



Spring / Easter Packaging Guidelines

Introduction:

Welcome to our Disney Seasonal Guide for Spring/Easter. 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 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 Spring. 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 2009 and beyond.



Retail Signage



MBNA166001.psd



MBNA166002.psd



MBNA166003.psd



MBNA166004.psd



MBNA166005.psd

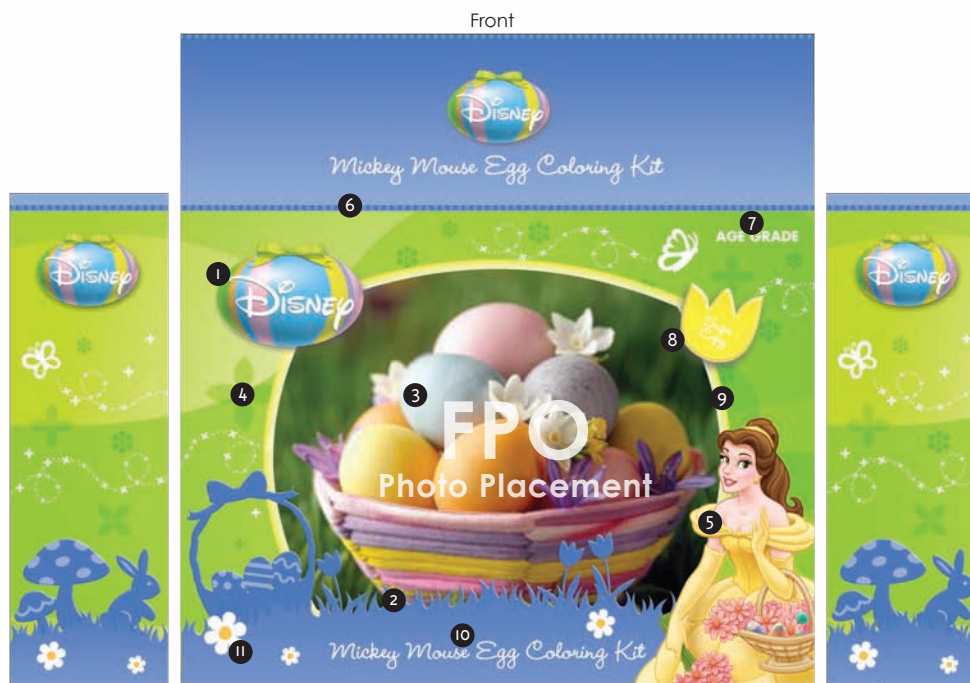


MBNA166006.psd

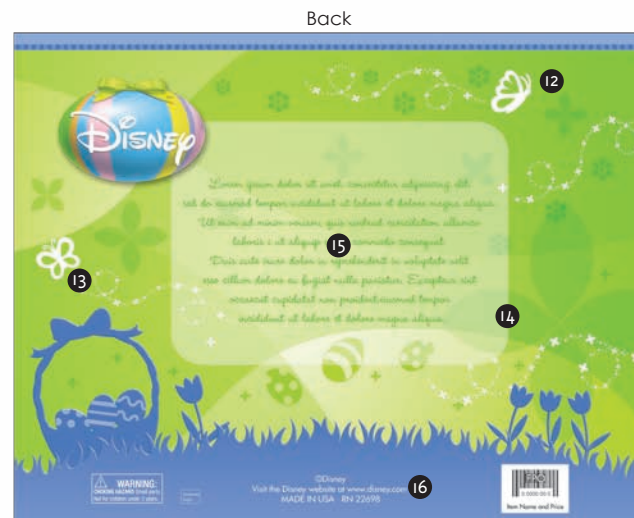
•NOTE: Check with your licensee for printing specifications



Closed Box



- 1 Use Disney Core Brand Easter Logo MBNA166019.psd
- 2 Use Property Trade Dress MBNA166033.psd
- 3 Use Product Photo
- 4 Use Packaging Property Pattern/Liner MBNA166032.psd
- 5 Choose Character Art from Element Page
- 6 Use Property Trade Trim MBNA166034.eps
- 7 Use font Futura - Bold for age grade (from www.myfonts.com)
- 8 Choose a Snipe from Element Page
- 9 Use Photo Insert Frame MBNA166035.eps
- 10 Use font Wendy - Bold for Product Name and Product Description (from www.myfonts.com)
- 11 Choose an Icon from Element Page
- 12 Choose an Icon from Element Page
- 13 Choose an Icon from Element Page
- 14 Use Text Insert Frame MBNA166036.eps
- 15 Use font Wendy - Bold for Product Description (from www.myfonts.com)
- 16 Use font Futura - Medium for legal (from www.myfonts.com)



