NOTE: THE DIGITAL FILE'S ARTWORK IS 100% ACTUAL SIZE



APPROX SIZE\_33.125"(841.375mm)(W) x 14.875"(377.825mm) (H) x 4"(101.6mm) (D)

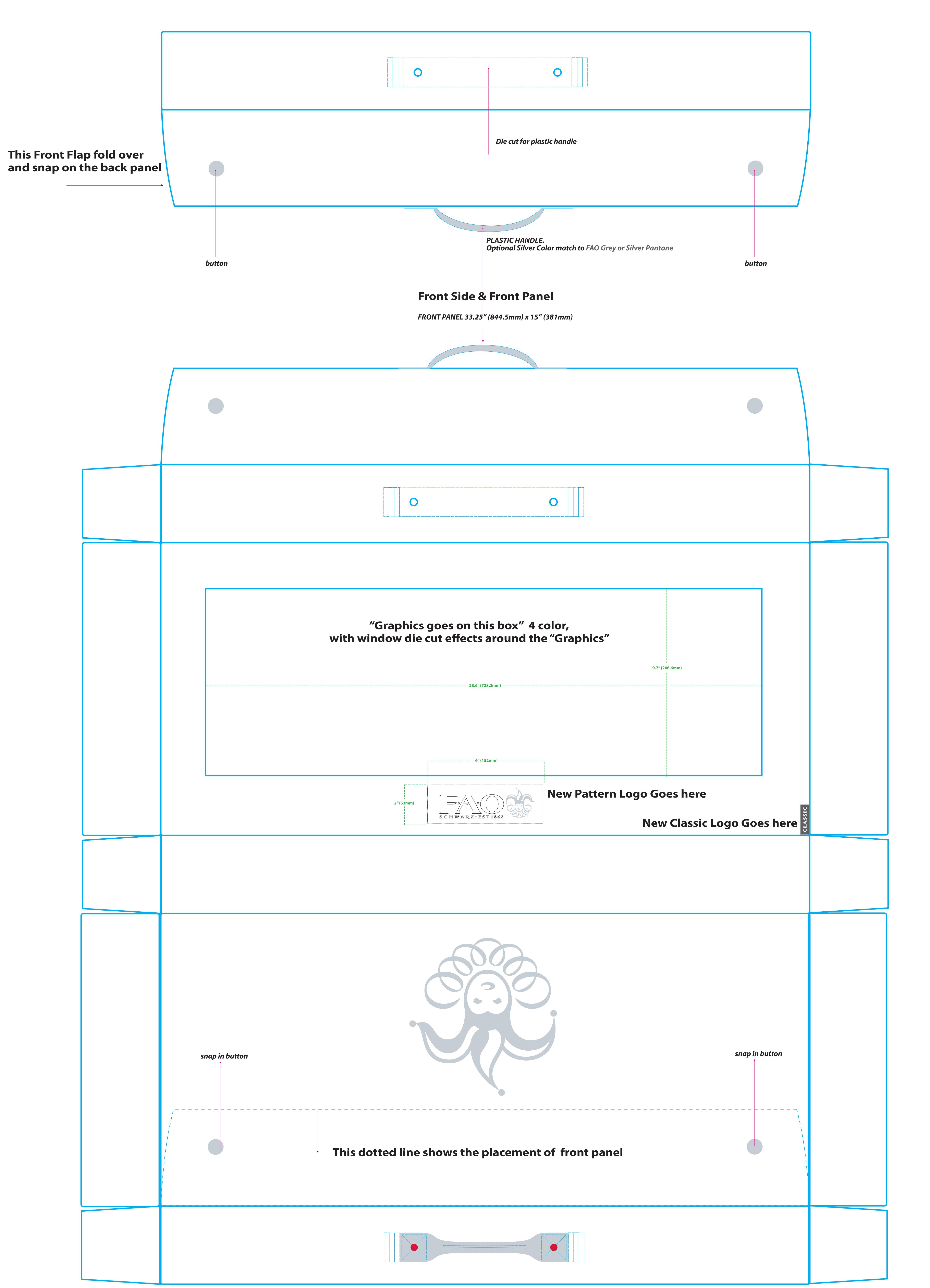




"PORTFOLIO" corrugate box solution with label printed on the box. Shadows added to simulate a window with an insert.

