

SquishLand



LICENSING PROPERTY STYLE GUIDE THE GUIDEBOOK FOR THE SQUISHLAND BRAND

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THE SQWISHLAND OPPORTUNITY



Best toy! 10 years in a row!!!



Best Machine! 2 years in a row!

voted By industry Peers
independently = no other
Product has won this many
years in a row!

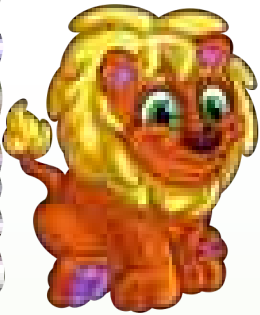




What Does SqwishLand Represent for kids?

entertainment

friendship



care

kindness

sharing

patience



work

honesty



goals

fun



variety

love



hard



responsibility



Why is SqwishLand Different?

Inclusive Demographic

The simple "Animal" concept appeals to all, rich or poor. The addition of "Regions" makes it fun for people in all different parts of the world.

Affordable

SqwishLand's low price point makes it one of the first toys kids can buy with their own money.

Boys + Girls

With hip and stylish characters fitting the 'cute' and 'cool' genre, SqwishLand is great for all!

Collectible

SqwishLand has over 1,000 characters in multiple lines and experimental collections.



Accessibility

With our expansive distribution channels, children can find their favorite Soft n' Squashy™ toys anywhere.

Organic Growth

All of SqwishLand's growth and success has been the result of word-of-mouth and desire to collect.

Natural Attraction

High quality and our worldwide manufacturers and local distributors are competitors.

Diverse Characters

Timeless personalities and over 1,000 unique designs come together to create a rich and surprising story in a room in a room.



THE SQWISHLAND OPPORTUNITY, CONT.

MASS DISTRIBUTION!

Over 150+ MILLION
toys sold!



Over 150,000 US & Europe Locations!



Vending



Online



Retail



The SqwishLand cycle!



code Drives Children to online + mobile Platforms to adopt Pets, win Prizes, watch exclusive Content, etc!



The Digital Bridge



Each toy comes with a unique code that can unlock:

- Digital Pets
- Prizes
- Costumes
- Virtual Money
- Games
- AND MORE!

Licensees can work with SquishLand to create custom rewards!

Codes included in your package will get rewards, meaning EXCLUSIVE CONTENT for your buyers!

THE SQWISHLAND OPPORTUNITY, CONT.



Digital to Physical Connection

SqwishLand is the most affordable Brand to Digitally Bring real toys to life!

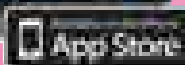
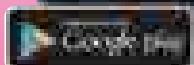


Get a Sqwishcode With every Purchase!



Collect a Digital Version to feed and Play with!

Log in to SqwishLand.com or the SqwishLand connect app!





THE SQWISHLAND OPPORTUNITY, CONT.

Previous Retail Production!



Production Molds Available!

80 Animal characters

Suction CUPS

30 Human Characters

P.L.Y. Paintable Characters

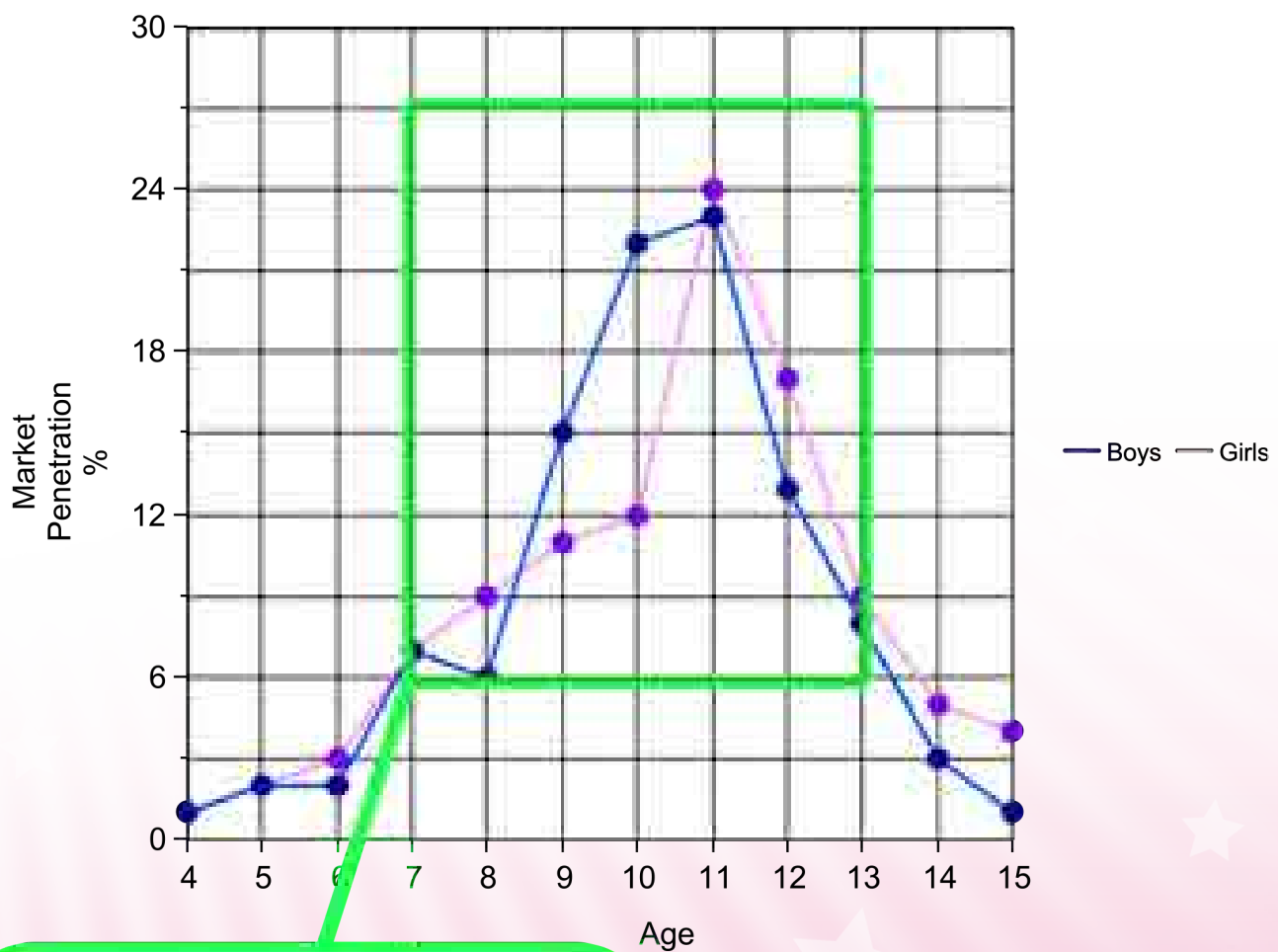
2 Piggie Banks

HeadBands + Rings + Bracelets



SqwishLand's Demographic

Age of SqwishLand Consumers



Primary:
Boys and Girls
ages 7-13

Who are:
Gamers
collectors
Animal Lovers



THE SQWISHLAND OPPORTUNITY, CONT.

Capitalizing on the huge distribution and success of the SqwishLand Collectibles, SqwishLand has identified licensing opportunity in the following categories:

Consumer Goods:

Plush

Toys

Apparel

Storage

Bedding

Party Supplies

Footwear

School items (Lunch Boxes, Pencil Cases, etc.)

Jewelry

Stickers

Collectibles

Coloring Books

Board Games



Food & Beverage:

QSR
(Quick Service Restaurants)

Candy

Cereal

Snack Foods

Frozen Treats

Juices

Gum

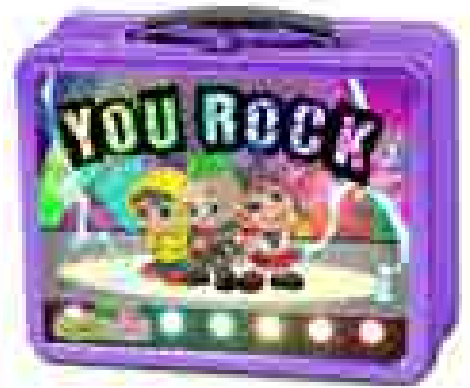


Find examples of
licensing ideas
and concepts on
the following pages →

LICENSING IDEAS



Back to School





Girl's clothing



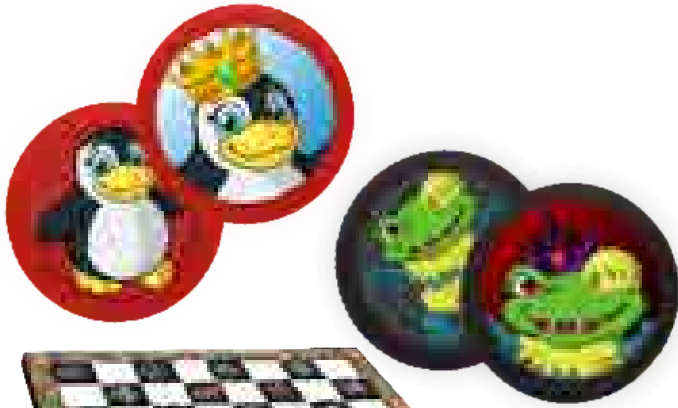


Boy's Clothing





Board Games





Reversible Hoodies





Party Supplies





Wearable Accessories





Footwear





collector's Items





Swimming



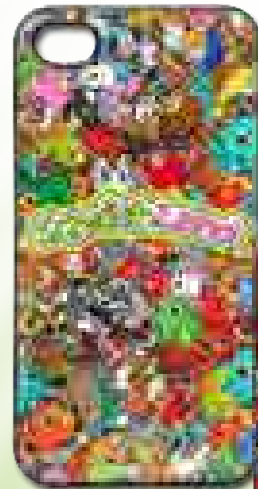
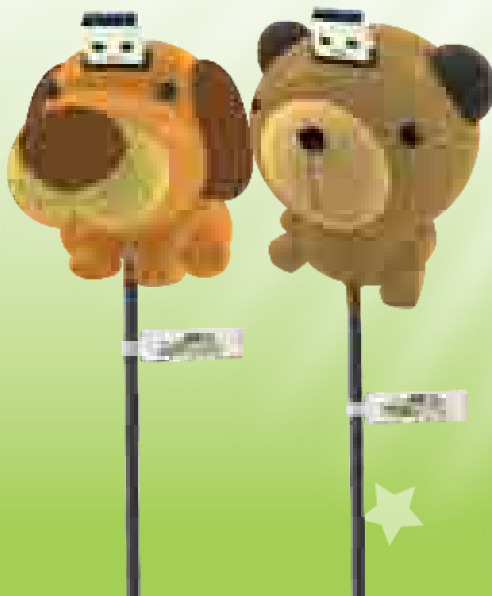


outdoors



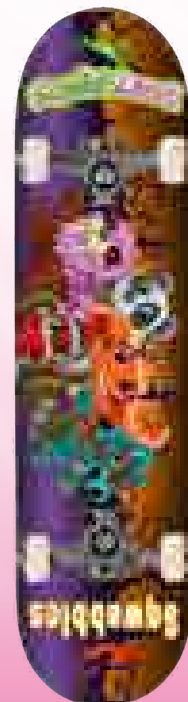
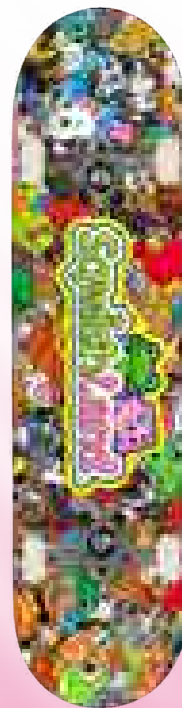


Electronics





Athletics





Bathroom Supplies





Bedroom





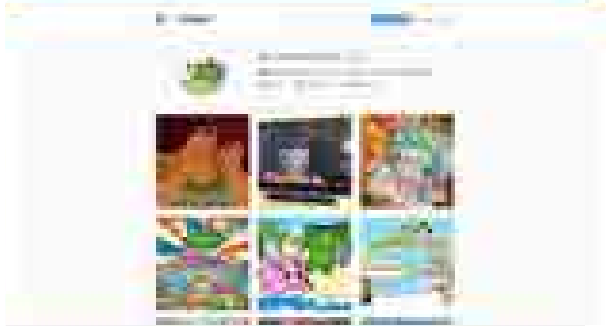
Blog:

<http://www.sqwishblog.com/>



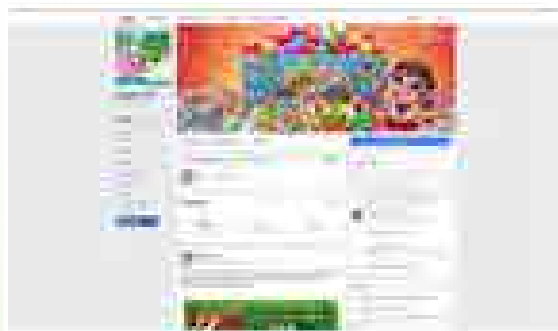
Instagram:

<http://www.instagram.com/sqwishlandofficial>



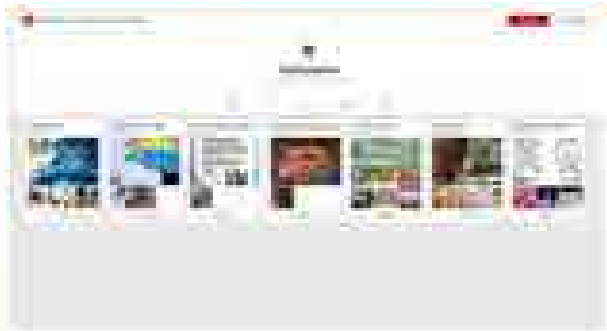
Facebook:

<http://www.facebook.com/sqwishland/?fref=ts>



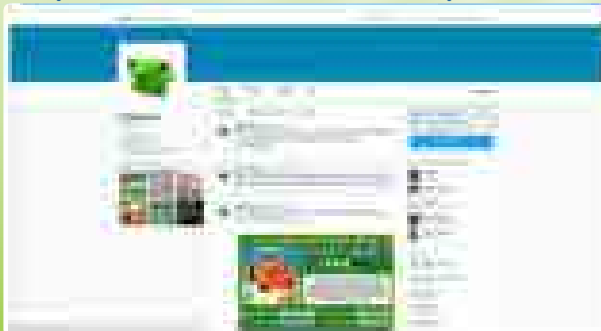
Pinterest:

<http://www.pinterest.com/sqwishland/>



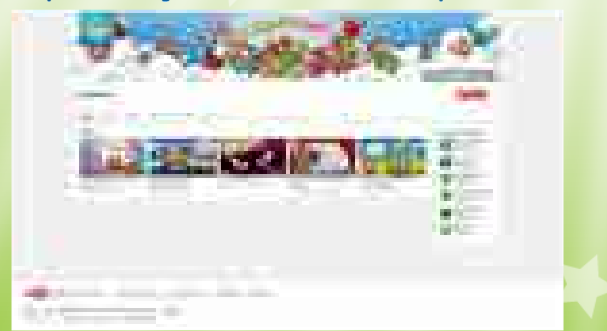
Twitter:

<http://www.twitter.com/sqwishland>



YOUTUBE:

<http://www.youtube.com/user/sqwishland>



INTRODUCTION TO SQWISHLAND



STYLE GUIDE

&

BRAND

OVERVIEW





INTRODUCTION TO SQWISHLAND



SqwishLand toys were created in 2006 as a “miniature collectable” for the capsuled vending industry. The brand started off as just five “Soft n’ Squishy” characters morphing over the years into hundreds of characters with hundreds of painted variations referred to as “rare versions.” Upon reaching the 50 million plus sold mark, the characters became the theme for an online game (SqwishLand.com). This gave the little “SqwishLanders” a virtual home and a place for kids all over the world to collect and play in a virtual way. Today with SquwishLand in vending machines, retail stores, and online with its MMO Game, it’s no wonder sales of the figurine have well surpassed 100 million SquwishLanders characters sold. What we say in SquwishLand, “If it’s Soft n’ Squishy, it belongs in SquwishLand!”

PURPOSE OF THIS GUIDE



This guide should work for any agency, freelancer, or licensing company that is working with the “SqwishLand” brand. We expect SqwishLand to continue to develop using this guide’s framework to do so. We have developed and produced a common system of elements that work together, to reinforce SqwishLand’s values and embrace successful interpretation while fostering experimentation.

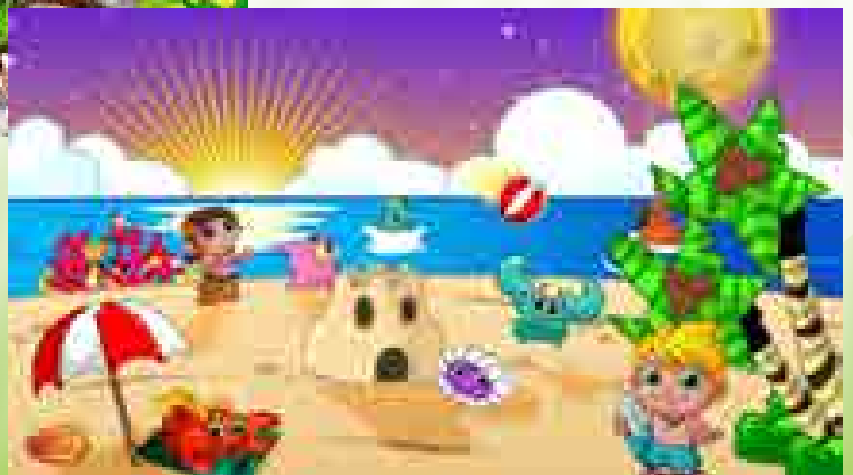




HOW WE SEE IT



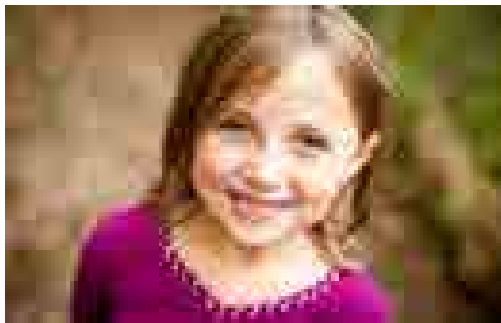
We encourage innovation from the guide's use, while allowing for the possibility of NEW interpretations and innovative use of what's already been done.



VOICE AND TONE



SqwishLand is for young children (ages 3 to 12.) Even though SqwishLand reaches all the way up to pre-teen, it is most appealing to ages 5 to 8. When the brand reaches 8 plus, it is primarily attractive to girls and is collected and used as a fashion accessory. In this age group it's categorized by being "cute." When viewed by 8 years and under, it tends to be "gender neutral," equally attractive to boys as well as girls. It is generally collected and used for pretend play. Tone: Fun, Childish, Colorful, Soft, and Wacky.





