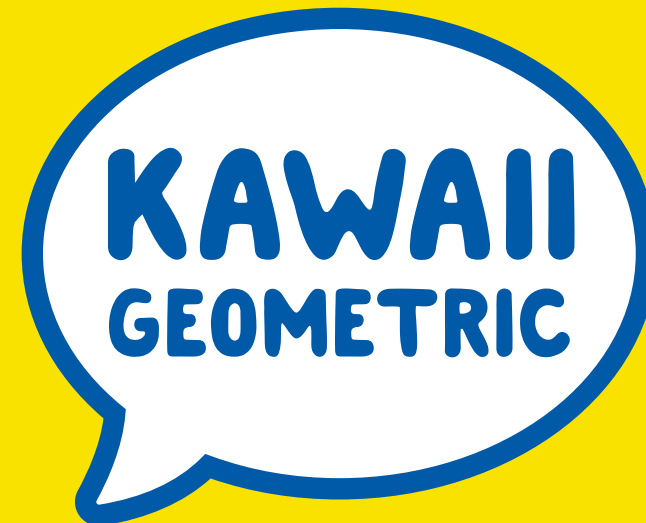
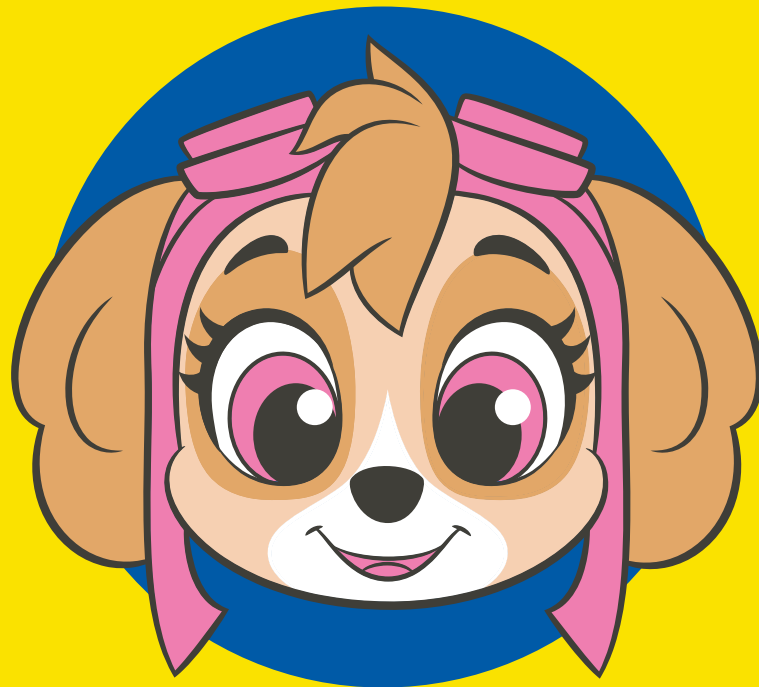
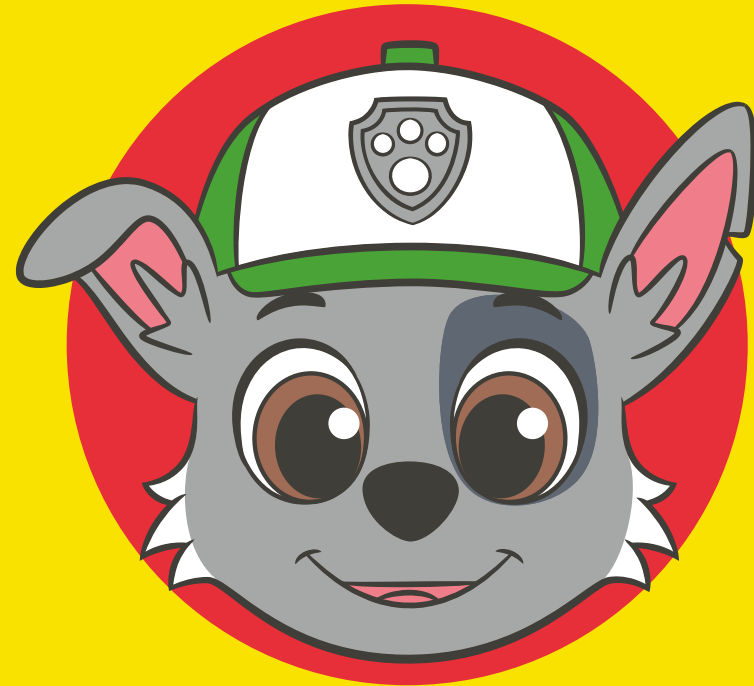




SUPPLEMENT GUIDE | JAPAN



KAWAII GEOMETRIC

Contents

Theme Overview	03
Phrases	04
Color & Fonts	05
Icons	06 - 08
Character Art - Keyline	09 - 13
Character Colors - Keyline	14
Character Art - No Keyline	15 - 19
Character Colors - No Keyline	20
Patches	21 - 22
Patterns	23 - 28
Badges	29
Type Treatments	30
Legal	31





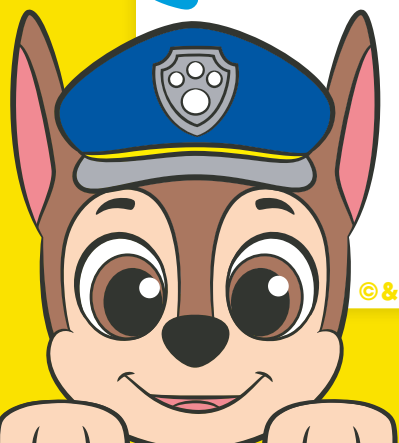
Theme Overview

Shape up with the pups in this Kawaii Geometric Supplement Guide designed especially for the Japanese preschool market! With voice bubbles, geometric graphics and a limited-color palette focusing on the pups and their core emblems, preschoolers will be ready to say “hello” to their favorite heroes across any category!

