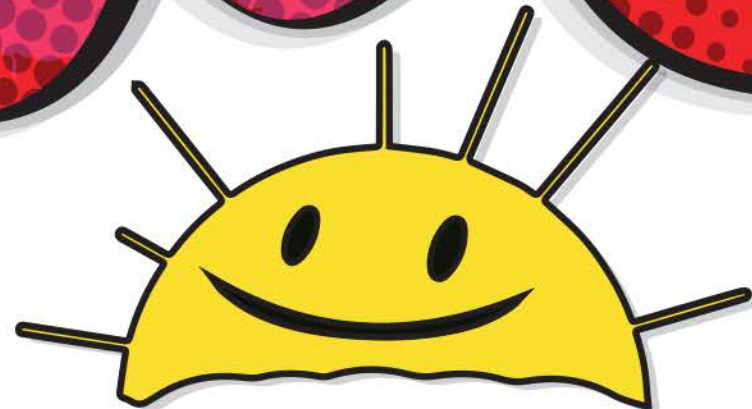


pocket.watch



**RYAN'S
WORLD™**



STYLE GUIDE

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Introduction

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The BIGGEST YouTuber in the World!



With the help of his parents, Ryan started creating toy review videos in March of 2015. Within 18 months he became the most viewed YouTube creator in the world.

In December 2017 alone, Ryan's channels received approximately

950 MILLION VIEWS

(350 views/second), and were watched for 3.5 BILLION MINUTES.

His content is expanding beyond toys to vlogging and gaming.



