



Totally Spies!

CORE STYLE GUIDE



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Totally Spies!

BRAND INTRO

SERIES 7
26x22'

GENRE
Action/
Comedy

TARGET
Primary:
Kids 6-9
Secondary:
Millennials

SERIES 1-6
156 x 22'



Three students from Beverly Hills – Sam, Clover, and Alex – live a double life as secret agents working for the World Organization of Human Protection (WOOHP). They take on international missions to solve mysteries and defeat wacky villains whose plans endanger the world – and the Spies' afterschool plans. Whether it's saving the world or perfecting their coding presentation, these Spies beat whatever comes at them without breaking a sweat!

In all-new episodes of this legendary series, our beloved Spies are brought to Singapore, enrolled into AIYA Academy and pitted against a new and relentless cyber adversary. Fighting off digital creepy crawlies, terrible toddlers and their giant sinkhole-inducing toys or even stinky monster durians; Clover, Sam and Alex discover that a bigger and more dangerous threat is hovering over WOOHP... Someone is trying to break into their hidden HQ and bring the spy organization down forever!





While *Totally Spies!* episodes are not formulaic, each episode does include each of the following elements. Please consider these in any activity planning or asset creation across the brand.

Opening “teaser” scene

Each episode starts with a short “teaser” scene usually setting up the villainous plot within the episode to excite and engage the audience.

“Super” text

During establishing shots, the time and location are shown on screen as stylised “super” text.

The Spies “real” lives

Each episode features a B-plot, focused on the Spies’ everyday lives. This is usually established following the opening credits and teaser scene.

The Spies are “WOOHPed” *

The Spies don’t get called in for their missions, they get WOOHPed! This hilarious action sequence happens differently in every episode, often at the most inconvenient time for added comedy.

Spy briefing with Zerlina in WOOHP World (sometimes with Jerry and/or Toby present)

After being WOOHPed, Zerlina briefs the Spies on their next mission, tying into the set up shown earlier in the episode.

Toby gives new gadgets/vehicles/upgrades to the Spies

Every episode features brand-new and unique gadgets that Toby has created in his ‘fab lab’... Expect the unexpected when it comes to these! They are often demonstrated using himself (or the Spies) as the guinea pig and the Spies always use them later in the episode.

Travel to international locations (but occasionally staying in their ‘home’ city)

Aspirational global locations are a key element of *Totally Spies!*, especially in Season 7. We see them move to a new home, Singapore, as well as travelling to major cities all around the world to complete their missions.

Investigations

The Spies always investigate something! Whether it is not clear who the villain is at first, or they have to track them down, an investigation of some kind happens in every episode.

Ridiculous villains, with even more ridiculous plots!

While the villains are often earnest about their approach and goals, this is played up in fun, humorous ways for our audience... We love a villainous monologue!

The Spies bring down the villain

The Spies always save the day.

Usually resolve the B-plot at the end, after the villains are vanquished

We almost always close out with a resolution to the B-plot introduced, seeing the Spies return to their everyday lives.

* <https://totallyspies.fandom.com/wiki/WOOHPed>

Comedy Comes First

- 🎧 *Totally Spies! is an action-packed, girl-empowering Spy series, with humour at its heart.*
- 🎧 *The tone of voice used when talking about the brand should reflect this comedy-first approach, while always remaining appropriate for the target audience. Please also note that the humour is always friendly, jokes should not be at anyone's expense.*
- 🎧 **Gender neutral approach.**
- 🎧 *Totally Spies! has been created with gender neutral appeal. Wherever possible, this must be considered when creating any assets, products or other materials related to the brand.*
- 🎧 *If your activity is specifically focused on a Girl audience, please ensure that your message relates to female empowerment, uplifting friendships and remains closely connected to the series.*





Totally Spies!

BRANDING



Full Render - Available in RGB & CMYK

This is our primary logo and should be used as a first choice, wherever possible (within guidelines).

RGB PALETTE

| | |
|--|-------------------|
| | R:002 G:215 B:001 |
| | R:120 G:225 B:249 |
| | R:254 G:162 B:214 |
| | R:224 G:039 B:145 |
| | R:203 G:001 B:103 |
| | R:125 G:044 B:145 |
| | R:060 G:037 B:132 |
| | R:047 G:005 B:082 |
| | R:255 G:255 B:255 |

CMYK PALETTE

| | |
|--|----------------------|
| | C:62 M:0 Y:100 K:0 |
| | C:58 M:0 Y:9 K:0 |
| | C:2 M:48 Y:0 K:0 |
| | C:0 M:90 Y:0 K:0 |
| | C:14 M:100 Y:25 K:4 |
| | C:67 M:88 Y:0 K:0 |
| | C:92 M:97 Y:0 K:0 |
| | C:95 M:100 Y:32 K:29 |
| | C:0 M:0 Y:0 K:0 |



Flat Colour - Available in RGB & CMYK

To be used when only limited colour printing is available.



Line Art - Available in RGB & CMYK

To be used when colour printing is not an option.



The *Totally Spies! Series 7* logo, pictured below, is only to be used across assets and activations related to *Series 7* content.



This logo is the preferred choice for all activity targeting the core series audience of children aged 6-9, following announcement and logo launch in 2023.

The Series 7 logo should not be used in combination with previous animation, storylines or character designs at any time.

If you wish to use this logo in any way that sits outside of the restrictions detailed here, please contact the Brand team for approval: BrandAndMarketing@banijaykids.com



WHEN USING OUR LOGO, DO...



Leave appropriate clearance space:

Ensure that the logo is not altered or cut off in any way.

Always ensure that the correct colour grading is used:

CMYK for Print, RGB for Digital applications.

Always ensure that the correct legal lines are used:

See legal lines in style guide for details.

WHEN USING OUR LOGO, DO NOT...



Stretch or Squash when resizing:
Always remain within the set dimensions.



Make any adaptations, such as changing colours:

Only use the versions provided within this guide.



Do not use this logo in conjunction with any other brand or character artwork:

This includes previous Series of Totally Spies!



DO treat all Spies equally!

We do not have one main character, we have three! Sam, Clover and Alex should be treated as equals, and weighted accordingly in all assets and communications across the brand.

DO ensure that the Spies come across as powerful and strong

Our Spies are all about empowering girls, and the positions that they are shown in should always reflect this. Make sure that they look strong, rather than submissive or passive. The poses included within this guide are best practice examples.

DO prioritise showing Alex, Clover and Sam in their Spy Suits

The Spies' iconic Spy suits are recognisable and seen in every episode of the series. Please prioritise showing them in these outfits over their day-to-day attire.

DO lean into the Gadgets, especially the Compowder and Drones

There are many gadgets used throughout Totally Spies!, each are totally iconic and a key part of the narrative. The Compowder and Drones are seen most frequently, so should be prioritised, with all other gadgets as secondary.

DO leverage aspirational global locations

In Series 7, the Spies move to the WOOHP Headquarters in Singapore, and every episode will start in their new home location. They will also be travelling all around the world, going to different countries and cities throughout the season. Please leverage these locations in assets and communications for this Series only.

The weighting of these should be around 50% in Singapore, and 50% across all other global locations.

DO support the secondary characters

Series 7 introduces exciting new secondary characters with Toby, Zerlina and Glitterstar offering freshness and further diversity within our cast, as well as mysterious Supervillain, Cyberchac. Do not only focus on Mandy and Jerry as repeated recurring characters.



DO NOT mix past animation or assets with Series 7, and vice versa

New characters, locations and assets are reserved for materials related to Series 7 only. Do not mix previous assets or animation with new assets at any time.

DO NOT show Clover, Sam or Alex in their Spy suits with anyone other than Toby, Zerlina or Jerry

The Spies' secret identities are carried through into Series 7, where only Toby, Zerlina and Jerry know who they really are. Do not show them in AIYA Academy or with Glitterstar, Mandy or any other secondary characters in their Spy suits.

DO NOT show WOOHP characters in day-to-day locations, or vice versa

Toby, Zerlina and Jerry should not be seen in AIYA Academy, as no one there knows of the Spies' secret identities. The same goes for Glitterstar and Mandy in WOOHP HQ. Ensure that these characters and locations are kept separate..

DO NOT reveal Cyberchac's true identity before Episode 725

Cyberchac's identity reveal is a huge reveal that is pivotal in the series narrative and should not, without exception, be revealed in any promotions, materials or products until Episode 725 has aired in the local market.

Ideally, this will not be discussed or shared at all outside of the context of the content to preserve this spoiler.

DO NOT use "TS" as an abbreviation for Totally Spies, especially in France

The abbreviation "TS" has negative connotations in French, that we do not want to associate the Totally Spies! brand with. Please avoid using this abbreviation in consumer-facing communications.

