Junior Branding Mass & Mid-Tier

Usage Guide

FASHION HOME

Welcome to the world of Disney Juniors Branding.

We are pleased to introduce our new Junior Branding Usage Guide. The overall Disney Brand holds an unparalleled place in the marketplace, and this new Junior Branding Program leverages off the immense strength of the Brand. We are focusing on the consumer demographic range of juniors and young women from the ages of 16-24. This Branding Program bridges the gap between Tweens and Adult with a relevant and trendy look.

The program is divided into the Mass and the Mid-Tier level. Below is a side-by-side comparison of the two distinctive Junior Oval Logos for each level. Each oval (and the corresponding design direction) is unique in its own way, yet the program will establish a continuity throughout all Juniors branding. The following pages of this guide will direct you through the specific design direction of both the Mass and Mid-Tier levels.
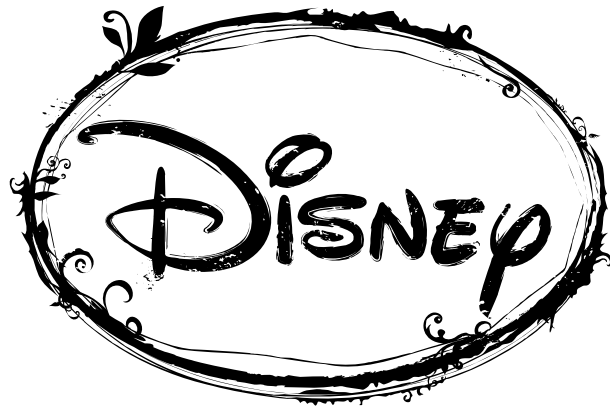
Mass Oval
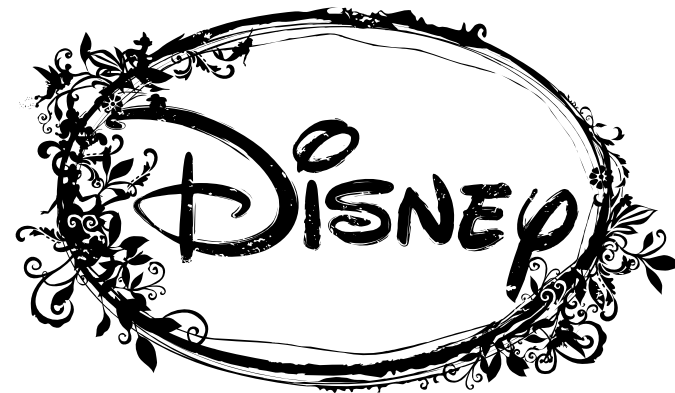
Mid-Tier Oval

This page introduces the overall color usage for both Mass and Mid-Tier levels.

The primary ground color for this program is white. The logo and filigree are always gray (PMS 429c). The type is always black. Black and gray are considered secondary colors and can be used in other ways, such as on alternate panels of a dimensional box.

The pink color (PMS 205c) is used as an accent color only. The dove graphic, which appears in both Mass and Mid-Tier levels, is always pink. The pink color can also be used as a "surprise" color like on the inside of a box lid. See individual packaging examples under both the Mass and Mid-Tier Section of this guide.

Ground Color

WHITE
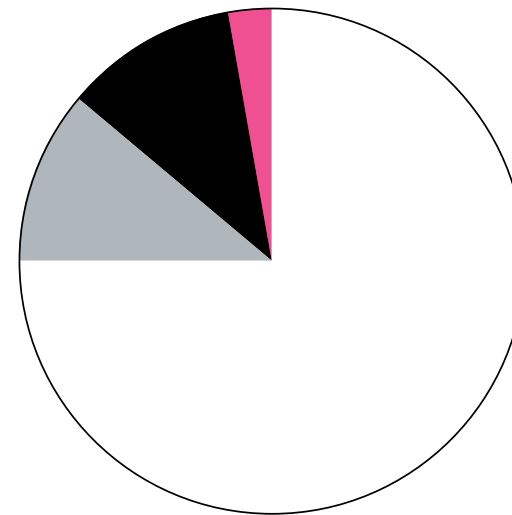
Secondary Colors

Pantone® 429C

BLACK

Accent Color

Pantone® 205C

Color Usage

Fonts and legal copy are consistent throughout the Mass and Mid-Tier levels. The primary font for Junior Branding is Cochin. The product name copy is specified in Cochin Bold and the product description copy is Cochin Italic. Both product name and description are centered with each other. Product information copy for the back panels is Cochin Regular. Attribute copy is Cochin bold. Product information and Attribute copy are flush left.

Product Name
Product Description

Legal Copy

Legal copy is specified in Helvetica Neue Regular. All packaging must include ©Disney and web site information. Legal copy should never appear smaller than 6 point type when viewed at 100% size.

©Disney Based on the "Winnie the Pooh" works by A.A. Milne and E.H. Shepard.

©Disney

©Disney/Pixar

Visit the Disney web site at www.disney.com

Cochin Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Cochin Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Cochin Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Cochin family is available at www.adobe.com/type or 1-800-585-0774
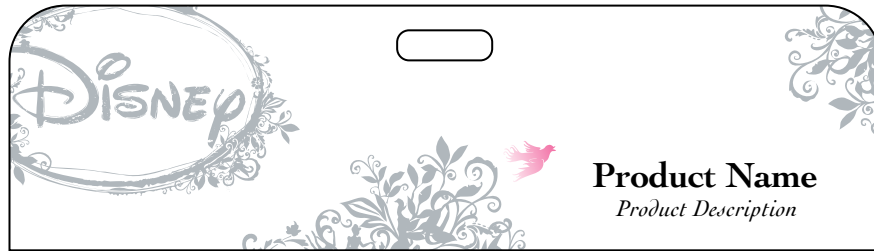
Helvetica Neue Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

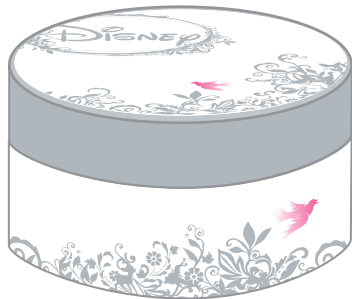*Helvetica Neue is available at www.adobe.com/type or 1-800-585-0774*
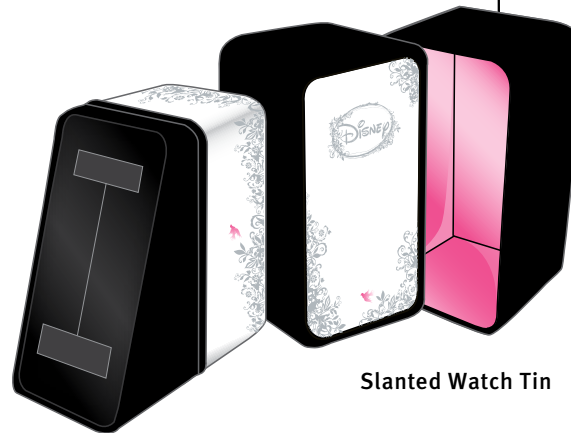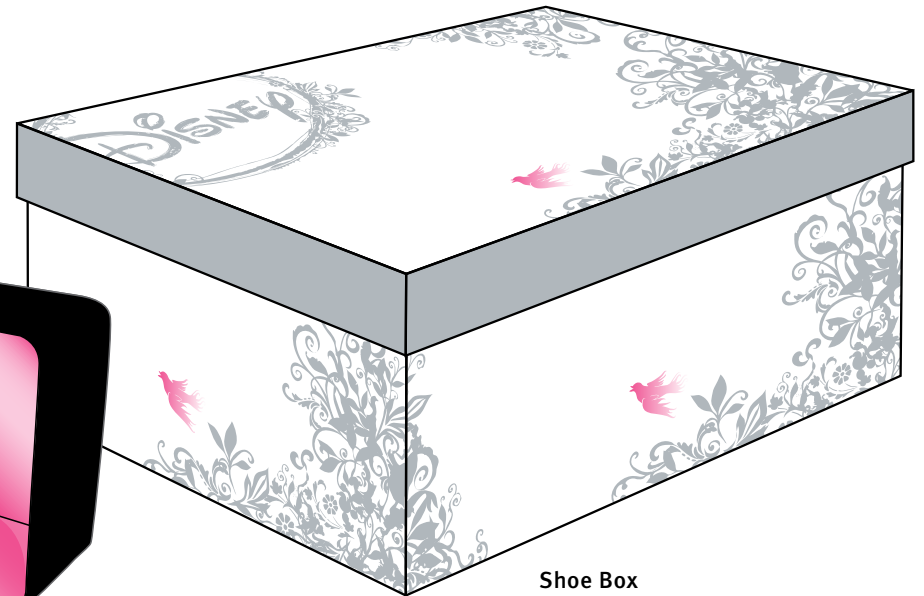
Junior Mid-Tier Branding

