Domestic Marketing Guidelines

Disneyland® Resort • *Walt Disney World*® Resort
Disney Cruise Line • *Adventures by Disney*® • *AULANI*, A Disney Resort & Spa

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Introduction

The guidelines were written to advise travel professionals on some of the items that Disney will be looking for when reviewing proposed third-party marketing materials. Disney may change the guidelines from time to time at Disney's sole discretion. All proposed uses of Disney intellectual property must be approved in writing by Disney prior to use, except as may be otherwise permitted in the "Spontaneous Posting Social Media Policy" on DisneyCopyright.com. Disney may withhold approval at Disney's sole discretion, even if the materials comply with these guidelines.

Wherever a Disney property is exhibited, it is extremely important that the integrity and value of the brand be protected at all times. Disney is a global brand that is synonymous with the highest quality in entertainment, shopping, and dining experiences. The impact of the visual identity is immediate and powerful, so only by protecting the brand can we preserve the reputation for quality that Disney is known for and has protected for over 90 years.

This guide is a tool that will enable you to gain a greater understanding of the creative execution requirements and help assure consistency of a message when creating assets representing the Disney brand in both print and online materials.

To make it as easy as possible for you, logos, photos, copy, and social media content can be found at http://www.DisneyCopyright.com.

All proprietary rights, including, without limitation, any intellectual property rights, in and to the logos, photos, copy, social media, assets, names and marks, and any other materials addressed within this guide, found at DisneyCopyright.com or otherwise provided by Disney are exclusively owned by and reserved to Disney. You will neither acquire nor assert any proprietary right in such materials or any other Disney intellectual property, or in any derivation, adaptation or variation thereof. You will not apply to register or claim ownership of any such materials, nor will you oppose or seek to cancel or challenge any intellectual property ownership, application or registration of Disney or its designee regarding any such materials. Disney or its designee will have the right to enforce intellectual property rights with respect to such materials, and you will not attempt to assert any such rights. Your uses of such materials will inure to Disney's or its licensor's benefit, and Disney or its licensor is the exclusive owner of all trademarks and trademark rights created by such uses. Any right for you to use such materials is limited, non-exclusive, non-transferrable and revocable.

Third party and/or client collateral and advertising materials, including websites, cannot give the impression that it is a Disney piece/website. Creative messages must clearly identify that the products and services are the responsibility of the travel professional.

The use of the steps and information outlined in this guide will help you with the approval process when requesting permission to use Disney trademark and copyright materials. Not following these guidelines may lead to missed deadlines.

Thank you in advance for your help in supporting these guidelines.

Disney Destinations Sales and Marketing

Photography

Official photography is available to make the Disney vacation story come to life. Please use only supplied photography from DisneyCopyright.com for your projects.

Usage – Print or Digital

- Photography is authorized for use during the life of your project as approved at the time of review. Contractual rights for photographer and models are limited. You may not use outdated photography.
- No personal photography may be used under any circumstances (e.g. headshots, family vacation photos, etc.)
  - For social media exceptions, see the "Spontaneous Posting Social Media Policy" on DisneyCopyright.com for details.
- Only supplied Disney images can be used and require proper copyright/caption details.
  - Only supplied Disney images tagged with "social media approved" on DisneyCopyright.com can be used for social media.
- Artwork, copy, or other obstructions cannot run across Disney photographs.
- Disney images must:
  - Be reproduced in their original format, without any color retouching or modifications
  - Only be used in an environment that is promoting a Disney destination
  - Be of at least equal size to other imagery if another destination's photography is being used on the same page (e.g. in a brochure)
  - Be positioned away from other destinations' photography
  - Be captioned, when possible
  - Be accompanied by the appropriate legal notice – See "Legal Notices" section (page 45)
- Disney images must not be (unless specifically briefed):
  - Cropped
  - Cut-out
  - Altered
  - Overlapped, montaged or have a vignette applied
  - Written across (text or headlines)
  - Re-colored
  - Have any graphic overlays

Usage - Web

In addition to the guidelines and requirements above, please also bear in mind the following web-specific points:

- Ensure all images are crisp and no 'pixelation' has occurred when resizing.
- Images used online must feature captions directly underneath the image, in order to ensure that the information is viewed on the same screen as the image itself.
- As website screen resolution is less than a third of that of print, please ensure the details of images are still visible and easy to make out.
- Some images will reproduce better than others on screen. When selecting imagery for use on the web, please consider the following suggested criteria:
  - simple composition with prominent figure(s) in foreground
  - high contrast levels
  - simple 'icon' images
- Preferred file format for multimedia images is JPEG.
- When using an image to represent a Disney destination, please use iconic images (e.g. Sleeping Beauty Castle at *Disneyland*® Resort) to help the consumer easily recognize the Disney destination.
- Pre-approved banner ads are provided on DisneyCopyright.com. If you need these assets in another size, please contact your Disney representative.

Examples

Correct usage

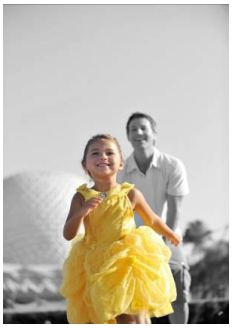


GUESTS AT *Epcot*® ©DISNEY

Incorrect usage



Do not crop



Do not recolor



Do not run text or headlines over image



Do not cut out



Do not montage/vignette

Logos

To protect all Disney equities, it is vitally important to represent the brand through its logotypes and iconography with complete consistency. Please adhere carefully to the rules laid out in this section.

To cover all your marketing needs, there are a variety of different logo options available at DisneyCopyright.com. From time to time, special logos are available to promote our marketing messages – these will be highlighted on DisneyCopyright.com. See your Disney contact if you are unsure which logo is appropriate for your requirements.

Usage

- When referring to Disney destinations, you must use the official logos, or refer to the Nomenclature rules when using names in body copy.
- Please always clearly indicate that your company rather than Disney is providing the vacation/offer. This can be achieved by making your company name significantly larger than the Disney name, and/or by graphically separating your company information from the copy. The relevant Disney logo should not exceed 75% of your company logo in size.
- When mentioning any of the Disney destinations in a prominent position (e.g. a copy headline), they should be set in the same typeface as the entire phrase and offset. Logos cannot be located in the middle of a sentence, only at the end or separated.
- Disney logos must:
    - Be visible in their entirety. All the details (thin lines, complex blends, illustrations, etc.) should remain visible and all the text should be readable.
    - Be reproduced in the original CMYK (print) and RGB (online) format unless explicitly stated or agreed with your Disney contact.
    - Have an exclusion zone that measures 1/10 of the overall width of the logo.
    - Stand on a single colored background, which can also be part of a visual, e.g. a blue sky.
    - Be of an equal size to other destinations featured and must be kept separate from other destinations and third-party logos.
- Disney logos must not be:
    - Altered in any way.
    - Repeated on the same page.
    - Positioned in a way that associates it with any non-Disney imagery.
    - Used in stationery (letterhead, business cards, etc.) or email signatures (except as provided for Disney EarMarked Program logos on page 44).

Logos

Examples

***Correct* Usage**

Used on solid background
Visible in its entirety

***Incorrect* Usage**

Do not distort

Do not angle

Do not re-color



Do not position over imagery

Disneyland® Resort

The following logo should be used in materials promoting products specific to *Disneyland*® Resort such as Tickets, Resort Hotels, etc.

Disneyland® Theme Parks

Beyond the Parks

Hotels of the *Disneyland*® Resort

Logos

Examples

Walt Disney World® Resort

The following logo should be used in materials promoting products specific to *Walt Disney World*® Resort such as Tickets, Resort Hotels, etc.

Walt Disney World®

Theme Parks

Magic Kingdom®

EPCOT

Disney's Animal Kingdom®

Disney's Hollywood Studios®

Beyond the Parks

ESPN Wide World of Sports

Disney Springs

Disney Resorts Collection

Walt Disney World®

Water Parks

Disney Water Parks

Disney Cruise Line

The following logos should be used in materials promoting *Disney Cruise Line*.

Disney Cruise Line

Disney Cruise Line

Logos

Examples

Adventures By Disney®

The following logo should be used in materials, websites, advertisements, etc. when promoting *Adventures by Disney*®.

AULANI, A Disney Resort & Spa

The AULANI Resort logo not only establishes that the piece of communication is about AULANI, but it helps position AULANI as a Hawaiian Resort that not only celebrates the beauty and wonder of the islands, but also the rich heritage and culture of its people. It also lets people know that this Resort comes to them from Disney—a trusted name when it comes to great service and family togetherness.

The above logo is the primary logo.

For horizontal banners or when there is an insufficient amount of space for the full arch, use the logo above.

