THIS BRAND HANDBOOK IS A LIVING GUIDE TO THE STORY, SUCCESS, AND POWER OF THE **DESPICABLE ME** FRANCHISE.

Whether readers of this handbook are new to the franchise or have been fans from the beginning, the information contained here provides our licensees and other partners an essential familiarity with the world of **DESPICABLE ME** and **MINIONS**.

Spanning four feature films and over a dozen mini-movies, this world is undeniably vast and while this guide is expansive, it is not exhaustive and is intended for reference only.

Filled with historical context, design guidelines, and franchise fundamentals, **THE DESPICABLE ME BRAND HANDBOOK** is a vital touchstone for anyone involved with the development of this beloved franchise.

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THE POWER OF ILLUMINATION

CHARACTER

CULTURAL RELEVANCE

ALL-AUDIENCE APPEAL

MARKETING

SUCCESS

CONTENT

ECOSYSTEM

ILLUMINATION, founded by Academy Award® nominee Chris Meledandri in 2007, is one of the entertainment industry's leading producers of event-animated films. The company's franchises include two of the top-six animated films of all time and its iconic, beloved brands—infused with memorable and distinct characters, global appeal, and cultural relevance—have grossed more than $5.7 billion worldwide. Illumination was recently honored by Fast Company as one of the World's Most Innovative Companies.

Illumination has garnered an extraordinary number of successes for a studio only a decade old. As the creator of the successful **DESPICABLE ME** franchise, which has just been crowned as the number one animated franchise globally, Illumination has evolved the **DESPICABLE ME** films to include **MINIONS**, the second-highest-grossing animated film of all time and the most profitable film in Universal's History, as well as the Academy Award®-nominated **DESPICABLE ME 2**.

In 2016 alone, Illumination launched two original properties that captivated audiences the world over. That summer, **THE SECRET LIFE OF PETS** achieved the best opening for an original movie animated or otherwise, in U.S. history. Likewise, the critically praised holiday favorite **SING** premiered to a standing ovation at the Toronto International Film Festival before becoming a global box office success.

The first filmmaker to animate beloved Suessian stories for today's audiences, Chris Meledandri has previously collaborated with the estate for two blockbuster feature films. Meledandri and his world-class creative team will once again bring Seuss' characters and worlds to life with Dr. Seuss' **THE GRINCH**. Told through the inimitable Illumination lens, **THE GRINCH** arrives as the event film of holiday season 2018.

"THE PARTNERSHIP WE SHARE WITH NBCUNIVERSAL IS, IN MY MIND, THE GREATEST POSSIBLE ENVIRONMENT THAT I EVER COULD HAVE IMAGINED IN WHICH TO CREATE CONTENT.

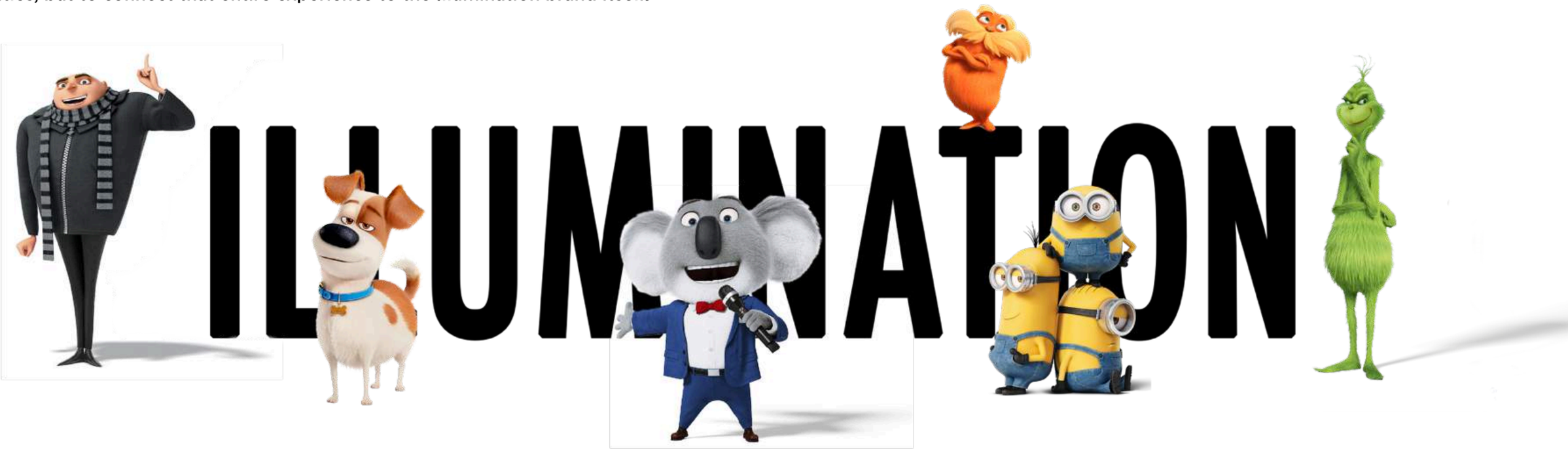
THE WORK THAT EVERYONE AT UNIVERSAL FILM AND UNIVERSAL SYMPHONY HAS DONE TO SUPPORT OUR FILMS HAS RAISED THE BAR ON HOW ENTERTAINMENT COMPANIES CAN WORK ACROSS DIVISIONS TO CREATE GLOBAL EVENTS."

— CHRIS MELEDANDRI

MISSION STATEMENT

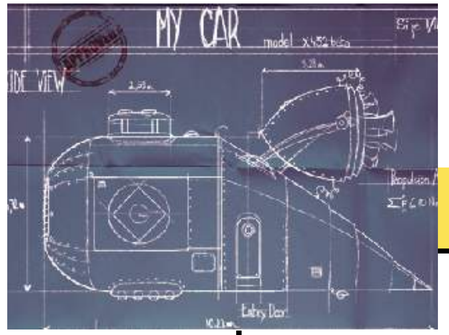
ILLUMINATION was founded with the goal of infusing joy and discovery into every character and putting smiles on the faces of every person in our audience, no matter their age or nationality.

Our goal is not to simply tie the feelings of joy and discovery to any one of our titles, but to connect that entire experience to the Illumination brand itself.



HIGHLIGHTS

ILLUMINATION IS ONE OF FAST COMPANY'S MOST INNOVATIVE COMPANIES OF 2017.



"COMPANY FOUNDER, CHRIS MELEDANDRI, IS THE HOTTEST NAME IN ANIMATION TODAY."

VARIETY

DESPICABLE ME BENEFITS FROM GENDER BALANCE.

The majority of consumers feel the brand is equally appealing to males and females.

ILLUMINATION

IN JUST 7 YEARS ILLUMINATION HAS ACHIEVED $5.6 BILLION IN BOX OFFICE SUCCESS.

HUMOR IS A STANDOUT ELEMENT OF THE DESPICABLE ME BRAND.

Kids characterize the brand as "funny" more frequently than other animated competitors.

3 OF THE TOP 7 ANIMATED FILMS OF ALL TIME ARE FROM ILLUMINATION.

CORE COMPETENCY
CHARACTER

Each Illumination film introduces the world to funny, three-dimensional characters that are both sweet and subversive, created using innovative visual styles and brought to life via memorable voice talent.

> **"WHEN WE LEAVE THE MOVIE THEATER, IT IS THE RELATIONSHIP WITH THE FILM'S CHARACTERS THAT DETERMINES HOW THAT FILM WILL LIVE ON IN OUR IMAGINATIONS."**
>
> **— CHRIS MELEDANDRI**

FLAWED & RELATABLE

SWEET & SUBVERSIVE COMEDY

MEMORABLE & DISTINCT CHARACTERS

UNEXPECTED, APPEALING DESIGN

CULTURAL RELEVANCE
BRAND AFFINITY

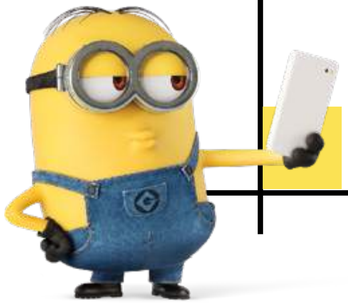
Across the world, **DESPICABLE ME** has permeated the zeitgeist. Celebrities and fans alike demonstrate their love for the franchise with creativity and inventiveness.

MINION APPAREL MAKES A STATEMENT ON EVERYONE INCLUDING SPORTS STARS.

MINIONS HAVE APPEARED ON THE OSCARS, INTERNATIONAL TALK SHOWS, AND MORE.

FANS (AND PETS) OF ALL AGES AND BACKGROUNDS WEAR MINIONS COSTUMES.

SOCIAL ENGAGEMENT FOR DESPICABLE ME IS UNPRECEDENTED FOR AN ANIMATED FRANCHISE.



STEPHEN AND AYESHA CURRY TOOK ADVANTAGE OF THE OPPORTUNITY TO GO BANANAS WITH MICHELLE OBAMA.

CULTURAL RELEVANCE
EYE-CONIC STYLE & COLLABORATIONS

The bold appearance of the Minions has inspired countless consumer brands and designer labels to reflect their innovative design in apparel and specialty product lines.

SUYP minions

FUJIFILM

PANTONE®
Minion Yellow

MINIONS x MILO
A BATHING APED

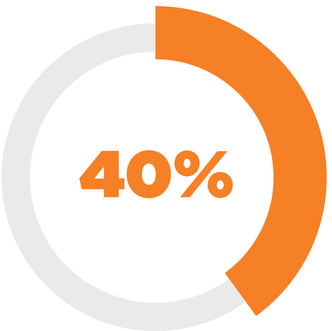
SELFRIDGES&Co

AWAY

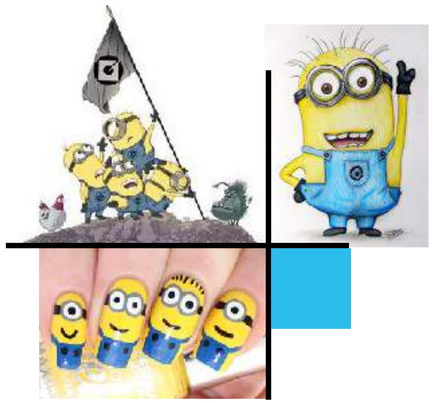
CULTURAL RELEVANCE
ALL-AUDIENCE APPEAL

Illumination creates relatable characters that inhabit stories with that appeal to audiences of all ages, genders, and cultures which fosters broad fanship and cultural presence.

ILLUMINATION'S CHARACTERS REMAIN DELIGHTFULLY AUTHENTIC NO MATTER THE SITUATION.



40% OF MOVIE-GOERS ARE ADULTS WITHOUT KIDS.



MINIONS INSPIRE CREATIVE EXPRESSION IN FANS OF ALL AGES IN EVERY PART OF THE WORLD.

ILLUMINATION'S FILMS BASED ON THE STORIES OF DR. SEUSS TAP INTO NOSTALGIA WHILE REFRAMING THEM FOR A NEW GENERATION.

MARKETING

Illumination actively supports every film it produces and hopes to create the widest reach. This is made possible by pulling in key talent and filmmakers to develop original content specifically designed for marketing and partnerships.

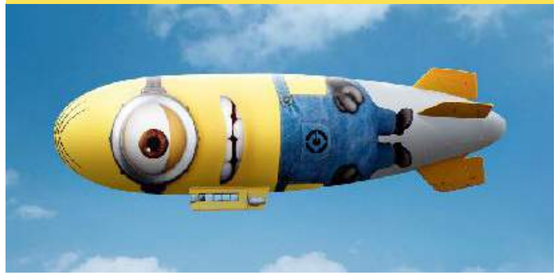
They have a team of over 100 artists solely dedicated to the creation of content that exists outside of each movie. This ancillary content goes through the same creative pipeline as the features they accompany, ensuring that the theme park attractions, mobile games, consumer products, and short films adhere to the same standards of excellence and creativity that define the Illumination brand.