SQWISHLAND LOGO GUIDELINES

Approved Logo Examples

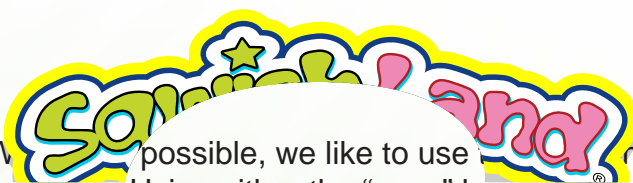


Hello! My name is Michelle the Sqwurtle. I believe rushing can lead to mistakes, so I'm here to be your guide on all the RIGHT things to do with SqwishLand. You'll notice my friendly face whenever we are talking about correct uses of items.

Unless you're a Sqwabbe, it's easy to understand that a company's logo is very important to them. The SqwishLand logo is no exception. Below you will see the 4 approved variants to our logo:



This is our main logo. Whenever possible, we like to use the arch. The arch reminds us of a rainbow of awesomeness. Using either the ".com" logo or plain logo are acceptable.

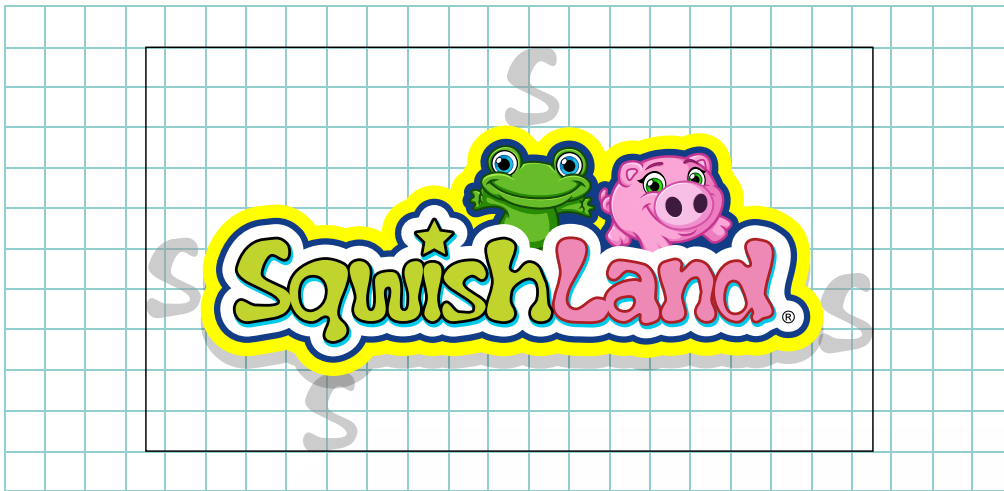


This is our secondary logo. We realize that sometimes you just need a straight-across logo. No harm in that. Using either the ".com" logo or plain logo are acceptable.



APPROVED Logo Guidelines

When you are using any of our logos, we want to make sure it stays pretty. Here's a few approved guidelines to follow for all our logos:



As you can see from above, the logo should receive a “SquishLand S’s worth” of border around it. This means that at least that much room should be between any other text and/or graphics and the logo. It’s not personal; the logo just likes its space. Note: this rule does not apply to subtle background elements, such as starbursts, or faint stars splashes.



Logo No-No's



Hey there! My name is Vinny the Sqwobster. When you're in a pinch, you might try and cut corners and forget guidelines. I'm here to be your guide on all the WRONG things to do with SqwishLand. You'll notice me whenever we are talking about incorrect uses of items.

We've grown quite attached to our logo, so we want to see it represented the way we are used to seeing it. Here's a few design no-no's in regards to our logos:



-Don't squash, stretch, or distort the logo. Scale the logo uniformly.



-We don't like our logo rotated.



-Don't produce the logo with a tint or fade.



-Don't change the opacity of our logo shadow.



-Please don't change the colors of our logo.



-Please don't remove the pig and frog from the logo (you wouldn't cut your friends out of a photo, would you?)



-Don't crop the logo.



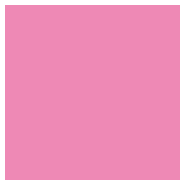
-Don't add elements to the logo, such as drop shadows or highlight sparkles.



SqwishLand Brand Color Guide



To keep our logo and brand looking extra spiffy, we also have chosen some standard colors to use with the logo, packaging, and print materials (basically any and all SquishLand presence in this world).



R - 238 C - 2
G - 137 M - 58
B - 181 Y - 2
K - 0

PMS 204 C



R - 19 C - 83
G - 157 M - 12
B - 33 Y - 100
K - 2

PMS 362 C



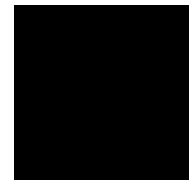
R - 27 C - 67
G - 192 M - 0
B - 231 Y - 5
K - 0

PMS 638 C



R - 141 C - 54
G - 87 M - 75
B - 185 Y - 0
K - 0

PMS 814 C



WHITE

BLACK

These are the main background colors we like to see used with SquishLand in general. These colors can also be used as secondary colors.



R - 250 C - 5
G - 236 M - 0
B - 33 Y - 94
K - 0

PMS Process Yellow C



R - 18 C - 100
G - 60 M - 88
B - 133 Y - 18
K - 5

PMS 287 C



R - 20 C - 90
G - 105 M - 59
B - 177 Y - 1
K - 0

PMS 285 C



R - 161 C - 41
G - 214 M - 0
B - 80 Y - 87
K - 0

PMS 367 C



R - 237 C - 4
G - 48 M - 90
B - 160 Y - 0
K - 0

PMS Rhodamine Red CPMS 165 C



R - 245 C - 0
G - 108 M - 71
B - 30 Y - 100
K - 0

PMS 165 C

These are secondary colors that can also be used in materials such as text colors, design elements, etc. Try to keep the main colors above for large background areas though.

We know you might have a favorite shade of mauve, or chartreuse, but please limit your color selection to the swatches we have presented in this document. Thanks!



SQWISHLAND LOGO GUIDELINES, CONT.

Themed Logos & Additional Colors



Just like Mighty Feathers the Sqwarrot, you might love lots and lots of colors. Don't worry; we have a special extra set of brand colors you can use. Below are color sets that can be utilized for designs geared around a SqwRegion from SqwishLand. Along with these themed color sets, we also have SqwRegion-specific secondary logos. Just be sure though, that you ONLY use these for packaging and advertisements that are specifically geared around a SqwRegion from the game, such as Swamp.

NOTE: Please follow the same logo guidelines for spacing and consistency as you see outlined for the main logo.

Sea

Our underwater wonderland



R - 12	C - 100	R - 82	C - 51	R - 39	C - 91
G - 40	M - 95	G - 222	M - 0	G - 94	M - 67
B - 135	Y - 15	B - 255	Y - 3	B - 162	Y - 7
	K - 6		K - 0		K - 0

PMS 280 C PMS 311 C PMS 7462 C



Swamp

Our sticky marshland



R - 54	C - 69	R - 213	C - 20	R - 120	C - 51
G - 70	M - 48	G - 204	M - 11	G - 115	M - 41
B - 8	Y - 100	B - 34	Y - 100	B - 37	Y - 100
	K - 50		K - 0		K - 20

PMS 606 C PMS 5747 C PMS 5825 C



Jungle

Our tropical rainforest



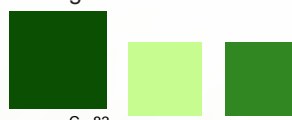
R - 210	C - 13	R - 251	C - 4	R - 206	C - 16
G - 90	M - 76	G - 229	M - 47	G - 111	M - 65
B - 0	Y - 100	B - 5	Y - 100	B - 31	Y - 100
	K - 3		K - 0		K - 3

PMS 1595 C PMS 803 C PMS 7412 C



Forest

Our magical woodland



R - 11	C - 83	R - 199	C - 23	R - 49	C - 81
G - 79	M - 42	G - 252	M - 0	G - 145	M - 24
B - 2	Y - 100	B - 145	Y - 58	B - 34	Y - 100
	K - 44		K - 0		K - 10

PMS 357 C PMS 366 C PMS 363 C



Farm

Our fun-filled countryside



R - 136	C - 28	R - 244	C - 1	R - 180	C - 21
G - 11	M - 100	G - 153	M - 47	G - 55	M - 91
B - 11	Y - 100	B - 71	Y - 81	B - 32	Y - 100
	K - 33		K - 0		K - 11

PMS 704 C PMS 715 C PMS 180 C



City

Our exciting metropolis



R - 64	C - 88	R - 230	C - 17	R - 130	C - 60
G - 34	M - 100	G - 162	M - 38	G - 82	M - 76
B - 97	Y - 30	B - 255	Y - 0	B - 188	Y - 0
	K - 21		K - 0		K - 0

PMS 269 C PMS 2572 C PMS 814 C



Polar

Our coolest place to play



R - 10	C - 98	R - 16	C - 61	R - 11	C - 87
G - 74	M - 71	G - 228	M - 0	G - 120	M - 36
B - 110	Y - 34	B - 191	Y - 39	B - 124	Y - 48
	K - 19		K - 0		K - 11

PMS 3025 C PMS 3255 C PMS 7714 C



Desert

Our wonderland of sand



R - 10	C - 47	R - 255	C - 5	R - 143	C - 37
G - 74	M - 63	G - 246	M - 0	G - 105	M - 54
B - 110	Y - 97	B - 0	Y - 93	B - 52	Y - 91
	K - 49		K - 0		K - 20

PMS 161 C PMS 803 C PMS 7559 C





Examples of Application



Here's a few examples of how the logos can be laid out with background colors



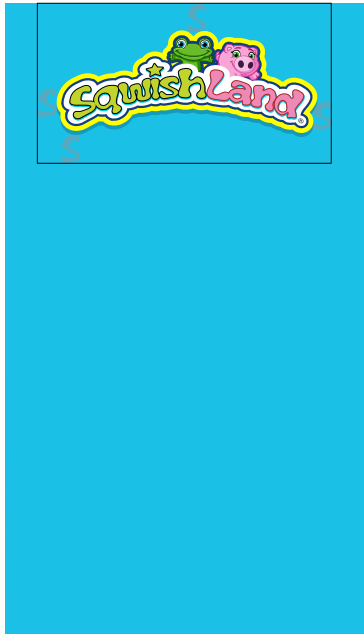
NOTE: Vinny the Sqwobster here again! I wanted to remind you once more, please only use the approved SquishLand colors on all designs. You wouldn't want me to get "pinchy" now, would you?



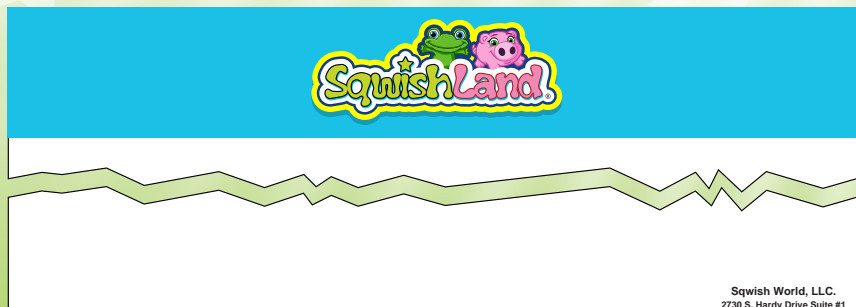
Print media setup



When creating any print media, be sure to always follow the border/spacing guidelines given for the logo. On all printed media, the logo should not drop below the halfway point on the design. We want people to always be able to see our spiffy logo!



Poster/Banner Examples



Letterhead Examples



WEB media setup

When creating any web media, be sure that the logo always remains readable. On certain sized banners, it may be necessary to use the straight logo, rather than the arched version. Here's a few examples.



John Doe
Sales Manager
480.555.5555
Jdoe@sqwishland.com

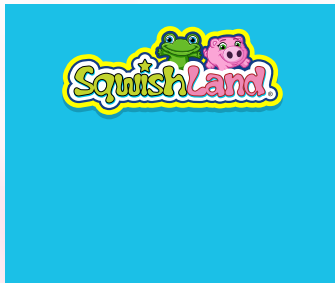
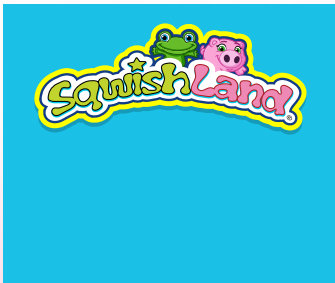
Email Signature Example



Medium-Large horizontal banners can use the arched logo.



Smaller horizontal banners should use the straight logo.



Square banners can use either logo.



Vertical banners can use either logo.

Web Banner Examples



SQWISHLAND CHARACTERS

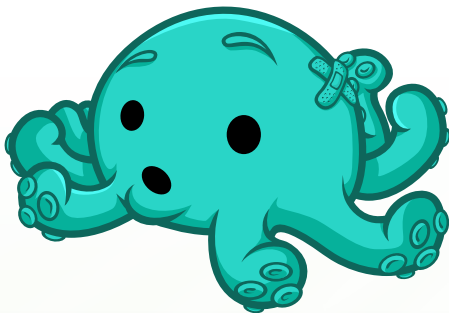
SqwishLanders and SqwAvatars are the key element to SqwishLand's success as a game and as a retail toy line. Our characters are the reason children come back time and time again to play in the SqwishLand world. With that being said, how these characters are represented is of highest importance to us. Below are the approved representations of each SqwishLander and SqwAvatar.

SqwishLander Rarities & Practices

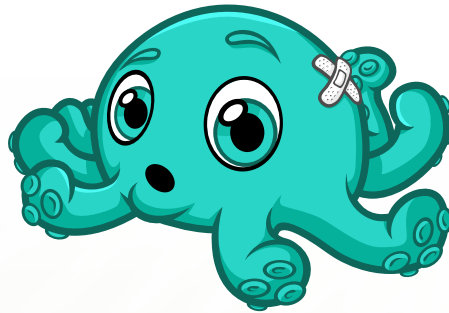
SqwishLanders come in 5 paint styles for added collectability and variety. When taking into consideration the plastic colors and the rarities, there are over 1,500 different SqwishLanders to collect! Children have fun trying to collect all the varieties.

The 5 styles are: Regular, Rare, Ultra Rare, Crazy Rare, and Sqwabble.

Below is an example of the rarities for one SqwishLander, the Sqwoctopus.



**SQWISHLANDER
REGULAR**



**SQWISHLANDER
RARE**



**SQWISHLANDER
ULTRA RARE**

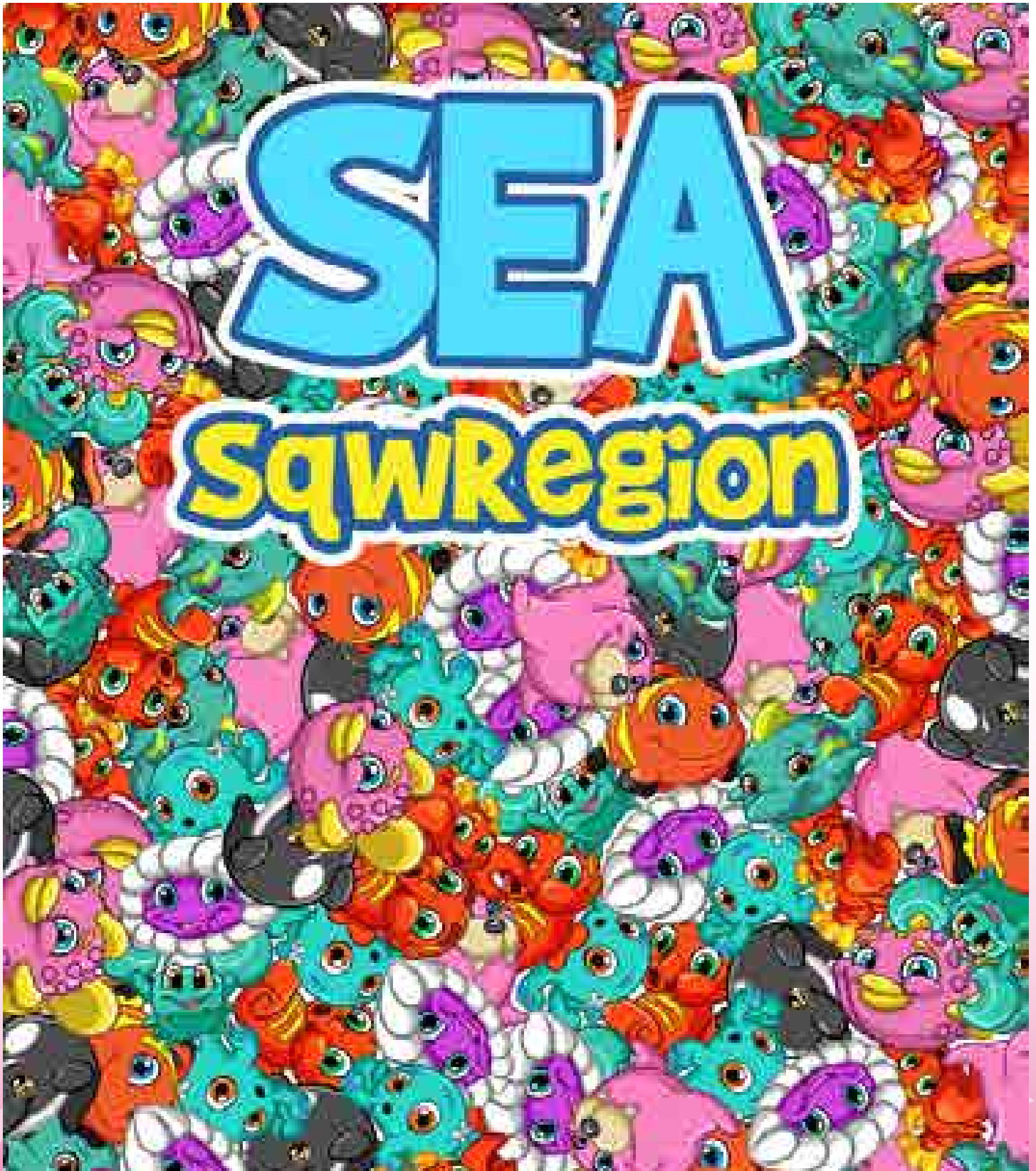


**SQWISHLANDER
CRAZY RARE**



**SQWISHLANDER
SQWABBLE**

You may request a Rarity Set for a specific SqwishLander, for a project you are working on. The time for development of the rarities will be billed to you. Please contact (licensing@SqwishLand.com) with your request.



