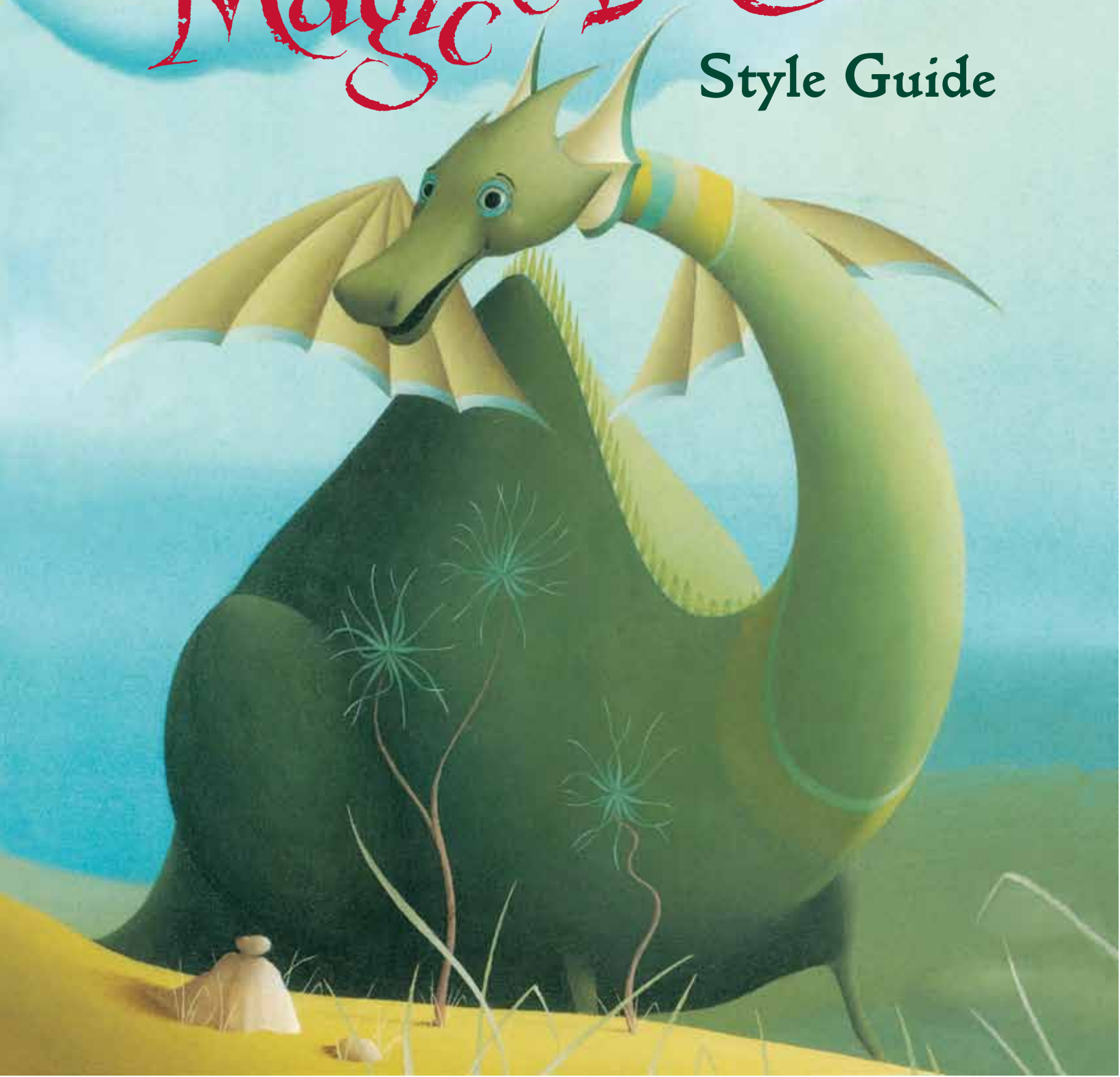


# Puff, the Magic Dragon

Style Guide



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# Introduction

## A Dragon That Lives Forever!

Puff, The Magic Dragon, first brought to life by Peter Yarrow and Lenny Lipton, has evolved from the celebrated song by Peter, Paul and Mary into one of the most recognizable pop culture icons of the last 50 years. With the enduring popularity of the song, and the recently released and gorgeously illustrated children's book, the brand has grown a rich and multi-generational fan base. Puff tells a timeless coming-of-age story that's not just about becoming an adult, but the renewal of life and childhood innocence. This style guide provides inspiration for children's products that are fun, classic, magical, and imaginative - just like the story itself!



# Song Lyrics

Puff, The Magic Dragon, lived by the sea,  
And frolicked in the autumn mist in a land called Honalee.

Little Jackie Paper loved that rascal Puff,  
And brought him strings and sealing wax and other fancy stuff.

Puff, The Magic Dragon, lived by the sea,  
And frolicked in the autumn mist in a land called Honalee.

Puff, The Magic Dragon, lived by the sea,  
And frolicked in the autumn mist in a land called Honalee.

Together they would travel on a boat with billowed sail.  
Jackie kept a lookout perched on Puff's gigantic tail.

Noble kings and princes would bow whene'er they came.  
Pirate ships would lower their flag when Puff roared out his name.

Puff, The Magic Dragon, lived by the sea,  
And frolicked in the autumn mist in a land called Honalee.

Puff, The Magic Dragon, lived by the sea,  
And frolicked in the autumn mist in a land called Honalee.

A dragon lives forever, but not so little girls and boys.  
Painted wings and giants' rings make way for other toys.

