

nickelodeon™

TEENAGE MUTANT NINJA
TURTLES

STYLEGUIDE 2012

HINTENSIVE

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STYLE GUIDE **CREATIVE STRATEGY**

COPY TO COME

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SYNOPSIS

TEENAGE MUTANT NINJA TURTLES is a half-hour CGI animated action-comedy series, which breathes new life into the iconic characters of this wildly popular franchise. Emerging from their hidden lair in the sewers for the very first time, the band of reptile brothers will confront the wondrous and hostile world of New York City, facing

enemies more dangerous and pizza more delicious than anything they could have imagined. Younger, funnier and ninja-ier than ever before, the show will explore the lives of four teenage brothers, learning to rely on themselves and each other as they unravel the mystery of their existence and grow to become the heroes they are destined to be.

5

CHARACTER

CHAR





LEONARDO

LEONARDO (NITEN RYU - DOUBLE SWORD)

The leader of the Turtles, Leonardo aspires to be a brave, decisive, perfect hero. Unfortunately, for the moment at least, he's an inexperienced teen, with three smart-aleck brothers. It's the gap between his aspiration and current situation that is the greatest source of frustration in Leo's life. He's the most driven of the four turtles, training and studying relentlessly. He tends to be hard on himself, but his diligence does not go unnoticed. He is the favored student (the uchi-deshi) of Splinter, whose approval he very much craves.



DONATELLO



DONATELLO (NAGINATA- SIX-FOOT STAFF W/ BLADE)

Donatello is the team inventor and weaponeer. He creates all their gadgets - from the simplest bo-staff to their incredible vehicles. He's utterly brilliant, able to cobble together fantastic stuff from things he's literally scrounged from a trash-heap. He's obsessively detail-oriented, and often impatient that his brothers can't keep up with him intellectually. But Donnie also happens to be the most reclusive and socially awkward of the Turtles - especially when April is nearby!

RAPHAEL

RAPHAEL (SAI)

Raphael is the biggest and toughest of the four brothers. A straight-up brawler, he has very little patience for things like stealth, hiding in shadows or keeping his voice down.

While he's fiercely loyal to his brothers, he's often also the one giving them a hard time. Raphael is also the one most likely to strike out on his own when he feels slighted or underappreciated. His closest confidante is his pet turtle named Spike, whom he rescued after someone flushed him down the toilet. Raphael's temper can get the better of him, causing him to get into situations over his head.





MICHELANGELO (NUNCHUCKS/KUSARIGAMA)

Physically the smallest, and least mature, Mikey is easily distracted and enthusiastic about... well... pretty much everything. He's also extremely creative. He has a thousand ideas and, every now and then, one of them will be brilliant. His combination of creativity and lack of focus gives him a kind of "flow" that the other Turtles cannot match. He's a social animal (well, mutant), and more than the others, he yearns to be part of the real world.

MICHELANGELO

SPLINTER

SPLINTER

The Sensei/father figure of the Teenage Mutant Ninja Turtles, Splinter is a protective parent, stern disciplinarian, quirky master and Zen philosopher. A ninja master at the height of his abilities, he is determined to train and protect his new family at all costs. He's also remarkably in tune with the universe; he can literally feel its vibrations, allowing him to sense the energies and the intentions of others.



APRIL



APRIL

Very smart, very off-beat, with an indie rock vibe, April feels more comfortable around the Turtles than around her high-school peers. She always knew she wasn't meant to live a "normal" life, especially after extra-dimensional creatures bent on world domination kidnapped her super-intelligent scientist father.

SHREDDER

SHREDDER

Shredder is the cold, cunning, ruthless leader of the Foot Clan, and the sworn enemy of Splinter, whom he blames for the death of his true love. He is one of the deadliest martial artists in the world, and commands an army of ninjas willing to do anything for their master. His thirst for revenge has drained him of compassion, warmth and connection to humanity.



**THE KRAANG**

A race of extra-dimensional aliens, the Kraang manifest on Earth as multi-tentacled brain-creatures. They're individuals, but for some reason, they all identify as "Kraang." They have come to Earth in order to colonize it. Unfortunately for them, the Earth's biosphere is not particularly hospitable to them. But their plan is to transform the Earth's environment into something more suitable for their own kind, which will destroy all human life.

THE KRAANG

KRAANG DROIDS



KRAANG-DROIDS

In order to blend with human society to achieve their goals, the Kraang have developed cybernetic host bodies that they can use like vehicles. The Kraang themselves are housed in a hermetically-sealed compartment in the host bodies' chest. When buttoned up, they appear to be human. On closer inspection, their speech patterns and idioms are odd, and human customs elude them. They're inhumanly strong and tough, but awkward, and not accustomed to bipedal combat.

FOOT CLAN

FOOT CLAN

Shredder leads a clan known as the Foot, a vast army of ninja warriors who obey him without question. While these soldiers will all wear identical uniforms when in action, they come from all walks of life, and may act in their civilian identities as well.



DOGPOUND

CHRIS BRADFORD/DOGPOUND

Chris Bradford is a martial arts legend, action movie hero and owner of the most successful chain of dojos in America. He is also the star pupil and top lieutenant of the evil ninja master, Shredder. Bradford has assembled a cadre of ninjas who form the U.S. arm of Shredder's underground crime ring, the Foot Clan. He is fiercely loyal to his master and relentless in his pursuit of Splinter and the Turtles. But when his pursuit of the Turtles exposes him to Kraang mutagen, he is transformed into a ferocious Akita dog/human hybrid whom the Turtles nickname "Dogpound." As Dogpound, he is even more formidable, and one of the Turtles' most dangerous foes.



FISHFACE

XEVER/FISHFACE

Born in a crime-ridden slum of Sao Paolo, Brazil, Xever grew up as a street urchin, surviving through a combination of swindling, petty theft and pick pocketing. When Xever inadvertently stole a briefcase that belonged to Shredder, Shredder was so impressed with Xever's ruthlessness that he broke him out of jail and hired him as the Foot Clan's top enforcer. A vicious thug who is well-connected in the New York underworld, Xever uses his street smarts and criminal contacts to benefit the Foot. In the same accident as Bradford, Xever is mutated into a venomous snakehead fish hybrid whom the Turtles nickname "Fishface." Forced to rely on powerful robotic legs and an external breathing apparatus for mobility and survival, Fishface is nonetheless the Turtles' most cutthroat adversary.



THE SHELLRAISER



THE SHELLRAISER (TURTLE VAN)

Built from a converted subway car, this armored assault vehicle drives on streets and subway tracks and is used by the Turtles for their most dangerous battles. It's a Swiss Army Knife of Turtle-Tech weaponry, including steam rollers/claws, a trash cannon, and a manhole cover launcher. Inside, each Turtle has a certain role: Leonardo drives, Raphael mans weapons, Michelangelo navigates, and Donatello is chief engineer.

STEALTH CYCLE

IMAGE TO COME

STEALTH CYCLE

Hidden inside the Shellraiser, Raphael's 3-wheeled chopper deploys a shell-shaped shield that allows it to blend perfectly into the pavement. Its electric motor runs silently to avoid detection.

PATROL BUGGY

IMAGE TO COME

PATROL BUGGY

This four-man dune buggy splits into four separate go-karts, each driven by one of the Turtles. They use it for coordinated attacks or when they need to split up during high-speed pursuits. Its low profile and sharp handling are ideal for maneuvering through tight spaces.

FOOT CLAN BIKE

IMAGE TO COME

FOOT CLAN BIKE

The Foot Clan's favorite ride, this slick black chopper sports a flag with the Foot Clan emblem. It's useful in high-speed pursuits against the Turtles.

LEONARDO

- Heroes don't ask for permission.
- Gentlemen, listen up.
- One bold and daring plan.
- We need a plan.
- Prepare to dish out the mighty wrath of justice!
- Keep moving, don't let 'em surround you.
- Failure is not an option!
- Everyone stand your ground!
- Destroy some bots!
- Freeze, slimeballs!
- No more Mister Nice Turtle.
- We're the Turtles of Justice!

DONATELLO

- This is gonna be epic!
- We're the good guys!
- Think, you shellbrain!
- You wanna talk metallurgy?!
- Bring it!
- Don't worry, we're the good guys!
- Come on, gimme your best!
- I am so pumped!
- Ninjas? In New York?!

RAPHAEL

- Let's bash some bots.
- Stick it in your shell.
- Beat this!
- I won. They lost.
- Surface time!
- Watch it, buddy!
- Ready to bash some bots?
- An all-you-can-beat buffet!
- We're not kung fu frogs. We're Ninja Turtles.

MICHELANGELO

- Hot Nunchuck Fury!
- 'Chuck this out!
- Meet my nunchuck...
- 'Chuck you later!
- It's go time!
- Stay back!
- This is all kinds of wrong!
- If you mutate a mutant, you get a super mutant!
- Is that all you got?!
- Excuse me for being a "glass is half-full" kind of guy.
- You got spanked!
- I just blew your minds, right?

TURTLES GROUP

- This is gonna be awesome!
- Let's take 'em down.
- Evil, beware.
- Lean. Mean. Green.
- Turtle power!
- We're heroes.
- Good guys always win!
- No Permission Needed
- Hai, Sensei!
- High-three!

APRIL

- Think ninja, think ninja...
 - Don't worry!
 - I'm really good at this!
 - Ready for the fight!
 - Don't stand between me and my dad.
 - *Cute but dangerous
- * For Product Use Only

GENERIC

- Good Times!
- This is epic!
- Pizza!
- We're Ninjas. We move swiftly and silently.
- We're Heroes, that's what Heroes do.
- Ninjas in Training
- Shell Head
- Surface Time!
- Pumped
- Hai, Sensei!
- Freeze!
- Bash some bots!
- Dude!
- Good Guys
- It's Go Time!
- Stay Back!
- Super Mutant
- Shell Ya Later!
- Shell-Shocked
- Ninja Stealth Mode
- Mutants Rule!
- Turtle Trouble
- Never Cross a Ninja

SHREDDER

- I will finish what I started all those years ago.
- I want them all wiped out.
- Silence!
- This is unacceptable.
- I shall deal with Splinter's disciples myself...
- * Tonight I dine on turtle soup!
- * Ah, turtle soup!
- * Sharp-dressed man.
- * Lookin' Sharp
- * Stay Sharp

* For Product Use Only

SPLINTER

- You all did very well.
- It is not about winning and losing.
- This is about self-improvement.
- Yes...and no.
- Wisdom comes from experience and experience comes from making mistakes.
- Stay in the shadows.
- The ninja's most powerful weapon is the shadows.
- Anger is self-destructive.
- Hajime!
- Seek victory, not fairness.
- It is you who must prevail in battle, not your weapon.
- To show mercy is not "soft." It is a sign of true strength.

THE KRAANG

- The Turtles must be eliminated from all places.
- This is our fight with the creatures called the Turtles.
- That which is the revenge will be had on those who are call themselves the Turtles!

FOOT CLAN

- Ninja vanish!
- There is no escape!
- Here's Foot in your face!
- Beg for mercy!
- Your end has come!
- We will carve our names into your shells!
- Prepare for your demise!
- We will destroy you!
- Turtles will fall!
- At your service, Master Shredder.
- Crush the Turtles!
- From the shadows to the streets.
- In the name of the Shredder!



CHARACTER
ART



TMNT_SG_Leo_004_CGI



TMNT_SG_Leo_001_CGI



TMNT_SG_Leo_005_CGI



TMNT_SG_Leo_003_CGI







TMNT_SG_Don_001_CGI



TMNT_SG_Don_002_CGI



TMNT_SG_Don_003_CGI



TMNT_SG_Don_004_CGI



TMNT_SG_Don_010_CGI



TMNT_SG_Don_006_CGI



TMNT_SG_Don_007_CGI



TMNT_SG_Don_008_CGI



TMNT_SG_Don_009_CGI



TMNT_SG_Don_011_CGI



TMNT_SG_Don_012_CGI



TMNT_SG_Don_013_CGI



TMNT_SG_Don_014_CGI



TMNT_SG_Don_015_CGI



TMNT_SG_Raph_005_CGI



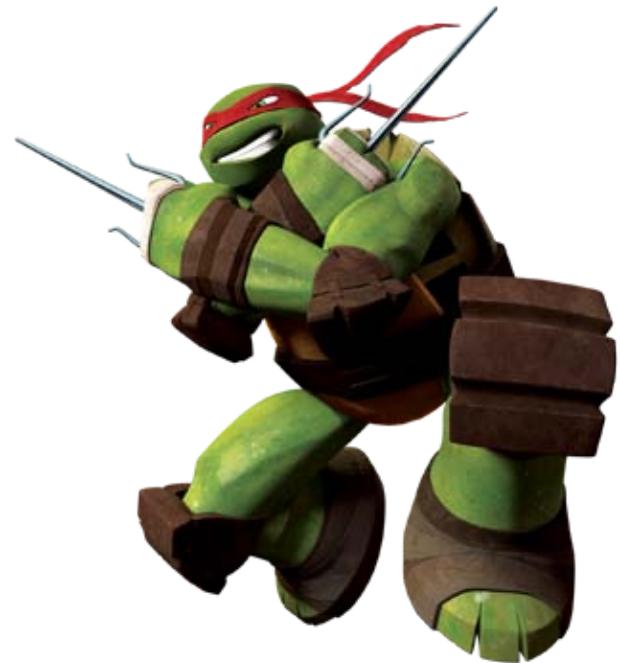
TMNT_SG_Raph_001_CGI



TMNT_SG_Raph_002_CGI



TMNT_SG_Raph_003_CGI



TMNT_SG_Raph_004_CGI

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STYLE GUIDE CHARACTER ART | RAPHAEL (RAPH)

