



ILLUMINATION PRESENTS  
Dr. Seuss'

The  
**GRINCH**™

PROMOTIONAL GUIDE



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FOUNDED 10 YEARS AGO  
WITH THE MISSION OF  
**PUTTING A SMILE ON THE  
FACE OF EVERY MEMBER  
OF THE AUDIENCE,**  
NO MATTER THEIR AGE,  
ILLUMINATION CONTINUES TO  
IMAGINE BOTH ORIGINAL STORIES,  
AS WELL AS UNEXPECTED  
ADAPTATIONS OF BELOVED  
PRE-EXISTING WORKS.

**BY INFUSING JOY  
AND DISCOVERY INTO  
EVERY PROPERTY,**  
THE STUDIO ALLOWS AUDIENCES  
TO CONNECT THEIR EXPERIENCES  
WITH EACH PROPERTY TO THE  
ILLUMINATION BRAND ITSELF.



## MEMORABLE AND DISTINCT CHARACTERS

Each Illumination film introduces the world to **funny, three-dimensional characters that are both sweet and subversive**, with unexpected qualities that appeal to audiences of all ages, genders and cultures.

**253 MM VIEWS**

DESPICABLE ME 3 TRAILER #1



THE SECRET LIFE OF PETS BUDDY CLIP



**143 MM VIEWS**



“WHEN WE LEAVE THE MOVIE THEATER, IT IS THE RELATIONSHIP WITH THE FILM’S CHARACTERS THAT DETERMINES HOW THAT FILM WILL LIVE ON IN OUR IMAGINATIONS.”

-CHRIS MELEDANDRI



MINION RUN JAPAN



## INTERNATIONAL APPEAL

The company aspires to create content that is **as appealing and relatable to global audiences** as it is to our audience in the United States. Chris Meledandri likes to say **DESPICABLE ME** is **the most international animated movie ever made** – from an idea initially thought up by a Spaniard, scripted by two Americans, co-directed by an American and a Frenchman, scored by a Brazilian and an American, and animated by a world-class team of artists, most of whom are French.

## UNMATCHED TALENT

Illumination has always believed that **the key to success is the unique talents of its creative forces**, such as directors **Chris Renaud** and **Pierre Coffin**, and Illumination's arsenal of highly talented writers and artists. The films have also received **prized musical contributions** from composers such as Academy Award and Golden Globe winner **Alexandre Desplat** and Grammy Award winners **Pharrell Williams** and **Stevie Wonder**.

Furthermore, what sets Illumination's films apart are the exceptional voice performances from stars in live-action feature film, stand-up comedy, and theater, including **Steve Carell**, **Sandra Bullock**, **Matthew McConaughey**, **Reese Witherspoon**, **Benedict Cumberbatch**, **Scarlett Johansson**, **Kristen Wiig**, and **Albert Brooks**.



**MATTHEW MCCONAUGHEY**  
RECORDING THE VOICE OF  
**SING'S BUSTER MOON**



CUSTOM 30 SECOND  
ANIMATED SPOT  
USING THE MUSIC OF  
THE ROLLING STONES

**PETSMART**



## MARKETING & BRAND EXTENSIONS ARE CONTENT

The company actively supports every film it produces and hopes to create the widest reach possible by **pulling in key talent and filmmakers to develop original content specifically designed for marketing and partnerships**. We have a team of over 100 artists solely dedicated to the creation of content that exists outside of each movie. This ancillary content goes through the same creative pipeline as the features they accompany, ensuring that our theme park attractions, mobile games, consumer products and short films **adhere to the same standards of excellence and creativity** that define the Illumination brand.

**200 MM  
VIEWS**



SING OLYMPIC SPOT ON NBC

## BEST IN CLASS PARTNERSHIP

Illumination and Universal's partnership has led to the extraordinary, coordinated support of the entire Comcast and NBCUniversal family. **The reach and strength of the campaigns are unparalleled.**



## YEAR-ROUND ACTIVATIONS

With successful mobile games, consumer products, and social/digital media, **ILLUMINATION'S franchises—populated with characters that are as comedic as they are heartfelt and authentic—translate far beyond the theater.** **DESPICABLE ME: MINION RUSH** has now become the fifth-most downloaded mobile game ever, while the **DESPICABLE ME: MINION MAYHEM** attraction at Universal Orlando Resort and Universal Studios Hollywood has been newly joined by the wildly popular **MINION PARK** at Universal Studios Japan...where the Minions are the No.1 licensed characters.

