



nickelodeon™

PAW
PATROL

THE
MIGHTY MOVIE

STYLE GUIDE

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MOVIE SYNOPSIS

In the sequel, a magical meteor crash lands in Adventure City, and gives the PAW Patrol pups superpowers, transforming them into The Mighty Pups.

For Skye, the smallest member of the team, her new powers are a dream come true. But things take a turn for the worse when the pups' archrival Humdinger breaks out of jail and teams up with a mad scientist to steal the superpowers for the two villains. With the fate of Adventure City hanging in the balance, the Mighty Pups have to stop the supervillains before it's too late, and Skye will need to learn that even the smallest pup can make the biggest difference.





CREATIVE ESSENCE & GUIDING PRINCIPLES

High Stakes Mighty Pup Action

- Feature pups in mighty pup mode or allow for transformation into super-power mode.
- Lean into meteor and crystal elements (glowing, pulsating, power-up).

Small but Mighty Rescue Heroes

- Play up the heroism of Skye being the smallest yet mightiest pup.
- Include Liberty as a member of the team.
- Chapter 3 only: Incorporate new Junior Patrollers (Nano, Mini, Tot)

Heroic Headquarters and High-tech Gear:

- Feature the movie's new Aircraft Carrier headquarters located in Adventure City.
- Incorporate team's brand-new tools and gadgets.

INSPIRED-BY MOVIE EDITORIAL

General:

- Mighty Pup Power
- Unstoppable Pups
- Takin' Charge
- Adventure City's Heroes
- Powered by Crystals
- Another day, another rescue...
- Power-Up Pups!
- Epic Energy
- Out of this World!
- Meteor Madness!
- Operation: Meteor Blast
- Meteor Shower Power
- PAW Patrol Rocks!
- Way to Glow!
- Glow!
- PAW Power
- Meteor Mayhem!
- Keeping the world safe!
- Unstoppable!
- Mighty Pups Are Unstoppable
- No rescue's too big...no pup's too small!

Skye:

- Sky's the Limit!
- Smallest but Strongest
- One Daring Pup
- No pup is too small!
- Made to soar!
- Made for this
- Brave Pup

Junior Patrollers:

- Cute and Courageous
- Pups in Training
- Pom Pom Power
- Fluffy and Fierce!



DIRECT MOVIE EDITORIAL

General:

- Meteor Fever!
- PAW Patrol is on a roll!
- Teamwork makes the dream work!
- Defenders of Adventure City
- Guardians of all that's good
- Adventure City can't get enough of the Mighty Pups!
- Even the smallest pup can make the biggest difference

Girl's Pup Phrases:

(clear ent/toys/merchandise)

- Super Smart Pup
- One Mighty Hero
- Powerful Pups
(not clear for pet products)
- Always saving the day
- Reach for the Skye
(not clear for pet products)

Skye:

- I'm a mighty pup
- I was made for this!
- Just say the word,
I'm ready to go!
- Let's take to the sky!
- Time to turn and burn!

Chase:

- Chase is on the case!
- What can I say? I'm fast

Marshall:

- Coming in Hot!
(not clear for cosmetics)
- Fight that fire!
- No fire's too big,
no pup's too small!

Rubble:

- How do you like me now?
- Rubble on the double!
- Away we go!
- Wrecking ball!
- Rock'n roll!

Liberty:

- I'm going to turn you into lean,
mean, fluffy little rescue machines!
(clear ent/toys/merchandise)
- No pain, no gain!

Jr Patrollers:

- Lean, mean, fluffy little
rescue machines
- These Pups are Legit!
- Jr Patrol is on a Roll!





Meet the **MIGHTY PUPS!**





SKYE

Just say the word and she's ready to go! Skye can take off and rocket high into the air with incredible speed.

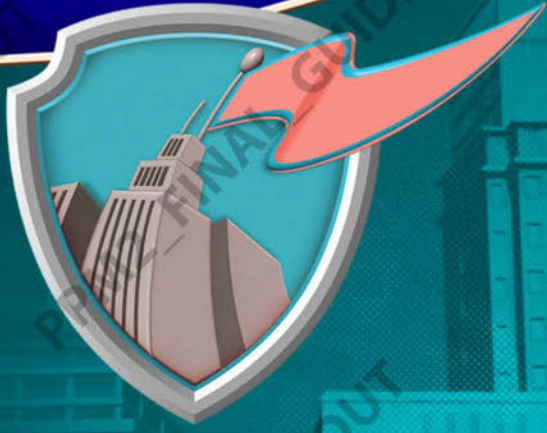




CHASE

What can he say? He's FAST! With a flash of blue light, Chase can get from one place to another without anyone ever noticing.





LIBERTY

Liberty discovers her powers a little late, but it's worth the wait! She has the power of stretch!



MARSHALL

He's coming in hot! Marshall the fire pup has the ability to make, control, and shoot fireballs out of his paws.





RUBBLE

Let's rock n' roll! Rubble can curl into a literal ball of energy or become a real-life wrecking ball.



BRANDING LOGOS

PRIMARY

nickelodeon



PAW_M2_SG_Logo_001_RGB_EA
PAW_M2_SG_Logo_001_CMYK_EA

SPOT COLOR VECTOR

nickelodeon



PAW_M2_SG_Logo_001

BLACK AND WHITE VECTOR

nickelodeon



PAW_M2_SG_Logo_001

CHARACTER ART



CHARACTER ART [CHAPTERS 1+2]

HERO POSES

Available Color Modes: RGB & CMYK
Flop versions available



PAW_M2_SG_Grp_002a_CGI

CHARACTER ART [CHAPTERS 1+2]

ACTION POSES

Available Color Modes: RGB & CMYK
Flop versions available



PAW_M2_SG_Grp_001a

CHARACTER ART [CHAPTERS 1+2]

SKYE & LIBERTY

Available Color Modes: RGB & CMYK
Flop versions available



PAW_M2_SG_Grp_003a

CHARACTER ART [CHAPTERS 1+2] VECTOR POSES

Available Color Modes:
4-Color Process / B&W / Limited Spot
Flop versions available



