



Join the
MATH TEACHER
IT "ADDS UP"
TO FUN

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BIG NATE

LAUNCH KIT

Paramount+
ORIGINAL

BIG NATE

LAUNCH KIT
SHOW SYNOPSIS

SHOW SYNOPSIS

Big Nate is a comedy about a sixth-grade kid who has a never-ending need to prove his awesomeness to the world. Whether he's dealing with disasters at home or detention at school, Nate Wright is no stranger to a challenge. Luckily, he's able to express himself through the world of cartoons that he creates. Charming, mischievous, and a magnet for misadventure – trouble is always fun when Nate is around. Just ask his friends!



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BIG NATE

LAUNCH KIT
CHARACTER BIO

NATE

WRIGHT (AGE 11)

Sixth-grader Nate Wright believes he is AWESOME... at least that's what he'll tell you. Truth is, he has his doubts... but he's not about to let the rest of the world know that. For this reason, Nate finds himself constantly trying to prove how great he is to everyone around him. But there are many bumps on the road to Awesome: from his annoying sister, to his academic archnemesis, to his pure evil social studies teacher. Does he let that beat him? No way. Awesomeness – as far as Nate is concerned – cannot be beaten. It's as much a part of Nate as breathing and drawing cartoons are. Cartoons are his super power - they express the way he feels and bring his overactive imagination to life. On the outside, Nate seems confident and sure of what he is doing, but his cartoons reveal who he truly is: a little uncertain, but very funny and always entertaining!

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BIG NATE

LAUNCH KIT
CHARACTER BIO

DEE DEE

HOLLOWAY (AGE 11)

Dee Dee is smart, excitable, and dreams of being an actress. She's able to pull off whatever the boys are incapable (or unwilling) to do, which makes her an invaluable member of the group. Even Nate is often in awe at the places she's willing to sneak into! Dee Dee craves excitement almost as much as she craves drama. Life is an adventure when she's with Nate, and she never feels more like herself than when she's taking part in one of his schemes. Still, Dee Dee is no follower. She's an independent thinker who will call out Nate and the gang if they're being idiots – especially to girls. Dee Dee isn't a goody-goody. She's just as mischievous as Nate - she just doesn't get caught as much.

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LAUNCH KIT
CHARACTER BIO

FRANCIS

POPE (AGE 11)

Francis is Nate's voice of reason – the one who tries to keep Nate's wild ideas in check, or at least keep Nate out of unnecessary trouble. They have been inseparable since they met in kindergarten, and Francis is the friend Nate counts on the most. Most of the time Nate listens to Francis's sage advice, but not always - especially if Francis's sage advice stops Nate from doing something awesome. Truth is, Francis sees in Nate what he'd like to see in himself: fearlessness, street smarts, charm, and most importantly - a sense that Nate likes himself. For Francis, if a little of that can rub off on him, helping Nate with his awesome adventures is definitely worth it.

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BIG NATE

LAUNCH KIT
CHARACTER BIO

TEDDY

ORTIZ (AGE 11)

Teddy met Nate his second week after moving to town. From that day forth, he became Nate's main co-conspirator – a partner in chaos always willing to go along with Nate's crazy schemes. But he's no dummy - if there's a chance they'll get caught, Teddy has an amazing way of disappearing. On more than one occasion, Teddy has been right behind Nate, only to mysteriously VANISH when Nate gets caught. Teddy is also incredibly calm. The guy just never gets flustered! Secretly, Teddy is a total whiz at math, but he keeps it quiet because he's afraid his friends will just think of him as "the numbers guy." All in all, Teddy is the perfect sidekick. Together with Francis, Nate, and Dee Dee, they make a truly awesome squad!

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LAUNCH KIT
CHARACTER BIO

CHAD

APPLEWHITE (AGE 11)

Chad is one of Nate's good friends. He's a sweet, harmless kid with distinctive red hair and freckles. Nate loves Chad because – like Teddy – Chad is willing to help Nate with all his schemes. But unlike Teddy, Chad is not quite bright enough to run away when Nate's schemes go sideways. The problem is, Chad almost always messes up what he's been asked to do. Like the infamous "ghost pepper" incident where Chad's mistake led to Nate having butt fire for a month.