GENERAL TECH ELEMENTS



**PANTONE
2768C**

RGB 7 29 73
HEX #071d49



**PANTONE
1788C**

RGB 0 48 135
HEX #003087



**PANTONE
4102C**

RGB 0 122 153
HEX #007a99



**PANTONE
631C**

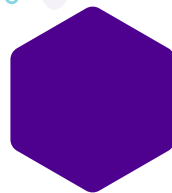
RGB 62 177 200
HEX #3eb1c8



**PANTONE
2197C**

RGB 116 210 231
HEX #74d2e7

TECH ELEMENTS AND CUTE GADGETS



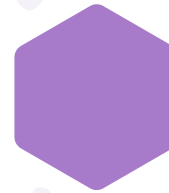
**PANTONE
Medium
Purple C**

RGB 78 0 142
HEX #4e008e



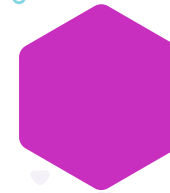
**PANTONE
2587C**

RGB 130 70 175
HEX #8246af



**PANTONE
2577C**

RGB 167 123 202
HEX #a77bca



**PANTONE
Real
Purple C**

RGB 201 47 191
HEX #c92fbf



**PANTONE
245C**

RGB 221 127 211
HEX #dd7fd3



**PANTONE
515C**

RGB 226 172 215
HEX #e2acd7

CUTE GADGETS

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Parisine Plus Std Sombre - Bold Italic

SAMPLE TEXT:

Totally Spies
CLOVER - ALEX - SAM

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 available from Adobe.

Parisine Plus Std Regular

SAMPLE TEXT:

Totally Spies
CLOVER - ALEX - SAM

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 available from Adobe.

Manteiga Gorda

SAMPLE TEXT:

Totally Spies
CLOVER - ALEX - SAM

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 available from Adobe.

Spike Bold

SAMPLE TEXT:

Totally Spies
CLOVER ALEX SAM

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

Fonts available from Myfonts.



Merchandising (products/packaging/advertising)

All merchandising products and the packaging and advertising related to such products must include the mentions below:

- Copyright notice
- Logos
- Authors credits

I. COPYRIGHT NOTICE

Full notice:

English version:

Totally Spies!©[year of product release]Zodiak Kids & Family France

Totally Spies!® brand and all related logos, names and distinctive likenesses are the exclusive property of Zodiak Kids & Family France. All rights reserved.

French version:

Totally Spies!©[year of product release]Zodiak Kids & Family France

La marque Totally Spies!® et tous les logos, noms et caractéristiques qui y sont associés sont la propriété exclusive de Zodiak Kids & Family France. Tous droits réservés.

Short notice*:

English version:

Totally Spies!©[year of product release]ZK&FF

French version:

Totally Spies!©[year of product release]ZK&FF

*to be used only on promotional materials that do not have enough space for the full notice.



II. LOGO

Please use this logo only as supplied. If you require different formats for specific uses, contact the Brand team.

III. FOR PUBLISHING EXPLOITATIONS: AUTHORS CREDITS

For all publishing exploitations, in addition to the full copyright notice and logo here above, the following credits shall appear:

English version:

Based on the series "Totally Spies!" created and written by Vincent Chalvon-Demersay and David Michel.

Graphic design of the main characters Luân Vu-Ba, based on the original drawings of Gil Formosa.

Graphic authors of the additional characters Marie Ciaravino and Stéphane Berry.

Directed by Stéphane Berry.

French version:

D'après la série « Totally Spies! » créée et écrite par Vincent Chalvon-Demersay et David Michel.

Création graphique des personnages principaux Luân Vu-Ba, basée sur les dessins originaux de Gil Formosa.

Auteurs graphiques des personnages additionnels Marie Ciaravino et Stéphane Berry.

Réalisée par Stéphane Berry.

If the work is derived from one or several episodes of the series:

"Based on the episode(s): "title of the episode(s)", original script of "script(s) writers name."

"Adapté de l'épisode / D'après un scénario de "script(s) writers name"

All books and book artwork are to be approved by Banijay Kids & Family legal team.



Promotional Material

All promotional materials must include the mentions below:

- Copyright notice and credits
- Producer logo
- Financial partners logos
- CNC and production subsidies logos

I. COPYRIGHT NOTICE AND CREDITS

If the promotional material is the KEY ART and a marketing element presented on the markets, flyers, trailers, press releases, important marketing element;

Full notice:

English version:

Totally Spies!©2023 Zodiak Kids & Family France
In participation with Gulli - M6 - Warner Bros. Discovery
With the support of the CNC - MAGELIS, with the support of Charente County Council - Nouvelle-Aquitaine Region and ALCA in partnership with the CNC and the Italian Ministry of Culture

French version:

Totally Spies!©2023 Zodiak Kids & Family France
Avec la participation de Gulli - M6 - Warner Bros. Discovery
Avec le soutien du CNC - MAGELIS, avec le soutien du Département de la Charente - de la Région Nouvelle-Aquitaine et l'accompagnement d'ALCA en partenariat avec le CNC et le Ministère de la Culture italien

Short notice*:

English version:

Totally Spies!©2023 Zodiak Kids & Family France
In participation with Gulli - M6 - Warner Bros. Discovery

French version:

Totally Spies!©2023 Zodiak Kids & Family France
Avec la participation de Gulli - M6 - Warner Bros. Discovery

*to be used only on promotional materials that do not have enough space for the full notice and to be approved by the legal team.
As soon as a production subsidiary logo appears on a communication medium, all logos must appear.

II. PRODUCER LOGO

- Zodiak Kids & Family France



III. FINANCIAL PARTNERS LOGOS

- Warner Bros. Discovery



- M6 – Gulli



As soon as a partner logo appears on a communication medium, all logos must appear. Press releases to be approved by the broadcasters, if they are mentioned. Logos shall appear on the promotional material in the same size and prominence.

NB : The participation of broadcasters must be mentioned on all media concerning the exploitation and promotion of Totally Spies! season 7, (advertising and marketing materials, press releases etc.) ...

IV. CNC, PRODUCTION SUBSIDIES LOGOS (subject to space limitation)

- CNC



- Région Nouvelle-Aquitaine



- Département Charente



- Pole Image Magelis



- Italian Ministry of Culture



As soon as a production subsidiary logo appears on a communication medium, all logos must appear.

All logos are available in the style guide files.



Home video (products/packaging/advertising)

All Home Video products and the packaging and advertising related to such product have to include the mentions below:

For the Home Video exploitation there is no short notice of the mentions.

I. ON THE FRONT PAGE OF THE DVD BOX

Producer logo on the front page of the DVD box.



II. ON THE BACK PAGE OF THE DVD BOX

II.1 COPYRIGHT MENTIONS

English version:

Totally Spies!©2023 Zodiak Kids & Family France

In participation with Gulli - M6 - Warner Bros. Discovery

With the support of the CNC - MAGELIS, with the support of Charente County Council - Nouvelle-Aquitaine Region and ALCA in partnership with the CNC and the Italian Ministry of Culture

French version:

Totally Spies!©2023 Zodiak Kids & Family France

Avec la participation de Gulli - M6 - Warner Bros. Discovery

Avec le soutien du CNC - MAGELIS, avec le soutien du Département de la Charente - de la Région Nouvelle-Aquitaine et l'accompagnement d'ALCA en partenariat avec le CNC et le Ministère de la Culture italien

II.2 FINANCIAL PARTNERS LOGOS (see p17 for logos)

- Warner Bros. Discovery
- M6 – Gulli

II.3 CNC, PRODUCTION SUBSIDIES LOGOS (see p17 for logos)

- CNC
- Région Nouvelle-Aquitaine
- Département Charente
- Pole Image Magelis
- Italian Ministry of Culture

+ if needed logo distributor

Online exploitations

All online exploitations must include the copyright notice below:

- Copyright mentions
- Producer logo
- Financial partners logos (presales)
- CNC, production subsidies logos

If you have any questions,
please reach out to:

BrandAndMarketing@ZodiakKids.com



Totally Spies!

