



## スタイルガイド一覧

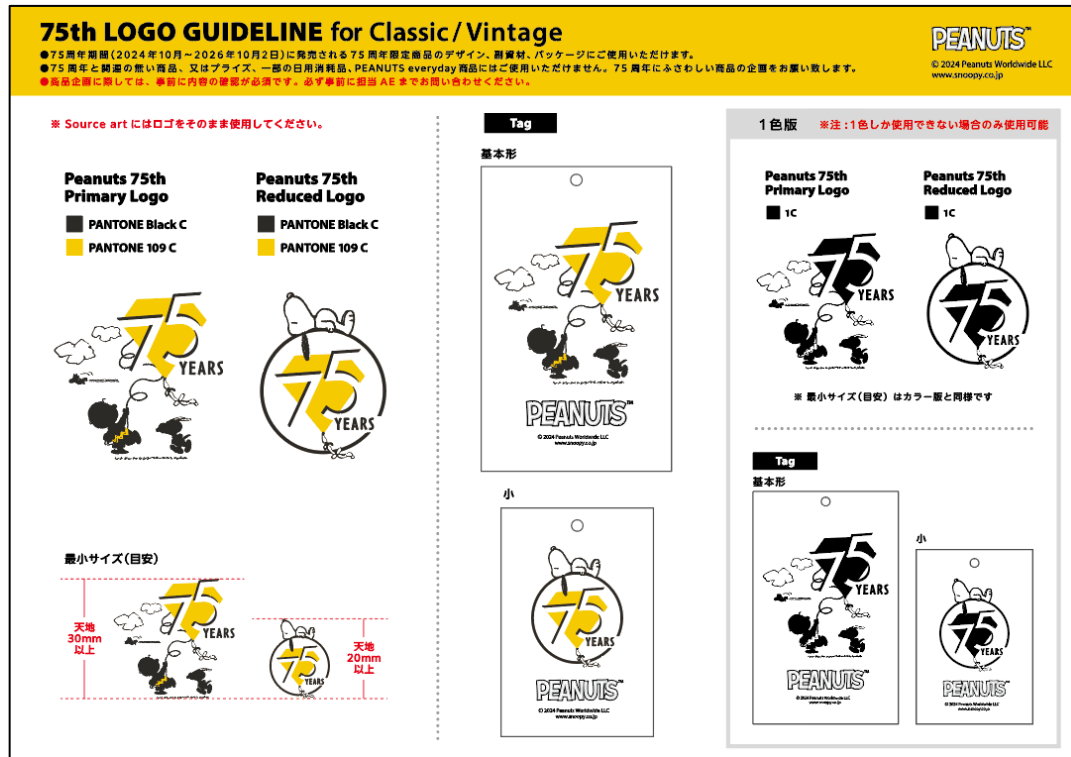
# NY作成の75周年ガイド

配布先 : Peanuts Asset Library

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

# 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5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5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。