When there is not enough space to use the arch, the above logo is preferred.

Nomenclature

Nomenclature refers to the Park names, ships, attractions, products, Disney Hotels, restaurants, venues and entertainment areas at any of the Disney destinations.

The role of nomenclature is very important when talking about the Disney destinations. Most of our **nomenclature is inspired by Disney stories and fairy tales** – all of which have a strong and intimate meaning for the consumer. Consistent and accurate application of nomenclature is essential to **avoid consumer confusion and disappointment**.

From a legal perspective, consistent application of nomenclature is essential to maintain the proprietary rights to the names that The Walt Disney Company has registered or otherwise owns. **Improper use will affect the legal protection of Disney's equities.**

When referring to trademarks, names and properties listed below, please use registration symbols, capitalization, and offsetting as indicated. **All registration marks should be subscripted.** The registration mark must appear on the **first instance** on a page, brochure or piece. The trademarks, names and properties need to be treated as adjectives, followed by a noun, and must be offset (set apart) from the main copy. Offsetting can be accomplished by using either all CAPITAL LETTERS, or Initial Caps with *italics*, **boldface type**, "quotes" around the mark, different font size or style, or color. For the purposes of this document, nomenclature has been offset using italics. If offsetting is not able to be used due to web formatting limitations, these exceptions will need to be approved on a per-occurrence situation and only after it has been verified in writing that the offsetting of any type is not available.

The name 'Disney', either alone or in conjunction with or as part of another word, mark or name, or any marks of The Walt Disney Company or any of its related, affiliated or subsidiary companies, may not be used as, or as part of, your domain name, email address or webpage URL.

Use Initial Caps and bold for:

- **Brochures**
- **Web Sites**

Use Initial Caps and Italics for:

- *Advertisements – newspapers, magazines, or electronic*
- *Billboards*
- *E-mails*
- *Flyers*
- *Newsletters*
- *Postcards*
- *Window Clings*

When a name that is supposed to be in bold (based on the offsetting guidelines above) appears in a copy block that is all bold, offset it by bolding and italicizing it. *Example:* **Welcome to *Disney's Animal Kingdom*® Theme Park**.

When a name that is supposed to be italicized (based on the offsetting guidelines above) appears in a copy block that is all italicized, offset it by italicizing and bolding it.

*Example: Welcome to **Disney's Animal Kingdom**® Theme Park.*

Disneyland® Resort

When referring to the trademarks and/or names listed below, please use the offsetting and symbolism (e.g. ® or ™), if any, exactly as indicated. Trademarks need to be treated as adjectives which are followed by a noun. Trademarks must be offset (set apart) from the main copy. **Offsetting can be accomplished by using all capital letters or initial caps with italics or bold-faced type or quotes around the mark.**

Disneyland® Resort Theme Parks and Lands		
Adventureland® Area	*Downtown Disney*® District	*Main Street, U.S.A.*® Area
Avengers Campus	*Fantasyland*® Area	*Mickey's Toontown*® Area
Buena Vista Street	*Frontierland*® Area	*New Orleans Square*® Area
Cars Land® Area	Grizzly Peak	*Pacific Wharf*® Area
Critter Country® Area	Hollywood Land	*Paradise Gardens Park*
Disney California Adventure® *Park*	Pixar Pier (f/k/a *Paradise Pier*® Area)	*Star Wars: Galaxy's Edge®*
Disneyland® *Park*		*Tomorrowland*® Area

Nomenclature – *Disneyland*® Resort

Disneyland® Resort Attractions		
Alice in Wonderland	*Hyperspace Mountain*® Attraction	*Radiator Springs Racers*® Attraction
Astro Orbitor	*Incredicoaster*®	Red Car Trolley
Autopia® Attraction powered by Honda	*Indiana Jones*™ Adventure Attraction	*Redwood Creek Challenge Trail*® Attraction
Big Thunder Mountain Railroad® Attraction	*it's a small world*® attraction	Roger Rabbit's Car Toon Spin ROGER RABBIT CHARACTER ©Disney/Amblin Entertainment, Inc.
Buzz Lightyear Astro Blasters® Attraction inspired by Disney•Pixar's Toy Story 2	Jessie's Critter Carousel	*Silly Symphony Swings*® Attraction
Casey Jr. Circus Train	*Jumpin' Jellyfish*® Attraction	Sleeping Beauty Castle Walkthrough
Chip 'n Dale Treehouse	*Jungle Cruise*® Attraction	*Snow White's Enchanted Wish*® Attraction
Davy Crockett's Explorer Canoes	King Arthur Carrousel	*Soarin' Around the World*® Attraction
Disney Junior Dance Party!		*Space Mountain*® Attraction
Disneyland® Monorail	*Luigi's Rollickin' Roadsters*® Attraction	*Star Tours® - The Adventures Continue Attraction ©Disney/Lucasfilm, Ltd.*
Disneyland® Railroad	Mad Tea Party	*Star Wars Launch Bay® Area*
Donald's Duck Pond	Main Street Cinema	Star Wars: Rise of the Resistance
Dumbo the Flying Elephant® Attraction	Mark Twain Riverboat	Storybook Land Canal Boats
Fantasmic!® Nighttime Spectacular	*Mater's Junkyard Jamboree*® Attraction	
Finding Nemo Submarine Voyage® Attraction inspired by Disney•Pixar's Finding Nemo	*Matterhorn Bobsleds*® Attraction	

Nomenclature – *Disneyland*® Resort

Disneyland® Resort Attractions		
Frontierland Shootin' Exposition	Mickey's PhilharMagic	Adventureland Treehouse inspired by Walt Disney's Swiss Family Robinson
	Millennium Falcon: Smugglers Run	The Disney Gallery
Chip 'n' Dale's GADGETcoaster	*Monsters, Inc. Mike & Sulley to the Rescue*® Attraction inspired by Disney•Pixar's Monsters, Inc.	The *Disneyland* Story presenting Great Moments with Mr. Lincoln
Golden Zephyr® Attraction	*Mr. Toad's Wild Ride*® Attraction	The Little Mermaid – Ariel's Undersea Adventure
Goofy's How-To-Play Yard	*Peter Pan's Flight*® Attraction	The Many Adventures of *Winnie the Pooh*® Attraction
Goofy's Sky School	Pinocchio's Daring Journey	Toy Story Midway Mania! Attraction inspired by the Disney•Pixar Toy Story films
Grizzly River Run	Pirates Lair on Tom Sawyer Island	Turtle Talk with Crush inspired by inspired by Disney•Pixar's Finding Nemo
Haunted Mansion® Attraction	*Pirates of the Caribbean*® Attraction	*Walt Disney Imagineering Blue Sky Cellar*® Area
Haunted Mansion® Holiday inspired by Tim Burton's The Nightmare Before Christmas	Pixar Pal-A-Round	Walt Disney's Enchanted Tiki Room
	Pixie Hollow	World of Color Nighttime Spectacular
Avengers Campus		
Ancient Sanctum	Guardians of the Galaxy – Mission: BREAKOUT!	Terran Treats
Avengers Headquarters	Pym Tasting Lab	The Collector's Warehouse
Avengers Vault	Pym Test Kitchen featuring IMPOSSIBLE™	WEB Suppliers
Campus Supply Pod	Shawarma Palace	WEB SLINGERS: A Spider-Man Adventure

Nomenclature – *Disneyland*® Resort

Disneyland® Resort Hotels		
Disneyland® Hotel	*Disney's Paradise Pier*® Hotel	*The Villas at Disney's Grand Californian Hotel*® & Spa
Disney's Grand Californian Hotel® & Spa	Hotels of the *Disneyland*® Resort	*Pixar Place* Hotel

Disneyland® Resort Restaurants, Services, Shops, Tickets, Events, Characters, Other		
1-Day, 1-Park *Disneyland*® Resort Ticket	Disney MaxPass	Plaza Inn
1-Day *Disneyland*® Resort *Park Hopper*® Ticket	*Disney PhotoPass*® Service	Ramone's House of Body Art Store
2-Day 1-Park per day *Disneyland*® Resort Ticket	Disney Princess Breakfast Adventures	Rancho del Zocalo Restaurante
1901® Lounge	Disneyana Store & Gallery	*Savi's Workshop*
21 Royal® Dining Experience	Disneyland App	Sonoma Terrace
Ariel's Grotto® Restaurant	*Disneyland*® Resort *Park Hopper*® Ticket	*Steakhouse 55*® Restaurant & Coffee
Batuu	Elias & Co Store	Storytellers Café
Bibbidi Bobbidi Boutique® Services	*Flight School*® Services	The Happiest Place on Earth®
Black Spire Outpost	Kingswell Camera Shop	The Mad Hatter Store
Blue Bayou® Restaurant	Lamplight Lounge	WonderGround Gallery
Carthay Circle Restaurant®	Mendocino Terrace	The Star Trader Store
Club 33® Restaurant	*Napa Rose*® Restaurant	Wine Country Trattoria
Cristal d'Orleans Store	*Oga's Cantina*	*Trader Sam's Enchanted Tiki Bar*®
Lightning Lane Single Pass	Oswald's Store	*World of Disney*® Store
Lightning Lane Multi Pass		