TEENAGE MUTANT NINJA
TURTLES

TMNT_SG_Raph_006_CGI



TMNT_SG_Raph_009_CGI



TMNT_SG_Raph_007_CGI



TMNT_SG_Raph_008_CGI



TMNT_SG_Raph_010_CGI



TMNT_SG_Raph_011_CGI



TMNT_SG_Raph_012_CGI



TMNT_SG_Raph_013_CGI



TMNT_SG_Raph_014_CGI



TMNT_SG_Raph_015_CGI





TMNT_SG_Mke_009_CGI



TMNT_SG_Mke_006_CGI



TMNT_SG_Mke_008_CGI



TMNT_SG_Mke_007_CGI



TMNT_SG_Mke_010_CGI



TMNT_SG_Mke_011_CGI



TMNT_SG_Mke_012_CGI



TMNT_SG_Mke_013_CGI



TMNT_SG_Mke_014_CGI



TMNT_SG_Mke_015_CGI



TMNT_SG_Grp_001_CGI



TMNT_SG_Grp_003_CGI



TMNT_SG_Grp_002_CGI



TMNT_SG_Grp_004_CGI



TMNT_SG_Grp_005_CGI



TMNT_SG_Grp_006_CGI



TMNT_SG_Grp_007_CGI







TMNT_SG_Kraang_001_CGI



TMNT_SG_Kraang_002_CGI



TMNT_SG_Kraang_003_CGI



TMNT_SG_KraangDroid_001_CGI



TMNT_SG_KraangDroid_002_CGI



TMNT_SG_KraangDroid_003_CGI

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STYLE GUIDE **CHARACTER ART | VEHICLES**

TEENAGE MUTANT NINJA
TURTLES



FPO

TMNT_SG_

TMNT_SG_Van_001_CGI

FPO

FPO

TMNT_SG_

TMNT_SG_



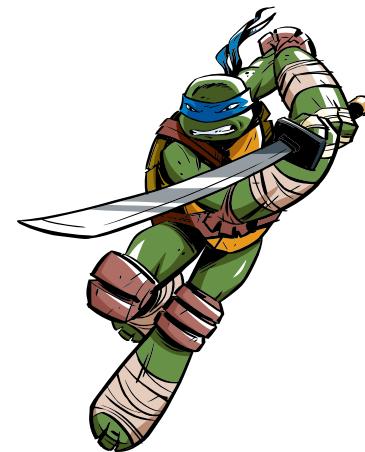
TMNT_SG_Leo_001



TMNT_SG_Leo_002



TMNT_SG_Leo_003



TMNT_SG_Leo_004



TMNT_SG_Leo_005



TMNT_SG_Leo_006



TMNT_SG_Leo_007



TMNT_SG_Leo_008



TMNT_SG_Leo_009



TMNT_SG_Leo_011



TMNT_SG_Leo_012



TMNT_SG_Leo_013



TMNT_SG_Leo_014



TMNT_SG_Leo_015



TMNT_SG_Don_001



TMNT_SG_Don_002



TMNT_SG_Don_003



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TMNT_SG_Don_015



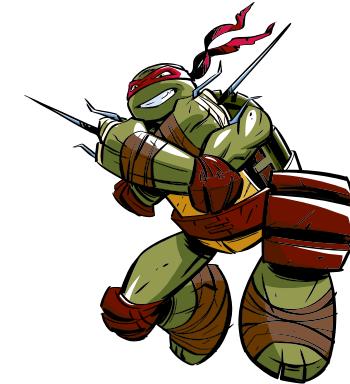
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TMNT_SG_Raph_002



TMNT_SG_Raph_003



TMNT_SG_Raph_004



TMNT_SG_Raph_005



TMNT_SG_Raph_006



TMNT_SG_Raph_007



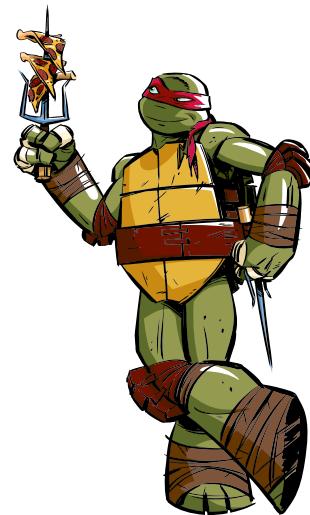
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TMNT_SG_Raph_009



TMNT_SG_Raph_011



TMNT_SG_Raph_012



TMNT_SG_Raph_013



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TMNT_SG_Raph_015



TMNT_SG_Mke_001



TMNT_SG_Mke_002



TMNT_SG_Mke_003



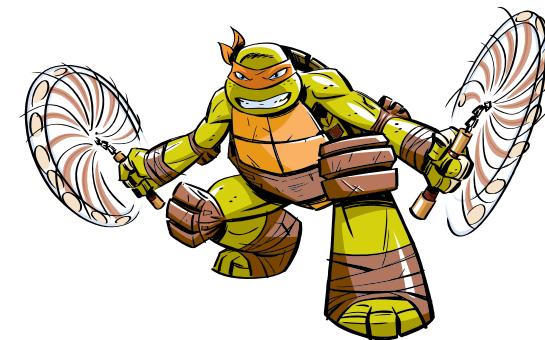
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TMNT_SG_Mke_005



TMNT_SG_Mke_006



TMNT_SG_Mke_007



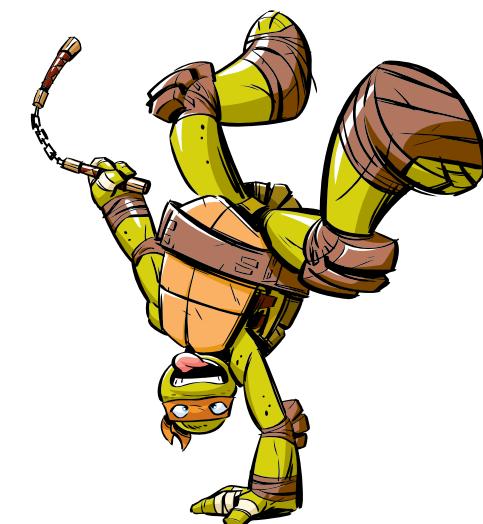
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TMNT_SG_Mke_009



TMNT_SG_Mke_011



TMNT_SG_Mke_012



TMNT_SG_Mke_013



TMNT_SG_Mke_014



TMNT_SG_Mke_015



TMNT_SG_Grp_001



TMNT_SG_Grp_002



TMNT_SG_Grp_003



TMNT_SG_Grp_004



TMNT_SG_Grp_005



TMNT_SG_Grp_006



TMNT_SG_Grp_007



TMNT SG Shredder 001



TMNT SG Shredder 002



TMNT SG Shredder 003



TMNT SG Shredder 004



TMNT SG Splinter 001



TMNT SG Splinter 002



TMNT SG Splinter 003

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STYLE GUIDE **VECTOR CHARACTER ART****TEENAGE MUTANT NINJA
TURTLES**

TMNT_SG_April_001



TMNT_SG_April_002



TMNT_SG_April_003



TMNT_SG_FootClan_001



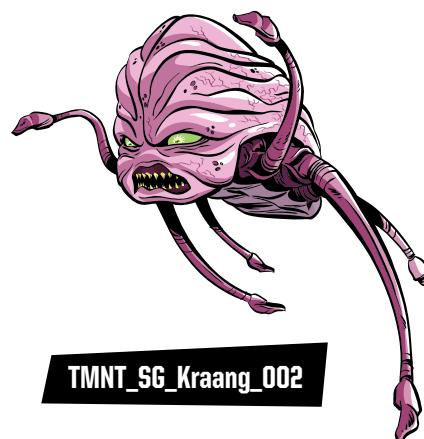
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TMNT_SG_FootClan_003



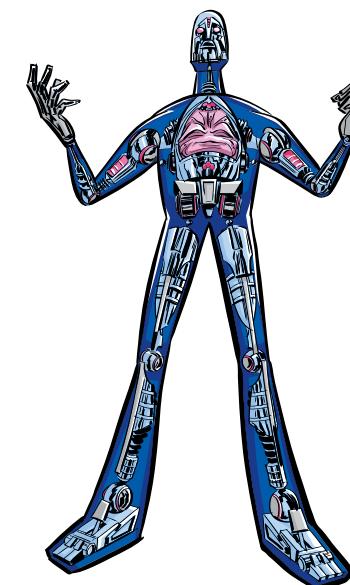
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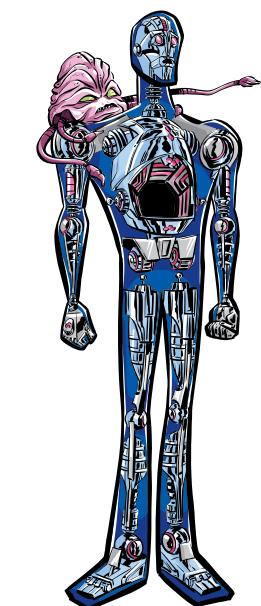
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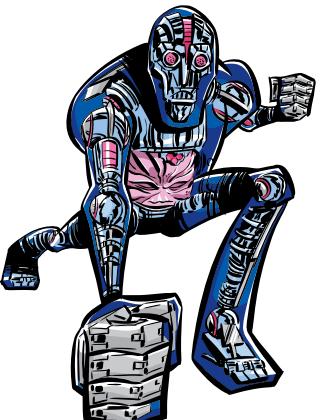
TMNT_SG_Kraang_003



TMNT_SG_KraangDroid_001



TMNT_SG_KraangDroid_002



TMNT_SG_KraangDroid_003

51STYLE GUIDE **TURNAROUNDS****TEENAGE MUTANT NINJA
TURTLES**

TMNT_SG_Turns_Leo



TMNT_SG_Turns_Don



TMNT_SG_Turns_Raph



TMNT_SG_Turns_Mike

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STYLE GUIDE **TURNAROUNDS**

TEENAGE MUTANT NINJA
TURTLES



TMNT_SG_Turns_Splinter



TMNT_SG_Turns_April

**TMNT_SG_Turns_Shredder****TMNT_SG_Turns_Kraang**



TMNT_SG_Turns_KraangDroid



TMNT_SG_Turns_Footclan



TMNT_SG_Turns_Dogpound



TMNT_SG_Turns_Fishface



LEONARDO

7490	Body c45 m0 y80 k35	457	Shell Side c0 m15 y100 k28	481	Foot & Wrist Wraps c9 m19 y23 k0
574	Body Shadow c34 m0 y81 k71	456	Shell Side Shadow c0 m15 y100 k43	479	Foot & Wrist Wraps Shadow c30 m48 y57 k0
Black	Ink Lines c0 m0 y0 k100	4495	Shell Back c0 m20 y95 k46	430	Sword Blades c5 m0 y0 k45
White	Highlights, Teeth & Eyes c0 m0 y0 k0	4485	Shell Back Shadow c0 m26 y100 k69	432	Sword Blades Base c23 m2 y0 k77
285	Mask c89 m43 y0 k0	497	Shell Side Dark c0 m70 y100 k78	433	Sword Blades Base Shadow c31 m3 y0 k90
287	Mask Shadow c100 m68 y0 k12	4975	Shell Side Dark Shadow c0 m73 y100 k80	1815	Sword Handles c0 m90 y100 k51
284	Irides c55 m19 y0 k0	1225	Strap Rings c0 m17 y62 k0	1817	Sword Handles Shadow c0 m90 y100 k66
2707 90%	Teeth and Eye Shadows c15 m5 y0 k0	1235	Strap Rings Shadow c0 m29 y91 k0	7510	Sword Handles Detail c0 m30 y72 k11
4985	Belt & Strap c0 m59 y48 k48	7499	Finger Wraps 90%	730	Sword Handles Detail Shadow c0 m38 y78 k29
4975	Belt & Strap Shadows c0 m73 y100 k80	7502	Finger Wraps Shadow c0 m8 y35 k10	1785	Tongue Highlight 73%
7412	Shell Front c0 m42 y100 k7	4995	Knee & Elbow Pads c0 m48 y38 k34	1785	Tongue c0 m67 y50 k0
724	Shell Front Shadow c0 m51 y100 k36	4985	Knee & Elbow Pads Shadow c0 m59 y48 k48		



RAPHAEL

5767	Body c15 m0 y68 k39	1817	Belt, Knee & Elbow Pads c0 m90 y100 k66	7499	Finger Wraps 90%
5747 80%	Body Shadow c26 m0 y80 k63	4975	Belt, Knee & Elbow Pads Shadows c0 m73 y100 k80	7502	Finger Wraps Shadow c0 m8 y35 k10
Black	Ink Lines c0 m0 y0 k100	430	Sword Blades c5 m0 y0 k45	Black	Ink Lines c0 m0 y0 k100
White	Highlights, Teeth & Eyes c0 m0 y0 k0	432	Sword Blades Base c23 m2 y0 k77	7407	Shell Front c0 m22 y85 k11
200	Mask c0 m100 y63 k12	433	Sword Blades Base Shadow c31 m3 y0 k90	7510	Sai Handle Ends c0 m30 y72 k11
188	Mask Shadow c0 m97 y100 k50	7497	Shell Side & Back c0 m40 m30 y70 k25	1815	Sai Handle Middle c0 m90 y100 k51
360	Irides c58 m0 y80 k0	497	Shell Side Dark c0 m70 y100 k78	1817	Sai Handle Middle Shadow c0 m90 y100 k66
2707 90%	Teeth and Eye Shadows c15 m5 y0 k0	497	Shell Side Dark c0 m70 y100 k78	644	Sai Blade c42 m15 y0 k6
2707 90%	Teeth and Eye Shadows c15 m5 y0 k0	4975	Shell Side Dark Shadow c0 m73 y100 k80	646	Sai Blade Shadow c65 m30 y0 k11
1785	Tongue Highlight 73%	1785	Tongue c0 m49 y37 k0	292	Irides c49 m11 y0 k0
1545	Tongue c0 m67 y50 k0	1545	Foot & Wrist Wraps Shadow c0 m53 y100 k72	497	Shell Side Dark c0 m70 y100 k78



