



Snoopy as Brand Icon



© PNTS

Since 1985 Snoopy has served as an ambassador for MetLife, enhancing the 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. Please note that Snoopy by himself is not interchangeable with the MetLife logo. He should supplement our logo, not substitute for it.

While he is at the forefront as our brand icon, the rest of the PEANUTS gang isn't far behind and plays a supporting role in many of our communications. Together Snoopy and the PEANUTS gang help differentiate us from other companies.

Although it is not required that all MetLife-branded entities use Snoopy, his presence does send a clear and valuable message. He can be appropriate for a wide range of communications, and we urge that you carefully consider including him in your materials.

Please note that Snoopy need not appear only in the Ambassador Snoopy pose (shown on the left), or only in combination with the MetLife logo. He may also be used in other poses as an illustration to convey specific messages, and he may appear alone or with other PEANUTS characters in accordance with the guidelines presented here.

MetLife uses Snoopy and the other PEANUTS characters through agreements with Peanuts Worldwide. The agreements state that all uses of Snoopy and PEANUTS characters, whether internal or external, must be formally approved in advance by the MetLife Advertising Department, Peanuts Worldwide and Creative Associates.

A PEANUTS Approval Request Form as well as the design concept layout and original source art files of images being used, must be submitted to PeanutsApproval@metlife.com. Approval is granted within 5-7 business days. For complete details on the approval process, please refer to content in PEANUTS Approvals PDF.

[\[Download PEANUTS Approval Request Form\]](#)

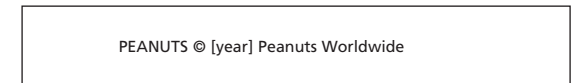
[\[Download PEANUTS Approvals PDF\]](#)

Our agreements also state that copyright credit must always be assigned to Snoopy and the PEANUTS gang.

On large applications such as brochures and pocket folders, you should use the full copyright notice. This may be placed elsewhere in the document (e.g., the back cover) and must appear in one line. On smaller applications or one-sided collateral, such as business cards, postcards or Web banners, it is acceptable to use one of the concise copyright notice options displayed here. As with the full copyright notice, the concise version need not appear directly next to the image being used. It should be placed in the least obtrusive location on piece submitted for approval.

Copyright Notice Options

Full Copyright Notice

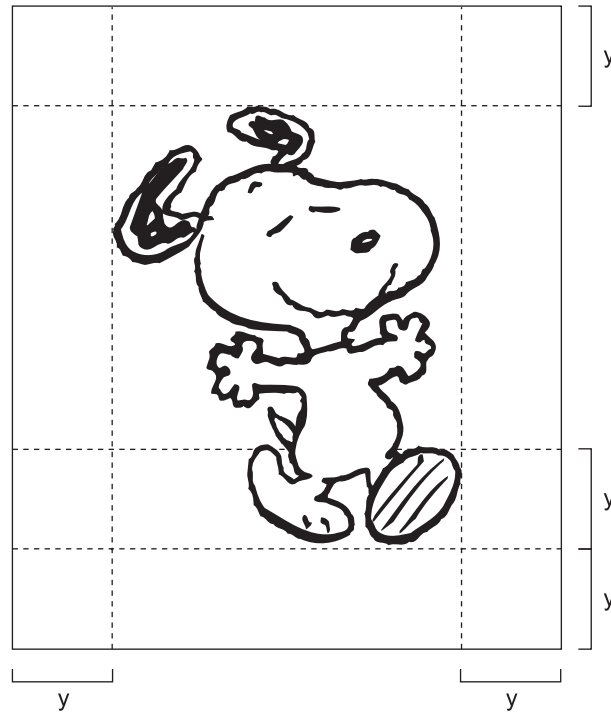


Credit line must be included somewhere in document.

Concise Copyright Notice

[sample images of Ambassador Snoopy and placement of the copyright notice options below]





The minimum clear space for Snoopy is y .
 (y = height of Snoopy's foot)

The guidelines here help protect the integrity of Snoopy, but the other PEANUTS characters should also be accorded a similar level of respect with regard to clear space and minimum size.

Clear Space

The Ambassador Snoopy pose is an extremely important element of the MetLife identity. As with the MetLife logo, this Snoopy requires a designated surrounding clear space in order to retain emphasis and importance.

The protected area around Snoopy is " y ," which equals the height of Snoopy's right foot. It is proportional to the size of the Snoopy being used. This is the minimum amount of clear space required; more clear space should be provided whenever possible.

Minimum Size

Snoopy will lose importance, recognition and impact if is he is too small. In printed communications, Snoopy should not be sized any smaller than 3 picas high.



Do not flip or mirror Snoopy's image.



Do not alter Snoopy's fill or outline color.

As a corporate icon for MetLife, Snoopy's usage must be carefully managed. Whatever Snoopy pose you select for your project, the drawing should not be altered, distorted or redrawn in any way.

Please be sure to review the [General Guidelines](#) and adhere to them at all times.



Do not substitute another pose for the desired Snoopy pose in the brand identity bar.



Do not add an airbrushed tint or other shading to Snoopy or alter his appearance in any way.

