

nickelodeon



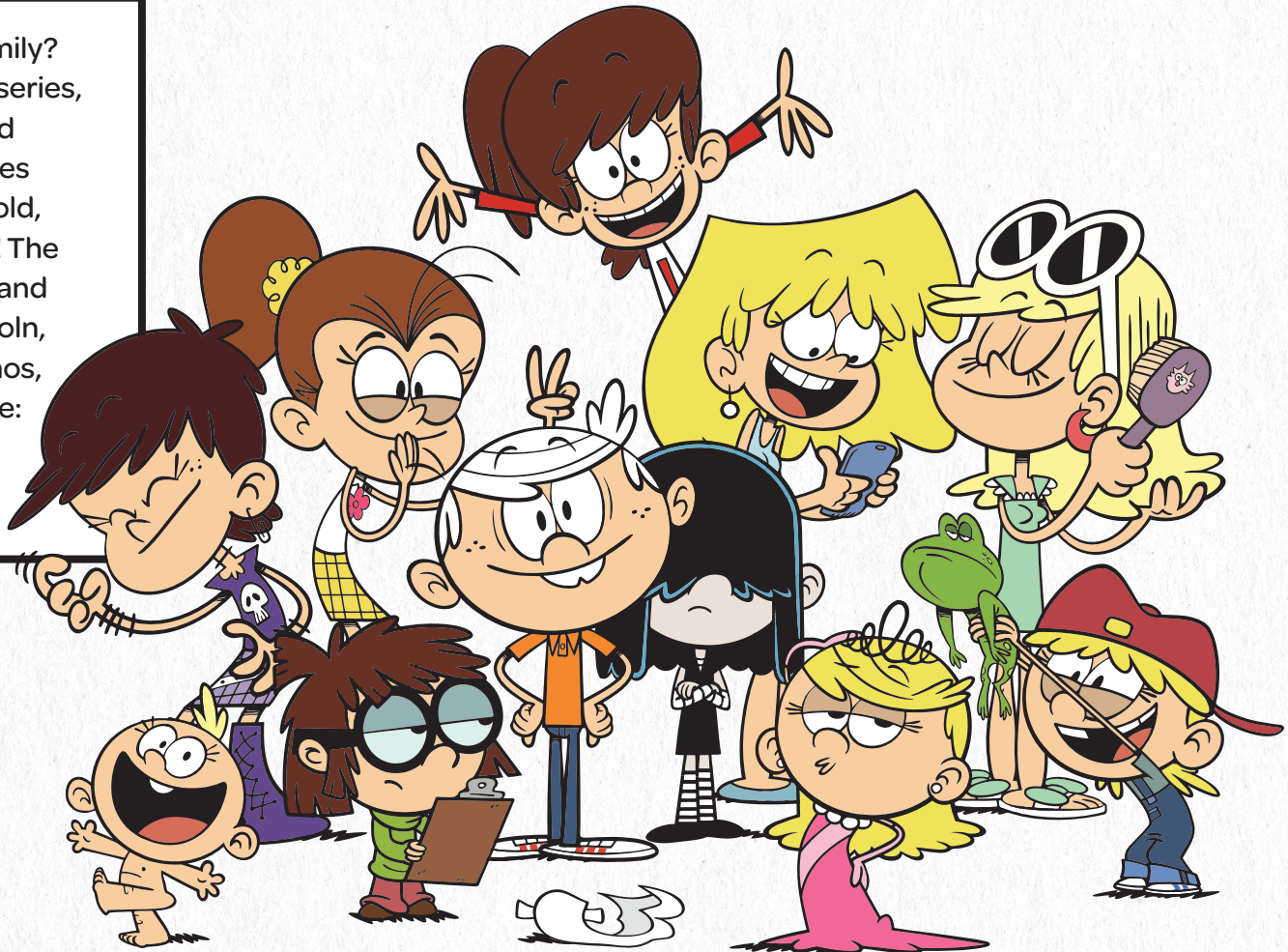
**THE
LOU
HOUSE**

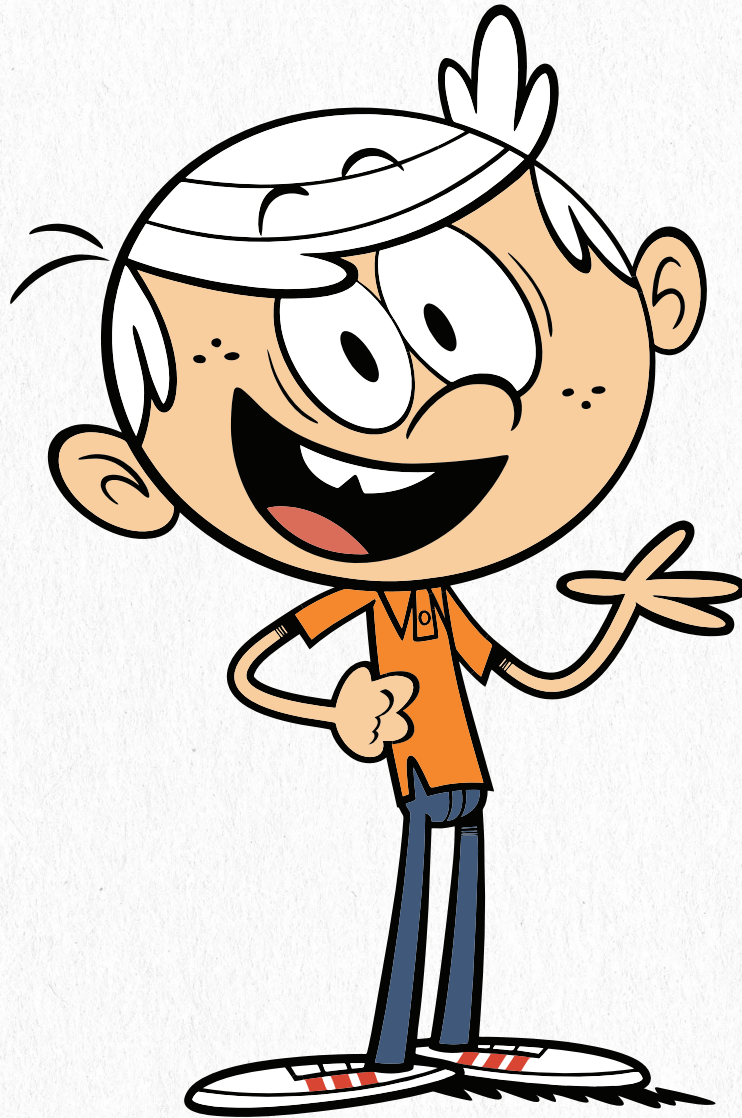
LAUNCH KIT

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THE LOUD HOUSE

Ever wonder what it's like having a big family? Well, in Nickelodeon's newest animated series, *The Loud House*, 11-year-old Lincoln Loud gives viewers an inside look at what it takes to survive in the chaos of a huge household, especially as the only boy with 10 sisters! The trick to surviving is to remain calm, cool, and collected. But most importantly for Lincoln, you've got to have a plan. With all the chaos, and craziness, one thing is always for sure: **there is never a dull moment in the Loud house!**





LINCOLN LOUD

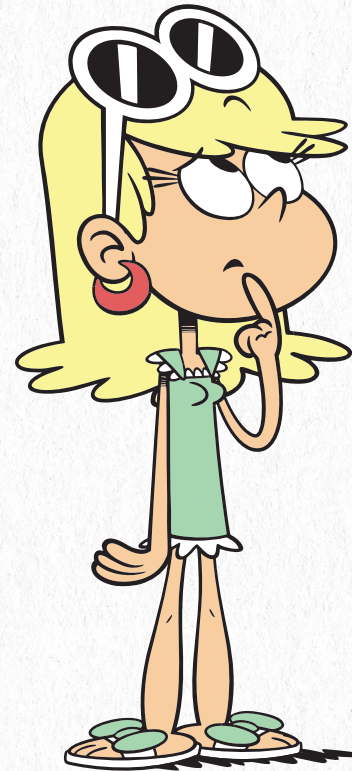
THE MIDDLE CHILD (11)

At 11 years old, Lincoln is the middle child, with five older sisters and five younger sisters. He has learned that surviving the Loud household means staying a step ahead. He's the man with a plan, always coming up with a way to get what he wants or deal with a problem, even if things inevitably go wrong. Being the only boy comes with some perks. Lincoln gets his own room – even if it's just a converted linen closet. On the other hand, being the only boy also means he sometimes gets a little too much attention from his sisters. They mother him, tease him, and use him as the occasional lab rat or fashion show participant. Lincoln's sisters may drive him crazy, but he loves them and is always willing to help out if they need him.



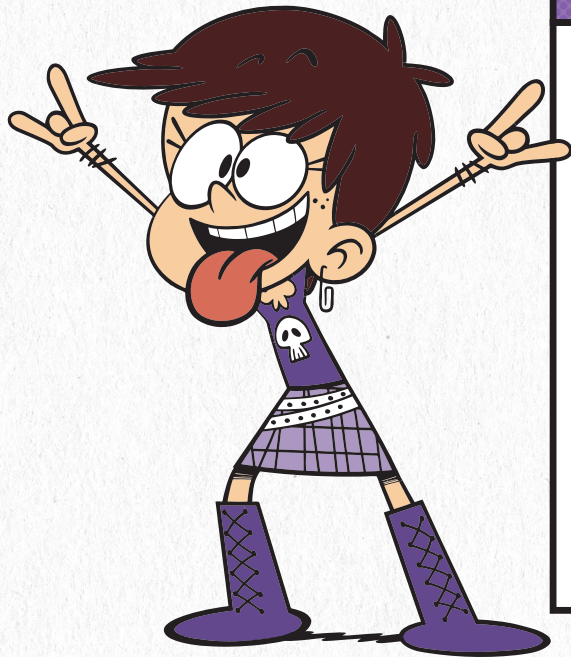
LORI LOUD THE OLDEST (17)

As the first-born child of the Loud clan, Lori sees herself as the boss of all her siblings. She feels she's paved the way for them and deserves extra respect. Her signature traits are rolling her eyes, texting her boyfriend Bobby, and literally saying "literally" all the time. Because she's the oldest and most experienced sibling, Lori can be a great ally, so it pays to stay on her good side.



