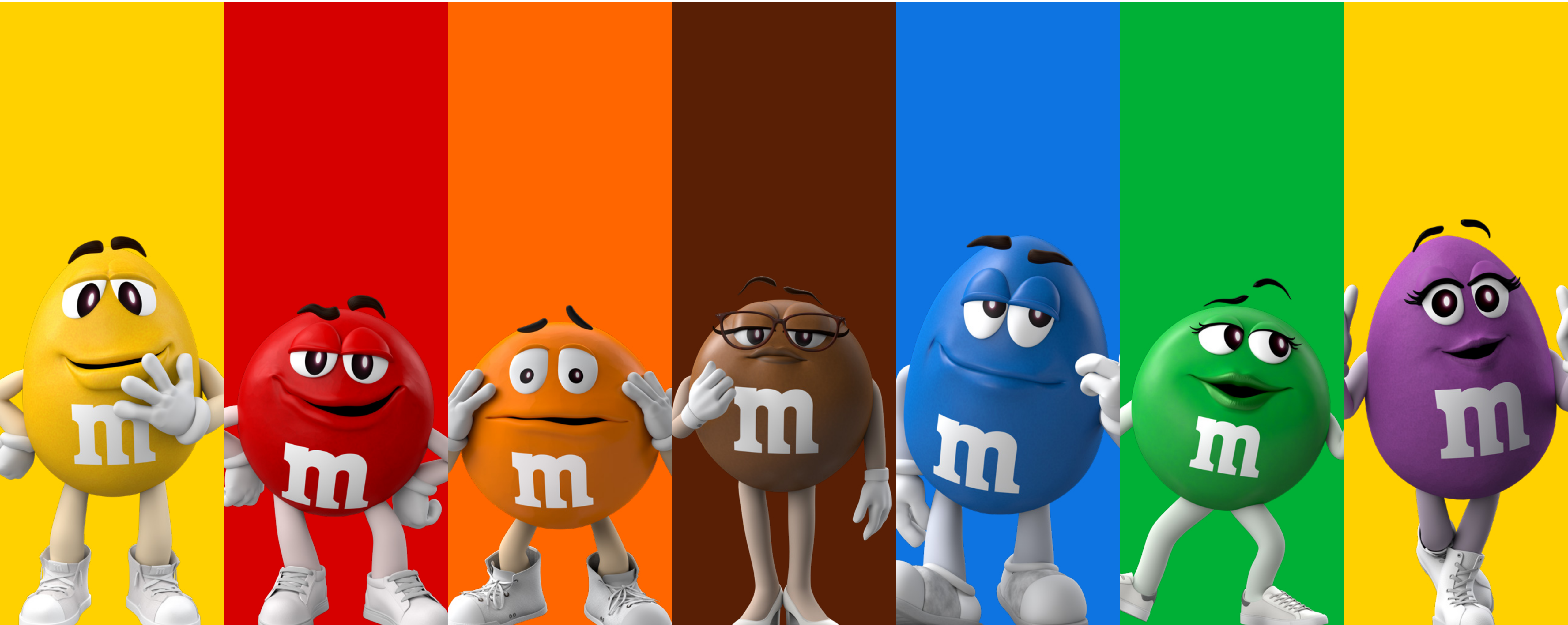




character book

december 2022



meaningful shifts and things to keep in mind

Please note for each section of this document,
each Spokescandy has watchouts specific to them

The newly updated cast of characters should each
have their time to shine:

- Characters should start to show up more in groups than individually
- Within those groups, try to highlight our female characters or any of our cast that has been historically under — featured

****All content in this document is for internal purposes only. If there is a desire to use content externally it must be cleared through the Brand and Content team or GandG**

****Please note: Any reference to celebrities is for internal reference only — not to be used externally**



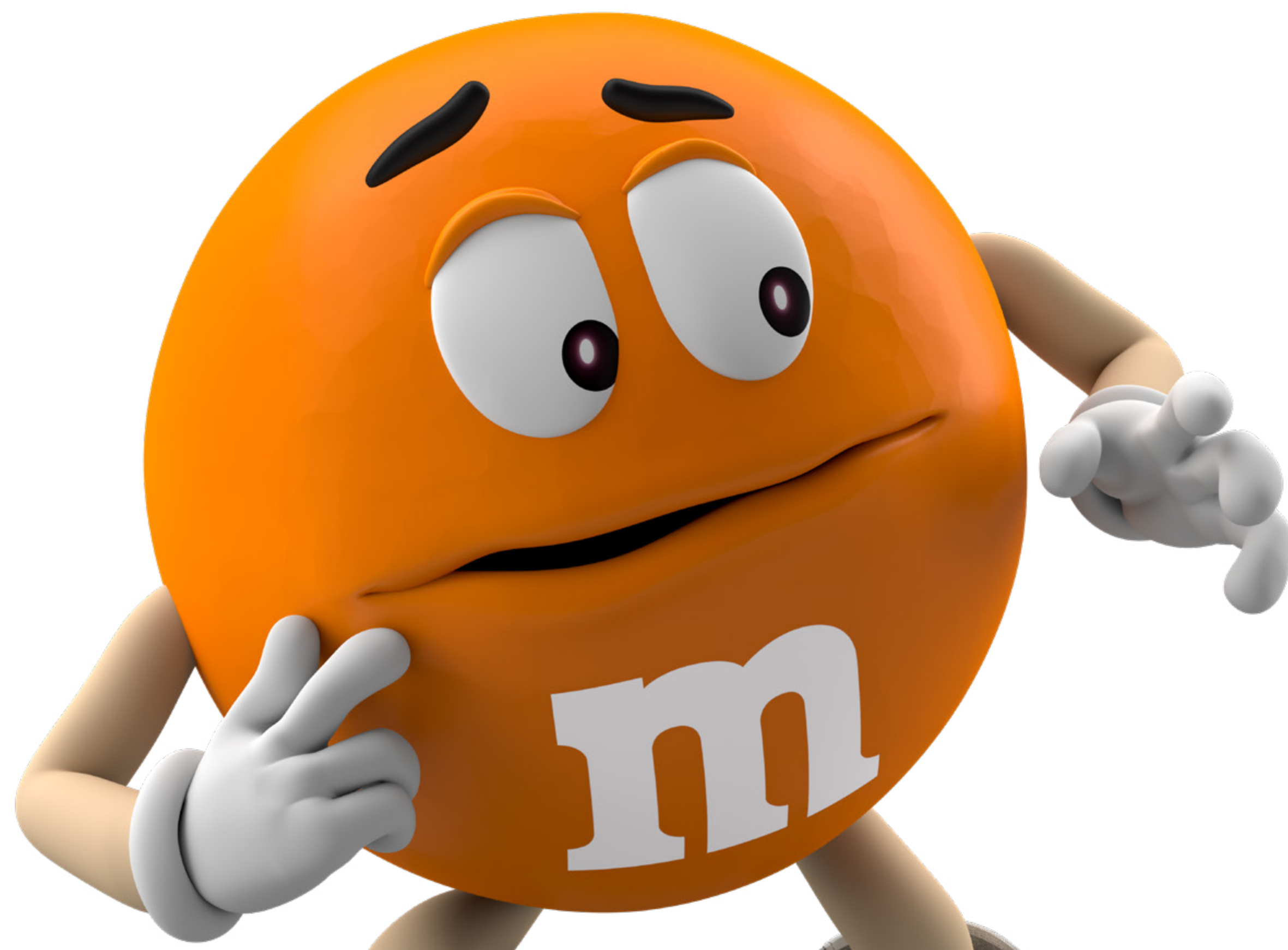
valuable assets

get to know our characters

Welcome to the M&M'S® family. If you're reading this, you've been given the power to work closely and create messaging and content with our iconic M&M'S characters. Much like working at Disney or Dreamworks, we too, have guidelines and strict rules when creating work utilizing our characters. It's important to remember that each character has a distinct, unique personality and the message or content you create for them **MUST** reflect their personality. Why?



characters



Our characters are some of our most valuable assets. We have an opportunity to use them to drive impact

If we don't use them responsibly, we are significantly increasing the risks for the business. There are risks of restrictive regulation or even bans in advertising, trademark protection issues, and reduced noticeability from inconsistent use.

We can see it as a threat, or we can see it as an opportunity: an opportunity to leverage our distinctive assets to drive impact and consumer connections and to protect our beloved characters against legal threats.

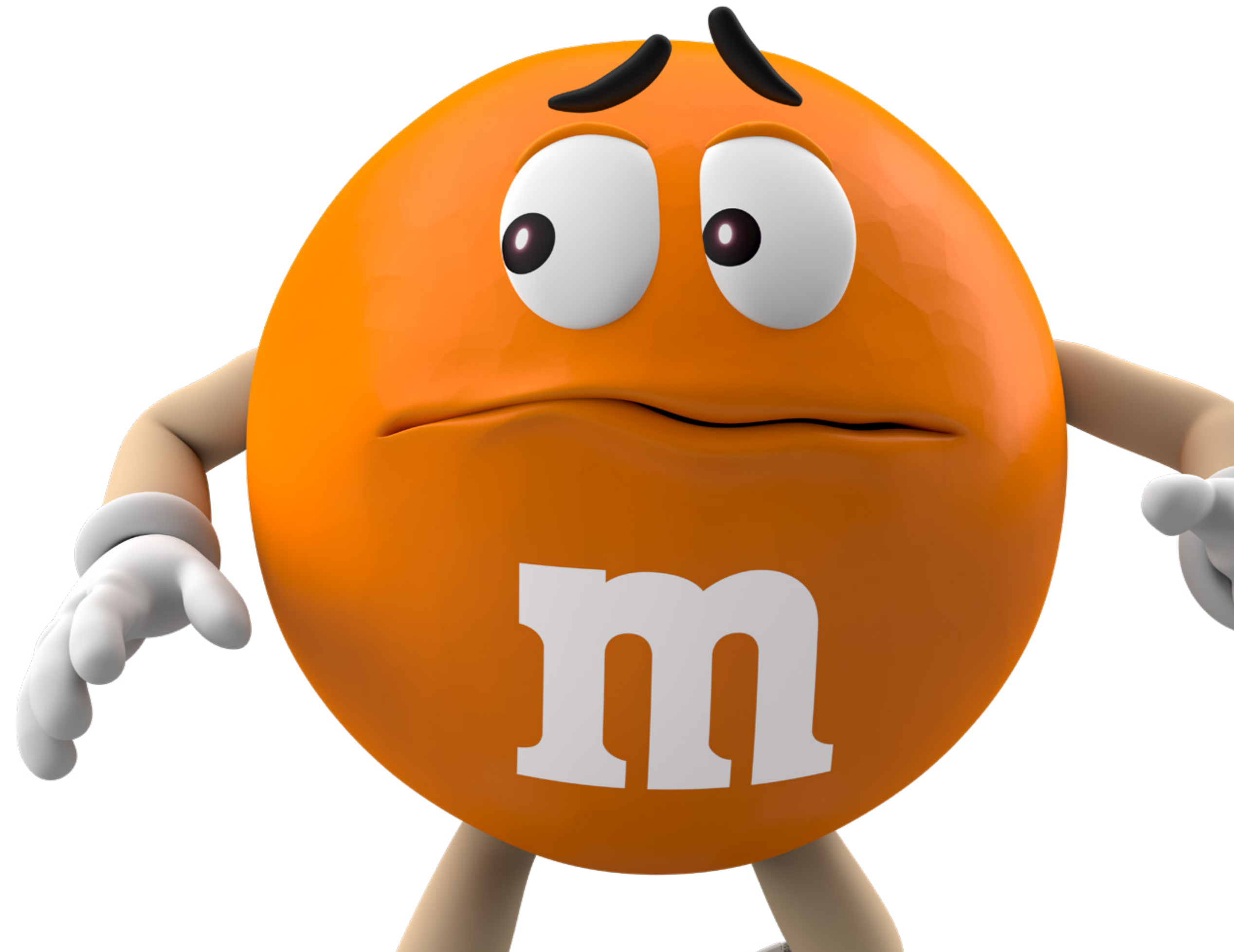
This is why everyone working on the M&M'S® brand should be experts in using the characters — from their personality to the way they look, and how and when they are used.

three reasons to treat our characters with respect

- Consistent use helps us protect them against copycats
- Consistent use in adult humor will prevent character bans
- Consistent use builds brand meaning and increases distinctiveness



the rules



rule #1

Know their personalities

They each represent a comedic archetype. Study them. Know them like a member of your family. They have been slightly revised to better fit into the brand's purpose. Once you know each of them and their motivations and personality traits, only then can you make better decisions on how they would behave in certain situations or how they would approach delivering a certain brand message.



If you are not clear on a character's comedic archetype, please refer to the individual character sections



rule #2

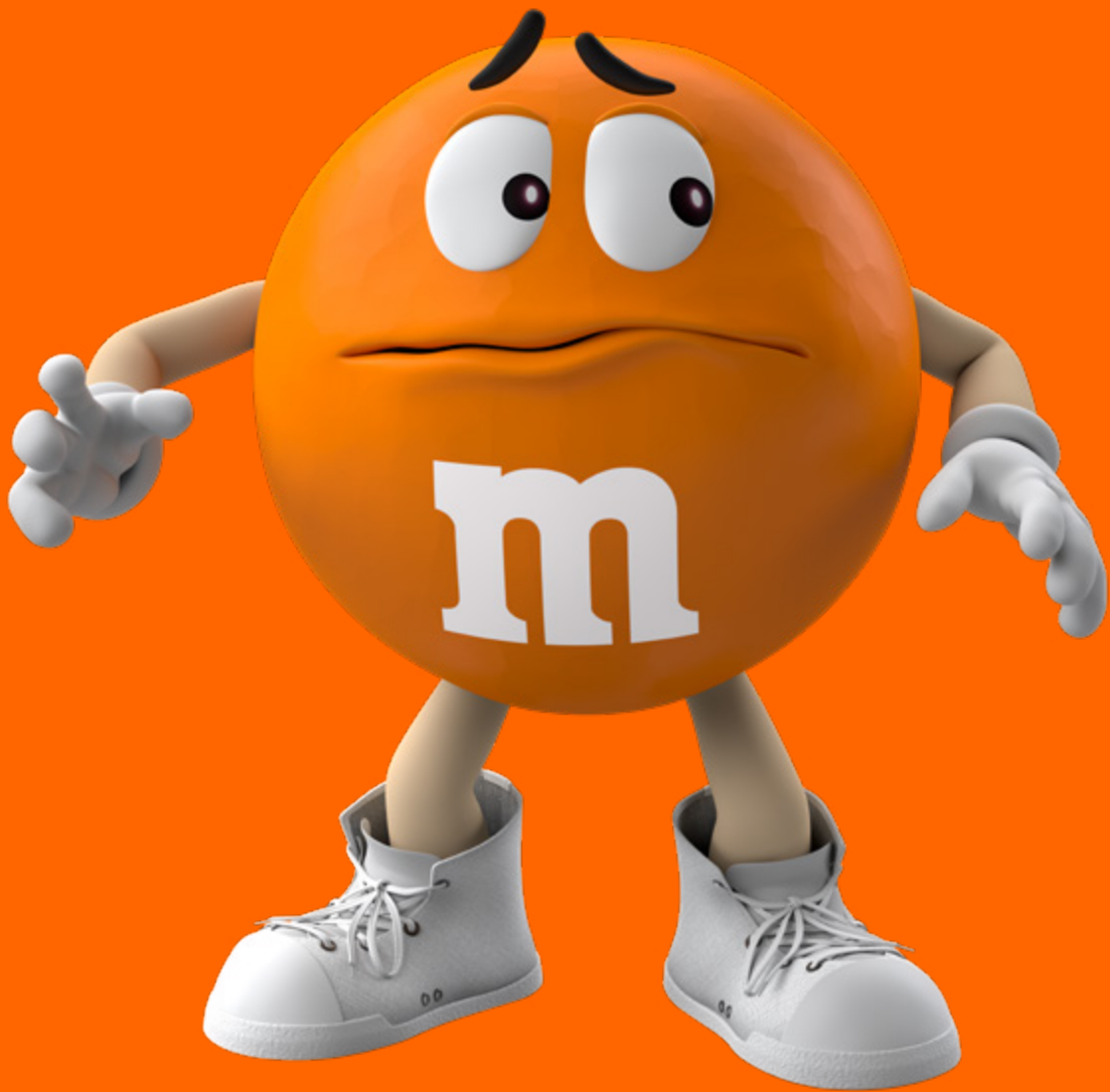
Only use the new character poses

Since we've refreshed our characters' personalities to align better with our brand's move to be more purposeful, we have also revised some of their visual features. New shoes have been updated for all the characters except Blue. Brown also received new glasses. And all of the characters have had the color of their limbs changed to include a small percentage of their shell color in them. So, Red's limbs have a little red in them. Green's limbs have a hint of green in them and so forth.



We have provided brand approved poses for each character. See the back of this deck to view all of the approved poses for each character

