



TAGLINES

for adult
apparel

GENERAL/GROUP

Ensemble designs are a perennial favorite for Sesame Street products.

You can group together all the most popular characters, or introduce secondary, rare or nostalgic characters into the mix.

= For Holiday

= For Valentines Day



TAGLINES:

123 Sesame Street: Best address
in NYC

Keepin' it real

Ready to move to Sesame Street

Old School

Even my GPS can't find Sesame Street

Since 1969

Everything I know I learned
on the Street

Street team

It's all good in the hood

Young, wild & free

Street Beats

Kings of the Street

Raised on the Street

S is for Santa

Representin' the Street

Hairy Christmas

We run these streets

Who's your monster?

Monster lovin'

COOKIE MONSTER

Typography look: Frenzied, crazy, wonky, chaotic.

Personality: Cookie Monster is a frenzied-but-cuddly character. He can and will eat anything, but LOVES Cookies (all kinds). If he has cookies, he's happy. He is fun-loving and has a tendency towards the extreme.

Voice:

Cookie Monster has his own quirky way of speaking: He always refers to himself as "me", never "I", he says "dat" instead of "that", "cookie" instead of "a cookie", etc. His larger-than-life personality lends well to parodies, edgy humor and surreal/absurd situations.



TAGLINES:

Stay calm. Send cookies.

Dat's the way cookie crumbles.
Into me mouth.

Doubles as bath matt
(with arrow pointing to fur)

Om nom nom nom

#Nomnomnom

Keep Calm and Om Nom Nom

Monsterpiece

Joining Cookies Anonymous
...any day now.

No cookies in the house.
#bluemonsterproblems

#Fact: Real name Sid. Look it up.

Me heart gluten.

Best use of ping pong balls ever.

DERP

Always be yourself. ...Unless you can
be Cookie Monster. Then you should
always be Cookie Monster.

Me want cookie. Conversation over.

Me have too many cookies.
—Said no one ever

Only thing better than cookie
is two cookies

Only eats cookies on days that end in 'Y'

Enable cookies. Now.

Me love exercise. ...Just not as much as
me love cookie.

Too. Much. Coffee!
Just enough cookie.

Monsterpiece

Young, Wild, and Free

Tough cookie

Freshly baked

I get dough

Eatin' cookies like a boss

Me ate Santa's milk & cookies

Me ate your gift

You had me at cookie

Love at first bite

Typography look: Happy but cool, friendly, lively, colorful.

Personality: Elmo is a 3 ½-year-old red monster with a high pitched voice and a contagious giggle. Enthusiastic, friendly, and cheerful, he always wants to be part of everything that goes on. However, like most preschoolers, he sometimes doesn't have the skills or knowledge to do what he wants. But that never stops him, because he has a very positive, optimistic view of himself and life.

Voice:

Elmo always refers to himself in the third person, so he calls himself "Elmo", never "I". He is over-the-top positive and full of love for everything and everybody, and loves to be the star of the show. His iconic image lends well to parodies, overly confident/ self-promoting statements, and goofy, corny humor.



TAGLINES:

This guy also enjoys referring to himself in the third person.

The original ginger kid

Represent love

One love

Love Monster

Laughs a lot

Mr. cuddles

Kind of a big deal

Plays well with others

This might tickle a little

Studmuffin

Hug Life

On the nice list

Hee hee hee Ho ho ho

Who loves ya?

My fuzzy valentine

Furry & loveable

Fur keeps

OSCAR

Typography look: Dirty, harsh, slightly urban.

Personality: Oscar is the resident Grouch on Sesame Street—he despises all things nice and sweet. He lives in a grey trash can with a lid. His best friend is Slimey the worm. He loves collecting junk, standing in line, arguing, rainy days, and anchovy milkshakes. One thing Oscar does not like is children playing in front of his garbage can.

Voice:

Oscar is a consummate pessimist. His voice is very abrasive and grumpy. His statements are usually negative, except towards things that are gross—which he loves. His edgy personality lends well to attitude statements, sarcasm and street culture.



TAGLINES:

Filthy is the new black.

Trash talker.

Don't bang on my can

I love dirty beats

Say yes to the mess

Trash hoarder

Kiss my can

Green for life

Spoiled Rotten

Don't trash the 'stache

Can you kick it? No you can't.

My street, my rules

Dirty beats

#Trashtag

Bah Humbug

On the naughty list

Christmas is cancelled

Kiss my can

I only have eyes for trash

Getting' dirty

COUNT

Typography look: Urban, gothic

Personality: Count Von Count bears a comical resemblance to Count Dracula, but that is where the similarity ends. The Count thirsts for numbers, not necks. He will count anything and everything, and his totals are usually punctuated by a bone-jarring thunder clap. He is usually accompanied by hovering bats. He loves numbers and counting.

