



furReal

RETAIL MERCHANDISING GUIDE

Spring 2017 Retail Season



GUIDE USE & PURPOSE

Building and maintaining a strong brand requires consistency and discipline. The following guides will serve as both your inspiration and your road map for building the furReal Brand across the blueprint.

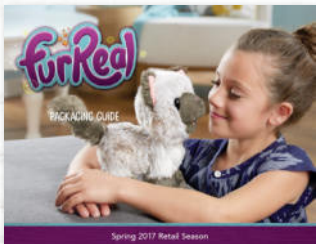


The RETAIL MERCHANDISING GUIDE includes guidelines on creating a quality merchandising plan that corresponds with the brand's standards and expectations, in-store and through print and on-line.

OTHER GUIDES



The BRAND TOOL KIT provides an overview of the assets and usage rules for furReal branding, beginning with the Spring 2017 retail season.



The PACKAGING GUIDE includes specifics for creating a package in the 2017 line look.



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PURPOSE OF RETAIL MERCHANDISING GUIDE

To ensure global brand consistency in all aspects of marketing and to provide both tools and assets to create impactful, exciting and informative retail merchandising displays that complement the over-arching brand position and advertising campaign.

ASSET DISTRIBUTION

Assets can be found on the Hasbro Content Services Portal website at <https://portal.hcs.hasbro.com>.

Hasbro employees can register for an account at <http://register.hcs.hasbro.com>. Once registered, internal users can log on to the HCS Portal by using their network username and password.

External user account requests are also processed via <http://register.hcs.hasbro.com> and must be submitted by a Hasbro employee sponsor.

To access the full list of merchandising guides, users can click the "Merchandising Guides" link, which is located in the Quick list column on the left side of the HCS Portal page. After locating the desired guide, select the icon that looks like a chain link to bring up a list of all of the individual linked assets.

Users can also use the advanced search tab (also on the left side of the HCS Portal page) to search for assets by title; year; season (if there is one); brand or segment name; type of asset; etc.

Fonts are not provided by HCS and must be purchased separately unless otherwise noted.



BRAND GUIDELINES

This page provides guidelines to help your written communications stay on-brand.

BRAND IDENTITY*

The furReal brand is deeply rooted in magical connections — the magic that occurs every time children experience an emotional connection to their furReal pets.

POSITIONING*

The furReal brand inspires kids to experience magical connections with their 'real' pets, full of engaging responses, spontaneous movements, and a returned affection that keeps the kids wanting more.

INTRODUCTION

The furReal brand's family of pets are engaging and often surprising friends that quickly become a child's favorite companion, baby, or even "partner in crime". Unlike other plush toys, furReal pets aren't intended to be merely watched or collected; they're designed to be played with, lived with, and loved. Engaging features capture kids' attention, but it's the emotional bonds — the magical connections — they develop with their pets that they'll remember for years to come.

TONE OF VOICE

Fun, upbeat, and emotionally connected. You're writing to appeal to the imaginations and emotions of kids who love animals. They want pets to play with and take care of, who'll be loyal and loving friends in return.

*Identity and Positioning statements are for internal use only.

LOGO



PRIMARY



NOTE:

- Layered file contains both black and white TMs.
- Use color that will best show on chosen background.
- Follow legal guidelines (page 16) for TM useage.

2017_FR_Logo_Final_layered.psd

Usage Examples



On teal wood background.



On purple wood background.



On white wood background.

DO NOT Rotate



DO NOT Change Colors



DO NOT Modify



Do not remove "magic" elements (stars, light flares, etc.) from logo.

Fonts & Type Treatments



PRODUCT NAME AND HEADLINES

STICK-A-ROUND

A B C D E F G* H i* J K L M N O* P Q* R S T U V W X Y* Z

Format Stick-A-Round horizontal and vertical scale

Horizontal Scale: 110%

Vertical Scale: 90%

*Stick-A-Round should be typed in UPPERCASE with the exception of the letters "i" and "y". Use Glyphs window to set g, i, o, q, y.



Use lowercase "f" when instances of "FurReal" is styled with Stick-A-Round font.



Fonts may be purchased at www.fonts.com.

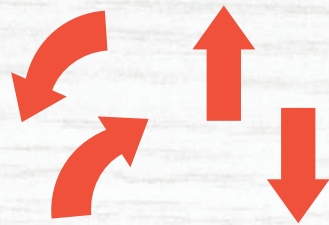
BODY COPY

Avenir

Aa Bb Cc Dd Ee
Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz



ICONS & HOLDING SHAPES



FR_Icons_HoldingShapes_2017.ai

Sound Icon

- Icon to represent sound feature in product.
- Use as support for call outs and/or feature photography.
- May be rotated as needed.
- Color may be changed to knockout white.