new poses



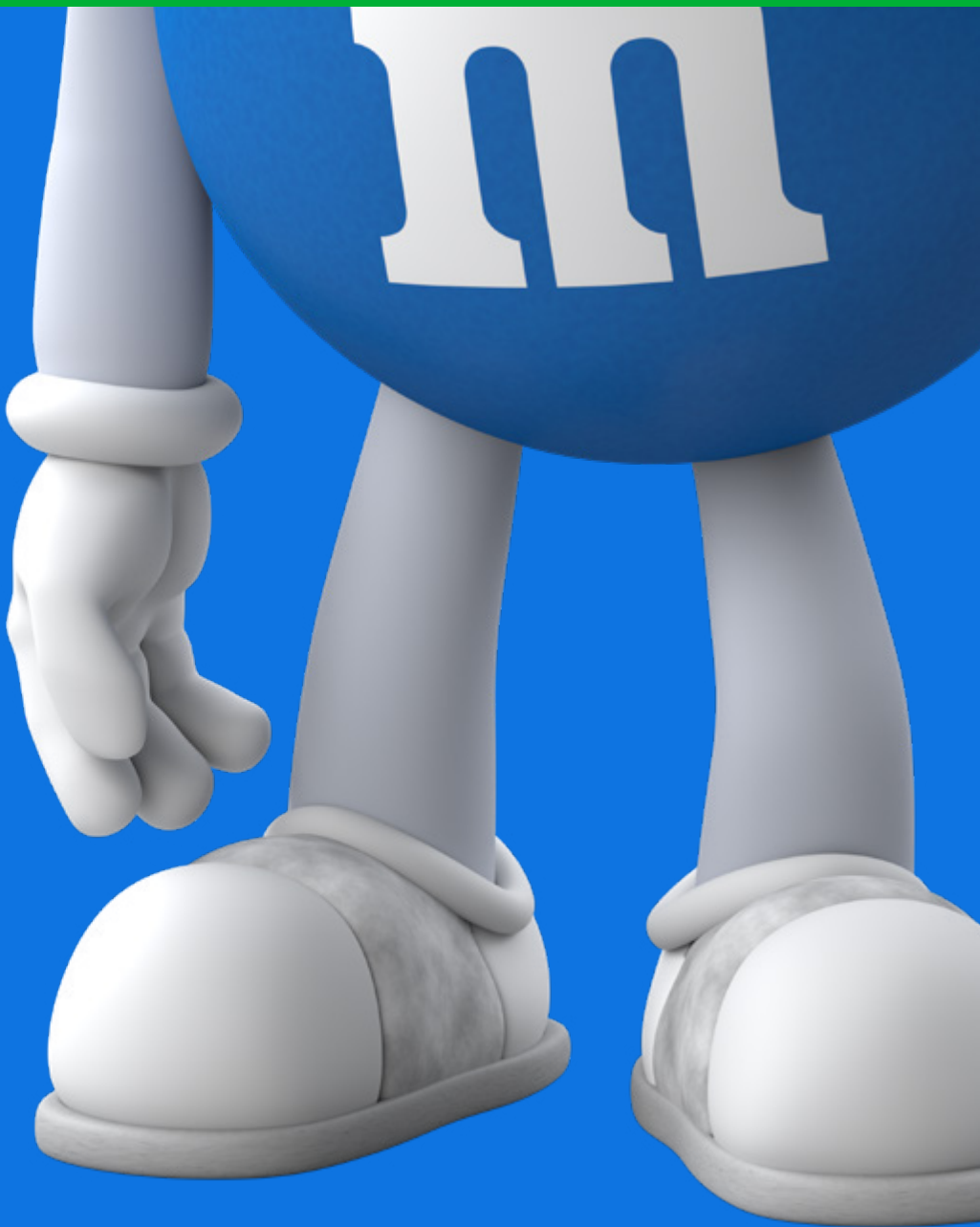
new shoes



new glasses

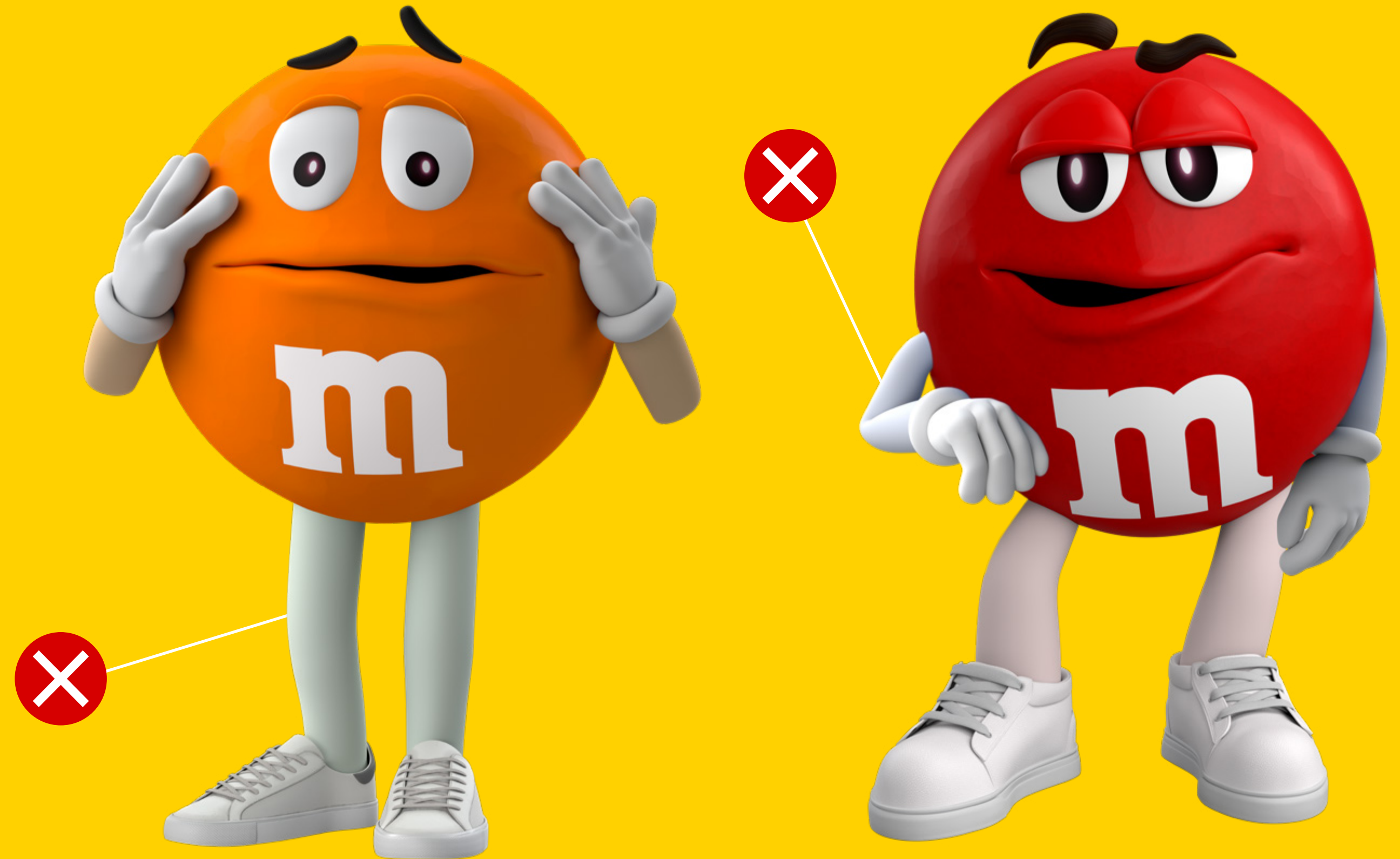


new limb colors



rule #3

Do not change
the standard poses or
switch character assets



rule #4

Their height

The characters live in our human world. And it's important that you know their actual size in the human world because their short stature creates immediate humor once placed in a real-life situation.

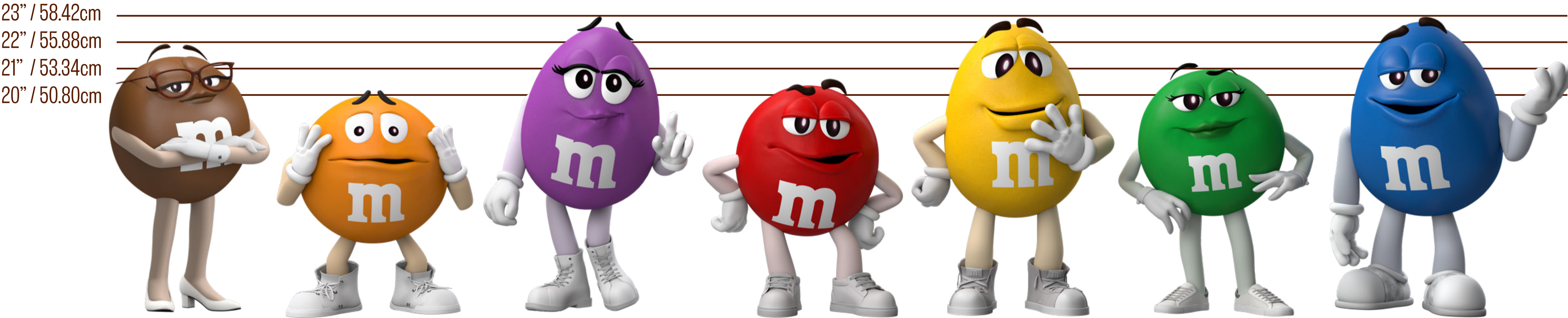
Red is around 20.5 inches / 52.07 cm (he has a slight bend in his knee in the below pose)

Orange is also 20.5 inches / 52.07 cm tall but because of his personality, most of his poses have both of his knees bent causing him to look shorter than he actually is)

Yellow, Blue and Purple are 23 inches / 58.42 cm tall

Green is 21 inches / 53.34 cm tall

Brown is 21.5 inches / 54.61 cm tall



rule #4

Their height in the human world

Make sure you stay true to their size in the human world and make sure the things they interact with in the human world are “human-sized.” We never change the size of a prop or a piece of furniture. It’s rare for us to change the size of a human element to fit a character’s size. There is already built-in humor with our characters interacting with human-sized objects.



Too Big

If Blue is 23 inches / 58.42 cm and Red is 20.5 inches / 52.07 cm — this image is all wrong. Blue looks to be 5 feet / 152.4cm tall.



Too Small

Yellow looks to be 3 - 4 inches / 7.62 - 10.16 cm tall here.



Brown looks to be 4-5 feet / 121.92-152.4 cm tall in this image based on the real-world bench she is sitting on. Brown is 21.5 inches / 54.61 cm tall, which means her feet would never be able to touch the ground if she were sitting on a real bench.

Even her size in relation to the pumpkin creates a feeling that Brown is more human-sized rather than her M&M'S size.



Brown, Yellow and Red here look to be true to their size in relation to the human world they exist in.

rule #5

Never dress up our characters

Dressing up characters can help easily convey certain holidays or sponsorships, but dressing should focus on adornments or minimal props to cue seasons or sponsorships. Why?

1. Dressing them up can make them appear “childlike” or appealing to children (especially if you give them a trick-or-treat bag/bucket).
2. Dressing them up more than likely takes them away from their personalities.
3. Costumes on characters or overdressing the characters could impact our ability to enforce our trademark rights.
4. Accessories like hats are OK, but they must be used in a way that fits the character’s personality and doesn’t make them childlike. Accessories like hats must NEVER obscure more than 15% of the character.



rule #6

The character's world

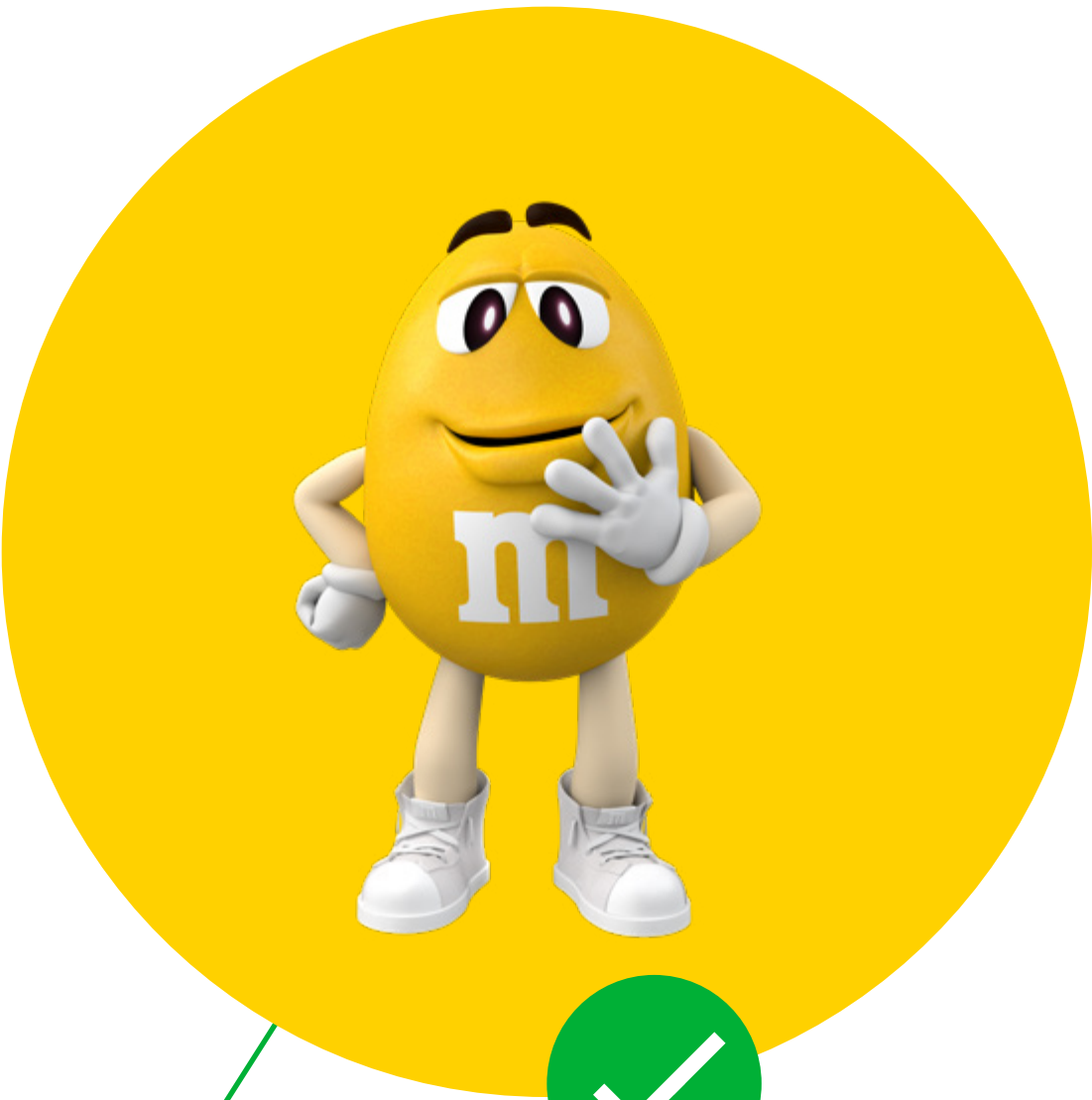
The characters should either live in the real world or on a seamless backdrop. NEVER in a cartoon environment.



Real World



Cartoon World



Yellow World

rule #7

Our characters must always be shown in an adult way when it comes to our humor. Remember to use jester wit and humor, and **NOT** childlike humor or slapstick humor.

This is too “childlike” and not adult humor. This is slapstick humor, not jester, witty, clever humor.

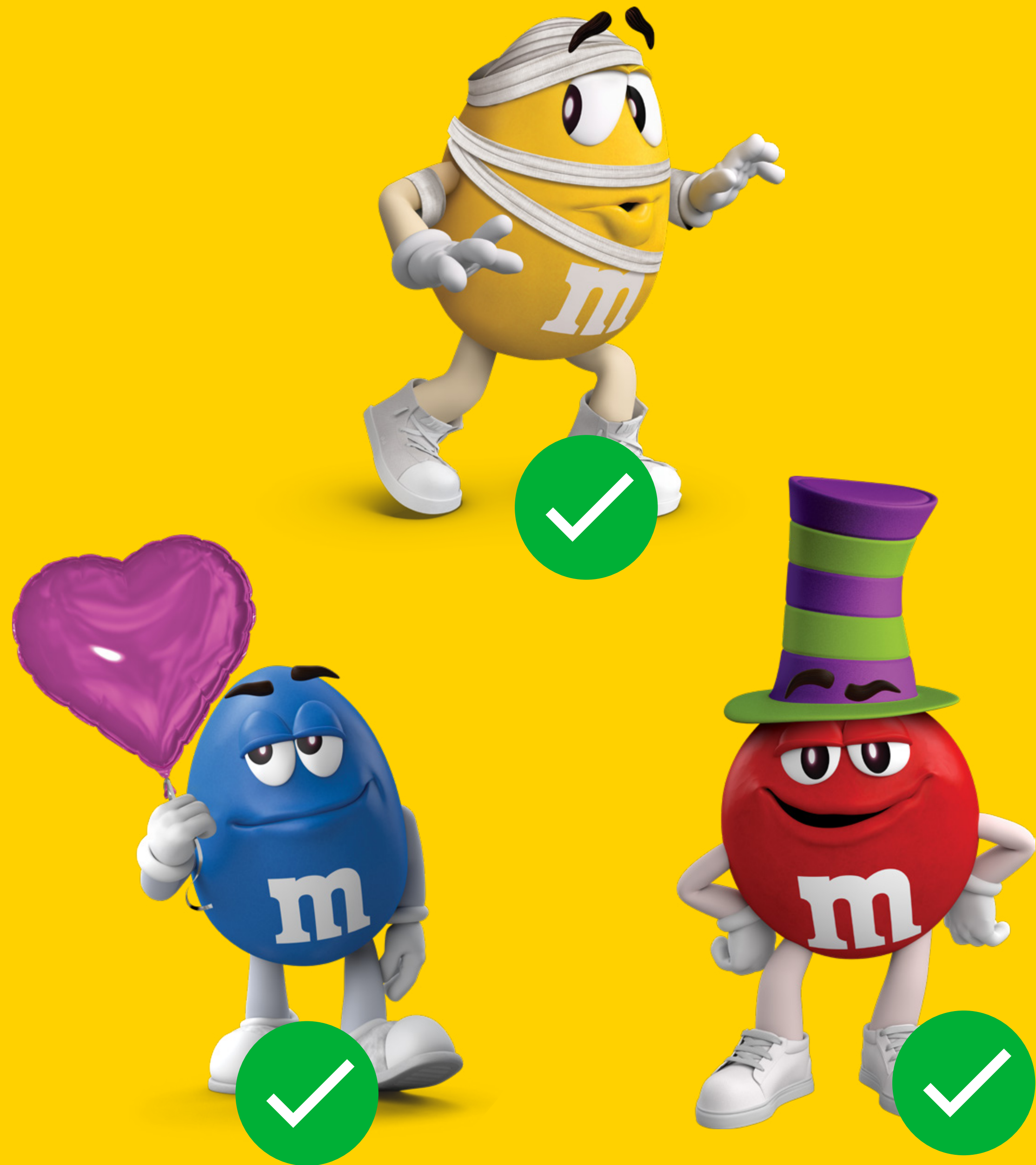


rule #8

Props and accessories must be photorealistic and **never** cartoony

Accessorizing and props

We will use photorealistic props and accessories to connect our characters with specific events or promotion in a way that treats them with respect and maintains their personalities.



rule #9

Do not make any of them romantically involved

None of the characters have a crush on any of the other characters. It is vital that we do NOT create or encourage romantic relationships between the characters. There have been a few mistakes in the past (see image on the right) but the good thing about mistakes is that we can ALL learn from them.

Also, do not encourage or engage in social media chatter about any of the characters being in an intimate relationship with each other.

The characters are giant M&M'S candies walking around, so the ONLY thing that identifies them as a he/she or a he/him is their voice, eyes, mouth, and accessories. That is it.

Always lean on their personalities for their romantic life (a good example is an old print ad for Valentine's Day where Red is hugging himself, because he's truly in love with himself and not others).



rule #10, #11, #12

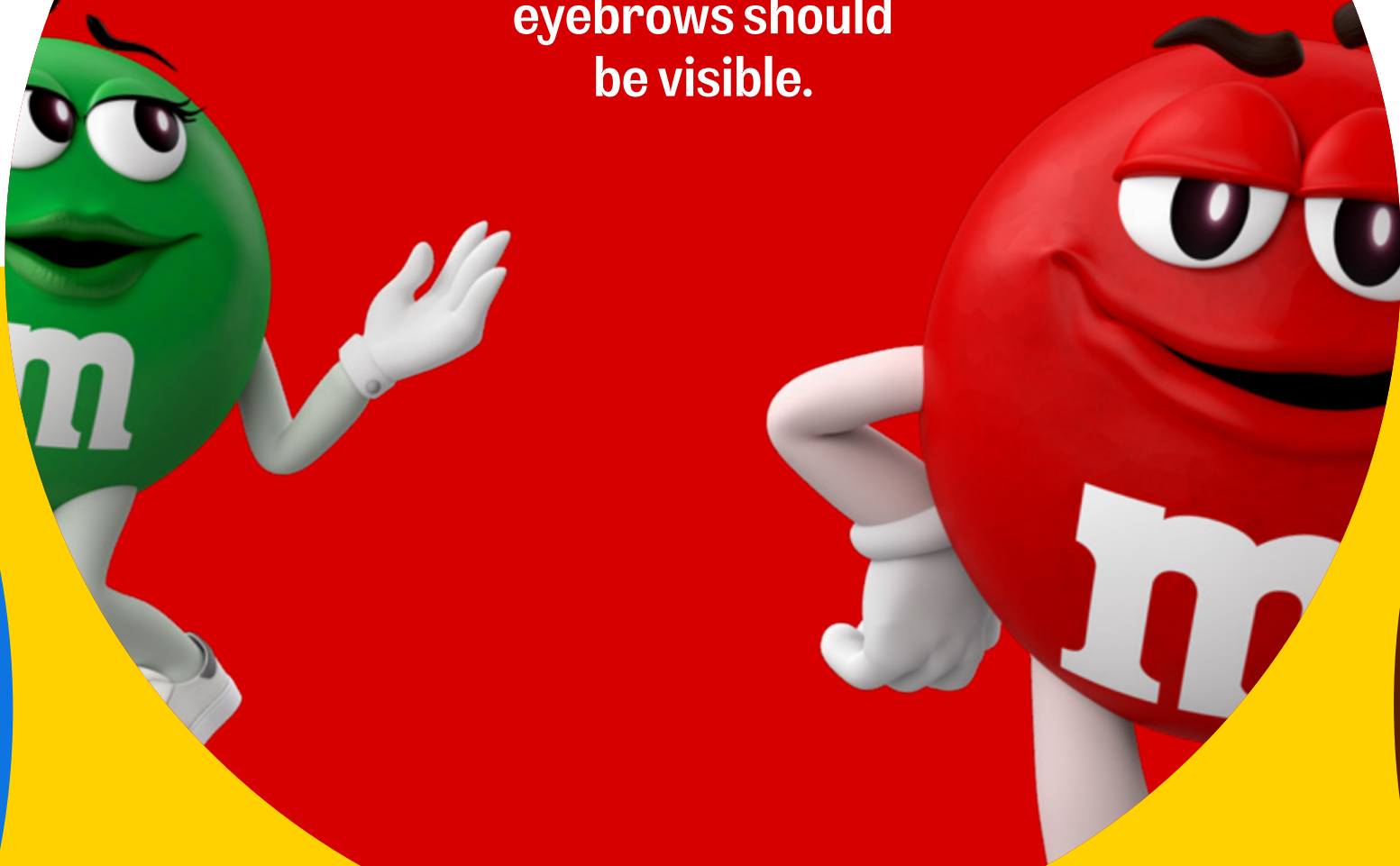
rule #10

At least one character in a scene needs to have 75% of their “m” visible and legible. If only one character is in a scene, then we must clearly see at least 75% of their “m.”



