



**ACKNOWLEDGEMENTS:**

**DANNY PHANTOM PRODUCTION:**

Barth Bartman – Executive Producer/Creator  
Steve Marmor – Co-Producer  
Bob Boyle – Art Director  
Deirdre Brenner – Line Producer  
Anna States – Production Manager  
Rich Magallanes – Executive in Charge of Production

**NICKELODEON CREATIVE RESOURCES:**

Russell Hicks – SVP, Creative Director  
Tim Blankley – Creative Director  
Andrew Faw – Art Director  
Eric Squires – Studio Director  
Lori Szuchman – Project Manager  
Jaime Dichtenberg – Character Art Manager  
Dana Stern – Senior Designer  
Jessica Gladstone – Designer  
Phil Falco – Designer  
Piero Piluso – Illustrator  
Joe Bianco – Blue Liner, Inker, Colorist  
Annie Tao – Production Artist, Colorist  
Debra Krassner – Senior Copy / Content Manager  
Elise Rouse – Production Manager  
Alicia Russell – Production Designer  
Eric Hicks – Illustration Assistant  
Geoff Todebush – Director of Media Content  
Cezza Zoeller – Media Manager  
Miles Rohan – Digital Archive Manager

**DANNY  
PHANTOM**

**#1**



**STYLE  
GUIDE**

# DANNY PHANTOM

NICKELODEON<sup>®</sup>



## SHOW INTRODUCTION

**TO HIS FRIENDS, DANNY FENTON IS FUNNY, SOMETIMES SARCASTIC, & GOOD KID** with a solid center who'd do anything for his pals. To everyone else, Danny seems quiet, timid, small... an easy mark.

He's pretty good at school, but like most 14-year-olds, he's also pretty good at goofing off, playing online video games and just plain daydreaming. But there's something about Danny Fenton that sets him apart from everyone else...

You see, over summer vacation, Danny had one of his Dad's ghost-hunting experiments blow up in his face, literally, giving him super powers! His DNA merged with ghostly ectoplasmic energy, rearranging his molecules in strange and wondrous ways. Now Danny can fly, turn invisible and intangible! He can "overshadow" or possess people, for limited amounts of time. And he has the ability to fire ectoplasmic blasts of energy out of his hands!!

Danny has become half boy / half ghost... and it's going to take a lot to balance both of his lives. His school life is tough enough. It has the pitfalls of tests, teachers and bullies. But, in his superhero life, he has to deal with the fact that the accident that gave him his powers also unleashed an enormous amount of creepy ghost villains into our world! Ghost villains that Danny feels it's his responsibility to stop!

His two best friends, Sam and Tucker, are in on Danny's ghost-fighting abilities, and there are always two extra seats in the Spectre Speeder, or two extra "Ecto-Skeletons" (for exploring the Ghost Zone) for them to join him on a ghostly mission.

And just what does Danny do with all the ghosts he catches? He puts them into the Fenton Thermos! It's a neat ghost-trapping device developed by his scientist parents for the purpose of catching ghosts. Then Danny deposits these spirits into the Fenton Portal, an entry/exit into the Ghost Zone that's located inside FentonWorks, the home laboratory in which Danny's parents – Jack and Maddie Fenton – do all of their research into the supernatural! If they only knew!

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**FLOATING PHANTOM**  
DP\_DANP\_001

**DANNY PHANTOM**

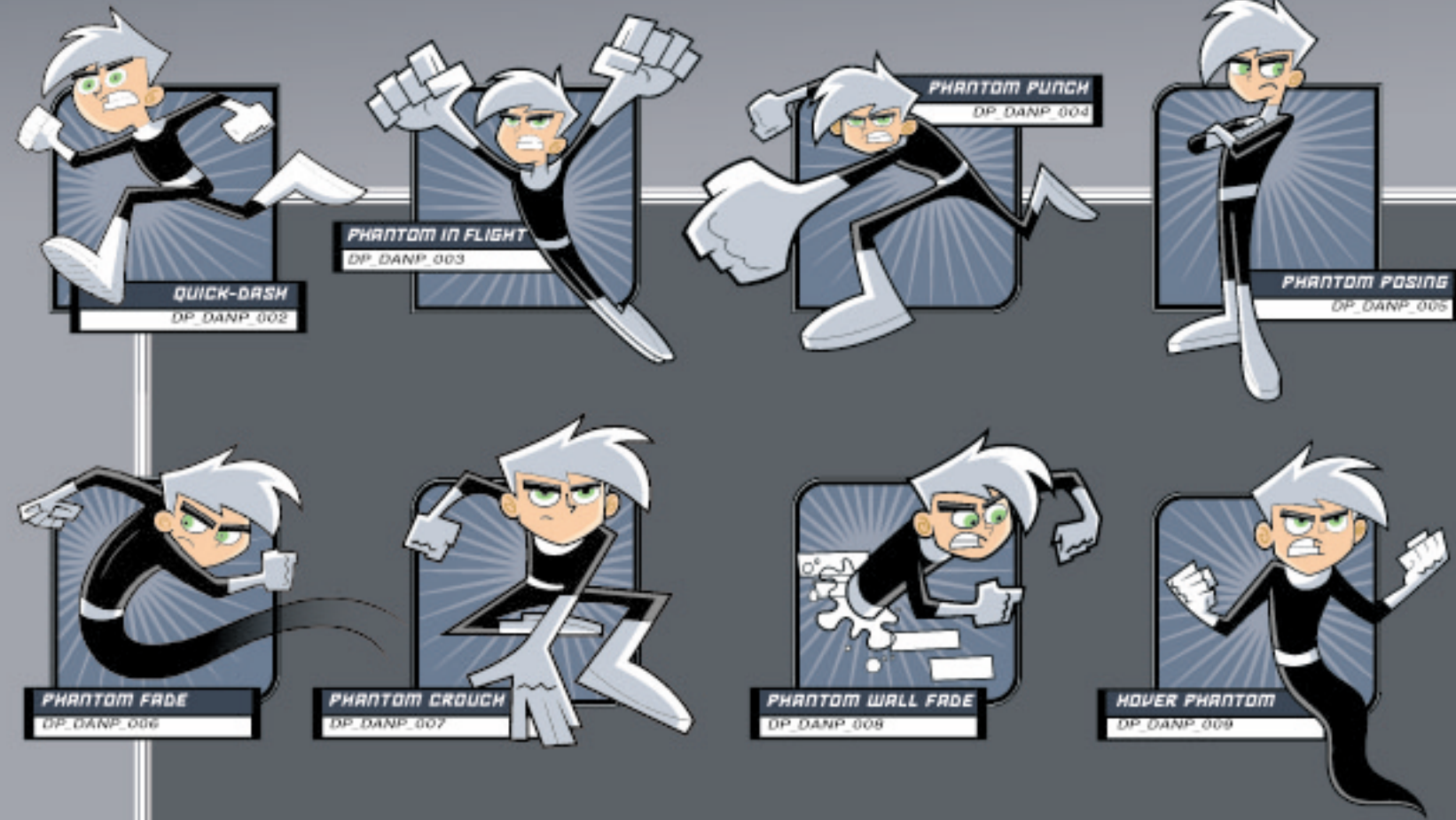
*A freak lab accident gave Danny Fenton the unique ability to "go ghost" and become a ghost-hunting superhero with all the requisite powers! He can fly, go through walls, "ghost" into the bodies of other people... he can even transfer his phantom-like qualities to other objects and his friends just by grabbing on to them!*

