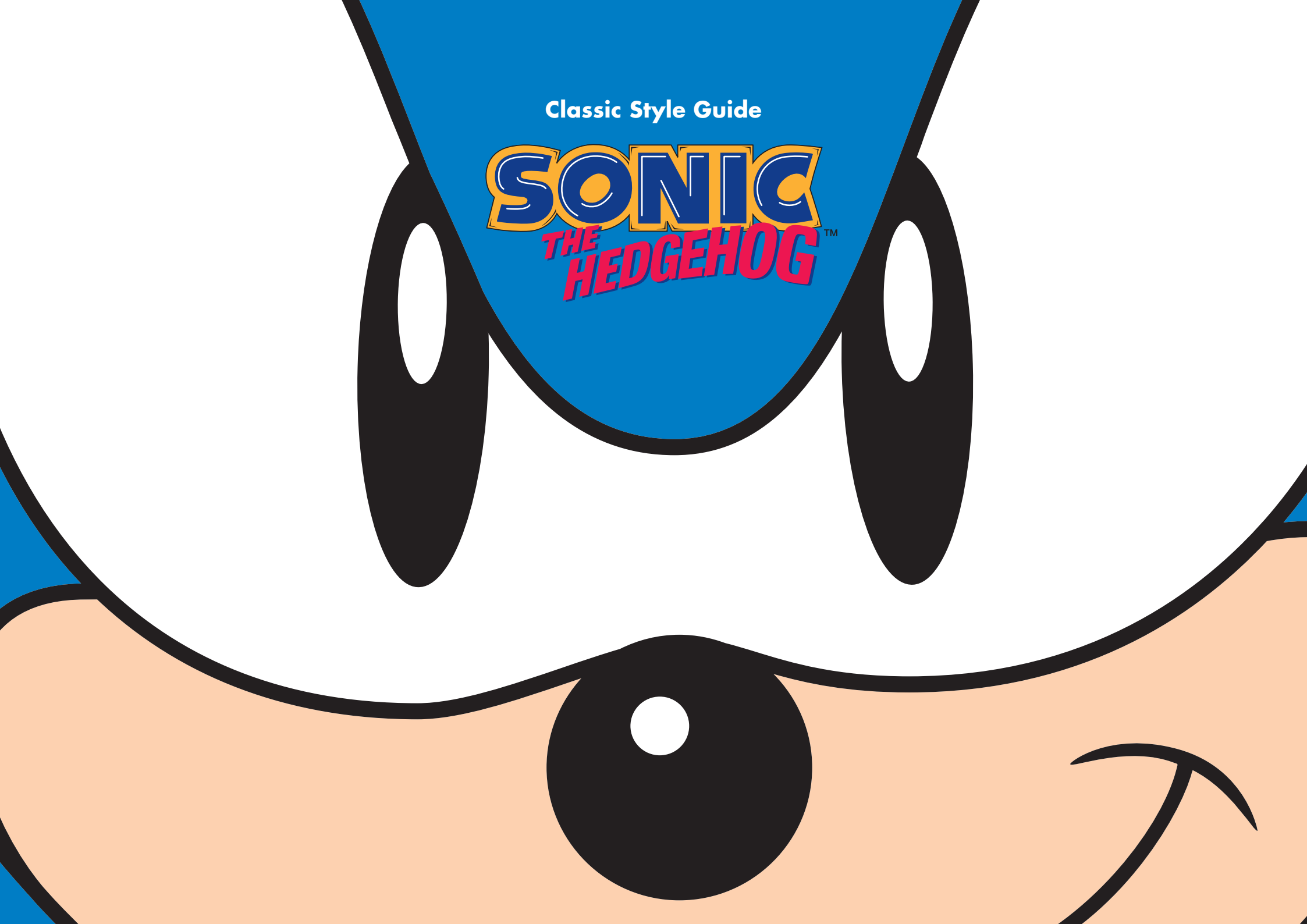


Classic Style Guide

**SONIC**  
*THE*  
**HEDGEHOG**™



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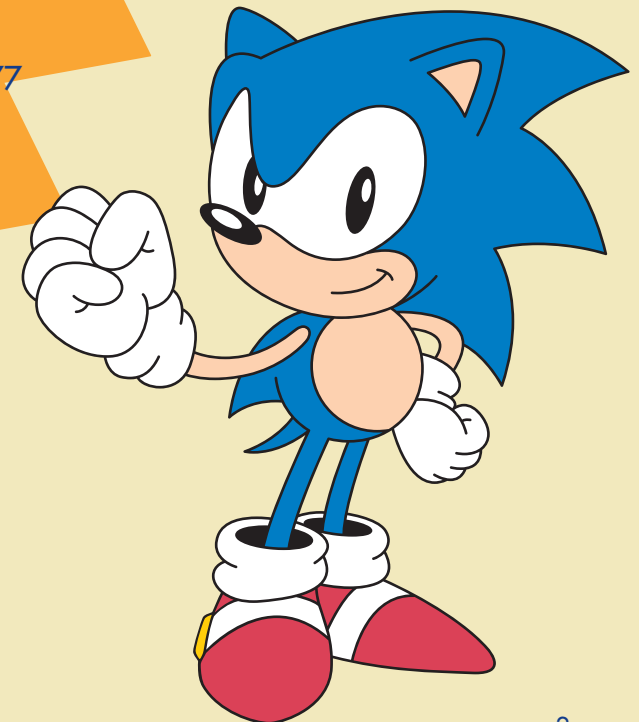
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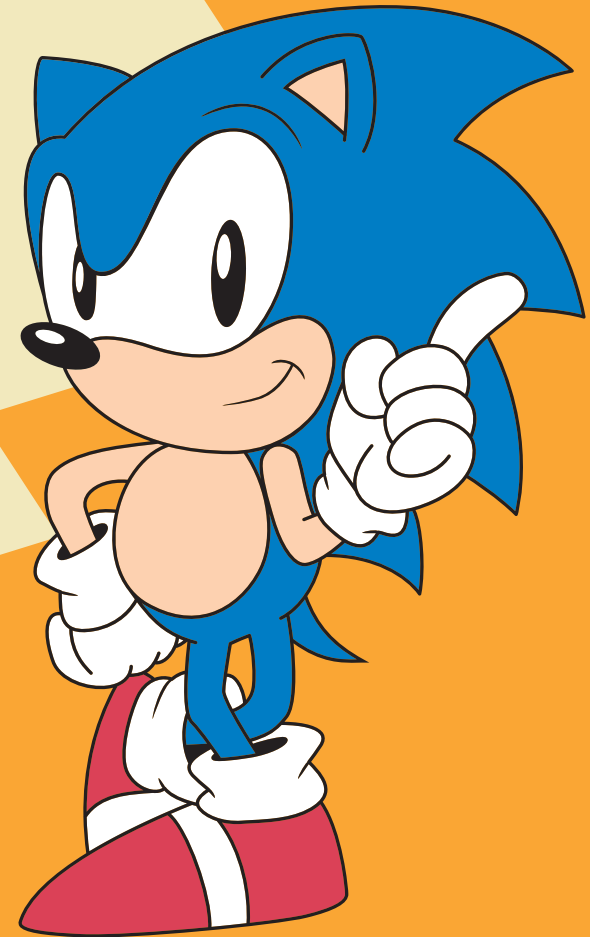
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# BRAND INTRODUCTION

From the day Sonic The Hedgehog launched on June 23, 1991, Sonic quickly became one of the most popular characters around known for his super-fast speed, cool edgy character and readiness for all types of adventure. Since his debut, Sonic the Hedgehog has notched up over 75 million sales of video games worldwide and more than 65 million digital downloads. He is now one of the most recognized gaming icons around. In addition to video games, Sonic the Hedgehog enjoys huge success in areas such as toys, apparel and publishing, and has also been the star of multiple animated series.

Classic Sonic is an icon of cutting edge technology and brilliant character design within the video game industry in the 90's. The famous hedgehog brings nostalgia to that first generation of gamers who got taken to the next level with the SEGA consoles, being the first to provide them with 16-bit graphics and the ability to play games at super Sonic speed.

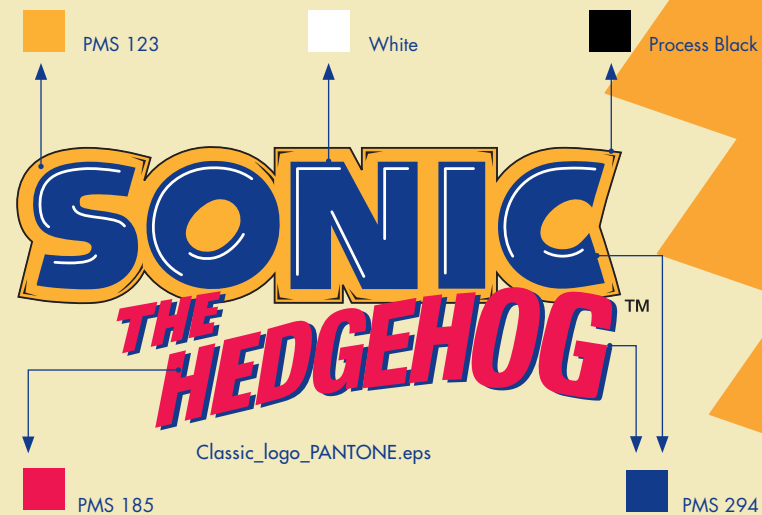
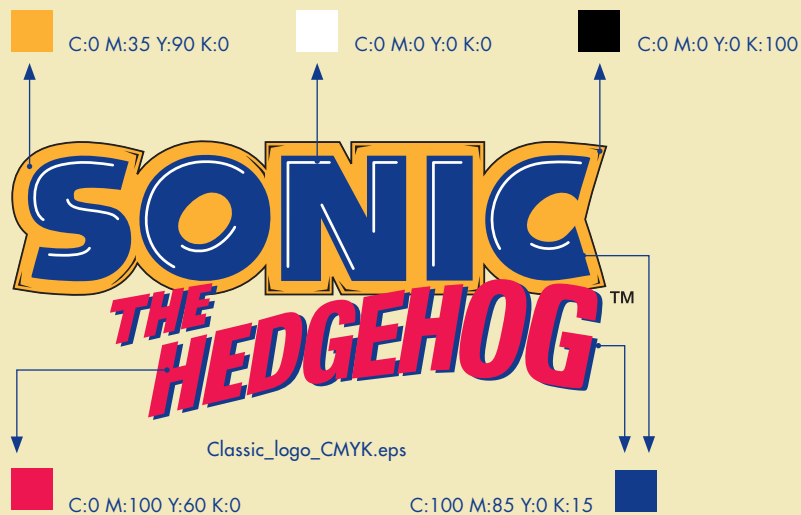


BRANDING





# LOGOS



\*If you are placing the SONIC logo on a dark colour or scenic background, please ensure the ™ is always readable. Choose between black or white and amend.

\*Please do not amend the colours of the logo when using the ™ versions.

\*The logo can be broken apart and used in alternative colours for design, but this will then have to have the ™ removed.

\*Where printing restrictions apply please use the B&W logo. You may change the one colour depending on design.

# TYPOGRAPHY

\*Komika Axis Regular - dafont.com

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

\*Wellbutrin Regular - dafont.com

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

\*Futura Bold - myfonts.com

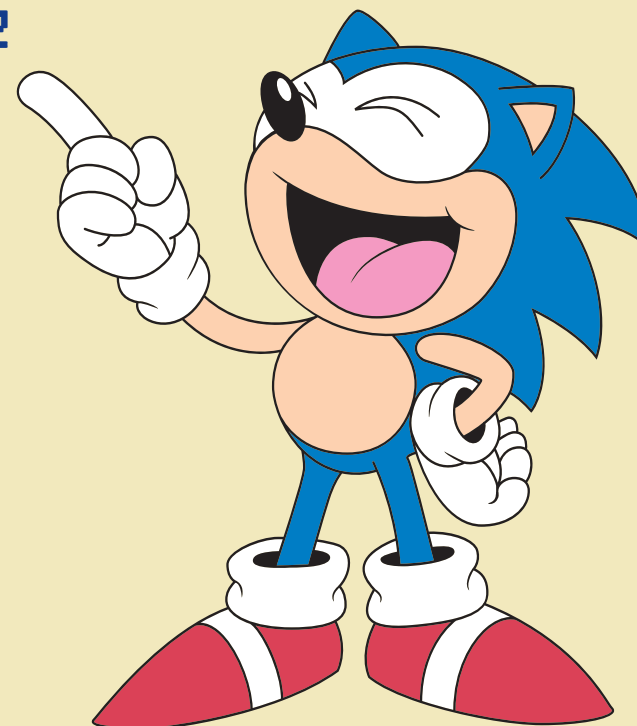
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

\*Futura Medium - myfonts.com

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

\*Frutiger 55 Roman - myfonts.com

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**



\*HEADER: Komika Axis Reg and Wellbutrin

\*BODY: Futura Medium and Futura Bold

\*ANNOTATIONS: Futura Medium

\*©SEGA: Frutiger 55 Roman

\*Please note that SEGA does not own or supply fonts with any style guides. Please ensure you source/purchase the font through your company.

# PHRASES

## SONIC

"I'm outta here!"  
"Too easy!"  
"Sonic speed!"  
"Step it up!"  
"Faster than the speed of sound!"  
"Gotta go fast"

## TAILS

"Time to fly!"  
"I can do it!"

## DR. EGGMAN

"Think you can beat me?"  
"The world is mine!"  
"I hate that hedgehog!"  
"I'll get you Sonic!"

## KNUCKLES

"No time for games"

## AMY

"Have no fear!"  
"You can do it Sonic!"

## GENERIC

"Let's roll"  
"I'm waaaaaiting!"  
"Always Running"  
"Life in the fast lane"  
"Sonic's the name, speed's my game!"  
"This is how I roll"  
"You're too slow!"  
"It's all about speed"  
"Don't stop"  
"Still Unstoppable"

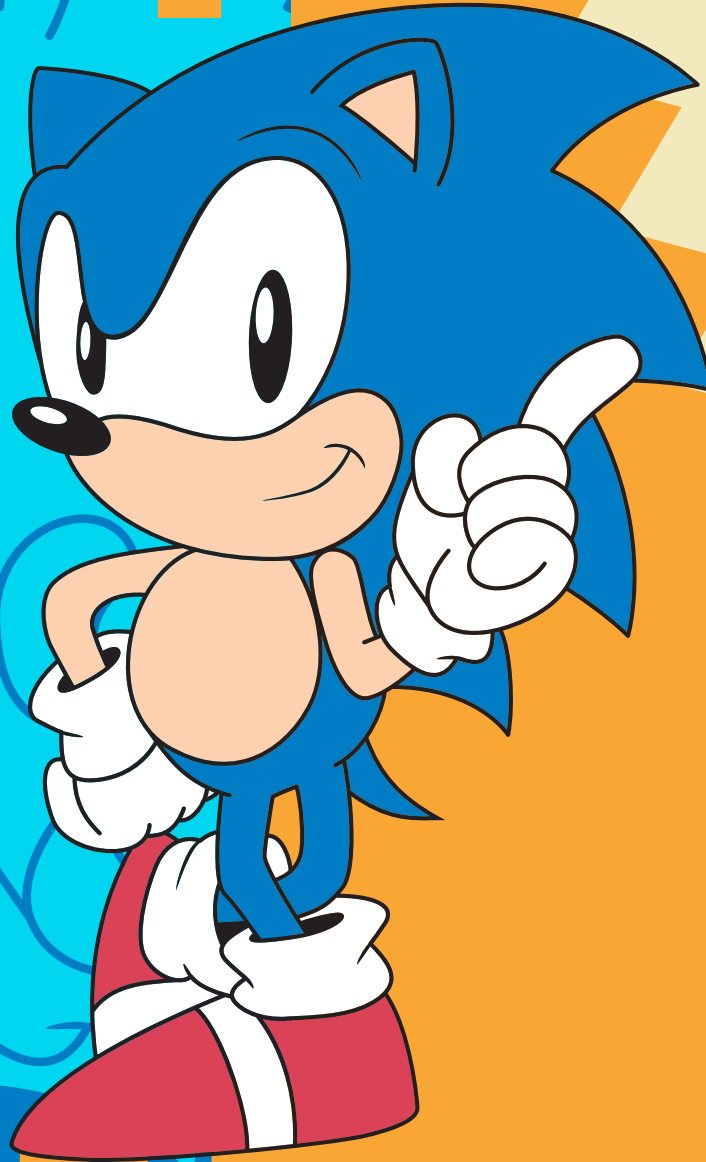


# COLOUR PALETTE

|                                                                                   |                                                                                   |                                                                                    |                                                                                     |                                                                                     |                                                                                     |
|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
|  |  |  |  |  |  |
| PMS 290<br>C:25 M:2 Y:0 K:0                                                       | PMS 3005<br>C:100 M:40 Y:0 K:0                                                    | PMS 294<br>C:100 M:85 Y:0 K:15                                                     | PMS 1807<br>C:10 M:70 Y:60 K:40                                                     | PMS 109<br>C:0 M:20 Y:100 K:0                                                       | PMS 1375<br>C:0 M:40 Y:90 K:0                                                       |
|  |  |  |  |  |  |
| White<br>C:0 M:0 Y:0 K:0                                                          | PMS 615<br>C:0 M:1 Y:27 K:6                                                       | PMS 185<br>C:0 M:100 Y:60 K:0                                                      | PMS 186<br>C:10 M:90 Y:60 K:0                                                       | PMS 7413<br>C:11 M:61 Y:100 K:1                                                     | Process Black<br>C0 M:0 Y:0 K:100                                                   |

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# CHARACTER PROFILE/ART



# SONIC

Sonic the Hedgehog is the fastest hero in the world, famous for his supersonic speed, iconic blue spikes and red shoes. With a super cool attitude and easy-going demeanour, Sonic has a love for freedom and adventure. Though he may live by his own rules, he also has a strong desire to help out his friends. Spinning head-on into trouble to defeat the evil forces of Dr. Eggman, for Sonic saving the world is the name of the game...

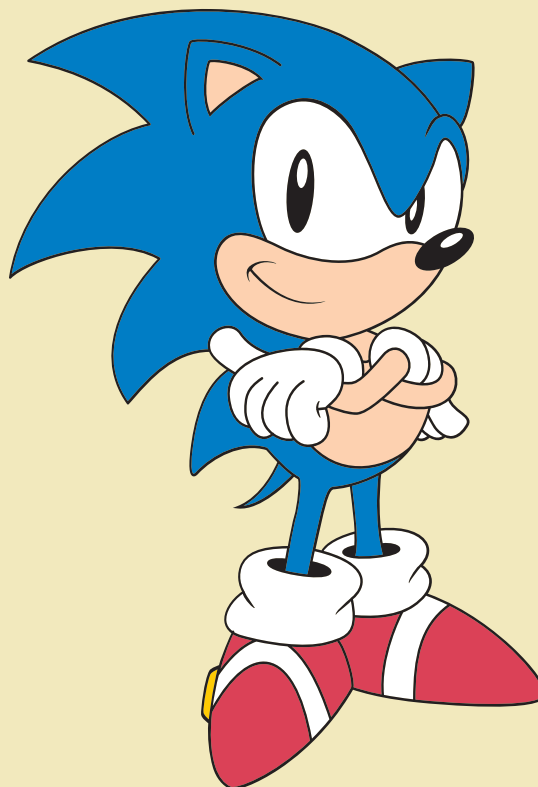
Height: 100cm/3.3ft  
Weight: 35 kg/77lbs  
Age: 15

 BODY  
PMS 3005  
C:100 M:40 Y:0 K:0

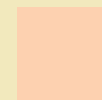
 GLOVE  
White  
C:0 M:0 Y:0 K:0

 OUTLINE  
Process Black  
C:0 M:0 Y:0 K:100

 SHOE  
PMS 186  
C:10 M:90 Y:60 K:0



 SOLE  
PMS 1807  
C:10 M:70 Y:60 K:40

 SKIN  
PMS 148  
C:0 M:20 Y:30 K:0

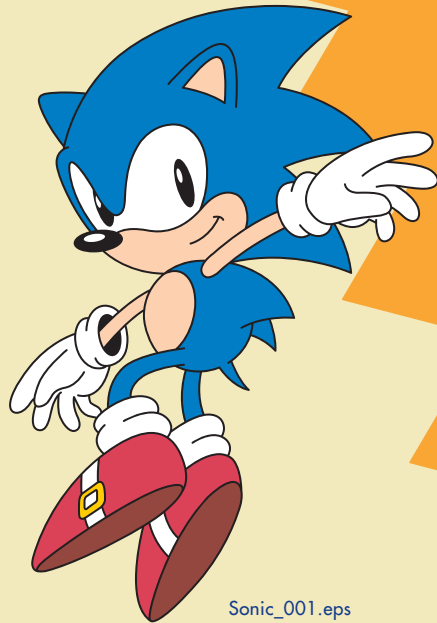
 BUCKLE  
PMS 109  
C:0 M:20 Y:100 K:0

 TONGUE  
PMS 190  
C:0 M:50 Y:0 K:0

 INSIDE MOUTH  
PMS 194  
C:0 M:100 Y:70 K:40

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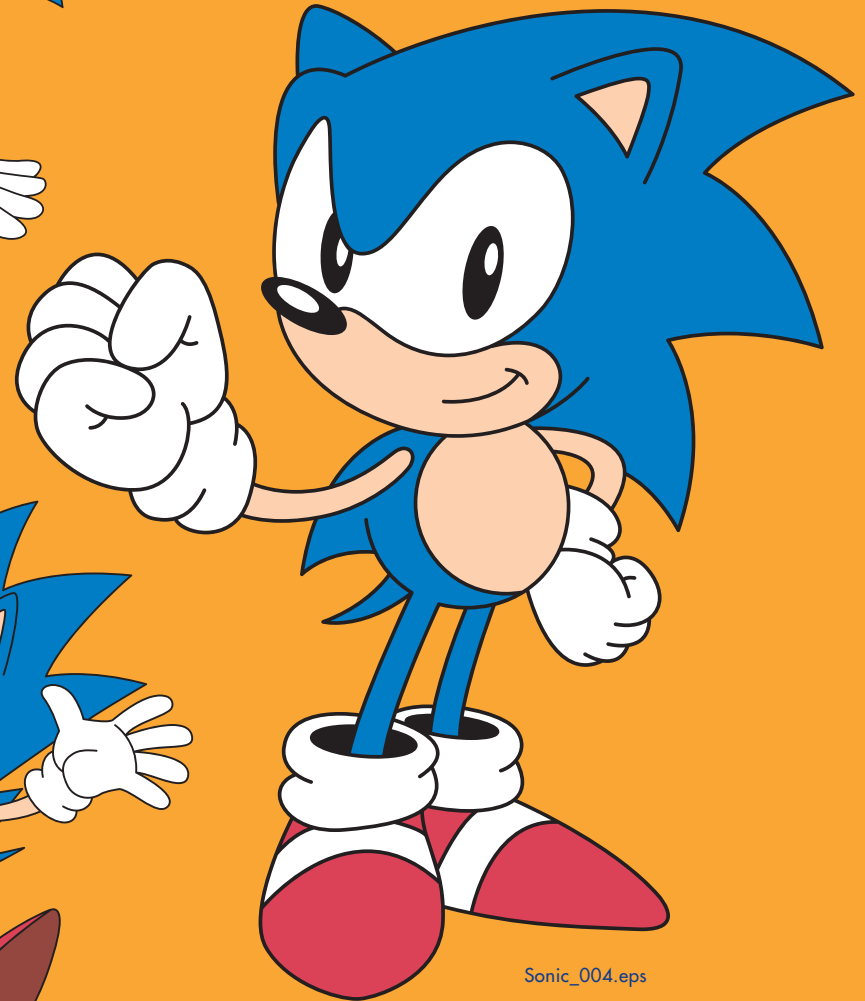
# SONIC