Logo Art



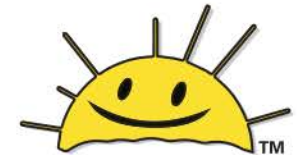
Primary Logo
RW_Logo_01



Primary Package Logo
RW_Logo_02



Secondary Logo
RW_Logo_03



Secondary Logo
RW_Logo_04



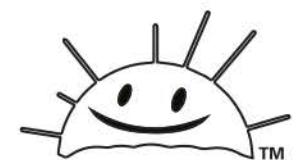
Primary Logo
RW_Logo_BW_01



Primary Package Logo
RW_Logo_BW_02



Secondary Logo
RW_Logo_BW_03



Secondary Logo
RW_Logo_BW_04

COLORS
&
FONTS

Color Palette



Fonts

HIRN BOLD: Product Name

Avenir Next Medium: Body Copy

Avenir Next Heavy: Headings

COLLEGIATE BLACK FLF: Callout Copy



Character Art



RW_Ryan_02



RW_Ryan_01



RW_Ryan_03



RW_Ryan_04



RW_Ryan_05



RW_Ryan_06

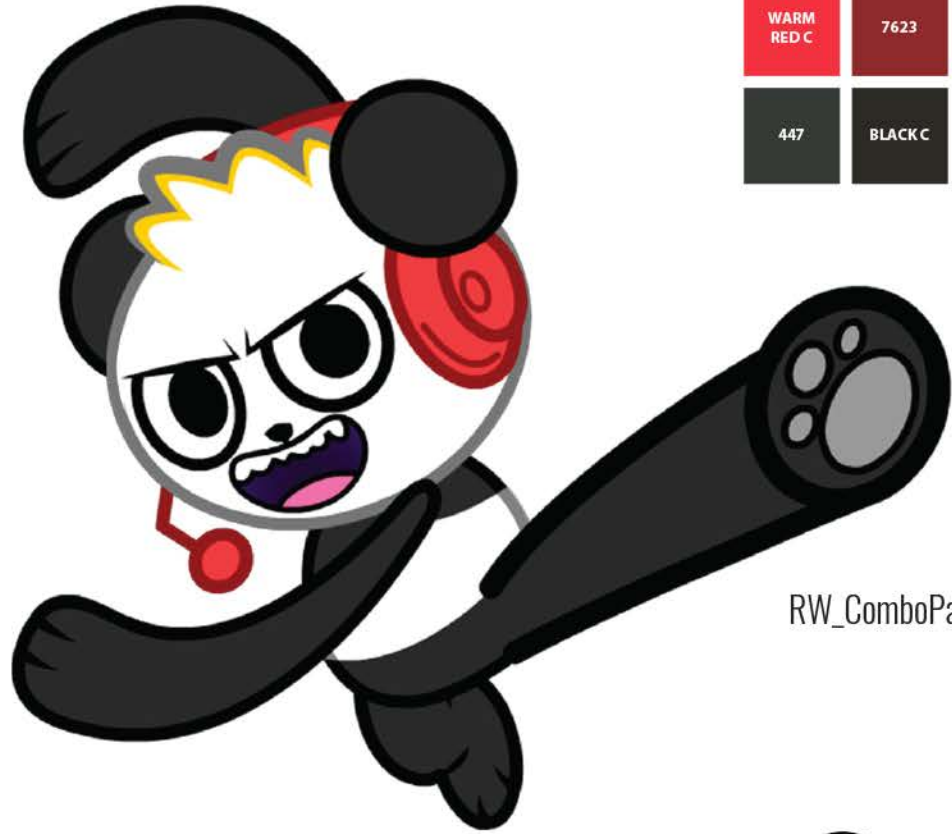


Character Art



RW_GP_Logo

WARM RED C	7623	116	275
447	BLACK C	COOL GRAY 9C	231
		COOL GRAY 7C	



RW_ComboPanda_01



RW_ComboPanda_02



RW_ComboPanda_03



RW_ComboPanda_04

Character Art



RW_CP_Head_01