INNOVATIVE

BOLD

UNEXPECTED

MARKETING
BRAND EXTENSIONS



MINION-SKINNED BLIMP

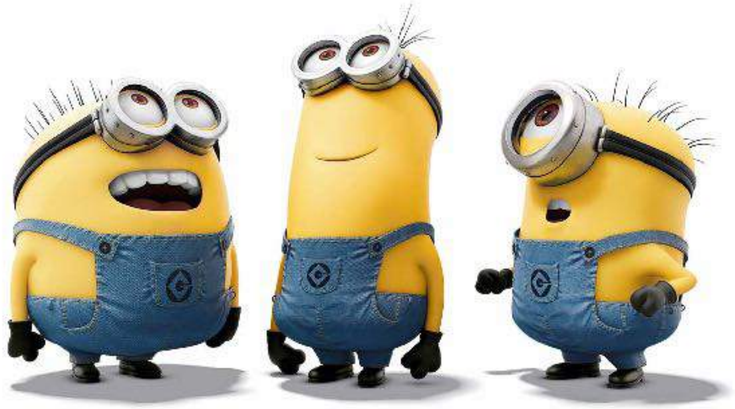
The first-ever Despic-a-Blimp toured the U.S. for 6 months, crossing the country 3 times and ending at the **DESPICABLE ME 2** Hollywood premiere.

AMAZON'S FIRST BRANDED TAKEOVER OF ITS BOXES

TIC-TAC'S FIRST CUSTOM CHARACTER IMPRINT

MINIONS AWARD-WINNING THEATRICAL MARKETING CAMPAIGN

Minions won a CLIO Key Art Award for *Theatrical: Out of Home* for the film's outdoor campaign including the takeover of the Cinerama Dome



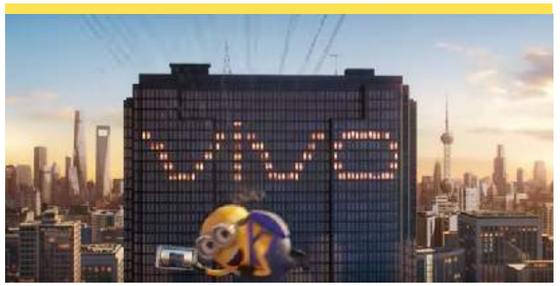
NOTE

Marketing and brand extensions are always treated as content.

MARKETING
ANIMATION INTEGRATION

Custom and preset animation is produced to support partners on each release.

DM2 X GOGURT



MINIONS MOVIE X VIVO

DM2 X MCDONALDS

MINIONS MOVIE X TIC-TAC

DM3 X GOOGLE HOME

MINIONS MOVIE X GOOGLE PLAY

DM2 X TOYS R' US UNITED KINGDOM

DM2 TEASER TRAILER

SUCCESS
ILLUMINATION & UNIVERSAL

ILLUMINATION

2 GOLDEN GLOBE NOMINATIONS

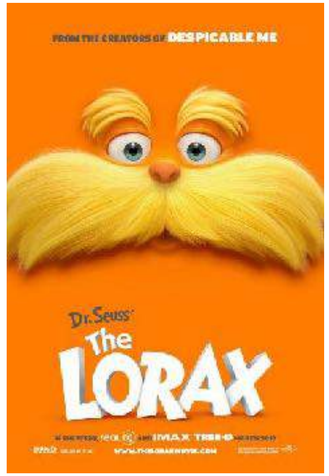
2 ACADEMY AWARD® NOMINATIONS

BIGGEST OPENING FOR ORIGINAL FILMS IN 2012 AND 2016

NO. 1 HIGHEST GROSSING ANIMATED FILM FRANCHISE OF ALL TIME

COMBINED GLOBAL BOX OFFICE OF OVER **$5.5 BILLION**

SUCCESS
BOX OFFICE



2010

DESPICABLE ME
July 9, 2010

- Global box office of **$544M**
- **BIGGEST ORIGINAL ANIMATED FILM OF THE YEAR** globally
- **NO. 1 HIGHEST GROSSING FILM** of 2010 for Universal Studios globally

2012

THE LORAX
March 2, 2012

- Global box office of **$348.8M**
- **$70M** non-holiday opening weekend
- **NO. 1 OPENING FOR AN ANIMATED FILM** in 2012
- **NO. 1 HIGHEST GROSSING FILM BASED ON A DR. SEUSS BOOK** globally
- **BIGGEST OPENING FOR AN ORIGINAL FILM** in 2012

2013

DESPICABLE ME 2
July 3, 2013

- Global box office of **$970.7M**
- **NO. 2 HIGHEST GROSSING ANIMATED FILM** of all time globally
- **NO. 1 BIGGEST OPENING WEEKEND OF ALL TIME** for an animated film in **28 TERRITORIES**
- **NO. 3 HIGHEST GROSSING DOMESTIC OPENING WEEKEND** for an animated film of all time at $115.7M
- **NO. 1 GLOBAL ANIMATED BLU-RAY/DVD** release of 2015

SUCCESS
BOX OFFICE

2015

THE SECRET LIFE OF PETS
July 8, 2016

- Global box office of **$875.4M**
- **BIGGEST DOMESTIC OPENING FOR AN ORIGINAL FILM** of all time at $104.4M
- Golden Globe nominations for **BEST ANIMATED FILM** and **BEST ORIGINAL SONG**
- Opened **NO. 1 IN 45 TERRITORIES**
- **BIGGEST OPENING OF ALL TIME** for an original animated film in **17 TERRITORIES**

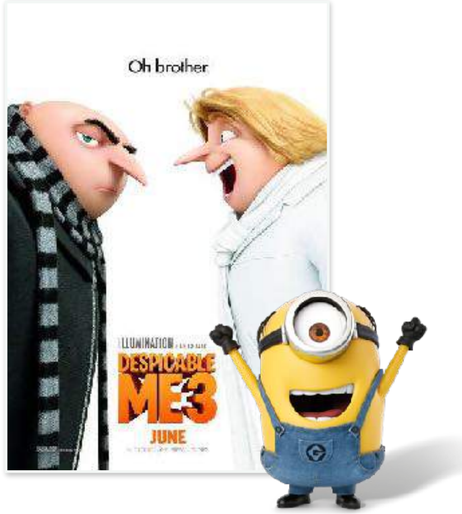
2015

MINIONS
July 10, 2015

- Global box office of **$1.16B**
- **NO. 2 HIGHEST GROSSING ANIMATED FILM** of all time globally
- **NO. 1 BIGGEST OPENING WEEKEND OF ALL TIME** for an animated film in **28 TERRITORIES**
- **NO. 3 HIGHEST GROSSING DOMESTIC OPENING WEEKEND** for an animated film of all time at $115.7M
- **NO. 1 GLOBAL ANIMATED BLU-RAY/DVD** release of 2015

SING
December 21, 2016

- Global box office of **$632.4M**
- **NO. 1 HIGHEST GROSSING DECEMBER ANIMATED RELEASE**.
- Golden Globe nominations for **BEST ANIMATED FILM** and **BEST ORIGINAL SONG**
- **NO. 1 DIGITAL TITLE** of all time for Universal



2017

DESPICABLE ME 3
June 30, 2017

- Global box office of **$1.025B** as of September 2017
- **NO. 1 HIGHEST GROSSING ANIMATED FILM FRANCHISE** of all time
- **NO. 1 HIGHEST GLOBAL BOX OFFICE** of any release for summer 2017
- Opened **NO. 1 IN 60 TERRITORIES**
- **NO. 2 ANIMATED FILM OF ALL TIME IN CHINA** includes debuting as the highest grossing opening weekend, opening day, and on IMAX

CONTENT
MINI-MOVIES

Attached to every home entertainment release and many theatrical releases, mini-movies are one of the cornerstone brand extensions of the **DESPICABLE ME** franchise. These animated shorts offer glimpses into the moments lived by Minions and other characters beyond the stories depicted in the feature films.

Theatrical Release **Home Entertainment Release**

2010

None

December 2010
- Home Makeover
- Orientation Day
- Banana

2011

None

March 2012
- Phil's Dance Party

2012

None

August 2012
- Forces of Nature
- Serenade
- Wagon Ho!

2013

None

December 2013
- Puppy
- Training Wheels
- Panic in the Mailroom

2015

None

December 2015
- The Competition
- Cro Minion
- Binky Nelson Unpacified

2016

Mower Minions

December 2016
- Mower Minions
- NTV: Norman Television
- Weenie

2016

None

March 2017
- Gunter Babysits
- Love at First Sight
- Eddie's Life Coach

2017

None

December 2017
- The Secret Life of Kyle

2018

November 2018
- Yellow is the New Black

Q4 2019
- Merry Minions

2019

None

December 2019
- Minion Scout

CONTENT
FUTURE RELEASES

*Domestic release dates

The Grinch	The Secret Life of Pets 2	Minions 2	Sing 2
NOVEMBER 9 2018	JUNE 7 2019	JULY 3 2020	DECEMBER 25 2020
UNTITLED ILLUMINATION FILM	UNTITLED ILLUMINATION FILM	UNTITLED ILLUMINATION FILM	UNTITLED ILLUMINATION FILM
JULY 1 2018	JULY 1 2019	DECEMBER 21 2020	JUNE 30 2020

ECOSYSTEM

Illumination's success extends beyond the theater. The **DESPICABLE ME** franchise has broadened its reach globally, year-round with extensions into Universal theme parks, live events, mobile games, consumers products and social/digital media, further establishing itself as one of of the most successful film franchises of all time.

THEME PARKS

GAMES & DIGITAL

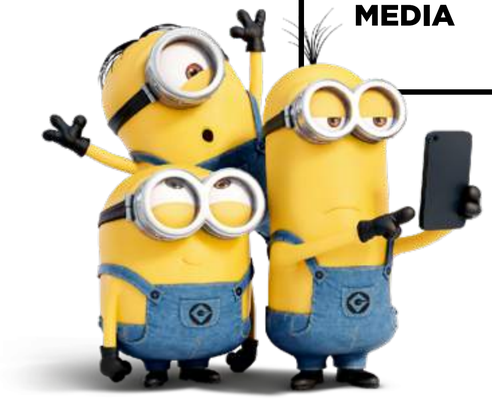
CONSUMER PRODUCTS

HOME ENTERTAINMENT

DESPICABLE ME

LIVE ENTERTAINMENT/ COSTUME CHARACTERS

SOCIAL MEDIA



PUBLISHING

MAINTAIN
AWARENESS

EXPAND
AUDIENCE

FUEL
GROWTH

MAXIMIZE
OPPORTUNITY

STORY

DESPICABLE ME

DESPICABLE ME 2

MINIONS

DESPICABLE ME 3

LOCATIONS

TIMELINE OF EVENTS

ORGANIZATIONS

DESPICABLE ME (2010)

SUMMARY

Illumination and Universal Pictures' blockbuster *Despicable Me* introduced global audiences to super villain Gru and his mischievous Minions. After becoming a father to orphans Margo, Edith, and Agnes (initially as part of an evil scheme to steal the moon), Gru ultimately gives up his life of crime and turns from Super Bad to Super Dad.

"OH YEAH!"

— VECTOR

"IT'S SO FLUFFY!"

