

FH × 21

ALL AGES

GLOBAL
PACKAGING
GUIDE

SPACE JAM: A NEW LEGACY and all related characters and elements © & ™ Warner Bros. Entertainment Inc. (s20)



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PDF name on STAR Labs: 00GUIDESL202140102_GSPK_SPJ2.PDF

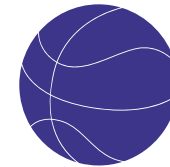
Logo, Color Palette & Fonts



01LOGOSL202140102_LOTM_SPJ2.PSD



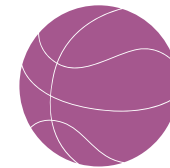
PANTONE® 275 C



PANTONE 2104 C



PANTONE 310 C



PANTONE 7655 C



PANTONE 2330 C



White

In lieu of the SPACE JAM: A NEW LEGACY colors, you may use the PANTONE colors, the standards for which are as shown in the current edition of the PANTONE Color Formula Guide. The colors shown on this page 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.

Product Name, Description & Copy

FF Aircraft - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Available at www.fonts.com

Call Out

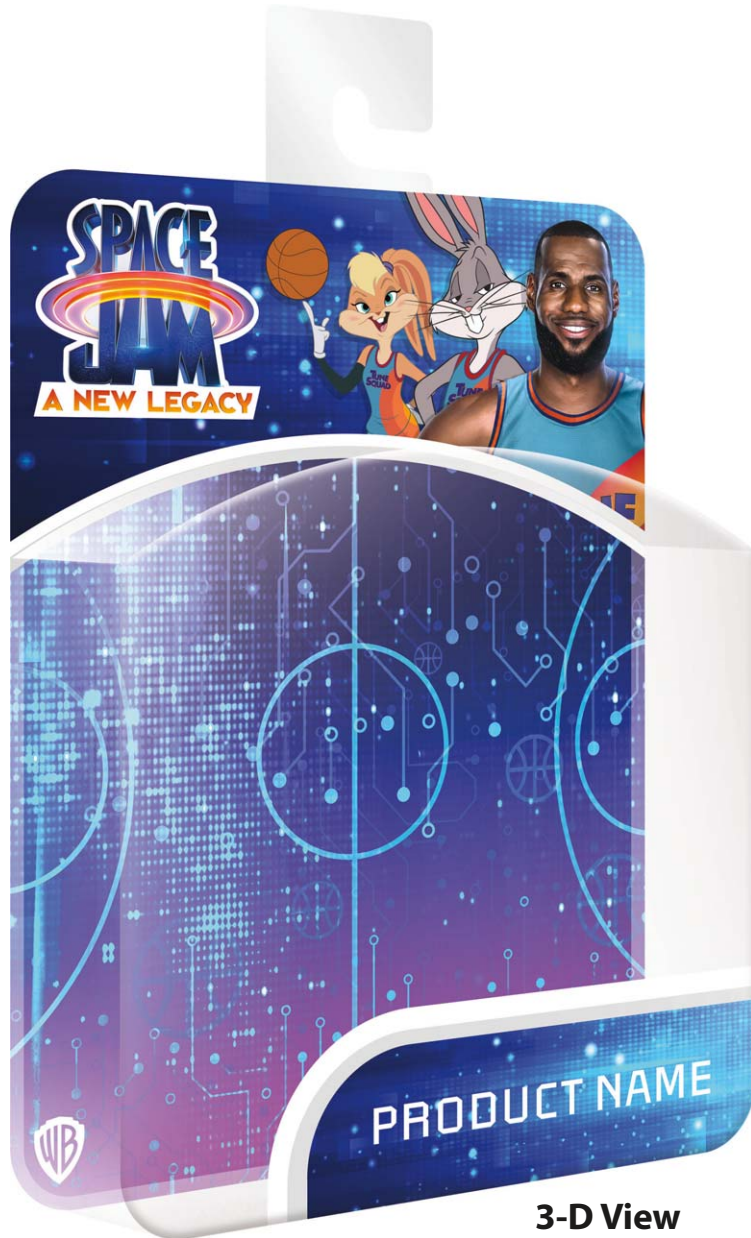
Avenir Next Condensed - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Available at www.fonts.com

Note: Fonts will not be provided through WBCP.

