

BIONICLE®

STYLEGUIDE 2009



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The BIONICLE universe

Brand statement

BIONICLE offers the most compelling and accessible toy concept that combines a deeply involving story universe created by LEGO together with the coolest constructible action figures.

Brand values

The tone of BIONICLE is epic and heroic. Powerful heroes go on a quest for the knowledge that will help them save a universe from the forces of darkness. Science-fantasy meets classic storytelling to create a modern mythology that has captivated legions of fans for years.

Brand highlight

BIONICLE® by LEGO

BIONICLE holds a unique position in the toy market with constructible action figures

Brand awareness of more than 75% of boys between 6-11 years

More than 165 million cans sold since the launch in 2001

More than 2 million visits to www.BIONICLE.com every month

Extensive back story which is communicated through numerous media channels

BIONICLE movies have in the past sold more than 5 million copies worldwide

Over 60 million comics are in distribution

6.5 million BIONICLE books in print

New DTV scheduled to release in Fall 2009

Updated April 2008

Target group

The BIONICLE® concept is founded on 3 conceptual pillars of COOL FIGURE, BUILDING and BATTLING.

Product target group:

- 6-12 year old boys

Communication target group: Tone-of-voice

- 8-10 year old boys

Aspiration drive

Media target group: Across all parameters

- 6-12 year old boys



1-COLOR

BIONICLE®

The primary BIONICLE logo – white version also available

4-COLOR

BIONICLE®

The original BIONICLE logo

4-COLOR

BIONICLE®

The primary BIONICLE logo for 2009

1-COLOR
ICON



The BIONICLE icon – may only be used when the BIONICLE logo is present on the product as well

Branding hierarchy

The branding hierarchy of the BIONICLE universe should be followed at all times. Some exceptions are made with regards to sub-brand logos – follow the special guidelines for those.

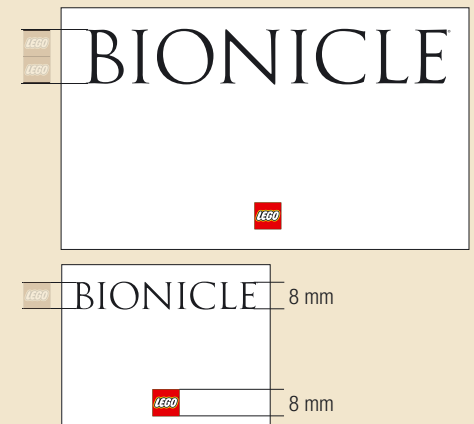
- 1: Brand: BIONICLE®
- 2: Produced by: LEGO®
- 3: Sub-brand: PHANTOKA, MISTIKA, GLATORIAN
- 4: Name of characters: Toa Lewa, Antroz, Chirox, Skrall
- 5: Name of location: Voya Nui, Mahri Nui, Karda Nui, Bara Magna

Logo treatment

The BIONICLE® logo is always placed on top of the layout, whereas the LEGO logo is placed at the bottom, preferably centered or on the right-hand side.

When displayed, the height of the LEGO logo should be 50% the height of the BIONICLE logo.

On smaller materials, on which the LEGO logo will go below the 8 mm. minimum size limit, the height of the LEGO logo should be the same as the BIONICLE logo.



What is subject for approval?

Every product which contains LEGO / BIONICLE content is subject to approval.

Please contact your normal LEGO business contact.
For all License and Co-promotion partners you will also find the approval process described in your contract.

Trademark text:

This text must be placed on all packaging and on all products where possible. Notice special legal requirements for North America below.

Short version:

LEGO, the LEGO logo and BIONICLE are trademarks of the LEGO Group. ©200X The LEGO Group.
(X marks the year in which the product is launched)

Long version:

LEGO, the LEGO logo, BIONICLE and the BIONICLE logo are trademarks of the LEGO Group. ©200X The LEGO Group.
(X marks the year in which the product is launched)

On products where there is not enough space, use as minimum:
©200X The LEGO Group.
(X marks the year in which the product is launched)

North American version

LEGO, the LEGO logo, BIONICLE and the BIONICLE logo are trademarks of the/sont des marques de commerce de/son marcas registradas de LEGO Group. ©200X The LEGO Group.
(X marks the year in which the product is launched)

Size of the trademark text

The trademark text must be written in 8 points, but where space does not allow for this a minimum of 6 points is allowed. The trademark text and copyright text must be legible on a big banner.

Where to use the trademark text

Packaging
In-store/Print ads/TV commercials
Catalogues/Brochures

Placement on packaging

The trademark text is typically, though this is not legally required, placed on the bottom panel and always right before the copyright text.

Placement on in-store

The trademark text can be placed anywhere you prefer, but should be clearly visible and should always come right before the copyright text.

Placement on catalogues/brochures

The trademark text should be placed on the back of the brochure. If there are 3rd party trademarks, this text should be mentioned where the product is shown.

Example of trademark text used by licensees

LEGO, the LEGO logo, BIONICLE and the BIONICLE logo are trademarks of the LEGO Group. ©200X The LEGO Group. Produced by XXXXX under license from the LEGO Group.



FF TRADEMARKER LIGHT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 & ! ? / ()

The primary font used for writing body copy, names of characters etc. Can be purchased at: www.fontfont.de

IMPORTANT NOTE

HEADLINES ARE ALWAYS "ALL CAPS" - never "small caps"

NEVER USE THE "TRADEMARKER BOLD" FONT - OR THE "TRADEMARKER FAT" FONT!

