



Littlest Pet Shop®

MERCHANDISING GUIDE

SPRING 2018

Hello



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.

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MERCHANDISING GUIDE

LEGAL LINES AND POLICY STATEMENT

POSITIONING

CORE BRANDING

- LOGO
- LOGO NO-NOS
- TYPOGRAPHY
- COLOR

POINT OF SALE

- LARGE SIGNS
- RETAIL DISPLAYS
- HEADERS
- BLADES
- GOOSENECKS
- PACKAGING
- POSTERS

PET PHOTOGRAPHY

SUPPORTING DESIGN & MARKETING ELEMENTS

- CALLOUTS
- HOLDING DEVICES
- COLLECTION ICONS & COLOR
- POWERPOINT SLIDES
- DIGITAL BANNERS

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BRAND ESSENCE

Adorable on the outside,
but surprisingly energetic,
mischievous, and
adventurous on the inside,
LITTEST PET SHOP
CONSTANTLY DELIGHTS
WITH THE UNEXPECTED.
UNLEASH WHAT'S INSIDE

Not consumer-facing



BRAND VALUE & BENEFITS

ENCOURAGING SELF-EXPRESSION AND DISCOVERY THROUGH EXPLORATION, HUMOR, AND ADVENTURE.

- An expansive world of engaging adventure and explosive giggly experiences
- A creative outlet to tell stories that inspire and empower
- A community of unconditional belonging and safe testing of boundaries

REASONS TO BELIEVE

IRRESISTIBLE, ADORABLE ANIMALS LIVING IN A PET-CENTRIC WORLD.

- A wide variety of characters with rich and colorful personalities
- Continuous surprises and humor
- Master-crafted storytelling
- Omni-channel expressions

BRAND PERSONALITY

SPARKED BY A COMEDIC UNDERTONE, LPS PROVIDES A PLAYFUL DUALITY BETWEEN TWO UNEXPECTED TRAITS.

- Endearingly courageous
- Irresistibly energetic
- Adorably sassy
- Mischievous and loveable
- Sweet and strong
- Innocent rebellion



Not consumer-facing

BRAND VOICE

To enhance the interactivity of the brand and give kids a more active role in storytelling play, LPS asks them what the story is. Pets and playsets provide a context for the narrative, but it's the child who provides the storyline.

The brand makes frequent use of two techniques to encourage kids to fill in the blanks themselves:

1. **Asking direct questions about the action**
 - Questions should be open-ended, not “yes or no”
 - Questions should encourage kids to come up with their own stories
2. **Pointing out unusual, uncharacteristic, or otherwise surprising details**
 - Copy should set up story background so that kids can decide where the action will go

EXAMPLES

The Cruise Ship is embarking on its biggest trip yet — a mystery tour! It's leaving at midnight for destinations unknown. Where could it be going?

Philomena Fintail, the minnow, has been going to the gym for weeks now but won't tell anyone why. Rumor has it that she's taking swimming lessons. Hmm... sounds a bit fishy!

PRIMARY LOGO

LOGO COLORS



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

SMALL LOGO



Use when smaller than 1"



X2 Clear space surrounding logo X2 the width of the white outline X2

LOGO NO-NOs

DO NOT...



Adjust the stripe pattern scale. Stripe pattern should be scaled with the logo.



Remove the white outline.



Adjust the size of "Littlest" or "Pet Shop."



Change the colors of the solid or striped parts of the logo



Remove "Littlest" or "Pet Shop."



Use letters without shadow box.



Add logo to a holding shape.



Stretch vertically or horizontally.

TYPOGRAPHY

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/>

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

NON-CONSUMER-FACING TYPOGRAPHY

GOTHAM FAMILY

Non-consumer-facing documents

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

COLOR

PRIMARY COLOR SYSTEM

LPS has two hero brand colors.



SPOT COLOR:
PANTONE: 266 C
SCREEN USE:
R:107 G:63 B:185
CMYK PRINTING:
C:70 M:81 Y:0 K:0



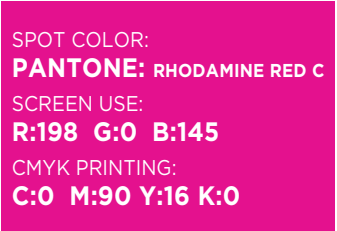
SPOT COLOR:
PANTONE: 3252 C
SCREEN USE:
R:119 G:206 B:200
CMYK PRINTING:
C:65 M:0 Y:28 K:0

SECONDARY COLOR SYSTEM

The secondary colors are complementary to our primary colors. Secondary colors should be used sparingly to accent the the primary color system.



