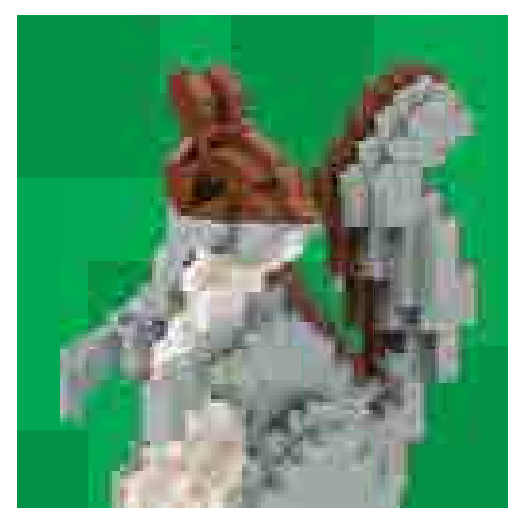




STYLE GUIDE 2015

CONDENSED VERSION 1.0



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

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

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

Just kids.



VOICE



1 HAVE FUN

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

EXAMPLE

1.

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

2.

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

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

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

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

EXAMPLE

1.

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

2.

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

3 PLAY WITH WORDS

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

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

EXAMPLE

1.

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

2.

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

4 HAVE FUN

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

LOGO





THE LOGO

The LEGOLAND® logo is composed of four parts:

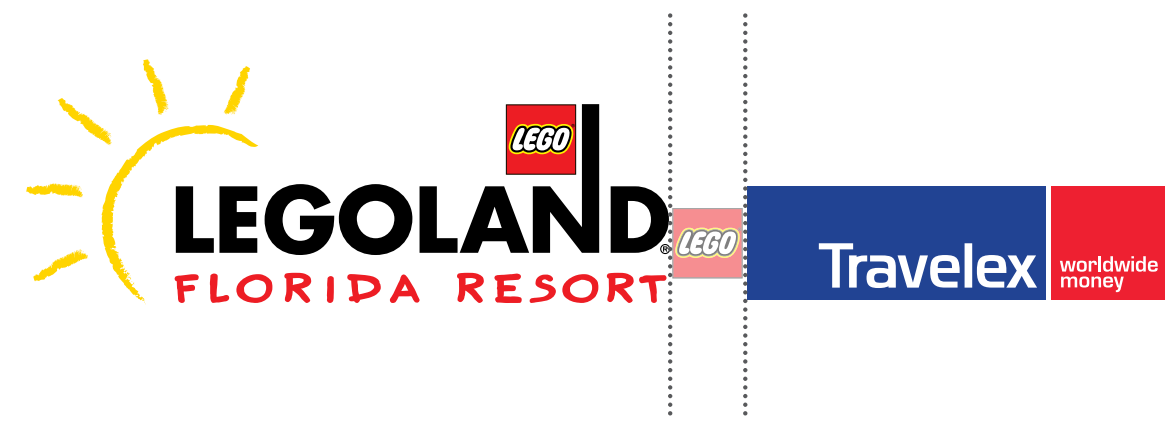
- 1** Icon
- 2** Park name
- 3** Park location
- 4** LEGO® logo

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

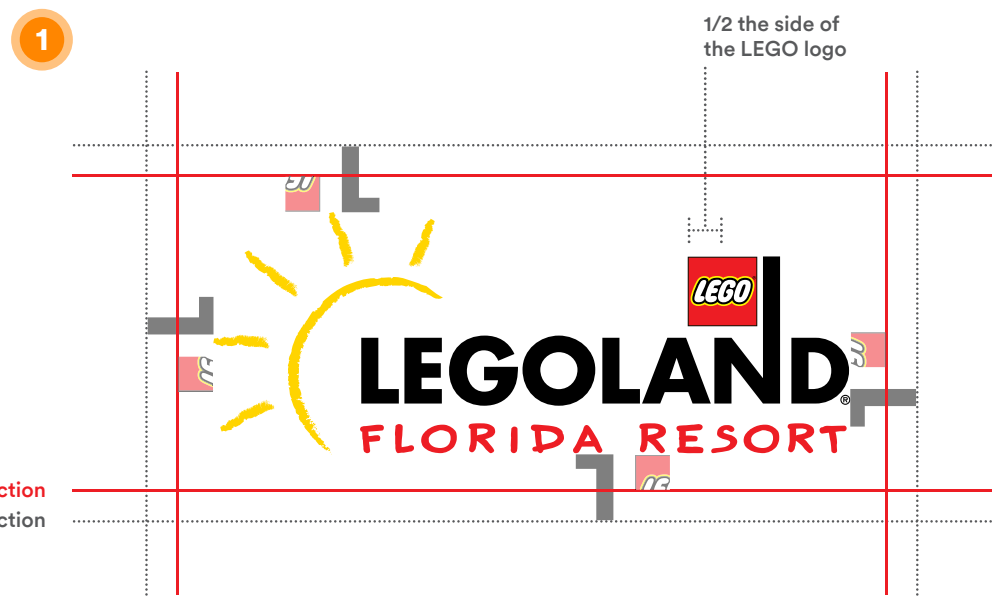
In cases where the logo becomes small, use the secondary logo to maintain the 8mm x 8mm (25 px x 25 px for digital) minimum size of the LEGO logo.



2 HORIZONTAL PARTNERSHIP LOCK-UP



3 VERTICAL PARTNERSHIP LOCK-UP



BORDER PROTECTION

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

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

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

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





LOGOS FOR DIFFERENT BACKGROUNDS

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

Avoid colors that vibrate against each other.

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

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

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

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

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

5 Inverse logo. Use against dark toned backgrounds.

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

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





Do not place logo on a busy background.



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



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



Do not tilt the logo.



Do not stretch or distort the logo.



Do not flip or reflect the logo.



