



スタイルガイド一覽

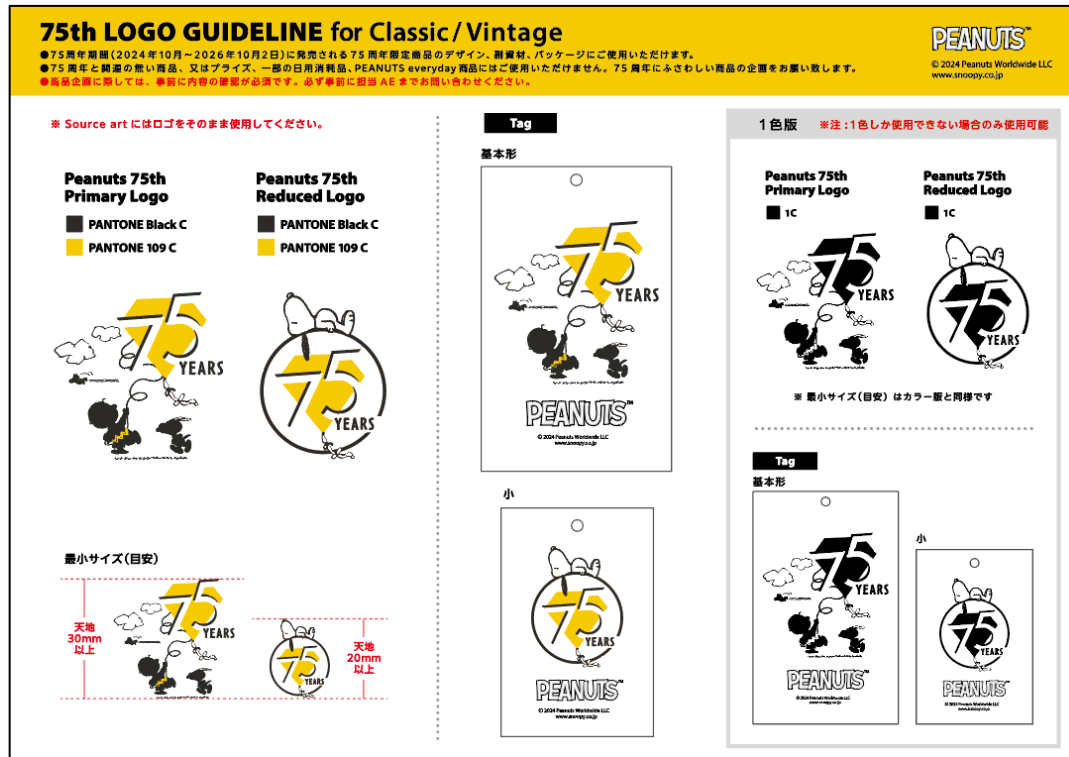
日本オリジナル75周年ガイド

配布先：ライセンサーサイト

<https://www.snoopy.co.jp/licensee/>

2024年10月2日、PEANUTSコミック生誕75周年 アニバーサリーイヤーがはじまります

75周年はダイヤモンドジュビリーと呼ばれています。
75周年のロゴのシンボルとなる五角形の凧のシルエットは、
そのダイヤモンドをイメージしています。



スタイルガイドも五角形になぞらえ、
Peanuts Asset Library (PAL) や
ライセンサーサイト (SNOOPY.co.jp for licensee) に
5つのテーマで用意されています。

スタイルガイドのダウンロードに制限はありませんが、
これらを使用するには、担当AEを通して権利元への、
「75周年アイテム発売申請」が事前に必要です。

また、75周年のスタイルガイドのアートの一部だけを
75周年商品以外に使用することはできません。

すべての商品のどこかに75周年のロゴを入れてください。

HAPPINESS IS 75 YEARS OF PEANUTS

■ 5つの異なるテーマガイド

① Goodness & Grief

豊かな表情のアートとタイポグラフィを組み合わせたクールなデザイン。

② Comfort & Security

やわらかさ、癒しをテーマにした可愛らしいデザイン。

③ PERSISTENCE

どの時代にも愛されるビンテージアイテムの復刻デザイン。

④ Friendship & Wisdom

PEANUTS GANGの友情、関係性、ふれあいにフォーカスした全ターゲットに向けた高揚感あるデザイン。

⑤ Imperfect Precision

シュルツタッチへの愛。象徴的なラインワークに注目したデザイン。



④ Friendship & Wisdom

PEANUTS GANGの友情、関係性、ふれあいにフォーカスした全ターゲットに向けた高揚感あるデザイン。

「Celebrating the 75th Anniversary」 1

ライセンスサイト

<https://www.snoopy.co.jp/license/>

JAPAN THEME ART
for Vintage 契約

Celebrating the 75th Anniversary

for CLASSIC for VINTAGE

Main



Celebrating the 75th Anniversary

for CLASSIC for VINTAGE

Badge



SNOOPY



SNOOPY



SNOOPY



WOODSTOCK



WOODSTOCK



CHARLIE BROWN



SALLY



LUCY



LINUS

Celebrating the 75th Anniversary

for CLASSIC for VINTAGE

Badge



RERUN



SCHROEDER



SPIKE



PEPPERMINT
PATTY



MARCIE



PIGPEN



VIOLET



FRANKLIN



FARON AND FRIEDA



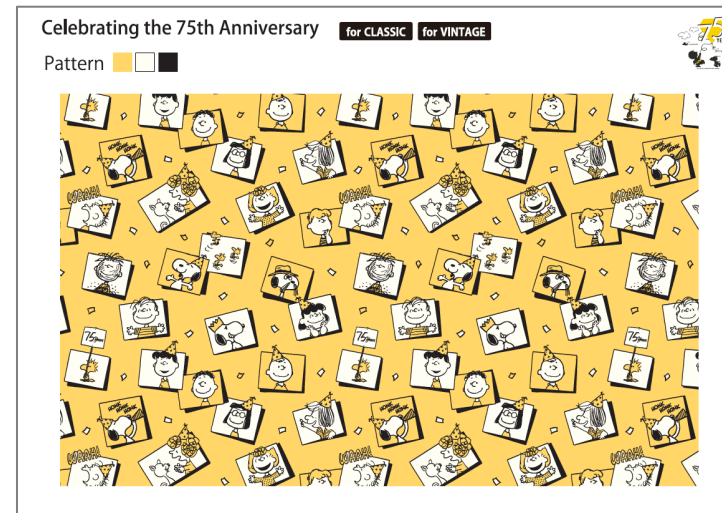
④ Friendship & Wisdom

PEANUTS GANGの友情、関係性、ふれあいにフォーカスした全ターゲットに向けた高揚感あるデザイン。

「Celebrating the 75th Anniversary」 2

ライセンスサイト
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JAPAN THEME ART
for Vintage 契約





④ Friendship & Wisdom

PEANUTS GANGの友情、関係性、ふれあいにフォーカスした全ターゲットに向けた高揚感あるデザイン。

「Celebrating the 75th Anniversary vol.2」 1

ライセンスサイト

<https://www.snoopy.co.jp/licensee/>

JAPAN THEME ART
for Vintage 契約

NEW

75 YEARS ANNIVERSARY
『Celebrating the 75th Anniversary』_Vol.2

for CLASSIC for VINTAGE

FRIENDSHIP & WISDOM

『Celebrating the 75th Anniversary』_Vol.2
for CLASSIC / for VINTAGE

PEANUTS 75 周年のテーマアートです。
CLASSIC、VINTAGE どちらの契約のライセンス様でもお使いいただけます。
75 周年に向けて掲げた 5 つのテーマのうち、
「Friendship & Wisdom」に基づき、
PEANUTS GANG の友情、関係性、ふれあいにフォーカスした
日本オリジナルのデザインです。

スヌービーと仲間達が集まって、みんなで 75 周年のお祝いしている姿を
個性豊かに表現したテーマアート
『Celebrating the 75th Anniversary』の第二弾です。

2025.03.07 UPDATE




Celebrating the 75th Anniversary_Vol.2

for CLASSIC for VINTAGE

Main







Celebrating the 75th Anniversary_Vol.2

for CLASSIC for VINTAGE

Badge







Celebrating the 75th Anniversary_Vol.2

for CLASSIC for VINTAGE

Badge







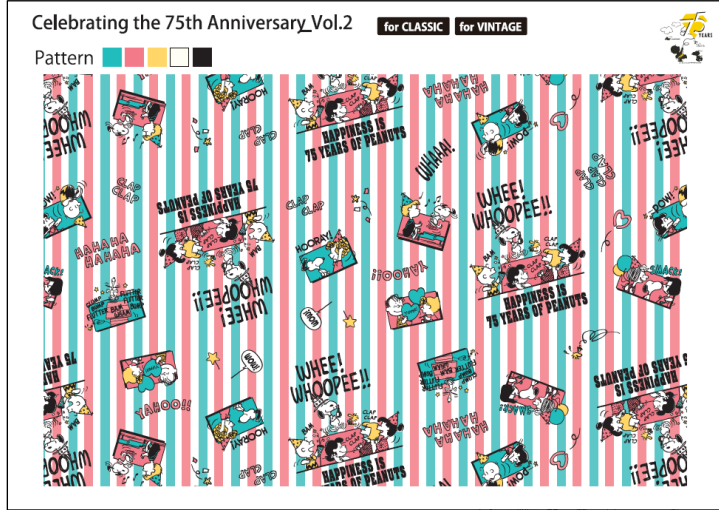

④ Friendship & Wisdom

PEANUTS GANGの友情、関係性、ふれあいにフォーカスした全ターゲットに向けた高揚感あるデザイン。

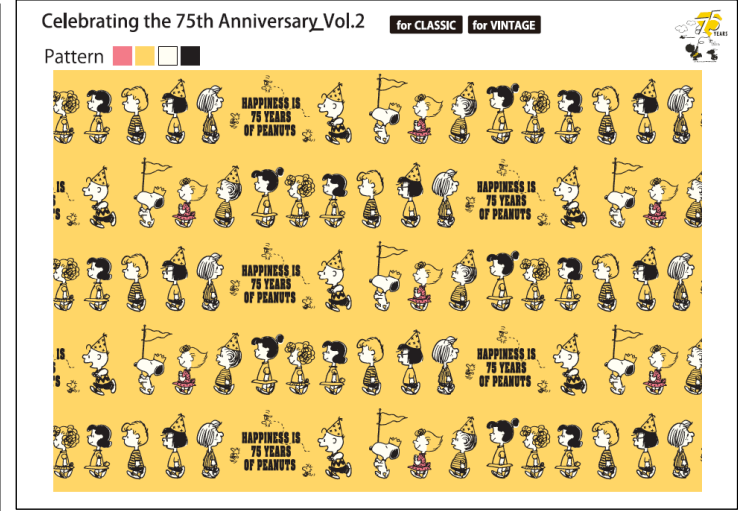
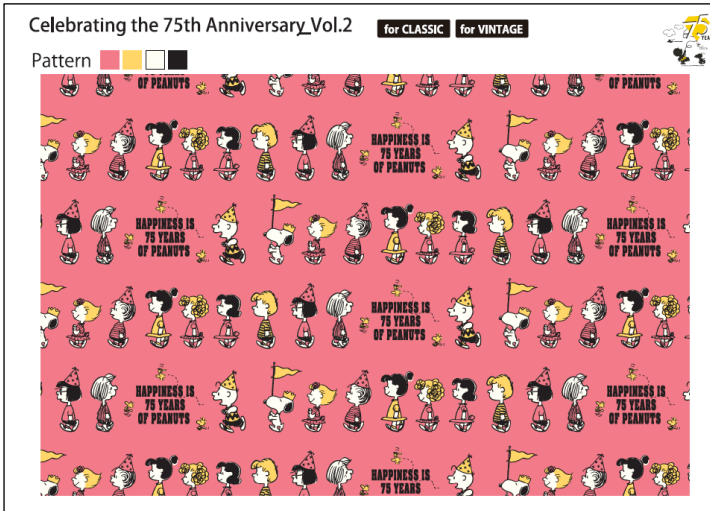
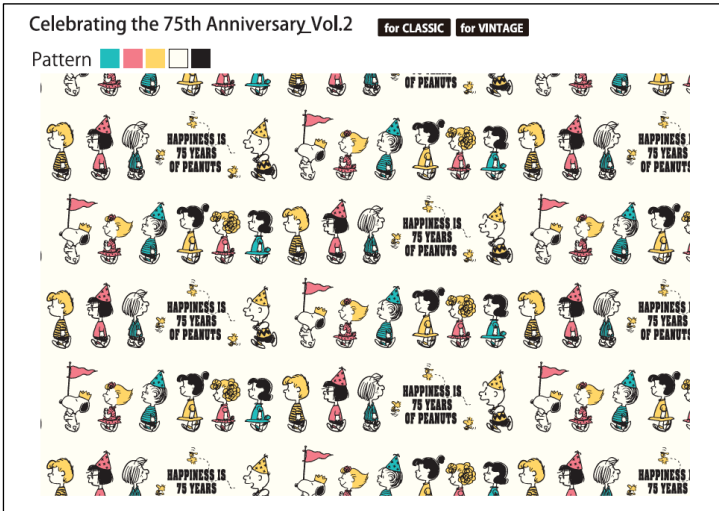
「Celebrating the 75th Anniversary vol.2」 2