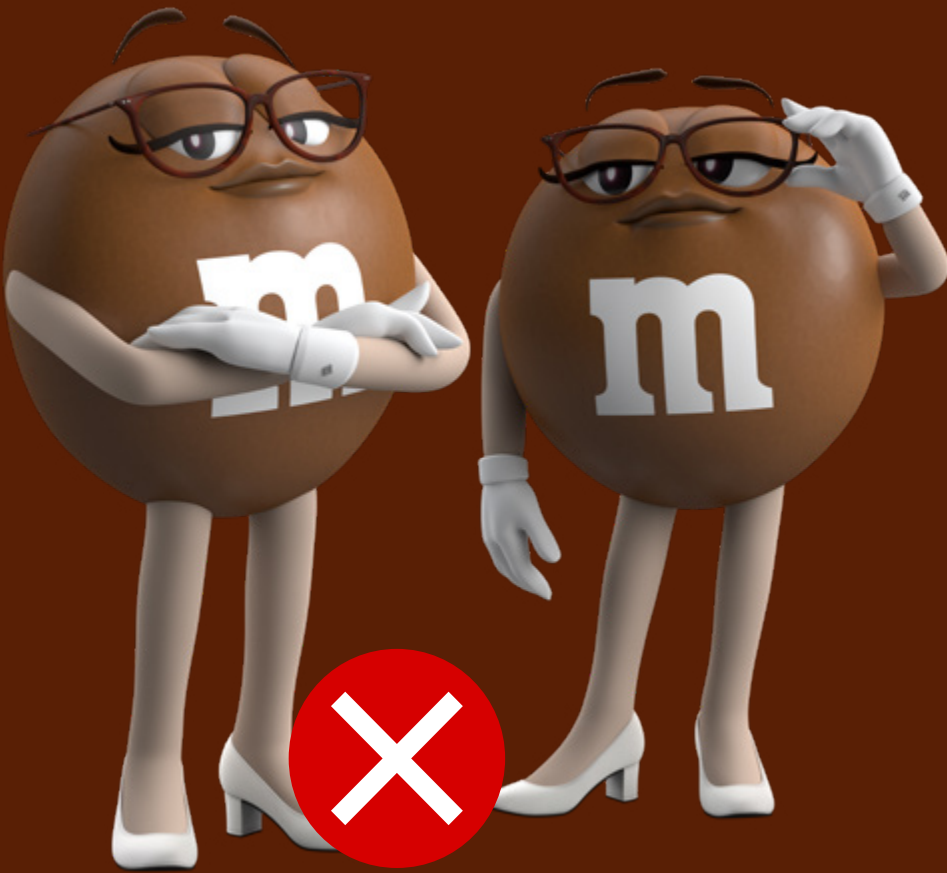
rule #11

At least 50% of each character's eyebrows should be visible.

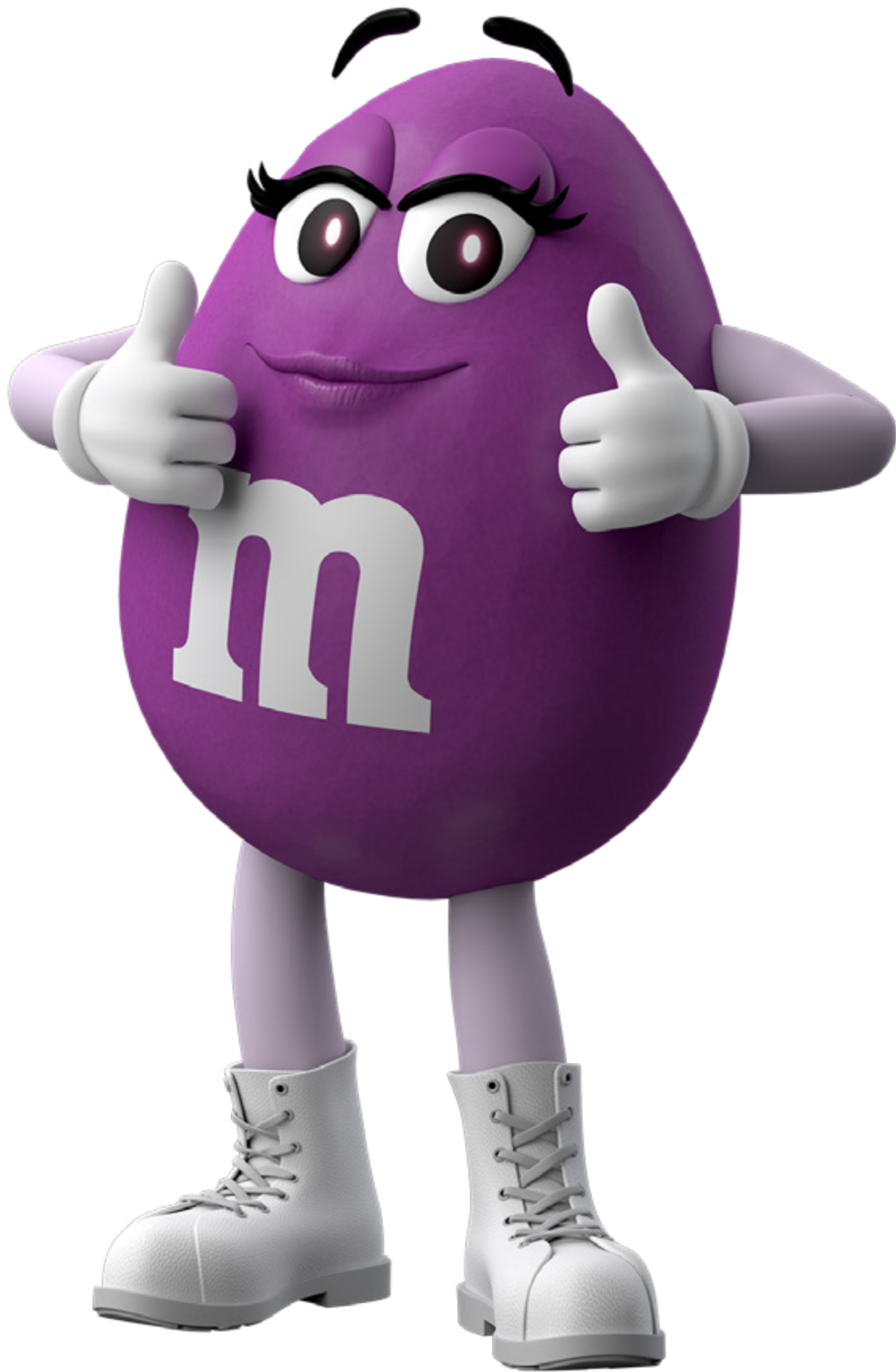


rule #12

Do not use the same character on the same surface twice.

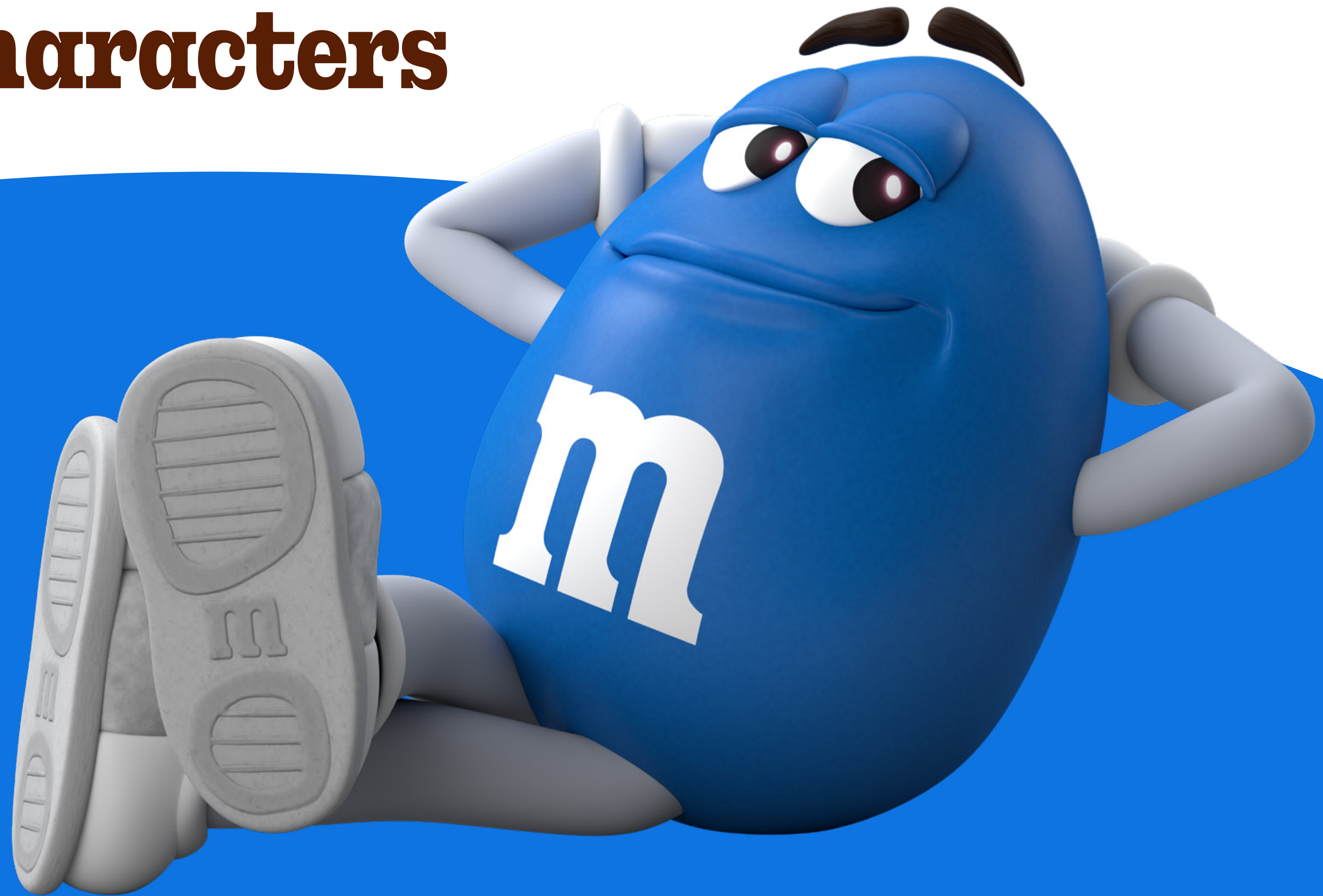


rule summary



- Rule #1** Know their personalities.
- Rule #2** Only use the new character poses.
- Rule #3** Do not change the standard poses or switch character assets.
- Rule #4** Do not alter their height to fit into the human world.
- Rule #5** Never dress up our characters.
- Rule #6** The characters should either live in the real world or on a seamless backdrop. NEVER in a cartoon environment.
- Rule #7** Our characters must always be shown in an adult way — no childlike humor.
- Rule #8** Props and accessories must be photorealistic.
- Rule #9** Do not make any of the characters romantically involved with each other.
- Rule #10** At least one character in a scene needs to have 75% of their “m” visible and legible.
- Rule #11** At least 50% of each character’s eyebrows should be visible.
- Rule #12** Do not use the same character on the same surface twice.

and now, learn more about the characters



red

“I instinctively know I have great instincts.”



From the sardonic to

the **attention seeker**



When Red first got into the “biz” (as he likes to call it), it was a simpler time. It was a less crowded marketplace for a multi-talented Spokescandy like himself. The spotlight was easier to maintain back in his early days. But the entertainment world has changed with the rise of social media fame and influencer culture and Red’s “old school” approach to the game has left him with a much smaller spotlight and a wounded ego.

He’s feeling more and more insecure with his “celebritiness” and it’s making him desperate for

attention and affirmation from the mass audience. You might say “he’s trying a little too hard to be loved and admired,” which is why everything he does always feels a bit self - serving.

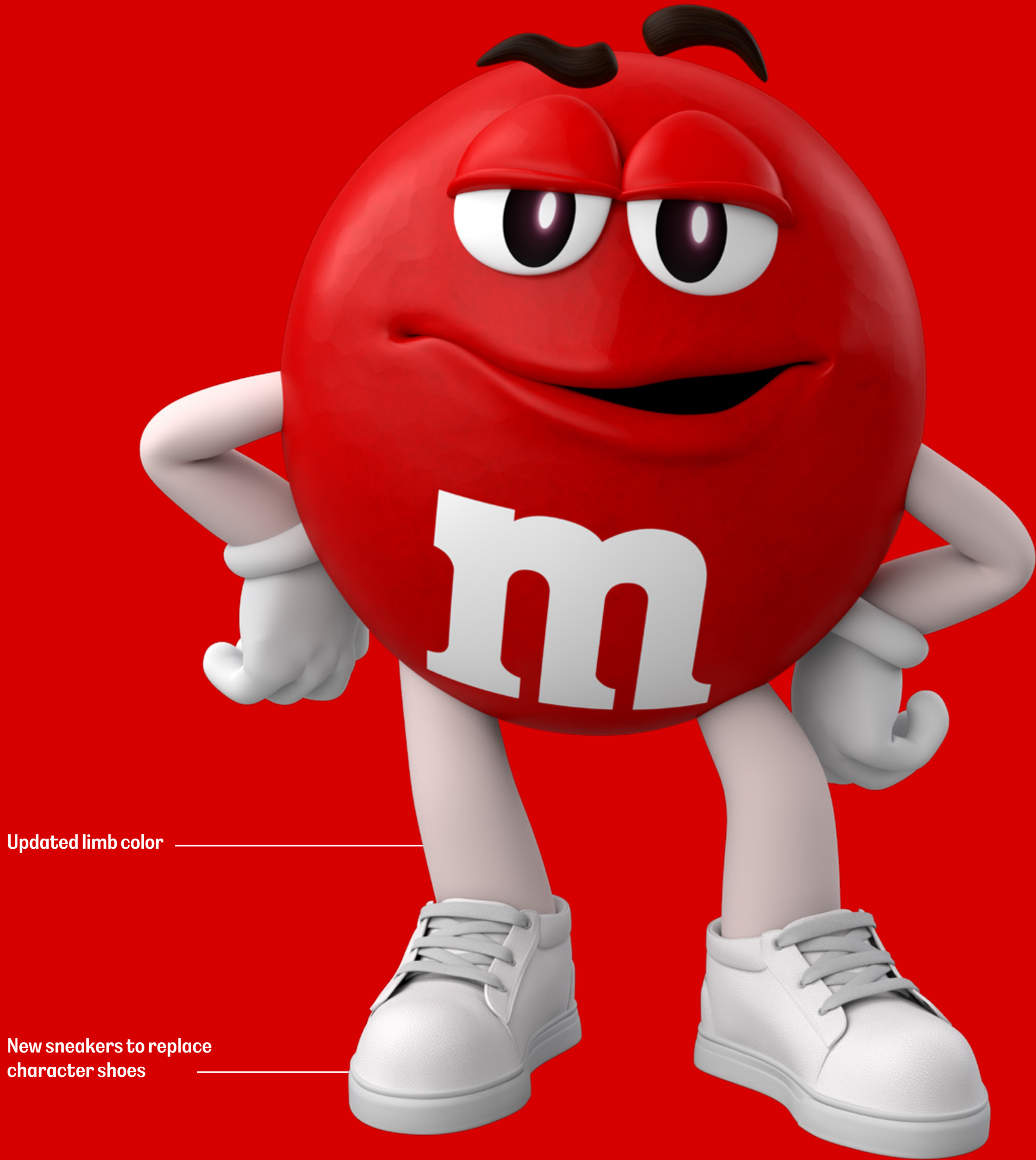
Fortunately, his attention-seeking ways have an upside. His desire to feel loved and needed has revealed his severe “hero complex.” He tries to gain admiration and validation by being a savior in times of need. Unfortunately his “solutions” are often transparently self-serving.

**hero
complex**

**self—
absorbed**

**drama
king**

**craves
validation**



humor comes from

Red lacks the self — awareness to navigate social situations. He means well, but he doesn't know to hide his hunger for recognition and approval. His social blundering provides a humorous example of what not to do.

role in purpose

Red wants to be the one to solve the world's problems, but it's his wrong — headed ideas and solutions to the problems that can feel awfully self — serving to the rest of us.

who he's similar to



Michael Scott
The Office



Huang Zi Tao 黄子韬
EXO (boy band)



Christian Ulmen
comedian



Moira Rose
Schitt's Creek

 = High Global Awareness
Source: Google Survey data across US, EU + China

Please note: any reference to celebrities is for internal reference only – not to be used externally.

who is red?

No self-awareness, just selfish-awareness.

Inflates his worth.

Not a bad person. Never intentionally cruel.

Most likely he doesn't care about you enough to hurt you.

But he actually probably cares about you more than you think.

He certainly cares what you think of him.

Believes, without evidence, that he's meant to lead.

Unintentionally the butt of most jokes.

Desperately longing for/seeking the approval of people around him.

Craves the limelight.

Often puts his foot in his mouth/his own worst enemy.

Insecure. But would never admit it.

Likes being around people because it gives him an opportunity to talk about himself.

Low emotional intelligence.

Red will jump in with a partially thought-out solution to your problem. No need to ask.

There's always a good reason or someone to blame for his lack of success in anything he does.

In his attempts to seem "hip" and "current," Red is sometimes out of touch with his cultural references.

Unaware of how unaware he is.

He operates on instinct, but rarely a good one.

Yellow is his go — to pal when he's seeking validation.

Claims to have started the phrase: "Note to self."

Red is a dabbler. He loves to dabble, but has no follow-through.

Vulnerable behind his bravado.



character watchouts



While Red's favorite person (Spokesandies included) will always be Red, we're pivoting away from making him too braggy. We don't want him to be so "one-note" that he becomes unlikeable.

Plus a bragger knows he's lying, while Red believes his own delusions of grandeur.

Red's out-of-touch personality can take other comedic forms: he can take charge when he's not qualified; he can bypass common sense to get a result he likes; he can fail to listen to reason when it goes against what he wants.

all poses

These pose files are available as PSD and PNG format depending on your needs. Each pose reflects a different aspect of the characters' personalities, so there is a wide scope of emotions covered.

Any new pose that is created must be requested and approved by the global content team.

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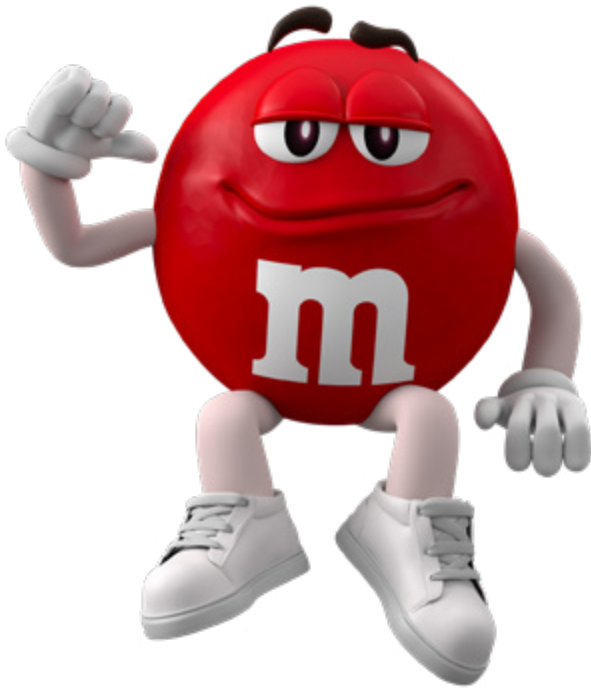
a



b



c



d



e



f



g

GREEN

“I’m too busy shining to throw shade.”



From the empowered female to

the uninhibited one



For the past 26 years, Green has been comparing notes and exchanging texts, emails, and stories with other females in the industry in her off-time. What was once a breakthrough role for Green is now a platform she uses to help break down barriers for women in entertainment, not just to help them navigate this imperfect industry, but to carve out their rightful place in it.

