


King

Candy Crush

Brand Book
& Style Guide



A whimsical illustration featuring a circus ringmaster and a girl holding signs in a candy-themed landscape. The ringmaster, on the left, has a large red mustache, a red top hat with a red heart, and a red and blue striped suit. He holds a sign that says "Looking for the Brand Book? Page 3". The girl, on the right, is pink with blonde pigtails and a red bow, holding a sign that says "This way for the Style Guide Page 29". The background is a bright blue sky with white clouds, a dark blue silhouette of a town with a clock tower, and a green hill with white flowers and colorful lollipops. The overall style is playful and cartoonish.

**Looking for
the Brand
Book?**

Page 3

**This way
for the
Style Guide**

Page 29



Candy Crush

Brand Book

King

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Brand Book

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Document Overview



This is an **internal document** that provides guidelines and information on the brand **Candy Crush™**.



It provides a **framework** for all communications, design, future iterations, licensing and merchandising that are created and **consumed internally and externally** under the **Candy Crush brand**.



The guidelines are here to **protect the brand**, streamline the vision and **create synergy** in **Candy Crush** content worldwide.

Approvals

Submissions Process

Please submit all assets relating to **Candy Crush** to the Global Brand Team for approval.



Please allow **10 working days** for approvals, when possible the Global Brand Team will respond sooner.



The Global Brand Team require **sign off** on the three main stages of the creation of materials:

- **Concept**
- **Design Mock Up**
- **Final Version**



Approvals

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King Brand Guidelines

Brand Overview

What do we do?

We create brilliant bitesize entertainment experiences for everyone.

How do we do it?

By creating socially snackable games full of authenticity, creativity and quality. Everything we have goes into everything we make.

Why do we do it?

To bring moments of magic to everyone's life, every day.

We call it...

Bitesize Brilliance!

King Brand Guidelines

Logo Usage - Primary King Crown Logo



The gold version with the orange gradient and dark orange shadow is our primary King crown logo. We use this logo on all product packaging and King marketing materials. This logo is for both external and internal use.



Clear Space

You can work out the minimum amount of clear space you should leave around the logo by halving the height of “King”.

Minimum size

Never make the King Crown Logo smaller than 28 pixels on screen and 10mm wide in print.



King Brand Guidelines

King Logo - The Rules!

When using the King Logo please be sure to follow these rules...

Yes!



Always use the original artwork



Characters can wear the crown on their heads



The plain orange King logo is for use on white or light backgrounds



Use the black King logo for a one colour print



Use the King Logo in its holding device when not on an orange background



The King Endorser logo should be used when placed on top of a colourful background

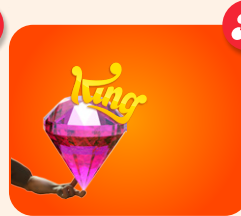
No!



Don't mask or re-colour the crown



Don't re-shape or distort the crown



Don't sit the crown on objects (eg. Candies)



Don't use the orange logo on coloured backgrounds, use the primary logo



Don't use the crown upside-down



Don't use the black King logo on coloured backgrounds

Keep in mind that the endorser will look dirty if put on yellow and please keep the effects relative to the scale.

King Brand Guidelines

Copyright & Trade Mark Notices



In all original artwork or literary works, we assert our claim to copyright by adding, at the footer of the page, the copyright ownership notice in the following format:

© [year] **King.com Ltd**



In addition, we identify our King crown logo trade marks as such by including a legal line at the bottom of any page:

KING and the KING crown logo are trade marks of King.com Ltd



Candy Crush Brand

Brand Overview

Game Description:

Join **Tiffi** and **Mr. Toffee** in their sweet adventure through the wonderful **Candy Kingdom**. Switch and match your way through hundreds of levels in this delicious puzzle adventure. Isn't it the sweetest game ever?

Take on this deliciously sweet Saga alone or play with friends to see who can get the highest score!

The Sweetest Game Ever!



Candy Crush Brand

The Story of a Magical Candy Kingdom

Candy Crush Saga is set in the magically tasty world of the Candy Kingdom. It is here we meet our quirky yet extremely knowledgeable guide Mr. Toffee who runs the Candy Store in Candy Town.

One magical day in Candy Town, Mr. Toffee opened his delicious store to find a little candy bag had been left on his doorstep.



To his delight, inside the bag he found a little bundle of sweetness called Tiffi, so he took her in and brought her up as his daughter.

Tiffi is a humble girl and has lots of friends in Candy Town but is eager to explore more of the mesmerizing kingdom. Under the watchful gaze of Mr. Toffee and alongside her great friend Yeti, she sets out to explore the Candy Kingdom. Her magical adventures take her to all sorts of wondrous places; the pretty peppermint palace, the lickable lemonade lake and the gorgeous gingerbread glade to name just a few.

Along the way she stops to help some quirky characters and meets some even kookier animals, not to mention the mischievous Bubble-Gum Troll, who is intent on causing havoc in the Candy Kingdom! Follow Tiffi and her friends through delicious lands in your very own Candy Crush Saga.



Candy Crush Brand Guidelines

Logo Usage

There are five approved logos for the **Candy Crush brand**.



The Candy Crush logos **with the Saga tags** should only be used when referencing **the game**.



The Candy Crush logo **without the Saga tag** should be used when referencing **the brand**.
e.g Merchandising
or Licensing.

Candy Crush Brand Guidelines

Logo - The Rules!

Please be sure to follow these rules...

Yes!



Always use the original artwork



Only use this logo when in a motion state



You can tilt the swing tag logos by a maximum of 20°



Use the black and white versions for 1 colour print



For anything Licensing related please use this logo

No!



Don't mask or re-colour the logo



Don't re-shape or distort the logo



Don't use the logo upside-down



Don't move elements of the logo or change its proportions



Do not use this logo when referencing the game

Candy Crush Brand Guidelines

Trade Mark Notices

In the first instance that “Candy Crush Saga” or “Candy Crush” are shown in written form, you will need to insert the ™ symbol. ie...

“The phenomenal success of Candy Crush Saga™”

Our trade marks should always be used consistently, with initial capital letters and should never be used in a descriptive or generic way, including as a noun or in the plural or possessive forms.

Yes!

[] is a tile-matching game similar to Candy Crush Saga;
OR The phenomenal success of the Candy Crush Saga game...

Only use our trademarks in their exact form e.g. **Candy Crush OR Candy Crush Saga.**

No!

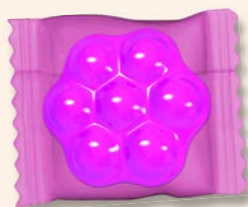
[] is a Candy Crush-type game; **OR** Candy Crush’s phenomenal success.

Don’t adapt them into others words like **“Candy Crushing”, “Candy Crushed” or “Candy Crushers”.**



Candy Crush Brand Guidelines

Legal Lines



The Candy Crush Saga legal line and trade mark notices **must be present on all marketing, PR, advertising and licensing materials** submitted for approval.

© [year] King.com Ltd. “King”, “Candy Crush Saga” and associated marks and logos are trade marks of King.com Ltd or related entities

If your artwork is compromised in design by using the full legal line, please just use the © [year] King.com Ltd



Target Demographic

ages
21-45
are the
biggest target
audience

65%
are female

But don't forget...

These are our canvas & mobile Facebook connector players. The number of male players increases and the age group decreases for players who play on mobile and do not Facebook connect.

Positioning Statement

Candy Crush is the most successful social gaming brand of its time with millions of tasty active users. Offering fun, colourful and snackable gameplay, **Candy Crush Saga** has been developed to be enjoyed by everyone, young and old, looking for a piece of bitesize brilliance to brighten up their day!

Candy Crush Saga delivers players the highest quality of social gaming entertainment, constantly improving and delivering engaging gameplay, glossy graphics and magical fun.

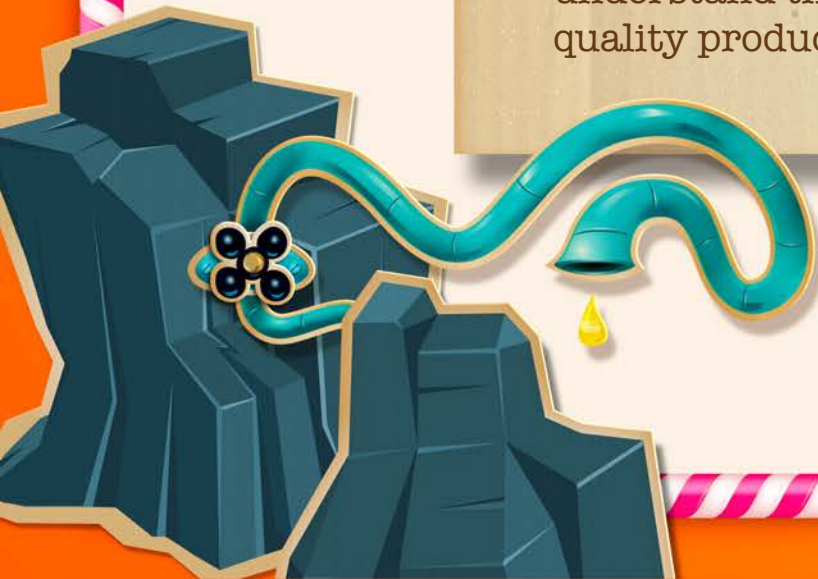


Brand Vision

We aim to successfully maintain **Candy Crush Saga** as the No.1 downloadable casual gaming brand on mobile and the most played title on Facebook. We will innovatively re-engage with lapsed players and acquire new users with engaging promotions and marketing activity.

