



RICHARD THE STORK

OFFICIAL LICENSING STYLE GUIDE

RICHARD
THE STORK

ÜBERFLIEGER
Kleine Vögel - Grosses Geklapper

STYLE GUIDE

VALID FOR ALL REGIONAL VERSIONS

3	INTRODUCTION
4	WELCOME TO RICHARD'S WORLD
8	MAIN CHARACTERS
10	RICHARD
12	OLGA
14	KIKI
16	SUPPORT CHARACTERS
20	ASSETS & DESIGN
21	LOGO
24	FONTS & TYPOGRAPHY
25	BACKGROUNDS
27	PATTERNS & TEXTURES
29	MERCHANDISING
30	PACKAGING
31	PRODUCTS
37	LICENSING
39	COPYRIGHT
40	APPROVAL PROCESS
42	CONTACT



**FROM THE TINIEST
STORK TO THE
GREATEST SPARROW!**

**RICHARD
THE STORK**

LICENSING STYLE GUIDE

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STYLE GUIDE

Introduction

Richard The Stork is a family-friendly roadmovie, with humor-driven, emotional storytelling, where the hero-trio encounter a host of oddball characters. Each one of them has to find his place in the group and in the world.

Loners and outsiders find friendship and learn that being different doesn't mean being alone, rather that you just have that special something.

The 3d Richard The Stork experience, combining epic adventure, comedy and family entertainment, is a co-production between Germany, Belgium, Luxemburg and Norway.

All our characters and their world have been created with a loving attention to detail. 3D movies have the feel of the big event and Richard The Stork invites you to take off with Richard on his moving and entertaining journey with all its highs and lows.

Richard The Stork is an original story, that is entertaining and pedagogic. The story is globally recognisable and accessible, with long-term relevance for the core target audience.

Themes in the film, such as friendship, belief in oneself, integration and the search for identity, will ensure a long-standing interaction between the public and the Richard the Stork brand.



RICHARD'S World



Richard's story is universally understood. It touches the hearts of all age groups in all regions of the world, since everyone can relate to the characters and their challenges. It is a family-friendly road movie addressing important questions of identity and being different than the group, but it is told in a lighthearted way with great attention to detail graphically and narratively.

Richard The Stork is intended to convey core values like friendship, loyalty, appreciation of family bonds and always in alignment with belief in oneself. We are using emotions and humor as tools to deliver our messages without seeming heavy or preachy:

Children can enjoy the movie with their siblings, friends, parents and grandparents and discuss it afterwards. Its choice of topics and elaborate production make it not only a children's movie, but appealing to film enthusiasts who enjoy 3D animation entertainment.

Recent studies have shown, that the movie scored very well in all tested age-groups (Girls and Boys, 7-8 / 10-11, their parents). iconkids & youth international research gmbh conducted a qualitative study in September 2014 and confirmed the film's entertainment and educational value.



RICHARD'S

Story



Orphaned at birth and raised by storks, the sparrow Richard believes he is one of them. But when the time comes to migrate, his stork family must reveal his true identity and leave him behind in the forest, since he would not survive the journey to Africa.

Determined to prove he is a stork after all, Richard ventures south on his own, joined by an eccentric owl with an imaginary friend and a narcissistic, disco-singing parakeet.

Along their epic journey, they run into many obstacles, like deadly bats, internet-addicted pigeons, mafia crows and a thundering jumbo jet. When they finally find their way to Africa, it's up to Richard to rescue his stork brother from the clutches of a monstrous honey badger. The tiniest stork must learn to see himself as the greatest sparrow to unleash his true potential and be reunited with his family.



RICHARD
THE STORK

RICHARD'S WORLD

FILM FACTS



Target audience:

Animation film enthusiasts
of all ages

Core target audience:

Girls and Boys, 6-10 years

Extended target audience:

Animation film fans

Genre: Family Entertainment

Format: CGI Animation S3D, 85 min

Core Target Group:

Girls and Boys aged 6-10 years

Producers:

Kristine M. I. Knudsen; Knudsen & Streuber Medienmanufaktur, DE
Emely Christians; Ulysses Filmproduktion, DE

Co-Producers:

Eric Goossens & Anton Roebben, Walking the Dog, BE
Stephan Roelants; Melusiné Productions, LU,
Den siste skilling, NO

Screenplay: Reza Memari

Director: Toby Genkel, Reza Memari

Launch: Q1 2017

Countries of Origin: Germany, Belgium, Luxembourg, Norway

Studios:

Rise FX, DE; Studio Rakete, DE; Walking the Dog, BE; Studio 352, LU; Bug, NO

World Sales: Global Screen

Distribution Germany: Wild Bunch Germany

STYLE GUIDE

How to use it



This style guide outlines the main design elements for the license theme Richard The Stork and is intended to assist you with the development of products and communication material under our license.