HELVELTICA ULTRA COMPRESSED

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 & ! ? / ()

The secondary font used for headlines, call-outs etc.

BIONICLE 1



Available on the DVD

BIONICLE®

The ending of 2008

After a pitched battle in Karda Nui between the Toa Nuva and Makuta, the Toa barely escaped with their lives when a massive energy storm erupted in the core. The storm killed the Makuta, but both the Toa and the Av-Matoran were able to avoid that fate and make their way back to Metru Nui.

Although devastating, the storm heralded an event of momentous importance – the awakening of the Great Spirit

Mata Nui! Throughout the city of Metru Nui, Toa and Matoran alike celebrated the ending of the year-long quest of the Toa and the return of Order and Light to the universe.

Battle for power – reveal the secrets – follow the story culmination online...



BIONICLE

1HY 2009

On the arid, desert world of Bara Magna, every day is a struggle just to survive. Scattered villages dot the sands, built in and around ancient ruins. With little working technology, the Agori villagers rely on salvage and makeshift repairs to what they have to get by.

In a world where so many have so little, a war would be devastating. To avoid that, villages settle their conflict through single combat between Glatorians, powerful warriors who fight for pay for and for glory. Victory may mean honor for a Glatorian, along with new weapons or armor; defeat means disgrace, and sometimes even exile into the desert.

Into this place comes a new tribe, the Skrall, black-armored warriors who dominate Glatorian matches and seem willing to take whatever they want, whenever they want it. As the first half story ends, the Skrall go from arrogance and intimidation of other villages to outright, destructive raids. Bara Magna faces its greatest threat in the last 100 millennia, and it does so without a hero to protect it.



2HY 2009

The Mask of Life suddenly appears in the sky over Bara Magna, crash landing in the sands and carrying the consciousness of Mata Nui. The power of the mask makes a body from the sands and Mata Nui walks again, a stranger in a world not his own.

On a quest to find a way back to his own universe and save it from Makuta, he allies with a small band of Glatorians and is drawn into their struggle against the Skrall. He learns from them how to fight and survive here ... and they learn from him

that there are things truly worth fighting and dying for. Under his leadership, the scattered villages begin to unite against their common enemy.

The year ends in a huge battle between Mata Nui's forces and those of the Skrall and their mysterious leader. When it is over, Mata Nui discovers a secret long hidden beneath the sands of the desert world – one that changes everything he thinks he knows about this world.



Bara Magna

The entire desert of Bara Magna is an extremely traitorous and chaotic place right from the windswept spiky rocks of the North to the soft and dangerous liquid sand of the South.

Numerous tribes and strange creatures live in, on and above the sand of Bara Magna and it is survival of the fittest. Numerous secrets waits to be revealed.

Welcome to the desert...



1HY 2009

Regarding the use of the location of Bara Magna in 1HY 2009 we suggest that we concentrate on the Arena Magna and its immediate surroundings in order to lower the complexity of the universe and the story that we need to tell 1HY 2009. The story will describe the world as it was before the Skrall turned on the other tribes and turned everything into chaos. But seen from the Arena Magna to limit the amount of locations. In 1HY 2009 the arena is the center of our new BIONICLE universe



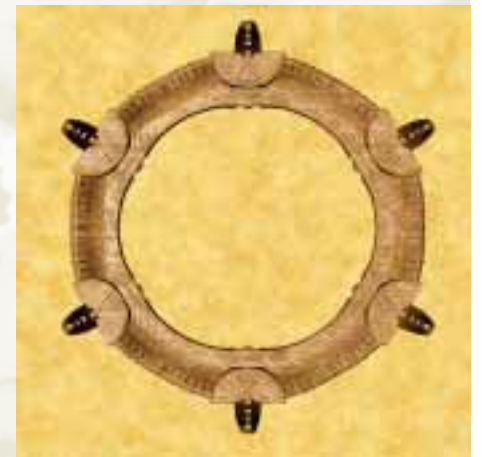


The whole society was built around the fights of the great arena and the Arena Magna was in fact working as a kind of parliament with a yearly gathering. In the beginning it wasn't a spectator sport but a serious matter with only the few most important rulers attending.

The Arena Magna was also seen as the architectural benchmark of Bara Magna. This arena was cut and shaped from the bare rock by the very tribe/species that once built the great robots, maybe the "great beings". Every other design took its inspiration from this place. The organic and curved shapes of the arena resemble the shapes of the original BIONICLE "yin-yang" icon and these shapes are extremely difficult to carve perfectly.

The arena was surely a masterpiece. It was gigantic and carved out of the rock face that shaped one of the ridges that as one of several enormous stairs led down from the black rocks of the north down towards the shores of the south.

With its 6 curved towers it reached for the sky on the top of the tallest rocks of "Magna Falls". The six towers resembled the 6 elements of Bara Magna – fire, ice, water, jungle, earth and rock. The 6 elements needed to build a giant.







On both sides of the rock holding the arena, infinite stream of liquid sand resembling water dropped over the edge and into the basin far below.

When the arena was operating it had a mechanism built in that resembled a giant hourglass meaning that the bowl of the arena could be filled and emptied of sand during a match. The center ground of the arena would be a flat area with only 6 rocks symmetrically sticking out of the sand at the beginning of the match but as the battle progressed sand would run out and more and more obstacles would appear.

