BRAND BOOK



THE PURPOSE OF THIS BOOK

Our hope is to ensure a consistently furry and funny Sesame Street experience no matter how or where in the world our audience encounters us. Whether it's the TV show, our website, mobile applications, products, publications, or a new medium we haven't even invented yet, they should all be unmistakably "Sesame."

Our ability to keep our brand fresh and continue to surprise our audiences is key to who we are. This book steers all of the wonderful creativity that's at the core of Sesame Street in the right direction.



A BOOK FOR ALL OF US



This book is not just for employees, but also coproducers, creative agencies, licensees, sponsors and anyone else helping us create Sesame Street in all of its manifestations. Together, we all contribute to building the Sesame Street brand on a daily basis.

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1. THE SESAME STORY



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SESAME STREET

IS A PLACE FULL OF **LAUGHTER** AND **LEARNING** THAT CONNECTS
WITH PRESCHOOLERS EVERYWHERE THROUGH
THE POWERFUL COMBINATION OF **MEDIA** AND **MUPPETS**.

▲

IT IS OPEN TO **ALL** CHILDREN, ALL AROUND THE WORLD.
IT'S A PLACE WHERE KIDS CAN LEARN AND PLAY AND GROW AND SHARE.

●

SINCE REVOLUTIONIZING CHILDREN'S PROGRAMMING **40+** YEARS AGO,
SESAME STREET HAS STRETCHED TO MORE THAN **150** COUNTRIES AROUND THE GLOBE.

■

BY LEARNING THE ***timeless*** LESSON THAT PEOPLE ARE DIFFERENT BUT THE SAME,
PRESCHOOLERS ARE GROWING UP SMARTER, STRONGER AND KINDER.

◆

AND SESAME STREET CONTINUES TO LIVE IN **MILLIONS**
OF HEARTS ACROSS THE WORLD—
CREATING A ***brighter***, BETTER PLACE FOR US ALL.


Our VISION is to create
a better world for us all.



Our MISSION is to help all children reach their highest potential.


While our AUDIENCE is
diverse in age, needs and
many other ways, one thing
they have in common...
there's a child in all of them.


Our PROMISE
is to educate
preschoolers
by using our
proven recipe
for success:

1. the power of media





2. the magic of our Muppets







3. an educational curriculum that addresses children's critical developmental needs





Our impact is grounded in rigorous **RESEARCH.**



And close
COLLABORATIONS.



Our success is reflected in the faces of **MILLIONS** of children around the globe.



2. OUR BRAND ATTRIBUTES

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Our brand attributes
Overview

Our brand attributes are at the heart of who we are and how we behave. They consist of five key qualities that define our personality.

WE HAVE



5

BRAND

ATTRIBUTES

real

heartfelt

simple

furry

funny



real

Sesame Street is part of popular culture, always evolving to be relevant to kids' everyday lives. Its gritty and diverse landscape shows life's imperfections and challenges.



We deal with difficult issues and emotions in a way that respects children and is refreshingly honest.

The outreach special **When Families Grieve** helps children summon the strength to heal after the death of a parent.


Sesame Street is a warm, welcoming community where people genuinely care about each other.
heartfelt



We touch hearts by being encouraging, hopeful and open.

Guest Will.i.am and friends share a positive message about self-confidence:

"If what I am is what's in me
Then I'll stay strong —
That's who I'll be
And I will always be the
Best "me" that I can be…

Gonna hold my head up high
Keep on reaching high
Never gonna stop
I'll be getting stronger."

simple

Sesame Street pioneered children's television with a bold, simple idea: to educate kids in an entertaining way.





By using a board to create a ramp, Super Grover not only helps a Dairy Queen descend the stairs of the beauty salon, but also demonstrates the concepts behind engineering and its real-world application. Super Grover 2.0 provides an introduction to the concepts of science, technology, engineering and mathematics (STEM).

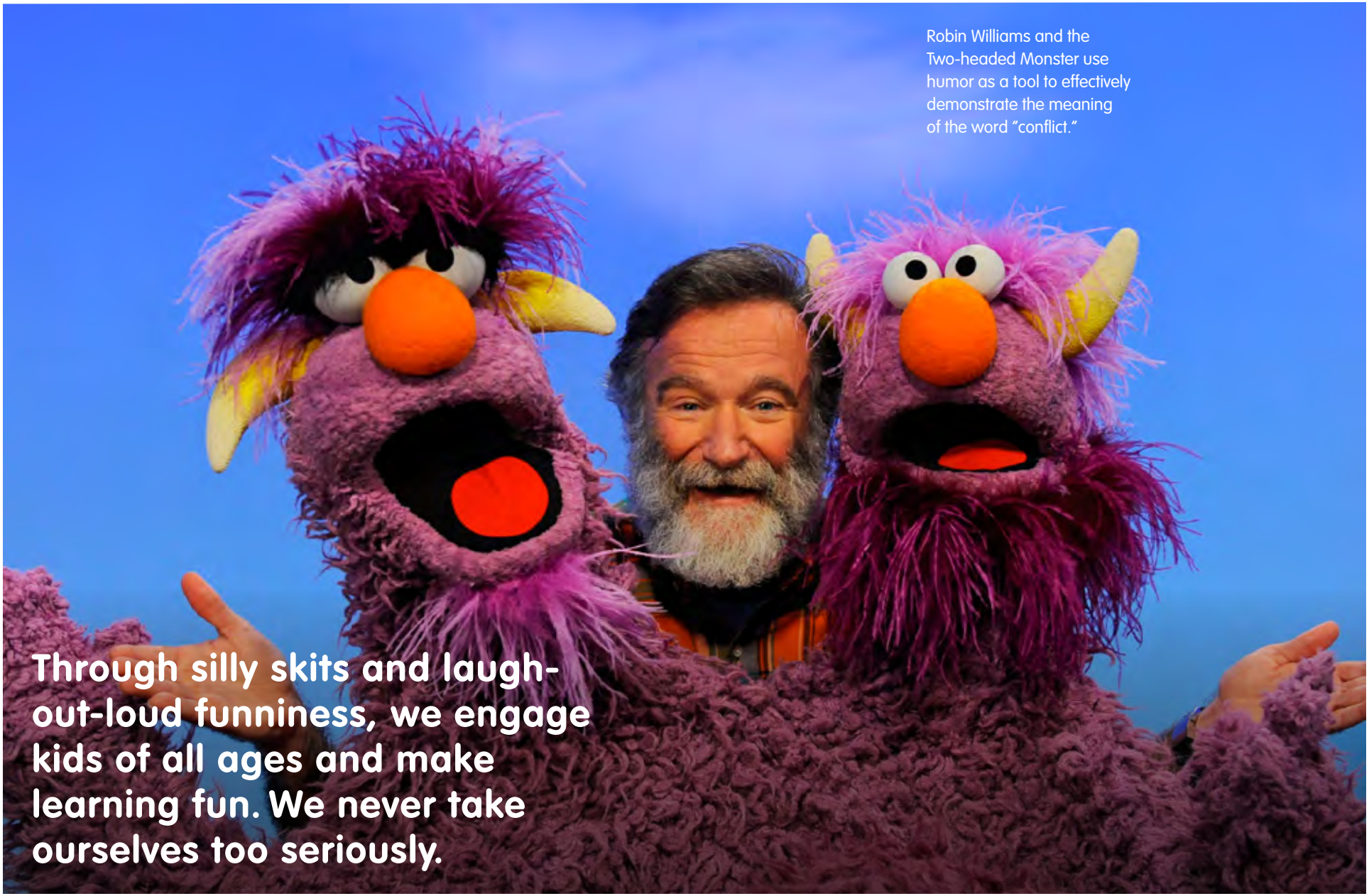

furry
The heart of Sesame Street comes from its lovable, huggable Muppets.



Elmo and friends work together to make a monster rainbow. The Muppets are at the heart of every lesson on Sesame Street.

With their neon fur and yellow feathers, Elmo, Big Bird, Abby and friends capture our imaginations by connecting with the child in each of us.


Sesame Street knows that the universal language of giggles is understood around the world.
funny



Robin Williams and the Two-headed Monster use humor as a tool to effectively demonstrate the meaning of the word "conflict."

Through silly skits and laugh-out-loud funniness, we engage kids of all ages and make learning fun. We never take ourselves too seriously.

3. EXPRESSING OURSELVES



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Expressing ourselves
Our attributes in action

Depending on the subject and occasion, brand attributes can be combined and communicated in different ways at different times to reflect nuanced dimensions of the Sesame Street personality. This section expands upon individual attributes to articulate how each might influence the look, feel and tone of voice of an expression.

real reflects our everyday lives

heartfelt shows genuine warmth and affection

simple makes complicated things easy to understand

furry lets our Muppets shine

funny makes you giggle

Our attributes in action
How to look, feel and speak Sesame

ATTRIBUTE		OUR LOOK	OUR VOICE
real	reflects our everyday lives	– "real world" settings or elements/ textures from the outdoors (asphalt, grass, brick, etc.) – visible emotion	– genuine, honest and empowering – respects kids – reflects what's going on in kids' lives today
heartfelt	shows genuine warmth and affection	– using handmade elements. Showing the craft, the "hand of the maker" – a full palette of bright colors	– big-hearted and unguarded – the voice of a child – optimistic and hopeful
simple	makes complicated things easy to understand	– bold visuals, always in support of a single, clear message – uncomplicated compositions – use of white space	– straightforward and clear – breaks down difficult topics
furry	lets our Muppets shine	– Muppet-focused – illustrates Muppets' personalities – shows fur, felt and feathers	– childlike, speaking from the heart – uses each Muppet's distinctive voice
funny	makes you giggle	– showing Muppets in unexpected or surprising ways – parodies of popular culture	– a little irreverent – full of age-appropriate word-play, fun rhyming and clever spoofs

Our attributes in action
Example: show opener

The television opener combines contemporary visuals with the iconic song that introduced the show more than forty years ago.

REAL The show opener is unstaged, featuring children in authentic settings. It references real-world textures, hand-made artwork and outdoor elements.

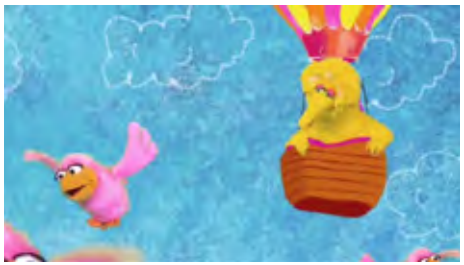
HEARTFELT Children working together on a sidewalk chalk mural is not only a genuine, artistic endeavor, but it is also a warm alternative to a slick computer animation. The children's rendition of the iconic theme song is honest and inviting, communicating an uplifting, optimistic message.

SIMPLE The concept is one that is easily grasped and well supported by consistently presented graphics.

FURRY Muppets figure prominently in the sequence, exuding their unique personalities by interacting with their environment, children and each other.

FUNNY The slapstick silliness of the Muppets comes through loud and clear, whether it's Cookie Monster's chalk cookie dust-up, curious sightseeing chickens on a tour bus or Super Grover's mid-air collision with a street sign.















Our attributes in action
Example: show segments

The television show is composed of multiple individual segments, all of which set out to express something a little bit different. Each one strings together a different combination of brand attributes to get the message across. Collectively, they make Sesame Street the iconic program that it is.



WORD ON THE STREET

REAL The segment is shot outdoors in recognizable urban settings. The street-savvy Muppet host, Murray, is spontaneous, authentic and sincere as he interacts with children.

HEARTFELT While the children often react in funny, unexpected ways, Murray always takes them seriously and treats them with respect.

SIMPLE At its core, Word on the Street accomplishes two simple goals: to introduce a word and teach its meaning.

FURRY Murray is the segment's inquisitive, monstrous, star.

FUNNY Smiles, humor and silliness are the segment's main ingredients. But they're never used at the expense of a child.



ELMO'S WORLD

REAL No topic is too big or small for Elmo. Kids are invited to see the world as Elmo sees it. He is unguarded, unfiltered and his thoughts are always taken seriously.

HEARTFELT It's clear that Elmo's environment is a product of his own imagination, innocence and creativity.

SIMPLE Much is left to the imagination. Many elements are gestural, symbolic and minimal in their execution.

FURRY Set against a simple backdrop, the segment allows Elmo's personality to shine through.

FUNNY You never know where Elmo's imagination might lead. Surprise, silliness and smiles are right around every corner.



BERT AND ERNIE'S GREAT ADVENTURES

HEARTFELT Claymation is the medium of choice. It's a tactile, handmade product of human artistry and passion.

FURRY Bert and Ernie are the same lovable Muppets, even when rendered in clay. Their personalities shine through any medium.

FUNNY Ernie is mischievous and Bert plays it by the book. Their dynamic, playful relationship lends itself to limitless gags and imaginative adventures.

Our attributes in action
Example: Google doodle

To commemorate our 40th anniversary, Google partnered with Sesame Workshop to create themed Google doodles.

REAL Being associated with a future-forward brand like Google keeps us firmly rooted in pop culture. As part of our collaboration, we were able to use real photography to preserve the vibrant look of the Muppets.

HEARTFELT Sesame Street's warm, clever personality integrates nicely with Google's daily doodle.

SIMPLE Google's tradition of reworking its logotype is a simple idea that allowed both brands to be represented in a bold, graphic way.

FURRY The personality and character of the Muppets are illustrated in simple but meaningful detail.

FUNNY Elmo gets the whole Google giggling, Cookie Monster devours the logo, and the Count, of course, uses numbers to spell.















Our attributes in action
Example: outreach kit

Little Children, Big Challenges: Divorce is a kit of resources that helps families talk about the life changes caused by divorce. A DVD, parents' guide and storybook guide the conversation, give advice and suggest activities.

REAL Sesame Street recognizes that divorce is a challenging topic facing many children. It doesn't sugarcoat the issue, but it always respects the child's feelings.

HEARTFELT Difficult information is delivered in a genuinely caring way.

SIMPLE A complicated topic becomes approachable with advice and guidance designed to help both caretakers and children alike.

FURRY The Muppets unconditionally offer their friendship during challenging times, despite the uncomfortable topic.



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4. IDENTITY ELEMENTS



Brand landscape
Overview

A. SESAME STREET LOGO
The Sesame Street logo is Sesame Street's primary brand identifier. It is the centerpiece of our initiatives, products and other communications.

B. SESAME WORKSHOP LOGO
The Sesame Workshop wordmark belongs to Sesame Street's parent organization. It is used primarily for business-to-business communications.

