

nickelodeon™

# TEENAGE MUTANT NINJA TURTLES

TM



PACKAGING GUIDE 2012

## PACKAGING GUIDE PROPERTY LOGO

The artwork included on these pages is specific to Teenage Mutant Ninja Turtles. Use the art supplied with this guide or download it from [www.nicksource.com](http://www.nicksource.com), your online Nickelodeon art resource.

802 Black White  




**TMNT\_Graphic\_logo\_REV.eps**

In print, the Nickelodeon orange is always Pantone® 021 and the Teenage Mutant Ninja Turtles green is always PMS 802. The CMYK version shown may only be used when absolutely necessary.

The colors shown on this page and throughout this style guide have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. PANTONE® is a registered trademark of Pantone, Inc. PANTONE® colors, the standards for which are as shown in the current edition of the PANTONE Color Formula Guide.



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 Pkg BG 002



TMNT SG HS\_001



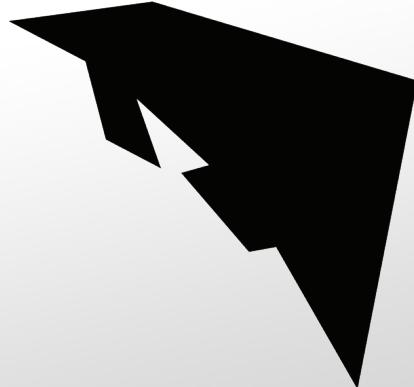
TMNT SG HS\_002



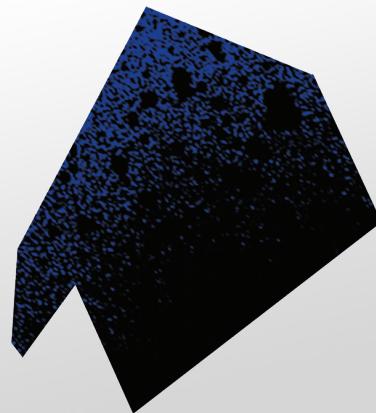
TMNT SG HS\_003



TMNT SG HS\_004



TMNT SG HS\_005

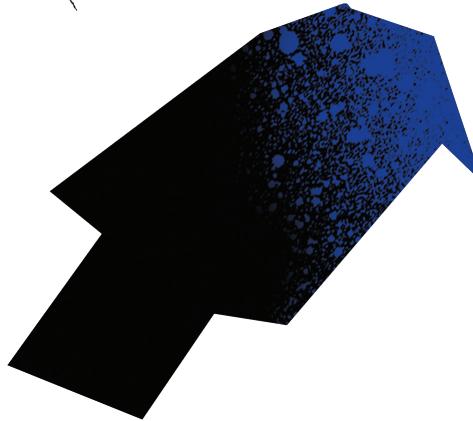


TMNT SG HS\_006

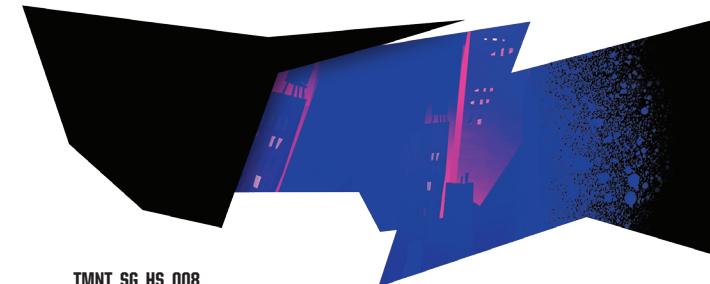


## PACKAGING GUIDE **HOLDING SHAPES & ICONS**

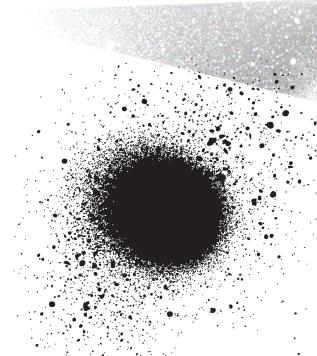
Files available from [www.nicksource.com](http://www.nicksource.com).



TMNT\_SG\_HS\_007



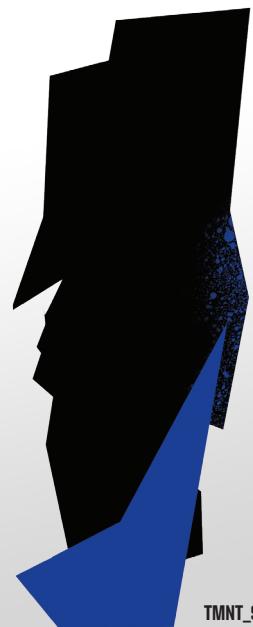
TMNT\_SG\_HS\_008



TMNT\_SG\_Pkg\_Icon\_001



TMNT\_SG\_HS\_009



TMNT\_SG\_HS\_010



TMNT\_SG\_Pkg\_CallOut\_001

TMNT\_SG\_Pkg\_CallOut\_002

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



## PACKAGING GUIDE **FONTS & COLOR PALETTE**

### **CHINESE ROCKS** myfonts.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 ! @ # \$ % ^ + \* [ ]

### **Super Duty Text** veer.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 ! @ # \$ % ^ & \* 0

### **TURTLES** ncr provided

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

### **TURTLES ITALIC** ncr provided

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

These fonts are provided for creative reference only. Actual use of the above fonts may require your business to secure its own font software license, at its own cost, directly from the font owner.

NOTE: A general palette is included for reference only. All packaging files provide the correct use of colors.



