

# Fluffy Bubool®



## Style Guide

[www.fluffybubool.com](http://www.fluffybubool.com)

2008-2011 © Takeshi MURAI Characters.



# Welcome to Fluffy Bubool Style Guide!



This Style Guide provides you with all the necessary information  
to reproduce Fluffy Bubool's world. Let's work together  
to make children happy and smile with Bubool and his friends!

Contents

**INTRODUCTION**

About Fluffy Bubool • • • • • 3  
History / Creator • • • • • 4

**GUIDELINES**

Logos • • • • • 6  
Colour Palette • • • • • 7  
Fonts • • • • • 8  
Legal • • • • • 9  
Bubool and his Fellows • • • • • 10  
Height Chart • • • • • 17

**ARTWORK**

Main Graphics • • • • • 19  
Character Artwork • • • • • 27  
Icons and Symbols • • • • • 35  
Patterns • • • • • 38

## About Fluffy Bubool

Bubbles, bubbles and more bubbles!

Fluffy Town is full of bubbles!

Bubool is a penguin that lives in Fluffy Town. He has the magical power to create anything out of bubbles on his shampoo hat.

Bubool and his friends work at the popular ice cream shop in the town.

They all have bubbles on their heads, but Bubool is the only one that has the magical creative power.

Moving everywhere in town on the ice cream shop, he makes special ice cream that brings you smiles. Orange flavor to cheer you up. Strawberry for someone you love. And sweet vanilla takes your sad feelings away.

What flavor do you want from Bubool?



Takeshi Murai



Products are sold at 27 Sanrio shops throughout Japan





## History

2006

- Published the debut book "Bubbles on Bubool"
- Participated in Bologna Children's Book Fair

2008

- Domestic licensing program was launched by Sanrio Company Ltd.
- Bubool Fund was established to contribute to the activities of The Nature Conservation of Japan

2009

- Published "Bubool's Easy Feeling"

2010

- Digital content program started through Sony Digital (mobile contents) and EMI Music Japan (web greeting cards)
- Signed the international master licensing agent agreement with Sun Properties Co. Ltd.,

2011

- Signed the international master publishing agent agreement with Japan Uni Agency Inc.

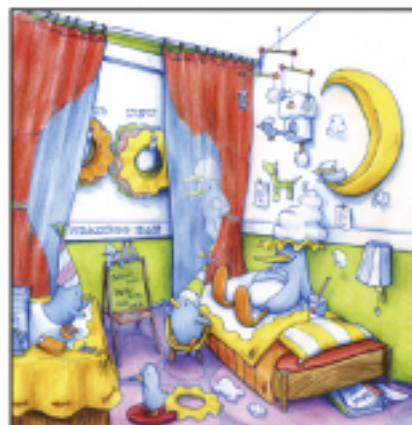
## Creator

Takeshi Murai

Born in Tokyo in 1972, as the son of Koji Murai, who is the internationally acclaimed designer for clown and music boxes.

Raised with an artistic family background, Takeshi Murai studied at Bunka Gakuin, School of Fine Artes. After studying in the United Kingdom, he worked at an ad agency and character merchandising company.

He now runs and operates his own designing firm, Green Room Ltd. He was appointed as the first and only outsourced designer by Sanrio, for his work Fluffy Bubool.



music boxes

# Guidelines



fluffybubool\_006

## Bubool Logo- Primary Version A

Here is color configuration for Logo A and B  
Same colors are used for a logo with a  
background color.



Pantone3005c  
c100 m34 y0 k2



Pantone207c  
c49 m1 y0 k0



Pantone1795c  
c0 m94 y100 k0

**Fluffy Bubool®**

**Fluffy Bubool®**

## Bubool Logo- Primary Version B

**Fluffy  
Bubool®**

**Fluffy  
Bubool®**

## Bubool Logo- Primary Version C

With prior approval, the colors of logo can  
be modified by matching the design.

**Fluffy Bubool®**

**Fluffy Bubool®**

**Fluffy Bubool®**

**Fluffy Bubool®**

**Fluffy Bubool®**

**Fluffy Bubool®**

## Bubool Logo- Line Version A

**Fluffy Bubool®**

**Fluffy Bubool®**

## Bubool Logo- Line Version B

For logs with a background color,  
make the letters white.

**Fluffy  
Bubool®**

**Fluffy  
Bubool®**

## Colour Palette



Pantone 3005c  
c100 m34 y0 k2



Pantone 6232-2c  
c85 m0 y0 k0



Pantone 68 233-4c  
c60 m0 y0 k5



Pantone 297c  
c49 m1 y0 k0



Pantone 1795c  
c0 m94 y100 k0



Pantone 376ec  
c53 m0 y85 k0



Pantone 142-2c  
c0 m75 y15 k5



Pantone 509c  
c0 m35 y2 k0



Pantone 5225ec  
c0 m21 y0 k21



Pantone 118c  
c0 m18 y100 k27



Pantone 136c  
c0 m28 y94 k0



Pantone 109c  
c0 m10 y100 k0



Pantone 153c  
c0 m46 y100 k18



Pantone 6832-7c  
c0 m15 y30 k0



Pantone 355c  
c94 m0 y100 k0



Pantone 376ec  
c53 m0 y85 k0



Fonts

Comic Sans MS

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

---

Gille Sans

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

---

Gille Sans Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

# Legal

## Legal Line

\*Full legal Line for all licensed merchandise, as well as any packaging, advertising and promotional materials

© 2010-201<sup>X</sup> Takeshi MURAI Characters.

\*Short form (must be approved for use)

10-1<sup>X</sup> take ©

A copyright notice must be shown clearly on a design.  
<sup>X</sup> above denotes the first year in which the specific design that is the subject of the notice is created.

