

PRODUCT GUIDE

PD



MULTI-CHARACTER GUIDE



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AW 2025

**AW
25**



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STYLE GUIDE SYNOPSIS

Come along for the ride!!!!!! Scorchin' is a high-octane Bratz-themed style guide that merges the bold, rebellious spirit of the brand with the electrifying aesthetics of street racing. This visual identity blends neon-lit speedways, colorful flame decals, and moving textures with signature Bratz glam, creating a fierce fusion of fashion and motorsport culture. Featuring a high-contrast color palette of hot pinks, neon purples, a rainbow of bold colors, alongside slanted, motion-driven typography and glossy racing-inspired graphics, Scorchin' is all about speed, attitude, and unapologetic style.

Buckle up and embrace the Scorchin' aesthetic—where fashion meets full throttle!

CONSUMER TARGET

Target: Women & Men 18+
Secondary: Tweens

BRAND POSITIONING

Yasmin, Cloe, Jade and Sasha make up the Bratz® Pack – a super fashionable, diverse group of friends who are all about setting trends and expressing themselves. The girls with a passion for fashion bring a cutting-edge sense of style and a ton of bratitude to everything they do!

BRAND ATTRIBUTES

FASHION

Trail blazers, fashion first, head-turning, self expression

DIVERSITY

Several ethnicities, the OG diverse fashion doll

NOSTALGIA

Y2K meets 2020s, iconic, pop culture relevance



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LOGOS



Primary Logo:

Use this brand logo as primary logo
for product execution.

DO NOT scale brand logo smaller
than 1" wide.

[BRATZ_LOGO_PINK.psd](#)



One Color Logo:

Use this brand logo as primary logo
for product execution.

DO NOT scale brand logo smaller
than 1" wide.

[BRATZ_LOGO_OneColor.ai](#)



Joker Tag

[BRATZ_JOKERTAG.ai](#)

1-COLOR SCREEN PRINTING



Color options:
Black, White

[BRATZ_LOGO_TRADEMARKS.ai](#)



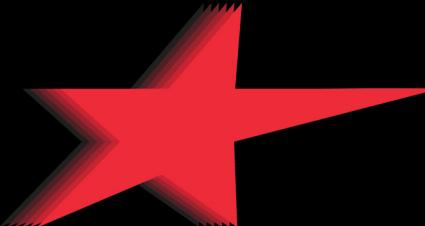
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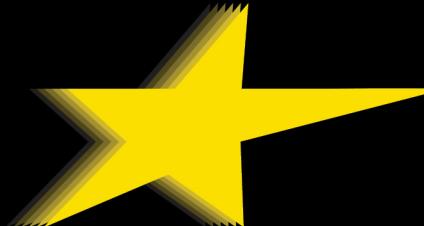


COLOR PALETTE

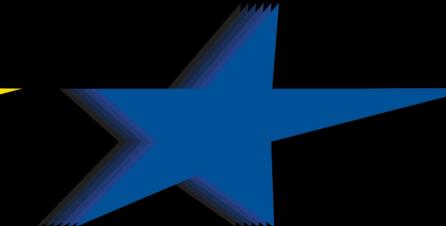
PRIMARY



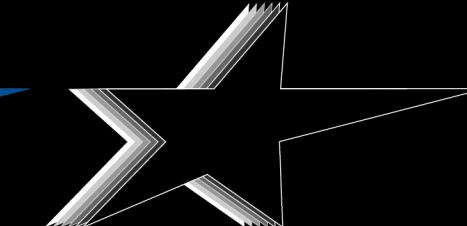
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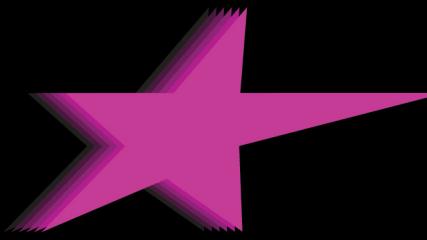
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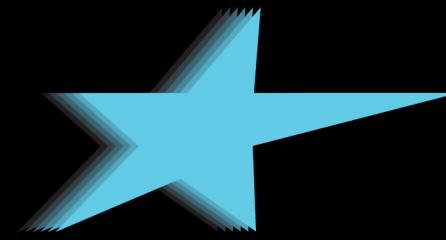
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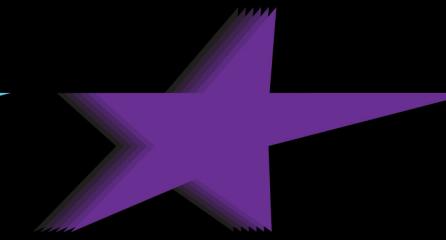
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PMS 807 C