One gray night it happened, Jackie Paper came no more,  
And Puff, that mighty dragon, he ceased his fearless roar.

His head was bent in sorrow, green scales fell like rain.  
Puff no longer went to play along the cherry lane.

Without his lifelong friend, Puff could not be brave,  
So Puff, that mighty dragon, sadly slipped into his cave.

Puff, The Magic Dragon, lived by the sea,  
And frolicked in the autumn mist in a land called Honalee.

Puff, The Magic Dragon, lived by the sea,  
And frolicked in the autumn mist in a land called Honalee.

# Fonts

**Golden Cockerel ITC Roman:** Use for Body Copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890?!,.”;#&

*Golden Cockerel ITC Italic:* Use for Callout Copy

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*abcdefghijklmnopqrstuvwxyz*

*1234567890?!,.”;#&*

**GOLDEN COCKEREL TITLING ITC:** Use for Age Grading

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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**ITC Golden Type Bold:** Use for Headings

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# Color Palette



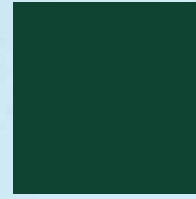
PMS 382



PMS 362



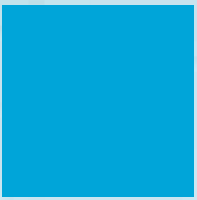
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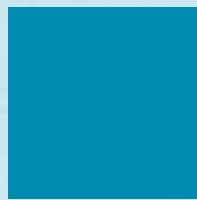
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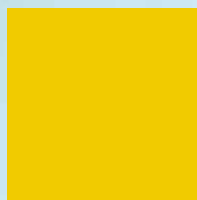
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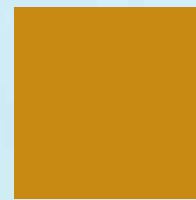
PMS 639



PMS 633



PMS 110



PMS 139



PMS 1605



PMS 476



PMS 187



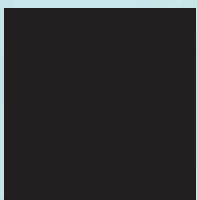
PMS 486



PMS 4665



PMS 4685



Process  
Black

# Logos



Puff  
the  
Magic Dragon

Primary Logo 1: PMD\_Logo\_01



Puff  
the  
Magic Dragon

Primary Logo 2: PMD\_Logo\_02  
(For use on dark backgrounds)



