

funky friends<sup>®</sup>



# Remember us?

We are excited to announce the return of Funky Friends to the licensing arena for all the 90s girls out there who were slightly obsessed.....!





# History

Originally drawn for use on greetings cards, the Funky Friends, Jessie, Kate and Zoe first appeared on products in 1996 and over the following ten years became the top UK girl brand for the 7- 12 age group.

Funky Friends stationery, bags, giftware, greetings, party, craft, apparel, footwear, cosmetics and bathcare sold through retailers including Tesco, Argos, WH Smith, Woolworths, New Look, Superdrug as well as many independent retailers and by 2006 had a value at retail of £40 million.

Internationally Funky Friends had notable stockists throughout Canada and North America, UAE, Spain, Norway, Denmark, Finland, Sweden, Iceland, Australia, New Zealand, South Africa and Israel.







# Target

Were they on your duvet cover  
or pencil case back in the day?!  
Well, now you can live your best nineties  
and noughties life in Funky Friends style!

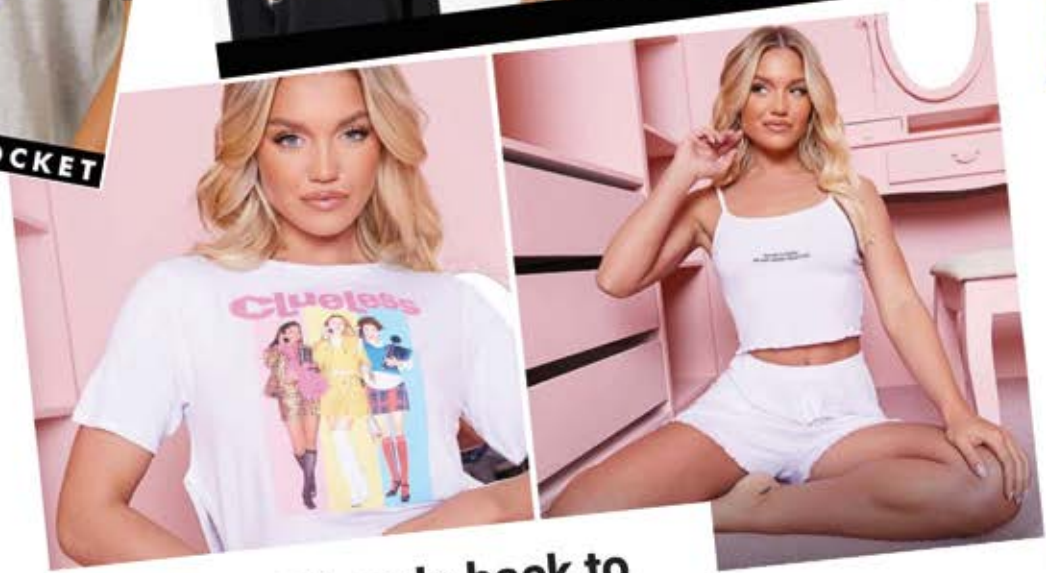
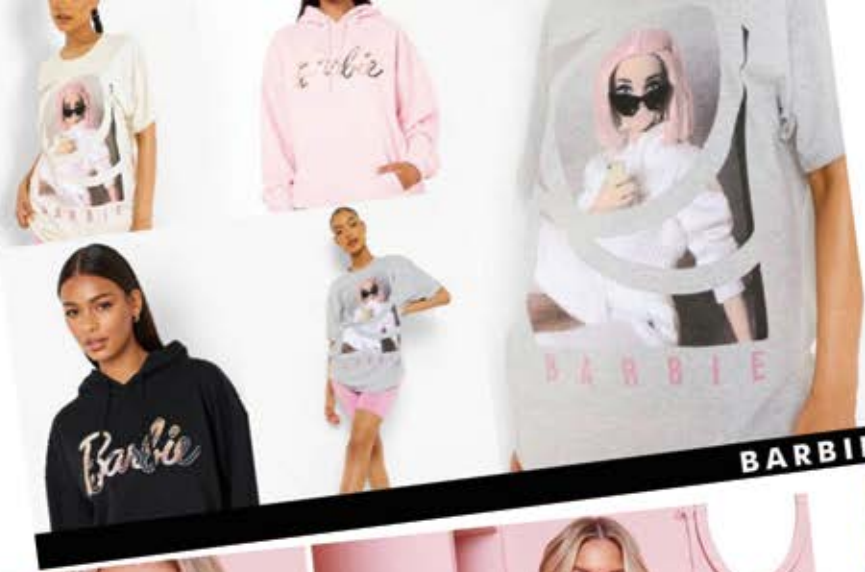




# Social Media

Proof (if you need it) that the demand is out there!