SEA

sqwRegion



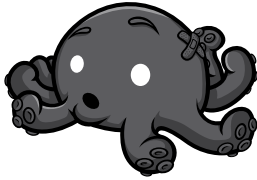
SQWISHLAND CHARACTERS, CONT.

Featured: Sqwoctopus

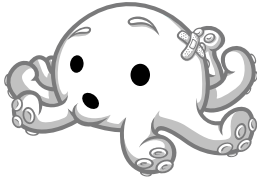
BEN*



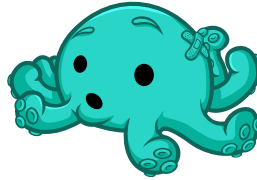
REN*



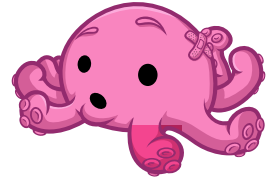
VEN*



KEN*



LEN*



AREA: SEA
TYPE: OCTOPUS

REGULAR: KEN* THE SQWOCTOPUS

Ken the Sqwoctopus likes to climb rocky mounds and stick to the underside of boats as they speed across the Sea. There isn't a single place in all of SqwishLand where Ken can't get into by using his sticky suction cups and powerful tentacles!

***REGULAR-TIER** characters have the same personalities, but different names. Change this name in each instance of the description to correspond with the specific name of whichever color SqwishLander is currently being used.



RARE: ADRIANA THE SQWOCTOPUS

Adriana the Sqwoctopus is an opportunist, having her hands in many different baskets so to speak. When she sees a new opportunity like a different job or a chance to learn a new skill, she takes it without hesitation!



ULTRA RARE: AIDAN THE SQWOCTOPUS

Aidan the Sqwoctopus is an expert multitasker. He has no problem taking care of things at the same time. Things get done quickly when Aidan is around. When a SqwishLander needs some help, Aidan does not hesitate to lend a hand.



CRAZY RARE: MAGGIE THE SQWOCTOPUS

Maggie the Sqwoctopus likes to surround herself with good friends all the time. Anytime something good happens, she gets very happy and loves to give her pals a group hug using all her long arms at once.



SQWABBLE: AIBAN THE SQWABBLE

Aiban the Sqwabble is the laziest of the lazy. He never helps anyone with anything despite his 8 arms, and he always complains about how other SqwishLanders accomplish tasks.

SQWISHLAND CHARACTERS, CONT.



Featured: Sqwrab



AREA: SEA
TYPE: CRAB

REGULAR: TIM* THE SQWRAB

Not one of the more active SqwishLanders in the Sea, **Tim** the Sqwrab enjoys spending his time searching for food in the deep, dark trenches of the sea floor. When he finds something particularly yummy, he will bring it back to his friends on the surface for them to taste.

*REGULAR-TIER characters have the same personalities, but different names. Change this name in each instance of the description to correspond with the specific name of whichever color SqwishLander is currently being used.



RARE: KAI THE SQWRAB

A socially awkward SqwishLander, **Kai** the Sqwrab likes to keep to himself and doesn't like to stand out in a crowd. He'd rather just blend in and not be noticed as he goes about doing his own business undetected.



ULTRA RARE: BUSY BOB THE SQWRAB

"Coming through, coming through," that's the sound of **Busy Bob** the Sqwrab asking the SqwishLanders to make way for him. He is always going somewhere important; always has to do something pronto. He barely has any free time but when he does, he spends it racing with **Leeroy** the Sqweahorse.



CRAZY RARE: SAL THE SQWRAB

Sal is just very whimsical! He likes to make weird noises and wave his claws back and forth for no reason. When he's around friends, he gets really excited and blows bubbles to keep the atmosphere fun and friendly!



SQWABBLE: RUSTY ROB THE SQWABBLE

With his trusty, crusty claws, **Rusty Rob** the Sqwabble is a master thief. As he quickly scurries through a crowd of SqwishLanders, he grabs onto their belongings and never lets go until he's made it away safely.



SQWISHLAND CHARACTERS, CONT.

Other Sea SqwishLanders

Regular, Rare, Ultra Rare, Crazy Rare, and Sqwabble versions available upon request.



ULTRA RARE: ASHTON THE SQWOWFISH

Ashton the Sqwowfish is a very adorable SqwishLander. He is very playful. When he is bored with swimming, he pretends to be a ball and will bounce up and down the sea floor. He likes eating so he will always stay in shape.

TYPE: BLOWFISH:



ULTRA RARE: CLAUDIA THE SQWAM

Claudia the Sqwam is very shy. She mostly stays in her shell reading books. It took some time, but when the other SqwishLanders befriended Claudia, she opened up and they discovered a friend they will treasure forever.

TYPE: CLAM



ULTRA RARE: TRISTAN THE SQWOWNFISH

Tristan the Sqwownfish has a lot of tricks up his sleeves. Tristan is a cunning SqwishLander who likes to share a lot of puns and jokes. You will surely drown in laughter when Tristan's around, as long as the joke's not on you.

TYPE: CLOWNFISH



ULTRA RARE: DAPHNE THE SQWOLPHIN

There is no dull moment with Daphne around. She loves exciting everyone with her gymnastic tricks and dancing. She is also very smart and always has a witty joke or an amusing story to tell. Together with her cousin Chuck the Sqworca, they make sure that everyone in SqwishLand is laughing their hearts out.

TYPE: DOLPHIN



Other Sea SqwishLanders

Regular, Rare, Ultra Rare, Crazy Rare, and Sqwabble versions available upon request.



ULTRA RARE: VINNY THE SQWOBBSTER

Vinny the Sqwobster is a very loyal friend. He is protective and is always ready to stand up to Sqwabblers who pester his friends. He is also true to his word and never breaks a promise.

He wants to visit the City someday, perhaps to get some pizza.

TYPE: LOBSTER



ULTRA RARE: CHUCK THE SQWORCA

His big size might be intimidating, but **Chuck** the Sqworca is a clown who loves telling jokes and amusing his friends. One is very lucky to have Chuck the Sqworca as a friend, no Sqwabble would dare mess with him.

TYPE: ORCA



ULTRA RARE: LEEROY THE SQWEAHORSE

Leeroy the Sqweahorse is an energetic little fellow. He is always running around the whole sea. He can be very hyperactive sometimes, but his fellow SqwishLanders found a good use for his speed and energy. He is very reliable in delivering letters for everyone who lives at sea.

TYPE: SEAHORSE



ULTRA RARE: ROSIE THE SQWALRUS

Rosie the Sqwalrus' favorite time of the day is tea time. She loves it when her friends join her for tea and lively chatter. To make tea time even more fun, she bakes mouth-watering cakes for her friends to enjoy.

TYPE: WALRUS



Sea SqWAvatars



SURFER



PIRATE



HULA GIRL



DIVER



DEEP DIVER





SQWISHLAND CHARACTERS, CONT.

Featured: Sqwanda

KYLE*



LYLE*



DYLE*



MYLE*



GYLE*



AREA: JUNGLE
TYPE: PANDA

REGULAR: KYLE* THE SQWANDA

Hiding among the shadows of the Jungle floor is **Kyle** the Sqwanda. While he enjoys the company of others, Kyle is simply very shy and it takes a long time before he opens up and is comfortable around others.

****REGULAR-TIER*** characters have the same personalities, but different names. Change this name in each instance of the description to correspond with the specific name of whichever color SqwishLander is currently being used.



RARE: ANNEE THE SQWANDA

Annee the Sqwanda is a very nurturing SqwishLander, always tending to those in need. She has a very strong personality and knows how to manage her time wisely in order to get around to everyone who needs her help when they need it.



ULTRA RARE: LAUGHING JANDA THE SQWANDA

Laughing Janda the Sqwanda is a soft and cute SqwishLander who dreams of becoming the funniest comedian in SqwishLand. SqwishLanders love hanging out with him and his best friend, Patricia the Sqwoala, because he never runs out of jokes to tell.



CRAZY RARE: RAINE THE SQWANDA

Raine the Sqwanda is a rather talented sketch artist and enjoys making caricatures of random passersby throughout the Jungle. Sometimes she will sell the doodles to make a little extra Sqwash, but she usually likes to collect them and use them as wall art.



SQWABBLE: JEERING KANDA THE SQWABBLE

As her name suggests, **Jeering Kanda** the Sqwabble has a very mean sense of humor. She makes jokes about everyone's appearances and laughs when she hurts someone's feelings.

SQWISHLAND CHARACTERS, CONT.



Featured: Sqwarrot

NANA*



DANA*



MANA*



TANA*



PANA*



AREA: JUNGLE
TYPE: PARROT

REGULAR: NANA* THE SQWARROT

Nana the Sqwarrot is highly impressionable and tends to copy other things that people say or do. It's actually impressive, that she is able to copy not only foreign languages, but can even mimic other SqwishLanders' skills like painting and playing instruments!

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RARE: LAURI THE SQWARROT

The musical **Lauri** the Sqwarrot is quite talented with musical instruments and singing songs. She can play a variety of horns, and her singing voice has a wide range of highs and lows, perfect for stage performances.



ULTRA RARE: MIGHTY FEATHERS THE SQWARROT

The true reigning King of the Jungle in SqwishLand, **Mighty Feathers** the Sqwarrot loves power and is not afraid to tell everyone who's the boss. No one makes a move in the Jungle without his permission. Not exactly his favorite trait, he often repeats himself.



CRAZY RARE: PARKER THE SQWARROT

Parker the Sqwarrot likes to make up stories to tell around the campfire. He's written epic stories of adventure and terrifying ghost stories, and hopes to become one of the more well-known SqwishLanders in all of SqwishLand.



SQWABBLE: SQWAWKING TALON THE SQWABBLE

Sqwawking Talon the Sqwabble is the head honcho of all Sqwabbles in the Jungle. He commands his legion of Sqwabbles to go out and ruin the fun of the other SqwishLanders.



Other Jungle SqwishLanders

Regular, Rare, Ultra Rare, Crazy Rare, and Sqwabble versions available upon request.



ULTRA RARE: TINY ELLE THE SQWELEPHANT

There's definitely nothing tiny about **Tiny Elle** the Sqwelephant. She is perhaps the only Sqwelephant who loves to climb trees in the Jungle. She locks herself away in a tree house because her mother, Elder Sandra the Sqwelephant, wants her to be the next Sqwitch Doctor someday.

TYPE: ELEPHANT



ULTRA RARE: JEFF THE SQWIRAFFE

When it comes to living it up, this guy was born with it. SqwishLanders and human kids alike ask for **Jeff** the Sqwiraffe's help whenever they can't reach something up too high. Anyone in need of help searching from a higher point of view could also rely on him. This helpful fellow is willing to lend a hand, or rather a neck, anytime.

TYPE: GIRAFFE



ULTRA RARE: SYDNEY THE SQWANGAROO

Sydney the Sqwangeroo can be seen full of life and hopping around the Jungle. He resides in the Jungle but he can never really be in just one place. He was once seen by Loud Moat the Sqwoat bouncing all the way over to the Farm. There is no stopping this fellow once he hops around in overdrive.

TYPE: KANGAROO



ULTRA RARE: PATRICIA THE SQWOALA

Patricia the Sqwoala is a calm and slow moving SqwishLander who likes to chew on eucalyptus leaves in the Jungle. She is not afraid of heights at all and is known to climb up the trees and sleep.

TYPE: KOALA



Other Jungle SqwishLanders

Regular, Rare, Ultra Rare, Crazy Rare, and Sqwabble versions available upon request.



ULTRA RARE: MARVIN THE SQWONKEY

Marvin the Sqwonkey can be pesky. Both **Patricia** the Sqwoala and **Laughing Janda** the Sqwanda would love to catch him one day and give him a good scolding. He is always sneaking up on them and tickling their noses when they are sleeping.

TYPE: MONKEY



ULTRA RARE: T-MAYAN THE SOWION

T-Mayan the Sqwion has a reputation that he just can't seem to play down. Everyone calls him the King of the Jungle but he really is just a regular SqwishLander. Though he is one tough SqwishLander, he doesn't like it when everyone thinks so highly of him.

TYPE: LION



ULTRA RARE: GREAT FLIPPO THE SQWIPPO

He may be huge but everyone in SqwishLand loves to hug the gentle and sweet **Great Flippo** the Sqwippo. With his huge size, his laugh can be heard all over SqwishLand. He loves to take a dip in the water and cool off from the heat.

TYPE: HIPPO



ULTRA RARE: ZEKE THE SQWEBRA

Sporting colors of black and white, much like the colors of race flags is **Zeke** the Sqwebra.

This fast SqwishLander is **Sydney** the Sqwangeroo's favorite race pal. There is no stopping the two SqwishLanders once the heat is on. Who wins alot? Well, let's just say Zeke has earned his stripes.

TYPE: ZEBRA



Jungle SqwAvatars



CAVEMAN



EXPLORER



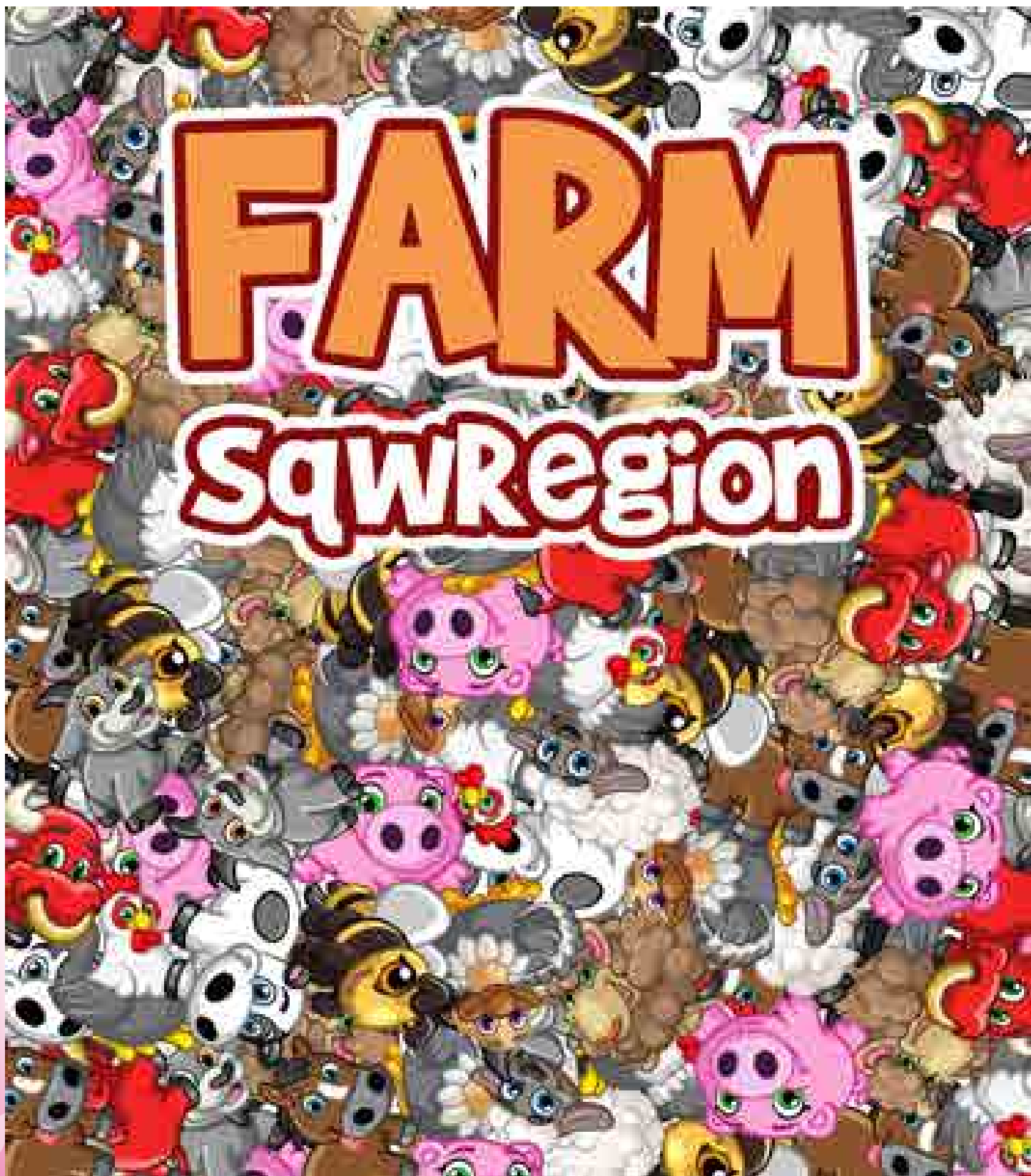
SOLDIER



TRIBAL CHIEF



CAVEWOMAN



FARM

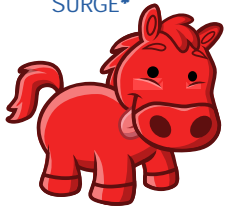
SqwRegion



SQWISHLAND CHARACTERS, CONT.

Featured: Sqworse

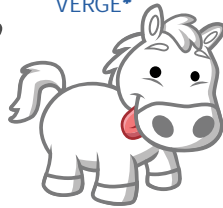
SURGE*



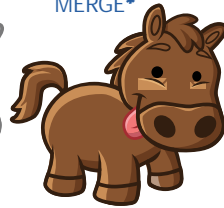
PURGE*



VERGE*



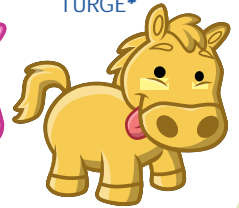
MERGE*



DERGE*



TURGE*



AREA: FARM
TYPE: HORSE

REGULAR: SURGE* THE SQWORSE

Surge the Sqworse loves to run laps around the track all day every day. Because of this, he has developed incredibly powerful leg muscles, and is usually known to win every race he competes in!

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RARE: OLIVER THE SQWORSE

Oliver the Sqworse likes to collect decorative coffee mugs to display in his SqwishHome. His assortment is so large, that he has to give up an entire wall of his kitchen just to showcase them all!



ULTRA RARE: GEORGE THE SQWORSE

George the Sqworse spends most of his time training for his marathons at the race track with his best friend and cousin, **Zeke** the Sqwebra. He holds the record as the fastest SqwishLander in all of SqwishLand. Some say that he has a shelf full of trophies and gold medals.



CRAZY RARE: INDRA THE SQWORSE

Indra the Sqworse enjoys playing with her plush dolls. Most of the time, she will take naps while completely covered in her plush pals - she says that is the only way she can ever get a full night's sleep!



