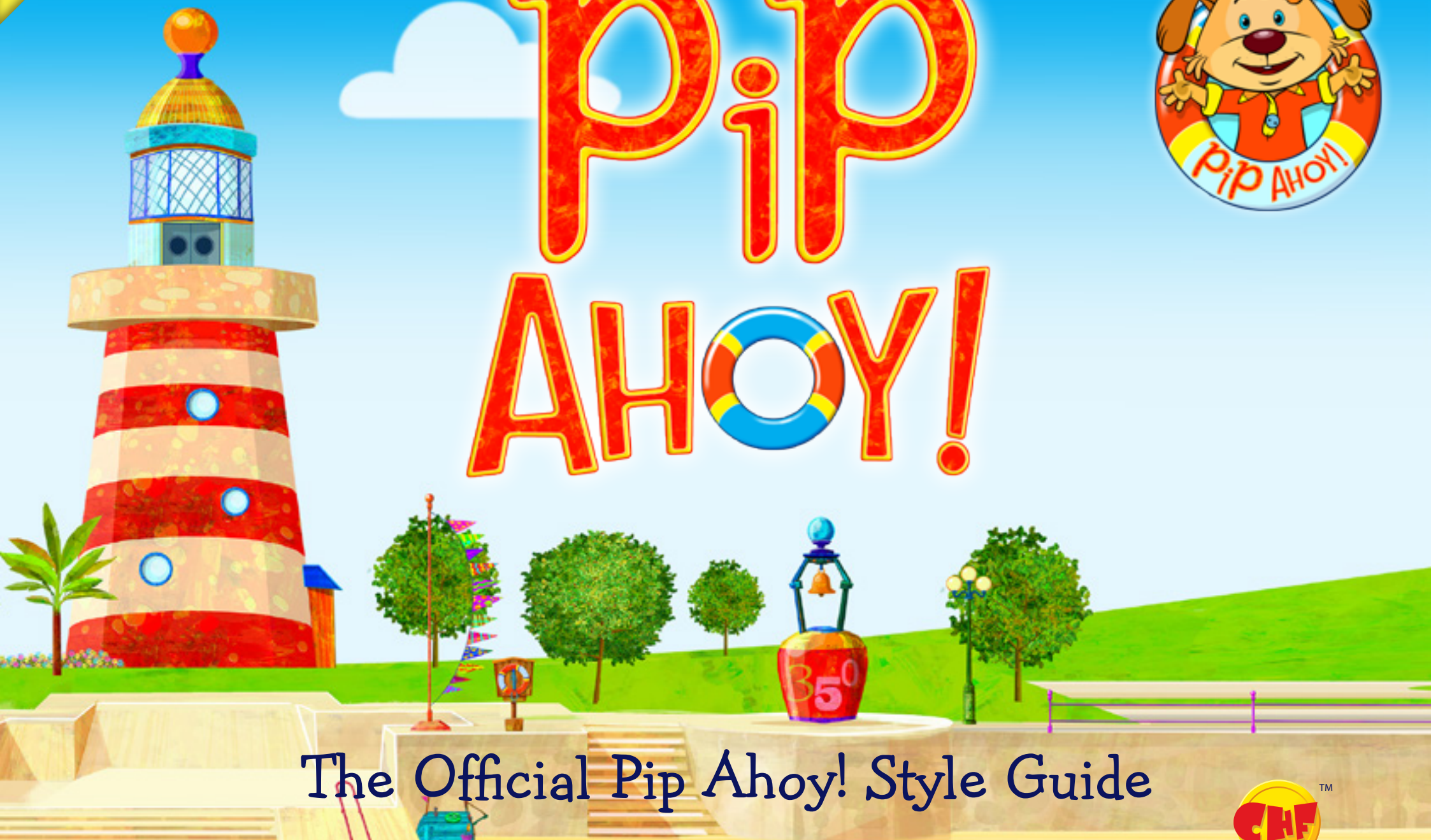# Pip AHOY!

The Official Pip Ahoy! Style Guide

Created by Charlie Ward.
Co-Created, Adapted and Produced for Television by CHF Entertainment Limited

CHF
ENTERTAINMENT

Hello, my name is Pip! Welcome to my Style Guide!

I'm going to tell you all about me and my friends and how to use this Style Guide. But first, let me start by telling you about where I live…

It's a place called Salty Cove and it's the bestest place in the whole wide world! It's just full of adventures – big ones, small ones, funny ones, mythical ones, magical ones…

There's always something happening in Salty Cove!

Pip Ahoy!
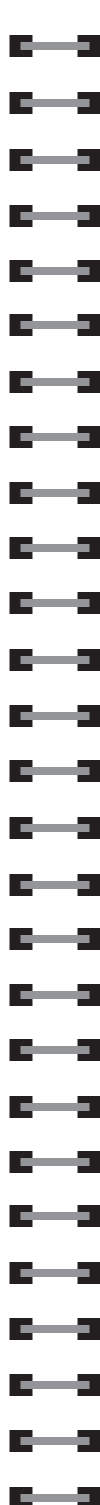
The Official Pip Ahoy! Style Guide

Introduction

Let me tell you all about how to use this guide and where you can find everything you're looking for.

Here is the table of contents and the list of the sections and sub-sections, and of course the page numbers so you know where everything is.

I may only be a pup, but I always like to be helpful!

Table of contents

1. Terms of use

Of course, before you embark on any adventure, you should really read the small print. We've made it as easy as possible for you to follow.

1.1 General use

This style guide is, and remains, the property of CHF Entertainment Limited and was developed for the benefit of licensees and partners. If you use the drawings or the background patterns, you must always include the Pip Ahoy! logo. Unlawful use of the logo may be subject to a penalty.

All new products, packaging and promotional materials must always be submitted for approval to the licensor. Contact information is mentioned at the end of this style guide.

Specific designs can be created upon request. The license and website must always be mentioned in a clearly legible manner on all new products, packaging and promotional materials.

1.2 Legal guidelines

The Pip Ahoy! trademark has been applied for in all major markets and the "© Cosgrove Hall Fitzpatrick" symbol should be included on any Pip Ahoy! representation.

1.3 Approvals process

All products should be submitted to Lisle International Licensing prior to any production and written approval obtained.

1.4 Colour overview

For the production of this document, we have used the CMYK printing process (unless you have been supplied a PDF). The colour swatches you see represented here may not be a perfect match for the PANTONE® colour references referred to in this style guide for the characters, logos, etc.

Wherever PANTONE® values are shown, you should ensure they correspond to the current edition of the PANTONE PLUS SERIES PANTONE MATCHING SYSTEM® FORMULA GUIDE Solid Coated & Solid Uncoated or their equivalent CMYK values.

PANTONE® is a registered trademark of PANTONE® Inc.

All original images have been created using sRGB IEC61966 – 2.1 colour settings.

PANTONE®
485 C

PANTONE®
3945 C
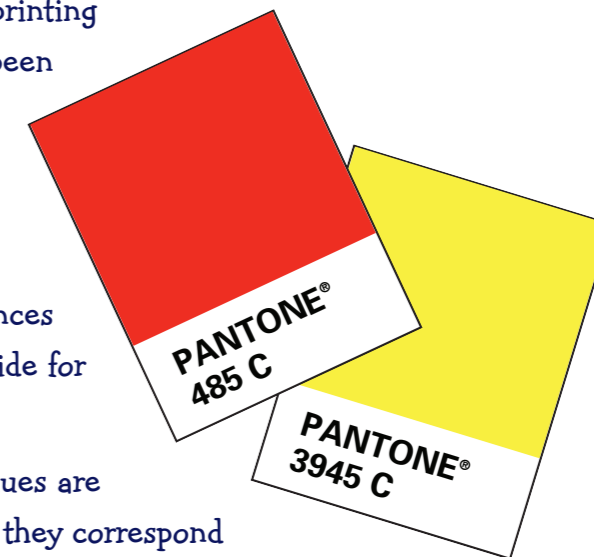
Welcome to Salty Cove! The ultimate place for us pre-schoolers to have freedom and fun

Follow the adventures I have with uncle Skipper and my best friends Alba, Hopper and Pasty.

If you want a great time, well you've come to the right place!

2.0 Synopsis

Pip Ahoy! aims to bring fun and laughter into every home with its mixture of the extraordinary and the familiar. Pip and his friends will carry out a rescue here, solve a problem there, taking care of their close-knit community and looking out for others. But this is not to say that the show is anything but warm, boisterous, silly and fun. Pip Ahoy!!"

Pip is a young puppy. Adventurous, happy-go-lucky and ever-eager to help out where help is needed, he and Alba are the hub around which the stories revolve. Alba is a kitten of about the same age as Pip. And, being of the female persuasion, is perhaps a little more thoughtful than he. They live in Salty Cove:

Salty Cove boasts everything a proper seaside resort should have: a sandy beach with little coves and pools to visit, a row of welcoming beach huts and above this, the sunny promenade with its parade of shops of all kind. To one end of the cove is an observatory manned by the brainy and erudite Professor Evie, proud owner of a submarine; a craft well-suited for adventuring beneath the clear blue waves. To the other end a lighthouse stands overlooking a boatyard, which contains several craft of various shapes and sizes. Some of these belong to the redoubtable Captain Skipper. A broad river, dotted with small islands runs into the bay at the centre of which is another large island. Salty Cove is the perfect place for exploration, adventure and more fun that you can shake a stick of rock at.

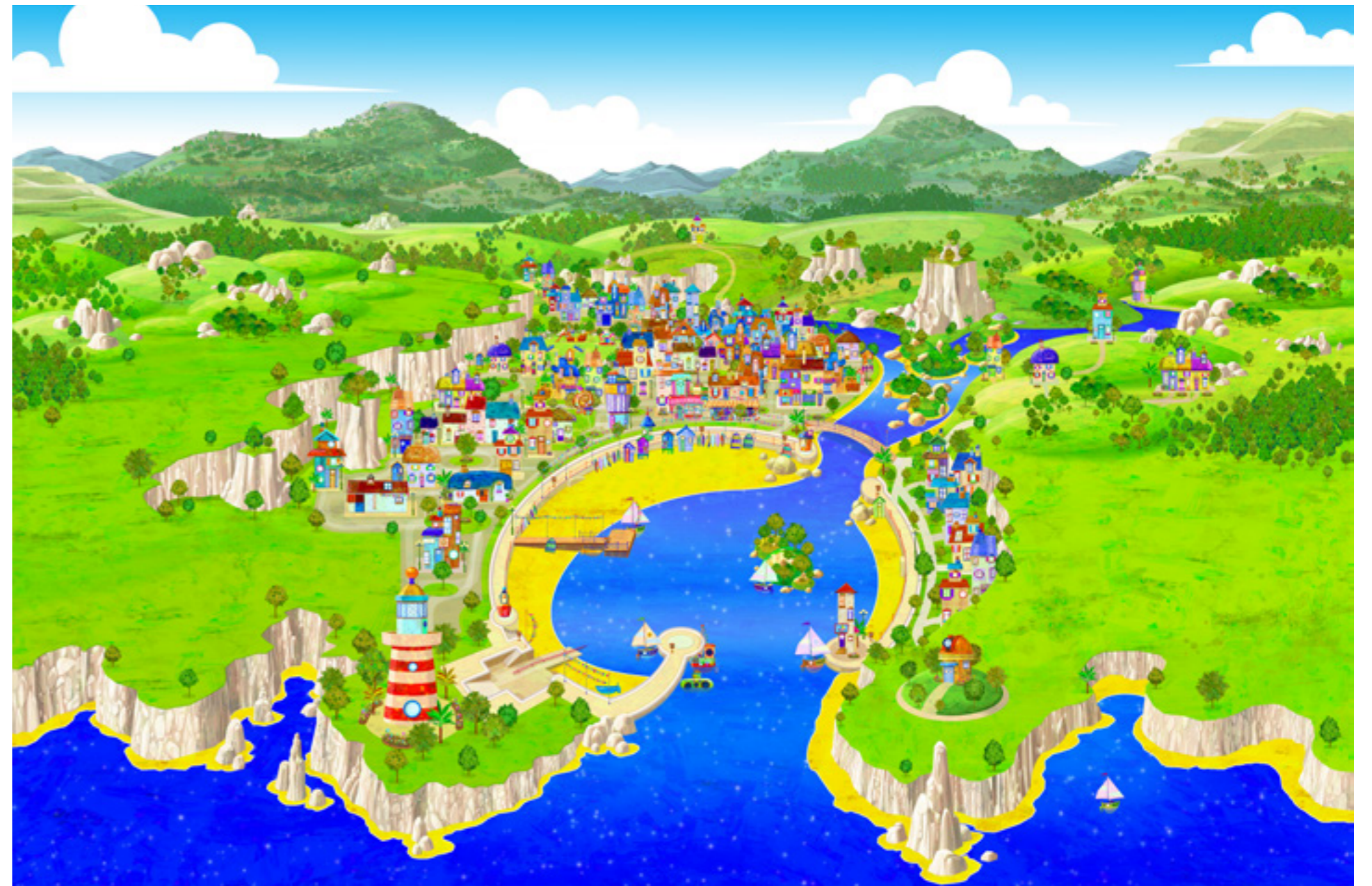IMAGE CODE: PipAhoy!-Lifebelt-Logo-Medium

2.1 Salty Cove

IMAGE CODE: 01_PIP_SALTY_COVE_WIDE_01_Original_30759

3.0 Colours and typestyles

The main logos are hand drawn and the colours used are mixed. The main colour groups are listed in order of preference and should be used wherever the Pip Ahoy! styling is required. Wherever PANTONE® values are shown, they should be matched using the PANTONE® Matching System or matched to their CMYK equivalent values.

We want to make working with Pip and his friends as simple and enjoyable as possible. Whilst we want to remain flexible there are certain rules that need to be followed. If you have special requirements or there is anything in this guide that needs further clarification, please contact our Approvals Team and we will do all we can to help.

3.1 Logo colours - main logo

For print material the primary colour palette (A) or their CMYK equivalents should be used in the first instance. For more detailed applications with more colour options you can use the secondary palette (B) and combinations should be used to enhance

and support the design(s) in a way that compliments and reflects the values of Pip Ahoy! and Salty Cove. For screen based applications, please use the RGB (sRGB IEC61966 – 2.1) colour settings specified.

PMS 7404c

PMS 179c

PMS 298c

3.0 Colours and typestyles (continued)

3.2 Logo colours - secondary logo

For print material the primary colours (A) or their CMYK equivalents should be used.

The secondary palette (B) and combinations should be used to enhance and support the design(s) in a way that compliments and reflects the values of Pip Ahoy! and Salty Cove. For screen based applications, please use the RGB colour values specified.

PMS 152c

PMS 159c

PMS 7508c

PMS 719c

PMS 179c

PMS 3945c

PMS 2706c

PMS 277c

PMS 426c

PMS 654c

PMS 1795c

PMS 298c

PMS 2925c

PMS 502c

PMS 4995c

PMS 505c

PMS1245c

PMS 155c

PMS 1365c

3.0 Colours and typestyles

The use of bright colours for printed materials is important to help reinforce the fun, vibrant and young outlook for Pip Ahoy!

The purpose of the colour palettes is to keep things simple for you. If in any doubt, we would recommend that you speak with our Approvals Team at an early stage, to ensure any materials produced are on brand.

Each character has his, or her, own unique colours, and these should be adhered to, but they can be used with other character colours where the characters appear together. For instance, if you are working mainly with Pip, you can introduce colours from his palette to enhance your design. However, these secondary character colours are only to be used in addition to the primary (A) and secondary (B) palettes, and not as a direct replacement.

3.3 Colour palettes

For print material, the primary colour palette (A) or their CMYK equivalents should be used. For more detailed applications, where greater colour choice is available, use the secondary palette (B). Where the characters are involved, you can use combinations of their colours, to enhance and support the design(s) in a way that compliments and reflects the values of Pip Ahoy! and Salty Cove. For screen-based applications, please use the RGB (sRGB IEC61966 – 2.1) colour settings specified.
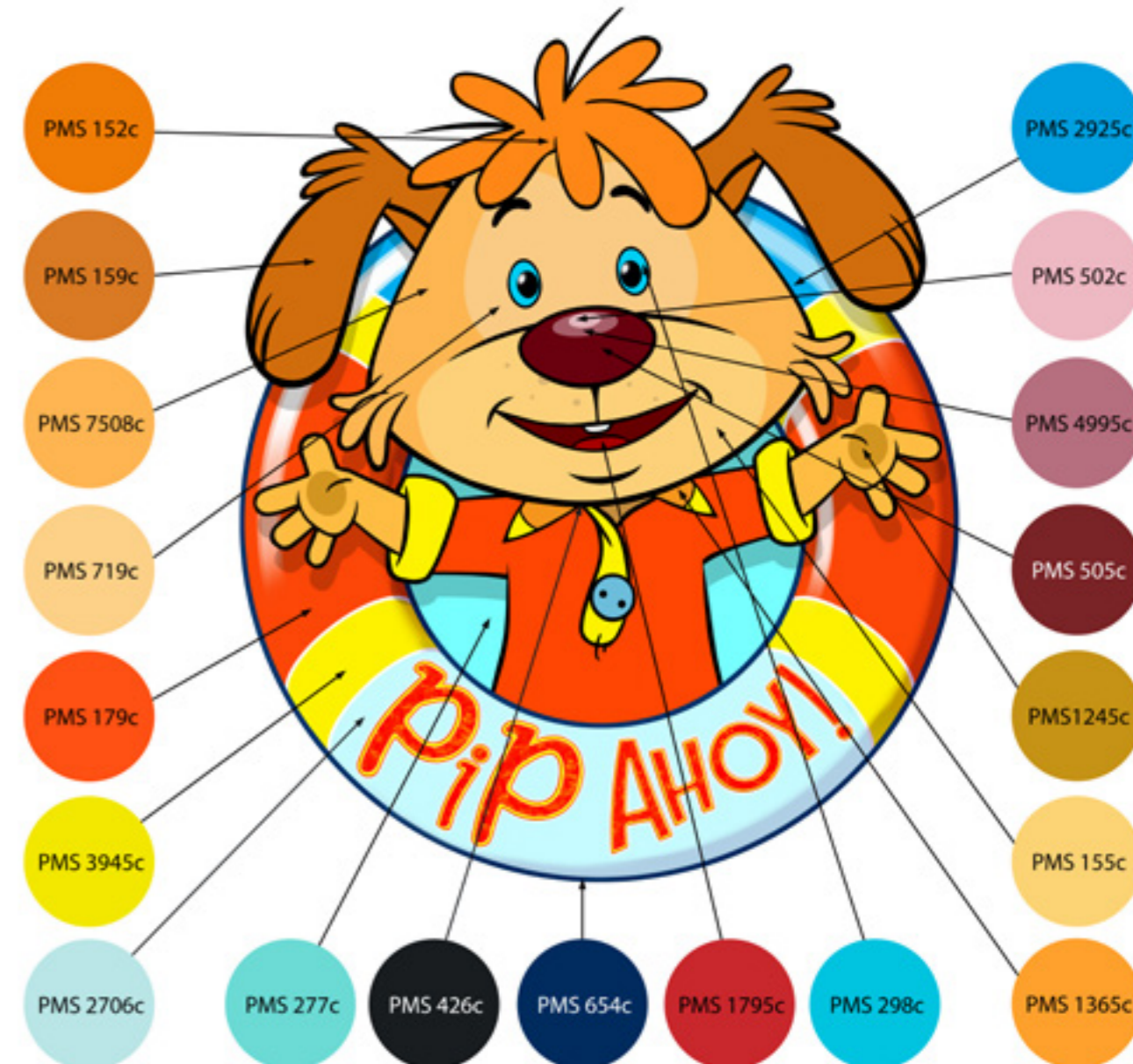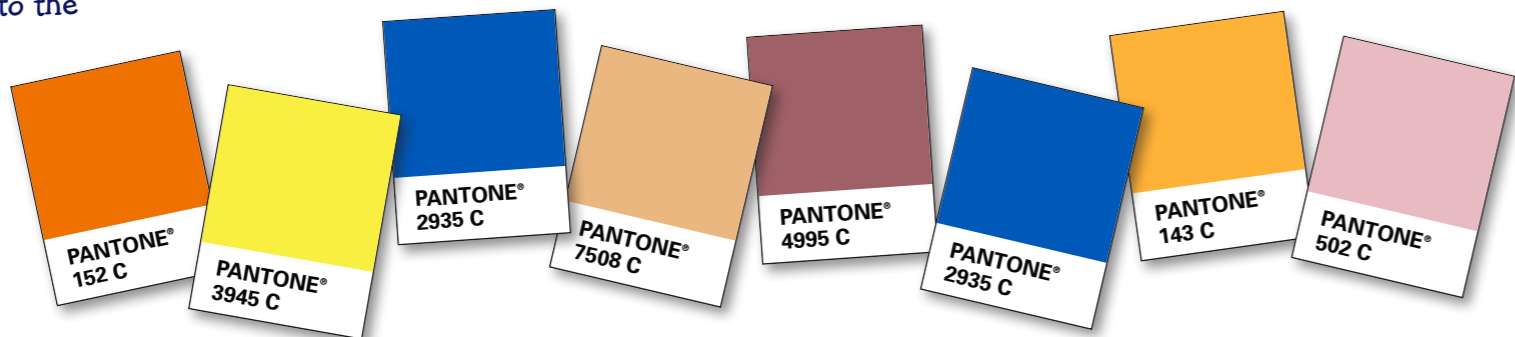
(A) Primary palette Pantone coated colour selections for Pip Ahoy!

PANTONE® 426 C
PANTONE® 654 C
PANTONE® 179 C
PANTONE® 7404 C
PANTONE® 159 C
PANTONE® 298 C
PANTONE® 505 C

(B) Secondary palette Pantone coated colour selections for Pip Ahoy!

PANTONE® 152 C
PANTONE® 3945 C
PANTONE® 2935 C
PANTONE® 7508 C
PANTONE® 4995 C
PANTONE® 2935 C
PANTONE® 143 C
PANTONE® 502 C

3.0 Colours and typestyles (continued)

3.3 Colour palettes example

The example on the right shows how the colour palettes are introduced. There are specific colours for text (see below) and a hierarchy of how the colours filter into your designs. The colours below are the dominant selections from the CHF corporate colour palette and can be used wherever the CHF Logo features.

If you have any questions, please contact our Approvals Team.

