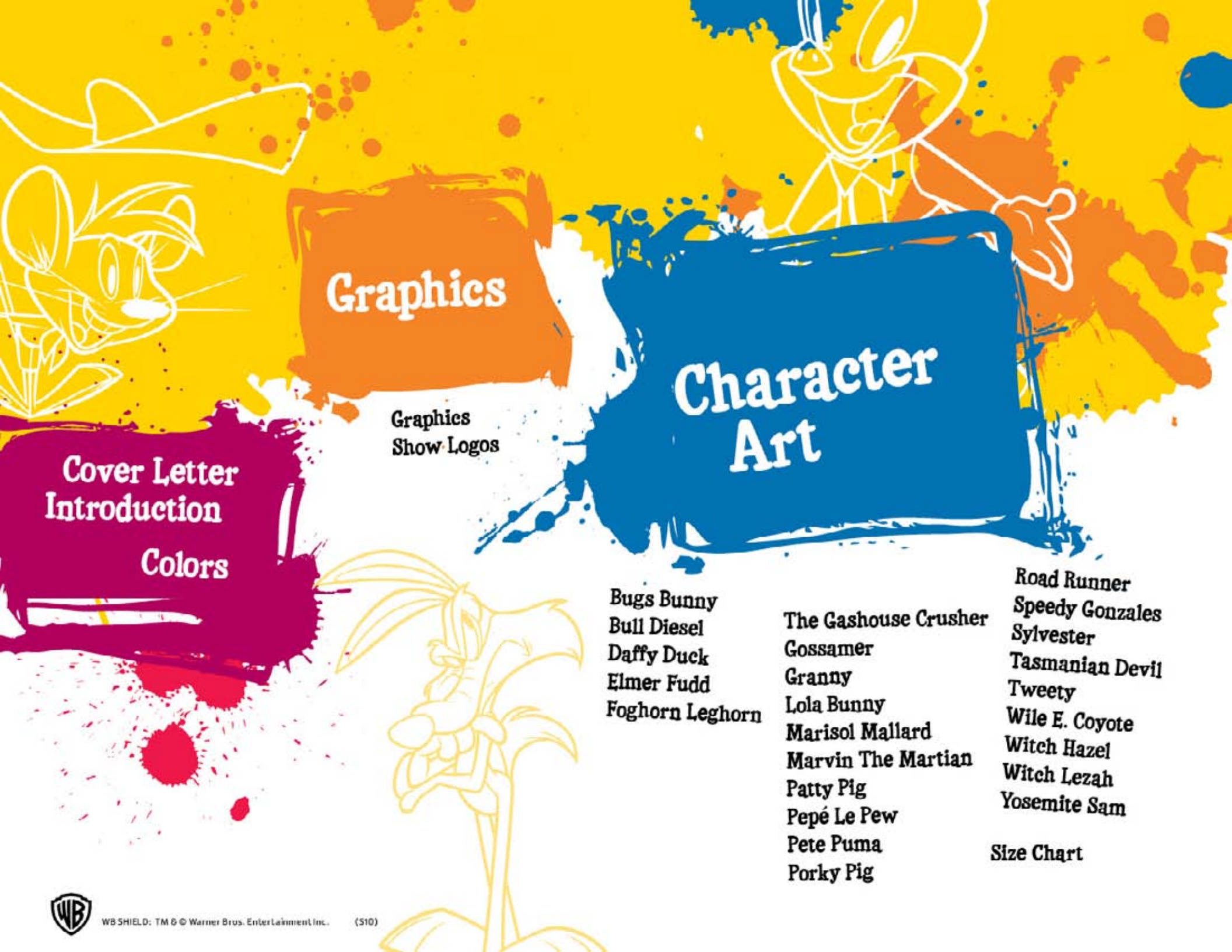


The Looney Tunes ShowTM

The logo for 'The Looney Tunes Show' is centered on the page. It features the words 'The Looney Tunes Show' in a stylized, bubbly font. 'The' is in a smaller, sans-serif font above 'Looney'. 'Looney' and 'Tunes' are in a large, blue, rounded script with a white outline and a yellow drop shadow. 'Show' is in a smaller, blue, rounded script with a white outline and a yellow drop shadow. The text is set against a large, stylized sun with concentric rings of yellow, orange, and red. The entire background is decorated with various paint splatters in blue and orange.



Graphics

Graphics
Show Logos

Cover Letter
Introduction
Colors

Character Art

Bugs Bunny
Bull Diesel
Daffy Duck
Elmer Fudd
Foghorn Leghorn

The Gashouse Crusher
Gossamer
Granny
Lola Bunny
Marisol Mallard
Marvin The Martian
Patty Pig
Pepé Le Pew
Pete Puma
Porky Pig

Road Runner
Speedy Gonzales
Sylvester
Tasmanian Devil
Tweety
Wile E. Coyote
Witch Hazel
Witch Lezah
Yosemite Sam

Size Chart



Contents

Design Elements

Icons
Patterns
Backgrounds

Phrases
Fonts

Product Applications

Brand Assurance

PDF name of this guide on DAFE: 00GUIDE1of2_GSSG_LTSHOW.PDF &
00GUIDE2of2_GSSG_LTSHOW.PDF



Introduction

Greetings!

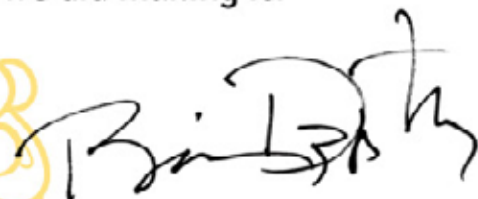
It is with great pleasure that we present to you, your very own “Looney Tunes Show” style guide. In it you will find everything you need to create product that is as exciting and fresh as this breakthrough show. And, there are a few surprises, too!

We have provided three flash drives shaped like your favorite Looney Tunes characters that contain all of your style guide assets. As we add more great art to the style guide, we will send you additional character drives for your collection.

Also, you get a digital frame that comes loaded with great images from “The Looney Tunes Show”. You can keep it on your desk or display it on your mantle.

- Finally, the binder that you are looking at now is filled with hundreds of character poses, backgrounds, design elements, graphics and great product examples.

We hope you have as much fun using the “Looney Tunes Show” style guide as we did making it.



Brian Deputy
Vice President, Creative
Warner Bros. Consumer Products

Colors

Show Palette

Note: These are suggested palettes.

PANTONE® 485 C

PANTONE 165 C

PANTONE 484 C

PANTONE 219 C

01COLOR_GSCP*

PANTONE 116 C

PANTONE 347 C

PANTONE 3985 C

PANTONE 339 C

*Art file names end in: _LTSHOW.AI, .PSD or .ZIP

PANTONE 635 C

PANTONE 435 C

PANTONE 426 C

In lieu of the THE LOONEY TUNES SHOW colors, you may use the following PANTONE® colors, the standards for which are as shown in the current edition of the PANTONE Color Formula Guide. The colors shown on these pages and throughout this style guide have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards.

PANTONE® is a registered trademark of Pantone, Inc.

TM & © Warner Bros. Entertainment Inc.

(s10)

Boys

02BOYCOLOR_GSCP



Girls

03GIRLCOLOR_GSCP





Cartoonish



Show Logos

Note: Can't change characters or colors.

*There are two colored files for logos without character art for color accuracy. For example:

For CMYK printing use:
279LOGOCMYK_LOTM

For spot printing use:
279LOGOSPOT_LOTM

Also, for logos with character art we have a simplified spot version:
282LOGOSIMP_LOTM



279LOGOCMYK_LOTM*



282LOGOCMYK_LOTM

To achieve these colors, the files
are provided in 4-color process,
spot color and simplified spot
(for logos with characters) color
palettes.