Creative Essence

For the purposes of Product Development, the essence of PAW Patrol is:

- A hilarious team of puppy heroes
- Rescues
- High-tech gadgets and vehicles





KAWAII GEOMETRIC

Phrases

Best pups ever!

Pup Heroes

Top Pup

Hello

Hi!

PAW Patrol

Chase

Skye

Marshall

Rocky

Everest

Rubble

Zuma

Note: Punctuation may be omitted if the design makes the phrasing and meaning clear (e.g. a line break might replace a period/full stop). Please consult your GCG contact if you have questions.

©&TM Spin Master Ltd. All rights reserved.



hi





KAWAII GEOMETRIC

Colors & Fonts



2935C
C:100 M:63 Y:0 K:2



299C
C:79 M:7 Y:0 K:0



369C
C:58 M:0 Y:100 K:4



102C
C:0 M:0 Y:100 K:0



165C
C:0 M:68 Y:96 K:0



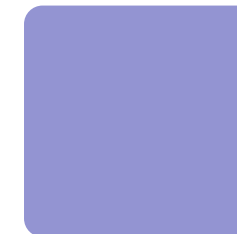
1788C
C:0 M:93 Y:82 K:0



211C
C:0 M:60 Y:0 K:0



203C
C:0 M:34 Y:0 K:0



271C
C:44 M:38 Y:0 K:0

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

ALBUS

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

www.myfonts.com

RODGER BLACK

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

www.myfonts.com

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

©&TM Spin Master Ltd. All rights reserved.





Files available at nickcentral.com

KAWAI GEOMETRIC

Icons



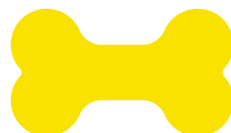
PAW_SUP_JP_KAW_G_ICON_001



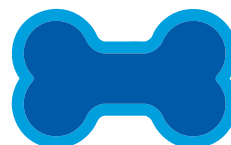
PAW_SUP_JP_KAW_G_ICON_002



PAW_SUP_JP_KAW_G_ICON_003



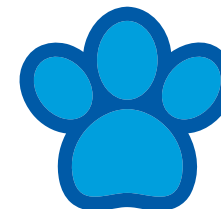
PAW_SUP_JP_KAW_G_ICON_004



PAW_SUP_JP_KAW_G_ICON_005



PAW_SUP_JP_KAW_G_ICON_006



PAW_SUP_JP_KAW_G_ICON_007



PAW_SUP_JP_KAW_G_ICON_008



PAW_SUP_JP_KAW_G_ICON_009



PAW_SUP_JP_KAW_G_ICON_010



PAW_SUP_JP_KAW_G_ICON_011



PAW_SUP_JP_KAW_G_ICON_012



PAW_SUP_JP_KAW_G_ICON_013



©&TM Spin Master Ltd. All rights reserved.





Files available at nickcentral.com

KAWAI GEOMETRIC

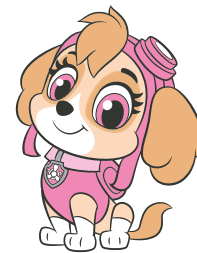
Icons



PAW_SUP_JP_KAW_G_ICON_014



PAW_SUP_JP_KAW_G_ICON_015



PAW_SUP_JP_KAW_G_ICON_016



PAW_SUP_JP_KAW_G_ICON_017



PAW_SUP_JP_KAW_G_ICON_018



PAW_SUP_JP_KAW_G_ICON_019



PAW_SUP_JP_KAW_G_ICON_020



PAW_SUP_JP_KAW_G_ICON_021



©&TM Spin Master Ltd. All rights reserved.





Files available at nickcentral.com

KAWAII GEOMETRIC

Icons



PAW_SUP_JP_KAW_G_ICON_022



PAW_SUP_JP_KAW_G_ICON_023



PAW_SUP_JP_KAW_G_ICON_024



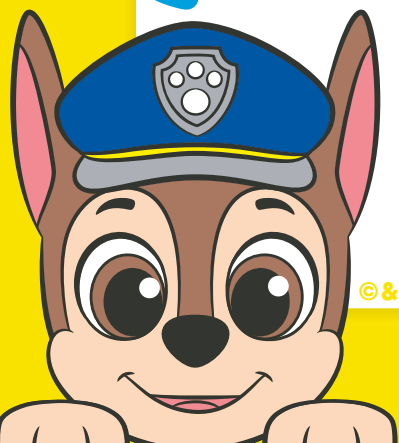
PAW_SUP_JP_KAW_G_ICON_025



PAW_SUP_JP_KAW_G_ICON_026



PAW_SUP_JP_KAW_G_ICON_027



©&TM Spin Master Ltd. All rights reserved.





Files available at nickcentral.com

KAWAII GEOMETRIC

Character Art - Keyline



PAW_SUP_JP_KAW_CHASE_001a



PAW_SUP_JP_KAW_CHASE_002a



PAW_SUP_JP_KAW_CHASE_003a



PAW_SUP_JP_KAW_CHASE_004a



PAW_SUP_JP_KAW_MARSHALL_001a



PAW_SUP_JP_KAW_MARSHALL_002a



PAW_SUP_JP_KAW_MARSHALL_003a



PAW_SUP_JP_KAW_MARSHALL_004a



©&TM Spin Master Ltd. All rights reserved.

