



BRANDING GUIDELINES

Primary Logos



DRC002



DRC003



DRC001

Furniture Plates DRC004

Standard



Woven Labels DRC005

FRONT OF THE WOVEN LABEL



Co-brand



Color Specifications

Pantone® 877 Silver, Pantone Cool Grey 4, Pantone 424

Size Specifications

Logo must never be smaller than 1 5/16 inches wide.

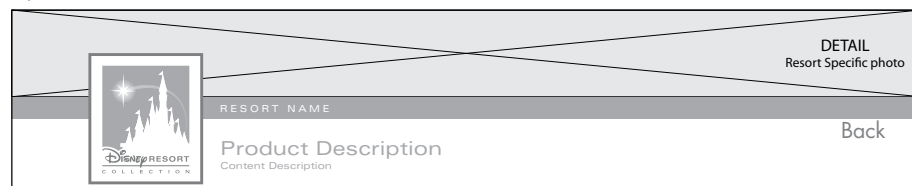
Usage

Disney Oval logo should be 75% the size of the width DRC logo when appearing together.

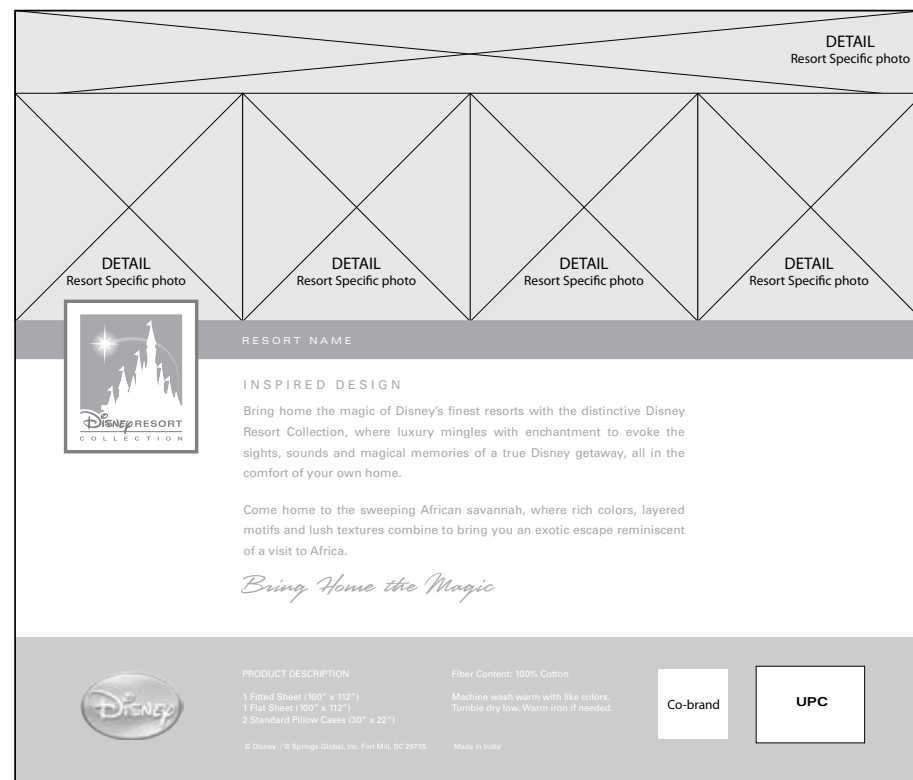
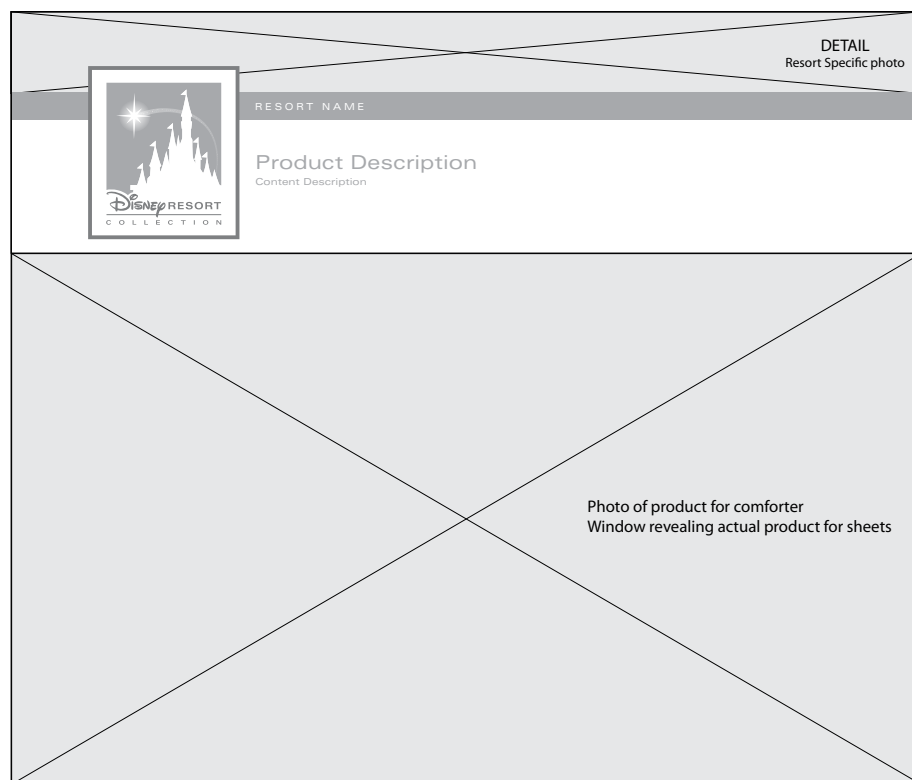
Packaging Template