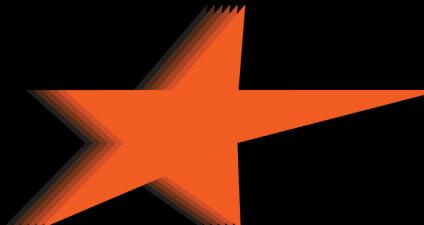


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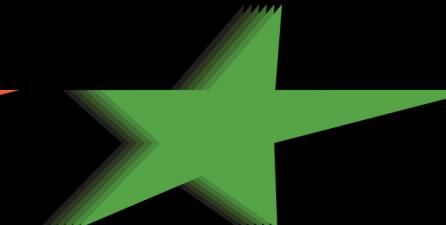


PMS 2597 C

SECONDARY



PMS ORANGE 021C



PMS 369 C

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CHARACTER ART



BRATZ SS26 Scorchin CA Chloe.psd



BRATZ SS26 Scorchin CA Jade.psd



BRATZ SS26 Scorchin CA Sasha.psd



BRATZ SS26 Scorchin CA Yasmin.psd



BRATZ SS26 Scorchin CA
Chloe Bike.psd



BRATZ SS26 Scorchin CA
Jade Bike.psd



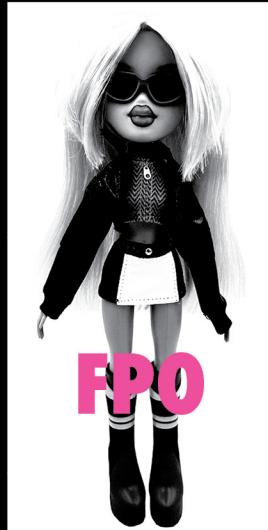
BRATZ SS26 Scorchin CA
Sasha Bike.psd



BRATZ SS26 Scorchin CA
Yasmin Bike.psd



PHOTOGRAPHY



BRATZ_BTS25
SCORCHIN_PTO_01.tif



BRATZ_BTS25
SCORCHIN_PTO_02.tif



BRATZ_BTS25
SCORCHIN_PTO_03.tif



BRATZ_BTS25_SCORCHIN
PTO_04.tif



BRATZ_BTS25_SCORCHIN
PTO_05.jpg



BRATZ_BTS25_SCORCHIN
PTO_06.jpg



BRATZ_BTS25_SCORCHIN
PTO_07.png



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BRATZ_BTS25_SCORCHIN_
PTO_08.jpg



BRATZ_BTS25_SCORCHIN_
PTO_09.png



BRATZ_BTS25_SCORCHIN_
PTO_10.png



BRATZ_BTS25_SCORCHIN_
PTO_11.png

BRATZ®

GRAPHICS



BRATZ_BTS25_SCORCHIN_GRFX_01.ai



BRATZ_BTS25_SCORCHIN_GRFX_02.ai



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GRAPHICS



BRATZ_BTS25_SCORCHIN_GRFX_03.ai



BRATZ_BTS25_SCORCHIN_GRFX_04.ai



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GRAPHICS



BRATZ_BTS25_SCORCHIN_GRFX_05.ai



BRATZ_BTS25_SCORCHIN_GRFX_06.ai

BRATZ®

GRAPHICS



BRATZ_BTS25_SIZZLIN_GRFX_07.ai



BRATZ_BTS25_SIZZLIN_GRFX_08.ai



GRAPHICS



BRATZ_BTS25_SCORCHIN_GRFX_09.ai



BRATZ_BTS25_SCORCHIN_GRFX_10.ai



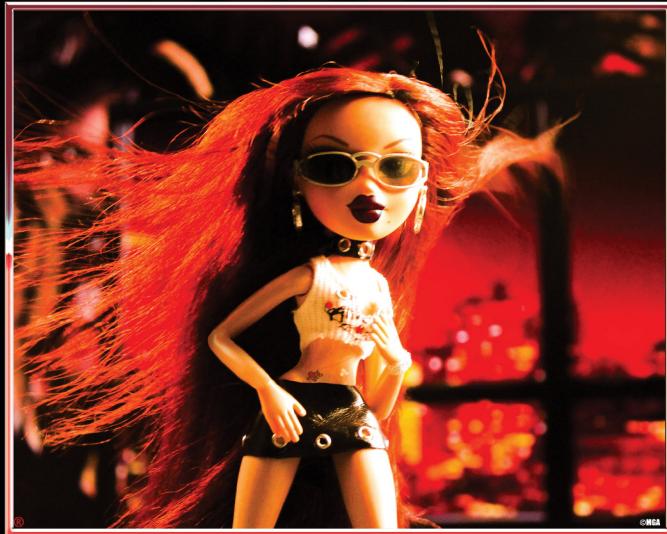
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GRAPHICS

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BRATZ_BTS25_SCORCHIN_GRFX_11.ai

SCORCHIN'



THE GIRLS WITH A PASSION FOR FASHION!

