

Psycho  Bunny

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Est. 2005 · NEW YORK

Style Guide 2014

CONTENTS

COLOR PALETTE.....3

FONTS.....4

LOGOS.....5-12

ANGLO-AMERICAN FLAG.....13

PACKAGING.....14-18

SEW-IN-LABELS.....19-20

DOs and DON'Ts.....21

LEGAL AND SUBMISSION GUIDELINES.....22-23





PMS 2767 C



PMS 224 C



PMS 201 C



PROCESS BLACK

Glypha (Roman): Use for Body Copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890?!,.":;#&



PB_001

(Non-Outline, for use on dark backgrounds)



PB_002



PB_003

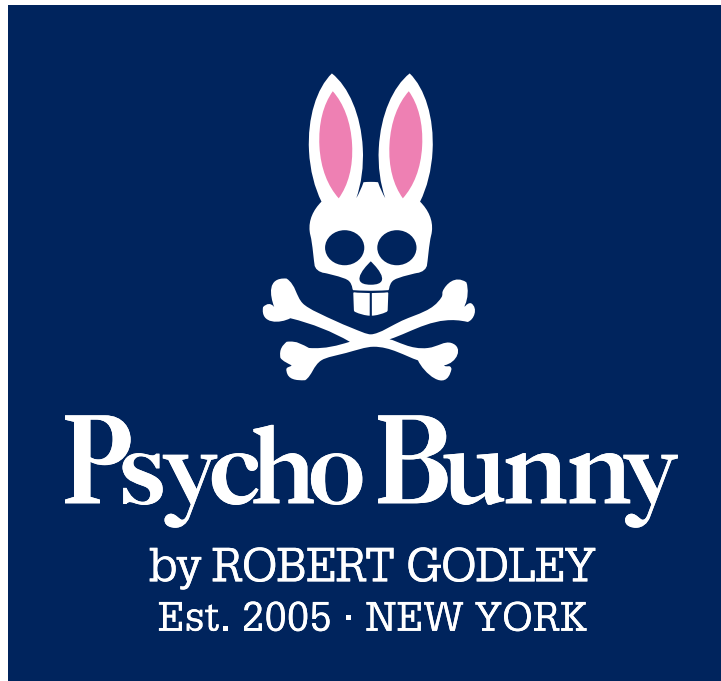


PB_004

(Non-Outline, for use on dark backgrounds)



PB_005



PB_006

(For use on dark backgrounds)



PB_007

(For use on light backgrounds)



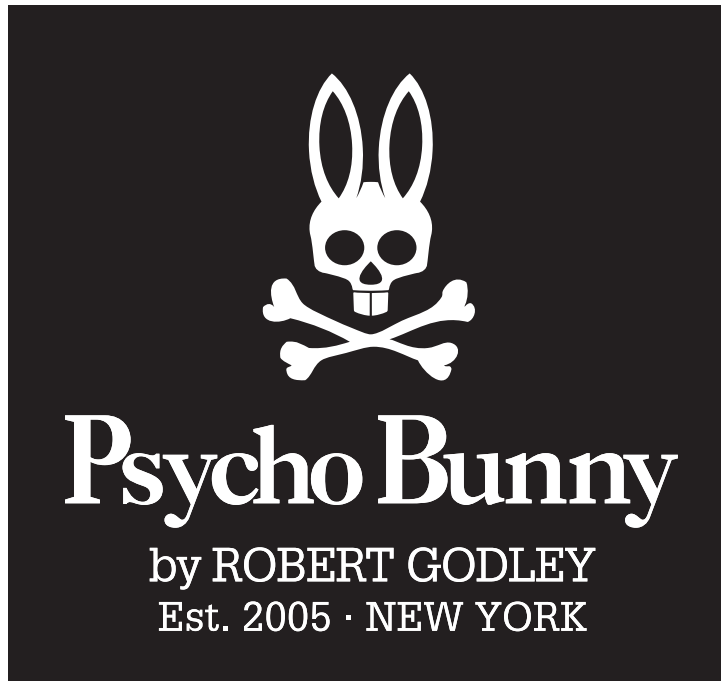
PB_008

(For use on dark backgrounds)