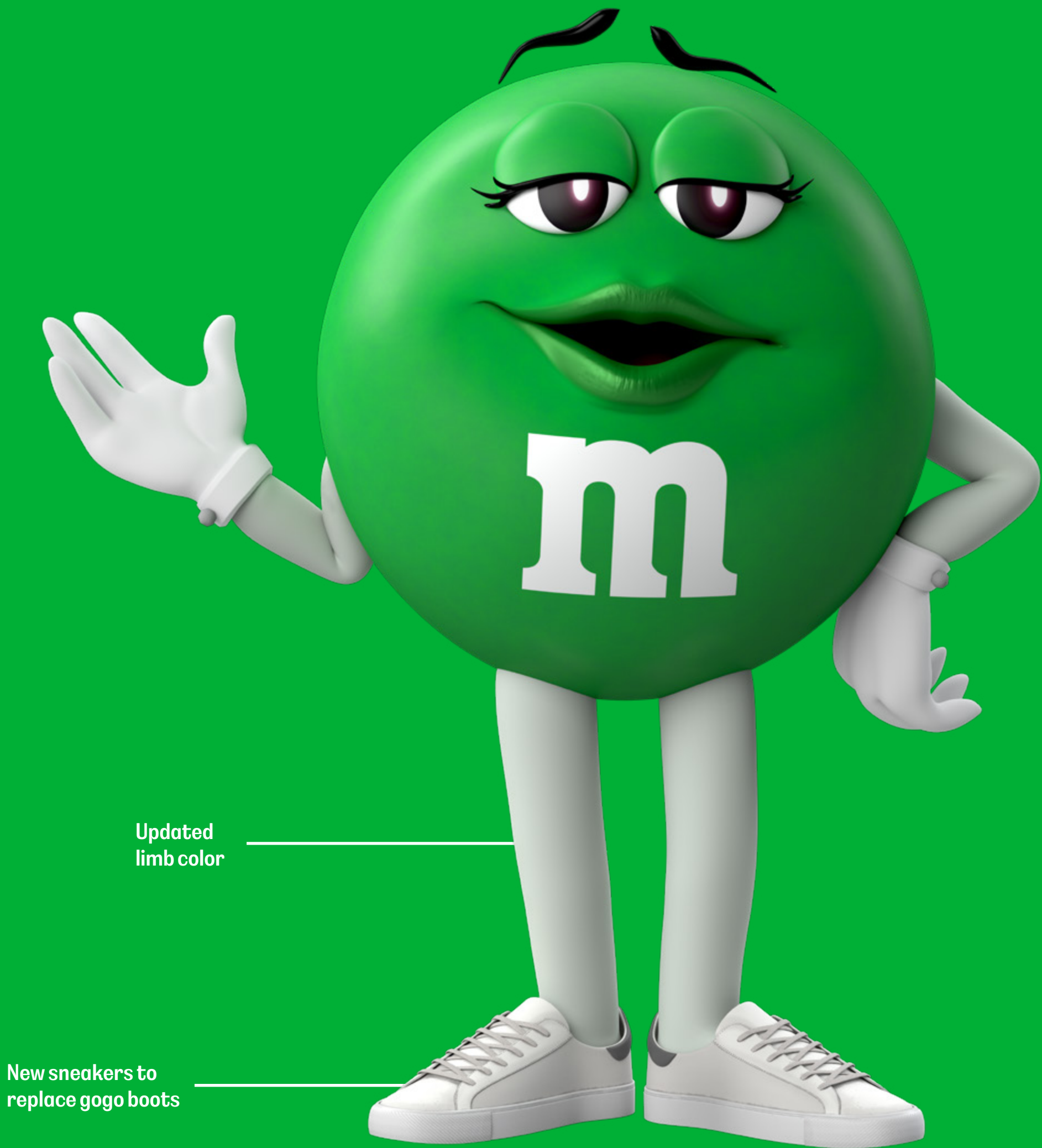
Now that she's found her voice, Green rarely stops using it. In fact, she's a bit of a chatterbox with a tendency to overtalk, overshare, and overhype her friends. She believes the spotlight is big enough for everyone to shine, even if her personality is larger-than-life.

**aggressively
supportive
and uplifting**

**self—
deprecating**

**says
what's on
her mind**

**effortlessly
confident
and self—
assured**



Updated limb color

New sneakers to replace gogo boots

humor comes from

Her self-deprecating humor can cross over into TMI, but her uninhibited approach to any subject makes her refreshing and relatable.

role in purpose

She celebrates the bold ones and is constantly shining a light on the women who inspire her.

who she's similar to



Lizzo
musician



Jing Ning 宁静
actress/singer



Jennifer Lawrence
actress



Barbara Schöneberger
comedian



Phoebe Waller-Bridge
Fleabag

 = High Global Awareness
Source: Google Survey data across US, EU + China

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who is green?

The one regret
she has in life is not
being tall enough to
ride rollercoasters.
She thinks she'd
have a blast.

She talks during movies.
Her favorite genre is coming-of-
age movies because she loves
watching people come into their
own (and will tell you so during
the movie).

Her self-deprecating humor
is not pathetic — but more
as in “owning” her flaws. She
owns her flaws as a way to show
others it's OK to NOT be perfect.
She “owns” the good, the bad,
and the ugly. If you can't laugh at
yourself, then how can you laugh
at anybody else?

She tends to talk too much.
Over — talks. Over — answers
questions. Can quickly go off
on an opinionated tangent
on any subject.

She has 2,000 contacts
in her phone.

She's not a social climber or
an opportunist, but she does
embrace the experiences and
invitations extended to her.

She's always nice to
paparazzi. After all,
they're people too.

She thinks life should be fun
and doesn't worry too much
about the consequences of her
actions, as long as it's harmless
fun. She never does anything at
anyone's expense except maybe
her own.

People respect her for her
honesty and the fact that she
doesn't get wrapped up in the
world of fame. She acts the
same way no matter where
she is and treats everyone the
same, no matter how famous or
everyday they are.

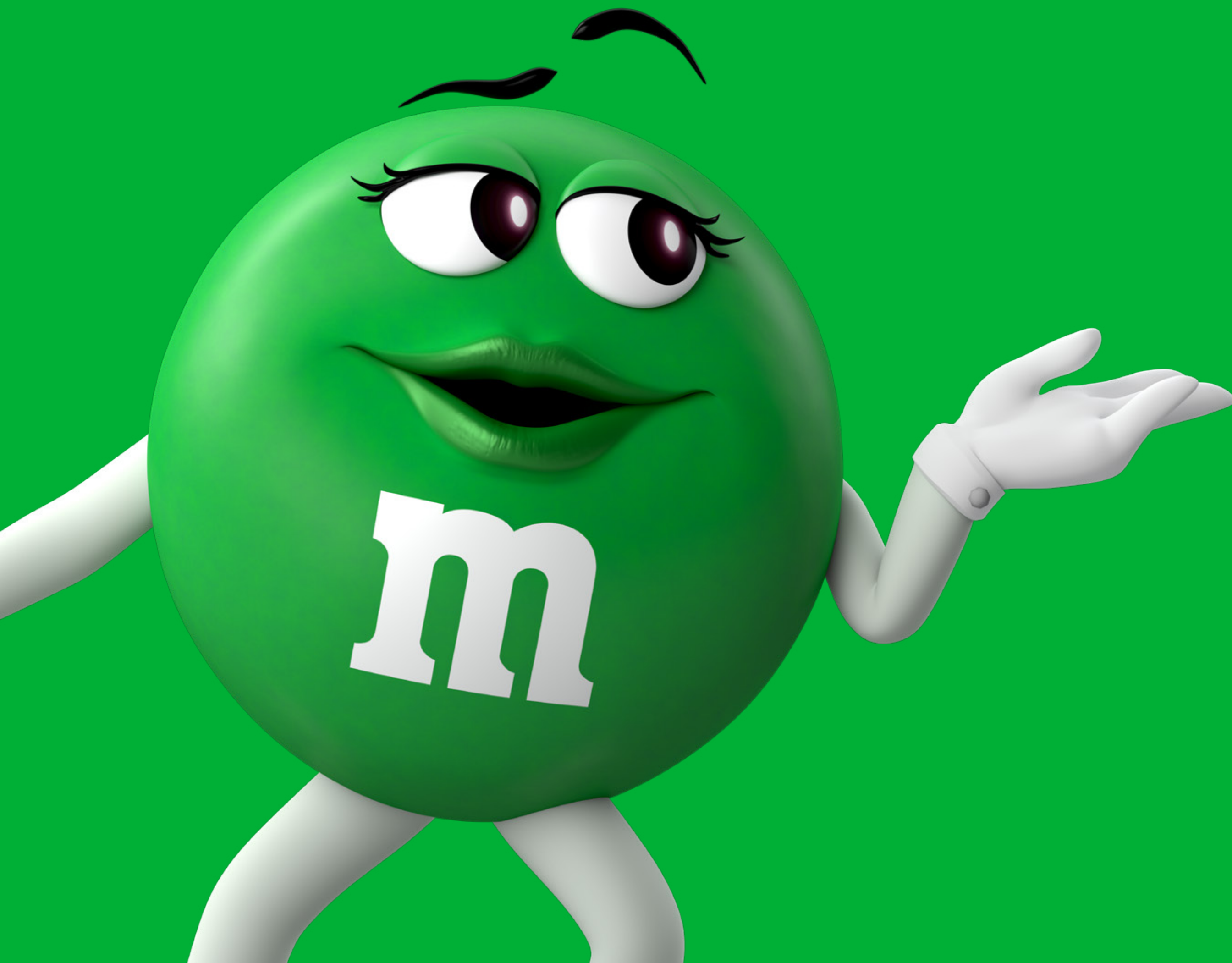
She leans into all topics
and conversations. She
doesn't skirt any topic.

She has a point of view
on everything.

To her, there's no such thing as
overindulging. However, she does
believe in “under — indulging” and
avoids it at all costs.



character watchouts



After many years of being “the sexy one,” Green is ditching that label to become a more well-rounded character.

She is no longer the object of desire. Better yet, she’s not an object at all.

While people love how outspoken and open she is, Green would never cross the line into being gross or crass. She defies expectations simply by being herself, not by trying too hard to be vulgar or provocative.

Her confidence doesn’t make her egotistical or narcissistic. She accepts herself and everyone else around her for all their flaws (except Red) and is genuinely happy for others’ successes.

Her self-deprecating humor is not pathetic — but is more about “owning” her mistakes and missteps. If you can’t laugh at yourself, then how can you laugh at anybody else?

all poses

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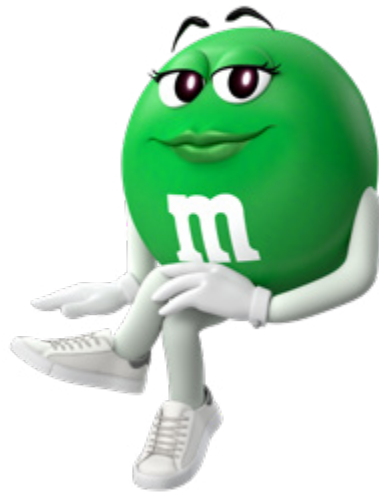
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e



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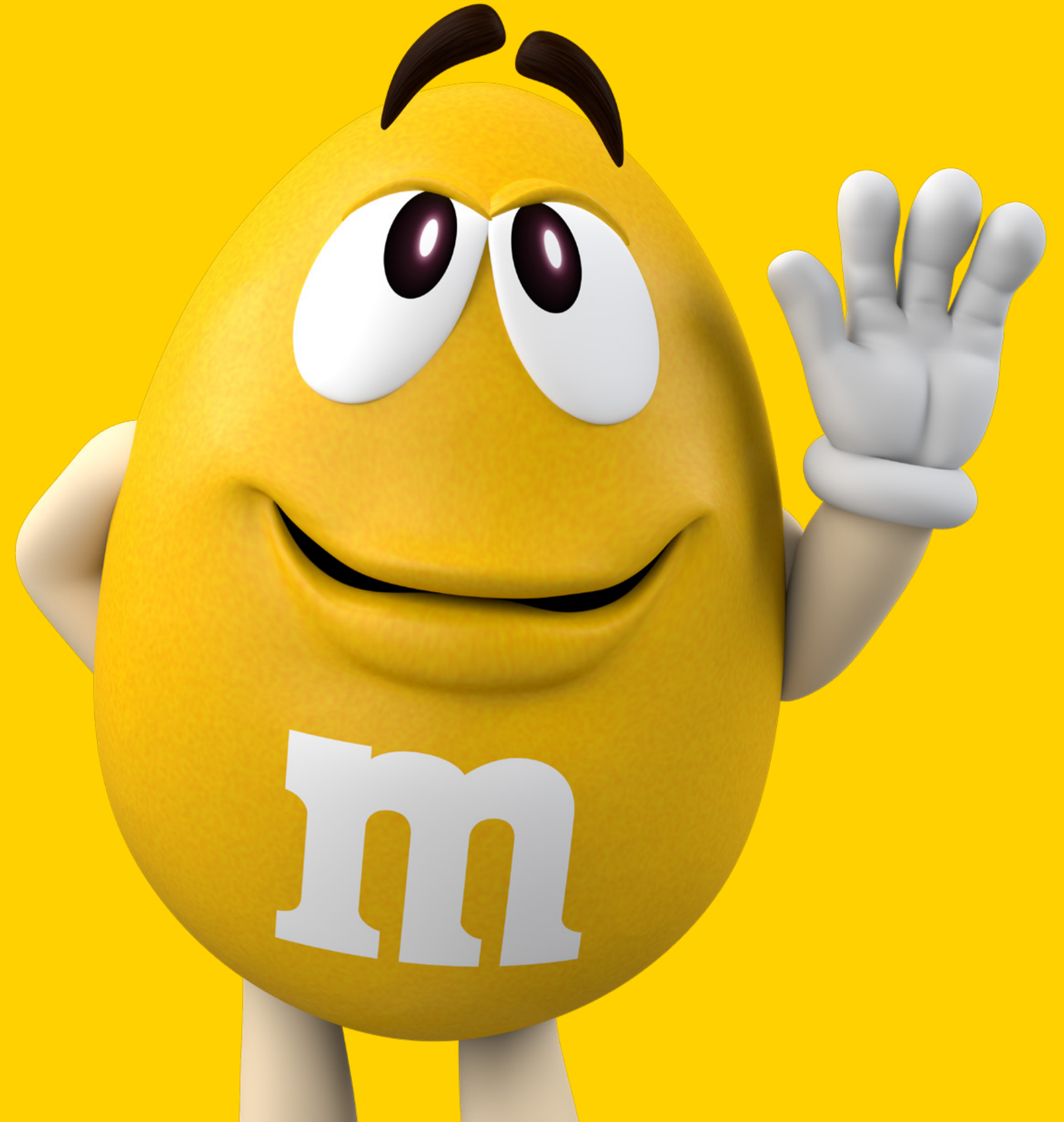
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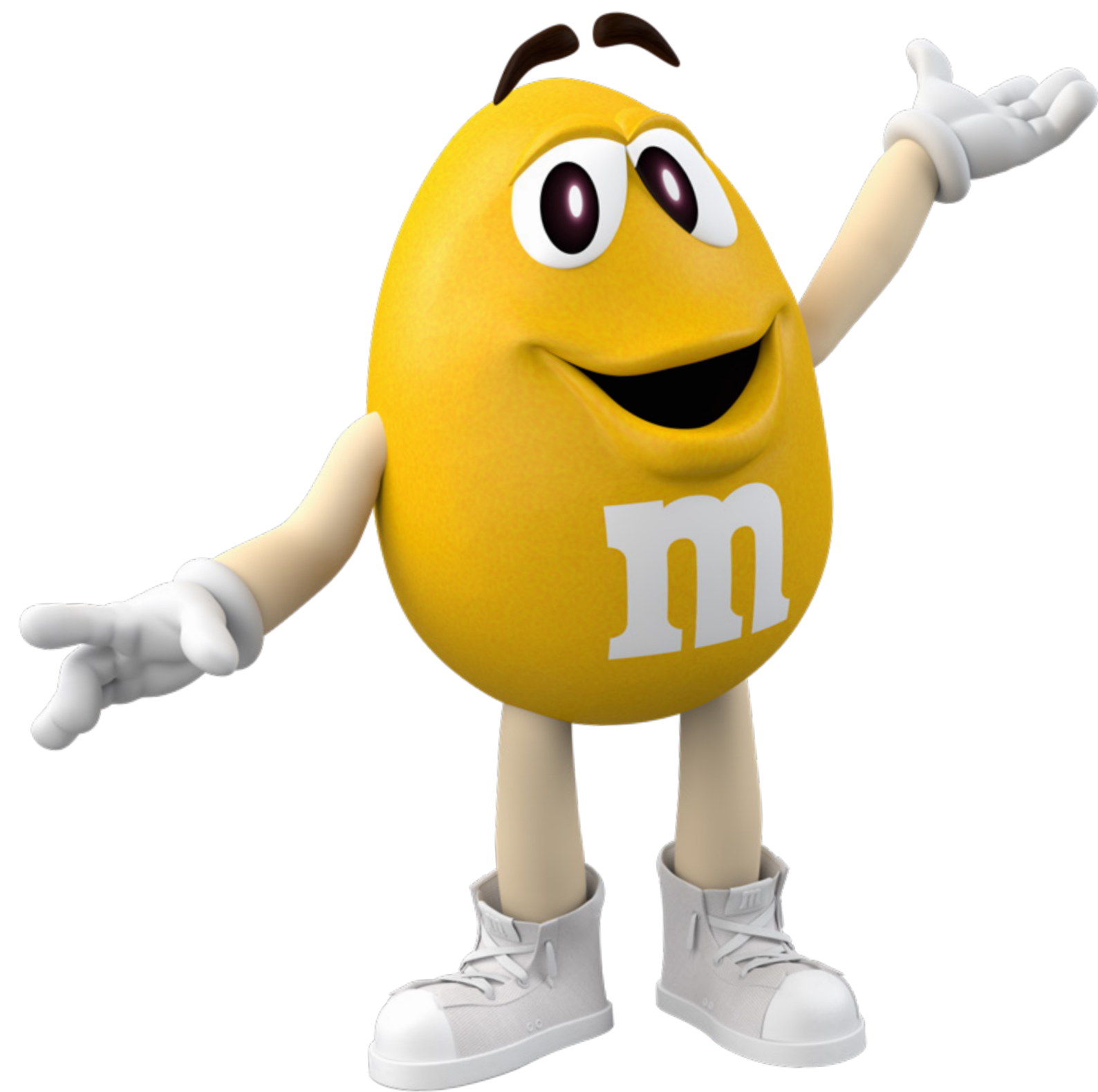
YELLOW

“When you’ve got nothing left, go right.”



From the simpleton to

the innocent one



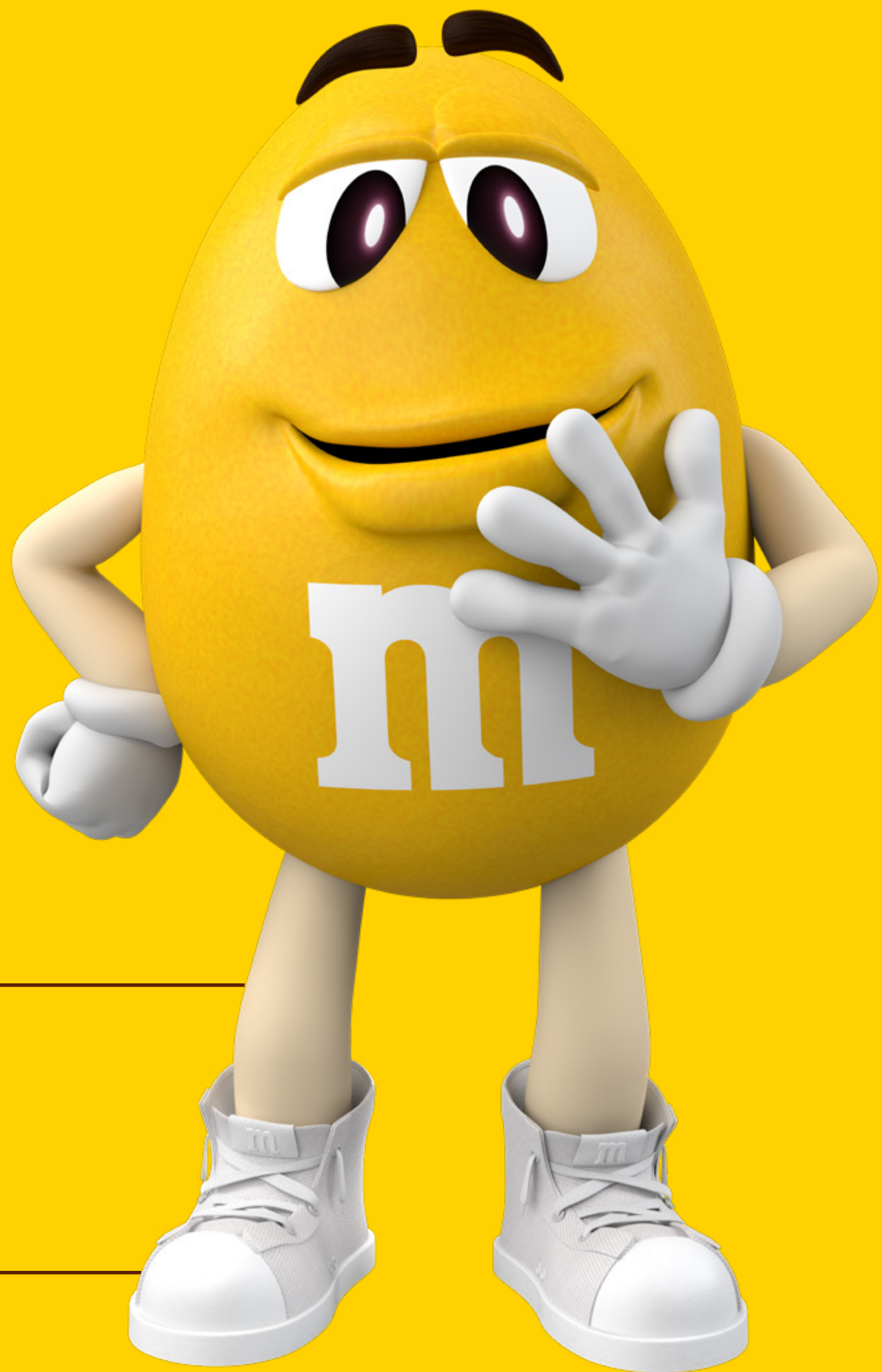
Behind Yellow’s thick candy shell he may seem hollow, but actually, quite the opposite is true. Not only does he have a peanut lodged in his core, you can find kindness, compassion, and never-ending optimism there too.

