

# Play-Doh Doh Vinci

BRAND

**Merchandising Toolkit**  
**FALL 2018**



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# PURPOSE



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.

Assets can be found on CSP <http://csp.hasbro.com>. If you do not have a CSP account, click the “registration” page to register. Once logged in, type “2018 Merchandising Toolkit” into the search box. All guide assets are available for individual download.

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

ASSETS VALID THROUGH FALL 2018 RETAIL SEASON



# LEGAL LINES & POLICY STATEMENT



- For Hasbro properties: ®/TMs do not apply outside the USA. US and localized signage are covered for ®s and TMs by US/localized packages that are in proximity/merchandising area.
- All signage - wherever possible - should include the Hasbro logo and copyright line. The Hasbro logo should NOT include TM or ® (see above). The Hasbro copyright line and logo should be included on all signage wherever possible



Hasbro\_legal\_2018.ai

- No asterisks are required to denote names and logos as belonging to Hasbro vs. 3rd Party Licensors. Third party licensors DO need to be credited for any merchandising that includes their licensed properties or images.
- The images, products and logos contained in this publication are owned by Hasbro and its licensors, and include copyrights and trademarks. Use of this publication is limited to Hasbro employees and authorized customers.



# BRAND VOICE



## BRAND PROMISE

Unlike other art supplies aimed at the “creatively inclined”, the fun, open-ended DohVinci experience invites everyone to unlock their inner artist.

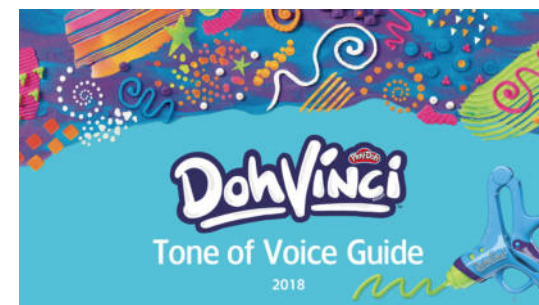
## BRAND DESCRIPTOR

Art that Pops off the Page

## BRAND TONE OF VOICE

The DohVinci voice is joyful, clear, and accessible, layered with a subtle touch of carefree irreverence.

All DohVinci branded content invites everyone to experience dimensional drawing and explore their own creative potential through this flexibly fun and amazingly unique art medium.



FOR MORE IN-DEPTH INFORMATION REGARDING COPY, PLEASE USE THE DOHVINCI TONE OF VOICE GUIDE FOUND ON [CSP](#).

ACCESS AND PERMISSION TO THE HASBRO CONTENT SERVICES SYSTEM IS NEEDED TO DISPLAY THESE ASSETS.

# LOGOS



## US

MUST ALWAYS INCLUDE THE WORD "BRAND" AND THE ™ SYMBOL WHERE INDICATED.



L\_2018\_FALL\_PDDV\_LOGO.AI

## INTERNATIONAL



L\_2018\_FALL\_PDDV\_INTER\_LOGO.AI



WHEN USED ON PURPLE BACKGROUNDS, BE SURE TO CHANGE "TM" TO WHITE.



DO NOT OUTLINE LOGO HOLDING SHAPE.

# LOGOS



## FALL 2018

MAKE SURE TO USE THE NEW FALL 2018 LOGO AND **NOT** THE SPRING 2018 LOGO.



L\_2018\_FALL\_PDDV\_LOGO.AI

**LOOK FOR THE YELLOW!**

## SPRING 2018



L\_2018\_PDDV\_LOGO.AI



Note: Please do not use the Play-Doh maker's mark on any DohVinci assets.



L\_2018\_PDDV\_MAKERSMARK\_BLACK.AI



# FONTS & COLOR

The fonts used in this guide are provided for creative reference only. Use of the fonts may require the acquisition of font software licenses from the font owner, which non-Hasbro parties may need to secure at their own cost. Hasbro does not provide rights to use or access to font software to non-Hasbro employees.

