

MERCHANDISE STYLE GUIDE

Disney
LA CAJA MÁGICA

Todo DISNEY. Un solo MUSICAL.

BRAND LOGO

FLAT LIGHT BACKGROUND

Disney
LA CAJA MÁGICA
Todo DISNEY. Un solo MUSICAL.

Disney
**LA
CAJA
MÁGICA**
Todo DISNEY. Un solo MUSICAL.



FLAT DARK BACKGROUND

Disney
LA CAJA MÁGICA
Todo DISNEY. Un solo MUSICAL.

Disney
**LA
CAJA
MÁGICA**
Todo DISNEY. Un solo MUSICAL.



COLOR GRADIENT

Disney
LA CAJA MÁGICA
Todo DISNEY. Un solo MUSICAL.

Disney
**LA
CAJA
MÁGICA**
Todo DISNEY. Un solo MUSICAL.



BRAND TYPEFACE

FRAUNCES REGULAR
 FRAUNCES LIGHT
 FRAUNCES BOLD

BRAND COLORS

Pantone®
4685C

RGB
240 220 205

HEX
#F0DCCD

CMYK
0 8 15 6

Pantone®
276C

RGB
22 20 40

HEX
#161428

CMYK
45 50 0 84

Pantone®
294C

RGB
0 55 117

HEX
#003775

CMYK
100 53 0 54

Pantone®
2727C

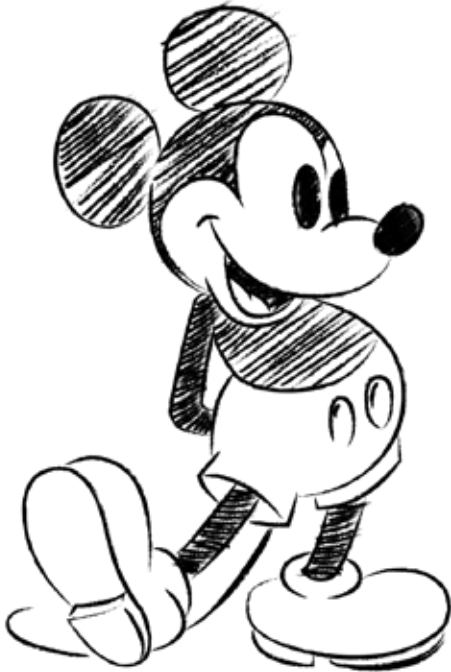
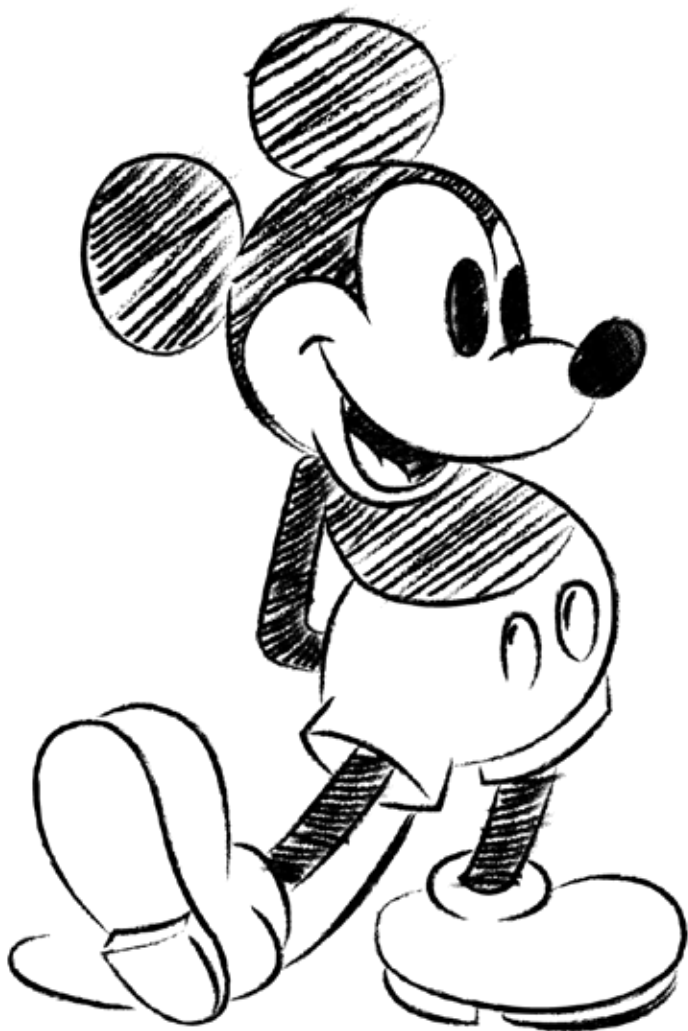
RGB
60 135 250

HEX
#3C87FA

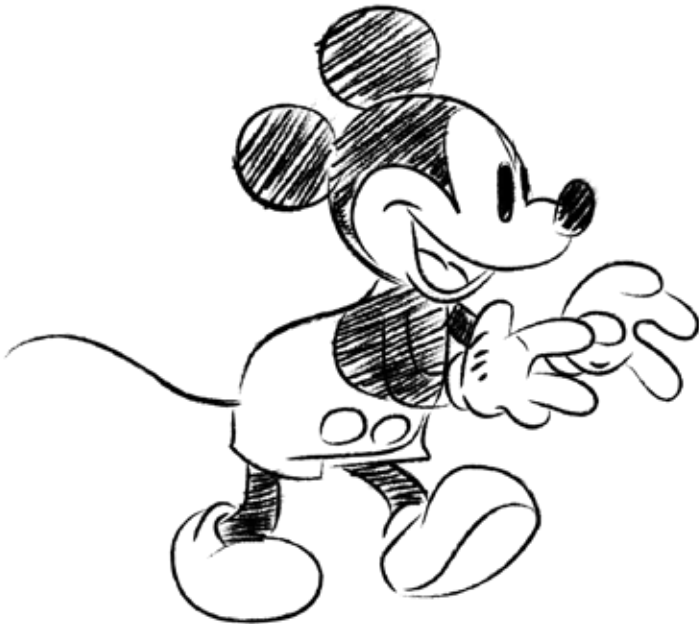
CMYK
45 50 0 84

NOTE: Due to variations in monitors and viewing environments, images in this Style Guide may not be color correct. Colors shown throughout this Style Guide are not intended to match the PANTONE® color standards. Please refer to the PANTONE® color call-outs for color reference. The standards for PANTONE colors can be found in the current edition of the PANTONE Color Formula Guide. Whichever printing process or materials you use, please match your colors to the PANTONE numbers for coated stock listed throughout this Portfolio. PANTONE is a registered trademark of Pantone, Inc.

