A collage of Teenage Mutant Ninja Turtles characters (Donatello, Michelangelo, Raphael, Leonardo) appearing through torn edges of a brick wall. The background features a city skyline at night.

# nickelodeon™ TEENAGE MUTANT NINJA TURTLES™

FALL/WINTER 2013 HOOK BOOK

GET READY TO SHELL UP  
WITH THE TURTLES!  
BOYS 6-11 WILL LOVE THIS  
**ACTION-BASED AND  
DARK CITY ART STYLE**  
FILLED WITH EMOTICON  
PATTERNS, ELECTRIC ALIEN  
PRINTS, AND GRUNGY, URBAN  
PRINTS BASED ON CHARACTERS,  
SYMBOLS, AND GRAPHICS  
FROM THE SERIES.

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# HOOK BOOK // CG CHARACTER ART AND PHRASES // GROUP

TEENAGE MUTANT NINJA  
TURTLES



TMNT\_FW13\_Grp\_001\_CGI



TMNT\_FW13\_Grp\_003\_CGI

TMNT\_FW13\_Grp\_002\_CGI



TMNT\_FW13\_Grp\_005\_CGI



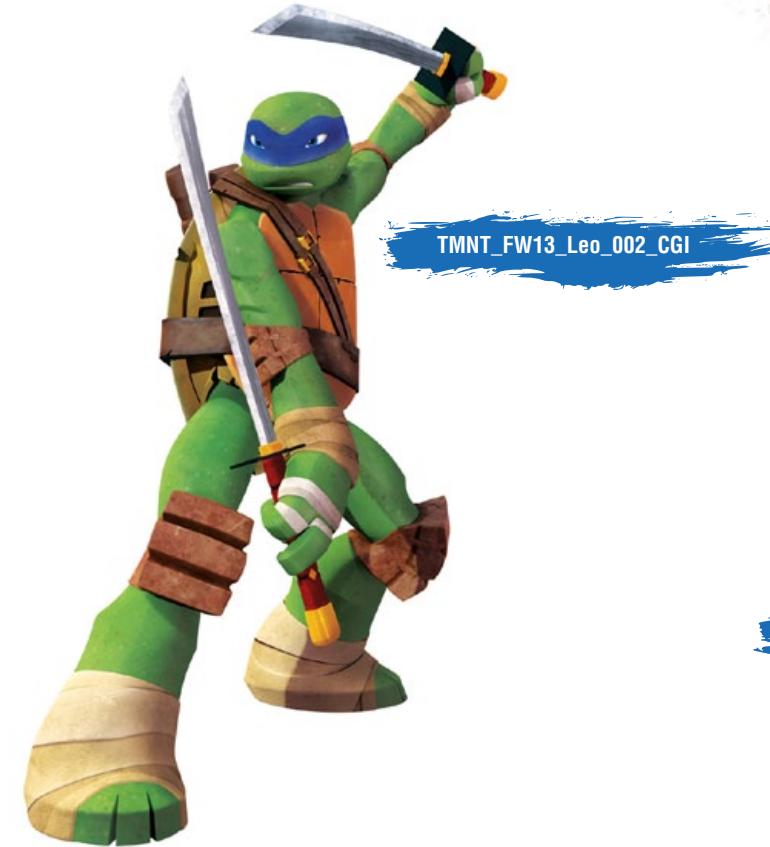
TMNT\_FW13\_Grp\_004\_CGI

- TIME TO SHELL UP!
- TURTLE TEAMWORK
- OUT OF OUR WAY!
- WE'RE NOT KUNG FU FROGS.  
WE'RE NINJA TURTLES!
- YOU'RE GOING DOWN!
- HIGH THREE!

- WE CAN HANDLE THIS!
- INCOMING!
- IT'S GO TIME!
- IT'S SURFACE TIME!
- NINJAS IN NEW YORK?!
- KEEE-YA!
- KICK SOME SHELL!

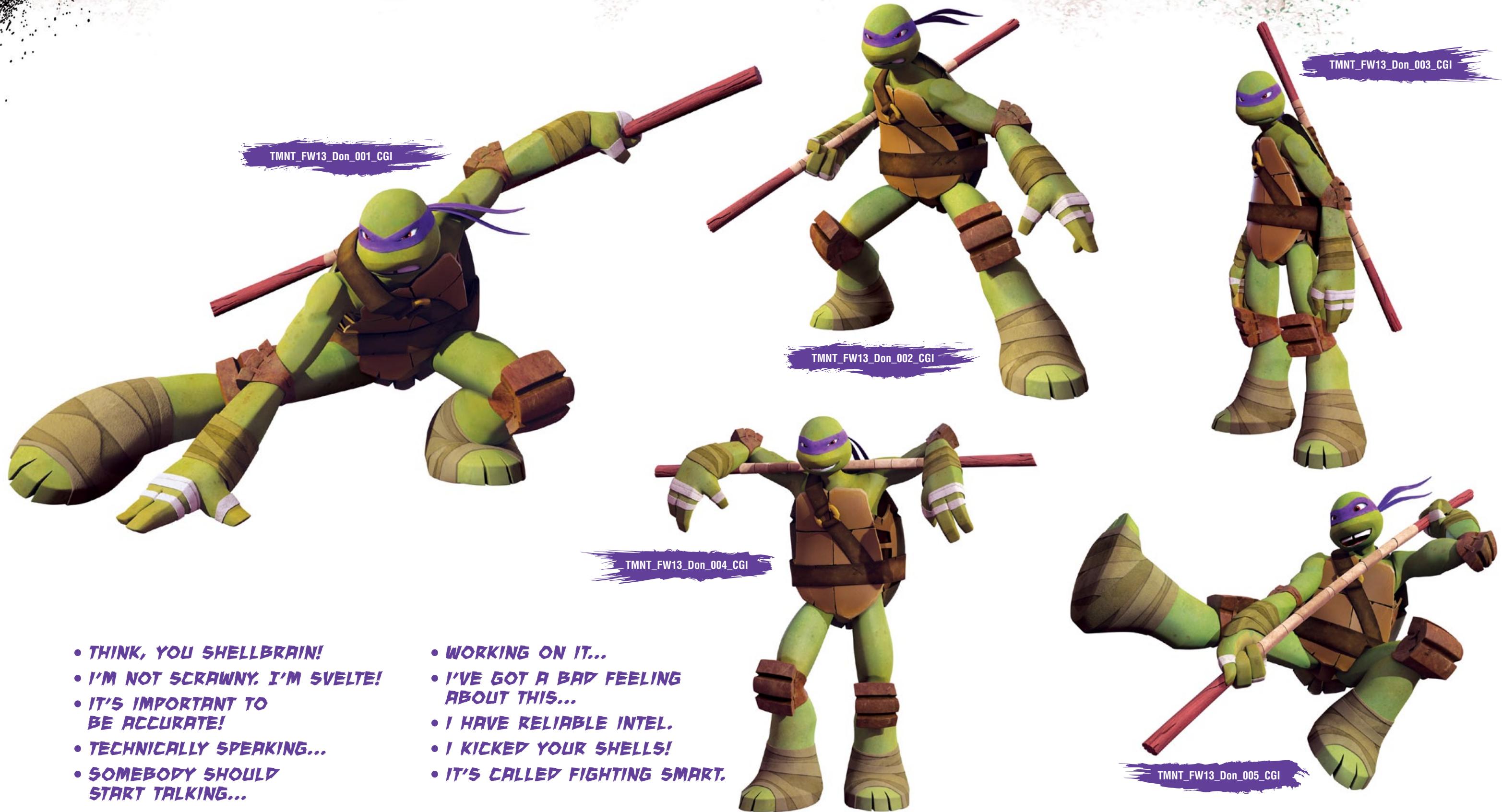
- TURTLE ATTACK
- READY FOR BATTLE
- NINJUTSU ON A WHOLE NEW LEVEL!
- STAND YOUR GROUND!
- STRAIGHT FROM THE SEWERS...
- TAKE 'EM DOWN!
- WHAT THE HECK'S GOING ON HERE?

