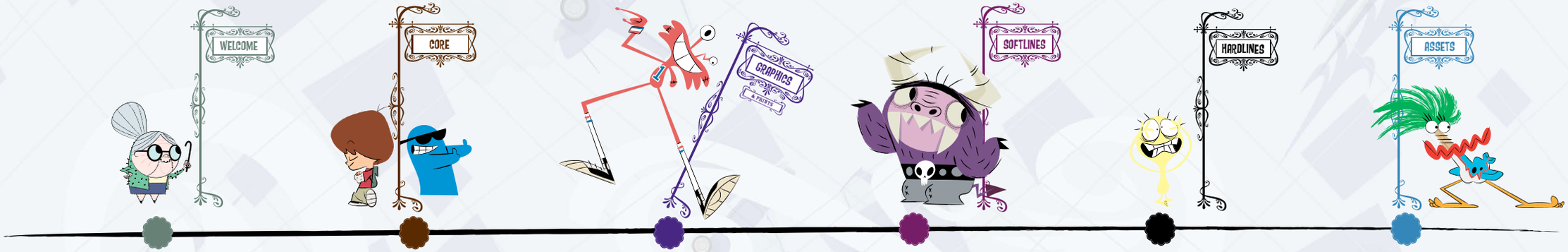
CONSUMER PRODUCTS STYLE GUIDE 2007-2008




Foster's
HOME FOR
IMAGINARY
FRIENDS
CONSUMER PRODUCTS
STYLE GUIDE 2007-2008
CN
CARTOON NETWORK


WELCOME



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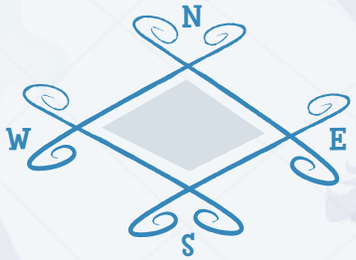
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WELCOME



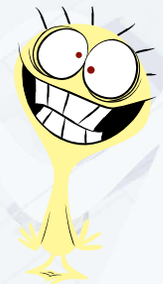
WHERE IMAGINATION AND FRIENDSHIPS RUN WILD

WHAT HAPPENS WHEN CHILDREN OUTGROW THEIR IMAGINARY FRIENDS? THEY TAKE THEM TO MADAME FOSTER'S HOME FOR IMAGINARY FRIENDS™, A VAST VICTORIAN MANSION WITH ENDLESS ROOMS AND HUNDREDS OF IMAGINARY FRIENDS.

AT THE HEART OF OUR STORY IS BLOOREGARD Q. KAZOO (A.K.A. BLOO), AN IMAGINARY FRIEND CREATED BY AN 8-YEAR OLD BOY NAMED MAC. ALTHOUGH HE'S USUALLY VERY SHY, MAC FEELS SAFE AND CONFIDENT WHEN BLOO IS NEAR. BLOO, ON THE OTHER HAND, IS BOLD AND SELF-ASSURED AND OFTEN GETS HIMSELF INTO A MESS BY ACTING BEFORE HE THINKS.

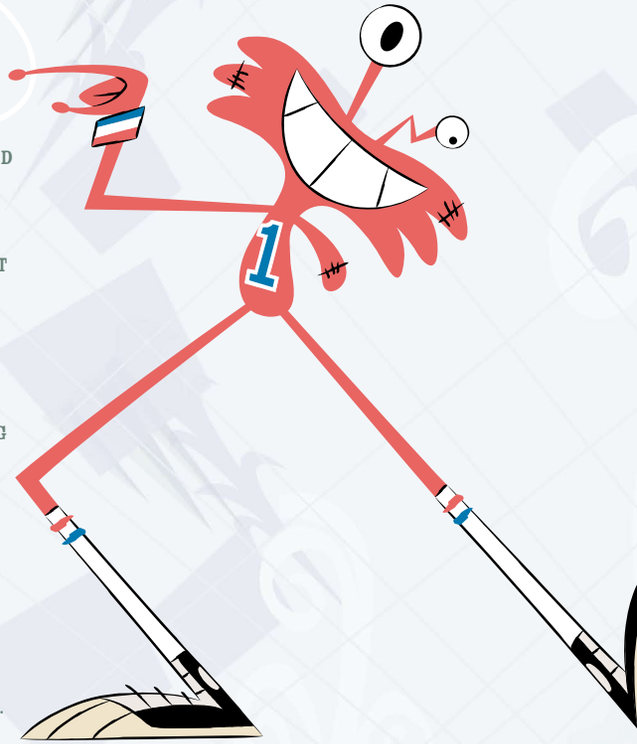
FOLLOW THE ADVENTURES OF MAC AND BLOO IN A WORLD WHERE IMAGINARY FRIENDS ACTUALLY COME TO LIFE! NOTHING IS EVER MUNDANE WHEN YOU HANG OUT AT FOSTER'S HOME FOR IMAGINARY FRIENDS™!

USAGE



WELCOME TO THE FOSTER'S HOME FOR IMAGINARY FRIENDS™ STYLE GUIDE. MADAME FOSTER'S IS A PLACE WHERE FRIENDS PLAY AND RUN FREE. BUT AS MR. HERRIMAN MIGHT SAY, "RULES CAN BE FUN," SO WE HAVE A FEW GUIDELINES THAT NEED TO BE FOLLOWED WHEN CREATING PRODUCT.

- THE GUIDE IS DIVIDED INTO FOUR LARGE SECTIONS: CORE, GRAPHICS AND PRINTS, SOFTLINES, AND HARDLINES.
- THE CORE SECTION CONTAINS MASTER CHARACTER DETAILS, INCLUDING COLOR CALL OUTS AND DESCRIPTIONS FOR EACH MAIN CHARACTER.
- CORE ARTWORK AND ASSETS MAY BE USED IN COMBINATION WITH ARTWORK FROM THE GRAPHICS AND PRINTS SECTION TO CREATE NEW GRAPHICS. BUT ALL GRAPHICS SHOULD REFLECT THE SHOW'S CORE SPIRIT.
- THE CORE ARTWORK AND PALETTES MAY BE MIXED WITH PALETTES FROM GRAPHICS AND PRINTS, BUT THE CORE CHARACTERS, HOUSE AND BUS MAY NOT BE RECOLORED FROM THEIR ORIGINAL PALETTES.
- CHARACTER ART IS PROVIDED IN ITS FINAL FORM AND SHOULD BE USED AS IS. DO NOT FLOP, SQUASH, RECOLOR OR OTHERWISE ADJUST THE ARTWORK.
- CHARACTERS MAY BE COMPOSED TO FORM GROUPS. WHEN COMPOSING REFER STRICTLY TO THE SIZE COMPARISON CHART FOR PROPER SCALE.
- GRAPHICS AND PRINTS MAY BE RECOLORED, BUT MUST REMAIN IN THE PALETTE OF THEIR SECTION, OR IN CORE COLORS. BACKGROUNDS SHOULD NOT BE RECOLORED.
- PRODUCT SHOULD REFLECT THE FUN, FRIENDLY NATURE OF THIS WORLD. UNEXPECTED PRODUCT DESIGN, APPLICATIONS AND TECHNIQUES ARE NOT ONLY APPROPRIATE, BUT ENCOURAGED IN SUPPORT OF THE SHOW'S CORE PHILOSOPHY.
- A NOTE ABOUT EDITORIAL COPY: FOSTER'S HOME FOR IMAGINARY FRIENDS™ IS A PURE, CHARACTER DRIVEN WORLD BASED ON SITUATIONAL INTERACTIONS AND EVENTS. THEREFORE, REPRESENTING THE CHARACTER OR SHOW ESSENCE IN COPY IS DIFFICULT AND UNNECESSARY. LET THE CHARACTER IMAGES SPEAK FOR THEMSELVES, AND LEAVE WORDS FOR THE SCRIPT WRITERS.
- ALL ARTWORK MUST FOLLOW THESE GUIDELINES AND BE SUBMITTED IN A TIMELY MANNER FOR REVIEW, FEEDBACK AND APPROVAL. PLEASE REFER TO THE LEGAL AND SUBMISSION GUIDELINES CONTAINED IN THIS GUIDE FOR FURTHER DETAILS.
- THANK YOU AND WELCOME TO FOSTER'S HOME FOR IMAGINARY FRIENDS™. LET YOUR IMAGINATION RUN WILD!



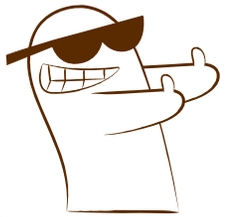

CORE


CORE

THE CORE SECTION OF THE GUIDE CONTAINS ALL THE ITEMS YOU NEED FOR A GREAT DESIGN. CHARACTERS, BACKGROUNDS AND OTHER SUPPORTING ARTWORK REFLECT THE ESSENTIAL SPIRIT OF FOSTER'S HOME FOR IMAGINARY FRIENDS™.

ALTHOUGH YOU CAN CREATE PRODUCTS BASED SOLELY ON CORE ASSETS, BE SURE TO REVIEW THE APPROPRIATE SECTIONS FOR INSPIRATIONAL PRODUCT IDEAS AND AN EXPANDED ART SELECTION.

