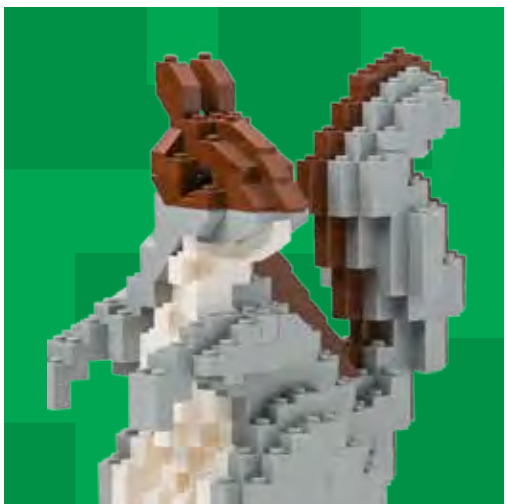
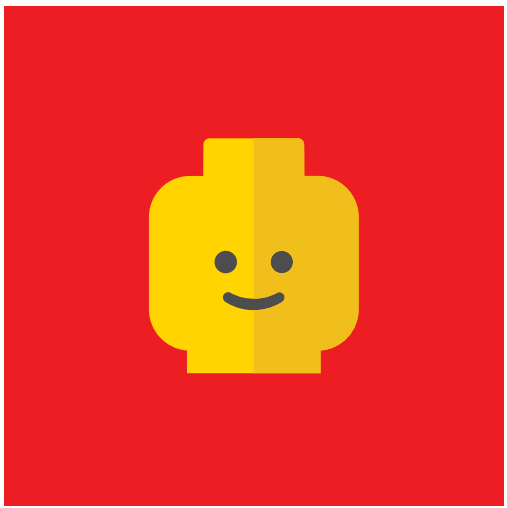




STYLE GUIDE 2022

VERSION 1.0



INTRO 04

VOICE 06

Brand Tone	7
------------------	---

LOGO 08

The Logo	9
Border Protection	10
Logos for Different Backgrounds	11
Logo Don'ts	12
Legal & Word Mark	13–14

TYPOGRAPHY 15

Brand Typeface	16
Web Typeface	17
Copy Structure	18

ASSETS 19

Colors	20
Bricks	21–23
Patterns	24–29
Character Types	30
Prop Types	31
Talk Bubbles	32
Iconography	33

PHOTOGRAPHY 34

Photography Direction	35
Kid-focused Photography	36–37
Action-focused Photography	38–39
Attraction-focused Photography	40–41
Photography Do's & Don'ts	42–43

APPLICATIONS 44

General Email Design	45–46
Newsletter Email Design	47–48
Animated Email Design	49–50
Print	51–54
Rack Brochure	55
Out of Home	56–59
Banner Ads	60–61
Presentations	62–65

CONTACTS 66



There's a place where kids rule. Where princesses, knights, and adventurers roam. Where dragons soar, castles are stormed, and pirates sail the seven seas.

**LEGOLAND® California Resort
was built for kids.**

**Not parents, not aunts,
grandparents or teens.**

Just kids.



VOICE



1 HAVE FUN

The first rule of LEGOLAND® California Resort is to help kids have fun. This should come through loud and clear in every piece of communication that represents the Resort. LEGOLAND California Resort = FUN!

EXAMPLE

1.

“We built a hotel with all the ame... amenit... cool stuff a kid could wish for. We didn’t settle for 5 stars. Because we can count higher than that. We are the 5-Gazillion Star Hotel for kids. And we have a smoke-breathing dragon to prove it.”

2.

“Hi everyone. Thanks for meeting me here at 6 oh oh o’clock. I know it’s early, but today is a ginormous day. LEGOLAND Hotel is finally opening!”

2 WRITE LIKE YOU’RE TALKING TO KIDS, NOT PARENTS

Our voice is childlike, imaginative, fun, energetic, playful and curious. Don’t use long words when short ones will do.

Before a word is written, we must ask ourselves, **WWAKD?** (What would a kid do?) What would make them smile? Laugh? Run up to their parents and say, “We have to go to LEGOLAND”?

EXAMPLE

1.

“Swim, dive, float, Marco Polo, belly flop, and doggie paddle your heart out.”

2.

“In just 30 days, you and your family will be able to sleep (or stay up all night playing) in a pirate, kingdom, adventure, or LEGO Friends room. Practice your dance moves in the disco elevator.”

3 PLAY WITH WORDS

Often times we let our characters do the talking for us. Why have the brand talk to kids, when we can have a pirate do it?

Be fantastical, funny, occasionally punny (only when done cleverly), and always entertaining.

EXAMPLE

1.

“You never know where Captain Brickbeard will pop up. Beware. Be very, very ware.”

2.

“While I’m busy stealing gold and burying gold, you’ll be gettin’ exclusive invitations, deals and news. Arrrr you ready to have some fun?”

4 HAVE FUN

The last rule of LEGOLAND® California Resort is to help kids have fun.

LOGO





THE LOGO

The LEGOLAND® logo is composed of four parts:

- 1** Icon
- 2** Park name
- 3** Park location
- 4** LEGO® logo

- 5** The minimum size of the primary logo for print is 56 mm wide, with the LEGO logo as 8mm x 8mm.
For digital, the minimum size of the primary logo is 169 px, with the LEGO logo as 25 px x 25 px.
The LEGO logo must be at least 10 mm when used in screen print on textiles, 12 mm when used on embroidery, and 10 mm when made as a woven textile label.

In cases where the logo becomes small, use the secondary logo to maintain the 8mm x 8mm (25 px x 25 px for digital) minimum size of the LEGO logo.

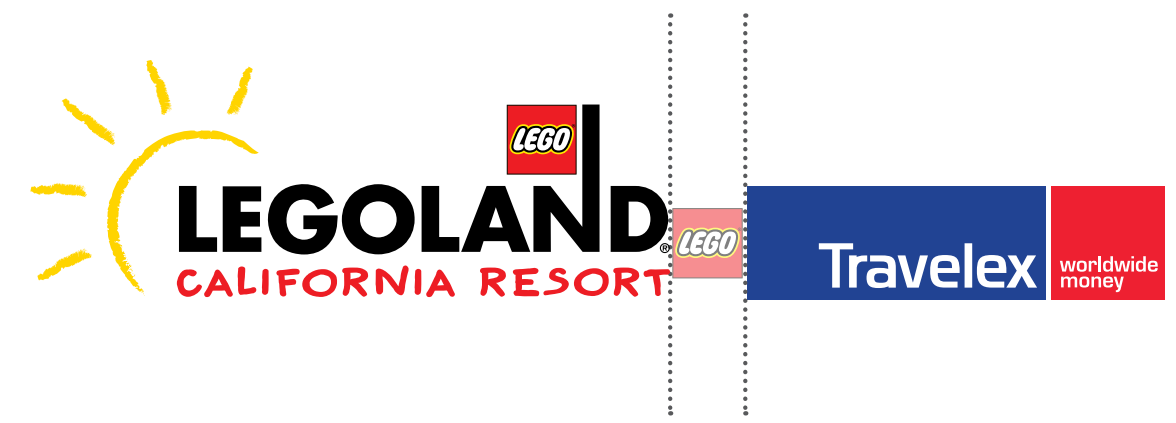
The logo can only appear

- top left corner
- bottom right corner
- top center

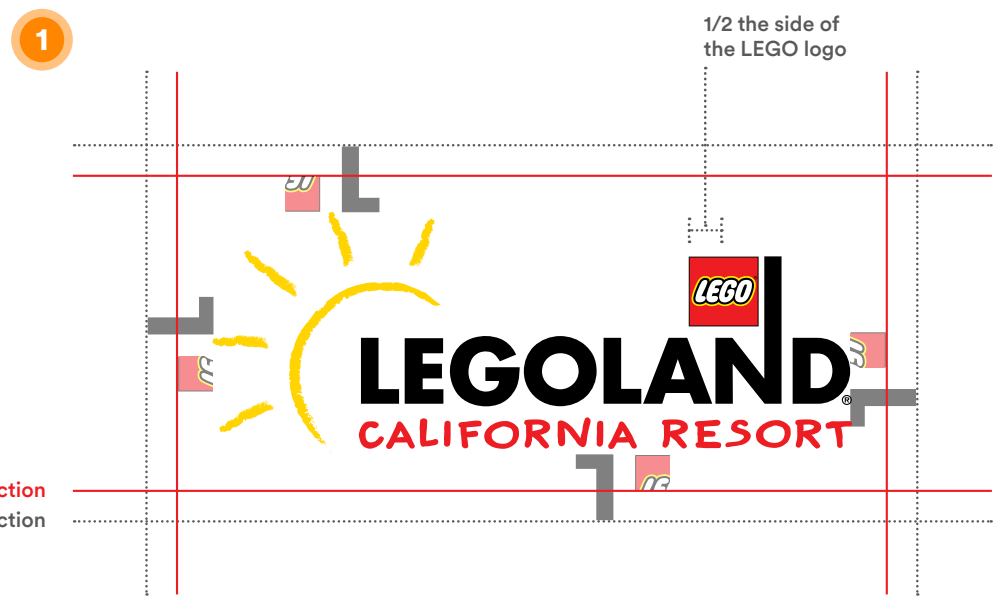
All other placement must request permission.



2 HORIZONTAL PARTNERSHIP LOCK-UP



3 VERTICAL PARTNERSHIP LOCK-UP



BORDER PROTECTION

1 The minimum border protection around the logo is half the size of the LEGO® logo.
For guaranteed legibility, the recommended border protection is the width of the entire LEGO logo.

For partnership lock-ups, the partnered logo must be smaller than the LEGOLAND® logo and aligned with the base of the park location.

2 For a horizontal lock-up, LEGOLAND® must always be to the left of the partnered logo, leaving the width of the LEGO® logo of border protection.

3 For a vertical lock-up, the LEGOLAND® logo must be on top of the partnered logo, also leaving the width of the LEGO® logo of border protection.



LOGOS FOR DIFFERENT BACKGROUNDS

There are different versions of the LEGOLAND® logo to accommodate for different backgrounds. The logo can never sit on a red background.

Avoid colors that vibrate against each other.

Make sure to use the appropriate logo variation to increase visibility.

1 Original logo. Must be used whenever possible before selecting other variations.

2 Use against light to medium toned backgrounds. Never use this variation on a white or yellow background.

3 Use against light to medium toned backgrounds. Never use this variation on a white background.

4 Inverse logo. Use against dark toned backgrounds. This logo holds priority before selecting other inversed variations.

5 Inverse logo. Use against dark toned backgrounds.

6 Inverse logo. Use against dark toned backgrounds. This variation should only be used in cases where the yellow and the red colors are clashing with the background color.

7 Knock-out logo. Use this variation in special situations that require the logo to be a solid color.



LOGOS FOR DIFFERENT BACKGROUNDS

There are different versions of the LEGOLAND® logo to accommodate for different backgrounds. The logo can never sit on a red background.

Avoid colors that vibrate against each other.

Make sure to use the appropriate logo variation to increase visibility.

1 Original logo. Must be used whenever possible before selecting other variations.

2 Use against light to medium toned backgrounds. Never use this variation on a white or yellow background.

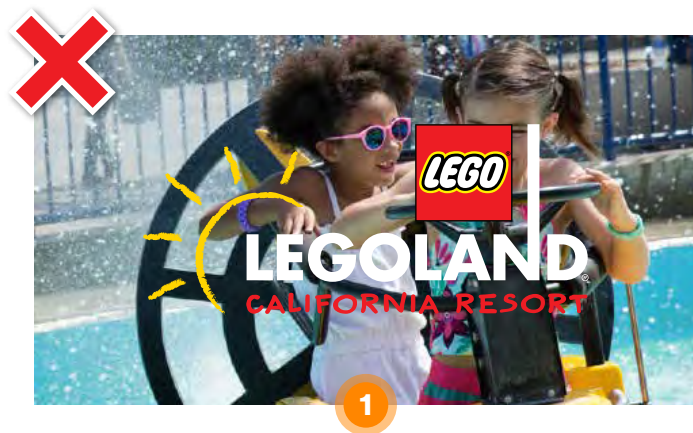
3 Use against light to medium toned backgrounds. Never use this variation on a white background.

4 Inverse logo. Use against dark toned backgrounds. This logo holds priority before selecting other inversed variations.

5 Inverse logo. Use against dark toned backgrounds.

6 Inverse logo. Use against dark toned backgrounds. This variation should only be used in cases where the yellow and the red colors are clashing with the background color.

7 Knock-out logo. Use this variation in special situations that require the logo to be a solid color.



Do not place logo on a busy background.



Do not place logo on a red or poorly contrasted background.



Do not hold logo inside a color block if not necessary.



Do not tilt the logo.



Do not stretch or distort the logo.



Do not flip or reflect the logo.



Do not change the sizing and location of parts in the logo.



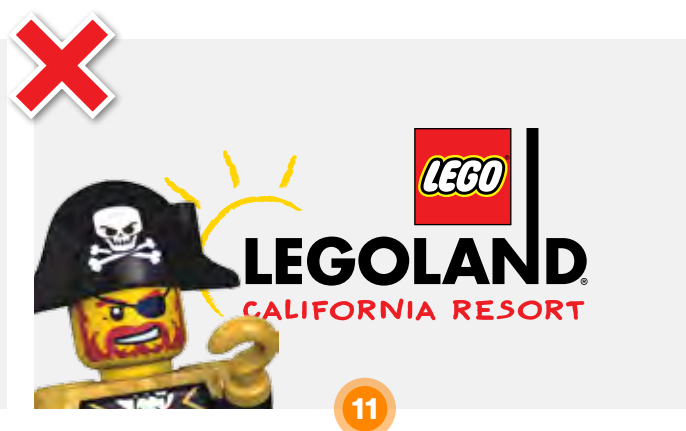
Do not remove parts of the logo.



Do not change the color of any part of the logo.



Do not add effects such as gradients, drop shadows, beveling or embossing.



Do not obstruct the logo with any imagery or copy.

1 WORD MARK

... sit amet, consectetur adipiscing elit. Nam sed tempus. Nam sed tempus incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Sit amet LEGOLAND® California Resort in velit. Nam sed tempus. Nam sed tempus incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Sit amet LEGOLAND® California Resort in velit. Nam sed tempus. Nam sed tempus incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Sit amet LEGOLAND® California Resort in velit.

2 LEGAL LINE

LEGO, the LEGO logo, the Brick and Knob configurations, the Minifigure and LEGOLAND are trademarks of the LEGO Group. ©2020 The LEGO Group.
LEGOLAND is a part of Merlin Entertainments Ltd.

WITH SEA LIFE AQUARIUM

3 LEGOLAND and SEA LIFE are part of Merlin Entertainments Ltd.

SHORTENED LEGAL LINE

©2020 The LEGO Group.
LEGOLAND is a part of Merlin Entertainments Ltd.

4 SOCIAL MEDIA ICONS



LEGAL & WORD MARK






1 LEGOLAND® California Resort is the proper usage of the brand name for all materials. LEGOLAND® is always all capitalized, California and Resort are both initial capped.
Use a superscripted ® after the LEGO and LEGOLAND word marks in all headlines, and first reference in body copy on a page.

Follow the LEGO® word mark with a descriptive noun in copy.
Refer to the word mark do's & don'ts on the next page for further guidance.

2 Trademark and copyright line that is to be used in connection with LEGO® and LEGOLAND® on all materials.
The text "Minifigure" should be removed if no Minifigure is used in the art. (Minifigure is always written as one word, with a capital M.)

3 Use the shortened legal line for billboards and creative that is limited in space.

4 Social media icons in 4-Color and 1-Color

 <p>1</p> <p>LEGOLAND® California Resort</p>	 <p>2</p> <p>LEGOLAND® California Resort</p>	 <p>3</p> <p>LEGOLAND® California Resort's</p>	 <p>4</p> <p>At LEGOLAND®, kids are heroes.</p>	 <p>5</p> <p>Buy your LEGOLAND® California Resort tickets here!</p>
---	---	---	--	--






Avoid using hyphens.