Comforter & Sheet Packaging

Top



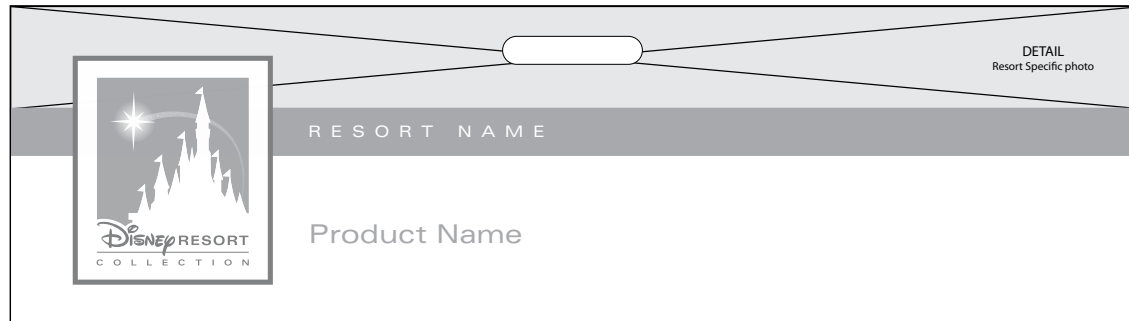
Front



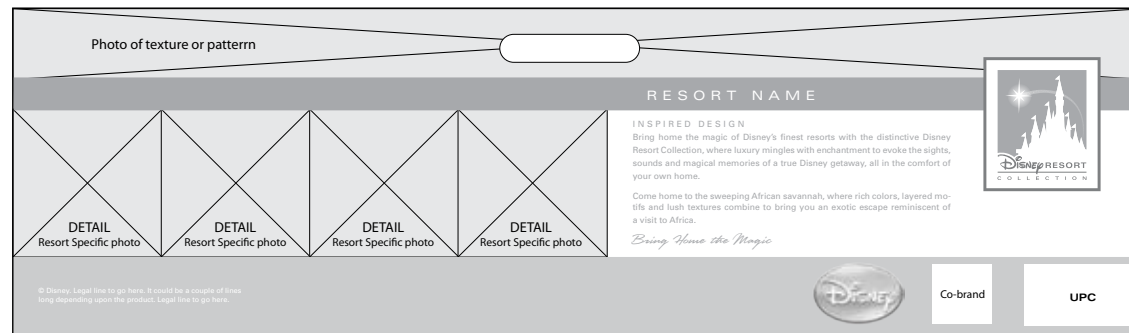
Packaging Template

Header Card

Front

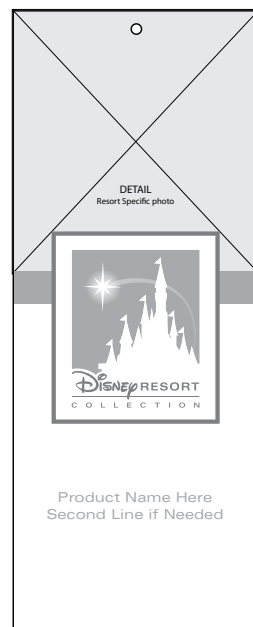


Back

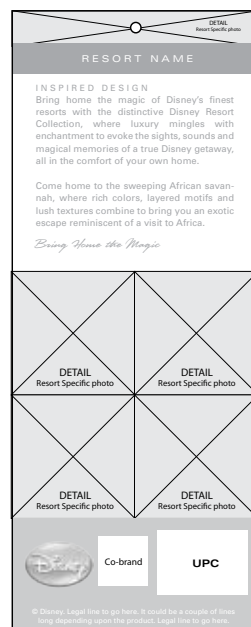


Hang Tag

Front



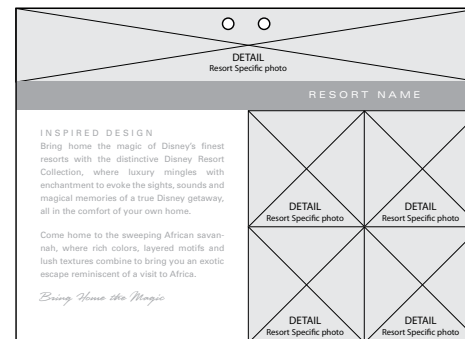
Back



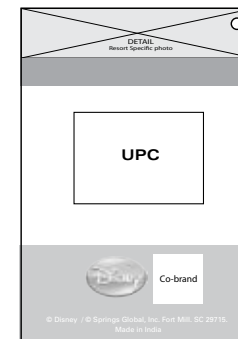
Front



Inside spread



Back



Packaging Template

Open Box

Closed Box

General Signage

Non Co-brand



Co-brand



Disney Resort Collection Editorial

Body Copy:

INSPIRED DESIGN

Picture the tranquility of your favorite Disney destination. From the tropical Polynesian to the coastal Yacht Club to the exotic Animal Kingdom Lodge, each resort embraces today's relaxed and casual style with a touch of magic that is unmistakably Disney.

Through inspired design, the DISNEY RESORT COLLECTION captures the carefree experience of a Disney getaway in distinctive products for the home. Every piece combines the vibrant beauty, magnificent landscapes and spectacular colors of the Resorts with Disney's signature artistry, imagination and quality. Relive the magic in your home every day with this one-of-a-kind collection. "

Or

"Bring home the magic of Disney's finest resorts with the distinctive Disney Resort Collection, where luxury mingles with enchantment to evoke the sights, sounds and magical memories of a true Disney getaway, all in the comfort of your own home."

TagLine:

Bring Home the Magic

© Disney

Keywords: To be developed

Attribute Words: To be developed

Fonts

Body Copy - Univers

Tagline- LHF Stanford Script *Bring Home the Magic*

Collateral

Cover - Inspired Design

Body Copy – Picture the tranquility of your favorite Disney destination. From the tropical Polynesian to the coastal Yacht Club to the exotic Animal Kingdom Lodge, each resort embraces today's relaxed and casual style with a touch of magic that is unmistakably Disney.