283LOGOCMYK_I.OTM



284LOGOCMYK_LOTM

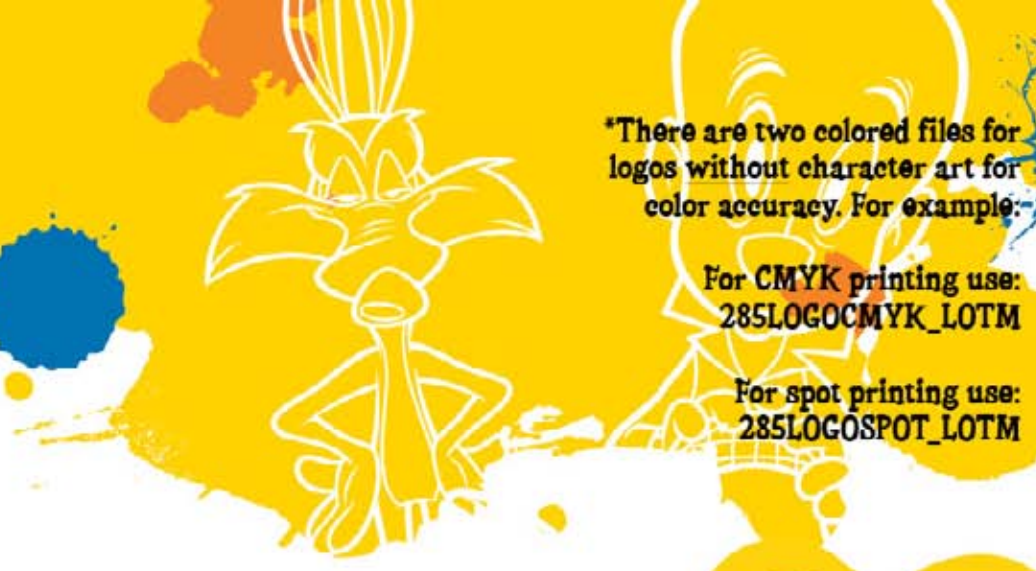
Show Logos

Note: Can't change characters or colors.

*There are two colored files for logos without character art for color accuracy. For example:

For CMYK printing use:
285LOGOCMYK_LOTM

For spot printing use:
285LOGOSPOT_LOTM

A line drawing of Daffy Duck and Porky Pig in the top right corner. The background features yellow and blue paint splatters.

The Looney

Looney Tunes

285LOGOCMYK_LOTM*

TM & © Warner Bros. Entertainment Inc.

(s10)

To achieve these colors, the files
are provided in 4-color process
and spot color palettes.

Time Show™



286LOGOCMYK_10TM

Graphics



04GRAPHIC_DEGD*

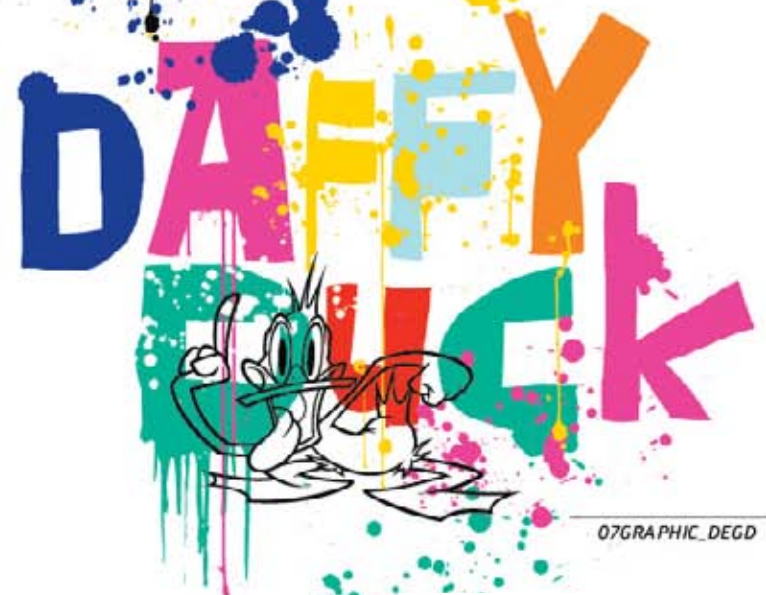
The
Looney
Tunes
Show



06GRAPHIC_DEGD



05GRAPHIC_DEGD



07GRAPHIC_DEGD

TWEETY

11GRAPHIC_DEGD



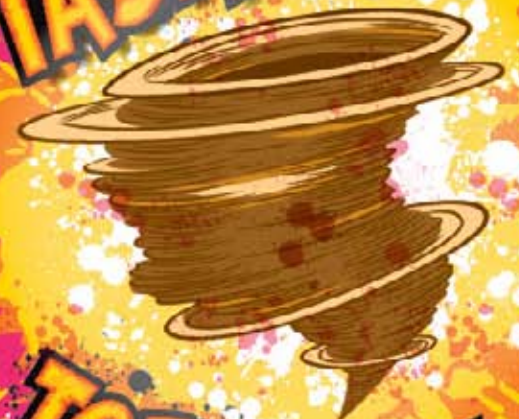
08GRAPHIC_DEGD



The
Looney
Tunes
Show

12GRAPHIC_DEGD

TASMANIAN



TORNADO!

Graphics

The Looney Tunes Show



09GRAPHIC_DEGD

The Looney Tunes Show



10GRAPHIC_DEGD

The Looney Tunes Show™



WILE E. COYOTE
& ROAD RUNNER



14GRAPHIC_DEGD

13GRAPHIC_DEGD



HorrorFacts



Character Art



*There are three colored versions of all the files for color accuracy. For example:

For CMYK printing use:
15BUGSCMYK_CA

For spot printing use:
15BUGSSPOT_CA

For a simplified spot printing use:
15BUGSSIMP_CA

Bugs Bunny

To achieve these colors, the files are provided in 4-color process, spot color and simplified spot color palettes.