— AGNES

DESPICABLE ME
PRIMARY CHARACTERS

FELONIUS GRU (Steve Carell) is a villain who finds great pleasure in doing deliciously wicked things to other people. He's on track to become the greatest villain of all time by committing the crime of the century, but Gru's about to face his toughest challenge yet: fatherhood.

VECTOR (Jason Segel) is Gru's nemesis and too geeky to be this cocky. Vector can usually be found in his orange warm-up suit, playing video games while plotting his next move.

MINIONS (Pierre Coffin, Chris Renaud, and Jamaine Clement) The mischievous, yellow Minions form Gru's not-so-bright pit crew. They are easily distracted and can be unpredictable, curious and subversively sweet. Hardworking and devoted to their leader and his mad exploits, the Minions are content to serve as his crash test dummies and eat every banana in sight.

DESPICABLE ME
PRIMARY CHARACTERS

MARGO (Miranda Cosgrove) As the eldest of the three orphans, Margo is naturally protective of her two sisters. Raised without a family, she's a tough cookie and a strong protector. Margo is not afraid to challenge Gru as he tries to parent the girls.

EDITH (Dana Gaier) Gru's middle daughter is the kid who tests all limits; she might just be the last girl in the orphanage you would run to adopt. A sarcastic tomboy and enthusiastic prankster, Edith wears a hat pulled down over her eyes and is seen as a bit of a scoundrel. She loves to test out gadgets and weaponry devised by Gru and Dr. Nefario, but would rather ask for forgiveness than permission to do so.

AGNES (Elsie Fisher) An innocent little girl who loves unconditionally and wants desperately to be loved, Agnes is the youngest of the three orphans and the heart of the family. She is obsessed with unicorns and says random, sweet things.

DESPICABLE ME
SECONDARY CHARACTERS

MISS HATTIE (Kristen Wiig) runs the local orphanage where Margo, Edith and Agnes live before they are sent to live with Gru. If you're not making your quota by selling cookies, you're headed for Miss Hattie's "Box of Shame."

GRU'S MOM (Julie Andrews) is Gru's disapproving mom. Nothing Gru has done has been good enough for his judgmental grump of a mother. The 80-year-old still treats Gru like he's eight years old.

MR. PERKINS (Will Arnett) An unforgiving loan manager who runs the Bank of Evil, and has long funded Gru's wicked plans.

KYLE is Gru's guard dog, a cross between a bulldog and a piranha with the attitude to match. Kyle isn't sure if he wants to swallow the little girls whole, or just cuddle up next to them.

DR. NEFARIO (Russel Brand) is Gru's trusted, slightly forgetful, resident mad scientist. He's also very old. Between flashes of brilliance and black holes of spaciness, he's also losing his hearing, which causes him to accidentally invent weapons with disastrously unintended consequences.

FRED MCDADE (Danny McBride) Gru's noodle of a next-door neighbor, Fred is naturally the president of the homeowner's association. Quick to point out any minor infractions of the neighborhood code, McDade is a constant thorn in Gru's side.

THE TACKIEST TOURISTS you'll encounter **(Jack McBrayer and Mindy Kaling)**, this family is on vacation with their young son. The tourists are in for a more exciting trip than they could ever dream of when they discover someone has stolen the Great Pyramid.

THE CARNIVAL BARKER (also voiced by Jack McBrayer) at Super Silly Fun Land has no intention of allowing Margo, Edith or Agnes out of the park with a prized stuffed animal. Calling out taunts will only motivate Gru to pull out the big guns to win Agnes her beloved unicorn.

DESPICABLE ME
KEY GADGETS

LASER BLASTER

FART GUN

SHRINK RAY

FREEZE RAY

DESPICABLE ME
KEY VEHICLES

GRU'S AIRSHIP

GRU'S ROCKET

GRUMOBILE

DESPICABLE ME
KEY LOCATIONS

GRU'S HOUSE

BANK OF EVIL

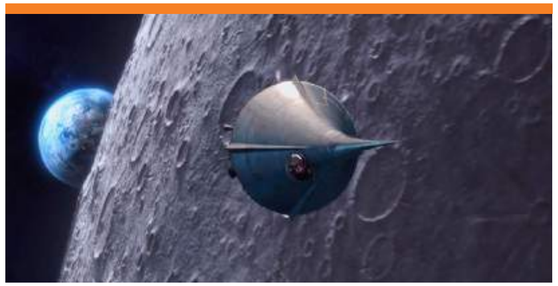
MISS HATTIE'S HOME FOR GIRLS

GRU'S LAB

THE PYRAMIDS OF GIZA

SUPER SILLY FUN LAND

FORTRESS OF VECTOR-TUDE



THE MOON

“ MARGO, I WILL CATCH YOU.
AND I WILL
NEVER LET YOU GO
AGAIN

— GRU
DESPICABLE ME

DESPICABLE ME 2 (2017)

SUMMARY

In **DESPICABLE ME 2**, Gru is recruited by the Anti-Villain League (AVL) to put his skills to use taking down bad guys. Never before thinking romance was in the cards for him, Gru winds up falling hard for his super spy partner, Lucy, and, to the delight of his daughters who have always wanted a mom, ultimately asks her to marry him.

"BEE-DOO! BEE-DOO!"

— MINION

"I CHOOSE GRU!"

— LUCY

DESPICABLE ME 2
PRIMARY CHARACTERS

FELONIUS GRU (Steve Carell) One of the world's greatest supervillains, Gru has given up his despicable ways and is now on a quest to become the perfect dad. Gru is coping with the challenges if his girls growing up and wanting desperately to ask a woman out on a date.

While juggling all that, he us recruited by a super-secret crime-fighting organization, which puts him in the unlikely position of having to work with the good guys to help save the world.

EL MACHO (Benjamin Bratt) is the most ruthless, dangerous—and as his name implies—macho villain there ever was.

LUCY WILDE (Kristen Wiig) is a cunning secret agent who has teamed up with Gru to hunt down an extremely dangerous supervillain. She keeps pace with Gru, despite always looking stylish in her six-inch heels

DESPICABLE ME 2
PRIMARY CHARACTERS

MARGO (Miranda Cosgrove)

Margo is becoming preoccupied with texting friends and noticing boys, which drives Gru crazy.

EDITH (Dana Gaier)

AGNES (Elsie Fisher)

MINIONS (Pierre Coffin and **Chris Renaud)**

DESPICABLE ME 2
SECONDARY CHARACTERS

EVIL MINIONS
(Pierre Coffin and **Chris Renaud)** are the purple, crazy-haired and even more dim-witted versions of Gru's happy yellow Minions who are indestructible, mindless eating machines.

ANTONIO (Moises Arias) is Eduardo's cute, rebellious and confident son. He is a ladies' man just like his father, and when Margo sees him in the mall and their eyes lock...it's all over.

EDUARDO (Benjamin Bratt) is the extremely warm, charming and flirty owner of the popular Salsa & Salsa restaurant whose passionate Latin dancing caused women to swoon.

DR. NEFARIO
(Russell Brand)

KYLE

FLOYD (Ken Jeong) is one of the shop owners at the local mall where Gru and Lucy work secretly undercover. Floyd runs the Eagle Hair Club for Men and has the perfect suggestion to make Gru more attractive to the ladies who are, ahem, lining up to date him.

DESPICABLE ME 2
KEY GADGETS

LASER BLASTER

LIPSTICK TASER

FART GUN

JELLY GUN

FREEZE RAY

DESPICABLE ME 2
KEY VEHICLES

LUCY'S PURSE HANG GLIDER

GRU'S MOTORCYCLE

LUCY'S CAR

DESPICABLE ME 2
KEY LOCATIONS

GRU'S HOUSE

EL MACHO'S LAIR

PX-LABS

GRU'S LAB

MINION BEACH

PARADISE MALL

“I MEAN, I’M HAPPY TO CREATE AN

EVIL ARMY

[TO DESTROY THE WORLD]

BUT NOBODY MESSES

WITH MY FAMILY

— DR. NEFARIO

DESPICABLE ME 2

MINIONS (2017)

SUMMARY

In **MINIONS** (which was released in 2015 but is a prequel to the **DESPICABLE ME** franchise), we learn the origins of the lovable yellow Minions and see how Kevin, Stuart, and Bob's zany quest for an evil leader ultimately introduces them to a young Gru.

"DOESN'T IT FEEL SO GOOD TO BE BAD?"

— SCARLET OVERKILL

"KING BOB!"

— BOB

MINIONS
PRIMARY CHARACTERS

KEVIN (Pierre Coffin) is the proud and protective "big brother" who knows that Minions without a master are Minions without a purpose. It's Kevin who steps up and ventures out into the world with Stuart and Bob to find a new evil boss for his brethren to follow.

STUART (Pierre Coffin) is the "middle brother" of the Minions who feels hungry, mostly, and loves being a rebellious guitar player. Although the perennial adolescent has a short attention span and is a bit apathetic about the mission, he will certainly help Kevin and Bob find the biggest, baddest villain to serve.

BOB (Pierre Coffin) is the innocent and eager "little brother" of the Minions. He embodies unconditional love for everyone and everything and is a little nervous to go on an unknown journey with Stuart and Kevin.

MINIONS
PRIMARY CHARACTERS

SCARLET OVERKILL (Sandra Bullock) is the world's first female supervillain. She is a unique combination of quick-tempered and impeccably stylish. Kevin, Stuart and Bob are drawn to her for her ability to mastermind incredible heists, and they are simultaneously terrified and smitten by her.

HERB OVERKILL (Jon Hamm) is Scarlet's mod husband and a mad scientist. Herb can usually be found in the lab inventing extraordinary '60s-inspired gadgetry while always loving and supporting Scarlet.

MINIONS
SECONDARY CHARACTERS

WALTER NELSON (Michael Keaton) is a quite-accomplished bank robber, at least, when he's not a straight-laced, nerdy dad and devoted husband. Walter is the patriarch of a crime-happy family of eons who meet Kevin, Stuart, and Bob on their way to Villian-Con, a secret convention in Orlando where villains gather annually.

MADGE ALLISON (Allison Janney), the Bonnie to Walter's Clyde shows you can never judge a book by its cover. Madge gleefully is the co-leader of the crime-happy Nelson family, who picks up the hitchhiking Kevin, Stuart and Bob to join Walter and their kids, Walter Jr. (Michael Beattie), Tine (Katy Mixon), and baby Binky (Tara Strong) on their way to a family stickup.

THE NARRATOR (Geoffrey Rush) The Narrator bookends this chapter in Kevin, Stuart, and Bob's journey and walks us through how our heroes came to be.

PROFESSOR FLUX (Steve Coogan) hassling postulated that time is, well, relative. When the Minions encounter him at Villain-Con, they found that he's invented a time machine and brought future versions of himself to help out his lab.

THE QUEEN (Jennifer Sanders) has seen everything and ruled England for decades before the Minions hit her shore.

