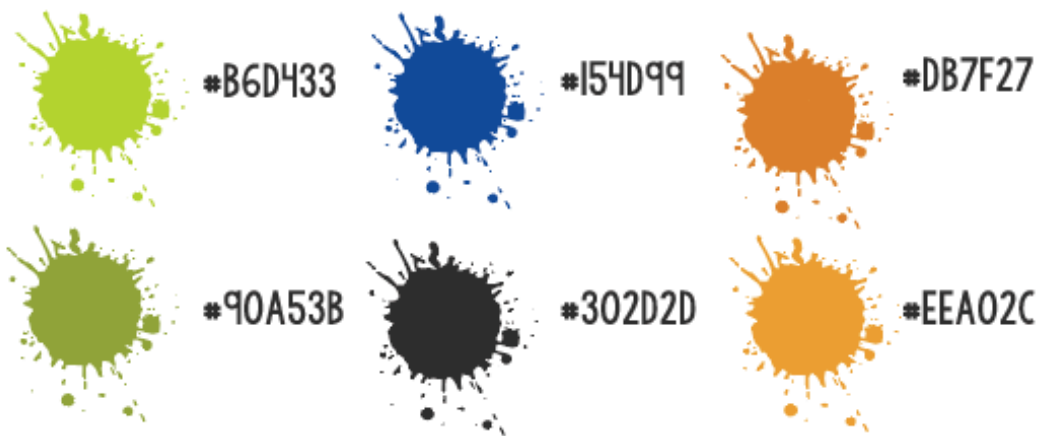


IN THE *NICK* OF TIME



BRANDING STYLE GUIDE

# ***COLOR GUIDE***



BOTH GREEN AND ORANGE CAN BE USED FOR TITLES AND INFORMATION.

THE DARK GRAY SHOULD BE USED WHEN RELAYING IMPORTANT INFORMATION.

BLUE SHOULD BE USED ONLY AS A SUPPORTING COLOR, NOT A STAND ALONE REPRESENTATION.

AS WITH FONT, IF SPECIAL PROMOTION IS OCCURRING FOR A PARTICULAR SHOW, THE COLOR PALETTE MAY BE EXPANDED TO THAT OF THE SHOW.

# **WRITING STYLE**

KEEP WRITING SIMPLE.  
EVERYONE KNOWS WHAT NICK IS.  
JUST GIVE THE DETAILS.

TYPEFACES:

**BALLOON FONT**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

OR

**BEBAS**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

EXCEPTIONS: SPECIAL PROMOTIONS INCLUDING SPECIFIC NICK SHOWS MAY  
USE FONTS INCLUDED IN THOSE SHOWS.

**THIS IS THE SMALLEST SIZE FOR THE BALLOON FONT. IT SHOULD BE USED FOR  
TITLES AND IMPORTANT INFORMATION.**

**THIS IS THE SMALLEST SIZE FOR THE BEBAS FONT. IT SHOULD BE USED FOR DENSER SECTIONS OF INFORMATION.**



# ***BRAND STANDARDS***

'IN THE NICK OF TIME' AIMS TO PROVIDE AN IMMERSIVE 1990'S TELEVISION EXPERIENCE THROUGH TV VIEWING, INTERACTIVE ACTIVITIES, FOOD, AND OVERALL ATMOSPHERE.

ABOVE ALL, NICKELODEON PUTS KIDS FIRST.  
THIS INCLUDES 'KIDS AT HEART'.

90'S KIDS HAVE BEEN AMONG THE MOST LOYAL TO NICK.

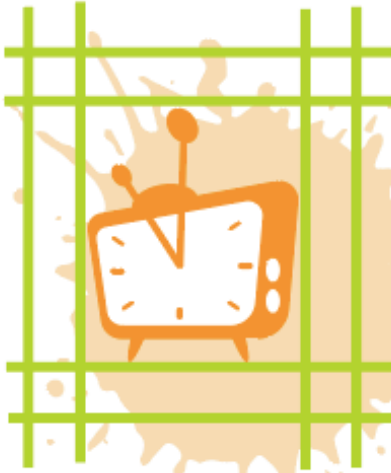
EMPLOYEES MUST BE PASSIONATE, PLAYFUL, AND ACTIVE PARTICIPANTS.