## **TFFOREVER BOLD (ALL CAPS) - PRODUCT NAMES**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

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## TFFOREVER REGULAR (ALL CAPS) - PRODUCT SUB NAMES

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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## *TFForever BoldItalic - CALLOUTS*

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

---

## *TFForever MediumItalic - CALLOUTS*

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

*abcdefghijklmnopqrstuvwxyz*

## Myriad Pro - LEGAL COPY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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## Myriad Pro - LEGAL COPY

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

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C0 M4 Y87 K0



PMS 637



C93 M100 Y18 K21



C0 M42 Y94 K0



C46 M0 Y100 K0



C0 M94 Y14 K0



# GRAPHIC ELEMENTS



D\_2018\_PDDV\_PackageHeader-Yellow.TIF


# GRAPHIC ELEMENTS

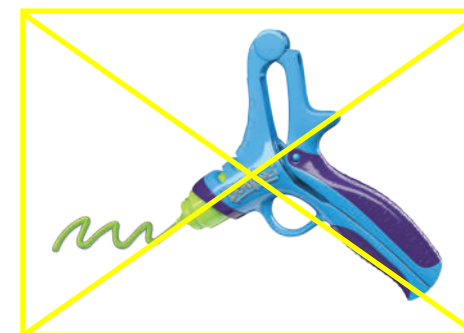


IMAGE INSET BOX  
PDDV\_2018\_GRAPHICELEMENTS.AI

Use this holding shape for inset images

OVAL CALLOUT  
PDDV\_2018\_GRAPHICELEMENTS.AI

 Please Note: The Drawing Tool will no longer be used as a primary graphic element.



# GRAPHIC ELEMENTS



G\_2018\_PDDV\_Compound\_Blues 4 Pk.tif



G\_2018\_PDDV\_Compound\_B+W 4Pk.tif



G\_2018\_PDDV\_Compound\_Oranges 4Pk.tif



G\_2018\_PDDV\_Compound\_Reds 4Pk.tif



G\_2018\_PDDV\_Compound\_Blended 6Pk.tif



G\_2018\_PDDV\_Compound\_Sparkle 6Pk.tif



G\_2018\_PDDV\_Compound\_Pastel 6Pk.tif

# LIFESTYLE IMAGES



F\_2018\_PDDV\_259.TIF



F\_2018\_PDDV\_119.TIF



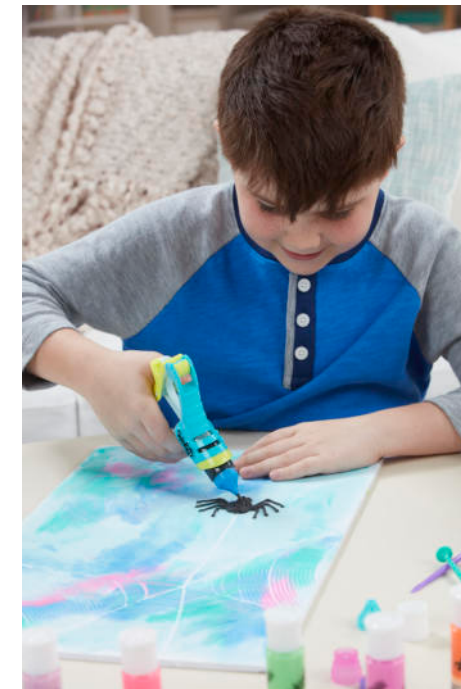
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F\_2018\_PDDV\_150.TIF