Keep the word mark in one line.

Keep the word mark singular and avoid using it in the possessive case.

Always follow the word mark with a descriptive noun.

Use text when mentioning the word mark in copy.

 <p>LEGOLAND-California Resort</p>	 <p>LEGOLAND® California Resort</p>	 <p>LEGOLAND's</p>	 <p>LEGOLAND heroes.</p>	 <p>Buy your  tickets here!</p>
---	--	---	---	---

Do not combine the word mark and other words by using a hyphen.

Do not divide word mark at the end of a line.

Do not use the word mark in the possessive case or in the plural.

Do not use the word mark as a noun.

Do not insert the logo into headlines or body text.



Typography

Similar to LEGO® bricks, typography relies on form and function, and is both an art and a science.

Meet Cera Pro

Cera Pro is our official LEGO® brand typeface. Use it for master brand experiences and any non-franchise specific communication.

Cera Pro is new, and replaces the font LEGO Chalet.

It should be applied on a rolling basis whenever it is possible for individual teams to make updates to their experience.

Where can you find this font?

- For PC users: IT Toolbox
- For Mac users: Universal Type Client
- External Partners: LEGO Asset Portal or shared via External Brand Package by LEGO Employee.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,:;%#\$£€(&)[!]{?}@*

Let's inspire
and develop
the **builders**
of **tomorrow**

learning
through
play

Build.
Unbuild.
Rebuild.

The quick brown fox built an awesome spaceship and jumped over the lazy dog.
 The quick brown fox built an awesome spaceship and jumped over the lazy dog.
 The quick brown fox built an awesome spaceship and jumped over the lazy dog

Weights & Variants

Cera Pro has 6 weights available to create optimal hierarchy and contrast between messaging.

Use design best practice when styling headlines, subheads, and body copy.

Scaling up from your body copy at a ratio of **1 : 1.33**, rounded to the nearest whole number, works well.

Do not use Cera Pro Condensed and Cera Pro Compact across master brand channels or as a primary typeface. It is available for rare secondary use or when space is limited.

CERA PRO

Thin

Light

Regular

Medium

Bold

Black

Headline at 21pt Bold

This is a subhead sized at 12pt medium

This is an example of how body copy could look. It's styling is set at 9.5pt Cera light.

Example of headline and body copy hierarchy.

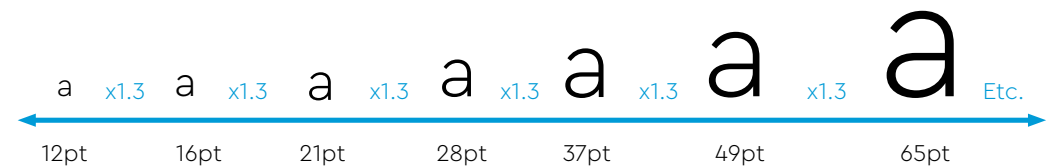
COMPACT:

Thin
Light
Regular
Medium
Bold
Black

CONDENSED:

Thin
Light
Regular
Medium
Bold
Black

Cera Compact and Condensed are only for secondary, special use.



Scale type sizes up by 1.33 for strong differentiation between text sizes

Typography Guidance

Don't force our audience to squint or struggle to read something. Try another weight or colour combination to provide the best possible legibility and ensure your message gets through.

Poor contrast and legibility

This is too tight

This is incorrect

This is just right

Don't kern or track text too tightly or loosely.

This line spacing is very loose, let's click it closer together instead.

Avoid loose line spacing

Here's some important typography design mistakes to avoid when using text across any LEGO® experience.

These are based on best practice typography standards. The guidance here applies to how we use **any typeface** across **all LEGO communication**, not solely for when using the Cera Pro typeface on master brand experiences.

THIS IS TOO MANY different STYLES for a single layout

Avoid using too many different type styles, the rule of 3 usually works well.

OUCH!
This text is stretched out.

Don't stretch type horizontally or vertically.

Bold Headline

Bold Sub-head

Bold body copy Bold body copy
Bold body copy Bold body copy
Bold body copy

Avoid making different levels of hierarchy the same weight.






















Hi, I'm a Headline
and this is a Sub-head

The body copy is the same font size as the above which doesn't feel right.

Avoid making different levels of hierarchy the same size or scale.

ASSETS



PRIMARY LIGHT	PRIMARY	PRIMARY DARK	SECONDARY LIGHT	SECONDARY	SECONDARY DARK
 <p>Light Yellow CMYK: 0/10/70/0 RGB: 255/219/75 Pantone 114C</p>	 <p>Yellow CMYK: 0/15/100/0 RGB: 255/207/0 Pantone 109C</p>	 <p>Dark Yellow CMYK: 8/27/100/0 RGB: 233/172/0 Pantone 124C</p>	 <p>Light Purple CMYK: 25/35/0/0 RGB: 205/164/222 Pantone 264C</p>	 <p>Purple CMYK: 44/60/0/0 RGB: 160/110/185 Pantone 528C</p>	 <p>Dark Purple CMYK: 88/100/0/0 RGB: 68/26/145 Pantone 268C</p>
 <p>Light Red CMYK: 0/50/50/0 RGB: 235/127/96 Pantone 1625C</p>	 <p>Red CMYK: 0/100/100/0 RGB: 208/16/18 Pantone 485C</p>	 <p>Dark Red CMYK: 0/100/100/40 RGB: 140/0/8 Pantone 484C</p>	 <p>Light Orange CMYK: 0/37/100/0 RGB: 252/172/0 Pantone 137C</p>	 <p>Orange CMYK: 0/63/100/0 RGB: 214/121/35 Pantone 1505C</p>	 <p>Dark Orange CMYK: 0/75/100/10 RGB: 219/92/30 Pantone 1525C</p>
 <p>Light Blue CMYK: 30/5/0/0 RGB: 174/213/241 Pantone 290C</p>	 <p>Blue CMYK: 70/10/0/0 RGB: 49/161/224 Pantone 298C</p>	 <p>Dark Blue CMYK: 100/47/0/0 RGB: 0/109/183 Pantone 300C</p>	<p>NEUTRAL COLORS</p>  <p>Light Grey CMYK: 4/3/3/10 RGB: 224/224/24 Pantone Cool Grey 1</p>  <p>Grey CMYK: 12/9/10/25 RGB: 172/172/172 Pantone 421C</p>  <p>Dark Grey CMYK: 5/4/4/62 RGB: 100/100/100 Pantone 424C</p>		
 <p>Light Green CMYK: 45/0/45/0 RGB: 138/197/143 Pantone 345C</p>	 <p>Green CMYK: 100/0/100/0 RGB: 0/157/47 Pantone 347C</p>	 <p>Dark Green CMYK: 100/0/100/40 RGB: 0/89/26 Pantone 349C</p>			

COLORS

There are three main colors of the LEGOLAND® palette: primary, secondary and neutral, each having different shade options.

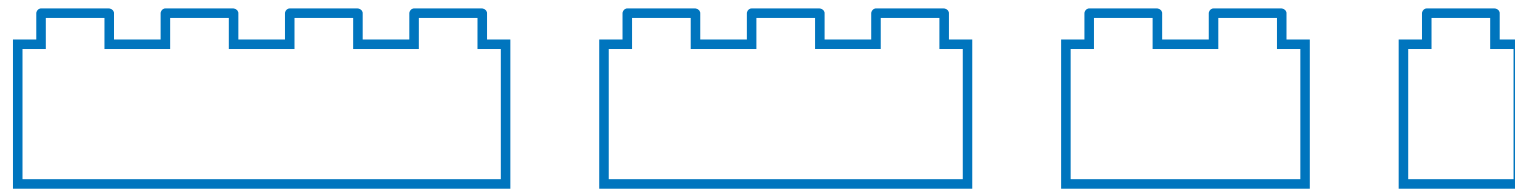
Use the primary colors as the main color palette.

Secondary colors are used as accent colors or for when referring to sub-brands like LEGO® Friends and LEGO® City.

1 SOLID BRICKS



2 OUTLINED BRICKS



BRICKS

The LEGOLAND® California Resort brand should always use the flat version of the LEGO® brick. 3D bricks, or bricks appearing in different angles cannot be used.

When using the brick in design, its structure must always be proportional to the real thing. Changing knob sizes, placement, or count is not allowed.

There are 2 main brick styles:

- 1 Solid bricks.
- 2 Outlined bricks. When building, the stroke must be inside the shape.

See next page for examples on how the bricks are used in creative.



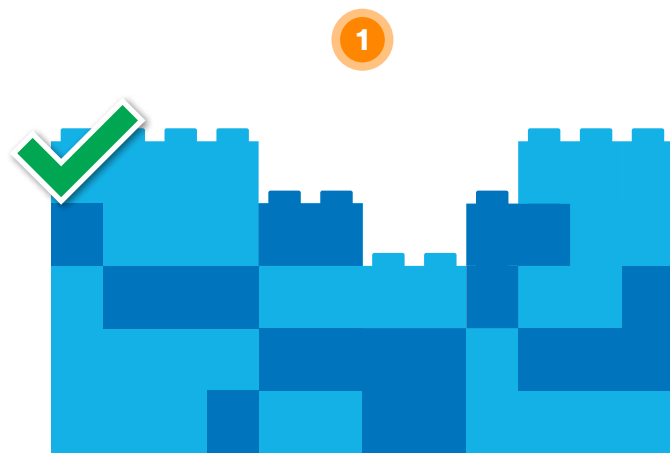
1

USED AS AN ACCENT PIECE

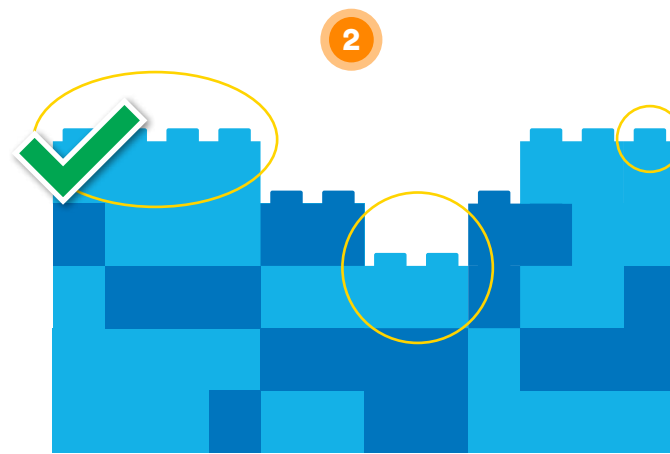


2

USED AS A HOLDING CONTAINER



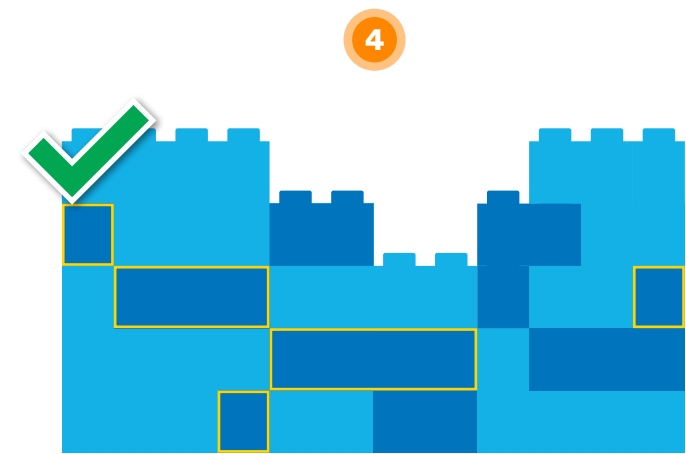
Keep the bricks proportionate to reality.



Make sure the knobs are intact and not cropped off.



The wall must have 2–3 tones, the bricks must be placed in a random pattern. Avoid mixing different colors.



The proportions of the bricks must directly reflect the proportions of an actual LEGO® brick.



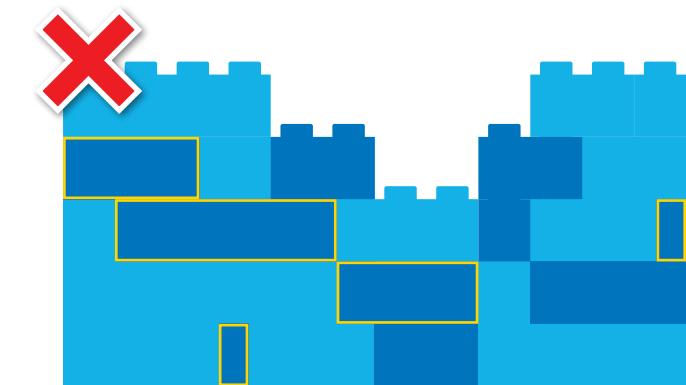
Do not place bricks where they wouldn't be able to connect in reality.



Do not remove or cut off knobs of the bricks.



Do not show the brick wall as a solid color.

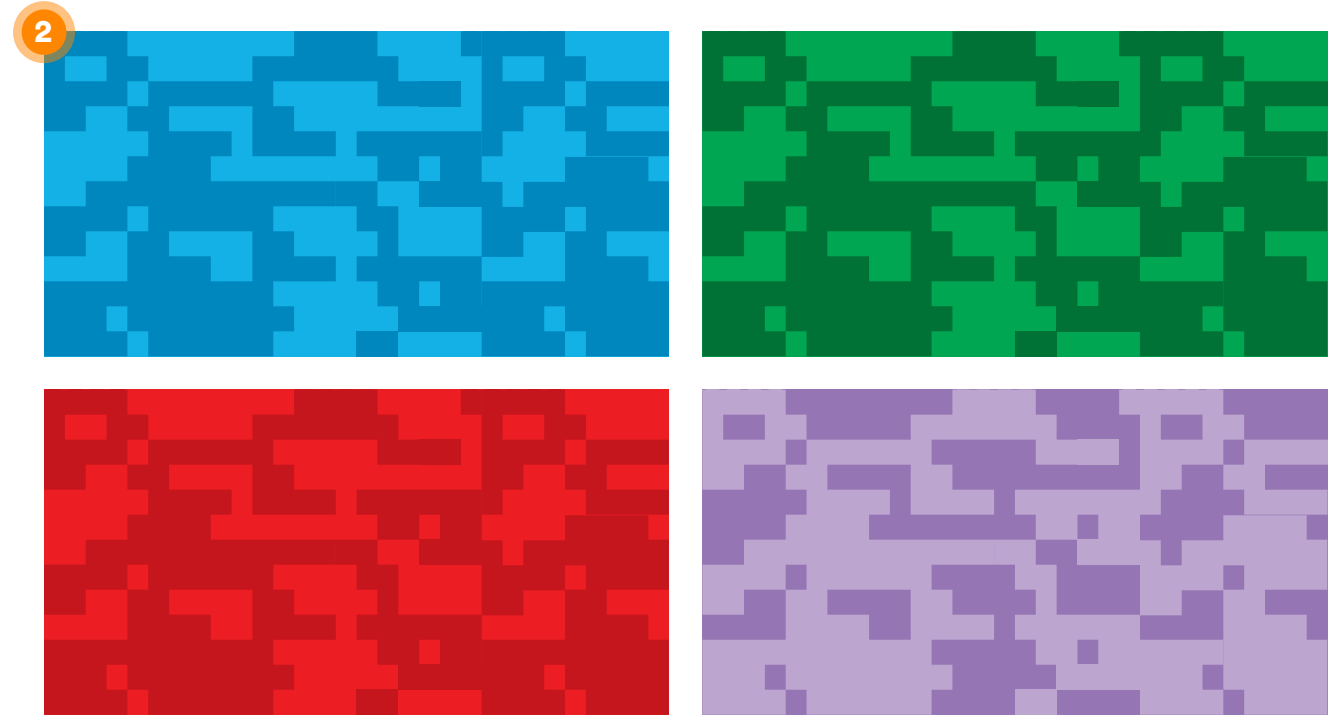


Do not adjust block sizes and borders to fill gaps.