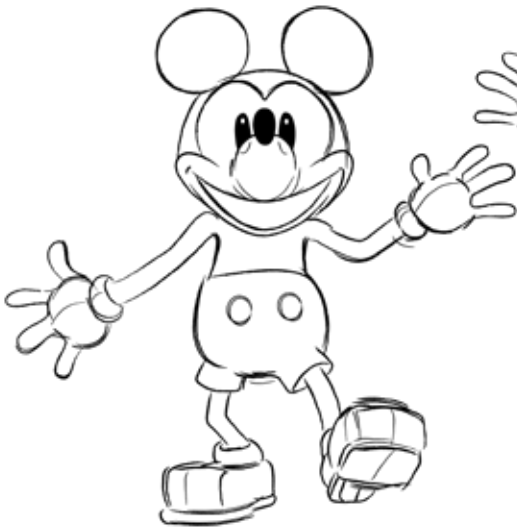
CHARACTER ART
MICKEY



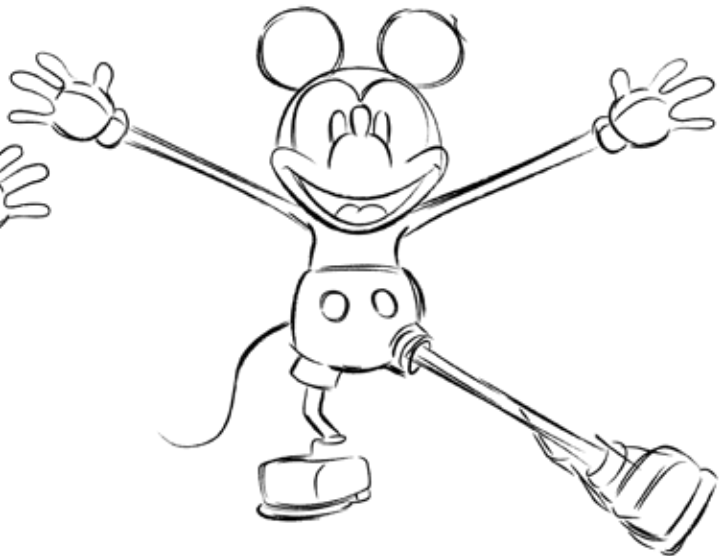
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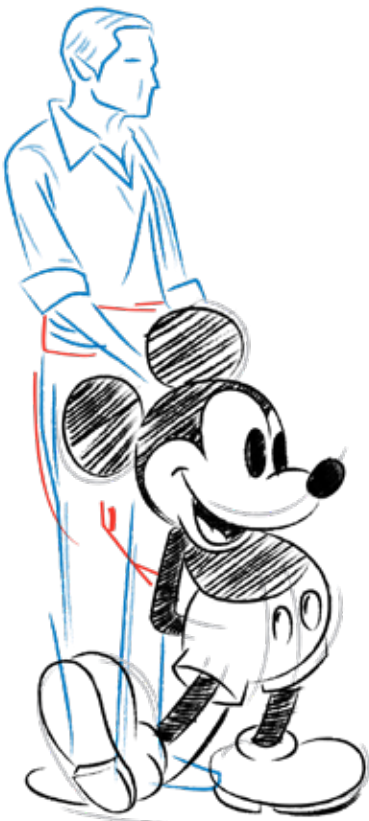
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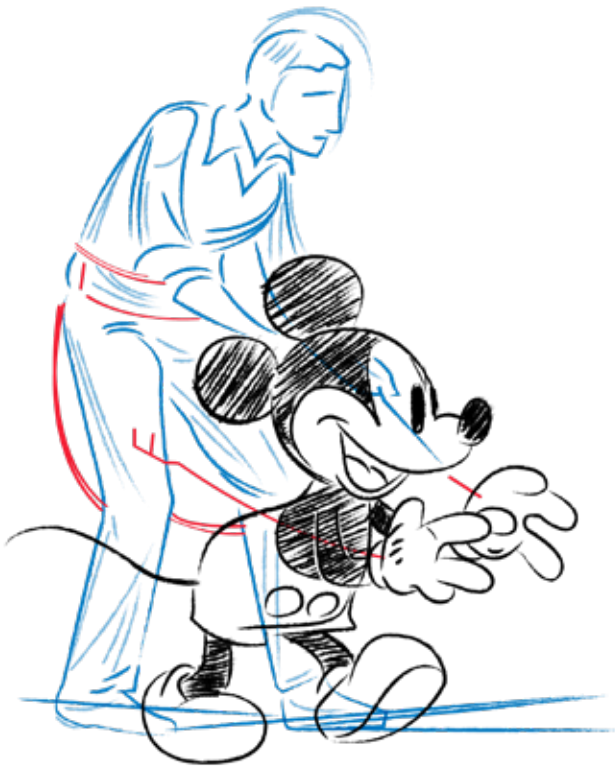
MB_CA_MICKEY_3



MB_CA_MICKEY_4



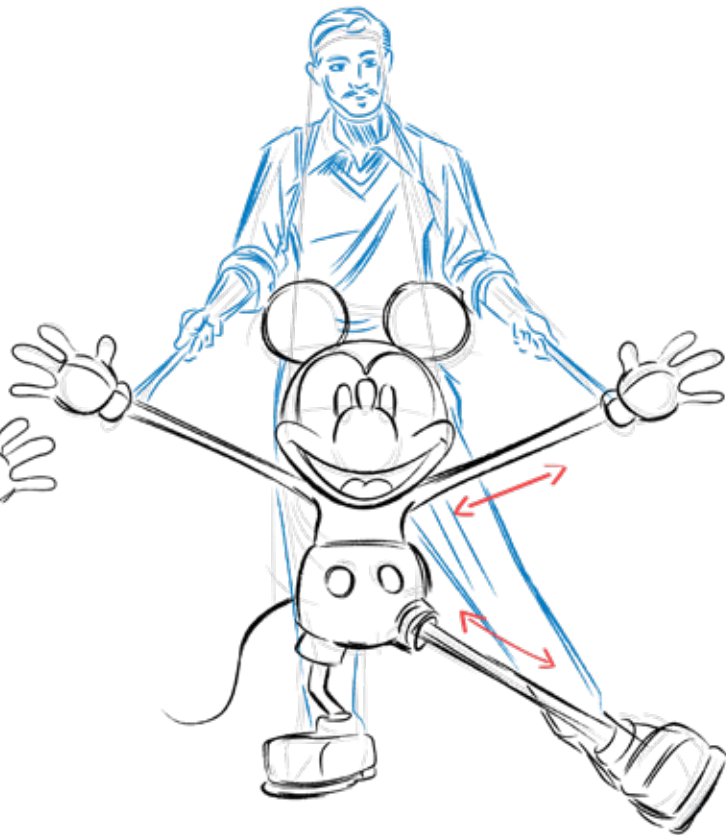
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MB_CA_MICKEY_PUPPET_2