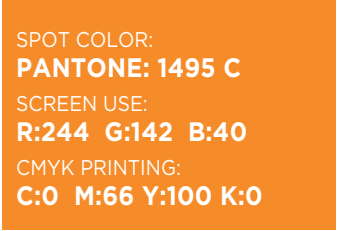
SPOT COLOR:
PANTONE: PURPLE C
SCREEN USE:
R:166 G:43 B:180
CMYK PRINTING:
C:25 M:100 Y:3 K:0



SPOT COLOR:
PANTONE: RHODAMINE RED C
SCREEN USE:
R:198 G:0 B:145
CMYK PRINTING:
C:0 M:90 Y:16 K:0



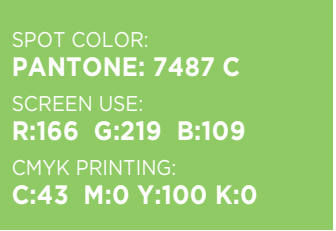
SPOT COLOR:
PANTONE: 178 C
SCREEN USE:
R:230 G:89 B:90
CMYK PRINTING:
C:1 M88 Y:97 K:0



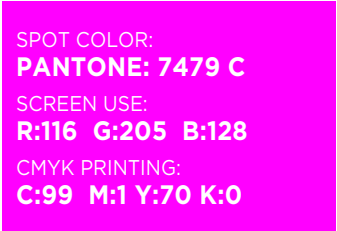
SPOT COLOR:
PANTONE: 1495 C
SCREEN USE:
R:244 G:142 B:40
CMYK PRINTING:
C:0 M:66 Y:100 K:0



SPOT COLOR:
PANTONE: 123 C
SCREEN USE:
R:244 G:197 B:61
CMYK PRINTING:
C:1 M:34 Y:100 K:0



SPOT COLOR:
PANTONE: 7487 C
SCREEN USE:
R:166 G:219 B:109
CMYK PRINTING:
C:43 M:0 Y:100 K:0



SPOT COLOR:
PANTONE: 7479 C
SCREEN USE:
R:116 G:205 B:128
CMYK PRINTING:
C:99 M:1 Y:70 K:0



SPOT COLOR:
PANTONE: 306 C
SCREEN USE:
R:77 G:177 B:224
CMYK PRINTING:
C:86 M:0 Y:0 K:0



SPOT COLOR:
PANTONE: 3005 C
SCREEN USE:
R:0 G:116 B:197
CMYK PRINTING:
C:99 M:41 Y:1 K:0

NOTE: The CMYK values are not the actual numeric build of the Pantone color swatch. The CMYK build shown here is intended to match the vibrance of the Pantone color swatch as closely as possible.

POINT OF SALE



LARGE SIGNS



LPS-S2018-large-statement.ai
M LPS S2018 large statement.ai



M LPS S2018 4x8 sign wlogo.ai



LPS LOGO SHOULD BE PRESENT ON ALL STATEMENTS AND SIGNS.

RETAIL DISPLAYS



D S2018 LPS Retail Display.tif



D S2018 LPS Endcap.ai

RETAIL DISPLAYS

HEADERS



M S2018 LPS HEADER 3FT.ai



M S2018 LPS HEADER 6FT.ai

SHELF STRIP



M S2018 LPS SHELFSTRIP.ai

RETAIL DISPLAYS

BLADE SIGNS



M S2018 LPS BLADE One.ai

RETAIL DISPLAYS

GOOSENECKS



M S2018 LPS Gooseneck signs.ai

PACKAGING

PET PAIRS



2-PACK



OPEN BOX



*NOTE: These are examples of Spring 2018 packaging line comp renderings — images are not final, and should be used as reference only.