BRICK WALL DO'S & DON'TS

When constructing the brick wall, keep in mind that the design must be directly proportional to an actual LEGO® brick wall.

Refer to these guidelines to better understand the structure.



BLOCK PATTERN

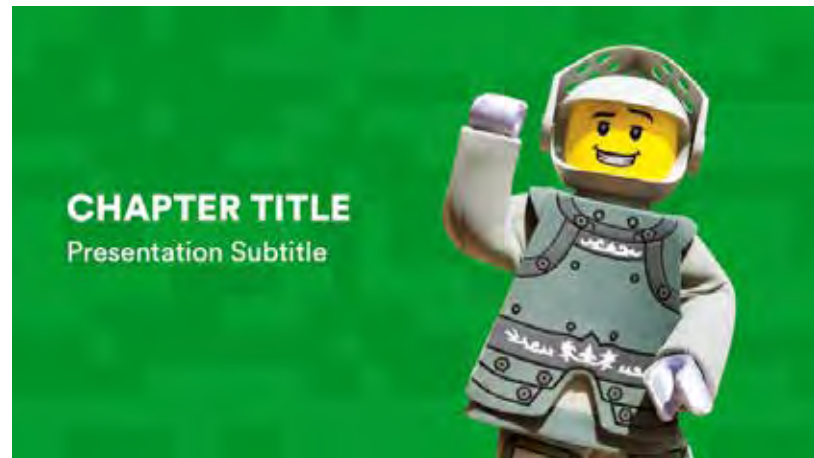
1 The design of the block pattern is inspired by the formation of bricks. It can be used alone, or in conjunction with the brick wall.

The block pattern design is flexible in terms of combinations, patterns, and scale. Just keep in mind that the blocks must be proportional to the actual brick.

2 The pattern has a total of 5 color combinations for the LEGOLAND® brand. Using any other color combinations is not allowed.

Do not mix different colors in the pattern.

Refer to the next page for further guidance.



1

USED AS A BACKGROUND



2

USED FOR CONTENT BLOCKING

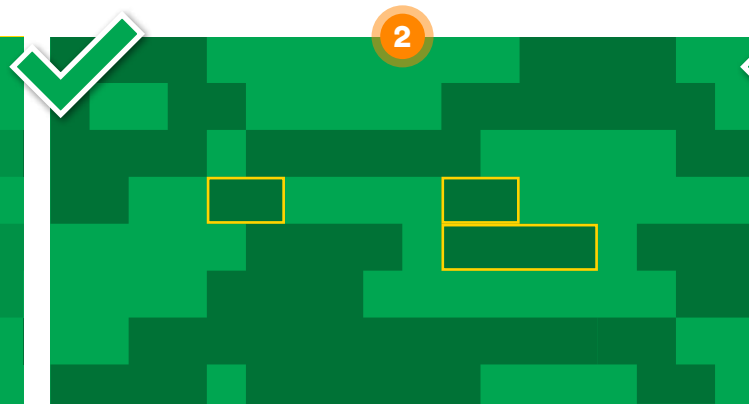


2

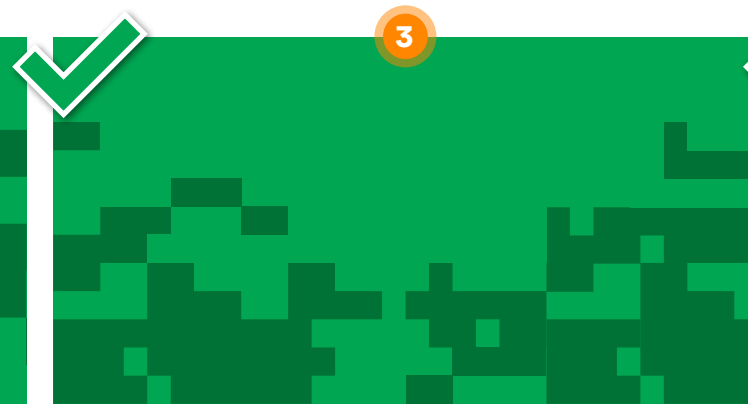
USED AS A TEXTURE



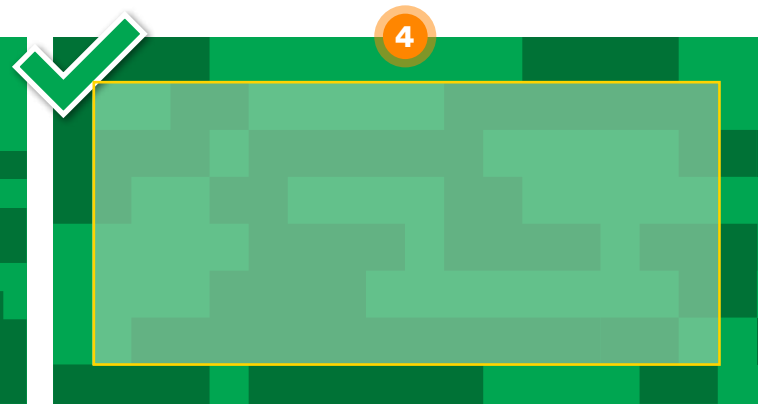
Decrease the opacity of the darker blocks to increase legibility of copy or imagery.



Make sure that all blocks are proportionate to actual LEGO® block sizes and shapes.



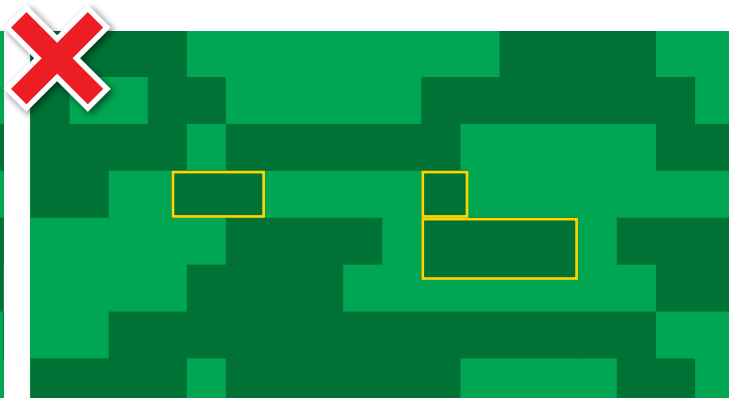
Make a gradual transition between the block pattern and color block.



For placing a color block on the pattern, align shape against the edges of the bricks.



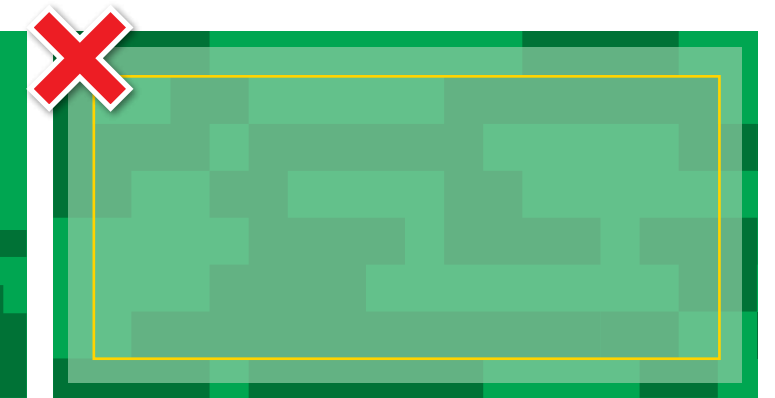
Do not place copy or imagery on a busy pattern background.



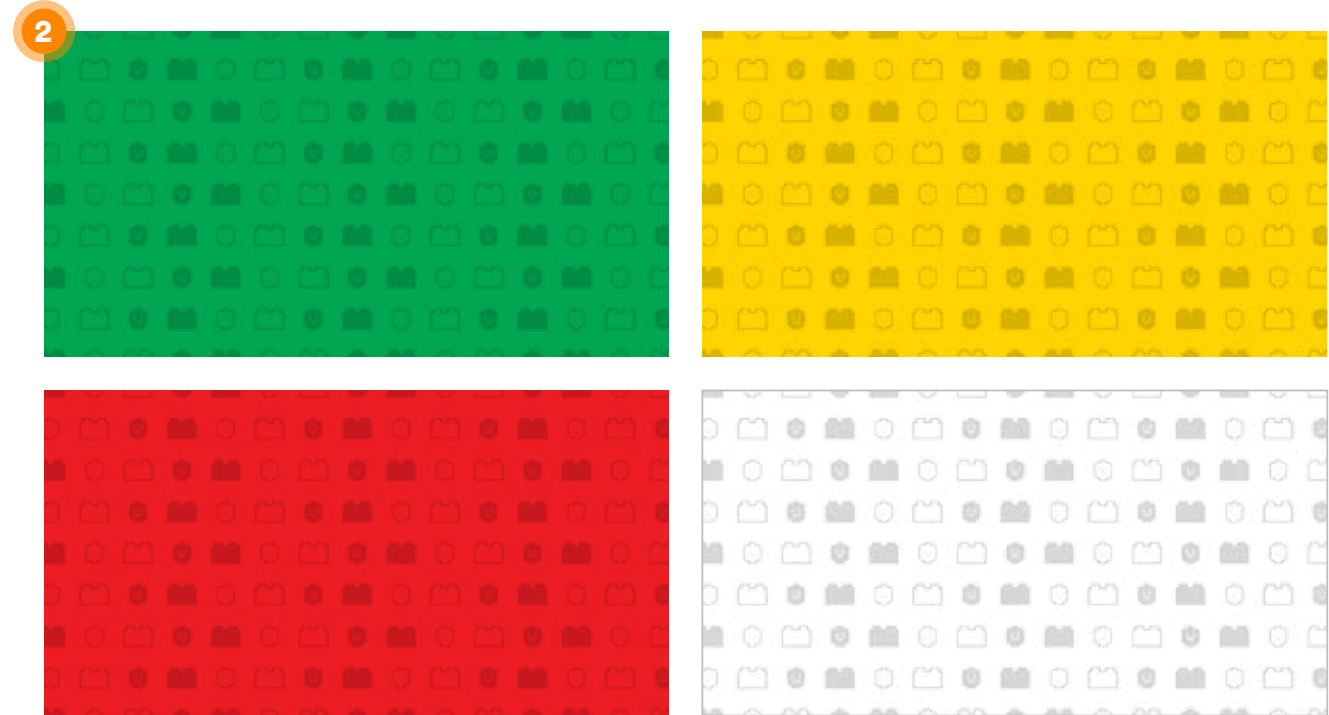
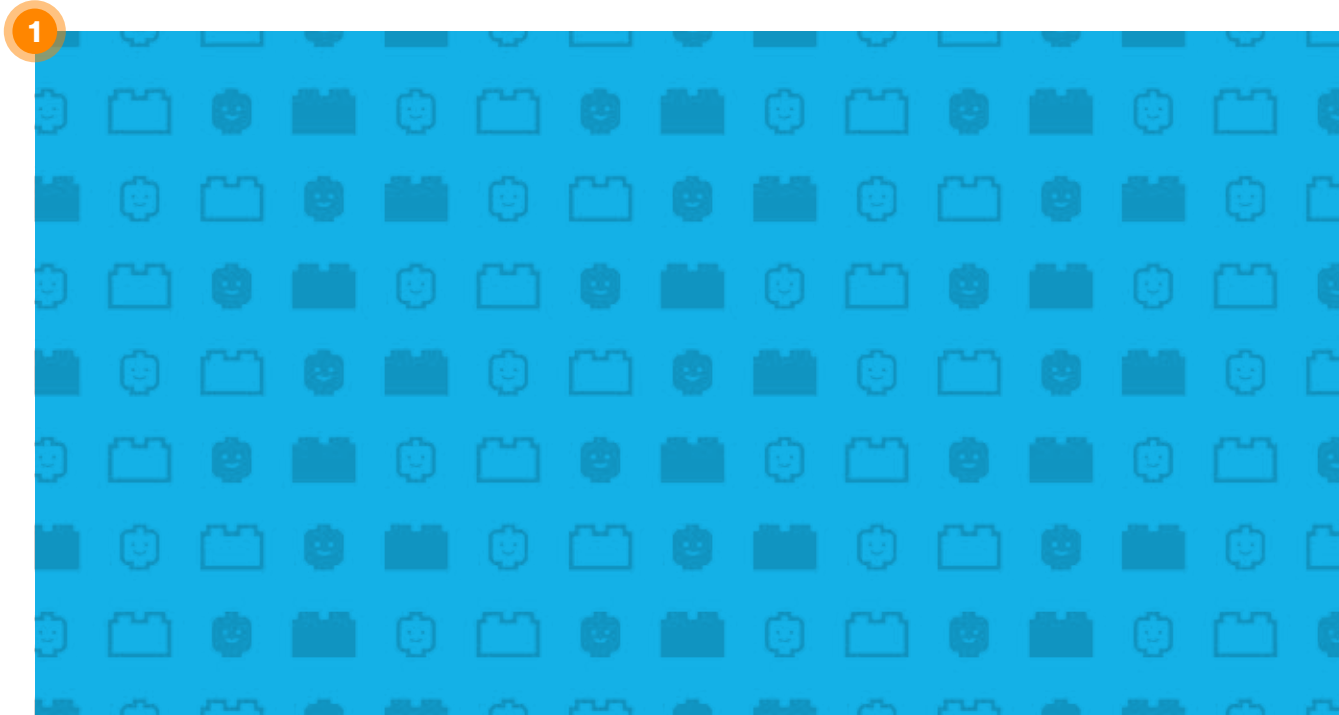
Do not have shape sizes that are not proportionate to actual LEGO® block sizes.



Do not have a hard division between the block pattern and color block.



Do not place color block without aligning it against the edge of the blocks.



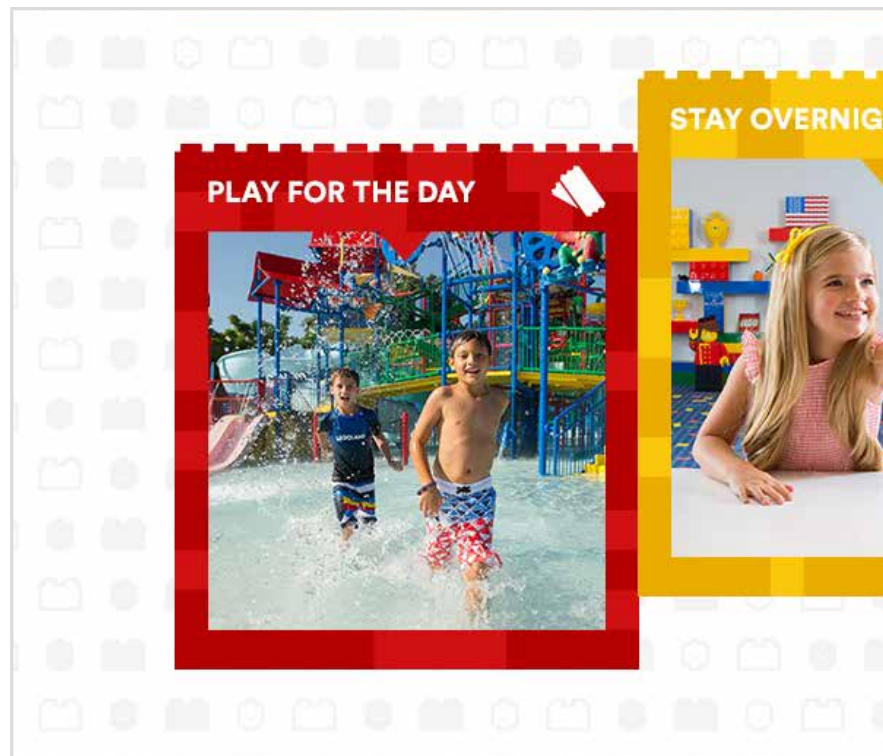
ICONIC PATTERN

1 The iconic pattern design consists of a Minifigure head and brick icon. Like the block pattern, this pattern can be used as a background.