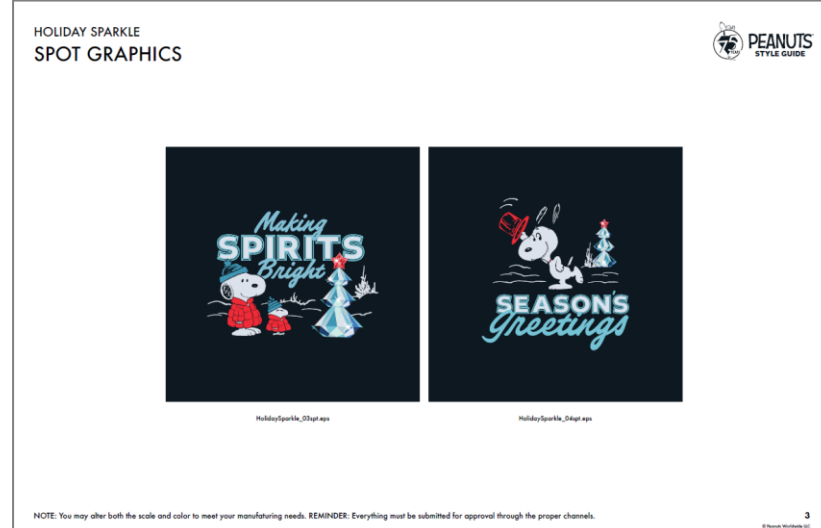
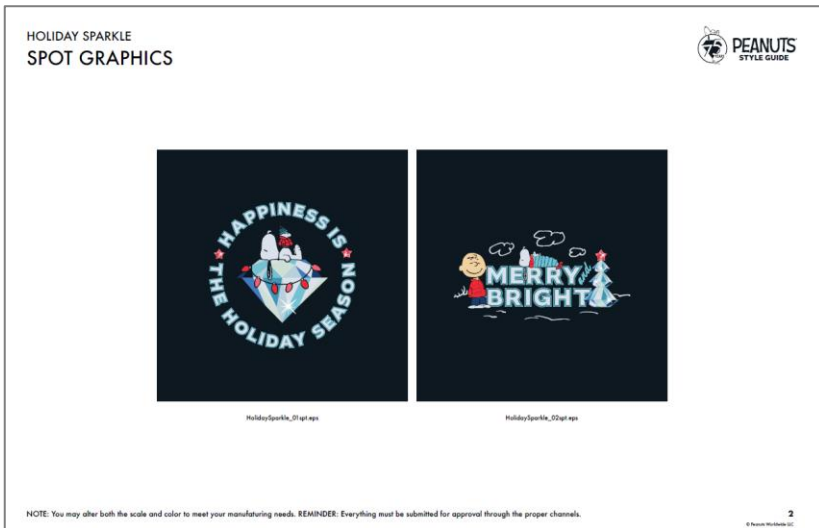
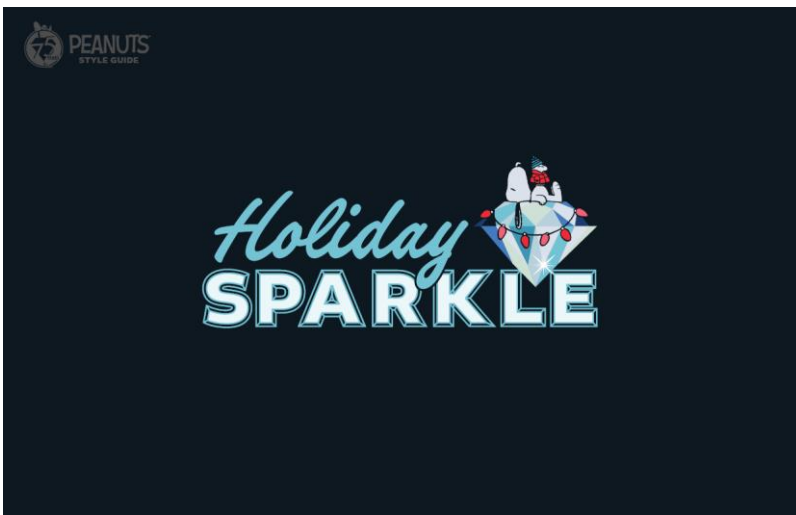
# HOLIDAY

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\_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.

4

HOLIDAY SPARKLE SPOT GRAPHICS

HolidaySparkle\_03opt.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

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.

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**

Standard copyright and trademark guidelines for PEANUTS applies. The acceptable copyright lines are:  
 © Peanuts Worldwide LLC  
 © Peanuts Worldwide  
 © Peanuts  
 © PNTS

© Peanuts Worldwide LLC



# 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



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.

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© PEANUTS INCORPORATED LLC

GOODNESS & GRIEF  
SPOT GRAPHICS



GOODNESS & GRIEF  
SPOT GRAPHICS



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」 2

## Peanuts Asset Library for Vintage, Classic 契約

GOODNESS & GRIEF  
SPOT GRAPHICS



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.

PEANUTS  
STYLEGUIDE

GOODNESS & GRIEF  
SPOT GRAPHICS



GoodnessAndGrief\_23opt.eps



GoodnessAndGrief\_23opt.eps

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PEANUTS  
STYLEGUIDE

GOODNESS & GRIEF  
SPOT GRAPHICS



GoodnessAndGrief\_27opt.eps



GoodnessAndGrief\_28opt.eps



GoodnessAndGrief\_29opt.eps



GoodnessAndGrief\_30opt.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.

GOODNESS & GRIEF  
SPOT GRAPHICS

PEANUTS  
STYLEGUIDE

GOODNESS & GRIEF  
SPOT GRAPHICS



GoodnessAndGrief\_31opt.eps



GoodnessAndGrief\_32opt.eps



GoodnessAndGrief\_33opt.eps



GoodnessAndGrief\_34opt.eps



GoodnessAndGrief\_35opt.eps



GoodnessAndGrief\_36opt.eps

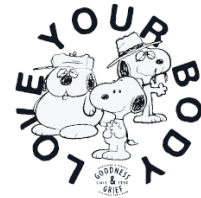


GoodnessAndGrief\_37opt.eps



GoodnessAndGrief\_38opt.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.