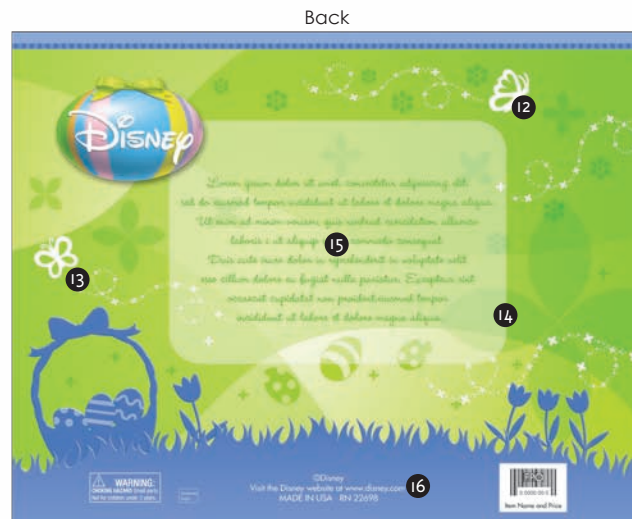
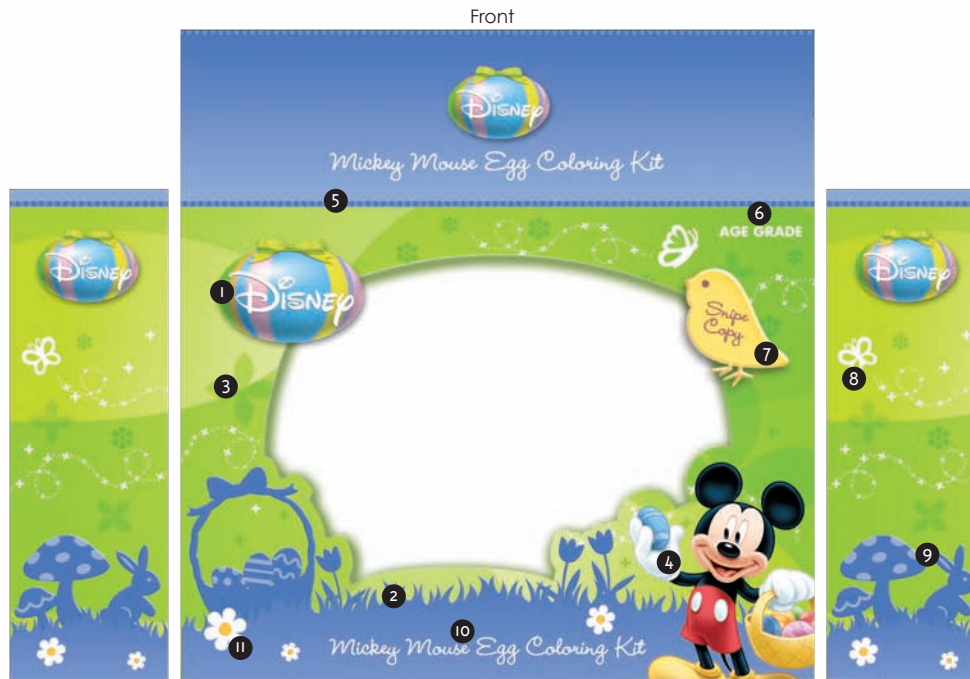
•Note: The closed box shown here is 30% of the actual size.



Size: 8¼ (H) x 11 (W) Finish
 MBNA166007.psd



Window Box



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

Size: 8¼ (H) x 11 (W) Finish
MBNA166008.psd

- 1 Use Disney Core Brand Easter Logo MBNA166019.psd
- 2 Use Property Trade Dress MBNA166033.psd
- 3 Use Packaging Property Pattern/Liner MBNA166032.psd
- 4 Choose Character Art from Element Page
- 5 Use Property Trade Trim MBNA166034.eps
- 6 Use font Futura - Bold for age grade (from www.myfonts.com)
- 7 Choose a Snipe from Element Page
- 8 Choose an Icon from Element Page
- 9 Choose an Icon from Element Page
- 10 Use font Wendy - Bold for Product Name and Product Description (from www.myfonts.com)
- 11 Choose an Icon from Element Page
- 12 Choose an Icon from Element Page
- 13 Choose an Icon from Element Page
- 14 Use Text Insert Frame MBNA166036.eps
- 15 Use font Wendy - Bold for Product Description (from www.myfonts.com)
- 16 Use font Futura - Medium for legal (from www.myfonts.com)



Blister Card

Front



Back



Option: Photo Caption in Front



Size: 8½ (H) x 12 (W) Finish
MBNA166009.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 for ©Disney, 6pt Futura - Medium for licensee and manufacturer information. Match blue color with Pantone® 2727 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, Pantone® 2727, 6pt Futura - Medium for ©Disney, 6pt Futura - Medium for licensee and manufacturer information.

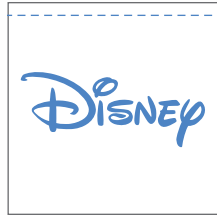
Woven Label



Size: 28mm x 28mm Finish
MBNA166010.eps

Winnie the Pooh version
MBNA166011.eps

Printed Label



Size: 28mm x 28mm Finish
MBNA166012.eps

Heat Seal

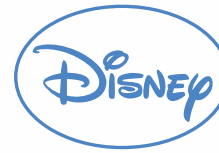


M
MADE IN CHINA
©DISNEY

MBNA166013.eps

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.