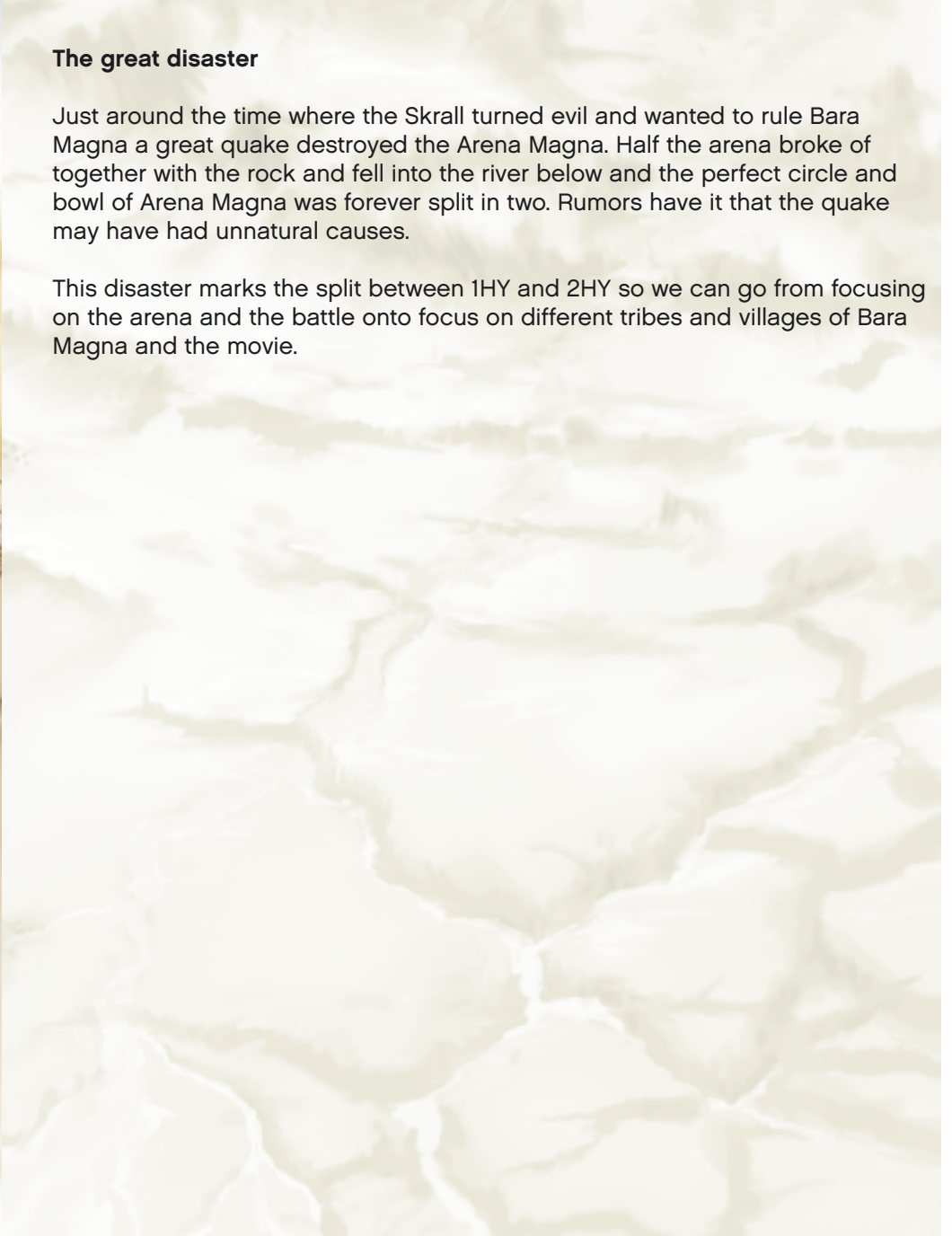
The sand ran out through a big hole in the bottom of the bowl and this hole had the shape of the figure of the Mask of Life. The sand would run in a big tunnel and out through a giant vent in the rock face far below the arena. And poor that Glatorian, who were caught by the running sand and sucked into the center hole. As always in BIONICLE you are not only fighting your opponent but also the elements.



The great disaster

Just around the time where the Skrall turned evil and wanted to rule Bara Magna a great quake destroyed the Arena Magna. Half the arena broke off together with the rock and fell into the river below and the perfect circle and bowl of Arena Magna was forever split in two. Rumors have it that the quake may have had unnatural causes.

This disaster marks the split between 1HY and 2HY so we can go from focusing on the arena and the battle onto focus on different tribes and villages of Bara Magna and the movie.



Brave individual fighters who battle to be the champion
Glatorian is the term for the fighters in the world of Bara Magna.
They are hired by the Agori to fight for scarce resources. They live
separately from the villages in compounds of their own, where they
train constantly. They each belong to their own individual element
such as fire, ice, water, jungle, earth and rock.

Glatorian all meet once per year in the village of Atero for a single
tournament that determines the best fighter on Bara Magna.







SKRALL



MALLUM



GRESH



TARIX



STRAKK



VOROX











TRIBES OF THE ARENA

Sub-brand 1HY 2009

The Glatorian sub-brand logo is used on retail packaging and used to determine what is NEW from BIONICLE for the kids. They use it to navigate in-store.

Branding hierarchy is:

1. BIONICLE (brand)
2. Glatorian (sub-brand)
3. LEGO logo (produced by)

Use the Glatorian sub-brand on all material that relates to 1HY 2009.

