

Year of the Dragon

STYLE GUIDE



龙年



COLOR PALETTE



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FONTS

TA Kasanemarugo Regular

<https://fonts.adobe.com/fonts/ta-kasanemarugo>

心想事成

HelloFont ID QQ Sugar/字由点字QQ糖

<https://fonts.adobe.com/fonts/hellofont-id-qqsugar>

心想事成

HelloFont ID Hei Tang/字由点字黑糖

<https://fonts.adobe.com/fonts/hellofont-id-hei-tang>

心想事成

HelloFont ID A Qing Ran Ti/字由点字阿庆燃体

<https://fonts.adobe.com/fonts/hellofont-id-a-qing-ran-ti>

心想事成

HelloFont ID Long Fei Zheng Kai/字由点字龙飞正楷

<https://fonts.adobe.com/fonts/hellofont-id-long-fei-zheng-kai>

心想事成

Tensentype XingShu/腾祥伯当行书GB18030

<https://fonts.adobe.com/fonts/tensentype-xingshu>

心想事成

HelloFont ID Qing Hua Xing Kai/字由点字青花行楷

<https://fonts.adobe.com/fonts/hellofont-id-qinghuaxingkai>

心想事成

HelloFont ID Yi Zhi Ti/字由点字逸致体

<https://fonts.adobe.com/fonts/hellofont-id-yi-zhi-ti>

心想事成

Hellofont ID Qing Hua Li/字由点字青花隶

<https://fonts.adobe.com/fonts/hellofont-id-qing-hua-li>

心想事成

Note: It is the licensee's responsibility to obtain the font licenses needed for their products.



02

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GRAPHIC ELEMENTS & ICONS



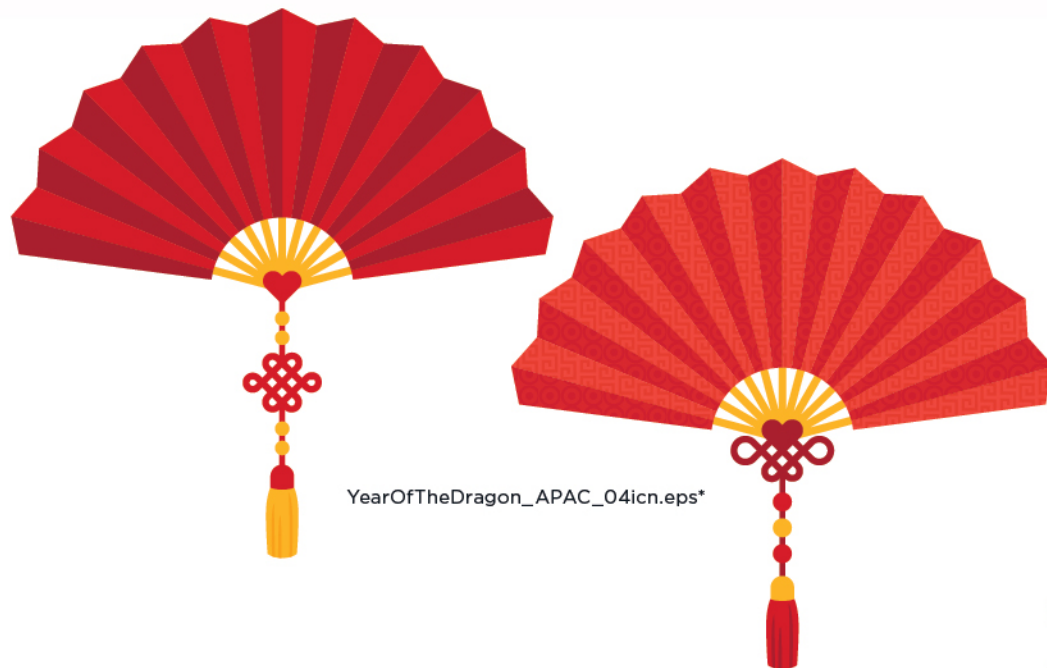
YearOfTheDragon_APAC_01icn.eps



YearOfTheDragon_APAC_02icn.eps



YearOfTheDragon_APAC_03icn.eps



YearOfTheDragon_APAC_04icn.eps*

Note: You may alter both scale and color to suit your design and manufacturing needs. Reminder: Everything must be submitted for approval through the proper channels.

* Use fan icons only if they are relevant to your region.