Puff  
the  
Magic Dragon

Primary Logo 3: PMD\_Logo\_02



Puff  
the  
Magic Dragon

Primary Logo 4: PMD\_Logo\_03



Puff the Magic Dragon

Secondary Logo 1: PMD2\_Logo\_01



Puff the Magic Dragon

Secondary Logo 2: PMD2\_Logo\_02 (For use on dark backgrounds)



Puff the Magic Dragon

Secondary Logo 3: PMD2\_Logo\_03



Puff the Magic Dragon

Secondary Logo 4: PMD2\_Logo\_04

# Packaging



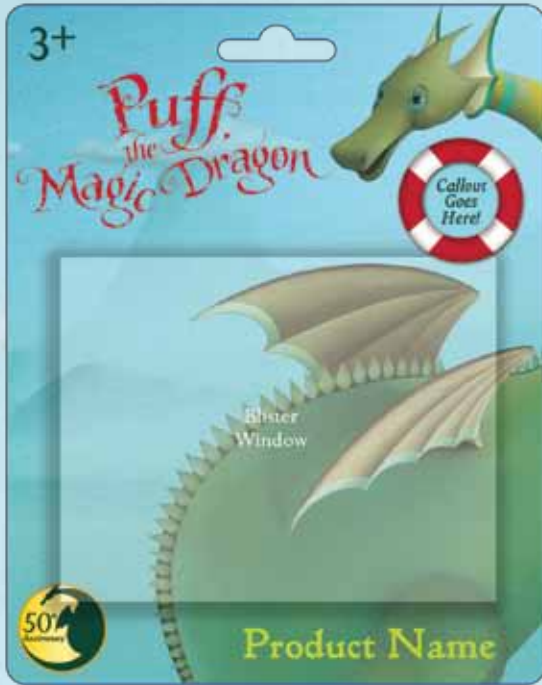
Window\_Box.psd



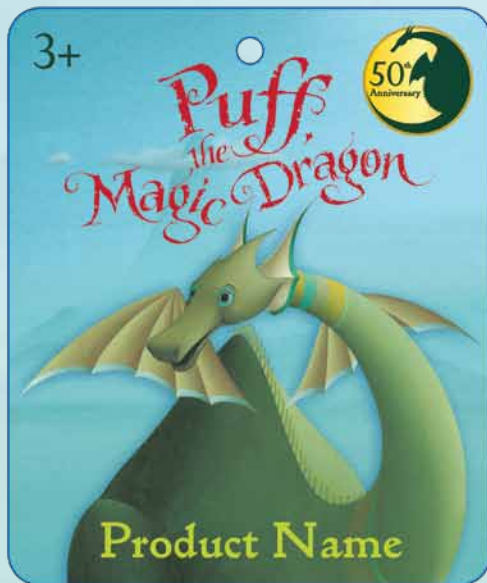
Closed\_Box.psd



# Packaging



Blister\_Card.psd



Hangtag.psd



# Packaging



Header Card-Front



Header Card-Back



50th Anniversary\_Seal.ai

\* Must appear on the front facing panel of packaging

# Neck Label

Woven Label Option  
