
ILLUMINATION PRESENTS
**DESPICABLE
ME 3** TM

PROMO GUIDE - MARCH 27, 2017

TABLE OF CONTENTS

SECTION A BRAND GUIDES

| | |
|-------------------------|----|
| Welcome to DM3 | 4 |
| Story Synopsis | 5 |
| Character Bios | 6 |
| What's New | 18 |
| Brand Criteria | 19 |
| What to Embrace & Avoid | 20 |
| Creative Guardrails | 21 |

SECTION B LOGO GUIDELINES

| | |
|---------------------------------|----|
| Clearance Space | 23 |
| Release Messaging | 24 |
| Logo Lockup Placement | 25 |
| Do's & Don'ts | 26 |
| Logos | 27 |
| Logo Color Palette & Typography | 33 |

SECTION C CORE MOVIE LOOK

| | |
|-----------------------------------|----|
| Promotional Look | 35 |
| Branding Components | |
| Minion Tile | 36 |
| Call To Action Usage | 37 |
| Call To Action Elements | 38 |
| Background | 39 |
| Key Visuals | 40 |
| Free Floating Graphics | 41 |
| Vertical Graphics | 42 |
| Horizontal Graphics | 44 |
| Corner Graphics | 45 |
| Background Graphics - Minion Tile | 47 |
| Color Palette & Typography | 48 |

SECTION D ALT PROMO LOOK

| | |
|----------------------------|----|
| Alt Promo Look | 50 |
| Branding Components | |
| Call to Action | 51 |
| Cloud Graphic | 52 |
| Vertical Graphics | 53 |
| Horizontal Graphics | 54 |
| Corner Graphics | 55 |
| Color Palette & Typography | 56 |

SECTION E DIGITAL LOOK

| | |
|-------------------|----|
| Landing Page | 58 |
| Webskin Takeover | 59 |
| Sweepstakes Page | 60 |
| Social Media Page | 61 |
| Digital Banners | 62 |
| Mobile Banners | 63 |
| Tablet Banners | 64 |

SECTION F CHARACTER ART

| | |
|---------------------------|----|
| Character Art Scale Chart | 66 |
| Character Art | 67 |

SECTION G LEGAL

| | |
|--------------------|----|
| Legal Guidelines | 82 |
| Terms & Conditions | |





SECTION A

BRAND GUIDES

This section serves as an introduction to the story, characters, and the creative context of Despicable Me 3 in the promotional arena. This important information provides solid background reference to keep in mind when developing any promotional material.



DESPERATE times call for **DESPICABLE** measures

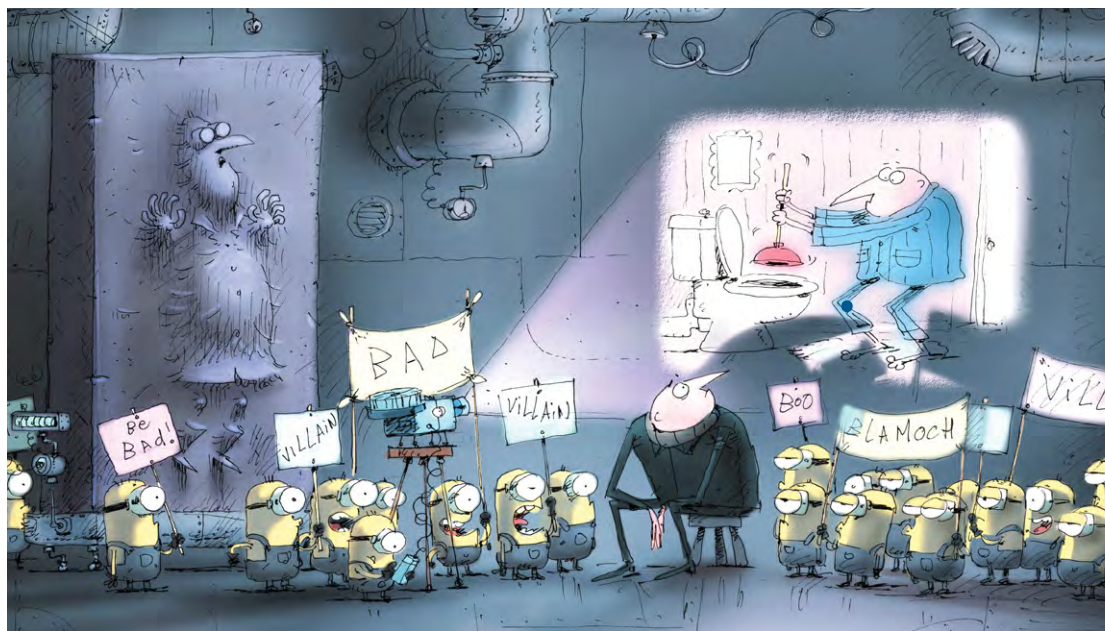
WELCOME TO **DM3**

Illumination Entertainment and Universal Pictures' blockbuster **DESPICABLE ME** introduced global audiences to super villain Gru and his mischievous Minions. After becoming a father to orphans Margo, Edith and Agnes (initially as part of an evil scheme to steal the moon), Gru ultimately gives up his life of crime and turns from Super Bad to Super Dad.

In **DESPICABLE ME 2**, Gru is recruited by the Anti-Villain League (AVL) to put his skills to use taking down bad guys. Never before thinking romance was in the cards for him, Gru winds up falling hard for his super spy partner, Lucy, and, to the delight of his daughters who have always wanted a mom, ultimately asks her to marry him.

In **MINIONS** (which was released in 2015 but is a prequel to the DESPICABLE ME franchise) we learn the origins of the loveable, yellow creatures and see how Kevin, Stuart and Bob's zany quest for an evil leader ultimately introduces them to a young Gru.





STORY SYNOPSIS

When Gru and his new wife Lucy are unable to take down the latest villain to threaten humanity – an **'80s-obsessed former child TV star named Balthazar Bratt** – they are kicked out of the Anti-Villain League and humiliated. The Minions hope Gru will use this opportunity to **return to a life of crime** but, when Gru makes it clear that he's retired from all that, **the Minions quit** and head out on their own.

As Gru struggles to figure out his next move, a mysterious stranger appears informing Gru that he has a **long-lost twin brother named Dru**, who would very much like to meet him. Initially excited about the prospect of having a brother, Gru takes Lucy and the girls to his homeland of Freedonia to meet his twin... only to find that **Dru is seemingly better than him in every way**. While Gru is bald, misanthropic and newly unemployed, Dru has a gorgeous, full head of hair, is effortlessly charming, and has inherited their father's pig farm along with a large fortune. Gru is quickly overwhelmed by a feeling of inferiority, but it isn't long before Dru reveals he has a secret desire of his own: to follow in their father's footsteps of becoming a **world-class villain**.

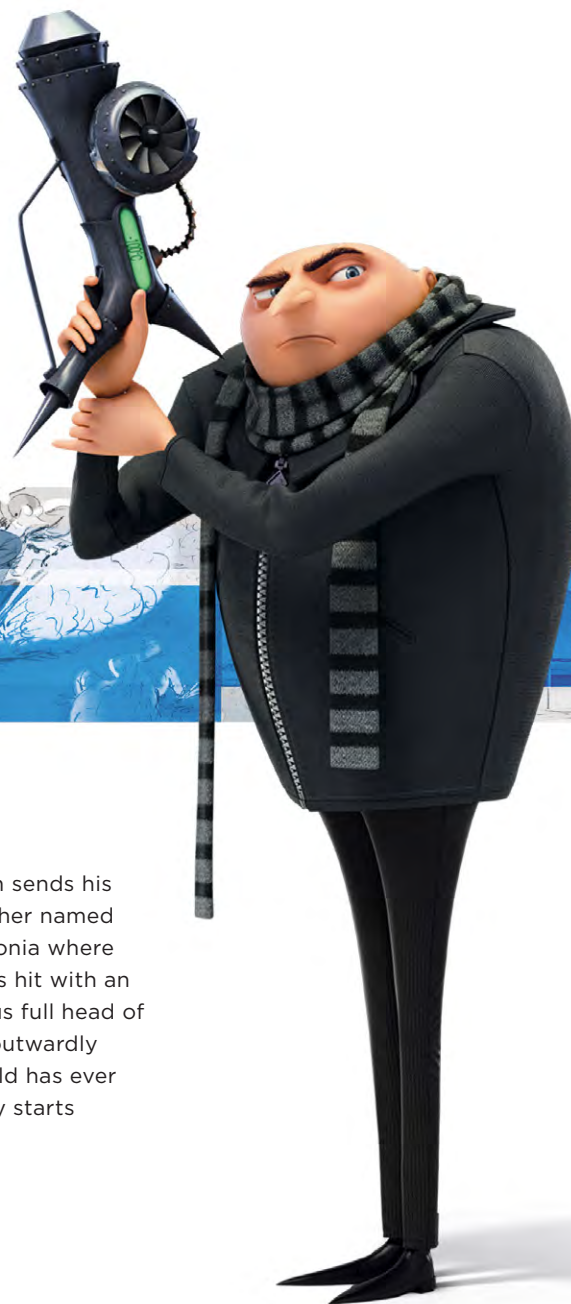
When Gru realizes he can partner with his brother and use their dad's highly sophisticated, villainous gadgets to finally take down the elusive Balthazar Bratt, **he agrees to form an alliance with his twin**. But when that alliance is seriously tested by a delayed case of sibling rivalry, the brothers quickly find themselves in way over their heads, as Bratt proves to be Gru's most challenging nemesis yet.