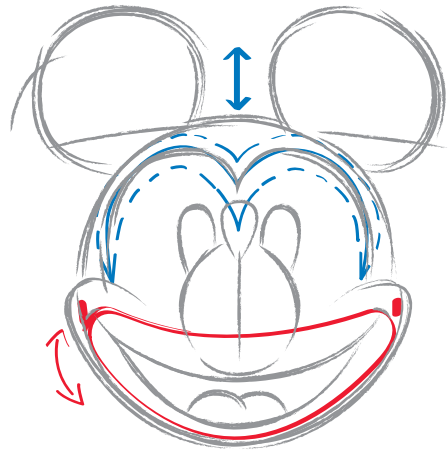
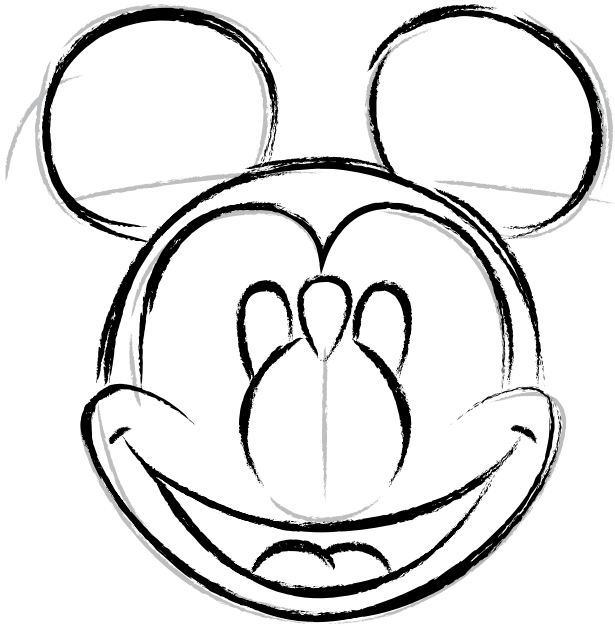


MB_CA_MICKEY_PUPPET_3



MB_CA_MICKEY_PUPPET_4

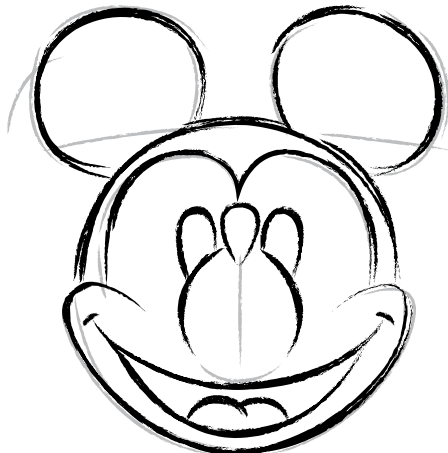
CHARACTER ART
MICKEY



MB_CA_MICKEY_HEAD_1



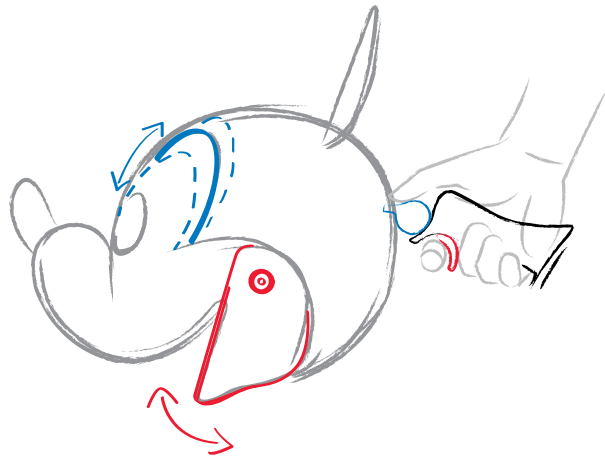
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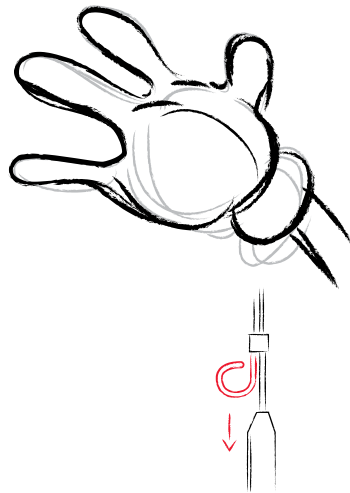
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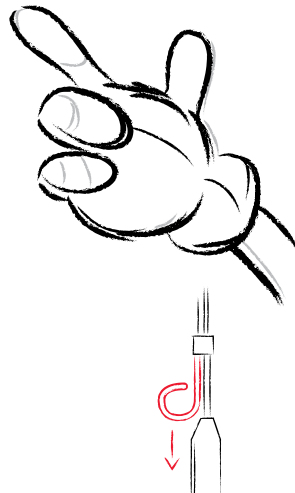
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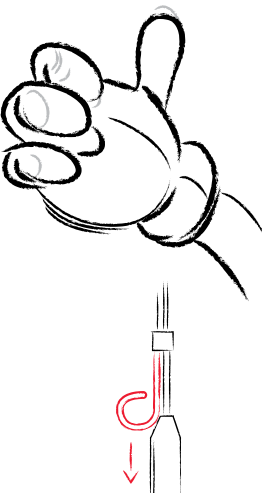
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MB_CA_MICKEY_HAND_1