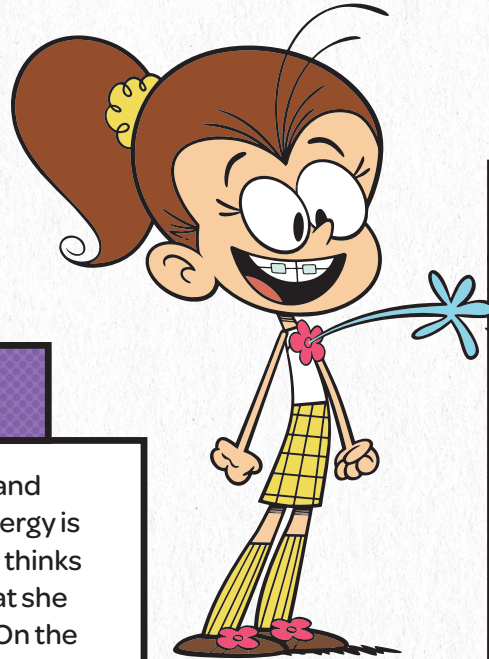
LENI LOUD THE FASHIONISTA (16)

Leni is the ditsiest of the Loud sisters. She spends most of her time designing outfits and accessorizing (though she probably can't spell the word). She is easily distracted by shiny objects, always falls for Luan's pranks, and sometimes walks into walls when she's talking (she's not great at doing two things at once). Leni might be flighty, but she's the sweetest of the Loud siblings and truly has a heart of gold (even though she's pretty sure it's a heart of blood).



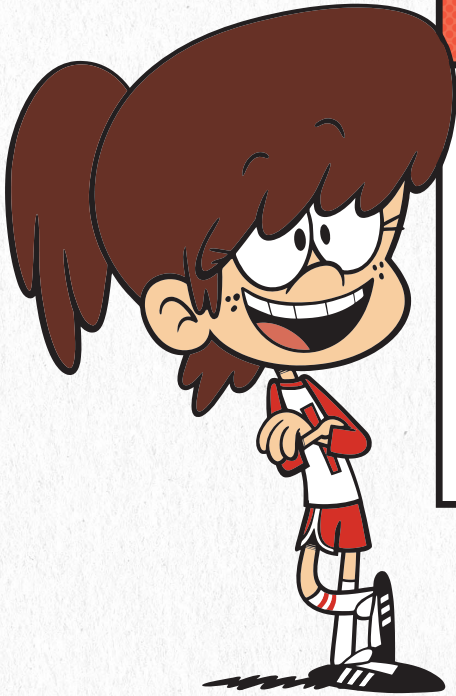
LUNA LOUD
THE ROCK STAR (15)

Luna is loud, boisterous and freewheeling, and her energy is always cranked to 11. She thinks about music so much that she even talks in song lyrics. On the off chance she doesn't have her guitar with her, everything can and will be turned into a musical instrument. You can always count on Luna to help out, and she'll do most anything you ask, as long as you're okay with her supplying a rocking guitar accompaniment.



LUAN LOUD
THE JOKESTER (14)

Luan's a standup comedienne who provides a nonstop barrage of silly puns. She's big on prop comedy, too – squirting flowers and whoopee cushions – so you have to be on your toes whenever she's around. She loves to pull pranks and is a really good ventriloquist – she is often found doing bits with her dummy, Mr. Coconuts. Luan never lets anything get her down; to her, laughter IS the best medicine.



LYNN LOUD
THE ATHLETE (13)

Lynn is athletic and full of energy and is always looking for a teammate. With her, it's all sports all the time. She'll turn anything into a sport. Putting away eggs? Jump shot! Score! Cleaning up the eggs? Slap shot! Score! Lynn is very competitive, tends to be superstitious about her teams, and accepts almost any dare.



LUCY LOUD
THE EMO (8)

You can always count on Lucy to give the morbid point of view in any given situation. She is obsessed with all things spooky and dark – funerals, vampires, séances, and the like. She wears only black and writes moody poetry. She's usually quiet and keeps to herself. Lucy has a way of mysteriously appearing out of nowhere, and try as they might, her siblings never get used to this.

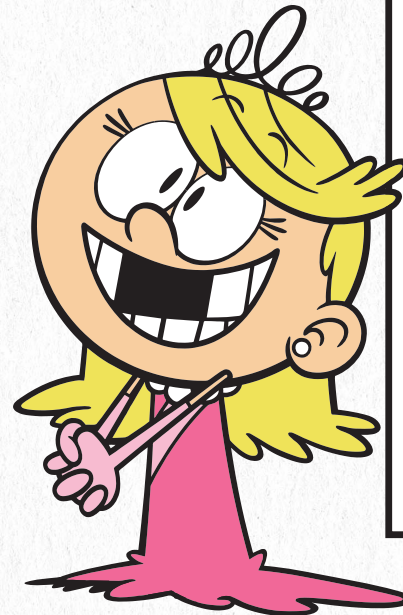
LANA LOUD THE TOMBOY (6)

Lana is the rough-and-tumble sparkplug counterpart to her twin sister, Lola. She's all about reptiles, mud pies, and muffler repair. She's the resident Ms. Fix-it and is always ready to lend a hand – the dirtier the job, the better. Need your toilet unclogged? Snake fed? Back-zit popped? Lana's your gal. All she asks in return is a little A-B-C gum, or a handful of kibble (she often sneaks it from the dog bowl).



LOLA LOUD THE BEAUTY QUEEN (6)

Lola could not be more different from her twin sister, Lana. She's a pageant powerhouse whose interests include glitter, photo shoots, and her own beautiful, beautiful face. But don't let her cute, toothless smile fool you; underneath all the sugar and spice lurks a Machiavellian mastermind. Whatever Lola wants, Lola gets – or else. She's the eyes and ears of the household and never resists an opportunity to tattle on troublemakers. But if you stay on Lola's good side, you've got yourself a fierce ally – and a lifetime supply of free makeovers.



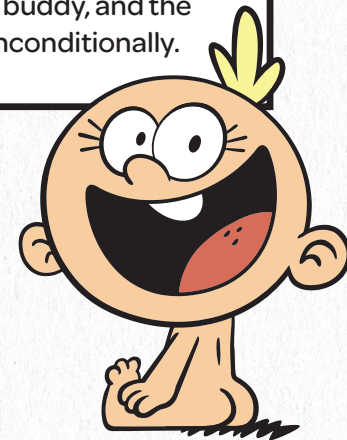
LISA LOUD THE GENIUS (4)

Lisa is smarter than the rest of her siblings combined. She'll most likely be a rocket scientist, or a brain surgeon, or an evil genius who takes over the world. Lisa spends most of her time working in her lab (the family has gotten used to the explosions), and says her research leaves little time for frivolous human pursuits like "playing" or "getting haircuts." That said, she's always there to help with a homework question, or to explain why the sky is blue, or to point out the structural flaws in someone's pillow fort. Lisa says it's the least she can do for her favorite test subjects, er, siblings.



LILY LOUD THE BABY (15 MONTHS)

Lily is a giggly, drooly, diaper-ditching free spirit, affectionately known as "the poop machine." You can't keep a nappy on this kid – she's like a teething Houdini. But even when Lily's running wild, dropping rancid diaper bombs, or drooling all over the remote, she always brings a smile to everyone's face (and a clothespin to their nose). Lily is everyone's favorite little buddy, and the whole family loves her unconditionally.





BOBBY SANTIAGO

THE BOYFRIEND (17)

Bobby is sweet, a little dense, and just as obsessed with Lori as she is with him. He's a romantic who considers each new week with Lori an anniversary worth celebrating. He's on the phone with her constantly and will do anything for her. He's a man of many jobs, including but not limited to pizza delivery boy, pool lifeguard, mall security guard, and grocery stock boy.



CLYDE MCBRIDE

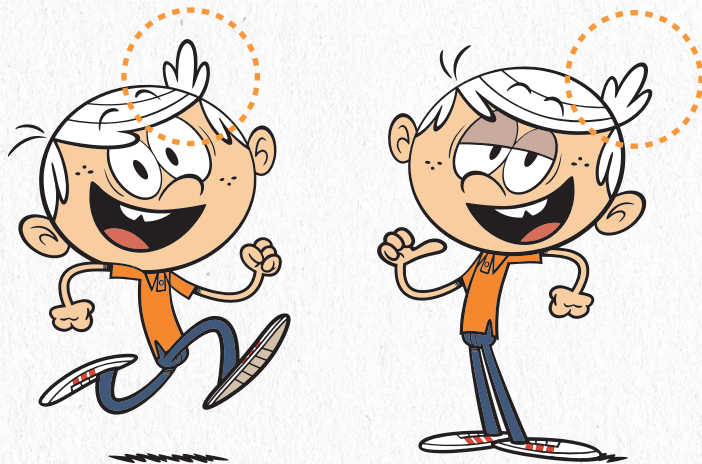
THE BEST FRIEND (11)

Clyde is Lincoln's partner in crime. He's always willing to go along with Lincoln's crazy schemes (even if he sees the flaws in them up front). Lincoln and Clyde are two peas in a pod and share pretty much all of the same tastes in movies, comics, TV shows, toys – you name it. As an only child, Clyde envies Lincoln – how cool would it be to always have siblings around to talk to? But since Clyde spends so much time at the Loud household, he's almost an honorary sibling anyway. He also has a major crush on Lori, and if she so much as looks at him, he either passes out, gets a nose bleed or freezes up and talks like a robot.

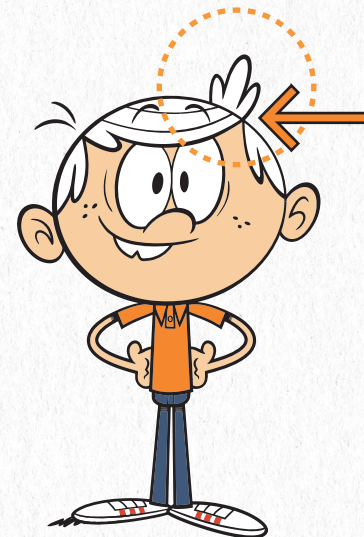
THE LINCOLN LOUD MODEL SHOULD NEVER BE FLOPPED

Lincoln's "turkey tail" always appears on the left side of the character's head.

The two black hairs that float above his head should always appear on the right side of the character's head.

