Contents
Introduction ................................................................................................................................. 2
Photography ................................................................................................................................. 3
Logos ........................................................................................................................................ 5
Disney Parks ................................................................................................................................ 6
Disneyland® Resort ...................................................................................................................... 6
Walt Disney World® Resort .......................................................................................................... 6
Disney Cruise Line / Adventures by Disney® / Aulani .................................................................. 7
Nomenclature ............................................................................................................................... 8
Disneyland® Resort ...................................................................................................................... 9
Walt Disney World® Resort .......................................................................................................... 12
Disney Cruise Line ...................................................................................................................... 14
Adventures by Disney® .............................................................................................................. 16
Aulani .......................................................................................................................................... 16
Copy ......................................................................................................................................... 17
Graphics ...................................................................................................................................... 17
Typography ................................................................................................................................. 18
Legal Notices / Disclaimers ......................................................................................................... 18
Introduction

The guidelines were written to advise travel professionals on some of the items that Disney will be looking for when reviewing proposed third party print and electronic domestic (United States) materials. Disney may change the guidelines from time to time at Disney’s sole discretion. All proposed uses of Disney materials must be approved in writing by Disney prior to use. Disney may withhold approval at Disney’s sole discretion, even if the materials comply with these guidelines.

Wherever a Disney property is exhibited, it is extremely important that the integrity and value of the brand be protected at all times. Disney is a global brand that is synonymous with the highest quality in entertainment, shopping, and dining experiences. The impact of the visual identity is immediate and powerful, so only by protecting the brand can we preserve the reputation for quality that Disney is known for and has protected for over 80 years.

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

To make it as easy as possible for you, logos, photos and approved copy can be found at DisneyCopyright.com.

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

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

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

For additional guidelines, including Character usage and the marketing approval process, please refer to the Supplement document on DisneyCopyright.com.
Photography

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

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

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

**Correct usage**

**Incorrect usage**

- Do not crop
- Do not recolor
- Do not cut out
- Do not montage/vignette

*Guests at Epcot®*
Logos

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

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

Usage

- When referring to Disney destinations, you must use the official logos, or refer to the Nomenclature rules when using names in body copy.
- Please always clearly indicate that your company rather than Disney is providing the vacation/offer. This can be achieved by making your company name significantly larger than the Disney name, and/or by graphically separating your company information from the copy. The relevant Disney logo should be at least 25% smaller than your company logo in size.
- When mentioning any of the Disney destinations in a prominent position (eg. a copy headline), they should be set in the same typeface as the entire phrase and offset. Logos cannot be located in the middle of a sentence, only at the end or separated.
- Disney logos must:
  - Be visible in their entirety. All the details (thin lines, complex blends, illustrations, etc.) should remain visible and all the text should be readable
  - Be reproduced in the original CMYK (print) and RGB (online) format unless explicitly stated or agreed with your Disney contact.
  - Have an exclusion zone that measures 1/10 of the overall width of the logo.
  - Stand on a single colored background, which can also be part of a visual, e.g. a blue sky.
  - Be of an equal size to other destinations featured and must be kept separate from other destinations and third-party logos.
- Disney logos must not be:
  - Altered in any way.
  - Repeated on the same page.
  - Positioned in a way that associates it with any non-Disney imagery.
  - Used in stationery (letterhead, business cards, etc.) or email signatures.

### Examples

<table>
<thead>
<tr>
<th>Correct usage</th>
<th>Incorrect usage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Used on solid background</td>
<td>Do not angle</td>
</tr>
<tr>
<td>Visible in its entirety</td>
<td>Do not position over imagery</td>
</tr>
<tr>
<td></td>
<td>Do not distort</td>
</tr>
<tr>
<td></td>
<td>Do not re-color</td>
</tr>
</tbody>
</table>
Disney Parks

The Disney Parks logo should be used in materials, web sites, adverts, etc. when promoting both Walt Disney World® Resort and Disneyland® Resort.

Disneyland® Resort

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

Please reference the Disneyland® Resort Creative Content Guide for additional information.

Walt Disney World® Resort

The following logo should be used in all materials promoting products specific to Walt Disney World® Resort such as Tickets, Resort Hotels, etc.
Disney Cruise Line / Adventures By Disney® / Aulani

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

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

Aulani
Inspired by the soaring traditional architecture that greets Guests as they arrive, the arch of the Aulani mark represents the central gathering point for the entire resort.