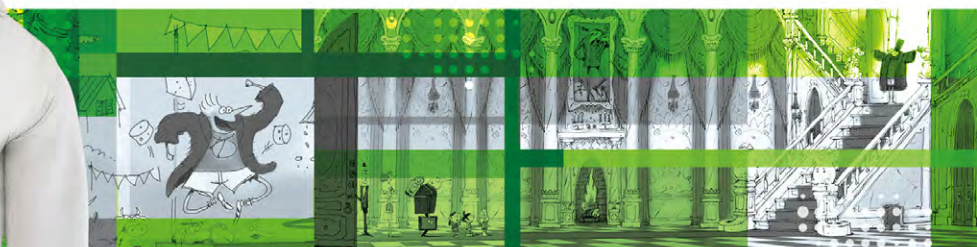


GRU

Voiced By STEVE CARELL

Gru is unceremoniously fired from his job at the Anti-Villain League, which sends his self-esteem crashing. When he discovers that he has a long-lost twin brother named Dru, Gru takes his family to meet his brother in the rural country of Freedonia where Dru owns the country's largest pig farm. Upon arriving in Freedonia, Gru is hit with an immediate dose of sibling rivalry when he finds that Dru, with his gorgeous full head of flowing blonde hair, is his complete opposite in every way. But when the outwardly perfect Dru asks his brother for help pulling off the greatest heist the world has ever seen, Gru assumes the "big brother" role and his descent back into villainy starts to restore his confidence.

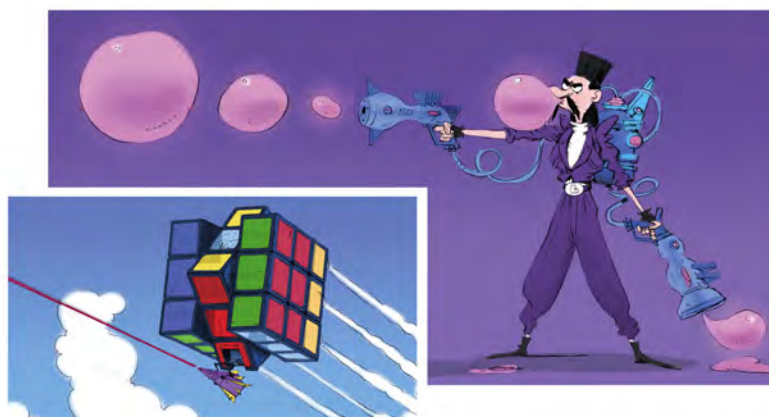




DRU

Voiced By STEVE CARELL

Charming, wealthy, larger-than-life and with a full head of flowing blonde hair, Dru is Gru's opposite in every way. He is the life of the party and seems to be able to do everything his heart desires... except follow in the family tradition of becoming a world-class villain. Knowing his twin is far more accomplished in that arena, Dru is able to talk Gru into pulling off one more major heist. But as the twins find themselves spending more time together, we begin to see that underneath all of Dru's bravado is a childlike yearning to be accepted by his brother, Gru.



BALTHAZAR BRATT

Voiced By TREY PARKER

Orphan... child prodigy... criminal mastermind. Balthazar Bratt is the former child-star of the '80s TV show EVIL BRATT where he played a kid villain bent on world domination... that is, until he hit puberty and the show was abruptly canceled. Clinging to the past with his fashion and hairstyle, Bratt has become obsessed with the villainous character he played on TV and is determined to exact revenge on the world that turned its back on him. Armed with his killer Keytar and explosive Rubik's cubes, Bratt proves to be Gru's toughest nemesis yet, as he attempts to recreate the world-ending events from the final, unaired episode of his show.





LUCY

Voiced By KRISTEN WIIG

After losing her job at the AVL for defending her husband, Gru, Lucy redirects her workaholic energy into becoming the perfect mom to their three girls. Masking her insecurity in this role with an overwhelming show of optimism and enthusiasm, Lucy is the first to pack her bags when Gru announces he has a brother in Freedonia. She encourages the girls to embrace the Freedonian culture by taking part in a local cheese festival with her, but Lucy's well-intended efforts only lead to disaster when she loses track of Edith and Agnes and then accidentally gets Margo engaged to a weird boy from the town.





AGNES

Voiced By **NEV SCHARREL**

Agnes, Gru's youngest daughter, is innocent and selfless. When she finds out that Gru and Lucy have lost their jobs, she does everything she can to help her family, even if it means selling her favorite fluffy unicorn at a garage sale. Initially enthusiastic to travel to Freedonia to meet her Uncle Dru, her excitement goes through the roof when she hears that real unicorns may inhabit the nearby forest. Gru wants to protect his youngest from disappointment, but ultimately doesn't have the heart to tell her the stories might not be true. And so, heeding the local legend that "only a maiden pure of heart" can find a unicorn, Agnes sets out to fulfill her lifelong dream.





EDITH

Voiced By **DANA GAIER**

Edith, Gru's relentlessly devious middle daughter, is always looking for the next scheme... now fueled by Uncle Dru's encouragement! Between her comedic pranks on Dru's unsuspecting Butler, Fritz, Edith agrees to chaperone Agnes's pure-of-heart quest to find a unicorn, realizing that a rare video of the mythical creature could make her fabulously rich! Or at least fund her next prank.





MARGO

Voiced By MIRANDA COSGROVE

Margo, Gru's oldest daughter, may have all the angst of an adolescent, but she's still the most responsible of the three sisters and always puts family first. Despite her best protests, Margo is pushed by Lucy to take part in a traditional Freedomian dance which, it turns out, leaves her accidentally engaged to a local boy. Embarrassed and frustrated, Margo vows to discontinue her involvement in "local culture," but the experience ultimately does strengthen her bond with Lucy.

GRU'S MINIONS

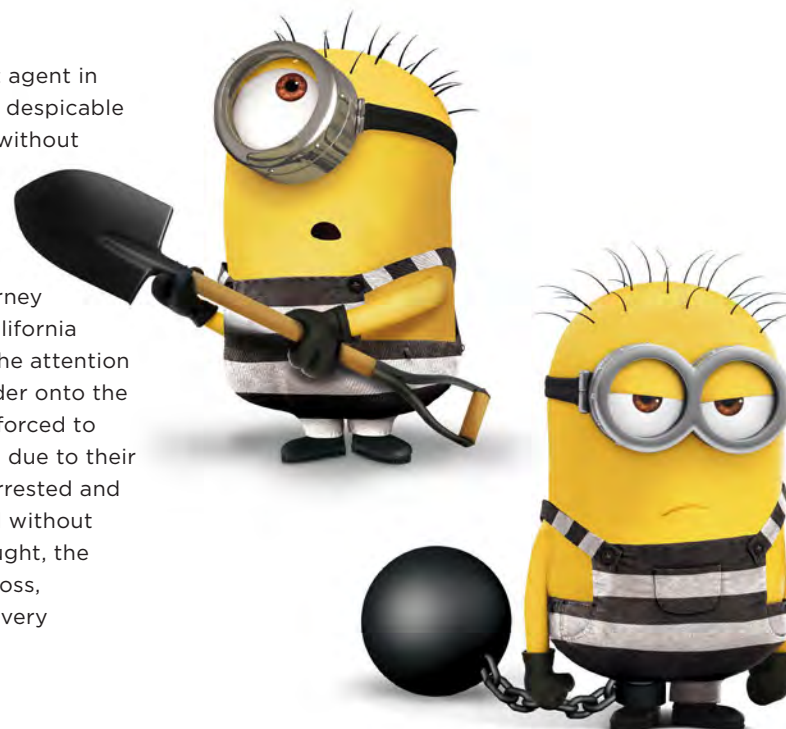
Voiced By **PIERRE COFFIN**

With a master who's no longer a top secret agent in the AVL nor interested in going back to his despicable ways, Gru's banana-loving Minions are left without any super cool gadgets to test or any mayhem to be had.