PRIMARY CHARACTERS

The following artwork formats are available for all Totally Spies! character artwork:

Full Colour Vector



HOW TO SET THE LAYERS PANEL:

| | |
|-------------------------------------|--------------|
| <input checked="" type="checkbox"/> | LINEART |
| <input checked="" type="checkbox"/> | HIGHLIGHTS |
| <input checked="" type="checkbox"/> | SHADOWS |
| <input checked="" type="checkbox"/> | COLOUR |
| <input checked="" type="checkbox"/> | EXTRA LAYERS |

Limited Colour Vector



HOW TO SET THE LAYERS PANEL:

| | |
|-------------------------------------|--------------|
| <input checked="" type="checkbox"/> | LINEART |
| <input type="checkbox"/> | HIGHLIGHTS |
| <input type="checkbox"/> | SHADOWS |
| <input checked="" type="checkbox"/> | COLOUR |
| <input type="checkbox"/> | EXTRA LAYERS |

Line Art

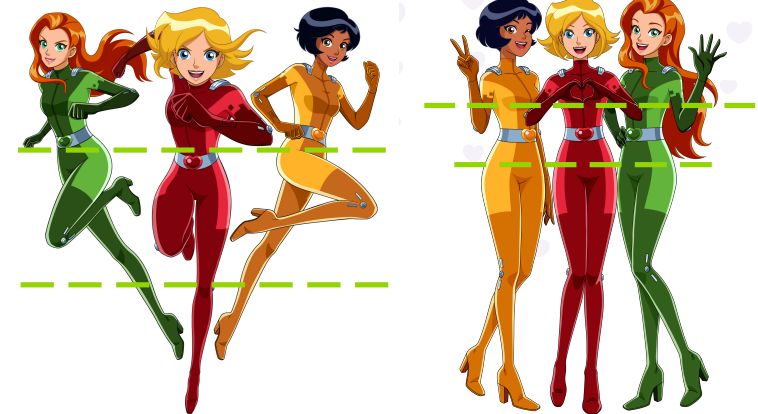


HOW TO SET THE LAYERS PANEL:

| | |
|-------------------------------------|--------------|
| <input checked="" type="checkbox"/> | LINEART |
| <input type="checkbox"/> | HIGHLIGHTS |
| <input type="checkbox"/> | SHADOWS |
| <input type="checkbox"/> | COLOUR |
| <input type="checkbox"/> | EXTRA LAYERS |

When using these assets, please follow these guidelines:

- Do not re-colour vector character assets.
- Do not flip any of the poses.
- If placing on a background, please ensure that characters are grounded with appropriate shadows.
- Ensure that you refer to the Height Chart when placing characters next to each other.
- Avoid complex perspectives: Keep the characters' sizing in line with their world, as seen in the series.
- Please avoid cropping our characters wherever possible. If this is unavoidable, please ensure that characters are cropped appropriately, ideally at the shoulder or waist. Please see the following for proper guidance:



Sam, Clover and Alex remain the stars of the show, but they've been updated to make them more relatable to our target audience (6–9-year-old kids) of today.

They are fun and fresh – caring about all the things that modern girls care about like friendship, the environment, school, family, sports, and the online world.

But don't worry – they haven't TOTALLY changed. They're still fierce, independent and bursting with girl-power!



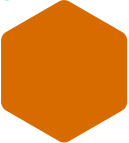

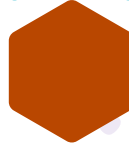

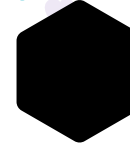

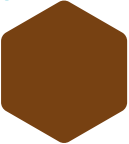






ALEX

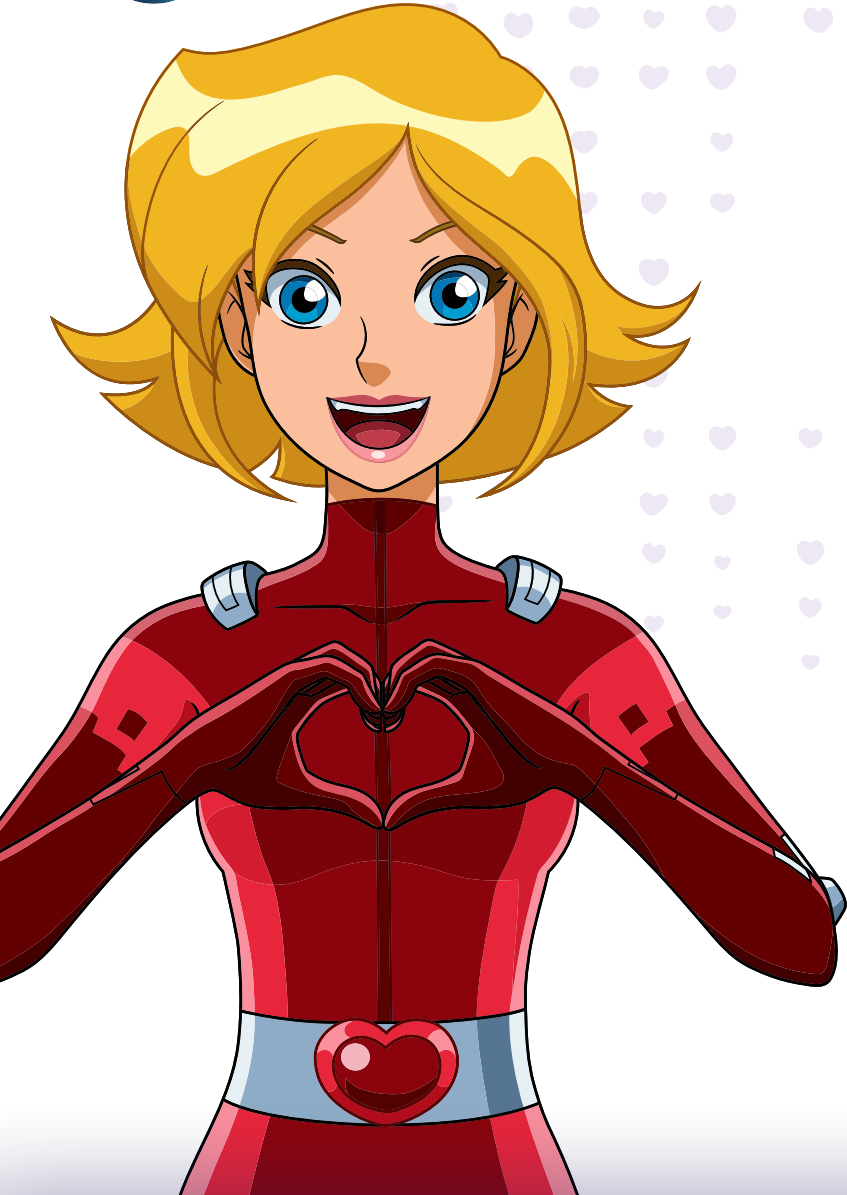
Alex was always sporty but now she's gone full athlete... from entering a giant wave surfing competition to leaping from the WOOPH chopper onto a baddie's blimp, Alex literally jumps into every situation with both feet!

When she's not training for a double pentathlon, you can find Alex campaigning for the environment or at a 'Save the Raincloud' meet!



| SUIT | | GLOVES | | MOUTH | | HAIR - EYEBROW | | SKIN | |
|--------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|----------------|--|------|--|
|  |  |  |  |  |  | | | | |
| PANTONE 2019C | PANTONE 4008C | PANTONE 1525C | PANTONE 4058C | PANTONE BLACK 6 | PANTONE 7618C | | | | |
| RGB 215 107 0 HEX #D76B00 | RGB 244 175 35 HEX #F4AF23 | RGB 185 71 0 HEX #B94700 | RGB 228 75 85 HEX #E44B55 | RGB 16 24 32 HEX #101820 | RGB 198 110 78 HEX #C66E4E | | | | |
| EYES | | BELT | | | | | | | |
|  |  |  |  |  | | | | | |
| PANTONE 731C | PANTONE 2014C | PANTONE 4149C | PANTONE 7564 | PANTONE 158C | | | | | |
| RGB 119 66 18 HEX #774212 | RGB 185 112 0 HEX #B97000 | RGB 138 170 197 | RGB 219 138 6 HEX #DB8A06 | RGB 232 119 34 HEX #E87722 | | | | | |

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CLOVER

Clover is the spy with her finger on the pulse... stylish, chic and VERY sassy, it makes sense that she's become an accomplished social media influencer and she blogs about the fabulous time they're having...

Her fashion knowledge doesn't only come in handy for online tips – if the girls need to go undercover at a movie premiere Clover knows the intricacies of what to wear to make the scene.

| SUIT | | GLOVES | | MOUTH | | HAIR | | SKIN | |
|------------------------------|------------------------------|-------------------------------|-------------------------------|----------------------|-------------------------------|-------------------------------|-------------------------------|------------------------------|------------------------------|
| | | | | | | | | | |
| PANTONE 7427C | PANTONE 1788C | PANTONE 4102C | PANTONE 4102C | PANTONE 708C | PANTONE 7409C | PANTONE 7409C | PANTONE 7409C | PANTONE 162C | PANTONE 162C |
| RGB 151 27 47 HEX #971B2F | RGB 151 27 47 HEX #EE2737 | RGB 85 28 37 HEX #551C25 | RGB 85 28 37 HEX #551C25 | RGB 248 145 165 | RGB 240 179 35 HEX #F0B323 | RGB 240 179 35 HEX #F0B323 | RGB 240 179 35 HEX #F0B323 | RGB 255 190 159 | RGB 255 190 159 |
| EYES | | EYEBROW | | BELT | | | | | |
| | | | | | | | | | |
| PANTONE 6124C | PANTONE 6121C | PANTONE 126C | PANTONE 126C | PANTONE 4149C | PANTONE 200C | PANTONE 200C | PANTONE 200C | PANTONE 1815C | PANTONE 1815C |
| RGB 0 124 183 HEX #007CB7 | RGB 0 156 207 HEX #009CCF | RGB 154 118 17 HEX #9A7611 | RGB 154 118 17 HEX #9A7611 | RGB 138 170 197 | RGB 186 12 47 HEX #BA0C2F | RGB 186 12 47 HEX #BA0C2F | RGB 186 12 47 HEX #BA0C2F | RGB 124 38 41 HEX #7C2629 | RGB 124 38 41 HEX #7C2629 |

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SAM

Sam has always been the spy who leads with her brain and as our full-on STEM girl she uses her smarts to outwit bad guys with her problem-solving and quick thinking.