## Contact information

Sun Properties (Master Agent)

Rieko Ono (rieiko@sunout-bound.com)

Saeko Tsuchiya (saeko@sunout-bound.com)

13-9 Araki-cho, Shinjuku-ku, Tokyo 160-0007 Japan

+81-3-5363-6876

[www.sunout-bound.com](http://www.sunout-bound.com)

Green Room (Licensor)

Takeshi Murai (c\_take@tkg.att.ne.jp)

1-9-18-504 Shinonome Koto-ku, Tokyo 135-0062 Japan

+81-3-6225-0499

[www.takeshimurai.com/fb.html](http://www.takeshimurai.com/fb.html)

## Bubool



Artwork: Bubool\_013



Artwork: Bubool\_014



Artwork: Bubool\_012

Main character of Fluffy Bubool. Bubool has the magical power to make anything out of the bubbles from his shampoo hat.

Bubool works at a popular ice cream shop in Fluffy Town. He can make any flavor of ice cream with the magical power, which makes everybody in the Fluffy Town happy.



Pantone DS 233-4c  
c00 m0 y0 k5

Pantone 109c  
c0 m10 y100 k0

Pantone 136c  
c0 m38 y94 k0



Artwork: Bubool\_008



Artwork: Bubool\_010



Patty

ArworkPty\_001



Hat

ArworkHat\_001

## Patty & hat

Bubool's twin brothers

They like each other, but still fight sometimes.

Though mischievous, Hat of the green cap is steady-handed.

He often scolds goosy Patty of the pink cap.

Patty of the pink cap loves having fun and is a troublemaker.

Hat of the green cap is smart and dependable.



ArworkPty\_002



ArworkHat\_002



Pantone DS 233-4c  
c60 m0 y0 k8



Pantone 109c  
c0 m10 y100 k0



Pantone 136c  
c0 m38 y94 k0



Pantone 509c  
c0 m35 y2 k0



Pantone 376c  
c53 m0 y85 k0

※Please place Patty (pink) always on left of Hat (green)



ArworkPty\_004

ArworkHat\_004

※Character size: Bubool, Patty, and Hat



ArworkPty\_001



ArworkBubool\_003



ArworkHat\_002



Lovool  
Arwork:Level\_001

## Lovool

Bubool's girl friend  
Lovool loves everyone and everyone  
loves Lovool.  
Wearing her signature red ribbons,  
she keeps your sprit up with her  
warmth and kindness.



Pantone509c  
c0 m35 y2 k0



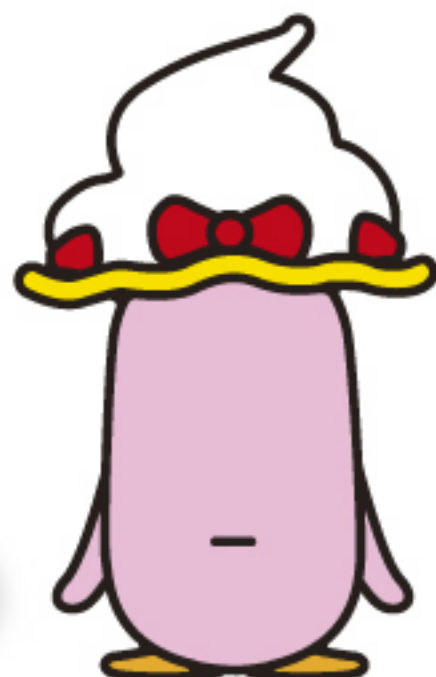
Pantone378ec  
c63 m0 y85 k0



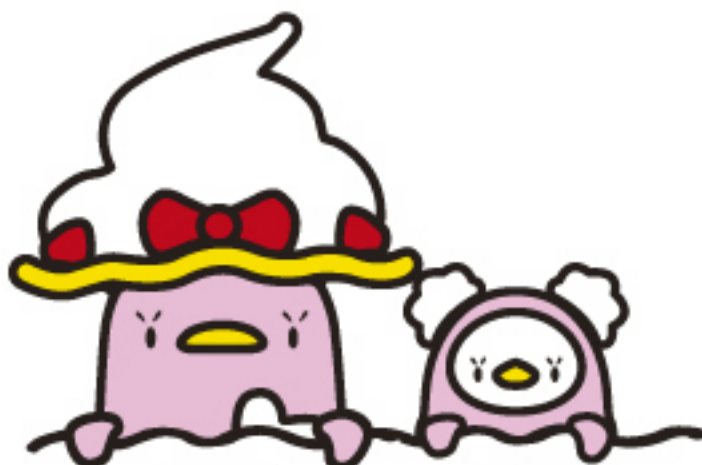
Pantone109c  
c0 m10 y100 k0



Pantone136c  
c0 m38 y94 k0



Arwork:Level\_003



Arwork:Level\_005

Arwork:Pipi\_005



Pipi  
Arwork:Pipi\_001

## Pipi

Lovool's little sister.  
Owns lots of cute costumes.  
She likes to surprise people  
with a earthworm toy.



Pantone509c  
c0 m35 y2 k0



Pantone136c  
c0 m38 y94 k0



Pantone109c  
c0 m10 y100 k0



Arwork:Pipi\_003



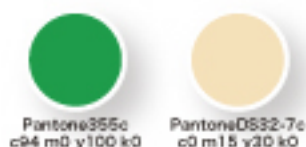
Arwork:Pipi\_002



Arwork:zeal\_002

## Zeal

The manager of the ice cream shop. Being wise and respected, he give good advices to people in trouble. He loves his bow tie and is very proud of it.



