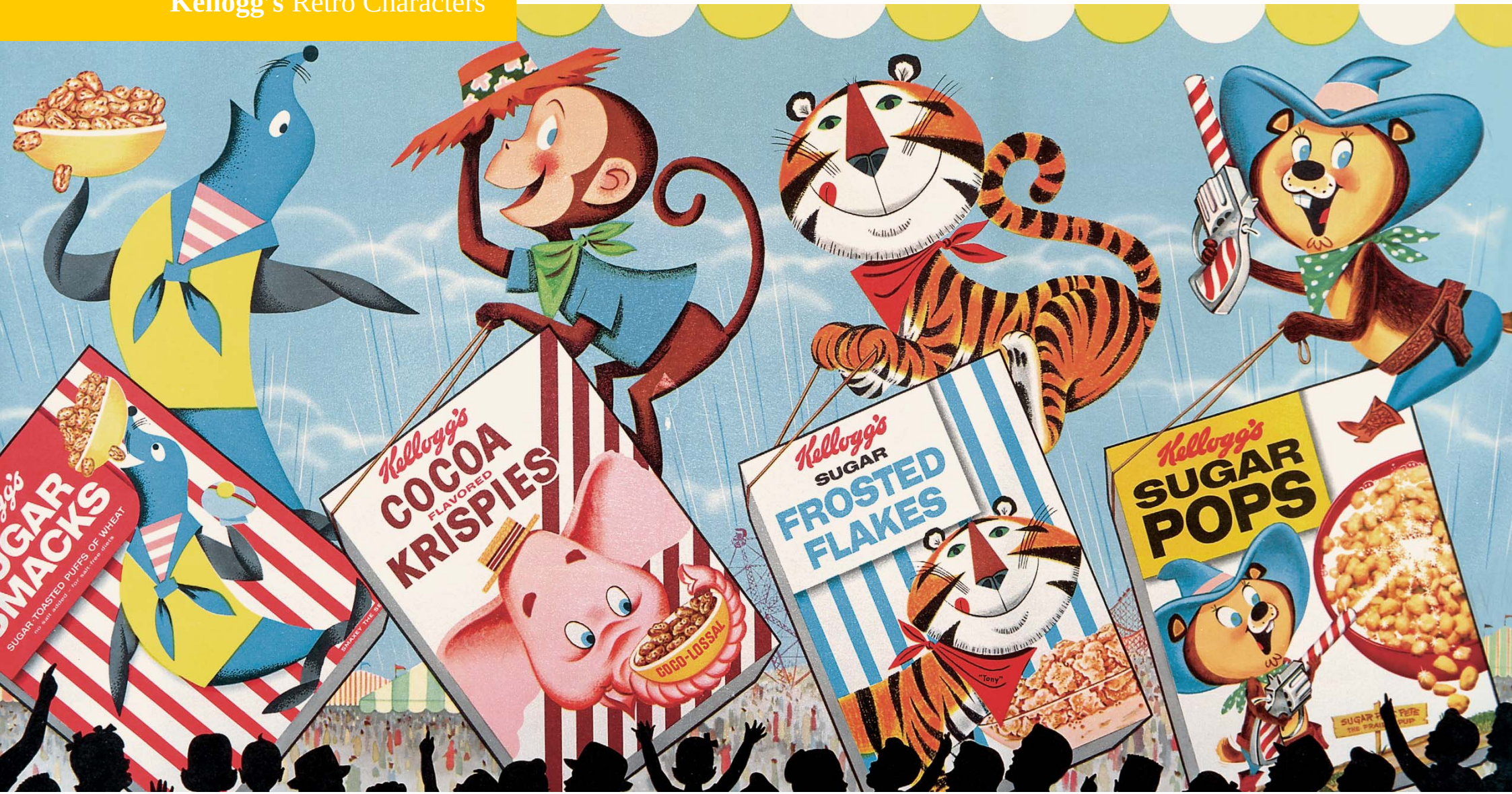
Kellogg's Retro Characters

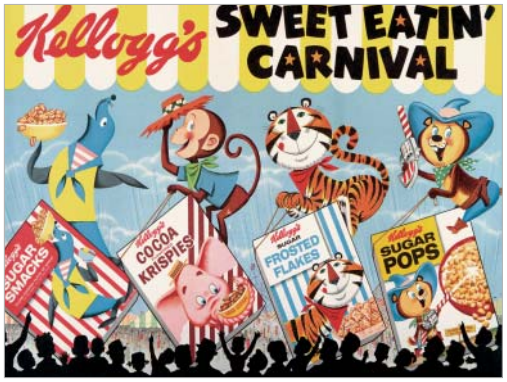
A fun retro inspired range utilising the dynamism of Archive characters.