2 The pattern has a total of 5 color combinations for the LEGOLAND® brand. The use of any other color combinations is not allowed.

The icons are colored black with an opacity that varies, depending on the content that is placed on it.

Refer to the next page for further guidance.



1

USED AS A BACKGROUND



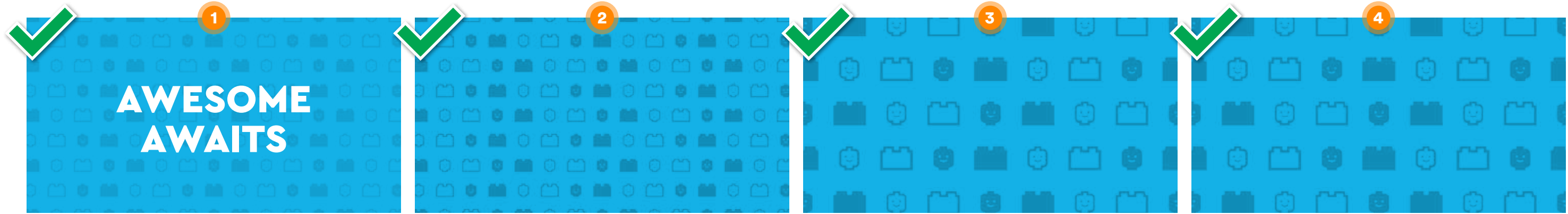
2

USED FOR CONTENT BLOCKING



3

USED AS A TEXTURE

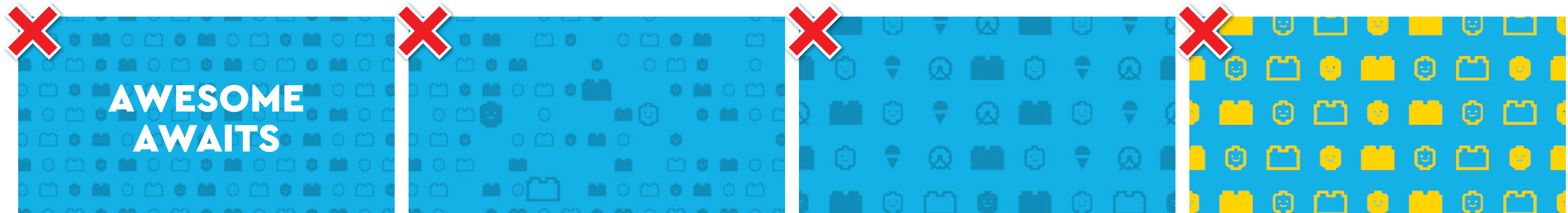


Decrease the opacity of the icons to increase legibility of copy or imagery.

Keep the icon size and position as is.

Keep the icon design as is.

Keep the icons colored black with a maximum opacity of 30%.



Do not place copy or imagery on a busy pattern background.

Do not remove or move icons in the pattern.

Do not change the icon design in the pattern.

Do not change the colors of the icons.



1

COSTUME CHARACTER



2

BRICK CHARACTER



3

TOY CHARACTER



4

ILLUSTRATED CHARACTER

CHARACTER TYPES

Characters can be used to help communicate the message and tell a story in a fun way.

Characters need to have a purpose in the creative when being used. Using random characters with no relation to the content should be avoided.

Refrain from mixing character types in a piece of creative.

There are 4 types of characters that are used throughout the LEGOLAND® brand.

1 Costume Character. This type must be used whenever possible before resorting to the other character types.

2 Brick Character. This includes Minifigures, LEGO® characters and park characters that are made out of LEGO bricks.

3 Minifigures. This includes characters that actually have a toy form. For additional information on minifigures, refer to the LEGO® Minifigure Guidelines.

4 Illustrated Character. Use in special cases, including LEGO® Friends, LEGO Ninjago, and LEGO Club Magazine.



1

BRICK PROPS



2

TOY PROPS



3

ILLUSTRATED PROPS

PROP TYPES

Props are a great way to add fun and visual interest. Props should be treated like characters and should have a purpose when being used.

Avoid mixing different types in a single piece of creative.

1 Brick props. This type consists of individual pieces of LEGO® bricks, as well as objects made out of bricks. Brick props must be used whenever possible before resorting to the other prop types.

2 Toy props. This includes props from actual LEGO® toys, but are not in brick form.

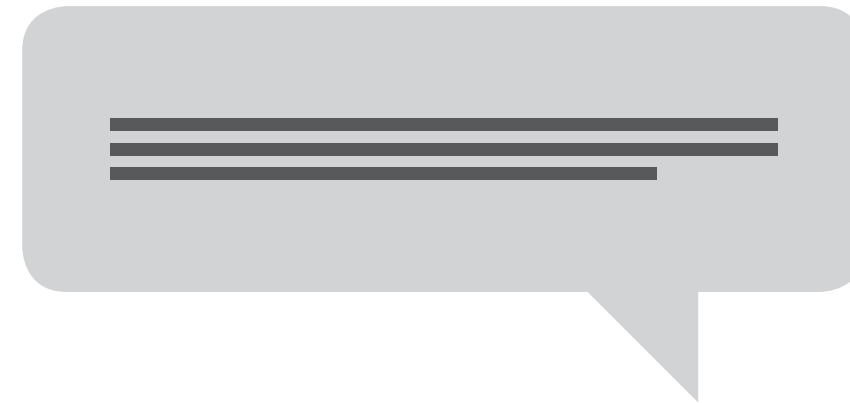
3 Illustrated props. Use in special cases, including LEGO® Friends, LEGO Ninjago, and LEGO Club Magazine.

1 LINEAR STYLE

HEADLINE GOES HERE



2 BUBBLE STYLE



TALK BUBBLES

Talk bubbles must be used in conjunction with a character. There are 2 types of talk bubbles, each having a different purpose.

1 Linear Style. Use this for headlines, short dialogue, or when the dialogue is a part of the design.

Circular Black must be used in this talk bubble style.

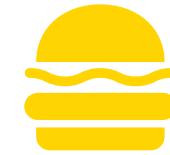
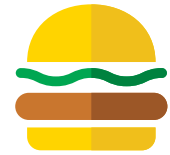
The colors of the line and the copy can be changed to any of the brand colors. Both the shape and the copy must be in the same color.

2 Bubble Style. Use this for longer dialogue, or for when the dialogue is a secondary element of the creative.

Circular Book and Circular Medium can only be used in this talk bubble style.

The color of the bubble must remain either white or a shade of grey. The font color must be either black or the dark grey.

Limited use. Please provide copy that explains what you want.

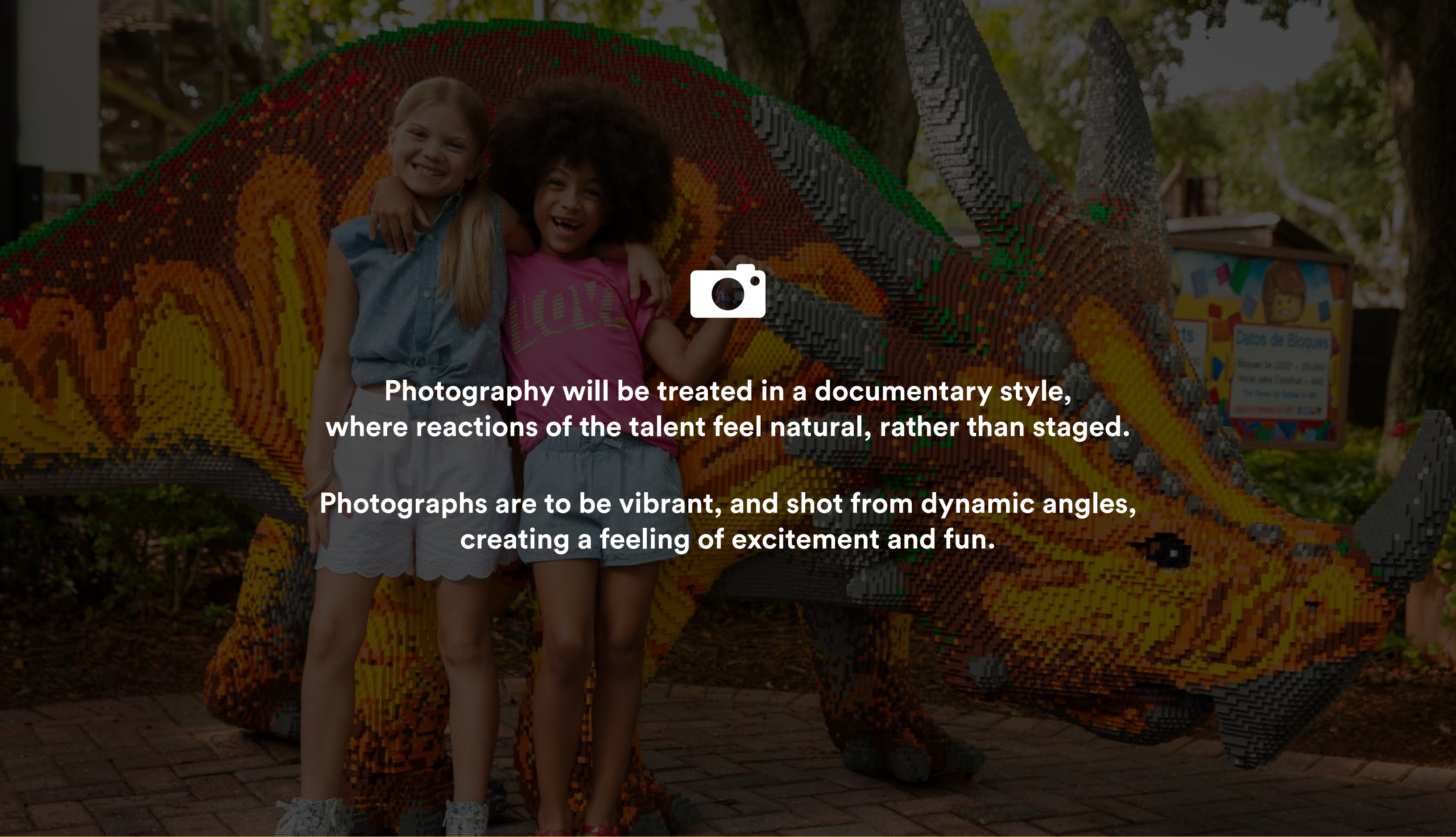


1 DIMENSIONAL ICONS

2 FLAT ICONS

PHOTOGRAPHY





Photography will be treated in a documentary style, where reactions of the talent feel natural, rather than staged.

Photographs are to be vibrant, and shot from dynamic angles, creating a feeling of excitement and fun.



KID-FOCUSED PHOTOGRAPHY

Portrait photography should capture the real emotions of children having fun in the park. They should always look authentically happy, excited, curious, and engaged in what they're doing. Most importantly, kids should always look natural, never posed, staged, or exaggerated with their emotions and smiles.

Try to include a hint of LEGO® or LEGOLAND® branding when photographing children.

Keep a balanced representation of racial groups and genders.

The recommended age group for DUPLO® and Tot Spots is under 3 years old. The recommended age group for everything else is 4 to 12.

Refrain from including adults in photography unless they're posing as a Model Citizen.





ACTION-FOCUSED PHOTOGRAPHY

Action shots are equally important. They include images of kids interacting with park characters, playing with their friends, having fun while exploring an attraction, or on a ride.

Action-focused shots should be candid to emphasize the natural emotions of the subject.





RESORT-FOCUSED PHOTOGRAPHY

Some photography will focus on specific attractions. Photos should show a good sense of what the attraction looks like and what to expect. Capture rides in dynamic angles that create a sense of movement and energy.

Make sure the people engaging with the attractions are happy and having fun.

Park staff that are included in photos must look friendly and approachable.

Vibrant and bright colors are essential to promoting the park's attractions. Be mindful of the weather and time of day when capturing these photos.





People should look natural and unstaged.



Keep the image as real as possible.



Kids should be happy and having fun.



Kids should be the only subjects in the photo.



Photos must be in high resolution.



Photography of people should not look staged.



Don't collage/composite images.



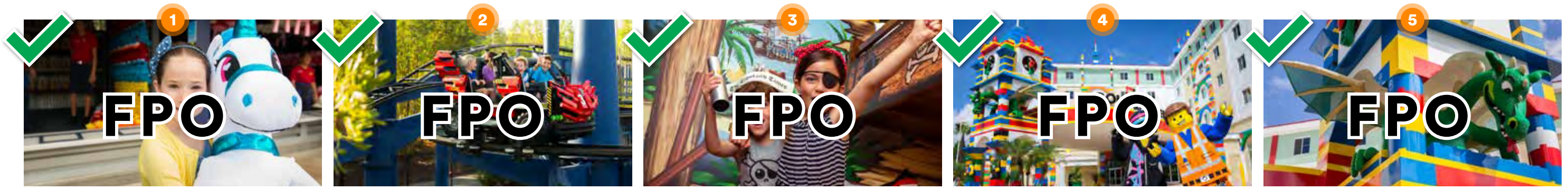
Don't show bored, scared, or unengaged kids.



Don't show adults in photos unless they are Model Citizens.



Don't use pixelated photos.



Keep photos unfiltered.

Photos must be in color at all times.

Photos must be bright.

Keep the colors bright but natural.

Keep photos colorful and warm.



Do not apply tones or filters to photos.

Don't make photos black and white.

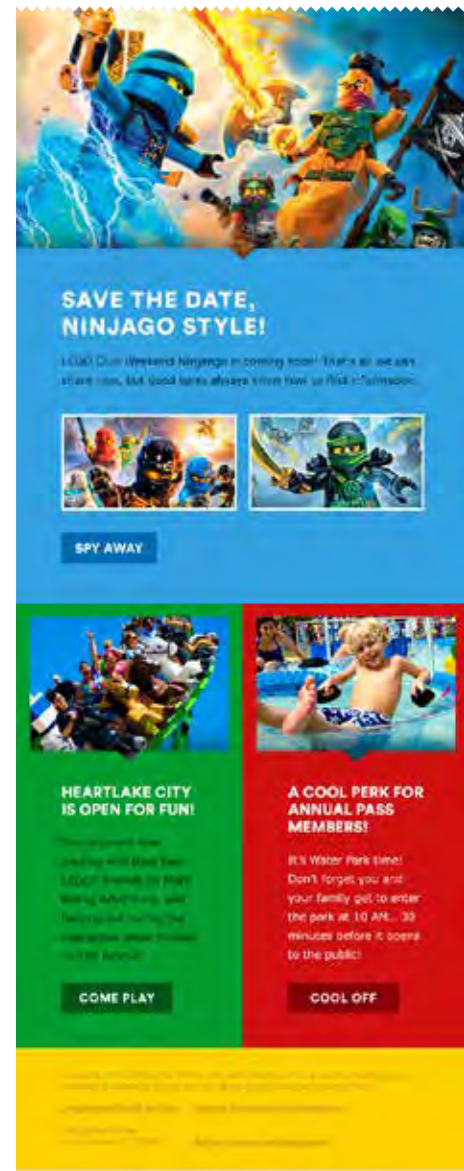
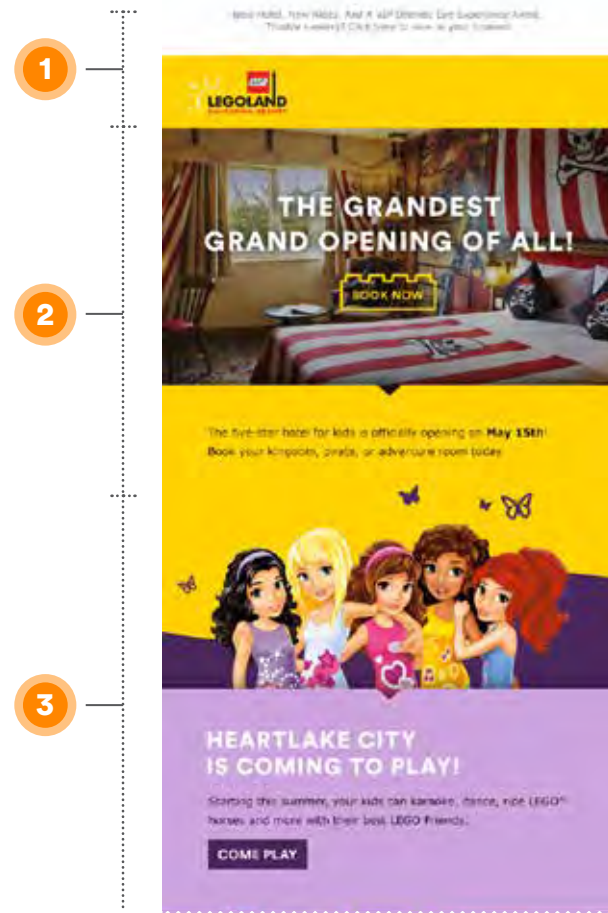
Don't have dark images.