Arrows

- Use arrows to indicate movement in product.
- Primarily used on feature photography.
- Use in pairs.
- May be rotated and moved apart as needed.
- Color may be changed to knockout white.

Square

- Use as holding shape for Back of Pack (BoP), Feature Photography.
- Frame to scale proportionately with shape.
- Color may not change.

Musical Notes

- Musical notes are used for The Luvimals™ SKUs ONLY
- Use a minimum of 3 notes.
- May be rotated and moved apart as needed.
- Color may be changed to knockout white.

URL TREATMENT

Meet more pet friends!

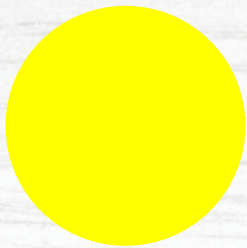
FURREAL.COM

FR_URL_2017.ai

COLORS & BACKGROUNDS



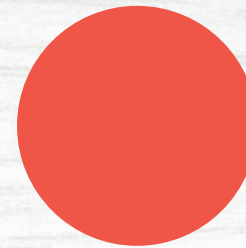
COLORS



PMS 255 C



C: 60
M: 0
Y: 20
K: 0



C: 0
M: 81
Y: 74
K: 0

BACKGROUNDS



2017_FR_TealWood_Bkgrd.psd



2017_FR_PurpleWoodgrain_PMS-255C_SpotChannel.tif
(Use this as a LINKED file for all printed materials).

2017_FR_PurpleWoodgrain_RGB.tif
(Use this for digital work).



2017_FR_WhiteWood_Bkgrd.psd

PRODUCT PHOTOGRAPHY



SPRING PRODUCT

Kami, My Poopin' Kitty



C1156_FurReal_Kami_Poopin_Kitty_Leash_Silhouette_BRAND_IMAGE_17.tif



C1156_FurReal_Kami_Poopin_Kitty_Silhouette_BRAND_IMAGE_17.tif



C1156_FurReal_Kami_Poopin_Kitty_Poop_Silhouette_BRAND_IMAGE_17.tif

Pax, My Poopin' Pup



B3527_FurReal_Pax_Poopin_Pup_Pax_Leash_Silhouette_BRAND_IMAGE_17.tif



B3527_FurReal_Pax_Poopin_Pup_Silhouette_BRAND_IMAGE_17.tif



B3527_FurReal_Pax_Poopin_Pup_Poop_Silhouette_BRAND_IMAGE_17.tif

PRODUCT PHOTOGRAPHY



SPRING PRODUCT

Fuzz Pets



C0733_FurReal_Fuzz_Pet_Bunny_
Silhouette_BRAND_IMAGE_17.tif



C0733_FurReal_Fuzz_Pet_Bunny_
Silhouette_Blanket_BRAND_IMAGE_17.tif



B9063_FurReal_Fuzz_Pet_Kitty_
Silhouette_BRAND_IMAGE_17.tif



B9063_FurReal_Fuzz_Pet_Kitty_Brush_
Silhouette_BRAND_IMAGE_17.tif



B9064_FurReal_Fuzz_Pet_Goldie_
Silhouette_BRAND_IMAGE_17.tif



B9064_FurReal_Fuzz_Pet_Goldie_
Silhouette_Bone_BRAND_IMAGE_17.tif

PRODUCT PHOTOGRAPHY



SPRING PRODUCT

The Luvimals



C2173_FurReal_Luvimals_Biscuit_Silhouette_
BRAND_IMAGE_17.tif



C2173_FurReal_Luvimals_Hound_Dog_Silhouette_
BRAND_IMAGE_17.tif



C2173_FurReal_Luvimals_Jazz_Cat_Silhouette_
BRAND_IMAGE_17.tif



C2173_FurReal_Luvimals_Owl_Silhouette_
BRAND_IMAGE_17.tif



C2173_FurReal_Luvimals_Ducky_Silhouette_
BRAND_IMAGE_17.tif



C2173_FurReal_Luvimals_Lamby_Silhouette_
BRAND_IMAGE_17.tif

PRODUCT PHOTOGRAPHY



CARRY FORWARDS

Torch, My Blazin' Dragon



B5142_FurReal_Torch_Silhouette_BRAND_IMAGE_17.tif



B5142_FurReal_Torch_Smoke_Silhouette_BRAND_IMAGE_17.tif

furReal Friends Bootsie



B5936_FurReal_Bootsie_Silhouette_
BRAND_IMAGE_17.tif



B5936_FurReal_Bootsie_Head_Left_Silhouette_
BRAND_IMAGE_17.tif



B5936_FurReal_Bootsie_Head_Right_Silhouette_
BRAND_IMAGE_17.tif

PACKAGING PHOTOGRAPHY



SPRING

Kami, My Poopin' Kitty



Pax, My Poopin' Pup



The Luvimals



Fuzz Pets



NOTE:

Examples of packaging images are for **reference only**. Final images may be downloaded from HCSP.