GRAPHIC ELEMENTS & ICONS



YearOfTheDragon_APAC_05icn.eps



YearOfTheDragon_APAC_06icn.eps



YearOfTheDragon_APAC_07icn.eps



YearOfTheDragon_APAC_08icn.eps

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GRAPHIC ELEMENTS & ICONS



YearOfTheDragon_APAC_09icn.eps



YearOfTheDragon_APAC_10icn.eps



YearOfTheDragon_APAC_11icn.eps



YearOfTheDragon_APAC_12icn.eps

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SPOT GRAPHICS



YearOfTheDragon_APAC_13spt.eps



YearOfTheDragon_APAC_14spt.eps

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SPOT GRAPHICS



YearOfTheDragon_APAC_15spt.eps*



YearOfTheDragon_APAC_16spt.eps

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07



SPOT GRAPHICS



YearOfTheDragon_APAC_17spt.eps



YearOfTheDragon_APAC_18spt.eps

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SPOT GRAPHICS



YearOfTheDragon_APAC_19spt.eps



YearOfTheDragon_APAC_20spt.eps

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09



SPOT GRAPHICS



YearOfTheDragon_APAC_21spt.eps

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SPOT GRAPHICS



YearOfTheDragon_APAC_22spt.eps



YearOfTheDragon_APAC_23spt.eps





SPOT GRAPHICS



YearOfTheDragon_APAC_24spt.eps



YearOfTheDragon_APAC_25spt.eps





SPOT GRAPHICS



YearOfTheDragon_APAC_26spt.eps*



YearOfTheDragon_APAC_27spt.eps*

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SPOT GRAPHICS



YearOfTheDragon_APAC_28spt.eps



YearOfTheDragon_APAC_29spt.eps





SPOT GRAPHICS



YearOfTheDragon_APAC_30spt.eps



YearOfTheDragon_APAC_31spt.eps





SPOT GRAPHICS



YearOfTheDragon_APAC_32spt.eps



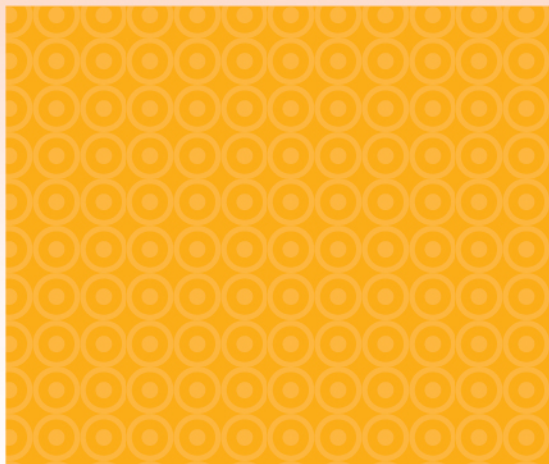
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Note: You may alter both scale and color to suit your design and manufacturing needs. Reminder: Everything must be submitted for approval through the proper channels.

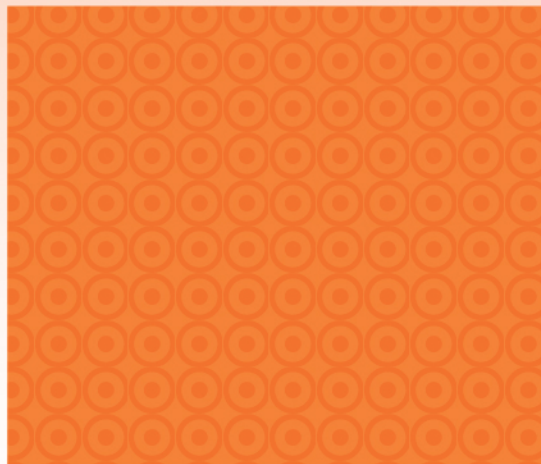




PATTERNS



YearOfTheDragon_APAC_34rpt.eps



YearOfTheDragon_APAC_35rpt.eps



YearOfTheDragon_APAC_36rpt.eps



YearOfTheDragon_APAC_37rpt.eps



YearOfTheDragon_APAC_38rpt.eps

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PATTERNS



YearOfTheDragon_APAC_39rpt.eps



YearOfTheDragon_APAC_40rpt.eps

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PATTERNS



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YearOfTheDragon_APAC_42rpt.eps*