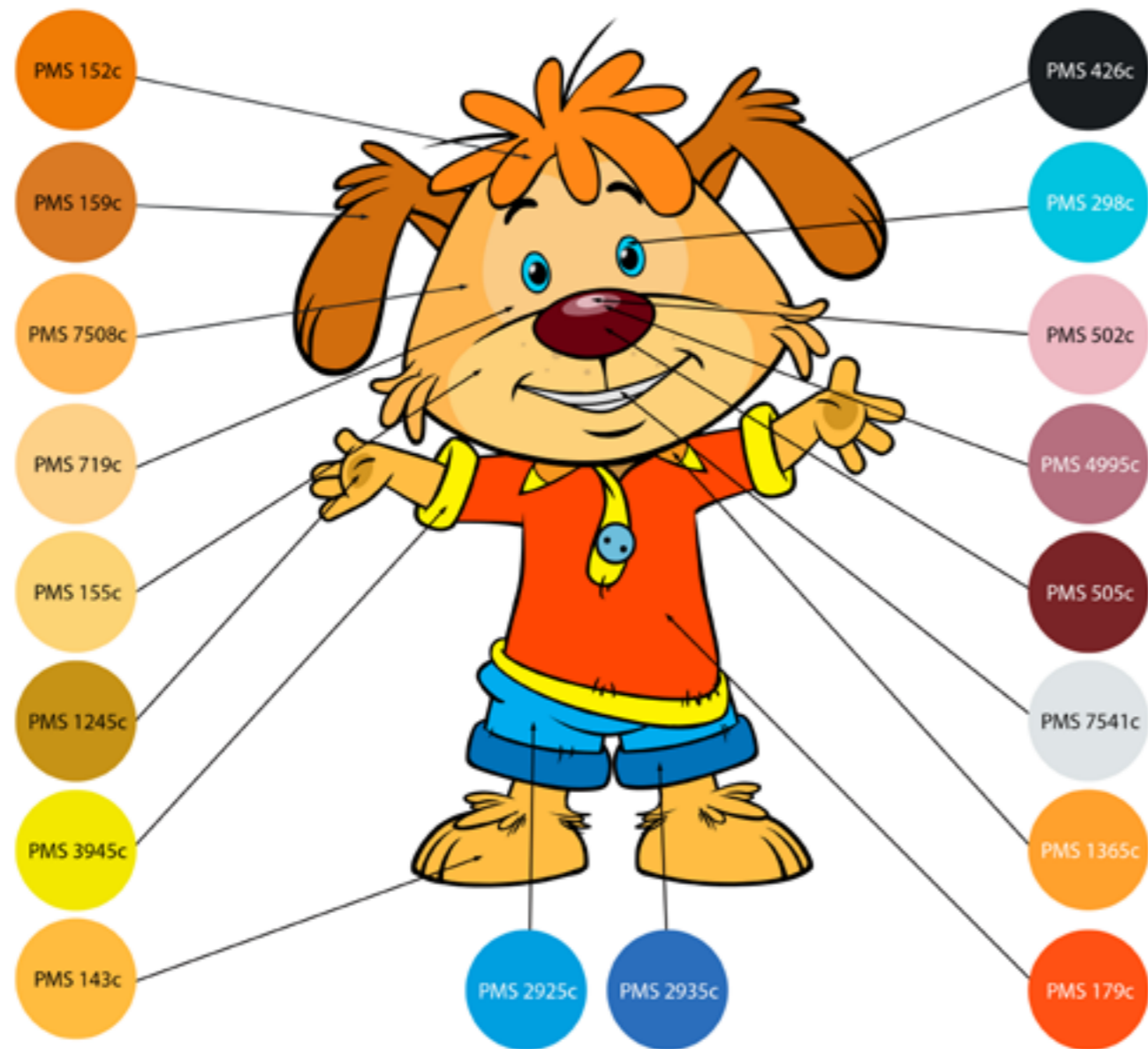*CHF corporate colour palette*

PANTONE® BLACK C
PANTONE® 2766 C
PANTONE® 485 C
PANTONE® 107 C

CHF™ ENTERTAINMENT presents

Created by Charlie Ward.
Co-Created, Adapted and Produced for Television by CHF Entertainment Limited

HD
52 x 11'
Age: 3–6

3.0 Colours and typestyles (continued)

3.4 Character colours - Pip

These are a selection of colours from Pip. They can be used in addition to the primary (A) and secondary (B) colour palettes.

For restricted applications (merchandise), please consult with our Approvals Team to select the optimum colour balance.

PMS 152c
PMS 159c
PMS 7508c
PMS 719c
PMS 155c
PMS 1245c
PMS 3945c
PMS 143c

PMS 426c
PMS 298c
PMS 502c
PMS 4995c
PMS 505c
PMS 7541c
PMS 1365c
PMS 179c

PMS 2925c
PMS 2935c

3.0 Colours and typestyles (continued)

3.5 Character colours - Alba

These are a selection of colours from Alba. They can be used in addition to the primary (A) and secondary (B) colour palettes.

For restricted applications (merchandise), please consult with our Approvals Team to select the optimum colour balance.
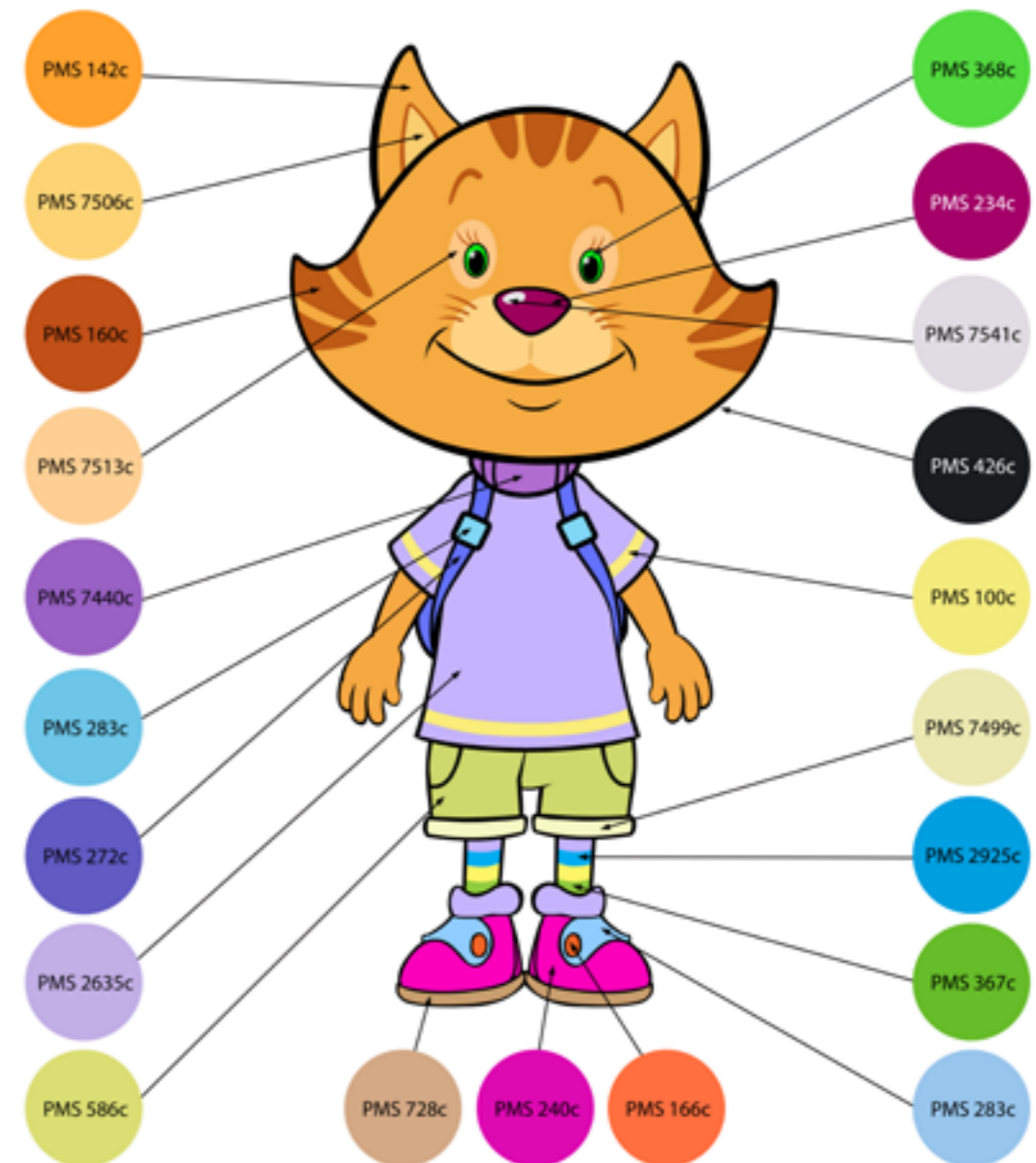
PMS 142c
PMS 7506c
PMS 160c
PMS 7513c
PMS 7440c
PMS 283c
PMS 272c
PMS 2635c
PMS 586c

PMS 368c
PMS 234c
PMS 7541c
PMS 426c
PMS 100c
PMS 7499c
PMS 2925c
PMS 367c
PMS 283c

PMS 728c
PMS 240c
PMS 166c

3.0 Typestyles

3.6 Typestyles

For printed literature there are two main typefaces used. Please check for any copyright requirements; you may need to purchase them. The following fonts are available within the Adobe® Creative Cloud Typkit Library. They are used as indicated.

Headline and body copy 10pt and above

HANK BT Roman

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

1234567890

Body copy and detail print 9pt and below

Myriad Pro Light

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

1234567890

Body copy and detail print 9pt and below

Myriad Pro Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

1234567890

Body copy and detail emphasis print 9pt and below

Myriad Semibold Italic

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

1234567890

4.0 Pip Ahoy! logos

For legal use of the trademarks see section 1.2.

4.1 Main logo with Pip Ahoy! text

The Pip Ahoy! logo is the visual anchor point of the brand. It ensures consistency of the Pip Ahoy! brand across all the media in which it is found. The logo consists of the 'Pip Ahoy!' text. The elements, typography, colour and proportions are all defined.

The main logo should only ever appear as indicated in this guide and needs space around it to breathe wherever possible and should always be used to reinforce the Pip Ahoy! brand.

It is important that the Pip Ahoy! text based logo isn't altered in any way; for example, stretched, condensed or reduced beyond a certain size.

The logo can only be used over certain backgrounds (as supplied) and must be approved by the Approvals Team. It is important that the logo doesn't interfere with anything in the background and sits in

a clear space where possible (see example below). On an indeterminate background you can place a white Outer Glow around the logo to a minimum of 3mm as follows:
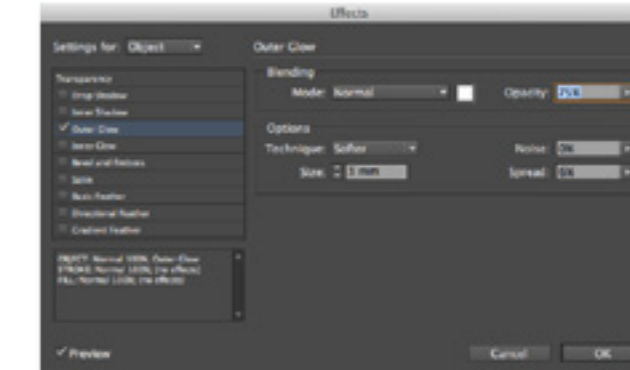

Image courtesy of Adobe® Indesign CC

Where the logo appears on a white background, a drop shadow should feature to the following specifications:
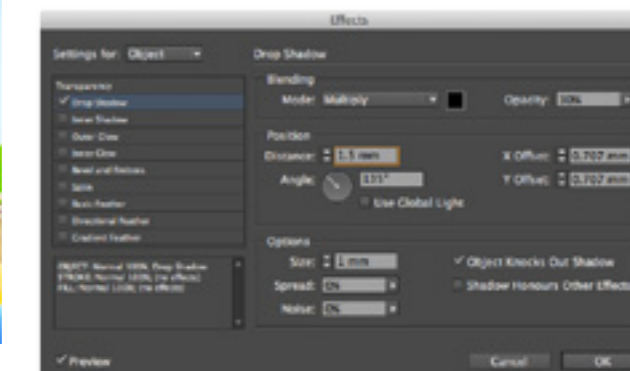

Image courtesy of Adobe® Indesign CC

✅Wow!

✅Wow!

4.0 Pip Ahoy! logos (continued)

4.1 Main logo with Pip Ahoy! text (cont.)

The main logo with Pip Ahoy! text is hand drawn and therefore should not be redrawn or added to in any way. Allow a good space around the logo (as shown) where possible (unless on an approved background).

There is also a black and white version for use on mono documents (see below).

The logo will be available in JPG, PNG or vector based EPS formats. The EPS will be a spot colour version for simpler printing tasks.

✅ Wow!

Allow the logo space to breathe

Value 'X'

Value 'X'

'X'

Value 'X'

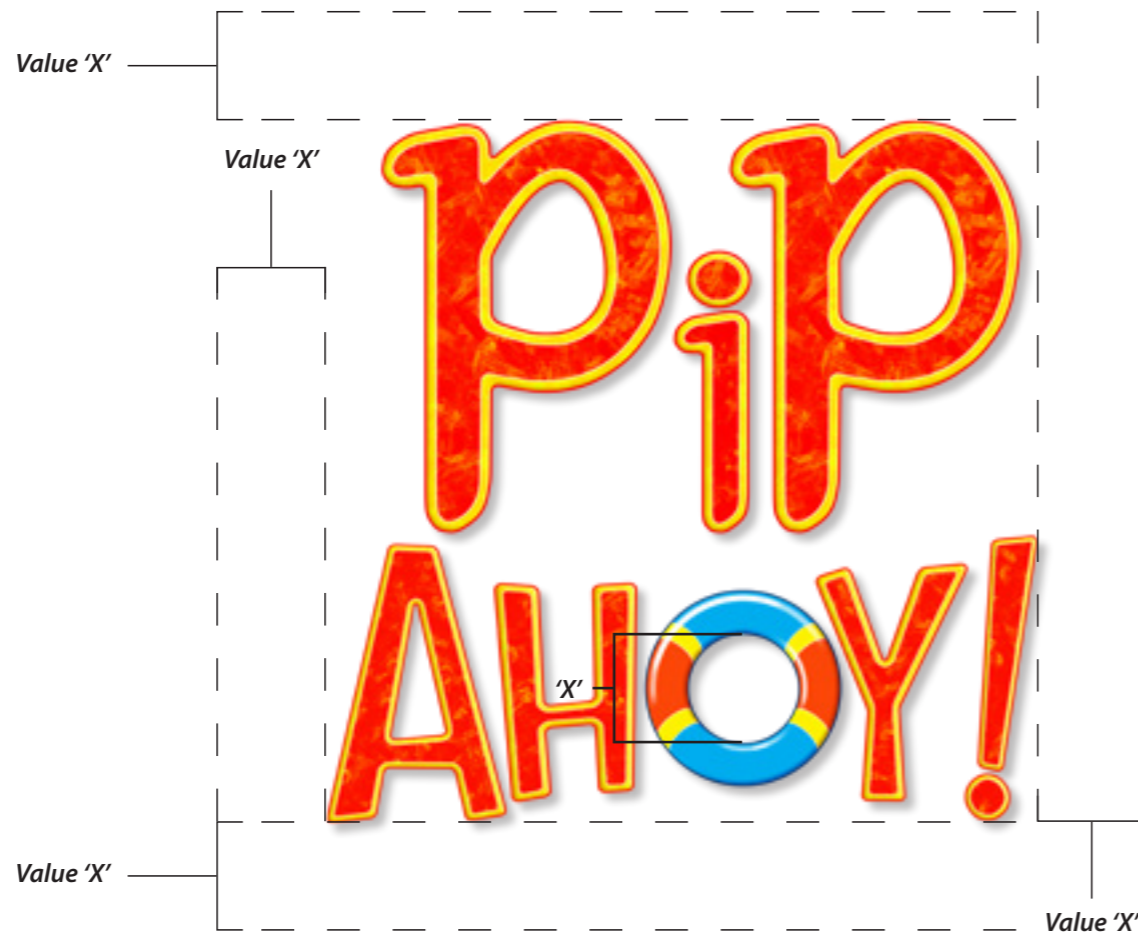Value 'X'

IMAGE CODE: PipAhoy!-Text-Logo-Medium

✅ Wow!

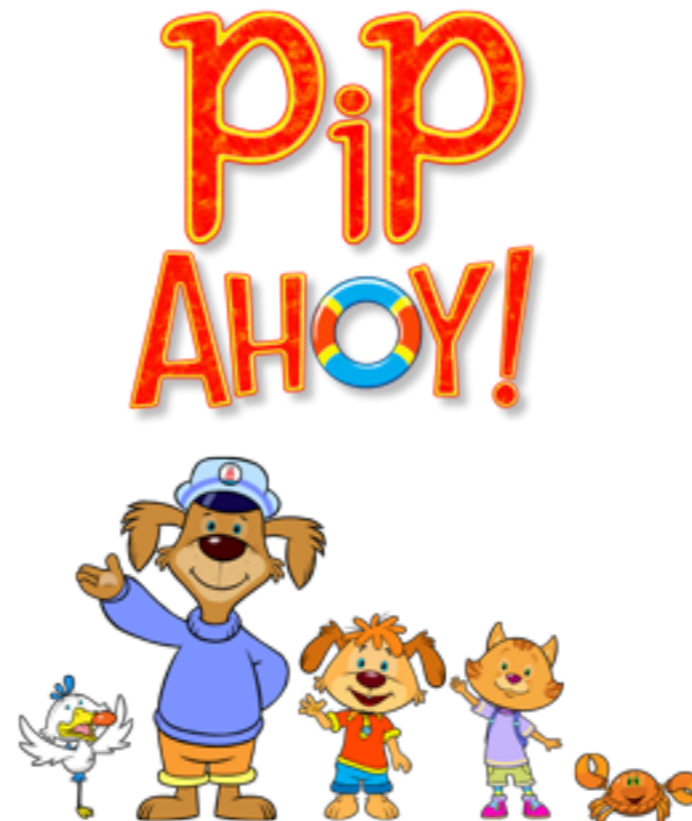## 4.0 Pip Ahoy! logos (continued)

4.1 Main logo with Pip Ahoy! text (cont.)

There are also instances where the main logo can interact with the characters a little more closely, as shown in these examples. These interactions have to be chosen carefully and the balance considered.

Logo and character interactions

✅ Wow!

✅ Wow!

4.0 Pip Ahoy! logos (continued)

4.1 Main logo with Pip Ahoy! text (cont.)

The following shows what you CANNOT do with the Main Pip Ahoy! logo with Pip Ahoy! text.

Compressing…

❌ Whoops!

Condensing…

❌ Whoops!

Replacing or inverting the colours…

❌ Whoops!

Fading or rotating the logo…

❌ Whoops!

Reversing the logo out of a background…

❌ Whoops!

Converting to black and white (please use the black and white version)…

❌ Whoops!

4.0 Pip Ahoy! logos (continued)

4.2 Optional logos with Pip the sea pup

A secondary, optional logo that you may use consists of the Pip image in a lifebelt and the words 'Pip Ahoy!'. Again, the elements, typography, colour and proportions are all defined.

The optional logo should only ever appear as indicated in this guide. The logo needs space around it to breathe and should always be used to reinforce the Pip Ahoy! brand.

✅ Wow!

It is important that the Pip Ahoy! lifebelt logo isn't altered in any way; for example, stretched, condensed or reduced beyond a certain size.

The logo can only be used over certain backgrounds (as supplied) and must be approved by the Approvals Team. It is important that the Pip Ahoy! lifebelt logo doesn't interfere with anything in the background and sits in a clear space where possible (see example below).

✅ Wow!

On an indeterminate background you can place a white Outer Glow around the logo to a minimum of 3mm as follows:
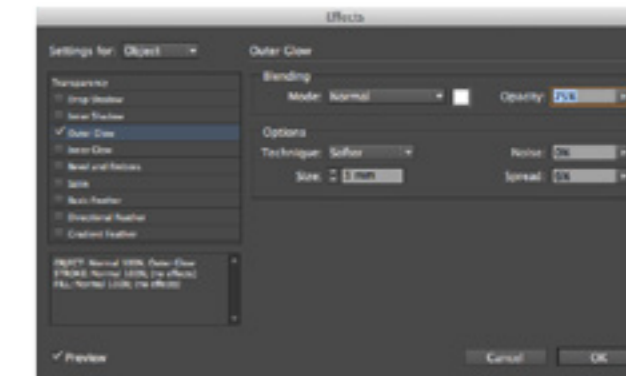
Image courtesy of Adobe® Indesign CC

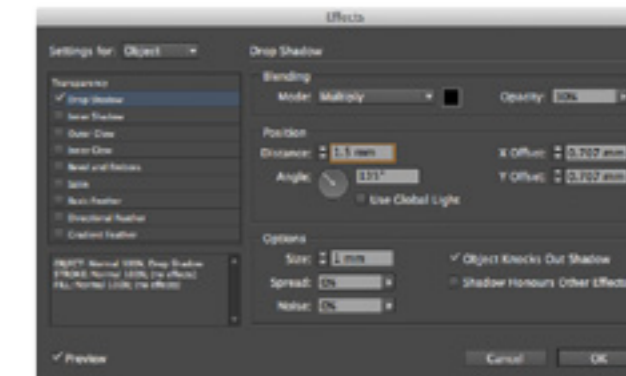Where the logo appears on a white background, a drop shadow should feature to the following specifications:

Image courtesy of Adobe® Indesign CC

4.0 Pip Ahoy! logos (continued)

4.2 Optional logos (continued)

The optional logo is hand drawn and therefore should not be redrawn or added to in any way. Allow a good space as shown around the logo where possible (unless on an approved background).
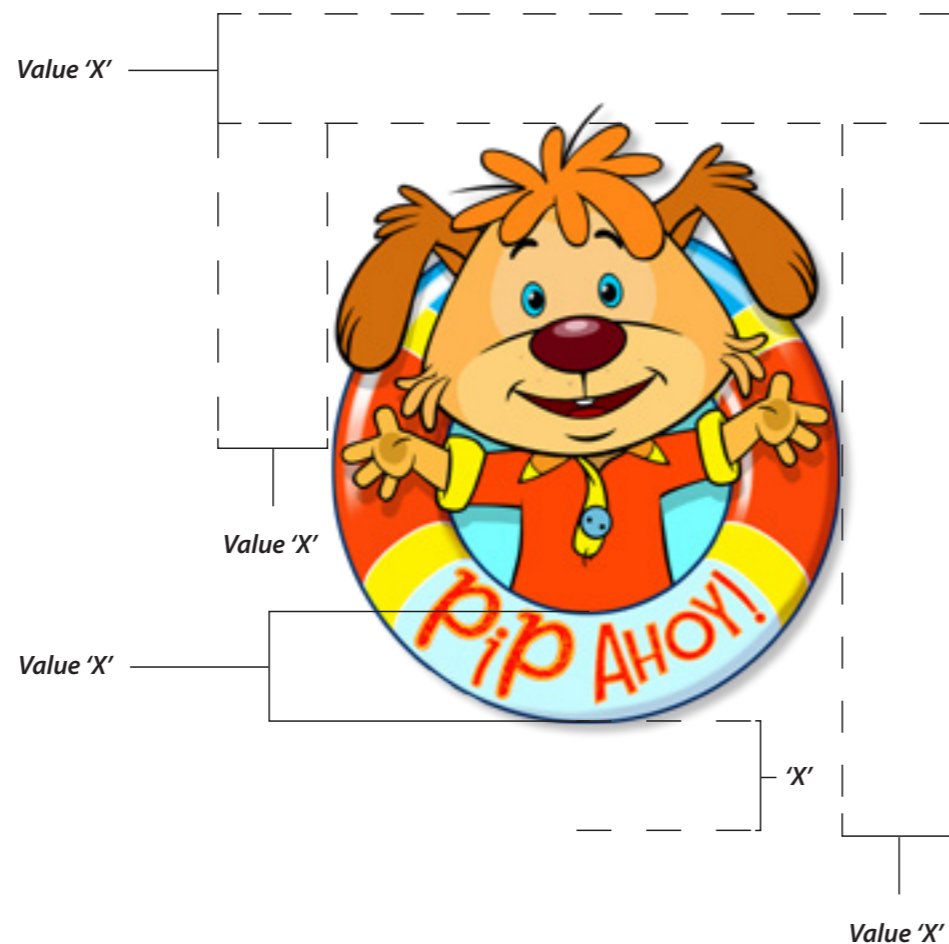
There is also a black and white version for use on mono documents (see below).