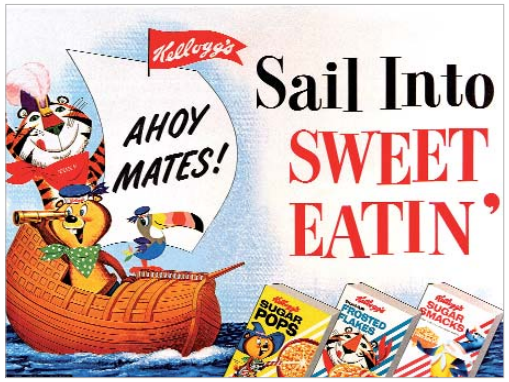
retro characters

Kellogg's band of 'Sweet Eatin' characters with their fun loving attitude and personalities were introduced to us in the early 1950's with the birth of television and popular culture, amusing and advertising as they went. Our retro character range aims to capture and celebrate the early years of these characters and introduce their fun-loving, groovy looks and attitude to a whole new audience.

Original Archive Images



SweetEatinArchive01.jpg



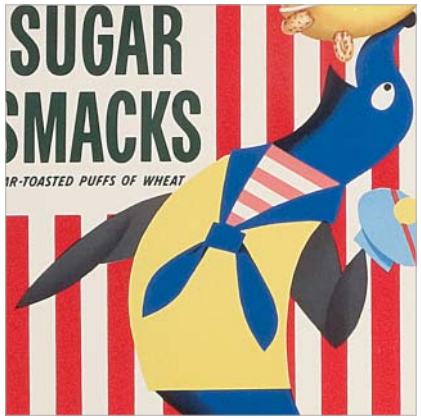
SweetEatinArchive02.jpg

SweetEatinArchive03.jpg

SweetEatinArchive04.jpg

Retro Character Supporting Archive

RetroBox01.jpg

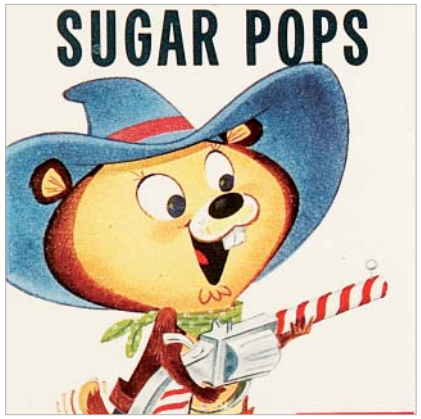


RetroBox02.jpg

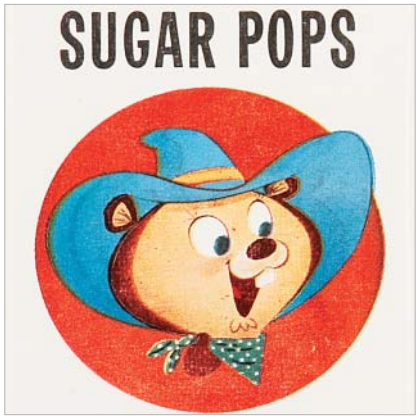
RetroBox03.jpg

RetroBox04.jpg

RetroBox05.jpg



RetroBox06.jpg



RetroBox07.jpg

RetroBox08.jpg

Retro Character Supporting Archive

RetroBox09.jpg

RetroBox10.jpg

TonySweetEatin.jpg

CarnivalRide.jpg

Hootenanny.jpg

CerealBowlers.jpg

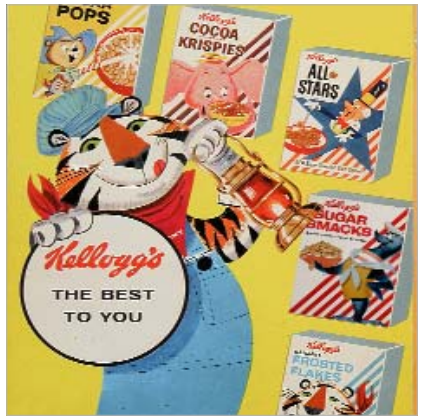
SmaxeyPainting.jpg

Retro Character Supporting Archive

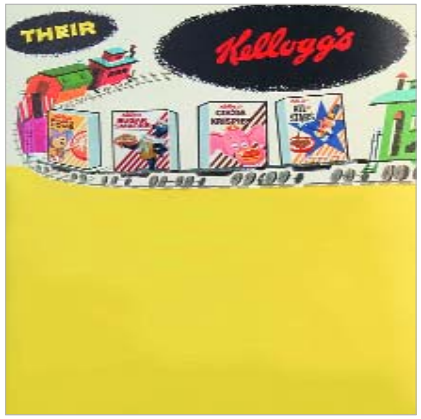
BowlersPromotion.jpg

BowlersPromotion.jpg

AllAboard.jpg



AllAboard.jpg



KelloggsTrain.jpg

KelloggsTrain.jpg

EatinOnEarth.jpg

SweetEatinSweetstakes.jpg

Archive Pull-out Graphics

TonyTheTiger.tif

SugarPopsPete.tif

SmaxeyTheSeal.tif

CocoTheMonkey.tif

Archive Pull-out Graphics

TheBestToYou.tif

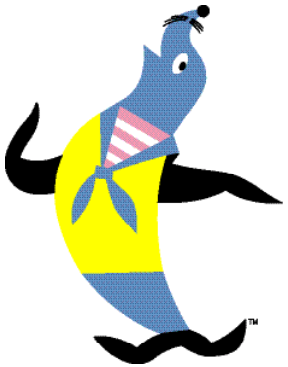
MmmSweetEatin.tif

Sweetstakes.tif

Archive Vector Graphics

TonyTheTiger V.eps

SugarPopsPete V.eps



SmaxeyTheSeal V.eps

CocoTheMonkey V.eps

coco the monkey

Designed for **Kellogg's** by Leo Burnett in 1958, Coco was a little monkey wearing a bandanna and straw hat and came to be loved by families worldwide as the Cocoa Krispies Monkey.