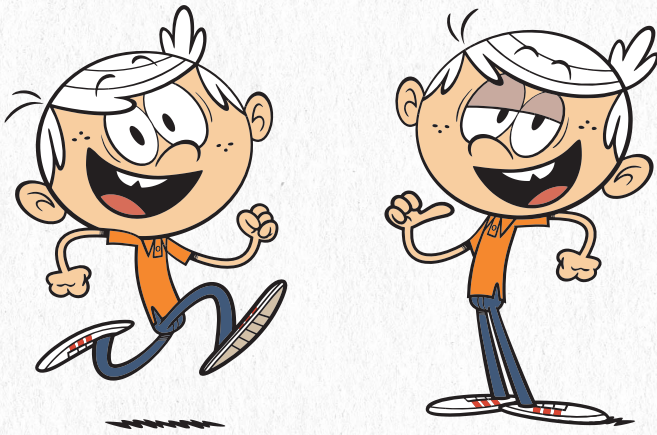


The line of Lincoln's "turkey tail" should connect to the part line of his hair on the left side of the character's head.

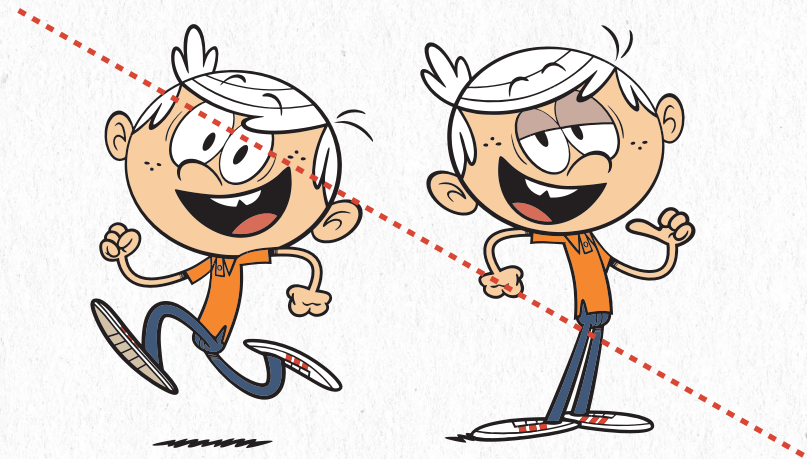


THE LINCOLN LOUD MODEL SHOULD NEVER BE FLOPPED

CORRECT



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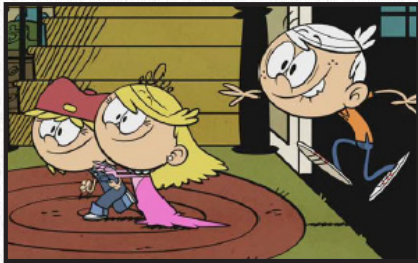


THE LOUD HOUSE LAUNCH KIT

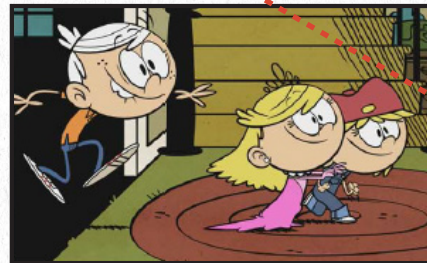
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THE LINCOLN LOUD MODEL SHOULD NEVER BE FLOPPED

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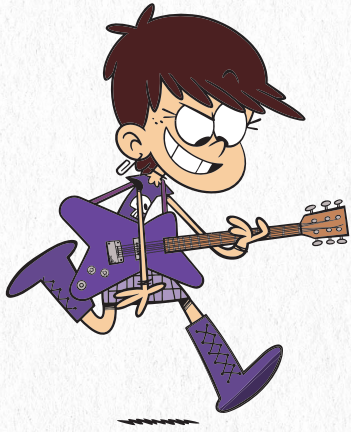


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THE LOUD HOUSE LAUNCH KIT

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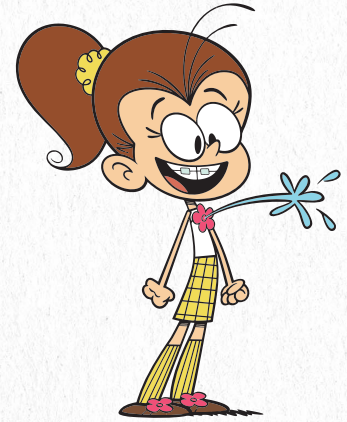
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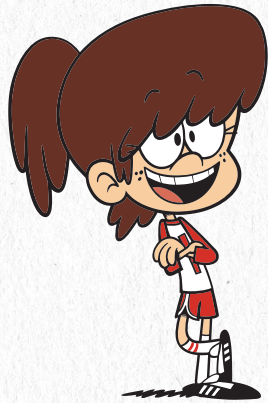
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LH_LK_Luan_001



LH_LK_Luan_002



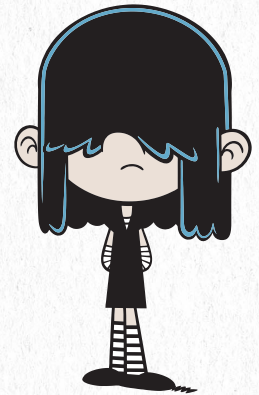
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LH_LK_Lynn_002



LH_LK_Lucy_001



LH_LK_Lucy_002

THE LOUD HOUSE LAUNCH KIT

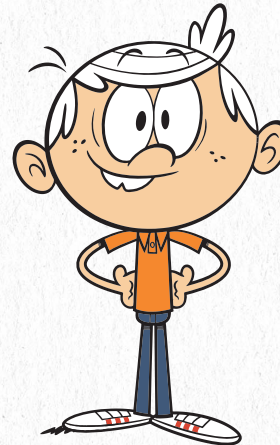
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LH_LK_Lincoln_001



LH_LK_Lincoln_002



LH_LK_Lincoln_003



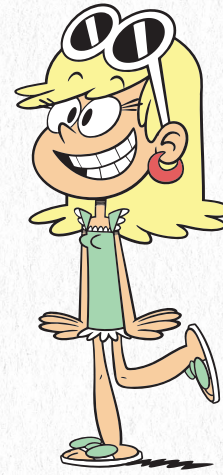
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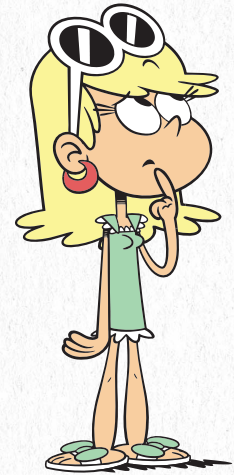
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LH_LK_Lori_002



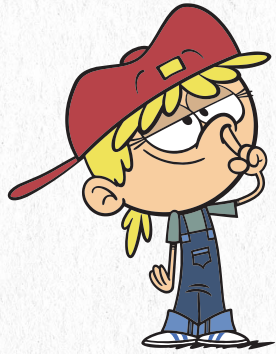
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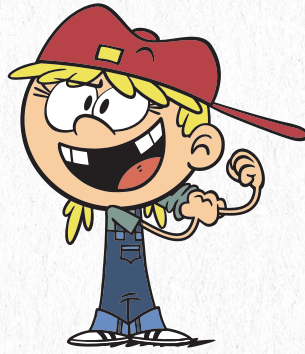
LH_LK_Leni_002

THE LOUD HOUSE LAUNCH KIT

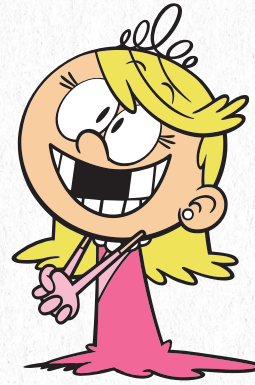
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LH_LK_Lana_001



LH_LK_Lana_002



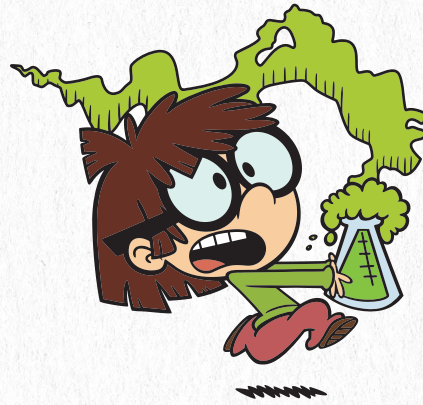
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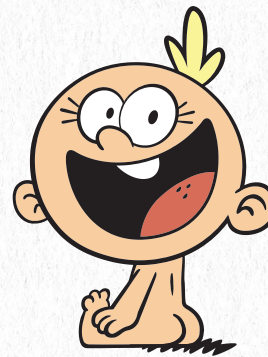
LH_LK_Lola_002



