

The Disney logo is rendered in white, classic script font, centered on a red heart. The heart is set within a dark red, glossy oval frame that has a slight shadow and highlights, giving it a three-dimensional appearance. The background of the entire slide is a vibrant red with a repeating pattern of light red floral and vine motifs. A vertical red ribbon-like element runs down the center, passing through the heart and the title box.

Disney

The title 'Valentine Packaging Guidelines' is written in a dark red, elegant serif font. It is contained within a white, horizontally-oriented decorative box with a scalloped, ribbon-like border. The box has a subtle drop shadow, making it stand out from the background.

Valentine Packaging Guidelines

## Introduction:

Welcome to our Disney Seasonal Guide for Valentine.  
Here, Disney Consumer Products helps to celebrate the season with a vibrant and colorful packaging program. It complements our new branding initiative while adding the magic of the season across our core properties.

Within the guide, you will find a single umbrella solution including core pattern, icons and a selection of Valentine-themed character art. We have also included a selection of images called "Special Moments" featuring some of your favorite Disney characters.

## Objective:

The Disney seasonal guide is used to merchandise targeted product lines celebrating the magic of this holiday. This system provides a cohesive statement for product presentation at retail and continues to build equity for all our Disney branded properties.

## Target Audience:

Primary - Preschool through core kids

Secondary - Parents and caregivers

For 2009 and beyond.



# Retail Signage



MMNA035001.psd



MMNA035002.psd



MMNA035003.psd



MMNA035004.psd



MMNA035005.psd



MMNA035006.psd



MMNA035007.psd

• Note: Check with your licensee for printing specifications.



## Examples For Non-Core Properties

This page was created for inspiration only. It is to show how to use the packaging elements for alternative properties such as Disney Channel, Disney/Pixar, and Classic Character properties. The seasonal guidelines supercede all branding packaging systems as this packaging is to stay on shelf only during the specific season.

For all properties under Valentine Branding, use the 1:2 ratio logo rule for the Valentine oval and property logo. However, the logo size should not compete with the talent or character art.

For all Channel properties, please include the Disney Channel Ears logo on back of packaging.

NOTE: Elements shown here, such as character art and logos that are not Valentine related, are available on Artwork Catalog and in their respective guides.



# Closed Box



• Note: The closed box shown here is 30% of the actual size.

Size: 8 1/4 (H) x 11 (W) Finish  
MMNA035008.psd

- 1 Use Disney Core Brand Valentine Logo MMNA035023.psd
- 2 Use Property Trade Dress MMNA035033.ai
- 3 Place product packaging photo here
- 4 Use Main Packaging Property Liner MMNA035030.psd
- 5 Choose Special Moment Image from Element Page
- 6 Use Property Trade Trim MMNA035030.ai
- 7 Use font Murray Hill BF Bold for age grade
- 8 Choose a Snipe from Element Page
- 9 Use Swoosh Elements MMNA035027.ai & MMNA035028.ai
- 10 Use Image Insert Frame MMNA035032.psd
- 11 Use Photo Insert Frame MMNA035031.psd
- 12 Use Diamond Heart Belt MMNA035035.psd
- 13 Use font Murray Hill BF Bold for Product Name and Product Description
- 14 Use Photo Insert Frame MMNA035032.psd
- 15 Use Icon MMNA035029.psd
- 16 Use font Murray Hill BF Bold for Product Description
- 17 Use font Futura Medium for legal



