

# Teenage Mutant Ninja Turtles – PAN-EURO: Logos, Tune-In Message & Copyright/Trademark Notice

## Product Logos NOTE: The Nickelodeon logo does not feature directly on product.

ENHANCED - 4C Process



Low res. image for reference only.  
See **TMNT\_logo\_enhanced\_4C.psd**  
for high res. version.

Spot colour – preferred palette VECTOR - 4C Process



PMS  
802  
(fluorescent)



Use the CMYK vector logo if reproducing  
logo smaller than 30mm wide.

Black & White – 'clean' logo



Only use the b/w logo if printing in  
1-colour.

## Packaging Logos NOTE: The enhanced logo is not used on packaging.

VECTOR - 4C + PMS 802C



PMS  
802  
(fluorescent)  
Do not convert this logo to  
4C – the CMYK breakdown  
will be incorrect.

VECTOR - 4C Process



Use this logo if restricted to  
4-colour-process print.

Black & White – 'clean' logo



Only use this logo if printing in  
1-colour.

Please refer to packaging  
guidelines and examples in the  
*Teenage Mutant Ninja Turtles*  
Style Guide for full details on  
logo use and positioning.

## Sew-in Label / Back Neck Print

Spot colour



PMS  
802  
(fluorescent)



PMS  
021

Black & White



## Marketing Logos

The enhanced version of the logo is only for use  
on dark backgrounds. If that is not possible then  
use the CMYK vector logo supplied for in-store  
retail POS.

When using the enhanced logo at large sizes  
please monitor image resolution to ensure the  
logo reproduces clearly. If logo size exceeds  
suitable print resolution requirements then use  
the CMYK vector logo.

## Standalone marketing:

Business-to-business use



Low res. image for reference only.  
See **TMNT\_logo\_enhanced\_4C.psd**  
for high res. version.

## In-store retail POS:

For use with product display



Use this logo whenever  
display accompanies *Teenage Mutant  
Ninja Turtles* packaged product.

## Tune-In Message

Both tune-in messages should be included on  
all packaging / marketing materials.

1.

**www.nickelodeon.tv**

minimum width 25mm

2. NOTE: Select version according to print process



PMS  
802  
(fluorescent)  
For use with 4C  
+ PMS 802 print



For use when restricted to  
4-colour-process print.

## Copyright/Trademark Notice

### Full length:

© 20XX Viacom Overseas Holdings C.V. All Rights Reserved.  
TEENAGE MUTANT NINJA TURTLES and all related titles, logos  
and characters are trademarks of Viacom Overseas Holdings C.V.

### Creator credit (to be used for publishing, theatricals and home video):

Based on characters created by Peter Laird and Kevin Eastman.

### Shortened version (may be used when space is limited):

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Please contact us to agree use of shorter versions.  
Copyright should be dated as per the year that the product is first marketed.