LOGO



LOG 01

LOG 02

LOG 03

PANTONE PROCESS BLACK
C:40 M:30 Y:30 K:100

PANTONE 298
C:69 M:7 Y:0 K:0

PANTONE 204
C:0 M:58 Y:3 K:0

PANTONE 714
C:0 M:27 Y:55 K:0

WHITE
C:0 M:0 Y:0 K:0

FONTS

FINK SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

AVAILABLE FROM: WWW.HOUSEINDUSTRIES.COM

ROSEWOOD FILL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

AVAILABLE FROM: WWW.LINOTYPE.COM

Fink Roman

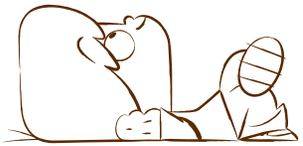
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

AVAILABLE FROM: WWW.HOUSEINDUSTRIES.COM

BROTHERS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

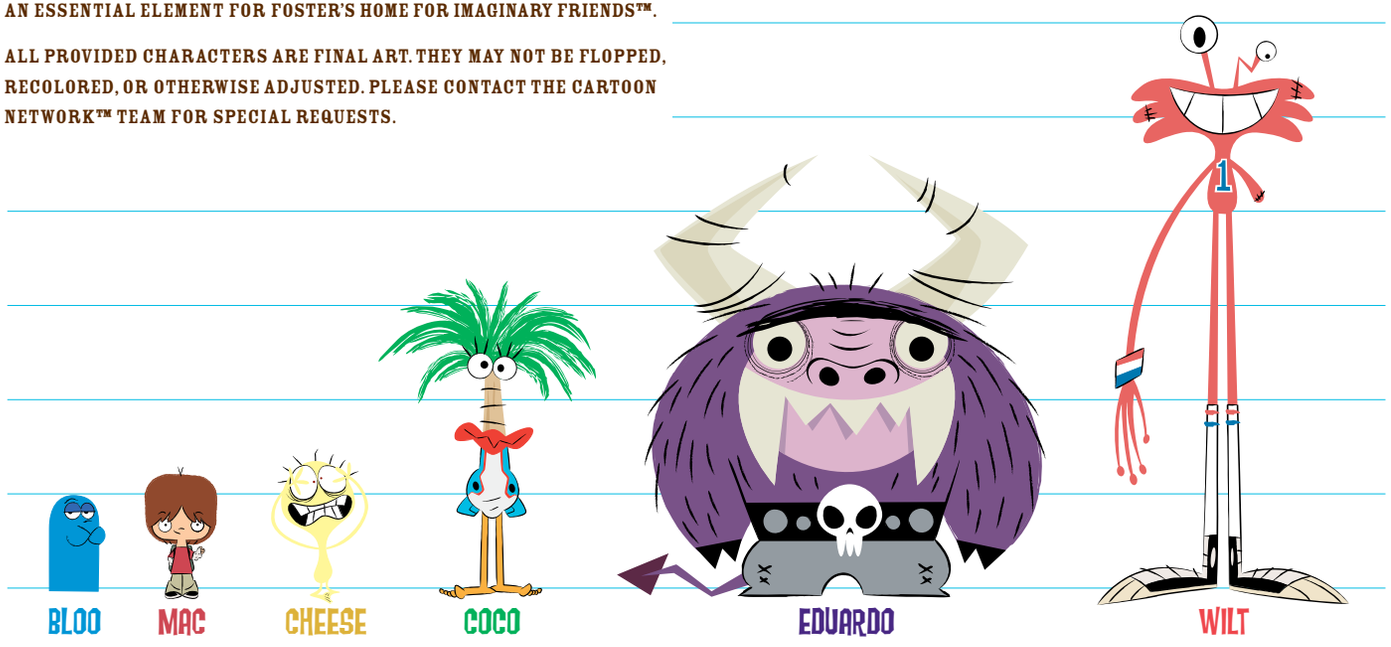
AVAILABLE FROM: WWW.EMIGRE.COM



CHARACTERS

USE THE CHARACTER SIZE COMPARISON CHART WHENEVER YOU ARE COMPOSING ARTWORK USING CHARACTER GROUPS. SCALE IS AN ESSENTIAL ELEMENT FOR FOSTER'S HOME FOR IMAGINARY FRIENDS™.

ALL PROVIDED CHARACTERS ARE FINAL ART. THEY MAY NOT BE FLOPPED, RECOLORED, OR OTHERWISE ADJUSTED. PLEASE CONTACT THE CARTOON NETWORK™ TEAM FOR SPECIAL REQUESTS.



!! COMPARISON CHART IS NOT USABLE ARTWORK, FOR REFERENCE ONLY. !!

BLOOREGARD Q. KAZOO

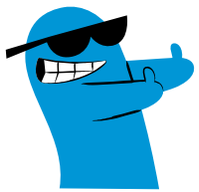




BLU 01



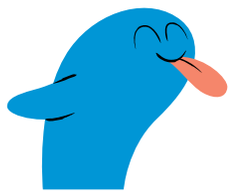
BLU 02



BLU 03



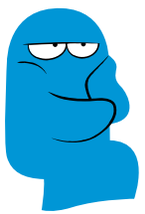
BLU 04



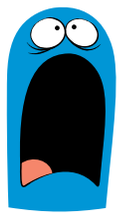
BLU 05



BLU 06



BLU 07



BLU 08

PANTONE PROCESS BLACK
C:40 M:30 Y:30 K:100
OUTLINES / PUPILS / MOUTH

PANTONE 2925
C:85 M:24 Y:0 K:0
BODY

PANTONE 178
C:0 M:59 Y:56 K:0
TONGUE

PANTONE 2728
C:85 M:61 Y:0 K:0
EYELIDS

WHITE
C:0 M:0 Y:0 K:0
EYES

BLOOREGARD Q. KAZOO (BLOO) IS CHARMING, CONFIDENT AND THE BEST IMAGINARY FRIEND EVER. HOWEVER, HE DOES HAVE A BIT OF AN EGO, IS AN INSTIGATOR & MISCHIEF-MAKER AND ALWAYS SEEMS TO DRAG HIS BEST FRIEND MAC, AND THE REST OF THE GANG, ON SOME LUDICROUS, ILL-FATED ADVENTURE.

MAC





MAC 01



MAC 02



MAC 03



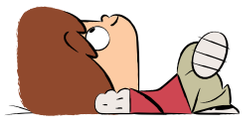
MAC 04



MAC 05



MAC 06



MAC 07



MAC 08

PMS 4705
C:0 M:62 Y:71 K:49
HAIR

PMS 473
C:0 M:23 Y:36 K:0
SKIN

PMS 703
C:0 M:83 Y:54 K:16
T-SHIRT

PMS 1777
C:0 M:58 Y:36 K:0
TONGUE

PMS 5625
C:28 M:0 Y:29 K:48
BACKPACK

PMS 452
C:24 M:18 Y:42 K:0
PANTS

PMS WARM GRAY 1
C:0 M:2 Y:3 K:6
SLEEVES / SHOES

WHITE
C:0 M:0 Y:0 K:0
EYES

PMS PROCESS BLACK
C:40 M:30 Y:30 K:100
OUTLINES / EYEBALLS
PUPILS / MOUTH / SOLES

HE IS A VERY SMART, CREATIVE, BUT SOMEWHAT SHY, 8-YEAR OLD BOY. HE'S ALSO A QUICK THINKER AND HAS A GOOD SENSE OF REASON THAT KEEPS BLOO'S SMALL-SCALE SCHEMES FROM BECOMING FULL BLOWN DISASTERS.

CHEESE



CHE 01



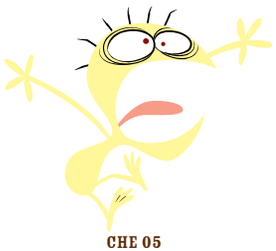
CHE 02



CHE 03



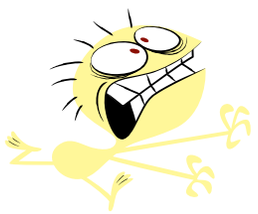
CHE 04



CHE 05



CHE 06



CHE 07



CHE 08

PANTONE PROCESS BLACK
C:40 M:30 Y:30 K:100
OUTLINES / PUPILS / MOUTH

PANTONE 602
C:0 M:0 Y:50 K:0
BODY

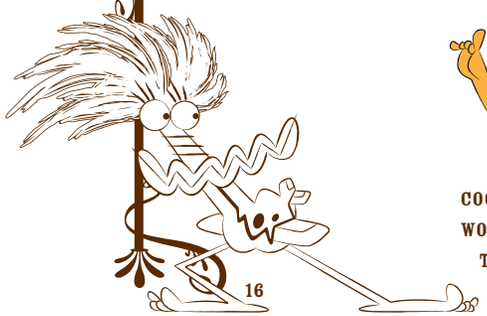
PANTONE 188
C:0 M:97 Y:100 K:50
PUPILS

PANTONE 486
C:0 M:47 Y:41 K:0
TONGUE

WHITE
C:0 M:0 Y:0 K:0
EYES

CREATED BY MAC'S NEXT-DOOR NEIGHBOR LOUISE, CHEESE ALWAYS SEEMS TO BE SHOWING UP AT MADAME FOSTER'S - EVEN THOUGH HE DOESN'T LIVE THERE. HYPERACTIVE, UNPREDICTABLE, AND LACTOSE INTOLERANT, CHEESE IS A CONSTANT SOURCE OF ENTERTAINMENT (AND AGGRAVATION) FOR THE GANG.

COCO





COC 01



COC 02



COC 03



COC 04

COCO IS WELL, A LITTLE OFF... OKAY, SHE'S CRAZY. SHE SPEAKS ENTIRELY IN HER OWN LANGUAGE (VARIATIONS OF THE WORD "COCO") AND RUNS AROUND THE HOUSE LAYING COLORFUL, SURPRISE-FILLED PLASTIC EGGS. DESPITE THAT FACT THAT SHE'S ALWAYS OFF IN HER OWN WORLD, SHE'S FREQUENTLY THE ONE THAT PROVIDES INGENIOUS SOLUTIONS TO THE GANG'S PROBLEMS.