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



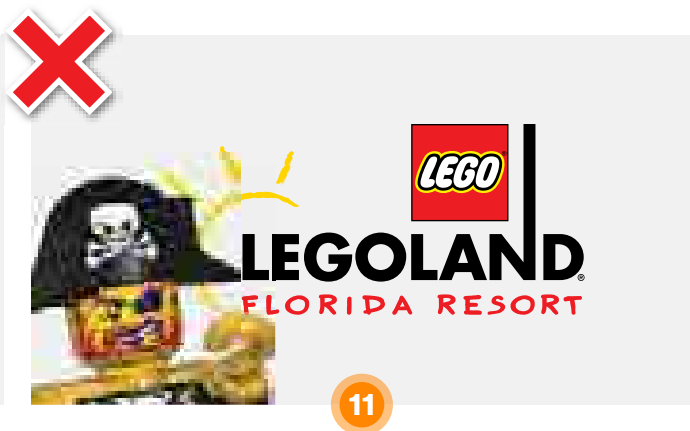
Do not remove parts of the logo.



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



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



Do not obstruct the logo with any imagery or copy.

1 WORD MARK

...am, consectetur
...tempor incididunt ut labore et dolore
...nam ad minim veniam, quis nostrud exer
...laboris nisi ut aliquip ex ea commodo conse
...amet **LEGOLAND® Florida Resort** in velit
...e eu fugiat nulla pariatur. Excepteur sint
...proident, sunt in culpa deserunt mollit
...Lorem ipsum dolor sit amet, con
...mod tempor

2 LEGAL LINE

LEGO, the LEGO logo, the Brick and Knob configurations, the Minifigure and LEGOLAND are trademarks of the LEGO Group.
©2014 The LEGO Group.

3 SHORTENED LEGAL LINE

©2015 The LEGO Group.

4 LEGAL LINE FOR CO-PROMOTIONS

® The LEGOLAND trademark is a property of the LEGO Group and is used here with special permission.






LEGAL & WORD MARK

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

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

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

- 3** Use the shortened legal line for billboards and creative that is limited in space.
- 4** Legal line for when using the LEGOLAND® logo in co-promotions.

 1 LEGOLAND® Florida Resort	 2 LEGOLAND® Florida Resort	 3 LEGOLAND® Florida Resort's	 4 At LEGOLAND®, kids are heroes.	 5 Buy your LEGOLAND® Florida Resort tickets here!
--	--	--	--	---







Avoid using hyphens.

Keep the word mark in one line.

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

Always follow the word mark with a descriptive noun.

Use text when mentioning the word mark in copy.

 LEGOLAND-Florida Resort	 LEGOLAND® Florida Resort	 LEGOLAND's	 LEGOLAND heroes.	 Buy your  tickets here!
---	--	--	--	--

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

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

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

Do not use the word mark as a noun.

Do not insert the logo into headlines or body text.

TYPOGRAPHY



1 CIRCULAR BOOK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*(){}[]+=_?<>

CIRCULAR BOOK ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&(){}[]+=_?<>*

2 CIRCULAR MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*(){}[]+=_?<>

CIRCULAR MEDIUM ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&(){}[]+=_?<>*

3 CIRCULAR BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*(){}[]+=_?<>

CIRCULAR BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*(){}[]+=_?<>

4 CIRCULAR BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*(){}[]+=_?<>

CIRCULAR BLACK ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*(){}[]+=_?<>

BRAND TYPEFACE

LEGOLAND® Florida Resort uses the Circular font family as its official typeface. The minimum type size should not be smaller than 6 pt.

Circular italics may only be used as illustration text, headlines, and for calling out important information. These fonts may not be used as pieces of body text because they are difficult to read.

- 1** Circular Book. Use in body copy and regular text.
- 2** Circular Medium. Use in body copy and regular text. This weight is recommended for smaller text sizes.

- 3** Circular Bold. Use for subheadlines copy, links, and highlighting certain parts in body copy.
- 4** Circular Black. Use for all headlines, labels, and buttons.

VERDANA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*(){}[]+=_?<>

VERDANA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*(){}[]+=_?<>

VERDANA ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&(){}[]+=_?<>*

VERDANA BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*(){}[]+=_?<>

WEB TYPEFACE

Verdana is the official web typeface for the LEGOLAND® brand. Use this font when Circular is not available for use. Other use for this font would be for body text in digital formats.

1

LABEL HERE

2

HEADLINE GOES HERE

3

Subheadline goes here.

4

Dollame voluptae. Nus molupta tureped maiorrum quiam voluptatio in nest, comninin plam volupti doluptus re poreprat imust, cone nonsequ atectusam, optaess equatisqui dolut optaten esequia dolum quae perum et est quatem. Rovitec ullaboraas modis sanisti ossunt optat omnimpe ribusda eroratia ditis alit, solupis eate am illorpo rerataspient ulloreium as et quiatur? Quia quam estio. Ur, sundaeribus eum simi, omnimpo remporum aut odis sero im inctotas estrunt omnis ulluptas esedis aut pro blabo.



COPY STRUCTURE EXAMPLE

COPY STRUCTURE

The headline and body copy are required components to make a copy structure. Labels and subheadlines are optional.

1

Labels and buttons must always be in capital letters and use Circular Black. It is recommended to add a 100 pt. kern, and make them 2.5 times smaller than the headline.

2

The headline should always be in capital letters and use Circular Black. Add a 30 pt. kern in instances when the headline is used as display type.

3

The subheadline should always be in letter case and use Circular Bold. It is recommended that the subheadline is at least a third smaller than the headline.

4

Body copy can use either Circular Book or Circular Medium, depending on the size of the font. Use the medium weight for better visibility.

It is recommended that the body copy is at least a quarter of the size of the headline. The recommended leading size is 6 pt. more than the font size.

Body copy should always be colored either white, black or dark grey to maximize legibility.

ASSETS



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

COLORS

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

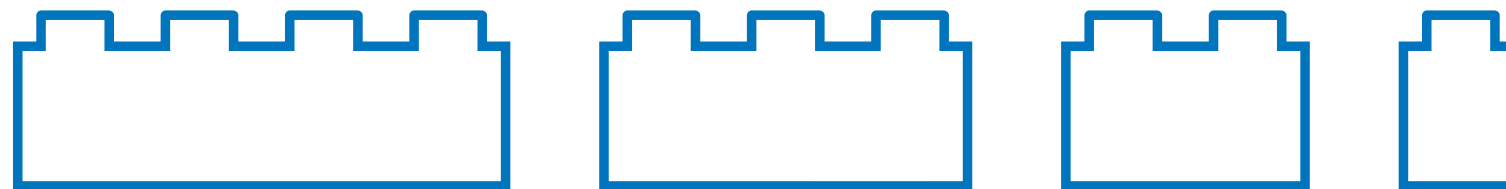
Use the primary colors as the main color palette.