ライセンスサイト
<https://www.snoopy.co.jp/licensee/>

JAPAN THEME ART
for Vintage 契約



NEW





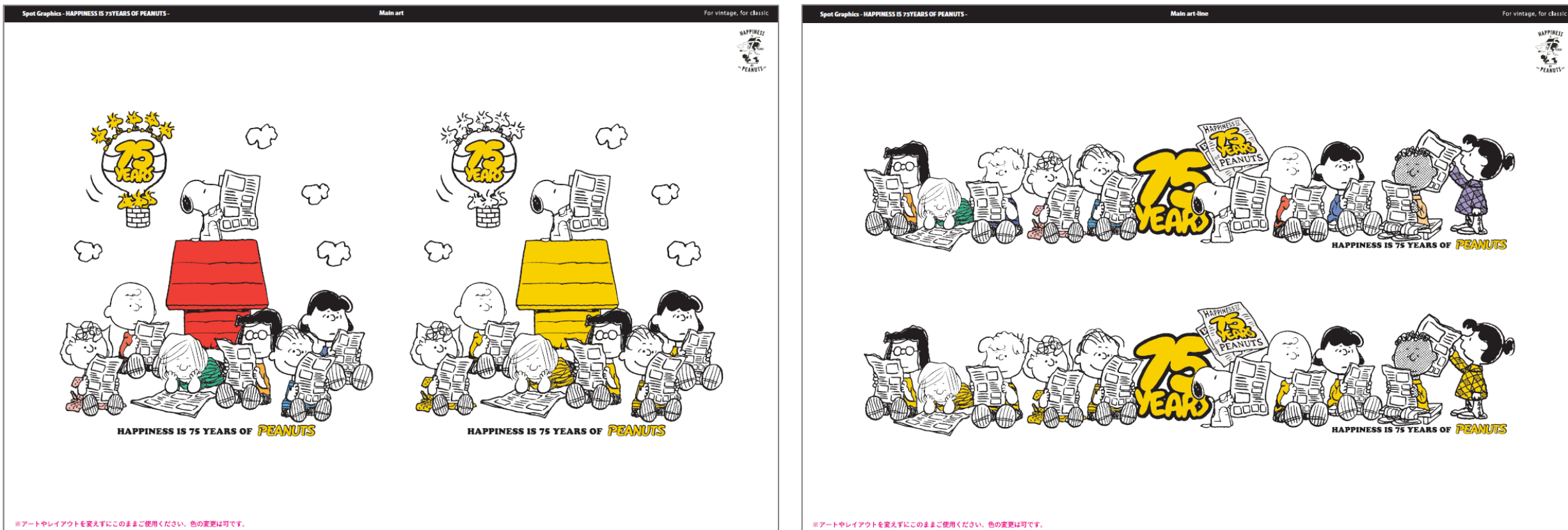
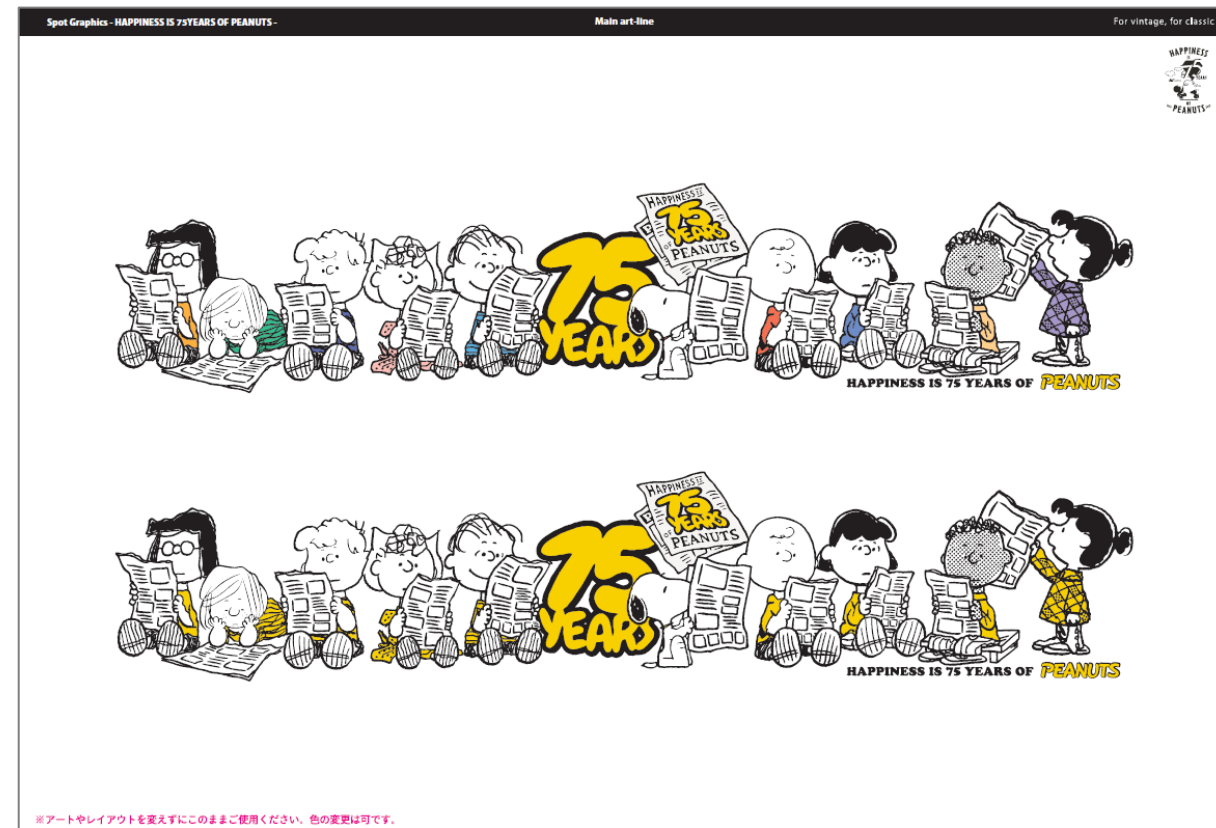
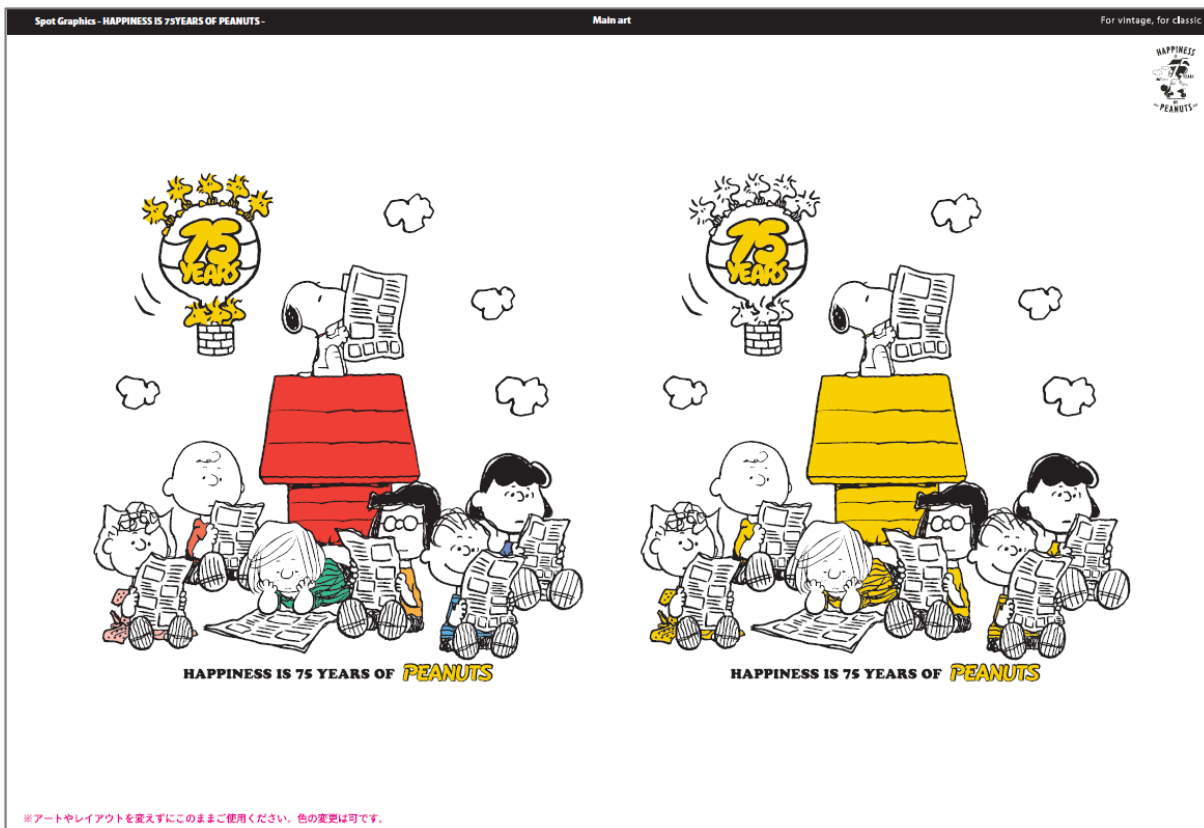
① Goodness & Grief

豊かな表情のアートとタイポグラフィを組み合わせたクールなデザイン。

「75 YEARS SPOT GRAPHICS」 1

ライセンスサイト
<https://www.snoopy.co.jp/licensee/>

JAPAN THEME ART
for Classic & Vintage 契約





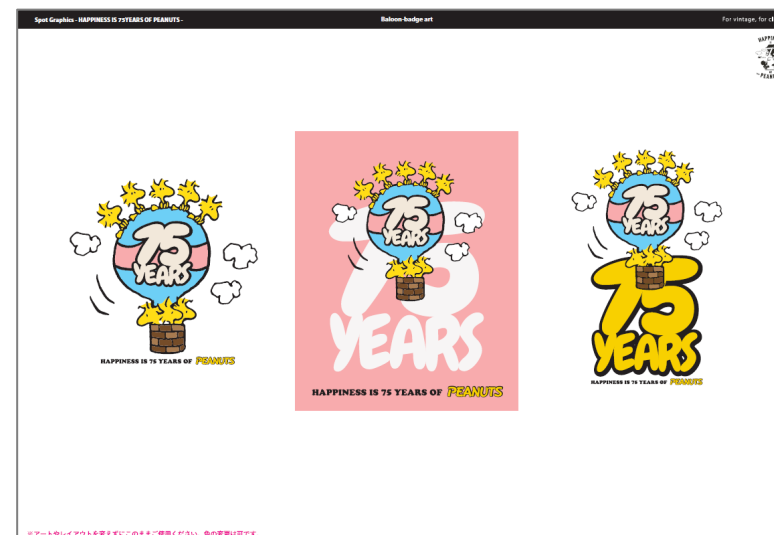
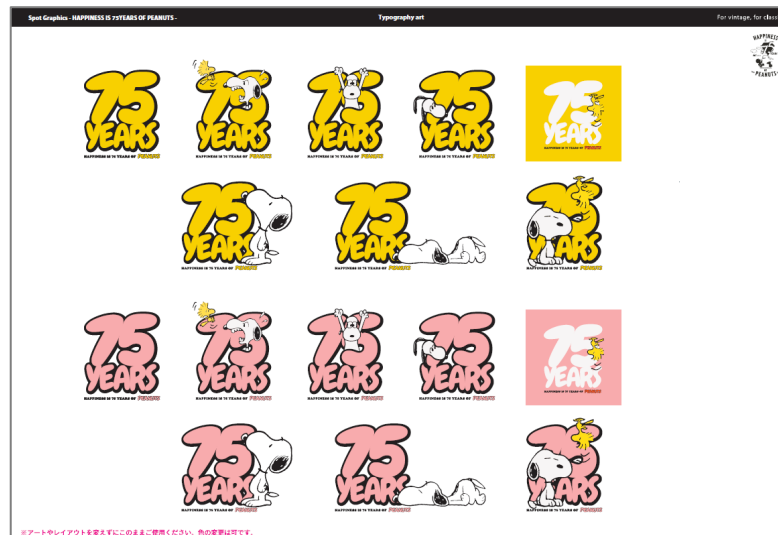
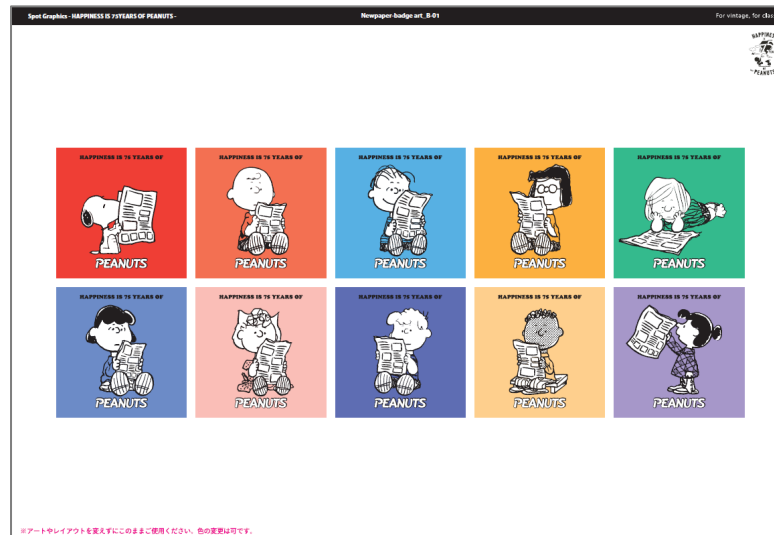
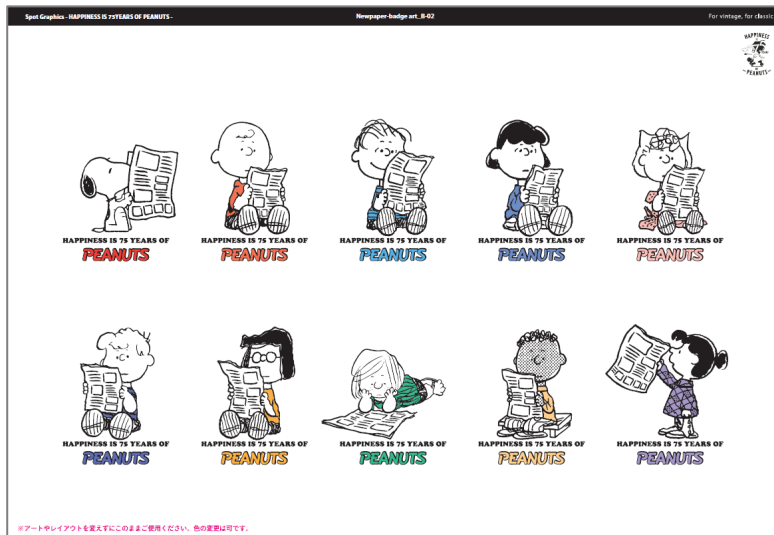
① Goodness & Grief

豊かな表情のアートとタイポグラフィーを組み合わせたクールなデザイン。

「75 YEARS SPOT GRAPHICS」2

ライセンスサイト
<https://www.snoopy.co.jp/licensee/>

JAPAN THEME ART
for Classic & Vintage 契約





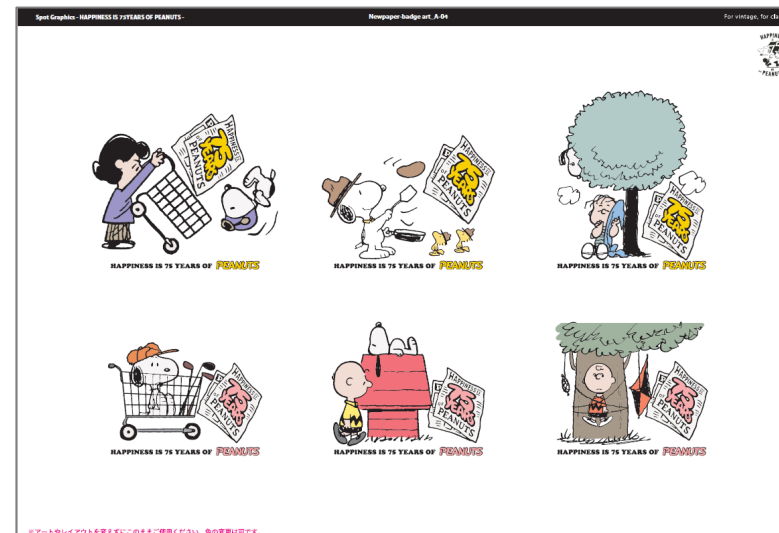
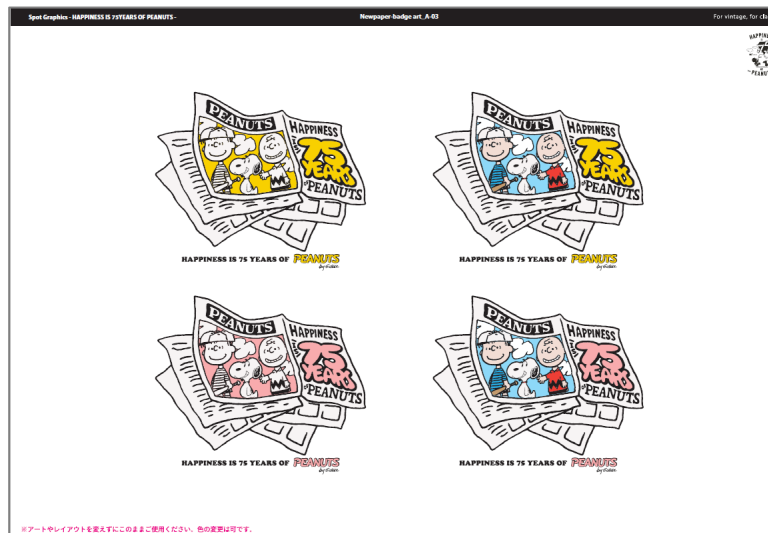
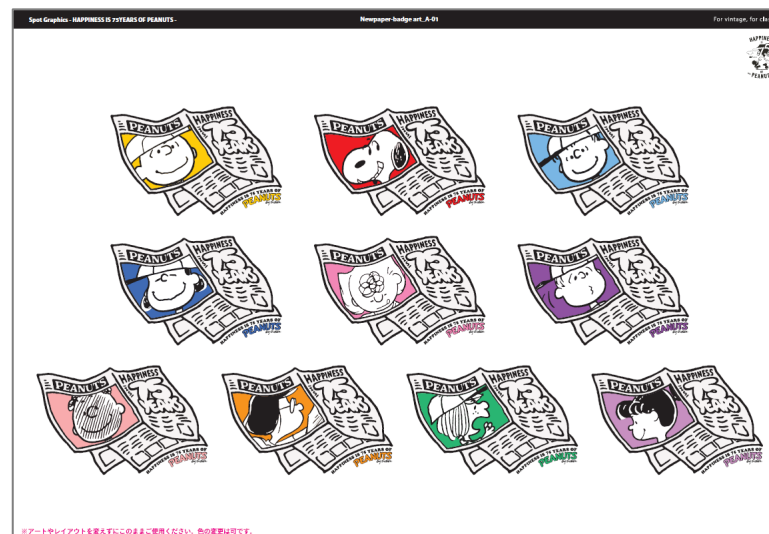
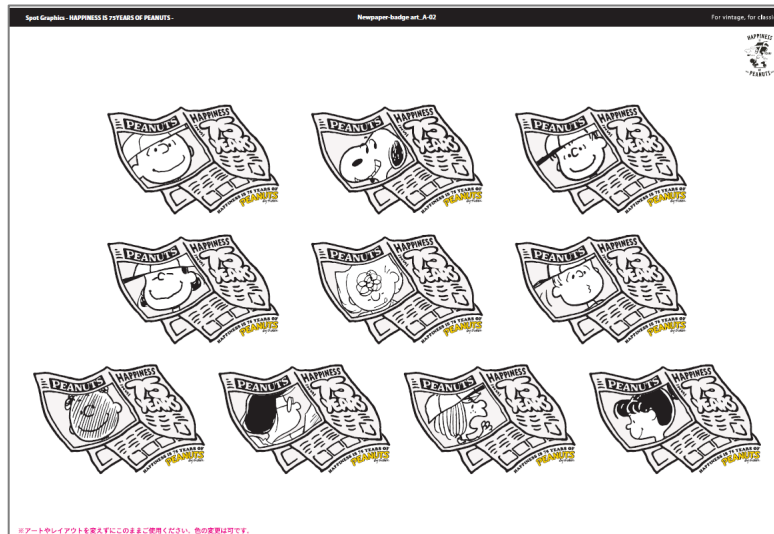
① Goodness & Grief

豊かな表情のアートとタイポグラフィを組み合わせたクールなデザイン。

「75 YEARS SPOT GRAPHICS」3

ライセンスサイト
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JAPAN THEME ART
for Classic & Vintage 契約