MICHELANGELO

397	Body c10 m0 y100 k11	7411	Shell Front c0 m35 y69 k0	7525	Knee & Elbow Pads c0 m45 y50 k30
399	Body Shadow c0 m0 y100 k43	7412	Shell Front Shadow c0 m42 y100 k7	469	Knee & Elbow Pads Shadow c0 m52 y100 k62
Black	Ink Lines c0 m0 y0 k100	457	Shell Side c0 m15 y100 k28	7510	Nunchuk Ends c0 m30 y72 k11
White	Highlights, Teeth & Eyes c0 m0 y0 k0	456	Shell Side Shadow c0 m15 y100 k43	730	Nunchuk Ends Shadow c0 m38 y78 k29
151	Mask c0 m48 y95 k0	4495	Shell Back c0 m20 y95 k46	1815	Nunchuk Middle c0 m90 y100 k51
167	Mask Shadow c0 m60 y100 k17	4485	Shell Back Shadow c0 m26 y100 k69	1817	Nunchuk Middle Shadow c0 m90 y100 k66
292	Irides c49 m11 y0 k0	497	Shell Side Dark c0 m70 y100 k78	430	Nunchuk Blade c5 m0 y0 k45
2707 90%	Teeth and Eye Shadows c15 m5 y0 k0	4975	Shell Side Dark Shadow & Nunchuk c0 m73 y100 k80	432	Nunchuk Blade Shadow c23 m2 y0 k77
3995	Freckles c0 m3 y100 k64	4715	Belt, Foot & Wrist Wraps c0 m42 y45 k34	1815	Spinning Nunchuk Middle 35%
1785 73%	Tongue Highlight c0 m49 y37 k0	469	Belt, Foot & Wrist Wraps Shadow c0 m52 y100 k62	469	Spinning Nunchuk Middle Shadow c0 m45 y50 k25
1785 73%	Tongue c0 m67 y50 k0	1785	Tongue c0 m67 y50 k0	7499	Finger Wraps 90%
7502	Finger Wraps Shadow c0 m8 y35 k10	7499	Finger Wraps c0 m2 y14 k0	7510	Spinning Nunchuk Ends 25%



DONATELLO

5777	Body c10 m0 y49 k28	729	Shell Front c0 m31 y62 k18	491	Staff c0 m79 y100 k52
5757	Body Shadow c24 m0 y86 k50	731	Shell Front Shadow c0 m47 y90 k49	4695	Staff Shadow c0 m81 y100 k77
Black	Ink Lines c0 m0 y0 k100	457	Shell Side c0 m15 y100 k28	4735	Staff Wrap c0 m22 y23 k15
White	Highlights, Teeth & Eyes c0 m0 y0 k0	456	Shell Side Shadow c0 m15 y100 k43	4715	Staff Wrap Shadow c0 m42 y45 k34
2593	Mask c61 m89 y0 k0	4495	Shell Back c0 m20 y95 k46	1785	Tongue Highlight 73% c0 m49 y37 k0
2622	Mask Shadow c57 m98 y0 k46	4485	Shell Back Shadow c0 m26 y100 k69	1785	Tongue c0 m67 y50 k0
7413	Irides c0 m53 y100 k4	497	Shell Side Dark c0 m70 y100 k78	7504	Foot & Wrist Wraps c0 m25 y45 k40
2707 90%	Teeth and Eye Shadows c15 m5 y0 k0	4975	Shell Side Dark Shadow c0 m73 y100 k80	7518	Foot & Wrist Wraps Shadow c0 m40 y55 k60
4705	Belt, Strap, Knee & Elbow Pads c0 m62 y71 k49	4975	Belt, Foot & Wrist Wraps c0 m42 y45 k34	7499	Finger Wraps 90% c0 m2 y14 k0
4695	Belt, Strap, Knee & Elbow Pads Shadows c0 m81 y100 k77	469	Belt, Foot & Wrist Wraps Shadow c0 m52 y100 k62	7502	Finger Wraps Shadow c0 m8 y35 k10
122	Strap Ring c0 m17 y80 k0	124	Strap Ring Shadow c0 m28 y100 k6	497	Shell Side Dark c0 m70 y100 k78
4975	Shell Side Dark Shadow c0 m73 y100 k80	4975	Shell Side Dark Shadow c0 m73 y100 k80	4975	Shell Side Dark Shadow c0 m28 y100 k6

**SPLINTER**

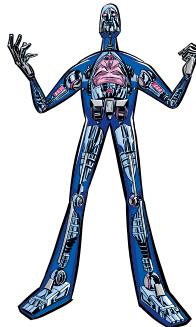
Black	Ink Lines, Fur, Shadows c0 m0 y0 k100	Warm Gray 3	Eyebrows & Beard c0 m4 y8 k17	125	Sword Handle Top c0 m26 y100 k26
White	Highlights & Eyes c0 m0 y0 k0	Warm Gray 7	Eyebrows & Beard Shadow c0 m8 y14 k38	1395	Sword Handle Top Shadow c0 m41 y100 k37
196	Ears c0 m25 y4 k0	502	Hands & Tail c0 m18 y10 k1	390	Sword Sheath Detail c22 m0 y100 k8
197	Ears Shadow 86% c0 m39 y9 k0	487	Hands & Tail Shadow c0 m35 y28 k0	391	Sword Sheath Detail Shadow c13 m0 y100 k33
202	Irides c0 m100 y61 k43	503	Nails 95% c0 m10 y8 k0	426	Sword Handle 95% c0 m0 y0 k94
2707	Eye Shadow 90% c15 m5 y0 k0	501	Nails Shadow 95% c0 m26 y12 k3	426	Sword Handle Shadow c0 m0 y0 k97
491	Fur c0 m79 y100 k52	504	Arm Wraps c0 m1 y0 k51	426	Sword Sheath 90% c0 m0 y0 k89
4695	Fur Shadows c0 m81 y100 k77	505	Arm Wraps Shadow c0 m2 y0 k68	426	Sword Sheath Shadow c0 m0 y0 k93
217	Nose c0 m28 y0 k0	506	Robe c45 m100 y100 k15	5875	Sword Handle 90% c0 m0 y23 k10
211	Nose Shadow 78% c0 m43 y6 k0	1817	Robe Shadow c0 m90 y100 k66	2707	Eye Shadows 90% c15 m5 y0 k0
Cool Gray 1	Nose and Face Fur c0 m0 y0 k6	490	Robe Details & Belt c0 m74 y100 k72	701	Facial Scar c0 m45 y20 k0
Cool Gray 6	Nose and Face Fur Shadow c0 m0 y0 k31	4975	Robe Details & Belt Shadow c0 m73 y100 k80	7423	Facial Scar Shadow c0 m55 y23 k0

**SHREDDER**

489	Skin c0 m15 y11 k0	429	Metal Armor c3 m0 y0 k32	426	Mask, Shirt, Belt & Pants 88% c0 m0 y0 k87	710	Sword Handles c0 m79 y58 k0
488	Skin Shadow c0 m26 y19 k0	431	Metal Armor Shadow c11 m1 y0 k64	426	Mask, Shirt, Belt & Pants 94% c0 m0 y0 k93	709	Eyes c0 m66 y38 k0
Black	Ink Lines c0 m0 y0 k100	426	Belt 91% c0 m0 y0 k90	Black	Ink Lines c0 m0 y0 k100	704	Sword Handles & Eyes Shadows c0 m90 y72 k29
White	Highlights & Eye c0 m0 y0 k0	426	Belt 95% c0 m0 y0 k94	White	Highlights c0 m0 y0 k0	703	Headband c0 m83 y54 k16
Black 5	Bodysuit, Gloves & Shoes 95% c0 m38 y21 k83	Black 6	Cape & Upper Shin Armor 84% c0 m29 y0 k84	431	Socks & Forearms c11 m1 y0 k64	505	Headband Shadow c50 m100 y100 k25
Black 5	Bodysuit, Gloves & Shoes Shadows 95% c0 m40 y22 k87	Black 6	Cape & Upper Shin Armor Shadows 88% c88 m31 y0 k88	432	Socks & Forearms c23 m2 y0 k77	277	Blue Metal c27 m7 y0 k0
487	Scarred Eye c0 m35 y28 k0	487	Scarred Eye Shadow c0 m47 y41 k0	425	Shoes & Gloves c0 m2 y0 k60	278	Blue Metal Shadow c39 m14 y0 k0
486	Scarred Eye Shadow c0 m0 y0 k93	425	Shoes & Gloves Shadow c0 m0 y0 k77	425	Shoes & Gloves Shadow c0 m0 y0 k77	Cool Gray 4	Grey Metal c0 m0 y0 k24
2707	Eye Shadows 90% c15 m5 y0 k0	2707	Eye Shadows 90% c15 m5 y0 k0	429	Headband Logo & Sword Strap c3 m0 y0 k32	813	Pink Details c0 m70 y0 k0
701	Facial Scar c0 m45 y20 k0	701	Facial Scar Shadow c0 m55 y23 k0	7423	Headband Logo & Sword Strap Shadows c0 m2 y0 k60	7425	Pink Details Shadow c0 m90 y30 k7

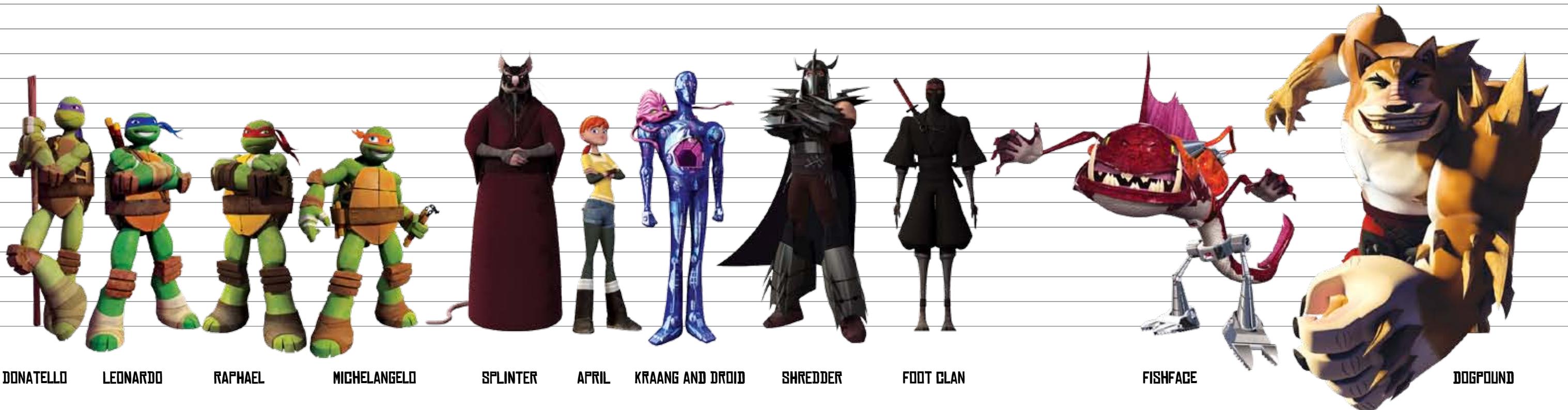
**FOOT CLAN**

426	Mask, Shirt, Belt & Pants 88% c0 m0 y0 k87	710	Sword Handles c0 m79 y58 k0	2728	Body c96 m69 y0 k0
426	Mask, Shirt, Belt & Pants 94% c0 m0 y0 k93	709	Eyes c0 m66 y38 k0	2748	Body Shadow c100 m88 y0 k14
Black	Ink Lines c0 m0 y0 k100	704	Sword Handles & Eyes Shadows c0 m90 y72 k29	Black	Ink Lines c0 m0 y0 k100
White	Highlights c0 m0 y0 k0	703	Headband c0 m83 y54 k16	White	Highlights c0 m0 y0 k0
Black	Headband c0 m83 y54 k16	505	Headband Shadow c50 m100 y100 k25	277	Blue Metal c27 m7 y0 k0
White	Headband Shadow c50 m100 y100 k25	278	Blue Metal Shadow c39 m14 y0 k0	Cool Gray 4	Grey Metal c0 m0 y0 k24
431	Socks & Forearms c11 m1 y0 k64	505	Headband Shadow c50 m100 y100 k25	425	Shoes & Gloves c0 m0 y0 k77
432	Socks & Forearms c23 m2 y0 k77	278	Blue Metal Shadow c39 m14 y0 k0	Cool Gray 7	Grey Metal Shadow c0 m0 y0 k37
425	Shoes & Gloves c0 m2 y0 k60	813	Pink Details c0 m70 y0 k0	813	Pink Details c0 m70 y0 k0
425	Shoes & Gloves Shadow c0 m0 y0 k77	7425	Pink Details Shadow c0 m90 y30 k7	7425	Pink Details Shadow c0 m90 y30 k7
429	Headband Logo & Sword Strap c3 m0 y0 k32	672	Kraang c3 m34 y0 k0	672	Kraang c3 m34 y0 k0
7423	Headband Logo & Sword Strap Shadows c0 m2 y0 k60	688	Kraang Shadow c5 m57 y0 k19	688	Kraang Shadow c5 m57 y0 k19

**KRAANG DROID**

2728	Body c96 m69 y0 k0	672	Body c3 m34 y0 k0
2748	Body Shadow c100 m88 y0 k14	688	Body Shadow c5 m57 y0 k19
Black	Ink Lines c0 m0 y0 k100	Black	Ink Lines c0 m0 y0 k100
White	Highlights c0 m0 y0 k0	White	Highlights c0 m0 y0 k0
277	Blue Metal c27 m7 y0 k0	357	Pupils c80 m0 y100 k56
278	Blue Metal Shadow c39 m14 y0 k0	393	Irides & Teeth c3 m0 y55 k0
Cool Gray 4	Grey Metal c0 m0 y0 k24	458	Teeth Shadows c10 m10 y73 k0
Cool Gray 7	Grey Metal Shadow c0 m0 y0 k37	375	Eyes c41 m0 y78 k0
813	Pink Details c0 m70 y0 k0	687	Arms c2 m44 y0 k12
7425	Pink Details Shadow c0 m90 y30 k7	689	Arms Shadow, Veins & Arm Sockets c7 m77 y0 k34
672	Kraang c3 m34 y0 k0	518	Gums, Spots, & Arm Sockets Shadows c70 m100 y55 k25
688	Kraang Shadow c5 m57 y0 k19	7449	Gums Shadow c72 m100 y77 k40

**KRAANG**



GO

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online Nickelodeon art resource.



