



# AFFILIATES GUIDELINES



JULY 2020

Dear Affiliate,

As part of the Disneyland Paris Affiliate Program, You must participate to **preserve Disneyland Paris brand image**.

**Brand equity** and **brand safety** are at the center of our interests. Indeed, it's **vitaly important** that we **protect** the **integrity** and **value** of the **Disneyland Paris brand** at all times.

Throughout the world, the Disney name is synonymous with the **highest quality entertainment**. The impact of the **visual identity** is **immediate** and **powerful**, so only by protecting it we can **preserve the reputation** for **quality** that Disney has earned over the past **90 years**.

In order to **protect the magic** and **avoid the promulgation of non official information** about our destination, but also **secure an image of quality to Your website**, the Affiliate must respect the following guidelines.

These guidelines are coming **in addition to The Affiliates Program Rules**.

Your Disneyland Paris Affiliate Team

# OBJECTIVES

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- This document is the reference document for affiliates to respect the affiliation rules, dos and don'ts, in order to have a successful collaboration.
- The document comes in addition to the Affiliate's program rules, which has been provided to You when subscribing to the Disneyland Paris program.
- The objective of the document is to inform affiliates how to communicate Disneyland Paris with respect of the brand image.
- This document may evolve to picture the strategy and brand guidelines of our Resort. You will be informed by Disneyland Paris, Artefact and/or TradeDoubler in case of an updated version.



## WHAT THE DOCUMENT IS ABOUT :

Affiliates guidelines to assure the correct use of Disneyland Paris brand and the respect of the affiliation rules.



## WHAT THE DOCUMENT IS NOT ABOUT:

A guide to improve your business performances.

A guide to control your website communication.

The full legal affiliation rules.

# CONTENTS

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- I. Main criteria for a Disneyland Paris Affiliate
- II. Affiliate's Search Engine Advertisement
- III. Information's sources : Where to get official information ?
- IV. Affiliate's assets
  - Where to find them ?
  - How to correctly use :
    - Links
      - Affiliate's tracking links
    - Visuals
      - Advertising Banners
      - Emailing
      - Disney characters
      - Logo
      - Copyrights
    - Wording
      - Trademarks
      - Nomenclature
      - Advertising
- V. Guidelines for negotiated placements

# DISNEYLAND PARIS AFFILIATE

## Golden Rules to be a Disneyland Paris affiliate?



Appropriate website



Official information



Respect brand guidelines

## What is prohibited as a Disneyland Paris affiliate ?



Affect adversely  
Disneyland Paris' image



Inappropriate content  
(violence, pornographic,  
arms, hate speech, ...)



Political content



Discrimination



Bidding on brand key  
words (see next page)



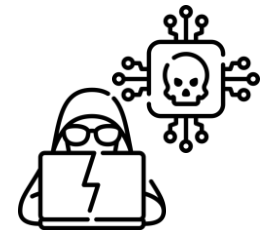
www....disneylandparis...com  
www....eurodisney...com

Use "Euro Disney" nor  
"Disneyland Paris" in your  
domain/sub-domain, if not  
approved by Disneyland Paris.

For amendments, please send  
your project to Disneyland Paris.



Give the impression or convey,  
that You legally represent  
Disneyland Paris



Have any malware, spyware,  
adware, viruses, software or  
proxy-services which change URLs,  
and any harmful content

# AFFILIATES SEARCH ENGINE ADVERTISEMENT

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Search Engine Advertisement is prohibited on the following words :



**All keywords related to the brand “Disney” and its franchises, such as :**

Disney

Euro Disney

Disneyland

Disneyland Paris

Disneyland Resort Paris

Disney Paris

Euro Disney Paris

Walt Disney Studiso

Disney Parks + name of Disney characters

Keyword combinations (e.g. “Disneyland voucher”)

Misspelling (e.g. “Disneyland”)

Other registered trademarks / licenses of Euro Disney in any language

For the Organic Search of the search engines (standard result display, also referred to as Search Engine Optimization), **Disneyland Paris shall only be used to communicate Disneyland Paris’s advertisement with a direct link to the associated landing page.**

The usage of Euro Disney and/or Disneyland Paris either in or as part of a domain / sub-domain is strictly prohibited.

