

NORM OF THE NORTH

STYLE GUIDE





NORM OF THE NORTH

SYNOPSIS

A polar bear of many words, Norm's greatest gripe is simple: there is no room for tourists in the Arctic. But when a maniacal developer threatens to build luxury condos in Norm's own backyard, Norm does what all normal polar bears would do...he heads to New York City to stop it. With a cast of ragtag lemmings at his side, Norm takes on the big apple, big business and a big identity crisis to save the day.

© 2015 NORM HOLDINGS, LLC. ALL RIGHTS RESERVED.



MEET THE CHARACTER

NORM

Norm is an atypical polar bear in his 30's. He is destined to be future king of the arctic yet lacks the traditional necessities. Traits that are typically only found in humans, Norm possesses. He speaks, dances, and emotes like a real human being. He is forced to determine whether these traits are a gift or a curse.

POSES: NORM



NOTN_POSES_NORM_01.PSD



NOTN_POSES_NORM_02.PSD



NOTN_POSES_NORM_03.PSD

POSES: NORM



NOTN_POSES_NORM_04.PSD



NOTN_POSES_NORM_05.PSD



NOTN_POSES_NORM_06.PSD

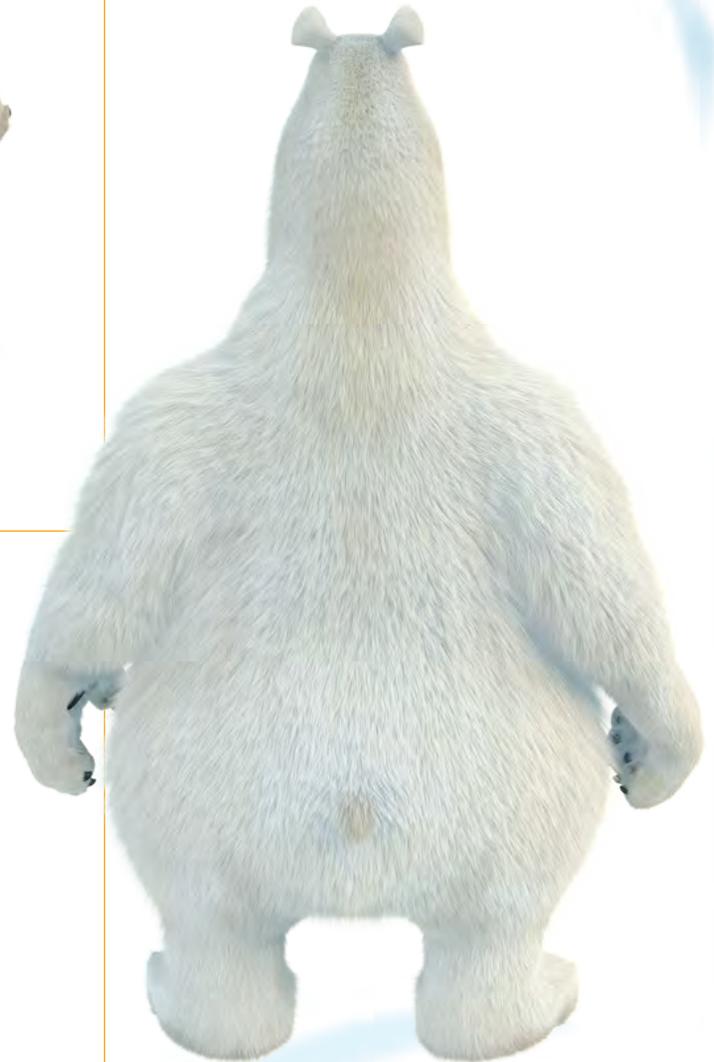
POSES: NORM



NOTN_POSES_NORM_07.PSD



NOTN_POSES_NORM_08.PSD



NOTN_POSES_NORM_09.PSD

POSES: NORM



NOTN_POSES_NORM_10.PSD



NOTN_POSES_NORM_11.PSD



MEET THE CHARACTERS

3 LEMMINGS

The Three Lemmings are Norm's best friends - his bodyguards - his accomplices. They stand proudly by his side throughout his journey. Though they are the smallest animals in the Arctic, they are indestructible. What they lack in size they make up for in a wide range of skills that prove to be extremely helpful while traveling with Norm.

