



ILLUMINATION

PRESENTS

SING

TM

PROMOTIONAL GUIDE

OCTOBER 10, 2016

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ILLUMINATION BRAND CHARACTERISTICS



- Illumination endeavors to create **distinctive characters that engage across cultures and ages...** Characters that possess a unique blend of the sweet and the subversive. We work hard to make sure that our characters' rebellious streaks are balanced by their empathy and good intentions.
- The heart of an illumination film is found in **believable relationships** that remind us of our own. As in any family, our characters have each other's back in the face of adversity.
- Illumination seeks to build each of its films on a core premise that is **relevant to the current culture.** Our hope is that our films ignite audiences and inspire discussion.
- Illumination strives to create a **contemporary, innovative aesthetic**—from unique character designs to distinctively fresh environments. We aim to create visuals that delight through the unexpected.
- Whether you're seven or seventy-seven, we hope that you will find our movies surprising, delightful and always touching.

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SING FILM POSITIONING:

Illumination has captivated audiences all over the world with the beloved hits DESPICABLE ME, THE LORAX, DESPICABLE ME 2, and MINIONS, now the second highest-grossing animated movie in history. Following the release of THE SECRET LIFE OF PETS in summer 2016, Illumination presents SING at the holidays. Matthew McConaughey, Reese Witherspoon, Seth MacFarlane, Scarlett Johansson, John C. Reilly, Taron Egerton and Tori Kelly star in a musical comedy about finding the shining star that lives inside all of us.

SING FILM POSITIONING (CONTINUED):

Set in a world like ours but entirely inhabited by animals, SING stars Buster Moon (Academy Award-winner Matthew McConaughey), a dapper Koala who presides over a once-grande theater that has fallen on hard times. Buster is an eternal optimist – okay, maybe a bit of a scoundrel – who loves his theater above all and will do anything to preserve it. Now facing the crumbling of his life's ambition, he has one



final chance to restore his fading jewel to its former glory by producing the world's greatest singing competition. Five lead contestants emerge: A mouse who croons as smoothly as he cons (Seth MacFarlane), a timid teenage elephant (Tori Kelly) with an enormous case of stage fright, an overtaxed mother (Academy Award-winner Reese Witherspoon) run ragged tending a litter of 25 piglets, a young gangster gorilla (Taron Egerton) looking to break free of his family's felonies, and a punk-rock porcupine (Scarlett Johansson) struggling to shed her arrogant boyfriend and go solo. Each animal arrives under Buster's marquee believing that this is their shot to change the course of their life.

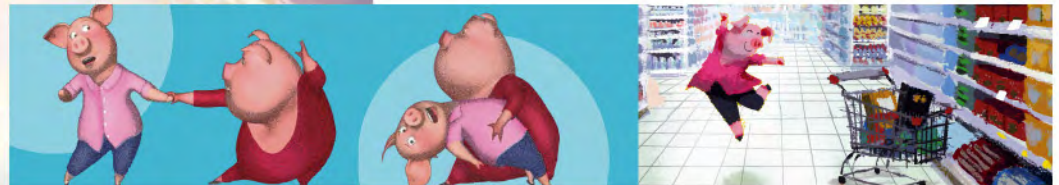
Featuring more than 85 hit songs, SING is written and directed by Garth Jennings (Son of Rambo, The Hitchhiker's Guide to the Galaxy) and produced by Chris Meledandri and Janet Healy. SING arrives in theater for the holiday season on December 21, 2016.



BUSTER MOON

Voiced by **MATTHEW MCCONAUGHEY** – Academy Award® Winning Actor

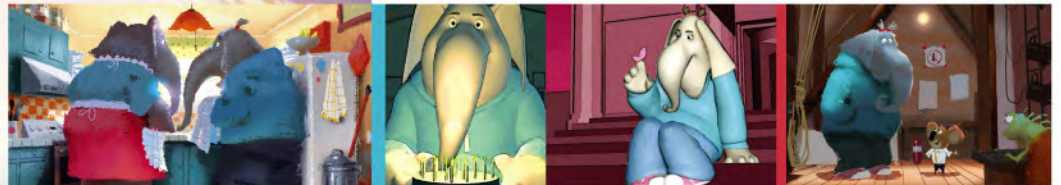
Buster is determined to save his struggling theatre despite dwindling audiences, bad reviews and accumulating debt. While anyone else would have faced reality and switched careers, Buster has an unrelenting drive to succeed by any means necessary. Well-intentioned, he does have a habit of stretching the truth, which usually widens the hole he's digging himself into. Nonetheless, he has an irresistible charm because his passion and optimism are utterly contagious.



ROSITA

Voiced by **REESE WITHERSPOON** – Academy Award® Winning Actress

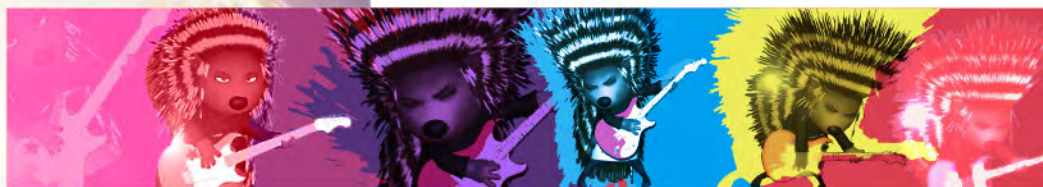
Rosita is a selfless homemaker and mother of 25 piglets who wants to remember what it feels like to be something other than a wife and mother. In the competition, she'll be partnered with a Scandinavian pig named Gunter who instantly sees her inner diva and makes it his mission to unleash her. Their final performance will leave her family slack-jawed and appreciating her for the amazing talent that she is.



MEENA

Voiced by **TORI KELLY**

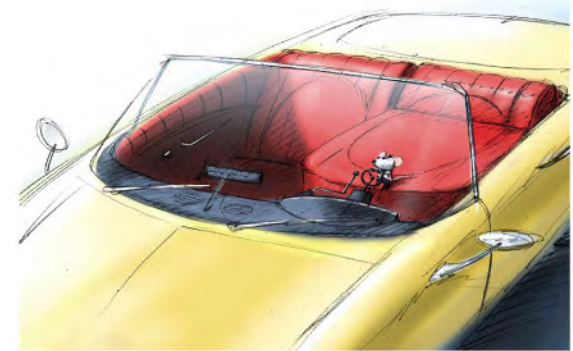
Meena is a vocal powerhouse hidden inside a shy teenage elephant with a devastating case of stage fright. After bungling her audition, she takes a job as the show's stagehand. Her family assumes she's a contestant, and burdened by the weight of their expectations, Meena doesn't have the heart to correct them. Ultimately, Buster will help her overcome her anxiety, face her fears and deliver the show-stopping performance her family always believed she had within her.



ASH

Voiced by **SCARLETT JOHANSSON** – BAFTA and Tony Award Winning Actress

Ash is a prickly teenage porcupine with a punk rock attitude. She auditions for the competition with her egotistical, unsupportive jerk of a boyfriend Lance, but only Ash makes it as a finalist. In rehearsals, her rebellious nature continually puts her at odds with Buster, who envisions her as a pop star princess while she wants to write her own authentic rock songs that reflect her unique style. She'll have to go through a painful breakup, but in the end she'll prove her integrity and sing on her own terms.



MIKE

Voiced by **SETH MACFARLANE** – Emmy Award Winning Creator of Family Guy

Mike is a greedy, self-centered mouse with a Napoleon complex. His saving grace is that he's also a classically trained jazz musician who sings like Sinatra. Impressed by money, power and ostentatious possessions, Mike is constantly trying to be a part of a crowd that doesn't want him. His unwaveringly high opinion of himself will consistently be his downfall.