The logo will be available in JPG, PNG or vector based EPS formats. The EPS will be a spot colour version for simpler printing tasks.

✅Wow!

Allow the logo space to breathe

Value 'X'

Value 'X'

Value 'X'

'X'

Value 'X'

✅Wow!

4.0 Pip Ahoy! logos (continued)

4.2 Optional logos (continued)

There are instances where the optional logo can interact with the characters a little more closely, as shown in these examples. Again, these interactions have to be chosen carefully and the balance considered.

Similarly, there may be occasions when you may wish to feature the five main characters but be limited for space. Only when this occurs, may you use the five characters in the lifebelt as below. Please note that the same instructions with regard to background and positioning, as outlined before, also apply to this logo. You can always talk to our Approvals Team if in any doubt.

Logo and character interactions

✅Wow!

IMAGE CODE: PipAhoy!-Group Lifebelt Logo-Medium

✅Wow!

4.0 Pip Ahoy! logos (continued)

4.2 Optional logos (continued)

The following shows what you CANNOT do with the optional logos.

Compressing…

❌ Whoops!

Condensing…

❌ Whoops!

Replacing or inverting the colours…

❌ Whoops!

Fading or rotating the logo…

❌ Whoops!

Reversing the logo out of a background…

❌ Whoops!

Converting to black and white (please use the black and white version)…

❌ Whoops!

4.0 Pip Ahoy! logos (continued)

4.3 CHF relationship

Each of the Pip Ahoy! logos has a specific relationship with the parent brand, CHF Entertainment. This relationship can be referred to visually, although it isn't a necessary requirement. Please ensure there is a clear background for it to work within. Please refer to section 12.2 for trademarks.

The example on the right shows how the relationship can work.

IMAGE CODE: CHFentert_Logo_CMYK-StyleGuide

presents the

Official Style Guide

Main characters

Apart from me, there are four other fun characters that I see every day: Alba, Skipper, Hopper and Pasty.

I like to think I'm the bravest, positivist and most curious one! Alba is my best friend; she's always up for an adventure and gives me lots of advice and help. Uncle Skipper is there to look after us and keep us safe. While Hopper and Pasty need us to look after them – they're a little crazy in different ways, a sort of comedy double act!
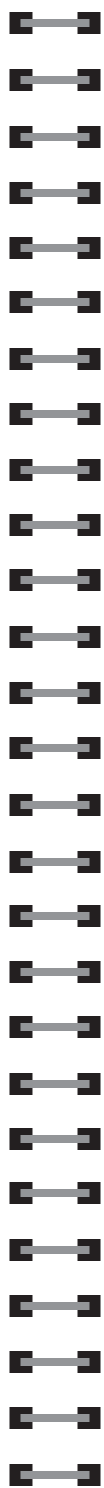
5.1 Pip

Pip, our hero, is a young puppy. Adventurous, happy-go-lucky and ever-eager to help out where help is needed, he's the hub around which the stories revolve. Though he doesn't live in the lighthouse with his Uncle, Captain Skipper, he is usually found there, for Skipper is his role model.

He'd like one day to be the knowledgeable sea-farer his uncle has always been and he's keen to learn the ropes. He already knows quite a bit about boats, knot tying, sailing and seafaring, but realises he still has a way to go. He is never without his 'Scopey-Eye', a small telescope through which he can spot adventure a mile off.

And adventure is what Pip likes best – apart, that is, from helping Skipper out in the boat-yard.

IMAGE CODE: PIP poses presentation_03_Original_32463(RKcrop)

5.1 Pip (continued)

> Don't forget to look at all Pip's cool props on pages 118-122

IMAGE CODE: PIP_POSES_1_Original_29352(RKCrop)

IMAGE CODE: PIP_EP04_SH025_CORRECTED_NECK_COLOUR_Original_32069

5.2 Alba

Alba is a kitten of about the same age as Pip. And, being of the female persuasion, is perhaps a little more thoughtful than he. Where he rushes at things like a bull at the gate, Alba takes a slightly more cautious approach. She'll be there to point out the pitfalls in a plan that Pip might hatch – if there are pitfalls to be seen in it. This is not to say that she is any way a wet blanket; she's as keen as Pip to have fun; she shares his sense of humour, his eagerness and his inquisitiveness and is as willing as he to throw herself whole-heartedly into any adventure or escapade that presents itself.

Alba is also pretty creative. She's good at making things and is an excellent drafts-kitten; she's a dab paw with pencil and paper. These – and a host of other useful things - she keeps in her back-pack.

> ! Don't forget to look at all Alba's cool props on pages 119-122

IMAGE CODE: ALBA POSES 1 ALTERNATIVE_Original_29368(RKCrop)

IMAGE CODE: ALBA_TURNAROUND_Original_29373(RKedit)

5.3 Hopper

Hopper, the one-legged seagull, is brave, heroic, courageous, handsome, and a Wildean wit. Well, that's his opinion, anyway. It is an opinion not shared by many. Brave? Er… no. He's afraid of heights. Handsome? Perhaps not. As to his wit, his jokes usually fall as flat as the webs on his one foot. But his enthusiasm, eagerness to please and comedy value endear him to most people. He's full of energy and always eager to join in with any adventure Pip and

Alba may have embarked upon. And, once his acrophobia has been overcome, the fact that he can fly does sometimes help out in certain situations.
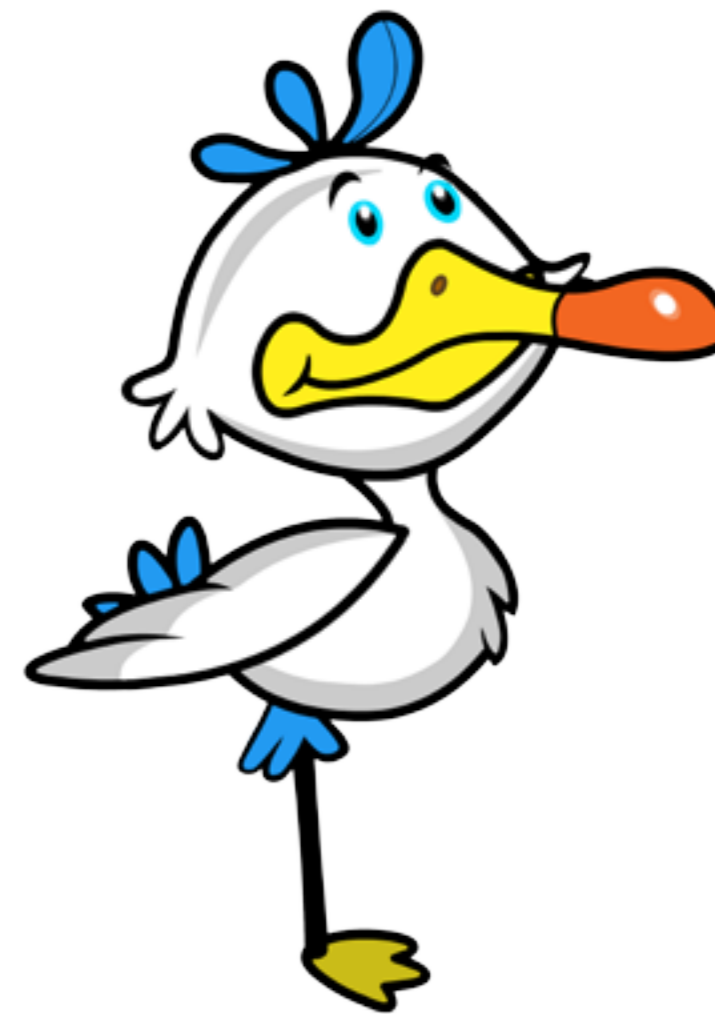

> ! Don't forget to look at all Hopper's cool props on pages 120-122

IMAGE CODE: HOPPER_POSES_1_Original_30762(RKcrop)

IMAGE CODE: HOPPER_TURNAROUND_1_Original_30763(RKcrop)

5.4 Skipper

Uncle Skipper is the lighthouse keeper – an old salty sea dog full of useful and useless information about life by the sea.

He is a pillar of the Salty Cove community – kind, gentle and wise but he's never lost touch with his inner child and frequently reveals an appetite for fun and mischief. Pip and Alba treasure the time they get to spend with him, they like the fun of helping out with lighthouse duties but most of all they love to hear his wild and wonderful stories about his own encounters in the Cove, especially when he exclaims "salty shellfish!" producing fits of giggles!

Skipper is a great storyteller for our audience too. He sees everything from his lighthouse, so he's the perfect narrator to share their encounters with our audience.

Don't forget to look at all Skipper's cool props on pages 120-123

IMAGE CODE: SKIPPER_POSES_2_Original_29905(RKCrop)

IMAGE CODE: SKIPPER_TURNAROUND_Original_29906(RKCrop)

5.5 Pasty

Pasty the crab is the quietest of Pip's friends but he loves to be part of the action. He doesn't say much, but when he does, it's a practical nugget of wisdom to be cherished. He is the strong silent action hero in any situation and often surprises their little gang with a hidden talent they'd never suspected.

Pasty lives in an old upturned boat, a little house of his own making, beneath which he collects all kinds of odds and ends that he finds on the beach. Something always comes in handy on an adventure and his claws are his very own personal toolkit!

Being a sideways walker can have funny consequences – he often bumps into people or things and whether it be animal or object, he's always ready with an *"oops sorry"*!

Don't forget to look at all Pasty's cool props on pages 120-122
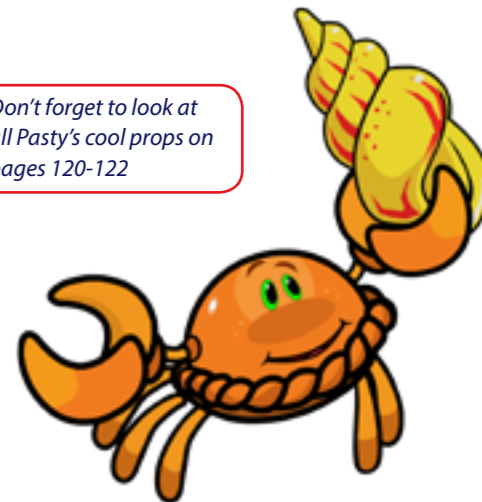
IMAGE CODE: PASTY_SHELL_Original_30760(Small)

IMAGE CODE: PASTY_TURNAROUND_1_Original_30761(RKCrop)

5.6 Proportions of main characters

The sizes of the main heroes in Pip Ahoy! are defined in proportion to each other. The basic unit on which the proportions are based is the body length. Pip's character is assigned the size 100%. The sizes of all the other characters can be derived from this quite simply.

It is mandatory to respect the proportions between the characters. Exceptions are only permitted after consultation and written confirmation received.

200%

100%

5.6 Proportions of main characters (continued)

200%

100%

50%

25%
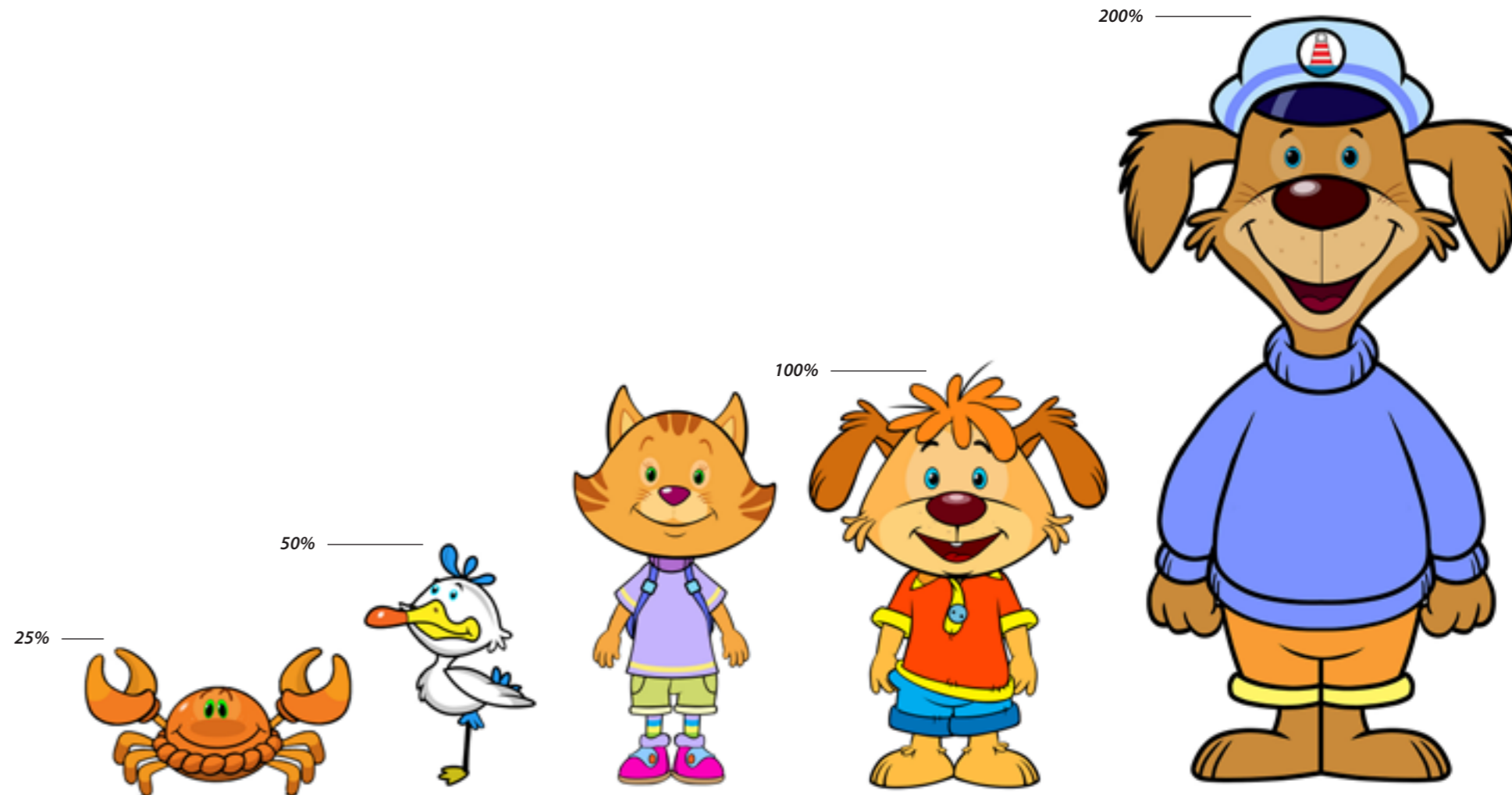
5.7 Turnarounds of main characters

Pip
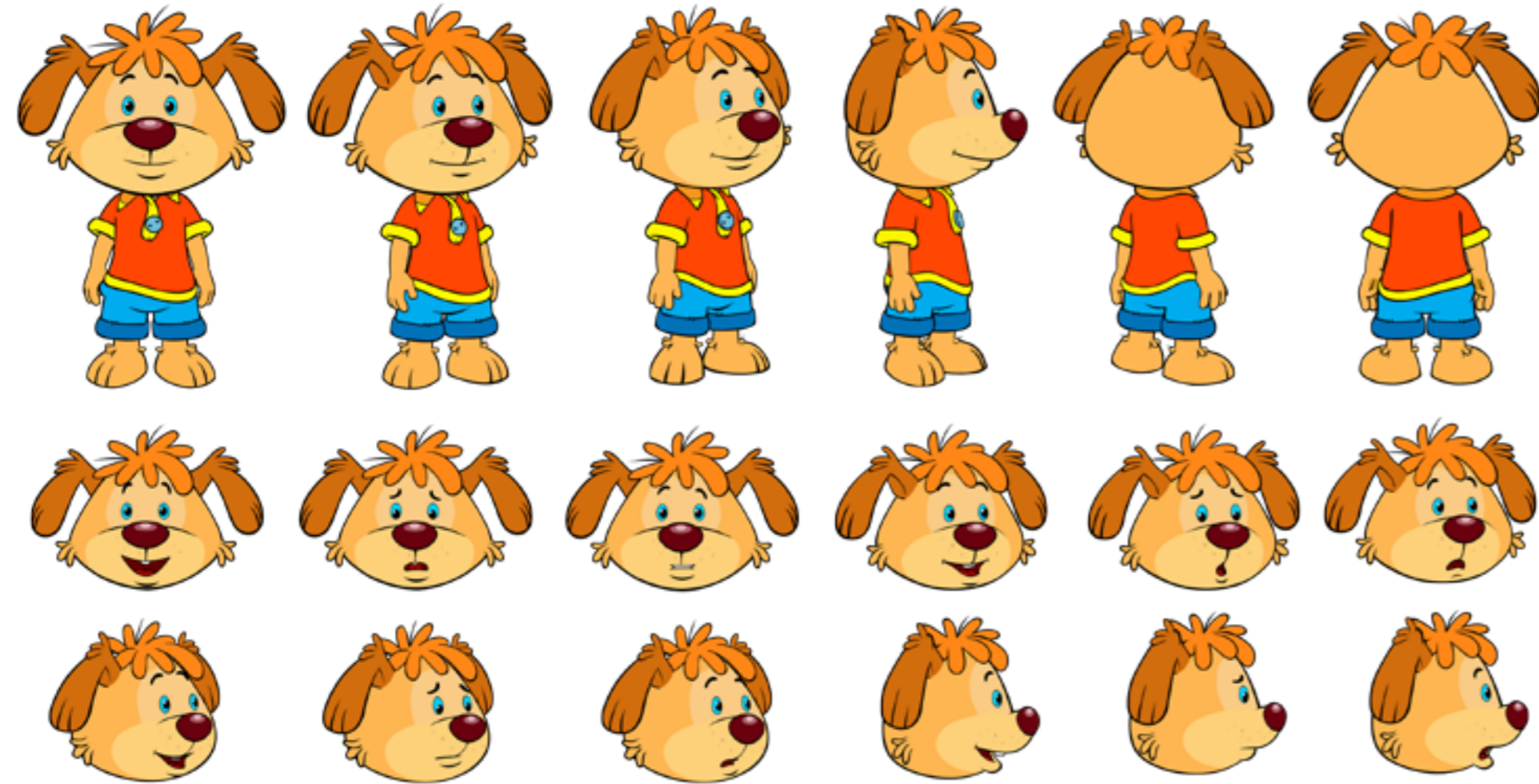
IMAGE CODE: PipTA_may2014_Original_31915

Alba

IMAGE CODE: AlbaTA_may2014_Original_31912
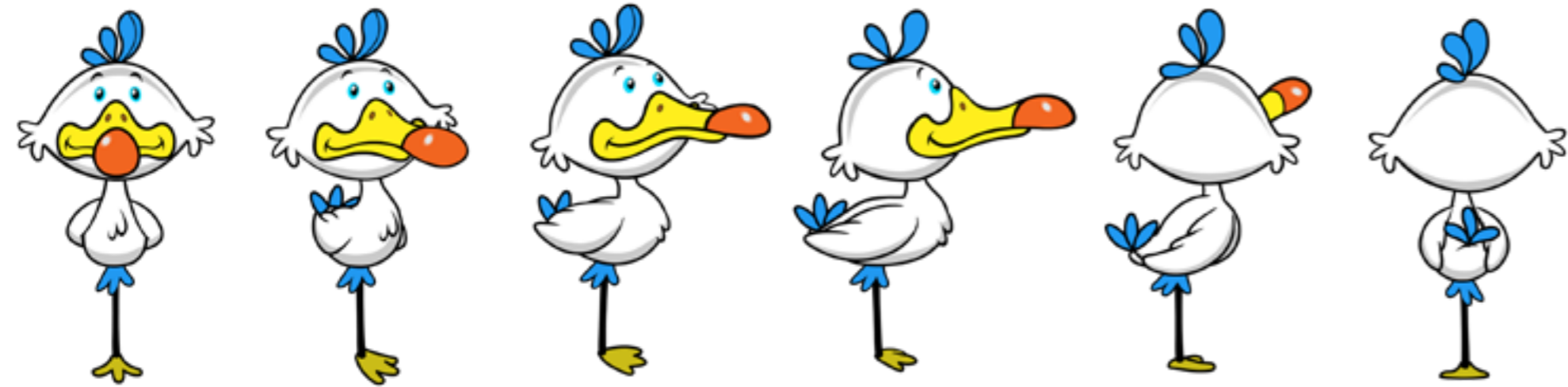
5.7 Turnarounds of main characters

Hopper

IMAGE CODE: Hopper_CORRECTED_210514_Original_32066

5.7 Turnarounds of main characters

Skipper

IMAGE CODE: SkipperTA_may2014_Original_31917

5.7 Turnarounds of main characters

Pasty

IMAGE CODE: Pasty_may2014_Original_31914

5.8 Lifejackets!

When certain characters are involved in activities near or on the water, they will wear lifejackets. Only the characters based on creatures whose natural habitat is water will not be seen wearing one.

