



2017 Merchandising
Toolkit



LEGAL LINES AND POLICY STATEMENT



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PD_HASBRO LOGO.ai

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TAGLINE

Open a Can of Imagination.

BRAND ESSENCE

Explore What's Possible!

TONE / VOICE

With energetic and engaging language, create an irresistible invitation for preschool-age kids to use their imaginations and explore the limitless, hands-on creative play that the Play-Doh brand offers.



LOGO

USE THIS LOGO FOR MERCHANDISE, POP, LICENSES.



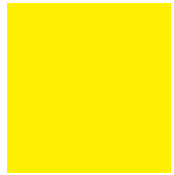
L_2017_PD_KITCHEN_LOGO_US.tif



L_2017_PD_KITCHEN_LOGO_EU.tif



COLOR PALETTE



Background

C=0 M=0 Y=100 K=0



Pantone 2718 C

Font and accent color, top panel background color

FONTS

Router Medium

Product name, Callouts, Can count information, Facebook callout, Website URL, Taglines

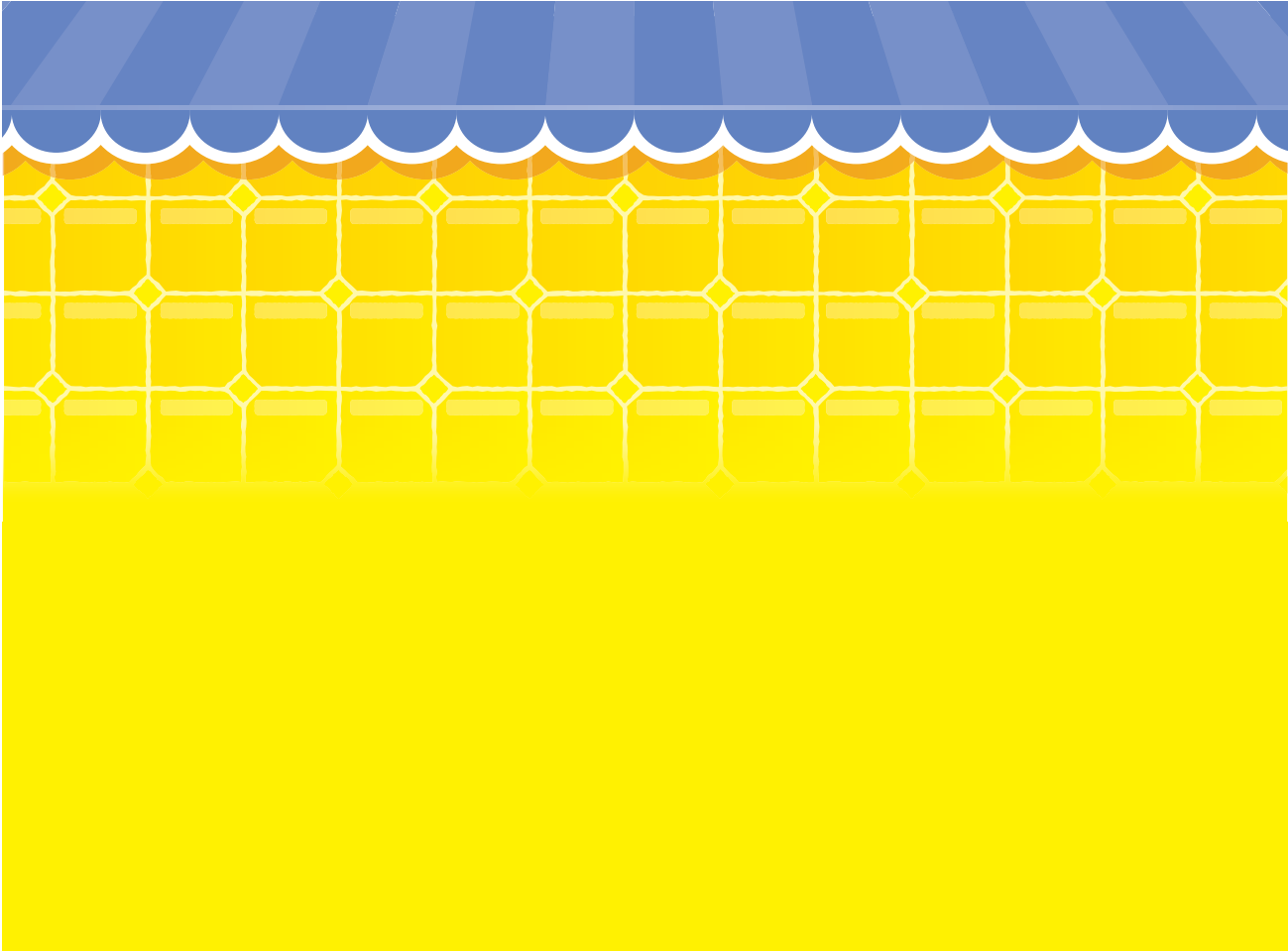
Myriad Pro Regular

Myriad Pro Bold

Myriad Pro Bold Condensed

Legal information, QA information

PRIMARY BACKGROUND ART



B_2017_PD_KITCHEN_Background.ai

PLAY-DOH CREATIONS



F_2017_PD_KITCHEN_327288_Rainbow_Swirl_Refresh_3B.tif



F_2017_PD_KITCHEN_327290_PD_Cupcake_Cone.tif



F_2017_PD_KITCHEN_327288_Rainbow_Swirl_Refresh_6.tif



F_2017_PD_KITCHEN_327288_Rainbow_Swirl_Refresh_7.tif



F_2017_PD_KITCHEN_327290_Cupcake_Carnival_14_cherry.tif



F_2017_PD_KITCHEN_327290_Cupcake_Carnival_23_retouch.tif



F_2017_PD_KITCHEN_B0307_PD_SS_Cookies_Star.tif



F_2017_PD_KITCHEN_Round_Cookie.tif



F_2017_PD_KITCHEN_heartcookie_decorated.tif



F_2017_PD_KITCHEN_A5144_TOP_CREATION.psd



F_2017_PD_KITCHEN_A5144_Cupcake_Tower_REFRESH_Front_Cupcake.tif



F_2017_PD_KITCHEN_A5144_Cupcake_Tower_REFRESH_Side_Cupcake_1.tif



F_2017_PD_KITCHEN_B1855_Cupcake_Carnival_28.tif



F_2017_PD_KITCHEN_B1855_Cupcake_Carnival_8.tif



F_2017_PD_KITCHEN_B1855_Cupcake_Carnival_14_1020.tif



F_2017_PD_KITCHEN_327290_PD_Cupcake.tif



F_2017_PD_KITCHEN_B1855_Cupcake_Carnival_32.tif

PLAY-DOH CREATIONS



F_2017_PD_KITCHEN_ B1857_Cone_12.tif



F_2017_PD_KITCHEN_ B1857_Cone_back.tif



F_2017_PD_KITCHEN_ B1857_CONEcreation1.tif



F_2017_PD_KITCHEN_ B1857_Sundae_back.tif