VECTOR LOGOS

802 Black White



Spot color on light background



Spot color on dark background



4C on light background



4C on dark background



TMNT_Graphic_logo



ENHANCED LOGO



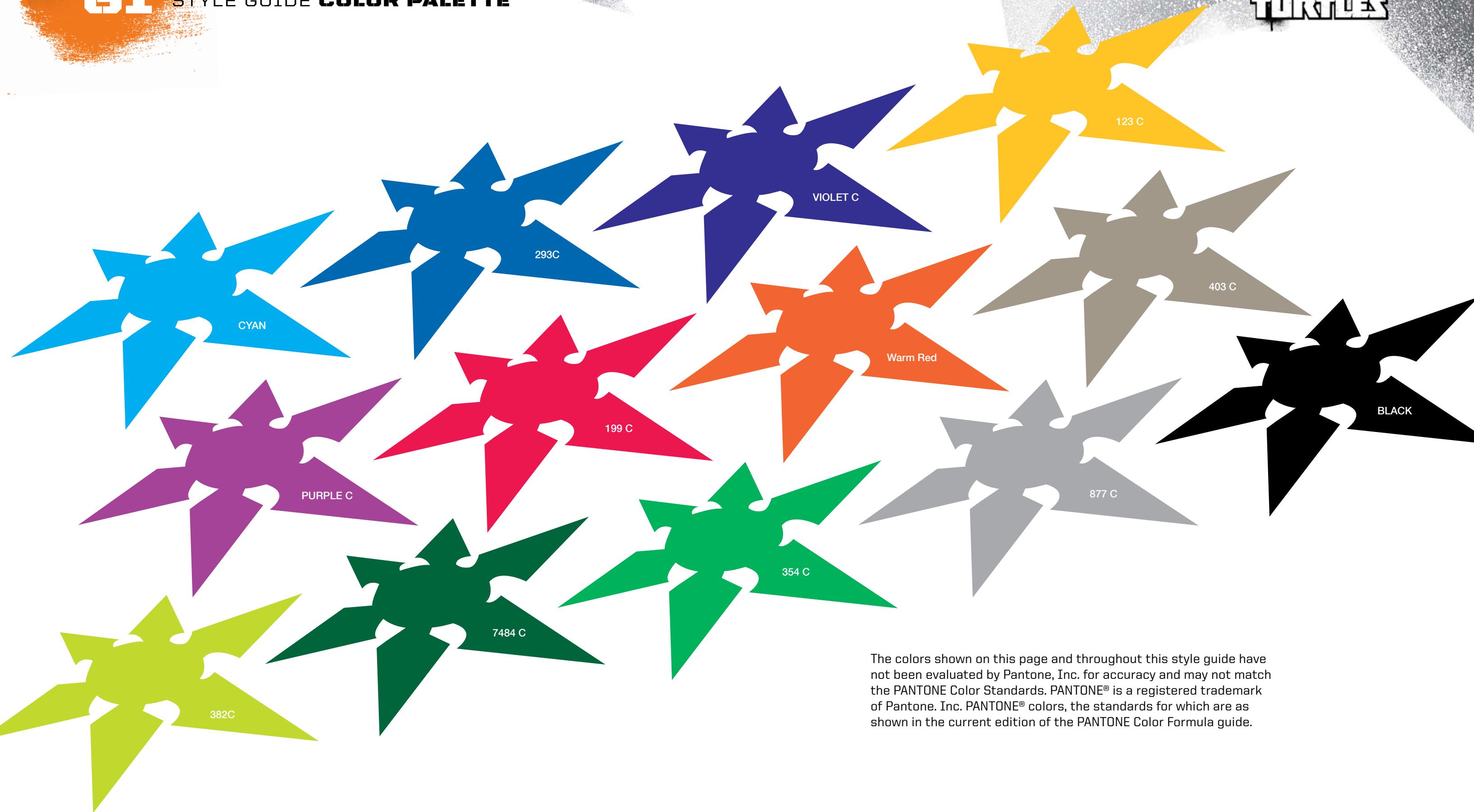
TMNT_Logo_Enhanced_4c

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STYLE GUIDE COLOR PALETTE

TEENAGE MUTANT NINJA
TURTLES

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**Headline font**

www.urbanfonts.com/fonts/Chinese_Rocks.htm

CHINESE ROCKS

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

0 1 2 3 4 5 6 7 8 9

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 0 1 2 3 4 5 6 7 8 9

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 0 1 2 3 4 5 6 7 8 9

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 0 1 2 3 4 5 6 7 8 9

Headline font

www.myfonts.com/fonts/ywft/expos/

YWFT EXPOS

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 0 1 2 3 4 5 6 7 8 9

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

0 1 2 3 4 5 6 7 8 9

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 0 1 2 3 4 5 6 7 8 9

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 0 1 2 3 4 5 6 7 8 9

Headline font

<http://www.p22.com/products/destijl.html>

DESTIJL

A B C D E F G H I J K L M

ن O P Q R S T U ع ش ج ي ز

0 1 2 3 4 5 6 7 8 9

أ B C D E F G H I J K L M ن O P Q R S T U ع ع ي ز

0 1 2 3 4 5 6 7 8 9

ABCDEFGHijklmnopqrstuvwxyz 0123456789

ABCDEFGHijklmnopqrstuvwxyz 0123456789

Headline & Copy font

<http://www.houseind.com/fonts/unitedcollection>

United Sans

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

0 1 2 3 4 5 6 7 8 9

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

0 1 2 3 4 5 6 7 8 9

Headline font

www.urbanfonts.com/fonts/Molot.htm

Headline font

www.myfonts.com/fonts/typeco/super-duty/

MOLOT

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

0 1 2 3 4 5 6 7 8 9

Headline & Copy font

www.myfonts.com/fonts/typeco/super-duty/

SUPER DUTY

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

0 1 2 3 4 5 6 7 8 9

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

0 1 2 3 4 5 6 7 8 9

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 0 1 2 3 4 5 6 7 8 9

ABCDEFGHijklmnopqrstuvwxyz 0123456789

HOME

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STYLE GUIDE **ICONS**

Please note: weapons should be accurately paired with the correct Turtle.

TEENAGE MUTANT NINJA
TURTLES



TMNT_SG_Icon_001



TMNT_SG_Icon_002



TMNT_SG_Icon_003



TMNT_SG_Icon_004



TMNT_SG_Icon_005



TMNT_SG_Icon_006

65 STYLE GUIDE **ICONS**

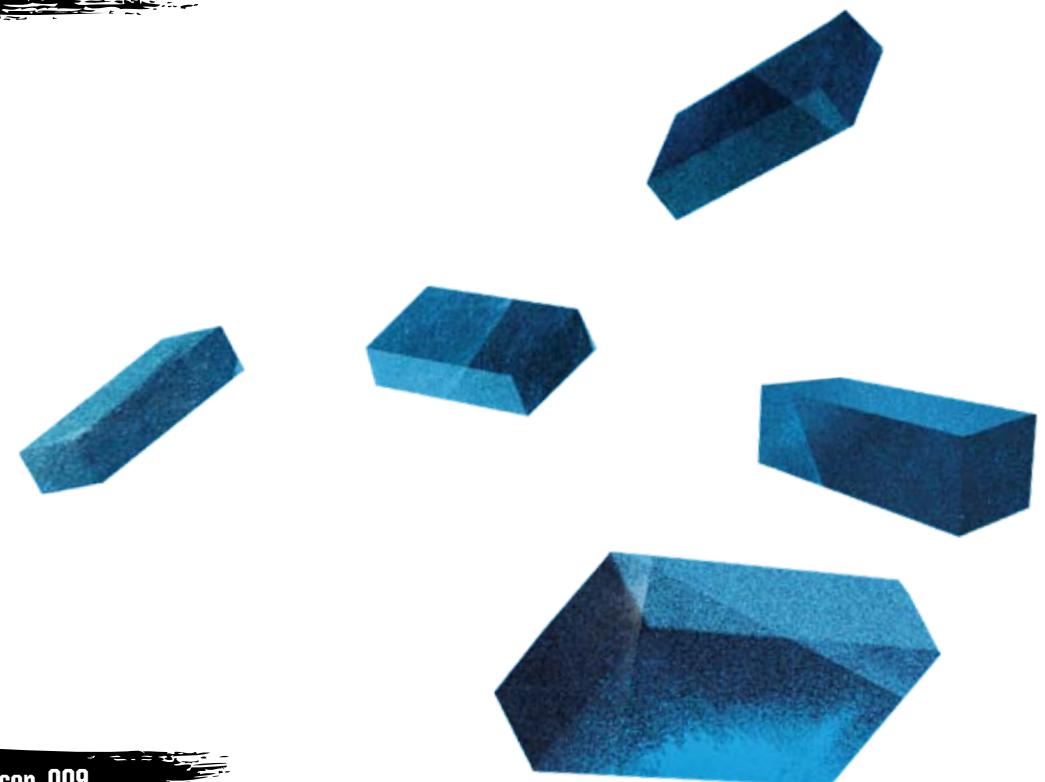
TEENAGE MUTANT NINJA
TURTLES



TMNT_SG_Icon_007



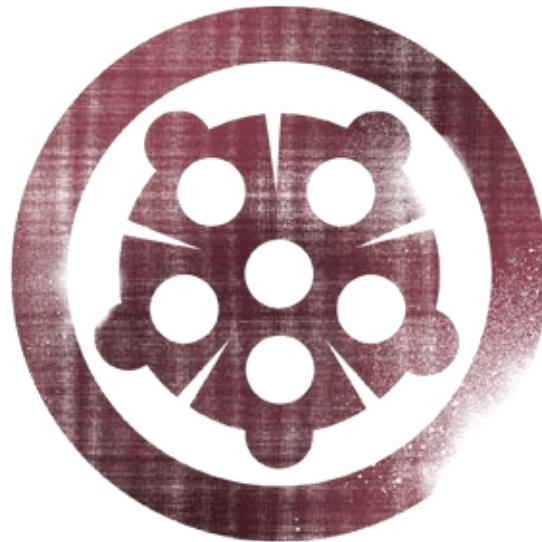
TMNT_SG_Icon_008



TMNT_SG_Icon_009

SG**STYLE GUIDE **ICONS****

Please note: the Foot icon is only for use in association with Shredder or the Foot Soldiers.