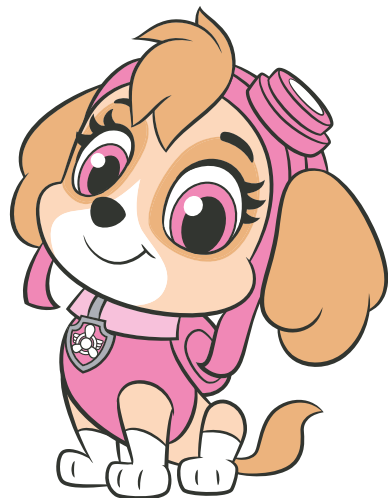




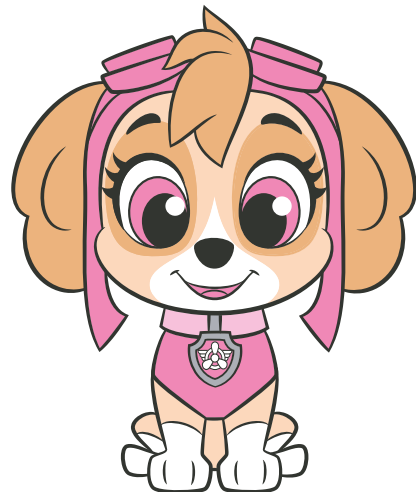
Files available at nickcentral.com

KAWAII GEOMETRIC

Character Art - Keyline



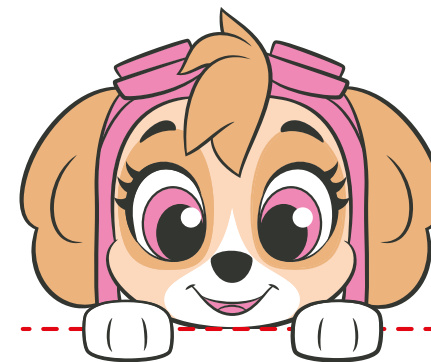
PAW_SUP_JP_KAW_SKYE_001a



PAW_SUP_JP_KAW_SKYE_002a



PAW_SUP_JP_KAW_SKYE_003a



PAW_SUP_JP_KAW_SKYE_004a



PAW_SUP_JP_KAW_ROCKY_001a



PAW_SUP_JP_KAW_ROCKY_002a



PAW_SUP_JP_KAW_ROCKY_003a



PAW_SUP_JP_KAW_ROCKY_004a



©&TM Spin Master Ltd. All rights reserved.





Files available at nickcentral.com

KAWAII GEOMETRIC

Character Art - Keyline



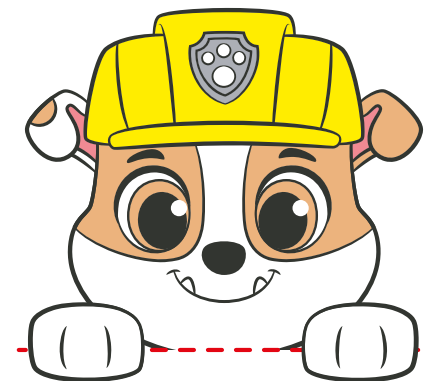
PAW_SUP_JP_KAW_RUBBLE_001a



PAW_SUP_JP_KAW_RUBBLE_002a



PAW_SUP_JP_KAW_RUBBLE_003a



PAW_SUP_JP_KAW_RUBBLE_004a



PAW_SUP_JP_KAW_ZUMA_001a



PAW_SUP_JP_KAW_ZUMA_002a



PAW_SUP_JP_KAW_ZUMA_003a



PAW_SUP_JP_KAW_ZUMA_004a



©&TM Spin Master Ltd. All rights reserved.



Files available at nickcentral.com

KAWAI GEOMETRIC

Character Art - Keyline



PAW_SUP_JP_KAW_EVEREST_001a



PAW_SUP_JP_KAW_EVEREST_002a

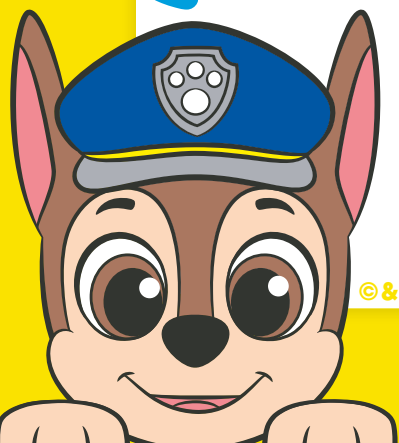


PAW_SUP_JP_KAW_EVEREST_003a



PAW_SUP_JP_KAW_EVEREST_004a

hi



©&TM Spin Master Ltd. All rights reserved.



Files available at nickcentral.com

KAWAII GEOMETRIC

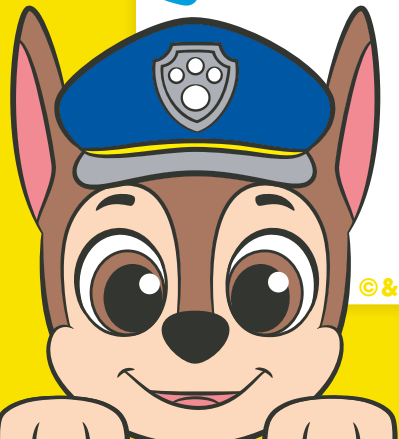
Character Art - Keyline



PAW_SUP_JP_KAW_GRP_001a



PAW_SUP_JP_KAW_GRP_002a



©&TM Spin Master Ltd. All rights reserved.



