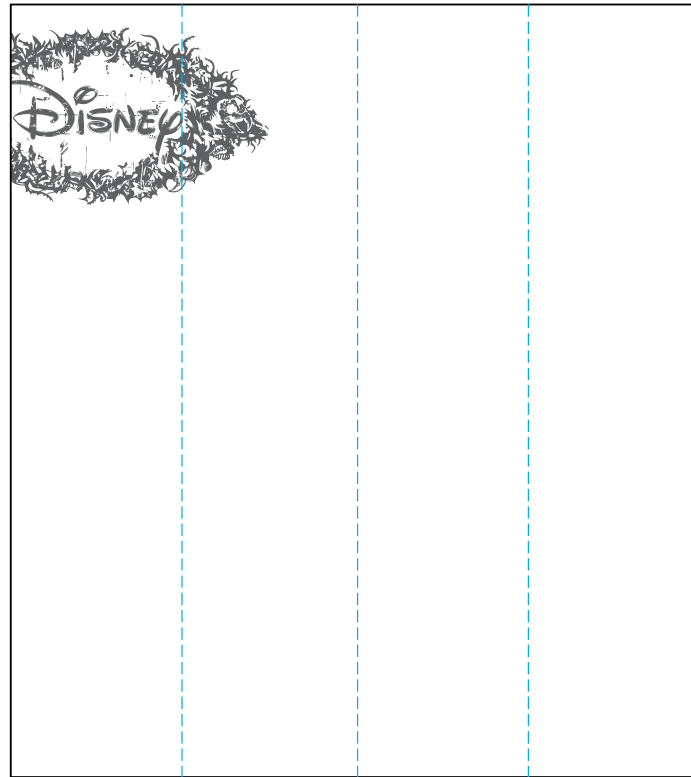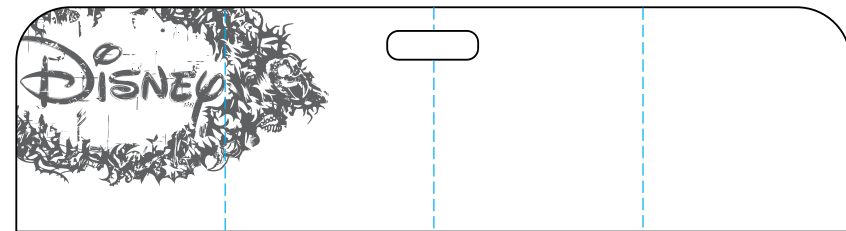
Standard top crop
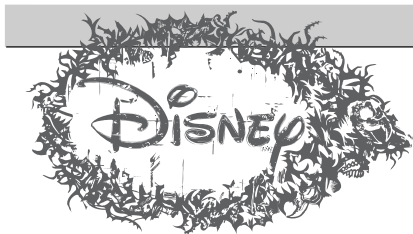
Standard left side crop

Size this part to one third the width of the package front panel.

This example shows the oval cropped on the top and side. The word "Disney" is sized to be one fourth the total panel length.
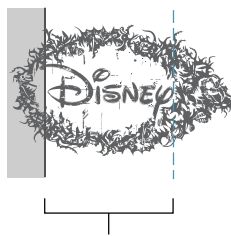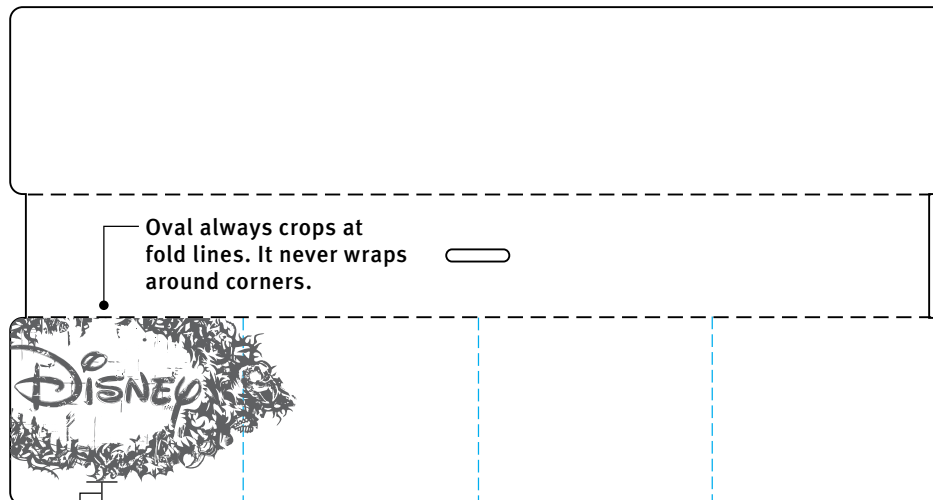
Sizing Exceptions

For packages 2 to 4 inches across, the oval can be sized to one half the total width of the package, instead of one fourth. See the accessory tin for an example. For packages that are 2 inches and smaller, the oval can be sized three quarters of the package width.

On an extremely narrow package panel, the oval can be sized down slightly from the one fourth measurement to accommodate a comfortable distance from the bottom edge. Never crop the bottom of the oval.
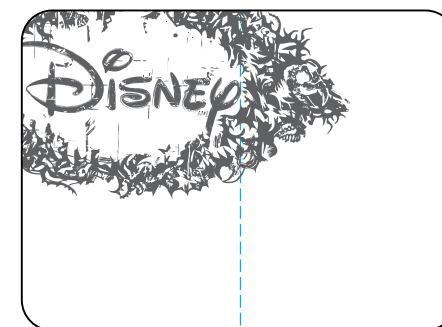
For large packages that are 12 inches or over in length, size the oval to one fifth of the package length.