## HOOK BOOK // CG CHARACTER ART AND PHRASES // LEONARDO (LEO)



- TRUST ME.
- NO MORE MISTER NICE TURTLE...
- NO MERCY!
- THE CITY IS JUST FULL OF POSSIBILITY!

- HAPPY TO HELP. LET'S GO.
- PROCEED WITH CAUTION.



- THINK, YOU SHELLBRAIN!
- I'M NOT SCRAWNLY. I'M SVELTE!
- IT'S IMPORTANT TO BE ACCURATE!
- TECHNICALLY SPEAKING...
- SOMEBODY SHOULD START TALKING...

- WORKING ON IT...
- I'VE GOT A BAD FEELING ABOUT THIS...
- I HAVE RELIABLE INTEL.
- I KICKED YOUR SHELLS!
- IT'S CALLED FIGHTING SMART.



- I WON. THEY LOST.
- STICK IT IN YOUR SHELL.
- YOU FEEL LUCKY?
- READY TO BUST SOME HEADS.

- I'LL BEAT THE GREEN OFF OF YOU.
- SO WHAT IF I GOT A TEMPER?
- THERE IS NO "ENOUGH."
- TIME TO GET SOME ANSWERS...



# HOOK BOOK / CG CHARACTER ART AND PHRASES / MICHELANGELO (MIKEY)

TEENAGE MUTANT NINJA  
TURTLES



TMNT\_FW13\_Mike\_001\_CGI



TMNT\_FW13\_Mike\_002\_CGI



TMNT\_FW13\_Mike\_005\_CGI



TMNT\_FW13\_Mike\_003\_CGI



TMNT\_FW13\_Mike\_004\_CGI

- YOU HAVE NO SENSE OF ADVENTURE!
- I JUST BLEW YOUR MINDS, RIGHT?
- DR. PRANK-ENSTEIN STRIKES AGAIN!
- IT'S FUN TO YELL!
- GENIUS!
- I AM SO LOST!
- JUST KIDDING!
- SWEET!
- I DON'T KNOW WHERE I'M GOING WITH THIS!
- DUDE, CHILL!

# HOOK BOOK // VECTOR CHARACTER ART AND PHRASES // GROUP

TEENAGE MUTANT NINJA  
TURTLES



TMNT\_FW13\_Grp\_001

TMNT\_FW13\_Grp\_002



TMNT\_FW13\_Grp\_003



TMNT\_FW13\_Grp\_004

TMNT\_FW13\_Grp\_005

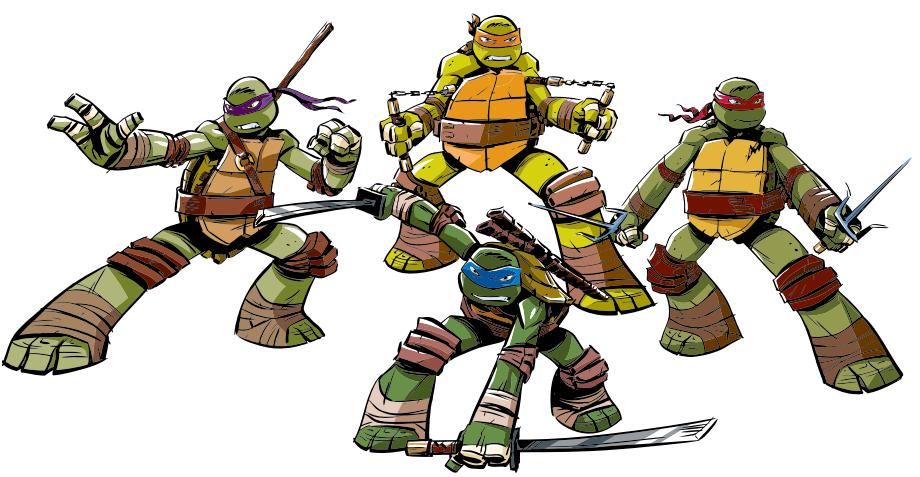
- TIME TO SHELL UP!
- TURTLE TEAMWORK
- OUT OF OUR WAY!
- WE'RE NOT KUNG FU FROGS.  
WE'RE NINJA TURTLES!
- YOU'RE GOING DOWN!
- HIGH THREE!

- WE CAN HANDLE THIS!
- INCOMING!
- IT'S GO TIME!
- IT'S SURFACE TIME!
- NINJAS IN NEW YORK?!
- KEEE-YA!
- KICK SOME SHELL!

- TURTLE ATTACK
- READY FOR BATTLE
- NINJUTSU ON A WHOLE NEW LEVEL!
- STAND YOUR GROUND!
- STRAIGHT FROM THE SEWERS...
- TAKE 'EM DOWN!
- WHAT THE HECK'S GOING ON HERE?