JOHNNY

Voiced by **TARON EGERTON** (KINGSMAN: THE SECRET SERVICE)

Johnny is a soulful, Cockney gorilla whose beautiful singing voice and passion for music are in direct opposition to his role in his father's bank robbing crew. He has always resisted a life of crime but has no choice as he was born into it. Johnny wants to be a singer but knows that his alpha-male father would disown him if he knew the truth. He keeps his involvement in the competition secret, straddling a double life as an aspiring singer by day and getaway driver by night.



GUNTER

Voiced by **NICK KROLL**

Gunter is a boisterous dynamo and double threat singer and dancer who is partnered with Rosita to liven up her act. He feels most himself when rocking spandex dance leotards and encourages Rosita to loosen up and shed her inhibitions.



EDDIE

Voiced by **JOHN C. REILLY**

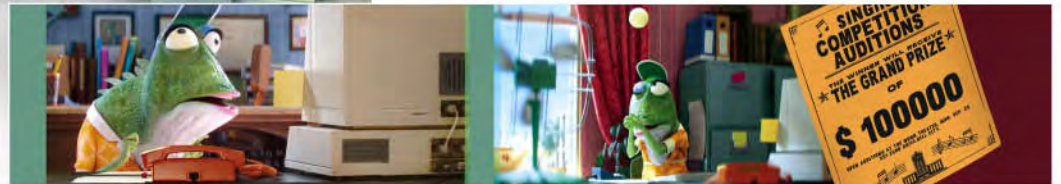
Eddie is the black sheep of his wealthy family. After years of being spoiled and pampered, his parents have recently forced him to live in the pool house in a desperate attempt to make him more independent. There, he spends most days swimming, playing video games and begrudgingly doing mandatory household chores assigned to inspire maturity. Despite his rudderless existence, Eddie's a lovable and loyal friend who will help Buster get back on his feet at his most desperate moment.



NANA

Voiced by **JENNIFER SAUNDERS** – Award Winning Comedic Actress

Nana Noodleman is Eddie's sharp-tongued, sardonic grandmother who controls most of his family's wealth. She was a star diva back in her day, and her most renowned performance was the one that first inspired Buster's love of the theatre. Now in her later years, she spends her days living an isolated existence in her massive mansion with her butler Hobbs. Despite sharing Buster's passion for the glory days of the theatre, she is not easily swayed by his transparent efforts to get her financial support and forces him to rise above her expectations to prove that he is a true showman.



MISS CRAWLY

Voiced by Director **GARTH JENNINGS**

Miss Crawly is an endearing, elderly lizard with a glass eye that is continuously popping out of her head. She is Buster's long-time, devoted employee to whom he is fiercely loyal.



1 CHARACTER-CENTRIC FOCUS

Illumination's uninterrupted string of box office successes is the result of **the company's ability to create dimensional and relatable characters that connect to a global all-audience demographic in theater and beyond.** Illumination characters are distinctive, funny, sometimes flawed and always real. Illumination was founded on this character-centric focus, which is top of mind at every level of the company on every film. SING continues this tradition.

MARKETING PILLARS



From an ambitious koala whose dreams are big but whose business is suffering to an overtaxed mother of 25 piglets, from a mouse who croons as smoothly as he cons to a timid elephant who always gets overlooked, and from a teenaged gorilla looking to break free of his family's felonies, to a talented porcupine trying to step out of her boyfriend's shadow... every audience member has the opportunity to find a character to identify with in SING.

BUSTER MOON

Voiced by **Matthew McConaughey** – Academy Award® Winning Actor



ASH

Voiced by **Scarlett Johansson** – BAFTA and Tony Award Winning Actress



ROSITA

Voiced by **Reese Witherspoon** – Academy Award® Winning Actress



MIKE

Voiced by **Seth MacFarlane** – Emmy Award Winning creator of Family Guy



MEENA

Voiced by singer **Tori Kelly**



JOHNNY

Voiced by actor **Taron Egerton** (KINGSMAN: THE SECRET SERVICE)

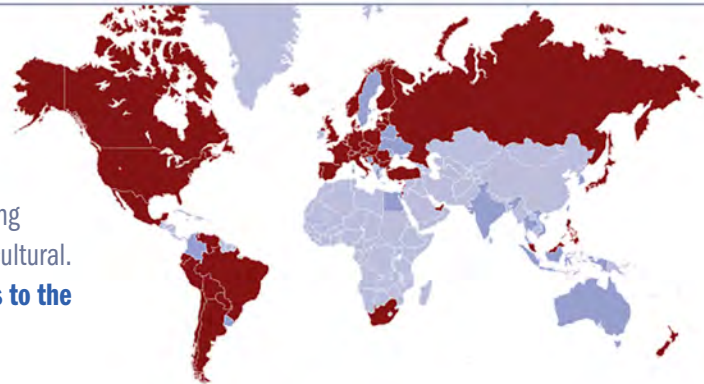


2 WORLD-CLASS TALENT

VOICE CAST: The characters in SING will be brought to life by a vocal cast that includes such global and acclaimed stars as Matthew McConaughey, Reese Witherspoon, Scarlett Johansson, John C. Reilly, Tori Kelly, Taron Egerton, and Seth MacFarlane. **This group represents one of the strongest casts ever assembled for an Illumination film.**

FILM MAKING TEAM:

Illumination has consistently attracted extraordinary film making talent from around the world, building creative teams that are truly cross-cultural. **This cultural diversity in turn leads to the global appeal of our characters.**



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3 AN ORIGINAL PROPERTY
Chris Meledandri, Illumination's founder and CEO, has **an undeniable track record in launching original properties.** ICE AGE and DESPICABLE ME spawned two of the largest and most beloved global franchises of the past decade. He intends to do the same with THE SECRET LIFE OF PETS and SING.

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- 4 A CONCEPT WITH PROVEN GLOBAL APPEAL**
- Across the world over the past decade, audiences' affinity for singing competitions and their contestants' stories have been proven by such wildly popular programs as The Voice, American Idol, America's Got Talent, and their international counterparts. SING will tap into the ubiquitous global presence of these shows and their ever-growing popularity **through Illumination's unique lens.**

5 CONNECT TO THE AUDIENCE THROUGH MUSIC



SING features 85 songs from the most popular recording artists in history. It

includes global hits from musicians ranging from Frank Sinatra to Katy Perry. We are also producing a few **original songs** — something we have had tremendous success with in the past including Pharrell Williams' "Happy" from *DESPICABLE ME 2*.