For packages without a distinguishable edge or fold line, like a belly band, divide the complete belly band width in half. Taking the half measurement, divide that into fifths and size the cropped oval to that measurement. Place the oval in the visual center or left-hand side as it wraps around product. Oval should be cropped at the top in the layout, not on the left.

Narrow panel with oval sized down

Oval always crops at fold lines. It never wraps around corners.

Keep a comfortable distance between the logo and the trim of the package.

One fifth of half of the length

Top of accessory tin with "Disney" at one half the length

Belly band sizing

There are three placement options for the Disney oval on a package's front panel: top left corner, top center, and freestanding. Although there are three options available, the predominate placement is the top left corner.

Top Left Corner Placement

For a top left corner placement, the oval can be cropped on the side only, or the side and top, both shown here. The cropped part never wraps around to side panels or back.
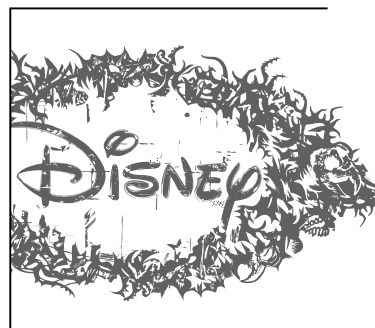
Top Center Placement

For the top center placement, crop the oval with the standard top crop. Find the center point on the front panel and align the center of the complete oval with the panel center. Make sure that the oval is sized with the cropped version, even though the oval won't be cropped in the layout.
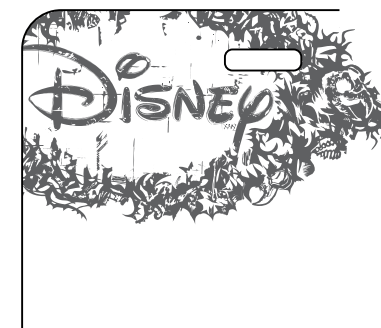
Freestanding

The oval can be freestanding in certain cases. This works best with an unusual die line or package shape. The oval is centered on the panel. Follow the instructions for sizing first—remember to size the cropped version of the oval, even though the oval won't be cropped in the layout—then place the complete oval with plenty of room away from the edges.
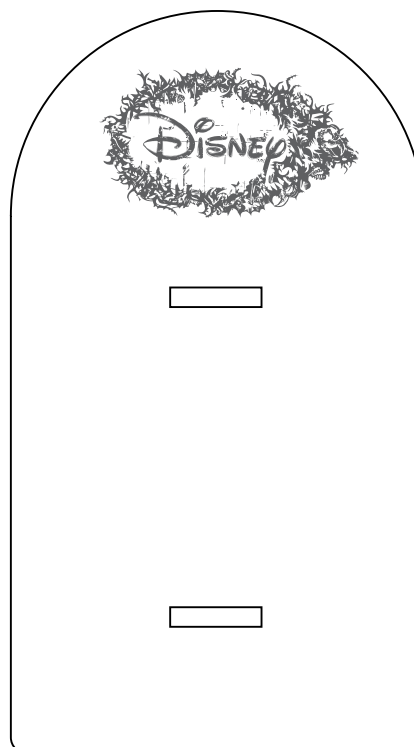
Top Left Corner Placements:
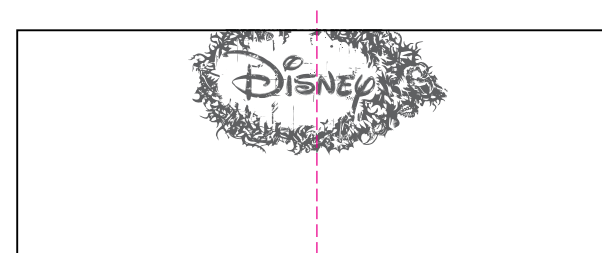
Top left corner placement with side crop.

Top left corner placement with top and side crop. Rounded corners are OK. Oval can be cropped with a die line hole, however do not crop into the Disney script type.

Freestanding Placement:

Top Center Placement:

The thorn filigree is always cropped by a corner, side, or bottom of a package. It never "floats" in the middle of a panel. Follow the cropping direction as shown for each piece of thorn filigree on the following pages. Some pieces are designed to wrap around from panel to panel. All pieces can be flopped and rotated. When scaling the thorn filigree, make sure all pieces on the packaging are scaled the same amount. The thorn filigree needs to be sized in relation to the oval. The thorn filigree key thorn grouping should be 50-75% larger than the oval key thorn grouping in the oval. Multiple thorn filigree pieces can be combined if needed. Overlapping the thorn filigree slightly is OK, as long as the overall density of the filigree is consistent throughout.

Crow Sizing

Size the crow in relation to the width of the key thorn grouping, as shown. The key thorn grouping exists on every piece of filigree. The crow is always placed on the thorns in the thorn filigree grouping: it never "floats" alone. There can be multiple crows on a single package, however they should be used sparingly because they are considered a design accent.

Filigree Sizing Relative to Oval
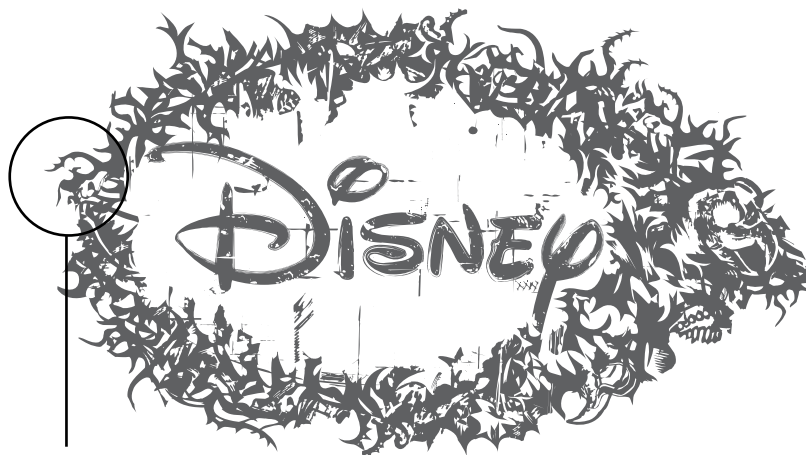
Size up the this Key Leaf Grouping 150-175%. Size the filigree, using the Filigree Key Leaf Grouping as a guide, to that size.