SQWABBLE: GOUGE THE SQWABBLE

Gouge the Sqwabble is about as wild and crazy as Sqwabbles come. He jumps around all day and night, never running out of energy. Be careful around Gouge though, as his bucking bronco feet have been known to kick holes through walls.

SQWISHLAND CHARACTERS, CONT.



Featured: Sqwig

DORIS*



MORIS*



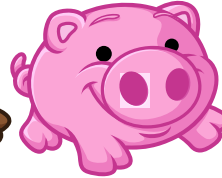
HORIS*



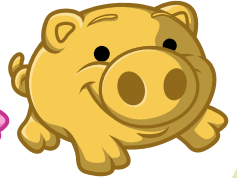
YORIS*



SORIS*



LORIS*



AREA: FARM
TYPE: PIG

REGULAR: DORIS* THE SQWIG

When there is an event going on in SqwishLand, you can count on **Doris** the Sqwig to help plan and organize all of the activities to make it fun! Doris has an excellent sense of adventure and knows just how to guarantee that everyone has a great time.

****REGULAR-TIER*** characters have the same personalities, but different names. Change this name in each instance of the description to correspond with the specific name of whichever color SqwishLander is currently being used.



RARE: PARKER THE SQWIG

Parker the Sqwig loves shoes and cupcakes! His favorite activity is baking tons of cupcakes with tiny little shoe decorations on top of each one. His unique creations always sell out at the SqwishLand bake sales.



ULTRA RARE: PINKY THE SQWIG

Who's bubbly and pink? **Pinky** the Sqwig of course! She is one of the most reliable and well trusted pals in SqwishLand. No wonder **Tiny Elle** the Sqwelephant loves to hang around with her.



CRAZY RARE: HENDRIX THE SQWIG

Hendrix the Sqwig likes to do arts and crafts with his fellow SqwishLanders. His favorite color is pink, and you can tell because all of the friendship bracelets and necklaces that he makes always have his signature shade of pink.



SQWABBLE: STINKY THE SQWABBLE

Stinky the Sqwabble got her name from the foul odor that seems to follow her everywhere. It's no surprise though, because she loves to roll in all of the mud and garbage that she can find.



Other Farm SqwishLanders

Regular, Rare, Ultra Rare, Crazy Rare, and Sqwabble versions available upon request.



ULTRA RARE: HUGO THE SQWOSTRICH

The well-mannered **Hugo** the Sqwostrich is a fine gentleman... er, SqwishLander. He loves to drink tea whether it is green tea, oolong tea, jasmine tea, milk tea, and so on. No wonder tea parties are his favorite. He even loves to serve tea during holidays.

TYPE: OSTRICH



ULTRA RARE: LLOYDIE THE SQWAMA

Quite an odd fellow, **Lloydie** the Sqwama is an introvert. He speaks softly and has trouble speaking in front of a crowd. He spends a lot of time alone. But once you pump up some music, he can totally bust some moves. He is SqwishLand's resident choreographer.

TYPE: LLAMA



ULTRA RARE: LOUD MOAT THE SQWOAT

Born with a hearing defect, he just can't help but speak so loud. He is always seen chewing on something. He loves to eat everything, but soda cans are his favorite. Whenever there's a gathering on the farm, **Loud Moat** the Sqwoat is never absent and is always the first one to show up because he knows that there will be lots of food.

TYPE: GOAT



ULTRA RARE: BILLY THE SQWOW

Like **Ted** the Sqwull, **Billy** the Sqwow is a strong SqwishLander as well. He also helps out in protecting human kids and other SqwishLanders from Sqwabbles. Just make sure he gets enough sustenance from grazing first.

TYPE: COW



Other Farm SqwishLanders

Regular, Rare, Ultra Rare, Crazy Rare, and Sqwabbe versions available upon request.



ULTRA RARE: BOOSTER THE SQWOOSTER

Ever the early riser, **Booster** the Sqwooster is SqwishLand's greatest announcer and informant. Expect that he will inform you of everything from the time of sunrise to the latest gossip in the SqwishLand City. But the juiciest bits of information have a price.

TYPE: ROOSTER



ULTRA RARE: TED THE SQWULL

He may be red, he may look mean, but **Ted** the Sqwull is a softie. No doubt that he is a friend to all SqwishLanders and human kids. He only unleashes all that strength onto annoying Sqwabbes.

TYPE: BULL



ULTRA RARE: NECTARINE THE SQWEE

So where do SqwishLanders get their supply of sweets? Only from **Nectarine** the Sqwee! Having a sweet tooth herself, Nectarine is the queen of sweets. She creates delectable treats adored by both SqwishLanders and kids alike. Praising and sweet talking her will make her very happy.

TYPE: BEE



ULTRA RARE: BEEP THE SQWEEP

Beep the Sqweep has the grooviest looking hairdo in SqwishLand. He refuses to get a haircut even if some call him a rebel. Once you get to know him, you'll find out that he is just a cuddly and sweet SqwishLander who likes hanging out with **Lloydie** the Sqwama.

TYPE: SHEEP



Farm SqWAvatars



SHEPHERD



SCARECROW



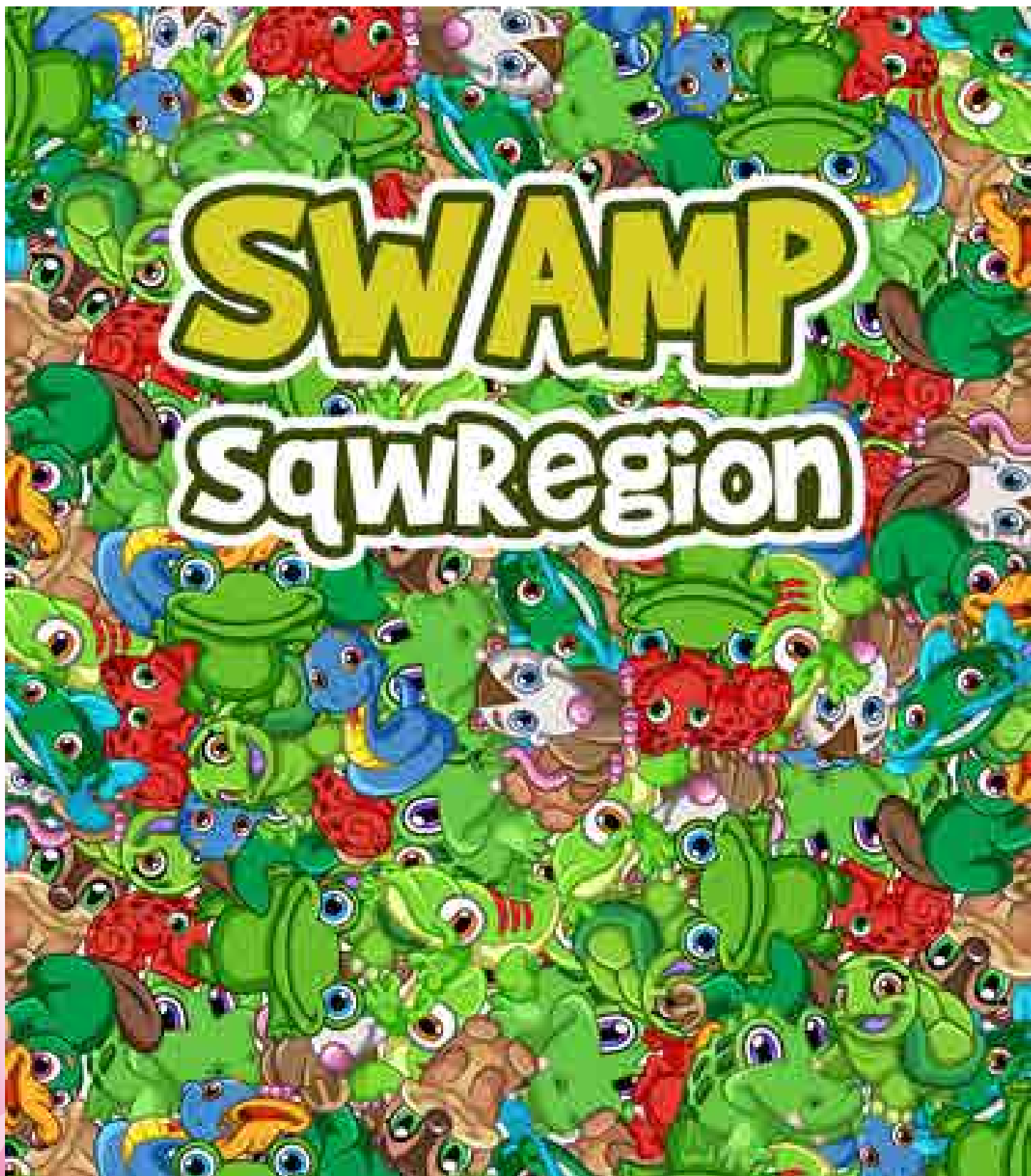
FARM BOY



COWGIRL



COWBOY



SWAMP

SqwRegion



SQWISHLAND CHARACTERS, CONT.

Featured: Sqwrog

LEESE*



MEESE*



VEESE*



REESE*



KEESE*



AREA: SWAMP
TYPE: FROG

REGULAR: LEESE* THE SQWROG

Together with her good friend **Dotto** the Sqwotter, **Leese** the Sqwrog absolutely loves to play in the mud along the banks of the Swamp. She is not afraid to get down and dirty, and actually enjoys it as she thinks it makes her look tough!

****REGULAR-TIER*** characters have the same personalities, but different names. Change this name in each instance of the description to correspond with the specific name of whichever color SqwishLander is currently being used.



RARE: DAX THE SQWROG

Dax the Sqwrog is full of awesome stories about his past adventures in SqwishLand. He never seems to run out of stories and can keep an audience entertained for hours on end.



ULTRA RARE: DOMDOM THE SQWROG

Domdom the Sqwrog is very curious. He loves asking questions about everything and there is always something he is wondering about. He enjoys gathering the SqwishLanders for debates and discussions to help him answer his questions. He might be the first philosopher of SqwishLand.



CRAZY RARE: GROG THE SQWROG

Grog the Sqwrog loves to play hop-scotch on the lilly pads in the Swamp. He's really good and only ever fell off once, but that was when a Sqwabble was being tricky so he doesn't like to count that one.



SQWABBLE: TOMTOM THE SQWROG

Tomtom the Sqwabble is very intelligent and dangerous. He is always one step ahead and is thought to be the mastermind behind a majority of Sqwabble attacks. He is also a master manipulator and enjoys misleading and playing tricks on others.

SQWISHLAND CHARACTERS, CONT.



Featured: Sqwalamander

VAREN*



KAREN*



MAREN*



LAREN*



DAREN*



AREA: SWAMP
TYPE: SALAMANDER

REGULAR: VAREN* THE SQWALAMANDER

Varen the Sqwalamander has the shifting abilities of a chameleon. He always likes to play pranks on his friends, pulling surprise hide-and-seek maneuvers and making it impossible for them to win!

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RARE: VICKY THE SQWALAMANDER

Vicky the Sqwalamander has a knack for knocking on nooks found gnarled into the bark of the Swamp trees. She is a very environmentally conscious SqwishLander and does everything she can to help recycle and keep the Swamp clean!



ULTRA RARE: ALEXANDER THE SQWALAMANDER

Alexander the Sqwalamander is very proud of his spots. He thinks they are a badge of honor and he would love to prove to others how brave he is. He will never back out from a quest nor reject a challenge.



CRAZY RARE: MANDY THE SQWALAMANDER

One of Mandy the Sqwalamander's responsibilities in the Swamp is to upkeep the mud slides and make the place more tourist-friendly. Without Mandy around, the Swamp would hardly have any visitors!



SQWABBLE: ELAXENDAR THE SQWABBLE

Using his excellent field of vision, Elaxendar the Sqwabble acts as a guard for the mysterious Sqwabble Kingdom, sounding an alarm if any SqwishLander comes too close.



Other Swamp SqwishLanders

Regular, Rare, Ultra Rare, Crazy Rare, and Sqwabble versions available upon request.



ULTRA RARE: PANCHO THE SQWATYPUS

Most think that **Pancho** is quite a weird SqwishLander. He doesn't mingle with the others and is just always hiding in the Swamp, working on his next great invention!

TYPE: PLATYPUS



ULTRA RARE: ESTER THE SQWOTTER

Ester the Sqwotter is really good at swimming. She can stay underwater for a really long time without coming up for air. She also loves sliding down the Mud Slide into the Swamp to make a big splash.

TYPE: OTTER



ULTRA RARE: EIDELWEISS THE SQWIZARD

When SqwishLanders have a problem, they go to **Eidelweiss** the Sqwizard for advice because he is very wise. **Domdom** the Sqwrog used to always ask him questions, but Eidelweiss is also very good at hiding.

TYPE: LIZARD



ULTRA RARE: MOZZZY THE SQWATFISH

Mozzy the Sqwatfish is confused. Sometimes he thinks he is a cat and wants to play with a ball of yarn, other times he feels like a fish and becomes afraid of cats. To solve his dilemma, his friends gave him a ball of yarn that he can play with under the water.

TYPE: CATFISH



Other Swamp SqwishLanders

Regular, Rare, Ultra Rare, Crazy Rare, and Sqwabble versions available upon request.



ULTRA RARE: VICTOR THE SQWALLIGATOR

Victor the Sqwalligator loves sunbathing. He plunks down on a rock and stays under the sun all day. He usually does not want to be disturbed.

TYPE: ALLIGATOR



ULTRA RARE: MICHELLE THE SQWURTLE

Michelle the Sqwurtle likes doing things slow. She hates rushing things because she believes that rushing only leads to mistakes.

TYPE: TURTLE



ULTRA RARE: BLAKE THE SQWAKE

If you want the latest news about the Swamp, then you better ask **Blake** the Sqwake. Because of his agile body, he can easily get to the center of the story. Whether it is from the ground or up a tree, Blake always has the best view of the events at the Swamp.

TYPE: SNAKE



ULTRA RARE: PERCY THE SQWOSSUM

Percy the Sqwossum is a multi-talented SqwishLander. At first you would not notice it because he shies away from the spotlight. This meek SqwishLander is a master artist and writes his own stories.

TYPE: POSSUM



SWAMP SqWAVatars



COUNTRY BOY



ALLIGATOR



SNAKE



COUNTRY GIRL



SWAMP THING



FOREST SqwRegion



SQWISHLAND CHARACTERS, CONT.

Featured: Sqwox

RAMA*



KAMA*



SAMA*



PAMA*



TAMA*



AREA: FOREST
TYPE: FOX

REGULAR: RAMA* THE SQWOX

Rama the Sqwox seems to be one of the luckiest SqwishLanders around - every once in a while, he will randomly receive an award in the mail for something he can barely even remember doing!

**REGULAR-TIER characters have the same personalities, but different names. Change this name in each instance of the description to correspond with the specific name of whichever color SqwishLander is currently being used.*



RARE: TYLER THE SQWOX

Tyler the Sqwox is a very tech-savvy SqwishLander who loves to create and play his own video games. He has big dreams of one day creating the most popular video game in all of SqwishLand!



ULTRA RARE: SLY STEVE THE SQWOX

If there's anyone in SqwishLand who can get away with anything, it's the ever so cunning Sly Steve the Sqwox. He loves to run around the Forest and display his silky red hair that glows when the sunlight hits it.



CRAZY RARE: PEARL THE SQWOX

Pearl the Sqwox sure does love her sweets! She spends all day making candies, treats, and other sweets! She always seems to have a fresh batch of salt-water taffy nearby. She enjoys leaving little candies around the Sea to surprise strangers and give them a reason to smile!



SQWABBLE: SLICK SAM THE SQWABBLE

A crafty critter, Slick Sam the Sqwabble could sell salt to a snail. He has such a cunning way with words that he can make any deal sound good, tricking SqwishLanders into trading their life savings for a bottle cap.

SQWISHLAND CHARACTERS, CONT.



Featured: Sqwowl

JEEVES*



REEVES*



WEEVES*



HEEVES*



BEEVES*



AREA: FOREST
TYPE: OWL

REGULAR: JEEVES* THE SQWOWL

Jeeves the Sqwowl is a notoriously picky eater. It's rumored that when nobody is around, he will sort through every single grain of food and only eat the ones he likes best.

**REGULAR-TIER characters have the same personalities, but different names. Change this name in each instance of the description to correspond with the specific name of whichever color SqwishLander is currently being used.*



RARE: JOSH THE SQWOWL

Josh the Sqwowl is a very knowledgeable SqwishLander, keeping up to date on all the recent technological advances in SqwishLand. He is a master programmer, and frequently works with **Ned** the Sqwineapig to create new software!



ULTRA RARE: WILLIAM THE SQWOWL

If it is advice you seek, then allow **William** the Sqwowl to speak. An old resident of SqwishLand, William knows almost everything about SqwishLand. Only he knows about the real truth behind the creation of SqwishLand.



CRAZY RARE: CUALLI THE SQWOWL

Cualli the Sqwowl likes to learn about random trivia. In the middle of conversation, he always has something interesting to talk about since he has such a huge library of information tucked away.



SQWABBLE: BILLIAM THE SQWABBLE

Billiam the Sqwabble is extremely forgetful, and always asks "Whooo are you?" It's probably best not to tell him though, as he often brings up names that he randomly remembers and spreads nasty rumors about them for no reason at all.



Other Forest SqwishLanders

Regular, Rare, Ultra Rare, Crazy Rare, and Sqwabble versions available upon request.



ULTRA RARE: HUNTER THE SQWEAR

Hunter the Sqwear may be cute and cuddly, but his strength is almost on a par with **Ted** the Sqwull. He has a very sweet tooth. He is **Nectarine** the Sqwee's most loyal customer. Once, Sqwabbles wreaked havoc upon all of Nectarine's sweet creations. Hunter's rage upon the Sqwabbles on that day is considered one of the most legendary events in all of SqwishLand.

TYPE: BEAR



ULTRA RARE: BOLD BAGWIS THE SQWEAGLE

Acting like the protector of SqwishLand, **Bold Bagwis** the Sqweagle soars high above SqwishLand armed with his sharp eyes and clear mind. He is always looking out for SqwishLanders and the humans to keep them safe from the Sqwabbles.

TYPE: EAGLE



ULTRA RARE: NUTTY THE SQWIRREL

A chatty SqwishLander, **Nutty** the Sqwirrel is literally the "talk" of the town. This energetic chatterbox hosts SqwishLand's radio show. He is also the lead commentator during SqwishLand's fun races.

TYPE: SQUIRREL



ULTRA RARE: FLORA THE SQWUNK

A friend to all, **Flora** the Sqwunk is loved by everybody. She is fun to be around. Her laughter is infectious. Only Sqwabbles are afraid of her because only Sqwabbles know what it's like when she's mad.