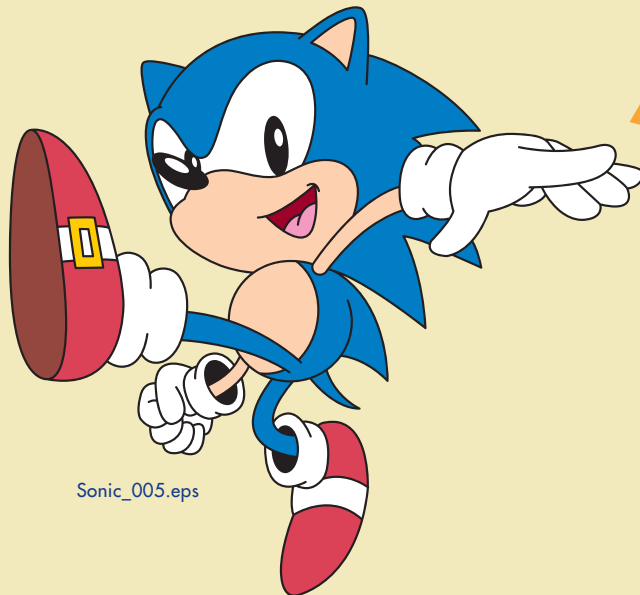
Sonic\_001.eps



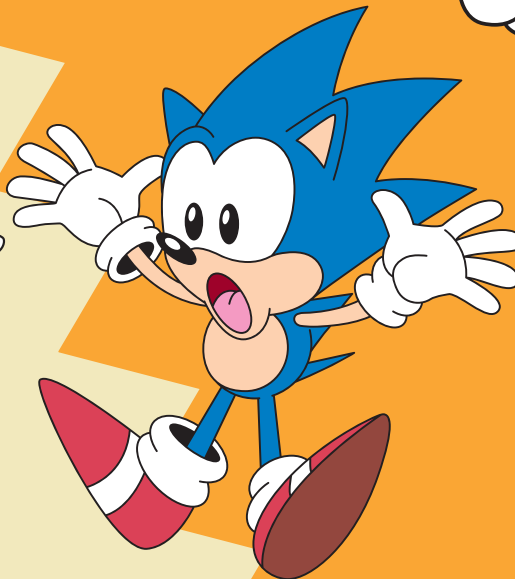
Sonic\_002.eps



Sonic\_004.eps

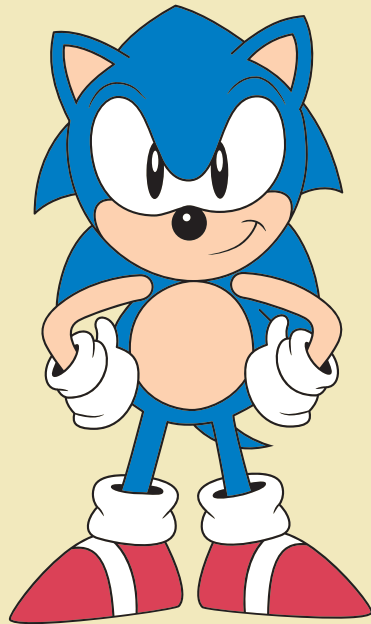


Sonic\_005.eps

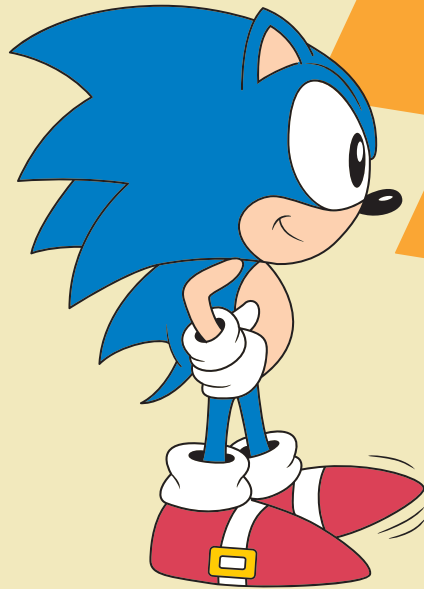


Sonic\_006.eps

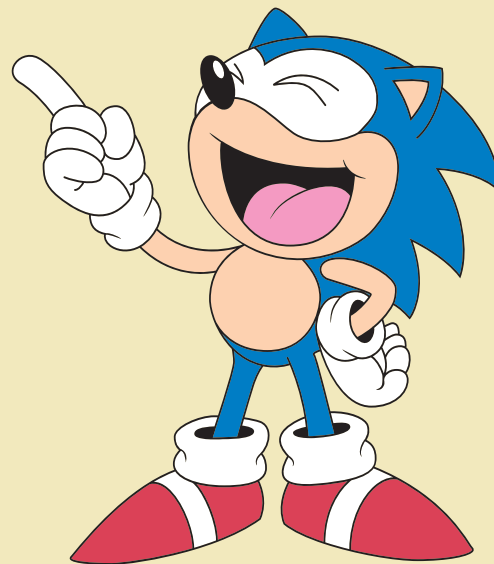
# SONIC



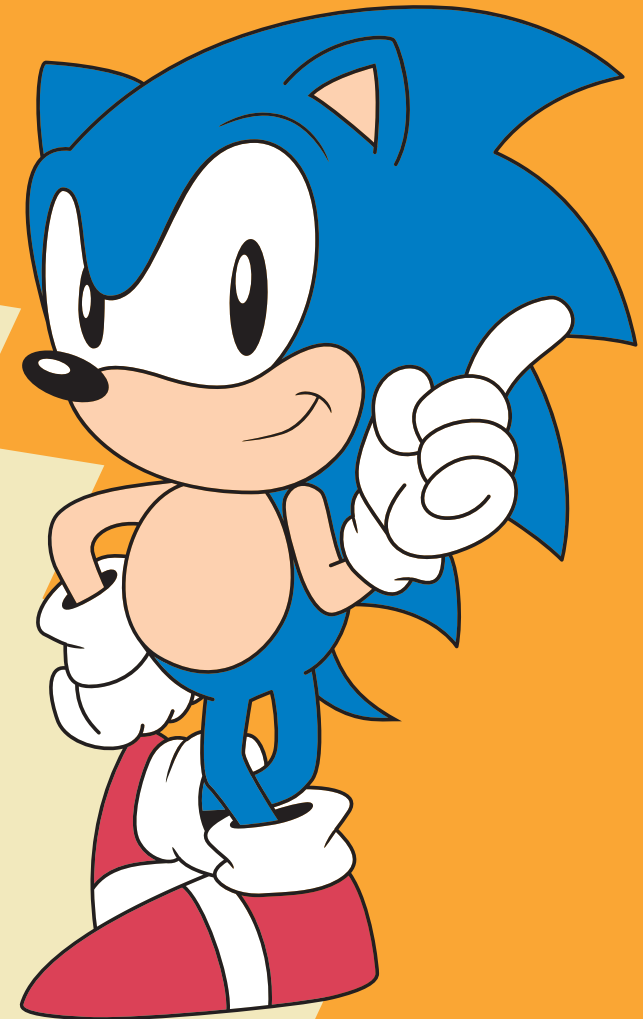
Sonic\_013.eps



Sonic\_017.eps



Sonic\_018.eps

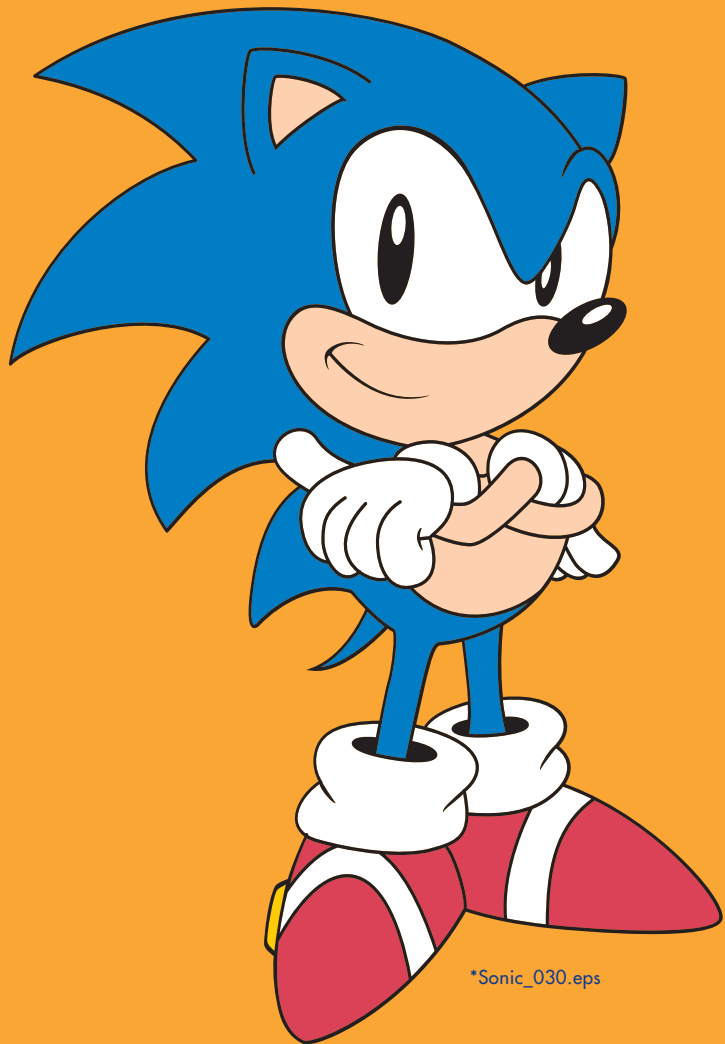


\*Sonic\_021.eps

\*Core character pose

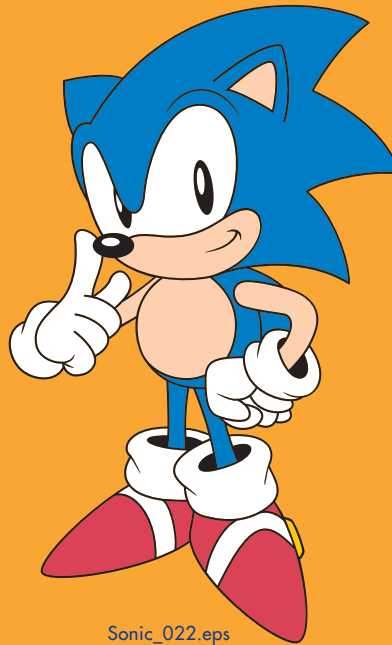


# SONIC

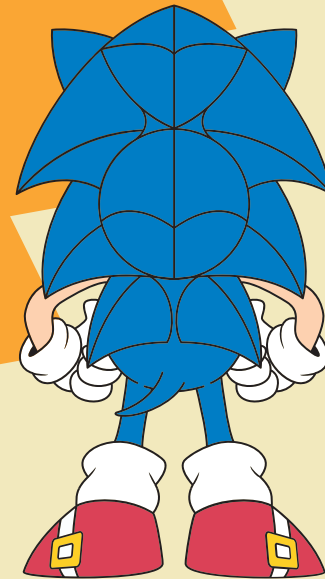


\*Sonic\_030.eps

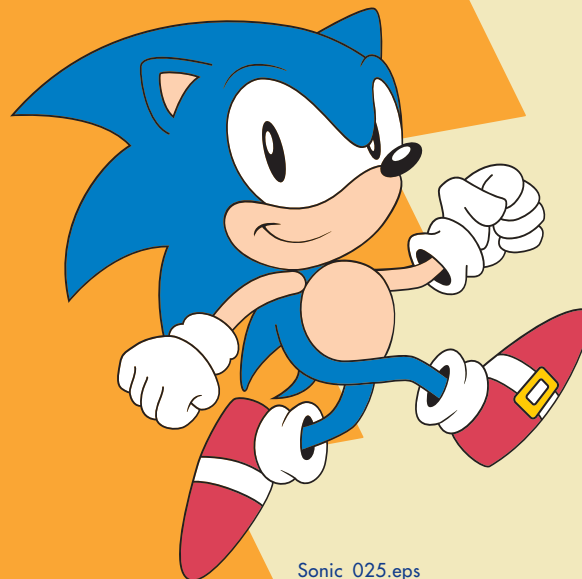
\*Core character pose



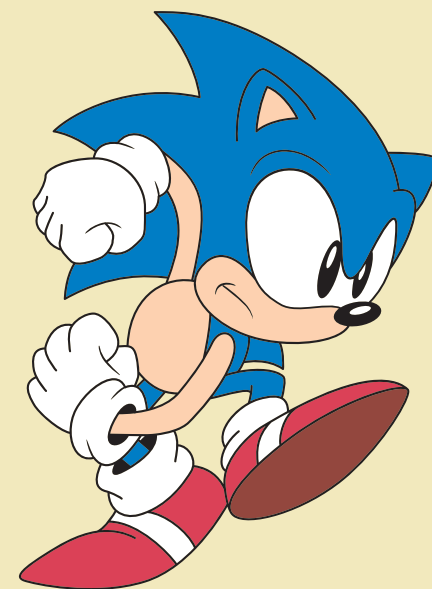
Sonic\_022.eps



Sonic\_024.eps

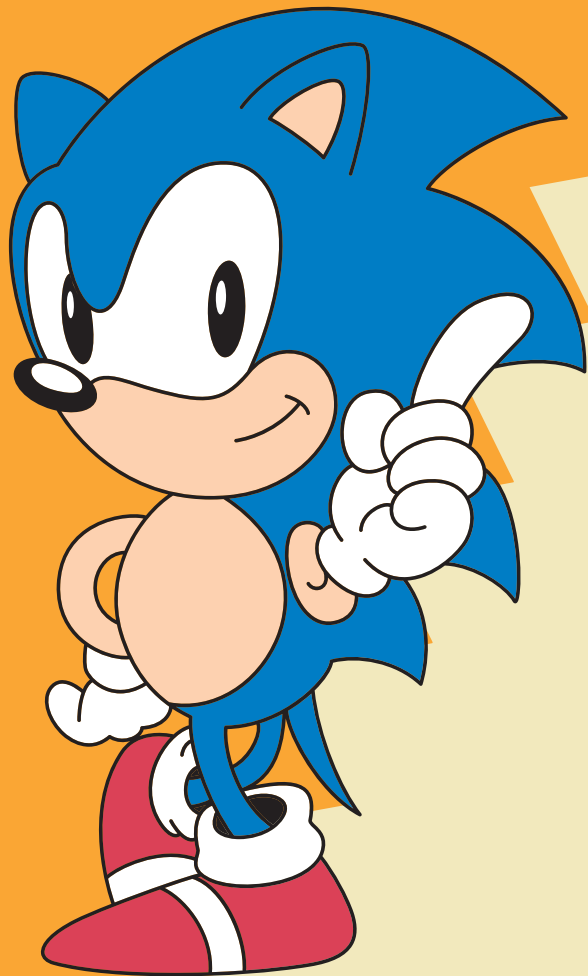


Sonic\_025.eps



Sonic\_028.eps

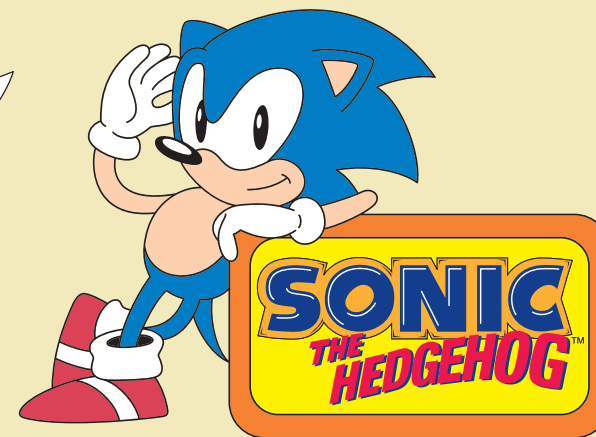
# SONIC



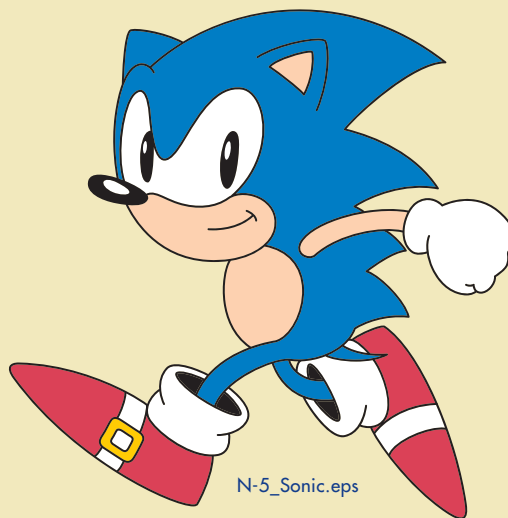
N-4\_Sonic.eps



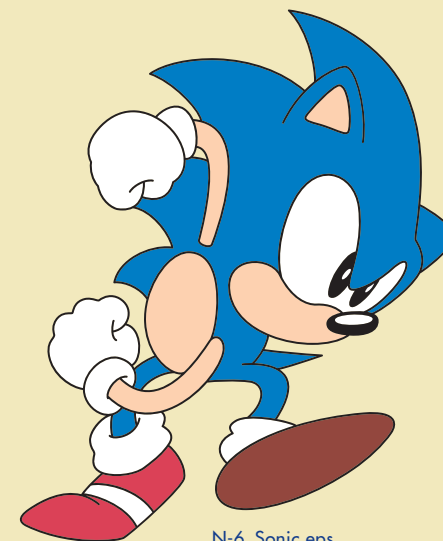
N-2\_Sonic.eps



N-3\_Sonic.eps

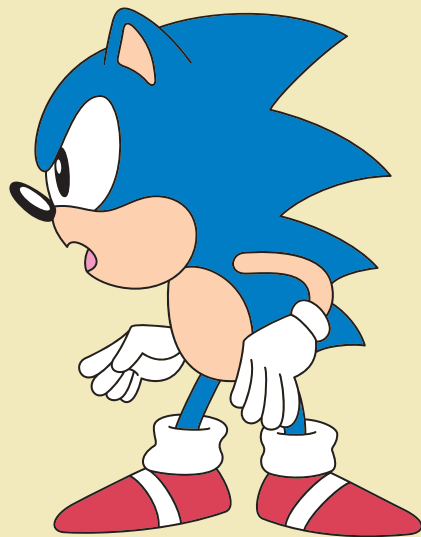


N-5\_Sonic.eps

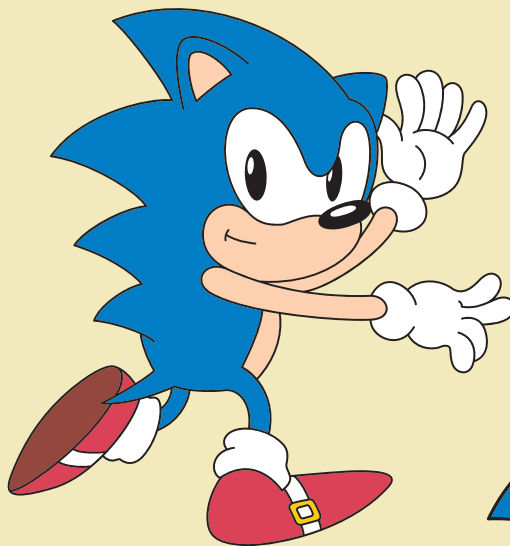


N-6\_Sonic.eps

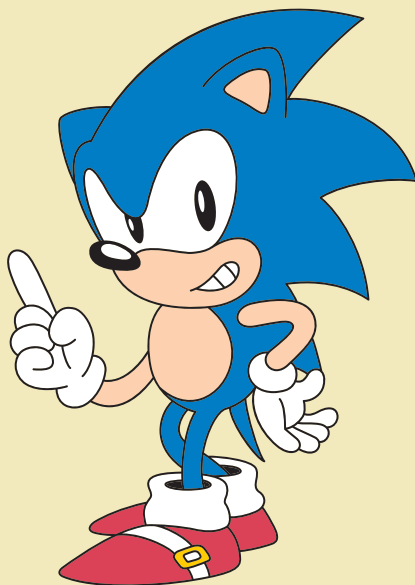
# SONIC



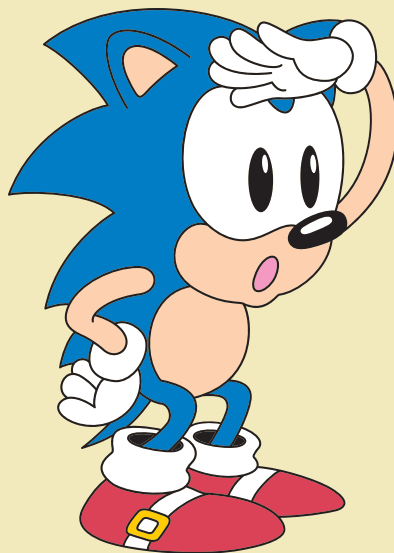
N-8\_Sonic.eps



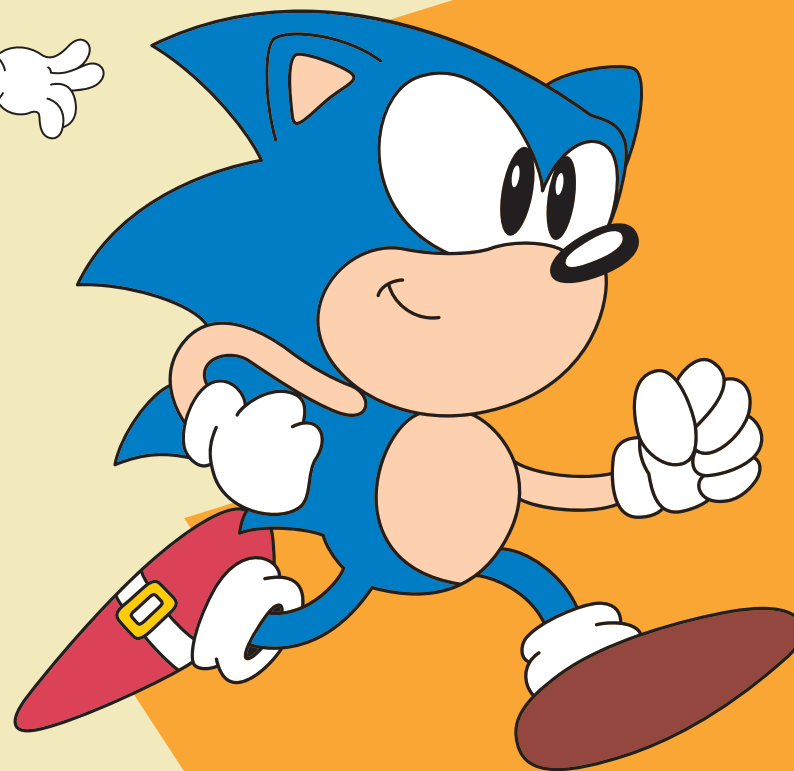
N-9\_Sonic.eps



N-10\_Sonic.eps

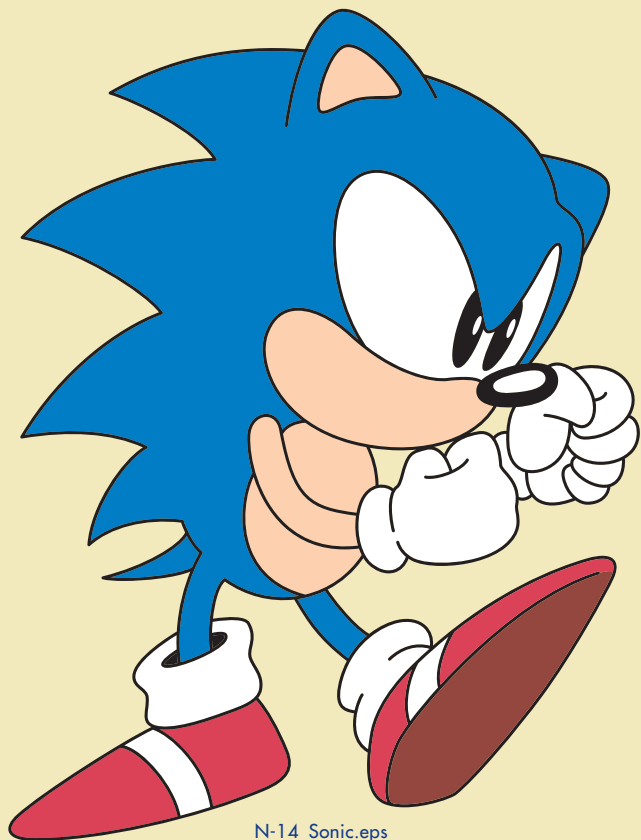


N-12\_Sonic.eps

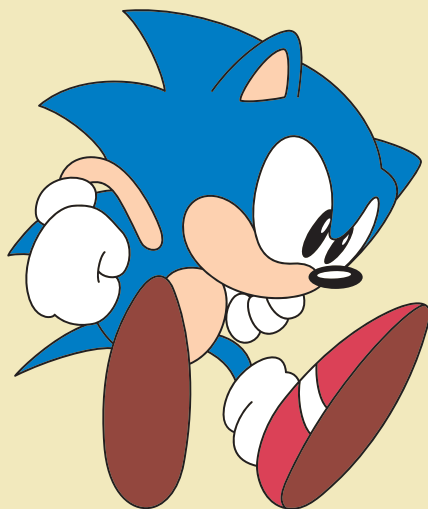


N-13\_Sonic.eps

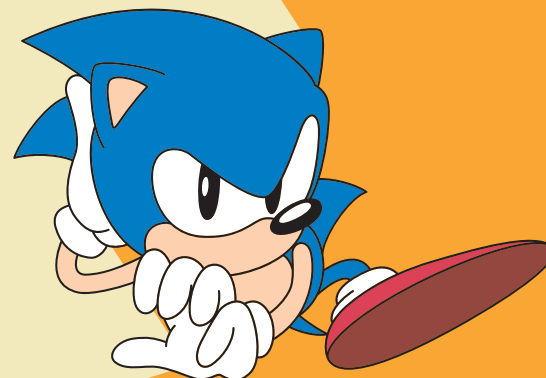
# SONIC



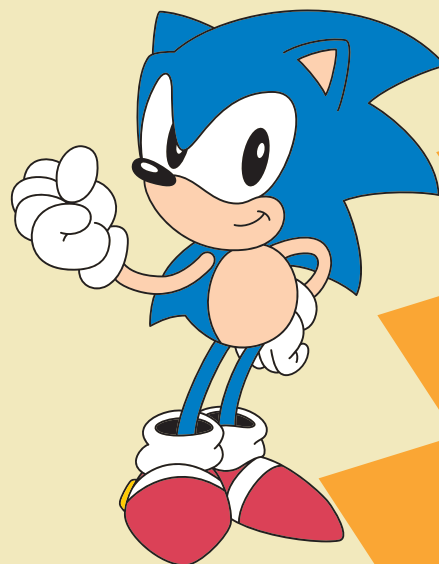
N-14\_Sonic.eps



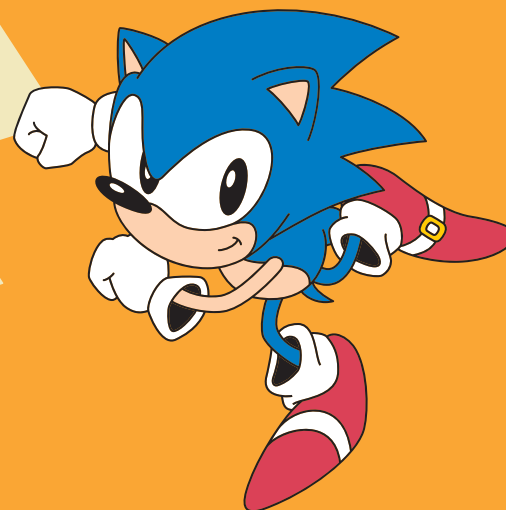
N-15\_Sonic.eps



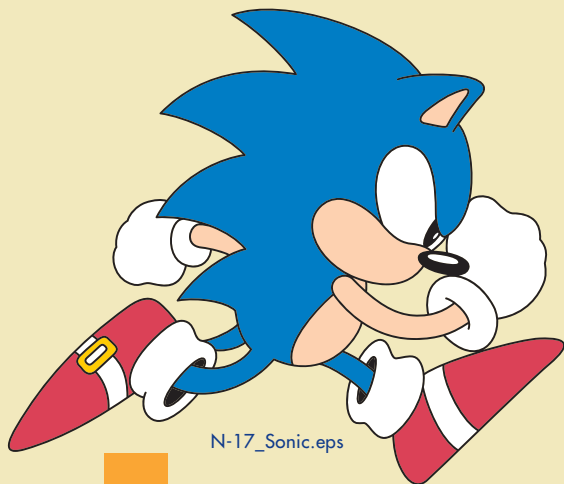
N-16\_Sonic.eps



N-53\_Sonic.eps

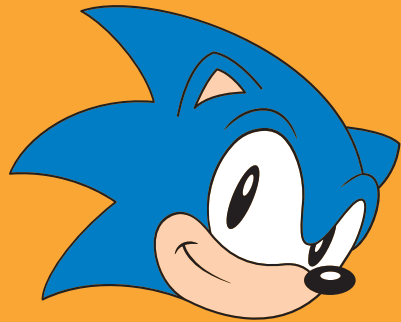


N-56\_Sonic.eps

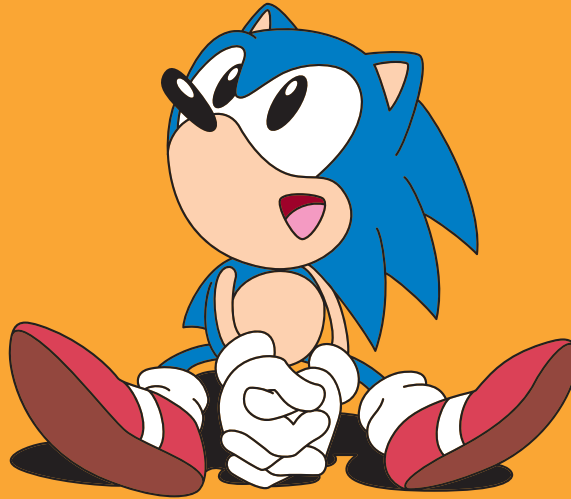


N-17\_Sonic.eps

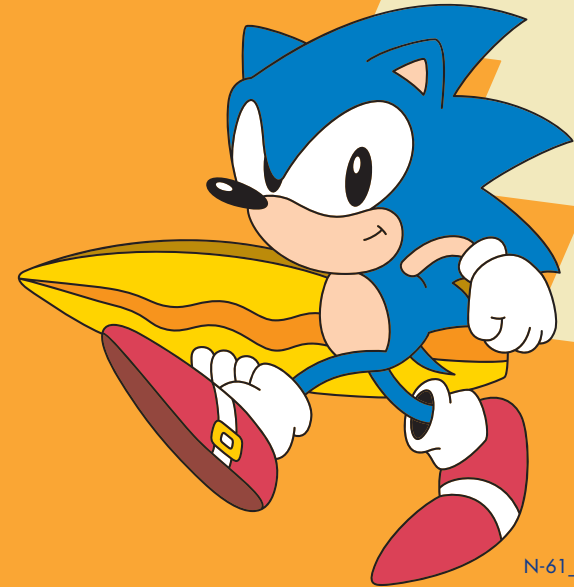
SONIC



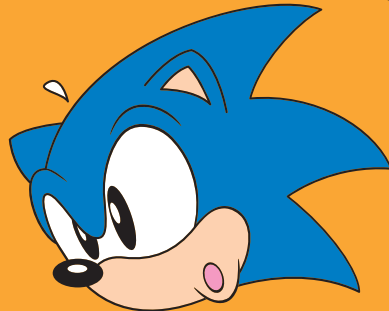
\*Sonic\_008.eps



N-57\_Sonic.eps



N-61\_Sonic.eps



\*Sonic\_011.eps



\*Sonic\_019.eps



N-62\_Sonic.eps

\*Please avoid placing any SONIC floating heads  
within scenic/game play environments.

# TAILS

Miles "Tails" Prower, simply known as Tails, is Sonic's best friend and sidekick. Born with two tails, this fox can propel himself into the air like a helicopter to give Sonic a helping hand. An expert mechanic with skills which rival that of Dr. Eggman, he's also able to create machines and contraptions that can help save the day.

Height: 80cm/2.6ft  
Weight: 20 kg/44lbs  
Age: 8