PACKAGING PHOTOGRAPHY



CARRY FORWARDS

furReal Friends Bootsie

Torch, My Blazin' Dragon



NOTE:

Examples of packaging images are final. Images may be downloaded from HCSP.

LIFESTYLE PHOTOGRAPHY



THE LUVIMALS



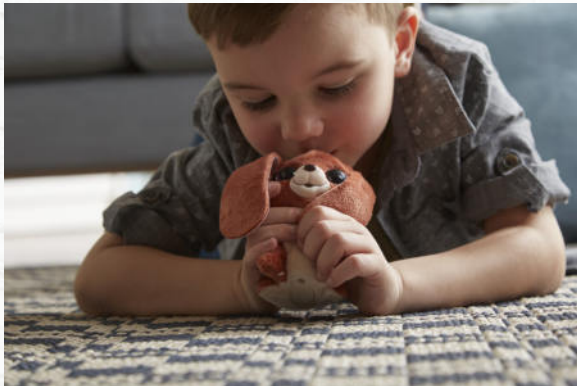
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C2173_FurReal_Luvimals_BRAND_IMAGE_0148_17.tif



C2173_FurReal_Luvimals_BRAND_IMAGE_0325_17.tif



C2173_FurReal_Luvimals_BRAND_IMAGE_0363_17.tif



C2173_FurReal_Luvimals_BRAND_IMAGE_0397_17.tif



C2173_FurReal_Luvimals_BRAND_IMAGE_0435_17.tif

LIFESTYLE PHOTOGRAPHY



THE LUVIMALS, CONTINUED



C2173_FurReal_Luvimals_BRAND_IMAGE_0454_17.tif



C2173_FurReal_Luvimals_BRAND_IMAGE_0467_17.tif



C2173_FurReal_Luvimals_BRAND_IMAGE_0570_17.tif



C2173_FurReal_Luvimals_BRAND_IMAGE_0602_17.tif



C2173_FurReal_Luvimals_BRAND_IMAGE_0637_17.tif



C2173_FurReal_Luvimals_BRAND_IMAGE_0884_17.tif

LIFESTYLE PHOTOGRAPHY



KAMi, MY POOPIN' KITTY



C1156_FurReal_Kami_Poopin_Kitty_
BRAND_IMAGE_0037_17.tif



C1156_FurReal_Kami_Poopin_Kitty_
BRAND_IMAGE_0044_17.tif



C1156_FurReal_Kami_Poopin_Kitty_
BRAND_IMAGE_0106_17.tif



C1156_FurReal_Kami_Poopin_Kitty_
BRAND_IMAGE_0283_17.tif



C1156_FurReal_Kami_Poopin_Kitty_
BRAND_IMAGE_0337_17.tif



C1156_FurReal_Kami_Poopin_Kitty_B
RAND_IMAGE_0517_17.tif

LIFESTYLE PHOTOGRAPHY



KAMi, MY POOPIN' KITTY



C1156_FurReal_Kami_Poopin_Kitty_
BRAND_IMAGE_0428_17.tif



C1156_FurReal_Kami_Poopin_Kitty_
BRAND_IMAGE_0634_17.tif



C1156_FurReal_Kami_Poopin_Kitty_
BRAND_IMAGE_0660_17.tif

FUZZ PETS



B9064_FurReal_Fuzz_Pet_Goldie_
BRAND_IMAGE_7821_17.tif



B9064_FurReal_Fuzz_Pet_Goldie_
BRAND_IMAGE_7935_17.tif



B9064_FurReal_Fuzz_Pet_Goldie_
BRAND_IMAGE_8027_17.tif

LIFESTYLE PHOTOGRAPHY



FUZZ PETS, CONTINUED



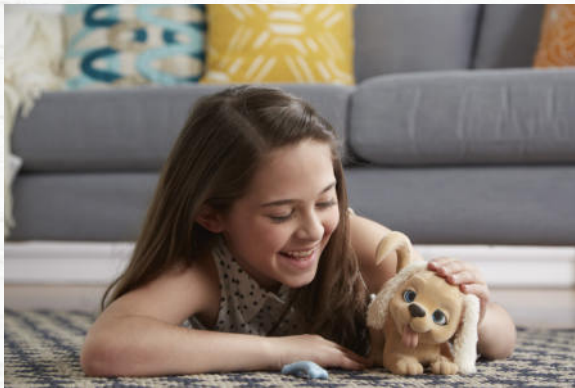
B9064_FurReal_Fuzz_Pet_Goldie_
BRAND_IMAGE_8086_17.tif