Basic design characteristics are introduced along with the main film characters. These will be the basis for the design and creation of licensed products in all product lines.

Ready to use artwork is provided in combination with this guide and should be used only in their original and intended form. When displaying more than one character, make sure to keep the defined proportions between the characters (see p.10).

In order to ensure a uniform brand appearance in all market regions and across all media channels, it is mandatory to use the outlined design principles in this guide. This is applicable to all advertising, promotional, and communicational materials and also to all merchandising.

Socio-cultural differences, specific market needs in a license territory as well as restrictions in the production process should be taken into account when necessary.

For all corporate design-related questions about Richard The Stork or queries regarding the approval process, please feel free to consult us at any time.

The design elements shown here are subject to change. Any amendments will be communicated in due time. Direct use of the logo, font family and character and background artwork in this style guide, does not require further approval.

The provided copyright should be placed legibly on all licensed products and packaging.

The quantity and quality of the merchandising activity of all license-holders reflect back on the brand image of Richard The Stork. It is therefore of utmost importance that all merchandising products and advertising materials contribute to a positive brand image by complying with the principle of high-quality production.

VALID FOR ALL REGIONAL VERSIONS

**RICHARD
THE STORK**

LICENCING STYLE GUIDE



CHARACTER
ARTWORK

THE CAST

Main Characters



Our characters are always at the center of the story. Richard, Olga & Kiki form the heart of the brand.

Their strong individualities allow for the creation of products that utilise their strong visual identities and are themed according to their characteristics.



OLGA

RICHARD

KIKI

RICHARD

The Stork

{ HERO POSE }



A dashing young fellow sporting a long red beak, elegant black and white wings, standing jauntily on his graceful, yet powerful, high-rising legs – that’s how Richard likes to see himself. The truth, of course, is entirely different.

Richard is a sparrow. But because he was raised by storks ever since he was a fledgling, Richard’s stubbornness and deep wish to belong to his adopted flock make it impossible for him to change this “storkish” state of mind.

It’s only when he goes too far, that he realizes he needs to stop seeing himself as the tiniest stork, and start acting like the greatest sparrow.



DARK BROWN



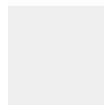
CMYK: 0/27/100/54
Pantone: 140 C

LIGHT BROWN



CMYK: 0/15/40/4
Pantone: 7508 C

FEATHER GREY



CMYK: 0/0/0/6
Pantone: Cool Gray 1C

DARK GREY



CMYK: 0/4/9/24
Warm Gray 4C

BEAK ORANGE



CMYK: 0/28/76/0
Pantone: 142 C

FEET ORANGE



CMYK: 0/24/52/3
Pantone: 721 C

EYE GREEN



CMYK: 59/0/100/7
Pantone: 369 C

RICHARD
THE STORK

RICHARD

The colors shown in this guide may differ from the color values given below due to the production process. The mandatory values are indicated in CMYK and Pantone.

RICHARD

The Stork

{ OTHER AVAILABLE POSES }



FLYING



CHARMING



TOUGH

OLGA

The Owl

{ HERO POSE }



A tomboyish owl who is supposed to be roaming the forests with the other pygmy owls. But she was excluded! They called her ugly, a monster and played tricks on her – and only because she had grown too tall

Refusing to play the victim, Olga ran away and discovered „Oleg“ – her wise friend and sidekick who only she can see. Reluctantly at first, Olga follows Oleg’s advice to help Richard on his journey. Along the way, Olga loses Oleg, Richard and nearly her own life until she learns to embrace her uniqueness and trust others again.

