

CREATIVE

“You look very nice, sir”

-Marcie
09/08/87

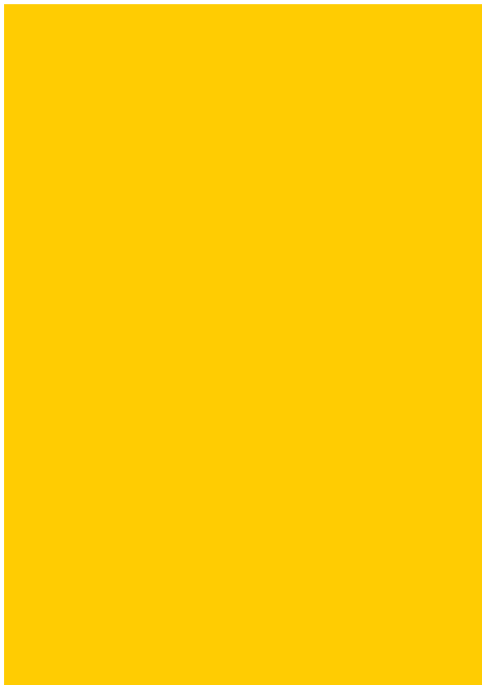
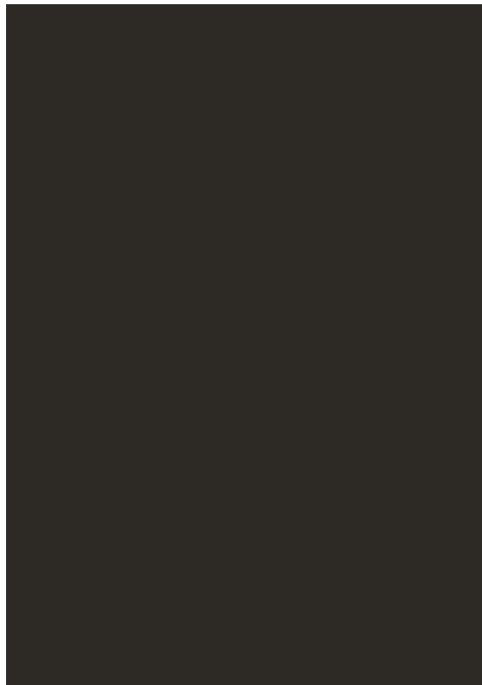


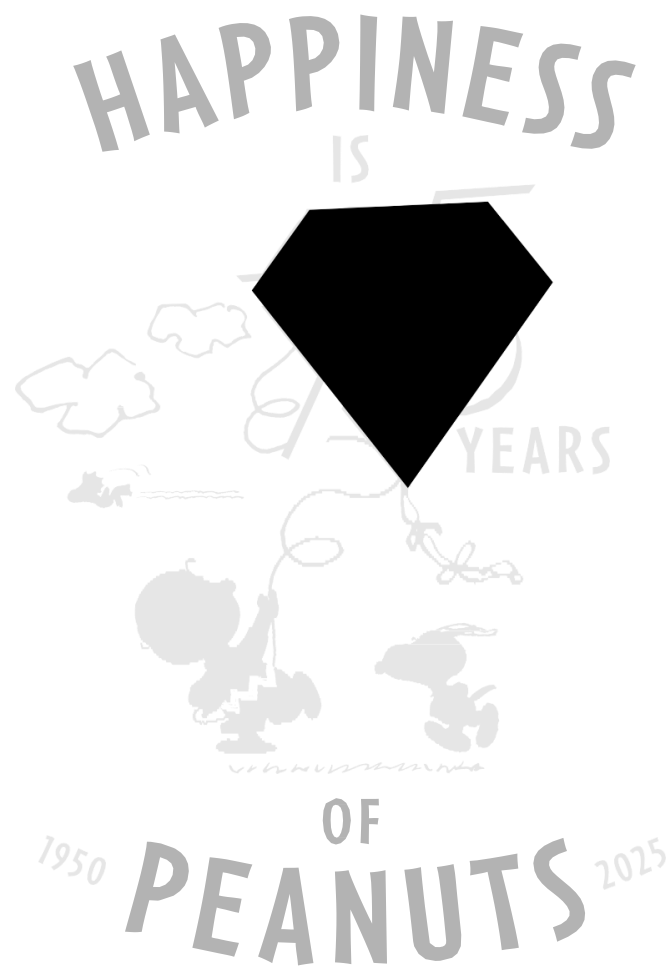


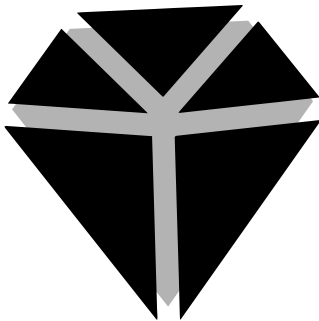
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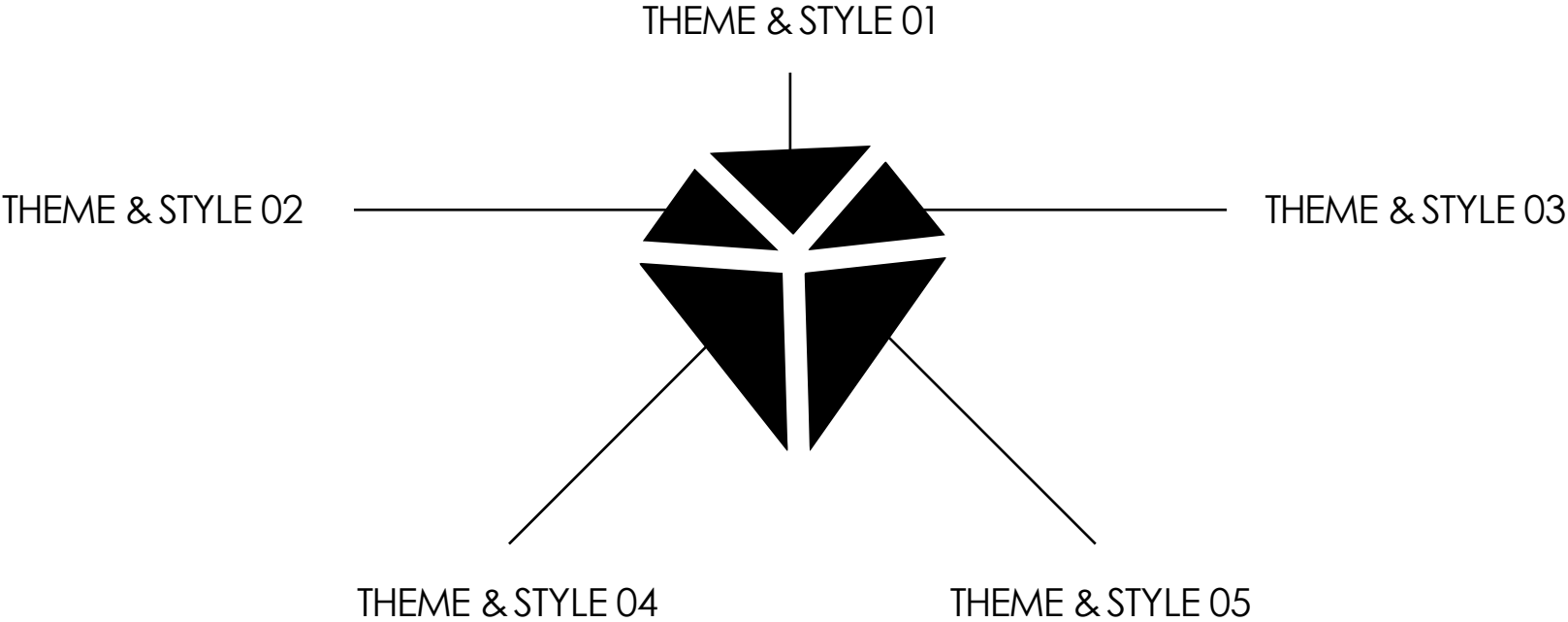
STYLE GUIDE