Dove Sizing:

Key Leaf Grouping
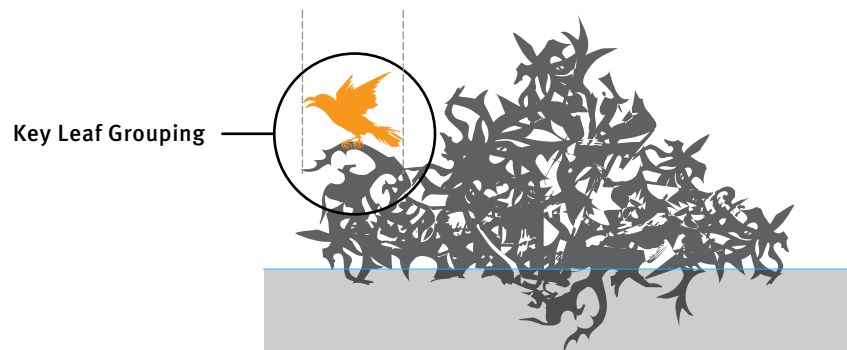
Freestanding/Corner Wrap Filigree

This filigree piece can be used two ways. It can crop at the bottom only, as shown at the left, or it can crop at the bottom and the side, as shown on the right. The side crop can vary.
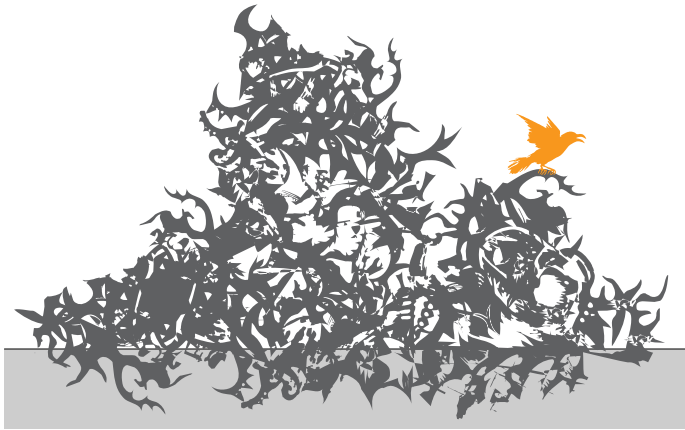
The position of the vertical crop can move depending on length of packaging panel.
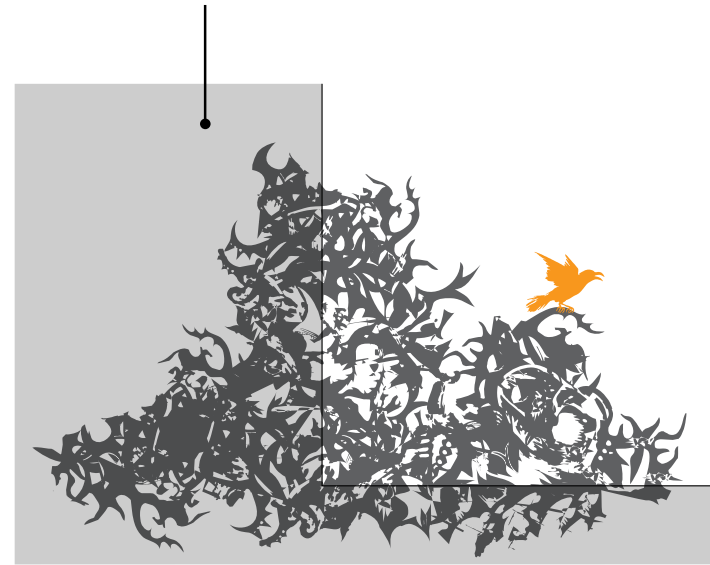
Tall Freestanding/Corner Wrap Filigree

Horizontal/Vertical Filigree

This filigree is designed to repeat and can wrap around
multiple side panels. The crow does not have to repeat
along with the filigree.

Alternate Horizontal Filigree

Small Corner Piece

This piece can rotate to fit in the
upper right corner of a box panel.

Specific product and legal information is allocated to the back panel. The back panel has a gray (PMS 425c) band at the bottom which holds the legal copy, Disney oval, licensee logo and UPC code. The simplified version of the Disney oval (see below) is used on the back panel. The logo reverses out to white, and the type prints black.

Simplified Disney Oval

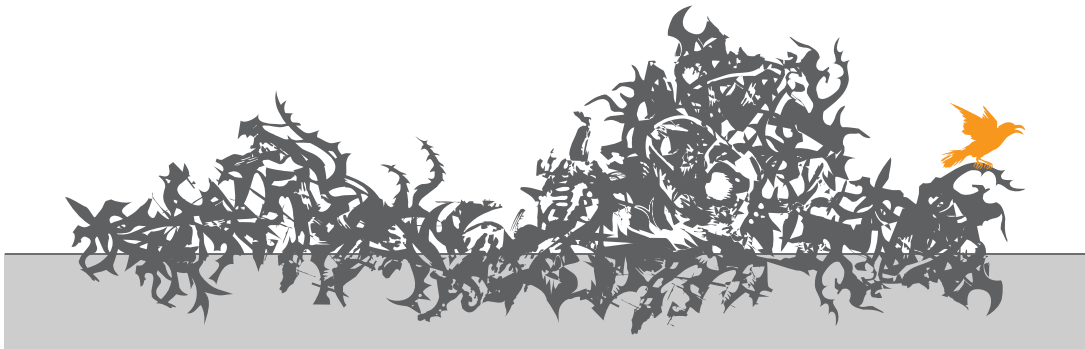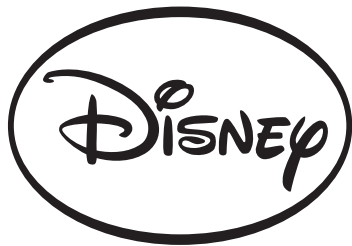For all back panels and any other case where the logo is sized 1 inch or smaller on the package.