# INFORMATION'S SOURCES :

## WHERE TO GET OFFICIAL INFORMATION ?



Official information is made available on the official channels of Disneyland Paris, as described on the right.

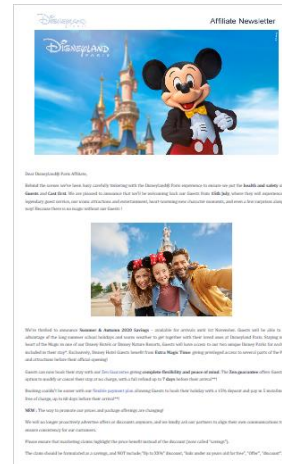
Consult the Disneyland Paris or Artefact before relying any press articles related to Disneyland Paris, which has not been a part of the official communication.



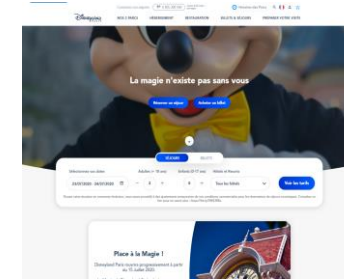
Do not relay press communication if it has not been previously announced by Disneyland Paris or The Walt Disney Company, in order to not relay and create speculation about unofficial information (included information relayed on fans blogs). This will give to Your website a reputation of high-quality information and good image.

Fake news or not official news are strictly prohibited.

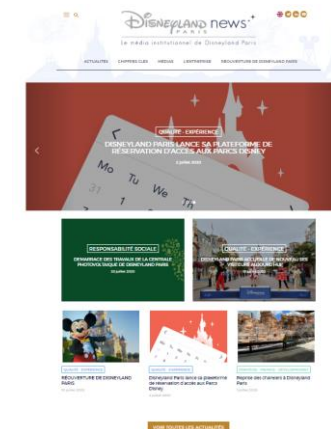
**What is a fake news ?** All information that hasn't been relayed by the documents mentioned on this page, from Disneyland Paris and/or The Walt Disney Company.



Affiliate Newsletter



Disneyland Paris website  
<http://www.disneylandparis.com>



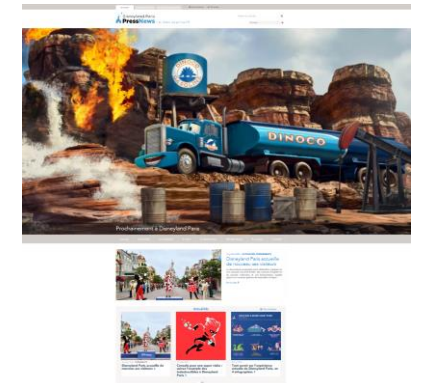
Disneyland Paris press websites

[disneylandparis-news.com](http://disneylandparis-news.com)

<https://news.disneylandparis.com/>



Social medias  
@DisneylandParis



+ All other **official** documents

(press kit, InsidEars communications, The Walt Disney Company communication)

# AFFILIATE'S ASSETS

- **WHERE TO FIND THEM ?**  
Where to find affiliate's assets ?
- **HOW TO USE THEM ?**