POSTERS



M S2018 LPS Cross Sell Poster.indd

PHOTOGRAPHY



PET PACK product photography



F S2018 LPS B9343AS01 E1012 Roxie Pet Pack.psd

PET PACK story photography



F S2018 LPS B9343AS01 E1012 Roxie Pet Pack 024 Rev.tif



F S2018 LPS B9343AS01 E1011 Edie Pet Pack.psd



F S2018 LPS B9343AS01 E1011 Edie Pet Pack 021.tif

PRODUCT PHOTOGRAPHY

MINI 2 PACK product photography



F S2018 LPS Mini 2 Pack D S2 86-87.psd



F S2018 LPS Mini 2 Pack C S2 72-73.psd



F S2018 LPS Mini 2 Pack A S2 60-61.psd



F S2018 LPS Mini 2 Pack BG S2 67-68.psd



F S2018 LPS Mini 2 Pack SFP S2 100-101.psd



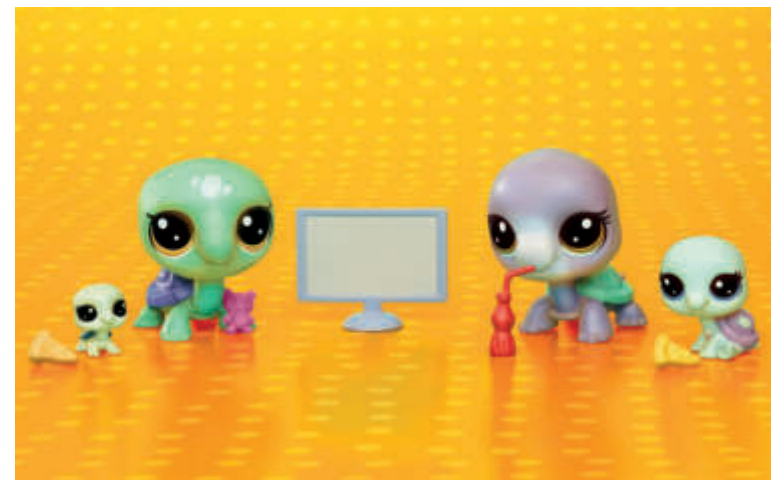
F S2018 LPS Mini 2 Pack F S2 96-97.psd

PET CREW PACK product photography



F S2018 LPS B9346AS60 353936 Pet Family Pack Turtle.psd

PET CREW PACK story photography



F S2018 LPS B9346AS60 353936 Pet Family Pack Turtle 3 CMYK.tif



F S2018 LPS B9346AS60 353937 Pet Family Pack Cat.psd



F S2018 LPS B9346AS60 353937 Pet Family Pack Cat 3 CMYK.tif

PET PAIRS product photography



F S2018 LPS B9358AS04 351549 PetPairs EO458 Jade.psd

PET PAIRS story photography



F S2018 LPS B9358AS04 351549 PetPairs EO458 Jade 6.tif



F S2018 LPS B9358AS04 351549 PetPairs EO459 Trip.psd



F S2018 LPS B9358AS04 351549 PetPairs EO459 Trip 8.tif

PET PAIRS product photography



F S2018 LPS B9358AS04 351549 PetPairs E0460 Lamb.psd



F S2018 LPS B9358AS04 351549 PetPairs E0462 Frog.psd

PET PAIRS story photography



F S2018 LPS B9358AS04 351549 PetPairs E0460 Lamb 13.tif



F S2018 LPS B9358AS04 351549 PetPairs E0462 Frog 16.tif

PET PAIRS product photography



F S2018 LPS B9358AS04 351549 PetPairs EO461 Hippo.psd

PET PAIRS story photography



F S2018 LPS B9358AS04 351549 PetPairs EO461 Hippo 19.tif

COLLECT, PLAY, AND DISPLAY

product photography



F S2018 LPS E0393AS00 353938 Mini Playset Photobooth C S2 81.psd F S2018 LPS E0393AS00 353938 Mini Playset Photobooth SFP S2 104.psd

COLLECT, PLAY, AND DISPLAY

story photography



F S2018 LPS E0393AS00 353938 Mini Playset Photobooth 029.tif

COLLECT, PLAY, AND DISPLAY

product photography



F S2018 LPS E0393AS00 353939
Mini Playset Camper D S2 88.psd

F S2018 LPS E0393AS00 353939
Mini Playset Camper W S2 106.psd

COLLECT, PLAY, AND DISPLAY

story photography



F S2018 LPS E0393AS00 353939 Mini Playset Camper O37.tif

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 new color each season. (i.e. Series 1 = Purple, Series 2 = Pink, etc.)



SERIES
SERIE
SERIE 2

TAG SHOULD BE TILTED BETWEEN 5° AND 7°.