Walt Disney World® Resort

When referring to the trademarks and/or names listed below, please use the offsetting and symbolism, if any, exactly as indicated. Trademarks need to be treated as adjectives, which are followed by a noun. Trademarks must be offset (set apart) from the main copy**. Offsetting can be accomplished by using all capital letters or initial caps with italics or bold-faced type or quotes around the mark.**

Disney's Animal Kingdom® Theme Park

Africa	Festival Of The Lion King Gorilla Falls Exploration Trail *Kilimanjaro Safaris*® Wild Africa Trek
Asia	*Expedition Everest—Legend of the Forbidden Mountain*® *Kali River Rapids*® *Maharajah Jungle Trek*®
Pandora—The World of Avatar	*Avatar Flight of Passage* *Na'vi River Journey* *Valley of Mo'ara*
DinoLand U.S.A.®	*The Boneyard*® Dig Site DINOSAUR Dino-Sue Donald's Dino-Bash! *Finding Nemo:* The Big Blue… and Beyond! Fossil Fun Games TriceraTop Spin
Discovery Island®	Adventurers Outpost *Discovery Island*® Trails Discovery River *It's Tough to be a Bug!*® *Tree of Life*® *Tree of Life*® Awakenings Wilderness Explorers Winged Encounters—The Kingdom Takes Flight
Oasis	The Oasis Exhibits
Rafiki's Planet Watch®	Affection Section *Conservation Station*® Kids' Discovery Clubs Wildlife Express Train

Nomenclature - *Walt Disney World*® Resort

Disney's Hollywood Studios®

Animation Courtyard	Disney Junior Play & Dance! Star Wars Launch Bay Walt Disney Presents
Echo Lake	For the First Time in Forever: A *Frozen* Sing-Along Celebration *Indiana Jones*™ Epic Stunt Spectacular! Jedi Training: Trials of the Temple *Star Tours*®—The Adventures Continue
Grand Avenue	Muppet* Vision 3D
Sunset Boulevard	Beauty and the Beast—Live on Stage Lightning McQueen's Racing Academy *Rock 'n' Roller Coaster*® Starring Aerosmith Sunset Showcase *The Twilight Zone Tower of Terror*™
Hollywood Boulevard	Mickey & Minnie's Runaway Railway Mickey Shorts Theater
Star Wars: Galaxy's Edge®	Millennium Falcon: Smugglers Run Star Wars: Rise of the Resistance Batuu Black Spire Outpost Droid Depot Savi's Workshop – Handbuilt Lightsabers Oga's Cantina
Toy Story Land	*Alien Swirling Saucers* *Slinky Dog Dash* *Toy Story Mania!*® *Roundup Rodeo BBQ*
Fireworks/Shows	Wonderful World of Animation *FANTASMIC!*

EPCOT®

World Celebration	Creations Shop Journey Into Imagination With Figment Spaceship Earth Disney & Pixar Short Film Festival ImageWorks: The "What If" Labs Dreamers Point CommuniCore Plaza CommuniCore Hall
World Discovery	Guardians of the Galaxy: Cosmic Rewind Wonders of Xandar Pavilion *Mission: SPACE*® *Test Track*® Presented by Chevrolet® Space 220 Odyssey Pavilion

EPCOT®

World Nature	Awesome Planet Journey of Water, Inspired by Moana Living with the Land *Soarin'* Around the World *The Seas with Nemo & Friends®* SeaBase Turtle Talk With Crush

World Showcase	America Gardens Theatre The American Adventure Beauty and the Beast Sing-Along Canada Far and Wide *Frozen* Ever After Gran Fiesta Tour Starring The Three Caballeros Impressions de France International Gateway Wondrous China *Remy's Ratatouille Adventure* Royal Sommerhus World ShowPlace Pavilion Kidcot Fun Spot
Fireworks	Luminous The Symphony of Us

Nomenclature - *Walt Disney World*® Resort

Magic Kingdom® Park

Adventureland®	*Jungle Cruise*® The Magic Carpets of Aladdin A Pirate's Adventure: Treasures of the Seven Seas *Pirates of the Caribbean*® Swiss Family Treehouse Walt Disney's Enchanted Tiki Room
Fantasyland®	*Ariel's Grotto* Bibbidi Bobbidi Boutique Cinderella Castle Cinderella Wishing Well Fairytale Garden "*it's a small world*"® Mad Tea Party The Many Adventures of Winnie the Pooh *Peter Pan's Flight*® Prince Charming Regal Carrousel Beast's Castle Enchanted Tales with Belle Princess Fairytale Hall *Seven Dwarfs Mine Train* Under the Sea~ Journey of the Little Mermaid *The Barnstormer* featuring the Great Goofini Casey Jr. Splash 'n' Soak Station *Dumbo the Flying Elephant*® Presented by Scentsy® Pete's Silly Sideshow Storybook Circus *Mickey's PhilharMagic*®
Frontierland®	*Big Thunder Mountain Railroad*® *Country Bear Musical Jamboree* Tom Sawyer Island *Tiana's Bayou Adventure*
Liberty Square	The Hall of Presidents *Haunted Mansion*® Liberty Square Riverboat Goofy's Country Dancin' Jamboree

Nomenclature - *Walt Disney World*® Resort

Magic Kingdom® Park

Main Street, U.S.A.®	Meet Mickey & Minnie at Town Square Theater The Art of Disney City Hall Main Street Vehicles Town Square Theater *Walt Disney World*® Railroad
Tomorrowland®	*Astro Orbiter*® *Buzz Lightyear's Space Ranger Spin*® *Monsters, Inc. Laugh Floor*® *Tomorrowland*® Stage *Space Mountain*® *Tomorrowland*® Speedway *Tomorrowland*® Transit Authority PeopleMover TRON Lightcycle / Run presented by Enterprise Walt Disney's Carousel of Progress
Parade, Shows & Fireworks	*Disney Festival of Fantasy* Parade Mickey's Magical Friendship Faire Disney Adventure Friends Cavalcade Happily Ever After presented by Pandora® Jewelry *Electrical Water Pageant*

Disney's Blizzard Beach Water Park

Avalunch
Beach Haus
Chairlift
Cooling Hut
Cross Country Creek
Downhill Double Dipper
Frostbite Freddy's
I.C. Expeditions
Lottawatta Lodge
Melt-Away Bay
Polar Pub
Runoff Rapids
Shade Shack
Ski Patrol Training Camp
Slush Gusher
Snow Balls
Snow Stormers
Snowless Joe's
Summit Plummet
Teamboat Springs
Tike's Peak
Toboggan Racers
Warming Hut

Disney's Typhoon Lagoon Water Park

Bay Slides
Castaway Creek
Crush 'n' Gusher
Crush Hot Dog Cart
Gangplank Falls
Getaway Glen
Happy Landings Ice Cream
High 'N Dry
Humunga Kowabunga
Keelhaul Falls
Ketchakiddee Creek
Leaning Palms
Let's Go Slurpin'
Lowtide Lou's
Mayday Falls
Miss Adventure Falls
Mountain Trail
Singapore Sal's
Snack Shack
Storm Slides
Surf Doggies
Typhoon Lagoon Surf Pool
Typhoon Tilly's

Nomenclature - *Walt Disney World*® Resort

Sports & Recreation

Disney's Lake Buena Vista Golf Course	*Disney's Magnolia* Golf Course
Disney's Palm Golf Course	*Disney's Oak Trail* Golf Course
Disney's Fantasia Gardens Miniature Golf Course	*ESPN Wide World of Sports* Complex
	Disney's Winter Summerland Miniature Golf Course

Tickets

Theme Park Ticket	X-Day Theme Park Base Ticket X-Day Theme Park Ticket with *Park Hopper*® Option X-Day Theme Park Ticket with Water Park and Sports Option X-Day Theme Park Ticket with *Park Hopper*® Plus Option

Access the Magic

Disney Genie service	StartYourDisneyExperience.com
Lightning Lane Single Pass	*MagicBand/MagicBand+*
Lightning Lane Multi Pass	Memory Maker
Disney MagicMobile Service	*Disney PhotoPass*® Service
My Disney Experience	