# AFFILIATE'S ASSETS : WHERE TO FIND THEM ?

**Disneyland Paris Assets** (banners, links, emailings, ...) are made **available by :**

Trade**doubler**

**In your account :**

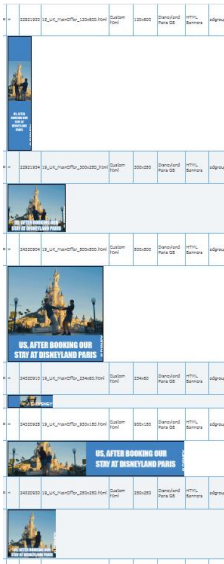
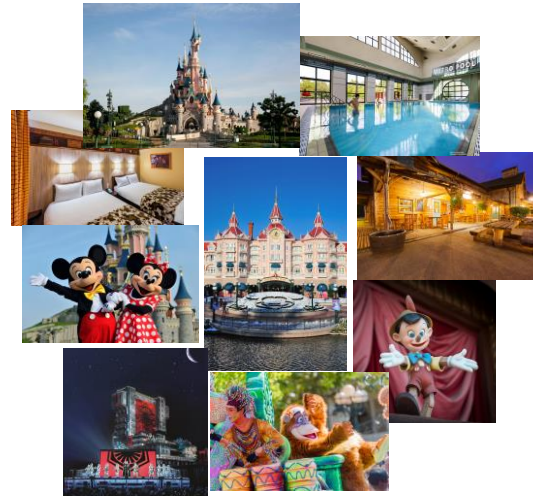
- Tracked links
- Dynamic & static banners with IAB formats

**Please contact the Affiliation team for :**

## Static banners with specific formats, backgrounds, Emailings



Click [here](#) to access to the pictures of our destination



**For asset's amendments** You must submit the **request to** Disneyland Paris or Artefact :

- **At least ten (10) working days** before the publication,
- Specify the media, duration and context of the use.



**It is forbidden to :**

- Use other assets from other sources than the ones indicated here
- Use **own created assets**
- Do **photo montage**
- **Place own text** on approved assets
- Use **outdated assets** nor **promotions**

# AFFILIATE'S ASSETS

- WHERE TO FIND THEM ?

- HOW TO CORRECTLY USE THEM ?

## LINKS



Affiliate's tracking links

Advertising banners

Emailing

Disney Characters

Logo

Copyrights

Registered Trademarks

Nomenclature

# AFFILIATE'S TRACKING LINKS

In order to enable us to reward properly your work as a business provider, you must use correct tracking links.



- Only use tracking links available in the Affiliate Platform **Tradedoubler**
- In the case you don't find the link you are looking for, please contact Disneyland Paris or Artefact team.
- Tracked links have to be **linked to an actual and visible advertising** of Disneyland Paris on Your website.



- Not obscure and / or modify the tracking link yourself and / or the referrer by using specific programs.
- Not place tracking links with misspelling (typo squatting); for example "dinseylandparis.com".
- Any type of **cookie dropping** is strictly forbidden.
- You are not allowed to **deeplink towards the booking engine**, and this until further notice.



A registered website...



...redirecting users on Disneyland Paris website ...



...to generate sales...



...with a correct tracking link ...

[https://clkde.tradedoubler.com/click?p=xxxxxxx  
&a=xxxxxxx&g=xxxxxxx](https://clkde.tradedoubler.com/click?p=xxxxxxx&a=xxxxxxx&g=xxxxxxx)



DO



get commissions on sales because Disneyland Paris won't be able to track the sale

DON'T



...without tracking link or incorrect tracking link...



can't get commissions on sales because Disneyland Paris won't be able to track the sale

# AFFILIATE'S ASSETS

- WHERE TO FIND THEM ?

- **HOW TO CORRECTLY USE THEM ?**

Affiliate's tracking links

Advertising banners

Emailing

Disney Characters

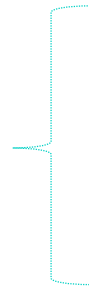
Logo

Copyrights

Registered Trademarks

Nomenclature

VISUALS



# HOW TO CORRECTLY USE ADVERTISING BANNERS ?

## BANNERS USAGE

Disneyland Paris Assets are provided to You for the **purpose of the communication of a specific marketing campaign**.

