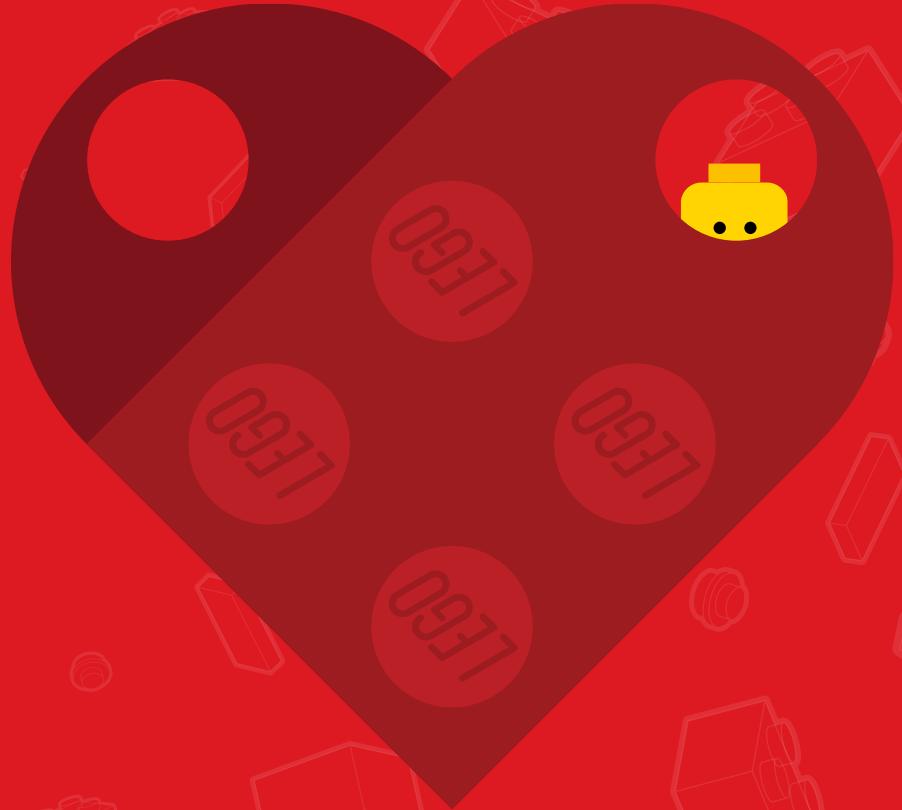# Nurturing the LEGO® brand handout

This handout accompanies the Nurturing the LEGO® brand webinar.

Please contact Stine Jensen at the Merlin Partnership Team for more information.

Welcome! We are the Merlin Partnership team. We drive the strategic partnership between the LEGO Group and Merlin Entertainments, supporting the LEGO® brand mission to inspire and develop the builders of tomorrow.

Merlin Partnership Vice President
David Buxbaum

Insights, Retail, Strategy& Digital

Retail & Shopper Experience

Business Development

Digital Transformation

Insights

Brand, Marketing & Innovation

Brand, Marketing & Innovation

Regional Senior Brand Relations Managers

Experience Design

Experience Design

3D Model Production

Art Direction & Graphic Development

The Merlin Partnership's team of **Regional Senior Brand Relations Managers** are here to help you...

Working with stakeholders to build **connected, consistent brand experiences** across the LEGOLAND® estate. They can help with:

- Brand **requests**
- **Brand approval** process and tools
- LEGO® brand **training** and **guidelines**
- Brand **tracking and assessment**
- LEGO **assets**
- **Consultancy** on LEGO Brand projects

North America
Rachel Tran

EMEA
Lene
Rose-Hansen

China
Renee Yang

APAC
Stine Jensen
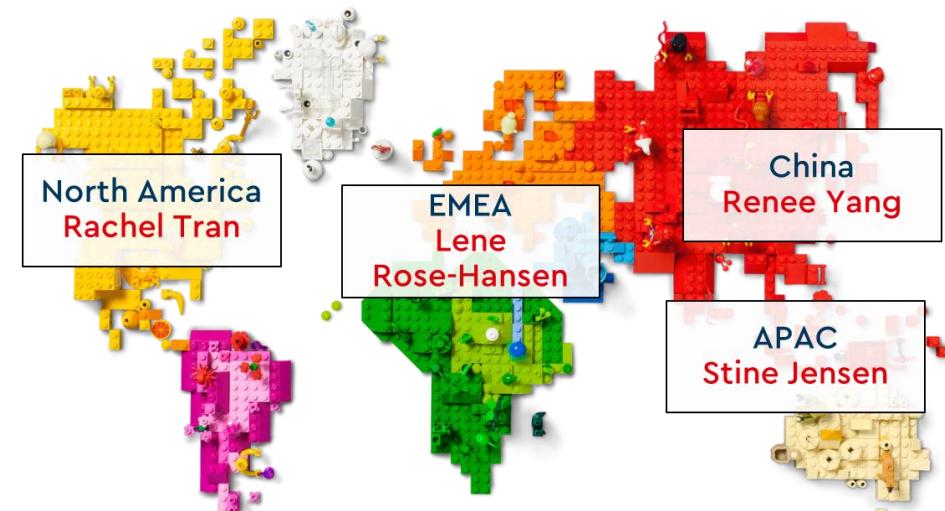
Please reach out! We are here to help you build world class LEGO brand experiences

This handout covers 4 key topics, culminating in what being a LEGO® brand guardian means for you in your role

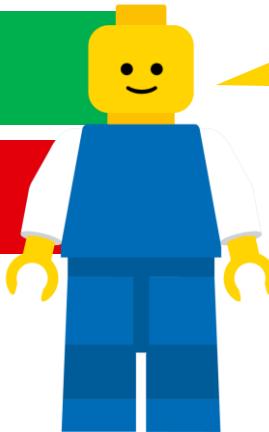**1.** The power of the LEGO® brand (a quick recap)

2. Why we need to nurture the LEGO® brand

3. Introducing the LEGO® brand guidelines

4. Supporting resources

5. Being a LEGO® brand ambassador

You can click on any of the chapters here to go directly to that section

1. THE POWER OF
the LEGO® brand

We are the #1 most trusted brand globally*. This creates a high expectation of the guest experience in our LEGOLAND attractions

Ole Kirk Christiansen founded the LEGO® brand in Billund Denmark in 1932. The headquarters are still there, and we remain a family-owned Danish business

The LEGO® brand today

We have 18,800 colleagues worldwide, working to bring LEGO® play to children everywhere

We are the #1 toy company globally

Our products are loved by children in more than 130 countries

*Global analysis by the Reputation Institute 2022

The LEGO® brand vision

To be a **global force** for **learning through Play**

We firmly believe that children are our role models. And, our brand vision is to be a global force for learning through play for them.

Children love to play. And we believe that they learn best when embracing a playful mindset because it:

- ◼ Fuels curiosity & creativity, unlocking essential skills for life

- ◼ Boosts wellbeing; nurturing mental health, resilience and a lifelong love of learning

- ◼ Is inclusive; for everyone everywhere, no matter the socio-economic background, origin, or ability

Our LEGO® brand framework is the foundation for what we do

Belief	Children are our role models
Mission	Inspire and develop the builders of tomorrow
Vision	A global force for Learning-through-Play
Idea	System-in-Play
Values	Imagination • Fun • Creativity • Caring • Learning • Quality
Promises	**Play** Promise — Play Well **People** Promise — Succeed and Grow Together **Planet** Promise — Positive Impact **Partner** Promise — Mutual Value Creation
Spirit	Only the best is good enough

Our brand framework captures our belief that children are our role models and our 'global force for learning through play' vision, which is supported by a clear mission, idea, set of values and promises – as well as our enduring brand spirit that only the best is good enough.

And we have our 5
LEGO® brand experience principles
defining *how* we show up in the world at every interaction

LEGO® Brand Experience Principles

Live the LEGO Values	Maximise LtP play characteristics	Engage children in an inclusive and responsible way	Create without waste	Multiply value across the LEGO ecosystem

At LEGOLAND® attractions, we have a unique and essential role to play in getting more children and their families to fall in love with playful learning and the LEGO® brand.
And that to deliver this, we must:

1

ALWAYS BE *playful*

UNLEASH *imagination*

2

3

ENGAGE *respectfully*

We'll deepen this thinking by exploring how to work with the range of LEGO® brand assets to protect, nurture and bring to life the LEGO brand at every interaction.

2. NURTURING THE
LEGO®
brand

Protecting and **nurturing** the LEGO® brand for **consistent, connected brand experiences**

As the world's largest toy company, the LEGO® brand is one of the most recognised and admired brands in the world. As such, it has a reach and impact matched by very few brands...

