# The Elf on the Shelf®

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Creatively Classic Activities and Books, LLC, or CCA and B, LLC, regards The Elf on the Shelf® brand to be one of the company’s most valuable corporate assets. The Elf on the Shelf® 2015 Asset Guidelines have been created to ensure the appropriate and consistent use of all intellectual property, or IP, including (among other things), trademarks and copyrights associated with The Elf on the Shelf® brand. CCA and B, LLC authorizes the use of its IP solely for the distribution and sale of its goods. All marketing materials including, but not limited to, advertisements, signage, web banners and any other promotional materials created using The Elf on the Shelf® assets must be approved by CCA and B, LLC in writing prior to being used. CCA and B, LLC reserves the right to object at any time to the use of its marks or other IP in connection with goods or services that in CCA and B, LLC’s sole opinion fail to meet the company’s standards of quality.

Grant of License:

CCA and B, LLC owns and retains all rights to all copyrights, trademarks, trade secrets and all other intellectual property rights it possesses with regard to CCA and B, LLC’s products and all related materials. The provision of materials via The Elf on the Shelf® 2015 Asset Guidelines or otherwise, gives you no rights to CCA and B, LLC’s intellectual property, except that CCA and B, LLC grants you a limited, non-exclusive, revocable license solely to reproduce such materials in advertisements and other promotional materials relating to the products. The use of such materials in advertisements and other promotional materials related to the product must be in accordance with CCA and B, LLC’s standards for use of its intellectual property and shall be subject to the approval of CCA and B, LLC. This limited license shall expire immediately at CCA and B, LLC’s sole discretion or upon the expiration or termination of your purchasing relationship with CCA and B, LLC. Third parties are not permitted to use any intellectual property associated with The Elf on the Shelf® brand or CCA and B, LLC for their own purposes, including but not limited to commercial or marketing purposes, without prior written authorization by CCA and B, LLC.
What is The Elf on the Shelf®?

The Elf on the Shelf® is a scout elf sent from the North Pole to help Santa Claus know who is naughty and who is nice. When a family adopts a scout elf and gives it a name, the scout elf receives its Christmas magic and can fly to the North Pole each night to tell Santa Claus about all of the day’s adventures. Each morning, the scout elf returns to its family and perches in a different place - creating a fun hide and seek game. Scout elves typically appear in their families’ homes around Thanksgiving, but the book indicates “holiday time.” On Christmas Eve, the scout elves return to the North Pole with Santa Claus. Scout elves are available in boy or girl versions, with a light or dark skin tone.

The Rules In Store – Things you must know when you have The Elf on the Shelf® scout elf in store:

1. **Don’t touch the scout elf!** According to the book, a scout elf could lose its magic if human hands touch it; and since many children believe their scout elf is a real elf from the North Pole you should never visibly move or handle the elf doll in the store when children are present. Trust us—you will get letters from parents! Touching the scout elf is like saying, “Santa's not real!”. Moving a box set with the scout elf safely tucked inside is okay.

2. **Refrain from using any non-The Elf on the Shelf® brand elves or reindeer in conjunction with The Elf on the Shelf® brand products in store.**

3. **The Elf on the Shelf® branded products should not be placed with any other brand-specific characters or branded items** including, but not limited to, toys, dolls or electronics, unless explicit permission is given by CCA and B, LLC.

4. Children believe The Elf on the Shelf® is a real scout elf from The North Pole, so please do not pin, staple or fasten anything to the scout elf.

5. **The Elf on the Shelf® scout elf should never be depicted as naughty.** Scout elves should never be shown exhibiting bad or mischievous behavior. Instead, scout elves’ behavior should promote fun family moments and learning experiences, i.e., nice list behavior.

6. **Our retailers are Official Santa-Approved Adoption Centers!** Please refrain from referring to scout elves as being “bought” or “purchased” in stores.

7. **Never refer to an adult “moving the elf”** - The Elf on the Shelf® scout elf uses Christmas magic to fly wherever it may need to go.
The Elf on the Shelf®

2015 General Brand Information and Rules | In Print Advertising
(Including but not limited to circulars, newspaper, magazines, catalogs, etc.)

What is The Elf on the Shelf®?