2013 version

©Disney
Nomenclature

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

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

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

When referring to trademarks, names and properties listed below, please use registration symbols, capitalization, and offsetting as indicated. The registration marks throughout this document are shown superscripted, however, the formatting does not matter as long as the marks appear in the proper place. The trademarks, names and properties need to be treated as adjectives, followed by a noun, and must be offset (set apart) from the main copy. Offsetting can be accomplished by using either all CAPITAL LETTERS, or Initial Caps with italics, boldface type “quotes” around the mark, different font size or style, or color. For the purposes of this document, nomenclature has been offset using italics.

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

Use Initial Caps and bold for:
• Brochures
• Web Sites

Use Initial Caps and ItalicS for:
• Advertisements – newspapers, magazines, or electronic
• Billboards
• E-mails
• Fliers
• Merchandise
• Newsletters
• Postcards
• Ticket Stuffers
• Window Clings

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

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

Please use exactly as it appears. The brand positioning copy (following the attraction nomenclature) must always be used when referencing these attractions.

**RESORT**

**Disneyland® Resort**

**THEME PARKS, LANDS, ATTRACTIONS & DINING**

**Disneyland® Park**

Adventureland
- Aladdin and Jasmine at Aladdin’s Oasis
- Alice in Wonderland
- Astro Orbitor
- Autopia
- Bengal Barbecue
- Bibbidi Bobbidi Boutique
- Big Thunder Mountain Railroad
- Big Thunder Ranch
- Big Thunder Ranch Barbeque
- Blue Bayou Restaurant
- Buzz Lightyear Astro Blasters
  inspired by Disney•Pixar’s Toy Story 2
- Café Orleans
- Carnation Café
- Casey Jr. Circus Train
- Clarabelle’s Frozen Yogurt
- Critter Country
- Daisy’s Diner
- Disneyland® Dream Suite
- Disneyland® Monorail
- Disneyland® Railroad
- Disneyland® Resort Express
- The Disney Gallery
- The Disneyland® Story presenting Great Moments with Mr. Lincoln
- Dumbo the Flying Elephant
- Enchanted Tiki Room
- Fantasmic!
- Fantasyland
- Finding Nemo Submarine Voyage
  inspired by Disney•Pixar’s Finding Nemo
- French Market Restaurant
- Frontierland
- Frontierland Shootin’ Exposition
- Gadget’s Go Coaster
- The Golden Horseshoe Stage
- Harbor Galley
- Haunted Mansion
- Jolly Holiday Bakery Cafe
- Jungle Cruise
- King Arthur Carrousel
- Mad Tea Party
- The Many Adventures of Winnie the Pooh
- Mark Twain Riverboat
- Matterhorn Bobsleds
- Mickey and the Magical Map
- Mickey’s House and Meet Mickey
- Minnie’s House
- Mint Julep Bar
- Mr. Toad’s Wild Ride
- New Orleans Square
- Peter Pan’s Flight
- Pinocchio’s Daring Journey
- Pirate Lair on Tom Sawyer Island
- Pirates of the Caribbean
- Pixie Hollow
- Plaza Inn
- Pluto’s Dog House
- Ranch del Zocalo Restaurant
- Redd Rockett’s Pizza Port
- Refreshment Corner
- River Belle Terrace
- Rivers of America
- Roger Rabbit’s Car Toon Spin
  ROGER RABBIT Character© Disney/Amblin Entertainment, Inc.
- Royal Hall
- Royal Street Veranda
- Royal Theatre
- Sailing Ship Columbia
- Sleeping Beauty Castle Walkthrough
- Snow White’s Scary Adventures
- Space Mountain
- Splash Mountain
- Stage Door Café
- Starcade
- Star Tours—The Adventures Continue
  ©Disney/Lucasfilm Ltd.
- Star Wars™ Jedi Training Academy
  Star Wars Jedi Training Academy Star Wars
  Lucasfilm Ltd. & ™
- Storybook Land Canal Boats
- Tarzan’s Treehouse™
  TARZAN™ Owned by Edgar Rice Burroughs, Inc. and used by permission. COPYRIGHT Edgar Rice Burroughs, Inc. and Disney Enterprises, Inc. All Rights Reserved.
- Tiki Juice Bar
- Tomorrowland
- Tomorrowland Terrace
- Tropical Imports
- Village Haus Restaurant
Disney California Adventure® Park