POSES: 3 LEMMINGS



NOTN_POSES_LEMMINGS_01.PSD



NOTN_POSES_LEMMINGS_02.PSD

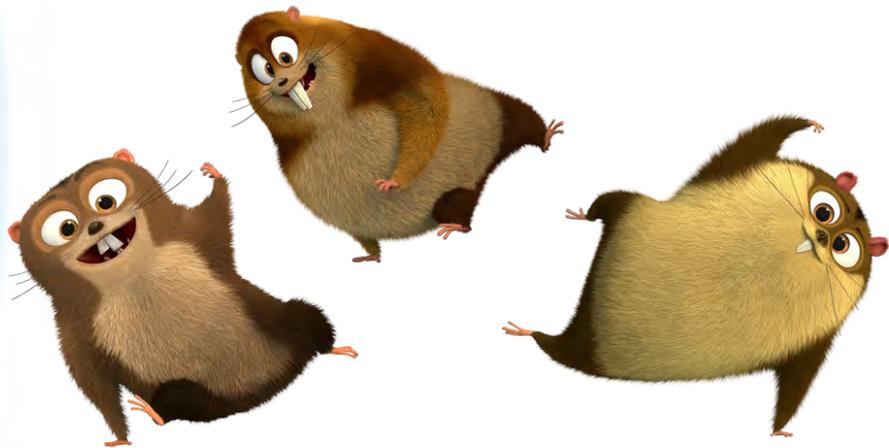


NOTN_POSES_LEMMINGS_03.PSD



NOTN_POSES_LEMMINGS_04.PSD

POSES: 3 LEMMINGS



NOTN_POSES_LEMMINGS_05.PSD



NOTN_POSES_LEMMINGS_07.PSD



NOTN_POSES_LEMMINGS_08.PSD

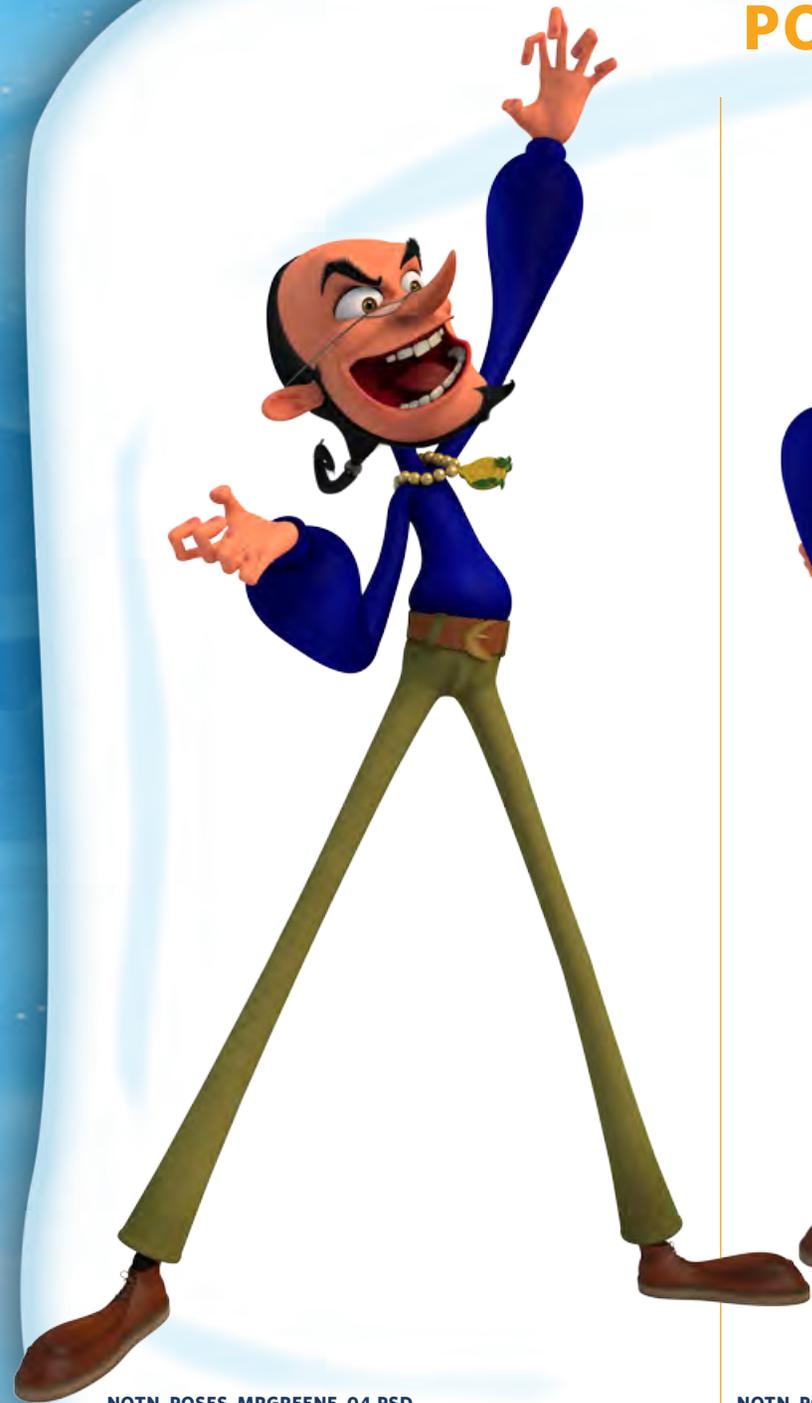


MEET THE CHARACTER

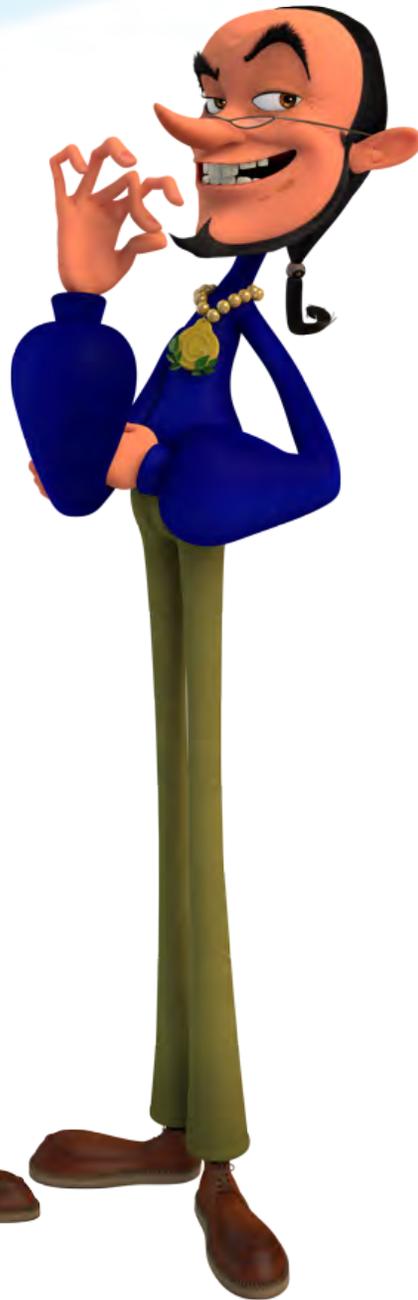
MR. GREENE

Mr. Greene is a skinny new age executive turned guru with long charcoal hair. He is owner and creator of Greene Homes, a high-class real estate development company that builds homes in distressed areas. Greene's moral compass is extremely broken - caring more about personal profits than how his actions affect those around him.

POSES: MR. GREENE



NOTN_POSES_MRGREENE_04.PSD



NOTN_POSES_MRGREENE_05.PSD



NOTN_POSES_MRGREENE_06.PSD

POSES: MR. GREENE



NOTN_POSES_MRGREENE_01.PSD



NOTN_POSES_MRGREENE_02.PSD



NOTN_POSES_MRGREENE_03.PSD



MEET THE CHARACTER

VERA

Vera is a gorgeous, extremely talented marketing executive at Greene Homes. She is a good person working for a bad man. As a single mother, Vera cares more about her daughter's success and happiness than her own. This makes her an easy target for Greene's manipulations.