Product Name
Product Description

Header Card

Watch "Hat Box"
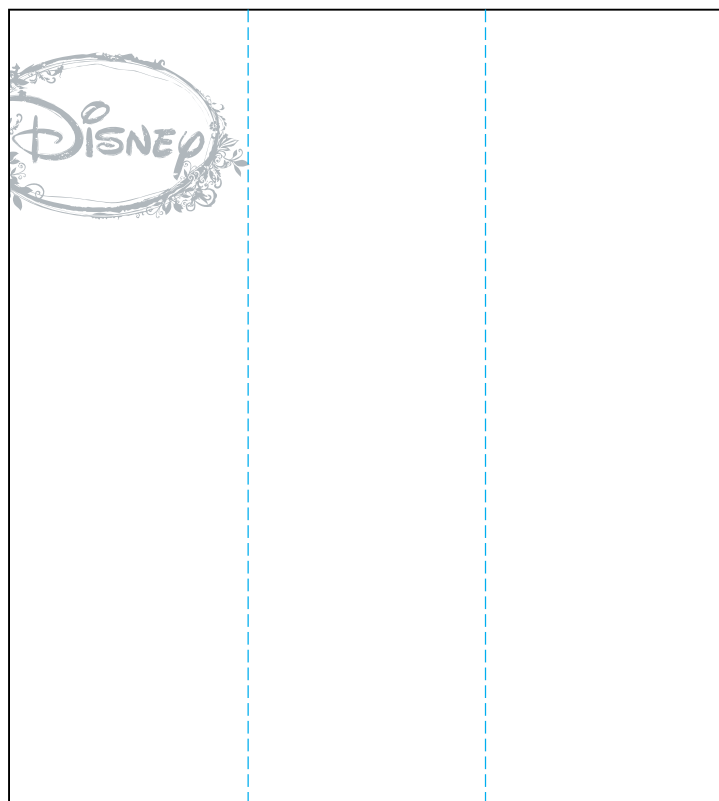
Slanted Watch Tin

Shoe Box

The Disney oval is sized and placed differently from a typical Disney oval. This oval is larger and can be seen as a decorative element as well as a branding statement.

Cropping

In all cases, with the exception of freestanding placement, the oval is cropped. It is cropped either on the left side or top (or both). Use the exact crops as shown below.

Sizing

For the majority of packages, the cropped oval is sized one third of the width of the packaging front panel. Never use the complete oval for sizing, only the cropped portion.
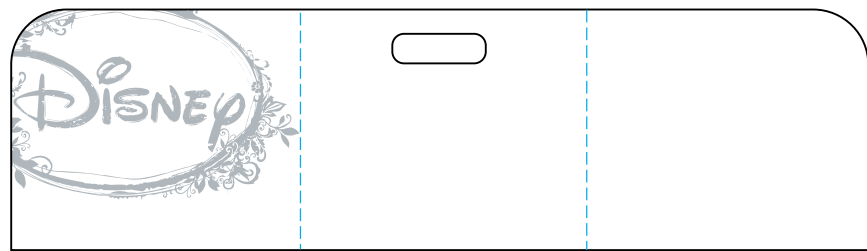
Standard top crop

Standard left side crop

Size this part to one third the width of the package front panel.

Examples of packaging panels divided into thirds. The cropped oval is sized at one third the total panel length.
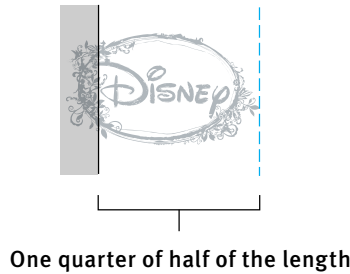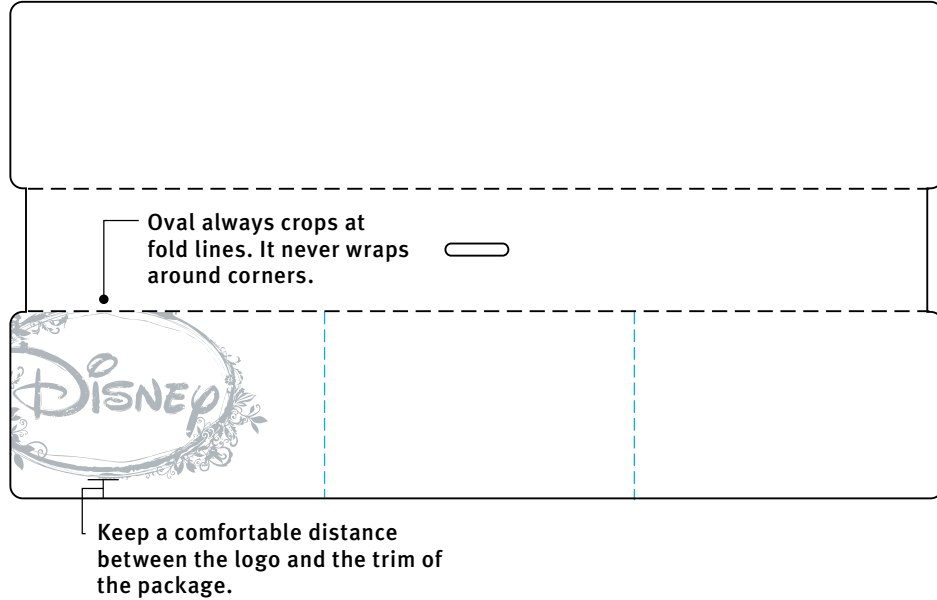
Sizing Exceptions

For packages 2 to 4 inches across, the oval can be sized to one half the total width of the package, instead of one third. See the earring panel as an example. For packages that are 2 inches and smaller, the oval can be sized three quarters of the package width.