C. INTERNATIONAL COPRODUCTION LOGOS
In countries where the television show is coproduced, variations of the Sesame Street logo have been created in the local language(s) and/or names.

D. BRANDED CONTENT
Independently marketed products or initiatives may require a custom identity. In these cases, the Sesame Street logo is locked up to the name when seen outside of the Sesame Street environment.

E. PROGRAMS AND PRODUCTS
Sesame Street programs and products feature distinct title treatments. However, since they are not marketed independently, formally locking them up to the Sesame Street logo is not recommended.

B sesameworkshop®

A 123 SESAME STREET®

C ١٢٣ عالم سمسم
Egypt

123 SESAMSTRASSE
Germany

D SESAME STREET ELMo's World

E healthy teeth, healthy me

Sesame Street logo
Overview

The Sesame Street logo is instantly recognized by our audience and marketing partners all around the world. Through years of hard work and discipline, it has become our most iconic identifier. Since it is the one consistent element that appears on all Sesame Street materials, it is essential that we do everything we can to protect, build and preserve it. Doing so means using it correctly and following the rules and guidelines set forth in this section.



Sesame Street logo
Clear space & sizing

A. CLEAR SPACE
Clear space equal to half the height of the horizontal portion of the Sesame Street logo should be maintained around the logo at all times. This prevents the logo from being crowded by other graphic elements in use.





BACKGROUND
The Sesame Street logo may be placed on a variety of colored, patterned and textured backgrounds as long as they don't clash, compete or distract from the logo itself.



PRINT:
At least 0.75" wide

ON SCREEN:
At least 50px wide

MINIMUM SIZE
To ensure clear and consistent reproduction of the logo, minimum size limits have been set for both print and on-screen applications. Do not use the logo at a size smaller than those listed here.

Sesame Street logo
Color

The Sesame Street logo may be rendered in one or two colors, as indicated below.



TWO-COLOR
PMS 354 / PMS 109

This is the preferred color execution for the Sesame Street logo and should be used whenever possible.

PMS 354
C90 **M**0 **Y**100 **K**0
R0 **G**171 **B**77
HEX 00AB4D

PMS 109
C0 **M**15 **Y**100 **K**0
R255 **G**212 **B**0
HEX FFD400



TWO-COLOR KEYLINE
PMS 354 / PMS 109

In rare circumstances when additional separation from the background is needed, this two-color keylined execution is recommended.

PMS 354
C90 **M**0 **Y**100 **K**0
R0 **G**171 **B**77
HEX 00AB4D

PMS 109
C0 **M**15 **Y**100 **K**0
R255 **G**212 **B**0
HEX FFD400





ONE-COLOR GREEN
PMS 354

When limited by color, this one-color green execution is recommended. Please note that this execution is preferred over the one-color black option.

PMS 354
C90 **M**0 **Y**100 **K**0
R0 **G**171 **B**77
HEX 00AB4D

The keyline may be eliminated when this execution is used on a dark background.





ONE-COLOR BLACK
PMS BLACK

The logo should not appear in grayscale. For materials produced in black and white, this one-color black execution is required.

BLACK
C0 **M**0 **Y**0 **K**100
R0 **G**0 **B**0
HEX 000000

How this logo appears on a dark background (with no keyline):



Sesame Street logo
What not to do



DO NOT distort the logo.



DO NOT put the logo into a shape.



DO NOT use the Sesame Street typography outside of the sign.



DO NOT skew the logo or create false perspectives.



DO NOT remove or change the half circle.



DO NOT scale or resize the logo disproportionately.



DO NOT use unspecified colors.



DO NOT change the proportion of the half circle.



DO NOT add gradients, reflections, drop shadows or other effects.



DO NOT change the transparency of the logo.



DO NOT add elements to the logo.



DO NOT create unapproved variations of the logo.



DO NOT reverse the coloring of the logo.



DO NOT surround the logo with characters.



DO NOT use the logo any smaller than 20 mm in print and 50 pixels in digital executions.

Sesame Street logo
International versions

Each Sesame Street coproduction reflects the cultural values unique to its location. At the same time, it's important to make the brand experience consistent throughout the world. To ensure this, international coproduction logos follow the same guidelines as the Sesame Street logo, presented earlier in this section.

The brand name is translated into the local language and ideally includes a "Sesame sounding" element. This supports the idea of a universal brand experience and allows the coproduction to more directly adopt Sesame Street's values and philosophies.

Coproduction logos should be applied with the same discipline and rigor as the Sesame Street logo in their respective international markets. Coproduction logos may only be approved and created by Sesame Workshop.

For questions about coproduction logos, send an email to: marketing@sesame.org



Afghanistan



Bangladesh



Brazil



Cambodia



Canada



China



Denmark



Egypt



France



Germany



Hungary



Arab Gulf States



Hungary



India



Indonesia



Israel



Jordan



Latin America



The Netherlands



Nigeria



Northern Ireland



Norway



Palestine



The Philippines



Poland



Russia



South Africa



Spain



Sweden



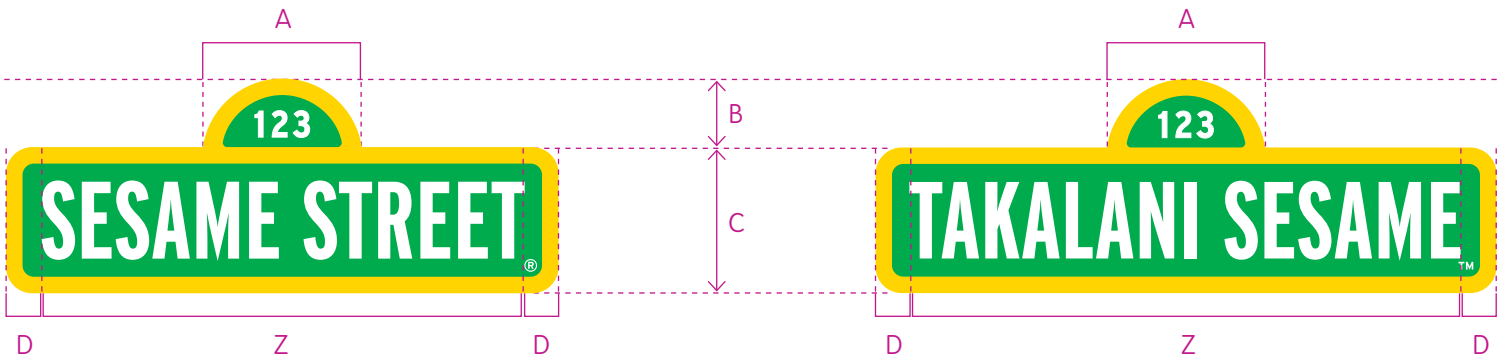
Turkey

Sesame Street logo
Creating an international version

International names are set in Interstate Bold Condensed at the same size as "Sesame Street" in the original logo. Color and spacing specifications apply to both Latin and non-Latin alphabets when creating coproduction logos.

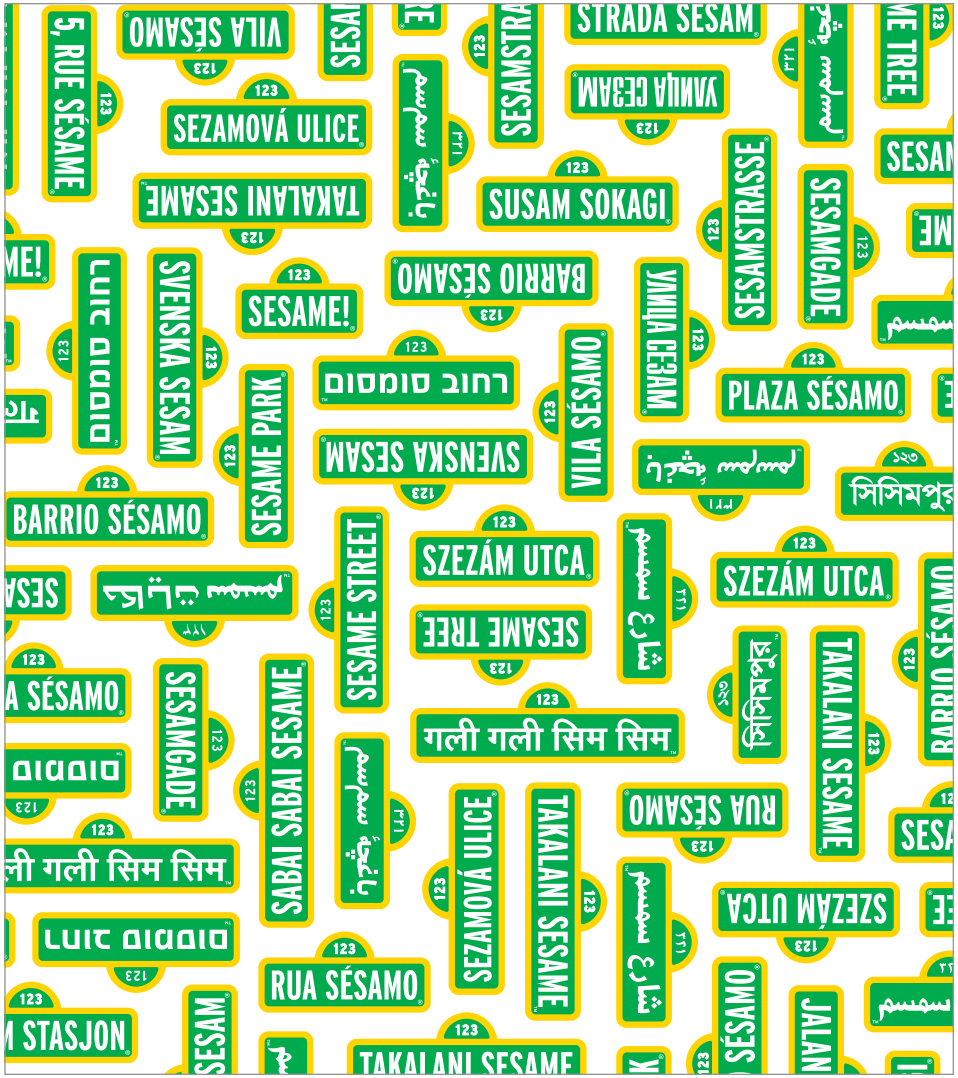
In the diagram below, all specifications labeled A, B, and C carry over directly to coproduction logos. The end spaces, labeled D, also carry over, but should be adjusted optically depending on the start and end characters so as to retain the appearance of consistent spacing.

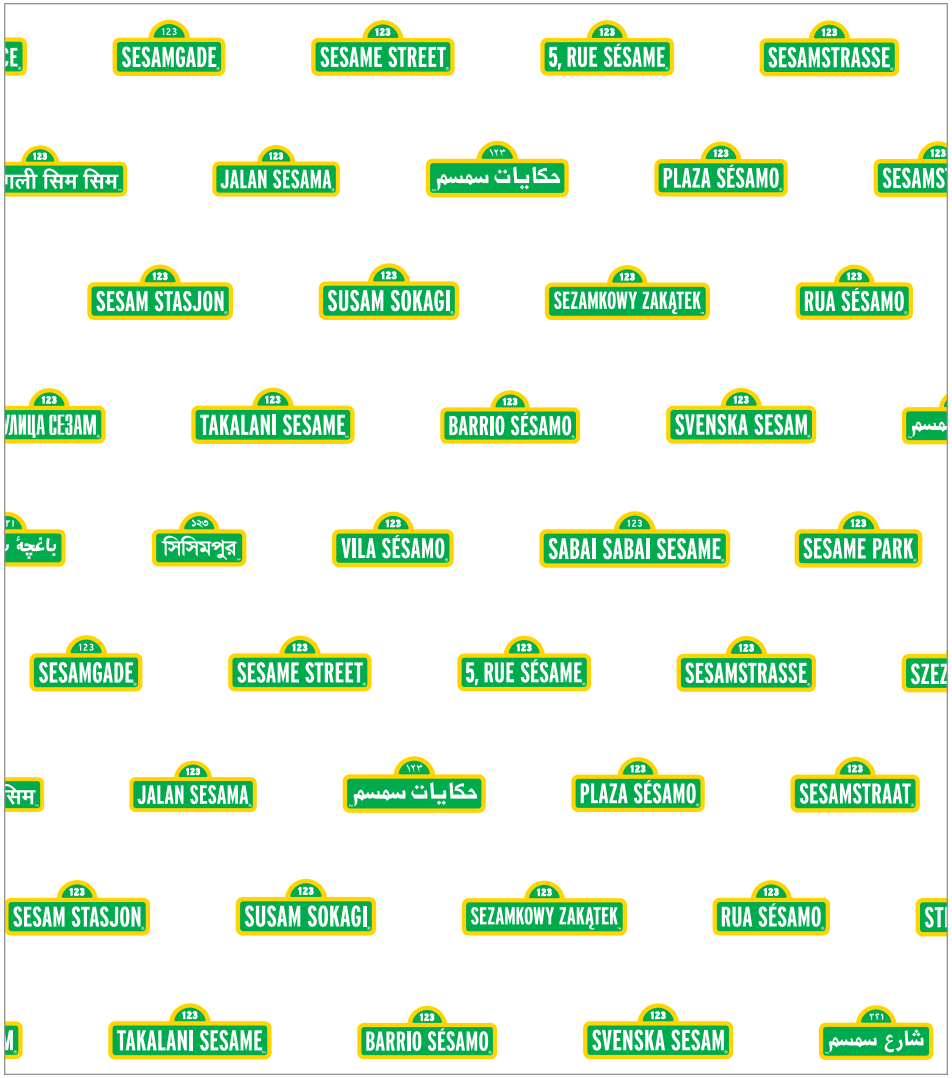
The specification labeled Z will vary to accommodate the length of the international name.



Sesame Street logo
Logo pattern

The logo pattern communicates the global diversity of the Sesame Street brand through bold, dynamic graphics.





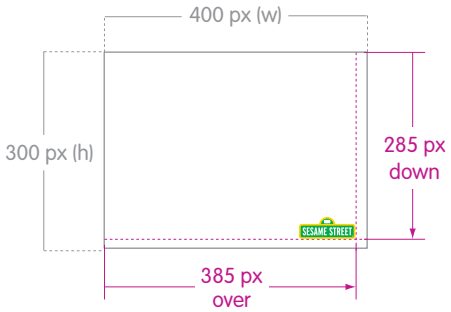
Sesame Street logo
Web bug and URL combo

The Sesame Street brand stretches across all media types, but digital video formats are central to the experience. The Sesame Street logo is always present in this medium as the "web bug" that appears in the lower right corner of video segments.