PAW_M2_SG_Grp_002a

CHARACTER ART [CHAPTERS 1+2] VECTOR POSES

Available Color Modes:
4-Color Process / B&W / Limited Spot
Flop versions available



PAW_M2_SG_Grp_001a



PAW_M2_SG_Grp_003a

CHARACTER ART [CHAPTERS 1+2]
4 COLOR CHARTS



CHASE

Light Fur 0-34-72-7	Helmet & Uniform 100-77-17-0	Eye Area Highlights 66-36-14-0
Light Fur Highlight 0-22-43-0	Helmet & Uniform Highlights, Activated Paws 53-5-3-0	Tag Edge 27-21-22-0
Light Fur Shadow 1 10-51-90-0	Helmet & Uniform Shadow 100-80-38-37	Tag Edge Shadow 62-53-48-19
Light Fur Shadow 2 13-63-100-2	Eye Shadow 31-25-26-0	Inside of Ears 6-66-56-0
Dark Fur 31-82-88-33	Uniform Texture, Mask 66-57-51-29	Inside of Ear Shadow 11-81-65-1
Dark Fur Shadow 43-82-83-67	Teeth, Eyes, Highlights, Effects, Activated Paws Highlights 0-0-0-0	Pupils, Uniform, Tag 60-40-40-100
Irises 23-80-96-14	Nose Highlight 56-60-58-34	Activated Paws Shadow, Effects Holding Lines 81-12-1-0
Iris Shadow 36-83-93-52	Pants Shadow 91-76-55-68	
Teeth Shadow 29-20-7-0	Tongue Shadow 83-92-73-38	
Helmet & Uniform Trim 0-14-83-0	Tongue 14-81-61-1	



MARSHALL

Fur 3-2-2-0	Tag Edge 23-16-15-0	Tongue, Paw Pads 14-81-61-1
Fur Shadow 32-18-23-0	Helmet Edge 47-35-33-1	Tongue Shadow 33-92-73-38
Eye Area Highlights, Tag Logo 1-96-93-0	Helmet Edge Shadow 76-62-56-46	Helmet Edges 5-5-100-0
Helmet & Uniform 25-100-100-0	Pupils, Uniform, Tag, Spots 60-40-40-100	Inside of Ear Shadow 11-81-65-1
Helmet & Uniform Shadow 0-100-100-60	Pants 53-78-69-78	Activated Paws, Effects 2-0-46-0
Irises 67-40-34-4	Uniform Texture 66-57-51-29	Activated Paws Shadow Effects Holding Lines 0-17-60-0
Iris Highlights 2 30-0-0-0	Helmet & Uniform Highlights 0-42-100-0	
Teeth Shadow 29-20-7-0	Eyes, Teeth, Fur, Activated Paws & Effects Highlights 0-0-0-0	
Tag Edge Shadows 11-1-0-64	Eye Shadow 31-25-26-0	
Cuff Detail 40-29-28-0	Inside of Mouth 43-80-81-67	



RUBBLE

Dark Fur 22-67-99-9	Helmet & Uniform Activated Paws Shadow 0-7-95-0	Knee Pads 55-46-43-10
Dark Fur Shadow 32-77-100-10	Helmet & Uniform Highlights, Activated Paws 0-0-35-0	Inside of Ear Shadow 11-81-65-1
Eyebrows, Upper Eye & Mouth Lines 55-90-100-40	Helmet & Uniform Shadow, Tag Logo 20-35-100-0	Irises 23-80-96-14
Light Fur 3-10-16-0	Uniform 40-29-28-0	Iris Shadow 36-83-93-52
Light Fur Highlights 0-3-7-0	Uniform Shadows 11-1-0-64	Eye Shadow 31-25-26-0
Light Fur Shadow 1 6-20-30-0	Tag Edge Logo 23-16-15-0	Helmet Shadow 2 69-65-61-60
Light Fur Shadow 2 18-34-48-0	Pupils, Uniform, Tag 60-40-40-100	Teeth, Eyes, Pupil, Helmet & Activated Paws Highlights 0-0-0-0
Freckles 38-85-100-32	Uniform Texture 66-57-51-29	Teeth Shadow 29-20-7-0
Nose 0-40-22-89	Helmet, Cuffs 49-40-38-4	
Nose Highlight 0-0-55-0	Helmet, Knee Pad & Cuff Shadows 67-61-59-46	

PAW_M2_SG_4C_callouts_1

CHARACTER ART [CHAPTERS 1+2]

4 COLOR CHARTS



SKYE

Dark Fur (Face) 6-31-63-0	Ear Highlights 3-28-56-0	Teeth Shadow 29-20-7-0	Shoes 72-87-47-59	Cape Gradient 2 4-64-0-0
Dark Fur (Face) Shadow 1 12-47-85-0	Ear Shadow 19-61-98-5	Uniform Trim Shadow 30-20-15-0	Tongue Shadow 33-92-73-38	
Dark Fur Shadow (Tail) 33-64-91-23	Pupil Highlights 1, Helmet & Uniform 0-71-0-0	Teeth, Eyes, Pupil & Helmet Highlights, Activated Paw Highlights and Paw Pads 0-0-0-0	Tongue, Paw Pads 14-81-61-1	
Light Fur 2-15-36-0	Helmet, Uniform Highlights, Pupil Highlights 2, Activated Paws 0-45-0-0	Nose 0-40-22-89	Uniform Texture 66-57-51-29	
Light Fur Highlights 0-8-15-0	Helmet & Uniform Shadow 1, Activated Paws Shadow 0-85-0-3	Nose Highlight 50-64-53-26	Cape 0-22-0-0	
Dark Fur 15-54-94-2	Helmet & Uniform Shadow 2 25-91-16-32	Mouth Lines 43-82-83-67	Cape 0-6-0-0	
Freckles 38-85-100-32	Irises 20-96-6-25	Helmet, Uniform, Cuff Highlights 4-0-0-0	Cape 0-15-0-0	
Eyebrows 0-40-22-87	Helmet & Cuff Shadows, Tag Edge Shadow 11-1-0-64	Pupils, Uniform, Tag 60-40-40-100	Cape 28-88-0-0	
Upper Eye Lines, Eyelashes 40-85-84-74	Helmet & Cuff Detail 40-29-28-0	Eye Shadow 31-25-26-0	Cape 4-64-0-0	
Ears 10-40-72-0	Tag Edge 23-16-15-0	Pants Shadow 71-83-55-73	Cape Gradient 1 28-88-0-0	