On an extremely narrow package panel, the oval can be sized down slightly from the one third measurement to accommodate a comfortable distance from the bottom edge. Never crop the bottom of the oval.
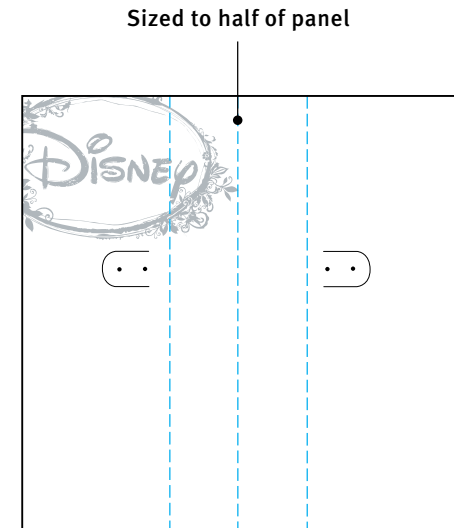
For large packages that are 12 inches or over in length, size the oval to one quarter of the package length.

For packages without a distinguishable edge or fold line, like a belly band, divide the complete belly band width in half. Taking the half measurement, divide that in quarters and size the cropped oval to that measurement. Place the oval in the visual center or left-hand side as it wraps around product. Oval should be cropped at the top in the layout, not on the left.

Narrow panel with oval sized down

Oval always crops at fold lines. It never wraps around corners.

Keep a comfortable distance between the logo and the trim of the package.

One quarter of half of the length

Sized to half of panel

Belly band sizing

Actual size earring panel with oval at half of the length.

There are three placement options for the Disney oval on a package's front panel: top left corner, top center, and freestanding. Although there are three options available, the predominate placement is the top left corner.

Top Left Corner Placement

For a top left corner placement, the oval can be cropped on the side only, or the side and top, both shown here. The cropped part never wraps around to side panels or back.

Top Center Placement

For the top center placement, crop the oval with the standard top crop. Find the center point on the front panel and align the center of the complete oval with the panel center. Make sure that the oval is sized with the cropped version, even though the oval won't be cropped in the layout.

Freestanding

The oval can be freestanding in certain cases. This works best with an unusual die line or package shape. The oval is centered on the panel. Follow the instructions for sizing first—remember to size the cropped version of the oval, even though the oval won't be cropped in the layout—then place the complete oval with plenty of room away from the edges.
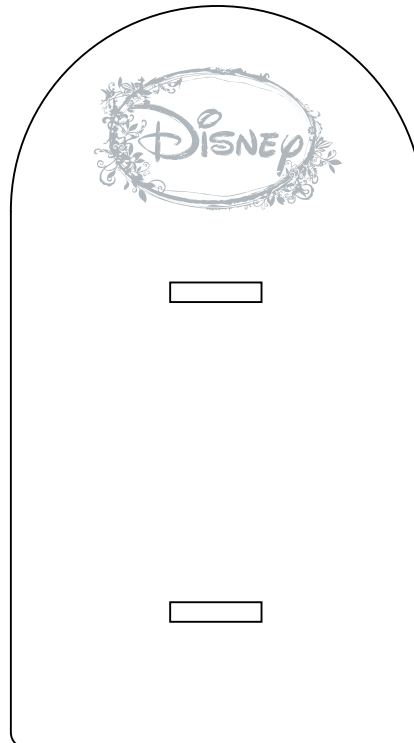
Top Left Corner Placements:

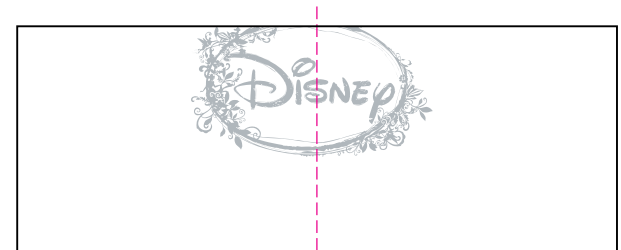Top left corner placement with side crop.

Top left corner placement with top and side crop. Rounded corners are OK. Oval can be cropped with a die line hole, however do not crop into the Disney script type.

Freestanding Placement:

Top Center Placement:

The filigree is always cropped by a corner, side, or bottom of a package. It never "floats" in the middle of a panel. Follow the cropping direction as shown for each piece of filigree on the following pages. Some pieces are designed to wrap around from panel to panel. All pieces can be flopped and rotated. When scaling the filigree, make sure all pieces on the packaging are scaled the same amount. The filigree needs to be sized in relation to the oval. The filigree key leaf grouping should be 50-75% larger than the oval key leaf grouping. Multiple filigree pieces can be combined if needed. Overlapping the filigree slightly is OK, as long as the overall density of the filigree is consistent throughout.

Dove Sizing

Size the dove in relation to the width of the key leaf grouping, as shown. The key leaf grouping exists on every piece of filigree. The dove is always placed next to the filigree grouping: it never "floats" alone. There are plenty of opportunities for the dove to tuck in with the leaves and vines of the filigree. There can be multiple doves on a single package, however they should be used sparingly because they are colored in the pink accent color.

Filigree Sizing Relative to Oval

Size up the this Key Leaf Grouping 150-175%. Size the filigree, using the Filigree Key Leaf Grouping as a guide, to that size.

Dove Sizing:
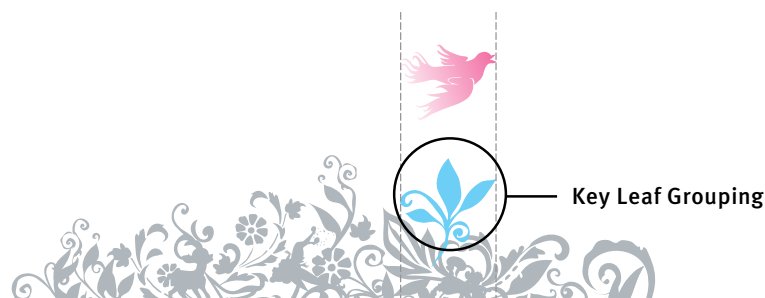
Key Leaf Grouping

Freestanding/Corner Wrap Filigree

This filigree piece can be used two ways. It can crop at the bottom only, as shown at bottom left, or it can crop at the bottom and the side, as shown on the right. The side crop can vary.

The position of the vertical crop can move depending on length of packaging panel.

Tall Freestanding/Corner Wrap Filigree

Junior Mid-Tier Filigree Pieces

Horizontal/Vertical Filigree

This filigree is designed to repeat and can wrap around multiple side panels. The dove does not have to repeat along with the filigree.

This filigree can be flipped to work vertically.

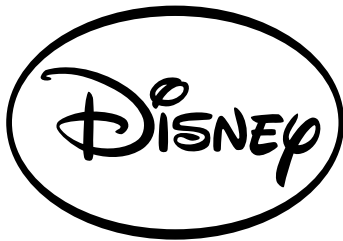### Alternate Horizontal Filigree

Small Corner Piece

This piece can rotate to fit in the upper right corner of a box panel.

Specific product and legal information is allocated to the back panel. The back panel has a gray (PMS 429c) band at the bottom which holds the legal copy, Disney oval, licensee logo and UPC code. The simplified version of the Disney oval (see below) is used on the back panel. The logo reverses out to white, and the type prints black.

Simplified Disney Oval

For all back panels and any other case where the logo is sized 1 inch or smaller on the package.

