



Launch Kit 2014

Show overview

Put on your party pants and bust out da bread! Breadwinners is comin' at ya with SwaySway and Buhdeuce, two carefree ducks who fly around in a super sweet rocket van, delivering bread to hungry beaks everywhere. These best buds live together, laugh together, and get into all sorts of ridiculous adventures together on their planet Pondgea. No matter what, nothing stops these two bread heads from shaking their tail feathers and getting a little bit QUAZY!

The Setting

PONDGEA

This watery Earth-like planet is covered with millions of ponds, making it the perfect home for ducks. On Pondgea, ducks come in all shapes and sizes: big and small, quacky and non-quacky. Pondgea is also home to frogs, beavers, gators, geese, owls, and any other critter you might come across in a pond. And let's not forget the monsters. They're everywhere: in the clouds, in the water, even underground. Even though there are lots of different creatures on Pondgea, there's one thing everyone (even monsters!) have in common: they love bread! Which makes sense when you realize the planet's crust is made of... bread crust. It's a good thing there are two ducks willing to risk their beaks to deliver all that bread: SwaySway and Buhdeuce!



CHARACTER BIOGRAPHIES



QUOTES:
GET SOME BREAD UP IN YO BEAK!
AWESOMENESS!
P-P-P-P-PARTY PUNCH!
YIP!
AW, CRUMMERS!
OWCHEEWAWA!

SwaySway

The rock of the flock and the leader of the party-punchin' pack! SwaySway is an upbeat duck who never gives up. He comes from a long line of Breadwinners, and now he's proud to carry on the family tradition of getting bread up in yo beak! Sure, he's been known to use bad judgment now and again... and again. But he's a total expert when it comes to flying the rocket van (and crashing it).

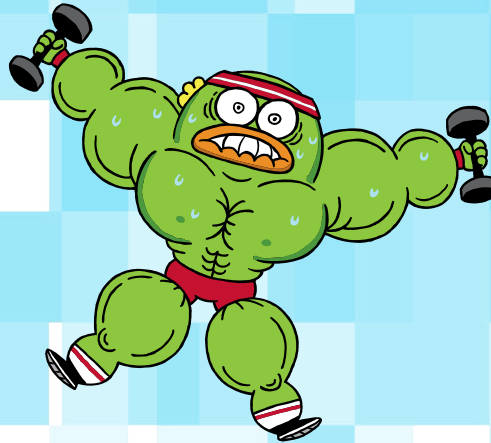


Buhdeuce

The loyal booty-shakin' co-pilot! Buhdeuce is a happy-go-lucky ducky who just wants to be the best Breadwinner he can be. This spastic little dude is a major daydreamer – and sometimes a major tantrum thrower. He's got a lot of heart, but not a lot of experience, so it's a good thing he has a best bap like SwaySway to help show him the ropes... and help tie his shoes... and help butter his toast....

QUOTES:
YIP! YIP!
YIPPITY YIP YIP!
B-B-B-B-BOOTY KICK!
BUHH
YEAH BOYEEEE!
BUBBLE NUGGETS!
NINJA ROLL! CARTWHEEL! SOMERSAULT! FLIP!

CHARACTER BIOGRAPHIES



QUOTES:

L-L-L-L-LEVEL UP: BIKER DUCKS!

L-L-L-L-LEVEL UP: BODYBUILDER DUCKS!

L-L-L-L-LEVEL UP: NURSE DUCKS!

L-L-L-L-LEVEL UP: SURVIVOR DUCKS!

L-L-L-L-LEVEL UP: DISHWASHER DUCKS!



L-L-L-L-LEVEL UP!

Breadwinners never give up. Nope, they LEVEL up! When the going gets tough, SwaySway and Buhdeuce shout out “L-L-L-L-LEVEL UP!” and transform into other types of ducks. If they were stranded on a volcano that was erupting, they would shout out “L-L-L-L-LEVEL UP! Surfer Ducks!” and surf the lava to safety. When SwaySway and Buhdeuce level up, you better believe their opponents are goin’ DOWN.

CHARACTER BIOGRAPHIES



QUOTES:
RIBBIT! RIBBIT!

JELLY

SwaySway and Buhdeuce's beloved pet frog. Jelly is named after her own favorite condiment. She's super friendly, silly, and... well, not so bright. You could say she's a few slices short of a loaf. Watch out for her tongue or you'll get slobbered!