The examples to the left show unacceptable Snoopy uses you should avoid when requesting approval.



Do not reverse Snoopy's outline on a dark background.



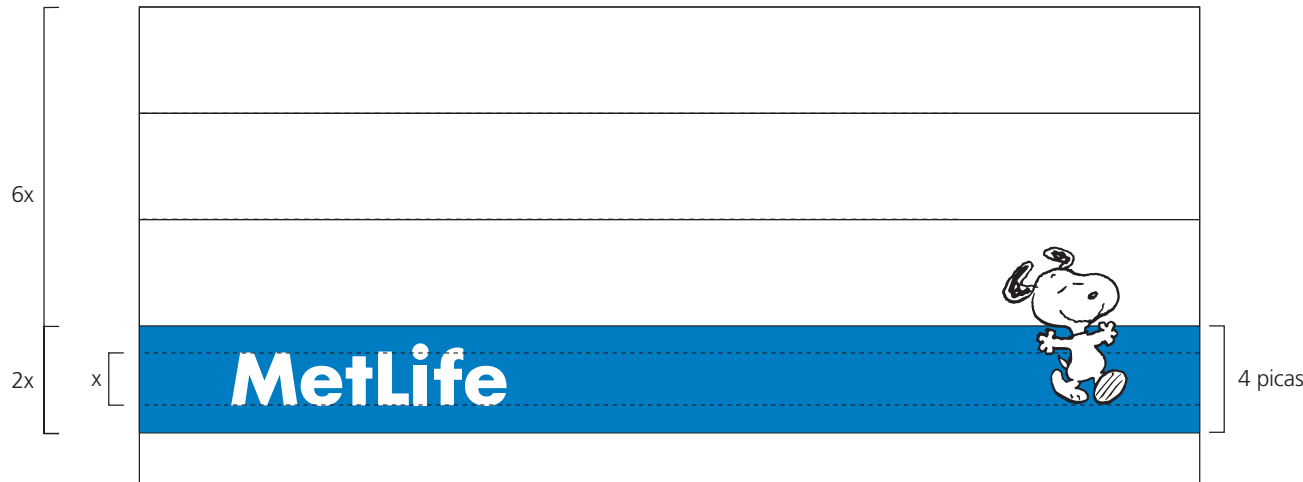
Do not use Snoopy to represent a MetLife employee or agent.



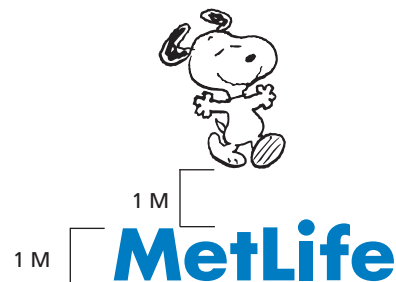
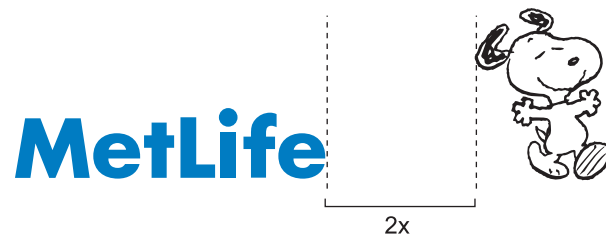
Do not alter the line quality of Snoopy.



Do not reproduce Snoopy from inferior quality art.



8.5" x 11" portrait
 (x = height of the MetLife "M")
 Example shown at 70%



Acceptable Lock-Ups

Although the preferred way of unifying the MetLife logo and Snoopy is with the identity band, there are times when the two can be used together in other ways.

For horizontal usage, the MetLife logo always appears on the left with Snoopy on the right. The white of Snoopy's feet should be aligned with the bottom curve of the MetLife "e."

Snoopy must not be placed directly next to the MetLife logo, but he typically must be in close proximity to it. Snoopy should never be closer to the MetLife logo than "2x", where "x" is the height of the MetLife "M." This allows us to incorporate Snoopy in a larger, more visible manner, when appropriate. Exceptions to these clear space recommendations are permissible in instances where space is limited, such as advertising and premium items.

For vertical uses, Snoopy should be centered above the logo and separated from it by a distance equal to the height of the "M" in MetLife (space permitting).

When using Snoopy, the association between Snoopy and MetLife must be clearly understood. In order 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 already been established (e.g., via the identity band), Snoopy may appear alone, without the MetLife logo.

MetLife



Do not use PEANUTS characters in the identity band other than Snoopy in the selected pose.

Unacceptable Lock-Ups

We can't tell you what to do without showing you what not to do. The attachment of Snoopy, the other PEANUTS characters, or any text element, to the MetLife logo diminishes the strength and clarity of the MetLife brand. Avoid creating any interaction between Snoopy in the identity band and the PEANUTS characters.



Do not place Snoopy directly behind the MetLife logo.



Do not place a PEANUTS character in close proximity to the MetLife logo.



Do not place Snoopy directly in front of the MetLife logo.