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

1 SOLID BRICKS



2 OUTLINED BRICKS



BRICKS

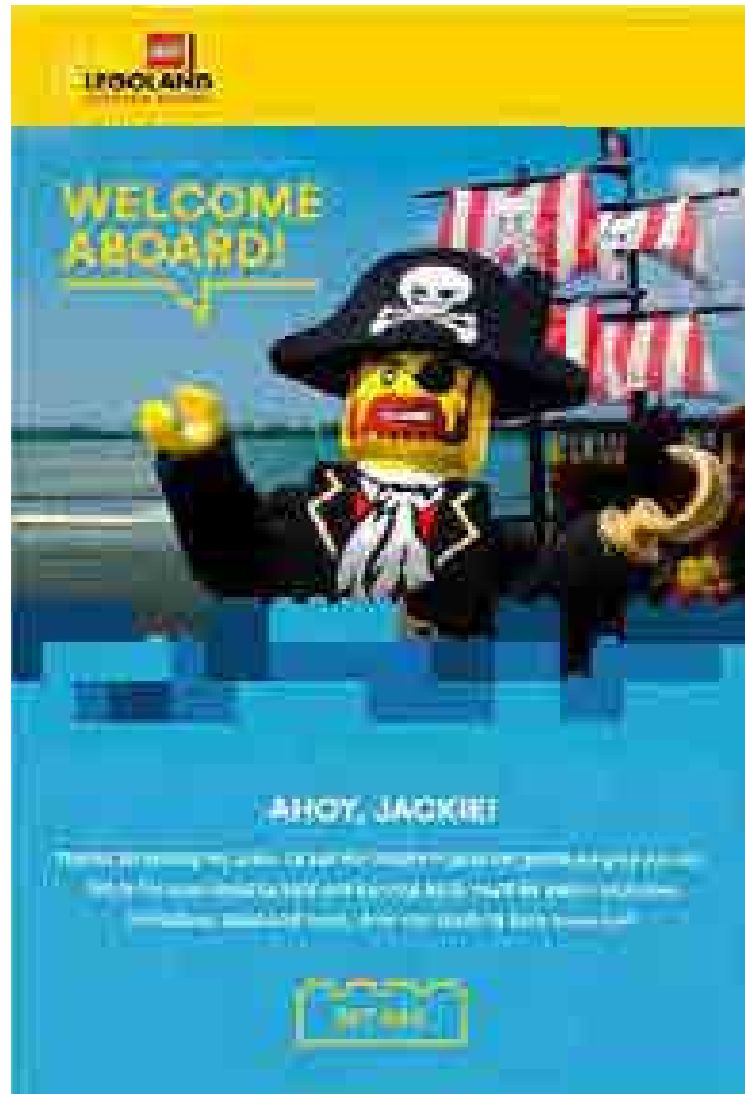
The LEGOLAND® Florida Resort brand should always use the flat version of the LEGO® brick. 3D bricks, or bricks appearing in different angles cannot be used.

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

There are 2 main brick styles:

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

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



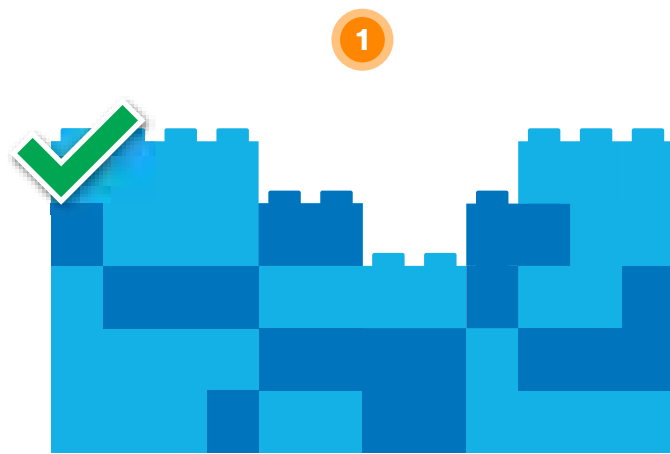
1

USED AS AN ACCENT PIECE

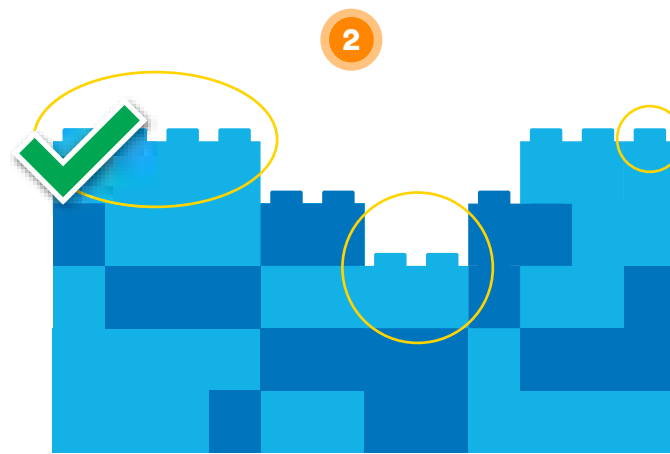


2

USED AS A HOLDING CONTAINER



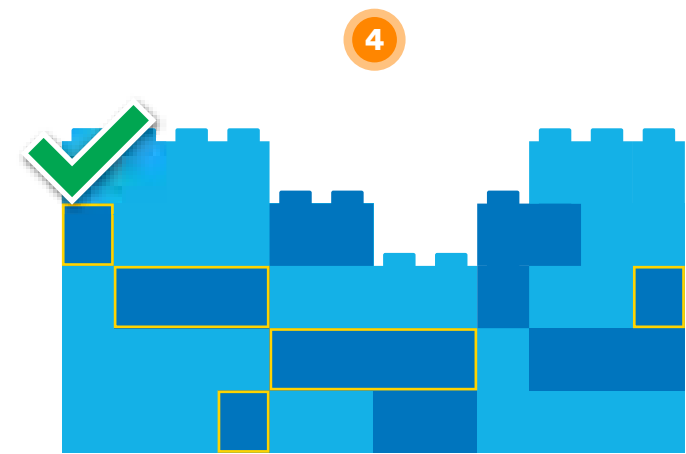
Keep the bricks proportionate to reality.