RW_CP_Head_02

WARM RED C	7623
447	BLACK C
116	275
COOL GRAY 9C	231
COOL GRAY 7C	



RW_CP_Head_03

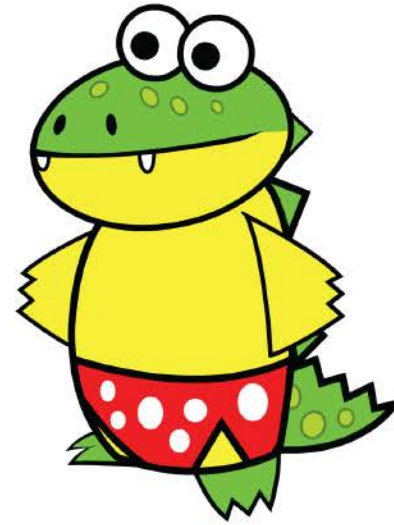


RW_CP_Head_04

Character Art



RW_Gus_01



RW_Gus_02



RW_Gus_03



RW_Gus_04



RW_Gus_05

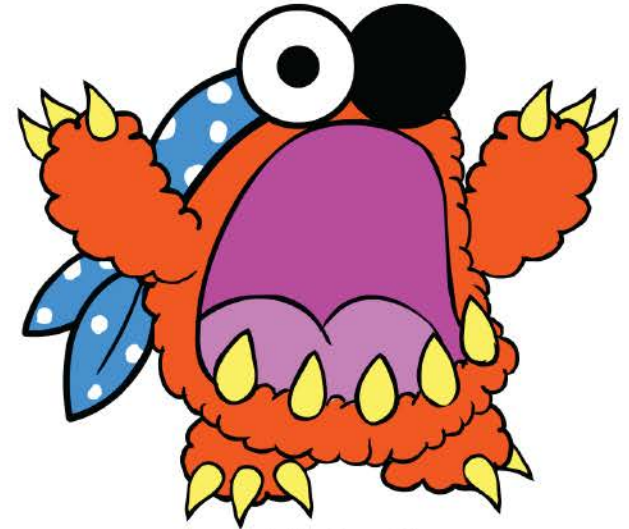


Character Art



RW_Moe_01

1655	100
185	BLACK C



RW_Moe_02

1655	660	BLACK C
PURPLE C	514	100



RW_Moe_03

1655	100	122	BLACK C
7455	5503	297	635



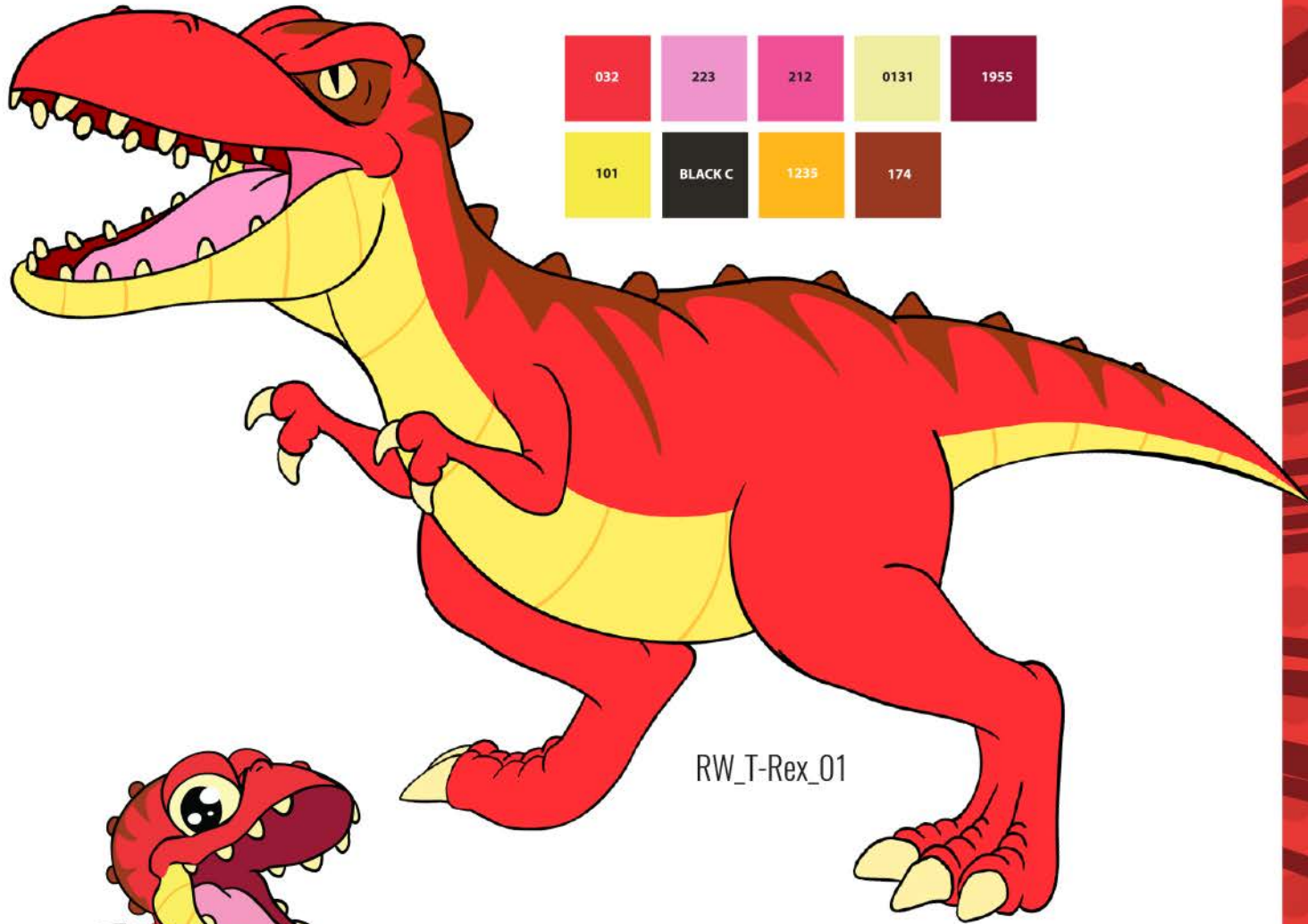
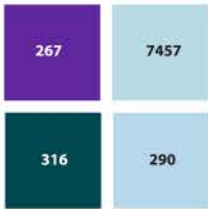
RW_Moe_04

1655	100	BLACK C
PURPLE C	514	

Character Art



RW_Pete_01



RW_T-Rex_01



RW_Baby_T-Rex_01



FPO: FOR PLACEMENT ONLY. Professional photography coming soon!

Live Action
Art



RW_Ryan_7130



RW_Ryan_7131



RW_Ryan_7128



RW_Ryan_7139



RW_Ryan_7138



RW_Ryan_7137

FPO: FOR PLACEMENT ONLY. Professional photography coming soon!

