



Holiday Guide



Content

Introduction.....	1
Retail Signage - Mickey Mouse.....	2
Closed Box - Mickey Mouse.....	3
Window Box - Mickey Mouse.....	4
Blister Card - Mickey Mouse.....	5
Neck Labels and Hang Tags - Mickey Mouse.....	6
Gift Box - Generic.....	7
Retail Signage - Winnie the Pooh.....	8
Closed Box - Winnie the Pooh.....	9
Window Box - Winnie the Pooh.....	10
Blister Card - Winnie the Pooh.....	11
Neck Labels and Hang Tags - Winnie the Pooh.....	12
Retail Signage - Princess.....	13
Closed Box - Princess.....	14
Window Box - Princess.....	15
Blister Card - Princess.....	16
Neck Labels and Hang Tags - Princess.....	17
Retail Signage - Tinker Bell.....	18
Closed Box - Tinker Bell.....	19
Window Box - Tinker Bell.....	20
Blister Card - Tinker Bell.....	21
Neck Labels and Hang Tags - Tinker Bell.....	22
Elements - Logos, Snipes, Trims, Trade Dresses, and Photo Insert Frame.....	23
Elements - Property Liners.....	24
Elements - Character Art.....	25
Fonts, Seasonal Taglines, and Legal Line.....	26
Legal.....	27

Introduction

Welcome to our Disney Seasonal Holiday Guide. 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 an overall generic solution alongside individual color and icons treatments for the following selection of properties: Mickey Mouse, Winnie the Pooh, Disney Princess and Tinker Bell.

Objective

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

Target Audience

Primary - Preschool through core kids

Secondary - Parents and care givers

For Fall Holiday 2008 and beyond.

Retail Signage - Mickey Mouse



*NOTE: Check with your licensee for printing specifications.

Window Box - Mickey Mouse



MMNA025034.psd

- 1 Use Disney Core Brand Logo MMNA025053.psd
- 2 Use Property Trade Dress-Short MMNA025061.psd
- 3 Choose a Property Liner from Elements Page
- 4 Choose Character Art from Elements Page
- 5 Use font Snell Roundhand - Black Script for product name (from www.houseindustries.com)
- 6 Use Property Ribbon from Elements Page MMNA025058.psd
- 7 Use font Roundhand - Black Script for product description (from www.SparkyType.com)
- 8 Use font Futura Medium for legal
- 9 Use font Futura Bold for Age Grade



Blister Card - Mickey Mouse

Front



Back



Option: Photo Caption in Front



MMNA025038.psd

Neck Label - Mickey Mouse

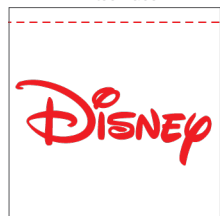
Cut & loop Damask woven label. ©Disney on back, white, 6pt Futura Medium for ©Disney, 6pt Futura Medium for legal, licensee and manufacturer information. Match red color with Pantone® 485 C.

Woven Label



Size: 28mm × 28mm Finish
MMNA025042.eps

Printed Label



Size: 28mm × 28mm Finish
MMNA025043.eps

Heat Seal



M
MADE IN CHINA
©DISNEY

Include ©Disney in Futura Medium, 6pt, centered, ¼" below logo. Letter (S, M and L) will change based on size of garment. Garment size is in Futura Medium.
MMNA025044.eps

- 1 Use Disney Core Brand Logo MMNA025053.psd
- 2 Use font Snell Roundhand (from www.SparkyType.com)

Product Name

White Type

- 3 Use Property Liner MMNA025063.psd
- 4 Use font Futura Medium for legal

Basic Hang Tag

4 color process plus 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.

Front



Back



Size: 2½" (w) × 2½" (h) Finish
MMNA025045.psd

Die Cut Hang Tag Option
(not to scale)

Front



Back



Size: 2¾" (h) × 3½" (w) Finish
MMNA025046.psd

Retail Signage - Winnie the Pooh



*NOTE: Check with your licensee for printing specifications.