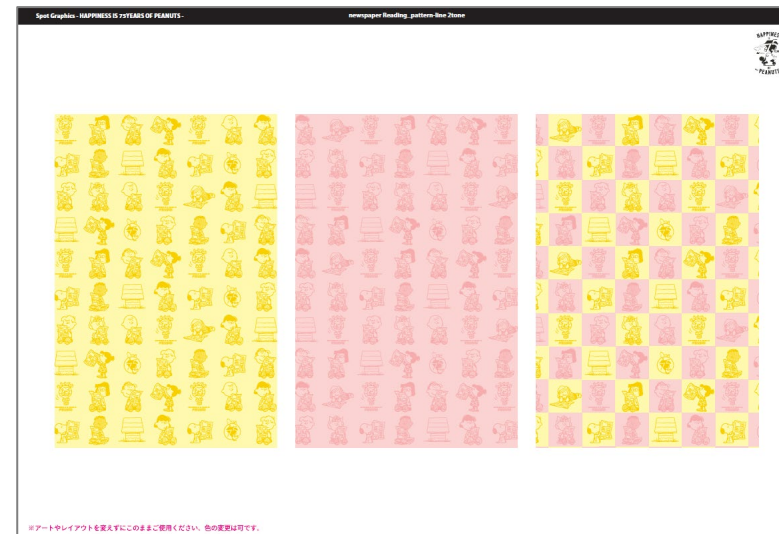
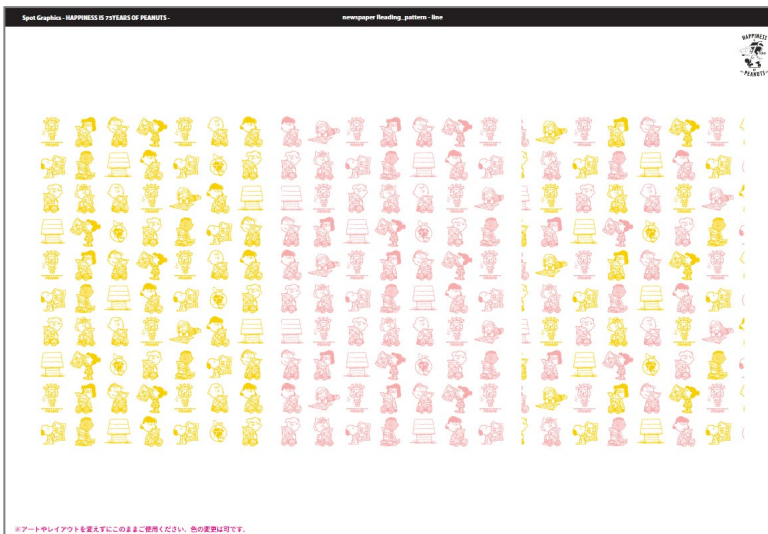
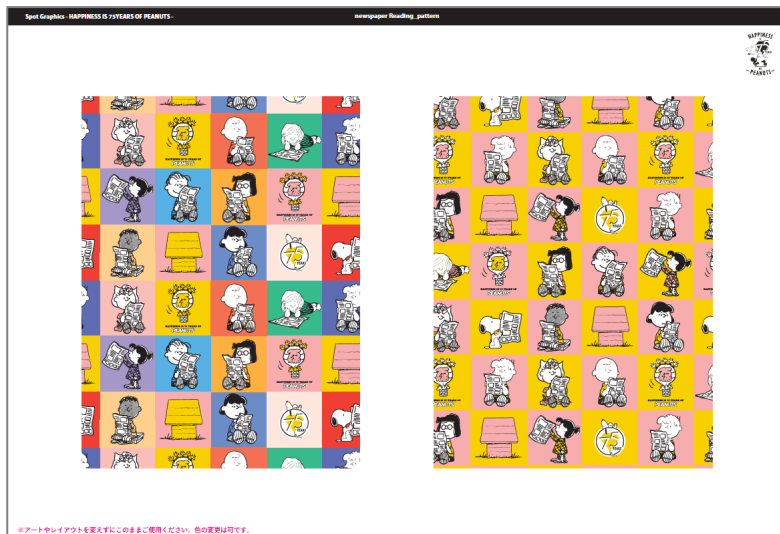
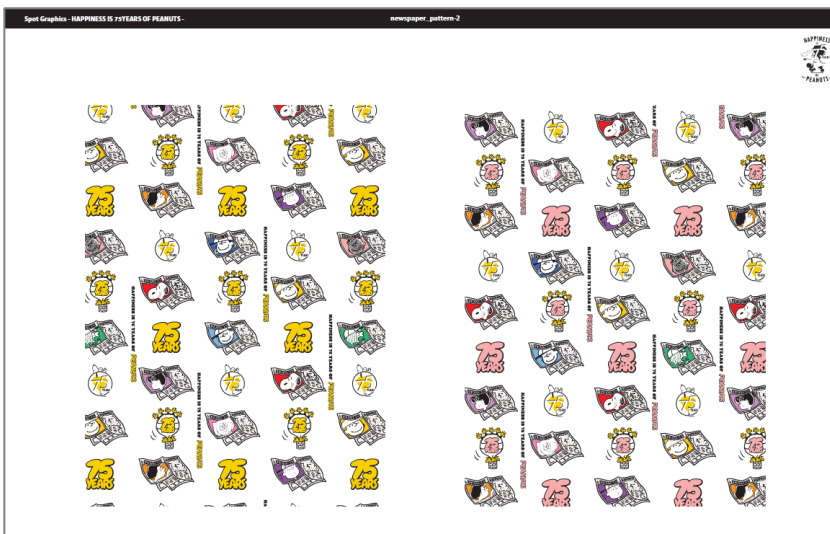
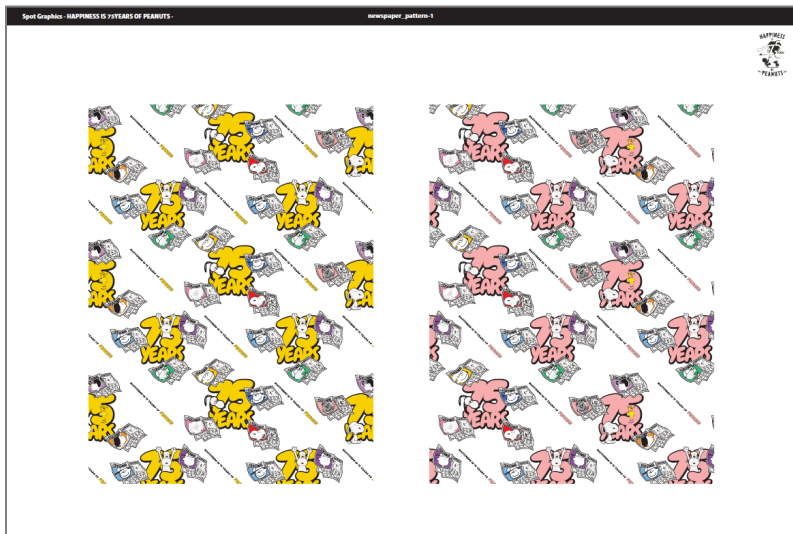
① Goodness & Grief

豊かな表情のアートとタイポグラフィを組み合わせたクールなデザイン。

「75 YEARS SPOT GRAPHICS」 4

ライセンスサイト
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JAPAN THEME ART
for Classic & Vintage 契約



※アートやレイアウトを拡大してご利用ください。他の複製は不可。

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※アートやレイアウトを拡大してご利用ください。他の複製は不可。



① Goodness & Grief

豊かな表情のアートとタイポグラフィを組み合わせたクールなデザイン。

「75 YEARS SPOT Art “Dancing”」 1

ライセンスサイト

<https://www.snoopy.co.jp/licensee/>

JAPAN THEME ART
for Classic & Vintage 契約

NEW



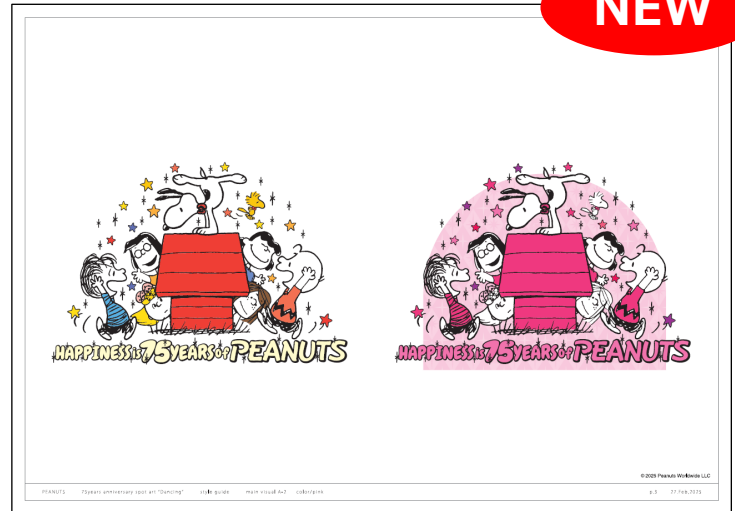

75 years anniversary spot art “Dancing”

ドッグハウスの上でダンスするスヌーピーをメインにアニバーサリーを迎える楽しい気持ちを75周年のSpot Artとしてスタイルガイドにしました。

2025年におこなわれる公式の販促施策の一部はピンクをメインに展開する予定ですので、ピンクのバージョンもあわせてご用意しています。

※バジアートなどは、カラーのバージョンとピンクのバージョンの両方のご用意となっているものもありますが、色を置き換えてアレンジしていただくことはできません。
※ARTを商品に合わせて調整される際、ドッグハウスの上や、キャラクターに接する文字には厚がらないようにしてください。
※ご使用の際は、75周年のダイヤモンドジュビリーを意図した、キラキラした素材などを取り入れていただくことを推奨しております。

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a.1 27.Feb.2025





① Goodness & Grief

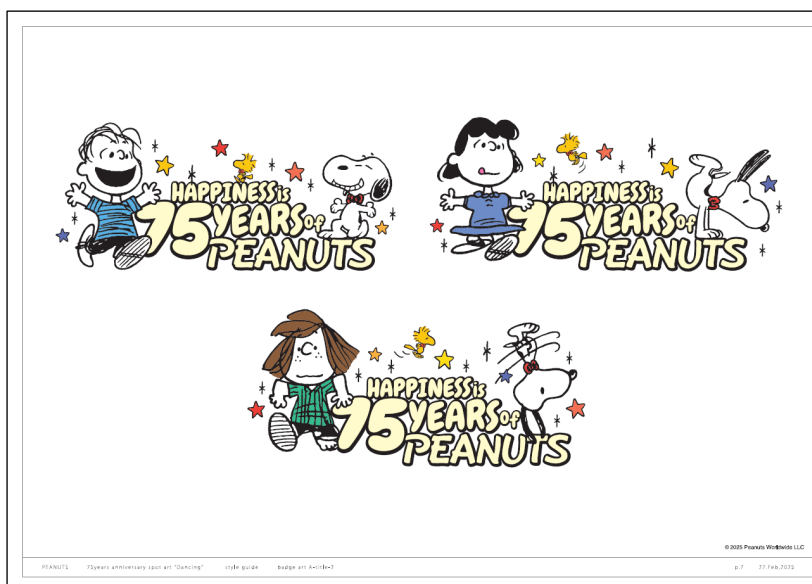
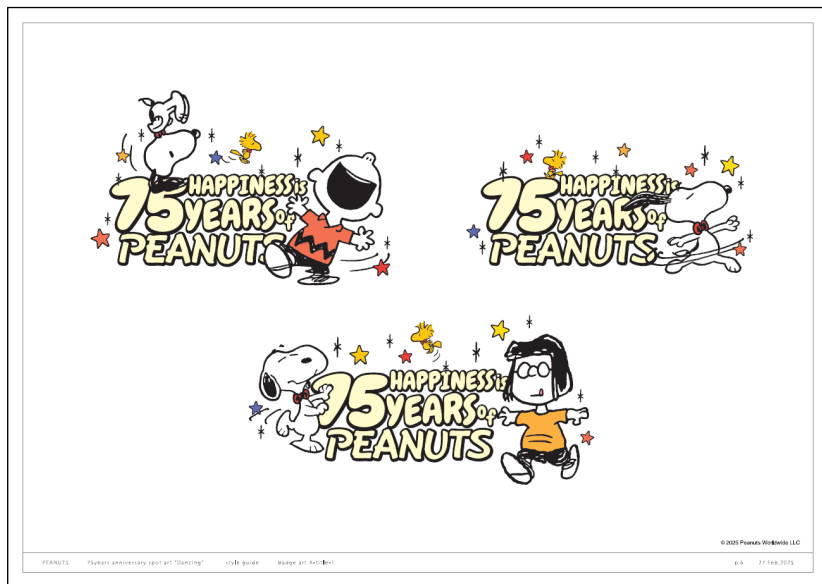
豊かな表情のアートとタイポグラフィを組み合わせたクールなデザイン。

「75 YEARS SPOT Art “Dancing”」 2

ライセンスサイト
<https://www.snoopy.co.jp/license/>

JAPAN THEME ART
for Classic & Vintage 契約

NEW





① Goodness & Grief

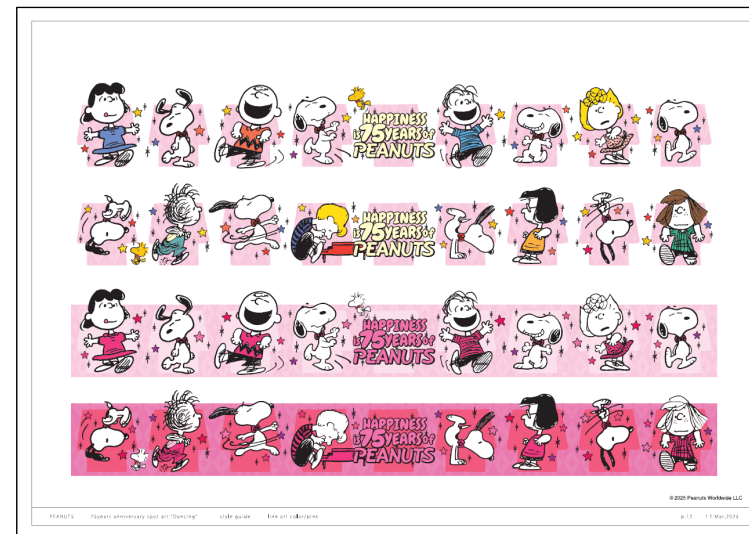
豊かな表情のアートとタイポグラフィを組み合わせたクールなデザイン。

「75 YEARS SPOT Art “Dancing”」 3

ライセンスサイト
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JAPAN THEME ART
for Classic & Vintage 契約

NEW





② comfort & Security

やわらかさ、癒しをテーマにした可愛らしいデザイン。

「50s SNOOPY and CHARLIE BROWN」 1

ライセンスサイト

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JAPAN THEME ART
for Classic & Vintage 契約



75 YEARS ANNIVERSARY

“50s SNOOPY and CHARLIE BROWN”

FOR CLASSIC AND VINTAGE

COMFORT & SECURITY

『50s SNOOPY and CHARLIE BROWN』

for classic and vintage

PEANUTS 75周年のテーマアートです。

CLASSIC、VINTAGEどちらの契約のライセンス権でもお使いいただけます。

75周年に向けて掲げた5つのテーマのうち、

「COMFORT & SECURITY」に基づき、

柔らかさや癒しにフォーカスした日本オリジナルのデザインです。

「HAPPINESS SHOULD BE SHARED - しあわせは分かち合うもの -」

をテーマに、PEANUTSが生まれた1950年代初頭のスヌーピーとチャーリー・ブラウンの仲良しなシーンを集めた、優しくかわいらしいデザインです。



2023.12.06 UPDATE



50s ART SNOOPY and CHARLIE BROWN
Theme Art for CLASSIC and VINTAGE

● Main Art



50s ART SNOOPY and CHARLIE BROWN
Theme Art for CLASSIC and VINTAGE

● Main Art



50s ART SNOOPY and CHARLIE BROWN
Theme Art for CLASSIC and VINTAGE

● Main Art





② comfort & Security

やわらかさ、癒しをテーマにした可愛らしいデザイン。

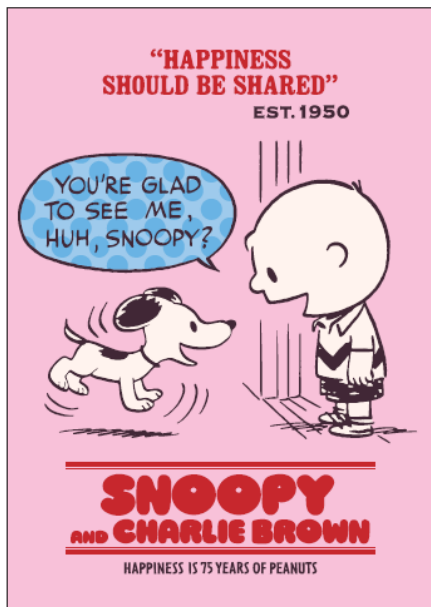
「50s SNOOPY and CHARLIE BROWN」 2

ライセンスサイト
<https://www.snoopy.co.jp/licensee/>

JAPAN THEME ART
for Classic & Vintage 契約



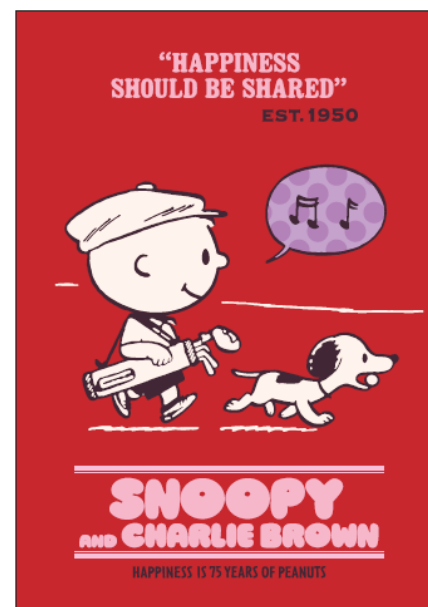
● Main Art



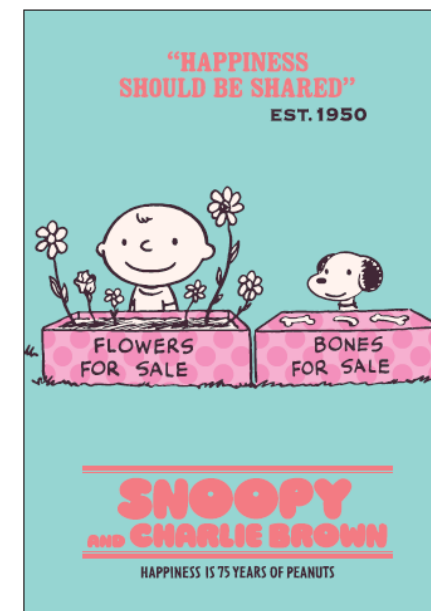
● Main Art



● Main Art



● Main Art





② comfort & Security

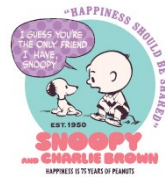
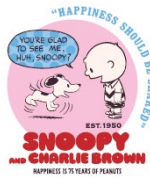
やわらかさ、癒しをテーマにした可愛らしいデザイン。