LIBERTY

Fur Highlights 13-38-76-0	Irises 37-74-100-43	Nose Highlight 50-64-53-26	Paw Pads 14-81-61-1
Face Fur 35-58-98-22	Iris Highlights 22-57-83-6	Nose 0-40-22-89	Helmet Trim, Eyes, Pupil & Activated Paw Highlights & Paw Pads 0-0-0-0
Lower Face 9-20-47-0	Eyebrows 45-78-83-68	Eye Shadow, Uniform Trim 31-25-26-0	
Lower Face Shadow 24-38-69-2	Upper Eye Lines, Eyelashes 40-85-84-74	Tag 27-21-22-0	
Paw Highlights 0-5-14-0	Helmet & Uniform Highlights 0-44-31-0	Tag Edge 62-53-48-19	
Ear & Tail Shadows, Tip of Tail 38-76-97-60	Helmet & Uniform Shadow 1 14-89-59-26	Mouth Line 37-74-100-70	
Ears 31-74-100-28	Helmet & Uniform Shadow 2 36-94-77-56	Pupils, Uniform 60-40-40-100	
Ear Highlights 24-70-91-12	Helmet Center & Tag Logo, Front Paws, Activated Paws Shadow 61-0-23-0	Uniform Shadow 2 36-94-77-56	
Eye Area 28-44-79-6	Helmet Center Shadow, Pant Trim Shadow 82-23-42-2	Sleeve Rings (deactivated) 40-29-28-0	
Freckles 41-64-93-38	Helmet & Uniform Trim, Front Paw, Iris & Nose Highlights, Activated Paws & Sleeve Rings 35-0-10-0	Uniform Texture 66-57-51-29	

PAW_M2_SG_4C_callouts_2

CHARACTER ART [CHAPTERS 1+2]

LIMITED COLOR CHART

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A Version
(Powers Activated)

CHASE

	Black
	White
	4695 C
	722 C
	661 C
	102 C
	177 C
	297 C
	Cool Gray 11 C



A Version
(Powers Activated)

MARSHALL

	Black
	White
	1795 C
	102 C
	177 C
	422 C
	Cool Gray 11 C
	297 C



A Version
(Powers Activated)

RUBBLE

	Black
	White
	722 C
	102 C
	177 C
	422 C
	Cool Gray 11 C



A Version
(Powers Activated)

SKYE

	Black
	White
	212 C
	722 C
	156 C
	Cool Gray 11 C
	509 C



A Version
(Powers Activated)

LIBERTY

	Black
	White
	722 C
	325 C
	156 C
	177 C
	725 C
	Cool Gray 11 C

PAW_M2_SG_LTD_Spot_Colors

CHARACTER ART [CHAPTERS 1+2]

LIMITED COLOR CHART

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A Version
(Powers Activated)



B Version
(Powers Deactivated)

GROUP: 12 COLORS

	Black		177 C
	White		297 C
	725 C		Cool Gray 7 C
	722 C		212 C
	661 C		156 C
	102 C		1795 C

PAW_M2_SG_LTD_Spot_Colors

CHARACTER ART [CHAPTERS 1+2] SIZE CHART



Chase



Marshall

Marshall's height is to red line when he is standing straight.



Rubble



Skye



Liberty



Tot



Nano

Nano's height is to red line when he is standing straight.



Mini

PAW_M2_Size_Comparison



BACKGROUNDS

BACKGROUNDS AIRCRAFT CARRIER HQ RUNWAY



PAW_M2_SG_BG_001_CGI

CHAPTER 1

SMALL BUT MIGHTY



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POSTERAMA

Available at myfonts.com

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789.-/+*

YOSHIDA

Available at myfonts.com

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.-/+*

FUTURA

Available at myfonts.com

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.-/+*

SMALL BUT MIGHTY COLOR PALETTE

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PMS 325 C
C.56 M.00 Y.25 K.00
R.57 G.227 B.234



PMS 2655 C
C.47 M.57 Y.00 K.00
R.153 G.117 B.249



PMS 527 C
C.60 M.91 Y.00 K.00
R.131 G.49 B.167



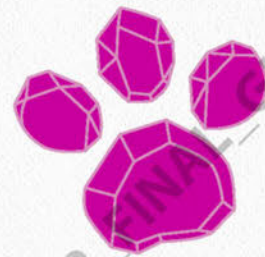
PMS 2617 C
C.83 M.100 Y.24 K.20
R.73 G.14 B.103