POSES: VERA



NOTN_POSES_VERA_01.PSD



NOTN_POSES_VERA_02.PSD



NOTN_POSES_VERA_03.PSD



MEET THE CHARACTER

OLYMPIA

Olympia is Vera's pre-teen genius daughter. Her wisdom stretches far beyond her years. Though she is typically the youngest in the group, she is by far the smartest. She is constantly bestowing bits of helpful information, tips, and suggestions on those around her.

POSES: OLYMPIA



NOTN_POSES_OLYMPIA_01.PSD



NOTN_POSES_OLYMPIA_02.PSD



NOTN_POSES_OLYMPIA_03.PSD



MEET THE CHARACTER

SOCRATES

Socrates is the sarcastic, wise arctic sage. His world travels have made him jaded. Though he seems to lack a filter and his words tend to be harsh, he truly wants to guide Norm in the proper direction. He is one of the only ones that sees Norm's potential to be future king.

POSES: SOCRATES



NOTN_POSES_SOCRATES_01.PSD



NOTN_POSES_SOCRATES_02.PSD

POSES: SOCRATES



NOTN_POSES_SOCRATES_03.PSD



NOTN_POSES_SOCRATES_04.PSD

POSES: GROUP



NOTN_POSES_GROUP_01.PSD



NOTN_POSES_GROUP_02.PSD

POSES: GROUP

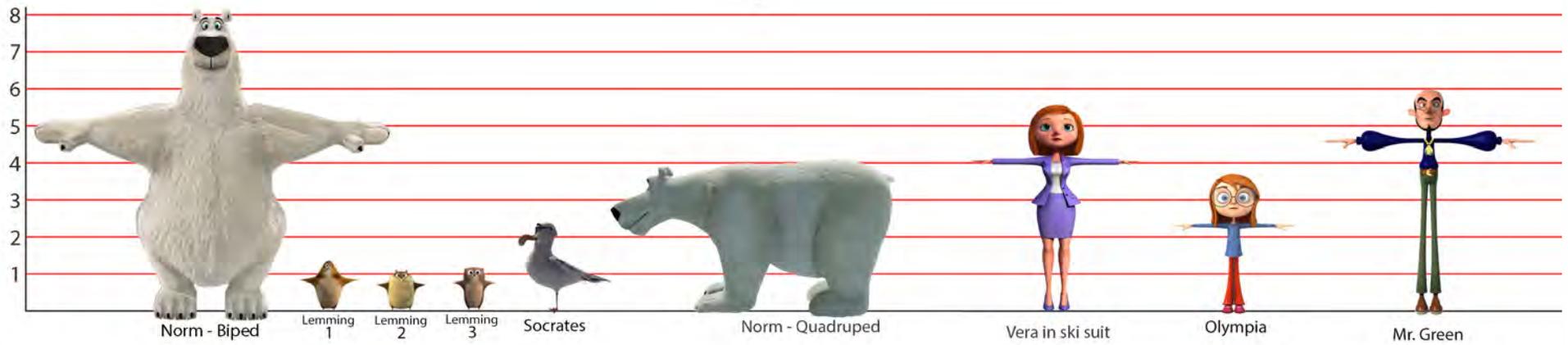


NOTN_POSES_GROUP_03.PSD



NOTN_POSES_GROUP_04.PSD

SIZE CHART



BACKGROUNDS



NOTN_BG_ARCTIC_01.PSD



NOTN_BG_ARCTIC_02.PSD



NOTN_BG_ARCTIC_03.PSD

BACKGROUNDS



NOTN_BG_NYC_02.PSD



NOTN_BG_NYC_03.PSD

BACKGROUNDS



NOTN_BG_NYC_01.PSD



NOTN_BG_NYCITYSTREET.PSD

BACKGROUNDS



NOTN_BG_NYC_04.PSD



NOTN_BG_BROOKLYNBRIDGE.PSD

BACKGROUNDS



NOTN_BG_TIMESQUARE_01.PSD



NOTN_BG_TIMESQUARE_02.PSD



NOTN_BG_TIMESQUARE_03.PSD



NOTN_BG_MR_GREENES_OFFICE_01.PSD

TURNAROUNDS_NORM



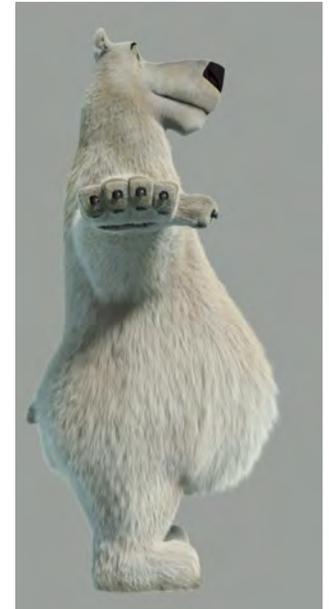
NOTN_TURNAROUNDS_NORM_FRONT.PSD



NOTN_TURNAROUNDS_NORM_BACK.PSD



NOTN_TURNAROUNDS_NORM_LEFTSIDE.PSD



NOTN_TURNAROUNDS_NORM_RIGHTSIDE.PSD



NOTN_TURNAROUNDS_NORM_TOP.PSD

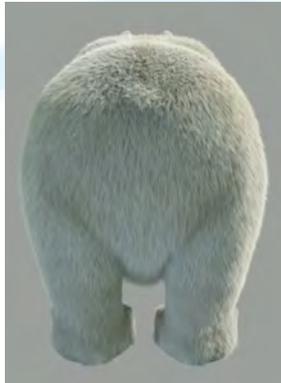


NOTN_TURNAROUNDS_NORM_BOTTOM.PSD

TURNAROUNDS_NORM_QUAD



NOTN_TURNAROUNDS_