The Elf on the Shelf® is a children’s storybook that comes complete with a scout elf sent from the North Pole to help Santa Claus know who is naughty and who is nice. When a family adopts a scout elf and gives it a name, the scout elf receives its Christmas magic and can fly to the North Pole each night to tell Santa Claus about all of the day’s adventures. Each morning, the scout elf returns to its family and perches in a different place - creating a fun hide and seek game. Scout elves typically appear in their families’ homes around Thanksgiving, but the book indicates “holiday time.” On Christmas Eve, the scout elves return to the North Pole with Santa Claus. Scout elves are available in boy or girl versions, with a light or dark skin tone.

The Rules In Print Advertising—Things you must know when you use The Elf on the Shelf® scout elf in print advertising:

1. CCA and B, LLC does not allow other Christmas elf or reindeer products to be featured in the same advertisement as The Elf on the Shelf® products.

2. The Elf on the Shelf® branded products must not be placed with any other brand-specific characters or branded items including, but not limited to, toys, dolls or electronics, unless explicit permission is given by CCA and B, LLC.

3. Any attempted association of unlicensed or unauthorized products with The Elf on the Shelf® brand or CCA and B, LLC without our express written consent may constitute intellectual property infringement.

4. The core traditions (The Elf on the Shelf: A Christmas Tradition, The Elf on the Shelf: A Birthday Tradition or Elf Pets: A Reindeer Tradition) must be the most prominent product featured within any print advertisement.

5. The Elf on the Shelf® products must be of equal or greater size than the other products pictured in an ad when featured with non-The Elf on the Shelf® branded products.

6. The Elf on the Shelf® logo and copy should not headline an ad that features any other product that is not specific to The Elf on the Shelf® brand.

7. Only use photography approved by CCA and B, LLC.

8. Photos must not be altered in any way, except to resize proportionally. Assets should not be stretched/distorted and the colors should not be altered in any way.

9. Our retailers are Official Santa-Approved Adoption Centers! Please refrain from referring to scout elves as being “bought” or “purchased” in stores.

10. The Elf on the Shelf® scout elf must never be depicted as naughty. Scout elves should never be shown exhibiting bad or mischievous behavior. Instead, scout elves’ behavior should promote fun family moments and learning experiences, i.e., nice list” behavior.

11. Do not touch the scout elf! The scout elf should never be shown as being held or touched by any human.
The Elf on the Shelf®

2015 Product Title, Brand Name & Photography Legal Requirements

Follow the below guidelines when using any copy, language or photography when promoting the sale of The Elf on the Shelf® branded products. Uses include, but are not limited to, signage, advertising or website.

**Product Title Requirements:**

1. When using the brand name The Elf on the Shelf® in copy the registered symbol (®) **must be used immediately following the word “Shelf.”**

2. When using the book title The Elf on the Shelf: A Christmas Tradition in copy, do **not** use the registered symbol (®) immediately following the word “Shelf.”

3. **The proper name for the product is: The Elf on the Shelf®.** It is incorrect to omit the use of the word, ”The” at the beginning as in: “Elf on the Shelf” & It is also incorrect to change the word “the” in the middle of the title to “a” as in: “The Elf on a Shelf.”

4. **If referring to the elf, always use “scout elf” or “scout elves.”**

5. **Use italics when referring to book titles.** For example: *The Elf on the Shelf: A Christmas Tradition.*

6. **When referring to Elf Pets® or reindeer, it must be written as Elf Pets® Reindeer.**

7. **When referring to the book title it must be written as Elf Pets: A Reindeer Tradition and must be Italicized.**

8. **When using the book title Elf Pets: A Reindeer Tradition in copy, do not use the ® symbol immediately following the word “Pets.”**

**Photography Usage Requirements:**

9. **Legal Line must always be visible and never cropped.**

10. Any marketing materials that contain The Elf on the Shelf® photography, must include: ® and © (year) CCA and B, LLC. All Rights Reserved.

**Brand Name (Logo) Usage Requirements:**

11. **With Logo Usage: Any marketing materials that contain The Elf on the Shelf® logo, must include:**

    ® and © (year) CCA and B, LLC. All Rights Reserved.