IMAGE CODE: ALBA_LIFEVEST_Original_29372

IMAGE CODE: PIP_LIFEVEST_Original_29351

IMAGE CODE: SKIPPER_LIFEVEST_Original_29903

5.9 Alternative and group poses of main characters

Pip

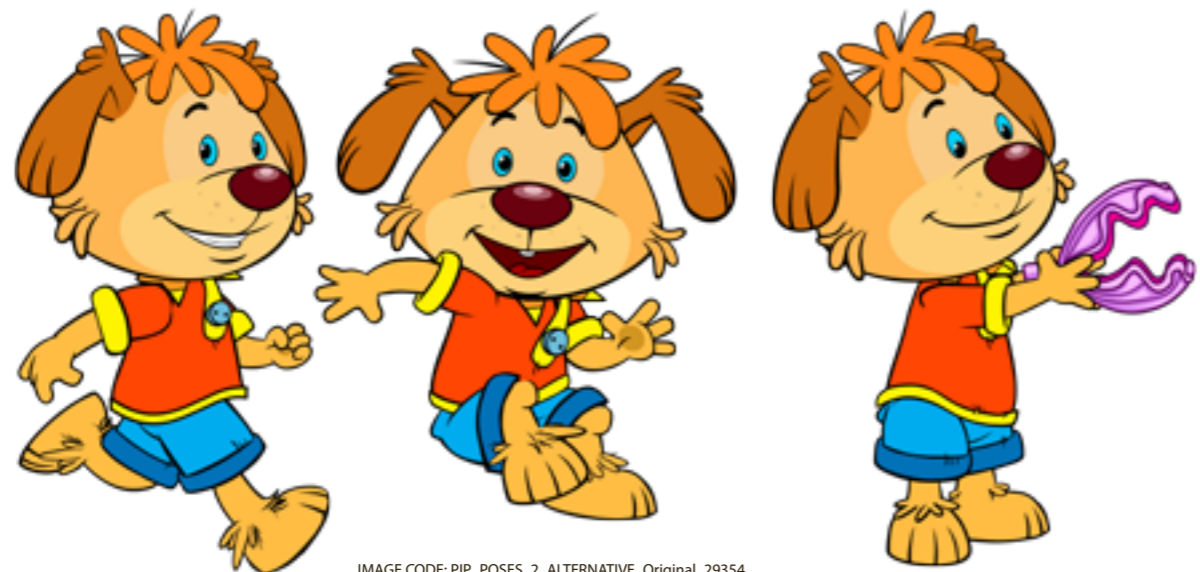IMAGE CODE: PIP_POSES_1_Original_29352

IMAGE CODE: PIP_POSES_2_ALTERNATIVE_Original_29354

5.9 Alternative and group poses of main characters (continued)

Pip (continued)

IMAGE CODE: PIP_POSES_3_Original_29355   IMAGE CODE: EP001_SH033_Original_30733

IMAGE CODE: PIP_RUNNING_WALKING_Original_29356

5.9 Alternative and group poses of main characters (continued)

Alba

IMAGE CODE: ALBA POSES 1_Original_29369(RKAdjusted)

5.9 Alternative and group poses of main characters (continued)

Hopper
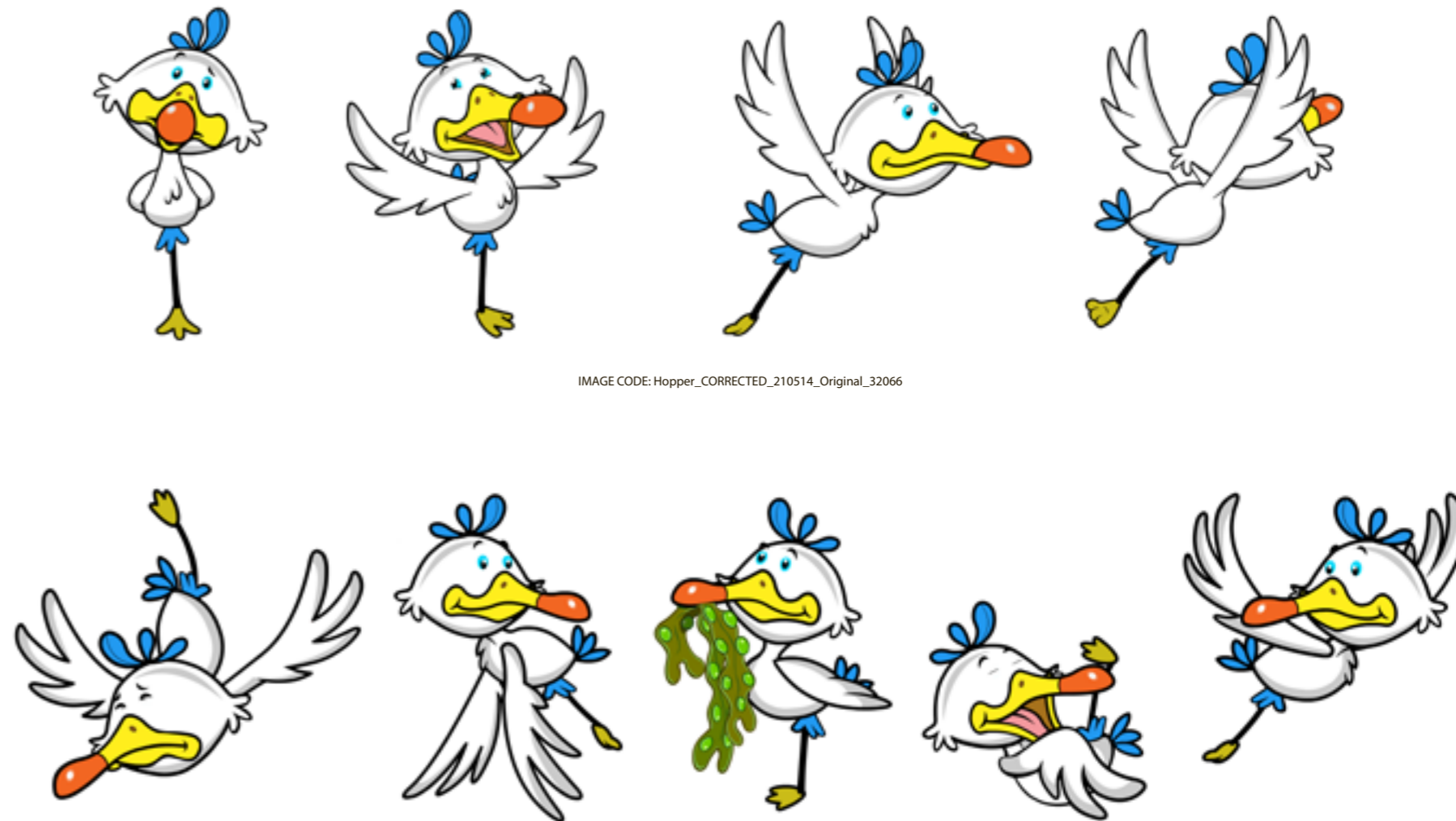
IMAGE CODE: Hopper_CORRECTED_210514_Original_32066

IMAGE CODE: HOPPER_POSES_1_Original_30762(RK-Crop)

5.9 Alternative and group poses of main characters (continued)

Skipper

IMAGE CODE: Skipper poses 1_Original_31916 AND Skipper_poses2_Original_32067

5.9 Alternative and group poses of main characters (continued)
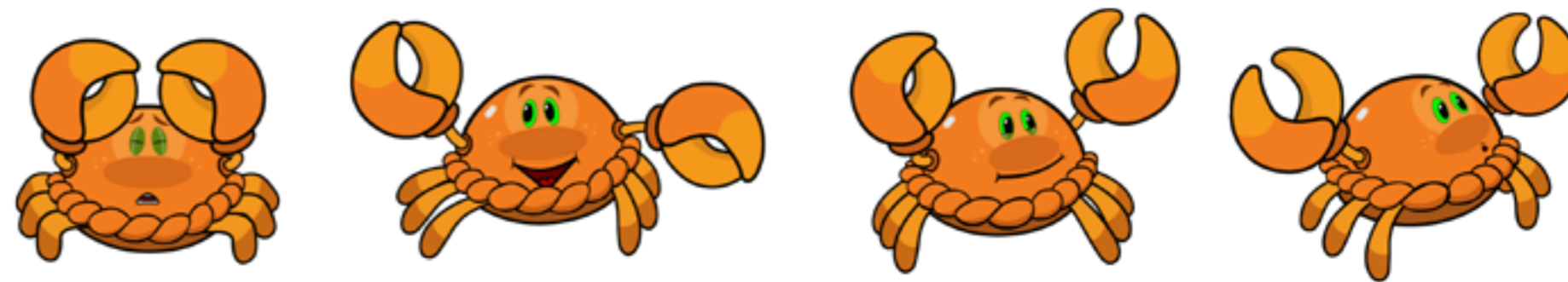
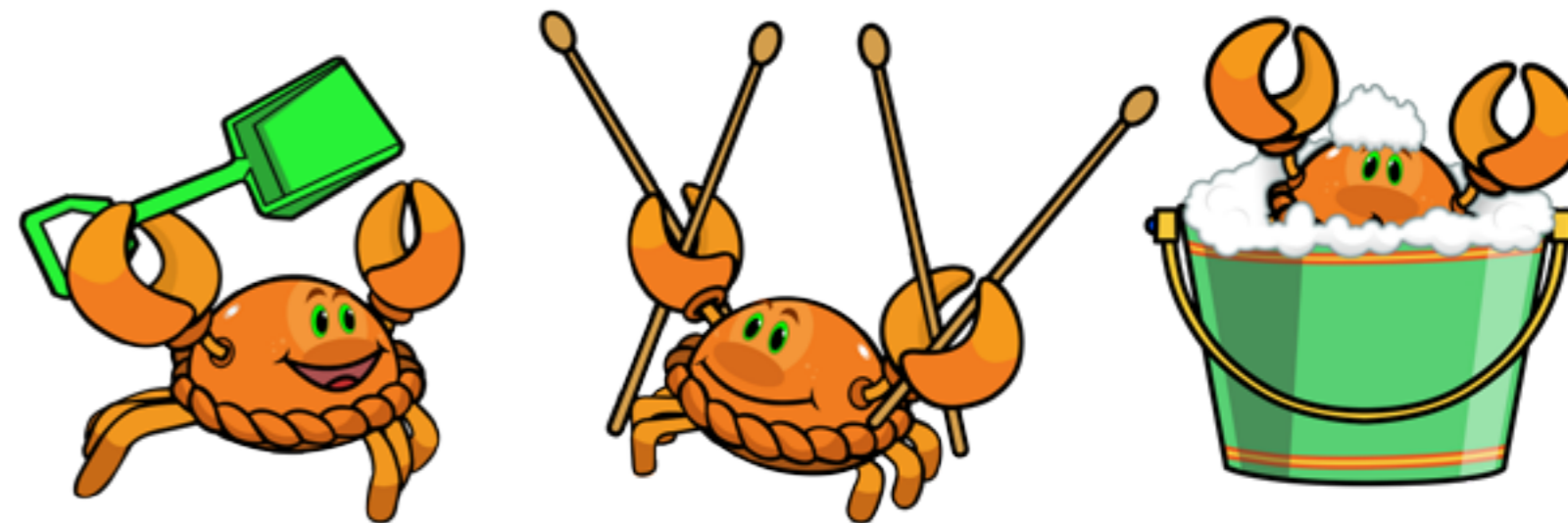### Pasty

IMAGE CODE: Pasty_may2014_Original_31914

IMAGE CODE: PASTY_POSES_1_UPDATED_220514_Original_32466

5.9 Alternative and group poses of main characters (continued)

IMAGE CODE: BISCUITS GROUP 040714_Original_33859

IMAGE CODE: EP02_SH045_140714_Original_34084

Other characters

In Salty Cove, there's lots of characters that we see when we're out and about on our adventures.

6.1 The Squiblets

The Squiblets are a sextet of singing limpets who pop up from time to time to warble a brief barber's shop type harmony. Although they have their own language, they love to sing little songs about the day's events. Like little court jesters, they are all knowing and fond of riddles. If only everone had squiblets in their lives to share a sing-along!

IMAGE CODE: 6_Original_29892

IMAGE CODE: SQUIBLETS_FRONT_Original_29895

6.2 Aunty Twitcher

Auntie Twitcher is a cat who runs the Salty Cove taxi service. She's one of Skipper's closest friends and also Alba's Auntie. She's an avid bird watcher and with her binoculars likes to spot the birds that inhabit the shores of Salty Cove, Puffins, Guillemots and even pink Flamingos!

IMAGE CODE: TWITCHER_CAB_pose_Original_29897

IMAGE CODE: TWITCHER_COLOURS_CORRECTED_Original_32065(RK-single)

6.3 Professor Evie

Professor Evie, a meerkat is Salty Cove's answer to Jacques Cousteau! She is fascinated by all things underwater, and idolised by Alba for being so clever. She's also the owner of a large deep sea sub, and spends her time logging details of unusual sea creatures.

6.4 Meryl the Mermaid

Meryl the Mermaid is half fish, half puppy and what you'd affectionately term a 'girl's girl'. She is a somewhat theatrical character. When she is happy, she is very, very happy but she is also quick to worry, prone to thinking she's in trouble and cries somewhat loudly and dramatically.

IMAGE CODE: PROF_EVIE_SUB_DISTANCE_b_Original_29874

IMAGE CODE: PROF_EVIE_TURNAROUND_Original_29873(RKCrop)

IMAGE CODE: 1a_Original_33811

6.5 Jonesy

Jonesy the seal lives out at sea. He's friendly and pragmatic, popping up from time to time to help Pip and his friends on their adventure.

IMAGE CODE: JONESEY_TURNAROUND_AMENDED_Original_30056(RKCrop)

6.6 Mr Morris

Mr Morris is a big green parrot. He drives the Bubble train along the promenade, taking the Salty Covers wherever they would like to go. He has a booming voice and can often be heard shouting, "ALL ABOOOOAAAARRRRRD!"

IMAGE CODE: BUBBLE TRAIN FOR PAGE 49_Original_34197

IMAGE CODE: PIP_CH_MORRIS_Original_29869

6.7 Alan

Alan is an inquisitive little penguin, he's easily excited and loves to bounce around Salty Cove. Pip and his friends are often amused by Alan's antics, although his enthusiasm can often get him into trouble. Whenever Alan is around there's sure to be fun and laughter!

IMAGE CODE: ALAN AND BOUNCY CASTLE_Original_33867

IMAGE CODE: ALAN_POSE_3_Original_29843

6.8 The Puffins

The Puffins live on Puffin Island, a large rock off the coast of Salty Cove. They're a chaotic and comical flock of birds who speak in the language of 'Puff' much to the amusement of our crew.

IMAGE CODE: PUFFIN ISLAND_Original_33869

IMAGE CODE: EP06_SH127_Original_29878

6.9 The Rocktopus

Everyone's favourite rock star – he's laid back, uber-loud and super cool. In his band, who just happen to play at the bottom of the sea, you'll see a guitar playing lobster, a large fish who's a dab hand with the double bass, two fish saxophonists and a sea turtle who runs about on a keyboard, as well as Rocktopus on his big drum set. The squiblets are also known to turn up as his backing singers.

IMAGE CODE: ROCKTOPUS for PAGES 52, 64 and 74_Original_34886

6.10 Mice Pirates

The three rascals of the show: Cap'n Bilge is number one, he's the bossy vocal captain of the ship; Trelawney is his easy to please deputy; and then there's Number Three, who rarely speaks but when he does has a VERY deep voice. Their ship is a large galleon, which operates by clockwork using a very large key. When not sailing or up to their tricks, you'll often spot them eating cheesecake and pizza.
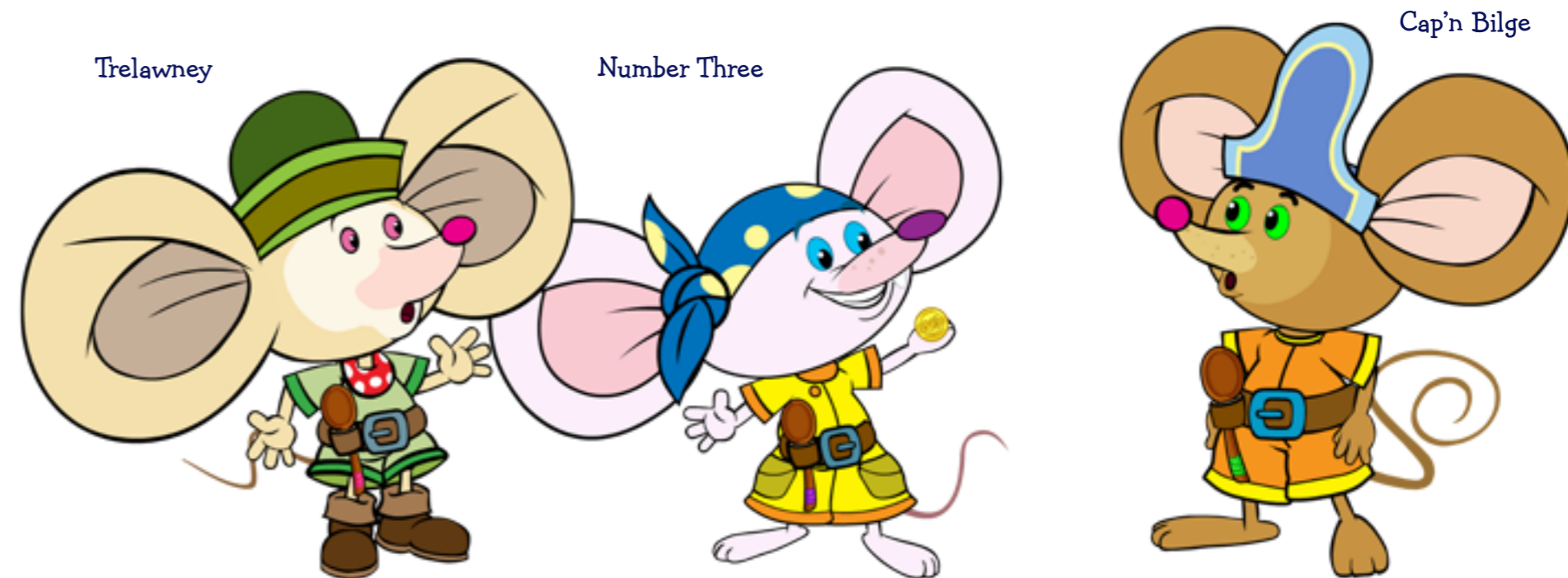
Trelawney

Number Three

Cap'n Bilge

IMAGE CODE: MICE_PIRATES_Original_29859

6.11 Alby Tross

Alby Tross, as his name suggests, is a sun-loving albatross. Not keen on flying, he spends his time incognito but you might just catch him on the beach or hopping into Twitcher's Taxi.
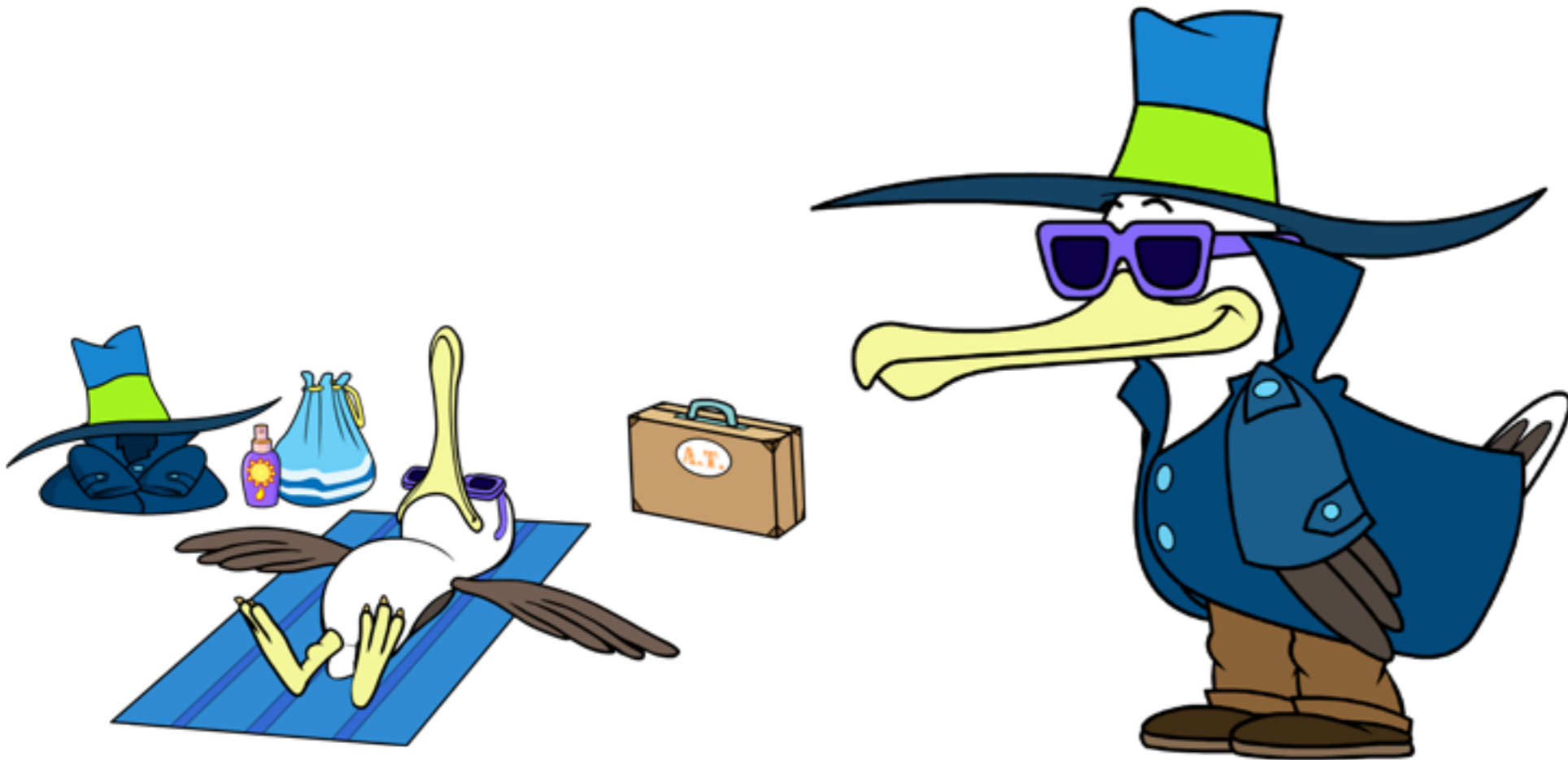
IMAGE CODE: EP03_SH031_ALBYTROSS_BEACH_GEAR_UPDATED_220514_Original_33809

IMAGE CODE: ALBY_TROSS_TURNAROUND_2_Original_31236(RKCrop)

6.12 Gulls

These are very much a group – a group of boys who will be boys, always out for a lark, quick on the wing when trouble is on the horizon. They are Hopper's nemesis, forever teasing him about his fear of heights and omission in the limb department.

Life for Kevin, Cyril and Percy is one long party – if there isn't a trick to be played they'll invent one, whether it's pinching Skipper's hat and turning it into a Frisby or helping themselves to Madame Éclair's cream cake! Kevin is the better bred of the three seagulls, Percy the genuine sea bird and Cyril a bit of an inland gull with just a touch of the Brummy about him.
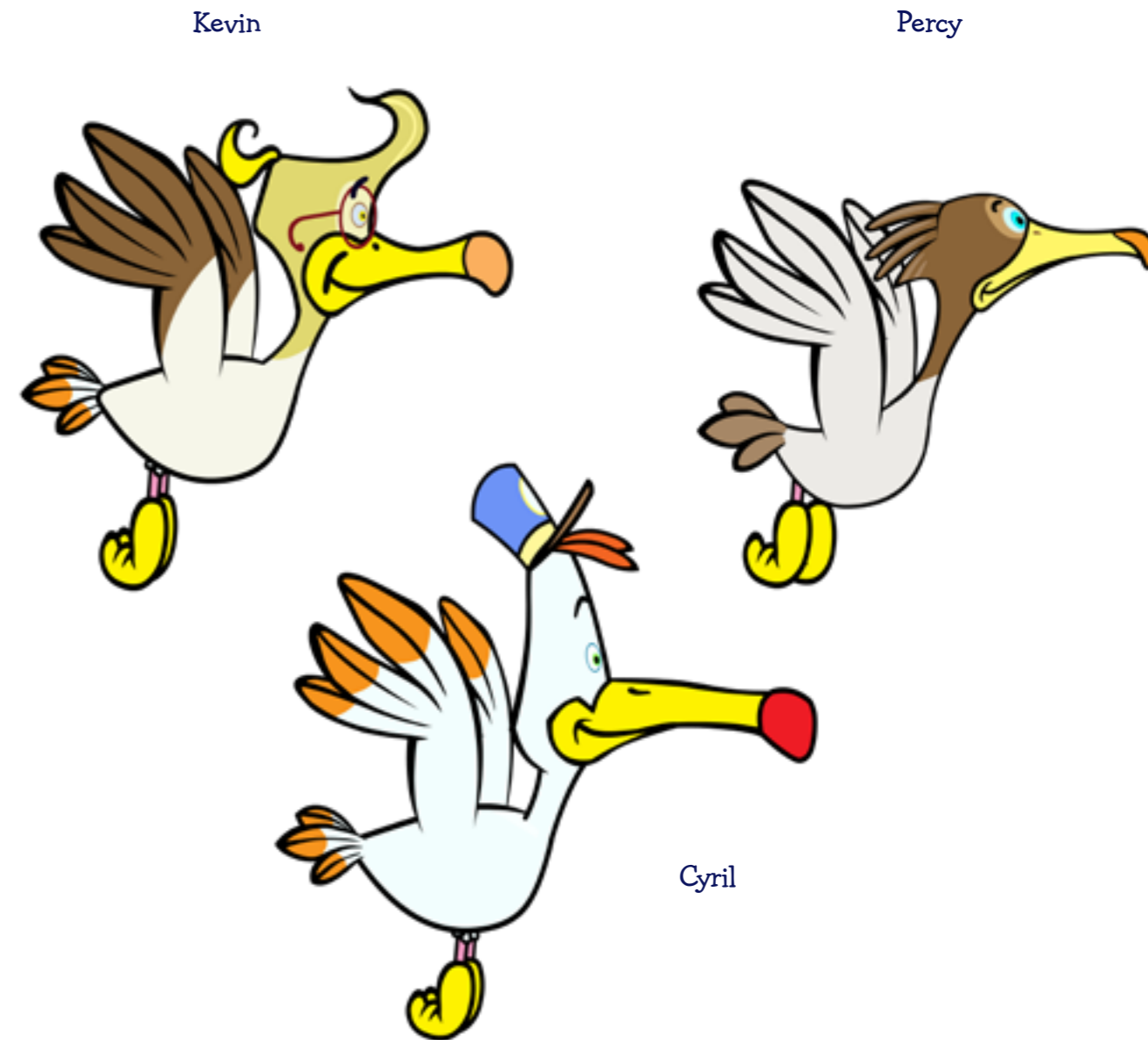
Kevin

Percy

Cyril

IMAGE CODE: GULLS_7_Original_29845

6.13 Madame Eclair

Madame Éclair runs the local cake shop or as she would call it 'ma petite patisserie'. She is a very French poodle, who can make the most wonderful cakes. She is generous, kind and full of joie de vivre, but she has a sharp side particularly where the Mice Pirates are concerned - their attempts to plunder her cake shop are always doomed to failure.