KETTA

She's SwaySway and Buhdeuce's good friend – and super energetic ace mechanic! Ketta fixes up the rocket van when it's busted, and gives it sweet new mods. This hyperactive daredevil loves to zip around on her rocket skates. Swan, yes. Graceful, no.



QUOTES:
AW LUG NUTS!
SO THAT'S HOW BURNT TOAST FEELS.
TRUST ME, YOU'LL LOAF IT!
HELLO GENTLEBAPS!



QUOTES:
FLOUR POWER!
RISE LIKE THE YEAST THAT INSPIRES YE.
GREETINGS BREAD HEADS!
GOOD LUCK, MY DUCKS!

THE BREAD MAKER

The baker of bread! The yielder of yeast! And deliverer of dough! The Bread Maker is a magical dude who lives in the center of the planet. Not only does he make all the bread, but he's also made of bread! He's super cool and wise, and he's always willing to offer a slice of advice to his two favorite bread heads.

CHARACTER BIOGRAPHIES

T-MIDI

This owl doesn't just like bread – he LOAFs it! Talonious C. Midi (T-Midi for short) is SwaySway and Buhdeuce's number one customer. He's an eccentric, sophisticated bread connoisseur who never steps out his comfort zone... unless pushed.

QUOTES:

HOOT, HOOT, HOORAY!

SHEESH-UH-ROO-ROO!

OH DEAR DUCK ...

ABSO-HOOT-LY NOT!

OH MY!



OONSKI THE GREAT

This big dumb Viking beaver has three goals in life: eat, beat, and steal! With his merry crew of mindless ducks, Oonski flies around Pondgea in a Viking blimp looking for bread mines to raid, rocket vans to steal, or parties to crash.

QUOTES:

EAT! BEAT! STEAL!

IT GOOD TO BE ME!

NOW OONSKI CRUSH YOU!

ME WANT!

SMELL MY WRATH!



RAMBAMBOO

Chief of Tadpolice! Nothing makes Rambamboo happier than flying around in her jetpack and turning lawbreakers into toast. This toad is always looking for a reason to bust SwaySway and Buhdeuce – and ANY reason will do.

QUOTES:

MY SKY! MY RULES!

GONNA HAVE TO WRITE YOU UP FOR THAT.

QUIT YOUR QUACKING!

LEAPIN' LILYPADS!

YOU WINGNUTS!



MONSTERS

No one on Pondgea loves bread more than monsters. So that makes delivering bread the most dangerous job on the planet. These dimwitted beasts are always chasing SwaySway and Buhdeuce around. Better watch them tail feathers!



PROPERTY LOGO - USE THE LOGO LOCKUP AS IS. DO NOT ALTER.

For logo usage **WITHOUT** branding, use the ones shown below exactly as they are.
If using logo **WITHOUT** branding, the Nickelodeon logo must be clearly visible nearby.

4-color process



Black + White



Spot

**SMALL VERSIONS**

For logo usage **WITH** branding, use the ones shown below exactly as they are.

4-color process + 021



Black + White



When logo is a total width of 1 inch or smaller, use these versions.