The **Assets** shall :

- Be used only for the **purpose**, in the **context of the advertisement** and in **accordance with the conditions** of such marketing campaign.
- Be used only in the **timeframe** communicated for such marketing campaign, and must be withdrawn as soon as this timeframe ends.
- **Direct users to the appropriate landing page**, as per the conditions and guidelines provided.
- **Not be modified** by your own (photo montage, cropped, flipped, ...).



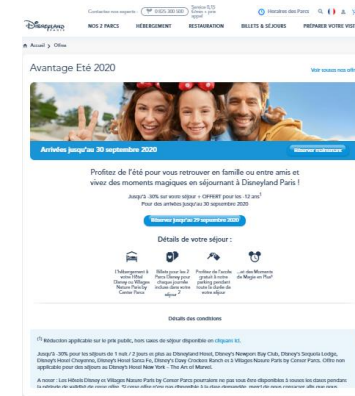
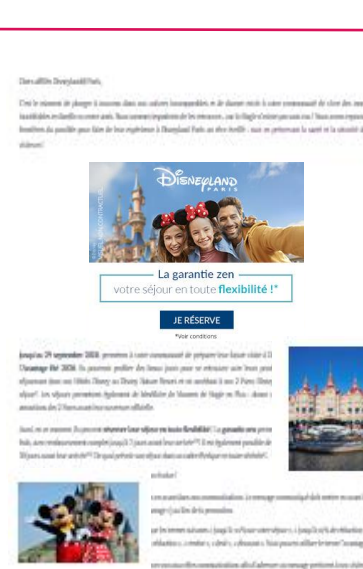
Example :

Advertising campaign of summer (from July 1<sup>st</sup> to August 31<sup>st</sup>)

Landing page : [www.disneylandparis.com/fr-fr/summercampaign](http://www.disneylandparis.com/fr-fr/summercampaign)

July 1st

August 31st



[www.disneylandparis.com/fr-fr/summercampaign](http://www.disneylandparis.com/fr-fr/summercampaign)



Advertising banner **integrated in a Disneyland Paris article**  
Banner used during the **timeframe** of the campaign  
Direct users to the **correct landing page**

# HOW TO CORRECTLY USE EMAILING ?

## EMAILING USAGE

As a sender of advertising emailing on behalf of Disneyland Paris, you must respect the following guidelines according to the case.

For **dedicated emailing**, you must :

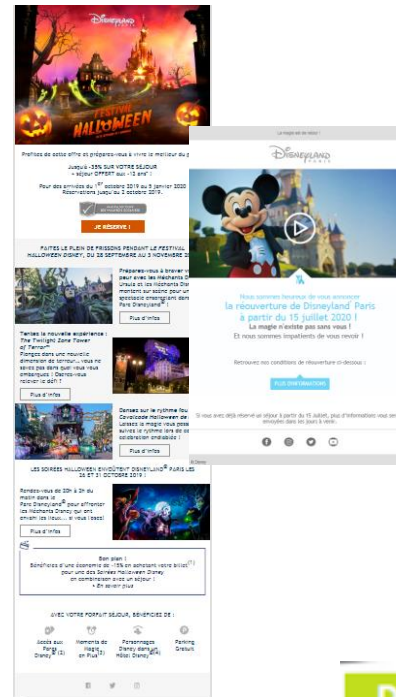
- Use **Disneyland Paris emailing kit** which will be provided to you by Artefact.
- Use the **subject provided** by Disneyland Paris
- Indicate the sender as “[web site name] on behalf of Disneyland Paris”.

For **emailing which includes other brands**, you must :

- Send for approval the emailing’s preview to Disneyland Paris, through Artefact.