NORM_QUAD_FRONT.PSD



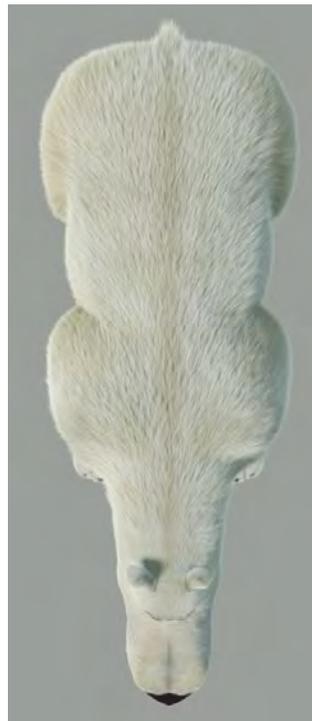
NOTN_TURNAROUNDS_
NORM_QUAD_BACK.PSD



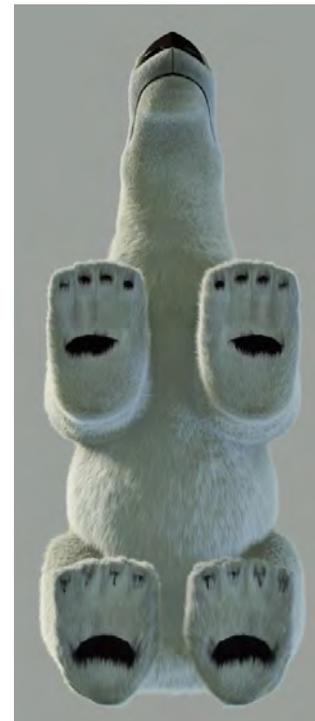
NOTN_TURNAROUNDS_NORM_QUAD_LEFTSIDE.PSD



NOTN_TURNAROUNDS_NORM_QUAD_RIGHTSIDE.PSD

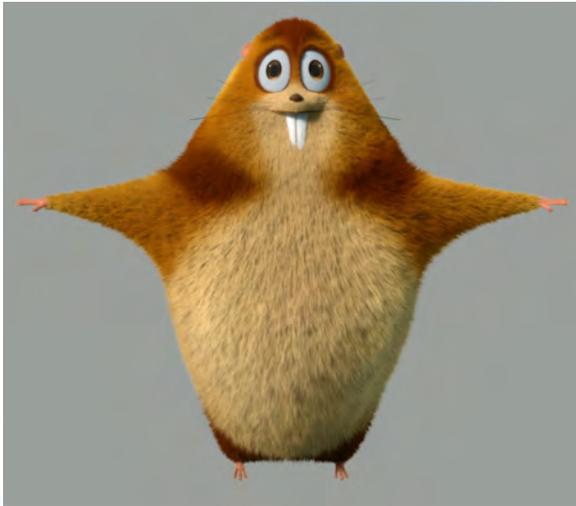


NOTN_TURNAROUNDS_NORM_
QUAD_TOP.PSD



NOTN_TURNAROUNDS_NORM_
QUAD_BOTTOM.PSD

TURNAROUNDS_LEMMING 1



NOTN_TURNAROUNDS_LEMMING_01_FRONT.PSD



NOTN_TURNAROUNDS_LEMMING_01_BACK.PSD



NOTN_TURNAROUNDS_LEMMING_01_LEFTSIDE.PSD



NOTN_TURNAROUNDS_LEMMING_01_RIGHTSIDE.PSD

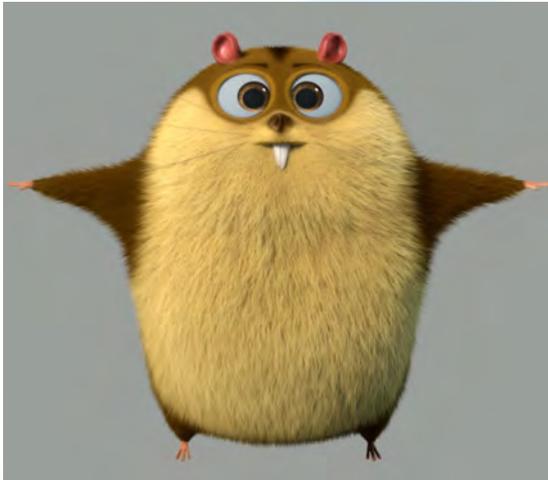


NOTN_TURNAROUNDS_LEMMING_01_TOP.PSD

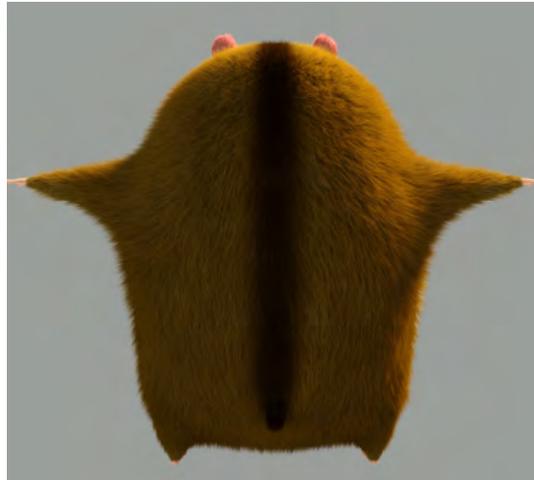


NOTN_TURNAROUNDS_LEMMING_01_BOTTOM.PSD

TURNAROUNDS_LEMMING 2



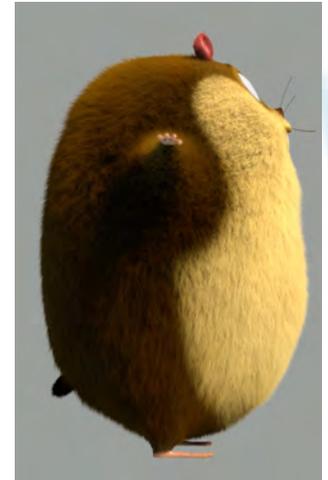
NOTN_TURNAROUNDS_LEMMING_02_FRONT.PSD



NOTN_TURNAROUNDS_LEMMING_02_BACK.PSD



NOTN_TURNAROUNDS_LEMMING_02_LEFTSIDE.PSD



NOTN_TURNAROUNDS_LEMMING_02_RIGHTSIDE.PSD



NOTN_TURNAROUNDS_LEMMING_02_TOP.PSD