PMS 177 C
C.00 M.62 Y.31 K.00
R.255 G.100 B.145



PMS 212 C
C.00 M.83 Y.05 K.00
R.255 G.81 B.234



PMS 2395 C
C.22 M.96 Y.00 K.00
R.206 G.0 B.187



PMS 254 C
C.45 M.100 Y.00 K.00
R.165 G.0 B.155



Raibow Gradient
N/A



PMS 1505 C
C.00 M.71 Y.100 K.00
R.255 G.93 B.29



PMS 7548 C
C.00 M.23 Y.100 K.00
R.255 G.188 B.3



PMS 102 C
C.05 M.05 Y.100 K.00
R.255 G.244 B.0

SMALL BUT MIGHTY PATCHES

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ASSETS AVAILABLE IN : RGB / CMYK / LIMITED COLOR



PAW_M2_SG_CHI_PATCH_001



PAW_M2_SG_CHI_PATCH_002

SMALL BUT MIGHTY PATCHES

I'M A MIGHTY PUP



PAW_M2_SG_CH1_PATCH_003

SMALL BUT MIGHTY COMPOSITIONS

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ASSETS AVAILABLE IN : RGB / CMYK / LIMITED COLOR

ADVENTURE CITY'S HEROES



PAW_M2_SG_CH1_COMP_001



PAW_M2_SG_CH1_COMP_002

SMALL BUT MIGHTY TYPE TREATMENTS

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ASSETS AVAILABLE IN : RGB / CMYK / LIMITED COLOR

**MIGHTY PUP
POWER**