PB_009

(For use on light backgrounds)



PB_010

(For use on dark backgrounds)



PB_011

(For use on light backgrounds)



PB_012

(For use on dark backgrounds)



PB_013

(For use on light backgrounds)

**One-Color, Non-Outlined
Bunny Logo**

Minimum size in use: 5" H

5" H
(minimum
scale size)



PB_LRG_001



PB_LRG_002



PB_LRG_003



PM_EMB_001



PM_EMB_002



PM_EMB_003



PM_EMB_004

(In special instances the non-outlined white logo may be used but ONLY on dark backgrounds)

NOTE:

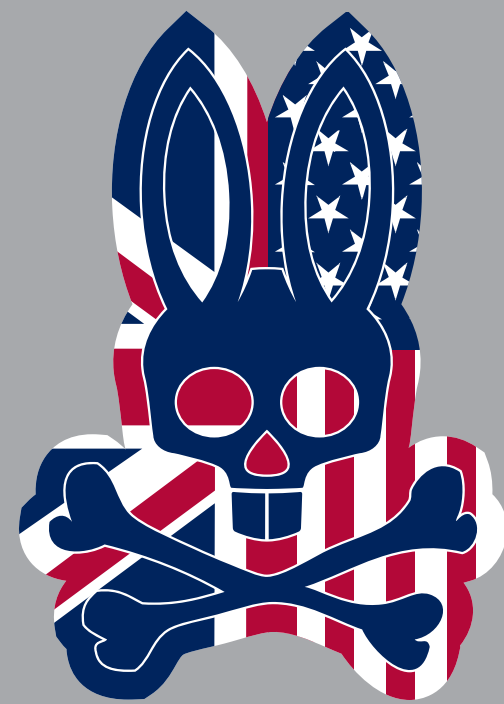
These logos are strictly for embroidery **ONLY!** They have been specifically formatted to allow for finer details in the embroidery process. All embroidery samples **MUST** be submitted for approval.



PB_ANGLO



PB_AMERICAN

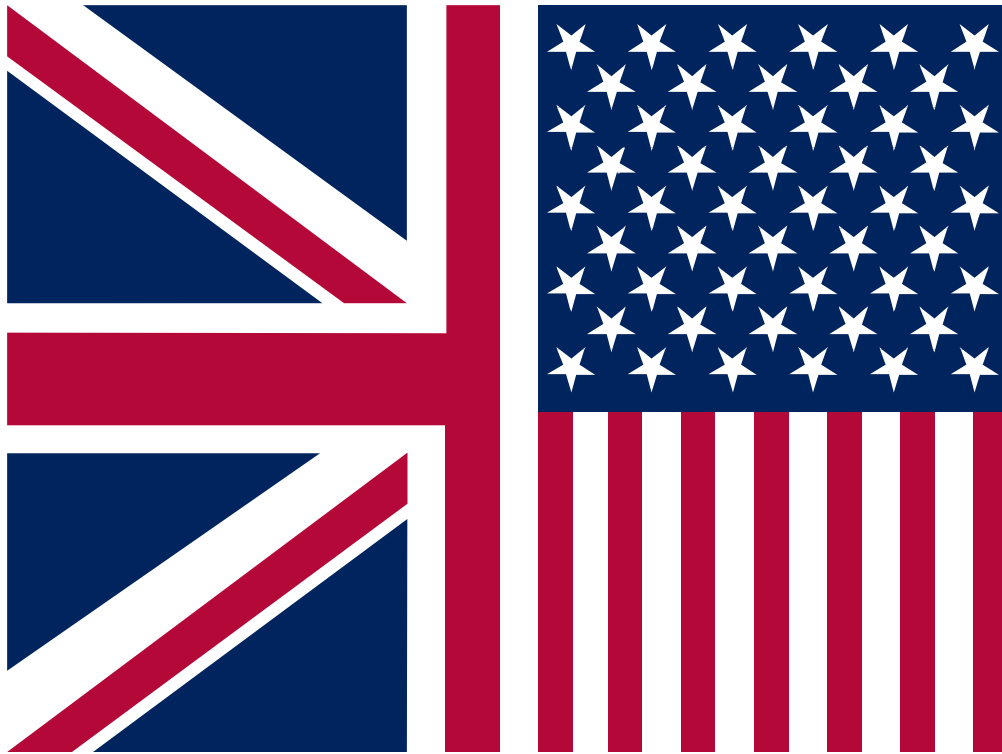


PB_ANGLO-AMERICAN

NOTE:
These logos are to be used on non-white backgrounds only.



