



Modern Style Guide

SONIC™
THE HEDGEHOG



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BRAND INTRODUCTION

From the day Sonic The Hedgehog launched on June 23, 1991, Sonic quickly became one of the most popular characters around known for his super-fast speed, cool edgy character and readiness for all types of adventure. Since his debut, Sonic the Hedgehog has achieved over 75 million sales of video games worldwide and more than 25 million digital downloads on mobile. He is now one of the most recognized gaming icons around. In addition to video games, Sonic the Hedgehog enjoys huge success in areas such as toys, apparel and publishing, and has also been the star of multiple animated series.

The modern iteration of Sonic has changed little since his debut in 1998. Starring in bestselling titles such as Sonic Adventure, Sonic Colours and Mario and Sonic at the Olympic Games, he strongly resonates with demographics ages 14 and under. To date, the success and awareness of Sonic spans animations, video games on multiple platforms and merchandise, as well as resonating strongly amongst thriving fan communities and social media networks.



BRANDING



LOGOS



PMS 294
C:100 M:90 Y:10 K:0



GRADIENT, TOP
PMS 1375
C:0 M:40 Y:100 K:0
GRADIENT, BOTTOM
PROCESS YELLOW
C:0 M:0 Y:100 K:0



GRADIENT, TOP
PMS 485
C:0 M:100 Y:100 K:0
GRADIENT, BOTTOM
PMS 484
C:0 M:100 Y:100 K:50



WHITE
C:0 M:0 Y:0 K:0



PMS 7477
C:100 M:80 Y:60 K:0



PROCESS BLACK
C:0 M:0 Y:0 K:100

*sonic_logo_cmyk_colour.eps

- If you are placing the SONIC logo on a dark colour or scenic background, please ensure the TM is always readable. Choose between black or white and amend.
- Please do not amend the colours of the logo when using the TM versions.
- The logo can be broken apart and used in alternative colours for design, but this will then have to have the TM removed.
- Where printing restrictions apply please use the B&W logo. You may change one colour depending on design.

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LOGOS



sonic_logo_cmyk_colour.eps

- If you are placing the SONIC logo on a dark colour or scenic background, please ensure the ™ is always readable. Choose between black or white and amend.
- Please do not amend the colours of the logo when using the ™ versions.
- The logo can be broken apart and used in alternative colours for design, but this will then have to have the ™ removed.
- Where printing restrictions apply please use the B&W logo. You may change one colour depending on design.

TYPOGRAPHY

*Asphalt Black Condensed - myfonts.com

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

*Futura Condensed Extra Bold - myfonts.com

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

*Futura Bold - myfonts.com

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

*HEADER: Futura Extra Bold Condensed and Asphalt Black Condensed

*BODY: Futura Medium and Futura Bold

*ANNOTATIONS: Futura Medium

*©SEGA: Frutiger 55 Roman

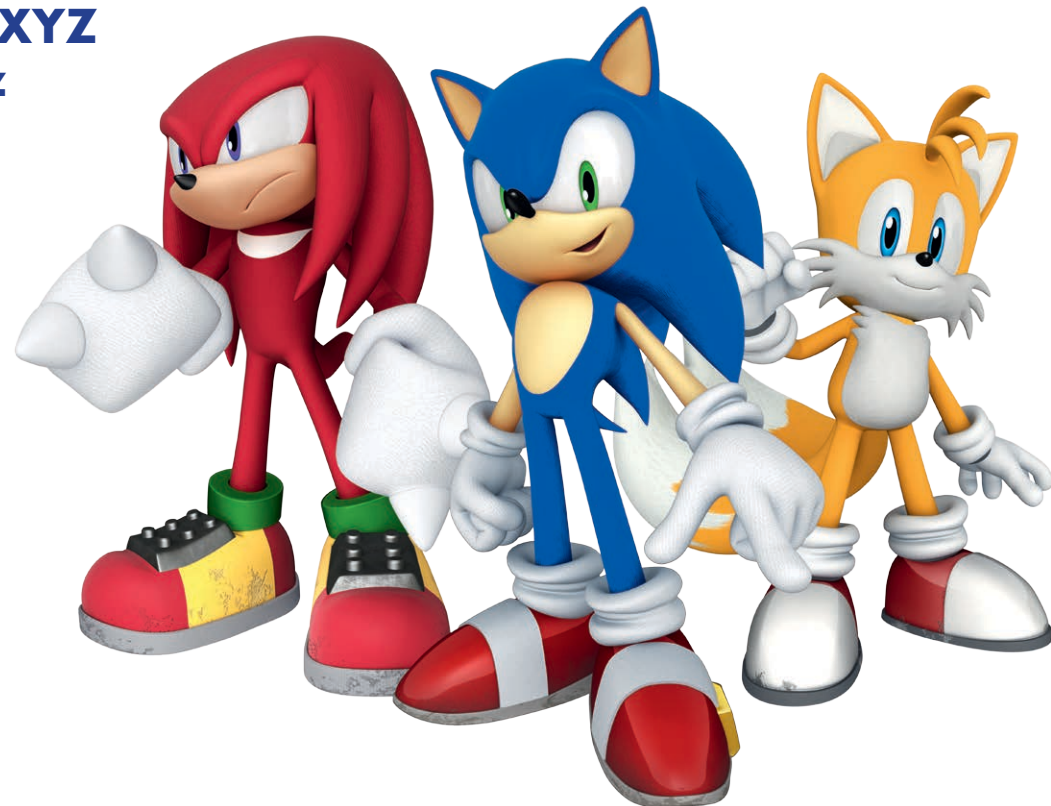
*Please note that SEGA does not own or supply fonts with any style guides. Please ensure you source/purchase the font through your company.

*Futura Medium - myfonts.com

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

*Frutiger 55 Roman - myfonts.com

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



PHRASES

SONIC

"I'm outta here!"
"Too easy!"
"Sonic speed!"
"Step it up!"
"Faster than the speed of sound!"
"Gotta go fast"

TAILS

"Time to fly!"
"I can do it!"

DR. EGGMAN

"Think you can beat me?"
"The world is mine!"
"I hate that hedgehog!"
"I'll get you Sonic!"

KNUCKLES

"No time for games"

AMY ROSE

"Have no fear!"
"You can do it Sonic!"

SHADOW

"Chaos... Control"
"Unleash the Ultimate Power"


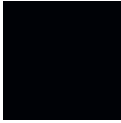
GENERIC PHRASES

"Let's roll"
"I'm waaaaaiting!"
"Always Running"
"Life in the fast lane"
"Sonic's the name, speed's my game!"
"This is how I roll"
"You're too slow!"
"It's all about speed"
"Don't stop"
"Still Unstoppable"







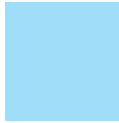



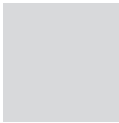






COLOUR PALETTES

BRANDING PALETTE

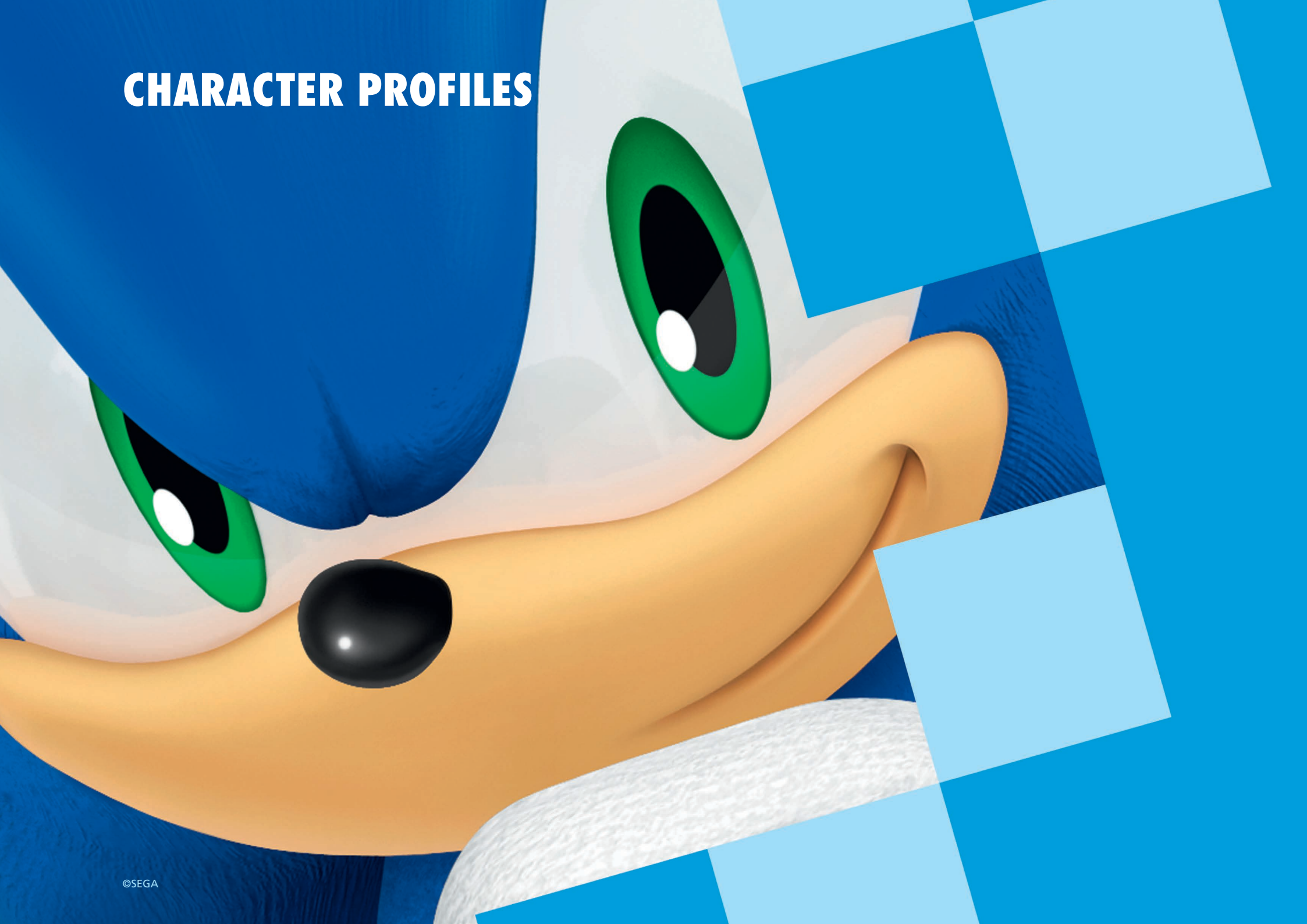
						
PMS 2975 C:34 M:0 Y:0 K:0	PMS 299 C:87 M:18 Y:0 K:0	PMS 287 C:100 M:90 Y:10 K:0	PMS 1795 C:10 M:100 Y:90 K:0	PMS 109 C:0 M:20 Y:100 K:0	WHITE C:0 M:0 Y:0 K:0	PROCESS BLACK C:0 M:0 Y:0 K:100

DESIGN PALETTE

					
PMS 100 C:0 M:0 Y:51 K:0	PMS 114 C:0 M:8 Y:73 K:0	PMS 109 C:0 M:20 Y:100 K:0	PMS 158 C:1 M:68 Y:99 K:0	WHITE C:0 M:0 Y:0 K:0	PROCESS BLACK C:0 M:0 Y:0 K:100
					
PMS 2975 C:34 M:0 Y:0 K:0	PMS 299 C:87 M:18 Y:0 K:0	PMS 287 C:100 M:90 Y:10 K:0	PMS 1795 C:10 M:100 Y:90 K:0		
					
PMS Cool Grey 3 C:0 M:0 Y:0 K:17	PMS Cool Grey 6 C:0 M:0 Y:0 K:31	PMS Cool Grey 11 C:0 M:0 Y:0 K:68	METALLIC SILVER PMS 877	FOIL PMS FS-SS 74	

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CHARACTER PROFILES



SONIC THE HEDGEHOG

Sonic the Hedgehog is the fastest hero in the world, famous for his supersonic speed, iconic blue spikes and red shoes. With a super cool attitude and easy-going demeanour, Sonic has a love for freedom and adventure. Though he may live by his own rules, he also has a strong desire to help out his friends. Spinning head-on into trouble to defeat the evil forces of Dr. Eggman, for Sonic saving the world is the name of the game...

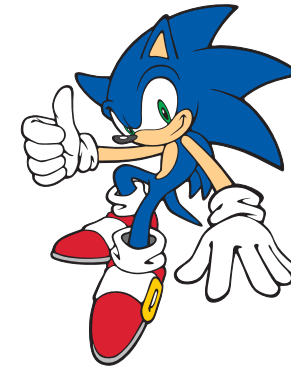
Height: 100cm/3.3ft
 Weight: 35 kg/77lbs
 Age: 15

*Please note that the 2D character art are Photoshop files. If you wish to use limited colour/PMS character art, please use the 2D - Line-Art files available.

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*2D - FULL COLOUR



2D - LINE-ART

COLOURS

BODY PMS 287 C:100 M:70 Y:0 K:0	SHOE RIM PMS Cool Grey 4 C:0 M:0 Y:0 K:30	SHOE SOLE PMS Cool Grey 8 C:0 M:0 Y:0 K:50	SKIN PMS 1345 C:0 M:20 Y:50 K:0
GLOVES PMS White C:0 M:0 Y:0 K:0	BUCKLE PMS 109 C:0 M:20 Y:100 K:0	SHOE TOPS PMS 1795 C:10 M:100 Y:90 K:0	NOSE Process Black C:0 M:0 Y:0 K:85
OUTLINE Process Black C:0 M:0 Y:0 K:100	TONGUE PMS 189 C:0 M:40 Y:10 K:0	MOUTH INSIDE PMS 194 C:50 M:100 Y:100 K:0	EYES PMS 348 C:100 M:0 Y:100 K:0

TAILS

Miles "Tails" Prower, simply known as Tails, is Sonic's best friend and sidekick. Born with two tails, this fox can propel himself into the air like a helicopter to give Sonic a helping hand. An expert mechanic with skills which rival that of Dr. Eggman, he's also able to create machines and contraptions that can help save the day.

Height: 80cm/2.6ft
 Weight: 20 kg/44lbs
 Age: 8

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*2D - FULL COLOUR



2D - LINE-ART

COLOURS

BODY PMS 1235 C:0 M:40 Y:100 K:0	GLOVES/FUR PMS White C:0 M:0 Y:0 K:0	OUTLINE Process Black C:0 M:0 Y:0 K:100	INNER EAR PMS Cool Grey 1 C:0 M:0 Y:0 K:5
GLOVES CUFF PMS Cool Grey 11 C:0 M:0 Y:0 K:70	EYES PMS 299 C:100 M:0 Y:0 K:0	BOOTS PMS 1795 C:10 M:100 Y:90 K:0	BOOT RIM PMS Cool Grey 4 C:0 M:0 Y:0 K:30
TONGUE PMS 189 C:0 M:40 Y:10 K:0	MOUTH INSIDE PMS 194 C:50 M:100 Y:100 K:0	BOOT RIM PMS Cool Grey 8 C:0 M:0 Y:0 K:50	

DR. EGGMAN

Dr. Eggman is Sonic's evil arch enemy with the single desire to control the entire world. Whilst his bushy moustache and egg shaped appearance may appear no threat, it is his extraordinary intelligence which is his devious weapon. With an IQ of 300, he has gained the scientific expertise to create devastating robotic contraptions to do his evil will. Luckily our blue hero is always just around the corner to save the day!

Height: 185cm
Weight: 128kg
Age: Unknown

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*2D - FULL COLOUR



2D - LINE-ART

COLOURS

JACKET PMS 1795 C:10 M:100 Y:90 K:0	OUTLINE Process Black C:0 M:0 Y:0 K:100	GLOVES PMS White C:0 M:0 Y:0 K:0	MOUSTACHE CUFF INNER PMS 1605 C:10 M:60 Y:100 K:0	SKIN PMS 715 C:0 M:30 Y:40 K:0
BOOT TROUSER Process Black C:0 M:0 Y:0 K:95	SOLE PMS Cool Grey 8 C:0 M:0 Y:0 K:50	SOLE/BUCKLE GOGGLES PMS Cool Grey 11 C:0 M:0 Y:0 K:70	SHOE/JACKET PMS Cool Grey 2 C:0 M:0 Y:0 K:10	GLASSES PMS 280 C:100 M:100 Y:0 K:0
JACKET INNER PMS 492 C:50 M:100 Y:100 K:0	NOSE PMS 198 C:0 M:70 Y:40 K:0	CUFFS PMS 130 C:0 M:40 Y:100 K:0	JACKET BUTTONS PMS 109 C:0 M:20 Y:100 K:0	GOGGLE LENS PMS 355 C:70 M:0 Y:100 K:0

KNUCKLES

Knuckles is a strong, heroic echidna and one of Sonic's closest allies. Knuckles' strength and huge spikey fists, coupled with his extraordinary martial arts skills, allow him to punch through walls and defeat enemies on his adventures to save the day. Whilst always ready to unite with Sonic in the face of evil, they take any opportunity to prove to the other who's the best.

Height: 110cm/3.6ft
 Weight: 40kg/88lbs
 Age: 16

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*2D - FULL COLOUR



2D - LINE-ART

COLOURS

BODY PMS 485 C:0 M:100 Y:80 K:0	GLOVE/FUR PMS White C:0 M:0 Y:0 K:0	OUTLINE Process Black C:0 M:0 Y:0 K:100	EYES PMS Violet C:75 M:80 Y:0 K:0	
SKIN PMS 148 C:0 M:20 Y:40 K:0	BOOT CUFF PMS 355 C:80 M:0 Y:100 K:0	BOOT CUFF PMS 7740 C:0 M:80 Y:100 K:30	BOOT PMS 1795 C:10 M:100 Y:90 K:0	NOSE Process Black C:0 M:0 Y:0 K:95
BOOT STRIPE PMS 109 C:0 M:20 Y:100 K:0	SOLE RIM PMS Cool Grey 4 C:0 M:0 Y:0 K:30	SOLE PMS Cool Grey 8 C:0 M:0 Y:0 K:50	MOUTH INSIDE PMS 194 C:50 M:100 Y:100 K:0	TONGUE PMS 189 C:0 M:40 Y:10 K:0

AMY

Amy Rose is a courageous and independent young hedgehog with an eye for adventure and another for Sonic! While she will always try to reason with enemies, Amy is not worried about getting into a fight. Using her huge piko piko hammer, she can take down baddies with ease. This is one heroine not to be messed with!

Height: 90cm/2.9ft
 Weight: Secret!
 Age: 12

*Please note that the 2D character art are Photoshop files. If you wish to use limited colour/PMS character art, please use the 2D - Line-Art files available.

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*2D - FULL COLOUR



2D - LINE-ART

COLOURS

BODY PMS 218 C:0 M:50 Y:0 K:0	OUTLINE Process Black C:0 M:0 Y:0 K:100	EYES PMS 355 C:70 M:0 Y:100 K:0	DRESS/BOOTS HAIRBAND PMS 1795 C:10 M:100 Y:90 K:0
SKIN PMS 148 C:0 M:20 Y:40 K:0	GLOVE/FUR PMS White C:0 M:0 Y:0 K:0	GLOVE EDGE PMS 109 C:0 M:20 Y:100 K:0	TONGUE PMS 189 C:0 M:40 Y:10 K:0
SOLE PMS Cool Grey 11 C:0 M:0 Y:0 K:70	SOLE RIM PMS Cool Grey 8 C:0 M:0 Y:0 K:50	NOSE Process Black C:0 M:0 Y:0 K:85	MOUTH INSIDE PMS 194 C:50 M:100 Y:100 K:0

SHADOW

Created to be the Ultimate Life Form, Shadow the Hedgehog shares a likeness with Sonic and has his rival's supersonic speed and agility through the use of supercharged jet boots. But unlike Sonic, Shadow is violent and merciless and will pursue his goals through any means, regardless of whom or what it affects. That said, memories from his mysterious past ensure Shadow would do anything in order to save the world...

Height: 100cm/3.3ft
 Weight: Unknown
 Age: Unknown

*Please note that the 2D character art are Photoshop files. If you wish to use limited colour/PMS character art, please use the 2D - Line-Art files available.

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*2D - FULL COLOUR



2D - LINE-ART

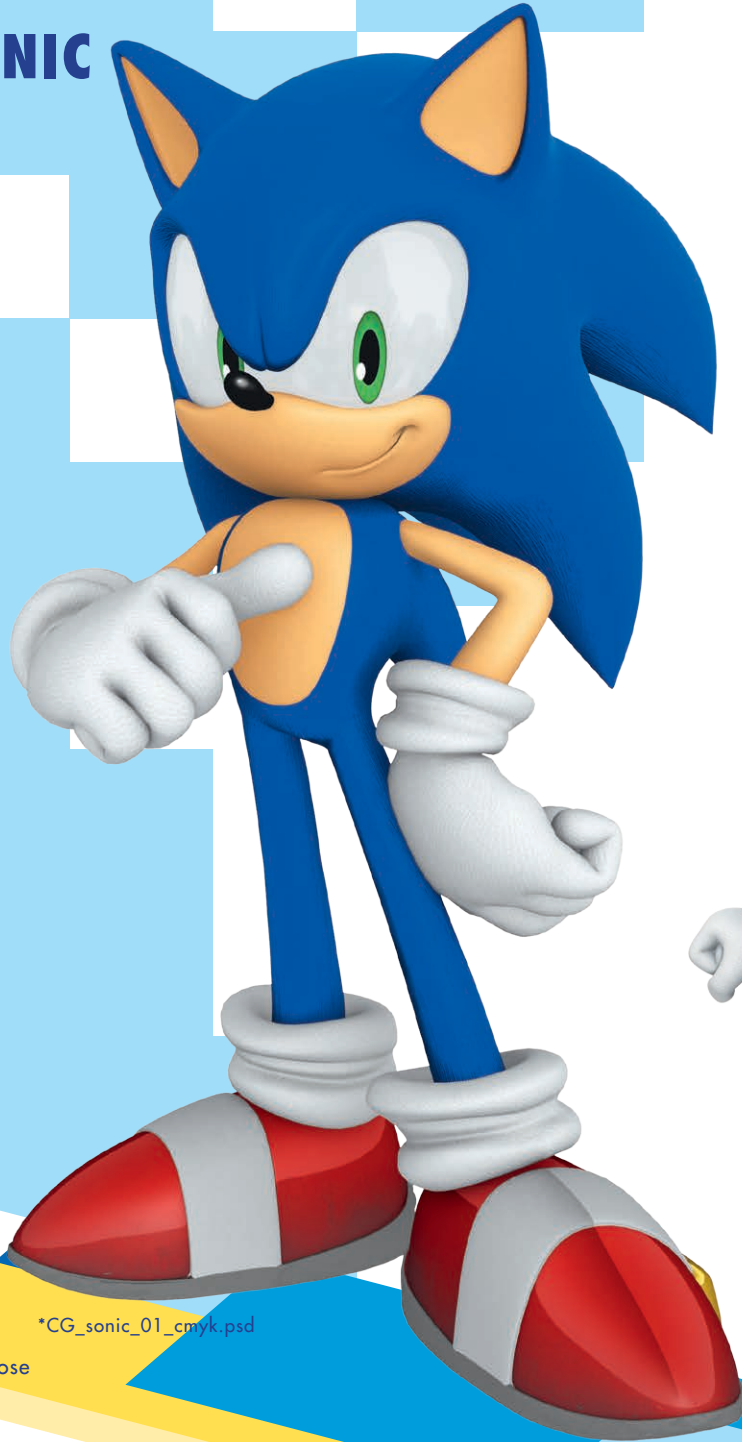
COLOURS

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BOOTS DARK PMS 1807 C:50 M:100 Y:100 K:0	BOOT DARK 2 PMS 1395 C:0 M:20 Y:100 K:50	GLOVE/FUR PMS White C:0 M:0 Y:0 K:0	TONGUE PMS 189 C:0 M:40 Y:10 K:0
SKIN PMS 143 C:0 M:35 Y:90 K:0	BOOT RIM PMS 347 C:0 M:70 Y:100 K:0	NOSE Process Black C:0 M:0 Y:0 K:85	MOUTH INSIDE PMS 194 C:50 M:100 Y:100 K:0

CGI CHARACTER ART

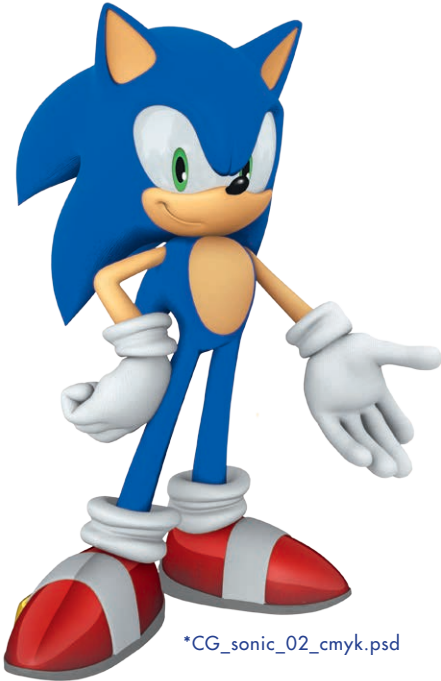


CGI SONIC

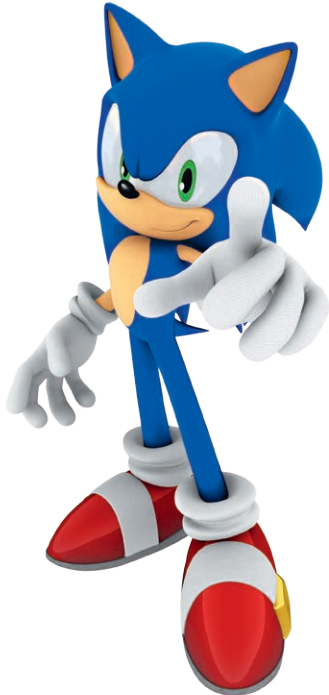


*CG_sonic_01_cmyk.psd

*Core character pose



*CG_sonic_02_cmyk.psd



CG_sonic_05_cmyk.psd

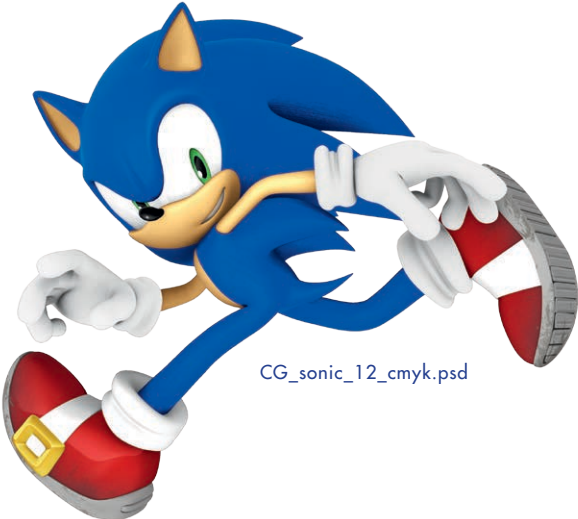


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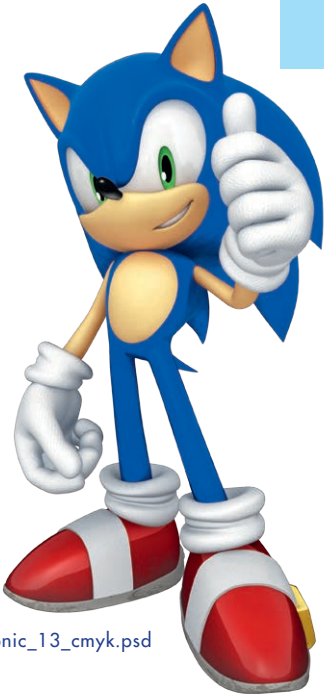


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CGI SONIC



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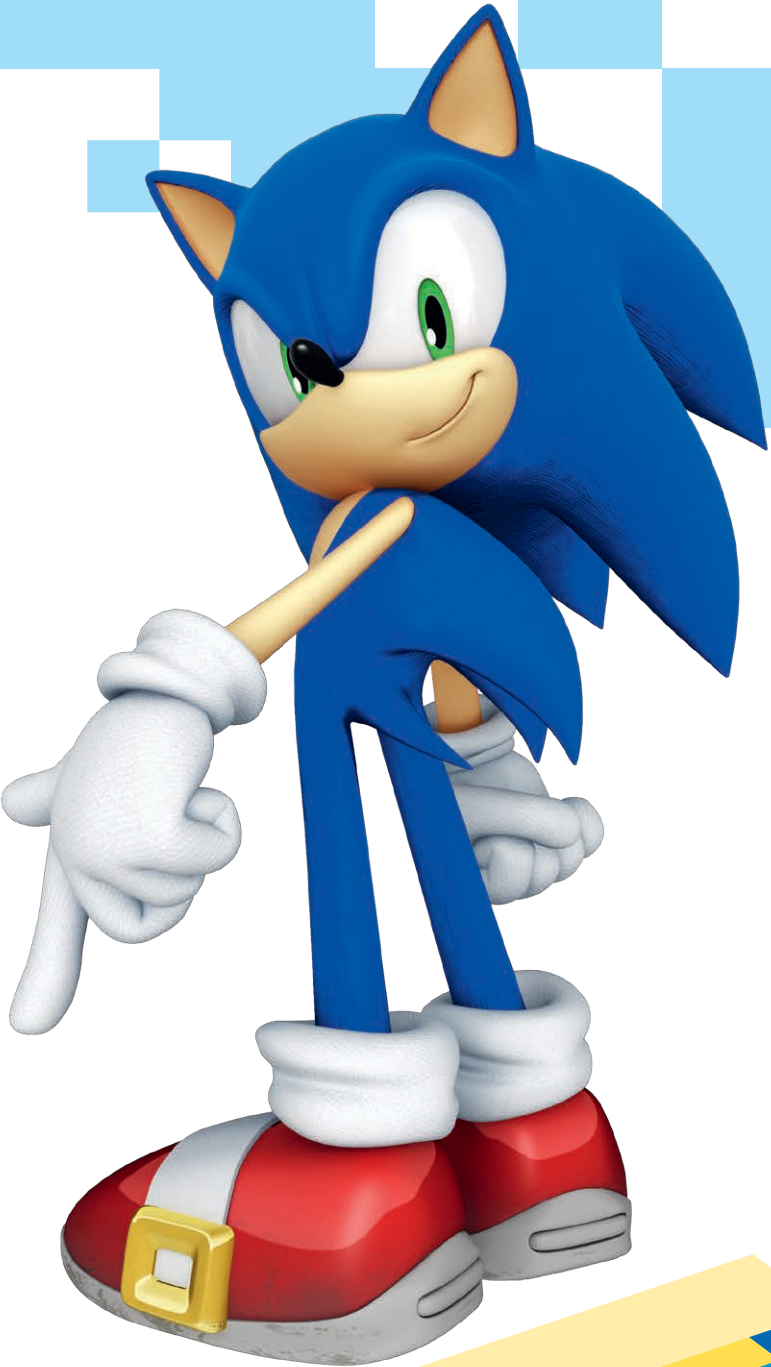
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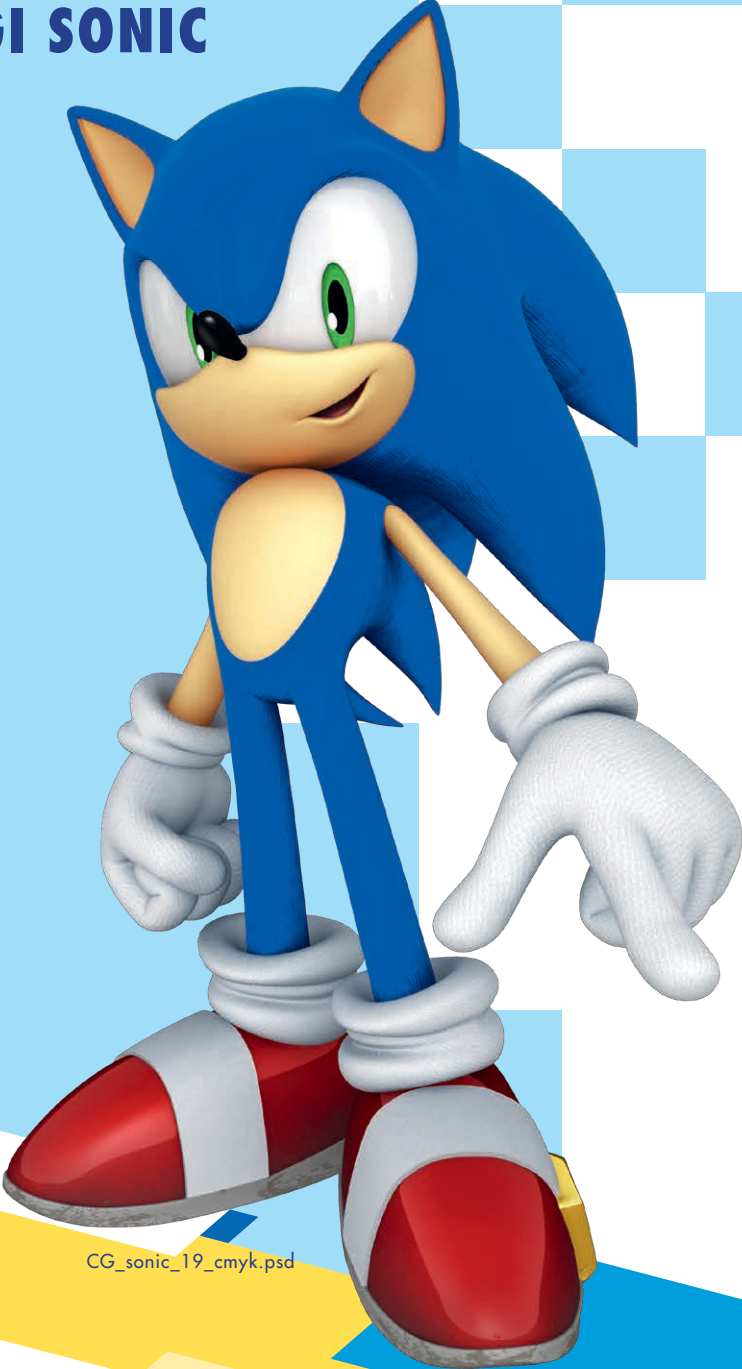