PMS 187 on White



Size: 40mm x 28mm  
Finish or 1 1/8inch

Printed Label Option  
PMS 362 on PMS 553



Size: 40mm x 28mm  
Finish or 1 1/8inch

Heat Seal Option  
Black



Woven Label Option  
PMS 553 on White



Size: 40mm x 28mm  
Finish or 1 1/8inch

Printed Label Option  
PMS 553 on PMS 362



Size: 40mm x 28mm  
Finish or 1 1/8inch

Heat Seal Option  
Red



# Scene Art



Scene\_01



Scene\_02



Scene\_03



Scene\_04



Scene\_05



Scene\_06

# Scene Art



Scene\_07



Scene\_08



Scene\_09



Scene\_10



Scene\_11



Scene\_12

# Backgrounds



Background\_01



Background\_02

# Backgrounds



Scene\_03



Scene\_04

# Character Art



Jackie.psd



Jackie\_2.psd



Jackie\_3.psd



Girl.psd



Fairies.psd



Treasure Bag.psd



Ship\_Small.psd



Mousaroo.psd



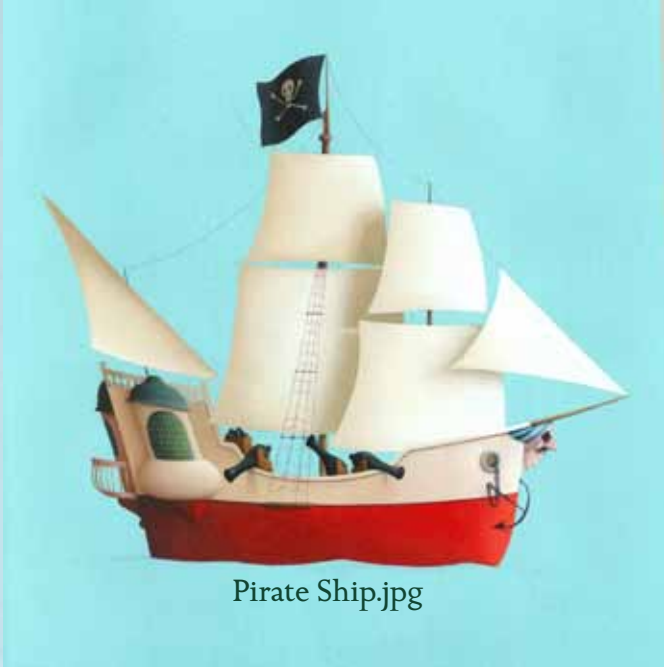
Flowers.psd



Lizard.psd



# Character Art



Pirate Ship.jpg



Pirate\_01.psd



Lighthouse.psd



Pirate Flag.psd



Pirate\_02.psd



Rock\_1.psd

Rock\_2.psd

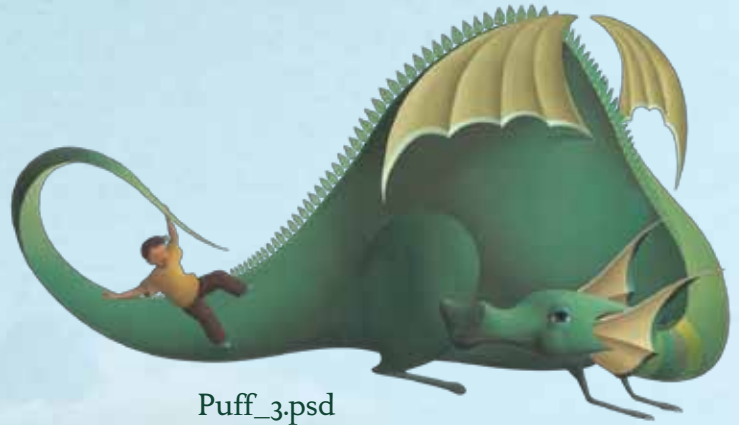


Dolphin.psd

# Character Art



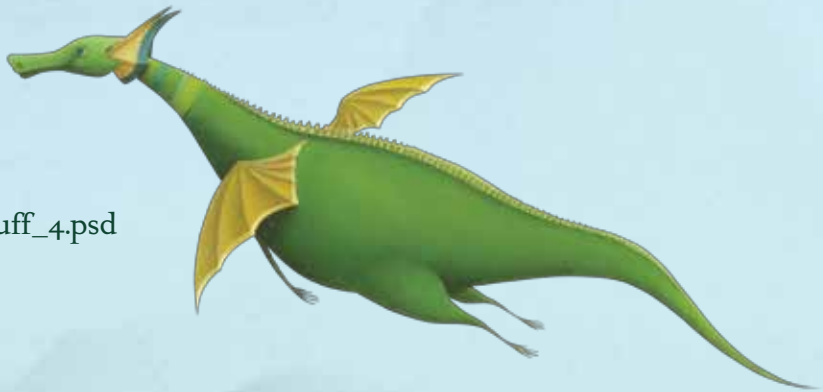
Puff\_1.psd



Puff\_3.psd



Puff\_2.psd



Puff\_4.psd



Puff\_Front.psd



Puff\_Back.psd

# Character Art

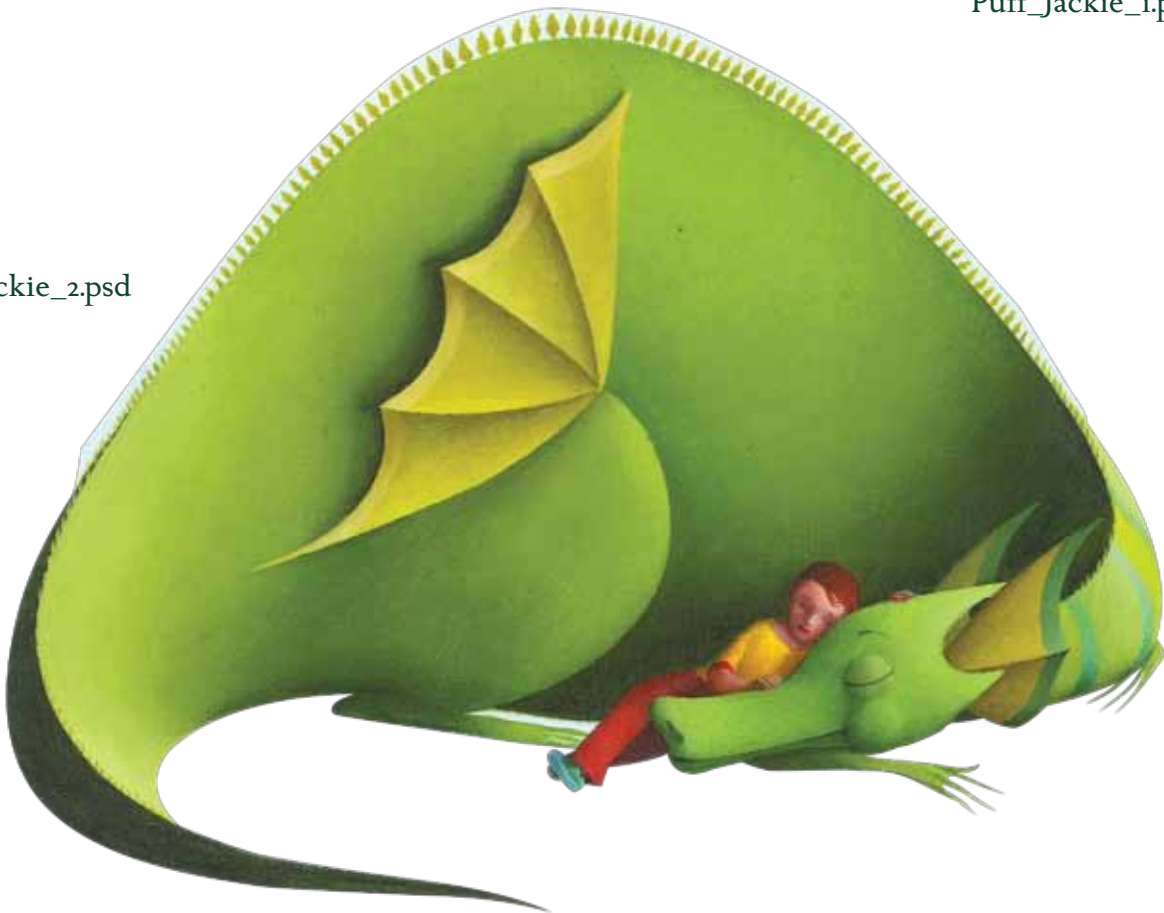


Puff\_5.psd



Puff\_Jackie\_1.psd

Puff\_Jackie\_2.psd



# Legal

## Long Legal Line:

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## Short Legal Line:

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