AFFECTIONATE

STREET-WISE

QUIRKY

RELIABLE

SARCASTIC

IMPARTIAL

STRAIGHT-FORWARD



OLGA MID BROWN



CMYK: 0/17/50/65
Pantone: 7532 C

OLGA LIGHT BROWN



CMYK: 0/26/45/18
Pantone: 4655 C

OLGA DARK BROWN



CMYK: 0/22/85/85
Pantone: 7533 C

OLGA FEATHER LIGHT



CMYK: 0/3/6/16
Pantone: 400 C

OLGA PURPLE



CMYK: 57/98/0/46
Pantone: 2622 C

OLGA BLUE



CMYK: 100/94/0/47
Pantone: 2766 C

OLGA EYE AMBER



CMYK: 0/35/85/0
Pantone: 143 C



OLGA

OLGA
The Owl

{ OTHER AVAILABLE POSES }



CHARMING



TOUGH



**RICHARD
THE STORK**

OLGA

KIKI

The Parakeet

A green and yellow parakeet convinced that the entire world is waiting to swoon over his incredible beauty, not to mention his glorious disco singing voice. Kiki's only problem is that he's locked in a cage in a shoddy karaoke bar, forced to sing country songs.

To reach fame and glory, he cleverly bamboozles Richard and Olga. But when it finally dawns on him that he's not the rising star he had always thought he was, Kiki also realizes that it is time to become, if not the best disco star, at least a better bird.

By helping his companions, he transforms from a self-serving egomaniac into a true friend.



KIKI YELLOW



CMYK: 0/2/69/0
Pantone: 106 C

KIKI BEAK



CMYK: 0/43/70/0
Pantone: 157 C

KIKI LIGHT BLUE



CMYK: 49/1/0/0
Pantone: 297 C

KIKI DARK BLUE



CMYK: 71/42/0/0
Pantone: 2727 C

KIKI DARK GREEN



CMYK: 70/0/100/9
Pantone: 362 C

KIKI LIGHT GREEN



CMYK: 50/0/100/0
Pantone: 376 C

KIKI FEET



CMYK: 0/45/10/0
Pantone: 19a7 C

KIKI

The Parakeet

{ OTHER AVAILABLE POSES }

EXTROVERT



CHARMING



FLAMBOYANT

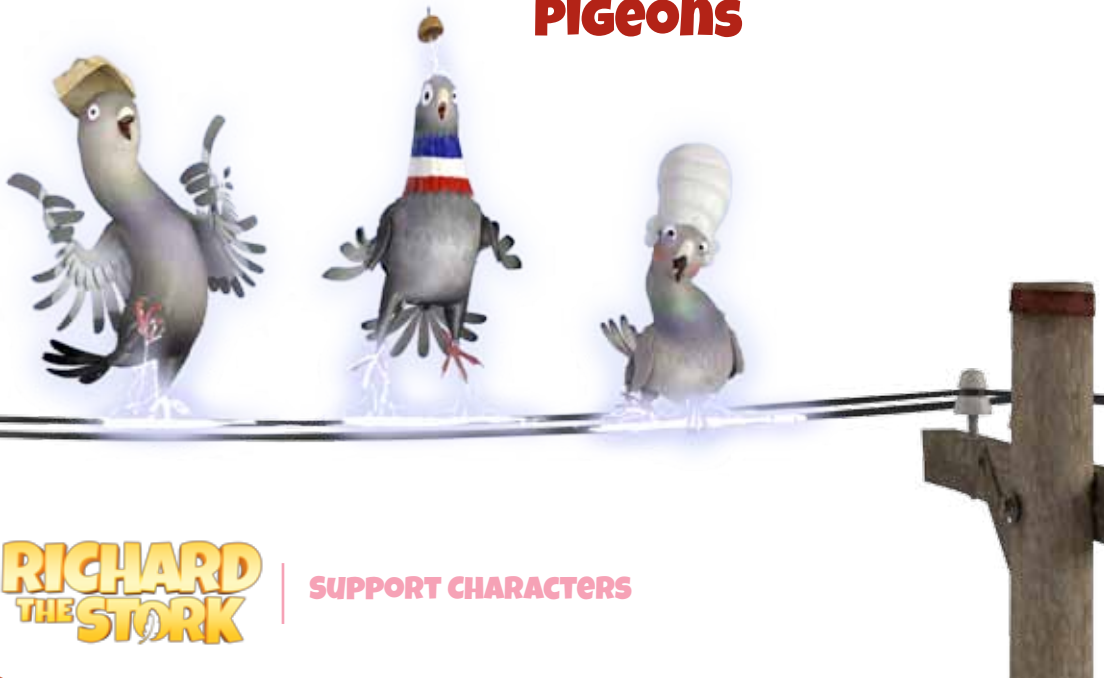


THE CAST

Support Characters

A story is only as good as its characters and Richard The Stork has plenty. Our protagonists, Richard, Olga and Kiki, are accompanied by several other important birds and meet many interesting animals on their adventurous journey.