# Window Box



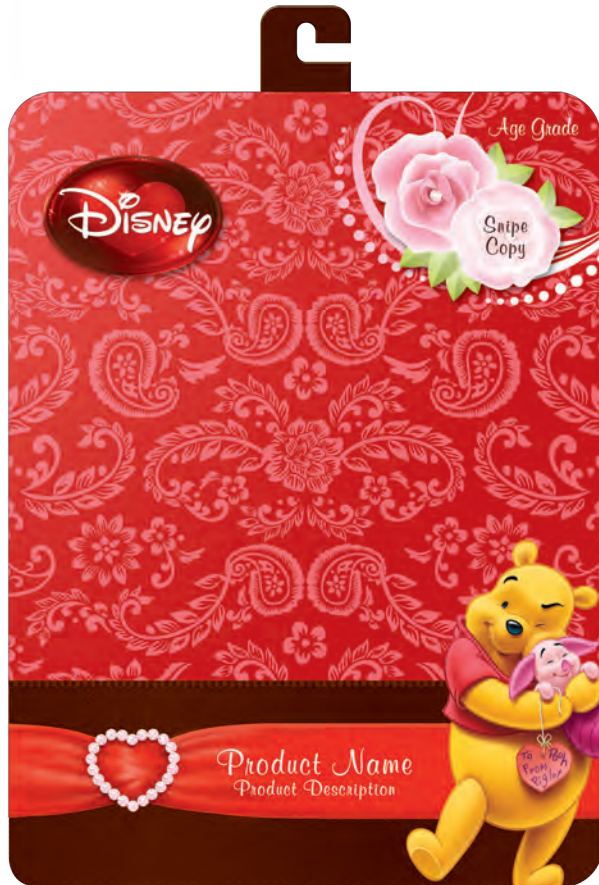
• Note: The window box shown here is 30% of the actual size.



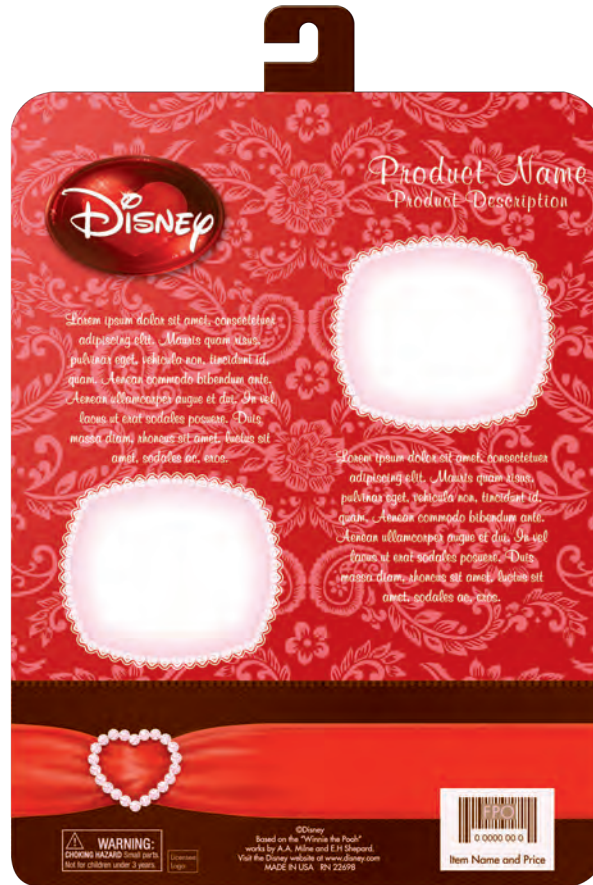
Size: 8 1/4 (H) x 11 (W) Finish  
MMNA035009.psd

# Blister Card

Front



Back



Option: Photo Caption in Front



Size: 8½ (H) x 12 (W) Finish  
MMNA035010.psd

• Note: The blister card shown here is 35% of the actual size.

# Neck Label

Cut & loop Damask woven label. ©Disney on back, white, 6pt Futura Medium. Match red color with Pantone® 485 C.  
 Use ©Disney Based on the "Winnie the Pooh" works by A.A. Milne and E.H. Shepard, if product features Winnie the Pooh character art.  
 Use ©Disney/Pixar, if product features an image from Disney/Pixar property.

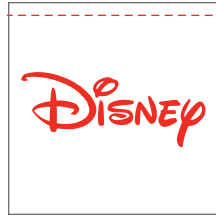
Woven Label



Size: 28mm × 28mm Finish  
 MMNA035011.ai

- Winnie the Pooh version  
 MMNA035012.ai
- Disney/Pixar version  
 MMNA035013.ai

Printed Label



Size: 28mm × 28mm Finish  
 MMNA035014.ai

Heat Seal



M  
 MADE IN CHINA  
 ©DISNEY

MMNA035015.ai

Heat Seal for  
 Winnie the Pooh version



M  
 MADE IN CHINA  
 ©DISNEY  
 Based on the "Winnie the Pooh"  
 works by A.A. Milne and E.H. Shepard

MMNA035016.ai

Heat Seal for  
 Disney/Pixar version



M  
 MADE IN CHINA  
 ©DISNEY/PIXAR

MMNA035017.ai

Include ©Disney in Futura Medium, 6pt.  
 Letter (S, M, and L) will change based on size of garment.  
 Letter size is in Futura Medium.  
 Centered, 1/4" below logo.