"PORTFOLIO" corrugate box solution with label printed on the box.

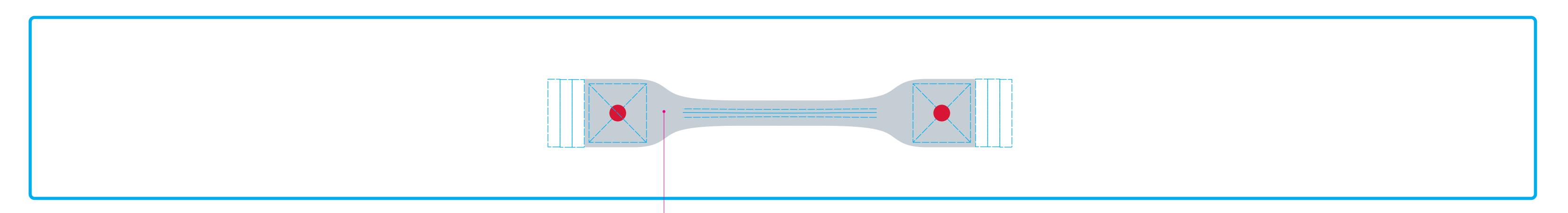
Flap snaps to back for storage solution.



BACK PANEL 33.25" (844.5mm) x 15" (381mm)

APPROX SIZE\_33.25"(844.5mm)(W) x 15"(381mm) (H) x 4"(101.6mm) (D)

(PRINT WITH NEW BACKGROUND PATTERN ART)