**TEENAGE MUTANT NINJA
TURTLES****TMNT_SG_Icon_010****TMNT_SG_Icon_012****TMNT_SG_Icon_011****TMNT_SG_Icon_013**

67STYLE GUIDE **ICONS**

TMNT_SG_Icon_014



TMNT_SG_Icon_015



TMNT_SG_Icon_016



TMNT_SG_Icon_017



TMNT_SG_Icon_018

**TEENAGE MUTANT NINJA
TURTLES**

HIPPIE
SHAWFEE



69

STYLE GUIDE **HOLDING SHAPES**

TEENAGE MUTANT NINJA
TURTLES



TMNT_SG_HS_001



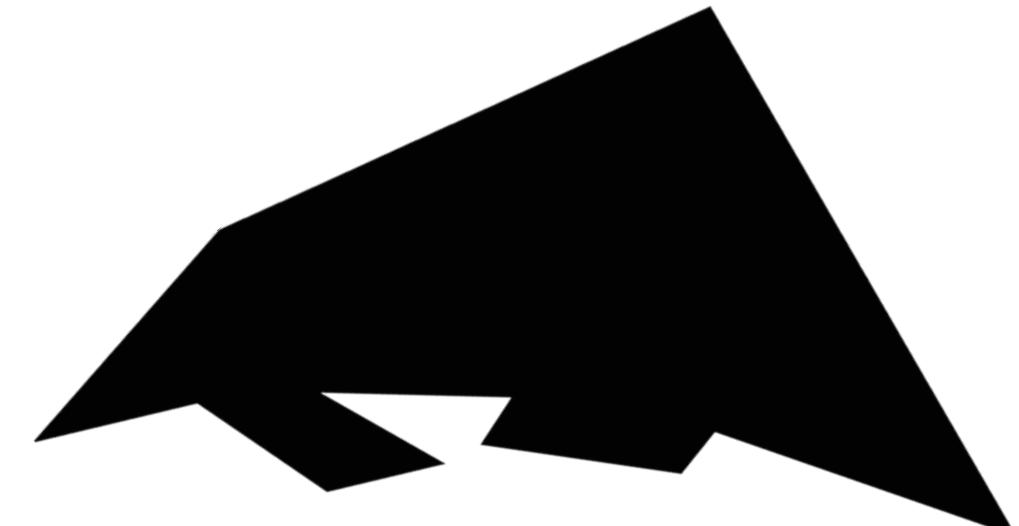
TMNT_SG_HS_002



TMNT_SG_HS_003



TMNT_SG_HS_004



TMNT_SG_HS_005

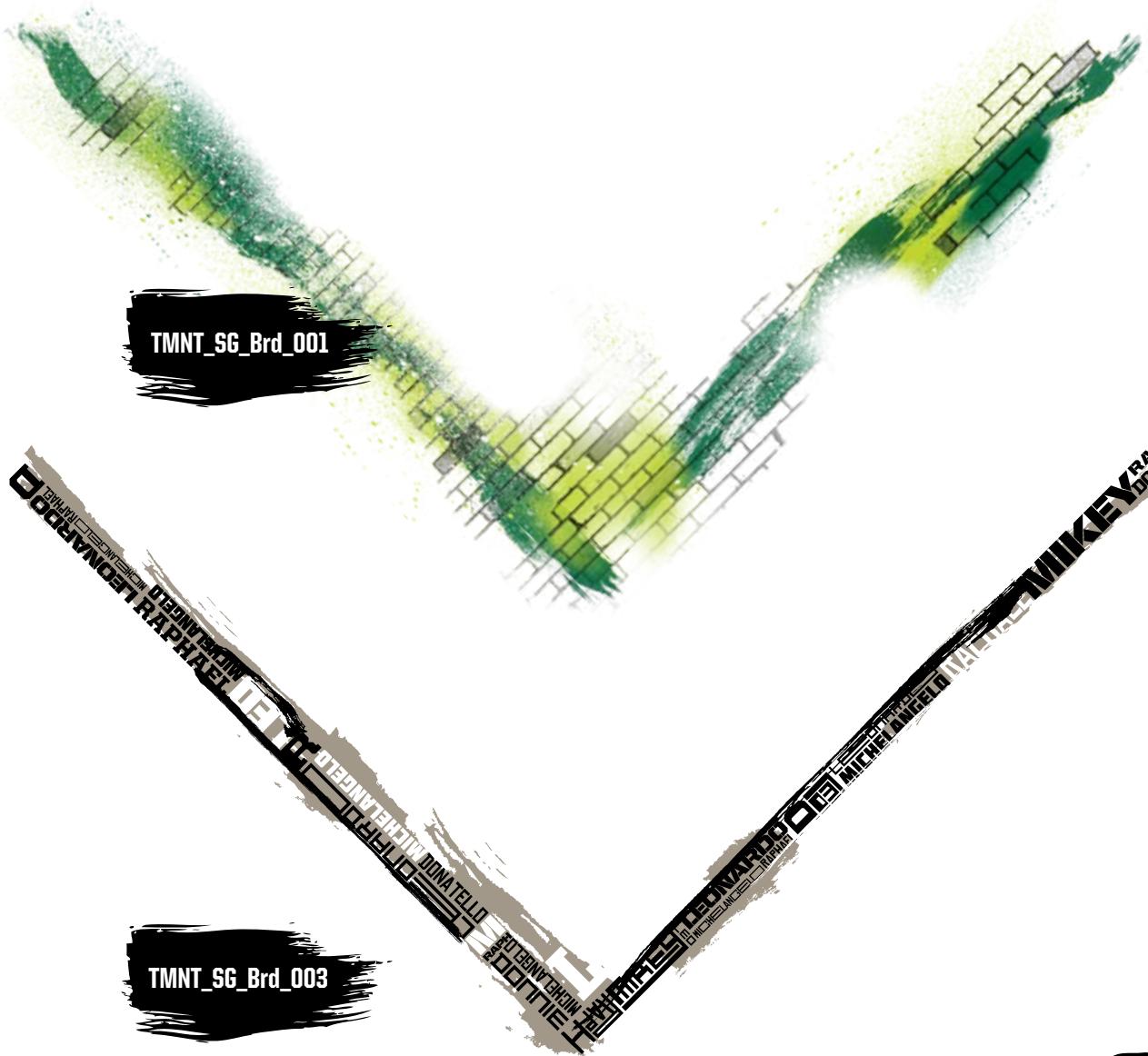
HORDEZ





STYLE GUIDE **BORDERS**

TEENAGE MUTANT NINJA
TURTLES



LEONARDO
DONATELLO
MICHAELANGELO
RAFAEL
MIKEY
RAPHAEL
DONATELLO



TMNT_SG_Brd_005

TMNT_SG_Brd_003

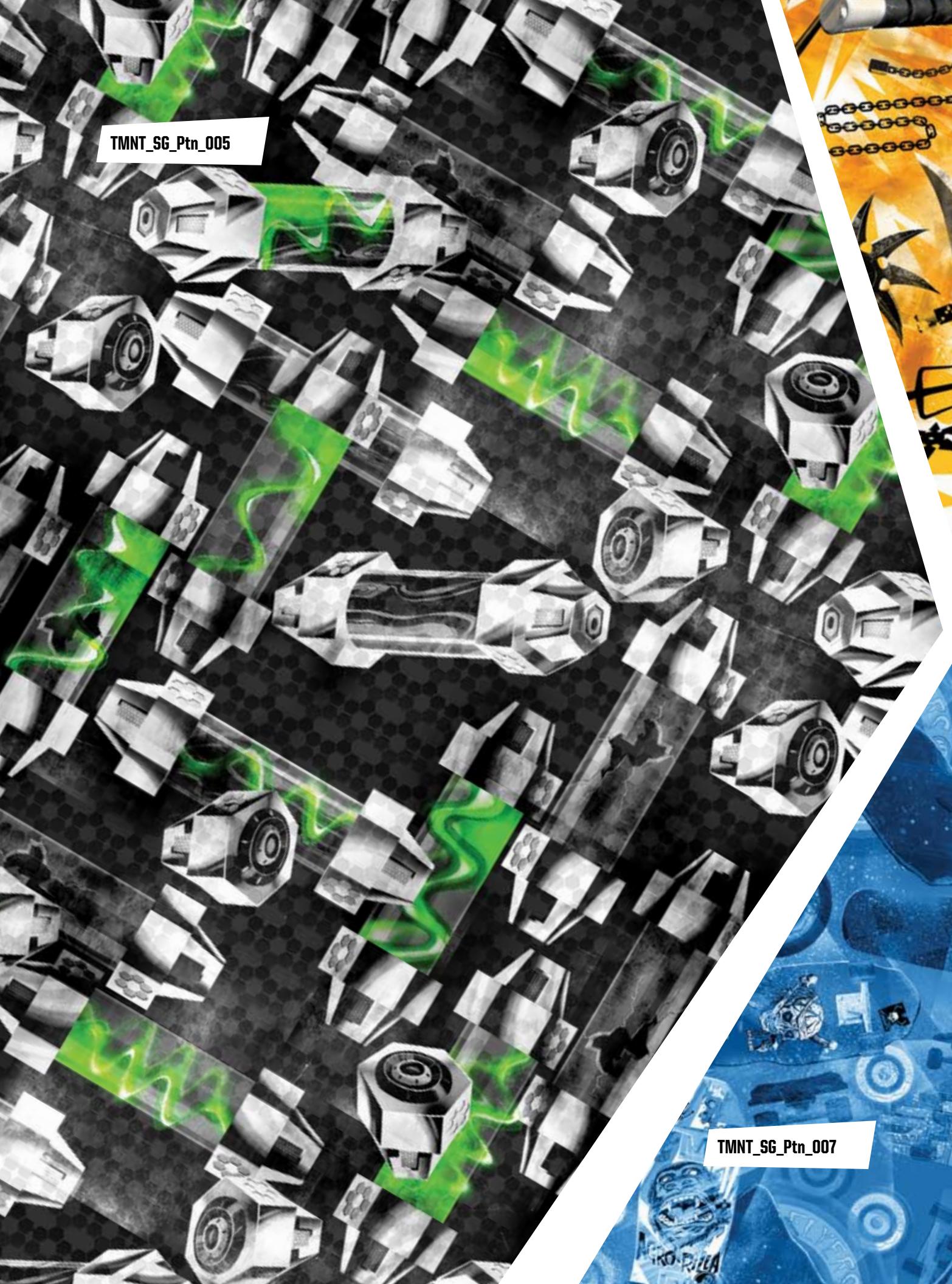
FATHER





TMNT_SG_Ptn_001







TEXTURED



TMNT_SG_Txtr_003

TMNT_SG_Txtr_001

TMNT_SG_Txtr_002

TMNT_SG_Txtr_004

HACKERFOUNDERS





STYLE GUIDE BACKGROUNDS





TMNT_SG_BG_Cityscape_001



TMNT_SG_BG_Cityscape_002



TMNT_SG_BG_Cityscape_003



81 STYLE GUIDE BACKGROUNDS

TEENAGE MUTANT NINJA
TURTLES

TMNT_SG_BG_Cityscape_004



TMNT_SG_BG_Cityscape_005

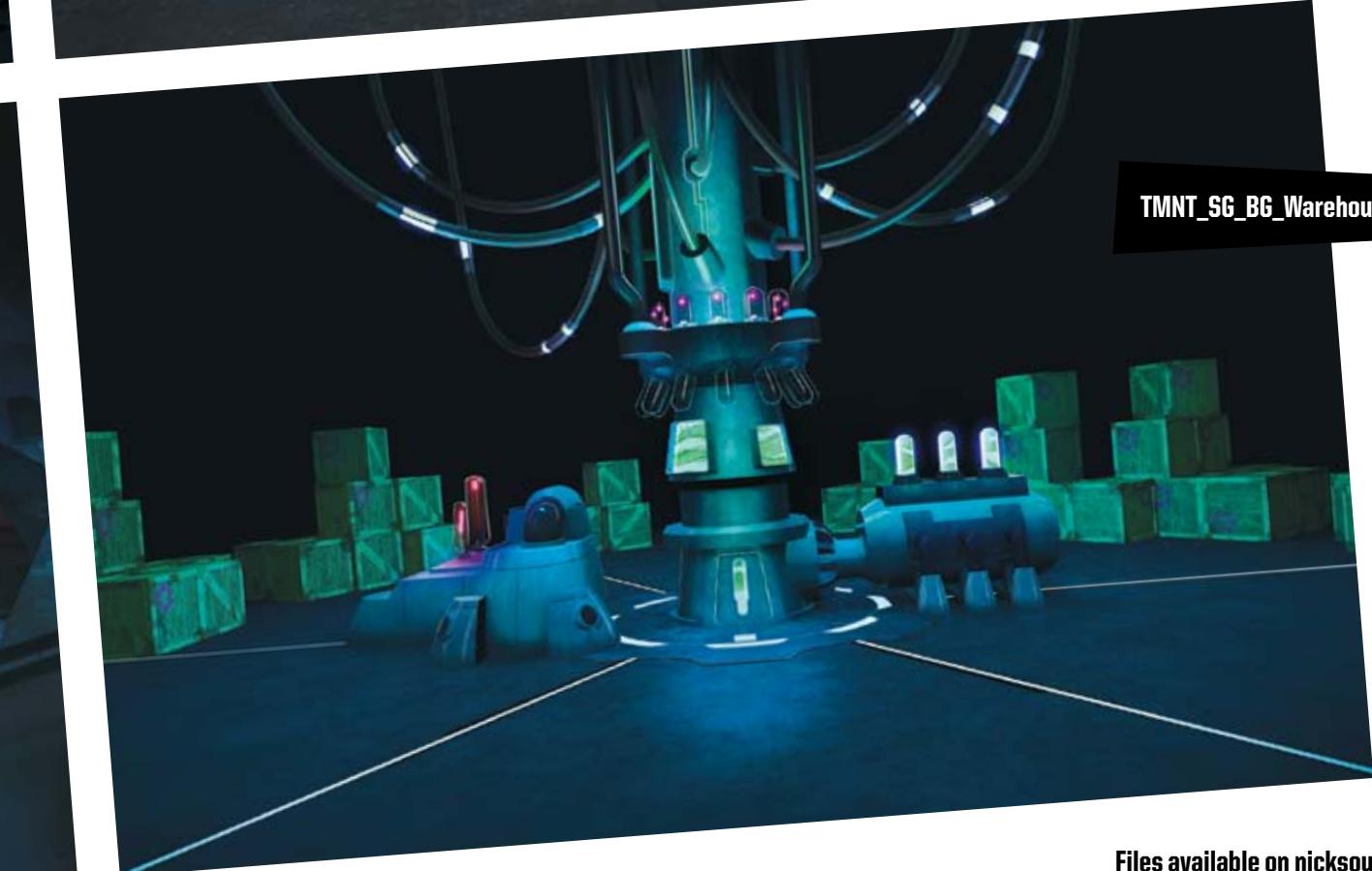
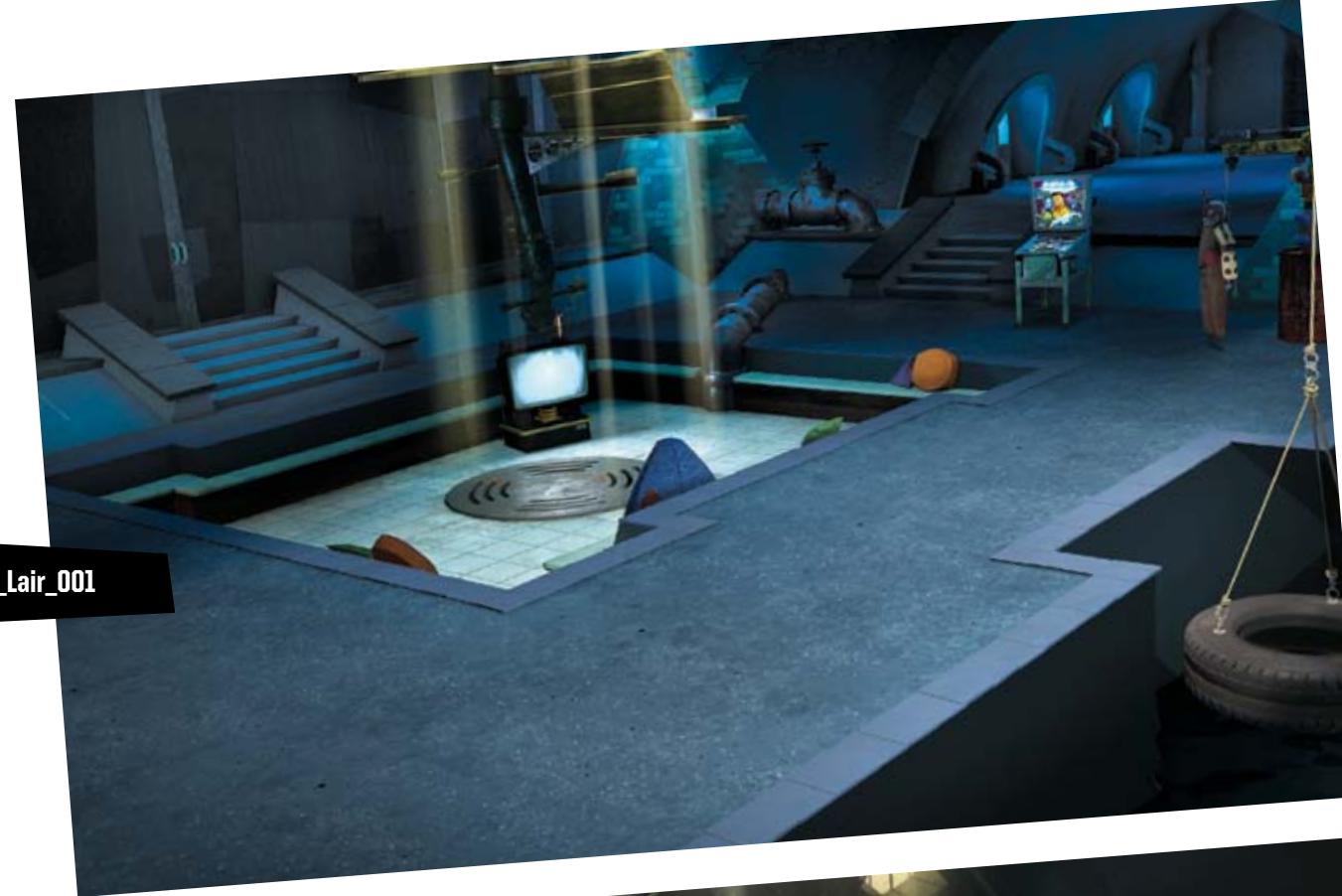