GoodnessAndGrief\_39opt.eps



GoodnessAndGrief\_40opt.eps



GoodnessAndGrief\_41opt.eps

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PEANUTS  
STYLEGUIDE

GOODNESS & GRIEF  
SPOT GRAPHICS



GoodnessAndGrief\_42opt.eps



GoodnessAndGrief\_43opt.eps



GoodnessAndGrief\_44opt.eps

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PEANUTS  
STYLEGUIDE

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.



# 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



BE STILL



BREATHE



BE MINDFUL



REALIZE IN BREATHE OUT



MINDFULNESS



GoodnessAndGrief\_4Spot.eps

GOODNESS & GRIEF  
GROUCHY  
SINCE  
FOREVER



GoodnessAndGrief\_4Spot.eps

SCHULZ  
GROUCHY  
SINCE  
FOREVER  
GOODNESS & GRIEF

GoodnessAndGrief\_4Spot.eps



GoodnessAndGrief\_4Spot.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.

12

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.

13

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.

14

GOODNESS & GRIEF  
SPOT GRAPHICS



GOODNESS & GRIEF  
SPOT GRAPHICS



GOODNESS & GRIEF  
SPOT GRAPHICS



GoodnessAndGrief\_4Spot.eps

NERVOUS  
1950  
SINCE

NERVOUS BY NATURE

NERVOUS  
BY  
NATURE  
1950

NERVOUS  
BY  
NATURE

GoodnessAndGrief\_5Spot.eps

NERVOUS  
BY  
NATURE  
1950

NERVOUS  
BY  
NATURE

GoodnessAndGrief\_5Spot.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.

15

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



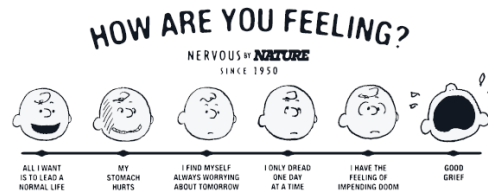
GOODNESS & GRIEF  
SPOT GRAPHICS



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.

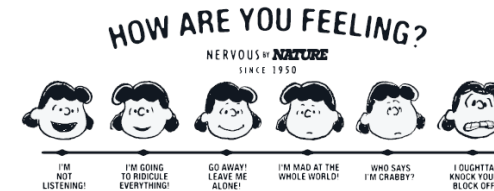
18



GoodnessAndGrief\_53opt.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.

19



GoodnessAndGrief\_54opt.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.

20

GOODNESS & GRIEF  
SPOT GRAPHICS



GOODNESS & GRIEF  
SPOT GRAPHICS



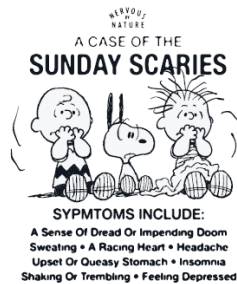
GOODNESS & GRIEF  
SPOT GRAPHICS



GoodnessAndGrief\_55opt.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.