Coco Color Palette

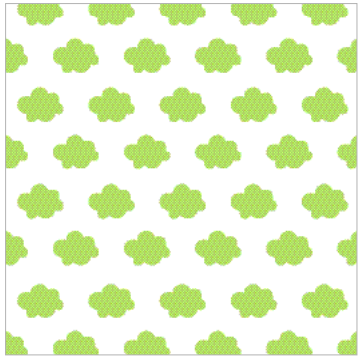
C25 M0 Y65 K0

C75 M0 Y60 K55

C100 M0 Y0 K5

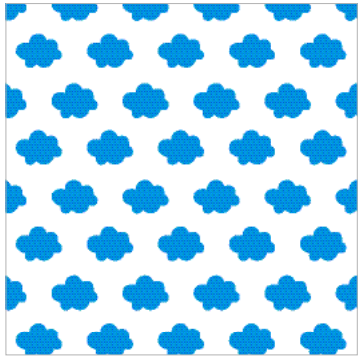
Coco Graphic Palette

These two-color graphics can be applied across the entire Coco color pallete, either on white or reversed out of one of the other pallete colors.



CloudCoco01.eps

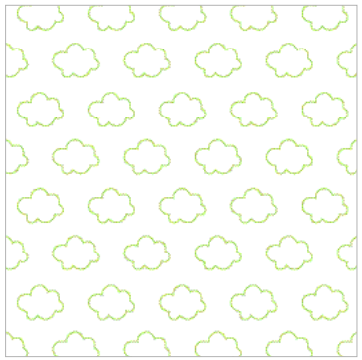
CloudCoco02.eps



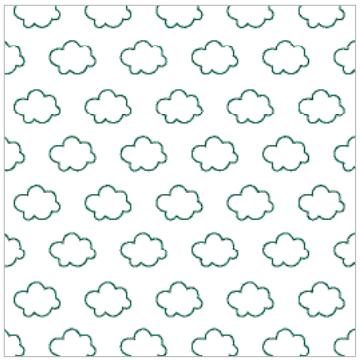
CloudCoco03.eps

CloudCocoREV.eps

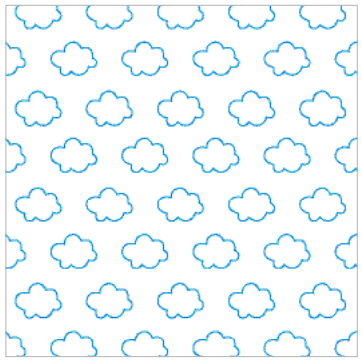
CloudCocoREV.eps can be applied reversed out across the entire Coco color pallete



CloudCocoLine01.eps



CloudCocoLine02.eps



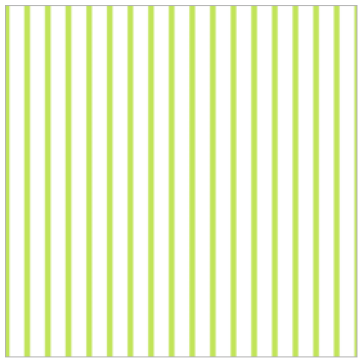
CloudCocoLine03.eps

CloudCocoLineREV.eps

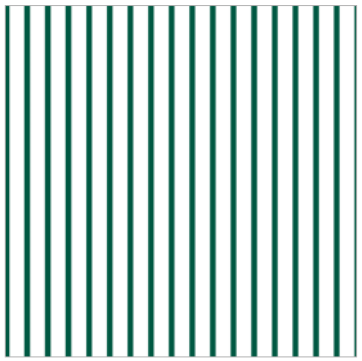
CloudCocoLineREV.eps can be applied reversed out across the entire Coco color pallete

Coco Graphic Palette

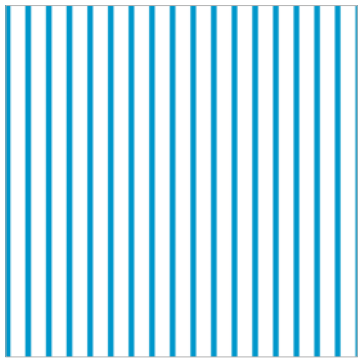
These two-color graphics can be applied across the entire Coco color pallete, either on white or reversed out of one of the other pallete colors.