PANTONE 521
C:27 M:47 Y:0 K:0
EYELIDS

PANTONE 354
C:80 M:0 Y:90 K:0
HAIR

PANTONE 466
C:12 M:22 Y:43 K:0
NECK

PANTONE 465
C:20 M:32 Y:58 K:0
NECK SHADOW

PANTONE RED 032
C:0 M:90 Y:86 K:0
BEAK / BODY STRIPE

PANTONE 306
C:75 M:0 Y:7 K:0
BODY / WINGS

PANTONE COOL GRAY 1
C:0 M:0 Y:0 K:6
CHEST

PANTONE 143
C:0 M:35 Y:85 K:0
LEGS / FEET

WHITE
C:0 M:0 Y:0 K:0
EYES

PANTONE PROCESS BLACK
C:40 M:30 Y:30 K:100
LINES / PUPILS / EYELASHES / SPOTS

EDUARDO





EDU 01



EDU 02



EDU 03



EDU 04



EDU 05



EDU 06



EDU 07



EDU 08

PANTONE 454
C:9 M:6 Y:17 K:0
HORNS / EYES / FANGS

PANTONE 453
C:14 M:10 Y:27 K:0
HORN SHADOWS

PANTONE 5125
C:63 M:80 Y:23 K:0
BODY / TAIL

PANTONE 5115
C:75 M:100 Y:70 K:15
TIP OF TAIL

PANTONE 5155
C:11 M:32 Y:4 K:0
FACE

PANTONE 5145
C:30 M:44 Y:13 K:0
FANG SHADOW LOWER LIP / EYELID

PANTONE 1777
C:0 M:58 Y:36 K:0
TONGUE

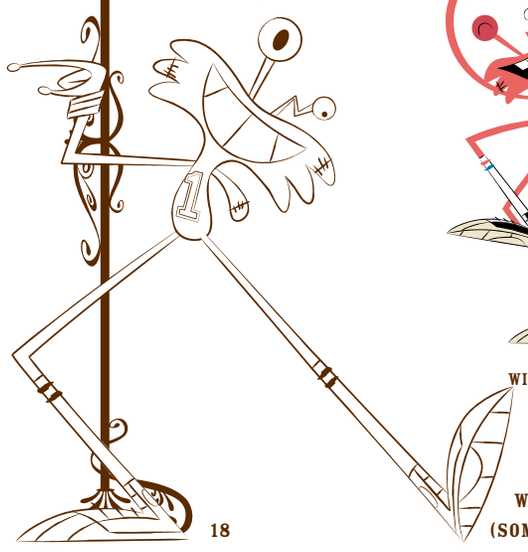
PANTONE 430
C:5 M:0 Y:0 K:45
PANTS

WHITE
C:0 M:0 Y:0 K:0
SKULL BELT BUCKLE

PANTONE PROCESS BLACK
OR C:40 M:30 Y:30 K:100
OUTLINES / PUPILS / NOSTRILS
EYEBROW / BELT / HANDS

EDUARDO LOOKS LIKE QUITE THE MENACING MONSTER, BUT IN ACTUALITY IS THE MOST GENTLE AND SWEETEST IMAGINARY FRIEND. HE'S ABSOLUTELY SCARED OF EVERYTHING, INCLUDING HIS OWN SHADOW. BUT IN TIMES OF NEED, HE WILL EXPLODE INTO A FIERY RAGE TO PROTECT HIS FRIENDS.

WILT

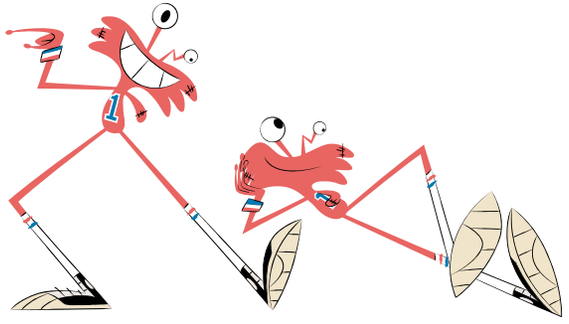




WIL 01



WIL 02



WIL 03

WIL 04

PANTONE PROCESS BLACK
OR C:40 M:30 Y:30 K:100
OUTLINES / PUPILS / SPOTS

PANTONE 710
C:4 M:75 Y:57 K:0
BODY / WRISTBAND / SOCK

PANTONE 703
C:0 M:83 Y:54 K:16
BACK OF EYE

PANTONE 1777
C:0 M:58 Y:36 K:0
TONGUE

PANTONE 300
C:91 M:44 Y:9 K:2
1 / WRISTBAND / SOCK

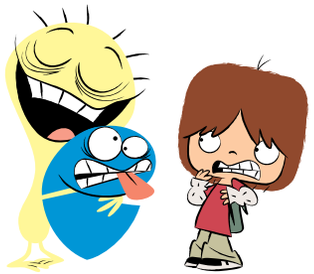
PANTONE WARM GRAY 1
C:0 M:2 Y:3 K:6
TOP OF SHOE

PANTONE 4545
C:5 M:8 Y:21 K:0
SOLES

WHITE
C:0 M:0 Y:0 K:0
EYES / TEETH
WRISTBAND / SOCKS

WILT IS VERY, VERY, VERY TALL... NOT TO MENTION INCREDIBLY POSITIVE, ACCOMMODATING AND SELF-SACRIFICING (SOMETIMES TO A FAULT). THERE IS NOTHING HE WOULDN'T DO FOR A FRIEND OR A CLOSE ENEMY.

GROUPS



GRP 01



GRP 02



GRP 03



GRP 04

BUS

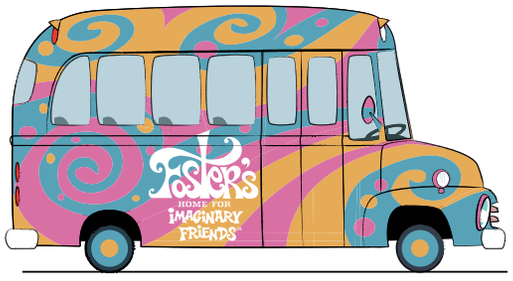




BUS 02



BUS 01



BUS 03

HOUSE





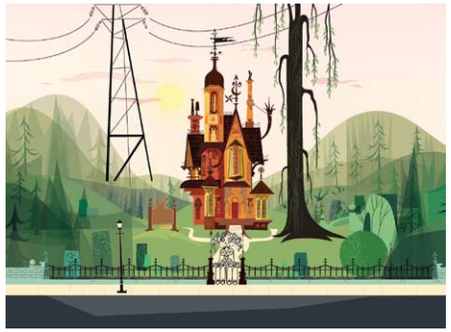
HOU 01



HOU 02

*THE BACK VIEW OF THE HOUSE IS ALSO AVAILABLE UPON REQUEST.