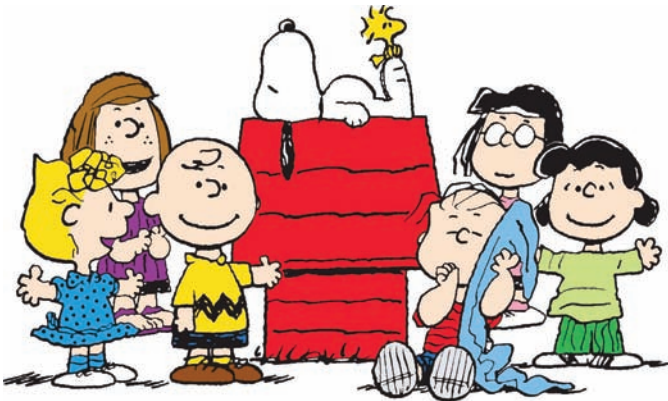
Do not place Snoopy or any other character in close proximity to the logo.



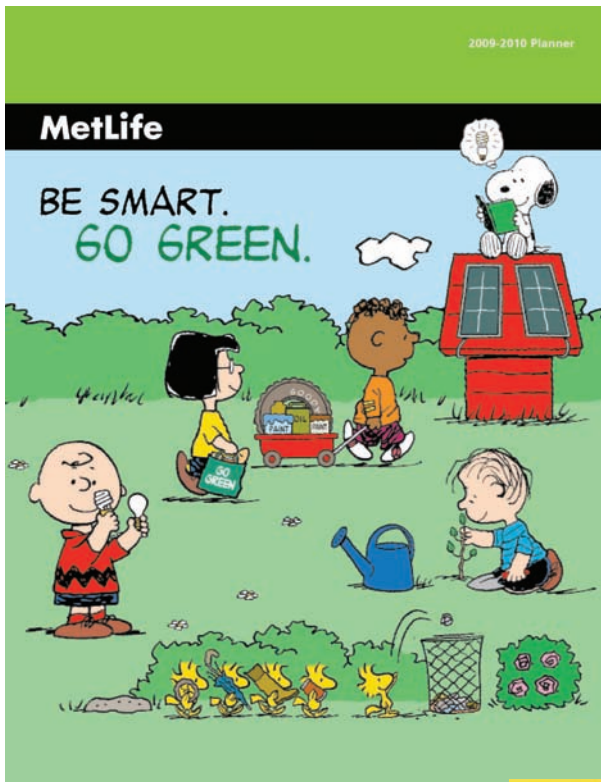
Do not use PEANUTS characters as brand icons on any MetLife applications.

DOs

- Characters must be shown in proper proportion to one another.
- Art must maintain the quality of the lift art. For example, the wavy lines originally drawn by Charles Schulz should not be smoothed out or bitmapped. Artwork scanned at 600 dpi will preserve the integrity of Schulz's line quality.
- The line quality of different PEANUTS artwork used in a scene must match.
- When characters are depicted standing still, their feet must be flat.
- Art must be taken from preexisting lift art or drawn by an approved Schulz artist.
- PEANUTS lift art referenced as "Mirror" or "Front" and "Back" poses should be used in unison. These images will no longer be approved for use separately.
- Previously approved art may be retired from the art bank at any time. Please make sure the art you are using is current.

**DON'Ts**

- PEANUTS art may not be flipped. Search the artwork database until you find the character in the pose and facing in the direction that you need.
- Snoopy cannot speak, i.e., no bubbles with words. Avoid creating dialogue for any characters or putting thoughts in their heads.
- Characters may not be used in poses contrary to their established personalities or family associations.
- Characters' names should not be used in conjunction with cliché phrases.
- Do not depict characters with alcoholic beverages. Snoopy likes root beer.
- Characters may not appear in Lotus Notes e-mails as a signature file. You may, however, use a PEANUTS-related Lotus Notes letterhead, which can be accessed while you are in Lotus Notes. Select Action from the menu bar, then Tools, Preferences and Letterhead, and choose your preferred design.
- Characters should not be associated with gambling or any TV show.
- Snoopy cannot interact with himself. There is only one Snoopy.
- Do not depict the characters in a dangerous situation that could result in death.
- Snoopy, by himself, is not interchangeable with MetLife. Snoopy should supplement the MetLife logo, not substitute for it.
- Characters may not be used with any kind of astrological symbols or characters.
- Characters should not be used on money or checks.
- Do not use the PEANUTS characters with other cartoon characters.
- Never create your own PEANUTS comic strip.



The use of PEANUTS characters provides an opportunity to make MetLife communications distinctive and approachable.

PEANUTS characters may be used as illustrations to convey messages about MetLife businesses, products, and services. Their uses will vary from business to business.

The characters add interest to communications, but are most effective when used in moderation. They should not be the major focus of any communication. While they may be used on an outside cover, in most cases, use of PEANUTS characters should be limited to the interior of a communication. Also consider using the characters in black & white, placed against a solid color or other background.

All uses of Snoopy and other PEANUTS characters must be submitted for approval by the MetLife Advertising Department and Peanuts Worldwide, following the procedure indicated on the MetLife Snoopy Approval Flow Chart.