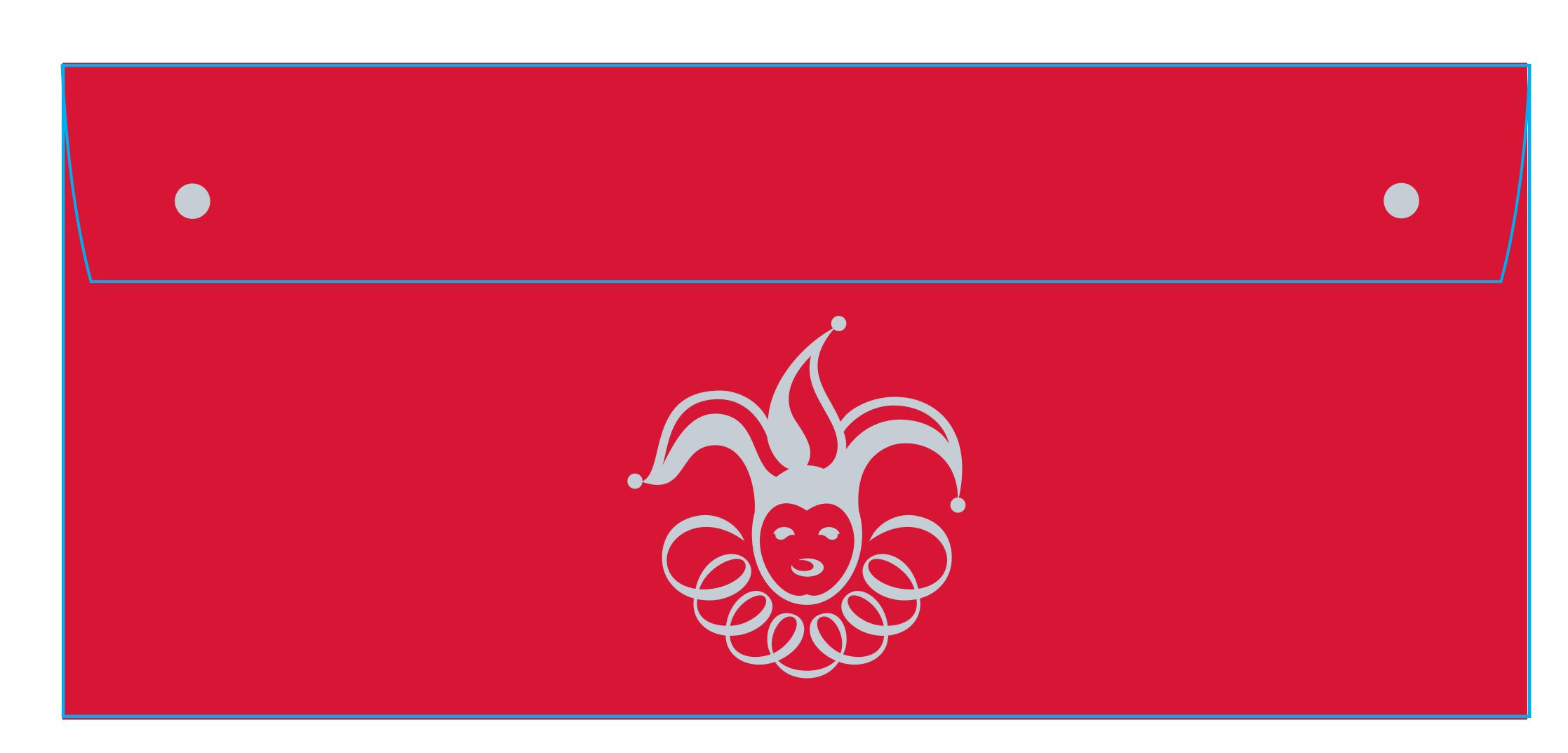


**Back Side** 

PLASTIC HANDLE.
Optional Silver Color match to FAO Grey

"PLASTIC" HANDLE







 $\bigcirc$ 



## Style & New Packaging Segmentation Guidelines

.....2011 .....





This guide provides you with the tools needed to properly segment products using the refreshed Fast Lane packaging look. It should be used as an addendum to the Fast Lane Style & Packaging Guidelines. In addition, it will help your product coordinate with other Fast Lane branded products and to heighten impact at retail, ensure visual consistency, grow brand awareness and increase your sales.

This style guide has been designed to be user-friendly and to ensure visual consistency across all brand segments—all for maximum impact. It is important that these guidelines are followed as closely as possible to minimize the need for corrections and maximize production speed.

Packaging Design & Development Department will provide artwork on Master DVD.

All artwork MUST be created in Adobe Illustrator & Adobe Photoshop (not in Quark Xpress).

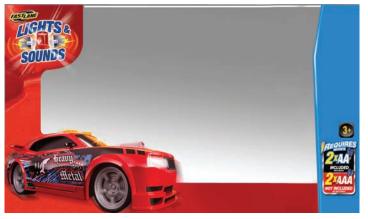


## COLOR GUIDENCE

NEW! Fast Lane Segmentation Color Bar Sizing Guideline & Requirements—Effective Fall 2011

There are (3) Three FL segments that are receiving this color bar treatment. Lights & Sounds, Construction & Farming. The segment logo must always reside in the upper-left-hand corner, and the color bar on the right-hand side (see below). Please refer to the color swatches for each segment (see right).

#### **Lights & Sounds**



#### C=80, M=40

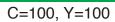
#### **Construction**



#### C=2, M=24, Y=97

#### **Farms**



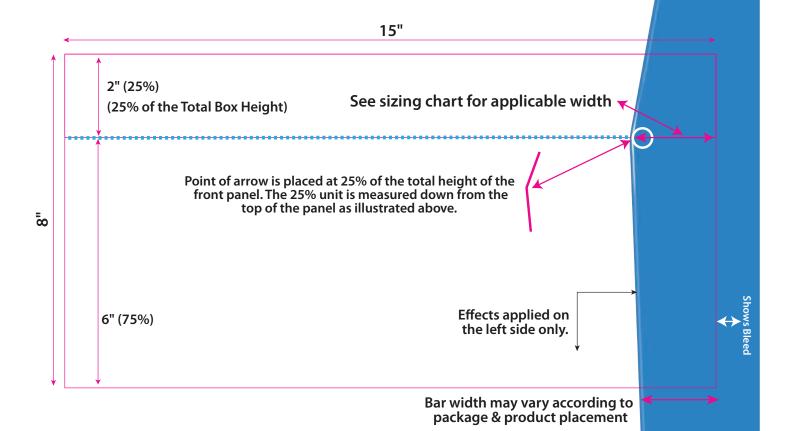






#### **NEW!**

Fast Lane Segmentation Color Bar Sizing Guideline & Requirements—Effective Fall 2011
This illustration shows the placement of the color bar on Mid-sized packaging.