BACKGROUNDS



BAC 01



BAC 02



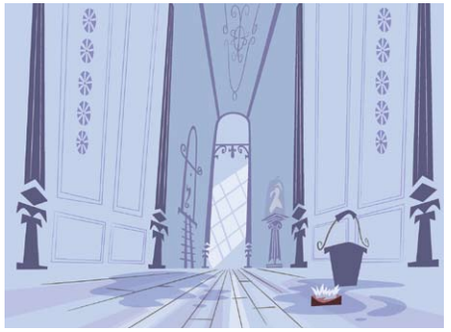
BAC 03



BAC 04



BAC 05



BAC 06

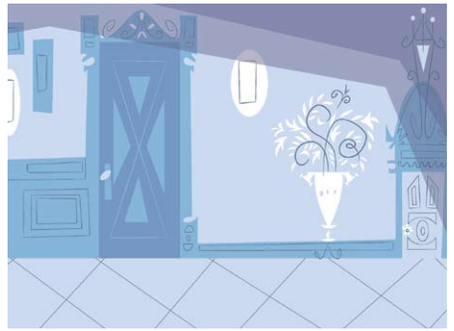
BACKGROUNDS



BAC 07



BAC 08



BAC 09



BAC 10



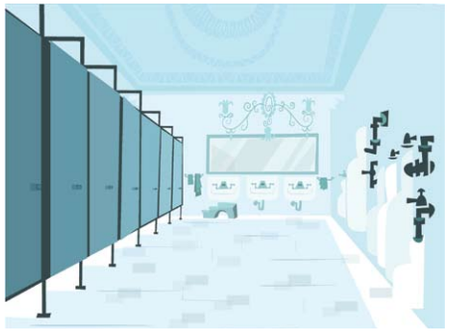
BAC 11



BAC 12



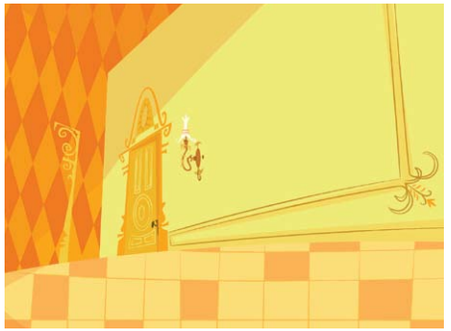
BACKGROUNDS



BAC 13



BAC 14



BAC 15



BAC 16



BAC 17

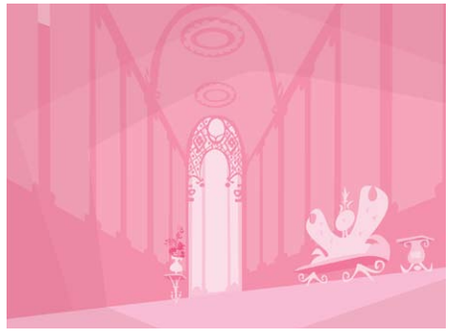


BAC 18

BACKGROUNDS



BAC 19



BAC 20



BAC 21



BAC 22



BAC 23



BAC 24



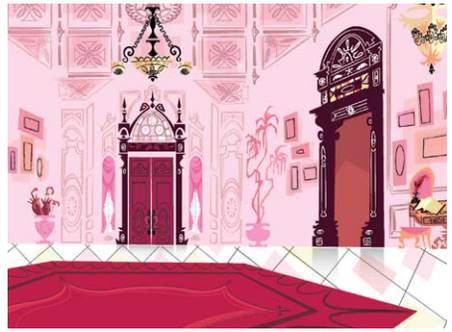
BACKGROUNDS



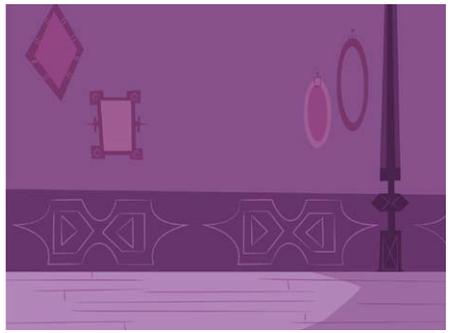
BAC 25



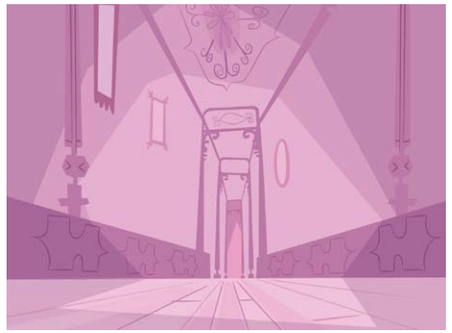
BAC 26



BAC 27



BAC 28



BAC 29



BAC 30

BACKGROUNDS



BAC 31



BAC 32



BAC 33



BAC 34



BAC 35



BAC 36



ICONS





ICO 01



ICO 02



ICO 03



ICO 04



ICO 05



ICO 06



ICO 07



ICO 08



ICO 09



ICO 10



ICO 11



ICO 12

ICONS



ICO 13



ICO 14



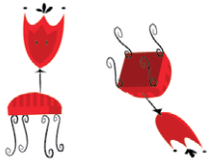
ICO 15



ICO 16



ICO 17



ICO 18



ICO 19



ICO 20



ICO 21



ICO 22



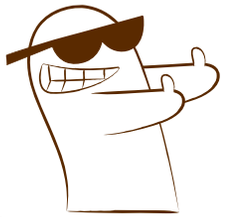
ICO 23



ICO 24



ICONS





ICO 25



ICO 26



ICO 27



ICO 28



ICO 29



ICO 30



ICO 31



ICO 32



ICO 33



ICO 34



ICO 35



ICO 36


GRAPHICS & PRINTS


GRAPHICS
& PRINTS
1

THE GRAPHICS & PRINTS SECTION OF THE GUIDE CONSISTS OF SEVERAL COLLECTIONS THAT CAN BE USED WHEN DESIGNING FOR DIFFERENT GROUPS. EACH COLLECTION CONTAINS A COLOR PALETTE, PRINTS AND FRAMES THAT CAN BE USED WHEN CREATING PRODUCT. ICONS FROM THE CORE SECTION CAN BE RECOLORED AND USED AS NEEDED TO GIVE YOUR DESIGN THAT EXTRA TWIST.