Don't over saturate photos.

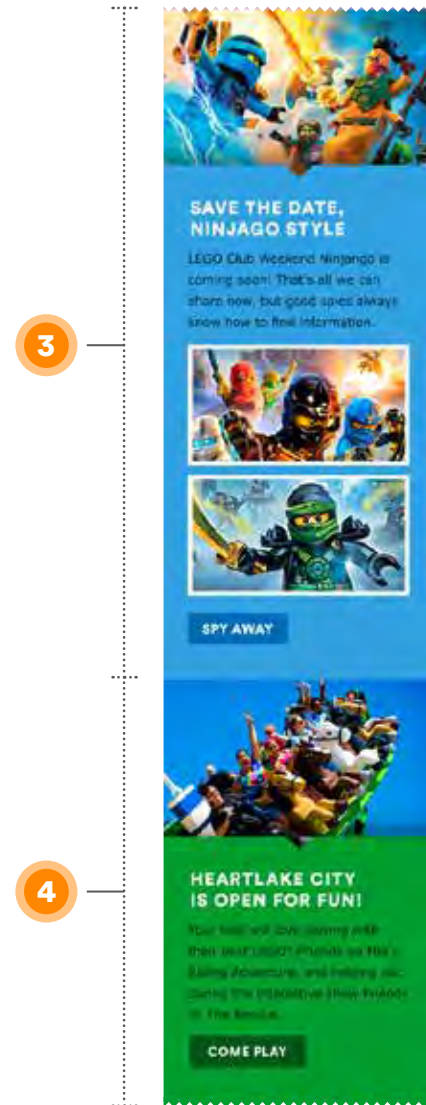
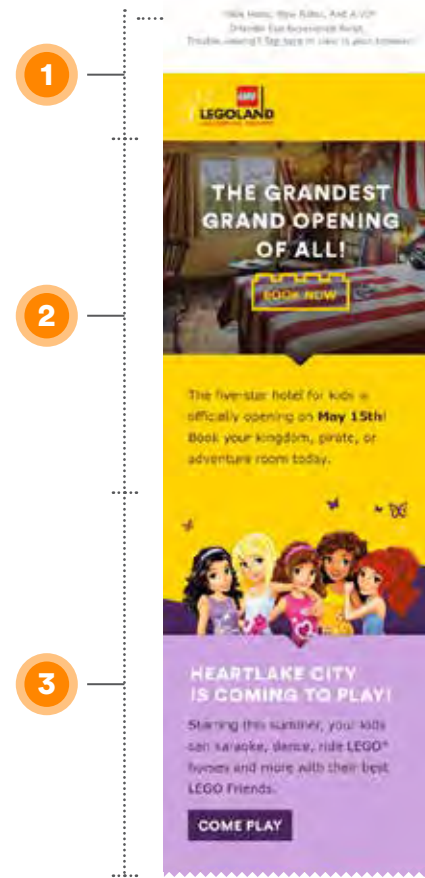
Don't have dull and cold images.

APPLICATIONS





DESKTOP DESIGN



MOBILE DESIGN

GENERAL EMAIL DESIGN

LEGOLAND® email designs follow a modular structure, making them flexible for different types and lengths of content. The design also helps prioritize content based on importance of messaging.

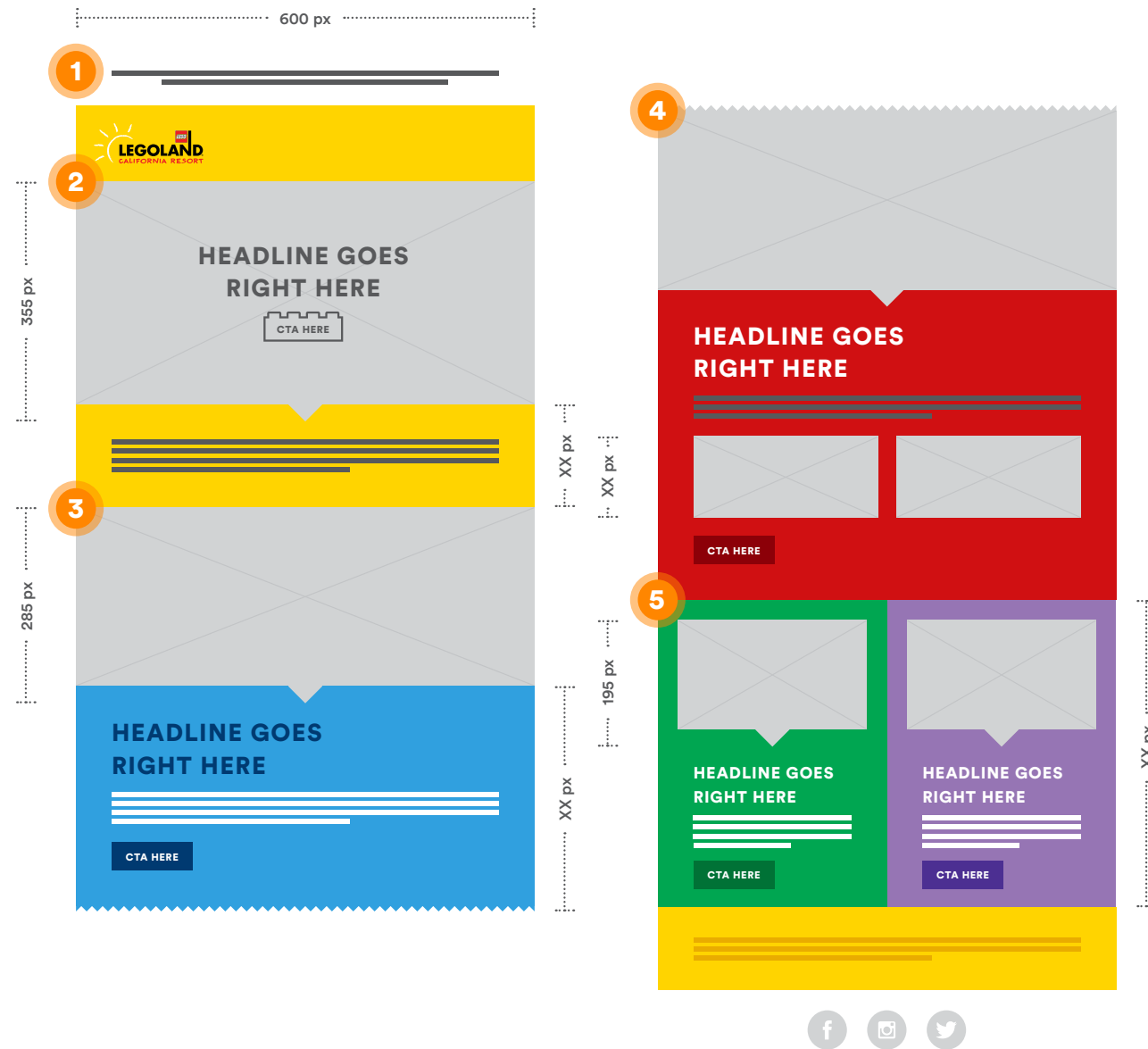
All emails must be responsive, having both a desktop and mobile version.

The email design is composed of a few parts:

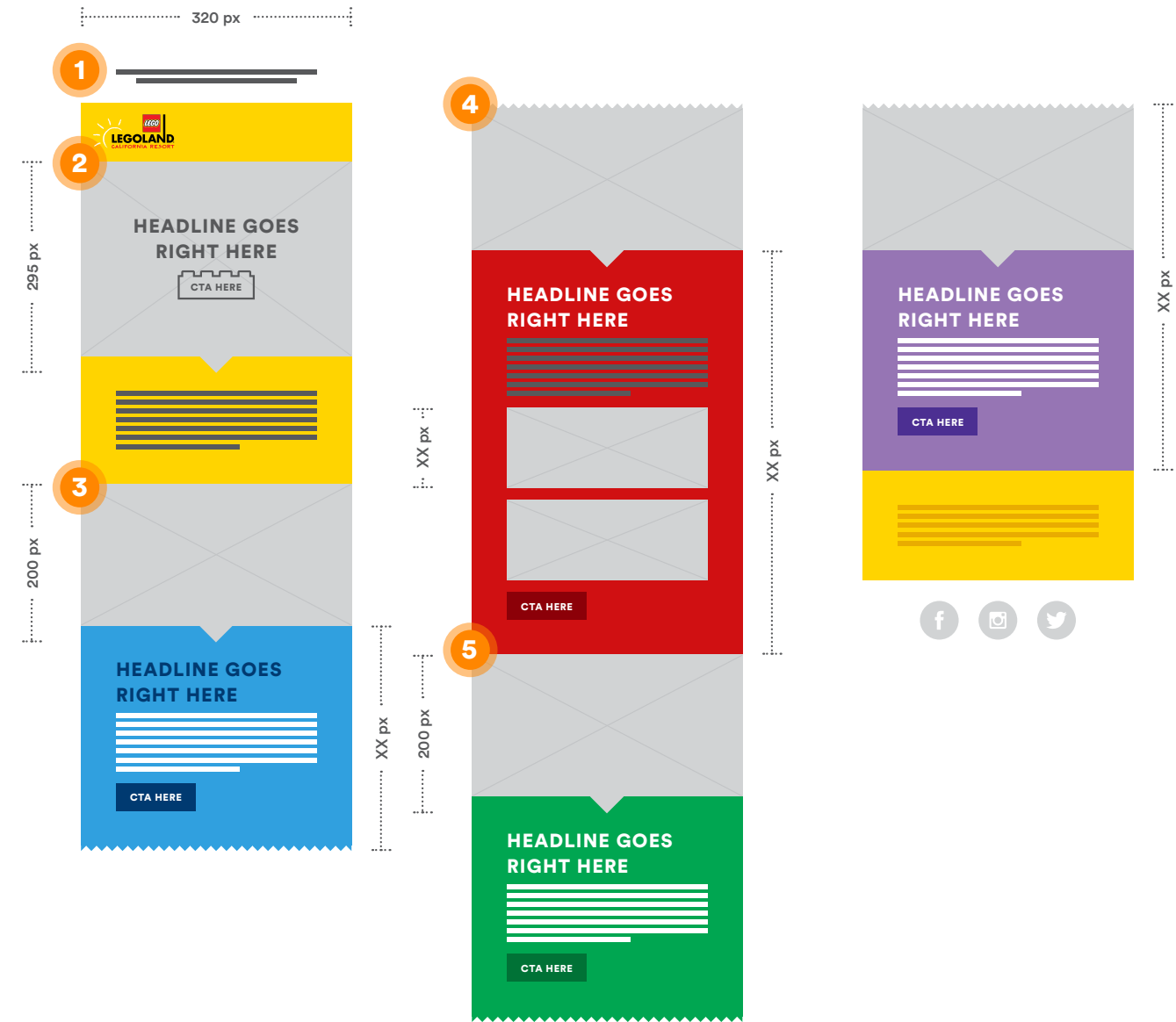
- 1 Snippet copy line and header (required).
- 2 Hero content module (required).
- 3 Secondary content module (optional).
- 4 Tertiary content module (optional).
- 5 Footer (required).

For single message emails, use the hero content module along with the header and footer.

For emails containing multiple messages and content, add a secondary and/or tertiary content module(s) in addition to the hero, header, and footer.



DESKTOP DESIGN



MOBILE DESIGN

GENERAL EMAIL DESIGN SPECS

Desktop emails are 600 px wide and mobile emails are 320 px wide.

Body copy for both formats in any module is always 14 pt. font size, with a 25 pt. leading.

Module colors can be changed to any of the brand's colors. Patterns can also be used instead of color blocking.

1 Snippet copy size should always be 12 pt., with a 16 pt. leading. Color should remain grey.

2 Hero image should be 600 px x 355 px, with a 30% dark overlay. The headline should be in white, in 35 pt. size, 45 pt. leading, 60 pt. kerning.

For mobile, the hero image size should be 320 px x 295 px.

3 Secondary image should be 600 px x 285 px. The headline is 30 pt., with a 35 pt. leading.

For mobile, the image sizes down to 320 px x 200 px. The headline becomes 20 pt., with a 25 pt. leading.

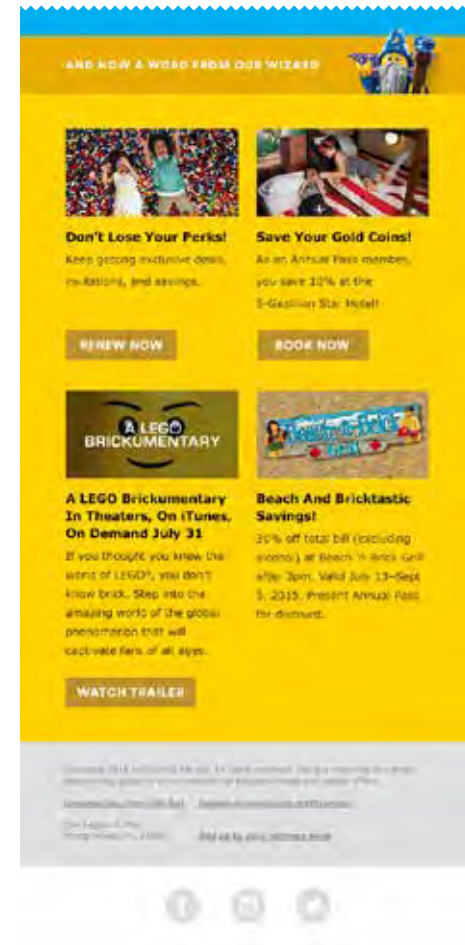
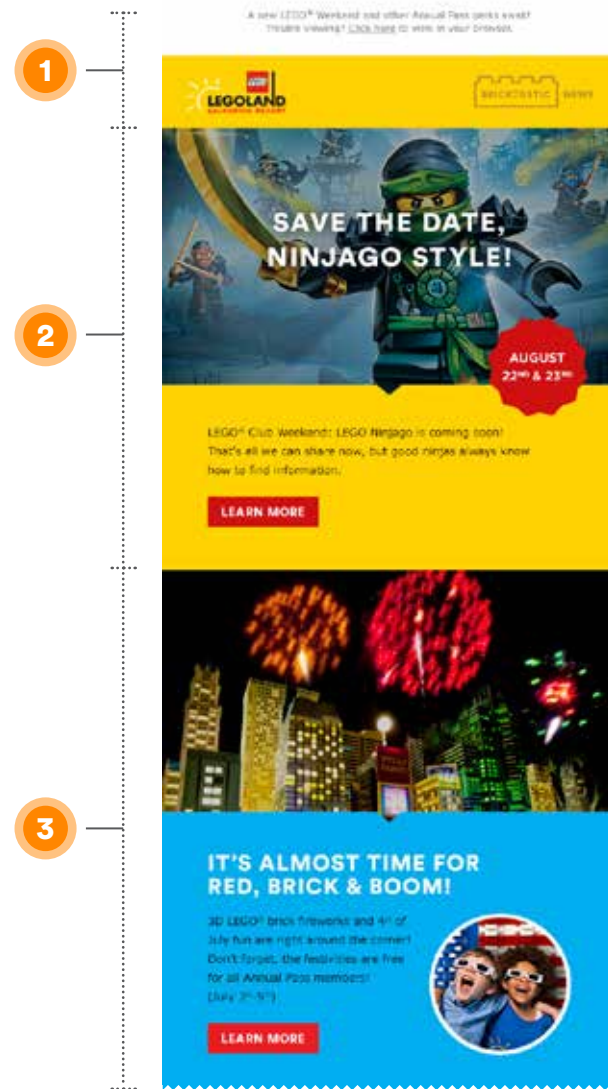
The headline is 25 pt. size, 35 pt. leading, 60 pt. kerning.