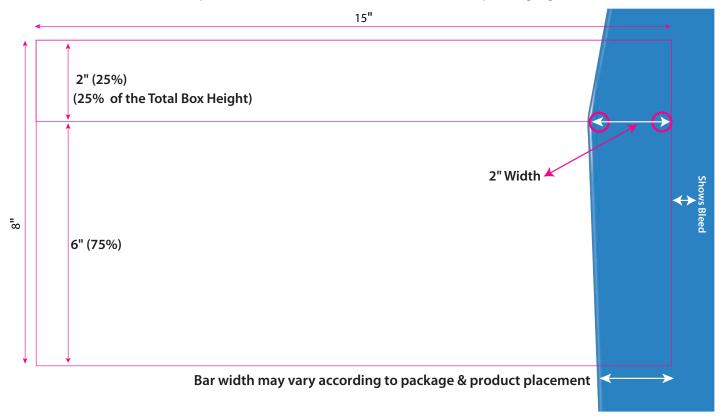
#### ---- COLOR BAR SIZE CHART ----

PACKAGE SIZE	PACKAGE HEIGHT	COLOR BAR WIDTH
SMALL	Up to 6"	1.5"
MEDIUM	6" to 12"	1.75"
LARGE	12" and Up	2"

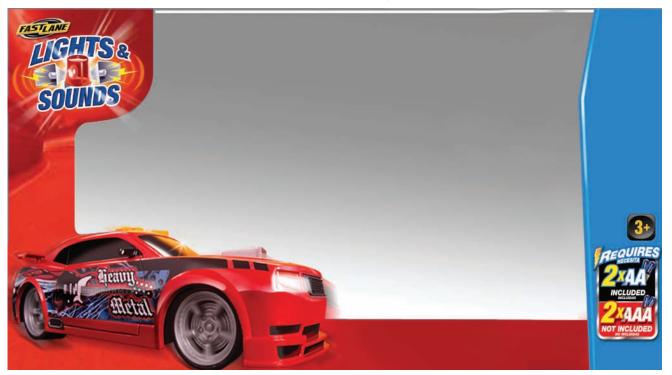
Artwork supplied on Master DVD

# GUIDELINE FOR COLOR BAR PLACEMENT

**NEW!** Fast Lane Segmentation Color Bar Sizing Guideline & Requirements—Effective Fall 2011
This illustration shows *the placement of the color bar on Mid-sized packaging.* 



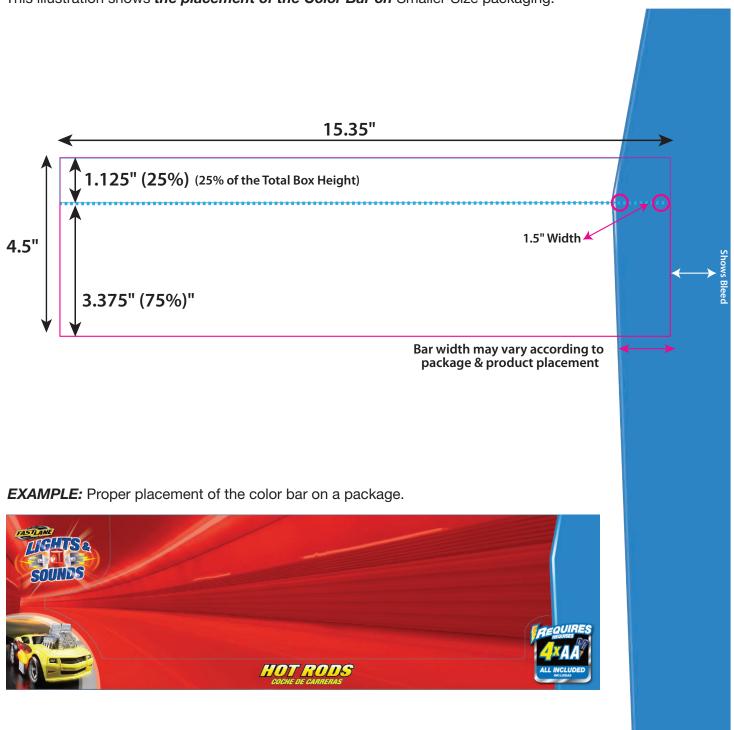
**EXAMPLE:** Proper placement of the color bar on a package.