Led by Mel, the Minions decide to revolt and make a go of it on their own. Their journey takes them to a studio lot in Hollywood, California where, after wreaking havoc and drawing the attention of law enforcement, they accidentally wander onto the set of a singing competition show and are forced to perform. The Minions are an instant hit but, due to their trail of destruction, they are immediately arrested and thrown in jail. Realizing that simple survival without Gru is more challenging than they had thought, the tribe decides to reunite with their former boss, unaware that he is about to face off with a very unhinged Balthazar Bratt.



MINION MEL



GRU'S MINIONS

Meanwhile, Gru puts Dave & Jerry in charge and they accompany him on his trip to Freedonia. At first content with tormenting butler Fritz alongside Edith, Jerry and Dave soon get bored with Freedonian life and are eager to join Gru when they discover he's not entirely done with his despicable ways.



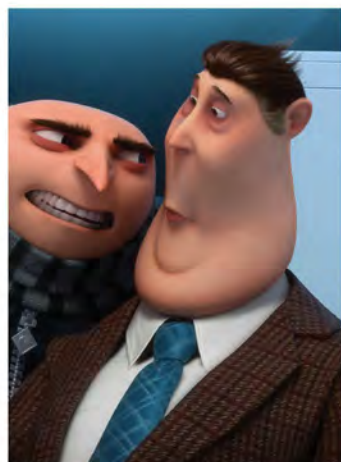


GRU'S MOM

Voiced By JULIE ANDREWS

Gru's Mom fills her golden years with swim lessons from her very hunky Italian instructors in her palatial swimming pool. When Gru confronts her about the twin brother he never knew, she begrudgingly divulges the details of Gru's earliest days: When she and Gru's father split, they agreed to each take one infant son to raise on their own, promising never to see each other again. Obviously, as she says, she got second pick.





SILAS

Voiced By STEVE COOGAN

Silas, the portly head of the AVL, is abruptly removed from office and replaced by someone younger and more ambitious. However, Silas never gives up a case and will ultimately help Gru and Lucy take on Balthazar Bratt.



VALERIE

Voiced By JENNY SLATE

Valerie, Silas's young and ambitious replacement, has little patience for incompetence. When Gru and Lucy fail to catch Bratt, Valerie makes an example of them on her first day at the AVL, humiliating and firing them in front of the rest of their fellow agents.



DR NEFARIO

Dr. Nefario has managed to accidentally freeze himself in carbonite, rendering him trapped and unavailable to Gru in his time of need.



NIKO

Niko, a local Freedomian boy gets engaged to Margo without her knowledge during a traditional dance. When Margo refuses to marry him, an unfortunate tradition forces Niko to face losing the one thing he cares about most, his pet pig.



FRITZ

Voiced By **STEVE COOGAN**

Fritz is Gru's always patient and often put-upon German butler. He is calm, collected, and proper – even when faced with Gru's eccentric antics, the family pet Kyle taking a bite out of his leg or being tormented by Gru's Minions, Dave and Jerry.



CLIVE

Voiced By **JENNY SLATE**

Clive, the robotic villain sidekick on the TV show EVIL BRATT, has remained loyal to Bratt all these years later, always there for whatever Bratt needs – whether that's an 80's soundtrack for their heists or a little ego boost for the aged child-star who's been forgotten by his fans.

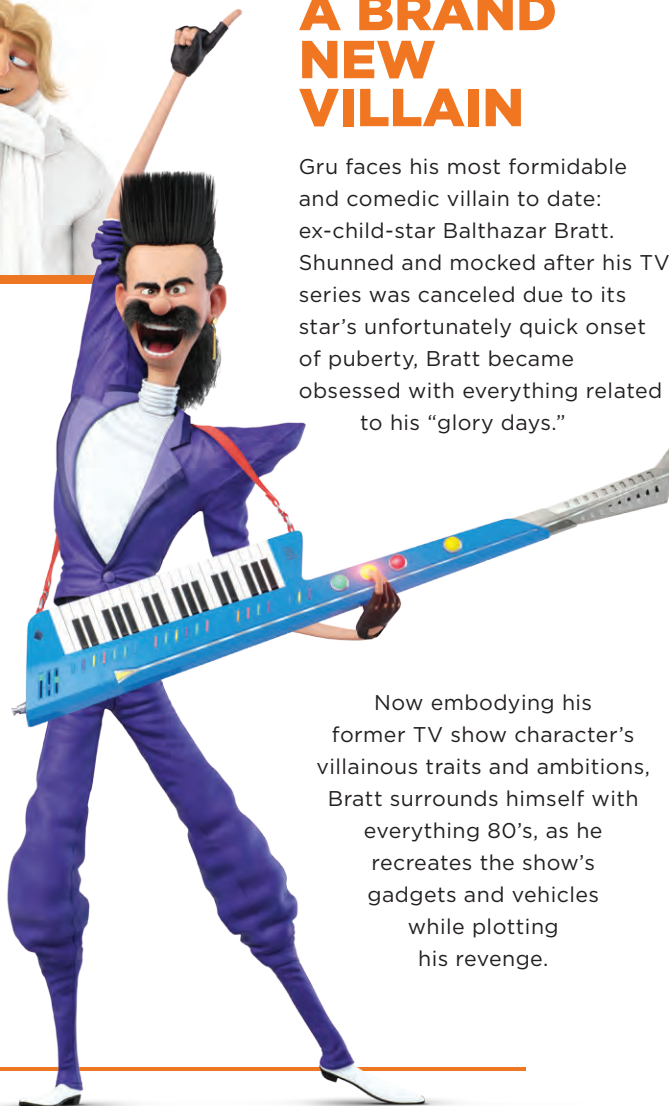
WHAT'S NEW IN **DESPICABLE ME 3**



SIBLING RIVALRY

Dru may be more attractive, affable and ostensibly wealthy than Gru, but Gru is something that Dru desperately wants to become: a villainous mastermind.

This “yin and yang” dynamic is what makes the brothers’ relationship so complex – but also what will ultimately lead to their reconciliation.



A BRAND NEW VILLAIN

Gru faces his most formidable and comedic villain to date: ex-child-star Balthazar Bratt. Shunned and mocked after his TV series was canceled due to its star’s unfortunately quick onset of puberty, Bratt became obsessed with everything related to his “glory days.”

Now embodying his former TV show character’s villainous traits and ambitions, Bratt surrounds himself with everything 80’s, as he recreates the show’s gadgets and vehicles while plotting his revenge.



GRU'S MINIONS

They quit, they get arrested and a newly highlighted Minion, Mel, emerges as a leader of sorts.

Left behind in the strike, Jerry and Dave get promoted and lead the charge back home.

AGNES

Agnes finds a real unicorn. Sort of.



BRAND CRITERIA

This is the essence and visual personality of the DESPICABLE ME brand. All creative choices should be grounded in the film – its story, its characters and its aesthetics. The overall goal is to maintain the integrity of the brand through thoughtful depictions of the characters in appropriate narrative tableaux. To that end, keep in mind the following guidelines as you develop your content assets:

TONE

SWEET AND SUBVERSIVE

Characters should always be presented in such a way as to feature both the lovable and the mischievous sides of their personalities. **Capture the complexity...**

CONTENT

CONNECT EMOTIONALLY TO AN ALL-AUDIENCE DEMO

We depict situations that audiences across all ages and cultures can easily relate to and make their own. This is how we connect emotionally to our audiences and bring both **heart and humor** to all our executions.

VISUAL STYLE

MODERN AND RELEVANT

The brand's aesthetic reflects this. Use visual elements that are drawn from contemporary culture. A franchise with a central place in today's culture must remain **relevant to today's culture**.

CORE

INNOVATIVE AND EVENT WORTHY

Use your expertise to try something new in your category. Defy conventions & expectations. Surprise the audience. **Break through the clutter.** Think big & create an event.