TYPE: SKUNK



Other Forest SqwishLanders

Regular, Rare, Ultra Rare, Crazy Rare, and Sqwabble versions available upon request.



ULTRA RARE: RUSTY THE SQWACCOON

You won't see much of **Rusty** the Sqwaccoon because he loves to sleep in the day; but he is very much alive and kicking at night. He loves to climb the tall trees in the Forest when everyone is fast asleep.

TYPE: RACCOON



ULTRA RARE: FLUFFY KELLI THE SQWABBIT

When she's not hopping around the Forest, **Fluffy Kelli** the Sqwabbit can be seen playing with **Michelle** the Sqwurtle in the Swamp. She is not much of a swimmer, but when they're on dry land, she's always the first one to get to their destination.

TYPE: RABBIT



ULTRA RARE: FERGUS THE SQWEER

Fergus the Sqweeer is a dreamer. He likes to spend time reading fairy tales and writing poetry. Even if he already lives in an ethereal and inspiring place, which is the SqwishLand Forest, Fergus daydreams about going to the world where the human kids came from. There are so many things he wants to know and see.

TYPE: DEER



ULTRA RARE: COOPER THE SQWEAVER

Cooper the Sqweaver built most of the buildings that you can see in SqwishLand. He dreams of someday becoming an architect with his own architecture firm and design the tallest skyscraper in SqwishLand.

TYPE: BEAVER



Forest SqWAvatars



PILGRIM
GIRL



ARCHER



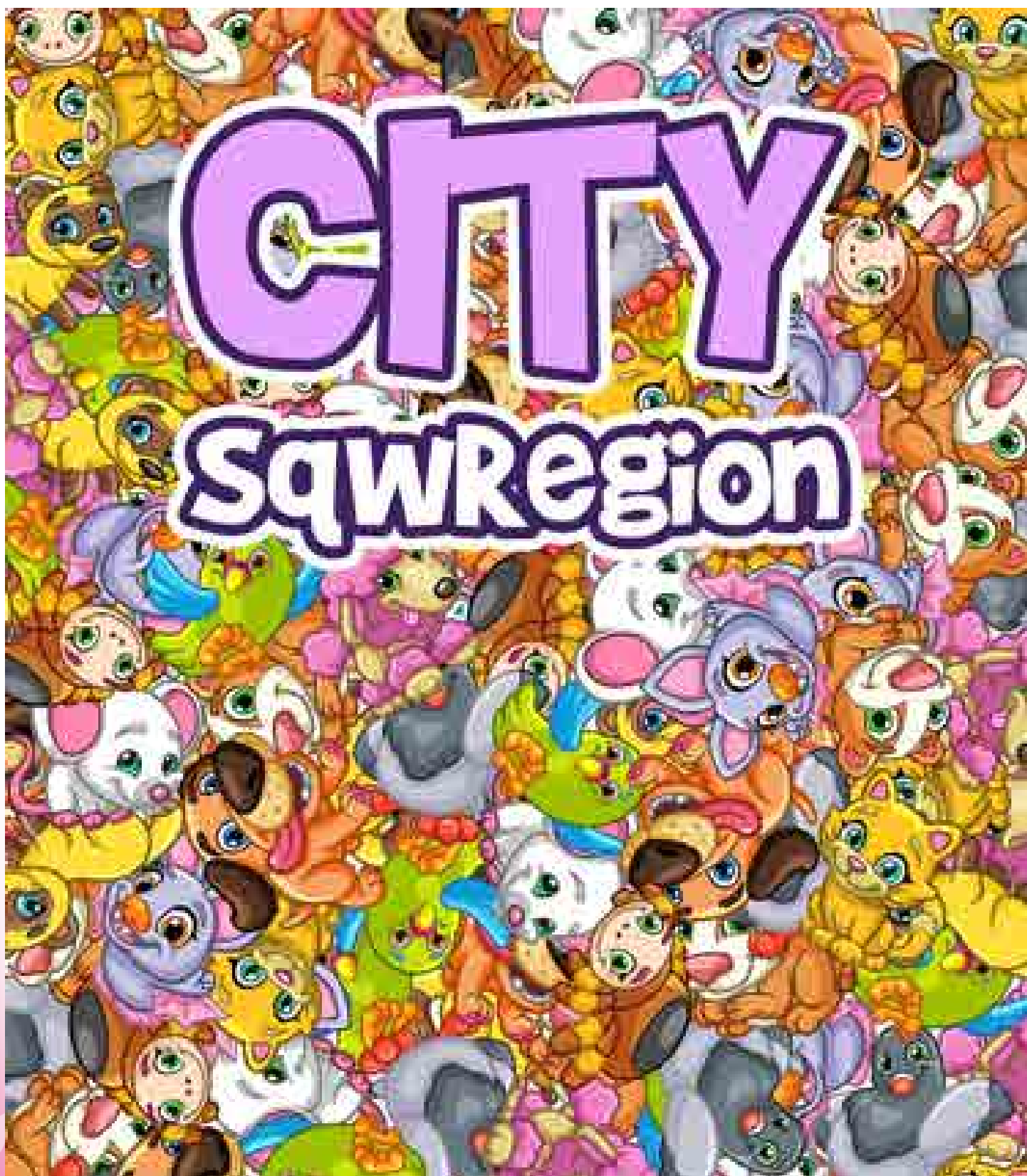
PILGRIM
BOY



FAIRY



HIKER





SQWISHLAND CHARACTERS, CONT.

Featured: SqwaBat

DRAD*



VLAD*



WRAD*



SCAD*



PLAD*



BRAD*



AREA: CITY
TYPE: BAT

REGULAR: VLAD* THE SQWABAT

Vlad the Sqwabat loves to re-enact scenes from classic monster movies. His favorite monster of all is the mummy, but he also has a soft spot for werewolves. He has a collection of monster figurines on display in his room.

*REGULAR-TIER characters have the same personalities, but different names. Change this name in each instance of the description to correspond with the specific name of whichever color SqwishLander is currently being used.



RARE: MALEK THE SQWABAT

Malek the Sqwabat is a very mysterious critter who likes to keep to himself. He secretly has a heart of gold, but always acts as a strong and commanding leader around his buddies



ULTRA RARE: LUNA THE SQWABAT

Unlike others of her kind, **Luna** the Sqwabat doesn't hide in dark caves. Her eyes are well adjusted to the light so she freely roams around the City in SqwishLand, enjoying the colorful flashing lights.



CRAZY RARE: WAYNE THE SQWABAT

Every once in a while, **Wayne** the Sqwabat will come around and take a random survey of the various City SqwishLander's well-being and habits. He helps maintain order in the City by making sure that everyone is getting along just fine, and will help out when he can to get things back in order.



SQWABBLE: SOLA THE SQWABBLE

Sola the Sqwabble cannot stand any kind of light whatsoever, and wishes to live in a world covered in darkness. Working with **Timmy** and **Cruella** the Sqwabbles at night, she vandalizes the City by breaking as many lights as she can.

SQWISHLAND CHARACTERS, CONT.



Featured: Sqwarantula

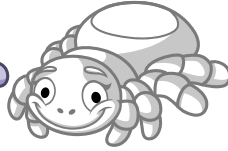
KASHA*



VASHA*



TASHA*



NASHA*



FASHA*



LASHA*



AREA: CITY
TYPE: TARANTULA

REGULAR: KASHA* THE SQWARANTULA

Kasha the Sqwarantula likes to relax in the alleys of the City, often stringing up various nests to call home in the skylights between various apartments. If you look up in an alley and see something, try not to be alarmed!

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RARE: OCTO THE SQWARANTULA

Octo the Sqwarantula is one helpful fellow and seems to have a real talent for construction work. He helped the SqwAvatars create the City SqwRegion, by helping lay the foundation by stomping the ground flat.



ULTRA RARE: STELLA THE SQWARANTULA

Stella the Sqwarantula loves to shop, especially for shoes. Her eight feet are always decked in the cutest shoes in SqwishLand. She always hangs out at the mall to scrounge for the latest finds. Stella believes that her trips to the mall will prepare her for her ultimate goal – to run a marathon.



CRAZY RARE: WEBSTER THE SQWARANTULA

Webster the Sqwarantula is a hard working SqwishLander who holds multiple jobs at once. He makes deliveries, sells food, builds things, helps clean up, pretty much anything that you can think of!



SQWABBLE: CRUELLA THE SQWARANTULA

With a greedy grin across her face, **Cruella** the Sqwabble has “sticky fingers” and uses her webs to snatch just about anything from the stores around the City. She keeps her stolen items wrapped up in a huge web where no one can reach.



SQWISHLAND CHARACTERS, CONT.

Other city SqwishLanders

Regular, Rare, Ultra Rare, Crazy Rare, and Sqwabble versions available upon request.



ULTRA RARE: TIFFANY THE SQWOODLE

Tiffany the Sqwoodle loves to get pampered at the parlor and keep her hair and nails looking perfect. Not only is she beautiful, she also possesses a great deal of intelligence. No wonder she won the title of Miss SqwishLand in the pageant hosted by **Leeroy** the Sqweahorse!

TYPE: POODLE



ULTRA RARE: ELIJAH THE SQWIGEON

Elijah the Sqwigeon is a worry wart. He memorizes safety precautions and wears protective gear all the time. Some say he is building a panic room somewhere.

TYPE: PIGEON



ULTRA RARE: LESLIE THE SQWAT

Leslie the Sqwat is adored by the humans because of her irresistible cuteness. Surprisingly, she has developed an odd friendship with **Rex** the Swog. She likes it when she can show off to the humans by just purring or playing with a ball of yarn.

TYPE: CAT



ULTRA RARE: HENRY THE SQWARAKEET

Henry the Sqwarakeet is a bit of a drama king. He loves acting, and is into theater and cinema. He stars in and directs many plays and movies in SqwishLand. His works are appreciated and admired by many SqwishLanders.

TYPE: PARAKEET



Other city SqwishLanders

Regular, Rare, Ultra Rare, Crazy Rare, and Sqwabble versions available upon request.



ULTRA RARE: JIMMY THE SQWOUSE

Jimmy the Sqwouse may be small but he can run as fast as the wind. He always outruns **Leslie** the Sqwat whenever she chases him during his strolls in the City. Someday he would like to move to the Farm where he can eat more of his favorite cheese.

TYPE: MOUSE



ULTRA RARE: NED THE SQWINEAPIG

This techie SqwishLander goes nuts when it comes to the latest in technology. A self confessed geek, **Ned** the Sqwineapig loves tinkering and playing around with computers and gadgets. He is the one to rely on for any technology related issues.

TYPE: GUINEAPIG



ULTRA RARE: REX THE SQWOG

Rex the Sqwog can do any kind of trick that you can think of. He is every human's best friend. He frequents the City with his good pal, **Leslie** the Sqwat, and enjoys running around with the rest of the SqwishLand gang.

TYPE: DOG



ULTRA RARE: ELSA THE SQWERRET

Pretty, witty, and charming, **Elsa** the Sqwerret has captured a lot of hearts and attention. Gifted with charisma, Elsa can persuade even Sqwabbles. Some think her persuasiveness can be pretty scary.

TYPE: FERRET



City SqWAvatars



TOURIST



ROCKSTAR
GIRL



POLICE
WOMAN



ROCKSTAR
BOY



B-BOY



POLAR

SqwRegion



SQWISHLAND CHARACTERS, CONT.

Featured: Sqwolverine

NIEL*



PIEL*



CIEL*



MIEL*



DIEL*



RIEL*



AREA: POLAR
TYPE: WOLVERINE

REGULAR: RIEL* THE SQWOLVERINE

Riel the Sqwolverine has a bad habit of chewing on things. Anything he can find nearby, he will simply gnaw away until there's nothing left! He's lost a lot of pencils because of that habit.

**REGULAR-TIER' characters have the same personalities, but different names. Change this name in each instance of the description to correspond with the specific name of whichever color SqwishLander is currently being used.



RARE: TROY THE SQWOLVERINE

One of the most radical SqwishLanders around is **Troy** the Sqwolverine. He loves to practice any awesome skills, like playing the guitar - but sometimes his claws make that a bit difficult!



ULTRA RARE: TOUGH OTTO THE SQWOLVERINE

Tough Otto loves karate. One of his favorite things to do is to slice wooden boards in half with his Kung Fu claws! He teaches a self defense class every afternoon, so that the SqwishLanders can protect themselves from the evil Sqwabblers.



CRAZY RARE: LOGAN THE SQWOLVERINE

Logan the Sqwolverine is one of SqwishLand's most popular action movie stars! Whenever he is not acting on stage, he is relaxing in a cabin, sipping hot cocoa in front of a fireplace.



SQWABBLE: BUFF NOTTO THE SQWABBLE

Buff Notto is one tough cookie - using his super sharp claws and incredible strength, he can slice through just about anything! It's rumored that he is responsible for the lack of trees in the Polar SqwRegion, as he chopped most of them down!

SQWISHLAND CHARACTERS, CONT.



Featured: Sqwram

HAL*



VAL*



CAL*



TAL*



PAL*



SAL*



AREA: POLAR
TYPE: RAM

REGULAR: SAL* THE SQWRAM

Sal the Sqwram likes to polish his horns regularly so they're super shiny! They are his pride and joy, and he loves to show them off to all his SqwishLand buddies.

*REGULAR-TIER' characters have the same personalities, but different names. Change this name in each instance of the description to correspond with the specific name of whichever color SqwishLander is currently being used.



RARE: SKYLAR THE SQWRAM

Skylar the Sqwram has big dreams of one day climbing the highest mountain in all of SqwishLand! There, she hopes to touch the clouds and make a nice SqwishHome in the sky.



ULTRA RARE: DYLAN THE SQWRAM

Dylan is a rambunctious friend who loves to wrestle. It's all in good fun, and he only wrestles with other SqwishLanders who enjoy to as well. He also loves to pretend he's a famous stuntman. He climbs up to high places and jumps off for fun. Luckily his SqwAvatar protects him from harm!



CRAZY RARE: LAZY LAMAR THE SQWRAM

Not one for loud noises or flashy parties, Lazy Lamar the Sqwram would rather find a nice empty cave to spend his day wandering around and exploring its secrets. Several times, he's discovered the cave paintings of a long lost ancient civilization... who knows what more stories he will discover!



SQWABBLE: VYLAN THE SQWABBLE

Vylan the Sqwabble is very skilled at climbing mountainsides. He will then use his powerful horns to headbutt a hole into the cliffside, creating caves. However, this seismic activity sometimes causes avalanches to fall on other hikers!



Other Polar SqwishLanders

Regular, Rare, Ultra Rare, Crazy Rare, and Sqwabble versions available upon request.



ULTRA RARE: PAMELA THE SQWENGUIN

Pamela the Sqwenguin loves to cuddle! It doesn't matter whether she's known you for years, or you have just met, she is generous with her hugs and smiles. Pamela is known for helping keep visiting Sqwishlanders warm on their visits to her snowy home.

TYPE: PENGUIN



ULTRA RARE: CARL THE SQWARWHAL

Carl may look a bit strange with his big horn, but he's about the friendliest guy you'll ever meet. Years ago, he was given a knighthood by **Mighty Feathers** the Sqwarrot for his exceptional bravery in a battle against the Sqwabbles. He still roams the waters, protecting fellow Sqwishlanders.

TYPE: NARWHAL



ULTRA RARE: HAPPY HAGAR THE SQWOOSE

Happy Hagar is not a fast fellow. He bumbles about at his own pace. Happy Hagar is never in a hurry and always willing to lend a hand to any Sqwishlander in need. His strength comes in particularly handy at times, especially when building homes for others.

TYPE: MOOSE



ULTRA RARE: ABBEY THE SNOWY SQWOWL

Abbey is the ultimate encourager! She spends most of her time flying around and giving compliments to all the Sqwishlanders she sees. She also helps **Vanessa** the Snow Sqwox feel safe and encourages her to meet new friends.

TYPE: SNOWY OWL



Other Polar SqwishLanders

Regular, Rare, Ultra Rare, Crazy Rare, and Sqwabble versions available upon request.



ULTRA RARE: VANESSA THE SNOW SQWOX

Vanessa is quite a shy little Snow Sqwox. If someone new comes along, she usually hides in the snow until she is sure that it's safe. It might take her a while to warm up to a new Sqwishlander, but once she does, she is about the best friend one could ever ask for.

TYPE: SNOW FOX



ULTRA RARE: SQUEAKER THE SQWUFFIN

Squeaker got his name from the sound of his voice. He's a chatty friend, who always has a lot to say. Most things excite him, and so he has many, many interests. He loves to have fun playing whatever his friends enjoy, whether that be singing, running, telling jokes, or dancing.

TYPE: PUFFIN



ULTRA RARE: DASHY THE SQWREINDEER

The son of Dasher, little **Dashy** has a lot to live up to. He wants to be just like his Dad and one day help pull Santa's sleigh. And like Santa, Dashy loves to give special gifts to all his friends. If it's your birthday, you can be sure that Dashy will give you one amazing gift!

TYPE: REINDEER



ULTRA RARE: PACO THE POLAR BEAR

Paco's best friend is **Hunter** the Sqwear. These two love to roam about the SqwishLand, swimming in rivers together and relaxing on the banks afterwards. Paco is always good at giving smart advice to his friends, although he won't share it unless you ask.