**MINION RUSH MOBILE GAME**  
810+ MILLION DOWNLOADED



**AWAY LUGGAGE**  
AND MINION  
COLLABORATION



**CUSTOM  
CAMERA  
& CASE**  
FUJI FILM

**125 MM  
VIEWS**



**DESPICABLE ME 2 TEASER TRAILER**



**STEPH CURRY, AYESHA CURRY, & MICHELLE  
OBAMA LIP-SYNC TO THE DESPICABLE ME 2  
TEASER TRAILER**

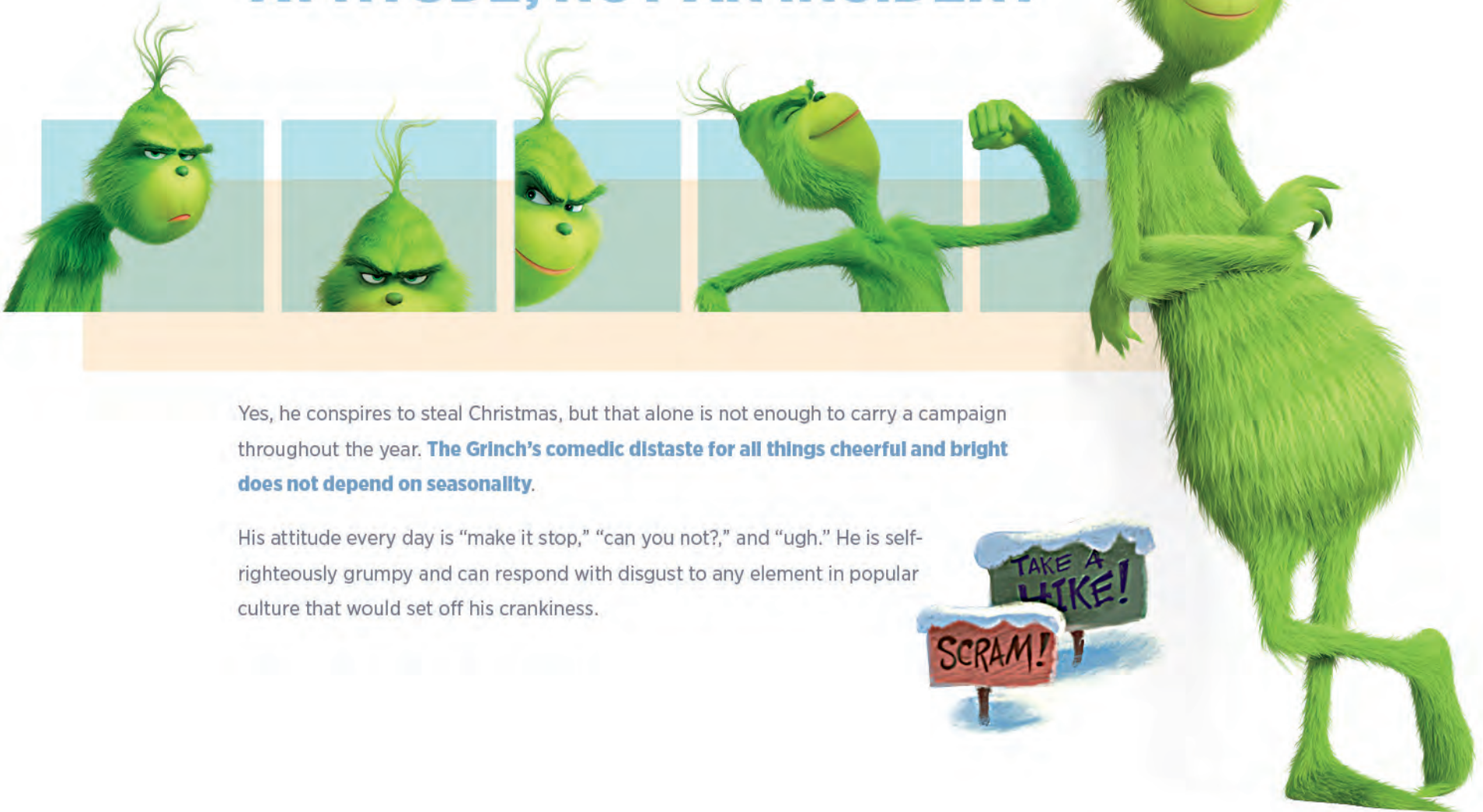
## CULTURAL RELEVANCE

Across the world, **ILLUMINATION'S films have permeated the zeitgeist.**

Celebrities and fans of all ages have showcased their love with creativity and inventiveness. This social engagement and high affinity for the films is unprecedented for an animated franchise.



## THE GRINCH IS ABOUT AN ATTITUDE, NOT AN INCIDENT



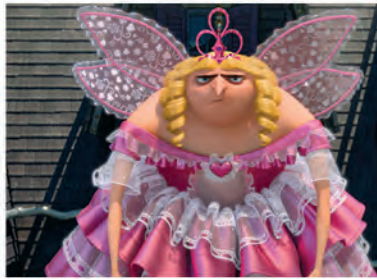
Yes, he conspires to steal Christmas, but that alone is not enough to carry a campaign throughout the year. **The Grinch's comedic distaste for all things cheerful and bright does not depend on seasonality.**

His attitude every day is "make it stop," "can you not?," and "ugh." He is self-righteously grumpy and can respond with disgust to any element in popular culture that would set off his crankiness.





**“It is I,  
Gru-zinklebell,  
the most magical  
fairy princess”**  
-GRU



## LEAD WITH ILLUMINATION'S BRAND OF QUALITY AND COMEDY

Position the film as an **illumination comedy** that contains their key brand traits: **engaging, relatable characters; all-audience edge; and subversive comedy with heartwarming undertones.**

**illumination has true cultural currency**, *The Grinch* not only fits the brand, but the illumination name can provide an understandable and reliable framework for the film, its tone and its characters.

*The Grinch* is sure to continue with that legacy and further elevate a brand that exploded in global awareness over the past two years.

**“Bee-Do!  
Bee-Do!  
Bee-Do!”**

-CARL



**“It’s so  
fluffy  
I’m going  
to die!!!”**  
-AGNES





### HEART

Beneath his wicked exterior, the Grinch has a reason for his bad attitude. By leaning into his backstory and showing how as a child, he was left alone and isolated from his community, we can **showcase the film's warmer emotional side.**



## PUSH CHARACTER FIRST AND FOREMOST

The Grinch is a quintessential Illumination character: **funny and fallible, hiding his vulnerability under a layer of cynicism.**



### HUMOR

*The Grinch's* inventive schemes promise **physical comedy that will translate across all territories**, while his deliciously wicked personality will allow for wit and verbal humor.

### DISTINCTIVE CHARACTER DESIGN AND COLOR

Just as yellow has come to be synonymous with Minions and orange identified *The Lorax* all over the world, **"Grinch green" is a critical asset that can define and distinguish our character and film.** Use this color broadly as an unmistakable symbol. Think of unexpected ways to apply the color in your activations. Green is good. Green works.





## UNIVERSALITY OF CONCEPT, STORY AND KEY THEMES

Experiencing frustration at the holidays and feeling like an outsider is something all audiences can understand, making the Grinch and his story relatable.



The high concept of *The Grinch* lies not just in the premise of stealing Christmas, but in several **universally relatable themes: Optimism versus cynicism, the importance of community and the transforming power of forgiveness.**



## SELL THE IMMERSIVE CINEMATIC EXPERIENCE AND STUNNING SCOPE



*The Grinch* takes place in a fantastic winter wonderland that **invites audiences into an immersive world that is relatable, yet different.** From the vibrant, multi-dimensional city of Who-ville, to the Grinch's cavernous home, everything is bursting with unique creative flourishes and infused with magic.



The Grinch will outfit himself with a set of contraptions and tools that will help him complete his heist, stealing every sign of Christmas from all of Who-ville. **These wonderfully unexpected inventions can provide creative inspiration for the campaign.** Dream up attention-getting engagements that aren't wed to the holiday season.



## WORDS TO EMBRACE

- Delightfully flawed characters
- Dynamic
- Rebellious
- Unexpected
- Sweet yet Subversive
- Expressive
- Thrilling
- Authentic emotions
- Organic
- Distinctive
- Event-worthy
- Innovative
- Original
- Transformative
- Community
- All-Audience (vs. "Family")
- Refer to "Marketing" as "Content"  
not "Messaging"

## WORDS TO **AVOID**

- Adventure
- 3D
- Computer-generated / CGI
- Hilarious
- Happy
- Cool
- Hip
- Edgy
- Kids
- Kids' Films
- Family Films
- Cartoon
- Quirky
- In most cases, terms with specifically negative associations, e.g., "bad", "evil", "angry", etc.
- Slang terms, e.g. "hang", "jam", etc.
- Any pun whatsoever
- Expressions such as, "Funniest movie ever", "Hilarious characters", etc.
- Limit use of exclamation marks; use them judiciously or omit altogether

## THIS IS THE ESSENCE AND VISUAL PERSONALITY OF THE GRINCH BRAND

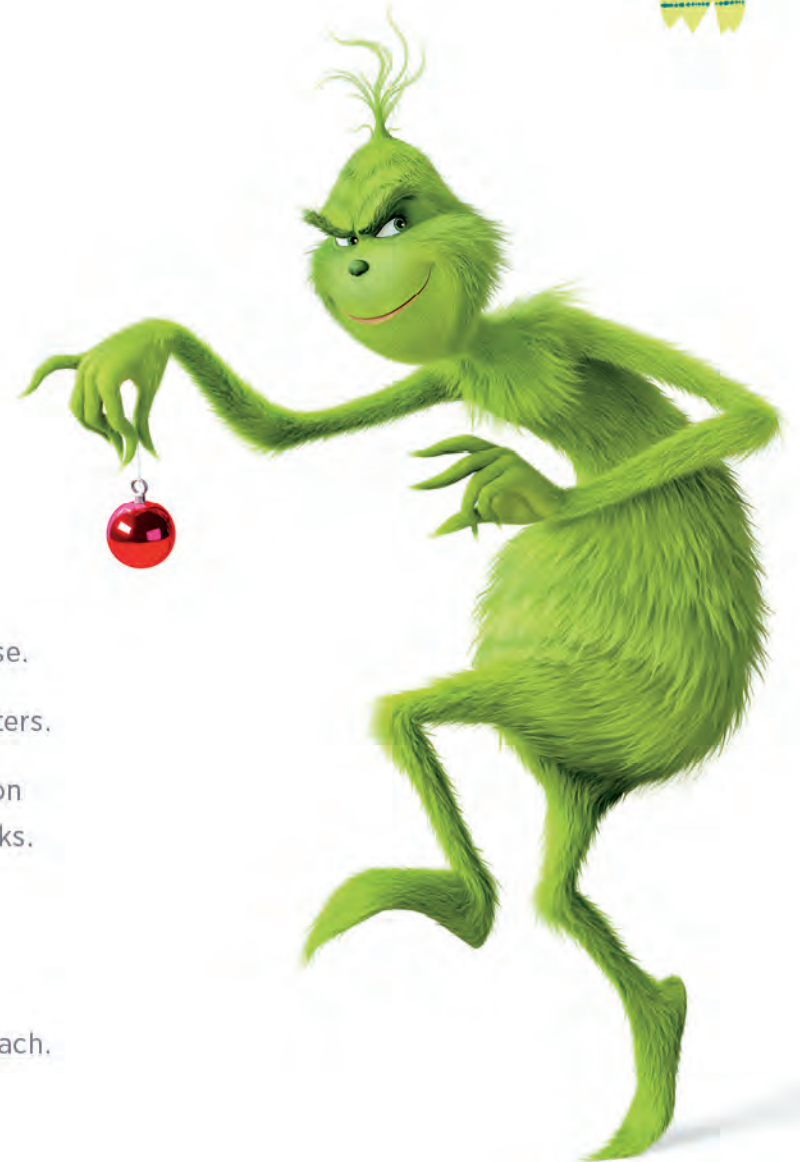
All creative choices should be grounded in the film – its story, its characters and its aesthetics. The overall goal is to maintain the integrity of the brand through **thoughtful depictions** of the characters in appropriate narrative tableaux. To that end, keep in mind the following guidelines as you develop your content assets:

- **TONE – SWEET & SUBVERSIVE**; Characters should always be presented in such a way as to feature both the lovable and the mischievous sides of their personalities. **Capture the complexity...**
- **CONTENT – CONNECT EMOTIONALLY TO AN ALL-AUDIENCE DEMO**; We depict situations that audiences across all ages and cultures can easily relate to and make their own. This is how we connect emotionally to our audiences and bring both **heart and humor** to all our executions.
- **VISUAL STYLE – MODERN & RELEVANT**; The brand's aesthetic reflects this. Use visual elements that are drawn from contemporary culture. A franchise with a central place in today's culture must remain **relevant to today's culture**.
- **CORE – INNOVATIVE AND EVENT WORTHY**; Use your expertise to try something new in your category. Defy conventions & expectations. Surprise the audience. **Break through the clutter**. Think big & create an event.





- Always aim for creativity over messaging – **surprise and delight** the audience and always include some sort of gag/comedy that is in keeping with the tone of the film’s humor.
- Be thoughtful in your placement of the **GRINCH** characters; each character should have a **definitive purpose** for being there, not merely slapped on as spatial elements.
- Poses should only be used in the context their action is depicting and always reflect the **distinct personality and humor** of the specific character.
- **GRINCH** characters should interact **logically and thoughtfully** with the environment and all elements and characters on the layout.
- Do not “Frankenstein”, customize, flop or otherwise alter any fully rendered pose.
- Do not write any editorial or supplemental copy in the voice of **GRINCH** characters.
- When creating a co-branded element, avoid direct contact or specific interaction between **GRINCH** characters and products, and/or 3rd party logos or wordmarks.
- Strive for logo parity when applicable.
- Do not use **GRINCH** logo as a design device.
- Do not clutter the design to fill a space; maintain a clear and clean visual approach.





## SYNOPSIS

For their eighth fully animated feature, Illumination and Universal Pictures present ***The Grinch*** based on Dr. Seuss' beloved holiday classic. *The Grinch* tells the story of a cynical grump who goes on a mission to steal Christmas, only to have his heart changed by a young girl's generous holiday spirit. Funny, heartwarming and visually stunning, it's a universal story about the spirit of Christmas and the indomitable power of optimism.







← Concept Art:  
The Grinch in  
his lair

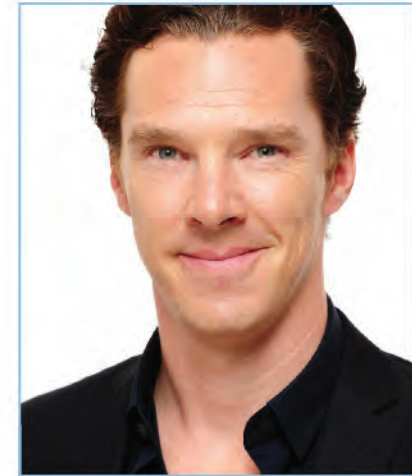


## THE GRINCH

Living atop Mt. Crumpit and choosing only his dog Max for company, the delightfully wicked Grinch was born with a heart two sizes too small. His disdain for his neighbors down in Who-ville is magnified every Christmas season when he is forced to endure their enthusiasm for togetherness, generosity and, worst of all, joy. But after 53 years of lonely and miserable holidays, the Grinch finally has a plan to make this season bearable: He's going to **steal** Christmas!



↑ Concept Art:  
The Grinch & Max  
atop Mt. Crumpet



## **BENEDICT CUMBERBATCH**

Oscar Nominee & Emmy  
Winner best known for  
his work as Dr. Strange,  
Smaug the Dragon in  
The Hobbit, & the titular  
Sherlock for the BBC.



↓ Concept Art: Max waits to lend The Grinch a helping hand.



↓ Concept Art: Max and the Grinch down in Who-ville.



↑ Concept Art: Max surveys the landscape, acting as the Grinch's drone.

**MAX** Max is the Grinch's deeply devoted dog and only friend. He lives with the Grinch in his cave and is responsible for most of the household upkeep. Using an intricate system of contraptions and pulleys, Max is able to do everything from making the Grinch's coffee to doing his laundry. Highly empathetic and fiercely loyal, Max hides his love of Christmas from the Grinch out of respect. But when it's Christmas Eve and the Grinch is without a reindeer for his heist, Max steps up to the sleigh in costume, ready to help his friend no matter what.





↑ Concept Art:  
Cindy-Lou's house  
in Who-ville



← Concept Art:  
Cindy-Lou's  
Bedroom



## CINDY-LOU WHO

Cindy-Lou is an energetic, hopeful, young Who with a firm belief in the spirit of Christmas. Looking for a way to show her loving, overworked single mother just how much she admires her, Cindy-Lou decides that this is the year she will finally meet Santa Claus so she can ask him to help. With the assistance of her best friends, a foolproof plan, and her relentless persistence, Cindy-Lou sets out on her biggest adventure yet – to trap Santa! And no cynical, scheming Grinch will stop her.



Inside Cindy Lou  
removes her coat  
and scarf

Cindy Lou  
ready for bed



← Cindy-Lou and Groopert make plans in the treehouse

↓ Concept Art



## GROOPERT

Cindy-Lou's best friend and partner in crime, the inventive and good-natured Groopert can go from selling snowballs to snow cones just by adding a few sugary ingredients (and changing a few letters on the sign). Inspired by Cindy-Lou's passion to catch Santa Claus, he is the first one to join the mission and agrees to recruit the rest of their gang of friends – although, his mom doesn't really like him using the word "gang."





# IZZY, OZZY & AXL

Cindy-Lou's gang of friends. They are always down for adventure and aren't above poking a little fun at one another.



← Concept Art:  
the gang's  
treehouse



Ozzy

Axl

Izzy



↑ Concept Art:  
the gang rides



↓ Concept Art: the  
Whos' living room



← Concept Art:  
The Who's house  
in Who-ville

## DONNA WHO

Donna is a multi-tasking, breadwinning, and nurturing single mother who does everything she can to juggle the demands of her household. Donna has a special bond with her daughter, Cindy Lou, who looks up to her mother with great admiration. Donna loves her daughter's willfulness and bold spirit. In addition to Cindy-Lou, she has twins Buster and Bean, that are always creating mischief of their own.