And in her regular life, while she's not helping Alex and Clover with their homework or phone updates, Sam can often be found in a VR helmet lashing out at unseen digital foes while playing against other online gamers.

| SUIT | | GLOVES | | MOUTH | | HAIR | | SKIN | | | |
|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|  |  |  |  |  |  |  |  |  |  |  |  |
| PANTONE 2266C | PANTONE 7737C | PANTONE 2411C | PANTONE 177C | PANTONE 717C | PANTONE 162C | PANTONE 7479C | PANTONE 3405C | PANTONE 732C | PANTONE 4149C | PANTONE 363C | PANTONE 2266C |
| RGB 51 85 37 HEX #335525 | RGB 255 128 139 | RGB 28 66 32 HEX #1C4220 | RGB 255 128 139 | RGB 212 93 0 HEX #D45D00 | RGB 255 190 159 | RGB 38 208 124 HEX #26D07C | RGB 0 175 102 HEX #00AF66 | RGB 98 52 18 HEX #623412 | RGB 138 170 197 | RGB 76 141 43 HEX #4C8D2B | RGB 51 85 37 HEX #335525 |

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TEAM HERO POSE 01
TEAM_HERO_POSE_01.ai



TEAM HERO POSE 02
TEAM_HERO_POSE_02.ai



TEAM HERO POSE 03
TEAM_HERO_POSE_03.ai



TEAM HERO POSE 04
TEAM_HERO_POSE_04.ai

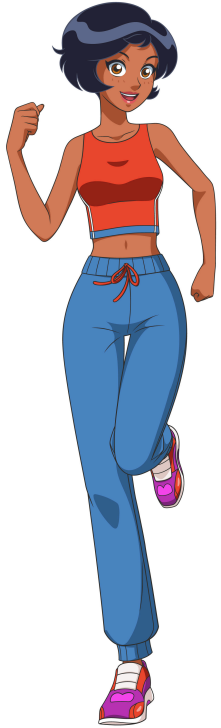


TEAM HERO POSE 05
TEAM_HERO_POSE_05.ai

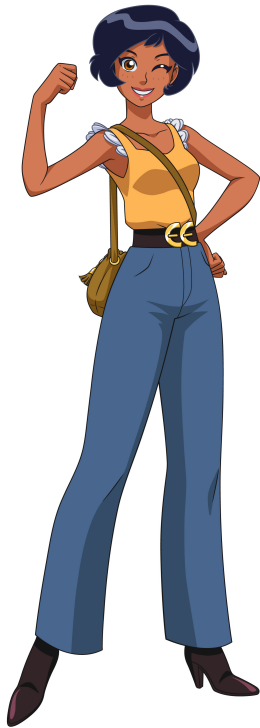


TEAM HERO POSE 06
TEAM_HERO_POSE_06.ai

**ALL POSES
AVAILABLE
IN .AI, .PNG,
AND .PSD**



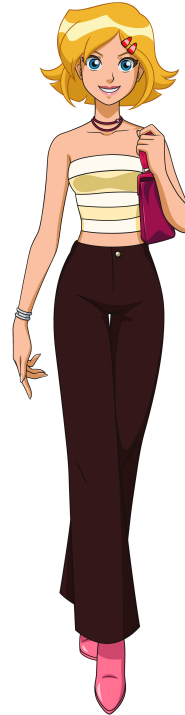
ALEX FASHION POSE 01
ALEX_FASHION_POSE_01.ai



ALEX FASHION POSE 02
ALEX_FASHION_POSE_02.ai



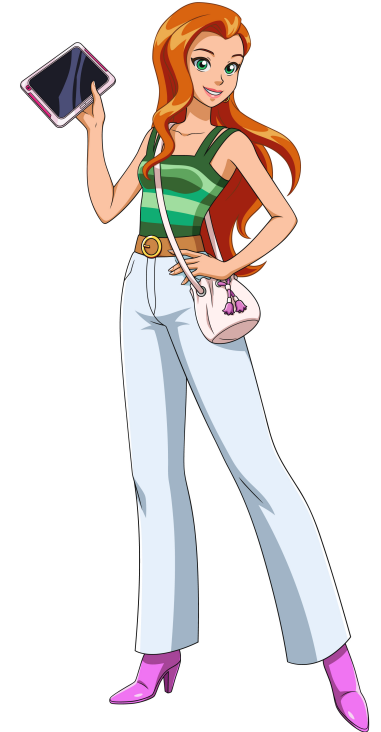
CLOVER FASHION POSE 01
CLOVER_FASHION_POSE_01.ai



CLOVER FASHION POSE 02
CLOVER_FASHION_POSE_02.ai



SAM FASHION POSE 01
SAM_FASHION_POSE_01.ai



SAM FASHION POSE 02
SAM_FASHION_POSE_02.ai

**VARIANTS
OF FASHION
POSES ALSO
AVAILABLE!**

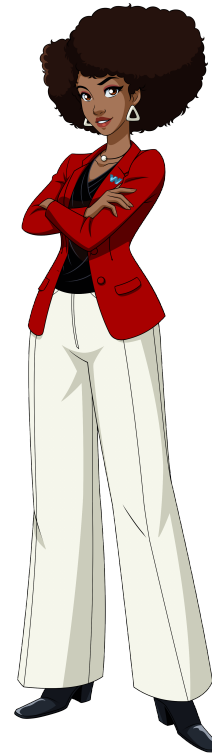


Totally Spies!

SECONDARY CHARACTERS

ZERLINA

The Spies' "invitation" to WOOHP World came from Zerlina – or "Zer" for short, the girls' new boss and head of WOOHP World. She's a smart, savvy, and utterly inspirational woman whom the girls look up to.



ZERLINA POSE 01
ZERLINA_POSE_01.ai



ZERLINA POSE 02
ZERLINA_POSE_02.ai

TOBY

Toby is the laid-back gadget guru/Command Center operator with a limb difference who, as both a trusted friend and colleague, makes sure Sam, Clover and Alex have all the latest and greatest gear they need to kick butt!

Note: In creative, please ensure that poses of Toby with his bionic arm are prioritized.



TOBY POSE 01
TOBY_POSE_01.ai



TOBY POSE 02
TOBY_POSE_02.ai





GLITTERSTAR

Meet Glitterstar! - a super cool, artistic girl who goes to school with Sam, Clover and Alex.

She's a talented artist exploring new mediums and formats and also works part-time at the girl's favourite hangout – Boba cafe.

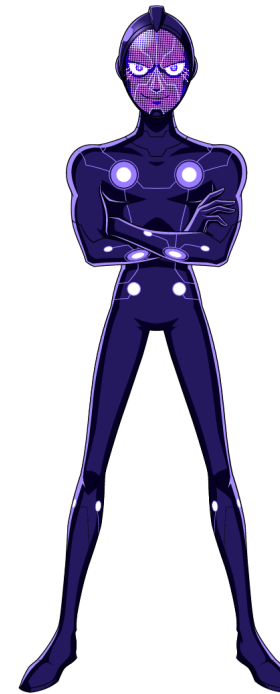
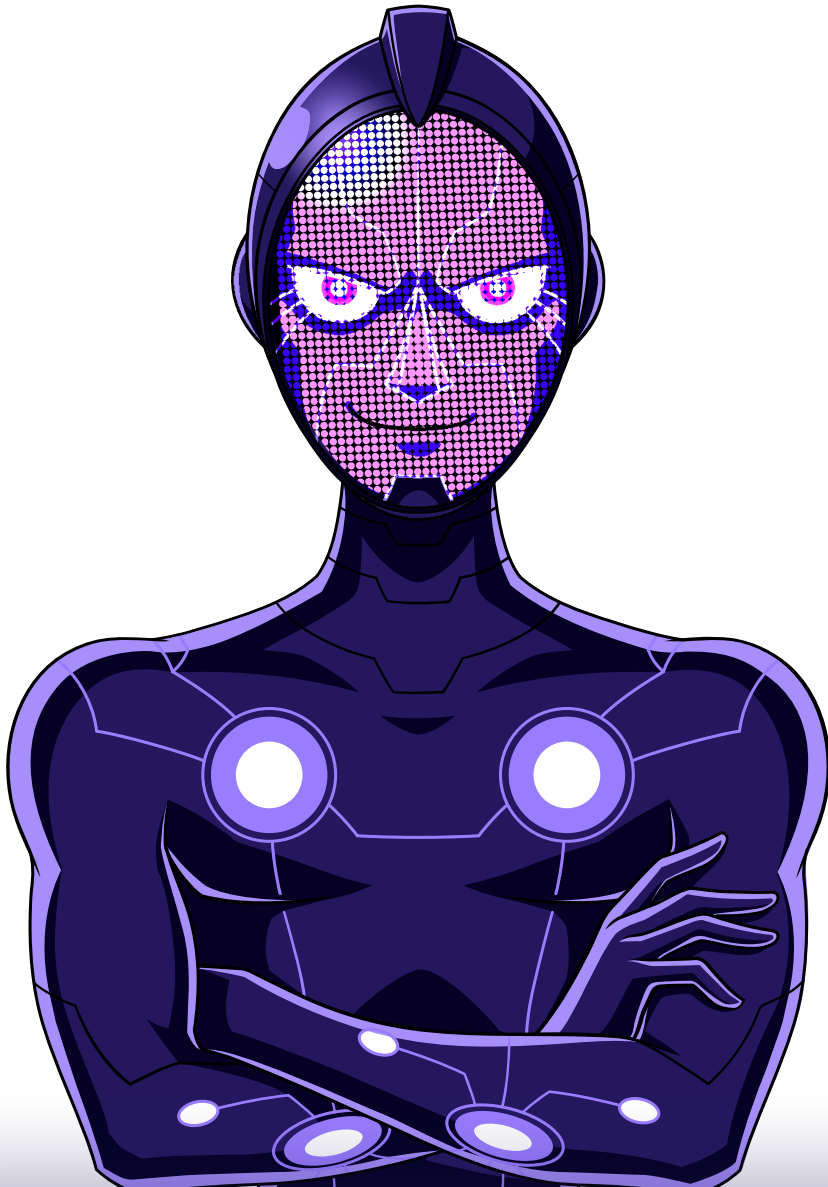