Live Action
Art



RW_Ryan_7140



RW_Ryan_7142



RW_Ryan_7157



RW_Ryan_7161



RW_Ryan_7167



RW_Ryan_7168

Packaging



RW_Window_Pkg_01

Packaging



RW_Window_Pkg_02

Packaging



RW_Closed_Box_01

Packaging



RW_Closed_Box_02

Packaging



RW_Box_Back_01

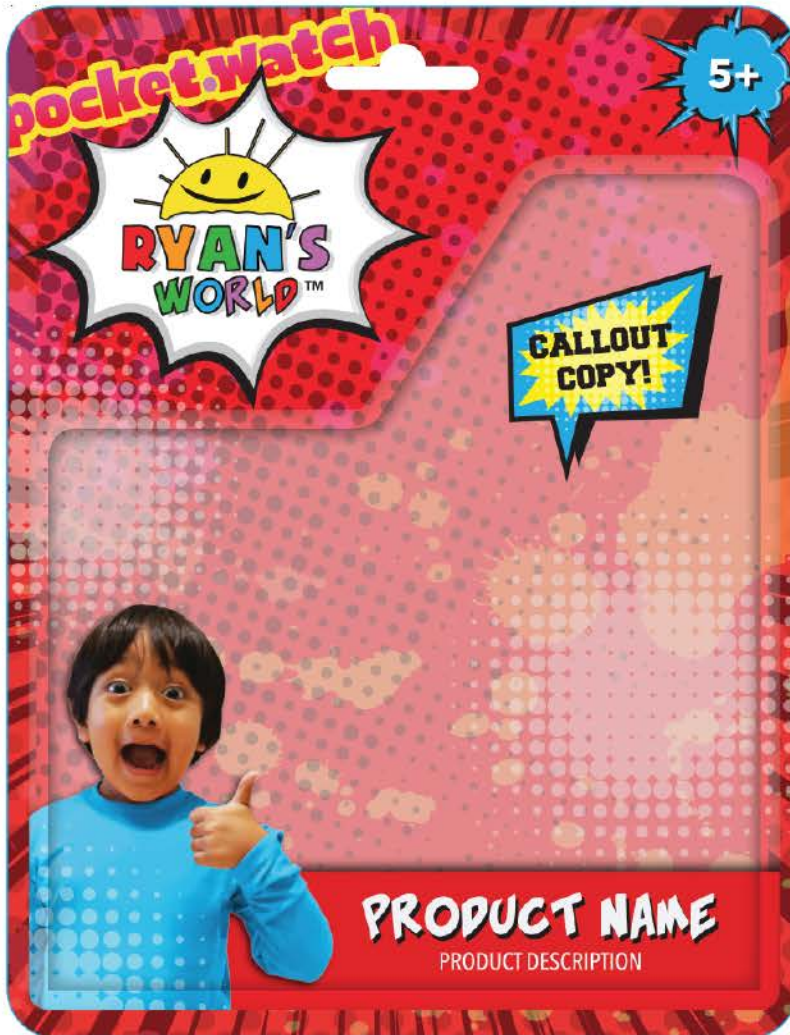
Packaging



RW_Box_Back_02

Packaging

RW_Blister_Card_01