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



# 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

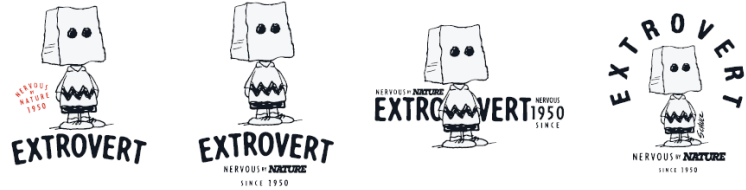
GOODNESS & GRIEF  
SPOT GRAPHICS



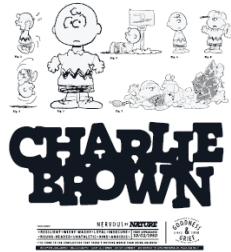
GOODNESS & GRIEF  
SPOT GRAPHICS



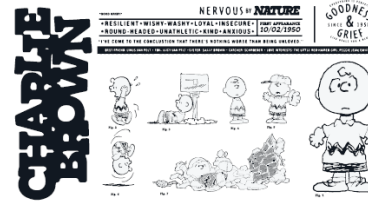
GOODNESS & GRIEF  
SPOT GRAPHICS



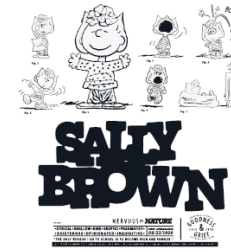
GoodnessAndGrief\_60ppt.pptx



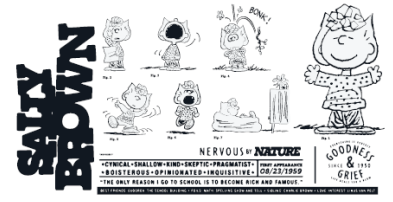
GoodnessAndGrief\_61ppt.pptx



GoodnessAndGrief\_62ppt.pptx



GoodnessAndGrief\_63ppt.pptx



GoodnessAndGrief\_64ppt.pptx

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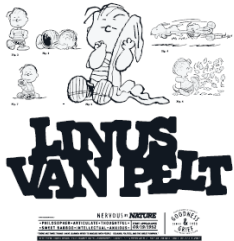
GOODNESS & GRIEF  
SPOT GRAPHICS



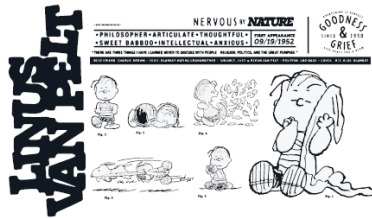
GOODNESS & GRIEF  
SPOT GRAPHICS



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

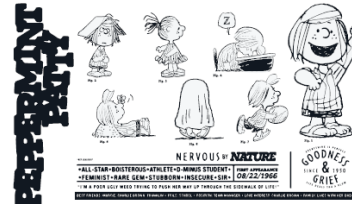
GOODNESS & GRIEF  
SPOT GRAPHICS



GOODNESS & GRIEF  
SPOT GRAPHICS



GoodnessAndGrief\_71opt.jpg



GoodnessAndGrief\_72opt.jpg



GoodnessAndGrief\_73opt.jpg



GoodnessAndGrief\_74opt.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.

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\_51opt.jpg



GoodnessAndGrief\_52opt.jpg



GoodnessAndGrief\_53opt.jpg



GoodnessAndGrief\_54opt.jpg



GoodnessAndGrief\_55opt.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.

32

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



## 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。

# 「SPOT GRAPHICS」 1

# Peanuts Asset Library for Vintage, Classic 契約



COMFORT & SECURITY  
SPOT GRAPHICS



ComfortAndSecurity\_01opt.eps



ComfortAndSecurity\_02opt.eps

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COMFORT & SECURITY  
SPOT GRAPHICS



ComfortAndSecurity\_03opt.eps



ComfortAndSecurity\_04opt.eps

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COMFORT & SECURITY  
SPOT GRAPHICS



SCHULZ

ComfortAndSecurity\_05opt.eps



SCHULZ

ComfortAndSecurity\_06opt.eps

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COMFORT & SECURITY  
SPOT GRAPHICS



ComfortAndSecurity\_07opt.eps



ComfortAndSecurity\_08opt.eps

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## 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。

# 「SPOT GRAPHICS」 2

# Peanuts Asset Library for Vintage, Classic 契約

COMFORT & SECURITY  
SPOT GRAPHICS



ComfortAndSecurity\_09opt.eps



ComfortAndSecurity\_10opt.eps

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6

COMFORT & SECURITY  
SPOT GRAPHICS



ComfortAndSecurity\_11opt.eps



ComfortAndSecurity\_12opt.eps

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7

COMFORT & SECURITY  
SPOT GRAPHICS



ComfortAndSecurity\_13opt.eps



ComfortAndSecurity\_14opt.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.

8

COMFORT & SECURITY  
SPOT GRAPHICS



ComfortAndSecurity\_15opt.eps



ComfortAndSecurity\_16opt.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.

9

COMFORT & SECURITY  
SPOT GRAPHICS



ComfortAndSecurity\_17opt.eps



ComfortAndSecurity\_18opt.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.

10

COMFORT & SECURITY  
SPOT GRAPHICS



ComfortAndSecurity\_19opt.eps



ComfortAndSecurity\_20opt.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.