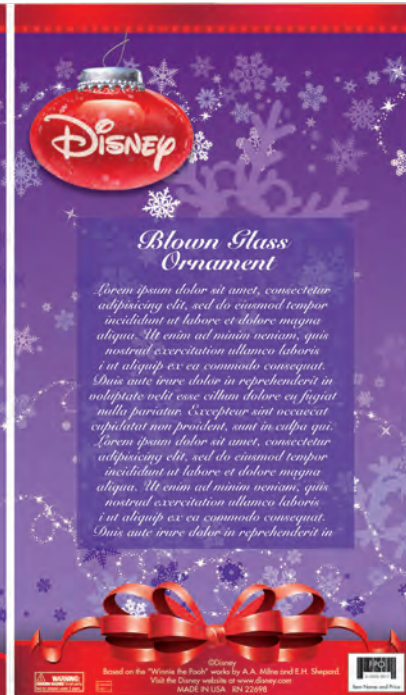
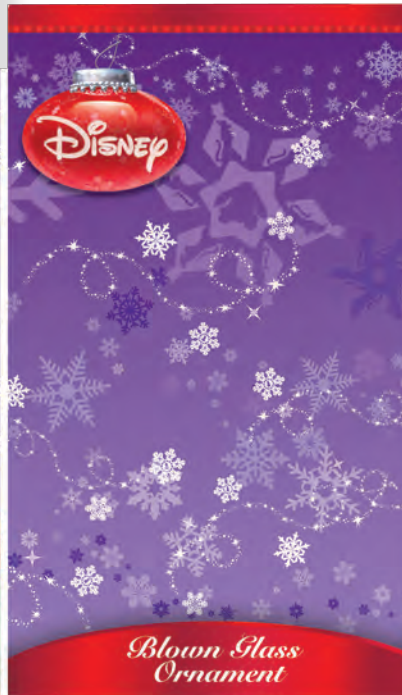
Window Box - Winnie the Pooh

Front



Side

Back



MMNA025035.psd

Blister Card - Winnie the Pooh

Front



Back



Option: Photo Caption in Front



MMNA025039.psd

Neck Label - Winnie the Pooh

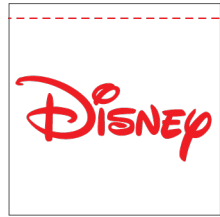
Cut & loop Damask woven label. ©Disney Based on the "Winnie the Pooh" works by A.A. Milne and E.H. Shepard on the back, white. 6pt Futura Medium for ©Disney, 6pt Futura Medium for legal, licensee and manufacturer information. Match red color with Pantone® 485 C.

Woven Label



Size: 28mm x 28mm Finish
MMNA025079.eps

Printed Label



Size: 28mm x 28mm Finish
MMNA025080.eps

Heat Seal



M
MADE IN CHINA
©DISNEY
Based on the "Winnie the Pooh"
works by A.A. Milne and E.H. Shepard
Include ©Disney in Futura Medium, 6pt,
centered, ¼" below logo. Letter (S, M and L)
will change based on size of garment.
Garment size is in Futura Medium.
MMNA025081.eps

- 1 Use Disney Core Brand Logo MMNA025053.psd
- 2 Use font Snell Roundhand (from www.SparkyType.com)

Product Name

White Type

- 3 Use Property Liner MMNA025064.psd
- 4 Use font Futura Medium for legal

Basic Hang Tag

4 color process plus printing. Paper Stock: 16pt Tango or Equivalent
Include ©Disney Based on the "Winnie the Pooh" works by A.A. Milne and E.H. Shepard on the back of hang tag in white. 6pt Futura Medium for ©Disney, 6pt Futura Medium for legal, licensee and manufacturer information.

Front



Back



Size: 2½" (w) x 2½" (h) Finish
MMNA025047.psd

Die Cut Hang Tag Option
(not to scale)

Front



Back



Size: 2½" (h) x 3½" (w) Finish
MMNA025048.psd

Retail Signage - Princess



*NOTE: Check with your licensee for printing specifications.