Pantone355c  
c94 m0 y100 k0

PantoneDS32-7c  
c0 m15 y30 k0



Arwork:zeal\_001

## Yacht & Boat



Yacht  
Arwork:yacht\_001

Boat  
Arwork:boat\_001



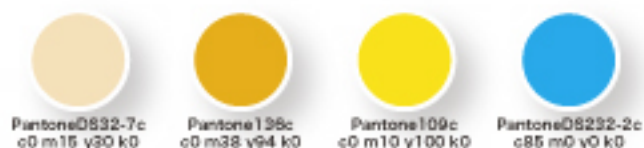
Arwork:yacht\_003

Arwork:boat\_003



Arwork:yacht\_002

Arwork:boat\_002



PantoneDS32-7c  
c0 m15 y30 k0

Pantone136c  
c0 m38 y94 k0

Pantone109c  
c0 m10 y100 k0

PantoneDS232-2c  
c85 m0 y0 k0

## Zeal's twin brothers

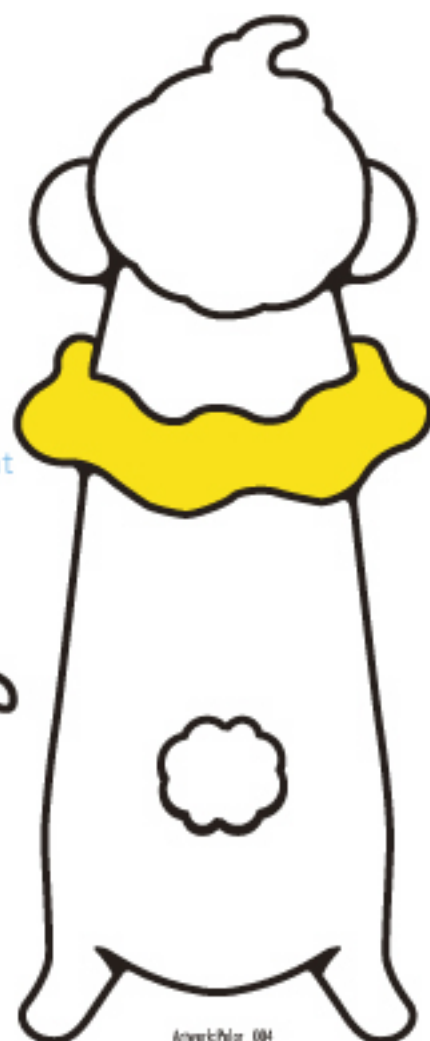
They both love to float. They are good friends with Paty and Hat, Bubool's twin brothers. But Pipi, Lovool's sister always teases them. Yacht is laid-back and Boat is impatient.



ArwickPolar\_001

## Polar

Strong and big eater  
But has somewhat weak disposition  
At the ice cream shop, his duty is to eat  
all leftover. He can't afford to  
wast a bit of food.



ArwickPolar\_004



ArwickPolar\_003



Pantone 2785c  
c53 m0 y85 k0



Pantone 109c  
c0 m10 y100 k0

## Nine O'clock

Key character of the town

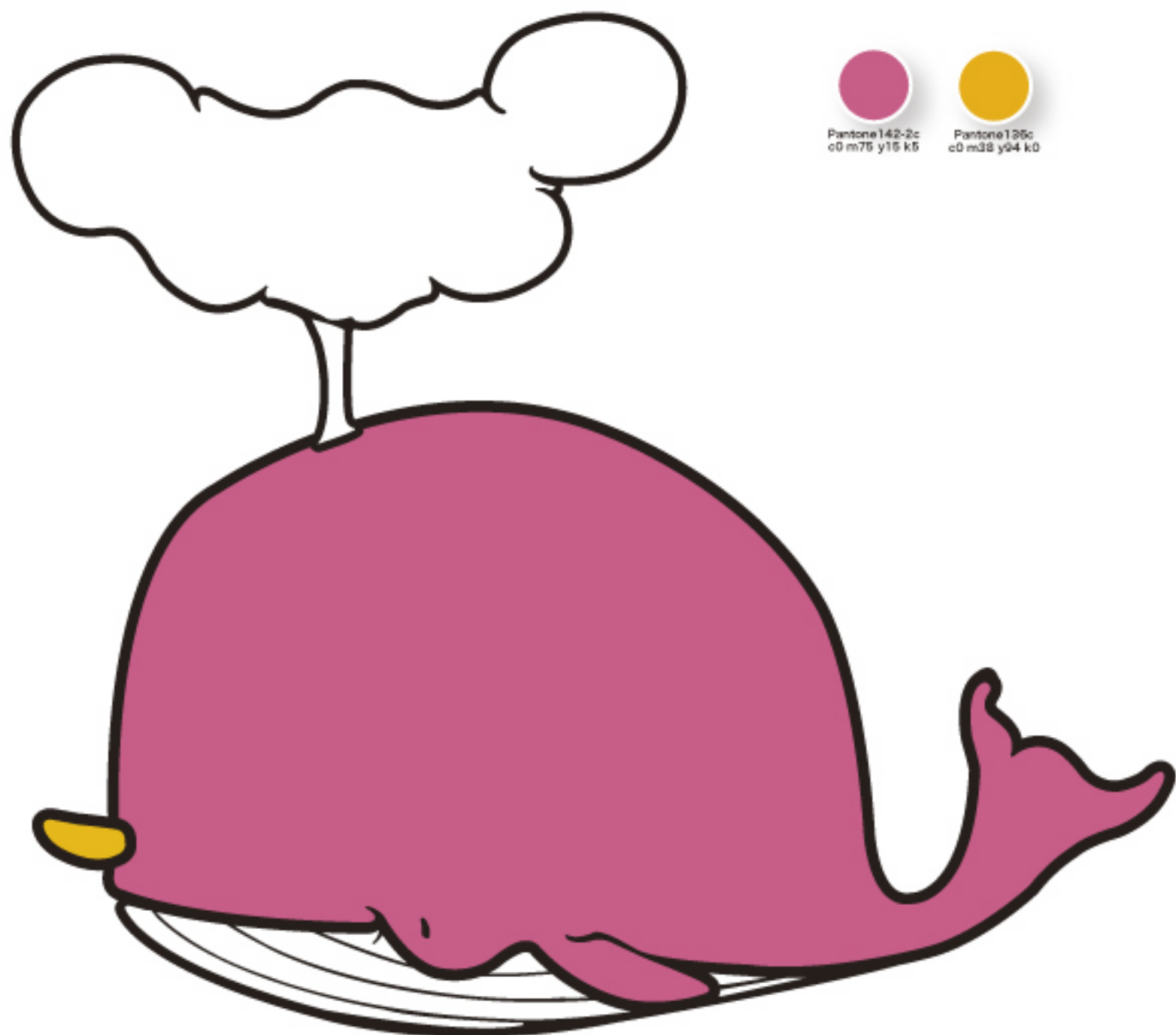
he is the one who makes the bubbles for Fluffy Town.  
He keeps his eyes on everyone in the town.