Simplified Logo

Complex Back Panel

Product Name
Product Description

Snipe Copy Fits Here

Lorem ipsum dolor sit amet, consectetur adip isicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud sed do eiusmod exercitation magna aliqua. Lorem ipsum dolor sit amet, consectetur adip isicing elit enim ad mi nim veniam, quis nostrud sed do eius mod exe rcit

Attribute copy to go here lorem ipsum dolor sit amet, consectetur adip isicing elit.

Attribute copy to go here lorem ipsum dolor sit amet, adip isicing elit.

Licensee Logo

FPO
0 00000 00 0

Item Name and Price

© Disney

Simplified Back Panel

Product Name
Product Description

Licensee Logo

FPO
0 00000 00 0

Item Name and Price

© Disney

Licensee Logo

FPO
0 00000 00 0

Item Name and Price

© Disney

Small Back Panel

If the back panel is very small, then it can be gray (PMS 425c) all over.

Here is an example of do's and don'ts on a front panel
of a 3 ½ inch insert card for a sonic sealed blister watch
package.

The logo is sized incorrectly and is
cropped on the right. The logo should
be cropped on the left or top, or both.

Don'ts

Corrected Layout

The filigree pieces
should never "float":
they should be
cropped at the
bottom, or bottom
and side.

The crow is sized too
large in relation to the
filigree.

Product Name
Product Description

Product Name
Product Description

The Product Name and Product
Description copy should be specificed
as Chalet London Nineteen Eighty Two.

Here is an example of do's and don'ts on a back panel
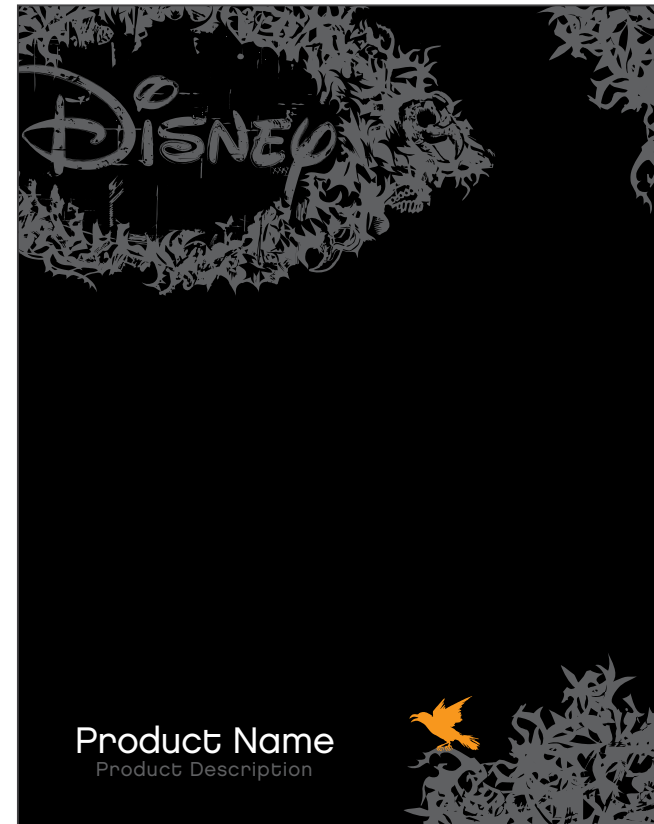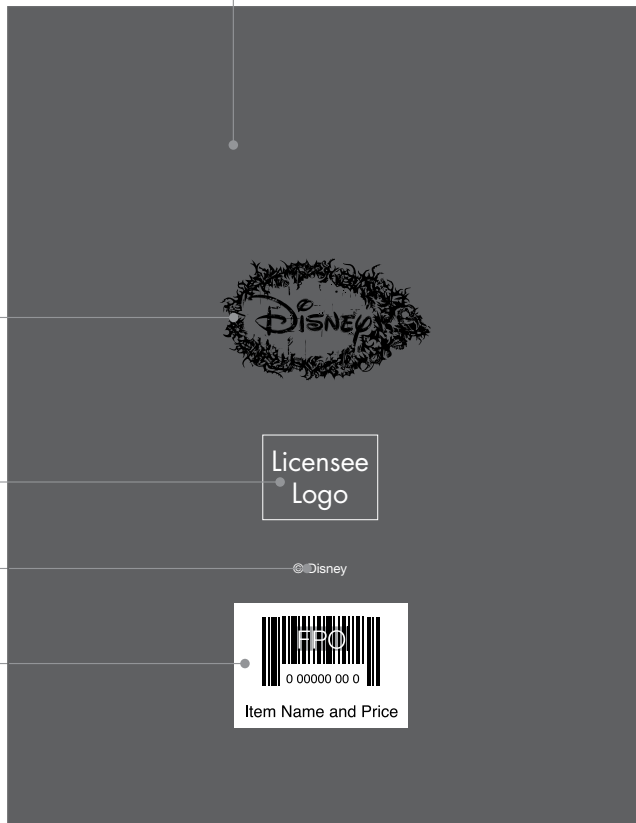of a 3 ¹/₂ inch insert card for a sonic sealed blister watch
package.

Back panel should be black with a
gray bar at the bottom. This panel
is not small enough to justify only
a solid gray background.