WHAT TO **EMBRACE**

- Delightfully Flawed Characters
- Dynamic
- Rebellious
- Unexpected
- Subversive
- Expressive
- Thrilled
- Authentic
- Organic
- Distinctive
- Refer to “Marketing” as
“Content,” not messaging

WHAT TO **AVOID**

- Adventure
- 3D
- Hilarious
- Happy
- Groovy
- Cool
- Hip
- Edgy
- Kids
- Kid Films
- Family Films
- Quirky
- Minion Mayhem (reserved for Theme Parks)
- “Little” Minions (diminishes our characters)
- Any Slang like: “hang,” “jam”
- Any Puns
- Limit use of Exclamation Points
- No Minionese



CREATIVE **GUARDRAILS**

- Always aim for creativity over messaging – **surprise and delight** the audience and always include some sort of gag/comedy that is in keeping with the tone of the film’s humor
- Be thoughtful in your placement of the DM3 characters; each character should have a **definitive purpose** for being there, not merely slapped on as spatial elements
- Poses should only be used in the context their action is depicting and always reflect the **distinct personality and humor** of the specific character
- DM3 characters should interact **logically and thoughtfully** with the environment and all elements and characters on the layout
- When creating a co-branded element, some contact/interaction between characters and products may be possible, but only if **motivated by humor** attributes inherent to the characters and in a way that **makes sense/looks realistic/has integrity**
- Strive for **logo parity** when applicable
- **Do not** “Frankenstein”, customize, flop or otherwise alter any fully rendered pose
- **Do not** write new copy for the DM3 characters, only use approved style guide editorial
- **Do not** write any editorial or supplemental copy in the voice of DM3 characters
- **Do not** use DM3 logo as a design device
- **Do not** clutter the design to fill a space; maintain a **clear and clean** visual approach



SECTION B

LOGO GUIDELINES

This section will cover all the rules governing the proper use of the Despicable Me 3 logo.



CLEARANCE SPACE

The Despicable Me 3 logo is ready-to-use and should not be altered in any way. Only one logo should be used per surface of a design, i.e., one on each side of point-of-sale and point-of-purchase displays.

To ensure readability and maintain sufficient clearance space around the Despicable Me 3 logo, no other elements, whether type, graphics or other logos, are allowed within the clearance space.

X = Clearance Space

Use the stem width of the "M" as the distance for your measurements.



DM3_ENGLISH-4_CTA_4C_2.PSD



DM3_ENGLISH-4_CTA_4C_2_W_HD_V3.PSD

The approved logo with holding device should maintain proper clearance space when placed on a busy or colored background.





RELEASE MESSAGING

The Despicable Me 3 logo is ready-to-use and should not be altered in any way. Only one logo should be used per surface of a design, i.e., one on each side of point-of-sale and point-of-purchase displays.

The approved release call-outs below can be used in conjunction with the Despicable Me 3 logo. Select only ONE call-out per promo.

FOR DOMESTIC USE

SEE THE MOVIE!

SUMMER 2017

ONLY IN THEATERS

ONLY IN THEATRES

FOR INTERNATIONAL USE

ONLY IN CINEMAS



DM3_ENGLISH-4_CTA_4C_2.PSD

AKZIDENZ GROTESK - ROMAN
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789



PANTONE 2161 C
R: 40 C: 93
G: 87 M: 55
B: 128 Y: 16
K: 25

GOTHAM MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789



PANTONE BLACK C
R: 0 C: 0
G: 0 M: 0
B: 0 Y: 0
K: 100



LOGO LOCKUP PLACEMENT - WITH HOLDING DEVICE

The Despicable Me 3 logo is ready-to-use and should not be altered in any way. Only one logo should be used per surface of a design, i.e., one on each side of point-of-sale and point-of-purchase displays. The following logos with the holding device should only be used when applying to non-white backgrounds.



FLOATING



TOP LEFT



TOP RIGHT



BOTTOM LEFT



BOTTOM RIGHT

DO'S & DON'TS

The Despicable Me 3 logo is ready-to-use and should not be altered in any way. Only one logo should be used per surface of a design, i.e., one on each side of point-of-sale and point-of-purchase displays.



DO use logo as provided with no change other than proportional scaling.



DO use the approved logo lockup with the white holding device when the logo is on a busy or colored background.



DON'T change the color of the logo.



DON'T rearrange the logo.



DON'T stretch or skew the logo.



DON'T reverse the logo.





STANDARD LOGOS

The Despicable Me 3 logo is ready-to-use and should not be altered in any way. Only one logo should be used per surface of a design, i.e., one on each side of point-of-sale and point-of-purchase displays.



DM3_ENGLISH-4_CTA_4C_2.PSD



DM3_ENGLISH_CTA_4C_5.PSD



DM3_ENGLISH-2_CTA_4C_4.PSD



DM3_ENGLISH-3_CTA_4C_4.PSD



DM3_ENGLISH_CTA_4C_4.PSD



STANDARD LOGOS - WITH HOLDING DEVICE

The Despicable Me 3 logo is ready-to-use and should not be altered in any way. Only one logo should be used per surface of a design, i.e., one on each side of point-of-sale and point-of-purchase displays. The following logos with the holding device should only be used when applying to non-white backgrounds.



DM3_ENGLISH-4_CTA_4C_2_HD_V3.PSD



DM3_ENGLISH_CTA_4C_5_HD_V3.PSD



DM3_ENGLISH-2_CTA_4C_4_HD_V3.PSD



DM3_ENGLISH-3_CTA_4C_4_HD_V3.PSD



DM3_ENGLISH_CTA_4C_4_HD_V3.PSD





VECTOR LOGOS

The Despicable Me 3 logo is ready-to-use and should not be altered in any way. Only one logo should be used per surface of a design, i.e., one on each side of point-of-sale and point-of-purchase displays. The following logos are for use when there are printing limitations.



DM3_ENGLISH-4_CTA_VECTOR_4C_2.EPS



DM3_ENGLISH_CTA_VECTOR_4C_5.EPS



DM3_ENGLISH-2_CTA_VECTOR_4C_4.EPS



DM3_ENGLISH-3_CTA_VECTOR_4C_4.EPS



DM3_ENGLISH_CTA_VECTOR_4C_4.EPS



VECTOR LOGOS - WITH HOLDING DEVICE

The Despicable Me 3 logo is ready-to-use and should not be altered in any way. Only one logo should be used per surface of a design, i.e., one on each side of point-of-sale and point-of-purchase displays. The following logos with the holding device should only be used when applying to non-white backgrounds.



DM3_ENGLISH-4_CTA_VECTOR_4C_2_HD_V3.EPS



DM3_ENGLISH_CTA_VECTOR_4C_5_HD_V3.EPS



DM3_ENGLISH-2_CTA_VECTOR_4C_4_HD_V3.EPS



DM3_ENGLISH-3_CTA_VECTOR_4C_4_HD_V3.EPS



DM3_ENGLISH_CTA_VECTOR_4C_4_HD_V3.EPS





VECTOR LOGOS

The Despicable Me 3 logo is ready-to-use and should not be altered in any way. Only one logo should be used per surface of a design, i.e., one on each side of point-of-sale and point-of-purchase displays. The following logos are for use when there are printing limitations.



DM3_ENGLISH-4_CTA_VECTOR_K_2.EPS



DM3_ENGLISH_CTA_VECTOR_K_5.EPS



DM3_ENGLISH-2_CTA_VECTOR_K_4.EPS



DM3_ENGLISH-3_CTA_VECTOR_K_4.EPS



DM3_ENGLISH_CTA_VECTOR_K_4.EPS



ONE COLOR VECTOR LOGOS - WITH HOLDING DEVICE

The Despicable Me 3 logo is ready-to-use and should not be altered in any way. Only one logo should be used per surface of a design, i.e., one on each side of point-of-sale and point-of-purchase displays. The following logos with the holding device should only be used when applying to non-white backgrounds.



DM3_ENGLISH-4_CTA_VECTOR_K_2_HD_V3.EPS



DM3_ENGLISH_CTA_VECTOR_K_5_HD_V3.EPS



DM3_ENGLISH-2_CTA_VECTOR_K_4_HD_V3.EPS



DM3_ENGLISH-3_CTA_VECTOR_K_4_HD_V3.EPS



DM3_ENGLISH_CTA_VECTOR_K_4_HD_V3.EPS



LOGO COLOR PALETTE

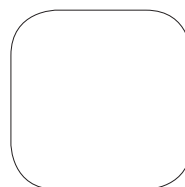
These are the colors used in the logo.



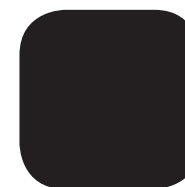
PANTONE 158 C
 R: 232 C: 0
 G: 119 M: 62
 B: 34 Y: 95
 K: 0



PANTONE 2161 C
 R: 40 C: 93
 G: 87 M: 55
 B: 128 Y: 16
 K: 25



PANTONE WHITE C
 R: 255 C: 0
 G: 255 M: 0
 B: 255 Y: 0
 K: 0



PANTONE BLACK C
 R: 0 C: 0
 G: 0 M: 0
 B: 0 Y: 0
 K: 100

TYPOGRAPHY

These are the approved fonts for call to action. Font is available for purchase at www.typography.com.

GOTHAM MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789





SECTION C

CORE MOVIE LOOK

This section will cover the rules and guidelines when developing promotional materials for Despicable Me 3. These pieces will endorse the release date of the movie, and also include introductions to the franchise's new characters to help familiarize the audience with those additional cast members.