# COLOR BAR PLACEMENT ON THE VARIOUS PACKAGES

NEW! Fast Lane Segmentation Color Bar Sizing Guideline & Requirements—Effective Fall 2011

This illustration shows the placement of the Color Bar on Smaller-Size packaging.





#### TOP COLOR BAR PLACEMENT

NEW! Fast Lane Segmentation Color Bar Sizing Guideline & Requirements—Effective Fall 2011

**Step 1:** Place Artwork provided on the DVD

**Step 2:** Align left edge with Front Color Bar









## TOP COLOR BAR PLACEMENT

NEW! Fast Lane Segmentation Color Bar Sizing Guideline & Requirements—Effective Fall 2011

This illustration shows the placement of the Top Color Bar on FL packaging.





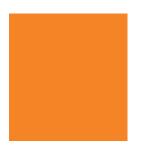














PMS 165 C

PMS BLACK C



# Style & Package - Guidelines -

## Welcome & Table of Contents

#### **Corporate Branding Guidelines**

This booklet will provide you with all of the branding guidelines of Toys-R-us®. These guidelines should be adhered to at all times to maintain the strong Corporate ID that we have developed. This Corporate Branding Guideline booklet will provide all design work associated with Toys-R-us® with the consistency that is required to re in force our strong Identity.

#### **Table of Contents:**

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Toys-R-us   Logo & Black/White Guideline	4
Toys-R-us   Logo & Color Variations & Size Restrictions	5
Toys-R-us   Corporate Typefaces	6
Toys-R-us   Star Graphics Usage	7

## Logo | Description/Usage

Although its primary function is to identify our company, the colorful and playful TOYS"R"US logotype has also become synonymous with fun and joy to kids of all ages around the world. The TOYS"R"US logotype is a unique piece of artwork and must never be altered in any way without prior authorization from the TOYS"R"US please contact Creative Packaging Group USA, at 973-617-**5038** or Ext: **5032**, **5039** 

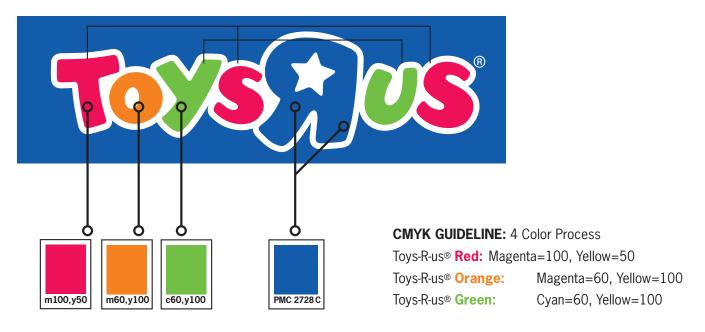
Note: The TOYS"R"US logotype is a unique piece of artwork and must never be altered and/or re-created.

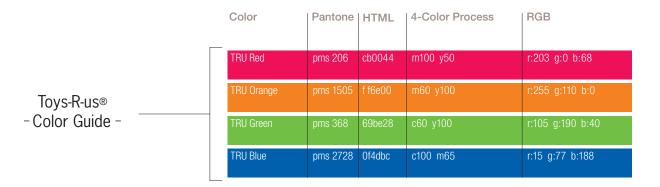


#### **Logo & Color Guideline**

In order to maintain a consistent brand image for Toys-R-us on a Local, national and global basis, it's important to adhere to the style guidelines for Primary Color Formulas as stated here. Any Question or concern please contact Creative Packaging Group USA, at 973-617-**5038** or Ext: **5032**, **5039** 

Toys-R-us logo & Background Color Guideline requirements. There are (3) Three process Toys-R-us color treatment & one (1) Spot color PMS 2728 Coated. Toys-R-us Logo must always reside with white stroke & registered symbol. See below.



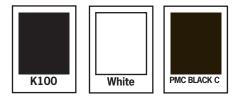


Toys-R-us logo without Blue Background There are (3) Three process Toys-R-us color treatment and one (1) Spot color PMS 2728 Coated. Toys-R-us Logo must always reside with white stroke & registered symbol color need to be PMS 2728 C. See below.