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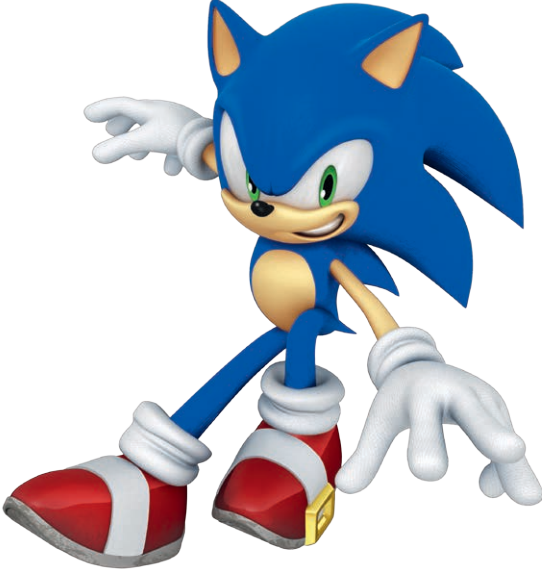
CGI SONIC



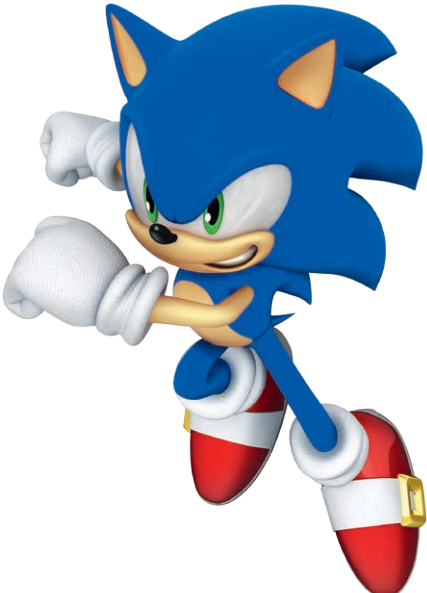
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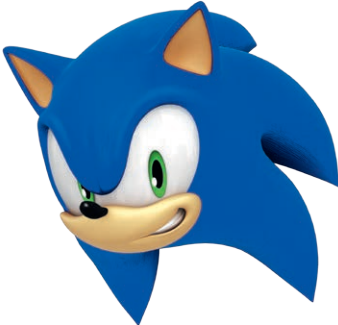


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CGI SONIC



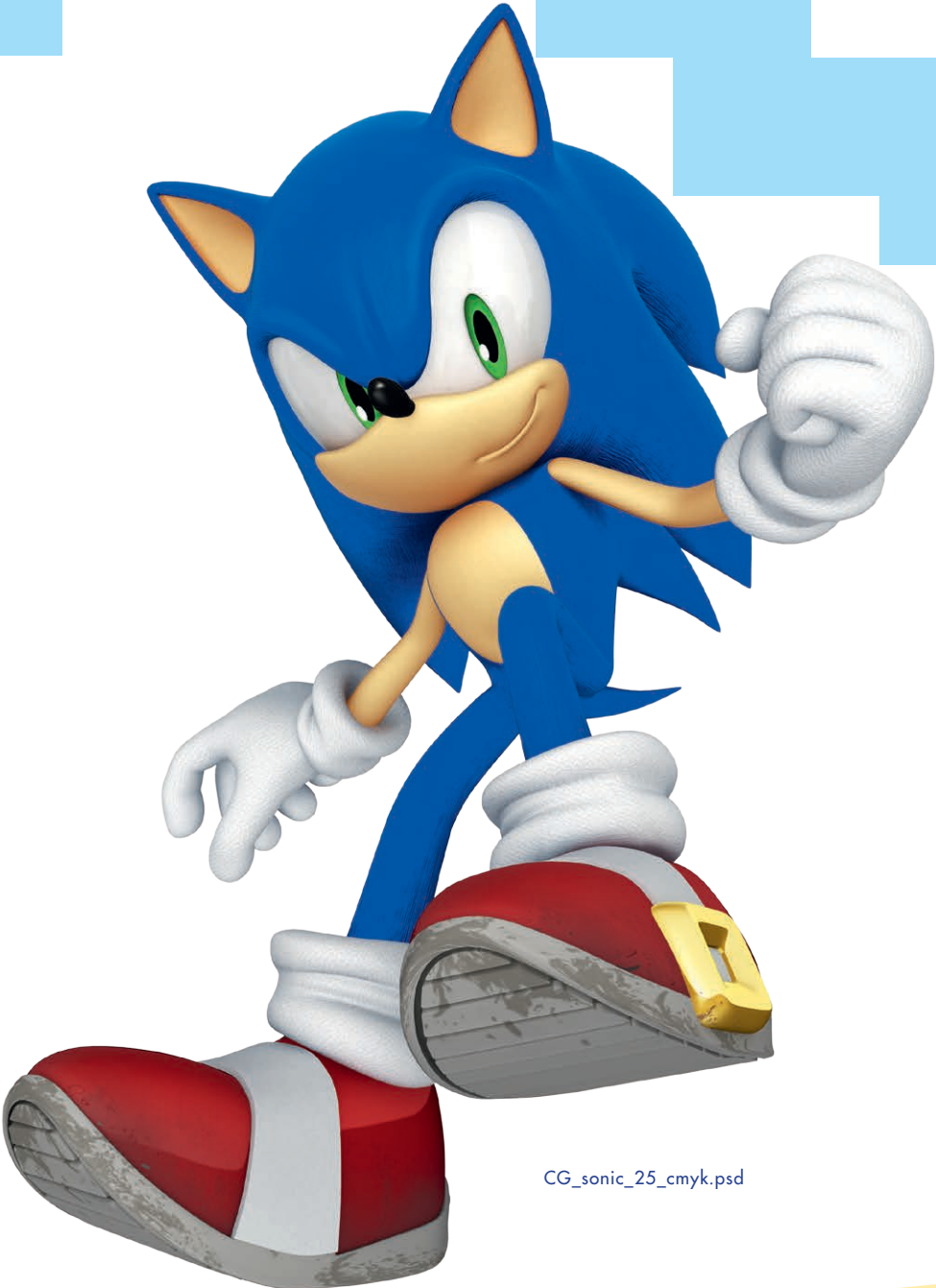
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*CG_sonic_face_02_cmyk.psd



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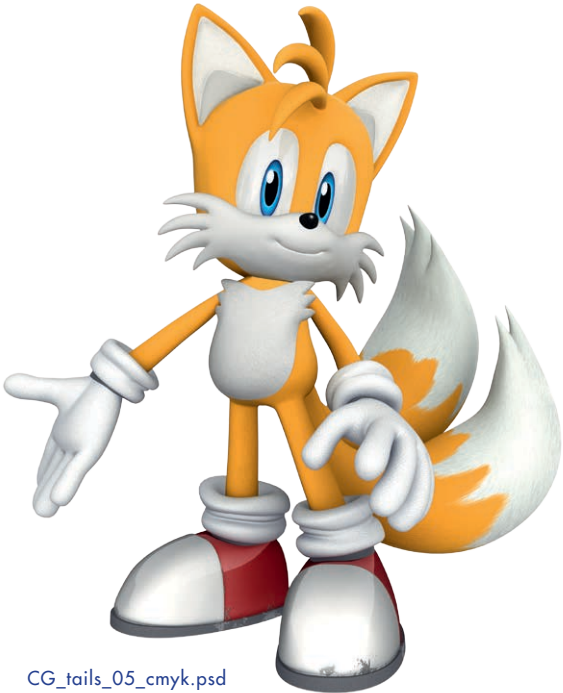
*Please avoid placing any SONIC floating heads within scenic/game play environments.

CGI TAILS



*Core character pose

*CG_tails_01_cmyk.psd



CG_tails_05_cmyk.psd



CG_tails_06_cmyk.psd

CGI TAILS



CG_tails_09_cmyk.psd



*CG_tails_face_01_cmyk.psd



CG_tails_07_cmyk.psd

*Please avoid placing any TAILS floating heads within scenic/game play environments.

CGI DR. EGGMAN



CG_eggman_01_cmyk.psd



CG_eggman_02_cmyk.psd



CG_eggman_04_cmyk.psd

CGI DR. EGGMAN



CG_eggman_05_cmyk.psd



*CG_eggman_face_01_cmyk.psd



*CG_eggman_06_cmyk.psd

*Core character pose
*Please avoid placing any DR. EGGMAN floating heads within scenic/game play environments.

CGI KNUCKLES



*CG_knuckles_01_cmyk.psd

*Core character pose



CG_knuckles_02_cmyk.psd



CG_knuckles_05_cmyk.psd

CGI KNUCKLES



CG_knuckles_07_cmyk.psd



*CG_knuckles_face_01_cmyk.psd



CG_knuckles_08_cmyk.psd

*Please avoid placing any KNUCKLES floating heads within scenic/game play environments.

CGI AMY



*CG_amy_01_cmyk.psd

*Core character pose



CG_amy_02_cmyk.psd



CG_amy_03_cmyk.psd

CGI AMY



CG_amy_05_cmyk.psd



*CG_amy_face_01_cmyk



CG_amy_06_cmyk.psd

*Please avoid placing any AMY floating heads within scenic/game play environments.

CGI SHADOW



CG_shadow_01_cmyk.psd



CG_shadow_04_cmyk.psd



CG_shadow_05_cmyk.psd

CGI SHADOW



CG_shadow_06_cmyk.psd



*CG_shadow_face_01_cmyk.psd



*CG_shadow_12_cmyk.psd

*Core character pose
*Please avoid placing any SHADOW floating heads within scenic/game play environments.

CGI ADDITIONAL CHARACTERS

BIG



CG_big_01_cmyk.psd



CG_big_02_cmyk.psd

CREAM



*CG_cream_01_cmyk.psd

CHEESE



*CG_cheese_01_cmyk.psd

*Cream & Cheese characters should always be shown together and not used separately.

CHAO



CG_chao_01_cmyk.psd



CG_dark_chao_01_cmyk.psd



CG_hero_chao_01_cmyk.psd

SUPER SONIC



*CG_supersonic_face_01_cmyk.psd



*Please avoid placing any SUPER SONIC floating heads within scenic/game play environments.

CG_supersonic_03_cmyk.psd

CGI ADDITIONAL CHARACTERS

JET



CG_jet_01_cmyk.psd



CG_jet_02_cmyk.psd

BLAZE



CG_blaze_01_cmyk.psd



CG_blaze_02_cmyk.psd

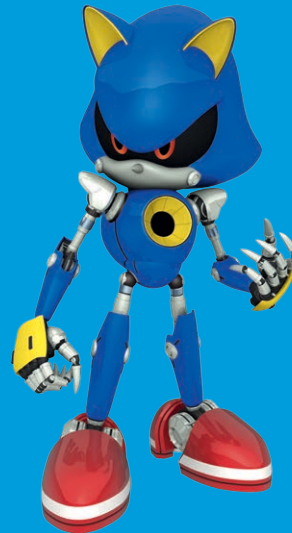
METAL SONIC



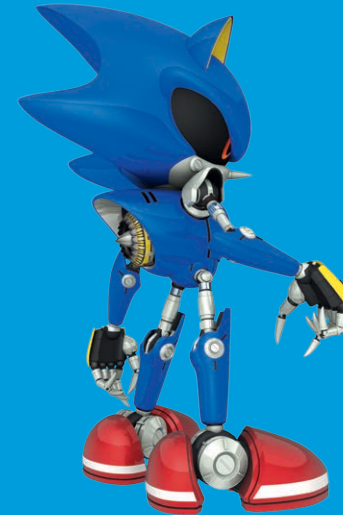
*CG_metal_face_01_cmyk.psd



CG_metalsonic_01_cmyk.psd



CG_metalsonic_02_cmyk.psd



CG_metalsonic_03_cmyk.psd

*Please avoid placing any METAL SONIC floating heads within scenic/game play environments.

CGI ADDITIONAL CHARACTERS



*CG_rouge_face_01_cmyk.psd



CG_rouge_01_cmyk.psd



CG_rouge_02_cmyk.psd

ROUGE



*CG_silver_face_01_cmyk.psd



CG_silver_01_cmyk.psd



CG_silver_02_cmyk.psd

SILVER

*Please avoid placing any ROUGE/SILVER floating heads within scenic/game play environments.

CGI ADDITIONAL CHARACTERS



CHARMY

CG_charmy_01_cmyk.psd



VECTOR

CG_vector_01_cmyk.psd



ESPIO

CG_espio_01_cmyk.psd



STORM

*CG_storm_01_cmyk.psd



WAVE

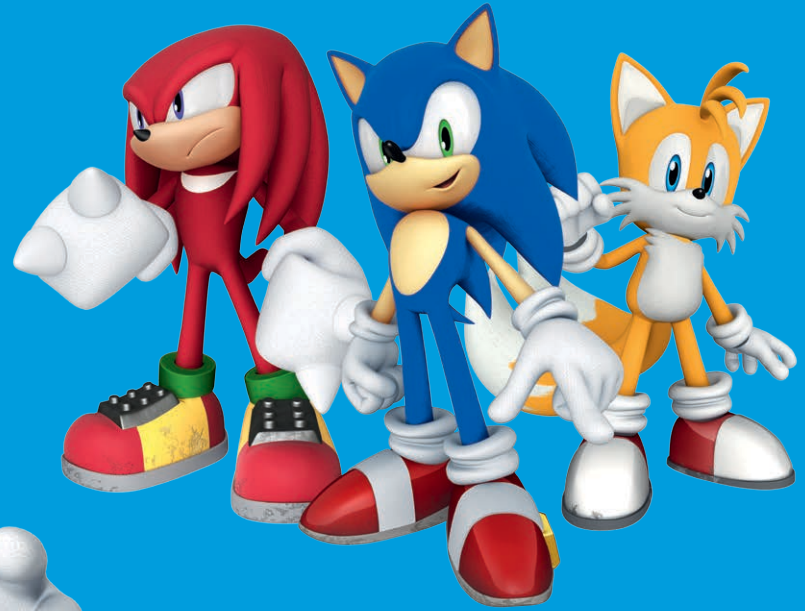
*CG_wave_01_cmyk.psd

*STORM & WAVE from Sonic Riders so do not mix with other characters.