We aim to focus on growing the brand in under-exploited markets to widen the reach and appeal of **Candy Crush**, notably in Asian markets.

We will align with superior licensing partners, who understand the **Candy Crush** ethos, to bring not just quality products but magical merchandise to the market.



Brand Values

The brand values should be adhered to at all times.
They underpin the **Candy Crush brand** and should be evident in everything we do across all lines of the business.



Fun



High Quality



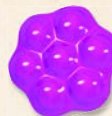
Magical



Kookie & Quirky



Challenging



Friendly & Helpful



Creative



Ever Expanding

Not limited to: Ad campaigns, licensed products, competitions or community posts.

Brand Personality

Candy Crush should **always** be represented as:

- ✓ Colourful & Bright
- ✓ Glossy & Shiny
- ✓ Creative & Imaginative
- ✓ Quirky & Playful
- ✓ Visually Impactful
- ✓ Sociable & Fun
- ✓ Sweet & Light
- ✓ Retro/PaperCut Style

Candy Crush should **never** be represented as:

- ✗ Complex
- ✗ Scary
- ✗ Arrogant
- ✗ Violent
- ✗ Moody
- ✗ Sombre
- ✗ Boring
- ✗ Predictable



The brand personality is the way the brand values should be expressed in all communications. Not limited to: TV advertising, PR and marketing, advertising, artwork and online communities.

Brand Themes

Helpfulness

Tiffi is always there to help her friends journey through the **Candy Kingdom**.

Guidance

Mr. Toffee guides & instructs the player.

Unpredictability

You can never predict who you will meet or where your journey will take you through the Candy Kingdom.

Magical & Imaginative

The **Candy Kingdom** is filled with marvellous, magical places and intriguing and exotic characters.



Brand Lexicon

Words We Like!

- | | |
|---------------|---------------------|
| ✓ Sweet! | ✓ Sugar Crush! |
| ✓ Delicious! | ✓ Epic Adventures! |
| ✓ Candy! | ✓ Candy Crush Saga! |
| ✓ Magical! | ✓ Delectable! |
| ✓ Tasty! | ✓ Quirky! |
| ✓ Kookie! | ✓ Shiny! |
| ✓ Compelling! | ✓ Glossy! |



Yes!



Brand Lexicon

Words We Don't Like!

- | | |
|----------------------------|-------------------------------------|
| ✕ <i>Addictive</i> | ✕ <i>Bounce & Boing</i> |
| ✕ <i>Cute</i> | ✕ <i>Children & Kids</i> |
| ✕ <i>Spicy</i> | ✕ <i>Block-Busting</i> |
| ✕ <i>Enchanting</i> | ✕ <i>Candy Crushers</i> |
| ✕ <i>Spellbound</i> | ✕ <i>Diamonds</i> |
| ✕ <i>Passion</i> | ✕ <i>Pets</i> |











Brand Affiliations

The Candy Crush brand does not associate with:

- ✕ Children's Entertainment Industry
- ✕ Children's Marketing & PR Promotional Activity
- ✕ Gambling Industry
- ✕ Adult Entertainment Industry
- ✕ Competitor Gaming Licenses
- ✕ Violent or aggressive sports & activities
- ✕ Drug use, violation of the law, inappropriate behaviour



Game Features

-  Tasty candy graphics that will leave you hungry for more
-  Unwrap delicious environments and meet the sweetest characters
-  Helpful magical boosters to help with challenging levels
-  Complete adventurous levels and unlock treats
-  Easy and fun to play, challenging to master
-  Hundreds of sweet levels in the Candy Kingdom
-  Leaderboards to watch your friends and competitors!
-  Easily sync the game between devices and unlock full game features when connected to the Internet



How to play



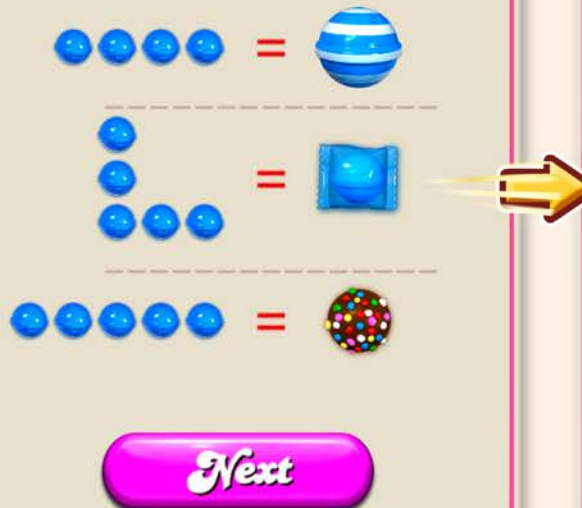
How to play:

Touch a candy and swipe it with your finger. Match 3 Candies of the same color to crush them.



How to play:

Match 4 or 5 candies in different formations to generate special candies!



How to play:

Combine special candies by switching them with each other for additional effect.



Go and give it a try!



Candy Crush

Style Guide

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Document Overview



This is a document that provides design guidelines on the brand **Candy Crush™**.



It provides a framework for all design, future iterations, licensing and merchandising that are created externally under the **Candy Crush brand**.



The design guidelines are here to **protect the brand**, streamline the vision and **create synergy** in **Candy Crush** content worldwide.

Candy Crush Logo

Approved Logos



CandyCrushSaga_Logo.ai



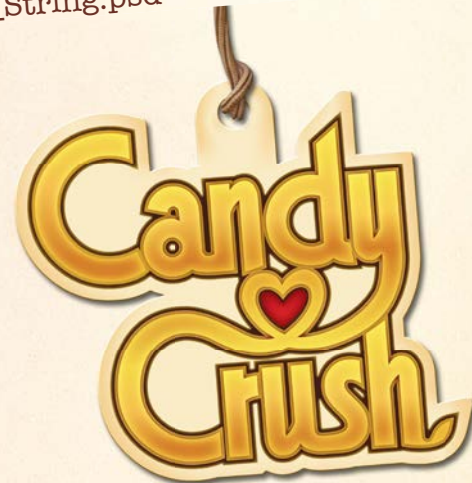
CandyCrushSaga_Logo_String.psd



CandyCrush_Logo.ai



CandyCrush_Logo_Simple.ai



CandyCrush_Logo_String.psd



Candy Crush Logo

Logo Usage

When referencing Candy Crush the game, always use the Candy Crush Saga logo.



When referencing Candy Crush the brand, always use the Candy Crush logo (without the tag).



Candy Crush Logo

Country Usage

Worldwide



Japan Only

Please note that the Saga logo is NOT to be used in Japan.



China Only

In China, we use the Candy Crush Saga logo accompanied with the localised translation.



糖果传奇

Candy Crush Logo

App Icons

Worldwide



CCS_Facebook_Icon.png
CCS_iOS7_Icon.png



CCS_Android_Icon.png

Korea



CCS_Kakao_Icon.png

China



CCS_Tencent_Icon.png

Heading: Available to download online www.fonts2u.com (Fees may apply)

Font Banana Split

***A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z***

abcdefghijklmnopqrstuvwxyz

0 1 2 3 4 5 6 7 8 9

Sub-Heading: Available to download online www.fonts.com (Fees may apply)

ITC American Typewriter Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Body Copy: True Type font available to download online www.ufonts.com

American Typewriter Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Font Guidelines

Primary Font:

Use the font "PT Banana Split" for: Titles, headings, captions, calls to action.

Simplified

Sweet!

C:06 M:07 Y:79 K:00
R:248 G:223 B:74

C:11 M:53 Y:100 K:00
R:224 G:137 B:0

C:39 M:80 Y:80 K:50
R:104 G:47 B:36

Yellow Gradient

Dark at the bottom light at the top.

Brown Stroke

Keep the stroke size proportionate to the above example.



Balancing gradients can be tricky. The "naked eye" is usually the best way to match the colours.

Glossy

Sweet!

This is a more detailed version which you can find in the asset pack under "LEXICON"

Brown Stroke

Yellow Gradient

Inner Glow

Outer Glow

Font Guidelines

Primary Font:

You can change the colour of the primary font to suit your design.
Use block colours from the colour palette, like the examples below.

**Call Out
Here!**

Colour

Cream Stroke - PS 7499c

Green Fill - PS 361c

**Call Out
Here!**

Colour

Brown Stroke - PS 483c

Pink Fill - PS 230c

Effects: Use stroke and dropshadow only please.

Secondary Font:

Use the “American Typewriter” font for subtitles and body copy.
You can use any colour from the colour palette that suits your design.