Window Box - Princess

Front



Side

Back



MMNA025036.psd

Blister Card - Princess

Front



Back



Option: Photo Caption in Front



MMNA025040.psd

Neck Label - Princess

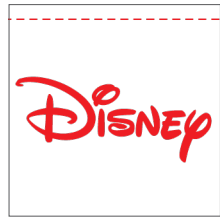
Cut & loop Damask woven label. ©Disney on back, white, 6pt Futura Medium for ©Disney, 6pt Futura Medium for legal, licensee and manufacturer information. Match red color with Pantone® 485 C.

Woven Label



Size: 28mm x 28mm Finish
MMNA025042.eps

Printed Label



Size: 28mm x 28mm Finish
MMNA025043.eps

Heat Seal



M
MADE IN CHINA
©DISNEY

Include ©Disney in Futura Medium, 6pt, centered, ¼" below logo. Letter (S, M and L) will change based on size of garment. Garment size is in Futura Medium.

MMNA025044.eps

- 1 Use Disney Core Brand Logo MMNA025053.psd
- 2 Use font Snell Roundhand (from www.SparkyType.com)

Product Name

White Type

- 3 Use Property Liner MMNA025065.psd
- 4 Use font Futura Medium for legal

Basic Hang Tag

4 color process plus 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.

Front



Back



Size: 2½" (w) x 2½" (h) Finish
MMNA025049.psd

Die Cut Hang Tag Option
(not to scale)

Front



Back



Size: 23/8" (h) x 3½" (w) Finish
MMNA025050.psd

Retail Signage - Tinker Bell



*NOTE: Check with your licensee for printing specifications.

Window Box - Tinker Bell*

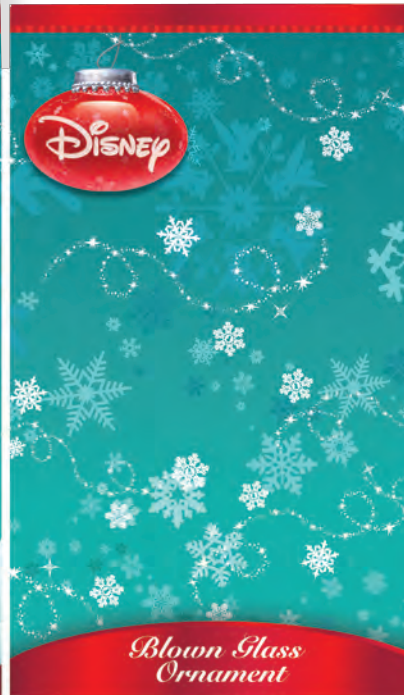
Front



***Seasonal Product using Tinker Bell:**
 Cannot be branded Disney Fairies
 Cannot utilize any CG character art of Tinker Bell
 Cannot utilize any character art of any other Disney Fairy

Side

Back



MMNA025037.psd

Blister Card - Tinker Bell*



MMNA025041.psd

*Seasonal Product using Tinker Bell:

- Cannot be branded Disney Fairies
- Cannot utilize any CG character art of Tinker Bell
- Cannot utilize any character art of any other Disney Fairy

Neck Label - Tinker Bell

Cut & loop Damask woven label. ©Disney on back, white, 6pt Futura Medium for ©Disney, 6pt Futura Medium for legal, licensee and manufacturer information. Match red color with Pantone® 485 C.



Size: 28mm x 28mm Finish
MMNA025042.eps



Size: 28mm x 28mm Finish
MMNA025043.eps



Include ©Disney in Futura Medium, 6pt, centered, ¼" below logo. Letter (S, M and L) will change based on size of garment. Garment size is in Futura Medium.
MMNA025044.eps

- 1 Use Disney Core Brand Logo MMNA025053.psd
- 2 Use font Snell Roundhand (from www.SparkyType.com)

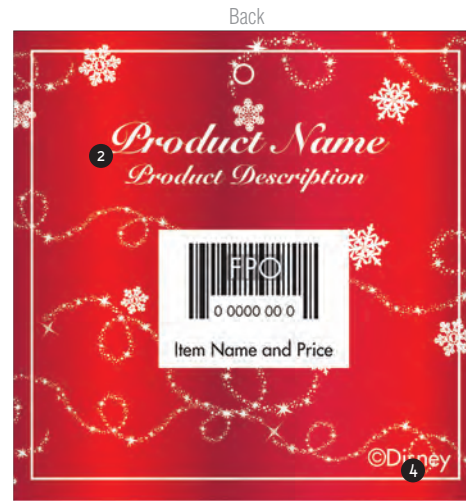
Product Name

White Type

- 3 Use Property Liner MMNA025066.psd
- 4 Use font Futura Medium for legal

Basic Hang Tag

4 color process plus 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.