Entertainment Districts

Disney Springs® Area	*Disney Springs*® Marketplace *The Landing* at *Disney Springs*® *Town Center* at *Disney Springs*® *Disney Springs*® West Side
Disney's Boardwalk Entertainment District	

Seasonal Offerings

EPCOT® International Festival of the Arts	*EPCOT*® International Flower & Garden Festival
EPCOT® International Food & Wine Festival	*EPCOT*® International Festival of the Holidays

Nomenclature - *Walt Disney World*® Resort

Hotels & Resorts

Disney Springs® Resort area hotel(s)	*Walt Disney World Good Neighbor*® Hotel
Disney Vacation Club®	*Disney Vacation Club*® Resort
Disney Vacation Club® Member / Membership	(*Disney Vacation Club*®) Vacation Points
Bay Lake Tower at Disney's Contemporary Resort	*Boulder Ridge Villas at Disney's Wilderness* Lodge
Copper Creek Villas & Cabins at Disney's Wilderness Lodge	*Disney's All-Star Movies* Resort
Disney's All-Star Music Resort	*Disney's All-Star Sports* Resort
Disney's Animal Kingdom Lodge	*Disney's Animal Kingdom* Lodge
Disney's Animal Kingdom Villas	Disney's *Animal Kingdom* Villas – Jambo House
Disney's Beach Club Resort	Disney's *Animal Kingdom* Villas – Kidani Village
Disney's BoardWalk Inn	*Disney's Art of Animation* Resort
The Cabins at *Disney's Fort Wilderness* Resort	*Disney's Beach Club* Villas
Disney's Caribbean Beach Resort	*Disney's BoardWalk* Villas
Disney's Coronado Springs Resort	The Campgrounds *at Disney's Fort Wilderness* Resort
Disney's Grand Floridian Resort & Spa	*Disney's Contemporary* Resort
Disney's Polynesian Village Resort	*Disney's Fort Wilderness* Resort & Campground
Disney's Pop Century Resort	*Disney's Old Key West* Resort
Disney's Port Orleans Resort—Riverside	*Disney's Polynesian* Villas & Bungalows
Disney's Saratoga Springs Resort & Spa	*Disney's Port Orleans* Resort—French Quarter
Disney's Yacht Club Resort	*Disney's Riviera* Resort
Treehouse Villas at Disney's Saratoga Springs Resort & Spa	*Disney's Wilderness* Lodge
Walt Disney World Dolphin Hotel	*Shades of Green*® Resort
Walt Disney World Swan Reserve	*The Villas at Disney's Grand Floridian* Resort & Spa
	Walt Disney World Swan Hotel

Packages

Walt Disney Travel Company Package	Walt Disney Travel Company Package Including Disney Quick Service Dining Plan
Walt Disney Travel Company Package Including Disney Dining Plan	

Seasonal Events

Disney After Hours at Magic Kingdom® *Park*	*Disney After Hours at EPCOT*®
Disney After Hours at Disney's Hollywood Studios®	*Disney H2O Glow After Hours*
Mickey's Very Merry Christmas Party	*Mickey's Not-So-Scary Halloween* Party
Disney Jollywood Nights	Disney Spring Christmas Tree Stroll presented by AdventHealth

Other

Audio-Animatronics® Figure	*Disney's Fairytale Weddings*® Service
Early Theme Park Entry	
Extended Evening Theme Park Hours	

Disney Cruise Line

Ship names: *Disney Magic* *Disney Wonder* *Disney Cruise Line* Island Destinations :
Disney Dream *Disney Fantasy* *Disney Castaway Cay* *Disney Lookout Cay* at Lighthouse Point
Disney Wish *Disney Treasure*
Disney Adventure *Disney Destiny*

Dining

	Disney Magic	***Disney Wonder***	***Disney Dream***	***Disney Fantasy***	***Disney Wish***	***Disney Treasure***	***Disney Destiny***
1923					●	●	●
Arendelle: A Frozen Dining Adventure					●		
Animator's Palate	●	●	●	●			
Cabanas	●	●	●	●			
Enchanté by Chef Arnaud Lallement					●	●	●
Enchanted Garden			●	●			
Lumiere's	●						
Marceline Market					●	●	●
Mickey & Friends Festival of Foods					●	●	●
Palo	●	●	●	●			
Palo Steakhouse					●	●	●
Plaza de Coco						●	
Rapunzel's Royal Table	●						
Remy			●	●			
Royal Court					●		
Royal Palace			●				
Tiana's Place		●					
Triton's		●					
Worlds of Marvel					●	●	●
Pride Lands: Feast of The Lion King							●

Youth Areas

	Disney Magic	Disney Wonder	Disney Dream	Disney Fantasy	Disney Wish	Disney Treasure	Disney Destiny
Bibbidi Bobbidi Boutique	●	●	●	●	●	●	●
Disney's Oceaneer Club	●	●	●	●	●	●	●
Disney's Oceaneer Lab	●	●	●	●	●	●	●
it's a small world nursey	●	●	●	●	●	●	●
Edge	●	●	●	●	●	●	●
Vibe	●	●	●	●	●	●	●

Pools/Spas/Sports Decks

	Disney Magic	Disney Wonder	Disney Dream	Disney Fantasy	Disney Wish	Disney Treasure	Disney Destiny
Donald's Pool			●	●			
Goofy's Pool	●	●					
Mickey's Pool			●	●	●	●	●
Quiet Cove Pool	●	●	●	●	●	●	●
Nephew's Splash Pool	●						
Toy Story Splash Zone					●	●	●
Trixie Falls					●	●	●
Dory's Reef		●					
Nemo's Reef			●	●			
AquaMouse					●	●	●
AquaDuck			●	●			
AquaDunk	●			●			
AquaLab	●	●					
Satellite Falls			●	●			
Twist 'n' Spout	●	●					
Slide-a-saurus Rex					●	●	●
Senses Spa & Salon	●	●	●	●			
Senses Spa					●	●	●
Chill Spa	●	●	●	●			
Hero Zone					●		
Goofy's Sports Deck			●	●			
Wide World of Sports Deck	●	●					

Pools/Spas/Sports Decks (continued)

	Disney Magic	*Disney Wonder*	*Disney Dream*	*Disney Fantasy*	*Disney Wish*	*Disney Treasure*	*Disney Destiny*
Daisy's Pool					●	●	●
Pluto's Pool					●	●	●
Minnie's Pool					●	●	●
Chip 'n' Dale's Pool					●	●	●
Hook's Barbery					●	●	●
Untangled Salon					●	●	●

Theatres/Stage Productions

	Disney Magic	***Disney Wonder***	***Disney Dream***	***Disney Fantasy***	***Disney Wish***	***Disney Treasure***	***Disney Destiny***
Walt Disney Theatre	●	●	●	●	●	●	●
Beauty and the Beast			●			●	
Buena Vista Theatre	●	●	●	●			
Disney's Aladdin – A Musical Spectacular				●	●		
Disney's Believe			●	●			
Disney Dreams – An Enchanted Classic	●	●					
Disney Seas the Adventure					●	●	●
Disney The Little Mermaid					●		
Luna					●		
Frozen, A Musical Spectacular		●		●			●
Never Land Cinema					●	●	●
Tangled: The Musical	●						
The Golden Mickeys		●	●				
Twice Charmed: An Original Twist on the Cinderella Story	●						
Wonderland Cinema					●	●	●
Disney The Tale of Moana						●	
Sarabi						●	
Disney Hercules							●

Lounges/Bars/Nightclubs

	Disney Magic	*Disney Wonder*	*Disney Dream*	*Disney Fantasy*	*Disney Wish*	*Disney Treasure*	*Disney Destiny*
Azure		●					
Bon Voyage			●	●			
Cadillac Lounge		●					
Cove Bar	●	●	●	●	●	●	●
Cove Cafe	●	●	●	●	●	●	●
Crown & Fin Pub		●					
Currents			●	●	●	●	
District Lounge			●				
D Lounge	●	●	●	●	●	●	●
Evolution			●				
Fathoms	●						
Keg & Compass					●		
Keys	●						
La Piazza				●			
Meridian			●	●			
Nightingale's					●		
O'Gills Pub	●	●					
Ooh La La				●			
Outlook Café		●					
Pink			●				
French Quarter Lounge		●					
Soul Cat Lounge	●						
Signals	●	●					
Star Wars: Hyperspace Lounge					●		
Skyline			●	●			
Pub 687			●				
The Bayou					●		
The Rose					●	●	●
The Tube				●			
Waves			●	●			
Skipper Society						●	
Periscope Pub						●	
Scat Cat Lounge						●	
The Haunted Mansion Parlor						●	●
Cask and Cannon							●
De Vil's							●
The Sanctum							●

- Our product should be referred to as a ship, not aboat.
- We use the terms: stateroom (not a cabin), deck (not a floor) and crew member (not Cast Member or employee).
- Venues, experiences, offerings and policies are subject to change at any time without notice. Guests should check their *Disney Cruise Line* Navigator App once onboard.

