

THE
CASAGRANDES
INITIAL LAUNCH KIT

The image features a vibrant yellow background with white lines radiating from the center, creating a sunburst effect. The text is presented in a bold, comic-style font. 'THE' is in white with a black outline, set against a purple silhouette of a city skyline. 'CASAGRANDES' is in large, multi-colored letters (teal, yellow, orange, and light blue) with thick black outlines and a slight 3D effect. Below this, 'INITIAL LAUNCH KIT' is written in white on a purple banner that slants upwards to the right.

THE CASAGRANDES INITIAL LAUNCH KIT

SHOW

SYNOPSIS

The Casagrandes tells the story of Ronnie Anne, an independent, adventurous 11-year-old who explores city life with her big, loving, multi-generational Mexican-American family.

Ronnie Anne is an independent, skateboard loving 11-year-old who moves to the big city with her mom and brother to live with their extended family, the Casagrandes. Her new life promises to be an adventure, now that she's living under one roof with her grandparents, aunt, uncle, cousins, and a sass-talking parrot. As if that weren't enough excitement, her bedroom is directly below the bedroom of her best friend, Sid. And on the ground floor is the family-run market (the mercado), which is a gathering place for all their quirky neighbors. While her brother Bobby helps run the mercado with their gossip-loving Abuelo, Ronnie Anne and Sid explore the city, making fun new friendships along the way. She's also getting to know everyone in her bustling multi-generational Mexican-American family. Even though her new life is full of new discoveries, it's also filled with love, laughter and plenty of food!

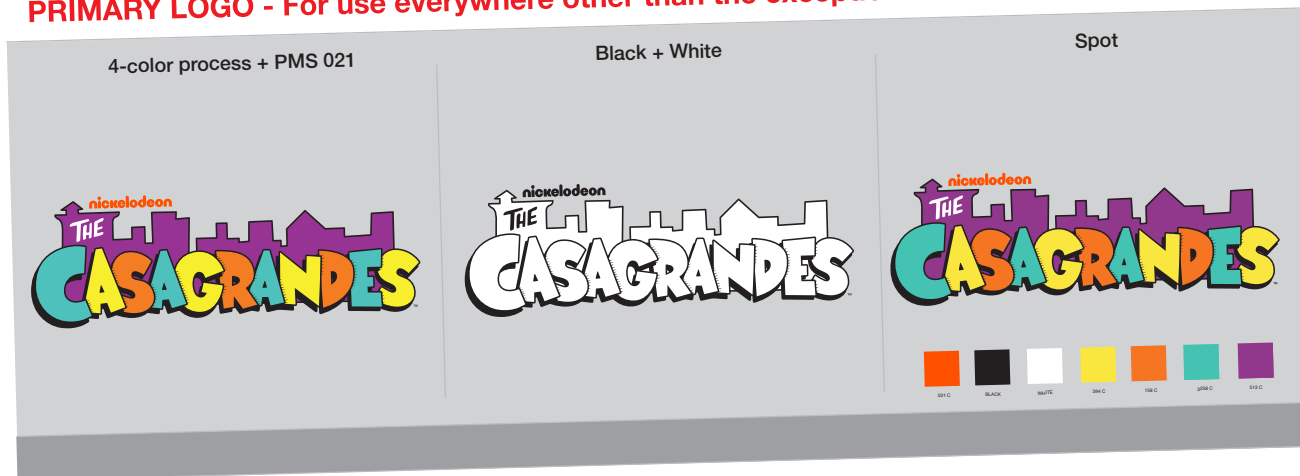


THE CASAGRANDES INITIAL LAUNCH KIT

LOGO

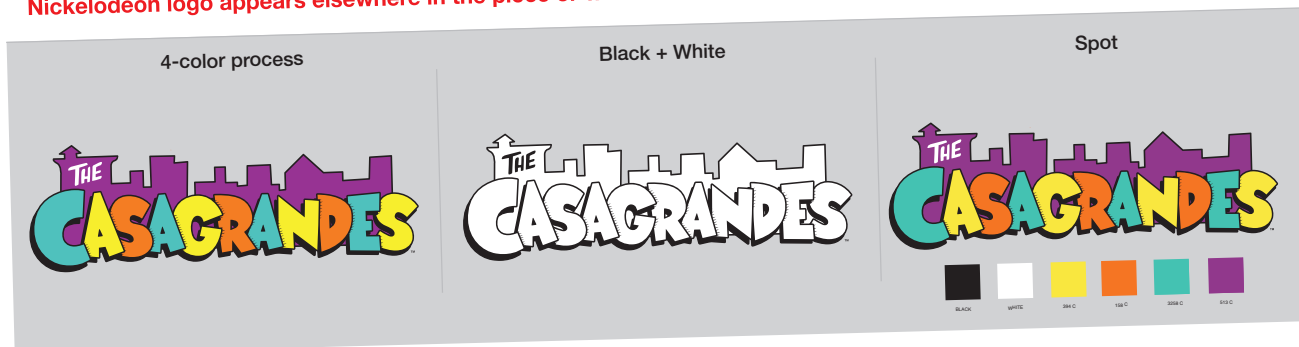
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CASA_Logo

nickelodeon

ASPHALT BLACK

HEADERS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()

TITULAR HEAVY

SUB HEADERS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()

SERENITY

BODY COPY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()



THE CASAGRANDES / INITIAL LAUNCH KIT

COLOR PALETTE



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5

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THE CASAGRANDES INITIAL LAUNCH KIT CHARACTER ART

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CASA_LK_Ronnie_001



CASA_LK_Ronnie_002



CASA_LK_Ronnie_003



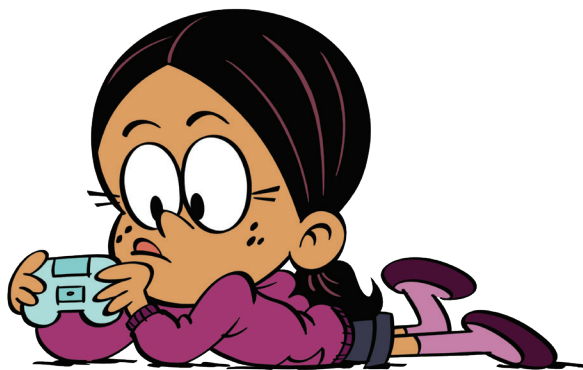
CASA_LK_Ronnie_004

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THE CASAGRANDES INITIAL LAUNCH KIT

CHARACTER ART

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CASA_LK_Ronnie_005



CASA_LK_Ronnie_006



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THE CASAGRANDES INITIAL LAUNCH KIT
**CHARACTER
ART**

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CASA_LK_Grp_002

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THE CASAGRANDES / INITIAL LAUNCH KIT LEGAL

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