"a bug’s land"
inspired by Disney•Pixar’s *A Bug’s Life*

Alfresco Lounge
Animation Academy
Ariel’s Grotto
Award Wieners
The Bakery Tour, hosted by Boudin Bakery
Bayside Brews
Boardwalk Pizza & Pasta
Buena Vista Street
California Screamin’
Cars Land
Carthay Circle Lounge
Carthay Circle Restaurant
Character Close–Up
Clarabelle’s
Cocina Cucamonga Mexican Grill
Condor Flats
Corn Dog Castle
Cove Bar
Cozy Cone Motel
Disney Junior—Live on Stage!
Disney’s Aladdin—A Musical Spectacular
Edelweiss Snacks
Fairfax Market
Fiddler, Fifer & Practical Café
Fillmore’s Taste-In
Flik & Atta
inspired by Disney•Pixar’s *A Bug’s Life*
Flik’s Flyers
inspired by Disney•Pixar’s *A Bug’s Life*
Flik’s Fun Fair
inspired by Disney•Pixar’s *A Bug’s Life*
Flo’s V8 Cafe
Francis’ Ladybug Boogie
inspired by Disney•Pixar’s *A Bug’s Life*
Games of the Boardwalk
Ghiradelli® Soda Fountain and Chocolate Shop
Gibson Girl Ice Cream Parlor
Golden Vine Winery
Golden Zephyr
Goofy’s Sky School
Grizzly Peak
Grizzly River Run
Heimlich’s Chew Chew Train
Hollywood Land
Hyperion Theater
It’s Tough To Be A Bug!
inspired by Disney•Pixar’s *A Bug’s Life*
Jumpin’ Jellyfish
King Triton’s Carousel
The Little Mermaid~Ariel’s Undersea Adventure
Lucky Fortune Cookery
Luigi’s Flying Tires

Mainstreet, U.S.A.
Mater’s Junkyard Jamboree
Mendocino Terrace at the Golden Vine Winery
Mickey’s Fun Wheel
Monsters, Inc. Mike & Sulley to the Rescue!
inspired by Disney•Pixar’s *Monsters Inc.*
Muppet®Vision 3D
©The Muppets Studio, LLC.
Pacific Wharf
Pacific Wharf Café
Paradise Garden Grill
Paradise Pier
Paradise Ice Cream Company
Pixar Play Parade
inspired by all your favorite Disney•Pixar’s films
Princess Dot Puddle Park
Radiator Springs Racers
Red Car Trolley
Redwood Creek Challenge Trail
Rita’s Baja Blenders
Schmoozies
Soarin’ Over California
Silly Symphony Swings
Sonoma Terrace
Sorcerer’s Workshop
Studio Catering Co.
Taste Pilot’s Grill
The Twilight Zone Tower of Terror™
The Twilight Zone® is a registered trademark of CBS, Inc. and is used with permission pursuant to a license from CBS, Inc. ©Disney/CBS, Inc.
The Ugly Bug Ball
inspired by Disney•Pixar’s *A Bug’s Life*
Toy Story Midway Mania!®
inspired by Disney•Pixar’s *Toy Story* films
Tuck and Roll’s Drive ’Em Buggies
Turtle Talk with Crush
inspired by Disney•Pixar’s *Finding Nemo*
Walt Disney Imagineering Blue Sky Cellar
Wine Country Trattoria
World of Color
World of Color Dinner Packages
ENTERTAINMENT DISTRICT

Downtown Disney® District
Alamo Rent-A-Car®
AMC® 12 Theaters
Apricot Lane® Boutique
Build-A-Bear Workshop®
Catal Restaurant
Uva Bar and Café D Street
Disney Vault 28
Disney's Pin Traders
EARL OF SANDWICH®
ESPN® Zone
Fossil®
Häagen-Dazs®
House of Blues®
Jamba Juice®
Kaman’s Art Shoppe, Inc.
La Brea Bakery Café®
LEGO® Imagination Center
LittleMissMatched®
Marceline’s Confectionery
Naples Ristorante e Pizzeria
Napolini
Pearl Factory®
Quiksilver®
Rainforest Cafe®
Ralph Brennan’s Jazz Kitchen®
RIDEMAKERZ®
Sanuk®
Sephora®
Something Silver®
Studio Disney 365
Sunglass Icon by Sunglass Hut®
Tortilla Jo’s
Tortilla Jo’s Taqueria
Wetzel’s® Pretzels
WonderGround Gallery
World of Disney® store