Though he may be naive, clueless, and simple, from time to time he can actually be quite logical—breaking complex situations down to their single, fundamental truth.

His basic outlook on most things in life often leads to profound wisdom (that somehow comes out of his mouth and goes right over his own head).

A friend to all, Yellow’s innocence allows him to see the good in every person and situation. Often the one to brighten up darker moments, Yellow finds the silver linings without even looking for them.





Updated
limb color

New high tops to
replace character shoes

humor comes from

Living in his own world of oblivious optimism and childlike wonder.

role in purpose

Asks questions which can often reveal extreme clarity of complex ideas or situations that make us rethink what we’ve come to accept as normal. Yellow sees things as they should be, not necessarily as they are — forcing us to do the same.

who he’s similar to



Phoebe Buffay
Friends



Til Schweiger
actor



Zhang Yi Xing 张艺兴
rapper/actor



Luna Lovegood
Harry Potter



Twyla Sands
Schitt's Creek

 = High Global Awareness
Source: Google Survey data across US, EU + China

Please note: any reference to celebrities is for internal reference only – not to be used externally.

who is yellow?

Interprets
things literally.

Has been around for 67 years,
but has the innocence of a six or
seven-year-old.

Short attention span.

Will say exactly what's on his
mind, often without thinking
about it.

Constantly starstruck, but
would never recognize a celebrity
on his own and constantly
messes up their names.

Loves emojis, and
exclamation points!!!!!!
The more the better!!!!!!

Always one of the first to reply to
others in the Spokescandy group
chat. Won't leave you on "read,"
even if the others do.

Asks a lot of questions, but
always in an effort to reveal
a bigger issue/meaning.

Always there to lend you an ear,
even if he isn't really listening.

A bad liar.

Doesn't like spending time alone.
Needs to be with other people (an
extrovert, processes thoughts
best with others).

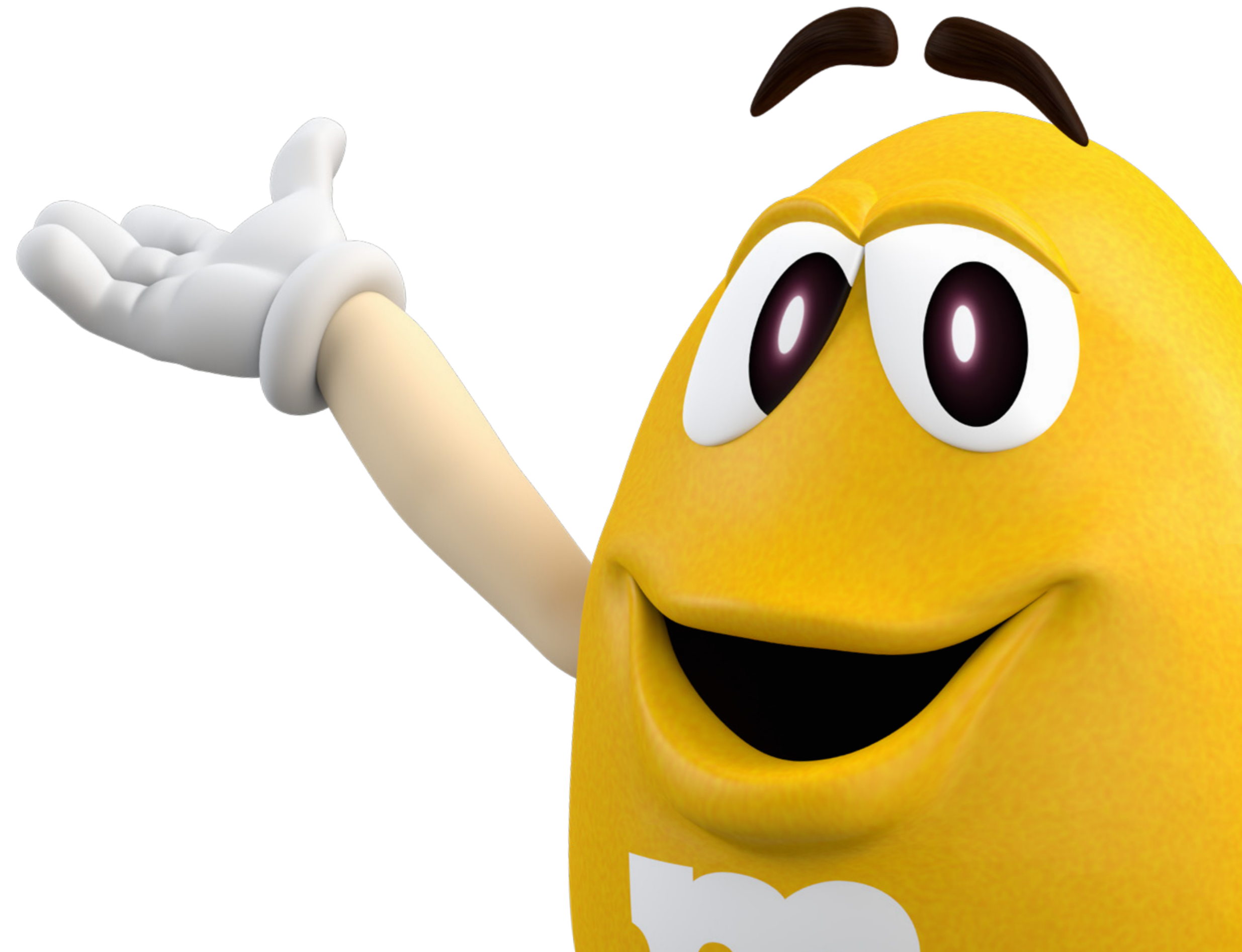
Can often be found talking to
his pet fish, his pet rock, and
sometimes even his pet ghost
that lives in his closet.

Red is his best
friend, Brown is his
emergency contact.

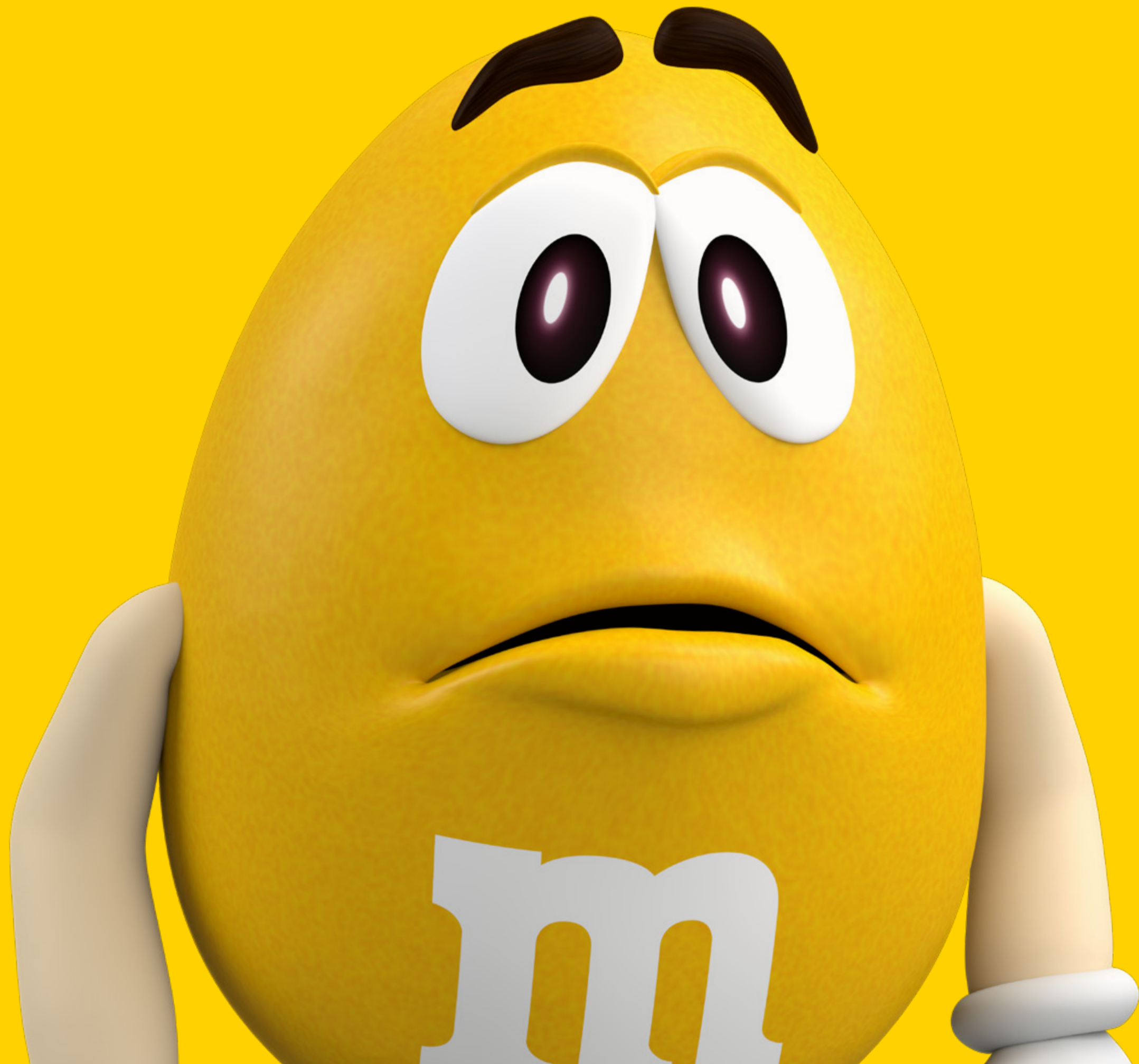
Freakishly lucky. Wins the
lotto, cheats death. Anything
improbable is seemingly
probable for him. Often the
accidental/unaware hero of
most situations.

Doesn't really "get" pop
culture but tries hard
to pretend he does.

Knows a lot of random/useless
facts, but you'd never call him
"street smart."



character watchouts



Yellow's an optimist, but not a fool. His innocence keeps his thinking simple, but he is far from stupid.

Known to have dim — witted moments, but he's not the village idiot. The other characters accept him for this lovable trait (even if they get frustrated by it).

The other characters are aware of his simpler worldview, but would never be mean — spirited about it.

Although his general disposition is happily unaware, he can have the occasional stroke of brilliance.

We don't want him to be a doormat.

Although he's usually happy, if something upsets him he will let you know it.

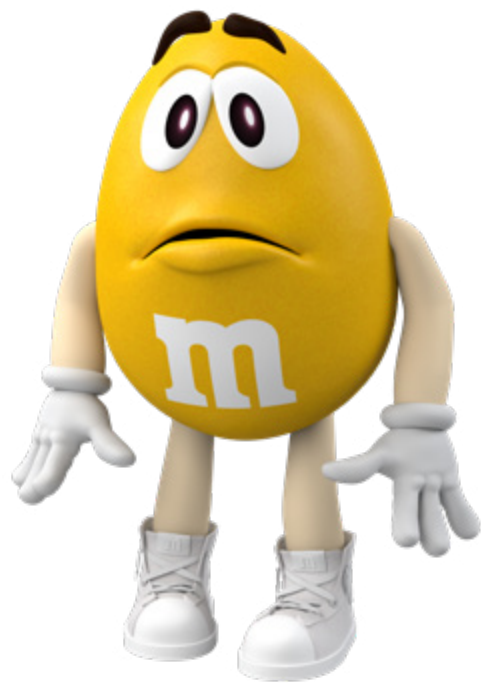
Don't abuse his misunderstandings/slower grasp of things and turn him into the butt of every joke.

all poses

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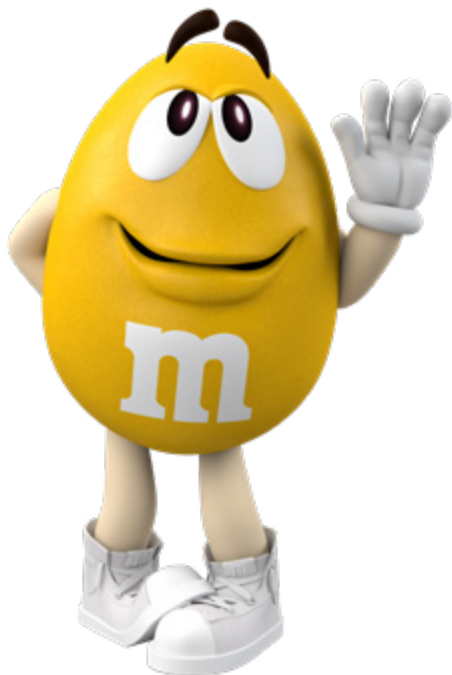
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a



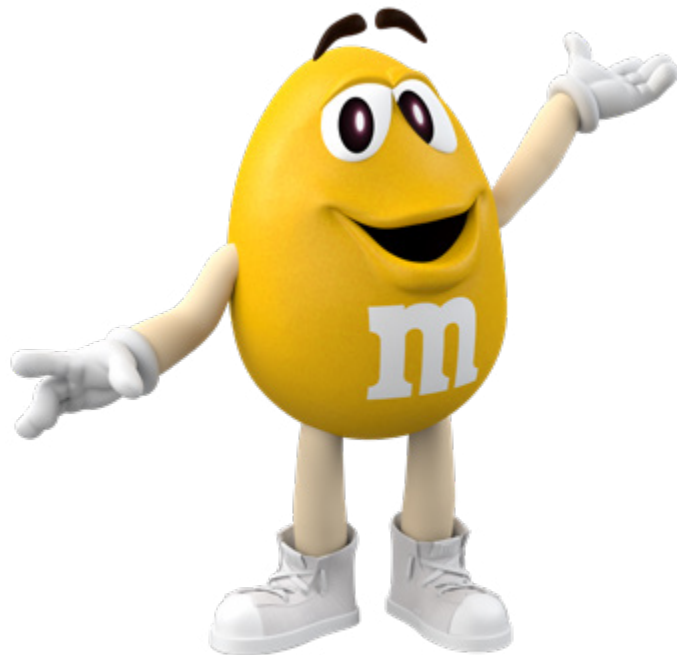
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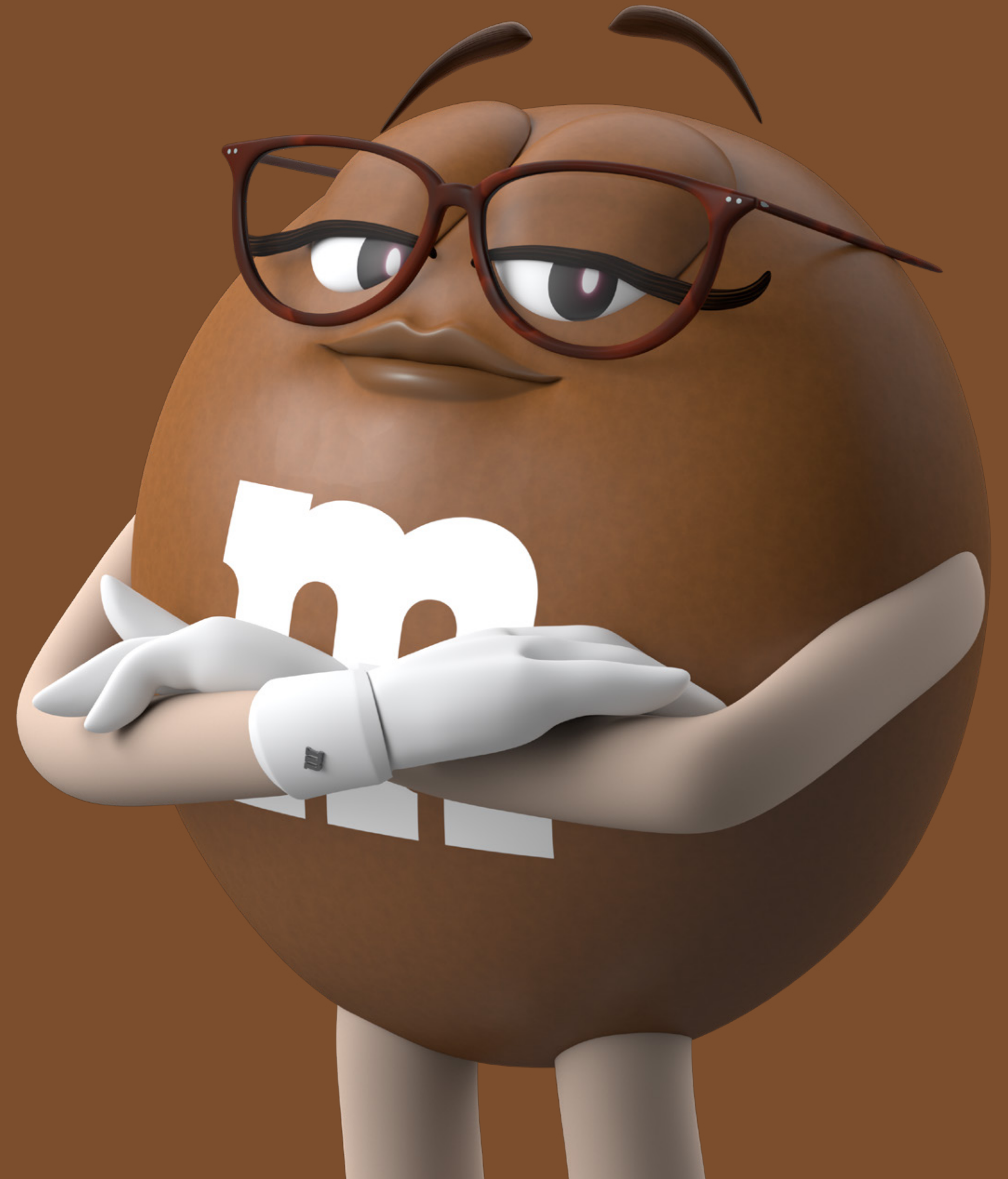
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g

BROWN

“Not bossy. Just the boss.”



From the intellect to

the authoritative



Brown’s superior intelligence is the first thing you’ll notice about her — but don’t let that intimidate you (although it might). Beneath her cold, calculated exterior is of course, chocolate — but also a compassionate individual who just wants the best for everyone.

For much of her life she was an outsider, in part because her intellect exceeded that of her peers, but also because she was

a candy, a female one at that, trying to make her way in the world. Now that she’s a famous Spokescandy, she uses her celebrity status and public platform to bring attention to issues of injustice. Armed with facts and a pragmatic, unflinching determination, she works tirelessly to make the world a more inclusive place and educate others on how to do the same.