Make sure the knobs are intact and not cropped off.



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



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



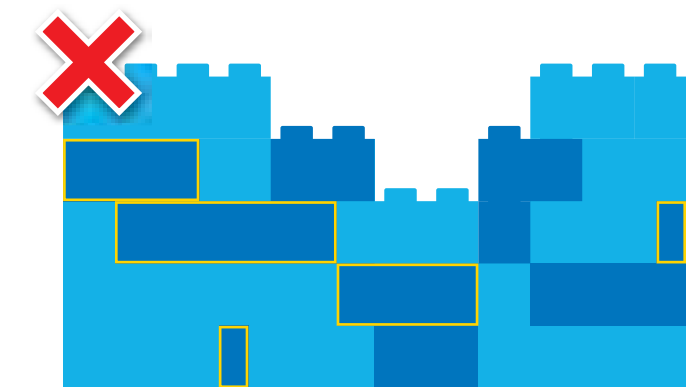
Do not place bricks where they wouldn't be able to connect in reality.



Do not remove or cut off knobs of the bricks.



Do not show the brick wall as a solid color.

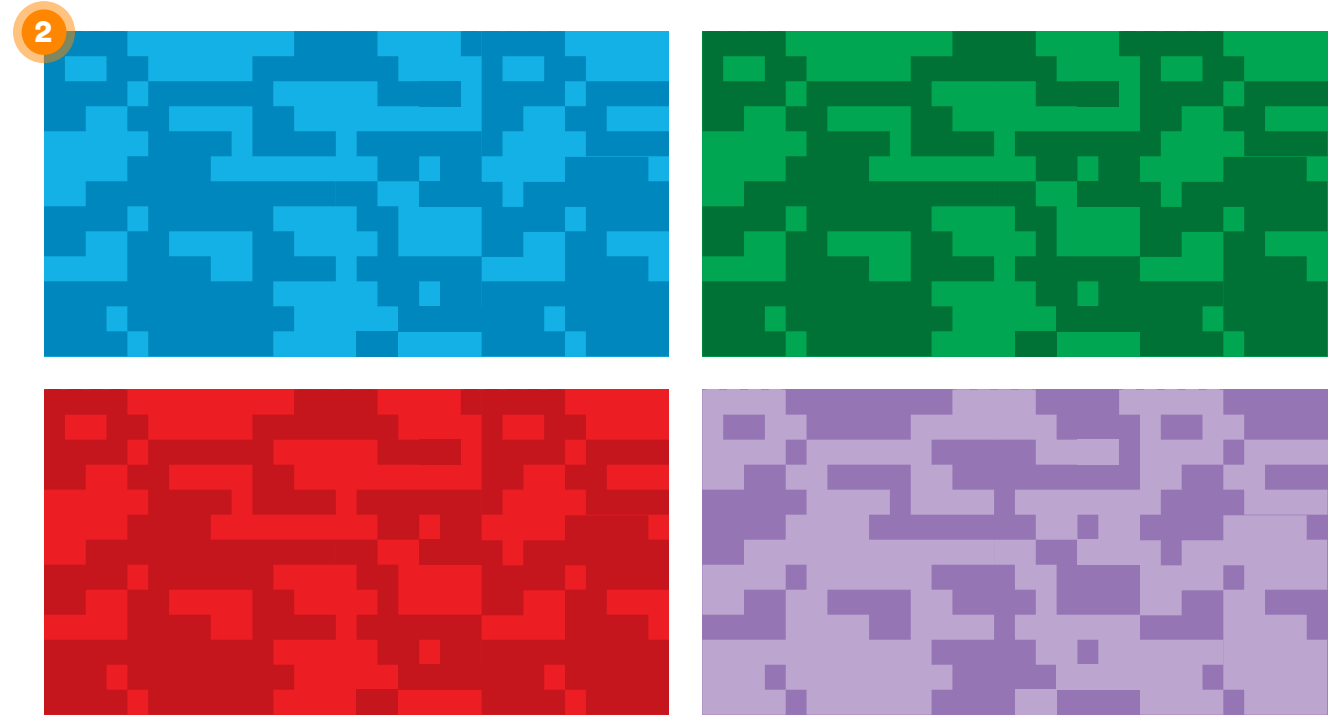


Do not adjust block sizes and borders to fill gaps.

BRICK WALL DO'S & DON'TS

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

Refer to these guidelines to better understand the structure.



BLOCK PATTERN

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

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

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

Do not mix different colors in the pattern.

Refer to the next page for further guidance.