Blister Card

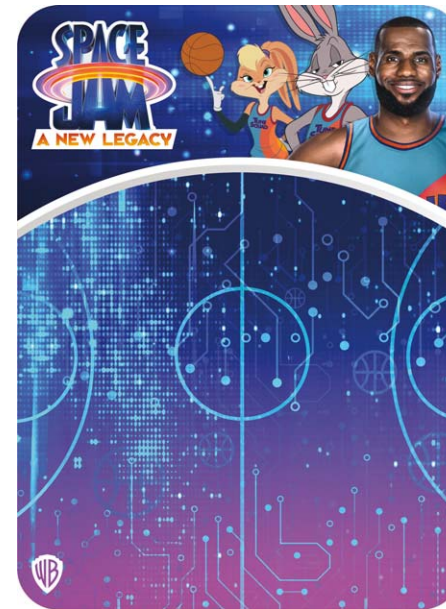


3-D View



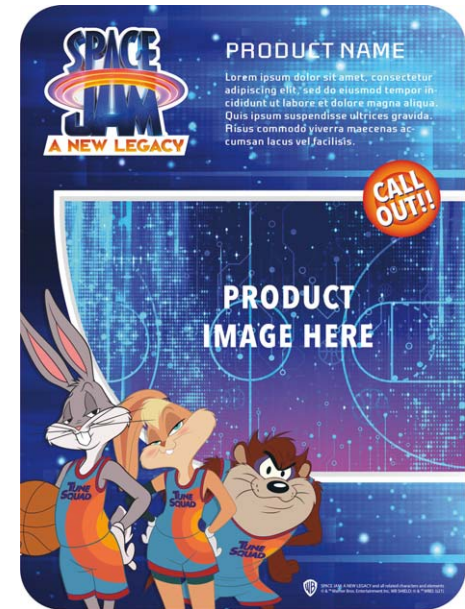
Trade Dress

02BLISTERSL202140102_PKBC_SPJ2.PSD



Front

03BLISTERSL202140102_PKBC_SPJ2.PSD



Back

04BLISTERSL202140102_PKBC_SPJ2.PSD

Window Box



3-D View



Front, Sides & Back

05WINDOWBOXSL202140102_PKBX_SPJ2.PSD



Insert

06WINDOWBOXSL202140102_PKBX_SPJ2.PSD

Closed Box



3-D View



Front, Sides & Back

07CLOSEDBOXSL202140102_PKBX_SPJ2.PSD

Tray Box



3-D View



Front

08TRAYBOXSL202140102_PKBX_SPJ2.PSD



Back

09TRAYBOXSL202140102_PKBX_SPJ2.PSD



Trade Dress

10TRAYBOXSL202140102_PKBX_SPJ2.PSD

Belly Band



3-D View



11BELLYBANDSL202140102_PKEX_SPJ2.PSD

Header Card



Front

12HEADERSL202140102_PKHC_SPJ2.PSD



Back

13HEADERSL202140102_PKHC_SPJ2.PSD



Front - Option 1

14HANGTAGSL202140102_PKHT_SPJ2.PSD



Front - Option 2

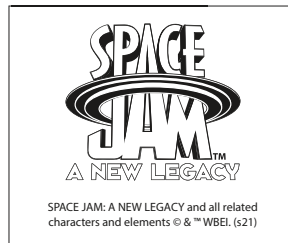
15HANGTAGSL202140102_PKHT_SPJ2.PSD



Back

16HANGTAGSL202140102_PKHT_SPJ2.PSD

WBCP supports efforts by its licensees to make licensed products sustainable. Accordingly, WBCP may approve the use of neck labels in place of hangtags where the legal requirements communicated by WBCP are included on the product itself.



Print-In Label

17LABELSL202140102_PKSO_SPJ2.AI



Sewn-In Labels

18LABELSL202140102_PKSL_SPJ2.AI

Character Art



19LEBRONSL202140102_PKEX_SPJ2.PSD



20BUGSSL202140102_PKEX_SPJ2.PSD



22LOLASL202140102_PKEX_SPJ2.PSD



24TAZSL202140102_PKEX_SPJ2.PSD



21BUGSSL202140102_PKEX_SPJ2.PSD



23LOLASL202140102_PKEX_SPJ2.PSD



25SYLVESTERTWEETYSL202140102_PKEX_SPJ2.PSD



Glitch - Background

26GLITCHBACKGROUNDSL202140102_PKEX_SPJ2.PSD



Tech - Background

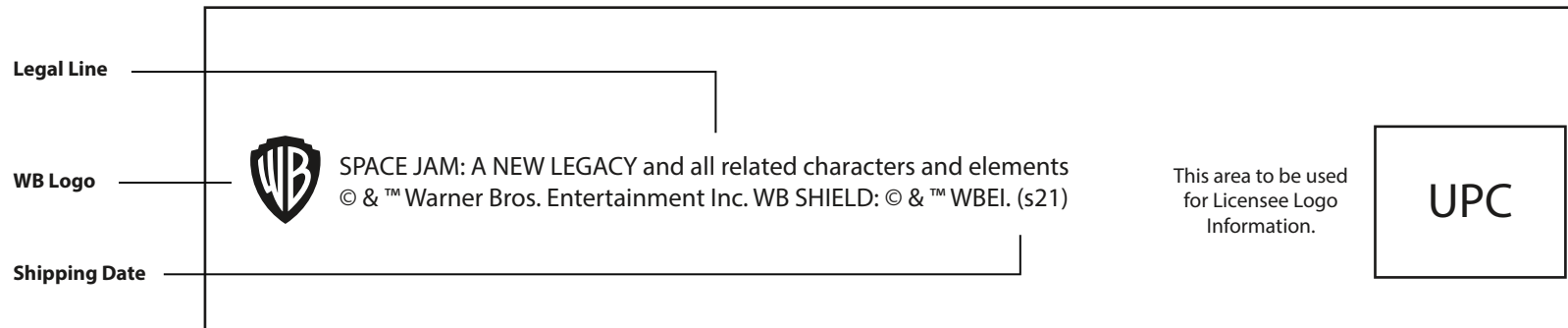
27TECHBACKGROUNDSL202140102_PKEX_SPJ2.PSD