THEME 01

GOODNESS & GRIEF

THEME/DEVICE/VISUALS: PAIN AND JOY, LAUGHTER AND SORROW...YOU DON'T GET THE HIGHS WITHOUT THE LOWS.

THEME 02

COMFORT & SECURITY

THEME/DEVICE/VISUALS: LINUS' BLANKET (ALSO MAYBE WARM PUPPY)

THEME 03

PERSISTENCE

THEME/DEVICE/VISUALS: TWELVE DEVICES (POSSIBLE APPLICATION FOCUS)

THEME 04

IMPERFECT PRECISION

THEME/DEVICE/VISUALS: PANEL & STRIP-FOCUSED GUIDE, WITH EMPHASIS ON SCHULZ' LINEWORK

THEME 05

FRIENDSHIP & WISDOM

THEME/DEVICE/VISUALS: THE WHOLE GANG, LEANING INTO EMOTIONAL MOMENTS OF SUPPORT & GUIDANCE



PEANUTS[®]
STYLE GUIDE

EVERYTHING IS PERFECT
GOODNESS
SINCE & 1950
GRIEF
LIFE DEALS YOU A BLOW

EVERYTHING IS PERFECT

GOODNESSES

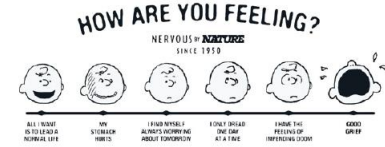
SINCE 1950



LIFE DEALS YOU A BLOW

GRIEF

GOODNESS & GRIEF



WIP ART PREVIEWS



PEANUTS[®]
STYLE GUIDE

COMFORT & SECURITY



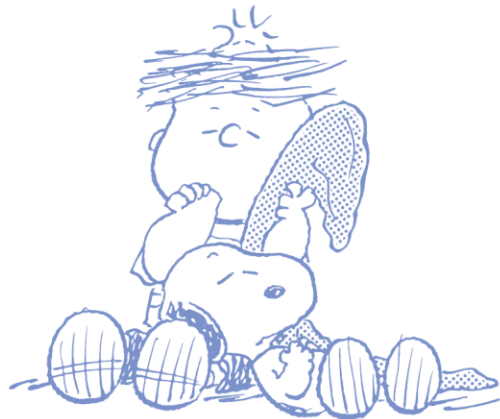
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COMFORT & SECURITY



MOODBOARDS

COMFORT & SECURITY



Cuddle **Puddle**



HAPPINESS IS **SCRITCHES**



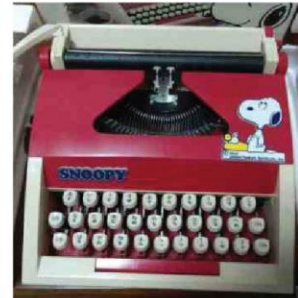
WIP ART PREVIEWS



PEANUTS
STYLE GUIDE

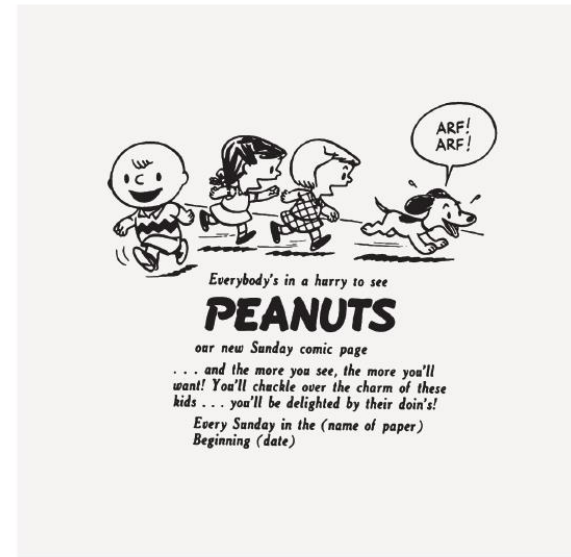
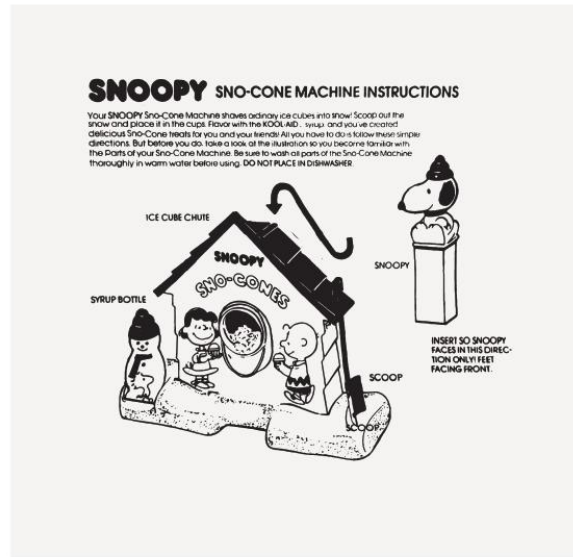
PERSISTENCE