TMNT\_FW13\_Grp\_006



TMNT\_FW13\_Grp\_007



TMNT\_FW13\_Grp\_008

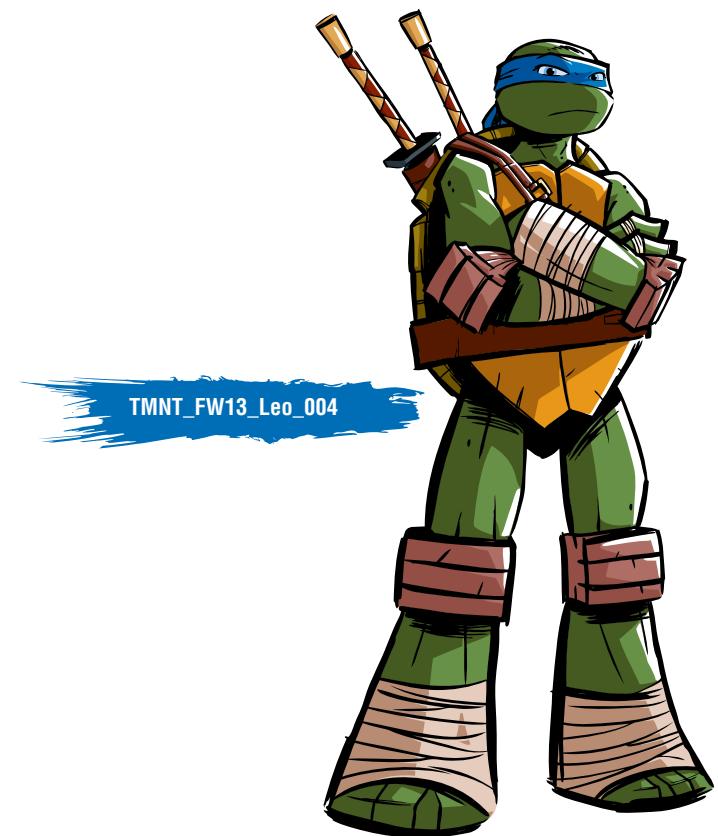
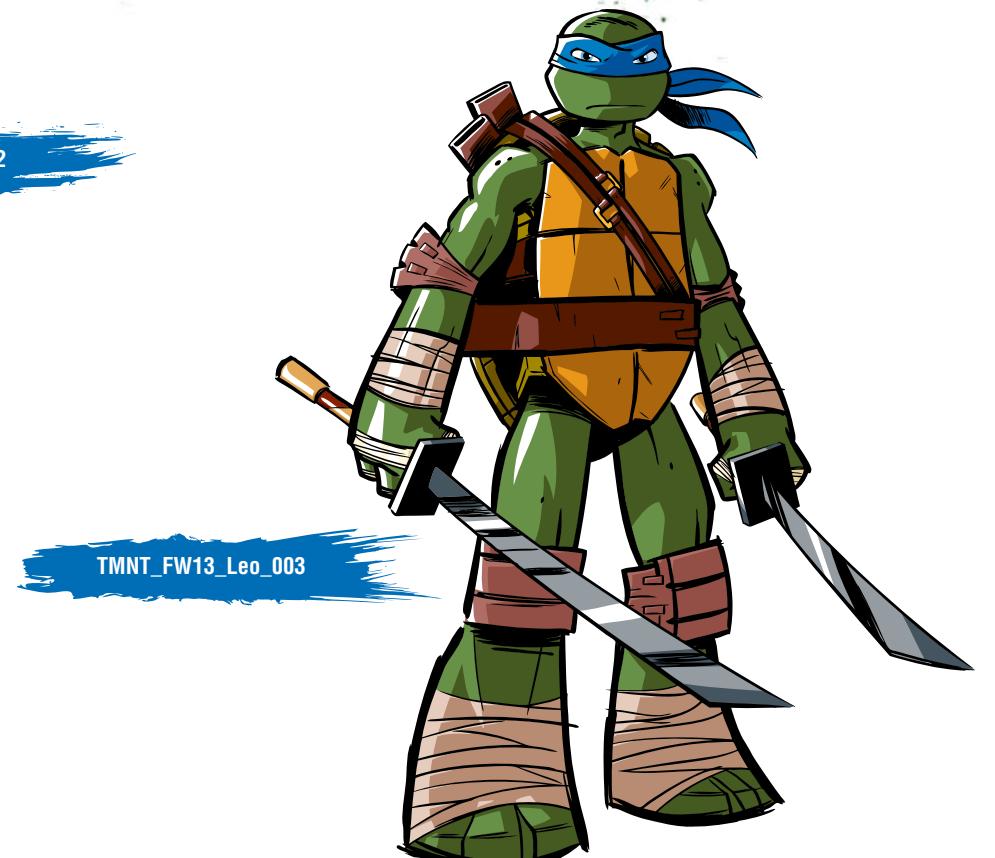
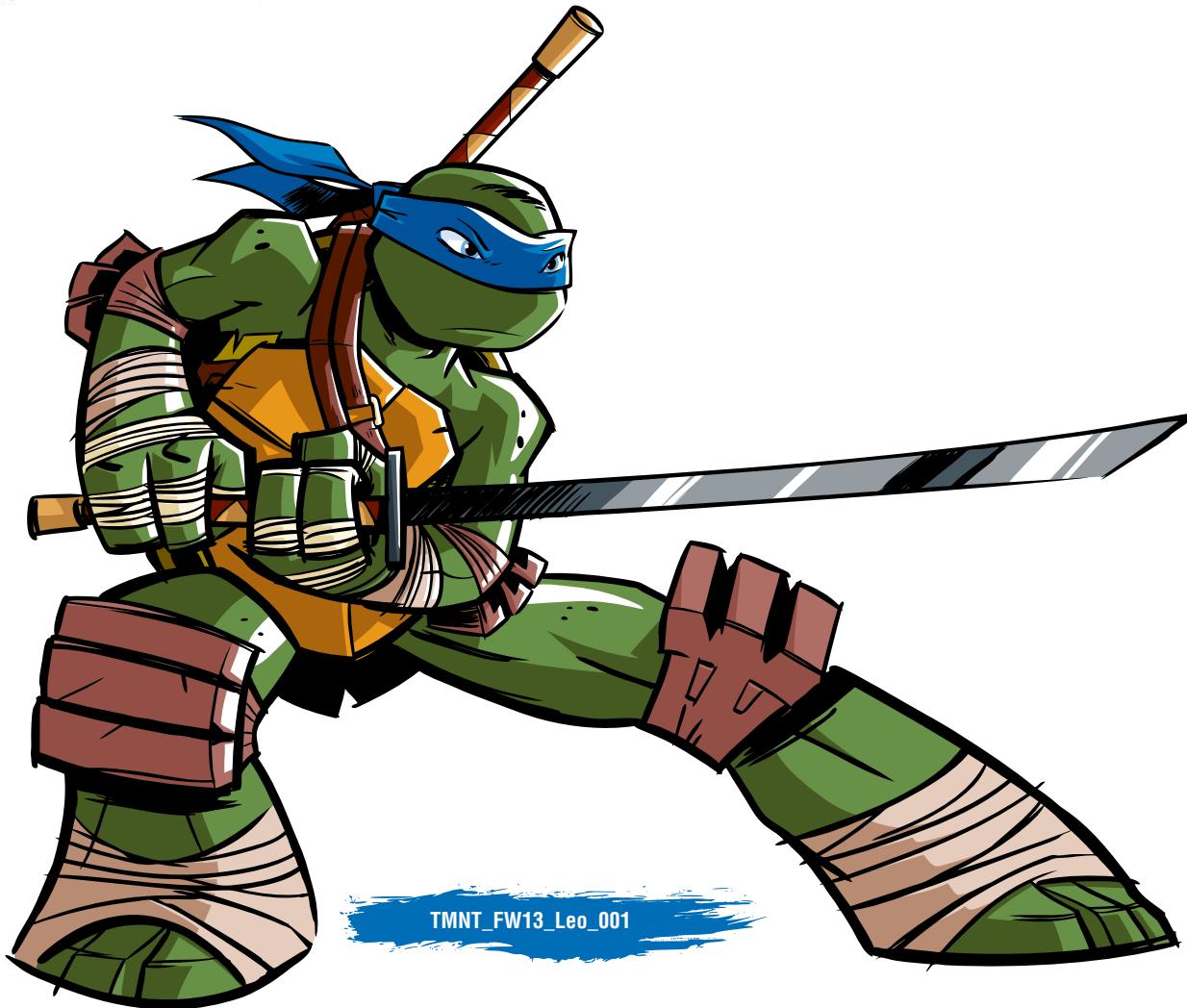