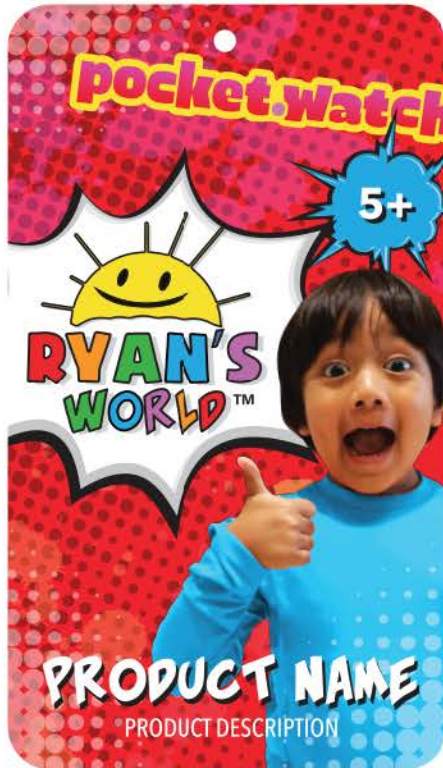
Front



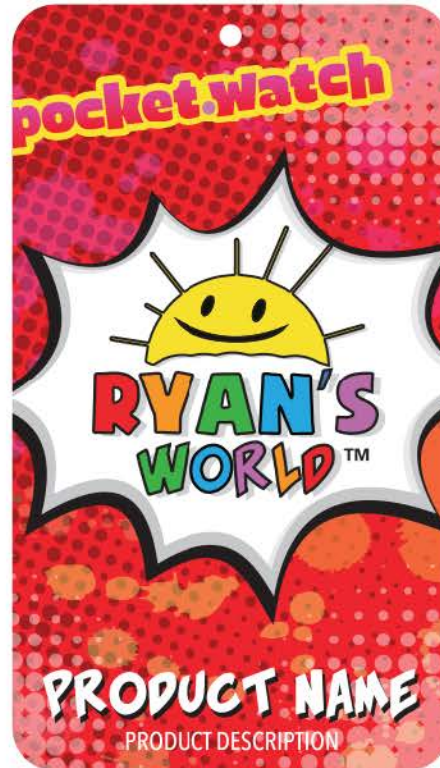
Back

Packaging

Hang Tag



Front Option A
RW_Hang_Tag_A

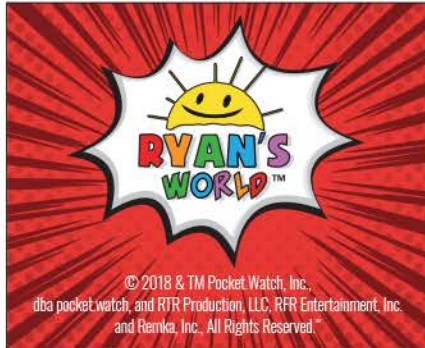


Front Option B
RW_Hang_Tag_B



Back

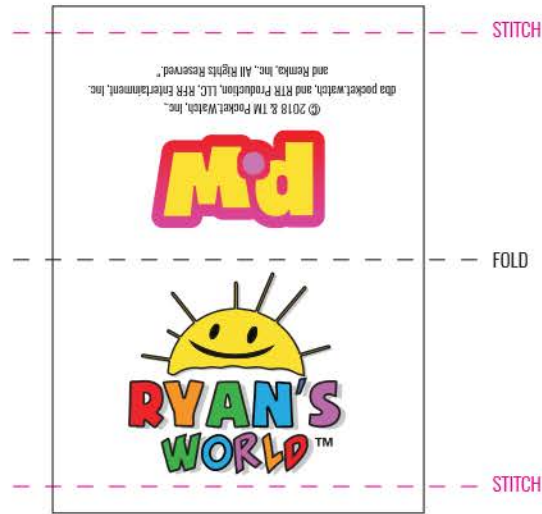
Sew In Labels



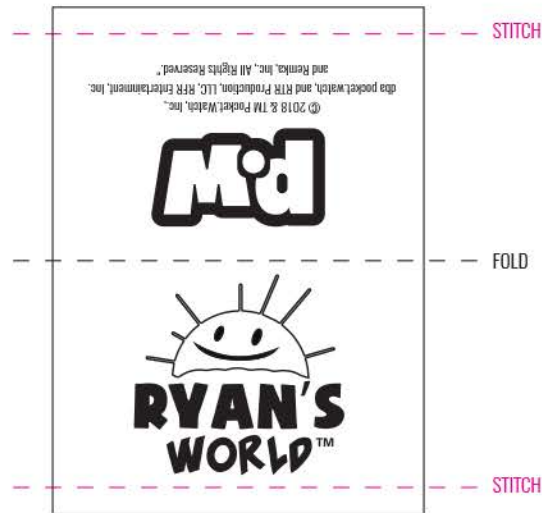
Heat Seal Label
Full-Color Application
RW_SIL_01