TMNT_SG_BG_Dojo_001



TMNT_SG_BG_Dojo_002



82STYLE GUIDE **BACKGROUNDS****TEENAGE MUTANT NINJA
TURTLES**

TMNT_SG_BG_Lair_003



TMNT_SG_BG_Lair_002

TMNT_SG_BG_Warehouse_001

HOT LOCKERS



Please note: Turtle names should always be coupled with the correct Turtle featured in design.



TMNT SG CL 005



TMNT SG CL 006



TMNT SG CL 007



Please note: The phrase "Stay Sharp" is only for use with Shredder.
The phrase "Chuck this Out" is only for use with Mikey
and his nunchucks.

TMNT SG CL 008



TMNT SG CL 010



TMNT SG CL 009



TMNT SG CL 011



TMNT SG CL 012

TMNT SG CL 013

WE ARE
THE NINJAS
OF JUSTICE



TMNT SG CL 014

Please note: The phrase "Hajime!" is only for use with Splinter.





TMNT_SG_CL_019

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STYLE GUIDE COPY LOCKUPS

TMNT SG CL 020



LEONARDO
DONATELLO
RAFAEL
MICHAEL
MICHAEL
MICHAEL

TMNT SG CL 021



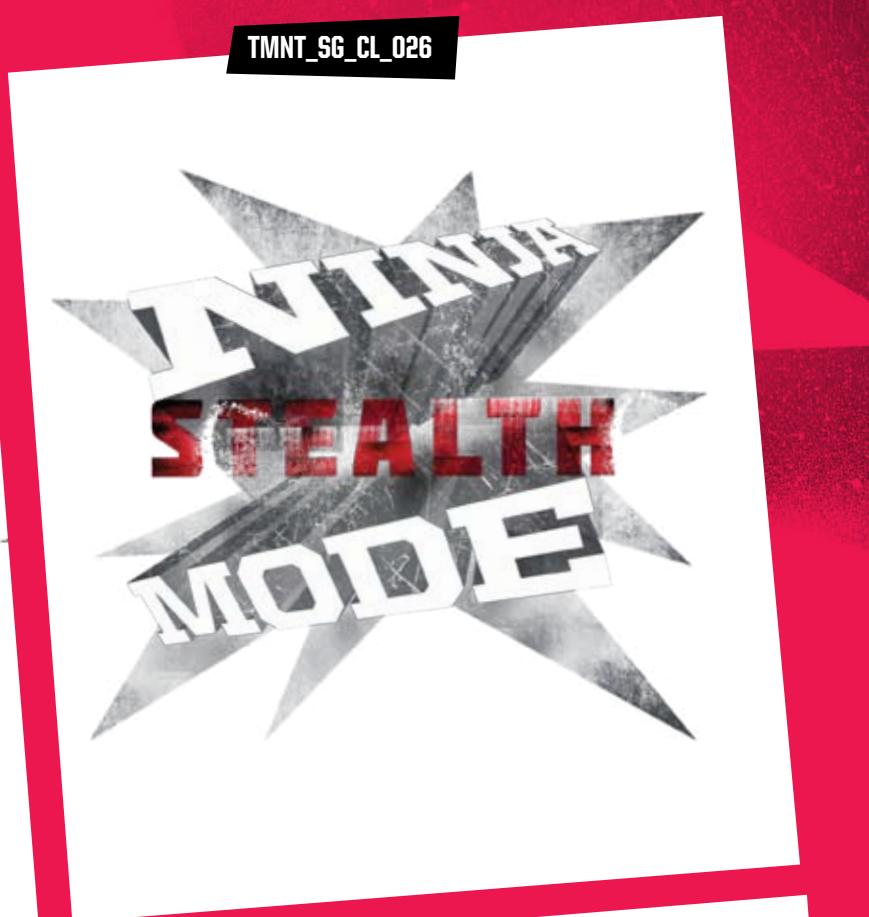
TMNT SG CL 022



TMNT SG CL 023

91

STYLE GUIDE COPY LOCKUPS



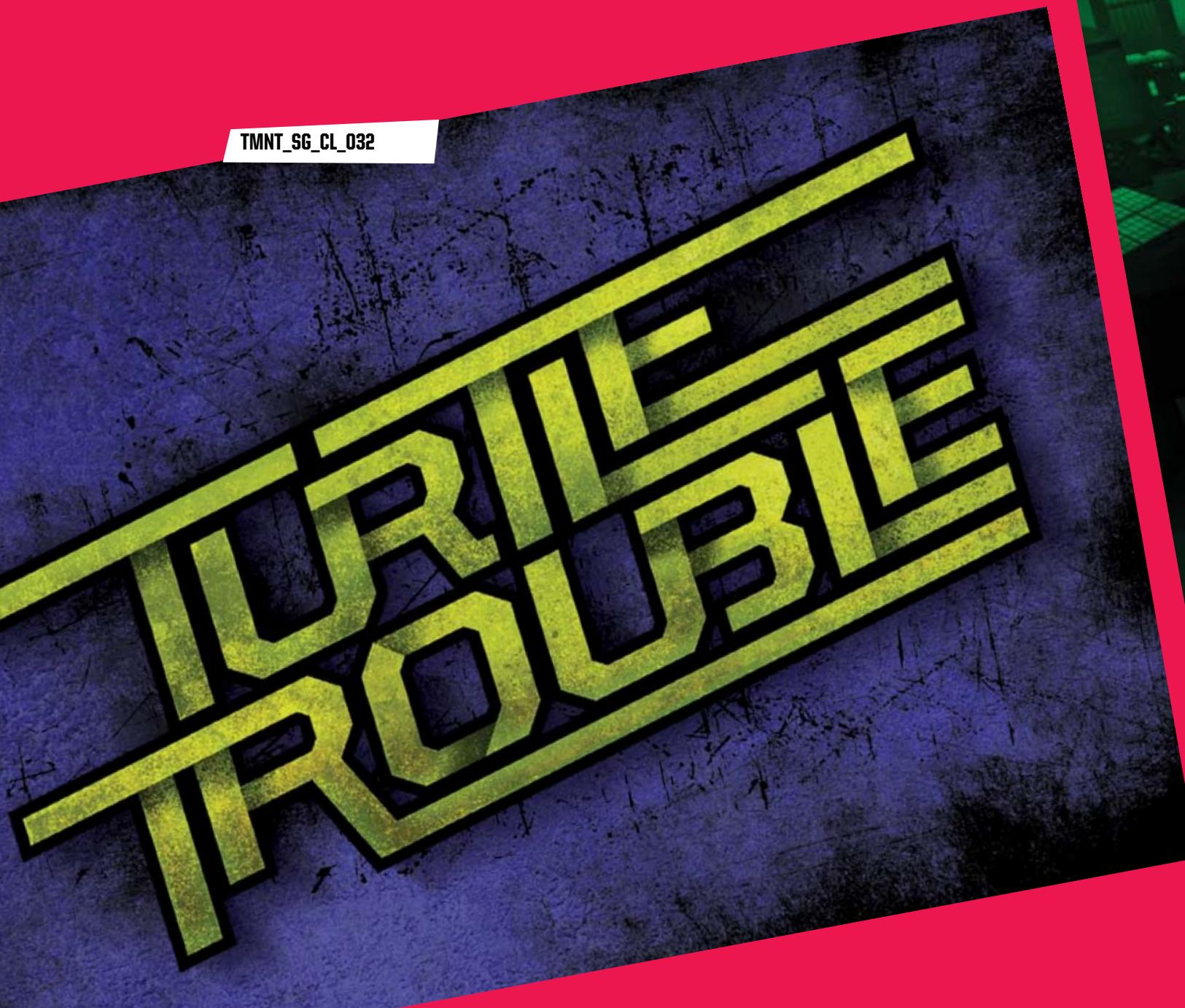


TMNT_SG_CL_029



Please note: The phrase "Sharp Dressed Man" is only for use with Shredder.