Disney Castaway Cay		
Castaway Air Bar	*Cookie's BBQ*	*Pelican Plunge*
Castaway Family Beaches	*Cookie's Too BBQ*	*Sand Bar*
Castaway Ray's Stingray Adventure	*Heads Up Bar*	*Scuttle's Cove*
Conched Out Bar	*Hideout*	*Serenity Bay*
	Summertime Freeze	*Spring-A-Leak*

***Disney Lookout Cay* at Lighthouse Point**		
Serenity Bay	*Goombay Cultural Center*	*Rush Out Gush Out*
True-True BBQ	*Sebastian's Cove*	*RUSH! A Junkanoo Celebration*

- Our product should be referred to as a ship, not a boat.
- We use the terms: stateroom (not a cabin), deck (not a floor) and crew member (not Cast Member or employee).
- Venues, experiences, offerings and policies are subject to change at any time without notice. Guests should check their *Disney Cruise Line* Navigator App once onboard.

Adventures by Disney®

Adventures by Disney® should always be offset and include the ® in the first use.

We use the terms:

- *Vacationista* (not reservation agents)
- Adventure Guides or Disney-trained Adventure Guides (not tour guides or Disney Adventure Guides)
- Guided group vacations (versus guided tour or escorted tour)
- AmaWaterways™

Official Itinerary Names

Please refer to DisneyTravelAgents.com or AdventuresbyDisney.com for official itinerary names and full itinerary details.

Nomenclature - AULANI, A Disney Resort & Spa

AULANI, A Disney Resort & Spa

All nomenclature should have the word AULANI in all caps followed by "Resort" not italicized. The first mention of the resort should be: AULANI, A Disney Resort & Spa in Ko Olina, Hawai'i (if room permits) with the "A" in "A Disney Resort & Spa" capitalized.

In keeping with the story of the resort, diacritical marks (both 'okinas and kahakōs) for Hawaiian names should be preserved. All nomenclature should use first initials with upper caps only, except where noted.

AULANI, A Disney Resort & Spa

AULANI Resort
AULANI, A Disney Resort & Spa in Ko Olina, Hawai'i

• Maka'ala	Main lobby
• Wai'anae Tower	North Tower
• 'Ewa Tower	South Tower
• Holoholo Desk Tours and Travels	Tour desk
• Nā Pua Place	Kids lounge
• Luana Lounge	Early check-in / Late check-out lounge
• Waikolohe Valley	Recreation/green space between the towers
• Makiki Joe's Beach Rentals	Beach rental kiosk
• Kāwele Korner	Pool Services
• 'Ahu 'ula *(two words; 'okina on both)*	VIP suites
• Lei hulu *(two words)*	VIP suites
• Daily 'Iwa	Daily Planner

Food and Beverage

- Makahiki Restaurant
- The 'Ōlelo Room
- 'AMA'AMA (Use in ALL CAPS, no space between the words)
- Off The Hook
- Ulu Cafe
- Pāpālua Shave Ice
- Little 'Opihi's
- Wailana Pool Bar
- Mama's Snack Stop

Water Activities

- Waikolohe Stream
- Waikolohe Pool
- Wailana Pool
- Menehune Bridge
- Rainbow Reef
- Tubestone Curl
- Volcanic Vertical
- 'Alohi Point
- Ka Maka Grotto
- Keiki Cove

Nomenclature – AULANI, A Disney Resort & Spa

Activities and Entertainment

- KA WA'A – A Lū'au
- Mo'olelo Fire Pit Storytelling
- The Circle of 'Alae 'Ula
- Aunty's Beach House
- Menehune Adventure Trail
- Pau Hana Room
- 'Imi Loa Nāa Hōkū

Shopping

- Kālepa's Store
- Halihali
- Hale Manu
- Lava Shack
- Painted Sky: HI Style Studio

Spa & Fitness Center

- Laniwai – A Disney Spa
- Mikimiki Fitness Center
- Painted Sky: HI Style Studio
- Kula Wai

The ʻOkina and Other Hawaiian Grammar and Cultural Notes

The Hawaiian language uses a diacritical mark. In keeping with the story of AULANI, A Disney Resort & Spa, diacritical marks (both ʻokina and kahakō) for Hawaiian names and words should be preserved. The **ʻ**okina is a glottal stop, similar to the sound between the syllables of "oh--oh." The kahakō is a macron, which lengthens and adds stress to the marked vowel. For example 'pau,' depending on placement of **ʻ**okina and kahakō, can mean completed, smudge, moist or skirt.

ʻokina

- **An introduction**

  This is the **ʻ**okina: **ʻ**

  Notice that it looks like a 6. It is not ' or ` (an apostrophe or grave accent)

  There should be no extra air or space between the **ʻ**okina and the letters before/after the mark. The space should match that of an apostrophe, when kerning.

  Please be sure to use an ʻokina versus an apostrophe, for Hawai**ʻ**i and O**ʻ**ahu

  No **ʻ**okina is used for "Ko Olina" or "Hawaiian"

- **Creating the ʻokina**

  Macs: Press Option and Right Bracket key together

  PCs: Press Control and Grave accent key together

  If these instructions do not generate the correct ʻokina, then the font you are using doesn't contain the character.

Plural Words

Do not add an "s" to pluralize Hawaiian words. For instance, the word "lei" may be used to indicate singular or plural as defined by the sentence. It remains "lei." Similarly, the Hawaiian term "pūpū" meaning hors d'eouvre should be used without the "s" to indicate singular or plural meaning understood within the context of the sentence.

Copy

General

- When promoting Disney destinations, it is crucial to capture the breadth and scope of experiences and activities that will fill a whole vacation, including all the relaxation and recreation available.
- You will find suggested copy covering all areas of the Disney Destinations at DisneyCopyright.com.
- Depending on your project, it may be necessary to edit the copy provided – please send all re-edited copy to your Disney contact.
- Do not feature Disney Characters in a derogatory manner (e.g. 'Taking the Mickey...', 'You'd be Dopey not to...').

Numbers– Phone Numbers & Dates

- Spell out the words for numbers "one" through "ten." Use the actual number for "11" and higher.
  - Exception: In a headline, price point, taglines, reference to age, or call-out, always use numbers rather than spelling them out.
    Example: 3-Night Package Includes
- Phone numbers
  - Use hyphens rather than parentheses, periods, or under scores.
    Example: XXX-XXX-XXXX
  - When letters are used for the telephone number (407-WDW-DINE), the actual telephone number must appear immediately after it or underneath it in parentheses.
    Example: 407-WDW-DINE (939-3463).
  - Always use a "1" before an "800" or other toll-free telephone number.
  - Do not use a "1" before a toll-call telephone number.
- In a date range, use the year in both sets of dates.
  Example: 04/12/19 - 08/31/19

Copy Formatting

- Try to only split Theme Park names after the trademarked part of the name.
  Example: **Disney's Animal Kingdom**® / Theme Park
- Do not split "Walt Disney World" – if you HAVE to split it, split it between "Disney" and "World."

Dashes

- Use a closed dash (hyphen) when referring to age or page ranges.
  - *Example:* "See pages 4-13"
- Use an open dash when referring to date ranges.
  - *Example:* 04/12/19 - 08/31/19
- Use an open en dash when pausing in copy or when used in a Disney name.
  - *Example*: **Disney's Port Orleans** Resort — Riverside
- Use an open en dash to offset something in a sentence.
  - *Example*: The man who started it all – Walt Disney

Registration Marks, Service Marks & Trade Marks

When denoting a non-Disney company's product or service name, use that company's rules regarding registration mark placement.

Example: **Planet Hollywood**®

Copy

Possessive Forms

- The word "Disney" **cannot be made possessive in copy** – the only time it can appear as, "Disney's" is when it is used as part of a specific, legally approved name.
- Trademarks such as "*Disney Cruise Line*" may **not** be used in the possessive form.

Graphics

The use of Disney-related clip art, illustrations, cartoons or other graphic elements not found on DisneyCopyright.com is prohibited.

Typography

Fonts

- Please use standard fonts for all projects.
- In order to protect the Disney brand name and to ensure that it stands out in all marketing communication, the use of the Disney font should be reserved to **Disney** and the **Walt Disney** name.
- Fonts that resemble Disney copyrighted fonts may not be used in marketing materials, including the Disney script font.