Voice:

The Count has a vaguely Eastern European accent. He tends to count things by repeating the number twice, i.e. "two, two bats!" He has a distinctive laugh—"AH AH AH!", often accompanied by thunder claps. Any jokes around numbers or counting are no-brainers for him, as well as sly, indirect references to vampires. He also works well within goth and urban parodies and styles.



TAGLINES:

COUNT

A guy you can count on

Always keeping score

I know three, three chords! Ah ah ah!

Countin' stacks

Count life

Twelve, twelve days of Christmas! Ah ah ah.

Batty for you

One love

Six appeal

GROVER

Spoiler: I am the monster at the end of the book.

Nothin' but a G thing

So fly

I do my own stunts

Unleash the power

Blue Christmas

Furry & loveable

Fur keeps

GROVER

Typography look: Happy, fun, slightly over the top.

Personality: Grover, Sesame Street's gregarious blue monster, accomplishes his tasks with childlike exuberance. He is excitable, caring and compulsive—a combination that proves particularly volatile when he rushes into situations without analyzing the consequences. He is VERY self-confident, but a bit of a clutz. His alter ego Super Grover wears a helmet, cape and a G with lightning bolt logo.

Voice:

Grover never uses contractions, so he always says "I am", never "I'm". He tends to draw out his vowels, as in "Hellooooo Everybodeeeeeee!" He is very earnest and often overestimates his abilities, which can result in some very funny situations. His Super Grover alter-ego fits perfectly with the comic book/superhero trend.



BERT

Typography look: Serious, eccentric, square, nerdy.

Personality: Bert is the long-suffering side-kick of Ernie. He is more mature, analytical, and considers himself the voice of reason in their relationship. Though seemingly older and wiser, Bert can be rather eccentric. He is great at explaining things, but can sometimes be a bit too smart for his own good. Bert collects bottle caps and paper clips, and loves Bernice, his pet pigeon. Loves to eat oatmeal.

Voice:

Bert is very square, so he lends well to deadpan humor. Also, because of his nerdy exterior, it can be very funny to put him in tough, hip hop/street situations. Bert also works well for parodies, either alone or as part of a duo with Ernie.



TAGLINES:

BERT

Happy Bertday
Unibrow Power
Angry Bert
A pigeon in a pear tree

ERNIE

Y u mad, Bert?
Say hello to my little yellow friend

BOTH

Classic Bro-ments
Homies
Besties
Buds

ERNIE

Typography look: Silly, wonky, goofy.

Personality: Ernie is the outgoing foil to the more serious and responsible Bert. Ernie talks himself into some tight corners, and often falls prey to his own jokes. His free-spirited approach to his successes and failures makes him one of Sesame Street's most enduring and likeable characters. He loves his Rubber Duckie.

Voice:

Ernie is a prankster with a mischievous streak. He can be paired with either Bert or Rubber Duckie for parodies around duos, friendship and devotion.



SNUFFY

Typography look: Texture, Snuffy's flowy fur is signature.

Personality: Aloysius Snuffleupagus (a.k.a. Snuffy) and Big Bird are best friends who love to play together. The two share many adventures and help each other make sense of their world. Snuffy has long lashes and talks and moves very slowly. In the early days of the show, nobody but Big Bird ever saw him, leading them to believe he was Big Bird's invisible friend, but he was eventually seen and proven to be real.

Voice:

Snuffy is a cult fan favorite, symbolizing the innocence of childhood and wistful nostalgia. He can also be a perfect unexpected choice for parodies.



TAGLINES:

SNUFFY

Aloysius Snuffleupagus

Sometimes i miss the days when i
was an invisible friend.
#Snuffalupagusproblems

BIG BIRD

They outed my invisible friend

Wingman

Baller

Bird Up

Word to Big Bird

Doin' it big

Geek out with your beak out

Notorious B.I.G. B.I.R.D.

Mr. Big

BIG BIRD

Typography look: Fun, playful, innocent, slightly naive.

Personality:

Big Bird is an 8'2" tall 6-year-old yellow bird who is "every kid." Children understand and identify with Big Bird's excitement over new things as well as his disappointment when things don't work out or when he makes mistakes. They also see his willingness to try again, to correct his mistakes and just by being persistent, find solutions to problems. He loves birdseed milkshake and sleeps in a giant nest with his teddy bear, Radar.

Voice:

Big Bird is very friendly, innocent and naive. His big size can be the basis for lots of jokes, as well as his iconic yellow feathers, striped legs, and big orange feet. Also, the fact that he is a bird (who tweets).