**ISAWITFIRST** heads back to the Nineties with Clueless collection



# Nostalgia

Other brands heading back to the nineties



# Product Design Ideas





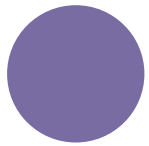
# Product Design Ideas



# Style Guide

## Colour Palette

Use these accent colours to create emphasis and interest



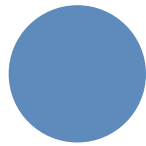
### Dark Purple

Pantone 7676c  
C62 M56 Y11 K1  
R117 G108 B159  
#756c9f



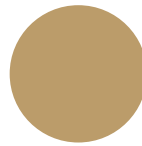
### Dark Pink

Pantone Pink C  
C12 M90 Y0 K0  
R189 G43 B147  
#bd2b93



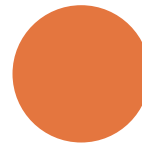
### Dark Blue

Pantone 646C  
C71 M36 Y14 K0  
R107 G136 B178  
#6b88b2



### Beige

Pantone 466C  
C25 M32 Y54 K1  
R191 G168 B122  
#bfa87a



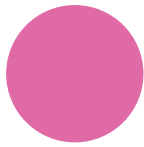
### Orange

Pantone 7577C  
C7 M58 Y77 K1  
R205 G125 B68  
#cd7d44



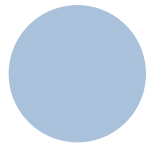
### Soft Purple

Pantone 7445c  
C39 M34 Y9 K0  
R164 G160 B192  
#a4a0c0



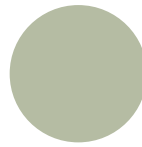
### Soft Pink

Pantone 218C  
C8 M69 Y1 K0  
R197 G106 B162  
#c56aa2



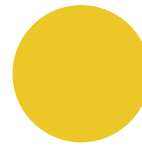
### Soft Blue

Pantone 651C  
C38 M19 Y7 K0  
R172 G186 B213  
#acbad5



### Khaki

Pantone 5803C  
C35 M19 Y38 K0  
R182 G187 B162  
#b6bba2



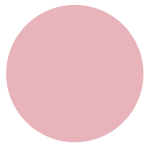
### Yellow

Pantone 129C  
C11 M18 Y87 K0  
R225 G199 B61  
#e1c73d



### Light Purple

Pantone 5305c  
C22 M18 Y5 K0  
R205 G204 B221  
#cdccdd



### Light Pink

Pantone 509C  
C5 M36 Y10 K0  
R220 G179 B194  
#dcb3c2



### Light Blue

Pantone 657C  
C26 M14 Y5 K0  
R198 G207 B226  
#c6cfe2

## Fonts

### Primary Font

(Headlines)

Sentence case to be used.  
Can be used in any colour  
from the palette or in white.

Aa

**Futura PT Extra Bold**

### Primary Font

(Body Copy)

Sentence case to be used.  
Can be used in any colour  
from the palette or in white.

Aa

Futura PT Light

## Legals

funky  
friends®

### Long Version

Registered Trade Mark. Funky Friends®.  
All rights reserved.

funky  
friends™

### Short Version

Funky Friends™

# Style Guide

## Logo

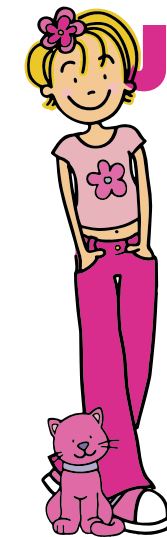


### Primary Logo

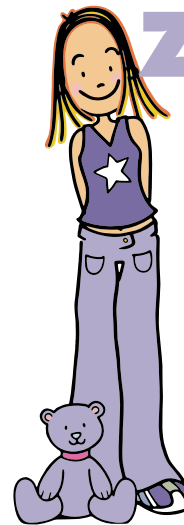
This is the primary logo and should be used in ALL cases when representing the brand.