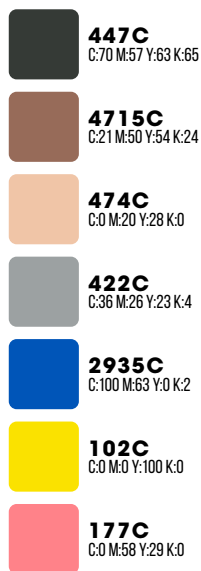


KAWAII GEOMETRIC

Character Colors - Keyline



CHASE



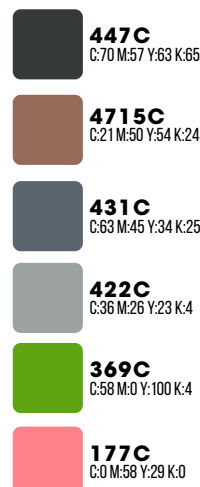
SKYE



MARSHALL



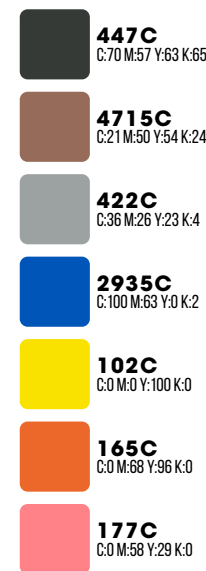
ROCKY



RUBBLE



ZUMA



EVEREST



WHEN COLORS ARE VERY LIMITED
PANTONE 102 AREAS CAN BE
CHANGED TO PANTONE 422.

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

©&TM Spin Master Ltd. All rights reserved.





Files available at nickcentral.com

KAWAI GEOMETRIC

Character Art - No Keyline



PAW_SUP_JP_KAW_CHASE_001b



PAW_SUP_JP_KAW_CHASE_002b



PAW_SUP_JP_KAW_CHASE_003b



PAW_SUP_JP_KAW_CHASE_004b



PAW_SUP_JP_KAW_MARSHALL_001b



PAW_SUP_JP_KAW_MARSHALL_002b



PAW_SUP_JP_KAW_MARSHALL_003b



PAW_SUP_JP_KAW_MARSHALL_004b



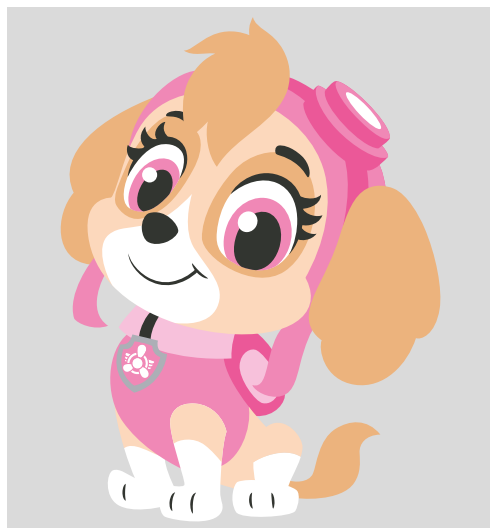
©&TM Spin Master Ltd. All rights reserved.