11



## 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。

# 「SPOT GRAPHICS」 3

# Peanuts Asset Library for Vintage, Classic 契約

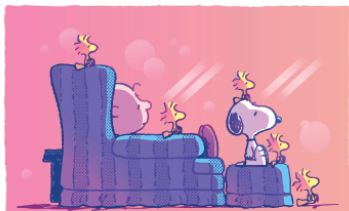
COMFORT & SECURITY  
SPOT GRAPHICS



COMFORT & SECURITY  
SPOT GRAPHICS

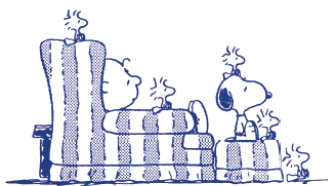


COMFORT & SECURITY  
SPOT GRAPHICS



HAPPINESS IS **MOVIE NIGHT**

ComfortAndSecurity\_31spot.eps



HAPPINESS IS **MOVIE NIGHT**

ComfortAndSecurity\_32spot.eps



**WARM COOKIES**

FRESH FROM THE OVEN

ComfortAndSecurity\_23spot.eps



**WARM COOKIES**

FRESH FROM THE OVEN

ComfortAndSecurity\_24spot.eps



HAPPINESS IS **SCRITCHES**

ComfortAndSecurity\_25spot.eps



HAPPINESS IS **SCRITCHES**

ComfortAndSecurity\_26spot.eps

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COMFORT & SECURITY  
SPOT GRAPHICS



COMFORT & SECURITY  
SPOT GRAPHICS



COMFORT & SECURITY  
SPOT GRAPHICS



HAPPINESS IS **HAVING a SIBLING**

ComfortAndSecurity\_27spot.eps



HAPPINESS IS **HAVING a SIBLING**

ComfortAndSecurity\_28spot.eps



HAPPINESS IS **HELPING A FRIEND**

ComfortAndSecurity\_29spot.eps



HAPPINESS IS **HELPING A FRIEND**

ComfortAndSecurity\_30spot.eps

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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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COMFORT & SECURITY  
SPOT GRAPHICS



HAPPINESS IS **A GOOD NAP**

ComfortAndSecurity\_31spot.eps



HAPPINESS IS **A GOOD NAP**

ComfortAndSecurity\_32spot.eps

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## 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。

# 「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

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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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



ComfortAndSecurity\_42apt.apx

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ComfortAndSecurity\_11pt.apx

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## ② comfort & Security

やわらかさ、癒しをテーマにした可愛いデザイン。

# 「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

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.





### 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\_01opt.eps



Persistence\_02opt.eps



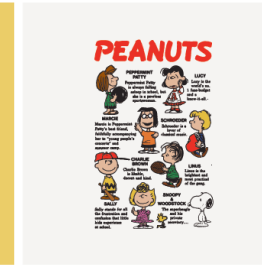
Persistence\_03opt.eps



Persistence\_04opt.eps



Persistence\_05opt.eps



Persistence\_06opt.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.

2

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.

3

PERSISTENCE  
SPOT GRAPHICS



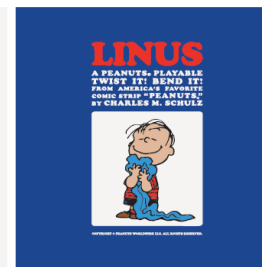
PERSISTENCE  
SPOT GRAPHICS



Persistence\_07opt.eps



Persistence\_08opt.eps



Persistence\_09opt.eps

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5





### 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

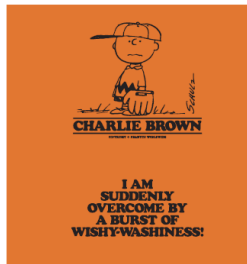
PEANUTS  
STYLE GUIDE



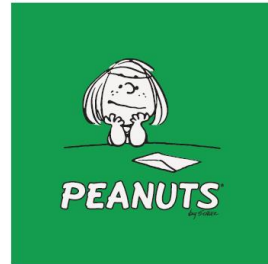
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Persistence\_14opt-eps



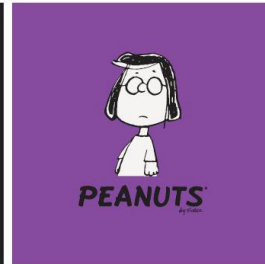
Persistence\_15opt-eps



Persistence\_16opt-eps



Persistence\_17opt-eps



Persistence\_18opt-eps



Persistence\_19opt-eps



Persistence\_20opt-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.