 BODY  
PMS 1235  
C:100 M:40 Y:0 K:0

 GLOVE/FUR  
White  
C:0 M:0 Y:0 K:0

 OUTLINE  
Process Black  
C:0 M:0 Y:0 K:100

 SHOE  
PMS 186  
C:10 M:90 Y:60 K:0



 BOOT STRAP  
PMS 3005  
C:100 M:40 Y:0 K:0

 GLOVE LINING  
PMS 431  
C:0 M:0 Y:0 K:70

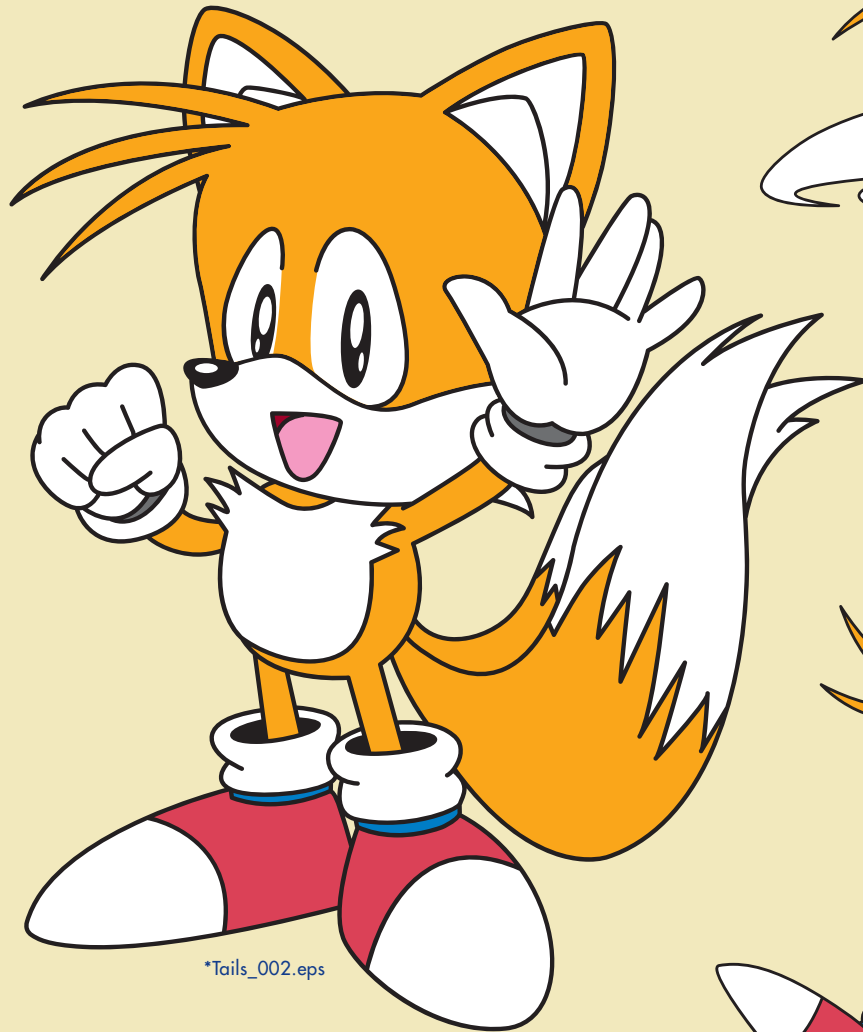
 BUCKLE  
PMS 428  
C:0 M:0 Y:0 K:20

 TONGUE  
PMS 190  
C:0 M:50 Y:0 K:0

 INSIDE MOUTH  
PMS 194  
C:0 M:100 Y:70 K:40

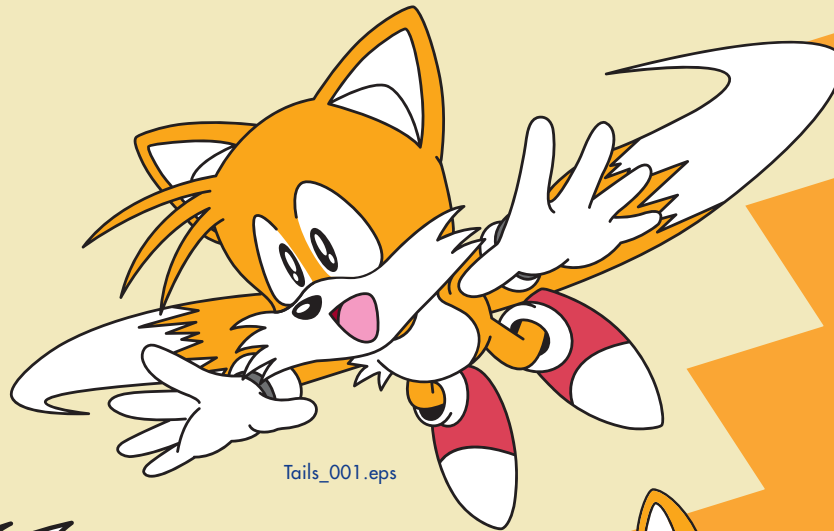
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# TAILS



\*Tails\_002.eps

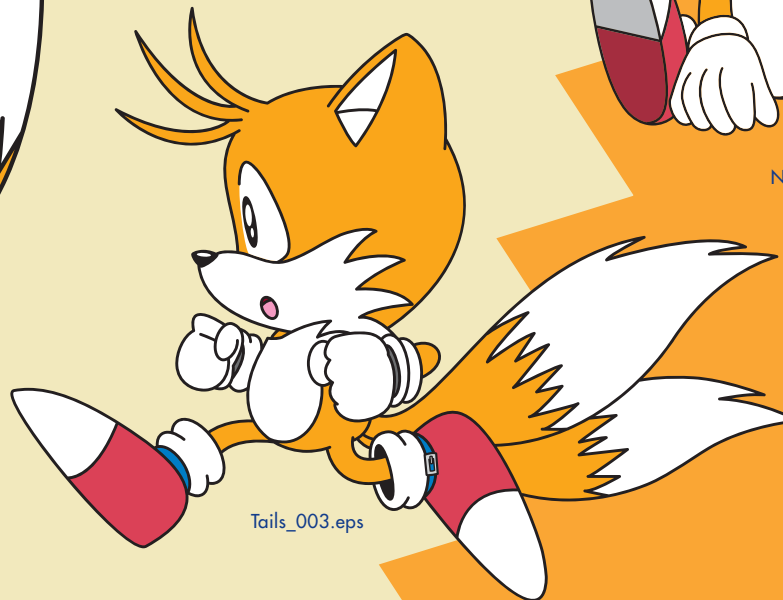
\*Core character pose



Tails\_001.eps



N-45\_Tails.eps



Tails\_003.eps

# DR. EGGMAN

Dr. Eggman is Sonic's evil arch enemy with the single desire to control the entire world. Whilst his bushy moustache and egg shaped appearance may appear no threat, it is his extraordinary intelligence which is his devious weapon. With an IQ of 300, he has gained the scientific expertise to create devastating robotic contraptions to do his evil will. Luckily our blue hero is always just around the corner to save the day!

Height: 185cm  
Weight: 128kg  
Age: Unknown

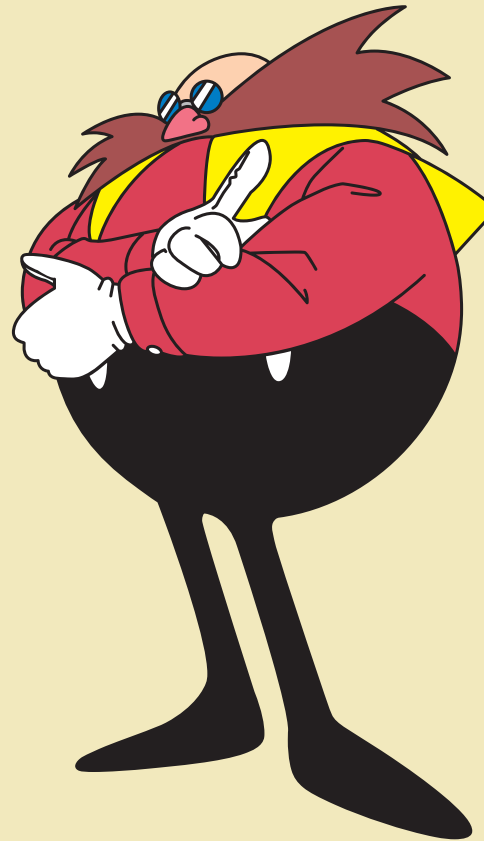
 BODY  
PMS 186  
C:10 M:90 Y:60 K:0

 OUTLINE  
Process Black  
C:0 M:0 Y:0 K:100

 GLOVE  
White  
C:0 M:0 Y:0 K:0

 COLLAR  
PMS 102  
C:0 M:0 Y:100 K:0

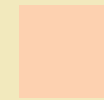
 NOSE  
PMS 198  
C:0 M:70 Y:30 K:0



 GLASSES  
PMS 3005  
C:100 M:40 Y:0 K:0

 GLASSES  
PMS 429  
C:0 M:0 Y:0 K:30

 MOUSTACHE  
PMS 174  
C:10 M:70 Y:50 K:30

 SKIN  
PMS 148  
C:0 M:20 Y:30 K:0

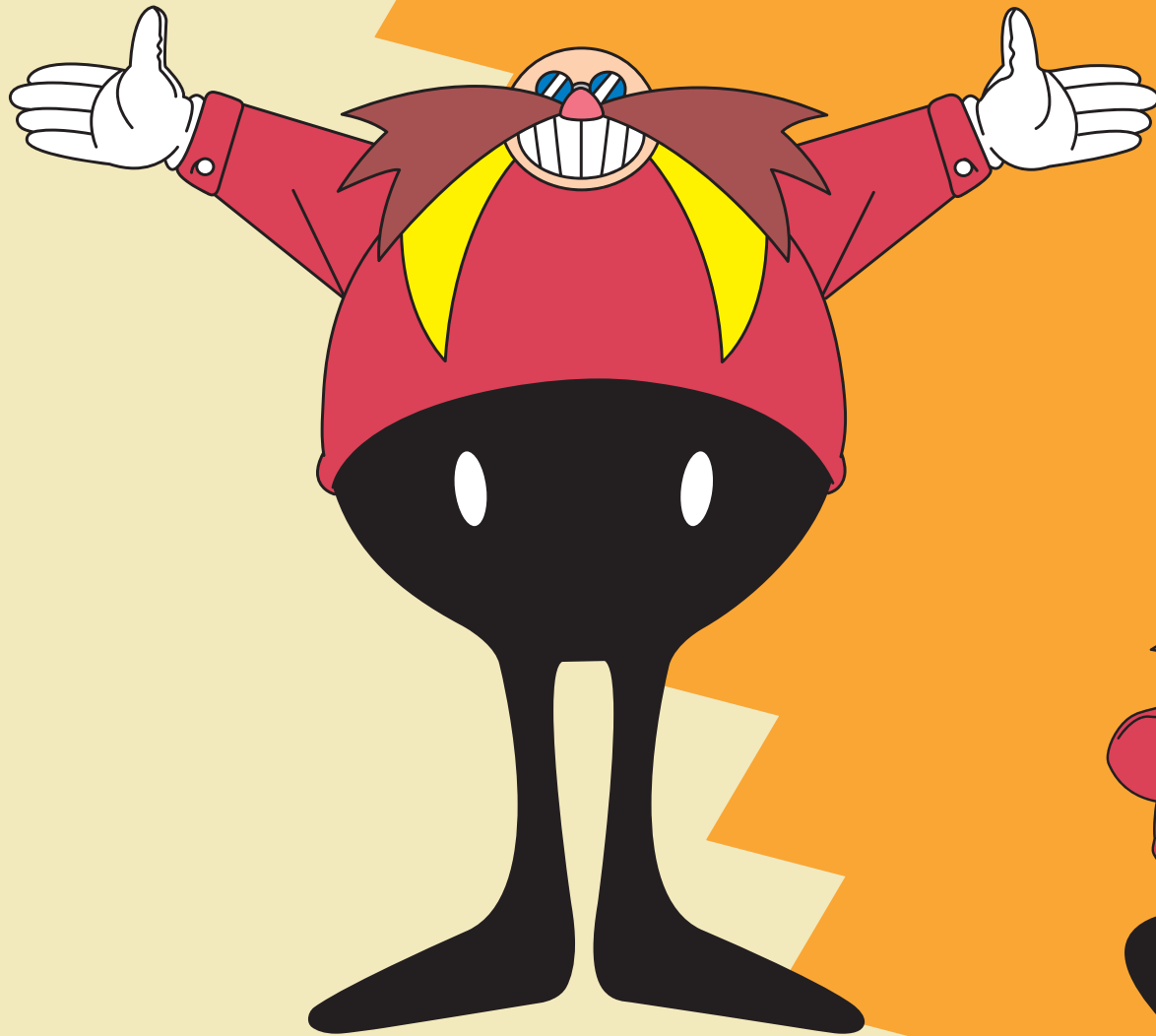
 TONGUE  
PMS 190  
C:0 M:50 Y:0 K:0

 INSIDE MOUTH  
PMS 194  
C:0 M:100 Y:70 K:40

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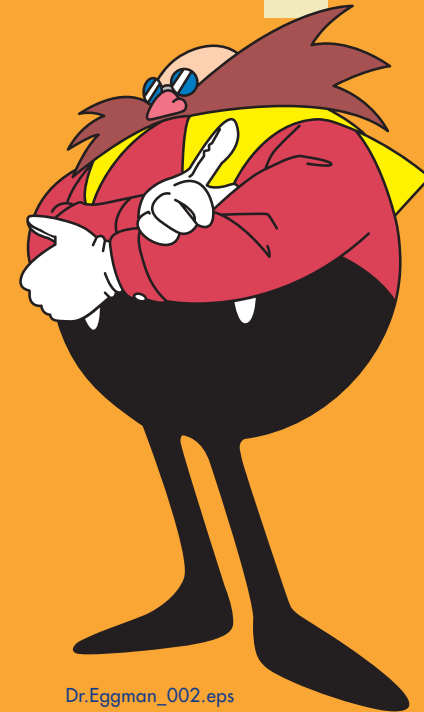


# DR. EGGMAN



\*Dr.Eggman\_001.eps

\*Core character pose

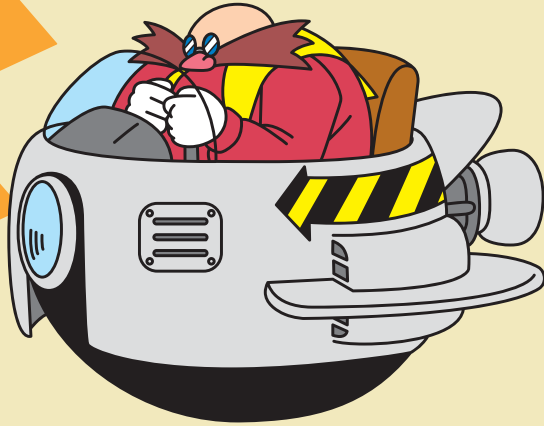


Dr.Eggman\_002.eps



Dr.Eggman\_003.eps

# DR. EGGMAN



Dr.Eggman\_004.eps



N-20\_Eggman.eps



N-21\_Eggman.eps



N-22\_Eggman.eps

# KNUCKLES

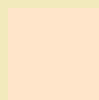
Knuckles is a strong, heroic echidna and one of Sonic's closest allies. Knuckles' strength and huge spikey fists, coupled with his extraordinary martial arts skills, allow him to punch through walls and defeat enemies on his adventures to save the day. Whilst always ready to unite with Sonic in the face of evil, they take any opportunity to prove to the other who's the best.