### RASHIDA JONES

Emmy nominated producer & actress, she spent seven seasons on NBC's *Parks & Recreation*. Currently, she stars in IFC's *Angie Tribeca*



↑ Concept Art:  
Bricklebaum  
shares the mayor's  
Christmas orders



← Concept Art:  
Bricklebaum's  
overly-decorated  
house.



Mabel

## BRICKLEBAUM

The Grinch's closest neighbor, Bricklebaum is everything the Grinch is not: joyful, kind and full of holiday spirit. When the Mayor issues a decree to make Christmas "three times bigger", Bricklebaum is the most enthusiastic and happiest Who to comply, even going so far as to try and convince the Grinch to join the festivities.



**KENAN THOMPSON**  
SNL cast member  
for fourteen  
seasons.





↓ Concept Art: Mt. Crumpet



← Concept Art:  
Grinch and Fred



↑ Concept Art:  
The reindeer herd  
that abandons  
both The Grinch &  
their misfit friend.

## FRED

Roped (quite literally) into the Grinch's plans, this chubby misfit becomes an unlikely member of the Grinch and Max's unconventional family. At first a trouble-maker, Fred begins to grow more comfortable in his new home as the Grinch comes to see him as a fellow outcast who has been ostracized by his herd.



The Grinch logos must include "Illumination Presents" along with The Grinch lettering and approved release call-out.

All Grinch logos should appear on a white background. The only exceptions are the vector logos specified for dark 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'



GRCH\_Logo\_CTA\_01\_primary

PROMOTIONAL LOGOS  
**COLOR PALETTE**

These are the colors used in the logo.



PANTONE: BLACK  
RGB: 33, 33, 32  
CMYK: 0, 0, 0, 100



PANTONE: 7540 C  
RGB: 74, 75, 76  
CMYK: 65, 55, 55, 45



PANTONE: 7739 C  
RGB: 46, 153, 65  
CMYK: 78, 13, 97, 0



PANTONE: 710C  
RGB: 200, 64, 81  
CMYK: 0, 90, 55, 0



The logos should not be altered in any way. Here are examples of how **NOT** to treat the logo:



**DO NOT** stretch logo



**DO NOT** skew logo



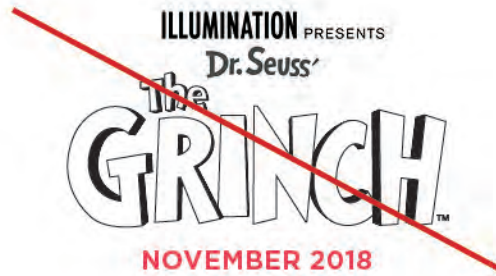
**DO NOT** re-color logo



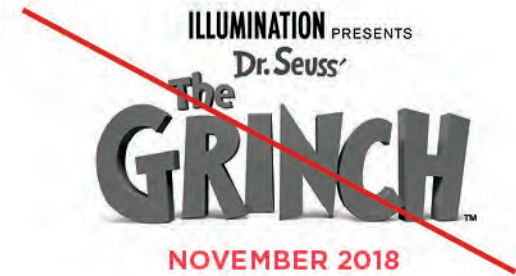
**DO NOT** rearrange elements



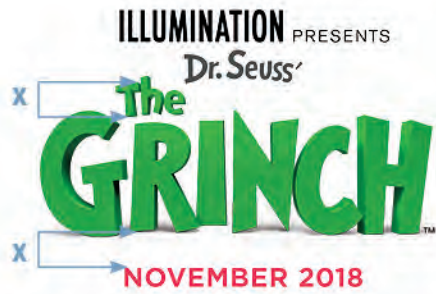
**DO NOT** place logo over a color



**DO NOT** make a black & white  
version of the rendered logo



**DO NOT** desaturate logo



**X = CLEARANCE SPACE**

**X = the height of the "T" in the word "The" in The Grinch logo.**

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 Grinch logo.





ILLUMINATION PRESENTS  
Dr. Seuss'  
**The GRINCH**™

**NOVEMBER 2018**

AKZIDENZ GROTESK REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

ALTERNATIVE  
DATE LOCKUPS

International partners **ONLY**

ILLUMINATION PRESENTS  
Dr. Seuss'  
**The GRINCH**™

**NOVEMBER 9, 2018**

ILLUMINATION PRESENTS  
Dr. Seuss'  
**The GRINCH**™

**SEE THE MOVIE**

ILLUMINATION PRESENTS  
Dr. Seuss'  
**The GRINCH**™

**ONLY IN THEATRES**

ILLUMINATION PRESENTS  
**The GRINCH**™

**ONLY IN CINEMAS**

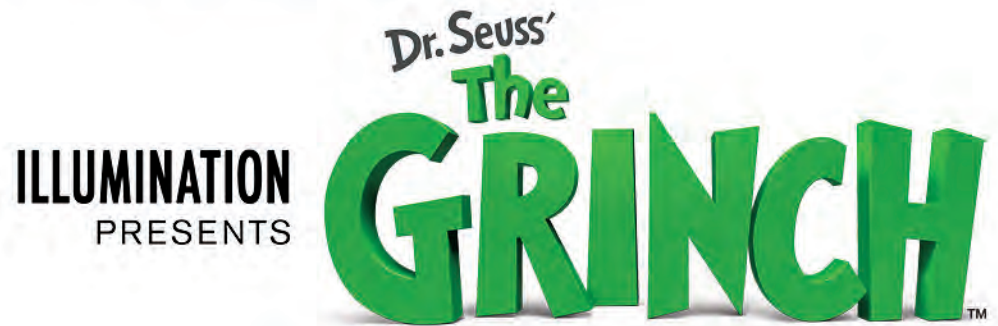


**PRIMARY LOGO**  
FOR USAGE > 2"



GRCH\_logo\_CTA\_01\_primary

**SECONDARY LOGO - FOR UNIQUE FORMATS**  
FOR USAGE > 2"



GRCH\_logo\_CTA\_02\_horiz

**SMALL USAGE LOGO**  
FOR USAGE < 2"



GRCH\_logo\_under2in\_CTA\_01\_primary

**SMALL USAGE LOGO - HORIZONTAL**  
FOR USAGE < 2" (for 2" height)



GRCH\_logo\_under2in\_CTA\_02\_horiz

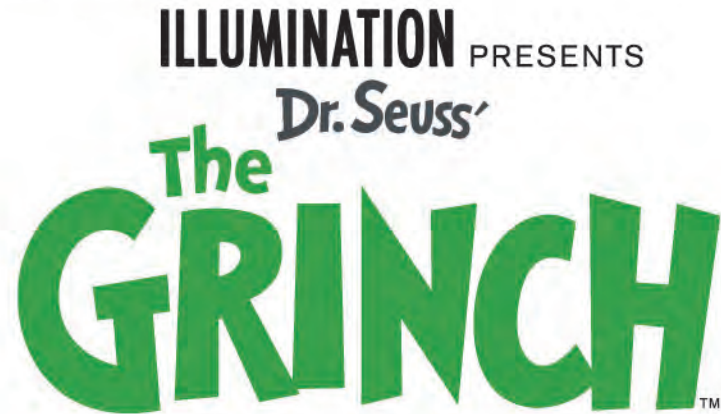
**EXTRA SMALL USAGE LOGO**  
FOR USAGE < 1" (cannot be smaller than 3/4")