# LOGO STANDARDS



PROPORTIONS MUST REMAIN AS PROVIDED. FOR SMALL LOGOS, THE TICK MARKS WILL BE REMOVED TO PRESERVE QUALITY. THIS SHOULD BE RARE, GIVEN THE OF THE MAGNITUDE OF THE EVENT.



FOR LARGER LOGOS, THE TICKS WILL BE MAINTAINED. IN ALL CASES, THE MARKED LINES ARE SUGGESTIONS MORE THAN REQUIREMENTS. YOU'RE ENCOURAGED TO PUSH THE ENVELOPE, BUT MAKE SURE TO MAINTAIN CLARITY.

THE LOGO MAY ALSO BE USED, BUT SPARINGLY SO, IN THE COLORS BELOW. THEY ARE FROM THE COLOR PALETTE. USE SHOULD BE LIMITED TO INSTANCES IN WHICH APPROPRIATE CONTRAST CANNOT BE ARRANGED.



# DO'S AND DON'TS

**DO**

IDEALLY, THE LOGO SHOULD BE PLACED AT THE BOTTOM LEFT OF THE PAGE/PRODUCT.

IF ABSOLUTELY NECESSARY, USE THE BLACK AND WHITE VERSION OF THE LOGO. THIS SHOULD BE RESERVED FOR MORE OFFICIAL DOCUMENTS.



**DON'T**

MANIPULATE OR REDRAW THE LOGO IN ANY WAY.

PUT OTHER ELEMENTS INSIDE OF THE LOGO.

USE THE LOGO ON A COLOR THAT OFFERS LITTLE CONTRAST.

CHANGE COLORS TO A NON-APPROVED GUIDE COLOR, OR USE MORE THAN ONE AT A TIME.

OUTLINE THE LOGO.



# HE'S READY...



**8. 16. 2016**

**ORLANDO, FLORIDA**

*ALL THAT || THE AMANDA SHOW || CATDOG || CLARISSA EXPLAINS IT ALL  
|| HEY ARNOLD! || KENAN & KEL || ROCKET POWER || RUGRATS ||  
SPONGEBOB SQUAREPANTS || THE WILD THORNBERRY'S || ZOEY 101 ||  
UNFABULOUS || NED'S DECLASSIFIED || ICARLY || FAIRLY ODDPARENTS ||  
DRAKE & JOSH || DANNY PHANTOM || JIMMY NEUTRON || VICTORIOUS*



# ARE YOU?

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**SHE'S READY...**



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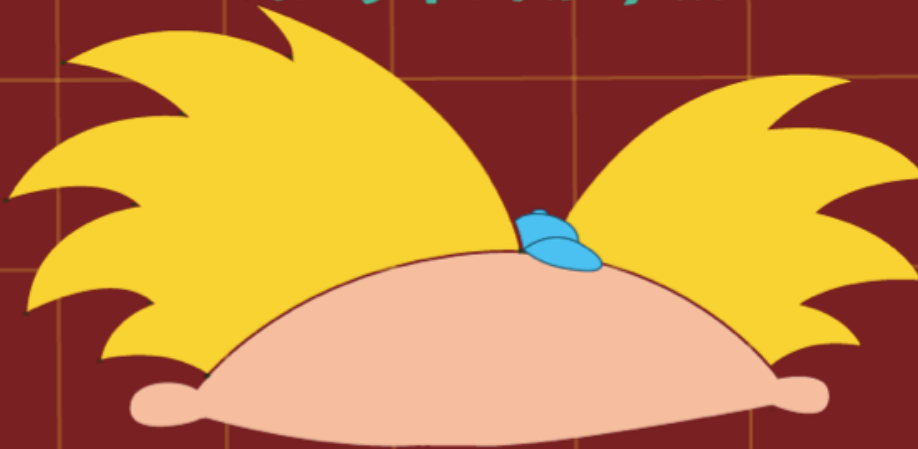


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ARE YOU?

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Friday, Aug 19, 2015  
6:00 PM  
Central Florida Fairgrounds  
Orlando  
FULL PRICE: \$40

IN THE  
**Nick**  
OF TIME





IN THE  
*Nick*  
OF TIME