Height: 110cm/3.6ft  
Weight: 40kg/88lbs  
Age: 16

 BODY  
PMS Red 032  
C:0 M:90 Y:70 K:0

 OUTLINE  
Process Black  
C:0 M:0 Y:0 K:100

 GLOVE/FUR  
White  
C:0 M:0 Y:0 K:0

 SKIN  
PMS 7507  
C:0 M:10 Y:20 K:0

 BOOT  
PMS 109  
C:0 M:20 Y:100 K:0



 BOOT  
PMS Warm Red  
C:0 M:80 Y:90 K:0

 BOOT CUFF  
PMS 361  
C:70 M:0 Y:90 K:0

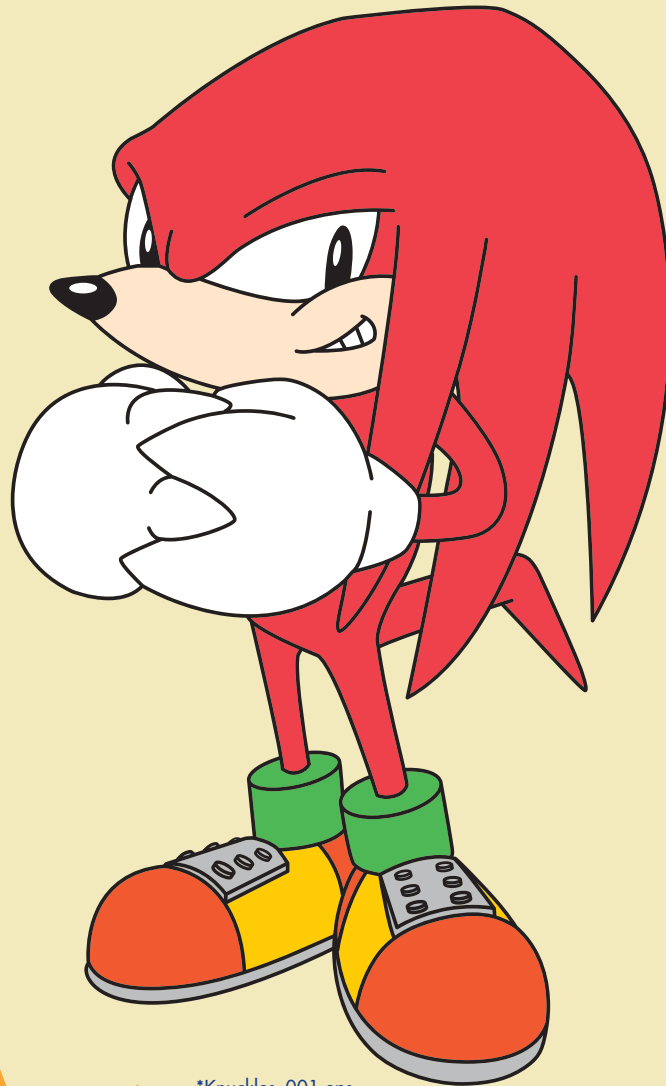
 SOLE  
PMS 429  
C:0 M:0 Y:0 K:30

 TONGUE  
PMS 190  
C:0 M:50 Y:0 K:0

 INSIDE MOUTH  
PMS 194  
C:0 M:100 Y:70 K:40

The colours throughout this style guide have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Colour Standards. Pantone® is a registered trademark of Pantone, Inc.

# KNUCKLES



\*Knuckles\_001.eps

\*Core character pose



Knuckles\_002.eps



Knuckles\_003.eps

# AMY

Amy Rose is a cheerful and energetic young hedgehog who is a friend (and secret admirer!) of Sonic. While she will always try to reason with dastardly enemies, Amy is not worried about getting into a fight – running head first into action especially if it helps to impress Sonic. Cute and girly on the outside, this is one heroine not to be messed with!

Height: 90cm/2.9ft

Weight: Secret!

Age: 12

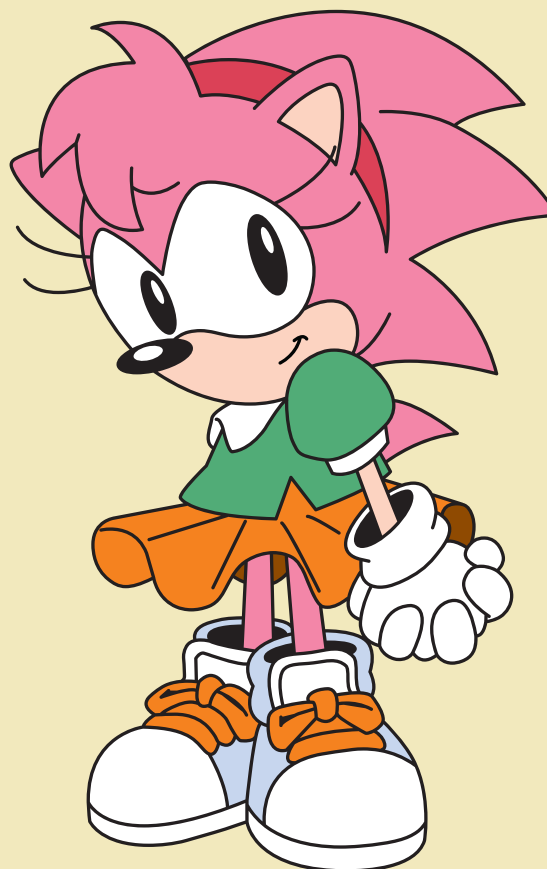
 BODY  
PMS 204  
C:0 M:60 Y:10 K:0

 SKIN  
PMS 148  
C:0 M:20 Y:20 K:0

 OUTLINE  
Process Black  
C:0 M:0 Y:0 K:100

 GLOVE  
White  
C:0 M:0 Y:0 K:0

 HAIRBAND  
PMS 186  
C:10 M:90 Y:60 K:0



 TOP  
PMS 347  
C:70 M:10 Y:70 K:0

 BOOTS  
PMS 657  
C:20 M:10 Y:0 K:0

 SKIRT/LACES  
PMS 144  
C:0 M:60 Y:100 K:0

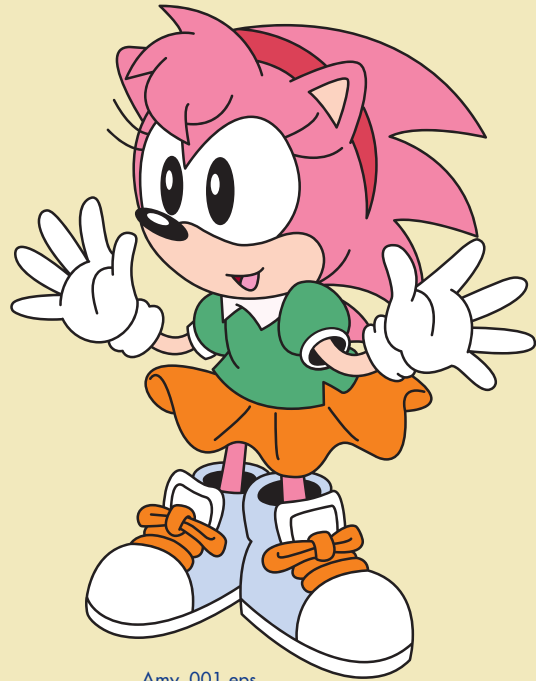
 SKIRT INNER  
PMS 160  
C:0 M:60 Y:100 K:50

 TONGUE  
PMS 190  
C:0 M:50 Y:0 K:0

 INSIDE MOUTH  
PMS 194  
C:0 M:100 Y:70 K:40

The colours throughout this style guide have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Colour Standards. Pantone® is a registered trademark of Pantone, Inc.

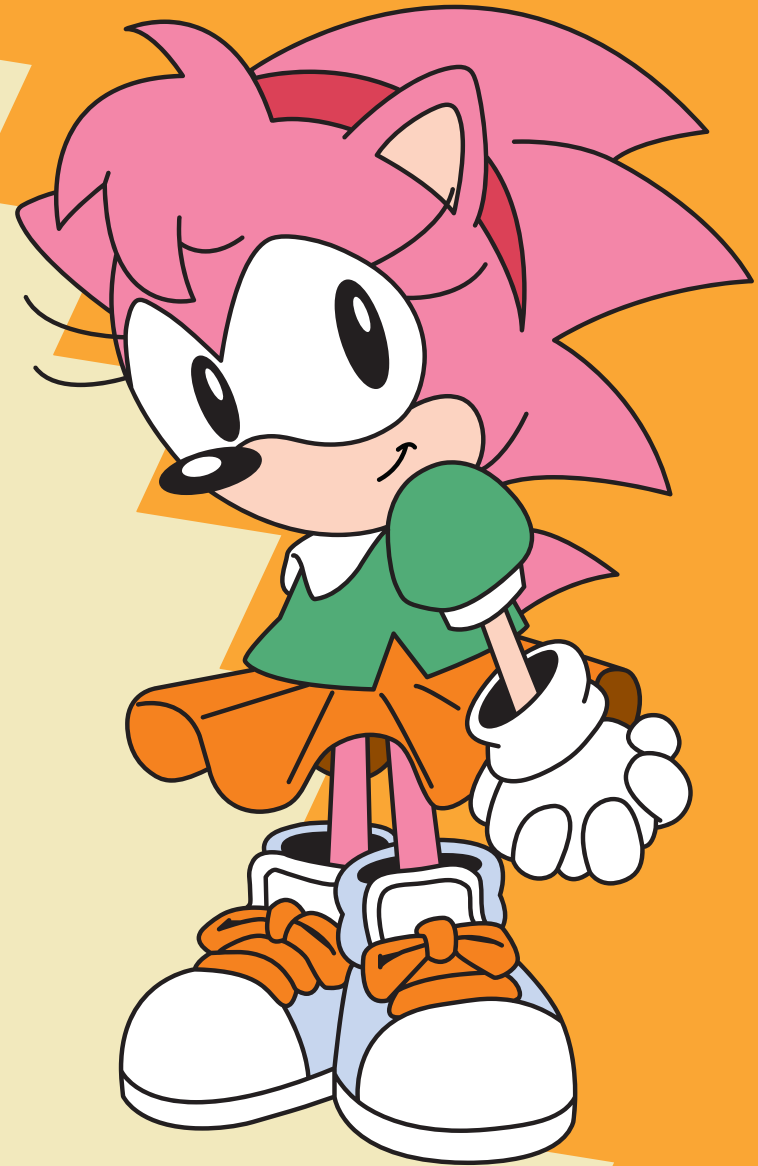
# AMY



Amy\_001.eps



Amy\_002.eps

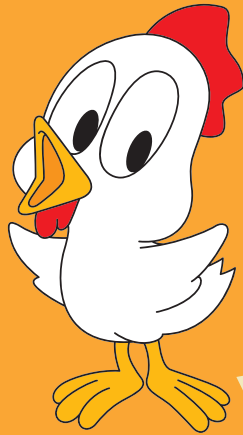


\*Amy\_003.eps

\*Core character pose

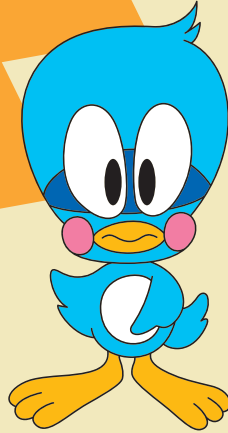
# ADDITIONAL CHARACTERS

**COOKIE**



N-27\_Cookie.eps

**FLICKY**



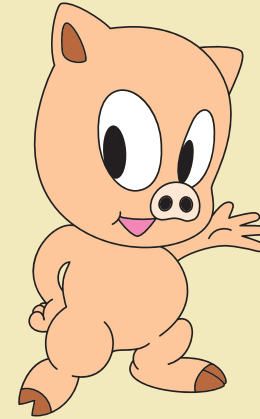
N-23\_Flicky.eps

**PECKY**



N-25\_Pecky.eps

**PICKEY**



N-28\_Picky.eps

**POCKY**



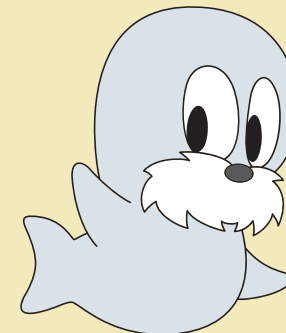
N-24\_Pocky.eps

**RICKY**



N-26\_Ricky.eps

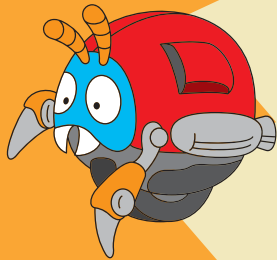
**ROCKY**



N-29\_Rocky.eps

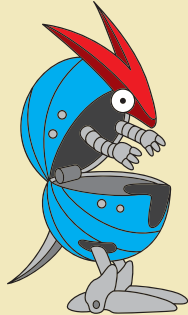
# ADDITIONAL CHARACTERS

**MOTO BUG**



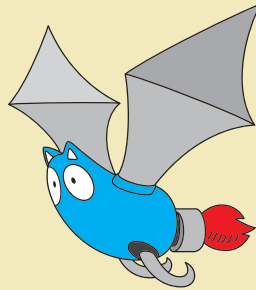
N-35\_Moto bug.eps

**ROLLER**



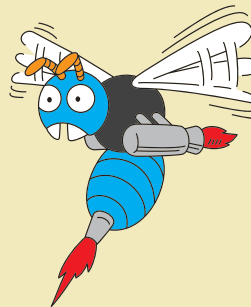
N-33\_Roller.eps

**BATBRAIN**



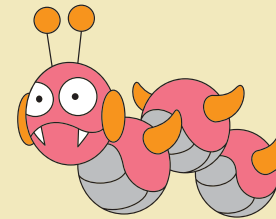
N-42\_Batbrain.eps

**BUZ BOMBER**



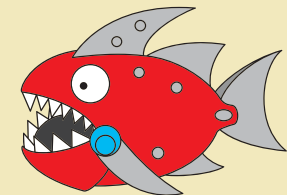
N-40\_Buzz Bomber.eps

**CATERKILLER**



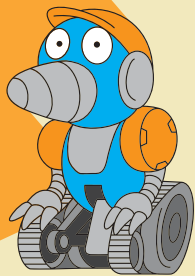
N-37\_Caterkiller.eps

**CHOPPER**



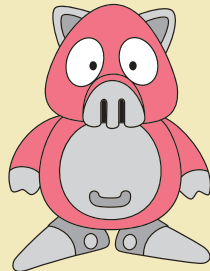
N-36\_Chopper.eps

**BURROBOT**



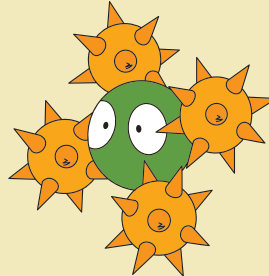
N-41\_Burrobot.eps

**BALL HOG**



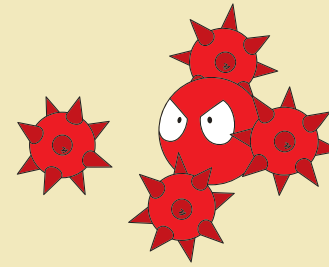
N-32\_Ball Hog.eps

**ORBINAUT**



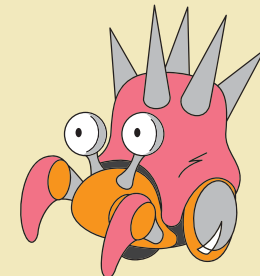
N-43\_Orbinaut.eps

**ORBINAUT**



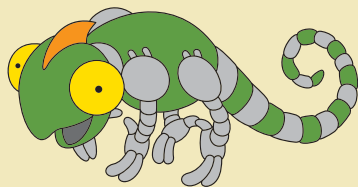
N-44\_Orbinaut.eps

**SPIKES**



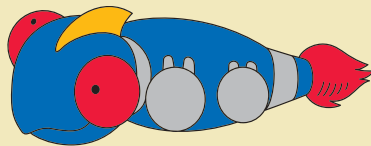
N-38\_Spikes.eps

**NEWTRON**



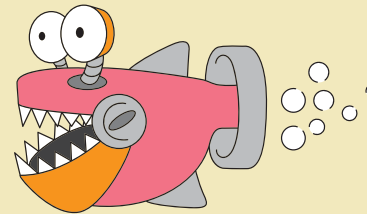
N-30\_Newtron.eps

**NEWTRON**



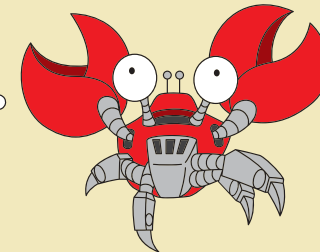
N-31\_Newtron.eps

**JAWS**



N-39\_Jaws.eps

**CRABMEAT**

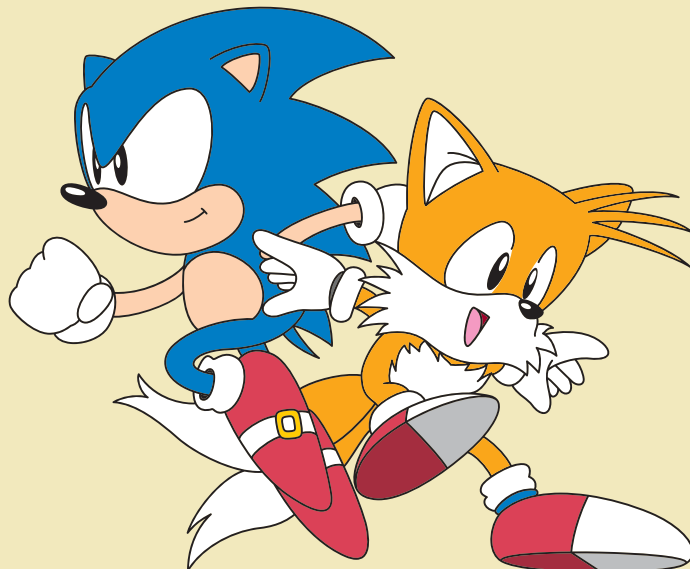
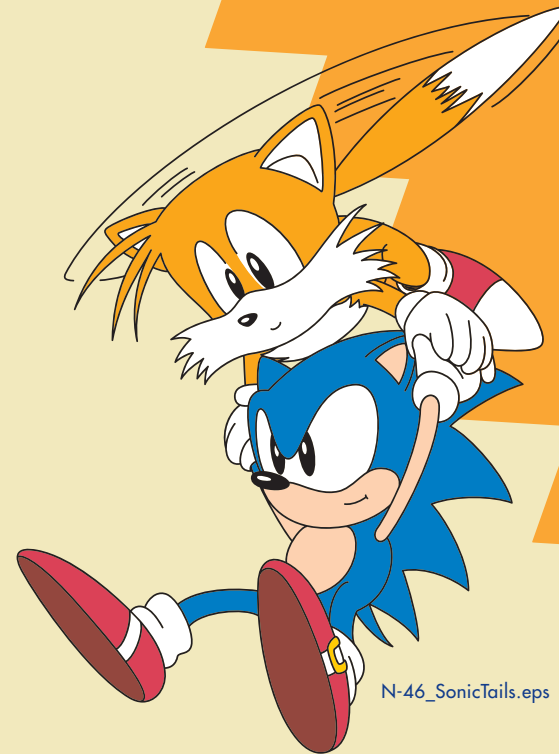
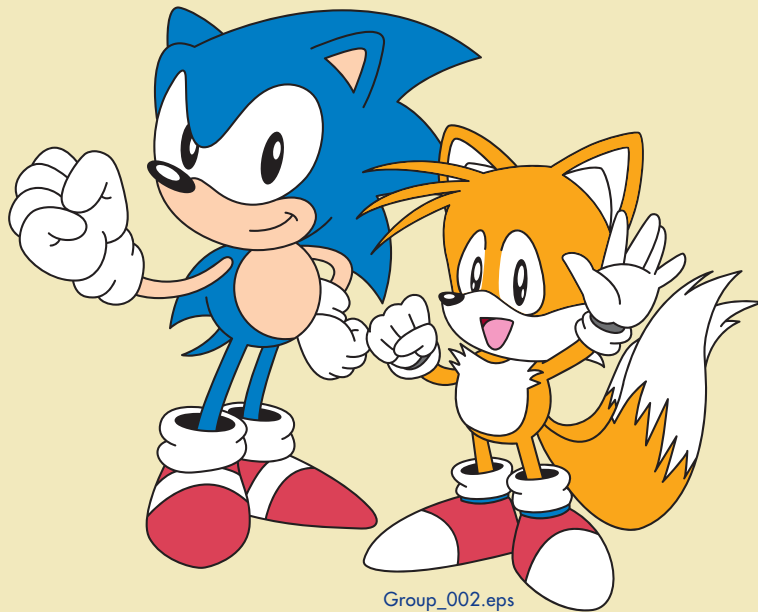


N-34\_Crabmeat.eps

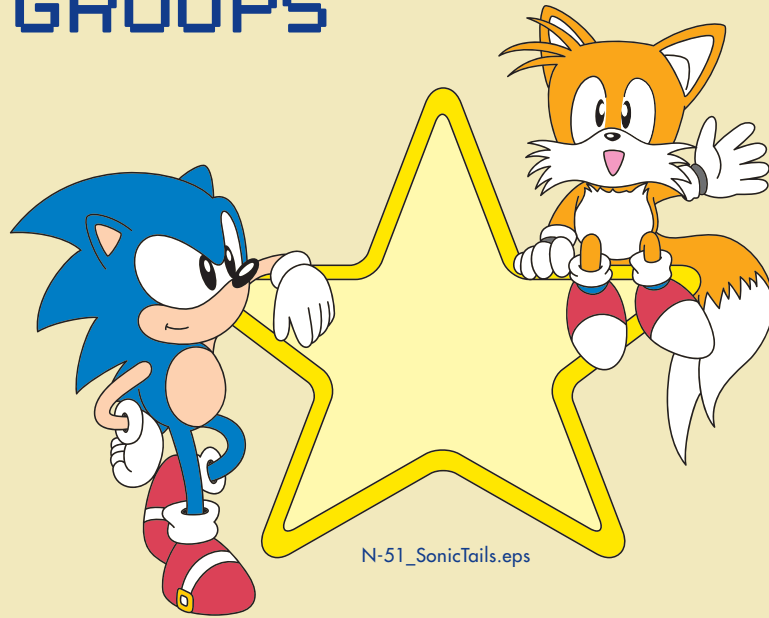
The enemy size is as large, or slightly smaller, as Sonic size.  
Pixelated artwork available upon request.