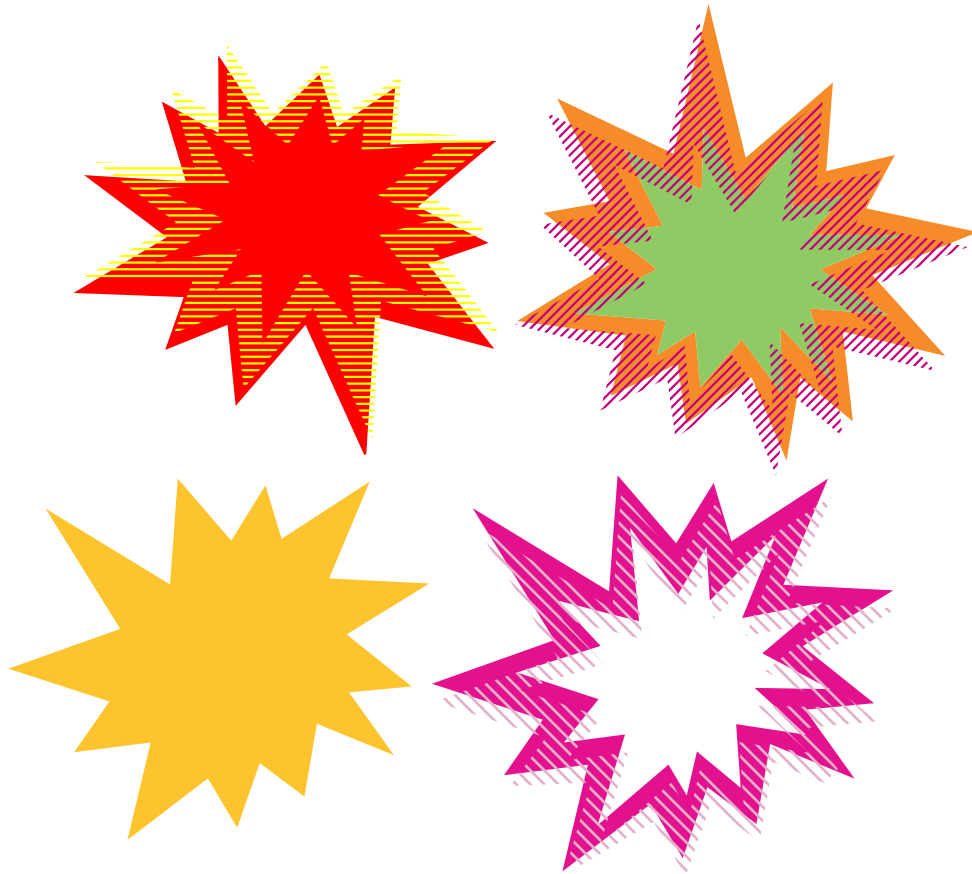
LITTLEST PET SHOP.COM: Should always be located on the right edge of a document/package. The callout changes color each season and must be a different color than the series itself.



LITTLEST
PETSHOP
.COM

HOLDING DEVICES

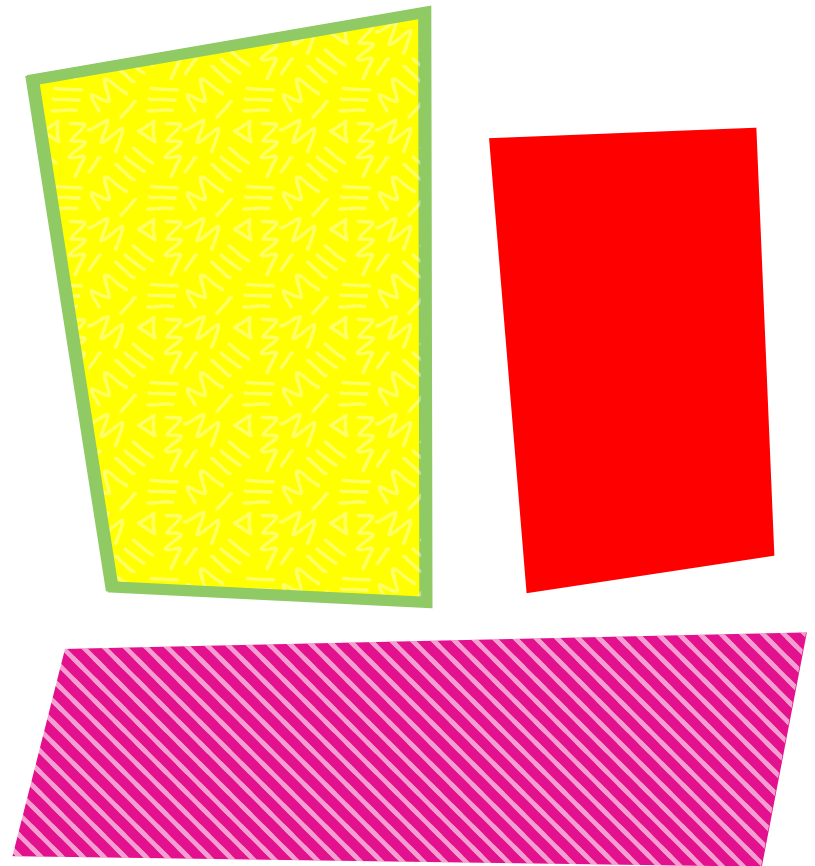
Shapes to use in presentations, signage, packaging to hold text or make product pop.