PERSISTENCE



WIP INSPIRATION PREVIEWS

PERSISTENCE



WIP ART PREVIEWS



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STYLE GUIDE

FRIENDSHIP & WISDOM

FRIENDSHIP & WISDOM



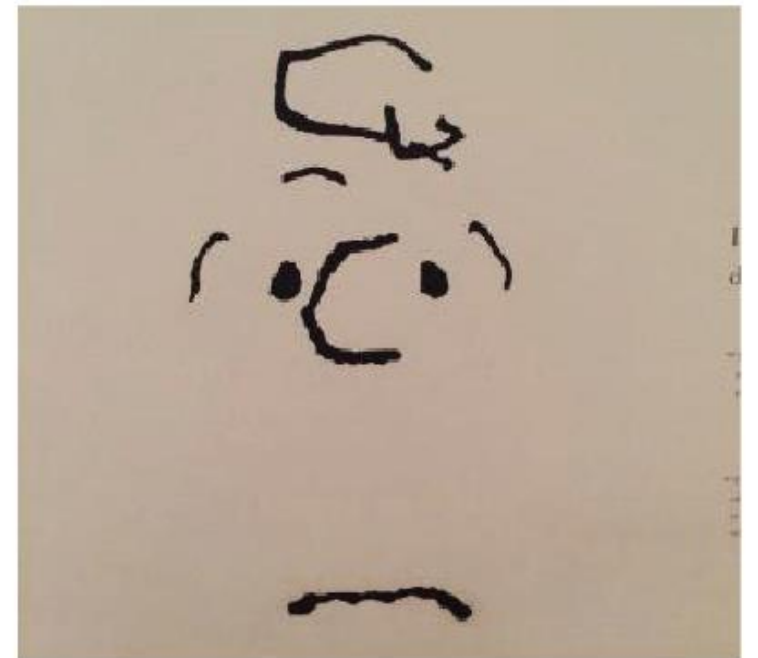
WIP ART PREVIEWS



PEANUTS[®]
STYLE GUIDE

IMPERFECT PRECISION

IMPERFECT PRECISION



WIP INSPIRATION PREVIEWS

TREND Packs

“Some of us prefer to sacrifice
comfort for style!”

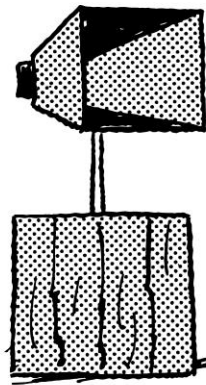
-Snoopy
8/16/62



NEW ON PAL!

PEANUTS[®]

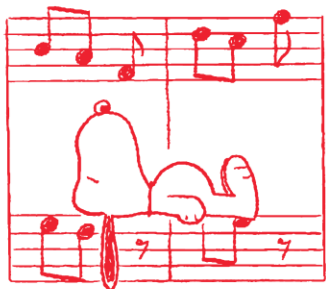
TREND PACK



PEANUTS RECORDS

featuring Classic-Era Pose Art

PEANUTS



RECORDS

New York City • Since 1950

PEANUTS RECORDS
SINCE 1950

"I DON'T WANNA LISTEN TO *Those* RECORDS...
I WANNA LISTEN TO *My* RECORDS!"

PEANUTS



RECORDS

© PEANUTS WORLDWIDE LLC

Peanuts



Records

FULL-FREQUENCY SOUND

PEANUTS



RECORDS

PEANUTS



RECORDS



Peanuts
Records

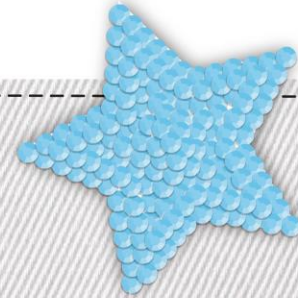
NEW YORK CITY

NEW ON PAL!

