

THE SPONGEBOB MOVIE

SEARCH FOR SQUAREPANTS

CONSUMER PRODUCTS
PACKAGING
CALLOUT GUIDE





Ahoy! Avast! Arrghhh!

The SpongeBob SquarePants Movie: Search for SquarePants consumer products packaging should use the core SpongeBob packaging in all instances. Please refer to the 2018 SpongeBob packaging guide, mass section, for full usage rules and regulations.

This guide provides direction and examples on how to message the film on top of the core packaging.

Please only use this guide if you have product related to the 2025 film. Products outside of the theatrical window should not use this guide.





CALLOUT OPTIONS

We have included a few callout options that allow for flexibility in use and placement on all packaging types. These callouts can be printed directly on packaging, or stickered.



SB_M4_PKG_CALLOUT_001

WITH CHARACTERS

This option is preferred to be used on larger packages or where space allows. See page 6 for cropping options.



SB_M4_PKG_CALLOUT_002

WITHOUT CHARACTERS

For limited space and when character art can't be used, please use this option. Cropping options seen on page 6.



SB_M4_PKG_CALLOUT_003

MINIMAL

Use this option for the smallest packages, like hangtags and header cards. This is also a great call out for back of package.



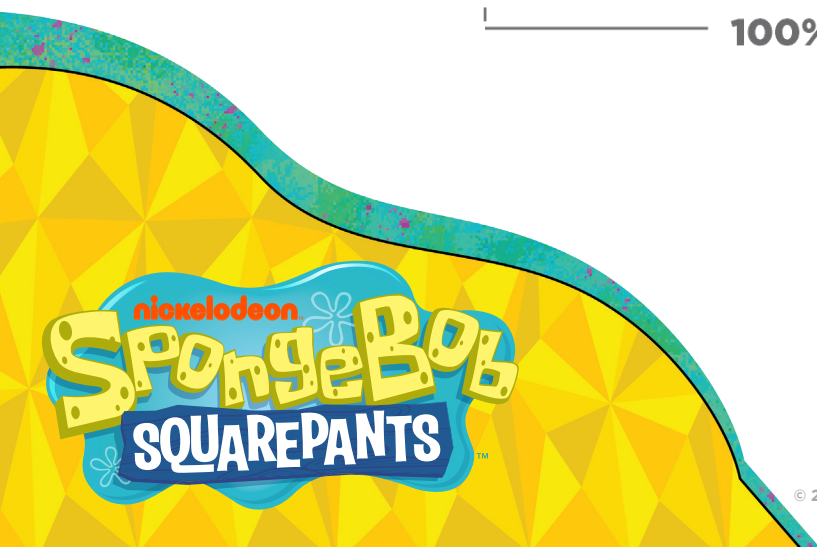


CALLOUT SCALE RULES

When placing on packaging, please scale the callout so the movie logo inside it is **between 50-75% the width of the core SpongeBob logo** on package.

MINIMUM SIZE

MAXIMUM SIZE





These callouts are designed to be cropped in each corner of packaging.



SB_M4_PKG_CALLOUT_001A



SB_M4_PKG_CALLOUT_001B



SB_M4_PKG_CALLOUT_001C



SB_M4_PKG_CALLOUT_001D



SB_M4_PKG_CALLOUT_002A



SB_M4_PKG_CALLOUT_002B



SB_M4_PKG_CALLOUT_002C



SB_M4_PKG_CALLOUT_002D





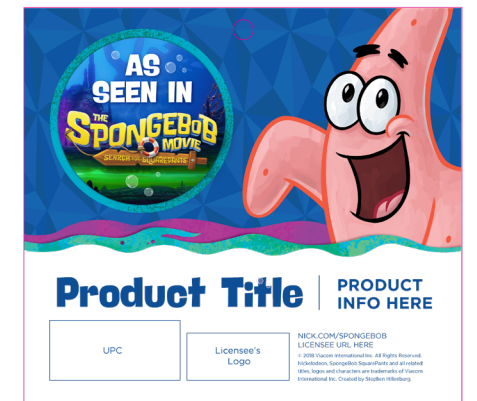
CALLOUT PACKAGING EXAMPLES



CLOSED BOX

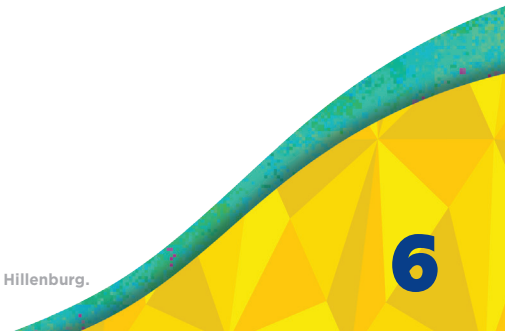


BLISTER



HANG TAG

If there's no space on front, feel free to put on the back.





CP PACKAGING CALLOUT GUIDE

APPROVAL PROCEDURE

Any usage of the SpongeBob SquarePants characters' names or likenesses must be approved in writing in advance of use. Creative approval is based on character design that (a) follows models and colors, (b) uses correct relationships between characters, (c) is appropriately integrated with products and advertisements, and (d) uses the correct typefaces.

USAGE EXAMPLE

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Legal Copy should never appear smaller than 4pt type when viewed at 100% size.



LEGAL & APPROVALS

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For this property, you must include EITHER Stephen Hillenburg's signature OR, as the last line in legal:
SpongeBob SquarePants created by Stephen Hillenburg.

The year to be included in this notice is the year in which the design of the product is first distributed to the public. This legal information should be placed on the back of the package, bottom right side, near the licensing logo. In addition, the symbols ® or TM, as applicable, should appear next to the first or most prominent use of the name SpongeBob SquarePants and any character names when they appear on a piece of licensed merchandise or in any advertising copy. On products and in print advertising, the required notices must be applied in a legible and permanent format. The proper wording and placement of all notices must be approved, in writing, by Nickelodeon, as appropriate.