Colour Palette

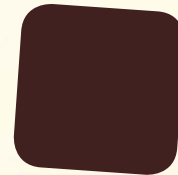
Logo:



Pantone: 7404c
C:04 M:11 Y:84 K:00
R:246 G:216 B:73



Pantone: 7570c
C:14 M:57 Y:98 K:01
R:214 G:128 B:42



Pantone: 4975c
C:48 M:76 Y:77 K:69
R:64 G:32 B:23



Pantone: 7555c
C:15 M:34 Y:99 K:00
R:218 G:166 B:43



Pantone: 185c
C:04 M:97 Y:93 K:00
R:229 G:41 B:44



Pantone: 7499c
C:04 M:08 Y:29 K:00
R:243 G:227 B:188



Pantone: 4975c
C:48 M:76 Y:77 K:69
R:64 G:32 B:23



Pantone: 7567c
C:29 M:66 Y:86 K:24
R:149 G:88 B:50



Pantone: 185c
C:04 M:97 Y:93 K:00
R:229 G:41 B:44



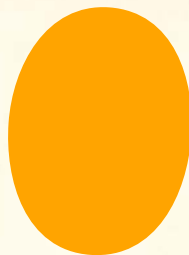
Pantone: 7549c
C:03 M:30 Y:100 K:00
R:245 G:182 B:25

Colour Palette

Primary Colours:



Pantone: 1788c
C:02 M:100 Y:100 K:01
R:229 G:10 B:5



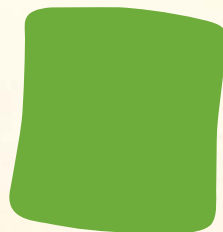
Pantone: 137c
C:00 M:52 Y:100 K:00
R:255 G:143 B:11



Pantone: 1685c
C:31 M:79 Y:100 K:33
R:130 G:60 B:28



Pantone: 109c
C:01 M:13 Y:100 K:00
R:255 G:212 B:0



Pantone: 361c
C:78 M:00 Y:100 K:00
R:50 G:179 B:1



Pantone: 2727c
C:74 M:43 Y:00 K:00
R:21 G:144 B:255



Pantone: 2582c
C:42 M:84 Y:00 K:00
R:206 G:0 B:245



Colour Palette

Secondary Colours:



Pantone: 230c
C:03 M:45 Y:00 K:00
R:227 G:165 B:211



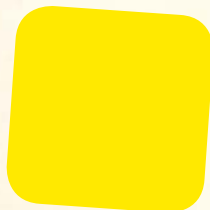
Pantone: 806c
C:00 M:80 Y:00 K:00
R:242 G:65 B:175



Pantone: 7636c
C:18 M:97 Y:57 K:03
R:168 G:31 B:73



Pantone: 375c
C:50 M:00 Y:99 K:00
R:169 G:212 B:44



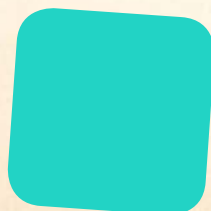
Pantone: 803c
C:00 M:06 Y:90 K:00
R:255 G:232 B:42



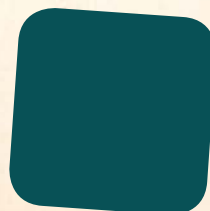
Pantone: Bright Orange c
C:00 M:74 Y:99 K:00
R:231 G:95 B:0



Pantone: 0821c
C:54 M:00 Y:05 K:00
R:147 G:206 B:233

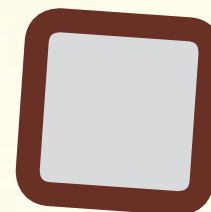


Pantone: 3255c
C:66 M:00 Y:32 K:00
R:122 G:210 B:196



Pantone: 7476c
C:89 M:52 Y:52 K:33
R:47 G:81 B:86

Stroke Colours:



Pantone: 483c
C:39 M:80 Y:80 K:50
R:92 G:50 B:41



Pantone: 7499c
C:07 M:09 Y:37 K:00
R:238 G:227 B:178



Pantone: N/A
C:00 M:00 Y:00 K:00
R:255 G:255 B:255

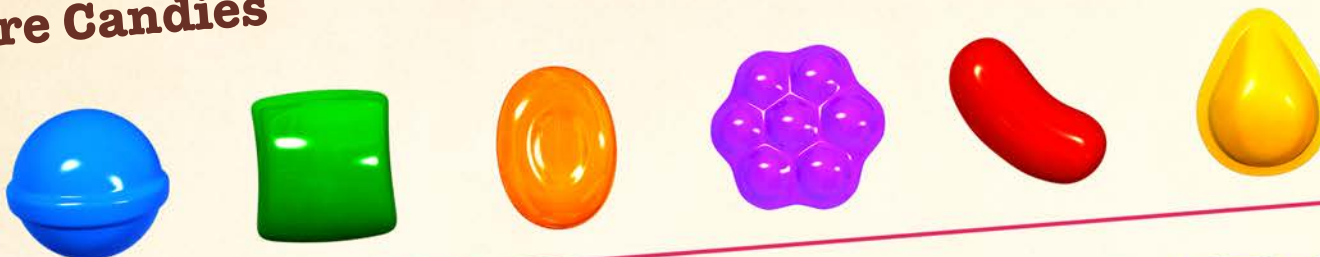


Only use stroke
colours for
outlining text
please!

Candies

Core Candies

Plain:



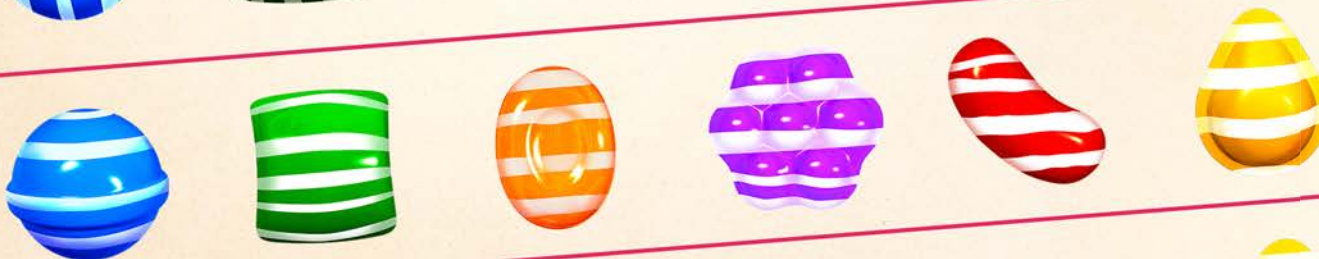
Wrapped:



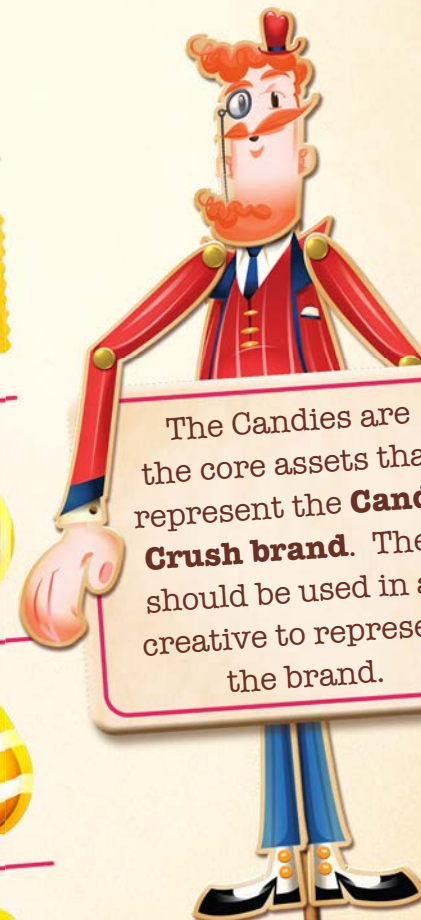
Striped
Vertical:



Striped
Horizontal:



Zoom:



The Candies are the core assets that represent the **Candy Crush brand**. They should be used in all creative to represent the brand.

Candies

Core Candies... Continued

Fish:



Wrapped
Fish:



Striped
Fish:



Lucky
Candy:



Mystery
Candy:



Candies

Boosters / Charms

Colour Bomb



Paintbrush



Mix Paper Bag



Booster
5 Switch



Coconut
Liquorice



Frozen
Alarm Clock



Teeth



Booster
15 Time



Free Switcher
Hand



+ 3 Heart
Charm



Booster
Fish



Booster
Lollipop



In Game Element:

Teleporter



Dropdown Mode Graphics:

Cherry



Hazelnut



Candies

Blockers

Chocolate
Blocker



Liquorice
Blocker



Locked
Objects Blocker



Frosting
Blocker



Frosting
Layered 1



Frosting
Layered 2



Frosting
Layered 3



Frosting
Layered 4



Frosting
Layered 5



Marmalade



Chocolate
Fountain



Approved Art Style



The approved art style for all characters is the **“Paper Puppet Show”** style.

See how Tiffi has...

- A paper outline around each body part
- Gold pins to hold paper limbs in place
- A bevel/emboss around the edge
- A drop shadow to add depth
- A satin effect on the paper

To Stick or not to Stick?