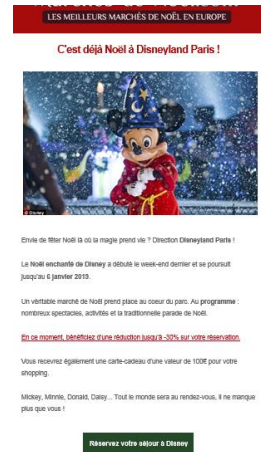
Use emailing kits provided by Disneyland Paris  
Or own emailings when there is several brands advertisement



DO



Do not create own dedicated emailing



DON'T

# HOW TO CORRECTLY USE DISNEY CHARACTERS ?

## DISNEY CHARACTER USAGE

Disney Characters are our most valuable asset. For this reason, they cannot be used as sales people.

- Disney Characters **must be seen as entertainers**, and **not as promoters or endorsers**. They must also be shown in an **environment that is relevant to them**, ie. within a Disneyland® Paris environment.
- Disney Characters **cannot hold, touch, gesture, look at, or 'speak' about offers, prices or non-Disney products**.
- Disney Characters **must not be used to endorse any third party brand**, and must appear separate and distinct from another company's name, logo and contact details.



DO NOT use Disney Characters as sales people.

# HOW TO CORRECTLY USE DISNEY CHARACTERS ?

## DISNEY CHARACTER USAGE

- DO NOT flip Disney Characters (or *Sleeping Beauty Castle*)



DO



DON'T

- DO NOT modify approved Disney Character scaling



DO



DON'T

# HOW TO CORRECTLY USE DISNEY CHARACTERS ?

## DISNEY CHARACTER REPETITION

Do not use the same Disney Character multiple times within one page or double page spread.

In the eyes of the consumer there is only one Mickey Mouse! This rule also applies to the use of Disney Characters on web pages, even if each repeated Character image is separated by a scroll.

Disney Character usage is carefully monitored, and sometimes the use of a Disney Character may not be permitted. Please ask your Disneyland® Paris contact for clarification.

Note that in the same vein, animated Disney Characters and those photographed in the Disney® Parks cannot be shown together within the same creative space.



DO NOT repeat Disney Characters on the same page.

# HOW TO CORRECTLY USE DISNEY CHARACTERS ?

## DISNEY CHARACTER PHOTOGRAPHY

Official photography has been created to make the Disneyland Paris story come to life. Please only use supplied photography for your project.

Photo montages are not permitted. Images may be cropped where necessary, as long as your Disneyland® Paris contact has agreed in advance, but must not be distorted or stretched.

- Only use Disneyland Paris approved photography, logos and graphics as supplied. Non-Disneyland Paris supplied photography must never be used in association with the Disney® Parks.
- Never place text or non Disney logos or graphics within Disney imagery.



DO NOT crop images.

# HOW TO CORRECTLY USE DISNEY CHARACTERS ?

## DESTINATION IMAGES - FOR DIGITAL USAGE

In addition to the guidelines and requirements outlined on the previous page, please also bear in mind these web-specific points.

- Ensure all images are crisp and there is no pixellation when resizing.
- Images must not be distorted or stretched to fit your space, even for leaderboards or skyscrapers.
- Images may be cropped if necessary, with agreement from your Disneyland® Paris contact, but it is your responsibility to find an image which fits the required space.
- You must feature a caption immediately next to each image, to ensure the information is viewed on the same screen as the image itself.
- As website screen resolution is less than a third of that of print, please ensure the image details are still visible and easy to make out.
- Some images will reproduce better than others on screen. When selecting imagery for use on the web, please consider the following preferred criteria:
  - Simple composition with prominent figure(s) in foreground
  - High contrast levels
  - Simple 'icon' images
- When using an image to represent Disneyland Paris in web banners, please use iconic images (eg. Sleeping Beauty Castle).



DO NOT stretch images.

# HOW TO CORRECTLY USE DISNEYLAND PARIS LOGO ?

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This graphic chart will help you to know which Disneyland® Paris logo to use in all your communication campaigns.

You will find directions on colour, size, safe zone and incorrect uses.

Please contact the Disneyland® Paris Creative Department for more details and approvals

# HOW TO CORRECTLY USE DISNEYLAND PARIS LOGO ?

## Primary Logo

The primary logo is used on coloured or photographic backgrounds, and never on white.