Don'ts

Corrected Layout

The oval on the back
panel should be the
simplified version.

The legal information
and the UPC code
should be moved
to the bottom and
contained within the
gray bar.

Licensee
Logo

©®Disney

FPO
0 00000 00 0

Item Name and Price

Product Name
Product Description

Lorem ipsum dolor sit amet, consectetur
adip isicing elit, sed do eiusmod tempor
incididunt ut labore et dolore magna aliqua.
Ut enim ad minim veniam, quis nostrud sed
do eiusmod exercitation magna aliqua.
Lorem ipsum dolor sit amet, consectetur
adip isicing elit enim ad mi nim veniam, quis
nostrud sed do eius mod exe rcit

Licensee
Logo

FPO
0 00000 00 0

Item Name and Price

© Disney

This shows a complete catalog of all art used for Mid-Tier designs. The crow, snipe and simplified logo are the only elements that cross over to Mass designs.
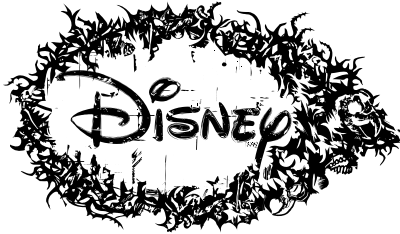
YMMidTLogo.ai
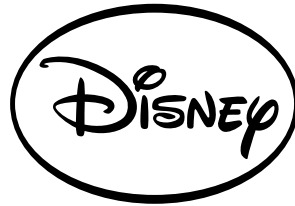
YMMMLogoSimplified.ai

YMMidTCrow.ai

YMMMSnipe.ai

Snipe Copy Fits Here
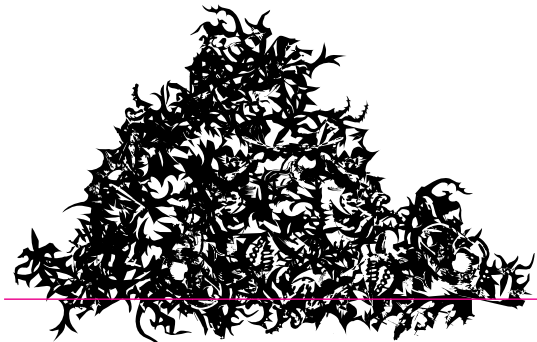
YMMidTFiligree01.ai

YMMidTFiligree02.ai

YMMidTFiligree03.ai

YMMidTFiligree04.ai

YMMidTFiligree05.ai

Young Men Mass Branding

Header Card

Watch Blister Card

Shoe Box

The Young Men's Mass oval is sized and placed differently from a typical Disney oval. Like the Mid-Tier branding, this oval is sized larger and can be seen as a decorative element as well as a branding statement.

Cropping

In all cases, with the exception of freestanding place-ment, the oval is cropped. It is cropped either on the left side or top (or both). Use the exact crops as shown below.

Sizing

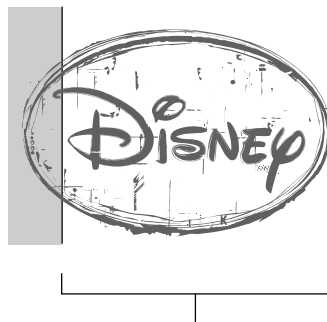For the majority of packages, the cropped oval is sized one third of the width of the packaging front panel. Never use the complete oval for sizing, only the cropped portion.
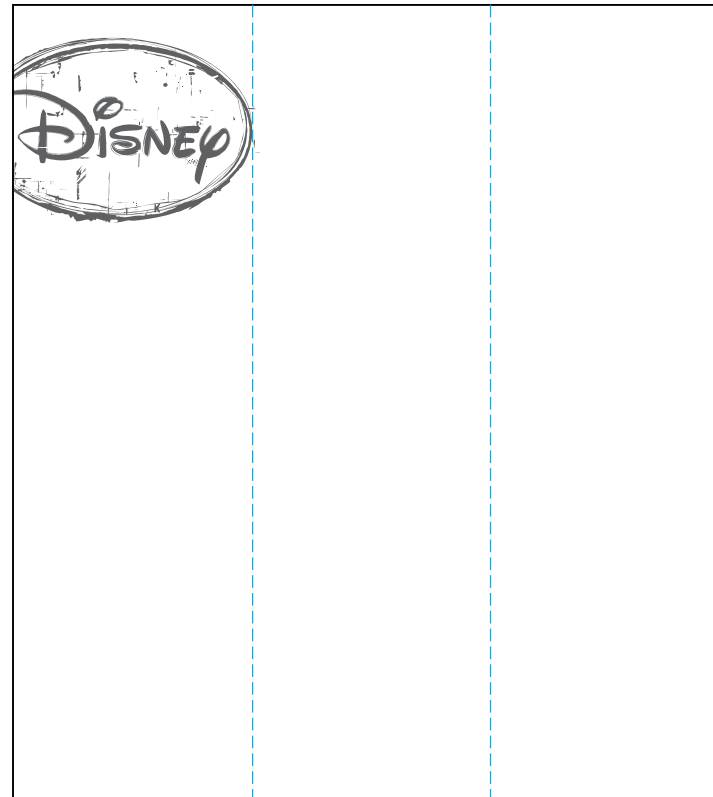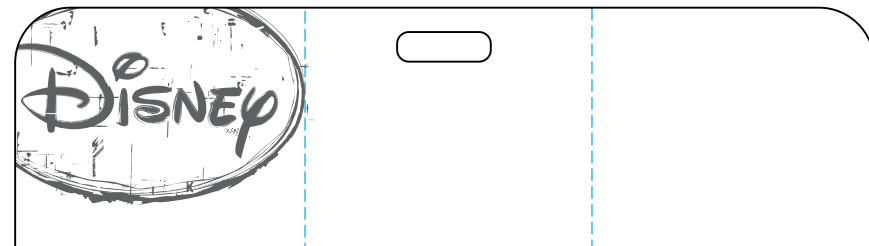
Standard top crop

Standard left side crop

Size this part to one third the width of the package front panel.

