



# Marketing Guidelines

Disney Meetings | Catered Events | Group Tickets

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Wherever a Disney asset is displayed, it is important that it be used properly to ensure the creative is of the highest quality. Use of Disney assets including photos, videos, trademarked names and logos by third parties require Disney's review and approval prior to production, publication and/or use.

These guidelines will enable you to gain a greater understanding of the creative execution requirements and help ensure brand integrity when using Disney assets in both print and online materials.

It is also important to note that third party materials, including websites, must be clearly identified as owned by the third-party organization and not appear or be perceived as a Disney promotion or advertisement. Following these marketing guidelines will assist you in clearly identifying your meeting and/or event.

These marketing guidelines are provided as a tool to aid in the development of marketing materials that include Disney assets and to create a more efficient review and approval process. The marketing guidelines are subject to change. Approvals are for the single use described in the submission and approval. Do not use the approved materials after the date of the meeting/event at a Disney location.

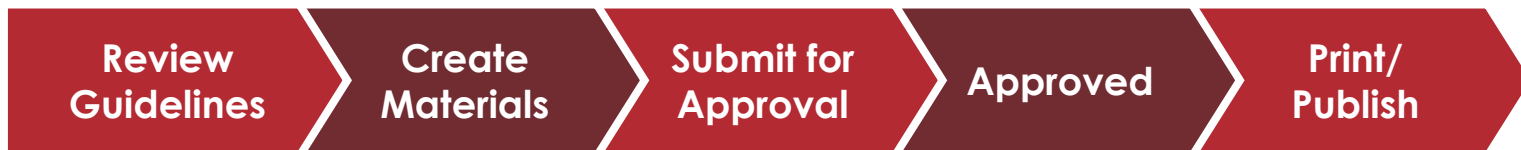
Each new or revised print and/or online material must be approved by Disney prior to production, publication and/or use.

The approval process described below should be followed for all collateral or materials that is to be displayed or distributed including — but not limited to — print, digital, and on-screen materials. Your application of these marketing guidelines prior to your submission should expedite the process. You must work directly with your Disney Representative for any merchandise requests.

### **How to Submit for Approval**

Submit all draft materials to your Disney Representative. Please send a low resolution PDF and/or the link for websites prior to printing or publishing. Please allow seven (7) business days for review of your materials. No response within seven (7) business days is deemed not approved by Disney.

Any submitted materials not approved may be revised and resubmitted for final written approval prior to production, publication and/or use.



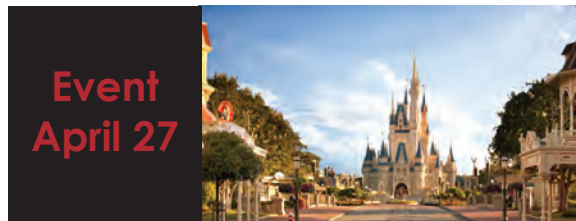
Important! Approvals are for the single use described upon submission. Do not use the approved materials after the date of the meeting/event at a Disney location.

## 3.0 Marketing Guidelines at a Glance

1. **You may only use Disney assets that are provided by your Disney Representative.** No other Disney trademarks, script, images, logos or artwork displaying Disney properties or characters may be used in your promotional/collateral materials, including but not limited to those available from third party websites.
2. **The materials you produce must clearly be a tool for your organization's event and may not appear as a Disney meeting, promotion or advertisement.** To help create this clarity for attendees, Disney assets should occupy no more than 1/3 of the overall layout of your piece. Similarly, the name or logo of your company should appear at least 25% larger than any Disney name or logo.
3. **Disney assets may not be cut-outs, altered or used as a background.** Art or copy may not run across Disney assets in any way.



DO



DO NOT



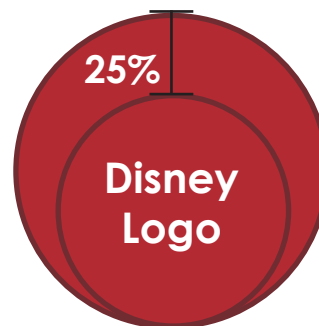
4. **Disney assets may not be displayed near other third party hotel or attraction photos, images or logos.**
5. **Disney character artwork or illustrations may not be used in any form in the materials.** This includes illustrations of Mickey Mouse and/or other Characters, including but not limited to representations of Mickey Mouse, ears, hands, pixie dust, castle, etc.
6. All materials incorporating Disney assets must contain the following Disney copyright notice in the bottom right-hand corner of the piece — **As to Disney properties/artwork: © Disney.**

There are certain logos you may use to promote the location of your event (e.g. *Walt Disney World*® Resort, *Disneyland*® Resort or *Aulani, A Disney Resort & Spa*). See your Disney Representative before producing any materials if you are unsure which logo is appropriate for your materials.

