

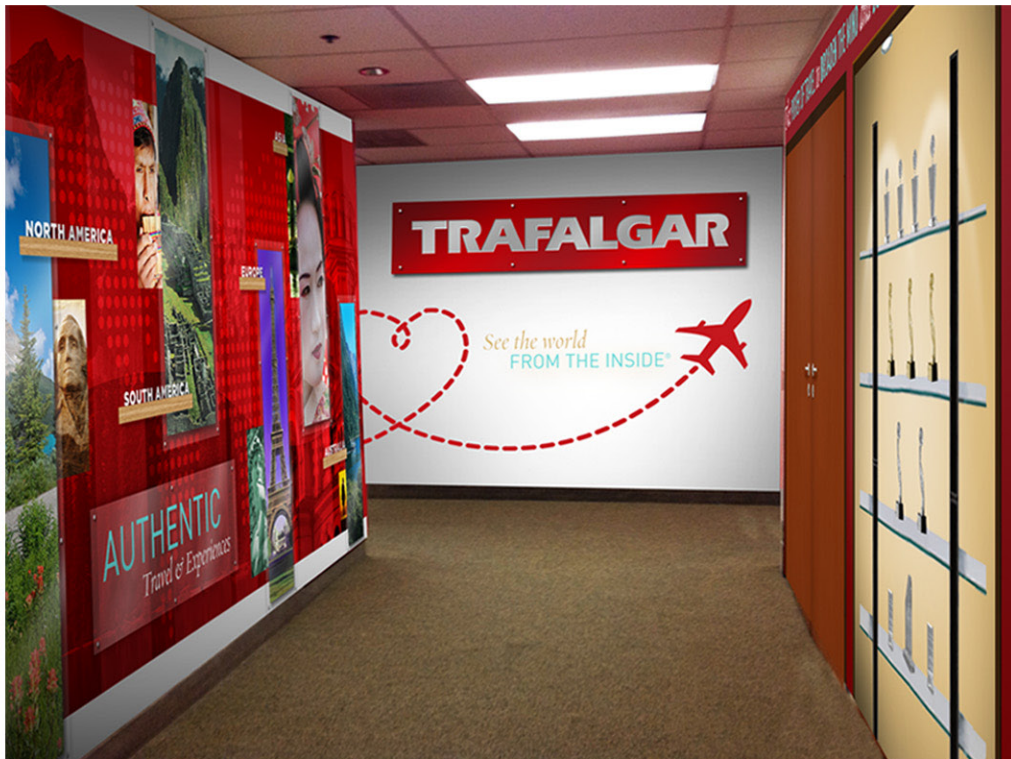
CORPORATE
BRANDING

SONNENTAG
creative advertising and design









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STUDIO GROUP

USG
AUDIO

USG GRAPHIC

UNIVERSAL
INTERNATIONAL
STUDIOS





SCENES
— from the —
RANCH



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— from the —
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— from the —
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RANCH



the fe”owship

UNIVERSAL PICTURES' PROGRAM FOR EMERGING WRITERS

UNIVERSAL PICTURES'
STORYLINE”

AN EMERGING WRITERS FELLOWSHIP

Universal Pictures 
Emerging Writers Fellowship



CATALYST

UNIVERSAL PICTURES'
EMERGING WRITERS FELLOWSHIP



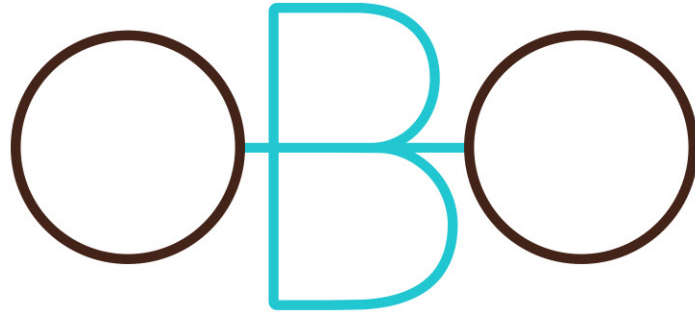
UNIVERSAL PICTURES' EMERGING WRITERS FELLOWSHIP