GRCH\_logo\_under1in\_CTA\_01\_primary

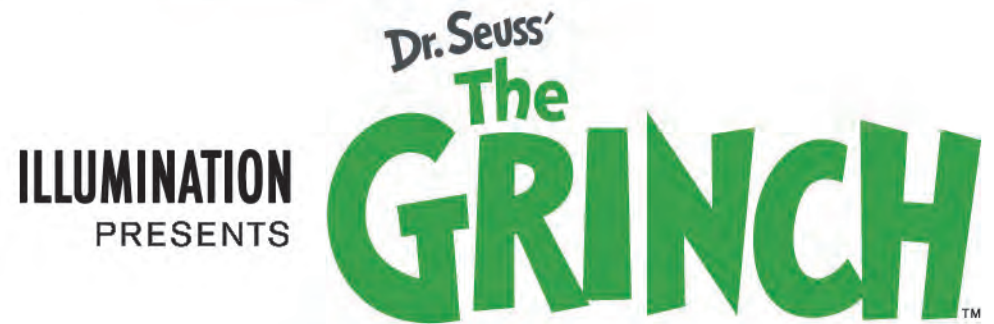


**PRIMARY LOGO**  
FOR USAGE > 2"



GRCH\_logo\_line-CTA\_01a\_primary

**SECONDARY LOGO - FOR UNIQUE FORMATS**  
FOR USAGE > 2"



GRCH\_logo\_line-CTA\_02\_horiz

**SMALL USAGE LOGO**  
FOR USAGE < 2"



GRCH\_logo\_under2in\_line-CTA\_01\_primary

**SMALL USAGE LOGO - HORIZONTAL**  
FOR USAGE < 2" (for 2" height)



GRCH\_logo\_under2in\_line-CTA\_02\_horiz

**EXTRA SMALL USAGE LOGO**  
FOR USAGE < 1"



GRCH\_logo\_under1in\_line-CTA\_01\_primary



**PRIMARY LOGO**  
FOR USAGE > 2"



GRCH\_logo\_intl\_CTA\_01\_primary

**SECONDARY LOGO - FOR UNIQUE FORMATS**  
FOR USAGE > 2"



GRCH\_logo\_intl\_CTA\_02\_horiz

**SMALL USAGE LOGO**  
FOR USAGE < 2"



GRCH\_logo\_intl\_under2in\_CTA\_01\_primary

**SMALL USAGE LOGO - HORIZONTAL**  
FOR USAGE < 2" (for 2" height)



GRCH\_logo\_intl\_under2in\_CTA\_02\_horiz

**EXTRA SMALL USAGE LOGO**  
FOR USAGE < 1" (cannot be smaller than 3/4")



GRCH\_logo\_intl\_under1in\_CTA\_01\_primary





**PRIMARY LOGO**  
FOR USAGE > 2"



**NOVEMBER 2018**

GRCH\_logo\_intl\_line-CTA\_01a\_primary

**SECONDARY LOGO - FOR UNIQUE FORMATS**  
FOR USAGE > 2"



**NOVEMBER 2018**

GRCH\_logo\_intl\_line-CTA\_02\_horiz

**SMALL USAGE LOGO**  
FOR USAGE < 2"



**NOVEMBER 2018**

GRCH\_logo\_intl\_under2in\_line-CTA\_01\_primary

**SMALL USAGE LOGO - HORIZONTAL**  
FOR USAGE < 2" (for 2" height)



**NOVEMBER 2018**

GRCH\_logo\_intl\_under2in\_line-CTA\_02\_horiz

**EXTRA SMALL USAGE LOGO**  
FOR USAGE < 1"



**NOVEMBER 2018**

GRCH\_logo\_intl\_under1in\_line-CTA\_01\_primary



The logos should not be altered in any way. Here are examples of how **NOT** to treat the logo:



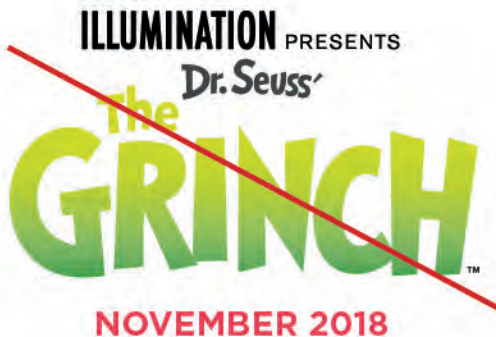
**DO NOT** re-color logo



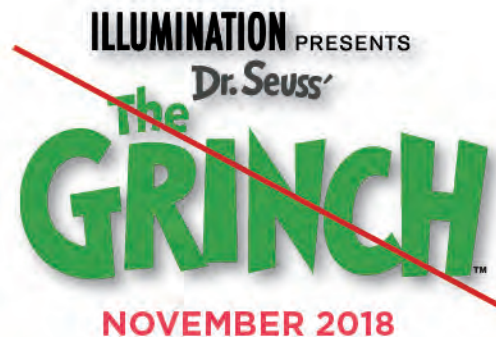
**DO NOT** outline logo



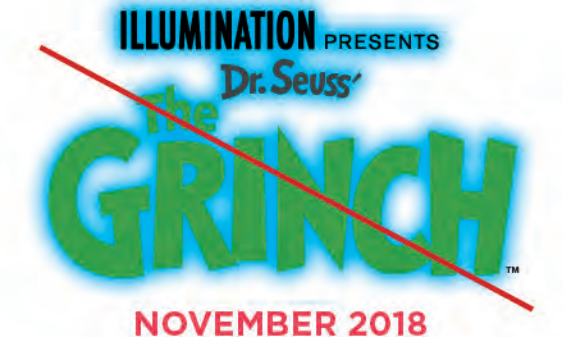
**DO NOT** place logo over a color



**DO NOT** fill with gradient



**DO NOT** add shadow



**DO NOT** add glow



## PROMOTIONAL LOGOS 1 COLOR LOGOS

For small usage when there are manufacturing limitations. **ONLY** to be used in Green or Black.



GRCH\_logo\_line-CTA\_01b\_pms7739



GRCH\_logo\_line-CTA\_01c\_black

## PROMOTIONAL LOGOS COLOR PALETTE



PANTONE: 7739 C  
RGB: 11, 148, 70  
CMYK: 86, 17, 100, 3



PANTONE: BLACK  
RGB: 33, 33, 32  
CMYK: 0, 0, 0, 100

Reversed logo usage must be approved by NBCUniversal.



GRCH\_logo\_line-CTA\_01d\_white



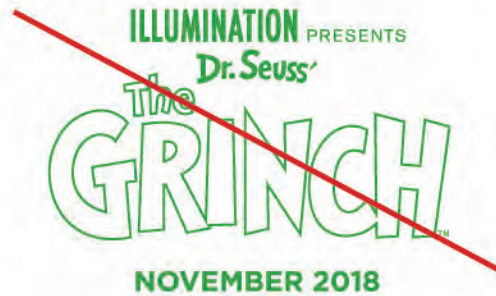
GRCH\_logo\_line-CTA\_01d\_white

## PROMOTIONAL LOGOS 1 COLOR LOGO DON'TS

The logos should not be altered in any way. Here are examples of how **NOT** to treat the logo:



**DO NOT** re-color logo



**DO NOT** outline logo



**DO NOT** reverse over unapproved colors

## PROMOTIONAL LOGOS FREE FLOATING LOGO LOCKUPS

Use these approved promotional container shapes for various marketing applications.

NOTE: White Snowy Edge Lockups are shown against an FPO blue background in order to show the shape.



### RENDERED



GRCH\_promo-elm\_logoLockup\_01a



GRCH\_promo-elm\_logoLockup\_02a

### VECTOR



GRCH\_promo-elm\_logoLockup\_01b



GRCH\_promo-elm\_logoLockup\_02b

## PROMOTIONAL LOGOS CHARACTER LOGO LOCKUPS



Use these approved promotional container shapes for various marketing applications.