TMNT SG CL 032



TMNT SG CL 033

TMNT SG CL 034

GOOD
TIMES

TMNT SG CL 035

THIS IS
BADASS

PATCHES







99

STYLE GUIDE PATCHES

TMNT_SG_Patch_007



TMNT_SG_Patch_008



100

STYLE GUIDE **PATCHES**



TMNT_SG_Patch_009

TMNT_SG_Patch_010



101

STYLE GUIDE **PATCHES**

TMNT_SG_Patch_011



TMNT_SG_Patch_013



TMNT_SG_Patch_012



TMNT_SG_Patch_014



TMNT_SG_Patch_015





TMNT_SG_Patch_019



TMNT_SG_Patch_020



TMNT_SG_Patch_021



TMNT_SG_Patch_022



TMNT_SG_Patch_023





HUMFESTIVATION



TMNT_SG_Comp_001



TMNT_SG_Comp_002







TMNT_SG_Comp_005



TMNT_SG_Comp_006



TMNT_SG_Comp_007

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STYLE GUIDE COMPOSITIONS

TMNT_SG_Comp_008



TMNT_SG_Comp_009







TMNT_SG_Comp_011





NINJAS IN TRAINING



TMNT_SG_Comp_014

115





TMNT_SG_Comp_017



TMNT_SG_Comp_018

TMNT_SG_Comp_019



TMNT_SG_Comp_020





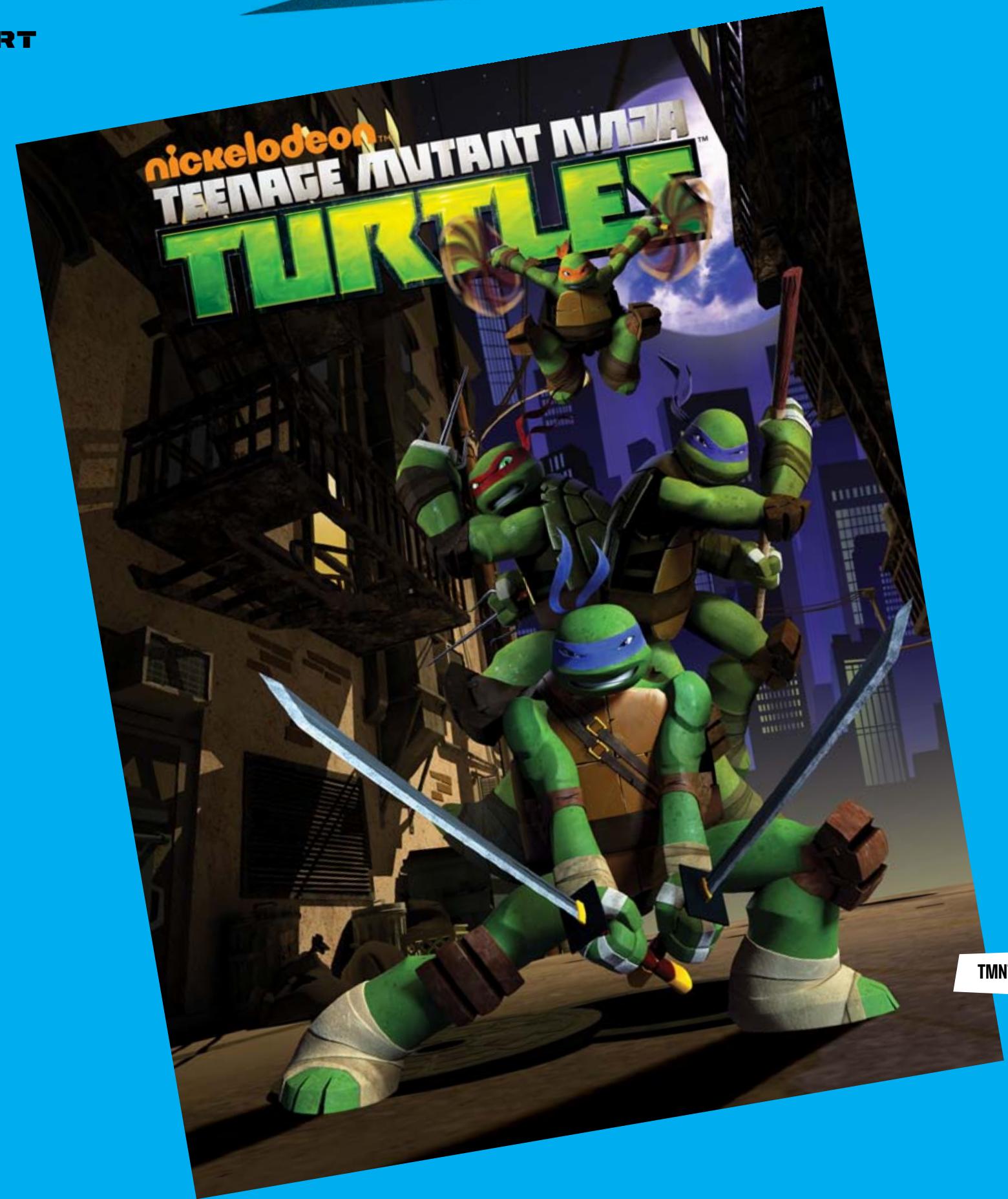
TMNT_SG_Comp_021



TMNT_SG_Comp_022

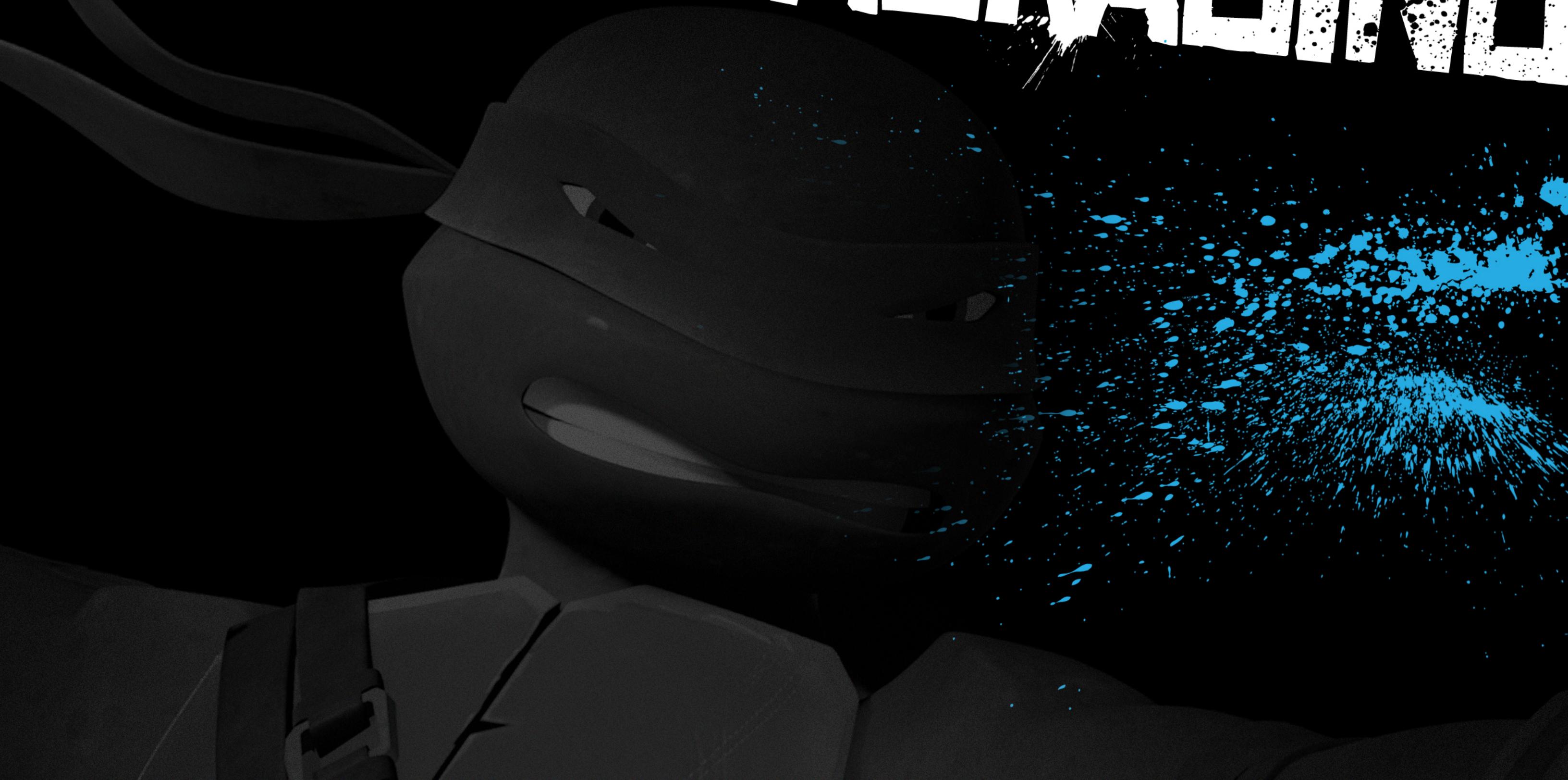
KEYAH!





TMNT SG KA 001

FAKAGANG





802 Black White




Spot color on light background



Spot color on dark background



4C on light background



4C on dark background



Black and white



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**TMNT_SG_Pkg_Grp_001_flop**

Pose for use on left side only.
Red line indicates crop.

**TMNT_SG_Pkg_Grp_001**

Pose for use on right side only.
Red line indicates crop.

**TMNT_SG_Pkg_Grp_002**

Secondary pose for top panel
or other locations. Red line
indicates crop.

TMNT_SG_Pkg_BG_001

TMNT_SG_Icon_001

Call out

TMNT_SG_Pkg_CallOut_001

NOTE: Call Outs should be moved
and adjusted as necessary.

Call out

TMNT_SG_Pkg_CallOut_002

TMNT_SG_Pkg_BG_002



TMNT SG HS_001



TMNT SG HS_002



TMNT SG HS_003



TMNT SG HS_004



TMNT SG HS_005



TMNT SG HS_006



TMNT SG HS_007



TMNT SG HS_008

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PRODUCT NAME copy (when space is limited):

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ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^+★()

PRODUCT NAME copy (when space allows):

TURTLES ncr provided

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&*()

TEXT/BODY copy:

Super Duty Text Veer.com

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*

PRODUCT NAME copy (when space allows):

TURTLES ITALIC ncr provided

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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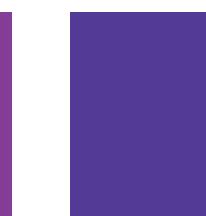
Pantone 802



C11 M89 Y0 K0



C57 M91 Y0 K0



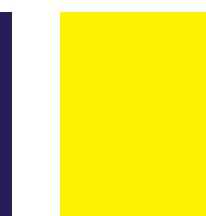
C83 M93 Y0 K0



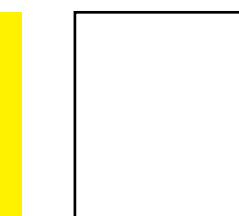
C89 M100 Y20 K7



C98 M100 Y26 K32



C0 M0 Y100 K0



C0 M0 Y0 K0



C0 M0 Y0 K100

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**PROPERTY LOGO**

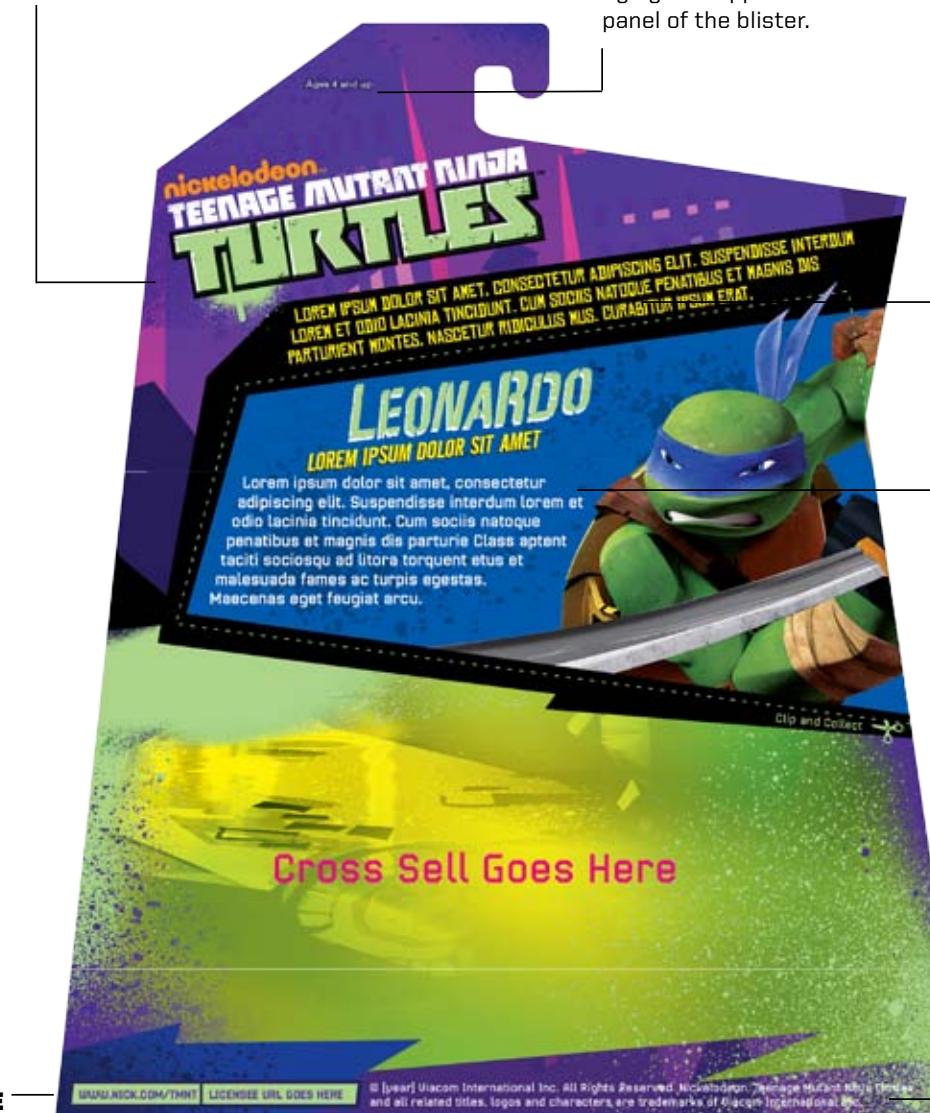
The property logo appears on the blister front.



TMNT_SG_Pkg_Blistner_Front

PROPERTY LOGO

The property logo lock-up appears on the top of the blister back.

**URL TO COME**

For Position Only.



TMNT_SG_Pkg_Blistner_Backs

AGE GRADING

Age grade appears on the back panel of the blister.

PRODUCT COPY

This type appears on package backs and may include a variety of marketing messages.
(Font: Chinese Rocks)

COLLECTIBLE CUT OUTS OR PRODUCT DESCRIPTION

This type describes the product and may show character art relevant to the product. This space can also be used for collectible cut-outs. Character variations provided.
(Font: Super Duty)

LEGAL INFORMATION

This area should display the Nickelodeon url, licensee logos and relevant legal information.

**PROPERTY LOGO**

The property logo appears on the hangtag front.



TMNT SG_Pkg_HT_front

PROPERTY LOGO

The property logo lock-up appears on the top of the hangtag back.



TMNT SG_Pkg_HT_back

PRODUCT NAME

If space allows, the product name appears on the back of the hangtag. (Font: Turtles)

BACKGROUND ART

This customized art forms the background for all Teenage Mutant Ninja Turtles packaging.

PRODUCT COPY

This type appears on package backs and may include a variety of marketing messages. (Font: Super Duty)

LEGAL INFORMATION

This area should display the Nickelodeon url, licensee logos and relevant legal information.

LICENSEE LOGO

This logo appears at the bottom of the hangtag.



STYLE GUIDE | PACKAGING HEADER CARD



PROPERTY LOGO

The property logo appears on the header card front.