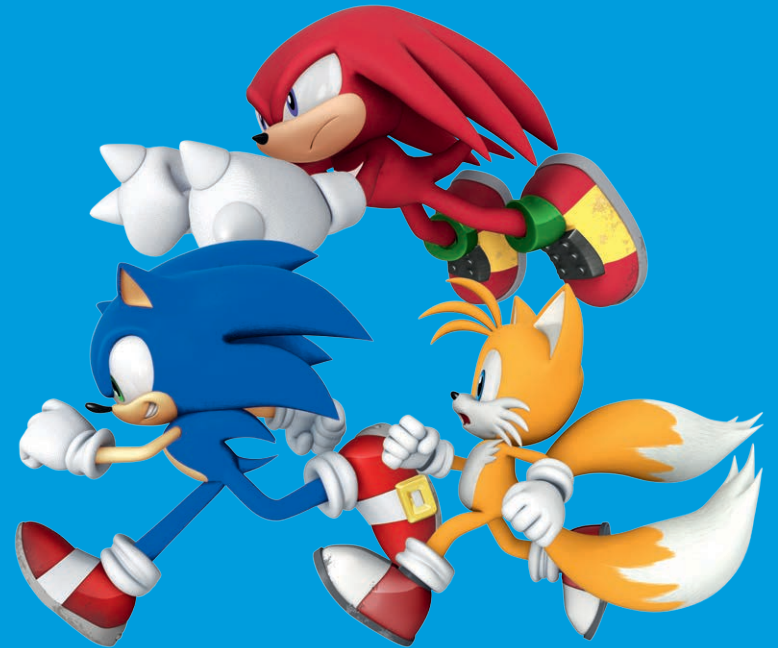
CGI GROUPS



CG_3chara_01.psd



CG_3chara_02.psd



CG_3chara_03.psd

CGI GROUPS



CG_3chara_04.psd



CG_3chara_05.psd

CGI THEMES



CG_sonic_christmas_02_layer.psd



CG_sonic_christmas_01_layer.psd



CG_sonic_easter_01.psd

CGI THEMES



CG_sonic_easter_02.psd



CG_sonic_childdog_02.psd

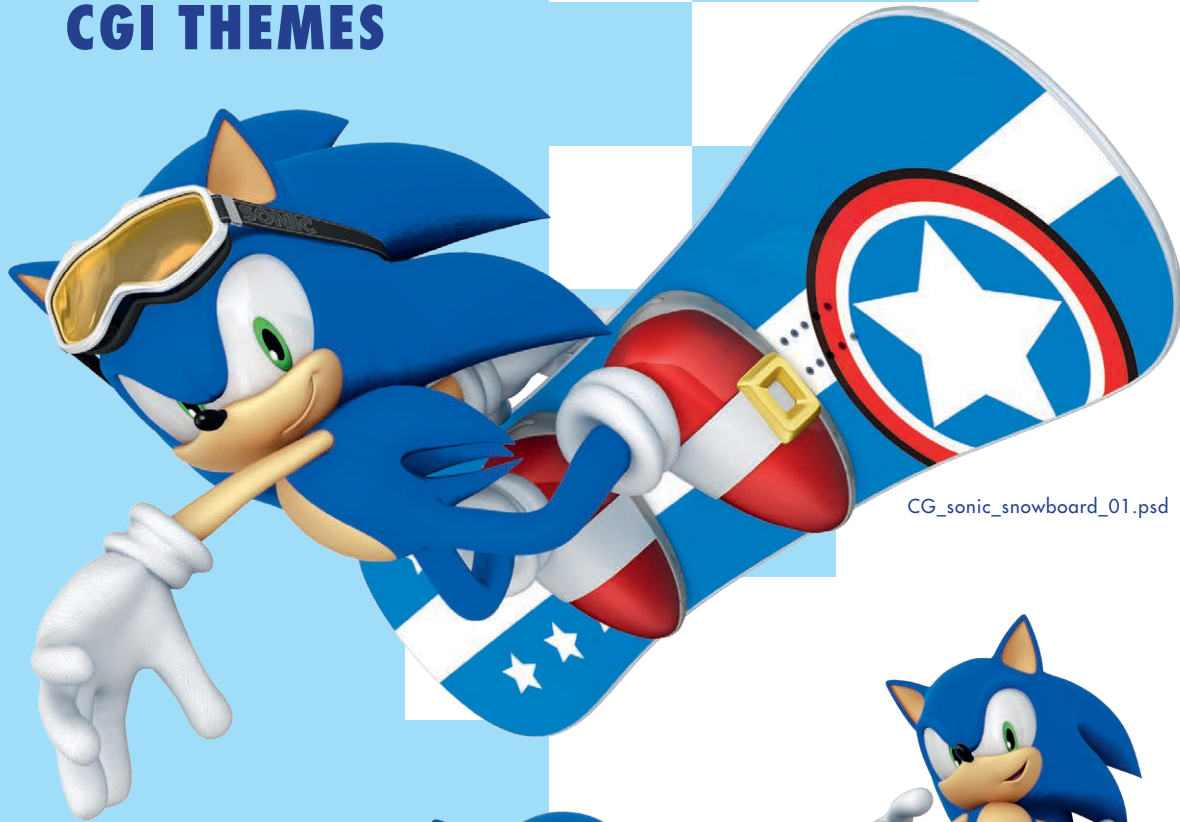


CG_sonic_halloween_02.psd



CG_sonic_halloween_01.psd

CGI THEMES



CG_sonic_snowboard_01.psd



CG_sonic_14_cmyk.psd



CG_sonic_soccer_01.psd

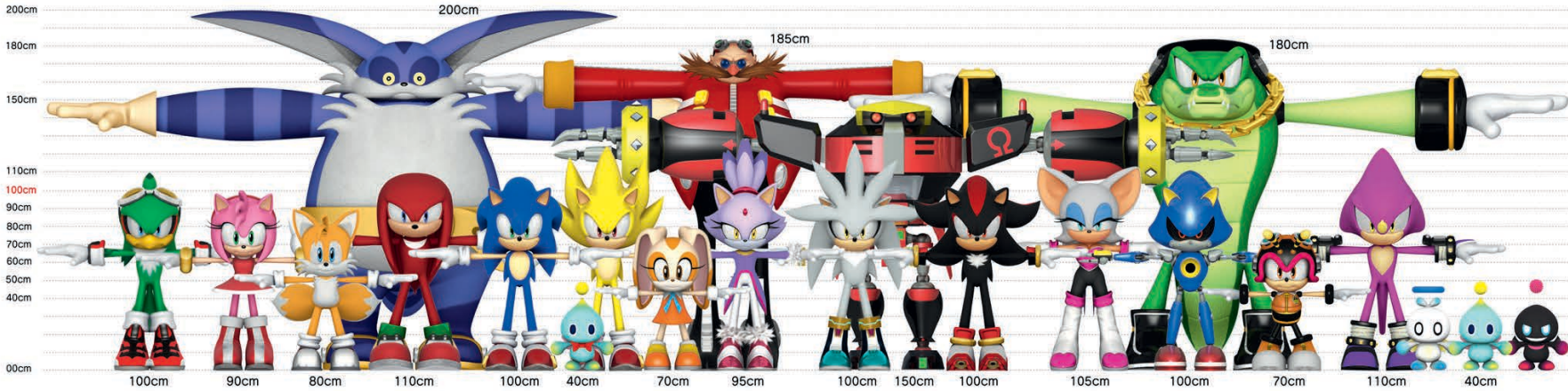


CG_sonic_soccer_02.psd



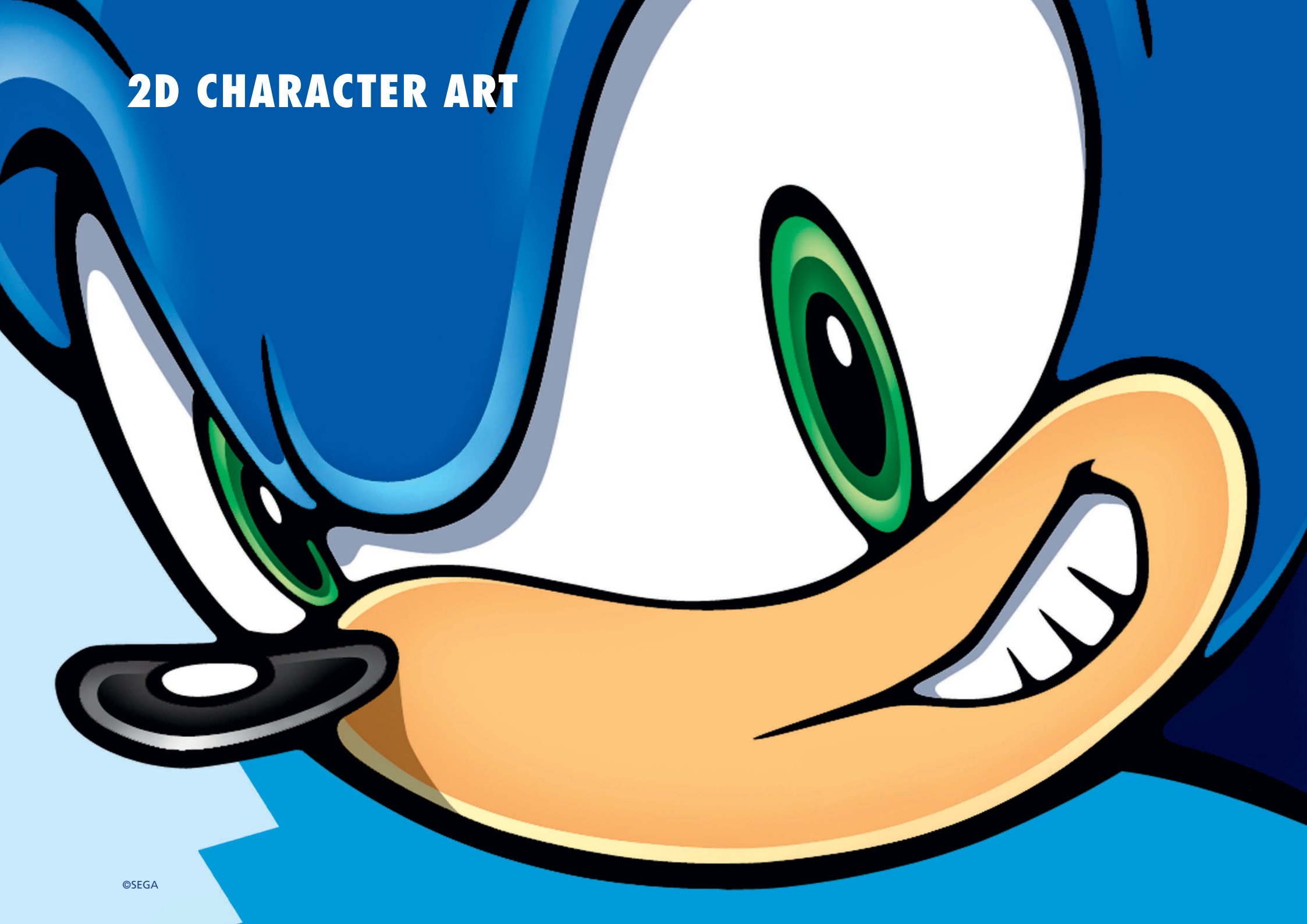
CG_sonic_basket_01.psd

CHARACTER SIZE CHART

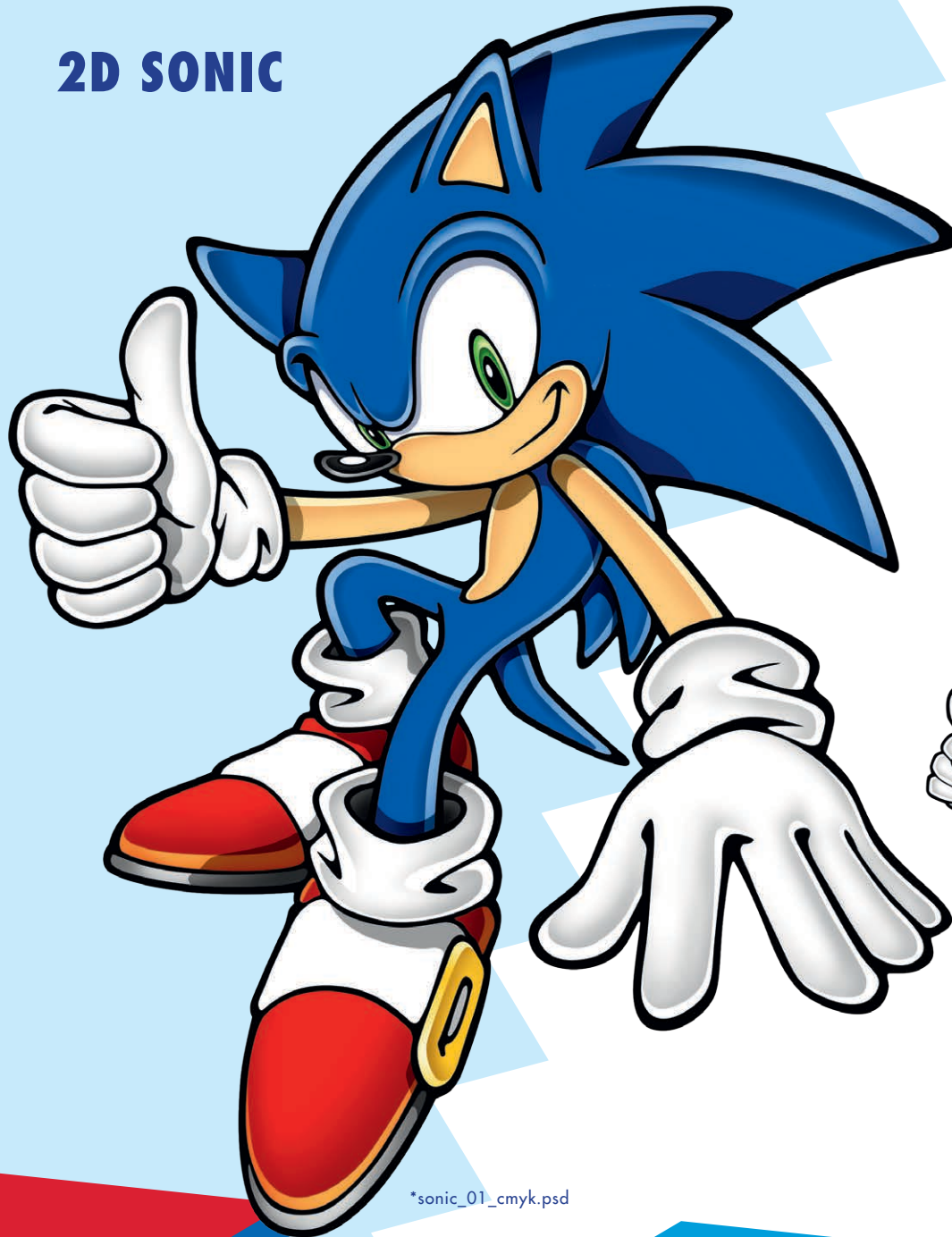


CG_chara_size_cmyk.psd

2D CHARACTER ART



2D SONIC



*sonic_01_cmyk.psd



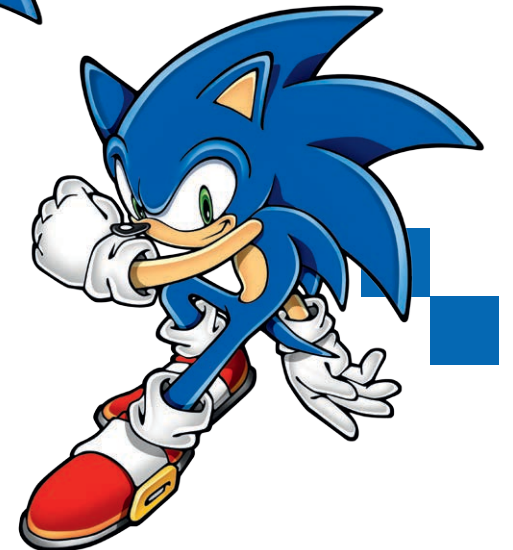
*sonic_02_cmyk.psd



sonic_03_cmyk.psd

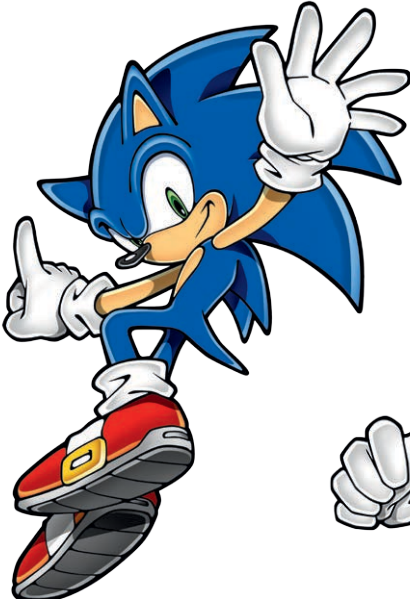


sonic_04_cmyk.psd



sonic_05_cmyk.psd

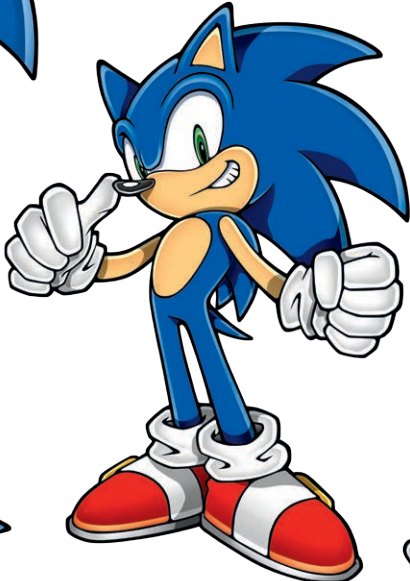
2D SONIC



sonic_07_cmyk.psd



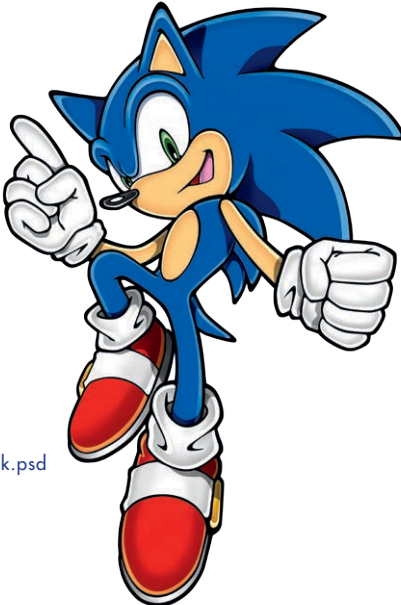
sonic_08_cmyk.psd



sonic_09_cmyk.psd



sonic_10_cmyk.psd

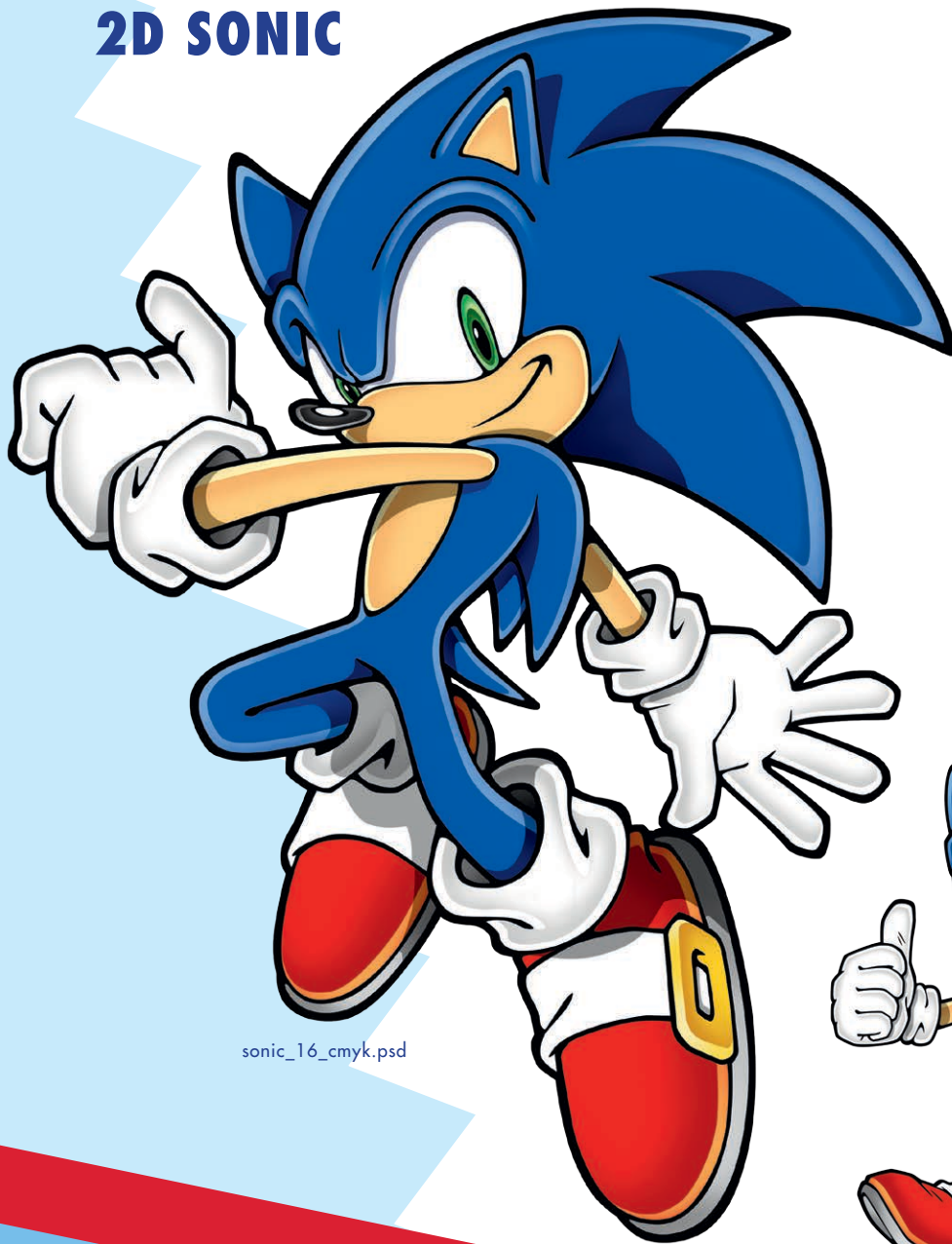


sonic_11_cmyk.psd



sonic_06_cmyk.psd

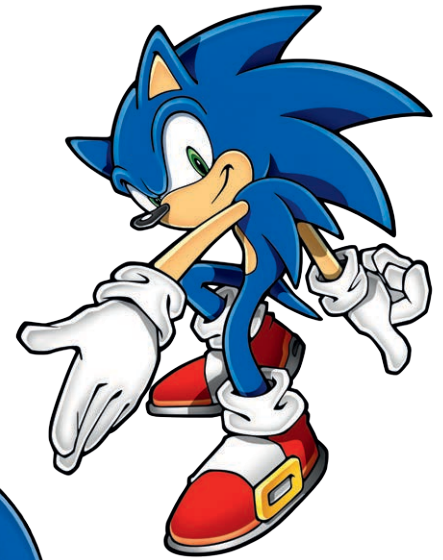
2D SONIC



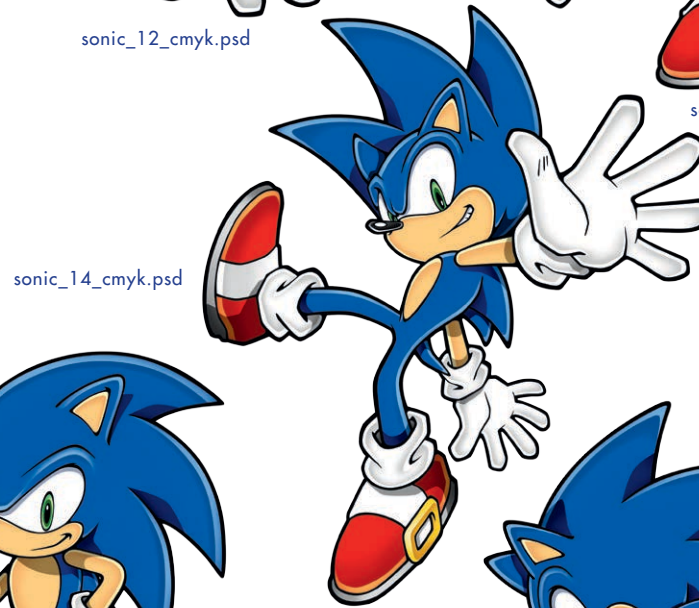
sonic_16_cmyk.psd



sonic_12_cmyk.psd



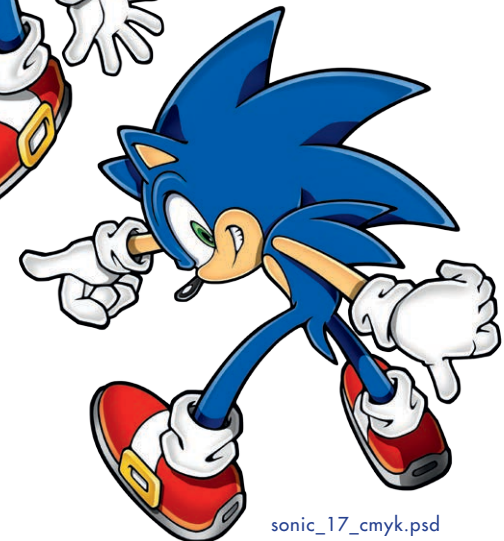
sonic_13_cmyk.psd



sonic_14_cmyk.psd

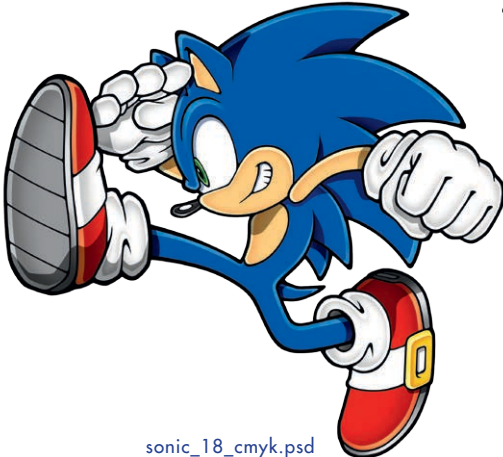


sonic_15_cmyk.psd

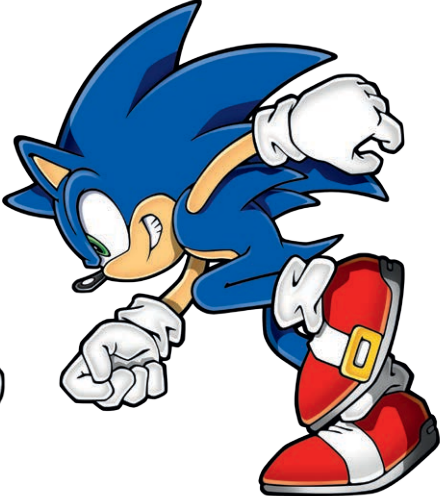


sonic_17_cmyk.psd

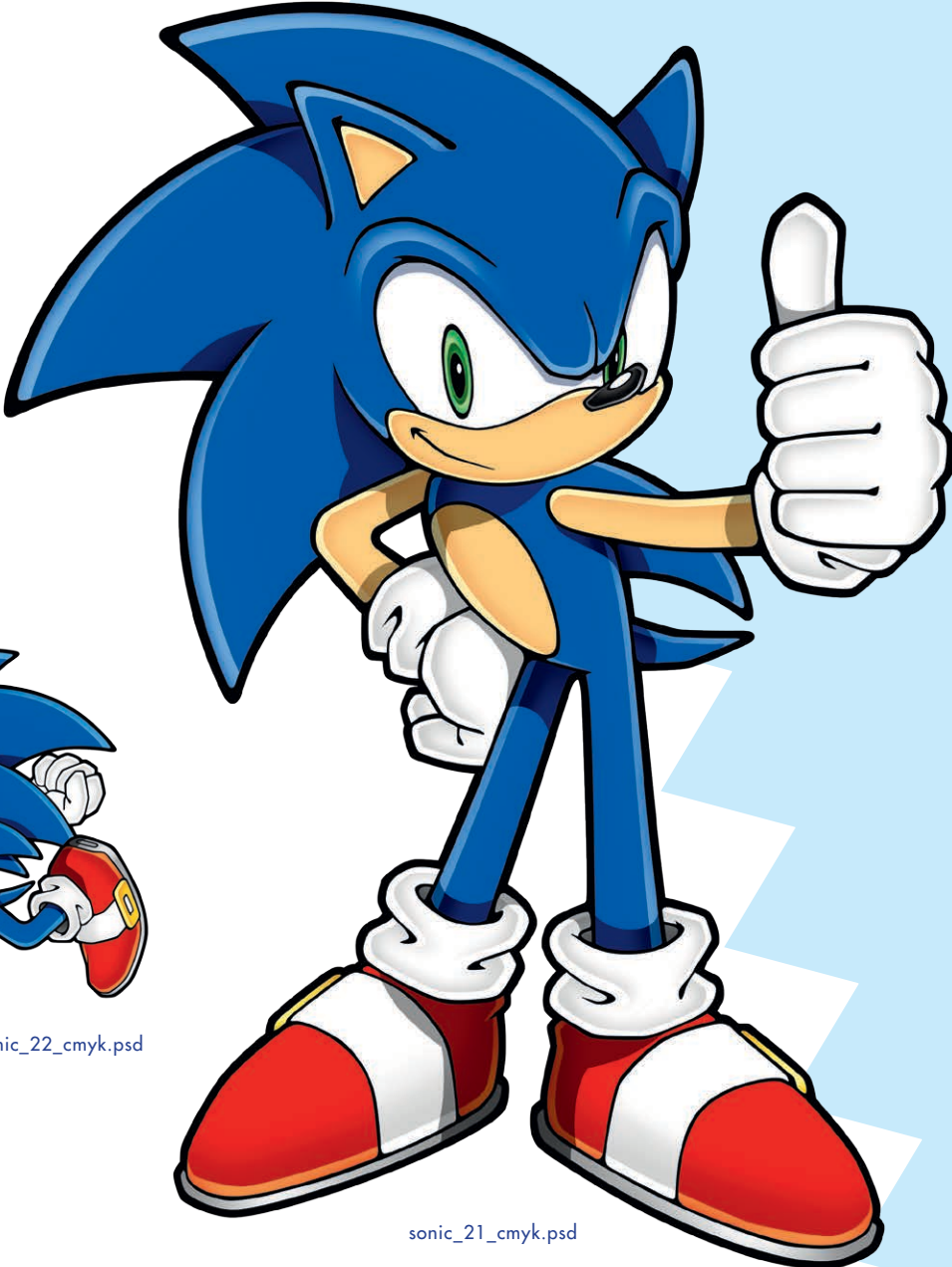
2D SONIC



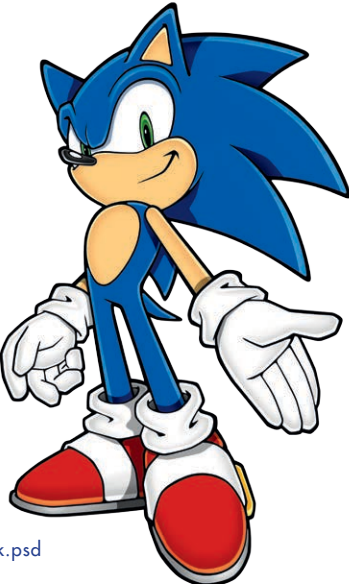
sonic_18_cmyk.psd



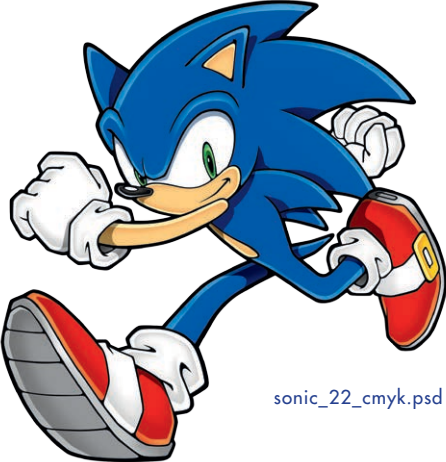
sonic_19_cmyk.psd



sonic_21_cmyk.psd

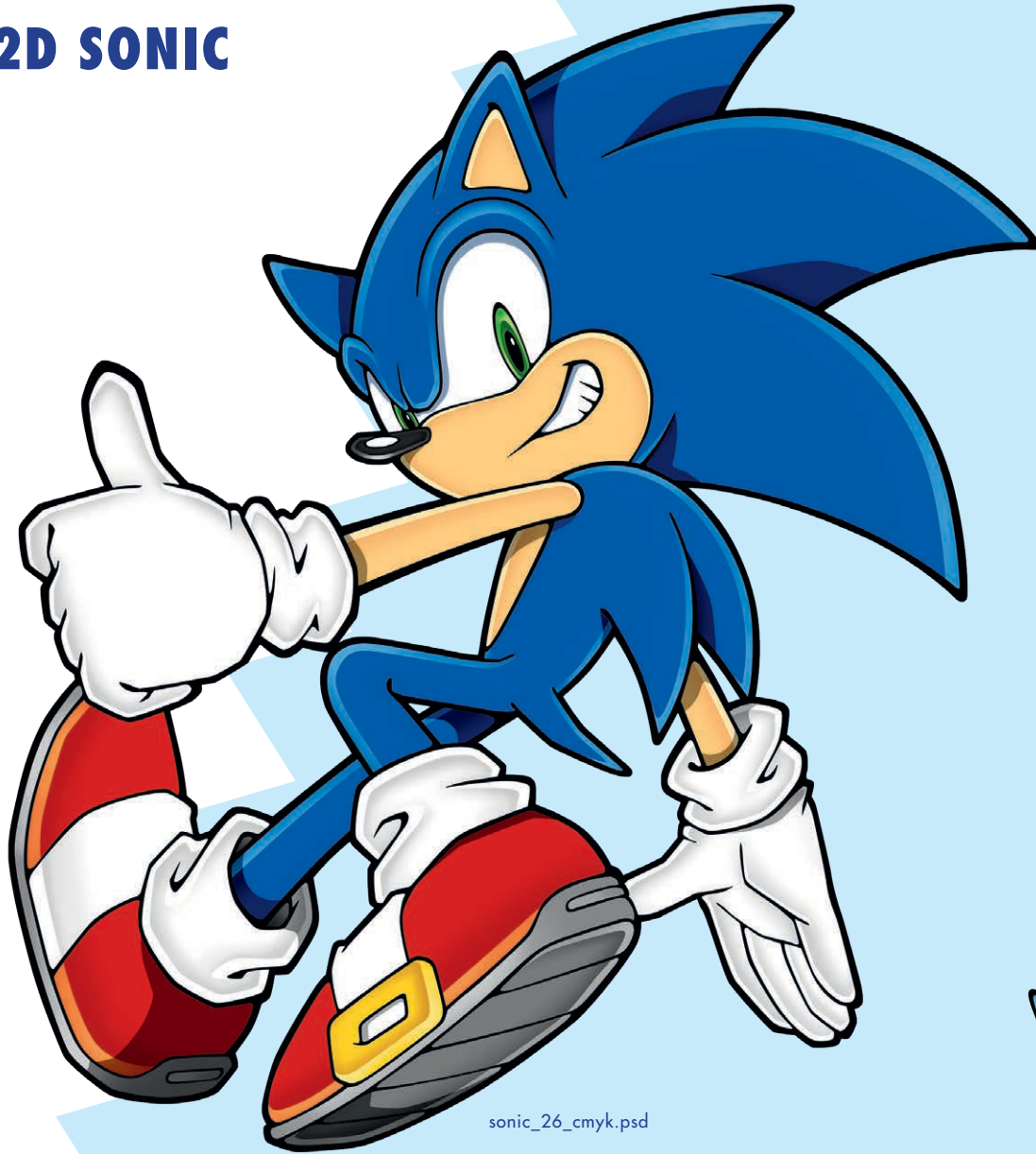


sonic_23_cmyk.psd

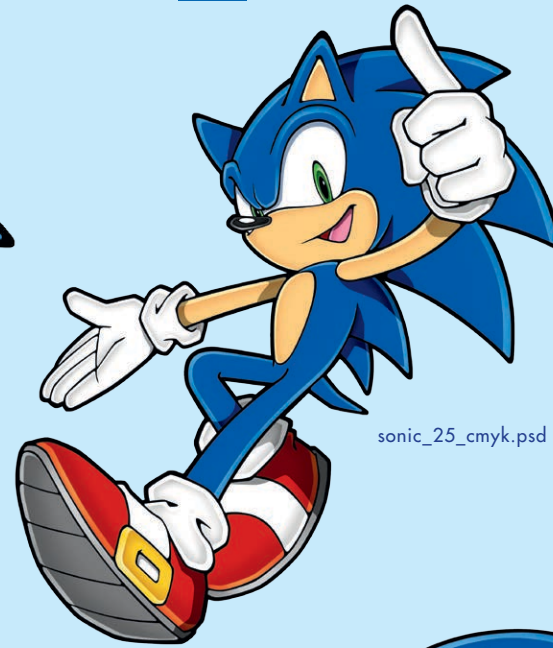


sonic_22_cmyk.psd

2D SONIC



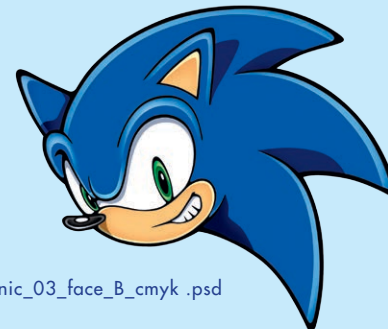
sonic_26_cmyk.psd



sonic_25_cmyk.psd



*sonic_03_face_A_cmyk.psd



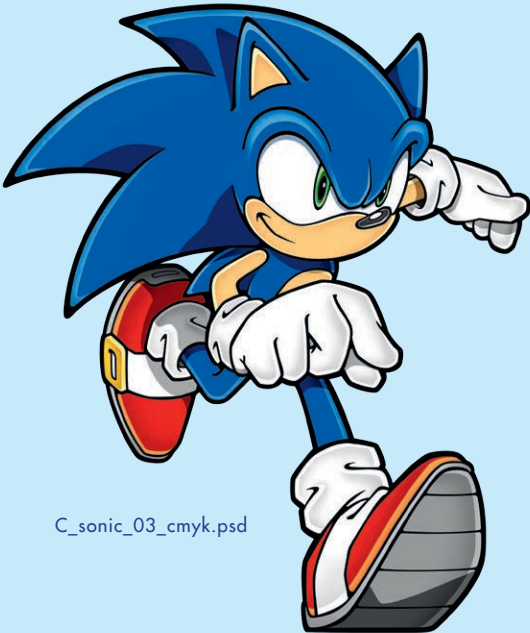
*sonic_03_face_B_cmyk.psd

*Please avoid placing any SONIC floating heads within scenic/game play environments.

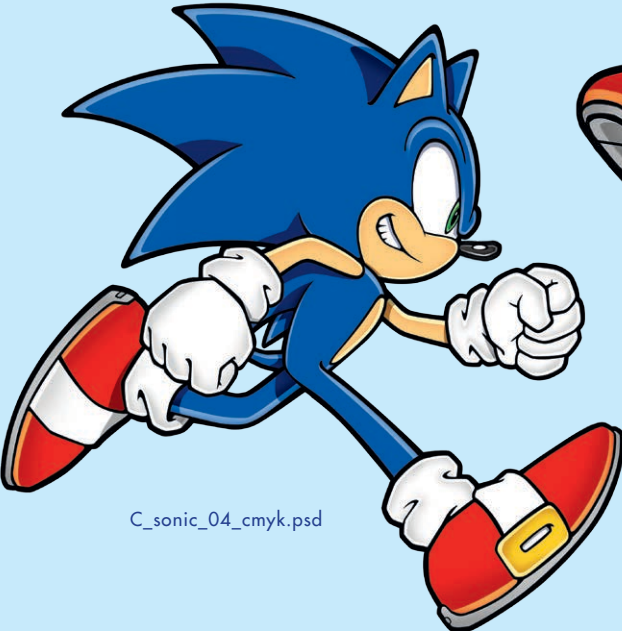
*Please note that the 2D character art are Photoshop files. If you wish to use limited colour/PMS character art, please use the 2D line art.

*More 2D line art is available on request.