15BUGSCMYK_CA*



16BUGSCMYK_CA



17BUGSCMYK_CA

Character Art



18BUGSCMYK_CA



19BUGSCMYK_CA



20BUGSCMYK_CA



21BUGSCMYK_CA

Bugs Bunny



Character Art



25BUGSCMYK_CA



26BUGSCMYK_CA



27BUGSCMYK_CA

Bugs Bunny



20BUGSCMYK_CA



29BUGSCMYK_CA

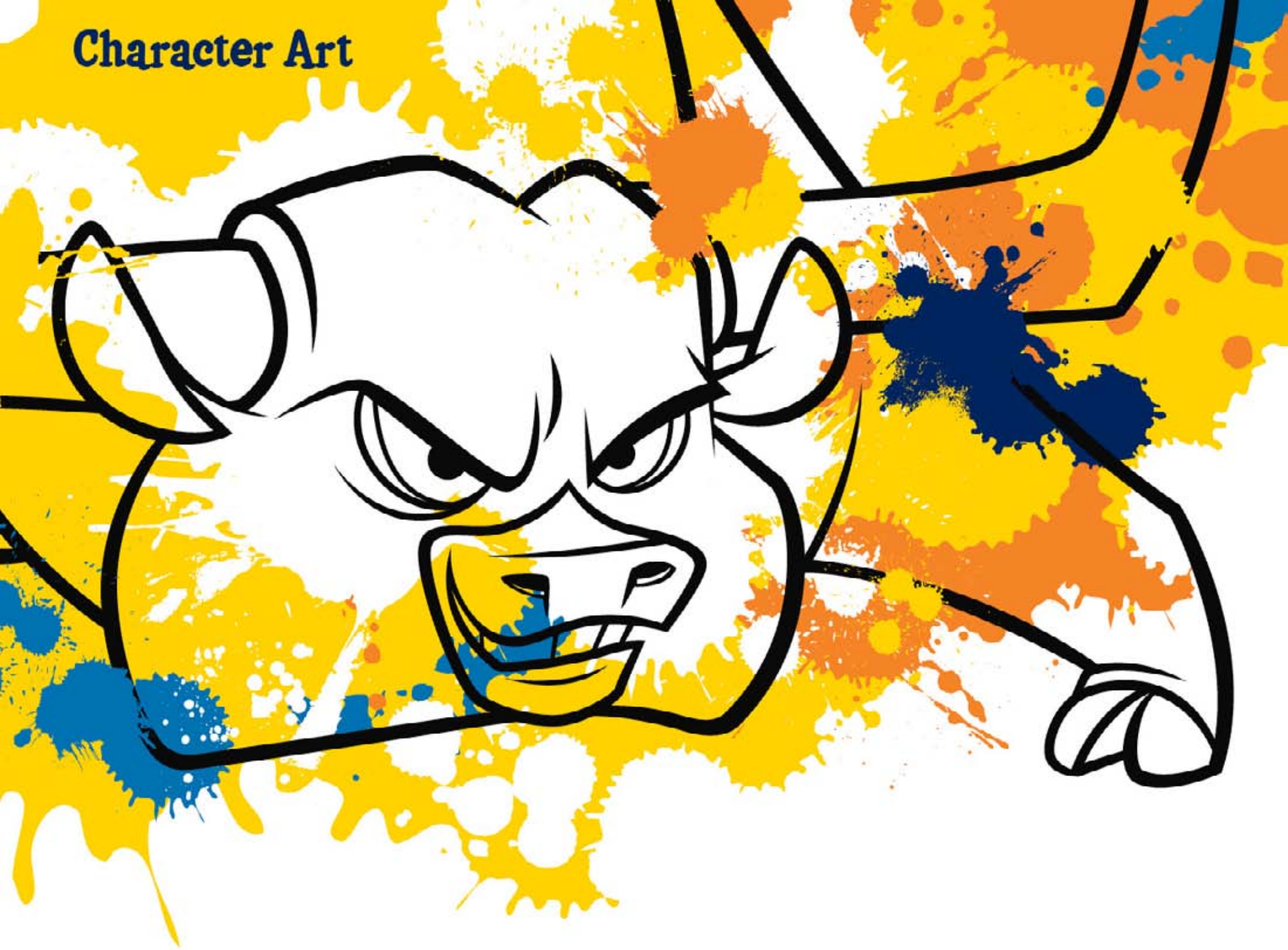


30BUGSCMYK_CA



31BUGSCMYK_CA

Character Art



*There are three colored versions of all the files for color accuracy. For example:

For CMYK printing use:
32BULLCMYK_CA

For spot printing use:
32BULLSPOT_CA

For a simplified spot printing use:
32BULLSIMP_CA

Bull Diesel

To achieve these colors, the files are provided in 4-color process, spot color and simplified spot color palettes.



32BULLCMYK_CA*



33BULLCMYK_CA

Character Art



35BULLCMYK_CA



34BULLCMYK_CA

36BULLCMYK_CA



Bull Diesel



38BULLCMYK_CA

37BULLCMYK_CA

Character Art



*There are three colored versions of all the files for color accuracy. For example:

For CMYK printing use:
39DAFFYCMYK_CA

For spot printing use:
39DAFFYSPOT_CA

For a simplified spot printing use:
39DAFFYSIMP_CA

Daffy Duck

To achieve these colors, the files are provided in 4-color process, spot color and simplified spot color palettes.



39DAFFYCMYK_CA*



40DAFFYCMYK_CA



41DAFFYCMYK_CA

Character Art



42DAFFYCMYK_CA



43DAFFYCMYK_CA



44DAFFYCMYK_CA

Daffy Duck



45DAFFYCMYK_CA



46DAFFYCMYK_CA



47DAFFYCMYK_CA

Character Art



48DAFFYCMYK_CA



49DAFFYCMYK_CA



50DAFFYCMYK_CA

Daffy Duck



52DAFFYCMYK_CA



51DAFFYCMYK_CA



53DAFFYCMYK_CA

Character Art



*There are three colored versions of all the files for color accuracy. For example:

For CMYK printing use:
54ELMERCMYK_CA

For spot printing use:
54ELMERSPOT_CA

For a simplified spot printing use:
54ELMERSIMP_CA

Elmer Fudd

To achieve these colors, the files are provided in 4-color process, spot color and simplified spot color palettes.



