



# Halloween Guide



## Introduction

Welcome to our Disney Seasonal Guide for Halloween. Here, Disney Consumer Products helps to celebrate the season with a vibrant and colorful packaging program. It compliments 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 a core pattern, icons and a selection of character art from your favorite properties.

## Objective

The Disney Seasonal Guide is used to merchandise targeted product lines celebrating the magic of Halloween. 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 care givers

For 2008 and beyond.



# Retail Signage



MBNA165001.psd



MBNA165002.psd



MBNA165003.psd

MBNA165004.psd



MBNA165006.psd



MBNA165007.psd

MBNA165005.psd



MBNA165008.psd

\*NOTE: Check with your licensee for printing specifications.



# Closed Box



Size: 11" (w) 8 1/2" (h) Finish  
MBNA165009.psd

- 1 Use Disney Core Brand Halloween Logo MBNA165021.psd
- 2 Use Property Trade Dress MBNA165035.eps
- 3 Use Product Photo
- 4 Use Property Liner MBNA165031.psd
- 5 Choose Character Art from Elements Page
- 6 Use Property Side Trade Dress MBNA165036.eps
- 7 Choose Icon From Elements Page
- 8 Use Sparkles Element MBNA165025.eps
- 9 Use Swirls Pattern MBNA165032.eps
- 10 Use Property Trim MBNA165034.eps
- 11 Use Photo Insert Frame MBNA165037.eps
- 12 Choose Snipe from Elements Page
- 13 Use font Lazur Antique Text - Bold for product name (from www.myfonts.com)
- 14 Use font Lazur Antique Text - Bold for age grade (from www.myfonts.com)
- 15 Use Text Insert Frame MBNA165038.eps
- 16 Use font Lazur Antique Text - Bold for product description (from www.myfonts.com)
- 17 Use font Futura - Medium for legal (from www.adobe.com/fonts)



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

# Window Box



Size: 11" (w) 8 1/2" (h) Finish  
MBNA165010.psd

- 1 Use Disney Core Brand Halloween Logo MBNA165021.psd
- 2 Use Trade Dress MBNA165035.eps
- 3 Use Property Liner MBNA165031.psd
- 4 Choose Character Art from Elements Page
- 5 Use Property Side Trade Dress MBNA165036.eps
- 6 Choose Icon From Elements Page
- 7 Use Sparkles Element MBNA165025.eps
- 8 Use Swirls Pattern MBNA165032.eps
- 9 Use Property Trim MBNA165034.eps
- 10 Choose Snipe from Elements Page
- 11 Use font Lazur Antique Text - Bold for product name (from www.myfonts.com)
- 12 Use font Lazur Antique Text - Bold for age grade (from www.myfonts.com)
- 13 Use Text Insert Frame MBNA165038.eps
- 14 Use font Lazur Antique Text - Bold for product description (from www.myfonts.com)
- 15 Use font Futura - Medium for legal (from www.adobe.com/fonts)



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



Front



Back



Option: Photo Caption in Front



Size: 10" (w) 13 1/2" (h) Finish  
MBNA165011.psd

\*Note: The blister card shown here is 30% of the actual size.

# Neck Label

Cut & loop Damask woven label. ©Disney on back, white, 6pt Futura - Medium for ©Disney, 6pt Futura - Medium for licensee and manufacturer information. Match orange color with Pantone® 158 C.

When using the Winnie the Pooh property, please use: ©Disney Based on the "Winnie the Pooh" works by A.A. Milne and E.H. Shepard on back, white, 6pt Futura - Medium for ©Disney, 6pt Futura - Medium for licensee and manufacturer information.

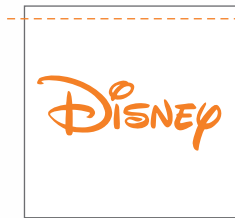
Woven Label



Size: 28mm x 28mm Finish  
MBNA165012.eps

Pooh Option Woven Label  
MBNA165013.eps

Printed Label



Size: 28mm x 28mm Finish  
MBNA165014.eps

Heat Seal



Include ©Disney in Futura - Medium, 6pt, centered, 1/4" below logo. Letter (S, M, and L) will change based on size of garment. Letter size is in Futura - Medium.  
MBNA165015.eps

Pooh Option Heat Seal



Include ©Disney in Futura - Medium, 6pt, centered, 1/4" below logo. Letter (S, M, and L) will change based on size of garment. Letter size is in Futura - Medium.  
MBNA165016.eps

# Basic Hang Tag

4 color process printing. Paper Stock: 16pt Tango or Equivalent. Include ©Disney on the back of Hang Tag in white. 6pt Futura - Medium for ©Disney, 6pt Futura - Medium for legal, licensee and manufacturer information.