PIGEONS



**RICHARD
THE STORK**

SUPPORT CHARACTERS

STORK FAMILY





STORK

Family

CLAUDIUS

The leader of the flock he attaches great importance to respect and discipline – especially when it comes to sticking to traditions. Adamantly, he fights to keep the rules and traditions established by and for his kind. But behind his proud persona beats a soft heart – especially for his beloved wife, Aurora and his son, Max.

AURORA

A beautiful female stork, partner of Claudius and mother of Max. Aurora knows that adopting Richard will be a challenge, but she loves the tiny sparrow fledgling. She knows she will have to let go of him at some point, but pushes that thought to the back of her mind.



MAX

The only child of Aurora and Claudius. He is a real brother and friend to Richard and does not care one bit about Richard being different than him. Max starts to become critical to some of his father's decisions, but doesn't dare contradict him. He will grow and learn to stand up for himself.



ONLINE

Pigeons

Perching on telegraph wires, satellite-dishes and tv aerials, to be permanently online, they never miss a status update on their own so-cial media platform, The Pigeon Network. Thanks to the Pigeon Network, they are globally connected, ex-changing information in they way of true social media affcionados and are usually way ahead of Richard with the latest news.



RICHARD
THE STORK

online Pigeons

SIZE

Comparison

Size and proportions are a main factor for all parties in the film. Thus it is important to keep the proportions and size relations between them.





DESIGN
ASSETS

THE LOGO

Overview

VALID FOR ALL
REGIONAL VERSIONS



The logo is a fixed graphical unit, to be used in its original form, to ensure immediate recognition.

The Richard The Stork logo exists in a 3D color version. A black/white version will be offered as an alternative for applications where technical or budgetary restrictions for use of the color version apply.

The color version is the preferred version and should be used where possible to maximize its impact. Please ensure at all times, that the logo remain legible and of high-quality.

There should be a clear area around the logo on all sides, from the other layout elements.

The logo should not be positioned too close to the format edge nor should it be overlapped by other elements nor only partly shown.

Regional language-versions of the logo will be made available for each market's needs.

**RICHARD
THE STORK**

{ COLOUR / 4C }

**RICHARD
THE STORK**

**RICHARD
THE STORK**

THE LOGO



THE LOGO

International Overview

The Richard The Stork logo can exist in national versions. The guidelines apply to every version.
Regional examples shown below.

ENGLISH / INTERNATIONAL VERSION

**RICHARD
THE STORK**

**RICHARD
THE STORK**

GERMAN SPEAKING COUNTRIES

ÜBERFLIEGER
KLEINE VÖGEL - GROSSES GEKLAPPER

ÜBERFLIEGER
KLEINE VÖGEL - GROSSES GEKLAPPER

**RICHARD
THE STORK**

THE LOGO

THE LOGO

Dos & Don'ts

DO The logo is to be used in its original form only. Please choose one of the ready-to-use files which best meets your requirements.

The logo should always be shown in full, in order for it to work to its full potential.

The logo is provided in a color version and also a black/white version. Other color versions are not intended.



THE LOGO

VALID FOR ALL REGIONAL VERSIONS



DON'T

No alterations in form or color are allowed. The logo should not be distorted, flipped or combined with additional graphic elements (e.g. shadows).



It should not be overlapped or partly-covered by other graphic elements.



The logo should not be set in any different color.





FONTS

Typography

Fonts are an integral part of the characteristic look of Richard The Stork and like the logo and defined color spectrum, belong to the essential design basics to be incorporated into the design conception.

OUR LOGO AND DISPLAY FONT IS 'LUCKIEST GUY PRO' AND OUR CORPORATE FONT IS THE FRANKLIN GOTHIC.

LUCKIEST GUY PRO

Franklin Gothic Medium

Franklin Gothic Medium Italic

Franklin Gothic Book

Franklin Gothic Book Italic

It has a precise look and remains legible in large copy texts. Similar to our hero Richard, the fonts have an energetic character and their shapes have a bouncy, lively touch. It is a well-balanced combination of modern and classic, with a dynamic look and feel.