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BIG NATE

LAUNCH KIT
CHARACTER BIO

ELLEN

WRIGHT (AGE 15)

Ellen is Nate's older sister and the object of much angst for Nate. Why? Because Ellen is perfect. Just ask any of Nate's teachers who had his sister as a student. Ellen is hardworking, reliable, and never once got detention. She actually liked her teachers and engaged in conversations with them after class... not because she was in trouble, but because she WANTED to talk to them. If Ellen has flaws, Nate's never seen them, but he's determined to find them anyway. Ellen, for her part, is well aware of her brother's reputation and has a foolproof way of dealing with his pranks when they're directed at her – she tells dad.

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BIG NATE

LAUNCH KIT
CHARACTER BIO

MARTIN

WRIGHT (AGE 40ISH)

Martin Wright is Nate and Ellen's father. Bald, out of shape, and divorced, life has not gone exactly as planned for Martin. Like his son, he is somewhat clueless about who he is, as opposed to how he is viewed by those around him. But being older, Martin has a better handle on his shortcomings. Character flaws aside, Martin is a great single dad. He always makes sure there is a meal and snacks for his kids. He never hands out candy at Halloween, instead preferring to bestow rice cakes or prunes. At the end of the day, Martin loves his son and daughter. Parenting two kids is tough, and he's doing it alone. But Martin doesn't complain. Well, he does complain, but who doesn't?

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BIG NATE

LAUNCH KIT
CHARACTER BIO

MRS GODFREY

(AGE 45)

Affectionately called the “CREATURE TEACHER” by Nate, Mrs. Godfrey more than lives up to the name. The woman is perpetually on edge and always waiting for someone – usually Nate – to step out of line. Every day for her is about survival. She is at war, and Nate is her chief enemy. For his part, Nate does not like Godfrey, but he doesn’t go out of his way to antagonize her either. In fact, he would love to do something right so she is not always on his case! Sadly, this has yet to happen. Far as Nate can tell, Godfrey’s only redeeming quality is her love of Sci-Fi, which is also a favorite of Nate’s.

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LAUNCH KIT
CHARACTER BIO

PRINCIPAL NICHOLS

(AGE 42)

Principal Nichols is basically a good guy who struggles with being an authority figure. Nichols' approach with the kids has always been to engage them as a friend with lines like "How do you do, fellow kids?" Unfortunately, he always comes off as an adult who's trying way too hard to be "relevant" and "cool". Because of this, he routinely leaves himself open for ridicule from Nate and the other kids. Fortunately, because he is a very affable person, Nichols rarely gets upset by this. Every encounter with the students – regardless if it results in an explosion, major injury, nuclear meltdown, etc. – is a positive one. Nichols is a glass half full guy... unfortunately the glass usually has a hole in it.

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BIG NATE

LAUNCH KIT
LOGO

PRIMARY LOGO: 3D Logo



SECONDARY LOGO: Flat logo



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Shortest Version:

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BIGN_LOGO_001

CHALOOPS BOLD

HEADER

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COTTON REGULAR

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ROONEY SANS BOLD

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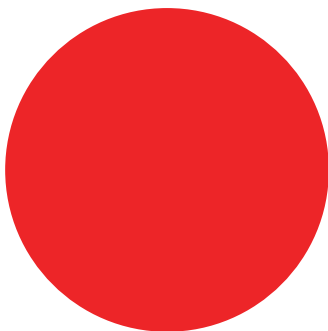
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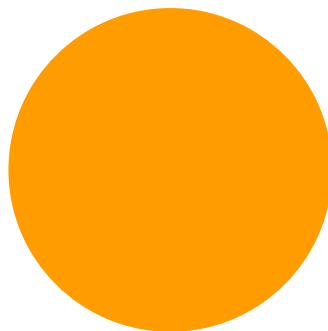
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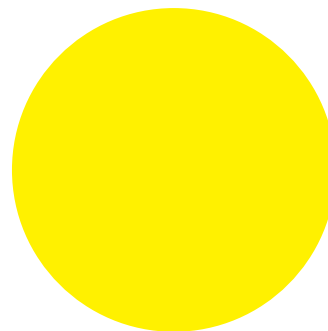
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NATE**
LAUNCH KIT
COLOR PALETTE