F\_2018\_PDDV\_151.TIF



F\_2018\_PDDV\_157.TIF



F\_2018\_PDDV\_174.TIF

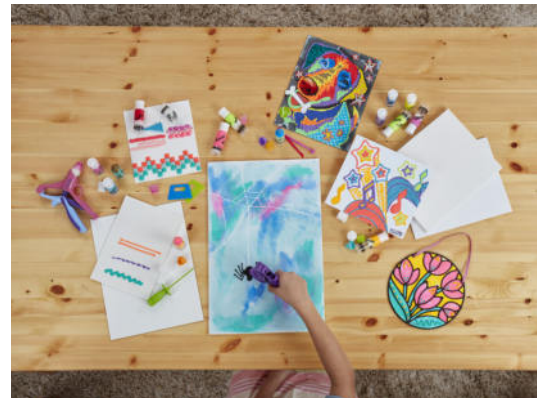
# LIFESTYLE IMAGES



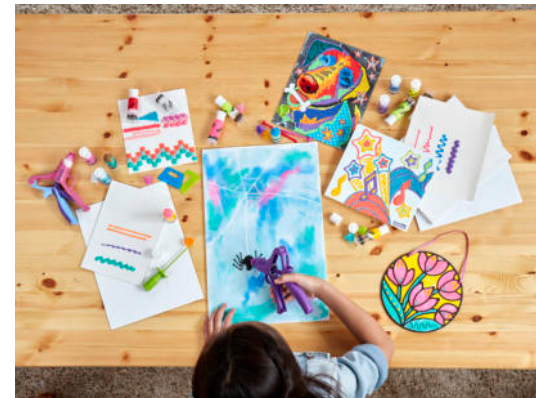
F\_2018\_PDDV\_757.TIF



F\_2018\_PDDV\_749.TIF



F\_2018\_PDDV\_711.TIF



F\_2018\_PDDV\_725.TIF



F\_2018\_PDDV\_746.TIF



F\_2018\_PDDV\_753.TIF

# LIFESTYLE IMAGES



F\_2018\_PDDV\_227.TIF



F\_2018\_PDDV\_255.TIF



F\_2018\_PDDV\_68.TIF



F\_2018\_PDDV\_506.TIF



F\_2018\_PDDV\_511.TIF

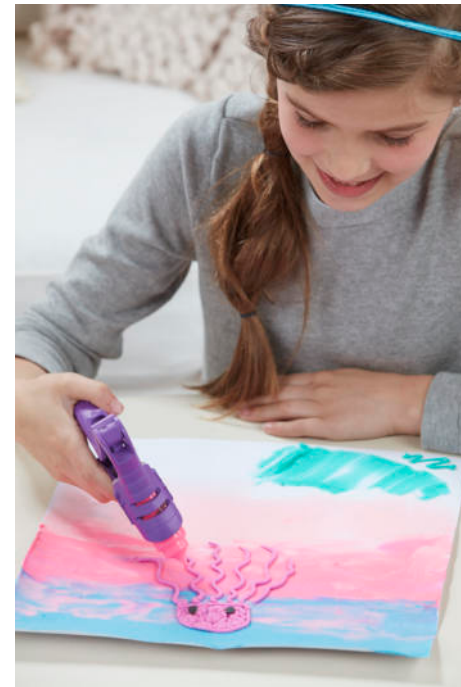