GLITTERSTAR POSE
GLITTERSTAR_POSE_01.ai

CYBERCHAC

Season 7 sees the rise of a new masked tech-villain, the nefarious Cyberchac!

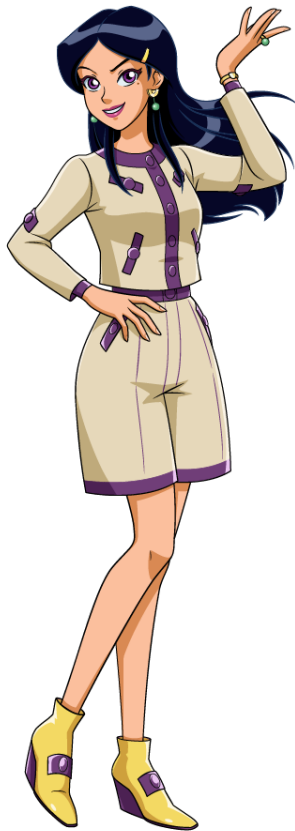
The Spies face relentless digital attacks as Cyberchac attempts to break into WOOHP World. What does he want? Will the Spies ever discover who is really behind the mask?!



CYBERCHAC POSE
CYBERCHAC_POSE_01.ai

MANDY

Not wanting to miss out on the fun, their nemesis Mandy follows the girls out to Singapore!

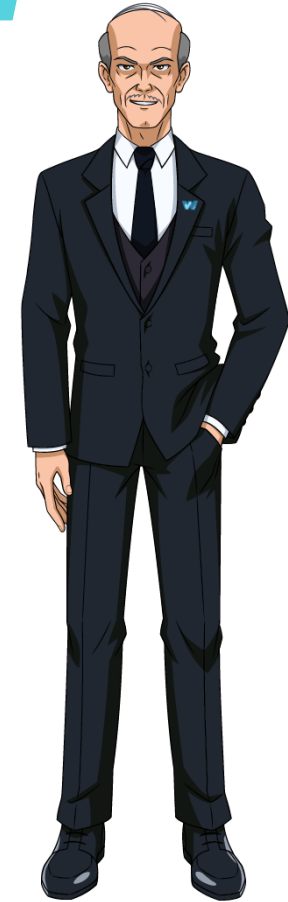


MANDY POSE
MANDY_POSE_01.ai

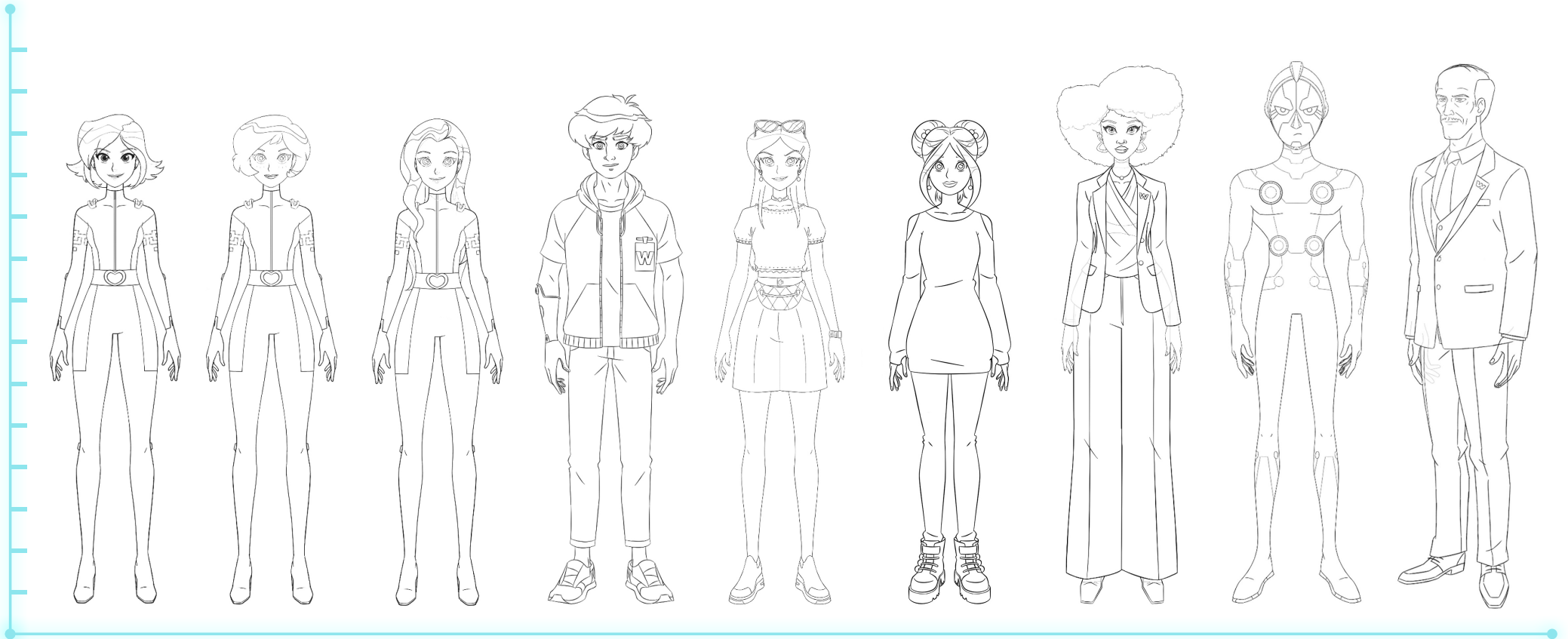
JERRY

And after many, many missions, Jerry takes a well-earned retirement...leaving WOOHP in the very capable hands of his daughter, Zerlina.

Don't worry, Jerry still makes a few cameo appearances!



JERRY POSE
JERRY_POSE_01.ai





Totally Spies!

BACKGROUNDS



Right from the series launch, we will see **NEW** locations; it's goodbye Beverly Hills...the Spies are now living in Singapore, one of the most modern, high-tech *and greenest* cities in the world!

As well as the aspirational setting of Singapore, the Spies get to travel to some pretty cool countries while on their missions...though each episode starts and ends in Singapore, our Spies will travel wherever their missions take them; from the skyscrapers of New York... to sunny Dubai.... And from snowy Siberia.... to sophisticated Paris.

Wherever they end up, everyone is invited along on the journey!