LH_LK_Lisa_001



LH_LK_Lisa_002



LH_LK_Lily_001

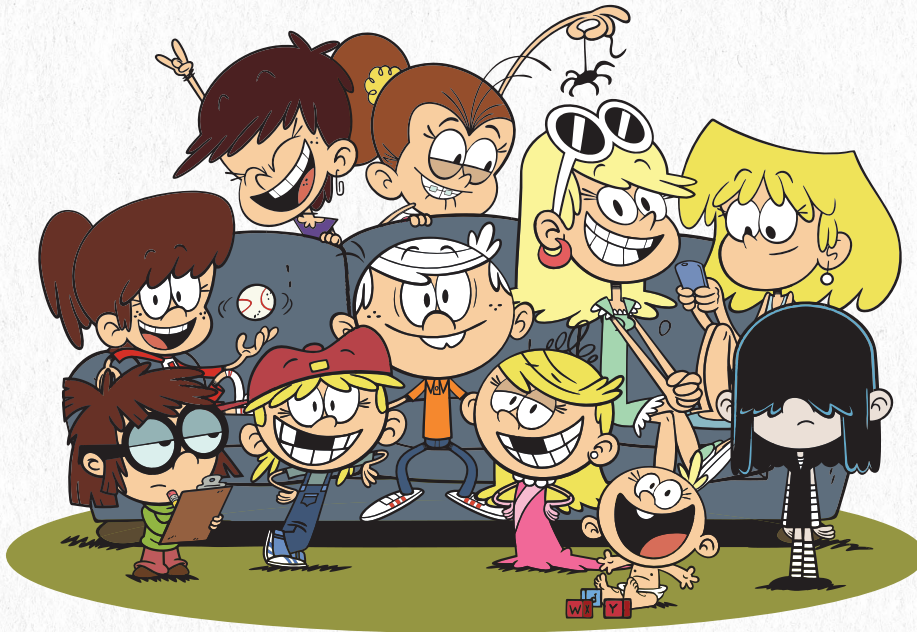


LH_LK_Lily_002

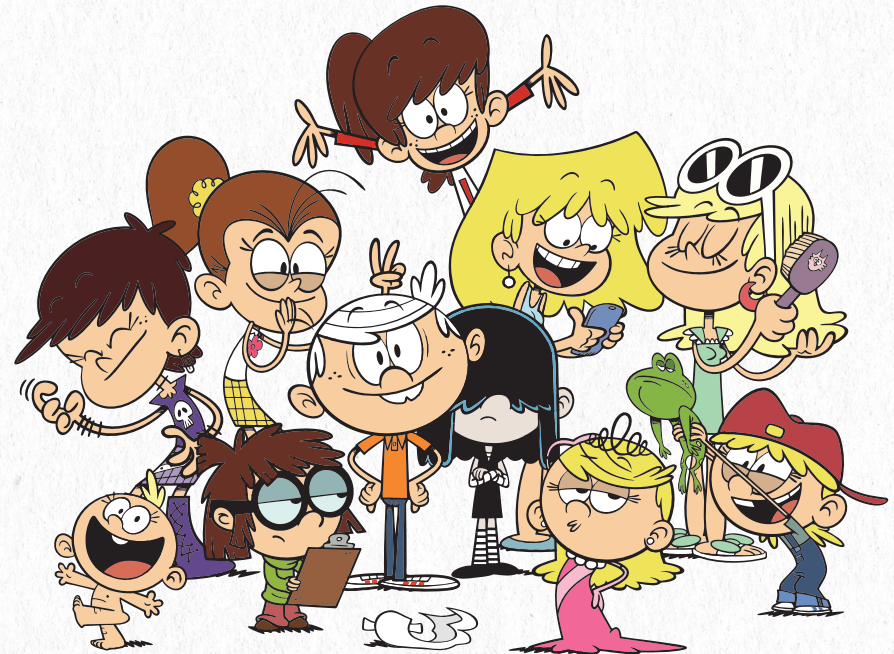
THE LOUD HOUSE LAUNCH KIT

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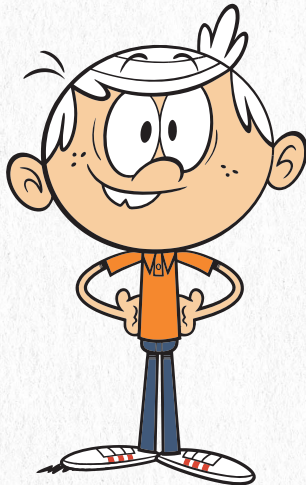
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THE LOUD HOUSE LAUNCH KIT

COLOR CALLOUTS
Files available at NICKCENTRAL.COM

LINCOLN LOUD

	Skin PANTONE 712 C 2-20-39-0
	Eyelid PANTONE 480 C 22-32-33-0
	Tongue PANTONE 7618 C 12-69-66-1
	Shirt PANTONE 1495 C 0-57-93-0
	Pants PANTONE 7673 C 81-64-32-13
	Shoe Stripes PANTONE 173 C 10-88-89-1
	Shoe Soles PANTONE 481 C 18-21-34-0
	Freckles, Eyebrows, Pupils, Holding Lines PANTONE Process Black C 0-0-0-100
	Hair, Eyes, Teeth, Shoes White 0-0-0-0



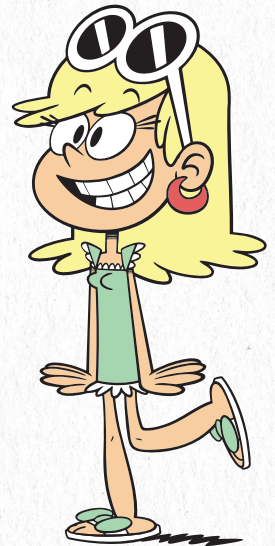
LORI LOUD

	Skin PANTONE 712 C 2-20-39-0		Cell Phone Sides PANTONE 7545 74-57-34-12
	Hair PANTONE 603 C 7-5-78-0		Eyebrows, Pupils, Holding Lines PANTONE Process Black C 0-0-0-100
	Eyelid PANTONE 551 C 37-14-11-0		Eyes, Teeth, Earrings White 0-0-0-0
	Tongue PANTONE 7618 C 12-69-66-1		
	Tank Top PANTONE 635 C 27-3-8-0		
	Shorts PANTONE 479 C 31-48-62-7		
	Shoes PANTONE 550 C 46-15-19-0		
	Shoe Soles PANTONE 5483 C 63-35-37-3		
	Cell Phone PANTONE 652 C 58-39-9-0		



LENI LOUD

	Skin PANTONE 712 C 2-20-39-0
	Hair PANTONE 669 C 2-0-51-0
	Earrings PANTONE 7416 C 6-78-59-0
	Dress, Bow on Sandals PANTONE 344 C 36-0-39-0
	Eyebrows, Pupils, Holding Lines PANTONE Process Black C 0-0-0-100
	Eyes, Teeth, Dress Trim, Sunglasses, Sandals White 0-0-0-0



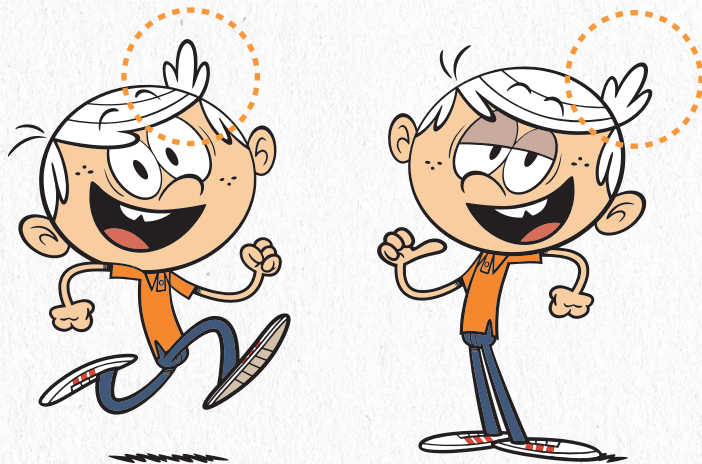
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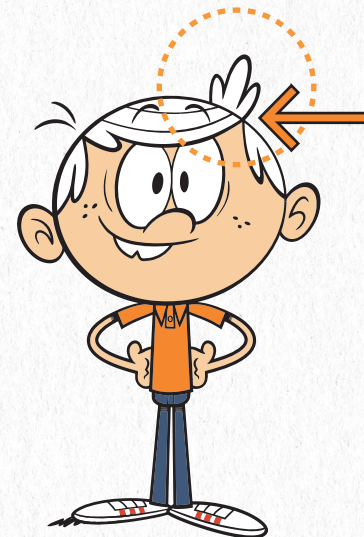
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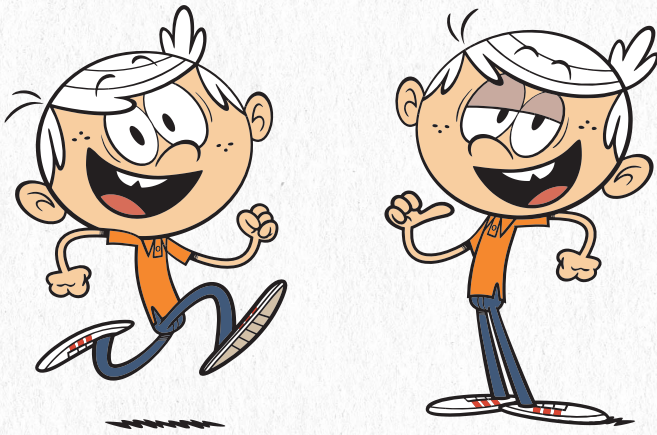


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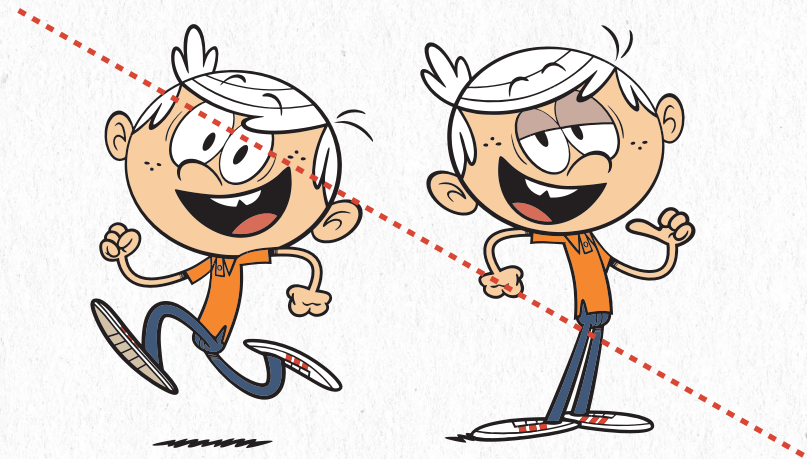


THE LINCOLN LOUD MODEL SHOULD NEVER BE FLOPPED

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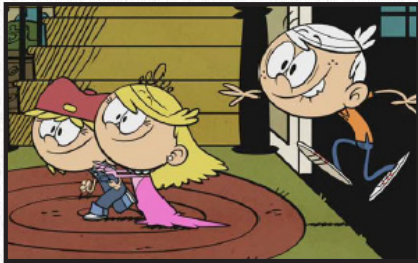


THE LOUD HOUSE LAUNCH KIT

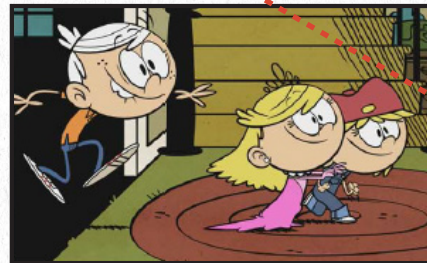
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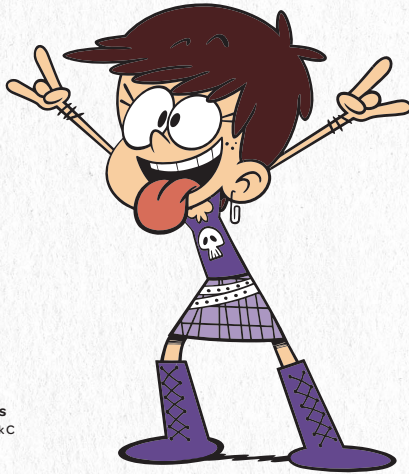