Call-out

28CALLOUTSL202140102_PKEX_SPJ2.AI

All Packaging: Example Legal Area



Approved Legal Copy For Neck Prints & Sewn-In Labels

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Brand Assurance Guidelines

Strong brand affinity, on-trend designs and quality product equals long-term success. As brand stewards of the Warner Bros. property vaults we ensure that Warner Bros. Consumer Products (WBCP) properties continue to attract consumer interest and sell-through by working with our licensees to produce best-in-class products.

To do this all uses of **SPACE JAM: A NEW LEGACY™** character likenesses, names and graphics, etc., must be approved prior to the production and sale of any product designed by our licensees. This includes all packaging, advertising, in-store promotions, catalogs, brochures, web sites, etc. using SPACE JAM: A NEW LEGACY. Licensees must receive written approval from Brand Assurance prior to production and distribution.

Approval Procedures:

All submissions are to be uploaded via our on-line submission program, STAR Labs at <http://starlabs.warnerbros.com>. STAR Labs is a web based tool designed to help expedite the submission process for our contracted licensees. The website has a series of custom options that make it convenient for you to upload and track your submission through the approval process. As soon as you log in STAR Labs recognizes you and presents you with a list of contracts you can submit against. Your submission is immediately received and automatically begins its way thru the approval process.

Reviewing submissions for certain properties and product categories may require additional approval time. This could involve design revisions, third-party approvals, detailed sculpt reviews, etc. Your Brand Assurance (BA) representative can advise you of the more involved approval processes. Here is the basic flow.

1. Line Review and concept submissions: Depending on your contract you will be asked to submit either a line review or individual concept submissions. This can be rough or final artwork. If you do submit rough art, you will be required to submit final artwork before proceeding beyond the concept stage. Once concept is approved your next step is:
2. In-Development: Any submissions after concept and before final samples are considered "In Development". For these stages photographs* should be uploaded to STAR Labs and, depending on the category and/or product type, physical samples** should also be submitted. In Development reviews are to ensure that we have the best product out there.
3. Final Samples: Upload photographs* and send in the appropriate number of final contractual samples** from the first production run.

*Photo standards must follow our digital image guidelines.

**Send all physical pre-production and final sample submissions directly to your local Brand Assurance office with a copy of the latest Product Approval and Resubmission (PAR) Form.

Official WBCP Comments:

Each time you submit, comments will be e-mailed to you on a PAR form. This form provides you with key information as to the next steps for your submission (i.e. proceed or revise). Print the PAR form and include it with all physical samples being sent to us for review.

To maintain brand affinity and best-in-class product, submission approvals in certain categories are only honored for two years and WBCP reserves the right to revisit your product design during future production runs and to make adjustments to meet market trends and/or legal requirements.

Legal:

Trademark and Copyright Notices

Warner Bros. Studios considers the protection of our characters 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:

- The likenesses, names, sayings, drawings, and renditions of all characters serve as trademarks and are protected under copyright; their use must be approved.
- All character names are trademarks and should not be covered or distorted on the product.
- A trademark and copyright notice must be included on all finished products, packaging, or advertising and promotional materials.
- When a character appears multiple times on products, packaging, or advertising, one copyright notice is sufficient.

WBCP BA must be notified in advance about notices used. Submit the appropriate rendition of all trademark and copyright notices as part of your concept approval. Licensees may not assume approval is given unless specifically notified by WBCP BA in writing.

Trademark and copyright notices should read:*

SPACE JAM: A NEW LEGACY and all related characters and elements © & ™ Warner Bros. Entertainment Inc. (sXX)

Please note that the legal notice always ends with a period. There is no period after (sXX) and the "s" is lower case. (sXX) reflects the year that the product is being shipped to retail. For example, (s20) indicates the product is shipping to retail in 2020. Our legal notices may vary depending on the inclusion of other marks on the product or packaging. BA will supply you with the correct legal notice(s) on the PAR form that is returned to you.

While WBCP BA gives each project our immediate and full attention, approvals take time. Please allow 10 business days for each of the approval stages in your schedule. Avoid short turnarounds. Submit as directed above. Failure to submit accurately may result in a resubmit or delay of your submission. If you have any questions regarding how to submit, please consult with Brand Assurance.

When the WB SHIELD (01SHIELD_PKLO) is used on packaging, the legal line appears as:



SPACE JAM: A NEW LEGACY and all related characters and elements © & ™ Warner Bros. Entertainment Inc. WB SHIELD: © & ™ WBEL. (s21)