**QUOTES**

- I'm goin' ghost
- Thermos please
- Hello misplaced aggression

**THE PHANTOM GLOW**

*Danny Phantom's glow should always be semi-translucent and should not extend too far away from his body. Use the character art to the left for reference. The glow color can vary depending upon the colors in the background you are using.*



**QUICK-DASH**  
DP\_DANP\_002

**PHANTOM IN FLIGHT**  
DP\_DANP\_003

**PHANTOM PUNCH**  
DP\_DANP\_004

**PHANTOM POSING**  
DP\_DANP\_005

**PHANTOM FADE**  
DP\_DANP\_006

**PHANTOM CROUCH**  
DP\_DANP\_007

**PHANTOM WALL FADE**  
DP\_DANP\_008

**HOVER PHANTOM**  
DP\_DANP\_009

# CHARACTER POSES



**CURIOUS FENTON**  
DP\_DANF\_001



**SULKING FENTON**  
DP\_DANF\_002



**STUBBORN FENTON**  
DP\_DANF\_003



**DEPRESSED FENTON**  
DP\_DANF\_004



**JOVIAL FENTON**  
DP\_DANF\_005



**STRUTTING FENTON**  
DP\_DANF\_006

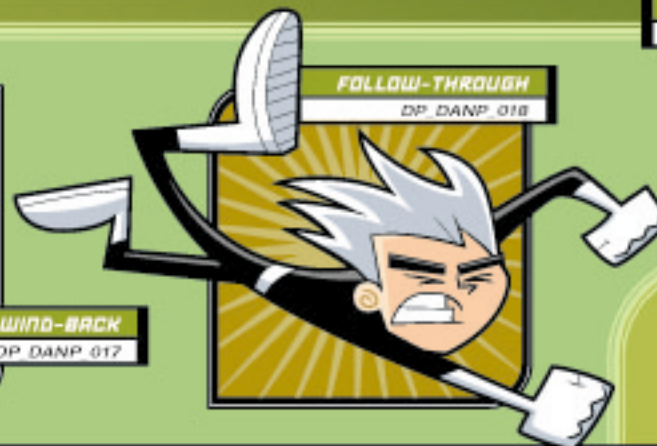
**DANNY FENTON**

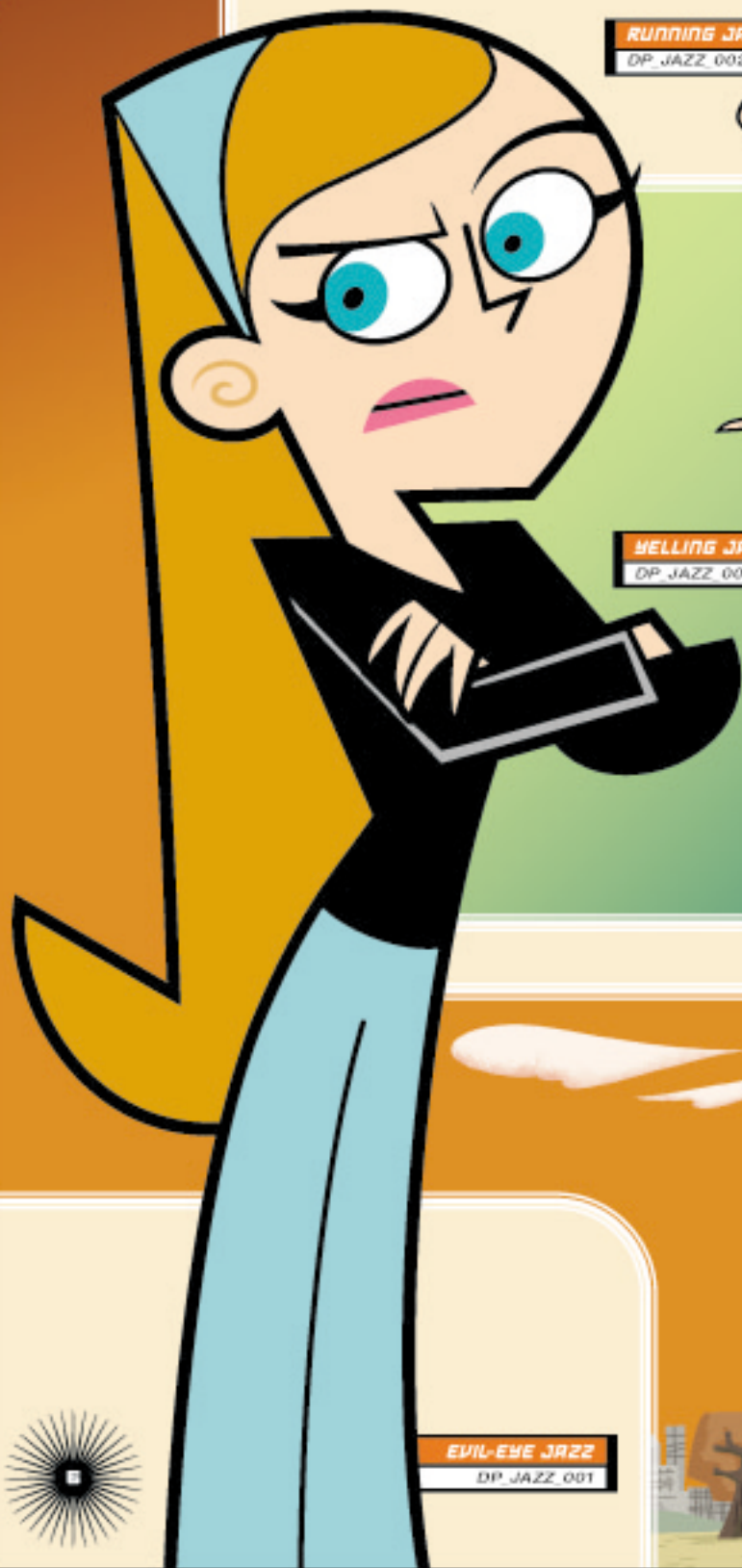
*This typical high-school freshman is shy, quiet and just a bit sarcastic. He used to be afraid of his own shadow, kind of. But that was before "the accident." Now he's got a secret only his closest pals, Tucker and Sam, and his sister, Jazz, are hip to.*

**QUOTES**

- I'm sure everything'll be back to normal by tomorrow
- Wasn't expecting that
- GUYS! HELP!