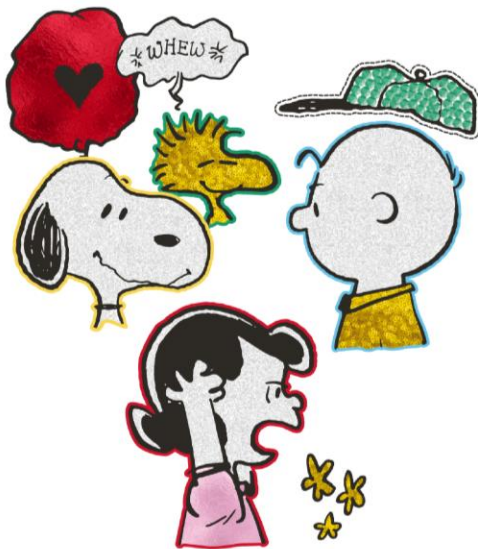
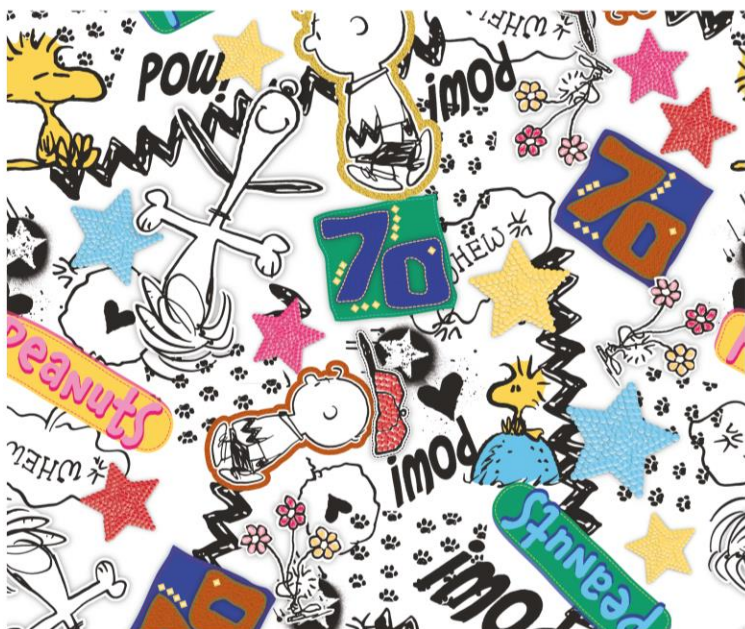
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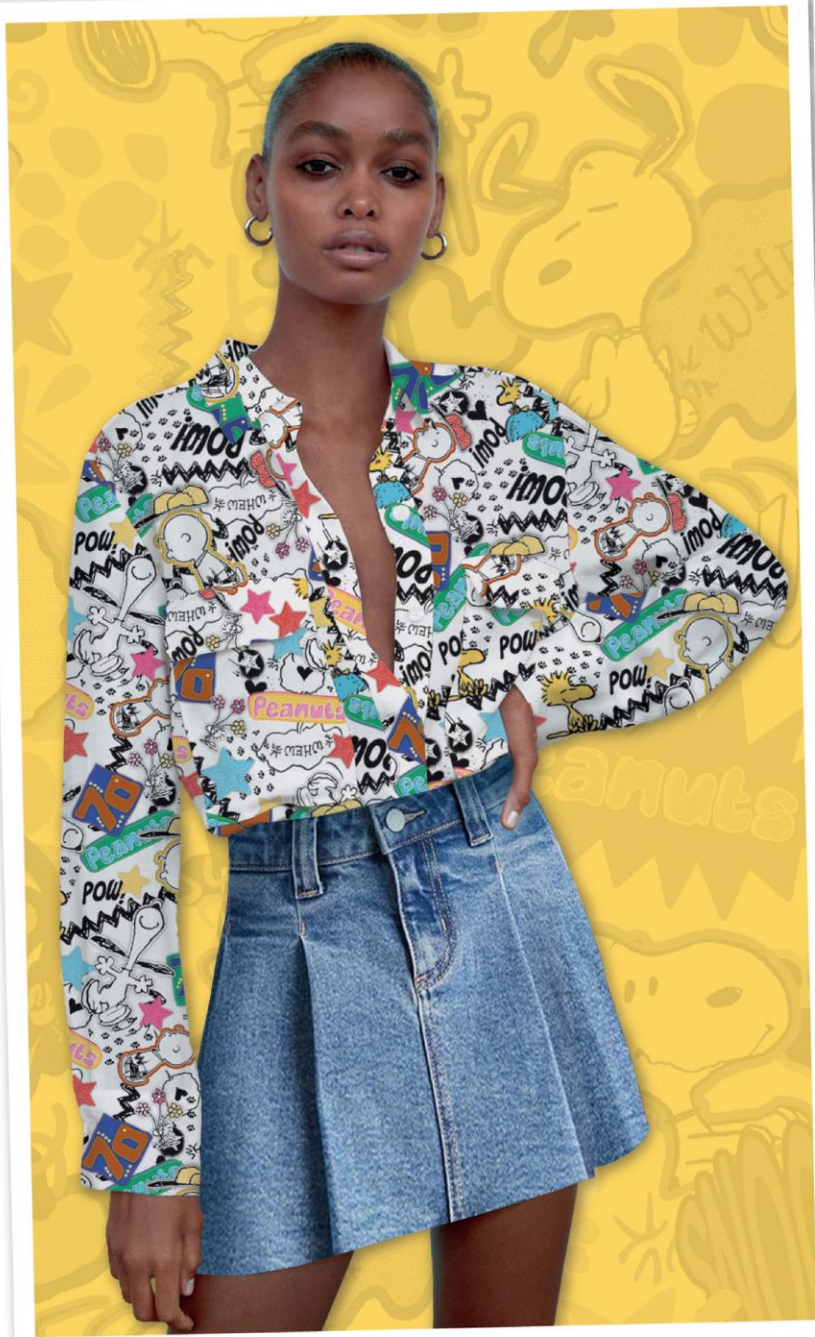
TREND PACK

CURATOR



YES!





SOON ON PAL!

PEANUTS®

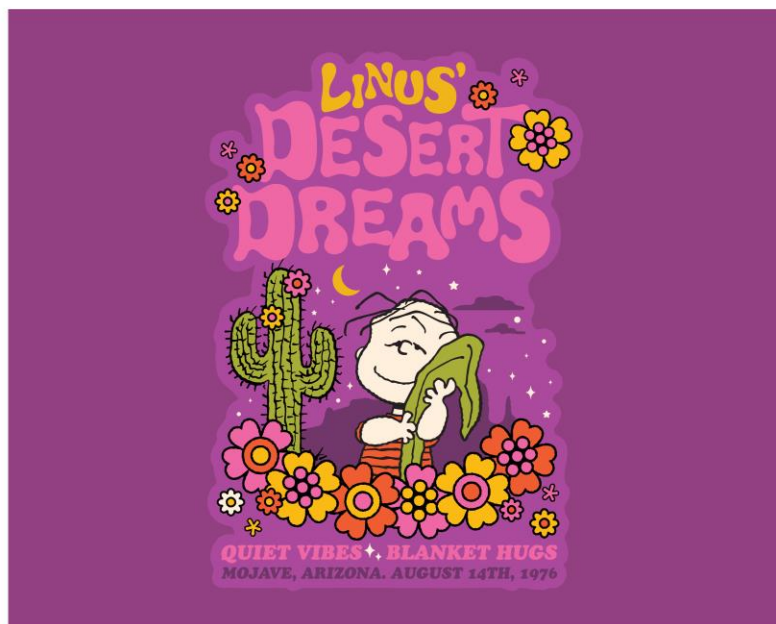
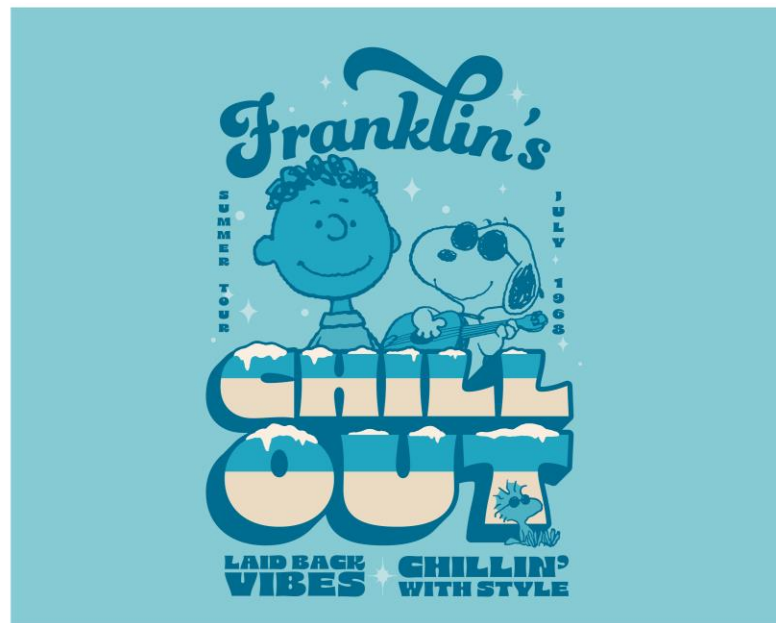
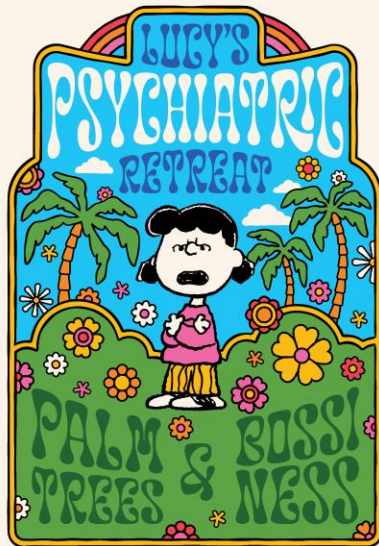
TREND PACK