54ELMERCMYK_CA*



55ELMERCMYK_CA

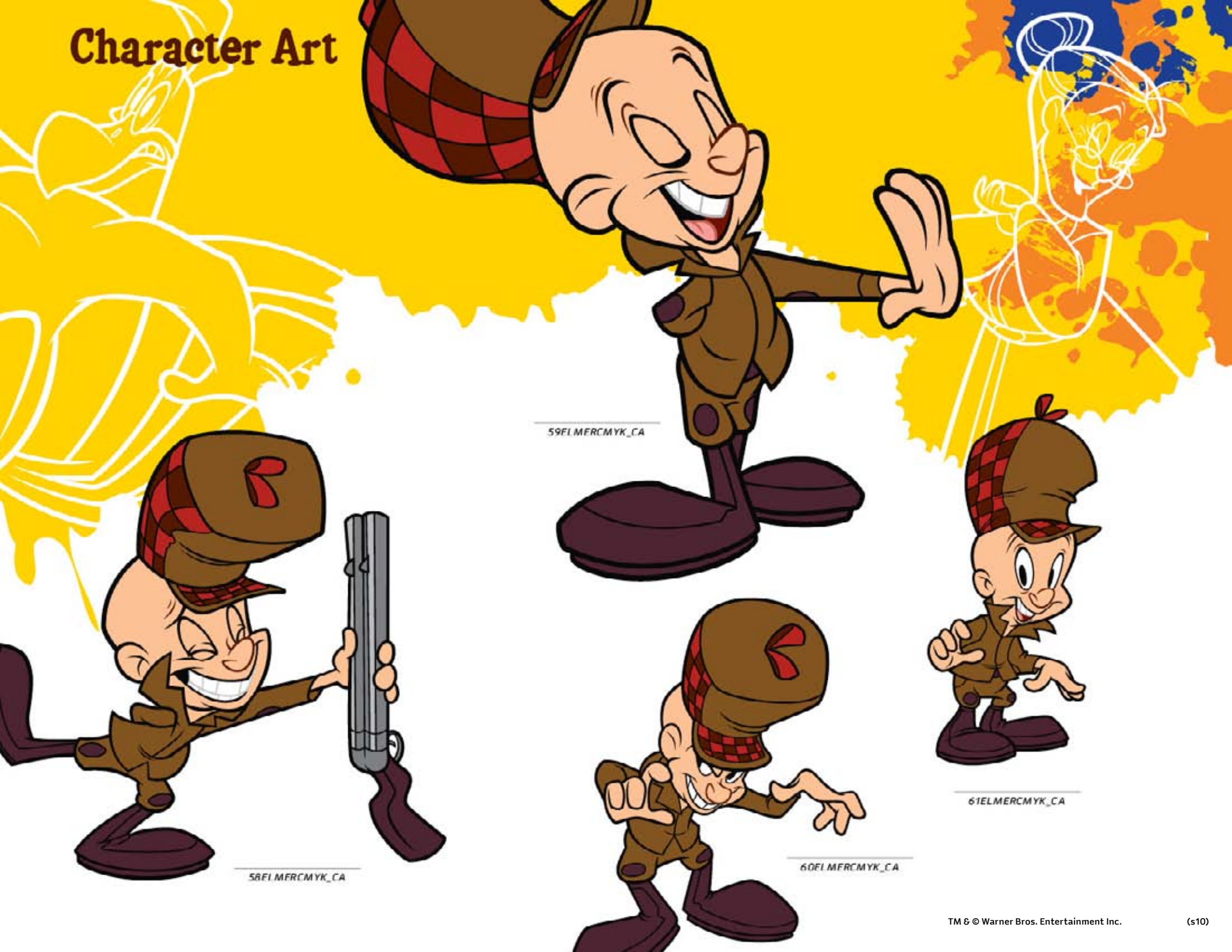


56ELMERCMYK_CA



57ELMERCMYK_CA

Character Art



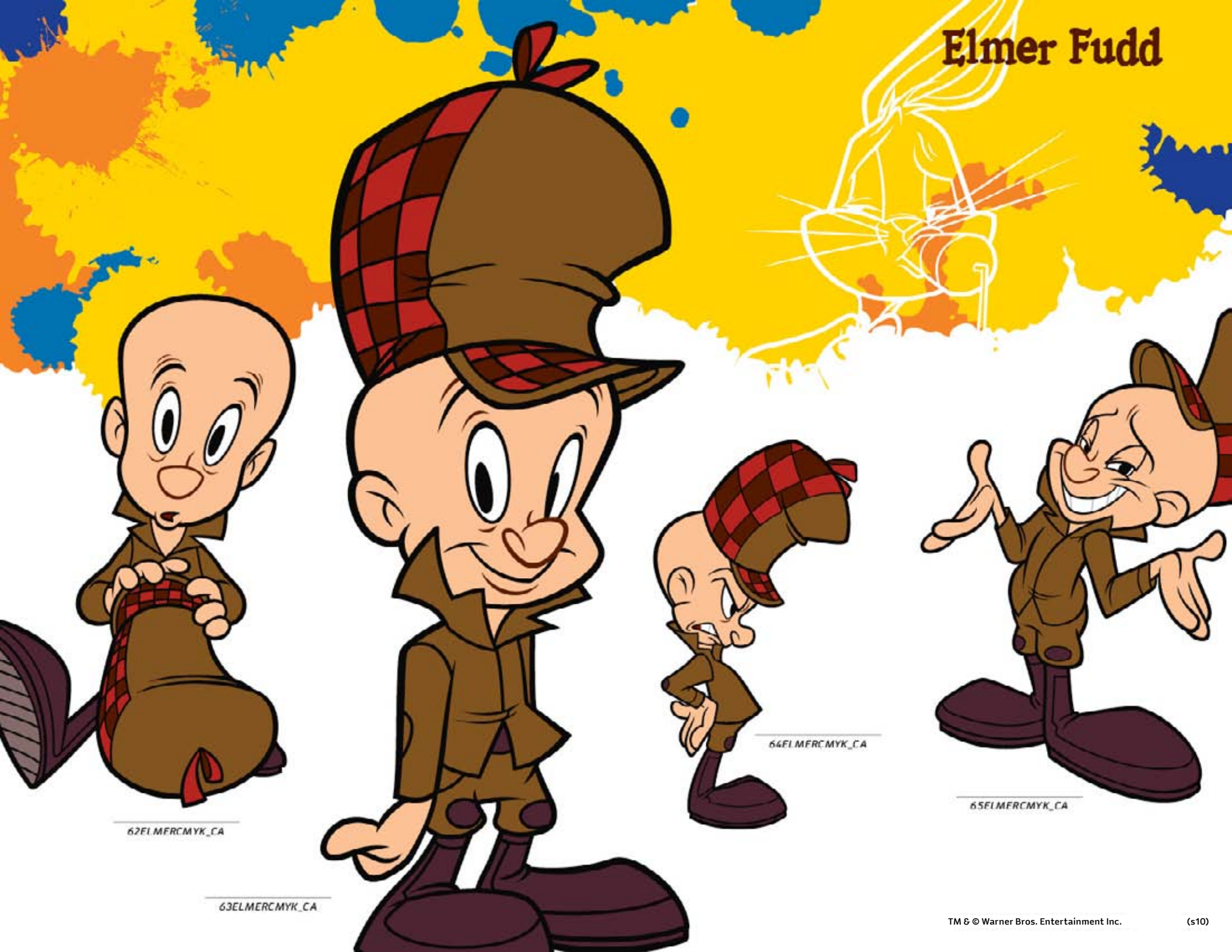
59ELMERCYK_CA

58ELMERCYK_CA

60ELMERCYK_CA

61ELMERCYK_CA

Elmer Fudd



62ELMERC MYK_CA

63ELMERC MYK_CA

64ELMERC MYK_CA

65ELMERC MYK_CA

Character Art



Foghorn Leghorn

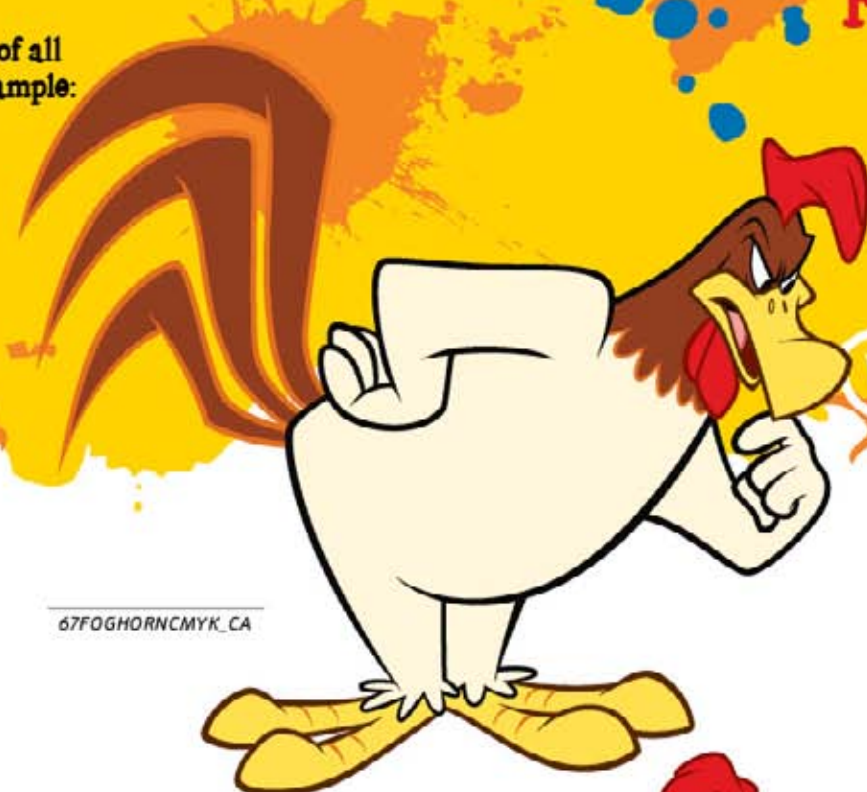
*There are three colored versions of all the files for color accuracy. For example:

For CMYK printing use:
66FOGHORNCMYK_CA

For spot printing use:
66FOGHORNSPOT_CA

For a simplified spot printing use:
66FOGHORNSIMP_CA

To achieve these colors, the files are provided in 4-color process, spot color and simplified spot color palettes.



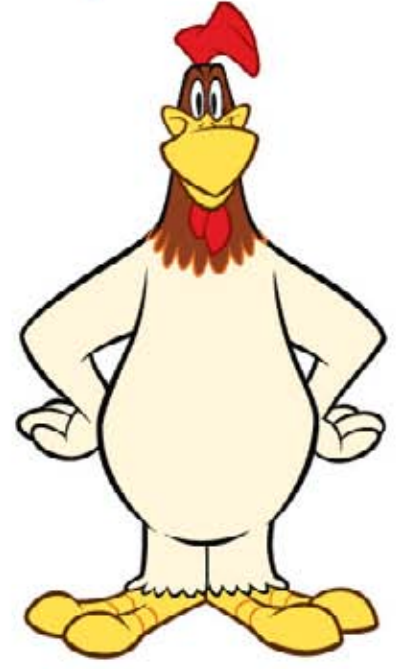
67FOGHORNCMYK_CA



68FOGHORNCMYK_CA



66FOGHORNCMYK_CA*



69FOGHORNCMYK_CA

Character Art



71FOGHORNCMYK_CA



72FOGHORNCMYK_CA

Foghorn Leghorn



73FOGHORNCMYK_CA



74FOGHORNCMYK_CA



75FOGHORNCMYK_CA

Character Art



The Gashouse Crusher

*There are three colored versions of all the files for color accuracy. For example:

For CMYK printing use:
76GHCRUSHERCMYK_CA

For spot printing use:
76GHCRUSHERSPOT_CA

For a simplified spot printing use:
76GHCRUSHERSIMP_CA

To achieve these colors, the files are provided in 4-color process, spot color and simplified spot color palettes.