Avoid using sticks if the characters are at the top of the image. Whilst we prefer that you use the characters on sticks, we are happy for you to use them without if this is creatively appropriate for your design. The sticks work best when characters are at the bottom of a page.

If you're unsure, please contact the Global Brand Team for help.

Gore Characters



Mr. Toffee and **Tiffi** are the iconic characters in **Candy Crush**.

Where appropriate **Tiffi** and **Mr. Toffee** should be used as well as the candies to represent the brand.

A selection of **secondary** and **tertiary** characters are available for promotional activity, which are associated with the approved worlds in **Candy Crush Saga**.

Gore Characters



Tiffi Toffee

Sweet little **Tiffi** was found in a candy bag and was brought up by **Mr. Toffee** in his Candy Store. **Tiffi** loves to explore so she sets off through the **Chocolate Mountains** to begin her magical, candylicious adventures.

Along her journey she stops to help some quirky characters and meets some even kookier animals, not to mention the mischievous **Bubblegum Troll** who always keeps her on her toes!

Gore Characters

Tiffi Toffee



Tiffi_Happy.png



Tiffi_Surprised.png



Tiffi_Neutral.png



Tiffi_ThumbsUp.png



Tiffi_Pointing.png



Tiffi_Running.png



Tiffi_Sad.png

Editable PSD file "Tiffi_All Poses"

Gore Characters

Tiffi in Costume



Tiffi_Diving.png



Tiffi_Ninja.png



Tiffi_MedicineGirl.png



Tiffi_Sherlock.png



Tiffi_Construction.png



Tiffi_Cowgirl.png



Tiffi_Cap.png

Editable PSD file "Tiffi_All Poses"

Gore Characters



Mr. Toffee

Mr. Toffee is our quirky yet knowledgeable guide and mentor who runs the Candy Store in **Candy Town**. The magical day when **Mr. Toffee** found **Tiffi** was the best day of his life and since then he has dedicated much of his time teaching **Tiffi** about the **Candy Kingdom**.

He is worldly and intelligent yet modest and is always happy to help point people in the right direction (quite literally) because that's just the nice kind of guy he is! Everyone loves **Mr. Toffee** not only because he's helpful but because he sells the best sweets in the whole of the **Candy Kingdom**.

Gore Characters

Mr. Toffee



MrToffee_Neutral.png



MrToffee_Happy.png



MrToffee_Sad.png

Gore Characters

Mr. Toffee



MrToffee_Gesture.png



MrToffee_Surprised.png



MrToffee_ThumbsUp.png

Editable PSD file "MrToffee_All Poses.psd"

Secondary Characters



Yeti

Yeti is **Tiffi's best friend** in the **Candy Kingdom** and is by her side through all her adventures.

He's definitely the coolest guy in **Candy Town**, so laid back he's practically horizontal!

He's really likeable but a little slow to respond sometimes. Legend has it, it's because he's busy eating delicious chocolate in his home in the **Chocolate Mountains**. It's really hard to get him to stop because they are just so yummy!

Secondary Characters

Yeti - Chocolate Mountains



Yeti_Happy.png



Yeti_Sad.png



Yeti_Sick.png



Yeti_SuperHappy.png



Yeti_Thinking.png



Yeti_Tired.png



Yeti_EyesClosed.png



Yeti_Unsure.png

Editable PSD file "Yeti_All Poses.psd"

Secondary Characters



Bubblegum Troll

No **Candy Kingdom** would be complete without a cheeky troublesome troll. Over the **Easter Bunny Hills**, lurking under the **Bubblegum Bridge**, you will find the naughty **Bubblegum Troll**!

He's a cheeky little guy and always looking to try and sabotage **Tiffi's** helpful deeds for her friends.

Though he's mischievous, he's quite kind really, so the people of **Candy Kingdom** love him. Sometimes he does come in quite useful in tricky situations.

Secondary Characters

Bubblegum Troll - Bubblegum Bridge



BubblegumTroll_Happy.png



BubblegumTroll_Cunning.png



BubblegumTroll_Reach.png



BubblegumTroll_Cowboy.png

Editable PSD file "BubblegumTroll_All Poses.psd"

Secondary Characters



Dragon

South of the **Chocolate Mountains** lies the **Lemonade Lake**, home to our friendly **Dragon**.

The **Candy Kingdom Dragon** is the exception to the rule because he's **happy**, helpful and doesn't breathe fire. It's not that he doesn't want to, it's just that he can't! Living in the **Lemonade Lake** means that he's constantly drinking delicious **sugary** pop, so he's full of **fizz** rather than fire!

Secondary Characters

Dragon - Lemonade Lake



Dragon_Neutral.png



Dragon_Happy.png



Dragon_Sad.png

Editable PSD file "Dragon_All Poses.psd"

Tertiary Characters

Easter Bunny - Easter Bunny Hills



EasterBunny_Happy.png



EasterBunny_Sad.png

Cow- Chocolate Barn



Cow_Happy.png



Cow_Sad.png

Unicorn - Lollipop Forest



Unicorn_Happy.png



Unicorn_Sad.png

Toothfairy - Pearly White Plains



ToothFairy_Happy.png



ToothFairy_Sad.png

Editable PSD files: "EasterBunny_All Poses.psd", "Unicorn_All Poses.psd",
"Cow_All Poses.psd", "ToothFairy_All Poses.psd"

Other Characters

Robot - Candy Factory



Robot_Happy.png



Robot_Sleep.png

Alien - Salty Canyon



Alien_Happy.png



Alien_Sad.png

Octopus - Wafer Wharf



Octopus_Happy.png



Octopus_Sad.png

Genie - Peppermint Palace



Genie_Happy.png



Genie_Sad.png

Editable PSD files: "Robot_All Poses.psd", "Alien_All Poses.psd",
"Octopus_All Poses.psd", "Genie_All Poses.psd"

Other Characters

...Continued

Mummy - Pastille Pyramid



Mummy_Happy.png



Mummy_Sad.png

Clown - Cupcake Carnival



Clown_Happy.png



Clown_Sad.png

Vampire - Crunchy Castle



Vampire_Happy.png



Vampire_Sad.png

Polar Bear - Delicious Drifts



PolarBear_Happy.png

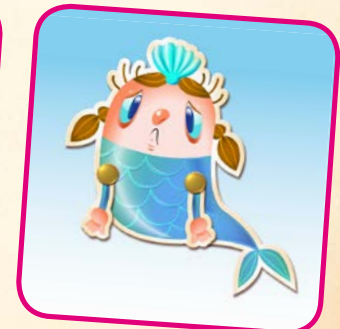


PolarBear_Sad.png

Mermaid - Savoury Shores



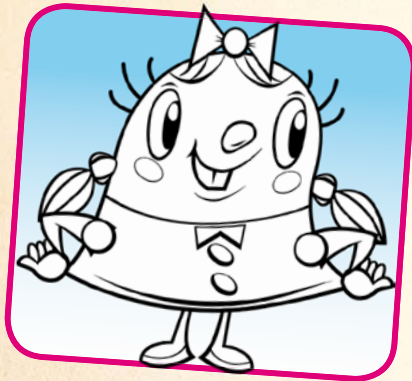
Mermaid_Happy.png



Mermaid_Sad.png

Editable PSD files: "Mummy_All Poses.psd", "Clown_All Poses.psd", "Vampire_All Poses.psd",
"PolarBear_All Poses.psd", "Mermaid_All Poses.psd"