IMAGE CODE: MME_ECLAIRE_POSE_WITH_CAKE_Original_29865

6.14 Mrs Badger and Billy Badger

Mrs Badger and Billy Badger are on the periphery of Salty Cove life. She is a bit of a bossy mum, and Billy is a bit of a snivelly boy – when asked what runs in the family, the answer is Billy's nose!

IMAGE CODE: BILLY_BADGER_TURNAROUND_Original_30053(RKCrop)

IMAGE CODE: MRS_BADGER_TURNAROUND_Original_30054(RKCrop)

6.15 Mrs Finn

Mrs Finn runs the fruit stall. She's Irish
and has a touch of the Blarney about her.
But she does squeeze the best orange juice
in Salty Cove. She is bosom buddies with
Madame Éclair, and their businesses are
complimentary not competitive. She's down
to earth, helpful and warm.

IMAGE CODE: PIP_LOC_EXT_FRUIT_STALL_Original_30182

IMAGE CODE: PIP_CH_MRS_FINN_TURNAROUND_Original_29871

6.16 Shelvis

Shelvis is the most sociable Hermit Crab
you are ever likely to meet. He's bustling,
busy and ambitious, and always on the
look out for a better shell. Quite often
embarrassing himself when caught between
shells – which in a hermit crab's world is a
state of undress. He is well spoken, slightly
forgetful and honourable to an S! He's
also brave and has an unlikely spirit
of adventure.

IMAGE CODE: PIP_CH_MRS_FINN_TURNAROUND_Original_29871

6.17 Fuchsia the Flamingo

Fuschia is a Pop star, one of a very rare trio of Essex flamingos! She's definitely in the pink, loud, gregarious, but not the brightest bird in the world – not quite bird brained but close.

She sings brilliantly, but suffers from nerves and prefers to perform with her fellow flaming pinks Coral and Rose. She has a special friendship with Hopper, who has fallen for her in the way only a one legged seagull can – flat on his beak! Fuschia has no sense of direction, and mostly turns up in Salty Cove by accident.

IMAGE CODE: Print_Original_34307

6.18 Snail Family

Norman is northern, bluff, a man's man of a snail with a stylish slither few can hope to emulate. He tries to run his family on good Snail principles, but his spirited wife and somewhat individual son have a habit of thwarting his ambitions whilst inspiring pride at the same time.

Doreen is as northern as her husband but as soft as he tries to be hard! Mothers little Aubrey and sticks up for him when his ambitions don't match Norman's hopes! We get the feeling that in the Snail household, it might just be Doreen who wears the shell!

Aubrey is the only son of the snail family and a tad eccentric to boot. He's the Billy Elliot of the snail world – he'd rather shimmy than slither, and sing more than snail around a soccer pitch. He is a mixture of deep disappointment and tearful pride for father Norman.

Norman

Doreen

Aubrey

IMAGE CODE: PIP_CH_NORMAN_SNAIL_Original_29885

IMAGE CODE: PIP_CH_DOREEN_SNAIL_Original_29884

IMAGE CODE: PIP_CH_AUBREY_SNAIL_Original_29883

IMAGE CODE: Print_Original_33858

6.19 Proportions of other characters

The sizes of the side characters in Salty Cove are also defined in proportion to each other. The basic unit on which the proportions are based is the body length. Pip's character is assigne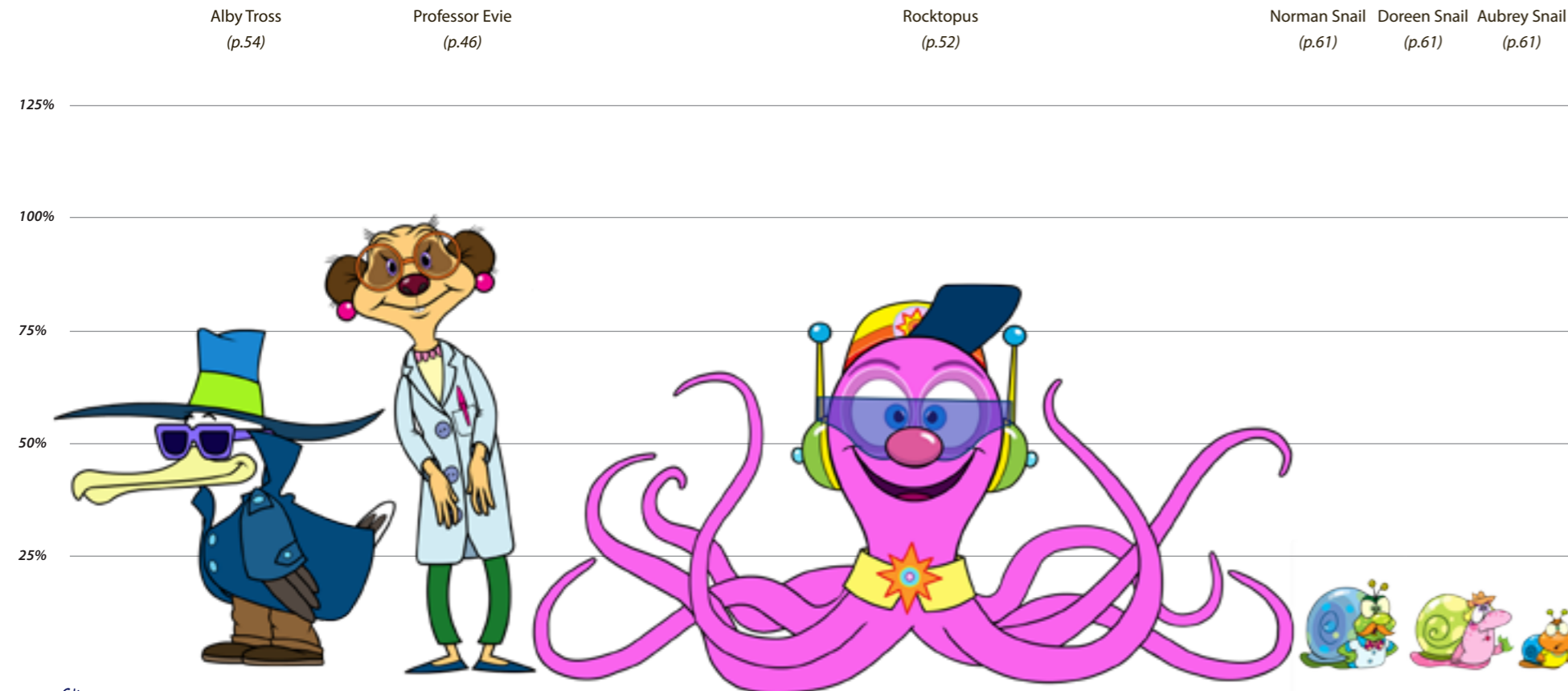d the size 100%. The sizes of all the other characters can be derived from this quite simply. It is mandatory to respect the proportions between the characters. Exceptions are only permitted after consultation and written confirmation received.
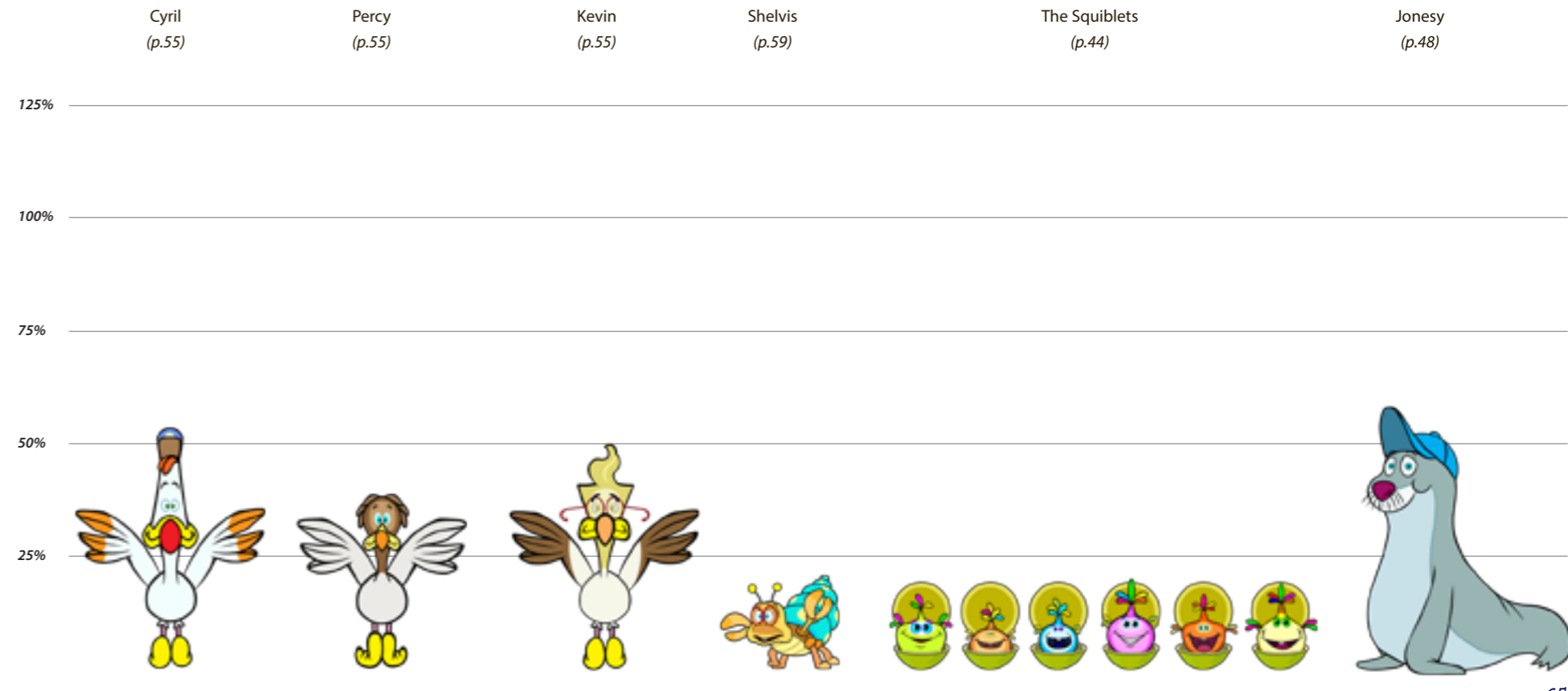
6.19 Proportions of other characters (continued)

Alba
(p.24)

Pip
(p.23)

Skipper
(p.26)

Auntie Twitcher
(p.45)

Mrs Finn
(p.58)

Mr Morris
(p.49)

Madame Eclaire
(p.56)

Fuchsia the Flamingo
(p.60)

Puffin
(p.51)

Trelawney
(p.53)

Capn Bilge
(p.53)

No. 3
(p.53)

Alan
(p.50)

Mrs Badger
(p.57)

Billy Badger
(p.257)

Meryl the Mermaid
(p.47)

6.19 Proportions of other characters (continued)

Alby Tross
(p.54)

Professor Evie
(p.46)

Rocktopus
(p.52)

Norman Snail
(p.61)

Doreen Snail
(p.61)

Aubrey Snail
(p.61)

125%

100%

75%

50%

25%

6.19 Proportions of other characters (continued)

Cyril
(p.55)

Percy
(p.55)

Kevin
(p.55)

Shelvis
(p.59)

The Squiblets
(p.44)

Jonesy
(p.48)

125%

100%

75%

50%

25%

6.20 Turnarounds of other characters
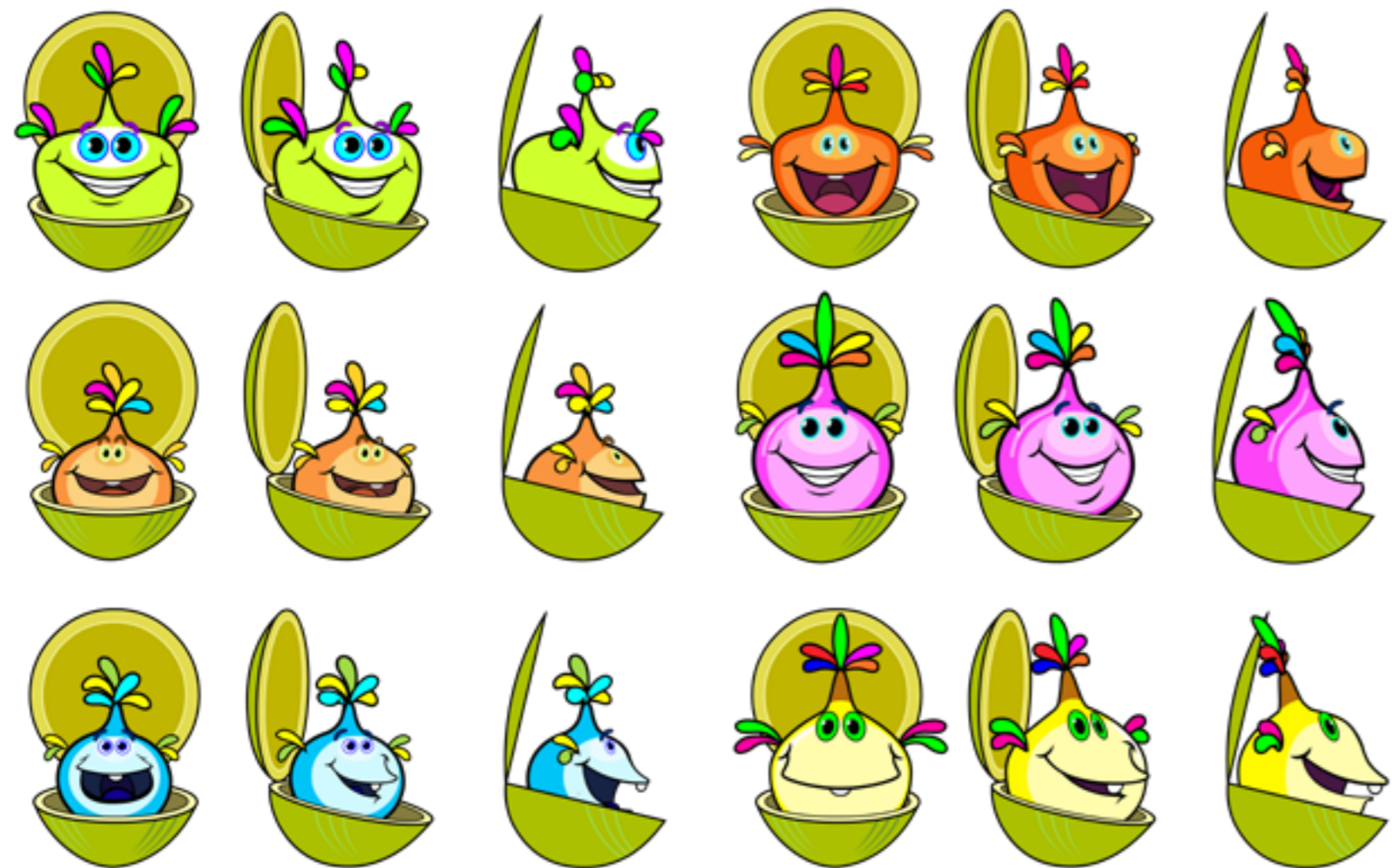
The Squiblets

IMAGE CODE: SQUIBLETS_TURNAROUNDS_Original_29886

6.20 Turnarounds of other characters (continued)

Aunty Twitcher

IMAGE CODE: TwitcherTA_may2014_Original_31919

IMAGE CODE: TWITCHER_COLOURS_CORRECTED_Original_32065

6.20 Turnarounds of other characters (continued)
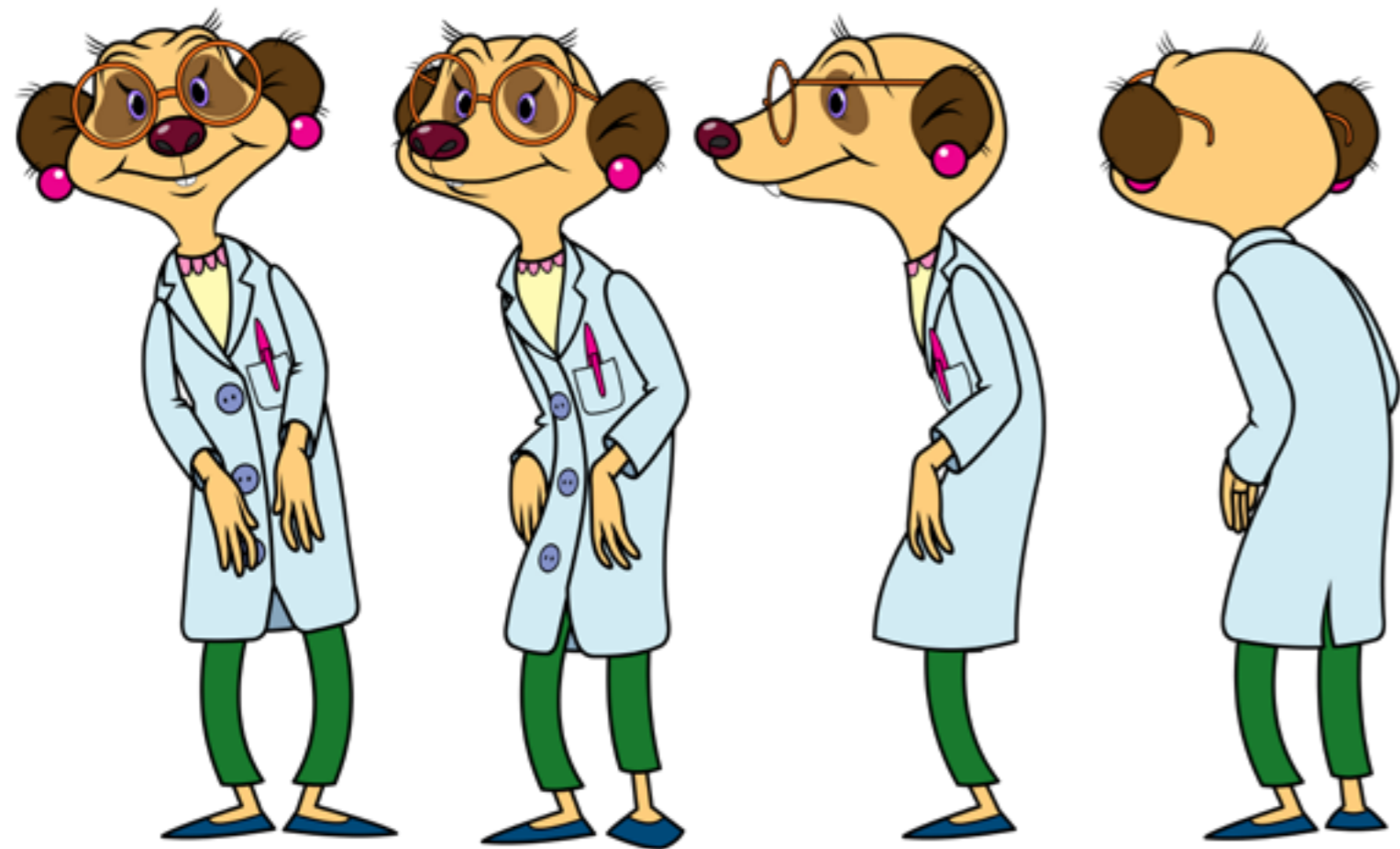
Professor Evie

IMAGE CODE: PROF_EVIE_TURNAROUND_Original_29873

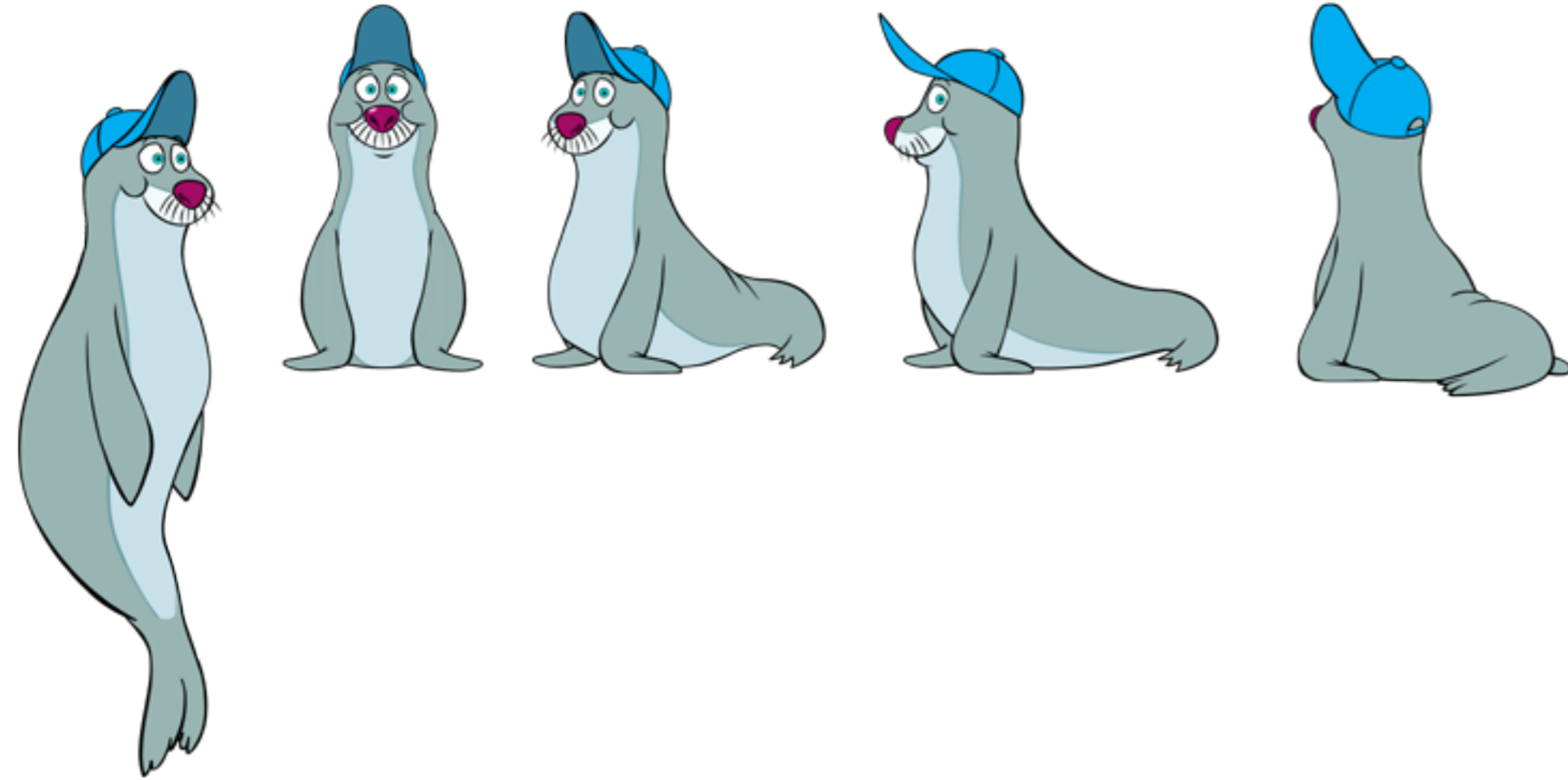## 6.20 Turnarounds of other characters (continued)