NOTN_TURNAROUNDS_LEMMING_02_BOTTOM.PSD

TURNAROUNDS_LEMMING 3



NOTN_TURNAROUNDS_LEMMING_03_FRONT.PSD



NOTN_TURNAROUNDS_LEMMING_03_BACK.PSD



NOTN_TURNAROUNDS_LEMMING_03_LEFTSIDE.PSD



NOTN_TURNAROUNDS_LEMMING_03_RIGHTSIDE.PSD



NOTN_TURNAROUNDS_LEMMING_03_TOP.PSD



NOTN_TURNAROUNDS_LEMMING_03_BOTTOM.PSD

TURNAROUNDS_MR. GREENE



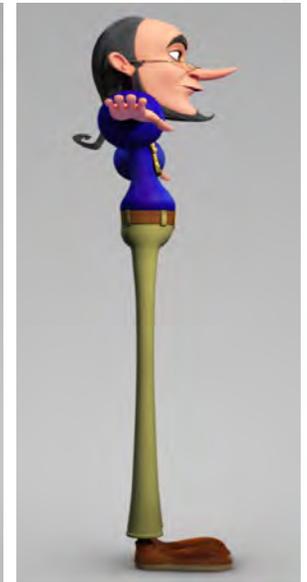
NOTN_TURNAROUNDS_MR_GREENE_FRONT.PSD



NOTN_TURNAROUNDS_MR_GREENE_BACK.PSD



NOTN_TURNAROUNDS_MR_GREENE_LEFTSIDE.PSD



NOTN_TURNAROUNDS_MR_GREENE_RIGHTSIDE.PSD

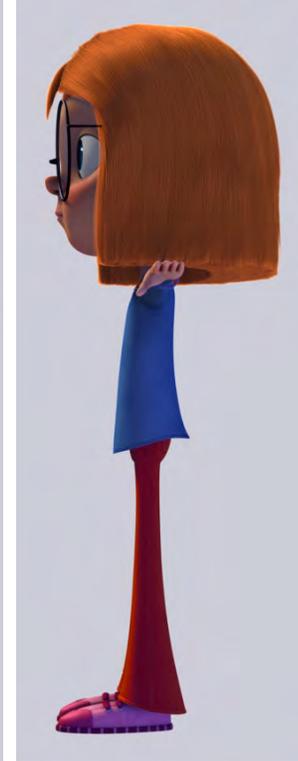
TURNAROUNDS_OLYMPIA



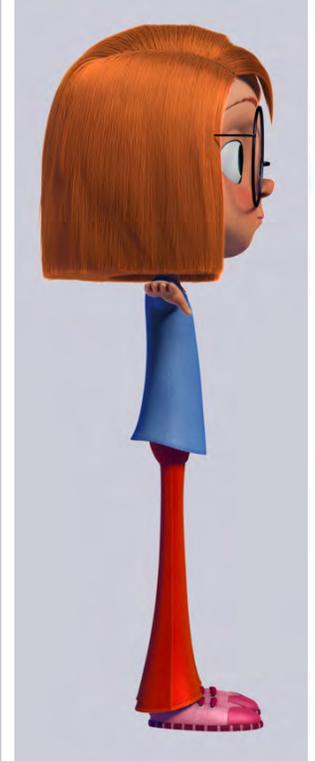
NOTN_TURNAROUNDS_OLYMPIA_FRONT.PSD



NOTN_TURNAROUNDS_OLYMPIA_BACK.PSD



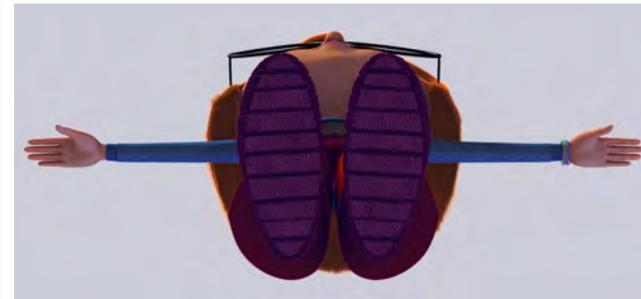
NOTN_TURNAROUNDS_OLYMPIA_LEFTSIDE.PSD



NOTN_TURNAROUNDS_OLYMPIA_RIGHTSIDE.PSD



NOTN_TURNAROUNDS_OLYMPIA_TOP.PSD



NOTN_TURNAROUNDS_OLYMPIA_BOTTOM.PSD

TURNAROUNDS_SOCRATES