Pantone 142-2c  
c0 m76 y16 k5



Pantone 126c  
c0 m38 y94 k0



Amekino 04ok\_01





Arworkbarj\_001

## Barb

Always teases Bubool.  
He is mischievous but gets lonely easily.



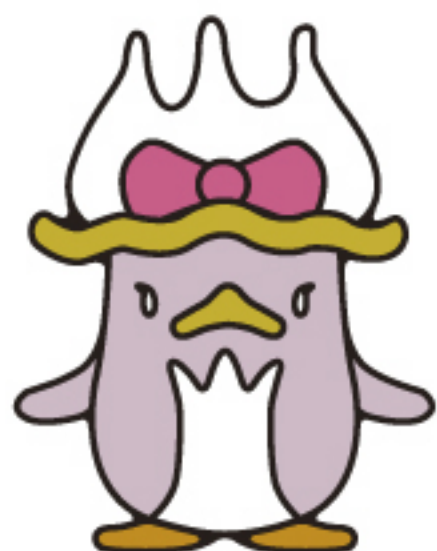
Pantone 118c  
c0 m18 y100 k27



Pantone 153c  
c0 m46 y100 k18



Arworkbarj\_004



Arworkbabi\_001

## Babi

Barb's girl friend  
She is Lovool's best friend.  
She hates Barb's pranks.



Pantone 118c  
c0 m18 y100 k27



Pantone 153c  
c0 m46 y100 k18



Pantone 142-2c  
c0 m75 y15 k5



Pantone 5225c  
c0 m21 y0 k21



Arworkbie\_001

## Bie

Babi's brother who respects Barb.  
Babi scolds Bie often whenever  
he tries to play pranks like Barb.