BEYONCÉ & JAY Z
CRAZY IN LOVE



FRANK SINATRA
MY WAY



MICHAEL JACKSON
BEN



KATY PERRY
FIREWORK



TAYLOR SWIFT
SHAKE IT OFF



U2
STREETS HAVE NO NAME



SAM SMITH
STAY WITH ME



CARLY RAE JEPSEN
CALL ME MAYBE



JOHN LEGEND
ALL OF ME



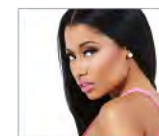
SIA
CHANDELIER



KANYE WEST
FLASHING LIGHTS



LADY GAGA
BAD ROMANCE



NICKI MINAJ
ANACONDA



SEAL
KISS FROM A ROSE



VAN HALEN
JUMP



NBCUniversal

CABLE	Bravo	CNBC	Syfy	USA	NBCSN	sprout	MSNBC	NBC UNIVERSO	chiller
	oxygen	UNIVERSAL	clco	E	GOLF	Esquire	UNIVERSAL	tvone	The Weather Channel
BROADCAST	NBC	NBC NEWS	NBC Sports	NBC	TELEMUNDO	COZI			
LOCAL MEDIA	Comcast SPORTSNET	NBC Owned Television Stations	TELEMUNDO	LX+TV	TeleXitos				
DIGITAL / MOBILE / OTHER	FANDANGO	hulu	JVE	GOLF NOW	SEE50	NBCOLYMPICS.COM	NBC ENTERTAINMENT DIGITAL	ROTWORLD	
	NBCSports.com	MOVIES.COM	NBCNEWS.com	CNBC DIGITAL	MSNBC.COM	NBC Owned Television Stations			
	TELEMUNDO	NBC Sports RADIO	sprout	THE TOUR	clco	NBC UNIVERSO	E ONLINE	USA	oxygen
	chilleriv.com	tvone.tv	CNBC WORLD	Esquire	Syfy.com	THE SHOPAT NBC STUDIOS	TODAY.com	GOLF	Bravo
FILM & PARKS	UNIVERSAL	UNIVERSAL	UNIVERSAL	UNIVERSAL	UNIVERSAL	UNIVERSAL	FOCUS	ILLUMINATION	WORKING TITLE
STUDIOS AND DISTRIBUTION	UNIVERSAL TELEVISION	UNIVERSAL	UNIVERSAL	NBCUniversal Television Distribution	NBCUniversal	NBCUniversal	TELEMUNDO		
INTERNATIONAL	CNBC	UNIVERSAL	DIVA	UNIVERSAL	STEEL	FOCUS	LUCKY GIANT	STUDIO	Syfy
	TELEMUNDO	lark	NBCUniversal	UNIVERSAL	match box	chocolate	E	carnival	The Weather Channel

10/29/15

6

THE POWER OF COMCAST AND NBCUNIVERSAL

Illumination and Universal's **best-in-class partnership** has led to every picture debuting at #1 at the box office. And with the **extraordinary, coordinated support** of the entire

Comcast and NBCUniversal family, the reach and strength of our campaigns are unparalleled. And just as we did for MINIONS, SING will replicate this strategy with comparable media partnerships in major territories worldwide.



7 AN ALL-AUDIENCE HOLIDAY EVENT

Over the winter holidays, friends and families are looking for a movie that everyone can enjoy.

Illumination films consistently deliver to this all-audience target, and SING will be no exception. Its premise, characters, vocal cast, and music will appeal to every age, gender, and culture during the 2016 holiday season and beyond.

8 BUILD OFF OF ILLUMINATION FRANCHISES

Leverage the performance of MINIONS (the #2 animated film of all time) and the promise of DESPICABLE ME 3.

Tap into our captive year-round audience in theme parks (in Hollywood, Orlando, Japan and Singapore, and soon to come in China and Russia), mobile games ("Minion Rush" with 675M downloads and "Minion Paradise"), partnerships, consumer products, home entertainment, and online.

WORDS TO EMBRACE

- IMMEDIATELY RELATABLE PREMISE AND CHARACTERS
- DELIGHTFULLY FLAWED CHARACTERS
- SWEET YET SUBVERSIVE
- AUTHENTIC EMOTION
- ALL-AUDIENCE (VS. “FAMILY”)
- IMMENSELY ENTERTAINING
- COMEDY SUPERSTAR CAST
- COMEDY
- DYNAMIC
- REBELLIOUS
- UNEXPECTED
- EXPRESSIVE
- THRILLING
- INCLUSIVE
- EXCITING
- EVENT-WORTHY
- INNOVATIVE
- ORIGINAL

WORDS TO **AVOID**

- NO CLICHÉS
- AVOID PUNS
- AVOID TELLING, SHOW INSTEAD, ALLOW THE VISUALS TO SPEAK FOR THEMSELVES AND AVOID EXPRESSIONS SUCH AS:
 - THE FUNNIEST MOVIE EVER
 - HILARIOUS CHARACTERS
- ADVENTURE
- 3D
- HILARIOUS
- COOL
- HIP
- KID FILM
- FAMILY FILM
- QUIRKY



CREATIVE GUARDRAILS

- The singing contest is not the central focus, **lean into character and comedy.**
- **Always aim for content** over messaging.
- **Surprise and delight:** Always include some sort of gag/comedy.
- When applicable **strive for logo parity.**
- **Do not clutter** the design to fill a space.
- SING characters should **interact logically and thoughtfully** with the environment and all elements and characters on the layout.
- Each SING character has his/her own **distinct personality and humor.**
- Poses should only be **used in the context** their action is depicting.
- **Do not “Frankenstein”**, customize or alter any fully rendered pose.



PROMOTIONAL LOGOS | GENERAL GUIDELINES, COLOR PALETTE & LARGE FORMAT LOGO

SING logos must include either “Illumination Presents” or “Illumination’s”, along with the SING lettering and an approved release call-out.

All SING logos should be **on a dark background**. The only exceptions are the vector logos specified for light backgrounds.

The logos are ready-to-use and should not be altered in any way. Only one logo should be used per surface of a design, i.e. one on each side of point-of-sale and point-of purchase displays.

FOR USAGE > 1’



SING_LRG_PROMO_LOGO_01.PSD

PROMOTIONAL LOGOS | COLOR PALETTE

These are the colors used in the logo and background.



PANTONE: 7685 C
RGB: 44, 86, 151
CMYK: 95, 69, 0, 0



PANTONE: 2128 C
RGB: 152, 182, 228
CMYK: 49, 20, 0, 0



PANTONE: 2137 C
RGB: 110, 128, 169
CMYK: 69, 41, 15, 8



PANTONE: 7687 C
RGB: 29, 66, 138
CMYK: 100, 78, 0, 18



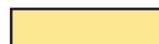
PANTONE: 2145 C
RGB: 0, 78, 168
CMYK: 98, 62, 0, 14



PANTONE: 2173 C
RGB: 0, 132, 213
CMYK: 88, 31, 0, 0



PANTONE: 7620 C
RGB: 183, 49, 44
CMYK: 0, 95, 94, 28



PANTONE: 601 C
RGB: 240, 233, 145
CMYK: 4, 0, 47, 0



PANTONE: 7576 C
RGB: 219, 134, 78
CMYK: 6, 50, 76, 0



PANTONE: 2008 C
RGB: 239, 192, 110
CMYK: 0, 25, 78, 0



PANTONE: 7499 C
RGB: 241, 230, 178
CMYK: 1, 2, 24, 0



PANTONE: 299 C
RGB: 0, 163, 224
CMYK: 86, 8, 0, 0



PROMOTIONAL LOGOS | CLEARANCE GUIDELINES



X = CLEARANCE SPACE

To ensure proper readability of the logo, no other elements are allowed within the clearance space area.

These rules apply to all versions of the SING logo.



SING_LRG_PROMO_LOGO_01.PSD



PROMOTIONAL LOGOS | **TYPOGRAPHY & INT'L DATE CALL-OUT**



TRADE GOTHIC BOLD NO. 2

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TRADE GOTHIC BOLD CONDENSED NO.20

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ALTERNATIVE DATE LOCK-UP FOR INTERNATIONAL USE ONLY.