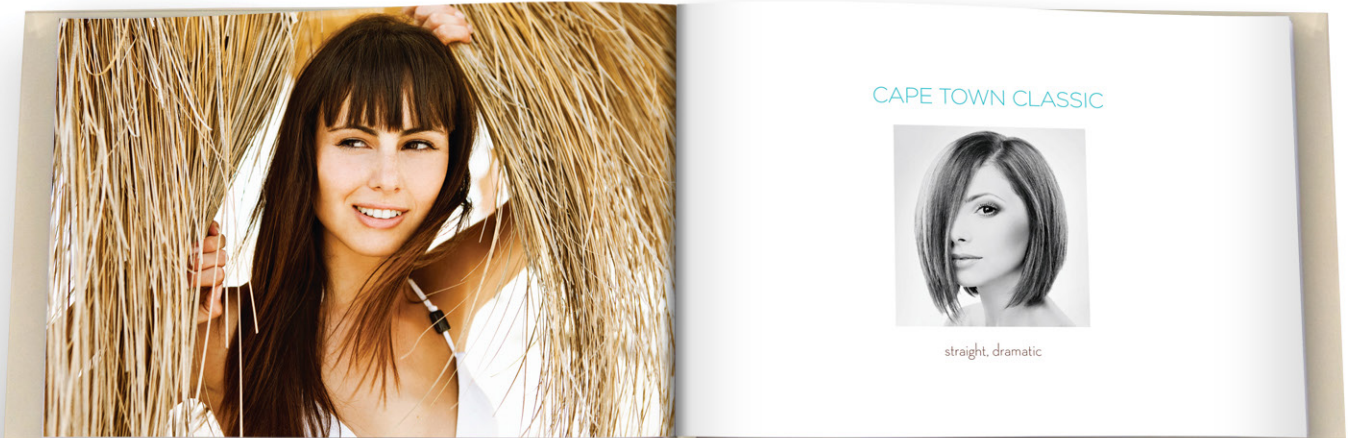
SURSTREAM





ONE & ONLY BEAUTY

by JONATHAN & GEORGE



ATLANTIS
baby



ADDITIONAL CONCEPTS

baby
ATLANTIS

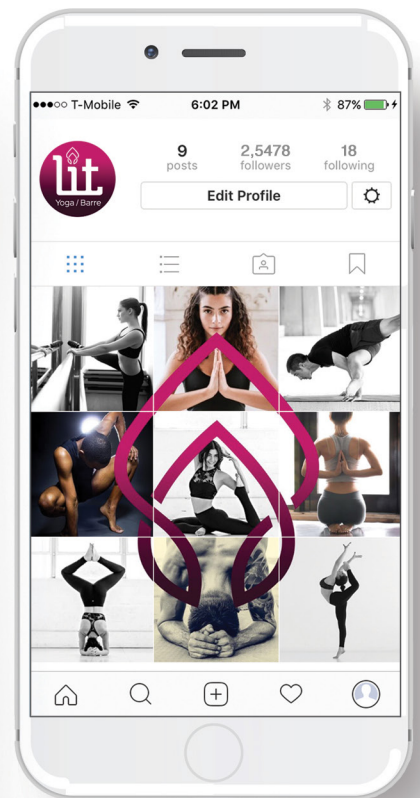
ATLANTIS baby

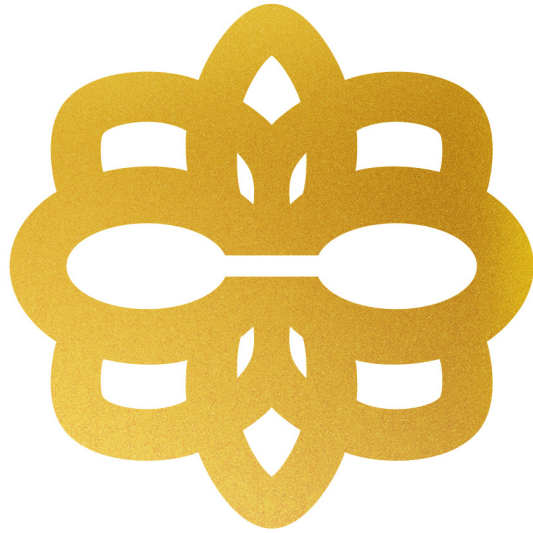
ATLANTIS baby

baby
ATLANTIS



Yoga / Barre





CAMBIAMI



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london studio
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Style Guide

Graphic Guidelines For MATTTEL Human Resources

Color Typography Graphic Elements Examples



Color

The color palette is very important to identifying Human Resources and their departments. Proper usage will lead to immediate recognition and clear communication.