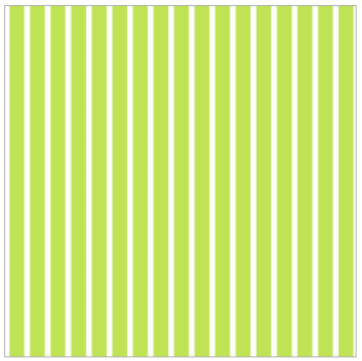
StripeCoco01.eps



StripeCoco02.eps



StripeCoco03.eps



StripeCocoREV.eps

StripeCocoREV.eps can be applied reversed out across the entire Coco color pallete

TextCoco01.eps

TextCoco02.eps

TextCoco03.eps

TextCocoREV.eps

TextCocoREV.eps can be applied reversed out across the entire Coco color pallete

Coco Graphic Palette

These text graphics can be applied across the entire Coco color pallete, either on white or reversed out of one of the other pallete colors. Artwork is also supplied in vector format.

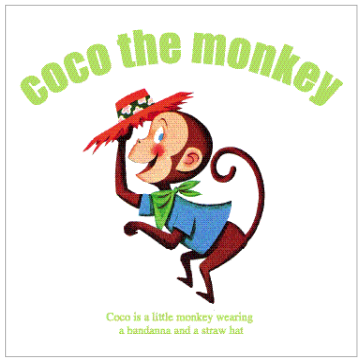
SweetEatinCoco01.eps

SweetEatinCoco02.eps

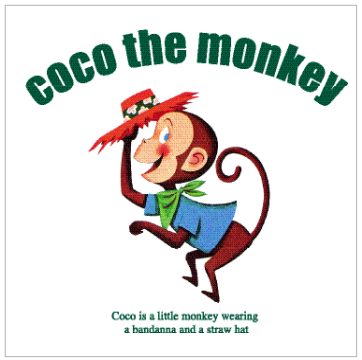
SweetEatinCoco03.eps

SweetEatinCocoREV.eps

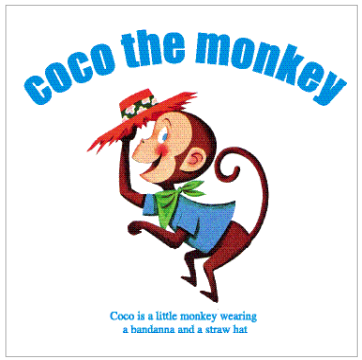
SweetEatinCocoREV.eps can be applied reversed out across the entire Coco color pallete



CharacterHistoryCoco01.eps



CharacterHistoryCoco02.eps



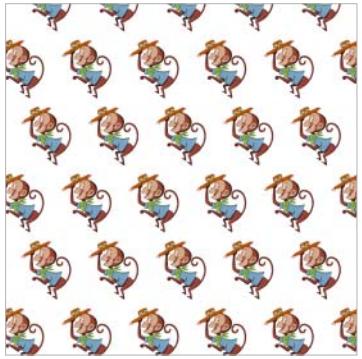
CharacterHistoryCoco03.eps

CharacterHistoryCocoREV.eps

CharacterHistoryCocoREV.eps can be applied reversed out across the entire Coco color pallete

Coco Graphic Palette

Coco Repeat and Cirlce Graphics are also supplied in vector format.

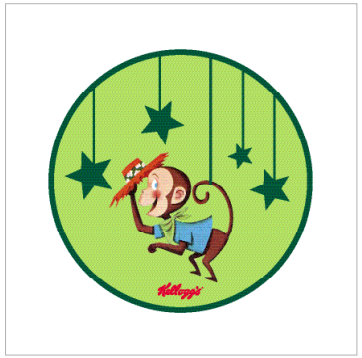


CocoRepeat.tif

CircleGraphicsCoco01.eps

CircleGraphicsCoco02.eps

CircleGraphicsCoco03.eps



CircleGraphicsCoco04.eps

sugar pops pete

During the 1950’s western cowboy shows were a popular staple of television in America.
Television made characters real. A face on a box was no longer enough, they needed personality and energy.
In 1959 to satisfy this trend, **Kellogg’s** created a squirrel-like character called Sugar Pops Pete.
He was sheriff for a western town and his nemesis was Billy the Kidder.
Sugar Pops Pete spoke with a whistle and fired sugar from his sugar-gun to sweeten the cereal, while singing
'Oh, the Pops are sweeter and the taste is new, they're shot with sugar, through and through.'

Pete Color Palette

C50 M60 Y100 K45

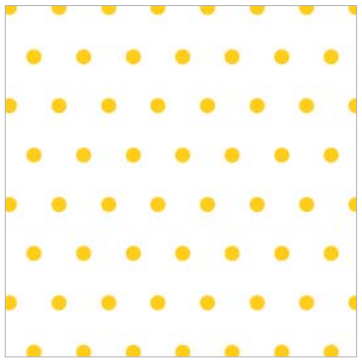
C0 M20 Y110 K0

C60 M0 Y20 K30

Pete Graphic Palette

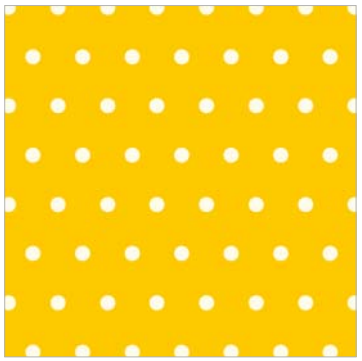
These two-color graphics can be applied across the entire Pete color pallete, either on white or reversed out of one of the other pallete colors.

