



Style & Licensing Guide

Contents



History, Brand Value, and Available Categories.....P2



Nostalgic Products.....P3



Nostalgic Product Packaging.....P4



New Products and Packaging.....P5



Concept Products.....P7



21st Century Suzy.....P8



Logos, Bursts, and Images.....P9



Packaging Guide.....P10



Legal, Licensing Approval and Contact Info.....P11





Suzy Homemaker®

Originally marketed to girls between ages 4 to 12, now for girls of all ages!



History and Brand Value

Think back to a time when moms ruled, and kids loved to help in the kitchen baking cakes and creating special sweet treats. Being a homemaker meant being the center of the home, and the source of fun, happiness, and nurturing love.

TV moms like June Cleaver, Carol Brady, and Harriet Nelson showed viewers how to run a neat and orderly ship, while always keeping the cookie jar full!

Saturday morning programming ads announced a fantasy line of dolls, working toy ovens and household appliances, beauty salons, and sweet shoppes that were certain to impress family and friends—welcome to the world of Suzy Homemaker®.



In the '60s, Suzy Homemaker was the second most popular girl's product line behind Barbie® in total sales. Suzy Homemaker blenders blended, popcorn poppers popped, and ovens baked real cakes (bigger cakes than the competition's Easy-Bake Oven®).

The Suzy Homemaker doll was the hit of the holiday season the year it was introduced, and many women today remember the commercials that promoted them and made the dolls the envy of every girl.

Suzy Homemaker is such an icon that the name has found its way into the Webster's dictionary!

Over 35 years have passed since Suzy has left the limelight, and many things have changed at home, but some things remain the same. Children's lives still revolve around mom, and girls love being like her.

Reintroduced to a new generation, Suzy Homemaker is back and better than ever! Retro is in, and baking is cool again. Suzy may now juggle a career, but she knows that home is still where the heart is.

Available Licensing Categories



Retro Reintroductions of the Original Suzy Homemaker Line, Including:

Toy Ovens and Blenders (Different Sizes)
Juicer / Mixer / Popcorn Popper / Fridge
Ice Cream Machine / Ice Delight Maker
Candy Maker / Soda Fountain / Grill
Taffy Puller / Suzy Homemaker Dolls
Dish Washer & Sink / Washing Machine
Vacuum Cleaner / Hair Dryer
Clothes Dryer / Iron and Ironing Board
Beauty Salon With Doll and Accessories

Updated Versions of the Above Suzy Homemaker Line and Additional Household Items Used in Today's World

All Peripheral Branded Items, Including:

Child and Adult Apparel and Accessories
Picnic Sets / Bridal Shower & Party Goods
Computer and Video Games / Car Seats
Bedding / Room Decoration / Toy Tea Sets
Headware / Stationary and Paper Goods
Baby Strollers and Baby Accessories
Oven Mitts / Refrigerator Magnets



Nostalgic Products

We look forward to licensor reintroduction of our classic toys for a new generation of Suzy Homemakers! Most Suzy toys really worked, just like Mom's!



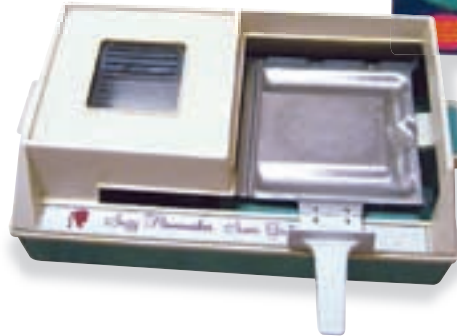
 *Suzy Homemaker*®

Pictured here is only a fraction of the original Suzy Homemaker line.



Nostalgic Product Packaging

For vintage items, we encourage licensors to follow the blue packaging style used on the original Suzy Homemaker items!



Suzy Homemaker[®]



New Products & Packaging

*We encourage creativity in design and packaging approaches.
For new products, Suzy Homemaker no longer requires
products to be designed in turquoise colors,
nor its boxes to be navy blue.*



 Suzy Homemaker®

*Double branding
is also allowed.*



Suzy Homemaker®



Concept Products

Rebrand your existing toy* or develop a new concept as a Suzy Homemaker! The sky's the limit!



Wooden Toys!



Plastic and Metal Toys!

*Toys on this page are not Suzy Homemaker products, and are shown only for representational purposes.