## Minimum size

The minimum sizes, noted above, differ based on print or web applications.

## Clear space

Leave plenty of space around the logo.

The minimum clear space equals the height of the “Disneyland” ‘y’.



# HOW TO CORRECTLY USE DISNEYLAND PARIS LOGO ?

If the silver version is illegible against a coloured background, you may use the grey or white version of the logo. When color reproduction is limited to black or white printing, use the solid black version of the logo:

## Soft Grey logo

Our Soft Grey logo is used on white backgrounds only.



REF: HD14180

Minimum size



Print = 20 mm width



Web = 60 px width

## White logo

Our White logo is used only when the legibility of the primary logo is in question on a coloured or photographic background.



REF: HD12701

## Black logo

Our Black logo is used for black and white printing only.



Minimum size



Print = 20 mm width



Web = 60 px width



For more info visit  
[pixiecloud.disney.com](https://pixiecloud.disney.com)  
Conditions may apply

# HOW TO CORRECTLY USE DISNEYLAND PARIS LOGO ?

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## CHOOSE THE CORRECT LOGO

### Primary

The primary logo is used on colour photographic backgrounds.



Photo



Colour

### Soft Grey

White background only.



### White

Coloured or photography background when the primary logo is not legible.



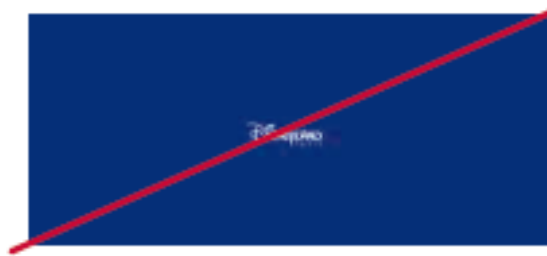
# HOW TO CORRECTLY USE DISNEYLAND PARIS LOGO ?

## INCORRECT USES

DO NOT :



Use the primary logo on white and light backgrounds.



Reduce the size below the approved minimum size.



Distort the logo.



Substitute colours.



Tilt the logo.



Change colours to fit background.

# HOW TO CORRECTLY USE DISNEYLAND PARIS LOGO ?

## DISNEYLAND® PARIS LOGO USED WITHIN PARTNER CONTEXT

To protect Disneyland® Paris equity, it is vitally important to represent the brand through its logos with complete consistency.

If using full colour Disneyland® Paris logo, it should be displayed on a solid, light coloured background. If your project requires a dark background colour, you may use the reversed versions of the logos.

It needs to be clear that you are the operator, and that you are selling the Disneyland Paris destination. Your logo and corporate style should be prominent.

The Disneyland Paris logo should be 25% smaller than yours, it cannot be altered in any way (eg. angled or distorted), and it should not be repeated on the same page.

There may be minor exceptions when using templates provided by Disneyland Paris.



# HOW TO CORRECTLY USE COPYRIGHTS © ?

Various Disney franchises require specific copyrights. Placement of Disney copyrights is mandatory and a legal requirement.

Please ensure that the following copyrights are included where appropriate.

Check ©

- When Disney franchises are featured: “©Disney” must be included once on every page, or once on each double-page spread.
- When Pixar franchises are featured: “©Disney/Pixar” must be included once on every page, or once on each double-page spread.
- Ideally positioned at the bottom right hand corner at the vertical.
- Do not position on a Disney Character and/or Sleeping Beauty Castle.

Note: the mock-up opposite is a typical example of positioning and size.

Depending on the creative assets, the copyrights are the following:

- ©Disney
- ©Disney/Pixar
- ©Disney © 2020 MARVEL. (© MARVEL. For real products)
- ©Disney © & TM 2020 Lucasfilm Ltd.

Multi-franchises: if all the franchises are present, the copyrights must always be placed in the following prioritized order: ©Disney/Pixar © 2020 MARVEL. © & TM 2020 Lucasfilm Ltd.