MINIONS
KEY GADGETS

HYPNO-HAT

LAVA LAMP GUN

STRETCH SUIT

FREEZE RAY

MINIONS
KEY VEHICLES

SCARLET'S ROCKET DRESS

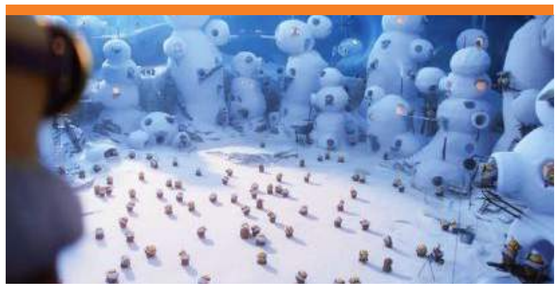
SCARLET'S JET

GRU'S FLYING SCOOTER

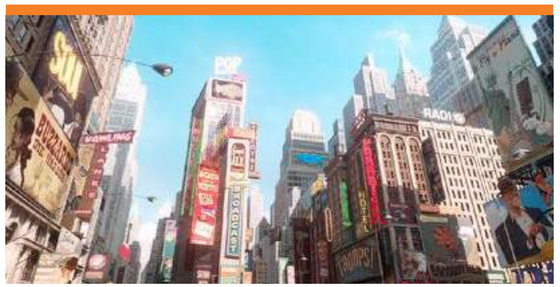
MINIONS
KEY LOCATIONS

VILLAIN-CON/ORLANDO, FL

BUCKINGHAM PALACE



ICE CAVE



NEW YORK CITY

SCARLET'S CASTLE

WESTMINISTER ABBEY

TOWER OF LONDON

“AND THAT IS HOW THE **MINIONS** FOUND THEIR **NEW BOSS!**

HE WAS CUNNING!
HE WAS EVIL!
HE WAS PERFECT!
HE WAS...

DESPICABLE

— NARRATOR
MINIONS

DESPICABLE ME 3 (2017)

SUMMARY

When Gru and his new wife Lucy are unable to take down the latest villain to threaten humanity—an 80s obsessed former child TV start named Balthazar Bratt—they are kicked out of the Anti-Villain League and humiliated. The Minions hope Gru will use this opportunity to return to a life of crime but, when Gru makes it clear that he's retired from all that, the Minions quit and head out on their own.

Initially exited about the prospect of having a brother, Gru takes Lucy and the girls to his homeland of Freedonia to meet his twin...only to find that Dru is seemingly better than him in every way. While Gru is bald, misanthropic and newly unemployed, Dru has a gorgeous, full head of hair, is effortlessly charming, and has inherited their father's pig farm along with a large fortune.

Gru is quickly overwhelmed by a feeling of inferiority, but it isn't long before Dru reveals he has a secret desire of his own: to follow in their father's footsteps of becoming a world-class villain.

"BROTHER, I AM HUGGING YOU!"

— DRU

"I'VE BEEN A BAD BOY!"

— BALTHAZAR BRATT

DESPICABLE ME 3
PRIMARY CHARACTERS

FELONIUS GRU (Steve Carell) is unceremoniously fired from his job at the AVL, which sends his self-esteem crashing. When he discovers that he has a long-lost brother named Dru, Gru takes his family to meet his brother in the rural island country of Freedonia—where Dru has inherited the country biggest pig farm. Gru is hit with an immediate case of sibling rivalry when he finds that Dru—with his gorgeous head of flowing blond hair—is his complete opposite in every way.

BALTHAZAAR BRATT (Trey Parker) Childhood prodigy and criminal mastermind, Balthazaar Bratt was the star of the '80s TV show *Evil Bratt* where he played a kid villain bent on world destruction, that is, until he hit puberty and the show was abruptly cancelled. Clinging to the past with his fashion and hairstyle, Bratt has become obsessed with the villainous character he played on TV and is determined to exact revenge on the world that turned its back on him.

DRU GRU (Steve Carell) is charming, wealthy, larger than life, and has a full head of flowing blond hair—Gru's opposite in every way. He is the life of the party and seems to be able to do everything his heart desires—except follow in the family tradition of becoming a world-class villain.

DESPICABLE ME 3
PRIMARY CHARACTERS

MINIONS (Pierre Coffin)
With a master no longer interested in all things despicable, the Minions, led by Mel, revolt. Meanwhile, Gru puts Dave and Jerry—who accidentally miss the walkout—in charge of his entire home operation.

LUCY WILDE (Kristen Wiig) After losing her job at the AVL, Lucy redirects her workaholic energy into becoming the perfect mom to the girls.

MARGO (Miranda Cosgrove) is Gru's oldest daughter, may have all the angst of an adolescent, but she's still the most responsible of the three sisters and always puts family first.

EDITH (Dana Gaier)
Always looking for the next scheme, Edith is now now fueled by Uncle Dru's encouragement!

AGNES (Nev Scharrel)
When she finds out that Gru and Lucy have lost their jobs, she does everything she can to help even if it means selling her favorite fluffy unicorn at a garage sale.

DESPICABLE ME 3
SECONDARY CHARACTERS

MARLENA GRU (Julie Andrews) Gru's mother fills her golden years with swim lessons from her very hunky Italian instructors. When Gru confronts her about the twin brother he never knew he had, she begrudgingly divulges the details of Gru's earliest days; when she and Gru's father split, they agreed to each take one infant son to raise on their own. Obviously, as she says, she got second pick.

FRITZ (Steve Coogan) is Dru's always patient and often put-upon German butler. He is calm, collected, and proper—even when faced with Dru's eccentric antics.

SILAS RAMSBOTTOM (Steve Coogan) is the very British boss of Lucy and Gru at the AVL who recruited Gru because of the former supervillain's reputation in the field.

CLIVE (Andy Nyman), the robotic villain sidekick on the TV show *Evil Bratt,* has remained loyal to Bratt all these years later, always there for whatever Bratt needs.

DR. NEFARIO
Having accidentally frozen himself in carbonate, Dr. Nefario is rendered unavailable to Gru in his time of need.

VALERIE DA VINCI (Jenny Slate), Silas' young and ambitious replacement, has little patience for incompetence. When Gru and Lucy fail to catch Bratt, Valerie makes an example of them on her first day at the AVL, humiliating and firing them in front of the rest of their fellow agents.