Keep the branding hierarchy on all parameters.

Usage

The BIONICLE logo is placed centered on all materials – the BIONICLE logo can be placed top left if this is not possible. The Glatorian logo is placed separately from the BIONICLE logo.

Always have the ® on the BIONICLE logo

Place the LEGO logo separate to the subbrand/BIONICLE logo aligned right of the logos (centered if needed).

Always write the BIONICLE wordmark in capital letters when writing the brand. Never write LEGO in from of BIONICLE - instead you should write BIONICLE from LEGO

A large, black, stylized logo for the Glatorian sub-brand. The letter 'G' is highly decorative, featuring a circular shape with four sharp, pointed extensions. The remaining letters 'LATORIAN' are in a bold, blocky, sans-serif font with a distressed, splattered texture. The entire logo is set against a background of crumpled, light-colored paper.









Packaging design principle

The design originates in the new and current trilogy and will in its main principles carry through the 6 seasons from the beginning of 2009 to the end of 2011.

This season the great Glatorian Arena of Bara Magna is prominent. The arena is carved in stone and is filled with sand, coloring the box design. Always use the scratched black background for the BIONICLE logo and for panels and edges.

Use File: BOX_1.PSD

Use the yin yang logo as a repeated element through the years 2009 - 2011

Use File: BIONICLE_BB_POS.eps or BIONICLE_BB_NEG.eps

To incorporate your product in the arena, use the File: PACK_ARENA.PSD as a distant background.

If needed, turn it into black/white. Use the stairs – an important element in the whole campaign – to create perspective and further totally implement your product in the world of

BIONICLE, by putting the stairs in the front.

File: PACK_STAIRS.PSD

The splash is a symbol from the BIONICLE story, an ancient light source, so it should be kept simple. You can use it for both text and illustrations.