There are several font weights of corporate font for the creation of communication-, advertising- and promotional materials. They are used for headlines, product labelling, body copy and all other written content.

The font weight italic is only used in a limited manner for highlighting information. In copy text, only a mixed letter writing style should be used. A capital letter writing style and/ or widespread use of capitalization should be avoided for better legibility.

Please make sure that all text parts remain legible at all times. The font color can be chosen according to the background and should be rich in contrast.

Use of other fonts weights or fonts due to technical restrictions is subject to prior approval with us.

The copyright is set preferably in black or in white.

DISCLAIMER: Font Licenses must be bought via an official font retailer, for example at [myfonts.com](http://www.myfonts.com), for 24 EUR/each:

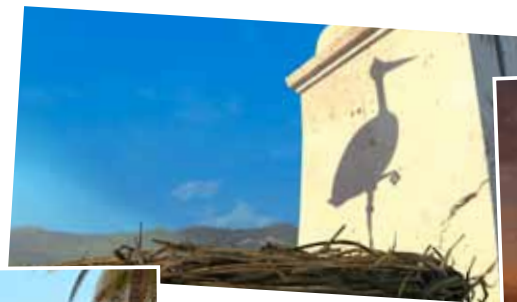
<http://www.myfonts.com/fonts/stiggy-sands/luckiest-guy-pro/>
<http://www.myfonts.com/fonts/urw/franklin-gothic/>

BACKGROUNDS

On their way south, our characters cross widely varying locations, from idyllic forests to busy train stations and scenic villages.

Some sample background environments are included here.

The graphic style is almost photorealistic with some unrealistic elements. The outlines are soft without sharp edges.



COLORS

A RANGE OF VIVID COLORS HAS BEEN DEFINED BASED ON THE MAIN COLORS OF EACH MAIN CHARACTER. ALL LICENSED PRODUCTS SHOULD BE DESIGNED WITHIN THIS COLOR SPECTRUM, TO ENSURE A CONSISTENT LOOK.

Color-variances due to production or print techniques must be kept to a minimum.

The artwork for all characters has been set out for process color printing. You can simply use the ready-to-use files for your convenience.

For backgrounds and larger flat areas, you can use the color values for process color printing or alternatively for spot color printing. .

RICHARD BEAK ORANGE



CMYK: 0/28/76/0
Pantone: 142 C

KIKI FEET



CMYK: 0/45/10/0
Pantone: 197 C

KIKI LIGHT BLUE



CMYK: 49/1/0/0
Pantone: 297 C

KIKI LIGHT GREEN



CMYK: 50/0/100/0
Pantone: 376 C

RICHARD DARK BROWN



CMYK: 0/27/100/54
Pantone: 140 C

RICHARD LIGHT BROWN



CMYK: 0/15/40/4
Pantone: 7508 C

OLGA PURPLE



CMYK: 57/98/0/46
Pantone: 2622 C

OLGA BLUE



CMYK: 100/94/0/47
Pantone: 2766 C

STORK RED



CMYK: 0/95/100/29
Pantone: 484 C

STORK WHITE



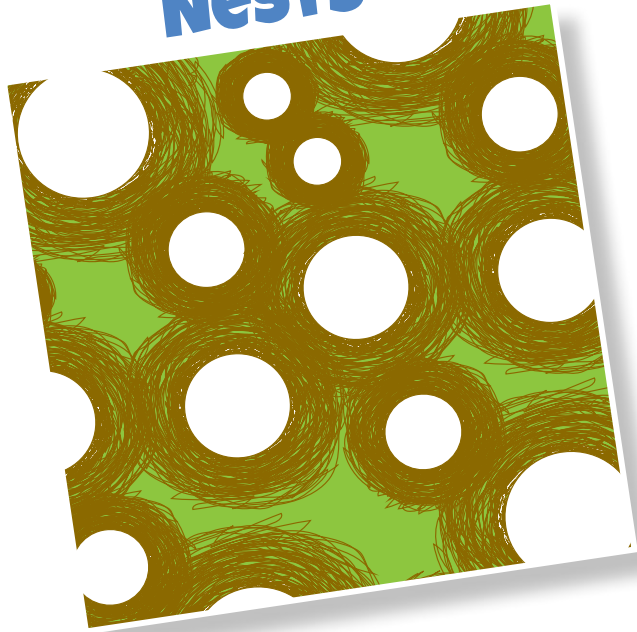
CMYK: 0/0/0/0

PATTERNS

& Textures

Locations and landscapes can inspire patterns and textures that bring product concepts to life.