Disney Character Usage

Characters are an important part of Disney's prestigious heritage. Because of this, our Characters are our most valuable asset in communicating and leveraging the Disney destinations. Disney marketing programs are strictly managed to prevent over-exposure of the Disney brand, ensuring that all Disney Character representation is as an entertainer, not as an endorser or promoter and shown in an environment that is relevant to them.

Please ensure all materials are forwarded to your Disney representative for approval prior to use. Disney may occasionally revise the usage guidelines at Disney's sole discretion. Disney may withhold approval at Disney's sole discretion, even if the materials comply with these guidelines.

The following guidelines apply to *Disneyland®* Resort, *Walt Disney World®* Resort, and *Disney Cruise Line*. *Adventures by Disney®* materials do not use Character assets. Aulani will now allow usage of Characters in marketing materials produced by Disney for use by Travel Agencies.

- **Travel Agencies** may use primary and secondary Characters, excluding the characters listed under the "Prohibited Characters" section, in marketing materials they produce.
    - Exceptions may be made for tactics produced by travel agencies depending on the campaign and at the discretion of Disney Destinations (requiring advance approval through the Disney Destinations Sales and Marketing teams).
- **Disney produced materials**: Marketing materials produced by Disney for use by a travel agency may feature primary & secondary Characters, including the characters listed under the "Prohibited Characters" section. This includes Disney/Pixar, Star Wars and Marvel characters for select *Disney Cruise Line* tactics and Marvel characters for select *Disneyland®* Resort tactics.
  Example: Web Banner produced by Disney



Disney Characters Should:

- Only be included in the context of the Disney vacation experience/Disney messaging (i.e. Theme Park) – no cut-outs or mock-ups are allowed.
- Only be used on dedicated Disney pages.
- Be independently positioned from Disney and non-Disney marketing and sales messages.
- Only be shown in an environment that is relevant to the individual Character
    - Character merchandise imagery (e.g. T-shirt, hat) must be shown in a Disney destination context (e.g. family in front of Cinderella Castle wearing Mickey Ears).
- Appear without alteration
    - Never place text or graphics over Character imagery.

Disney Character Usage

Disney Characters Should Not:

- Appear to hold, touch, gesture, look towards or "speak" about the product, product messages, prices, or non-Disney products.
- Endorse any third-party brand, and must appear separate and distinct from another company's name, logo, contact details, and characters.
- Be featured in copy in a derogatory manner (e.g. "Taking the Mickey…", "You'd be Dopey not to…").
- Repeat on the same page or double page spread – in the eyes of the consumer there is, for example, only one Snow White.
- May not be positioned in a way that associates it with any non-Disney/another company's imagery.
- Be shown on non-Disney pages or featured with non-Disney characters or graphics (e.g. in brochures where the page or spread is not Disney-dedicated).
- Be overused – Theme Park/Resort/Cruise, attraction, and Character photography should be evenly balanced.

Additional Guidelines:

- The Characters come to life across all Disney destinations, therefore Disney Character illustrations (e.g. animated characters) cannot be used under any circumstances to promote Disney destinations, except as created and provided by Disney.
    - Approved Example: *Epcot*® International Food & Wine Festival Remy Web Banner produced by Disney



- Do not use non-Disney characters on the same page or a facing page where Disney properties or materials are shown.
- Do not flip Characters if artwork, lettering or other significant visual elements would then be shown in reversed.
- Do not modify approved Character scaling.
- Disney imagery reproduction must be of a high quality and is preferred in full color (four-color process). Where Disney Characters are to be reproduced in mono, a bromide proof representing final print quality must be provided to Disney for approval.
- Marketing materials developed using Disney Characters should leverage current character assets found on Disneycopyright.com at the time of tactic development.
- Please contact your Disney representative if unsure of Character usage.

Disney Character Usage

Primary Characters

We are delighted to offer you the opportunity to feature select Primary Disney Characters to promote *Walt Disney World*® Resort, *Disneyland*® Resort, and Disney Cruise Line. You are permitted to use imagery with the following Characters with prior approval as outlined in the *Review and Approval Process* section on page 47.

- Donald Duck
- Daisy Duck
- Goofy
- Pluto

All marketing materials featuring Primary Characters should adhere to the following guiding principles:

- Primary Characters should only be used when relevant to communicating the Disney vacation destination message. Disney determines this relevance; Character usage should not be gratuitous.
- Primary Character images may only be used within Disney-dedicated pieces for the Disney vacation destination at which they were taken and within other co-op marketing materials.
- Selected Primary Character photography may only be used on brochure front covers as the sole Disney vacation destination message, pending approval by your Disney representative.
- On inside brochure pages or other marketing materials, the relevant Disney destinations logo must be used once on each spread or single page where Primary Character imagery is used.
    - E.g. the *Walt Disney World*® Resort logo must be included once on a spread featuring *Walt Disney World*® Resort photography.

Secondary Characters

We are delighted to offer you the opportunity to feature select secondary Disney Characters to promote *Walt Disney World*® Resort, *Disneyland*® Resort, and Disney Cruise Line. You are permitted to use imagery with the following Characters with prior approval as outlined in the *Review and Approval Process* section on page 49.

Including but not limited to the following characters:

Face Characters

- Cinderella
- Aladdin & Jasmine
- Snow White
- Pocahontas
- Belle
- Alice in Wonderland
- The Little Mermaid – Ariel

Costume Characters

- Chip 'n' Dale
- Pinocchio & Gepetto
- Captain Hook & Smee
- Timon & Rafiki
- The Seven Dwarfs: Doc, Sleepy, Bashful, Dopey, Grumpy, Sneezy, Happy
- Beast
- Queen of Hearts
- Baloo & King Louie
- Lilo & Stitch

Disney Character Usage

Prohibited Characters

You are prohibited from using imagery featuring:

- **Primary Characters**
  - Mickey Mouse
  - Minnie Mouse

- **Licensed Characters**
  - All Characters from Disney/Pixar Films (including, but not limited to: Toy Story, The Incredibles, Monsters Inc., Cars)
  - All Lucasfilm Ltd. LLC Characters (including the Star Wars and Indiana Jones franchises)
  - All Marvel Studios, LLC Characters
  - All Winnie the Pooh Characters
  - All Muppets Characters
  - Mary Poppins and the Chimney Sweeps

Offers

The following guidelines apply to *Disneyland*® Resort, *Walt Disney World*® Resort, *Disney Cruise Line*, *Adventures by Disney*® and Aulani.



Example of an asset produced by Disney to promote a *Walt Disney World*® Resort offer that was available on DisneyCopyright.com

DO

- **Do** use Disney produced marketing materials to ensure legal and brand requirements for promoting the offer are met.
- **Do** use pre-approved offer assets.

DO NOT

- **Do <u>not</u>** advertise expired promotions.
- **Do <u>not</u>** remove any information to make a smaller ad.
    - The smallest possible ad size is made available for use on DisneyCopyright.com for each offer/campaign.
- **Do <u>not</u>** modify or resize an offer ad.
    - For an alternative ad size, please contact your Disney representative.

Creating Marketing Materials

TV and Radio Spots

TV and radio spots, clip agreements and recommended language for calls-to-action are available for viewing/listening on disneytravelagents.com >> Marketing Tools >> Preview TV, Radio & Outdoor Advertising**.** Please follow these steps when using Disney TV and Radio spots.

Adding a Call-To-Action

- When adding a call-to-action to a TV or Radio Spot, please allow 10 days for approval and completion of the full process.
- Work with your Disney Business Development Manager/Inside Sales Coordinator to determine the correct messaging and timing to air the spot.
- If mentioning a special offer in the CTA, make sure the offer exists during scheduled air dates.
- Your District Sales Manager/Inside Sales Coordinator will review your clip agreement to ensure that the language and logos are correct.
- District Sales Manager/Inside Sales Coordinator will release the TV or radio spot via email for you to complete production of the spot with a call-to-action.
- Send the viewing/listening file to District Sales Manager/Inside Sales Coordinator for approval.
- You must receive final approval from your Disney representative prior to running the spot.

Tips

Calls-to-action should direct the guest to book a Disney vacation from their travel agent-this should not be "an Orlando vacation" or "all your vacation needs."

- Sample calls-to-action include, but are not limited to:
    - "Ask us about a great special offer at Walt Disney World Resort. Visit agencywebaddress.com today."
    - "To book your Disney cruise, call (agency name) at (phone number) today."
    - "Now with a special package offer you can afford to celebrate your special moments at Disneyland Resort. Contact XXX at agencywebaddress.com to learn how."

Billboards

To preview available creative options, visit disneytravelagents.com >> Marketing Tools >> Preview TV, Radio & Outdoor Advertising**.** For adding an agency CTA and resizing to fit your opportunity, contact your Disney representative. Billboards are limited to the options that are available on disneytravelagents.com and Disney will need to review the billboard placement prior to providing and approving creative for use.