TMNT\_FW13\_Grp\_009



TMNT\_FW13\_Grp\_010

## HOOK BOOK // VECTOR CHARACTER ART AND PHRASES // LEONARDO (LEO)



- TRUST ME.
- NO MORE MISTER NICE TURTLE...
- NO MERCY!
- THE CITY IS JUST FULL OF POSSIBILITY!

- HAPPY TO HELP. LET'S GO.
- PROCEED WITH CAUTION.

10

**HOOK BOOK / VECTOR CHARACTER ART / LEONARDO (LEO)****TEENAGE MUTANT NINJA  
TURTLES**

TMNT\_FW13\_Leo\_006



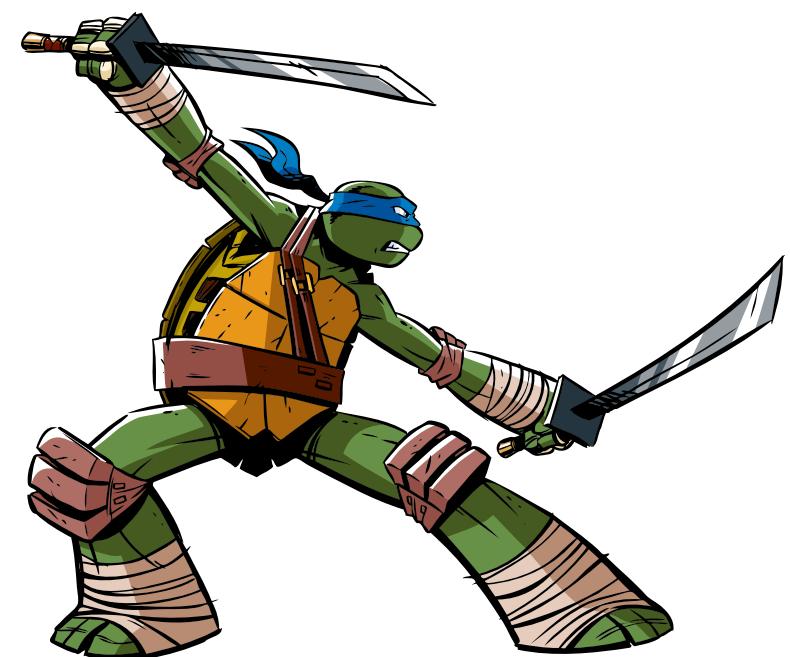
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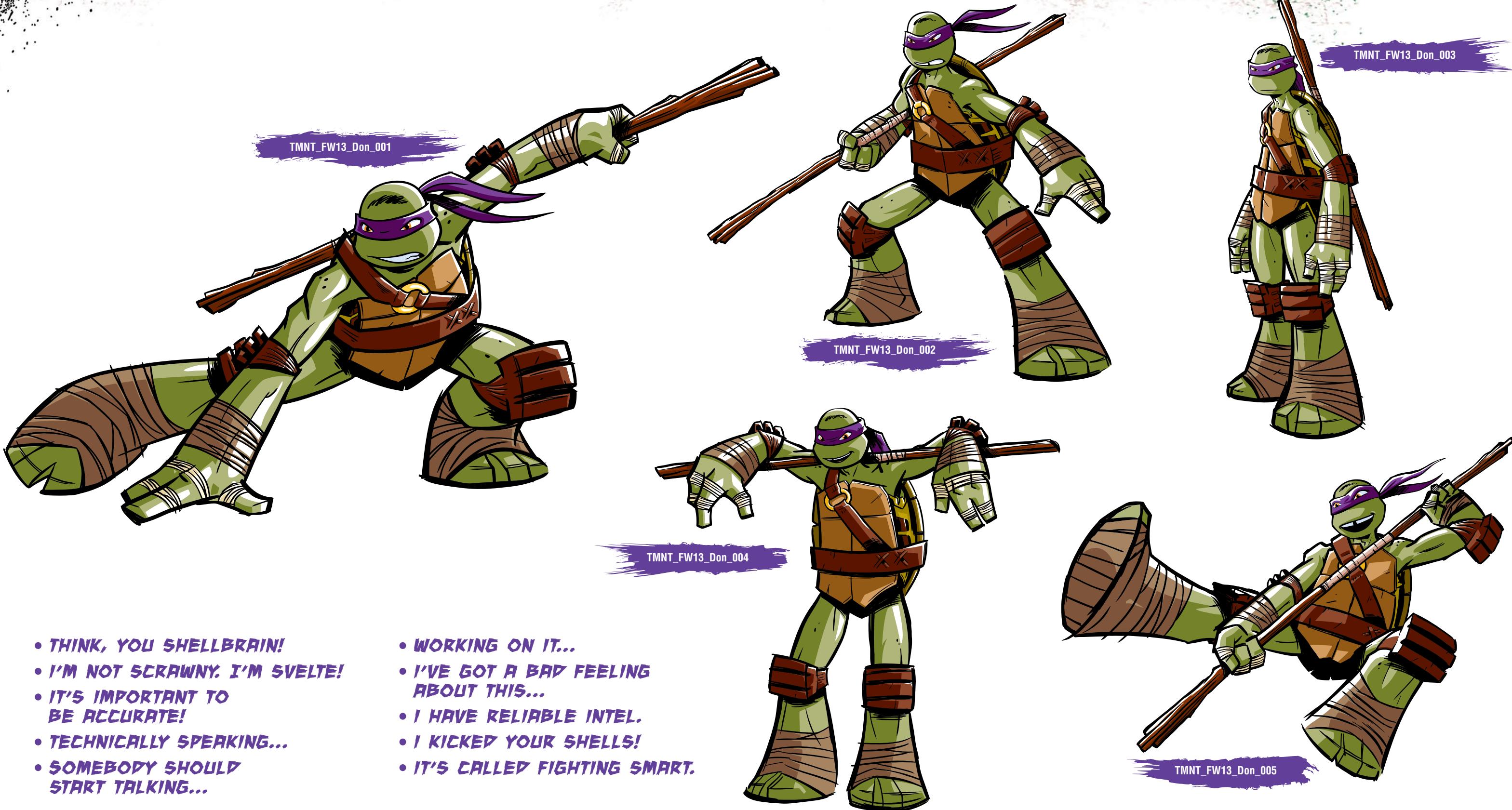
TMNT\_FW13\_Leo\_008