Examples of packaging panels divided into thirds. The cropped oval is sized at one third the total panel length.

Sizing Exceptions

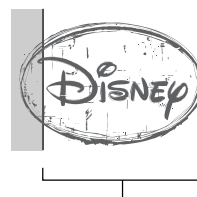For packages 2 to 4 inches across, the oval can be sized to one half the total width of the package, instead of one third. See the decorative tin below as an example. For packages that are 2 inches and smaller, the oval can be sized three quarters of the package width.

On an extremely narrow package panel, the oval can be sized down slightly from the one third measurement to accommodate a comfortable distance from the bottom edge. Never crop the bottom of the oval.

For large packages that are 12 inches or over in length, size the oval to one quarter of the package length.

For packages without a distinguishable edge or fold line, like a belly band, divide the complete belly band width in half. Taking the half measurement, divide that in quarters and size the cropped oval to that measurement. Place the oval in the visual center or left-hand side as it wraps around product. Oval should be cropped at the top in the layout, not on the left.

Narrow panel with oval sized down

Oval always crops at fold lines. It never wraps around corners.

Keep a comfortable distance between the logo and the trim of the package.
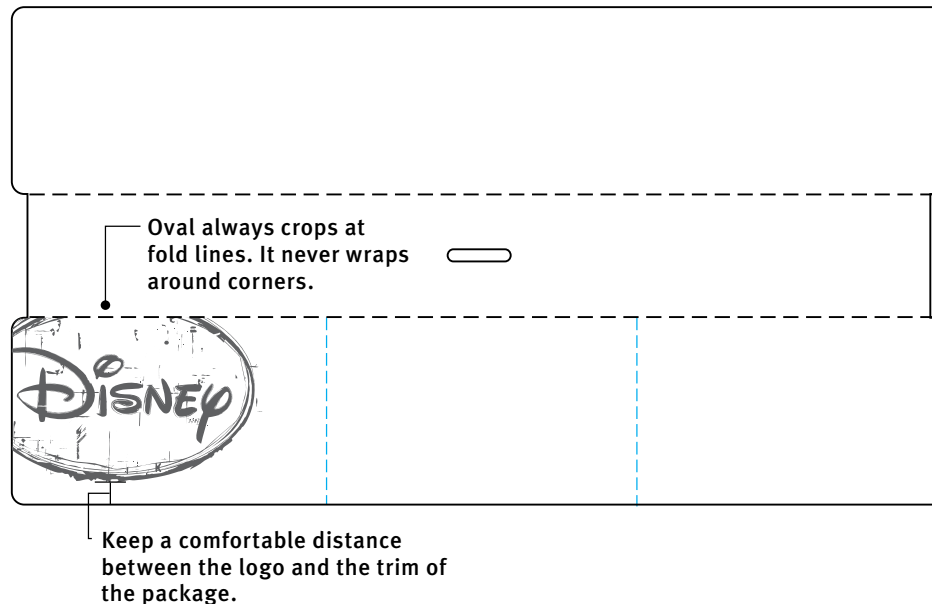
One quarter of half of the length

Top of accessory tin with "Disney" at one half the length

Belly band sizing

There are three placement options for the Disney oval on a package's front panel: top left corner, top center, and freestanding. Although there are three options available, the predominate placement is the top left corner.

Top Left Corner Placement

For a top left corner placement, the oval can be cropped on the side only, or the side and top, both shown here. The cropped part never wraps around to side panels or back.
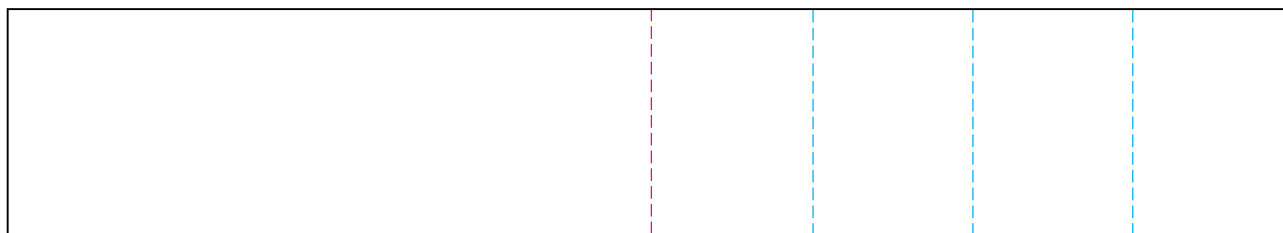
Top Center Placement

For the top center placement, crop the oval with the standard top crop. Find the center point on the front panel and align the center of the complete oval with the panel center. Make sure that the oval is sized with the cropped version, even though the oval won't be cropped that way in the layout.

Freestanding

The oval can be freestanding in certain cases. This works best with an unusual die line or package shape. The oval is centered on the panel. Follow the instructions for sizing first—remember to size the cropped version of the oval, even though the oval won't be cropped in the layout—then place the complete oval with plenty of room away from the edges.

Top Left Corner Placements:

Top left corner placement with side crop.

Top left corner placement with top and side crop. Rounded corners are OK. Oval can be cropped with a die line hole, however do not crop into the Disney script type.