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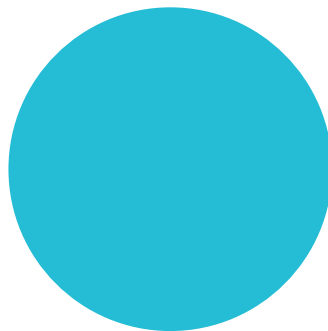
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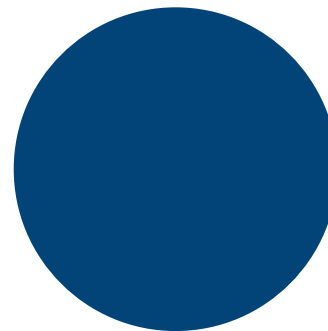
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BIG NATE

LAUNCH KIT
SHOW BACKGROUNDS



BIGN_LK_BG_001_CGI



BIGN_LK_BG_002_CGI



BIGN_LK_BG_003_CGI



BIGN_LK_BG_004_CGI

BIG NATE

LAUNCH KIT
SHOW BACKGROUNDS



BIGN_LK_BG_005_CGI



BIGN_LK_BG_006_CGI



BIGN_LK_BG_007_CGI



BIGN_LK_BG_008_CGI

BIG NATE

LAUNCH KIT
SHOW BACKGROUNDS



BIGN_LK_BG_009_CGI



BIGN_LK_BG_010_CGI

BIG NATE

LAUNCH KIT
PATTERNS



BIGN_LK_PTN_001_CGI



BIGN_LK_PTN_002_CGI



BIGN_LK_PTN_003_CGI

BIG NATE

LAUNCH KIT



BIGN_LK_NATE_001_CGI



BIGN_LK_NATE_002_CGI



BIGN_LK_NATE_003_CGI



BIGN_LK_NATE_004_CGI



BIGN_LK_DEEDEE_001_CGI



BIGN_LK_DEEDEE_002_CGI



BIGN_LK_DEEDEE_003_CGI

BIG NATE

LAUNCH KIT
CHARACTER ART



BIGN_LK_FRANCIS_001_CGI



BIGN_LK_FRANCIS_002_CGI



BIGN_LK_FRANCIS_003_CGI



BIGN_LK_TEDDY_001_CGI



BIGN_LK_TEDDY_002_CGI



BIGN_LK_TEDDY_003_CGI

BIG NATE

LAUNCH KIT
CHARACTER ART



BIGN_LK_CHAD_001_CGI



BIGN_LK_CHAD_002_CGI



BIGN_LK_CHAD_003_CGI



BIGN_LK_ELLEN_001_CGI



BIGN_LK_ELLEN_002_CGI



BIGN_LK_MARTIN_001_CGI



BIGN_LK_MARTIN_002_CGI

BIG NATE

LAUNCH KIT
CHARACTER ART



BIGN_LK_GODFREY_001_CGI



BIGN_LK_GODFREY_002_CGI



BIGN_LK_NICHOLS_001_CGI



BIGN_LK_NICHOLS_002_CGI