PALETTE

BGS PAL

PMS BLACK C
C:0 M:0 Y:0 K:100

PMS 364
C:73 M:9 Y:94 K:39

PMS 392
C:20 M:12 Y:100 K:48

PMS 5625
C:41 M:13 Y:34 K:39

PMS 268
C:86 M:100 Y:0 K:12

PMS 454
C:7 M:4 Y:22 K:8

PMS 534
C:95 M:72 Y:9 K:38

PMS 5435
C:28 M:7 Y:4 K:12

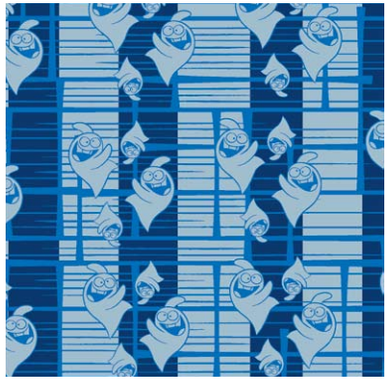
PMS 161
C:16 M:67 Y:100 K:70

PMS 1807
C:7 M:94 Y:65 K:31

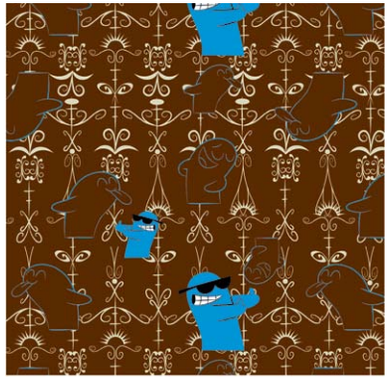
BOYS/GIRLS



BGS PAT 01



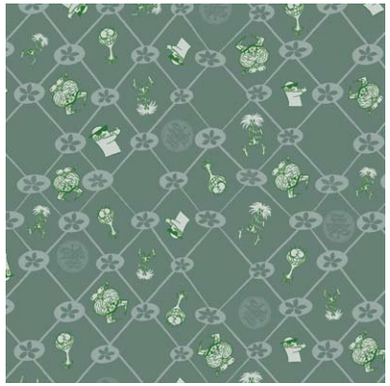
BGS PAT 02



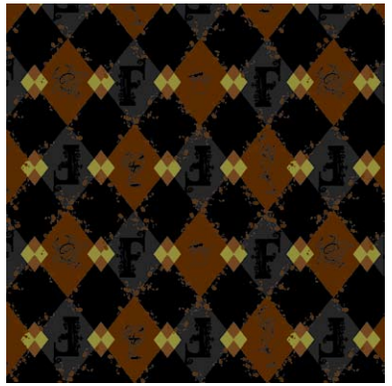
BGS PAT 03



BGS PAT 04

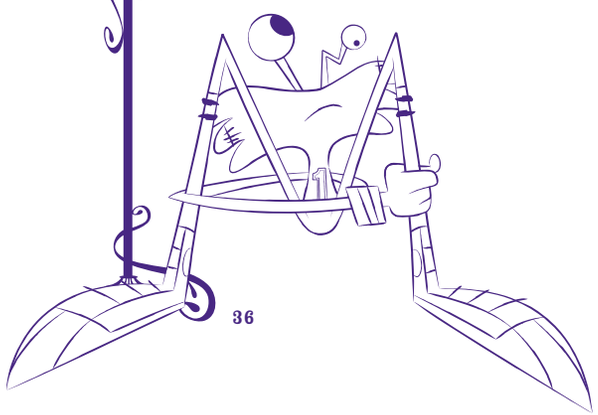


BGS PAT 05



BGS PAT 06

BOYS/GIRLS

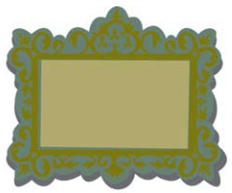




BGS FRA 01



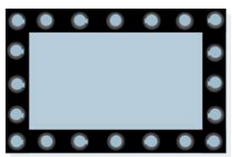
BGS FRA 02



BGS FRA 03



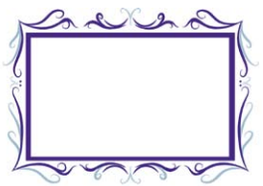
BGS FRA 04



BGS FRA 05



BGS FRA 06



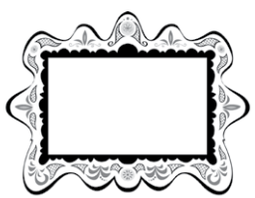
BGS FRA 07



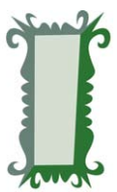
BGS FRA 08



BGS FRA 09

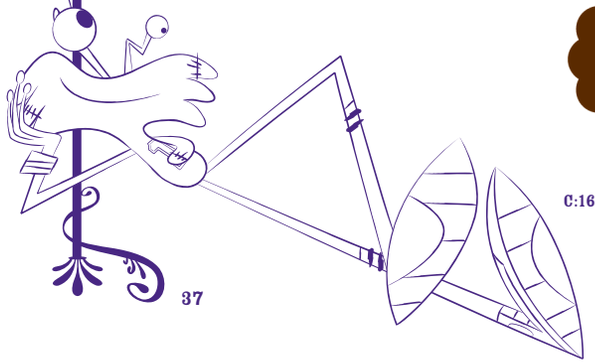


BGS FRA 10



BGS FRA 11

ADULT



PMS 1807
C:7 M:94 Y:65 K:31

PMS 160
C:6 M:71 Y:100 K:32

PMS 5743
C:52 M:28 Y:74 K:74

PMS 5625
C:41 M:13 Y:34 K:39

PMS BLACK C
C:0 M:0 Y:0 K:100

PMS 161
C:16 M:67 Y:100 K:70

PMS 7530
C:10 M:18 Y:25 K:29

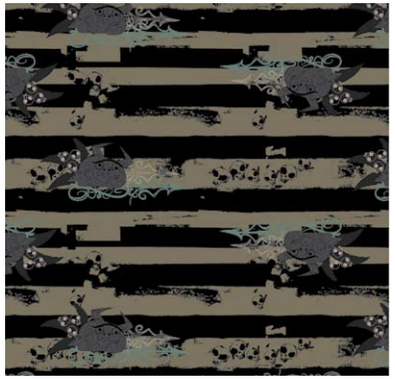
PMS 646
C:73 M:30 Y:3 K:10

PMS 534
C:95 M:72 Y:9 K:38

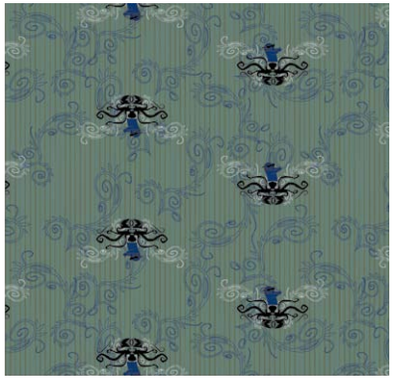
PMS 268
C:86 M:100 Y:0 K:12

ADULT

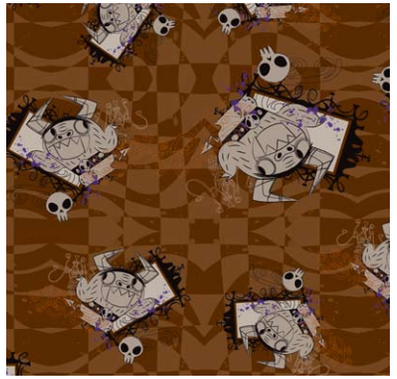




ADL PAT 01



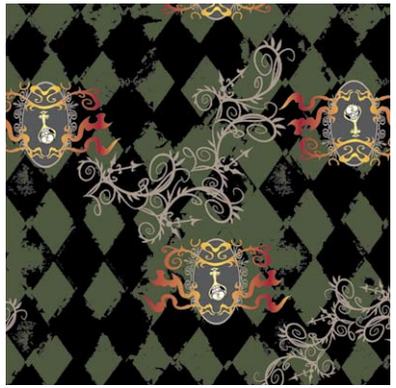
ADL PAT 02



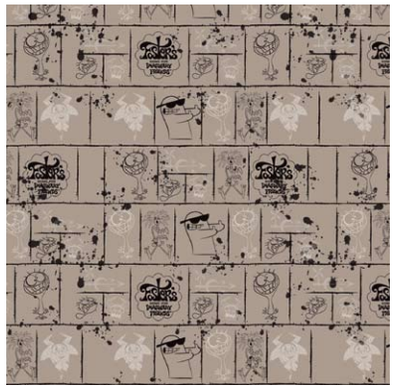
ADL PAT 03



ADL PAT 04

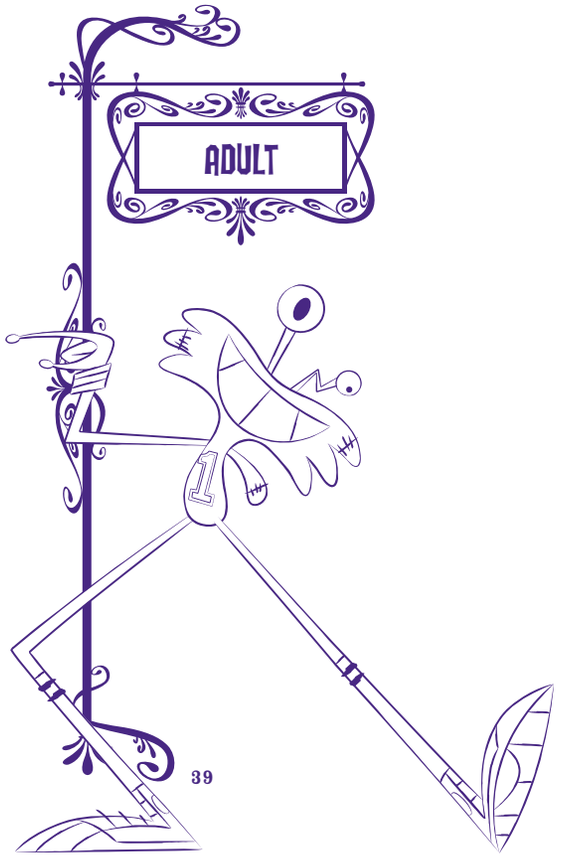


ADL PAT 05



ADL PAT 06

ADULT





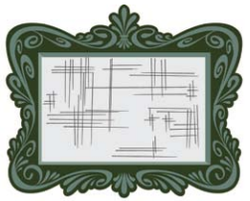
ADL FRA 01



ADL FRA 02



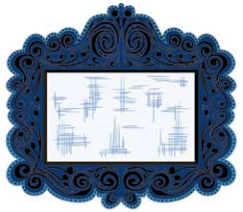
ADL FRA 03



ADL FRA 04



ADL FRA 05



ADL FRA 06



ADL FRA 07



ADL FRA 08

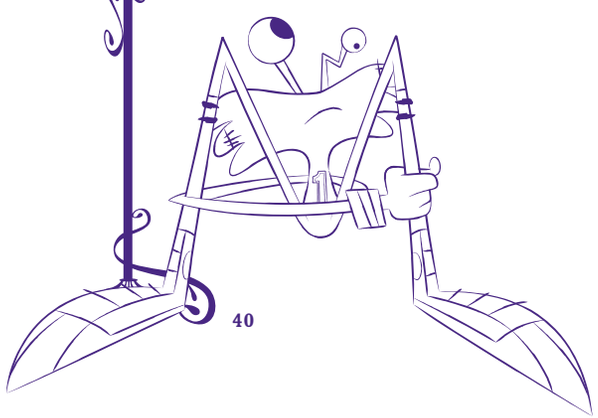


ADL FRA 09



ADL FRA 10

JUNIORS



PALETTE

JUN PAL

PMS 7449
C:68 M:85 Y:29 K:74

PMS 7530
C:10 M:18 Y:25 K:29

PMS 376
C:53 M:0 Y:96 K:0

PMS 196
C:0 M:23 Y:5 K:0

PMS 225
C:5 M:90 Y:0 K:0

PMS 2607
C:84 M:100 Y:0 K:4

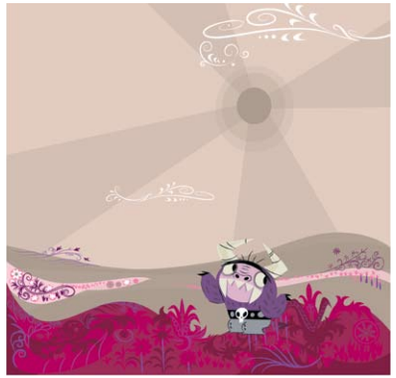
PMS 249
C:43 M:95 Y:7 K:32

PMS 709
C:0 M:70 Y:27 K:0

PMS 290
C:24 M:1 Y:1 K:0

PMS 7473
C:74 M:0 Y:36 K:8

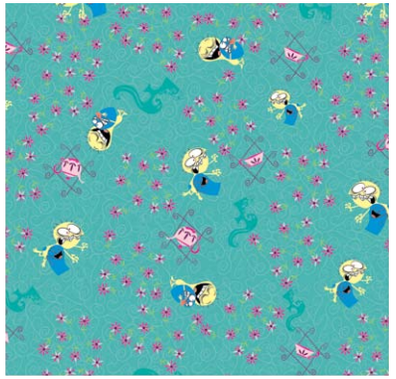
JUNIORS



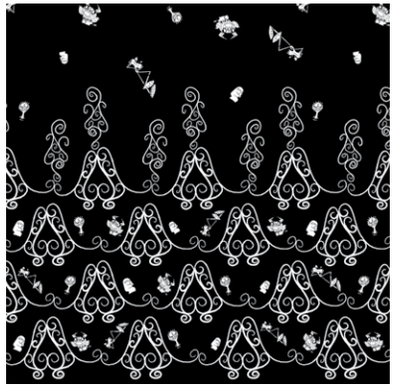
JUN PAT 01



JUN PAT 02



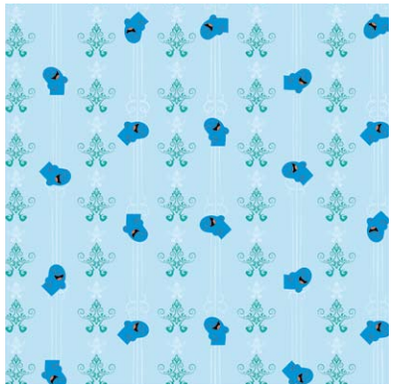
JUN PAT 03



JUN PAT 04



JUN PAT 05



JUN PAT 06

JUNIORS





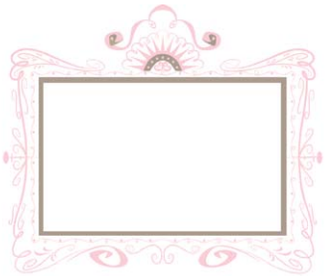
JUN FRA 01



JUN FRA 02



JUN FRA 03



JUN FRA 04



JUN FRA 05



JUN FRA 06



JUN FRA 07



JUN FRA 08


SOFTLINES


SOFTLINES

THE SOFTLINES SECTION OF THE GUIDE IS COMPOSED OF INDIVIDUAL COLLECTIONS - EACH WITH IT'S OWN PERSONALITY.
THE STYLES, FINISHES AND STRUCTURES ARE MEANT TO PROVIDE INSPIRATION AS YOU DESIGN NEW APPAREL AND ACCESSORIES. USE THE COMPLETE IDEA OR CREATE YOUR DESIGN AROUND A FEW KEY ELEMENTS.