Pantone 118c  
c0 m18 y100 k27

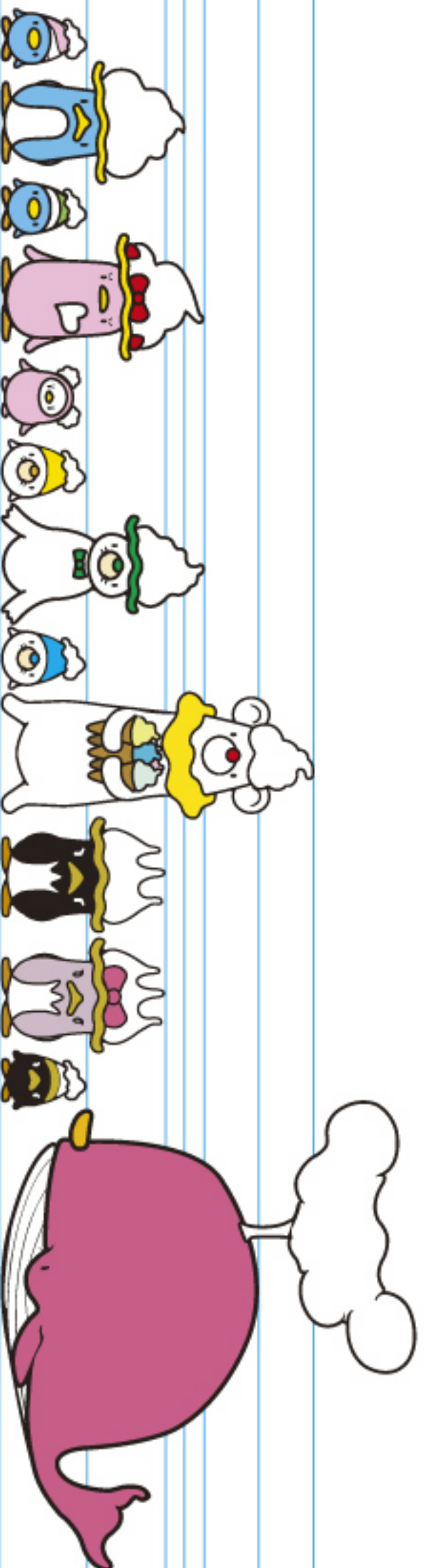


Pantone 153c  
c0 m46 y100 k18



Arworkbie\_002

# Character Height Chart



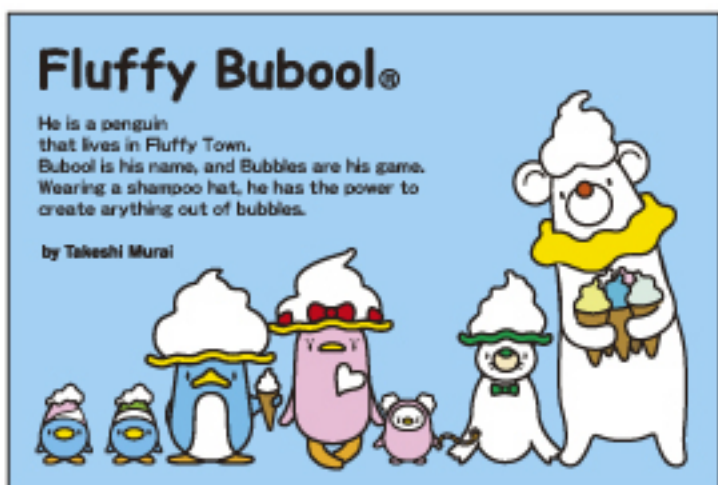
# Artwork



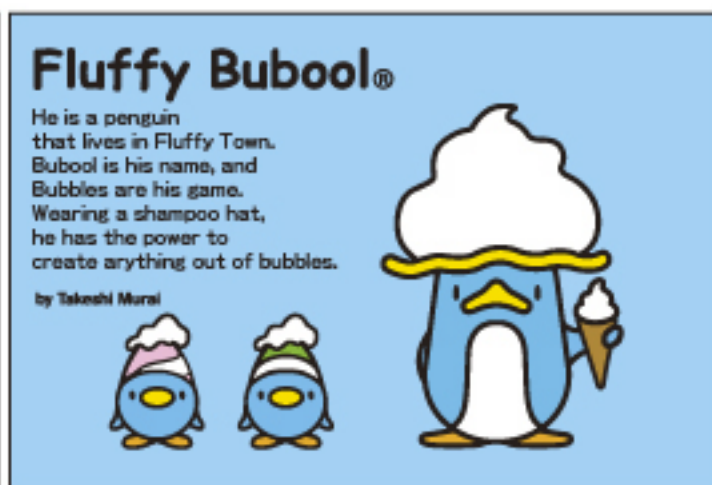
Artwork:Bubool\_022

## Fluffy Bubool®

## Bubool and Friends



ArtworkScene\_001



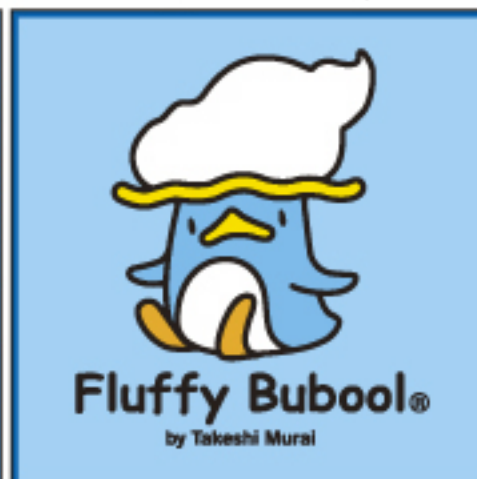
ArtworkScene\_002



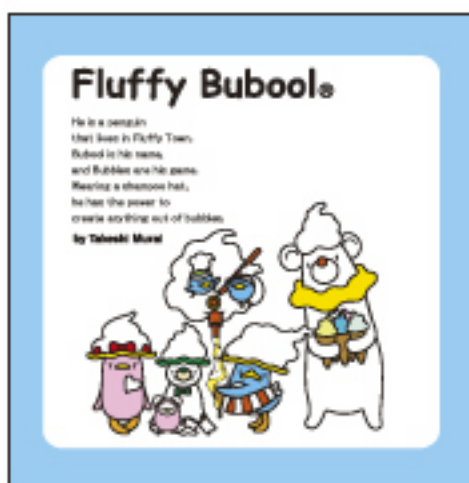
ArtworkScene\_003



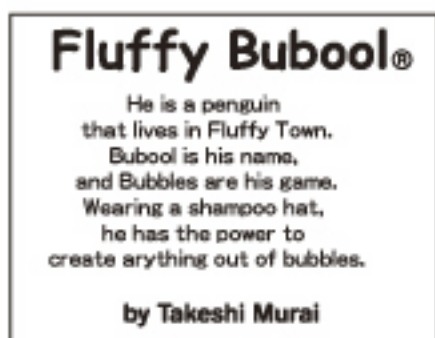
ArtworkScene\_004



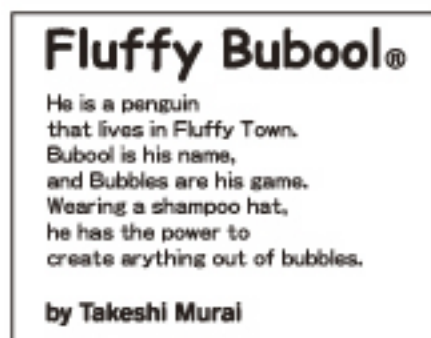
ArtworkScene\_005



ArtworkScene\_006



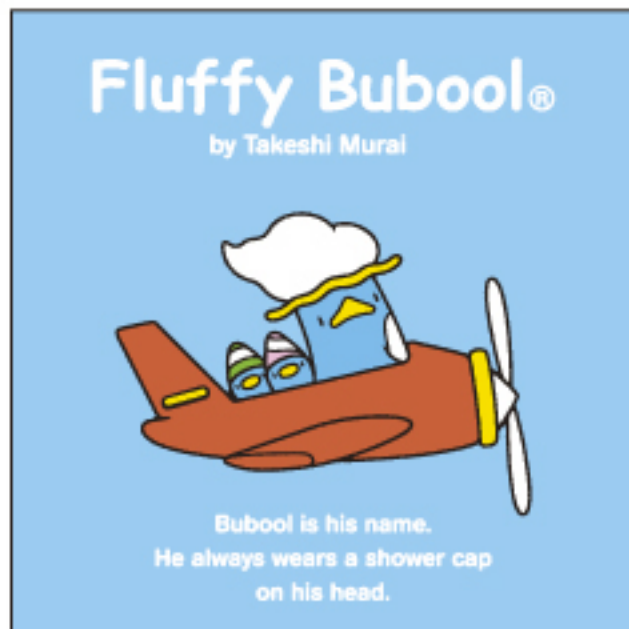
ArtworkFluffy Copy\_001



ArtworkFluffy Copy\_002



## Bubool's Airplane



Artwork\_Scene\_007



Artwork\_Scene\_008



Artwork\_Scene\_009



Artwork\_Scene\_010

## Bubool's Airplane



ArwerkBubool\_001



ArwerkBubool\_002



ArwerkBubool\_003



ArwerkBubool\_004



ArwerkBubool\_005



ArwerkBubool\_006



ArwerkBubool\_008



ArwerkBubool\_007

## Bubool's Airplane

### Fluffy Bubool®

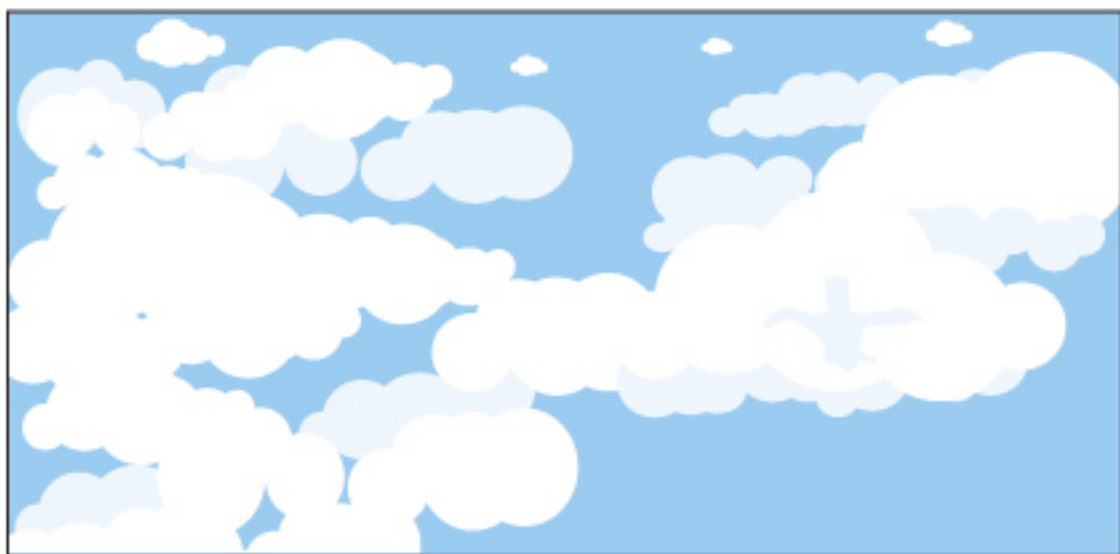
He is a penguin  
that lives in Fluffy Town.  
Bubool is his name,  
and Bubbles are his game.  
Wearing a shampoo hat,  
he has the power to  
create anything out of bubbles.