Disney's Grand Californian Hotel® & Spa
Acorns Gifts & Goods
Chip ‘n Dale Critter Breakfast
Hearthstone Lounge
Mandara Spa
Napa Rose
Pinocchio’s Workshop
Storyteller’s Café
White Water Snacks

Disney's Paradise Pier® Hotel
Disney’s PCH Grill
Mickey in Paradise
Surf’s Up Breakfast with Mickey & Friends

TICKETS
Disneyland® Resort Park Hopper® Ticket
Disneyland® Resort Park Hopper® souvenir ticket
Southern California CityPASS

SEASONAL
Holidays at the Disneyland® Resort
A Christmas Fantasy Parade
"Believe…in Holiday Magic” Fireworks Spectacular
Sleeping Beauty’s Winter Castle
Haunted Mansion Holiday
inspired by Tim Burton’s The Nightmare Before Christmas
"Holiday Time at Disneyland” Tour
“it’s a small world” holiday
Three Kings Festival
World of Color - Winter Dreams

Halloween Time at the Disneyland® Resort
Big Thunder Ranch Halloween Roundup Dia de los Muertos – Day of the Dead
Disney’s Happiest Haunts Tour
Haunted Mansion Holiday
Mainstreet Pumpkin Mickey Festival
Mickey’s Halloween Party
Space Mountain: Ghost Galaxy

Resort Hotels
Hotels of the Disneyland® Resort

Disneyland® Hotel
The Coffee House
Fantasia Shop
Goofy’s Kitchen
Steakhouse 55
Tangaroa Terrace
Trader Sam’s Enchanted Tiki Bar

Disney FASTPASS® Service
Disney PhotoPass™ Service
Disneyland® Resort Good Neighbor Hotel

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

**THEME PARKS**

Epcot®
- Illuminations: Reflections of Earth
- Innoventions® Pavilion
- Mission: SPACE® Attraction
- Soarin™ Attraction
- Test Track® Presented by Chevrolet
- The Seas with Nemo & Friends® Attraction

Disney's Hollywood Studios®
- Disney Junior – Live on Stage Attraction
- Fantasmic! Show
- Lights, Motors, Action!® Extreme Stunt Show
- Pixar Pals Countdown to Fun Parade
- Rock ‘n Roller Coaster® Starring Aerosmith
- Star Tours® - The Adventures Continue Attraction
- Toy Story Mania!® Attraction
- The American Idol Experience
- The Great Movie Ride® Attraction

Disney's Animal Kingdom® Theme Park
- Asia® Land
- Chester & Hester’s Dino-Rama! Area
- Conservation Station® Attraction
- DinoLand U.S.A.® Area (or Land)
- DINOSAUR Attraction
- Discovery Island® Area (or Land)
- Expedition Everest® Attraction
- Finding Nemo – The Musical
- It’s Tough to be a Bug!® Attraction
- Kali River Rapids® Attraction
- Kilimanjaro Safaris® Expedition
- Maharajah Jungle Trek® Attraction
- Pangani Forest Exploration Trail Walking Tour
- Primeval Whirl® Attraction
- Rafiki’s Planet Watch® Land
- Tree of Life® Attraction
- The Boneyard Dig Site

Magic Kingdom® Park
- Adventureland® Area
- Aladdin’s Magic Carpet Ride® Attraction
- Be Our Guest Restaurant
- Big Thunder Mountain Railroad® Attraction
- Buzz Lightyear’s Space Ranger Spin® Attraction
- Country Bear Jamboree Show
- Dumbo the Flying Elephant®
- Enchanted Tales with Belle
- Fantasyland® Area
- Frontierland® Area
- Haunted Mansion® Attraction
- It’s a Small World® Attraction
- Jungle Cruise® Attraction
- Liberty Square Area (or Land)
- Main Street, U.S.A.® Area (or Land)
- Mickey’s PhilharMagic® Attraction
- Monsters, Inc. Laugh Floor® Attraction
- New Fantasyland®
- Peter Pan’s Flight® Attraction
- Pirates of the Caribbean® Attraction
- Splash Mountain® Attraction
- Space Mountain® Attraction
- The Barnstormer® Featuring The Great Goofini
- Tomorrowland® Area
- Under the Sea ~ Journey of The Little Mermaid
- Wishes fireworks show