Only in using the brand correctly whenever and wherever we communicate with our brand, can we build strong, consistent, connected brand experiences – which are critical to delivering our global brand vision.
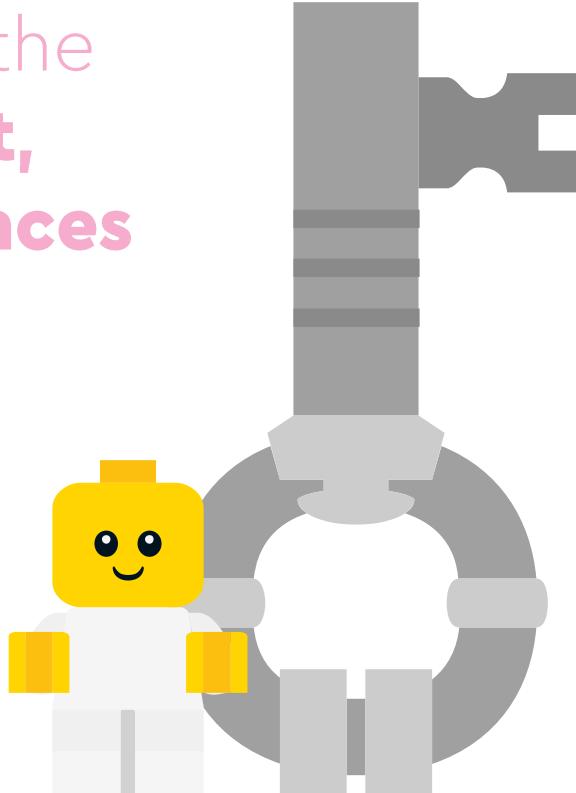
Our brand guidelines help us to protect the LEGO® brand so that we can...

- Be consistent across touchpoints

- Form emotional connections with our consumers

- Establish authenticity and trust, unlocking brand loyalty

- Differentiate ourselves from competition

- Avoid confusion or brand dilution

- Protect the brand legally from copy cats

Our branded ecosystem is vast, complex and powerful, with phenomenal reach.

...and we need to ensure that we are always iconic and recognisable by being consistent and accurately on brand at every moment.

SOCIAL MEDIA

PLACES

PR

CRM

COMMUNITY

SOCIETY

EXTENDED LINE

PRINT & PUBLISHING

PRODUCT

ENTERTAINMENT & GAMES

DIGITAL EXPERIENCE

SHOPPING

LEGO HOUSE
Home of the Brick

LEGOLAND

The LEGO Foundation

LEGO education
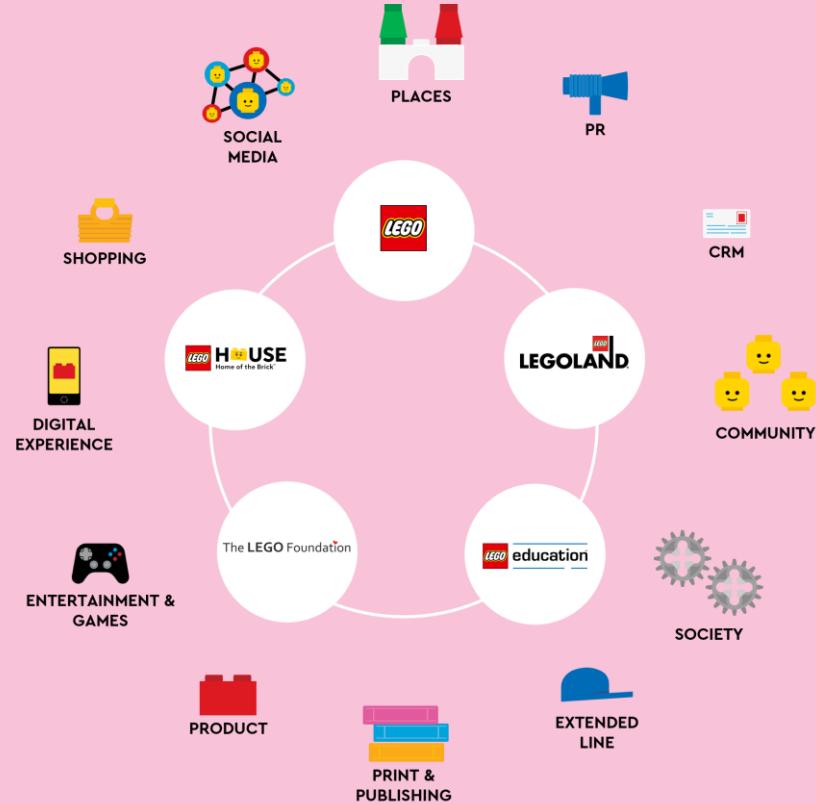
No matter where and how you experience the LEGO® brand, consumers should always be able to clearly recognise its personality, even if they don't see the LEGO logo.

This is where our brand guidelines come into play.

There is nowhere more important to nurture our brand than at our LEGOLAND® attractions – they're at the heart of our branded ecosystem

Only at our parks and discovery centres can we deliver hands-on, minds-on experiences in a truly **immersive branded world,** that inspire fun, togetherness, creativity and the endless possibilities of the LEGO® brick.

As such, there is nowhere more important to get our brand execution right!

3. INTRODUCING
the LEGO®
brand
guidelines

We have a variety of brand guidelines to help you at every step
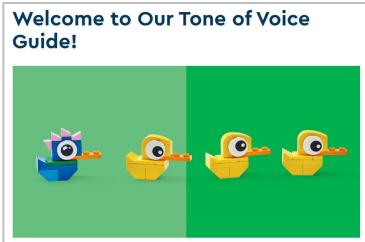
We don't expect you to remember everything or know them by heart - your Regional Senior Brand Relations Managers are always here to help

Welcome to Our Tone of Voice Guide!

The Complete LEGO® Minifigure Guidelines

The LEGO® D&I Global Playbook

The LEGO® Brand Guidelines on the use of conflict & weapons

THE LEGO® Brand Manual

The LEGO® Colour Guide

The information in these guidelines applies to all LEGO® branded experiences and is for All LEGO® employees and external partners.
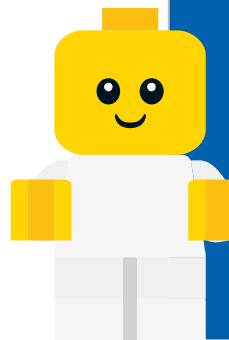
The LEGO®
brand manual

Welcome to the LEGO® Brand Manual

This is where you can learn about and be guided in how to use the LEGO Group's masterbrand assets

1/ The LEGO® logo

2/ LEGO brand name and legal line

3/ Typography

4/ Colour

5/ Brick & knob configuration

Let's explore them one at a time...
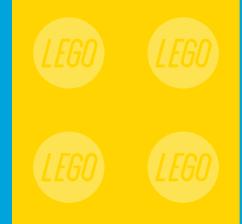
1/ The LEGO® logo

Bold, playful, and extremely recognisable, the LEGO® logo is the most visible signature of our brand.

We need to ensure that we this most valuable trademark with care, to make a lasting, positive impression.

Visual recall is a powerful thing.

It is important for global brands to protect their logo – their shape, colour, and even font.

They are instantly recognisable shorthand for the business itself.

Twitter

Hello Kitty

Nike

Xbox

Facebook

Pepsi

Apple

Shell

Pringles

The LEGO® logo is one of our most valuable trademarks and enduring brand icons

It is important that we protect our logo:

- Only use LEGO® logo versions supplied
- The brand logo is only ever used in these colours
- The logo needs 1:5 ratio clearance space

Our logo should always stand out.
Let's look at some practical examples.
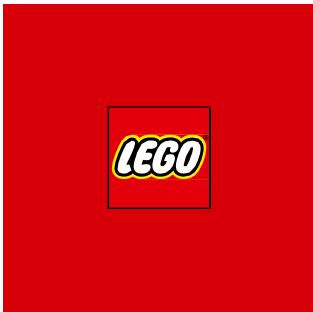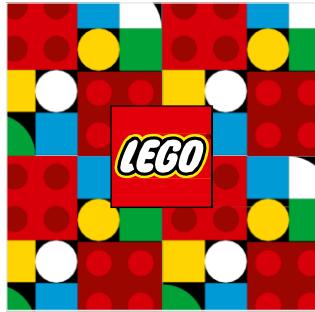
Do not put the logo on a solid red background ❌