BURSTS: Can be in any color from the LPS color palette.

BRANDING BAR: Should be found at the bottom of most LPS documents, packaging, presentations, signage, etc. The bar should always be the same color as the current Series. (i.e. Series 1 = Purple, Series 2 = Pink, etc.)

TILTED BETWEEN 3°-5° ANGLE





HOLDING SHAPES WITH ANGLED SIDES: Should not be perfect or have straight lines. Should not be rounded or curved. Can be in any color from the LPS color palette.

G S2018 LPS HOLDING DEVICES.ai

COLLECTION ICONS & COLOR

**AMPHIBIANS/
REPTILES**
PANTONE:
7479 C*



When icon is < 1in. When icon is > 1in.

AQUATIC
PANTONE:
306 C*






When icon is < 1in. When icon is > 1in.

BIRDS
PANTONE:
PURPLE C*



When icon is < 1in. When icon is > 1in.

BUGS
PANTONE:
7487 C*

When icon is < 1in. When icon is > 1in.

CATS
PANTONE:
RHODAMINE
RED C*



When icon is < 1in. When icon is > 1in.

DOGS
PANTONE:
3005 C*




When icon is < 1in. When icon is > 1in.

FARM
PANTONE:
178 C*

When icon is < 1in. When icon is > 1in.

**SMALL
FURRY
PETS**
PANTONE:
123 C*




When icon is < 1in. When icon is > 1in.

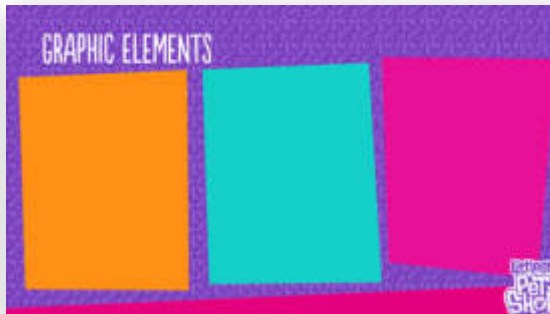
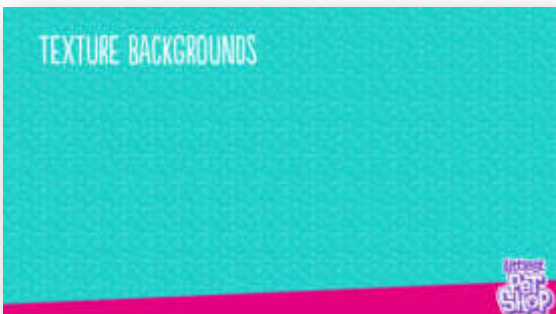
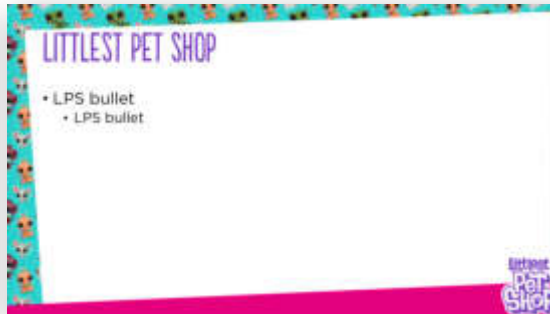
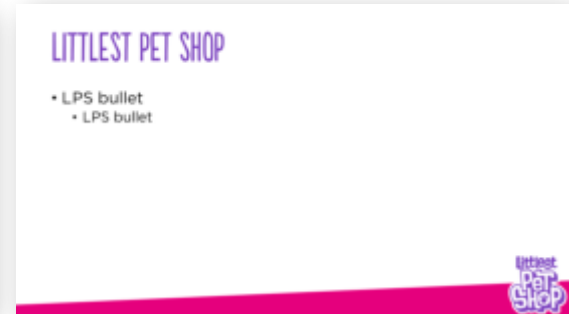
WILD
PANTONE:
1495 C*




When icon is < 1in. When icon is > 1in.