12. **Without Logo: Any marketing materials that do not contain The Elf on the Shelf® logo, must include:**

    The Elf on the Shelf ® and © (year) CCA and B, LLC. All Rights Reserved.
The Elf on the Shelf®
2015 Logo Requirements

The Elf on the Shelf: A Christmas Tradition Logo Usage

To ensure a consistent and appropriate brand identity, a general set of guidelines for logo usage is outlined as follows:

1. The scalloped logo is to be used as the primary logo for The Elf on the Shelf® property.

2. The logo may not be altered or changed in any way, except to be resized. This includes but is not limited to changing the colors, removing assets, changing the font or moving any legal marks.

3. When using a white background the red TM must remain on the outside of the logo at all times. When using a red background the TM must be white.

4. The TM must always be readable.

5. The background inside the scallop must remain white.

Elf Pets: A Reindeer Tradition Logo Usage

To ensure a consistent and appropriate brand identity, a general set of guidelines for logo usage is outlined as follows:

1. The Elf Pets® logo in conjunction with The Elf on the Shelf® scalloped logo is to be used as the primary logo for Elf Pets® property.

2. The logo may not be altered or changed in any way, except to be resized. This includes but is not limited to changing the colors, removing assets, changing the font or moving any legal marks.

3. The red ® must remain on the outside of the logo at all times when using a white background. When using a red or dark background the ® must be white.

4. The ® must always be readable.
Image Request Process:

- All image requests must be submitted via the Asset Request Form, which is available upon email request to marketing@elfontheshelf.com.

- Refer to the Asset Request Form on the following page.

- Only completed forms will be reviewed; please ensure all requested information is provided to help expedite your request.

- All requests are prioritized by submission date and due date.

- Please allow up to 5 business days for images to be provided.

Art Request Process:

- All art requests must be submitted via the Asset Request Form, which is available upon email request to marketing@elfontheshelf.com.

- Refer to the Art and Image Request Form on the following page.

- Only completed forms will be reviewed, please ensure all requested information is provided to help expedite your request.

- We strongly recommend the use of the branded templates provided by CCA and B, LLC to expedite the approval process. Templates will be emailed upon request to marketing@elfontheshelf.com.

- All requests are prioritized by submission date and due date.

- Comments, adjustments and/or approvals will be communicated within 5 business days.

- **All designs must be submitted and approved by CCA and B, LLC. prior to use.**

Contact Information:

For all inquiries please email marketing@elfontheshelf.com directly. Please allow up to 5 business days for a response.
Thank you for your inquiry. We’re happy to provide you with product assets to assist with your promotional activities surrounding The Elf on the Shelf® product line. Email complete form to marketing@elfontheshelf.com. **Please note that it may take up to five business days to process your requests.**

Date of Request: ___________________________ Requested Due Date: ___________________________

Account Name: ___________________________ Contact Name: ___________________________

Contact Email: ___________________________ Phone Number: ___________________________

**Image(s) Requested** (List products you will be selling or specific product(s) you would like to feature.) : __________________________________________

______________________________________________________________________________

______________________________________________________________________________

______________________________________________________________________________

**Product Shot with White Background?** ___________________________ **Lifestyle with Background?** ___________________________

**Intended Use of Images** (i.e., print, online, social, in-store signage. Example: 1. In-store sign for endcap to promote The Elf on the Shelf® box sets, Elf Pets® reindeer and Classy Capelet Set. 2. For facebook posting to announce The Elf on the Shelf® box sets have arrived.) : __________________________________________

______________________________________________________________________________

______________________________________________________________________________

Main Message: __________________________________________

______________________________________________________________________________

______________________________________________________________________________

**File Type** (TIFF, JPEG): ___________________________ **Size of Final Sign or Ad:** ___________________________

**Start Date of Use:** ___________________________ **End Date of Use:** ___________________________

__________________________________________  ___________________________
Signature Date

If approved, you agree to only use the images for the specified purpose above. You agree to submit for final approval before use.
The Elf on the Shelf®

2015 Advertising Design Tips

When designing please keep the below tips in mind...

1. **Branded templates are provided and strongly recommended** by CCA and B, LLC. in order to expedite the approval process. Templates will be emailed upon request to marketing@elfontheshelf.com.

2. **No other Christmas elf or reindeer products** should be featured in the same advertisement as The Elf on the Shelf® branded products.

3. **The Elf on the Shelf® products must be of equal or greater size** than the other products when featured with non-The Elf on the Shelf® products.

4. **Do not associate any unlicensed** or unauthorized products with The Elf on the Shelf® brand or CCA and B, LLC without our express written consent as it may constitute intellectual property infringement.