PROMOTIONAL LOOK

These are the required branding elements, and their proper usage, to create Despicable Me 3 promotional packaging, point-of-sale and point-of-purchase displays. All branding components must be included, unless otherwise noted.

1. DESPICABLE ME 3 LOGO

The Despicable Me 3 vector logo is used over white, maintaining the required clearance in relation to other elements.

RELEASE MESSAGE

Floats below Despicable Me 3 logo.

2. MINION TILE

The Minion Tile is used as a supporting graphic to frame the art.

3. CALL TO ACTION

The CTA should be placed in any open area of the layout, in the approved shape.



4. CHARACTER ART

Character art should be the focal point of the layout.

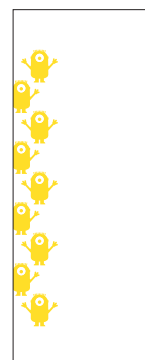
5. BACKGROUND

The background must be white, while the characters stand grounded on the yellow floor.

DM3_CORE_PROMO_KEY_VISUAL.PSD

BRANDING COMPONENTS MINION TILE

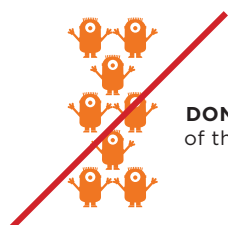
The Minion Tile is used as a supporting background element and should always be placed behind all other elements. The Minion Tile should always run parallel to the vertical sides of the layout, with the Minions standing upright. The Minion Tile should always be represented as filling a rectangular shape. The Minion Tile should always be placed to allow the proper clearance space for the Despicable Me 3 logo lockup, the CTA and the Character Call Out.



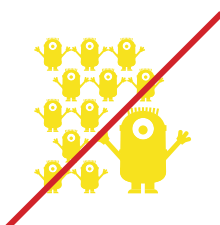
DM3_CORE_PROMO_GRAPHICS_02.EPS

NOTE:

PMS 107 C is the only approved color for the Minion Tile.



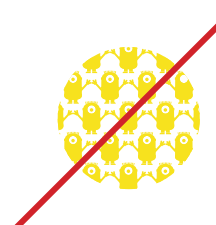
DON'T change color of the Minion Tile.



DON'T change the scale of the Minion Tile relative to other elements.



DON'T over load an image with the Minion Tile to create a pattern.



DON'T fill a shape with the Minion Tile.

BRANDING COMPONENTS **CALL TO ACTION USAGE**

There are multiple options for the CTA but all should be placed against the white core look background. The yellow bar may be extended to the whole length of the document. The yellow block may be used to capture the CTA when the placement is specifically at the bottom edge of a layout. Floating CTA should never be placed over art and given enough clearance space to not clutter the art. It is important to maintain the proportional relationship of the CTA lockup to the other elements regardless the CTA shape.

call to
ACTION
could go
HERE

NOTE:

Additional CTA lockups can be found on the following page.



call to
ACTION
could go
HERE

DON'T change lockup of CTA.

call to
ACTION
could go
HERE

DON'T change color of CTA.



DON'T change the scale of CTA relative to the other elements.

call to
ACTION
could go
HERE

DON'T substitute the CTA font for any other.

BRANDING COMPONENTS **CALL TO ACTION ELEMENTS**

These approved CTA callouts can be used in conjunction with the Despicable Me 3 logo. Only one CTA look should be used per surface of a design, i.e., one on each side of point-of-sale and point-of-purchase displays.

call to
ACTION
could go
HERE

call to **ACTION**
could go **HERE**

**CALL TO
ACTION
HERE!**

**CALL TO
ACTION
HERE!**

**CALL TO
ACTION
HERE!**

**CALL TO
ACTION
HERE!**

**CALL TO
ACTION
HERE!**

**CALL TO
ACTION
HERE!**

**CALL TO
ACTION
HERE!**

**CALL TO
ACTION
HERE!**

**CALL
TO
ACTION
HERE!**

**CALL
TO
ACTION
HERE!**

**CALL
TO
ACTION
HERE!**

**CALL
TO
ACTION
HERE!**

**PARTNER
CALL TO ACTION
HERE!**

**PARTNER
CALL TO ACTION
HERE!**

**PARTNER
CALL TO ACTION
HERE!**

**PARTNER
CALL TO ACTION
HERE!**

**PARTNER
CALL TO ACTION
HERE!**

**PARTNER
CALL TO ACTION
HERE!**

**PARTNER
CALL TO ACTION
HERE!**

**PARTNER
CALL TO ACTION
HERE!**

**CALL TO ACTION
HERE!**

**CALL TO ACTION
HERE!**

**CALL TO ACTION
HERE!**

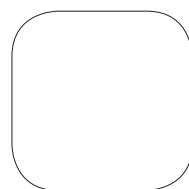
**CALL TO ACTION
HERE!**

DM3_CORE_PROMO_CTA_SHEET_01.EPS



BRANDING COMPONENTS **BACKGROUND**

The use of white space is an integral part of the Despicable Me 3 brand look that creates a clean and contemporary backdrop for the character art. The character should always be standing on a PMS 107C yellow base, this helps ground the characters and ties the art together.



PANTONE WHITE C

R: 255 C: 0
G: 255 M: 0
B: 255 Y: 0
K: 0



PANTONE 107 C

R: 251 C: 0
G: 225 M: 0
B: 34 Y: 92
K: 0



DON'T substitute the white background color for any other color.



DON'T use a gradient on the white background.



KEY VISUALS

Use these approved key visual layouts as reference when designing promotional packaging, point-of-sale or point-of-purchase display materials.
All brand components must be included unless otherwise noted.



DM3_CORE_PROMO_KEY_VISUAL.PSD



DM3_CORE_PROMO_KEY_VISUAL_02.PSD



DM3_CORE_PROMO_KEY_VISUAL_03.PSD

FREE FLOATING GRAPHICS

Use these approved free floating layouts as reference when designing promotional packaging, point-of-sale or point-of-purchase display materials. All brand components must be included unless otherwise noted.



DM3_CORE_PROMO_CIRCLE_01.PSD



DM3_CORE_PROMO_CIRCLE_03.PSD



DM3_CORE_PROMO_CIRCLE_05.PSD



DM3_CORE_PROMO_CIRCLE_02.PSD



DM3_CORE_PROMO_CIRCLE_04.PSD



VERTICAL GRAPHICS

Use these approved vertical layouts as reference when designing promotional packaging, point-of-sale or point-of-purchase display materials.
All brand components must be included unless otherwise noted.



DM3_CORE_PROMO_VERT_01.PSD



DM3_CORE_PROMO_VERT_02.PSD



DM3_CORE_PROMO_VERT_03.PSD



DM3_CORE_PROMO_VERT_04.PSD



VERTICAL GRAPHICS

Use these approved vertical layouts as reference when designing promotional packaging, point-of-sale or point-of-purchase display materials.
All brand components must be included unless otherwise noted.



DM3_CORE_PROMO_VERT_05.PSD



DM3_CORE_PROMO_VERT_06.PSD



DM3_CORE_PROMO_VERT_07.PSD



DM3_CORE_PROMO_VERT_08.PSD



HORIZONTAL GRAPHICS

Use these approved horizontal layouts as reference when designing promotional packaging, point-of-sale or point-of-purchase display materials. All brand components must be included unless otherwise noted.



DM3_CORE_PROMO_HRZ_01.PSD



DM3_CORE_PROMO_HRZ_02.PSD



CORNER GRAPHICS

Use these approved corner layouts as reference when designing promotional packaging, point-of-sale or point-of-purchase display materials.
All brand components must be included unless otherwise noted.



DM3_CORE_PROMO_TOP_LT_01.PSD



DM3_CORE_PROMO_TOP_RT_01.PSD



DM3_CORE_PROMO_BTMT_01.PSD



DM3_CORE_PROMO_BTMT_01.PSD



CORNER GRAPHICS

Use these approved corner layouts as reference when designing promotional packaging, point-of-sale or point-of-purchase display materials.
All brand components must be included unless otherwise noted.



DM3_CORE_PROMO_TOP_LT_02.PSD



DM3_CORE_PROMO_TOP_RT_02.PSD



DM3_CORE_PROMO_BTM_LT_02.PSD



DM3_CORE_PROMO_BTM_RT_02.PSD



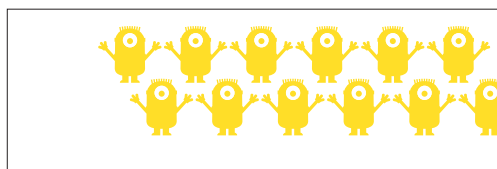
BACKGROUND GRAPHICS MINION TILE

Backgrounds may be used with retail point-of-sale or a point-of-purchase display.