 Suzy Homemaker®



21st Century Suzy

Items for adults, and a more "liberated" Suzy



Ball &
Keychain Suzy



Suzy Oven Mitt
& Pot Holder



Suzy Fridge
Refrigerator Magnet



Suzy Homemaker
Platter



Suzy Apron



Suzy Homemaker
Lunch Box



Suzy Head Logo
Cookie Cutter



Suzy Homemaker
Cookware for Adults

 **Suzy Homemaker®**
Mom On Board!

Suzy Homemaker Bumper Sticker



Suzy Homemaker Mugs



Suzy Tote Bag



Suzy Homemaker
Tee Shirt



Logos, Bursts & Images

Nostalgic Logos:



New Packaging Logos:



Nostalgic Packaging Burst



New Packaging Burst



PANTONE:
3272C

Nostalgic Product Color



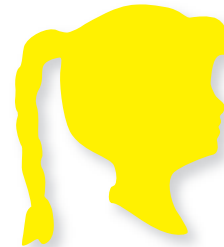
PANTONE:
485C

Nostalgic Product Logo Color
(White Also Used)



CMYK:
100C
80M

Nostalgic Packaging Color



CMYK:
100Y

Packaging Color



CMYK:
52C
92M

New Packaging Color



CMYK:
100C
100Y

New Packaging Color

Packaging Guide

Nostalgic



All secondary type is Helvetica Bold.

Box color is 100C 80M.

Name of product and burst copy prints 100Y, and is Helvetica Black font.



Burst and stripe color is 75M.



New Styles

(Other design options and colors possible)



2+
Add age grading to package front.



Name of product and burst copy prints 100Y, and is Flyer Black Condensed font with drop shadow.



Secondary type is Helvetica Bold.



Legal & Licensing Approval

All Suzy Homemaker® licensed product, packaging, advertising and promotional materials must have the proper licensing statement, copyright, and/or trademark notice visible.

- The below statement must accompany all packaging, images and promotional material: Suzy Homemaker® images and logos are trademarks of J. Lloyd International, Inc.
- All logos need the proper ® associated with each logo.
- If a product uses the Suzy Homemaker logo image with ®, there is no need to put the above licensing statement on the product.
- If a product only uses an image of Suzy Homemaker or the Suzy Homemaker name that is not the logo, then the product needs to have above licensing statement (see above.)
- All garments must have a hang tag or a label with the below statement and the proper Suzy Homemaker logo with ®:

Suzy Homemaker is a registered trademark of and is manufactured under license from J. Lloyd International, Inc. ©2010 J. Lloyd International, Inc. All rights reserved. (Licensee's logo, name, and address)

- All packaging should also include the above statement.
- Licensing Approval Form must accompany each submission at each stage of development. Form is located in guide CD. Send completed form to address shown below:

J. Lloyd International, Inc.
517 3rd Ave SW, Suite C
Cedar Rapids, IA 52404
Office: 319-365-5842
Fax: 319-365-5902
Web: www.j-lloyd.com



J.LLOYD
INTERNATIONAL, INC.

Suzy Homemaker Product Approval Form

<i>Licensee:</i>	
<i>Date:</i> <i>Licensee:</i> <i>Licensing Agent:</i> <i>Licensee SKU Number:</i> <i>Product Description:</i>	<i>Contact:</i> <i>Address:</i> <i>Phone Number:</i> <i>Fax Number:</i> <i>Internet Address:</i>
<i>Stage in Development</i>	
<input type="checkbox"/> <i>B/W Comp</i>	<input type="checkbox"/> <i>Prototype</i>
<input type="checkbox"/> <i>Color Comp</i>	<input type="checkbox"/> <i>Pre-Production Sample</i>
<input type="checkbox"/> <i>Color Proof</i>	<input type="checkbox"/> <i>Production Sample</i>
<input type="checkbox"/> <i>Other</i>	<i>New Concept</i>
<i>Next Stage in Development</i> _____ <i>Expected Date</i> _____	
<i>Comments:</i> _____	
<i>Licensor Comments</i>	<i>Reviewed By:</i> _____ <i>Date:</i> _____
<input type="checkbox"/> <i>Approved</i> <input type="checkbox"/> <i>Approved w/changes</i> <input type="checkbox"/> <i>Resubmit</i> <input type="checkbox"/> <i>Not Approved</i>	
<i>Copyright line for this submittal is:</i>	<input type="checkbox"/> <i>Approved</i> <input type="checkbox"/> <i>Not Approved</i>
<i>Copyright line should be:</i>	

*This form must accompany each submission at each stage of development.
 Products may not be distributed without written approval from licensor after
 licensor has reviewed a prototype or preproduction sample.*