THE LOUD HOUSE LAUNCH KIT

COLOR CALLOUTS
Files available at NICKCENTRAL.COM

LUNA LOUD

	Skin PANTONE 712 C 2-20-39-0
	Hair PANTONE 4975 C 45-80-69-62
	Tongue PANTONE 7618 C 12-69-66-1
	Shirt, Shoes PANTONE 7678 C 73-84-12-1
	Skirt PANTONE 7445 C 33-41-3-0
	Shoe Soles PANTONE 669 C 83-90-35-28
	Pupils, Holding Lines PANTONE Process Black C 0-0-0-100
	Eyes, Teeth, Belt, Skull on Shirt White 0-0-0-0



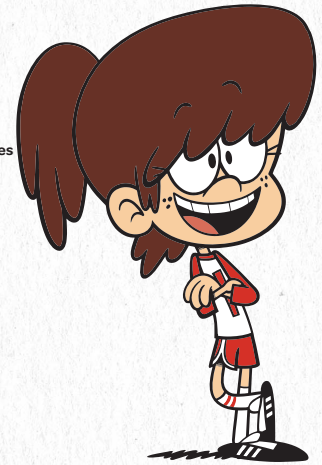
LUAN LOUD

	Skin PANTONE 712 C 2-20-39-0		Eyebrows, Pupils, Holding Lines PANTONE Process Black C 0-0-0-100
	Hair PANTONE 7587 C 30-73-90-23		Eyes, Teeth, Shoe Stripes White 0-0-0-0
	Eyelid PANTONE 7590 C 17-30-47-0		
	Tongue PANTONE 7618 C 12-69-66-1		
	Dress, Hair Tie, Socks PANTONE 128 C 6-9-78-0		
	Braces PANTONE 7457 C 17-0-11-0		
	Flowers PANTONE 1915 C 0-84-33-0		
	Shoes PANTONE 7568 C 38-66-80-33		



LYNN LOUD

	Skin PANTONE 712 C 2-20-39-0
	Hair PANTONE 483 C 37-78-79-47
	Tongue PANTONE 7618 C 12-69-66-1
	Shirt, Short, Socks Stripes PANTONE 7626 C 11-95-100-2
	Shoe Soles PANTONE 729 C 31-41-79-6
	Eyebrows, Pupils, Holding Lines PANTONE Process Black C 0-0-0-100
	Eyes, Teeth, Socks, Shirt, Shoe Stripes White 0-0-0-0



LH_LK_ColorCallouts

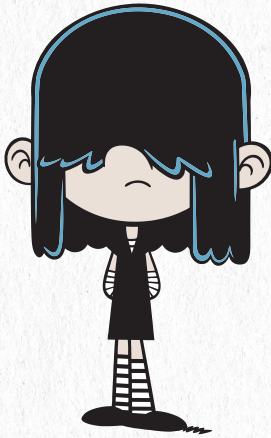
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LUCY LOUD

	Skin PANTONE Cool Gray 1 C 7-10-12-0
	Hair Highlight PANTONE 7709 C 60-19-12-0
	Tongue PANTONE 7618 C 12-69-66-1
	Hair, Dress, Stripes, Holding Lines PANTONE Process Black C 0-0-0-100
	Sleeves, Shirt, Socks White 0-0-0-0



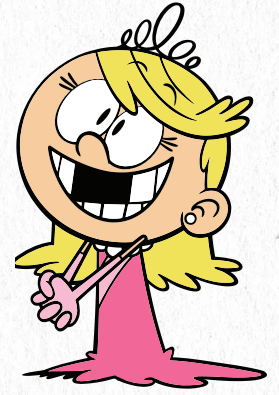
LANA LOUD

	Skin PANTONE 712 C 2-20-39-0		Pupils, Holding Lines PANTONE Process Black C 0-0-0-100
	Hair PANTONE 603 C 7-5-78-0		Eyes, Teeth, Shoes White 0-0-0-0
	Hat PANTONE 7608 C 21-86-69-9		
	Eyelid PANTONE 7590 C 17-30-47-0		
	Tongue PANTONE 7618 C 12-69-66-1		
	Shirt PANTONE 624 C 53-29-41-2		
	Pants PANTONE 7545 C 81-65-33-15		
	Pant Cuff & Trim PANTONE 652 C 61-38-4-0		
	Shoe Stripes PANTONE 7683 C 76-56-0-0		



LOLA LOUD

	Skin PANTONE 712 C 2-20-39-0
	Hair PANTONE 603 C 7-5-78-0
	Eyelid PANTONE 4665 C 17-30-47-0
	Tongue PANTONE 7618 C 12-69-66-1
	Gloves & Sash PANTONE 1895C 0-33-3-0
	Dress PANTONE 7423 C 0-74-11-0
	Pupils, Holding Lines PANTONE Process Black C 0-0-0-100
	Eyes, Teeth, Earrings, Necklace White 0-0-0-0



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LISA LOUD

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	Eyelids PANTONE 623 C 43-19-26-0
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	Shirt PANTONE 7489 C 49-11-97-0
	Pants PANTONE 7523 C 22-76-58-5
	Shoes PANTONE 7603 C 40-69-85-44
	Pupils, Glasses, Holding Lines PANTONE Process Black C 0-0-0-100
	Teeth White 0-0-0-0



LILY LOUD

	Skin PANTONE 712 C 2-20-39-0
	Hair PANTONE 601 C 2-0-51-0
	Tongue PANTONE 7618 C 12-69-66-1
	Blanket PANTONE 7437 C 18-31-0-0
	Pupils, Holding Lines PANTONE Process Black C 0-0-0-100
	Eyes, Tooth, Diaper White 0-0-0-0



LH_LK_ColorCallouts

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THE LOUD HOUSE LAUNCH KIT

COLOR CALLOUTS
Files available at NICKCENTRAL.COM

CLYDE MCBRIDE

	Skin PANTONE 730 C 28-56-82-11
	Eyes (open) PANTONE 7541 C 13-0-7-0
	Eyes (closed) PANTONE 5513 C 30-7-12-0
	Tongue PANTONE 7618 C 12-69-66-1
	Shirt Stripes PANTONE 584 C 22-11-87-0
	Shirt Stripes PANTONE 7684 C 88-70-3-0
	Hair, Eyebrows, Pupils, Glasses, Freckles, Pants, Shoes, Holding Lines PANTONE Process Black C 0-0-0-100
	Hair Highlight, Shirt Collar & Cuffs, Shoe Stripes & Laces White 0-0-0-0



BOBBY SANTIAGO

	Skin PANTONE 7509 C 13-35-64-0		Shoe Soles PANTONE 7755 42-45-88-18
	Eyelid PANTONE 729 C 24-44-70-3		Hair, Eyebrows, Pupils, Belt, Holding Lines PANTONE Process Black C 0-0-0-100
	Tongue PANTONE 7618 C 12-69-66-1		Eyes, Teeth, Shoe Stripes White 0-0-0-0
	Plaid Shirt PANTONE 7489 C 64-16-87-2		
	T-Shirt PANTONE 7499 C 6-1-19-0		
	Buckle PANTONE 113 C 4-9-83-0		
	Pants PANTONE 445 C 73-59-47-27		
	Pant Cuff PANTONE 877 C 47-37-35-2		
	Shoes PANTONE 7574 C 32-59-91-18		

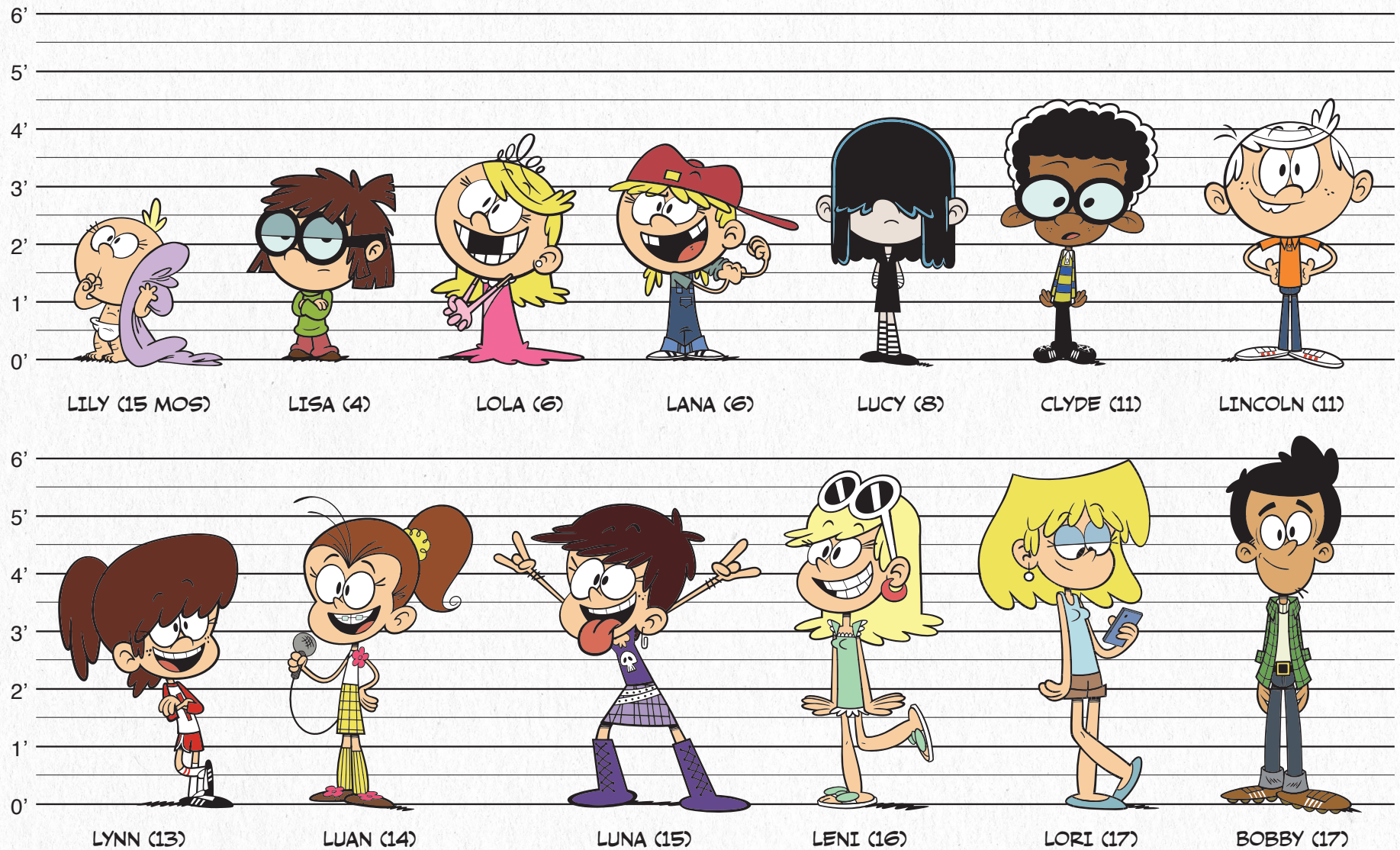


LH_LK_ColorCallouts

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THE LOUD HOUSE LAUNCH KIT

SIZE COMPARISON
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LH_LK_ColorCallouts