1

USED AS A BACKGROUND



2

USED FOR CONTENT BLOCKING

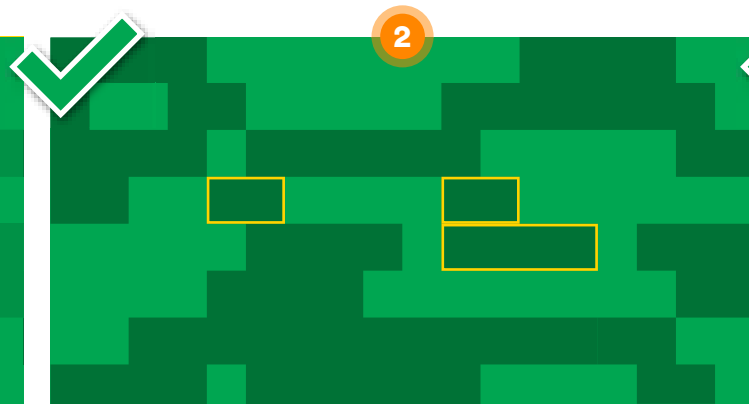


2

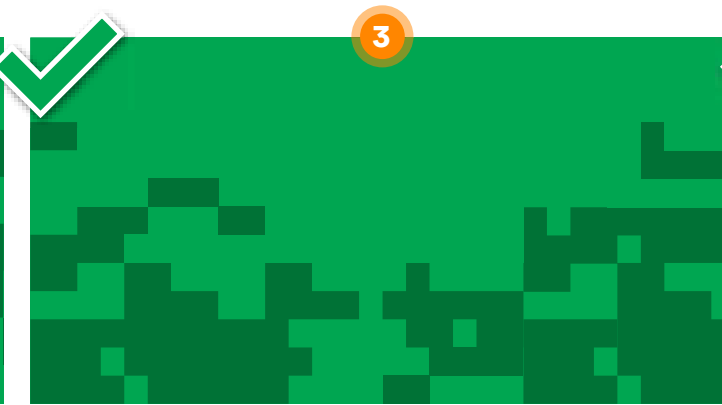
USED AS A TEXTURE



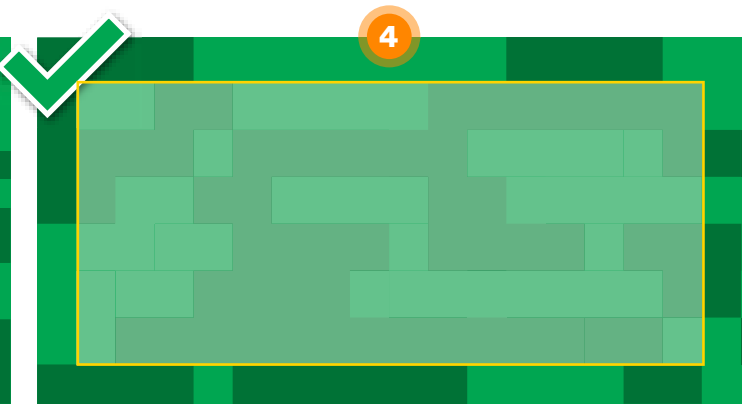
Decrease the opacity of the darker blocks to increase legibility of copy or imagery.



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



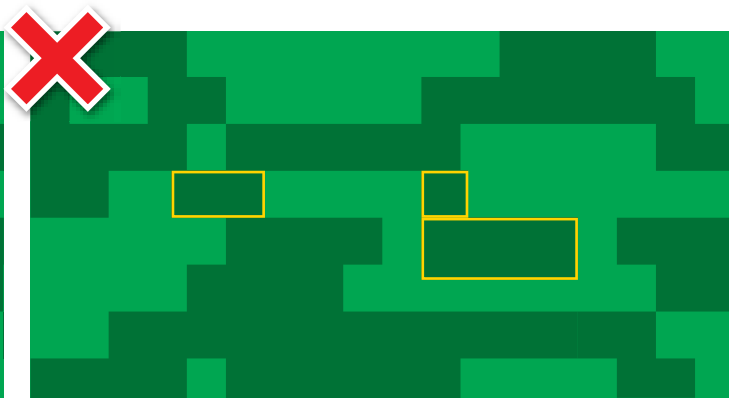
Make a gradual transition between the block pattern and color block.



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



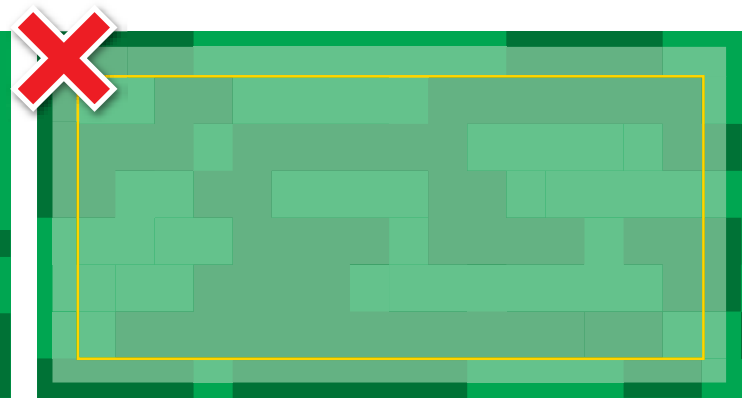
Do not place copy or imagery on a busy pattern background.



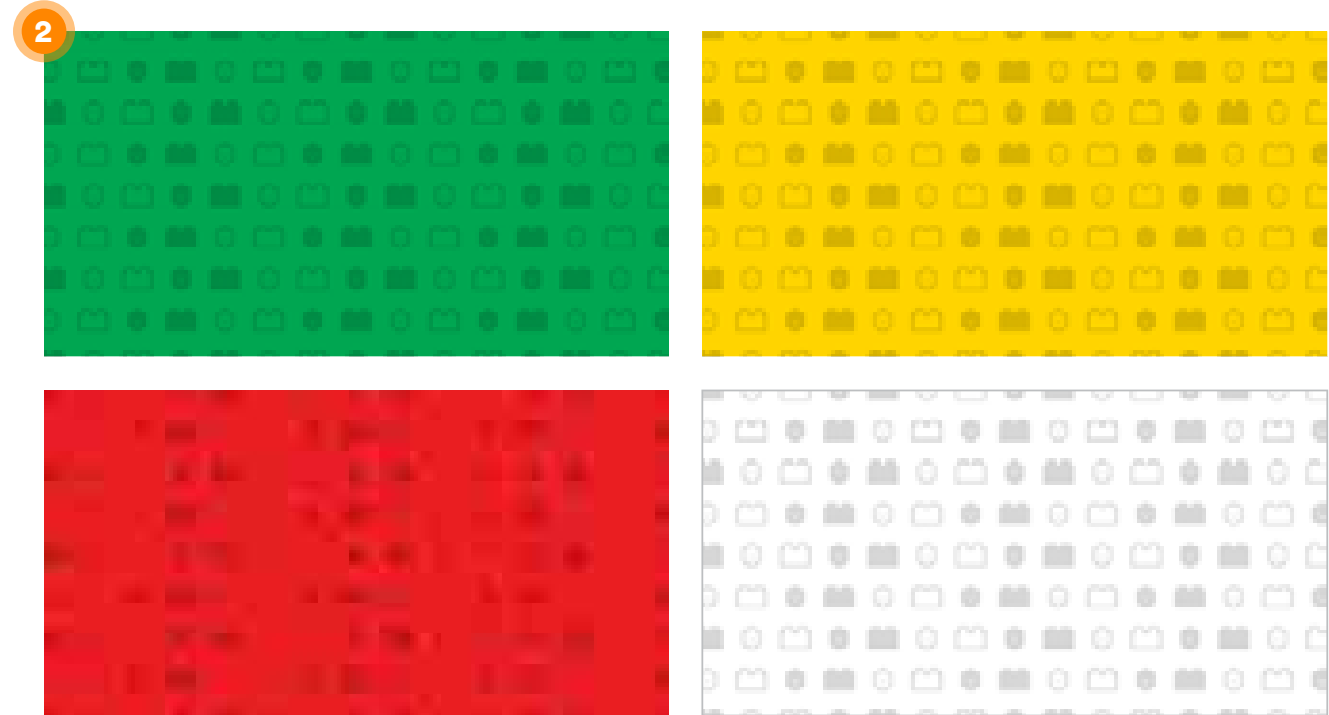
Do not have shape sizes that are not proportionate to actual LEGO® block sizes.