**RUNNING JAZZ**  
DP\_JAZZ\_002



**SCAMMIN' JAZZ**  
DP\_JAZZ\_003



**YELLING JAZZ**  
DP\_JAZZ\_004



**RAGING JAZZ**  
DP\_JAZZ\_005



### JAZZ FENTON

Danny's older sister is brilliant. Right now, life is a perpetual eye roll of knowing more than everybody, being embarrassed by everything — especially her ghost-chasing parents — and being impatient because she is "so beyond all of this."

Jazz knows about Danny's powers, but she doesn't tell anyone, especially Danny, because she wants him to have that to himself, for as long as he chooses.

#### QUOTES

- Dad, put that thing away
- This is all going in the memoir
- I'll take being right and embarrassed over being wrong every time
- I was wrong?

**EVIL-EYE JAZZ**  
DP\_JAZZ\_001



### JACK & MADDIE FENTON

Jack Fenton is part test pilot, part experimental technologist, part force of nature and all-American dad. His limitless energy, ingenuity and attention span create all kinds of problems for him and everyone around him. Maddie is the brains of the family. Attired in a green hazmat suit, Maddie is the breezy optimism to Jack's brassiness.

#### JACK QUOTES

- You and your little friends want to hunt ghosts?
- Someday I'll figure out how that works
- Keep it down, you'll scare away the ghosts

#### MADDIE QUOTES

- Beside every genius woman is a genius man
- Kids... there's a ghost in the house
- My primary focus these days is ghost hunting

**HAPPY MADDIE**  
DP\_MADDIE\_001



**PRANCING MADDIE**  
DP\_MADDIE\_002



**FLYING MADDIE**  
DP\_MADDIE\_003



**READY MADDIE**  
DP\_MADDIE\_004



**MIXIN' MADDIE**  
DP\_MADDIE\_005



**STALKING JACK**  
DP\_JACK\_002



**POSING JACK**  
DP\_JACK\_003



**SPRINTING JACK**  
DP\_JACK\_004



**FALL JACK**  
DP\_JACK\_005





**SHOCKED TUCKER**  
DP\_TUCK\_001

**TUCKER FOLEY**

He and Danny have been friends since they were five. When Danny got his powers, Tucker remained totally unfazed. Tucker can make Danny laugh and cheer him up, no matter what. Unfortunately, this consumer geek – he's got to have the new technology, the latest software, the coolest gadgets – acts first and thinks later. And that ALWAYS gets him, Danny and Sam into trouble. Good thing he can joke his way out of almost anything!

**QUOTES**

- Oh I don't think so
- Ghost time. Can I finish your fries?
- Waste these looks and all this charisma hunting ghosts?
- Help's on the way, buddy!



**KUNG FU TUCKER**  
DP\_TUCKER\_002



**SPH TUCKER**  
DP\_TUCKER\_003



**TUCKER AKIMBO**  
DP\_TUCKER\_004



**ANGRY TUCKER**  
DP\_TUCKER\_005



**BUGGIN' TUCKER**  
DP\_TUCKER\_006



**TECH TUCKER**  
DP\_TUCKER\_007



**HAPPY SAM**  
DP\_SAM\_001



**SUSPICIOUS SAM**  
DP\_SAM\_002



**JETTIN' SAM**  
DP\_SAM\_003



**DETERMINED SAM**  
DP\_SAM\_004

**SAM MANSON**

Independent, contrary for the sake of being contrary and always dressed in black, Sam befriended Danny and Tucker because it seemed like something nobody else would do. She's always on the cutting edge of anti-social behavior. She can't stand being part of a trend. She sets trends.

Sam, like Tucker, knows about Danny's powers. Sam has a secret of her own — her family is filthy rich.

**QUOTES**

- Okay, that's just gross
- Danny is not my boyfriend
- You just made the bad guy more bad
- It was a fake-out make-out.
- Unique is good. That's why I'm an ultra-recyclo-vegetarian
- I don't need popularity, especially if I have to buy it.
- What is it, you wondrous being?



**SAM KICKIN' IT**  
DP\_SAM\_005

# ADDITIONAL POSES



**STRUTTING DASH**  
DP\_DASH\_001



**MUSCLE DASH**  
DP\_DASH\_002

## DASH

He's the big man on campus and the thorn in Danny's side at school. This super jock may be popular now, but everyone knows, even Dash himself, that he'll be a big, bloated failure in 20 years.

### QUOTES

- You are one smooth lookin' dude
- Out of the way loser
- So, do you like quarterbacks?



**LANCER**  
DP\_LANCER\_001

## LANCER

One of Danny's teachers at Casper High, Lancer is firm but fair, one of those instructors you only appreciate long after your school days are through.

### QUOTES

- YOU TWO AREN'T GOING ANYWHERE!
- I'll map out your punishment when I return
- I like your style



**LANCER PRESENTS**  
DP\_LANCER\_002



**FENTONS**  
DP\_GRP\_001

# GROUP POSES

## TOGETHERNESS

Several group poses are provided on disk. Additional group poses can be created by combining individual poses. When creating action scenes, please be sensitive to the level of violence. Contact in a face punch will not be approved by the Nickelodeon Standards Department.



**CHEST BLAST**  
DP\_GRP\_002



**GHOST SNAP**  
DP\_GRP\_003



**HEAD BUTT**  
DP\_GRP\_004



**SAM & TUCKER**  
DP\_GRP\_005

# INTRODUCING... VILLAINS



**SKULKER**  
DP\_VILLAIN\_001



**WINGED SKULKER**  
DP\_VILLAIN\_002



**PUNCHED SKULKER**  
DP\_VILLAIN\_003



**SKULKER UNMASKED**  
DP\_VILLAIN\_004



**VLAD MASTERS**  
DP\_VILLAIN\_005



**VLAD PLASMIUS**  
DP\_VILLAIN\_006

**GHOULS & GHOSTS**

Every action-packed episode is wrought with adventure and memorable villains and ghosts. But these are no ordinary apparitions. They've got personalities all their own! Like the recurring Vlad Plasmius, arch ghost, dedicated Packers fan and a childhood rival of Danny's father that also got ghost powers in an accident... Johnny 13, the bad-luck ghost who surfaces every 13 episodes... Technus, the Spectral Master of all things technological... Desiree, a ghost who can grant wishes... Skulker, a menacing ghost who hunts for things rare and unique with the use of his high-tech "Ecto-Skeleton"... and Penelope Spectra, a ghost who feeds off teen misery (she's very busy).