4 This secondary content block gives an option to place additional imagery in the module. These images must be 230 px wide, with a maximum height of 200 px.

When sized to mobile, these images have a width of 260 px.

5 Tertiary images must be 265 px x 195 px. Headlines become 20 pt., 25 pt. leading.

For mobile, the images become 320 px x 200 px. Headline size stays the same.



DESKTOP DESIGN



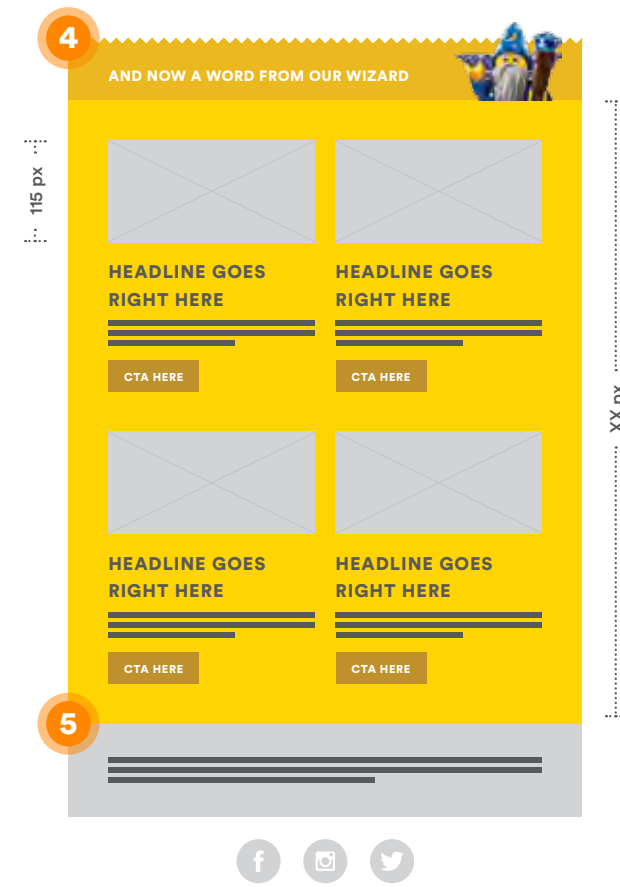
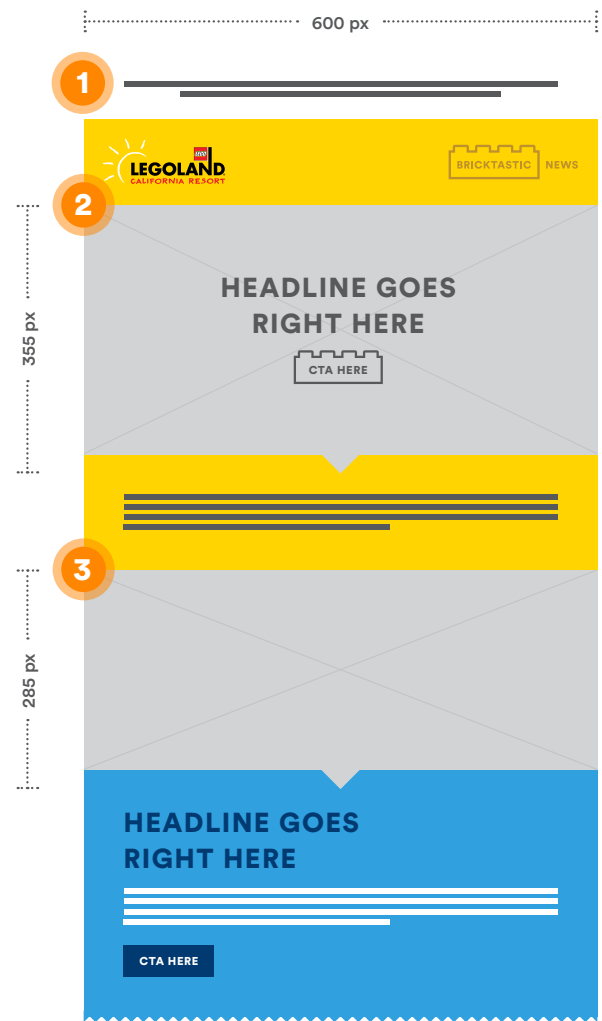
MOBILE DESIGN



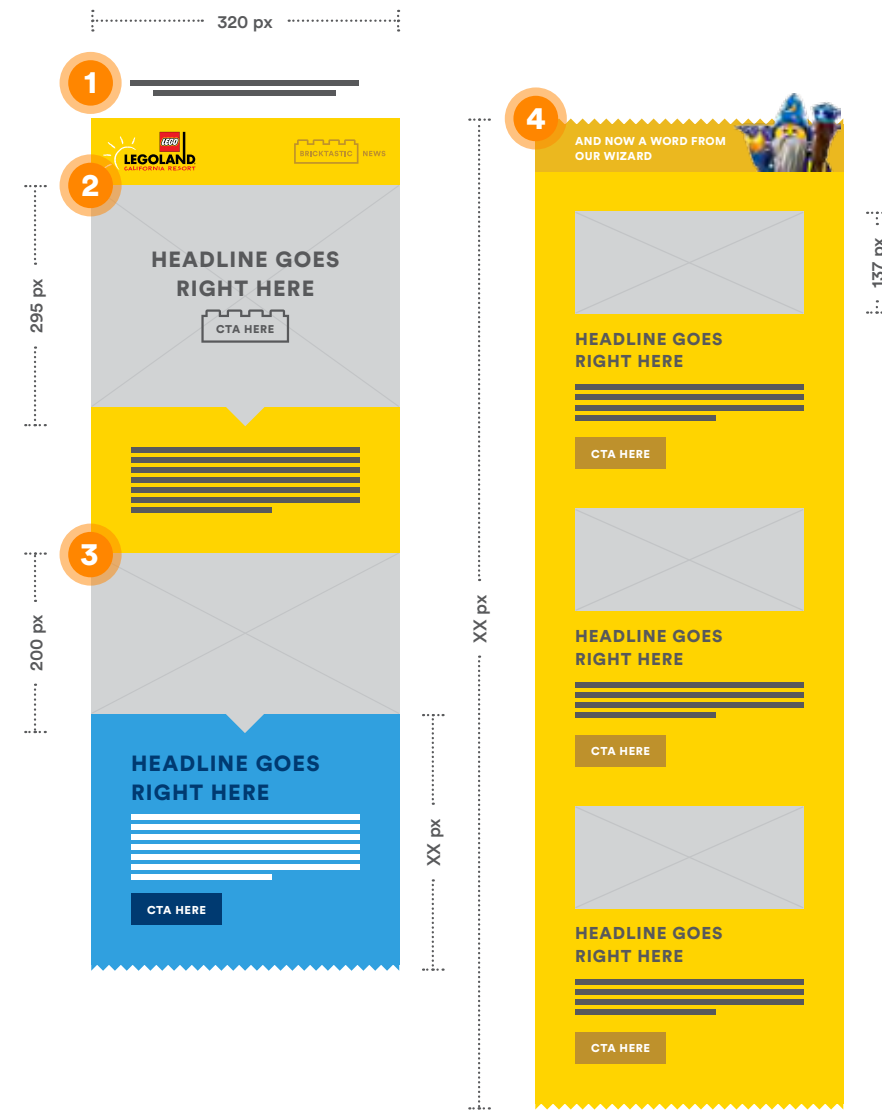
NEWSLETTER EMAIL DESIGN

The newsletter email design follows the same structure as the general email, but with a few additional elements.

- 1 Snippet copy line and header (required). This specific header has an additional branding element to distinguish it with the general email.
- 2 Hero content module (required).
- 3 Secondary/tertiary content module (optional).
- 4 News bucket module (required). This is a section that is only available for newsletter emails.
- 5 Footer (required).



DESKTOP DESIGN



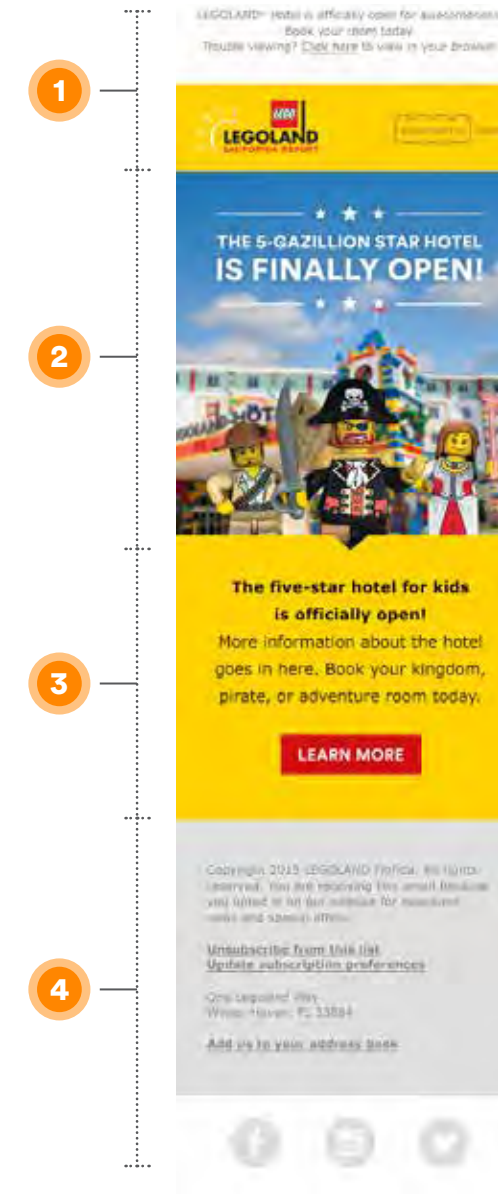
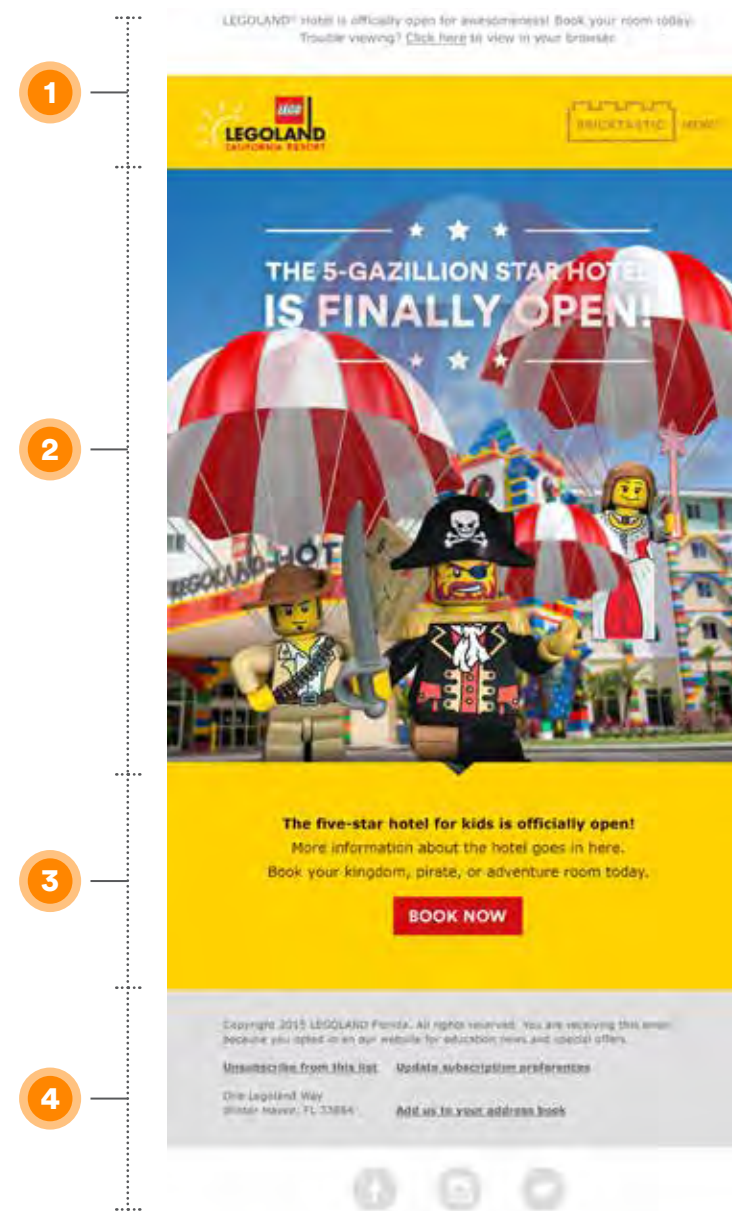
MOBILE DESIGN

NEWSLETTER EMAIL DESIGN

- 1 Snippet copy. Same specs as the general email design.
- 2 Hero content module. Same specs as the general email design.
- 3 Secondary/tertiary content module. Same specs as the general email design.

- 4 News bucket module. This module is only available for newsletter emails. This module contains a specific branded header, as well as 2-column content buckets. These buckets are always left justified on desktop in cases where there is an odd number. For mobile, these buckets become stacked. For desktop, the image size is 270 px x 137 px. The headline is 16 pt., with a 23 pt. leading. The headlines for this module must always be letter case, using Circular black. For mobile, the image size becomes 270 px x 135 px. The headline remains as 16 pt., with a 23 pt. leading.

- 5 Footer. The color of the footer must remain grey to contrast with the yellow color block of the news bucket module.



ANIMATED EMAIL DESIGN

Animated emails are a great way to capture readers' attention, and highlight the funness of the brand.

The animation is run by GIF files that are embedded in the HTML code of the email.

Because GIFs can dramatically increase the file size of an email, keep the animations simple.

It is recommended that the email file size not exceed over 1 MB.

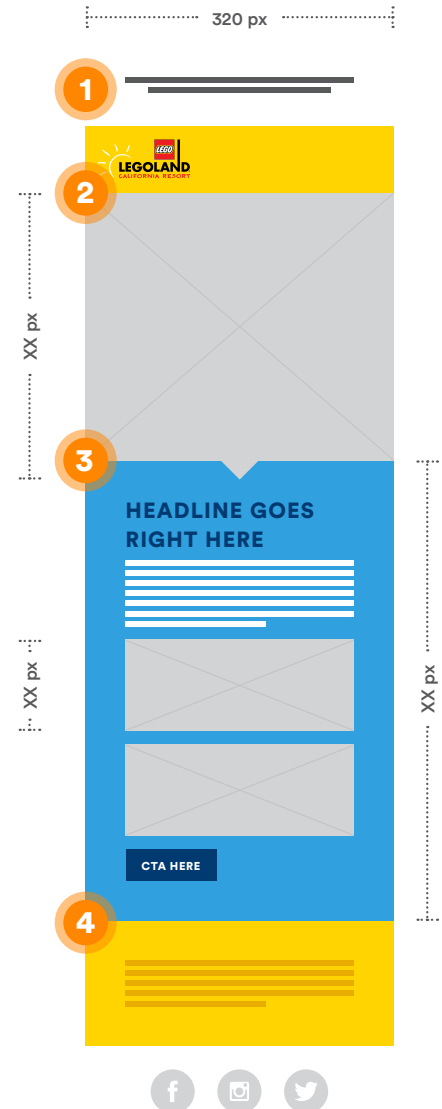
In addition, animated emails cannot include any secondary and/or tertiary content modules in order to keep the file size to a minimum.