If you must use a red background, go lighter or darker or add a gradient ✅

Remember to give it clearance space, like on the LEGO® City packaging here ✅
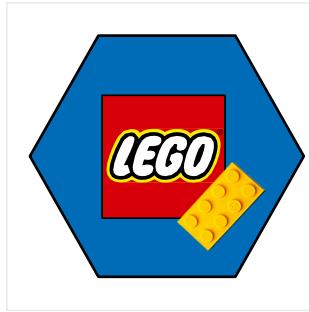
Don't add shapes around the logo or cover it up.
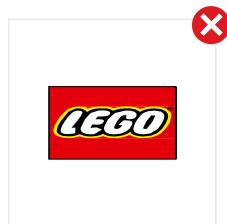The yellow brick is breaking into the 1:5 clear space area ❌

And finally, avoid busy backgrounds ❌

We can't change the appearance of the LEGO® logo as this can damage our logo's quality and trademark registration

We do not change the proportions, size, or angle of the logo and we don't crop it.
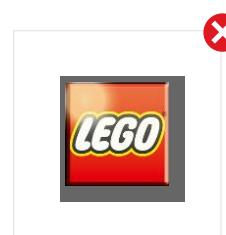
Altered Proportions

Resized ®

Tilted

Cropped

We must not remove the black border, add effects, re-colour or greyscale.
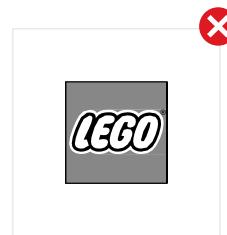
Missing black border

Drop shadow - effects added

Glow Added

Converted to greyscale

These are just a few examples - please refer to the LEGO® Brand Manual for more.

We can use our logo on special materials but must always respect it

Do your part to make sure that it always looks its best!

Engraved fill

Embossed outline

Tampo Print:
® is a dot

Spot colour
screen print

Embroidered

Here's examples of the logo looking fantastic engraved on metal, embossed on plastic, embroidered on a T-shirt and more.

Don't stand on it or bend it!

Anywhere people walk or stand

Bent too far

You wouldn't step on a brick, don't let others step on our logo!

We always write the LEGO® name as text when incorporating it into a sentence

✅ **LEGO® toys** are loved by kids all over the world

❌ **toys** are loved by kids all over the world

We never use the LEGO® logo in a sentence.

Here the top example is correct, with the LEGO brand name written in text within a sentence.

Using the ® trademark symbol

We use the ® symbol with the LEGO® name the first time that it appears in a headline and also the first time that it appears in body copy on a page, spread or experience.

But too many registration marks can also damage an experience, so don't use it every time on a page!
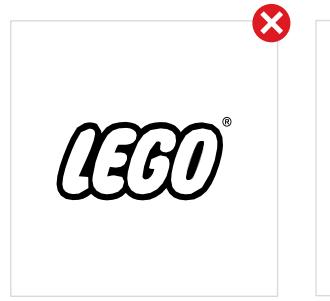
Watch out when using the LEGO® logo with text or typography

We always leave a gap of at least a 1:2 ration of the width of the logo to the text

Here there is an insufficient gap – 'sale' is written too close to the logo

We never use the LEGO® logo without the coloured background

We never replicate the logo lettering style for other text

The LEGO® letters mean: LEg GOdt (Play well). Do not use the LEGO letters for anything else

All versions of the LEGOLAND® logo have a primary and secondary format

- The normal size is our primary logo and should be used whenever possible

- The secondary logo (small version) should only be used if the LEGO® flag on the LEGOLAND® logo falls below 8x8mm or 25x25px

- The LEGO logo must never be adjusted or scaled independently to the LEGOLAND logo

- The border protection rule is 1:2 of the LEGO logo flag

- We use the LEGOLAND wordmark when the logo would be too small

Primary logo – normal size:

Secondary logo– small size:
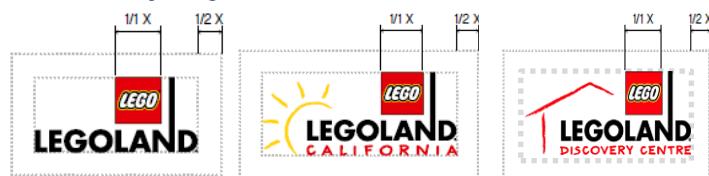
Wordmark: LEGOLAND®

And our LEGO® Discovery Centre logo also has its own guidance

Master logo, Europe

Master logo, US

Master logo, location specific

Wordmark

LEGO® DISCOVERY CENTRE

The LEGO® Discovery Centre logo is a combination of the LEGO® logo and the Discovery Centre wordmark. It is always bold, playful and full of vibrant colour.

The 'i' is dotted with a LEGO brick representing the LEGO building system in play, while the Minifigure head inside the 'o' represents our audience.

- We use the EU version for all European communications and the US spelling for all international communications
- The logo must never be adjusted or scaled independently to the Discovery Centre wordmark
- The border protection rule is 1:2 of the LEGO logo flag
- And, as before, we use the written LEGO Discovery Centre wordmark for when the logo would be too small

Our logo should always have a calm background so that the attraction logos always clearly stand out

LEGOLAND®

The background must be a solid colour – different from the logo colour palette. Here the logo stands out well against the sand and yellow, but not the stones which dominate the logo.

LEGO® Discovery Centre

If using an image, create space with a solid background, rather than placing the logo over a busy photo (right example).

Be sure the surface texture is subtle enough that the logo still stands out.
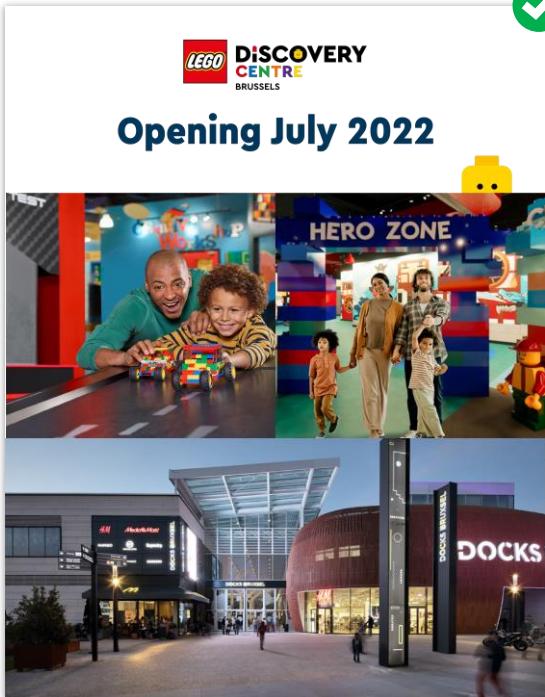
We never put our resort logos in a containing shape

Here, the yellow background should have been painted across the full length of the façade and not as a rectangle encasing the logo.

The attraction logos should always have space around them – here are two great examples!

LEGO DISCOVERY CENTRE BRUSSELS

Opening July 2022

HERO ZONE

DOCKS

LEGO LEGOLAND NEW YORK RESORT

Opening April 2,2021
LEGOLAND.com/New-York

In these examples the logo borders have been protected by simply applying the border protection area and minimum flag size.

2/ The LEGO® brand name & legal line

Correct use of the LEGO® brand name is key

The LEGO® name is a brand name, not a generic word for building bricks ("LEGOS")

Example:

At the airport a little girl said "Now, I am going to play with my LEGO® car". She pulled it out of her bag and it had knobs on it, but it was not a LEGO car (it was a competitor product).

If frequently incorrect usage of our brand name occurs within our own organisation, we could potentially lose the right to our own trademark. There is a rise in competitors wanting to use our brand name, claiming it has become generic. This has happened to brands like Escalator and Trampoline!

The moment the LEGO name loses its brand name status and ends up in the dictionary, any brand could use it to describe their toys. To make sure that this doesn't happen, we all need to do our part.

The LEGO® name is always an adjective not a noun

ALWAYS use a descriptive noun after the LEGO® word mark:

✅ We make **LEGO® bricks**

❌ We make **LEGOs**

We must ensure that we keep the LEGO name as a brand name. This means that is always an adjective not a noun. It should never be a generic word for other building bricks, e.g. "legos".

ALWAYS see the LEGO word as our brand name and not as a descriptor of construction toys.

We always write the LEGO® name in capital letters

✅ **LEGO® DUPLO®** products are the first introduction to creative play

❌ **Lego® Duplo®** products are the first introduction to creative play

Only sub-brands which are trademarked are capitalised, for example:

🧱 LEGO® NINJAGO®

🧱 THE LEGO® MOVIE™

🧱 LEGO® Friends

Consult the LEGO Brand Manual if in doubt of registration marks or how to write the names – or take a quick peak on LEGO.com where you'll see whether a sub-brand is trademarked (and therefore capitalised) or not.

