

PEANUTS™ ARTWORK USAGE & APPROVAL "TIP SHEET"

Snoopy™ serves as an ambassador for MetLife, providing a warm, approachable quality that is important to the MetLife brand. Our logo and Snoopy work together to unify the many communications provided by various entities of our company.

This document serves as a quick reference guide to make your use of PEANUTS as streamlined as possible. By following the tips and reminders below you should be able to improve the efficiency of the approval process and ease in finding appropriate images in UMAX. If you have any additional questions you can always refer to the Brand Center (metlife.com/brandcenter) or contact a member of the PEANUTS team.

Creating Brand Association

When using Snoopy, the association between Snoopy and MetLife must be clearly understood. For Snoopy usage to be acceptable a direct link to either the MetLife logo or obvious connection to the brand must be established. Once a brand linkage has been made (e.g. via the identity band), Snoopy may appear alone, without the MetLife logo.

Co-Branding

Snoopy can be used in co-branding situations featuring third parties. In these cases, Snoopy and the rest of the PEANUTS characters must be clearly associated with the MetLife brand and the third-party logo should be placed in the proper location as it relates to the specific co-branding scenario as indicated in the examples to the right.

Character Usage & Relations

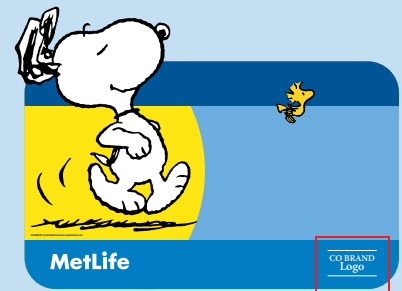
Become familiar with the PEANUTS Family Tree and each character's personality as referenced in the PEANUTS Style Guide. This will help you understand the characters and the relationship they have amongst each other.

Some general guidelines to keep in mind regarding the environment where the characters are placed in are:

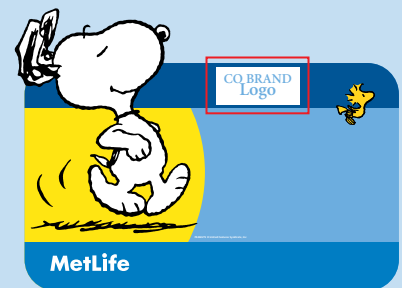
- 1) PEANUTS characters should not be depicted in dangerous situations or out of the character's personality.
- 2) Do not use PEANUTS characters with other cartoon characters, they should interact only with themselves.
- 3) When using the characters in a real life environment, they need to remain proportional to the environment they are placed in. (See example below) Such concepts are approved on a case-by-case basis.



MetLife Superior



MetLife Equal



MetLife Subordinate

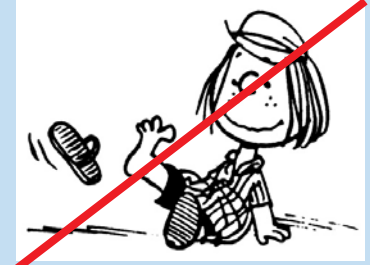


Flipping/Flopping Art

Artwork should remain in the direction that it was originally drawn.



Original Art



Flopped Art

Distorting Artwork

The original line quality must be maintained, do not redraw or smooth the lines. Be mindful of resizing an image since enlarging or reducing the art may result in a change in shape.



Writing on the Doghouse

No text can be displayed on the Doghouse. The only exception is in the design of a premium item if there is no space for the MetLife logo anywhere else on the design.

Putting Words In Characters' Mouths

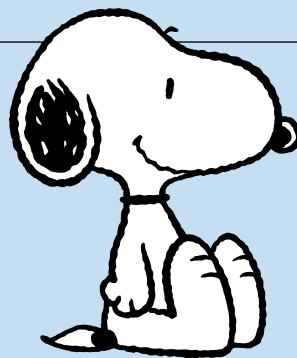
While we cannot create new dialogue between the characters, you may use existing dialogue written by Mr. Schulz. Appropriate quotes may exist from the strips that can be used in your material. Keep in mind that when using this technique the quotes must stay true to the character it originated from.