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Bring Home The Magic

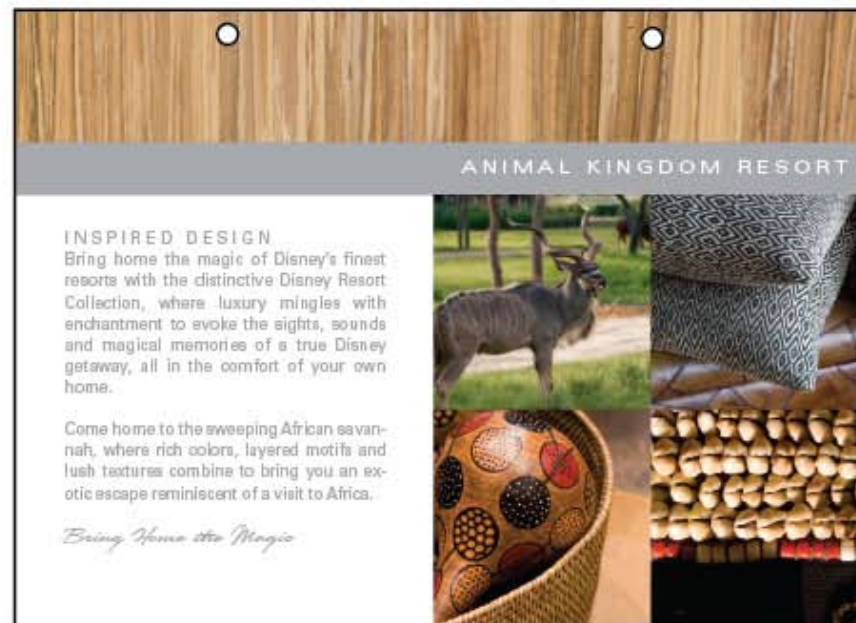


Animal Kingdom Lodge Packaging Sample

Comforter Packaging



Hang Tag



Animal Kingdom

Photos



1AKL wide shot.psd



1DCP-4781.jpg



2DCP-0040.jpg



2DCP-0046.jpg



2DCP-4796sm_brown_c.psd



2Safari.jpg



3DCP-0007.tif



3DCP-0012b.psd



3DCP-0024.jpg



3DCP-0034.jpg



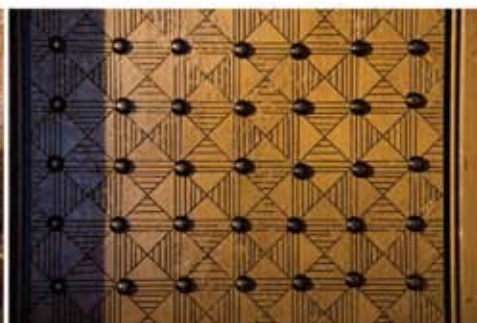
3DCP-0080_red.psd



3DCP-0086sm.tif



3DCP-0089b.tif



3DCP-0092.jpg



3DCP-0100.jpg



•Header_DCP-0057r3.psd

Animal Kingdom Lodge Editorial

Indoor:

Inspired by
ANIMAL KINGDOM LODGE

INSPIRED DESIGN

Bring home the magic of Disney's finest resorts with the distinctive Disney Resort Collection, where luxury mingles with enchantment to evoke the sights, sounds and magical memories of a true Disney getaway, all in the comfort of your own home.

Come home to the sweeping African savannah, where rich colors, layered motifs and lush textures combine to bring you an exotic escape reminiscent of a visit to Africa.

Bring Home the Magic

© Disney

Outdoor:

Bring home the magic of Disney's finest resorts with the distinctive Disney Resort Collection, where luxury mingles with enchantment to evoke the sights, sounds and magical memories of a true Disney getaway, all in the comfort of your own home.

Escape from the ordinary with this exotic outdoor furniture collection inspired by Disney's Animal Kingdom® Lodge. Reminiscent of the sweeping Savannah, where sun-warmed colors, rich patterns and textures combine to bring you an adventure in style each time you gather with family and friends.