5. **The Elf on the Shelf® logo and copy** should not headline an ad that features any non-The Elf on the Shelf® branded products.

6. **The assets provided by CCA and B, LLC may not be altered** in any way, except to resize proportionally. Assets should not be stretched/distorted and the colors should not be altered in any way.

7. **Only use photography approved by CCA and B, LLC.**

8. **All photos must show the current legal line.** Legal line in photos must not be removed or otherwise altered.

9. **Do not overlap photos.**

10. **The core traditions** *(The Elf on the Shelf: A Christmas Tradition, The Elf on the Shelf: A Birthday Tradition or Elf Pets: A Reindeer Tradition)* must be the most prominent product featured within any print advertisement.

11. **Pricing must be obvious** (if used in the graphic) as to which product is associated with each price, in order to avoid consumer confusion.

12. **Use white and red (PMS 200) as your primary colors and for backgrounds.**

13. **More white space** is strongly recommended (leave some breathing room for the scout elves).

14. **All designs must be submitted and approved by CCA and B, LLC prior to use.**
The Elf on the Shelf®

2015 Approved Brand Elements

Use only approved brand elements when creating The Elf on the Shelf® in-store signage or advertisements.

Main Logo:

Elements:

Scallop Shape:
- Use as a photo frame or die cut shape

Dashed line:
- Use as a border, PMS 200C on white background or white on PMS 200C background

Adoption Center
- Use when writing “Adoption Center” in signage or advertisements when space allows
The Elf on the Shelf®

2015 Approved Fonts & Colors

Use only approved fonts when creating The Elf on the Shelf® in-store signage and advertisements. Accompany a header font with a body font. Do not mix header fonts.

Header Fonts

Brilant Adoption Center

ABCDEFghijklmnopqrstuvwxyz

Font can be purchased at https://creativemarket.com/ilhamherry/59306-Brilant-Typeface

Dimbo Adoption Center

ABCDEFGHijklmnopqrstuvwxyz

Font can be purchased at http://www.dafont.com/dimbo.font

Ollie Adoption Center

ABCDEFGHijklmnopqrstuvwxyz

Font can be purchased at http://www.myfonis.com/fonts/schizotype/ollie/

Body Font

Gibson-Regular Adoption Center

ABCDEFGHijklmnopqrstuvwxyz

Font can be purchased at http://www.myfonts.com/fonts/canadatype/gibson/

Only approved PMS colors should be used when creating The Elf on the Shelf® in-store signage.

PMS 200C

White
The Elf on the Shelf®
2015 Signage Templates | Main Fixture Signage

Branded templates are provided for your use and are strongly recommended by CCA and B, LLC in order to expedite the approval process. Templates will be emailed upon request to marketing@elfontheshelf.com.

Main Fixture Header Sign:

![Main Fixture Header Sign Image]

Primary Shelf Strip Sign:

![Primary Shelf Strip Sign Image]
Branded templates are provided for your use and are strongly recommended by CCA and B, LLC in order to expedite the approval process. Templates will be emailed upon request to marketing@elfontheshelf.com.

Hanging Banner:
The Elf on the Shelf®

2015 Web Banner Templates

Branded templates are provided for your use and are strongly recommended by CCA and B, LLC in order to expedite the approval process. Templates will be emailed upon request to marketing@elfontheshelf.com.

Web Banner Templates:

Use “Bring Home the Tradition” verbiage on web banners. In contrast use the “Adoption Center” verbiage on point of sale signage.
The Elf on the Shelf®

2015 Approved Ad Templates | Full Page Version 1

Branded templates are provided for your use and are strongly recommended by CCA and B, LLC in order to expedite the approval process. Templates will be emailed upon request to marketing@elfontheshelf.com.

Full Page Ad Template Version 1:

This template should be used when featuring The Elf on the Shelf® branded products only. Refer to the 2015 General Brand Information and Rules - In Print Advertising for additional requirements.

All designs must be submitted and approved by CCA and B, LLC. prior to use.

Example of Correct Usage:

Blank Template:
The Elf on the Shelf®

2015 Approved Ad Templates | Full Page Version 2

Branded templates are provided for your use and are strongly recommended by CCA and B, LLC in order to expedite the approval process. Templates will be emailed upon request to marketing@elfontheshelf.com.