# Basic Hang Tag

5-Color Printing: 4-color process plus Pantone® 485 C. Paper Stock: 16pt Tango or equivalent.  
 Include ©Disney in Futura Medium, 6pt Pantone® 485 C on the back of the hang tag.  
 Use ©Disney Based on the "Winnie the Pooh" works by A.A. Milne and E.H. Shepard, if products feature Winnie the Pooh character art. Use ©Disney/Pixar, if product features an image from Disney/Pixar property.

Front



Back



Size: 14/5 (H) x 2 1/2 (W) Finish  
 MMNA035018.psd

- Winnie the Pooh version  
 MMNA035019.psd

- Disney/Pixar version  
 MMNA035020.psd

Character Hang Tag Option  
 (not to scale)



Front

Back

Size: 2 1/2" (w) × 2 1/2" (h) Finish  
 MMNA035021.psd

Size: 2 1/2" (w) × 2 1/2" (h) Finish  
 MMNA035022.psd



## Elements: Logos

Disney Core Brand  
Valentine Logo



MMNA035023.psd

Disney Core Brand Valentine  
Logo for Retail Signage



MMNA035006.psd

## Elements: Snipes

(Snipes are used to call out special features, not pricing.)



MMNA035024.psd



MMNA035025.psd



MMNA035026.psd

## Elements: Color

### • Main Packaging Color



Pantone®  
497C



Pantone  
485C



Pantone  
197C



Pantone  
196C

### • Secondary Packaging Color



Pantone  
1815C



Pantone  
186C

• Note: Colors shown on this page are not intended to match the Pantone® color standards. Pantone is a registered trademark of Pantone, Inc.

## Elements: Swooshes



MMNA035027.ai



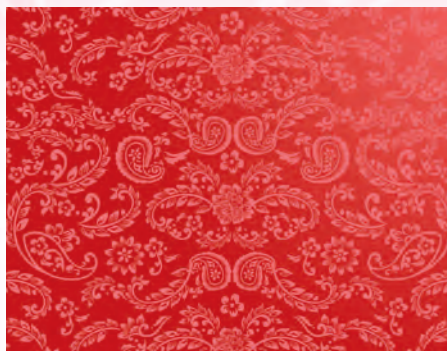
MMNA035028.ai

## Elements: Icon



MMNA035029.psd

## Elements: Property Pattern/Liner



MMNA035030.psd

## Elements: Photo Insert Frame



MMNA035031.psd

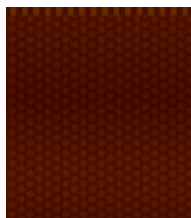
## Elements: Image Insert Frame



MMNA035032.psd

## Elements: Property Trade Dress and Property Side Trade Dress

Side (Left)



Property Trade Dress - Front



Side (Right)



MMNA035033.ai

• Note: Property Trade Dress and Property Side Trade Dress share the same .ai file. Adjust the width according to the required packaging size.

## Elements: Property Trade Trim



MMNA035034.ai

• Note: Property Trade Trim is applied onto top of Box Front and Box Sides.

## Elements: Ribbon with Heart Gems

• Use for Packaging & Retail Signage – shorter version



MMNA035035.psd

• Use for horizontal Retail Signage & Packaging – longer version



MMNA035036.psd

• Note: Ribbon is always used with the combination of Property Trade Dress.