NOTN_TURNAROUNDS_SOCRATES_FRONT.PSD



NOTN_TURNAROUNDS_SOCRATES_BACK.PSD



NOTN_TURNAROUNDS_SOCRATES_LEFTSIDE.PSD



NOTN_TURNAROUNDS_SOCRATES_RIGHTSIDE.PSD



NOTN_TURNAROUNDS_SOCRATES_TOP.PSD



NOTN_TURNAROUNDS_SOCRATES_BOTTOM.PSD

TURNAROUNDS_VERA



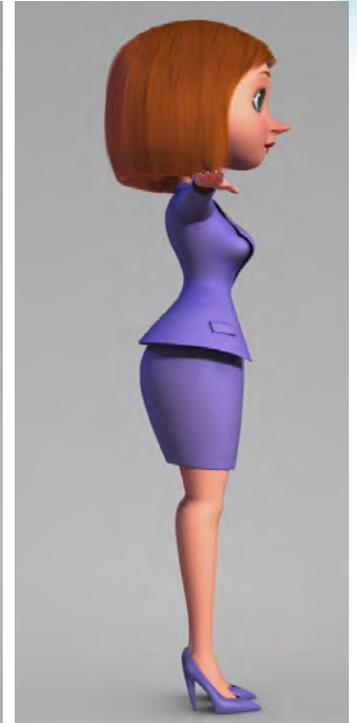
NOTN_TURNAROUNDS_VERA_FRONT.PSD



NOTN_TURNAROUNDS_VERA_BACK.PSD



NOTN_TURNAROUNDS_VERA_LEFTSIDE.PSD

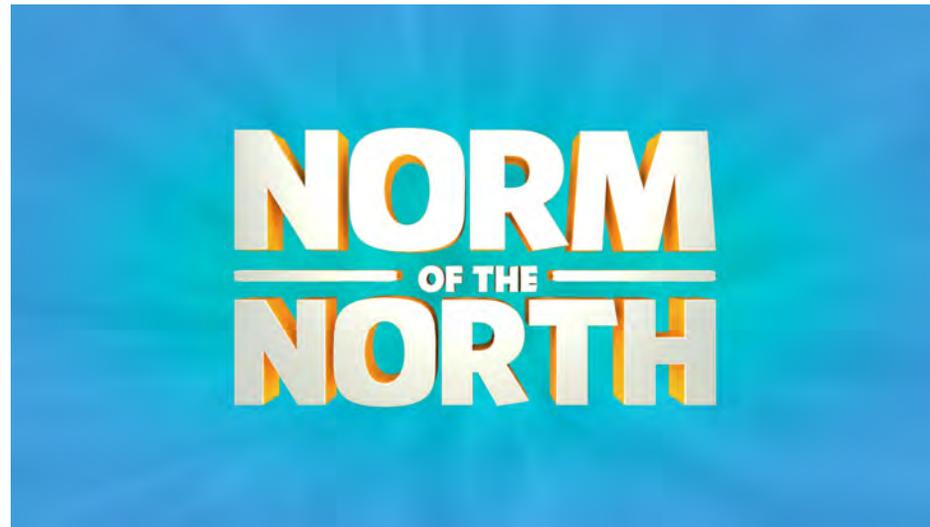


NOTN_TURNAROUNDS_VERA_RIGHTSIDE.PSD

LOGOS

NORM
OF THE
NORTH

NOTN_LOGO_01.PSD



NOTN_LOGO_02.PSD

COPYRIGHT

TM & © 2015 Norm Holdings LLC. All Rights Reserved.

FONTS

SPECIALTY FONT: WHITNEY BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

TAGLINE FONT: FUTURA CONDENSED EXTRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

HEADING FONT: FRUTIGER 95 ULTRA BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

BODY FONT: HELVETICA NEUE REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