## Logo & Black/White Guideline

Toys-R-us Black & White logo Guideline requirements. There is One (1) Color K=100 or one (1) Spot color PMS Black Coated requirement. Toys-R-us Logo must always reside with registered symbol. See below.







Toys-R-us® registered symbol placement for non background logo.



#### Logo | Color Variations & Size Restrictions

These are the recommended color options for the TOYS"R"US logotype. Use the Multi-Color version when and wherever possible. The one-color logo may be reproduced in Black or TRU Blue when budget constraints do not allow for the Multi-Color version. Substrate/background colors often vary, so use an appropriate option that offers the best contrast. Never use the Multi-Color logotype without its white outline on any colored background. Never alter or change any of these colors.

Digital art for these logotypes is enclosed on the accompanying DVD/CD in EPS and JPG formats.



A minimum size restriction applies to all TOYS"R"US logotypes regardless of color. On rare occasions, the TOYS"R"US logotype may need to be reproduced smaller than the size stated here. For prior authorization, contact the TOYS"R"US Creative Packaging Group USA, at 973-617-**5038** or Ext: **5032**, **5039** 



To protect its integrity, legibility, and impact, the TOYS"R"US logotype depicted on this page is the minimum reproduction size allowed in which it remains legible.

#### **Corporate Typefaces**

Toys-R-us use main font families, **ShagPS Lounge**. For Price & Body Copy use **Helvetica Neue family**. For Caution/Legal copy use **News Gothic BT**.

**ShagPS Lounge** 

## ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 ?!#%&@{}().,;:

News Gothic BT - Condensed

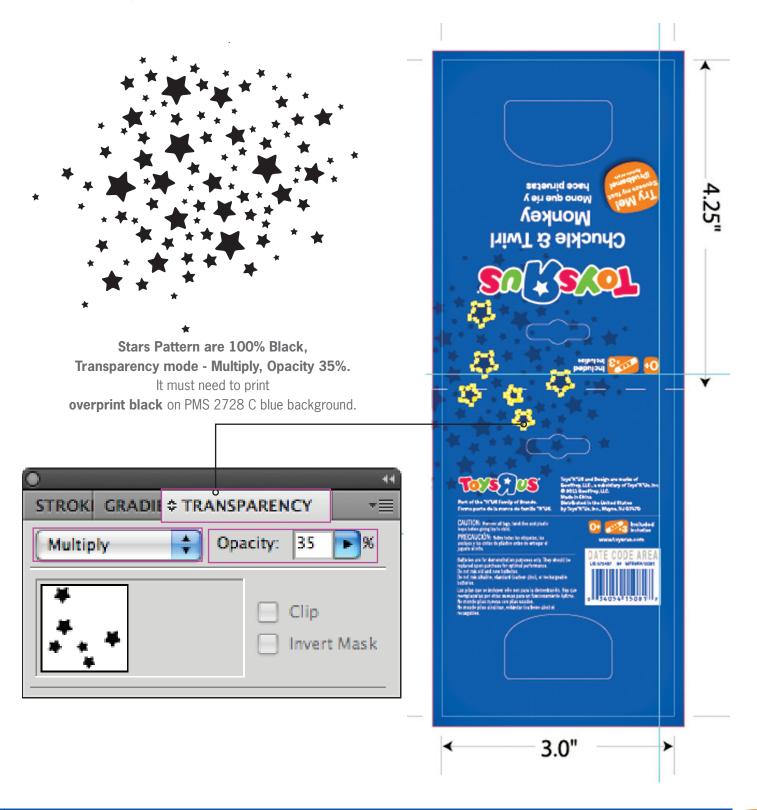
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 ?!#%&@{}().,;:

Helvetica Neue Family (Shown only 57 Condensed)

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 ?!#%&@{}().,;:

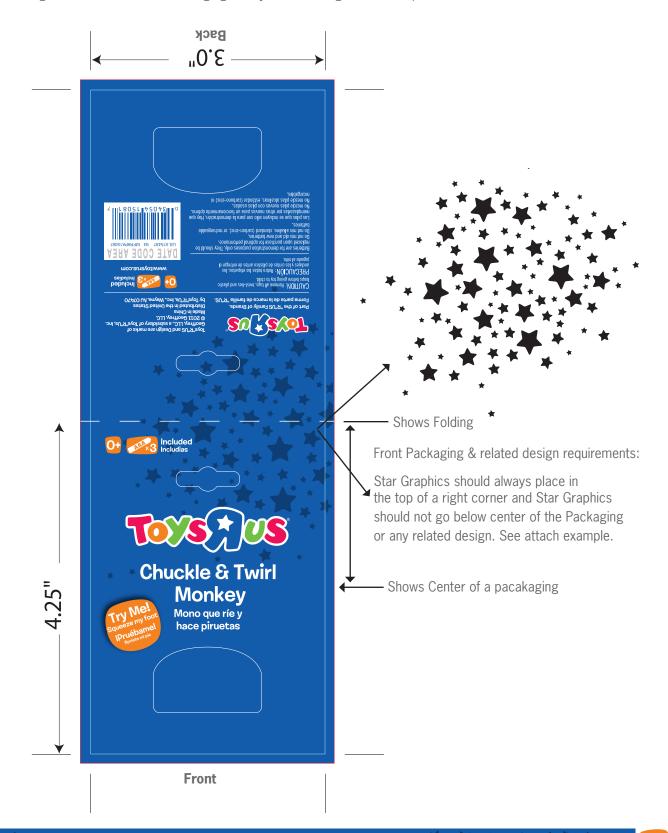
## Stars Graphics Usage

Toys-R-us Stars Graphics Guideline requirements. Stars Graphics created at Illustrator Vector file. **Stars Pattern are 100% Black, Transparency mode - Multiply, Opacity 35%.** It must need to print **overprint black** on PMS 2728 C blue background. See below:



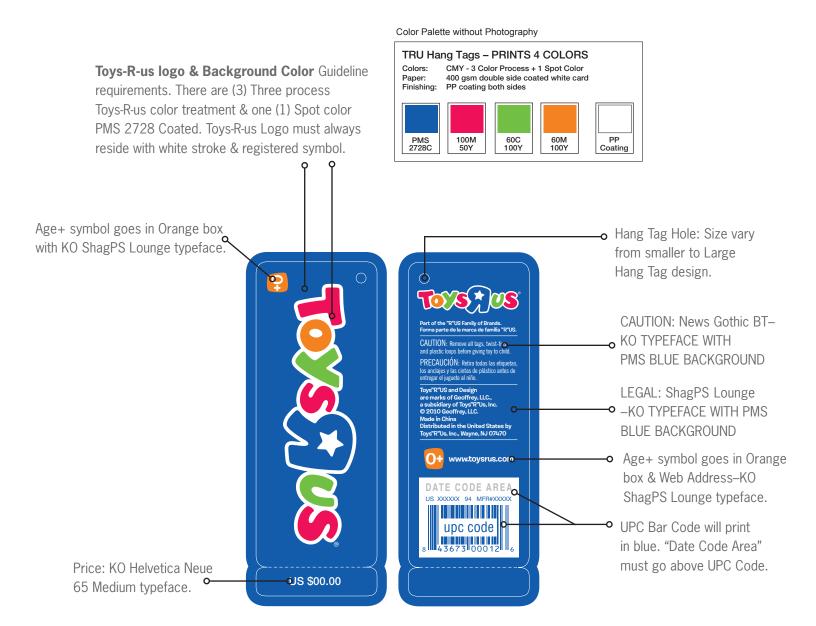
## Stars Graphics Placement

Stars Graphics Placement: Star Graphics should always place in the top of a right corner and Star Graphics should not go below center of the Packaging or any related design. See example below.



#### Hang Tags

Toys-R-us logo Hangtags: Shows various sizes HangTag using Toys-R-us corporate guideline.



## Hang Tags

Toys-R-us logo Hangtags: Shows various sizes HangTag using Toys-R-us corporate guideline.

TR\_Wet Proof\_FIN 3/C Process + PMS 2728C without Photo 4/C Process + PMS 2728C with Photo











Star Pattern: 100K-Opacity 35%-Multiply
Dropshadow around photo: 100K-Opacity 100%-Multiply-Guassian Blur set at 8
Dropshadow around burst: 100K-Opacity 75%-Multiply