There should always be at least 5mm of space around the logo when placed on a background or used with other elements.

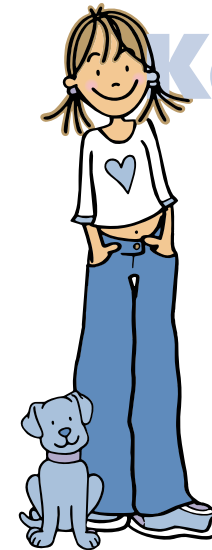
## Illustrations



Jessie



Zoe

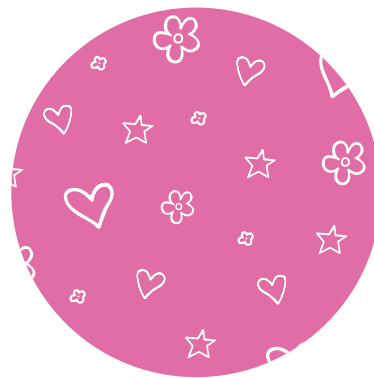
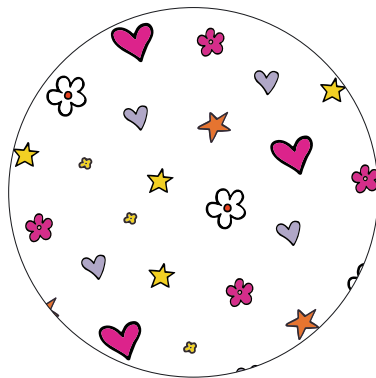
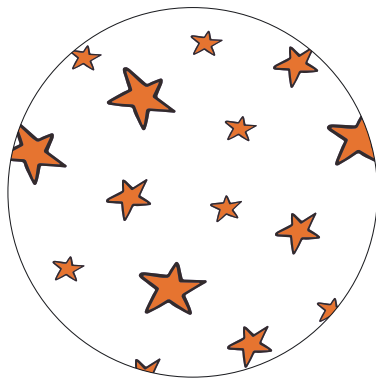
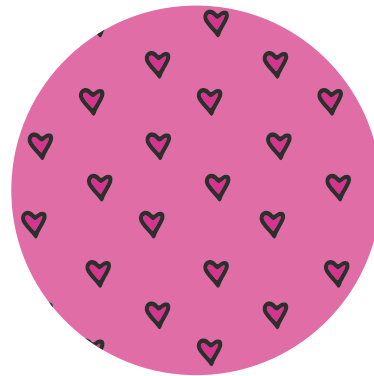
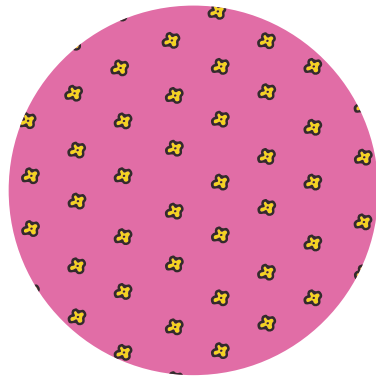
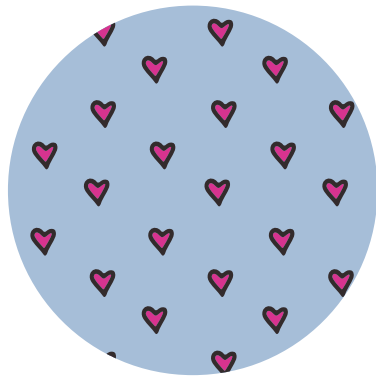


Kate



# Style Guide

## Patterns



## Packaging Swing Tag



# Contact

For all licensing enquires  
please get in touch...

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