TMNT\_FW13\_Leo\_009



TMNT\_FW13\_Leo\_010



- THINK, YOU SHELLBRAIN!
- I'M NOT SCRAWNLY. I'M SVELTE!
- IT'S IMPORTANT TO BE ACCURATE!
- TECHNICALLY SPEAKING...
- SOMEBODY SHOULD START TALKING...

- WORKING ON IT...
- I'VE GOT A BAD FEELING ABOUT THIS...
- I HAVE RELIABLE INTEL.
- I KICKED YOUR SHELLS!
- IT'S CALLED FIGHTING SMART.

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**HOOK BOOK / VECTOR CHARACTER ART / DONATELLO (DONNIE)****TEENAGE MUTANT NINJA  
TURTLES**

TMNT\_FW13\_Don\_006



TMNT\_FW13\_Don\_007



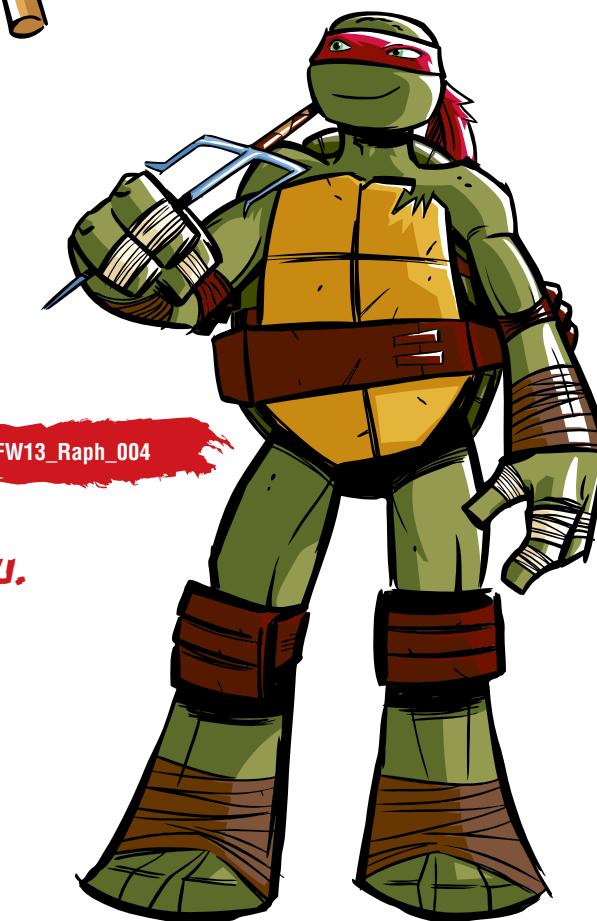
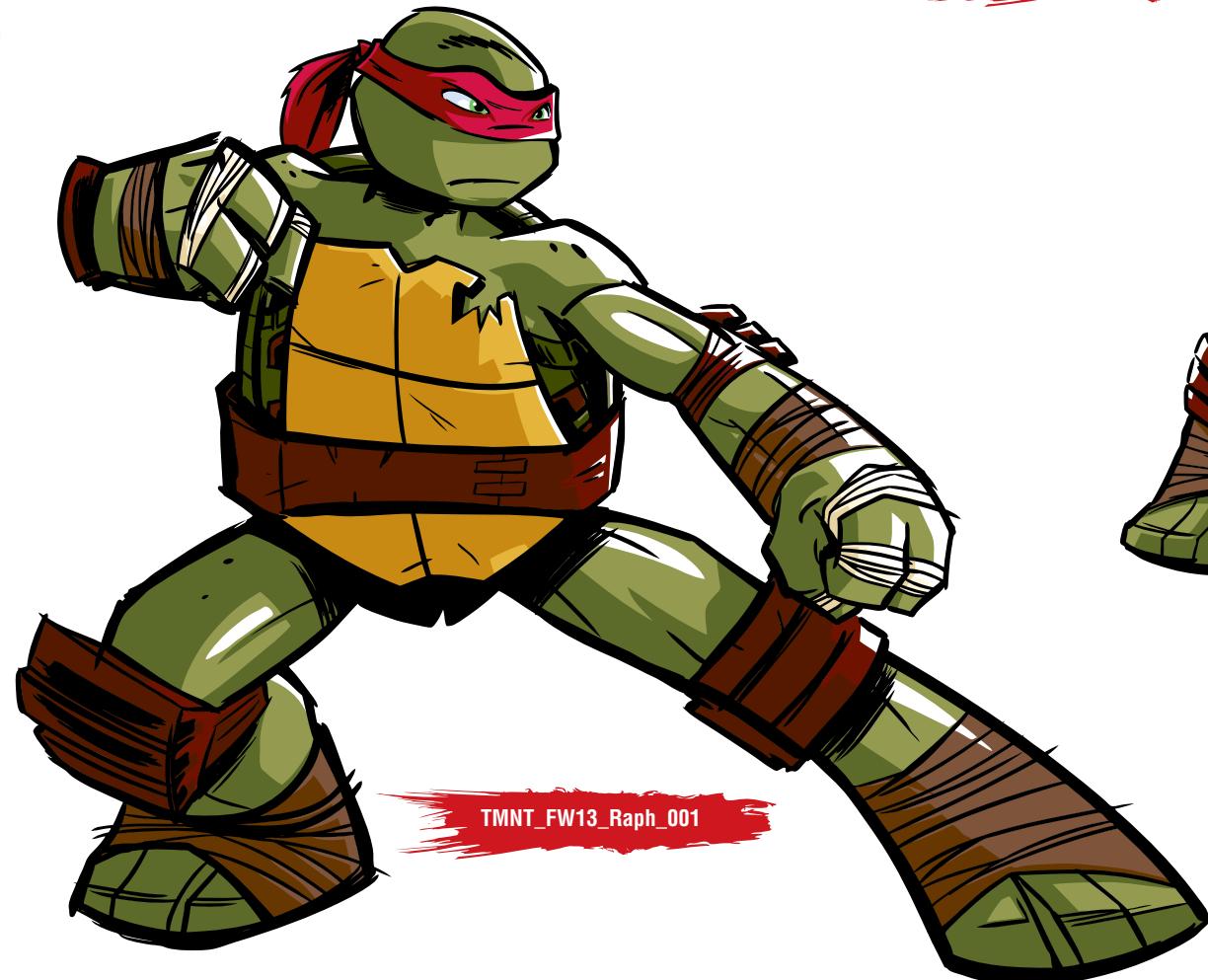
TMNT\_FW13\_Don\_008