Simplified Logo

Complex Back Panel

Product Name

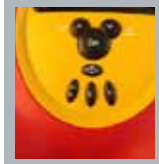*Product Description*

Snipe Copy Fits Here

Lorem ipsum dolor sit amet, consectetur adip isicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud sed do eiusmod exercitation magna aliqua.
Lorem ipsum dolor sit amet, consectetur adip isicing elit enim ad mi nim veniam, quis nostrud sed do eius mod exe rcit

Another line for attributes to go here.

Attribute copy to go here lorem ipsum dolor sit amet, consectetur adip isicing elit.

Attribute copy to go here lorem ipsum dolor sit amet, consectetur adip isicing elit.

Licensee Logo

0 00000 00 0

Item Name and Price

© Disney
Visit the Disney web site at www.disney.com

Simplified Back Panel

Product Name
Product Description

© Disney
Based on the "Winnie the Pooh" works by A. A. Milne and E. H. Shepard

Licensee Logo

0 00000 00 0

Item Name and Price

Licensee Logo

0 00000 00 0

Item Name and Price

© Disney
Based on the "Winnie the Pooh" works
by A. A. Milne and E. H. Shepard

Small Back Panel

If the back panel is very small, then it can be gray (PMS 429c) all over.

Here is an example of do's and don'ts on a 3 inch wide earring card (at actual size).

Dove should be specified as PMS 205c. Dove should be positioned close to the filigree, not the oval. Dove is too large and should be sized to the width of the key leaf grouping.

Don'ts

Do's

Filigree pieces are sized at two different sizes. The scale should be the same.

Filigree piece is rotated incorrectly and uses part of the filigree that should be cropped out.

Oval is sized too small for a 3 inch wide card (it should be half the length). The oval should be positioned in the upper left corner or centered, and should be cropped.

Try to place filigree at bottom for better design balance. Always keep the filigree at ample distance from the oval.

Here is an example of do's and don'ts on the back panel of the earring card.

Don'ts

Do's

The oval on the back panel should be the simplified version with no filigree. The oval should reverse out to white on gray (PMS 429c) panel.

Dove should be specified as PMS 205c. Dove should be positioned close to the filigree, not the oval. Dove is too large and should be sized to the width of the key leaf grouping.
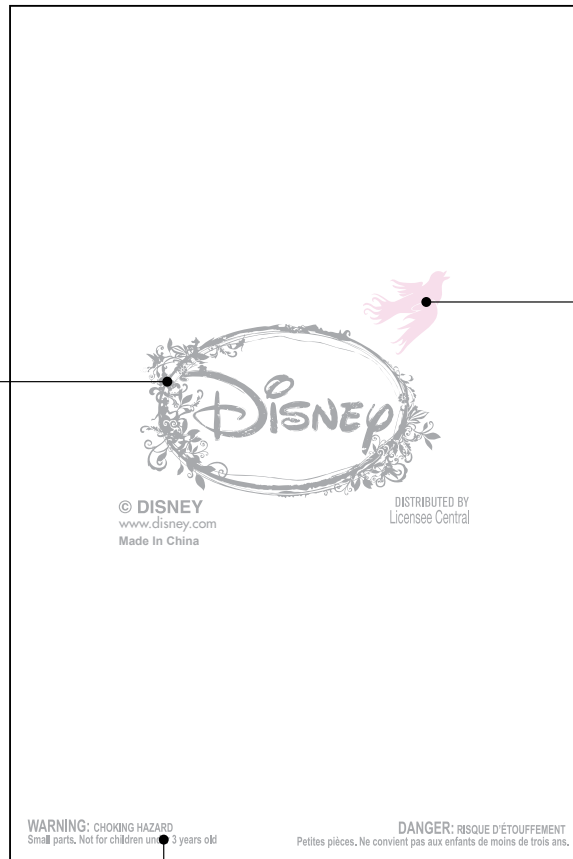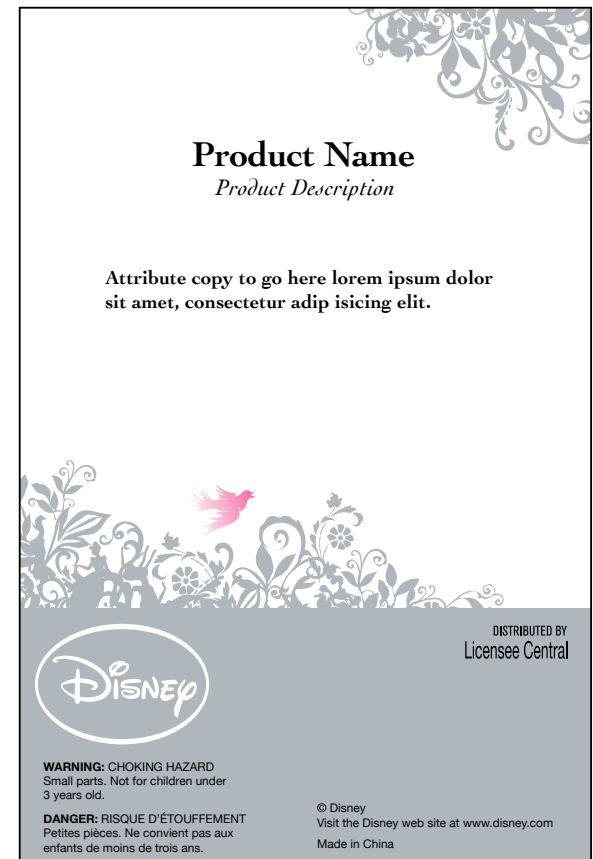
All legal type should be placed on a gray (PMS 429c) band at the bottom of the panel and prints black.

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Made In China

DISTRIBUTED BY
Licensee Central

WARNING: CHOKING HAZARD
Small parts. Not for children under 3 years old

DANGER: RISQUE D'ÉTOUFFEMENT
Petites pièces. Ne convient pas aux enfants de moins de trois ans.

Product Name
Product Description

Attribute copy to go here lorem ipsum dolor sit amet, consectetur adip isicing elit.

DISTRIBUTED BY
Licensee Central

WARNING: CHOKING HAZARD
Small parts. Not for children under
3 years old.

DANGER: RISQUE D'ÉTOUFFEMENT
Petites pièces. Ne convient pas aux
enfants de moins de trois ans.

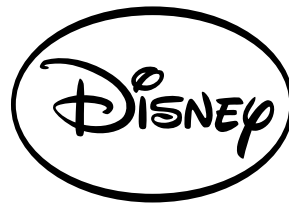© Disney
Visit the Disney web site at www.disney.com

Made in China

This shows a complete catalog of all art used for Mid-Tier designs. The dove, snipe and simplified logo are the only elements that cross over to Mass designs.

JrMidTLogo.ai

JrMMLogoSimplified.ai

JrMMDove.ai

JrMMSnipe.ai

JrMidTFiligree01.ai

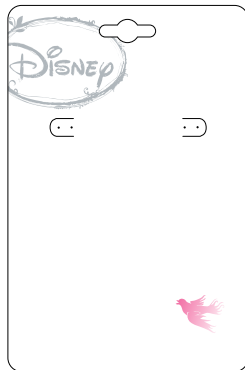JrMidTFiligree02.ai

JrMidTFiligree03.ai

JrMidTFiligree04.ai

JrMidTFiligree05.ai

Junior Mass Branding

Header Card

Earring Card

Slanted Watch Tin

Shoe Box

Product Name
Product Description

The Junior Mass oval is sized and placed differently from a typical Disney oval. This oval is larger and can be seen as a decorative element as well as a branding statement.
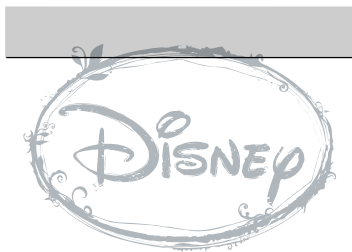
Cropping

In all cases, with the exception of freestanding placement, the oval is cropped. It is cropped either on the left side or top (or both). Use the exact crops as shown below.