NOTE: White Snowy Edge Lockups are shown against an FPO blue background in order to show the shape.



GRCH\_promo-elm\_logoLockup\_03



GRCH\_promo-elm\_logoLockup\_04



GRCH\_promo-elm\_logoLockup\_05



GRCH\_promo-elm\_logoLockup\_06



GRCH\_promo-elm\_logoLockup\_07

## PROMOTIONAL LOGOS CORNER CHARACTER LOGO LOCKUPS

Use these approved promotional container shapes for various marketing applications.

NOTE: White Snowy Edge Lockups are shown against an FPO blue background in order to show the shape.



GRCH\_promo-elm\_logoLockup\_10



GRCH\_promo-elm\_logoLockup\_11



GRCH\_promo-elm\_logoLockup\_08



GRCH\_promo-elm\_logoLockup\_09



# PROMOTIONAL LOGOS CORNER LOGO LOCKUPS



Use these approved promotional container shapes for various marketing applications.

NOTE: White Snowy Edge Lockups are shown against an FPO blue background in order to show the shape.

## RENDERED



GRCH\_promo-elm\_logoLockup\_12a

GRCH\_promo-elm\_logoLockup\_13a

GRCH\_promo-elm\_logoLockup\_14a

GRCH\_promo-elm\_logoLockup\_15a

## VECTOR



GRCH\_promo-elm\_logoLockup\_12b

GRCH\_promo-elm\_logoLockup\_13b

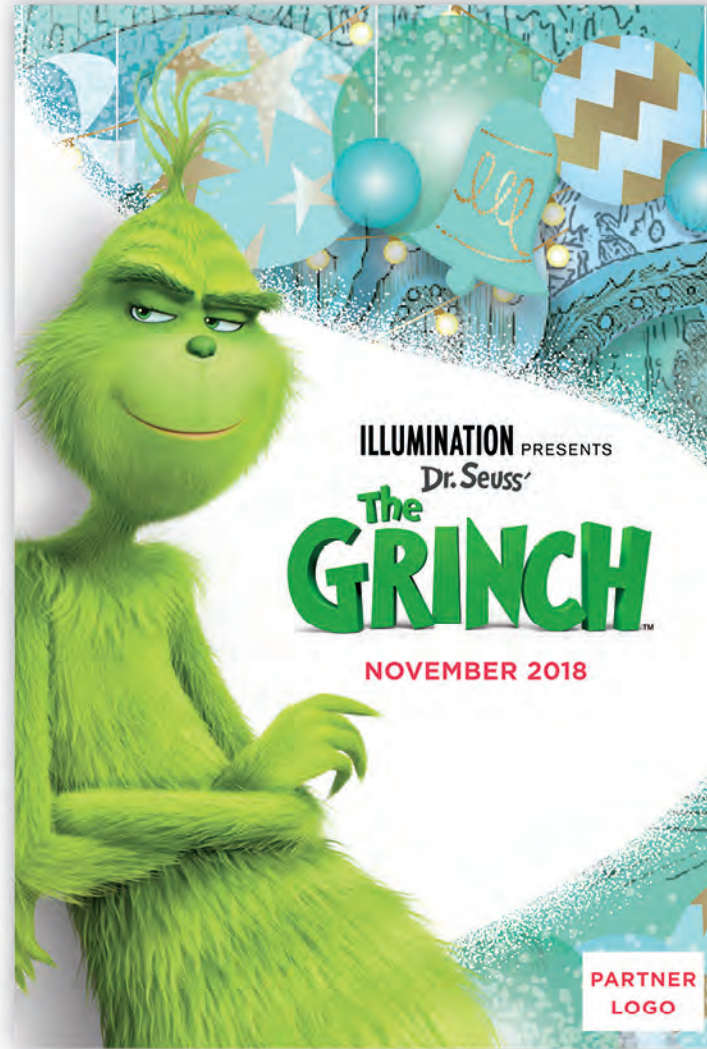
GRCH\_promo-elm\_logoLockup\_14b

GRCH\_promo-elm\_logoLockup\_15b



## PROMOTIONAL LOOK INDIVIDUAL POSTERS - WHO WONDER

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



GRCH\_promo-ex\_poster\_03

## PROMOTIONAL LOOK HORIZONTAL BANNER - WHO WONDER

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



GRCH\_promo-ex\_banner\_02

## PROMOTIONAL LOOK INDIVIDUAL POSTERS - CORE KEY VISUAL



These are the required branding elements and their proper usage to create The Grinch promotional pieces. All brand elements must be included, unless otherwise noted.

### THE GRINCH LOGO

The Logo should always be placed on the white background area.

### WHITE AREA

Layouts should balance white and colored areas as shown. Generally Character art should be shown on white.

### CHARACTER ART

The Grinch or The Grinch and Max are the preferred characters. Characters can interact with the Snowy Edge as shown. See page 62 for more guidance on cropping and placement of The Grinch.



### SNIPES BURST

See page 60 for correct snipe usage.

#### FONT:

- Koo Koo Puff

### HEADLINE

Place headline and promotional text should be placed opposite of the Grinch in design layout.

#### FONT:

- Isidora Bold

### BODY COPY

#### FONT:

- Isidora Medium

### COLOR AREA

Color areas of layouts should contain text, Snipes and Partner logos.

### PARTNER LOGO(S)

Please see page 45 for suggested color release guidelines.

### SNOWY EDGE

The Snowy Edge shape can be modified to fit. The Snowy Edge must retain a fluid shape.

**The stroke weight of the snowy edge should be .15" - .2" depending on size of collateral.**

### LAYOUT OPTIONS



PROMOTIONAL LOOK  
INDIVIDUAL POSTERS - CORE KEY VISUAL



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



GRCH\_promo-ex\_poster\_01



GRCH\_promo-ex\_poster\_02

## PROMOTIONAL LOOK HORIZONTAL BANNER - CORE KEY VISUAL

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



GRCH\_promo-ex\_banner\_01

## PROMOTIONAL LOOK TYPOGRAPHY

These are the approved fonts for text, graphics and backgrounds.



### PRIMARY HEADLINE

#### ISIDORA BOLD

Use Isidora Bold for snipe if copy exceeds five words.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Must be purchased from [www.myfonts.com](http://www.myfonts.com)

### BODY

#### ISIDORA MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Must be purchased from [www.myfonts.com](http://www.myfonts.com)

### SNIPE COPY

#### KOO KOO PUFF REGULAR CONDENSED

Please use uppercase "T" in place of lowercase "t".

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

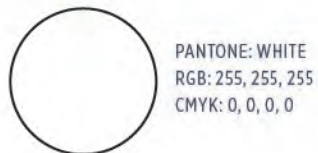
1234567890

Must be purchased from [www.myfonts.com](http://www.myfonts.com)



## CORE COLOR PALETTE - GRINCH GREEN

We suggest using this color palette for collateral appearing **BEFORE** November 22, 2018



## CORE COLOR PALETTE - HOLIDAY

We suggest using this color palette for collateral appearing **AFTER** November 22, 2018



## PROMOTIONAL LOOK COLOR PALETTE - ALTERNATIVES

If the color palettes of page 45 do not compliment your promotional needs, please consider using one of the three palettes shown below.