**WATER PARKS**

Disney’s Blizzard Beach Water Park
- Teamboat Springs Water Ride
- Disney’s Typhoon Lagoon Water Park
- Crush ‘n’ Gusher Water Thrill Ride

**SPORTS & RECREATION**

Disney’s Lake Buena Vista Golf Course
- Disney’s Magnolia Golf Course
- Disney’s Osprey Ridge Golf Course
- Disney’s Oak Trail Golf Course
- Disney’s Palm Golf Course
- ESPN Wide World of Sports Complex
- Disney’s Fantasia Gardens Miniature Golf Course
- Disney’s Winter Summerland Miniature Golf Course

**RESORT HOTELS**

Bay Lake Tower at Disney’s Contemporary Resort
- Disney’s All-Star Resorts
- Disney’s All-Star Movies Resort
- Disney’s All-Star Music Resort
- Disney’s All-Star Sports Resort
- Disney’s Animal Kingdom Lodge and Villas
- Disney’s Animal Kingdom Lodge
- Disney’s Animal Kingdom Villas
- Disney’s Animal Kingdom Villas - Jambo House
Disney’s Animal Kingdom Villas - Kidani Village
Disney’s Art of Animation Resort
Disney’s Beach Club Resort
Disney’s Beach Club Villas
Disney’s BoardWalk Inn and Villas
Disney’s BoardWalk Inn
Disney’s BoardWalk Villas
Disney’s Caribbean Beach Resort
Disney’s Contemporary Resort
Disney’s Coronado Springs Resort
Disney’s Fort Wilderness Resort & Campground
Cabins at Disney’s Fort Wilderness Resort
Disney’s Fort Wilderness Campground
Disney’s Grand Floridian Resort & Spa
Disney’s Old Key West Resort
Disney’s Polynesian Resort
Disney’s Pop Century Resort
Disney’s Port Orleans Resort – Riverside
Disney’s Port Orleans Resort – French Quarter
Disney’s Saratoga Springs Resort & Spa
Disney’s Wilderness Lodge
Disney’s Yacht & Beach Club Resorts
Disney’s Yacht Club Resort
The Villas at Disney’s Wilderness Lodge
Walt Disney World Dolphin Hotel
Walt Disney World Swan Hotel
Walt Disney World Swan and Dolphin Hotels

Official Walt Disney World® Hotels
Downtown Disney® Resort Area Hotel(s)
Walt Disney World Good Neighbor® Hotel

Tickets
Magic Your Way Base Ticket
Magic Your Way Ticket with Park Hopper® Option
Magic Your Way Ticket with Water Park Fun & More Option

Packages
Magic Your Way Vacations
Magic Your Way Package
Magic Your Way Package Plus Quick Service Dining
Magic Your Way Package Plus Dining
Magic Your Way Package Plus Deluxe Dining
Magic Your Way Premium Package
Magic Your Way Platinum Package

Entertainment Districts
Downtown Disney® Area
  Downtown Disney® Marketplace
  Downtown Disney® Pleasure Island
  Downtown Disney® West Side
  DisneyQuest® Indoor Interactive Theme Park
  Pleasure Island (If marketed separately from the Downtown Disney® Area)
  World of Disney® Store
Disney’s BoardWalk Entertainment District

Seasonal
Epcot® International Flower & Garden Festival
Epcot® International Food & Wine Festival
Mickey’s Jingle Jungle Parade
Mickey’s Not So Scary Halloween Party
Mickey’s Very Merry Christmas Party

Other
Audio-Animatronics® Figure
Disney’s Fairy Tale Weddings® service (or another noun)
Disney’s Magical Express® Transportation
Disney’s PhotoPass® Service
Extra Magic Hours Benefit
Disney’s FASTPASS® Service
Disney Cruise Line

Disney Cruise Line
Disney Magic
Disney Wonder
Disney Dream
Disney Fantasy
Disney Castaway Cay

Legend:
M = Disney Magic
W = Disney Wonder
D = Disney Dream
F = Disney Fantasy

Dining
Animator’s Palate
Beach Blanket Buffet
Cabanas
Enchanted Garden
Eye Scream
Fillmore’s Favorites
Flo’s Café
Frozone Treats
Goofy’s Galley
Luigi’s Pizza
Lumiere’s
Palo
Parrot Cay
Pinocchio’s Pizzeria
Pluto’s Dog House
Preludes
Remy
Royal Court
Royal Palace
Topsider Buffet
Tow-Mater’s Grill
Triton’s
Vista Café