The LEGO® word mark is an untouchable brand name, not to be played with

✅ LEGO® play, LEGO® factory, LEGO® feel

❌ LEGO-play, LEGOfactory, LEGO'istic, LEGONIA, LE-GO

We never expand it with other words or hyphenate it to divide it.

Any LEGO® materials which use our strategic trademarks must have a legal line

The legal line has both a long and short version. If your material includes any trademarked themes, also add these into your legal line.

Long version

LEGO, the LEGO logo and LEGOLAND are trademarks of the LEGO Group. ©20xx The LEGO Group.

Short version

©20xx The LEGO Group.

Include reference to any trademarked themes in your material

e.g. LEGO, the LEGO logo, **the Brick and Knob configurations, DUPLO, NINJAGO, the Minifigure** and LEGOLAND are trademarks of the LEGO Group. ©20xx The LEGO Group.

3/ Typography

Meet Cera Pro – the LEGO® brand typeface

CERA PRO

Thin

Light

Regular

Medium

Bold

Black
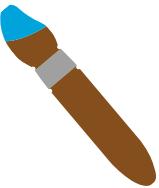
Let's inspire and develop the **builders of tomorrow**

learning through **play**

Build. Unbuild. Rebuild.

Building **LEGO®** love

We use Cera Pro for all LEGO® masterbrand experiences and any non-franchise specific communication.

It should be applied for all new materials and whenever possible to make updates to existing experiences that use old fonts.

Noto Sans — Cera Pro covers 144 languages. We use Noto Sans where Cera Pro doesn't cover your language needs – for example Arabic, simplified & traditional Chinese, Japanese, Korean and Bengali. If you are working in a language not covered by either font, please contact us.

There is some important typography guidance for text across any LEGO® communication or experience

THIS IS **TOO MANY**
different
STYLES
for a **single**
layout

Avoid too many
different styles.
Maximum 3 works well.

The registered trademark symbol isn't superscripted in this LEGO(R) brand sentence. It should be ®

Hi, I'm a Headline.

I'm a sub-head.

I'm the body copy, but the same font size as the above which doesn't feel right.

Use weight, size and scale to bring text to life and make the hierarchy of information clear

4/ Colour

The LEGO® brand has a diverse, creative, and fun colour palette which reflects our playful and colourful bricks.

Let's take a look....

Colour can have a very powerful brand association and it is important to always be consistent
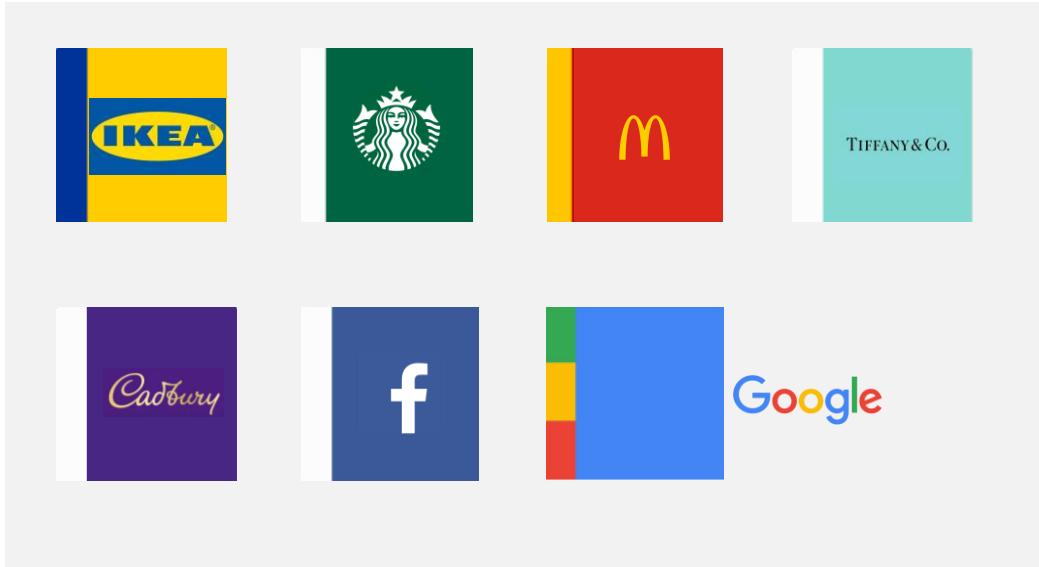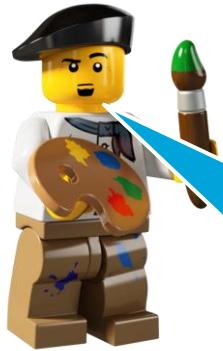

Colour improves brand recognition by up to

80%

(Source: Forbes)

A distinctive colour and simple mix will drive better brand recall.

LEGO® brand colour overview

Did you know our official colour palette is based on real brick colours? That's not just a neat story: it makes all of our experiences more authentic and recognisable!

Top tips:

- Always use the LEGO® brand colour palette when communicating with the masterbrand

- Remember, RGB=Digital, CMYK=Print

- All moulding, decoration, and textile colour palettes can be found in the Official LEGO Colour guide.

- If you're creating franchise communication, use the colours as per each individual franchise style guide.
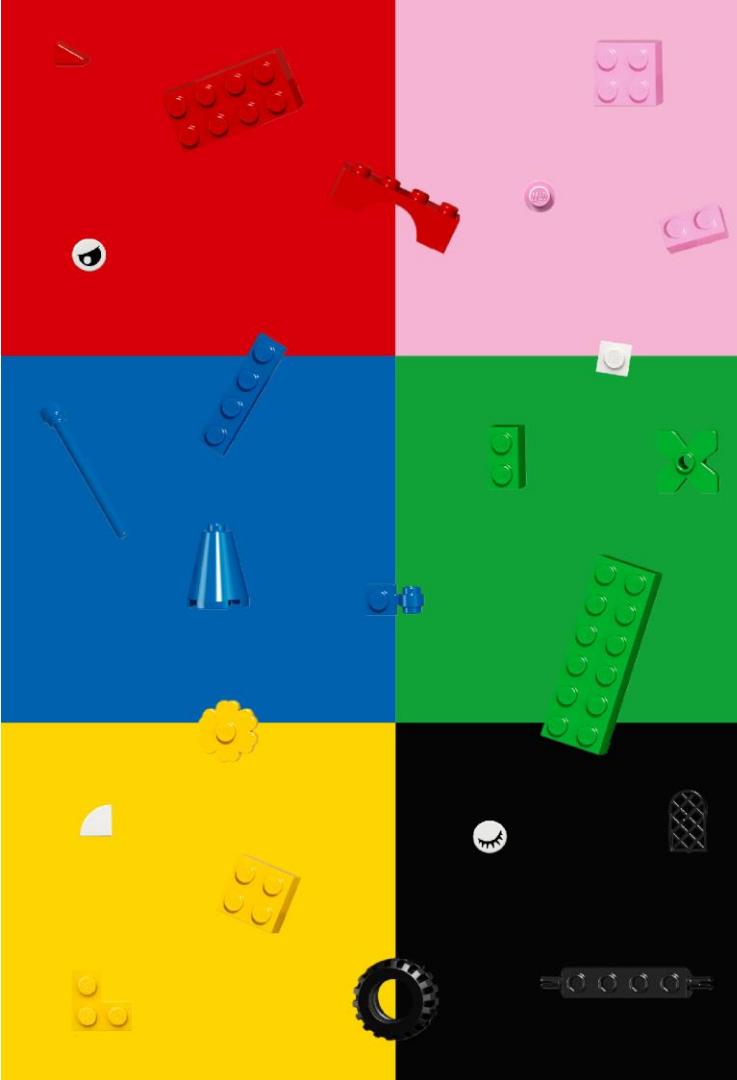
Our official LEGO® brand colour palette

Our primary colour palette

- Balance of red, yellow, blue and green
- Complimented with azure, pink, orange & purple
- A strong percentage of white
- Black for contrast

In addition to this primary palette, we have a range of tints and shades which can be used where needed in artwork, to bring balance, depth, and variety to your designs.

Some shades have been adjusted to align with today's actual brick moulding colours, for 100% consistency of colour at every touchpoint. Always check our official colour palette design files for the most up-to-date versions.

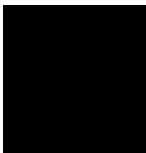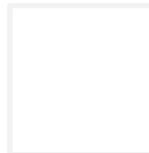DD1A22   FFD400   006CB7   00AF4D

00385D   00A3DA   F6ADCD   F47D20   4C2F92

000000   000000

5/ Bricks

The visual design of our brick remains unique because of the LEGO® wordmark on the knobs - although competitors do have basic brick construction toys on the market.