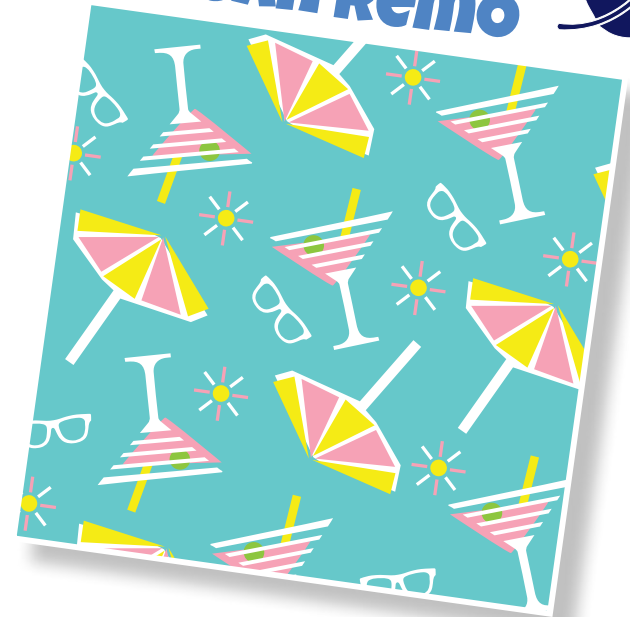
NESTS



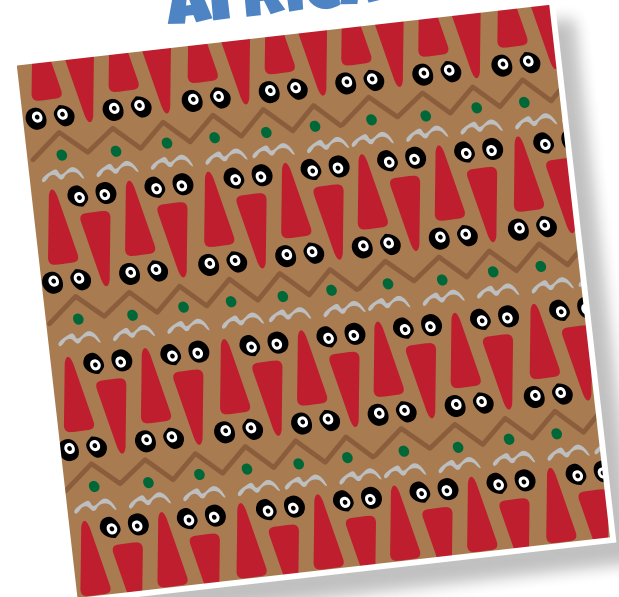
CLOUDS



SAN Remo



AFRICA



PATTERNS

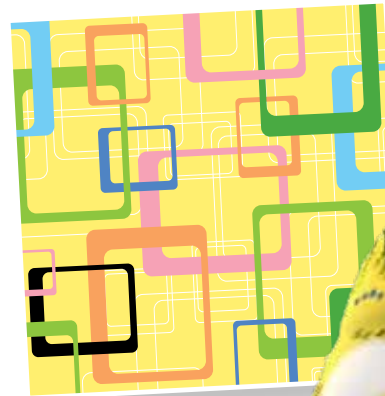
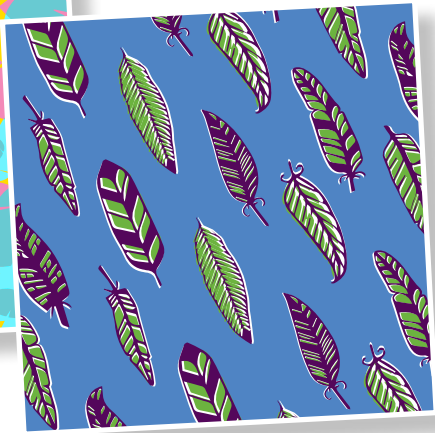
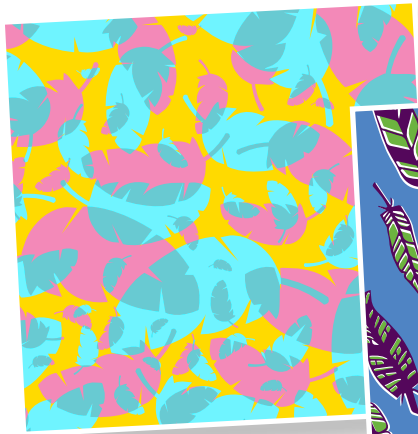
& Textures