「50s SNOOPY and CHARLIE BROWN」 3

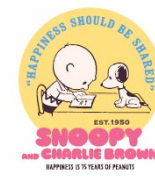
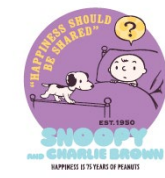
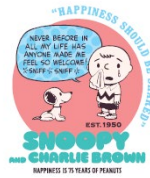
ライセンスサイト
<https://www.snoopy.co.jp/licensee/>
JAPAN THEME ART
for Classic & Vintage 契約



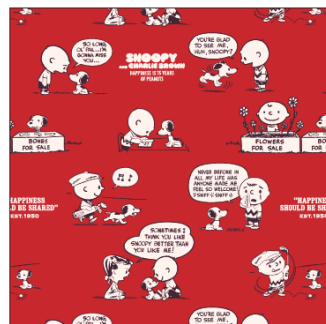
● Badge



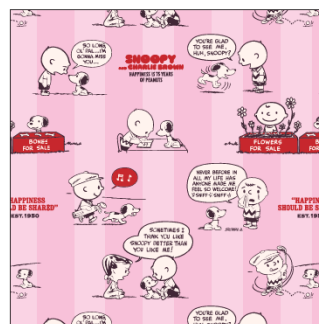
● Badge / pale tone



● Pattern



● Pattern



※2つのパターンが重なっています



● Pattern





④ Friendship & Wisdom

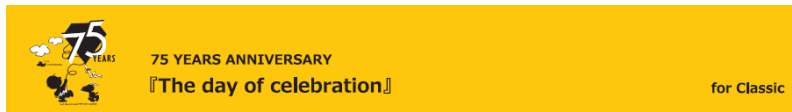
PEANUTS GANGの友情、関係性、ふれあいにフォーカスした全ターゲットに向けた高揚感あるデザイン。

「The day of celebration」

ライセンスサイト

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JAPAN THEME ART for Classic 契約

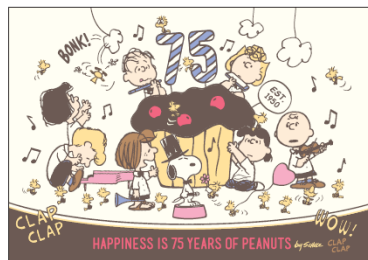


FRIENDSHIP & WISDOM

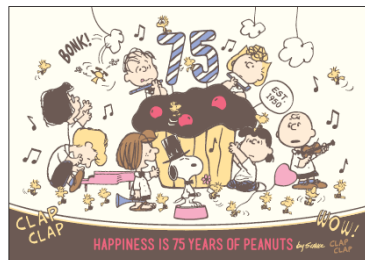
「The day of celebration」
for classic

PEANUTS 75周年に向けた、CLASSICのご契約のライセンス種向けのテーマアートです。75周年に向けて掲げた5つのテーマのうち、「Friendship & Wisdom」に基づき、PEANUTS GANGの友情、関係性、ふれあいにフォーカスした日本オリジナルのデザインです。

舞台上で大きなカップケーキを中心に、みんなで音楽を奏でお祝いをするのですが…サブアートはカップケーキを添えたものと、演奏やダンスなど、お祝いに似合うポーズの2タイプご用意しました。



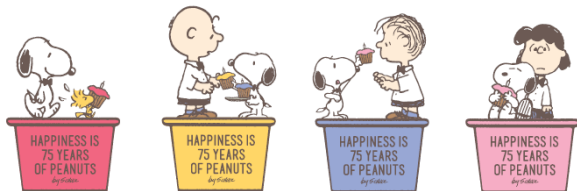
●Main Visual



2023.12.6 UPDATE



●Badge A



●Badge B



※メインビジュアルのレイアウトにかかわらず、商品の印刷範囲にあわせて、レイアウトを変えたり、バッジアートのポーズと組み合わせたり、アレンジを調整してご使用いただけます。

その際には、キャラクターの前後関係にあわせて、サイズ比率を調整したり、目線の先にあるものを意識して、つじつまが合うようアレンジをお願いします。



④ Friendship & Wisdom

PEANUTS GANGの友情、関係性、ふれあいにフォーカスした全ターゲットに向けた高揚感あるデザイン。

「The day before the celebration」 1

ライセンスサイト
<https://www.snoopy.co.jp/licensee/>

JAPAN THEME ART
for Vintage 契約



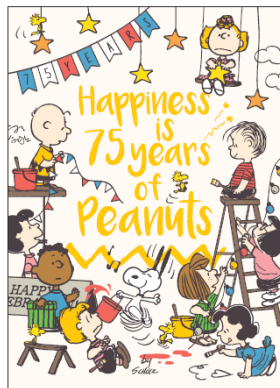
FRIENDSHIP & WISDOM

『The day before the celebration』 for vintage

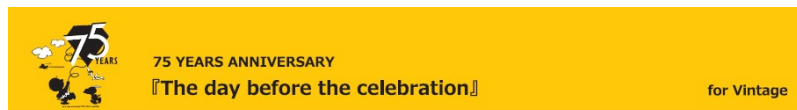
PEANUTS 75 周年に向けた、
VINTAGE のご契約のライセンス様向けのテーマアートです。
75 周年に向けて掲げた 5 つのテーマのうち、
「Friendship & Wisdom」に基づき、
PEANUTS GANG の友情、関係性、ふれあいにフォーカスした
日本オリジナルのデザインです。

ペンキを塗ったり、飾りつけをしたり、みんなで楽しく
お祝いのパーティの準備をする姿を個性豊かに表現しました。

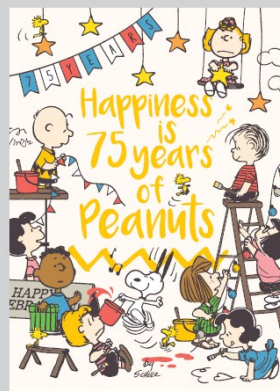
※3 種のカラーバリエーションを用意しました。プロダクト等のテキストに収まる配色を
お選びいただき、適正に使用ください。



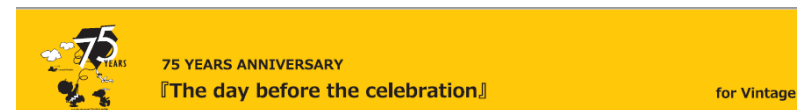
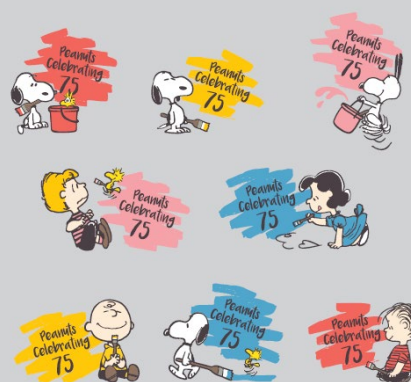
2023.12.6 UPDATE



●Main Visual (bright color)



●Badge A (bright color)



●Badge B (simple color)



※メインビジュアルのレイアウトにかかわらず、
商品の印刷範囲にあわせて、レイアウトを変えたり、
バッジアートのポーズと組み合わせたり、アレンジを
調整してご使用いただけます。

その際には、キャラクターの前後関係にあわせて、
サイズ比率を調整したり、目線の先にあるものを意識
して、つじつまが合うようアレンジをお願いします。



④ Friendship & Wisdom

PEANUTS GANGの友情、関係性、ふれあいにフォーカスした全ターゲットに向けた高揚感あるデザイン。

「The day before the celebration」 2

ライセンスサイト
<https://www.snoopy.co.jp/licensee/>

JAPAN THEME ART
for Vintage 契約

75 YEARS ANNIVERSARY
『The day before the celebration』
for Vintage

●Main Visual (simple color)

●Badge A (simple color)

75 YEARS ANNIVERSARY
『The day before the celebration』
for Vintage

●Badge B (simple color)

75 YEARS ANNIVERSARY
『The day before the celebration』
for Vintage

●Main Visual (cool color)

●Badge A (cool color)

75 YEARS ANNIVERSARY
『The day before the celebration』
for Vintage

●Badge B (cool color)



④ Friendship & Wisdom

PEANUTS GANGの友情、関係性、ふれあいにフォーカスした全ターゲットに向けた高揚感あるデザイン。

「The day before the celebration vol.2」 1

ライセンスサイト
<https://www.snoopy.co.jp/licensee/>

JAPAN THEME ART
for Vintage 契約

The day before the celebration Vol.2 for VINTAGE

Badge



before the celebration Vol.2 for VINTAGE





④ Friendship & Wisdom

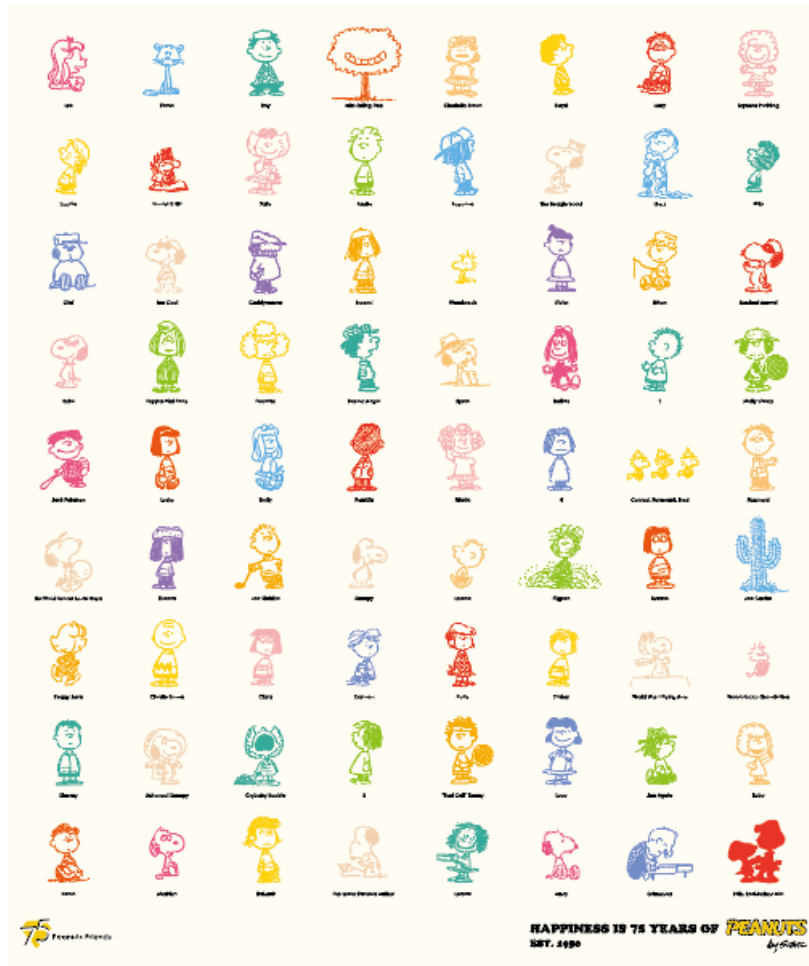
PEANUTS GANGの友情、関係性、ふれあいにフォーカスした全ターゲットに向けた高揚感あるデザイン。

「75th ALL STARS」 2

ライセンスサイト

<https://www.snoopy.co.jp/licensee/>

JAPAN THEME ART
for Classic & Vintage 契約





④ Friendship & Wisdom

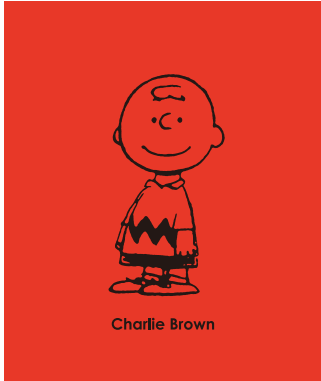
PEANUTS GANGの友情、関係性、ふれあいにフォーカスした全ターゲットに向けた高揚感あるデザイン。

「75th ALL STARS」 3

ライセンスサイト

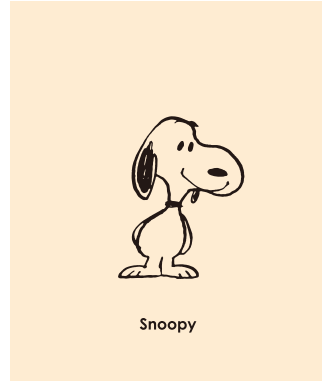
<https://www.snoopy.co.jp/licensee/>

JAPAN THEME ART for Classic & Vintage 契約



Charlie Brown

HAPPINESS IS 75 YEARS OF PEANUTS
EST. 1950 by Scluce



Snoopy

HAPPINESS IS 75 YEARS OF PEANUTS
EST. 1950 by Scluce



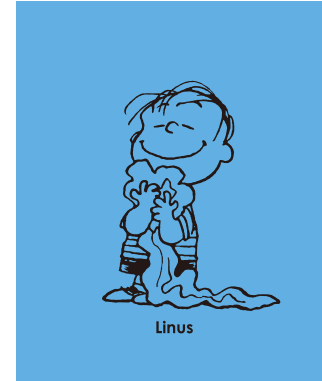
Schroeder

HAPPINESS IS 75 YEARS OF PEANUTS
EST. 1950 by Scluce



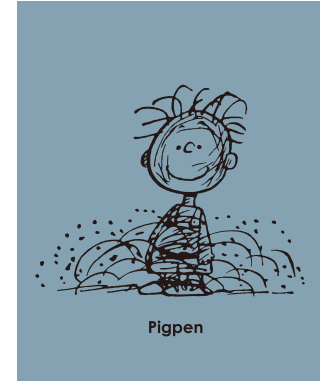
Lucy

HAPPINESS IS 75 YEARS OF PEANUTS
EST. 1950 by Scluce



Linus

HAPPINESS IS 75 YEARS OF PEANUTS
EST. 1950 by Scluce



Pigpen

HAPPINESS IS 75 YEARS OF PEANUTS
EST. 1950 by Scluce



Sally

HAPPINESS IS 75 YEARS OF PEANUTS
EST. 1950 by Scluce



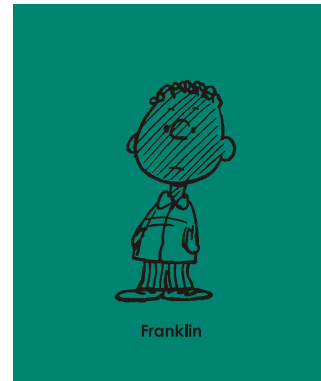
Peppermint Patty

HAPPINESS IS 75 YEARS OF PEANUTS
EST. 1950 by Scluce



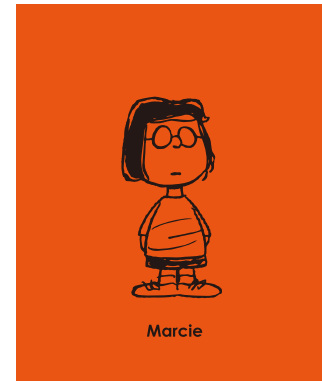
Woodstock

HAPPINESS IS 75 YEARS OF PEANUTS
EST. 1950 by Scluce



Franklin

HAPPINESS IS 75 YEARS OF PEANUTS
EST. 1950 by Scluce



Marcie

HAPPINESS IS 75 YEARS OF PEANUTS
EST. 1950 by Scluce



④ Friendship & Wisdom

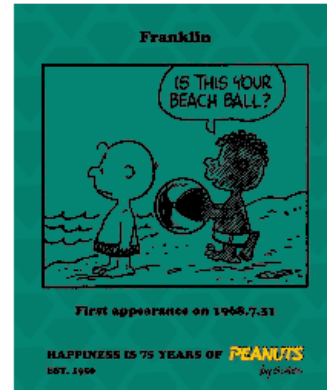
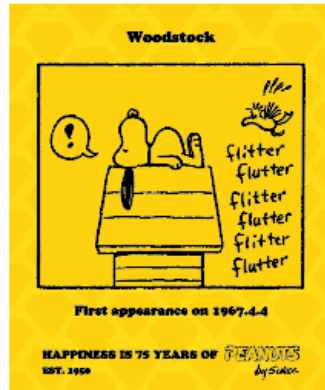
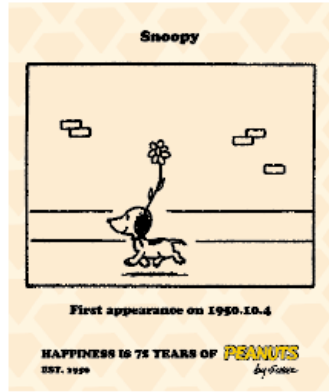
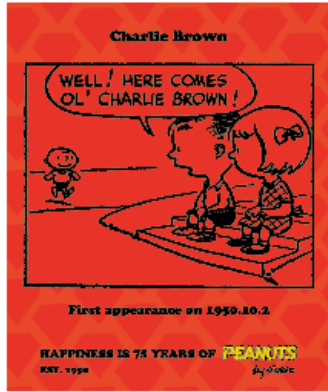
PEANUTS GANGの友情、関係性、ふれあいにフォーカスした全ターゲットに向けた高揚感あるデザイン。