SING_LRG_IN_CINEMAS_PROMO_LOGO_01.PSD



PROMOTIONAL LOGOS | STANDARD LOGOS

FOR USAGE < 1'



SING_STANDARD_PROMO_LOGO_01.PSD

SMALL USAGE LOGO

FOR USAGE < 2"



SING_SM_PROMO_LOGO_01.PSD

EXTRA SMALL USAGE LOGOS

FOR USAGE < 1"



SING_XSM_PROMO_LOGO_01.PSD



SING_XSM_PROMO_LOGO_02.PSD



SING_XSM_PROMO_LOGO_03.PSD

SMALL USAGE LOGO - HORIZONTAL

FOR USAGE < 1" HIGH BUT CAN BE WIDER



SING_SM_PROMO_LOGO_HRZ_01.PSD



PROMOTIONAL LOGOS | VECTOR LOGOS

FOR USAGE < 1'



SING_STANDARD_PROMO_LOGO_01.EPS

SMALL USAGE LOGO

FOR USAGE < 2"



SING_SM_PROMO_LOGO_01.EPS

EXTRA SMALL USAGE LOGOS

FOR USAGE < 1"



SING_XSM_PROMO_LOGO_01.EPS



SING_XSM_PROMO_LOGO_02.EPS



SING_XSM_PROMO_LOGO_03.EPS

SMALL USAGE LOGO - HORIZONTAL

FOR USAGE < 1" HIGH BUT CAN BE WIDER



SING_SM_PROMO_LOGO_HRZ_01.EPS



PROMOTIONAL LOGOS | 1 COLOR & ALT LOCKUPS

For small usage when there are manufacturing limitations.



SING_1C_PROMO_LOGO_01_V2.EPS



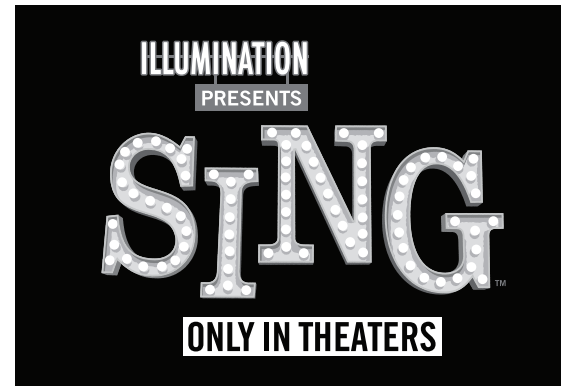
SING_1C_PROMO_LOGO_02_V2.EPS

ONE COLOR TONAL



SING_TONAL_PROMO_LOGO_01.EPS

ONE COLOR TONAL ALT



SING_TONAL_ALT_PROMO_LOGO_01.EPS

ONE COLOR ALTS



SING_1C_PROMO_LOGO_03_V2.EPS



SING_1C_PROMO_LOGO_04_V2.EPS



SING_7685C_PROMO_LOGO_05_V2.EPS



PROMOTIONAL LOGOS | CORNER LOCKUPS

Use these approved promotional container shapes for various marketing applications.

RENDERED



SING_TL_PROMO_LOGO_LOCKUP_TL.PSD



SING_CNR_PROMO_LOGO_LOCKUP_TR.PSD



SING_CNR_PROMO_LOGO_LOCKUP_BL.PSD



SING_CNR_PROMO_LOGO_LOCKUP_BR.PSD

VECTOR



SING_CNR_PROMO_LOGO_LOCKUP_TL.EPS



SING_CNR_PROMO_LOGO_LOCKUP_TR.EPS



SING_CNR_PROMO_LOGO_LOCKUP_BL.EPS



SING_CNR_PROMO_LOGO_LOCKUP_BR.EPS



PROMOTIONAL LOGOS | FREE FLOATING LOCKUPS

Use these approved promotional container shapes for various marketing applications.

RENDERED



SING_CIRCLE_PROMO_LOCKUP_01.PSD



SING_CIRCLE_PROMO_LOCKUP_02.PSD



SING_CIRCLE_PROMO_LOCKUP_03.PSD

VECTOR



SING_CIRCLE_PROMO_LOCKUP_01.EPS



SING_CIRCLE_PROMO_LOCKUP_02.EPS



SING_CIRCLE_PROMO_LOCKUP_03.EPS



PROMOTIONAL LOGOS | CHARACTER LOGO LOCKUPS

TOP LEFT CORNERS - Use these approved promotional container shapes for various marketing applications.



SING_TL_LOCKUP_01.PSD



SING_TL_LOCKUP_02.PSD



SING_TL_LOCKUP_03.PSD



SING_TL_LOCKUP_04.PSD



SING_TL_LOCKUP_05.PSD



PROMOTIONAL LOGOS | CHARACTER LOGO LOCKUPS

TOP RIGHT CORNERS - Use these approved promotional container shapes for various marketing applications.



SING_TR_LOCKUP_01.PSD



SING_TR_LOCKUP_02.PSD



SING_TR_LOCKUP_03.PSD



SING_TR_LOCKUP_04.PSD



SING_TR_LOCKUP_05.PSD



PROMOTIONAL LOGOS | CHARACTER LOGO LOCKUPS

BOTTOM LEFT CORNERS - Use these approved promotional container shapes for various marketing applications.



SING_BL_LOCKUP_01.PSD



SING_BL_LOCKUP_02.PSD



SING_BL_LOCKUP_03.PSD



SING_BL_LOCKUP_04.PSD



SING_BL_LOCKUP_05.PSD



SING_BL_LOCKUP_06.PSD



SING_BL_LOCKUP_07.PSD



SING_BL_LOCKUP_08.PSD



PROMOTIONAL LOGOS | CHARACTER LOGO LOCKUPS

BOTTOM RIGHT CORNERS - Use these approved promotional container shapes for various marketing applications.



SING_BR_LOCKUP_01.PSD



SING_BR_LOCKUP_02.PSD



SING_BR_LOCKUP_03.PSD



SING_BR_LOCKUP_04_V2.PSD



SING_BR_LOCKUP_05_V2.PSD



SING_BR_LOCKUP_06.PSD



SING_BR_LOCKUP_07.PSD

PROMOTIONAL LOGOS | CHARACTER LOGO LOCKUPS

FREE FLOATING - Use these approved promotional container shapes for various marketing applications.



SING_CIRCLE_LOCKUP_01.PSD



SING_CIRCLE_LOCKUP_02.PSD



SING_CIRCLE_LOCKUP_03.PSD



SING_CIRCLE_LOCKUP_04_V2.PSD



SING_CIRCLE_LOCKUP_05.PSD



SING_CIRCLE_LOCKUP_06.PSD



PROMOTIONAL LOOK | INTRO

This section will cover the rules and guidelines when creating promotional materials for SING. These pieces will endorse the release date of the movie along with character names to help familiarize the audience with the cast.



SING_KEYVISUAL_HORIZONTAL_V2.PSB

PROMOTIONAL LOOK | COLOR PALETTE ADDITIONS

In addition to the colors used in the logo, these are the colors used in promotional look key visuals.



PANTONE: 275 C
RGB: 32, 23, 71
CMYK: 100, 100, 7, 56



PANTONE: 2140 C
RGB: 58, 83, 130
CMYK: 93, 61, 9, 42



PANTONE: 2603 C
RGB: 112, 32, 130
CMYK: 72, 99, 0, 3



PANTONE: 5285 C
RGB: 141, 137, 165
CMYK: 44, 40, 5, 15



PANTONE: 645 C
RGB: 125, 161, 196
CMYK: 56, 21, 2, 8



PANTONE: 664 C
RGB: 224, 219, 227
CMYK: 5, 8, 0, 3



PANTONE: 7672 C
RGB: 76, 65, 132
CMYK: 85, 84, 0, 6



PANTONE: 666 C
RGB: 161, 146, 178
CMYK: 36, 39, 2, 5



PANTONE: 7685 C
RGB: 44, 86, 151
CMYK: 95, 69, 0, 0



PANTONE: 2708 C
RGB: 184, 204, 234
CMYK: 30, 13, 0, 0



PANTONE: 299 C
RGB: 0, 163, 224
CMYK: 86, 8, 0, 0



PANTONE: 2191 C
RGB: 0, 163, 225
CMYK: 82, 11, 0, 0



PROMOTIONAL LOOK | BRAND ELEMENT GUIDELINES & GROUP POSTER

These are the required branding elements and their proper usage to create SING promotional packaging, point-of-sale and point-of-purchase displays. All brand elements must be included, unless otherwise noted.