by Takeshi Murai

ArtworkSeries\_011

# Fluffy

ArtworkSeries\_012

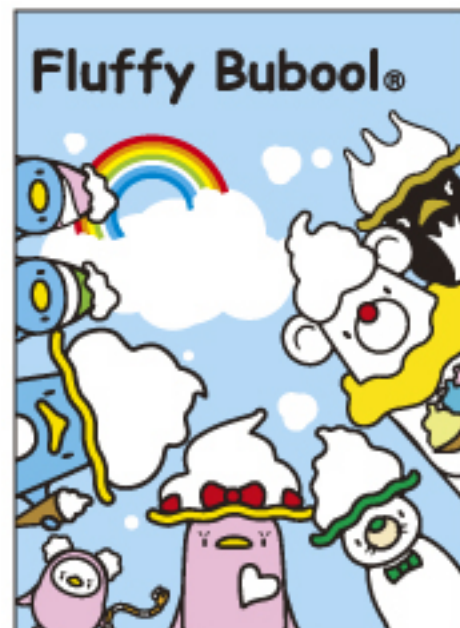
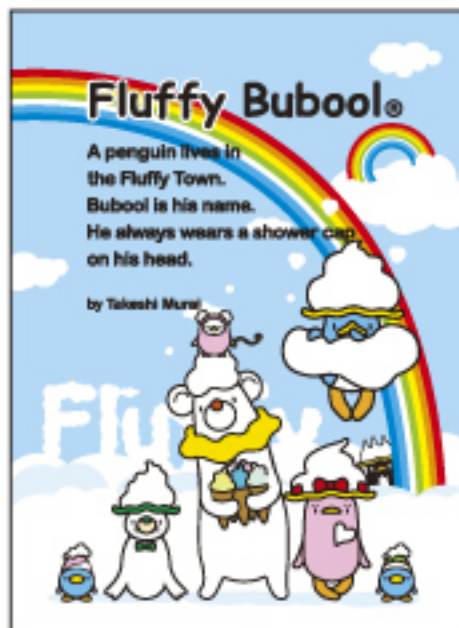


ArtworkSeries\_013

# Bubool's Airplane

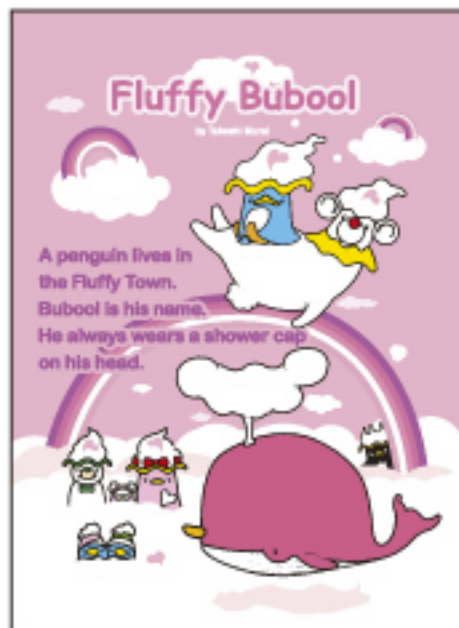
ArtworkInFly Copy\_004

Bubool & Rainbow (Blue)