BACKGROUND 01 - DUBAI
BACKGROUND_01_DUBAI.png



BACKGROUND 02 - DUBAI
BACKGROUND_02_DUBAI.png



BACKGROUND 03 - DUBAI
BACKGROUND_03_DUBAI.png



BACKGROUND 04 - SEOUL
BACKGROUND_04_SEOUL.png



BACKGROUND 05 - SEOUL
BACKGROUND_05_SEOUL.png



BACKGROUND 06 - SIBERIA
BACKGROUND_06_SIBERIA.ai



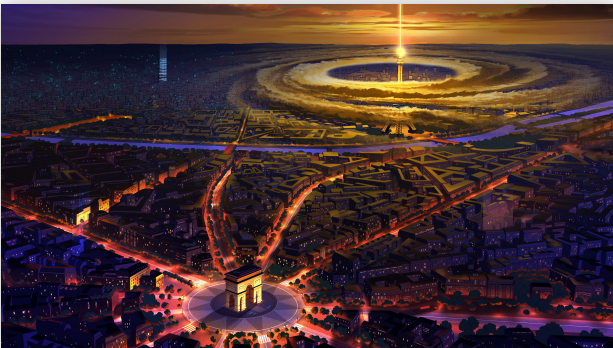
BACKGROUND 07 - NEW YORK
BACKGROUND_07_NEW_YORK.png



BACKGROUND 08 - NEW YORK
BACKGROUND_08_NEW_YORK.png



BACKGROUND 09 - PARIS
BACKGROUND_09_PARIS.png



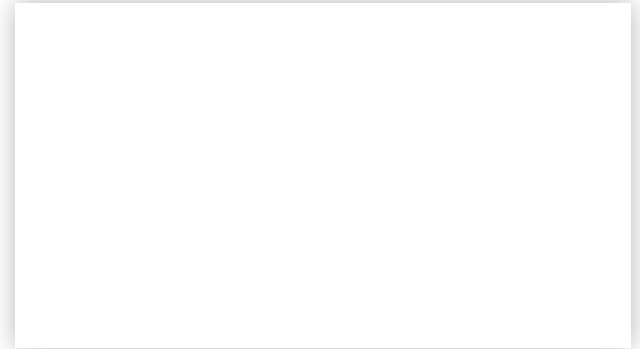
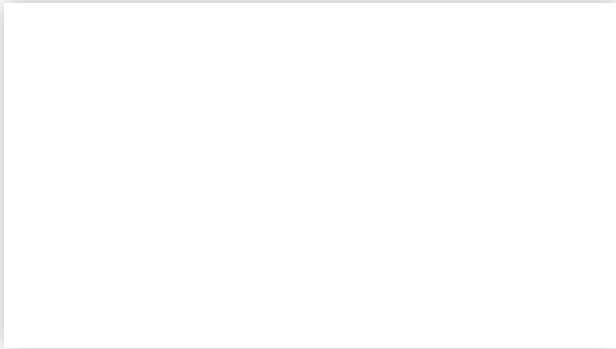
BACKGROUND 10 - PARIS
BACKGROUND_10_PARIS.png



BACKGROUND 11 - PARIS
BACKGROUND_11_PARIS.png



BACKGROUND 12 - PARIS
BACKGROUND_12_PARIS.png



**MORE BACKGROUNDS
COMING SOON!**



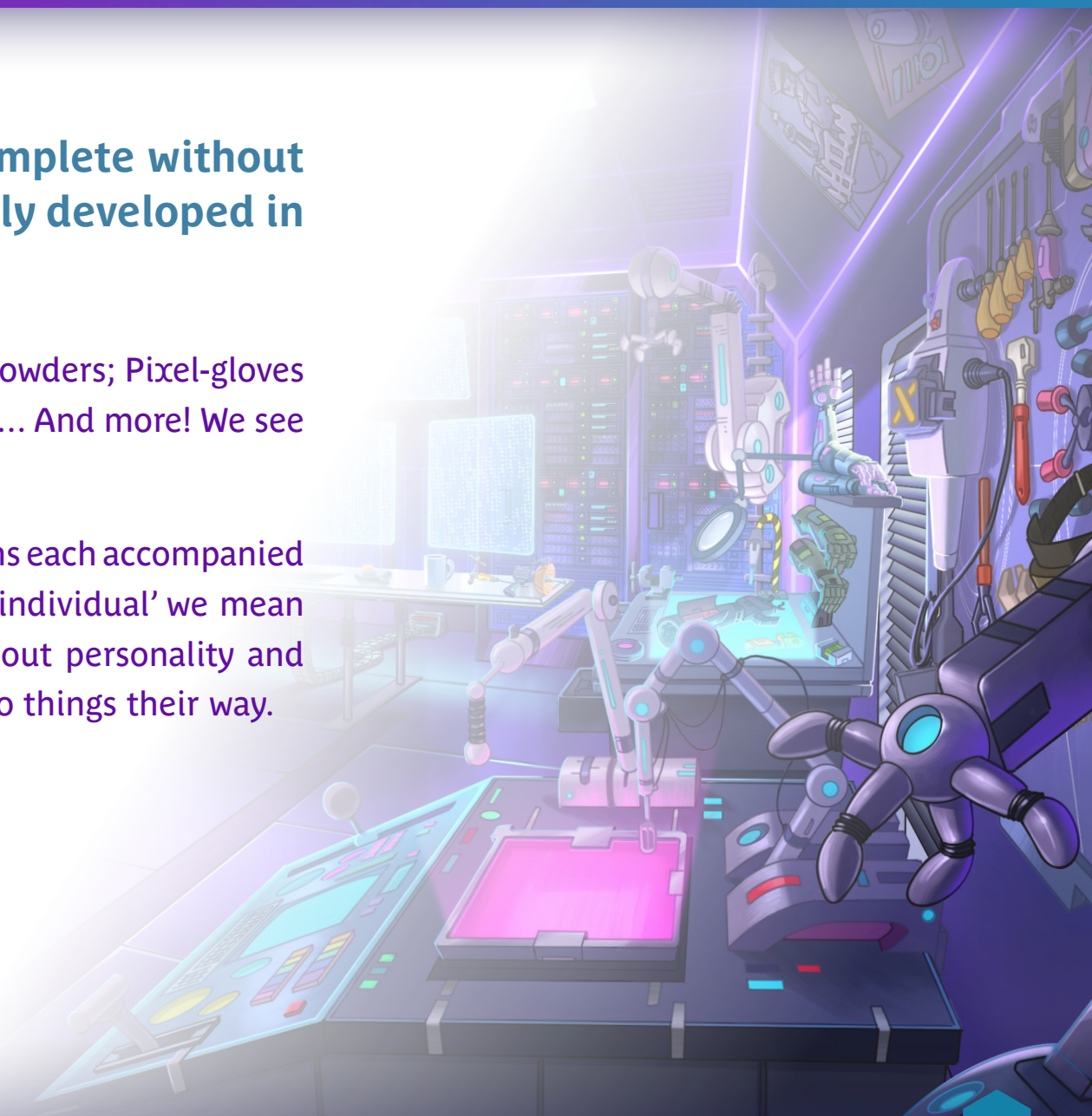
Totally Spies!

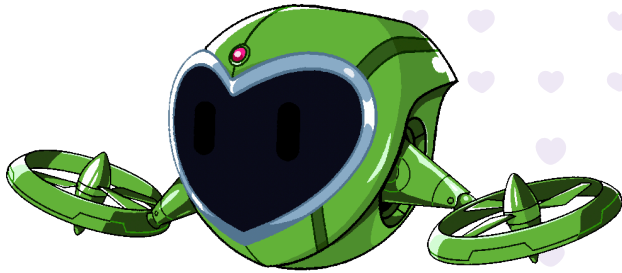
GADGETS

No series of **Totally Spies** would be complete without cool gadgets and gear; each meticulously developed in **Toby's 'fab lab'**.

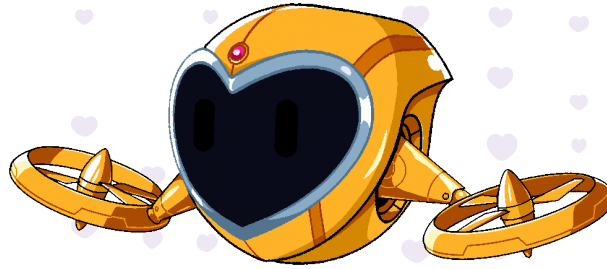
The Spies make use of upgraded Holographic Compowers; Pixel-gloves for when they need to control/fix a digital problems... And more! We see new gadgets in almost every episode.

Season 7 also sees the Spies out and about on missions each accompanied by their own individual drone – and when we say 'individual' we mean just that... These little digital critters are not without personality and can be a little bit infuriating when they decide to do things their way.