4-color process + 021



Black + White



Spot



BW_LOGO_001

FONTS & COLOR SWATCHES

DISPLAY

FF Bokka Solid

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

www.myfonts.com

KANE BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

www.myfonts.com

Changing medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

www.fontbros.com

MrsLollipop Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

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TEXT

Proxima Nova ExCn Semi Bold

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abcdefghijklmnopqrstuvwxyz

1234567890

www.fontshop.com

Proxima Nova BI

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

www.fontshop.com

Akzidenz Grotesk Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

www.azfonts.net



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CHARACTER ART



BW_LK_SWAY_001



BW_LK_SWAY_002



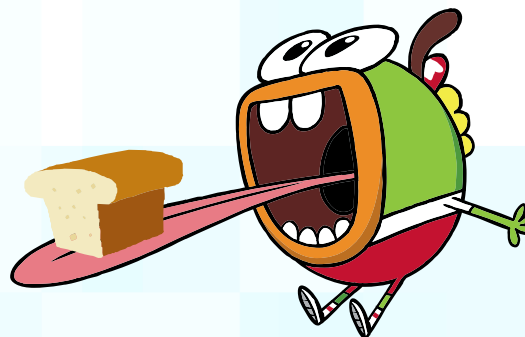
BW_LK_SWAY_004



BW_LK_SWAY_004_ALT



BW_LK_BUHDEUCE_001



BW_LK_BUHDEUCE_002



BW_LK_BUHDEUCE_003

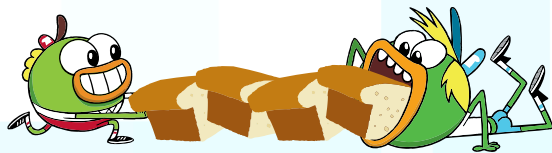
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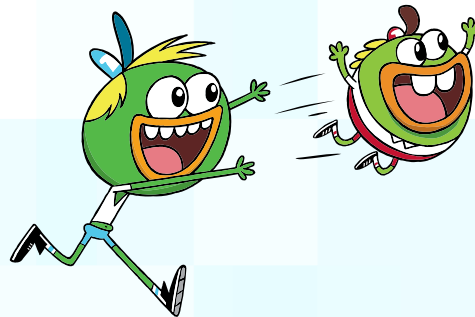
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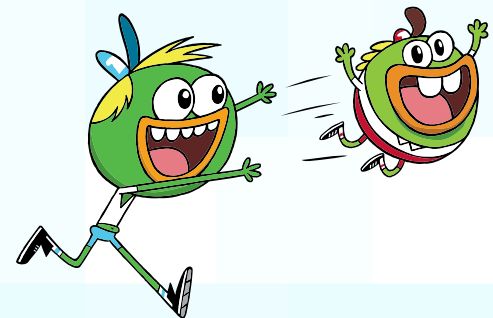
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BW_LK_GRP_003



BW_LK_GRP_004

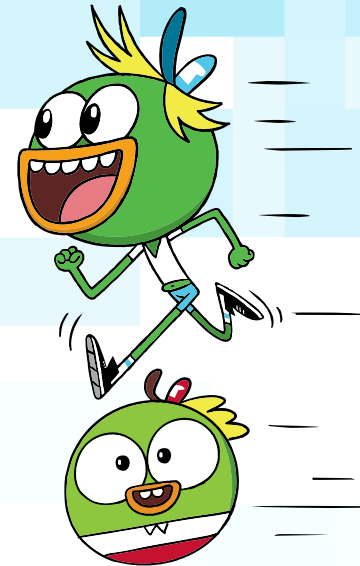


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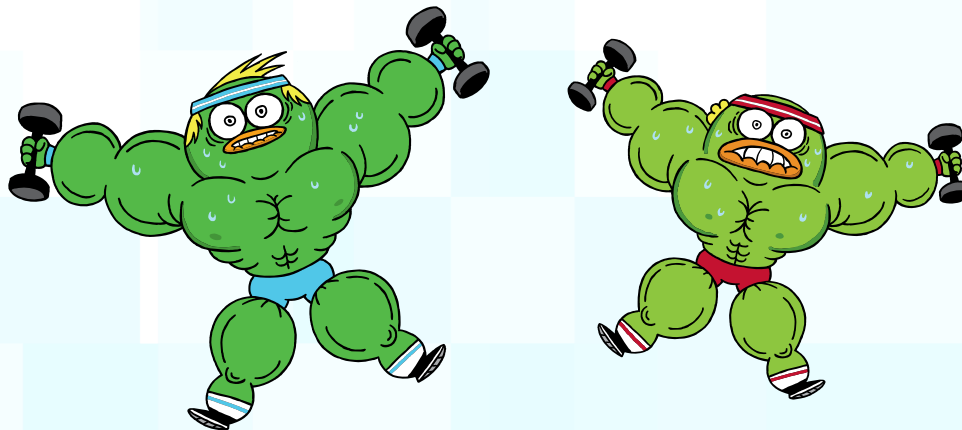
CHARACTER ART