F\_2018\_PDDV\_567.TIF

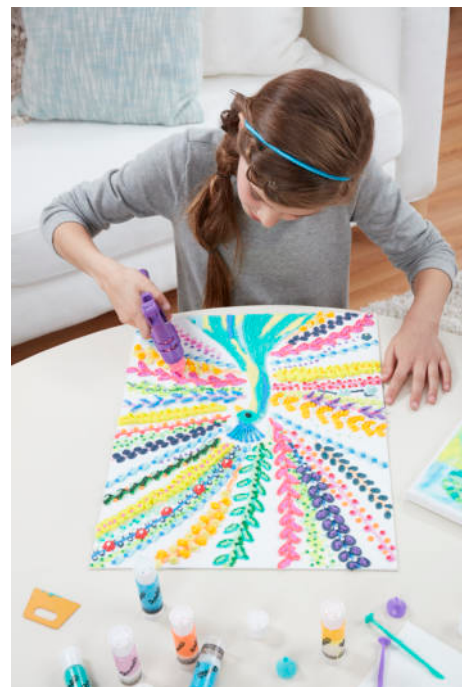
# LIFESTYLE IMAGES



F\_2018\_PDDV\_520.TIF



F\_2018\_PDDV\_190.TIF



F\_2018\_PDDV\_520.TIF



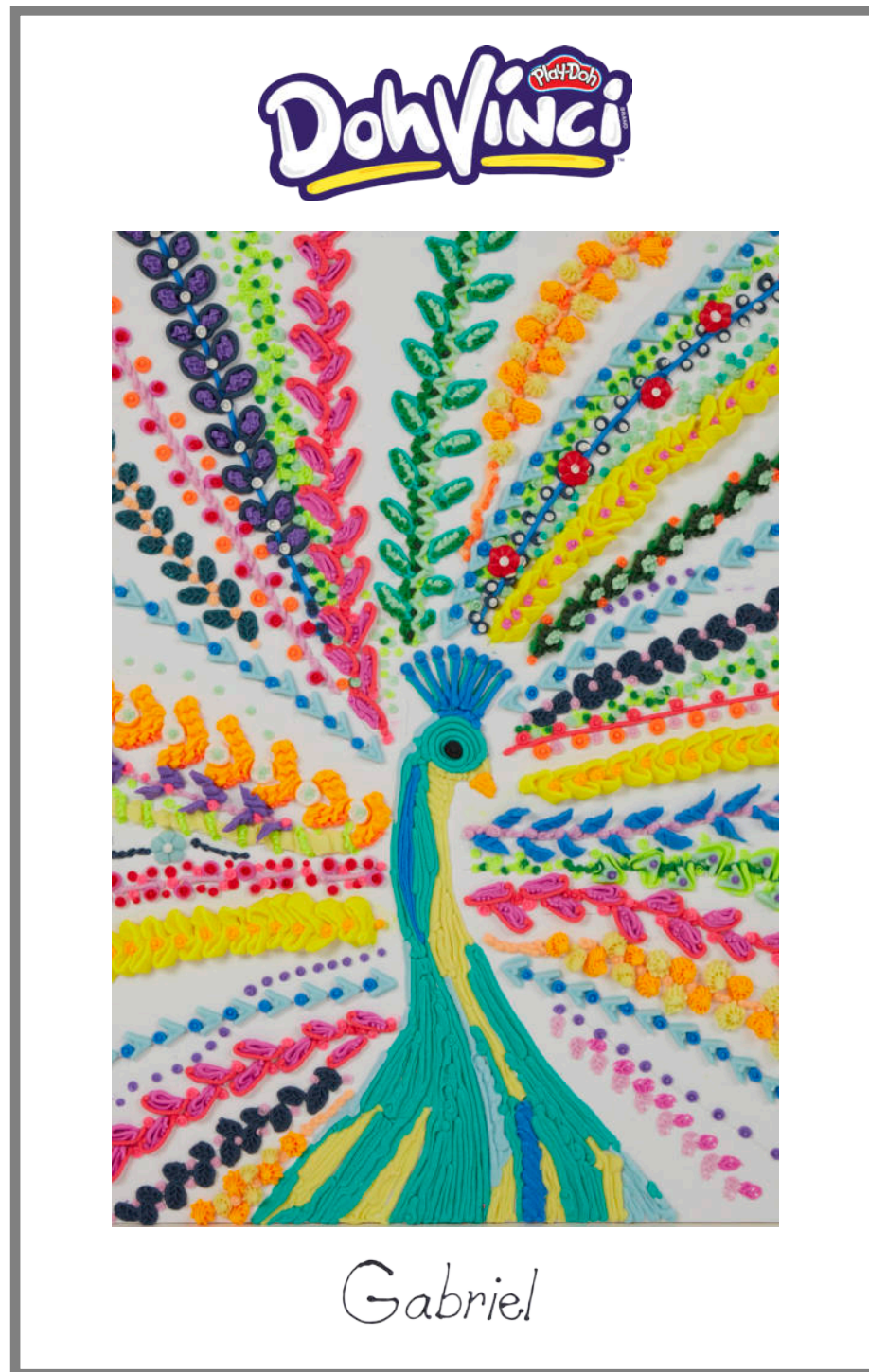
F\_2018\_PDDV\_240.TIF



F\_2018\_PDDV\_548.TIF

# KID ARTWORK & SIGNATURES

These posters showcase the many ways kids can make art with DohVinci compound. Use these assets to create different posters for use in bus stops, museum events, art workshops, retail events, and more to inspire everyone to try DohVinci art supplies.