JUNIORS





PEARL-VELVET-SATIN PIN



PLASTIC EARRINGS



ENAMELLED EARRINGS



MINI CHARACTER BARRETTES



PRINTED PLASTIC NECKLACE



PLASTIC-SATIN CHOKER NECKLACE



PLASTIC BANGLE



PLASTIC EARRINGS



CHARMED HOOP EARRINGS

JUNIORS





COTTON SATEEN FEDORA



SCENIC SATEEN SKIRT



EMBROIDERED MICRO TERRY JACKET



LUCITE HANDLE/PRINTED SATEEN HANDBAG



BABY JERSEY SCOOP NECK T



PRINTED SATIN BALLET SLIPPERS

YOUNG MEN'S



OVERDYED PRINTED JERSEY MOCK
L/S THERMAL



COATED CANVAS MESSENGER BAG



PRINTED CANVAS/MICROFIBER SHOE



RAW EDGED FLEECE ZIP JACKET

YOUNG MEN'S



SANDWASHED TWILL CAP



SANDWASHED FLEECE SHORTS



PIGMENT DYED JERSEY POLO



SANDWASHED FRENCH TERRY PULLOVER

HOME

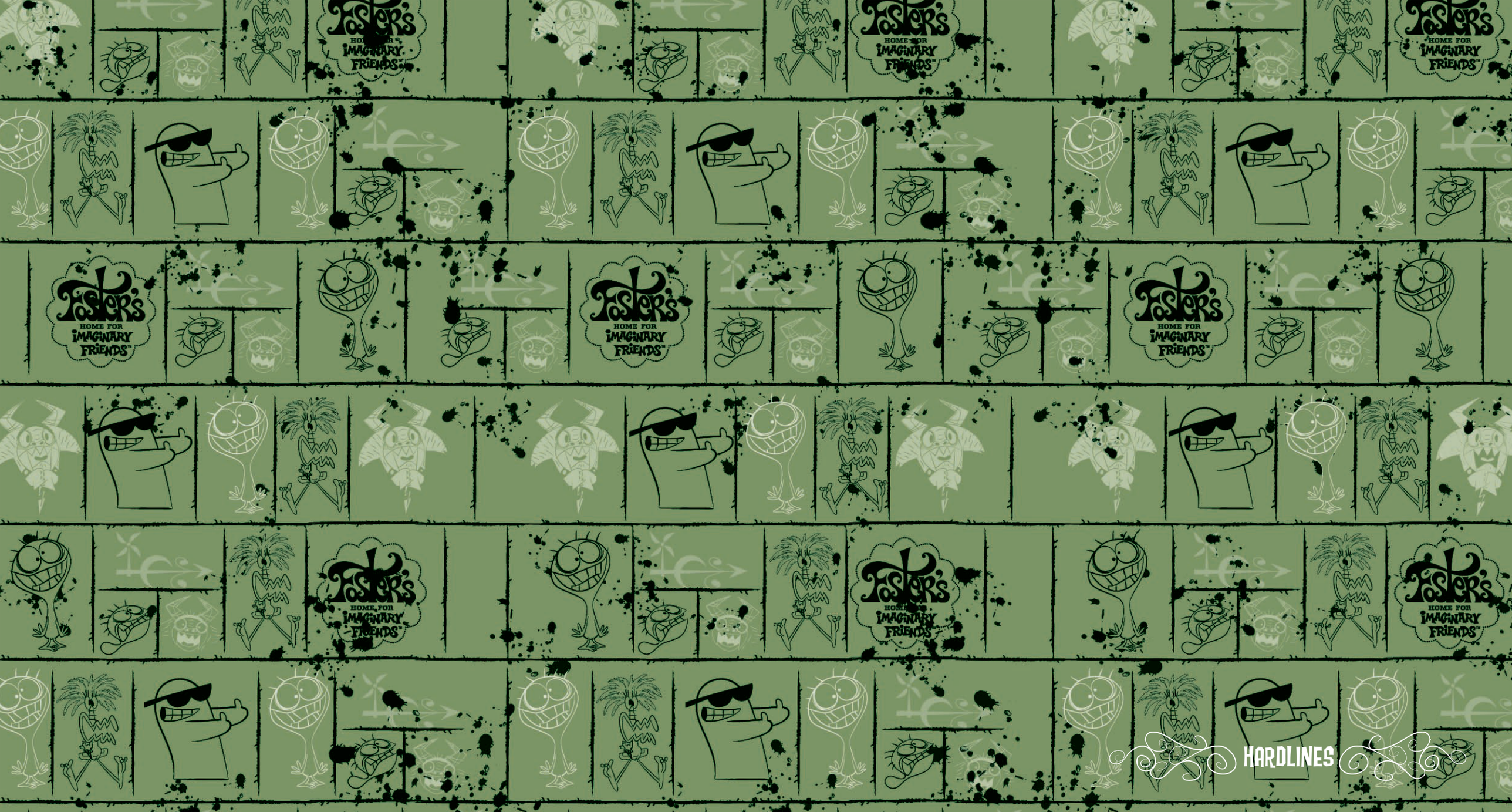


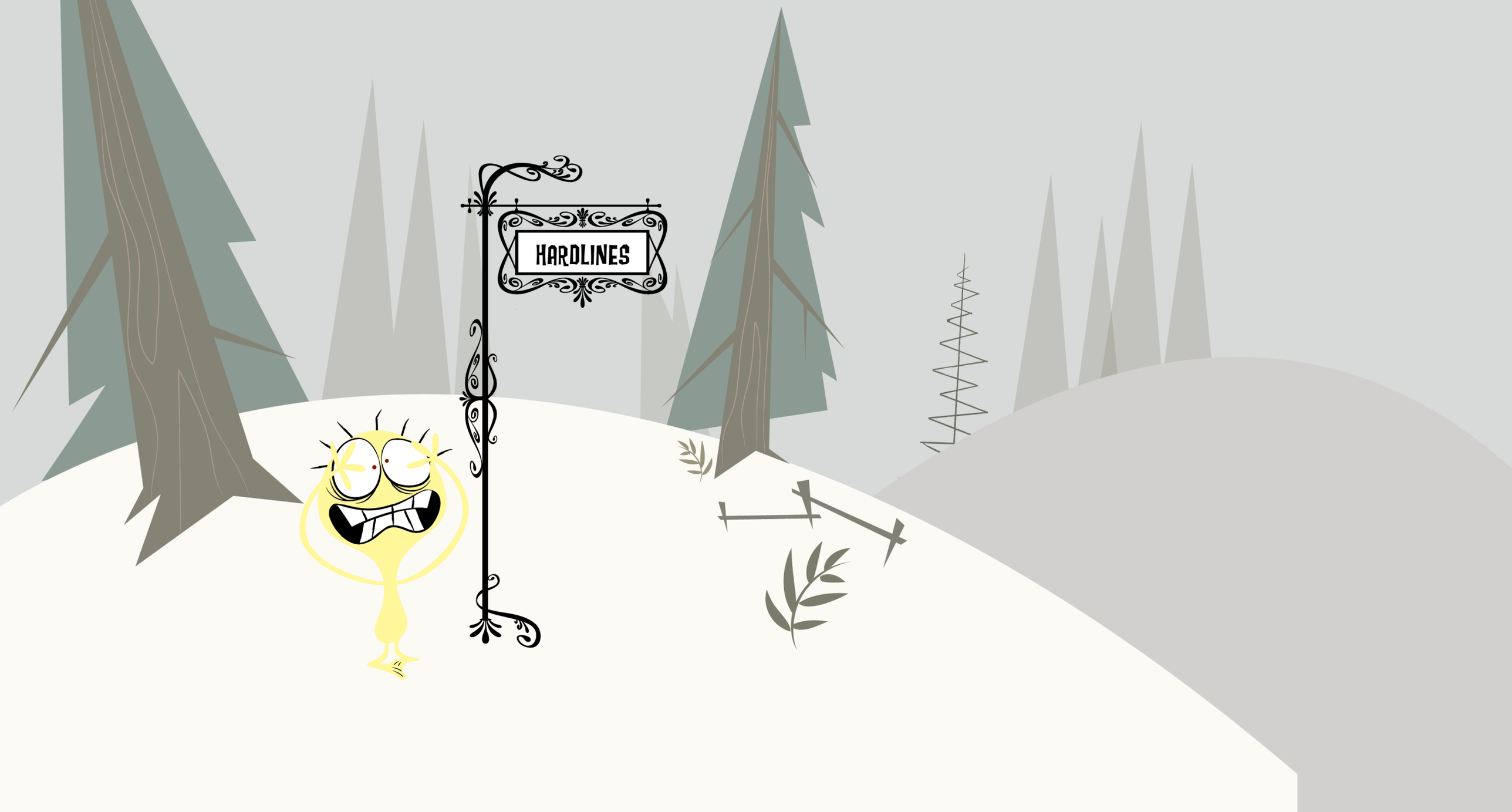
WROUGHT IRON BUTTERFLY CHAIRS



PRINTED UPHOLSTERED SCREEN

THROW PILLOWS


Foster's
HOME FOR
IMAGINARY
FRIENDS
HARDLINES


HARDLINES

THE HARDLINES SECTION CONTAINS A WIDE VARIETY OF PRODUCT IDEAS ACROSS MANY CATEGORIES. USE THESE IDEAS AS INSPIRATION AS YOU DEVELOP FANTASTIC FOSTER'S HOME FOR IMAGINARY FRIENDS™ PRODUCT. REMEMBER, IT'S THAT EXTRA EDGE THAT WILL MAKE THE DIFFERENCE BETWEEN A GOOD PRODUCT AND A GREAT SELLER.