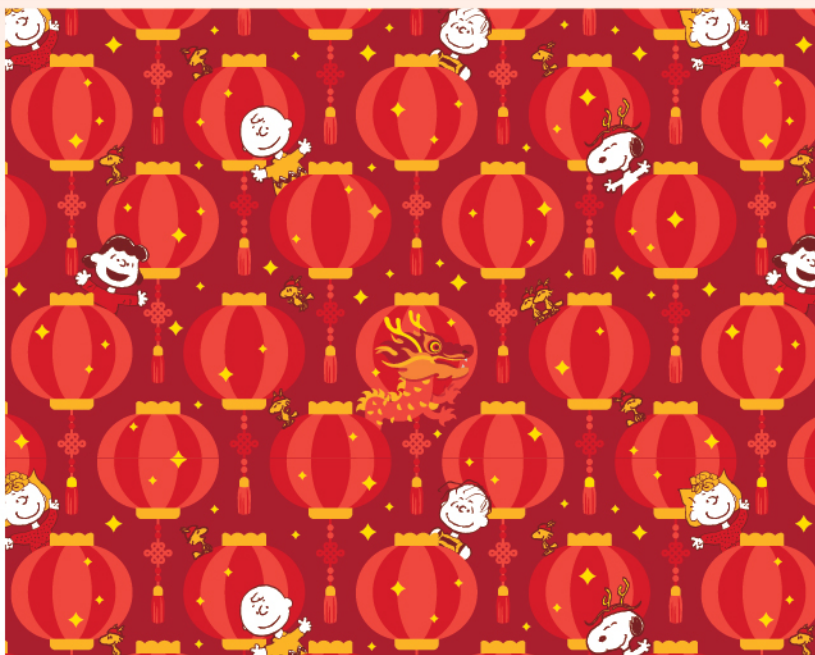
Note: You may alter both scale and color to suit your design and manufacturing needs. Reminder: Everything must be submitted for approval through the proper channels.

* Use fan icons only if they are relevant to your region.

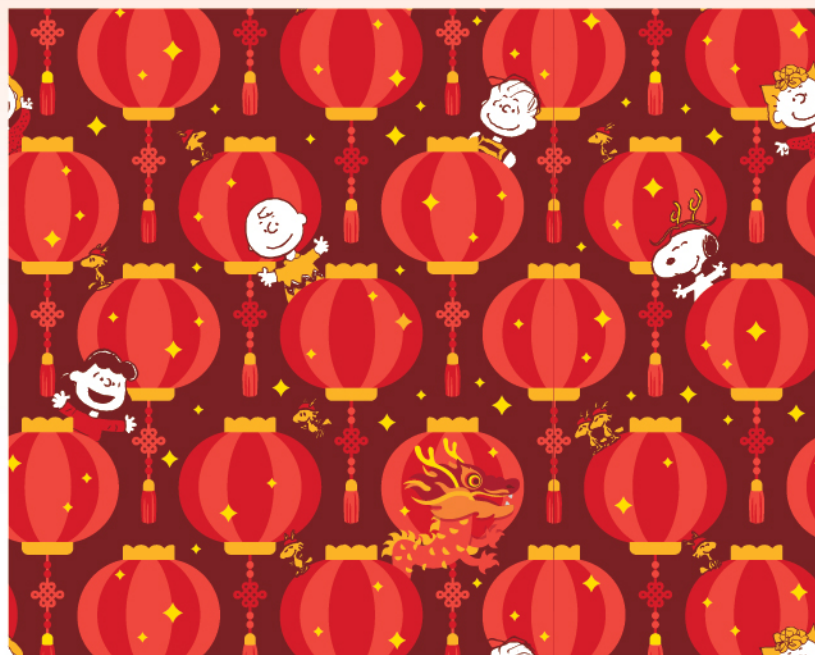




PATTERNS



YearOfTheDragon_APAC_43rpt.eps



YearOfTheDragon_APAC_44rpt.eps

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YearOfTheDragon_APAC_46rpt.eps

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CHARACTER ART



YearoftheDragon_APAC_GR_01.eps



YearoftheDragon_APAC_GR_02.eps



YearoftheDragon_APAC_SN_01.eps



YearoftheDragon_APAC_SN-GR_02.eps

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RULES & GUIDELINES

GENERAL GUIDELINES

Please note: There are specific art usage rules and brand guidelines that must be adhered to when using PEANUTS artwork. A few of those guidelines are outlined here. For a complete list of art and brand usage guidelines for PEANUTS, please refer to the full *PEANUTS Global Brand Guide*.

RESPECTFUL USE OF IMAGES

It is important to realize that it is not only the visual image that is used in a design that is reviewed for approval, but also the spirit and context in which that image is used. Do not put the characters into a design that attempts to imply alcohol use, the use of profanity or other inappropriate environments.

DO NOT DISTORT ARTWORK

Please be attentive when enlarging or reducing artwork so as not to change the shape of the image.

MAINTAIN LINE TEXTURE AND QUALITY

One of the unique features of PEANUTS artwork is its distinctive line texture. Be aware of this quality and do not redraw or smooth the lines.

DO NOT PUT WORDS IN CHARACTERS' MOUTHS

Custom captions or phrases can be paired with PEANUTS artwork but do not attempt to write dialogue for the characters or place text in speech bubbles. All captions or phrases are subject to approval.

DO NOT FLOP ARTWORK

Artwork can **not** be flopped. Designs using flopped artwork will be rejected.

COPYRIGHT

Standard copyright and trademark guidelines for PEANUTS applies. The acceptable copyright lines are:

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- © YEAR Peanuts Worldwide
- © YEAR Peanuts
- © YEAR PNTS