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



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



ICONIC PATTERN

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

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

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

Refer to the next page for further guidance.



1

USED AS A BACKGROUND



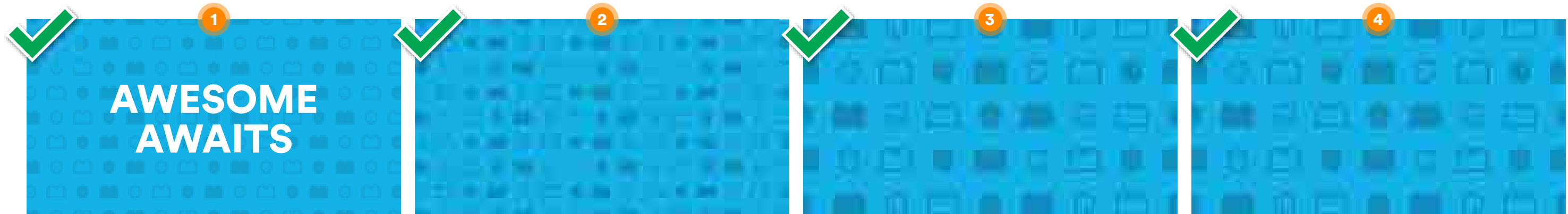
2

USED FOR CONTENT BLOCKING



3

USED AS A TEXTURE

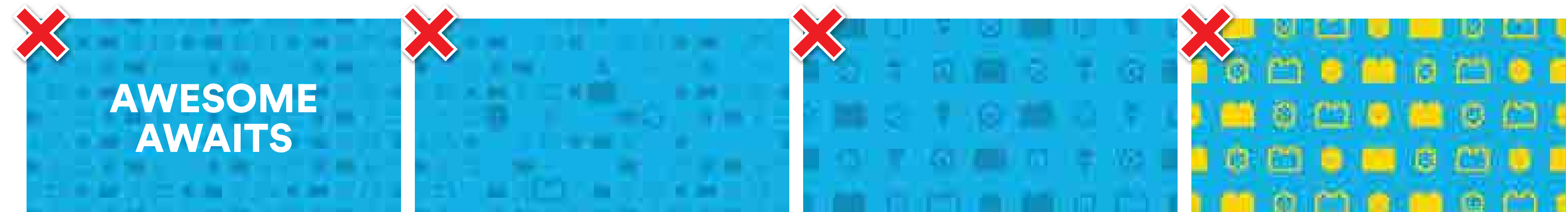


Decrease the opacity of the icons to increase legibility of copy or imagery.

Keep the icon size and position as is.

Keep the icon design as is.

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



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

Do not remove or move icons in the pattern.

Do not change the icon design in the pattern.

Do not change the colors of the icons.



1

COSTUME CHARACTER



2

BRICK CHARACTER



3

TOY CHARACTER



4

ILLUSTRATED CHARACTER

CHARACTER TYPES

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

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

Refrain from mixing character types in a piece of creative.

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

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

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

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

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



1

BRICK PROPS



2

TOY PROPS



3

ILLUSTRATED PROPS

PROP TYPES

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

Avoid mixing different types in a single piece of creative.

1 Brick props. This type consists of individual pieces of LEGO® bricks, as well as objects made out of bricks

Brick props must be used whenever possible before resorting to the other prop types.

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

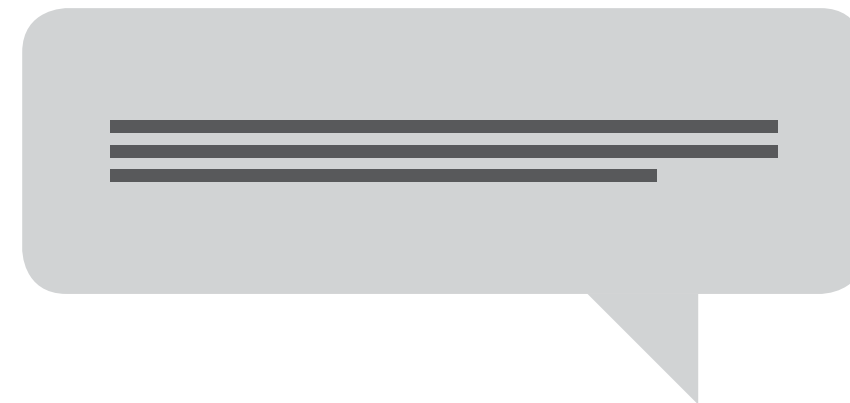
3 Illustrated props. Use in special cases, including LEGO® Friends, LEGO Ninjago, and LEGO Club Magazine.

1 LINEAR STYLE

HEADLINE GOES HERE



2 BUBBLE STYLE



TALK BUBBLES

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

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

Circular Black must be used in this talk bubble style.

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

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

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

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



1 DIMENSIONAL ICONS

2 FLAT ICONS

ICONOGRAPHY

Icons are used throughout the LEGOLAND® brand as symbols, indicators, and design elements.

The design of the icons should be fun and simple. They should be made out of simple shapes and thick strokes so they remain legible when sized down.

There are 2 main types of icons.