## Bubool & Rainbow (Pink)



ArtworkScene\_018



ArtworkScene\_019



ArtworkScene\_020



ArtworkScene\_001



ArtworkScene\_002



ArtworkScene\_003



ArtworkSubool\_Group\_Poses\_001



ArtworkSubool\_Group\_Poses\_002



ArtworkSubool\_Group\_Poses\_003



ArtworkSubool\_Group\_Poses\_004



Arwork&bool\_Group\_Pose\_085



Arwork&bool\_Group\_Pose\_086



Arwork&bool\_Group\_Pose\_087



Arwork&bool\_Group\_Pose\_088



Arwork&bool\_Group\_Pose\_089

## Bubool Artwork



ArtworkBubool\_008



ArtworkBubool\_009



ArtworkBubool\_010



ArtworkBubool\_011



ArtworkBubool\_012



ArtworkBubool\_013



ArtworkBubool\_014



ArtworkBubool\_015



ArtworkBubool\_016



ArtworkBubool\_017



ArtworkBubool\_018



ArtworkBubool\_019

Bubool Artwork



ArwckBubool\_011



ArwckBubool\_000



ArwckBubool\_001



ArwckBubool\_002



ArwckBubool\_003



ArwckBubool\_004

## Bubool Artwork



ArtworkBubool\_024



ArtworkBubool\_025



ArtworkBubool\_026



ArtworkBubool\_027



ArtworkBubool\_028



ArtworkBubool\_029



ArtworkBubool\_030



ArtworkBubool\_031



ArtworkBubool\_032



ArtworkBubool\_033



ArtworkBubool\_034



ArtworkBubool\_035

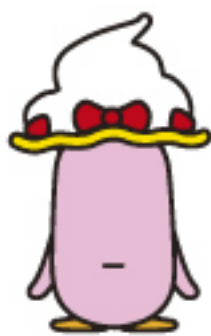
## Lovool Artwork



ArtworkLovool\_001



ArtworkLovool\_002



ArtworkLovool\_003



ArtworkLovool\_004



ArtworkLovool\_005

## Pipi Artwork



ArtworkPipi\_001



ArtworkPipi\_002



ArtworkPipi\_003



ArtworkPipi\_004



ArtworkPipi\_005

## Zeal Artwork



ArtworkZeal\_001



ArtworkZeal\_002



ArtworkZeal\_003

## Paty Artwork



ArtworkPaty\_001



ArtworkPaty\_002



ArtworkPaty\_003



ArtworkPaty\_004



ArtworkPaty\_005

## Hat Artwork



ArtworkHat\_001



ArtworkHat\_002



ArtworkHat\_003



ArtworkHat\_004



ArtworkHat\_005

## Yacht Artwork



ArtworkYacht\_001



ArtworkYacht\_002



ArtworkYacht\_003



ArtworkYacht\_004

## Boat Artwork



ArtworkBoat\_001



ArtworkBoat\_002



ArtworkBoat\_003



ArtworkBoat\_004

## Bie Artwork



ArtworkBie\_001



ArtworkBie\_002



## Polar Artwork



ArwekPolar\_001



ArwekPolar\_002



ArwekPolar\_003

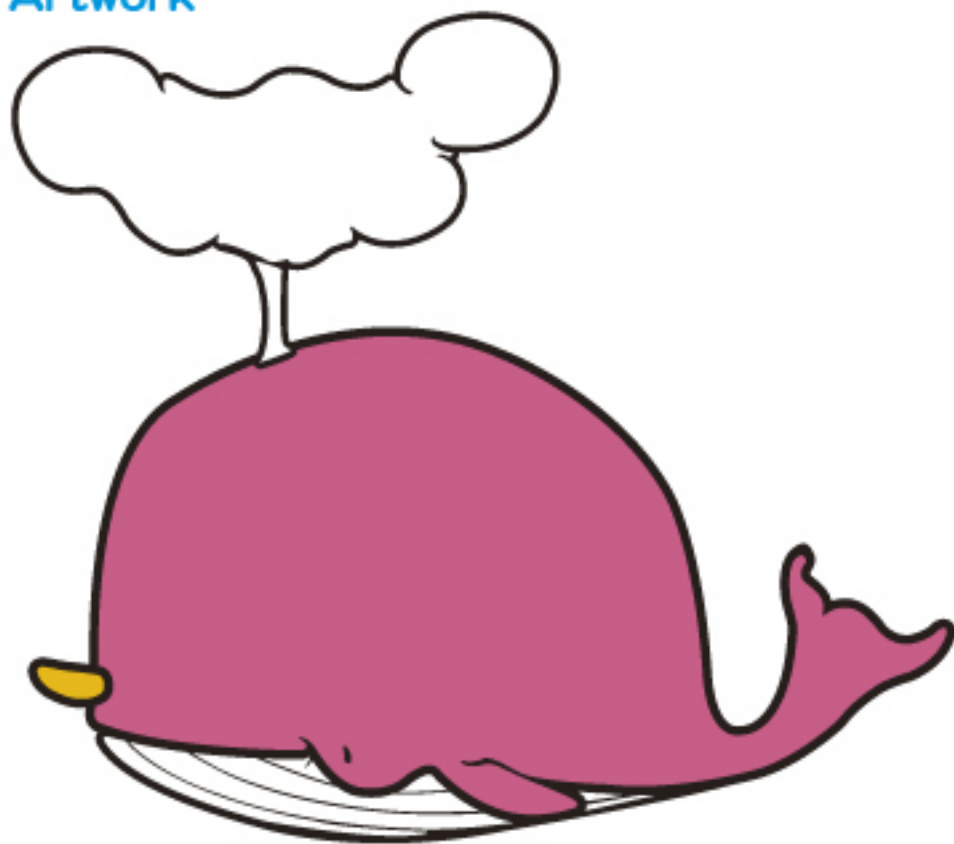


ArwekPolar\_004



ArwekPolar\_005

Nine O'clock Artwork



Artworkline 9'0ok\_081

## Barb Artwork



Arwork:Barb\_001



Arwork:Barb\_002



Arwork:Barb\_003



Arwork:Barb\_004



Arwork:Barb\_005

## Babi Artwork



Arwork:Babi\_001



Arwork:Babi\_002



Arwork:Babi\_003



ArtworkSubool\_Poses\_001



ArtworkSubool\_Poses\_002



ArtworkSubool\_Poses\_003



ArtworkSubool\_Poses\_004



ArtworkSubool\_Poses\_005



ArtworkSubool\_Poses\_006



ArtworkSubool\_Poses\_007



ArtworkSubool\_Poses\_008