SING LOGO

The SING logo must be over a simple dark portion of the design.

CALL TO ACTION

Call to action should be set between the lines of the sign.

FONT:
**AGENCYFB BLACK
CONDENSED**

PARTNER LOGO



SPOTLIGHT SHAPE

A graphic representation of a "spotlight" should be used in such a way as to focus the eye on the main character or characters.

BACKGROUND

Images layered into the background should give insight into the character or characters backstory.

CHARACTER ART

The core look features Ash and Johnny. Please review your demographic to choose which character to highlight as the focal point of the layout.

SING_KEYVISUAL_GROUP_VERTICAL.PSB

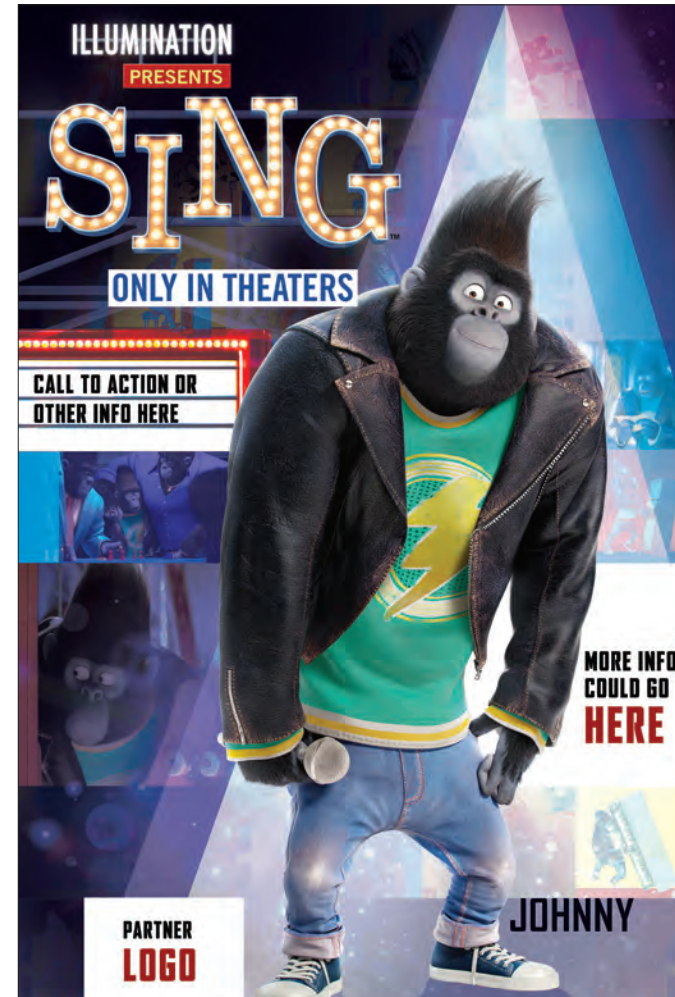


PROMOTIONAL LOOK | INDIVIDUAL POSTERS

Use these approved vertical layouts as reference only when designing promotional materials.



SING_KEYVISUAL_ASH.PSB



SING_KEYVISUAL_JOHNNY.PSB

CHARACTER NAME

Placed next to character when introducing a single character.

FONT:
AGENCYFB BOLD



PROMOTIONAL LOOK | HORIZONTAL BANNER

Use this approved horizontal layout as reference only when designing promotional materials.



SING_KEYVISUAL_HORIZONTAL_V2.PSB



PROMOTIONAL LOOK | **TYPOGRAPHY**

These are the approved fonts for text, graphics and backgrounds.
Fonts are available for purchase at www.fonts.com

PRIMARY HEADLINE

AGENCYFB BLACK CONDENSED
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SUBHEADLINE

AGENCYFB BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BODY

AGENCYFB REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



DIGITAL LOOK | **EXECUTION GUIDELINES**





DIGITAL LOOK | WEB COLOR PALETTE

These are the colors used in the logo as well as the promotional look key visuals.



RGB: 44, 86, 151
HEX: #2C5697



RGB: 152, 182, 228
HEX: #98B6E4



RGB: 110, 128, 169
HEX: #6E80A9



RGB: 29, 66, 138
HEX: #1D428A



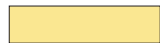
RGB: 0, 78, 168
HEX: #004EA8



RGB: 0, 132, 213
HEX: #0084D5



RGB: 183, 49, 44
HEX: #B7312C



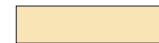
RGB: 240, 233, 145
HEX: #F0E991



RGB: 219, 134, 78
HEX: #DB864E



RGB: 239, 192, 110
HEX: #EFC06E



RGB: 241, 230, 178
HEX: #F1E6B2



RGB: 0, 163, 224
HEX: #00A3E0



RGB: 32, 23, 71
HEX: #201747



RGB: 58, 83, 130
HEX: #3A5382



RGB: 112, 32, 130
HEX: #702082



RGB: 141, 137, 165
HEX: #8D89A5



RGB: 125, 161, 196
HEX: #7DA1C4



RGB: 224, 219, 227
HEX: #E0DBE3



RGB: 76, 65, 132
HEX: #4C4184



RGB: 161, 146, 178
HEX: #A192B2



RGB: 44, 86, 151
HEX: #2C5697



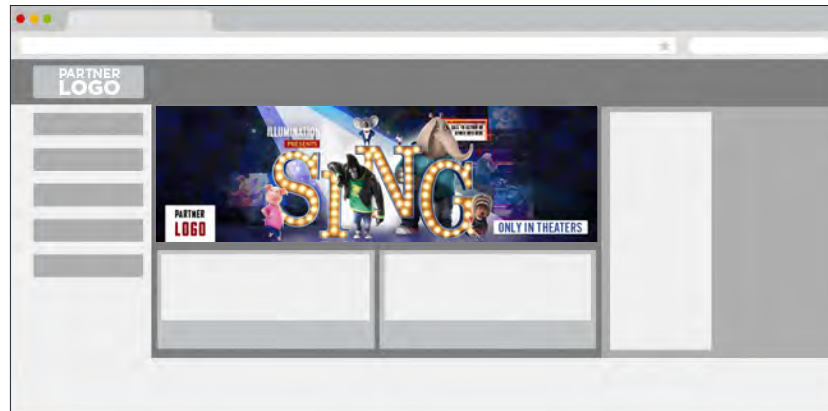
RGB: 184, 204, 234
HEX: #B8CCEA



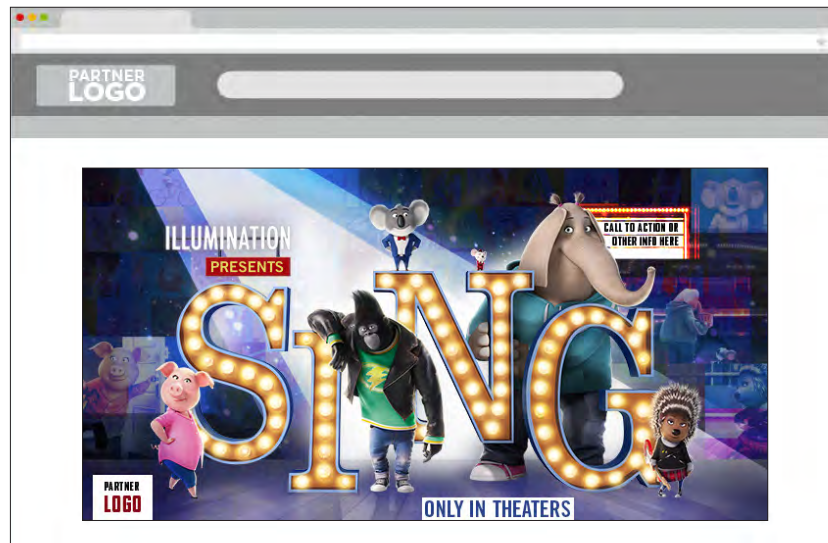
DIGITAL LOOK | **LANDING PAGE**

These are examples of how to use brand assets for partner web pages.