### ALTERNATIVE 1



PANTONE: 552C  
RGB: 220, 231, 231  
CMYK: 17, 3, 9, 0



PANTONE: 7474C  
RGB: 42, 114, 125  
CMYK: 94, 24, 40, 20



PANTONE: 710C  
RGB: 200, 64, 81  
CMYK: 0, 90, 55, 0



PANTONE: 389C  
RGB: 206, 222, 1  
CMYK: 24, 0, 100, 0



### ALTERNATIVE 2



PANTONE: 349C  
RGB: 59, 105, 60  
CMYK: 87, 30, 95, 23



PANTONE: 186C  
RGB: 177, 19, 47  
CMYK: 2, 100, 80, 9



PANTONE: 389C  
RGB: 206, 222, 1  
CMYK: 24, 0, 100, 0



### ALTERNATIVE 3



PANTONE: 375C  
RGB: 169, 212, 45  
CMYK: 43, 0, 98, 0



PANTONE: 7465C  
RGB: 118, 190, 172  
CMYK: 68, 0, 41, 0



PANTONE: 165C  
RGB: 231, 103, 39  
CMYK: 0, 71, 96, 0



PANTONE: 238C  
RGB: 206, 94, 186  
CMYK: 11, 73, 0, 0





# DIGITAL LOOK GUIDELINES



## DIGITAL LOOK LANDING PAGE - WHO WONDER

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



GRCH\_promo-ex\_webLndPg\_02a

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



GRCH\_promo-ex\_webLndPg\_02b

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

## DIGITAL LOOK LANDING PAGE - CORE GREEN

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



GRCH\_promo-ex\_webLndPg\_01a

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

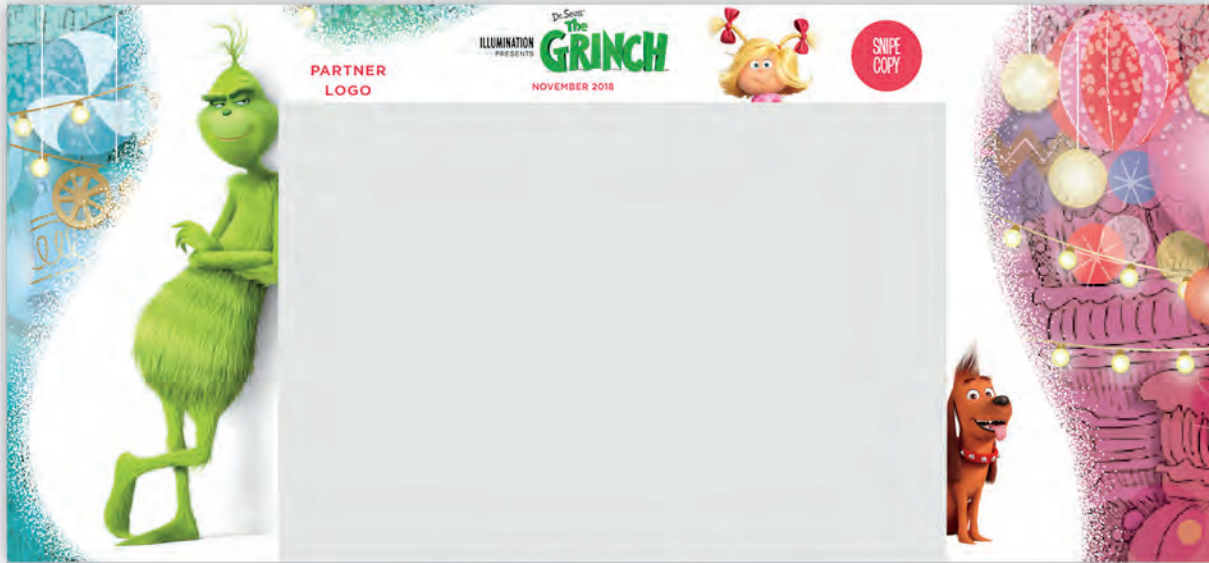


GRCH\_promo-ex\_webLndPg\_02a

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

## DIGITAL LOOK WEBSKIN - WHO WONDER

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



GRCH\_promo-ex\_webSkin\_01b



GRCH\_promo-ex\_webSkin\_02b

## DIGITAL LOOK WEBSKIN - CORE GREEN

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



GRCH\_promo-ex\_webSkin\_01a



GRCH\_promo-ex\_webSkin\_02a



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

**NOTE:**  
These pages were designed for 1024x760 resolutions.



GRCH\_promo-ex\_sweepstakes\_02



GRCH\_promo-ex\_sweepstakes\_01b



GRCH\_promo-ex\_sweepstakes\_01a

Use brand assets for partner social media pages.



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



GRCH\_promo-ex\_social\_03b\_828px-x-315px



GRCH\_promo-ex\_social\_01b\_160px-x-160px



GRCH\_promo-ex\_social\_02b\_160px-x-160px



GRCH\_promo-ex\_social\_03a\_828px-x-315px



GRCH\_promo-ex\_social\_01a\_160px-x-160px



GRCH\_promo-ex\_social\_02a\_160px-x-160px

## DIGITAL LOOK BANNERS - WHO WONDER BLUE

Use brand assets for partner digital banners.



GRCH\_promo-ex\_webBnr\_06c\_970px-x-150px



GRCH\_promo-ex\_webBnr\_03c\_300px-x-250px



GRCH\_promo-ex\_webBnr\_04c\_300px-x-600px



webBnr\_01c\_160px-x-600px



GRCH\_promo-ex\_webBnr\_02c\_300px-x-60px



GRCH\_promo-ex\_webBnr\_05c\_728px-x-90px



GRCH\_promo-ex\_webBnr\_07c\_970px-x-250px



## DIGITAL LOOK BANNERS - WHO WONDER RED

Use brand assets for partner digital banners.



GRCH\_promo-ex\_webBnr\_06b\_970px-x-150px



GRCH\_promo-ex\_webBnr\_03b\_300px-x-250px



GRCH\_promo-ex\_webBnr\_02b\_300px-x-60px



GRCH\_promo-ex\_webBnr\_04b\_300px-x-600px



webBnr\_01b\_160px-x-600px



GRCH\_promo-ex\_webBnr\_05b\_728px-x-90px



GRCH\_promo-ex\_webBnr\_07b\_970px-x-250px

DIGITAL LOOK  
BANNERS - CORE GREEN

Use brand assets for partner digital banners.



GRCH\_promo-ex\_webBnr\_06a\_970px-x-150px



GRCH\_promo-ex\_webBnr\_03a\_300px-x-250px



GRCH\_promo-ex\_webBnr\_04a\_300px-x-600px



webBnr\_01a\_160px-x-600px



GRCH\_promo-ex\_webBnr\_02a\_300px-x-60px



GRCH\_promo-ex\_webBnr\_05a\_728px-x-90px



GRCH\_promo-ex\_webBnr\_07a\_970px-x-250px

## DIGITAL LOOK MOBILE BANNERS - WHO WONDER BLUE

Use brand assets for partner mobile banners.



GRCH\_promo-ex\_mblBnr\_07c\_750px-x-1100px



GRCH\_promo-ex\_mblBnr\_04c\_320px-x-50px



GRCH\_promo-ex\_mblBnr\_01c\_300px-x-50px



GRCH\_promo-ex\_mblBnr\_03c\_300px-x-250px



GRCH\_promo-ex\_mblBnr\_02c\_300px-x-60px



GRCH\_promo-ex\_mblBnr\_05c\_320px-x-100px



GRCH\_promo-ex\_mblBnr\_06c\_500px-x-500px

## DIGITAL LOOK MOBILE BANNERS - WHO WONDER RED

Use brand assets for partner mobile banners.