When using the Winnie the Pooh property, please use: ©Disney Based on the "Winnie the Pooh" works by A.A. Milne and E.H. Shepard on back, white, 6pt Futura - Medium for ©Disney, 6pt Futura - Medium for licensee and manufacturer information.

Front



Back



Size: 2.5" (w) x 1 3/4" (h) Finish  
MBNA165017.psd

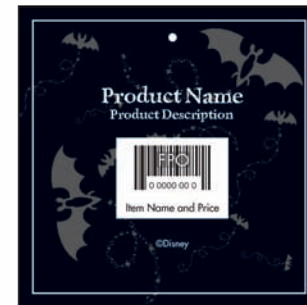
Pooh Option Basic Hang Tag  
MBNA165018.psd

Character Hang Tag Option  
(not to scale)

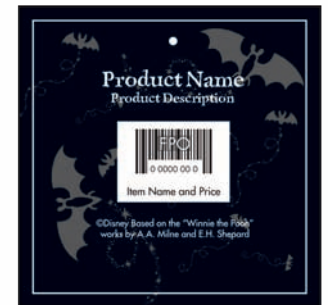


Front

Pooh Hang Tag Option  
(not to scale)



Back



Size: 2 1/2" (w) x 2 1/2" (h) Finish  
MBNA165019.psd

Size: 2 1/2" (w) x 2 1/2" (h) Finish  
MBNA165020.psd

## Elements: Logos

Disney Core Brand Halloween Logo



MBNA165021.psd

Disney Core Brand Halloween Logo for Retail Signage



MBNA165006.psd

## Elements: Snipes

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



MBNA165022.psd



MBNA165023.psd



MBNA165024.psd

## Elements: Icons

Sparkles Element



MBNA165025.eps



MBNA165026.eps



MBNA165027.eps



MBNA165028.eps



MBNA165029.eps



MBNA165030.eps



# Elements: Property Liners

\*Please note: Large bat in pattern when applied to the front of a package is always in the top right corner.

Property Liner



MBNA165031.psd

Swirls Pattern



MBNA165032.eps



MBNA165033.eps

# Elements: Trims, Trade Dresses, Text and Photo Insert Frames

Property Trim



MBNA165034.eps

Property Trade Dress



MBNA165035.eps

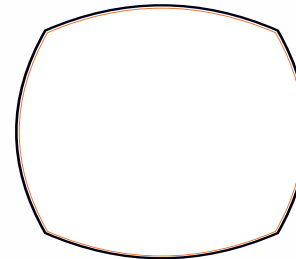
Property Side Trade Dress



MBNA165036.eps

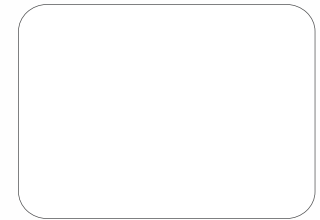
\*Please note: Adjust size to line up with the Property Trade Dress edge.

Photo Insert Frame



MBNA165037.eps

Text Insert Frame



MBNA165038.eps

\*Please note: Use only on back of packaging at 85% opacity in white.

# Elements: Character Art



MBNA165039.psd



MF041137.psd



MF041138.psd



MF041139.psd



MF041427.psd



MF041428.psd



MF041429.psd



MF041430.psd



MF041279.psd



MF041283.psd



MF041282.psd



MF041284.psd



MF041287.psd



MF041280.psd



# Fonts

## Lazur Antique Text - Bold

(from [www.myfonts.com](http://www.myfonts.com))

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

(from [www.adobe.com/fonts](http://www.adobe.com/fonts))

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 . , ; ( ) " ' " ' ! @ ?

# Colors



PANTONE® Black 6  
C<sub>60</sub> M<sub>35</sub> Y<sub>0</sub> K<sub>100</sub>



PANTONE 158 C  
C<sub>4</sub> M<sub>68</sub> Y<sub>99</sub> K<sub>0</sub>



PANTONE 137 C  
C<sub>0</sub> M<sub>43</sub> Y<sub>100</sub> K<sub>0</sub>



PANTONE 130 C  
C<sub>4</sub> M<sub>36</sub> Y<sub>100</sub> K<sub>0</sub>

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All packaging must include ©Disney and website information in Futura - Medium.  
Legal copy should never appear smaller than 6pt type when viewed at 100% size.  
Include: ©Disney Visit the Disney website at [www.disney.com](http://www.disney.com)

For products and packaging that utilize the Winnie the Pooh property, include:  
©Disney Based on the "Winnie the Pooh" works by A.A. Milne and E.H. Shepard.  
Visit the Disney website at [www.disney.com](http://www.disney.com)





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## COLOR

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For products and packaging (including hang tags, if applicable) that utilize the Winnie the Pooh property, you must include the following language in addition to the ©Disney copyright notice:  
Based on the "Winnie the Pooh" works by A.A. Milne and E.H. Shepard.