Freestanding Placement:

Actual package size is 3 ³/₄ inches

Top Center Placement:

Actual package size is 6 inches

The Young Men's Mass packaging includes a crow icon graphic along with the oval. This graphic is placed on the front panel of any packaging (and side panels on dimensional packages), but never on the back panel. The crow icon graphic is sized in relation to a properly sized oval: the length of the crow only is determined by the measurement between the upper left inside hook of the "D" in the "Disney" script to the right curve of the "D." The crow icon graph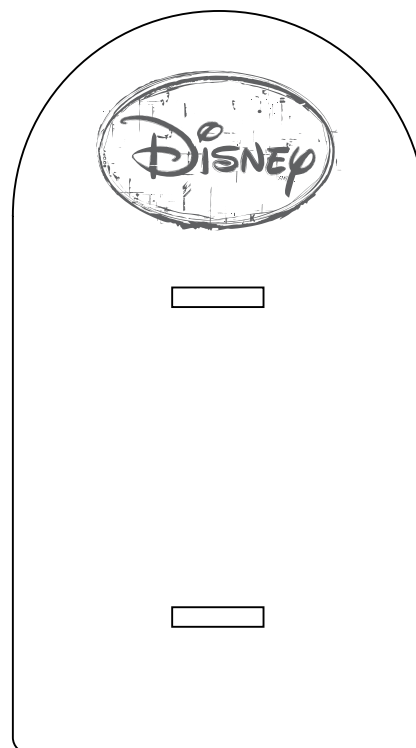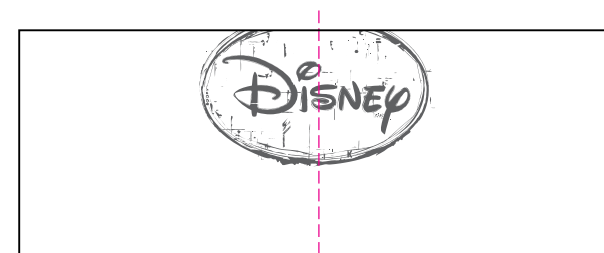ic includes a branch. The crow is never separated from the branch, and the branch is always cropped. The crow icon graphic can be flopped; therefore it can be placed near the right or left side of a packaging panel. Do not crop the crow itself, or wrap any part of the graphic from the front to the side or back. Try to keep a comfortable distance between the oval and the crow icon graphic. Ideally, the oval is in the upper left, and the crow icon graphic is in the lower right (as shown).
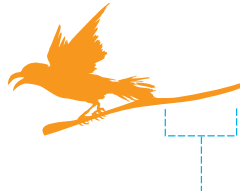
Crow Icon Graphic: The branch of the graphic can be cropped at any point along the branch.

Size the crow as shown: the measurement from the inside of the top hook to the right side of the "D" determines the crow size (NOT including the branch).

This example shows the correct way to place the crow on a front packaging panel.

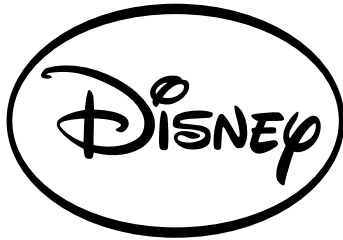Specific product and legal information is allocated to the back panel. The back panel has a gray (PMS 425c) band at the bottom which holds the legal copy, Disney oval, licensee logo and UPC code. The Disney oval and the type reverses out to white.

Simplified Disney Oval

This is a simplified version of the Disney oval that is used on the back panel, and any other case where the logo is sized 1 inch or smaller on the front package.

Simplified Logo

Complex Back Panel

Product Name
Product Description

Snipe Copy Fits Here

Lorem ipsum dolor sit amet, consectetur adip isicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud sed do eiusmod exercitation magna aliqua. Lorem ipsum dolor sit amet, consectetur adip isicing elit enim ad mi nim veniam, quis nostrud sed do eius mod exe rcit

Attribute copy to go here lorem ipsum dolor sit amet, consectetur adip isicing elit.

Attribute copy to go here lorem ipsum dolor sit amet, adip isicing elit.

Licensee Logo

FPO
0 00000 00 0

Item Name and Price

© Disney

Simplified Back Panel

Product Name
Product Description

Licensee Logo

FPO
0 00000 00 0

Item Name and Price

© Disney

Licensee Logo

FPO
0 00000 00 0

Item Name and Price

© Disney

Small Back Panel

If the back panel is very small, then it can be gray (PMS 425c) all over.

Here is an example of do's and don'ts on a front panel of a 3 ½ inch insert card for a sonic sealed blister watch package.

Oval should only be cropped on the left or top, or both: never on the right. The oval is also the wrong color (it should be PMS 425c).

Don'ts

Corrected Layout

The crow is sized too large and doesn't include the branch (which always crops).

Product Name
Product Description

Product Name
Product Description

The Product Description copy should be gray (PMS 425c), not white.

Here is an example of do's and don'ts on a back panel of a 3 $^1/_2$ inch insert card for a sonic sealed blister watch package.
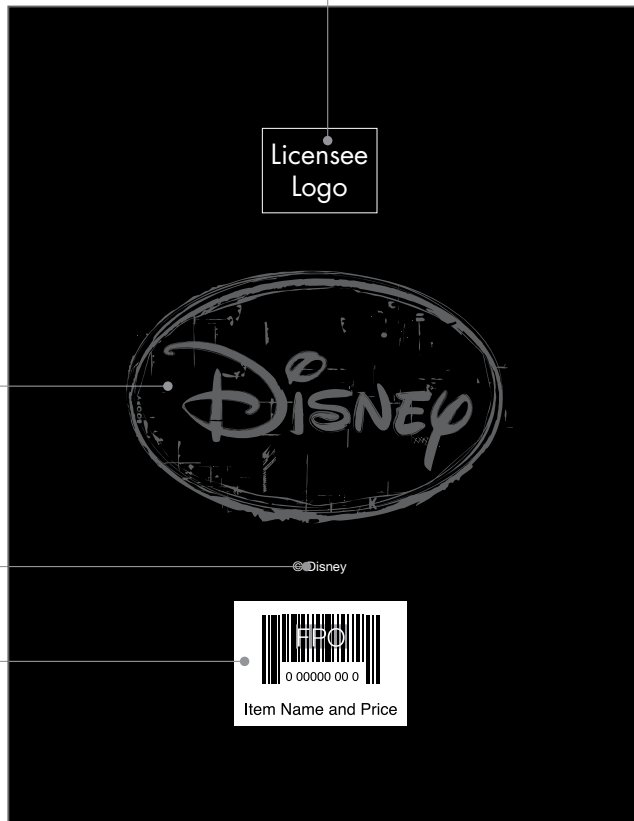
The licensee logo should be contained within a gray (PMS 425c) bar at the bottom of the panel.