「75th ALL STARS」 4

ライセンスサイト

<https://www.snoopy.co.jp/licensee/>

JAPAN THEME ART
for Classic & Vintage 契約





⑤ Imperfect Precision

シュルツタッチへの愛。象徴的なラインワークに注目したデザイン。

「Decade Pyramid and Block Art」

ライセンスサイト
<https://www.snoopy.co.jp/licensee/>

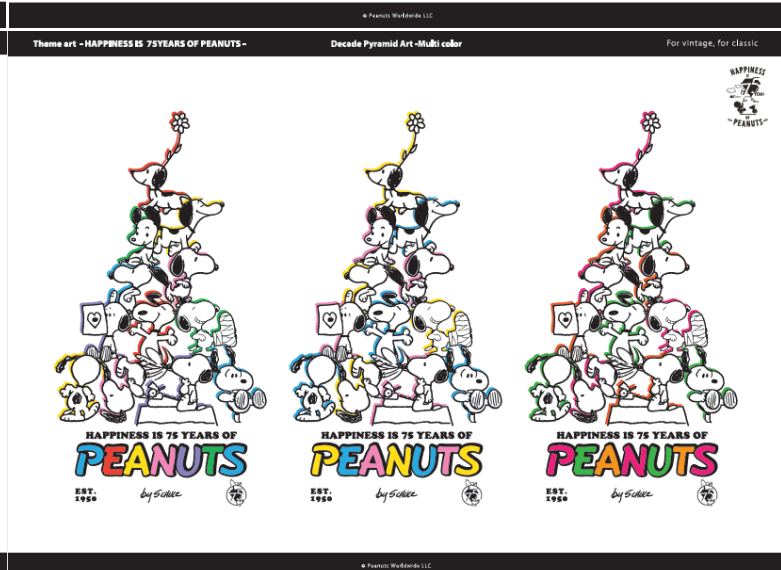
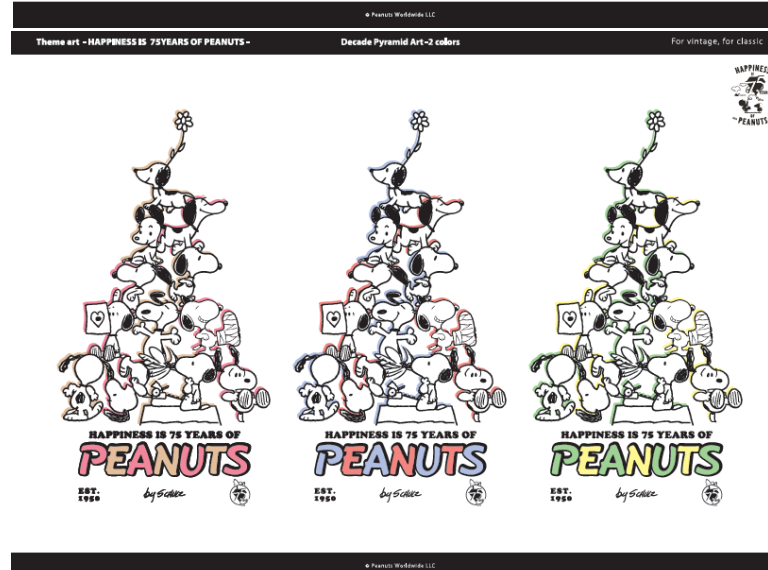
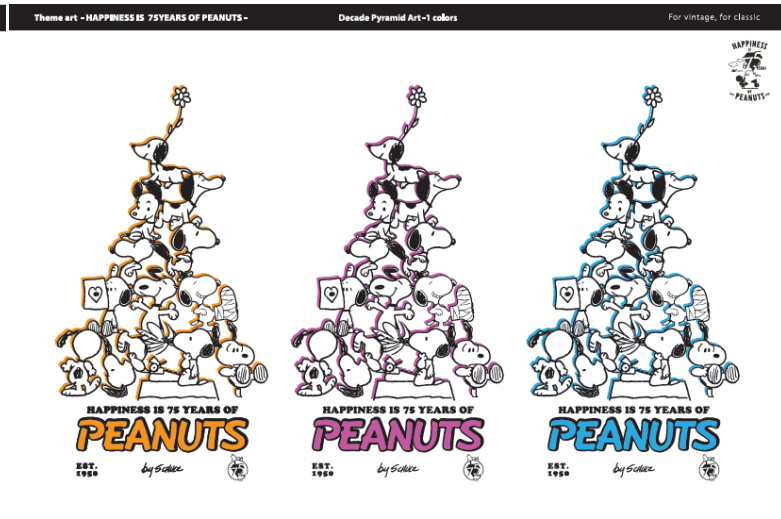
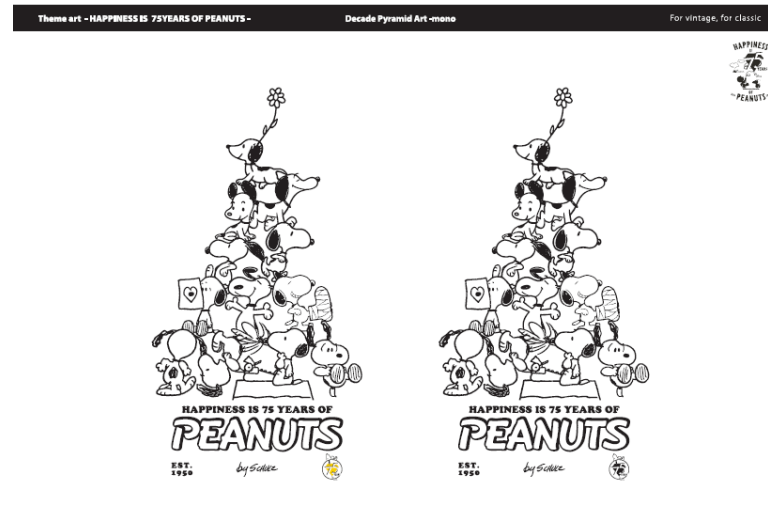
JAPAN THEME ART
for Classic & Vintage 契約

75 YEARS ANNIVERSARY
"DECADE PYRAMID and BLOCK ART"
FOR CLASSIC AND VINTAGE

IMPERFECT PRECISION
『DECADE PYRAMID AND BLOCK ART』
for classic and vintage

PEANUTS 75周年のテーマアートです。
CLASSIC、VINTAGEどちらの契約のライセンス様でもお使いいただけます。
75周年に向けて興けた5つのテーマのうち、
「IMPERFECT PRECISION」に基づき、
シュルツタッチへの愛、象徴的なラインワークに注目した日本オリジナルのデザインです。

シュルツさんの時代ごとの画面のタッチの変化やポーズの流動感を生かし、
SNOOPYの年代ごとの変化やユーモラスな表情を楽しめるデザインです。



※このアートから一部のスヌーピーだけを取り出して使用することはできません。



⑤ Imperfect Precision

シュルツタッチへの愛。象徴的なラインワークに注目したデザイン。

「Decade Block Art」

ライセンスサイト

<https://www.snoopy.co.jp/licensee/>

JAPAN THEME ART
for Classic & Vintage 契約

Theme art -HAPPINESS IS 75YEARS OF PEANUTS-

Decade Block Art-36 pics Multi color

For vintage, for classic

Theme art -HAPPINESS IS 75YEARS OF PEANUTS-

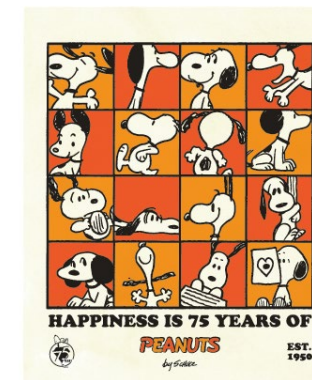
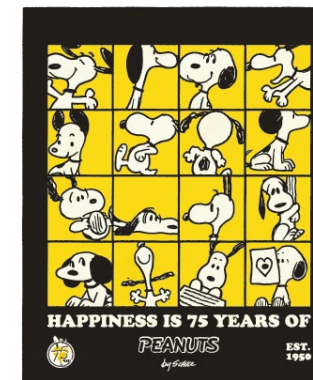
Decade Block Art-36 pics mono

For vintage, for classic

Theme art -HAPPINESS IS 75YEARS OF PEANUTS-

Decade Block Art-16 pics

For vintage, for classic



© Peanuts Worldwide LLC

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※ 「様々な年代からなるアートである」というコンセプトになるため、ブロック数を減らして使用する際は各年代バランスよくチョイスしてください。
どの年代のアートなのかは、ソースアートをご参照ください。

例： pe550409



「pe」の次の数字から、1955年のアートだとわかります。



⑤ Imperfect Precision

シュルツタッチへの愛。象徴的なラインワークに注目したデザイン。

「Decade Block Art – Badge a-」

ライセンスサイト
<https://www.snoopy.co.jp/licensee/>

JAPAN THEME ART
for Classic & Vintage 契約

Theme art -HAPPINESS IS 75YEARS OF PEANUTS- Decade Block Art-9 pics/5 pics For vintage, for classic



Theme art -HAPPINESS IS 75YEARS OF PEANUTS- Decade Block Art-Badge a- For vintage, for classic



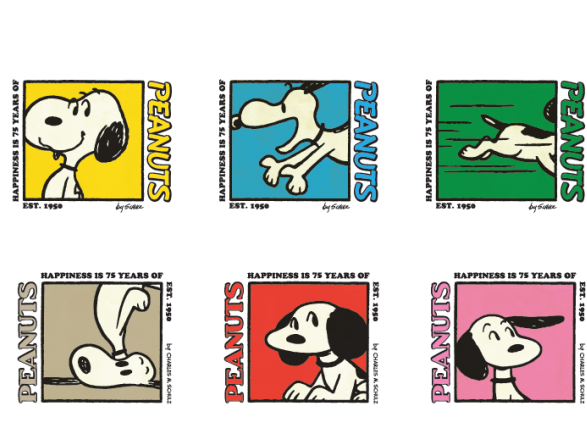
© Peanuts Worldwide LLC

© Peanuts Worldwide LLC

Theme art -HAPPINESS IS 75YEARS OF PEANUTS- Decade Block Art-Badge b- For vintage, for classic



Theme art -HAPPINESS IS 75YEARS OF PEANUTS- Decade Block Art-Badge c- For vintage, for classic



© Peanuts Worldwide LLC

© Peanuts Worldwide LLC

※ 「様々な年代からなるアートである」というコンセプトになるため、ブロック数を減らして使用する際は各年代バランスよくチョイスしてください。
どの年代のアートなのかは、ソースアートをご参照ください。

例： pe550409 「pe」の次の数字から、1955年のアートだとわかります。



※一つの商品にできるだけ複数のいろいろな年代からチョイスしたアートを入れてください。

※1商品に1ブロックしか入れられない場合は、できるだけシリーズで複数商品化していただき、シリーズでいろいろな年代をカバーしてください。
また、その場合にはパッケージに複数のブロックを入れてください。



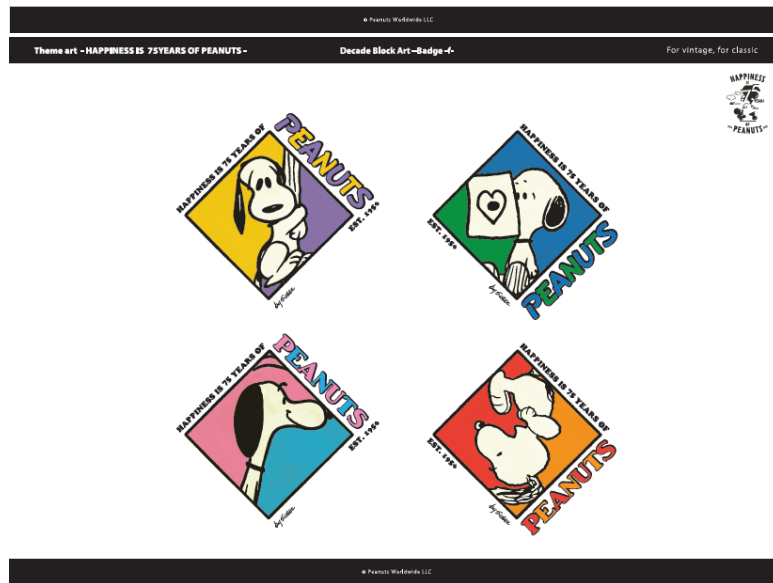
⑤ Imperfect Precision

シュルツタッチへの愛。象徴的なラインワークに注目したデザイン。

「Decade Block Art – Badge b-」

ライセンスサイト
<https://www.snoopy.co.jp/licensee/>

JAPAN THEME ART
for Classic & Vintage 契約



※ 「様々な年代からなるアートである」というコンセプトになるため、ブロック数を減らして使用する際は各年代バランスよくチョイスしてください。
どの年代のアートなのかは、ソースアートをご参照ください。

例： pe550409

「pe」の次の数字から、1955年のアートだとわかります。



※一つの商品にできるだけ複数のいろいろな年代からチョイスしたアートを入れてください。

※1商品に1ブロックしか入れられない場合は、できるだけシリーズで複数商品化していただき、シリーズでいろいろな年代をカバーしてください。
また、その場合にはパッケージに複数のブロックを入れてください。