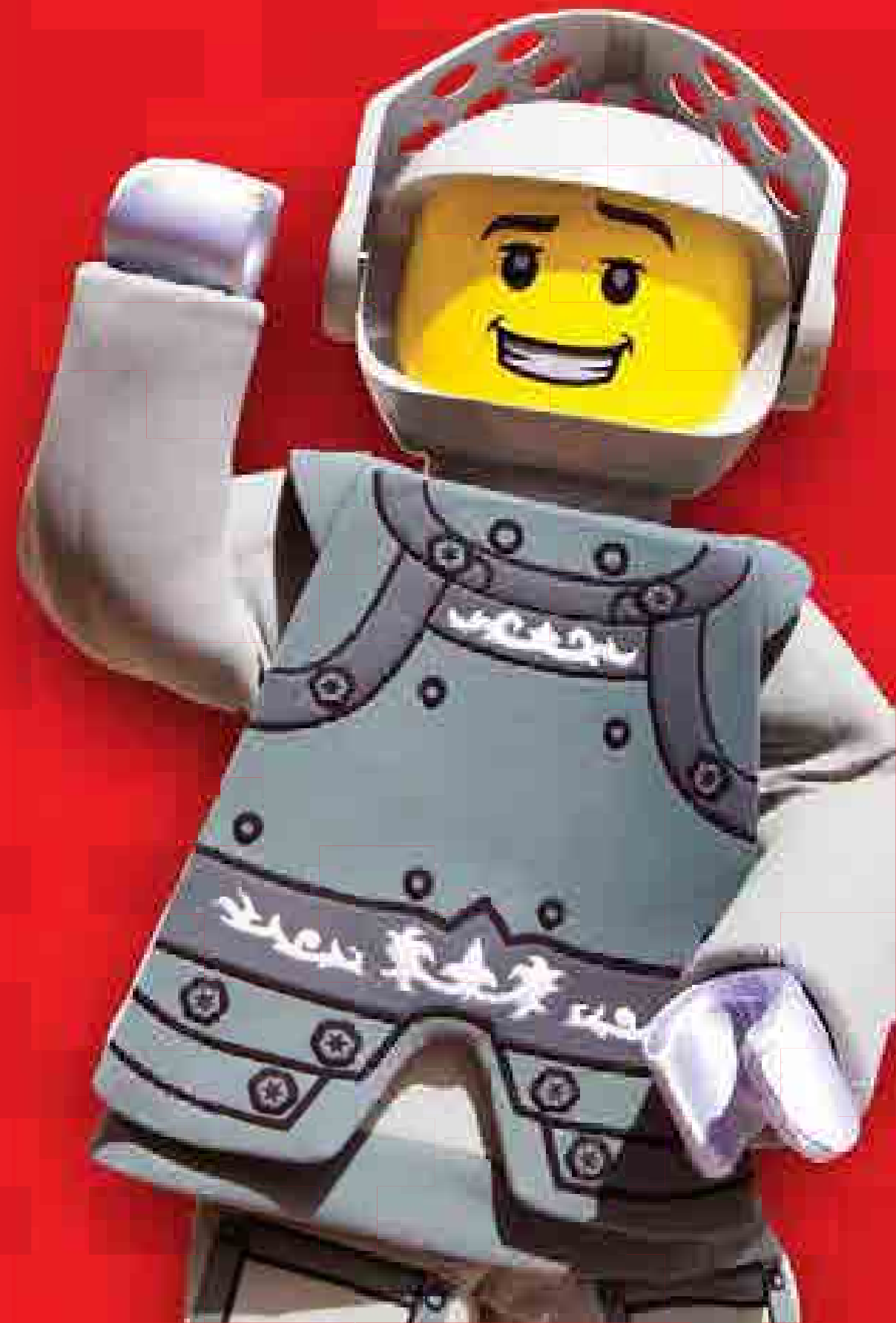
1 Dimensional icons. Use this style of icons as much as possible before resorting to the flat.

These icons use the brand primary and secondary colors with the darker tones to complement. The darker tones always have a 50–70% opacity to prevent strong contrasts.

2 Flat icons. Use when the creative space the icons live in becomes busy.

The colors of this icon style can be changed to any of the brand colors.

PHOTOGRAPHY





Photography will be treated in a documentary style, where reactions of the talent feel natural, rather than staged. Photographs are to be vibrant, and shot from dynamic angles, creating a feeling of excitement and fun.



KID-FOCUSED PHOTOGRAPHY

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

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

Keep a balanced representation of racial groups and genders.

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

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





ACTION-FOCUSED PHOTOGRAPHY

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

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





RESORT-FOCUSED PHOTOGRAPHY

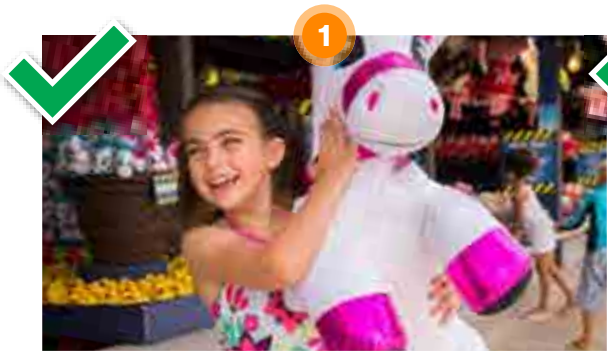
Some photography will focus on specific attractions. Photos should show a good sense of what the attraction looks like and what to expect. Capture rides in dynamic angles that create a sense of movement and energy.

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

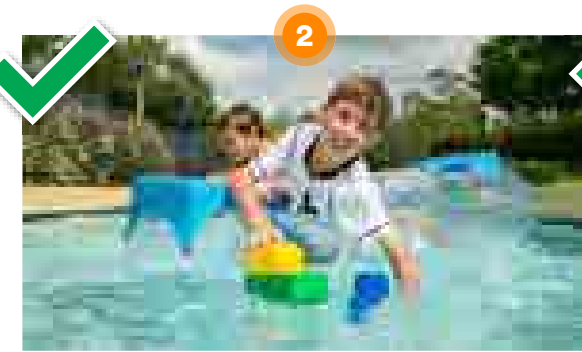
Park staff that are included in photos must look friendly and approachable.

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





People should look natural and unstaged.