THE LOUD HOUSE LAUNCH KIT

BACKGROUNDS

Files available at NICKCENTRAL.COM

LINCOLN'S ROOM



LH_LK_BG_001

UPSTAIRS HALLWAY / BEDROOM HALLWAY



LH_LK_BG_002

UPSTAIRS HALLWAY / BEDROOM HALLWAY



LH_LK_BG_003

LINCOLN'S ROOM



LH_LK_BG_004

THE LOUD HOUSE LAUNCH KIT

BACKGROUNDS

Files available at NICKCENTRAL.COM

UPSTAIRS HALLWAY / BEDROOM HALLWAY



LH_LK_BG_005

ROYAL WOODS ELEMENTARY



LH_LK_BG_006

LIVING ROOM



LH_LK_BG_007

LYNN & LUCY'S ROOM



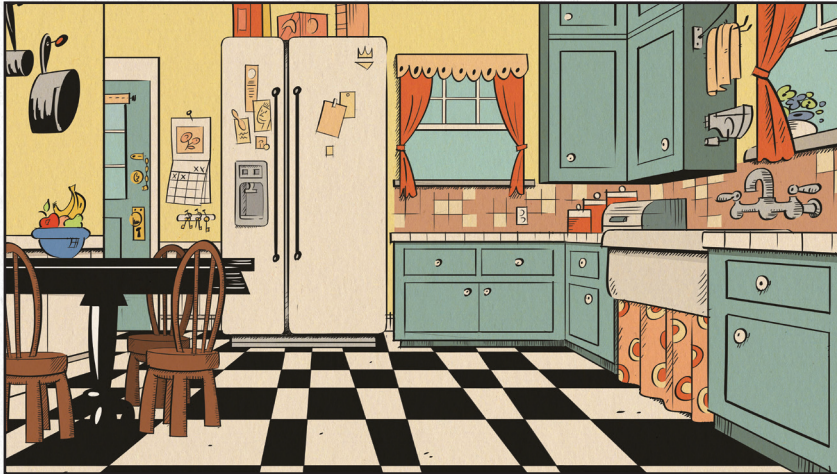
LH_LK_BG_008

THE LOUD HOUSE LAUNCH KIT

BACKGROUNDS

Files available at NICKCENTRAL.COM

KITCHEN



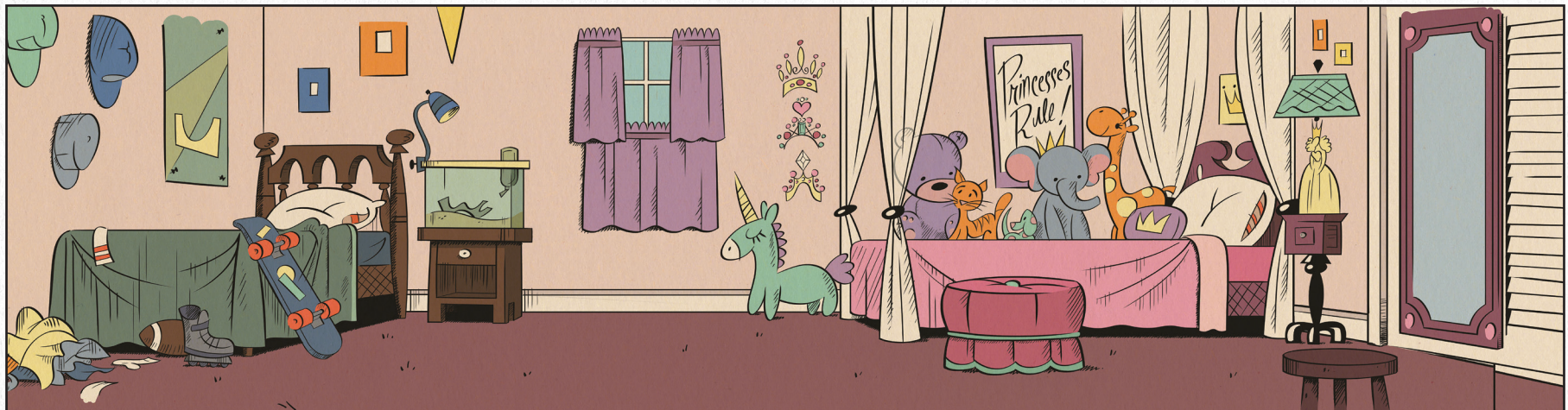
LH_LK_BG_009

LOUD HOUSE EXTERIOR



LH_LK_BG_010

LOLA & LANA'S ROOM

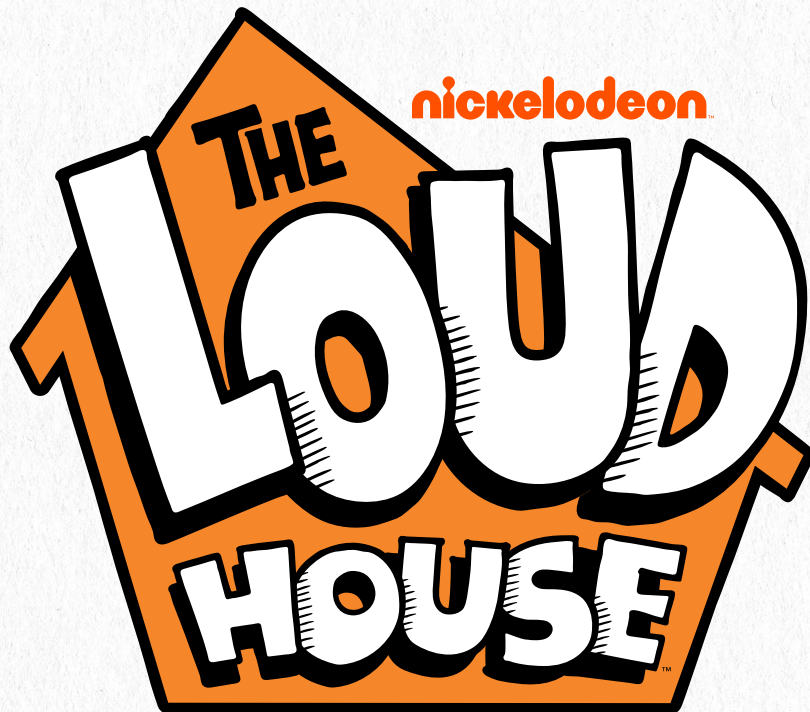


LH_LK_BG_011

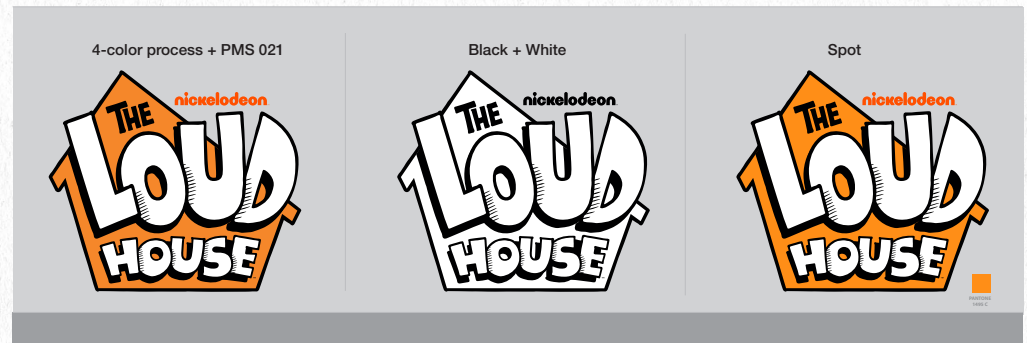
THE LOUD HOUSE LAUNCH KIT

SHOW LOGOS

Files available at NICKCENTRAL.COM



LH_Logo_001



NON-BRANDED LOGO -

To be used ONLY with advance approval from your Nickelodeon contact, either in instances where the Nickelodeon logo appears elsewhere in the piece or where the Nickelodeon branding must be avoided.



LH_Logo_001

NOTE: Should CP use for the series expand to clothing (i.e. t-shirts), please use the logo WITH branding - ([NICKELODEON logo] THE LOUD HOUSE).

THE LOUD HOUSE LAUNCH KIT

Fonts & Color Palette

Primary Headline Font

SKRAMP

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%&'()***

Font is available for purchase at [bfonts.com](https://www.bfonts.com)

Secondary Support Font

HUSH HUSH REGULAR

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%&'()***

Font is available for purchase at [fonts.com](https://www.fonts.com)

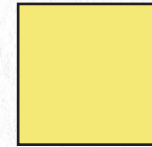
HUSH HUSH ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%&'()****

Font is available for purchase at [fonts.com](https://www.fonts.com)

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Color Palette



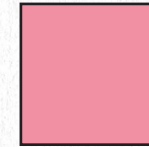
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6-3-66-0



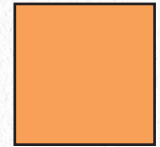
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60-50-35-8