B9064_FurReal_Fuzz_Pet_Goldie_
BRAND_IMAGE_8106_17.tif



B9064_FurReal_Fuzz_Pet_Goldie_
BRAND_IMAGE_8177_17.tif



B9064_FurReal_Fuzz_Pet_Goldie_
BRAND_IMAGE_8231_17.tif



B9064_FurReal_Fuzz_Pet_Goldie_
BRAND_IMAGE_8441_17.tif



B9064_FurReal_Fuzz_Pet_Goldie_BRAND_
IMAGE_8477_17.tif

LIFESTYLE PHOTOGRAPHY



FUZZ PETS, CONTINUED



B9063_FurReal_Fuzz_Pet_Kitty_
BRAND_IMAGE_8730_17.tif



B9063_FurReal_Fuzz_Pet_Kitty_
BRAND_IMAGE_8793_17.tif



B9063_FurReal_Fuzz_Pet_Kitty_
BRAND_IMAGE_8885_17.tif



C0733_FurReal_Fuzz_Pet_Bunny_
BRAND_IMAGE_9298_17.tif



C0733_FurReal_Fuzz_Pet_Bunny_
BRAND_IMAGE_9316_17.tif



C0733_FurReal_Fuzz_Pet_Bunny_
BRAND_IMAGE_9354_17.tif

LIFESTYLE PHOTOGRAPHY



FUZZ PETS, CONTINUED



C0733_FurReal_Fuzz_Pet_Bunny_
BRAND_IMAGE_9402_17.tif



C0733_FurReal_Fuzz_Pet_Bunny_
BRAND_IMAGE_9477_17.tif



C0733_FurReal_Fuzz_Pet_Bunny_
BRAND_IMAGE_9508_17.tif

POS



HEADERS



2017_FR_Header.psd



2017_FR_DieCut_Header.ai

SHELF STRIP



2017_FR_ShelfStrip.psd

Example application



NOTE: Planogram image is used as reference ONLY.

POS



BLADE SIGNS



2017_FR_BladeSign_Tall.ai



2017_FR_BladeSign_Short.ai

GOOSENECK

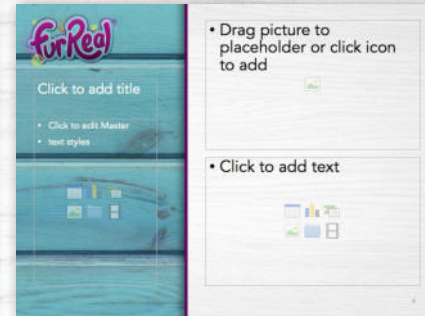
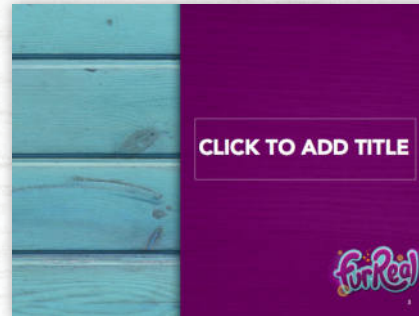
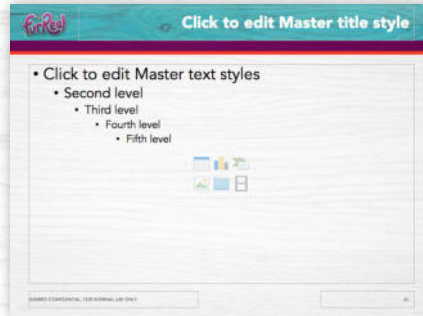