It is therefore preferred to show the brick with the wordmark wherever possible, to differentiate it from other brands.
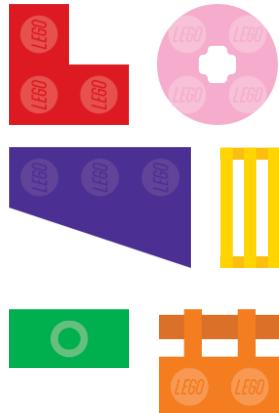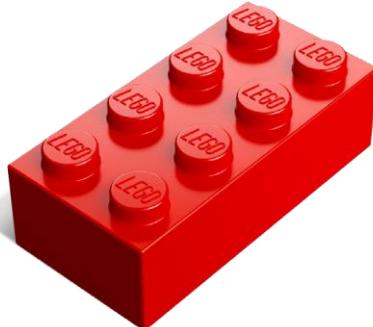
The LEGO® brick visual styles

The LEGO® brick can be designed and rendered in many different ways but must always be portrayed in an accurate way wherever used.
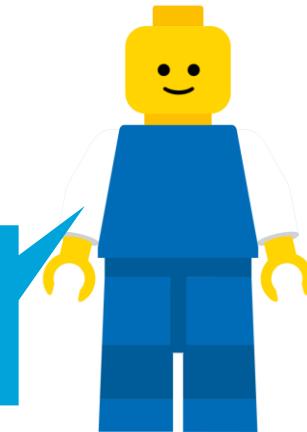
2D/3D illustration

3D rendered

Photo – physical brick

Note that the rendered option has shadowing

Just like our logo, the LEGO® 2x4 and 2x2 bricks are strategic trademarks of the LEGO Group

# LEGO® bricks should always be shown in the correct scale

Always ensure correct proportions and dimensions are shown so the bricks exactly represent how they would be in real life. This includes size, font and placement of the LEGO® wordmark. This applies when bricks are enlarged and/or used in other materials or illustrated in 2D or 3D.

All characters & figures must be proportionate to the bricks and be able to interlock with the studs
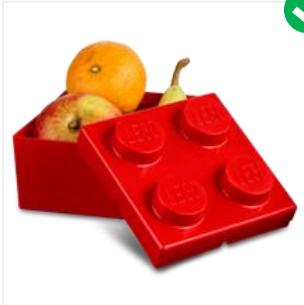
All LEGO® bricks must be built correctly – exactly represented how they would in real life
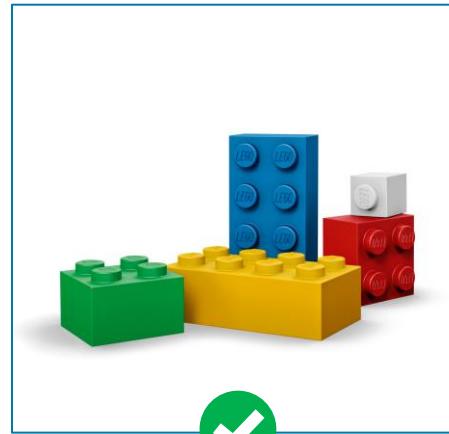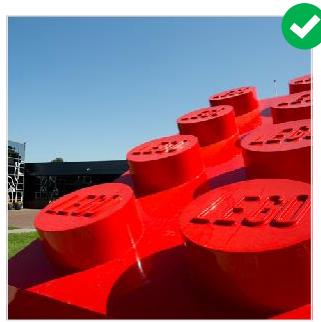
Bricks must be built correctly and join lines overlapping where possible on each row

Make sure that all LEGO® bricks, regardless of style, have the overall function and form of real bricks

Knobs are correct shape & size

Proportions should be accurate when scaled up

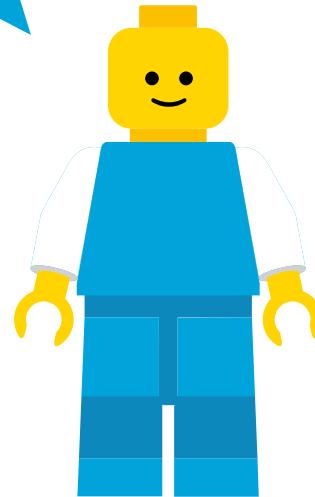Use the official colour palette and official LEGO® wordmark on the knobs

Design not possible to produce and deco overlaps 2 connected bricks

Edges too soft and not possible to build.
Bricks are not bendable and cannot be cut or broken

Knobs are incorrect size (too flat)

We never humanise the brick (like the blue soft toy) instead, we use the Minifigure

Broadly speaking, there are 3 physical executions of LEGO® content

1/ 1:1 LEGO® content brick builds

Brick built celebrations intended to inspire free creativity and drive the urge to build

2/ Accurate up-scale replica LEGO icons

To make guests feel fully immersed in our parks and discovery centres, we scale up our iconic LEGO bricks and characters

3/ LEGO content inspired "accents"

Whilst not necessarily using bricks, a clear visual link to LEGO content, which is accompanied by an accurate representation of the LEGO elements

Remember to keep LEGO bricks and LEGO DUPLO® bricks apart

A note on scaling:

We use a x25 scale for LEGO® System, mini-dolls and LEGO Technic™.

We use a x18 scale for LEGO DUPLO®.

We have clear guidance for using a brick wall graphic

- **Bricks must be built correctly and join lines overlapping where possible on each row**
- **Scale of bricks must be proportionate to each other**
- **Studs must not be chopped off at the edge**
- **Use a gradient to fade out the brick lines if applying text**

The wall should always be scaled so that the vertical 'mortar' lines lay exactly aligned to the edges of the page. This is to ensure that there are no awkwardly split brick elements.

An approved workaround that is especially helpful when there is a lot of text to be housed on a wall is to add in a gradient blend of 100% LEGO Bright Yellow (C0 M15 Y100 K0) to transparent. This not only creates a clearer space onto which to house copy (without too many mortar lines coming through) but also means that the very bottom of the wall doesn't have to strictly adhere to the full brick course depth rule.

Ideally the depth of the wall from the bottom edge of the page should be equal to full 'brick course' depths. Again this is ensure no bricks are seen to be cut into.

4
3
2
1

©2022 The LEGO Group.

Tone of Voice

In addition to the Brand Manual, we have a Tone of Voice guide.

Tone of voice is how you sound, the words you write and how you combine them.

It is key to a brand's identity and should be as recognisable and consistent as the rest of the brand.
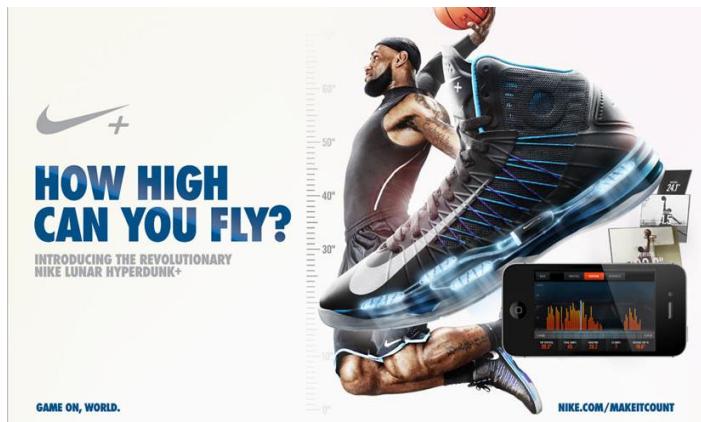
Welcome to Our Tone of Voice Guide!

Getting it right: NIKE

Just Do It!

Inspiring, positive, and powerful.

Since 1988, Nike has used its tone of voice to encourage the inner athlete in us all to get up and pursue our goals. "If you have a body, you are an athlete."

Whether a world class athlete or an everyday person, their tone of voice inspires customers with a simple yet powerful message about what to do, and that is to just do it.

WE MAKE THE SHIRT. YOU MAKE IT MATTER.

YOU'RE TOO SLOW TO SEE THIS AD.

FASTER...

NEW NIKE FAST AS F#%K

FAST AS F#%K

+

HOW HIGH CAN YOU FLY?

INTRODUCING THE REVOLUTIONARY NIKE LUNAR HYPERDUNK+

GAME ON, WORLD.

NIKE.COM/MAKEITCOUNT

Girls from Compton don't play tennis. They own it.

Just do it.