Sizing

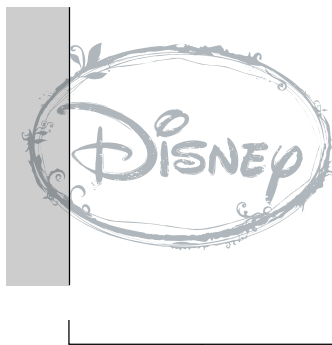For the majority of packages, the cropped oval is sized one third of the width of the packaging front panel. Never use the complete oval for sizing, only the cropped portion.
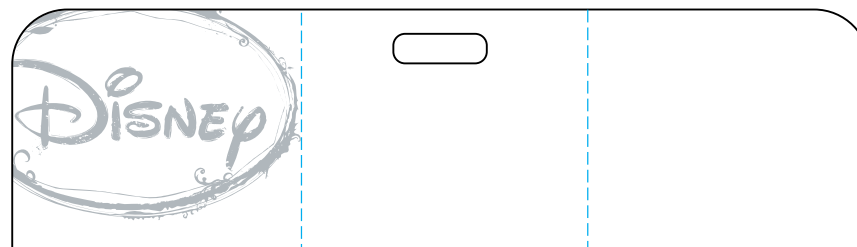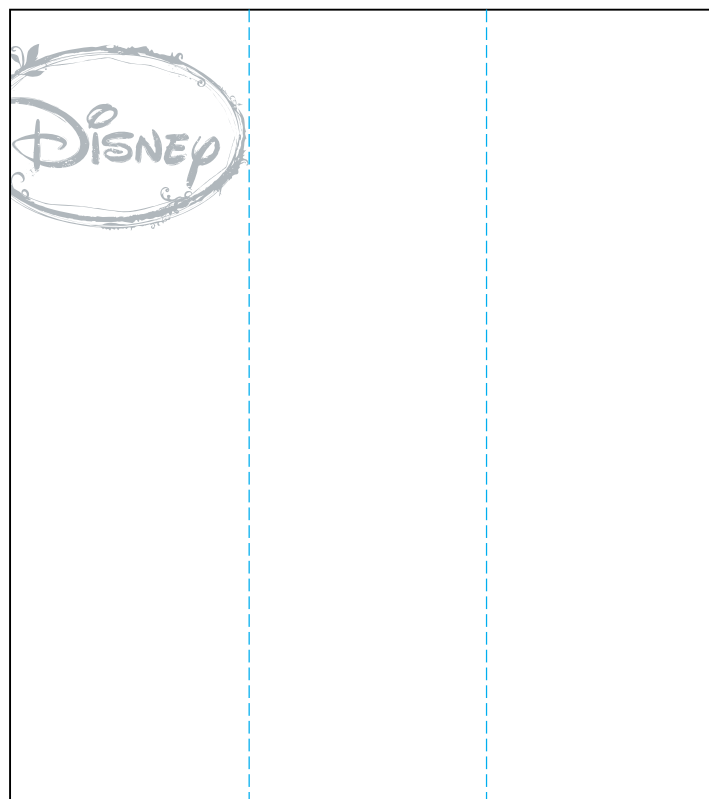
Standard top crop

Standard left side crop

Size this part to one third the width of the package front panel.

Examples of packaging panels divided into thirds. The cropped oval is sized at one third the total panel length.
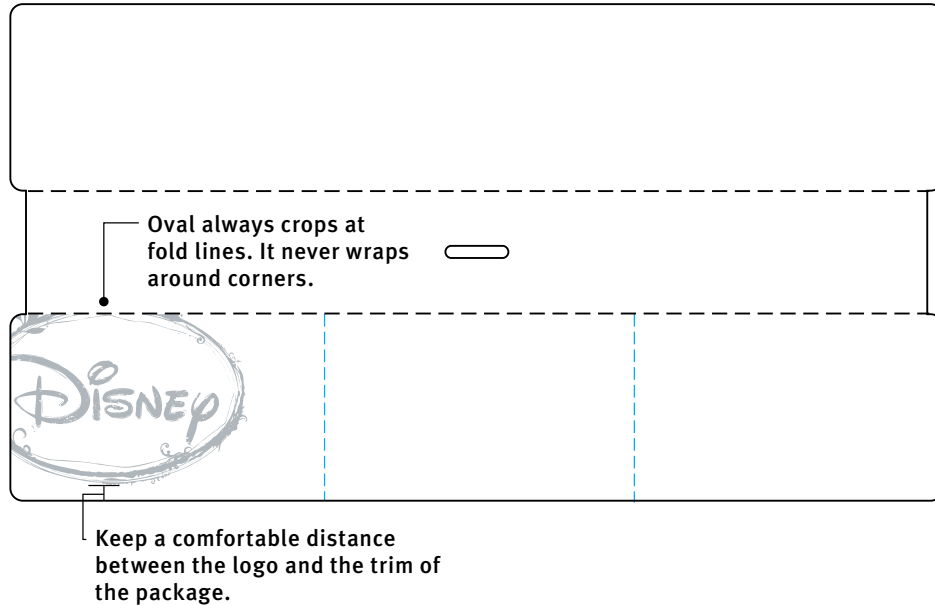
Sizing Exceptions

For packages 2 to 4 inches across, the oval can be sized to one half the total width of the package, instead of one third. See the earring panel as an example. For packages that are 2 inches and smaller, the oval can be sized three quarters of the package width.

On an extremely narrow package panel, the oval can be sized down slightly from the one third measurement to accommodate a comfortable distance from the bottom edge. Never crop the bottom of the oval.

For large packages that are 12 inches or over in length, size the oval to one quarter of the package length.

For packages without a distinguishable edge or fold line, like a belly band, divide the complete belly band width in half. Taking the half measurement, divide that in quarters and size the cropped oval to that measurement. Place the oval in the visual center or left-hand side as it wraps around product. Oval should be cropped at the top in the layout, not on the left.

Narrow panel with oval sized down

Oval always crops at fold lines. It never wraps around corners.

Keep a comfortable distance between the logo and the trim of the package.

One quarter of half of the length

Sized to half of panel

Belly band sizing

Actual size earring panel with oval at half of the length.

There are three placement options for the Disney oval on a package's front panel: top left corner, top center, and freestanding. Although there are three options available, the predominate placement is the top left corner.

Top Left Corner Placement

For a top left corner placement, the oval can be cropped on the side only, or the side and top, both shown here. The cropped part never wraps around to side panels or back.
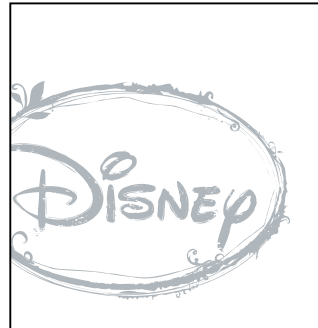
Top Center Placement

For the top center placement, crop the oval with the standard top crop. Find the center point on the front panel and align the center of the complete oval with the panel center. Make sure that the oval is sized with the cropped version, even though the oval won't be cropped that way in the layout.