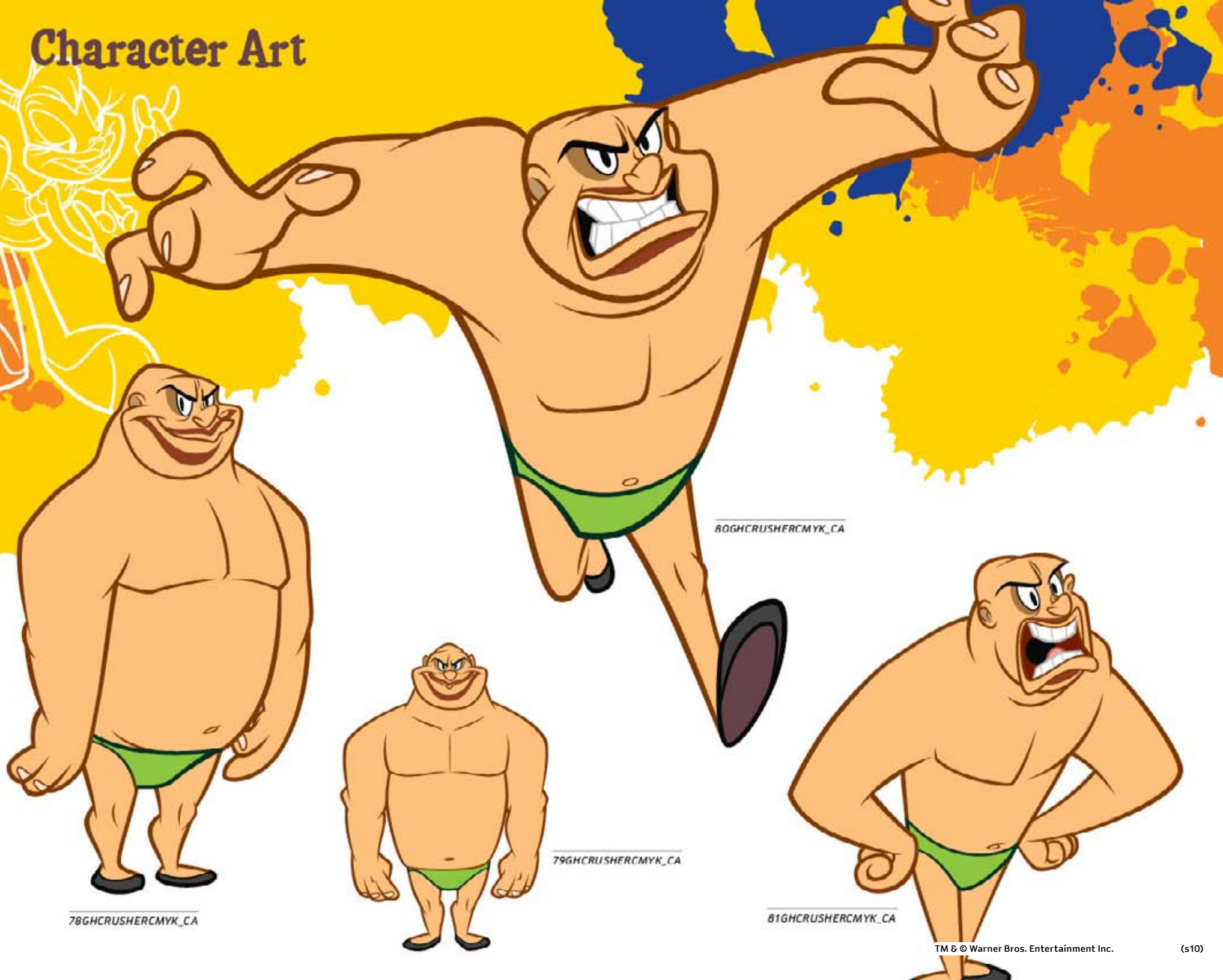


76GHCRUSHERCMYK_CA*



77GHCRUSHERCMYK_CA

Character Art



The Gashouse Crusher



82GHCUSHERCMYK_CA



84GHCUSHERCMYK_CA



83GHCUSHERCMYK_CA

Character Art



*There are three colored versions of all the files for color accuracy. For example:

For CMYK printing use:
85GOSSAMERCMYK_CA

For spot printing use:
85GOSSAMERSPOT_CA

For a simplified spot printing use:
85GOSSAMERSIMP_CA

Gossamer

To achieve these colors, the files are provided in 4-color process, spot color and simplified spot color palettes.



86GOSSAMERCMYK_CA



85GOSSAMERCMYK_CA*



87GOSSAMERCMYK_CA



Character Art



89GOSSAMERCMYK_CA



90GOSSAMERCMYK_CA



88GOSSAMERCMYK_CA



91GOSSAMERCMYK_CA

Gossamer



93GOSSAMERCMYK_CA



95GOSSAMERCMYK_CA



92GOSSAMERCMYK_CA



94GOSSAMERCMYK_CA



96GOSSAMERCMYK_CA

Character Art



Granny

*There are three colored versions of all the files for color accuracy. For example:

For CMYK printing use:
97GRANNYCMYK_CA

For spot printing use:
97GRANNYSPOT_CA

For a simplified spot printing use:
97GRANNYSIMP_CA

To achieve these colors, the files are provided in 4-color process, spot color and simplified spot color palettes.