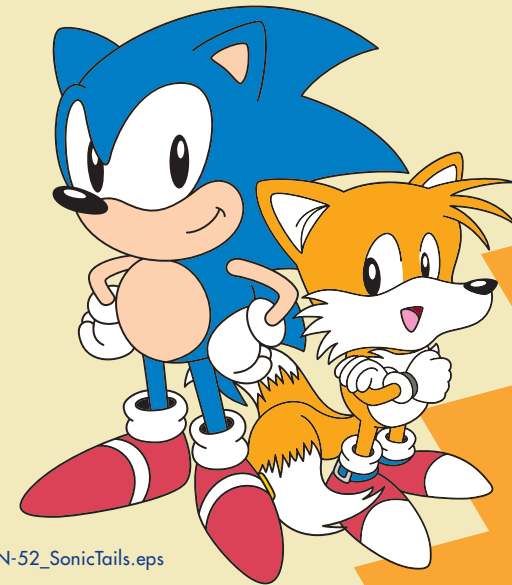
# GROUPS



# GROUPS



N-51\_SonicTails.eps



N-52\_SonicTails.eps

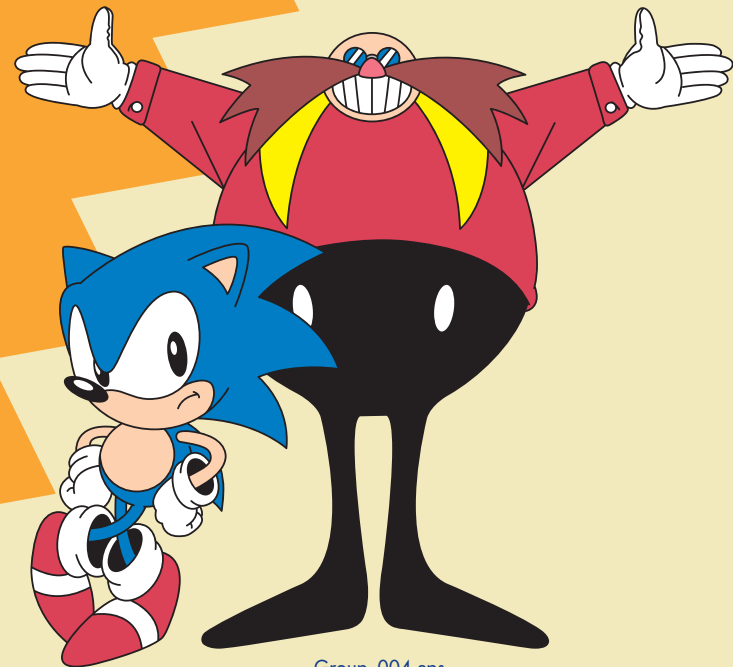
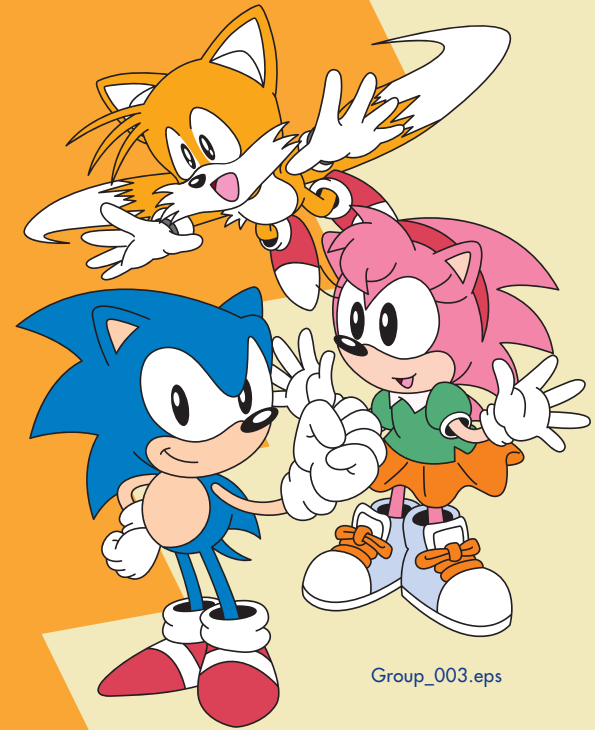
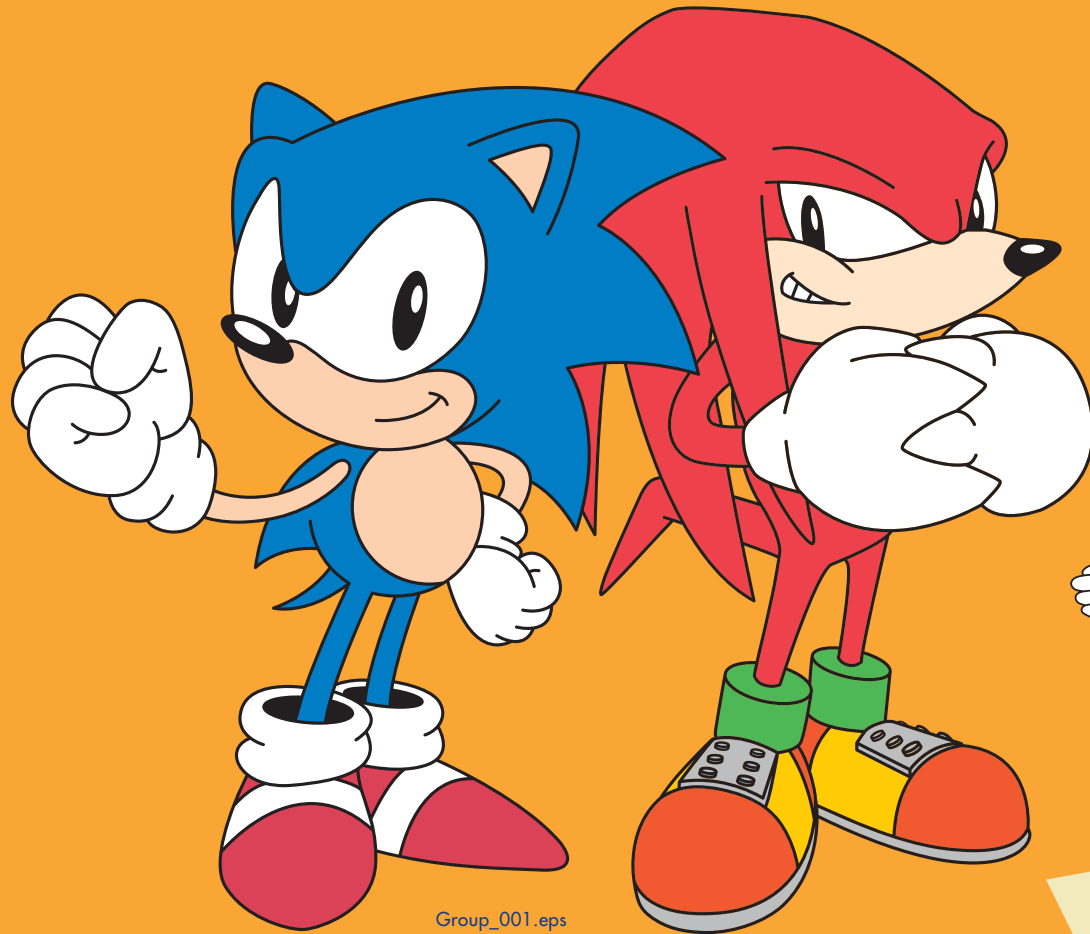


N-65\_SonicTails.eps

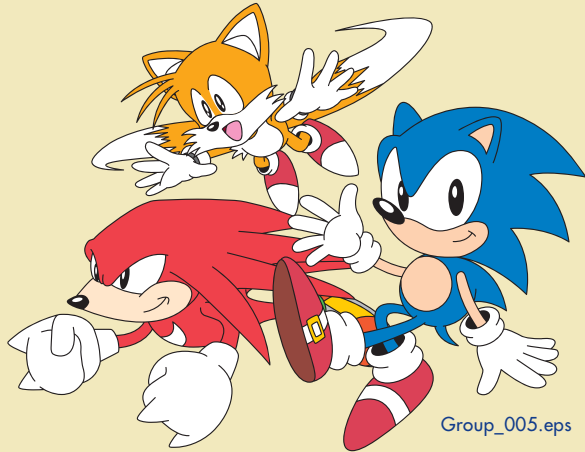


N-66\_SonicTails.eps

# GROUPS



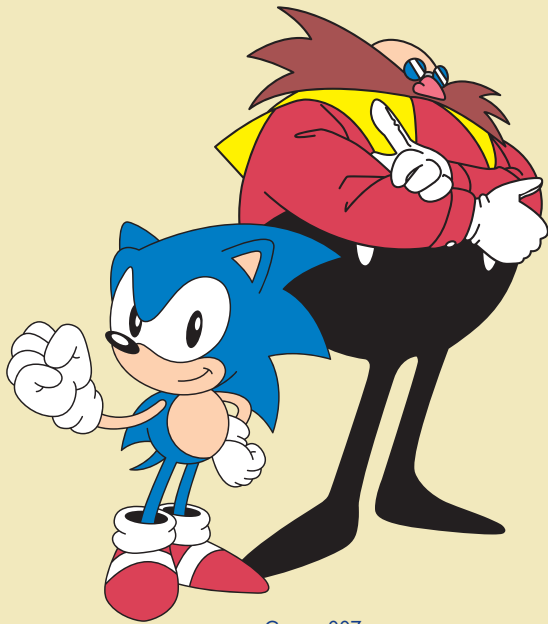
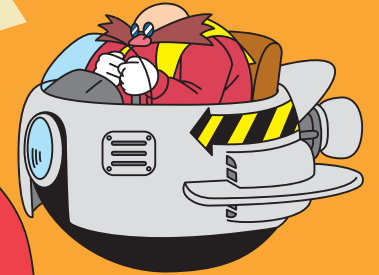
# GROUPS