Meryl the Mermaid

IMAGE CODE: MERYL_TURNAROUND_Original_29915

6.20 Turnarounds of other characters (continued)
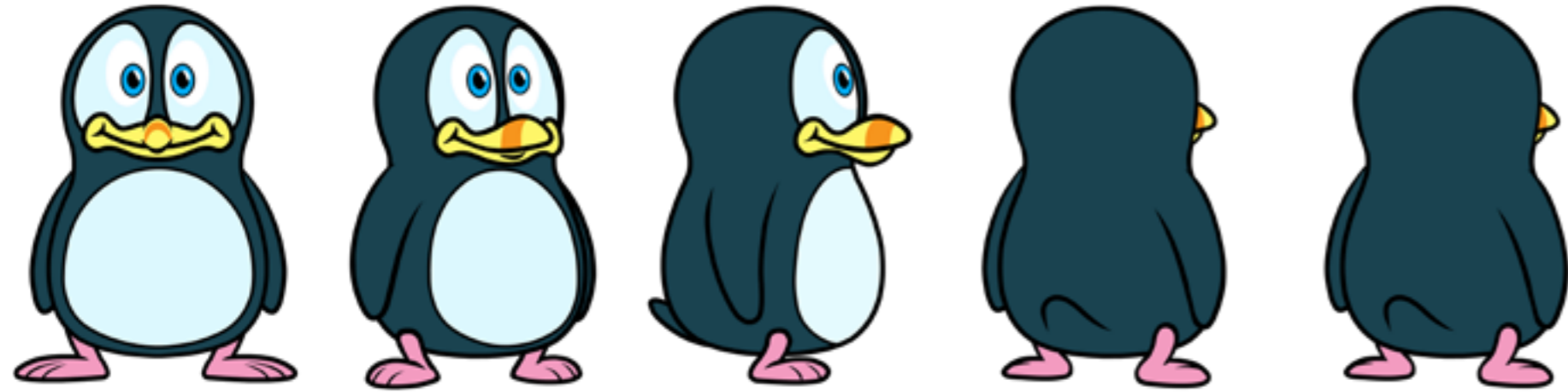
Jonesy

6.20 Turnarounds of other characters (continued)

Mr Morris

IMAGE CODE: JONESEY_TURNAROUND_AMENDED_Original_30056

IMAGE CODE: PIP_MR_MORRIS_TURNAROUND_Original_29870

6.20 Turnarounds of other characters (continued)

Alan

6.20 Turnarounds of other characters (continued)

Puffins

IMAGE CODE: ALAN_TURNAROUND_Original_29844

IMAGE CODE: PUFFINS_TURNAROUND_Original_29877

6.20 Turnarounds of other characters (continued)

Rocktopus
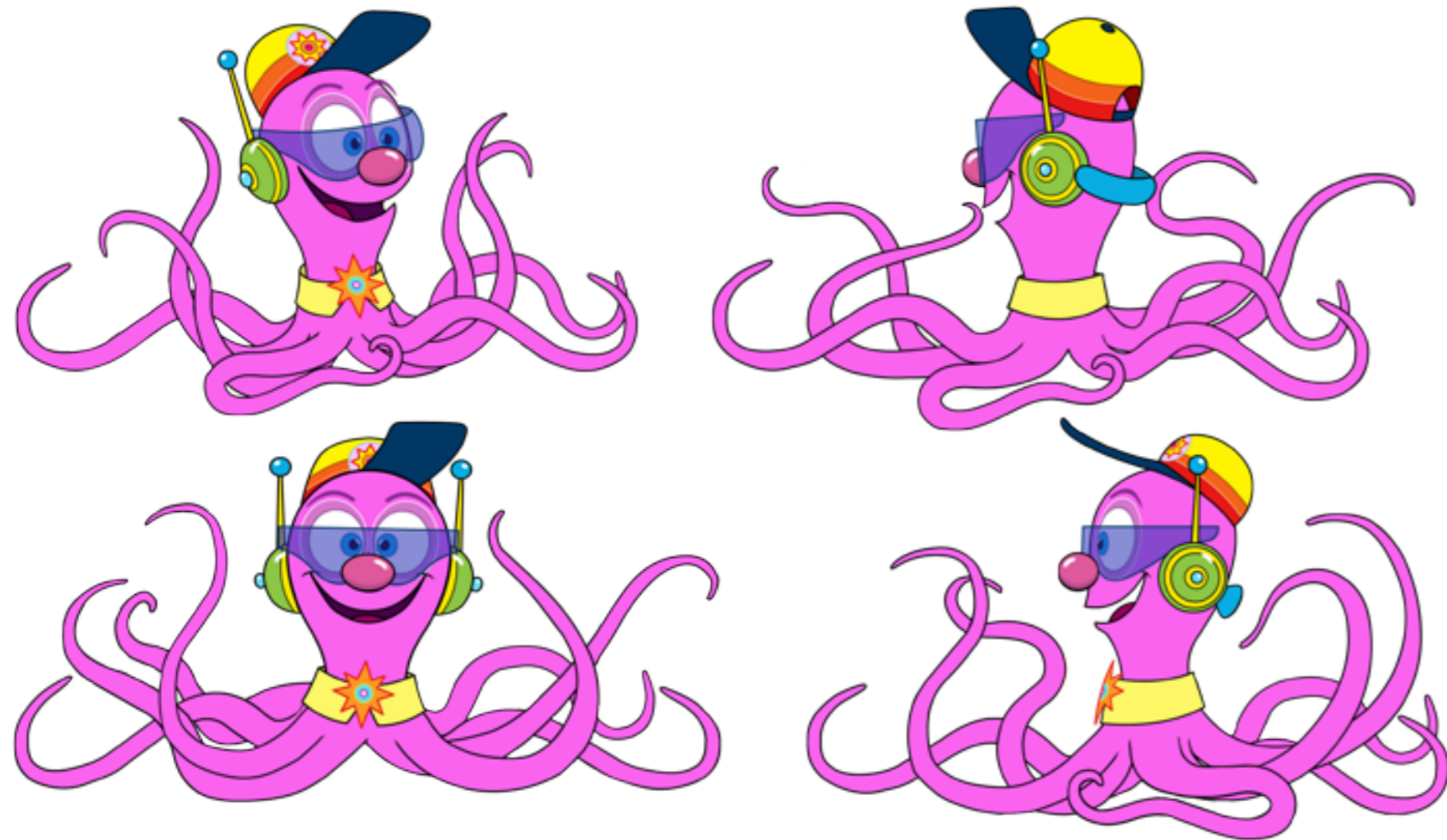
IMAGE CODE: ROCKTOPUS for PAGES 52, 64 and 74_Original_34886

Mice Pirates

Cap'n Bilge

IMAGE CODE: CAPN_BILGE_TURNAROUND_Original_29856

Trelawney

IMAGE CODE: TRELAWNEY_TURNAROUND_Original_29854

Number Three

IMAGE CODE: NUMBER3_TURNAROUND_Original_29862

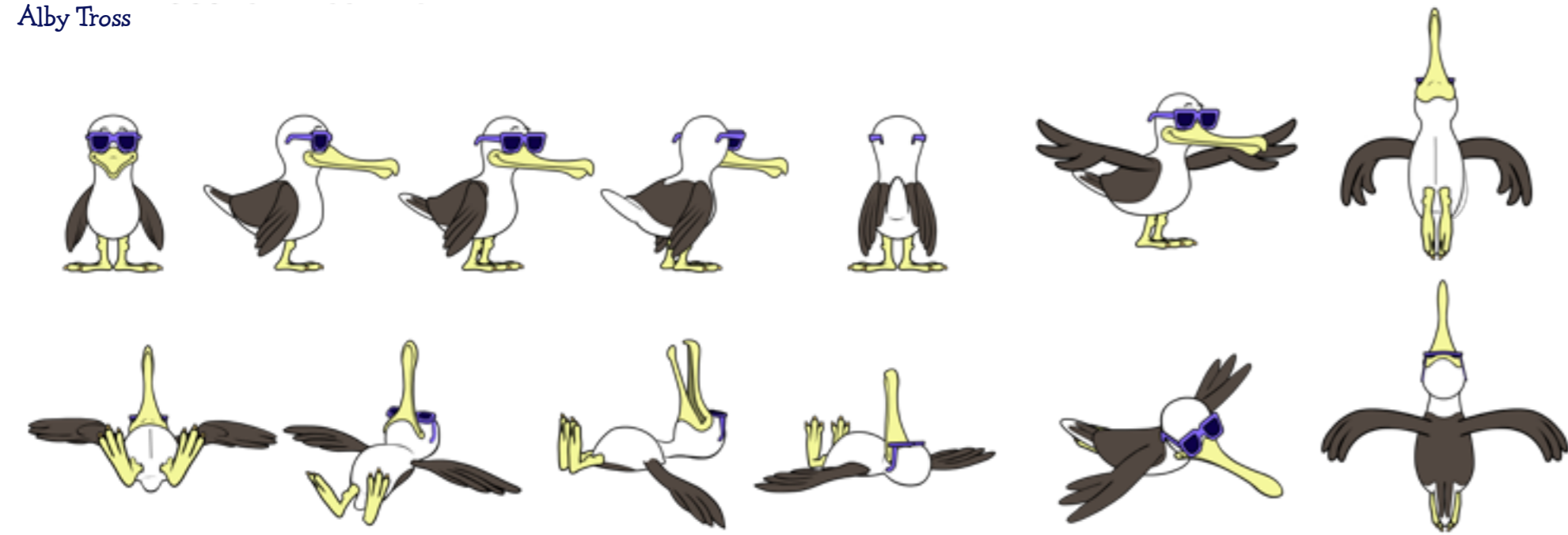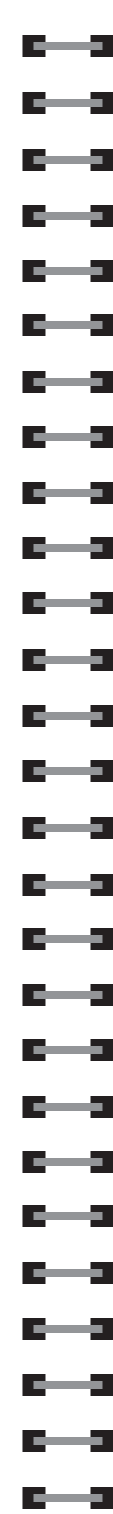## 6.20 Turnarounds of other characters (continued)

Alby Tross

IMAGE CODE: ALBY_TROSS_TURNAROUND_1_Original_31235

Alby Tross (Incognito)

IMAGE CODE: ALBY_TROSS_TURNAROUND_2_Original_31236

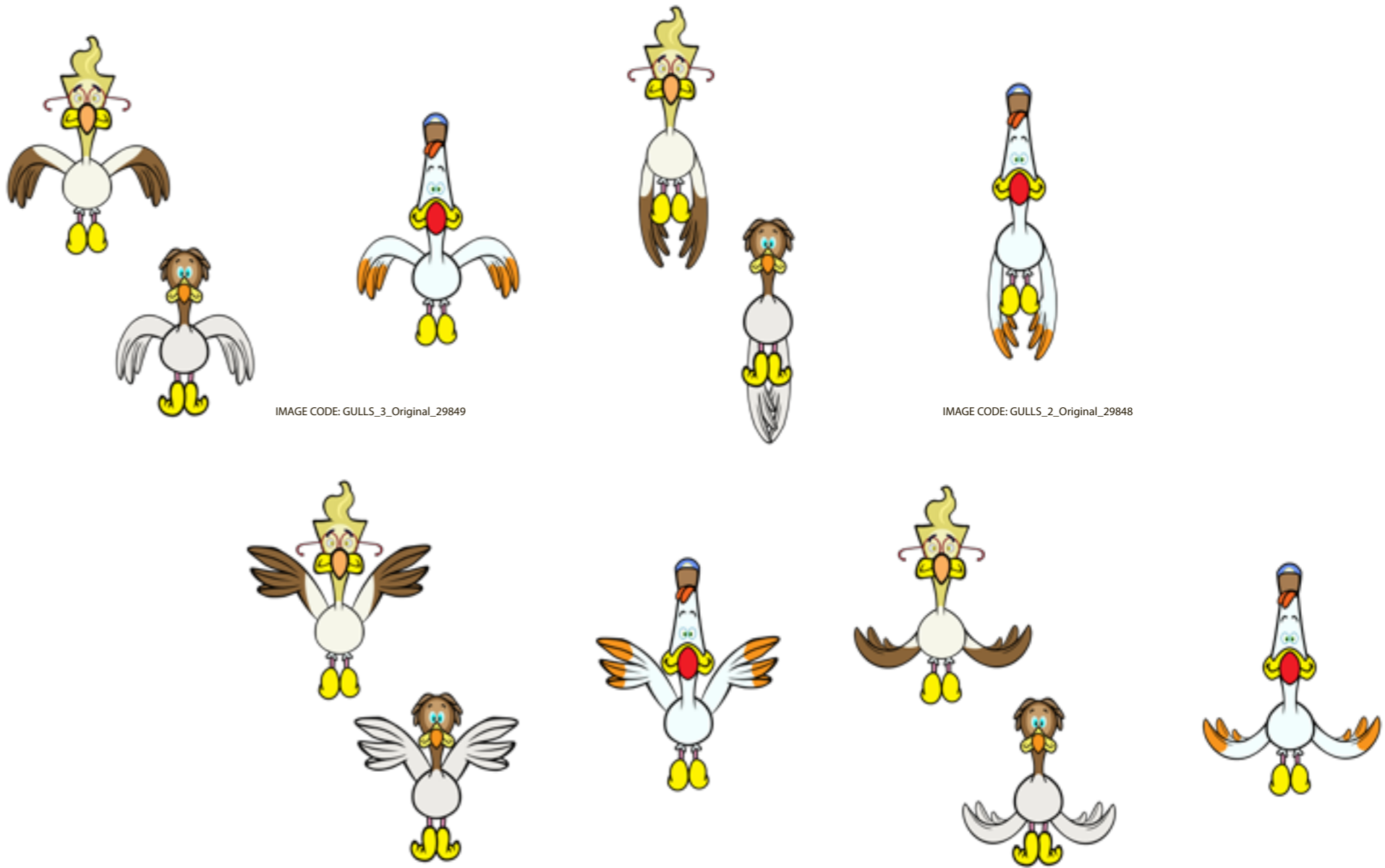## 6.20 Turnarounds of other characters (continued)

The Gulls

IMAGE CODE: GULLS_3_Original_29849

IMAGE CODE: GULLS_2_Original_29848

IMAGE CODE: GULLS_4_Original_29850

IMAGE CODE: GULLS_1_Original_29847

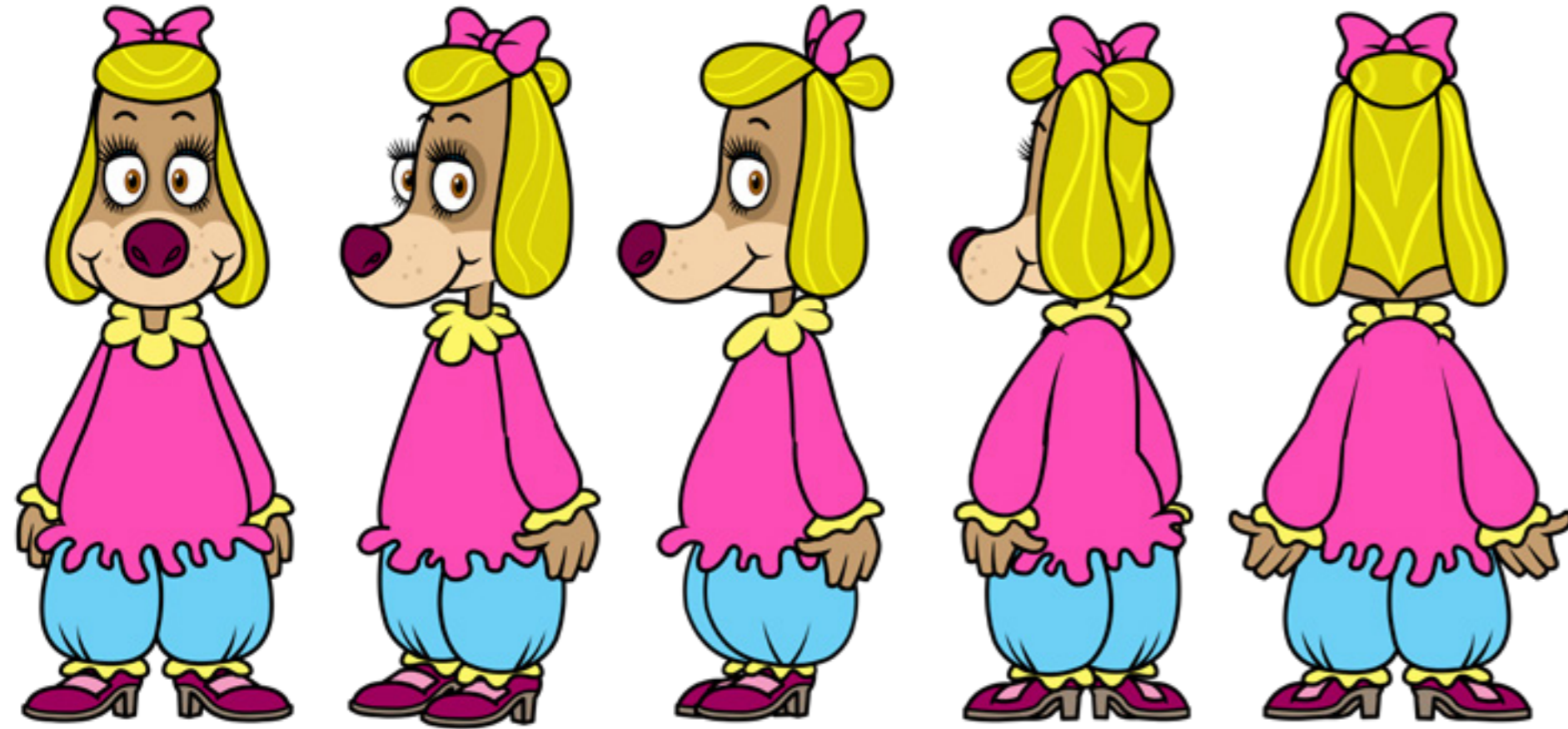## 6.20 Turnarounds of other characters (continued)

Madame Eclair

IMAGE CODE: MDM_ECLAIRE_TURNAROUND_Original_29864
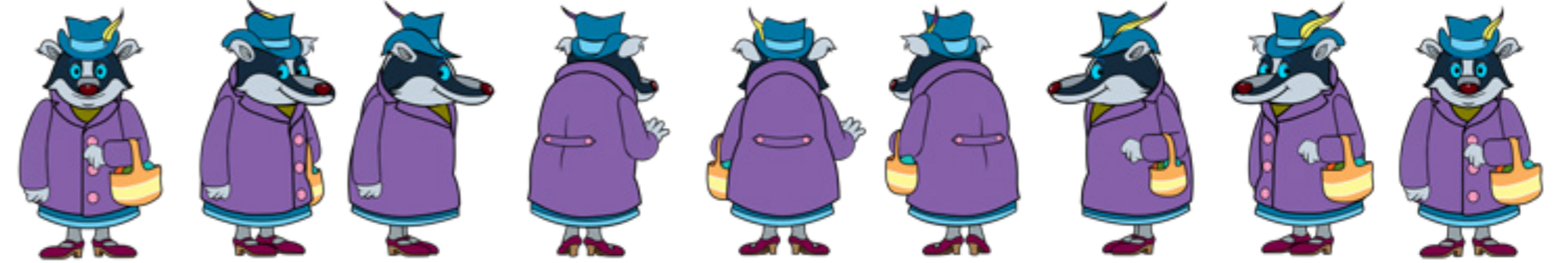
Mrs Badger and Billy Badger

IMAGE CODE: MRS_BADGER_TURNAROUND_Original_30054

IMAGE CODE: BILLY_BADGER_TURNAROUND_Original_30053

6.20 Turnarounds of other characters (continued)

Mrs Finn
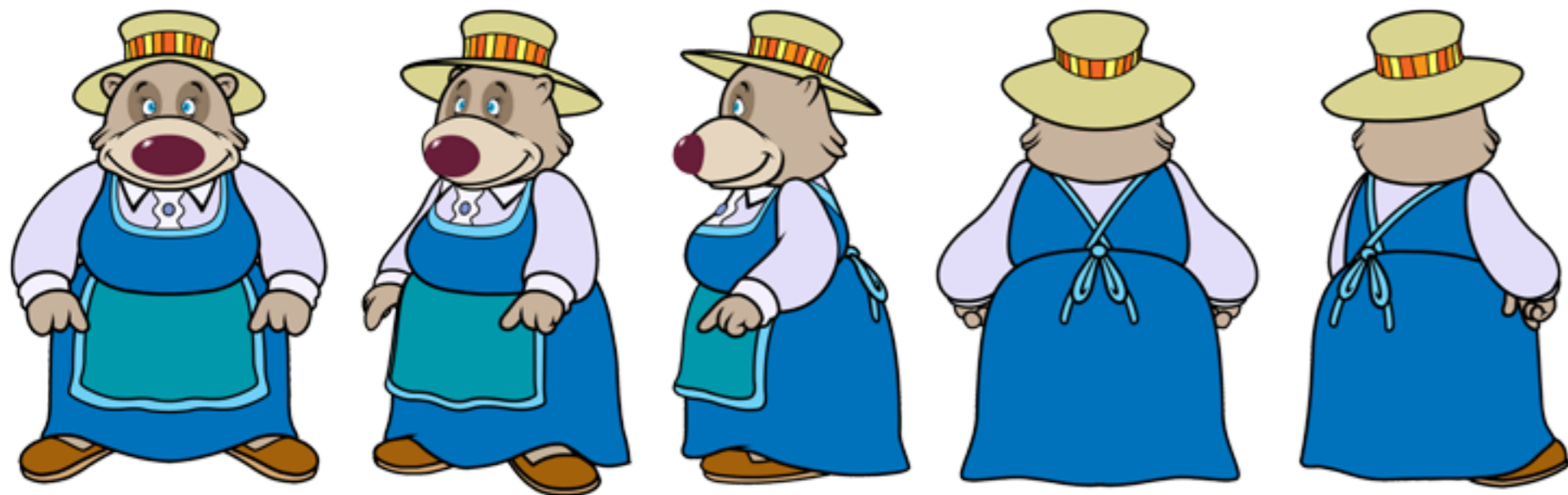
6.20 Turnarounds of other characters (continued)