BW_LK_GRP_006



BW_LK_GRP_007



BW_LK_GRP_008

CHARACTER ART



BW_LK_JELLY_001



BW_LK_JELLY_002



BW_LK_BREADMAKER_001



BW_LK_BREADMAKER_002



BW_LK_KETTA_001



BW_LK_KETTA_002

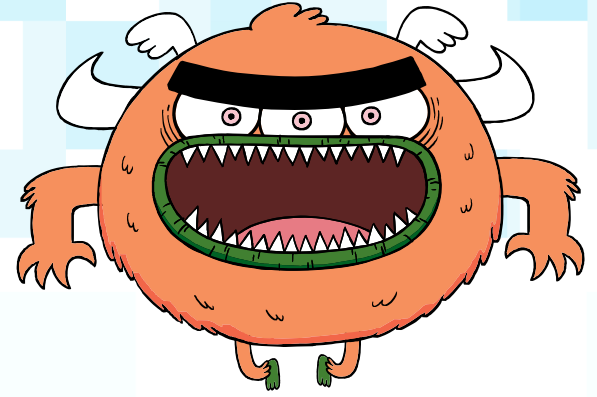
CHARACTER ART



BW_LK_CAVEMONSTER_001



BW_LK_PONDMONSTER_001



BW_LK_CLOUDMONSTER_001



BW_LK_OONSKI_001



BW_LK_RAMBAMBOO_001



BW_LK_TMIDI_001

CHARACTER ART



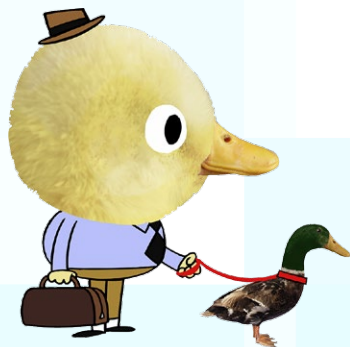
BW_LK_DUCK_001



BW_LK_DUCK_002



BW_LK_DUCK_003



BW_LK_DUCK_004



BW_LK_DUCK_005



BW_LK_DUCK_006

PROPS



BW_LK_PROP_001

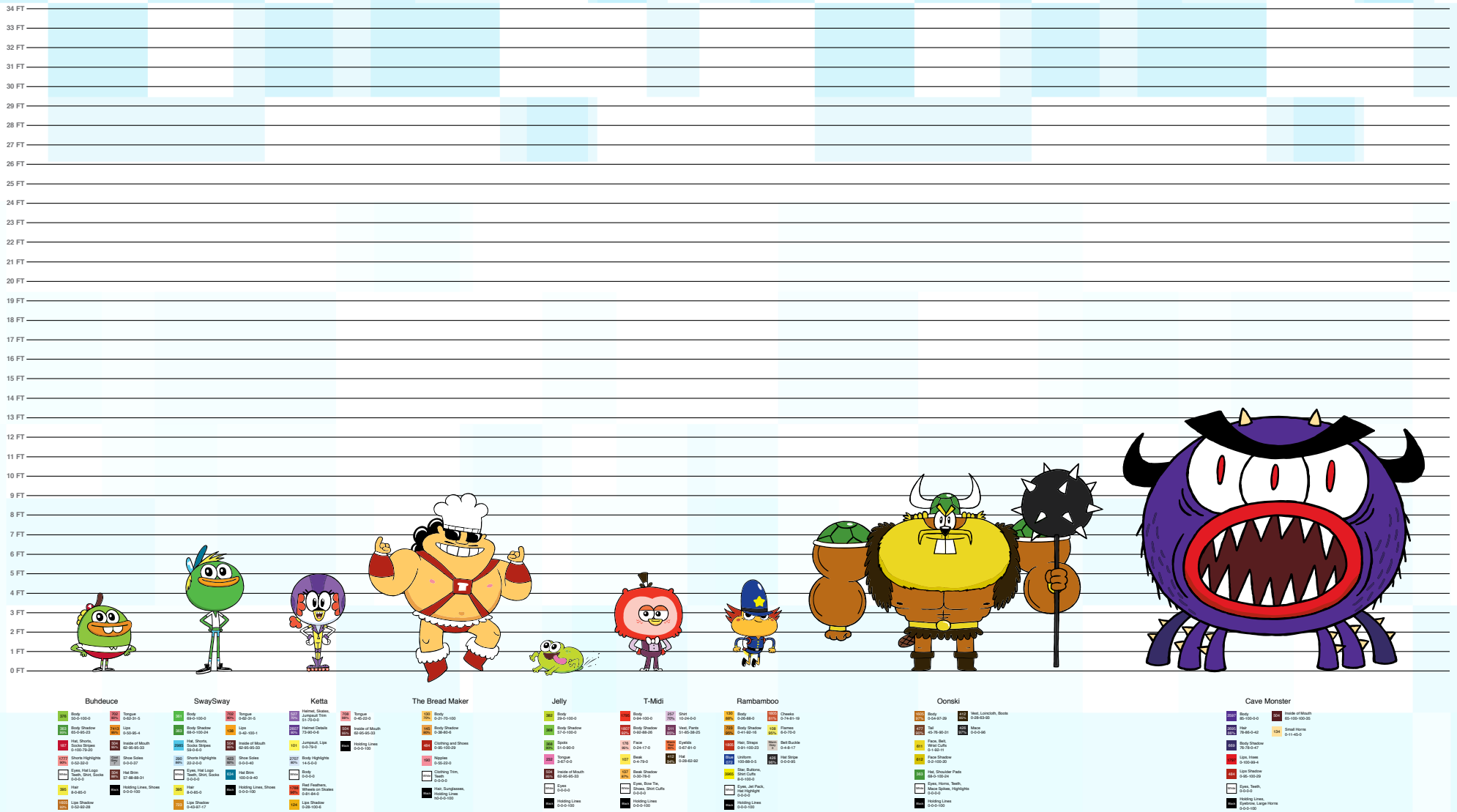


BW_LK_PROP_002