Line Drawings



Tiffi_Outline_Neutral.png



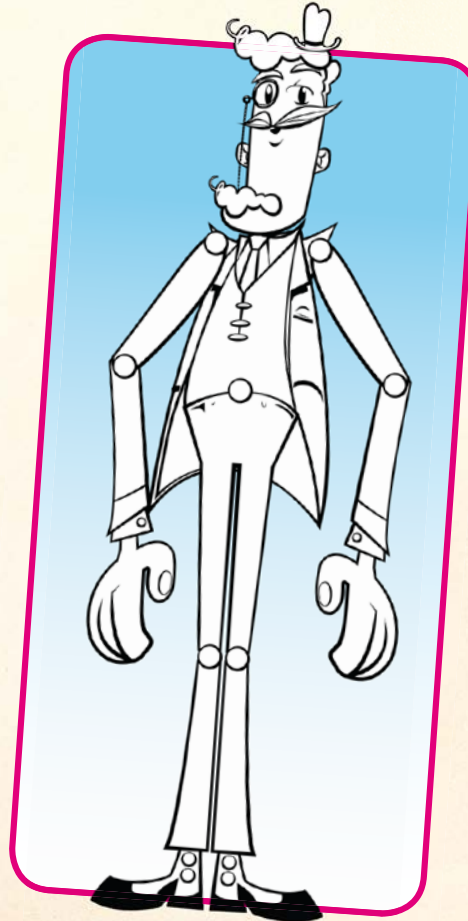
Tiffi_Outline_Happy.png



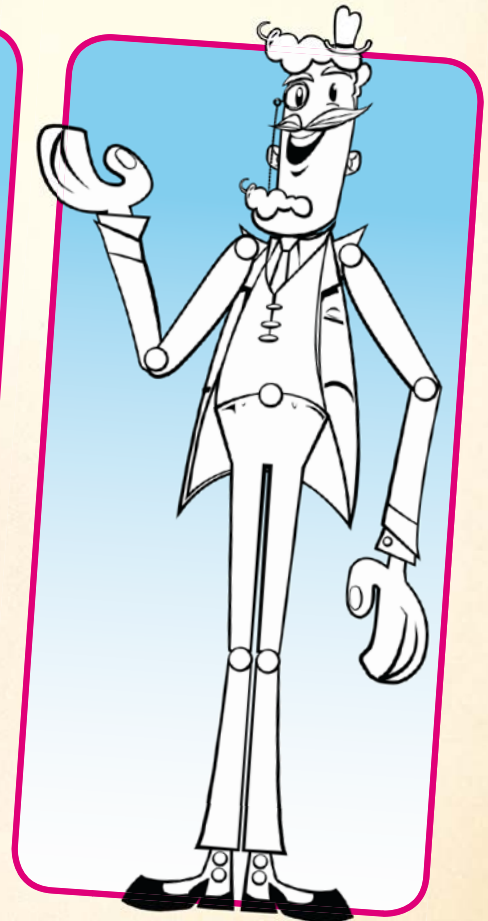
Yeti_Outline_Happy.png



Yeti_Outline_SuperHappy.png



MrToffee_Outline_Neutral.png



MrToffee_Outline_Happy.png

Character Rules

Scaling

1.



Keep characters in proportion to each other (see size guide section).

Placement

2.



Tiffi and Mr. Toffee can appear alongside any other character in any of the game environments.

Cropping

3.



When cropping characters make sure it is at an appropriate point (i.e. at the waist).



Character Rules

...Continued

Flipping

4.



Do not flip Candy Crush characters.

Placement

6.



Do not mix characters so they appear in other environments other than their own.

Hiding

5.



Do not obscure the Candy Crush characters with other artwork.



Size Guide

Core Characters

3

2

1

0



Easy!
Tiffi (without her bow) is
always one third as tall
as **Mr. Toffee**



Size Guide

Secondary Characters

2

1

0



Size Guide

Tertiary Characters

2

1

0



Approved Worlds

These are the 8 Approved Backgrounds & Worlds to use in initial marketing to reinforce the brand.


 **01** Candy Town

 **03** Lemonade Lake

 **04** Chocolate Mountains

 **05** Lollipop Forest

 **06** Easter Bunny Hills

 **07** Bubblegum Bridge

 **17** Chocolate Barn

 **20** Candy Clouds

Other Worlds

All other worlds and levels can be used internally.



Approved Worlds

In-Game Levels



01. Candy Town



03. Lemonade Lake



06. Easter Bunny Hills



07. Bubblegum Bridge



04. Chocolate Mountains



05. Lollipop Forest



17. Chocolate Barn



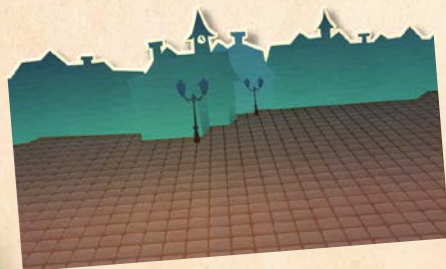
20. Candy Clouds

Approved Worlds

01. Candy Town



01_CandyTown.psd



01_CandyTown_Skyline.png



01_CandyTown_Sky.png



01_CandyTown_Lampost1.png



01_CandyTown_Lampost1.png



01_CandyTown_Trolley.png



01_CandyTown_House1.png



01_CandyTown_House2.png



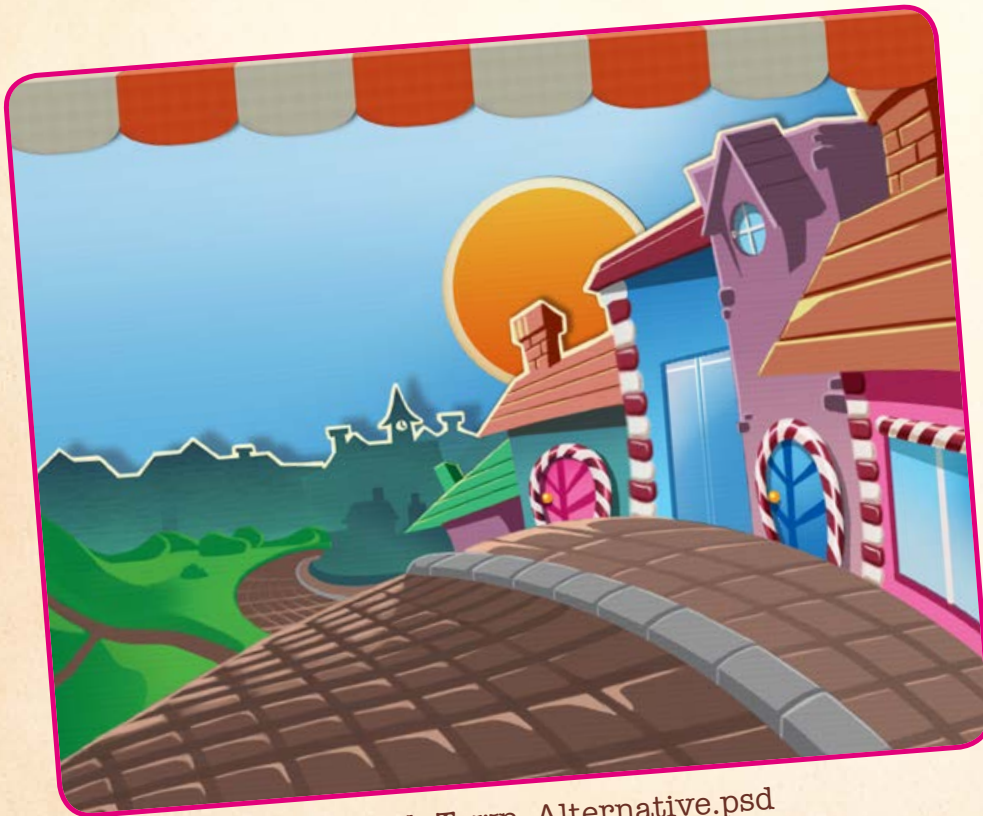
01_CandyTown_Fountain.png



01_CandyTown_Awning.png

Approved Worlds

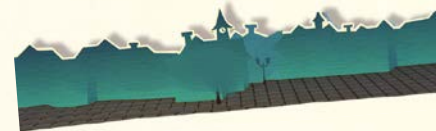
01. Candy Town (alternative)