PANTONE® 630
47-5-19-0



PANTONE® 708
0-54-16-0



PANTONE® 157
0-44-72-0



PANTONE® 7492
29-8-75-0



PANTONE® 5155
29-41-12-0



PANTONE® 652
56-31-16-0



PANTONE® 805
1-71-55-0



PANTONE® 7583
16-74-97-4

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Color Background Textures



LH_LK_BG_012



LH_LK_BG_013



LH_LK_BG_014



LH_LK_BG_015



LH_LK_BG_016



LH_LK_BG_017



LH_LK_BG_018



LH_LK_BG_019

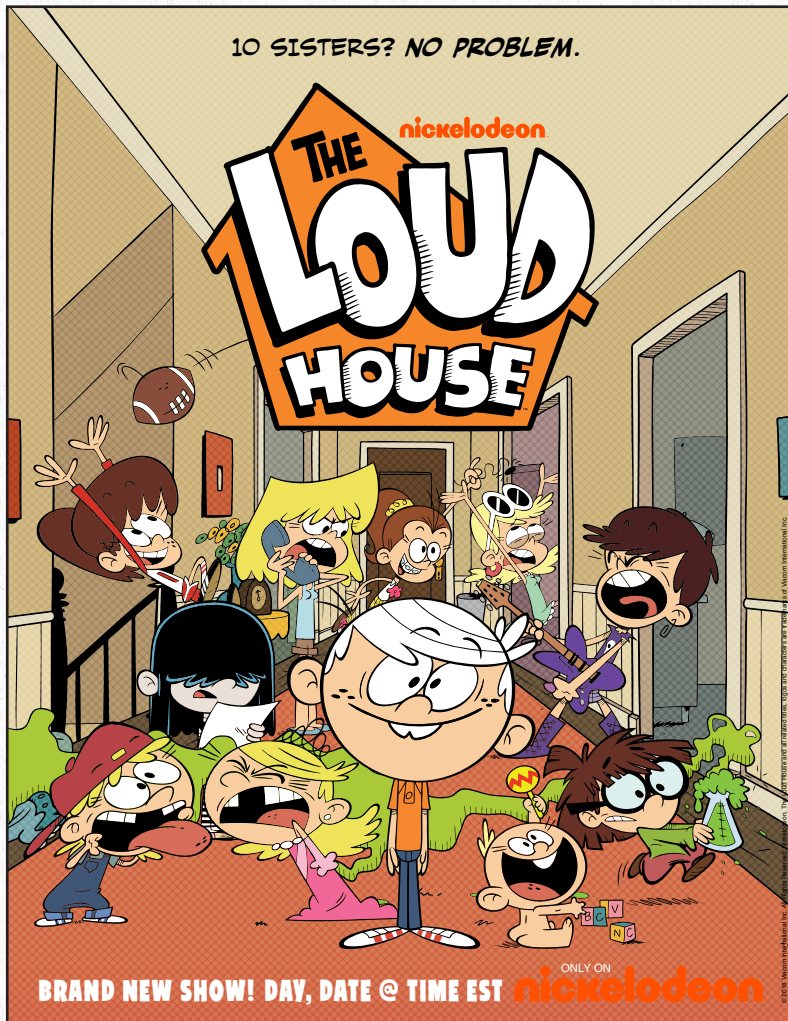


LH_LK_BG_020

THE LOUD HOUSE LAUNCH KIT

PRIMARY KEY ART

Files available at NICKCENTRAL.COM



LH_LK_KA_001b



LH_LK_KA_001a

THE LOUD HOUSE LAUNCH KIT

SECONDARY KEY ART
Files available at NICKCENTRAL.COM



LH_LK_KA_002b



LH_LK_KA_002a

THE LOUD HOUSE LAUNCH KIT

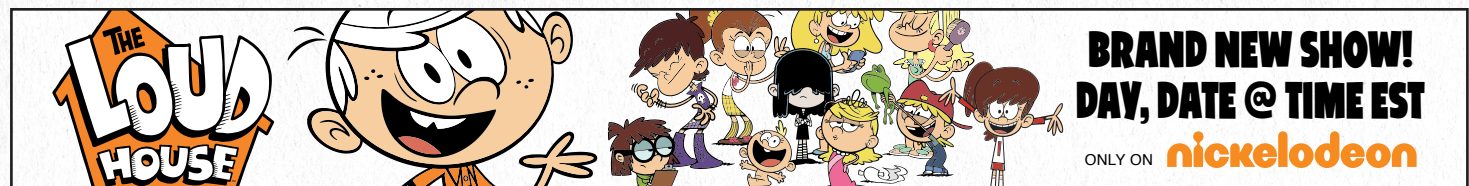
OPTIONAL PROMO ART
Files available at NICKCENTRAL.COM