TYPE: POLAR BEAR



Polar SqWAVatars



YETI BOY



ICE FISHER GIRL



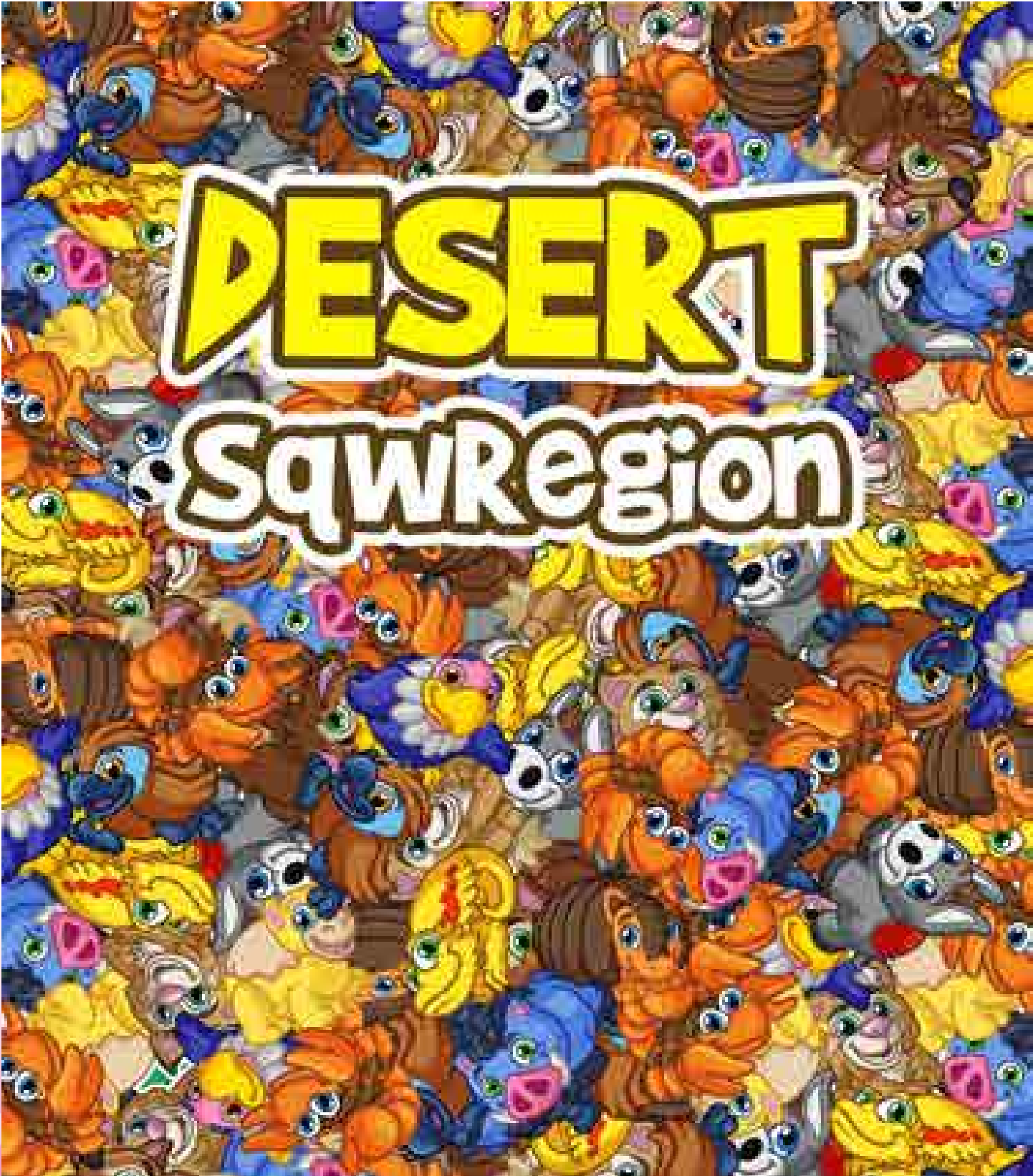
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TBA



TBA





SQWISHLAND CHARACTERS, CONT.

Featured: Sqwoyote

JULA*



RULA*



DULA*



LULA*



KULA*



MULA*



AREA: DESERT
TYPE: COYOTE

REGULAR: MULA* THE SQWOYOTE

Mula the Sqwoyote loves to hang out with her siblings and go swimming at the oasis! Altogether, they are the perfect example of friendship and family togetherness!

**REGULAR-TIER* characters have the same personalities, but different names. Change this name in each instance of the description to correspond with the specific name of whichever color SqwishLander is currently being used.



RARE: WIXIE THE SQWOYOTE

Wixie the Sqwoyote is one of the most talented singers in all of SqwishLand. Her enchanting howls can be heard all across the Desert. It is said that her voice can even calm a raging Sqwabble!



ULTRA RARE: HOWLING HUCK THE SQWOYOTE

Howling Huck absolutely loves to sing! He doesn't need a stage, he is perfectly content to sing anywhere and everywhere. Huck has an amazing voice and brings a lot of happiness to his friends by writing songs about them.



CRAZY RARE: GIBSON THE SQWOYOTE

Gibson the Sqwoyote loves to go jogging around the ancient Sqwiramids as part of his morning workout routine. He loves exercise and being physically active. Because of this, he is one of the most fit and healthy SqwishLanders in the Desert!



SQWABBLE: PROWLING PUCK THE SQWOYOTE

Prowling Puck the Sqwabble has a very strange habit of becoming extremely angry whenever she sees a full moon. Whenever this happens, she will usually run wild through the City and knock over as many trash cans as she can find... she's a very odd Sqwabble, to say the least.



Featured: Sqwavelina

ORINA*



ARINA*



ERINA*



IRINA*



URINA*



YRINA*



AREA: DESERT
TYPE: JAVELINA

REGULAR: YRINA* THE SQWAVELINA

Yrina the Sqwavelina likes to dig in the sandy ground of the Desert, and sniff out buried treasure. Because of her, there have been a ton of ancient artifact discoveries!

**REGULAR-TIER* characters have the same personalities, but different names. Change this name in each instance of the description to correspond with the specific name of whichever color SqwishLander is currently being used.



RARE: BUMPA THE SQWAVELINA

Bumpa is a carefree SqwishLander without a worry in the world! He likes to relax at the oasis and chow down on food all day long. He is a great friend to hang out with if you're having a stressful day!



ULTRA RARE: HECTOR THE SQWAVELINA

Hector loves visiting the other places around SqwishLand. The tough part though, is that he is allergic to many things outside of the desert. SqwishLanders have to be careful when he has a sneezing fit, otherwise they might just get blown away into another Sqwregion!



CRAZY RARE: HAMLET THE SQWAVELINA

Quite a distinguished theatrical performer, **Hamlet** the Sqwavelina just loves recreating popular scenes from human plays. It is said that he even changed his name to represent his favorite Shakespearean play!



SQWABBLE: BECTOR THE SQWABBLE

Whenever he hears a loud noise, **Bector** the Sqwabble will charge recklessly in any direction, trampling anything in his path. Honestly, he doesn't mean to, but he gets startled very easily and can't help himself sometimes.



Other Desert SqwishLanders

Regular, Rare, Ultra Rare, Crazy Rare, and Sqwabble versions available upon request.



ULTRA RARE: KIPP THE SQWOBCAT

Kipp is the cool guy on campus. He is great at sports and makes friends easily. Usually called upon to be the team leader, Kipp knows how to bring out the best in everyone around him.

TYPE: BOBCAT



ULTRA RARE: JABBAR THE BEARDED SQWRAGON

Jabbar is one of the only SqwishLanders who isn't squeamish around **Stella** the Sqwarantula or **Pinchy Pierre** the Sqworpion. He loves to hide with them and jump out to try and scare the other SqwishLanders, for a laugh. Some say his favorite word is "Boo!"

TYPE: BEARDED DRAGON



ULTRA RARE: DOOLEY THE SQWAMEL

Dooley may not be the smartest SqwishLander in the Desert, but he sure loves to be helpful! Everyone loves his enthusiasm, but it can get frustrating when Dooley's clumsiness causes them to have to restart their projects. It's best to give Dooley the job of making sure everyone is

TYPE: CAMEL



ULTRA RARE: SHY SARA THE SQWARMADILLO

Shy Sara wishes she was more outgoing. She stays behind the scenes and spends time writing plays and painting the background scenery for them. She has a lot of creative ideas, but is content letting **Henry** the Sqwara-keet take center stage, since he enjoys the spotlight.

TYPE: ARMADILLO



Other Desert SqwishLanders

Regular, Rare, Ultra Rare, Crazy Rare, and Sqwabble versions available upon request.



ULTRA RARE: ALFRED THE SQWULTURE

Alfred the Sqwulture makes an excellent party host. His passion is serving others and making sure everyone is having a good time. It also helps that he is a superb chef and can make some amazing little snacks!

TYPE: VULTURE



ULTRA RARE: BANJI THE SQWADONKEY

Banji enjoys galloping around the desert. He definitely loves the heat! The hotter the day, the happier he is. He is the resident tour guide around the hottest parts of SqwishLand. And if you get tired, just hop on his back and he will gladly carry you the rest of the way.

TYPE: DONKEY



ULTRA RARE: PINCHY PIERRE THE SQWORPION

Pinchy Pierre is quite the mechanic. He is great at tightening nuts and bolts with his pincers. He never gives up on a challenging project. He will tinker around with a broken machine until he finds a way to fix it.

TYPE: SCORPION



ULTRA RARE: SPEEDY TAARIQ THE SQWROADRUNNER

Speedy Taariq zips around wherever he goes. He never walks anywhere, he runs! One of his favorite memories is the time he beat **Zeke** the Sqwebra and **George** the Sqworse at the race track. He's been talking about that race ever since. Maybe it's time for a rematch?

TYPE: ROADRUNNER



Desert SqwAvatars



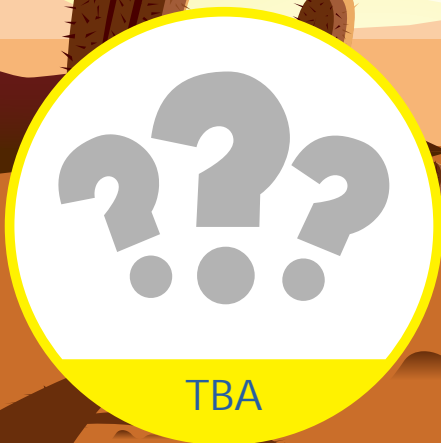
PHARAOH
GIRL



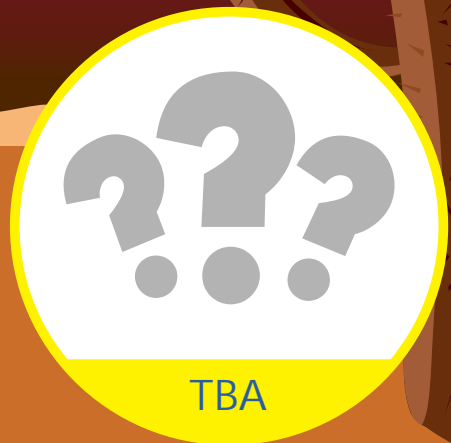
MUMMY
BOY



TBA



TBA



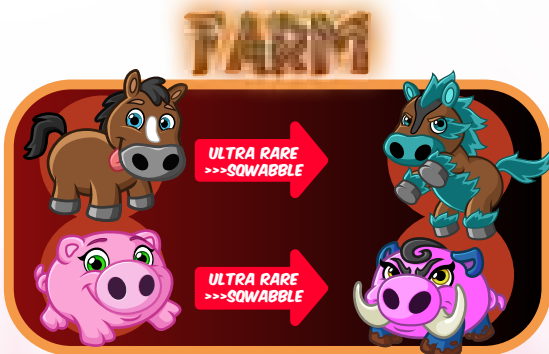
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SQWISHLAND CHARACTERS, CONT.



ADDITIONAL CHARACTER POSES/STYLES

You may request an additional pose (or poses) for a specific SqwishLander, for a project you are working on. The time for development of the characters will be billed to you. Please contact (licensing@SqwishLand.com) with your request.





SQWISHLAND CHARACTERS, CONT.

official use and examples of use



Here I am again! I just wanted to emphasize that the SquishLanders and SqwAvatars you have seen on the previous pages are the only images approved for use in any print, web, or general use. No other representations of the characters are allowed. Below are a few examples of use:

Character "Dos"



-Using characters individually on packaging and ads.



-Using characters in a small group or cluster.



-Adding a thin white outline is okay sometimes. Don't overdo it or use odd colors.



Illegal use of characters



It's your favorite lobster, Vinny! Let me show you a few examples of illegal use of the characters:

Character "Don'ts"



-Don't squash, stretch, or distort the characters. Ouch!



-Don't use transparencies on the characters. We aren't ghosts!



-Don't recolor the characters. We like our standard colors, thank you very much!




-Don't overlap the characters in a way that obstructs them. No dogpiles please!




-Don't change/edit the art files. The Squish-Landers aren't in need of any plastic surgery!



-Here's an example of the approved use of the original pig for comparison.

 -No unauthorized use of characters within the logo.

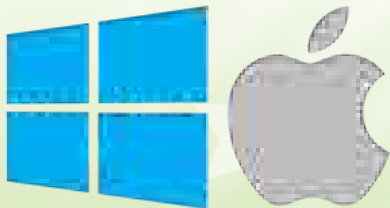
 -No derivative works. And no illustrating of your own poses. Please make a request if you need us to illustrate an additional pose for you.



THE DIGITAL WORLD OF SQWISHLAND

When worlds collide!

SqwishLand isn't JUST a line of cute collectible toys - there is an entire world in which these little critters can come to life and play! When customers purchase SqwishLand toys, they will ALWAYS receive a free game code to be redeemed at SqwishLand.com, or the SqwishLand Connect App. This code generally grants buyers points in the digital world, to use toward buying pets, food for pets, or custom gear for their characters!



THE DIGITAL WORLD OF SQWISHLAND, CONT.



The True value of SqwishCodes

Each unique One-Time-Use SqwishCode gives our customers the ability to grow their online profile by collecting more pets and making it easier to take care of them, as well as making customizing their profiles that much more engaging!



While the open - enter - win model is a proven success, we still believe it can be taken a step further by allowing licensees to include promotional ads or coupons as a reward for entering SqwishCodes. If interested in this program, please contact (licensing@SqwishLand.com) with your request.

Enter a SqwishCode into SqwishLand.com or SqwishLand Connect! For this demonstration, we will use Connect.

GAME CODE WITH EVERY TOY!

All SqwishCodes not only reward for Sqwish (in-game currency)

Tons of prizes users receive!

SqwishLanders!

Sqwavatars!

Resources!

Licensing!

Coupons, Commercials, Custom Promotional, and more!



THE DIGITAL WORLD OF SQWISHLAND, CONT.

A Safe Social Platform for Kids



SqwishLand is a MMO Game that plays on PC/Mac, tablets, and smart phones using Android and Apple operating systems. SqwishLand uses a virtual world containing a range of online mini games and “level up” challenges. The game was developed around the popular collectable figurines sold in retail stores and vending machines across the United States. Using the animal figurines as the companion characters (SqwishLanders), players can chat, play minigames, and participate in community activities with one another using their individual Avatar (SqwAvatars).

SqwishLand.com went live to the public on July 1st 2010; the game was immediately set apart from other virtual worlds with an already established physical toy tie-in. Each toy comes packaged with a SqwishCode that kids can redeem in order to add Sqwash (SqwishCash) to their SqwishLand game account.

SqwishLand is a 2D world with a 3D isometric look and feel. SqwishLand is made up of 6 regions, City, Swamp, Farm, Forest, Jungle, and Sea- each containing several related theme rooms. Children explore through secret doorways using arrows that lead them around the different regions of SqwishLand. Depending on the room, players will find mini games to play and/or a quest to follow.

Children's Online Privacy Protection

Parents and retailers alike can rest easy, knowing SqwishLand.com is a safe environment for kids to play. Sqwish World, LLC Follows and complies with the current COPPA standards. Additionally Sqwish World, LLC is TRUSTe Certified.



Game Areas/SqwRegions

Currently, the SqwishLand game is divided into 6 Areas, or what we like to call SqwRegions. Each SqwRegion has a different theme or environment. Children love exploring the vast landscapes of each SqwRegion. The 6 SqwRegions include: Sea, Farm, Jungle, Swamp, Forest, & City.

Sea



Hi! I'm Busy Bob the Sqwrab. Let me tell you a little bit about my home turf, the SqwishLand Sea. The Sea SqwRegion is all about underwater. You can start by exploring

the beach, then head underwater and visit my fellow Sea SqwishLanders. And I'll tell you a secret- there's even an old shipwreck to discover. And for the really adventurous, sink down into "The Deep!"



(Sea-BeachConnector.jpg)



(Sea-CoralPalaceEntrance.jpg)

Farm



Why hello there! I'm Billy the Sqwow. If you are looking for a rootin' tootin' good time, then you should come by the SqwishLand Farm. The Farm SqwRegion is the best place for a

nice, home-cooked meal, or a lazy day in the mud puddle. We have off-road racing by the windmill, and a beautiful barn to explore. And I'll tell you what, me and my fellow Farm SqwishLanders are about the friendliest folks you'll ever meet!



(Farm-Sqwindmill.jpg)



(Farm-TaoBarn.jpg)

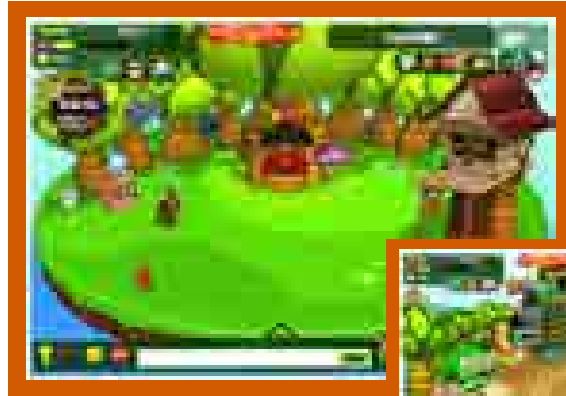


Jungle



Good to see you, I'm Laughing Janda the Sqwanda. In my opinion, the SqwishLand Jungle is the place to go if you want to have a good time. The Jungle SqwRegion is known

for its tropical atmosphere and colorful characters. There's a mysterious Mayan temple to explore, or you can visit our king, Mighty Feathers the Sqwarrot. And be sure to catch my stand up act at the Comedy Room!



(Jungle-Sqwungle.jpg)



(Jungle-MayanTemple.jpg)

City

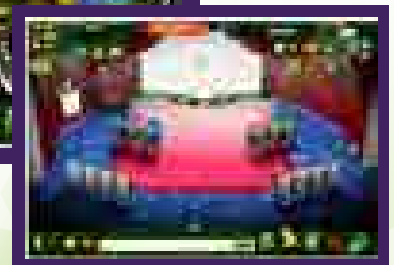


Hey there my friend! The name's Tiffany the Sqwoodle. If you have an eye for style and glamor, drop by the SqwishLand City. The City SqwRegion has it all! I love to

get pampered, and when I'm ready, I can enjoy the nightlife with all the bright lights, or head to the Cinema to catch a flick, and if I'm feeling real adventurous, I can stop by the Card Shop. This upscale city is my preference over those silly nature SqwRegions. Dirt, ew!