# Elements: Character Art



MMNA035037.psd



MF041121.psd



MMNA035038.psd



MF041412.psd



T008018.psd



MF041413.psd



MF041414.psd



MF041415.psd



MF041416.psd



MF041269.psd



MF041270.psd



MF041271.psd

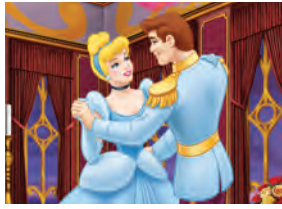


MF041272.psd

• *Note: Additional character poses available on artwork catalog.*



# Elements: Special Moments - From Disney Movies



MMNA035039.psd



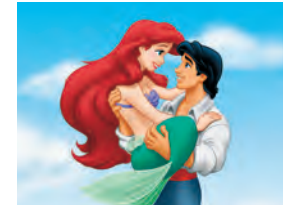
MMNA035040.psd



MMNA035041.psd



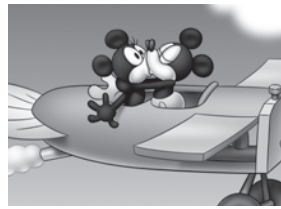
MMNA035042.psd



MMNA035043.psd



MMNA035044.psd



MMNA035045.psd



MMNA035046.psd



MMNA035047.psd



MMNA035048.psd



MMNA035049.psd



MMNA035050.psd



MMNA035051.psd



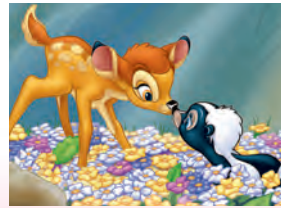
MMNA035052.psd



MMNA035053.psd



MMNA035054.psd



MMNA035055.psd

# Elements: Special Moments - From Disney/Pixar Movies



Rat\_v310\_237cs\_cmyk\_56.tif



Rat\_v770\_7hcs\_cmyk\_110.tif



n103x20crxsel8x336.tif



n7ax13vmcrxpub8x125.tif



INCRxh1gx15bcr93.tif



INCRxh20x6cr25.tif



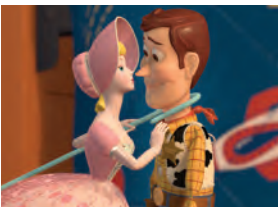
INCRxh65bx47cr37.tif



m25004crsel160227.tif



Ab26\_28select16102.tif



a02023sel175.tif



Sally - Porsche is a trademark of Porsche or Porsche® or Porsche™

MMNA03S056.psd

• Note: These are the Final Frame Images (except Cars) and require special approval. Please contact Artwork Catalog team for further assistance.

*A Little Romance*

*True Romance*

*Happy Romance*

*Wheel Love*

*(For use with any Cars images.)*

*True Love*

*Happy In Love*

*Eternal Love*

*Heart to Heart*

*You're The Best*

*You're My Hero*

*Be Mine*

*X.O.X.O.*

*Fairy Tale Valentine*

*(My) Royal Valentine*

*Happy Valentine's Day*

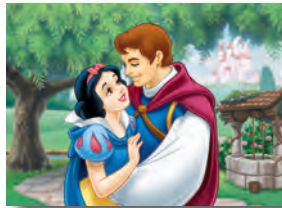
*You're close to my heart*

*You're So Sweet*

*Romantic Dance*



# “Special Moments” Images Usage Guide



*A Little Romance*

*Happy Valentine's Day*

*True Romance*

- Use this guide as a general rule. Place each “Special Moments” image and a selected catch phrase inside of an Image Insert Frame. Each “Special Moments” image is always used in combination with an Image Insert Frame and a selected catch phrase from the Editorial page. It cannot be used individually.



## Fonts

*Murray Hill - Regular* — Use for product description

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 . , ; ( ) " ' ' ' ! @ ?

*Murray Hill - Bold* — Use for product name and age grade

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 . , ; ( ) " ' ' ' ! @ ?

*Futura - Medium* — Use for legal information

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 . , ; ( ) " ' ' ' ! @ ?

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Legal copy should never appear smaller than 6pt type when viewed at 100% size.

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Visit the Disney website at [www.disney.com](http://www.disney.com)

For products and packaging (including hang tags, if applicable) that utilize the Pixar property, include:

©Disney/Pixar Visit the Disney website at [www.disney.com](http://www.disney.com)

### Product Restriction:

- *Lightning McQueen*: The following products must be solely directed to children: perfumes, cosmetics, personal care products, handbags, tote bags, backpacks, fanny packs, luggage, small leather and faux-leather goods, umbrellas and sporting goods and equipment.
- *Sally (911 Porsche Carrera)*: No computer or video games or computer or video accessories.



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For products and packaging (including hang tags, if applicable) that utilize the Disney/Pixar properties, please use the following copyright notice:

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