Group\_005.eps



Group\_006.eps



Group\_007.eps

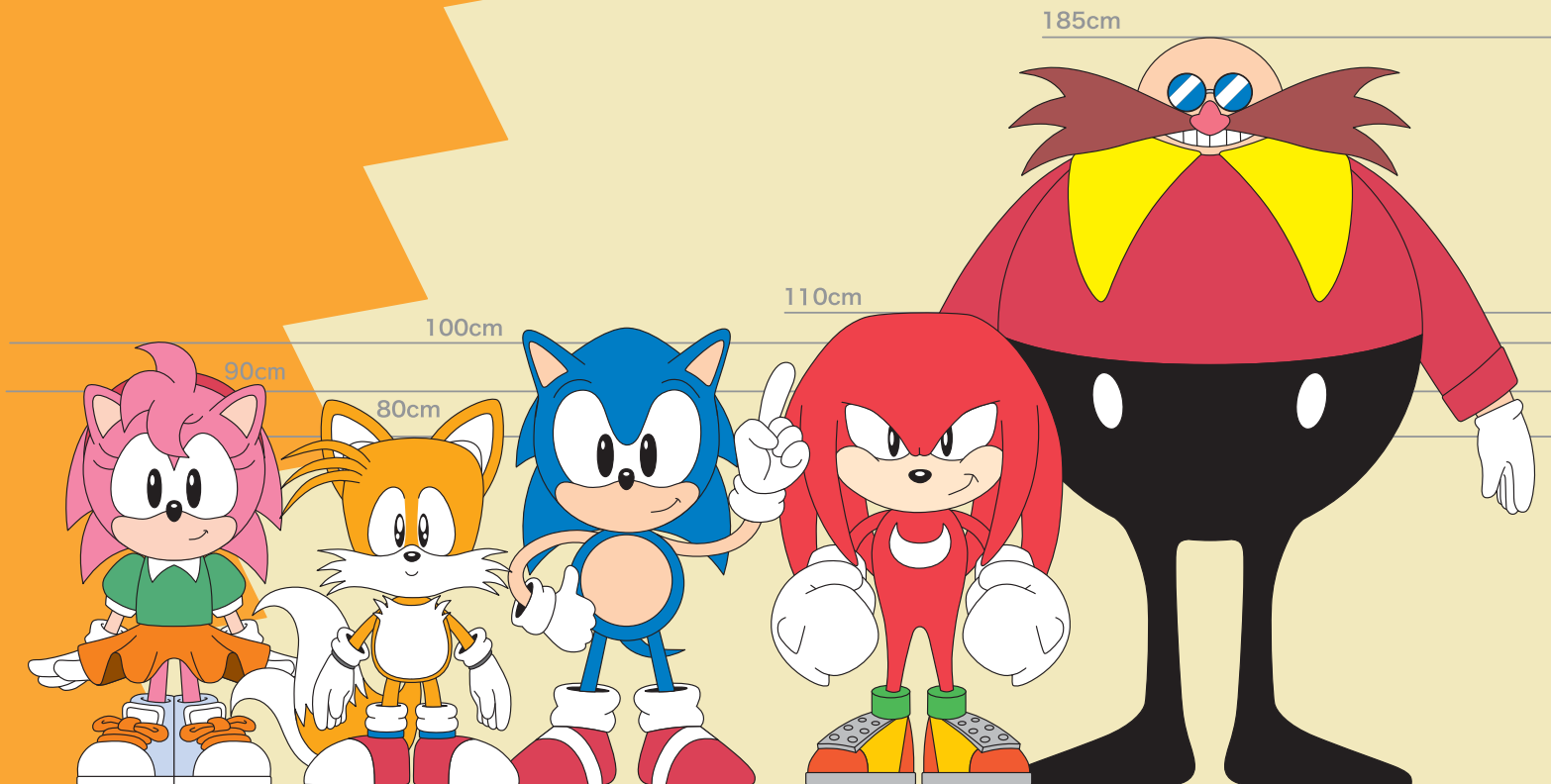


Group\_008.eps



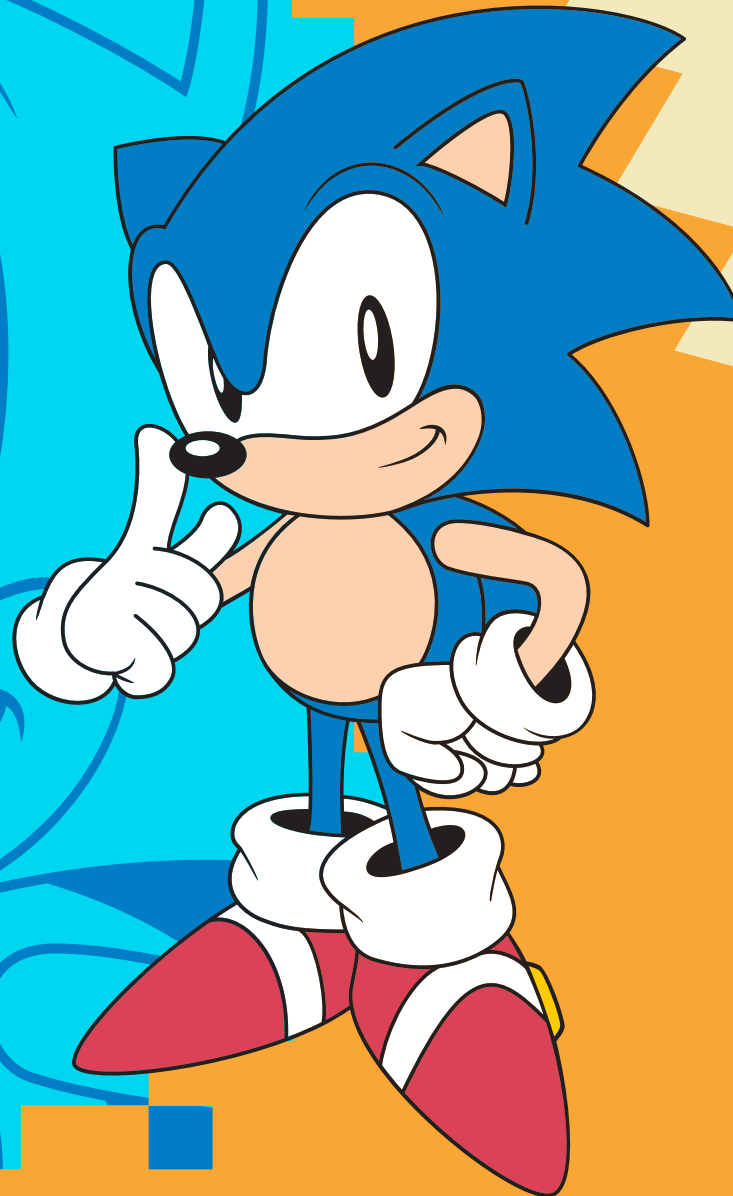
Group\_009.eps

# CHARACTER SIZE CHART

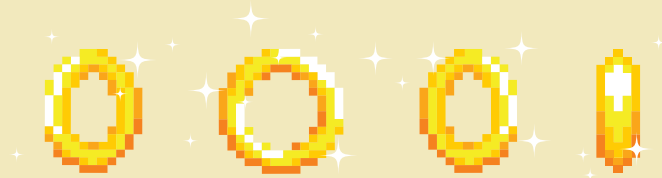


classic\_character\_size.eps

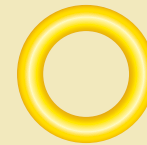
# DESIGN ELEMENTS



# PROPS



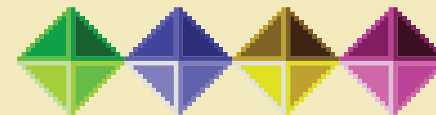
classic\_prop\_01\_cmyk.eps



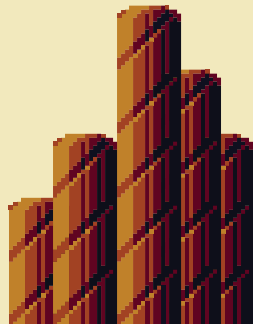
classic\_prop\_02\_cmyk.eps



classic\_prop\_03\_cmyk.eps



classic\_prop\_04\_cmyk.eps



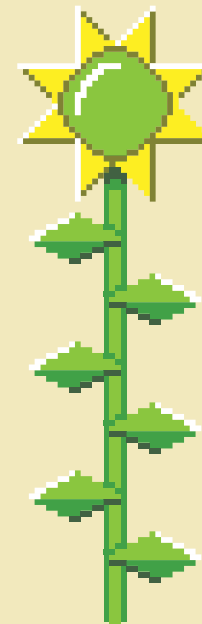
classic\_prop\_05\_cmyk.eps



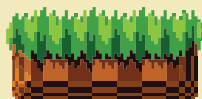
classic\_prop\_06\_cmyk.eps



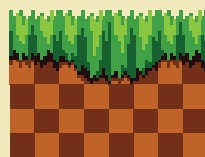
classic\_prop\_10\_cmyk.eps



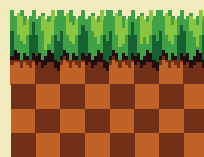
classic\_prop\_11\_cmyk.eps



classic\_prop\_07\_cmyk.eps



classic\_prop\_08\_cmyk.eps



classic\_prop\_09\_cmyk.eps

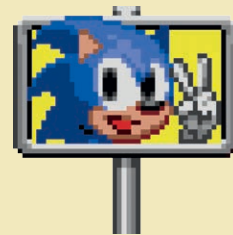
# PROPS



classic\_prop\_12\_cmyk.psd



classic\_prop\_17\_cmyk.psd



classic\_prop\_18\_cmyk.psd



classic\_prop\_15\_cmyk.psd



classic\_prop\_16\_cmyk.psd



classic\_prop\_19\_cmyk.psd



classic\_prop\_20\_cmyk.psd



classic\_prop\_21\_cmyk.psd



classic\_prop\_22\_cmyk.psd



classic\_prop\_23\_cmyk.psd



classic\_prop\_24\_cmyk.psd



classic\_prop\_25\_cmyk.psd



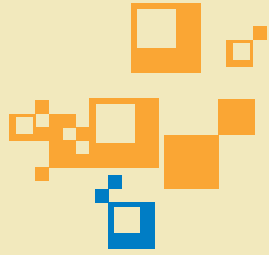
classic\_prop\_26\_cmyk.psd



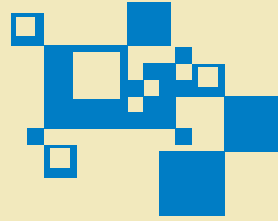
classic\_prop\_27\_cmyk.psd



# ICONS



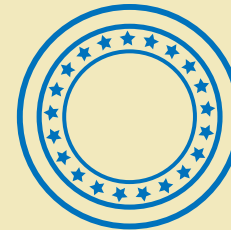
classic\_icon\_01\_cmyk.eps



classic\_icon\_02\_cmyk.eps



classic\_icon\_03\_cmyk.eps



classic\_icon\_04\_cmyk.eps



classic\_icon\_05\_cmyk.eps



classic\_icon\_06\_cmyk.eps



classic\_icon\_07\_cmyk.eps



classic\_icon\_08\_cmyk.eps



classic\_icon\_09\_cmyk.eps



classic\_icon\_10\_cmyk.eps



classic\_icon\_11\_cmyk.eps



classic\_icon\_12\_cmyk.eps

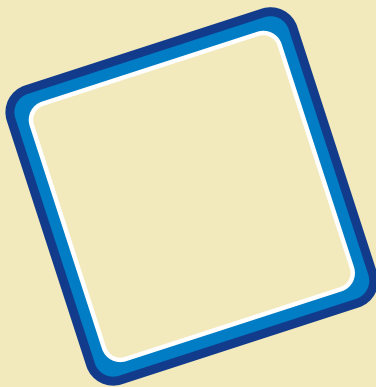
# FRAMES



classic\_frame\_01\_cmyk.eps



classic\_frame\_02\_cmyk.eps



classic\_frame\_03\_cmyk.eps



classic\_frame\_04\_cmyk.eps



classic\_frame\_05\_cmyk.eps

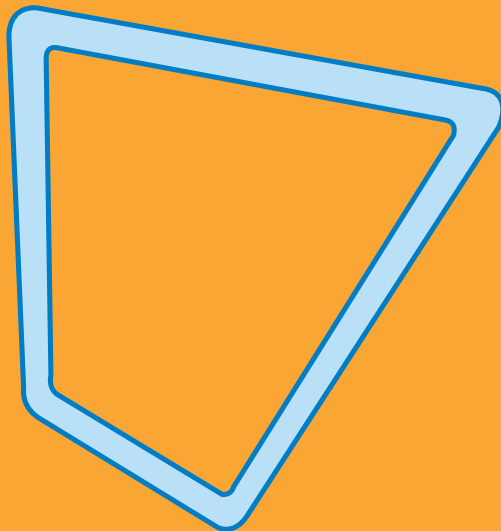
# FRAMES



classic\_frame\_06\_cmyk.eps



classic\_frame\_07\_cmyk.eps

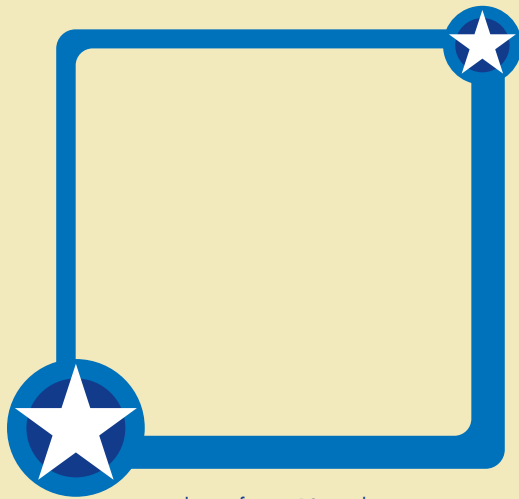


classic\_frame\_08\_cmyk.eps



classic\_frame\_09\_cmyk.eps

# FRAMES



classic\_frame\_10\_cmyk.eps



classic\_frame\_11\_cmyk.eps

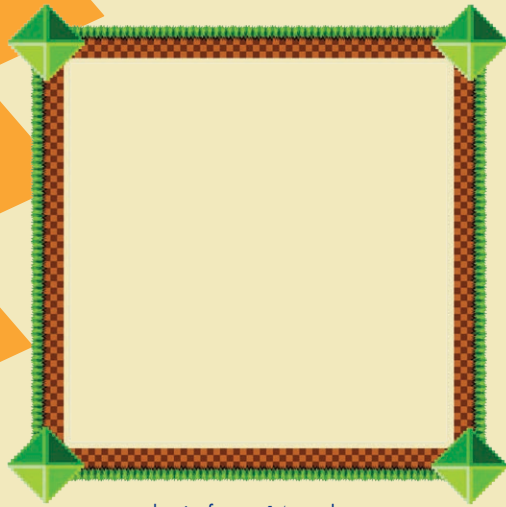


classic\_frame\_12\_cmyk.eps

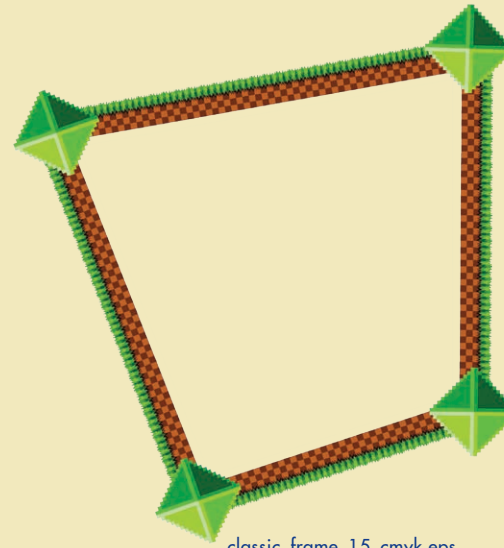


classic\_frame\_13\_cmyk.eps

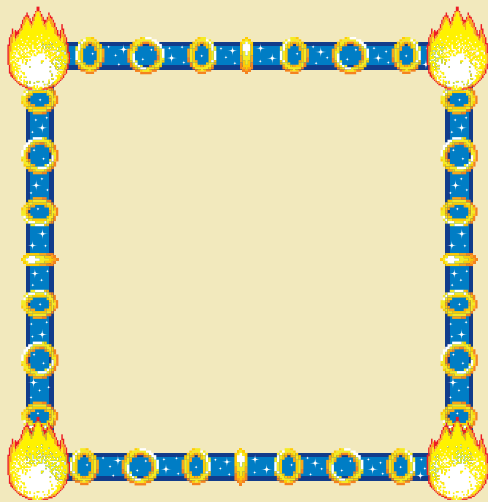
# FRAMES



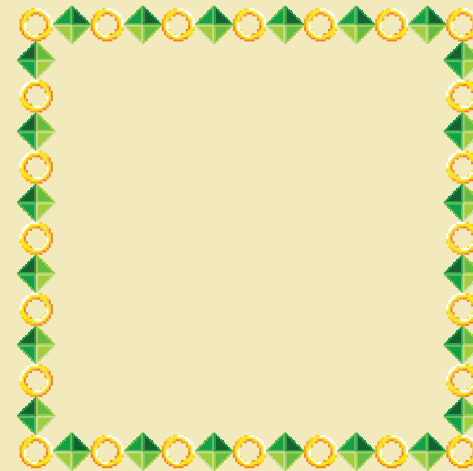
classic\_frame\_14\_cmyk.eps



classic\_frame\_15\_cmyk.eps

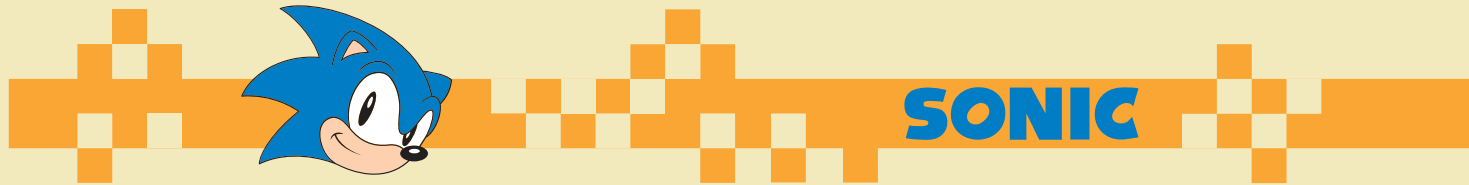


classic\_frame\_16\_cmyk.eps

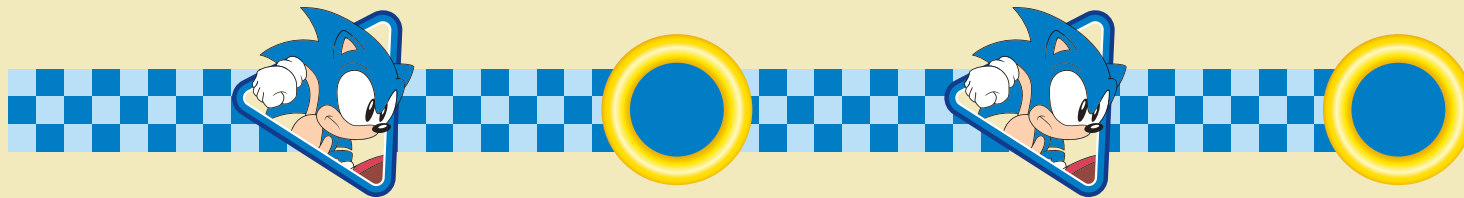


classic\_frame\_17\_cmyk.eps

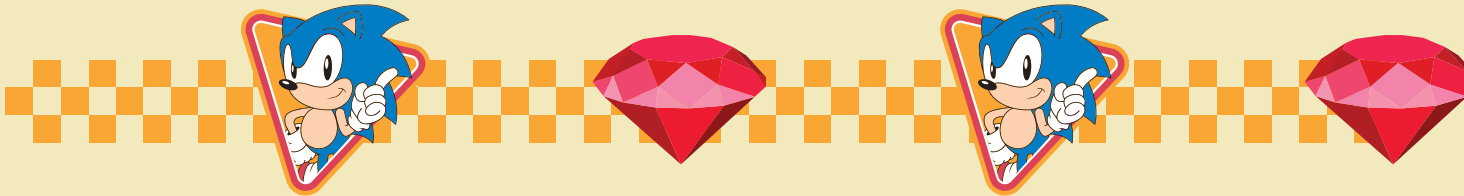
# BORDERS



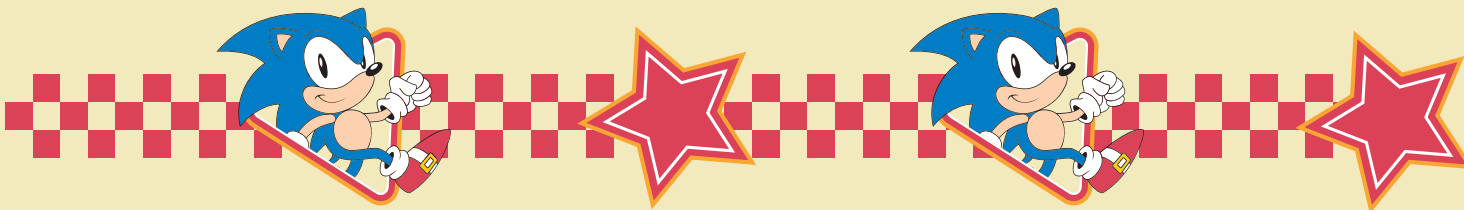
classic\_border\_01\_cmyk.eps



classic\_border\_02\_cmyk.eps



classic\_border\_03\_cmyk.eps

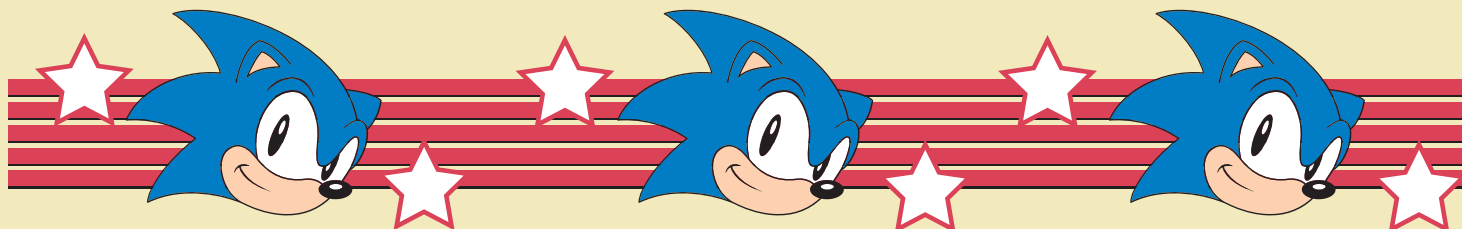


classic\_border\_04\_cmyk.eps

# BORDERS



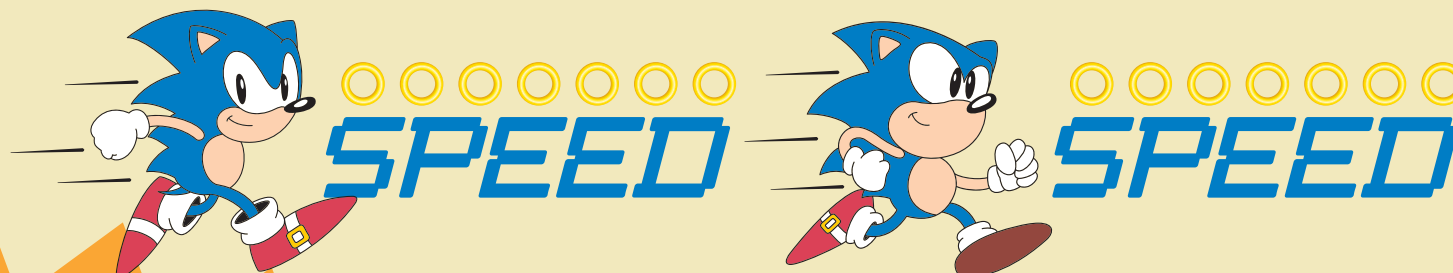
classic\_border\_05\_cmyk.eps



classic\_border\_06\_cmyk.eps

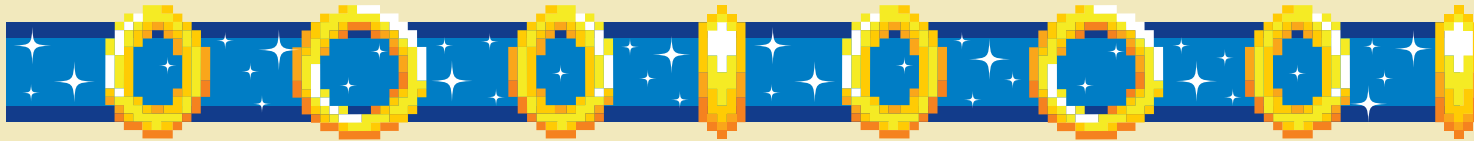


classic\_border\_07\_cmyk.eps

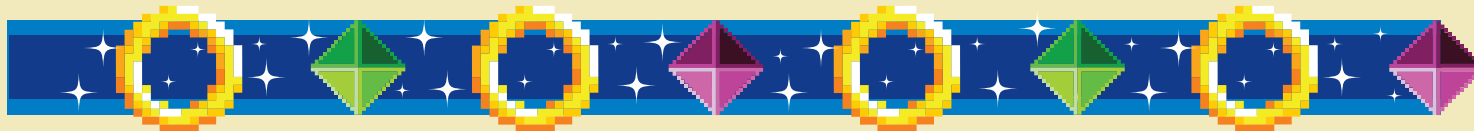


classic\_border\_08\_cmyk.eps

# BORDERS



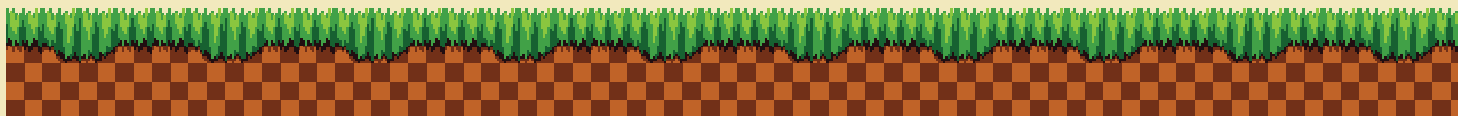