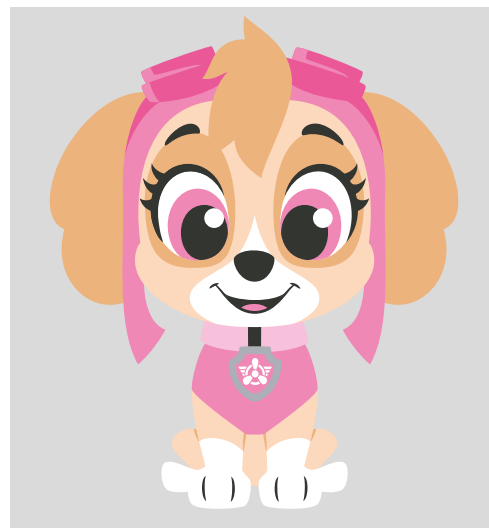
Files available at nickcentral.com

KAWAI GEOMETRIC

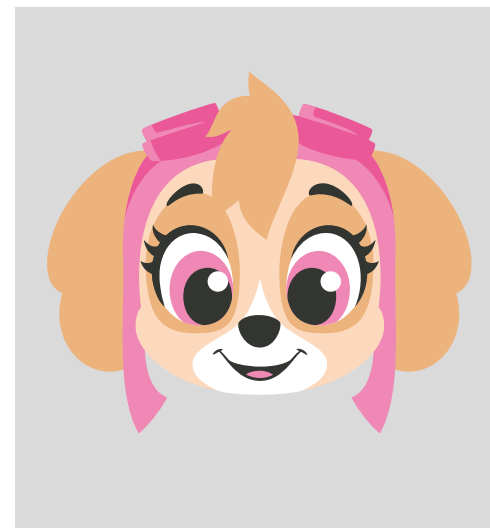
Character Art - No Keyline



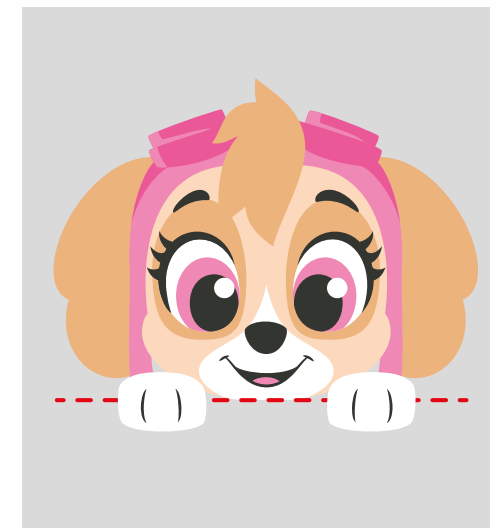
PAW_SUP_JP_KAW_SKYE_001b



PAW_SUP_JP_KAW_SKYE_002b



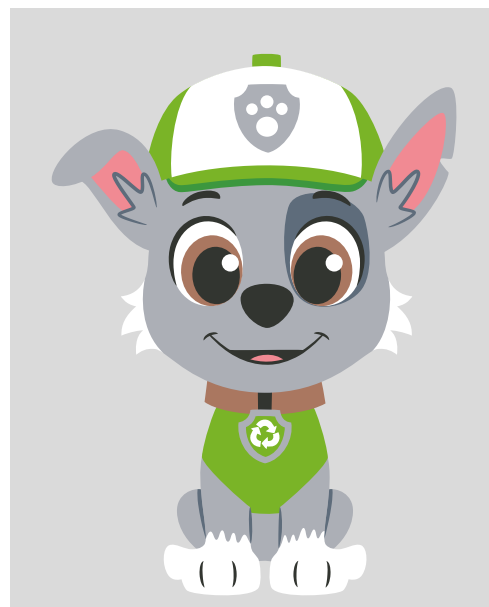
PAW_SUP_JP_KAW_SKYE_003b



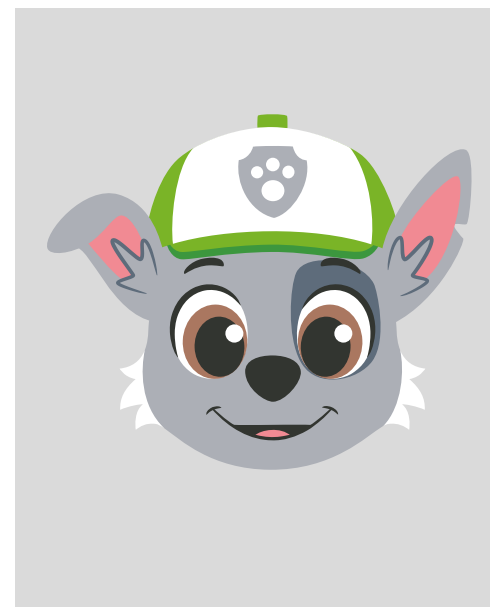
PAW_SUP_JP_KAW_SKYE_004b



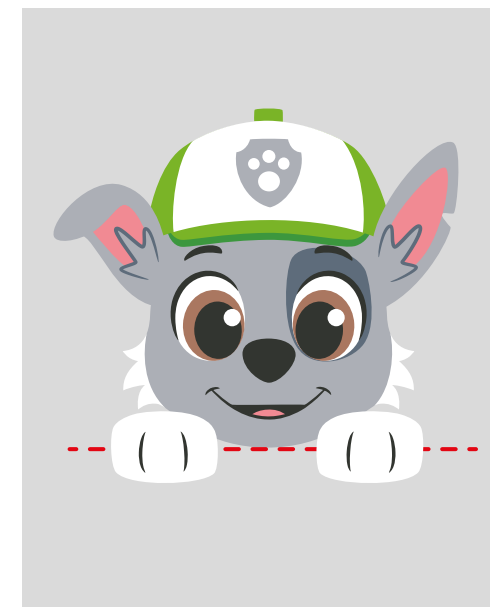
PAW_SUP_JP_KAW_ROCKY_001b



PAW_SUP_JP_KAW_ROCKY_002b



PAW_SUP_JP_KAW_ROCKY_003b



PAW_SUP_JP_KAW_ROCKY_004b

hi



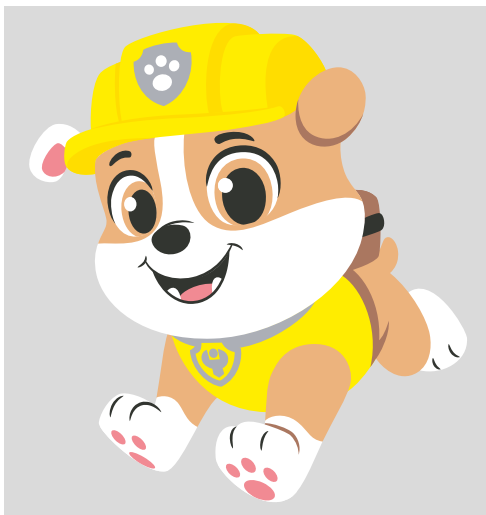
©&TM Spin Master Ltd. All rights reserved.