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

MBNA166014.eps

Basic Hang Tag

4 color process printing plus Pantone® 2727. Paper Stock: 16pt Tango or Equivalent. Include ©Disney on the back of Hang Tag in Pantone® 2727. 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, Pantone® 2727, 6pt Futura - Medium for ©Disney, 6pt Futura - Medium for licensee and manufacturer information.

Front



Back

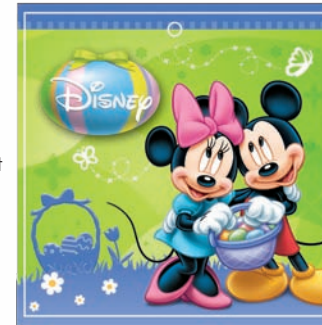


Size: 1 1/5 (H) x 2 1/2 (W) Finish
MBNA166015.psd

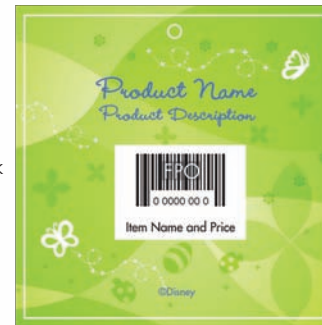
Winnie the Pooh version
MBNA166016.psd

Character Hang Tag Option
(not to scale)

Front



Back



Size: 2 1/2" (w) x 2 1/2" (h) Finish
MBNA166017.psd

Size: 2 1/2" (w) x 2 1/2" (h) Finish
MBNA166018.psd



Elements: Logos

Disney Core Brand
Easter Logo



MBNA166019.psd

Disney Core Brand Easter
Logo for Retail



MBNA166005.psd

Elements: Snipes

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



MBNA166020.psd



MBNA166021.psd



MBNA166022.psd



MBNA166023.psd



MBNA166024.psd

Elements: Icons



MBNA166025.eps



MBNA166026.eps



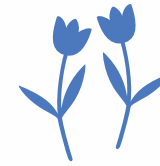
MBNA166027.eps



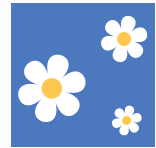
MBNA166028.eps



MBNA166029.eps



MBNA166030.eps



MBNA166031.eps

Elements: Color

• Main Packaging Color



PANTONE®
2727C



PANTONE
368C



PANTONE
382C



PANTONE
3945C

• Secondary Packaging Color



PANTONE
113C



PANTONE
150C



PANTONE
189C



PANTONE
265C



PANTONE
299C

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



Elements: Property Pattern/Liner



MBNA166032.psd

Elements: Property Trade Dresses



MBNA166033.psd

•NOTE: Front and Side trade dresses are the combination of grass trade dress with selected icons of an egg basket, tulips, mushrooms, and rabbits.

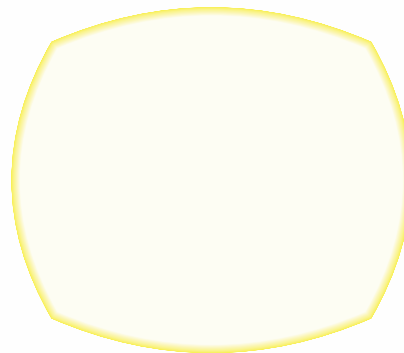
Elements: Property Trade Trim



MBNA166034.eps

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

Elements: Photo Insert Frame



MBNA166035.eps

Elements: Text Insert Frame

•NOTE: Use only on back of packaging at 85% opacity in white.



MBNA166036.eps



Elements: Character Art



MF041124.psd



HMNA055030.psd



HMNA055022.psd



HMNA055024.psd



MF041125.psd



HMNA055034.psd



MF041126.psd



MF041127.psd



MF041128.psd



HMNA055028.psd



HMNA055036.psd



MF041273.psd



MF041274.psd



MF041275.psd



MF041276.psd



MF041277.psd



MF041278.psd



MBNA166037.psd



MBNA166038.psd

•NOTE: Additional character poses available on artwork catalog.



Elements: Character Art



MF037027.psd



MF037028.psd



HMNA055066.psd



T001324.psd



HMNA055060.psd



HMNA055062.psd



T001331.psd



MF037031.psd



MF037030.psd



MF037047.psd



MF037039.psd



HMNA055064.psd



HMNA055068.psd



MF037035.psd



MF037036.psd



MF037037.psd



MF037049.psd



HMNA055070.psd

•NOTE: Additional character poses available on artwork catalog.



Fonts

Wendy - Bold (from www.myfonts.com) – Use for product name and 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 . , ; () " ' ' ! @ ?

Futura - Medium (from www.adobe.com/fonts) – 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 . , ; () " ' ' ! @ ?

Futura - Bold (from www.adobe.com/fonts) – Use for 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 . , ; () " ' ' ! @ ?

Legal Line

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

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



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