DESPICABLE ME 3
KEY GADGETS

BRATT'S ROBOT CLIVE

FART GUN

SONIC KEYTAR

EXPANDING BUBBLE GUM

RAINBOW SMOKE RUBIK'S CUBE

DESPICABLE ME 3
KEY VEHICLES

DRU'S TRANSFORMING CAR

MINI SUB

MINION AIRSHIP

SPEED BOAT/ MOTORCYCLE

AVL BLIMP

DESPICABLE ME 3
KEY LOCATIONS

GRU'S HOUSE

HOLLYWOOD

DRU'S LAIR

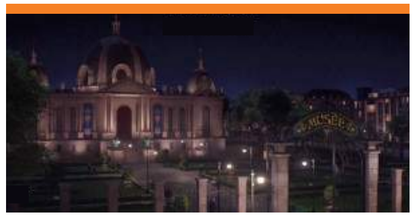
SHAKA HUT

DRU'S MANSION

FREEDONIA

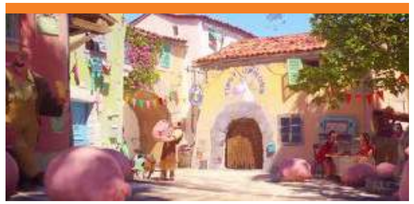
BRATT'S LAIR

MONDIAL PRODUCTIONS



PARIS ART MUSEUM

STATE PRISON



TIPSY UNICORN

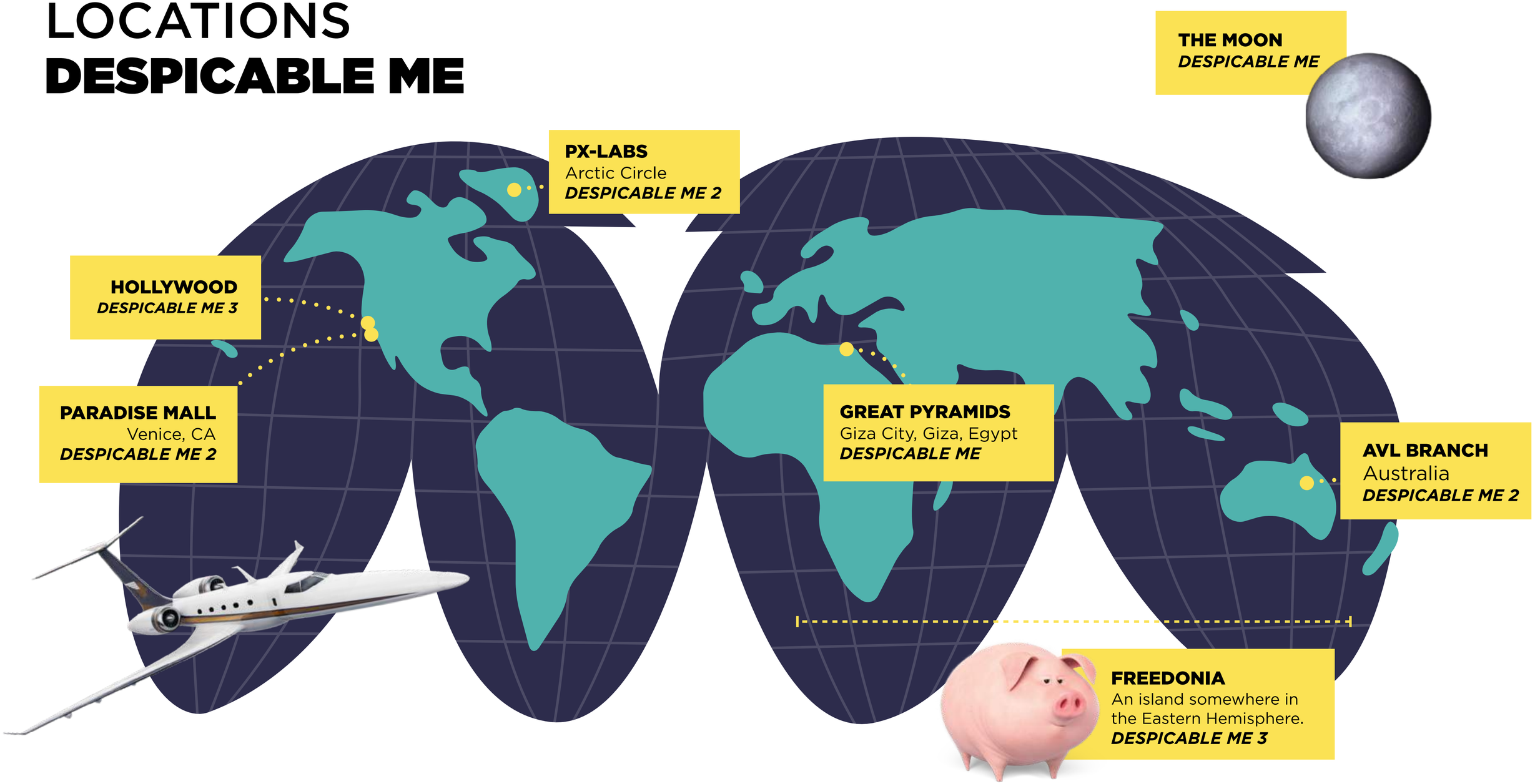
THE ART OF

“BROTHER, TEACH ME VILLAINY

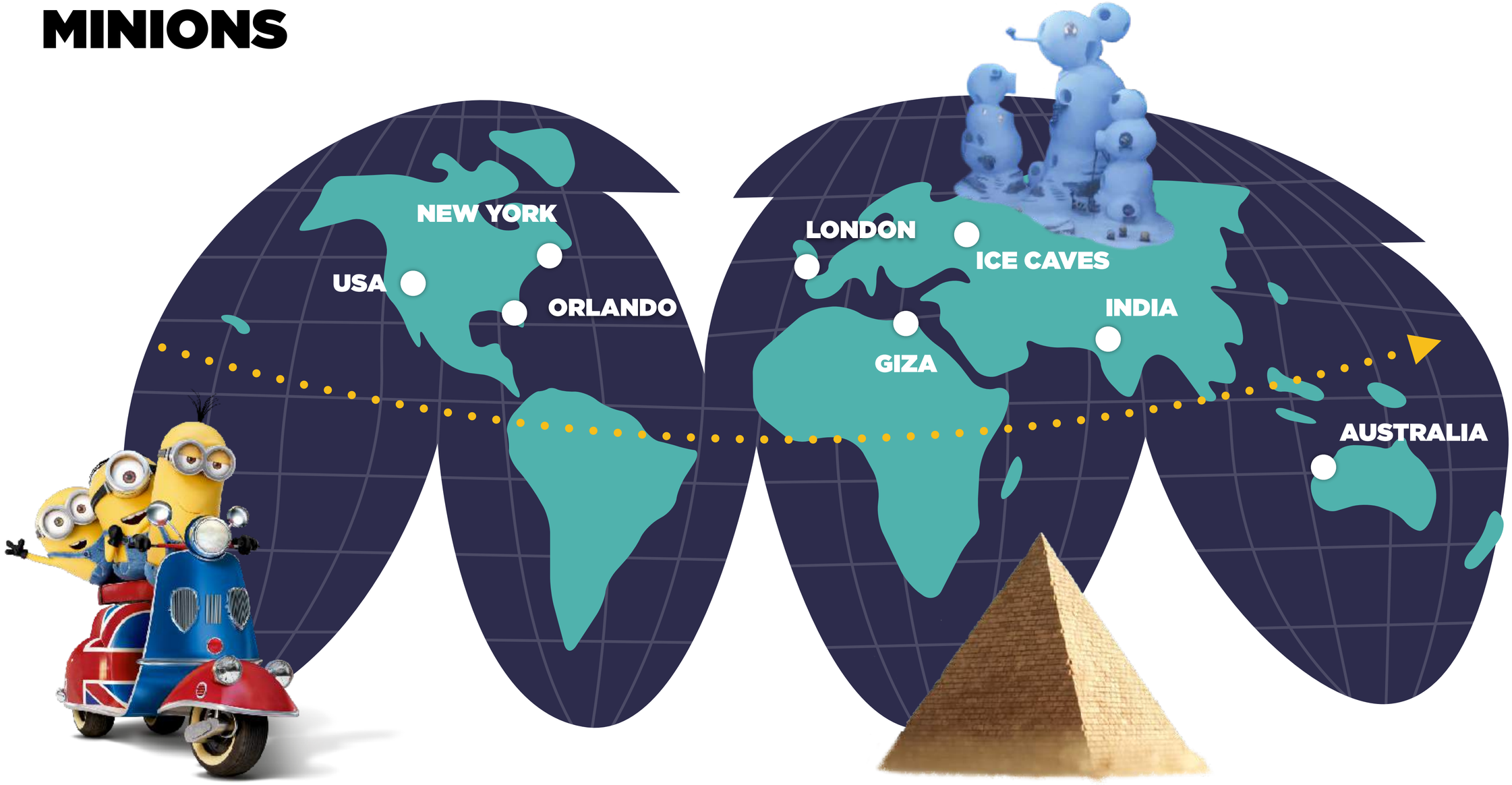
— DRU

DESPICABLE ME 3

LOCATIONS
DESPICABLE ME



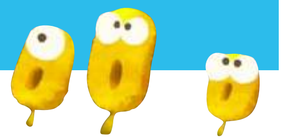
LOCATIONS
MINIONS



TIMELINE OF EVENTS
DAWN OF TIME - 1960'S

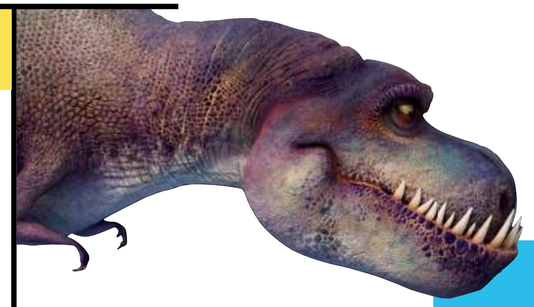
THE DAWN OF TIME

The Minions come into existence as single-cell organisms, evolving as millennia pass.



LATE CRETACEOUS

The Minions' T. rex leader falls into a volcano.



STONE AGE

A bear devours the Minions' caveman leader.

DARK AGES

The Minions accidentally burn Count Dracula on his birthday.

1800s

During the winter of 1812, A canon fires and eliminates the Minion's chosen leader, Napoleon.

1950s

- Gru and Dru are born in Freedonia.
- Gru and Dru's father and mother get divorced and agree to keep one child each.
- Gru makes his first rocket based on a macaroni protoype.

1960s

- The Minions arrive in New York in 1968.
- The Minions attend Villain-Con in Orlando, FL.
- The Minions foil a plot by the world's first female supervillain, Scarlet Overkill, to steal the Imperial State Crown from the Queen of England.
- Amidst the chaos, Gru steals the crown and gains the devotion of the Minions.
- Kevin is knighted by Queen Elizabeth II.

TIMELINE OF EVENTS
1970 - PRESENT

1970s

Balthazar Bratt is born.

1980s

Evil Bratt premieres on TV.

Evil Bratt becomes the number one show on TV before being cancelled after three seasons.

PRESENT DAY

- Envious of fellow supervillain, Vector's successful heist of the Great Pyramid of Giza, Gru plans an even bigger feat: stealing the moon.
- Vector becomes trapped on the moon.
- Gru adopts Margo, Edith, and Agnes from Miss Hattie's Home for Girls.

Several Minions help renovate Gru's home before the arrival of an inspector from Miss Hattie's Home for Girls.

The AVL partners Gru with undercover agent Lucy Wilde to investigate the theft of a potent mutagen which is revealed to be the act of supervillain, El Macho who is using it to create an army of evil Minions.

As Gru and Lucy work to find and defeat El Macho, they fall in love.

Gru and Lucy get married.

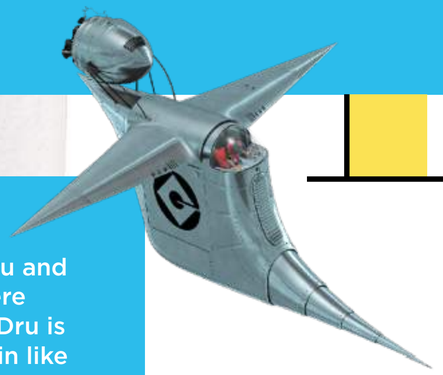
Disheartened following their termination from the AVL, Gru and Lucy travel to Freedonia where Gru's long-lost twin brother, Dru is set on becoming a supervillain like their father.

Ultimately, Dru and Gru join forces against former child star and current supervillain, Balthazar Bratt who seeks to destroy Hollywood.

No longer a supervillain, Gru loses his appeal amongst the Minions who desert him as their leader.

Having decided to pursue villainy full time, Dru steals Gru's ship and most of the Minions follow.

Gru and Lucy launch a pursuit...after a five-minute head start.



ORGANIZATIONS

ANTI-VILLAIN LEAGUE

This top-secret organization is dedicated to protecting society from supervillains. At least two of its bases are mobile: a submarine and a blimp with another location in Australia. When Silas Ramsbottom retired as its director, Valerie Da Vinci took over.

DESPICABLE ME 2
DESPICABLE ME 3

BANK OF EVIL

Formerly Lehman Brothers, the Bank of Evil is a financial institution exclusively for supervillains. Owned by Vector's father, Mr. Perkins, the bank is where Gru seeks out a loan to steal the moon.

DESPICABLE ME

VILLAIN-CON

An international convention for criminals and villains, the 1968 Villain-Con in Orlando was the site of the first meeting between the Minions and Scarlet Overkill. The gathering is advertised on the Villain Network Channel.

MINIONS

BRAND GUARDRAILS

FRANCHISE LANGUAGE

BRAND CRITERIA

BEST PRACTICES

VISUAL GUARDRAILS

BRANDING COMPONENTS

APPROVALS CRITERIA

FRANCHISE LANGUAGE

ABOUT ILLUMINATION

Illumination, founded by Academy Award® nominee Chris Meledandri in 2007, is one of the entertainment industry's leading producers of event-animated films. The company's franchises include two of the top six animated films all time and its iconic, beloved brands—infused with memorable and distinct characters, global appeal, and cultural relevance—have grossed more than $5.5 billion worldwide.

Illumination was recently honored by Fast Company as one of the world's most innovative companies.

Illumination, which has an exclusive financing and distribution partnership with Universal Pictures, has garnered an extraordinary number of franchise successes for a studio just over a decade old. As the creator of the hugely successful world of DESPICABLE ME, which was recently crowned the top-grossing box office animated franchise globally, Illumination has evolved the DESPICABLE ME series to include MINIONS, the second-highest-grossing animated film all time and the most profitable film in Universal's history, as well as the Academy Award®-nominated DESPICABLE ME 2 and summer 2017's DESPICABLE ME 3, which has already made more than $1 billion at the global box office.

In 2016 alone, Illumination launched two original properties that captivated audiences worldwide. That summer, THE SECRET LIFE OF PETS achieved the best opening for an original movie, animated or otherwise, in U.S. history. Likewise, the critically lauded holiday favorite, SING, premiered to a standing ovation at the Toronto International Film Festival before becoming a global smash.

Since its inception, Illumination's mission has been to put a smile on the face of every member of the audience, no matter their age. Today, Illumination continues to imagine both original stories as well as unexpected adaptations of beloved pre-existing works. By infusing joy and discovery into every property, the studio allows audiences to connect their experiences with each property to the Illumination brand itself.

With successful mobile games, consumer products, and social/digital media, Illumination's franchises—populated with characters that are as comedic as they are heartfelt and authentic—translate far beyond the theater. *Minion Rush* has now become the fifth-most popular game ever, while *Despicable Me: Minion Mayhem* at Universal Orlando Resort and Universal Studios Hollywood has been newly joined by the wildly popular Minion Park at Universal Studios Japan where the Minions are the no. 1 licensed characters.

Illumination's upcoming films—featuring creative contributors from an unparalleled collection of writers, artists, voice talent, and musicians—include Dr. Seuss' THE GRINCH in November 2018, THE SECRET LIFE OF PETS in July 2019, MINIONS 2 in July 2020, and SING 2 in December 2020.

ABOUT UNIVERSAL BRAND DEVELOPMENT

Universal Brand Development globally drives expansion of the company's intellectual properties, franchises, characters, and stories through innovative physical and digital products, content, and consumer experiences. Along with franchise brand management, Universal Brand Development's core business include Consumer Products, Games and Digital Platforms, and Live Entertainment based on the company's extensive portfolio of intellectual properties created by Universal Pictures, Illumination Entertainment, DreamWorks Animation, and NBCUniversal cable and television. Universal Brand Development is a business segment of Universal Filmed Entertainment Group and part of NBCUniversal, a subsidiary of Comcast Corporation (NASDAQ: CMCSA).

ABOUT THE DESPICABLE ME FRANCHISE

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Franchise language In development

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FRANCHISE LANGUAGE

DESPICABLE ME

In a happy suburban neighborhood surrounded by white picket fences with flowering rose bushes, sits a black house with a dead lawn. Unbeknownst to the neighbors, hidden beneath this home is a vast secret hideout. Surrounded by a small army of Minions, we discover Gru planning the biggest heist in the history of the world. He is going to steal the moon (yes, the moon!) in Universal's new 3D CGI feature. **DESPICABLE ME**.