(City-City.jpg)



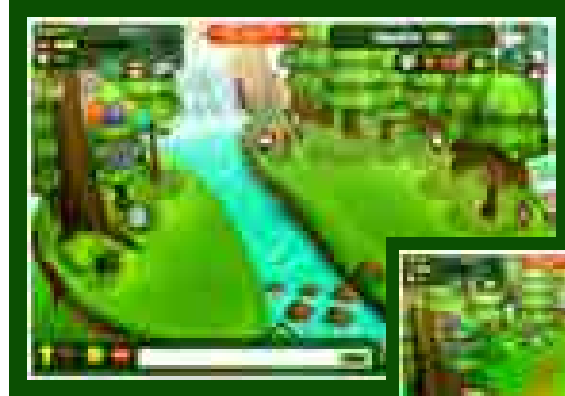
(City-Cinema.jpg)



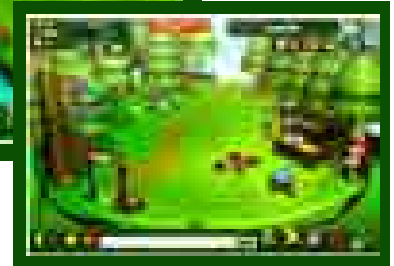
Forest



Why, whoooo are you? I'm William the Sqwowl. If you enjoy fresh air and the smell of pine trees, then you should visit the SqwishLand Forest. The Forest SqwRegion has the best views in all of SqwishLand. I should know, because I know everything. You can enjoy a picnic, or fish near our waterfall. And we even have a museum under construction! You never know, if you catch me on a good day, I may even tell you about the origins of SqwishLand...



(Forest-Sqwaterfalls.jpg)

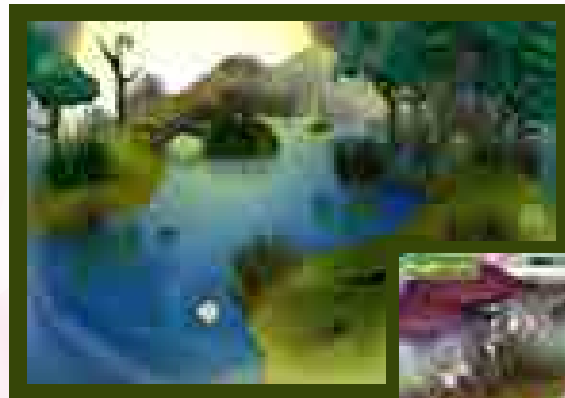


(Forest-Sqwicnic.jpg)

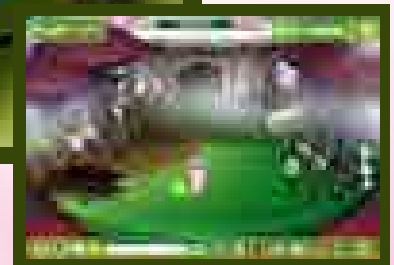
Swamp



How's it going? I'm Alexander the Sqwalamander. (Say that 3 times fast!) The SqwishLand Swamp might not stand out as your first choice to visit, but don't underestimate it. The Swamp SqwRegion is one of the best places to hang out. Adventures are around every corner. You can visit the homes of my Swamp SqwishLander friends, or explore things on your own. Just be careful, you never know what you might run into!



(Swamp-.jpg)



(Swamp-.jpg)

Requesting an ADDitional Game Screenshots

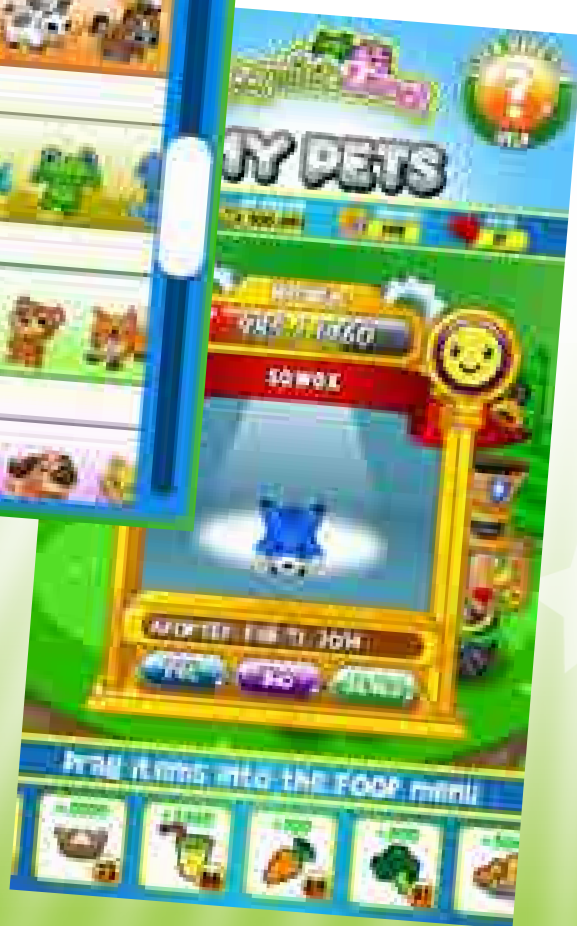
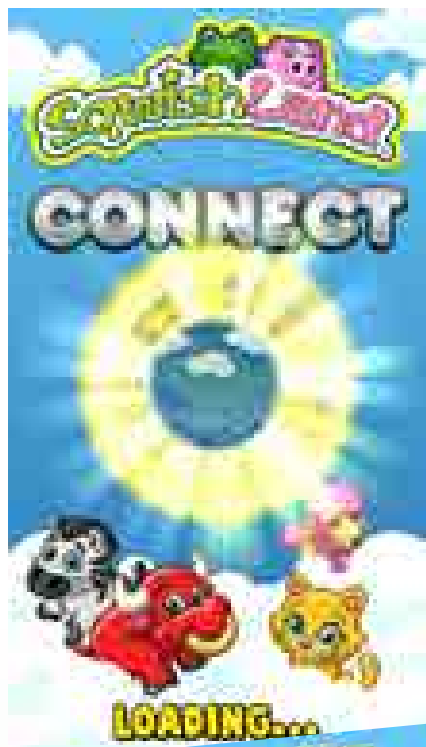
If you are looking for an additional screenshot from the game, let us know. We would be happy to help. Please contact (licensing@SqwishLand.com) with your request.



THE DIGITAL WORLD OF SQWISHLAND, CONT.

Compatibility With MOBILE DEVICES

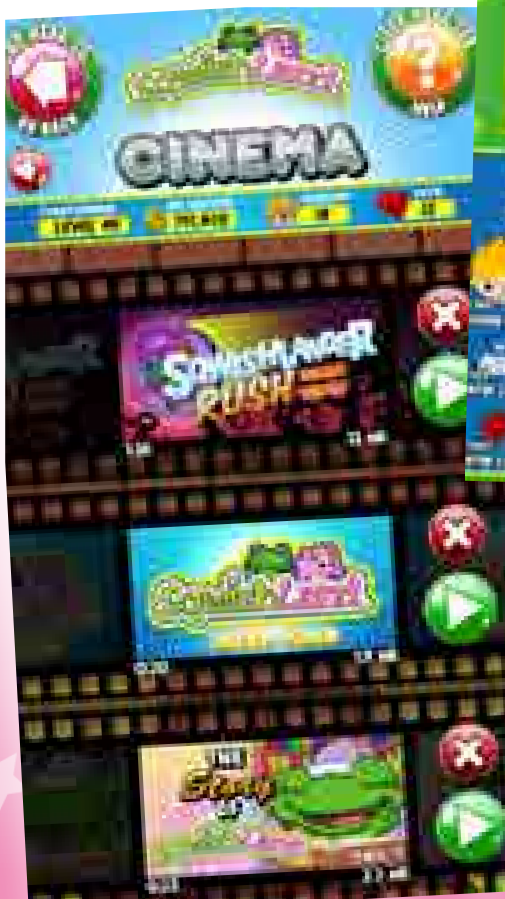
SqwishLand.com is not supported on mobile devices; however, the free app 'SqwishLand Connect' allows users to connect to their account to acquire and take care of pets, enter SqwishCodes, and manage resources on the go! Much more than a micro-managing software, Connect offers users tons of mini-games, videos, and other exclusive content that kids can't get anywhere else, making it a whole new platform to experience all the fun of SqwishLand!





Marketing OPPortunities

SqwishLand Connect offers an amazing and interactive way to reach your target audience - We can give away coupons when SqwishCodes are entered, include entertaining commercials in the Cinema, or even create custom outfits tailored to mimic your brand!



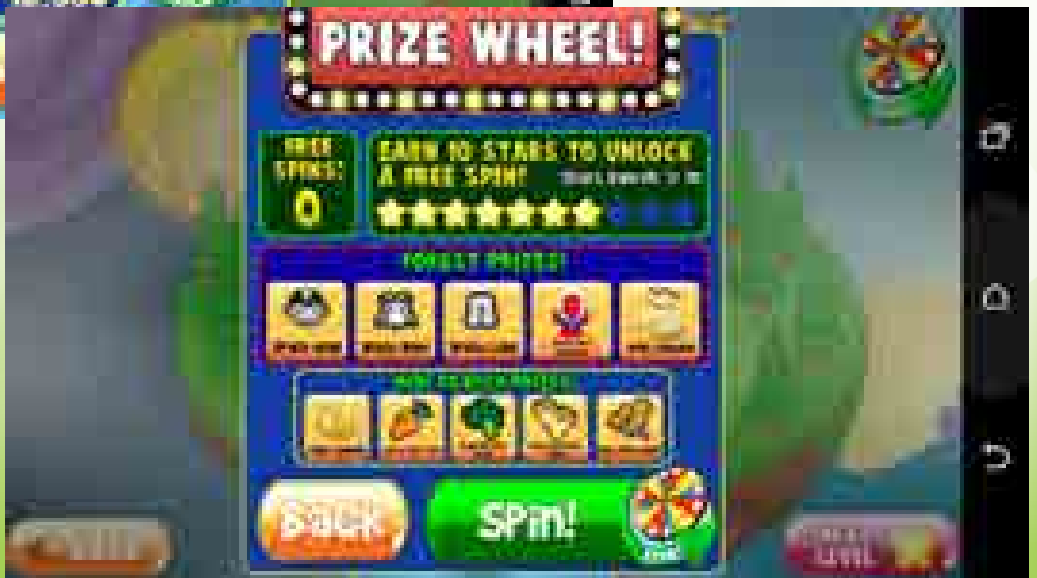
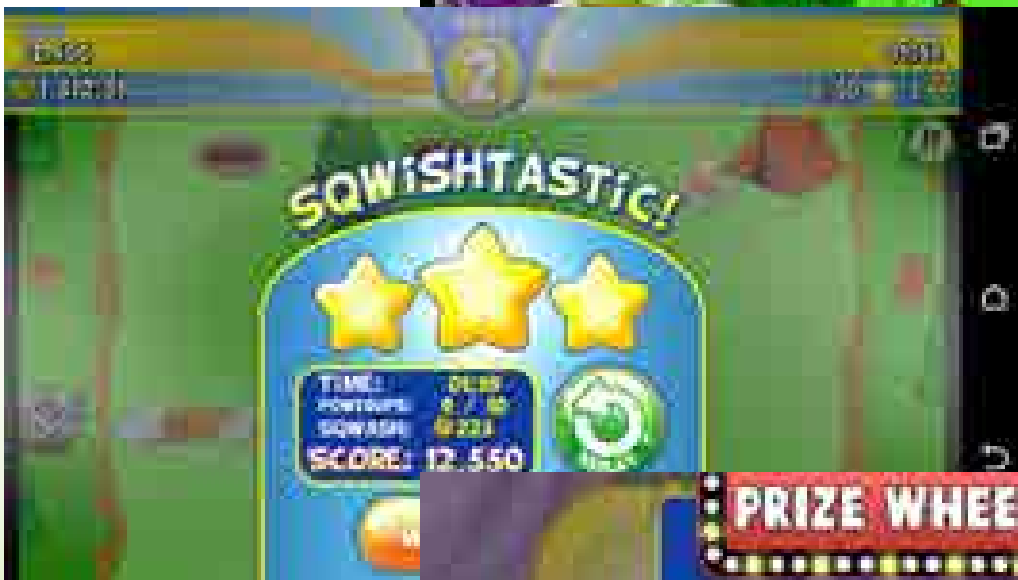
Giving kids a fun way to relate to your products and services is a great way to establish a strong, lasting impression for future business!



THE DIGITAL WORLD OF SQWISHLAND, CONT.

SqwishLander Rush

Our fast-action breakout game, SqwishLander Rush, is one of our most popular tools for engaging our fans! Players acquire power ups and earn points to spin a wheel and win a random prize!



FONT USES AND PRACTICES



As with any company, we have a small set of fonts that we like to use on all our materials. Although there are lots of great fonts in the world, we would like you to limit your fonts to these below, for the SquishLand world.

Headings & Titles:

Brady Bunch Remastered

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(.,:;?!\$&@*) 0123456789

BD CARTOON SHOUT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLmnopqrstuvwxyz

(.,:;?!\$&@*) 0123456789

Casual

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLmnopqrstuvwxyz

(.,:;?!\$&@*) 0123456789



Medium–Smaller Titles & Text Aspects:

KOMIKA AXIS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

(.,:;?!\$&@*) 0123456789

CARTOONIST KOOKY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

.,:;?! 0123456789

Paragraphs & Small Text Areas:

Arial Rounded MT Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(.,:;?!\$&@*) 0123456789

*NOTE: This font cannot be given an outline for any reason

These fonts are available for download for free at www.dafont.com. Keep in mind, less is more. Just because we allow 5 font varieties doesn't mean we want to see all 5 on every package or print material.



customizing the Fonts



We want you to have fun with your fonts. After all, this is a children's product. With that being said, there are a few font practices we would like you to follow. The following are the "dos" and "don'ts" for designing with fonts.

Font "Dos"

✓ **100's to collect!** **100'S TO COLLECT!** **100'S TO COLLECT!**

-Using font normally, in a few of the SqwishLand approved colors.

✓ **100'S TO COLLECT!** **100's to collect!**

-Using the font with an outline applied (both 1 outline and 2 outline examples)

NOTE: try and keep your outlines with rounded edges/corners, rather than sharp. This is a soft n' sqwishy world, let's try and keep it that way!

✓ **SQWISHLAND**

-Arching the font.

✓ **100's to collect!**

-Rotating the Headings/Keypoints.



FONT USES AND PRACTICES, CONT.



There's nothing worse than a font layout that makes you cringe. Let's keep these fonts easy on the eyes. These next 2 pages covers the "don'ts" regarding fonts.

Font "Don'ts"



-Using a non-large-header font for main large headers/titles.



-Using a large-header font for small text.



-Having all of your fonts/text in black and white (throw some color in the mix people!)



-Using an overabundance of the standard colors.



More Font “Don’ts”

X 100's to collect! 100's to collect!

-Using non-standard colors (We already give you a wide range of colors. When is enough, enough for you?)

X 100's to collect!

-Using font colors or outline colors that don't contrast well on backgrounds.

X 100's to Collect!

-Putting outlines on the Arial font

X 100's
to
collect!

-Rotating text too far (we don't want kids falling over when they are trying to read what it says)

X 100's to collect!

-Distorting or stretching the font

X 100's to collect!

-Allowing any outlines to distort the readability of the text (this comes into play most often with Brady Bunch Remastered)

X 100's to collect!

-Using sharp edges/corner options on your font outlines.
(Sharp points scare the SqwishLanders!)



When in doubt, always err on the side of caution. Better to be safe than have to spend extra time changing things, when you need a quick approval of your graphic.



SQWISHLAND TRADEMARKS



Good afternoon, I am Bold Bagwis the Sqweagle. SqwishLand has a long running history, including some amazing slogans for our world and products. We want you to use our trademarked slogans as often as you can! Here are the 2 taglines:

Soft n' Squishy®

“If It’s Soft n’ Squishy, It Belongs In SqwishLand!”®

Be sure to include the ® marks on these when you use them. After all, they are exclusively for SqwishLand.

PACKAGING LAYOUT AND PRACTICES



Packaging is one of the most important aspects of the SquishLand brand. It may be an individual's first look at SquishLand. We want it to be a positive experience. Below and on subsequent pages are examples of our packaging, along with explanations of what we would like to see.

Surprise Mix Packaging



-Approved imagery of SquishLanders are recommended on the front of package.

-Various approved graphics & colors are used to design the package.

-Logo is shown prominently on front of package.

-Age Icon should be shown on front of package.

-Make sure crops and punch holes do not cut off the logo.

-Logo & compelling, approved graphics should be used on back of package.

-Graphics & text showing collectability take up a majority of the space on the back of the package.

-List of items that the product includes should be shown on the front of the package. Perceived value is important.

-All obligatory Warnings are displayed prominently, at the legal, required sizes.

-QR Code is shown on back corner of package.

-Proper legal verbiage and SquishLand info should be included at the bottom of the back of packaging.



PACKAGING LAYOUT AND PRACTICES, CONT.

SquishPak Foil Bag Packaging



FRONT

- Age Icon should be shown on front of package.
- Soft n' Squishy splat with tagline is preferred on front packaging.
- Logo is shown prominently on front of package.
- Various approved graphics & colors are used to design the package.
- List of items that the product includes should be shown on the front of the package. Perceived value is important.
- All obligatory Warnings are displayed prominently, at the legal, required sizes.
- Approved imagery of SquishLanders are recommended on the front of package.

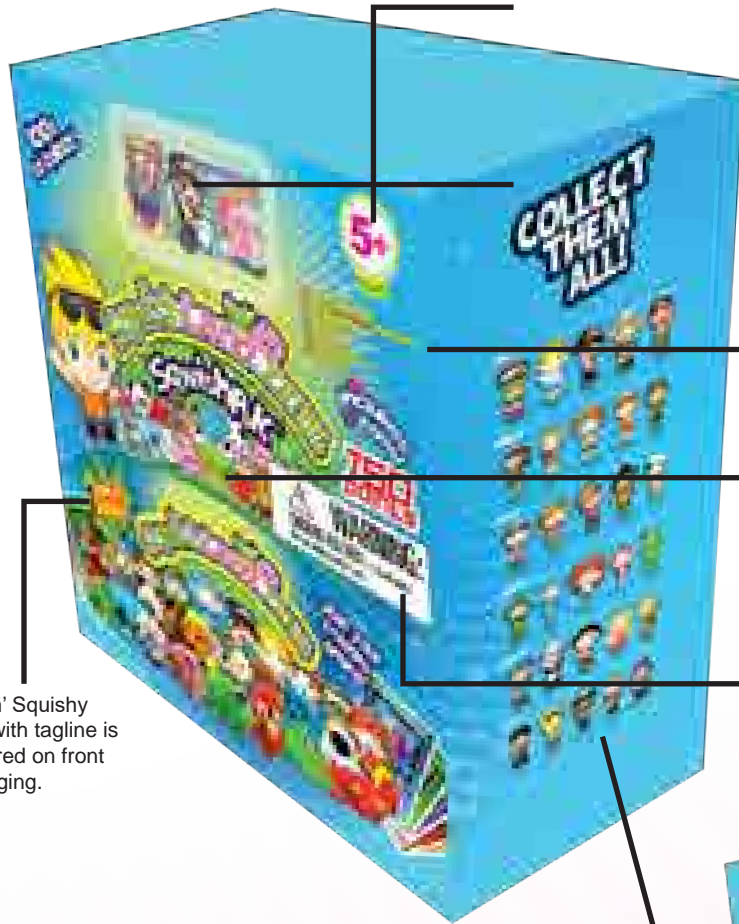


BACK

- Make sure crops and punch holes do not cut off the logo or other key elements.
- Logo & compelling, approved graphics should be used on back of package.
- Graphics & text showing collectability take up a majority of the space on the back of the package.
- Proper legal verbiage and SquishLand info should be included at the bottom of the back of packaging.
- QR Code is shown on back corner of package.