DotPete01.eps



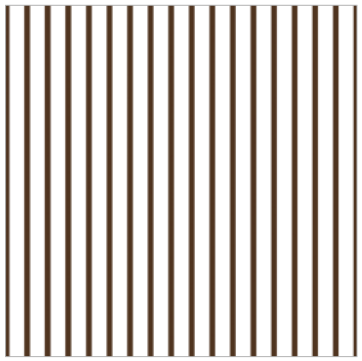
DotPete02.eps

DotPete03.eps

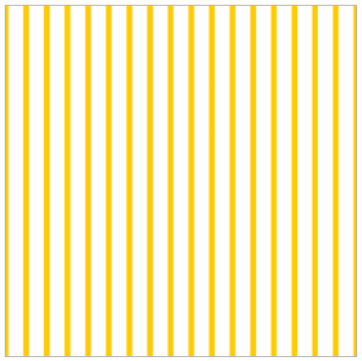


DotPeteREV.eps

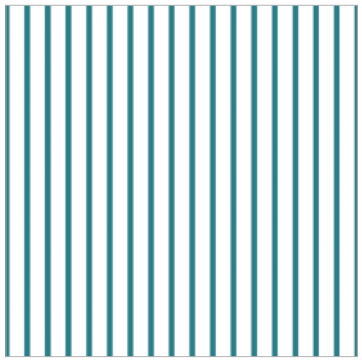
DotPeteREV.eps can be applied reversed out across the entire Pete color pallete



StripePete01.eps



StripePete02.eps



StripePete03.eps

StripePeteREV.eps

StripePeteREV.eps can be applied reversed out across the entire Pete color pallete

Pete Graphic Palette

These two-cololr graphics can be applied across the entire Pete color pallete, either on white or reversed out of one of the other pallete colors.

TextPete01.eps

TextPete02.eps

TextPete03.eps

TextPeteREV.eps

TextPeteREV.eps can be applied reversed out across the entire Pete color pallete

Pete Graphic Palette

These text graphics can be applied across the entire Pete color pallete, either on white or reversed out of one of the other pallete colors. Artwork is also supplied in vector format.

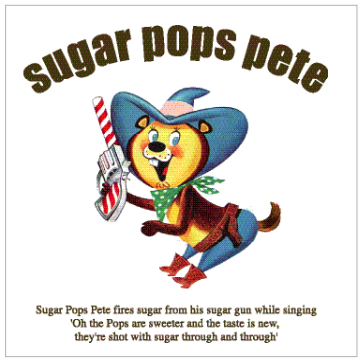
SweetEatinPete01.eps

SweetEatinPete02.eps

SweetEatinPete03.eps

SweetEatinPeteREV.eps

SweetEatinPeteREV.eps can be applied reversed out across the entire Pete color pallete



CharacterHistoryPete01.eps

CharacterHistoryPete02.eps

CharacterHistoryPete03.eps

CharacterHistoryPeteREV.eps

CharacterHistoryPeteREV.eps can be applied reversed out across the entire Pete color pallete

Pete Graphic Palette

Pete Repeat and Cirlce Graphics 02 and 03 are also supplied in vector format

PeteRepeat.tif

CirlceGraphicsPete01.eps

CirlceGraphicsPete02.eps

CirlceGraphicsPete03.eps

ShieldBadgePete.eps

tony the tiger

In the league of cereal characters the top dog is a cat named Tony. He began his career with **Kellogg's** in 1952 on a new product called Sugar Frosted Flakes. Tony's friendly, lovable, and almost human characteristics have seen him loved by all ages, and reign in the world of cereal characters for over 50 years.

Tony the Tiger has touted the goodness of his sugar-coated cereal with the bellowing roar 'They're GR-R-REAT'.

Tony Color Palette

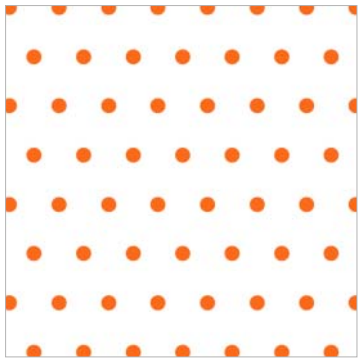
C0 M65 Y90 K0

C60 M0 Y20 K30

C50 M60 Y100 K45

Tony Graphic Palette

These two-color graphics can be applied across the entire Tony color pallete, either on white or reversed out of one of the other pallete colors.



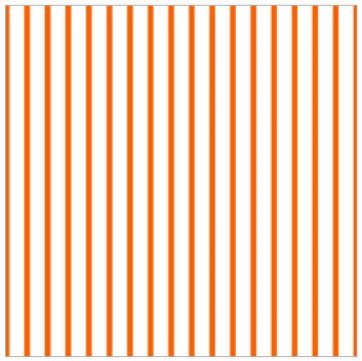
DotTony01.eps

DotTony02.eps

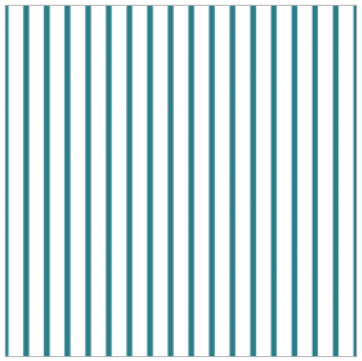
DotTony03.eps

DotTonyREV.eps

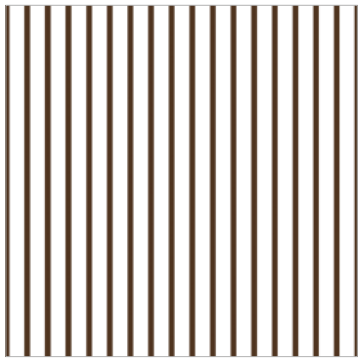
DotTonyREV.eps can be applied reversed out across the entire Tony color pallete