Bring Home the Magic

© Disney

Contemporary Resort Packaging Sample FPO

Sheet Set Packaging



Hang Tag



Header



Contemporary Resort

Photos



1A4-67.jpg



1DCP-0110.jpg



2DCP-0130.jpg



2DCP-0230.tif



2DCP-0310sm.psd



2DCP-0329.psd



2DCP-0336B.psd



2DCP-0340sm.psd



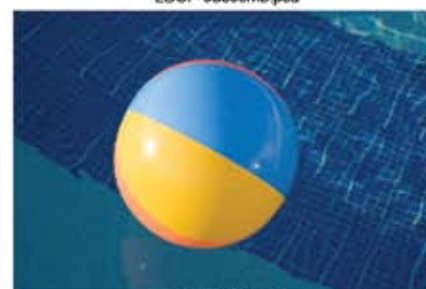
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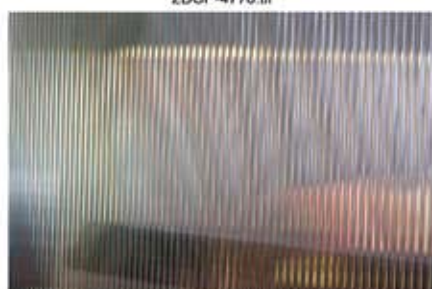
2DCP-4770.tif



3DCP-0121.psd



3DCP-0127.jpg



3DCP-0309.tif



3DCP-0359sm.psd



Header_DCP-0328b.tif

Contemporary Resort Editorial

Indoor:

INSPIRED DESIGN

Bring home the magic of Disney's finest resorts with the distinctive Disney Resort Collection, where luxury mingles with enchantment to evoke the sights, sounds and magical memories of a true Disney getaway, all in the comfort of your own home.

Indulge yourself in the luxury of this modern resort with its refreshing mix of style, distinctive design, and inviting earth tones you will enjoy in the comfort of your own home.

Bring Home the Magic

© Disney

Grand Floridian Resort and Spa Packaging Sample

Comforter Packaging



Hang Tag



Grand Floridian

Photos



1DCP-0174.tif



1GF Palm Frame II.psd



2DCP-0430.tif



2DCP-4680.tif



2DCP-4691.tif



2DCP-4991.tif



2FGF-2841_1.psd



2FGF_2663.jpg



2GF Chandelier.jpg



3DCP-0195.tif



3DCP-0426.jpg



3DCP-0426.psd



3DCP-4708.tif



3DCP-4966_b.psd



3DCP-4970.tif



-Header_DCP-0182.tif

Grand Floridian Resort and Spa Editorial

Indoor:

INSPIRED DESIGN

Bring home the magic of Disney's finest resorts with the distinctive Disney Resort Collection, where luxury mingles with enchantment to evoke the sights, sounds and magical memories of a true Disney getaway, all in the comfort of your own home.

Bring home the Southern charm and hospitality of this golden-shored resort, awash in rich tapestries of brilliantly colored flowers embellished with Victorian-inspired details.

Bring Home the Magic

© Disney.

Outdoor:

Bring home the magic of Disney's finest resorts with the distinctive Disney Resort Collection, where luxury mingles with enchantment to evoke the sights, sounds and magical memories of a true Disney getaway, all in the comfort of your own home.

Create a tranquil, refined outdoor haven that turns lingering into an art and entertaining into masterpieces of leisure with friends and family. Cool, soothing hues evoke soft summer breezes and subtle Victorian-inspired patterns bring understated elegance of the past to today's entertaining style.

Bring Home the Magic

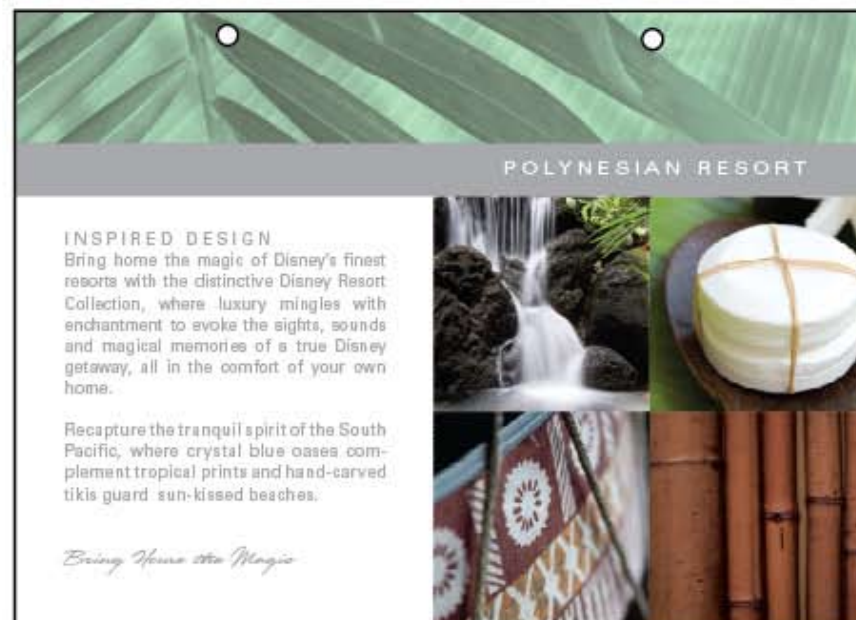
© Disney.