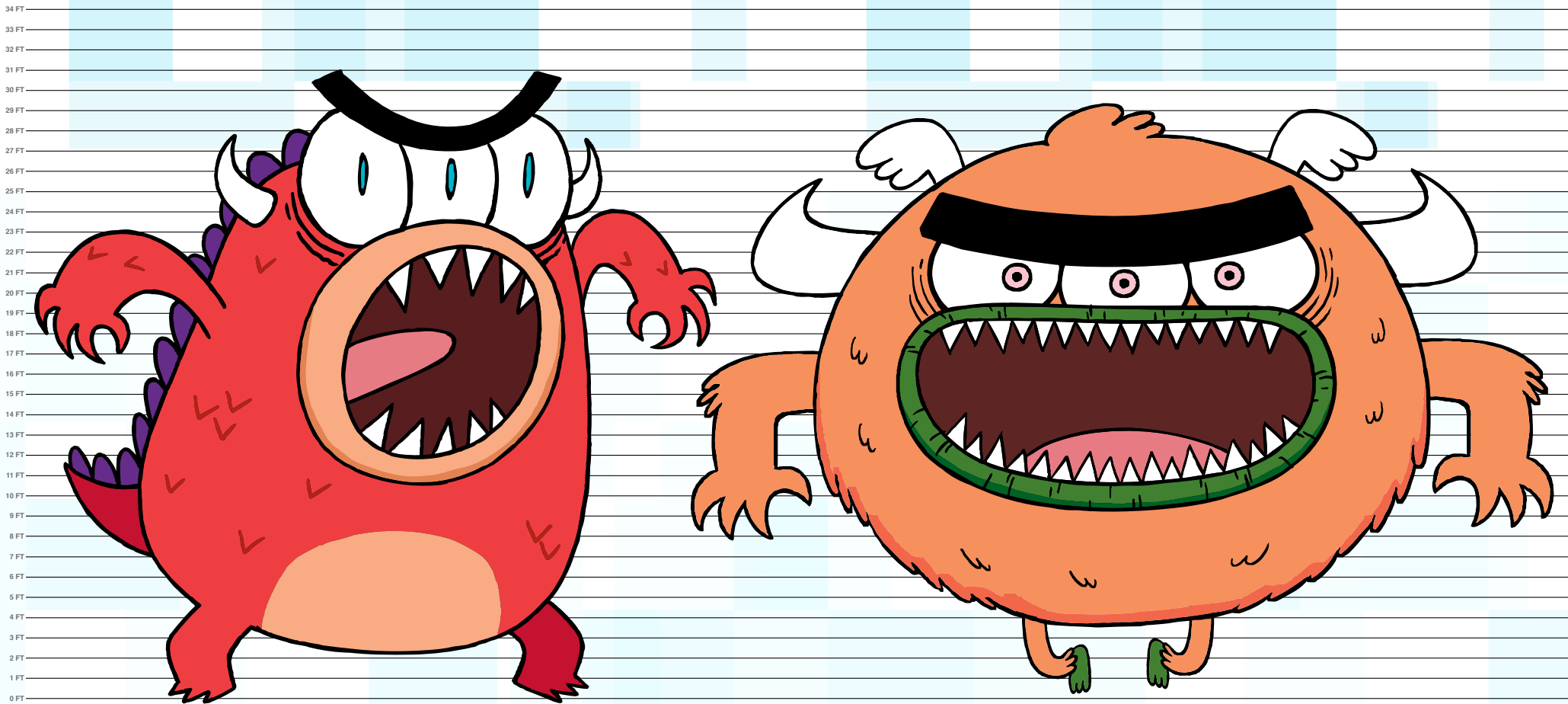


BW_LK_PROP_003

SIZE COMPARISON AND COLOR CALL OUTS



SIZE COMPARISON AND COLOR CALL OUTS



Pond Monster

185	Body 0-91-70-0	504	Inside of Mouth 85-100-100-35
484	Body Scales 0-95-100-29	702 90%	Tongue 60-62-21-5
187	Body Shadow 0-100-79-30	913	Irises 83-0-21-0
1835	Belly, Lips 0-39-60-0	536	Cranial Scales 76-100-7-0
188 30%	Lips Shadow 0-55-70-8		
184	Eyes, Horns, Teeth, 0-0-0-0		
	Holding Lines, Eyes 0-0-0-100		

Cloud Monster

171	Body 9-53-68-0	184	Inside of Mouth 42-85-95-33
1417	Body Shadow 9-75-75-0	160	Tongue 0-62-31-5
164 65%	Feet, Lips 62-0-95-40		
167	Lips Shadow 60-0-100-56		
182	Hands 0-26-7-0		