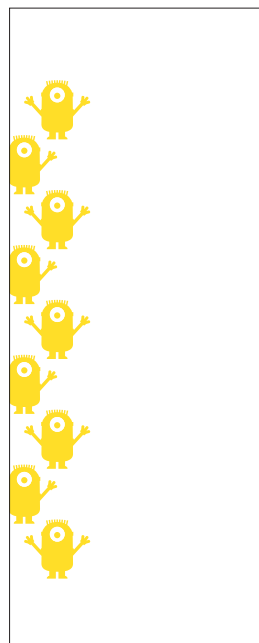
NOTE:

These various Minion Tile options should be used as supplemental design elements, not a focal point.

Please see page 36 for usage guidelines.



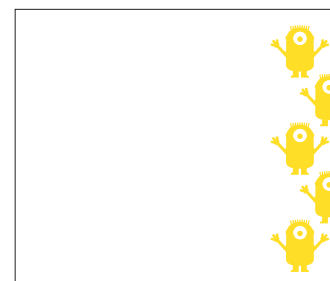
DM3_CORE_PROMO_BKG_GRAPHICS_01.EPS



DM3_CORE_PROMO_BKG_GRAPHICS_02.EPS



DM3_CORE_PROMO_BKG_GRAPHICS_03.EPS



DM3_CORE_PROMO_BKG_GRAPHICS_04.EPS



COLOR PALETTE

These are the colors used in the core movie look.



PANTONE 107 C

R: 251 C: 0
G: 225 M: 0
B: 34 Y: 92
K: 0



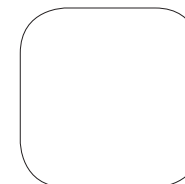
PANTONE 158 C

R: 232 C: 0
G: 119 M: 62
B: 34 Y: 95
K: 0



PANTONE 2161 C

R: 40 C: 93
G: 87 M: 55
B: 128 Y: 16
K: 25



PANTONE WHITE C

R: 255 C: 0
G: 255 M: 0
B: 255 Y: 0
K: 0



PANTONE BLACK C

R: 0 C: 0
G: 0 M: 0
B: 0 Y: 0
K: 100

TYPOGRAPHY

These are the approved fonts for text, graphics and backgrounds. Fonts are available for purchase at www.typography.com

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

GOTHAM ULTRA

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789



SECTION D

ALT PROMO LOOK

This section will cover the rules and guidelines when developing promotional materials for Despicable Me 3 using an alternative approach to the core look. These pieces will endorse the release date of the movie, allows room for partner branding and also features a bright and bold color palette.



ALT PROMOTIONAL LOOK

These are the required branding elements, and their proper usage, to create Despicable Me 3 promotional packaging, point-of-sale and point-of-purchase displays. All branding components must be included, unless otherwise noted.

1. DESPICABLE ME 3 LOGO

The Despicable Me 3 logo overlaps the white background and the Cloud Graphic, maintaining the required clearance relative to those elements.

RELEASE MESSAGE

Floats below Despicable Me 3 logo.

2. CHARACTER ART

Character art should be the focal point of the layout.



DM3_ALT_PROMO_KEY_VISUAL.PSD

3. CALL TO ACTION

The CTA should be placed in any open area of the layout, in the approved shape.

4. CLOUD GRAPHIC

The Cloud Graphic is used as the main background element and should always be placed in front of the white space, and behind all other elements.

5. PARTNER LOGO

If a partner logo is required, it can be placed on the white space.

BRANDING COMPONENTS **CALL TO ACTION**

There are two options for the CTA: a single block holding the text, and two stacked bars, holding the text. The block may be used for longer copy, the bars for shorter. In both versions, the text is centered. The bars in the stacked version should be the same height and length, and should be centered. Maintain the proportional relationship of the CTA lockup to the other elements as represented in this guide.



DM3_ALT_PROMO_CTA_01.EPS

NOTE:

The CTA font is Gotham Light and Gotham Bold. The font color is white and the CTA holding device is PMS 426 C.



DON'T change lockup of CTA.



DON'T change color of CTA.



DON'T change the scale of CTA relative to the other elements.

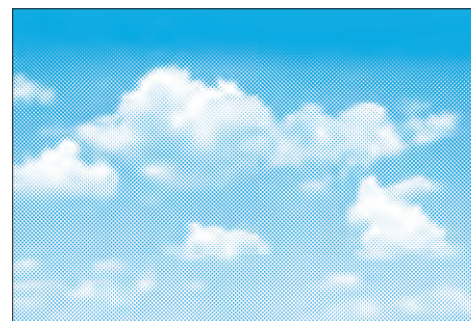


DON'T substitute the CTA font for any other.



BRANDING COMPONENTS **CLOUD GRAPHIC**

The Cloud Graphic is used as the main background element and should always be placed behind all other elements. The Cloud Graphic is composed of two elements: the halftone depiction of clouds and a blue fill color, PMS 299 C. The Cloud Graphic should appear across the background of the entire piece of art.



DM3_ALT_PROMO_BKG_GRAPHICS_01.EPS

NOTE:

Maintain the scale of the Cloud Graphic relative to the other elements, as represented in the provided examples.



DON'T
Change color of the Cloud Graphic.



DON'T
Place the cloud graphic over, or on top of, any other element in the layout.



DON'T
Completely remove the cloud element.

VERTICAL GRAPHICS

Use these approved vertical layouts as reference when designing promotional packaging, point-of-sale or point-of-purchase display materials.
All brand components must be included unless otherwise noted.



DM3_ALT_PROMO_VERT.PSD



HORIZONTAL GRAPHICS

Use these approved horizontal layouts as reference when designing promotional packaging, point-of-sale or point-of-purchase display materials. All brand components must be included unless otherwise noted.



DM3_ALT_PROMO_HRZ.PSD



CORNER GRAPHICS

Use these approved corner layouts as reference when designing promotional packaging, point-of-sale or point-of-purchase display materials.
All brand components must be included unless otherwise noted.



DM3_ALT_PROMO_CORNER_TOP_LFT.PSD



DM3_ALT_PROMO_CORNER_TOP_RT.PSD



DM3_ALT_PROMO_CORNER_BTM_LFT.PSD



DM3_ALT_PROMO_CORNER_BTM_RT.PSD



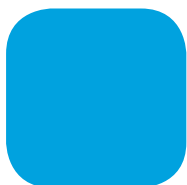
COLOR PALETTE

These are the colors used in the alt movie look.



PANTONE 158 C

R: 232 C: 0
G: 119 M: 62
B: 34 Y: 95
K: 0



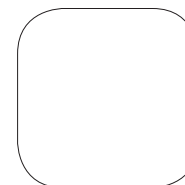
PANTONE 299 C

R: 0 C: 86
G: 163 M: 8
B: 224 Y: 0
K: 0



PANTONE 2161 C

R: 40 C: 93
G: 87 M: 55
B: 128 Y: 16
K: 25



PANTONE WHITE C

R: 255 C: 0
G: 255 M: 0
B: 255 Y: 0
K: 0



PANTONE 426 C

R: 37 C: 94
G: 40 M: 77
B: 42 Y: 53
K: 94



PANTONE BLACK C

R: 0 C: 0
G: 0 M: 0
B: 0 Y: 0
K: 100

TYPOGRAPHY

These are the approved fonts for text, graphics and backgrounds. Fonts are available for purchase at www.typography.com

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789



SECTION E

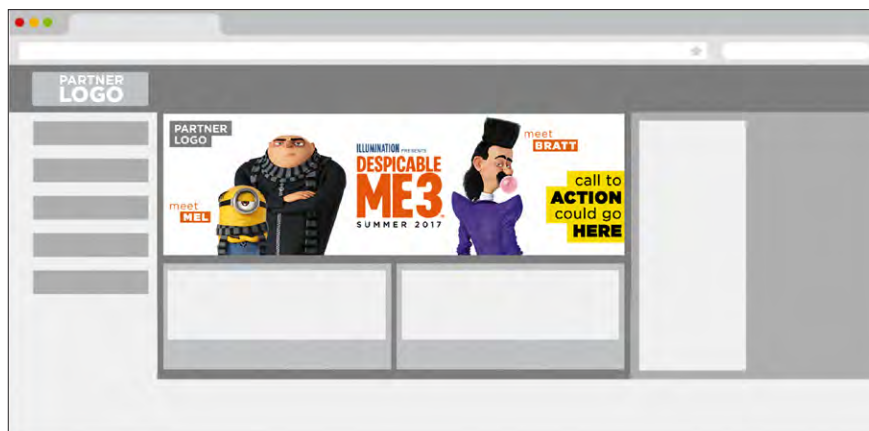
DIGITAL LOOK

This section will cover the rules and guidelines when developing digital and social media promotional materials for Despicable Me 3. These pieces will endorse the release date of the movie, and also include introductions to the franchise's new characters to help familiarize the audience with those additional cast members.