ROCK THE FEST



ROCK THE FEST

Featuring all your favorite Peanuts friends, this trend pack is a sweet homage to the festival posters of the 1970's. Groovy custom type treatments and a candy-coated color palette join together for some radical designs that ooze warm summer vibes.





LINUS' DESERT DREAMS
QUIET VIBES • BLANKET HUGS
MOJAVE, ARIZONA

SCHROEDER'S SMOOTH SOUNDS
THE ULTIMATE JAZZ EXPERIENCE
1969

LINUS' DESERT DREAMS
QUIET VIBES • BLANKET HUGS
MOJAVE, ARIZONA, AUGUST 14TH, 1969

LUCY'S PSYCHIATRIC RETREAT
M & BOSS! MESS

Franklin's
SUMMER TOUR
CHILLIN' WITH STYLE

CHARLIE BROWN'S
ROCKIN' RALLY
GOOD GRIEF • GOOD VIBES
MINNEAPOLIS 8PM AUGUST 5TH, 1977

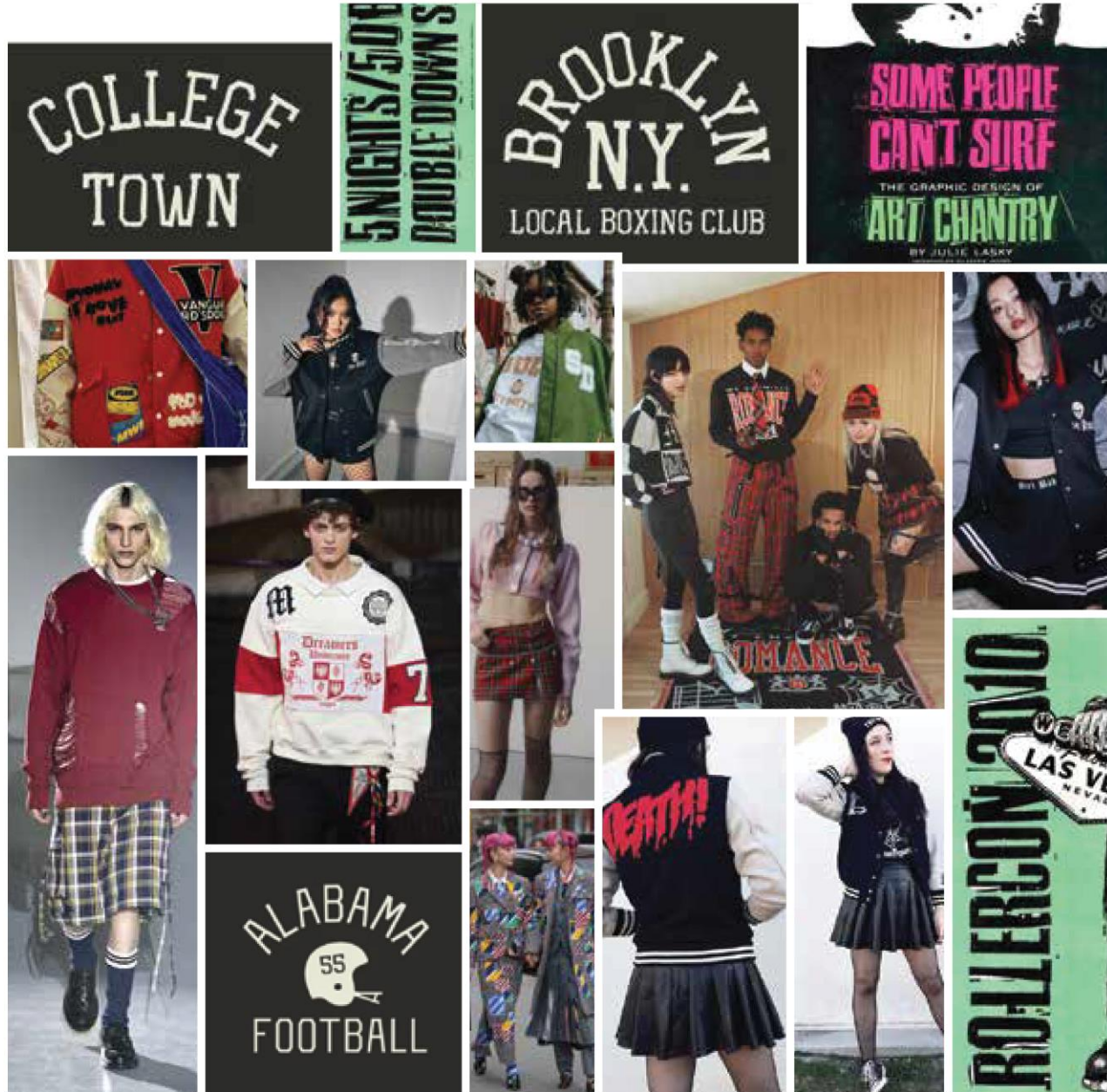
SNOOPY
good ol' CHARLIE BROWN
MUSIC NIGHT
1981

SOON ON PAL!