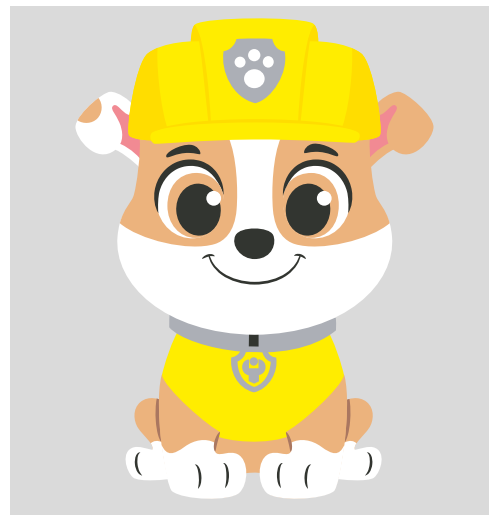
Files available at nickcentral.com

KAWAI GEOMETRIC

Character Art - No Keyline



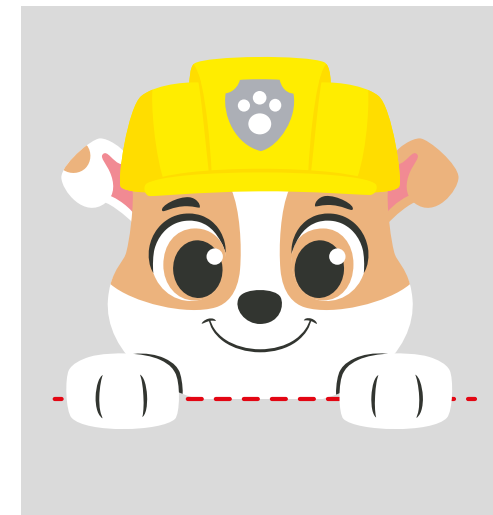
PAW_SUP_JP_KAW_RUBBLE_001b



PAW_SUP_JP_KAW_RUBBLE_002b



PAW_SUP_JP_KAW_RUBBLE_003b



PAW_SUP_JP_KAW_RUBBLE_004b



PAW_SUP_JP_KAW_ZUMA_001b



PAW_SUP_JP_KAW_ZUMA_002b

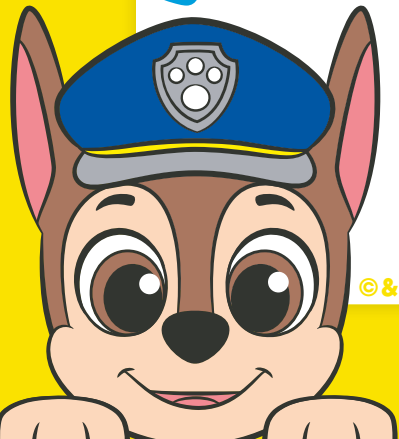


PAW_SUP_JP_KAW_ZUMA_003b



PAW_SUP_JP_KAW_ZUMA_004b

hi



©&TM Spin Master Ltd. All rights reserved.



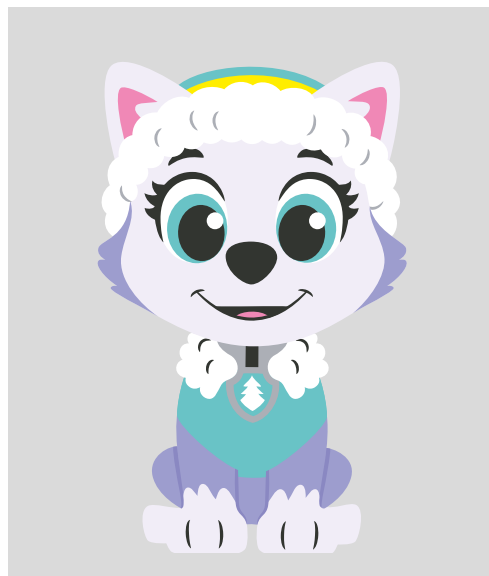
Files available at nickcentral.com

KAWAI GEOMETRIC

Character Art - No Keyline



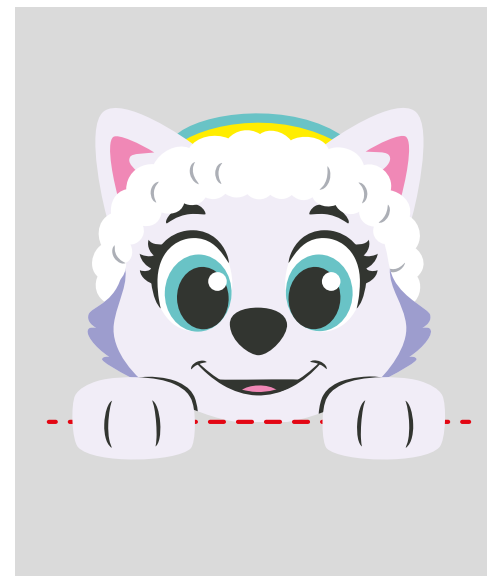
PAW_SUP_JP_KAW_EVEREST_001b



PAW_SUP_JP_KAW_EVEREST_002b

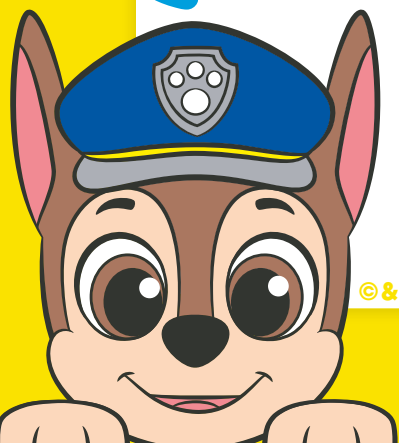


PAW_SUP_JP_KAW_EVEREST_003b



PAW_SUP_JP_KAW_EVEREST_004b

hi



©&TM Spin Master Ltd. All rights reserved.



Files available at nickcentral.com

KAWAI GEOMETRIC

Character Art - No Keyline

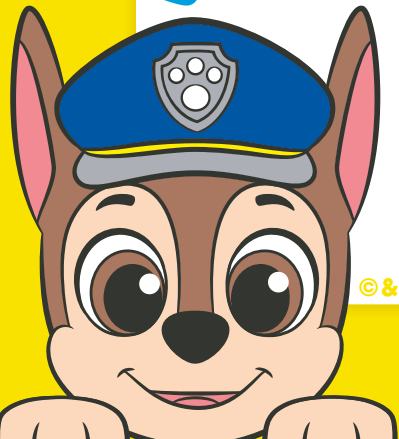


PAW_SUP_JP_KAW_GRP_001b



PAW_SUP_JP_KAW_GRP_002b

hi

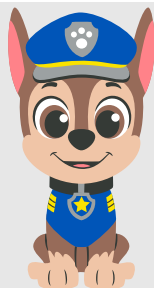


©&TM Spin Master Ltd. All rights reserved.