PB_SPLIT_001



PB_FLAG_001

NOTE
Anglo-American Flag icon **CANNOT** be altered. You may **NOT** flip, rotate or change the colors without approval.



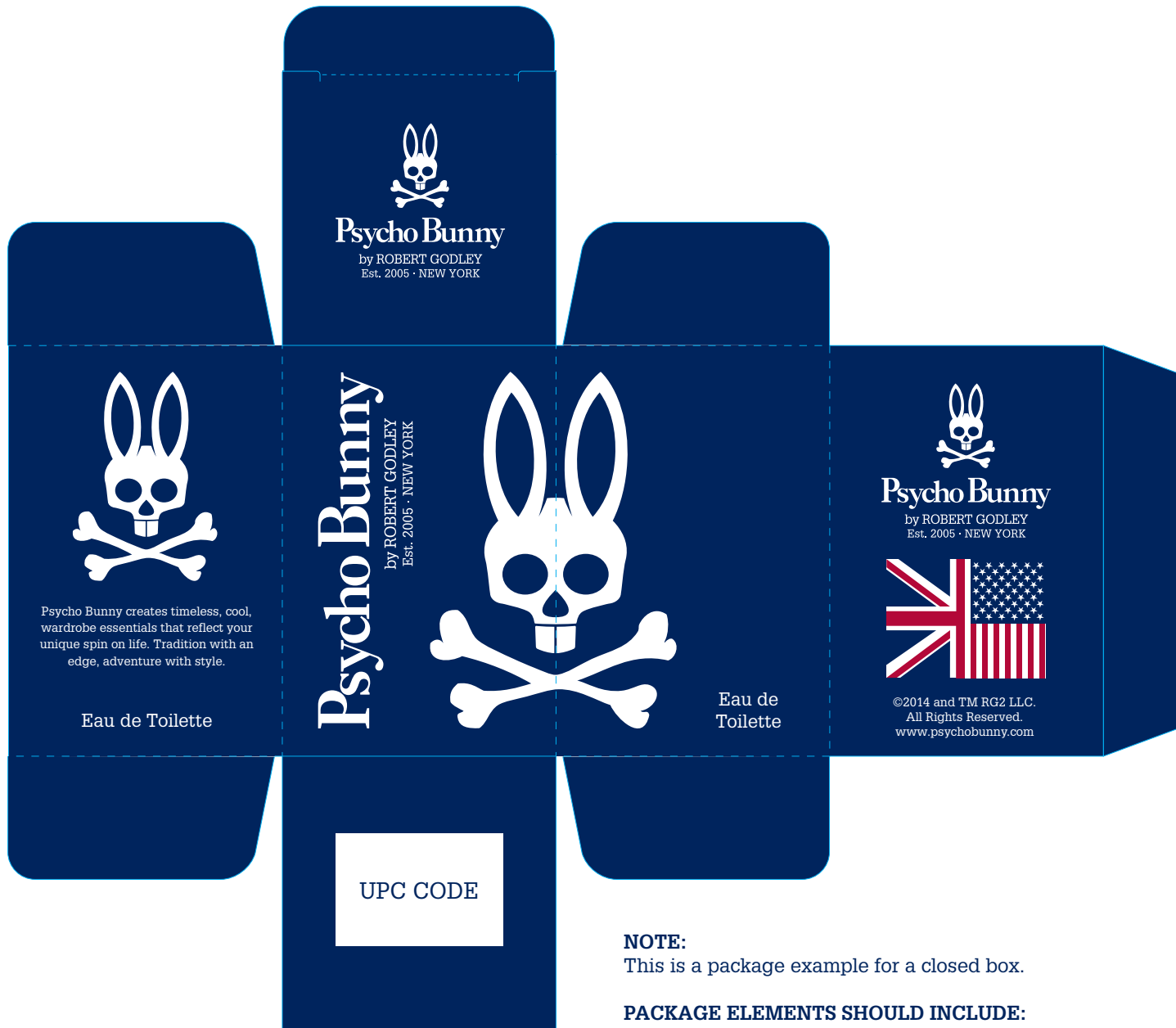
NOTE:
This is a package example for a window box.