Heat Seal Label
One-Color Application
RW_SIL_02



Woven Label
Full-Color Application
RW_SIL_03



Woven Label
One-Color Application
RW_SIL_04

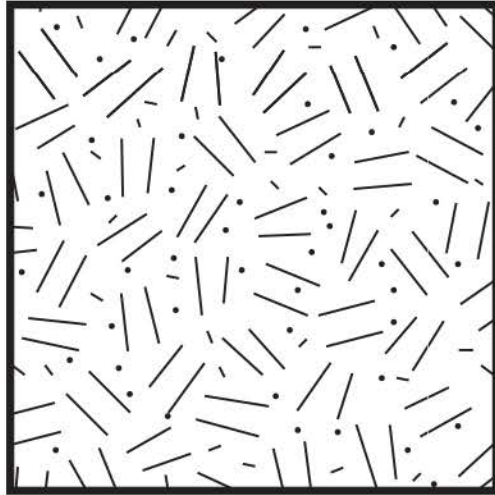


Heat Seal Label
One-Color Application
RW_SIL_05

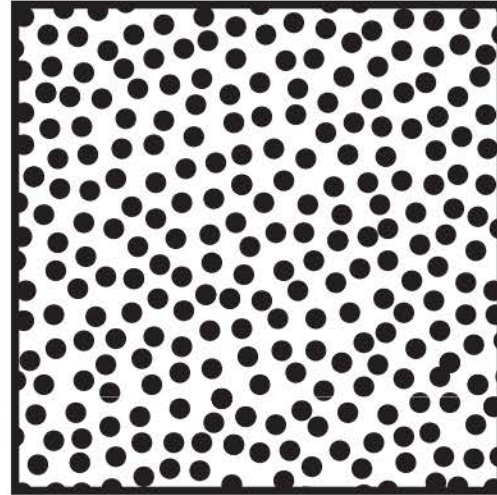


Heat Seal Label
One-Color Application
RW_SIL_06

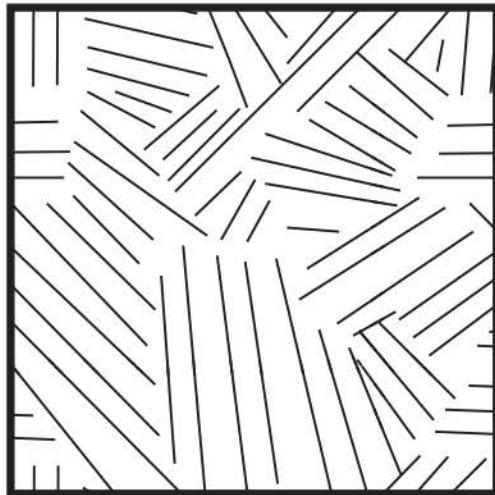
Patterns



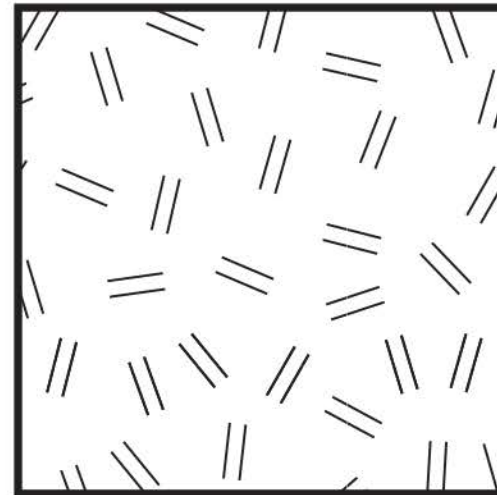
RW_Pattern_01



RW_Pattern_02

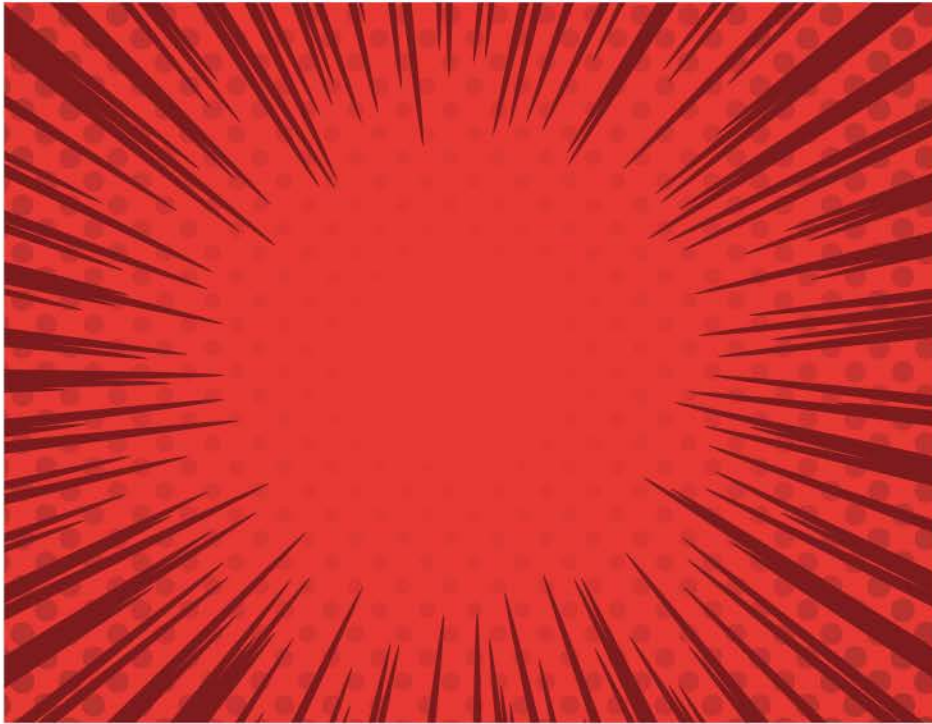


RW_Pattern_03

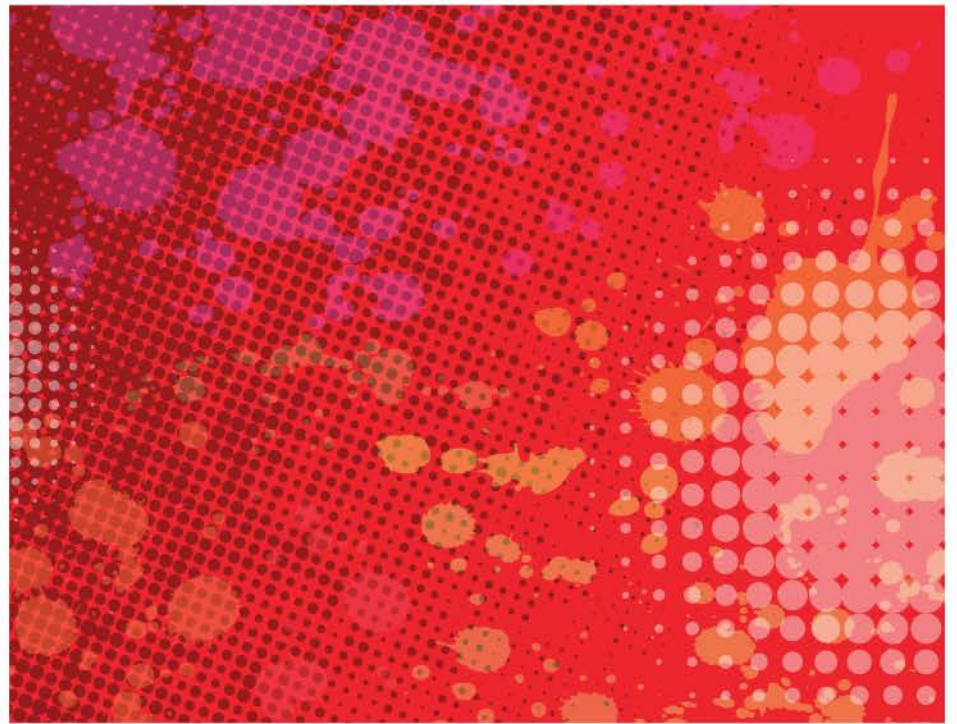


RW_Pattern_04

Backgrounds



RW_Background_01



RW_Background_02

Product Concepts

Tops



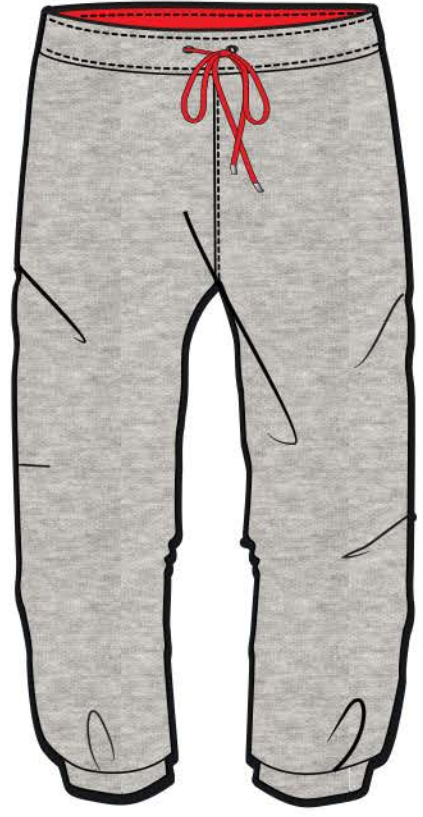
Product Concepts

Tees



Product Concepts

Bottoms



Product Concepts

Outerwear



Product Concepts

Underwear & Socks



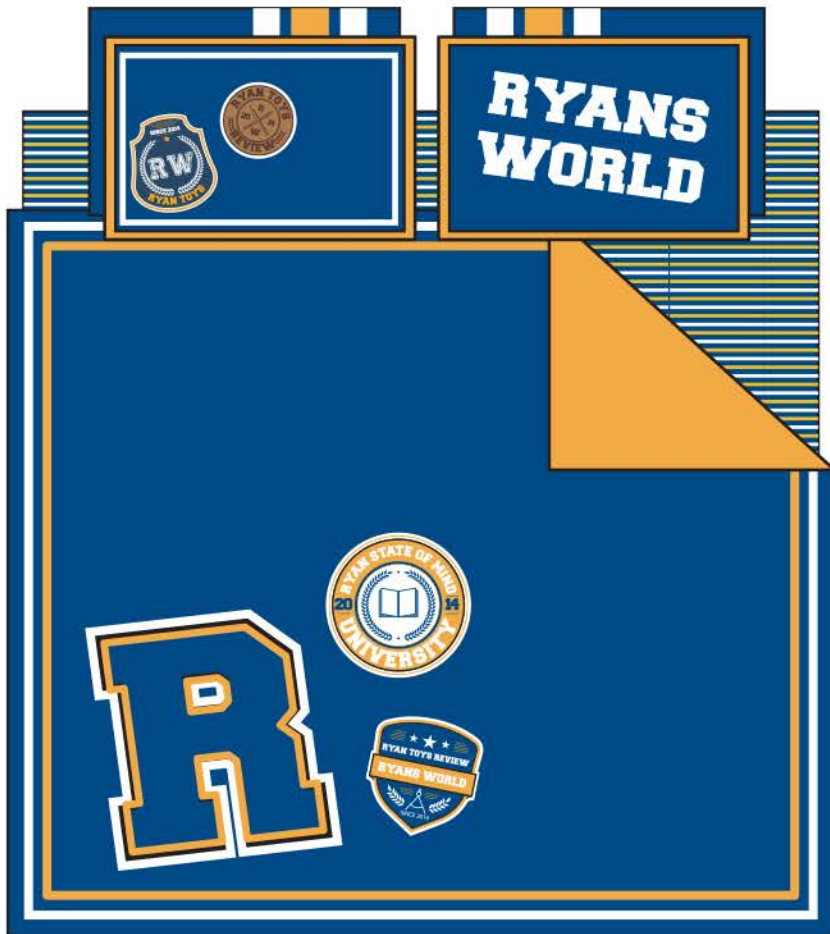
Product Concepts

Sleepwear