*For CMYK and RGB color builds for each collection, reference the Color Palette page of this document.

POWERPOINT SLIDES



DIGITAL BANNERS



160 x 600



750 x 100



750 x 100



160 x 300



300 x 250



300 x 250



300 x 250

M S2018 LPS Digital Banners.ai

FROSTING FRENZY

PLEASE DOWNLOAD THE SPRING 2018 SPECIAL COLLECTION
MERCH GUIDE FOR ALL OF THE FROSTING FRENZY ASSETS.





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LOGO COLORS



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

SMALL LOGO



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TYPOGRAPHY

BRAND TYPOGRAPHY

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MUSEO SANS

Body copy

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

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

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0123456789

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abcdefghijklmnopqrstuvwxyz
0123456789

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C:70 M:81 Y:0 K:0

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The secondary colors are complementary to our primary colors. Secondary colors should be used sparingly to accent the the primary color system.

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 CMYK PRINTING:
C:0 M:90 Y:16 K:0

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 SCREEN USE:
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 CMYK PRINTING:
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R:77 G:177 B:224
 CMYK PRINTING:
C:86 M:0 Y:0 K:0

SPOT COLOR:
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 SCREEN USE:
R:0 G:116 B:197
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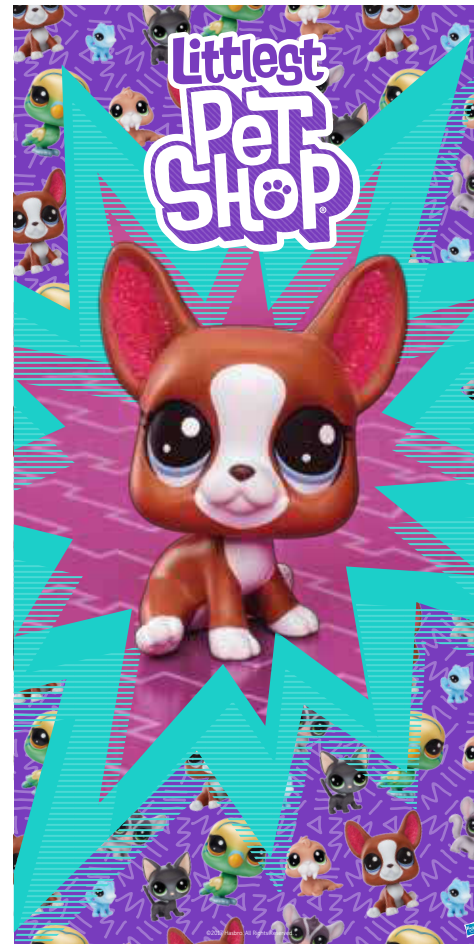
POINT OF SALE



LARGE SIGNS



LPS-S2018-large-statement.ai
M LPS S2018 large statement.ai



M LPS S2018 4x8 sign wlogo.ai



LPS LOGO SHOULD BE PRESENT ON ALL STATEMENTS AND SIGNS.

RETAIL DISPLAYS



D S2018 LPS Retail Display.tif



D S2018 LPS Endcap.ai

RETAIL DISPLAYS

HEADERS



M S2018 LPS HEADER 3FT.ai



M S2018 LPS HEADER 6FT.ai

SHELF STRIP



M S2018 LPS SHELFSTRIP.ai

RETAIL DISPLAYS

BLADE SIGNS



M S2018 LPS BLADE One.ai

RETAIL DISPLAYS

GOOSENECKS



M S2018 LPS Gooseneck signs.ai

PACKAGING

PET PAIRS



2-PACK



OPEN BOX



*NOTE: These are examples of Spring 2018 packaging line comp renderings — images are not final, and should be used as reference only.