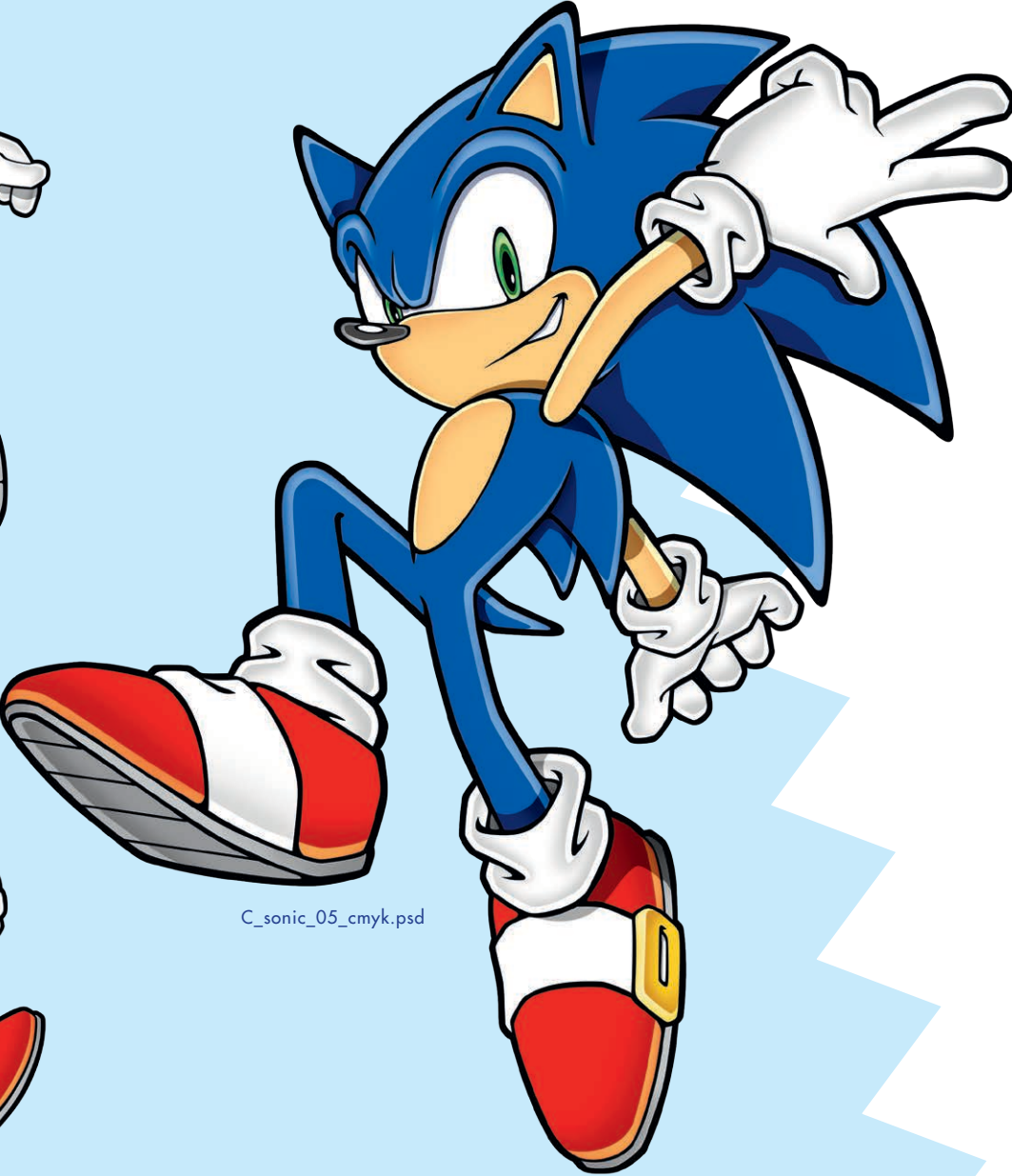
2D SONIC



C_sonic_03_cmyk.psd

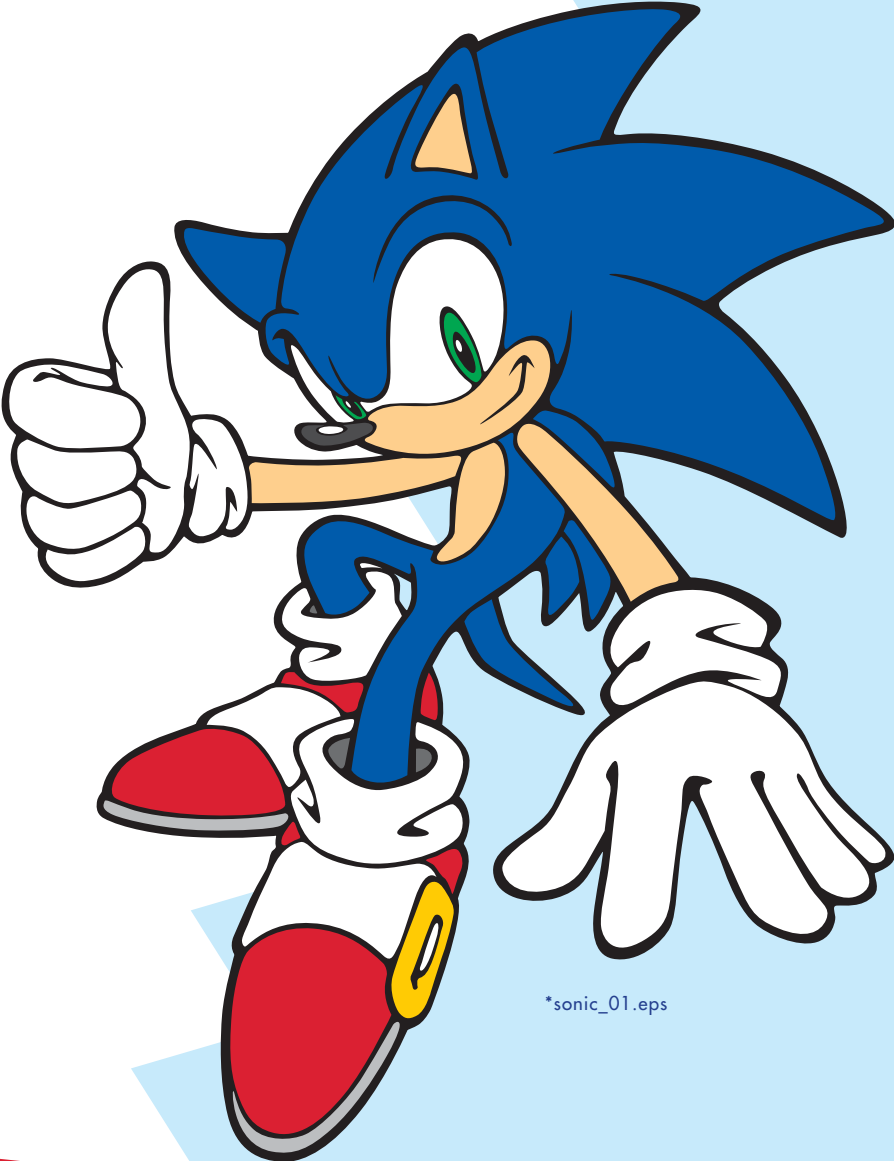


C_sonic_04_cmyk.psd

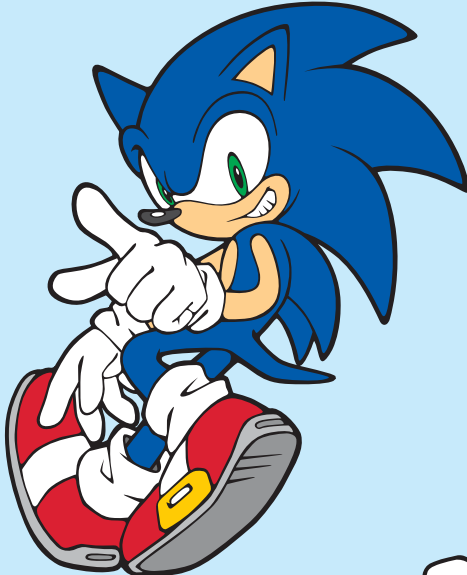


C_sonic_05_cmyk.psd

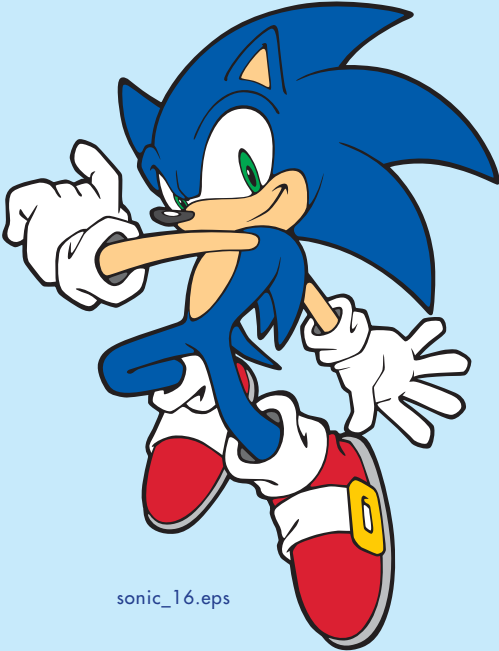
2D SONIC LINE-ART



*sonic_01.eps



sonic_03.eps

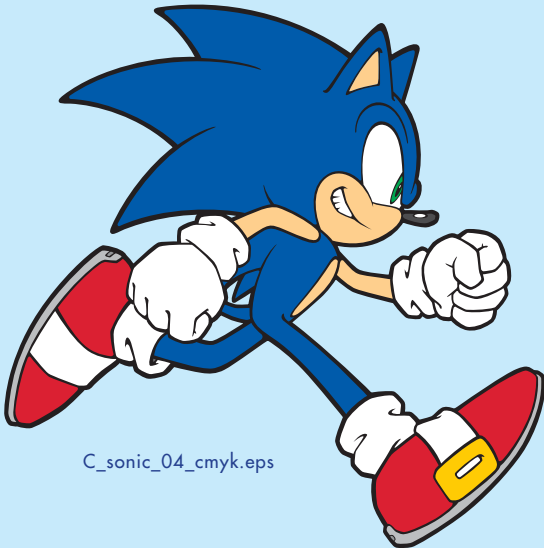


sonic_16.eps

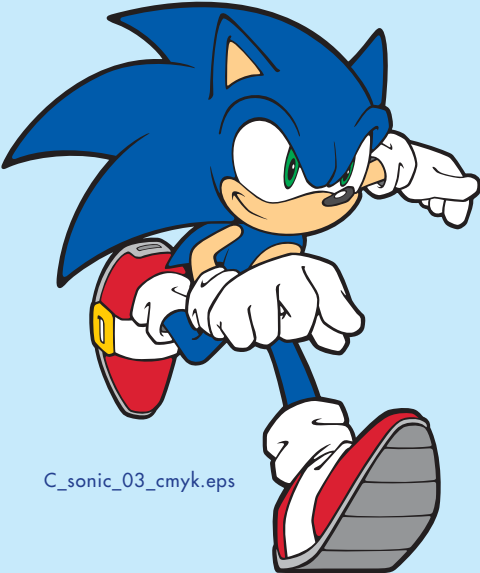


sonic_19.eps

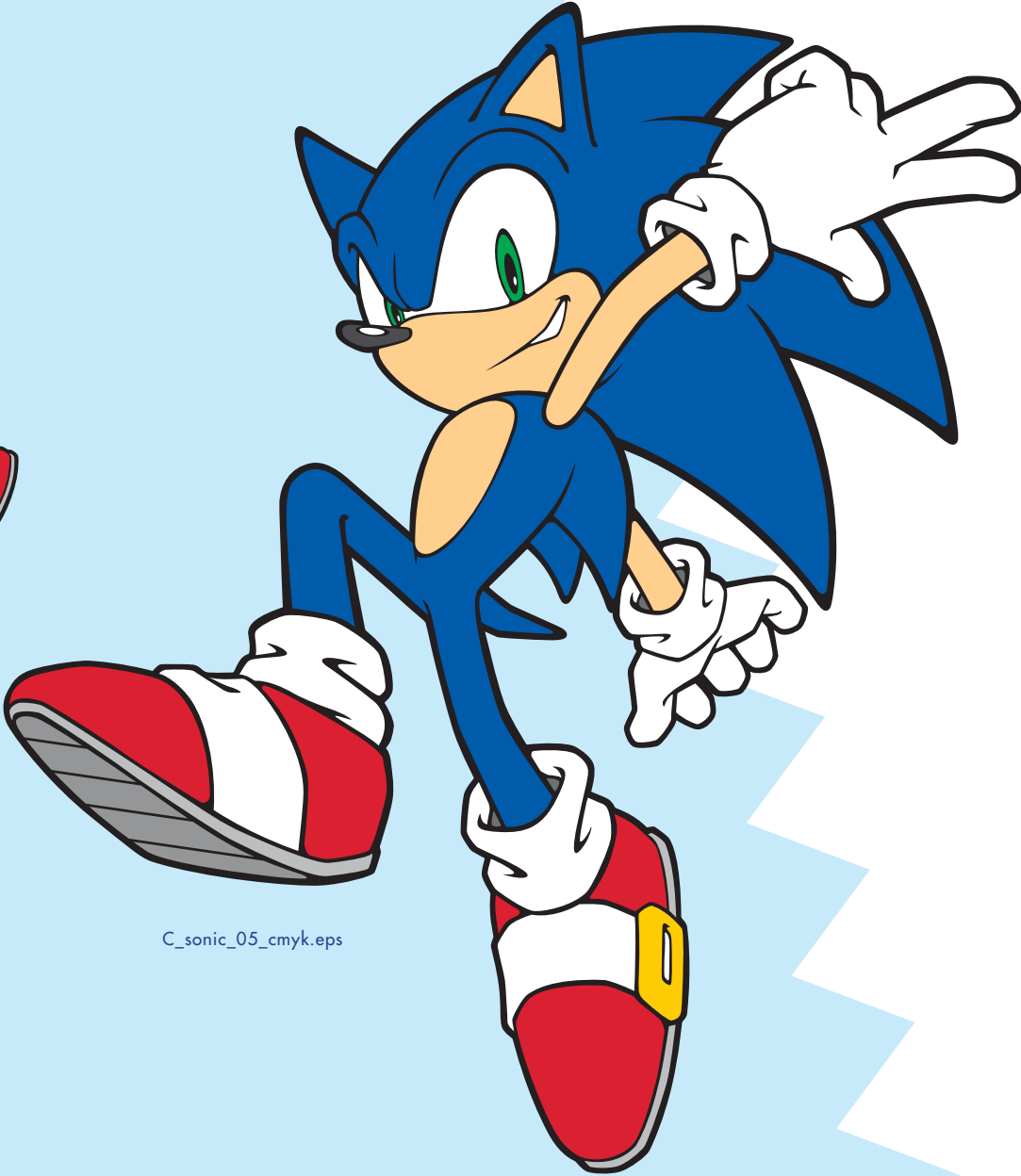
2D SONIC LINE-ART



C_sonic_04_cmyk.eps

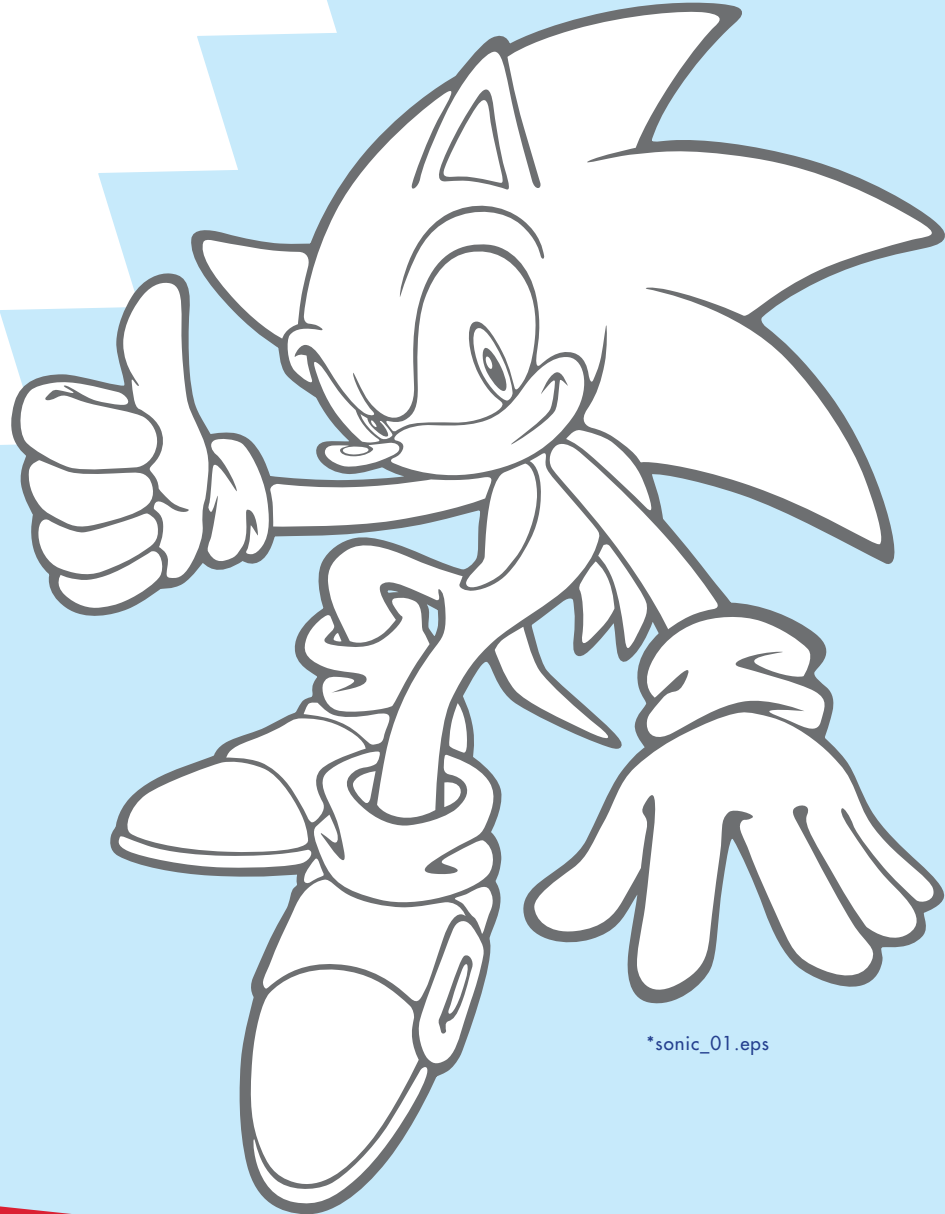


C_sonic_03_cmyk.eps

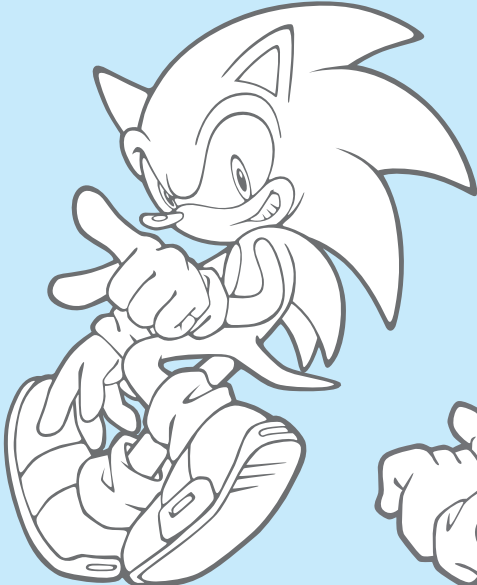


C_sonic_05_cmyk.eps

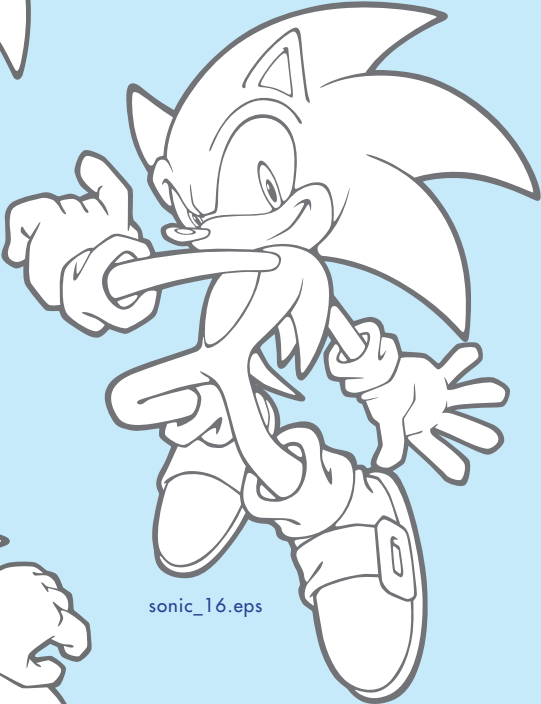
2D SONIC LINE-ART



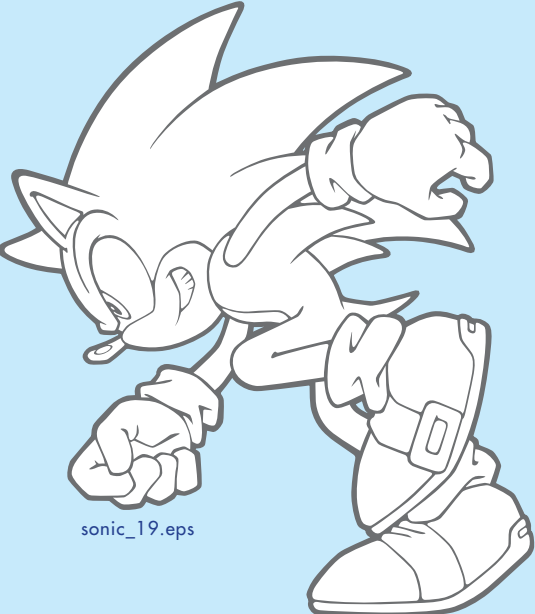
*sonic_01.eps



sonic_03.eps



sonic_16.eps



sonic_19.eps

2D TAILS



*tails_03_cmyk.psd



tails_01_cmyk.psd



tails_02_cmyk.psd



tails_04_cmyk.psd

*Core character pose

*Please note that the 2D character art are Photoshop files. If you wish to use limited colour/PMS character art, please use the 2D line art.

*More 2D line art is available on request.

2D TAILS



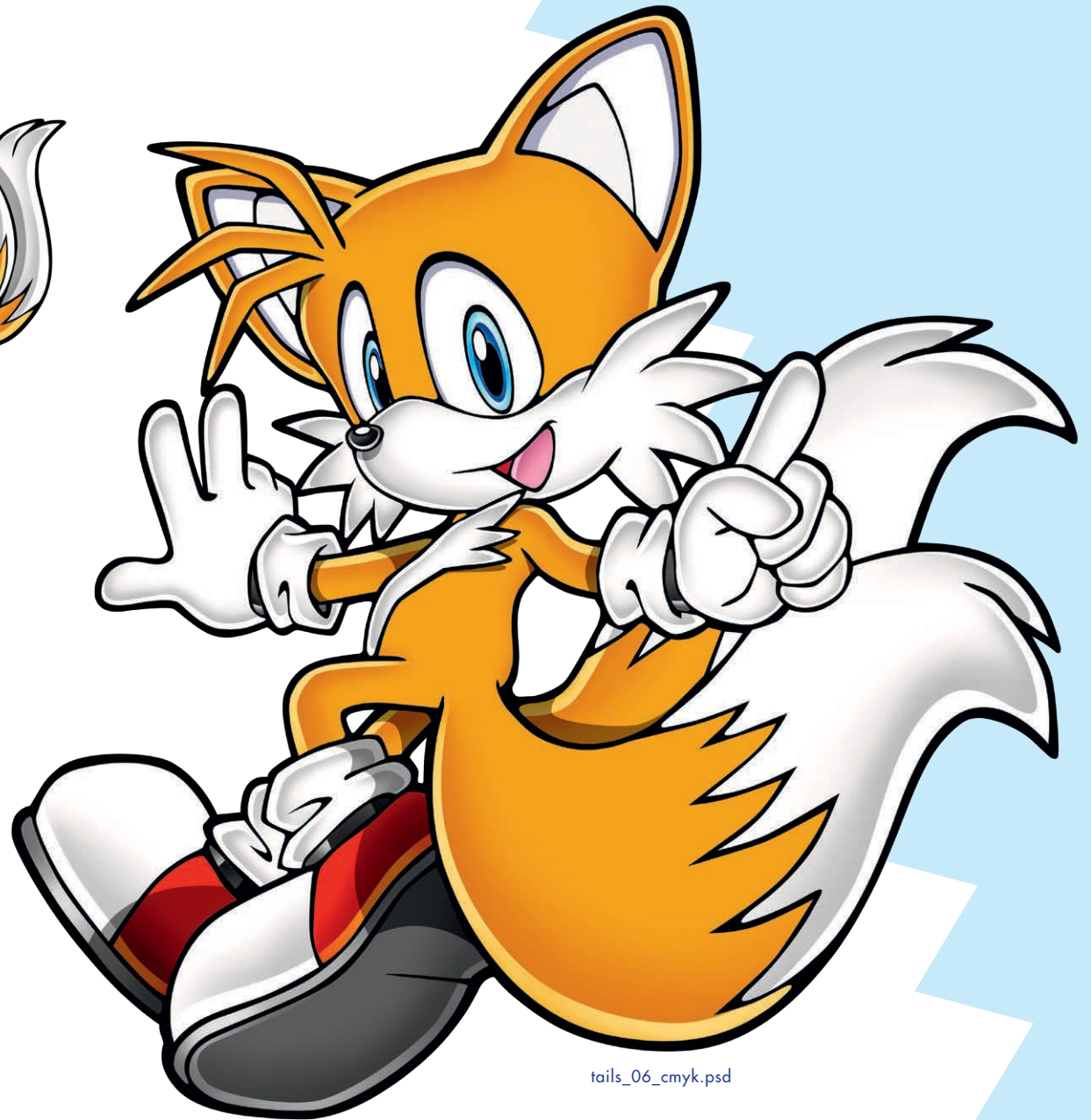
tails_05_cmyk.psd



tails_07_cmyk.psd



tails_08_cmyk.psd



tails_06_cmyk.psd

2D TAILS LINE-ART



*tails_03.eps



tails_01.eps

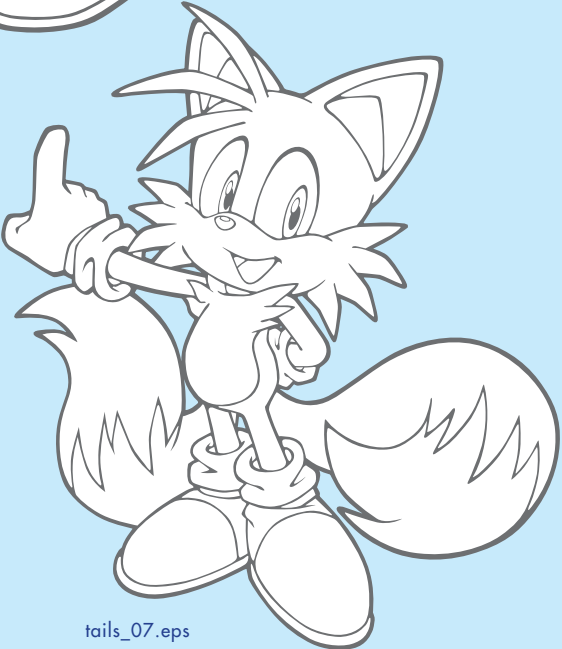


tails_07.eps

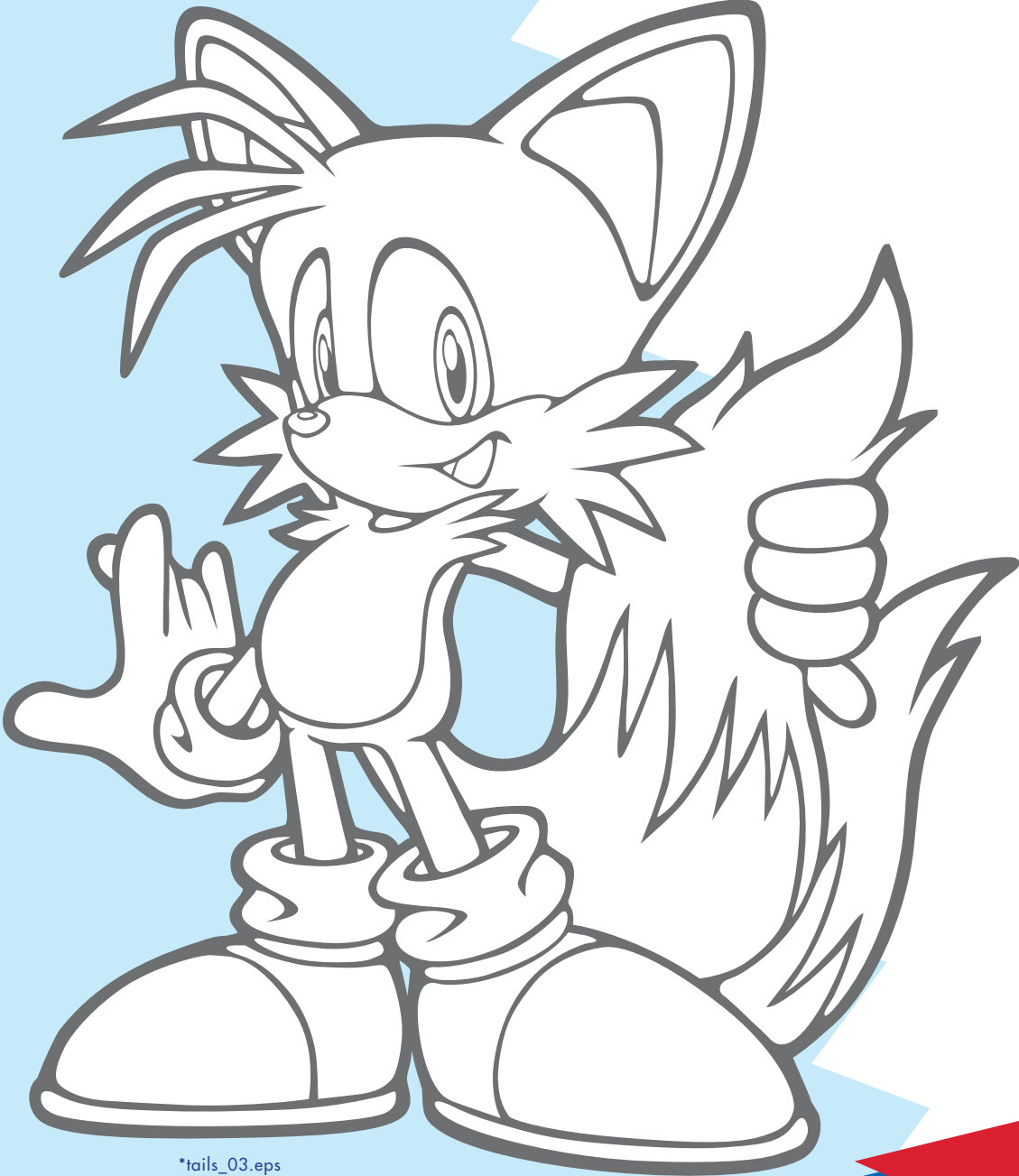
2D TAILS LINE-ART



tails_01.eps



tails_07.eps



*tails_03.eps

2D DR. EGGMAN



*eggman_01_cmyk.psd



eggman_02_cmyk.psd



eggman_03_cmyk.psd

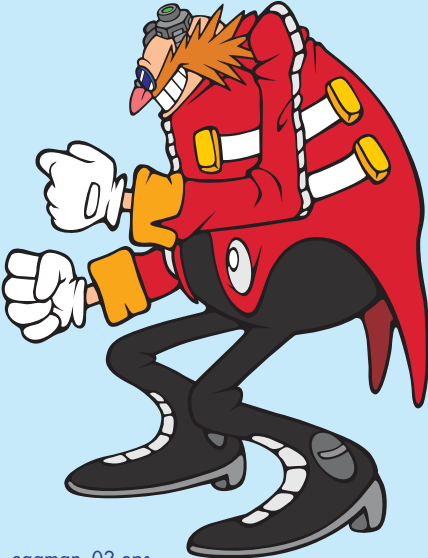


eggman_04_cmyk.psd



eggman_05_cmyk.psd

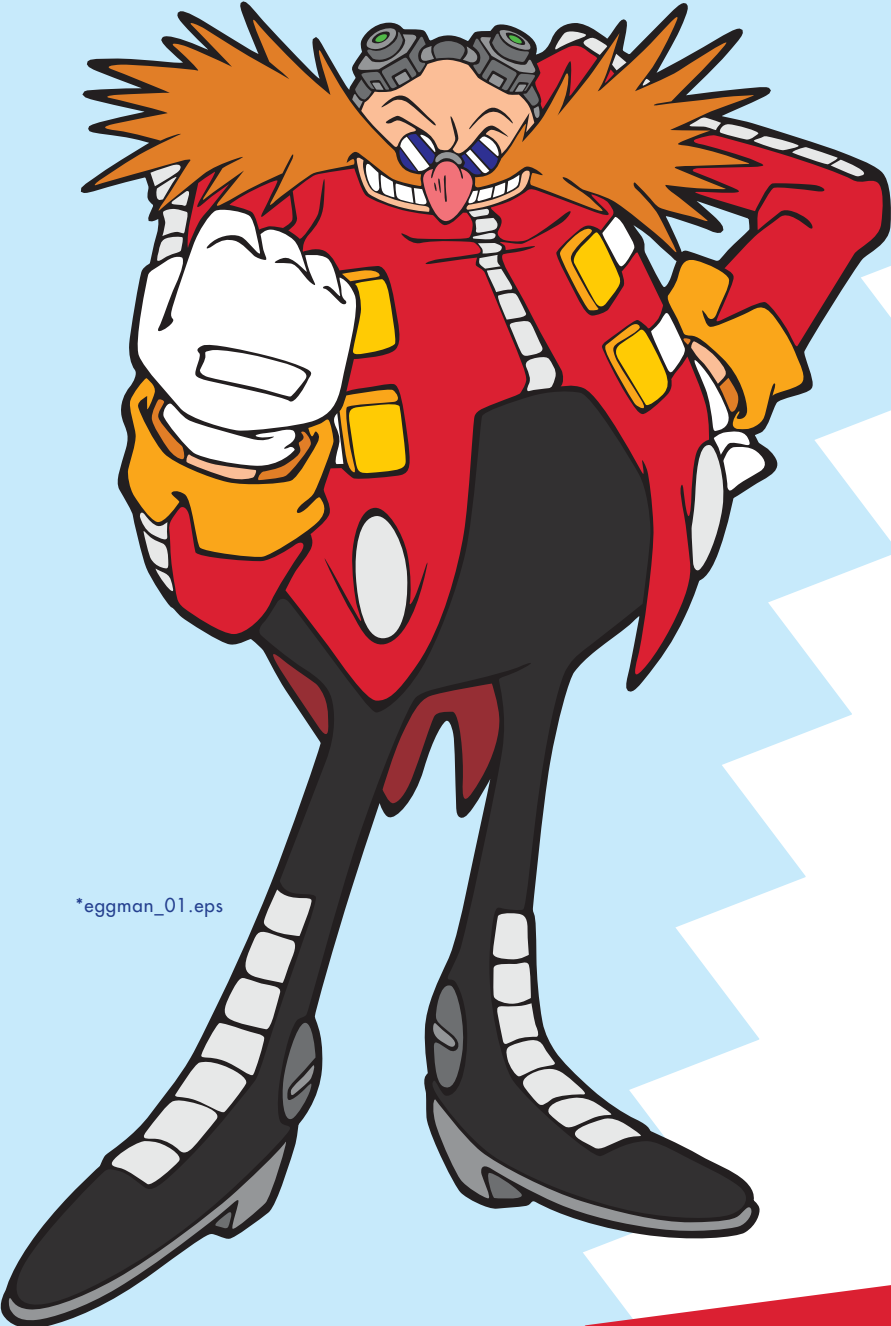
2D DR. EGGMAN LINE-ART



eggman_02.eps

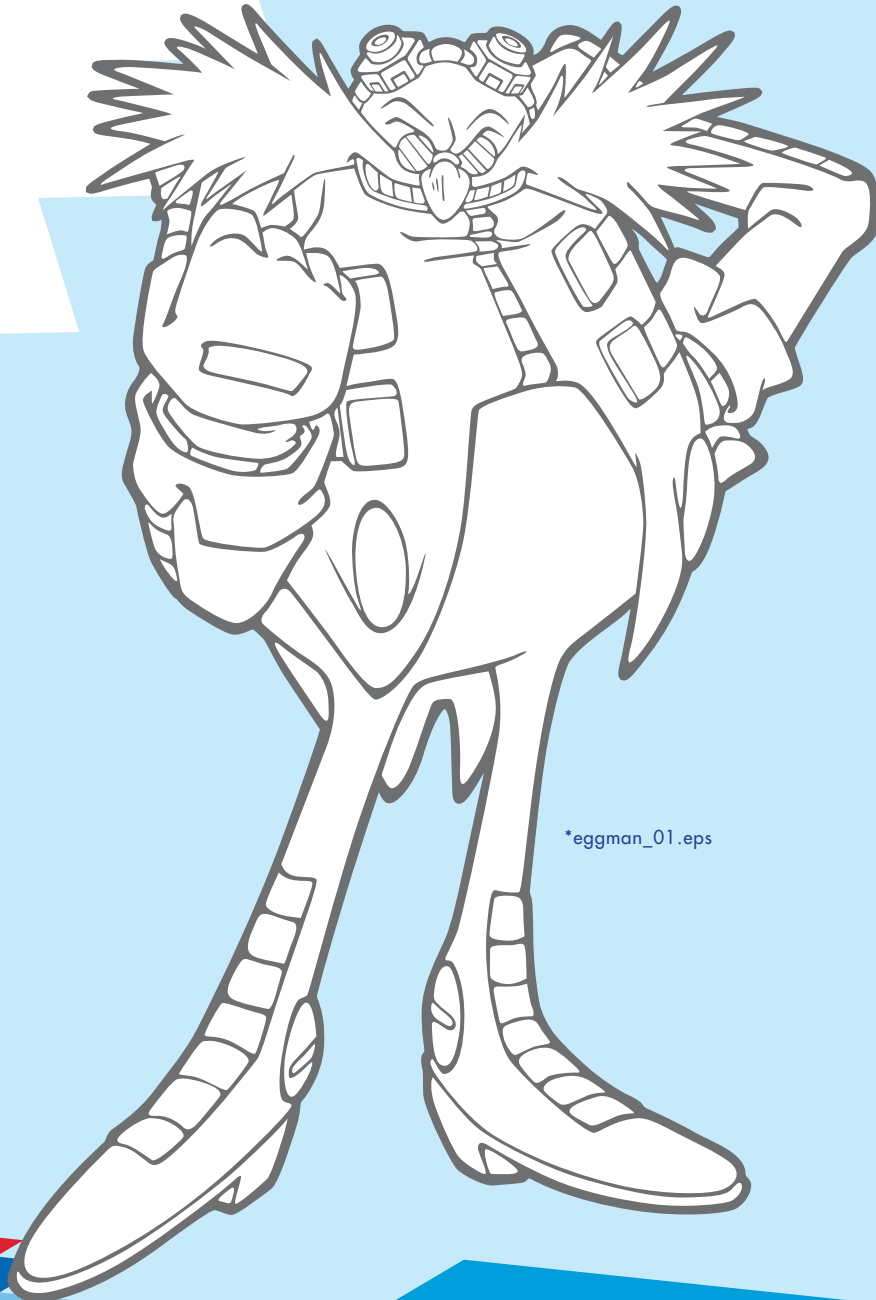


eggman_05.eps

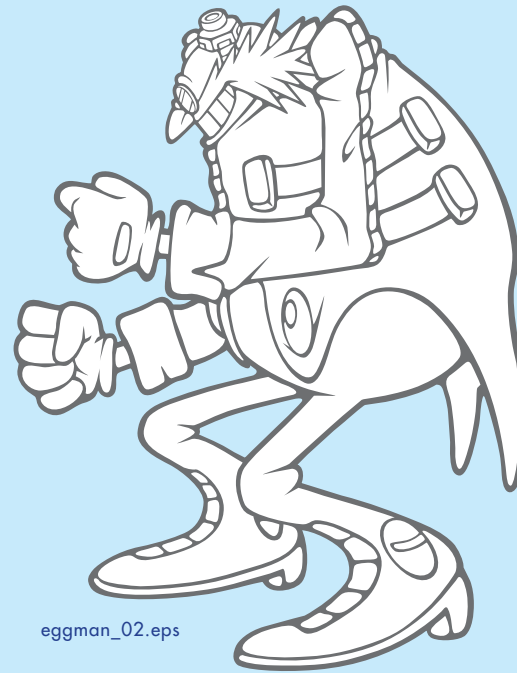


*eggman_01.eps

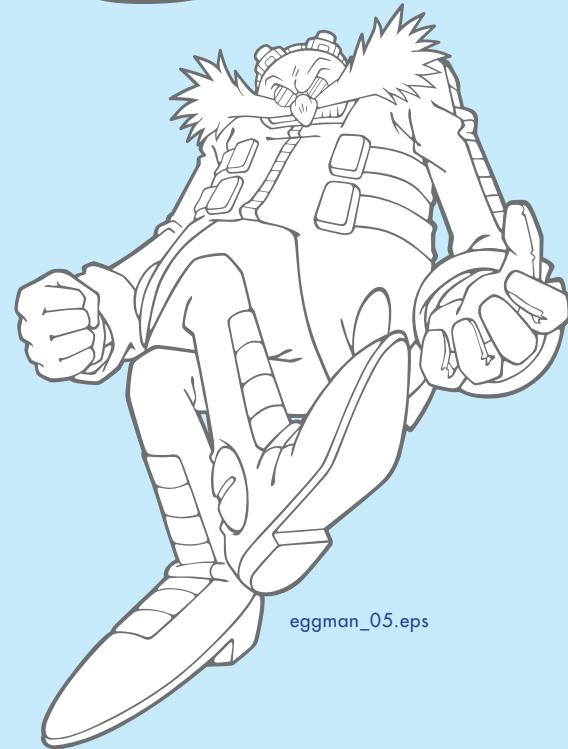
2D DR. EGGMAN LINE-ART



*eggman_01.eps



eggman_02.eps



eggman_05.eps

2D KNUCKLES



*knuckles_02_cmyk.psd



knuckles_01_cmyk.psd



knuckles_04_cmyk.psd



knuckles_03_cmyk.psd

*Core character pose

*Please note that the 2D character art are Photoshop files. If you wish to use limited colour/PMS character art, please use the 2D line art.