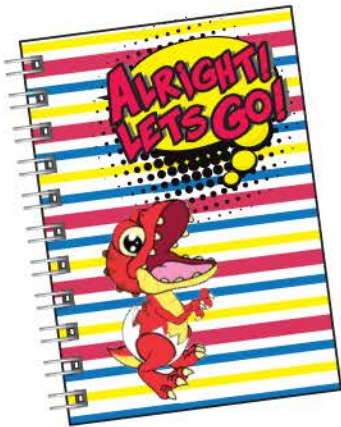
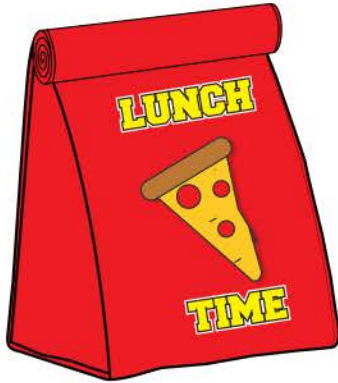
Product Concepts

Bedding

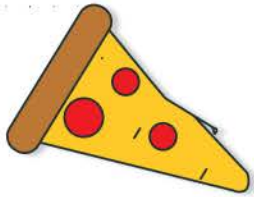


Product Concepts

Accessories



Editorial



RYAN'S FAVORITES:

- Natural Science Dogs
- Soccer Mathematics
- Tennis Reading
- Pizza Roblox
- French Fries Brick Based Building System
- Hide and Seek Gaming
- Tablet Collectible Card Games

COOL	OR	PROOL
Rainbows	Pirates	Scary Stories
Video Games	Slime	Boogers
Hedgehogs	Stickers	
Unicorns	Sleepovers	
Balloons	Pizza	
Snow	Bugs	
The beach	Dinosaurs	
Candy Corn	Baths	
Knock-Knock Jokes		

WHAT IS YOUR FAVORITE?

1. Ice cream flavor? **Vanilla**
2. Food? **Pizza and Oranges**
3. Subject in school? **Math and Music**
4. Sport? **Soccer and Tennis**
5. Animal? **Panda and Dinosaurs**
6. Episode you've made? **Science Experience**
7. Holiday? **Christmas**
8. Season? **Summer**
9. Color? **Blue**
10. Thing to drink? **Milk**
11. Number? **1**
12. Emoji? **Happy Face**
13. Costume to dress up in? **Red Titan Superhero**
14. Hobby? **Playing Games, Soccer, and Drumming**
15. Thing on the playground? **Running Around**



WOULD YOU RATHER?

1. Eat ice cream or candy for every meal? **Ice cream**
2. Tell the truth or do a dare? **Dare**
3. Swim in a pool or swim in the ocean? **Pool**
4. Live on the moon or under the sea? **Under the Sea**
5. Be able to read minds or have x-ray vision? **Read Minds**
6. Have a pet vampire bat or pet slug? **Pet Vampire**
7. Go back in time or into the future? **Future**
8. Have to stand forever or sit forever? **Stand Forever**
9. Have your hair sticking up all the time or no hair at all? **Hair Stick Up**
10. Eat all your vegetables or take a bath every day? **Bath Every Day**
11. Stay up late or get up early? **Stay Up Late**



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