SqwishPak PDQ Box Packaging



-Soft n' Squishy splat with tagline is preferred on front packaging.

-Age Icon should be shown on front of package.

-Logo is shown prominently on front of package.

-List of items that the product includes should be shown on the front of the package. Perceived value is important.

-Various approved graphics & colors are used to design the package.

-Approved imagery of SqwishLanders are recommended on the front of package.

-All obligatory Warnings are displayed prominently, at the legal, required sizes.



-Logo & compelling, approved graphics should be used on back of package.

-Graphics & text showing collectability take up a majority of the space on the back of the package.

-Proper legal verbiage and SqwishLand info should be included at the bottom of the back of packaging.



PACKAGING LAYOUT AND PRACTICES, CONT.

collector's Series Packaging

-Various approved graphics & colors are used to design the package.

*NOTE: Since this product is catered towards a specific SqwRegion, the additional theme-based colors can be utilized.

-Logo is shown prominently on front of package.

-Age Icon should be shown on front of package.

-Make sure crops and punch holes do not cut off the logo.



-Logo & compelling, approved graphics should be used on back of package.

-Graphics & text showing collectability take up a majority of the space on the back of the package.



-List of items that the product includes should be shown on the front of the package. Perceived value is important.

-QR Code is shown on back corner of package.

-All obligatory Warnings are displayed prominently, at the legal, required sizes.

-Proper legal verbiage and SqwishLand info should be included at the bottom of the back of packaging.

-A Large Game Board for suction cup play is included within the package.



PACKAGING LAYOUT AND PRACTICES, CONT.



PACKAGING GRAPHICS

Our packaging is always evolving and improving. You may see a few graphics in the packaging samples that are no longer standards. (example: old flat-front view characters). Please follow the guidelines in this document in combination with the latest graphic/art files available in our VDR Room.



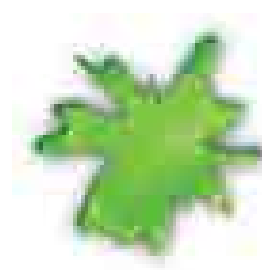
(Package_Icon_5plusYears.tif)



(Package_Icon_QRCode1.tif)



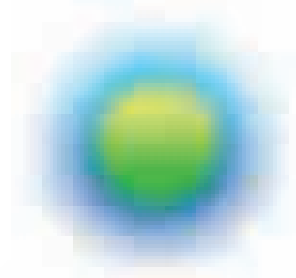
(Package_Icon_Splat_blue.tif)



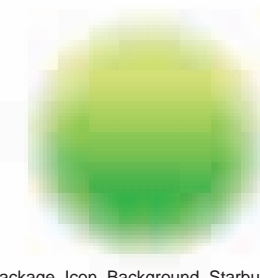
(Package_Icon_Splat_green.tif)



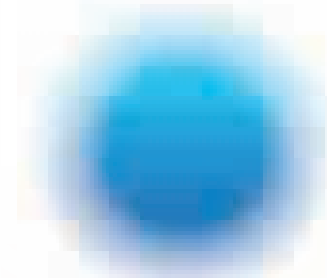
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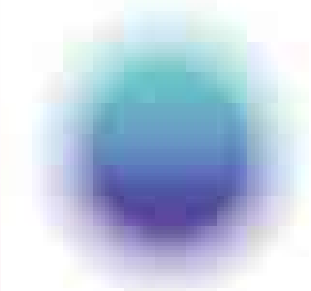
(Package_Icon_Background_Starburst1.tif)



(Package_Icon_Background_Starburst2.tif)



(Package_Icon_Background_Starburst3.tif)



(Package_Icon_Background_Starburst4.tif)



(Package_Text_SquishPak1.tif)



(Package_Icon_ProductswLogo1.tif)











(Package_Icon_GameCardsRarities1.tif)



Illegal Practices of Package Design



Now, don't get me wrong, we encourage creativity in your package designs. SquishLand is all about finding the unique you! But we do have some ground rules we want you to follow though. Below are some good points on what to avoid when it comes to Package Design.

-  -Not including the SquishLand Logo on the front of the package, prominently.
-  -Not including the Age Icon on the front of the packaging.
-  -Not including the properly-sized Warning Labels on the front of the packaging.
-  -Not showing a list of what comes in the package on the front of the packaging.
-  -Using non-approved colors in your designs.
-  -Not showing collectible characters or items on the back of the packaging.
-  -Not including the proper legal info on the back of the packaging.
-  -Not including the QR Code on the back of the packaging.



Printed Materials Best Practices & Guidelines

All the guidelines and practices laid forth in this document are to be followed when designing and creating SqwishLand materials. The guidelines and practices are required, but not limited to: business cards, promotional & printed ads, trade show booths, sales sheets, web presence, product packaging, etc.

Any and all designed materials must be approved by SqwishLand, in writing, before they are used. Please follow the submission forms contained within this document.



SUBMISSIONS & LEGAL LINES

All work created with SqwishLand intellectual Property (IP) needs to be submitted to Sqwish World, LLC for usage approval. Once submissions are received, there is a five business day period for review and approval. All submissions are expected to follow the guidelines presented in this guide. The closer one follows the guide, the quicker approval will take place. All packaging and marketing materials must have the following disclaimer: A Sqwish World, LLC Property. All Rights Reserved.

Contact information:

Sqwish World, LLC.
2610 E. Mohawk Ln, Suite #120
Phoenix, AZ 85050.
Phone: 602-410-0436.
E-mail: SJochim@SqwishLand.com

SQWISHLAND BACK STORY



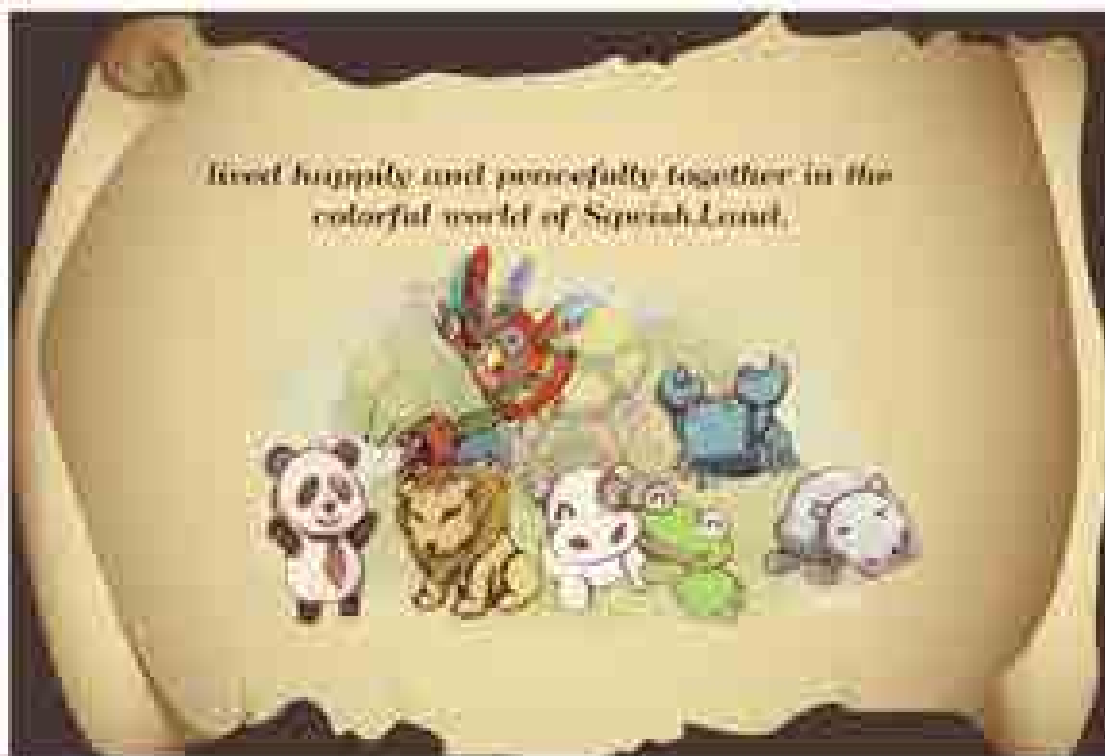
Psssst! Hi, it's William the Sqwowl here. Remember how I said earlier that I might tell you the origins of SqwishLand? Well, I woke up well-rested and cheerful, so I thought I would share the story. Just promise me you will keep it a secret...

A long, long long time ago or maybe not so long ago in a world not known to human kids, there lived gentle little soft n' squishy called Sqwish Landers.





SQWISHLAND BACK STORY



SQWISHLAND BACK STORY



One day a strange event occurred that opened a portal from Squish Land to the human world. One by one, human kids discovered this portal and dared to go through it.



When the human kids got inside Squish Land, they found out that they can transform and look like whatever they wanted to look like. The human kids came to be known in Squish Land as Squawatur Kids.

The Squawatures adopted and took care of the Squishlanders. The Squawatures learned to love the Squishlanders and the Squishlanders learned to love them back. The Squawatures taught the Squishlanders the ways of the Squawatur world.





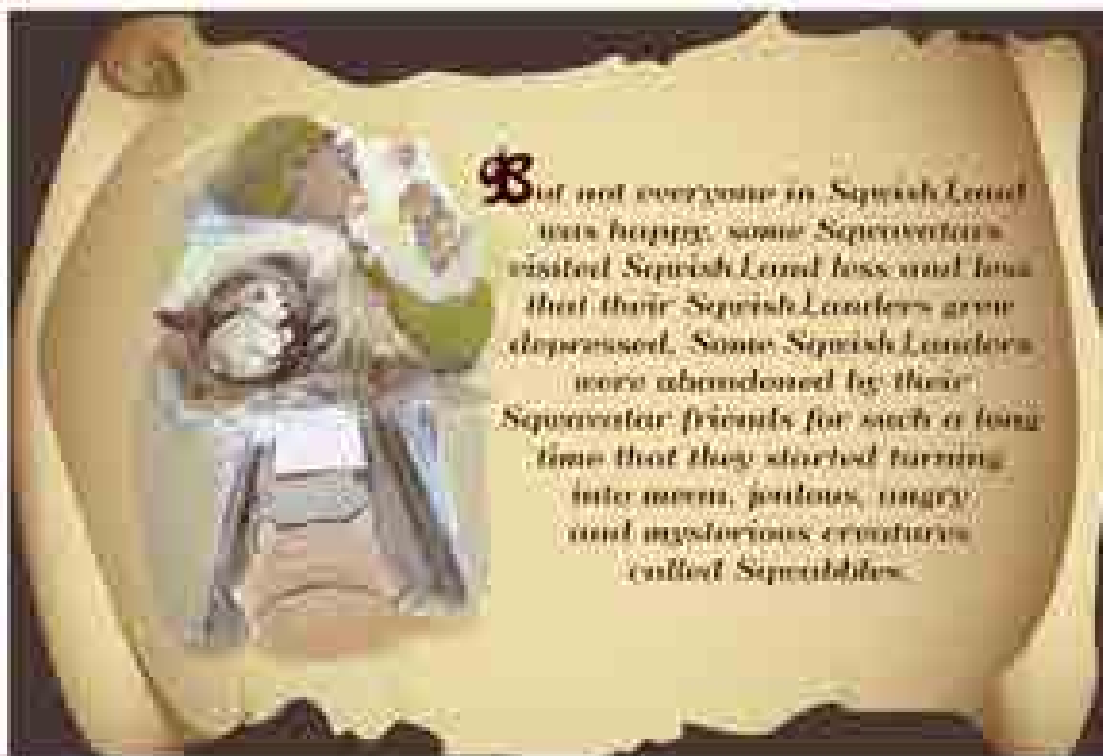
SQWISHLAND BACK STORY



SQWISHLAND BACK STORY



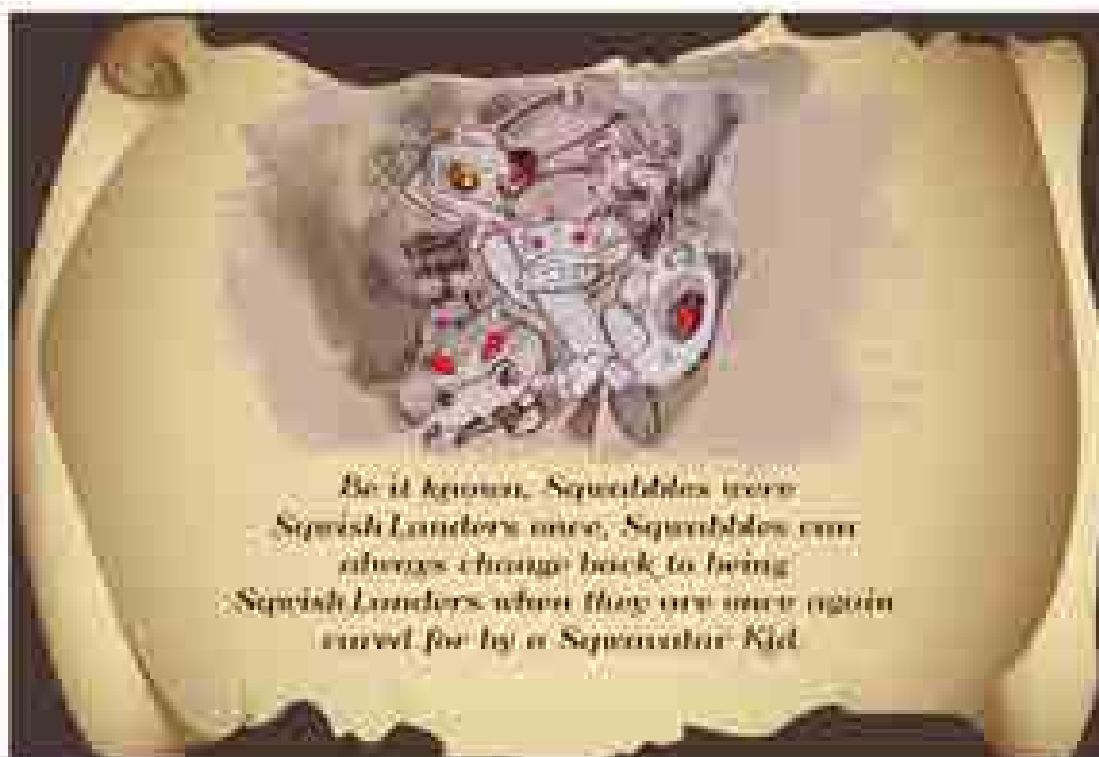
With their friendship growing stronger than ever and Squish Leaders learning fast about human technology, they managed to create their first Squawatar-like City. With tall skyscrapers and an amazing skyline, SquishLand was continuing to become a very popular place for Squawatar Kids.



But not everyone in SquishLand was happy, some Squawatar's visited SquishLand less and less that their Squish Leaders grew depressed. Some Squish Leaders were abandoned by their Squawatar friends for such a long time that they started turning into mean, jealous, angry and mysterious creatures called Squashbles.



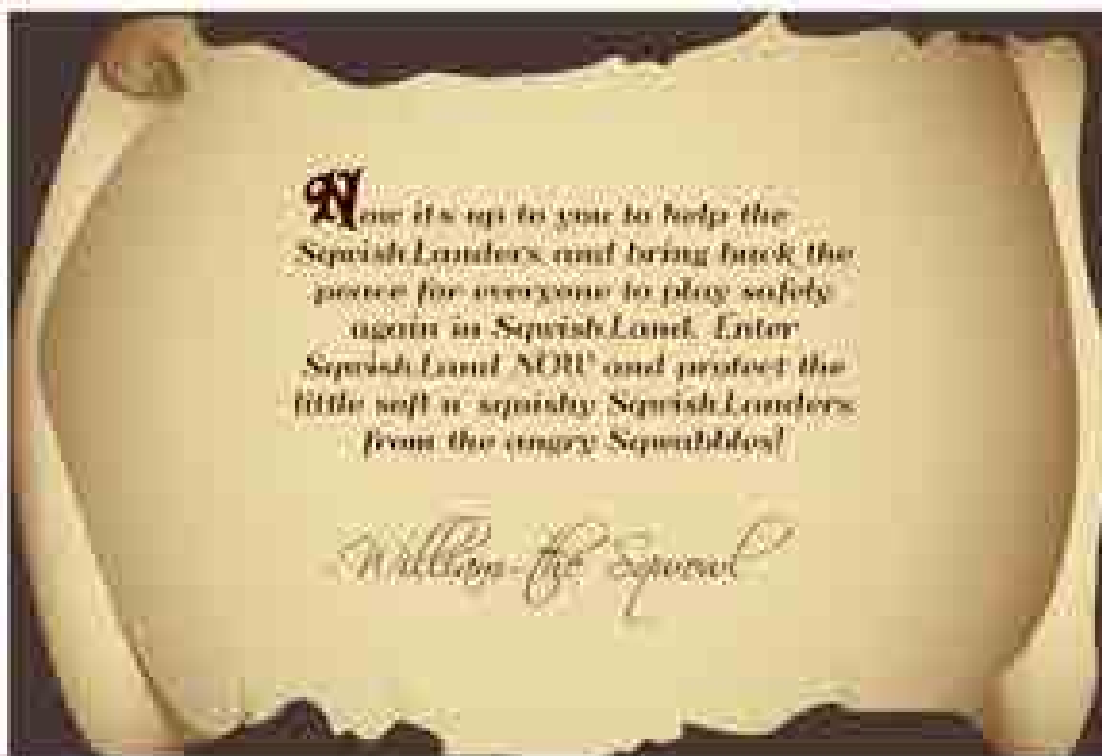
SQWISHLAND BACK STORY



SQWISHLAND BACK STORY



Working together and devising a plan, humans and SquishLanders alike are going to have to sneak deep into the secret Squittibled Kingdom to try and find the source of the problem.



Now it's up to you to help the SquishLanders and bring back the peace for everyone to play safely again in SquishLand. Enter SquishLand NOW and protect the little soft n' squishy SquishLanders from the angry Squittibleds!

William the Squirrel