PACKAGE ELEMENTS SHOULD INCLUDE:

- Brand Statement (where applicable)
- www.psychobunny.com
- Anglo-American Flag icon
- Legal Line:
©2014 and TM RG2 LLC. All Rights Reserved.

This is one example. All packaging must be submitted and will be reviewed on a case by case basis.

PB_PKG_001



PB_PKG_002

NOTE:

This is a package example for a closed box.

PACKAGE ELEMENTS SHOULD INCLUDE:

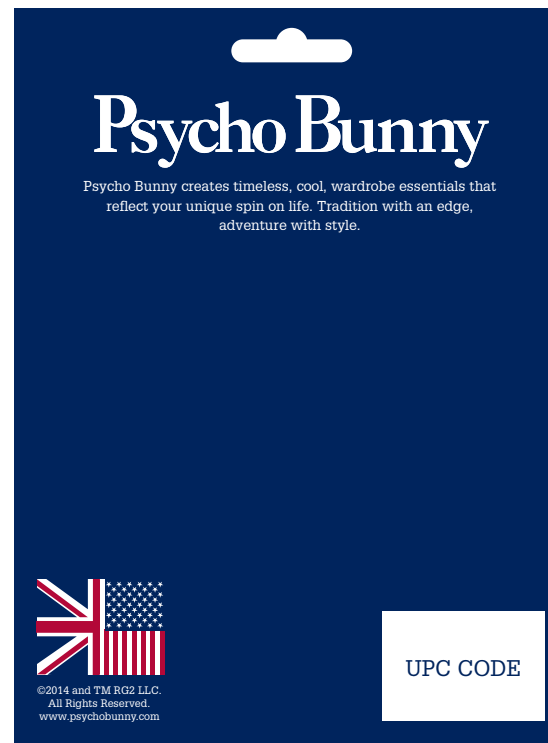
- Brand Statement (where applicable)
- www.psychobunny.com
- Anglo-American Flag icon
- Legal Line: ©2014 and TM RG2 LLC. All Rights Reserved.

This is one example. All packaging must be submitted and will be reviewed on a case by case basis.

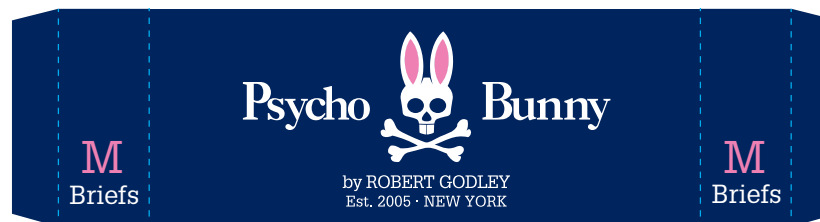
Hang Card Front



Hang Card Back



Belly Band

**NOTE:**

This is a package example for a Belly Band with Hang Card.

PACKAGE ELEMENTS SHOULD INCLUDE:

- Brand Statement (where applicable)
- www.psychobunny.com
- Anglo-American Flag icon
- Legal Line: ©2014 and TM RG2 LLC. All Rights Reserved.

This is one example. All packaging must be submitted and will be reviewed on a case by case basis.