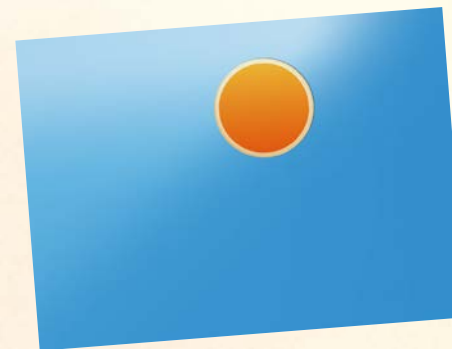
01_CandyTown_Alternative.psd



01_CandyTown_Alt_Awning.png



01_CandyTown_Alt_PaperHouses.png



01_CandyTown_Alt_Sky.png



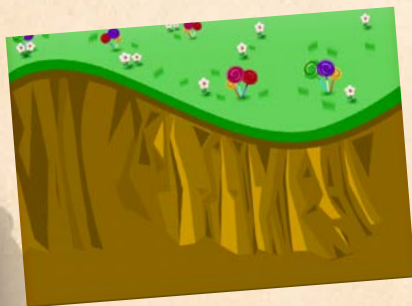
01_CandyTown_Alt_Foreground.png

Approved Worlds

03. Lemonade Lake



03_LemonadeLake.psd



03_LemonadeLake_Riverbank.png



03_LemonadeLake_Lake.png



03_LemonadeLake_Pipe.png



03_LemonadeLake_Falls.png



03_LemonadeLake_Awning.png



03_LemonadeLake_Puddles.png



03_LemonadeLake_Rock_1.png



03_LemonadeLake_Rock_2.png



03_LemonadeLake_Flowers.png



03_LemonadeLake_Lollies.png



Dragon_Happy_Stick.png

Approved Worlds

04. Chocolate Mountains



04_ChocolateMountains.psd



04_ChocolateMountains_Awning.png



04_ChocolateMountains_Cloud_Small.png



04_ChocolateMountains_Cloud_Big.png



04_ChocolateMountains_Sun.png



04_ChocolateMountains_Mountains.png



04_ChocolateMountains_Sky.png



Yeti_Happy_Stick.png

Approved Worlds

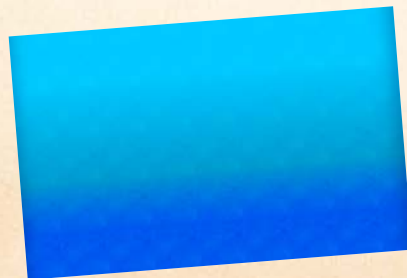
05. Lollipop Forest



05_LollipopForest.psd



05_LollipopForest_Foreground.png



05_LollipopForest_Sky.png



05_LollipopForest_Cloud.png



05_LollipopForest_Flower.png



05_LollipopForest_Lollipops_1.png



05_LollipopForest_Lollipops_2.png



05_LollipopForest_Tree_1.png



05_LollipopForest_Tree_2.png



05_LollipopForest_LolliTree.png



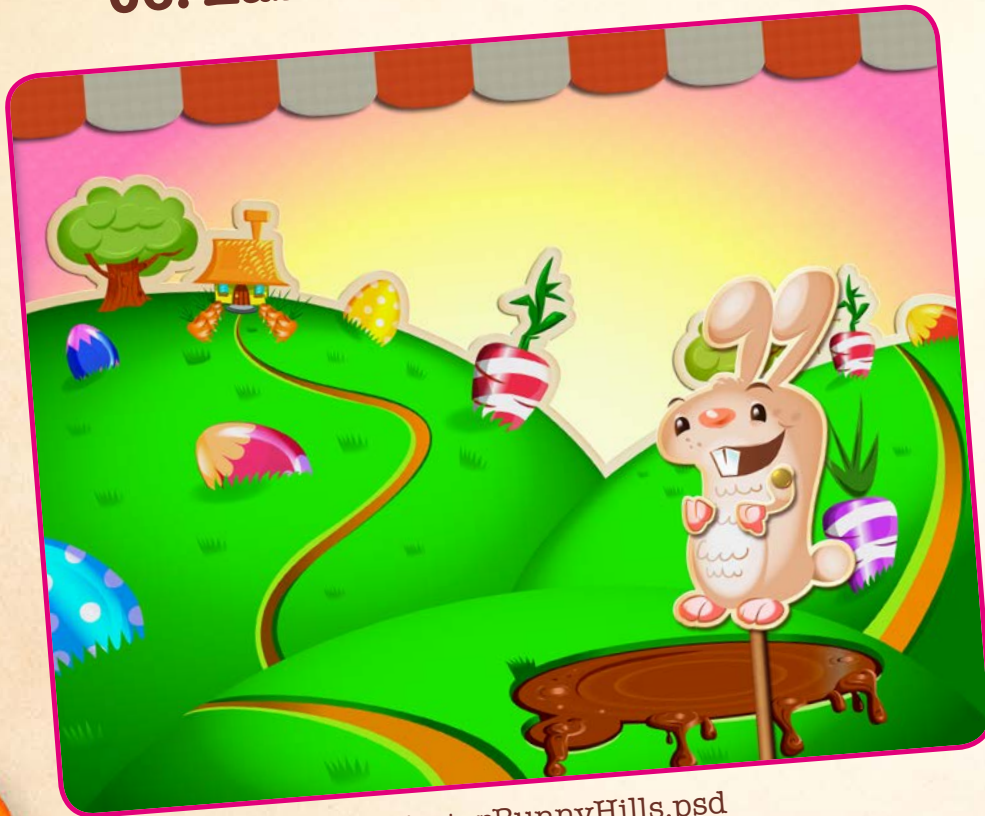
05_LollipopForest_Awning.png



Unicorn_Happy_Stick.png

Approved Worlds

06. Easter Bunny Hills



06_EasterBunnyHills.psd



06_EasterBunnyHills_Foreground.png



06_EasterBunnyHills_Sky.png



06_EasterBunnyHills_Carrot_1.png



06_EasterBunnyHills_Carrot_2.png



06_EasterBunnyHills_House.png



06_EasterBunnyHills_Blue_Egg.png



06_EasterBunnyHills_Pink-Egg.png



06_EasterBunnyHills_Red-Egg.png



06_EasterBunnyHills_Yellow_Egg.png



EasterBunny_Happy_Stick.png



06_EasterBunnyHills_Awning.png

Approved Worlds

07. Bubblegum Bridge



07_BubblegumBridge.psd



07_BubblegumBridge_Cloud_1.png



07_BubblegumBridge_Cloud_2.png



07_BubblegumBridge_Rock.png



07_BubblegumBridge_Bridge.png



BubblegumTroll_Happy_Stick.png



07_BubblegumBridge_Awning.png

Approved Worlds

17. Chocolate Barn



17_ChocolateBarn.psd



17_ChocolateBarn_Foreground.png



17_ChocolateBarn_Sky.png



17_ChocolateBarn_Awning.png



17_ChocolateBarn_Fence.png



17_ChocolateBarn_Grass.png



17_ChocolateBarn_House.png



17_ChocolateBarn_Chocolates.png



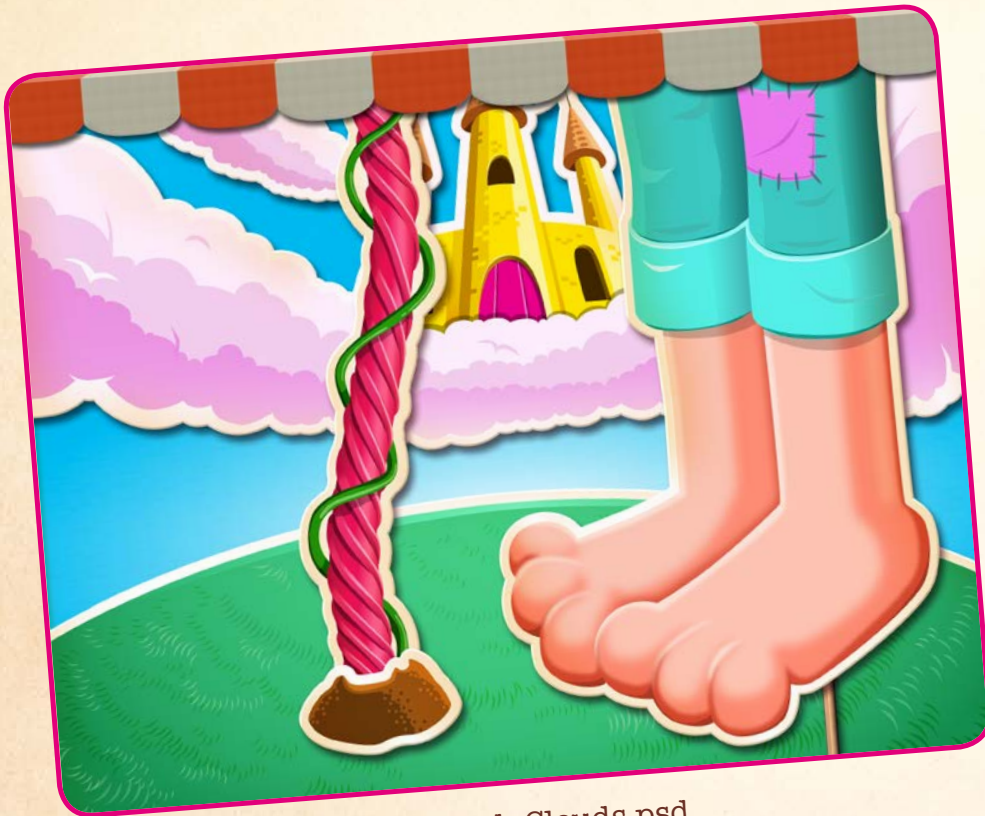
17_ChocolateBarn_Sign-Post.png



Cow_Happy_Stick.png

Approved Worlds

20. Candy Clouds



20_CandyClouds.psd



20_CandyClouds_Cloud-Castle.png



20_CandyClouds_background.png



20_CandyClouds_Awning.png