BIGN_LK_GALVIN_001_CGI



BIGN_LK_ROSA_001_CGI



BIGN_LK_JOHN_001_CGI



BIGN_LK_ZORA_001_CGI

BIG NATE

LAUNCH KIT
CHARACTER ART



BIGN_LK_JENNY_001_CGI



BIGN_LK_ARTHUR_001_CGI



BIGN_LK_CRESSLY_001_CGI



BIGN_LK_GINA_001_CGI



BIGN_LK_ZEFF_001_CGI



BIGN_LK_SPITSY_001_CGI

BIG NATE

LAUNCH KIT
CHARACTER ART



BIGN_LK_GRP_001_CGI



BIGN_LK_GRP_004_CGI



BIGN_LK_GRP_005_CGI



BIGN_LK_GRP_008_CGI

BIG NATE

LAUNCH KIT
CHARACTER ART



BIGN_LK_GRP_006_CGI



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BIG NATE

LAUNCH KIT
CHARACTER ART

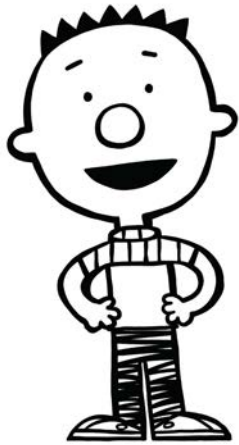


BIGN_LK_GRP_009_CGI

BIG NATE

LAUNCH KIT
CHARACTER ART

While Big Nate is a CGI series, 2D designs are used as a tool to show us what Nate is thinking. Nate uses these designs to break the 4th wall and talk to the audience as a way to explain a storyline or express his feelings. Nate alone owns the 2D designs, no other character in the series utilizes this storytelling tool. Only use these 2D poses when illustrating what Nate would be thinking.



BIGN_LK_NATE_001_2D



BIGN_LK_TEDDY_001_2D



BIGN_LK_FRANCIS_001_2D



BIGN_LK_DEEDEE_002_2D



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BIGN_LK_CHAD_001_2D



BIGN_LK_GALVIN_001_2D

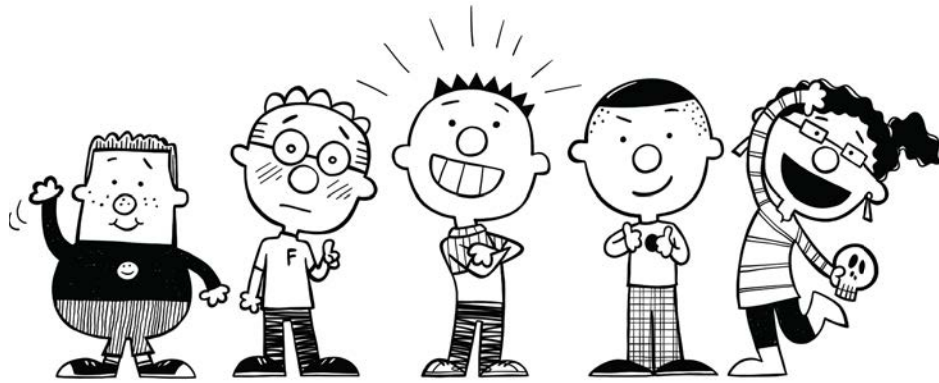


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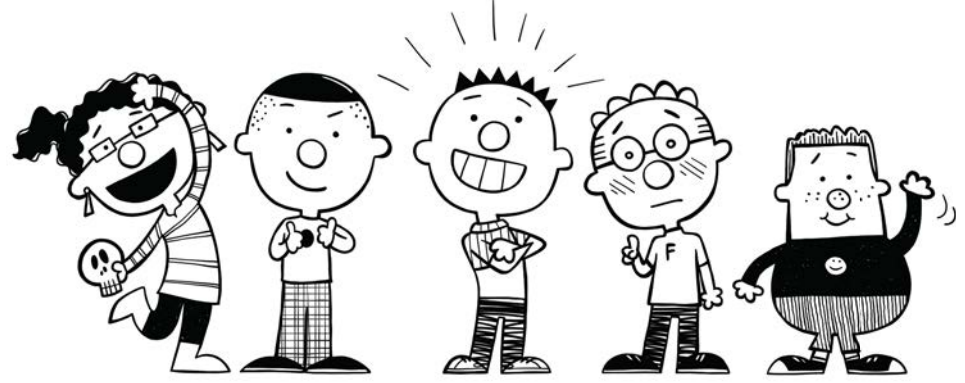
BIG NATE