ArtworkSubool\_Poses\_009



ArtworkSubool\_Poses\_010



ArtworkSubool\_Poses\_011



ArtworkSubool\_Poses\_012



ArtworkSubool\_Poses\_013



ArtworkSubool\_Poses\_014



ArtworkSubool\_Poses\_015



ArtworkSubool\_Poses\_016



ArtworkSubool\_Poses\_017



ArtworkSubool\_Poses\_018



ArtworkSubool\_Poses\_019



ArtworkSubool\_Poses\_020



ArtworkSubool\_Poses\_021



ArtworkSubool\_Poses\_022



ArtworkSubool\_Poses\_023



ArtworkSubool\_Poses\_024



ArtworkSubool\_Poses\_025



ArtworkSubool\_Poses\_026



ArtworkSubool\_Poses\_027



ArtworkSubool\_Poses\_028



ArtworkSubool\_Poses\_029



Arwerk:Bubool\_Poses\_030



Arwerk:Bubool\_Poses\_031



Arwerk:Bubool\_Poses\_032



Arwerk:Bubool\_Poses\_033



Arwerk:Bubool\_Poses\_034



Arwerk:Bubool\_Poses\_035



Arwerk:Bubool\_Poses\_036



Arwerk:Bubool\_Poses\_037



Arwerk:Bubool\_Poses\_038



Arwerk:Bubool\_Poses\_039



Arwerk:Bubool\_Poses\_040



Arwerk:Bubool\_Poses\_041



Arwerk:Bubool\_Poses\_042



Arwerk:Bubool\_Poses\_043



Arwerk:Bubool\_Poses\_044



Arwerk:Bubool\_Poses\_045



Arwerk:Bubool\_Poses\_046



Arwerk:Bubool\_Poses\_047



Arwerk:Bubool\_Poses\_048



Arwerk:Bubool\_Poses\_049



Arwerk:Bubool\_Poses\_050



Arwerk:Bubool\_Poses\_051



Arwerk:Bubool\_Poses\_052



Arwerk:Bubool\_Poses\_053



Arwork:flubool\_Poses\_054



Arwork:flubool\_Poses\_055



Arwork:flubool\_Poses\_056



Arwork:flubool\_Poses\_057



Arwork:flubool\_Poses\_058



Arwork:flubool\_Poses\_059



Arwork:flubool\_Poses\_060



Arwork:flubool\_Poses\_061



Arwork:flubool\_Poses\_062



Arwork:flubool\_Poses\_063



Arwork:flubool\_Poses\_064



Arwork:flubool\_Poses\_065



Arwork:flubool\_Poses\_066



Arwork:flubool\_Poses\_067



Arwork:flubool\_Poses\_068



Arwork:flubool\_Poses\_069



Arwork:flubool\_Poses\_070



Arwork:flubool\_Poses\_071



Arwork:flubool\_Poses\_072



Arwork:flubool\_Poses\_073



Arwork:flubool\_Poses\_074



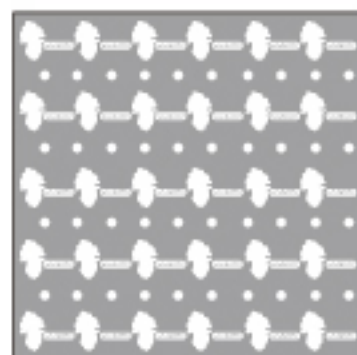
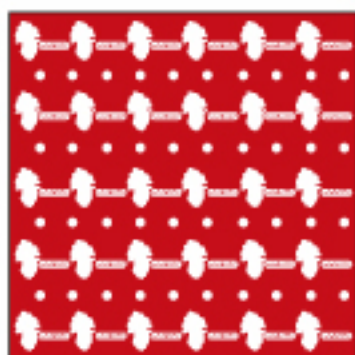
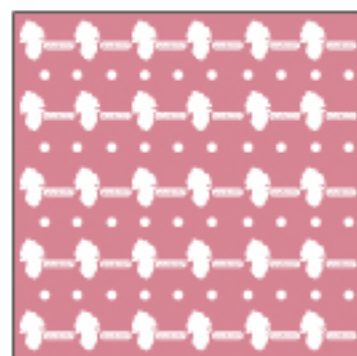
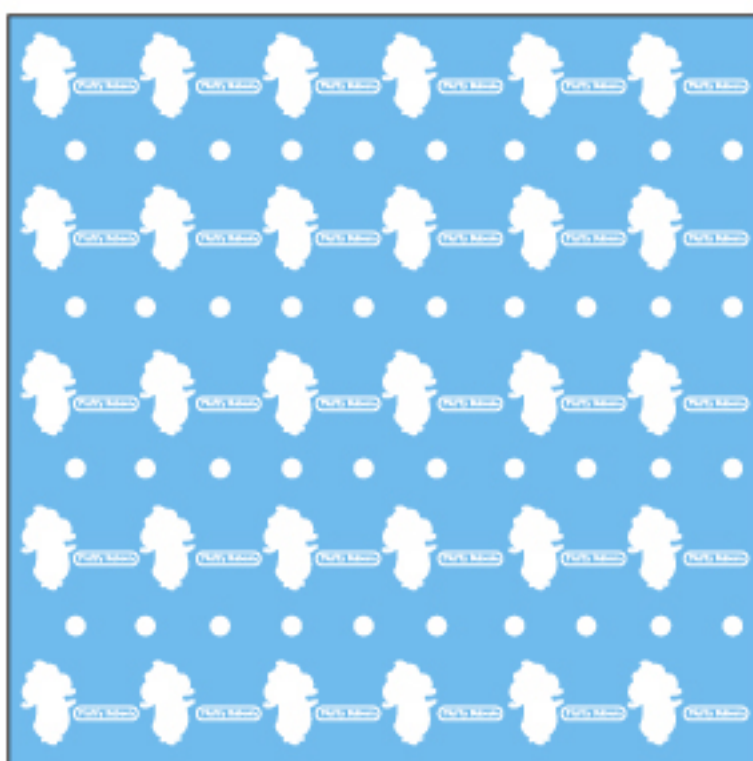
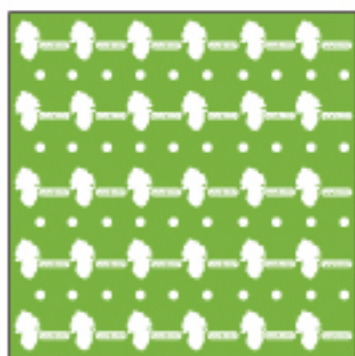
Arwork:flubool\_Poses\_075



Arwork:flubool\_Poses\_076



Arwork:flubool\_Poses\_077



ArwerkBubool\_Art\_001



ArwerkBubool\_Art\_002



ArwerkBubool\_Art\_003



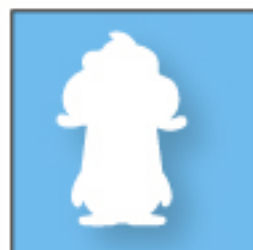
ArwerkBubool\_Art\_006



ArwerkBubool\_Art\_007



ArwerkBubool\_Art\_008



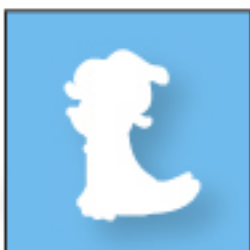
ArwerkBubool\_Art\_004



ArwerkBubool\_Art\_005



ArwerkBubool\_Art\_009



ArwerkBubool\_Art\_010



Answer: Bubool\_Art\_011





# Patterns



Amek Bubool\_Art\_013





Amek Bubool\_Art\_014