TMNT\_FW13\_Don\_009



TMNT\_FW13\_Don\_010



- I WON. THEY LOST.
- STICK IT IN YOUR SHELL.
- YOU FEEL LUCKY?
- READY TO BUST SOME HEADS.

- I'LL BEAT THE GREEN OFF OF YOU.
- SO WHAT IF I GOT A TEMPER?
- THERE IS NO "ENOUGH."
- TIME TO GET SOME ANSWERS...



TMNT\_FW13\_Raph\_006



TMNT\_FW13\_Raph\_007



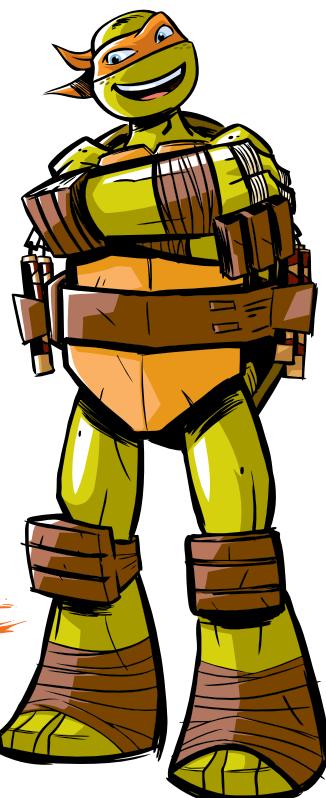
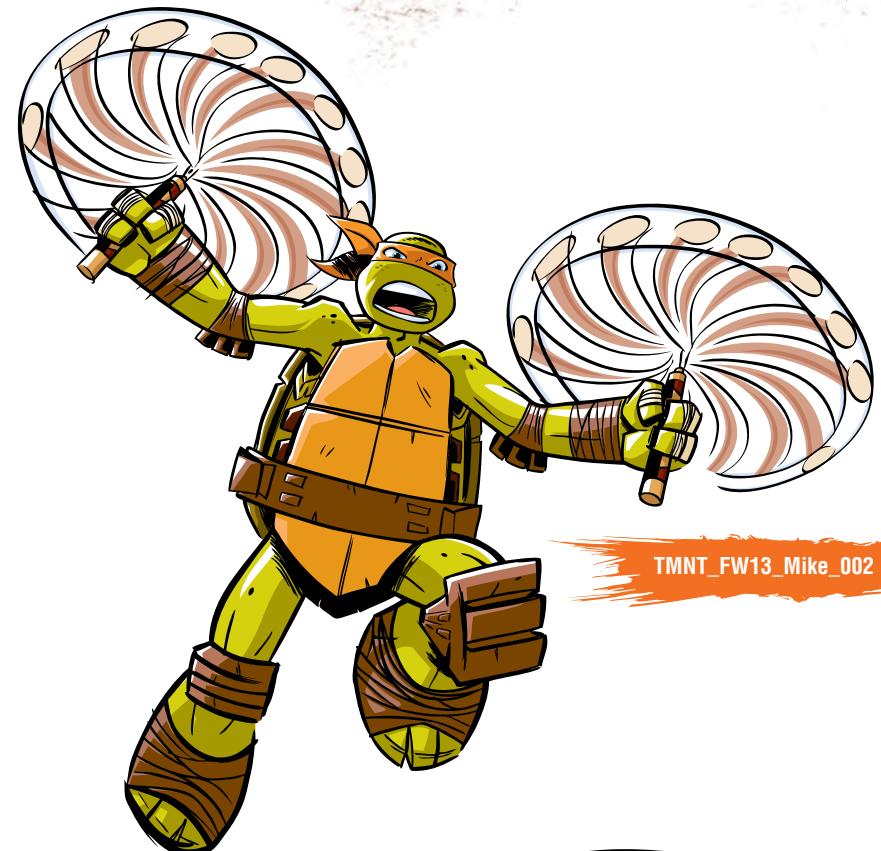
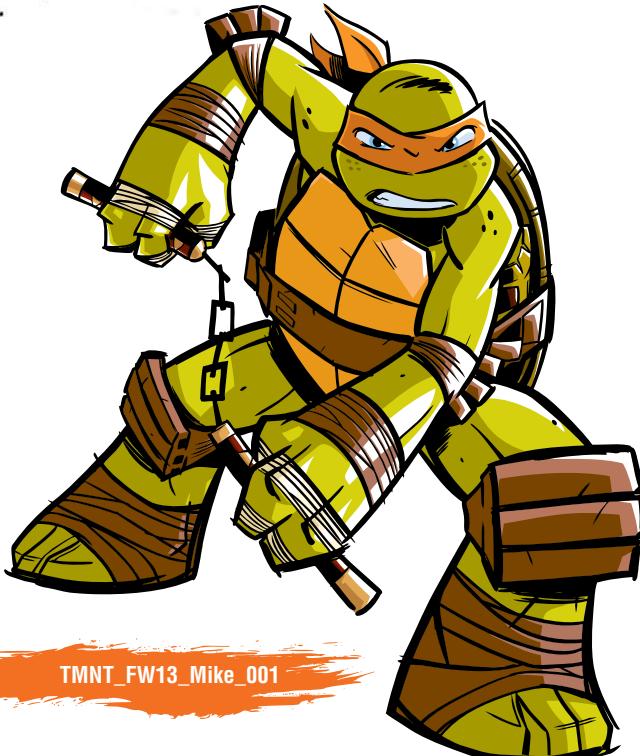
TMNT\_FW13\_Raph\_008