NOTE: →
This landing page is
designed for
850x260 resolution.



SING_DIGI_LANDINGPAGE_01.PSD



← **NOTE:**
This landing page
is designed for
700x360 resolution.

SING_DIGI_LANDINGPAGE_02.PSD



DIGITAL LOOK | WEBSKIN

These are examples of how to use brand assets for partner webskin takeovers.

NOTE:

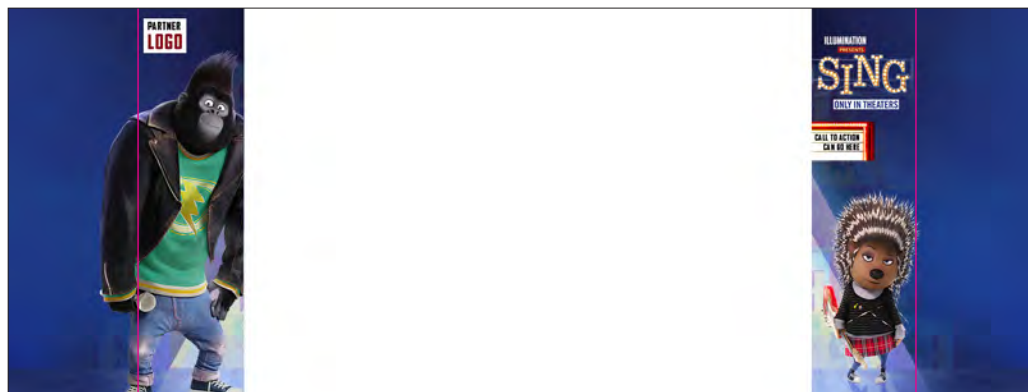
Make sure webskin is designed to the complete size, not just to the safety.



SING_DIGI_WEBSKIN_01.PSD

NOTE:

Make sure character art and logo remains inside the specific webskins safety margins.



SING_DIGI_WEBSKIN_02.PSD

NOTE:

These have been designed for a min view of 1200x600, with a maximum resolution of 1600X1000.



DIGITAL LOOK | SWEEPSTAKES PAGE

These are examples of how to use brand assets for partner sweepstakes.



SING_DIGI_SWEEPSTAKES_01.PSD



NOTE:

This page has been designed for 1024x760 resolution.

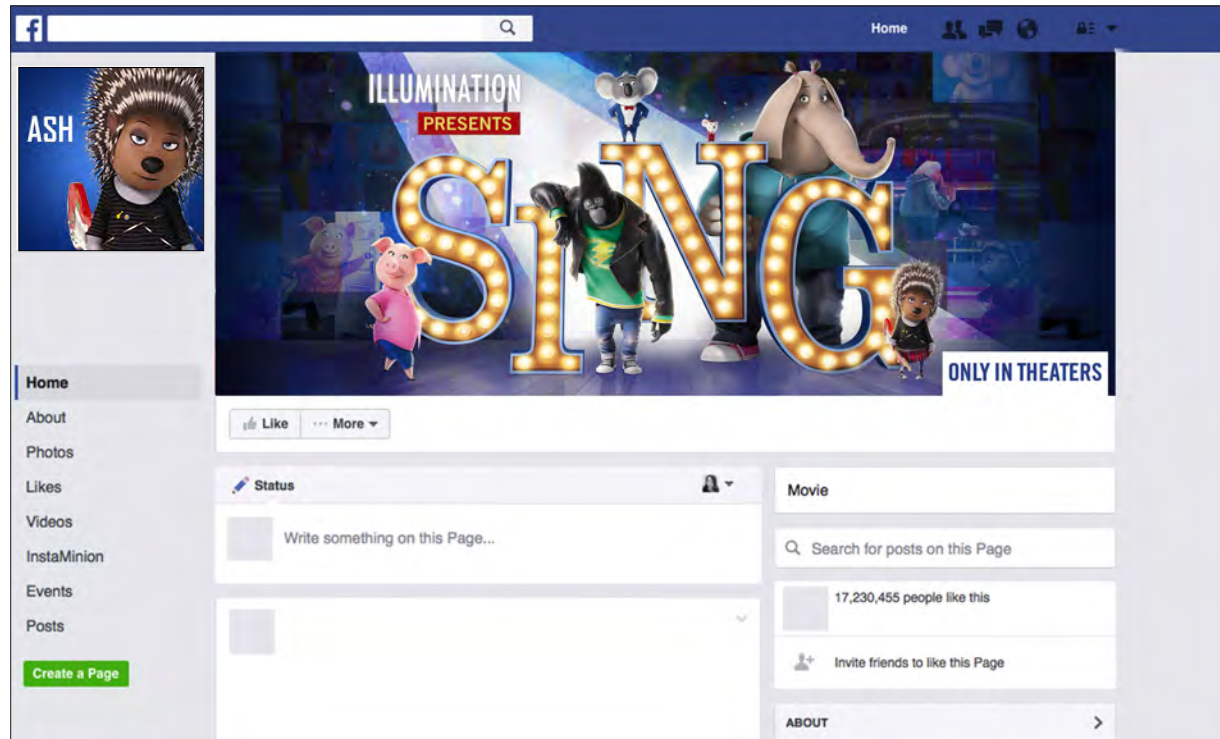


DIGITAL LOOK | FACEBOOK

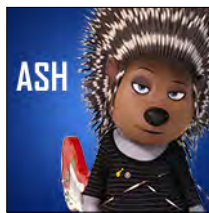
Use brand assets for partner social media pages.

NOTE:

Partners can choose between various layouts to use as their profile pictures.



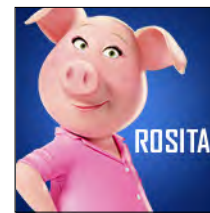
SING_DIGI_828X315_01.PSD



SING_160X160_01.PSD



SING_160X160_02.PSD



SING_160X160_03.PSD



SING_160X160_04.PSD



DIGITAL LOOK | BANNERS

Use brand assets for partner digital banners.