**ECTOPUS**  
DP\_VILLAIN\_007



**PENELOPE SPECTRA**  
DP\_VILLAIN\_008



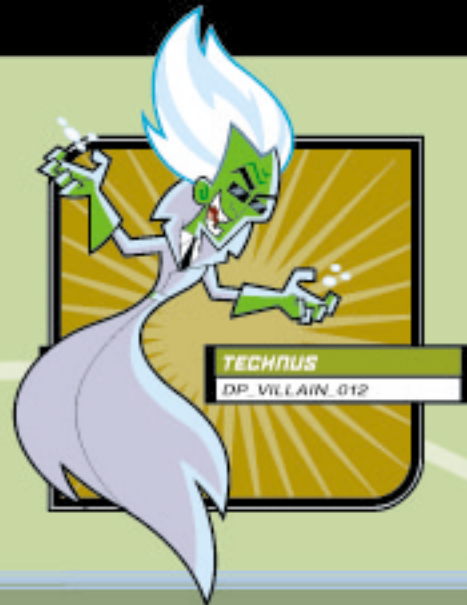
**BILLOWING PENELOPE**  
DP\_VILLAIN\_009



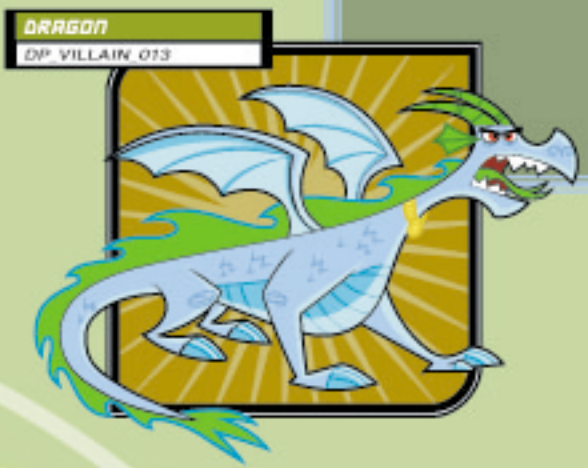
**FIERCE PENELOPE**  
DP\_VILLAIN\_010



**TECHNUS ROBOT**  
DP VILLAIN 011



**TECHNUS**  
DP VILLAIN 012



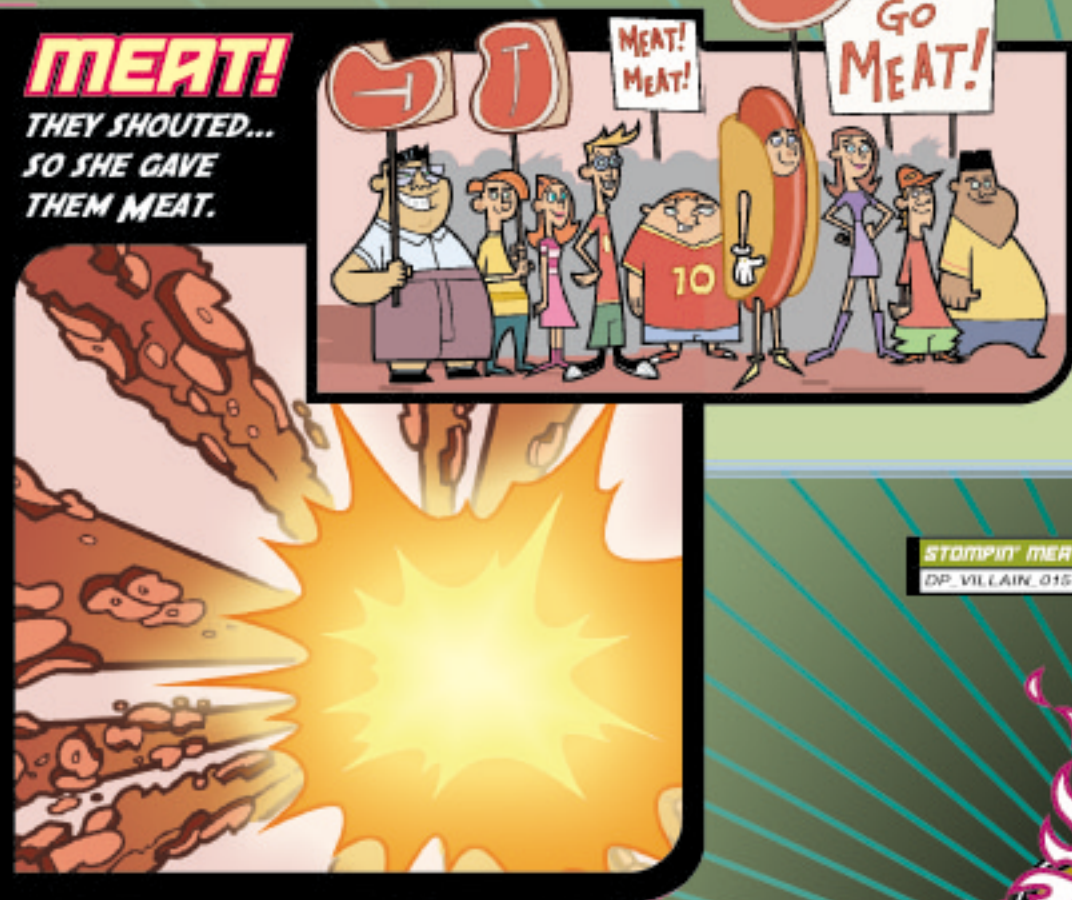
**DRAGON**  
DP VILLAIN 013



**DESIREE**  
DP VILLAIN 014



# & MORE VILLAINS



**MEAT!**  
THEY SHOUTED...  
SO SHE GAVE  
THEM MEAT.

**STOMPIN' MEAT MONSTER**  
DP VILLAIN 015



**LUNCHLADY**  
*You remember her: dour expression, hairnet firmly in place, ice cream scoop ready to plop down a serving of gray vegetables onto your plate. But this lunchlady is different. When Sam convinces the school's cafeteria to change to an all-vegetarian menu, it raises the ire of the Lunchlady – a ghost who takes the form of a 100-foot jiggling pile of mystery meat, bent on revenge and a return to high-cholesterol diets.*

**LEERING LUNCHLADY**  
DP VILLAIN 016



**BOYER GHOST**  
DP\_GHOST\_001

**DRAGON GHOST**  
DP\_GHOST\_002

**CHILLIN' GHOST**  
DP\_GHOST\_003

**EXORCIST**  
DP\_GHOST\_004

**LOOMING GHOST**  
DP\_GHOST\_005

**SPLATTER GHOST**  
DP\_GHOST\_006

**GUK GHOST**  
DP\_GHOST\_007

**BAT GHOST**  
DP\_GHOST\_008

**GHOULY GHOST**  
DP\_GHOST\_009

**FRANKENFISH**  
DP\_GHOST\_010

**SEA GHOST**  
DP\_GHOST\_011

**SLUG GHOST**  
DP\_GHOST\_012

**ANGRY GHOST**  
DP\_GHOST\_013

**SCAREDY GHOST**  
DP\_GHOST\_015

**DEVIL GHOST**  
DP\_GHOST\_014

**EL MATADOR**  
DP\_GHOST\_016

\* THE GHOSTS SHOWN HERE CAN BE RECOLORED TO MEET YOUR DESIGN NEEDS

# GHOSTS

# TITLE CARDS

## MOVIE MADNESS

These episode title cards have a unique look, different from the overall style developed for Danny Phantom merchandising, and should not be mixed with the other style. As inspiration, or as artwork, this look can be used for apparel and specialty items, premiums and stand-alone items.