*More 2D line art is available on request.

2D KNUCKLES



knuckles_05_cmyk.psd



knuckles_06_cmyk.psd



knuckles_07_cmyk.psd

2D KNUCKLES LINE-ART



*knuckles_02.eps



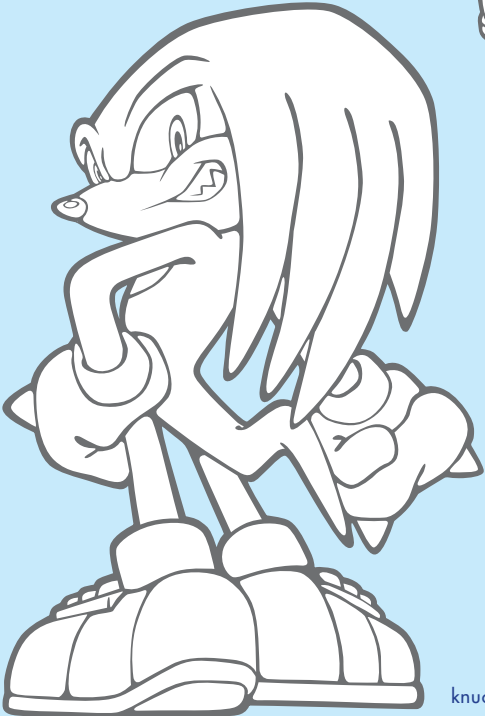
knuckles_03.eps



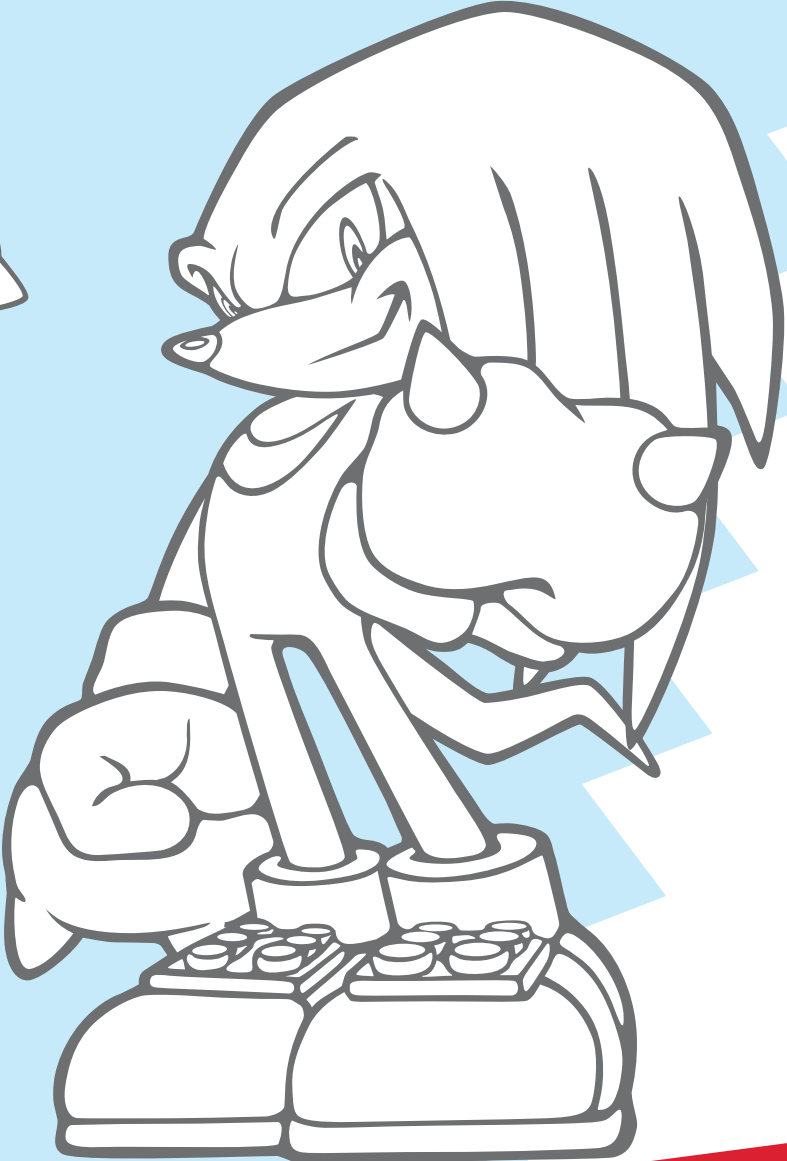
knuckles_06.eps

2D KNUCKLES LINE-ART

knuckles_03.eps

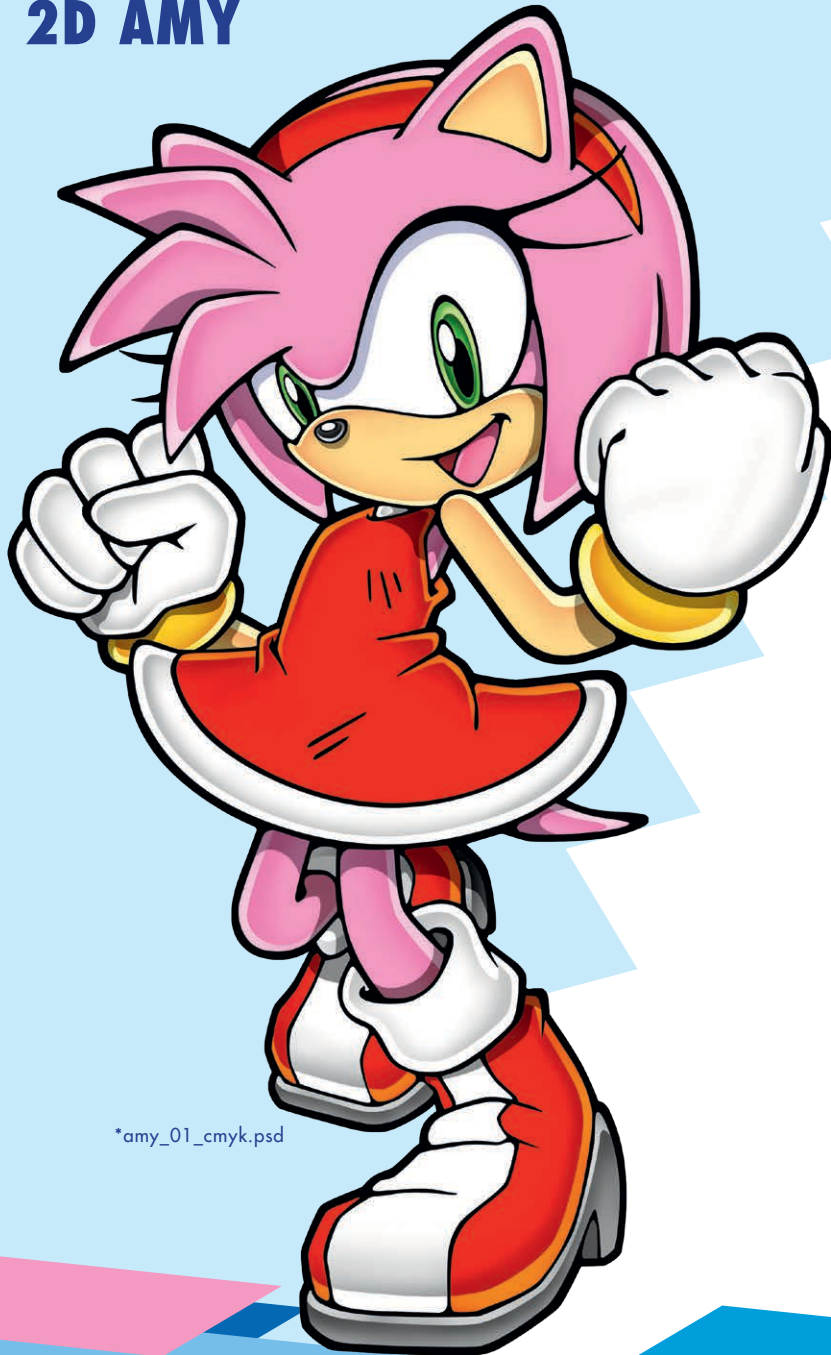


knuckles_06.eps



*knuckles_02.eps

2D AMY



*amy_01_cmyk.psd



amy_02_cmyk.psd



amy_03_cmyk.psd



amy_04_cmyk.psd

*Core character pose

*Please note that the 2D character art are Photoshop files. If you wish to use limited colour/PMS character art, please use the 2D line art.

*More 2D line art is available on request.

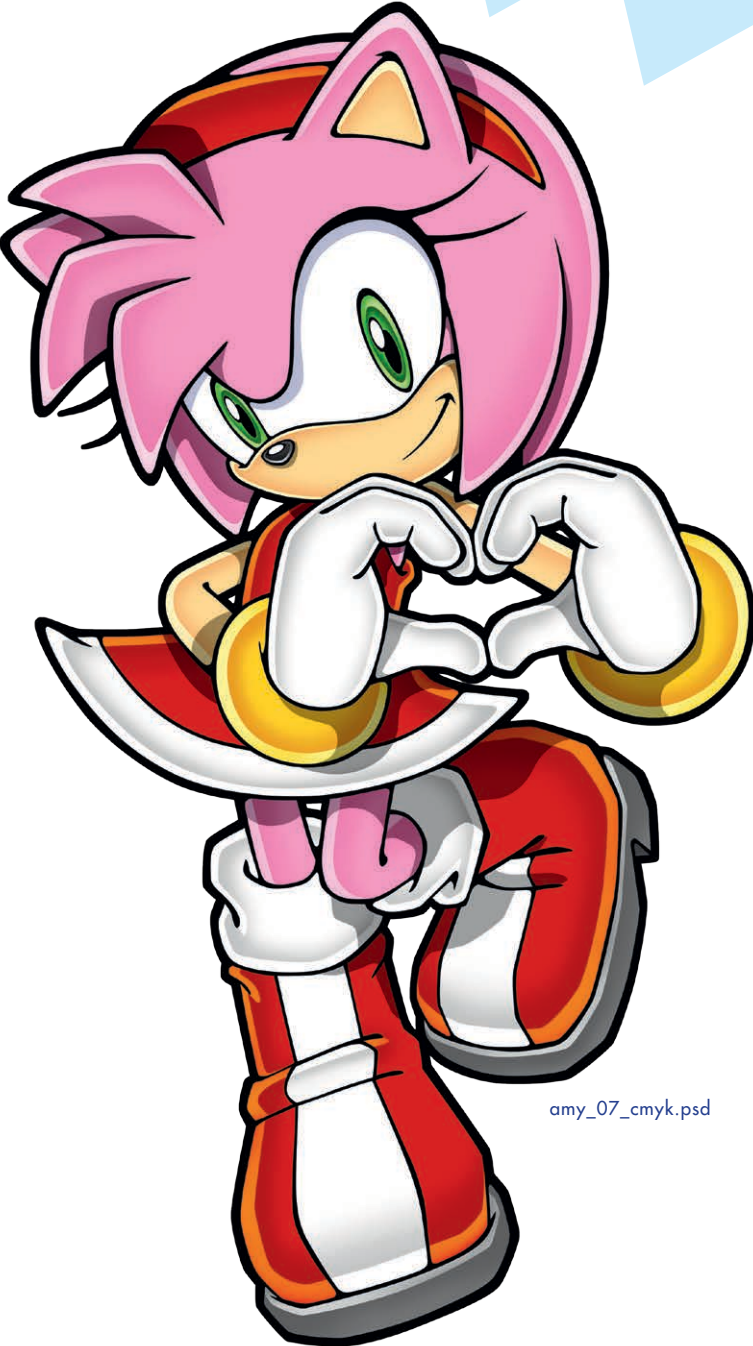
2D AMY



amy_05_cmyk.psd



amy_06_cmyk.psd

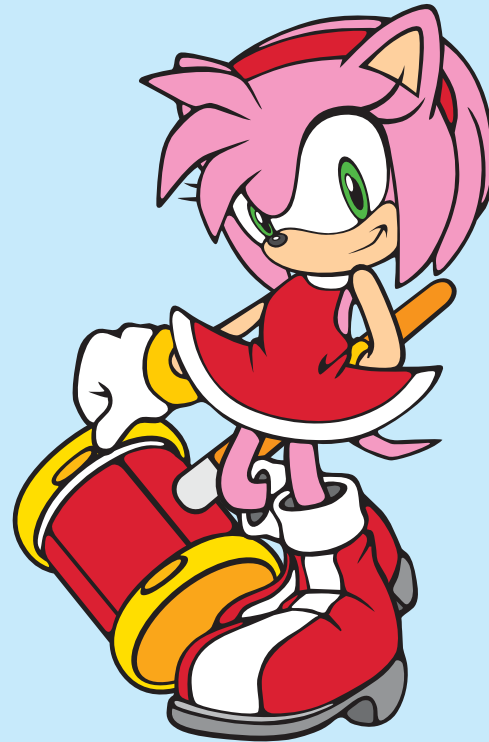


amy_07_cmyk.psd

2D AMY LINE-ART



amy_07.eps



amy_03.eps



amy_04.eps

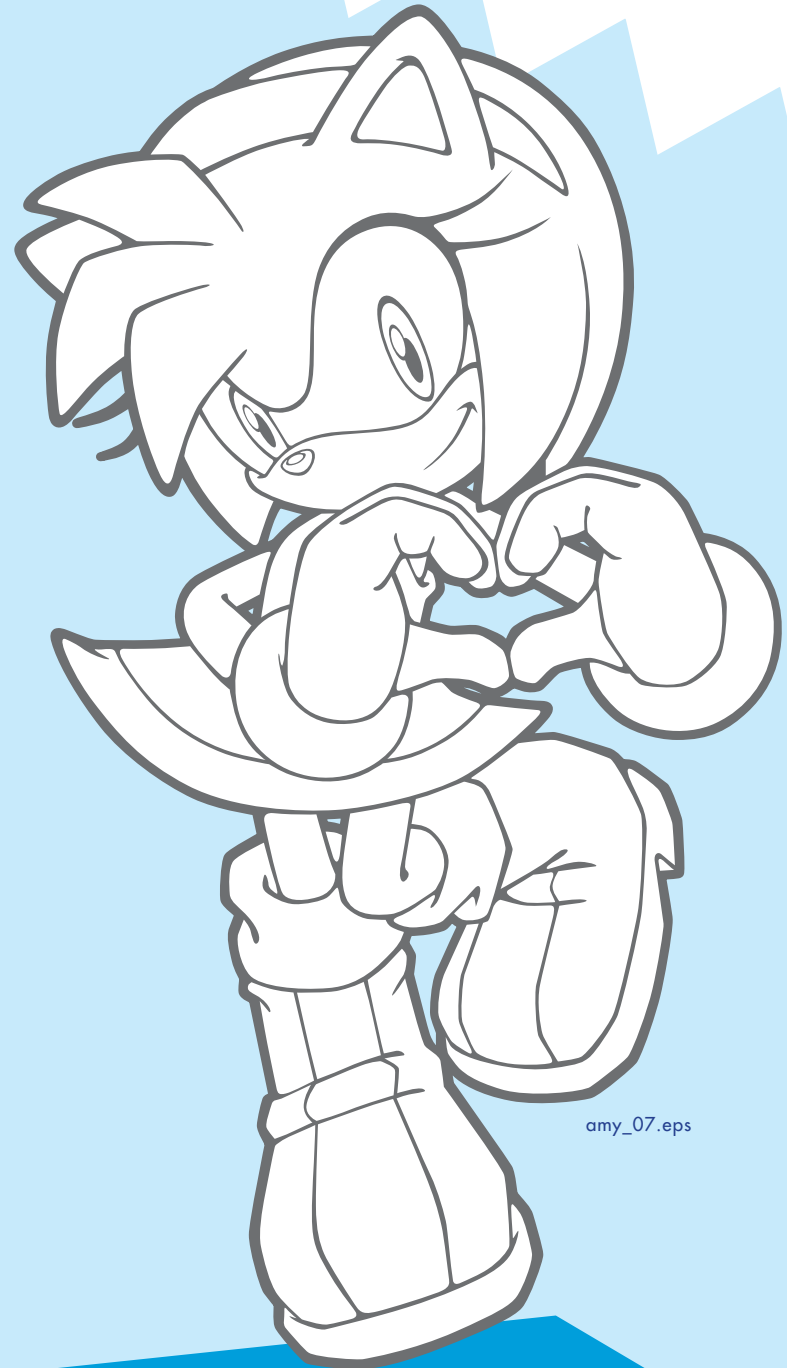
2D AMY LINE-ART



amy_04.eps



amy_03.eps



amy_07.eps

2D SHADOW



*shadow_01_cmyk.psd



shadow_02_cmyk.psd



shadow_03_cmyk.psd



shadow_04_cmyk.psd



shadow_05_cmyk.psd

*Core character pose

*Please note that the 2D character art are Photoshop files. If you wish to use limited colour/PMS character art, please use the 2D line art.

*More 2D line art is available on request.

2D SHADOW



shadow_06_cmyk.psd



shadow_07_cmyk.psd



shadow_10_cmyk.psd



shadow_08_cmyk.psd



shadow_09_cmyk.psd



shadow_11_cmyk.psd

2D SHADOW LINE-ART



*shadow_01.eps

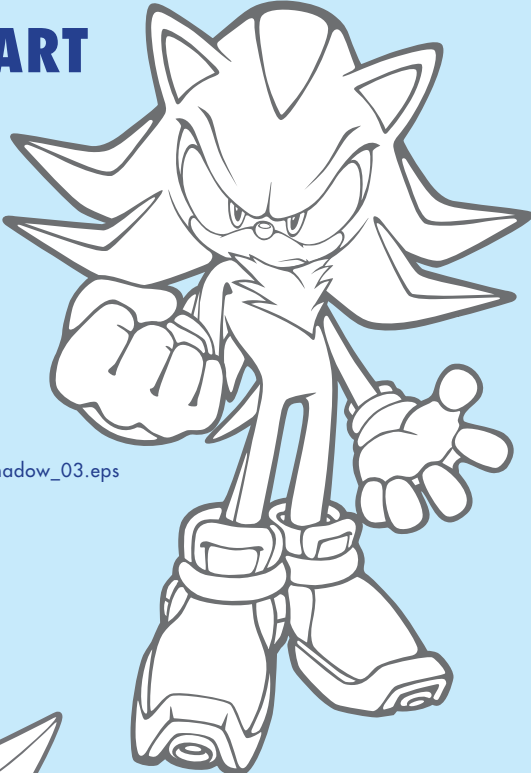


shadow_03.eps

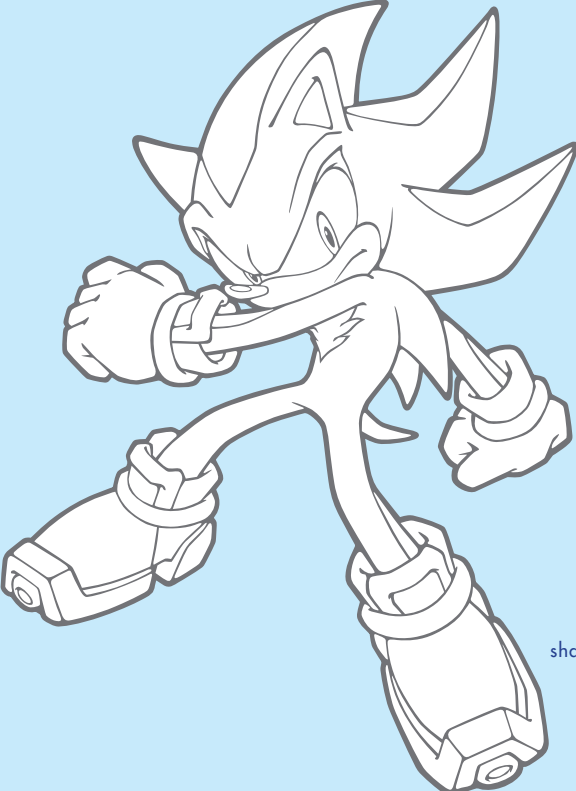


shadow_11.eps

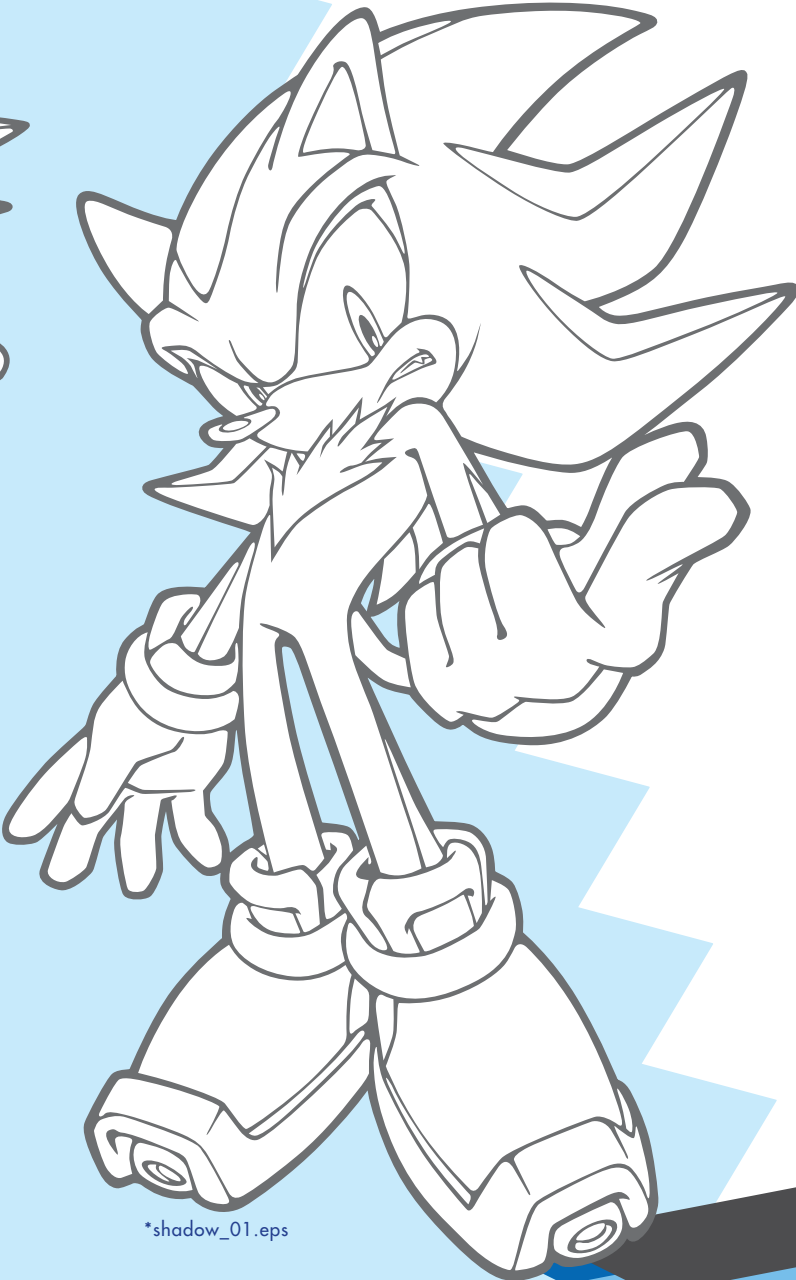
2D SHADOW LINE-ART



shadow_03.eps



shadow_11.eps



*shadow_01.eps

2D ADDITIONAL CHARACTERS

BIG



big_01_cmyk.psd

BLAZE



blaze_01_cmyk.psd



blaze_02_cmyk.psd



blaze_03_cmyk.psd



blaze_04_cmyk.psd

2D ADDITIONAL CHARACTERS

CHAO



chao_01_cmyk.psd



chao_02_cmyk.psd



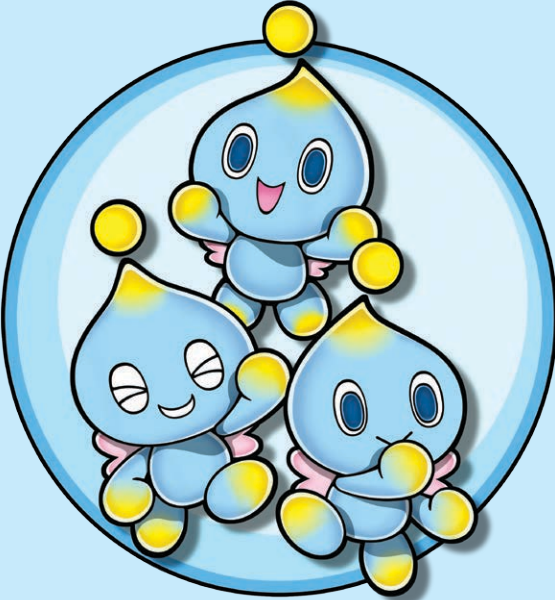
chao_03_cmyk.psd



chao_p1_cmyk.psd



chao_p2_cmyk.psd



chao_mark_cmyk.psd

CHAOS



chaos_01_cmyk.psd

2D ADDITIONAL CHARACTERS

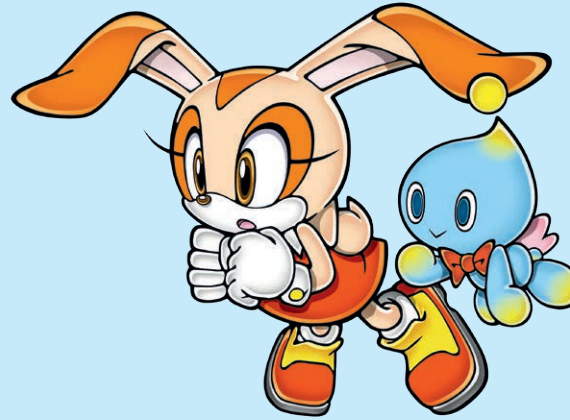
CREAM



cream_01_cmyk.psd



cream_02_cmyk.psd

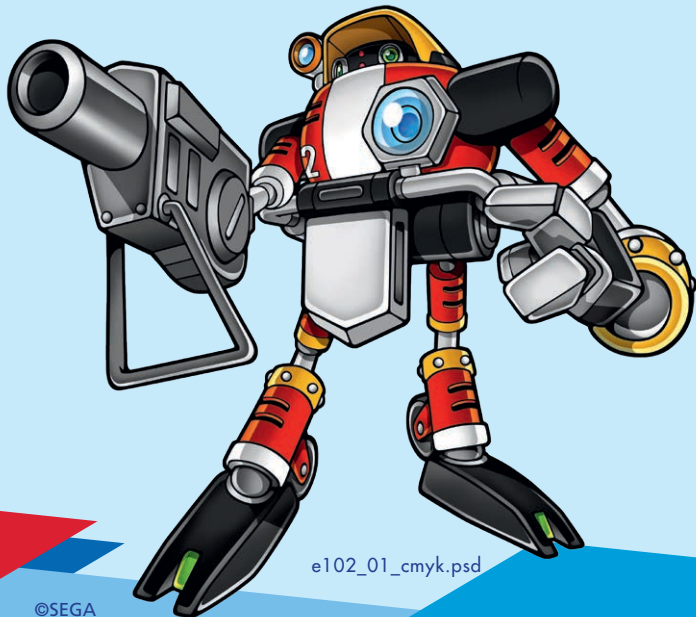


cream_03_cmyk.psd



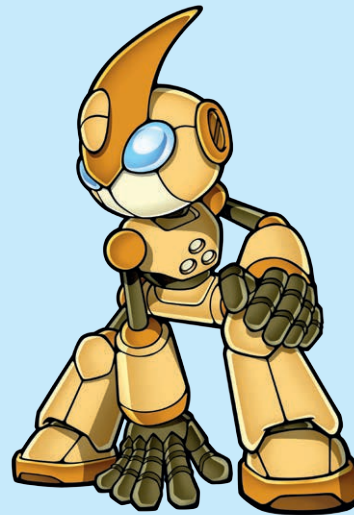
cream_04_cmyk.psd

E102



e102_01_cmyk.psd

EMERL



emerl_01_cmyk.psd

E123 OMEGA



omega_01_cmyk.psd

2D ADDITIONAL CHARACTERS

GMEL



gmel_cmyk.psd

JET



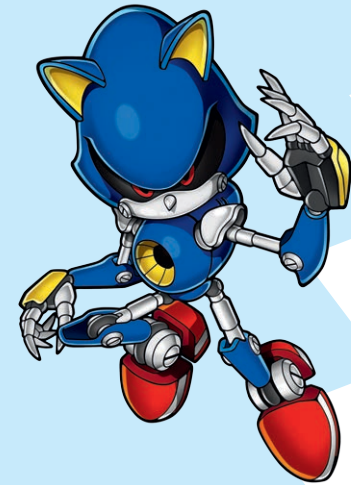
jet_01_cmyk.psd

MARINE



marine_01_cmyk.psd

METAL SONIC

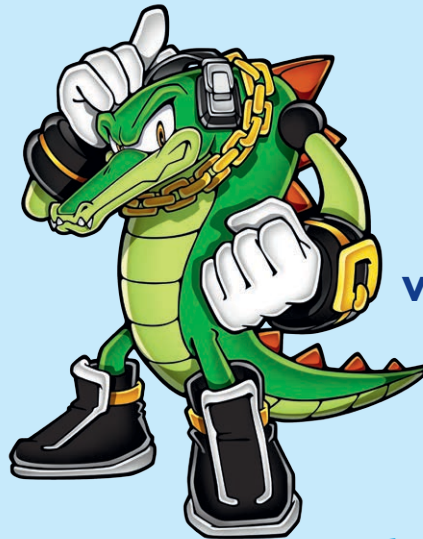


metalsonic_01_cmyk.psd



charm_01_cmyk.psd

CHARMY



vector_01_cmyk.psd

VECTOR



espio_01_cmyk.psd

ESPIO

2D ADDITIONAL CHARACTERS

ROUGE



rouge_01_cmyk.psd

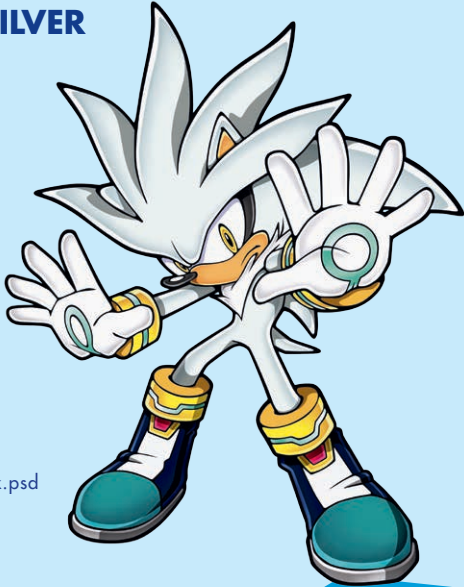


rouge_02_cmyk.psd



rouge_03_cmyk.psd

SILVER



silver_01_cmyk.psd

WEREHOG



werehog_01_cmyk.psd

2D ADDITIONAL CHARACTERS

STORM



*storm_01_cmyk.psd

WAVE



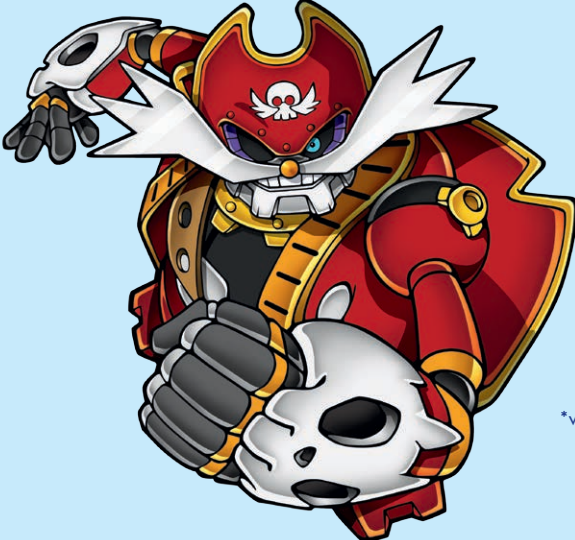
*wave_01_cmyk.psd

SUPER SONIC



*super_sonic_01_cmyk.psd

WHISKER



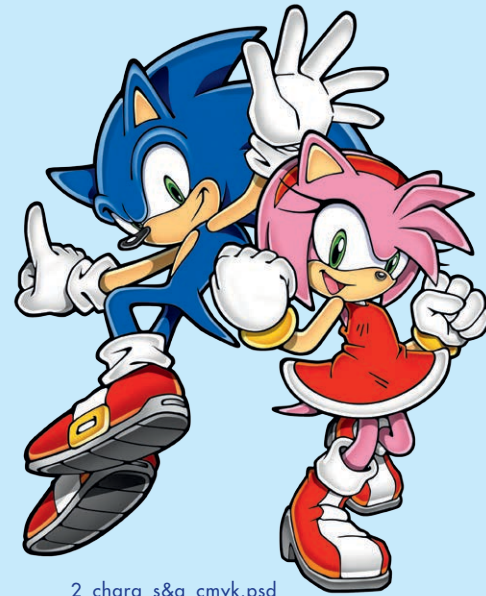
*whisker_01_cmyk.psd

*We don't recommend this character since he only appeared once in Sonic Rush Adventure.
*Storm & Wave from Sonic Riders so do not mix with other characters.