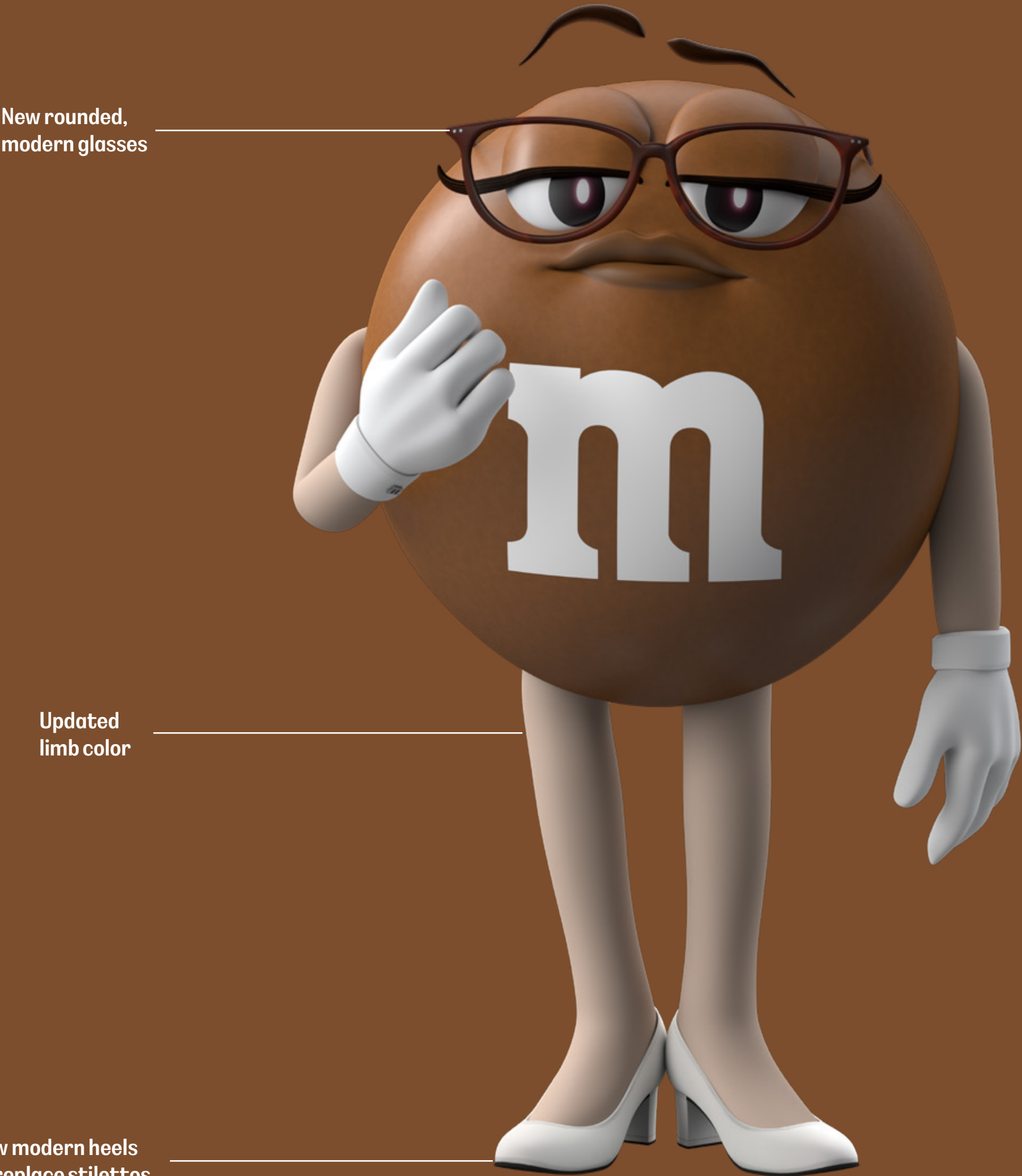
**whip-smart
and highly
intelligent**

**keen
observer**

**calls
out BS**

**dry sense
of humor**

**ever using
irony**



New rounded,
modern glasses

Updated
limb color

New modern heels
to replace stilettos

humor comes from

Her detached irony, dry wit and comical bluntness. She’s never one to bite her tongue.

role in purpose

Uses superior intelligence to elevate the conversation and educate others by providing a factual, logical, and unbiased view of things, no matter how unwelcome that may be. This is often served with a helping of irony to highlight the absurdities in a lighthearted way.

who she’s similar to



Hermione Granger
Harry Potter



Yao Chen 姚晨
actress



Lady Danbury
Bridgerton



Trevor Noah
comedian



Christoph Waltz
actor

 = High Global Awareness
Source: Google Survey data across US, EU + China

Please note: any reference to celebrities is for internal reference only – not to be used externally.

who is brown?

Can say everything she needs to with a look.

Known for her dry, cutting wit.

Cold exterior, high emotional intelligence.

Her insults are quick, clever, and cunning, with a deadpan delivery.

Quick to correct people.

Her cutting remarks are extra — sharp when being used to defend someone else.

Gets invited to everything but finds the social scene a bit overrated.

Highly intelligent.

A feminist.

Thinks diversity is essential, and not just in a financial portfolio.

Derives strange pleasure from reality TV, but denies it profusely.

Facts are her friends.

Even though she's made of milk chocolate, she prefers dark chocolate.

Ever using irony

Doesn't let emotions get to her (e.g., never loses her temper).

Not one for compliments. You don't get a pat on the back for doing your job. But if she is offering a compliment, you know it's sincere and deserved.

Always defends/roots for/and stands up for the underdog.

Etiquette stickler.

Strongly believes in public decorum. Don't talk too loud. Don't invade personal space. Don't try to draw attention to yourself. And she will call out anyone who violates any of the above.

The go-to when any of the other Spokescandies need legal/finance/relationship advice (she has a degree in psychology).

Effortless fashionista.

Appreciates art, but more so for the financial investment.

No tolerance for slow walkers, slow thinkers, or slow service.

Knows sign language and seven other languages. Can read braille.

Exhibits misanthropic tendencies.

Once caught and corrected a typo in the dictionary.



character watchouts



Often perceived in the past as the “cold one” Brown should never be seen as intentionally mean-spirited; her cunning remarks are simply the result of her high level of intelligence and use of irony.

She shouldn't come across as overly judgemental or condescending. We want her to use irony, sarcasm, and her intelligent wit more than condescension.

Brown is not mean or nasty, just a straight shooter. Her intent is never to hurt one's feelings, but rather to tell it like it is.

She's never frivolous with her cutting remarks — her comments are never out of spite, or just for sport.

Don't lean too heavily into her business side. She might be the “boss,” but she's got so much more going on beyond that — with an array of interests and a lot of sarcasm, irony and wit.

all poses

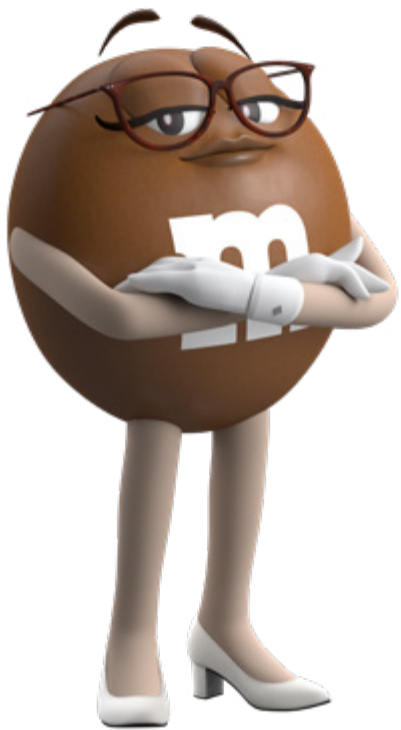
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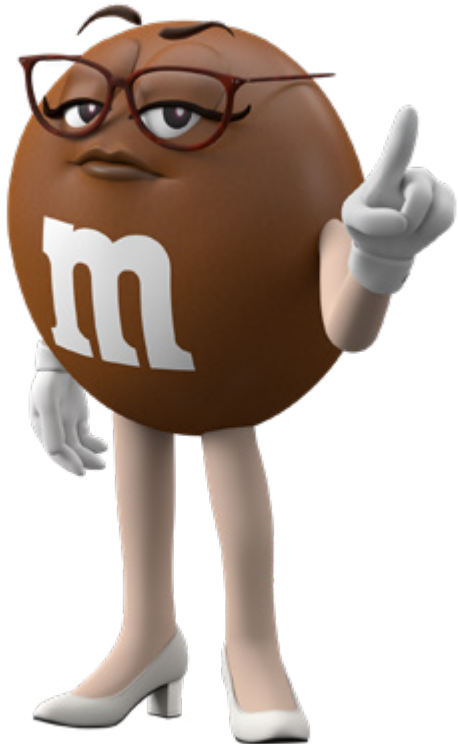
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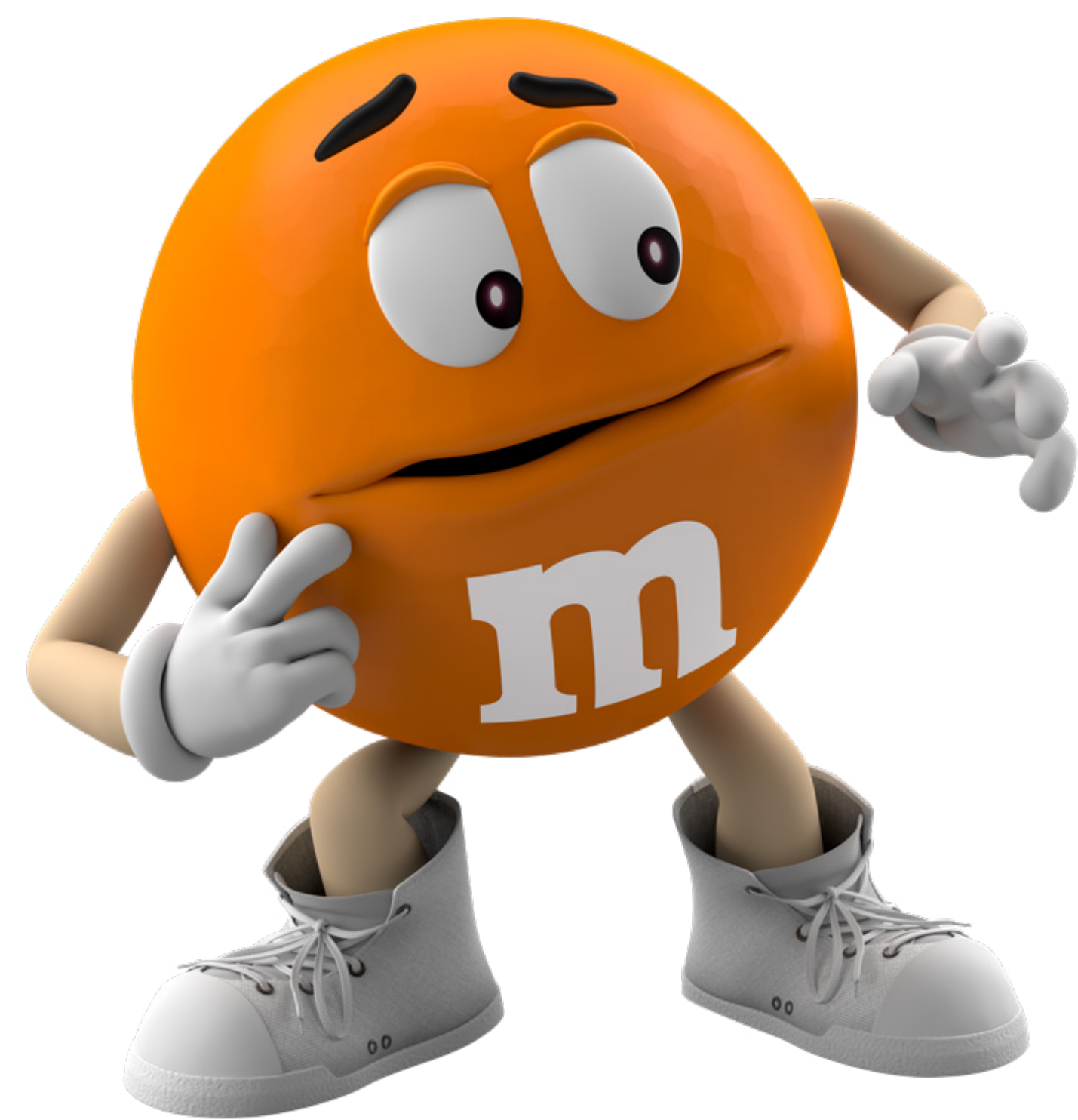
ORANGE

“I find your lack of concern extremely concerning.”



From the neurotic to

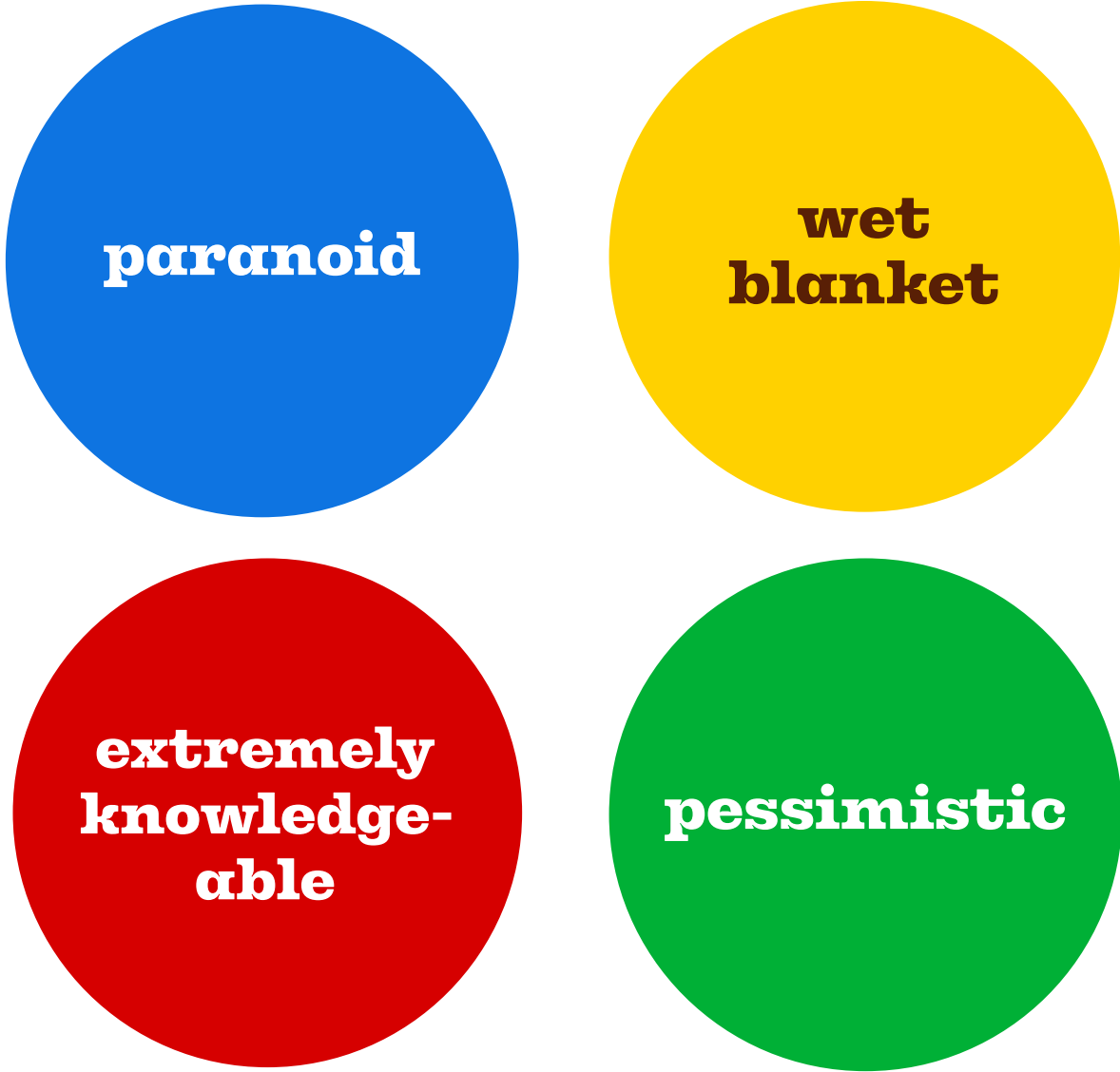
the alarmist

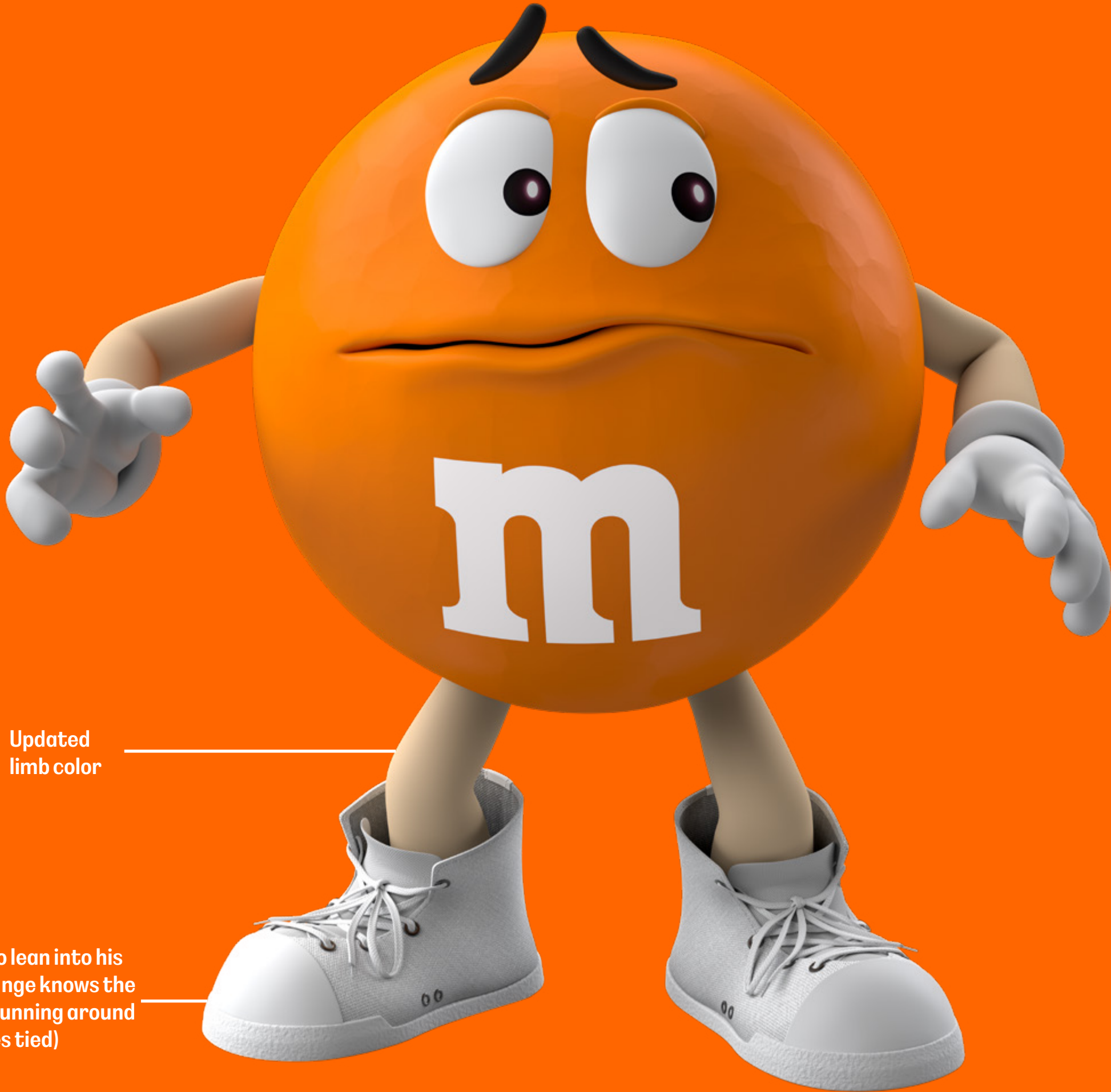


As the only one of the orange M&M'S unlucky enough to be conscious of his surroundings and have nerve endings that can process pain, Orange knew the odds were against him from the start. So he had no choice but to dedicate his entire life to minimizing risks, specifically as they relate to his survival.

Orange is too knowledgeable for his own good. He knows the exact probability of something going

wrong at any moment, and feels the need to share this panic-inducing information with everyone around him, all of the time. His nonstop worrying falls on deaf ears at this point, though he does raise some legitimate concerns about 20% of the time. His pessimistic view on life makes him a total wet blanket, as he has the tendency to see the glass half-empty even when there is an open bar.





Updated
limb color

Tied shoelaces to lean into his
personality (Orange knows the
implications of running around
without his shoes tied)

humor comes from

His hyper — pessimistic view on life makes him incapable of containing his anxieties about the world around him.

role in purpose

Calculating the consequences of our inaction. He uses current data to forecast an even more dismal future if we don't do something to address the issues we face now.

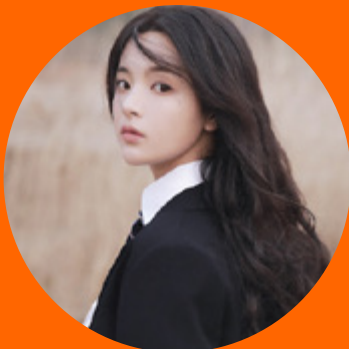
who he's similar to



Ross Gellar
Friends



Daniel Brühl
actor



Yang Chao Yue 杨超越
reality star/singer



Ron Weasley
Harry Potter



John Mulaney
comedian

 = High Global Awareness
Source: Google Survey data across US, EU + China

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who is orange?

He's constantly taking self-defense classes but has yet to master a single skill. He's not great at learning how to protect himself, but he is unusually good at injuring himself.

Other people think he's a pessimist, but he sees himself as an extreme realist.

He isn't snooty or highbrow. He's more anal-retentive. Someone with an extreme need to control their environment. Excessively orderly.

He's a control freak because he's too afraid of what will happen if he places his life in less knowledgeable hands, yet he rarely gets his way because the rest of the group overrides him.

He knows what's in SPAM and in his spam folder — both of which are extremely unsettling.

He has a manager whom he micromanages.

He is hyper-rational and therefore incapable of having a subjective opinion on anything.

He always properly ejects his USB.

He's not paranoid for no reason. Everything he is anxious about is rooted in data and statistics.

He's tried therapy but knows exactly what techniques the therapists are using to analyze him, so it hasn't proven effective yet.

Holds all his stress in his non-existent shoulders.

His imagination gets the best of him, so he's always overprepared for the worst.

His biggest fear is reincarnation. He isn't sure his nerves could handle another lifetime of this.

He's self-aware, which can lead to self-analysis, self-preservation, and occasionally, self-deprecation. Basically, he's all about himself but he's not selfish. He shares his fears out of concern for others.

He's a habitual corrector and always turns a negative into a double negative.