Pools/Spas/Sports Decks
Mickey’s Pool
Goofy’s Pool
Donald’s Pool
Quiet Cove Pool
Nemo’s Reef
AquaDuck
AquaLab
Satellite Falls
Vista Spa & Salon
Senses Spa & Salon
Chill Spa
Wide World of Sports Deck
Goofy’s Sports Deck

Youth Areas
Disney’s Oceaneer Club
Disney’s Oceaneer Lab
Flounder’s Reef Nursery
It’s a Small World Nursery
Edge
Vibe

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

Theatres/Stage Productions
Walt Disney Theatre
Buena Vista Theatre
Disney Dreams - An Enchanted Classic
The Golden Mickeys
Toy Story - The Musical
Twice Charmed: An Original Twist on the Cinderella Story
Villains Tonight!
Disney’s Believe
Disney Wishes
Disney’s Aladdin - A Musical Spectacular
### LOUNGES/BARS/NIGHTCLUBS

<table>
<thead>
<tr>
<th>Bar/Club</th>
<th>Day(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bon Voyage</td>
<td>D/F</td>
</tr>
<tr>
<td>Cadillac Lounge</td>
<td>W</td>
</tr>
<tr>
<td>Cove Bar</td>
<td>D/F</td>
</tr>
<tr>
<td>Cove Café</td>
<td>M/W/D/F</td>
</tr>
<tr>
<td>Currents</td>
<td>D/F</td>
</tr>
<tr>
<td>District Lounge</td>
<td>D</td>
</tr>
<tr>
<td>D Lounge</td>
<td>D/F</td>
</tr>
<tr>
<td>Diversions</td>
<td>M/W</td>
</tr>
<tr>
<td>Evolution</td>
<td>D</td>
</tr>
<tr>
<td>Internet Café</td>
<td>M/W</td>
</tr>
<tr>
<td>La Piazza</td>
<td>F</td>
</tr>
<tr>
<td>Meridian</td>
<td>D/F</td>
</tr>
<tr>
<td>O’Gills Pub</td>
<td>F</td>
</tr>
<tr>
<td>Ooh La La</td>
<td>F</td>
</tr>
<tr>
<td>Outlook Café</td>
<td>W</td>
</tr>
<tr>
<td>Pink</td>
<td>D</td>
</tr>
<tr>
<td>Promenade Lounge</td>
<td>M/W</td>
</tr>
<tr>
<td>Rockin’ Bar D</td>
<td>M</td>
</tr>
<tr>
<td>Sessions</td>
<td>M</td>
</tr>
<tr>
<td>Signals</td>
<td>M/W</td>
</tr>
<tr>
<td>Studio Sea</td>
<td>M/W</td>
</tr>
<tr>
<td>Skyline</td>
<td>D/F</td>
</tr>
<tr>
<td>687</td>
<td>D</td>
</tr>
<tr>
<td>The Tube</td>
<td>F</td>
</tr>
<tr>
<td>Waves</td>
<td>D/F</td>
</tr>
<tr>
<td>WaveBands</td>
<td>W</td>
</tr>
</tbody>
</table>

### ENTERTAINMENT DISTRICTS

<table>
<thead>
<tr>
<th>District</th>
<th>Day(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beat Street</td>
<td>M</td>
</tr>
<tr>
<td>Route 66</td>
<td>W</td>
</tr>
<tr>
<td>The District</td>
<td>D</td>
</tr>
<tr>
<td>Europa</td>
<td>F</td>
</tr>
</tbody>
</table>

### Additional Guidelines

- Our product should be referred to as a ship, not a boat.
- We use the terms...
  - Stateroom, not a cabin
  - Deck, not a floor
  - Crew member, not Cast Member or employee
Adventures by Disney®

- *Adventures by Disney®* should always be offset and include the ® in the first use.
- We use the terms:
  - Vacationista (not reservation agents)
  - Adventure Guides or Disney-trained Adventure Guides (not tour guides or Disney Adventure Guides)
  - Guided vacations (versus guided tour or escorted tour)