Travel Agent Logos

- Your travel agency logo should clearly represent your travel agency and should not lead a consumer to believe your travel agency is affiliated with Disney.
- **Do not** use castles resembling Disney castles.
- **Do not** use Mickey Ears, Disney font, etc.
- For questions or approvals for your travel agency logo, contact your Disney representative.

Line Art/Clip Art

- **Do not** use line art or clip art for any Marketing pieces.

Creating Marketing Materials

Collateral

Use marketing materials already created by Disney whenever possible. If creating original marketing materials:

- Use copy points and/or suggested copy provided by Disney.
- Secondary Face and Costume Characters may be used in the interior of a brochure with approval from Disney. Must follow Character Usage Guidelines set forth in this document.
- Use photos, trademarks, logos, icons and/or other materials provided by Disney only on pages promoting Disney products and services and on pages promoting multiple vacation destinations that include Disney products and services.
- Use Disney Resort hotel names and logos alone or in a montage where a Disney logo is equal to, but not greater than, the size of non-Disney hotel logos. The Disney Resort hotels should not be placed adjacent to the non-Disney hotels.

Print Media and Websites

The following applies to newspaper ads, flyers, etc. as well as websites.

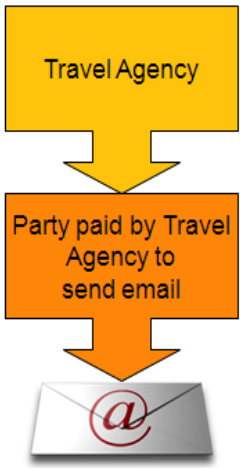
- Use copy points and/or suggested copy provided by Disney.
- Follow Character Usage Guidelines set forth in this document.
- Use photos, trademarks, logos, icons and/or other materials provided by Disney only on pages promoting Disney products and services and on pages promoting multiple vacation destinations that include Disney products and services.
- You may not use Disney images (photos, trademarks, logos, icons or other Disney creative materials) on social media/networking web sites or in any posts or tweets on such sites unless utilizing the Disney Travel Professionals Facebook site or YouTube channel, or assets tagged with "social media approved" on DisneyCopyright.com.
- Links from social networking sites to Disney web sites or Disney social networking pages may be permitted but are subject to Disney's prior review and approval.
- Logos and photos must represent the Theme Parks, tickets, package, and/or Resort Hotel featured in the print piece or website.
- No more than two Disney logos may be used on one ad, flyer, web page, etc.
- Disney logo must be equal to, but not greater than, the size of non-Disney logos, and not adjacent to the logos of non-Disney vacation destinations.
- The relevant Disney logo should not exceed 75% of your company logo in size.
- When advertising multiple vacation destinations in a travel agency ad, include Disney in its own separate section and make it equal in size, prominence and/or location on the page as the non-Disney vacation.

Email Communications

Approval Process

• Email marketing will only be considered for a Travel Agency that has signed an email marketing agreement.
• Submit all proposed materials to Disney (at such address and to the attention of such Disney Business Development Manager as designated by Disney), or by contacting Inside Sales Support by emailing CopyrightMarketingApprovals@disneytravelagents.com, at least ten (10) business days before the date of intended publication.
•Verify that all copies of the email that will be transmitted will either be transmitted by the Travel Agency or by a party who the Travel Agency pays to transmit theemail.

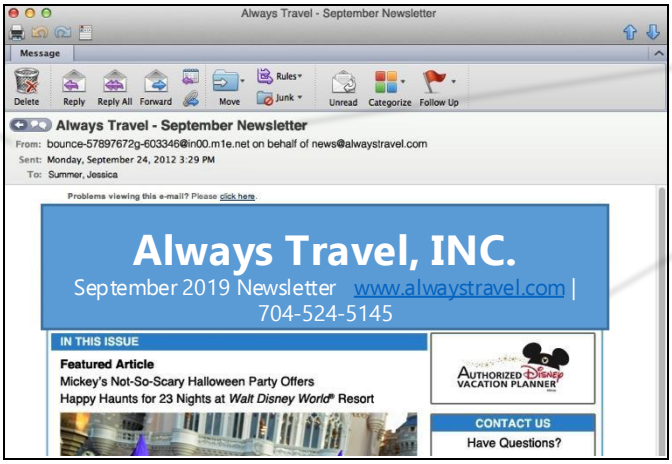




Emails must:

- Create the clear impression that it is an advertisement.
- State the Travel Agency's physical postal address (not a P.O. Box).
- Include an opt-out link or instructions on how to send a return email to unsubscribe.
- Contain a subject line that accurately describes the purpose and content of the email.
- List the Travel Agency as the call-to-action or the email must promote the Travel Agency's web site by mentioning its web site address above the fold in a type size which is larger than the body copy of the email.
- Have the Travel Agency's name in the "From" line. This is the only name that can be in the "From" line.

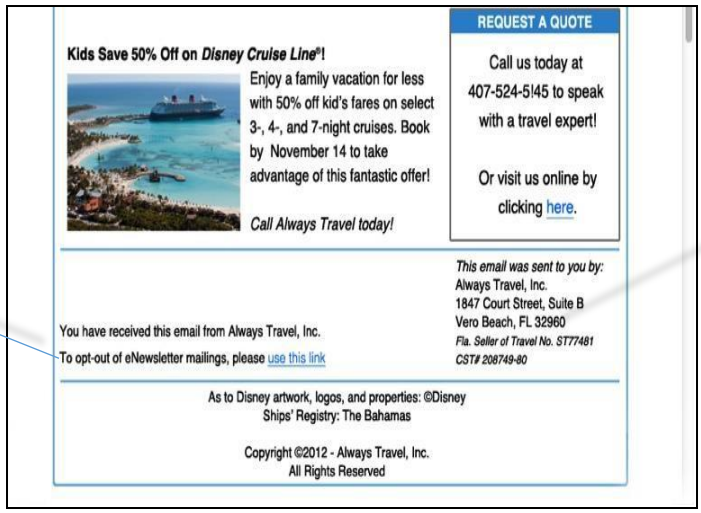
Travel Agency name in "From" line **after** email is opened



Subject line

Travel Agency's Call-to-Action

Email Communications



Opt-out link

Physical postal address

Email Signature

- Do not refer to yourself as a Disney Specialist, Planner, etc. in your email signature.
  - Approved verbiage: Specializing in selling Disney vacations
- Do not use any Disney assets or intellectual property in your email signature (except as provided for Disney EarMarked Program logos on page 44).
  - No logos, images, clip art, asci Mickey Ears (ºoº), etc.

Legal Notices/Disclaimers

- Every marketing piece must contain one of the following notices:
    - **©Disney**
        - Situation #1: If the piece is dedicated to Disney destination(s) and Disney claim ownership to the copyright of all elements on the piece, this may appear just once at the bottom of the page.
        - Situation #2: If the piece contains Disney photography, but Disney does not claim ownership to all elements on the piece, this must be placed beneath each Disney photograph.
    - **As to Disney artwork/properties: ©Disney** OR **As to Disney artwork, logos, and properties: ©Disney**
        - Situation: In collateral where third party graphics/logos or names appear, and Disney is claiming ownership only on the Disney properties and not the entirepiece.
- Marketing pieces containing *Disney Cruise Line* assets must contain: **Ships' Registry: The Bahamas**
- Marketing pieces containing Disney/Pixar creative must contain:
    - **©Disney/Pixar. All rights reserved.**
        - Marketing pieces containing Slinky Dog Dash creative must contain:
    - **©Disney/Pixar. Slinky® Dog © Just Play LLC**
- Marketing pieces containing Pandora creative must contain:
    - **©Disney ©20th Century Studios** (the "th" is not superscripted)
- Marketing pieces containing Star Wars creative must contain:
    - **©Disney and © & TM 20XX Lucasfilm Ltd.** (the TM is not superscripted)
- Marketing pieces containing Marvel creative must contain: **©Disney © 20XX MARVEL** (insert the current year before MARVEL; MARVEL must be in all caps)
- Marketing pieces containing The Twilight Zone Tower of Terror™ creative need to appear together with the scene/image: THE TWILIGHT ZONE® is a registered trademark of A CBS Company. All Rights Reserved.
- There are no pass-along rights of trademarks, photographs or logos.
- For Disney trademarks: It is not necessary to use a ® or ™ with a trademark when it appears in a headline or heading ***provided*** that the symbol appears with the trademark in the first reference per page in copy. However, if the only use of the trademark in the entire piece is within a heading or headline, the ® or ™ must appear with it.