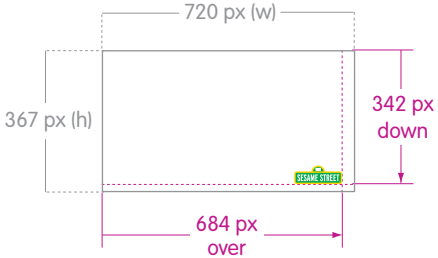
The former web bug that included ".org" alongside the Sesame Street logo has been discontinued. It has been replaced with a combination of the Sesame Street logo as the new web bug and an end-screen featuring the full URL, set in VAG Rounded Bold.

The web bug is positioned according to the video screen's dimensions, several of which are shown here. For other screen sizes, contact the Sesame Workshop for guidance.

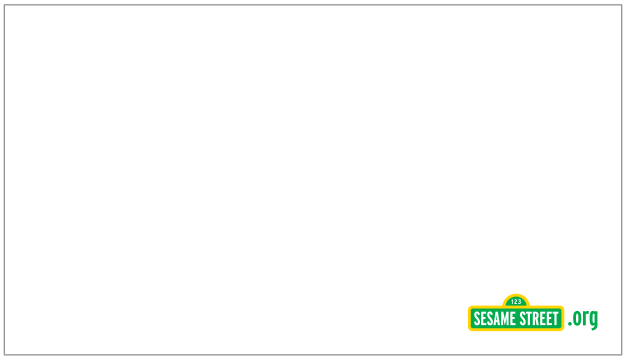
Standard definition placement:



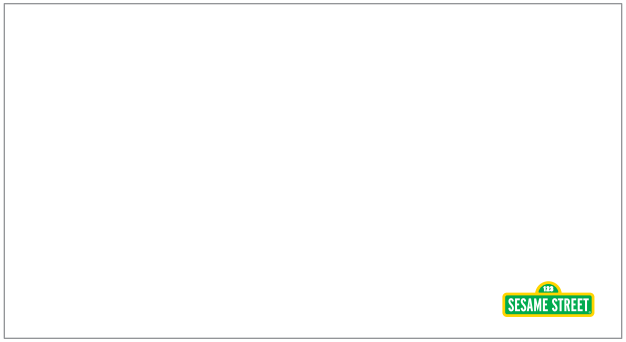
High definition placement:



OLD:



NEW:



URL APPEARS AT END OF VIDEO AS EITHER:





Sesame Street logo
URL lock-up for print

Because Sesame Street has a strong digital presence in the United States, using the web address (URL) in combination with the Sesame Street logo on printed materials is not necessary. Instead, the integrity of the Sesame Street logo should be preserved by placing the URL in a separate location.

However, when space does not allow for a separate treatment, use the following specifications for locking up the URL and logo.

– The logo always sits above the URL.

– The URL is sized at 15% of the unit x and is center-positioned 0.5x beneath the logo.

– The minimum size of the logo is 0.75" wide.

PMS **354** **C**90 **M**0 **Y**100 **K**0

PMS **109** **C**0 **M**15 **Y**100 **K**0





0.75"

Branded content
Overview

When content is distributed or merchandised outside of the context of our on-air show, it may require its own branding. In such cases the Sesame Street logo is always part of that brand identity, and is usually positioned above or left-aligned.

All custom identities are created in collaboration with the marketing and legal departments.

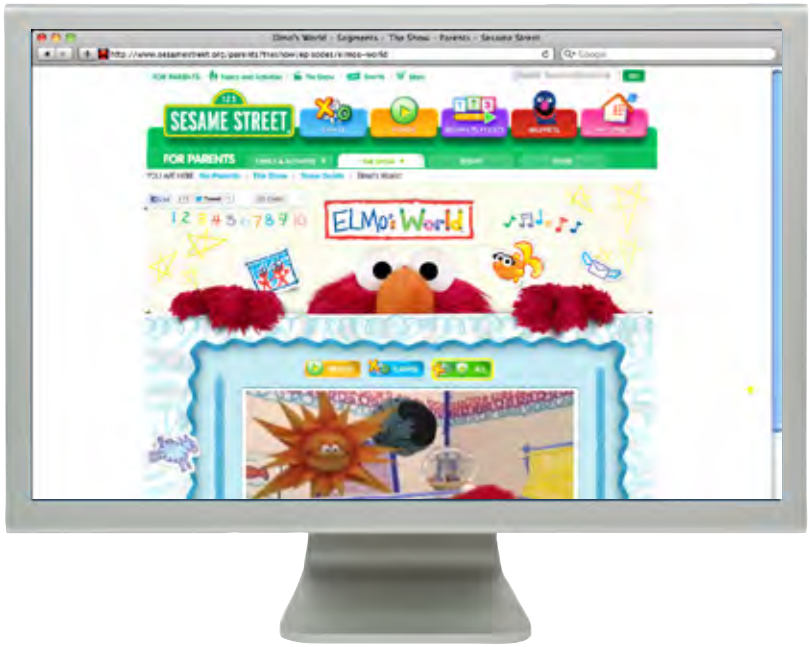






Branded content
Within the Sesame Street environment

When branded content lives within the context of Sesame Street programming (e.g., on sesamestreet.org, or as a segment on the Sesame Street show), use the sub-brand logo without the Sesame Street logo to avoid redundancy.





Programs and products
Title treatment: outreach

Sesame Street delivers a rich array of programs that address a wide range of audience needs—from helping military families to teaching healthy eating habits.

In addition to all the good these initiatives do to educate, uplift and entertain, they also build equity in the Sesame Street brand. For this reason, the core identity element of all programs and products is the Sesame Street logo.

Supporting the logo are title treatments and graphic systems derived from the look and feel of the Sesame Street brand. Together, these elements help deliver the message effectively and consistently.

When designing materials for programs and products:

– Make title treatments simple and legible.

– Allow the title treatment to stand alone when possible, with the Sesame Street logo endorsing the message separately.

– Use color palettes and graphic treatments consistent with the Sesame Street brand.

The Healthy Teeth, Healthy Me outreach program is shown here as an example of how to apply a title treatment across different applications.

healthy teeth, healthy me



brochure





event posters



event nametag

Programs and products
Title treatments for media purposes

For media purposes or when space is limited, it may be necessary to display the title treatment and Sesame Street logo together.

When displaying title treatments in limited space:

– Compose the two elements so that they support one another and work comfortably together.

– Position the Sesame Street logo on top or to the upper-left of the title treatment.

– Use consistent treatments across all instances that require this consideration.

– Use design principles and treatments consistent with the Sesame Street brand.

Some examples where space is limited might include:

A. OVER-THE-SHOULDER BROADCAST GRAPHICS
B. PODIUM SIGN OR SINGLE EVENT BANNER
C. PRESS RELEASE

A



C



B



Programs and products
What not to do

The Sesame Street logo should not be manipulated or parodied as a means of creating title treatments for programs or products.



DO NOT modify the overall shape of the Sesame Street logo, and do not add to it to create a program or product name.



DO NOT add words to the Sesame Street logo to create a program or product name.



DO NOT lock up words to the Sesame Street logo to create a program or product name.

Sesame Workshop logo
Overview

As its tagline indicates, Sesame Workshop is "The nonprofit educational organization behind Sesame Street and so much more." As such, its dealings are primarily behind the scenes in the business-to-business realm. Its logo is seldom used on consumer communications or Sesame Street products or initiatives. In fact, the Sesame Workshop logo should only be used on consumer products if it is legally required.

Listed here are the three accepted treatments for applying the Sesame Workshop branding, in order of preference:

1. LEAVE OFF THE SESAME WORKSHOP LOGO: Let the Sesame Street logo lead and include the Sesame Workshop name and description in the body copy.

2. USE THEM TOGETHER: The Sesame Workshop logo and Sesame Street logo can both appear on the same application, but placement is determined by the messaging. In general, business-to-business messages lead with the Workshop logo, while consumer messages lead with the Sesame Street logo.

3. LOCK THEM UP: If treatments 1 or 2 are not feasible due to space constraints, the two logos can be locked up as shown on the next page .

A. SESAME WORKSHOP LOGO
The Sesame Workshop logo is never used without the Sesame Street logo accompanying it in some fashion.

B. SESAME WORKSHOP LOGO WITH TAGLINE
When there isn't ample opportunity to include a description of Sesame Workshop, The tagline is included with the logo.

A

sesameworkshop®

B

sesameworkshop®

The nonprofit educational organization behind Sesame Street and so much more

PMS 356
C95 **M**8 **Y**93 **K**27
R0 **G**121 **B**52
HEX 007934

PMS 354
C90 **M**0 **Y**100 **K**0
R0 **G**171 **B**77
HEX 00AB4D

Sesame Workshop logo
Sesame Street lock-up

When space is limited, the Sesame Workshop logo may be locked up with the Sesame Street logo.

A. HORIZONTAL LOCK-UP

- The Sesame Street logo sits to the left of the Sesame Workshop logo and tagline.
- The Sesame Workshop logo and tagline are sized so that they are the same height as the horizontal portion of the Sesame Street logo (x).
- The distance between the logos is equal to the height of the horizontal portion of the Sesame Street logo (x).

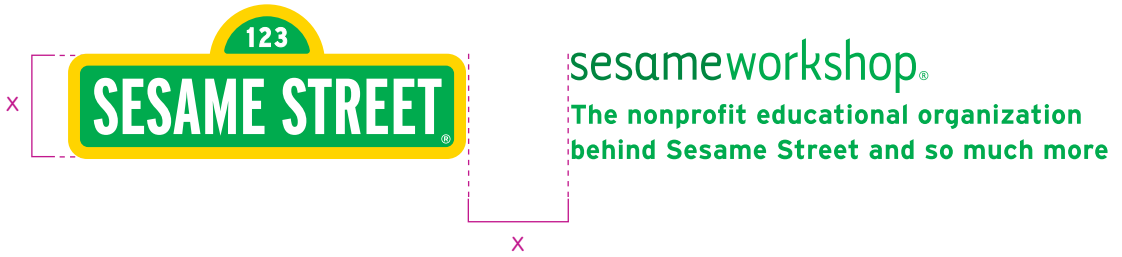
B. VERTICAL LOCK-UP

- The Sesame Street logo sits on top of the Sesame Workshop logo.
- The Sesame Workshop logo is sized so that it aligns with the green portion of the Sesame Street logo.
- The distance between the logos is equal to half the height of the horizontal portion of the Sesame Street logo (0.5x).

C. BUSINESS CARD

The Sesame Workshop business card illustrates how the horizontal lock-up helps explain the relationship between Sesame Workshop and Sesame Street.

A



B



C



Color
Primary palette

Green and yellow originate in the iconic Sesame Street and represent the primary color palette. These are Sesame Street's brand colors and should be featured on all materials, even if only used in the logo. In situations where the Sesame Street brand is less known, be more generous with use of the brand colors.

Sesame green

PMS 354
C 90
M 0
Y 100
K 0

R 0
G 171
B 77

Hex 00AB4D

Sunny day yellow

PMS 109
C 0
M 15
Y 100
K 0

R 255
G 212
B 0

Hex FFD400

Color
Secondary palette

Sesame Street is a sunny, optimistic place, and the secondary palette reflects that. The palette is broad, flexible and draws on the vibrant colors of the Muppets themselves. Complementary lighter and darker values may also be employed to create additional depth and variety.

PMS 266
C 78 R 90
M 85 G 0
Y 0 B 140
K 0
Hex 5A008C

PMS 529
C 17 R 204
M 25 G 153
Y 0 B 204
K 0
Hex CC99CC

PMS 246
C 22 R 211
M 100 G 24
Y 0 B 136
K 3
Hex D31888

PMS 219
C 0 R 255
M 100 G 51
Y 0 B 153
K 5
Hex FF2399

PMS 185
C 0 R 255
M 91 G 0
Y 76 B 0
K 0
Hex FF0000

PMS 211
C 0 R 255
M 55 G 174
Y 3 B 209
K 0
Hex FFAED1

PMS 137
C 0 R 255
M 35 G 181
Y 100 B 0
K 0
Hex FFB500

PMS 1505
C 0 R 255
M 45 G 153
Y 100 B 0
K 0
Hex FF9900

PMS 165
C 0 R 255
M 57 G 102
Y 100 B 0
K 0
Hex FF6600

PMS 167
C 0 R 204
M 80 G 102
Y 100 B 0
K 15
Hex CC6600

PMS 1235
C 0 R 255
M 22 G 204
Y 100 B 0
K 0
Hex FFCCOO

PMS 389
C 17 R 204
M 0 G 255
Y 100 B 0
K 0
Hex CCFF00

PMS 375
C 35 R 153
M 0 G 204
Y 100 B 51
K 0
Hex 99CC33

PMS 361
C 75 R 94
M 0 G 185
Y 90 B 72
K 0
Hex 5EB948

PMS 293
C 100 R 0
M 65 G 0
Y 0 B 153
K 7
Hex 000099

PMS 285
C 100 R 51
M 35 G 102
Y 0 B 153
K 0
Hex 336699

PMS Proc. Blue C
C 100 R 0
M 15 G 117
Y 0 B 232
K 5
Hex 0075E8

PMS 3125
C 100 R 51
M 0 G 168
Y 20 B 207
K 0
Hex 33A8CF

PMS 310
C 50 R 102
M 0 G 204
Y 5 B 204
K 0
Hex 66CCCC

PMS 331
C 27 R 192
M 0 G 228
Y 14 B 191
K 0
Hex C0E4BF

PMS 333
C 56 R 153
M 0 G 204
Y 30 B 153
K 0
Hex 99CC99

PMS 3265
C 76 R 81
M 0 G 202
Y 38 B 154
K 0
Hex 51CA9A

PMS 3272
C 100 R 0
M 0 G 153
Y 42 B 153
K 0
Hex 009999

WHITE
C 0 R 255
M 0 G 255
Y 0 B 255
K 0
Hex FFFFFF

PMS BLACK
C 0 R 0
M 0 G 0
Y 0 B 0
K 100
Hex 000000

PMS COOL GRAY 9
C 0 R 147
M 0 G 149
Y 0 B 152
K 50
Hex 939598

Typography
Overview

Typography plays an integral role in the Sesame Street brand identity. We depend on the hard-working, consistent use of our approved typefaces to communicate clearly. We use expressive display text, which may be hand-lettered or rendered as cut paper. And sometimes the letterforms themselves are the featured illustration.