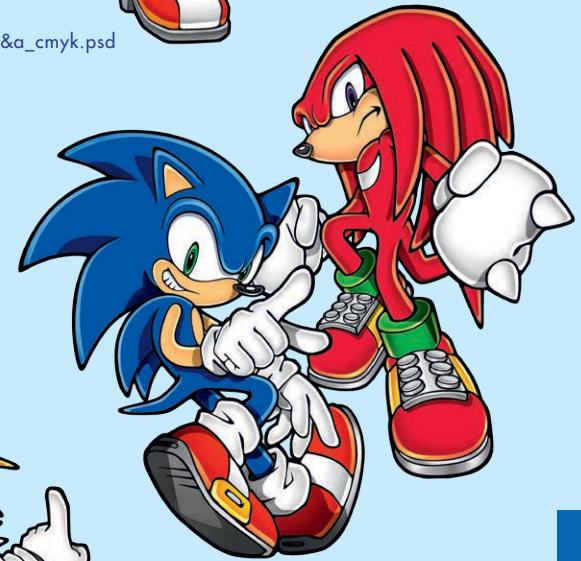
2D GROUPS



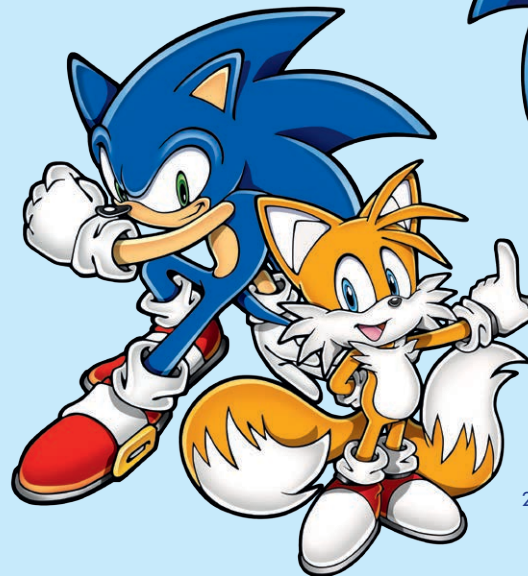
2_chara_s&s_cmyk.psd



2_chara_s&a_cmyk.psd



2_chara_s&k_cmyk.psd



2_chara_s&t_cmyk.psd

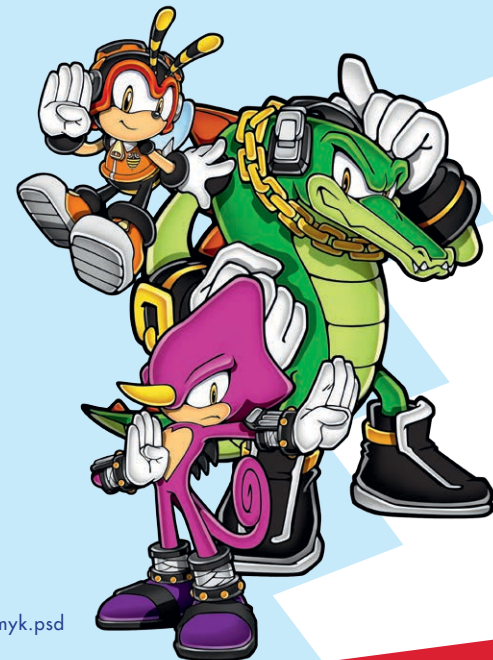
2D GROUPS



3_chara_s&k&s_cmyk.psd

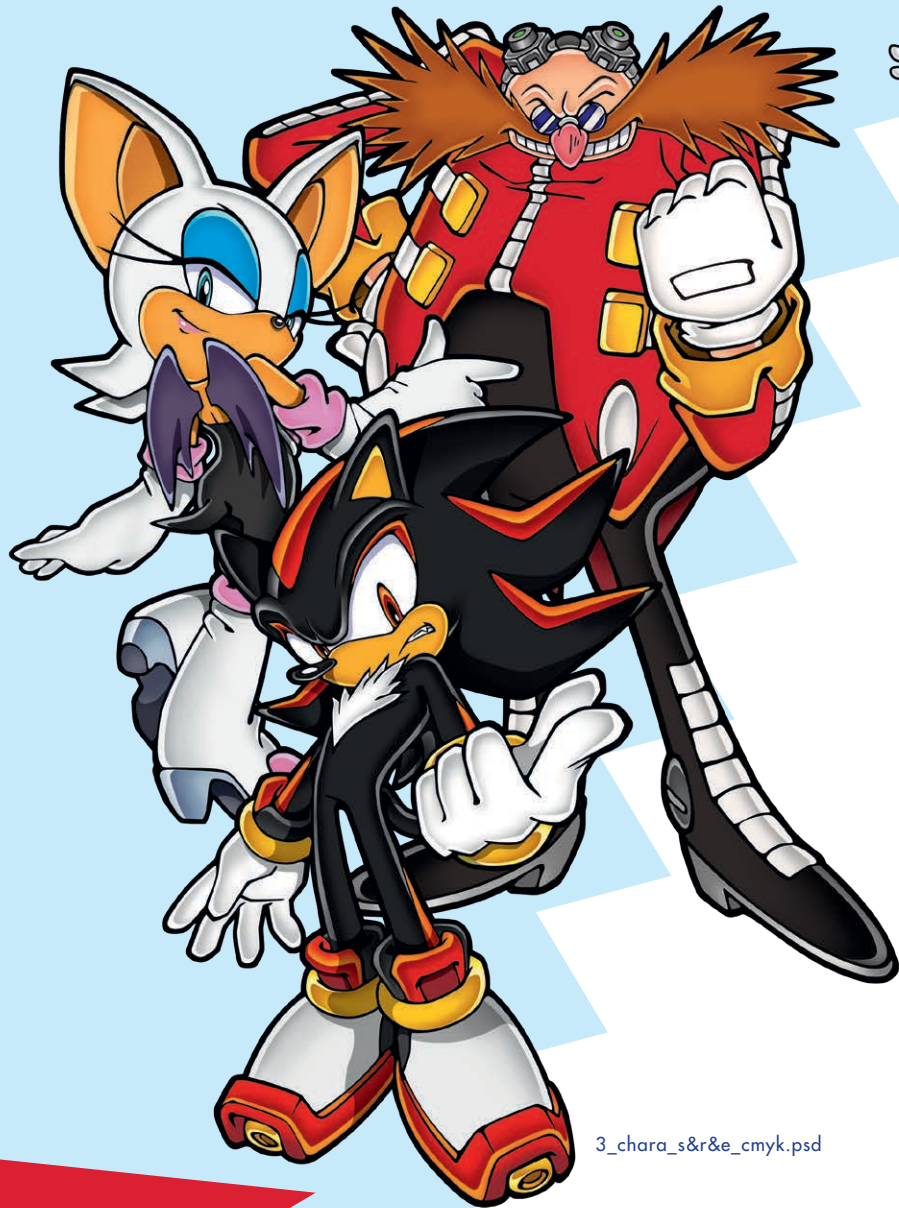


*3_chara_babylon_cmyk.psd



3_chara_chaotix_cmyk.psd

2D GROUPS



3_chara_s&r&e_cmyk.psd



3_chara_s&s&s_cmyk.psd



5_chara_cmyk.psd



9_chara_cmyk.psd

2D THEMES



C_sonic_11_cmyk.psd



C_sonic_13_cmyk.psd



C_sonic_14_cmyk.psd



C_sonic_12_cmyk.psd

2D THEMES



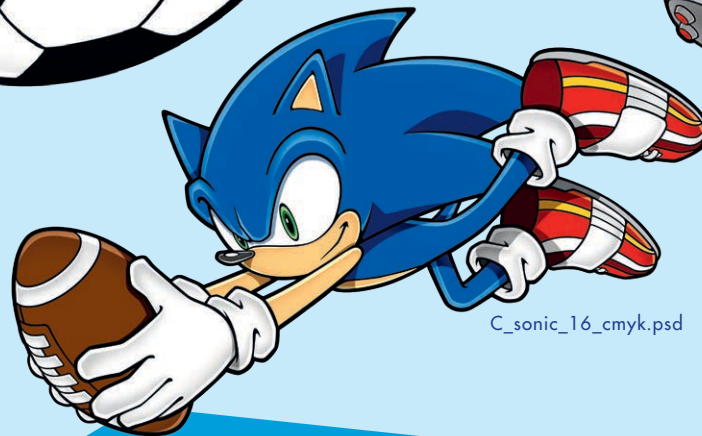
C_sonic_09_cmyk.psd



C_sonic_10_cmyk.psd



C_sonic_15_cmyk.psd



C_sonic_16_cmyk.psd

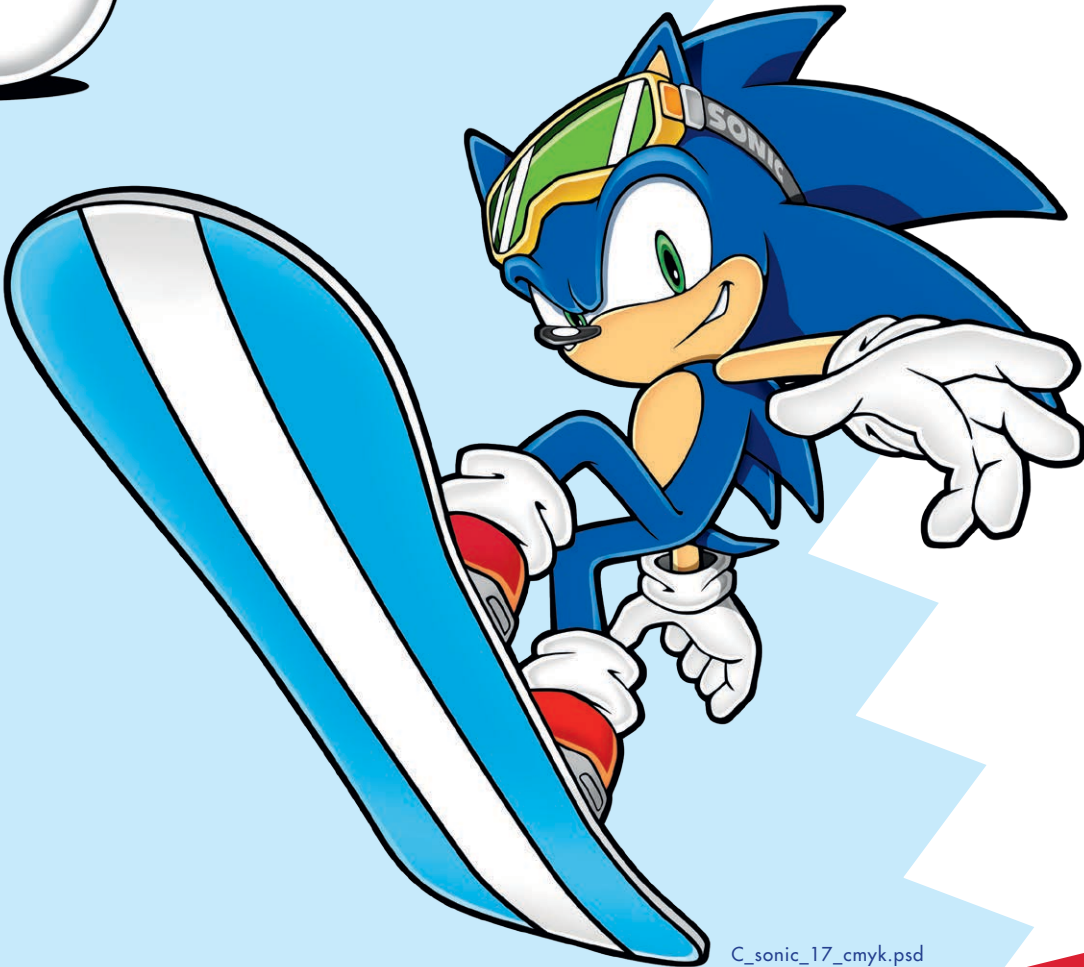
2D THEMES



1998_xmas_sonic_cmyk.psd

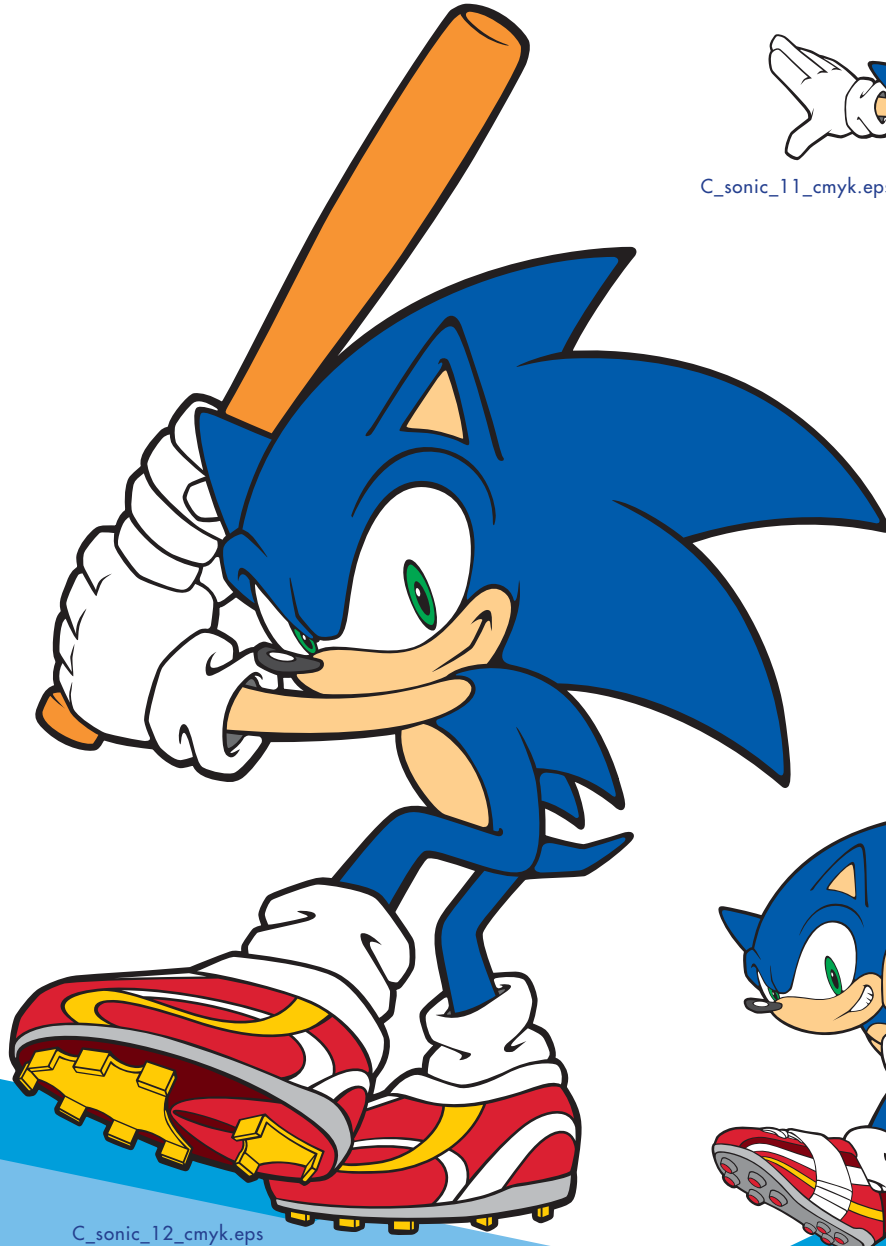


2002_xmas_sonic_cmyk.psd

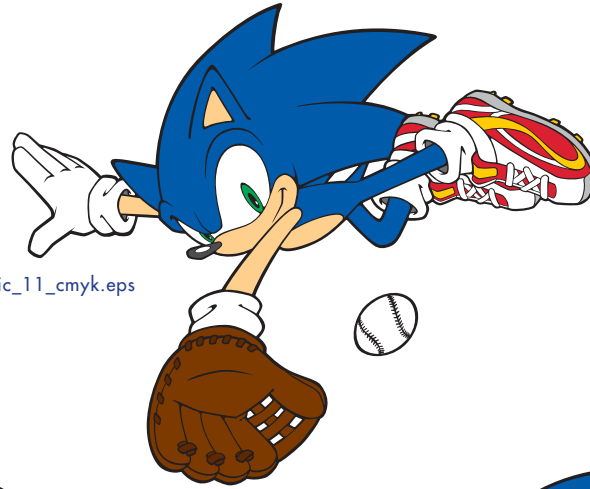


C_sonic_17_cmyk.psd

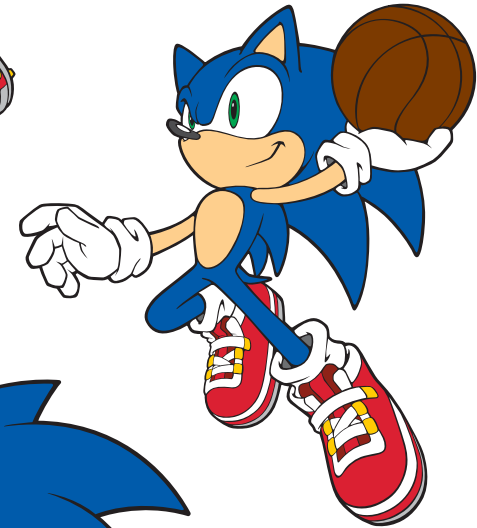
2D THEMES LINE-ART



C_sonic_12_cmyk.eps



C_sonic_11_cmyk.eps



C_sonic_13_cmyk.eps



C_sonic_14_cmyk.eps



C_sonic_15_cmyk.eps



C_sonic_16_cmyk.eps

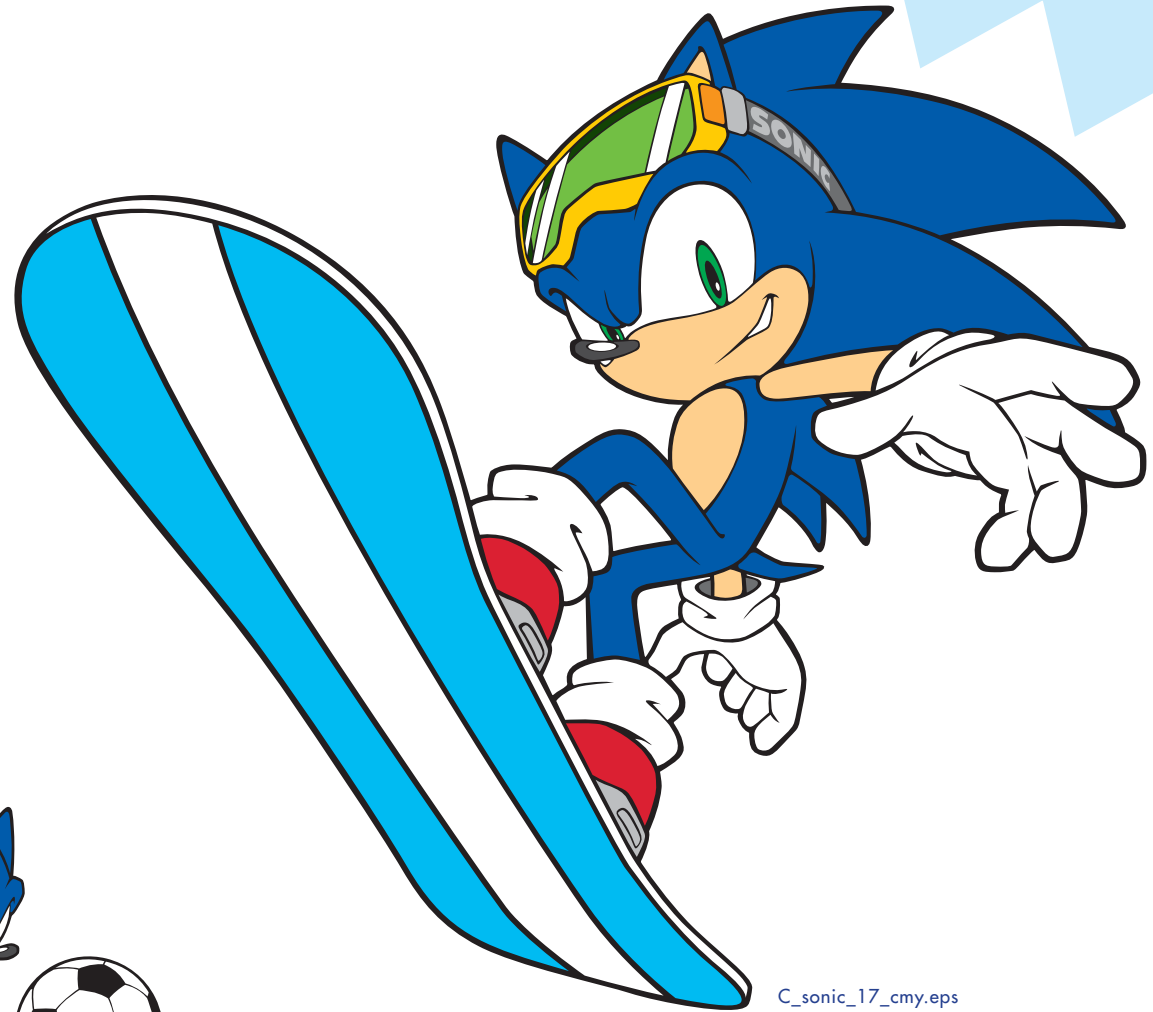
2D THEMES LINE-ART



C_sonic_09_cmyk.eps

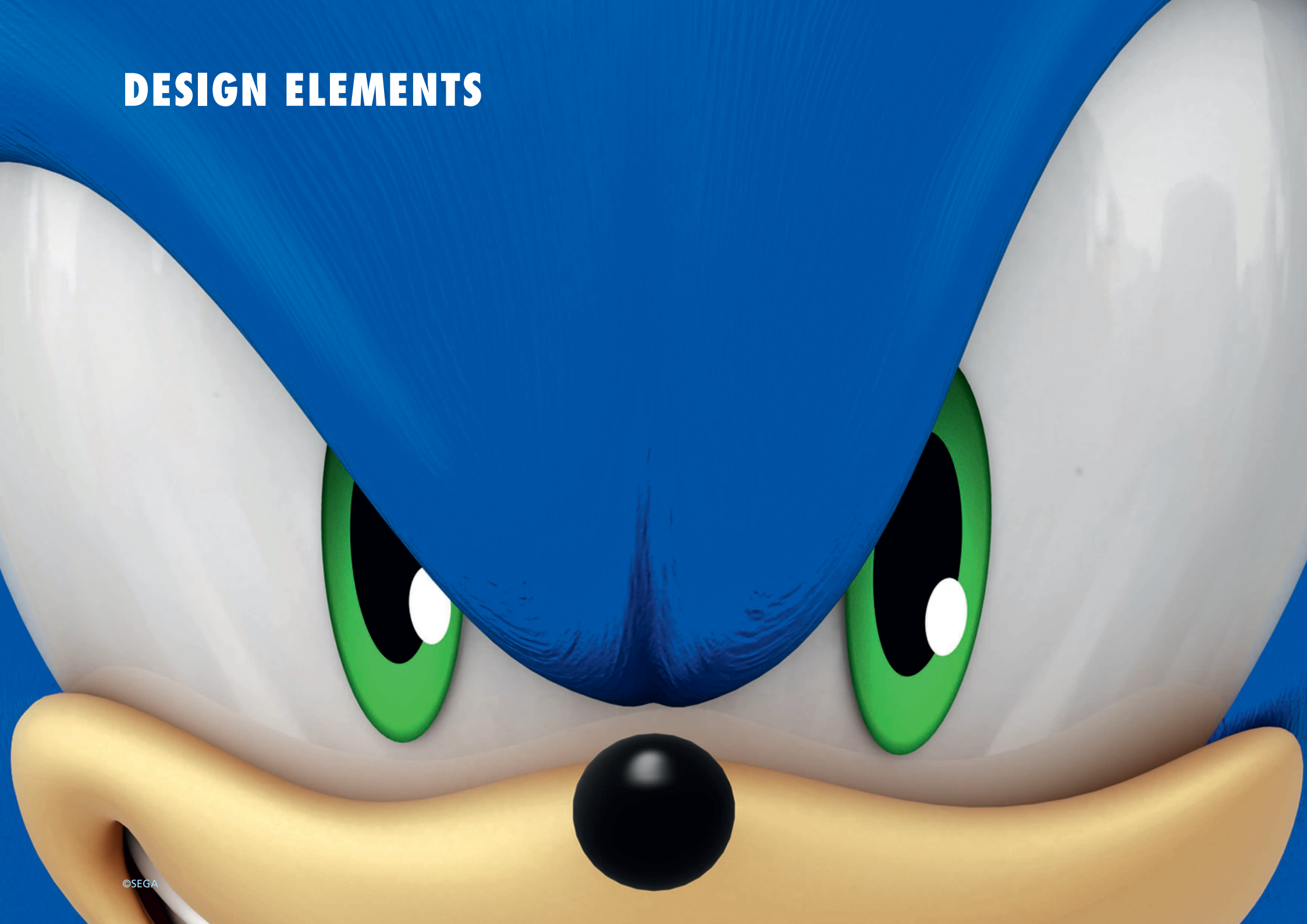


C_sonic_10_cmyk.eps



C_sonic_17_cmyk.eps

DESIGN ELEMENTS



PROPS



CG_chaos_emerald_cmyk.psd



pub_obj_c_itembox_1UP_01_cmyk.psd



pub_obj_c_itembox_10ring_01_cmyk.psd



pub_obj_c_itembox_miteki_01_cmyk.psd



pub_obj_c_itembox_speed_01_cmyk.psd



pub_obj_c_dashpanel_01_cmyk.psd



pub_obj_springred_01_cmyk.psd



pub_obj_springegg_01_cmyk.psd



pub_obj_oneup_01_cmyk.psd



pub_obj_c_spring_red_01_cmyk.psd



pub_obj_c_spring_yellow_01_cmyk.psd



pub_obj_goalring_01_cmyk.psd



pub_obj_specialring_01_cmyk.psd



pub_obj_superring_01_cmyk.psd



ring_01_cmyk.psd

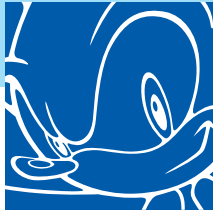


ring_02_cmyk.psd

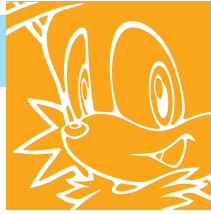


ring_03_cmyk.psd

ICONS



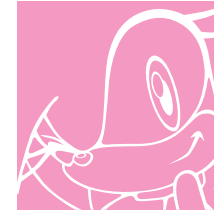
modern_icon_sonic_01_cmyk.eps



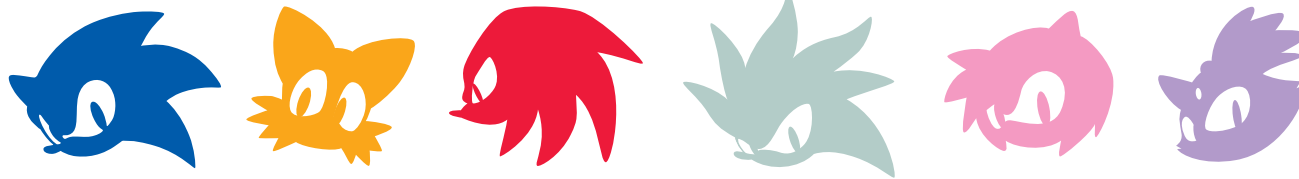
modern_icon_tails_01_cmyk.eps



modern_icon_knuckles_01_cmyk.eps



modern_icon_amy_01_cmyk.eps



modern_icon_faces_01_cmyk.eps



modern_icon_s_01_cmyk.eps



modern_icon_star_01_cmyk.eps



modern_icon_star_02_cmyk.eps



modern_icon_spin_circle_01_cmyk.eps



modern_icon_arrow_01_cmyk.eps



pub_obj_sign_01_cmyk.psd



pub_obj_sign_02_cmyk.psd

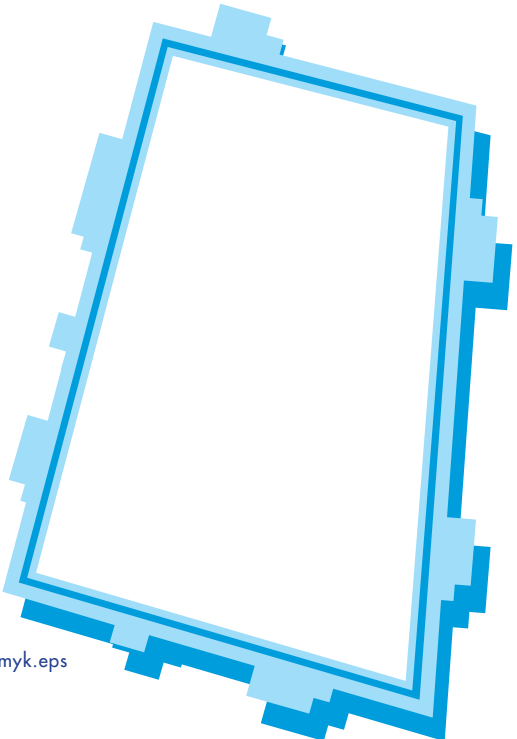


pub_obj_sign_03_cmyk.psd



pub_obj_sign_04_cmyk.psd

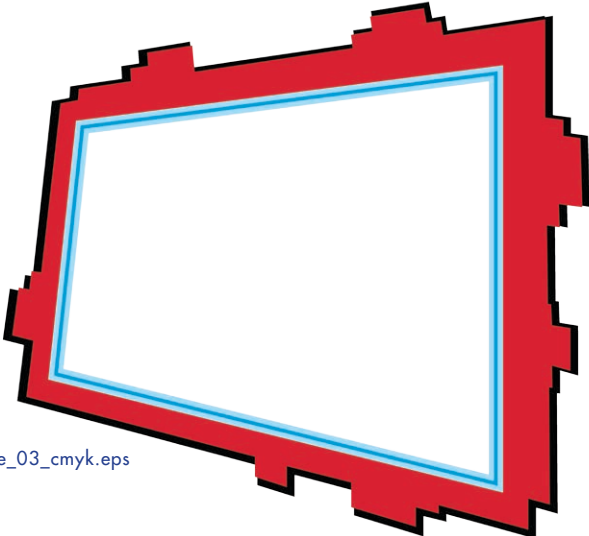
FRAMES



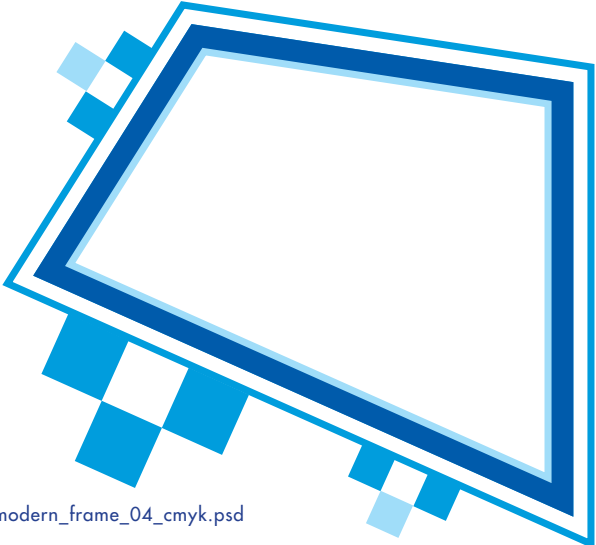
modern_frame_01_cmyk.eps



modern_frame_02_cmyk.eps

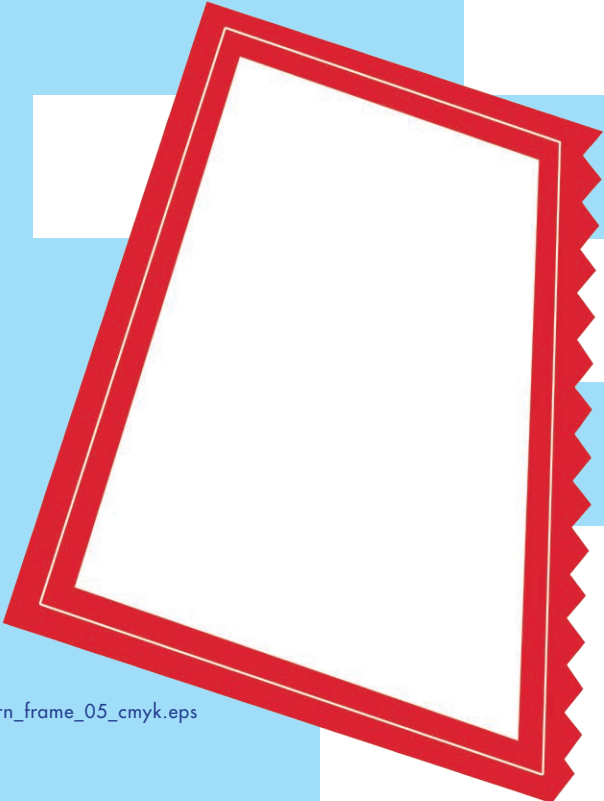


modern_frame_03_cmyk.eps



modern_frame_04_cmyk.psd

FRAMES



modern_frame_05_cmyk.eps



modern_frame_06_cmyk.psd

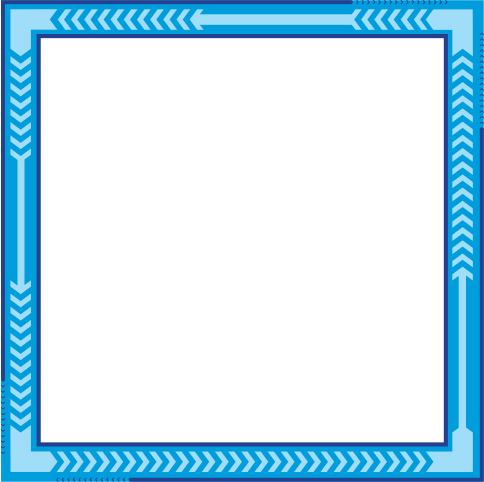


modern_frame_07_cmyk.eps

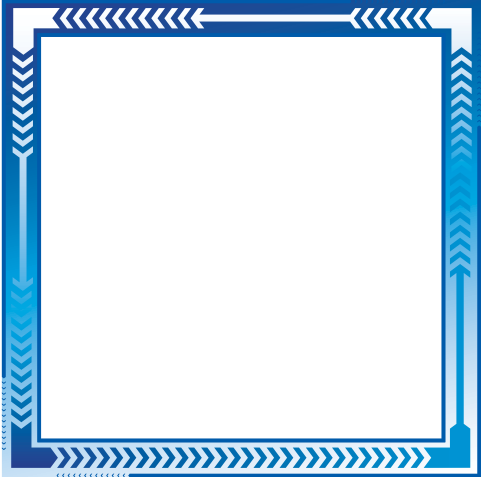


modern_frame_08_cmyk.eps

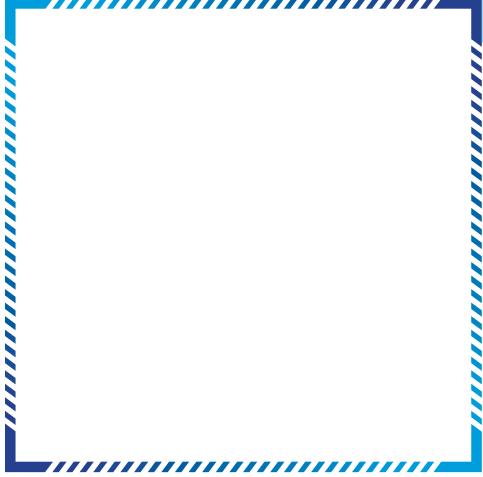
FRAMES



modern_frame_09_cmyk.eps



modern_frame_10_cmyk.eps



modern_frame_11_cmyk.eps

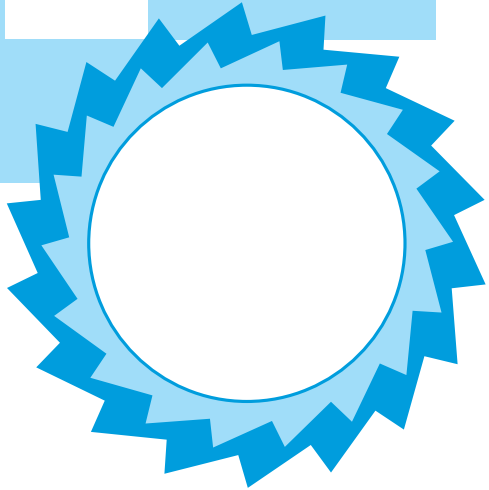


modern_frame_12_cmyk.eps

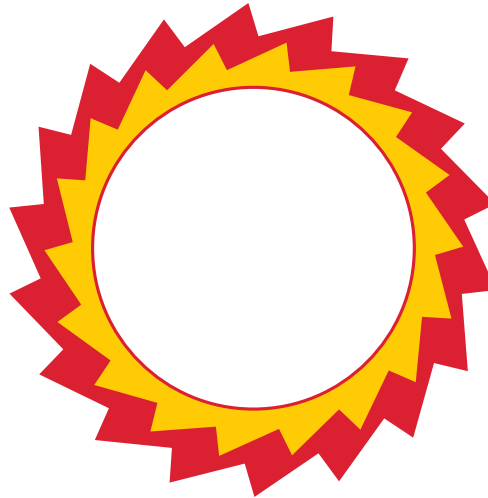


modern_frame_13_cmyk.psd

FRAMES



modern_frame_14_cmyk.eps



modern_frame_15_cmyk.eps



modern_frame_16_cmyk.psd



modern_frame_17_cmyk.psd



modern_frame_18_cmyk.eps



modern_frame_19_cmyk.psd

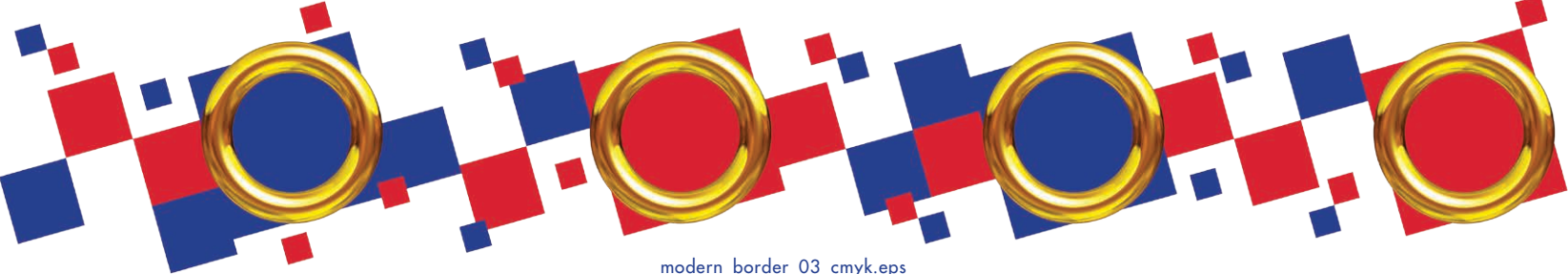
BORDERS



modern_border_01_cmyk.eps



modern_border_02_cmyk.eps

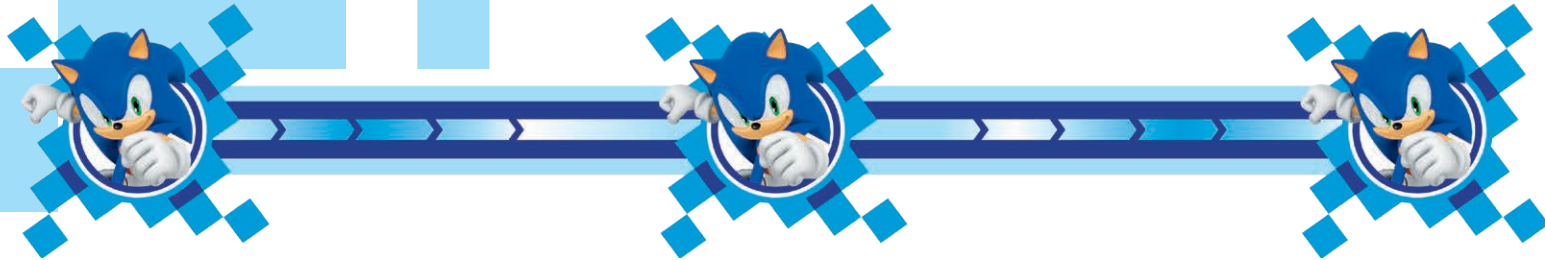


modern_border_03_cmyk.eps

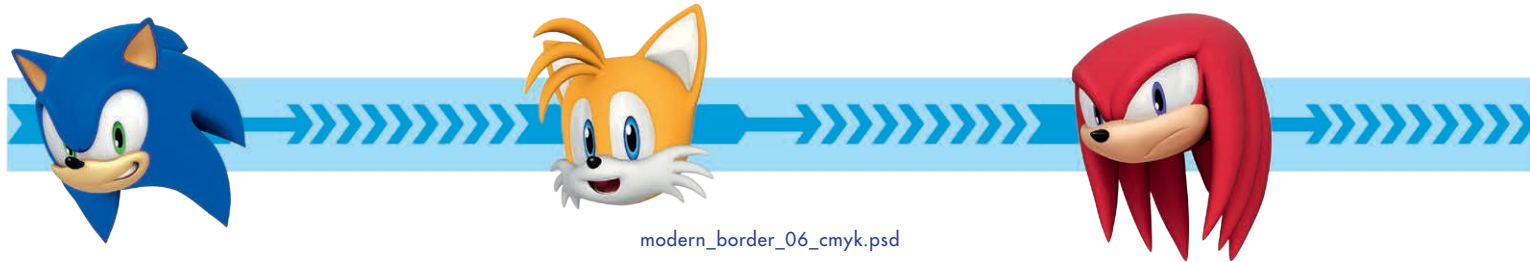


modern_border_04_cmyk.psd

BORDERS



modern_border_05_cmyk.eps



modern_border_06_cmyk.psd



modern_border_07_cmyk.eps



modern_border_08_cmyk.psd



modern_border_09_cmyk.psd

BORDERS



modern_border_10_cmyk.psd



modern_border_11_cmyk.eps



modern_border_12_cmyk.eps



modern_border_13_cmyk.eps



modern_border_14_cmyk.eps



modern_border_15_cmyk.eps

BORDERS



modern_border_16_cmyk.eps



modern_border_17_cmyk.eps



modern_border_18_cmyk.eps



modern_border_19_cmyk.eps

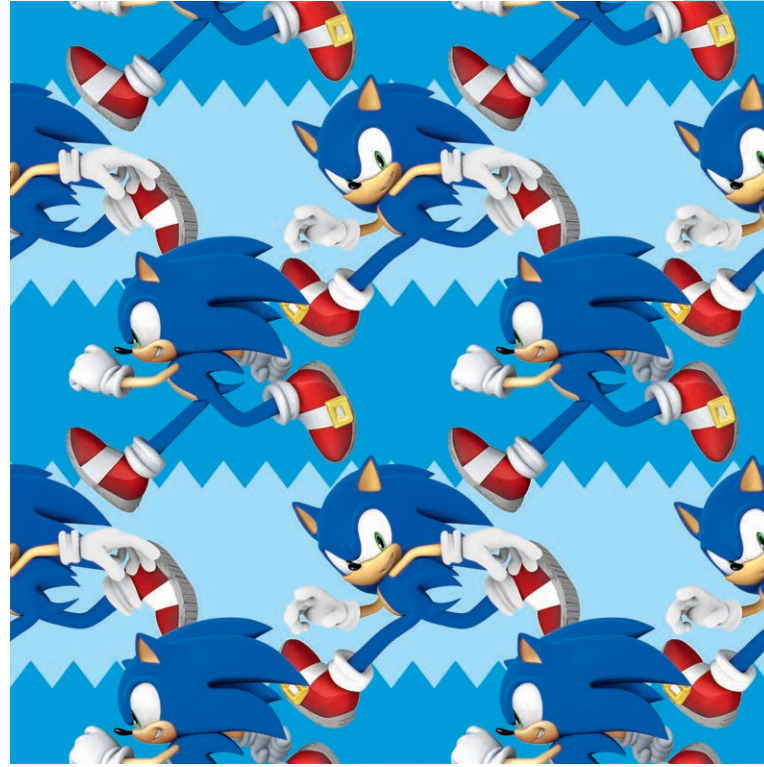


modern_border_20_cmyk.eps

PATTERNS

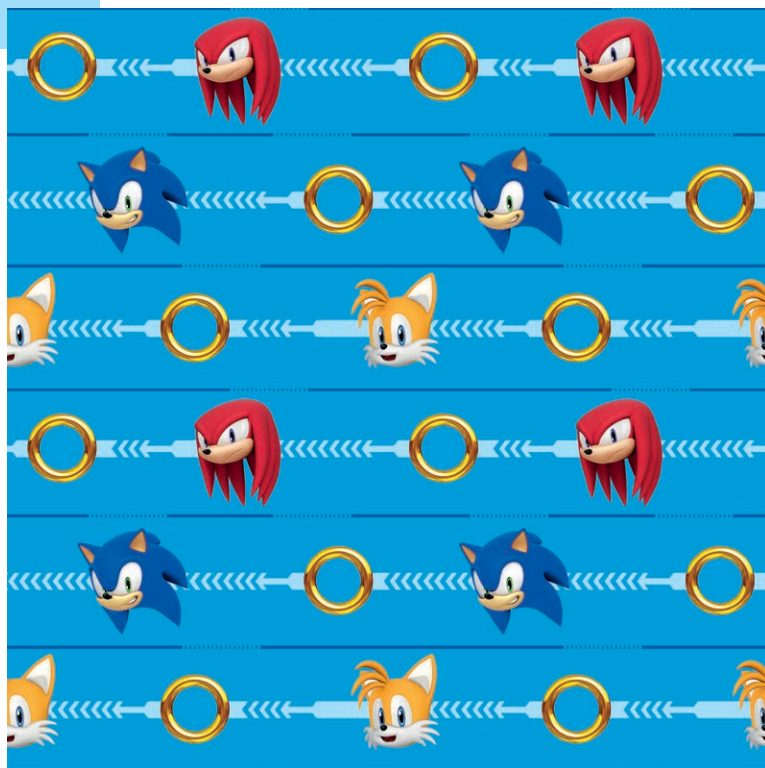


modern_pattern_01_cmyk.psd

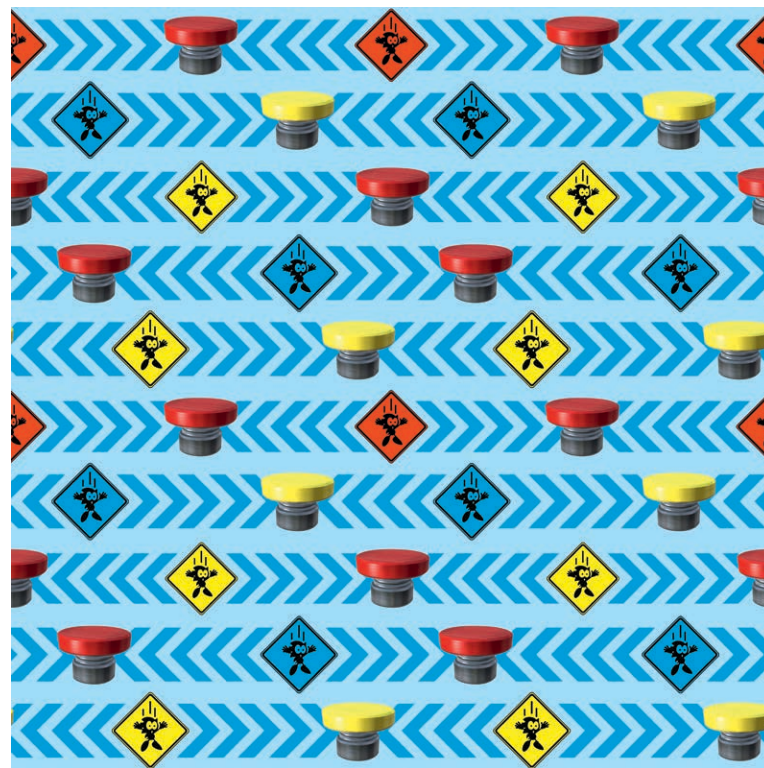


modern_pattern_02_cmyk.psd

PATTERNS

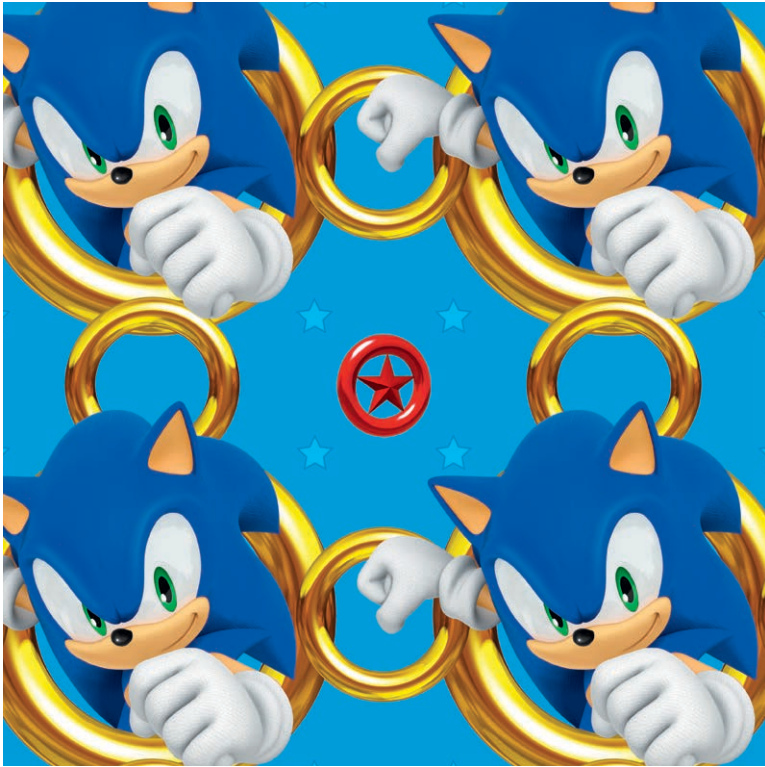


modern_pattern_03_cmyk.psd

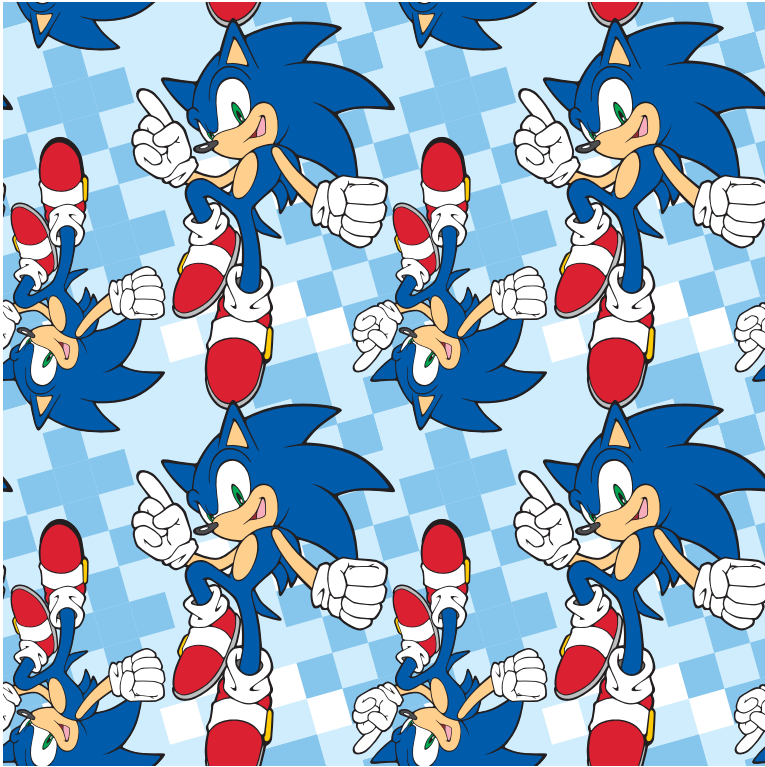


modern_pattern_04_cmyk.psd

PATTERNS



modern_pattern_05_cmyk.psd

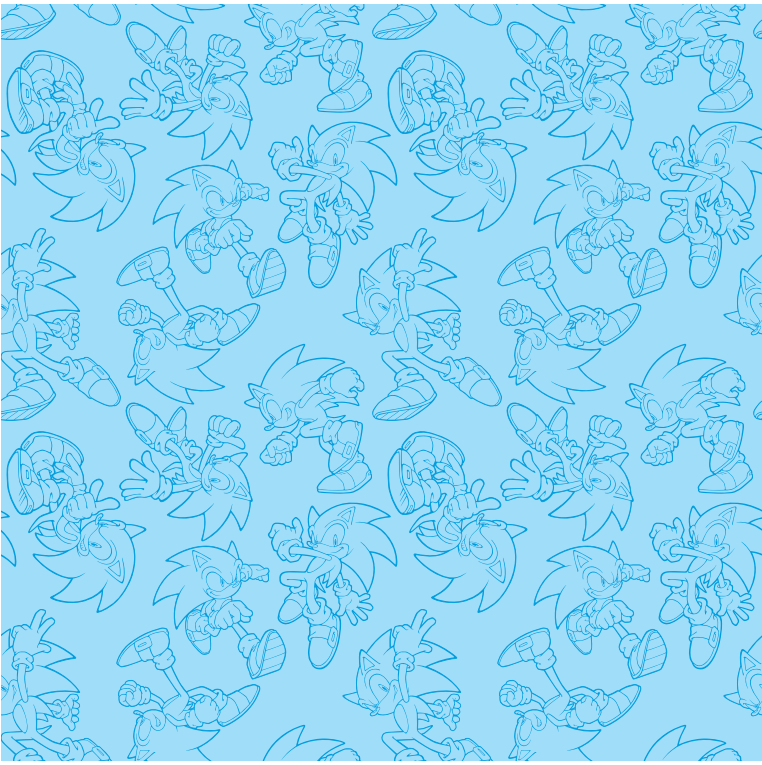


modern_pattern_06_cmyk.eps

PATTERNS