Disney Seller of Travel Disclosure

When creating marketing materials for travel packages sold by any of the registered Disney sellers of travel listed below, clearly and conspicuously display the name and registration number(s) in all such materials:

Seller of Travel Name	**Seller of Travel Registration Number(s)**
Walt Disney Travel Company	CST# 1022229-20
Adventures by Disney Travel Services, Inc.	CST# 2082519
Global Adrenaline, LLC d/b/a National Geographic Expeditions	Fla. Seller of Travel Reg. No. ST44028 CST# 2074630

The foregoing requirement does not supersede or alter any seller of travel registration and disclosure obligations that may apply to your agency, and your agency remains responsible for complying with any such obligations that may apply.

Paid Search Marketing Guidelines Geo Search targets: United States and Canada

The following guidelines are for authorized Travel Professionals and apply to Paid Search Marketing. The guidelines are also used by the Search Trademark Program managed by the Disney Experiences Customer Engagement team, which monitors use of Disney's key Paid Search Terms.

Paid Search Management: Google, Bing and Yahoo

- Keyword Bidding / Purchasing:
  - Travel Professionals are restricted from bidding or purchasing branded paid search keywords and/or phrases that contain Disney trademarks, trade names, service marks (see Restricted Keyword List), or common misspellings of the foregoing.
  - Travel Professionals will leverage the keyword "Disney" as a negative keyword within paid search accounts in a way that ensures ads will not display for prohibited keyword phrases (see Restricted Keyword List) mentioned.
    - Negative Keywords: A type of keyword that prevents your ad from being triggered by a certain word or phrase. Your ads aren't shown to anyone who is searching for that phrase. This is also known as a negative match.
    - Example: Travel Professional places "Disney" as a negative keyword in their campaign or ad group, this signals Google Ads not to show their ad for any search containing the term "Disney."
- Usage in Ad Copy: Travel Professionals may only use Disney trademarks in copy in an ad returned in a paid search
  - The landing page, other than any search or site navigation features, is dedicated exclusively to the marketing of Disney Destinations and does not have any references or links to other vacation opportunities.

Domain Names, Subdomains and URLs

- Travel Professionals are restricted from using Disney trademarks, trade names and service marks in domains as either the destination URL or the display URL. (*Example:* Disneyvacations.com, Disneycruiselines.com)
- Travel Professionals are restricted from using Disney trademarks, trade names and service marks as a sub domain. (*Example:* www.Disney.offers.com, www.Disney.ticketsite.com)

Restricted Keywords*

Below is a list of keywords that are restricted for use in purchasing and bidding on Google, Bing and Yahoo!

Adventureland	Disney Jollywood Nights	Disney's Contemporary Resort
Adventures by Disney	Disney Magic	Disney's Coronado Springs Resort
Asteria	Disney Magic Key	Disney's Food and Wine
Asteria, A Storyliving by Disney Community	Disney Merriest Nites	Disney's Grand Californian Hotel
Aulani	Disney Oogie Boogie Bash	Disney's Grand Floridian Resort and Spa
Avengers Campus	Disney Orlando	Disney's Hollywood Studios
Bay Lake Tower	Disney Packages	Disney's Hollywood Studios tickets
Bibbidi Bobbidi Boutique	Disney Parks Blog	Disney's Old Key West Resort
California Adventure	Disney PhotoPass	Disney's Polynesian Village Resort
California Adventure tickets	Disney Pirate Pass	Disney's Pop Century Resort
Cotino	Disney Pixie Dust Pass	Disney's Resorts
Cotino, A Storyliving by Disney Community	Disney Reimagine Tomorrow	Disney's Saratoga Springs Resort & Spa
D23	Disney Resorts Collection	Disney's Typhoon Lagoon
Destination 23	Disney Restaurants	Disney's Typhoon Lagoon tickets
Disney 100	Disney Sorcerer Pass	Disney's Yacht Club
Disney 100th Anniversary	Disney Springs	Disneyland
Disney After Hours Boo Bash	Disney Store	Disneyland Annual Pass
Disney Avengers Campus	Disney Tickets	Disneyland Crown Collection
Disney Believe Key	Disney Treasure	Disneyland Guardians of the Galaxy
Disney California Adventure	Disney TRON	Disneyland Hotel
Disney California Adventure Park	Disney Vacation Club	Disneyland Hotels
Disney Crown Collection	Disney Very Merry After Hours	Disneyland Hours
Disney Cruise Line	Disney VIP Tours	Disneyland Magic Key
Disney Cruise Vacation	Disney Wish	Disneyland Park
Disney Cruises	Disney Wonder	Disneyland Resort
Disney Dream	Disney World	Disneyland Tickets
Disney Dream Key	Disney World Annual Pass	Disneyland tickets
Disney Enchant Key	Disney World Hotel	Disneyland Vacation
Disney Enchantment	Disney World Hotels	Disneyland VIP Tours
Disney Fairy Tale Weddings	Disney World Vacation	Downtown Disney
Disney Fairytale Weddings & Honeymoons	Disney's All-Star Movies Resort	DVC
Disney Fantasy	Disney's All-Star Music Resort	Epcot
Disney Genie	Disney's All-Star Sports Resort	Epcot Food and Wine Festival
Disney Guardians of the Galaxy	Disney's Animal Kingdom	EPCOT Harmonious
Disney H2O Glow	Disney's Animal Kingdom Lodge	Epcot International Festival of the Arts
Disney Harmonious	Disney's Animal Kingdom tickets	Epcot International Flower & Garden Festival
Disney Honeymoons	Disney's Beach Club	Epcot tickets
Disney Imagine Key	Disney's Blizzard Beach	ESPN Wide World of Sports
Disney Incredi-Pass	Disney's Blizzard Beach tickets	Extra Magic Hours
Disney Institute	Disney's Caribbean Beach Resort	Fantasyland

Restricted Keywords*

Below is a list of keywords that are restricted for use in purchasing and bidding on Google, Bing and Yahoo.

Fort Wilderness	Toy Story Land
Frontierland	TRON Lightcycle / Run
Golden Oak	TRON Lightcycle Run
Grand Californian	Walt Disney World
Guardians of the Galaxy Cosmic Rewind	Walt Disney World Hotels
Guardians of the Galaxy: Mission Breakout	
H2O Glow Nights	
Lightning Lane Multi Pass	
Lightning Lane Single Pass	
Magic Key Pass	
Magic Kingdom	
Magic Kingdom Enchantment	
Magic Kingdom tickets	
MagicBand	
Marvel Day at Sea	
MaxPass	
Memory Maker	
Merriest Nites	
Mickey & Minnie's Surprise Celebration	
Mickey's Not So Scary Halloween Party	
Mickey's Very Merry Christmas Party	
My Disney Experience	
Nat Geo Expedition	
National Geographic Expedition	
National Geographic Journeys	
Oogie Boogie Bash	
Park Hopper	
Pixar Day at Sea	
Pixar Pier	
Pixar Place Hotel	
Reimagine Tomorrow	
runDisney	
shopDisney	
Star Wars Day at Sea	
Star Wars Disney World	
Star Wars Disneyland	
Star Wars Galaxy's Edge	
Storyliving by Disney	
The Disney Store	
Tomorrowland	

Note list is subject to change.

Review and Approval Process

All marketing collateral and advertising materials used in any media including, but not limited to, print, TV, radio, web, emails, blogs, tweets, and social networking sites must be reviewed and approved in writing by your Disney District Sales Representative prior to printing, distribution or posting (approval may be granted or withheld at Disney's sole discretion).

The Disney Sales Team is here to support you with all your Disney destinations projects. Liaising with your Disney contact at an early stage always helps to ensure projects run quickly and smoothly.

Review and Approval Process

- Submit all proposed materials to Disney at WDPR.FL.Inside.Sales@disney.com at least ten (10) days before the date of intended publication of such materials. To allow case-to-case flexibility, please discuss the project timelines with your Disney contact and agree on a time schedule upfront.
- Materials may not be used unless you obtain prior written approval from Disney in its sole discretion. If any submission is not specifically approved in writing by Disney, such material will be deemed disapproved.
- Material approved by Disney may be used only for the specific item that is the subject of the intended use of such material and not for any other use or in any other manner. In addition, material approved by Disney may not be used for more than twelve (12) months (or such shorter period as Disney may specify or as may otherwise be provided under that agreement).
- Disney reserves the right at any time to require that the use of any previously approved materials be discontinued, modified or canceled. These guidelines help protect the Disney brand, which helps to preserve and strengthen the value and appeal of a Disney vacation among your clients and all consumers

File Copies

A minimum of **two (2) copies/examples** of the materials must be sent to your Disney Sales Team contact. File copies must be provided no later than two weeks after the project is complete.