While typography may be playful and clever, it should always be thoughtful and appropriate, with the message driving execution.



VAG Rounded is our primary typeface.

STYMIE is our secondary typeface.









Typography
Primary typeface

Adobe VAG Rounded is used for all body copy on all communications. It may also be used in title treatments and headlines. It helps communicate the brand's friendly, approachable personality. The simple letterforms are modern, timeless and easy to read. The font speaks to a preschooler but isn't too juvenile for adults.

The bold weight of VAG is recommended for headlines.

Open up letter spacing to give things a bit more breathing room and to prevent the letterforms from touching. In Adobe Illustrator and InDesign, set the tracking to 40 to ensure correct spacing.

ONLINE USE
VAG Rounded headlines should be created using the CSS @font-face property (editable and indexable by search engines). For all other copy online, the appropriate web-safe alternative is Arial.

NON-ENGLISH TRANSLATIONS
Where local character sets prohibit its use, a font should be selected that best reflects the geometry and terminals of VAG Rounded.

USAGE RIGHTS
Sesame Street and Sesame Workshop do not have global rights to the Adobe VAG Rounded standard typeface. Marketing partners must obtain their own license by visiting the Adobe website and searching for VAG Rounded at: www.adobe.com/type

The online version of VAG is Monotype, available through: www.fonts.com

VAG Rounded Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

VAG Rounded Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Typography
Secondary typeface

Stymie is used in smaller amounts as compared to VAG Rounded. It works best in sub-heads, titles, captions and call-outs. The slab-serif is modern, geometric and very legible—even for young readers.

USAGE RIGHTS

Sesame Street and Sesame Workshop do not have global rights to the Stymie typeface. Marketing partners must obtain their own license by visiting: www.myfonts.com/fonts/bitstream/stymie/

Stymie Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Stymie Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Typography
Display typefaces

By definition, a display typeface is one that is used at large sizes for things such as titles, headlines or illustrative applications. Because these faces are more ornamental than regular text faces, they should be used in comparatively smaller amounts.

With VAG Rounded and Stymie as the workhorses of our typographic palette, a variety of expressive display faces may be used to create interest and drama. When used correctly, display fonts reinforce and enhance the message.

Sesame Street and Sesame Workshop do not have global rights to the examples shown here. Marketing partners must obtain their own licenses for any display fonts they choose to include. For reference, the names and sources of these examples are listed below.

A. COOPER BLACK ITALIC
www.myfonts.com/fonts/linotype/cooper-black/

B. KNOCKOUT BANTAMWEIGHT
www.typography.com

C. ABILENE
www.myfonts.com/fonts/softmaker/abilene/

D. UNITED SERIF HEAVY
www.houseind.com/fonts/unitedcollection/fontfeatures

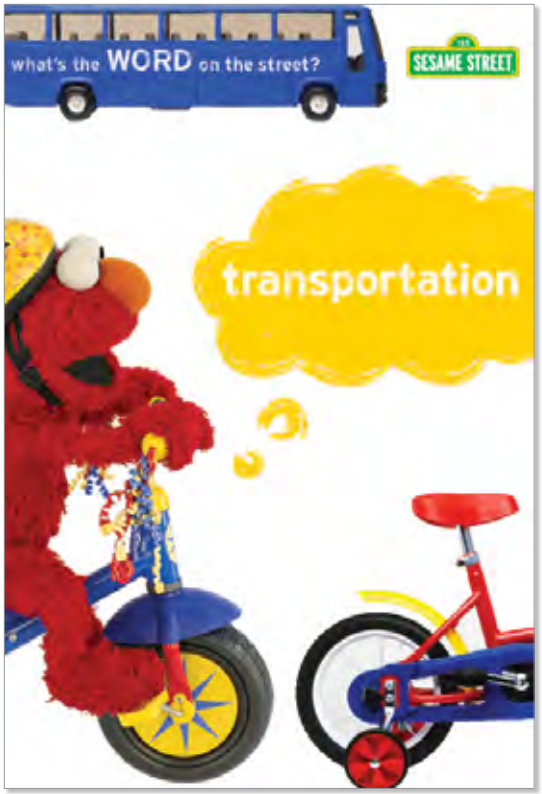
E. ZIGGARUT BLACK ITALIC
www.typography.com

F. POPLAR BLACK
www.myfonts.com/fonts/adobe/poplar/black/



Typography
Display typefaces

Here are a few examples of display typgography in context.













Typography
Rendering effects

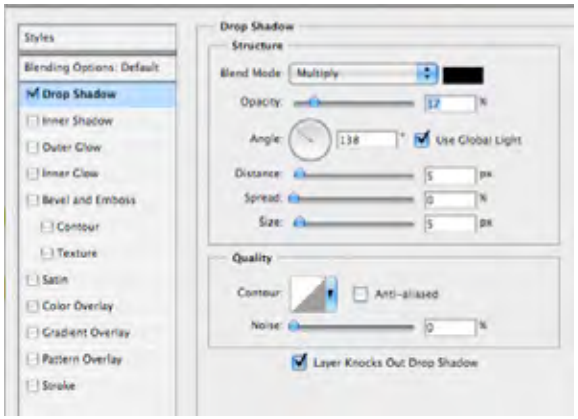
VAG Rounded may be rendered to imitate cut paper by applying drop shadows in particular ways. Examples are shown here.

Keep in mind that drop shadows will vary in style, size and angle depending on the application in use. The settings outlined here are from Adobe Photoshop, and are recommended as a general guide. Double-check these settings and their results, particularly after scaling up or down, to ensure the appropriate effect.

ABC

CUT PAPER WITH SOLID COLOR
(text shown here is 90 pt.)

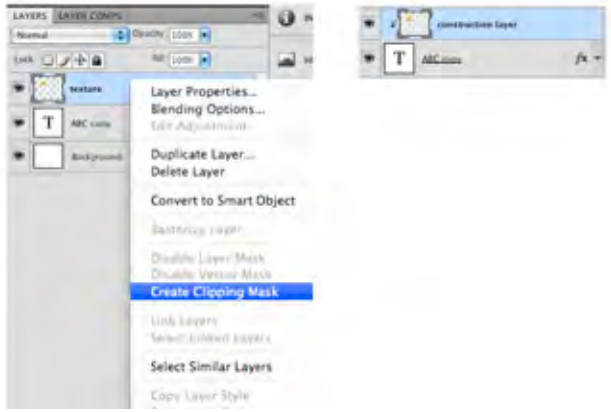
1. Double-click the text layer and select "Drop Shadow."



ABC

CUT PAPER WITH TEXTURE
(text shown here is 90 pt.)

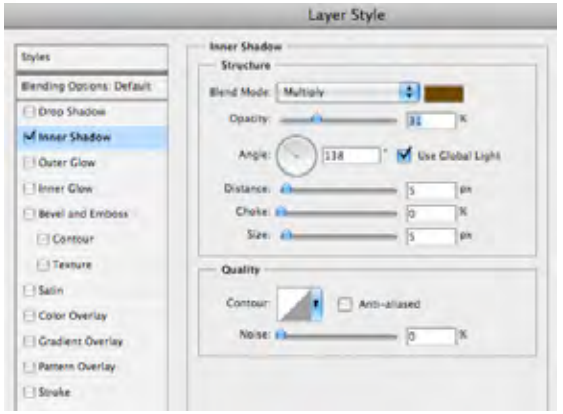
1. Place texture layer above text.
2. Selecting the texture layer, right-click and select "Create Clipping Mask."
3. Apply drop shadow.



ABC

CUT PAPER UNDERLAY
(text shown here is 90 pt.)

1. Place texture layer above text.
2. Selecting the texture layer, right-click and select "Create Clipping Mask."
3. Return to text layer, double-click and apply inner shadow to the layer.



The Muppets
Our cast of characters

Nothing says Sesame Street like the Muppets. They play a starring role in everything we do, and it is essential that every interaction is true to their unique personalities, friendly demeanor and sense of humor. This section outlines the approved ways for rendering the Muppets, including photography and illustration.

Try to include at least one member of the "core cast" of Muppets in each and every application. They are a select group that is easily recognized for their association with Sesame Street. The core cast includes Abby, Big Bird, Bert, Ernie, Cookie Monster, Elmo, Grover and Oscar.

































The Muppets
Our international cast

The international cast of Muppets is designed to align with specific educational objectives, be culturally relevant to a local audience and to embody the characteristics, traits, personality and appearance consistent with being a Muppet.

For example, in India, our Galli Galli Sim Sim coproduction uses a feisty five-year-old Muppet named Chamki to promote girls' education and teach children important life lessons. Chamki has a flair for language, building her vocabulary with new words. She teaches children about staying healthy, taking turns with other children and the value of a more worldly perspective.



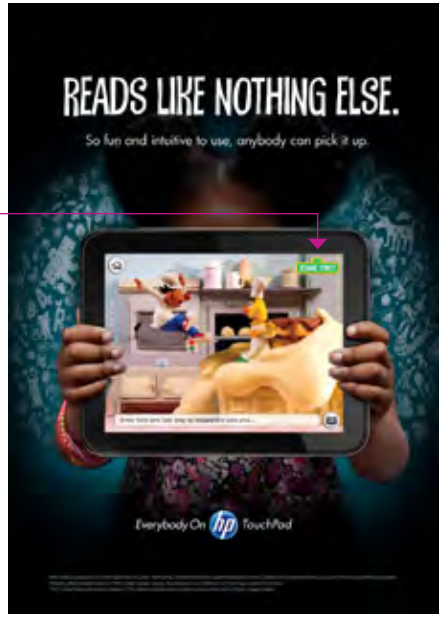
The Muppets
With the Sesame Street logo

The Muppets are an invaluable asset to the Sesame Street brand and should always be accompanied by the Sesame Street logo.

The only exception to this rule is when Sesame Street is clearly understood to be content partners with a particular media channel. An example is the pbskids.org website, shown here. Apart from this, other brands are not allowed to showcase the Muppets without including the Sesame Street logo.



Always include the Sesame Street logo with our Muppets.





Muppet photography
Overview

Sesame Street's special brand of photography captures the authenticity and emotion of the Muppets as they interact with children and the world they share. Photography is preferred over illustration to reinforce the realness of the characters.

EMPHASIZE:

- real world settings
- simple, uncluttered backgrounds
- thoughtful composition
- use of negative space
- real emotion and unique personalities
- natural lighting (not too dark or too bright)
- scale
- interesting cropping of recognizable Muppets

AVOID:

- overly styled or staged photography
- busy backgrounds
- focusing on something other than a Muppet or Muppets

Photography assets are available through the Digital Asset Management System at www.thelettera.com













Muppet photography
Silhouettes

One of the most effective and flexible photographic treatments is that of the Muppet silhouette. It's simple, fresh and light—and it puts all of the attention where it belongs: on the Muppets.

An extensive library of silhouettes is available, including the entire cast of characters in numerous poses and costumes.

Here are a few tips for using silhouetted Muppet imagery:

A. KEEP IT SIMPLE
Keep backgrounds uncluttered and use colors that coordinate well.

B. DON'T BE AFRAID TO CROP
The Muppets are recognizable from just about any angle.

C. STAY IN CHARACTER
Build the composition around the Muppets' bold personalities.

D. BE PLAYFUL
Explore the full range of Muppets.

E. SCALE IT UP
Be expressive with scale and position.

A



B



C



D



E



Muppet photography
Background textures

A series of background textures has been created for use with Muppet photography. Background colors are based on Sesame Street's secondary color palette.

A. CUT PAPER
By combining cut paper textures with a subtle drop shadow and slight imperfections, compositions can be created to make the paper look layered and handcrafted.

B. CHALK
Inspired by the chalk drawings in the television show opener, these background textures have a childlike simplicity but are carefully controlled in execution.

For access to style guides that provide specs and more information on these background textures, send an email to: marketing@sesame.org

A





B



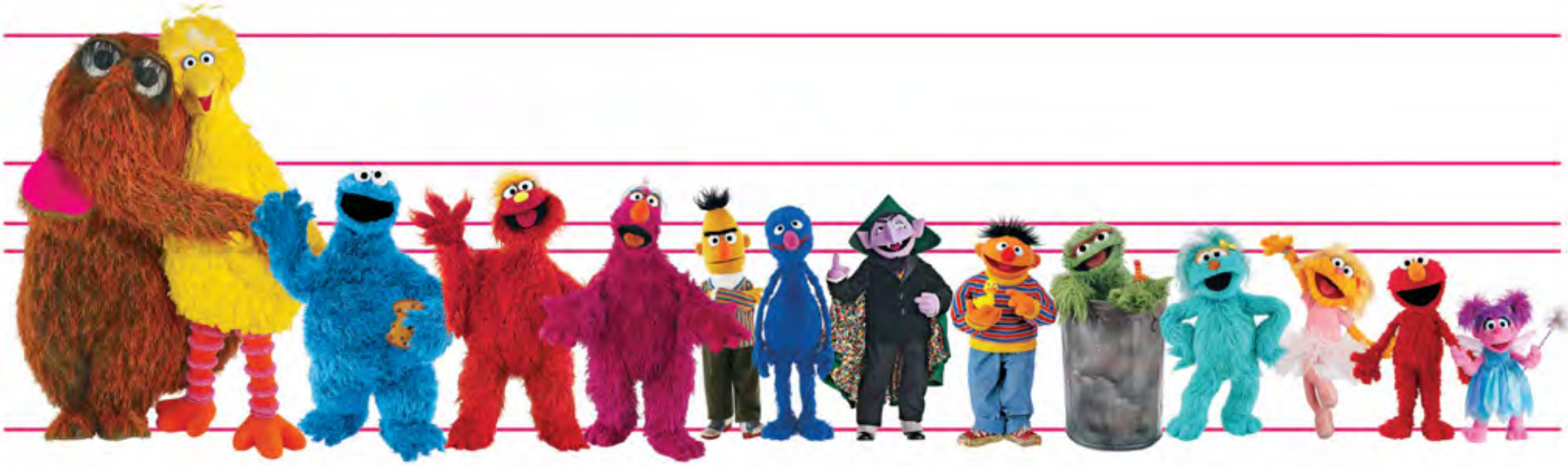






Muppet photography
Scale & proportion

It's important to depict the Muppets at the right scale in relation to their environments and especially to each other. Use the guide below to size the Muppets correctly.