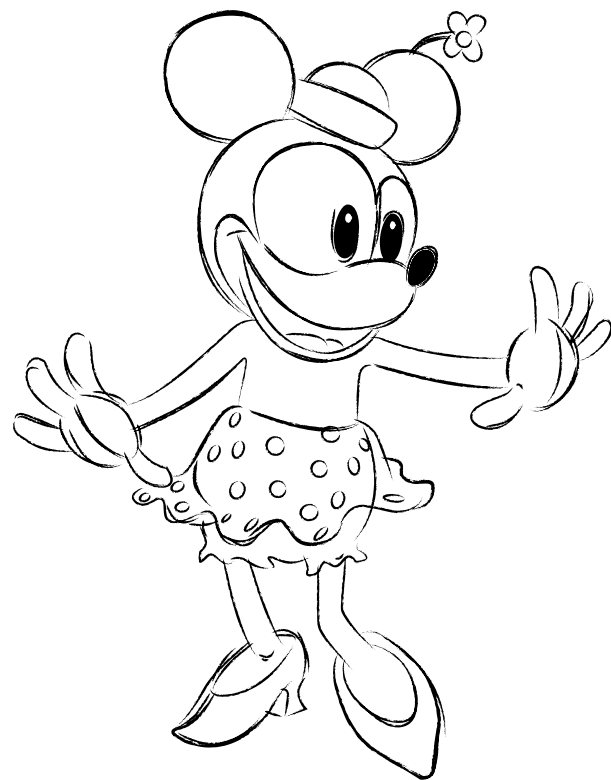


MB_CA_MICKEY_HAND_2

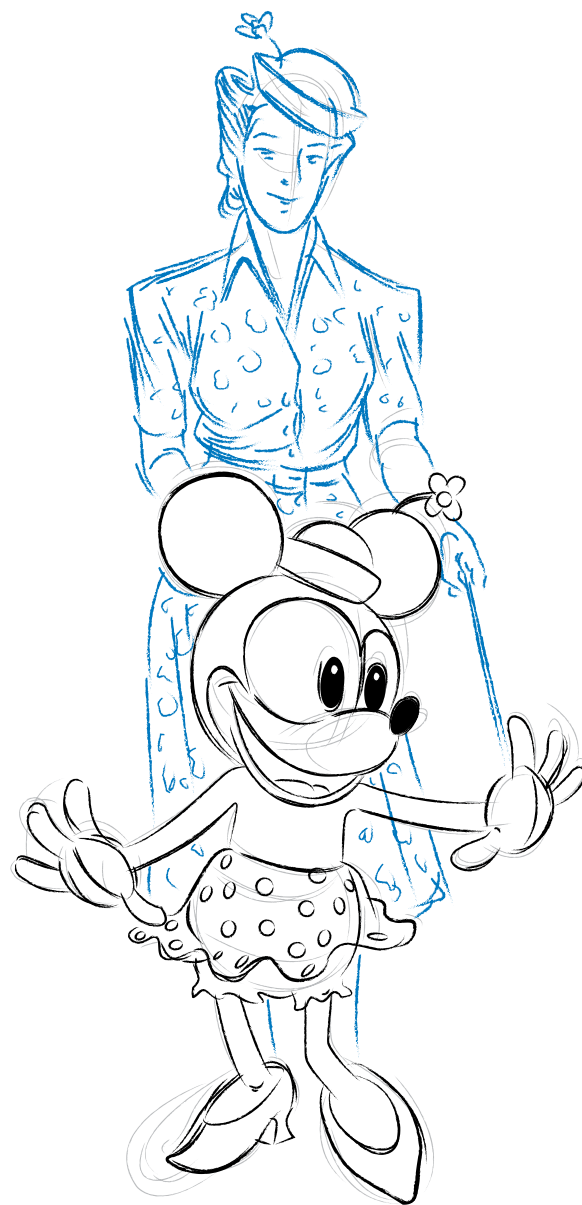


MB_CA_MICKEY_HAND_3

CHARACTER ART
MINNIE, DAISY



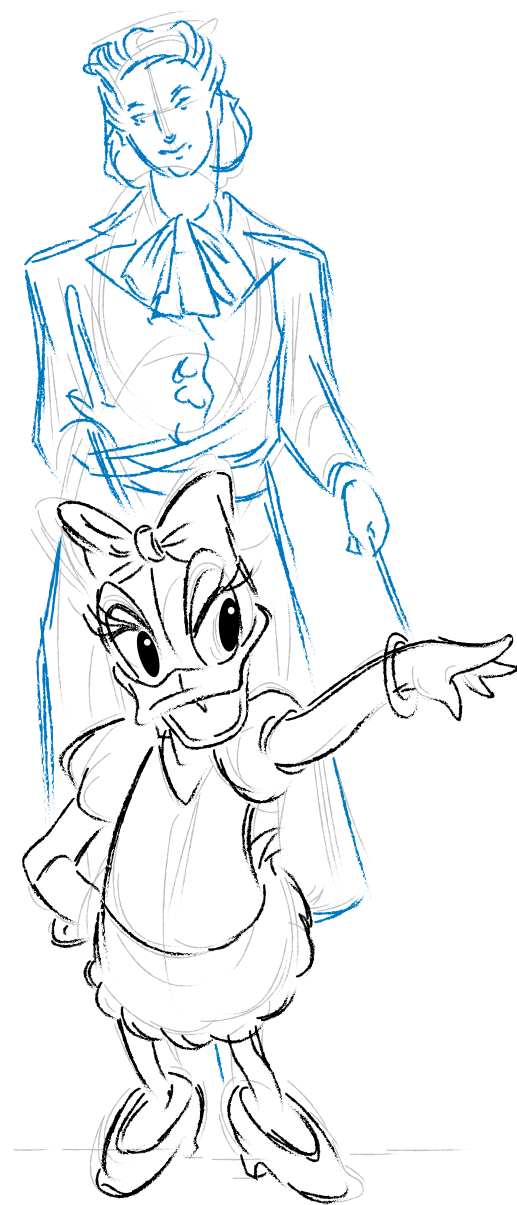
MB_CA_MINNIE_1



MB_CA_MINNIE_PUPPET_1

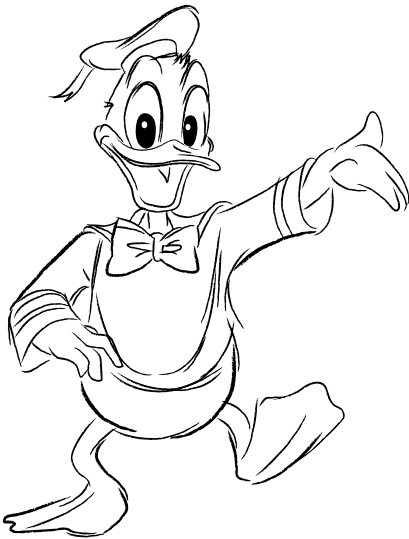
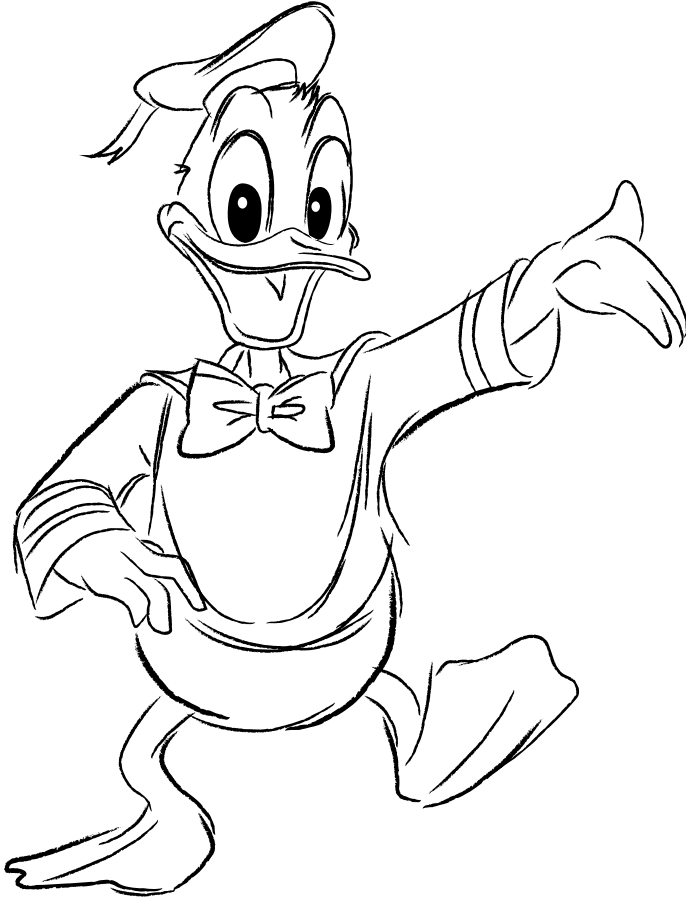