LH_LK_KA_003

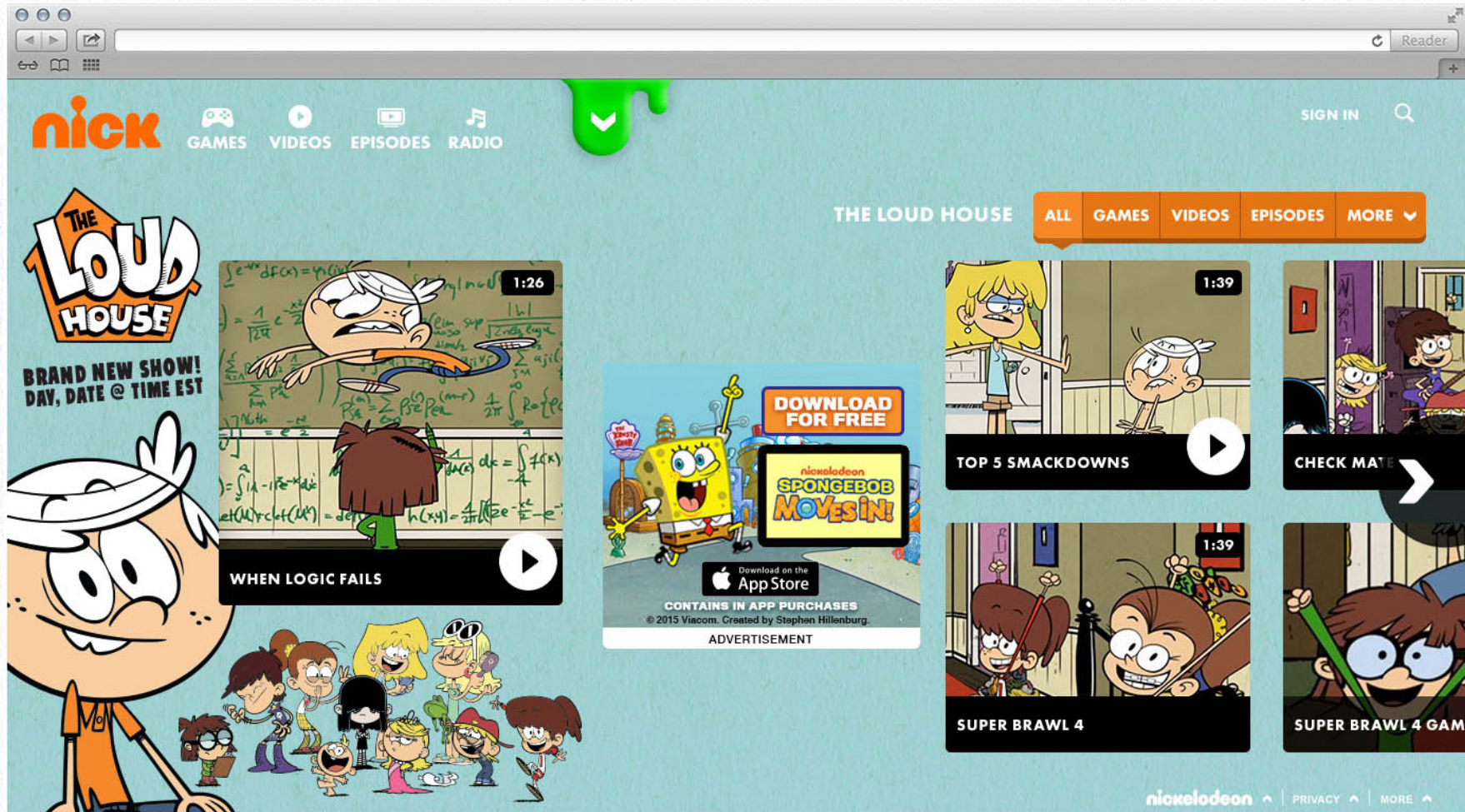
THE LOUD HOUSE LAUNCH KIT

WEB ASSETS
For Inspiration Only



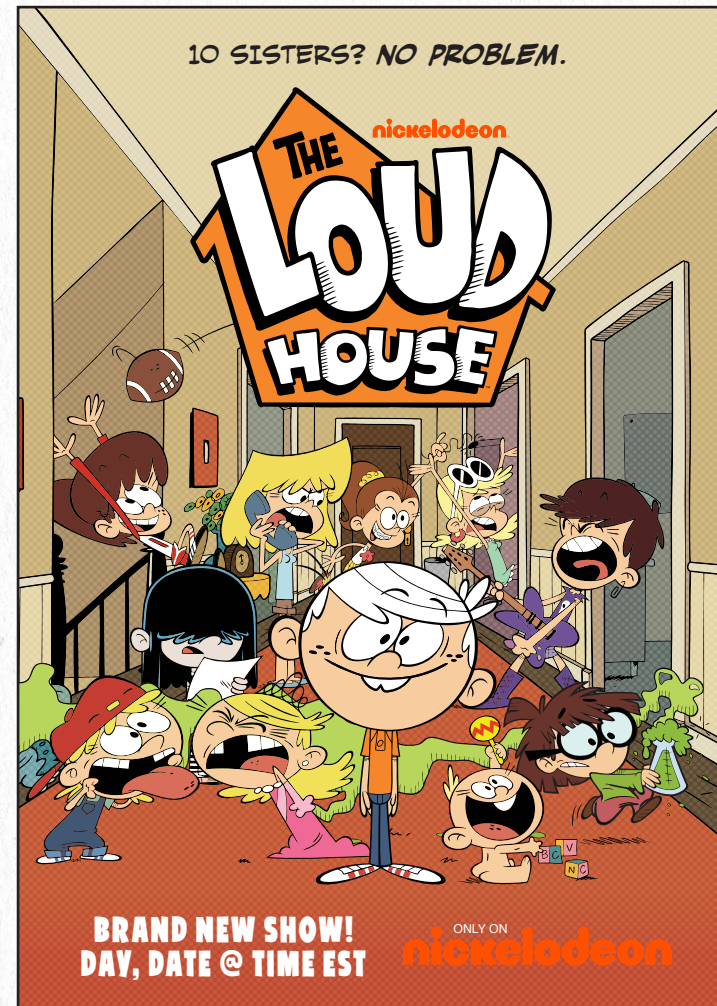
THE LOUD HOUSE LAUNCH KIT

NICK.COM ASSETS
For Inspiration Only



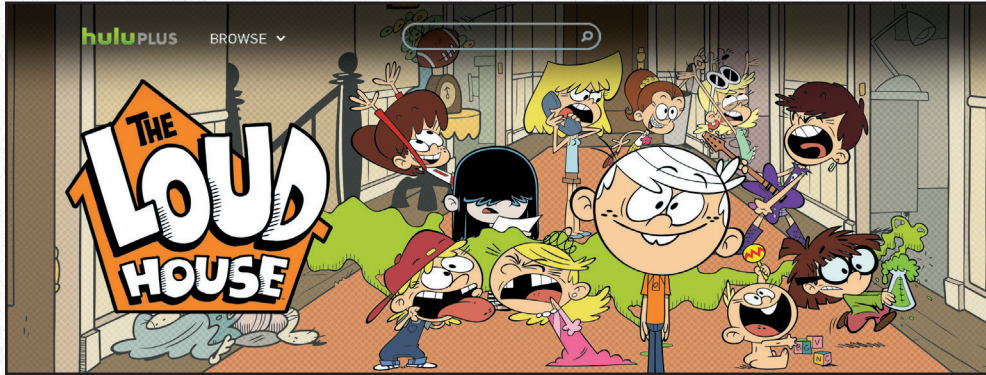
THE LOUD HOUSE LAUNCH KIT

EMAIL BLASTS
For Inspiration Only



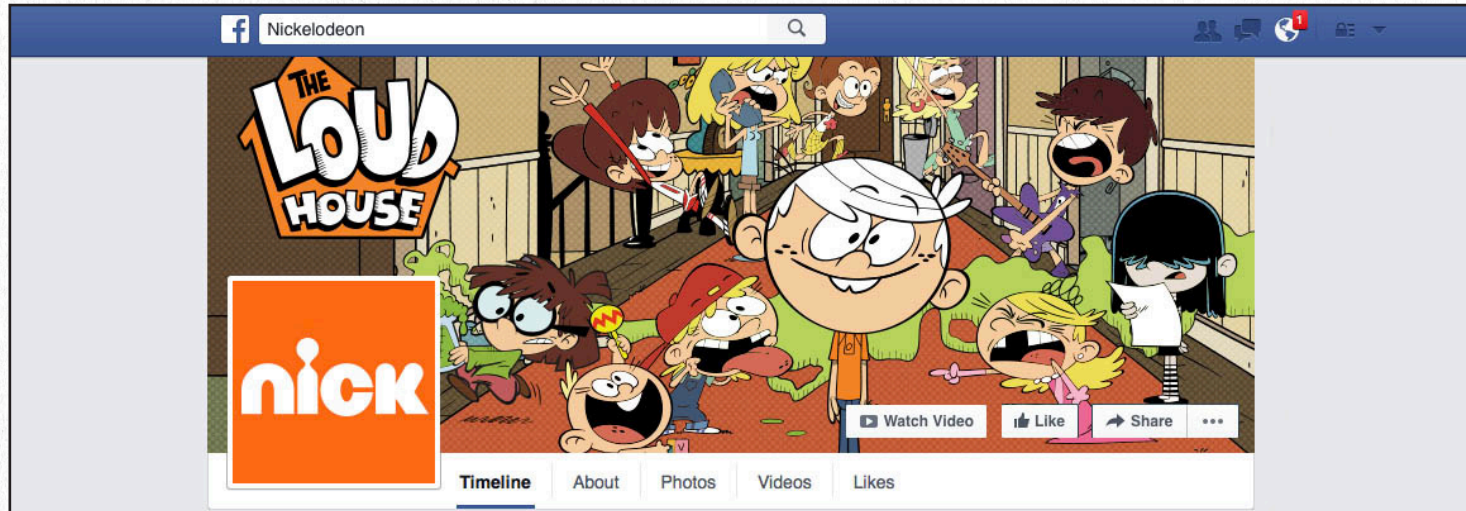
THE LOUD HOUSE LAUNCH KIT

HULU AND ITUNES
For Inspiration Only



THE LOUD HOUSE LAUNCH KIT

SOCIAL MEDIA
For Inspiration Only

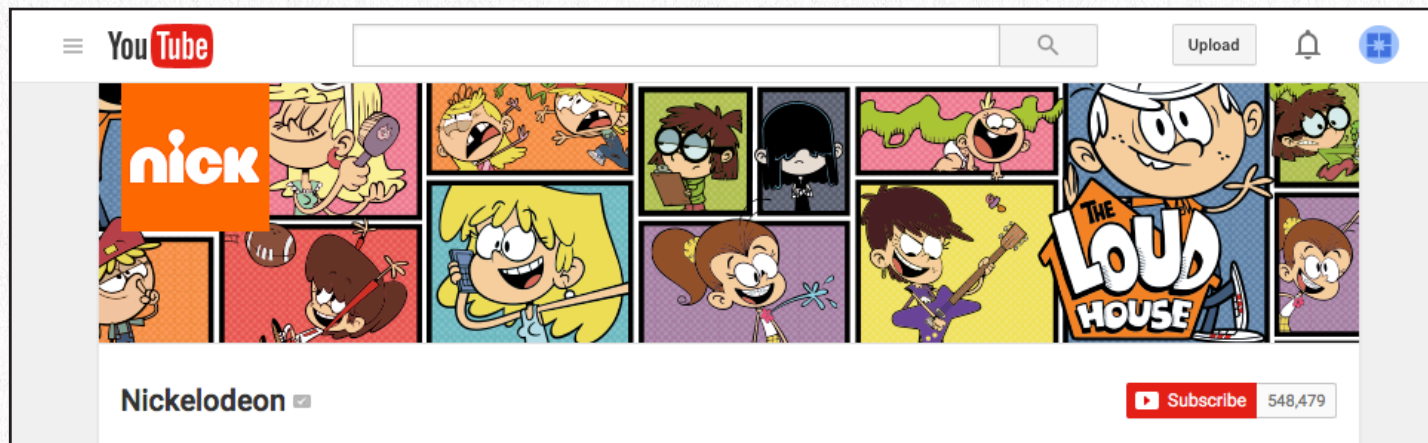
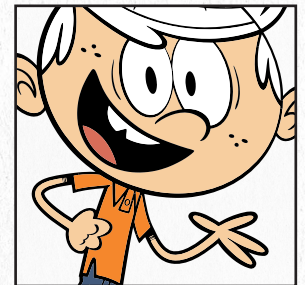


THE LOUD HOUSE LAUNCH KIT

SOCIAL MEDIA
For Inspiration Only

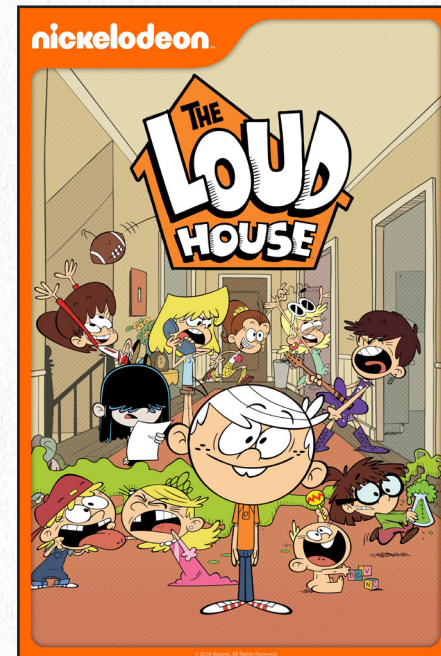


PROFILE IMAGES



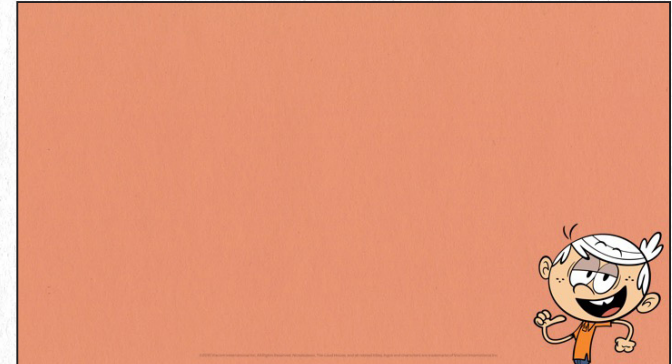
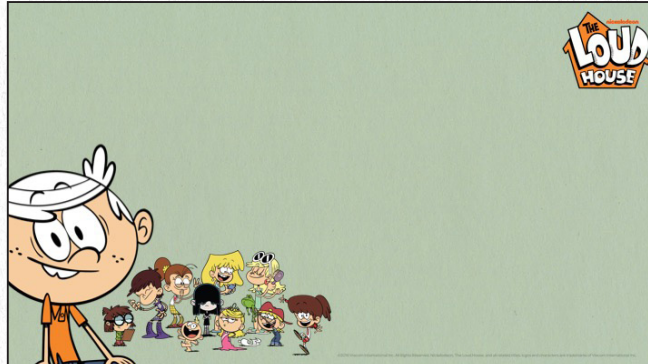
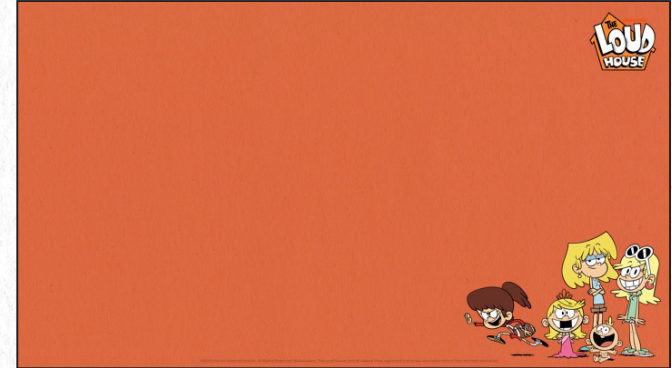
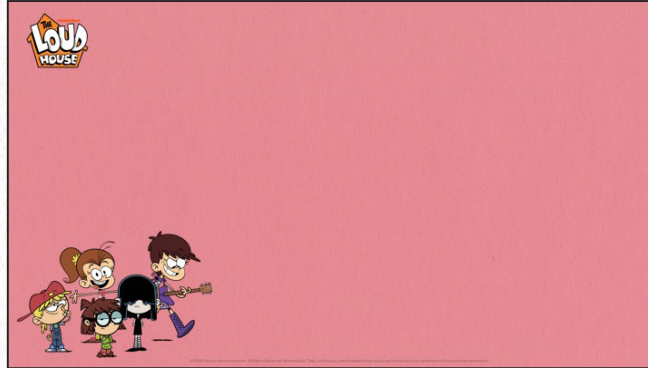
THE LOUD HOUSE LAUNCH KIT

DTO CORE SIZES
For Inspiration Only



THE LOUD HOUSE LAUNCH KIT

POWERPOINT SLIDES
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LH_LK_PPT

APPROVAL PROCEDURE

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In addition, the symbols ® or ™, as applicable, should appear next to the first or most prominent use of the name The Loud House and any character when they appear on a piece of licensed merchandise or in any advertising copy.

On products and in print advertising, the required notices must be applied in a legible and permanent format. The proper wording and placement of all notices must be approved, in writing, by Nickelodeon.

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