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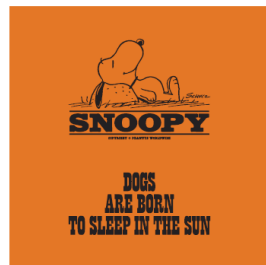
8  
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PERSISTENCE  
SPOT GRAPHICS

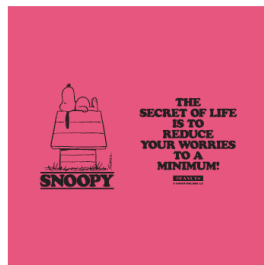
PEANUTS  
STYLE GUIDE

PERSISTENCE  
REPEATS

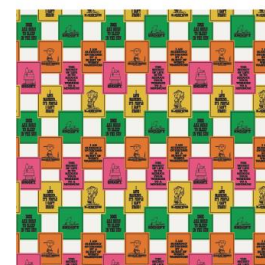
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STYLE GUIDE



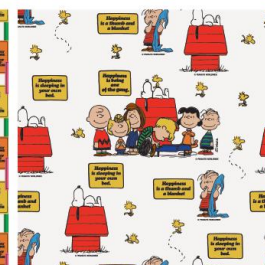
Persistence\_21opt-eps



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



Manus Watch  
c. 1958

Christmas Tin Coasters  
c. 1947

Tin Lunchbox  
c. 1970s

Disco Toy Plane  
c. 1958



Teardrop Dish  
c. Unknown

Stainless Silverware  
c. 1958

Gold Perfume  
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

Snoopy 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.

### COPYRIGHT

Standard copyright and trademark guidelines for PEANUTS applies. The acceptable copyright lines are:  
© YEAR Peanuts Worldwide LLC  
© YEAR Peanuts Worldwide  
© YEAR Peanuts  
© YEAR PNTS

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© Peanuts Worldwide LLC



# 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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IMPERFECT PRECISION  
SPOT GRAPHICS



IMPERFECT PRECISION  
SPOT GRAPHICS

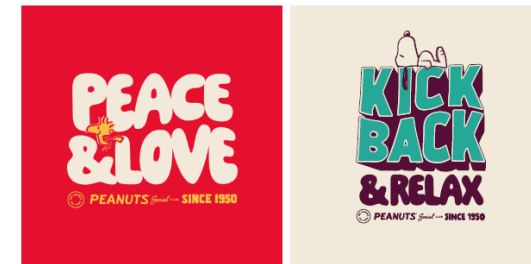


Friendship&Wisdom\_06opt.eps

Friendship&Wisdom\_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.

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Friendship&Wisdom\_08opt.eps

Friendship&Wisdom\_09opt.eps

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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」 1-2

### Peanuts Asset Library for Vintage, Classic 契約

IMPERFECT PRECISION  
SPOT GRAPHICS



IMPERFECT PRECISION  
SPOT GRAPHICS



IMPERFECT PRECISION  
SPOT GRAPHICS



Friendship&Wisdom\_12opt.jpg



Friendship&Wisdom\_11opt.jpg



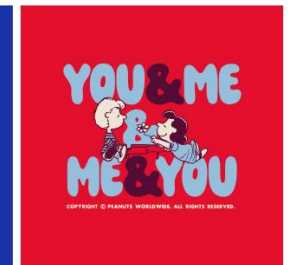
Friendship&Wisdom\_12opt.jpg



Friendship&Wisdom\_12opt.jpg



Friendship&Wisdom\_14opt.jpg



Friendship&Wisdom\_12opt.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.

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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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IMPERFECT PRECISION  
SPOT GRAPHICS



IMPERFECT PRECISION  
SPOT GRAPHICS



IMPERFECT PRECISION  
SPOT GRAPHICS



Friendship&Wisdom\_16opt.jpg



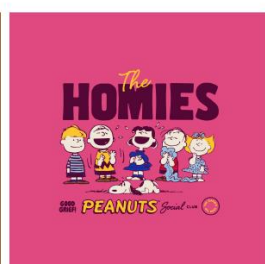
Friendship&Wisdom\_17opt.jpg



Friendship&Wisdom\_18opt.jpg



Friendship&Wisdom\_19opt.jpg



Friendship&Wisdom\_20opt.jpg



Friendship&Wisdom\_21opt.jpg



Friendship&Wisdom\_22opt.jpg

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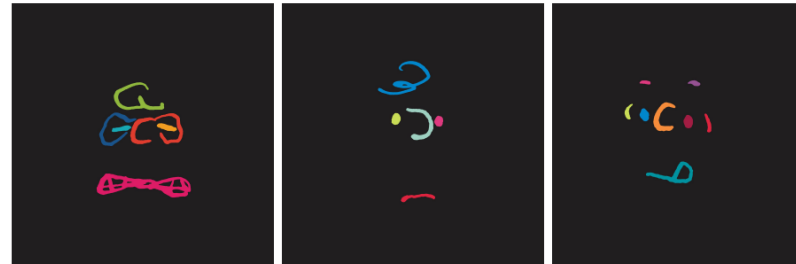
# ⑤ Imperfect Precision