Gabriel

F\_2018\_PDDV\_Creation11.TIF



F\_2018\_PDDV\_Creation13.TIF



F\_2018\_PDDV\_Creation10.TIF



F\_2018\_PDDV\_Creation19.TIF



F\_2018\_PDDV\_Creation22.TIF



F\_2018\_PDDV\_Creation23.TIF



F\_2018\_PDDV\_Creation16.TIF



F\_2018\_PDDV\_520.TIF



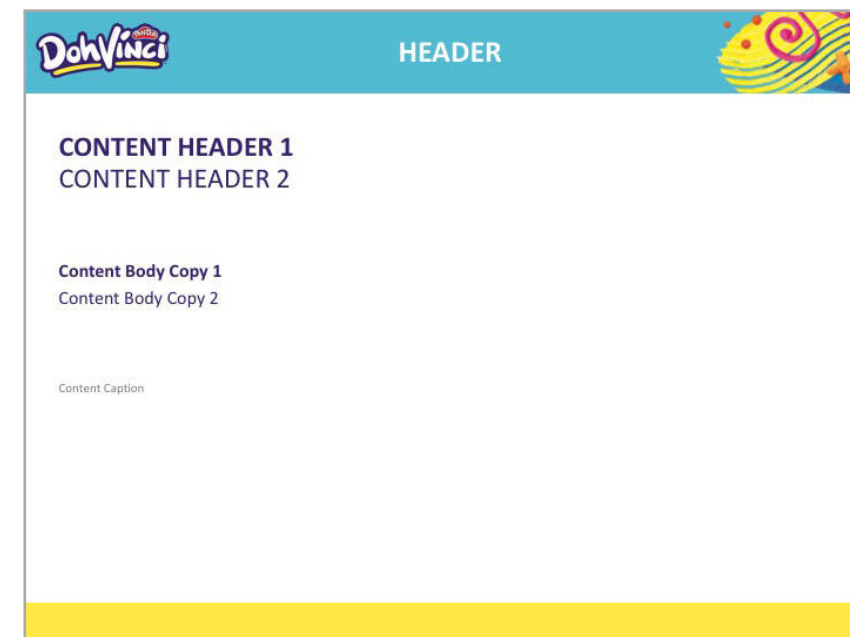
F\_2018\_PDDV\_Creation20.TIF

Amelia  
Elisa  
Sofia  
Lucas  
Daniel  
Maria  
Teresa  
Gabriel

F\_2018\_PDDV\_Names.psd



# POWERPOINT TEMPLATES



Z\_2018\_PDDV\_Powerpoint\_Format16.9.zip

Z\_2018\_PDDV\_Powerpoint\_Format4.3.zip

**DohVinci**  
Play-Doh  
BRAND

**MERCHANDISING**



# BLADE SIGNS & BANNER

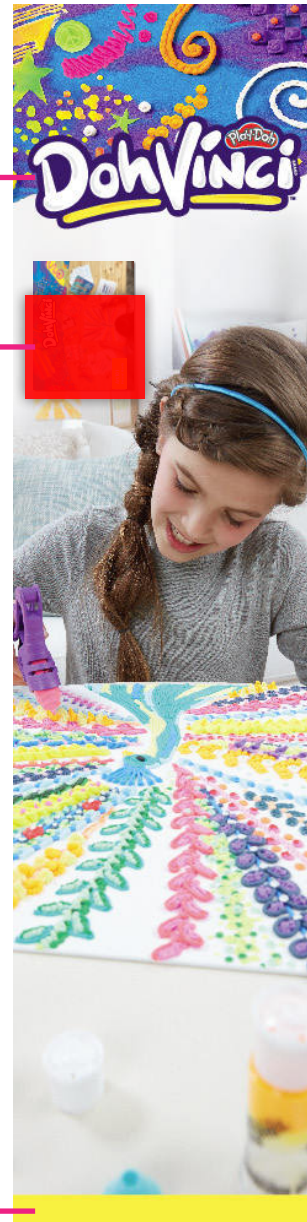


UPDATED LOGO & HEADER

POCKET FOR HOW-TO GUIDE

See page 25 for more

YELLOW BAR



Z\_2018\_PDDV\_Blade1.zip



Z\_2018\_PDDV\_Blade2.zip



Z\_2018\_PDDV\_4x8 Banner\_GSMM.zip

Focus of photography should be on art and supplies over image of the children.