Shelvis

IMAGE CODE: PIP_CH_MRS_FINN_TURNAROUND_Original_29871

IMAGE CODE: SHELLVIS_Original_30060

6.20 Turnarounds of other characters (continued)

Fuchsia the Flamingo
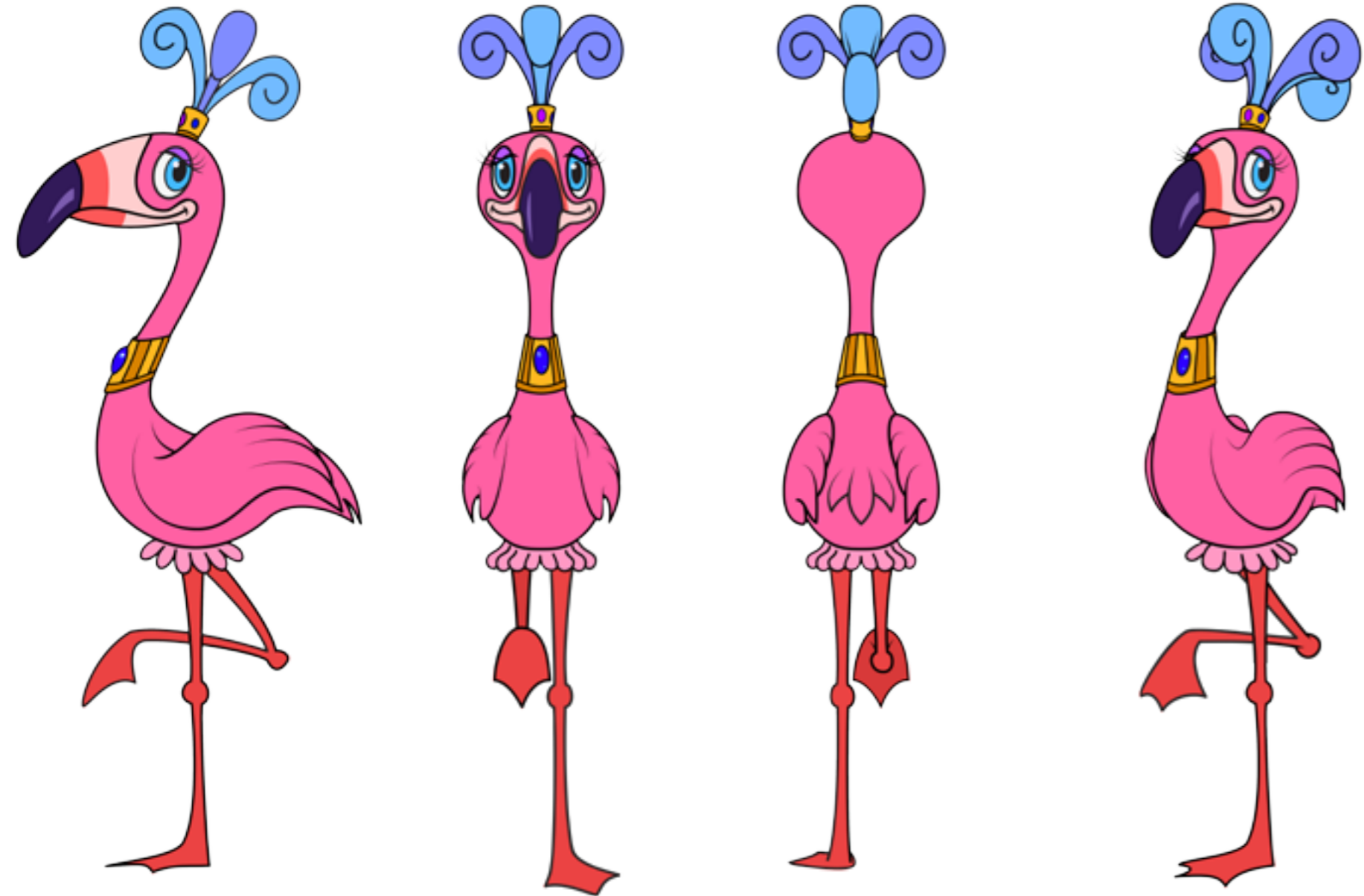
IMAGE CODE: Print_Original_32471

6.20 Turnarounds of other characters (continued)

The Snail Family

IMAGE CODE: SNAIL_FAMILY_TURNAROUND_Original_30061

6.21 Group poses of other characters

6.21 Group poses of other characters (continued)

IMAGE CODE: ROLLER SKATING GROUP for PAGE 84_Original_34887

IMAGE CODE: MORRIS_BUBBLE_TRAIN_Original_29921

6.21 Group poses of other characters (continued)

IMAGE CODE: PIP_GROUP_POSES_2_Original_29923

IMAGE CODE: PIP_GROUP_POSES_5_UPDATED_220514_Original_32465

Images

You'll want to make us all look right. Alba might get upset if her outfit isn't the proper colour and Uncle Skipper is very particular that his jumper isn't too long or short. In fact, everything's got to be shipshape!

All our arty friends have given all the guidelines for you to follow – so you can't go wrong.

7.0 Images

7.1 Some do's and don'ts in the use of the character images

There's a range of images relating to the characters at Salty Cove, provided for your use. These are full of vibrant colour and inviting textures, achieved using a combination of hand drawn lines and bright colour washes, and digital techniques such as Adobe Creative Suite and Flash. Please ensure these are not altered as described here – or any other way – without obtaining our written permission beforehand.
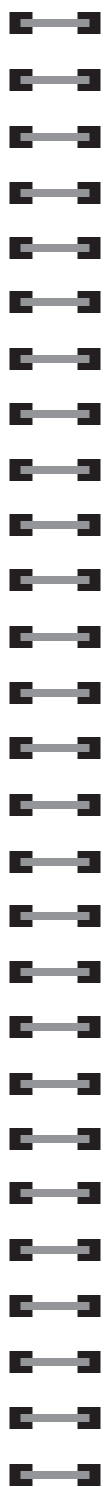
- Do not redraw or recreate any of the characters.
- Do not distort any character in any way. Any re-sizing must be done in the original fixed ratio.
- Do crop characters (to utilise larger faces) but always use a base or do it within a frame or within the bleeds of the item and ensure that the image is not cropped beyond recognition.

✅ Wow!

❌ Whoops!

- Do take care when cropping to ensure certain poses don't look unnatural after cropping.
- Do not flip any character.
- Do not change the original colours of the characters. If, due to limitations, any amendment of the colours is required, you must receive written approval prior to use.
- Do accompany all characters by the Pip Ahoy! brand and CHF logos, which are to be placed somewhere on the same item.

7.2 Image formats

Images can be provided as CMYK Tiff (or other format) for print use or as RGB Jpeg or PNG for screen use. When requesting (or downloading), please ensure you have the correct image format. If in doubt, don't be afraid to ask our Approvals Team for advice.

❌ Whoops!

❌ Whoops!

✅ Wow!

Backgrounds and locations

Here are a mixture of backgrounds and locations from my favourite places in and around Salty Cove, like the playground, the beach and the underwater cavern where the Rocktopus plays his drums.

All of these have to look right or else we won't know where we are! Just follow the do's and don'ts, it's easy.

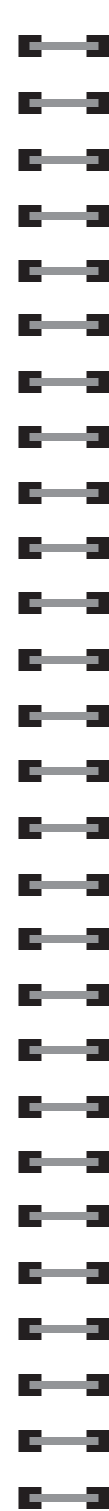## 8.0 Backgrounds and locations

Please take care with these images, as they should not be altered, for example, cropped, stretched or restructured, in any way without prior written permission.

8.1 Salty Cove beach

IMAGE CODE: 01_PIP_SALTY_COVE_WIDE_01_Original_30759

8.0 Backgrounds and locations (continued)

8.2 The Lighthouse

IMAGE CODE: 01_PIP_SALTY_COVE_WIDE_01_Original_30759

8.0 Backgrounds and locations (continued)

8.3 Along the Promenade | Part 1

8.0 Backgrounds and locations (continued)

8.3 Along the Promenade | Part 2

IMAGE CODE: PIP_LOC_EXT_ PROMENADE_ EXTENDED_CC_STYLE_GUIDE_26_02_14_V01_SMALLERpsd

PIP_LOC_EXT_ PROMENADE_ EXTENDED_CC_STYLE_GUIDE_26_02_14_V01_SMALLERpsd

8.0 Backgrounds and locations (continued)

8.3 Along the Promenade | Part 3

8.0 Backgrounds and locations (continued)

8.3 Along the Promenade | Part 4

IMAGE CODE: PIP_LOC_EXT_ PROMENADE_ EXTENDED_CC_STYLE_GUIDE_26_02_14_V01_SMALLERpsd

PIP_LOC_EXT_ PROMENADE_ EXTENDED_CC_STYLE_GUIDE_26_02_14_V01_SMALLERpsd

8.0 Backgrounds and locations (continued)

8.3 Along the Promenade | Part 5

8.0 Backgrounds and locations (continued)

8.3 Along the Promenade | Part 6

8.0 Backgrounds and locations (continued)

8.3 Along the Promenade | Part 7

8.0 Backgrounds and locations (continued)

8.3 Along the Promenade | Part 8

IMAGE CODE: PIP_LOC_EXT_ PROMENADE_ EXTENDED_CC_STYLE_GUIDE_26_02_14_V01_SMALLER.psd

PIP_LOC_EXT_ PROMENADE_ EXTENDED_CC_STYLE_GUIDE_26_02_14_V01_SMALLER.psd

8.0 Backgrounds and locations (continued)

8.4 Houses and buildings

The Cake Shop

IMAGE CODE: CAKE SHOP_Original_30013

8.0 Backgrounds and locations (continued)

8.4 Houses and buildings (continued)

Seaside Shops

IMAGE CODE: SHOPS for PAGE 101_Original_34888

8.0 Backgrounds and locations (continued)

8.4 Houses and buildings (continued)

The Fruit Stall

IMAGE CODE: PIP_LOC_EXT_FRUIT_STALL_Original_30182

8.0 Backgrounds and locations (continued)

8.4 Houses and buildings (continued)

The Lighthouse

IMAGE CODE: LIGHTHOUSE_SKIPPER_Original_30009

8.0 Backgrounds and locations (continued)

8.4 Houses and buildings (continued)

The Observatory

IMAGE CODE: EXT_OBSERVATORY_ROUND_BASE_UPDATED_220514_Original_32467

8.0 Backgrounds and locations (continued)

8.4 Houses and buildings (continued)

Pip's house

IMAGE CODE: PIPS_HOUSE_ROUND_BASE_Original_30771

8.0 Backgrounds and locations (continued)

8.4 Houses and buildings (continued)

Alba's house

IMAGE CODE: ALBAS_HOUSE_ROUND_BASE_Original_30769

8.0 Backgrounds and locations (continued)

8.4 Houses and buildings (continued)

Harbour Master's house

IMAGE CODE: PIP_LOC_HARBOUR_MASTER_Original_30772

8.0 Backgrounds and locations (continued)

8.4 Houses and buildings (continued)

The Snail house

IMAGE CODE: SNAIL_HOUSE_2_Original_30008

8.0 Backgrounds and locations (continued)

8.5 Houses and buildings (continued)

General

IMAGE CODE: house hi res 6_Original_29998

IMAGE CODE: house hi res 7_Original_29999

IMAGE CODE: house hi res 10_Original_30000

8.0 Backgrounds and locations (continued)

8.5 Houses and buildings (continued)

General

IMAGE CODE: new house 2 ready_Original_30001

IMAGE CODE: new house 3 ready_Original_30002

IMAGE CODE: new house 6 ready_Original_30003

8.0 Backgrounds and locations (continued)

8.5 Houses and buildings (continued)

General

IMAGE CODE: new house 7 ready_Original_30004

IMAGE CODE: house hi res 8_Original_33939

IMAGE CODE: new house 8_Original_33940

Vehicles and props

There are lots of ways of getting around in Salty Cove. Here are just some of them you might like to use.

I love to go out to sea with Uncle Skipper on the Rubber Duck and even under the waves in Professor Evie's submarine. Alba's favourite is the Bubble Train and her Aunty Twitcher drives the Salty Cove taxi.

9.0 Vehicles and props

Please take care with these images, as they should not be altered, for example, cropped, stretched or restructured, in any way without prior written permission.

9.1 The Old Bucket (Skipper's Tug)

IMAGE CODE: BUCKET_CU_Original_30030

IMAGE CODE: BUCKET_TURNAROUND_NEW_UPDATED_Original_30050

9.0 Vehicles and props (continued)

9.2 The Rubber Duck

IMAGE CODE: RUBBER_DUCK_TURNAROUND_AMENDED_Original_30074

9.0 Vehicles and props (continued)

9.3 Professor Evie's submarine

9.0 Vehicles and props (continued)

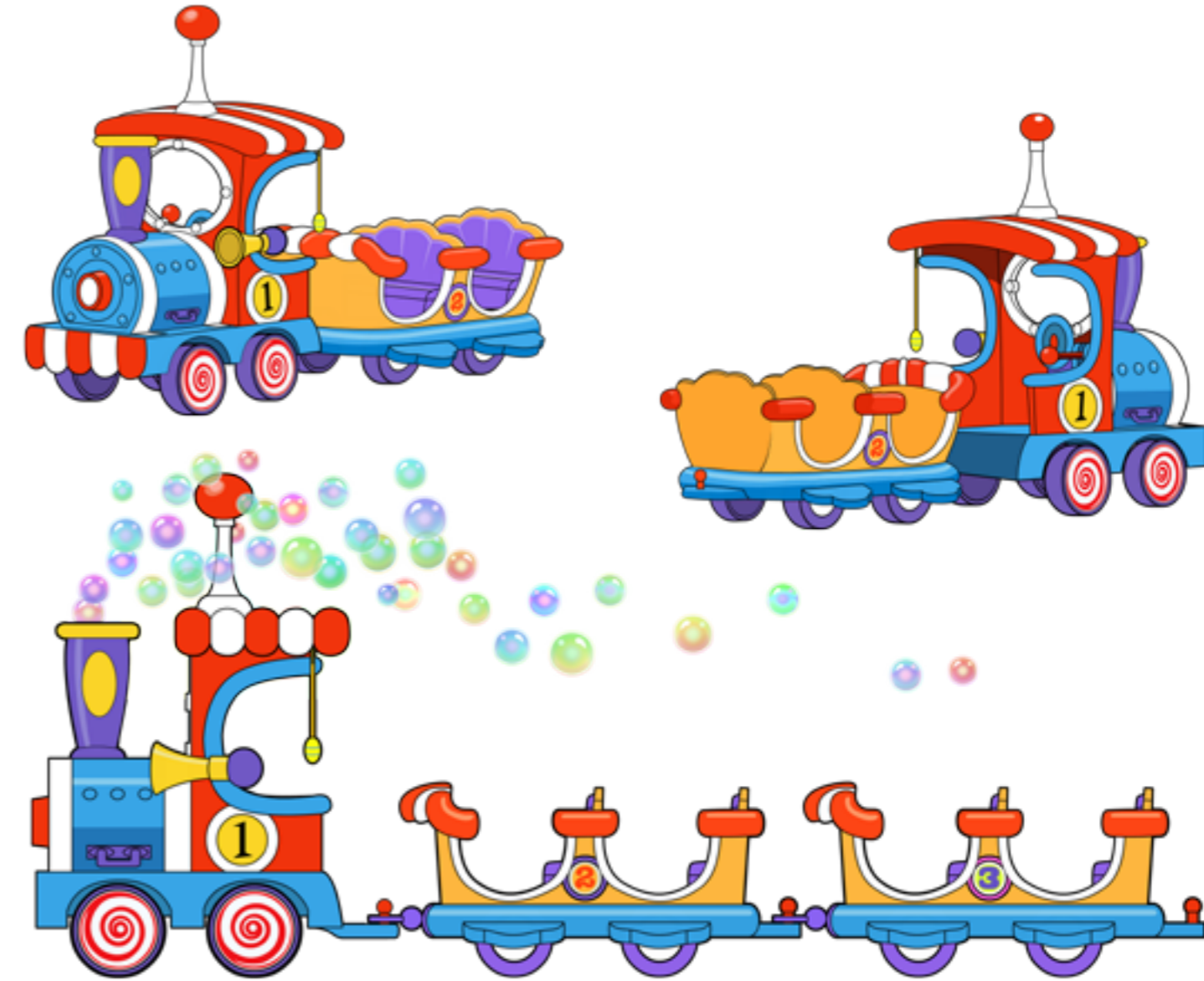### 9.4 The Bubble Train

IMAGE CODE: PROF_EVIE_SUB_TURNAROUND_NEW_Original_30071

IMAGE CODE: BUBBLE_TRAIN_WITH_BUBBLES_Original_34198(RKcrop)

9.0 Vehicles and props (continued)

9.5 Aunty Twitcher's Taxi

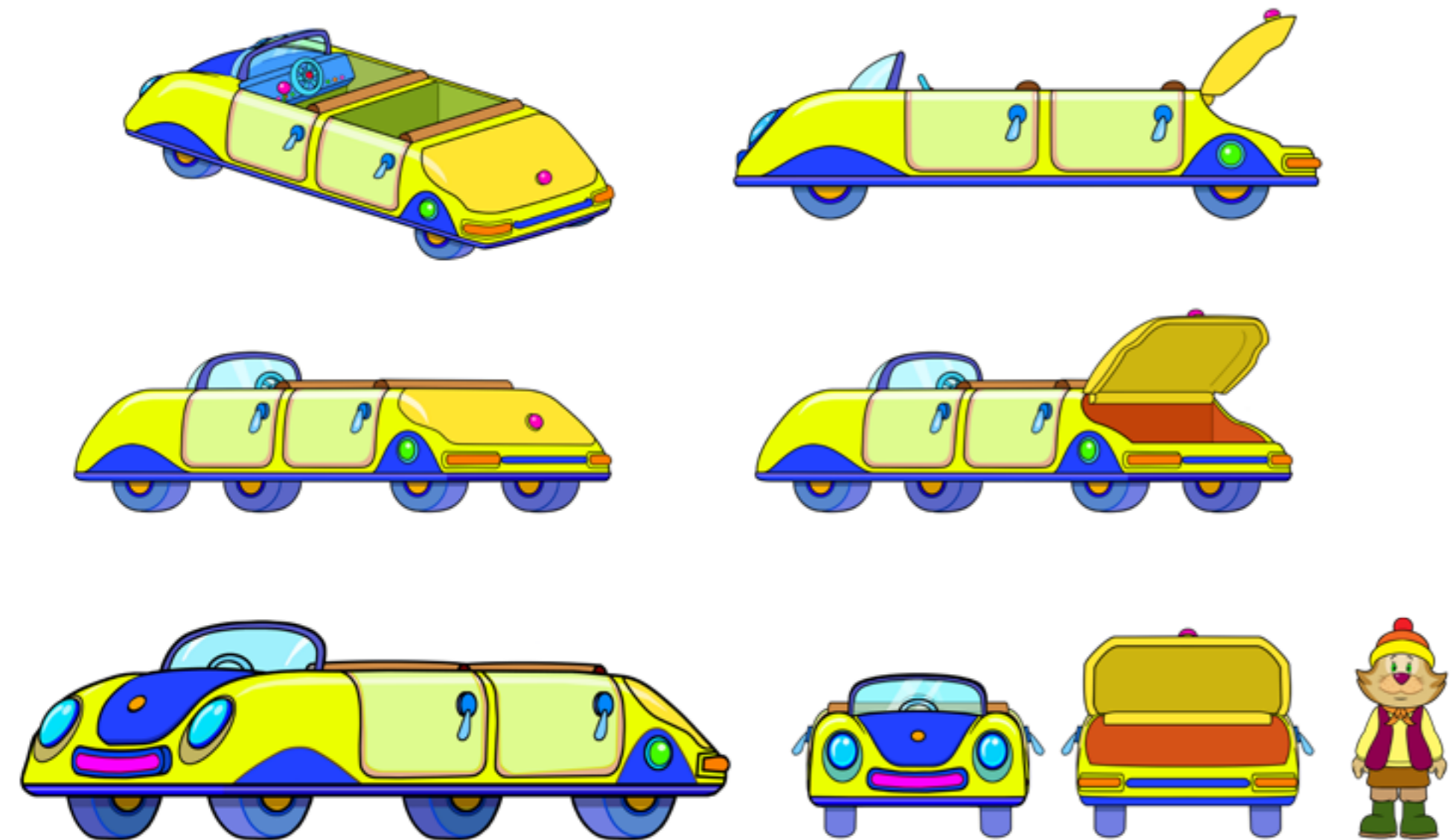# 9.0 Vehicles and props (continued)