GRCH\_promo-ex\_mblBnr\_07b\_750px-x-1100px



GRCH\_promo-ex\_mblBnr\_04b\_320px-x-50px



GRCH\_promo-ex\_mblBnr\_01b\_300px-x-50px



GRCH\_promo-ex\_mblBnr\_03b\_300px-x-250px



GRCH\_promo-ex\_mblBnr\_02b\_300px-x-60px



GRCH\_promo-ex\_mblBnr\_05b\_320px-x-100px



GRCH\_promo-ex\_mblBnr\_06b\_500px-x-500px

## DIGITAL LOOK MOBILE BANNERS - CORE GREEN

Use brand assets for partner mobile banners.



GRCH\_promo-ex\_mblBnr\_07a\_750px-x-1100px



GRCH\_promo-ex\_mblBnr\_04a\_320px-x-50px



GRCH\_promo-ex\_mblBnr\_03a\_300px-x-250px



GRCH\_promo-ex\_mblBnr\_05a\_320px-x-100px



GRCH\_promo-ex\_mblBnr\_01a\_300px-x-50px



GRCH\_promo-ex\_mblBnr\_02a\_300px-x-60px



GRCH\_promo-ex\_mblBnr\_06a\_500px-x-500px

## DIGITAL LOOK TABLET BANNERS - WHO WONDER BLUE

Use brand assets for partner tablet banners.



GRCH\_promo-ex\_tbltBnr\_02c\_630px-x-920px



GRCH\_promo-ex\_tbltBnr\_01c\_500px-x-500px



GRCH\_promo-ex\_tbltBnr\_03c\_728px-x-90px

DIGITAL LOOK  
**TABLET BANNERS - WHO WONDER RED**

Use brand assets for partner tablet banners.



GRCH\_promo-ex\_tbltBnr\_02b\_630px-x-920px



GRCH\_promo-ex\_tbltBnr\_01b\_500px-x-500px



GRCH\_promo-ex\_tbltBnr\_03b\_728px-x-90px

DIGITAL LOOK  
**TABLET BANNERS - CORE GREEN**

Use brand assets for partner tablet banners.



GRCH\_promo-ex\_tbltBnr\_02a\_630px-x-920px



GRCH\_promo-ex\_tbltBnr\_01a\_500px-x-500px



GRCH\_promo-ex\_tbltBnr\_03a\_728px-x-90px



Use these approved bursts/violators for various marketing applications.



GRCH\_promo-ex\_snipe\_01b

Use red snipe on lime green or white solid color backgrounds and the BLUE area of the who wonder backdrop **ONLY**



GRCH\_promo-ex\_snipe\_01a

Use lime green snipe on red or white color backgrounds and the RED area of the who wonder backdrop **ONLY**



GRCH\_promo-ex\_snipe\_01c

Use white snipe on red or lime green color backgrounds and EITHER area of the who wonder backdrop **ONLY**

## CHARACTER ART SCALE CHART



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

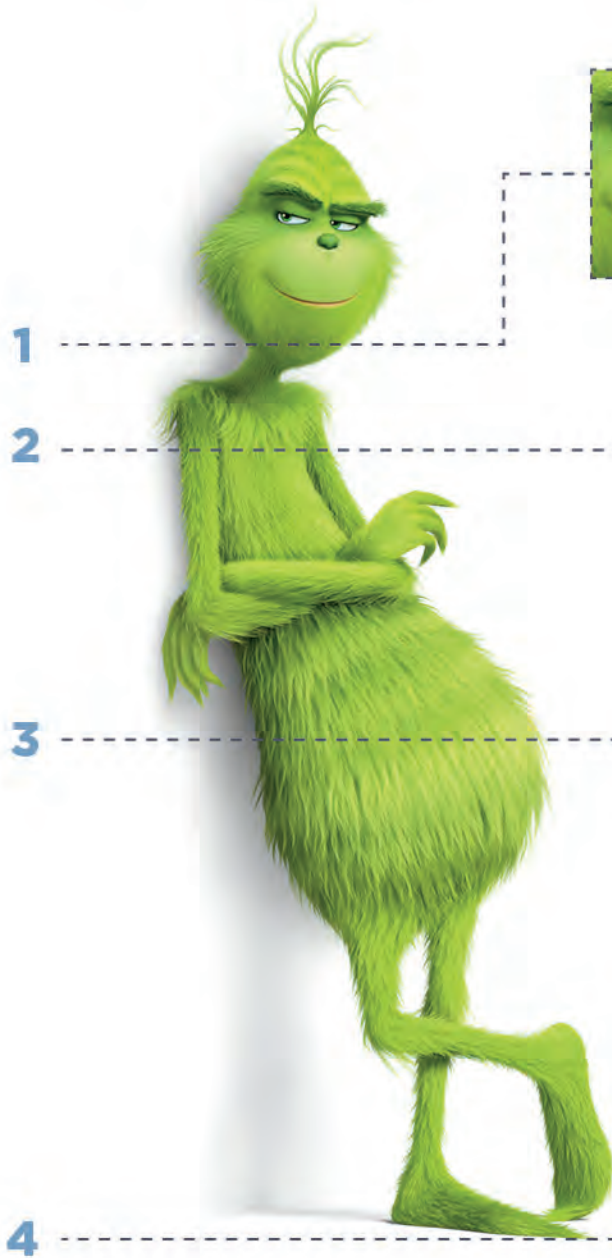


Cindy-Lou cannot be flopped

Max can be flopped

Grinch can be flopped

## CHARACTER ART GRINCH CROP GUIDELINES



### **SUPER CLOSE-UP CROP**

Crop in as tight as possible into the characters face while maintaining a clear read of his expression.



### **CLOSE-UP CROP**

When cropping a close-up, make sure not to cut off any of the Grinch's plume from the head and have plenty of room to show shoulder and neck definition.



### **MID CROP**

Character should be cropped at the mid-section with enough room above the legs to show the characters arms, but not low enough to reveal too much of the characters belly.



### **FULL BODY CROP**

Use full character art as provided in this guide.

## CHARACTER ART THE GRINCH - PRIMARY POSES

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



GRCH\_cg-s\_grinch\_04



GRCH\_cg-s\_grinch\_00



Gray partition is  
reference only -  
**DO NOT PRINT**  
This is an example  
of how to use  
the pose.

GRCH\_cg-s\_grinch\_09



GRCH\_cg-s\_grinch\_05



GRCH\_cg-s\_grinch\_07



GRCH\_cg-s\_grinch\_12



GRCH\_cg-s\_grinch\_10



GRCH\_cg-s\_grinch\_11

## CHARACTER ART THE GRINCH - SECONDARY POSES



Character art is ready-to-use and should not be altered in any way. All poses on this page should be utilized in conjunction with primary poses to ensure the sweet and subversive tone of the character. Please contact your NBC-Universal representative for further creative direction.

PLEASE CONTACT  
**NBCUNIVERSAL**  
FOR USAGE



GRCH\_cg-s\_grinch\_01



GRCH\_cg-s\_grinch\_02



GRCH\_cg-s\_grinch\_03



GRCH\_cg-s\_grinch\_08



GRCH\_cg-s\_grinch\_06a



GRCH\_cg-s\_grinch\_06b



GRCH\_cg-s\_grinch\_06c

## CHARACTER ART ADDITIONAL CHARACTERS

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



GRCH\_cg-s\_max\_03



GRCH\_cg-s\_max\_01



GRCH\_cg-s\_max\_02



GRCH\_cg-s\_cindyLou\_01

## CHARACTER ART CHARACTER GROUPINGS

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



GRCH\_cg-g\_grinch-max\_01b



GRCH\_cg-g\_grinch-max\_01a



GRCH\_cg-g\_grinch-max\_02



## LEGAL GUIDELINES

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

## WORLDWIDE PROMOTIONS

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## SHORT LEGAL LINE

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