# HEADERS, DIORAMA & SHELF STRIP



Z\_2018\_PDDV\_Header.zip



Z\_2018\_PDDV\_DioramaHeader\_28in.zip  
Z\_2018\_PDDV\_DioramaRiser.zip



Z\_2018\_PDDV\_Header48x12.zip



Z\_2018\_PDDV\_Shelf Strips.zip

# IN AISLE DISPLAYS



Z\_2018\_PDDV\_Display.zip



**FLOODCOAT**



**C0 M4 Y87 K0**

Z\_2018\_PDDV\_FloorDisplay.zip

Focus of photography should be on art and supplies over image of the children.

# ENDCAP



Z\_2018\_PDDV\_Blade2.zip



Z\_2018\_PDDV\_Endcap.zip



Z\_2018\_PDDV\_Shelf Strips.zip

Focus of photography should be on art and supplies over image of the children.

# QUARTER PALLET



## FLOODCOAT



C0 M4 Y87 K0



Z\_2018\_PDDV\_QuarterPallet.zip

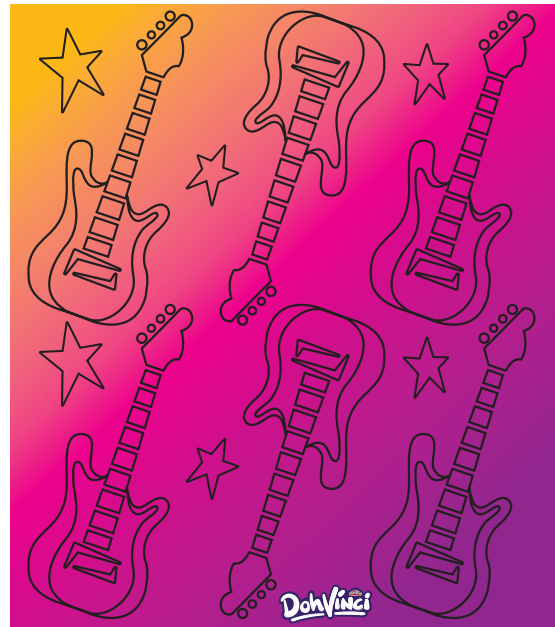


Z\_2018\_PDDV\_QuarterPallet\_ShelfStrip.zip

Focus of photography should be on art and supplies over image of the children.

# TRIAL ARTWORK FOR EVENTS

The best way to introduce DohVinci art is to get it into kids' hands! Print these at any scale for in-store trials, demonstrations, or other events.



Z\_2018\_PDDV\_InStoreEvents3.zip



Z\_2018\_PDDV\_InStoreEvents5.zip



Z\_2018\_PDDV\_InStoreEvents2.zip



Z\_2018\_PDDV\_InStoreEvents4.zip



Z\_2018\_PDDV\_InStoreEvents1.zip



# ART 101 GUIDE

This new 20-page book will inspire and educate consumers about the DohVinci experience with easy how-tos and amazing art ideas. Print it out as a giveaway in-aisle or at retail and PR events, or provide a digital copy online!



**Art 101**  
Ideas and How-Tos

**Texture Techniques**  
With the scraping and modeling tools, you can make impressions in the compound that make for impressive art!

**Pro tip:** Squeeze multiple colors onto the surface before using the scraping tool for one mixed watercolor-like effect!

**Just Like Icing on a Cake**  
A lot of people say using the drawing tips feels almost like decorating a cake! And remember, the drawing compound isn't for eating!

**FAQ & FYI**

**How will I know when my project is ready?**  
The compound will feel dry or at least springy to the touch. If it still feels wet, it may be affected by factors like humidity or how much compound was used on the surface.

**Does drawing compound stain?**  
Most colors won't stain most surfaces, but spot check just to be sure. Test first is most likely to save.

**Are the tubes recyclable?**  
Yes! Check to see if your local recycling program accepts #5 plastics.

**Adjusting the drawing tool**  
Use the short arm when using a new tube of drawing compound, then switch to the long arm when the tube is half-empty.

**Look for the Starter Set and color refill packs and start the art!**  
Be sure and always, please, be safe!

**Amaze yourself with all the art YOU can create!**  
Create DohVinci art on a variety of surfaces like paper, canvas, cardboard, glass, wood crafts, and more!