File: SPLASH.PSD

Closed box design, File: BOX_1.PSD

Die Cut box design File: BOX_2.PSD

Die Cut File: BOX_DIE_CUT.PSD



File: BOX_1.PSD



File: BOX_2.PSD



File: BOX_DIE_CUT.PSD

Blister card front



File: BLISTER_PACK_FRONT.PSD

Blister card back



File: BLISTER_PACK_BACK.PSD

Header card



File: HEADER_CARD.PSD

Book Template

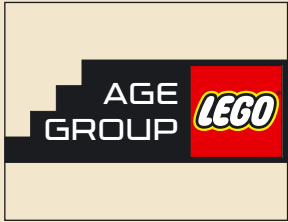


File: BOOK_TEMPLATE.PSD

Swing tag



File: SWING_TAG.PSD



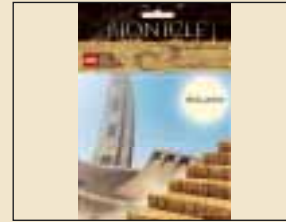
AGE_GROUP_B.EPS



AGE_GROUPEPS



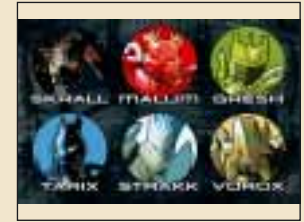
BLISTER_PACK_BACK.PSD



BLISTER_PACK_FRONT.PSD



BOARD_1.PSD



BOARD_2.PSD



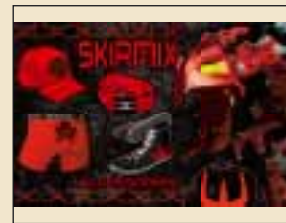
BOARD_3.PSD



BOARD_4.PSD



BOARD_5.PSD



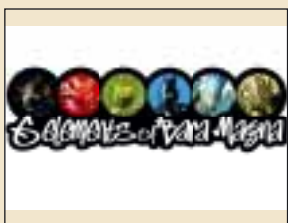
BOARD_6.PSD



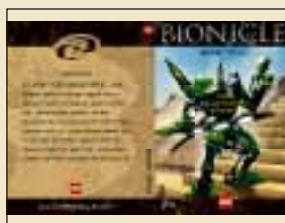
BOARD_7.PSD



BOARD_8.PSD



BOARD_9.PSD



BOOK_TEMPLATE.PSD



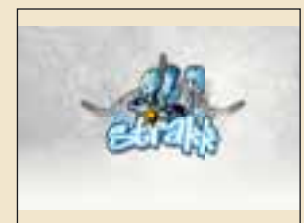
BOX_1.PSD



BOX_2.PSD



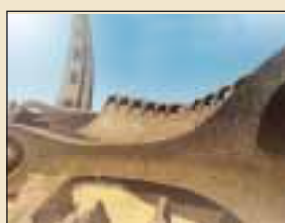
BOX_DIE_CUT.PSD



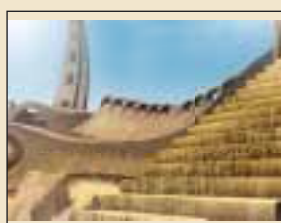
CHARACTER_BADGE.PSD



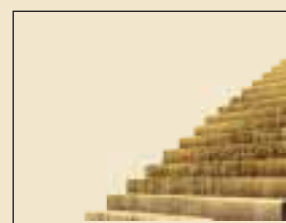
HEADER_CARD.PSD



PACK_ARENA.PSD



PACK_STAIRS_ARENA.PSD



PACK_STAIRS.PSD



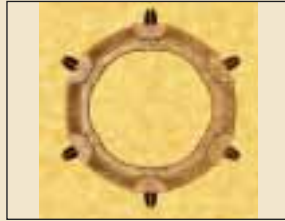
POSTER_1.PSD



SPLASH.PSD



SWING_TAG.PSD



TOP_ARENA.PSD



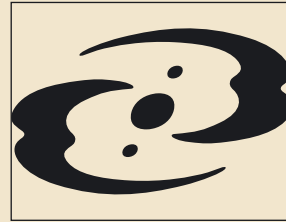
00LEGO_R_LOGO00.EPS



BIONICLE_2009.PSD



BIONICLE_BB_NEG.EPS



BIONICLE_BB_POS.EPS



BIONICLE_ORIGINAL.PSD



BIONICLE@BLACK_0-80.EPS



BIONICLE@BLACK.EPS



BIONICLE@WHITE_0-80.EPS



BIONICLE@WHITE.EPS



GLATORIAN_B_LOGO_2COL.EPS



GLATORIAN_B_LOGO_NEG.EPS



GLATORIAN_B_LOGO_POS.EPS



GLATORIAN_LOGO_2COL.EPS



GLATORIAN_LOGO_NEG.EPS



GLATORIAN_LOGO_POS.EPS



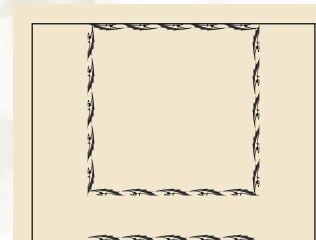
GLATORIAN_LOGO_TRASHED_2COL.EPS



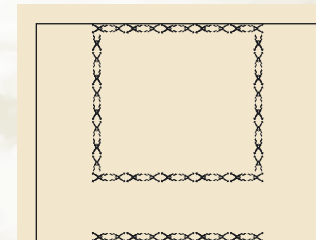
GLATORIAN_LOGO_TRASHED_NEG.EPS



GLATORIAN_LOGO_TRASHED_POS.EPS



BORDER_FRAME_A.EPS



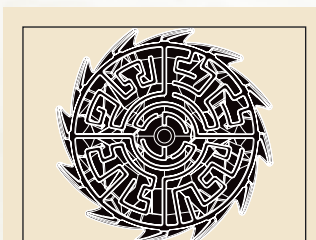
BORDER_FRAME_B.EPS



BUZSAW_2.EPS



BUZSAW_3.EPS



BUZSAW_4.EPS



BUZSAW_6.EPS



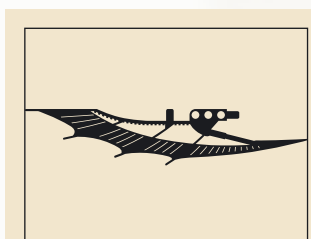
BUZSAW_7.EPS



G_DOUBLE.EPS



GLATORIAN_LOGO_TRASHED.PSD



GREEN_SHIELD.EPS



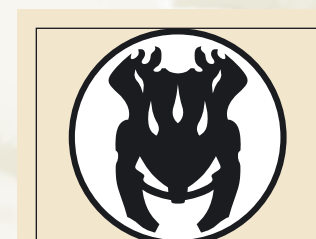
MASK_ICON_BLACK_TOA.EPS



MASK_ICON_BLUE_TOA.EPS



MASK_ICON_GREEN_TOA.EPS



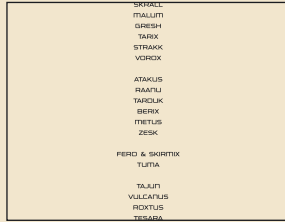
MASK_ICON_RED_TOA.EPS



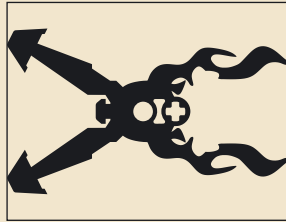
MASK_ICON_SAND_TOA.EPS



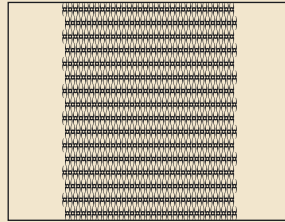
MASK_ICON_WHITE_TOA.EPS



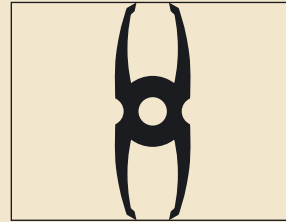
NAMES.EPS



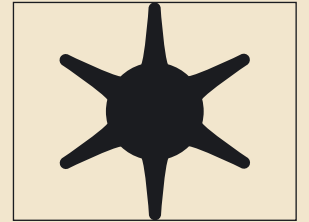
RED_SHIELD.EPS



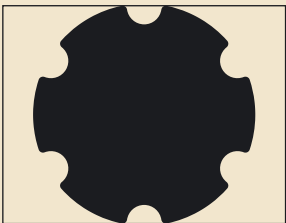
SHIELD_PATTERN_1.EPS



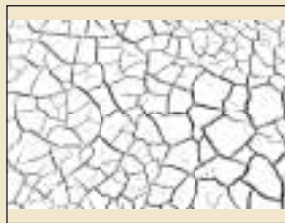
SHIELD.EPS



SPIKEY_BALL.EPS



WHEEL.EPS



CRACKED_DESERT.PSD



SPIKEBALL 1.PSD



SPIKEBALL 2.PSD



SPIKEBALL 3.PSD



SPIKEBALL 4.PSD



SPIKEBALL 5.PSD



SPIKEBALL 6.PSD



SPIKEYBALL_TREATED_A.PSD



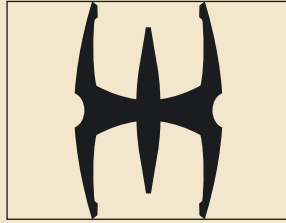
SPIKEYBALL_TREATED_B.PSD



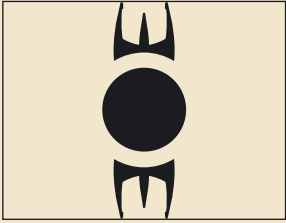
BARA_MAGNA_GOLD.PSD



BARA_MAGNA_METAL.PSD



BARA_MAGNA.EPS



FLAG_BASIC.EPS



FLAG_BLACK_TRIBE.EPS



FLAG_RED_TRIBE.EPS



FLAG_SAND_TRIBE.EPS



FLAG_WHITE_TRIBE.EPS



ICON_BLACK_TRIBE.EPS



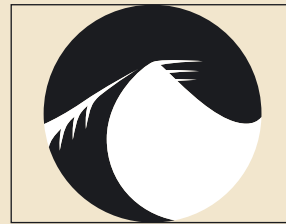
ICON_BLUE_TRIBE.EPS



ICON_GREEN_TRIBE.EPS