TMNT\_FW13\_Raph\_009



TMNT\_FW13\_Raph\_010



- YOU HAVE NO SENSE OF ADVENTURE!
- I JUST BLEW YOUR MINDS, RIGHT?
- DR. PRANK-ENSTEIN STRIKES AGAIN!
- IT'S FUN TO YELL!
- GENIUS!
- I AM SO LOST!
- JUST KIDDING!
- SWEET!
- I DON'T KNOW WHERE I'M GOING WITH THIS!
- DUDE, CHILL!



TMNT\_FW13\_Mike\_006



TMNT\_FW13\_Mike\_007



TMNT\_FW13\_Mike\_008



TMNT\_FW13\_Mike\_009



TMNT\_FW13\_Mike\_010

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## HOOK BOOK / BACKGROUNDS

TEENAGE MUTANT NINJA  
TURTLES

TMNT\_FW13\_BG\_Pizzarama\_001



TMNT\_FW13\_BG\_Rooftop\_001



TMNT\_FW13\_BG\_Street\_001



TMNT\_FW13\_BG\_2D\_Alley\_001

TMNT\_FW13\_Ptn\_001



TMNT\_FW13\_Ptn\_002



TMNT\_FW13\_Ptn\_003



TMNT\_FW13\_Ptn\_004



TMNT\_FW13\_Ptn\_005



TMNT\_FW13\_Ptn\_006

## HOOK BOOK / PATTERNS

The patterns on this page are available only in spot colors.

TEENAGE MUTANT NINJA  
TURTLES

TMNT\_FW13\_Ptn\_007a



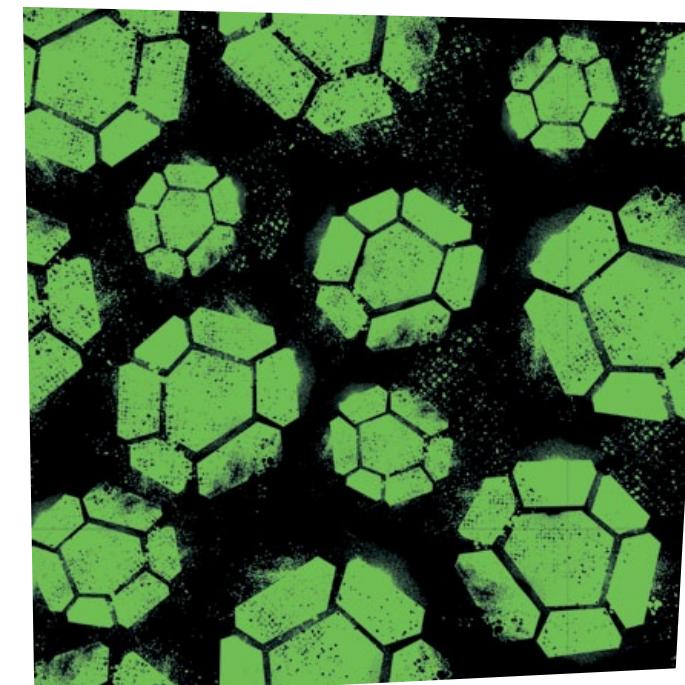
TMNT\_FW13\_Ptn\_007b



TMNT\_FW13\_Ptn\_008a



TMNT\_FW13\_Ptn\_008b\_LtdColor  
This pattern uses limited-color character art.