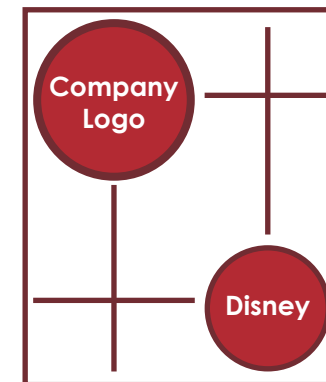
When referring to a Disney location, you must use the official logos and they should be used as a location identifier only.

Please always clearly indicate that your company, rather than Disney, is holding the event. This can be achieved by making your company name significantly larger than the Disney property, and by graphically separating your company information from the Disney logos. The relevant Disney logo should be at least 25% smaller than your company logo in size and not be on the same plane.

#### Proportions



#### Layout

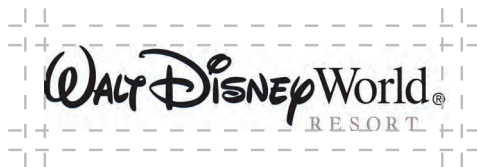


#### Disney logos must:

- Be visible in their entirety. All the details (thin lines, complex blends, illustrations, etc.) should remain visible and all the text should be readable
- Be reproduced in the original CMYK (print) and RGB (online) format unless explicitly stated or agreed with your Disney Representative.
- Have clear space that measures 1/10 of the overall width of the logo.
- Stand on a single colored background, which can also be part of a visual, e.g. a blue sky, however not on other Disney assets.
- Be of an **equal size to other third party hotel or attraction photos, images or logos featured** and must be clearly separated.

**Disney logos must NOT be:**

- Altered in any way
- Repeated on the same page, positioned in a way that associates it with any non-Disney imagery, or used in any manner other than describing the location of the event, including in stationery (letterhead, business cards, etc.) or email signatures.

**Do (Original)****Do Not angle****Do Not distort****Do Not re-color****Clear Space**

Clear space is the minimum “breathing room” maintained around a logo. It also defines the minimum distance between the logo and other creative elements within the piece.

Provide clear space around the Disney logos with 1/10 of the overall width of the logo of clear space shown to ensure that the logo is easily identifiable as well as visible and legible wherever it appears. Logo minimum is size 1.25" x .6105" inches and 90 x 40 pixels. (Shown above)

Disney EPS logo files may be scaled to any size necessary for the application, as long as the minimum size requirement is met. The logo is available in one size that can be scaled down. Always maintain the logo's aspect ratio and clear space when scaling.

Only Disney-approved images made available by Disney may be used. For example, you may not use images provided on a third party site or personal photos featuring a Disney location.

Disney Character artwork or illustrations may not be used in any form. This includes illustrations of Mickey Mouse and/or other Characters, including but not limited to representations of Mickey Mouse ears, hands, pixie dust, castle, etc. In addition, artwork or illustrations produced by a non Disney-licensed artist that depicts or suggest Disney scenes and/or logos are not permitted.

Photography must be reproduced in its original format, without any retouching or modifications (e.g. overlapped, cut-out, re-colored, and/or written across).



### Do Not Cut-Out/Overlap



### Do Not Re-Color



### Do Not Write Across



Photography is authorized for use during the life of your meeting/event. Do not use the approved materials after the date of the meeting/event being held at a Disney location.

Personal photos containing Disney properties, including Characters, may not be used with the exception of professional photography from a previous Disney Meetings event and must be approved by your Disney Representative.

All materials incorporating Disney assets must contain the following Disney copyright notice in the bottom right-hand corner of the piece — **As to Disney properties/artwork: © Disney.**



### Original





Images provided by Disney may not be cropped without approval from your Disney Representative.

**Final image should:**

- Focus on a single subject matter
- Be free of visual clutter (distracting shapes)
- Provide ample clear space for typography and other graphic elements
- Rectangle, square, and rounded edge are the only border styles that may be applied to assets provided.

Images featuring Disney assets cannot be cropped to remove any critical part/portion of the image.