Front



PB_TAG_001

Back

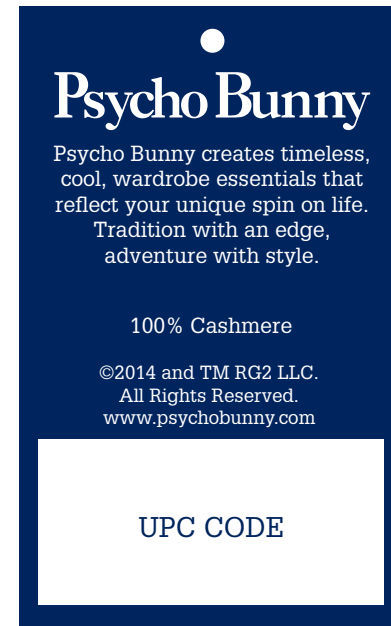


Front



PB_TAG_002

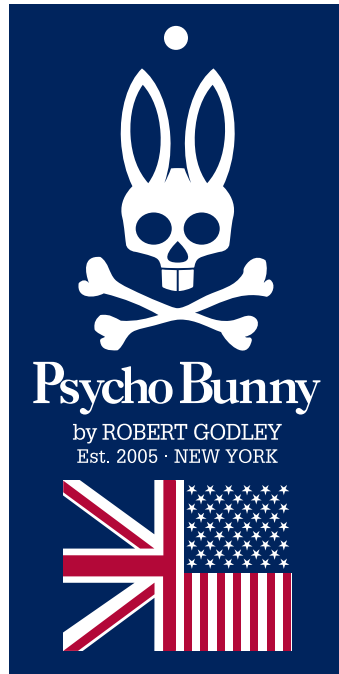
Back



HANGTAG ELEMENTS SHOULD INCLUDE:

- Brand Statement (where applicable)
- www.psychobunny.com
- Anglo-American Flag icon
- Legal Line: ©2014 and TM RG2 LLC. All Rights Reserved.

Front



Back



Anglo-American Hangtag

PB_TAG_003

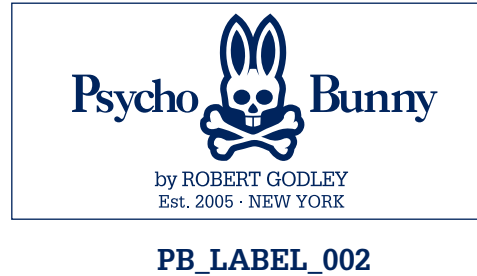
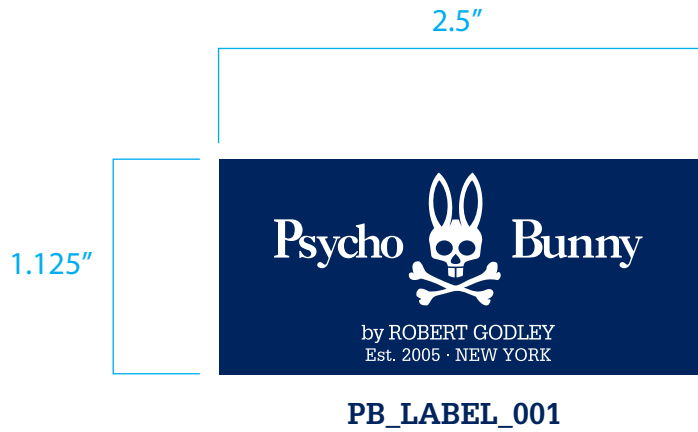
NOTE

Anglo-American Flag icon must NOT be altered. You may NOT flip, rotate or change the colors.

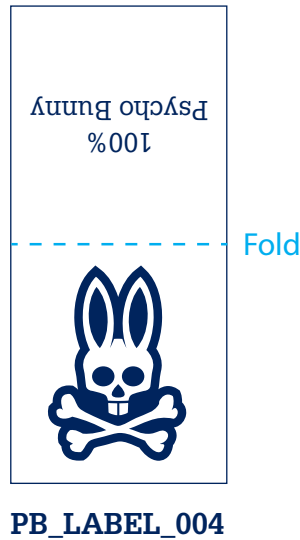
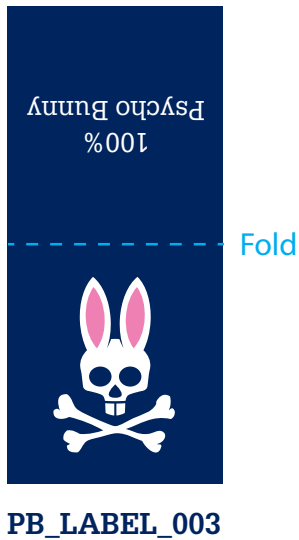
HANGTAG ELEMENTS SHOULD INCLUDE:

- Brand Statement (where applicable)
- www.psychobunny.com
- Anglo-American Flag icon
- Legal Line: ©2014 and TM RG2 LLC. All Rights Reserved.