Animated emails consist of 4 main parts.

- 1 Snippet copy line and header (required).
- 2 Animation area (required).
- 3 Hero content module (required).
- 4 Footer (required).



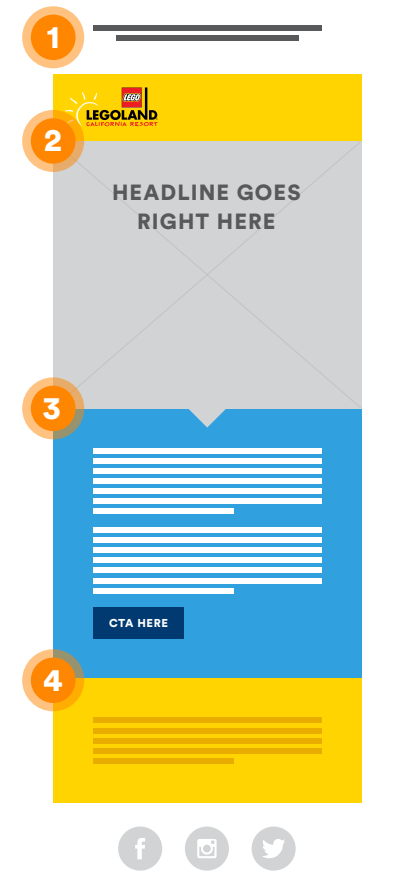
DESKTOP DESIGN



MOBILE DESIGN



DESKTOP DESIGN
(HEADLINE IN ANIMATION)



MOBILE DESIGN
(HEADLINE IN ANIMATION)

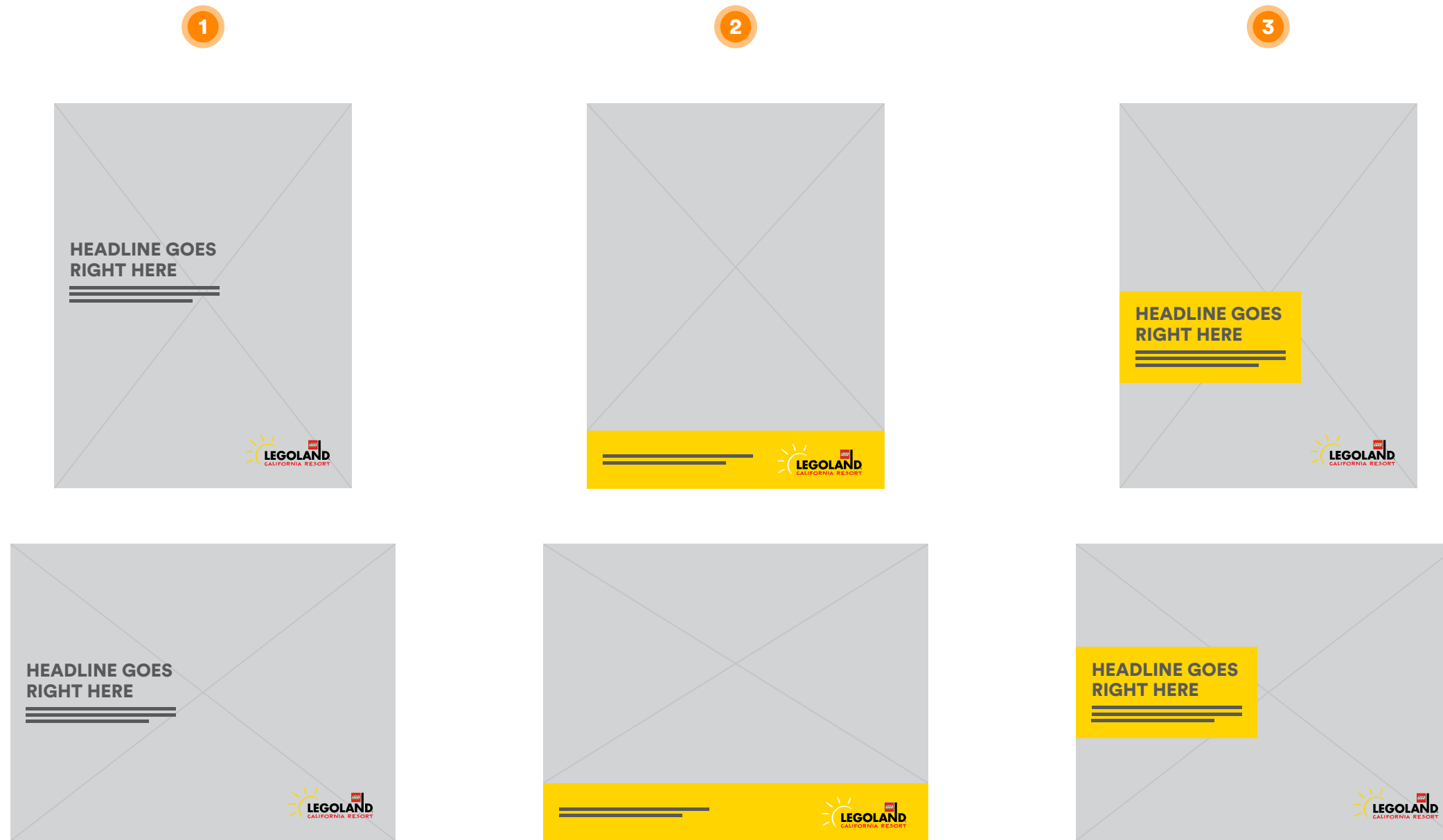
ANIMATED EMAIL DESIGN SPECS

Animated emails can have the headline either in the animation, or outside, where it would sit right above the body copy.

These emails must be responsive with some limitations, compared to the other email designs.

- 1** Snippet copy. Same specs as the general email design.
- 2** Animation area. This space is where the animation lives. The animation must be 600 px wide, with a maximum height of 800 px. When sized to mobile, the GIF is replaced with a static frame that best represents the animation.

- 3** There are no specific guidelines for the headline in animation.
- 3** Hero content module. Same specs as the general email design.
- 4** Footer. Same specs as the general email design.



PRINT TEMPLATE #1

These print templates can be used outside of traditional print ads. Other uses include flyers, brochures, cards, and other print deliverables.

Print Template #1 should be used for creative with minimal content.

There are 3 styles from this template, each accommodating for legibility and content prioritization.

1 Use in cases where the background contains areas where copy would be legible.

2 Use in cases where the image is the highlight of the creative. The copy sits on the bottom with the logo, contained in a color block.

3 Use in cases where the copy is not legible in any area of the background. The color block helps isolate the copy to make it more legible.

The logo may also be contained in a color block if the background gets really busy.

1

THE HOTEL BUILT FOR KIDS.

Lorem ipsum, consectetur adipiscing elit. Cras hendrerit accumsan sem. Pellentesque viverra vestibulum eros. In hac habitasse platea dictumst. Sed tincidunt cursus leo.

LEGOLAND CALIFORNIA RESORT

LEGO, the LEGO logo, the Brick and Knob configurations, the Minifigure and LEGOLAND are trademarks of the LEGO Group. ©2015 The LEGO Group. LEGOLAND is a part of Merlin Entertainment plc.

2

AWESOME AWAITS AT LEGOLAND®!

Etri fac vid adduc facricatus, coenatudam, confes fin iu consus nostion localisuppl. Mo venam interri oreberisser adhuiur orenarem furo!

LEGOLAND CALIFORNIA RESORT

3

AWESOME AWAITS AT LEGOLAND®!

Etri fac vid adduc facricatus, coenatudam, confes fin iu consus nostion localisuppl. Mo venam interri oreberisser adhuiur orenarem furo!

LEGOLAND CALIFORNIA RESORT



COLOR BLOCKING GUIDE



Red
 CMYK: 0/100/100/0
 Pantone 485C



Yellow
 CMYK: 0/15/100/0
 Pantone 109C



Blue
 CMYK: 100/47/0/0
 Pantone 300C



Green
 CMYK: 100/0/100/0
 Pantone 347C



Purple
 CMYK: 44/60/10/0
 Pantone 528C



White
 CMYK: 0/0/0/0
 Pantone White

PRINT TEMPLATE #2

Print Template #2 should be used for creative with an abundance of content.

This template organizes content in modules. Content can include anything like copy, imagery, coupons, illustrations, games, and more. The sizes and organization of the modules are flexible, as long as there aren't any open gaps.

Modules containing color blocking must use the colors listed under the color blocking guide. Patterns may also be used as backgrounds for modules.

1

AWSOMENESS IS ON ITS WAY!

LEGOLAND HOTEL® IS OPENING MAY 15TH.

Imagine how much fun you could have in our kingdom, pirate, adventure and LEGO® Friends rooms. And don't forget about the secret whoopee cushions, disco elevator, ginormous pool filled with soft LEGO bricks, and smoke-breathing dragon.

Color the characters and hang this on your fridge so everyone can see your artwork! Bravo!

Colored by: _____

LEGOLAND CALIFORNIA RESORT

HEARTLAKE CITY IS OPENING SUMMER 2015!

Sing, dance, record your own news segment, and ride LEGO horses with your best LEGO Friends Mia, Andrea, Emma, Olivia and Stephanie!

KIDS GO FREE

Original coupon good for one free one-day child ticket with purchase of a full price one-day adult ticket to LEGOLAND® Florida Resort or valid to LEGOLAND California Resort (LEGOLAND California Resort includes your choice of hopper ticket admission to LEGOLAND Water Park or SEA LIFE® Aquarium). Only one (1) complimentary child ticket per coupon. Offer cannot be applied to pre-purchased discounted tickets or combined with any other discounts or offers. No photocopies or facsimiles are accepted. Additional restrictions may apply. Prices and hours subject to change without notice. The right of final interpretation resides with LEGOLAND. Not for resale. Expires 7/31/2015. Discount ID 159913

Check Out Cool Events @ **LEGO.COM/LEGOLAND**

© 2015 The LEGO Group. Prices, times and schedules subject to change without notice. Visit website for event information.

LEGO, the LEGO logo, the Brick and Knob configurations, the Minifigure and LEGOLAND are trademarks of the LEGO Group. ©2015 The LEGO Group. LEGOLAND and SEA LIFE are a part of Merlin Entertainment plc.

2

CALLING ALL BFFS, HEARTLAKE CITY IS HERE!

LEGOLAND CALIFORNIA RESORT

Sing and dance, and help me put on an awesome concert!

Friends To The Rescue Interactive Show

Let's go!

Get your picture taken with me! Say cheese.

Stephanie's News Room

Come fly through the sky on one of my favorite horses.

Mia's Riding Adventure

Storm the castle on the back of my good friend, the Dragon!

Drive a police car, ambulance, fire engine, or cab. And get your driver's license!

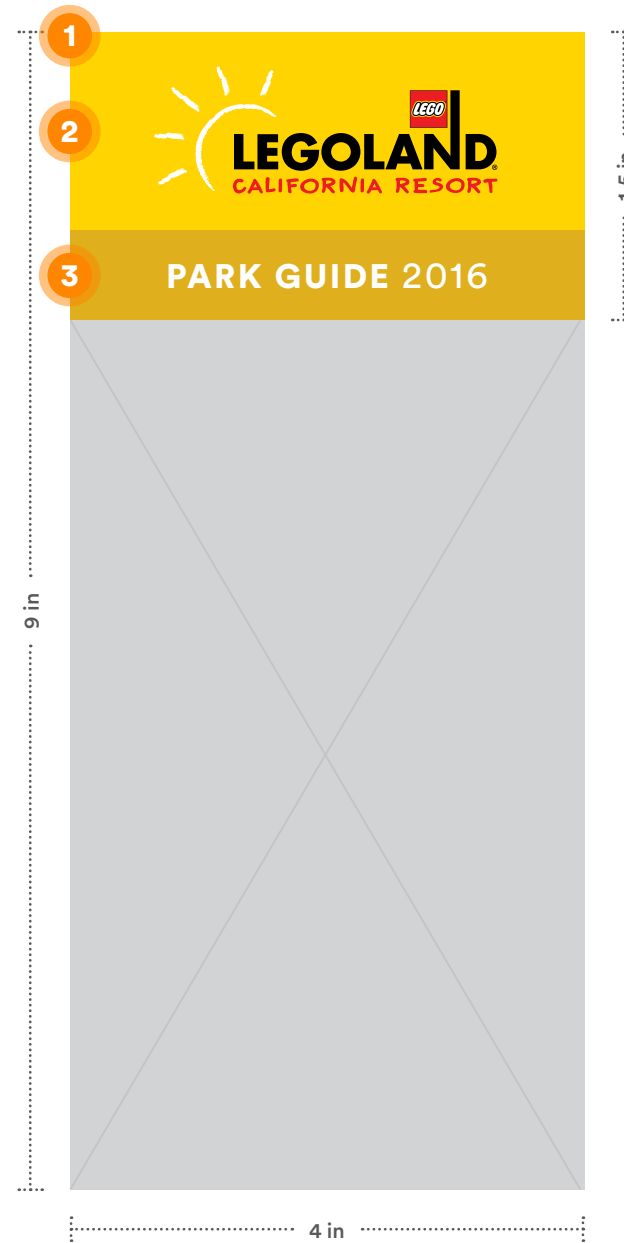
BEST FRIENDS FREE

Buy One, Get One Free Admission to LEGOLAND® Florida Resort or LEGOLAND California Resort

This original coupon can be redeemed online or at a LEGOLAND® ticket booth for one free one-day ticket with purchase of a full price one-day ticket of equal or greater value to LEGOLAND California Resort or LEGOLAND Florida Resort. LEGOLAND California coupon good for one free hopper ticket with purchase of a full price one-day hopper ticket to LEGOLAND California and your choice of SEA LIFE® Aquarium or LEGOLAND Water Park. Front gate purchases valid day of purchase only. Only one (1) complimentary admission ticket per coupon. Offer cannot be applied to pre-purchased discounted tickets or combined with any other discounts or offers. No photocopies or facsimiles accepted. Restrictions may apply. Not for resale. Expires 7/30/2015. Discount ID 159922

Check Out Cool Events @ **LEGO.COM/LEGOLAND**

© 2015 The LEGO Group. Prices, times and schedules subject to change without notice. Visit website for event information.



RACK BROCHURES

Rack brochures are extremely important, as people rely on them to navigate around the park. They should have a fun, bright, happy feeling, in keeping with other LEGOLAND® printed materials.

1

The sweet spot of the brochure is the area that is uncovered by other brochures when in a rack.

The recommended size of the sweet spot is a quarter of the height of the spread. That area must contain the logo and the name of the brochure.

2

The logo must be large enough to be visible from afar.

Keep the background simple to increase visibility of the logo.

3

The title of the brochure should be in Circular Black to ensure legibility.

1



2



OUT OF HOME

A clean, simple design can be the best way to convey the message in areas where a quick read is required, such as a highway billboard.

Use a short, punchy headline spanning at most 50% of the layout. Include a short subheadline if other information needs to be conveyed.

The logo must be immediately legible and must be at least 1/12 the size of the layout. The logo can be placed anywhere in the layout, as long as it is legible and follows brand guidelines.

All out of home deliverables must include the shortened legal line.

Depending on the visual, there are two directions to choose from for out of home design.

1

Use this direction when the visual includes a masked image or character(s). This direction can be used to highlight park features, characters, and events.

The background can use a color or a pattern, as long as it contrasts well with the copy and logo.