classic\_border\_09\_cmyk.eps



classic\_border\_10\_cmyk.eps



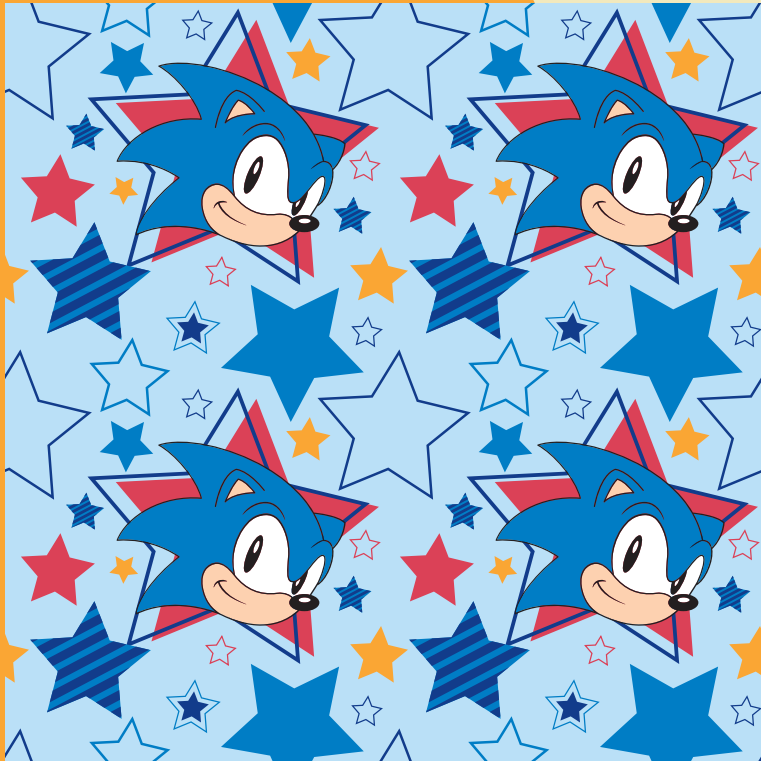
classic\_border\_11\_cmyk.eps



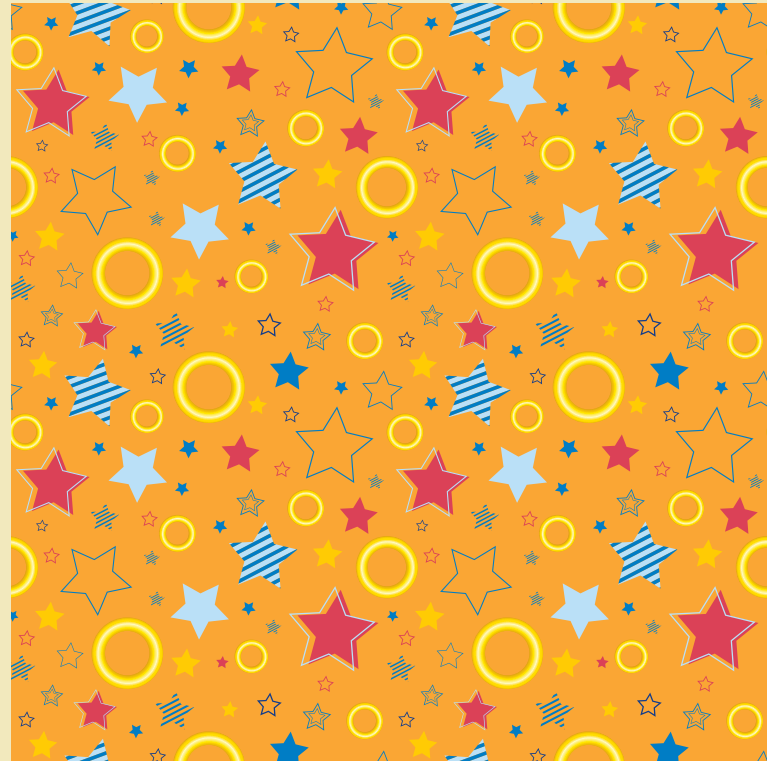
classic\_border\_12\_cmyk.eps



# PATTERNS

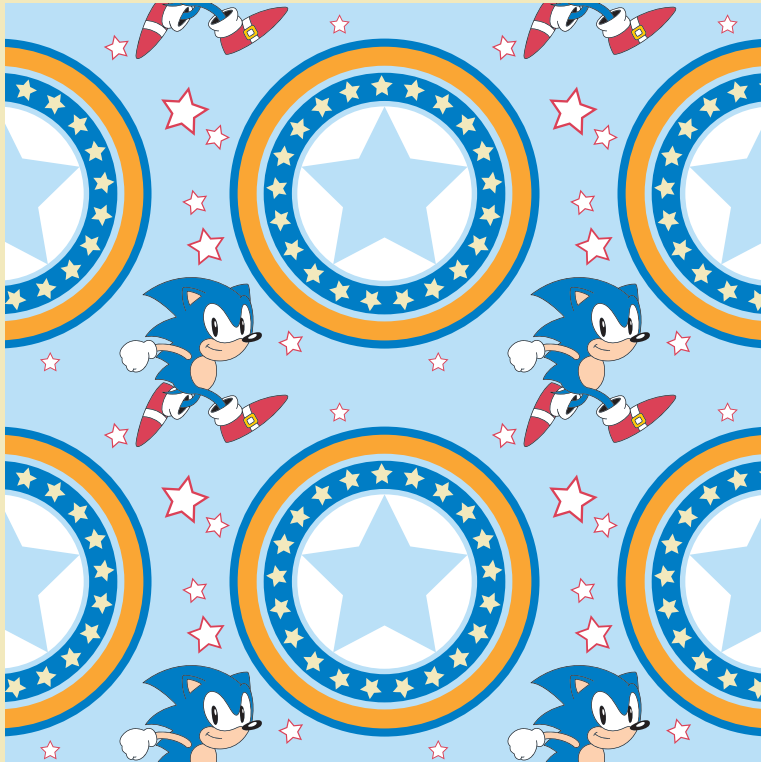


classic\_pattern\_01\_cmyk.eps

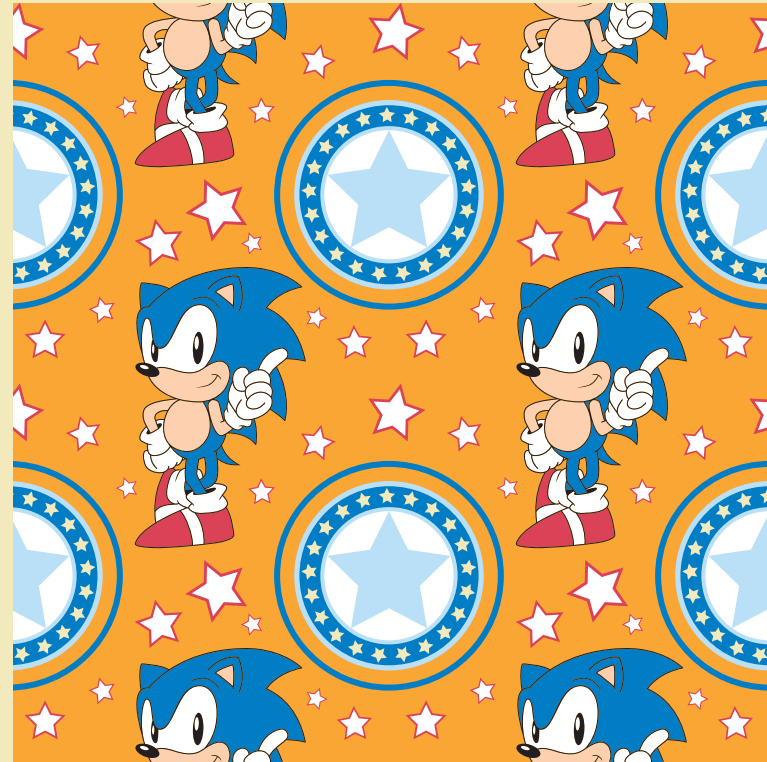


classic\_pattern\_02\_cmyk.eps

# PATTERNS

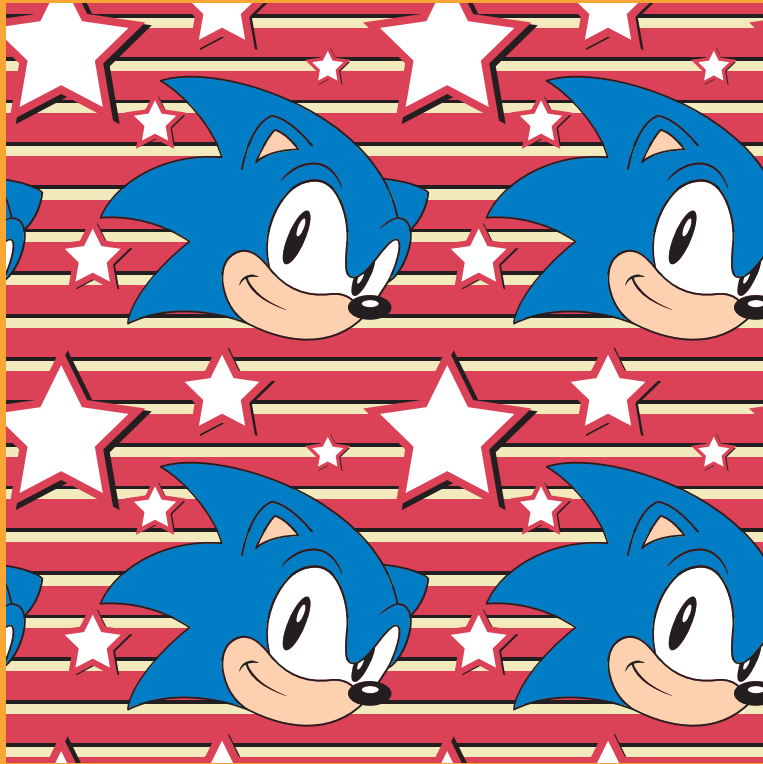


classic\_pattern\_03\_cmyk.eps



classic\_pattern\_04\_cmyk.eps

# PATTERNS



classic\_pattern\_05\_cmyk.eps

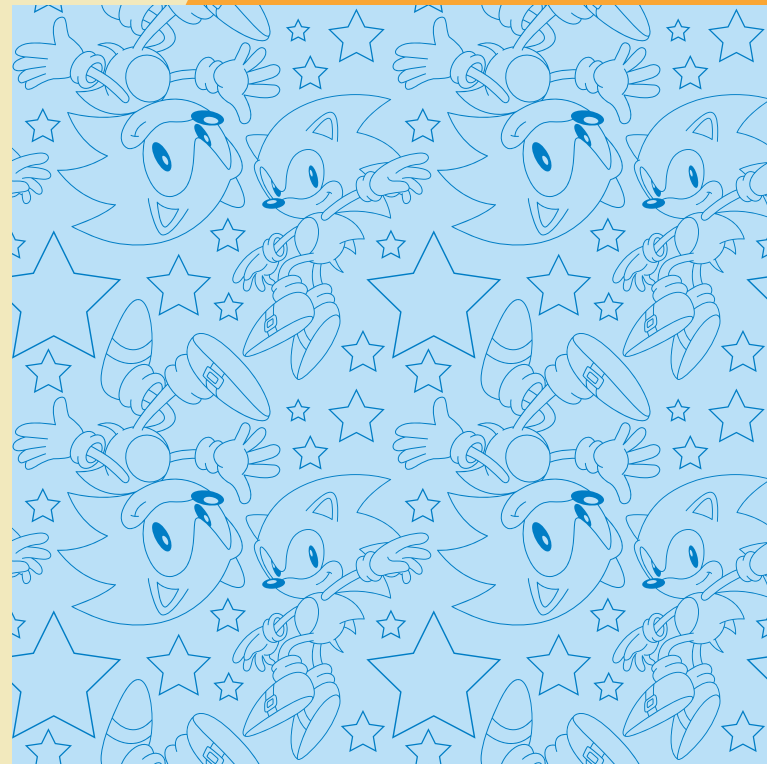


classic\_pattern\_06\_cmyk.eps

# PATTERNS

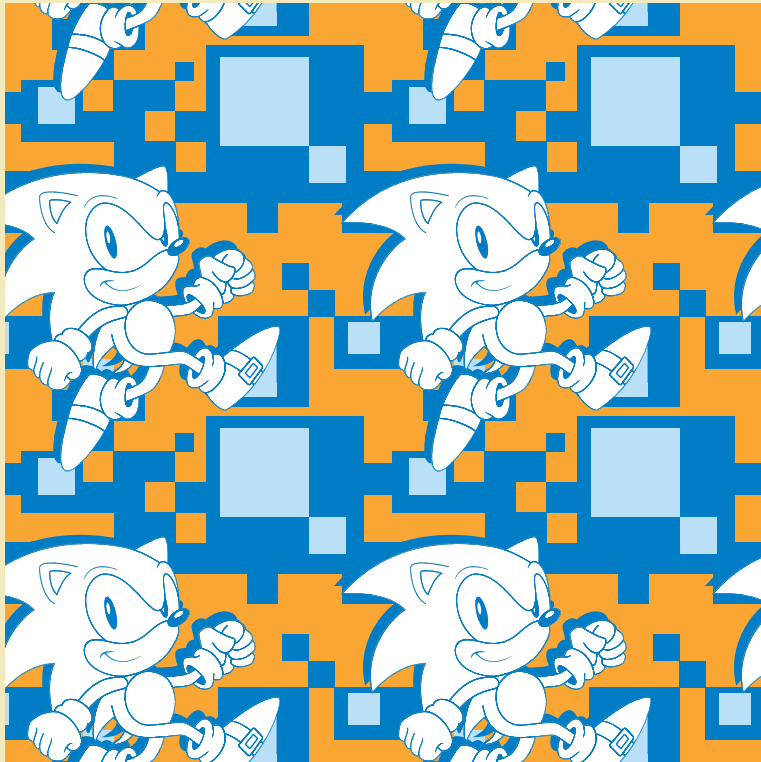


classic\_pattern\_07\_cmyk.eps

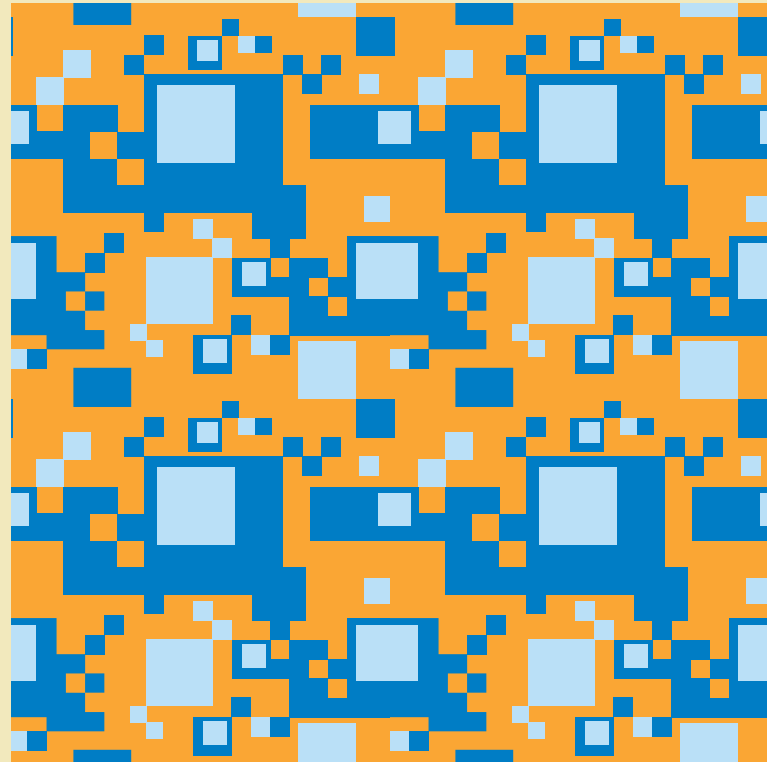


classic\_pattern\_08\_cmyk.eps

# PATTERNS



classic\_pattern\_09\_cmyk.eps

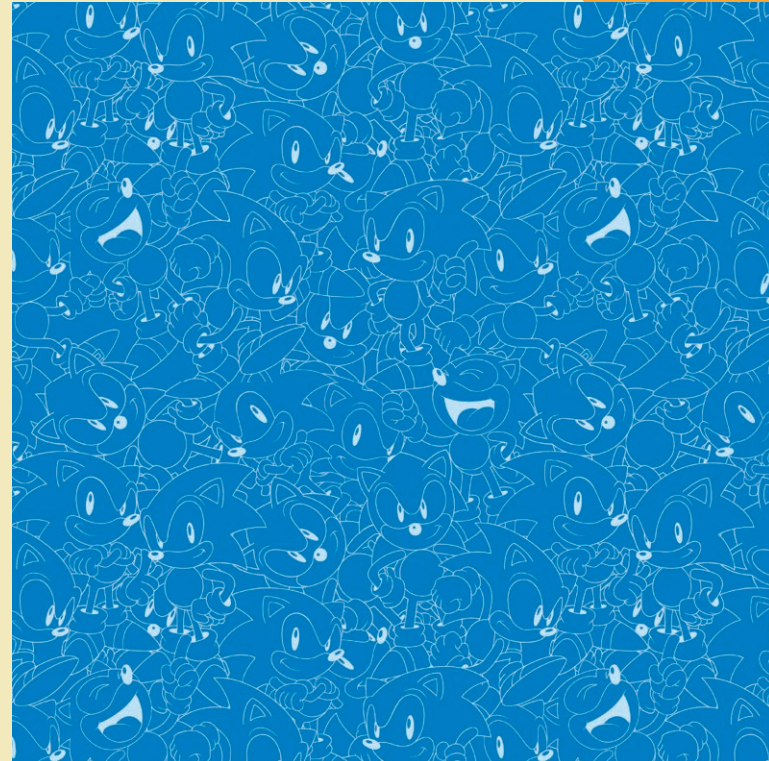


classic\_pattern\_10\_cmyk.eps

# PATTERNS



classic\_pattern\_11\_cmyk.eps



classic\_pattern\_12\_cmyk.eps

# PATTERNS

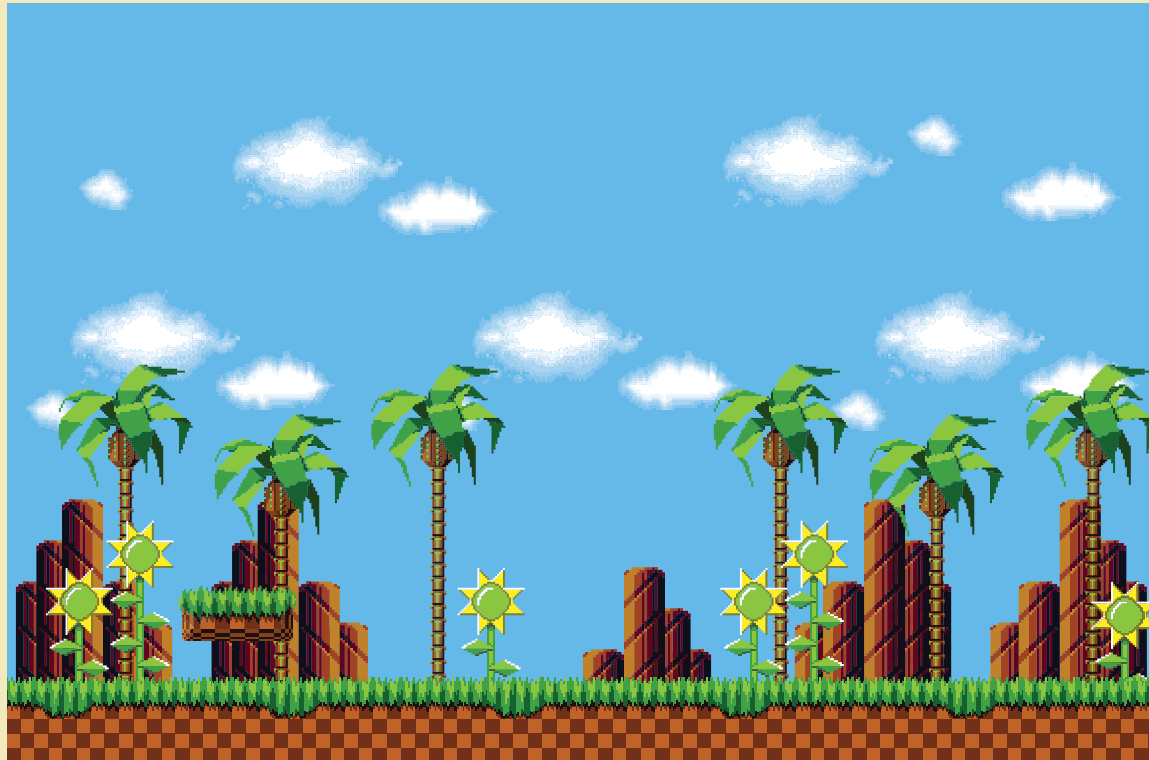


classic\_pattern\_13\_cmyk.eps



classic\_pattern\_14\_cmyk.eps

# BACKGROUNDS

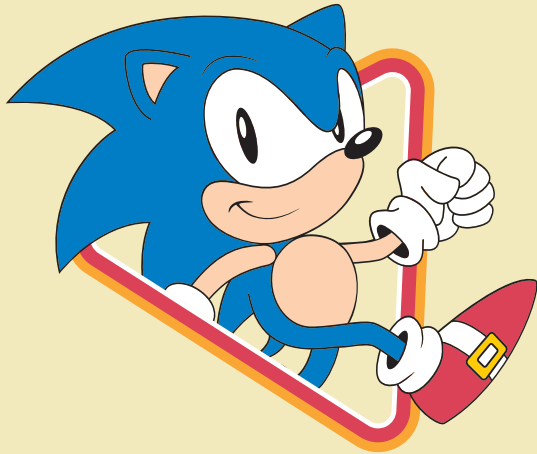


Game\_Placement.eps

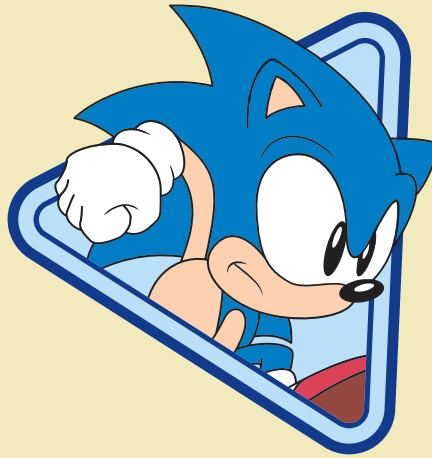
\*This background is made up of elements from the prop section of this style guide.  
All elements are movable dependent on required composition.



# GRAPHIC LOCK-UPS



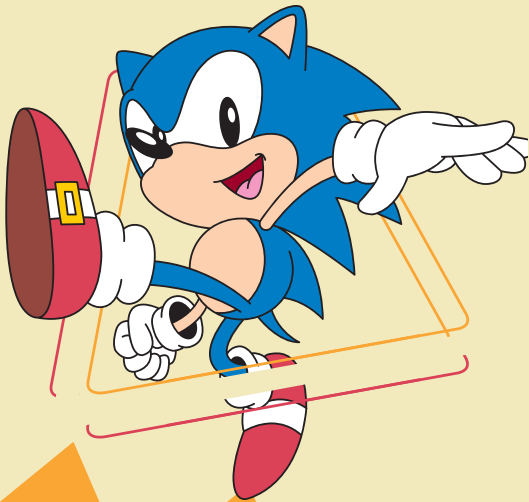
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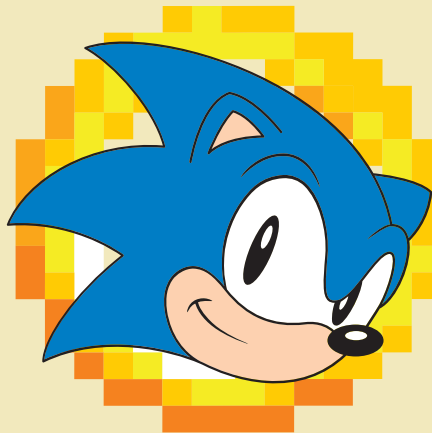
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classic\_glu\_03\_cmyk.eps



classic\_glu\_04\_cmyk.eps



classic\_glu\_05\_cmyk.eps

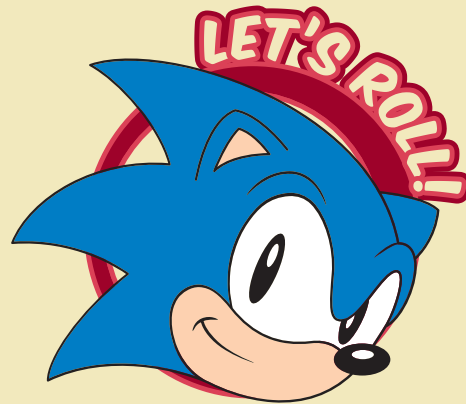


classic\_glu\_06\_cmyk.eps

# GRAPHIC LOCK-UPS



classic\_glu\_07\_cmyk.eps



classic\_glu\_08\_cmyk.eps



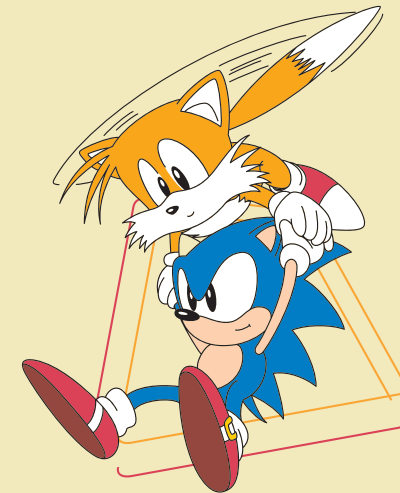
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classic\_glu\_10\_cmyk.eps

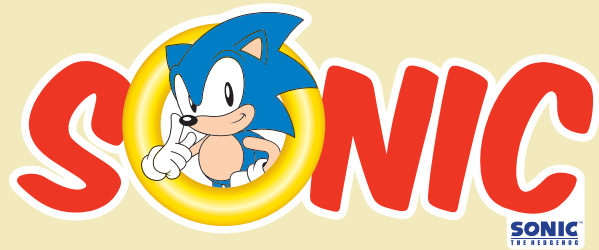


classic\_glu\_11\_cmyk.eps



classic\_glu\_12\_cmyk.eps

# GRAPHIC LOCK-UPS



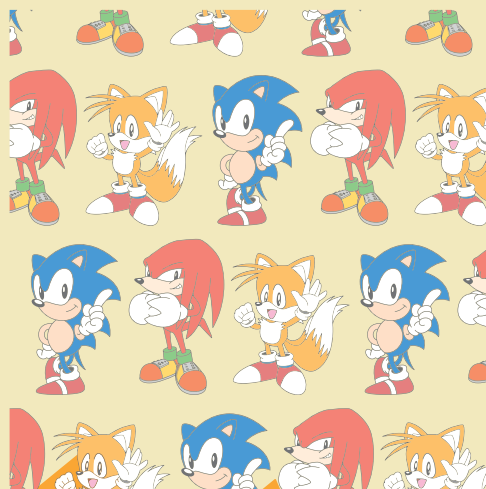
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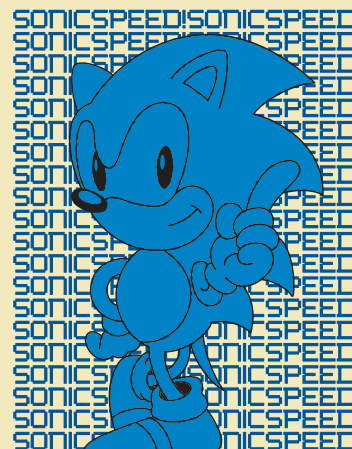
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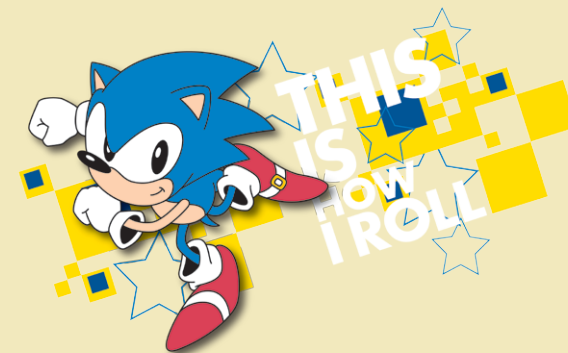
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classic\_glu\_16\_cmyk.eps



classic\_glu\_17\_cmyk.eps

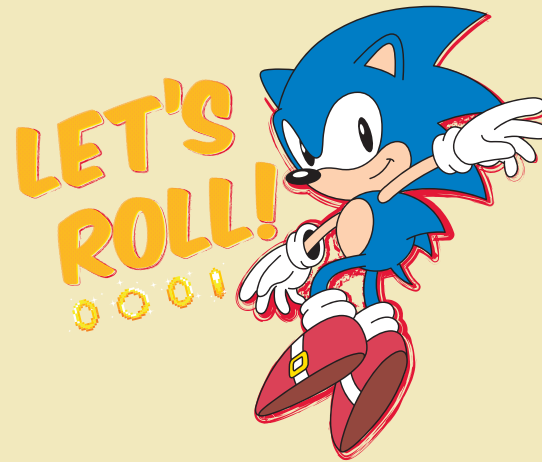


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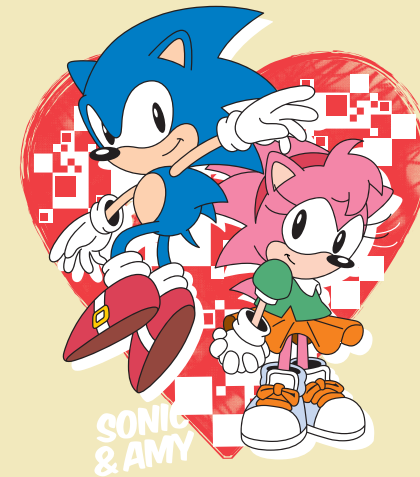
# GRAPHIC LOCK-UPS



classic\_glu\_19\_cmyk.eps



classic\_glu\_20\_cmyk.eps



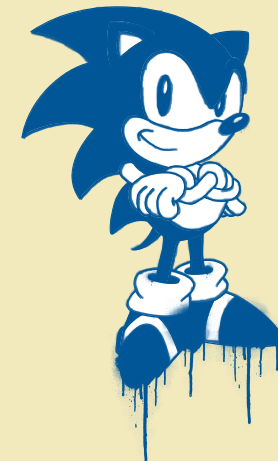
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classic\_glu\_22\_cmyk.eps



classic\_glu\_23\_cmyk.eps

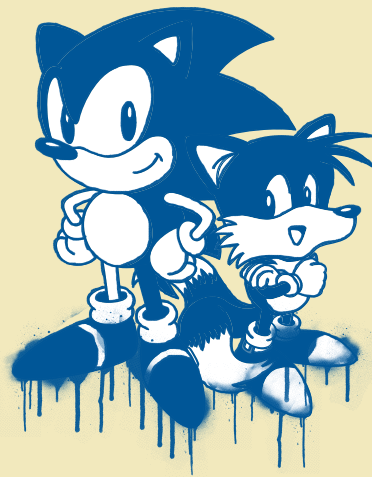


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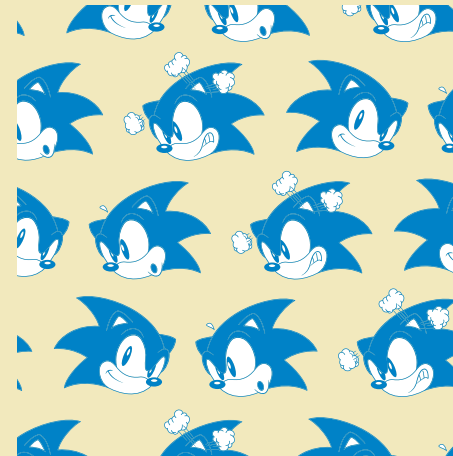
# GRAPHIC LOCK-UPS



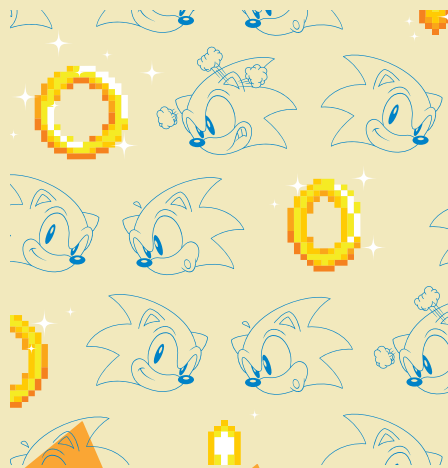
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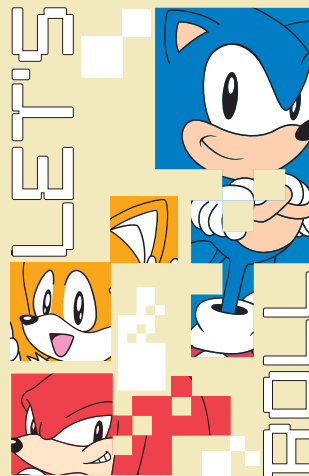
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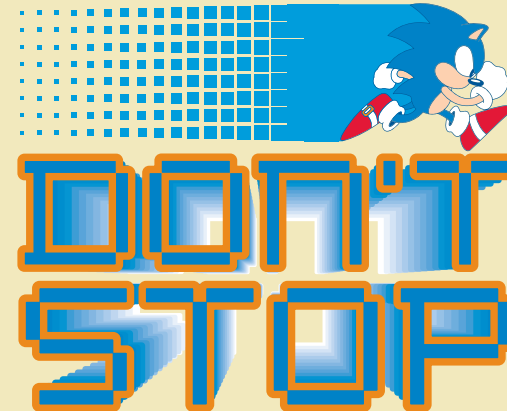
classic\_glu\_27\_cmyk.eps



classic\_glu\_28\_cmyk.eps

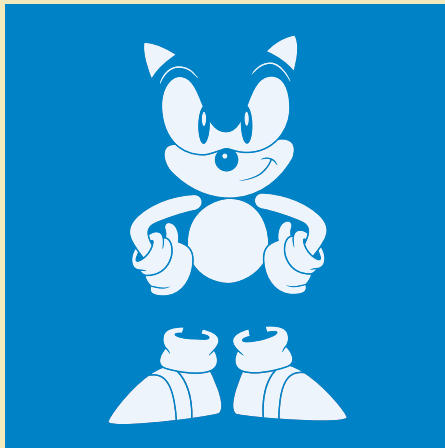


classic\_glu\_29\_cmyk.eps

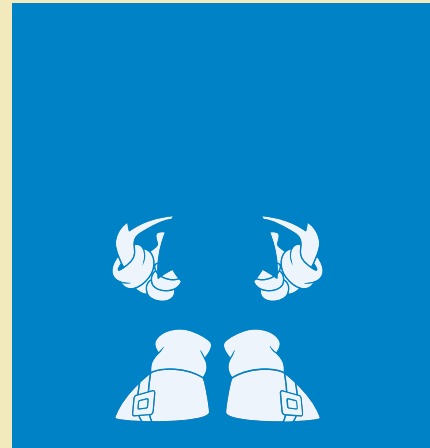


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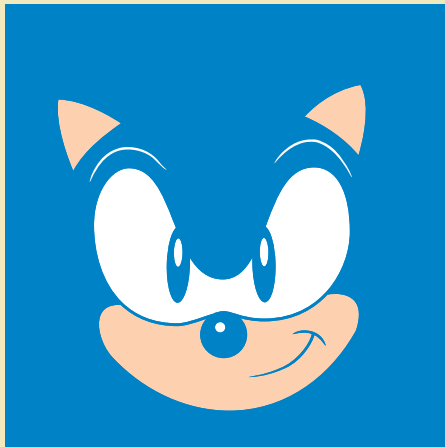
# GRAPHIC LOCK-UPS