Size: 2½" (w) x 2½" (h) Finish
MMNA025051.psd

***Seasonal Product using Tinker Bell:**

- Cannot be branded Disney Fairies
- Cannot utilize any CG character art of Tinker Bell
- Cannot utilize any character art of any other Disney Fairy



Elements - Logos

Disney Core Brand Logo



MMNA025053.psd

Disney Core Brand Logo for Retail



MMNA025006.psd

Elements - Snipes

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



MMNA025054.psd



MMNA025055.psd



MMNA025056.psd



MMNA025057.psd

Elements: Trims, Trade Dresses and Photo-Insert Frame

Property Ribbon



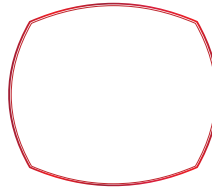
MMNA025058.psd

Property Ribbon for Retail



MMNA025059.psd

Photo Insert Frame



MMNA025060.eps

Property Trade Dress-Short



MMNA025061.psd

Property Trade Dress-Regular



MMNA025062.psd

Elements - Property Liners

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

Mickey Mouse



MMNA025063.psd

Winnie the Pooh



MMNA025064.psd

Princess

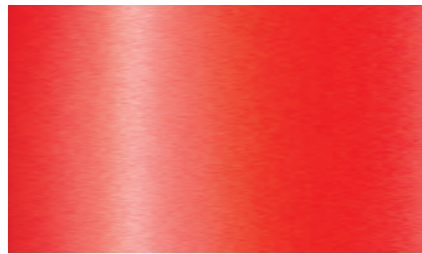


MMNA025065.psd

Tinker Bell



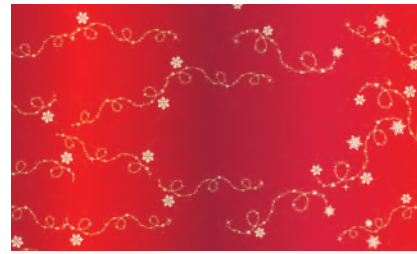
MMNA025066.psd



MMNA025067.psd



MMNA025068.eps



MMNA025069.psd

Generic



MMNA025078.psd

Elements - Character Art



MF041140.psd



MF041141.psd



MF041142.psd



MF041143.psd



MF041144.psd



MF041145.psd



MMNA025070.psd



MF041431.psd



MF041432.psd



MF041433.psd



MF041434.psd



MF041435.psd



MMNA025071.psd



MMNA025072.psd



MMNA025073.psd



MF041290.psd



MF041288.psd



MF041289.psd



MF041291.psd



MF041292.psd



MF041293.psd



MMNA025074.psd



MMNA025075.psd

*NOTE: Please use Tinkerbell airbrush art not CG art.

*NOTE: When using the above Princess grouping, please crop from mid-thigh or waist up so that Jasmine stepping on Ariel's fin is NOT visible.



MMNA025076.psd



MMNA025082.psd



MMNA025083.psd

Fonts

Snell Roundhand- Black Script

(from www.SparkyType.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 . , : ; () “ ” ‘ ’ ! @ ?

Seasonal Taglines

Celebrate the Holidays

Wishing You Good Cheer

Be Joyful and Festive

Peace and Joy

Joyous Celebrations

Joyful Celebrations

Happy Wishes for the Holidays

Wishing You Joy

Peace and Happiness

Joy and Happiness

Peace, Joy, and Happiness

Have a Magical Holiday Season

Magical and Mirthful Holidays

Enjoy the Season's Magic

Magic of the Season

Celebrate the Magic

Good Cheer, Magical Wishes

Wishing you Magic and Mirth (or Mirth and Magic)

Magical Holidays

Spirit of the Season

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