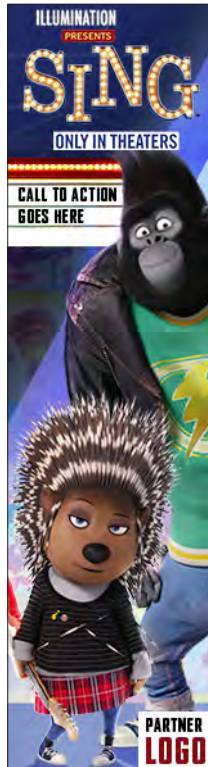
SING_DIGI_970X150_01.PSD



SING_DIGI_300X250_01.PSD



SING_DIGI_300X600_01.PSD



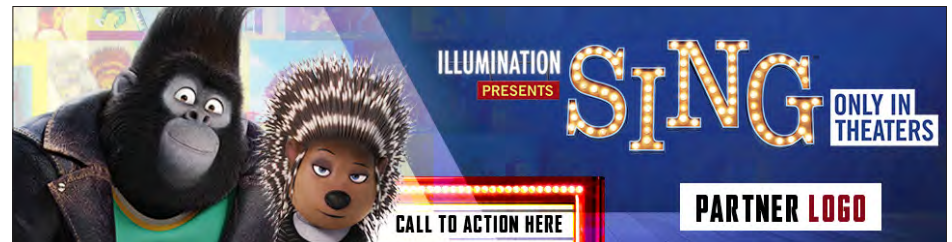
SING_DIGI_160X600_01.PSD



SING_DIGI_300X60_01.PSD



SING_DIGI_728X90_01.PSD



SING_DIGI_970X250_01.PSD

NOTE: —→
This is the preferred art for all digital executions.



DIGITAL LOOK | BANNERS

Use brand assets for partner digital banners.



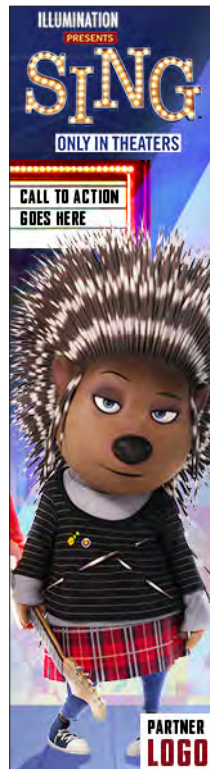
SING_DIGI_970X150_02.PSD



SING_DIGI_300X250_02.PSD



SING_DIGI_300X600_02.PSD



SING_DIGI_160X600_02.PSD



SING_DIGI_300X60_02.PSD



SING_DIGI_728X90_02.PSD



SING_DIGI_970X250_02.PSD



DIGITAL LOOK | BANNERS

Use brand assets for partner digital banners.



SING_DIGI_970X150_03.PSD



SING_DIGI_300X250_03.PSD



SING_DIGI_300X600_03.PSD



SING_DIGI_160X600_03.PSD



SING_DIGI_300X60_03.PSD



SING_DIGI_728X90_03.PSD



SING_DIGI_970X250_03.PSD



DIGITAL LOOK | BANNERS

Use brand assets for partner digital banners.



SING_DIGI_970X150_04.PSD



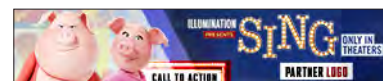
SING_DIGI_300X250_04.PSD



SING_DIGI_300X600_04.PSD



SING_DIGI_160X600_04.PSD



SING_DIGI_300X60_04.PSD



SING_DIGI_728X90_04.PSD



SING_DIGI_970X250_04.PSD



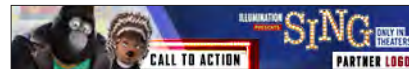
DIGITAL LOOK | MOBILE BANNERS

Use brand assets for partner mobile banners.



SING_DIGI_750X1100_01.PSD

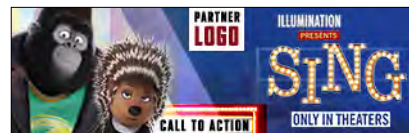
NOTE: →
Make sure character art and logo remain cropped nicely inside the specific safety margins.



SING_DIGI_320X50_01.PSD



SING_DIGI_300X250_01.PSD



SING_DIGI_320X100_01.PSD



SING_DIGI_300X50_01.PSD



SING_DIGI_300X60_01.PSD



SING_DIGI_500X500_01.PSD



DIGITAL LOOK | MOBILE BANNERS

Use brand assets for partner mobile banners.



SING_DIGI_750X1100_02.PSD

NOTE: →
Make sure character art and logo remain cropped nicely inside the specific safety margins.



SING_DIGI_320X50_02.PSD



SING_DIGI_300X250_02.PSD



SING_DIGI_320X100_02.PSD



SING_DIGI_300X50_02.PSD



SING_DIGI_300X60_02.PSD



SING_DIGI_500X500_02.PSD



DIGITAL LOOK | MOBILE BANNERS

Use brand assets for partner mobile banners.



SING_DIGI_750X1100_03.PSD

NOTE: →
Make sure character art and logo remain cropped nicely inside the specific safety margins.



SING_DIGI_320X50_03.PSD



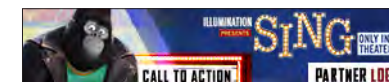
SING_DIGI_300X250_03.PSD



SING_DIGI_320X100_03.PSD



SING_DIGI_300X50_03.PSD



SING_DIGI_300X60_03.PSD



SING_DIGI_500X500_03.PSD



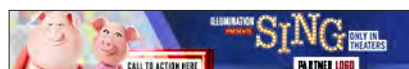
DIGITAL LOOK | MOBILE BANNERS

Use brand assets for partner mobile banners.



SING_DIGI_750X1100_04.PSD

NOTE: →
Make sure character art and logo remain cropped nicely inside the specific safety margins.



SING_DIGI_320X50_04.PSD



SING_DIGI_300X250_04.PSD



SING_DIGI_320X100_04.PSD



SING_DIGI_300X50_04.PSD



SING_DIGI_300X60_04.PSD



SING_DIGI_500X500_04.PSD



DIGITAL LOOK | TABLET BANNERS

Use brand assets for partner tablet banners.



SING_DIGI_630X920_01.PSD



SING_DIGI_500X500_01.PSD



SING_DIGI_728X90_01.PSD



DIGITAL LOOK | TABLET BANNERS

Use brand assets for partner tablet banners.



SING_DIGI_630X920_02.PSD



SING_DIGI_500X500_02.PSD



SING_DIGI_728X90_02.PSD



DIGITAL LOOK | TABLET BANNERS

Use brand assets for partner tablet banners.



SING_DIGI_630X920_03.PSD



SING_DIGI_500X500_03.PSD



SING_DIGI_728X90_03.PSD



DIGITAL LOOK | TABLET BANNERS

Use brand assets for partner tablet banners.



SING_DIGI_630X920_04.PSD



SING_DIGI_500X500_04.PSD



SING_DIGI_728X90_04.PSD



DIGITAL LOOK | TYPOGRAPHY

These are the approved fonts for text, graphics and backgrounds.
Fonts are available for purchase at www.fonts.com

NOTE: →
CALL TO ACTION
should be set between
the lines of the sign.



SING_DIGI_300X600_01.PSD

PRIMARY HEADLINE

AGENCYFB BLACK CONDENSED
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SUBHEADLINE

AGENCYFB BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BODY

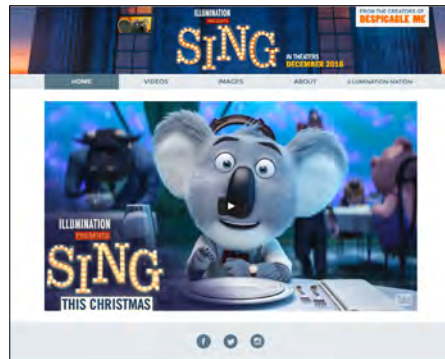
← **NOTE:**
PARTNER LOGO should
be set in a white box to
make sure it stands out
from the background.

