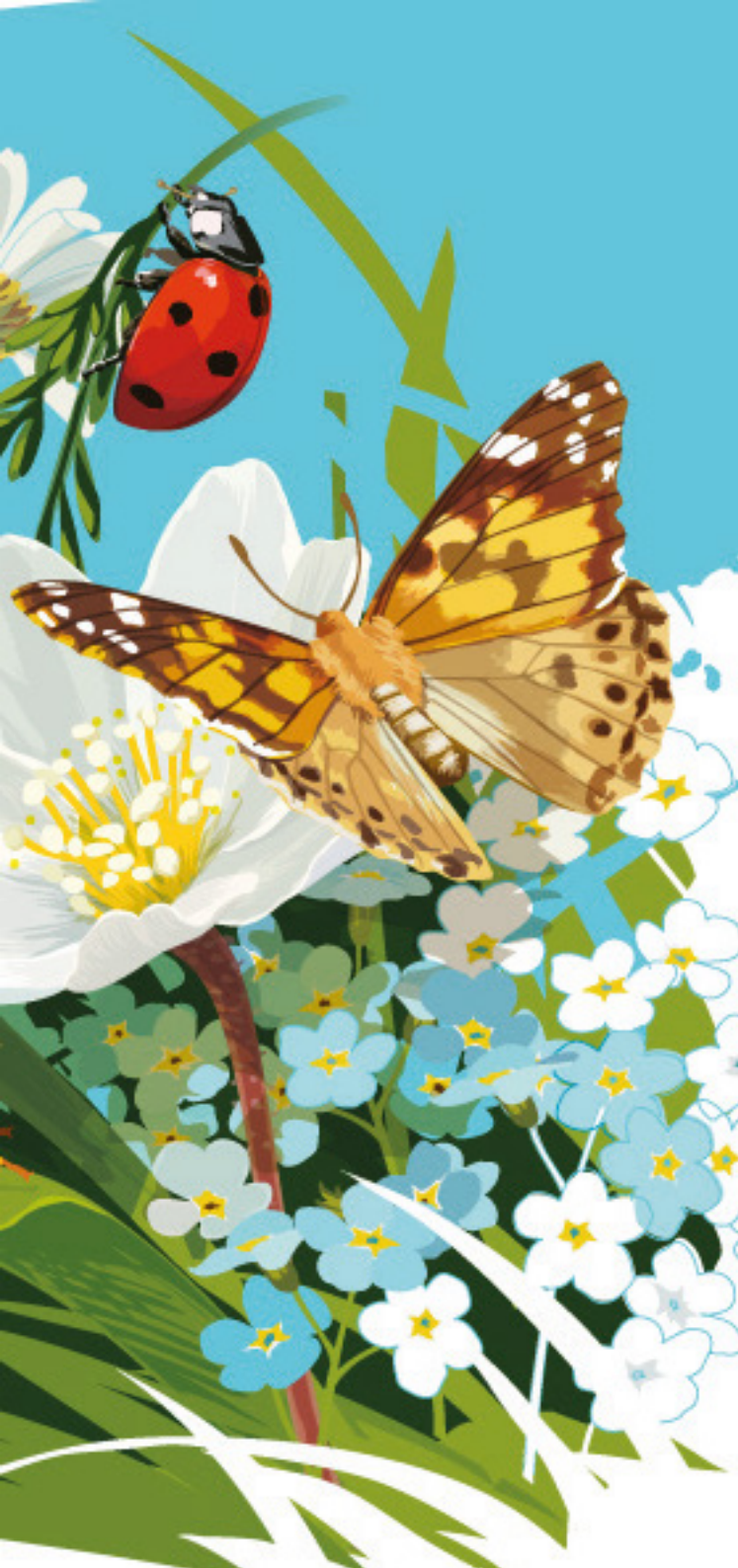




GUIDELINES PAPO  
ONLINE



# SUMMARY



LINKS (Logo / Photos / Videos / Banners / Item descriptions / Catalogue)

PAPO WEB BANNERS

PRESENTATION GUIDE

EXAMPLE OF PRODUCT PAGE

PRESENTATION OF THE PAPO RANGES



# LINKS

Link Papo Logo :

<https://we.tl/t-1RLh6Ltk40>

Link to photos (72dpi) :

<https://we.tl/t-QLGhDXLtfY>

Link to lifestyle photos (with kids) :

<https://we.tl/t-c7bgE0JPrI>

Link to lifestyle videos :

<https://we.tl/t-fxxQlF1Wsq>

Banners link :

<https://we.tl/t-rutUUg0ErY>

Item descriptions link :

<https://we.tl/t-BTeh4n72Fy>

Catalogue 2022 link :

<https://we.tl/t-hagvdQgIsD>

# BANNERS



Web banner DINOSAURS



Web banner WILD LIFE IN THE GARDEN



# BANNERS



Web banner MARINE LIFE



Web banner WILD ANIMAL KINGDOM

# BANNERS



Web banner CHARACTERS



Web banner ANIMALS (Brand image banner)