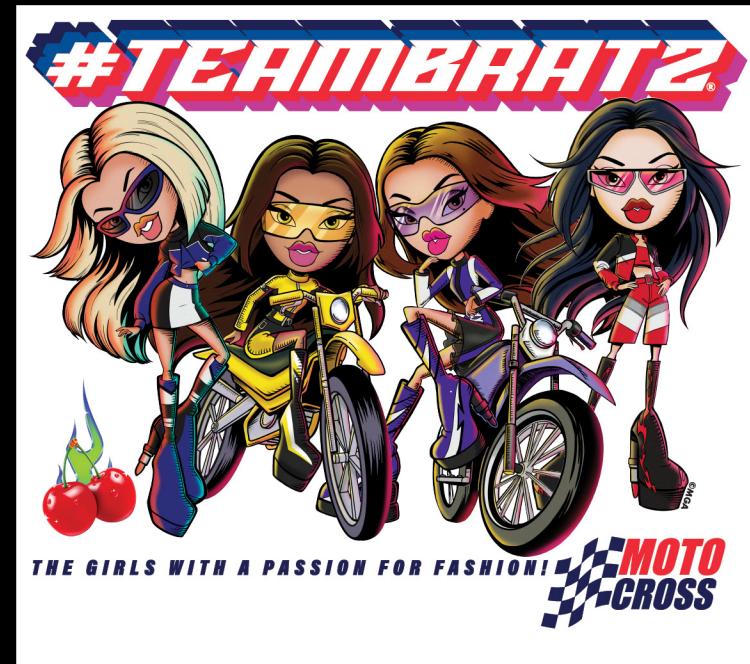
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BRATZ®

GRAPHICS



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BRATZ_BTS25_SCORCHIN_GRFX_14.ai



CLOE



JADE



SASHA



YASMIN

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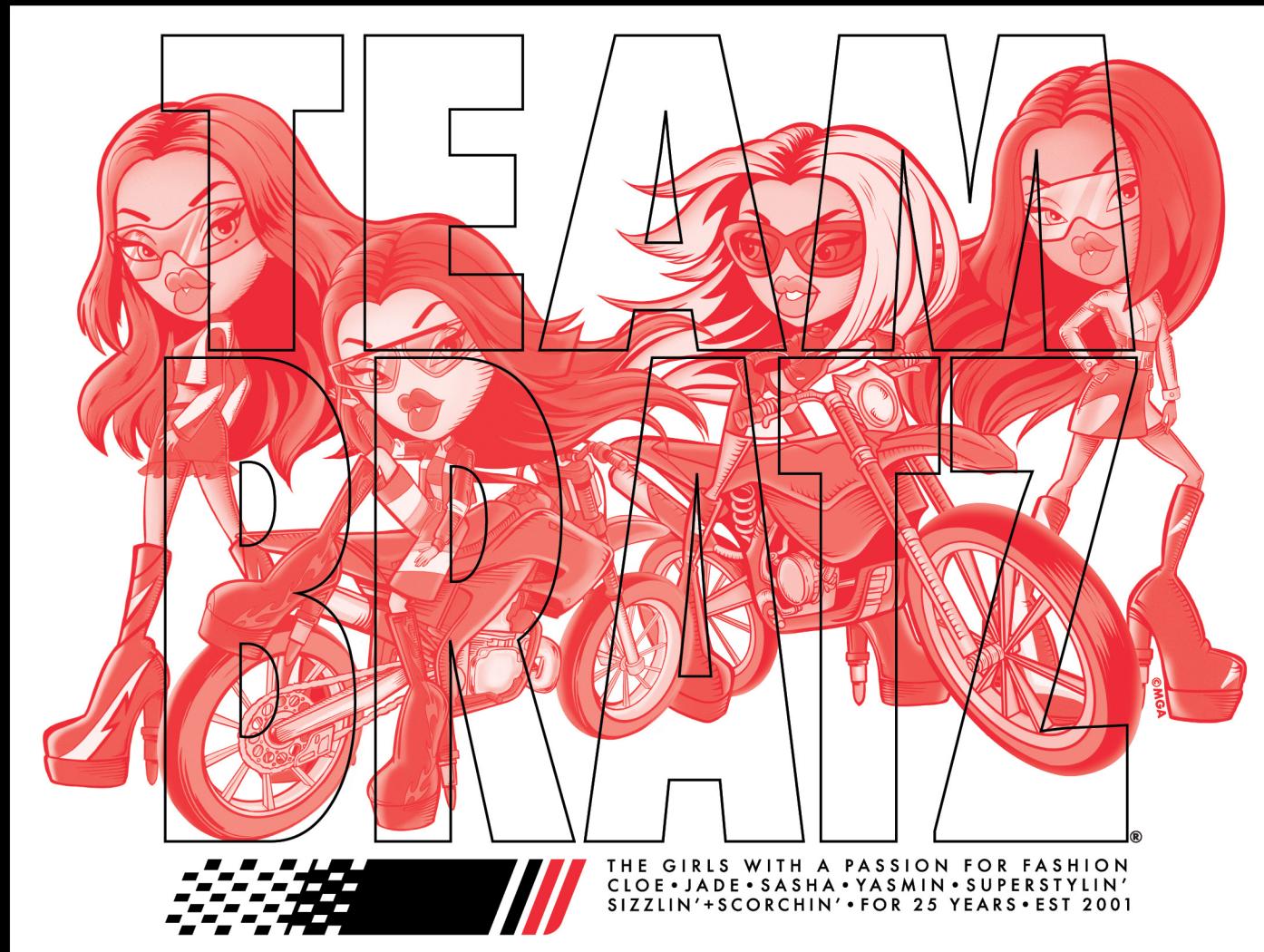
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BRATZ_BTS25_SCORCHIN_GRFX_18.psd