⑤ Imperfect Precision

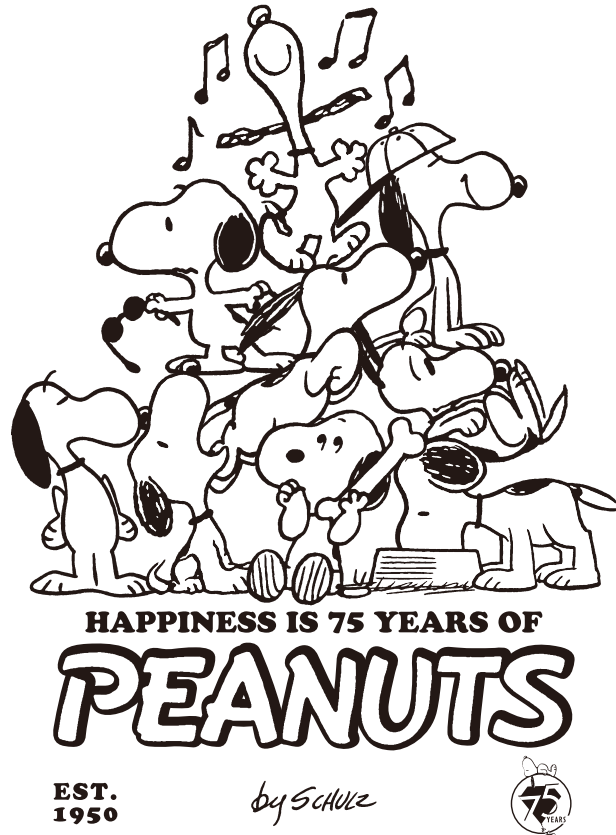
シュルツタッチへの愛。象徴的なラインワークに注目したデザイン。

「Decade Block Art vol.2」 1

ライセンスサイト

<https://www.snoopy.co.jp/licensee/>

JAPAN THEME ART
for Classic & Vintage 契約



※このアートから一部のスヌーピーだけを取り出して使用することはできません。



⑤ Imperfect Precision

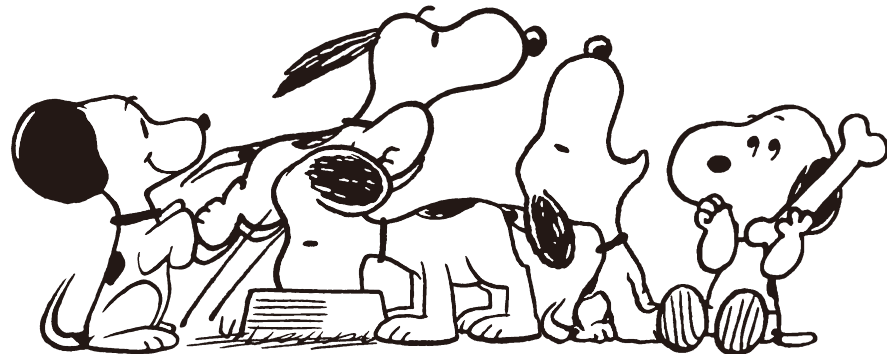
シュルツタッチへの愛。象徴的なラインワークに注目したデザイン。

「Decade Block Art vol.2」 2

ライセンスサイト

<https://www.snoopy.co.jp/licensee/>

JAPAN THEME ART
for Classic & Vintage 契約

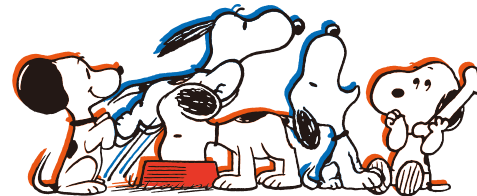


HAPPINESS IS 75 YEARS OF

PEANUTS

EST.
1950

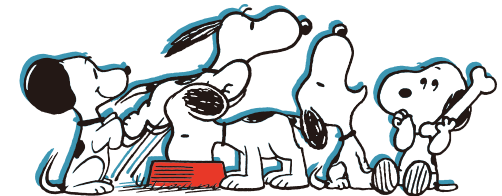
by SCHULZ



HAPPINESS IS 75 YEARS OF
PEANUTS

EST.
1950

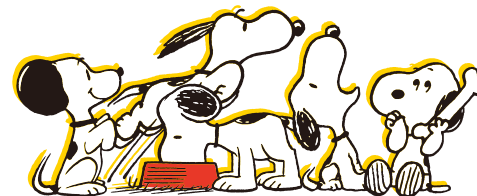
by SCHULZ



HAPPINESS IS 75 YEARS OF
PEANUTS

EST.
1950

by SCHULZ



HAPPINESS IS 75 YEARS OF
PEANUTS

EST.
1950

by SCHULZ



HAPPINESS IS 75 YEARS OF
PEANUTS

EST.
1950

by SCHULZ



※このアートから一部のスヌーピーだけを取り出して使用する
ことはできません。



⑤ Imperfect Precision

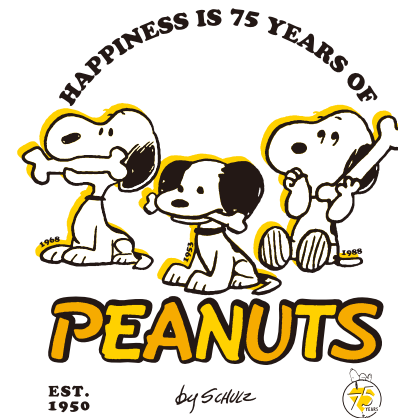
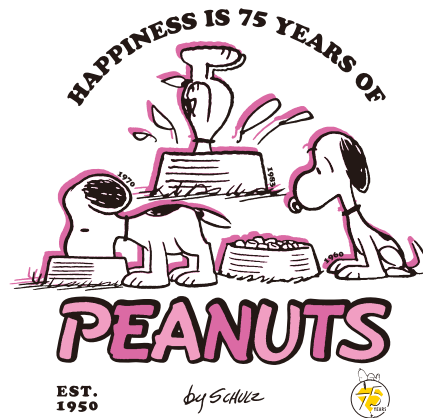
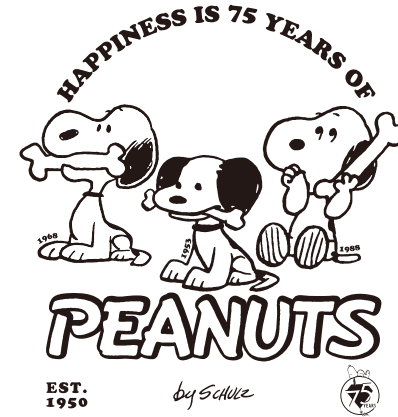
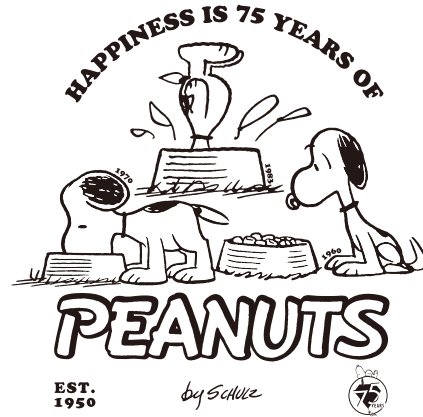
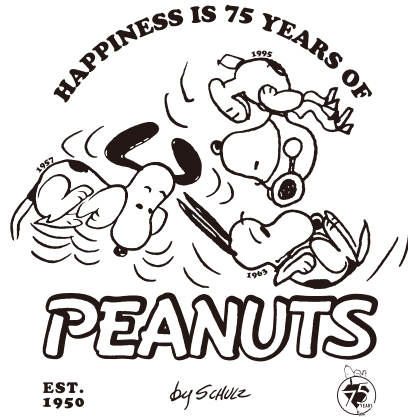
シュルツタッチへの愛。象徴的なラインワークに注目したデザイン。

「Decade Block Art vol.2」 3

ライセンスサイト

<https://www.snoopy.co.jp/licensee/>

JAPAN THEME ART
for Classic & Vintage 契約





⑤ Imperfect Precision

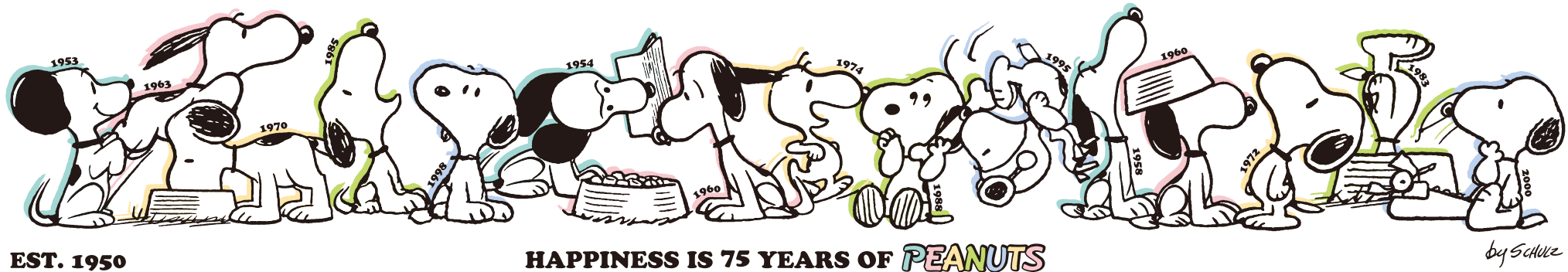
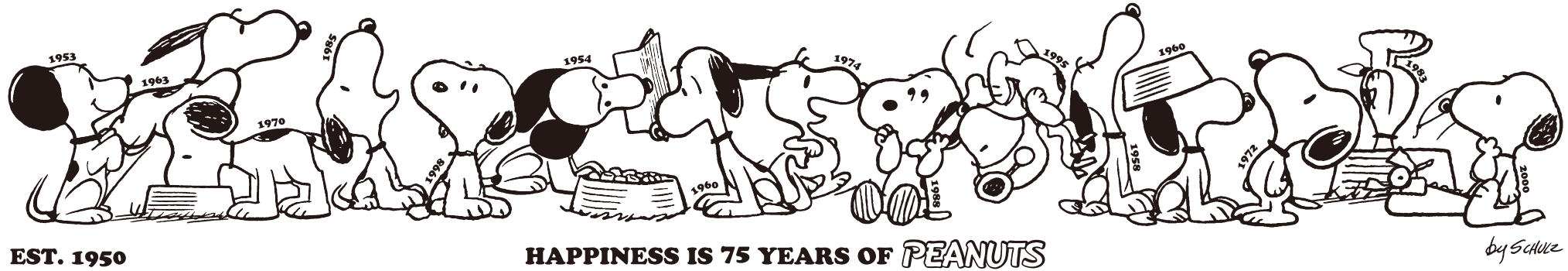
シュルツタッチへの愛。象徴的なラインワークに注目したデザイン。

「Decade Block Art vol.2」 4

ライセンスサイト

<https://www.snoopy.co.jp/licensee/>

JAPAN THEME ART
for Classic & Vintage 契約





⑤ Imperfect Precision

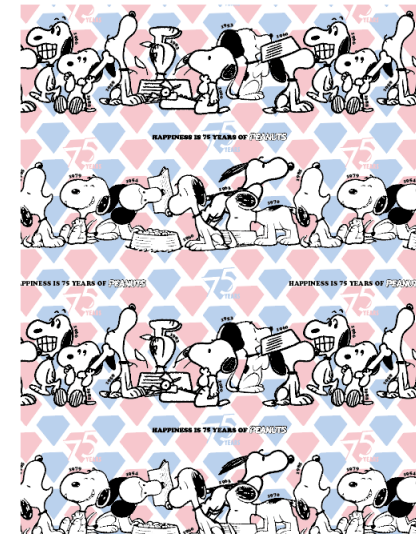
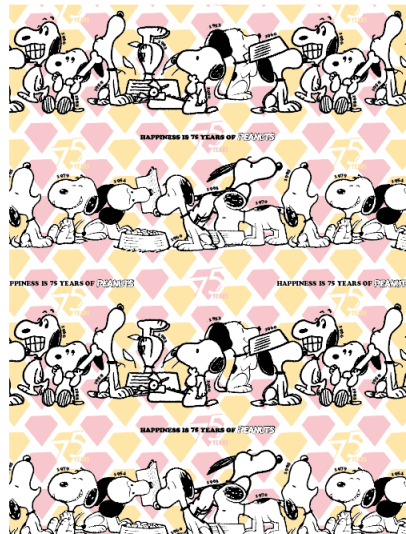
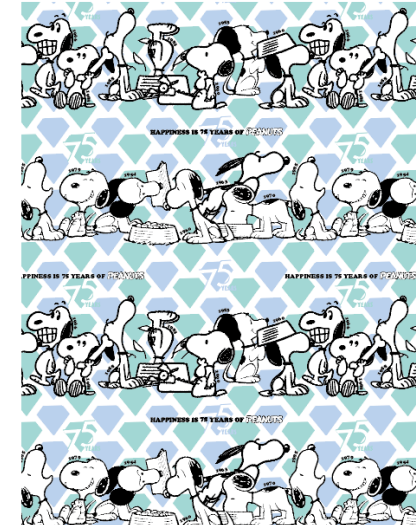
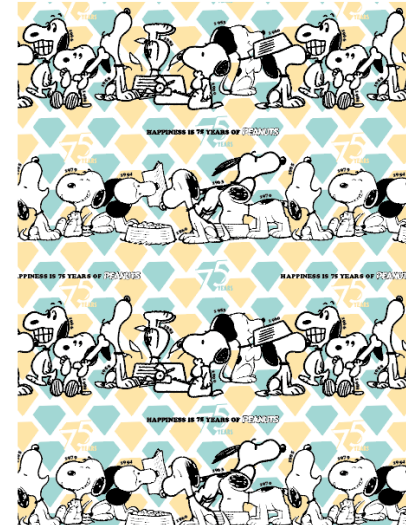
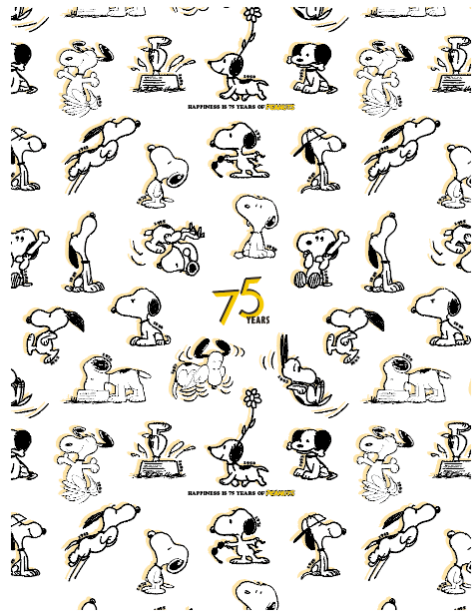
シュルツタッチへの愛。象徴的なラインワークに注目したデザイン。

「Decade Block Art vol.2」 5

ライセンスサイト

<https://www.snoopy.co.jp/licensee/>

JAPAN THEME ART
for Classic & Vintage 契約





⑤ Imperfect Precision

シュルツタッチへの愛。象徴的なラインワークに注目したデザイン。

「Decade Block Art vol.2」 6

ライセンスサイト

<https://www.snoopy.co.jp/licensee/>

JAPAN THEME ART
for Classic & Vintage 契約



※一つの商品にできるだけ複数のいろいろな年代からチョイスしたアートを入れてください。

※1商品に1ブロックしか入れられない場合は、できるだけシリーズで複数商品化していただき、シリーズでいろいろな年代をカバーしてください。
また、その場合にはパッケージに複数のブロックを入れてください。



⑤ Imperfect Precision

シュルツタッチへの愛。象徴的なラインワークに注目したデザイン。

「Decade Block Art vol.2」 7

ライセンスサイト

<https://www.snoopy.co.jp/licensee/>

JAPAN THEME ART
for Classic & Vintage 契約





スタイルガイド一覽

NY作成の75周年ガイド

配布先 : Peanuts Asset Library

<https://peanuts.enterprise.app.tenovos.io/#/loginRegister>



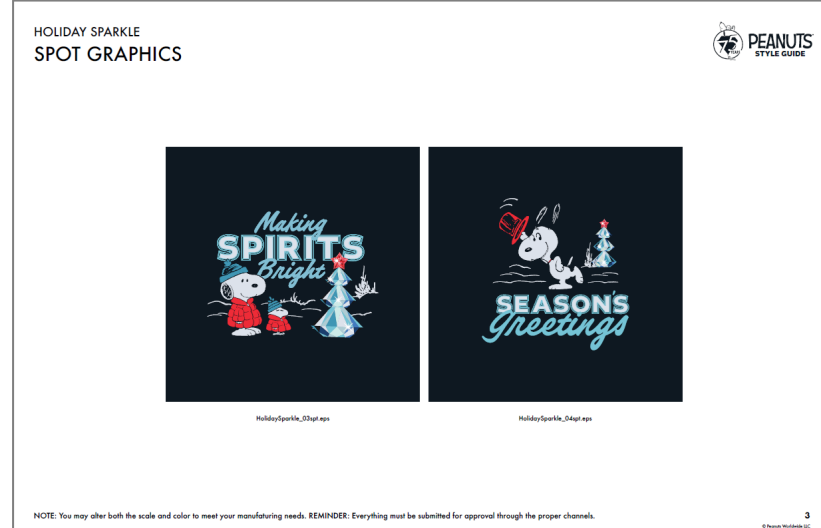
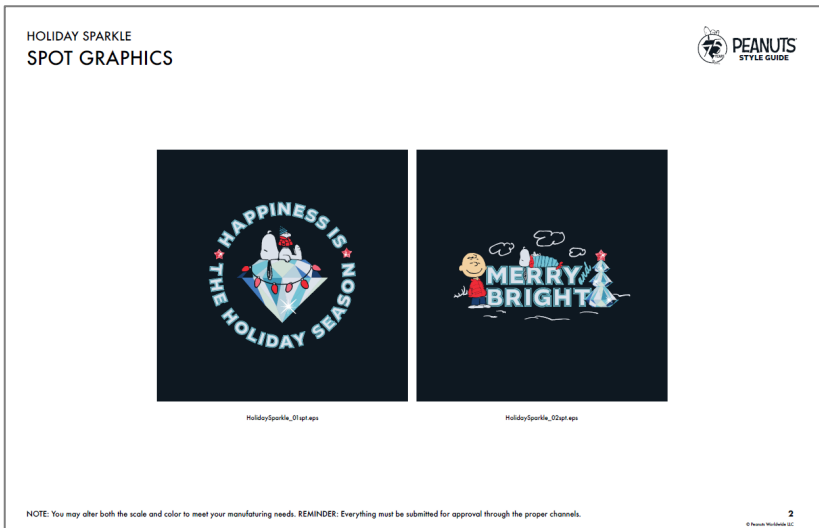
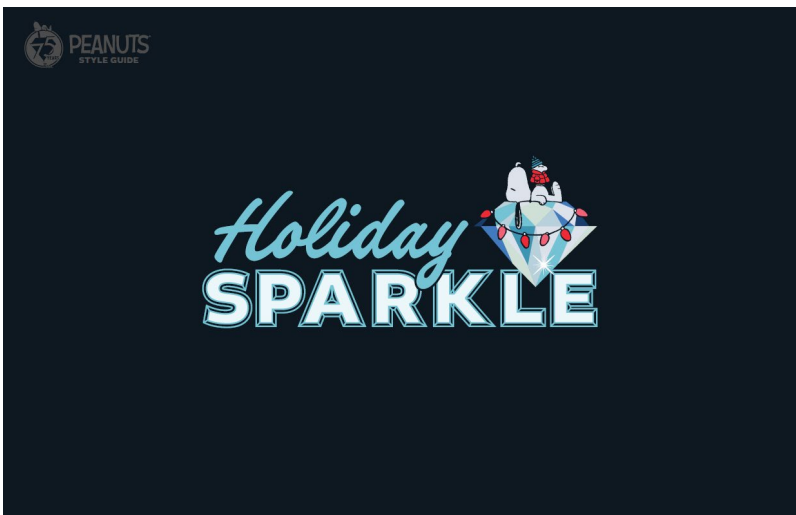
HOLIDAY

ホリディ用に用意された特別なグラフィックです。

「HOLIDAY SPARKLE SPOT GRAPHICS」 1

Peanuts Asset Library
for Vintage, Classic 契約

NEW





HOLIDAY




ホリディ用に用意された特別なグラフィックです。

「HOLIDAY SPARKLE SPOT GRAPHICS」 2

Peanuts Asset Library
for Vintage, Classic 契約

NEW

HOLIDAY SPARKLE
SPOT GRAPHICS







HolidaySparkle_02opt.eps HolidaySparkle_04opt.eps

NOTE: You may alter both the scale and color to meet your manufacturing needs. REMINDER: Everything must be submitted for approval through the proper channels.