Our voice stands out **because it's unique**
We sound like locals in **every language**
The LEGO® Voice always **sounds just like us**
And it makes the world **a better place**
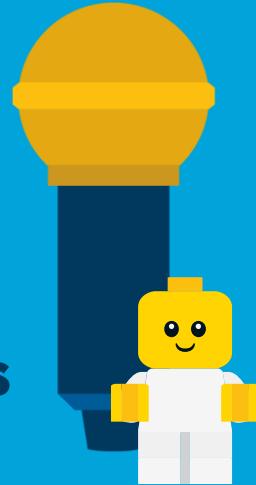
Our tone of voice guidance applies to all material shared with the outside world - from product descriptions, official magazines and in-app messaging, to customer emails and even our T&Cs!

We take great care and effort to protect our designs - our fans recognise our Minifigures as soon as they see them. It's important that we treat our tone of voice the same way.

Our LEGO® tone of voice

Wherever LEGO® content appears in writing or audio it should always strive to be:

POSITIVE

Upbeat and energetic, we inspire and welcome consumers to join the fun

ENGAGING

We're original, fresh, entertaining and inventive

AUTHENTIC

Simple straightforward, trustworthy and clear – our written content is consistent, honest and heartfelt

PLAYFUL

We take pride in bringing joy, fun, humour, quirkiness and creativity into our written content

Build a playful holiday

For Christmas 2022, the LEGO Group launched its biggest festive campaign ever: Build a playful holiday.

The communications are the epitome of being **positive** and **playful**, all in an **engaging**, **authentic** way.

Minifigure and character guidelines

Our LEGO® characters are fun, customizable figures that help us to tell expressive and imaginative stories.

With billions in existence today, the instantly recognisable Minifigure conveys fun and familiarity without making statements about politics, religion, ethnicity or other potentially controversial issues.

Let's explore how to protect and celebrate them.

LEGO

The Complete
LEGO® Minifigure
Guidelines

Minifigure personalities

The LEGO® Minifigure population reflects everyday people and the general population of the real world. They are happy, helpful, friendly, caring, respectful, law abiding, supportive, kind and fun. Like real people, they have their ups and downs, disputes and dramas - but they get through and solve their problems.

Just like in real society, there are 'goodies' and 'baddies'. **Goodies** are Minifigures who kids want to be, from everyday heroes like firefighters, to knights in shining armour or top-secret agents. No task is too small, and no mission is too large. They aren't invincible and make mistakes, but they work together as a team and build on each other's strengths to save the day.

No LEGO theme would be complete without a few **baddies**. They are troublesome but make playing a little more exciting! They come in many styles, from bank robbers, to monsters or good old-fashioned criminal masterminds – but should not be too violent or frightening and always come with a sprinkle of humour.

"Did you know that there are **over 4 billion** LEGO® Minifigures worldwide. If we were people, we'd be the largest population on Earth – almost double the size of China and India combined!"

Our brand comes to life in LEGO® figures and characters, which take 3 forms

1/ Our iconic Minifigures

2/ Mini-dolls

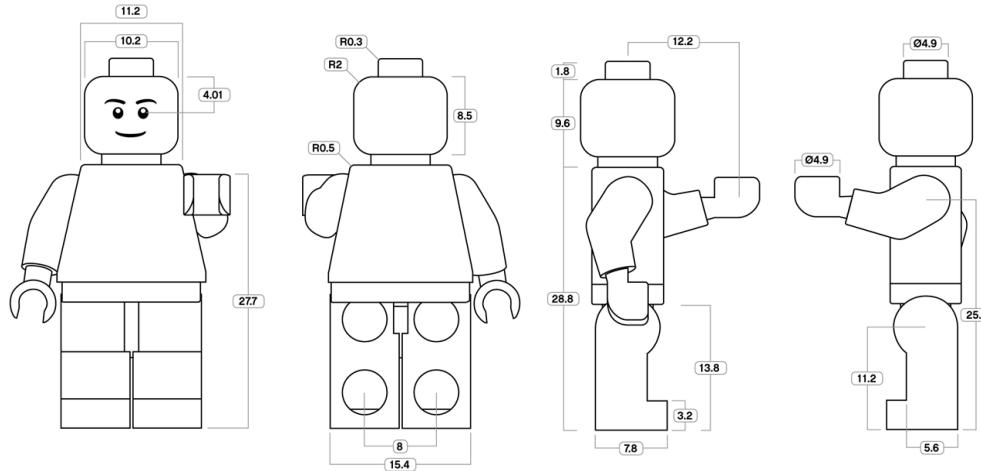3/ LEGO® DUPLO® figures

The LEGO® Minifigure is our most iconic figure as well as a valuable strategic trademark for more than 30 years. Yellow non-IP Minifigures are the primary figures used for master brand communication.

Our Minifigure guidelines is an extensive document covering how to use them in marketing communication, how to animate, style, illustrate, decorate or sculpt them… and more.

Our Minifigures have trademarked shape and proportions

Proportions of the LEGO® Minifigure, 1:1 in millimetres:

11.2
10.2
4.01
R0.3
R2
8.5
R0.5
8
15.4
12.2
1.8
9.6
28.8
13.8
3.2
7.8
Ø4.9
27.7
Ø4.9
25.1
11.2
5.6

Remember when scaling, that I'm x25 and my LEGO® DUPLO® friends are x18!

We should make sure that we always respect the shape and proportions of our Minifigure.
See Minifigure guidelines for full specs.

Minifigures differ, depending on their age!

- Only the legs vary! The torso and head are exactly the same size for adults and children. Child figures and dwarfs have short legs. We never scale the child figures down in size.

- The child face decoration is different from the adult: a simpler design with bigger eyes, less eye lashes, a simpler mouth etc

- A teenager should be made with adult-sized body parts and can be designed to look younger by using decorations.

LEGOLAND® attractions have a range of exclusive evergreen LEGO® NINJAGO® Minifigure designs

There are a range of exclusive NINJAGO® Minifigures for our LEGOLAND® attractions as you can see on the left. They are more animated and expressive than our NINJAGO product Minifigures.

We call them our 'evergreen ninjas' and we use them in all of our parks and discovery centres, rather than the product NINJAGO figures, on the right.

Our Minifigures should always be true to our tone of voice and diverse & inclusive in how they are represented

Authentic

Active

Human

Relevant

Intuitive

Contemporary

Encouraging

Playfully humorous

Respectful

Energetic

Minifigures should not be used to communicate health & safety, political or similarly serious topics.

We should retain actual Minifigure poses in all materials

Try to avoid creating your own Minifigure renders, however if necessary remember that the LEGO® Minifigure is not human. Rendered and animated figures can be posed (outside of the actual static movement from a product Minifigure in real life), however there are some limitations as shown here. For further guidance on permitted poses, please refer to the Minifigure style guide.

Flipped – the pirate's hook should always be on the same side as the real Minifigure

Over posed with legs stretched too wide, so connecting holes at the assembling point become visible

Arm socket exposed

Left leg too twisted

We should maintain Minifigure proportions & faces when recreating or scaling

We shouldn't mix rendered and photographed Minifigures

As we saw with our bricks earlier, our LEGO® Minifigures can be both photographed and 3D rendered.

However, these 2 executional types, shouldn't ever appear together, as they are different styles.

This becomes more obvious the more you upscale the material, as the photo image will appear grainy compared to the rendered version.

We love our fans, but must always use our own LEGO® content not fan-generated

Watch out for fan models and custom figure creations (particularly obtained from the internet). Fan models and custom Minifigure designs should not be used or copied.

We need to be careful how we use Minifigures in signage

They can be used in signage, but Minifigures or LEGO® content cannot feature in:

- Warning/prohibition signage
- COVID related signage
- Instructional signage
- Minifigures cannot hold non-LEGO® elements

Finally, remember that LEGO® bricks, LEGO DUPLO® bricks, multiple themes, and franchises shouldn't mix

The example here shows a mix of different LEGO® Minifigures featured together under the LEGO City theme. Only the policeman on the right is LEGO City. The ninja is from NINJAGO® and the middle Minifigure – whilst he may on first glance appear similar - is from the LEGO Minifigure collectibles series, not LEGO City!

Conflict and Weapons guidelines

The Conflict Guidelines contain a quick overview of the issues you should take into consideration whenever you develop any kind of LEGO® material.

They explain the considerations for conflict and aggression. There are no black and white answers.

Conflict Play

Conflict play is a natural part of how children play - and it can help them learn how to deal with conflicts in their own lives.

Children are our most important concern. The context, the story around that context, and the play experience for the child are key. We want to develop play experiences that children love, and that at the same time develop essential skills.

We see a clear distinction between conflict and violence.

We do not make products that promote or encourage violence.

Weapon-like elements in a LEGO® set are part of a fantasy setting, not a realistic scenario.