BRATZ®

GRAPHICS



THE GIRLS WITH A PASSION FOR FASHION
CLOE • JADE • SASHA • YASMIN • SUPERSTYLIN'
SIZZLIN' + SCORCHIN' • FOR 25 YEARS • EST 2001

BRATZ_BTS25_SCORCHIN_GRFX_19.ai



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GRAPHICS



THE GIRLS WITH A PASSION FOR FASHION!
STYLIN' + SIZZLIN' + SCORCHIN' SINCE 2001

BRATZ BTS25 SCORCHIN GRFX 20.ai

BRATZ



BRATZ BTS25 SCORCHIN GRFX 21.ai



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BADGES



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BRATZ_BTS25_SCORCHIN_BDG_02.ai



BRATZ_BTS25_SCORCHIN_BDG_03.ai



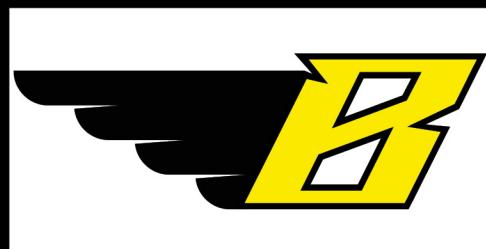
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BRATZ_BTS25_SCORCHIN_BDG_06.ai



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BRATZ_BTS25_SCORCHIN_BDG_08.ai



PATTERNS



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BRATZ_BTS25_SCORCHIN_PAT_03.ai



BRATZ_BTS25_SCORCHIN_PAT_04.png



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ICONS



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EDITORIAL

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ONLY BRATZ ARE BRATZ®

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Bratz
angel

BRATZ_BTS25_SCORCHIN_EDIT_06.ai

Bratz

BRATZ_BTS25_SCORCHIN_EDIT_07.ai

BRATZ
SIZZLIN'

BRATZ_BTS25_SCORCHIN_EDIT_08.

ai



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SCORCHIN_EDIT_12.ai

BRATZ®

BRATZ_BTS25_SCORCHIN_EDIT_13.ai

SCORCHIN'

BRATZ_BTS25_SCORCHIN_EDIT_14.psd

SCORCHIN'

BRATZ_BTS25_SCORCHIN_EDIT_15.psd



EDITORIAL

ANGEL
KOOL KAT
BUNNY BOO
PRETTY PRINCESS
SIZZLIN'
SCORCHIN'
STYLIN'
OH, YOU BOYS
ONLY BRATZ® ARE BRATZ®
THE GIRLS WITH A PASSION FOR FASHION!
SINCE 2001
BRATZ® RACING
#TEAMBRATZ



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FONTS

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789

HARD RACE
CREATIVEFABRICA.COM

abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789

ACUMIN PRO CONDENSED ULTRA BLACK ITALIC
CREATIVEFABRICA.COM

abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789

CENTRE FORWARD BLACK
CREATIVEFABRICA.COM

abcdefghijklmnoprstuvwxyz
ABCDEFGHIJKLMNPQRSTUVWXYZ

0123456789

AUTHENIA TEXTURED
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ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789

ACCELERATOR
CREATIVEFABRICA.COM

abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789

FUTURA BOLD
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abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789

ROCK ROAD
CREATIVEFABRICA.COM

abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789

MAGENTA
CREATIVEFABRICA.COM

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789

SLUGS RACER
CREATIVEFABRICA.COM

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nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
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To facilitate your correct usage, here are some general guidelines:

- Whenever a character name, line name, tagline or logo appears on all finished product, advertising and packaging, a legible trademark notice must accompany it.
- If a character name, line name, tagline or logo appears multiple times on the same product, or on the same panel of a package or advertising page, one trademark notice is sufficient.
- All appearances of character art should, however, also contain the ©MGA notice unless the logo art lockup is being used.

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