4

HOLIDAY SPARKLE
SPOT GRAPHICS

HolidaySparkle_07opt.eps

NOTE: You may alter both the scale and color to meet your manufacturing needs. REMINDER: Everything must be submitted for approval through the proper channels.

5

HOLIDAY SPARKLE
REPEATS







HolidaySparkle_01opt.eps HolidaySparkle_02opt.eps

NOTE: You may alter both the scale and color to meet your manufacturing needs. REMINDER: Everything must be submitted for approval through the proper channels.

6

HOLIDAY SPARKLE
REPEATS

HolidaySparkle_03opt.eps

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7

RULES & GUIDELINES

GENERAL GUIDELINES
Please note: There are specific art usage rules and brand guidelines that must be adhered to when using PEANUTS artwork. A few of those guidelines are outlined here. For a complete list of art and brand usage guidelines for PEANUTS, please refer to the full PEANUTS Global Brand Guide.

RESPECTFUL USE OF IMAGES
It is important to realize that it is not only the visual image that is used in a design that is reviewed for approval, but also the spirit and context in which that image is used. Do not put the characters into a design that attempts to imply alcohol use, the use of profanity or other inappropriate environments.

DO NOT DISTORT ARTWORK
Please be attentive when enlarging or reducing artwork so as not to change the shape of the image.

MAINTAIN LINE TEXTURE AND QUALITY
One of the unique features of PEANUTS artwork is its distinctive line texture. Be aware of this quality and do not redraw or smooth the lines.

DO NOT PUT WORDS IN CHARACTERS' MOUTHS
Custom captions or phrases can be paired with PEANUTS artwork but do not attempt to write dialogue for the characters or place text in speech bubbles. All captions or phrases are subject to approval.

DO NOT FLOPP ARTWORK
Artwork can not be flopped. Designs using flopped artwork will be rejected.

COPYRIGHT
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© Peanuts Worldwide
© Peanuts
© PNTS

8



① Goodness & Grief

豊かな表情のアートとタイポグラフィを組み合わせたクールなデザイン。

「SPOT GRAPHICS」 1

Peanuts Asset Library for Vintage, Classic 契約

GOODNESS & GRIEF
SPOT GRAPHICS



GOODNESS & GRIEF
SPOT GRAPHICS



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GOODNESS & GRIEF
SPOT GRAPHICS



GOODNESS & GRIEF
SPOT GRAPHICS



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豊かな表情のアートとタイポグラフィを組み合わせたクールなデザイン。

「SPOT GRAPHICS」 2

Peanuts Asset Library for Vintage, Classic 契約

GOODNESS & GRIEF
SPOT GRAPHICS



GoodnessAndGrief_23opt.eps



GoodnessAndGrief_24opt.eps

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6

PEANUTS
STYLEGUIDE

GOODNESS & GRIEF
SPOT GRAPHICS



GoodnessAndGrief_25opt.eps



GoodnessAndGrief_26opt.eps



GoodnessAndGrief_27opt.eps



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7

PEANUTS
STYLEGUIDE

GOODNESS & GRIEF
SPOT GRAPHICS



GoodnessAndGrief_27opt.eps



GoodnessAndGrief_28opt.eps



GoodnessAndGrief_29opt.eps



GoodnessAndGrief_30opt.eps

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GOODNESS & GRIEF
SPOT GRAPHICS

PEANUTS
STYLEGUIDE

GOODNESS & GRIEF
SPOT GRAPHICS

PEANUTS
STYLEGUIDE

GOODNESS & GRIEF
SPOT GRAPHICS

PEANUTS
STYLEGUIDE



GoodnessAndGrief_31opt.eps



GoodnessAndGrief_32opt.eps



GoodnessAndGrief_33opt.eps



GoodnessAndGrief_34opt.eps



GoodnessAndGrief_35opt.eps



GoodnessAndGrief_36opt.eps



GoodnessAndGrief_37opt.eps



GoodnessAndGrief_38opt.eps

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GoodnessAndGrief_39opt.eps



GoodnessAndGrief_40opt.eps



GoodnessAndGrief_41opt.eps

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10



GoodnessAndGrief_42opt.eps



GoodnessAndGrief_43opt.eps



GoodnessAndGrief_44opt.eps

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① Goodness & Grief

豊かな表情のアートとタイポグラフィを組み合わせたクールなデザイン。

「SPOT GRAPHICS」 3

Peanuts Asset Library for Vintage, Classic 契約

GOODNESS & GRIEF
SPOT GRAPHICS



GOODNESS & GRIEF
SPOT GRAPHICS



GOODNESS & GRIEF
SPOT GRAPHICS



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GOODNESS & GRIEF
SPOT GRAPHICS



GOODNESS & GRIEF
SPOT GRAPHICS



GOODNESS & GRIEF
SPOT GRAPHICS



NERVOUS BY NATURE

NERVOUS BY NATURE



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NOTE: You may alter both the scale and color to meet your manufacturing needs. REMINDER: Everything must be submitted for approval through the proper channels.

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① Goodness & Grief

豊かな表情のアートとタイポグラフィを組み合わせたクールなデザイン。

「SPOT GRAPHICS」 4

Peanuts Asset Library for Vintage, Classic 契約

GOODNESS & GRIEF
SPOT GRAPHICS



GOODNESS & GRIEF
SPOT GRAPHICS



GOODNESS & GRIEF
SPOT GRAPHICS

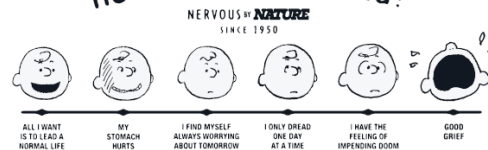


GoodnessAndGrief_52opt.eps

NOTE: You may alter both the scale and color to meet your manufacturing needs. REMINDER: Everything must be submitted for approval through the proper channels.

18

HOW ARE YOU FEELING?



GoodnessAndGrief_53opt.eps

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19

HOW ARE YOU FEELING?



GoodnessAndGrief_54opt.eps

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GOODNESS & GRIEF
SPOT GRAPHICS



GOODNESS & GRIEF
SPOT GRAPHICS



GOODNESS & GRIEF
SPOT GRAPHICS



GoodnessAndGrief_55opt.eps

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21



GoodnessAndGrief_56opt.eps

NOTE: You may alter both the scale and color to meet your manufacturing needs. REMINDER: Everything must be submitted for approval through the proper channels.

22



GoodnessAndGrief_57opt.eps

NOTE: You may alter both the scale and color to meet your manufacturing needs. REMINDER: Everything must be submitted for approval through the proper channels.

23



GoodnessAndGrief_58opt.eps



GoodnessAndGrief_59opt.eps

23



① Goodness & Grief

豊かな表情のアートとタイポグラフィを組み合わせたクールなデザイン。

「SPOT GRAPHICS」 5

Peanuts Asset Library for Vintage, Classic 契約

GOODNESS & GRIEF
SPOT GRAPHICS



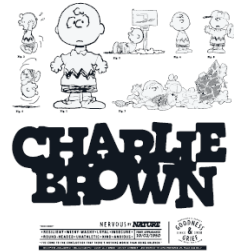
GOODNESS & GRIEF
SPOT GRAPHICS



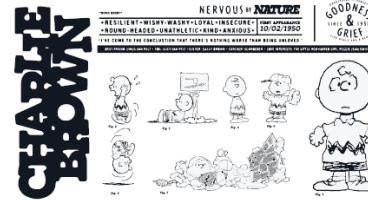
GOODNESS & GRIEF
SPOT GRAPHICS



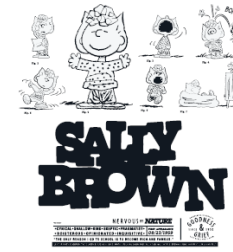
GoodnessAndGrief_60ppt.pptx



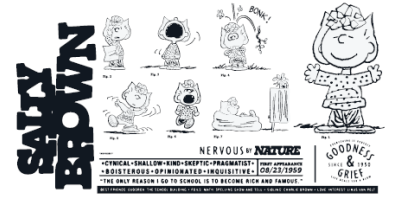
GoodnessAndGrief_61ppt.pptx



GoodnessAndGrief_62ppt.pptx



GoodnessAndGrief_63ppt.pptx



GoodnessAndGrief_64ppt.pptx

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GOODNESS & GRIEF
SPOT GRAPHICS



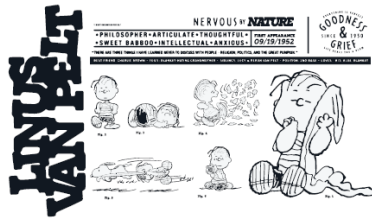
GOODNESS & GRIEF
SPOT GRAPHICS



GOODNESS & GRIEF
SPOT GRAPHICS



GoodnessAndGrief_65ppt.pptx



GoodnessAndGrief_66ppt.pptx



GoodnessAndGrief_67ppt.pptx



GoodnessAndGrief_68ppt.pptx



GoodnessAndGrief_69ppt.pptx



GoodnessAndGrief_70ppt.pptx

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① Goodness & Grief

豊かな表情のアートとタイポグラフィを組み合わせたクールなデザイン。

「SPOT GRAPHICS」 6

Peanuts Asset Library for Vintage, Classic 契約

GOODNESS & GRIEF
SPOT GRAPHICS



GOODNESS & GRIEF
SPOT GRAPHICS



GoodnessAndGrief_71apt.jpg



GoodnessAndGrief_72npt.jpg



GoodnessAndGrief_73spt.jpg



GoodnessAndGrief_74gpt.jpg

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30

NOTE: You may alter both the scale and color to meet your manufacturing needs. REMINDER: Everything must be submitted for approval through the proper channels.

31

GOODNESS & GRIEF
REPEATS



GOODNESS & GRIEF
REPEATS



GoodnessAndGrief_01apt.jpg



GoodnessAndGrief_02npt.jpg



GoodnessAndGrief_03spt.jpg



GoodnessAndGrief_04gpt.jpg



GoodnessAndGrief_05gpt.jpg

NOTE: You may alter both the scale and color to meet your manufacturing needs. REMINDER: Everything must be submitted for approval through the proper channels.

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NOTE: You may alter both the scale and color to meet your manufacturing needs. REMINDER: Everything must be submitted for approval through the proper channels.

33



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やわらかさ、癒しをテーマにした可愛らしいデザイン。

「SPOT GRAPHICS」 1

Peanuts Asset Library for Vintage, Classic 契約



COMFORT & SECURITY
SPOT GRAPHICS



Comfort&Security_01opt.eps



Comfort&Security_02opt.eps

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COMFORT & SECURITY
SPOT GRAPHICS



Comfort&Security_03opt.eps



Comfort&Security_04opt.eps

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COMFORT & SECURITY
SPOT GRAPHICS



SCHULZ

Comfort&Security_05opt.eps



SCHULZ

Comfort&Security_06opt.eps

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COMFORT & SECURITY
SPOT GRAPHICS



Comfort&Security_07opt.eps



Comfort&Security_08opt.eps

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「SPOT GRAPHICS」 2

Peanuts Asset Library for Vintage, Classic 契約

COMFORT & SECURITY
SPOT GRAPHICS



MORNING RITUALS

ComfortAndSecurity_09apt.apx



MORNING RITUALS

ComfortAndSecurity_10apt.apx

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COMFORT & SECURITY
SPOT GRAPHICS



Cuddle Puddle

ComfortAndSecurity_11apt.apx



Cuddle Puddle

ComfortAndSecurity_12apt.apx

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COMFORT & SECURITY
SPOT GRAPHICS



ComfortAndSecurity_13apt.apx



ComfortAndSecurity_14apt.apx

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COMFORT & SECURITY
SPOT GRAPHICS



ComfortAndSecurity_15apt.apx



ComfortAndSecurity_16apt.apx

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SPOT GRAPHICS



ALL the SCOOPS

ComfortAndSecurity_17apt.apx



ALL the SCOOPS

ComfortAndSecurity_18apt.apx

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COMFORT & SECURITY
SPOT GRAPHICS



PRICKLY FRIENDS



ComfortAndSecurity_19apt.apx

PRICKLY FRIENDS



ComfortAndSecurity_20apt.apx

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「SPOT GRAPHICS」 3

Peanuts Asset Library for Vintage, Classic 契約

COMFORT & SECURITY
SPOT GRAPHICS



COMFORT & SECURITY
SPOT GRAPHICS

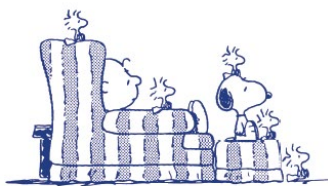


COMFORT & SECURITY
SPOT GRAPHICS



HAPPINESS IS **MOVIE NIGHT**

ComfortAndSecurity_31opt.apx



HAPPINESS IS **MOVIE NIGHT**

ComfortAndSecurity_32opt.apx



HAPPINESS IS
WARM COOKIES

FRESH FROM THE OVEN

ComfortAndSecurity_23opt.apx



HAPPINESS IS
WARM COOKIES

FRESH FROM THE OVEN

ComfortAndSecurity_24opt.apx



HAPPINESS IS **SCRITCHES**

ComfortAndSecurity_25opt.apx



HAPPINESS IS **SCRITCHES**

ComfortAndSecurity_26opt.apx

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COMFORT & SECURITY
SPOT GRAPHICS



COMFORT & SECURITY
SPOT GRAPHICS



COMFORT & SECURITY
SPOT GRAPHICS



HAPPINESS IS
HAVING a SIBLING

ComfortAndSecurity_27opt.apx



HAPPINESS IS
HAVING a SIBLING

ComfortAndSecurity_28opt.apx

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COMFORT & SECURITY
SPOT GRAPHICS



HAPPINESS IS
HELPING A FRIEND

ComfortAndSecurity_29opt.apx



HAPPINESS IS
HELPING A FRIEND

ComfortAndSecurity_30opt.apx

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COMFORT & SECURITY
SPOT GRAPHICS



HAPPINESS IS **A GOOD NAP**

ComfortAndSecurity_31opt.apx



HAPPINESS IS **A GOOD NAP**

ComfortAndSecurity_32opt.apx

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「SPOT GRAPHICS」 4

Peanuts Asset Library for Vintage, Classic 契約

COMFORT & SECURITY
SPOT GRAPHICS



COMFORT & SECURITY
SPOT GRAPHICS



COMFORT & SECURITY
SPOT GRAPHICS



HAPPINESS IS



COMFORTING A FRIEND

ComfortAndSecurity_31apt.apx

HAPPINESS IS



COMFORTING A FRIEND

ComfortAndSecurity_31apt.apx



IS WITH FRIENDS

ComfortAndSecurity_31apt.apx



IS WITH FRIENDS

ComfortAndSecurity_31apt.apx



ComfortAndSecurity_31apt.apx



ComfortAndSecurity_31apt.apx

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COMFORT & SECURITY
SPOT GRAPHICS



COMFORT & SECURITY
SPOT GRAPHICS



COMFORT & SECURITY
REPEATS



HAPPINESS is
HOGGING THE MARSHMALLOWS

ComfortAndSecurity_31apt.apx



HAPPINESS is
HOGGING THE MARSHMALLOWS

ComfortAndSecurity_40apt.apx



ComfortAndSecurity_41apt.apx



A WARM PUPPY

ComfortAndSecurity_42apt.apx

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ComfortAndSecurity_11pt.apx



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「SPOT GRAPHICS」 5

Peanuts Asset Library for Vintage, Classic 契約

COMFORT & SECURITY
REPEATS



ComfortAndSecurity_2rpt.jpg

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COMFORT & SECURITY
REPEATS



ComfortAndSecurity_3rpt.jpg

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③ Persistence

どの時代にも愛されるビンテージアイテムの復刻デザイン。

「SPOT GRAPHICS」 1-1

Peanuts Asset Library for Vintage, Classic 契約

PERSISTENCE
SPOT GRAPHICS



PERSISTENCE
SPOT GRAPHICS



Persistence_01.tgt.eps



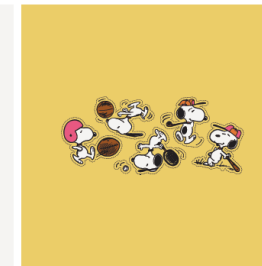
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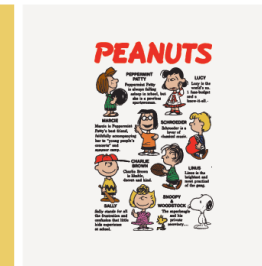
Persistence_03.tgt.eps



Persistence_04.tgt.eps



Persistence_05.tgt.eps



Persistence_06.tgt.eps

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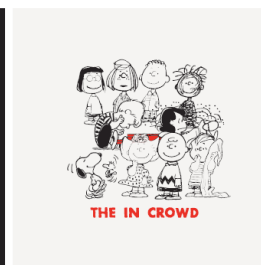
PERSISTENCE
SPOT GRAPHICS