97GRANNYCMYK_CA*

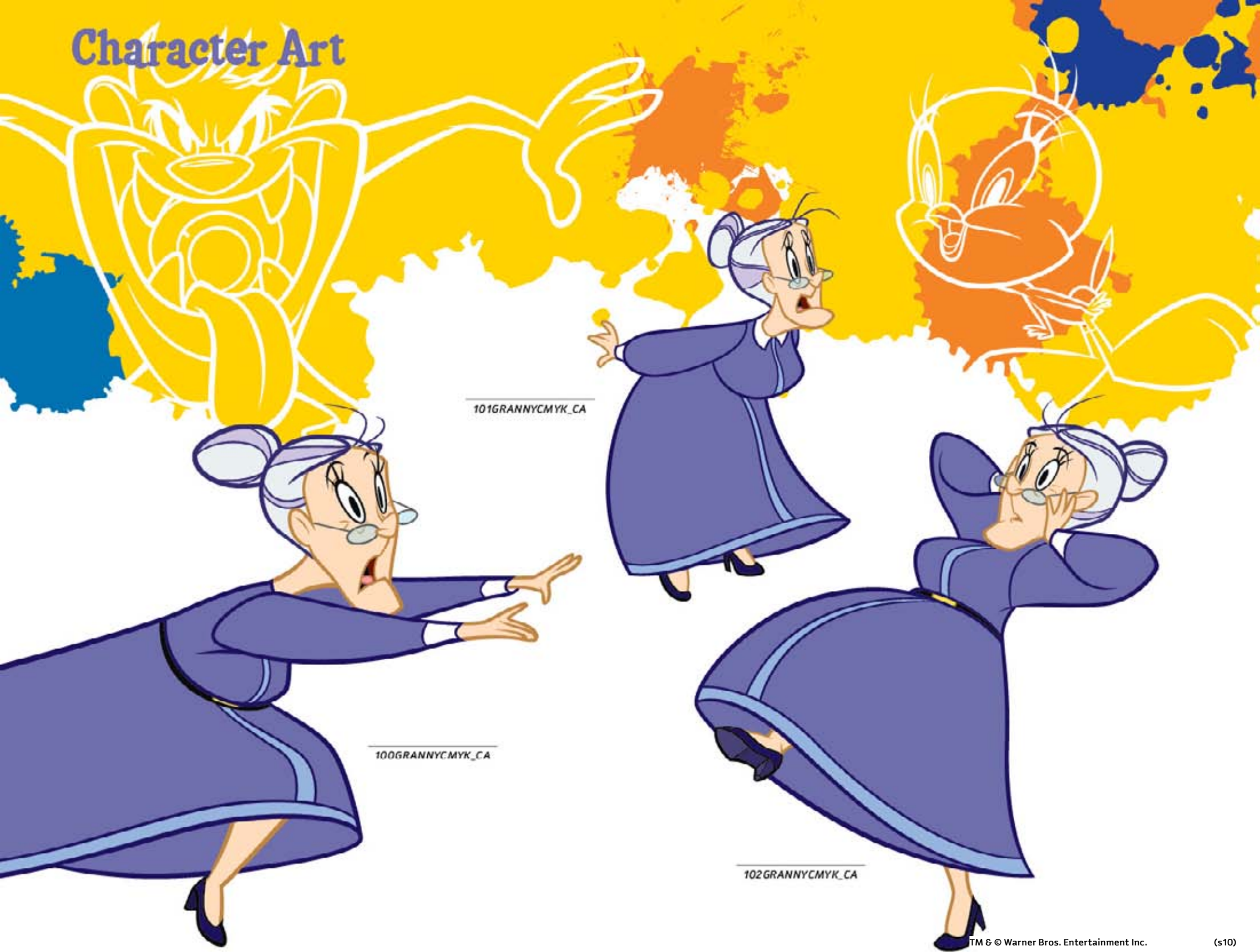


99GRANNYCMYK_CA



98GRANNYCMYK_CA

Character Art



Granny



103GRANNYCMYK_CA



105GRANNYCMYK_CA



104GRANNYCMYK_CA



106GRANNYCMYK_CA

Character Art



Lola Bunny

*There are three colored versions of all the files for color accuracy. For example:

For CMYK printing use:
107LOLACMYK_CA

For spot printing use:
107LOLASPOT_CA

For a simplified spot printing use:
107LOLASIMP_CA

To achieve these colors, the files are provided in 4-color process, spot color and simplified spot color palettes.



Character Art



111LOLACMYK_CA



112LOLACMYK_CA



113LOLACMYK_CA



114LOLACMYK_CA

Lola Bunny



116LOLACMYK_CA



115LOLACMYK_CA



117LOLACMYK_CA



118LOLACMYK_CA

Character Art



*There are three colored versions of all the files for color accuracy. For example:

For CMYK printing use:
119MARISOLCMYK_CA

For spot printing use:
119MARISOLSPOT_CA

For a simplified spot printing use:
119MARISOLSIMP_CA

Marisol Mallard

To achieve these colors, the files are provided in 4-color process, spot color and simplified spot color palettes.



Character Art



123MARISOLCMYK_CA



124MARISOLCMYK_CA



125MARISOLCMYK_CA

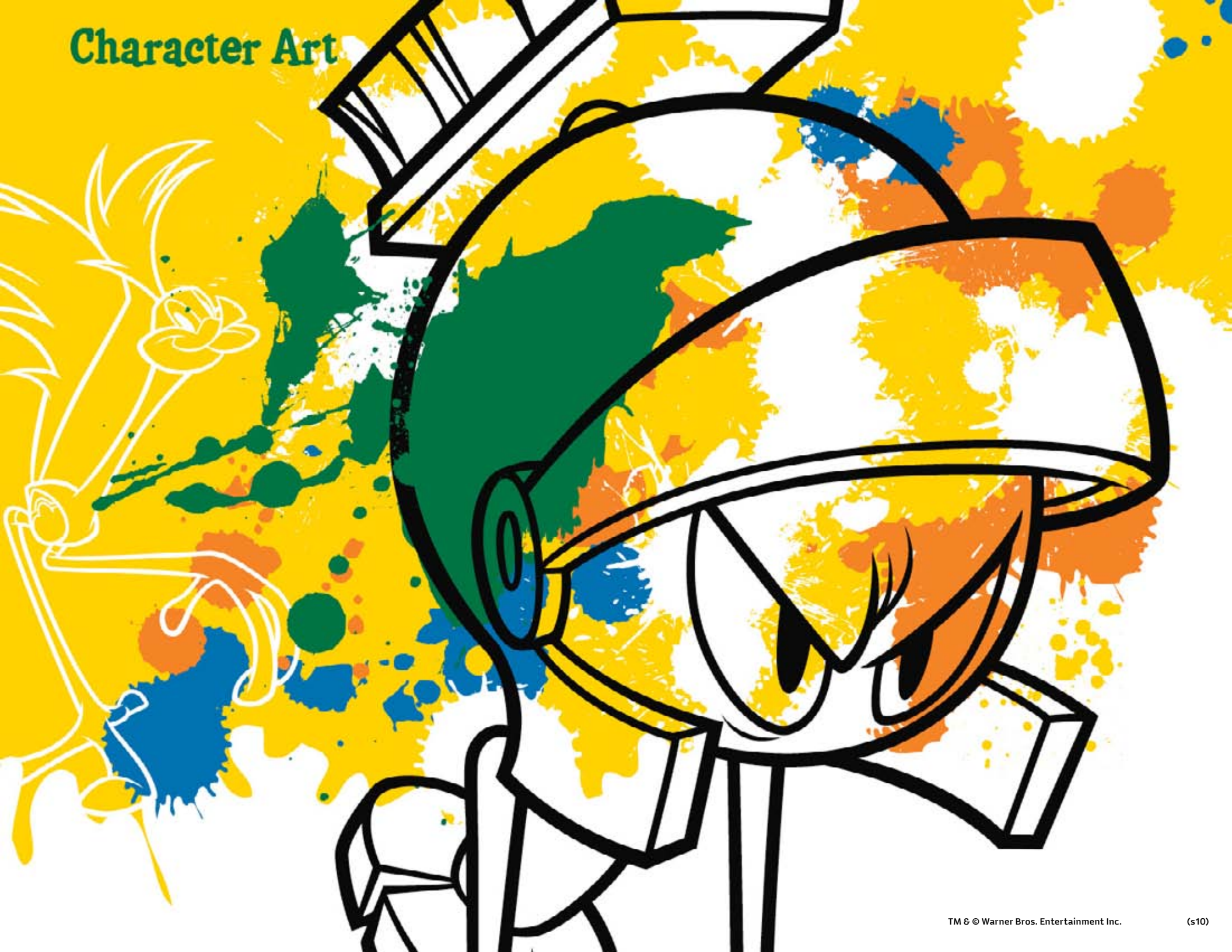


126MARISOLCMYK_CA

Marisol Mallard



Character Art



Marvin The Martian

*There are three colored versions of all the files for color accuracy. For example:

For CMYK printing use:
131MARVINCMYK_CA

For spot printing use:
131MARVINSPOT_CA

For a simplified spot printing use:
131MARVINSIMP_CA

To achieve these colors, the files are provided in 4-color process, spot color and simplified spot color palettes.

132MARVINCMYK_CA



133MARVINCMYK_CA



131MARVINCMYK_CA*



Character Art



134MARVINCMYK_CA



135MARVINCMYK_CA

Marvin The Martian

136MARVINMYK_CA



138MARVINMYK_CA



137MARVINMYK_CA



Character Art



*There are three colored versions of all the files for color accuracy. For example:

For CMYK printing use:
139PATTYCMYK_CA

For spot printing use:
139PATTYSPOT_CA

For a simplified spot printing use:
139PATTYSIMP_CA

Patty Pig

To achieve these colors, the files are provided in 4-color process, spot color and simplified spot color palettes.