LAUNCH KIT
CHARACTER ART

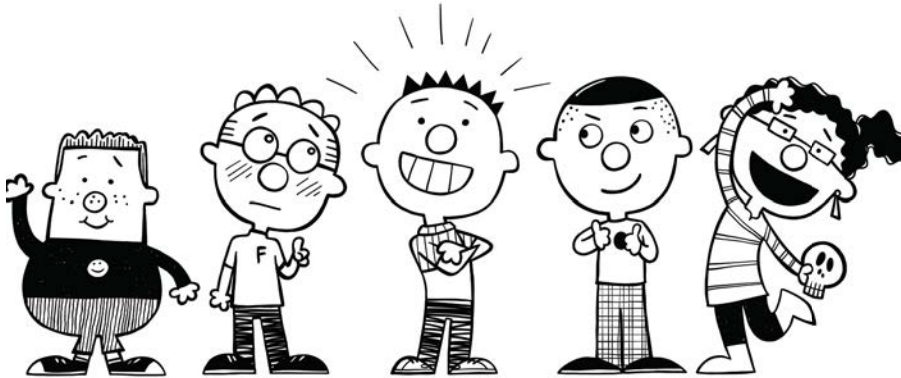
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BIGN_LK_GRP_003_2D



BIGN_LK_GRP_004_2D