2

Include this direction when the visual uses a single image. This would most likely be used for promoting the resort, rides and attractions, and new areas of the park.

The image must contrast well with the copy and logo.

1



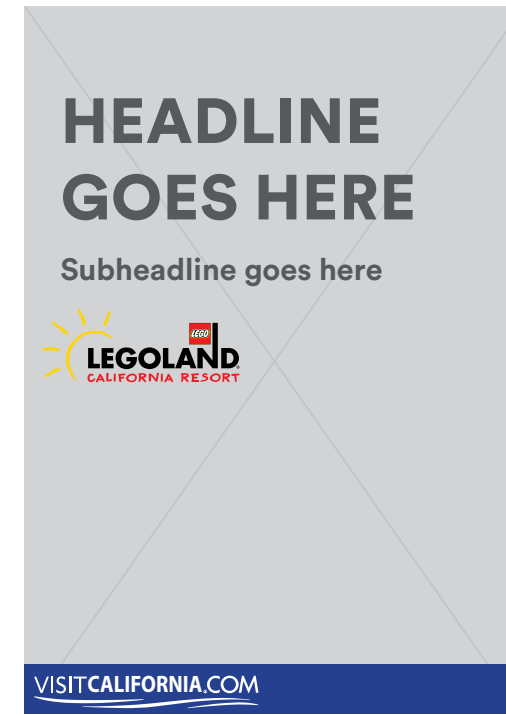
2



1



2



OUT OF HOME WITH PARTNERSHIP

When creating a partnership layout, the partner logo should be placed in the bottom right or left corner on a bar, the color of which will be dictated by the partner's brand colors.

The LEGOLAND® logo should be moved below the headline and subhead of the layout, following the alignment of the text.

1



2





160 X 600



300 X 600



234 X 60



300 X 250



728 X 90

DIMENSIONAL BUTTON



FLAT BUTTON



BANNER ADS

These templates represent the basic structure of the brand's digital banners. For animated banners, the templates shown above should at least represent the last frame.

There are 5 parts to all banners, with an exception for some sizes.

1 The logo. The secondary logo must be used in all banners. Use color blocking only to increase legibility of logo if necessary.

2 Headline. Must be in all caps and use Circular Black. The only exception is if a display typeface is used as part of the creative.

3 Subheadline. Must use Circular Medium or Circular Bold. Keep this messaging short and sweet, only providing required information.

4 CTA Button. There are 2 styles of buttons to choose from, each providing a limited amount of space for CTA copy.

Dimensional buttons should be placed on the bottom corner of any side.

Flat buttons can be outlined or solid.

The colors of both buttons are flexible and can be altered.

5 Legal and disclaimer copy. Recommended size is no larger than 8 pt. Use Circular Light or Circular Medium.



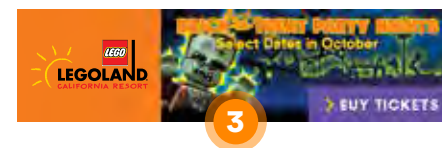
1

160 X 600



2

300 X 600



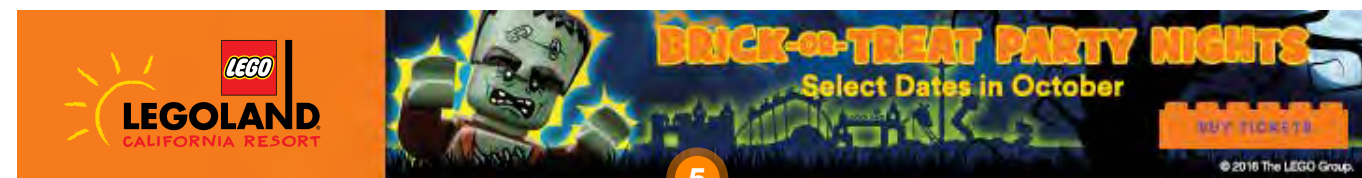
3

234 X 60



4

300 X 250



5

728 X 90



COVER SLIDE



END SLIDE

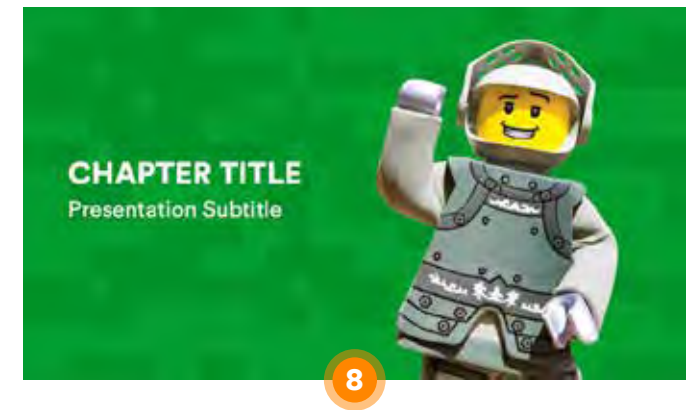
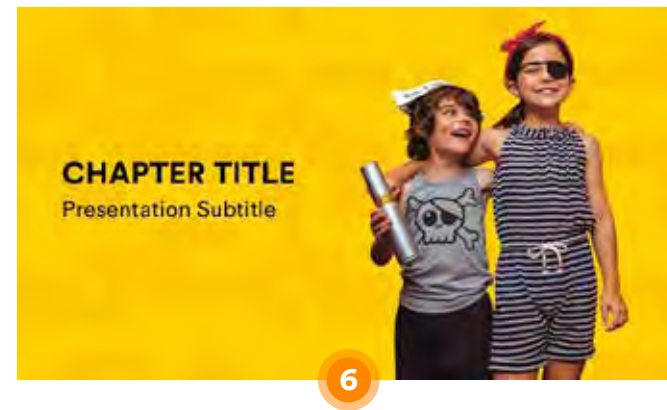
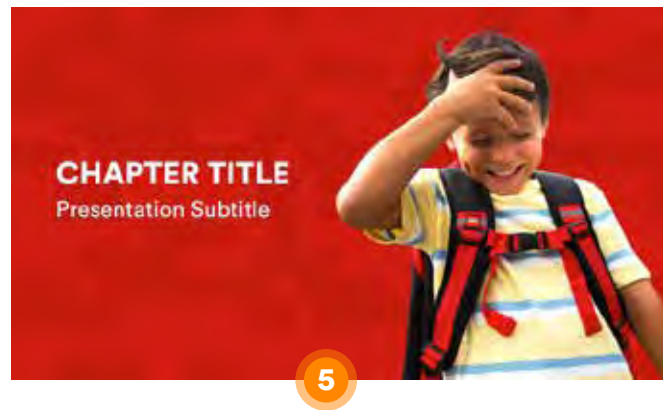
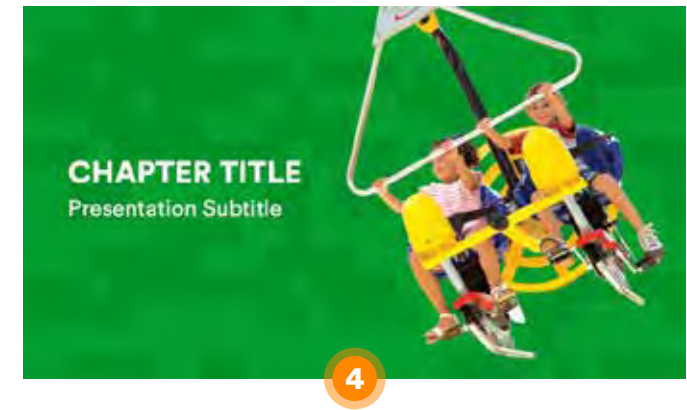
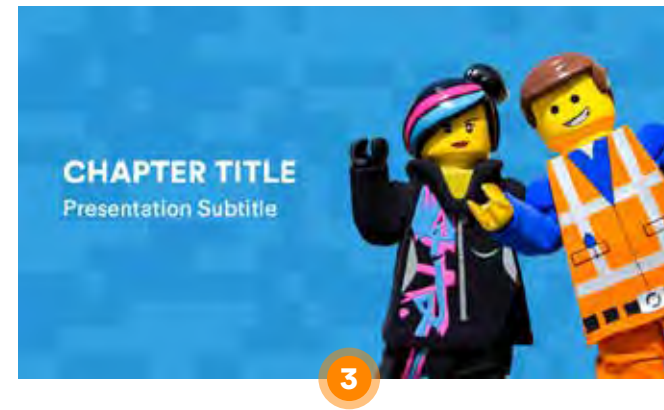
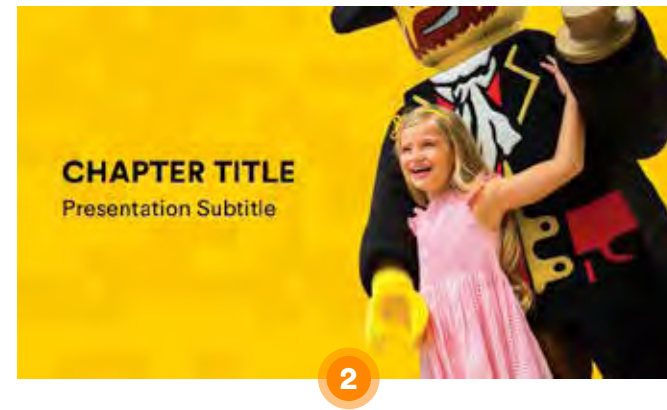
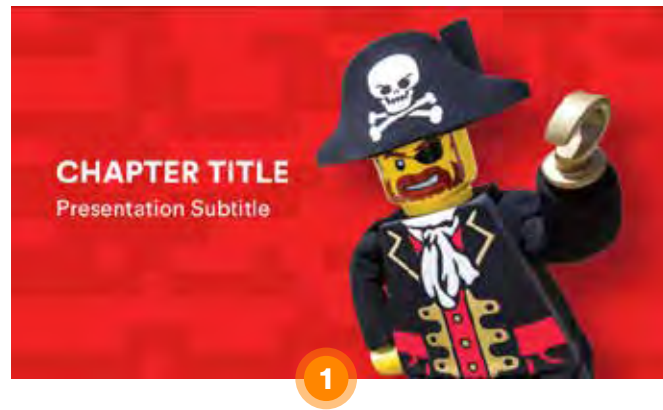
PRESENTATIONS

Branded presentation templates are available to use. The design of these templates is simple, so that the information inside can be easily digested.

1 Cover slide. No place for images, just title and subtitle. Background pattern and color cannot change. Keep this page simple and clean.

2 End page. No place for images. Background pattern and color cannot change. Also keep this page simple and clean.

what do you want here?

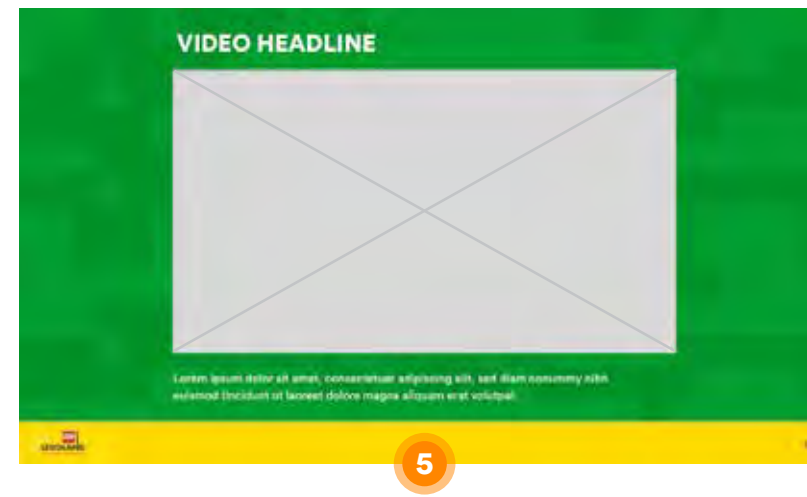
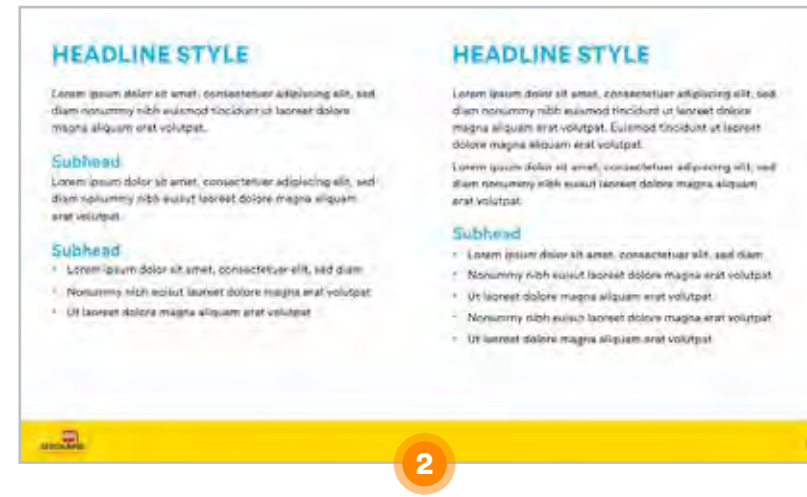


PRESENTATIONS

Chapter cards are used as an introduction to sections of the presentation.

They consist of the block pattern background, as well as a masked image.

The background color and the imagery can be changed.

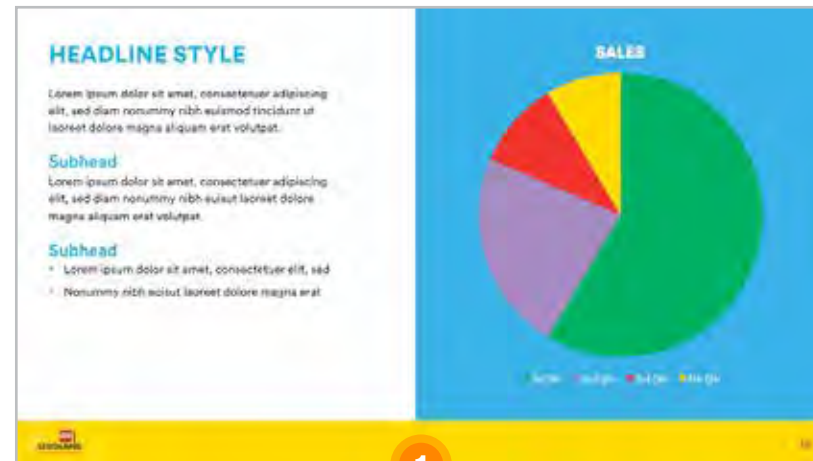


PRESENTATIONS

There are templates for various amounts and types of content.

- 1 Use this template for copy with a supporting image.
- 2 Use this template for just copy and bullets.
- 3 Use this template for presenting several images with supporting copy.

4 Use this template for videos.



PIE CHART



BAR GRAPH



LINE GRAPH

PRESENTATIONS

Charts and graphs templates are also included for presentations.

They should use simple shapes, the brand colors, and the brand typeface.

APPROVAL CONTACTS

Creative Services
LLFR.CreativeServices@legoland.com

Audrey Padgett
Marketing Manager (US)
863-318-5460
Audery.Padgett@legoland.com

Rex Jackson
Marketing & Sales Director (US)
863-318-5350
Rex.Jackson@legoland.com

BUSINESS MANAGER CONTACTS

Audrey Padgett
Marketing Manager (US)
863-318-5460
Audery.Padgett@legoland.com

Rex Jackson
Marketing & Sales Director (US)
863-318-5350
Rex.Jackson@legoland.com

Becky Helms
Sales Manager (US)
863-318-5426
Becky.Helms@legoland.com

David Brady
Public Relations Manager (US)
863-318-5345
David.Brady@legoland.com

Olga Garcia
Digital Marketing Manager (US)
863-318-5769
Olga.Garcia@legoland.com

Lauren Hatton
Promotions & Partnership Specialist (US)
863-318-5772
Lauren.Hatton@legoland.com