Don'ts

Corrected Layout

Licensee Logo

The oval on the back panel should be the simplified version.

©Disney

The legal information and the UPC code should be contained within a gray (PMS 425c) bar at the bottom of the panel.

FPO
0 00000 00 0
Item Name and Price

Product Name
Product Description

Lorem ipsum dolor sit amet, consectetur adip isicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud sed do eiusmod exercitation magna aliqua. Lorem ipsum dolor sit amet, consectetur adip isicing elit enim ad mi nim veniam, quis nostrud sed do eius mod exe rcit

Licensee Logo

FPO
0 00000 00 0
Item Name and Price

© Disney
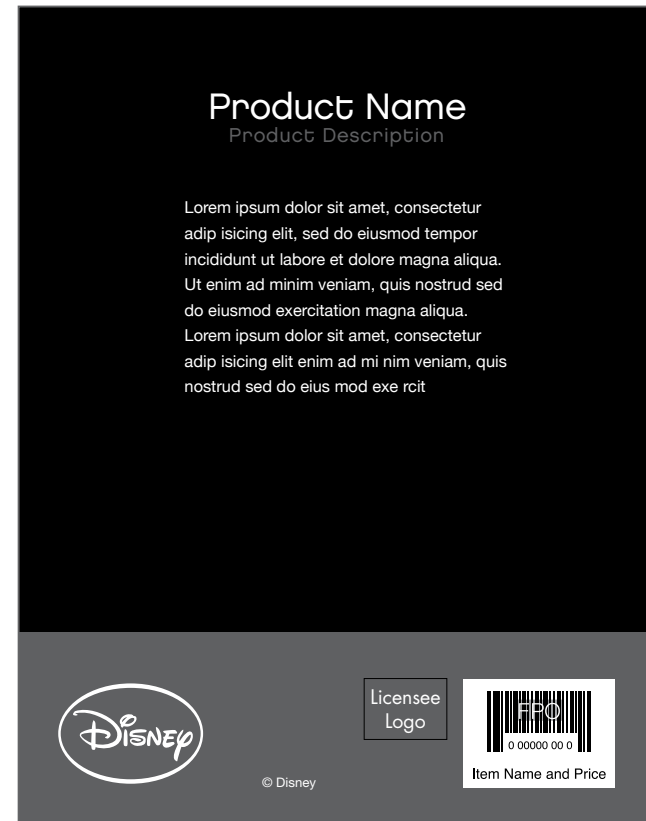
This shows a complete catalog of all art used for Mass designs. The crow, snipe and simplified logo are the only elements that cross over to Mid-Tier designs.
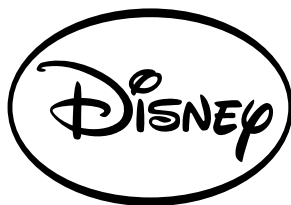

YMMassLogo.ai

YMMMLogoSimplified.ai

YMMassCrow.ai

YMMMSnipe.ai

NO UNAUTHORIZED USE
This Product Development Portfolio/Style Guide ("Style Guide") is provided to you for the sole purpose of assisting you in developing character merchandise pursuant to your license agreement with Disney. No part of this Style Guide, or any reproduction thereof, may be publicly displayed or transferred by you to any other party for any purpose whatsoever. Any unauthorized use of this Style Guide may subject you to both criminal and civil penalties. No title to or ownership rights in the Style Guide or CD-ROM, or any portion thereof, is transferred to you. You may not decompile, reverse engineer, disassemble, or otherwise reduce any software to a human-perceivable form. All copies of this Style Guide in your possession or direct or indirect control must be returned promptly upon request by Disney.

TRADEMARKS AND FONTS
The words, phrases (including the title of this Style Guide), icons, fonts, designs and logos suggested for product in this Style Guide are for inspiration only. Certain elements of the designs, such as icons and fonts, may have been purchased or licensed from third parties. You must determine if your commercial use of these elements necessitates a license from the rights holders. In addition, you must conduct your own trademark searches for any word, phrase, design, icon or logo which you use on or in connection with product under your license agreement. Please contact your Product Development Associate if you have any questions or concerns.

FOREIGN LANGUAGE ELEMENTS
The use of foreign language on or in connection with products may be subject to legal restrictions in certain territories. You must comply with any applicable restrictions and laws in each territory in which you will sell or distribute products under your license with Disney.

DIGITAL PORTFOLIO
Due to variations in your monitor and viewing environment, images in the Product Development CD-ROM are not color correct. Please refer to the PANTONE® color callouts for color reference. Adobe Acrobat® Reader 4.0 is a trademark of Adobe Systems Incorporated. Extensis Portfolio™ Browser 4.0 is a trademark of Extensis Corporation.

COLOR
Colors shown throughout this Style Guide are not intended to match the PANTONE® color standards. The standards for PANTONE colors can be found in the current edition of the PANTONE Color Formula Guide 1000. Whichever printing process or materials you use, please match your colors to the PANTONE numbers for coated stock listed throughout this Portfolio. PANTONE is a registered trademark of Pantone, Inc.

COPYRIGHT NOTICES
For products and packaging (including hang tags, if applicable) and other permitted materials, you must include the following copyright notice, unless otherwise directed by Disney: ©Disney