F_2017_PD_KITCHEN_ B1857_top_creation.tif



F_2017_PD_KITCHEN_ Back_Cone_FIT.tif



F_2017_PD_KITCHEN_ Side_Creation_119590.tif



F_2017_PD_KITCHEN_ Front Left Creation_119481.tif



F_2017_PD_KITCHEN_ Front Middle Creation_119481.tif



F_2017_PD_KITCHEN_ Front Right Creation_119481.tif



F_2017_PD_KITCHEN_ B3398_Pie_11_13.tif



F_2017_PD_KITCHEN_ B3398_Pie_35_37.tif



F_2017_PD_KITCHEN_ pieslice_with_fork.tif



F_2017_PD_KITCHEN_ OREO_cookie.tif



F_2017_PD_KITCHEN_ B5521_Burger Back.tif



F_2017_PD_KITCHEN_ B5521_Front Burger_02.tif



F_2017_PD_KITCHEN_ B5521_Hot dog Back.tif



F_2017_PD_KITCHEN_ B5521_Side Panel Big Burger_29.tif



F_2017_PD_KITCHEN_ B3248_PD_SS_HotDog.tif



F_2017_PD_KITCHEN_ B3248_PD_SS_Burger_2.tif

PLAY-DOH CREATIONS



F_2017_PD_KITCHEN_ B1856_front_pizza_tray.tif



F_2017_PD_KITCHEN_ B1856_pizza_plate.tif



F_2017_PD_KITCHEN_ B1856_pizza_Brown.tif



F_2017_PD_KITCHEN_ B1856_pizza_Bacon.tif



F_2017_PD_KITCHEN_ B1856_pizza_Yellow.tif



F_2017_PD_KITCHEN_ B1856_pizza_MeatballONplate.tif



F_2017_PD_KITCHEN_ NoodleMakinMania_Ravioli Plate Silo_136254 white.tif



F_2017_PD_KITCHEN_ NoodleMakinMania_Bowl Silo_136263.tif



F_2017_PD_KITCHEN_ NoodleMakinMania_Shrimp plate_136294.tif



F_2017_PD_KITCHEN_ NoodleMakinMania_Bowl Front.tif



F_2017_PD_KITCHEN_ NoodleMakinMania_Spaghetti Front.tif



F_2017_PD_KITCHEN_ 344305_Slice_Serve_Veggies.tif



F_2017_PD_KITCHEN_ 344305_Slice_Serve_Green Plate2.tif



F_2017_PD_KITCHEN_ 344305_Slice_Serve_Green Plate.tif



F_2017_PD_KITCHEN_ 344305_Slice_Serve_FRUIT.tif



F_2017_PD_KITCHEN_ SIZZLIN_STOVETOP_bowl.tif



F_2017_PD_KITCHEN_ SIZZLIN_STOVETOP_134998.tif



F_2017_PD_KITCHEN_ SIZZLIN_STOVETOP_135001.tif



F_2017_PD_KITCHEN_ SIZZLIN_STOVETOP_Fish.tif



F_2017_PD_KITCHEN_ SIZZLIN_STOVETOP_Front_Meat.tif



F_2017_PD_KITCHEN_ SIZZLIN_STOVETOP_Side_sandwich.tif

PLAY-DOH CREATIONS



F_2017_PD_KITCHEN_ B9739_Waffles_23.tif



F_2017_PD_KITCHEN_ B9739_tart.tif



F_2017_PD_KITCHEN_ B9739_Side Creation_28.tif



F_2017_PD_KITCHEN_ B9739_pastry.tif



F_2017_PD_KITCHEN_ B9739_pancakes.tif



F_2017_PD_KITCHEN_ B9739_Front_10 Plate_1.tif



F_2017_PD_KITCHEN_ B9739_croissant.tif



