**LIST OF GRAPHIC IMAGES – in house record** 5.19.2016

See http://oozandoz.com/product/circus-kit/

**Company Name**:

1. OOZ & OZ

**Brand Name of Line**:

2A. Morph-O-Scopes (font: Copacetix) Long version

2B. Morph-O-Scopes (font: Copacetix) Stacked version

**Colorway**

Dominant color of the 2008 Circus Kit is bright green (see ‘08 Circus Kit box).

2008 box was printed CMYK, four-color process. The 4c recipe is: 55.0.85.0.

PMS color that matches best is: **THIS ONE** # 148F10? 368C? 359C?

Secondary colors: Orange FFBF00; Periwinkle: see sample in graphics file.

**Front and Back Panels Only. No Side Panels.**

Orientation: Landscape

Dimensions: 8-1/2” x 11” with 5/16” white border.

**Front Panel**

**Graphic Images**:

1. We are comfortable with the large scale of the front panel’s present concept image. It clearly shows a morph being colored and the child’s hand reflected in mirror. This photo will serve as a place-holder until our reshoot. If the designer feels that a cartoon character would serve objectives better than a photo of a child, the character must now be looking up directly at the parent/child user who will be holding the package.

Speech balloon may change.

* 1. Awards - display three of the toy’s 20 top honors, (perhaps with a partial list).

1. Product title – “Circus Kit” – will be more prominent.

2A, 2B.Brand name - Morph-O-Scopes - will reduce in size. It can appear as long version or stacked (see vector images) to accommodate panel design

1. Company logo - OOZ & OZ remains small and in a lower corner.
2. Barcode will be relocated to Back Panel.

**Back Panel**

**Graphic images/text:**

* 1. Nine Sample Circus “morph and cup set-ups”. 72 dpi - Use for position only. Caption each to show type of activity. For added interest vary individual background colors. Up to 32 Circus set-ups available if needed.

18A, 18B, 18C. “Easy Assembly” sequence of Mirror Decoder

1. Barcode
2. QR code
3. Made in USA (symbol with accompanying text)
4. Printed on Recycled Paper (symbol with accompanying text)
5. Printed with Soy Ink (symbol with accompanying text)

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MSDS ASTM (?)

**Competitor samples for possible illustration style**

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