Cookie Monster's full height to top of eyeballs is 38"

Elmo's full height to top of eyeballs is 28"

Muppet photography
Range of interaction

Muppets are curious and active by nature, interacting with a wide range of people, places and things. Here are a few examples:

A. OBJECTS
Add props to the numerous Muppet poses to create scale and add interest.

B. PEOPLE
Capture the connection. It works best when shot in the studio, on set or in outdoor settings.

C. OTHER MUPPETS
Use group shots from the existing database of imagery or group individual Muppets together at the right scale.

D. ENVIRONMENTS
Place Muppets in different environments, always remaining sensitive to color and scale.

E. THE VIEWER
Find opportunities to make the viewer a powerful participant.

A



B



C



D



E



Muppet photography
Domestic mission imagery

Sesame Street makes a difference around the world. To make it easier to illustrate our impact, two image libraries featuring the Muppets in various communities have been created. One is for domestic use and the other is for international use.

These images are used by Sesame Workshop for business-to-business communications, but they are never directed toward our consumer audience.

For access to the domestic image library, send an email to: marketing@sesame.org











Muppet photography
International mission imagery

Our international programs are tailored to children's country- and culture-specific needs, and are created in collaboration with local educators, advisors and puppeteers. This often results in a fully local Sesame Street with its own name, language, curriculum and Muppets.

To help tell this story to business partners, draw from our library of international mission images illustrating the interactions between Muppets and children from different countries around the world.

For access to the international image library, send en email to: marketing@sesame.org











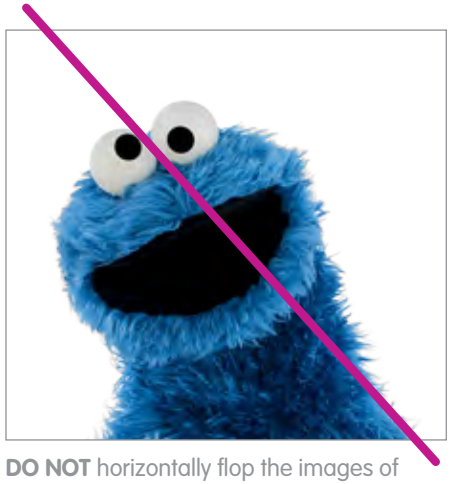
Muppet photography
What not to do



DO NOT crop through the eyeballs.



DO NOT crop awkward parts of the body.



DO NOT horizontally flop the images of Cookie Monster, The Count or Super Grover.



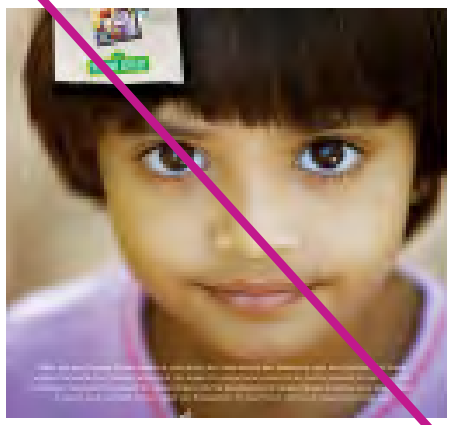
DO NOT misrepresent size and scale when Muppets are used together.



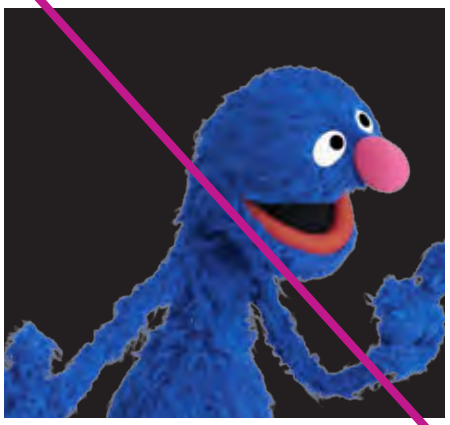
DO NOT use cluttered backgrounds.



DO NOT use unapproved background colors.



DO NOT use photos of children appealing for help.



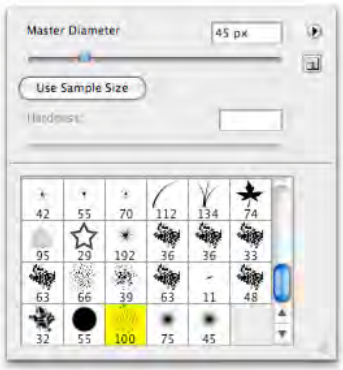
DO NOT put Muppets on dark backgrounds or ominous situations.

Online/digital styles
Textures and effects

The digital environment allows for dimensional effects that reinforce the tactile quality of Sesame Street expressions. Here are a few examples to replicate or inspire the creation of new effects.

A. GRID PAPER
Applied to backgrounds, this effect reinforces actual paper wtihout being distracting or adding heavily to file sizes.

B. PAINTBRUSH TEXTURE
The Photoshop brush stroke Rough Round Bristle is used at 100 px for background texture.



C. TANGIBLE ELEMENTS
Using subtle shadows and highlights on design elements helps to create tactile effects.

D. MUPPET PHOTOGRAPHY
Subtle shadows may be added to Muppet photography to bring dimension and life to the artwork.



Muppet illustration
Overview

While photography is the preferred medium for representing our Muppets, the following three styles of illustration may also be employed where appropriate.

These guidelines are not intended as a guide for creating new images. All use of illustration must be approved by Sesame Workshop. A database of approved illustration is available online at: www.thelettera.com

CORE
A flat style with highlights and shading.



CUT PAPER
A simplistic style resembling cut paper.



SCRIBBLE
An expressive style that looks hand-drawn.









Muppet illustration
Core style

The core style has a flat look featuring highlight and shading details. This style can be executed in three different versions, as shown below, but they should not be mixed within the same application.

FULL SHADING
Color areas include shading and highlights are included.



SELF-COLORED OUTLINE
Color areas are flat and outlined by similar hues.



ONE-COLOR OUTLINE
Outlines are all one color (blue or black).



Muppet illustration
Cut paper style

The cut paper style is a simple look, with whimsy and playfulness that celebrates the hand of the maker.



Muppet illustration
Scribble style

The scribble style was created with more child-friendly proportions and an expressive line quality that looks hand-drawn. This style can be executed in two different ways, as shown below, but they should not be mixed within the same application.

WHITE FILL



COLOR FILL



Tone of voice
Overview

The Sesame Street tone of voice is rooted in our brand attributes: real, heartfelt, simple, furry and funny. By making sure these attributes are reflected in the words we choose, we will always speak in a way that is true to who we are.

As a learning-centered organization, it is important to use proper grammar and spelling in all of our messaging—and to always consult a proofreader.

real
– genuine, honest and empowering.
– respects kids.
– reflects what's going on in kids' lives today.

heartfelt
– big-hearted and unguarded.
– the voice of a child.
– optimistic and hopeful.

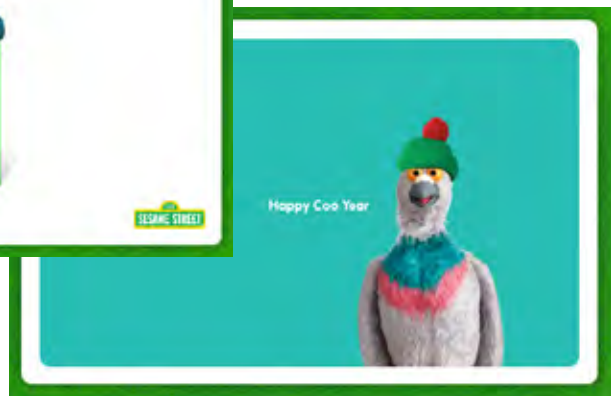
simple
– straightforward and clear.
– breaks down difficult topics.

furry
– childlike, speaking from the heart.
– uses the distinctive voice of each Muppet.

funny
– a little irreverant.
– full of age-appropriate word-play, fun rhyming and clever spoofs.













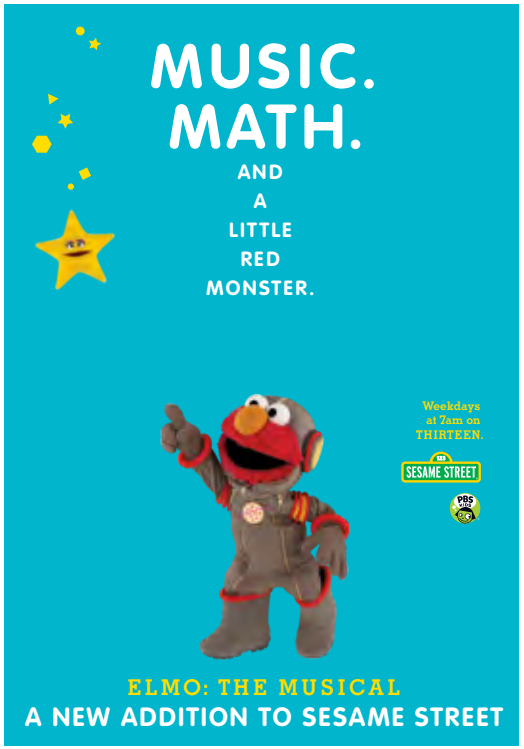
Tone of voice
Speaking to adults

While we may have specific advice or business messages that we want to communicate clearly and concisely, we should never lose our trademark sense of humor or emotion.











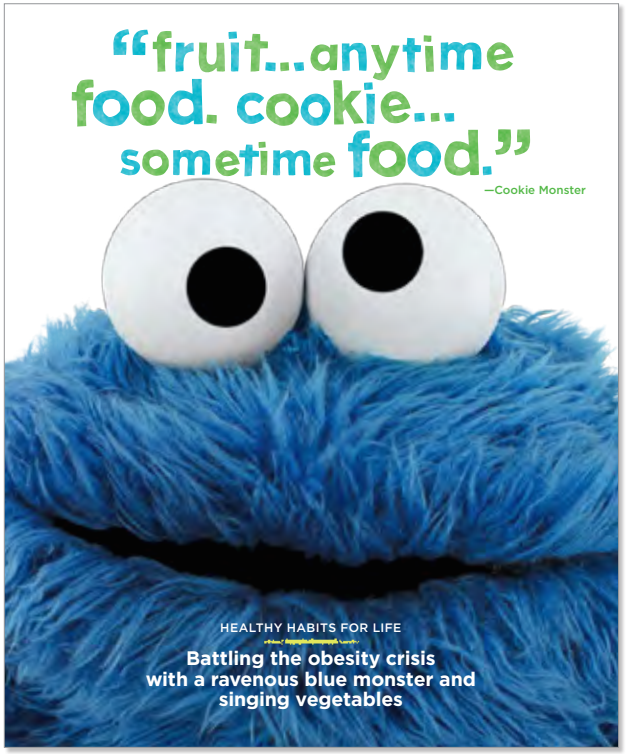
Tone of voice
Muppets' voice

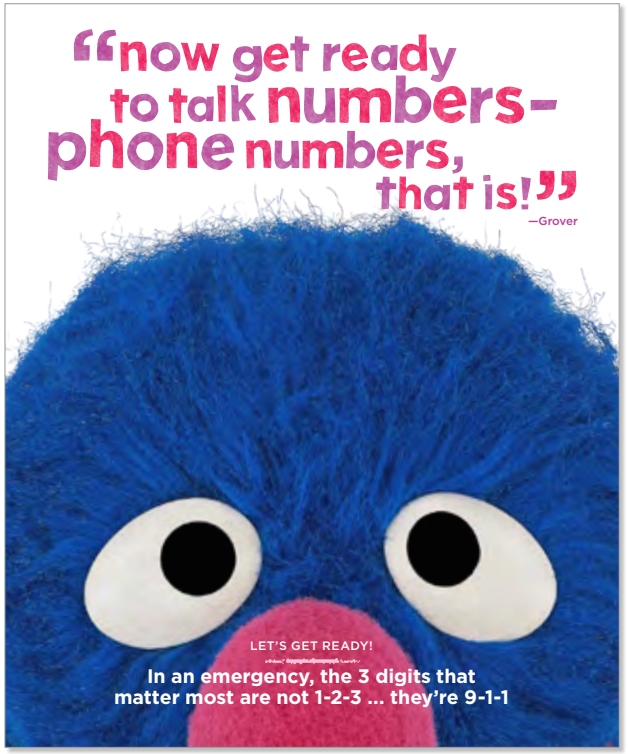
More times than not, it's the Muppets that are doing the talking. Their unique catchphrases and distinct delivery are so powerful that, in many cases, they can stand on their own. The Muppets have a way of explaining things in a simple, easy-to-understand way that reflects their childlike curiosity and fresh perspective.