Keep the image as real as possible.



Kids should be happy and having fun.



Kids should be the only subjects in the photo.



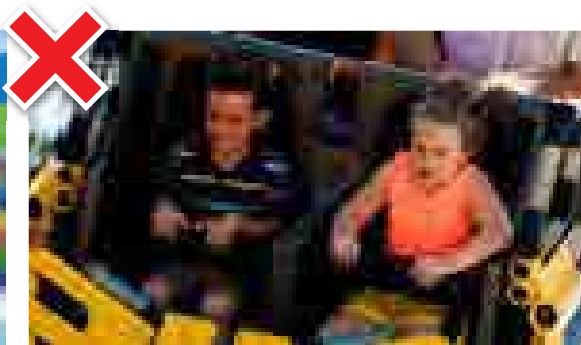
Photos must be in high resolution.



Photography of people should not look staged.



Don't collage/composite images.



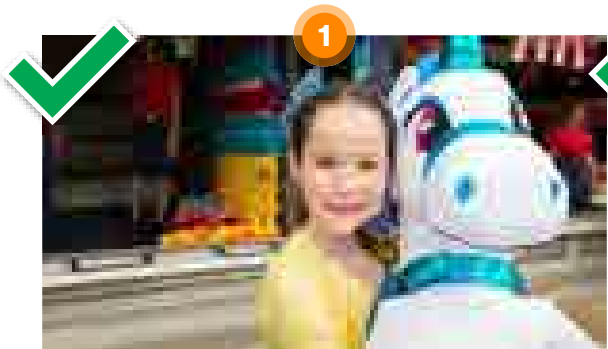
Don't show bored, scared, or unengaged kids.



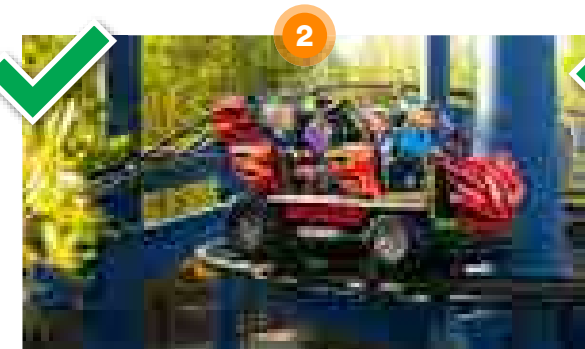
Don't show adults in photos unless they are Model Citizens.



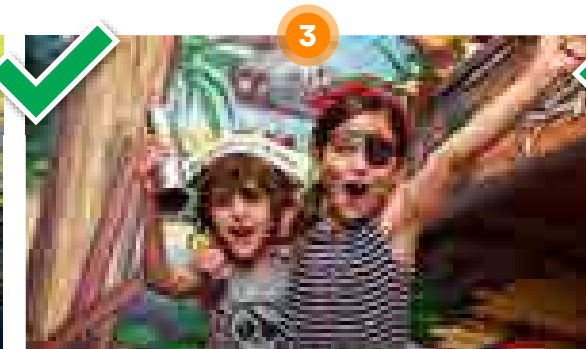
Don't use pixelated photos.



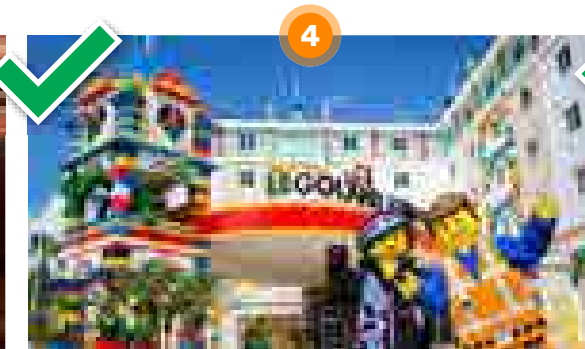
Keep photos unfiltered.



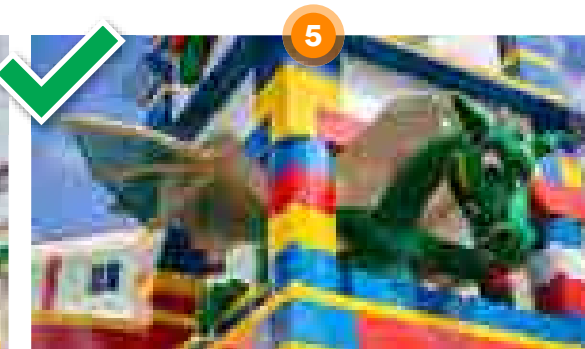
Photos must be in color at all times.



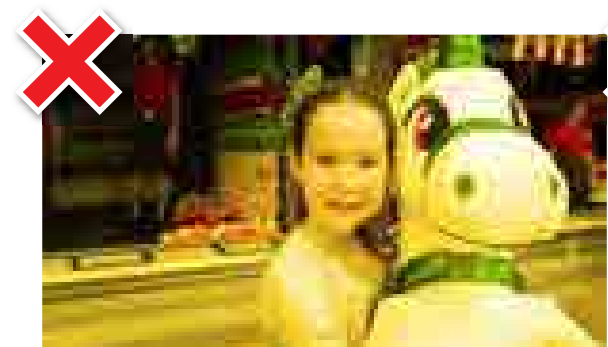
Photos must be bright.



Keep the colors bright but natural.



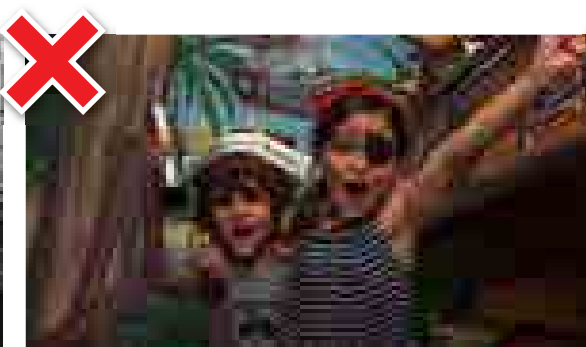
Keep photos colorful and warm.



Do not apply tones or filters to photos.



Don't make photos black and white.



Don't have dark images.



Don't over saturate photos.



Don't have dull and cold images.

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