Freestanding

The oval can be freestanding in certain cases. This works best with an unusual die line or package shape. The oval is centered on the panel. Follow the instructions for sizing first—remember to size the cropped version of the oval, even though the oval won't be cropped in the layout—then place the complete oval with plenty of room away from the edges.
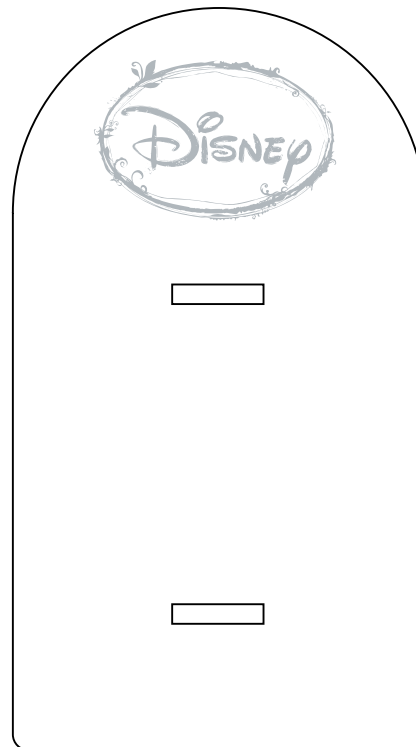
Top Left Corner Placements:

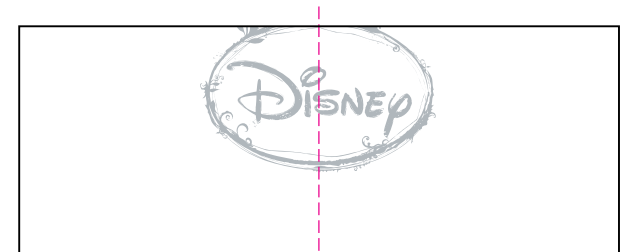**Top left corner placement with side crop.**

Top left corner placement with top and side crop. Rounded corners are OK. Oval can be cropped with a die line hole, however do not crop into the Disney script type.

Freestanding Placement:

Actual package size is 3 ³/₄ inches

Top Center Placement:

Actual package size is 6 inches

For minimal package layouts that don't include character art, the dove plays a bigger role in the layout. Size the dove to be the same width from the lower edge of the "s" to the right side of the "y" in "Disney" in a properly sized oval. After the dove is sized correctly, it should be placed on the front packaging panel surrounded by plenty of white space. Do not place the dove too close to the oval itself or the edge of the package. Do not crop the dove, or wrap it to the side or back. The dove can be placed in its entirety on the sides, or back panel (see page 12 for an example).

Use the properly scaled oval to size the dove. Size between the "s" and the "y" in "Disney" as shown.
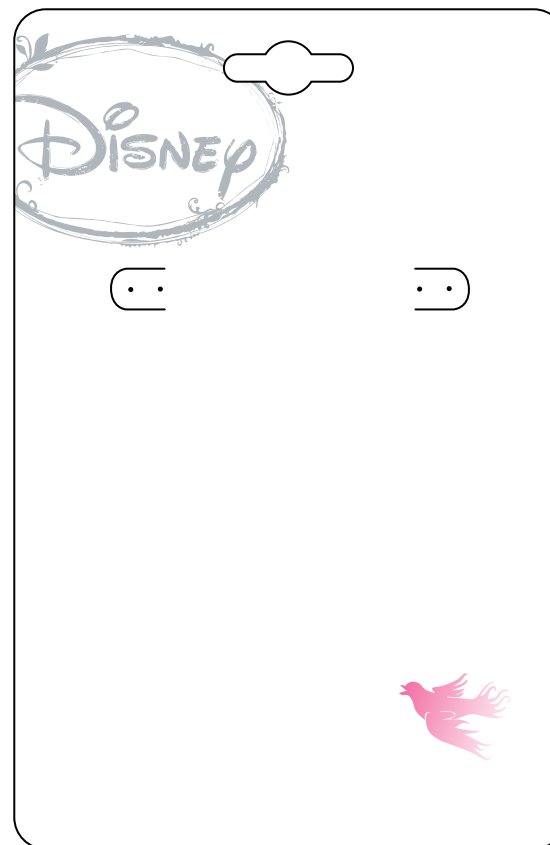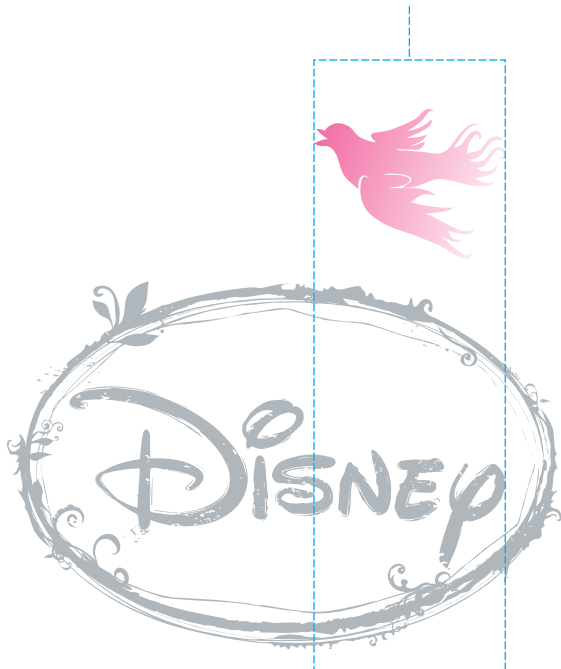
This example shows the correct way to place the dove with the oval.

This program offers the option of incorporating character art with the branding program. Character art should be full rendered art—not traditional line and fill (see below).

Character art should be sized to one third of the package front panel. If character art is exceptionally horizontal, or if the art has arms or hair that extends beyond significantly, then the character can enlarge beyond the one-third measure, but try to keep it within one-half of the packaging panel width.

Minnie is sized to one third of the front panel of the package.

Bambi is a horizontal pose: one-third of the pose extends beyond the one-third of the front package panel
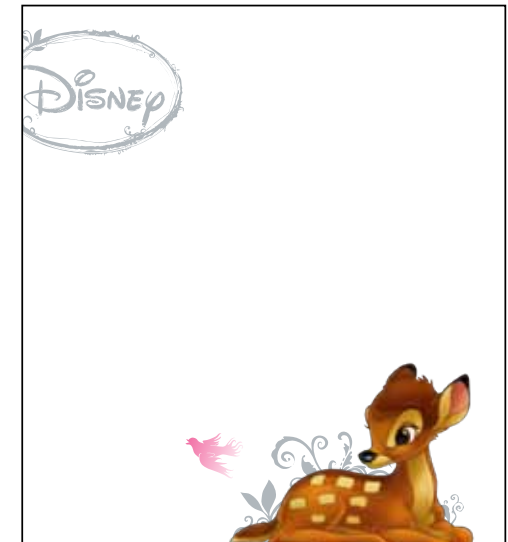
One third of package panel

One third of package panel

Full Rendered Art

Traditional Line and Fill
DO NOT USE!

Minnie in the package layout.

Bambi in the package layout.

Sizing Exceptions

For packages 2 to 4 inches across, the character art can be sized to one half the total width of the package, instead of one third. For packages that are 2 inches and smaller, the character art can be sized to three quarters of the package width. If a package is 12 inches and wider, then the character can be sized to one quarter of the width of the package panel.