Neck Labels

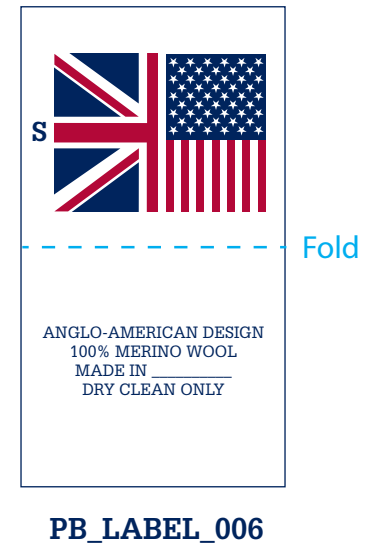
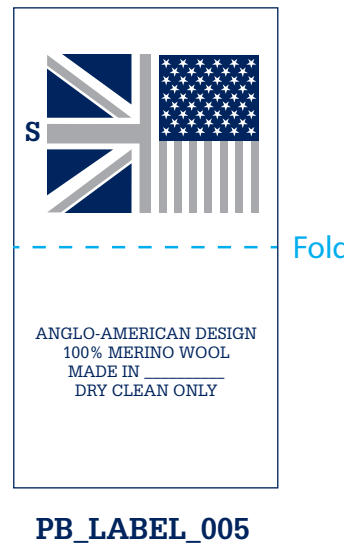


Small Loop Label

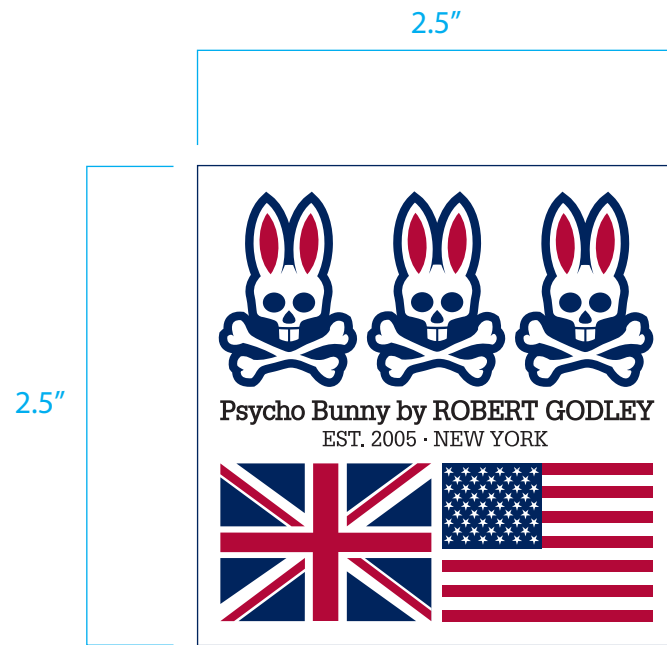


Fabric Care Labels

*(Fill in country of origin,
fabric and size as applicable.)*



Branding Labels



PB_LABEL_007

DO

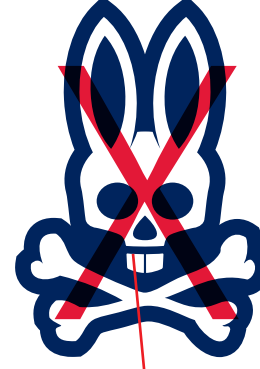


CORRECT.
Preferred use of outlined logo for embroidery.

DON'T



INCORRECT.
Spacing in teeth cannot be altered



INCORRECT.
Spacing in teeth cannot be altered



INCORRECT.
Ears, eyes, nose and teeth are not correct.



INCORRECT.
Cannot use non-outlined dark logo on light background.

DO NOT change or alter colors of the logo.
You may only use the colors specified within this guide.

DO NOT distort or alter the logo in any way.
There must be accurate and equal spacing between the teeth.

DO NOT distort or alter the logo in any way.
There must be accurate and equal spacing between the teeth.
Outlined logo is preferred for embroidery.

NOTE
There will be exceptions for embroidery and print but only determined on a case by case basis.