

### Introduction

The purpose of this document is to help ensure the Dream Beams brand is communicated correctly internally, and presented consistently in all external communications with our partners and consumers.

This brand guide will explain the Dream Beams World & characters and will give guidance on the use of the logo-lockup, fonts, sizes and style variations as well as our colour scheme, brand assets and the application of demos etc.

By strictly adhering to brand guidelines, we will manage and maintain our unique and recognizable brand identity to stand out, project a clear and memorable brand image in the minds of consumers and partners.

Important Note: All branding materials and communications must be submitted to **Matias Schiro** and **Mike Fobes** for approval in advance.



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#### Brand Overview Our Background

Meet the Dream Beams: The cuddliest bedtime best friend that glows in the dark.

Not only are they the cutest, squishiest and chunkiest plushies ever, but they also have a secret surprise!

They also glow in the dark and are the best bedtime companions. Each Dream Beams have their own personality and each of the characters glows differently, you'll have to see that for yourself.



## Our Values

Dream Beams World is a world full of color, happiness and hope. Every Dream Beam have their own talents: singing, dancing, swimming and some of the Dream Beams even have superpowers. They are friendly and supporting each other in different ways.

All the Dream Beams have the same single mission: to let every kid have a goodnight and sweet dreams by providing an emotional support and an opportunity to release stress with the multi-sensory experience – cuddling, squeezing and glow in the dark features.



### Our Brand The logo

The Happy Line logo is the flagship of our brand identity and the principal visual reference for our audiences. For this reason, consistency of logo use is not only a design imperative, it's a business imperative.

#### Full color logo



### One color logo





### One color logo reversed



## **Protection Area**

For presentation consistency always keep logo as shown below and ensure copy is out of the area of isolation around the Dream Beams logo. Use the dimensions below as your guide for proximity of the logo to other design elements, including the edge of the page.

To determine the protective area, measure the height from "a" of the Dream Beams logo. This distance is X. There must always be X amount of space separating the Dream Beams logo from any other design element. The logo should have at least X distance from the edge of the page.



# Minimum size

Use this measure to secure good recognition of the Dream Beams logo, and the Happy Line Logo in it. This is for small size aplications.



Minimum Width Print = 4cm

### **Correct use**

In order to maintain its integrity, the logo cannot be altered in any way from what is outlined in these guidelines. The following are examples of the ways the logo should not be used. Please do not...



...change corporative colors





...remove any element



We love fun, colorful and dynamic design in order to have those on our materials we use these typefaces. Barnacle Boy and Luckiest Guy fonts will be used on titles and Baloo 2 need to be used on longer copy. Use Playtime with Hot Toddies only in special occasions.

#### **Barnacle Boy (Title 1)**

ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

#### Luckiest Guy (Title 2)

ABCDEFGHIJKLMN OPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

#### Baloo 2 (Text)

ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

#### Playtime with Hot Toddies (Special Text)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z abcdefghijklmnopqrstuvwxyz 0123456789

### **Color Palette**

Dream Beams always wants consistancy in their design, we want to differentiate ourselves from other brands, and colors are one of those differences. We have our primary colors for the logo and our secondary colors for other design applications.



### Glow in the dark Logo

Its very important to show the special feature of the Dream Beams, every time we mention the glow in the dark feature, we use this logo in these two aplications, depending of the needs of the design.





#### **Glow in the Dark!**

## Font & Colors

#### **Main Font**

**Barnacle Boy** 



Hex: #FFFFFF RGB: 255/255/255 CMYK: 0/0/0/0 Hex: #271D70 RGB: 39/29/112 CMYK: 100/100/23/14 Pantone 2755 CP Hex: #baff00 RGB: 186/255/0 CMYK: 43/0/100/0