He's neutral when it comes to the other characters. He sides with the facts, and not with specific personalities.



character watchouts



In the past, Orange was terrified of being eaten. But the Orange we know today is consumed by many more fears than that, thanks to his constant doomscrolling.

Though the other characters don't share his fears, they know those fears are very real to Orange.

They do not make fun of Orange for who he is — they accept him for the wet blanket that he is without letting him put a damper on their fun.

Orange lacks the ability to sympathize, but not because he's selfish or considers himself to be superior to others. He is just too consumed by matters of self-preservation to take on any non-life-threatening concerns.

He's not condescending, snooty, or highbrow. He's more anal-retentive. His controlling ways are rooted in wanting to minimize risks at all times, because he knows the exact probability of something bad happening to him.

He doesn't take pleasure in being right. He simply feels obligated to share his concerning information with those around him. And he will let you know when he is right.

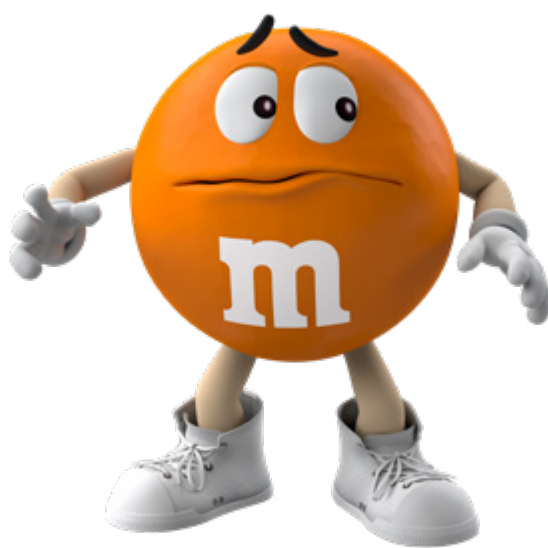
He's not paranoid for no reason—everything he is anxious about is rooted in fact.

all poses

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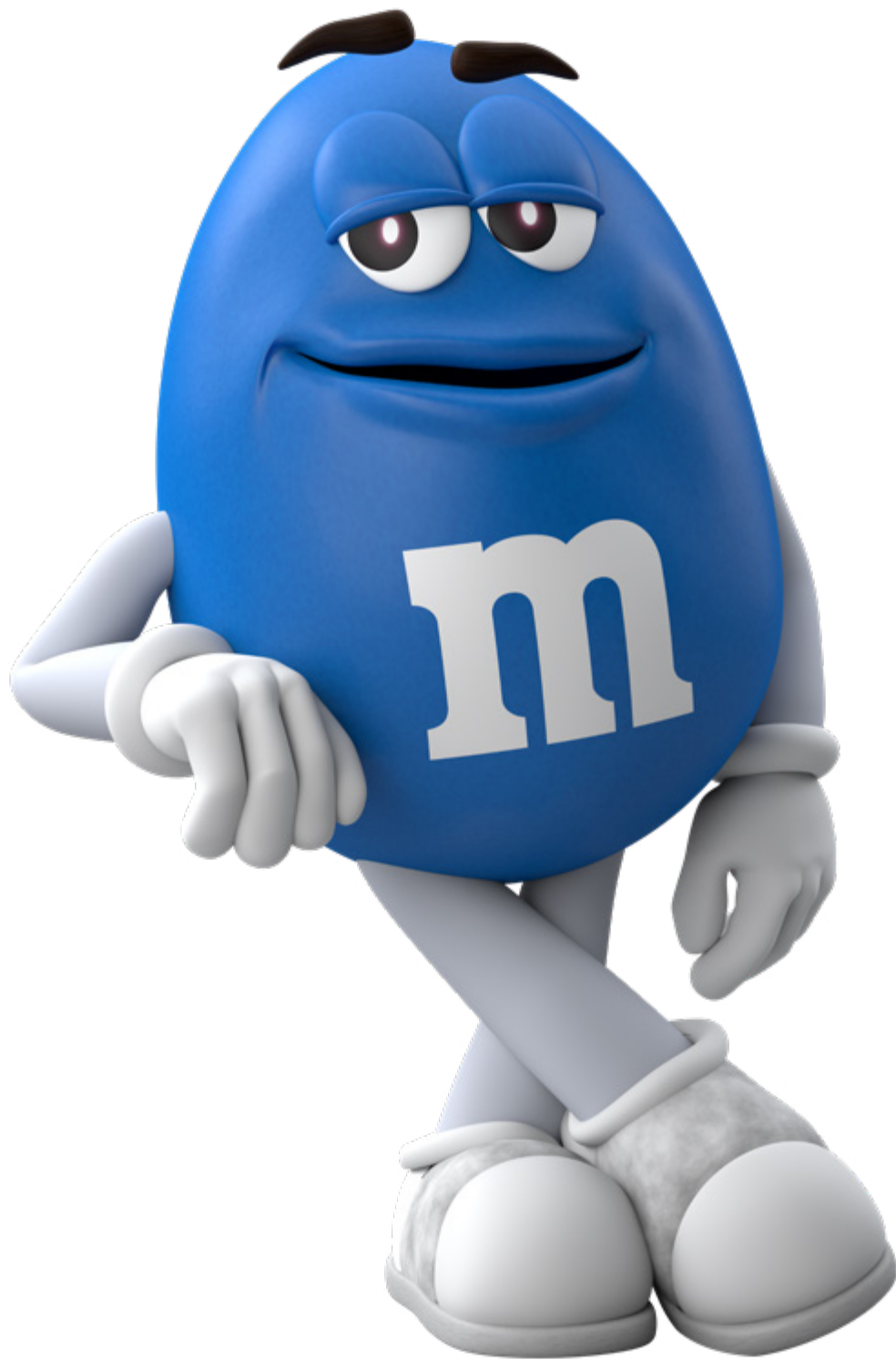
BLUE

“You’ll never sum me up in a quote.
You can quote me on that.”



From the cool guy to

the playful provocateur



Blue is uniquely skilled at deploying irony to point out the absurdities he sees around him. Like the overabundance of podcasts these days (he’s working on a podcast to tackle the issue).

He doesn’t generally seek the spotlight, but he is a bit of a prankster, or as he puts it, a bit of

a “pointster.” Because all of his mischief is in service of a point, and “pointster” seems like something he could more easily trademark.

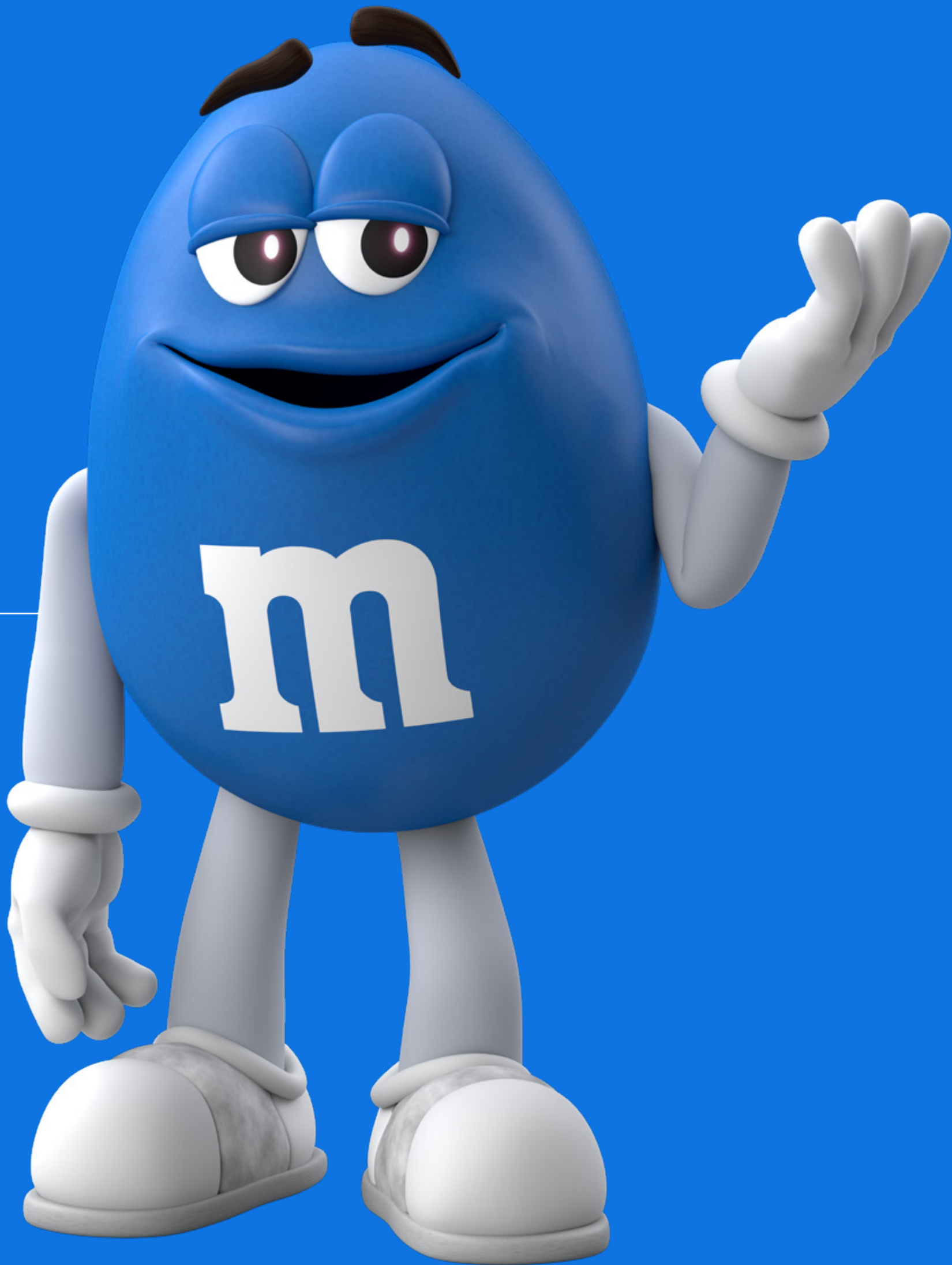
**ever using
irony**

**keen
observer**

**calls
out bs**

**takes the
piss out of
everything**

Updated
limb color



humor comes from

Detached irony.

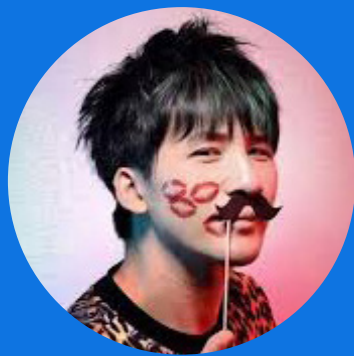
role in purpose

He uses irony to highlight absurdities in a way that is lighthearted and fun, making a larger point about society in an engaging way.

who he's similar to



Ryan Reynolds
actor



Da Zhang Wei 大张伟
tv host/musician



Trevor Noah
comedian

 = High Global Awareness
Source: Google Survey data across US, EU + China

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who is blue?

Comfortable in his own shell. (Even though he finds hard candy shells somewhat uncomfortable.)

Constantly deploying irony.

Loves calling BS. And occasionally slinging it to make a point.

Keen observer.

Many people he knows would describe him as “mischievous.”

Provides spot-on social commentary that doesn’t sound like social commentary at all.

Master of pointing out the absurd in our everyday lives.

Sees through people.

Finds other people’s ridiculousness fascinating.

Knows his worth.

Rational. Chill. Even-tempered.

Total control over his emotions.

He’s intentionally funny. Not inadvertently funny.

Believe it or not, he’s a softie deep down. But it’s really deep down.

Not afraid to be self-deprecating.

Sits in the back of the class.

Calculated. Some might say sly.

Sharp, quick, ready to pounce on a misstep.

Likes to find and highlight the awkwardness of situations.

Comfortable breaking that fourth wall. Lets audience know that.

He’s aware of what’s going on.

Will trick people into showing their own ridiculousness instead of pointing it out.

Very uncomfortable with vulnerability, sincerity, and emotion.



character watchouts



Blue will remain the “cool guy,” but we’re adding some playful irony to his detachment. He’s still averse to giving a straight answer, but not in a smug or aloof way. He’s more than willing, even eager, to let you in on the joke.

And even though Blue is ironic, we have to make sure his irony isn’t too hard to understand. Although it’s subtle, it’s just in-your-face enough to let the audience in on the joke.

For that reason we have to keep him grounded and likeable (think Jim from The Office). He should always be bringing a positive energy to the proceedings, and attempting to make everyone laugh, not just himself. Empathy is key for this character. He can read a room and adjust his schtick accordingly.

He’s got high emotional intelligence, is very self-aware and is always willing to flip the joke on himself if he feels a person/character is not enjoying the ribbing he is dishing.

Watch making him disinterested and appear to be lazy. He does NOT have disdain for people in general. Just jerks.

Hanging out with him should be fun, not frustrating.

all poses

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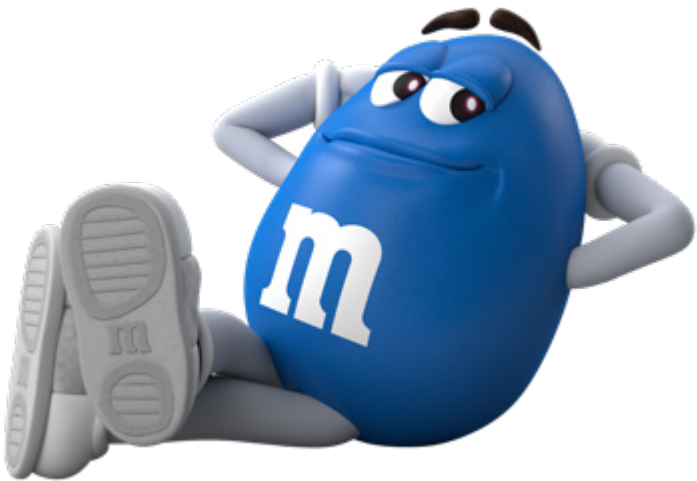
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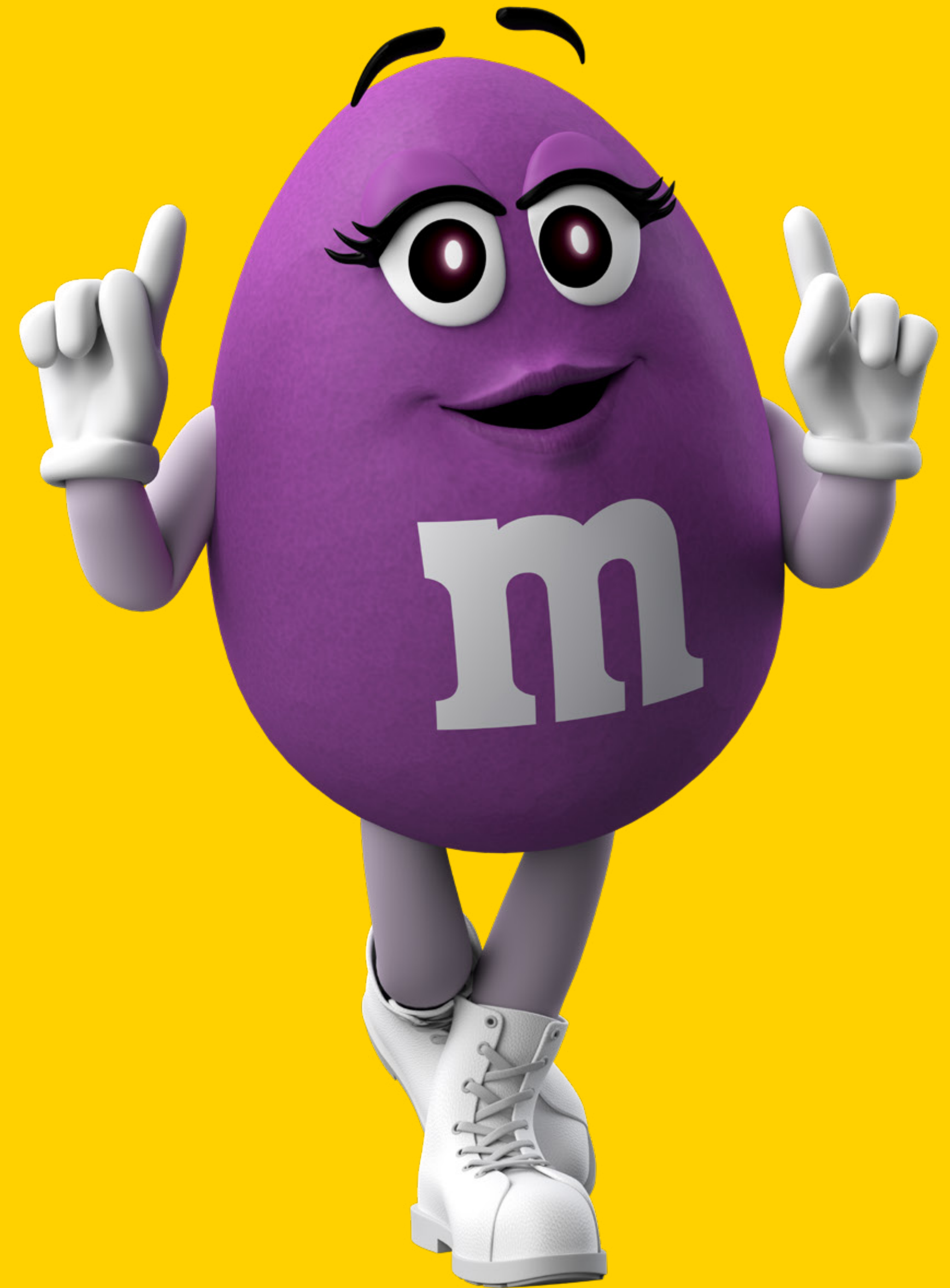
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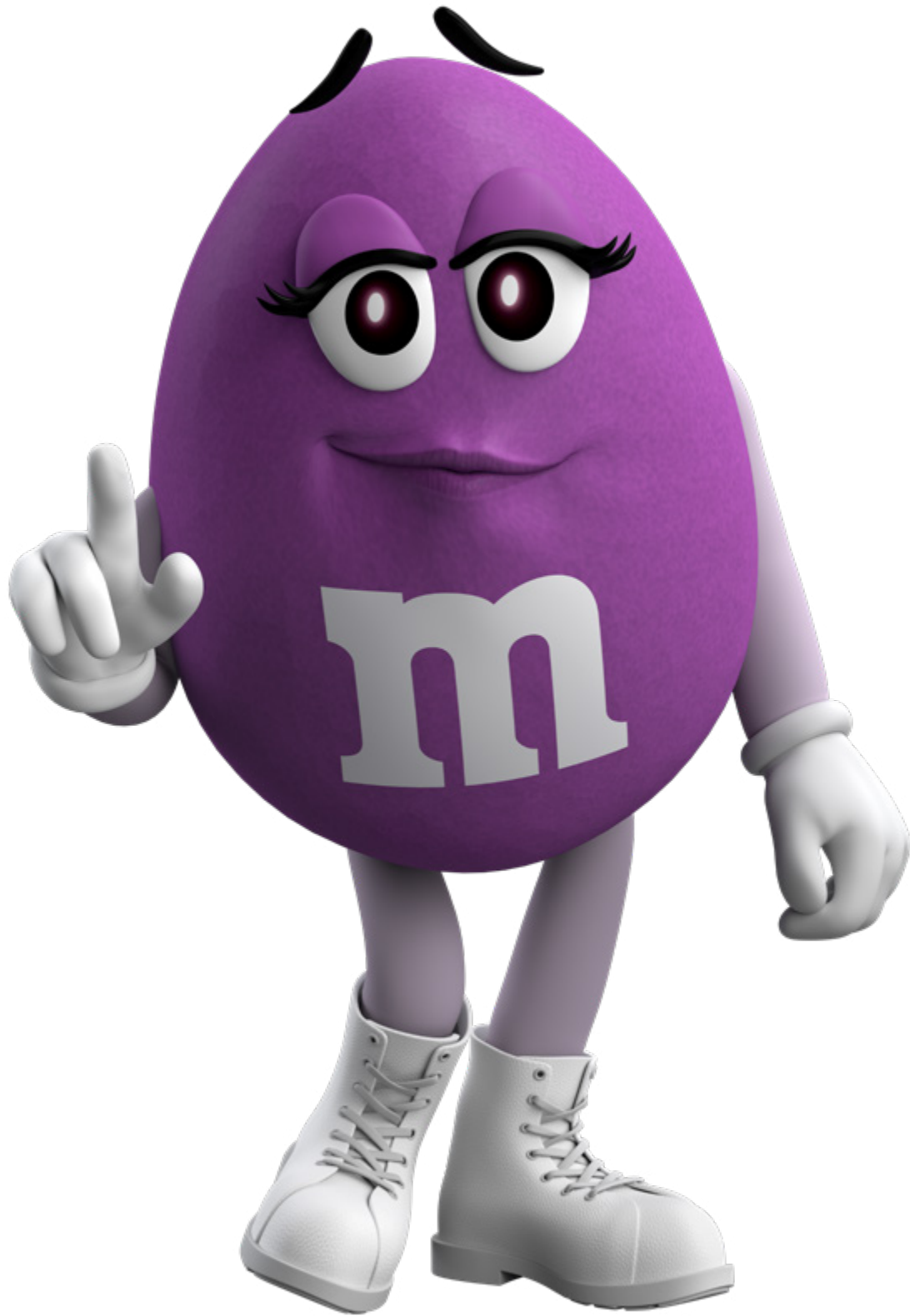
g