**BROTHER'S KEEPER**  
DP\_TITLECARD\_001



**MYSTERY MEAT**  
DP\_TITLECARD\_002



**PARENTAL BONDING**  
DP\_TITLECARD\_003



**BITTER REUNIONS**  
DP\_TITLECARD\_004



**KILLER GARAGE SALE**  
DP\_TITLECARD\_005



**ONE OF A KIND**  
DP\_TITLECARD\_006



**PRISONERS OF LOVE**  
DP\_TITLECARD\_007



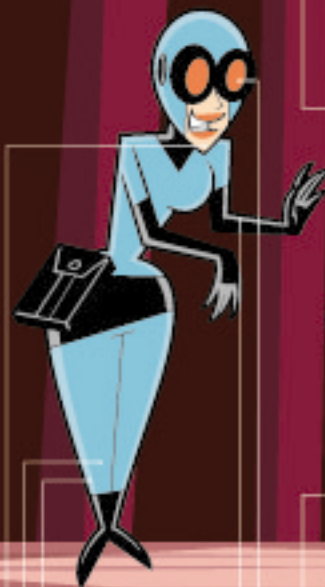
**SPLITTING IMAGES**  
DP\_TITLECARD\_008



**WHAT YOU WANT**  
DP\_TITLECARD\_009

# SIZE COMPARISON

## & FULL COLOR CALLOUTS



PANTONE® 144 C  
D-0, M-93, Y-100, K-0

PANTONE 187 C  
D-15, M-75, Y-100, K-0

PANTONE Cool Gray 8 C  
D-0, M-0, Y-0, K-40

PANTONE 473 C  
D-0, M-20, Y-20, K-0

PANTONE 1225 C  
D-0, M-20, Y-05, K-0

PANTONE Cool Gray 9 C  
D-0, M-0, Y-0, K-60

PANTONE Warm Red C  
D-0, M-70, Y-90, K-0

PANTONE 626 C  
D-40, M-5, Y-10, K-0

PANTONE 621 C  
D-60, M-5, Y-15, K-0

PANTONE 473 C  
D-0, M-20, Y-20, K-0

PANTONE 329 C  
D-85, M-0, Y-35, K-0

PANTONE 325 C  
D-50, M-0, Y-50, K-0

PANTONE 295 C  
D-100, M-80, Y-0, K-20

PANTONE 718 C  
D-0, M-85, Y-50, K-0

PANTONE 279 C  
D-70, M-30, Y-0, K-0

PANTONE 338 C  
D-30, M-15, Y-35, K-5

PANTONE Cool Gray 18 C  
D-0, M-0, Y-0, K-80

PANTONE 429 C  
D-0, M-0, Y-0, K-20

PANTONE 295 C  
D-45, M-40, Y-5, K-0

PANTONE 473 C  
D-0, M-20, Y-20, K-0

PANTONE 722 C  
D-0, M-25, Y-70, K-10

PANTONE 4618 C  
D-20, M-20, Y-50, K-10

PANTONE 4635 C  
D-20, M-80, Y-100, K-10

PANTONE 4629 C  
D-50, M-100, Y-100, K-20

PANTONE 267 C  
D-100, M-0, Y-90, K-0

PANTONE 676 C  
D-30, M-0, Y-60, K-20

PANTONE 421 C  
D-20, M-30, Y-15, K-0

PANTONE 305 C  
D-0, M-75, Y-15, K-0

PANTONE 473 C  
D-0, M-20, Y-20, K-0

PANTONE 126 C  
D-15, M-50, Y-100, K-0

PANTONE 646 C  
D-20, M-25, Y-0, K-20

PANTONE 473 C  
D-0, M-20, Y-20, K-0

PANTONE 474 C  
D-0, M-15, Y-25, K-0

PANTONE 472 C  
D-0, M-20, Y-40, K-0

PANTONE 356 C  
D-50, M-0, Y-70, K-0

PANTONE 6413 C  
D-50, M-20, Y-70, K-20

PANTONE 278 C  
D-50, M-0, Y-25, K-0

PANTONE 4713 C  
D-40, M-85, Y-80, K-0

PANTONE 122 C  
D-0, M-20, Y-80, K-0

PANTONE 624 C  
D-100, M-70, Y-15, K-20

PANTONE 621 C  
D-60, M-5, Y-15, K-0

PANTONE 729 C  
D-0, M-25, Y-50, K-10

PANTONE 172 C  
D-10, M-25, Y-80, K-0

PANTONE 622 C  
D-40, M-20, Y-0, K-10

PANTONE 1807 C  
D-0, M-100, Y-0, K-20

PANTONE 1205 C  
D-30, M-40, Y-100, K-10

PANTONE 473 C  
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PANTONE 127 C  
D-0, M-5, Y-50, K-0

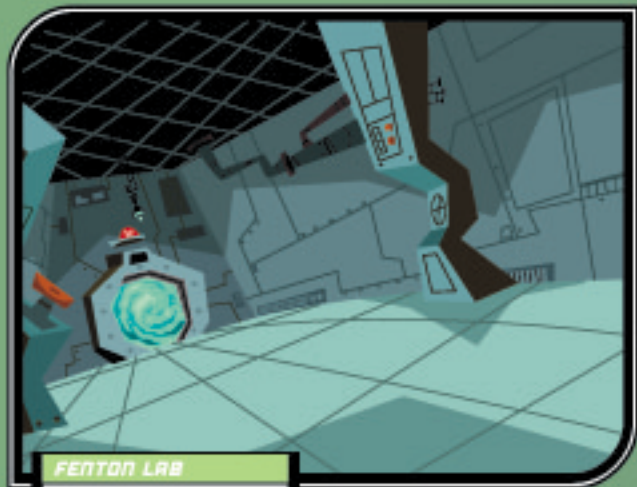
PANTONE 122 C  
D-0, M-20, Y-70, K-10

PANTONE 473 C  
D-0, M-20, Y-20, K-0

PANTONE 334 C  
D-100, M-0, Y-50, K-0

The colors on this page and throughout this style guide form and have been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. PANTONE® is a registered trademark of Pantone, Inc. PANTONE® colors, the standards for which are as shown in the current edition of the PANTONE color Formula Guide.