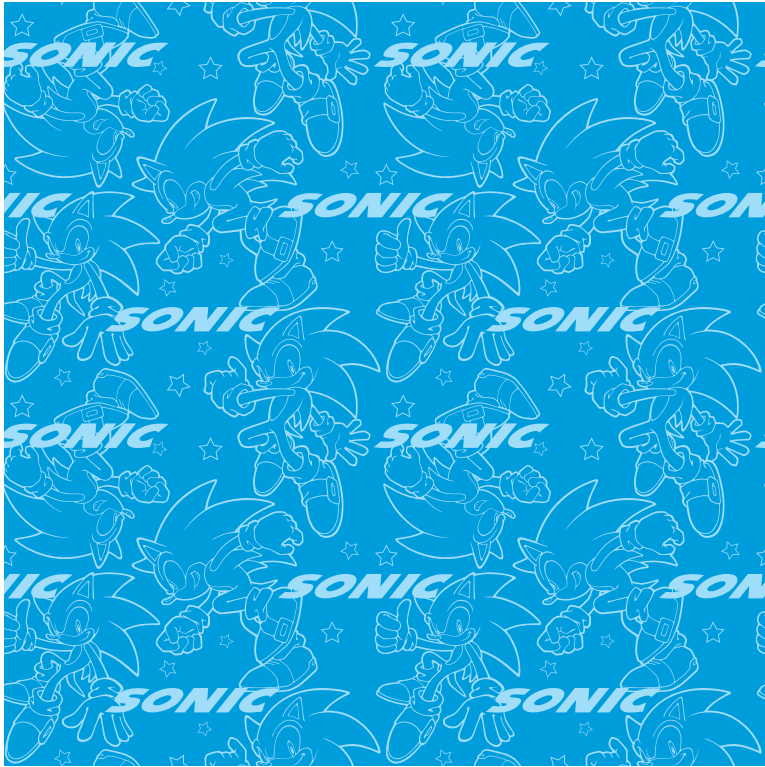


modern_pattern_07_cmyk.eps

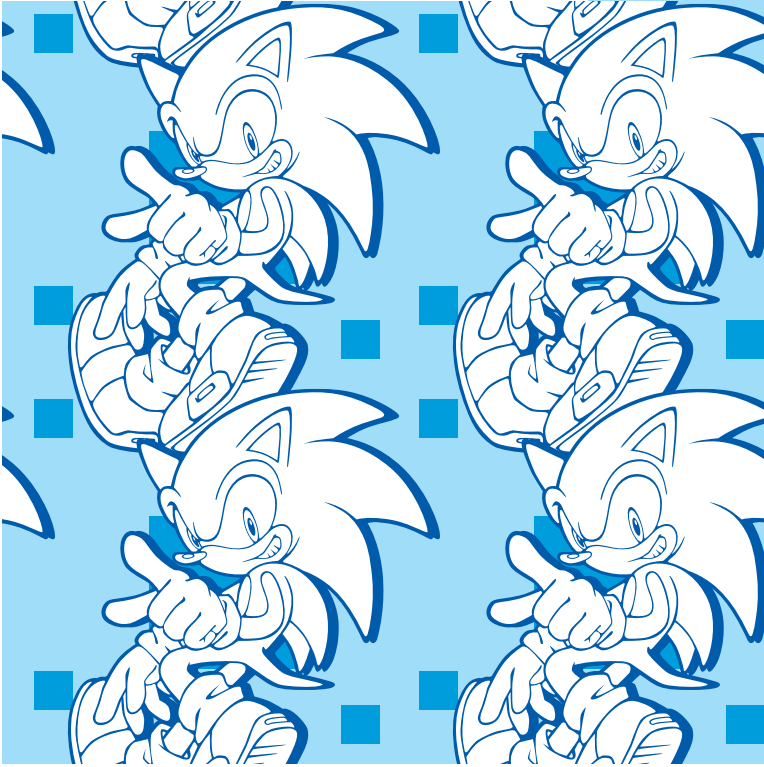


modern_pattern_08_cmyk.eps

PATTERNS

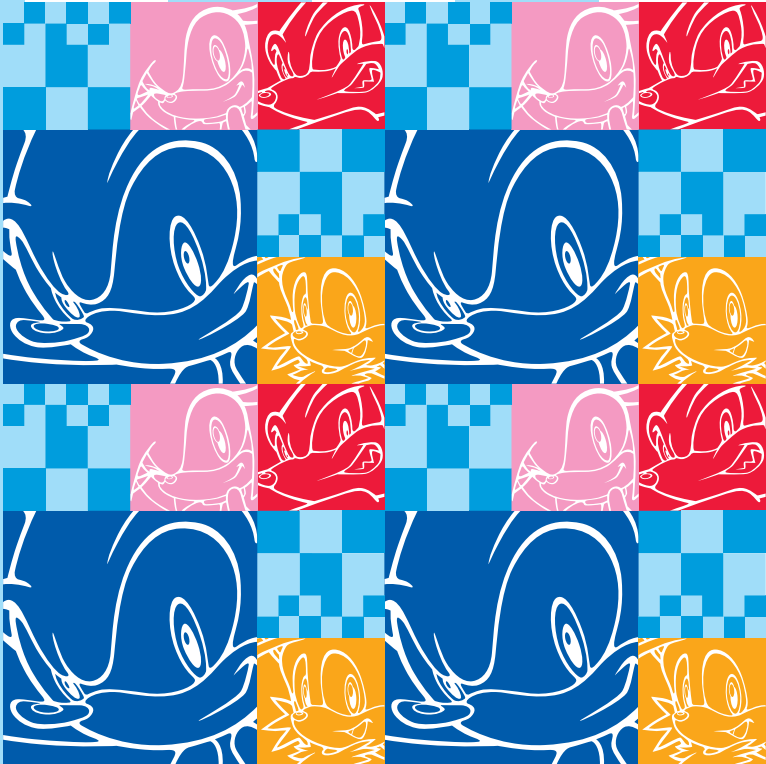


modern_pattern_09_cmyk.eps

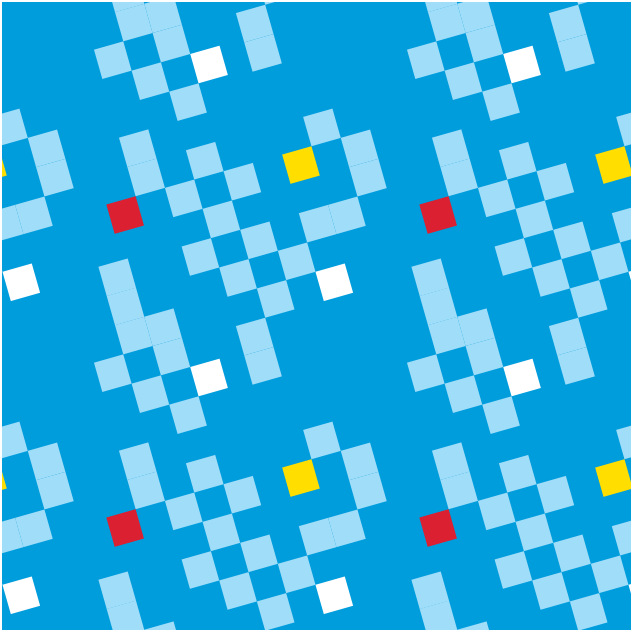


modern_pattern_10_cmyk.eps

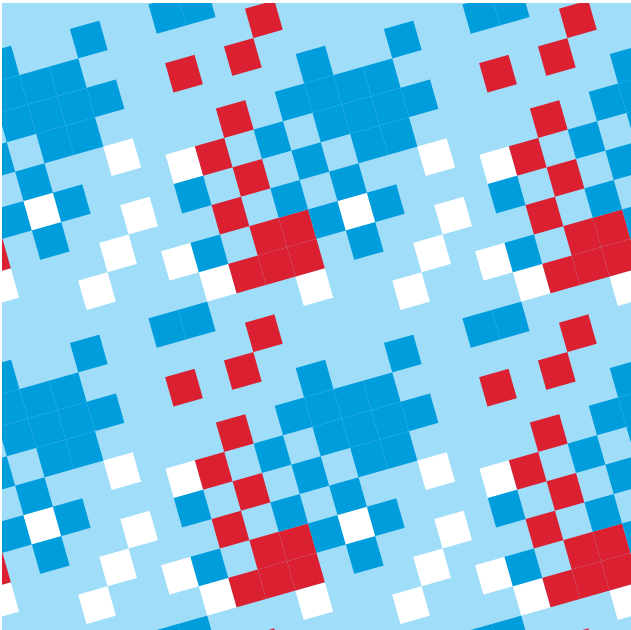
PATTERNS



modern_pattern_11_cmyk.eps



modern_pattern_12_cmyk.eps



modern_pattern_13_cmyk.eps

BACKGROUNDS

GREEN HILL ZONE BACKGROUNDS



CG_greenhill.psd



Act_GreenHill_act1_cmykv2.psd



Act_GreenHill_act2_cmyk.psd

BACKGROUNDS

SONIC GENERATIONS BACKGROUNDS



SONIC_01_side.psd



SONIC_01_length.psd



SONIC_02_side.psd



SONIC_02_length.psd

BACKGROUNDS

SONIC GENERATIONS BACKGROUNDS



Act_ChemicalPlant_act1_cmyk.psd



Act_ChemicalPlant_act2_cmyk.psd

BACKGROUNDS

SONIC GENERATIONS BACKGROUNDS



Act_SeasideHill_act1_cmyk.psd



Act_SeasideHill_act2_cmyk.psd



Act_SkySanctuary_act1_cmyk.psd



Act_SkySanctuary_act2_cmyk.psd

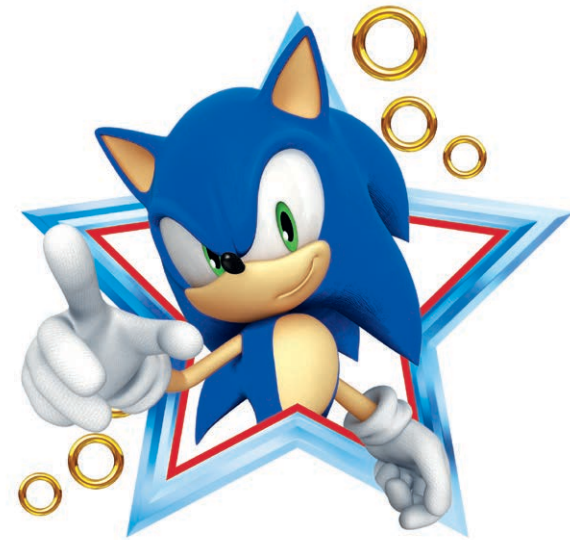
CGI GRAPHIC LOCK-UPS



modern_cgi_glu_01_cmyk.psd



modern_cgi_glu_02_cmyk.psd



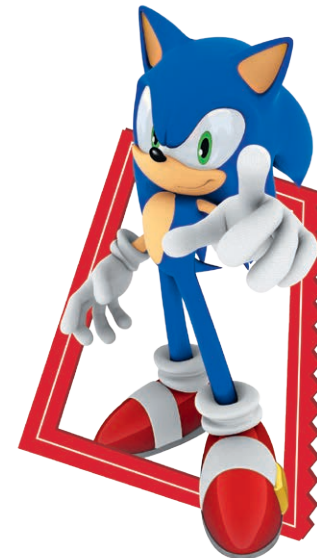
modern_cgi_glu_03_cmyk.psd



modern_cgi_glu_04_cmyk.psd



modern_cgi_glu_05_cmyk.psd



modern_cgi_glu_06_cmyk.psd

CGI GRAPHIC LOCK-UPS



modern_cgi_glu_07_cmyk.psd



modern_cgi_glu_08_cmyk.psd



modern_cgi_glu_09_cmyk.psd



modern_cgi_glu_10_cmyk.psd



modern_cgi_glu_11_cmyk.psd



modern_cgi_glu_12_cmyk.psd

CGI GRAPHIC LOCK-UPS



modern_cgi_glu_13_cmyk.psd



modern_cgi_glu_14_cmyk.psd



modern_cgi_glu_15_cmyk.psd



modern_cgi_glu_16_cmyk.psd



modern_cgi_glu_17_cmyk.psd



modern_cgi_glu_18_cmyk.psd

CGI GRAPHIC LOCK-UPS



modern_cgi_glu_19_cmyk.psd



modern_cgi_glu_20_cmyk.psd



modern_cgi_glu_21_cmyk.psd



modern_cgi_glu_22_cmyk.psd



modern_cgi_glu_23_cmyk.psd



modern_cgi_glu_24_cmyk.psd

CGI GRAPHIC LOCK-UPS



modern_cgi_glu_25_cmyk.psd

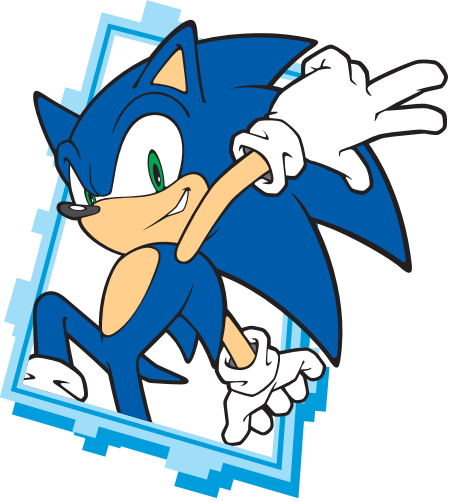


modern_cgi_glu_26_cmyk.psd



modern_cgi_glu_27_cmyk.psd

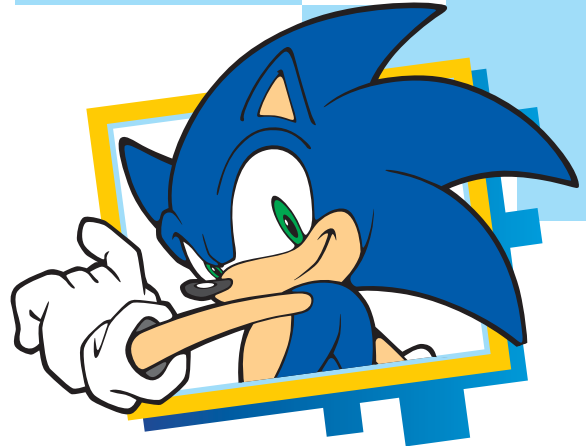
2D GRAPHIC LOCK-UPS



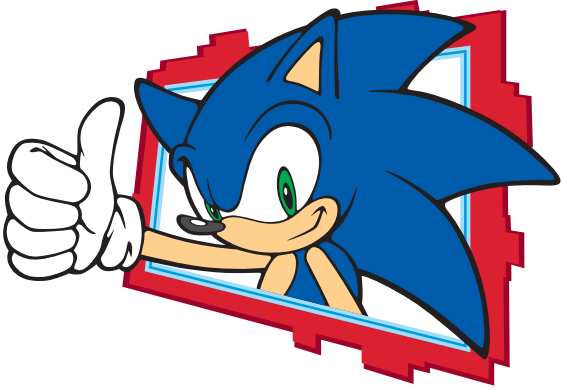
modern_glu_01_cmyk.ai



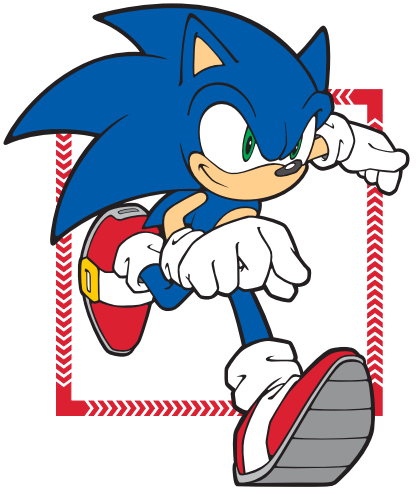
modern_glu_02_cmyk.ai



modern_glu_03_cmyk.ai



modern_glu_04_cmyk.ai

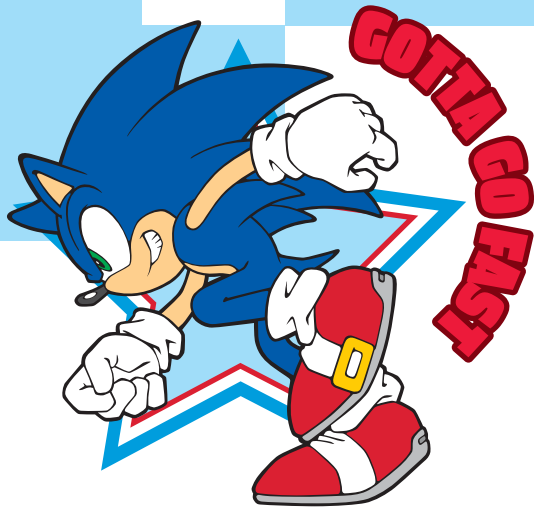


modern_glu_05_cmyk.ai



modern_glu_06_cmyk.ai

2D GRAPHIC LOCK-UPS



modern_glu_07_cmyk.ai



modern_glu_08_cmyk.ai



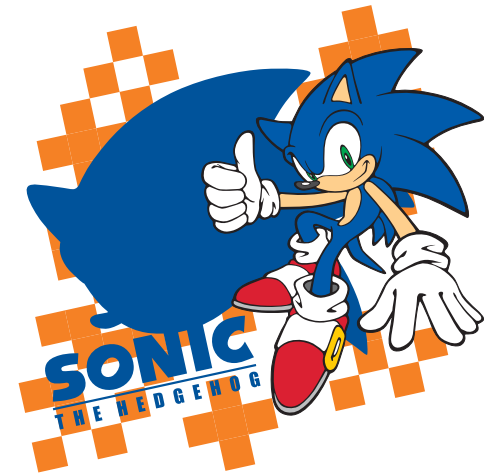
modern_glu_09_cmyk.ai



modern_cgi_glu_10_cmyk.psd

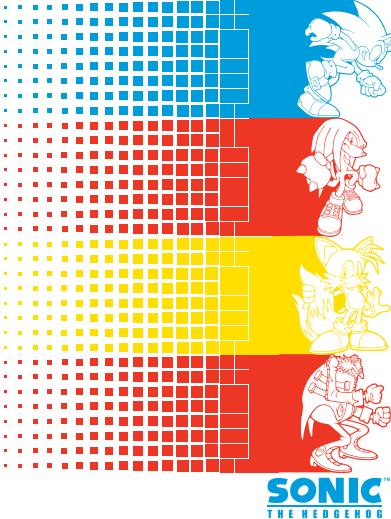


modern_cgi_glu_11_cmyk.psd



modern_cgi_glu_12_cmyk.psd

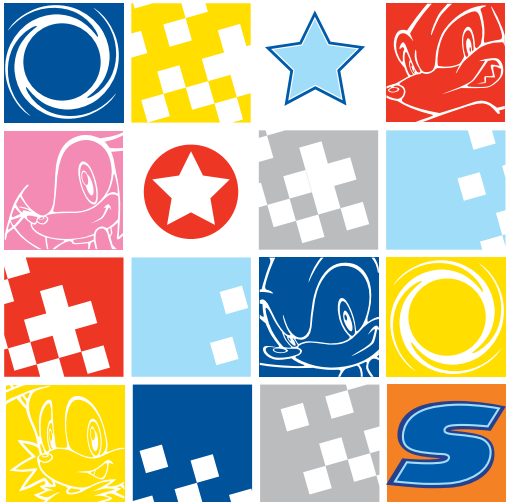
2D GRAPHIC LOCK-UPS



modern_glu_13_cmyk.ai



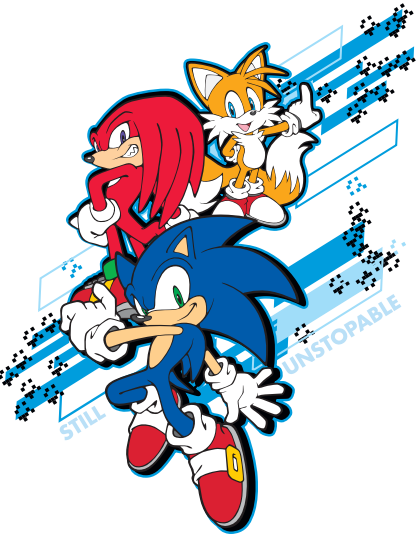
modern_glu_14_cmyk.ai



modern_glu_15_cmyk.ai



modern_glu_16_cmyk.ai



modern_glu_17_cmyk.ai

PACKAGING



PACKAGING

BLISTER BACKBOARD



modern_sonic_blister.eps

BLISTER INSERT



modern_sonic_blister.eps

BURSTS



burst_01.psd



burst_02.psd

BLISTER FRONT

Age indicator:
Futura Condensed Extra Bold
C:0 M:0 Y:0 K:0



modern_sonic_blister.eps

Product name text:
Futura Condensed Extra Bold
C:0 M:0 Y:0 K:0

Product description text:
Futura Bold
C:0 M:0 Y:0 K:0

Burst text:
Futura Bold
C:0 M:0 Y:0 K:0
Text stroke: C:87 M:18 Y:0 K:0
Text drop shadow:
C:100 M:90 Y:10 K:0

BLISTER BACK



modern_sonic_blister.eps

Product feature text:
Futura Bold
C:100 M:90 Y:10 K:0

PACKAGING



Age indicator:
Futura Condensed Extra Bold
C:0 M:0 Y:0 K:0

BLISTER FRONT

BLISTER BACK

B&W BLISTER BACK

modern_sonic_blister_2.eps

modern_sonic_blister_2.eps

modern_sonic_blister_2.eps

Burst text:
Futura Bold
C:0 M:0 Y:0 K:0
Text stroke: C:87 M:18 Y:0 K:0
Text drop shadow:
C:100 M:90 Y:10 K:0

Product photography
and illustration area

Product feature text:
Futura Bold
C:100 M:90 Y:10 K:0

PACKAGING

3D CLOSED BOX



CLOSED BOX

Product features text:
Futura Medium
C:100 M:90 Y:10 K:0

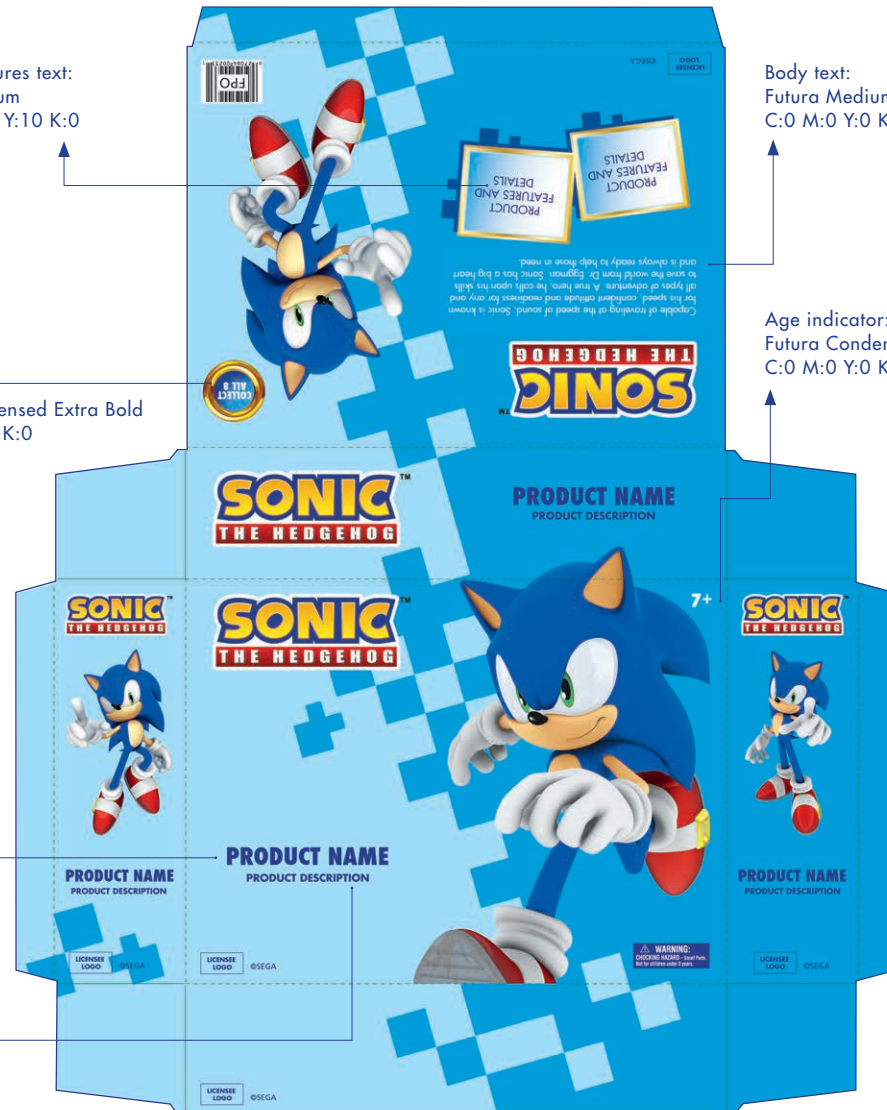
Body text:
Futura Medium
C:0 M:0 Y:0 K:0

Burst text:
Futura Condensed Extra Bold
C:0 M:0 Y:0 K:0

Age indicator:
Futura Condensed Extra Bold
C:0 M:0 Y:0 K:0

Product name text:
Futura Condensed Extra Bold
C:100 M:90 Y:10 K:0

Product description text:
Futura Bold
C:100 M:90 Y:10 K:0



modern_sonic_closed_box_template.eps

PACKAGING

WINDOW BOX

Product features text:
Futura Medium
C:100 M:90 Y:10 K:0

Body text:
Futura Medium
C:0 M:0 Y:0 K:0

Burst text:
Futura Condensed Extra Bold
C:0 M:0 Y:0 K:0

Die-cut window

@SEGA text:
Frutiger 55 Roman

Product photography
or product illustration area



modern_sonic_window_box_template.eps

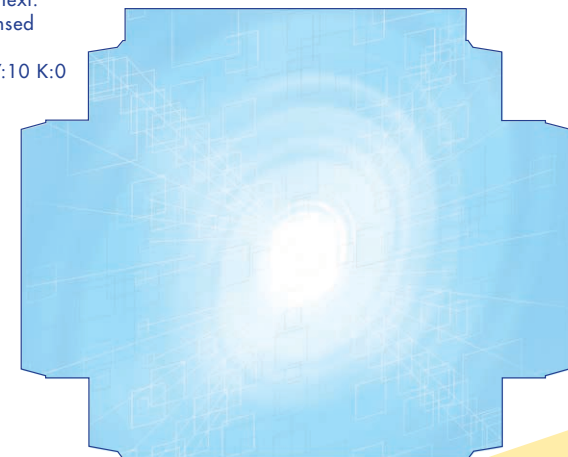