Full Page Ad Template Version 2:

This template should be used when featuring The Elf on the Shelf® branded products only. Refer to the 2015 General Brand Information and Rules - In Print Advertising for additional requirements.

All designs must be submitted and approved by CCA and B, LLC prior to use.

Example of Correct Usage:

![Example of Correct Usage](image)

Blank Template:
The Elf on the Shelf®

2015 Approved Ad Templates | Half Page

Branded templates are provided for your use and are strongly recommended by CCA and B, LLC in order to expedite the approval process. Templates will be emailed upon request to marketing@elfontheshelf.com.

Half Page Ad Template:

This template should be used when featuring The Elf on the Shelf® branded products as well as non-The Elf on the Shelf® branded products. Refer to the 2015 General Brand Information and Rules - In Print Advertising for additional requirements.

All designs must be submitted and approved by CCA and B, LLC prior to use.

$29.95
The Elf on the Shelf® A Christmas Tradition
Available in girl and boy styles, with light and dark skin tones.

© and © 2015 CCA and B, LLC. All Rights Reserved.
The Elf on the Shelf®

2015 Social Media General Guidelines

Follow these guidelines when promoting The Elf on the Shelf® brand on your social media pages, including but not limited to, pages on Facebook, Twitter, Instagram, Pinterest, YouTube, Google+, etc.

General Guidelines:

• The Elf on the Shelf® products must not be used to endorse or promote any non-The Elf on the Shelf® products or brands as part of a social media post or campaign. Any attempted association of unlicensed or unauthorized products with The Elf on the Shelf® brand or CCA and B, LLC without our express written consent may constitute intellectual property infringement.

• Do not create any social media accounts claiming to be a The Elf on the Shelf® scout elf and/or any accounts that speak from the perspective of a scout elf (i.e. creating a Facebook account for a store/company scout elf). Any attempted impersonation of The Elf on the Shelf® brand or CCA and B, LLC without our express written consent is strictly prohibited and constitutes intellectual property infringement.

• Social media posts or campaigns promoting coupons, competitions or giveaways featuring The Elf on the Shelf® brand are strictly prohibited without express written consent from CCA and B, LLC.

• As an approved retail partner, you are encouraged to tag and/or link directly to our official The Elf on the Shelf® social media pages when promoting The Elf on the Shelf® products. When doing this, ensure that you are only using the official accounts listed below:

  Facebook: https://www.facebook.com/elfontheshelf

  Twitter: https://www.twitter.com/elfontheshelf

  Instagram: https://www.instagram.com/elfontheshelf/

  Pinterest: https://www.pinterest.com/elfontheshelf/

  YouTube: https://www.youtube.com/user/theelfontheshelf
The Elf on the Shelf®

2015 Social Media Image & Copy Guidelines | Specialty Retailers

Follow these guidelines when promoting The Elf on the Shelf® brand on your social media pages, including but not limited to pages on Facebook, Twitter, Instagram, Pinterest, YouTube, Google+, etc.

Image Guidelines:

• Only use photography approved and provided by CCA and B, LLC.

• Refrain from creating images (photographic or otherwise) of The Elf on the Shelf® products for use on your social media accounts.

• To request a specific image of The Elf on Shelf® scout elves or any other products for social media purposes, follow the Art and Image Request Process outlined on page 8.

Copy Guidelines:

• Any copy created for social media posts in which The Elf on the Shelf® brand and/or products are being promoted must be approved by CCA and B, LLC prior to posting.

• Follow the guidelines below for copy creation and approval:

  All copy should adhere to the Social Media General Guidelines on page 19.

  Product Title Requirements outlined on page 6.

  Never refer to an adult “moving” the scout elf or “touching” the scout elf. The Elf on the Shelf® scout elf uses Christmas magic to fly wherever it may need to go.

  Never refer to a scout elf speaking.

  Always refer to your store as an Official Santa-Approved Adoption Center. Please refrain from referring to scout elves as being “bought” or “purchased” in stores.

  The Elf on the Shelf® scout elf should never be described as being naughty. Scout elves should never be associated with bad or mischievous behavior. Instead, scout elves’ behavior should promote fun family moments and learning experiences, i.e., nice list behavior.

  Submit all final copy to marketing@elfontheshelf.com for approval prior to use.

  Allow up to 5 business days for a response and/or final approval.