MB_CA_DAISSY_1



MB_CA_DAISSY_PUPPET_1

CHARACTER ART
DONALD



MB_CA_DONALD_1



MB_CA_DONALD_2



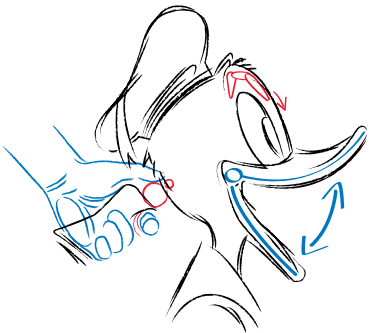
MB_CA_DONALD_3



MB_CA_DONALD_HEAD_1



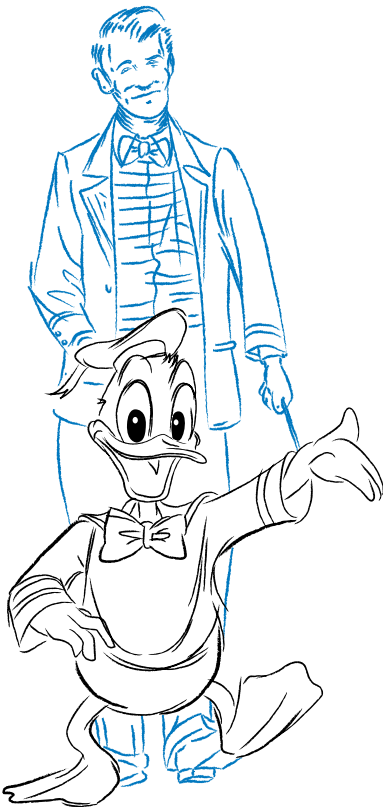
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MB_CA_DONALD_HEAD_3



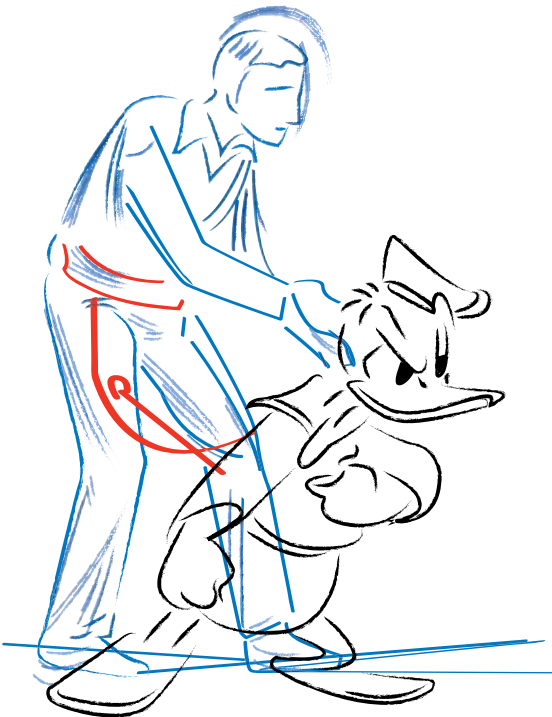
MB_CA_DONALD_HEAD_4



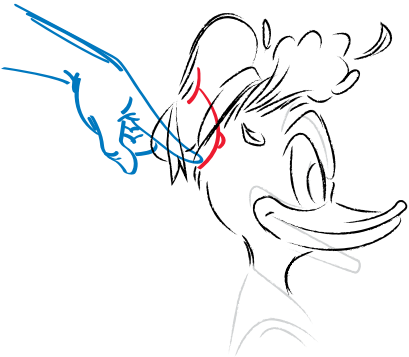
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MB_CA_DONALD_PUPPET_2