LIMITED COLOR PALETTE AVAILABLE ON DISK



FENTON LAB  
DP\_BG\_001



NIGHT SKY  
DP\_BG\_005



WAREHOUSE  
DP\_BG\_007



LAB PORTAL 1  
DP\_BG\_002

KITCHEN  
DP\_BG\_008



FENTON HOUSE  
DP\_BG\_006

# SHOW BACKGROUNDS



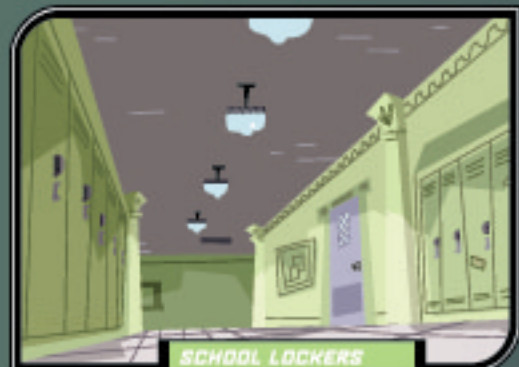
LAB PORTAL 2  
DP\_BG\_003



LAB PORTAL 3  
DP\_BG\_004



DANNY'S BEDROOM  
DP\_BG\_009

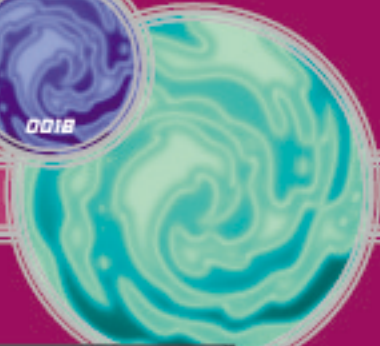


SCHOOL LOCKERS  
DP\_BG\_010



CASPER HIGH  
DP\_BG\_011

# ACTION SCENES & ACTION BACKGROUNDS



**PORTAL SWIRL**  
DP\_ACTION\_BG\_001



**THERMOS BLAST**  
DP\_ACTION\_BG\_002



**STREAKS**  
DP\_ACTION\_BG\_003



**RAY BURST\***  
DP\_ACTION\_BG\_004



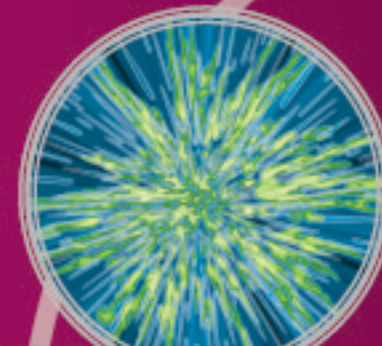
**MOTION BURST**  
DP\_ACTION\_BG\_005



**FLARE BURST**  
DP\_ACTION\_BG\_006



**MOTION**  
DP\_ACTION\_BG\_007



**FLAME LINES**  
DP\_ACTION\_BG\_008



**RING BURST**  
DP\_ACTION\_BG\_009



**GHOST PUNCH**  
DP\_ACTION\_BG\_010



**CHEERING CROWD**  
DP\_ACTION\_BG\_011



**GHOST BATTLE**  
DP\_ACTION\_BG\_012

**CREATE A SCENE**

These eye-catching backgrounds set the tone for character placement. Use the action scenes supplied, or build your own by combining poses found throughout this guide or on [nicksources.com](http://nicksources.com). Set the poses atop complimenting backgrounds that feature motion and action. Background colors can be changed to work best with your design.

\* BURSTS FROM THE PROPS PAGE CAN BE CUSTOMIZED TO CREATE ACTION BACKGROUNDS LIKE THE RAY BURST

**GHOST ZONE VORTEX**

DP\_GHOST\_ZONE\_001

**PRISON INTERIOR**

DP\_GHOST\_ZONE\_002

**PRISON EXTERIOR**

DP\_GHOST\_ZONE\_003

**GHOST ZONE WARP**

DP\_GHOST\_ZONE\_004

**GHOST ZONE DOORS**

DP\_GHOST\_ZONE\_005



**WALKER**

DP\_GHOST\_ZONE\_006



**SPECTRE SPEEDER**

DP\_GHOST\_ZONE\_007



**SPECTRE SPEEDER**

DP\_GHOST\_ZONE\_008



**GHOST POLICE**

DP\_GHOST\_ZONE\_009



**GZPD PADDY WAGON**

DP\_GHOST\_ZONE\_010

**GHOST ZONE ACTION 1**

DP\_GHOST\_ZONE\_011



**GHOST ZONE ACTION 2**

DP\_GHOST\_ZONE\_012



**GHOST ZONE ACTION 3**

DP\_GHOST\_ZONE\_013



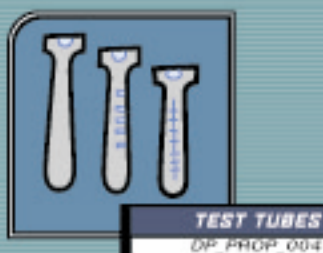
# THE GHOST ZONE

## GHOST ZONE

*It's dark and creepy and inhabited by the ghosts Danny has caught in the Real World and returned – it's the other side of the portal, the Ghost Zone! What's worse, it's ruled by Walker, the toughest ghost jailer around.*

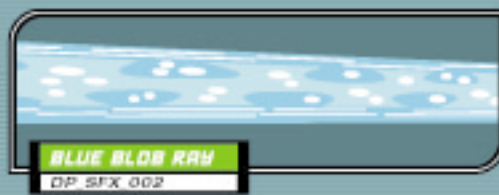
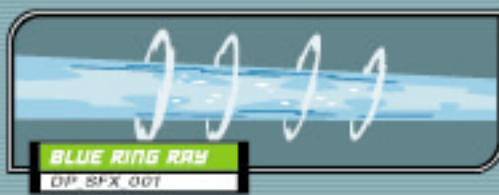
*Floating images and swirling shapes find themselves without restraint in Ghost Zone, and the Ghost Zone backgrounds provide eye-catching visuals for use on products like board games, calendars, video games and bedding. But BEWARE- Ghost Zone art should not be used outside of the Ghost Zone (i.e., don't use a Ghost Zone background with a pose of Danny's parents or in a video game that features kids from Danny's school).*

# PROPS



## GLOWS

GloWS can be added to these Special Effects in Adobe Illustrator™ or in Adobe Photoshop™. Using a combination of inner and outer glows, match the glow style in the sample file provided on disk. Colors can be modified.



# SPECIAL EFFECTS



**GREEN CAMO**  
DP\_PATTERN\_002

**BLUE CAMO**  
DP\_PATTERN\_001



**S GHOSTS**  
DP\_PATTERN\_003



**FLAME STRIPES**  
DP\_PATTERN\_004



**GRAY GHOSTS**  
DP\_PATTERN\_005



**SKULL TILE**  
DP\_PATTERN\_006



**GOTHIC STRIPES**  
DP\_PATTERN\_007

007D

**GRAY WAVES**  
DP\_PATTERN\_008

**S TOSS**  
DP\_PATTERN\_009

**MONSTER STREAMS**  
DP\_PATTERN\_010

**NIGHT SKY (RI)**  
DP\_PATTERN\_014

**NIGHT SKY (PSD)**  
DP\_PATTERN\_015

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# SHOW LOGOS

BEW + D21 LOGO

DP.LOGO.LT.BW.D21



NOTE: This logo is for use on black or dark-colored backgrounds.

BEW + D21 LOGO

DP.LOGO.LT.BW.D21



NOTE: This logo is for use on white or light-colored backgrounds.