3D WINDOW BOX



Product name text:
Futura Condensed
Extra Bold
C:100 M:90 Y:10 K:0

Product description text:
Futura Bold
C:100 M:90 Y:10 K:0

INSERT



modern_sonic_window_box_insert.psd

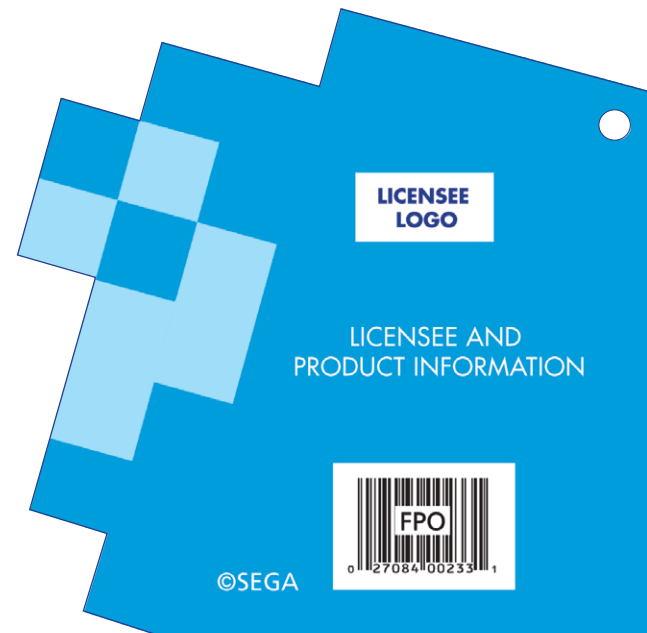
PACKAGING

HANG TAG FRONT



modern_sonic_hang_tag.eps

HANG TAG BACK



modern_sonic_hang_tag.eps

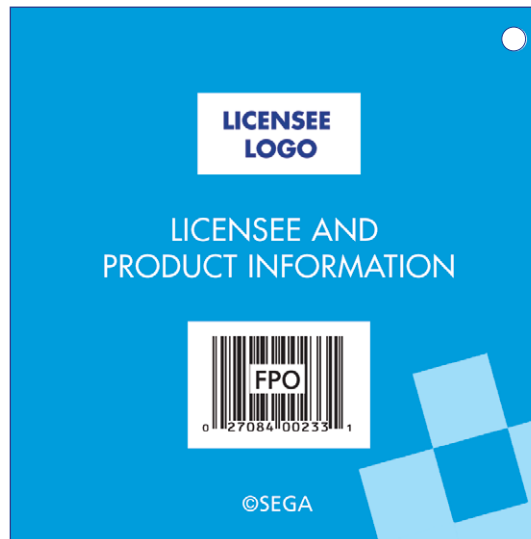
PACKAGING

HANG TAG FRONT



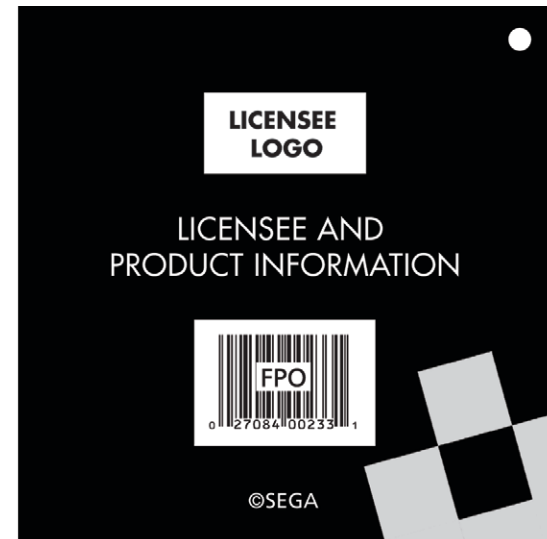
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HANG TAG BACK



modern_sonic_hang_tag_2.eps

B&W HANG TAG BACK



modern_sonic_hang_tag_2.eps

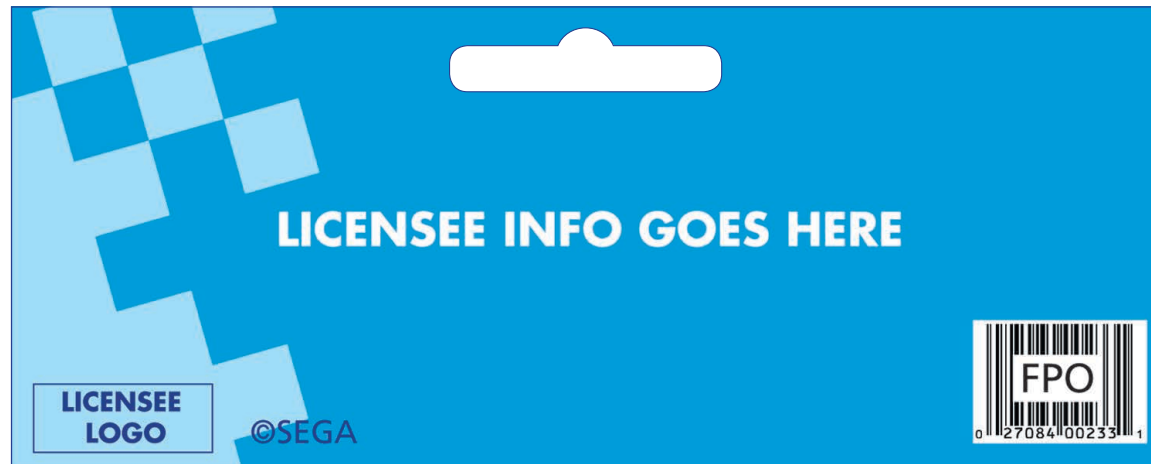
PACKAGING

HEADER CARD FRONT



modern_sonic_header_card.eps

HEADER CARD BACK



modern_sonic_header_card.eps

PACKAGING

NECK PRINT LABEL



modern_sonic_neck_print_label.eps

B&W NECK PRINT LABEL



modern_sonic_neck_print_label.eps

SEWN IN LABELS



modern_sonic_sewn_in_label.eps

RETAIL DISPLAYS

4' HORIZONTAL HEADER



modern_sonic_horizontal_4'_header.psd

2' HORIZONTAL HEADER 1



modern_sonic_horizontal_2'_header_01.psd

2' HORIZONTAL HEADER 2



modern_sonic_horizontal_2'_header_02.psd

SHELF STRIP



modern_sonic_shelf_strip.psd

RETAIL DISPLAYS

VERTICAL BANNER



modern_sonic_vertical_banner.psd

HORIZONTAL BANNER



modern_sonic_horizontal_banner.psd

TOPPER



modern_sonic_topper.psd

SMALL BLADES



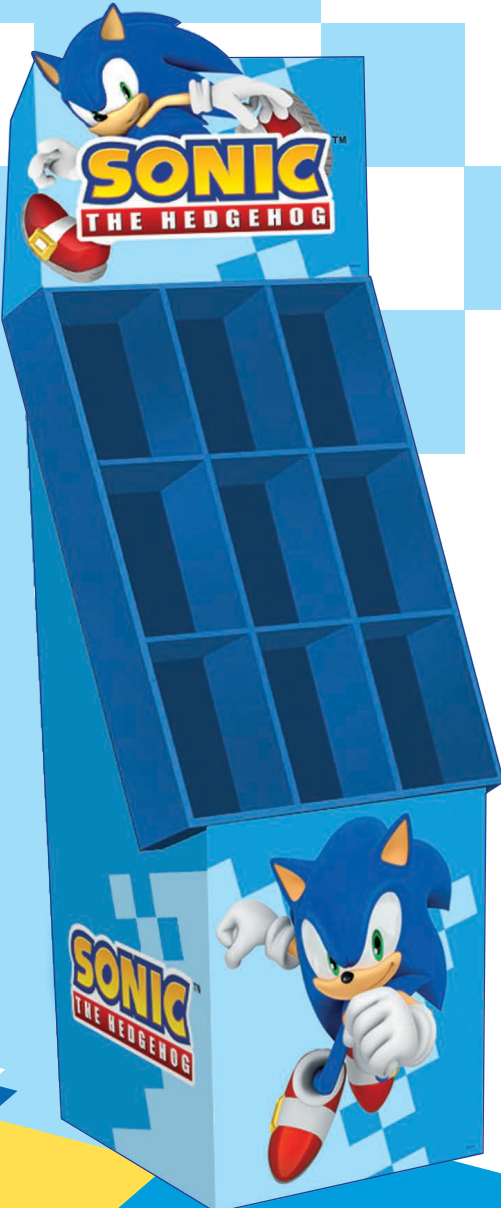
modern_sonic_small_blade_01.psd



modern_sonic_small_blade_02.psd

RETAIL DISPLAYS

3D FREE STANDING DISPLAY UNIT



FSDU TOP



modern_sonic_FDSU_top_panel.psd

FSDU BOTTOM



modern_sonic_FDSU_bottom_panel.psd

RETAIL DISPLAYS

3D COUNTER DISPLAY STANDING UNIT



COUNTER DISPLAY STANDING UNIT



modern_sonic_CDSU_front_panels.psd

PRODUCT MOCK-UPS



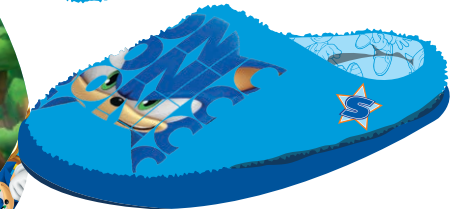
BOYS FASHION & ACCESSORIES



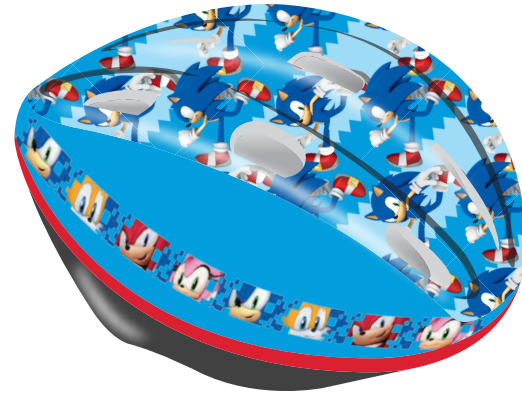
BOYS BACK TO SCHOOL



BOYS HOME & NIGHTWEAR



BOYS WHEELED GOODS & ACCESSORIES



PRODUCT APPROVAL



PRODUCT APPROVAL PROCESS

Consumer Products Approval Process

1. Creative Introduction
2. Concepts
3. Pre-Production
4. Production
5. How to...

1. Creative Introduction

- At this stage you should have an approved deal memo or signed contract in place. Art assets and brand guidelines can be obtained by contacting your local SEGA representative.

2. Concept

- Ensure all elements of the submission form are completed before sending for approval. Ensure a hi-res PDF or JPG are also submitted along with each submission form. Please send all submissions to your local SEGA representative first.
- Please ensure all elements of design are submitted for approval including packaging/POS. The space provided in the lower right portion of the form is designated for a thumbnail image of the concept. This will help our team easily reference your submission and expedite the review process.
- If you are submitting publishing, please ensure local translations/range plans/flatplans and publication dates are submitted.
- If your product will be of a 3D or sculpted nature, please include front, back, sides and top down views of the product.
- Once your local SEGA representative has given initial approval, your local SEGA representative will send files for approval to Japan.
- Approvals/amends will come to you from your local SEGA representative via Japan.
- Allow up to 10 business days for feedback to be returned to you.
- If your submission has revisions, please ensure that a new form and hi-res image is submitted for each round of approval. You cannot proceed to pre-production until concept is approved.



PRODUCT APPROVAL PROCESS

3. Pre-Production

- Once full approval on packaging and product has been granted, you may proceed to pre-production sample. This may start in the form of colour checking print, or a full sample of the product. This must be sent to your local SEGA representative ONLY and then the same sample will be sent on to the team in Japan for final approval.

4. Production

- Please check your contract for quantities on contractual samples. Please contact your local SEGA representative to discuss quantities and delivery addresses.

5. How to...

There are a few common and reoccurring mistakes that seem to cause the majority of requests to be returned for corrections. Please take special care to avoid them in order to get the fastest turnaround possible on your submissions.

- Choose your Sonic! Use either Classic Sonic or Modern Sonic. You cannot combine the two in any product.
- Always attach a "TM" to the top-right of any Sonic logo used.
- Always include a visible copyright notice of "©SEGA" on your product.