139PATTYCMYK_CA*



141PATTYCMYK_CA

140PATTYCMYK_CA

Character Art



142PATTCMYK_CA



143PATTCMYK_CA



144PATTCMYK_CA



145PATTYCMYK_CA



146PATTYCMYK_CA



147PATTYCMYK_CA

Character Art



14BPATTYCMYK_CA



149PATTYCMYK_CA



150PATTYCMYK_CA

Patty Pig



151PATTYCMYK_CA



152PATTYCMYK_CA

Character Art



*There are three colored versions of all the files for color accuracy. For example:

For CMYK printing use:
153PEPECMYK_CA

For spot printing use:
153PEPESPT_CA

For a simplified spot printing use:
153PEPESIMP_CA



154PEPECMYK_CA

Pepé Le Pew

To achieve these colors, the files are provided in 4-color process, spot color and simplified spot color palettes.



155PEPECMYK_CA



153PEPECMYK_CA*

Character Art



156PEPECMYK_CA



157PEPECMYK_CA



159PEPECMYK_CA



158PEPECMYK_CA

Pepé Le Pew



160PEPECMYK_CA



162PEPECMYK_CA



161PEPECMYK_CA



163PEPECMYK_CA

Character Art



*There are three colored versions of all the files for color accuracy. For example:

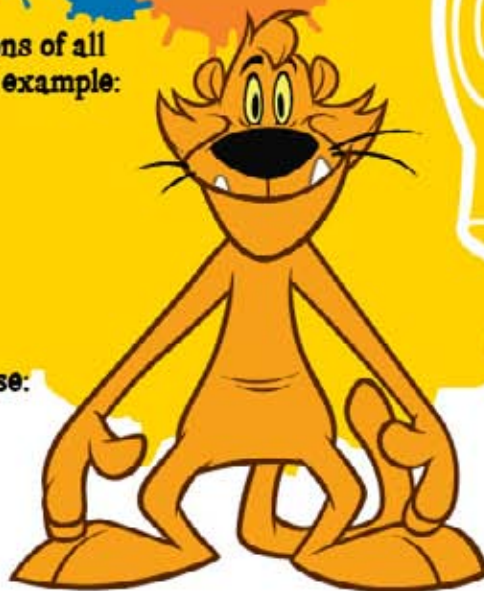
For CMYK printing use:
164PETECMYK_CA

For spot printing use:
164PETESPOT_CA

For a simplified spot printing use:
164PETESIMP_CA

Pete Puma

To achieve these colors, the files are provided in 4-color process, spot color and simplified spot color palettes.



165PETECMYK_CA



166PETECMYK_CA



167PETECMYK_CA



168PETECMYK_CA



169PETECMYK_CA

Character Art



"There are three colored versions of all the files for color accuracy. For example:

For CMYK printing use:
170PORKYCMYK_CA

For spot printing use:
170PORKYSPOT_CA

For a simplified spot printing use:
170PORKYSIMP_CA

Porky Pig

To achieve these colors, the files are provided in 4-color process, spot color and simplified spot color palettes.



