



Dream Beams[®]

HappyLine

Brand Guide

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.



X= Height of the a

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 applications.



←→
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



...deform



...remove any element

Fonts

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)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Luckiest Guy (Title 2)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Baloo 2 (Text)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Playtime with Hot Toddies (Special Text)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Color Palette

Dream Beams always wants consistency 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.

Logo colors



Hex: #FFFFFF
RGB: 255/255/255
CMYK: 0/0/0/0



Hex: #008CCC
RGB: 0/140/204
CMYK: 80/33/0/0
Pantone 7461 CP



Hex: #00AAE7
RGB: 0/170/231
CMYK: 71/15/0/0
Pantone 299 CP



Hex: #1E63AF
RGB: 30/99/175
CMYK: 90/63/0/0
Pantone: 7684 CP

Primary colors



Hex: #F1668C
RGB: 241/102/140
CMYK: 0/75/21/0
Pantone 1915 CP



Hex: #9865AA
RGB: 152/101/170
CMYK: 44/70/0/0
Pantone 7441 CP



Hex: #008CCC
RGB: 0/140/204
CMYK: 80/33/0/0
Pantone 7461 CP



Hex: #00B2BA
RGB: 0/178/186
CMYK: 75/5/30/0
Pantone 7466 CP



Hex: #9ECF7C
RGB: 158/207/124
CMYK: 41/0/68/0
Pantone 367 CP



Hex: #FECA7A
RGB: 254/202/122
CMYK: 0/22/60/0
Pantone 1355 CP



Hex: #F7921E
RGB: 247/146/30
CMYK: 0/51/99/0
Pantone 144 CP

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**



Glow in the Dark



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

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 Dreamscavery 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 Dreamscavery.



Character Overlap

The character must have a 70% visibility and can't overlap the face.

70%



30%

Character Size



All characters are the same size, it will only change if it is about perspective, example: one in front of the other.

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.



**Dream
Beams**
HappyLine

Characters

Dreamscovery 1



ALICE the Kitty is the princess of Dream Beams World. She enjoys dancing and singing around her palace.



SPLASH is a mermaid. She loves to swim and play in the water.



ROSIE the Rabbit is a ballerina. She loves to dance and laugh.



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



KENNY the dinosaur is always happy and playful. He loves to go on adventures with his friends.

Characters

Dreamscovery 1



BUZZ the bumble bee is always making honey for his friends. He loves to fly around the garden.



POPPY the panda loves fashion and playing dress-up with her friends.



OLIVIA the squirrel is always playing hide and seek around the trees.



SOFIA the unicorn loves to run through the fields and collect her favourite flowers.



SANTIAGO the zebra loves playing sports with his friends.

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.



GRACE the giraffe is the most patient teacher and graceful inhabitant of Dream Beams World.



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.



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

Characters

Dreamscovery 2



GEORGE the gorilla is the most experienced builder in Dream Beams World. He build up the Tree Adventure Park for everyone to enjoy.



LUNA is a light fairy princess. She loves to take naps under the sun to recharge after a long night.

PABLO is a Pegasus and a talented song writer. He loves to accompany Alice on the piano when she sings.



HENRY the hippopotamus is the doctor of Dream Beams World. When he is not working he enjoys taking bath.

KILIAN the kangaroo is incredibly strong and he is always happy to help with the heavy work in Dream Beams World.





Dream Beams World

Dream Beams World

Introduction

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

In each new Dreamsccovery, 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.





Assets

Call to action

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





**Packaging
&
Exhibition**

Hangtag

100% Polyester. All new materials.
WARNING! Keep away from fire.
Glow-In-The-Dark thread: activate the glow before lights out with light/sunlight/UV light.
 Keep the packaging for future reference. Remove all packaging before giving the toy to your child. Details and colours may vary.
 For all ages.
 Made in China.

100% poliéster. Todos los materiales nuevos.
¡ADVERTENCIA! Mantener lejos del fuego.
 Para que brille mejor en la oscuridad ponerlo por un tiempo a la luz.
GUARDE EL EMPAQUE PARA FUTURAS REFERENCIAS. Retire todo el embalaje antes de darle el juguete a su hijo. Especificaciones y colores del contenido pueden variar al de la ilustración.
 Para todas las edades.
 Hecho en China.

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Every Dream Beam has its own bio, so kids can decide which one they like more.



ALONSO is a super dog. He is always saving and protecting his friends. Give him a squeeze!

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

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



Dream Beams

HappyLine®



SEE YOU SOON!