Polynesian Resort Packaging Sample

Comforter Packaging



Hang Tag



Polynesian Resort

Photos



1DCP-0140.jpg



1DCP-0393.jpg



2DSY-1314.tif



2Polynesian Tiki.jpg



3DCP-4722.psd



3DCP-4734.jpg



1DCP-0152.jpg



1Polynesian Tiki2.jpg



2DSY-1322.psd



3DCP-0369.jpg



3DCP-4725_brown.psd



•PotyHeader.tif



1DCP-0155.jpg



2DCP-0374.psd



2Polynesian Canoe.jpg



3DCP-0403_brown.psd



3DCP-4732.tif

Polynesian Resort Editorial

Indoor:

INSPIRED DESIGN

Bring home the magic of Disney's finest resorts with the distinctive Disney Resort Collection, where luxury mingles with enchantment to evoke the sights, sounds and magical memories of a true Disney getaway, all in the comfort of your own home.

Recapture the tranquil spirit of the South Pacific, where crystal blue oasis complement tropical prints and hand-carved tiki guard sun-kissed beaches.

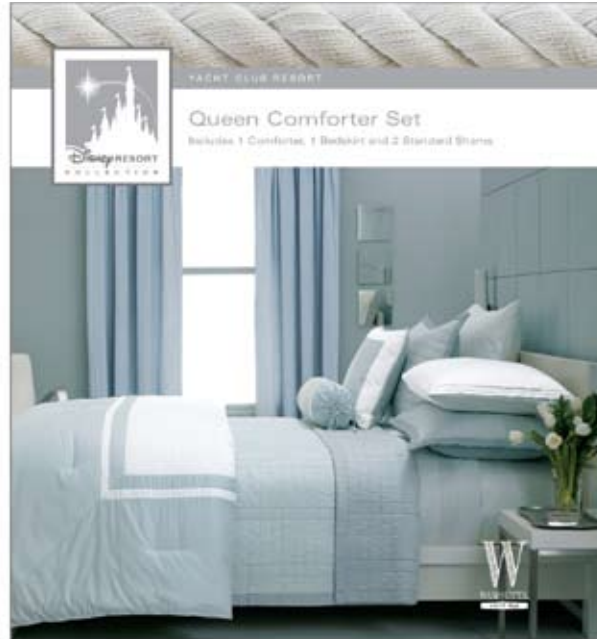
Bring Home the Magic

© Disney.

Yacht Club Resort

Packaging Sample

Comforter Packaging



Hang Tag



Yacht Club Resort

Photos



1DCP-4620.psd



1DCP-4662.jpg



2 0704AU_0132PM.jpg



2 0704AU_0133PM.jpg



2DCP-4621.jpg



2DCP-4651.jpg



2DCP-4910.psd



3DCP-0441.psd



3DCP-0444.jpg



3DCP-4626.tif



3DCP-4653d(merged).psd



3DCP-4673_blue.psd



3DSY-1377B.tif



3DSY-1425ColorCorrected.tif



3DSY-14271.psd



-HeaderYacht.tif

Yacht Club Resort Editorial

Indoor:

INSPIRED DESIGN

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Bring home the Southern charm and hospitality of this golden-shored resort, awash in rich tapestries of brilliantly colored flowers embellished with Victorian-inspired details.

Bring Home the Magic

© Disney.

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Bring Home the Magic

© Disney.