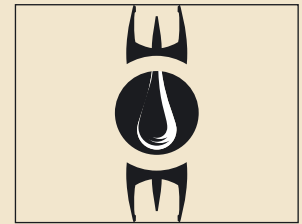
ICON_RED_TRIBE.EPS



ICON_SAND_TRIBE.EPS



ICON_WHITE_TRIBE.EPS



FLAG_BLUE_TRIBE.EPS



FLAG_GREEN_TRIBE.EPS



8972_MA_POSE_ALT.PSD



8973_MA_POSE_ALT.PSD



8974_MA_POSE_ALT.PSD



8975_MA_POSE_ALT.PSD



8976_MA_POSE_ALT.PSD



8977_MA_POSE_ALT.PSD



8978_BLACK_POSE_ALT.PSD



8979_RED_POSE_ALT.PSD



8980_GREEN_POSE_ALT.PSD



8981_BLUE_POSE_ALT.PSD



8982_WHITE_POSE_ALT.PSD



8983_SAND_POSE_ALT.PSD



8990_SKIRMIX_POSE_ALT.PSD



8991_TURMA_POSE_ALT.PSD



8984



8985



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8988



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8993



8994



8995



8996



8997



8998

General rules for the use of the LEGO® logo, trademarks and word marks:

1. **Always** centre the LEGO® logo according to the total integrated logo design.
2. **Always** apply the trademark symbols (™ or ®) the first time the LEGO word mark and sub-brands are mentioned in a headline and the first time they appear in the body text on a page or spread.
3. **Always** write the LEGO word mark and sub-brand names in UPPERCASE.
4. **Always** include sub-brand names in the legal line if they appear in the material.
5. **Never** display a sub-brand, product line or related identity logo larger than the LEGO logo.

Specific rules for the use of the LEGO logo:

1. **Always** use the official four-colour version of the LEGO logo (see ill. 1).
2. **Always** use the official three standard colours when using the four-colour printing method (see ill. 2-4).
3. **Always** use official LEGO logo colours when reproducing the logo using other print methods.
4. Minimum permissible print size of the LEGO logo is 8x8 mm (see ill. 8).
5. **Always** scale up the LEGO logo proportionately.
6. **Always** protect the border of the LEGO logo by leaving at least 1/5 of the logo's size to the edge of a page or clear from a busy background (see ill. 9).
7. **Always** square the LEGO logo to the page, do not tilt, angle or bend it.
8. **Always** place the LEGO logo and the co-promoter's logo separately, preferably placing the co-promoter's logo(s) vertically, horizontally or diagonally across from the LEGO logo

9. **Never** use red as a background colour behind the LEGO logo (see ill. 10).
10. **Never** crop the LEGO logo (see ill. 25-27).
11. **Never** enlarge the dimensions of the LEGO logo red square (see ill. 28).
12. **Never** display the LEGO logo upside-down (see ill. 29).
13. **Never** place other brands, logos or product names over the LEGO logo (see ill. 30).

Please note that:

1. The monochrome version of the LEGO logo is for internal use only. For external uses, please contact LEGO Corporate Legal Affairs for approval (see ill. 5).
2. The monochrome LEGO logo (see ill. 5) may only be used for embossing downwards and the outlined LEGO logo (see ill. 6) may only be used for embossing upwards.
3. The official LEGO Group red colour is printed using 100% yellow and 100% magenta (see ill. 2-3).
4. For print under the 8x8 mm permissible minimum, we suggest using the LEGO word mark instead.
5. Off-registration during printing must be avoided. However, if off-registration is unavoidable due to the method of printing, contact LEGO Corporate Legal Affairs before proceeding for approval (see ill. 16-17).