F_2017_PD_KITCHEN_ B9739_crepe.tif



F_2017_PD_KITCHEN_ B9739_bagel.tif



F_2017_PD_KITCHEN_ B9739_Back Inset Toast_12.tif



F_2017_PD_KITCHEN_ B9740_Shrimp.tif



F_2017_PD_KITCHEN_ B9740_HotDog.tif



F_2017_PD_KITCHEN_ B9741_Front_Cake green.tif



F_2017_PD_KITCHEN_ B9741_Back Creation.tif



F_2017_PD_KITCHEN_ B9741_bundt.tif



F_2017_PD_KITCHEN_ B9741_cupcake.tif



F_2017_PD_KITCHEN_ B9741_star.tif



F_2017_PD_KITCHEN_ B9741_shortcake.tif



F_2017_PD_KITCHEN_C3094_ Ultimate Chef Set_Steak.tif



F_2017_PD_KITCHEN_C3094_ Ultimate Chef Set_Stir Fry.tif



F_2017_PD_KITCHEN_C3094_ Ultimate Chef Set_Noodle Pot.tif



F_2017_PD_KITCHEN_C3094_ Ultimate Chef Set_Ravioli.tif



F_2017_PD_KITCHEN_C3094_ Ultimate Chef Set_Fruit Dish.tif



F_2017_PD_KITCHEN_C3094_ Ultimate Chef Set_Cookie Dish.tif



F_2017_PD_KITCHEN_C3094_ Ultimate Chef Set_Cheese Sandwich.tif



F_2017_PD_KITCHEN_ C3096_breakfast.tif



F_2017_PD_KITCHEN_ C3096_pasta.tif



C3096_fish.tif

DOH DOH CHARACTER ART



C_PD_DohDoh_Blue_Chef.tif



Also available holding spatula
C_PD_DohDoh_Blue_Spatula.psd



C_PD_DohDoh_Orange_Chef.tif



C_PD_DohDoh_Green_Chef.tif



C_PD_DohDoh_Purple_Chef.tif



C_PD_DohDoh_Pink_Chef.tif



C_PD_DohDoh_Red_Chef.tif

LIFESTYLE IMAGERY



F_2017_PD_KITCHEN_B9014_Sizzlin_Stovetop_LS0199.tif



F_2017_PD_KITCHEN_B9739_Lifestyle_23975 and 23899 nc.tif



F_2017_PD_KITCHEN_B9012_Slice_Serve_LS0798.tif



F_2017_PD_KITCHEN_B9013_Noodle_Makin_Mania_LS0617.tif



F_2017_PD_KITCHEN_B0307_Cookie_Creation_LS_8435.tif



F_2017_PD_KITCHEN_B1856AS20_Pizza_Party_LS_8238.tif



F_2017_PD_KITCHEN_B9741_Back_LS18385 and LS18509_BKD 0891.tif



F_2017_PD_KITCHEN_B9740_Magic_Oven.tif

HEADER • SHELF STRIP • BLADE SIGNS FOR 3FT ENDCAP



HEADER



Large Blade L
50% Scale



Large Blade R
50% Scale



SHELF STRIP



Small Blade A1



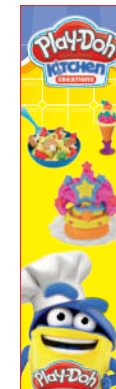
Small Blade A2



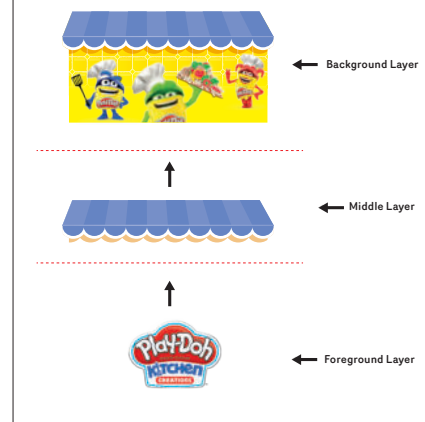
Small Blade B1



Small Blade B2



Header Schematic - 2 levels of Lug-Ons



M_2017_PD_KITCHEN_Retail Signage_3ft EndCap.zip

RETAIL INSPIRATION



MERCHANDISING POSTERS



28X22 POSTER



22X28 POSTER



M_2017_PD_KITCHEN_Retail Signage_Posters.zip