194	Eyes, Teeth, Horns 0-0-0-0		
195	Holding Lines, Cylinders 0-0-0-100		

BACKGROUNDS

SWAYSWAY & BUHDEUCE'S SWAMP PAD:



BW_LK_BG_001



BW_LK_BG_002



BW_LK_BG_003



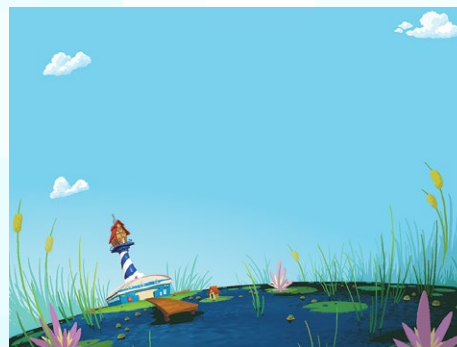
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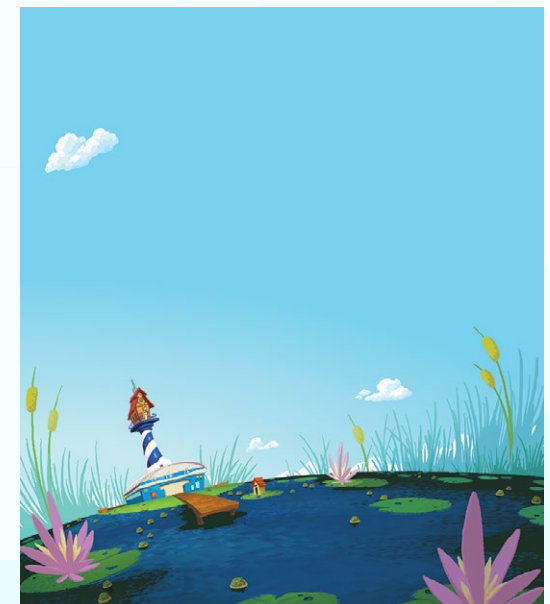
BW_LK_BG_005



BW_LK_BG_006



BW_LK_BG_007A



BW_LK_BG_007B

BACKGROUNDS

BREAD MINES:



BW_LK_BG_011



BW_LK_BG_012

BREAD MAKER'S MAN CAVE:



BW_LK_BG_010

KETTA'S AUTO-TUNE-UP:



BW_LK_BG_008

PUMPERS:



BW_LK_BG_009

BACKGROUNDS

T-MIDI'S TREEHOUSE:



BW_LK_BG_013

DUCK TOWN:



BW_LK_BG_014



BW_LK_BG_015

PONDGEA:



BW_LK_BG_016



BW_LK_BG_017A



BW_LK_BG_018



BW_LK_BG_017B

KEY ART



BW_LK_KA_001A



BW_LK_KA_001B



BW_LK_KA_002A



BW_LK_KA_002B

WEB BANNERS & TUNE-IN



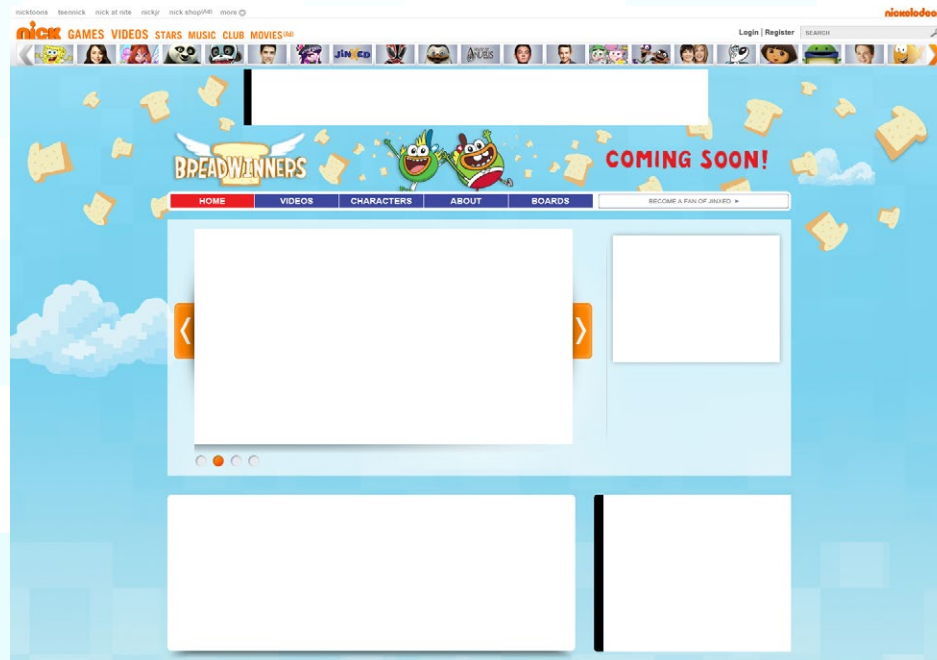
BW_LK_BANNER_160X600_001



BW_LK_BANNER_728X90_001



BW_LK_BANNER_300X50_001



FOR INSPIRATION



BW_LK_BANNER_300X250_001



BW_LK_BANNER_120X60_001

ITUNES / HULU ARTWORK



BW_LK_CORE_A



BW_LK_FC_BANNER



BW_LK_CORE_B



BW_LK_CORE_C



BW_LK_CORE_D

EMAIL BLASTS

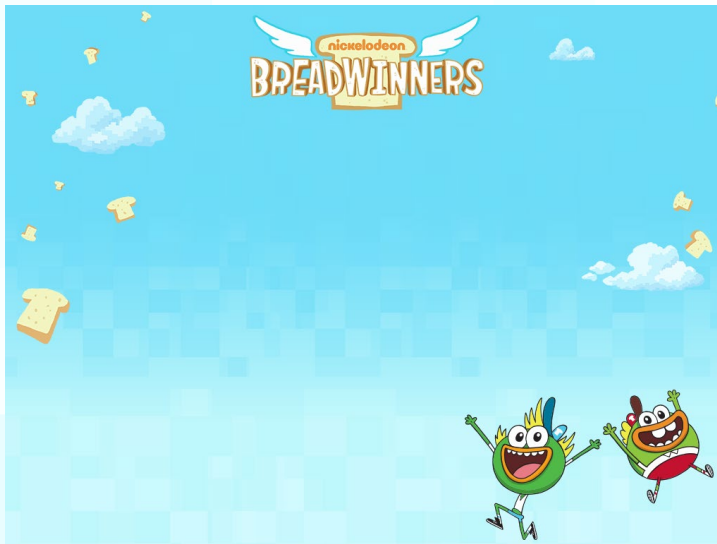


BW_LK_EBLAST_001



BW_LK_EBLAST_002

POWER POINT SLIDES



BW_LK_PPT

APPROVAL PROCEDURE

Any usage of the Breadwinners characters' names or likenesses must be approved in writing in advance of use. Creative approval is based on character design that (a) follows models and colors, (b) uses correct relationships between characters, (c) is appropriately integrated with products and advertisements, and (d) uses the correct typefaces.

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