ELECTRONICS



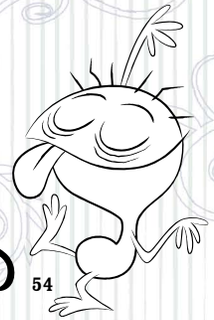
MOUSE PAD



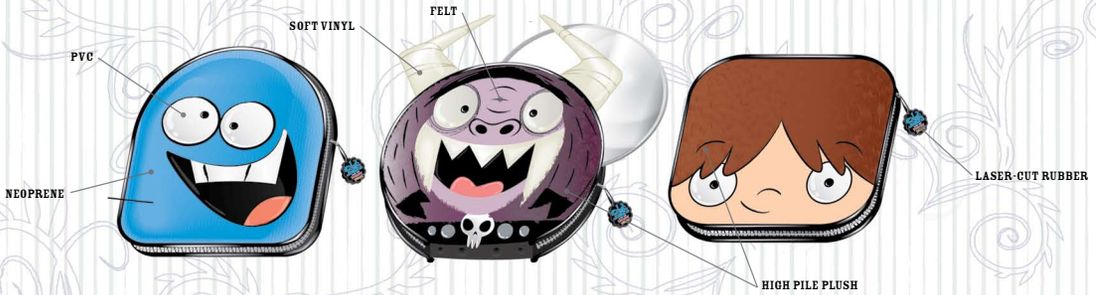
COMPUTER MICE



COMPUTER MONITOR FRAME



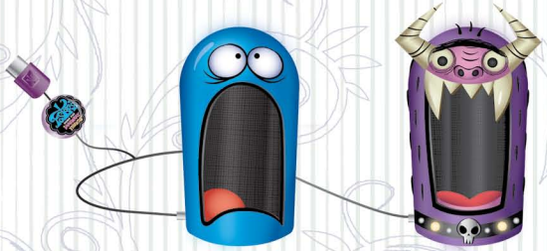
ELECTRONICS



CD/DVD CASE

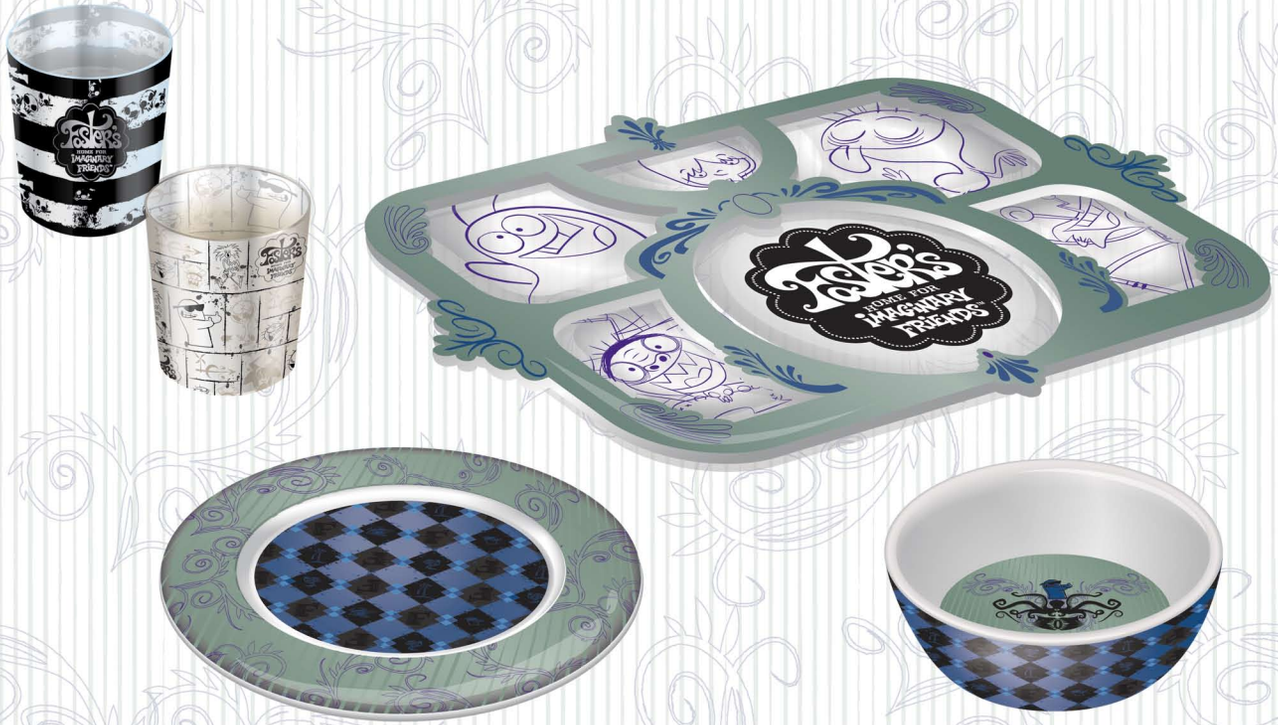


MP3 DOCK & BOOMBOX



SPEAKERS

MUSIC ACTIVATES LIGHTS AND MOTION



MELAMINE TABLEWARE









TOOTHPICK 'HAIR'





CUSTOM CHARACTER MUGS AND UTENSILS

MODULAR CHEESE AND SNACK PLATTERS

STATIONERY





FRONT & BACK STATIONERY BOX SET





STATIONERY BOX INTERIOR



WOODEN HANDLE SEAL & WAX SEALS

SEALING WAX STICKS



LETTER OPENER

STATIONERY





BLANK NOTE CARDS





NOTE CARD ENVELOPES







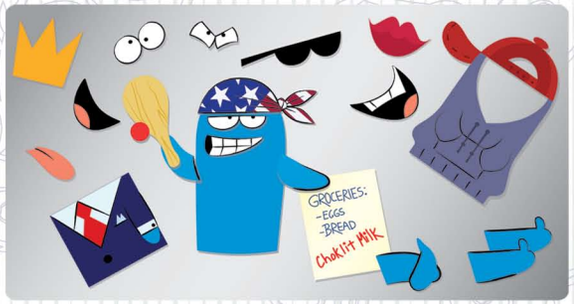
WRITING PAPER & ENVELOPE



PLUME PEN



SPECIALITY



MAGNETIC MIX AND MATCH SET



PAPERCLIPS



CELL PHONE CHARMS

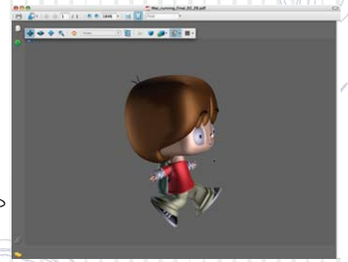


RESIN BOOKENDS

VIRTUAL MAQUETTES

YOU MUST DOWNLOAD THE FREE ADOBE® ACROBAT READER® 8.0 SOFTWARE (AVAILABLE AT WWW.ADOBE.COM) FOR BEST VIEWING OF THESE 3D FILES AND USE OF ALL THE FEATURES.

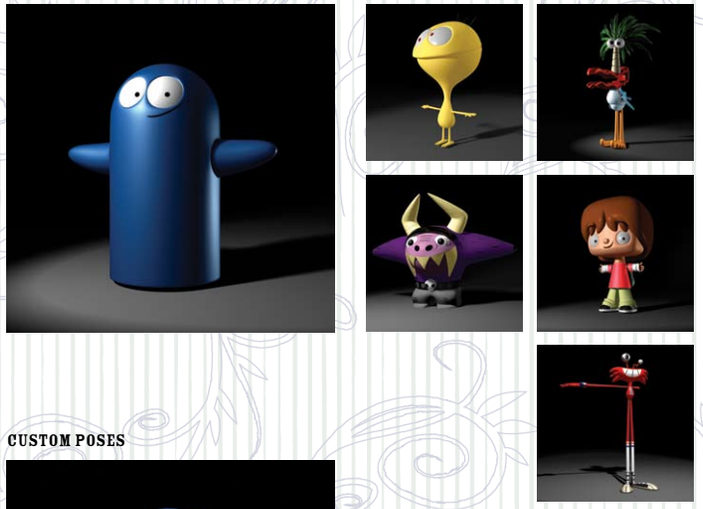
WHEN THE FILES OPEN IN ACROBAT READER®, CLICK ONCE ON THE IMAGE TO MAKE IT "LIVE." THE FIRST THREE ICONS IN THE "TOOL BAR" ALLOW YOU TUMBLE, MOVE, AND ZOOM IN AND OUT OF THE 3D MODEL. BY CLICKING THE "LIGHT" ICON IN THE TOOLBAR, YOU CAN MODIFY THE LIGHTING FOR CUSTOM VIEWING OF THE MODEL.



FOR SCULPTED PRODUCT, WE NOW HAVE THE ABILITY TO POSE THE CHARACTERS AND PROVIDE WORKING 3D FILES FOR YOUR MANUFACTURING REFERENCE. PLEASE CONTACT YOUR BRAND ASSURANCE REPRESENTATIVE TO REQUEST CUSTOM POSES AND FILES.