PURPLE

“Flawless? How about flaw more.”



the open book



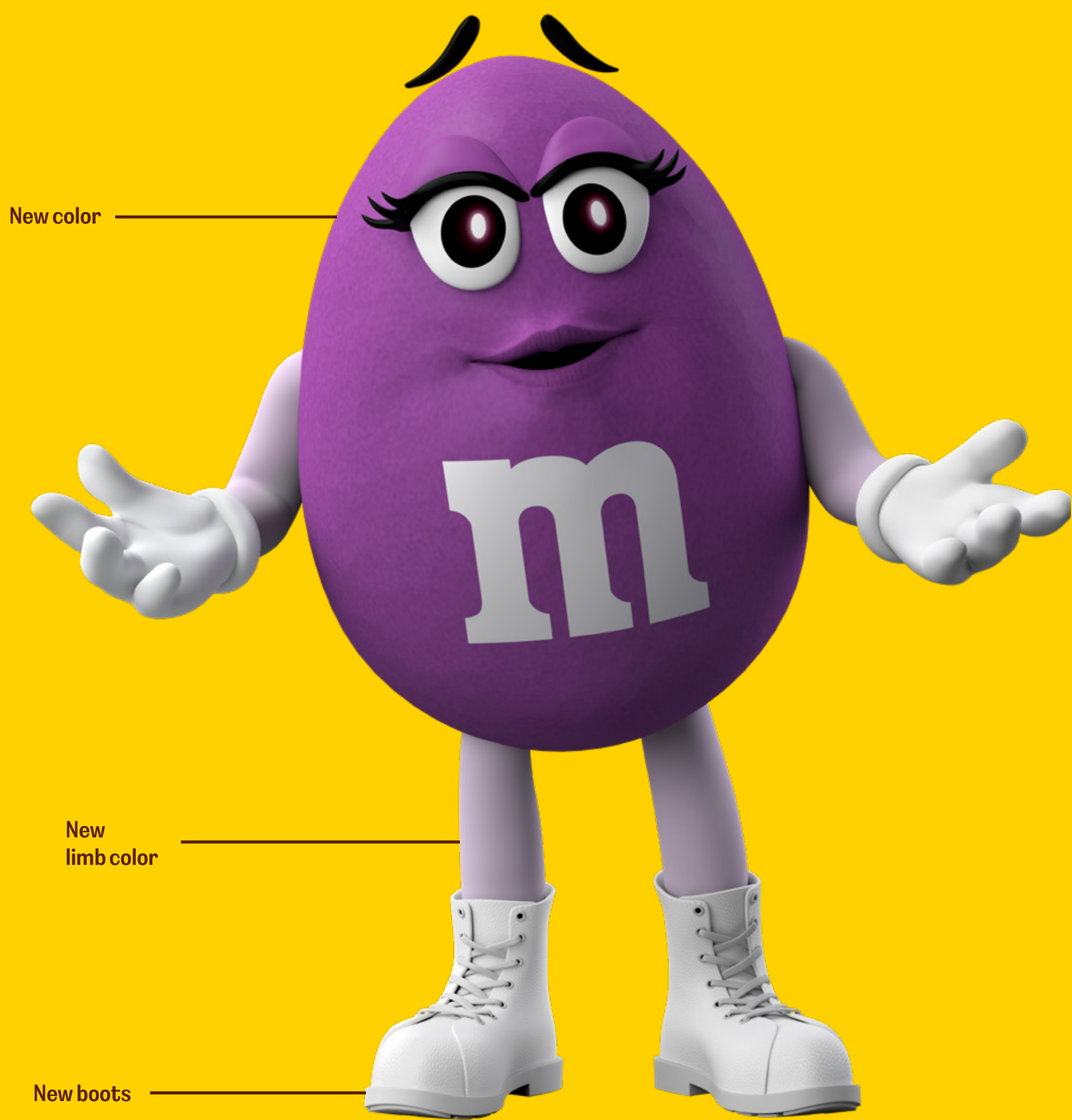
Purple isn't afraid to show her true colors; she expresses herself authentically and embraces all that she is.

Her keen self-awareness is the driving force behind her authentic charm, quirky nature, and flawed personality. In fact, it's those very things that make her so relatable and likeable — as we all see a bit of ourselves in her.

She doesn't always get it right, but that doesn't stop her from trying. Her optimistic and hopeful outlook reminds us that honesty and vulnerability are admirable traits, and have the power to connect with people on a deeper level.

She never tries to be anything but herself, and encourages others to have the confidence do the same.





humor comes from

Her relatable flaws, honest mistakes, and quirky social interactions allow us to laugh with her (not at her). Her mis-navigation of the world helps us see the absurdities within it.

role in purpose

Purple helps us feel like we belong by being the living embodiment of acceptance and authenticity. By being her vulnerable, imperfect yet loveable self, she shows us that there’s just as much to love about our flaws and imperfections as the other aspects of ourselves. Her genuineness and vulnerability inspire us to share who we are without fear of judgment.

who she’s similar to



Liz Lemon
30 Rock



Issa Dee
Insecure



Nora
Awkwafina is Nora from Queens



Bridget Jones
Bridget Jones’s Diary



Betty Suarez
Ugly Betty

 = High Global Awareness
Source: Google Survey data across US, EU + China

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who is purple?

She sees her
imperfection as
a strength, not
a weakness.

Tries really hard at everything,
isn't really great at anything.
Rarely ever succeeds but is never
afraid of failing.

Wears her emotions on her sleeve
(among other stains from lunch).

She's exceptionally good
at having bad luck.

Gives everyone the benefit of the
doubt (even people who don't
deserve it).

She's an email hoarder
(with over 100k unread emails).

She embraces her true
colors (which, she'll specify,
is Pantone #2602C).

Speaks from the heart (before her
mind even has a chance to weigh in).

Self-aware and
self-deprecating.

Turns lemons into lemonade,
but it's usually a little sour.

She can't decide
if she's indecisive.

Bad liar. Often acknowledges it
when she's doing it.

Thinks too
much out loud.

Habitual oversharer
— no topic is off-limits.

Loves to talk, but
is still a great listener.

Will DM and text you
at the same time.

Leaves big decisions up to her
horoscope (or a coin toss; it's a
coin toss between the two).

Can be clumsy socially (and
occasionally physically).

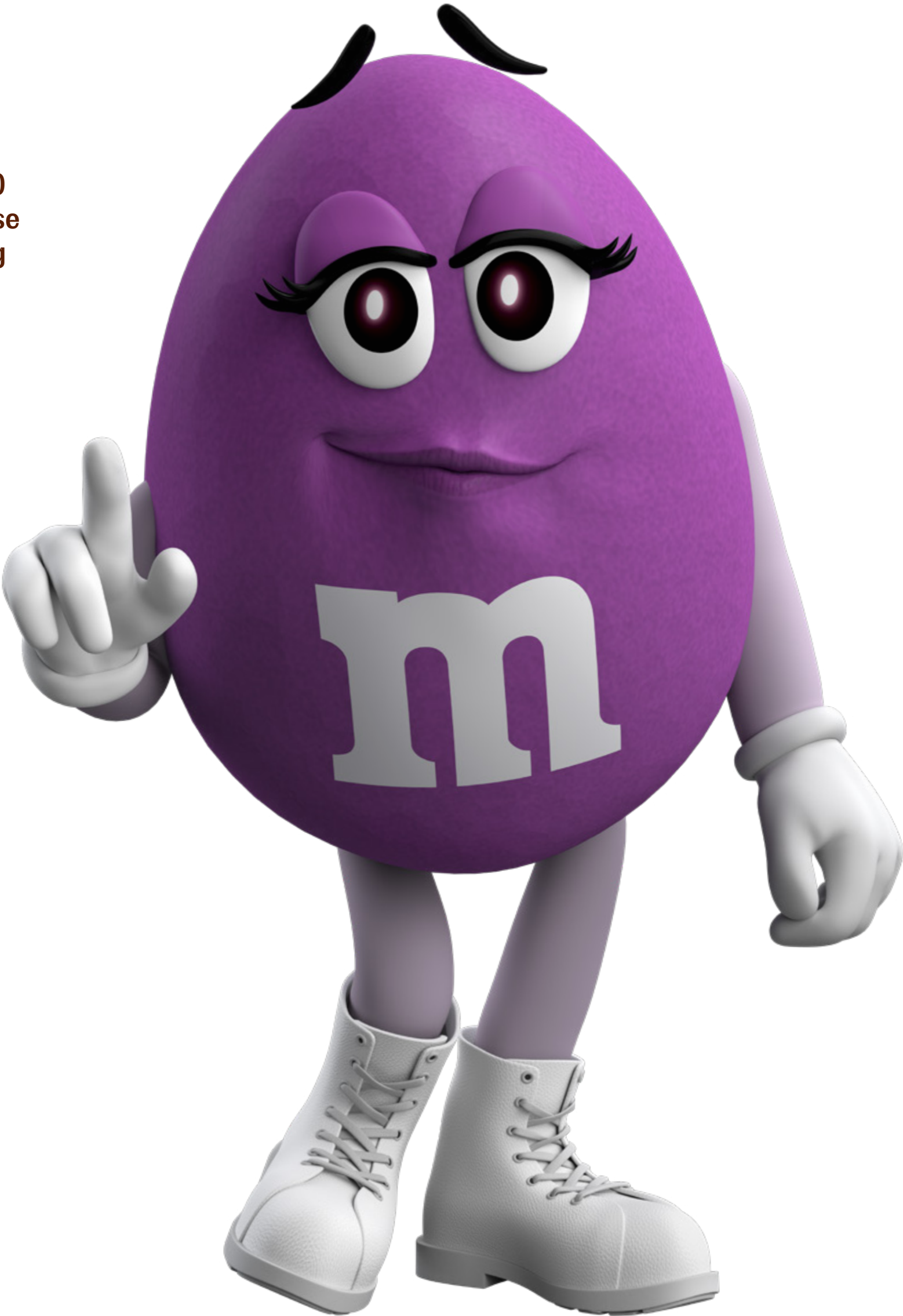
Disorganized but in
a very organized way.

All over the place
but always present.

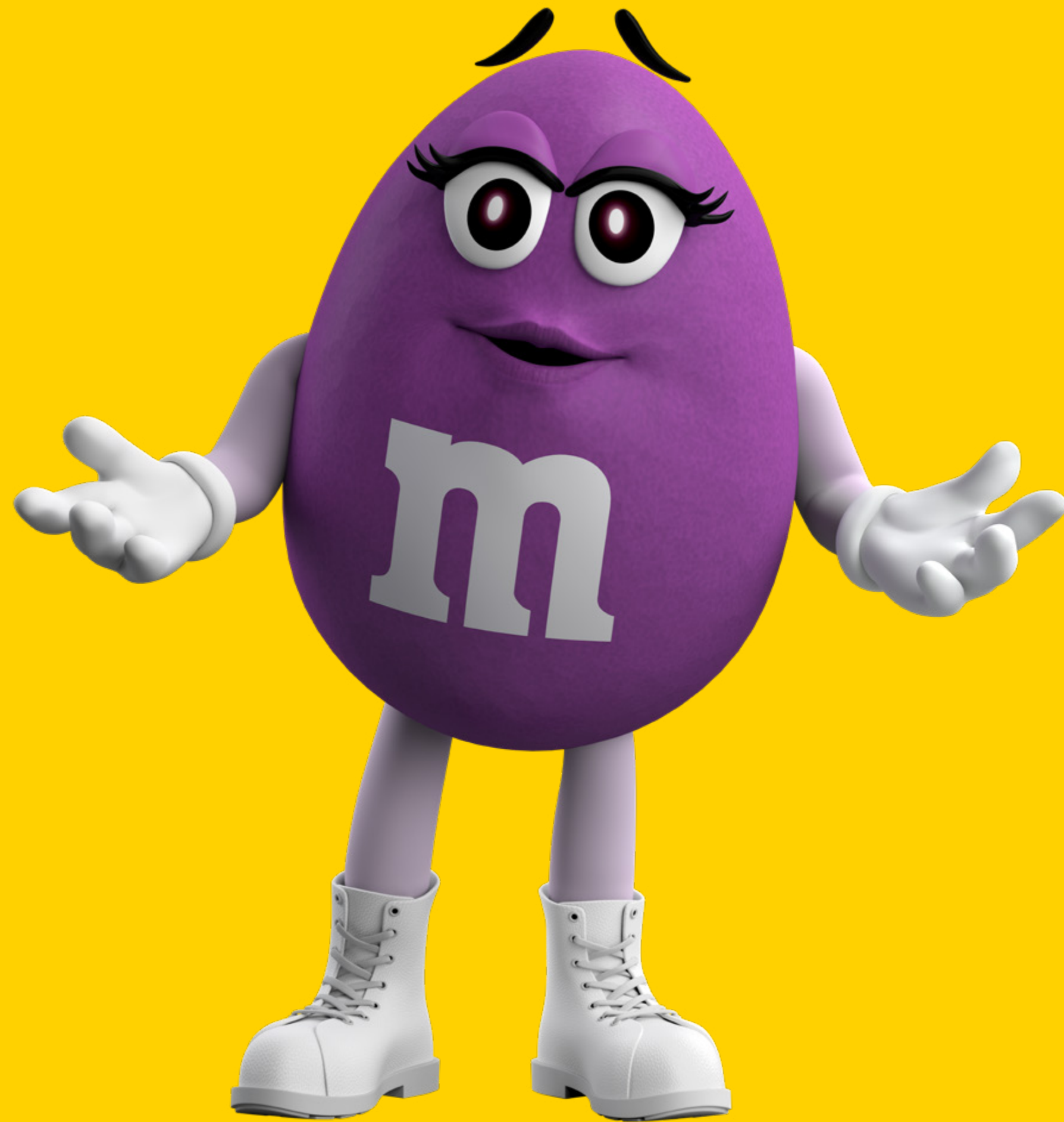
Is able to balance almost too
many commitments, despite
being pretty uncoordinated.

Running late
is on time for her.

Still has her phone from 2010
because she's afraid she'll lose
everything on it by switching
to a new one.



character watchouts



While Purple is vulnerable, an open book, and flawed, she should never feel too “sad” or pathetic.

She embraces her flaws and doesn't see her mistakes as failures, but as learning experiences/great stories.

We laugh WITH Purple, never at her. Her mistakes are funny and relatable, because we all see a bit of ourselves in her. We never laugh at her expense.

Can be clumsy socially (and occasionally physically).

Although she's generally hopeful and optimistic she's still in touch with reality — she doesn't have blind optimism like Yellow does.

Like Green, she uses a lot of self-deprecation, but unlike Green, she feels she has to explain (or overexplain) whatever part of herself it is that she's poking fun at.

She's quirky, but not nerdy. She is very relatable and likeable, and shouldn't be portrayed as a loser or outcast.

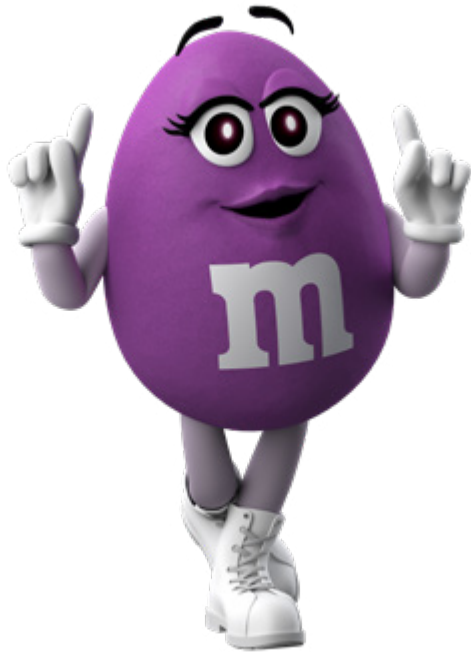
She's open, honest, and genuine, but not saccharine. It's not all kumbaya with her. She's a realist.

all poses

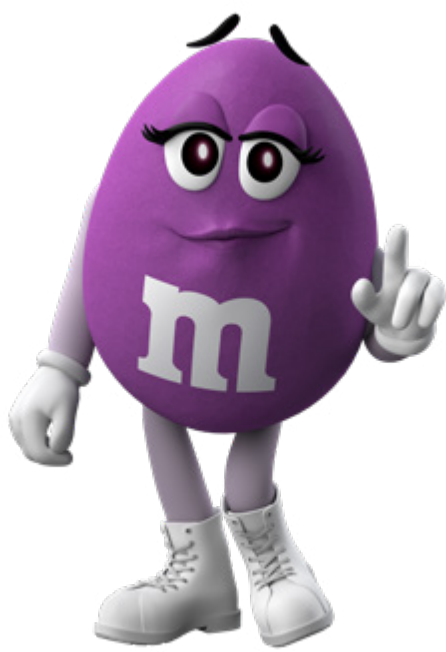
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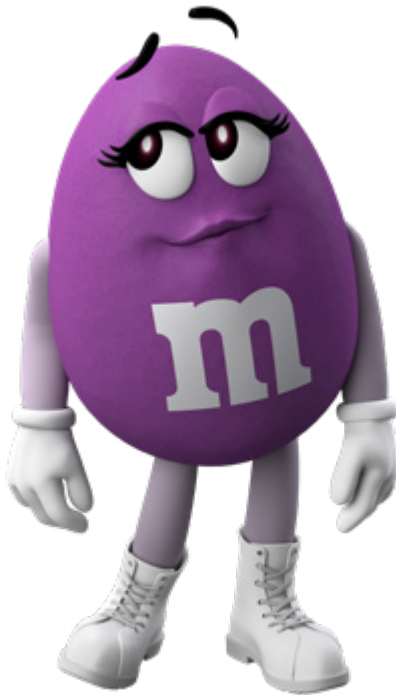
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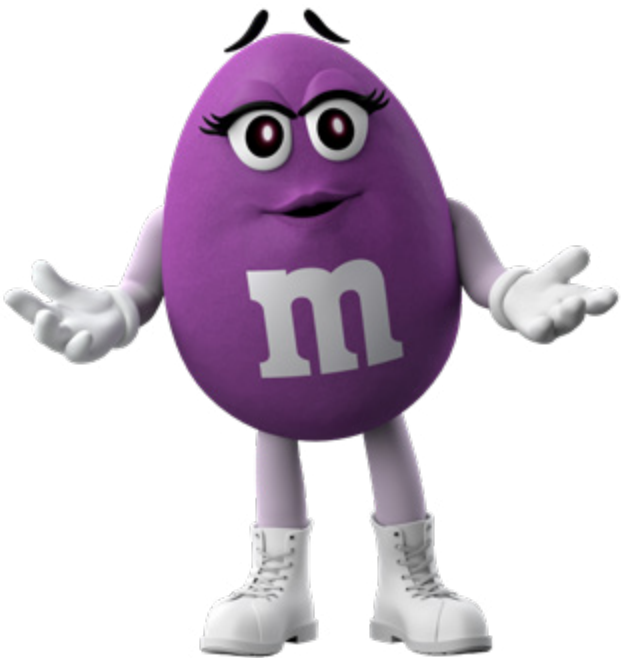
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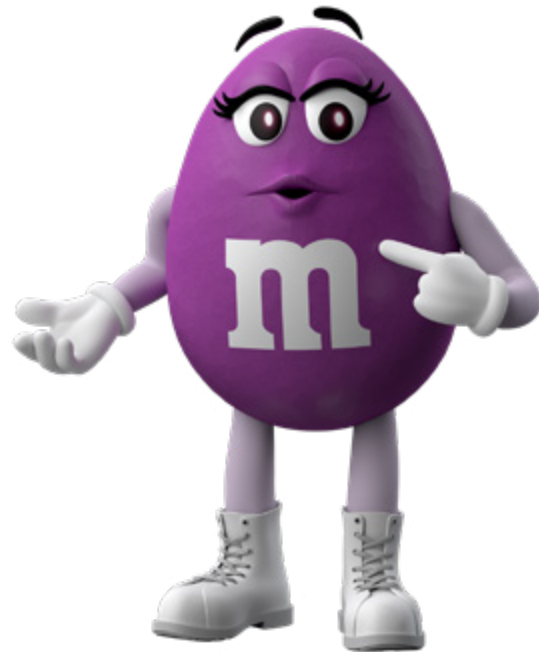
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thank you!