DO NOT make the © too dominant.

# AFFILIATE'S ASSETS

- WHERE TO FIND THEM ?

- **HOW TO CORRECTLY USE THEM ?**

Affiliate's tracking links

Advertising banners

Emailing

Disney Characters

Logo

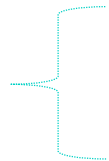
Copyrights

**Registered Trademarks**

**Nomenclature**

**Advertising**

**WORDING**



# HOW TO CORRECTLY USE REGISTERED TRADEMARKS ® ?

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Remember that for Disneyland® Paris, registered marks must be used where applicable.

The ® is required once in any headline and once in body copy. If you're referring to Disneyland® Paris more than once in body copy, the ® is not necessary after the first inclusion (Note: Please refer to «nomenclature» on the next page for other registered trademarks).

The ® should be **4-6 point sizes smaller** than the copy it's next to.

Please always use 'Disneyland® Paris' in full, and not Euro Disney or Euro Disneyland.

Disneyland® Paris

DO

Disneyland® Paris

DON'T

DO NOT reproduce the ® trademark as the same size as the text.

# HOW TO CORRECTLY USE THE NOMENCLATURE ?

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Nomenclature refers to the Disneyland® Paris names, attractions, products, restaurants and entertainment areas.

The role of nomenclature is very important **when talking about Disneyland® Paris**. Most of our nomenclature is inspired by Disney stories and fairy tales - all of which have a strong and intimate meaning for the consumer.

Consistent and accurate application of nomenclature is essential to avoid consumer confusion and disappointment. From a legal perspective, consistent application of nomenclature is essential to maintain the proprietary rights to the names that the Walt Disney Company has registered or otherwise owns. Improper use will affect the legal protection of Disney's equities.

- Please avoid cutting official nomenclature on 2 lines.
- Do not talk about some Disney Characters or attractions as "favorite" they are all loved the same way (same thing for films).
- Products, attractions and restaurants names must be in italic in body copy only (not in titles).
- No ® on Disney Characters
- Do not talk about Characters when referring to Marvel Super Heroes

# HOW TO CORRECTLY USE THE NOMENCLATURE ?

English version – all languages, except French, use English nomenclature (except for few cases)

Disney® Parks	Disney® Hotels & Resorts	Others
<b>Disneyland® Park</b>	<b>Disney® Hotel(s)</b>	PhotoPass™+
Main Street, U.S.A.®	Disneyland® Hotel	FASTPASS®
Frontierland	Disney's Hotel New York – The Art of Marvel	Single Rider
Adventureland	Disney's Newport Bay Club	Lake Disney
Fantasyland	Disney's Sequoia Lodge	Golf Disneyland®
Discoveryland	Disney's Hotel Cheyenne	Disney Village® (/!\ Never use "the")
<b>Walt Disney Studios® Park</b>	Disney's Hotel Santa Fe	Buffalo Bill's Wild West Show... with Mickey and Friends!
Front Lot	Disney's Davy Crockett Ranch	Disney Express
Toon Studio		Extra Magic Time
Production Courtyard	Villages Nature® Paris by Center Parcs	Disney Characters
Backlot		

# HOW TO CORRECTLY USE THE NOMENCLATURE ?

## French version

Parcs Disney®	Hôtels & Resorts Disney®	Autres
<b>Parc Disneyland</b>	<b>Hôtel(s) Disney®</b>	PhotoPass™+
Main Street, U.S.A. ®	Disneyland® Hotel	FASTPASS®
Frontierland®	Disney's Hotel New York® – The Art of Marvel	Single Rider
Adventureland®	Disney's Newport Bay Club®	Lac Disney
Fantasyland®	Disney's Sequoia Lodge®	Golf Disneyland®
Discoveryland	Disney's Hotel Cheyenne®	Disney Village® /!\ Ne jamais utiliser "le" / "au"
<b>Parc Walt Disney Studios®</b>	Disney's Hotel Santa Fe®	La Légende de Buffalo Bill... avec Mickey et ses Amis !
Front Lot	Disney's Davy Crockett Ranch®	Disney Express
Toon Studio®		Moments de Magie en Plus
Production Courtyard®	Les Villages Nature® Paris	Personnages Disney