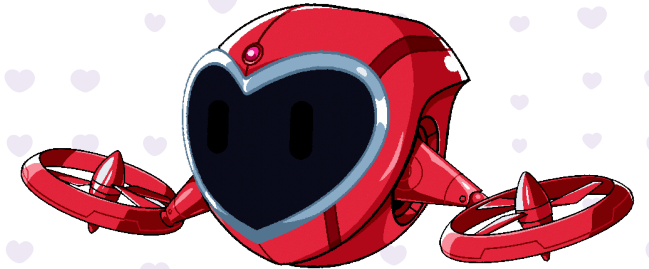




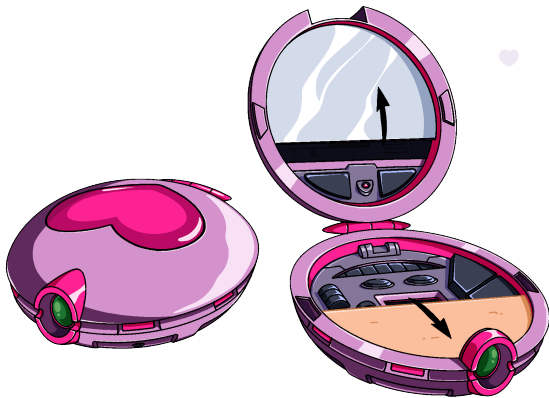
DRONE GADGET 01
DRONE_GADGET_01.png



DRONE GADGET 02
DRONE_GADGET_02.png



DRONE GADGET 03
DRONE_GADGET_03.png



COMPOWDER GADGET 01
COMPOWDER_GADGET_01.png



DIGIGLOVES GADGET 01
DIGIGLOVES_GADGET_01.png

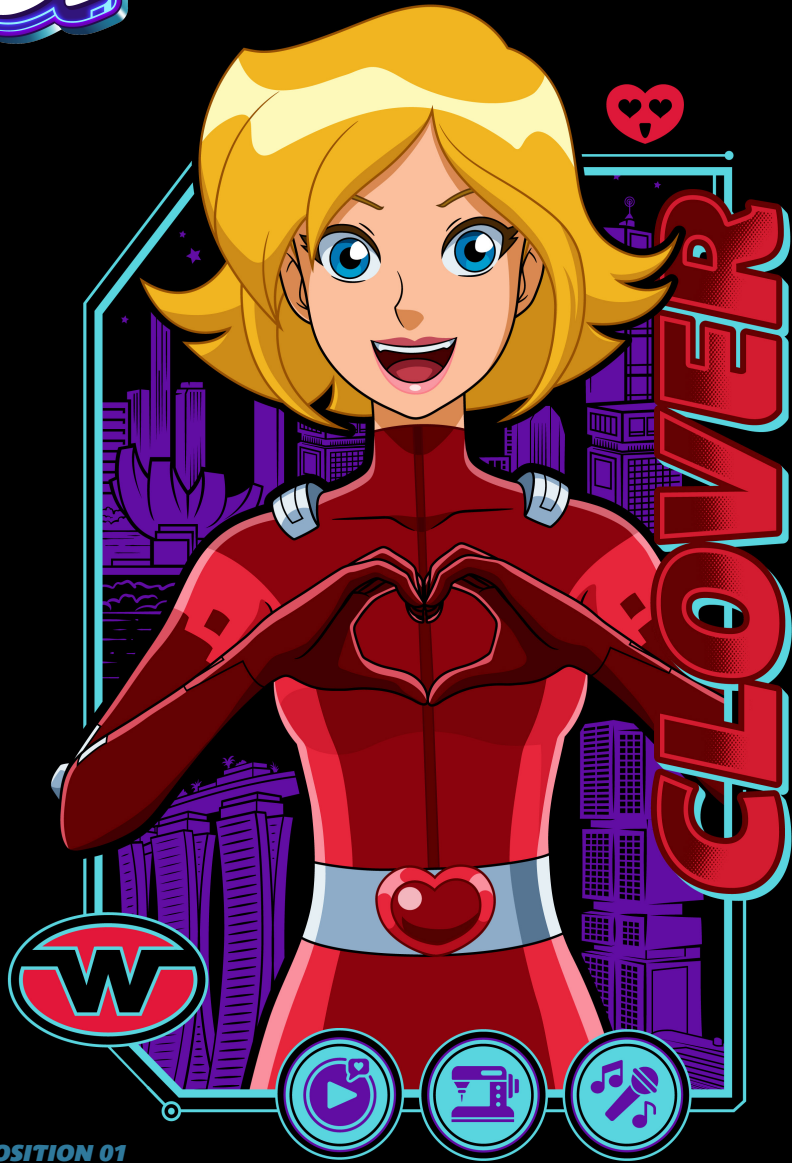


BACKPACK GADGET 01
BACKPACK_GADGET_01.png

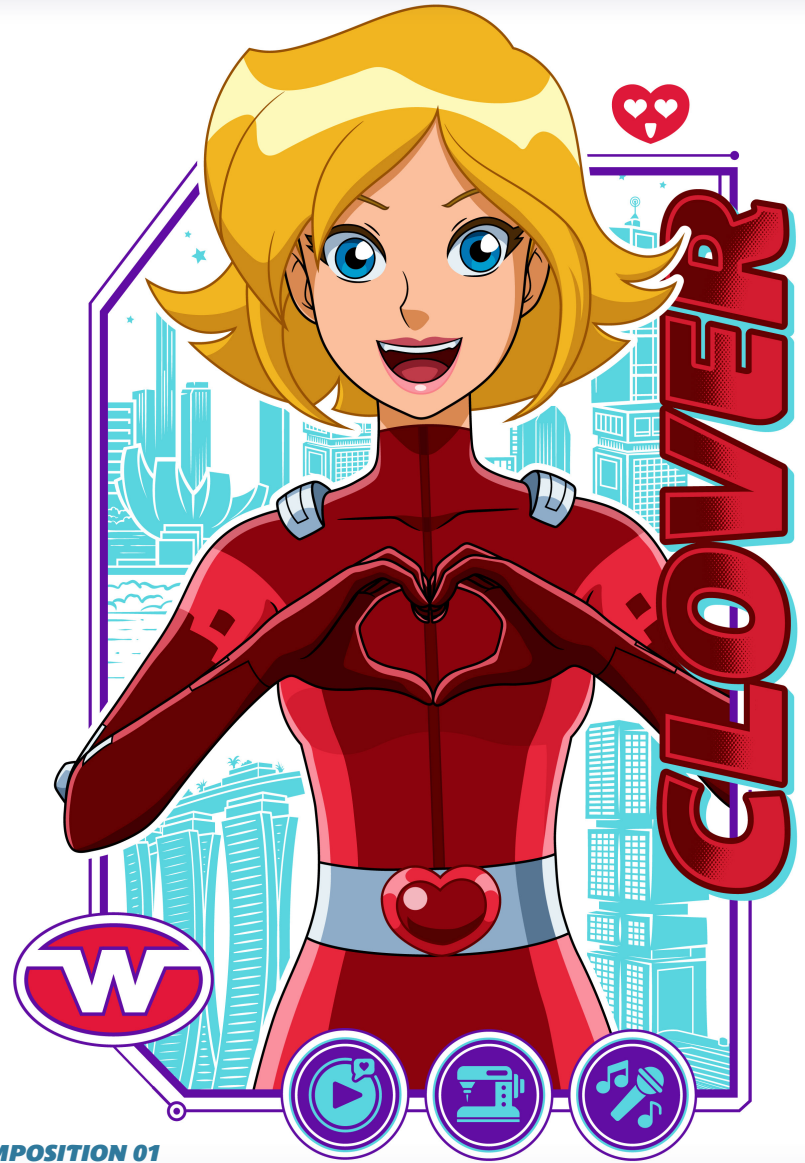


Totally Spies!

STYLE GUIDE ASSETS



COMPOSITION 01
COMP_01A_CLOVER.ai



COMPOSITION 01
COMP_01B_CLOVER.ai



COMPOSITION 02
COMP_02A_ALEX.ai



COMPOSITION 02
COMP_02B_ALEX.ai



COMPOSITION 03
COMP_03A_SAM.ai



COMPOSITION 03
COMP_03B_SAM.ai



COMPOSITION 04
COMP_04A.ai



COMPOSITION 04
COMP_04B.ai



COMPOSITION 05
COMP_05A.ai



COMPOSITION 05
COMP_05B.ai



COMPOSITION 06
COMP_06A.ai



COMPOSITION 06
COMP_06B.ai



COMPOSITION 07
COMP_07.ai



BADGE 01
BADGE_01A.ai



BADGE 01
BADGE_01B.ai



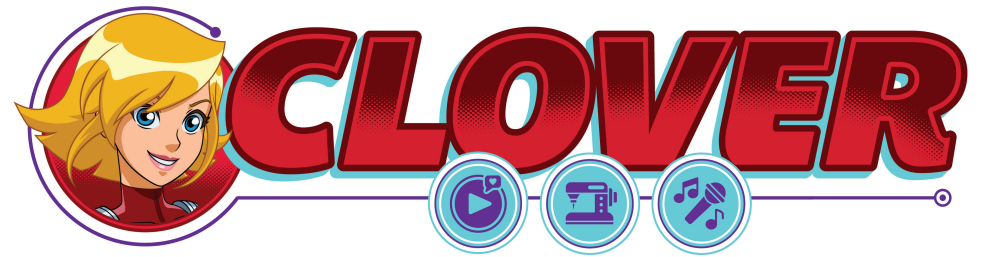
BADGE 02
BADGE_02A.ai



BADGE 02
BADGE_02B.ai



BADGE 03
BADGE_03A.ai



BADGE 03
BADGE_03B.ai



BADGE 04
BADGE_04A.ai



BADGE 04
BADGE_04B.ai



BADGE 05
BADGE_05.ai



BADGE 06
BADGE_06.ai



CLOVER



CLOVER



ALEX



ALEX

 **SAM**

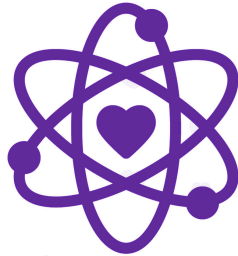
 **SAM**

Totally Amazing!