PEANUTS®

TREND PACK

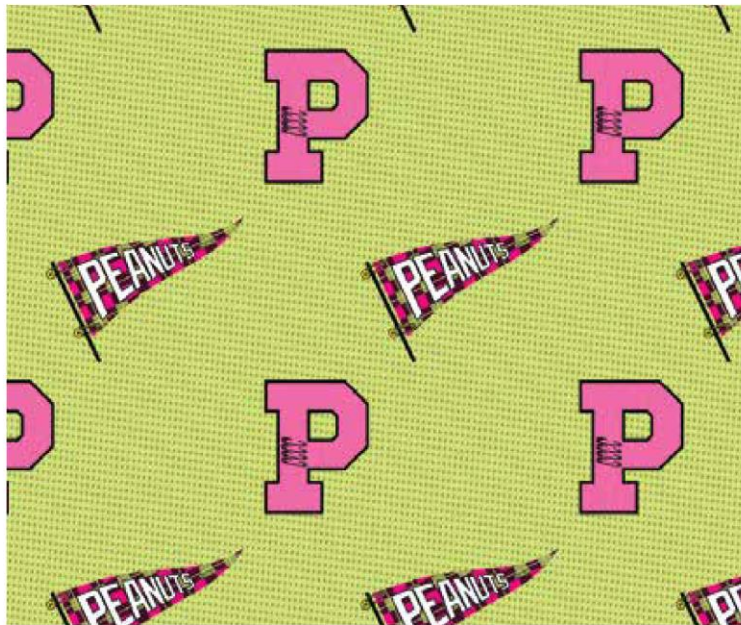
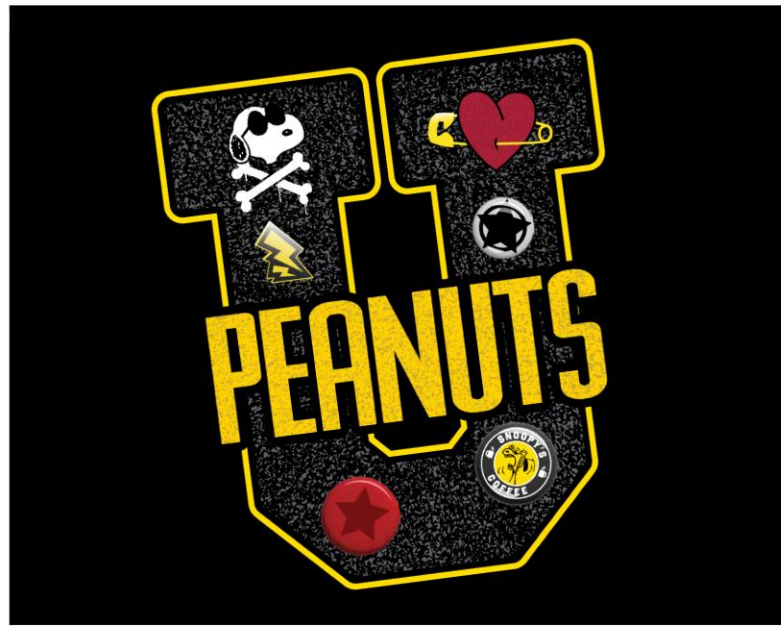


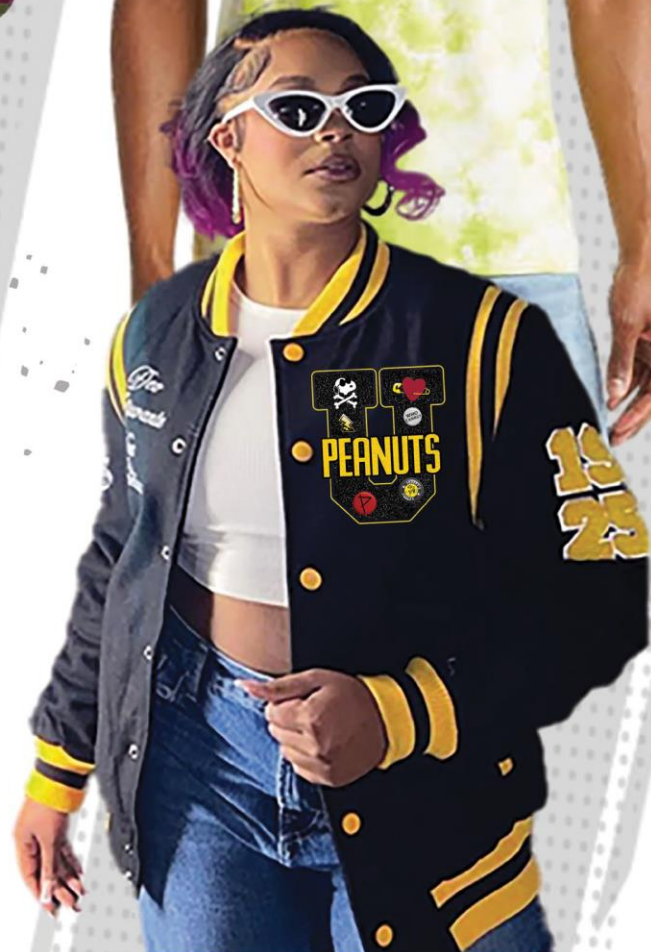


GRUNGE VARSITY

This trend mashes up two classic themes: school based varsity motifs and the now retro “grunge” aesthetic.

Also referred to as “Rebel Academia”, we brought in touches to the gang’s cool attitude.



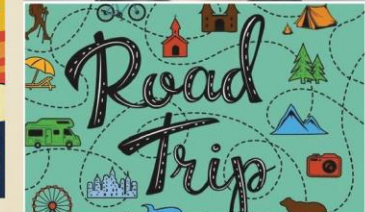
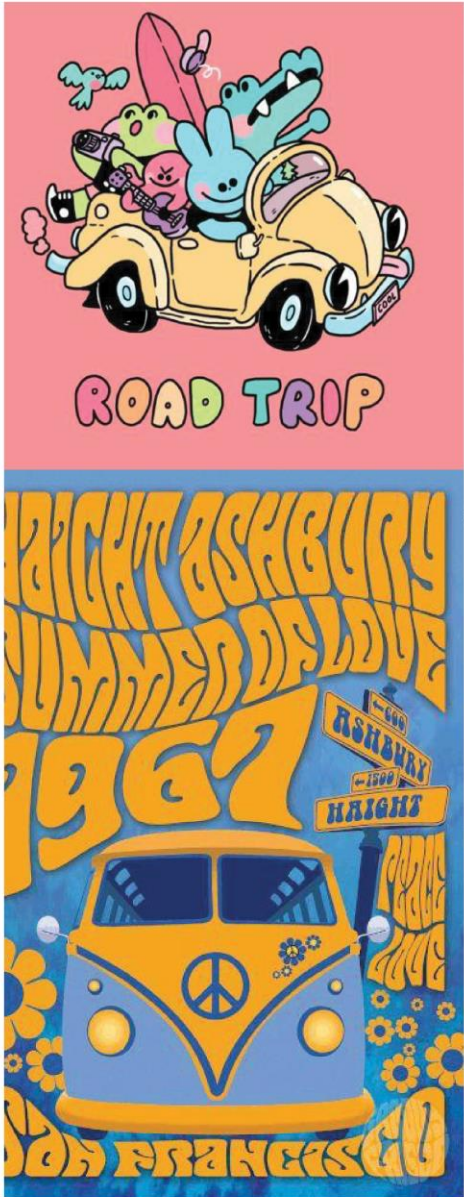


SOON ON PAL!