# HOW TO CORRECTLY **ADVERTISE** DISNEYLAND PARIS ?

## ADVERTISING WORDING

Disneyland Paris is an high quality entertainment destination and our strategy is to capitalize in our brand image. Therefore, our communication is focusing on our destination and the advantage of our products. We **do not promote discounted offers**, but why customers should visit us. In order to respect the identity of the brand, we ask our partners to **align their own communications with our advertising communication**, to ensure consistency for our customers.



### On your communication, please highlight :

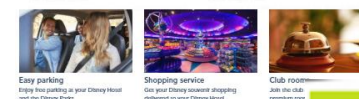
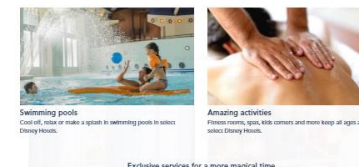
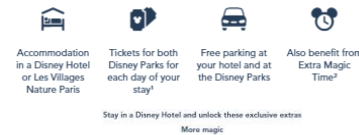
- **Reasons and advantages** to stay at a Disney Hotel, book a ticket, annual pass, etc.
- **Content that guests can enjoy in the Parks** (entertainments, shows, etc.). When advertising the destination, it's important always to **communicate the breadth and scope** of the brand experience.
- Packages and price benefit instead of the discount.
- **Reasons and advantages** to book through disneylandparis.com



### Do not :

- **Use the term “offer” nor “discount”**, but the word “advantage” or “saving” (in UK).
- **No discount communication** should appear. The claim should be formulated as an advantage, and NOT include the formulation “Up to XX%” discount nor “Kids go free”.

#### Your package includes:



Discover  
Disneyland Paris  
**offer** for summer  
arrivals.

**DON'T**



Up to -xx% of  
discount on  
Disneyland Paris  
tickets.

**DON'T**



Summer  
Advantages :  
Bring your family  
to experience the  
magic.

**DO**

**DO**

# GUIDELINES FOR NEGOTIATED PLACEMENTS

## SPONSORED PLACEMENTS

In the case a special placement has been negotiated between You and Disneyland Paris (through Artefact or TradeDoubler); You must respect the following rules.



**Submit the sponsored editorial content for approval** to Disneyland Paris, Artefact or TradeDoubler :

- At least **ten (10) working days** before the publication
- Specify the **media, duration and context** of the use considered

**In case of modifications requested** by Disneyland Paris, in whole or in part, of the created sponsored editorial content, **You must**

- **Correct it**
- **Send it back for another approval**, until Disneyland Paris give the final approval.

Any publication of a sponsored editorial content, without Disneyland Paris approval or modifications requested, will **cancel the negotiated deal**, and the Affiliate will not be paid the negotiated fix fee / commission increase. Disneyland Paris reserves the right to also cancel the commissions related to the publication time period.



**Do not :**

**Do not publish a sponsored editorial content before receiving Disneyland Paris approval.**

In **case of termination of the partnership**, the affiliate shall **remove any advertising materials and all links** which forward to websites owned by Disneyland Paris by **immediate effect**. The affiliate **shall not continue to present, promote** or otherwise **utilize Disneyland Paris Assets**.

Linked to our Affiliation program rules, any **leak of confidential information** will lead to a **removal from the program** and the **cancellation of the commissions** related to the publication time period.

Disneyland Paris has the right to **cancel an existing partnership** at any time and / or to **retain generated commissions** for **legitimate reasons** and for the **non-respect of one of the rules** mentioned on this document and on the *Rules of the affiliate program* document.

thank you!