PAW_M2_SG_CHI_TT_001

**I'M A
MIGHTY
PUP**

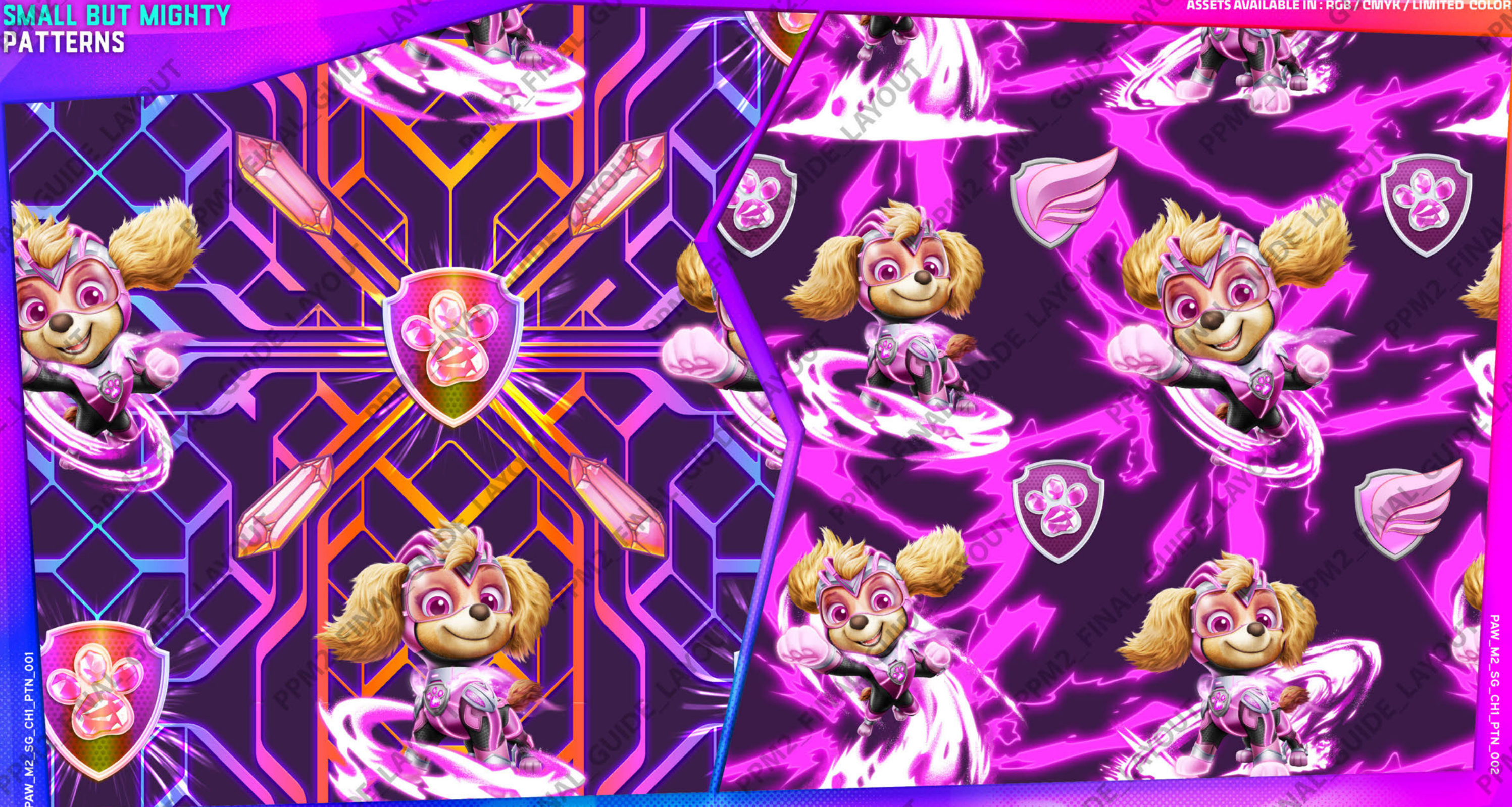
PAW_M2_SG_CHI_TT_002

SMALL BUT MIGHTY TYPE TREATMENTS

REACH
FOR THE
SKY

PAW_M2_SG_CH1 TT_003

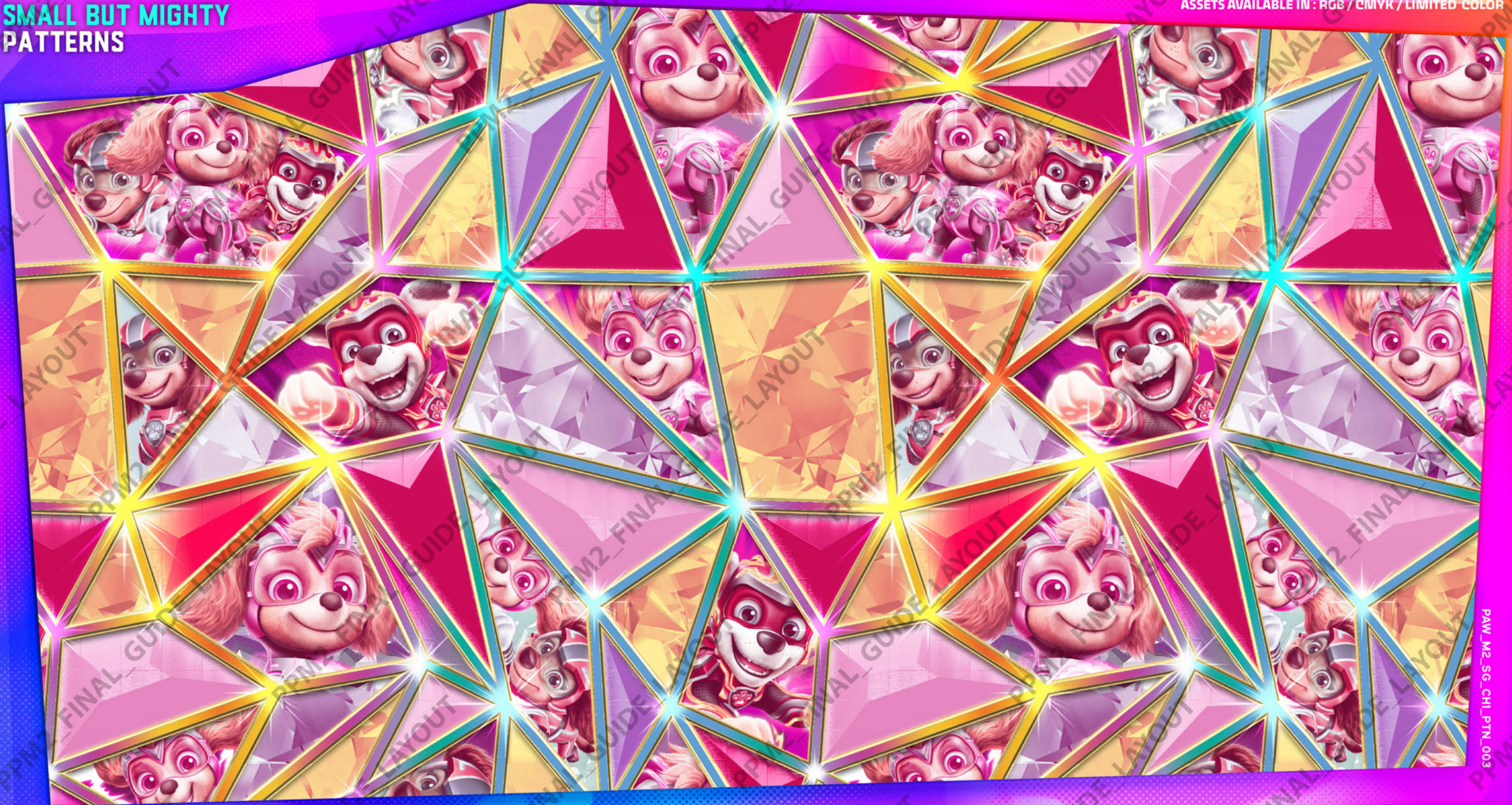
SMALL BUT MIGHTY PATTERNS



PAW_M2_SG_CHI_PTN_001

PAW_M2_SG_CHI_PTN_002

SMALL BUT MIGHTY PATTERNS



PAW_M2_SG_CH1_PTN_003

SMALL BUT MIGHTY ICONS

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SKYE'S CRYSTAL SHIELD
PAW_M2_SG_CH1_ICON_001



CHASE'S CRYSTAL SHIELD
PAW_M2_SG_CH1_ICON_002



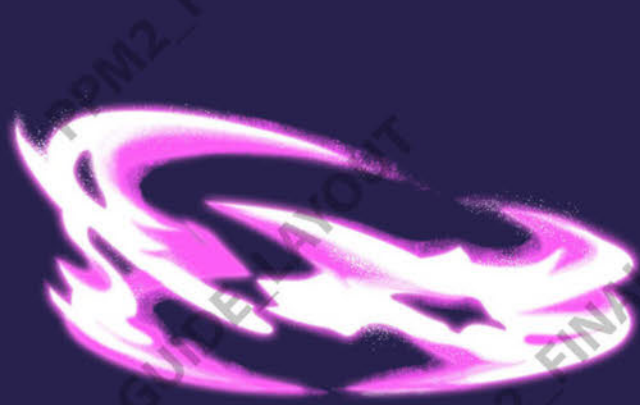
RUBBLE'S CRYSTAL SHIELD
PAW_M2_SG_CH1_ICON_003



MARSHALL'S CRYSTAL SHIELD
PAW_M2_SG_CH1_ICON_004



LIBERTY'S CRYSTAL SHIELD
PAW_M2_SG_CH1_ICON_005



PAW_M2_SG_CH1_ICON_006



PAW_M2_SG_CH1_ICON_007



PAW_M2_SG_CH1_ICON_008



PAW_M2_SG_CH1_ICON_009

SMALL BUT MIGHTY ICONS

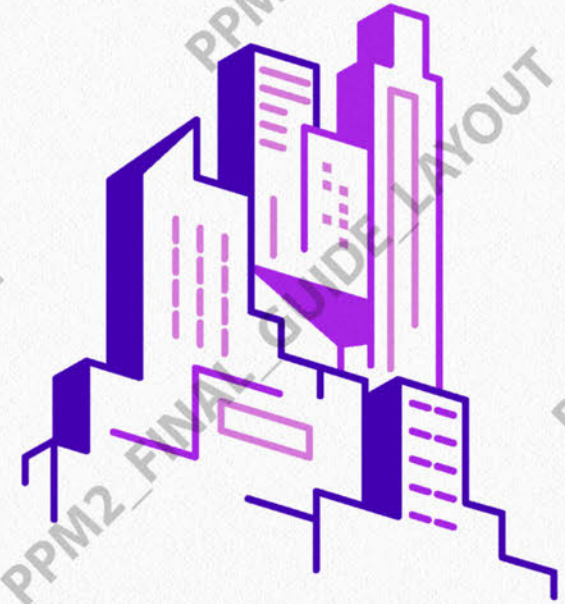
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ASSETS AVAILABLE IN : RGB / CMYK / LIMITED COLOR