Characters' colours, names and personality traits can also inspire visual themes



**TRENDY
TYPOGRAPHY**



GROOVY GRAPHICS

The background is a solid purple color with a repeating pattern of stylized, light purple leaves. The leaves are scattered across the entire surface, creating a textured, organic feel. The text is centered horizontally and vertically.

MERCHANDISING **OPTIONS**

MERCHANDISING

Overview



A uniform appearance of all communication media of Richard the Stork results in a high degree of brand recognition among existing and potential customers.

All merchandising products should be aligned with the set of rules for the corporate design basics of Richard The Stork laid out in this guide, to form a consistent look. This includes proper usage of our logo, color scheme and fonts. Please use our artwork in its original form only, without any alteration or redesign. All required elements are provided in digital form.

In the section Artwork Main characters (p.16) we listed the main personality traits that are unique to each of our heroes and these should be considered when designing potential items. The scope of design options is wide and can remain flexible with creative freedom as long as the core corporate design basics are incorporated. The following sample layouts illustrate possible implementation on standard products.



PACKAGING

Concepts



All licensed products should meet the standards for high quality production. This begins with the choice of items and materials that benefit the image of the license theme, includes the compliance with law regulations and ends with sound quality of workmanship.

Richard The Stork addresses themes such as friendship, family ties and roots, integration and authenticity. We discover that family bonds do not have to be biological, but that home is where you are understood and appreciated for who you are.

Last but not least, is the central idea of getting to know yourself and accepting yourself for who you are.

Main credo in the movie: „Be (true to) yourself and be proud of it!“



FULL SIDE PACKS (OLDER CONSUMER)



PACKAGING

PACKAGING

Concepts



FULL SIDE PACKS (OLDER CONSUMER)



WRAPS & ONBODY PRINTS



PRODUCT

Concepts



This original story is a fun family road movie and besides targeting the core audience (girls and boys aged 6 to 10) the film also aims at parents. All merchandising items should correspond with the mentioned values and should in no way conflict with them.

The main characters of our story are each great individuals with their own unique touch, who are all an exception, but all together they become „exceptional“. Merchandising will work with the individual characters, but the characters as a trio, work especially well.

Richard The Stork takes us on an adventurous and entertaining journey, where the focus is on achieving ones goals. We enjoy moments of true friendship and see how far motivation and selfconfidence can go in making the impossible come true.



CONTEMPORARY FASHION LUGGAGE

PRODUCT

Concepts



T-SHIRTS



HEADWEAR



BEDLINEN

PRODUCT

Concepts



PUZZLES & GAMES



LUGGAGE

FOOD & DRINK



STATIONARY



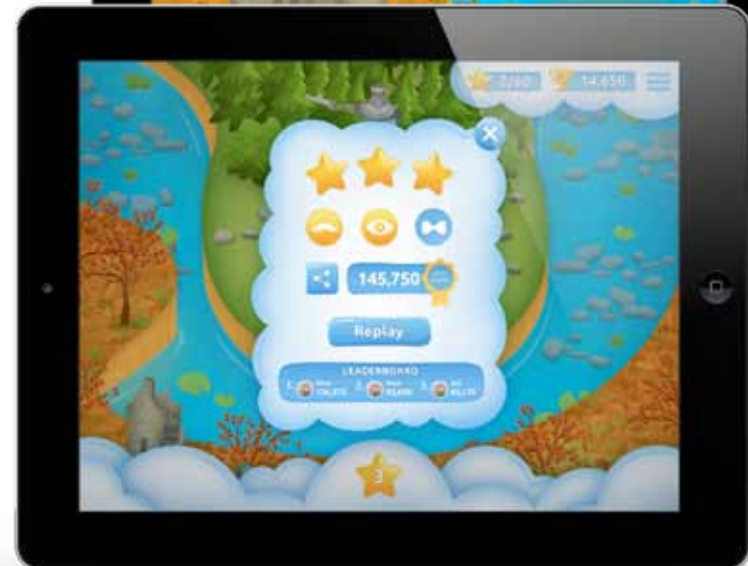
CROCKERY



PRODUCTS

DIGITAL Games

A mobile gaming app (iOS & Android) is ready to release in Q1 2017.