9.6 Mouse Pirates' ship

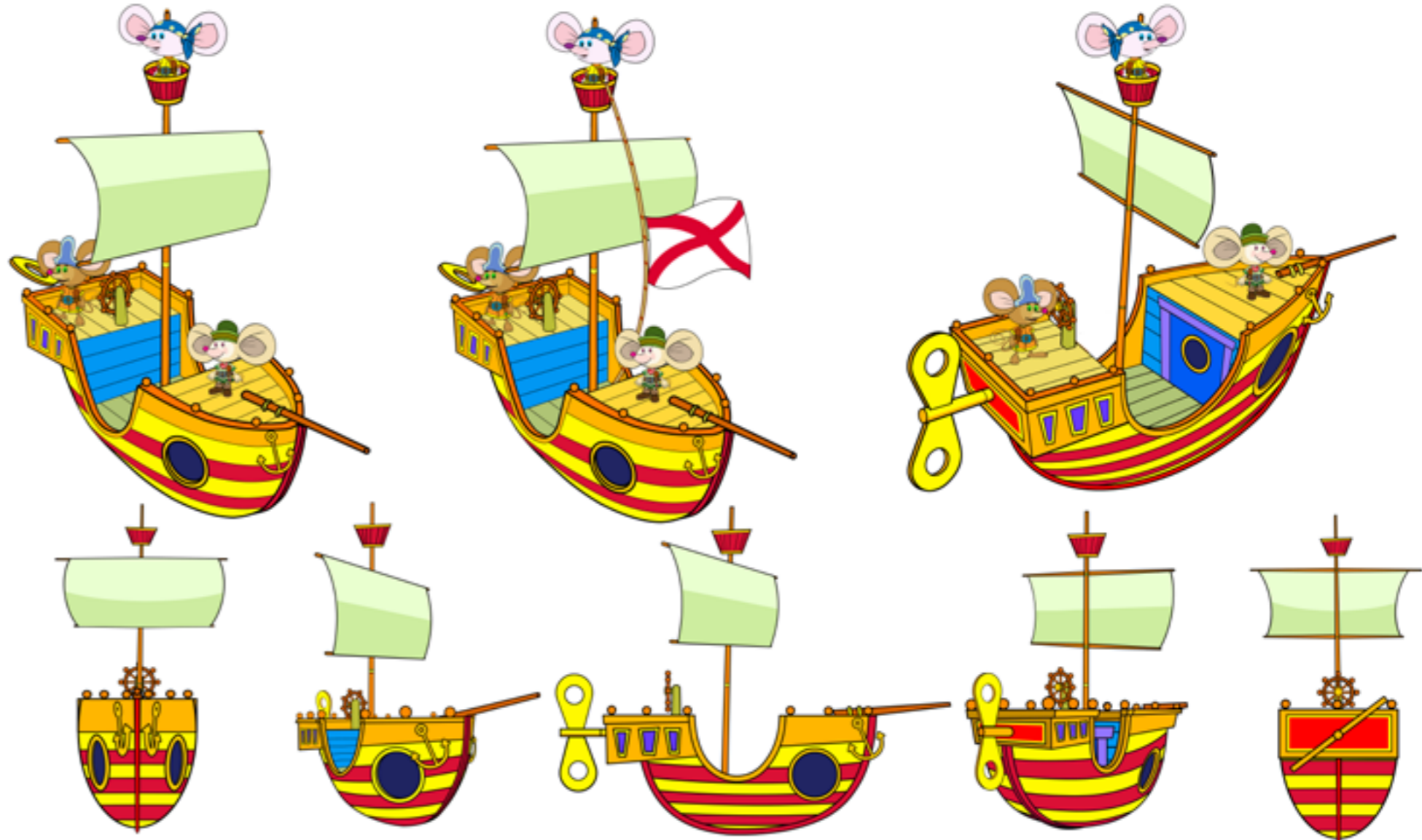IMAGE CODE: PIP_V_AUNTY_TWITCHER_CAB_EXTRA_VIEWS_Original_30070

IMAGE CODE: PIRATE_BOAT_TURNAROUND_1_NEW_Original_30072

9.0 Vehicles and props (continued)

9.7 Pip and Alba's scooters

9.0 Vehicles and props (continued)

9.7 Pip and Alba's scooters

IMAGE CODE: PIP SCOOTER for PAGE 118 B_Original_34890

IMAGE CODE: PIP SCOOTER for PAGE 118 A_Original_34889

IMAGE CODE: PIP SCOOTER for PAGE 118 C_Original_34885

IMAGE CODE: 13_Original_33322

IMAGE CODE: 14_Original_33323

IMAGE CODE: 2_Original_33316

9.0 Vehicles and props (continued)

9.8 General props

Sandcastle

Alba's camera

IMAGE CODE: 0274_PIP_PROP_SEASIDE_INFLATABLES_Original_30016

IMAGE CODE: 0294_PIP_PROP_SANDCASTLE_Original_30018

IMAGE CODE: PIP_PROP_ALBA_CAMERA_Original_30022

Deckchair

Buckets and spades

IMAGE CODE: 0286_PIP_PROP_DECK_CHAIR_Original_30017

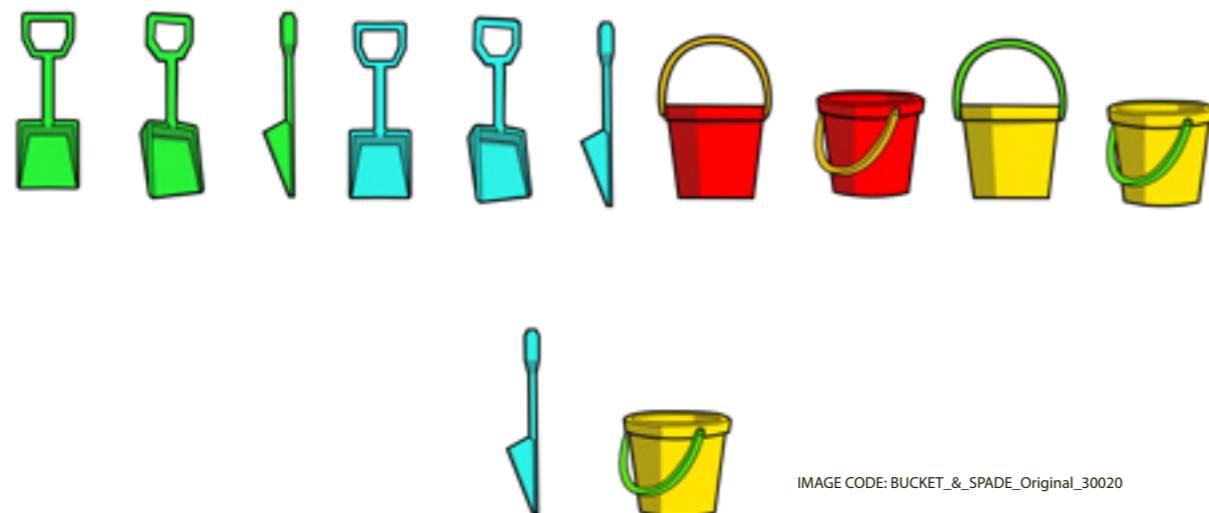IMAGE CODE: BUCKET_&_SPADE_Original_30020

9.0 Vehicles and props (continued)

9.8 General props

Alby Tross' beach gear

Pip's scopey eye
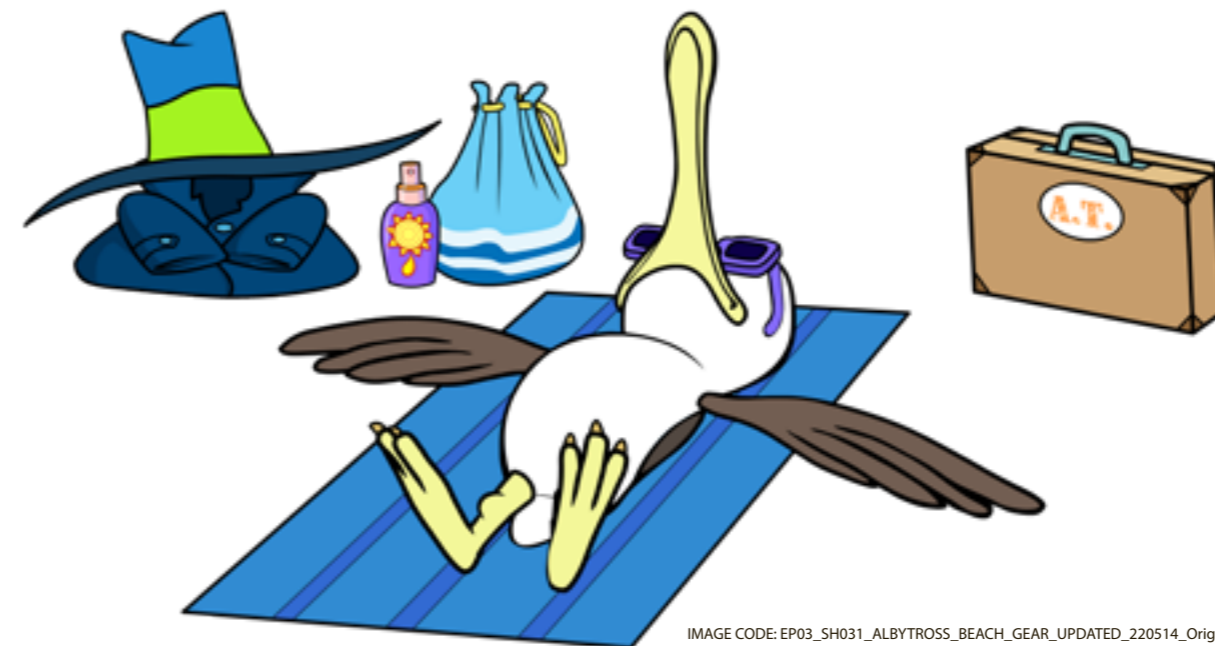
IMAGE CODE: EP03_SH031_ALBYTROSS_BEACH_GEAR_UPDATED_220514_Original_33809

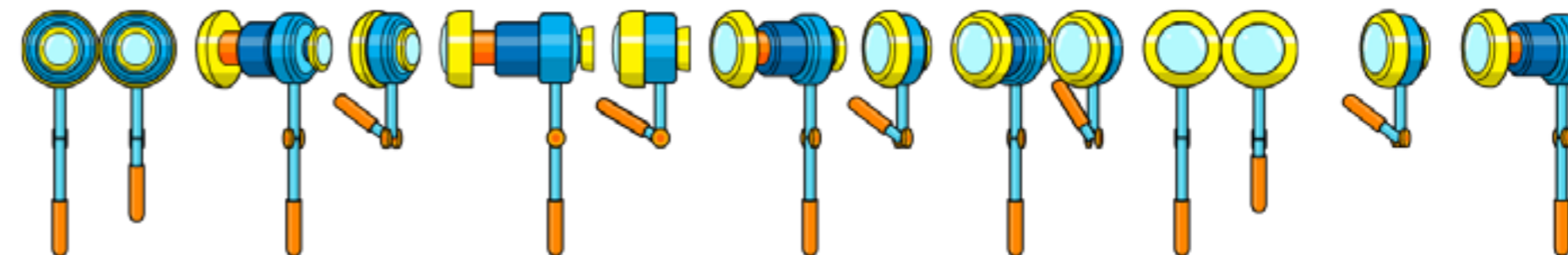IMAGE CODE: SCOPEY_EYE_V2_Original_30025

IMAGE CODE: SCOPEY_EYE_V2_Original_30025

9.0 Vehicles and props (continued)

9.8 General props
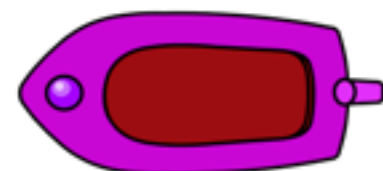
Toy boat

IMAGE CODE: PIP_PROP_TOY BOAT_v1_cc02_Original_30024
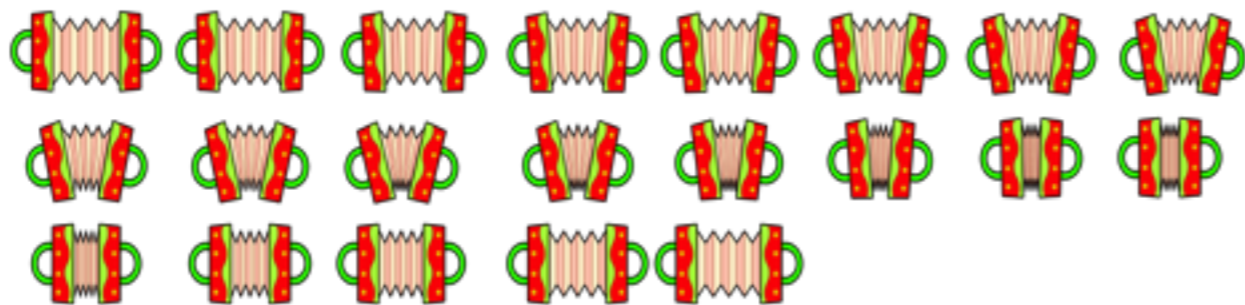
Skipper's squeezebox

IMAGE CODE: SKIPPERS SQUEEZEBOX_Original_30027

Shells

IMAGE CODE: PIP_PROP_SHAP_SHELLS_Original_30023

9.0 Vehicles and props (continued)

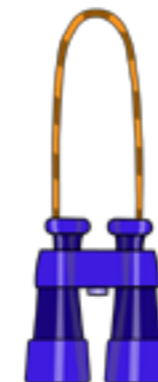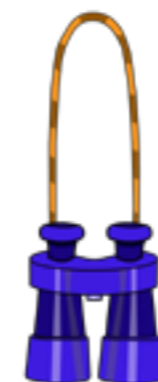## 9.8 General props

Skipper's binoculars
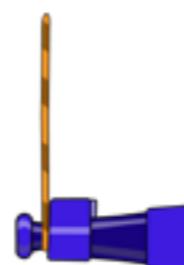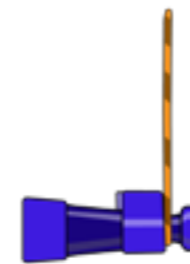
IMAGE CODE: SKIPPERS BINOCULARS_V2_SB_Original_30026(RKcrop)

IMAGE CODE: Skipper_poses2_Original_32067(RKcrop)

Seasonal events and costumes

Me and Alba love getting dressed up - remember the fancy dress competition?

Well we also like to play games and support our favourite teams and players. Don't you?

Even Uncle Skipper has a rugby kit. Alba thinks he looks funny wearing it with his captain's hat!

10.0 Seasonal events and costumes

Tennis
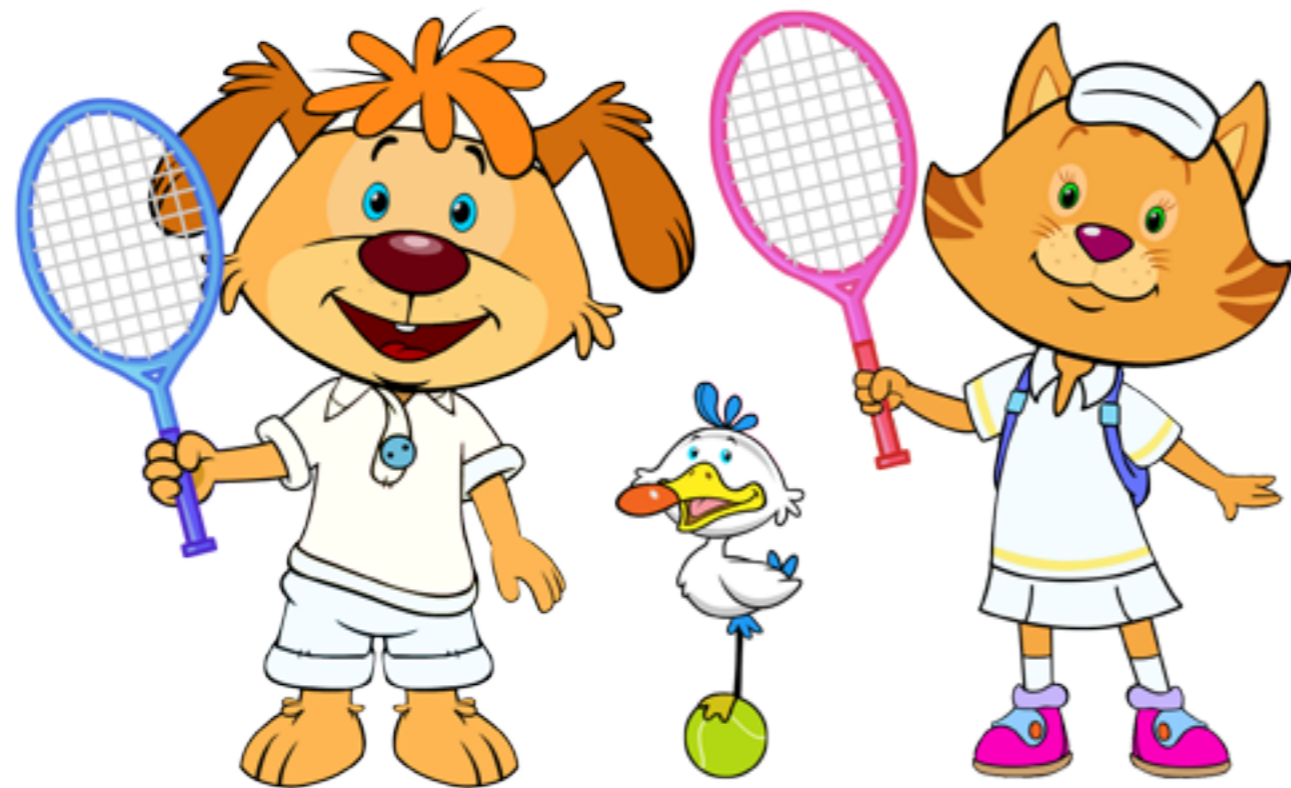
IMAGE CODE: PIP_ALBA_TENNIS_Original_33275

10.0 Seasonal events and costumes (continued)

Golf

Rugby

IMAGE CODE: PIP_ALBA_GOLF_Original_33298

IMAGE CODE: PIP_SKIPPER_RUGBY2_Original_33308

10.0 Seasonal events and costumes (continued)

Commonwealth Games

Athletics

Gymnastics

Judo

Commonwealth Games

IMAGE CODE: PIP_CH_COMMONWEALTH_GAMES_PIP_Original_34202

IMAGE CODE: PIP_CH_COMMONWEALTH_GAMES_ALBA_Original_34200

IMAGE CODE: PIP_CH_COMMONWEALTH_GAMES_SKIPPER_Original_34203

IMAGE CODE: PIP_CH_COMMONWEALTH_GAMES_GROUP_Original_34201

Credits

Uncle Skipper says you should always mind your manners and thank people whenever they do something for you.

So, credit where credits due, we show you how to thank all the people who created this fantastic show.

11.0 Credits and notices

11.1 Credit statements

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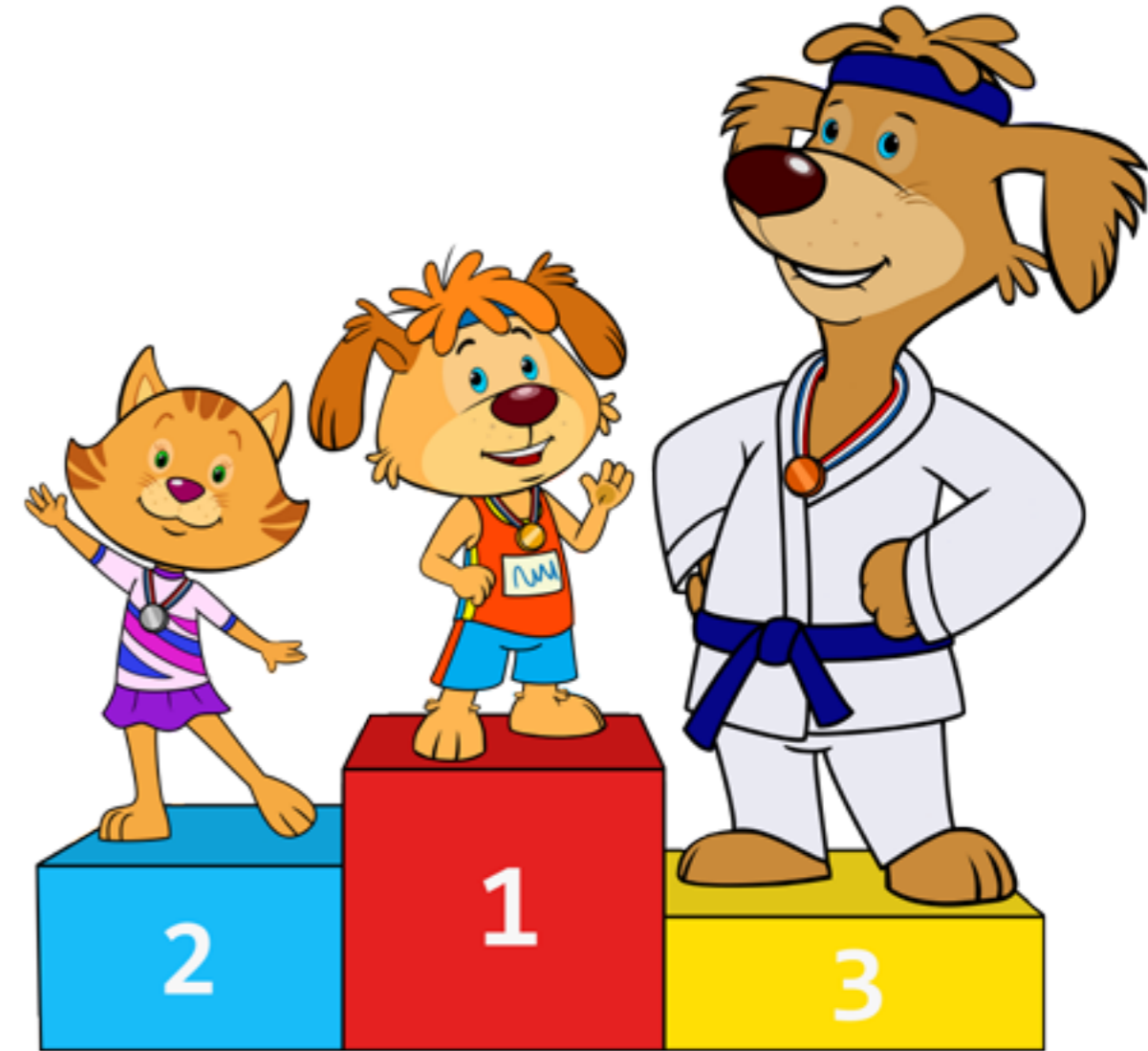
The full programme title sequences read as follows:

Executive Producers

Brian Cosgrove

Nick Wilson

Series producer

Simon Hall

Created by

Charlie Ward

Co-created, adapted and produced for television by

CHF Entertainment Limited

11.0 Credits and notices

Where space is at a premium, abbreviated credits can be used as shown here.

CHF™ ENTERTAINMENT

presents

PiP AHOY!™

Created by Charlie Ward.
Co-Created, Adapted and Produced
for Television by CHF Entertainment Limited

HD
52 x 11'
Age: 3-6

Copyright Information. The Pip Ahoy! trademark has been applied for in all major markets and the "© Cosgrove Hall Fitzpatrick" symbol should be included on any Pip Ahoy! representation.

Legal information

Uncle Skipper says 'the devil's in the detail'. There's always some small print that's really important, so make sure you read this bit carefully. I'd use my Scopey Eye, so I wouldn't miss anything.

Don't forget to read right to the end no matter how boring you think it is. It'll stop you getting into trouble. Good luck Salty Covers!

12.0 Legal information

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12.0 Legal information (continued)

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13.0 Contacts

For further information, please contact us at the following address:

For all licensing enquiries:

The Approvals Team

Lisle International Licensing

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West Yorkshire, LS1 4EH

www.lislelicensing.com
Telephone: +44 (0) 1937 586237

What makes Pip Ahoy! special?

In a nutshell – Pip Ahoy! is the ultimate fantasy of freedom and fun for under-5s.

Pip Ahoy! uniquely evokes a special time and place for children – summer adventures by the sea where their desire to explore and their appetite for new friendships are unbounded. Even if children have never experienced this, Pip Ahoy! brings to life a world that is often painted in picture books, poems and decor, giving our viewers imaginative access to the very special features of the coastal landscape.

In Salty Cove, all that's cosy and comfortable nestles right alongside the extraordinary and absurd. Giving Pip and his three special friends the freedom to roam in a place where adventure is promised but safety assured.

Pip is the lucky boy who lives here and our audience will wish they could be him! Respected by grown-ups, trusted to solve a problem, loved by his friends and the first to meet all the weird and wonderful visitors to the town.

Pip Ahoy! should tickle the funny bones of our audience but just as much, its warm and lovable characters should mean they take it to their hearts too.

Created by Charlie Ward. Co-Created, Adapted and Produced for Television by CHF Entertainment Limited

CHF™
ENTERTAINMENT

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VERSION: chFPipAhoy!-22.7.14 (v16)