**Original**



**Do**



**Do Not**



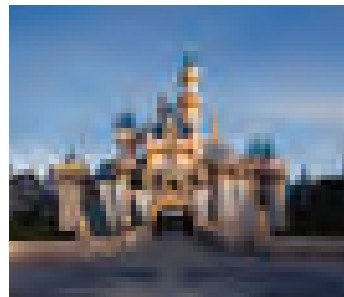
Preferred file format for multimedia images is JPEG. Ensure all images are crisp and no 'pixelation' has occurred when resizing.



**Clean, Clear Web Image**



**Pixelated Web Image**



Images used online must feature captions directly underneath the image, in order to ensure that the information is viewed on the same screen as the image itself.

As website screen resolution is less than a third of that of print, please ensure the details of images are still visible and easy to make out.

Some images will reproduce better than others on screen. When selecting imagery for use on the web, please consider the following suggested criteria:

- Simple composition with prominent figure(s) in foreground
- High contrast levels
- Simple 'icon' images

All websites incorporating Disney assets must contain the following Disney copyright notice in the bottom of the website — **As to Disney properties/artwork: © Disney.**

When using videos including Disney assets, only videos made available by Disney to you for your event may be used.

- Customized bookends may be added to Disney provided video as long as you do not alter the Disney portion in any way.
- Scripts should be reviewed by your Disney Representative prior to production.

Video not produced by Disney that depicts or suggest Disney scenes and/or logos are not permitted.

- Personal video containing images of Disney Parks, Characters, or their likeness, may not be used.
- Fonts that resemble Disney copyrighted fonts may not be used. Fonts that closely resemble the iconic Disney script may not be used.

Proper copyright information should be placed at the beginning or end of the video in addition to the year the piece was created: **As to Disney artwork/properties: © Disney 2018**

Do not use video containing Disney assets on any social media networking sites at any time.

As with all materials using Disney assets, video should be submitted for approval.

Fonts that resemble Disney copyrighted fonts may not be used. Fonts that closely resemble the iconic Disney script may not be used.

When referring to trademarks, names and properties please use registration symbols, capitalization, and offsetting as indicated. The trademarks, names and properties need to be treated as adjectives, followed by a noun, and must be offset (set apart) from the main copy. The name “Disney” should not use the possessive form (e.g., “Disney’s”) unless it is part of the approved, legal name for a product or service. Pay attention to branded product or services when referencing use of Disney or Disney’s.

Offsetting can be accomplished by using either all CAPITAL LETTERS, *Initial Caps with italics*, **boldface** type, “quotes” around the mark, or different font size, style, or **color**. For the purposes of this document, nomenclature has been offset using italics.

### ***Walt Disney World® Resort***

- *Magic Kingdom® Park*
- *Disney’s Animal Kingdom® Theme Park*
- *Epcot®*
- *Disney’s Hollywood Studios®*
- *Disney’s Blizzard Beach Water Park*
- *Disney’s Typhoon Lagoon Water Park*
- *Disney’s BoardWalk Inn*
- *Disney’s Contemporary Resort*
- *Disney’s Coronado Springs Resort*
- *Disney’s Grand Floridian Resort & Spa*
- *Disney’s Yacht & Beach Club Resorts*
- *Disney Springs®*

### ***Disneyland® Resort***

- *Disneyland® Park*
- *Disney California Adventure® Park*
- *Disneyland® Hotel*
- *Disney’s Grand Californian Hotel® & Spa*
- *Disney’s Paradise Pier® Hotel*
- *Downtown Disney® District*

### ***Aulani, A Disney Resort & Spa***

Whichever way you decide to offset the trademarks, please be consistent. You may not change the nomenclature for any reason.

*Walt Disney World® Resort* is located in Lake Buena Vista, Florida – not Orlando. It is also acceptable to refer to it as a Central Florida or an Orlando-Area destination.

For Disney Institute Brand Communication Standards, please [Click Here](#).

The name “Disney”, either alone or in conjunction with or as a part of any other word, mark or name, or any marks of The Walt Disney Company or any of its related or affiliated or subsidiary companies may not be used as, or as part of, your domain name or a domain name that redirects Internet users to your website.

No Disney assets can be used on the Internet or on a website by a non-Disney entity without the prior written permission of Disney. All of the previously documented marketing guidelines regarding images and logos apply to websites.

All websites incorporating Disney assets must contain the following Disney copyright notice in the bottom of the website — **As to Disney properties/artwork: © Disney.**



## Thank You

Thank you for choosing Disney for your event! For years, we have excelled in applying the Disney touch to create memorable, customized events. Our one-of-a-kind resources and creative expertise can help transform your event into a more meaningful experience.

Should you have any Marketing questions throughout your planning process, please refer to your Disney Representative.