StripeTony01.eps



StripeTony02.eps



StripeTony03.eps

StripeTonyREV.eps

StripeTonyREV.eps can be applied reversed out across the entire Tony color pallete

Tony Graphic Palette

These two-cololr graphics can be applied across the entire Tony color pallete, either on white or reversed out of one of the other pallete colors.

TextTony01.eps

TextTony02.eps

TextTony03.eps

TextTonyREV.eps

TextTonyREV.eps can be applied reversed out across the entire Tony color pallete

Tony Graphic Palette

These text graphics can be applied across the entire Tony color pallete, either on white or reversed out of one of the other pallete colors. Artwork is also supplied in vector format.

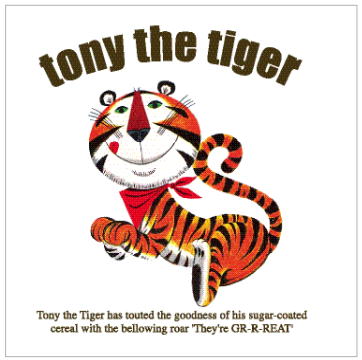
SweetEatinTony01.eps

SweetEatinTony02.eps

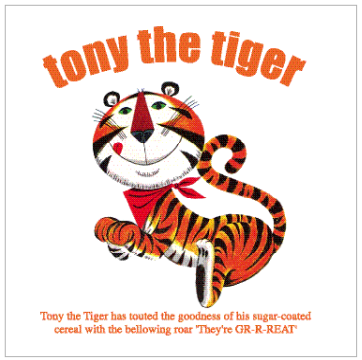
SweetEatinTony03.eps

SweetEatinTonyREV.eps

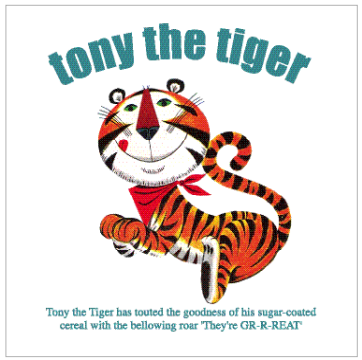
SweetEatinTonyREV.eps can be applied reversed out across the entire Tony color pallete



CharacterHistoryTony01.eps



CharacterHistoryTony02.eps



CharacterHistoryTony03.eps

CharacterHistoryTonyREV.eps

CharacterHistoryTonyREV.eps can be applied reversed out across the entire Tony color pallete

Tony Graphic Palette

Tony Repeat and Cirlce Graphics artwork are also supplied in vector format.

TonyRepeat.tif

CircleGraphicsTony01.eps

CircleGraphicsTony02.eps

ShieldBadgeTony.eps

SweetEatinBowlers.tif

smaxey the seal

Sugar Smacks the cereal was originally introduced in l953 and sponsored by TV's Superman program.

From 1953-1956 various characters acted as spokespeople, and in 1958, an animated seal in a sailor suit named Smaxey became the Sugar Smacks mascot with the tagline 'Smaxey makes breakfast the happiest meal of the day'.

Smaxey Color Palette

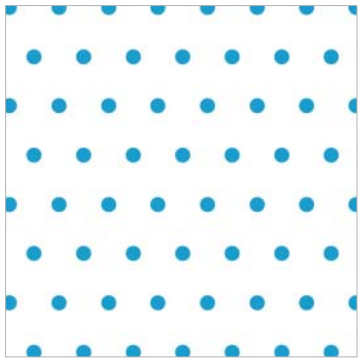
C100 M0 Y0 K5

C0 M20 Y100 K0

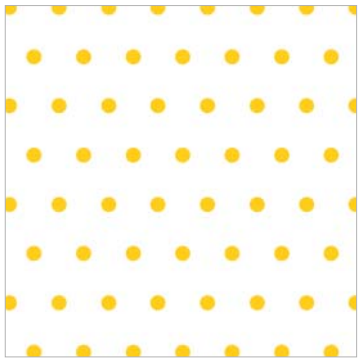
C0 M100 Y70 K0

Smaxey Graphic Palette

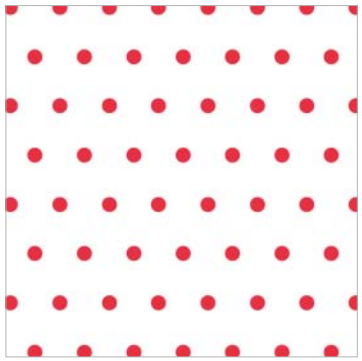
These two-color graphics can be applied across the entire Smaxey color pallete, either on white or reversed out of one of the other pallete colors.