Never show the full image of the character art (crop art at the bottom whenever possible) and never "float" the character art alone. Some character art can be flopped and others cannot; refer to the individual branding guides for further instruction on specific character art usage.

Unique Die line
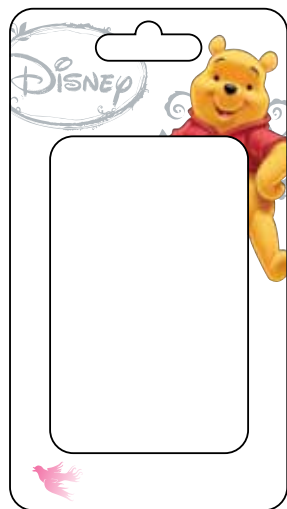
Actual package width is 2 5/8 inches. Both character art and logo are sized to one half of the packaging width. Note the unique placement of the dove and character art for this challenging die line.
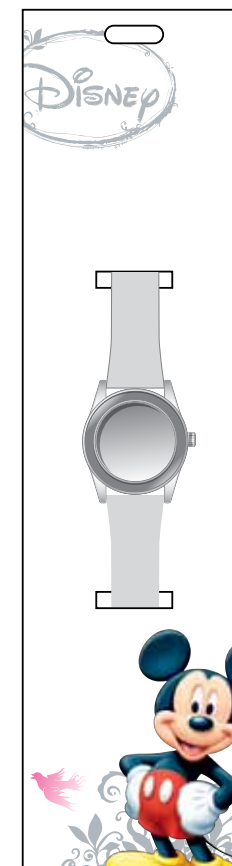

Actual package width is 3 3/4 inches. Both character art and logo are sized to one half of the packaging width.

Actual package width is 1 1/2 inches. Both character art and logo are sized to three quarters of the packaging width.
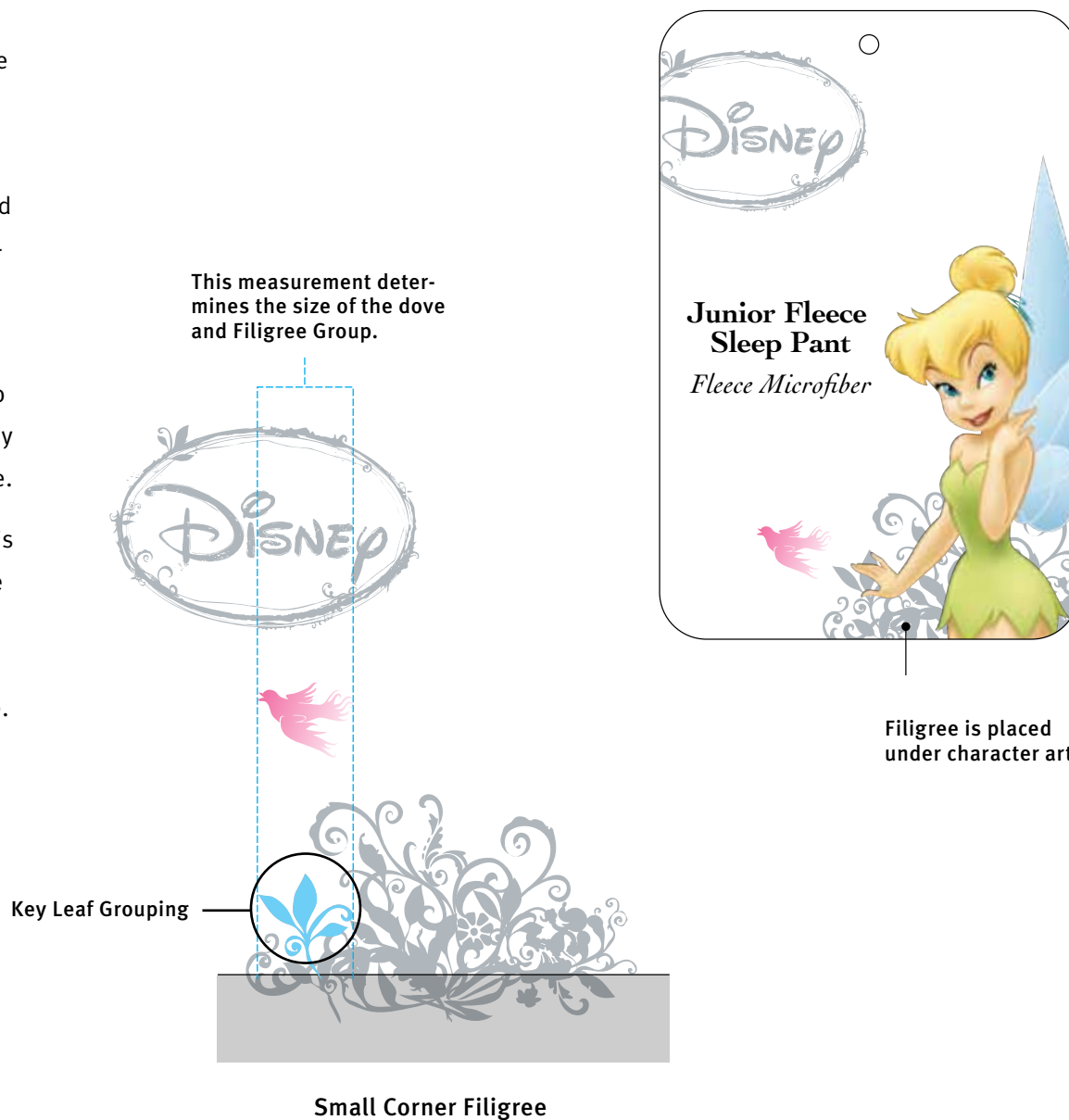
Character art should always be accompanied with the Small Corner Filigree and the dove art. The character is placed over the Filigree with a portion it showing. This Filigree never exists without the character art. Both the Filigree and the dove can be flopped.

Filigree and Dove Sizing

The dove is sized smaller when character art is included in the package layout. It is considered a secondary element and should not overpower, or detract from, the character art.

The measurement from the left edge of the letter "s" to the right edge of the letter "e" in "Disney," in a properly sized oval, dictates the size of the filigree and the dove.

The Key Leaf Grouping in the Filigree (shown at right), is the element to be used for sizing. The dove is the same width as the Key Leaf Grouping, which should match the width between the letters in the oval. The dove is placed next to the Filigree grouping whenever possible.

This measurement determines the size of the dove and Filigree Group.

Key Leaf Grouping

Small Corner Filigree

Junior Fleece Sleep Pant

Fleece Microfiber

Filigree is placed under character art.

Specific product and legal information is allocated to the back panel. The back panel has a gray (PMS 429c) band at the bottom which holds the legal copy, Disney oval, licensee logo and UPC code. The Disney logo reverses out to white, and the type prints black.

Simplified Disney Oval

This is a simplified version of the Disney oval that is used on the back panel, and any other case where the logo is sized 1 inch or smaller on the front package.

Simplified Logo

Complex Back Panel

Product Name
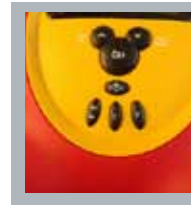
Product Description

Snipe Copy Fits Here

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Licensee Logo

0 00000 00 0
Item Name and Price

© Disney
Visit the Disney web site at www.disney.com

Simplified Back Panel

Product Name
Product Description

© Disney
Based on the "Winnie the Pooh" works by A. A. Milne and E. H. Shepard

Licensee Logo

0 00000 00 0
Item Name and Price

Licensee Logo

0 00000 00 0
Item Name and Price

© Disney
Based on the "Winnie the Pooh" works by A. A. Milne and E. H. Shepard

Small Back Panel

If the back panel is very small, then it can be gray (PMS 429c) all over.