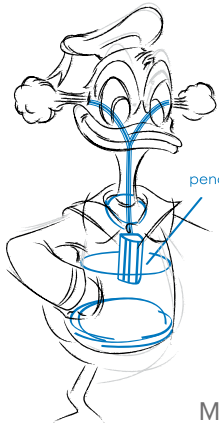
MB_CA_DONALD_PUPPET_3



MB_CA_DONALD_HEAD_5



MB_CA_DONALD_HEAD_6



MB_CA_DONALD_HEAD_7

CHARACTER ART
GOOFY



MB_CA_GOOFY_1



MB_CA_GOOFY_2



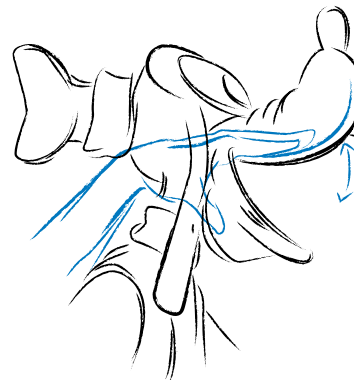
MB_CA_GOOFY_3



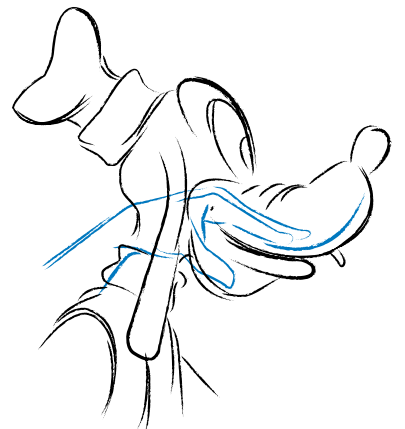
MB_CA_GOOFY_HEAD_1



MB_CA_GOOFY_HEAD_2



MB_CA_GOOFY_HEAD_3



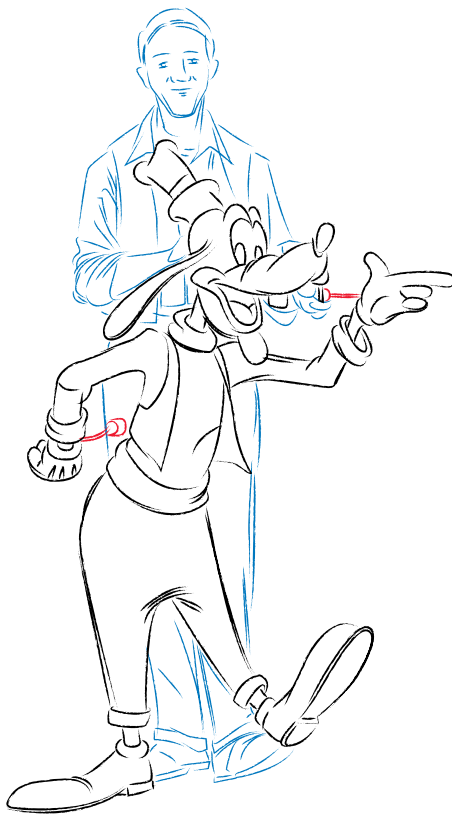
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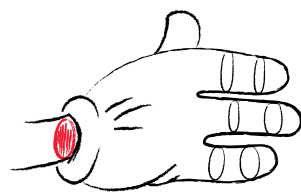
MB_CA_GOOFY_PUPPET_1