DotSmaxey01.eps



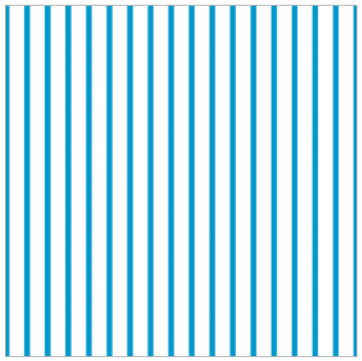
DotSmaxey02.eps



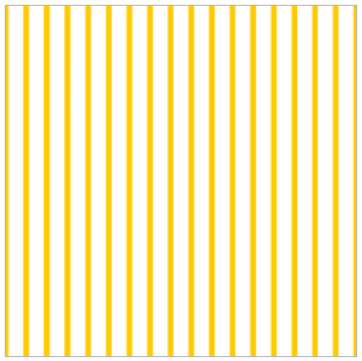
DotSmaxey03.eps

DotSmaxeyREV.eps

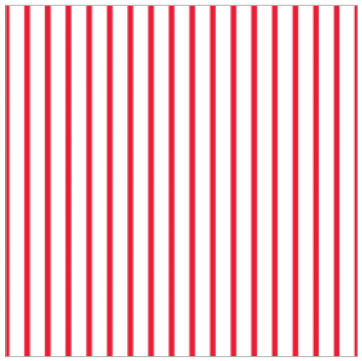
DotSmaxeyREV.eps can be applied reversed out across the entire Smaxey color pallete



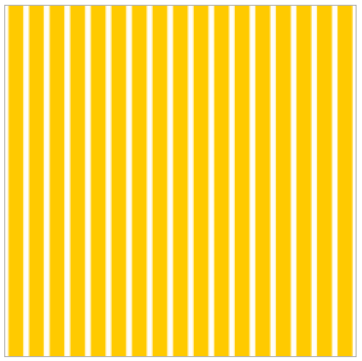
StripeSmaxey01.eps



StripeSmaxey02.eps



StripeSmaxey03.eps



StripeSmaxeyREV.eps

StripeSmaxeyREV.eps can be applied reversed out across the entire Smaxey color pallete

Smaxey Graphic Palette

These two-cololr graphics can be applied across the entire Smaxey color pallete, either on white or reversed out of one of the other pallete colors.

TextSmaxey01.eps

TextSmaxey02.eps

TextSmaxey03.eps

TextSmaxeyREV.eps

TextSmaxeyREV.eps can be applied reversed out across the entire Smaxey color pallete

Smaxey Graphic Palette

These text graphics can be applied across the entire Smaxey color pallete, either on white or reversed out of one of the other pallete colors. Artwork is also supplied in vector format.

SweetEatinSmaxey01.eps

SweetEatinSmaxey02.eps

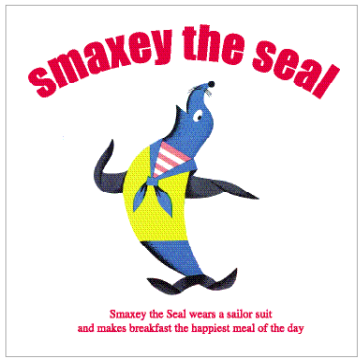
SweetEatinSmaxey03.eps

SweetEatinSmaxeyREV.eps

SweetEatinSmaxeyREV.eps can be applied reversed out across the entire Smaxey color pallete

CharacterHistorySmaxey01.eps

CharacterHistorySmaxey02.eps



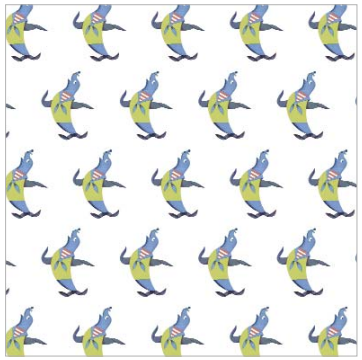
CharacterHistorySmaxey03.eps

CharacterHistorySmaxeyREV.eps

CharacterHistorySmaxeyREV.eps can be applied reversed out across the entire Smaxey color pallete

Smaxey Graphic Palette

Smaxey Repeat and Cirlce Graphics artwork are also supplied in vector format.



SmaxeyRepeat.psd

CircleGraphicsSmaxey01.eps

CircleGraphicsSmaxey02.eps

ShieldBadgeSmaxey.eps

ShieldBadgeText.eps

Retro Character Product Application

Product Appliction

Apparel - Raglan Tees with center front prints

Product Appliction

Apparel - Sport Jacktes

Product Appliction

Apparel - Printed and Embroidered patches

Product Appliction

Apparel and Accessories - Retro caps with prints, embroideries and badging

Product Appliction

Apparel and Accessories - Retro caps with prints, embroideries and badging

Product Appliction

Apparel and Accessories - Retro bowling bags with prints, embroideries and badging