Coloring Images

Many of the images found in UMAX are Black/White, however, these images may all be colored. There are some required colors such as 1) flesh tones and hair colors, 2) Woodstock, 3) Linus' blanket, 4) Snoopy's Doghouse, and 5) Lucy's saddle shoes. (Please reference the PEANUTS Style Guide for specifics.)

"Mirror", "Front", and "Back" Images

Within UMAX you will find some images that file names include "MI" "FRONT" & "BACK". These poses cannot be used as regular pose art; they are reserved for "paired" products, ie: socks, shoes/sandals and should be used in unison since they depict the same image with orientation to the right and orientation to the left.



MI_1B



MI_1A

Multiple “Snoopies”

There is only one Snoopy. Snoopy cannot interact with himself. If you are going to place more than one image of Snoopy on an item, it needs to be clearly identified that the poses live within separate spaces or that it is a design/pattern concept. (See example at the right).



Character Size Comparison

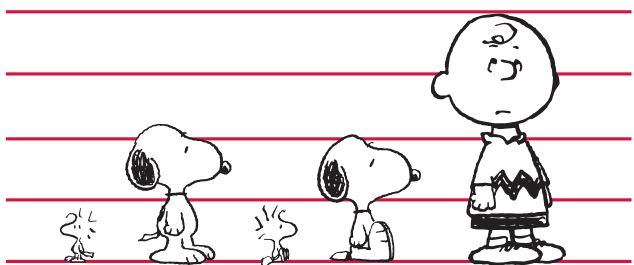
In order to stay true to the spirit and context of PEANUTS, it is also important to maintain character size comparisons.



Charlie Brown and Lucy are about the same height and are both slightly taller than their younger siblings, Sally and Linus respectively.



Snoopy is generally chin-tall to standing characters and about as high as their ears when they are sitting.



Woodstock is about 1/3 of Snoopy's size, whether he is standing or sitting.

Retired Images

At its discretion, Charles M. Schulz Creative Associates has the right to retire images from UMAX. Because of this we urge that you not copy and paste images from other sources and always search UMAX for current and approved images for use.

New Art Requests

UMAX is the best resource for locating an appropriate PEANUTS image. If you cannot find a desired image in UMAX, you can place a new art request and have an image drawn to your liking and meeting the guidelines set forth by Charles M. Schulz Creative Associates. Please note that this is done at an added cost and requires at least two weeks for production.

Animation Art

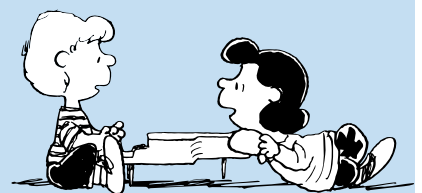
Animation art is created occasionally for bringing to life ideas from the PEANUTS comic strip on television commercials, online banners and Ecards, to name a few. Some sequence poses exist on UMAX for use in Flash animation. You can also leverage animation that has been previously developed by MetLife, in the instances where we have retained the files. If you do not find what you are looking for or past animation does not fit your needs, you have the option to work with a vendor to develop the animation that fits your needs. Please work with your PEANUTS contact who can better walk you through the steps for production.

Animation Art vs Strip Art

Animation art is reserved for animated purposes and can only be used in the type of mediums mentioned above. Since the style of the characters has been streamlined to work in animation, this artwork should never be used for still images or side by side with strip art found in UMAX.