2017_FR_Gooseneck.ai

POWERPOINT

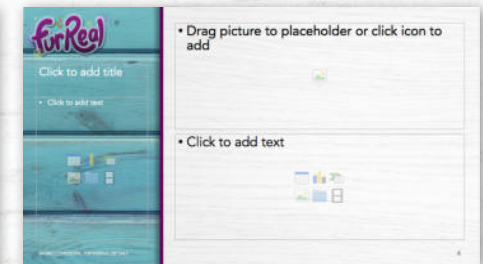
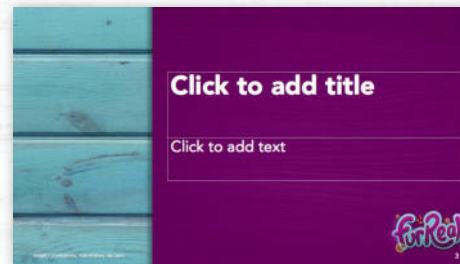
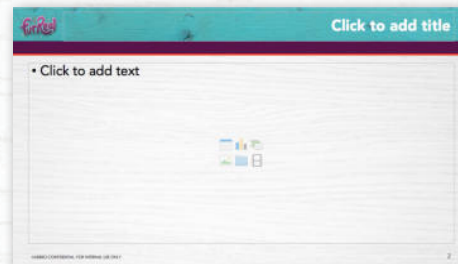


4:3 RATIO



2017_FR_PPT_Standard.ppt

16:9 RATIO



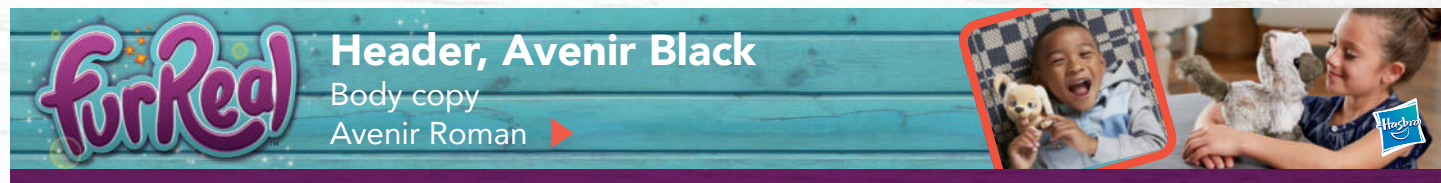
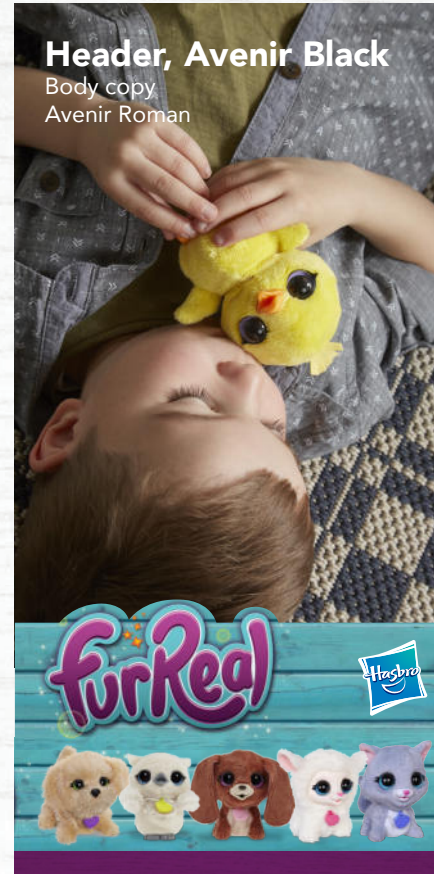
2017_FR_PPT_Widescreen.ppt

DIGITAL



When creating layouts for digital assets, please use the following guidelines:

- Banners will advertise feature product or showcase the brand as a whole.
- Banners will reflect the brand objective of showcasing the emotional connection of product and consumer.
- Use the furReal logo and woodgrain assets.
- Use Avenir as copy font.
- Always use furReal lifestyle photography that shows interaction between child and pet, never just photos of pets.



LEGAL



1. For **Hasbro properties**: ®/TMs do not apply outside the U.S.A. Do not provide artwork with ®s or TMs for Hasbro Logo, Hasbro Product names or other Hasbro Graphics/Logos.
2. No asterisks are required to denote names and logos as belonging to Hasbro vs. 3rd Party Licensors.
3. U.S. and Localized signage are covered for ®s and TMs by US/Localized packages that are in proximity/merchandising area.
4. All signage — wherever possible — should include **the Hasbro Logo**. The Hasbro logo should NOT include ®s or TM (see above).
5. The **Hasbro copyright line** should be included on all signage wherever possible: ©2016 Hasbro. All Rights Reserved.
6. **Third party licensors** DO need to be credited for any merchandising that includes their licensed properties or images.
7. Key to this area will be to obtain specific direction from Licensors with regard to their properties — please address & request this info with Marketing when reviewing new Guides.
8. The content of the licensor credit lines (and whether or not to include their logos) is governed by the particular licensor's stated preferences/instructions. The marketing team should be in contact with the licensor to establish and confirm the licensor's preferences. This may apply to individual names and logos, usage of ®s or TM , and the associated credit lines.
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