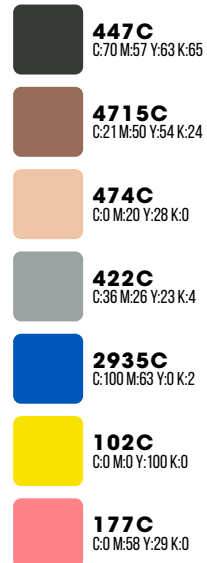


KAWAII GEOMETRIC

Character Colors - No Keyline



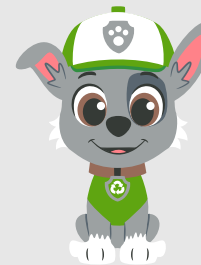
CHASE



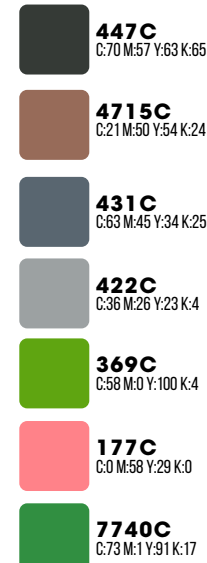
SKYE



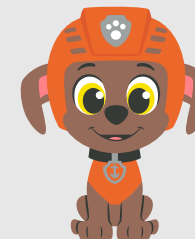
MARSHALL



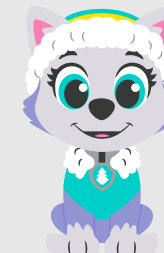
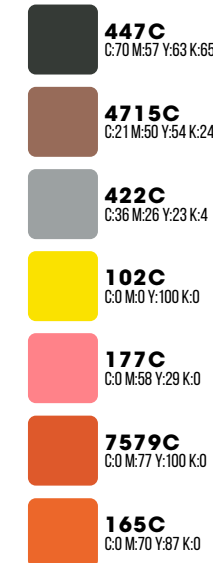
ROCKY



RUBBLE



ZUMA



EVEREST



WHEN COLORS ARE VERY LIMITED
PANTONE 102 AREAS CAN BE
CHANGED TO PANTONE 422.

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

©&TM Spin Master Ltd. All rights reserved.





Files available at nickcentral.com

KAWAII GEOMETRIC

Patches

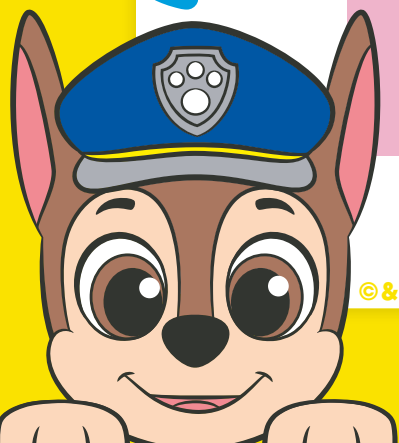


PAW_SUP_JP_KAW_G_PATCH_001



PAW_SUP_JP_KAW_G_PATCH_002

©&TM Spin Master Ltd. All rights reserved.





Files available at nickcentral.com

KAWAII GEOMETRIC

Patches



marshall



chase



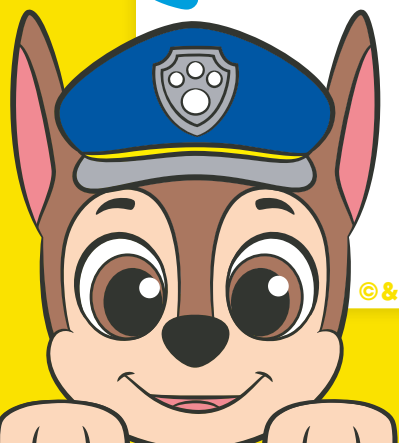
skye



PAW_SUP_JP_KAW_G_PATCH_003

©&TM Spin Master Ltd. All rights reserved.

hi





Files available at nickcentral.com

KAWAII GEOMETRIC

Patterns



hi



©&TM Spin Master Ltd. All rights reserved.