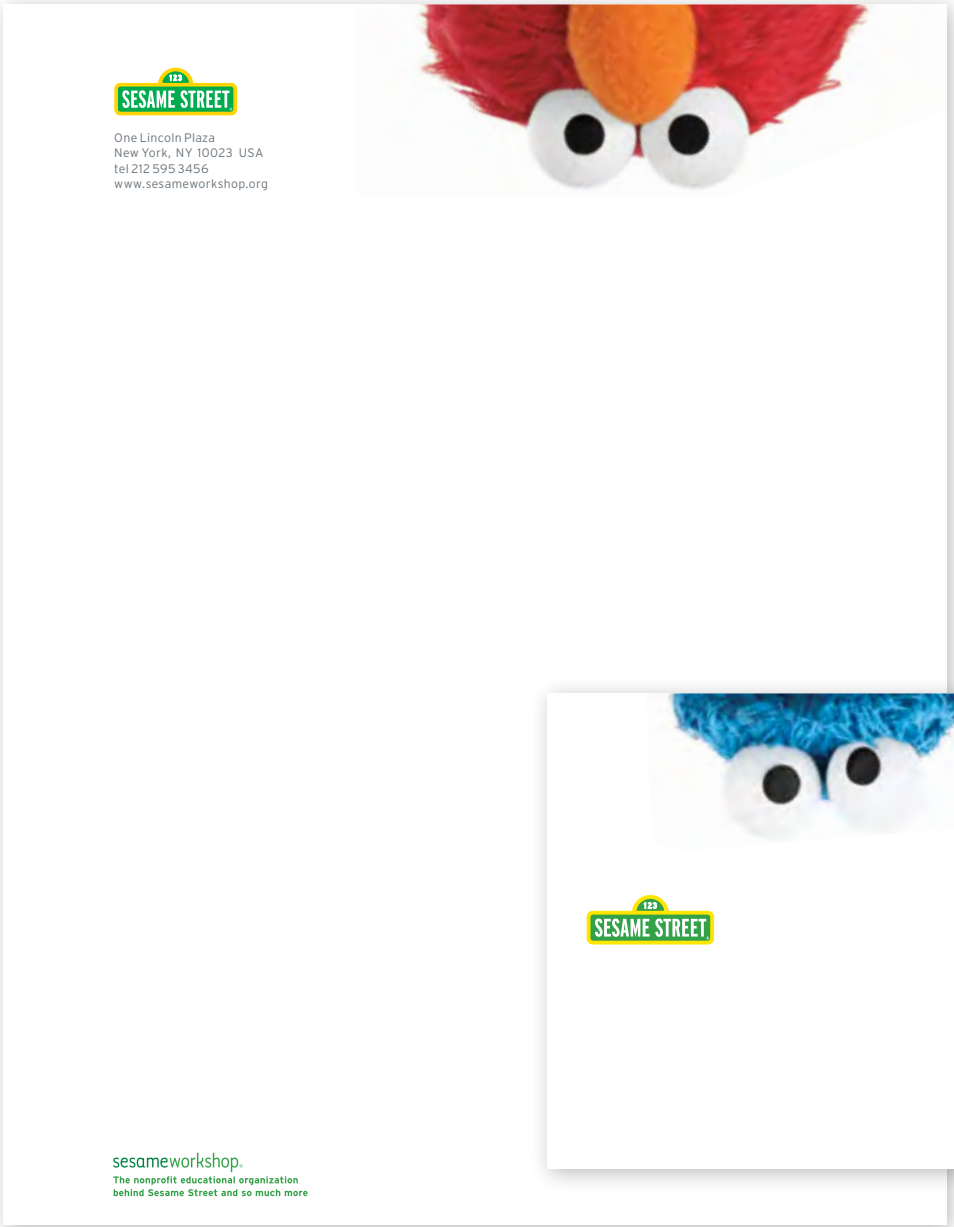
BRAND BOOK CONTENTS
1 THE SESAME STORY
2 OUR BRAND ATTRIBUTES
3 EXPRESSING OURSELVES
4 IDENTITY ELEMENTS
5 SAMPLE APPLICATIONS