NICKELODEON.

NICKELODEON LOGO

DP.LOGO.NICK



CHARACTER LOGO

DP.LOGO.CHAR.DK



COLOR LOGO

DP.LOGO.DK

NOTE: These logos are for use on black or dark-colored backgrounds.



CHARACTER LOGO

DP.LOGO.CHAR.LT



COLOR LOGO

DP.LOGO.LT

NOTE: These logos are for use on white or light-colored backgrounds.

## LOGO RULES

These rules apply to the Nickelodeon portion of the logo ONLY

1. The logo is always printed in PMS 021C orange as a fifth color.
2. The Balloon Extra Bold typeface within the logo is ALWAYS white and ALWAYS Balloon Extra Bold. Don't try to set the word in Balloon Extra Bold, and do not set "Nickelodeon" in another typeface as a logotype.
3. If printing in one color, the logo is solid black and the typeface is white.
4. A clear, legible ™ or © MUST follow the word "Nickelodeon."
5. The Nickelodeon logo must not be overlapped or cropped by any other element.
6. No other words or typography can be placed inside the orange shape.
7. The logo shape must NEVER have an outline around it.
8. Never use the Nickelodeon typeface — Balloon Extra Bold — outside of the orange shape.
9. Never shorten or alter the word "Nickelodeon" inside the logo!
10. The Nickelodeon logo must always remain legible. When the the Danny Phantom logo is shown very small, the Nickelodeon logo may be enlarged and repositioned to insure legibility.



# LEGAL INFO

## APPROVALS

Any usage of Nickelodeon Danny Phantom characters' names or likenesses must be approved in writing in advance of use. Approval is based on character design that:

1. follows models and colors
2. uses correct relationships between characters
3. is appropriately integrated with products and advertisements
4. uses the correct typefaces.

## COPYRIGHTS & TRADEMARKS

The names and likenesses of all Nickelodeon Danny Phantom characters, artwork and distinctive lettering are protected under the copyright and trademark laws of the United States and all foreign countries. A copyright and trademark notice in the following form **MUST** appear on all licensed merchandise and in all advertising for any licensed products:

©2004 Viacom International Inc. All Rights Reserved. Nickelodeon, Danny Phantom and all related titles, logos and characters are trademarks of Viacom International Inc.

The year to be included in this notice is the year in which the design of the product is first distributed to the public. This legal information should be placed on the back of the package, bottom right side, near the licensing logo. In addition, the symbols © or ™, as applicable, should appear next to the first or most prominent use of the name Nickelodeon, Danny Phantom and any character names when they appear on a piece of licensed merchandise or in any advertising copy. On products and in print advertising, the required notices must be applied in a legible and permanent format. The proper wording and placement of all notices must be approved, in writing, by Nick.

NOTE: The above notices are for use in the United States and Canada only. Because of variations in laws in some countries, notices and legal procedures must be cleared with MTV Networks before advertising or marketing products in other countries.

Butch Hartman's signature must appear on all packaging. If the signature does not appear because of space constraints, you must add the following as the last line in the legal copy:

Created by Butch Hartman

Legal information provided on disc.



## HEADLINE FONTS

**HOUSE 3003**  
WWW.HOUSEIND.COM

SPACEGE BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !?@#%&'()\*[]:;,"

SPACEPORT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !?@#%^&\*0[]:;,"

**POWERHOUSE**  
WWW.HOUSEIND.COM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !?@#%&'()\*[]:;,"

**RUTHLESS**  
WWW.ASTIGMATIC.COM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !?@#%&'()\*[]:;,"

**ADVERT ROUGH**  
WWW.FONT.COM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !?@#%&'()\*[]:;,"

**MONSTER MASH**  
WWW.COMICBOOKFONTS.COM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !?@#%&'()\*[]:;,"

**FLEXURE**  
WWW.FONT.COM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !?@#%&'()\*[]:;,"

**AMOEBA**  
WWW.FONTTRADER.COM

HEADLINE OR SECONDARY

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !?@#%&'()\*[]:;,"

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !?@#%&'()\*[]:;,"

**SF FEDORA**  
WWW.FONTTRADER.COM

COMIC CAPTIONS

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !?@#%&'()\*[]:;,"



## SECONDARY FONTS

**SERPENTINE**  
WWW.FONT.COM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !?@#%&'()\*[]:;,"

**TRADE GOTHIC**  
WWW.FONT.COM

CONDENSED #18

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
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1234567890 !?@#%&'()\*[]:;,"

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1234567890 !?@#%&'()\*[]:;,"

CONDENSED #20

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
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1234567890 !?@#%&'()\*[]:;,"

# FONTS



# DESIGN PALETTE

## COLOR SUGGESTIONS



Combining colors in just the right way will give you that Danny Phantom feel. Use these combinations, as well as the palette used throughout this guide as inspiration. Cool colors are paired with a hot accent; warm colors are paired with a cool accent. This use of complementary colors will set the tone for any product or promotion.



PURE BLACK C-0, M-0, Y-0, K-100



PANTONE 1545 C C-0, M-51, Y-100, K-70



PANTONE 1815 C C-0, M-100, Y-100, K-40



PANTONE 1785 C C-0, M-80, Y-90, K-0



PANTONE 166 C C-0, M-65, Y-100, K-0



PANTONE 151 C C-0, M-50, Y-90, K-0



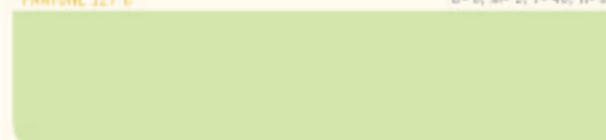
PANTONE 150 C C-0, M-35, Y-70, K-0



PANTONE 1245 C C-0, M-25, Y-100, K-25



PANTONE 127 C C-0, M-5, Y-40, K-0



PANTONE 374 C C-25, M-0, Y-50, K-0



PANTONE 381 C C-20, M-0, Y-92, K-0



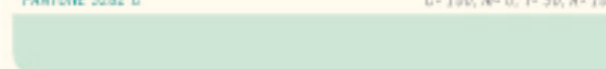
PANTONE 376 C C-50, M-0, Y-100, K-0



PANTONE 377 C C-60, M-0, Y-100, K-30



PANTONE 3282 C C-100, M-0, Y-50, K-10



PANTONE 352 C C-28, M-0, Y-25, K-0



PANTONE 3262 C C-70, M-0, Y-30, K-0



PANTONE 314 C C-100, M-0, Y-10, K-20



PANTONE 287 C C-100, M-60, Y-0, K-11



PANTONE 5425 C C-30, M-10, Y-5, K-20



PANTONE 534 C C-100, M-73, Y-0, K-48



PANTONE 542 C C-65, M-15, Y-0, K-10



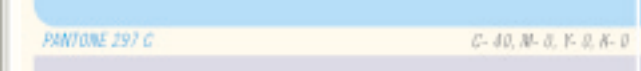
PANTONE 293 C C-90, M-10, Y-0, K-0



PANTONE 297 C C-40, M-0, Y-0, K-0



PANTONE 650 C C-20, M-15, Y-5, K-0



PANTONE 2695 C C-50, M-100, Y-0, K-38



PANTONE 526 C C-70, M-100, Y-8, K-0



PANTONE 214 C C-0, M-100, Y-25, K-10

The colors on this page and throughout this style guide have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Pantone® is a registered trademark of Pantone, Inc. Pantone® colors, the standards for which are as shown in the current edition of the PANTONE color Formula Guide.