PAW_M2_SG_CH1_ICON_010



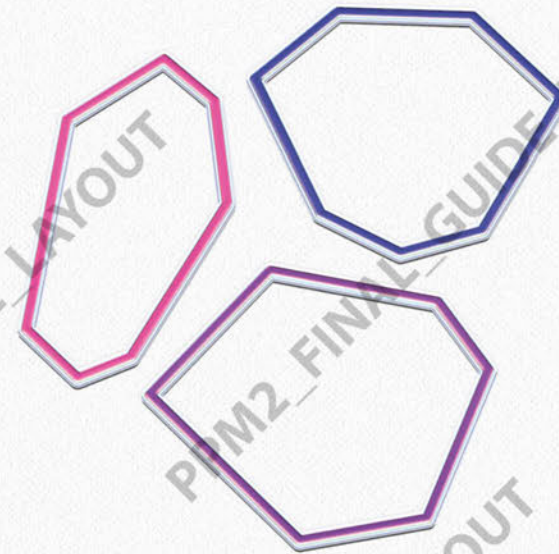
PAW_M2_SG_CH1_ICON_011



PAW_M2_SG_CH1_ICON_012



PAW_M2_SG_CH1_ICON_013



PAW_M2_SG_CH1_ICON_014



CHAPTER 2

POWERED-UP PUPS

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BLAK

Available at myfonts.com

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.-/+*

THICKER

Available at myfonts.com

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.-/+*

GALEANA

Available at myfonts.com

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.-/+*

POWERED-UP PUPS
COLOR PALETTE

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PMS 2748 C
C.100 M.93 Y.24 K.23
R.0 G.26 B.112



PMS 661 C
C.100 M.86 Y.15 K.05
R.0 G.37 B.176



PMS 2935 C
C.100 M.68 Y.04 K.00
R.0 G.85 B.232



PMS 299 C
C.81 M.18 Y.00 K.20
R.0 G. 220 B. 255



PMS 1795 C
C.10 M.98 Y.93 K.01
R.233 G. 29 B.36



PMS 137 C
C.00 M.42 Y.100 K.00
R.255 G. 160 B.0



PMS 7548 C
C.00 M.23 Y.100 K.00
R.255 G.188 B.3



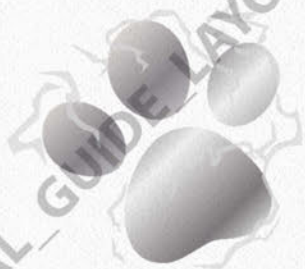
PMS 102 C
C.05 M.05 Y.100 K.00
R.255 G.244 B.0



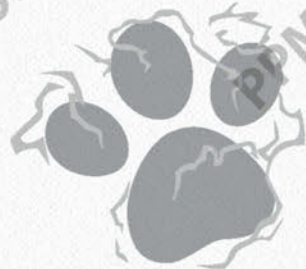
Black
C.00 M.00 Y.00 K.100
R.35 G.31 B. 32



Metallic Gold
N/A



Metallic Silver
N/A



PMS 422 C
C.41 M.31 Y.32 K.00
R.162 G.162 B.162

POWERED-UP PUPS
PATCHES

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ASSETS AVAILABLE IN : RGB / CMYK / LIMITED COLOR



PAW_M2_SG_CH2_PATCH_001



PAW_M2_SG_CH2_PATCH_002

POWERED-UP PUPS PATCHES

PAW_M2_SG_CH2_PATCH_003



COMING IN HOT!



PAW_M2_SG_CH2_PATCH_004

POWERED-UP PUPS PATCHES

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ASSETS AVAILABLE IN : RGB / CMYK / LIMITED COLOR



/// MIGHTY PUP POWER! ///

PAW_M2_SG_CH2_PATCH_005

POWERED-UP PUPS COMPOSITIONS



PAW_M2_SG_CH2_COMP_001



PAW_M2_SG_CH2_COMP_002

POWERED-UP PUPS
COMPOSITIONS

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ASSETS AVAILABLE IN : RGB / CMYK / LIMITED COLOR

DEFENDERS

OF ADVENTURE CITY



PAW_M2_SG_CH2_COMP_003



PAW_M2_SG_CH2_COMP_004

POWERED-UP PUPS TYPE TREATMENTS

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ASSETS AVAILABLE IN : RGB / CMYK / LIMITED COLOR

**PAW
POWER!**

PAW_M2_SG_CH2_TT_001

**POWER-UP
PUPS!**

PAW_M2_SG_CH2_TT_002



PAW_M2_SG_CH2_TT_003

POWERED-UP PUPS PATTERNS



PAW_M2_SG_CH2_PTN_001

PAW_M2_SG_CH2_PTN_002

POWERED-UP PUPS PATTERNS



PAW_M2_SG_CH2_PTN_003

PAW_M2_SG_CH2_PTN_004

POWERED-UP PUPS ICONS

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ASSETS AVAILABLE IN : RGB / CMYK / LIMITED COLOR



CHASE'S VEHICLE SHIELD
PAW_M2_SG_CH2_ICON_001



MARSHALL'S VEHICLE SHIELD
PAW_M2_SG_CH2_ICON_002



SKYE'S VEHICLE SHIELD
PAW_M2_SG_CH2_ICON_003



RUBBLE'S VEHICLE SHIELD
PAW_M2_SG_CH2_ICON_004



LIBERTY'S VEHICLE SHIELD
PAW_M2_SG_CH2_ICON_005



ROCKY'S VEHICLE SHIELD
PAW_M2_SG_CH2_ICON_006



ZUMA'S VEHICLE SHIELD
PAW_M2_SG_CH2_ICON_007



TEAM SHIELD
PAW_M2_SG_CH2_ICON_008

POWERED-UP PUPS ICONS



CHAPTER 3

LIBERTY & THE JUNIOR PATROLLERS

CHAPTER 3 ASSETS ARE EXCLUSIVE TO TARGET IN THE US.





THE JUNIOR PATROLLERS

Nano, Mini and Tot are three Pomeranian puppies who make up the Junior Patrollers. They're very young, full of energy, and always bouncing off the walls. It's their dream to one day be in the PAW Patrol, but they have no idea how to actually get there. Liberty decides to take them under her wing, and turn them into lean, mean, fluffy little rescue machines. Even though they're small, Nano, Mini, and Tot turn out to be big heroes.