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



ImperfectPrecision\_01opt.eps

ImperfectPrecision\_02opt.eps

ImperfectPrecision\_03opt.eps

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IMPERFECT PRECISION  
SPOT GRAPHICS



ImperfectPrecision\_05opt.eps

ImperfectPrecision\_06opt.eps

ImperfectPrecision\_07opt.eps

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IMPERFECT PRECISION  
SPOT GRAPHICS

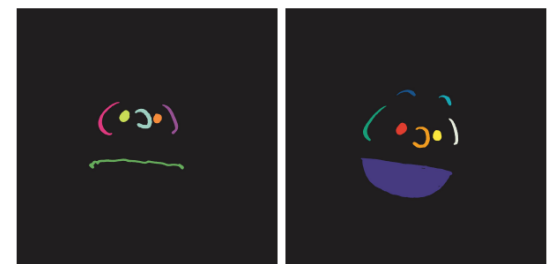


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IMPERFECT PRECISION  
SPOT GRAPHICS

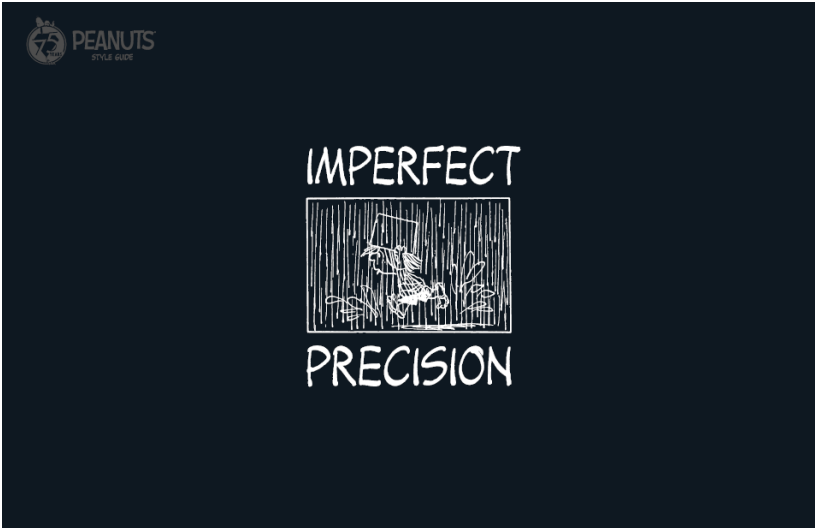


ImperfectPrecision\_08opt.eps

ImperfectPrecision\_09opt.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」 2-2

## Peanuts Asset Library for Classic & Vintage 契約

IMPERFECT PRECISION  
SPOT GRAPHICS



IMPERFECT PRECISION  
SPOT GRAPHICS



IMPERFECT PRECISION  
SPOT GRAPHICS



ImperfectPrecision\_10opt.eps

ImperfectPrecision\_11opt.eps

ImperfectPrecision\_12opt.eps

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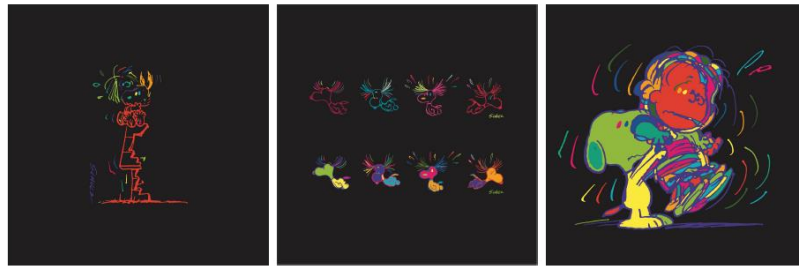
IMPERFECT PRECISION  
SPOT GRAPHICS



IMPERFECT PRECISION  
REPEATS



IMPERFECT PRECISION  
REPEATS



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ImperfectPrecision\_14opt.eps

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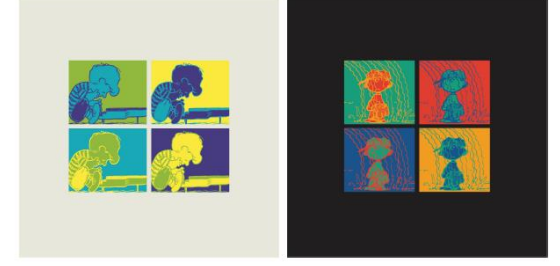