PEANUTS[®]

TREND PACK

ROAD TRIPPIN'



ROAD TRIPPIN'

See new places!
Do new things!

Snoopy and Woodstock are featured in this trend pack that combines the the nostalgia of "the Great American Road Trip" with warm and sunny 70's summer vibes.

Road Trip!





SEASONAL Guides

“Life is full of choices!”

-Lucy
1/25/76



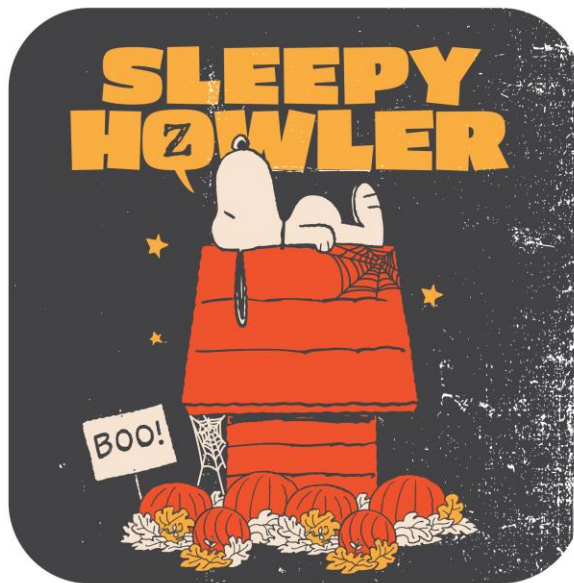
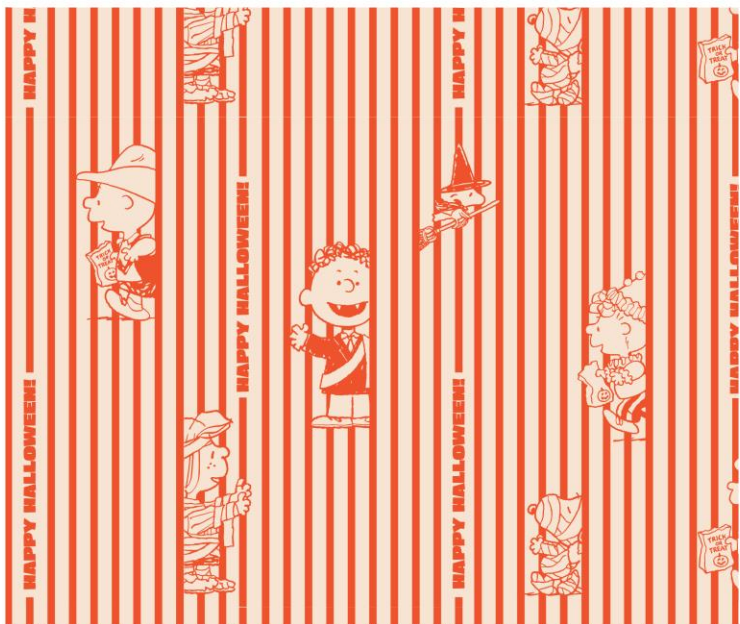
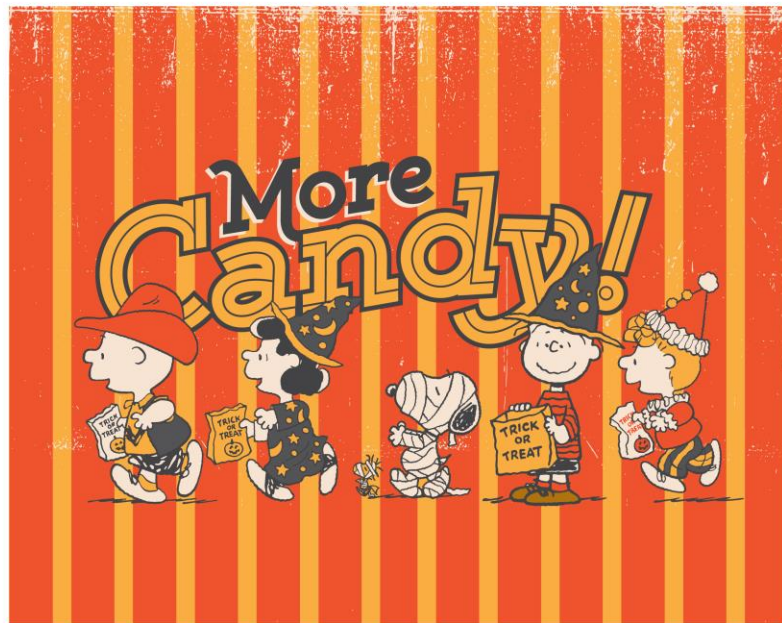
NEW ON PAL!



Happy Halloween!

A central illustration features five Peanuts characters in Halloween costumes. From left to right: Charlie Brown in a red witch hat and black-and-white striped shirt; Lucy in a black witch dress with yellow stars and a pointed hat; Snoopy wrapped in white bandages as a mummy; Woodstock in a small orange and black striped outfit; and Linus in a red and white striped shirt and a pointed hat with stars and moons. Each character is holding a 'TRICK OR TREAT' sign. The background consists of four large, overlapping diamonds in shades of orange and red, creating a festive, autumnal feel.

Retro Halloween

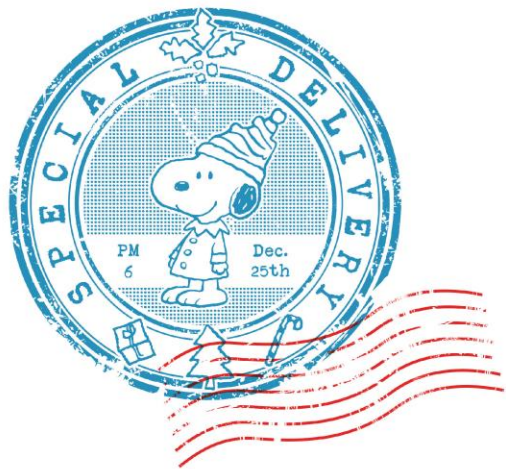




NEW ON PAL!