# GRAPHIC ELEMENTS

## GRAPHIC ARCHITECTURE

These components were designed to bring an identifiable graphic look to Danny Phantom products. Used in conjunction with show backgrounds, these elements say "bold," "state-of-the-art," "exciting." On these pages you'll find examples of how to incorporate these elements into product for a look that's as unique as the property itself.

## FRAMES, BOX SHAPES

**RAYS**  
DP\_GE\_001

**RINGS**  
DP\_GE\_002

**S-CORNERS**  
DP\_GE\_003

**S-CORNERS**  
DP\_GE\_004

**TYPE BONES**  
DP\_GE\_005

**BLAST**  
DP\_GE\_006

**ALTERNATING ROUND**  
DP\_GE\_007

**PAIRED ROUND**  
DP\_GE\_008

**ALL ROUND**  
DP\_GE\_009

## RAYS, RINGS, RULES

TONAL NARRATIVE

GROUP CHARACTER ART (ACTION SCENE)

LOGO

GRAPHIC ELEMENTS

SHOW BACKGROUND

CHARACTER ART

PATTERN

GRAPHIC ELEMENTS

LOGO

## EXAMPLES & INGREDIENTS





### MORE ELEMENTS

We've designed elements that take their look from the show, but are not necessarily from actual episodes. These elements, when combined with the graphic architecture and backgrounds in this guide, add a decorative ingredient to your product and another asset that makes the product easily identifiable as Danny Phantom.



**SKULKER**  
DP\_GE\_010



**PORTAL**  
DP\_GE\_011



**DANNY**  
DP\_GE\_012



**GOthic**  
DP\_GE\_013



**SAM**  
DP\_ELEMENT\_014



**MING/YANG GHOSTS**  
DP\_GE\_015



**FLAMEY**  
DP\_GE\_016



**SKULL**  
DP\_GE\_017

### MORE EXAMPLES



### DECORATIVE ELEMENTS



**DOUBLE DANNY**  
DP\_GE\_018



**B+W DANNY**  
DP\_GE\_019



**PHANTOM EYES**  
DP\_GE\_020

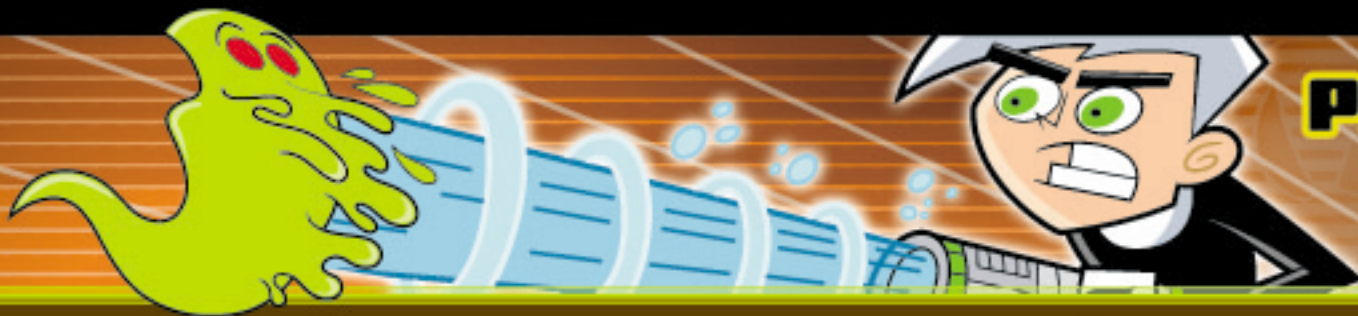


**VERTICAL STRIP**  
DP\_STRIP\_001

**HORIZONTAL STRIP**  
DP\_STRIP\_002



# PRODUCT ATTRIBUTES



# PRODUCT INSPIRATION

## MAKING GHOSTLY GOODS:

When it comes to Danny Phantom, the show is all action, comedy and ghosts! And you'll want to reflect these properties of the show when creating products and promotions related to the show. How can it be done? Just ask yourself:

### ACTION

Does my product SCREAM action? Does it have ACTION FEATURES? Does it let web-nets fly, plasma rays soar, light signals flash, etc? Maybe it features pieces that fly apart... sounds, attachments/interchangeable pieces. Like the show itself, every product should provide a whirlwind of action and interaction.

### CUTTING EDGE

Does my product/promotion feature the latest graphic styles and innovative materials to set it apart from the masses? High-tech, in-your-face graphics and icons are rampant on the show. Translate them to products like sporting goods and apparel. When you do, you can be sure your products will stand up, and stand out as essential Danny Phantom.

### ASPIRATIONAL

Am I creating a product kids "have to have?" Is it a product with a difference? The show Danny Phantom is cutting-edge and your products should be, too. Use interesting materials and textures, innovative inks, glow-in-the-dark capabilities, metallics, lenticulars, plastic or rubber patches, detailing or icons and creative character stylings to help differentiate.



## WORDS AND PHRASES TO INSPIRE

Here are some phrases/themes to use as inspirational guides when developing products and promotions based on Danny Phantom. Try to incorporate two or three points into each item, especially those involving the aesthetic, and chances are you'll create something... otherworldly!

"Oh no. This isn't good..."

"I'm going ghost!"

"I'm sure everything'll be back to normal by tomorrow... or not."

"My parents have their moments."

"I can explain... Actually, I really can't."

GHOST

HUNTER

DARK

GENIUS

REBELLIOUS

SUPERHERO

VAPOR

VILLAIN

ACTION

MYSTERIOUS

EDGY

TECHY

SUPERPOWERS

CHAOS



# PROMOTIONAL EVENT MINI-GUIDE



**SWEEPSTAKES BURST**  
DP\_MINIG\_001



**MEAL BAG & TOY PACKAGE**  
DP\_MINIG\_002



**IN-STORE DISPLAY**  
DP\_MINIG\_003



**IN-STORE SIGNAGE**  
DP\_MINIG\_004



**ON-PACK BURST**  
DP\_MINIG\_005



**THEMED CEREAL**  
DP\_MINIG\_006



## DANNY PHANTOM SWEEPSTAKES

Here are examples of various components that can be used to promote a sweepstakes. The look is characteristically Danny Phantom, but with a bent to make the consumer aware that something different is happening. All components combine to create a unified message and cohesive look for the sweepstakes. Pictured here: POP Displays, "Take One" boards, on-pack bursts, meal packs, themed products.