Gru delights in all things wicked. Armed with his arsenal of shrink rays, freeze rays, and battle-ready vehicles for land and air, he vanquishes all who stand in his way. Until the day he encounters the immense will of three little orphaned girls who look at him and see something that no one else has ever seen: a potential dad.

The world's greatest villain has just met his greatest challenge: three little girls named Margo, Edith, and Agnes.

MINIONS

The story of Illumination and Universal Pictures' **MINIONS** begins at the dawn of time. Starting as single-celled yellow organisms, Minions evolve through the ages, perpetually serving the most despicable of masters. Continuously unsuccessful at keeping those masters—from T. rex to Napoleon—the Minions find themselves without someone to serve and fall into a deep depression.

But one Minion named Kevin has a plan and he—alongside teenage rebel Stuart and lovable little Bob—ventures out into the world to find a new evil boss for his brethren to follow.

The trio embarks upon a thrilling journey that ultimately leads them to their next potential master, Scarlet Overkill (Academy Award® winner Sandra Bullock), the world's first-ever female supervillain They travel from frigid Antarctica to 1960s New York City, ending in Mod London, where they must face their biggest challenge to date: saving all of Minionkind...from annihilation.

Featuring a soundtrack of hit music from the '60s that still permeates our culture today, **MINIONS** is produced by Illumination's Chris Meledandri and Janet Healy, and is directed by Pierre Coffin and Kyle Balda. Brian Lynch has written the screenplay for the 3D-CG comedy adventure, and Chris Renaud serves as the executive producer of the film.

DESPICABLE ME 2

Illumination and Universal Pictures' worldwide blockbuster **DESPICABLE ME** entertained audiences around the globe in 2010, grossing more than $540 million and becoming the 10th biggest animated motion picture in U.S. history. In summer 2013, get ready for more Minion madness in **DESPICABLE ME 2**.

Chris Meledandri and his acclaimed filmmaking team create an all-new comedy adventure featuring the return of (former?) supervillian. Gru, his adorable girls, the unpredictable Minions, and a host of new and outrageously funny characters.

Once Gru leaves behind a life of super crime to raise Margo, Edith, and Agnes, he had the Minions have some free time on their hands. But just as he starts to adjust to his role as a suburban family man, an ultra-secret organization dedicated to fighting evil around the globe comes knocking. Now, it's up to Gru and his new partner, Lucy, to discover who is responsible for a series of spectacular crimes. After all, it takes the world's greatest ex-villain to catch the one vying to take his place

DESPICABLE ME 3

Illumination, who brought moviegoers **DESPICABLE ME** and the biggest animated hits of 2013 and 2015, **DESPICABLE ME 2** and **MINIONS**, continues the story of Gru, Lucy, their adorable daughters—Margo, Edith, and Agnes—and the Minions in **DESPICABLE ME 3**.

After he is fired from the Anti-Villain League for failing to take down the latest bad guy to threaten humanity, Gru finds himself in the midst of a major identity crisis. But when a mysterious stranger shows up to inform Gru that he has a long-lost twin brother—a brother who desperately wishes to follow in his twin's despicable footsteps—one former supervillain will rediscover just how good it feels to be bad.

Steve Carrell not only reprises his role as Gru, but also takes on a second part—that of Dru, Gru's long-lost twin. Kristen Wiig returns as super-spy Lucy, while Emmy, Tony, and Grammy Award winner Trey Parker voices new villain, Balthazar Bratt, a former child star who has become obsessed with the evil TV character he played in the '80s. Gru's most formidable and comedic nemesis to date, Bratt is out to take down Hollywood and anyone who stands in his way.

Directed by Pierre Coffin and Kyle Balda, co-directed by Eric Guillon, and written by Cinco Paul and Ken Daurio, the animated film is produced by Illumination's Chris Meledandri and Janet Healy, and executive produced by Chris Renaud.

BRAND CRITERIA

This is the essence and visual personality of the **DESPICABLE ME** brand. All creative choices should be grounded in the film—its story, characters, and aesthetics.

VISUAL STYLE
Stay modern and relevant

CHARACTER USE
Bring humor and heart

ELEVATE & INNOVATE
Break through the clutter

STORYTELLING
Capture their complexity

The overall goal is to maintain the integrity of the brand through thoughtful depictions of the characters in appropriate narrative tableaux.

To that end, keep in mind the following guidelines as you develop your content assets.

BRAND CRITERIA

The Minions have larger-than-life on-screen personalities. The Brand Criteria translates that energy into key emotional and visual elements that can be applied to product, packaging, and marketing.

STORYTELLING

Minions make people laugh. Product, packaging, and marketing that applies compelling storytelling with our beloved Minions will make consumers crack a smile in the aisle.

Present characters in such a way as to feature both the lovable and the mischievous sides of their personalities: sweet and subversive.

Create product, packaging, and marketing that is motivated by humor inherent to the characters, doing it in such a way that is believable and makes sense.

CHARACTER USE

Depict the Minions in situations that audiences across all ages and cultures can easily relate to and make their own; this is how to emotionally connect to audiences. This builds on the idea of storytelling. Look for both the heart and humor of the Minions when choosing character artwork that is most appropriate for each application.

Correct cropping, use of scale, proportion, and physical attributes are all key to successful character use.

VISUAL STYLE

The DESPICABLE ME franchise has a central place in contemporary culture. In order to remain relevant, the brand's visual style draws from that culture.

The visual style is clean and simple with no unnecessary additions. All elements included must support the brand.

ELEVATE & INNOVATE

Use your expertise to try something new in your category. Defy conventions and expectations, and surprise the audience with value-added details that truly elevate the product. Think big and break through the clutter.

Innovative printing techniques and materials stand out at retail. Clever design and added value features make for positive experiences that have consumers coming back for more.

BEST PRACTICES
STORYTELLING

The most important details to get right are the interaction of the Minions and telling a convincing story. Create scenarios using the same curious, scheming, sweet and subversive, interactive Minions that are in the films. Below are three great ways to design with a story. Focus on one or all three styles of interaction to engage the audience.

NOTE

The storyline may require new art to be created. To inquire about this possibility, contact your local category leader.

MINION INTERACTION WITH MINION

Minions are always squabbling with each other, scheming together, and being mischievous as a group.

Showcase this by creating an interaction between Minions that works for product and marketing and is appropriate for the audience. The interaction must be clever, cohesive, and convincing—an extension of the established **DESPICABLE ME** storyline.

MINION INTERACTION WITH PRODUCT

The **DESPICABLE ME** franchise has a history of using food as a source of humor in storylines. The humor must be apparent and support the story. It should not appear to be forced.

This is a unique opportunity to build upon existing themes and apply Minions interacting in a fun way. The Minions can be eating, holding, looking at, or pointing to the product, but do not have the Minions holding packaged product or product with their image. The render must be convincing and relative to the story.

MINION INTERACTION WITH CONSUMER

Minion interaction with the consumer brings the consumer into the world of **DESPICABLE ME**, hinting at a bigger story. When done correctly, this can be the quickest way to engage the audience.

The character art works best when it peeks in from the side, top, or bottom, and is cropped. The character art cannot be holding or interacting with pricing which calls out clearance, reduced, final sale, etc.

Size is an important factor; it must easily read on the shelf that the Minion is looking to interact with the consumer in a way that reinforces the brand message.

BEST PRACTICES
DESCRIBING THE WORLD

WORDS TO EMBRACE

- DELIGHTFULLY FLAWED CHARACTERS
- DYNAMIC
- REBELLION
- UNEXPECTED
- SUBVERSIVE
- EXPRESSIVE
- THRILLED
- AUTHENTIC
- ORGANIC
- DISTINCTIVE
- REFER TO “MARKETING” AS “CONTENT” NOT MESSAGING

NOTE

For language specific to what makes a Minion, see page 66.

WORDS TO AVOID

- ADVENTURE
- 3D/CGI
- HILARIOUS
- HAPPY
- GROOVY
- COOL
- HIP
- EDGY
- KIDS
- KID FILMS
- FAMILY FILMS
- QUIRKY
- MINION MAYHEM RESERVED FOR THEME PARKS
- “LITTLE, TINY, MINI, SMALL” MINIONS DIMINISHES OUR CHARACTERS
- MINIONESE
- INTERPRETING “MINIONESE”
- MINIONS SPEAKING DEFINED LANGUAGES
- ANY SLANG, SUCH AS “HANG” OR “JAM”
- ANY PUNS
- LIMIT USE OF EXCLAMATION POINTS

BEST PRACTICES
WHAT MAKES A MINION

Minions are the yellow, goggle-eyed henchmen whose infectious charm and millennia-spanning escapades are essential to the world of **DESPICABLE ME**. Their behavior and personalities reflect a truly unique combination of characteristics.

WORDS TO EMBRACE

- CURIOUS
- SCHEMING
- MISCHEVIOUS
- SUBVERSIVE
- LOYAL
- DARING
- SWEET
- PERSISTENT
- BANANA-LOVING
- DISTRACTIBLE
- RELATABLE
- JOYOUS
- MUSICAL
- CLEVER
- TEASING
- SQUABBLING
- ACCIDENT-PRONE
- INDUSTRIOUS
- WELL-MEANING
- EMOTIONAL
- LOVE A DISGUISE
- UNPREDICTABLE

> **"MINIONS HAVE BEEN ON THIS PLANET FAR LONGER THAN WE HAVE. THEY GO BY MANY NAMES...THEY'RE ALL DIFFERENT, BUT THEY ALL SHARE THE SAME GOAL: TO SERVE THE MOST DESPICABLE MASTER THEY COULD FIND."**
>
> **—NARRATOR**
> **MINIONS**

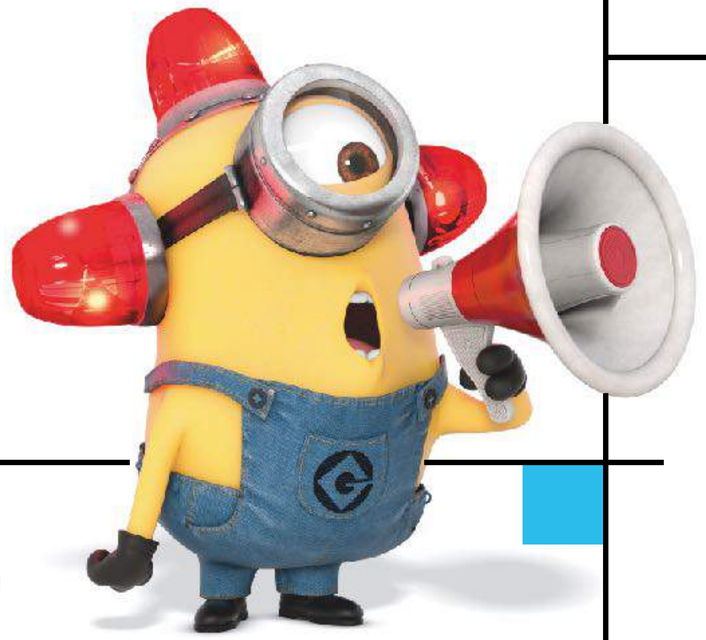
BEST PRACTICES
MINIONESE

The use of Minionese phrases should be limited and interpretations thereof are to be avoided. Should any phrases be incorporated into marketing copy, these are the approved expressions.