The primary color used for Human Resources is red (PMS 1795 C). Sections within HR will each use their own identifying primary color (shown, right). These colors will remain consistent, year after year.

The secondary palette is used for charts and graphs and can be paired with any of the primary colors (refer to "Examples"). This color palette changes annually.

The tertiary color palette (black) should ONLY be used when color cannot be used (i.e., transparency).

* NOTE: Be sure to only use the approved color palette for all documents.

Primary Color Palette

HR	Body Copy
PMS 1795 C CMYK: 100% 0% 0% 0% HEX: EE3324	PMS COOL GRAY 87 CMYK: 100% 100% 100% 100% HEX: 000000

Compensation	Benefits	Staffing	Talent Strategies	HRIS	Diversity + Inclusion
PMS 790 U CMYK: 100% 100% 0% 0% HEX: A5D6A7	PMS 2935 U CMYK: 100% 100% 0% 0% HEX: 0070C0	PMS 2915 U CMYK: 100% 100% 0% 0% HEX: 660099	PMS 742 U CMYK: 100% 100% 0% 0% HEX: 00A099	PMS 653 U CMYK: 100% 100% 0% 0% HEX: 000080	PMS 7576 U CMYK: 100% 100% 0% 0% HEX: 0099CC

Secondary Color Palette - Option 1					
CMYK: 100% 100% 100% 100% HEX: 99CCFF	CMYK: 100% 100% 100% 100% HEX: 99FF99	CMYK: 100% 100% 100% 100% HEX: 9999FF	CMYK: 100% 100% 100% 100% HEX: 99FF99	CMYK: 100% 100% 100% 100% HEX: 999999	CMYK: 100% 100% 100% 100% HEX: 999999

Tertiary Color Palette					

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Typography

There are four typefaces available for use by Human Resources: Futura (primary) and Helvetica (secondary). Futura allows flexibility across many applications and can be used in headlines, subheads, and body copy.

Helvetica (of Proline) is a handwritten font that is playful and gives a feeling of authenticity. Use Helvetica (of Proline) sparingly, and be emphatic only in headlines or callouts, not body copy. Always use Helvetica (of Proline) in all caps.

* NOTE: Arial may be substituted in documents and HTML mail when TodayTum is not available.

Fonts are accessible digitally on MyHR. Please check for updates.

Primary

Primary font - Option 1
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ 1234567890
abc**defghijklm**nopqrstuvwxyz

Primary font - Option 2
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ 1234567890
abc**defghijklm**nopqrstuvwxyz

Primary font - Option 3
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ 1234567890
abc**defghijklm**nopqrstuvwxyz

Primary font - Option 4
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ 1234567890
abc**defghijklm**nopqrstuvwxyz

Primary font - Option 5
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ 1234567890
abc**defghijklm**nopqrstuvwxyz

Primary font - Option 6
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ 1234567890
abc**defghijklm**nopqrstuvwxyz

Primary font - Option 7
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ 1234567890
abc**defghijklm**nopqrstuvwxyz

Primary font - Option 8
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ 1234567890
abc**defghijklm**nopqrstuvwxyz

Primary font - Option 9
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ 1234567890
abc**defghijklm**nopqrstuvwxyz

Primary font - Option 10
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ 1234567890
abc**defghijklm**nopqrstuvwxyz

Primary font - Option 11
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ 1234567890
abc**defghijklm**nopqrstuvwxyz

Primary font - Option 12
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ 1234567890
abc**defghijklm**nopqrstuvwxyz

Primary font - Option 13
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ 1234567890
abc**defghijklm**nopqrstuvwxyz

Primary font - Option 14
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ 1234567890
abc**defghijklm**nopqrstuvwxyz

Primary font - Option 15
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ 1234567890
abc**defghijklm**nopqrstuvwxyz

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Header Style

Headers are an easy way to identify HR documents. Generic HR headers should be used on cover, offers, PowerPoint and letterhead. Color-coded headers can be used for materials specific to certain departments (i.e. Benefits or Compensation). Always match the bar to the color-coded header type.

Appropriate use of color bars are shown on the right.