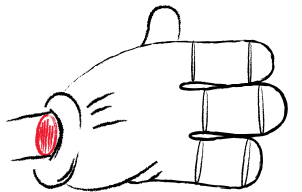
MB_CA_GOOFY_PUPPET_2



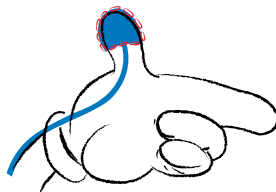
MB_CA_GOOFY_PUPPET_3



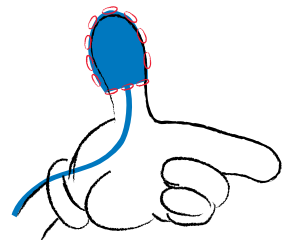
MB_CA_GOOFY_HAND_1



MB_CA_GOOFY_HAND_2



MB_CA_GOOFY_HAND_3



MB_CA_GOOFY_HAND_4

CHARACTER ART
PLUTO



MB_CA_PLUTO_PUPPET_1



MB_CA_PLUTO_PUPPET_2



MB_CA_PLUTO_PUPPET_3



MB_CA_PLUTO_1



MB_CA_PLUTO_2



MB_CA_PLUTO_PUPPET_4



MB_CA_PLUTO_PUPPET_5



MB_CA_PLUTO_PUPPET_6



MB_CA_PLUTO_3



MB_CA_PLUTO_4

SKETCH ART



PRIMARY COLORS



Pantone® **186C**
RGB **228 0 50**
HEX **#E40032**
CMYK **0 100 89 0**



Pantone® **123C**
RGB **255 200 54**
HEX **#FFC836**
CMYK **0 16 89 0**



Pantone® **285C**
RGB **0 114 216**
HEX **#0031A7**
CMYK **90 47 0 0**

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MB_SKETCH_COMP_MICKEY_1



MB_SKETCH_COMP_MINNIE_1



MB_SKETCH_COMP_DONALD_1



MB_SKETCH_COMP_GOOFY_1



MB_SKETCH_COMP_PLUTO_1



MB_SKETCH_COMP_DAISY_1

SKETCH ART

MONTAGE



MB_SKETCH_COMP_ICONS_1

SKETCH ART

MONTAGE WITH TITLE LOGO



MB_SKETCH_COMP_ICONS_LOGO_1

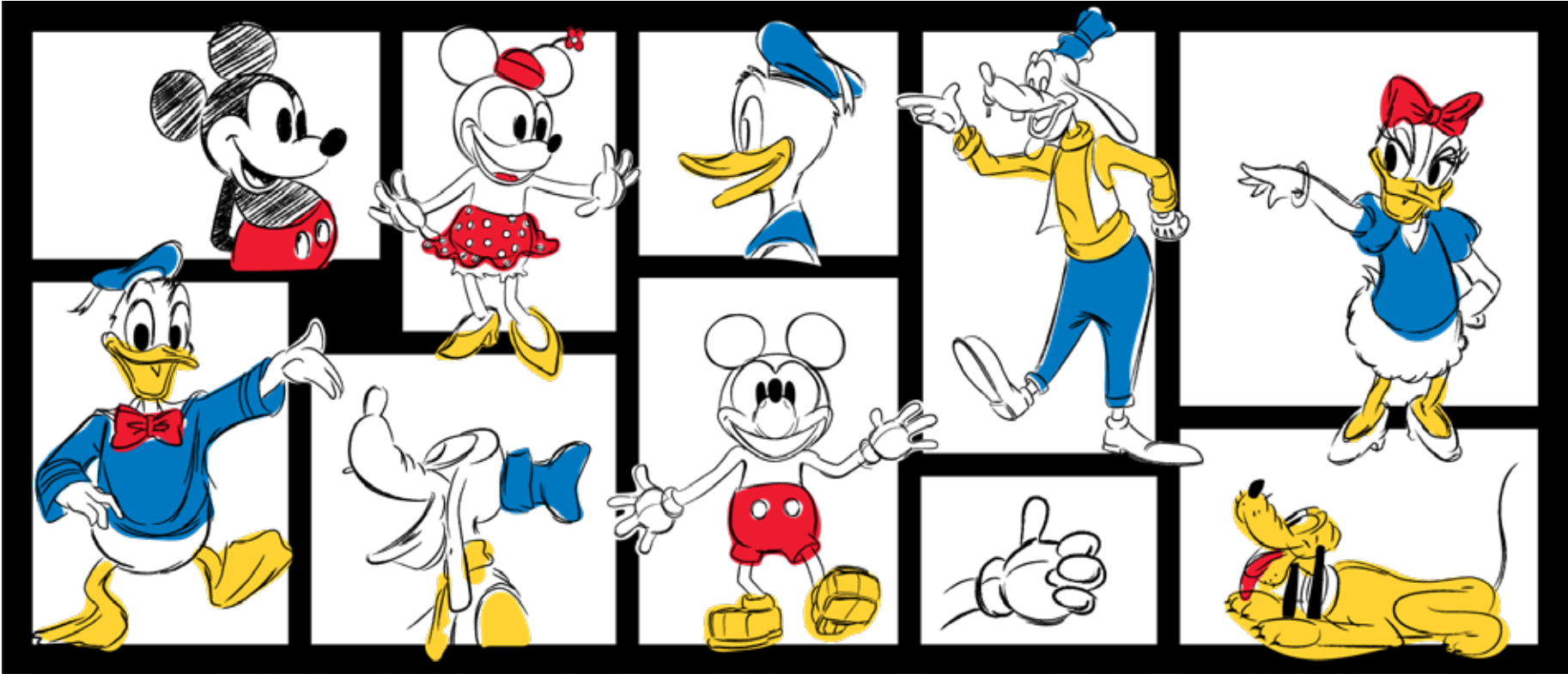


Disney

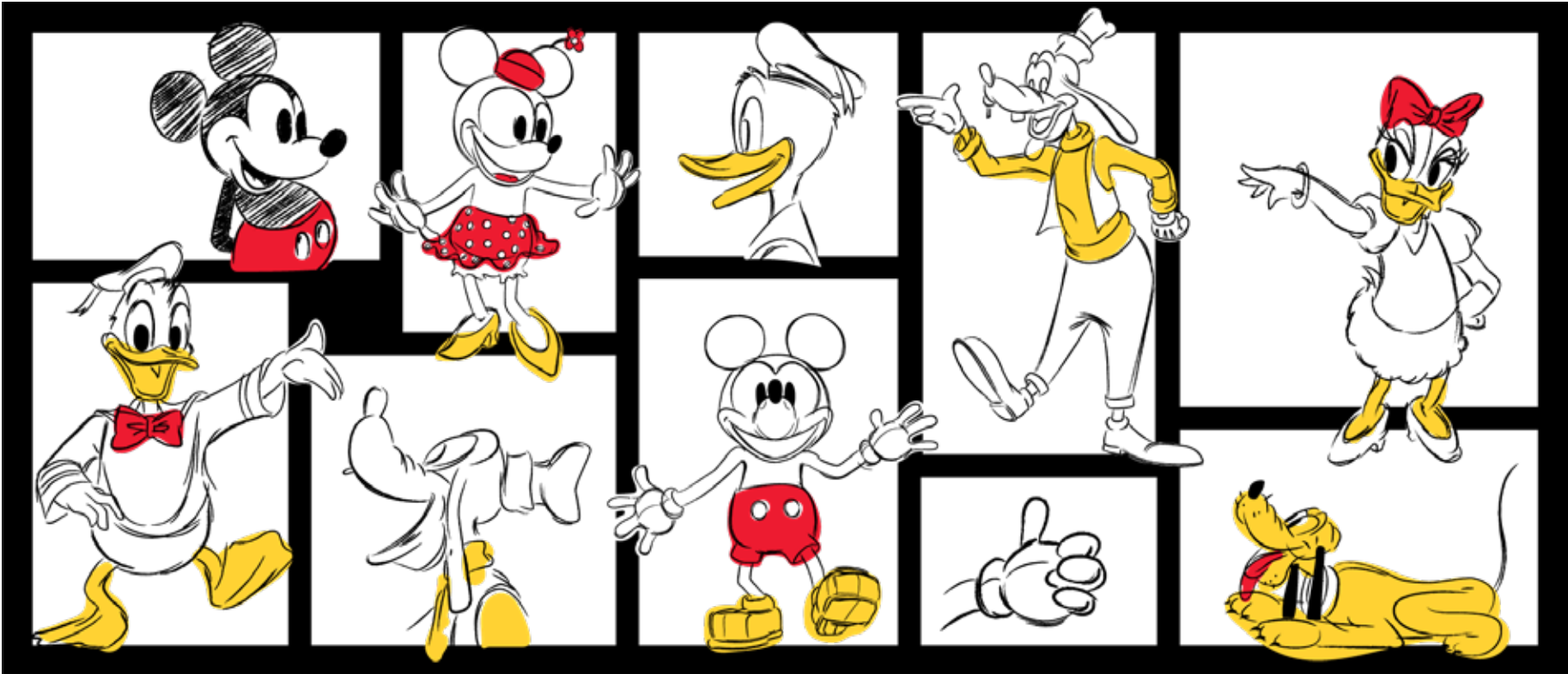
LA
CAJA
MÁGICA

Todo DISNEY. Un solo MUSICAL.