LANDING PAGE

These are examples of how to use brand assets for partner web pages.



DM3_DIGI_LANDING_01.PSD

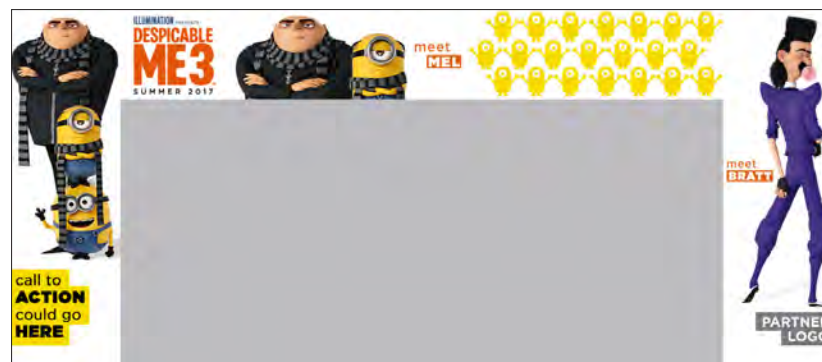


DM3_DIGI_LANDING_02.PSD



WEBSKIN TAKEOVER

These are examples of how to use brand assets for partner webskin takeovers.



DM3_DIGI_WEBSKIN_01.PSD



DM3_DIGI_WEBSKIN_02.PSD



SWEEPSTAKES PAGE

These are examples of how to use brand assets for partner sweepstakes.



DM3_SWEEPSTAKES.PSD

SOCIAL MEDIA PAGE

Use brand assets for partner social media pages.



DM3_828X315_01.PSD



DIGITAL BANNERS

Use brand assets for partner digital banners.



DM3_DIGI_160X600_01.PSD



DM3_DIGI_300X600_01.PSD



DM3_DIGI_728X90_01.PSD



DM3_DIGI_970X250_01.PSD



DM3_DIGI_300X60_01.PSD



DM3_DIGI_300X250_01.PSD



DM3_DIGI_970X150_01.PSD

MOBILE BANNERS

Use brand assets for partner digital mobile banners.



DM3_DIGI_500X500_01.PSD



DM3_DIGI_300X50_01.PSD



DM3_DIGI_300X60_01.PSD



DM3_DIGI_300X250_01.PSD



DM3_DIGI_320X100_01.PSD



DM3_DIGI_320X50_01.PSD



DM3_DIGI_750X1100_01.PSD



TABLET BANNERS

Use brand assets for partner digital tablet banners.



DM3_DIGI_728X90_01.PSD



DM3_DIGI_500X500_01.PSD



DM3_DIGI_630X920_01.PSD



SECTION F

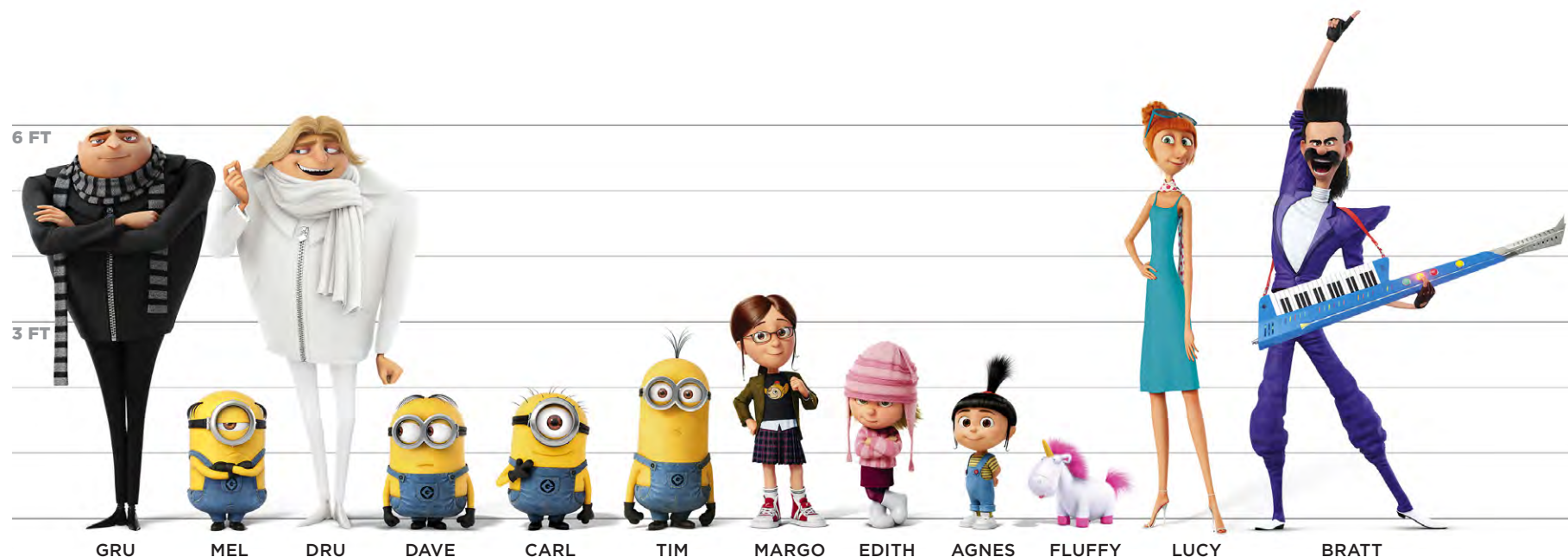
CHARACTER ART

This section contains Despicable Me 3 character art available for promotional use. Included are both individual and group poses.



CHARACTER ART **SCALE CHART**

Despicable Me 3 includes a wide variety of characters. It is important when using multiple characters that they maintain proper sizing in relation to one another. Use this lineup as reference when scaling multiple characters.



CHARACTER ART **GROUPINGS**

Character art is ready-to-use and should not be altered in any way. Do not flip character art. Be sensitive to positioning a character within a crop.



DM3_GRP_CA_RD_01_V2.PSD



DM3_GRP_CA_RD_02.PSD



DM3_GRP_CA_RD_03_V2.PSD



DM3_GRP_CA_RD_03_V2_B.PSD



DM3_GRP_CA_RD_04_V2.PSD



DM3_GRP_CA_RD_06.PSD



DM3_GRP_CA_RD_07.PSD

CHARACTER ART **GROUPINGS**

Character art is ready-to-use and should not be altered in any way. Do not flip character art.
 Be sensitive to positioning a character within a crop.



DM3_GRP_CA_RD_08.PSD



DM3_AGNES_GRP_CA_RD_01.PSB



DM3_AGNES_GRP_CA_RD_01_B.PSB



DM3_AGNES_GRP_CA_RD_01_C.PSD

CHARACTER ART **DRU, AGNES, LUCY & BRATT**

Character art is ready-to-use and should not be altered in any way. Do not flip character art.
Be sensitive to positioning a character within a crop.



DM3_DRU_CA_RD_01.PSB



DM3_CA_AGNES_01.PSD



DM3_LUCY_CA_RD_02.PSD



DM3_BRATT_CA_RD_01.PSD



DM3_BRATT_CA_RD_02.PSD



DM3_BRATT_CA_RD_03.PSD



DM3_BRATT_CA_RD_04.PSD



DM3_BRATT_CA_RD_05.PSD

CHARACTER ART **MINIONS**

Character art is ready-to-use and should not be altered in any way. Do not flip character art.
Be sensitive to positioning a character within a crop.



DM3_VAC_GRP_CA_RD_01.PSD



DM3_MEL_CA_RD_01_B.PSD



DM3_MEL_CA_RD_02.PSD



DM3_MEL_CA_RD_03.PSD



DM3_MEL_CA_RD_04.PSD



DM3_DAVE_CA_RD_02.PSD



DM3_80S_CA_RD_01.PSD



DM3_80S_CA_RD_02.PSD



DM3_80S_CA_RD_03.PSD

This pose should never be used alone. Please use in a group of 2 to 3 other dancing minions.



DM3_80S_CA_RD_04.PSD



CHARACTER ART **MINIONS**

Character art is ready-to-use and should not be altered in any way. Do not flip character art.
Be sensitive to positioning a character within a crop.



DM3_BOS_CA_RD_05.PSD



DM3_BOS_CA_RD_06.PSD



DM3_BOS_CA_RD_07.PSD
This pose should never be used alone. Please use placed a top other characters or another object.