TOT

MINI

NANO

LIBERTY & THE JUNIOR PATROLLERS CHARACTER ART

Available Color Modes: RGB & CMYK
Flop versions available



PAW_M2_SG_LJP_Grp_001b_CGI



PAW_M2_SG_LJP_Grp_002b_CGI

LIBERTY & THE JUNIOR PATROLLERS VECTOR POSES

Available Color Modes:
4-Color Process / B&W / Limited Spot
Flop versions available



PAW_M2_SG_LJP_Grp_001b



PAW_M2_SG_LJP_Grp_002b

LIBERTY & THE JUNIOR PATROLLERS
4 COLOR CHARTS



TOT

Dark Fur 13-45-81-0	Irises 29-75-100-23	Scarf Belt Frame 62-52-47-19
Dark Fur Shadow 23-58-100-8	Iris Highlights 17-59-100-3	Scarf Belt Prong 40-29-28-0
Light Fur 2-14-38-0	Pupils 60-40-40-100	Cap Logo Edge 27-43-100-5
Light Fur Shadow 6-29-73-0	Hat, Scarf 10-100-100-2	Cap Logo 69-24-100-8
Mouth Lines 33-53-89-15	Hat & Scarf Lines & Shadows 24-100-100-22	Cap Logo 0-20-100-0
Paw Lines, Leg In Shadow 32-69-100-26	Visor Underside, Scarf Shadow 2 31-100-100-45	Cap Logo 11-99-96-2
Eyebrows, Upper Eye Lines 46-71-91-62	Eyes, Pupil Highlights 0-0-0-0	
Nose 57-72-65-70	Scarf Belt 25-82-100-20	
Nose Highlight 50-63-52-25	Scarf Belt Loop 18-75-100-5	
Eye Shadow 30-23-24-0		



NANO

Dark Fur 8-55-77-0	Irises 97-75-1-0	Scarf Belt Prong 40-29-28-0
Dark Fur Shadow 16-68-97-4	Iris Highlights 53-5-0-0	Cap Logo Edge 27-43-100-5
Light Fur 2-14-38-0	Pupils, Inside of Mouth 60-40-40-100	Cap Logo 69-24-100-8
Light Fur Shadow 6-29-73-0	Hat, Scarf 81-57-0-0	Cap Logo 0-20-100-0
Upper Mouth Lines 33-53-89-15	Hat & Scarf Lines & Shadows 98-81-4-0	Cap Logo 11-99-96-2
Paw Lines 29-82-100-28	Visor Underside 100-84-28-13	Teeth Shadow 45-36-35-1
Eyebrows, Upper Eye Lines 46-71-91-62	Eyes, Pupil Highlights, Teeth 0-0-0-0	Tongue 14-82-60-2
Nose 57-72-65-70	Scarf Belt 25-82-100-20	Tongue Shadow 33-92-72-39
Nose Highlight 50-63-52-25	Scarf Belt Loop 18-75-100-5	Lower Mouth Lines 43-81-82-67
Eye Shadow 30-23-24-0	Scarf Belt Frame 62-52-47-19	



MINI

Dark Fur 7-28-73-0	Irises 72-35-100-23	Scarf Belt Prong 40-29-28-0
Dark Fur Shadow 20-38-92-1	Iris Highlights 60-5-100-0	Cap Logo 69-24-100-8
Light Fur 2-14-38-0	Pupils, Inside of Mouth 60-40-40-100	Cap Logo 11-99-96-2
Light Fur Shadow 6-29-73-0	Hat, Scarf, Cap Logo 0-20-100-0	Teeth Shadow 45-36-35-1
Upper Mouth Lines 33-53-89-15	Hat & Scarf Lines & Shadows, Cap Logo Edge 27-43-100-5	Tongue 14-82-60-2
Paw Lines 33-49-100-13	Visor Underside 34-51-100-16	Tongue Shadow 33-92-72-39
Eyebrows, Upper Eye Lines 46-71-91-62	Eyes, Pupil Highlights, Teeth 0-0-0-0	Lower Mouth Lines 43-81-82-67
Nose 57-72-65-70	Scarf Belt 25-82-100-20	
Nose Highlight 50-63-52-25	Scarf Belt Loop 18-75-100-5	
Eye Shadow 30-23-24-0	Scarf Belt Frame 62-52-47-19	

PAW_M2_LJP_4C_callouts

LIBERTY & THE JUNIOR PATROLLERS LIMITED COLOR CHART

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B Version
(Powers Deactivated)



B Version
(Powers Deactivated)

LIBERTY

	Black
	White
	722 C
	325 C
	156 C
	177 C
	725 C
	Cool Gray 11 C

TOT

	Black
	White
	722 C
	116 C
	156 C
	177 C
	362 C
	1795 C

NANO

	Black
	White
	722 C
	116 C
	156 C
	177 C
	7683 C
	1795 C

MINI

	Black
	White
	722 C
	116 C
	156 C
	177 C
	362 C
	1795 C

GROUP: 10 COLORS

	Black		177 C
	White		725 C
	722 C		1795 C
	325 C		7683 C
	156 C		116 C

AW_M2_LJP_LTD_Spot_Colors

OBVIOUSLY

Available at fonts.adobe.com

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789.-/+*

APTLY BLACK

Available at fonts.adobe.com

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.-/+*

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abcdefghijklmnopqrstuvwxyz
0123456789.-/+*

LIBERTY & THE JUNIOR PATROLLERS COLOR PALETTE

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PMS 325 C
C.56 M.00 Y.25 K.00
R.57 G.227 B.234