SKETCH ART
COMPOSITIONS

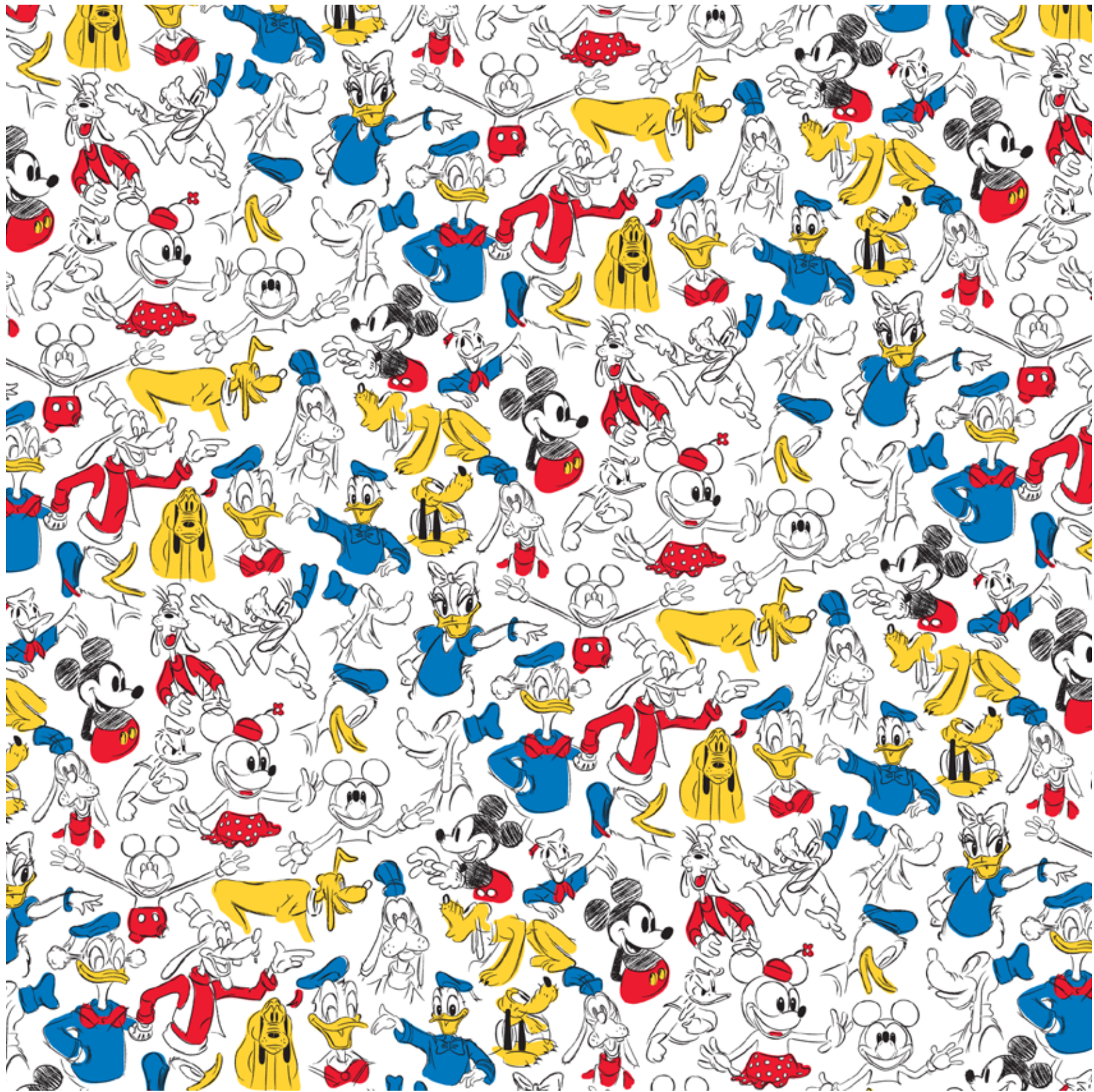


MB_SKETCH_COMP_BOXES_1_3COLOR



MB_SKETCH_COMP_BOXES_1_2COLOR

SKETCH ART
REPEAT PATTERNS



SKETCH ART
REPEAT PATTERNS

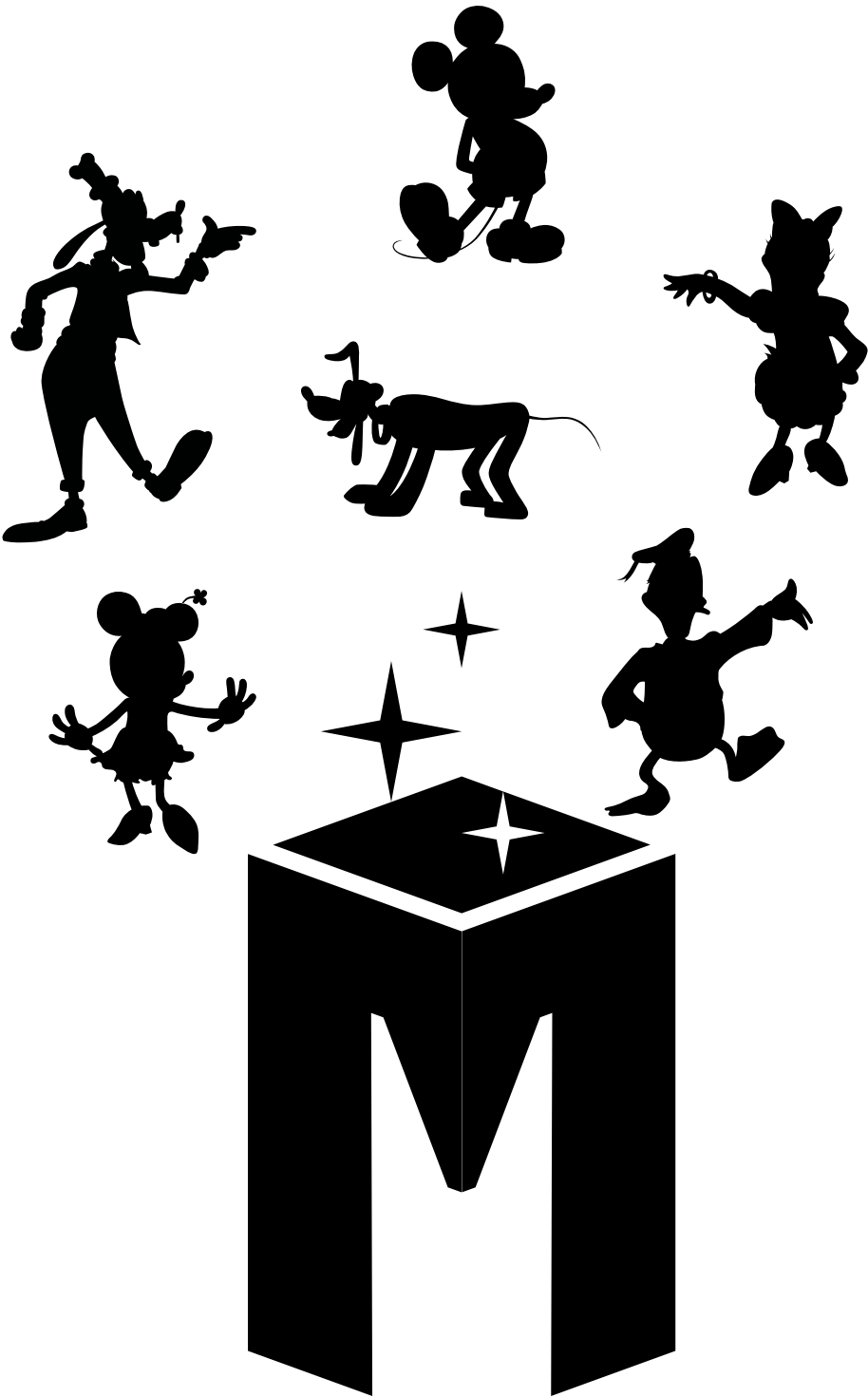


MB_SKETCH_REPEAT_2_3COLOR



MB_SKETCH_REPEAT_2_2COLOR

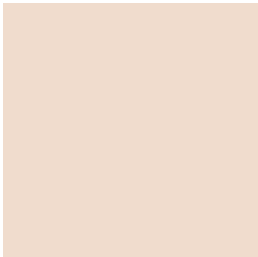
SILHOUETTE PROGRAM



PRIMARY COLORS



Pantone® **276C**
RGB **22 20 40**
HEX **#161428**
CMYK **45 50 0 84**



Pantone® **4685C**
RGB **240 220 205**
HEX **#F0DCCD**
CMYK **0 8 15 6**



Pantone® **294C**
RGB **0 55 117**
HEX **#003775**
CMYK **100 53 0 54**



BLACK

SILHOUETTE
PROGRAM



MB_SILO_COMPOSED_1



MB_SILO_COMPOSED_VERTICAL_1

SILHOUETTE



PRODUCTS