We only ever use fantasy or historic weapons

Never show our Minifigures or products with realistic, present day (toy replica) weaponry. Stylised fantasy weapons such as space laser-gun/blasters are acceptable, as are historic weapons, like swords, lances, maces, axes, spears, etc., as well as more dated weaponry like tommy guns and pistols.

Never show a Minifigure stabbing or cutting another character. Sword fighting, jousting, etc. is allowed, but should never result in injury or death.

We use a light-hearted tone to diffuse high-conflict settings and scenarios

There is often a need to depict conflict with IPs (i.e. Star Wars, Marvel, DC), especially in our video games.

But we never show a human Minifigure shooting directly at another human Minifigure's face or body with a realistic weapon.

Fantasy weapons can be shot directly from figure to figure, but only if they are clearly communicated and perceived as 'freeze-ray' guns that stop the character in its tracks, in order to be apprehended or imprisoned.
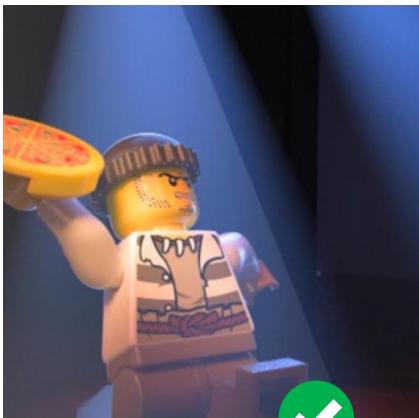
Dangerous situations always need to look under control

The dangerous situation always needs to look as if it is under control. On this LEGO® City set, the shark is minding his business but adds excitement and an interesting level of danger.

While the scene with the shark eating the pirate does have some humour due to characters, the intense and feeling that the pirate is being killed is not appropriate.

Diversity and inclusion guidelines

The LEGO® D&I Global Playbook provides direction on how the brand should strive for diversity in thought and inclusivity across experiences.

At the LEGO Group, we have four D&I focus areas

Gender

Addressing gender inequalities empowers and improves the well-being and outcomes for all everyone.

Race and Ethnicity

All children have a racial and ethnic identity, whether or not they are discriminated because of it.

All should feel represented and have the right to live free of prejudice.

Disability

Disabled children are among the most marginalized.

Their ability to play suffers if toys and products aren't adapted for them.

Families & caregivers

Social class, economic power or family structure can impact access to play as well as discrimination.

All family structures should be represented in our play.

We aspire to create play experiences that include, empower and inspire everyone

To do this we must:

🧱 **Include everyone** - create an equitable and inclusive portfolio across all themes and IPs

🧱 **Elevate the story** - champion diversity and inclusivity through all comms channels and partner with companies that share our perspective and enable us to amplify the message

🧱 **Design an inclusive future** - with products and services that shape the future of play, ensuring 'inclusive design' is a pre-requisite. Bias only exists, because we create it!

We will always try to show a mix of gender, disability, race & ethnicity, LGBTQ+, and family types in all of our communication

Guidelines in development

We have additional guidelines in development

Food & Beverage guidelines
We are also developing F&B guidelines - focusing on how to work with LEGO® assets with food and beverage across the LEGOLAND® estate.

Co-promotions and sponsorships guidelines
We work with different partners, which brings opportunities for co-promotions and sponsorships. It is key that we activate these correctly, so are developing new guidelines

These new guidelines are coming soon, but please reach out to the Regional Brand Relations Managers for any help in these areas in the meantime.

Coming soon!

4.

Supporting resources

We have lots of supporting
tools and resources to help.

LAP (LEGO® Asset Portal)

Looking for inspiration?

Visit the LAP; our portal for LEGO® brand assets, housing the latest product assets and play-theme styleguides.

It mainly houses the latest product assets. These are usually photos and should not be used for LEGOLAND® graphics, marketing materials or digital assets, as they are not rendered.

The Merlin Partnership Team and your Regional Senior Brand Relations Managers can advise which assets can be used and where.

# We use our WebProof approval tool for new content requests and approvals

WebProof logs all requests, enabling you to follow the approval status and check back on previous requests.

Please use it as your tool for all materials that require Merlin Partnership Team approval.

There is a simple template to submit. Note that each new submission takes approximately 10 working days to fully process, allowing the necessary time to check in with stakeholders from the LEGO Group.

There is checklist (see next slide) to help with your brand assurance check of new materials. Make it a habit to run through the check points before you submit for approval – and remember to consult with your Regional Senior Brand Relations Manager.

For access to WebProof please reach out to your Regional Senior Brand Relations Manager.
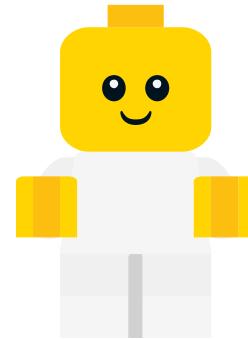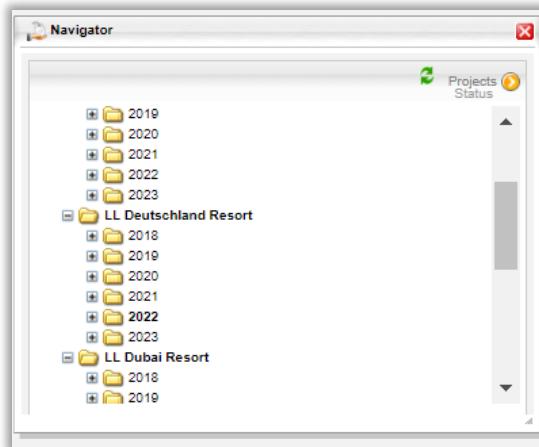
LEGO® Approval Checklist v2

Please use this checklist before submitting artwork to WebProof

We reserve the right to reject submissions that have not been thoroughly checked using this list. If rejected the document owner must resubmit, initiating a new 10-working day approval time. For questions relating to guidelines, please contact Lene Rose-Hansen (lene.rose-hansen@LEGO.com) or Stine Jensen (stine.jensen@LEGO.com)

Legal line
- Correct written form of legal line, long or short version: refer to LEGO® Brand Guidelines

Logos
- Ensure logo clearance distance and minimum LEGO logo size check (refer to LEGOLAND® Logo Guidelines)
- Logos must not be placed in a box or shape on artwork
- Only use approved logos, in their original format

Font usage
- Font for general content / LEGOLAND Brand: Cera Pro
- Font for specific theme content e.g. LEGO® NINJAGO®: Please refer to latest theme design guides on LEGO Asset Portal (LAP)
- Legal lines - Font: Cera Pro Light or Medium and be minimum size of 6pt

Colours
- Any block colours should use colours from the LEGO colour palette (refer to LEGO brand guidelines)
- Any LEGO bricks, elements or Minifigures should always be in the correct colours. Colour references can be found in the LEGO moulding colour guide
- Specific LEGO theme colours can be found in the latest design guides for each theme on LAP. Ensure to use the correct colour palettes to represent the theme correctly

Marketing Photography
- Ensure diversity is represented in marketing/lifestyle photography
- Ensure the correct age group is represented through the lifestyle photograph

LEGO assets to be supplied by Merlin Partnership or sourced from LAP
- Custom Minifigure decorations are not permitted unless supplied by Merlin Partnership
- Assets from the wider internet should not be used
- Fan models or creations cannot be used without written permission/legal consent

LEGO® Minifigure
- Ensure a gender balance if more than 1 figure is being used
- Empowering male and female characters encouraged and not to portray stereotypical gender-based roles
- Not to create 'new' personalities / names for figures who already have such assigned. e.g. Minifigure series figures
- Use 3D renders and not product photographs in artwork. 3D renders are smooth and most have a dynamic pose. Product photos have a grainy texture and are static poses

Minifigures should not:
- Hold non-LEGO items including a sign or message
- Interact with non-LEGO food items
- Be in an over exaggerated pose, exposing arm sockets and middle leg part
- Flipped /mirrored (unless entirely symmetrical)

Using LEGO bricks & Elements
- When the LEGO wordmark is visible on studs and elements, the brick/element/model must not be flipped/mirrored
- LEGO builds must comply with the physical 1:1 product physical building rules
- Do not combine LEGO System, LEGO DUPLO and LEGO TechnicTM bricks, elements or figures. The themes must be kept separate
- Use 3D renders and not product photographs in artwork. 3D renders are smooth and product photos have a grainy texture

Merchandise (not from an approved LEGO supplier):
- Must not contain LEGO content
- LEGOLAND content is permitted e.g. illustrations/photos of ride, non-LEGO characters e.g. illustrative representation of Ollie the dragon costume characters, landscape content
- Illustrative content must not look too close to LEGO content e.g., Using a coloured brick wall with no studs is too similar to representing real LEGO content
- LEGOLAND attraction logo can be used (adhering to the guidelines stipulated in the LEGOLAND logo manual)
- Short LEGO legal line must be present when the LEGOLAND logo is used (refer to LEGO brand manual)

Feeling overwhelmed?