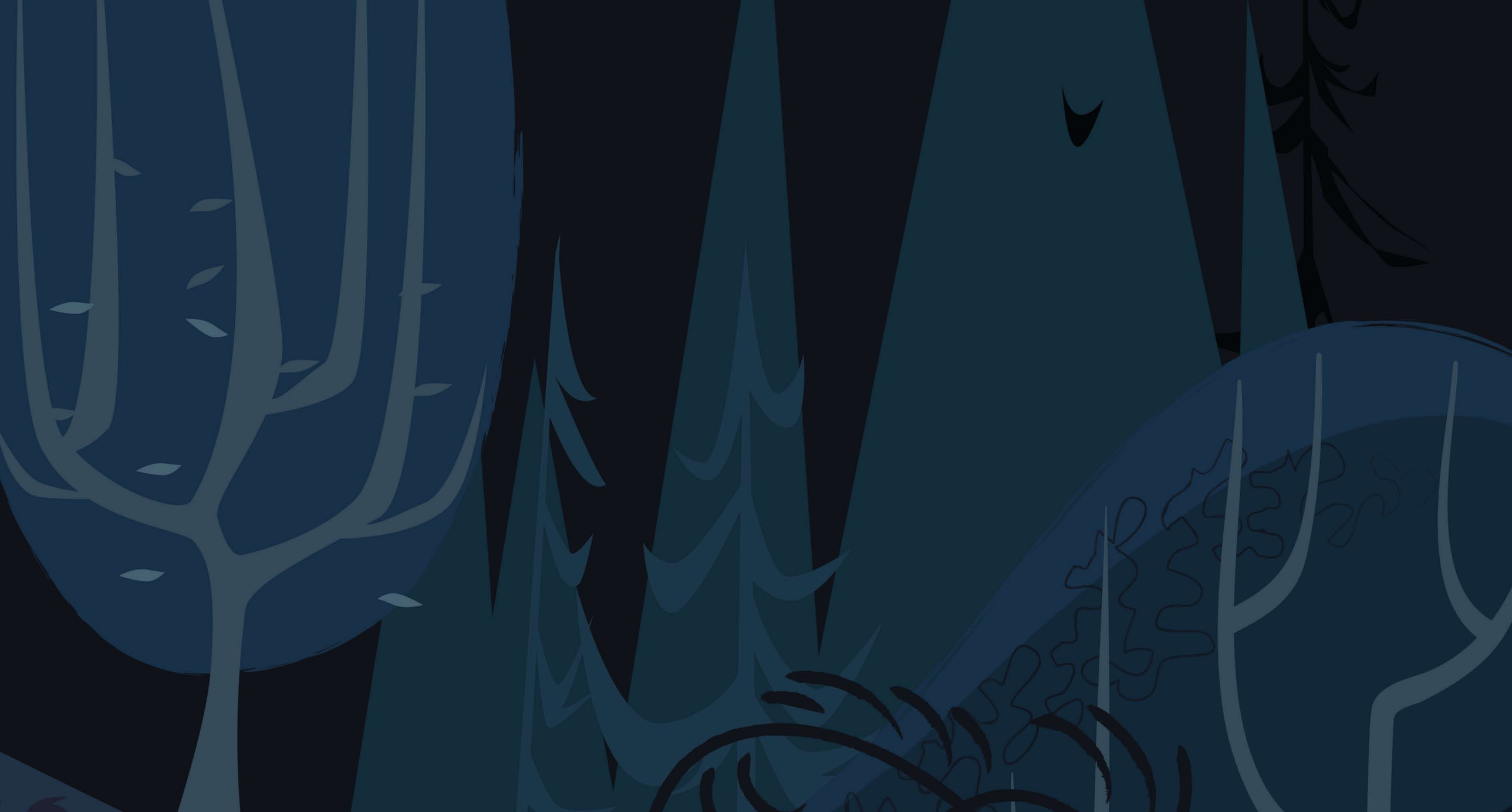
ADOBE® READER® 8 COPYRIGHT © 2007 ADOBE SYSTEMS INCORPORATED. ALL RIGHTS RESERVED.

VIRTUAL MAQUETTES



CUSTOM POSES






ASSETS



LEGAL



BRAND ASSURANCE GUIDELINES

HIGH STANDARDS EQUAL LONG-TERM SUCCESS. BY CAREFULLY CONTROLLING THE DESIGN OF ALL CARTOON NETWORK™ PROPERTIES AND THE LICENSED PRODUCTS ON WHICH THEY APPEAR, WE ENSURE THAT THEY WILL CONTINUE TO ATTRACT CONSUMER INTEREST AND APPEAL.

THEREFORE, ALL USES OF FOSTER'S HOME FOR IMAGINARY FRIENDS™ LOGOS, ARTWORK, CHARACTER LIKENESSES AND NAMES MUST BE APPROVED PRIOR TO THE PRODUCTION AND SALE OF ANY PRODUCT DESIGNED BY LICENSEES. IN ADDITION, ALL PACKAGING, ADVERTISING, IN-STORE PROMOTIONS, CATALOGS, BROCHURES, WEB SITES AND ANY OTHER MATERIALS USING FOSTER'S HOME FOR IMAGINARY FRIENDS™ CHARACTERS MUST RECEIVE WRITTEN APPROVAL FROM BRAND ASSURANCE PRIOR TO PRODUCTION AND DISTRIBUTION.

APPROVAL PROCEDURES

WHILE BRAND ASSURANCE GIVES EACH PROJECT OUR IMMEDIATE AND FULL ATTENTION, APPROVALS TAKE TIME. PLEASE ALLOW 14 BUSINESS DAYS FOR EACH OF THE APPROVAL STAGES IN YOUR SCHEDULE. AVOID SHORT TURNAROUNDS. SUBMIT ART OR PRODUCTION DESIGNS AT THE FOLLOWING STAGES:

- ROUGH SKETCH OF CONCEPT LAYOUT
- PRE-PRODUCTION SAMPLES OR STRIKE-OFFS
- FINISHED ARTWORK OR FINAL PROOFS
- FINISHED PRODUCTS OR PACKAGE SAMPLES

CONCEPT SUBMISSIONS

ALL SUBMISSIONS FOR FOSTER'S HOME FOR IMAGINARY FRIENDS™ MUST BE SUBMITTED VIA ARIES. ARIES IS A WEB-BASED TOOL DESIGNED TO HELP EXPEDITE THE CONCEPT SUBMISSION PROCESS FOR LICENSEES WHO HAVE CURRENT CONTRACTS. THE WEBSITE HAS A SERIES OF CUSTOMIZED OPTIONS THAT MAKES IT CONVENIENT FOR YOU TO UPLOAD IMAGES INSTEAD OF SENDING THEM VIA COURIER. AS SOON AS YOU LOG ON, THE SITE RECOGNIZES YOU, PRESENTS YOU WITH A LIST OF YOUR CONTRACTS, AND PUTS YOU JUST A FEW CLICKS AWAY FROM SUBMITTING YOUR CONCEPT. ONCE SUBMITTED, THE CONCEPT IS IMMEDIATELY VIEWABLE BY BRAND ASSURANCE AND FLOWS INTO THE NORMAL APPROVAL PROCESS.

FULL-PROPER CHARACTER NAMES MAY BE USED ON PRODUCT AND PACKAGING THAT THE FOLLOWING RULES ARE ALWAYS FOLLOWED:

- MUST BE USED AND ACCOMPANIED BY A LIKENESS OF THE CHARACTER BEING REFERENCED.
- SHOULD NOT INCLUDE ANY TRADEMARK DESIGNATIONS SUCH AS TM OR ® SYMBOL TO ANY CHARACTER NAMES.
- SHOULD NOT BE COVERED OR DISTORTED ON THE PRODUCT.
- INDICATE A CLEAR ASSOCIATION BETWEEN A CHARACTER NAME AND THE RELEVANT SERIES TITLE AND THE CARTOON NETWORK™ LOGO.

APPROVALS

COMMENTS AND APPROVALS ON YOUR SUBMISSIONS WILL BE AUTOMATICALLY E-MAILED BACK TO YOU.

LEGAL



DECORATIVE IMAGES AND ORNAMENTAL PHRASES:

- DECORATIVE IMAGES AND ORNAMENTAL PHRASES MAY BE USED FOR DECORATIVE PURPOSES ONLY.
- IF YOU WISH TO USE ANY ORNAMENTAL PHRASES BEYOND THOSE WHICH HAVE BEEN PROVIDED IN THIS STYLE GUIDE, YOU MUST PROVIDE AN INDEMNIFICATION LETTER. IN ADDITION, ANY SUCH PHRASES MUST BE REVIEWED BY BRAND ASSURANCE TO ENSURE THAT THEY ARE IN KEEPING WITH THE NATURE OF THE PROPERTY AND THAT THEY ADHERE TO THE AFOREMENTIONED GUIDELINES.
- ANY FONT CAN BE USED, AS LONG AS IT IS IN KEEPING WITH THE FOSTER'S HOME FOR IMAGINARY FRIENDS LOOK AND FEEL.

TRADEMARK GUIDELINES

- ALWAYS USE THE TELEVISION SERIES TITLE, FOSTER'S HOME FOR IMAGINARY FRIENDS™, IN FULL.
- A TM SYMBOL MUST APPEAR AT THE END OF THE TITLE, AS SHOWN IN THE FOLLOWING LOGO (FOR ILLUSTRATIVE PURPOSES ONLY):

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WE CONSIDER THE PROTECTION OF OUR PROPERTIES TO BE OF GREAT IMPORTANCE AND WE CAREFULLY MONITOR THE USE OF TRADEMARK AND COPYRIGHT NOTICES. TO FACILITATE YOUR CORRECT USAGE, HERE ARE SOME GENERAL GUIDELINES:

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(SXX) REFLECTS THE YEAR THAT THE PRODUCT IS BEING SHIPPED TO RETAIL (E.G., FOR PRODUCT BEING SHIPPED IN 2008, (S08)).

- WHEN A PROPERTY APPEARS MULTIPLE TIMES ON PRODUCT, PACKAGING, OR ADVERTISING, ONE LEGAL NOTICE IS SUFFICIENT.

PRE-PRODUCTION AND FINAL SAMPLES

AFTER RECEIVING APPROVAL TO PROCEED BEYOND CONCEPT STAGE, UPLOAD ALL PRE-PRODUCTION AND FINAL SAMPLE SUBMISSIONS FOR THE CURRENT STAGE TO ARIES AND SEND THE SAMPLE SUBMISSIONS DIRECTLY TO BRAND ASSURANCE WITH A PHOTOCOPY OF THE LATEST PRODUCT APPROVAL AND RESUBMISSION FORM.


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