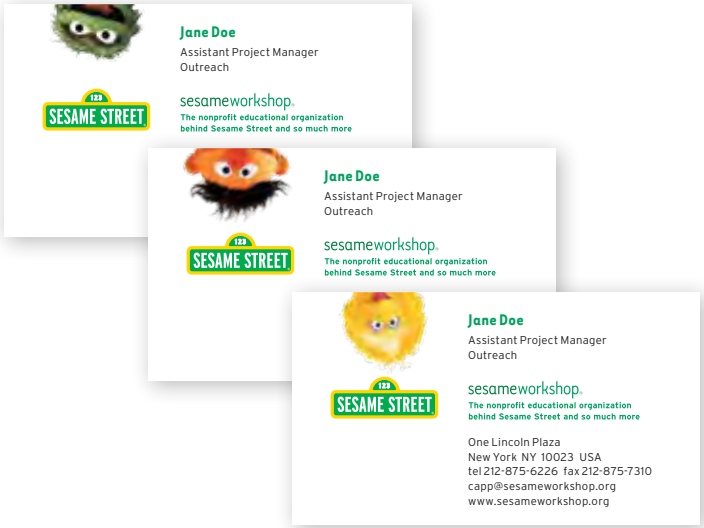
5. SAMPLE APPLICATIONS

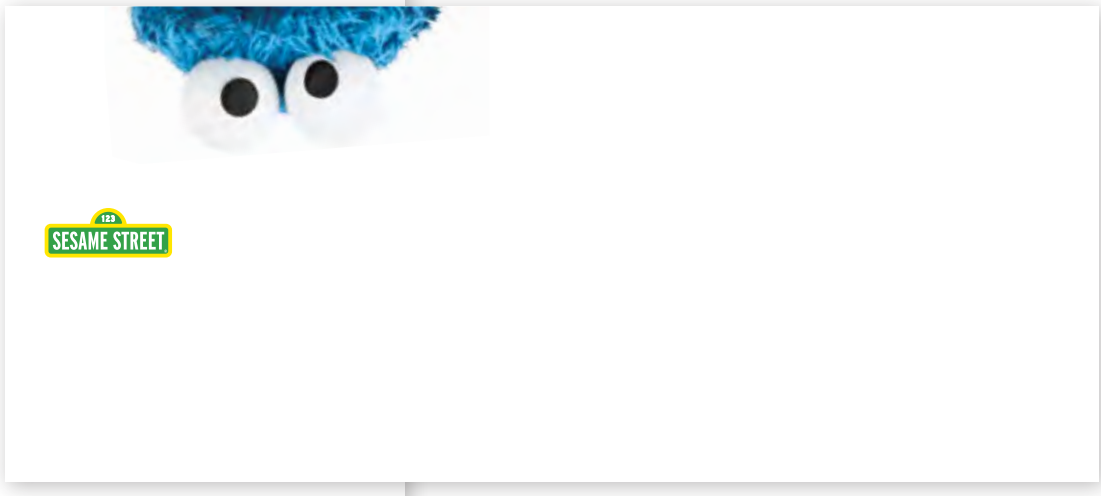


Stationery suite

Letterhead, #10 envelope and business cards

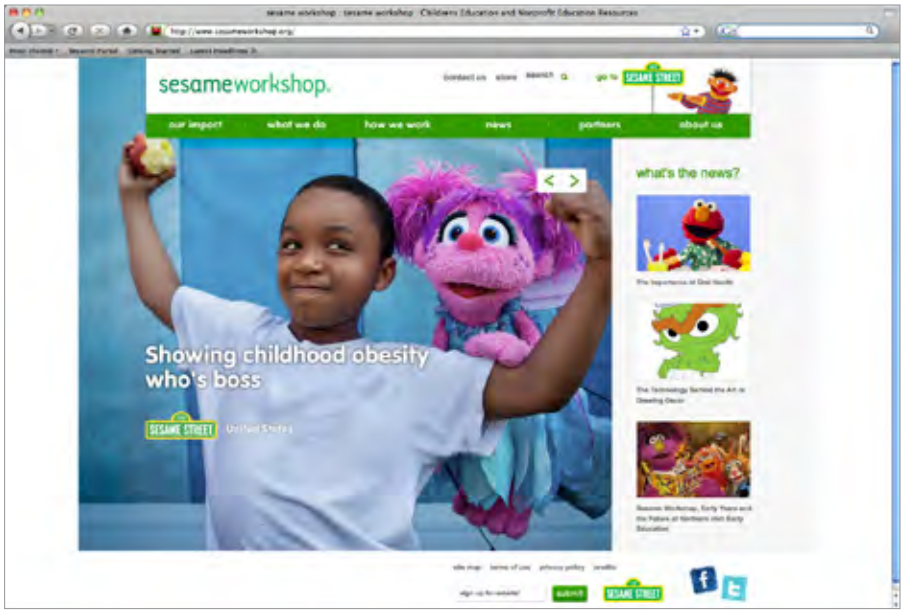






sesameworkshop.org
Website

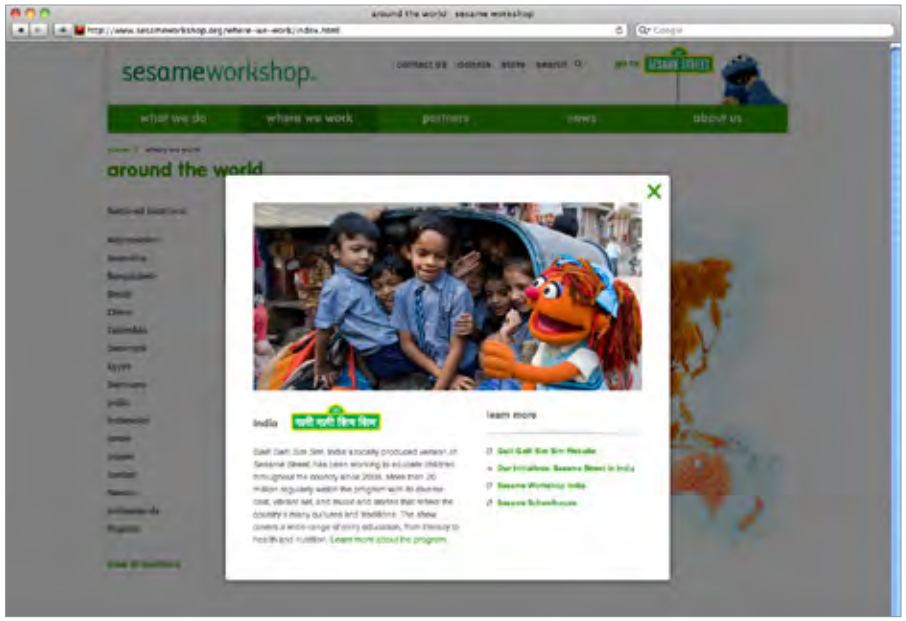




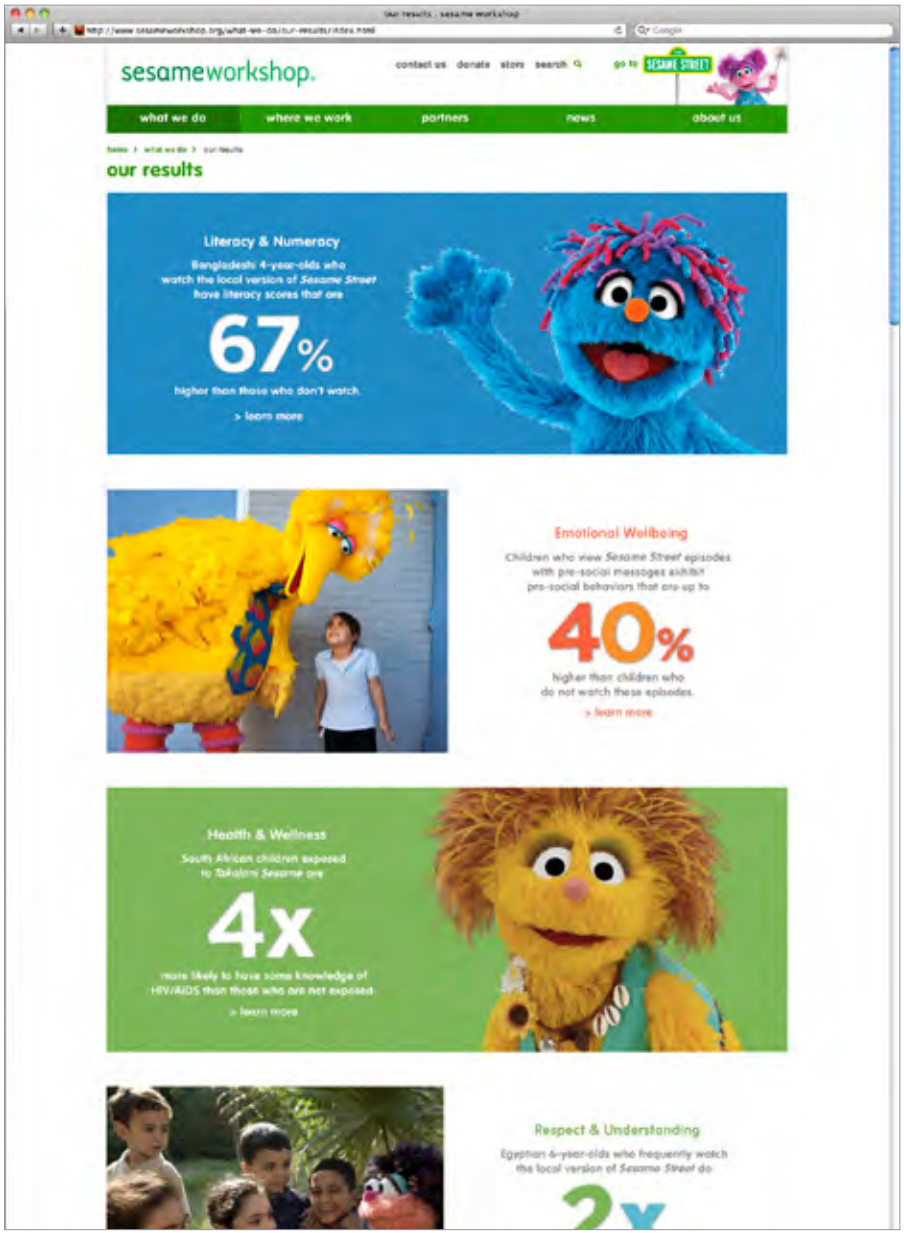




sesameworkshop.org
Website

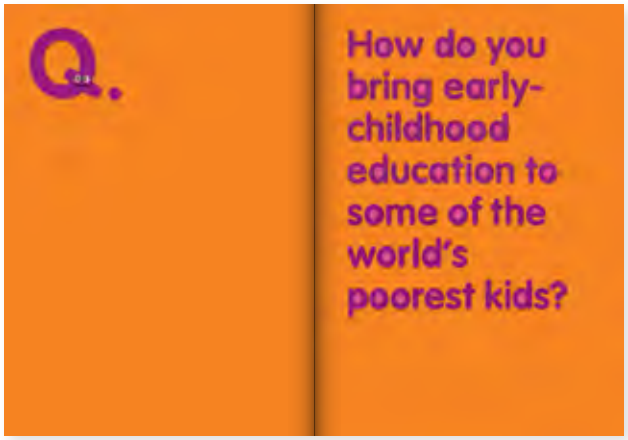






Annual report
Cover and select spreads







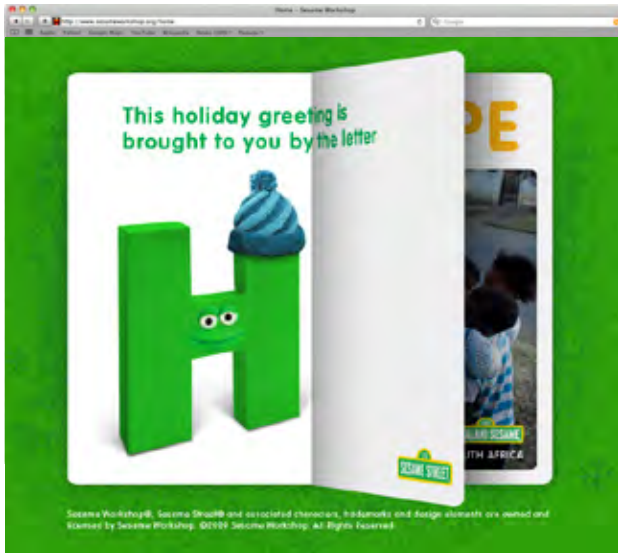




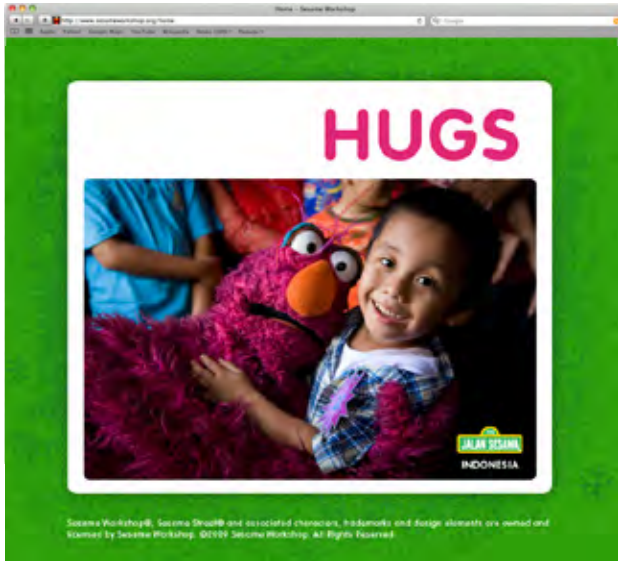


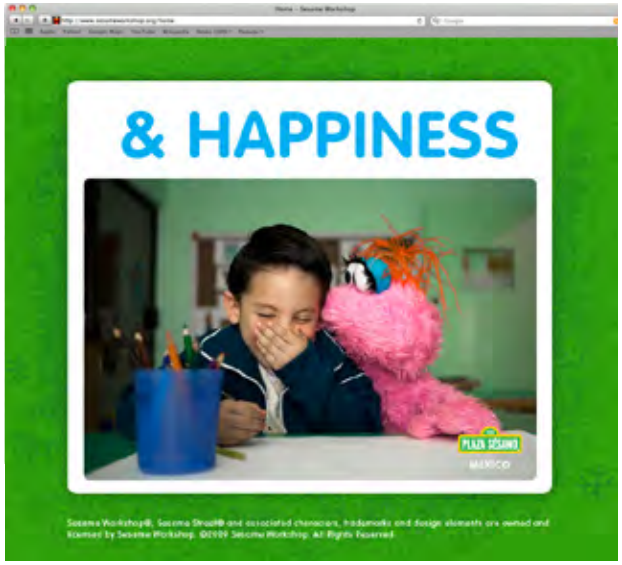
Sesame Workshop holiday
E-card

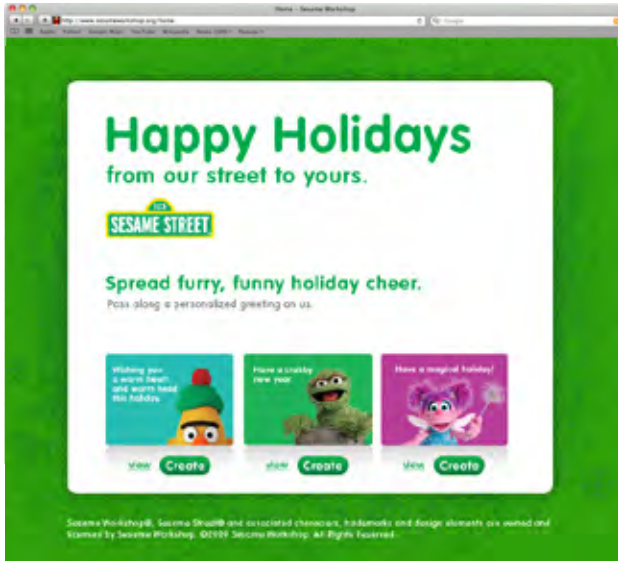






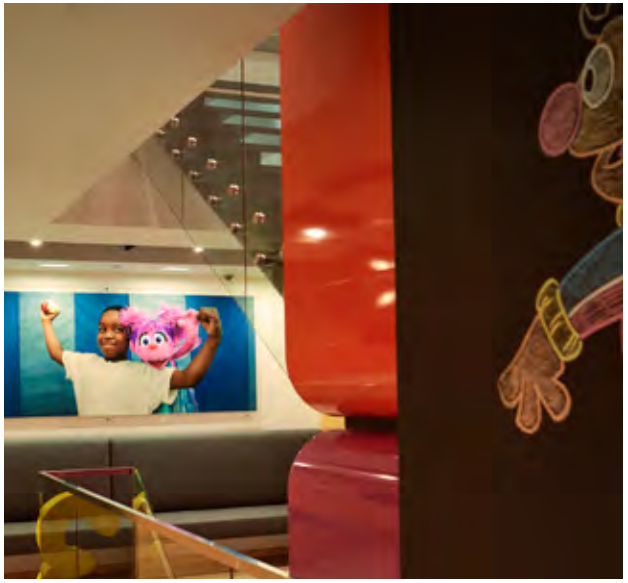






Sesame Workshop office space
Environmental details







Sesame Workshop office space
Environmental details



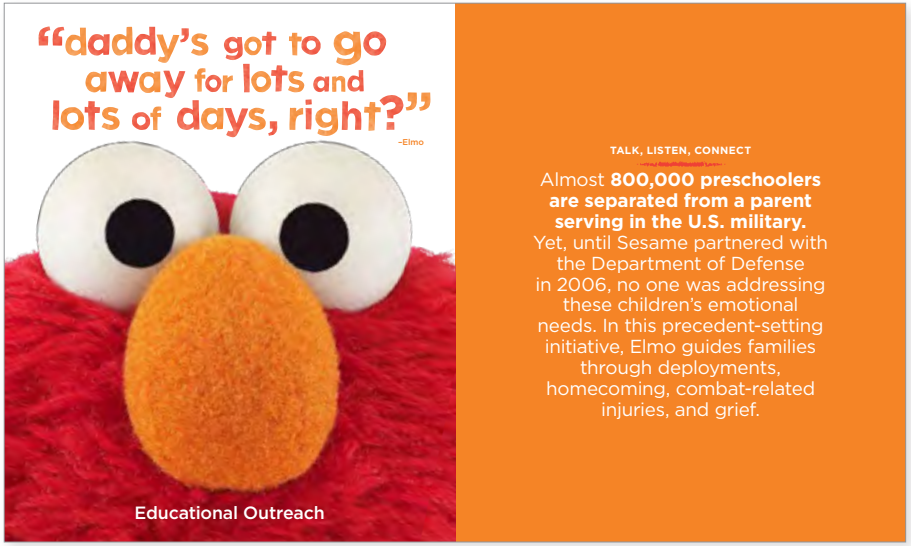






Outreach overview kit
Folder and brochure







Outreach program kit
Folder and brochure



sesamestreet.org
Muppets landing page

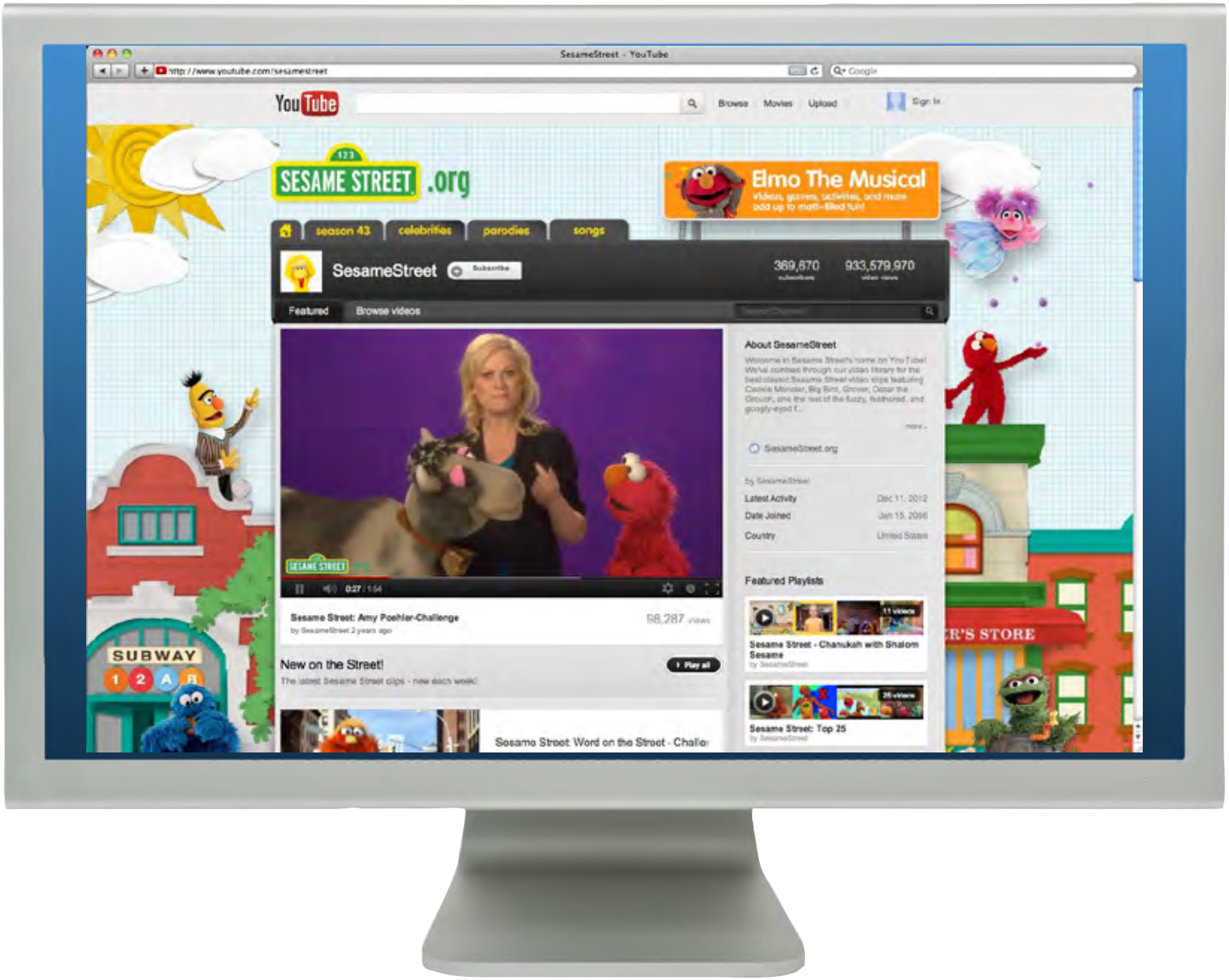


sesamestreet.org
Elmo's World landing page



YouTube channel

youtube.com/sesamestreet



YouTube channel

youtube.com/sesamestreet



Tumblr

sesamestreet.tumblr.com

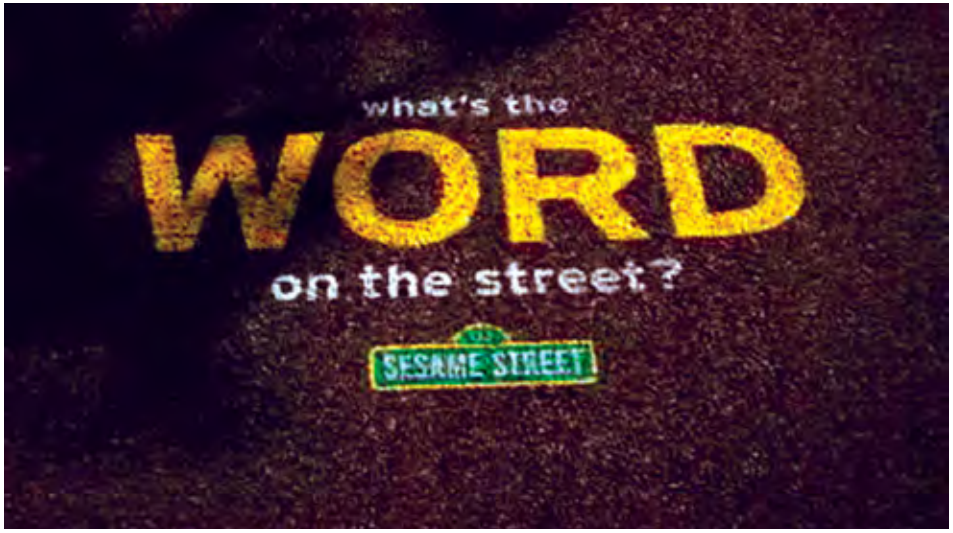


Pinterest

pinterest.com/sesamestreet



Word on the Street
Segment









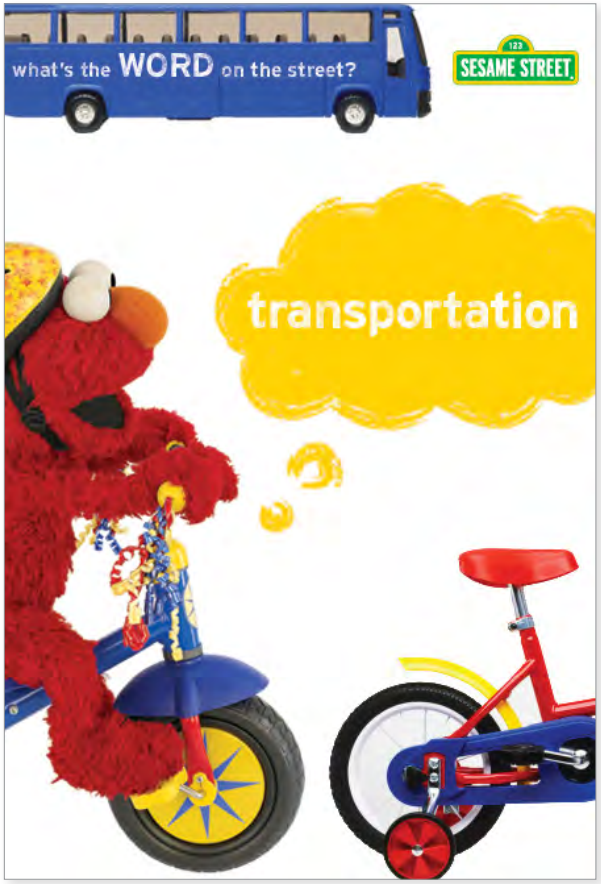
Word on the Street
Microsite

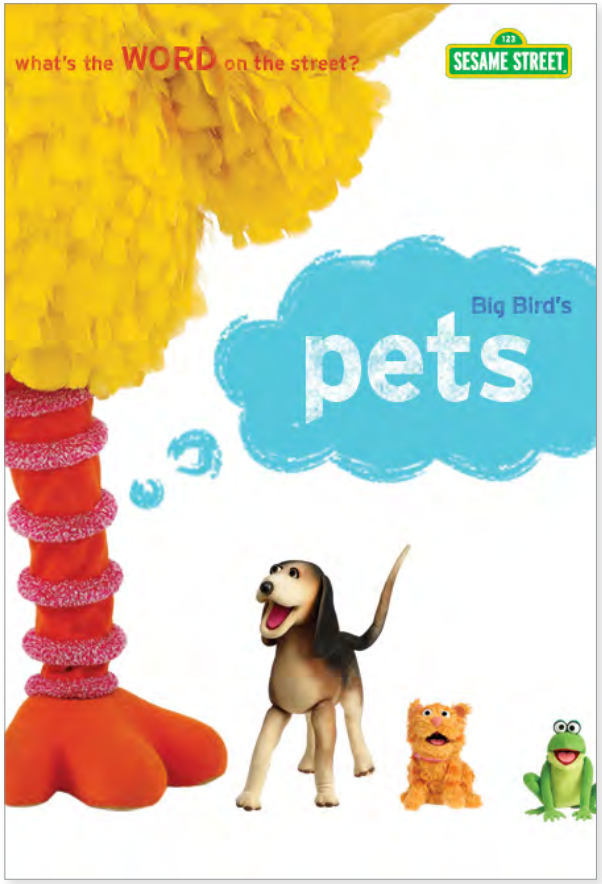






Word on the Street