170PORKYCMYK_CA*



171PORKYCMYK_CA



172PORKYCMYK_CA

Character Art



173PORKYCMYK_CA



175PORKYCMYK_CA



174PORKYCMYK_CA

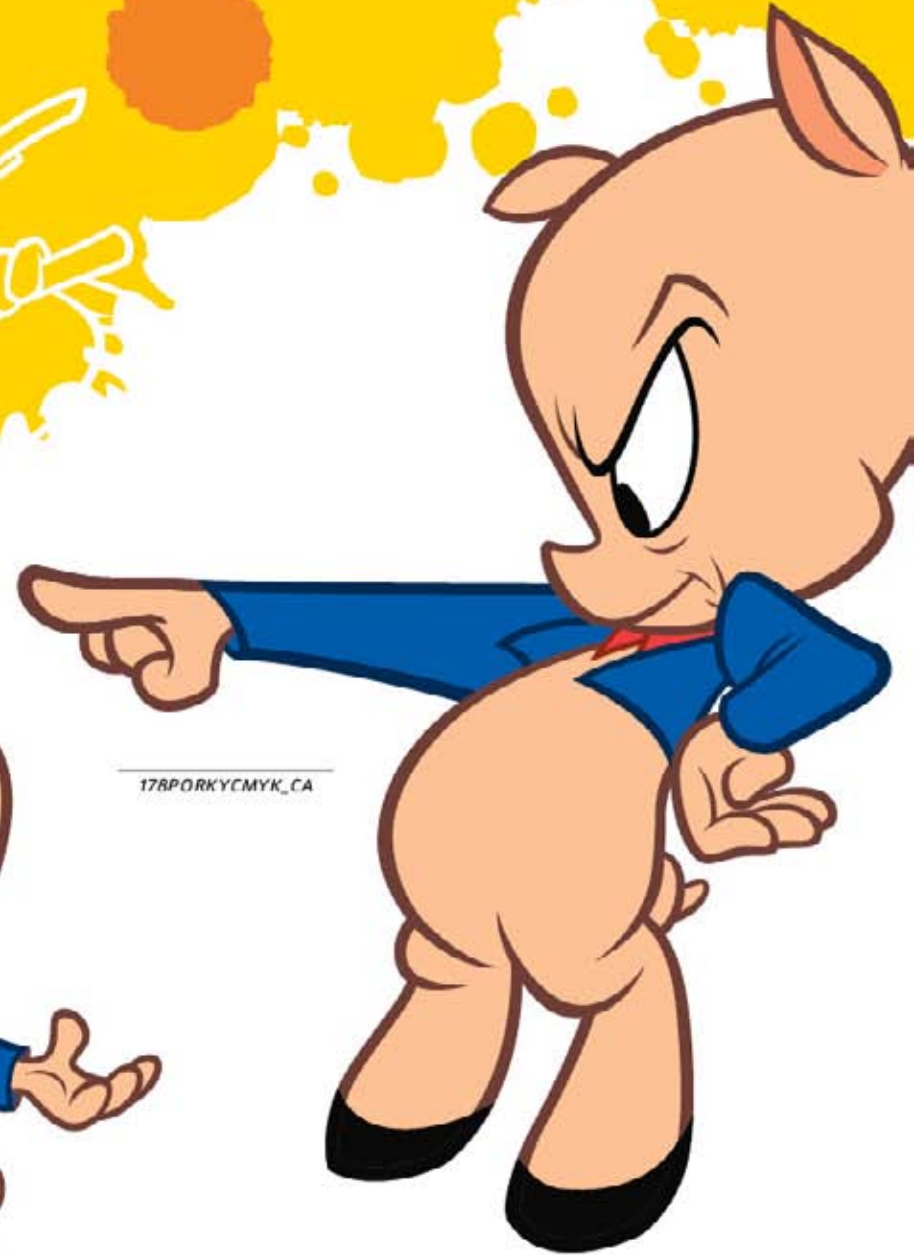
Porky Pig



176PORKYCMYK_CA



177PORKYCMYK_CA



178PORKYCMYK_CA

Character Art



179PORKYMYK_CA

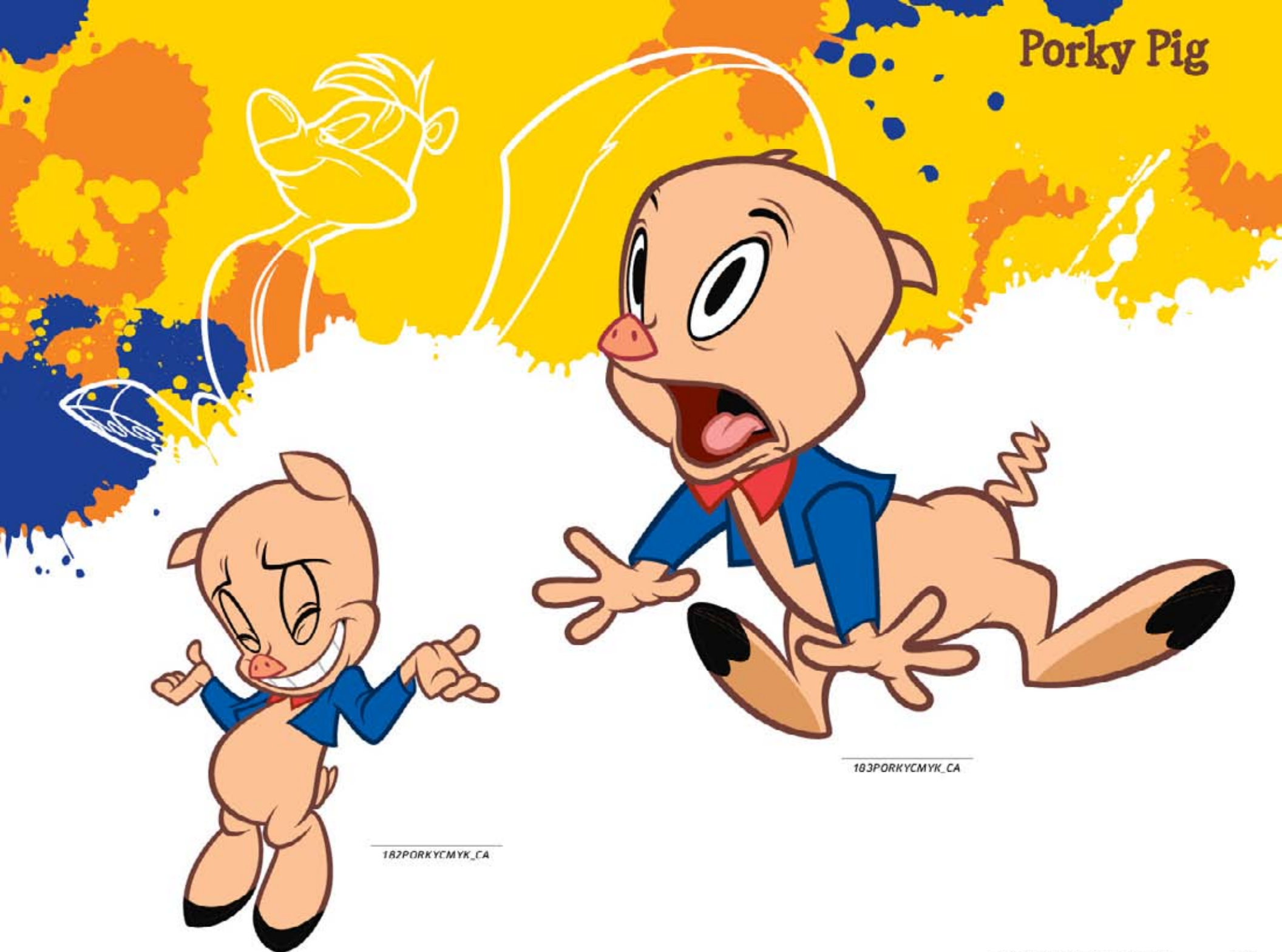


180PORKYMYK_CA

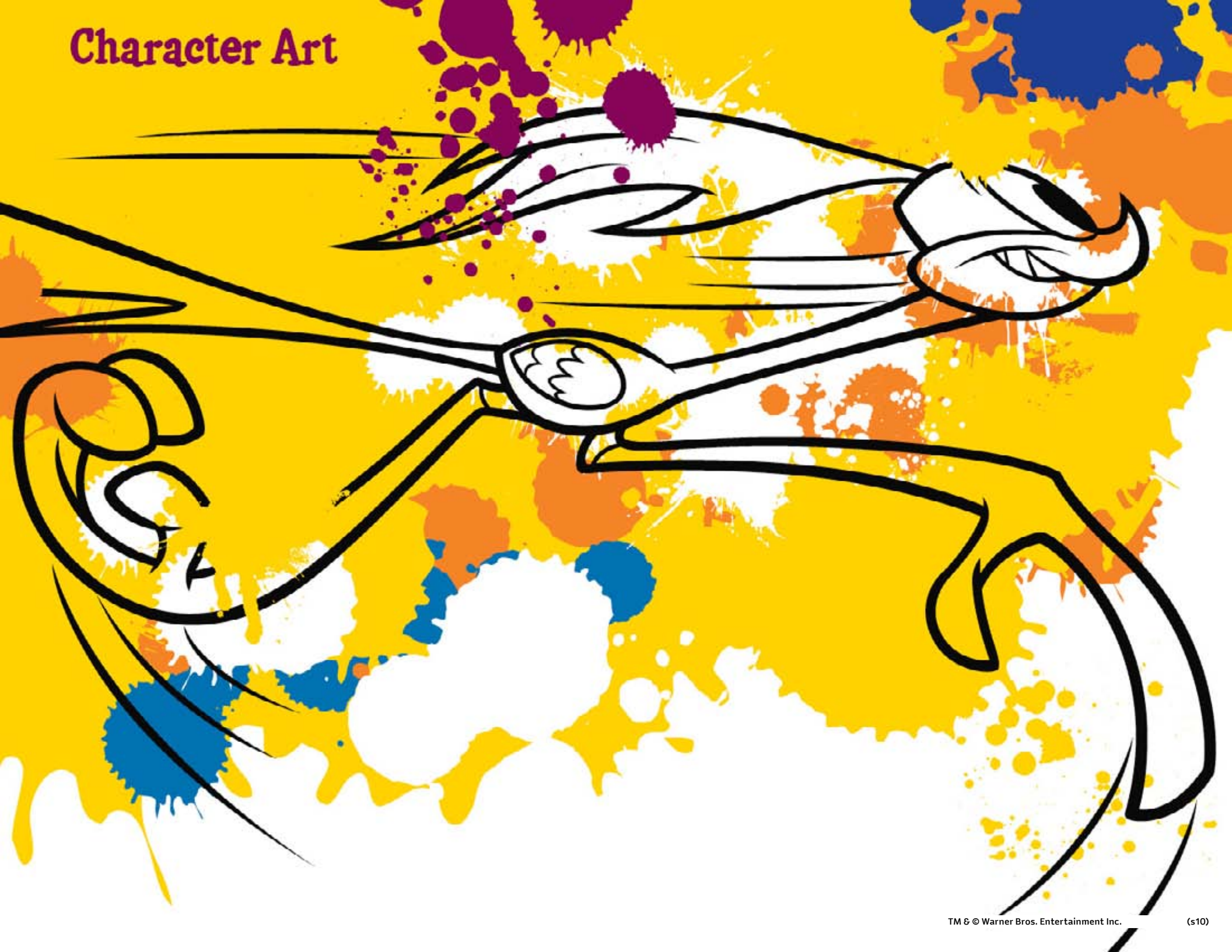


181PORKYMYK_CA

Porky Pig



Character Art



*There are three colored versions of all the files for color accuracy. For example:

For CMYK printing use:
184ROADRUNCMYK_CA

For spot printing use:
184ROADRUNSPOT_CA

For a simplified spot printing use:
184ROADRUNSIMP_CA

Road Runner

To achieve these colors, the files are provided in 4-color process, spot color and simplified spot color palettes.



184ROADRUNCMYK_CA*



185ROADRUNCMYK_CA

Character Art



186ROADRUNCMYK_CA



187ROADRUNCMYK_CA

Road Runner



188ROADRUNCMYK_CA



189ROADRUNCMYK_CA



190ROADRUNCMYK_CA

Character Art



191ROADRUNCMYK_CA



192ROADRUNCMYK_CA

Road Runner