# PRESENTATION

## Brand presentation :

- Use the Papo logo provided
- Use the web banners supplied in accordance with Papo's graphic charter
- Use the short brand description provided below :

**Word file link :** <https://we.tl/t-p6qF6PMzK0>

For almost 30 years, PAPO has been creating, inventing, innovating and is now proposing a wide range of 600 items, animals or characters. PAPO characters offer a play value that is nowhere else to be found, and animals are distinguished through their accuracy and realism. From the genuine article to the end result model, each figurine has been designed in France and made with a permanent view to high quality. This is why more and more children of all ages turn to PAPO for their games.

# PRESENTATION

## Range presentation :

- Use the web banners supplied in accordance with Papo's graphic charter
- Follow the organization of the papo ranges by respecting the order of the catalog and the Pantone color guide.

## Product presentation :

- Use multiple photos from different angles
- Use the item description & bullet points provided
- Use correct item name of papo products
- Add lifestyle photos and videos



# Example of a product page presentation :



Sign in / Basket

[Home](#) > [Figures & accessories](#) > [Dinosaurs](#) > [Brachiosaurus](#)



## PAPO - Dinosaurs Figure - Brachiosaurus - 55030

XX,XX€  1248 ratings

- **STIMULATES IMAGINATION** - PAPO figurines enable children to invent new stories every day. They help develop their curiosity and stimulate their imagination.
- **LEARNING SUPPORT** - Children aged 3 and over can discover the world around them through the many animals and characters, which provide a fun and comprehensive entertainment medium.
- **EXTREMELY DETAILED** - Papo offers ultra-realistic figurines for real immersion in each universe. The accuracy of the postures, the faithful reproduction of the animal and the attention to detail really bring the PAPO figurines to life!
- **HAND PAINTED FIGURINES** - All PAPO figures are hand painted to provide a very high level of detail and finish.
- **DURABILITY** - For almost 30 years, Papo has been creating timeless, high quality figurines that have been passed down from generation to generation.
- **FRENCH CREATION AND KNOW-HOW** - All Papo creations are designed and developed in France, with the constant aim of providing a high quality play and learning medium.
- **DISCOVER THE WORLD OF PAPO** - Wild animals, sea animals, farm animals, horses, dinosaurs, knights, dragons, princesses, unicorns and much more...

*Brachiosaurus is a gigantic dinosaur. His name means «Armed Lizard». This herbivore with long neck, could reach 25m long and a weight of 30 tons, or 6 elephants !! His neck measured up to 10 meters high, the equivalent of a 4-storey building. The brachiosaurus, the largest herbivore among the dinosaurs, could therefore graze the ferns on the ground as well as reach the treetops. He ate more than a ton of plants a day. It was built massively, so seemed very robust but a bit slow. Unlike other dinosaurs, her front legs were longer than her hind legs.*

Dimensions : 20 x 19 x 11 cm  
Weight : 0.95 kg  
Material Type : Polyvinyl Chloride  
Recommended age : 3 years and up

# THE PAPO RANGES

- Order and colors for the Papo ranges

1		<b>THE DINOSAURS</b> #5C724E R:92 V:114 B:78	7		<b>HORSES, FOALS &amp; PONIES</b> #9AC947 R:154 V:201 B:71	13		<b>MINI PAPO</b> #004F9F R:0 V:79 B:159
2		<b>MARINE LIFE</b> #00909B R:0 V:144 B:155	8		<b>MEDIEVAL - FANTASY</b> #3C65A4 R:60 V:101 B:164	14		<b>PAPO CITY</b> #D3562F R:211 V:86 B:47
3		<b>WILD ANIMAL KINGDOM</b> #EF7835 R:239 V:120 B:53	9		<b>THE ENCHANTED WORLD</b> #DC6C8A R:220 V:108 B:138	15		<b>PAPO BABY</b> #DC1C6B7 R:209 V:198 B:183
4		<b>WILD LIFE IN THE GARDEN</b> #92B27D R:146 V:178 B:125	10		<b>PIRATES &amp; CORSAIRS</b> #AD3D3D R:173 V:61 B:61	16		<b>FOAM SET</b> #999FAA R:103 V:114 B:147
5		<b>FARMYARD FRIENDS</b> #3C7838 R: :60 V:120 B:56	11		<b>HISTORICALS</b> #8EA2A2 R:142 V:162 B:162	17		<b>NEWS</b> #C4390A R:196 V:57 B:10
6		<b>DOGTS &amp; CATS</b> #917460 R:145 V:116 B:96	12		<b>LARGE FIGURINES</b> #004F9F R:0 V:79 B:159	18		<b>COLLECTOR</b> #EAB500 R:234 V:181 B:0