20_CandyClouds_Candy stalk dirt.png



20_CandyClouds_Foreground.png



20_CandyClouds_Candy stalk.png



20_CandyClouds_Giant feet.png



Other Worlds

Available on request



02_Candy Factory.psd



08_Salty Canyon.psd



09_Peppermint Palace.psd



10_Wafer Wharf.psd



11_Gingerbread Glade.psd



12_Pastille Pyramid.psd



13_Cupcake Carnival.psd



14_Caramel Cove.psd



15_Sweet Surprise.psd



16_Crunchy Castle.psd



18_Delicious Drifts.psd



19_Holiday Hut.psd

Other Worlds

... Continued



21_Jelly Jungle.psd



22_Savoury Shores.psd



23_Munchy Monolith.psd



24_Pearly White Plains.psd



25_Fudge Islands.psd



26_Pudding Pagoda.psd



27_Liquorice Towers.psd



28_80's Rock Candy.psd



29_Soda Swamp.psd



30_Rainbow Runway.psd



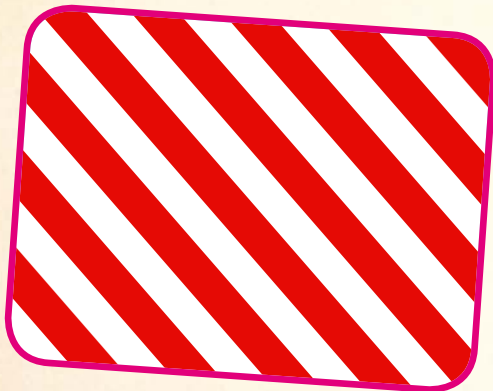
31_Butterscotch Boulders.psd



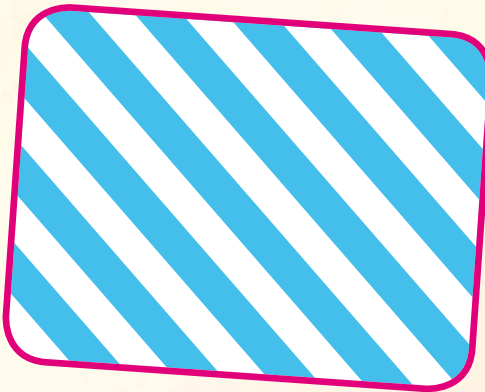
32_Sugary Shire.psd

Approved Backgrounds

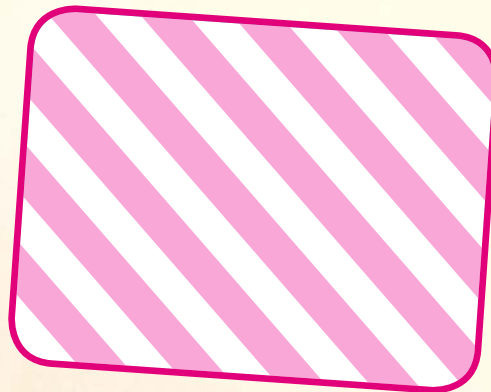
Stripey Backgrounds



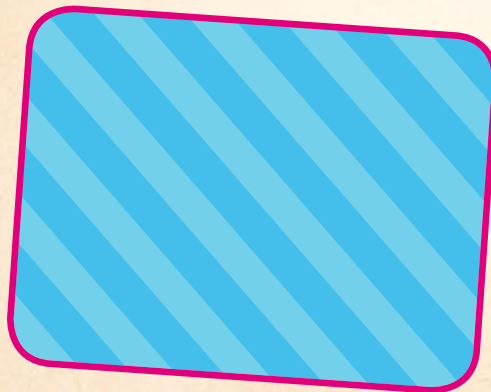
Stripes_Red&White



Stripes_Blue&White



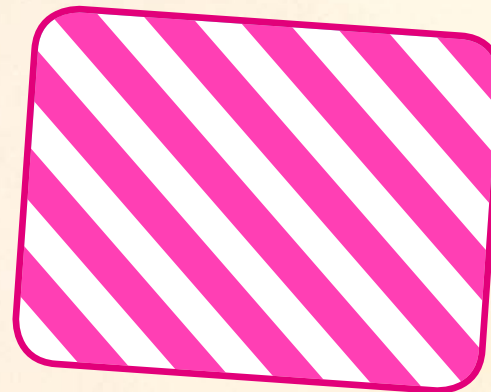
Stripes_Pink&White



Stripes_Blue&Aqua



Stripes_Fuscia&Pink



Stripes_Fuscia&White

All stripey backgrounds can be found in "StripeyBackgrounds_All.ai"

Approved Backgrounds

Landscape Backgrounds



Skyline_Blue.psd



Skyline_Green.psd



Skyline_Pink.psd



Landscape_Hills.psd

Approved Backgrounds

Gradient Backgrounds



Gradients_Multi-coloured.psd



Gradients_YellowPurple.psd



Gradients_Blue.psd



Gradients_PinkPurple.psd



The bottom two gradients can be used with or without the white burst, it's up to you!

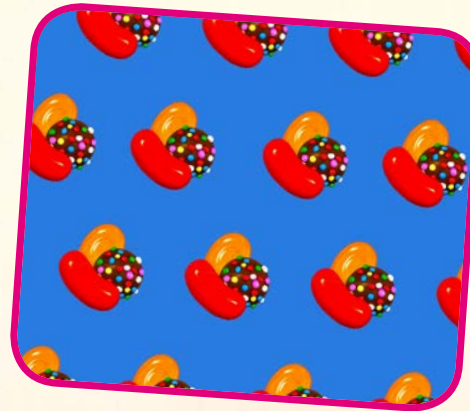
Patterns



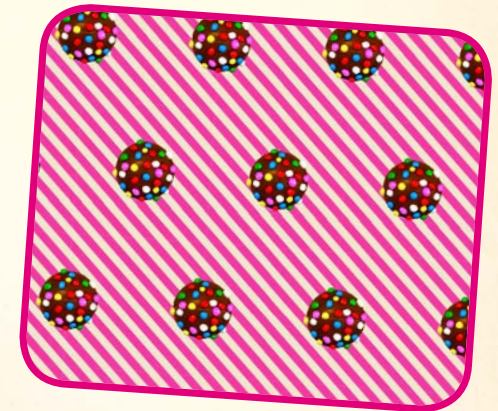
Clouds.ai



Cluster_Mint.ai



Cluster_Blue.ai



Colourbomb_Stripes.ai



Lollipops.ai



Sweets_Fuscia.ai



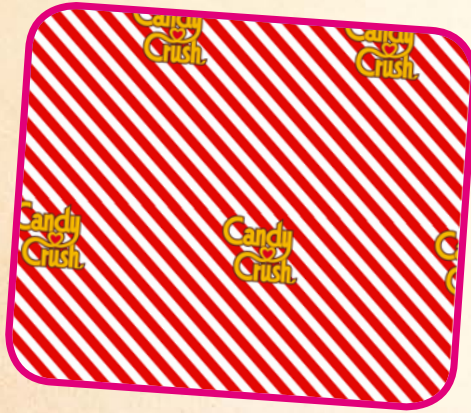
Sweets_Aqua.ai



Yeti_Stripes.ai

Patterns

... Continued



Logo_Stripes.ai



Logo_Pinripes..ai



Candy_Zoom.ai



ColourBomb.ai



Fish.ai



GameBoard.ai



Tiffi_Lollipop.ai

Icons / Call Outs



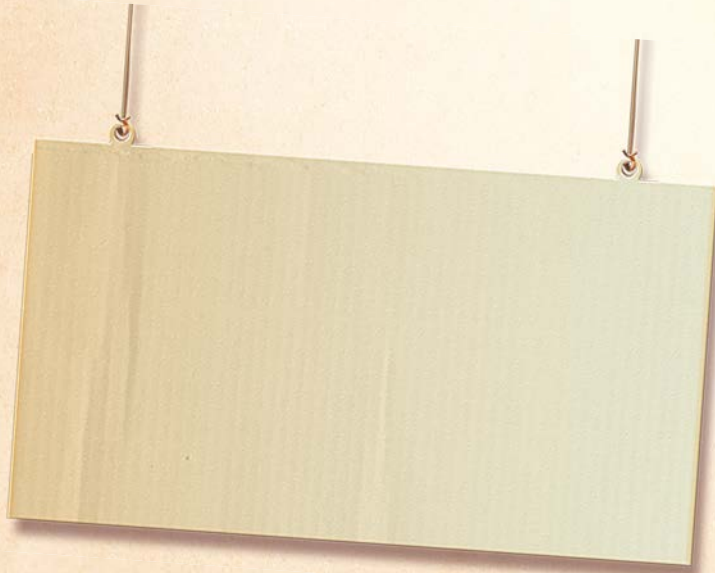
Hanging Sign.psd



Awning_Red&White.eps



Gold Stamp.psd



Hanging Board.psd



Lollipop.psd



Sign On Stick.psd



Icons / Call Outs

...Continued



Candy Frame_Plain.psd



Candy Frame_Glossy.psd



Sparkles.psd



StarGreen_front.png



StarRed_front.png



StarYellow_front.png



Close Button.psd



StarGreen_perspective.png



StarRed_perspective.png



StarYellow_perspective.png



Heart_Pink.psd



Scroll Banner.psd



Heart_Pink_Sad.psd

Brand Lexicon

Key Candy Crush phrases that can be used in Marketing.

Divine! Sweet!

Tasty! Delicious!

Sugar Crush!