TMNT\_FW13\_Ptn\_009

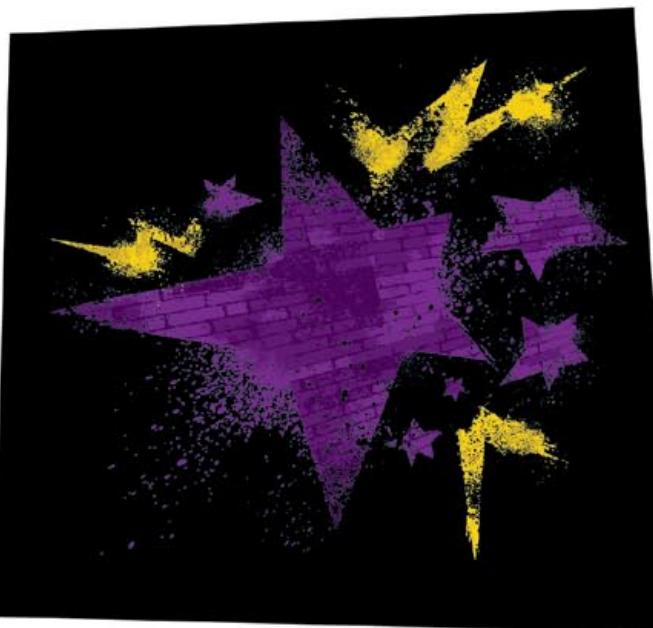
20

**HOOK BOOK / ICONS****TEENAGE MUTANT NINJA TURTLES**

TMNT\_FW13\_Icon\_001



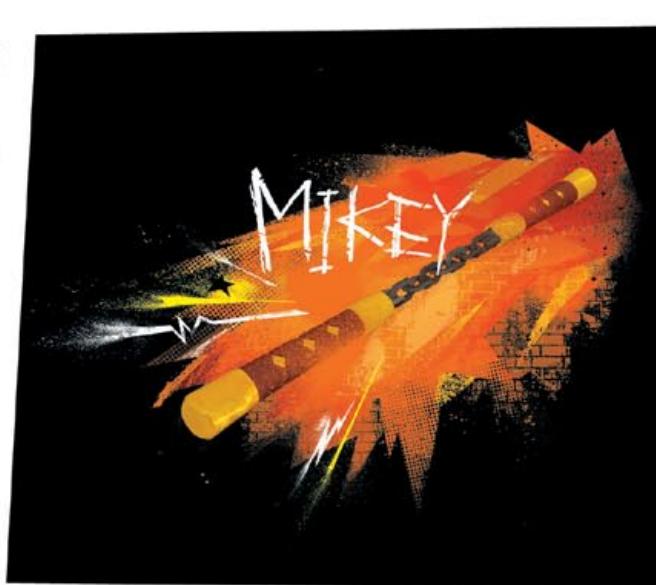
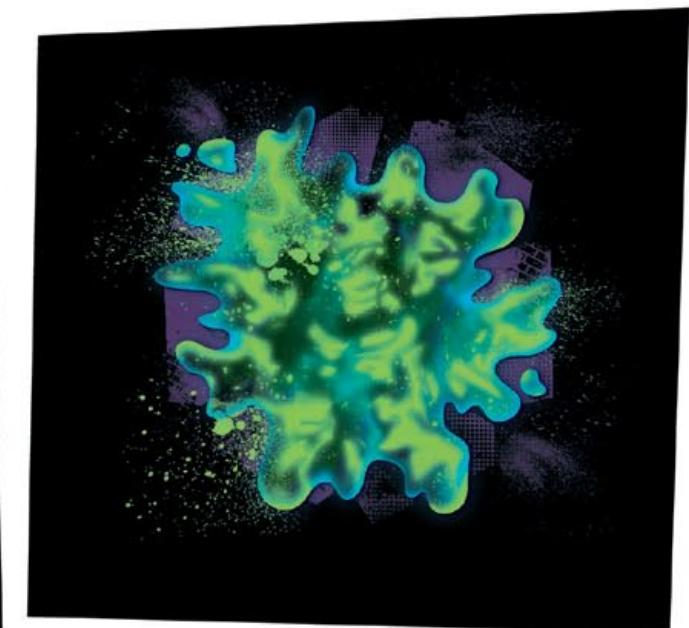
TMNT\_FW13\_Icon\_002



TMNT\_FW13\_Icon\_003



TMNT\_FW13\_Icon\_004



TMNT\_FW13\_Icon\_005 (vector version also available)

TMNT\_FW13\_Icon\_006 (vector version also available)

TMNT\_FW13\_Icon\_007 (vector version also available)

TMNT\_FW13\_Icon\_008 (vector version also available)



PANTONE<sup>®</sup> 102C  
C-0, M-0, Y-95, K-0



PANTONE 123C  
C-0, M-24, Y-94, K-0



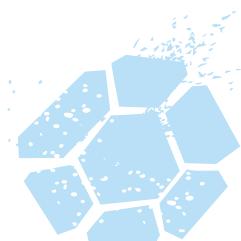
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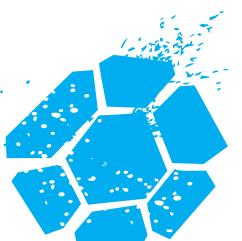
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C-0, M-75, Y-90, K-0



PANTONE 199C  
C-0, M-100, Y-62, K-0



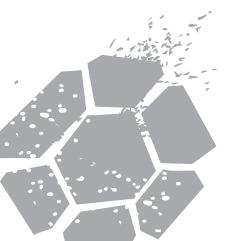
PANTONE 290C  
C-25, M-2, Y-0, K-0



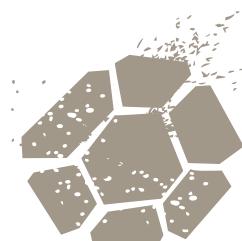
PANTONE PROCESS CYAN C  
C-100, M-0, Y-0, K-0



PANTONE 293C  
C-100, M-57, Y-0, K-2



PANTONE 877C  
C-0, M-0, Y-0, K-40



PANTONE 403C  
C-0, M-7, Y-17, K-43



PANTONE 382C  
C-29, M-0, Y-100, K-0



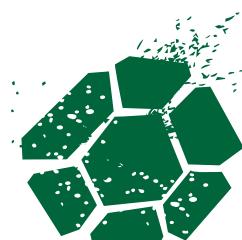
PANTONE 802C  
C-58, M-0, Y-100, K-0



PANTONE 354C  
C-80, M-0, Y-90, K-0



PANTONE 377C  
C-45, M-0, Y-100, K-24



PANTONE 7484C  
C-100, M-0, Y-85, K-50



PANTONE 804C  
C-0, M-37, Y-64, K-0



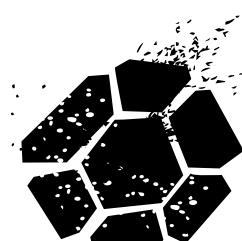
PANTONE PURPLE C  
C-38, M-88, Y-0, K-0



PANTONE 2592C  
C-60, M-90, Y-0, K-0



PANTONE VIOLET C  
C-98, M-100, Y-0, K-0



PANTONE BLACK  
C-0, M-0, Y-0, K-100

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**EXPOS** fonts101.com

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TMNT\_FW13\_GE\_001



TMNT\_FW13\_GE\_002



TMNT\_FW13\_GE\_003



TMNT\_FW13\_GE\_004



TMNT\_FW13\_GE\_005



TMNT\_FW13\_GE\_006



2Fer T-shirt top with piecing frontal graphic hit and contrast stripe sleeves and ringer neck



Character hat with contrast stitching and distressing

PJ top with sublimation printing and contrast snaps



B-Movie fan style T-shirt



Pieced hoodie with printed sleeves and hood, contrast rib trims and a bold expressive graphic at center front



Pieced Turtles sweater with contrast trim and printed icon



Sublimation printed PJ print with contrast ribbing

## 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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