AGE GRADING

Age grade appears on the front panel of the header card.
(Font: Chinese Rocks)

PRODUCT NAME

If space allows, the product name appears on the front panel of the header card.
(Font: Turtles)

PRODUCT DESCRIPTION

(Font: Chinese Rocks)

AGE GRADING

Age grade appears on the back panel of the header card.
(Font: Chinese Rocks)

WARNING INFORMATION

Appears on the front panel of the header card.

URL TO COME

For Position Only.

PROPERTY LOGO

The property logo lock-up appears on the top of the header back.

PRODUCT COPY

This type appears on package backs and may include a variety of marketing messages.
(Font: Super Duty)

TMNT SG_Pkg_Header



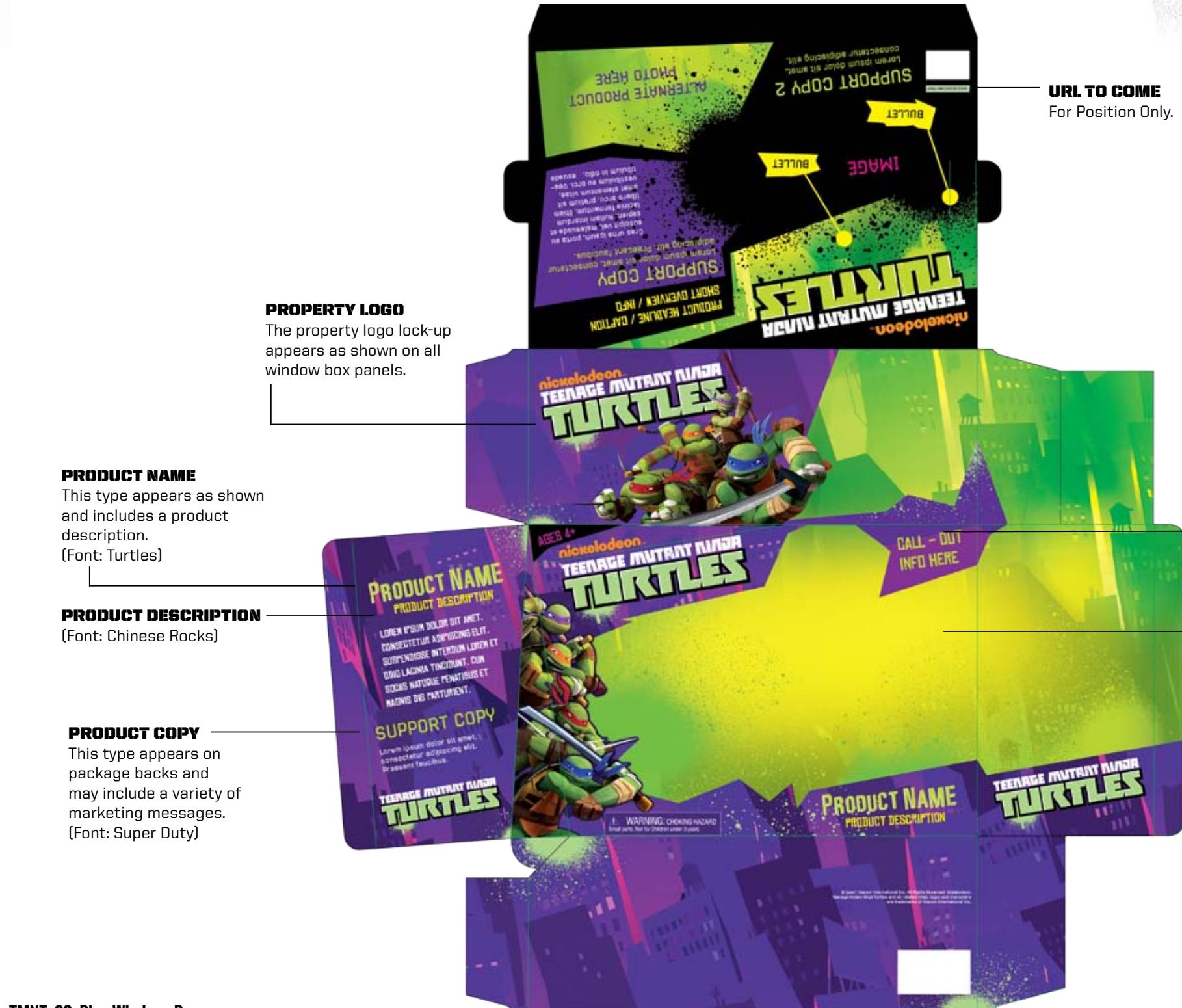
LEGAL INFORMATION

This area should display the Nickelodeon url, licensee logos and relevant legal information.

PRODUCT DESCRIPTION

(Font: Chinese Rocks)

LEOSTYLE GUIDE | PACKAGING **CLOSED BOX****TEENAGE MUTANT NINJA
TURTLES****TMNT_SG_Pkg_Closed_Box**



TMNT_SG_Pkg_Window_Box

**PROUDLY
AFFILIATED**

133 STYLE GUIDE PRODUCT APPLICATION



Skate Helmet

Skate Knee Pads



Beanie





Belt



Backpack



Alarm Clock



Watch

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STYLE GUIDE PRODUCT APPLICATION



Turtle Shoes

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STYLE GUIDE PRODUCT APPLICATION



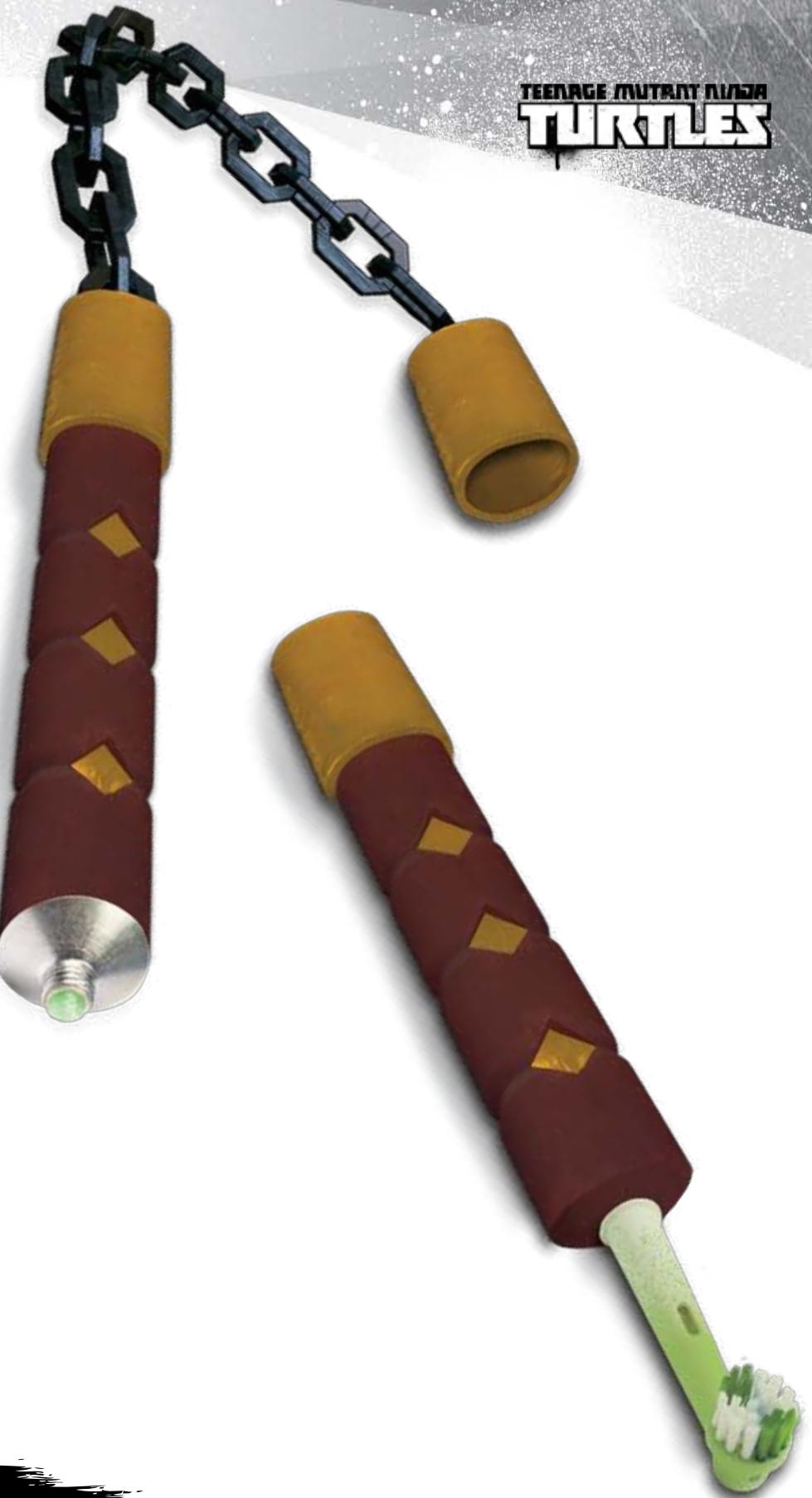
Key Chain with
Collectible Weaponry



Turtle Gloves



USB Drive



Toothbrush



Silverware + Plates

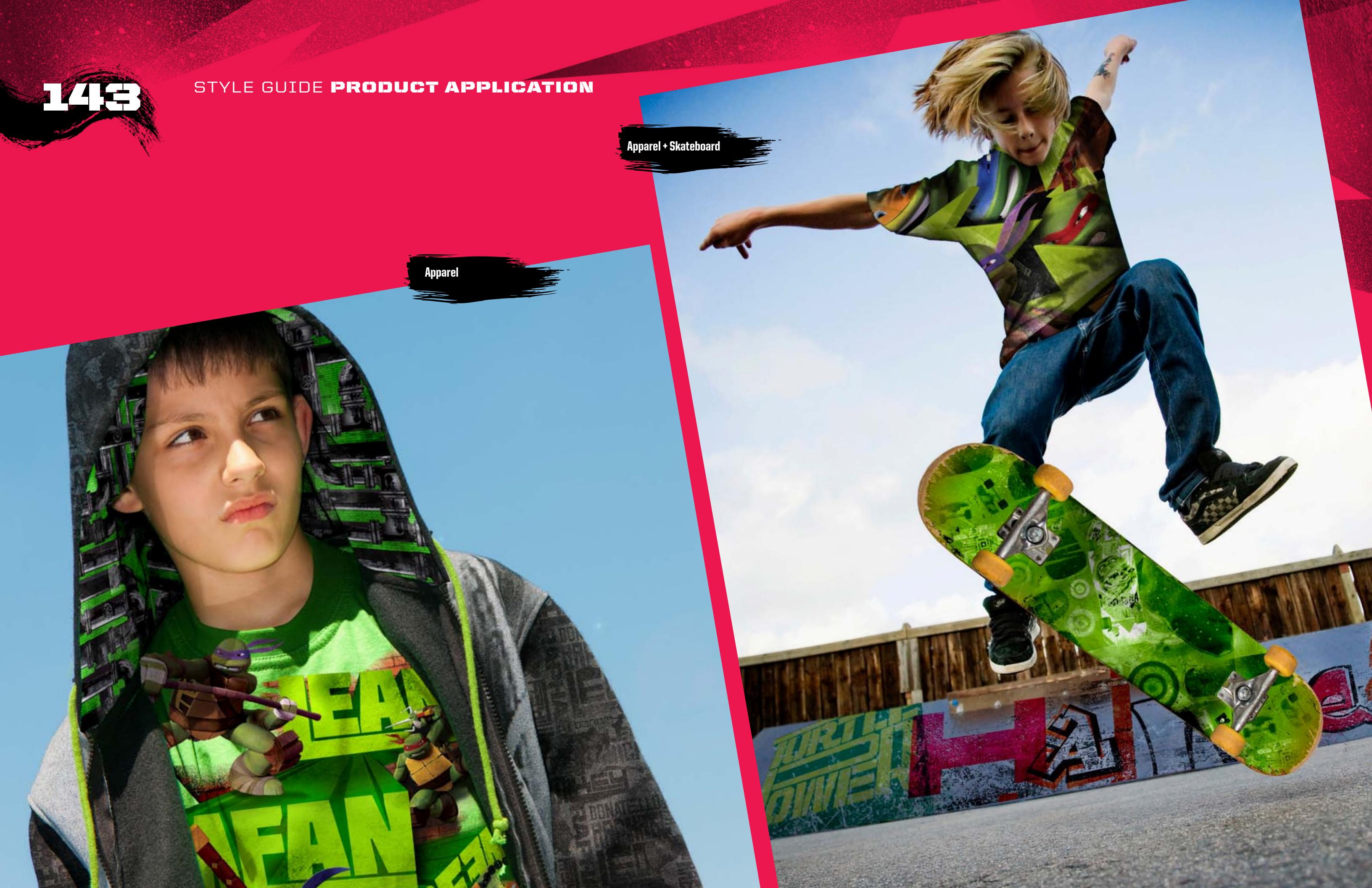


Water Bottle



April

April

A composite image featuring two photographs. The left photograph shows a young boy from the chest up, wearing a grey zip-up hoodie over a green t-shirt. The t-shirt has a large graphic of the Teenage Mutant Ninja Turtles and the word 'NEAR FAN' in green. The right photograph shows a skateboarder in mid-air, performing a trick. He is wearing a green t-shirt with a similar TMNT graphic and blue jeans. The background of both photos is a bright, slightly cloudy sky.

Apparel + Skateboard

Apparel







APPROVAL PROCEDURE

Any usage of the Teenage Mutant Ninja Turtles characters' names or likenesses must be approved in writing in advance of use. Creative approval is based on character design that (a) follows models and colors, (b) uses correct relationships between characters, (c) is appropriately integrated with products and advertisements, and (d) uses the correct typefaces.

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