PAW_SUP_JP_KAW_G_PTN_001

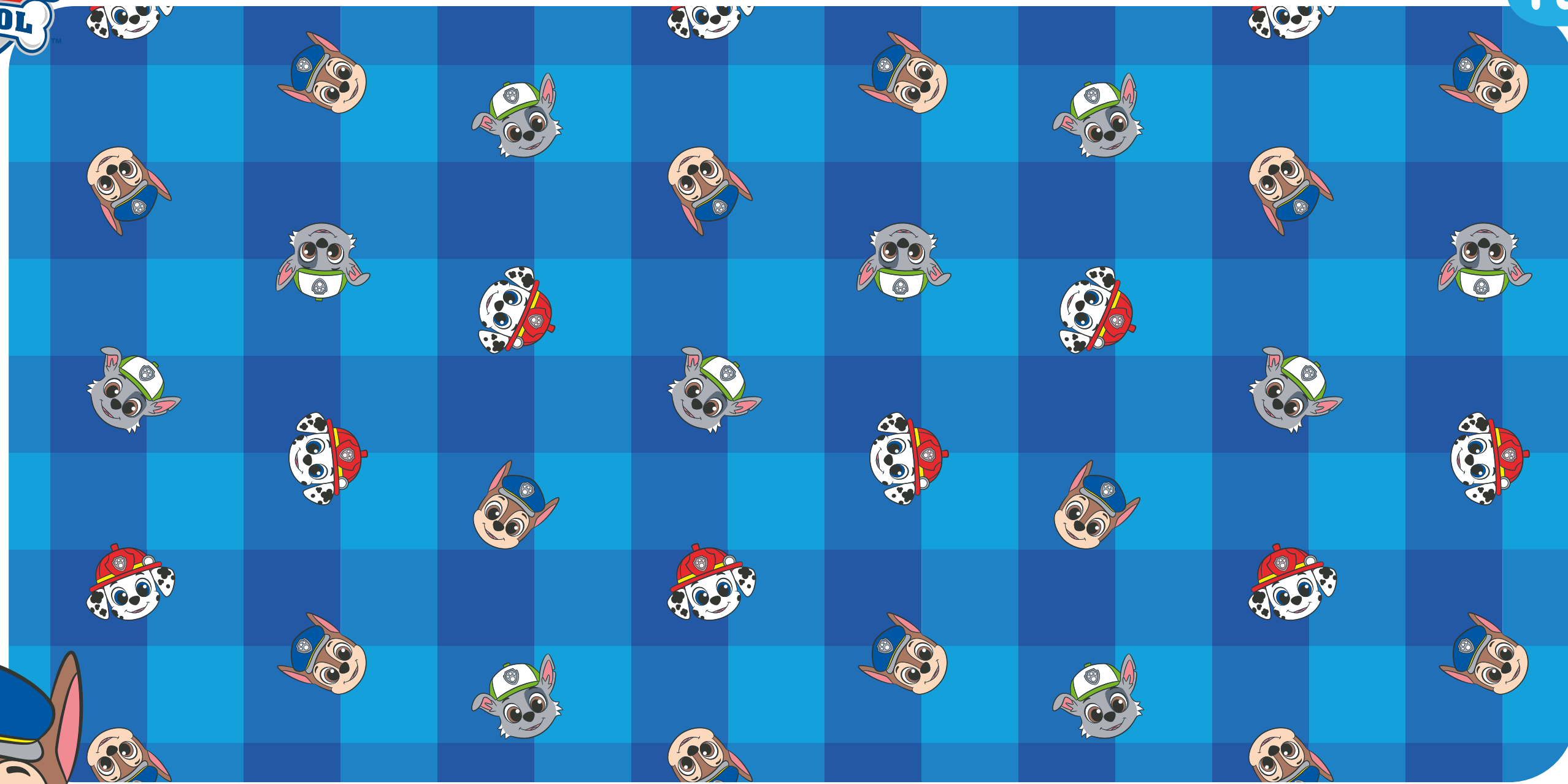


Files available at nickcentral.com

KAWAI GEOMETRIC

Patterns

hi



©&TM Spin Master Ltd. All rights reserved.

PAW_SUP_JP_KAW_G_PTN_002



Files available at nickcentral.com

KAWAI GEOMETRIC

Patterns



©&TM Spin Master Ltd. All rights reserved.

PAW_SUP_JP_KAW_G_PTN_003





Files available at nickcentral.com

KAWAI GEOMETRIC

Patterns

hi



PAW_SUP_JP_KAW_G_PTN_004

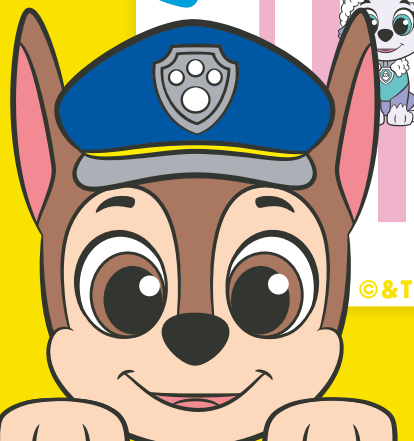
©&TM Spin Master Ltd. All rights reserved.



Files available at nickcentral.com

KAWAI GEOMETRIC

Patterns



©&TM Spin Master Ltd. All rights reserved.

PAW_SUP_JP_KAW_G_PTN_006



Files available at nickcentral.com

KAWAI GEOMETRIC

Badges



PAW_SUP_JP_KAW_G_BADGE_001

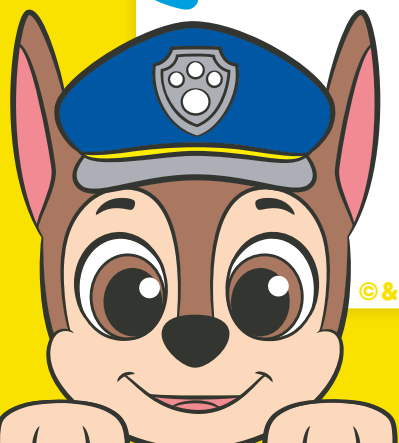


PAW_SUP_JP_KAW_G_BADGE_002



PAW_SUP_JP_KAW_G_BADGE_003

hi



©&TM Spin Master Ltd. All rights reserved.



Files available at nickcentral.com

KAWAII GEOMETRIC

Type Treatment

PAW PATROL

PAW_SUP_JP_KAW_G_TT_001

CHASE

PAW_SUP_JP_KAW_G_TT_002

MARSHALL

PAW_SUP_JP_KAW_G_TT_003

ROCKY

PAW_SUP_JP_KAW_G_TT_004

SKYE

PAW_SUP_JP_KAW_G_TT_005

RUBBLE

PAW_SUP_JP_KAW_G_TT_006

ZUMA

PAW_SUP_JP_KAW_G_TT_007

EVEREST

PAW_SUP_JP_KAW_G_TT_008



©&TM Spin Master Ltd. All rights reserved.





APPROVAL PROCEDURE

Any usage of the PAW Patrol characters' names or likenesses must be approved in writing in advance of use. Creative approval is based on character design that (a) follows models and colors, (b) uses correct relationships between characters, (c) is appropriately integrated with products and advertisements, and (d) uses the correct typefaces.

REQUIRED COPYRIGHT AND TRADEMARK NOTICES

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

FOR BOTH US AND TERRITORIES OUTSIDE THE US

©Spin Master Ltd. TMPAW PATROL and all related titles, logos, characters; and SPIN MASTER logo are trademarks of Spin Master Ltd. Used under license. Nickelodeon and all related titles and logos are trademarks of Viacom International Inc.

NOTE:

This legal information should be placed on the back of the package, bottom right side, near the licensing logo. In addition, the symbols ® or TM, as applicable, should appear next to the first or most prominent use of the name PAW Patrol and any character names when they appear on a piece of licensed merchandise or in any advertising copy. On products and in print advertising, the required notices must be applied in a legible and permanent format. The proper wording and placement of all notices must be approved, in writing, by Nickelodeon.