classic\_glu\_31\_cmyk.eps



classic\_glu\_32\_cmyk.eps

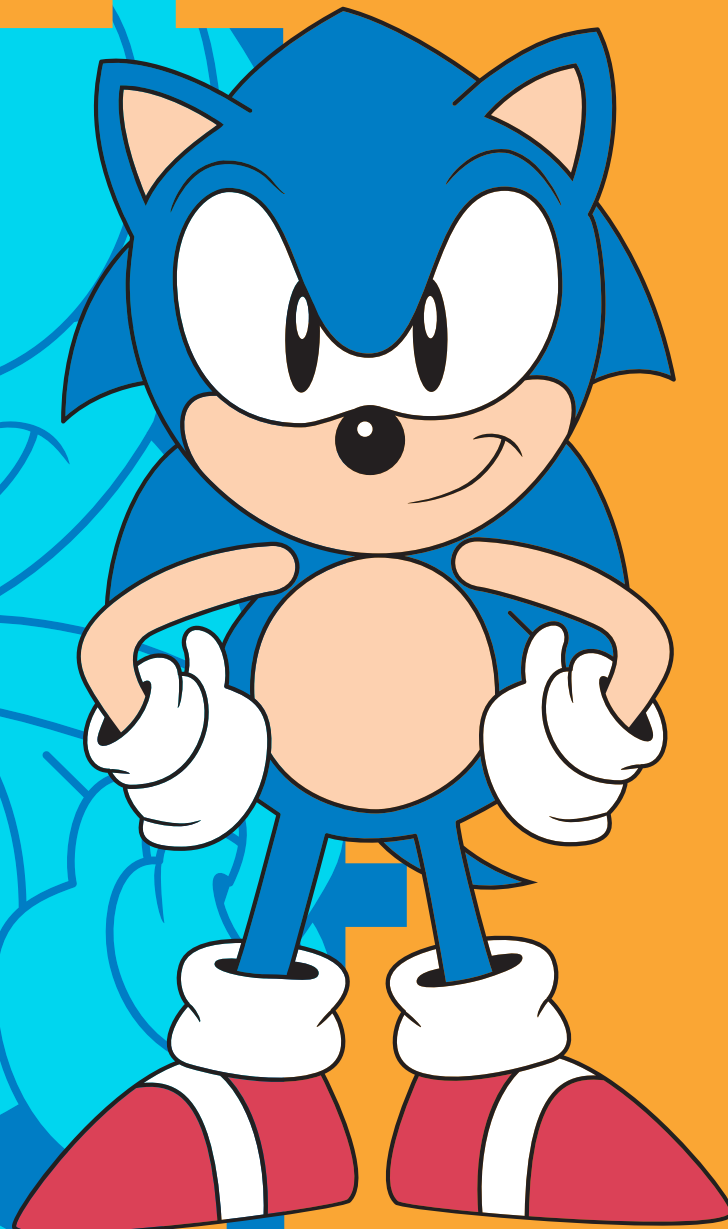


classic\_glu\_33\_cmyk.eps



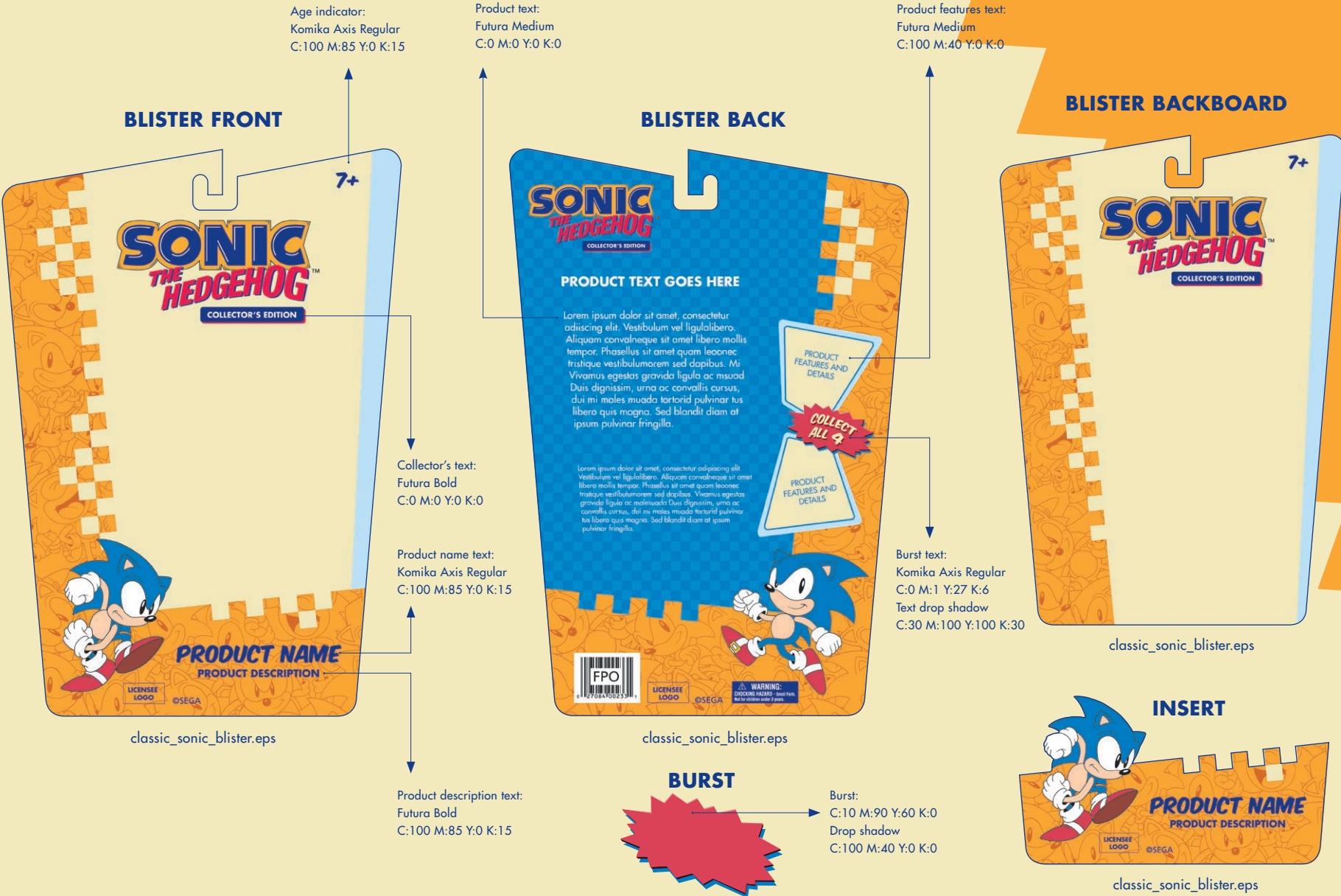
classic\_glu\_34\_cmyk.eps

PACKAGING





# PACKAGING





# PACKAGING

Age indicator:  
Komika Axis Regular  
C:100 M:85 Y:0 K:15

## BLISTER FRONT



classic\_sonic\_blister\_2.eps

Product text:  
Futura Medium  
C:0 M:0 Y:0 K:0

## BLISTER BACK

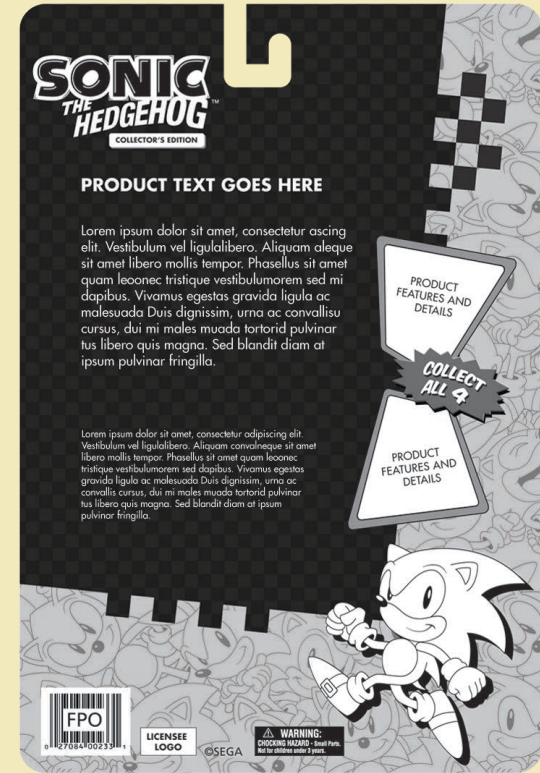


classic\_sonic\_blister\_2.eps

Collector's text:  
Futura Bold  
C:0 M:0 Y:0 K:0

Product features text:  
Futura Medium  
C:100 M:40 Y:0 K:0

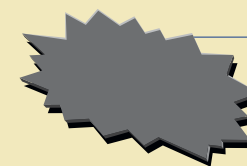
## B&W BLISTER BACK



classic\_sonic\_blister\_2.eps

Burst text:  
Komika Axis Regular  
C:0 M:1 Y:27 K:6  
Text drop shadow  
C:30 M:100 Y:100 K:30

## B&W BURST



Burst:  
C:0 M:0 Y:0 K:70  
Drop shadow  
C:0 M:0 Y:0 K:100

# PACKAGING

3D CLOSED BOX



Burst text:  
Komika Axis Regular  
C:0 M:1 Y:27 K:6  
Text drop shadow  
C:30 M:100 Y:100 K:30

CLOSED BOX

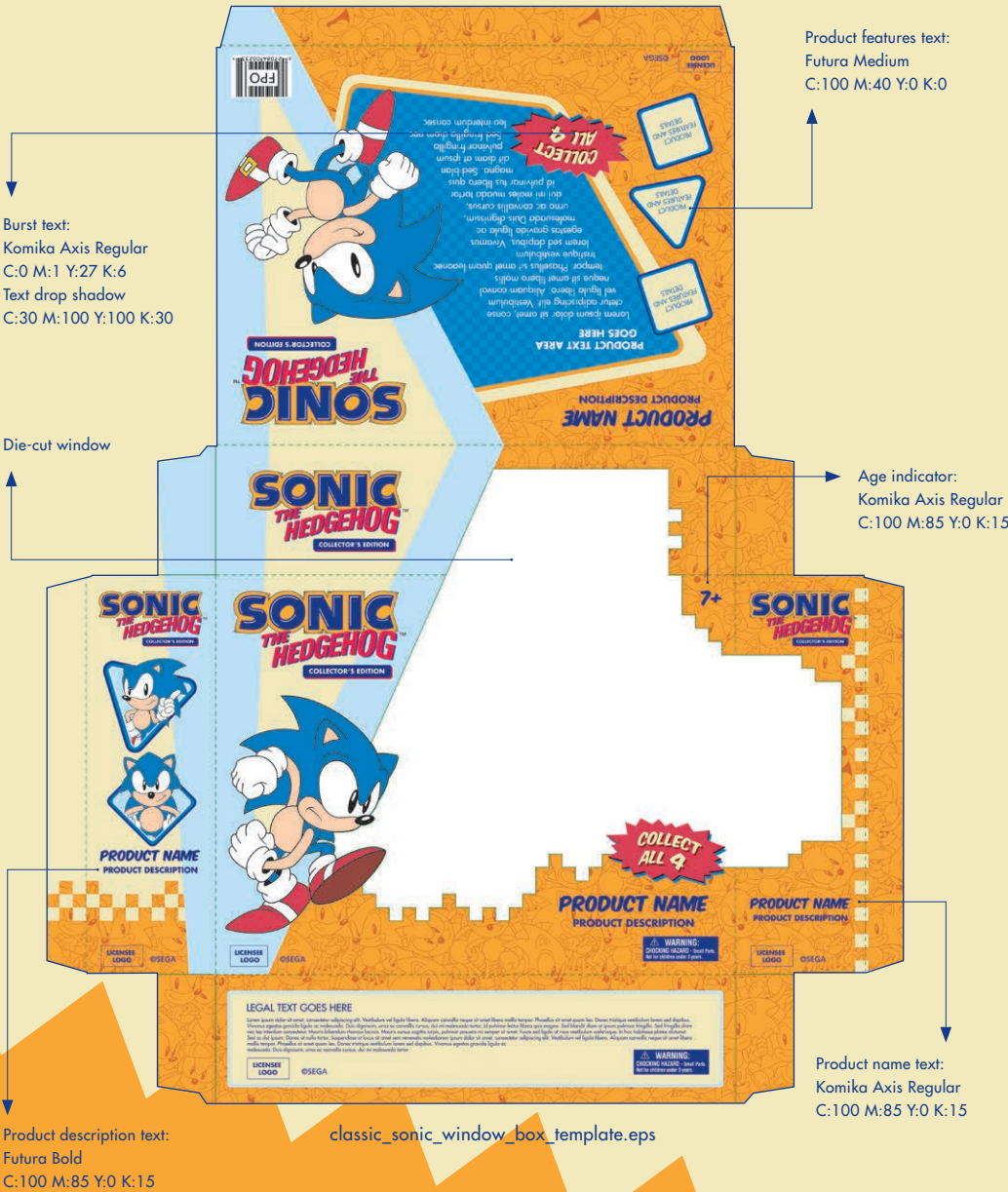


classic\_sonic\_closed\_box\_template.eps



# PACKAGING

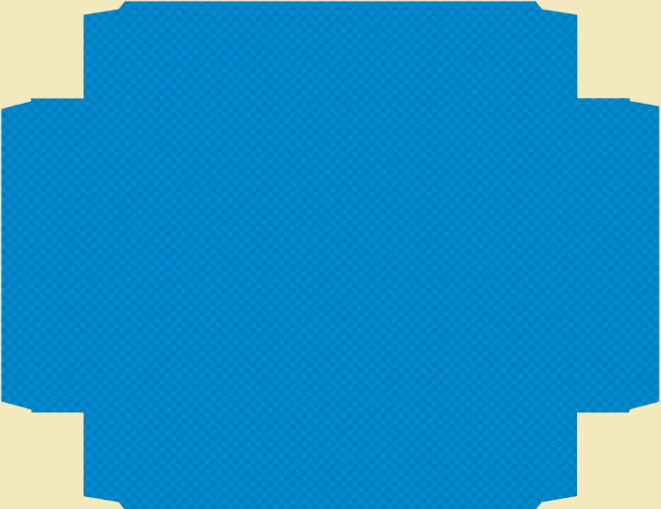
## WINDOW BOX



## 3D WINDOW BOX



## INSERT



classic\_sonic\_window\_box\_insert.psd

# PACKAGING

HANG TAG FRONT



classic\_sonic\_hang\_tag.eps

HANG TAG BACK



classic\_sonic\_hang\_tag.eps

# PACKAGING

HANG TAG FRONT



classic\_sonic\_hang\_tag\_2.eps

HANG TAG BACK



classic\_sonic\_hang\_tag\_2.eps

B&W HANG TAG BACK



classic\_sonic\_hang\_tag\_2.eps

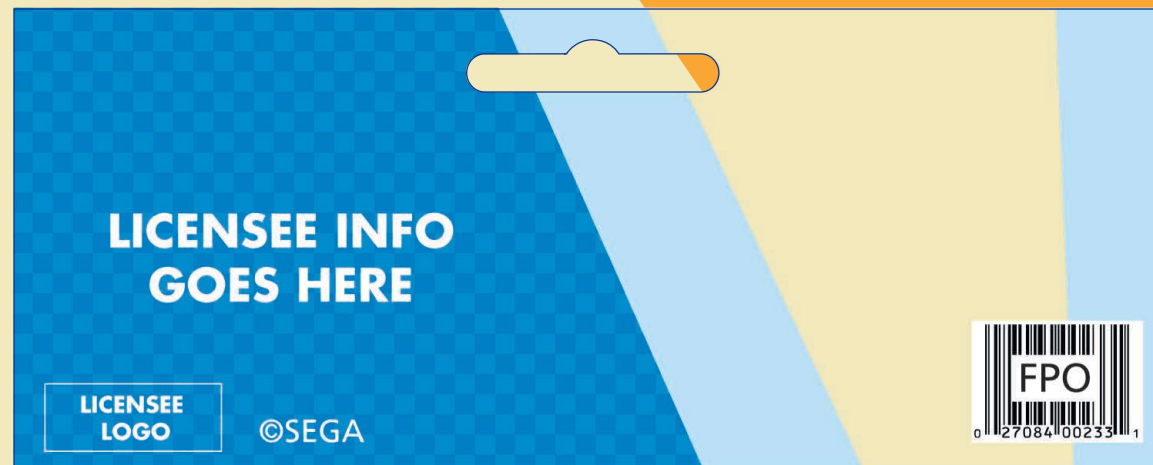
# PACKAGING

## HEADER CARD FRONT



classic\_sonic\_header\_card.eps

## HEADER CARD BACK



classic\_sonic\_header\_card.eps

# PACKAGING

## NECK PRINT LABEL



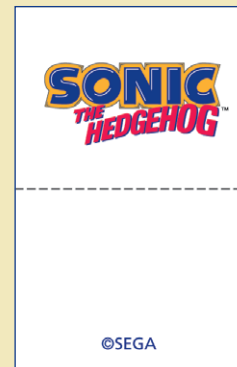
classic\_sonic\_neck\_print\_label.eps

## B&W NECK PRINT LABEL



classic\_sonic\_neck\_print\_label.eps

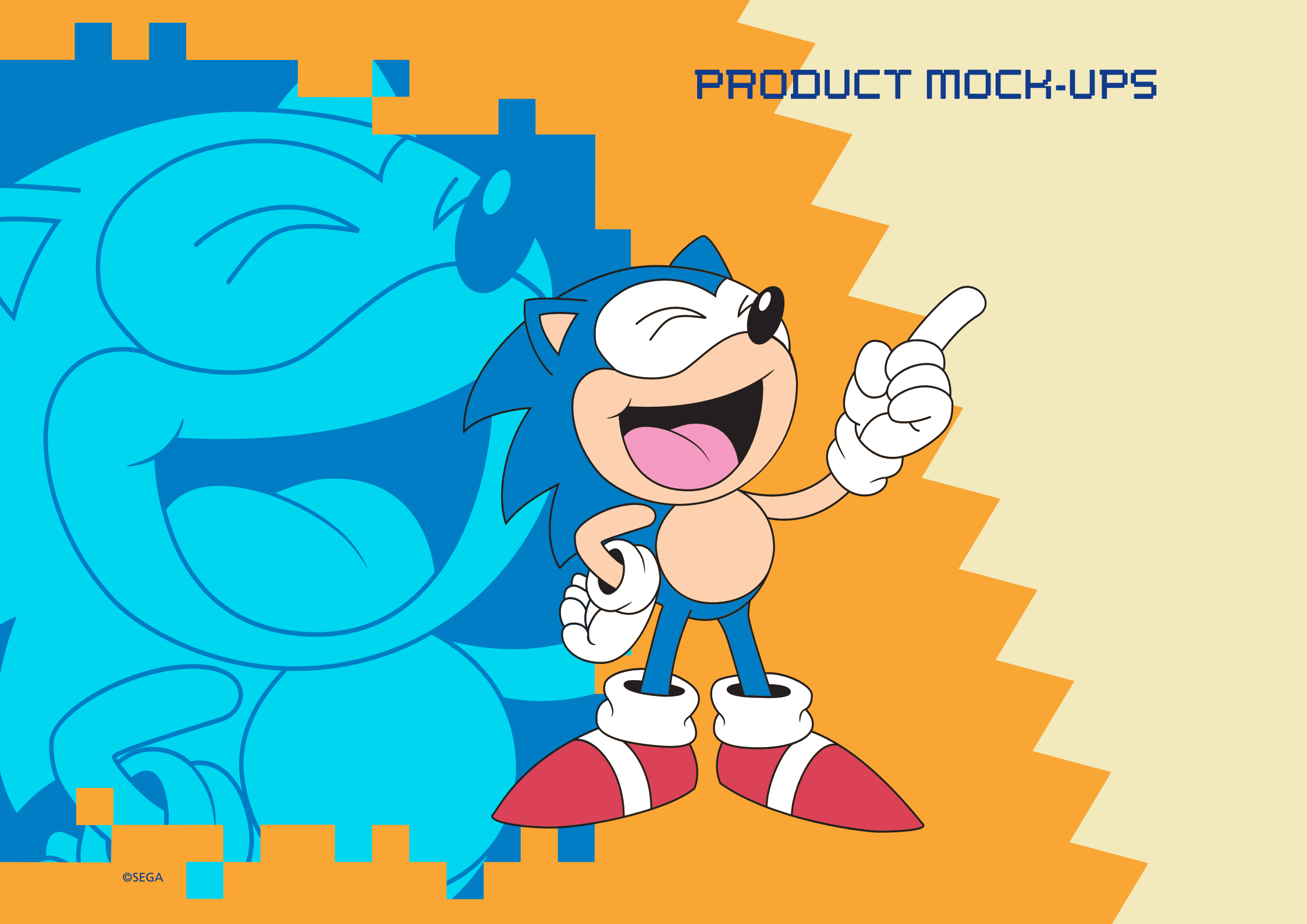
## SEWN IN LABEL



classic\_sonic\_sewn\_in\_label.eps



# PRODUCT MOCK-UPS





# BOYS FASHION & ACCESSORIES





# BOYS BACK TO SCHOOL



# LADIES FASHION





# LADIES FASHION & ACCESSORIES



# MENS FASHION & ACCESSORIES

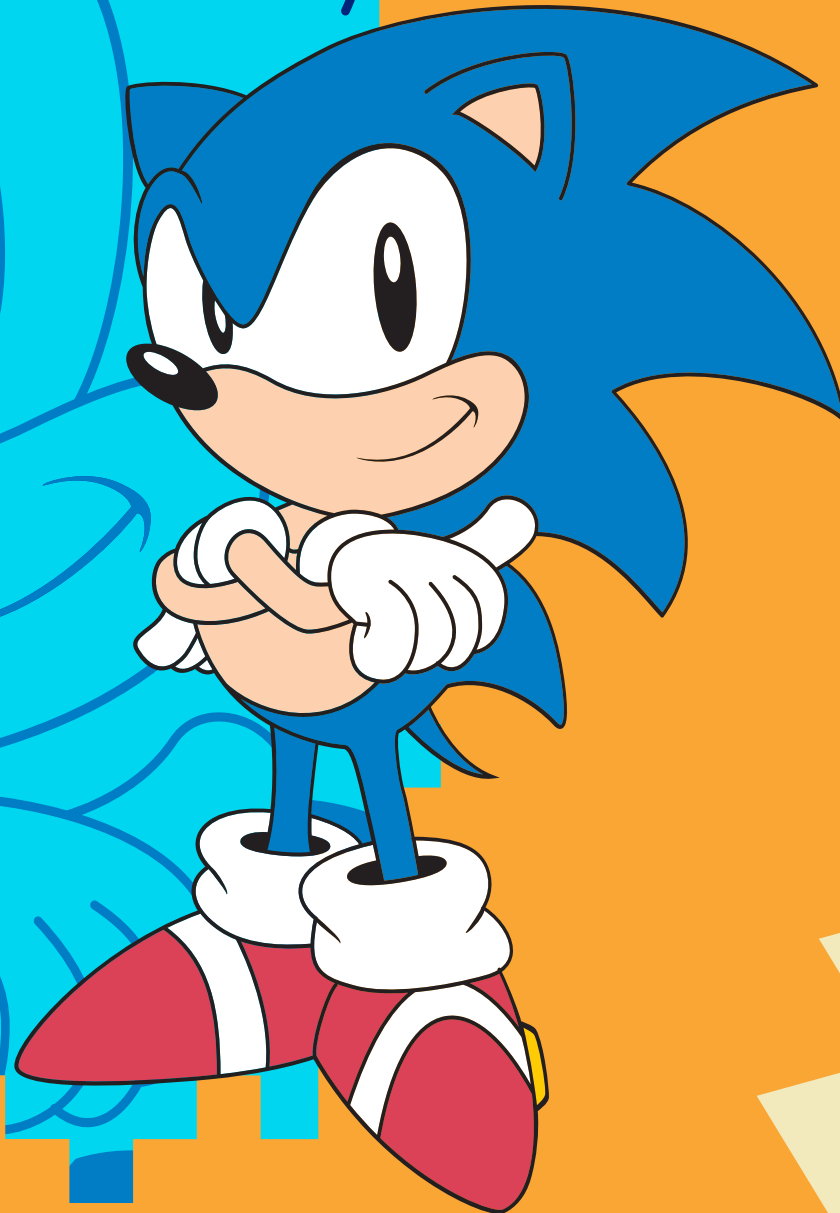




# MENS GIFTING & ACCESSORIES



# PRODUCT APPROVAL



# PRODUCT APPROVAL PROCESS

## Consumer Products Approval Process

1. Creative Introduction
2. Concepts
3. Pre-Production
4. Production
5. How to...

### 1. Creative Introduction

- At this stage you should have an approved deal memo or signed contract in place. Art assets and brand guidelines can be obtained by contacting your local SEGA representative.

### 2. Concept

- Ensure all elements of the submission form are completed before sending for approval. Ensure a hi-res PDF or JPG are also submitted along with each submission form. Please send all submissions to your local SEGA representative first.
- Please ensure all elements of design are submitted for approval including packaging/POS. The space provided in the lower right portion of the form is designated for a thumbnail image of the concept. This will help our team easily reference your submission and expedite the review process.
- If you are submitting publishing, please ensure local translations/range plans/flatplans and publication dates are submitted.
- If your product will be of a 3D or sculpted nature, please include front, back, sides and top down views of the product.
- Once your local SEGA representative has given initial approval, your local SEGA representative will send files for approval to Japan.
- Approvals/amends will come to you from your local SEGA representative via Japan.
- Allow up to 10 business days for feedback to be returned to you.
- If your submission has revisions, please ensure that a new form and hi-res image is submitted for each round of approval. You cannot proceed to pre-production until concept is approved.



# PRODUCT APPROVAL PROCESS

## 3. Pre-Production

- Once full approval on packaging and product has been granted, you may proceed to pre-production sample. This may start in the form of colour checking print, or a full sample of the product. This must be sent to your local SEGA representative ONLY and then the same sample will be sent on to the team in Japan for final approval.

## 4. Production

- Please check your contract for quantities on contractual samples. Please contact your local SEGA representative to discuss quantities and delivery addresses.

## 5. How to...

There are a few common and reoccurring mistakes that seem to cause the majority of requests to be returned for corrections. Please take special care to avoid them in order to get the fastest turnaround possible on your submissions.

- Choose your Sonic! Use either Classic Sonic or Modern Sonic. You cannot combine the two in any product.
- Always attach a "TM" to the top-right of any Sonic logo used.
- Always include a visible copyright notice of "©SEGA" on your product.