"KAMPAI"/ "CAMPAI"

"YELLOW BELLO"

"BELLO"



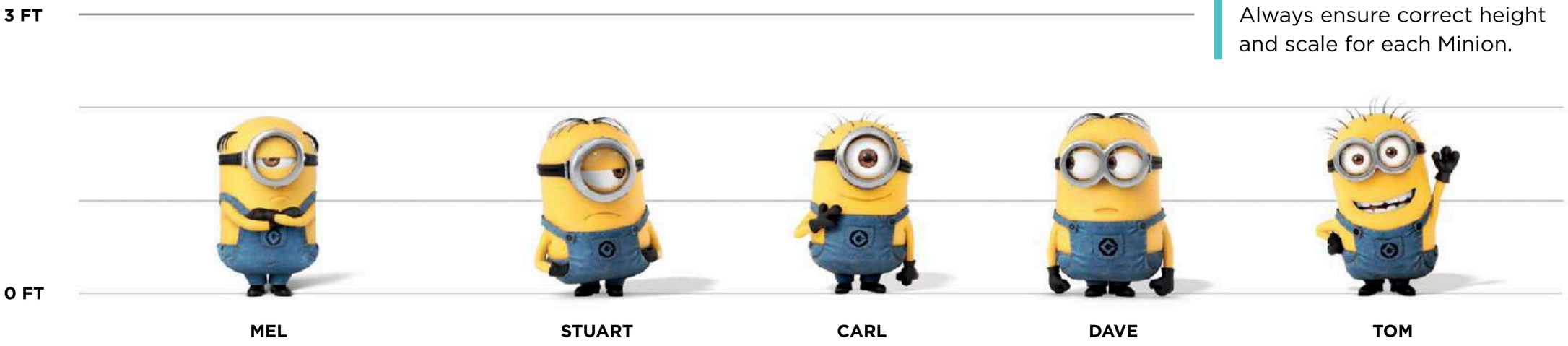
"BANANAS"

"POOPAYE"

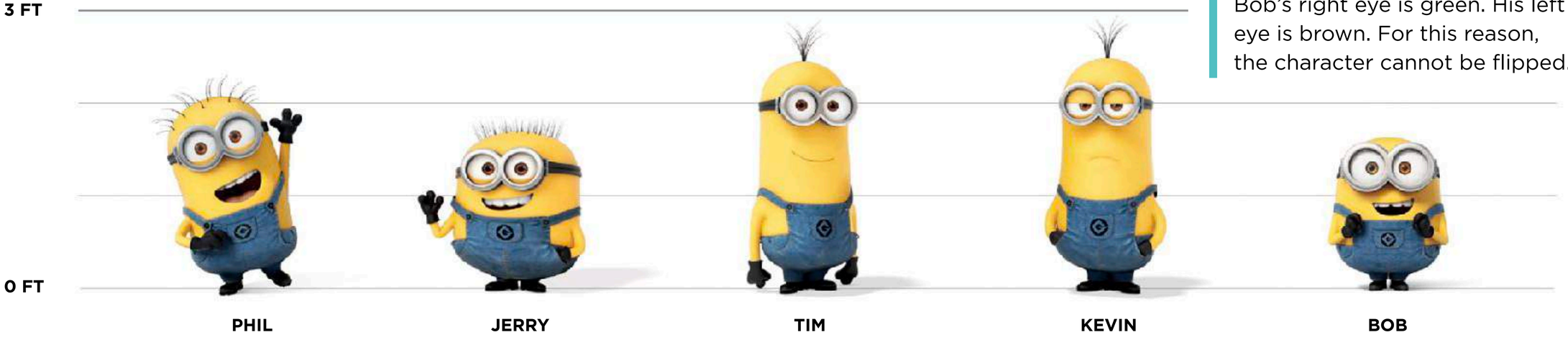
"BEE-DO"

VISUAL GUARDRAILS
CHARACTER SIZE CHART

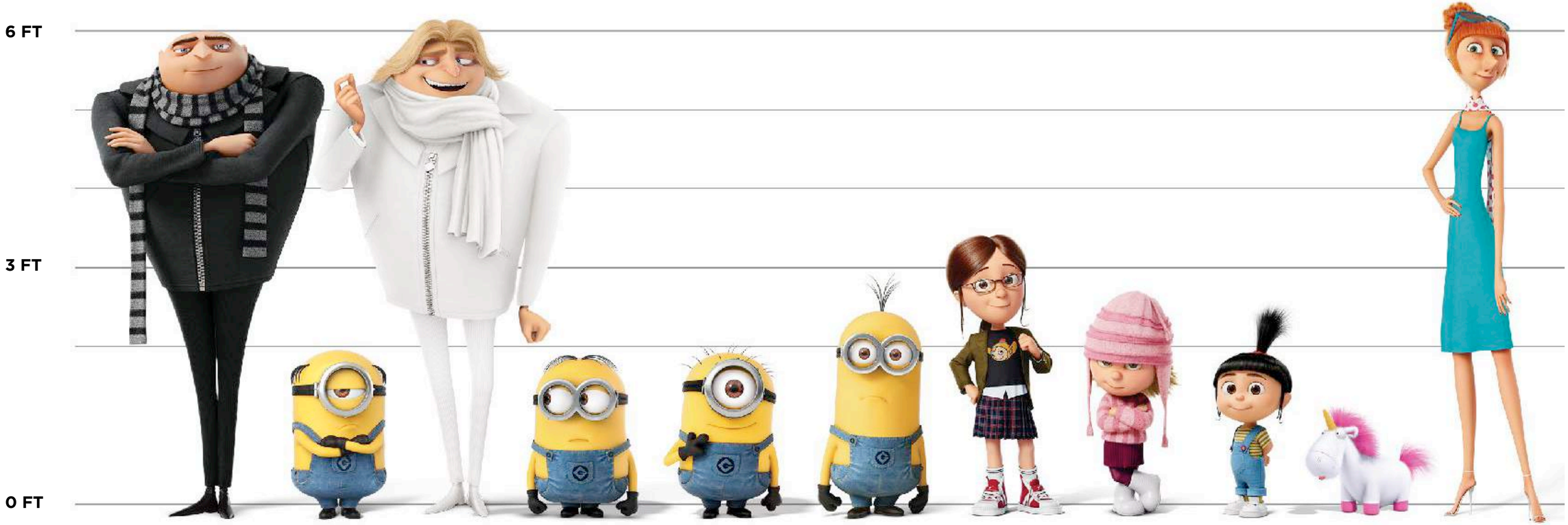
NOTE
Always ensure correct height and scale for each Minion.



NOTE
Bob's right eye is green. His left eye is brown. For this reason, the character cannot be flipped.



VISUAL GUARDRAILS
CHARACTER SIZE CHART

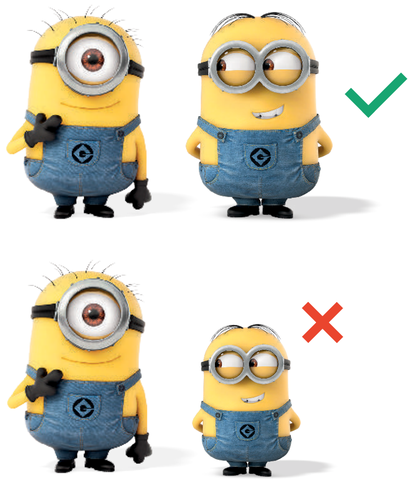


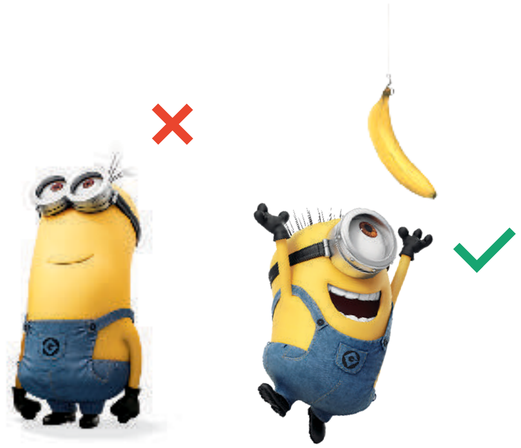
VISUAL GUARDRAILS
CHARACTER USE

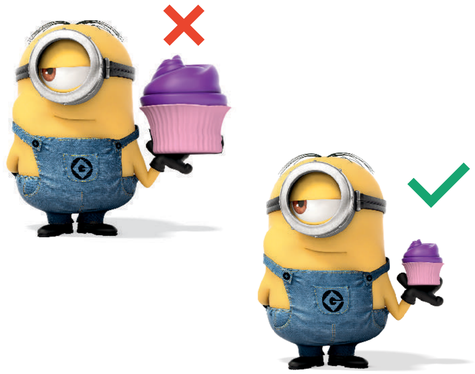
Minions are the “face” of the **DESPICABLE ME** franchise. It is absolutely essential to apply them in the correct context. The visual style of the brand relies on correct character usage.

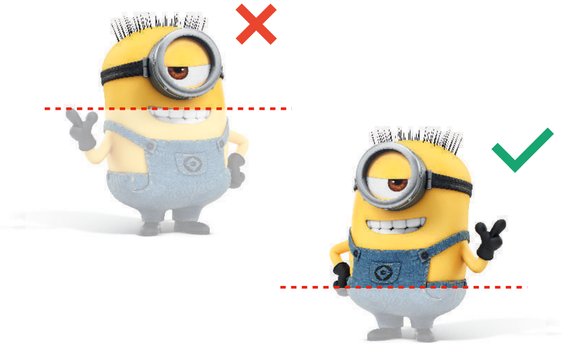
NOTE

Include the shadows provided with each pose to ground characters. Please be sure that the shadow is a light gray on a white background or a slightly darker shade of the color background.









PROPORTION

When using multiple Minions, be aware of the correct size relationships between the various characters. Refer to the size chart included in this guide to keep the scale realistic.

A large number of approved Minion groupings are available in the asset library. These are the perfect starting point for storytelling. When it is not possible to use an existing pose, follow the size chart for correct character proportions.

When Minions are used on multiple panels, keep the proportions correct across all panels.

PHYSICAL ATTRIBUTES

Choose poses with the physical attributes that best fit the story being told. The pose needs to make sense in the context of how it is being used on the product or marketing materials.

For example, if the Minion is looking to the left, have him looking at an element to his left so the story becomes real. Each pose is carefully designed so as to have real presence with real personality, expression, and movement.

SCALE

Be aware of scale when placing real-world elements with Minions. The Minions are small, but not miniature. They range in size from 21” (Bob) to 36” (Kevin, including his hair). Please be sure all supporting elements are scaled accordingly.

Do not exaggerate the size of any real-world item.

Do size food and all other common objects appropriately.

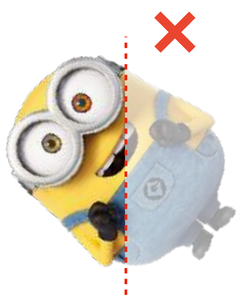
CROPPING

Cropping character art can help create the perfect layout.

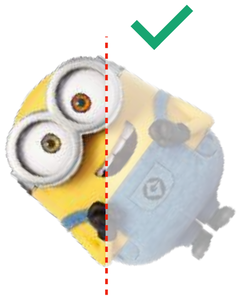
Use the cropping guidelines on pages 71-72 and be aware of any odd tangents or awkward spacing that might occur.

VISUAL GUARDRAILS
CROPPING

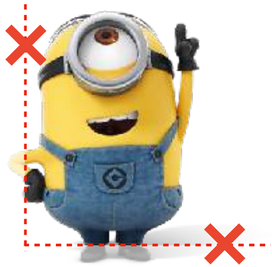
Do not create an awkward tangent when cropping the goggle.



Do not create an awkward tangent when using a peeking character.

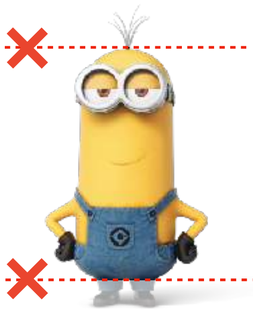


When using a peeking character, crop inside the goggle.