Totally Amazing!



ICONS
TOTALLY_SPIES_ICONS.ai



ICONS
TOTALLY_SPIES_ICONS.ai



PATTERN 01-A COLOR 1
PATTERN_01A_CLOVER_COLOR_1.ai



PATTERN 01-A COLOR 2
PATTERN_01A_CLOVER_COLOR_2.ai

PATTERN 01-B COLOR 1
PATTERN_01B_CLOVER_COLOR_1.ai

PATTERN 01-B COLOR 2
PATTERN_01B_CLOVER_COLOR_2.ai



PATTERN 02-A COLOR 1
PATTERN_02A_ALEX_COLOR_1.ai



PATTERN 02-A COLOR 2
PATTERN_02A_ALEX_COLOR_2.ai



PATTERN 02-B COLOR 1
PATTERN_02B_ALEX_COLOR_1.ai

PATTERN 02-B COLOR 2
PATTERN_02B_ALEX_COLOR_2.ai



PATTERN 03-A COLOR 1
PATTERN_03A_SAM_COLOR_1.ai



PATTERN 03-A COLOR 2
PATTERN_03A_SAM_COLOR_2.ai



PATTERN 03-B COLOR 1
PATTERN_03B_SAM_COLOR_1.ai



PATTERN 03-B COLOR 2
PATTERN_03B_SAM_COLOR_2.ai



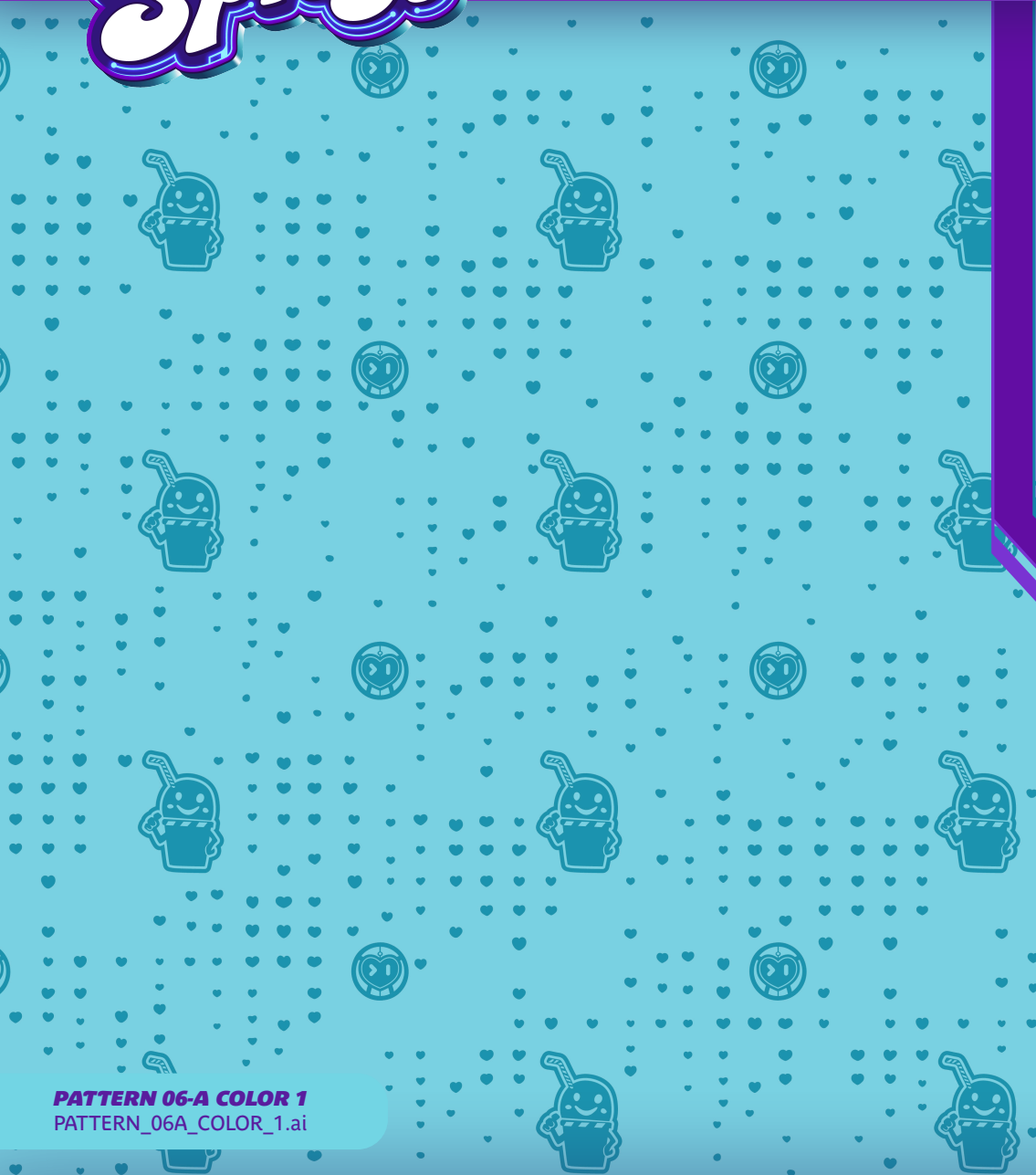
PATTERN 04 - WOOHP
PATTERN_04_WOOHP.ai



PATTERN 05 - COLOR 1
PATTERN_05_COLOR_1.ai



PATTERN 05 - COLOR 2
PATTERN_05_COLOR_2.ai



PATTERN 06-A COLOR 1
PATTERN_06A_COLOR_1.ai



PATTERN 06-A COLOR 2
PATTERN_06A_COLOR_2.ai



PATTERN 06-B COLOR 1
PATTERN_06B_COLOR_1.ai



PATTERN 06-B COLOR 2
PATTERN_06B_COLOR_2.ai



PATTERN 06-C COLOR 1
PATTERN_06C_COLOR_1.ai



PATTERN 06-C COLOR 2
PATTERN_06C_COLOR_2.ai



Totally Spies!

PACKAGING



All three spies should be shown on the front of pack unless the product is specific to one character. If product relates to one character, all three spies should be shown together at least once on each packaging.



All three spies should be shown on the front of pack unless the product is specific to one character. If product relates to one character, all three spies should be shown together at least once on each packaging.



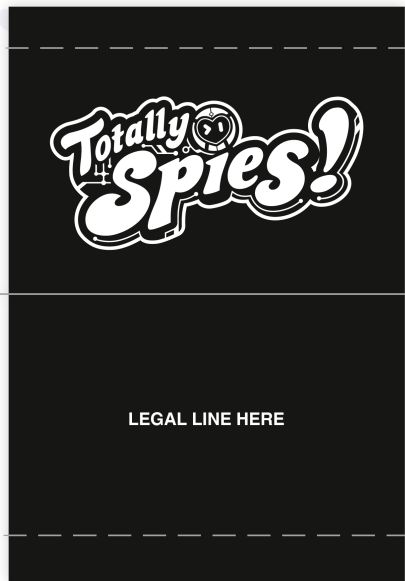


Lorem ipsum dolor sit amet,
 consectetuer adipiscing elit, sed
 diam nonummy nibh euismod.



Tincidunt ut laoreet dolore
 magna aliquam erat volutpat.
 Ut wisi enim ad minim veniam,
 quis nostrud exerci tation ul-
 lamcorper suscipit lobortis nisl.
 Ut aliquip ex ea commodo
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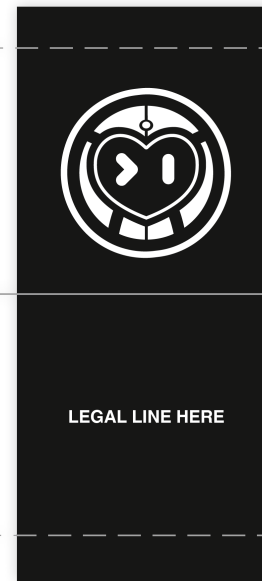


STITCH

FOLD

LEGAL LINE HERE

STITCH



STITCH

FOLD

LEGAL LINE HERE

STITCH



Totally Spies!

PRODUCT PROVOCATION

Totally Spies!

BACK TO SCHOOL



Totally Spies!

TOTALLY SHINE!



Totally Spies!

LIFESTYLE LOOK





The logo for 'Totally Spies!' is rendered in a stylized, bubbly font with a white fill and a vibrant purple and blue neon outline. The word 'Totally' is smaller and positioned above 'Spies!'. A small, glowing red and white circular icon with a green heart-like shape inside is integrated into the letter 'i' of 'Spies!'.

Totally Spies!

APPROVALS



Please contact the Banijay Kids & Family Brand & Marketing team with any asset-related questions and approvals on all new assets created:

BrandAndMarketing@banijaykids.com



Totally Spies!