Here is an example of do's and don'ts on a 3 inch wide
earring card (at actual size).

Don'ts

Do's

Oval should only be cropped on the left or top, or both; never on the right.

There is no filigree under the character art. Filigree always accompanies character art.

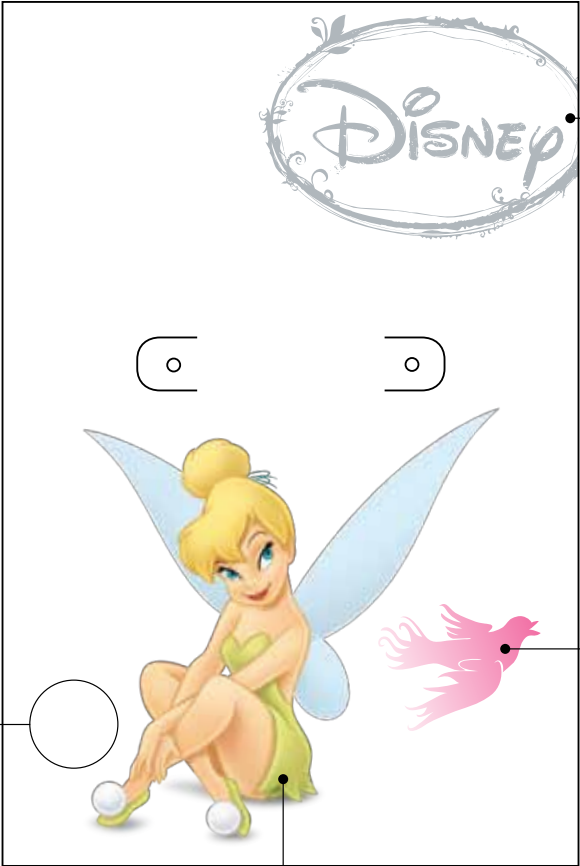The dove is too big: its size is dictated by the measurement between the "s" and the "e" in the Disney oval. Also, the dove should never exist without filigree when the package layout includes character art.
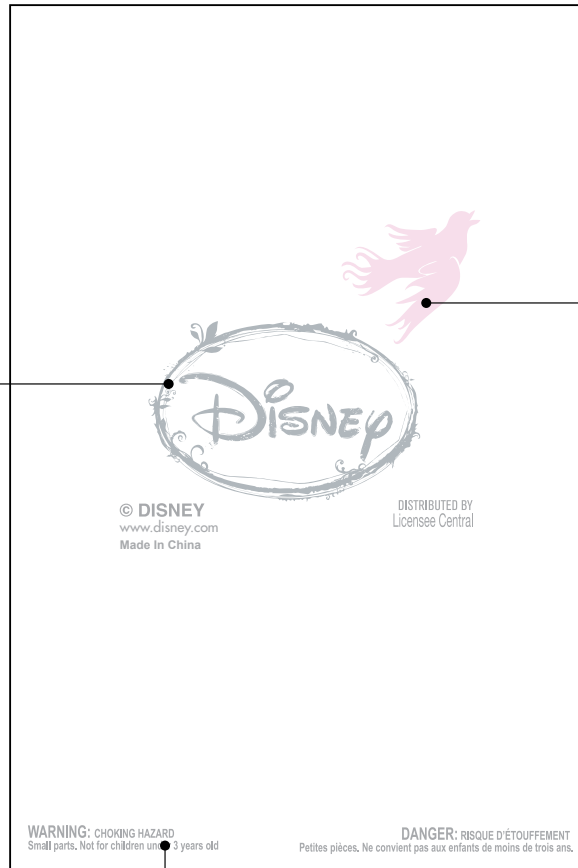
The character art should always be cropped. Never "float" the character art, or leave it uncropped (crop art at bottom whenever possible).

Here is an example of do's and don'ts on the back

panel of the earring card.

Don'ts

Do's

The oval on the back panel should be the simplified one with no filigree. The oval should reverse out to white on a gray (PMS 429c) panel.

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WARNING: CHOKING HAZARD
Small parts. Not for children under 3 years old

DANGER: RISQUE D'ÉTOUFFEMENT
Petites pièces. Ne convient pas aux enfants de moins de trois ans.

Dove should be specified as PMS 205c. Dove should be positioned close to the filigree, not the oval. Dove is too large and should be sized to the width of the key leaf grouping.

This logo is the same size as the one on the front panel.

All legal type should be placed on a gray (PMS 429c) band at the bottom of the panel and prints black.
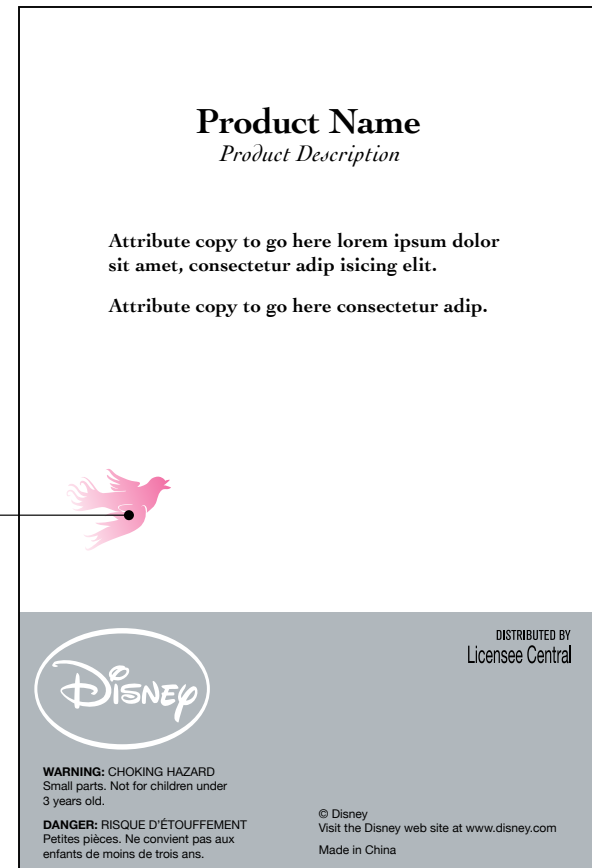
Product Name
Product Description

Attribute copy to go here lorem ipsum dolor sit amet, consectetur adip isicing elit.

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WARNING: CHOKING HAZARD
Small parts. Not for children under
3 years old.

DANGER: RISQUE D'ÉTOUFFEMENT
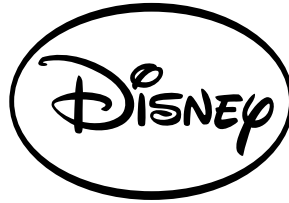Petites pièces. Ne convient pas aux
enfants de moins de trois ans.

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This shows a complete catalog of all art used for Mass
designs. The dove, snipe and simplified logo are the
only elements that cross over to Mid-Tier designs.

JrMassLogo.ai

JrMMLogoSimplified.ai

JrMMDove.ai

JrMMSnipe.ai

JrMassFiligree01.ai

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