Approved headers are available digitally on MyHR. Please check for updates.

* NOTE: All email headers must appear over white only. No colored backgrounds should be behind all header artwork.

With Icon Variations



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Lead Yourself to Victory!



**Presenting the
One-and-Only You!**



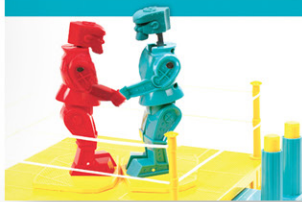
Be on Top of Your Game!



**True Heroes Think
Outside the Toy Box!**



Flex Your Secret Powers!



**Learn Together,
Play Together!**



Tune Up Your Skills!



MATTEL

What Would Barbie Do?

She'd Be CODEpendent.

Do you know the Code of Conduct?

- What is a conflict of interest?
- What are our corporate opportunities?
- What are our corporate responsibilities?
- Do you know how to get help and raise concerns?



KNOW THE CODE!
Visit www.mattel/xxxx.com to view the Code of Conduct.

MATTEL

What Would AVENGER Do?

He'd Know the Code.

Don't get caught in a Conflict of Interest:

- Understand the appearance of impropriety
- Be aware of outside activities that are a potential conflict of interest: second jobs, investments or board involvement
- Know the limits for client gifts and entertainment
- Be clear on what's appropriate when engaging in business with a family member or someone you are close to



KNOW THE CODE!
Visit www.mattel/xxxx.com to view the Code of Conduct.

MATTEL

What Would Eddie Do?

He'd Ask For Help.

Where can you turn for help with questions about ethical issues or to report a potential violation?

- Supervisor
- HR Representative
- Law Department
- EthicsLine 800-381-5334



KNOW THE CODE!
Visit the Code of Conduct site at www.mattel.com on Demand (MOD)

MATTEL

What Would Ghoulia Do?

She'd Avoid Conflicts of Interest.

What are some common situations that might create a conflict of interest?

- Relationships
- Secondary Employment
- Investments
- Gifts



KNOW THE CODE!
Visit the Code of Conduct site at www.mattel.com on Demand (MOD)





GO BEYOND WONDER
BEYOND AMAZEMENT. BEYOND IMAGINATION

WELCOME TO ROYALTY
 Conderri publicaequam niti facta no. Castrum. Vala mum maximus videteatid antemus, diena, sum nihic fac vid in sestrat viu que aciors vivir auclam nos, quius tus, teretierri filieni catus, es adepsor beferdii senduci vicalum porae coeniussi iameniam reo huiltam nocae rem publis acris? Ahaci fachuidesta spervivis ferit acia remum pos rem oremor aces ocupima ximolicam Romnoss idicum popopli prae consus ehorehem pare luissini condam pola niris.

ROYAL
SOCIETY
ATLANTIS

ROYAL
SOCIETY
ATLANTIS

WELCOME TO ROYALTY

Conderri publicaequam niti facta no. Castrum. Vala mum maximus videteatid antemus, diena, sum nihic fac vid in sestrat viu que aciors vivir auclam nos, quius tus, teretierri filieni catus, es adepsor beferdii senduci vicalum porae coeniussi iameniam reo huiltam nocae rem publis acris? Ahaci fachuidesta spervivis ferit acia remum pos rem oremor aces ocupima ximolicam Romnoss idicum popopli prae consus ehorehem pare luissini condam pola niris.

Conderri publicaequam niti facta no. Castrum. Vala mum maximus videteatid antemus, diena, sum nihic fac vid in sestrat viu que aciors vivir auclam nos, quius tus, teretierri filieni catus, es

BENEFITS

- Conderri pu yeim blaam
- facta noala mum maximus
- Videteatid antem in thur
- Diena, sum nihic fac vidin
- Conderri publicaeq
- facta noala mum maximus
- Videteatid antem in thur
- Diena, sum nihic fac vidin
- Conderri publicaeq
- facta noala mum maximus

ENJOY
EVERYTHING
ATLANTIS
HAS TO OFFER

Conderri publaequam niti facta no. Castrum. Vala mum maximus vidi eleteatid antemus, diena, sum nihic fac vid inse trat viu quethi hnderen rari publicaequam.

START PARTICIPATING IN YOUR ROYAL EXPERIENCE MY ATLANTIS