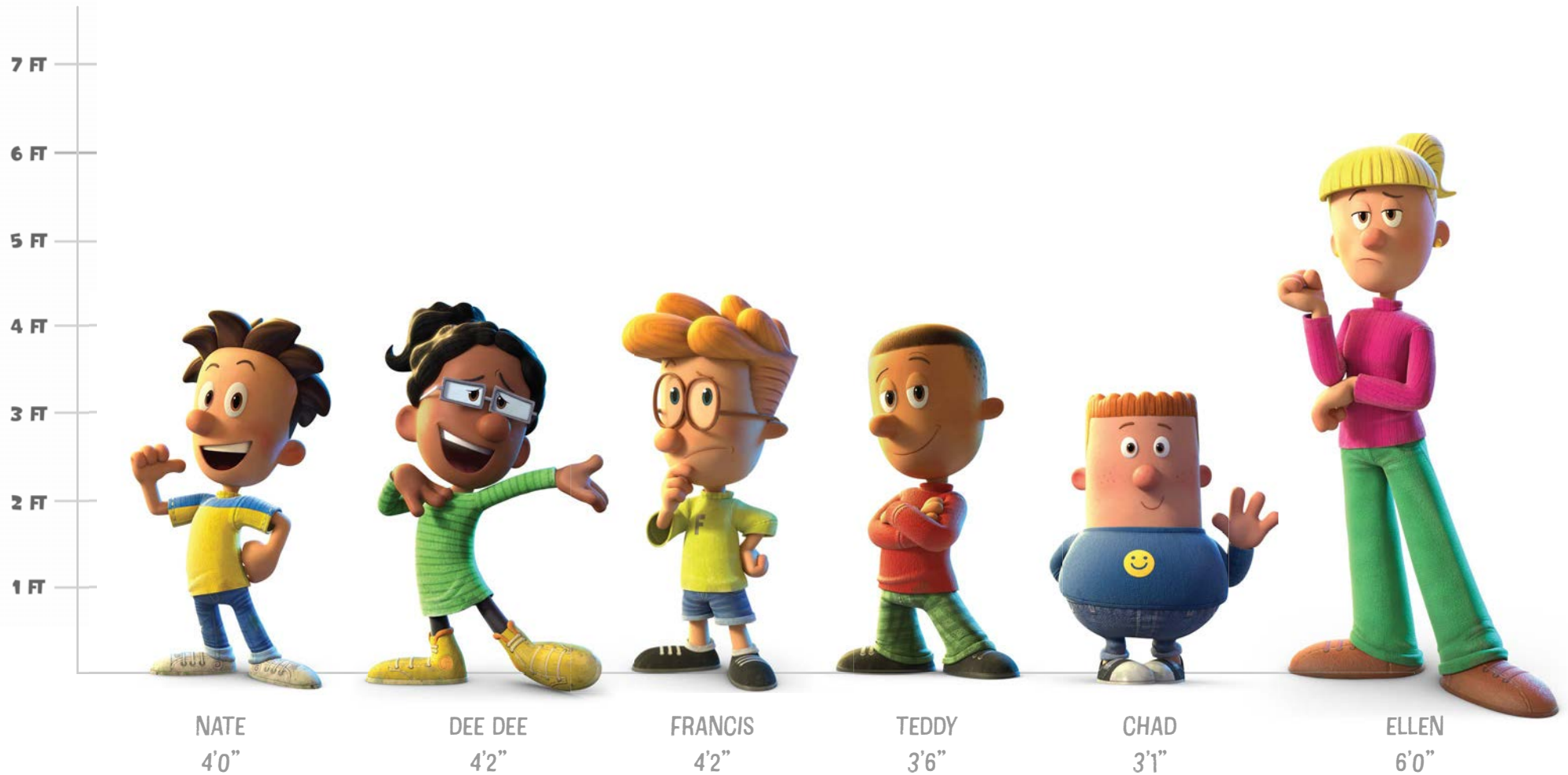
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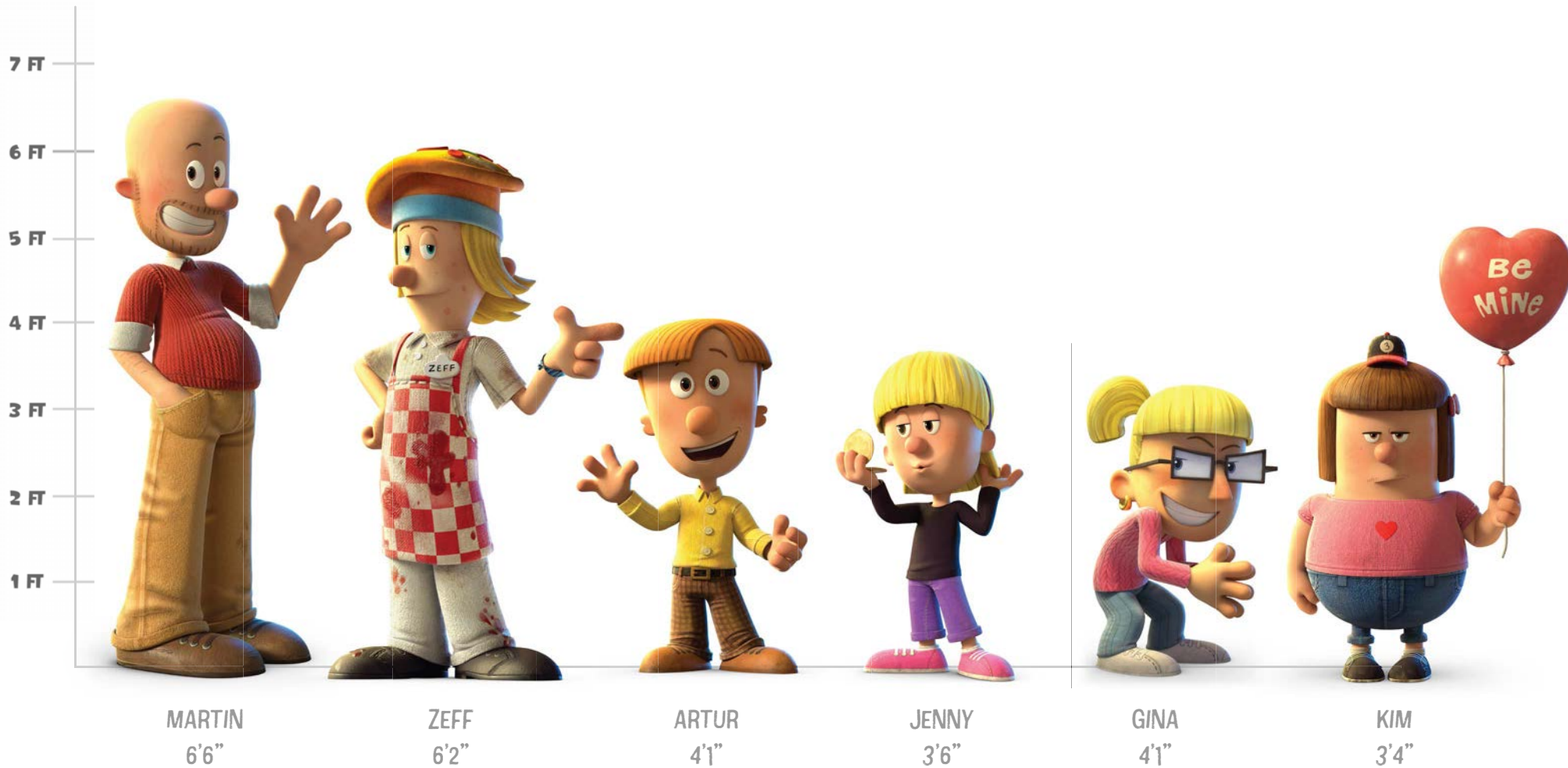
BIG NATE

