

Littlest Pet Shop®



**SPECIAL COLLECTION
MERCHANDISING GUIDE**

SPRING 2018

MERCHANDISING GUIDE

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ASSETS VALID THROUGH SPRING 2018 RETAIL SEASON

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 overarching brand position and advertising campaign. Copy shown is illustrative but has not been cleared for any specific market.

ASSET DISTRIBUTION:

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No asterisks are required to denote names and logos as belonging to Hasbro vs. third party licensors.

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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 TMs and ®s, and the associated credit lines.

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FROSTING FRENZY

PLEASE NOTE THAT THIS MERCHANDISE GUIDE SHOULD ONLY
BE USED TO SUPPORT THE SPRING '18 FROSTING FRENZY COLLECTION.
THIS IS NOT THE MAIN SPRING '18 MERCHANDISE GUIDE.
FOR ANY QUESTIONS REGARDING USAGE, PLEASE CONTACT THE
GLOBAL BRAND TEAM.



PRIMARY LOGO

LOGO COLORS



PMS 266 C Stripe pattern 85% of PMS 266 c White outline

SMALL LOGO



Use when smaller than 1"



BRAND TYPOGRAPHY

POPULAIRE

Headers and callouts

Font can be purchased at:

<http://www.myfonts.com/fonts/pintassilgo/populaire/>

MUSEO SANS

Body copy

Fonts can be purchased at:

<http://www.myfonts.com/fonts/exljbris/museo-sans/>

NON-CONSUMER-FACING TYPOGRAPHY

GOTHAM FAMILY

Non-consumer-facing documents

POPULAIRE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

MUSEO SANS 900

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Museo Sans 300

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
0123456789

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

COLOR PALETTE

LAVENDER FROSTING

R=155 G=159 B=223

PMS 2705

C=40 M=36 Y=51 K=0

STRAWBERRY

R=255 G=209 B=220

VANILLA

R=255 G=209 B=220

CHOCOLATE

R=255 G=209 B=220

BLUE SPRINKLES

R=255 G=209 B=220

PINK

R=255 G=209 B=220

NEON YELLOW

R=255 G=209 B=220

PMS 324 C

C=35 M=0 Y=14 K=0

PMS Rhodamine Red C

C=0 M=90 Y=16 K=0

PMS 809 C

THIS COLOR PALETTE SHOULD ONLY BE USED WITH THE
SPRING 2018 SPECIAL COLLECTION (FROSTING FRENZY STYLE.)

PHOTOGRAPHY

FROSTING FRENZY 2PK E0399



F 2018 LPS 351547 SweetTreat 2Pack 2SILO.png



F 2018 LPS 351547 SweetTreat 2Pack 4SILO.png



F 2018 LPS 351547 SweetTreat 2Pack 1SILO.png



F 2018 LPS 351547 SweetTreat 2Pack 3SILO.png



PHOTOGRAPHY

FROSTING FRENZY FRIENDS E0397



PHOTOGRAPHY

PET PACKS E0400



POINT OF SALE

POINT OF SALE



POINT OF SALE

RETAIL POSTERS



M 2018 LPS Poster.ai

FSDU DISPLAY



POINT OF SALE

POINT OF SALE

BLADES

M 2018 LPS FF blade.ai



COLLECTION POSTER



M 2018 LPS FF Collection Poster.ai

CALLOUTS

SERIES TAG: Used to communicate the product series. This will be used on packaging and any platforms related to the Series (cross-sell, pet tracker, etc.) Each series is assigned a color and will be updated each season. (i.e. Series 1 = Purple, Series 2 = Pink, etc.)

SERIES
SERIE
SERIE 2

TAG SHOULD BE TILTED BETWEEN 5°AND 7°.

LITTLEST PET SHOP.COM: Should always be located on the right edge of a document/package. The callout will change color each season to ensure the color is NOT the same color as the Series color.

LITTLEST
PETSHOP
.COM

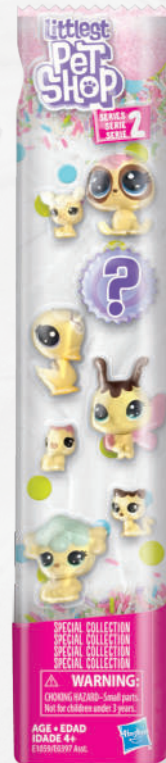
SURPRISE PET
SURPRISE PET
SURPRISE PET
SURPRISE PET

SURPRISE PET TAG: Only use this call-out where appropriate. DO NOT re-arrange type, stretch, change color, change orientation, etc. Please leave as-is.

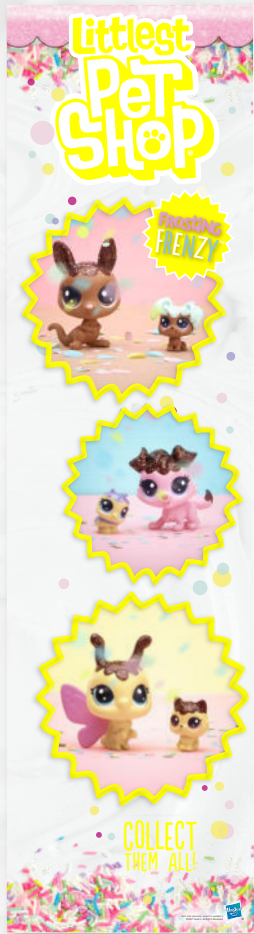
G 2018 LPS FF Callouts.ai



PACKAGING



DIGITAL BANNERS



160 x 600px



300 x 250px



728 x 90px