AGENCYFB REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

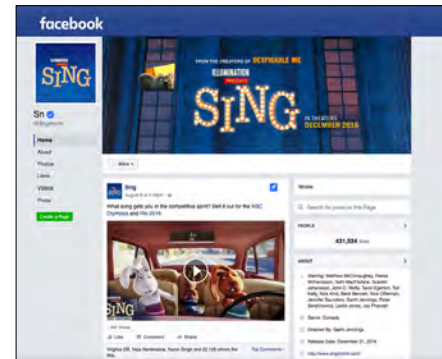


OFFICIAL WEBSITE LINKS

Partners can use these links to connect to various forms of online digital content branded exclusively for SING.



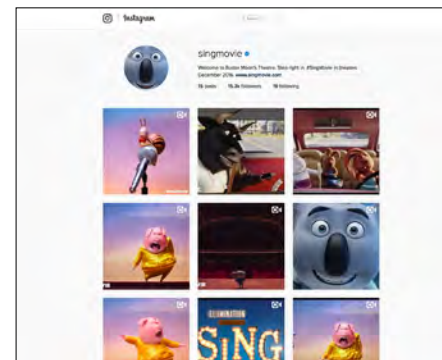
singmovie.com



facebook.com/SingMovie



twitter.com/singmovie

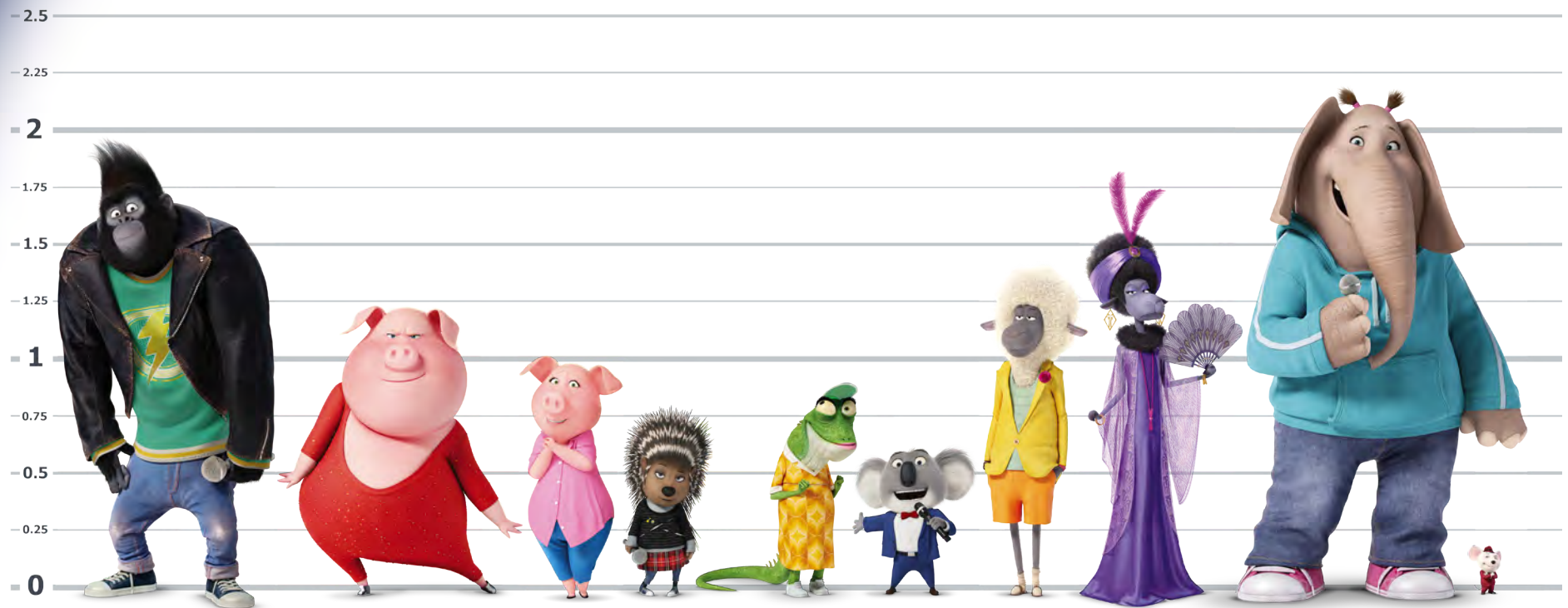


instagram.com/singmovie

← **NOTE:**
Click on website image
and begin exploring the
animated world of SING.

CHARACTER ART | SCALE CHART

SING includes a wide variety of animals. It is important when using multiple characters that they maintain proper **sizing in relation** to one another. Use this lineup as reference when scaling multiple characters.



CHARACTER ART | **BUSTER**

Character art is ready-to-use and should not be altered in any way.



SING_BUSTER_CA_01.PSD



SING_BUSTER_CA_02B.PSD



SING_BUSTER_CA_02.PSD

CHARACTER ART | ASH

Character art is ready-to-use and should not be altered in any way.



SING_ASH_CA_01.PSD



SING_ASH_CA_02.PSD



SING_ASH_CA_03.PSD



SING_ASH_CA_04.PSD



SING_ASH_CA_05.PSD



SING_ASH_CA_06.PSD

CHARACTER ART | JOHNNY

Character art is ready-to-use and should not be altered in any way.



SING_JOHNNY_CA_01_A.PSD



SING_JOHNNY_CA_04.PSD



SING_JOHNNY_CA_02.PSD



SING_JOHNNY_CA_01.PSD



SING_JOHNNY_CA_03.PSD

NOTE: THIS POSE MUST SHOW JOHNNY'S ARM
LEANING ON SOMETHING THE HEIGHT OF THE
SHOWN GRAY RECTANGLE.

CHARACTER ART | MIKE

Character art is ready-to-use and should not be altered in any way.



SING_MIKE_CA_01.PSD



SING_MIKE_CA_02.PSD



SING_MIKE_CA_03.PSD



SING_MIKE_CA_04.PSD

CHARACTER ART | MEENA

Character art is ready-to-use and should not be altered in any way.



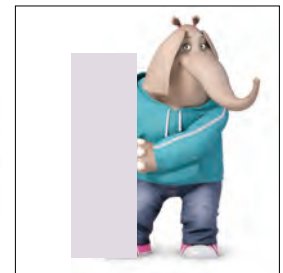
SING_MEENA_CA_01.PSD



SING_MEENA_CA_02.PSD



SING_MEENA_CA_03.PSD



NOTE: THIS POSE MUST SHOW MEENA HOLDING SOMETHING IN HER HANDS OR PEAKING AROUND SOMETHING TALLER THAN HER SHOULDER.

CHARACTER ART | ROSITA

Character art is ready-to-use and should not be altered in any way.



SING_ROSITA_CA_01



SING_ROSITA_CA_02.PSD

CHARACTER ART | GUNTER, EDDIE & MISS CRAWLY

Character art is ready-to-use and should not be altered in any way.

GUNTER



SING_GUNTER_CA_01.PSD

EDDIE



SING_EDDY_CA_01.PSD

MISS CRAWLY



SING_CRAWLEY_CA_01.PSD

CHARACTER ART | GROUPINGS

Character art is ready-to-use and should not be altered in any way.



SING_GROUP_CA_XX.PSD



SING_GROUP_CA_01.PSD



SING_GROUP_CA_02.PSD



LEGAL GUIDELINES

SING legal notices below pertain to all third party partners for all product packaging, retail merchandising, trade show materials, marketing collateral and advertising.

WORLDWIDE PROMOTIONS:

Must be used on all products, packaging, POP and marketing materials:

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