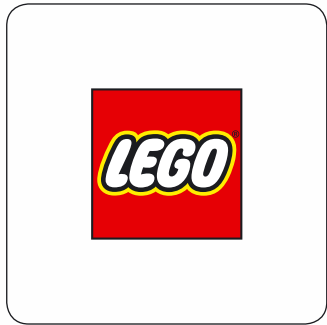
For more information about the rules in this chapter or how they apply, please contact:

- The marketing manager on +45 7950 6070 for individual LEGO product lines
- Graphic Center, PrePress & Support on +45 7950 6070 for LEGO corporate colours and printing
- LEGO Corporate Legal Affairs on +45 7950 6070 for the exceptional use of the monochrome LEGO logo

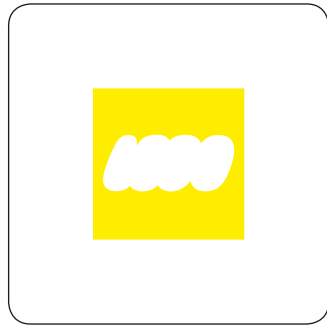
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date 01.03.07

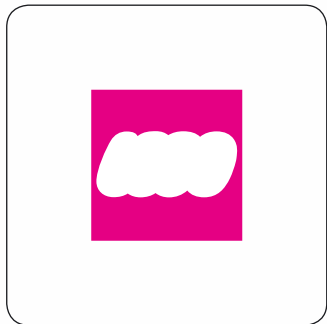
Illustrations of the official LEGO® logo, official colours and size



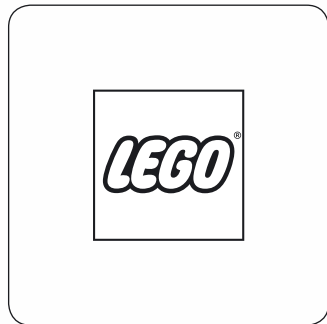
#1. The official LEGO® logo (rule 1)



#2. 100% Yellow (rule 2)



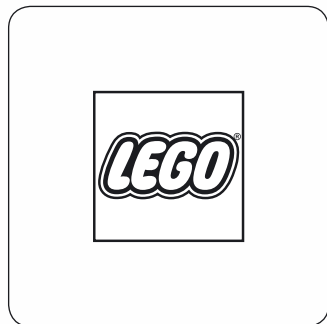
#3. 100% Magenta (rule 2)



#4. 100% Black (rule 2)



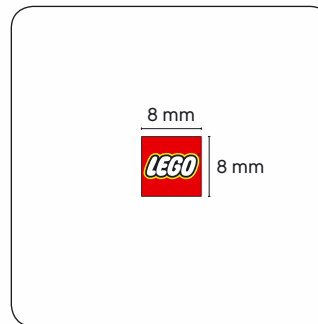
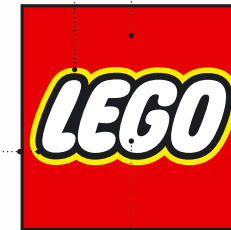
#5. Monochrome logo/downward embossing (notes 1 and 2)



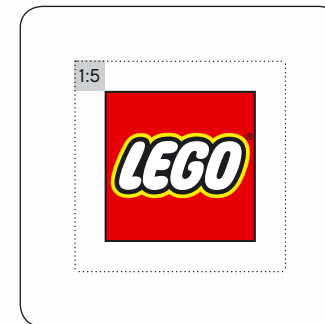
#6. Upward embossing (note 2)

| | |
|---|---|
|  | <p>Red / Pantone 485 C CMYK: C0 M100 Y100 K0 RGB*: R220 G0 B20 NCS**: S1085 -Y90R RAL**: 3020 Pantone textil: 18-1763 TC</p> |
|  | <p>Yellow / Pantone Yellow 012 C CMYK: C0 M0 Y100 K0 RGB*: R255 G243 B0 NCS**: S0580 -Y RAL**: 1021 Pantone textil: 13-0858 TPX</p> |
|  | <p>100% Black / Pantone Black CMYK: C0 M0 Y0 K100 RGB*: R0 G0 B0 NCS**: S9000 -N RAL**: 8022 Pantone textil: 19-4006 TC</p> |
|  | <p>White / Pantone White CMYK: C0 M0 Y0 K0 RGB*: R255 G255 B255 NCS**: S0500 -N RAL**: 9003 Pantone textil: 11-0601 TC</p> |

#7. Official LEGO logo colours (rule 3)



#8. Minimum print size: 8x8 mm (rule 4)



#9. Border protection: 1/5th logo's size (rule 6)

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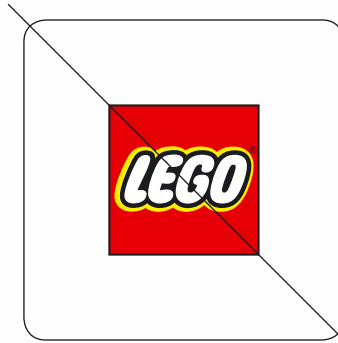
Incorrect use of the LEGO® logo



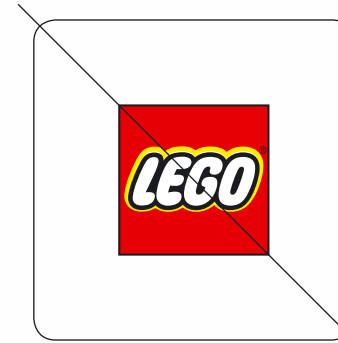
#10. Black outline missing and on a red background (rule 9)