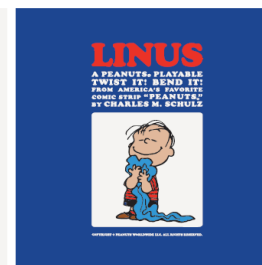
PERSISTENCE
SPOT GRAPHICS



Persistence_07.tgt.eps



Persistence_08.tgt.eps



Persistence_09.tgt.eps

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Persistence_10.tgt.eps



Persistence_11.tgt.eps



Persistence_12.tgt.eps

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③ Persistence

どの時代にも愛されるビンテージアイテムの復刻デザイン。

「SPOT GRAPHICS」 1-2

Peanuts Asset Library for Vintage, Classic 契約

PERSISTENCE
SPOT GRAPHICS

PEANUTS
STYLE GUIDE
PERSISTENCE
SPOT GRAPHICS

PEANUTS
STYLE GUIDE
PERSISTENCE
SPOT GRAPHICS

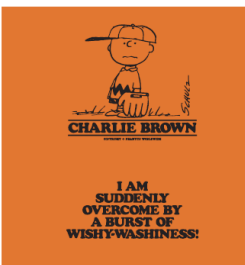
PEANUTS
STYLE GUIDE



Persistence_13opt-eps



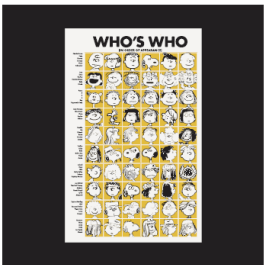
Persistence_14opt-eps



Persistence_15opt-eps



Persistence_16opt-eps



Persistence_17opt-eps



Persistence_18opt-eps



Persistence_19opt-eps



Persistence_20opt-eps

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PERSISTENCE
SPOT GRAPHICS

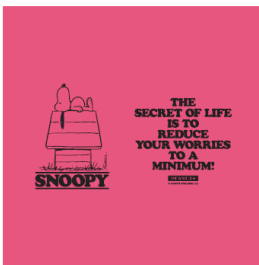
PEANUTS
STYLE GUIDE

PERSISTENCE
REPEATS

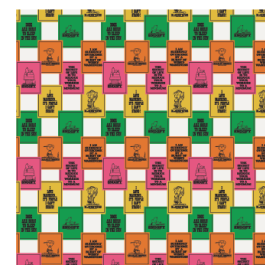
PEANUTS
STYLE GUIDE



Persistence_21opt-eps



Persistence_22opt-eps



Persistence_23opt-eps



Persistence_24opt-eps

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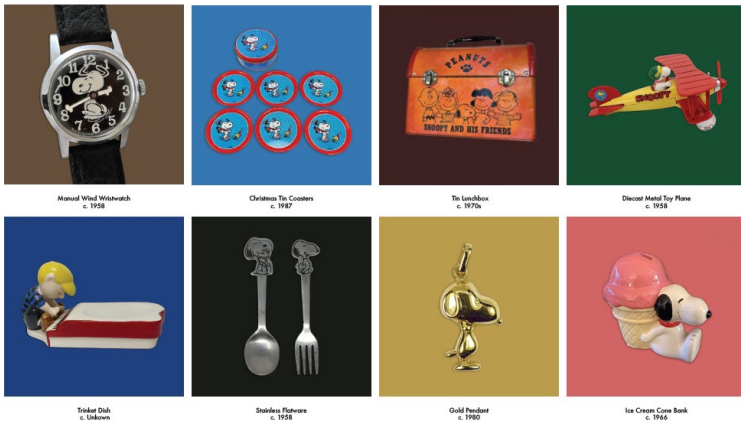
③ Persistence

どの時代にも愛されるビンテージアイテムの復刻デザイン。

「SPOT GRAPHICS」 1-3

Peanuts Asset Library for Vintage, Classic 契約

PERSISTENCE PRODUCT REFERENCE



Manusl Wrist Watch
c. 1958

Christmas Tin Coasters
c. 1947

Tin Lunchbox
c. 1970s

Discoast Model Toy Plane
c. 1958

Teardish
c. Unknown

Stainless Silverware
c. 1958

Gold Pendulum
c. 1950

Ice Cream Cone Bank
c. 1955

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PERSISTENCE PRODUCT REFERENCE



Luggage Tag
c. 1958

Metal Tin Lunchbox
c. 1999

Salt & Pepper Shakers
c. 1966

Serving Dish
c. Unknown

Joe Cool Skateboard
c. 1980s

Silver Metal Keychain
c. Unknown

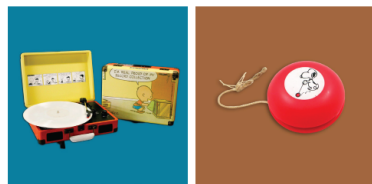
Sno-Cone Machine
c. 1970s

Table Lamp
c. 1980s

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PERSISTENCE PRODUCT REFERENCE



Portable Record Player
c. 2014

Yo-Yo
c. 1965

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RULES & GUIDELINES

GENERAL GUIDELINES

Please note: There are specific art usage rules and brand guidelines that must be adhered to when using PEANUTS artwork. A few of those guidelines are outlined here. For a complete list of art and brand usage guidelines for PEANUTS, please refer to the full PEANUTS Global Brand Guide.

RESPECTFUL USE OF IMAGES

It is important to realize that it is not only the visual image that is used in a design that is reviewed for approval, but also the spirit and context in which that image is used. Do not put the characters into a design that attempts to imply alcohol use, the use of profanity or other inappropriate environments.

DO NOT DISTORT ARTWORK

Please be attentive when enlarging or reducing artwork so as not to change the shape of the image.

MAINTAIN LINE TEXTURE AND QUALITY

One of the unique features of PEANUTS artwork is its distinctive line texture. Be aware of this quality and do not redraw or smooth the lines.

DO NOT PUT WORDS IN CHARACTERS' MOUTHS

Custom captions or phrases can be paired with PEANUTS artwork but do not attempt to write dialogue for the characters or place text in speech bubbles. All captions or phrases are subject to approval.

DO NOT FLOP ARTWORK

Artwork can not be flopped. Designs using flopped artwork will be rejected.

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 © YEAR Peanuts
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④ Friendship & Wisdom

PEANUTS GANGの友情、関係性、ふれあいにフォーカスした全ターゲットに向けた高揚感あるデザイン。

「SPOT GRAPHICS」 1-1

Peanuts Asset Library for Vintage, Classic 契約

IMPERFECT PRECISION
SPOT GRAPHICS



IMPERFECT PRECISION
SPOT GRAPHICS



Friendship&Wisdom_01opt.eps

Friendship&Wisdom_02opt.eps



Friendship&Wisdom_03opt.eps

Friendship&Wisdom_04opt.eps

Friendship&Wisdom_05opt.eps

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SPOT GRAPHICS



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Friendship&Wisdom_06opt.eps

Friendship&Wisdom_07opt.eps

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「SPOT GRAPHICS」 1-2

Peanuts Asset Library for Vintage, Classic 契約

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SPOT GRAPHICS



IMPERFECT PRECISION
SPOT GRAPHICS



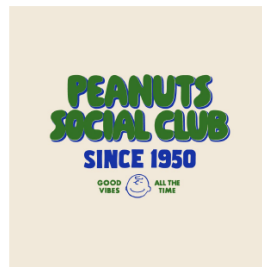
IMPERFECT PRECISION
SPOT GRAPHICS



Friendship&Wisdom_12opt.eps



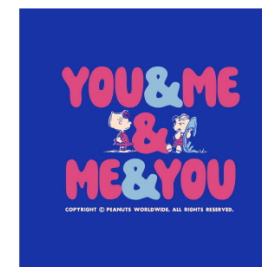
Friendship&Wisdom_11opt.eps



Friendship&Wisdom_12opt.eps



Friendship&Wisdom_12opt.eps



Friendship&Wisdom_14opt.eps



Friendship&Wisdom_12opt.eps

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SPOT GRAPHICS



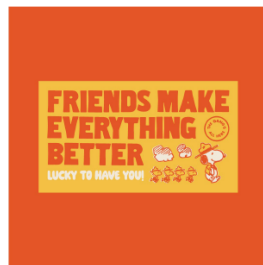
IMPERFECT PRECISION
SPOT GRAPHICS



IMPERFECT PRECISION
SPOT GRAPHICS



Friendship&Wisdom_16opt.eps



Friendship&Wisdom_17opt.eps



Friendship&Wisdom_18opt.eps



Friendship&Wisdom_19opt.eps



Friendship&Wisdom_20opt.eps



Friendship&Wisdom_21opt.eps



Friendship&Wisdom_22opt.eps

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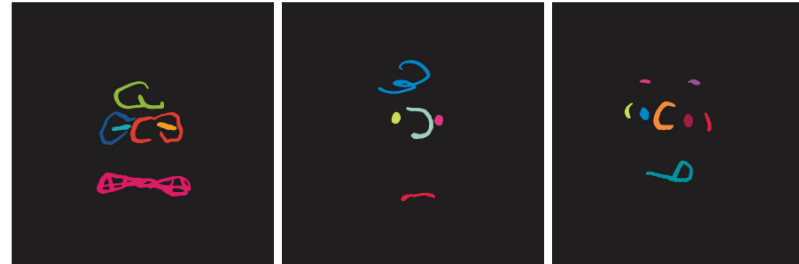
⑤ Imperfect Precision

シュルツタッチへの愛。象徴的なラインワークに注目したデザイン。

「SPOT GRAPHICS」 2-1

Peanuts Asset Library for Classic & Vintage 契約

IMPERFECT PRECISION
SPOT GRAPHICS



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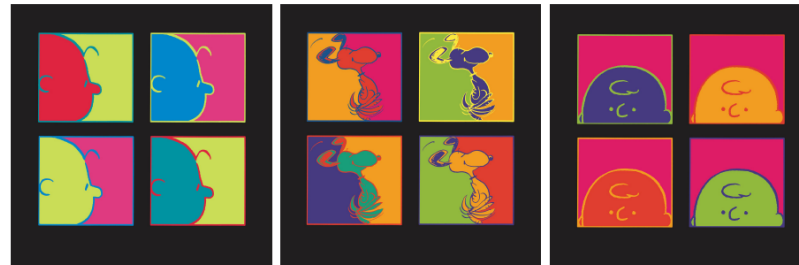
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ImperfectPrecision_03opt.eps

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IMPERFECT PRECISION
SPOT GRAPHICS



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IMPERFECT PRECISION
SPOT GRAPHICS

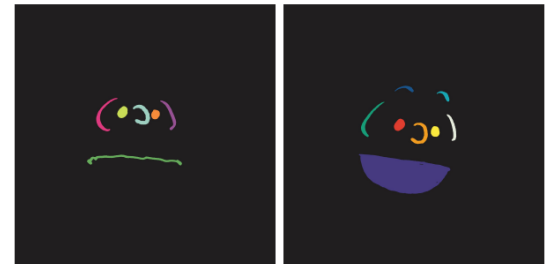


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ImperfectPrecision_09opt.eps

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「SPOT GRAPHICS」 2-2

Peanuts Asset Library for Classic & Vintage 契約

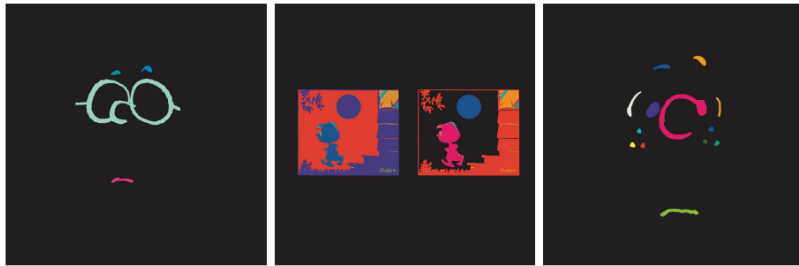
IMPERFECT PRECISION SPOT GRAPHICS



IMPERFECT PRECISION SPOT GRAPHICS



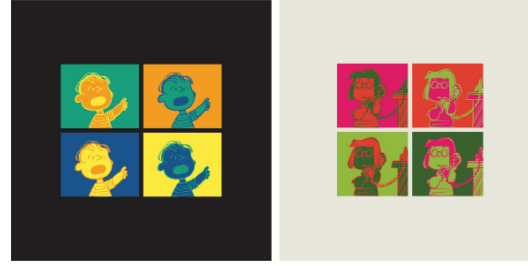
IMPERFECT PRECISION SPOT GRAPHICS



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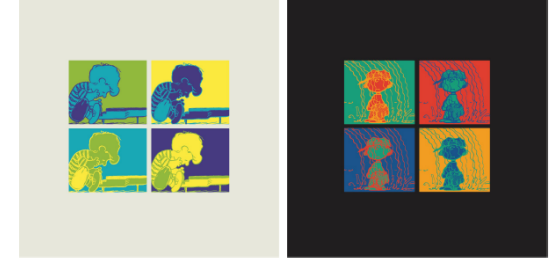
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ImperfectPrecision_15opt.eps

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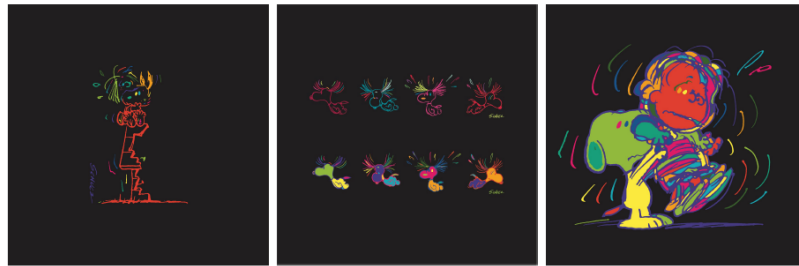
IMPERFECT PRECISION SPOT GRAPHICS



IMPERFECT PRECISION REPEATS



IMPERFECT PRECISION REPEATS



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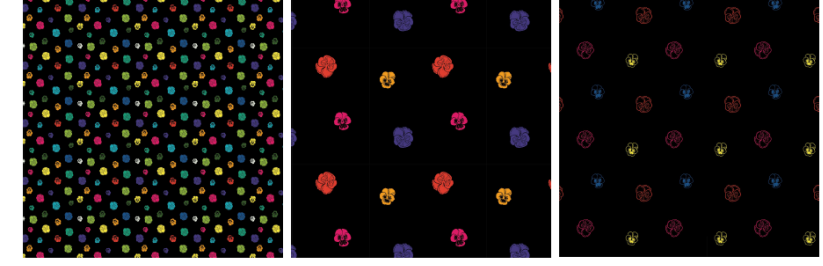
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「SPOT GRAPHICS」 2-3

Peanuts Asset Library for Classic & Vintage 契約

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IMPERFECT PRECISION REPEATS



IMPERFECT PRECISION REPEATS



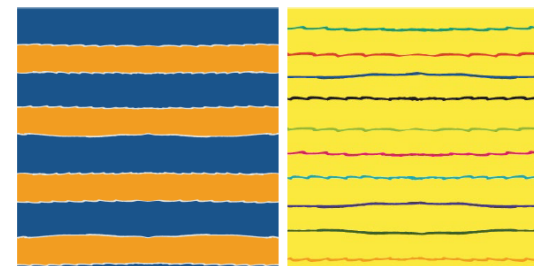
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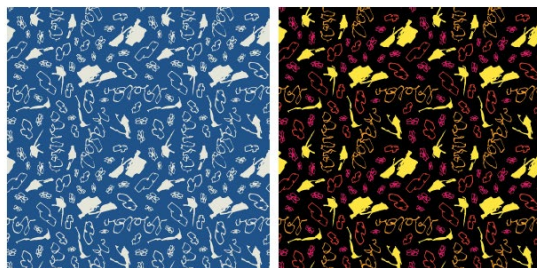
IMPERFECT PRECISION REPEATS



IMPERFECT PRECISION REPEATS

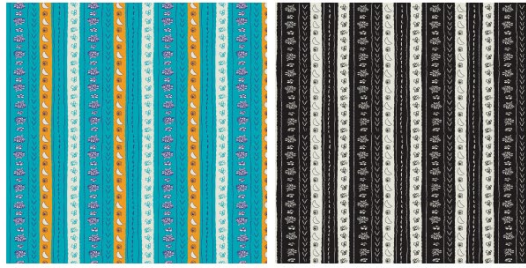


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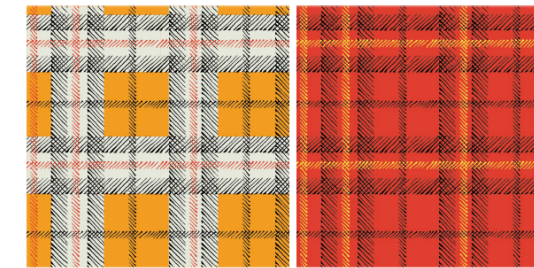
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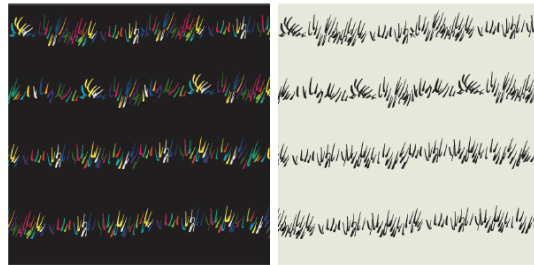
「SPOT GRAPHICS」 2-4

Peanuts Asset Library
for Classic & Vintage 契約

IMPERFECT PRECISION
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imperfectPrecision_20pt.apx

imperfectPrecision_21pt.apx

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