Avoid cropping at odd intersections like wrists, elbows, or right at the edge of a glove.

Do not crop off shoes or ankles.



Do not crop off the hair.

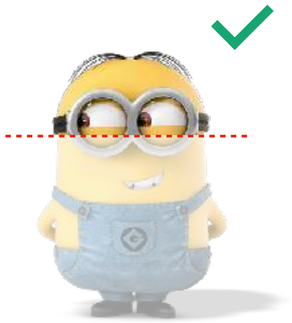
Do not crop where the legs meet the body.

Kevin and Tim are the two exceptions to cropping hair. In these cases, you may show 2/3 of the hair. All other Minions should show complete hair.

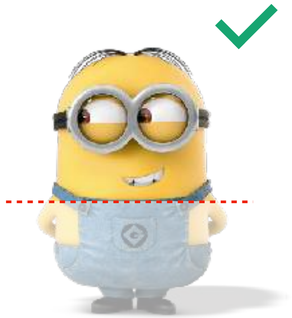
Always crop above the bottom of the gloves.

VISUAL GUARDRAILS
CROPPING

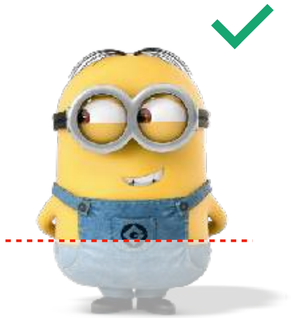
Uncropped characters must always include a shadow.



Crop just above or below the bottom of the goggles.



Crop just above the top of the bib on the overalls.



Crop just above or below the top of the side waist of the overalls.

VISUAL GUARDRAILS
MARKETING & RETAIL CREATIVE

CHARACTER ART

- It is preferred to have fewer, more impactful Minions on signage rather than lots of small Minions.
- Traditional line art may only be used for coloring and activity sheets.
- Remain cognizant of Minions' scale; they are roughly 2.5 feet/0.76 meters tall.
- All Minions on a given plane should appear roughly the same scale to one another.
- Do not "Frankenstein," customize, or alter any pose, shape, or color.
- Only use character art provided in the Despicable Me Franchise Retail Guide.
- Always include the shadows provided with each pose to ground the characters.

DESIGN

- Be sure "Illumination Presents" is locked with the logo.
- Do not use the logo as a design device.
- Strive for logo parity when applicable.
- When creating a co-branded element, some contact/ interaction between characters and products may be possible, but only if motivated by humor attributes inherent to the characters and in a way that makes sense/ looks realistic/ has integrity
- Minions are not inherently salesmen selling products to consumers; do not place product directly in their hands or on their bodies.
- When possible, elevate the design and use trends in the marketplace.
- Research to build clever design that elevates and separates Despicable Me from all properties.

ACTION

- Be thoughtful with your placement of the Minions; it is preferred they are used in the context their action is depicting.
- If they are pointing or looking up, ensure they are pointing to or looking at something.
- Minions should interact thoughtfully with the environment and all the elements and characters on the layout.
- Poses should only be used in the context their action is depicting and always reflect the distinct personality and humor of the specific character.
- Always include some sort of gag/comedy.
- Ask yourself, does this make me laugh? Does it tell a complete story?
- Please stay away from guns or blasters as a primary focus for storytelling.

LANGUAGE

- The Minions' language may not be translated or interpreted, nor may they be portrayed or implied to be speaking any traditional words/languages. Use editorial supplied by Universal only.
- Do not emulate the Minion language by phonetically spelling their dialogue.
- Do not write new copy for characters, only use approved style guide editorial.
- The word "Minion" should always have a capital "M."

NOTE

The use of white space is an integral part of the **DESPICABLE ME** brand that creates a clean and contemporary backdrop for the character art. The character should always be standing on a base when shown full body; this helps ground the characters and ties the art together.

BRANDING COMPONENTS
LOGOS

PRIMARY LOGO

The **DESPICABLE ME** logo is provided as a 3-color vector file for use on packaging. The logo must sit against a white background.

LOGO CLEARANCE

White space around logo should be equal to the height of "PRESENTS" + "DESPICABLE."

LOGO LOCKUPS

When used on on top of solid color elements on full-color packaging, the following bugs must be used.

LOGO COLOR PALETTES

The swatches shown here are for general color reference only. They are not intended match Pantone® color standards. Whichever materials or printing process you use, please match your colors to the numbers for coated stock listed in the current edition of the Pantone® Color Formula Guide. Pantone® is a registered trademark of Pantone, Inc.

PMS 158 C
C:0 M:70 Y:100 K:0

PMS 2161 C
C:78 M:44 Y:8 K:33

PMS COOL GRAY 3 C
C:20 M:17 Y:17 K:0

SECONDARY LOGO

Secondary branding options are supplied for printing and production limitations. They are provided in spot colors and 4-color files. The logo should preferably sit against a white background. If only a dark color background is available (i.e. printed on a black t-shirt), white logo may be used. White logo may also be used against PMS 158 C.

BRANDING COMPONENTS
LOGOS

These guidelines were adapted from movie logos. Do these same rules apply to the franchise logo?

DO use logos as provided with no change other than proportional scaling.

DO use the approved logo lockup with the white holding device when the logo is on a busy or colored background

DON'T change the color of the logo.

DO NOT rearrange the logo.

DO NOT stretch or skew the logo.

BRANDING COMPONENTS
LOGOS

BELGIUM

BRAZIL

CANADA

CHINA

DENMARK

U.S. / ENGLISH SPEAKING COUNTRIES

ESTONIA

FINLAND

FRANCE

GERMANY

GREECE

HUNGARY

ICELAND

ITALY

KOREA

LATIN AMERICA

LATVIA

LITHUANIA

NORWAY

PORTUGAL

RUSSIA

SPAIN

SWEDEN

THAILAND

TURKEY

UKRAINE

BRANDING COMPONENTS
LEGAL PLACEMENT

LONG LEGAL LINE
Despicable Me, Minions, and all related marks and characters are trademarks and copyrights of Universal Studios. Licensed by Universal Studios. All Rights Reserved.

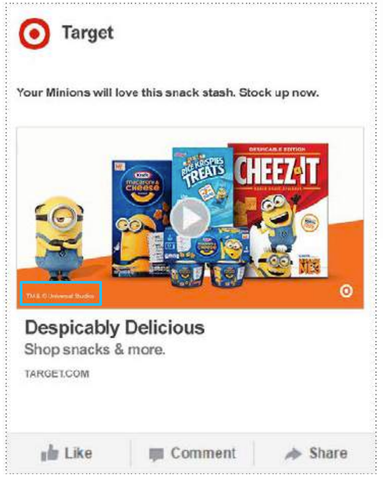
SHORT LEGAL LINE*
™ & © Universal Studios

LONG | SHORT **Legal line placement**

*Only to be used with written permission from Universal Studios.

PRINT CATALOGUE

DIGITAL BANNER ADS



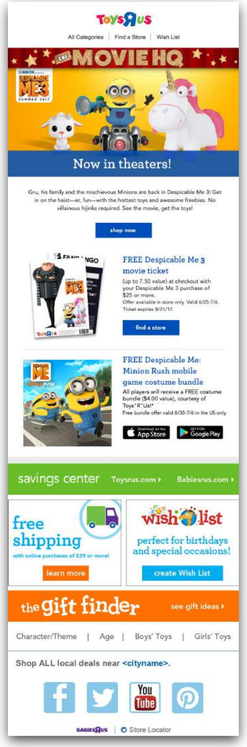
SOCIAL

IN-STORE POS

TV SPOT

NOTE
Legal is not necessary on material that focuses on product and does not include CG art.

E-BLAST



E-BLAST w/o CHARACTER ART
(no legal necessary)

APPROVALS CRITERIA

HOLDING

1.REFERENCE THE TRAINING PACKET FOR MEDIABOX INSTRUCTION, ROUTING PROCESS, PR AND MARKETING SUBMISSION GUIDELINES)
2.TIMING (I.E. 10 BUSINESS DAYS TO REVIEW/ PROVIDE CREATIVE COMMENTS)
3.CONTACTS - (I.E. REACH OUT TO YOUR CATEGORY LEAD)

AVAILABLE ASSETS

STYLE GUIDES

TOOLKITS

DIRECTOR SELECTS

STYLE GUIDES

- DM3 STYLE GUIDE
- DM3 AUDIO FILES
- DM3 LINE ART
- DM3 LOGOS
- DM3 PROMO GUIDE
- DM3 PUBLISHING GUIDE
- DM3 RETAIL- CORE LOOK
- DM3 TOOLKITS
- DM3 USHE STYLE GUIDE
- DM3 WALMART ASDA EXCLUSIVE ART
- DM3 3D FILES
- DMF 2D SPECIAL USE
- DMF 3D GUIDE
- DMF ART ASSETS LIBRARY - CHARACTERS
- DMF AUDIO FILES
- DMF BRANDING GUIDE
- DMF CONSUMABLES GUIDE
- DMF DIRECTOR SELECTS
- DMF DOODLE GUIDE
- DMF LINE ART
- DMF LOGOS
- DMF MINION MONSTERS
- DMF MINIONS EMOJI ART
- DMF PATTERN BOOK
- DMF RETAIL GUIDE
- DMF TREND GUIDE
- DMF/DM3 CREATIVE GUIDELINES TOOLKIT
- DMF MINIONS PARADISE

PARTNER FILM FOOTAGE

PENDING ADDITIONAL INPUTS ON PARTNER FILM FOOTAGE AND AVAILABLE STYLE GUIDE AND TOOLKITS FOR TV INTEGRATIONS

TOOLKITS

HOLDING ON DMF TOOLKITS PER ILLUMINATION'S DIRECTION

FPO

FPO

FPO

FPO

FPO

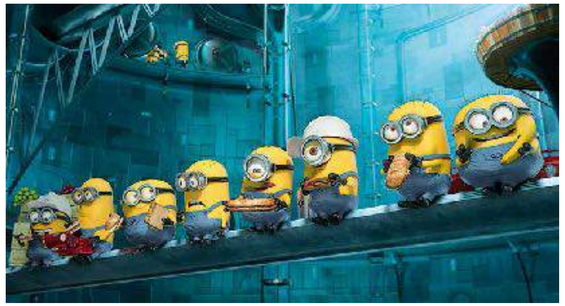
FPO

FPO

DIRECTOR SELECTS
DESPICABLE ME

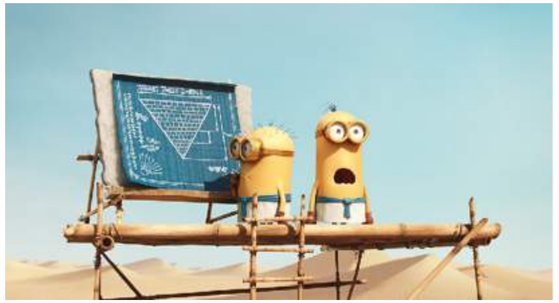
NOTE
For more Director Selects, contact your local category leader or visit your assets portal.

DIRECTOR SELECTS
DESPICABLE ME 2



NOTE
For more Director Selects, contact your local category leader or visit your assets portal.

DIRECTOR SELECTS
MINIONS



NOTE
For more Director Selects, contact your local category leader or visit your assets portal.

DIRECTOR SELECTS
DESPICABLE ME 3

NOTE
For more Director Selects, contact your local category leader or visit your assets portal.

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