**RICHARD
THE STORK**

MOBILE GAMING

LICENSING

Strategy



- The movie will be marketed as long-term first class family entertainment brand with potential movie sequels.
- The first step is to build a strong product program with apparel, home textiles, toys & games and publishing items that will be on the market in Eastern 2017.
- The movie and the licensed product program will be supported by selected promotion partners with huge media budgets.
- The program will be enlarged step by step during the next years following the goal to built up a new long-term entertainment brand.

RETAIL

- Presentation of the Franchise during all important trade shows and licensing events (e.g. Licensing Market 2016 in Munich)
- Retail-Tours and meetings with main buyers
- Retail activation with sweepstakes, special screenings, POS decoration and inhouse-events
- Special promotions with selected online-retailers
- Regularly mailings and newsletters

PRODUCTS & PROMOTIONS

- Setting up meetings for the upcoming Licensing Market 2016 in Munich (November 2016) and other trade shows like
- GamesCom, Cologne
- Tendence, Frankfurt
- Frankfurt Bookfair
- IFA, Berlin and others
- Roadshow and special screenings for potential licensees.
- Mailings and meetings with potential partners from all categories



The background of the slide is a solid green color with a repeating pattern of stylized, light green leaves of various shapes and sizes, creating a dense, textured effect.

LEGAL **ASPECTS**

COPYRIGHT



The official copyright is mandatory on all licensed products, their packaging and all marketing and promotional materials for the license theme **Richard The Stork**

The copyright notice needs to be displayed on an easily visible part of the item and be set legible.

We offer a long version as well as a short version with reduced content.

The long version is the preferred option. In case of limited space, the short version can be used as an alternative.

Long version:

© 2017 Knudsen & Streuber Medienmanufaktur, Ulysses Filmproduktion, Walking The Dog Melusine Productions, Den siste skilling – License TELEPOOL GmbH, München

Short version:

© 2017 Knudsen & Streuber – License TELEPOOL, München

APPROVAL

Process

This style guide outlines all design parameters, that shape the visual identity of Richard The Stork and give it a distinct and unique brand identity.

It serves all licensees for brand aligned handling of our license theme and is a valid basis to achieving a consistent appearance throughout all media applications and markets worldwide.

All elements contained in this guide, like character names and storyline or artwork provided for our logo, characters and backgrounds can be used for the creation of your products and relating promotional campaigns and measures.

To assure the adherence of the defined design standard throughout all product categories and all of the territory for the license theme Richard The Stork, all materials need to be sent to the license holder for final written approval prior to their release.

All licensees take responsibility for appropriate usage of the outlined principles in this guide and agree to obtain written approval in advance to any serial production of their items.

APPROVAL

Workflow



To obtain approval for your materials, please kindly send binding layouts, specimens or prototypes to the contact listed who will perform a brand check and accompany you throughout the complete approval process.

The materials will be examined for their compliance to all design parameters like correct usage of logo and copyright, authenticity of provided artwork, accurate use of names and story elements. It is mandatory that all products and communication messages contribute to the intended image of the brand and suit the overall marketing concept.

Please send an email with all relevant information to:

Mrs. Ulrike Lüders

lueders@csberlin.de

It is always helpful to send your concepts for products, their packaging and all promotional measures and POS materials with adequate notice prior to their launch to allow sufficient time for check and approval. Written clearance may take up to 10 working days. Plan ample time for possible correction loops in case of necessary modifications.

Serial production may only be launched after written approval and the licensee takes the responsibility to produce the product without further amendments to the approved specimen or prototype. Any further amendments on the released item need to be promptly presented for a new approval check.

Production samples:

The licensee agrees to send the agency the number of product samples specified in the contract free of charge.

Carriage free delivery:

TELEPOOL GmbH, Sonnenstrasse 21, 80331 München, Germany

CONTACT

Details



TELEPOOL GmbH
Mr. Patrick Metyas

Sonnenstr. 21
D-80331 München

metyas@telepool.de

Phone: +49 (0)89 . 55 876 240
www.telepool.de

RICHARD THE STORK

ÜBERFLIEGER
Kleine Vögel - Grosses Geklapper

THE END