Print applications





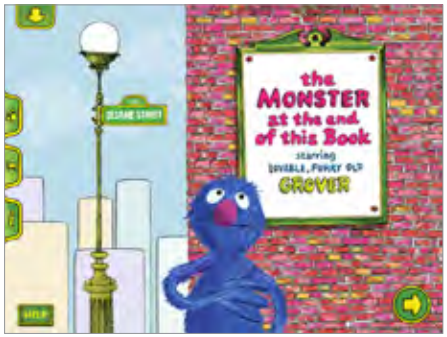




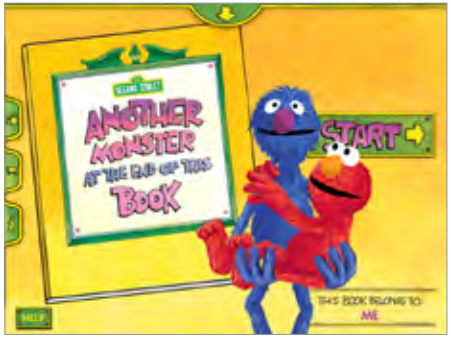
The Monster at the End of This Book
Apps













Elmo the Musical
Segment







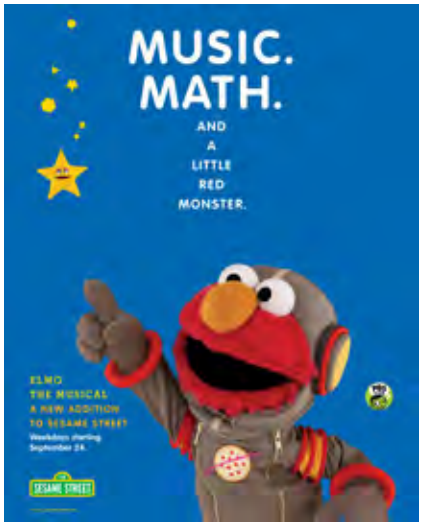


Elmo the Musical
DVD packaging

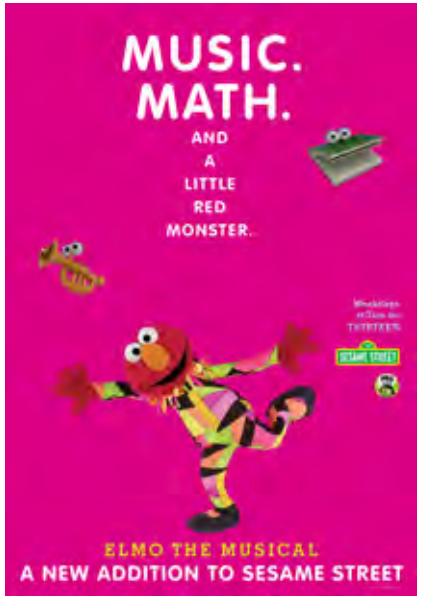


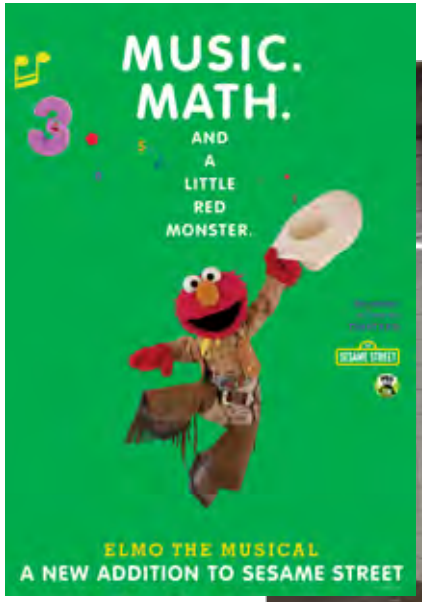
Season 43
Ad campaign

PRINT AD



SUBWAY POSTERS







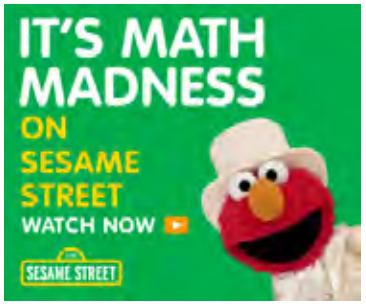
FLASH BANNER AD



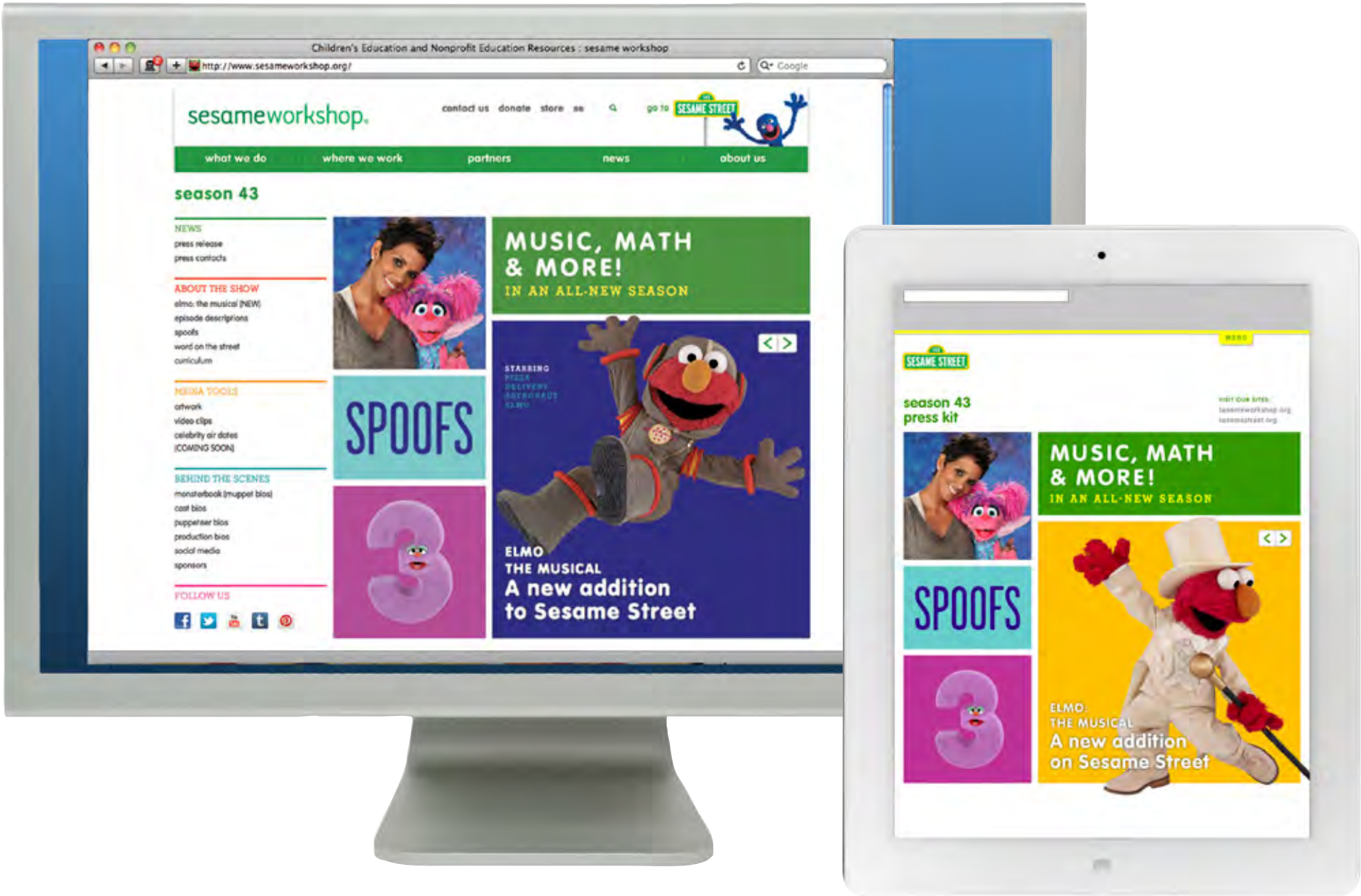








Season 43
Press kit



Season 42
Ad campaign & press kit

SUBWAY POSTERS



PRINT ADS







PRESS KIT

Global packaging
System





Global packaging
System









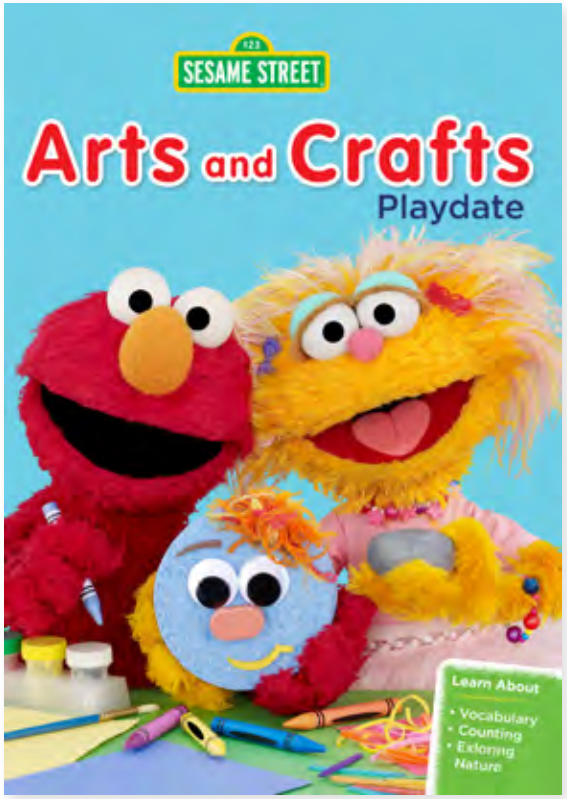


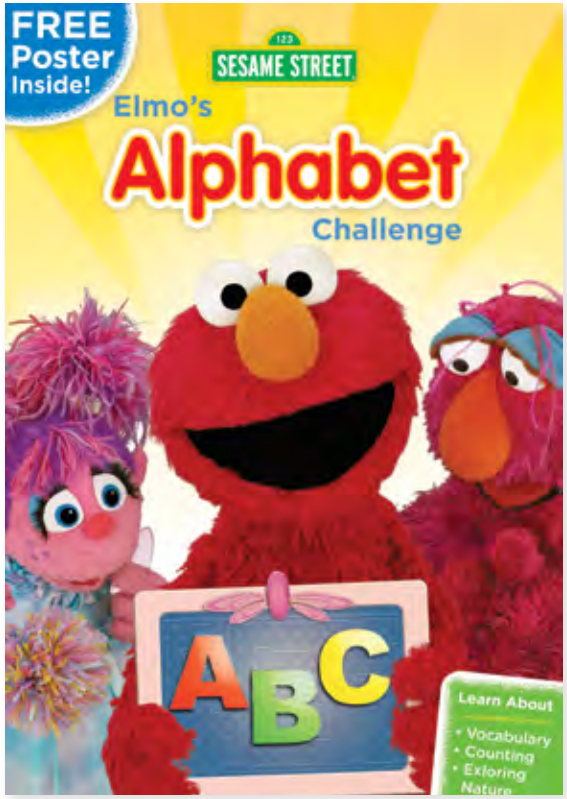
PREMIUM PACKAGING





Global packaging
DVD covers







Global packaging
Guidelines and point-of-purchase display





Products
Character faces











Products
Core illustration













Products
Hint of character





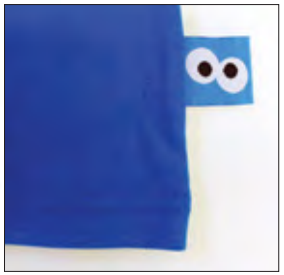
















Products
Baby







Products
Crafted









Products
Misc



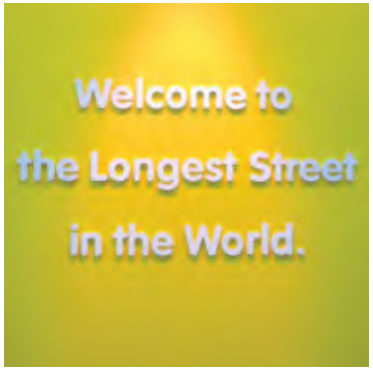


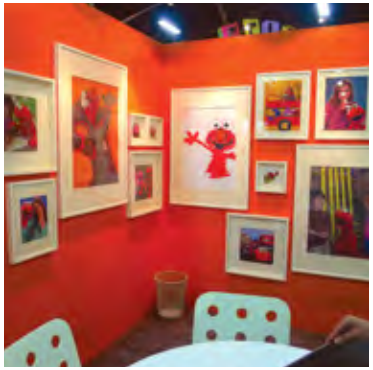


Trade show booth
Environmental graphics















Universal Studios, Japan
Environmental graphics



Universal Studios, Japan
Environmental graphics





Universal Studios, Japan
Environmental graphics





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