POSTERS



M S2018 LPS Cross Sell Poster.indd

PHOTOGRAPHY



PET PACK product photography



F S2018 LPS B9343AS01 E1012 Roxie Pet Pack.psd

PET PACK story photography



F S2018 LPS B9343AS01 E1012 Roxie Pet Pack 024 Rev.tif



F S2018 LPS B9343AS01 E1011 Edie Pet Pack.psd



F S2018 LPS B9343AS01 E1011 Edie Pet Pack 021.tif

PRODUCT PHOTOGRAPHY

MINI 2 PACK product photography



F S2018 LPS Mini 2 Pack D S2 86-87.psd



F S2018 LPS Mini 2 Pack C S2 72-73.psd



F S2018 LPS Mini 2 Pack A S2 60-61.psd



F S2018 LPS Mini 2 Pack BG S2 67-68.psd



F S2018 LPS Mini 2 Pack SFP S2 100-101.psd



F S2018 LPS Mini 2 Pack F S2 96-97.psd

PET CREW PACK product photography



F S2018 LPS B9346AS60 353936 Pet Family Pack Turtle.psd

PET CREW PACK story photography



F S2018 LPS B9346AS60 353936 Pet Family Pack Turtle 3 CMYK.tif



F S2018 LPS B9346AS60 353937 Pet Family Pack Cat.psd



F S2018 LPS B9346AS60 353937 Pet Family Pack Cat 3 CMYK.tif

PET PAIRS product photography



F S2018 LPS B9358AS04 351549 PetPairs EO458 Jade.psd

PET PAIRS story photography



F S2018 LPS B9358AS04 351549 PetPairs EO458 Jade 6.tif



F S2018 LPS B9358AS04 351549 PetPairs EO459 Trip.psd



F S2018 LPS B9358AS04 351549 PetPairs EO459 Trip 8.tif

PET PAIRS product photography



F S2018 LPS B9358AS04 351549 PetPairs E0460 Lamb.psd



F S2018 LPS B9358AS04 351549 PetPairs E0462 Frog.psd

PET PAIRS story photography



F S2018 LPS B9358AS04 351549 PetPairs E0460 Lamb 13.tif



F S2018 LPS B9358AS04 351549 PetPairs E0462 Frog 16.tif

PET PAIRS product photography



F S2018 LPS B9358AS04 351549 PetPairs EO461 Hippo.psd

PET PAIRS story photography



F S2018 LPS B9358AS04 351549 PetPairs EO461 Hippo 19.tif

COLLECT, PLAY, AND DISPLAY

product photography



F S2018 LPS E0393AS00 353938 Mini Playset Photobooth C S2 81.psd F S2018 LPS E0393AS00 353938 Mini Playset Photobooth SFP S2 104.psd

COLLECT, PLAY, AND DISPLAY

story photography



F S2018 LPS E0393AS00 353938 Mini Playset Photobooth 029.tif

COLLECT, PLAY, AND DISPLAY

product photography



F S2018 LPS E0393AS00 353939
Mini Playset Camper D S2 88.psd

F S2018 LPS E0393AS00 353939
Mini Playset Camper W S2 106.psd

COLLECT, PLAY, AND DISPLAY

story photography



F S2018 LPS E0393AS00 353939 Mini Playset Camper O37.tif

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 new color each season. (i.e. Series 1 = Purple, Series 2 = Pink, etc.)



SERIES
SERIE
SERIE 2

TAG SHOULD BE TILTED BETWEEN 5° AND 7°.

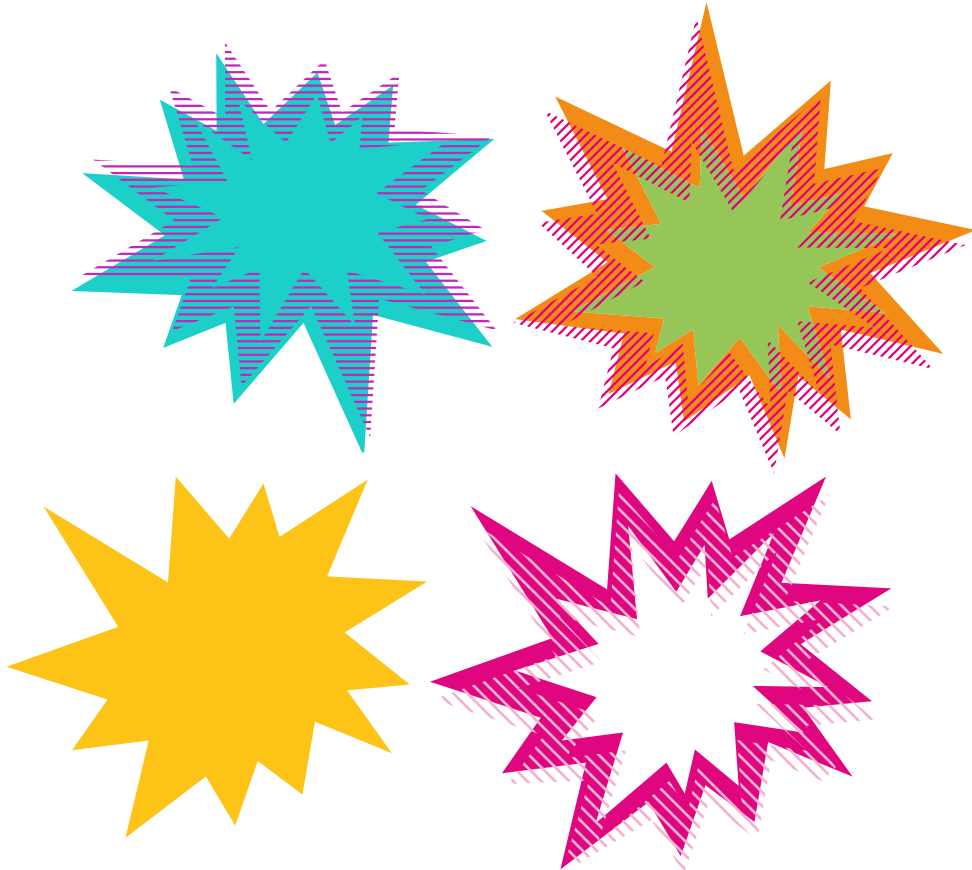
LITTLEST PET SHOP.COM: Should always be located on the right edge of a document/package. The callout changes color each season and must be a different color than the series itself.