ImperfectPrecision\_01opt.eps

ImperfectPrecision\_02opt.eps

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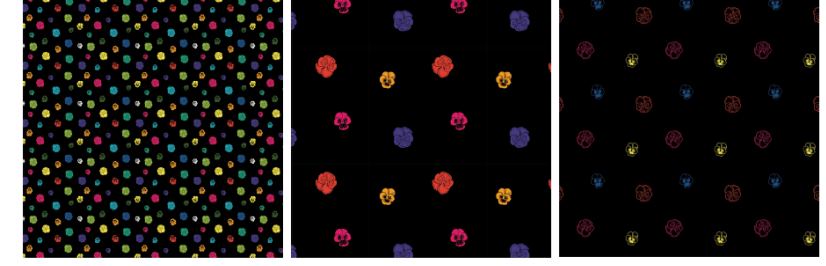


ImperfectPrecision\_15opt.eps

ImperfectPrecision\_16opt.eps

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ImperfectPrecision\_03opt.eps

ImperfectPrecision\_04opt.eps

ImperfectPrecision\_05opt.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」 2-3

### Peanuts Asset Library for Classic & Vintage 契約

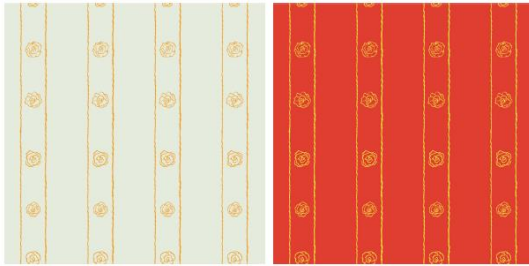
IMPERFECT PRECISION REPEATS



IMPERFECT PRECISION REPEATS



IMPERFECT PRECISION REPEATS



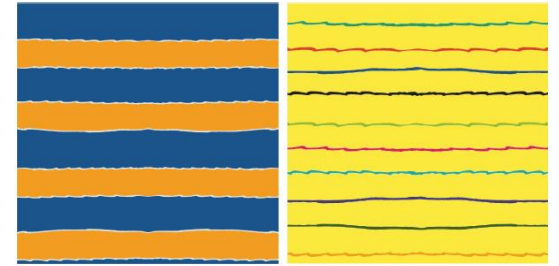
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ImperfectPrecision\_07pt.apr



ImperfectPrecision\_08pt.apr

ImperfectPrecision\_09pt.apr



ImperfectPrecision\_10pt.apr

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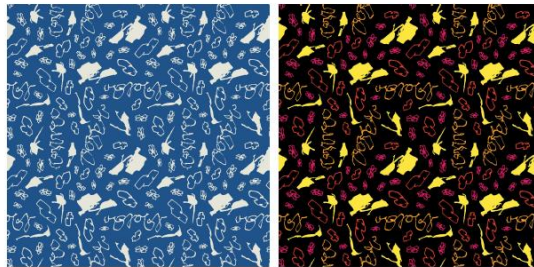
IMPERFECT PRECISION REPEATS



IMPERFECT PRECISION REPEATS



IMPERFECT PRECISION REPEATS



ImperfectPrecision\_12pt.apr

ImperfectPrecision\_13pt.apr



ImperfectPrecision\_14pt.apr

ImperfectPrecision\_15pt.apr



ImperfectPrecision\_16pt.apr

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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。

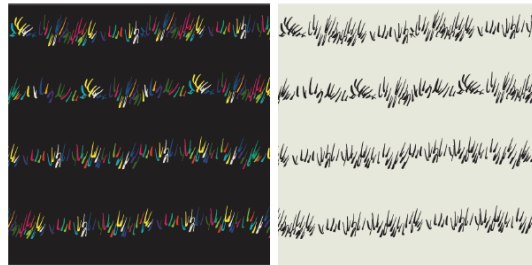
# 「SPOT GRAPHICS」 2-4

Peanuts Asset Library  
for Classic & Vintage 契約

IMPERFECT PRECISION  
REPEATS



IMPERFECT PRECISION  
REPEATS

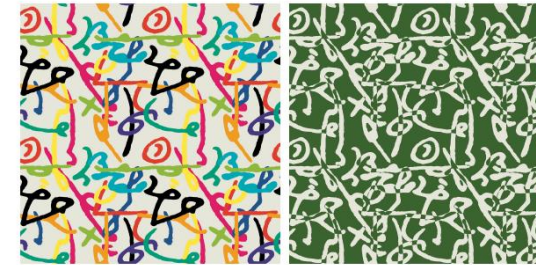


imperfectPrecision\_18pt.apx

imperfectPrecision\_18pt.apx

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imperfectPrecision\_21pt.apx

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