Map / Journey



CCS_Map.jpg

Sample Screenshots



Screenshot 01.png



Screenshot 02.png



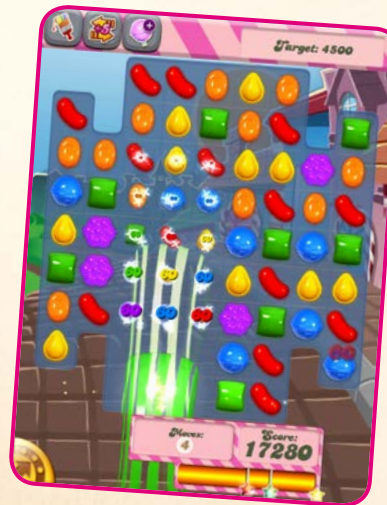
Screenshot 03.png



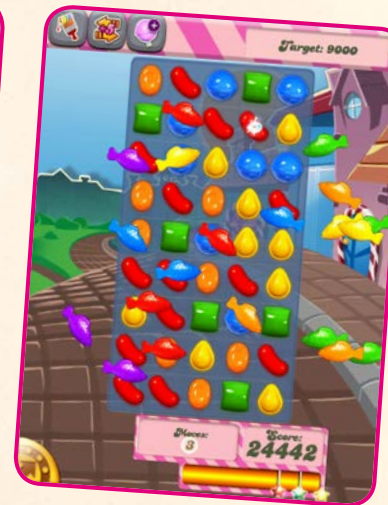
Screenshot 04.png



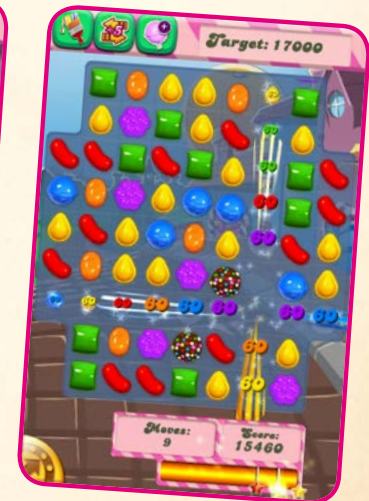
Screenshot 05.png



Screenshot 06.png



Screenshot 07.png



Screenshot 08.png

Merchandise

Do's and Don'ts

Correct
logo used



Nice bold
background



Information
easy to read



Characters
are big



Candies are
present



Yes!

Merchandise

Do's and Don'ts

Logo has been altered



Layout is too busy/fragmented



Fonts used that are not in styleguide



Colours of candies have been changed



Character too small



Character's legs are cut off



No!

Merchandise

Examples



iPhone 5 Covers



iPad mini Cover



Electric Mixer



Folded Towel

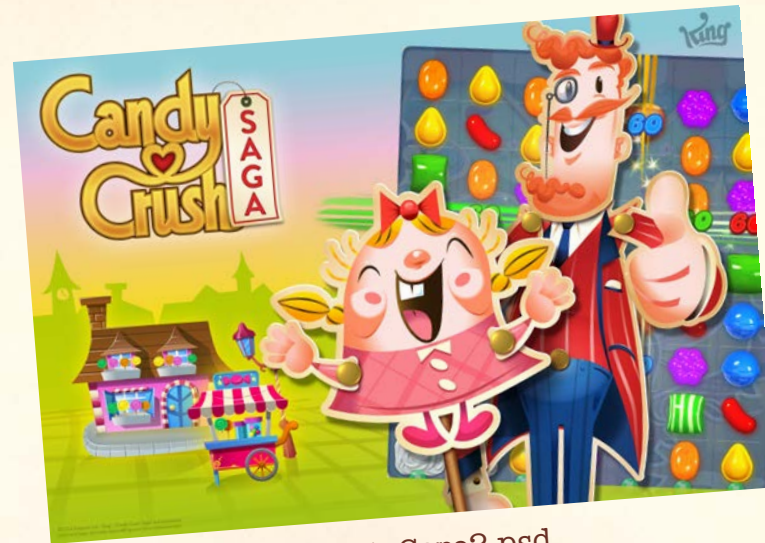
- Refer to Brand Values (p11) and Personality (p12) when designing your merchandise.
- Let the guidelines inspire you.
- Make it look premium.
- Remember, it's all in the detail!

Please contact the Global Brand Team for further help if required.

Approved Key Art



Key Art_Core1.psd



Key Art_Core2.psd



Key Art_Core3.psd

Individual elements can be extracted from the editable PSD files

Approved Key Art

... Continued



Key Art_Candies.psd



Key Art_Tiffi&Bubblegum.psd



Key Art_Tiffi&Yeti.psd

Individual elements can be extracted from the editable PSD files

Approved Key Art

Birthday



Birthday_KeyArt_1.psd



Birthday_KeyArt_2.psd

Approved seasonal artwork is a special occasion where characters can visit each others worlds!

Individual elements can be extracted from the editable PSD files

Approved Key Art

Valentines



Valentines_1_CandyClouds.psd



Valentines_2_RainbowRunway.psd

Individual elements can be extracted from the editable PSD files

Approved Key Art

Easter



Easter_1_EasterBunnyHills.psd



Easter_2_ChocolateBarn.psd

Individual elements can be extracted from the editable PSD files

Approved Key Art

Summer



Summer_1_WaferWharf.psd



Summer_2_SugaryShire.psd

Individual elements can be extracted from the editable PSD files

Approved Key Art

Halloween



Halloween_1_CrunchyCastle.psd



Halloween_2_GingerbreadGlade.psd

Individual elements can be extracted from the editable PSD files

Approved Key Art

Winter



Winter_1_DeliciousDrifts.psd



Winter_2_CandyTown.psd

Individual elements can be extracted from the editable PSD files

Approved Key Art

Christmas



Christmas_KeyArt_1.psd



Christmas_KeyArt_2.psd

Individual elements can be extracted from the editable PSD files

Candy Crush

Dreamworld



Contents Page

Dreamworld

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Odus the Owl	108
Lexicon.....	109
Approved Worlds.....	110
Approved Key Art.....	111
Screenshots	112
Approval Contacts	113
The End.....	114



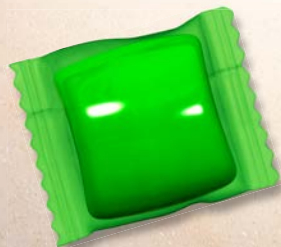
Game Mode Overview



Pass level 50 in Candy Crush Saga to unlock Dreamworld, a magical new game mode.



Escape reality alongside an owl named Odus and drift off to a delicious place where you can experience new gameplay modes and explore dreamy new content.



Match colours wisely to balance the board and keep Odus perched on the crescent moon.

Gore Character

Odus the Owl



OdusNormal.png



OdusHappy.png



OdusScared.png



OdusSleeping.png



OdusFlying.png



OdusFalling.png



OdusBalancingRight.png



OdusBalancingLeft.png

Editable PSD file "Odus_All Poses.psd"

Lexicon

Moon Struck!

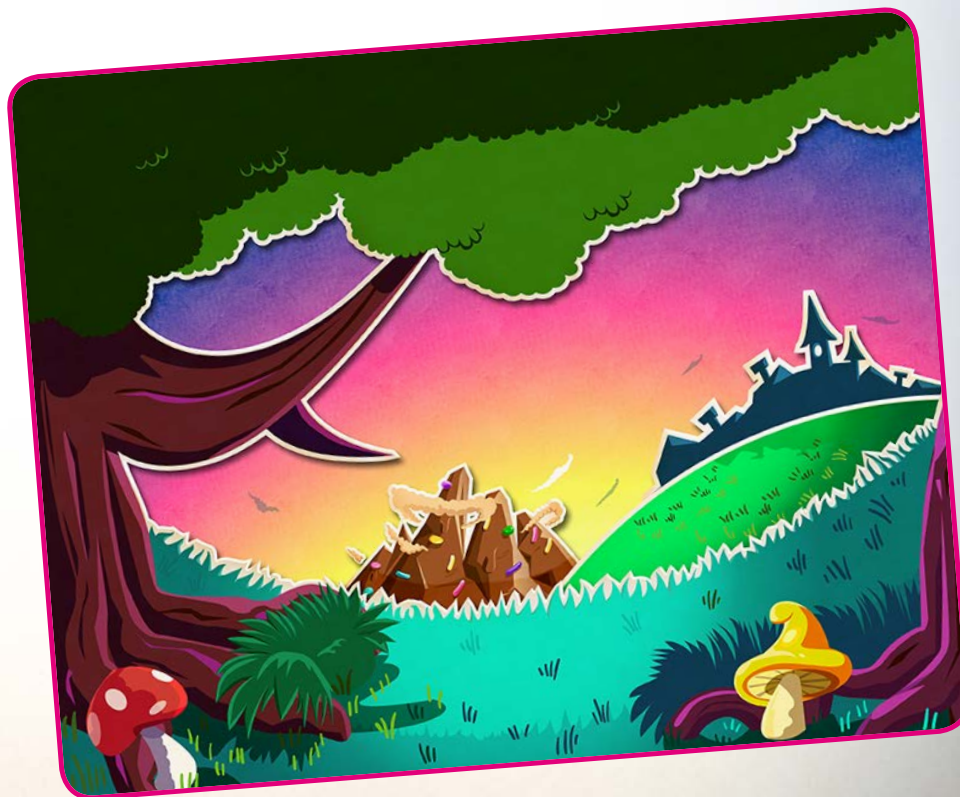
Lexicon_Moonstruck.psd

Approved Worlds

In-Game Levels



Aurora_Chocorealis.psd



Sleepy_Slopes.psd

Approved Key Art



Dreamworld_KeyArt_1.psd



Dreamworld_CottonCarnival.psd



Dreamworld_SleepySlopes.psd

Individual elements can be extracted from the editable PSD files

1-1-1

Sample Screenshots



DW_Screenshot_ColorBomb.png



DW_Screenshot_OrangeStriped.png



DW_Screenshot_YellowStriped.png

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