LITTLEST
PETSHOP
.COM

HOLDING DEVICES

Shapes to use in presentations, signage, packaging to hold text or make product pop.



BURSTS: Can be in any color from the LPS color palette.

BRANDING BAR: Should be found at the bottom of most LPS documents, packaging, presentations, signage, etc. The bar should always be the same color as the current Series. (i.e. Series 1 = Purple, Series 2 = Pink, etc.)

TILTED BETWEEN 3°-5° ANGLE



HOLDING SHAPES WITH ANGLED SIDES: Should not be perfect or have straight lines. Should not be rounded or curved. Can be in any color from the LPS color palette.

G S2018 LPS HOLDING DEVICES.ai

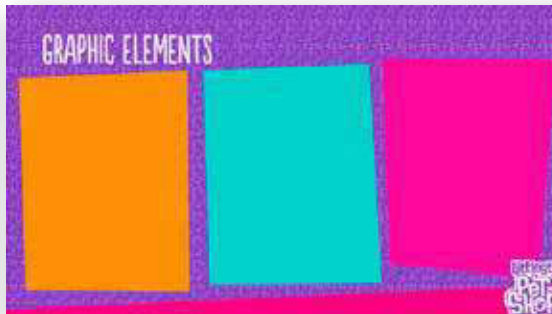
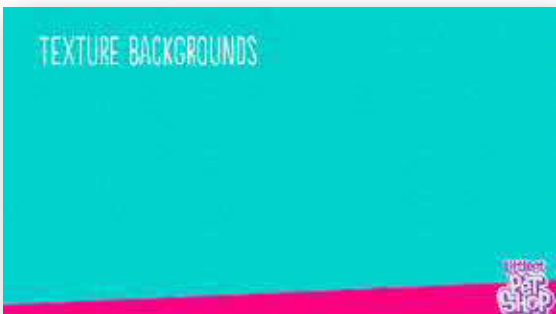
COLLECTION ICONS & COLOR



*For CMYK and RGB color builds for each collection, reference the Color Palette page of this document.

G S2018 LPS COLLECTIONS COLORS.ai

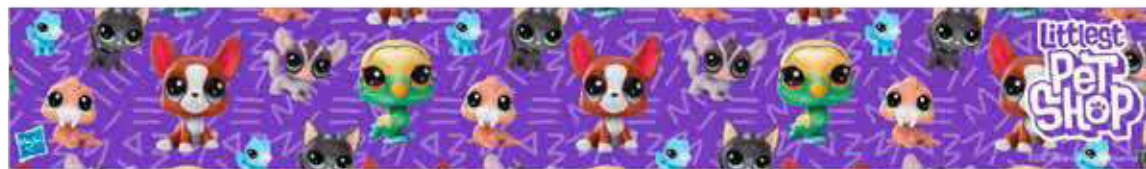
POWERPOINT SLIDES



DIGITAL BANNERS



160 x 600



750 x 100



750 x 100



160 x 300



300 x 250



300 x 250



300 x 250

M S2018 LPS Digital Banners.ai

FROSTING FRENZY

PLEASE DOWNLOAD THE SPRING 2018 SPECIAL COLLECTION
MERCH GUIDE FOR ALL OF THE FROSTING FRENZY ASSETS.