LAUNCH KIT
SIZE CHART



BIG NATE

LAUNCH KIT
SIZE CHART



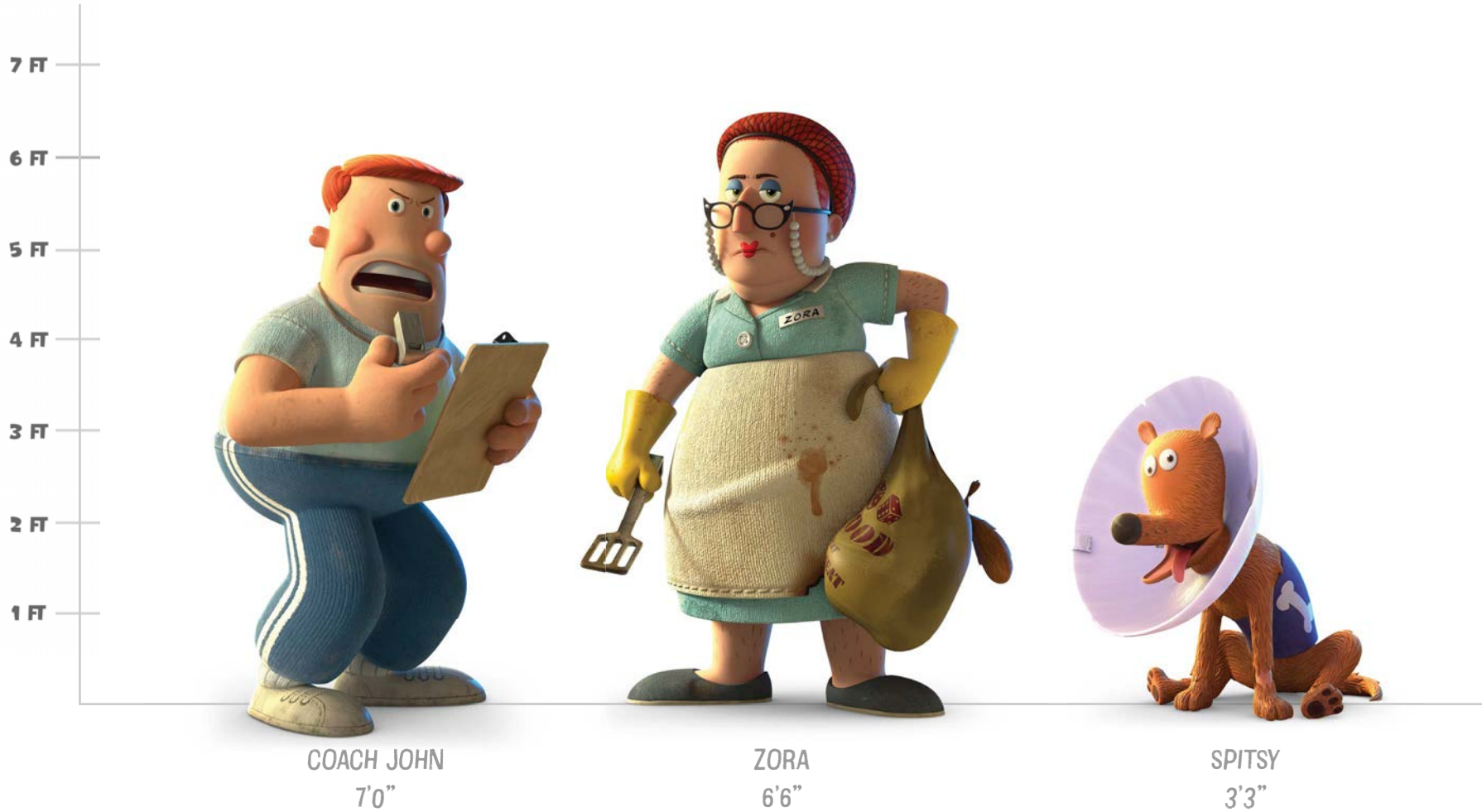
BIG NATE

LAUNCH KIT
SIZE CHART



BIG NATE

LAUNCH KIT
SIZE CHART



BIG NATE

LAUNCH KIT
KEY ART



This key art is under embargo until 2/17/22.
For any needs prior to then reach out to
lea.sheloush@nick.com for approval.

**Big
NATE**
LAUNCH KIT
KEY ART



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BIGN_KA_002_HORZ

BIG NATE

LAUNCH KIT
COMPLEMENTARY KEY ART



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BIGN_KA_002_VERT

BIG NATE

LAUNCH KIT
COMPLEMENTARY KEY ART

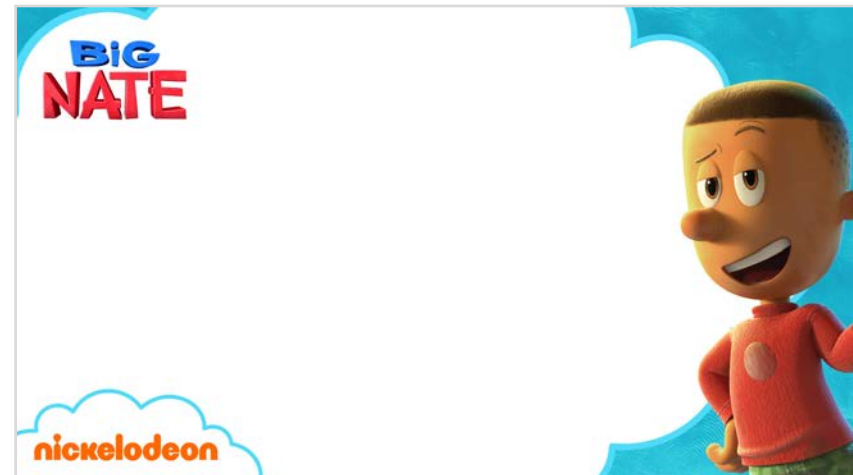


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BIGN_KA_003_HORZ

BIG NATE

LAUNCH KIT
POWERPOINT



BIGN_LK_PPT

BIG NATE

LAUNCH KIT
POWERPOINT



BIGN_LK_PPT

A yellow, textured rectangular graphic with a blue squiggle at the bottom right. Inside the rectangle, the text "BIG NATE" is written in large, bold, blue and red letters. Below it, "LAUNCH KIT" is written in blue, and "FONT CLEARANCE" is written in red.

BIG NATE

LAUNCH KIT
FONT CLEARANCE

CHALOOPS BOLD

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ROONEY SANS BOLD

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BIG NATE ORIGINAL FONT

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