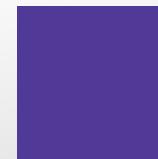
Pantone 802



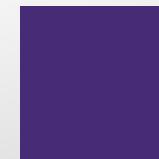
C11 M89 Y0 K0



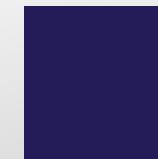
C57 M91 Y0 K0



C83 M93 Y0 K0



C89 M100 Y20 K7



C98 M100 Y26 K32



C0 M0 Y100 K0



C0 M0 Y0 K0



C0 M0 Y0 K100

The colors shown on this page and throughout this style guide have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. PANTONE® is a registered trademark of Pantone, Inc. PANTONE® colors, the standards for which are as shown in the current edition of the PANTONE Color Formula Guide.

**PROPERTY LOGO**

The property logo appears on the blister front.

**BACKGROUND ART**

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

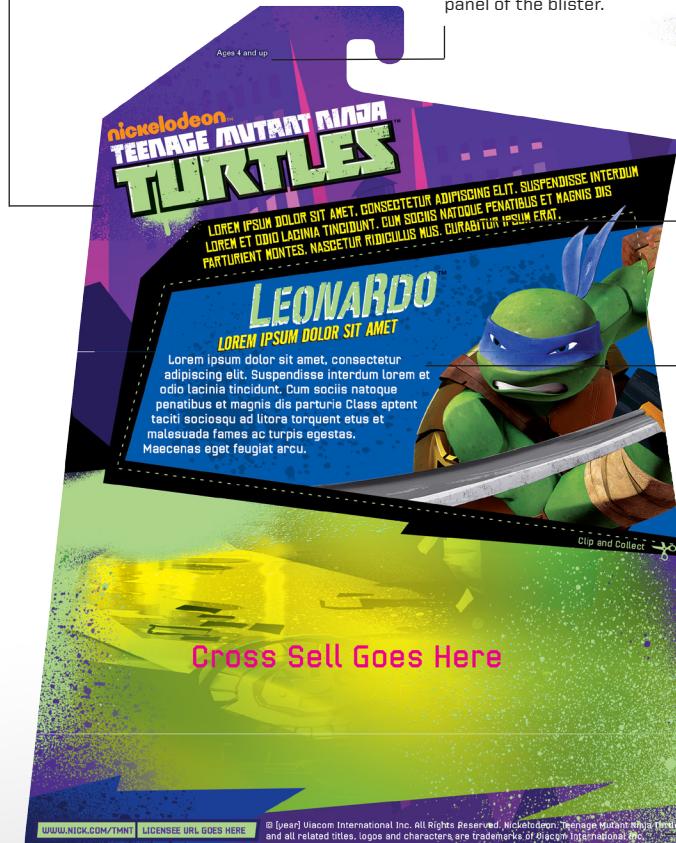
TMNT\_S6\_Pkg\_Blistner\_Front

**PROPERTY LOGO**

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

**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.

**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.

**LEGAL INFORMATION**

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

TMNT\_S6\_Pkg\_Blistner\_Backs

**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

**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.

**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.

**PROPERTY LOGO**

The property logo appears on the header card front.

**WARNING INFORMATION**

Appears on the front panel of the header card.

**AGE GRADING**

Age grade appears on the front panel of the header card.

**PRODUCT NAME**

If space allows, the product name appears on the front panel of the header card.

**AGE GRADING**

Age grade appears on the back panel of the header card.

**LEGAL INFORMATION**

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

**TMNT\_SG\_Pkg\_Header**



TMNT\_SG\_Pkg\_Closed\_Box

**PROPERTY LOGO**

The property logo lock-up appears as shown on all window box panels.

**PRODUCT NAME**

This type appears as shown and includes a product description.

**MARKETING CALL-OUTS**

These elements are used to identify specific product features and details.

**ACETATE WINDOW**

For all packaging, use this window to show product against a dynamic background.

TMNT\_SG\_Pkg\_Window\_Box

**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.

**REQUIRED COPYRIGHT AND TRADEMARK NOTICES**

The names and likenesses of all Teenage Mutant Ninja Turtles characters, artwork and distinctive lettering are protected under the copyright and trademark laws of the United States and all foreign countries. A copyright and trademark notice in the following form MUST appear on all licensed merchandise and in all advertising for any licensed merchandise:

**DOMESTIC - For merchandise** - © 201\_ Viacom International Inc. All Rights Reserved. TEENAGE MUTANT NINJA TURTLES and all related titles, logos and characters are trademarks of Viacom International Inc.

**DOMESTIC - For publishing, theatricals and home video** - © 201\_ Viacom International Inc. All Rights Reserved. TEENAGE MUTANT NINJA TURTLES and all related titles, logos and characters are trademarks of Viacom International Inc. Based on characters created by Peter Laird and Kevin Eastman.

**INTERNATIONAL - For merchandise** - © 200\_ 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.

**INTERNATIONAL - For publishing, theatricals and home video** - © 200\_ 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. Based on characters created by Peter Laird and Kevin Eastman.

The year to be included in this notice is the year in which the design of the product is first distributed to the public. This legal information should be placed on the back of the package, bottom right side, near the licensing logo. In addition, the symbols ® or TM, as applicable, should appear next to the first or most prominent use of the name Teenage Mutant Ninja Turtles and any character names when they appear on a piece of licensed merchandise or in any advertising copy. On products and in print advertising, the required notices must be applied in a legible and permanent format. The proper wording and placement of all notices must be approved, in writing, by Nickelodeon, as appropriate.