Posting  Wishes





SOON ON PAL!

I was
blinded
by **LOVE**



THINGS



Love makes
you do
**STRANGE
THINGS**

LOVE DRIVES ME CRAZY!



I was
blinded
by **LOVE**



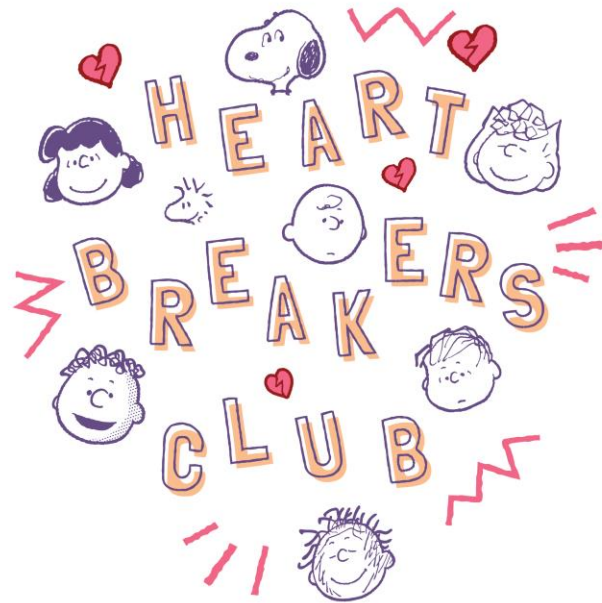
Love makes
you do
**STRANGE
THINGS**

I was
blinded
by **LOVE**



NEVER GIVE YOUR
HEART TO A

**BLACK
HEAD**

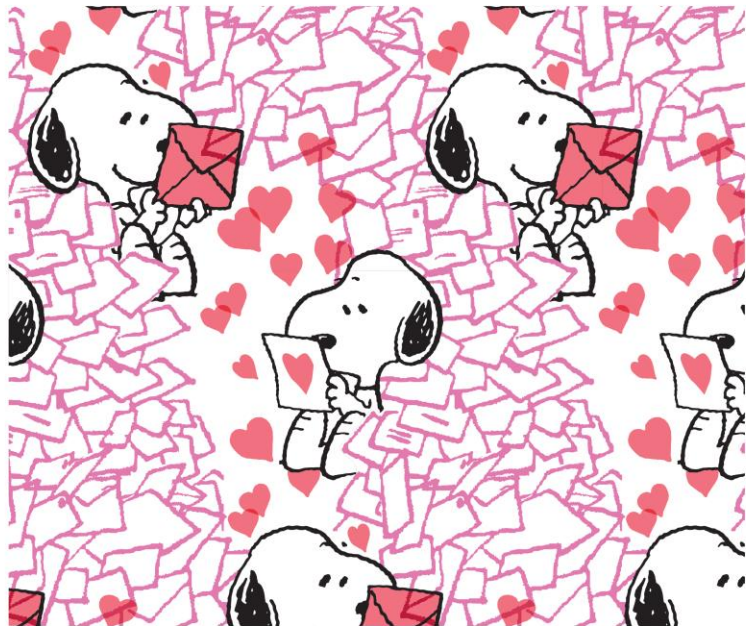


it's either the

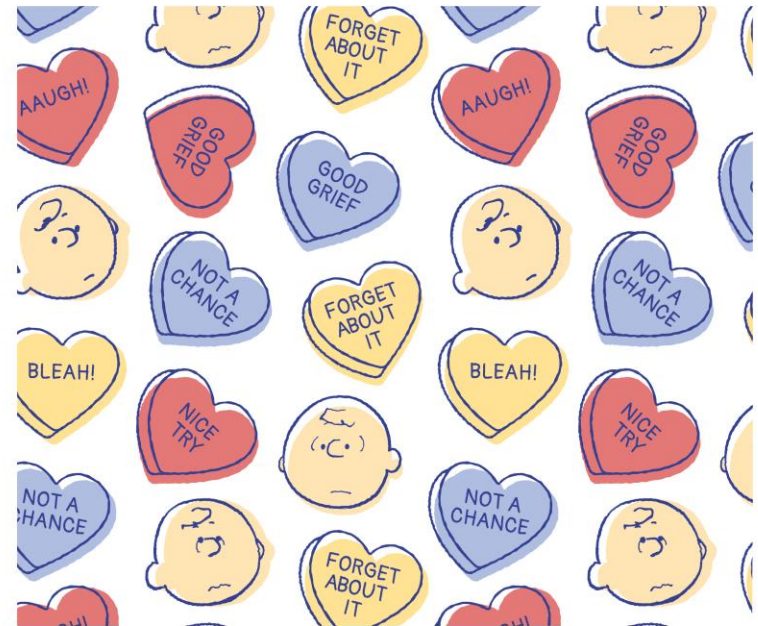
**FLU OR
LOVE**



The symptoms are the same



LOVE
drives me
CRAZY





SOON ON PAL!





CREATIVE Calendar

75

TREND PACKS

HOLIDAYS

SPECIAL COLLECTIONS



2023 - 2024

Q4

- FRIENDSHIP & WISDOM
- COMFORT & SECURITY
- IMPERFECT PRECISION

Q1

75TH HOLIDAY PACK

Q2

Q3

WINTER:

- COMIC KAPOW 2
- PEANUTS LOCATIONS

SPRING:

- VIRTUALLY REAL
- ARTISAN BREAK
- KNICK KNACKS
- FIELD DAY

SUMMER:

- TRAVEL THEME
- SPORTS THEME
- GIRL THEME
- STAY COOL THEME

FALL:

- ANGST THEME
- TBD FALL/WINTER 2
- TBD FALL/WINTER 3
- TBD/FALL WINTER 4

- EASTER
- ANTI-VALENTINES
- GRADUATION

- REGIONAL HOLIDAY (TBD)
- HALLOWEEN
- THANKSGIVING
- CHRISTMAS – 3 Guides

- VALENTINE
- MOTHER'S DAY
- FATHER'S DAY

- EASTER
- OTHER HOLIDAYS AS NEEDED

SNOOPY'S B-DAY

60TH A CHARLIE BROWN
CHRISTMAS SPECIAL

TAKE CARE UPDATE

NEW SPACE GUIDE

THANK YOU
THANK YOU
THANK YOU
THANK YOU
THANK YOU
THANK YOU