Introducing the **LEGOLAND® Brand Portal**

The LEGOLAND® Brand Portal is our upskilling platform. It takes you through **5 key steps** for an easy introduction to the LEGO brand and ways of working:
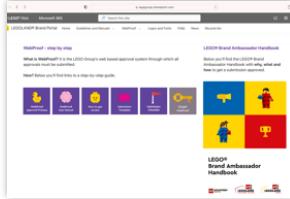
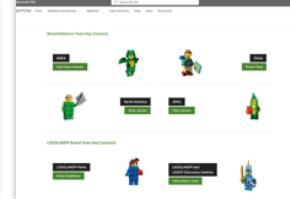| **1** Get to know the LEGO® brand | **2** Brand guidance and manuals | **3** Training and tools | **4** Find your assets | **5** Meet the team |

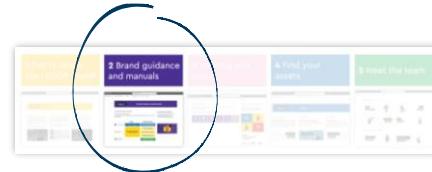The portal link is here. Or you can scan the QR code.
 If you have any issues accessing the site, please contact your Regional Senior brand manager who will set you up.
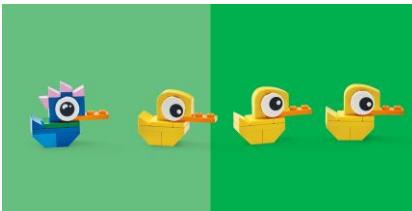
https://legogroup.sharepoint.com/sites/LEGOLANDBrandPortal/

You'll find all guidelines that we've reviewed, in the *Brand Guidance and Manuals* section

LEGO® Brand Manual
Our logo, typeface, colour palette, visuals and more

Tone of voice guide
How we sound and how we write

D&I playbook
How to strive for diversity and inclusivity across experiences

Conflict & weapons guide
How to depict conflict in our products and marketing, to be consistent with our values
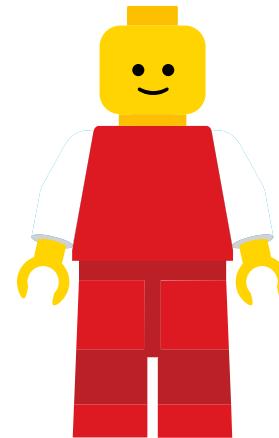
Colour guide
All the colours available in our bricks and elements - and the values associated with them

Responsible marketing to children:
Kids are our primary concern and we want to reach every child only through ethical means

5.

LEGO® brand ambassador

What this all means for you in your role...

It takes all of us to protect and nurture our LEGO® brand

#1 most reputable toy brand

#1 toy company globally

The LEGO® brand is one of the most well-known and admired brands in the world. It is important that we each play our part in ensuring that the LEGO brand continues to appear as one single brand, with a strong and consistent visual identity.

We must protect the LEGO brand for future generations to enjoy!

Our attractions must be a brand amplifier; engaging and bringing children and their families together with inclusive immersive on-brand play experiences that always reflect the spirit of the LEGO brand.

How to be a LEGO® Brand ambassador

■ Always make decisions with protecting and nurturing the brand in mind

■ Consult and follow the brand guidelines that we've introduced today

■ Only use approved LEGO® content and work with your Regional Senior Brand Relations Manager to find and request approval for new content. We are here to help!

Let's close with recap as to why nurturing the LEGO® brand at every interaction is so important

To provide a **consistent, uniquely LEGO® experience** at every interaction

1

To build **emotional connection** and **trust**, driving **brand love** and **loyalty**

3

2
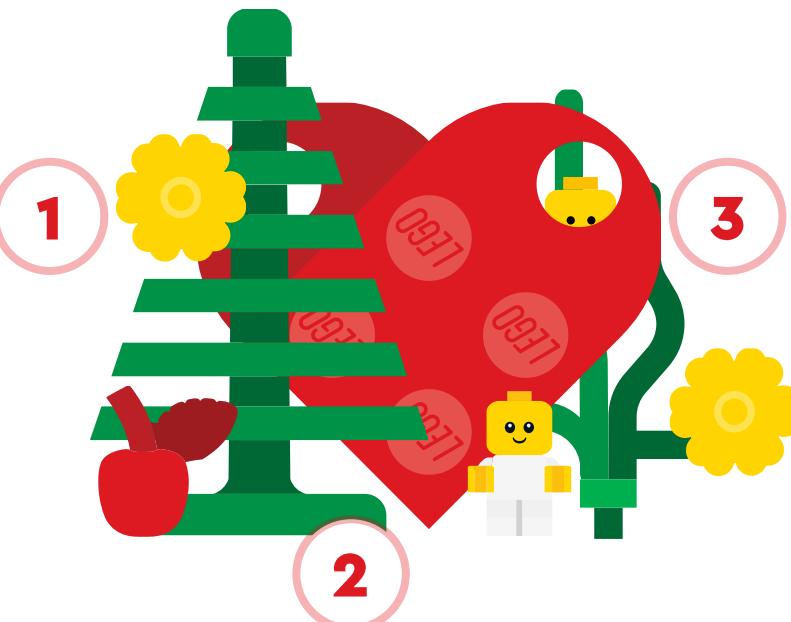
To **protect** our **iconic brand assets** (legally securing against copy cats)

Our guidelines are here to help you bring the **LEGO®** **brand to life in brilliant, creative ways**

We don't expect you to remember everything
you've just read ☺ We are here to help and support
– if in doubt, please just reach out to us, anytime!

And remember, your Regional Senior Brand Relations Manager is on hand to help!

North America
Rachel Tran

EMEA
Lene
Rose-Hansen

China
Renee Yang

APAC
Stine Jensen
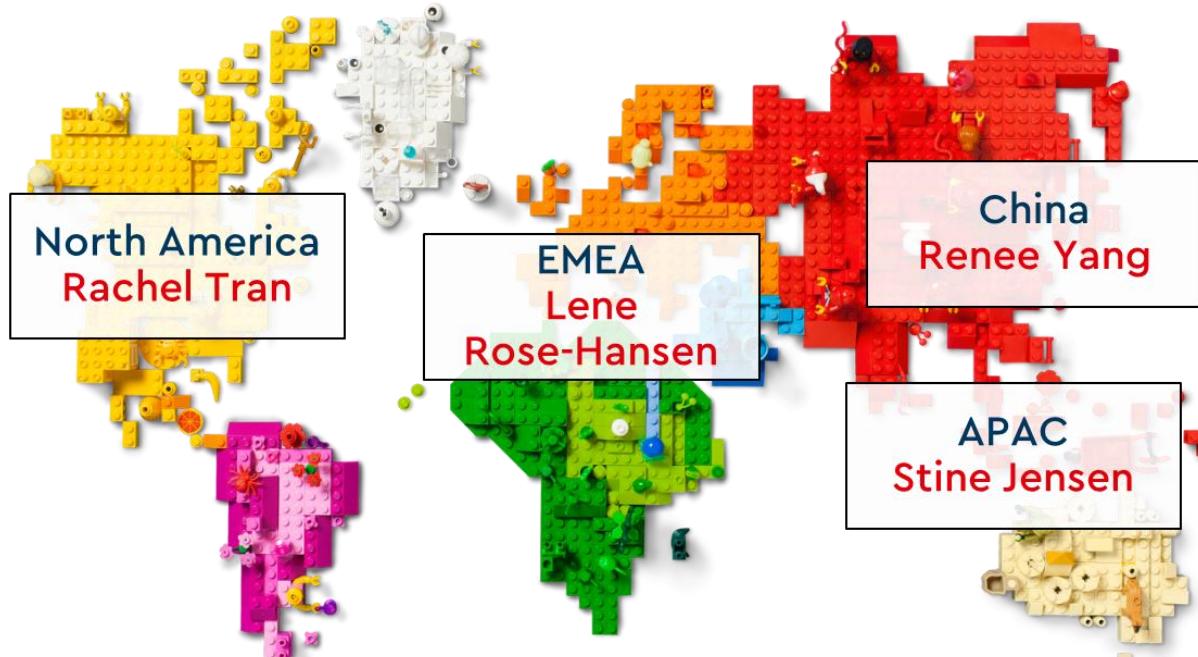
You can contact us via the portal and we will be delighted to hear from you.

Thank you