Aulani

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

Aulani, A Disney Resort & Spa

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

**FOOD AND BEVERAGE**

Makahiki
The ‘Ōlelo Room
‘AMA’AMA *(Use in ALL CAPS, no space between the words)*
Off The Hook
One Paddle, Two Paddle
Pāpālua Shave Ice
Little ‘Opihi’s

**WATER ACTIVITIES**

Waikolohe Stream
Waikolohe Pool
Wailana pool
Menehune Bridge
Rainbow Reef
Tubestone Curl, Volcanic Vertical
‘Alohi Point

**ACTIVITIES AND ENTERTAINMENT**

Aulani Starlit Hui
Mo’olelo Storytelling
The Circle of ‘Alae ‘Ula
Aunty’s Beach House
Menehune Adventure Trail
Pau Hana Room

**SHOPPING**

Kālepa’s Store
Halihali
Hale Manu

**SPA & FITNESS CENTER**

Laniwai – A Disney Spa
Mikimiki Fitness Center
Painted Sky
Kula Wai

©Disney

PAGE 16

DC102913
Copy

GENERAL

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

NUMBERS – PHONE NUMBERS & DATES

• Spell out the words for numbers “one” through “ten.” Use the actual number for “11” and higher. 
  o Exception: In a headline, price point, tagline, reference to age, or call-out, always use numbers rather than spelling them out.  
    Example: 3-Night Package Includes
• Phone numbers
  o Use hyphens rather than parentheses, periods, or under scores.  
    Example: XXX-XXX-XXXX
  o When letters are used for the telephone number (407-WDW-DINE), the actual telephone number must appear immediately after it or underneath it in parentheses.  
  o Always use a “1” before an “800” or other toll-free telephone number.  
  o Do not use a “1” before a toll-call telephone number.
• In a date range, use the year in both sets of dates.  
  Example: 04/12/13 - 08/31/13

COPY FORMATTING

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

DASHES

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

REGISTRATION MARKS, SERVICE MARKS & TRADE MARKS

When denoting a non-Disney company’s product or service name, use that company’s rules regarding registration mark placement.
  Example: AAA Vacations® or Planet Hollywood®

POSSESSIVE FORMS

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

Graphics

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

Fonts

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

Hawaiian Diacritical Markings

The Hawaiian language uses two diacritical markings. The ‘okina is a glottal stop, similar to the sound between the syllables of "oh-oh." The kahakō is a macron, which lengthens and adds stress to the marked vowel. For example ‘pau,’ depending on placement of ‘okina and kahakō, can mean completed, smudge, moist or skirt.

‘okina

- This is the ‘okina: ‘
- Notice that it looks like a 6. It is not ‘ or ‘ although you may have seen those characters used.
- There should be no extra air or space between the ‘okina and the letters before/after the mark.
- The space should match that of an apostrophe, when kerning.
- Please be sure to use an ‘okina versus an apostrophe, for Hawai‘i and O‘ahu
- No ‘okina is needed for Ko Olina or Hawaiian

Creating the ‘okina

- Macs: Press Option-[ (the Option key together with the right bracket key)
- PCs: Download the appropriate directions & software at:
  http://www.hawaii.edu/itsdocs/win/diacritics.pdf

Legal Notices / Disclaimers

- Every marketing piece must contain one of the following notices:
  - ©Disney
    - Situation #1: If the piece is dedicated to Disney destination(s) and Disney claim ownership to the copyright of all elements on the piece, this may appear just once at the bottom of the page.
    - Situation #2: If the piece contains Disney photography, but Disney does not claim ownership to all elements on the piece, this must be placed beneath each Disney photograph.
  - As to Disney artwork/properties: ©Disney OR As to Disney artwork, logos, and properties: ©Disney
    - Situation: In collateral where third party graphics/logos or names appear, and Disney is claiming ownership only on the Disney properties and not the entire piece.

- Marketing pieces containing Disney Cruise Line assets must contain: Ships’ Registry: The Bahamas
- Marketing pieces containing Disney•Pixar creative must contain: ©Disney•Pixar
- There are no pass-along rights of trademarks, photographs or logos.

- For Disney trademarks: It is not necessary to use a ® or ™ with a trademark when it appears in a headline or heading provided that the symbol appears with the trademark in the first reference per page in copy. However, if the only use of the trademark in the entire piece is within a heading or headline, the ® or ™ must appear with it.
For additional guidelines, including Character usage and the marketing approval process, please refer to the Supplement document on DisneyCopyright.com.