Product Appliction

Apparel and Accessoreies - Cloth carry bags with prints and and applique patches

Product Appliction

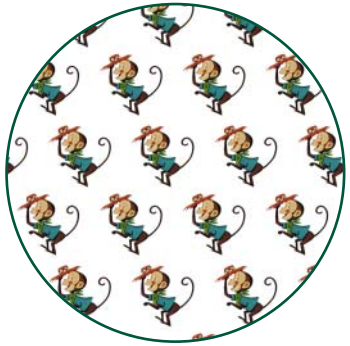
Apparel aned Accessories - Retro flip flops, **Kellogg's** branded on reverse

Product Appliction

Assorted accessorires - badges, musical keyrings, magnets, fashion tees and figural keyrings

Product Appliction

Mix and match graphics to create a strong visual story for badges, yo-yo’s, patches and other similar products



Product Appliction

Mix and match graphics to create a strong visual story for badges, yo-yo’s, patches and other similar products

Product Appliction

Mix and match graphics to create a strong visual story for badges, yo-yo's, patches and other similar products

Product Appliction

Mix and match graphics to create a strong visual story for badges, yo-yo’s, patches and other similar products

Product Appliction

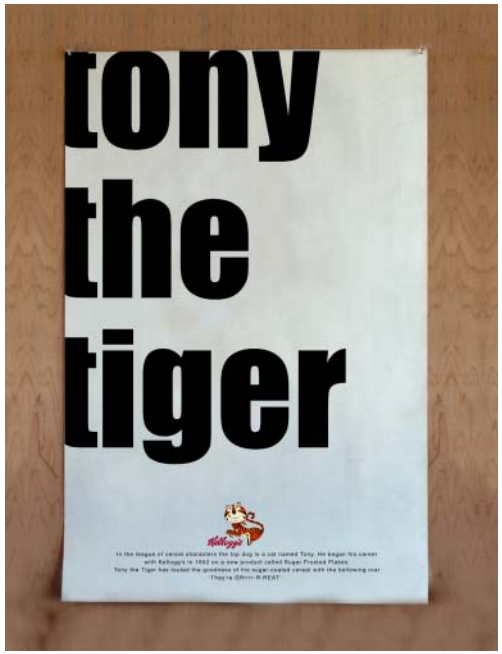
Collector posters, prints and postcards

Product Appliction

Collector posters, prints and postcards - Sugar Pops Pete series

Product Appliction

Collector posters, prints and postcards - Tony the Tiger series



Product Appliction

Room decor - Sugar Pops Pete cushion series

Product Appliction

Room decor - Coco the Monkey cushion series

Product Appliction

Room decor - Tony the Tiger cushion series

Product Appliction

Room decor - Retro Character lamps

Product Appliction

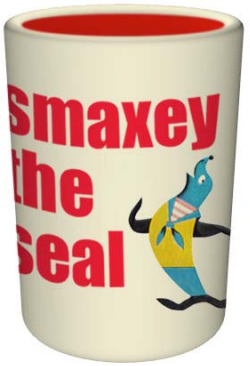
Room decor - Character wall clocks

Product Appliction

Computer mouse pads

Product Appliction

Melamine Breakfast Tumblers



Product Appliction

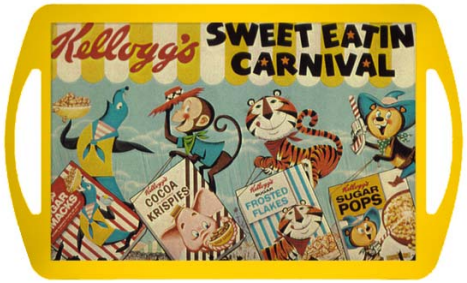
Melamine Breakfast Bowls

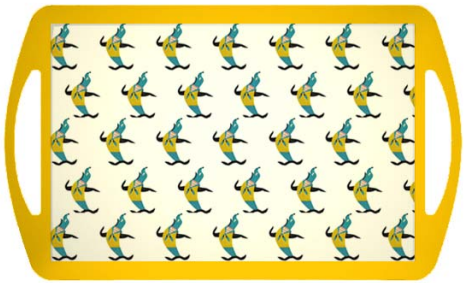
Product Appliction

Vinyl Breakfast Placemats

Product Appliction

Plastic Breakfast Trays





recommended sku list

Apparel + Accessories
Fashion Tees
Retro Caps
Sweat bands + headbands
Flip flops
Shoe laces
Character Socks
Character Bags
Necklaces + Pendants + Jewellery
Printed + Embroidered Patch Sets
Bowling Bags
Tote Bags

Pop Product
Badges
Pins
Vinyl Figurines
Keyrings
Stuffed Character Toys
Yo Yo's
Watches
Posters, Prints + Postcards
Cards + Stationery Sets
Cameras
Magnets
Games + Puzzles

Room Decor
Character Cushions
Bean Bags
Lamps + Lamp Shades
Clocks
Radios
Mouse Pads
Bed Throw
Character Book-ends
Shower Curtains
Archive Floor Rugs

Breakfast Sets
Printed Glassware
Coasters + Placemats
Melamine Tumblers
Melamine Bowls
Melamine Plates
Vinyl Placemats
Plastic Tray
Figural Spoons + Mugs
Premiums with Cereal