PMS 311 C
C.70 M.00 Y.11 K.00
R.0 G.193 B.222



PMS 7683 C
C.81 M.58 Y.07 K.00
R.65 G.107 B.169



PMS 661 C
C.100 M.85 Y.15 K.05
R.0 G.37 B.176



PMS 1795 C
C.10 M.98 Y.93 K.01
R.233 G.29 B.36



PMS 165 C
C.00 M.74 Y.95 K.00
R.255 G.103 B.29



PMS 116 C
C.00 M.18 Y.100 K.00
R.255 G.205 B.0



PMS 177 C
C.00 M.62 Y.32 K.00
R.255 G.129 B.137



PMS 7506 C
C.05 M.13 Y.32 K.00
R.242 G.218 B.178



PMS 156 C
C.05 M.28 Y.58 K.00
R.241 G.188 B.124



PMS 266 C
C.67 M.83 Y.00 K.00
R.119 G.61 B.189



PMS 268 C
C.82 M.100 Y.12 K.02
R.89 G.44 B.130

LIBERTY & THE JUNIOR PATROLLERS PATCHES



PAW_M2_SG_LJP_PATCH_001



PAW_M2_SG_LJP_PATCH_002

LIBERTY & THE JUNIOR PATROLLERS PATCHES



PAW_M2_SG_LJP_PATCH_003



PAW_M2_SG_LJP_PATCH_004

LIBERTY & THE JUNIOR PATROLLERS COMPOSITIONS

THESE
Pips
ARE
Legit!



PAW_M2_SG_LJP_COMP_001



PAW_M2_SG_LJP_COMP_002

**LEAN
MEAN
Fluffy
LITTLE
RESCUE
MACHINES!**

LIBERTY & THE JUNIOR PATROLLERS COMPOSITIONS



PAW_M2_SG_LJP_COMP_003

LIBERTY & THE JUNIOR PATROLLERS
TYPE TREATMENTS



PAW_M2_SG_LJP_TT_001



PAW_M2_SG_LJP_TT_002

LIBERTY & THE JUNIOR PATROLLERS PATTERNS

OVERSIZED PATTERN TO
BE CROPPED AS DESIRED



ALSO AVAILABLE IN
RED AND YELLOW BACKGROUNDS.

LIBERTY & THE JUNIOR PATROLLERS PATTERNS



PAW_M2_SG_LJP_PTN_003

LIBERTY & THE JUNIOR PATROLLERS ICONS



PAW_M2_SG_LJP_ICON_001a

USAGE DESIGN RULES

USING THIS GUIDE:

The Mighty Movie Guide is split into 3 chapters:

- **SMALL BUT MIGHTY**
- **POWERED-UP PUPS**
- **LIBERTY & THE JUNIOR PATROLLERS**

We recommend using assets from one chapter per collection for a cohesive look. Mixing assets from chapters 1 and 2 is permitted on a case by case basis. Chapter 3 assets must never be mixed with any other chapters.

SMALL BUT MIGHTY:

When designing from this chapter, focus on:

- Pups in their powered-up mode.
- RGB Assets over CMYK for a glowing power look.
- Skye as the lead Mighty Pup.
- Skye's specific Mighty Powers.
- Elements from Skye's costume.
- Designs featuring pinks and purples with pops of teal and gold.
- Empowering & heroic phrases.
- Vehicle, team and crystal paw shields.
- Velocity & energy icons and holding shapes.
- Adventure City location & skyline.
- Iridescent materials & faceted, geometric shape applications.
- Color spectrums in graphics, faceted typography, and patterns inspired by the magic crystals.
- Storytelling moments from the movie.

POWERED-UP PUPS:

When designing from this chapter, focus on:

- Pups in their powered-up mode.
- RGB Assets over CMYK for a glowing power look.
- Ensemble group shots.
- Each pup's Mighty Powers.
- The pups' key color palettes.
- Elements from the pups' costumes.
- Power-up energy icons on type and in patterns.
- Dynamic, dimensional typography.
- Energy bursts to frame characters.
- Adventure City location & skyline.
- Dynamic scene perspectives with dramatic shadows & cinematic qualities.
- Vehicle, team and crystal paw shields.
- Light-up elements & applications.
- Incorporating metallics & hexagonal shapes from new Aircraft Carrier Headquarters.
- Heat mapping graphics for Marshall, but avoid using too much fire.
- Storytelling moments from the movie.

LIBERTY & THE JUNIOR PATROLLERS:

When designing from this chapter, focus on:

- PAW Patrol pups in their powered-off mode.
- All three Junior Patroller pups featured together and never separately.
- Liberty as the first choice to appear with the Junior Patrollers.
- Using other PAW Patrol pups to appear with the Junior Patrollers where appropriate.
- Hand-crafted & quirky look & feel.
- Expressive typography.
- Junior patrollers key colors & brush textures.
- Color blocking & tactile applications.
- Storytelling moments from the movie.

USAGE DESIGN RULES

LOGO USAGE :

- Use the PAW Movie logo as provided. Do not deconstruct or alter the logo in any way.
- Consider using the logo on products to reinforce the brand.

CHARACTER ART :

- Focus on the following pups: Skye, Chase, Marshall, Rubble, Liberty & the Junior Patrollers.
- Three Junior Patrollers must always be featured together.
- Don't feature Junior Patrollers in Small But Mighty or Powered-up Pup designs.
- Pup poses are delivered with their Paw Power effects on and off.
- PAW Patrol pups must always be in their powered-off mode in the Liberty & the Junior Patrollers chapter.
- Avoid showing Marshall with too much fire.
- Avoid flopping poses. Instead, use the available flopped versions.



Add black dividing line where Pomeranian pups overlap in limited color. Follow example.



Please note that Skye is the only pup that flies. Avoid placing other pups in flying poses.



PRODUCT INSPIRATION

SMALL BUT MIGHTY PRODUCT INSPIRATION



POWERED-UP PUPS
PRODUCT INSPIRATION



POWERED-UP PUPS
PRODUCT INSPIRATION



POWERED-UP PUPS
PRODUCT INSPIRATION



LIBERTY & THE JUNIOR PATROLLERS
PRODUCT INSPIRATION



LIBERTY & THE JUNIOR PATROLLERS PRODUCT INSPIRATION



APPROVAL PROCEDURE

Any usage of the PAW Patrol characters' names or likenesses must be approved in writing in advance of use. Creative approval is based on character design that (a) follows models and colors, (b) uses correct relationships between characters, (c) is appropriately integrated with products and advertisements, and (d) uses the correct typefaces.

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