#11. Black outline too wide



#16. Unacceptable off-registration



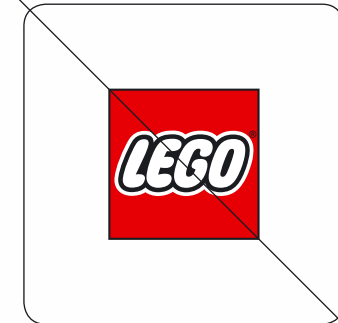
#17. Unacceptable off-registration



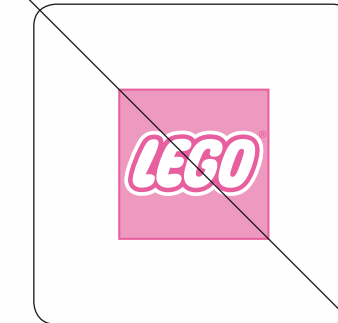
#12. Black outline is now yellow



#13. Black outline is too wide



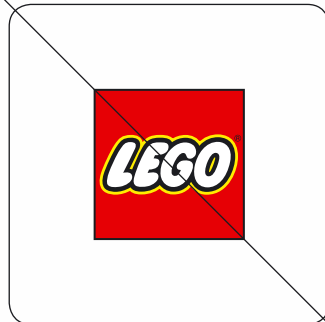
#18. Unofficial LEGO colour



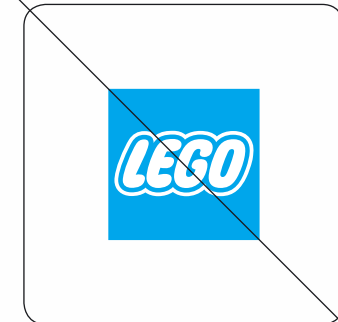
#19. Unofficial LEGO colour



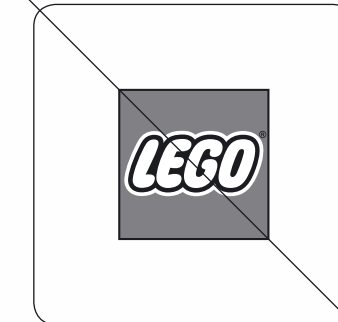
#14. LEGO® logo used as a watermark



#15. Old logo version is no longer valid



#20. Unofficial LEGO colour



#21. Unofficial LEGO colour

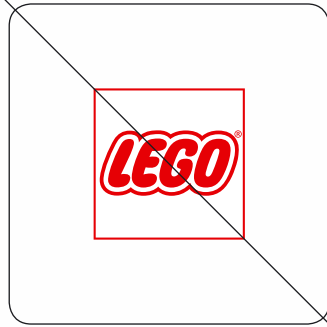
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Incorrect use of the LEGO® logo



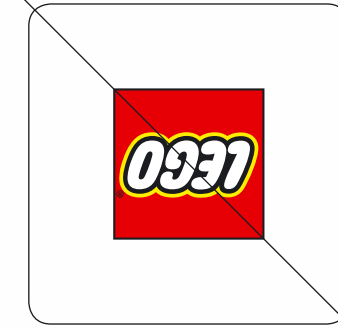
#22. Unofficial LEGO® colour



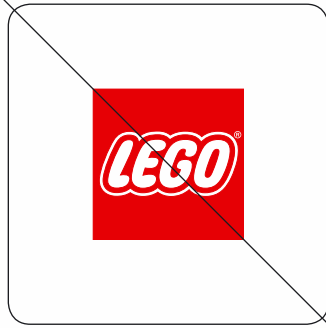
#23. Unofficial LEGO colour



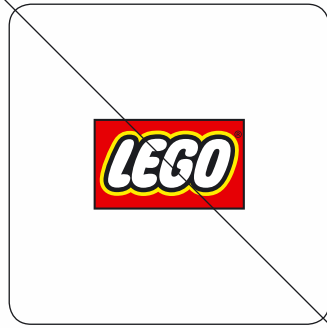
#28. Never enlarge the LEGO logo red square (rule 11)



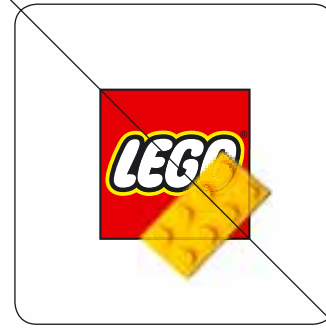
#29. Never display the LEGO logo upside-down (rule 12)



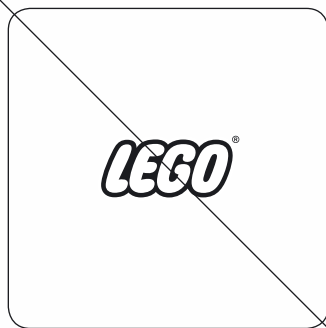
#24. Unofficial LEGO colour



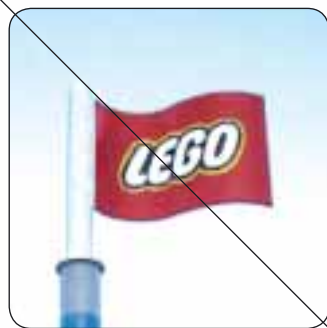
#25. Unacceptable cropping (rule 10)



#30. Never cover the LEGO logo (rule 13)



#26. Unacceptable cropping (rule 10)



#27. Never crop/bend the LEGO logo (rule 10)

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