Animation Art



Strip Art

Using PEANUTS Comic Strip Art

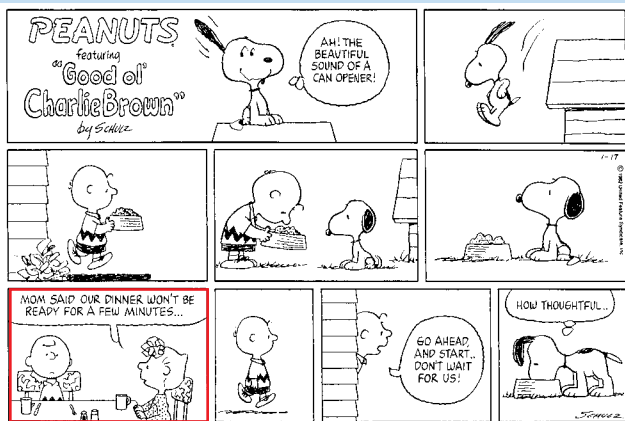
If you are having trouble finding images, reference the Comic Strip library. You have the option to “lift”, in other words pull images out of the comic strips to create a new pose or scene that fits your needs. Note though that you are not allowed to combine frames from different strips to create your own. In order to guarantee that all the various strip elements look seamless and the line weights match in the final artwork, a New Art Request must be submitted to PeanutsApproval@metlife.com. View example below for further clarification. The image requested was that of the characters eating together at a dinner table.



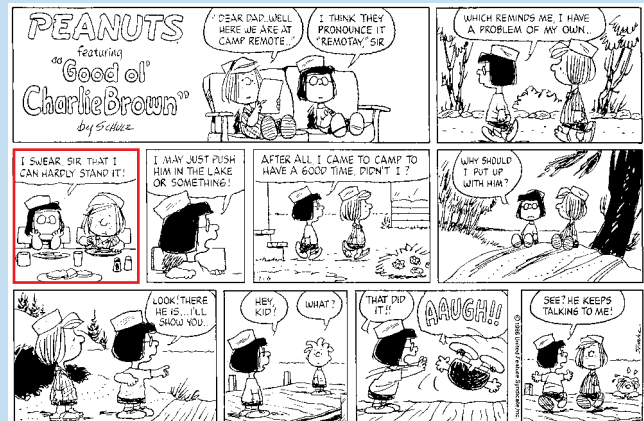
First frame “lifted” for use of Snoopy



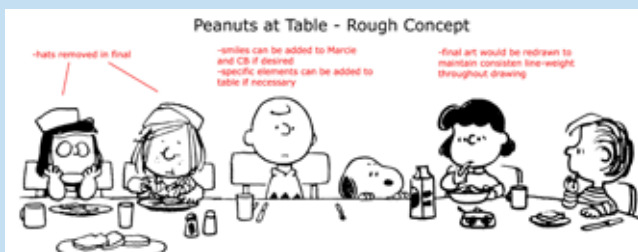
First frame “lifted” for use of Lucy & Linus



Frame “lifted” for use of Charlie Brown



Frame “lifted” for use of Marcie and Peppermint Patty



Images combined in rough concept



Approved final layout

Artwork in All UMAX ACLs (Art Buckets)

MetLife has the rights to all the PEANUTS artwork available on UMAX. Keep in mind that searching within one bucket doesn't mean you are searching within all buckets. Consider switching between ACLs before ending your search for a particular image.

Access to UMAX/FASTrack

If you wish to get access to UMAX (art bank), please send an email to Debra Marshall-Emmanuel at dmarshall@metlife.com. Subject line should read “UMAX Access” and you should provide your name, email, phone number, mailing address, position and department. Access will be granted directly from our partners at Peanuts Worldwide LLC within 7-10 business days.

PEANUTS Approval Process

All uses of Snoopy and PEANUTS characters, whether internal or external, must be formally approved in advance. The design concept layout and original source art files of images being used, must be included in your approval submission, whether you have access to FASTrack or submitting through the Peanuts mailbox at PeanutsApproval@metlife.com. Please visit the BrandCenter for complete details and required forms.



Design concept layout



Original source art file