DM3_BOS_CA_RD_01.PSD



DM3_BOS_CA_RD_01B.PSD



DM3_BOS_CA_RD_02.PSD



DM3_BOS_CA_RD_02B.PSD



DM3_BOS_CA_RD_03.PSD



DM3_BOS_CA_RD_04.PSD



DM3_BOS_CA_RD_05.PSD



CHARACTER ART **MINIONS**

Character art is ready-to-use and should not be altered in any way. Do not flip character art.
 Be sensitive to positioning a character within a crop.



DM3_BOS_CA_RD_06.PSD



DM3_BOS_CA_RD_07.PSD



DM3_BOS_CA_RD_09.PSD



DM3_BOS_CA_RD_13.PSD



CHARACTER ART **LEGACY**

Character art is ready-to-use and should not be altered in any way. Do not flip character art.
Be sensitive to positioning a character within a crop.



DMF_AAL_CHAR_GRP_001.PSD



DMF_AAL_CHAR_GRP_005.PSD



DMF_AAL_CHAR_GRP_006.PSD



DMF_AAL_CHAR_GRP_008.PSD



DMF_AAL_CHAR_GRPWMIN_004.PSB



DMF_AAL_CHAR_GRPWMIN_007.PSD



CHARACTER ART **LEGACY**

Character art is ready-to-use and should not be altered in any way. Do not flip character art. Be sensitive to positioning a character within a crop.



DMF_AAL_CHAR_MARGO_001.PSD



DMF_AAL_CHAR_MARGO_002.PSD



DMF_AAL_CHAR_EDITH_001.PSD



DMF_AAL_CHAR_EDITH_002.PSD



DMF_AAL_CHAR_EDITH_003.PSD



DMF_AAL_CHAR_AGNES_001.PSD



DMF_AAL_CHAR_AGNES_002.PSD



DMF_AAL_CHAR_AGNES_004.PSD



DMF_AAL_CHAR_AGNES_008.PSD

CHARACTER ART **LEGACY**

Character art is ready-to-use and should not be altered in any way. Do not flip character art. Be sensitive to positioning a character within a crop.



DMF_AAL_CHAR_CARL_001.PSD



DMF_AAL_CHAR_CARL_002.PSD



DMF_AAL_CHAR_CARL_003.PSD



DMF_AAL_CHAR_CARL_005.PSD



DMF_AAL_CHAR_CARL_008.PSD



DMF_AAL_CHAR_CARL_009.PSD



DMF_AAL_CHAR_DAVE_001.PSD



DMF_AAL_CHAR_DAVE_002.PSD



DMF_AAL_CHAR_DAVE_003.PSD



DMF_AAL_CHAR_DAVE_004.PSD



CHARACTER ART **LEGACY**

Character art is ready-to-use and should not be altered in any way. Do not flip character art. Be sensitive to positioning a character within a crop.



DMF_AAL_CHAR_DAVE_005.PSD



DMF_AAL_CHAR_DAVE_006.PSD



DMF_AAL_CHAR_DAVE_010.PSD



DMF_AAL_CHAR_DAVE_011.PSD



DMF_AAL_CHAR_DAVE_012.PSD



DMF_AAL_CHAR_DAVE_015.PSD



DMF_AAL_CHAR_KEVIN_001.PSD



DMF_AAL_CHAR_KEVIN_002.PSD



DMF_AAL_CHAR_KEVIN_006.PSD



DMF_AAL_CHAR_KEVIN_007.PSD



CHARACTER ART **LEGACY**

Character art is ready-to-use and should not be altered in any way. Do not flip character art. Be sensitive to positioning a character within a crop.



DMF_AAL_CHAR_KEVIN_008.PSD



DMF_AAL_CHAR_KEVIN_009.PSD



DMF_AAL_CHAR_KEVIN_010.PSD



DMF_AAL_CHAR_KEVIN_011.PSD



DMF_AAL_CHAR_KEVIN_012.PSD



DMF_AAL_CHAR_KEVIN_013_LG.PSD



DMF_AAL_CHAR_KEVIN_014.PSD



DMF_AAL_CHAR_PHIL_002.PSD



DMF_AAL_CHAR_PHIL_003.PSD



DMF_AAL_CHAR_STUART_001.PSD



CHARACTER ART **LEGACY**

Character art is ready-to-use and should not be altered in any way. Do not flip character art. Be sensitive to positioning a character within a crop.



DMF_AAL_CHAR_STUART_002.PSD



DMF_AAL_CHAR_STUART_CA_008.PSD



DMF_AAL_CHAR_STUART_CA_022.PSD



DMF_AAL_CHAR_STUART_CA_025.PSD



DMF_AAL_CHAR_STUART_CA_026.PSD



DMF_AAL_CHAR_TOM_001.PSD



DMF_AAL_CHAR_TOM_002.PSD



DMF_AAL_CHAR_TOM_003.PSD



CHARACTER ART **LEGACY**

Character art is ready-to-use and should not be altered in any way. Do not flip character art.
 Be sensitive to positioning a character within a crop.



DMF_AAL_CHAR_MINIONGRP_002.PSD



DMF_AAL_CHAR_MINIONGRP_001.PSD



DMF_AAL_CHAR_MINIONGRP_003.PSD



DMF_AAL_CHAR_MINIONGRP_004.PSD



CHARACTER ART **LEGACY**

Character art is ready-to-use and should not be altered in any way. Do not flip character art.
Be sensitive to positioning a character within a crop.



DMF_AAL_CHAR_MINIONGRP_005.PSD



DMF_AAL_CHAR_MINIONGRP_006.PSD



DMF_AAL_CHAR_MINIONGRP_007B.PSD



DMF_AAL_CHAR_MINIONGRP_013.PSD



DMF_AAL_CHAR_MINIONGRP_043.PSD



DMF_AAL_CHAR_MINIONGRP_044.PSD



DMF_AAL_CHAR_MINIONGRP_046.PSD





SECTION G

LEGAL

This section contains Despicable Me 3 legal notices that pertain to all third party partners for all promotional materials.



LEGAL GUIDELINES

The Despicable Me 3 legal notices below pertain to all third party partners for all product packaging, retail merchandising, trade show materials, marketing collateral and advertising.

WORLDWIDE PROMOTIONS:

Despicable Me 3 © 2017 Universal Studios. All Rights Reserved.

TERMS & CONDITIONS

By reviewing and using this Style Guide you agree to, abide by, accept and be bound by Universal Studios' Terms and Conditions of Use as well as, all applicable copyright and trademark and other laws. If you do not agree, please advise Universal Studios immediately.

Universal Studios does not and cannot warrant the performance of the files or the results you may obtain by using the files. Further, Universal Studios does not warrant that the functions provided in the files will meet any of your requirements, including, without limitation, specific operating systems versions, efficiency standards and/or program specific interfacing requirements, resolution requirements, or that the operations of the files will be uninterrupted or error free. Universal Studios' entire liability, and your sole remedy, for any claim or cause of actions whatsoever arising out of your use of these files shall be, at Universal Studios option, the replacement of the files or delivery of a hard copy of the artwork and/or other design elements provided. Under no circumstances will Universal Studios be liable for any damages whatsoever arising out of, and Universal Studios makes no warranties or representations, express or implied, relating to, any third party intellectual property rights, merchantability, or fitness for any particular purpose. Further, Universal Studios shall not under any circumstances be liable to you for consequential, indirect or incidental damages, including, without limitation, lost profits, anticipated business, loss of data, interruption of service or loss of business, even if Universal Studios has been advised of the possibility of such loss or other damage.

You acknowledge that this Style Guide and/or artwork and other design elements are highly proprietary and confidential and are being provided to you solely for use in developing merchandise in accordance with your Despicable Me 3 License Agreement with Universal Studios. No part of the

Style Guide or any reproduction thereof, may be publicly displayed or transferred by you to any other party for any purpose whatsoever. You may not (i) use, copy or transfer the files or A/V Content (A/V Content is defined as images, text, recordings, pictures or other audio and/or visual works), except as provided in these Terms and Conditions; (ii) modify or adapt any A/V Content without the express written consent of Universal Studios or as permitted by law; (iii) reverse assemble, reverse compile or otherwise reverse engineer or translate the files or (iv) sublicense, rent or lease the files or A/V Content to anyone/company. Unauthorized copying, distribution or dissemination of this Style Guide or the materials contained within it, is strictly prohibited and could result in civil and criminal prosecution. In addition, failure to comply with the Terms and Conditions established by Universal Studios may result in termination of your License Agreement. It should also be noted that you will be liable for any and all damages incurred by Universal Studios and any other third parties as a result of any unauthorized use.

Universal Studios reserves the rights to take whatever remedies are available to it at law and equity, and nothing herein shall be construed as a waiver or relinquishment of any rights or remedies available to it.

Please contact Universal Studios Licensing LLC legal department with any questions you may have.