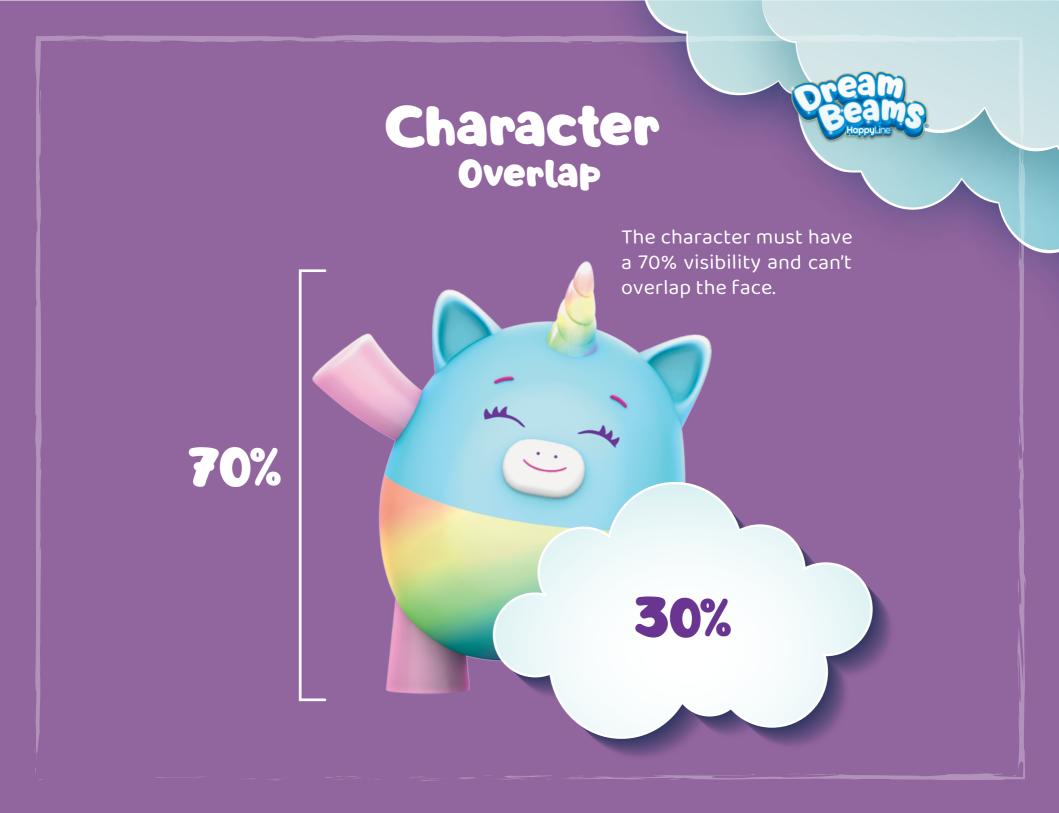
### **Characters Introduction**

Each Dream Beam has a unique personality within Dream Beams World.

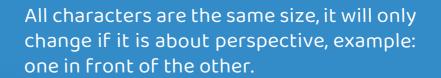
Within this world, the Dream Beams are connected through their personalities and characteristics. Each new Dreamscovery is related to the existing ones within Dream Beams World.

The correct use of the characters and the do's and don'ts will follow and next we will review in detail the bio of each of the characters by Dreamscovery.











### Character Don'ts



Don't change color



Don't deform



Don't remove anything



### Glow in the dark assets

The glow in the dark feature is our most important attribute and allows us to stand out. We try to use the glow in the dark images in almost every design or used day and night designs.

Or you can incorporate the plush with its glow in the dark features.







#### Characters Dreamscovery 2

**DANA** the dinosaur is Kenny's little sister. She loves playing outside more than anything else and never worries about a thing.

**BASIL** the bull is a forest ranger. He runs marathon with his friend Santiago.

#### LOLA the ladybug is the official florist of the

castle. She is the best plant healer in Dream Beams World and Buzz's best friend. **GRACE** the giraffe is the most patient teacher and graceful inhabitant of Dream Beams World.

#### NICKIE the

narwhal is a very shy Dream Beam. She comes out when Splash, her best friend, is around.

#### Characters **Dreamscovery 2** PABLO is a Pegasus and a talented song writer. He loves to accompany GEORGE the gorilla LUNA is a light Alice on the piano when she sings. is the most experienced fairy princess. She builder in Dream Beams lovés to take naps World. He build up the Tree under the sun to Adventure Park for recharge after a long everyone to enjoy. night. Ô **KILIAN** the HENRY the kangaroo is incredibly strong and he is always hippopotamus is the doctor of Dream Beams happy to help with the heavy work in Dream Beams World. World. When he is not working he enjoys taking bath.



#### Dream Beams World Introduction

The Dream Beams World is a place that constantly evolves and expands through the release of each new Dreamscovery.

In each new Dreamscovery, a new part of the Dream Beams World will be revealed where each Dream Beam lives and coexists.





# Rainbow

One of our most distinctive icons is the rainbow, we try to add this icon in all of our day designs, here are some examples:



# The Portal





This is the Dream Beams Portal, a portal to access the Dream Beams World and transport anywhere inside.



# The Castle



This is our Dream Beams Castle and we try to use it on most of our materials.



# Forest



This is our Dream Beams forest, the playground for our lovely friends.

#### Dream Beams World Dreamscovery 1



This background could be considered for all materials to show the Dream Beams World with the Dream Beams characters.



# Call to action

Dream Beams have their own assets: glow in the dark, squeezable, they are collectable.





# Window box



# Hangtag



ALONSO

ALONSO is a super dog. He is always saving and protecting his friends.

ALONSO es un Súper perro. Siempre está salvando y protegiendo a sus amigos. ¡Dale un apretón!

Give him a squeeze!

Find out more at / Descubre más en: www.Dream-Beams.com

# Blindbag

We are considering the main assets in this blind bag: the castle, the rainbow, the call to action icons, surprise elements and the day and night transition. As well as, characters from different Dreamscoveries.



# CDU & FSDU









## Links

Logos Fonts Characters Backgrounds Assets Packaging Games & Activities Products Jingle Videos

