

the
fairly
Odd Parents!
NICKELODEON

THE TOOLKIT





IT'S AN ODDLY FASCINATING PREMISE

Timmy Turner is your average 10-year-old boy. Sort of. He's an only child. Pretty smart, too. At school, he's bullied. At home, he's got parents who love him, but who are oblivious to most everything. And he's got Vicky, the evil babysitter. Not that his parents would know, since Vicky's as sweet as can be when they're around and, remember, they're oblivious!

Basically, Timmy is powerless - at school and at home. Hey, he's ten!

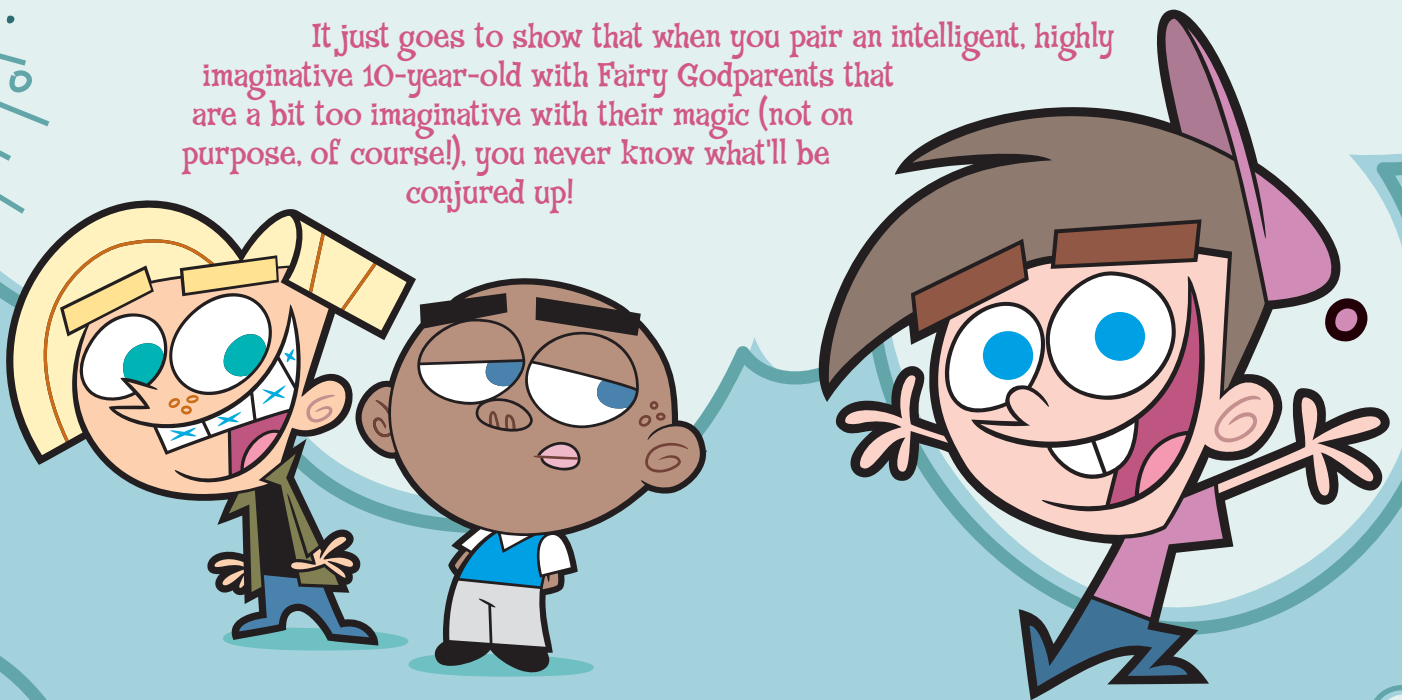
What makes things different in the Turner household are Cosmo and Wanda, Timmy's two Fairy Godparents that no one except Timmy can ever know exist. Gee, with two magical guardians you'd think Timmy's got it all. Right? Wrong.

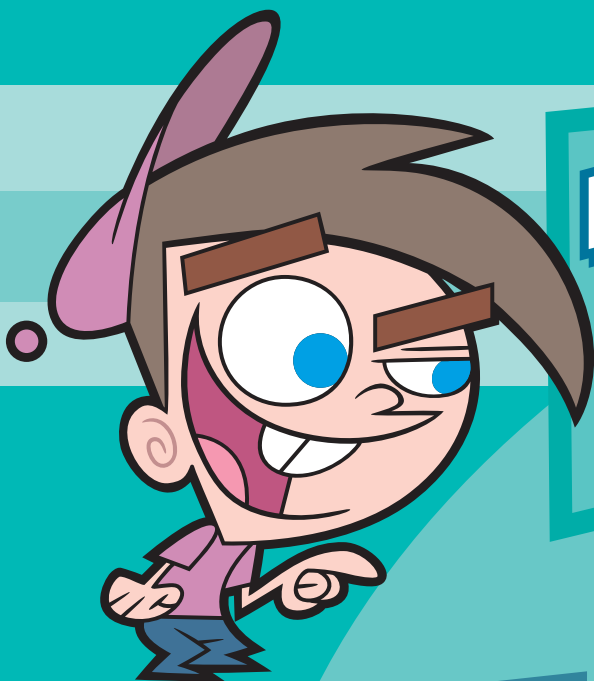
Cosmo and Wanda are a great couple. Married for years, they know how to keep their relationship going. It's just their magical skills that are lacking. Severely. Like when Timmy wants a chocolate shake, Cosmo conjures up a HUGE tan (chocolate) snake! Or when Timmy wishes to be older, instead of turning him into a buff young hunk-of-man, they transform him into a plump bald guy. The fact that they really don't know what they're doing isn't all that makes them odd!

Cosmo has green hair, talks like a game show host on fast-forward and lives by the adage "Fun first. Ask questions later. Apologize for the mistake after that." And as for Wanda, well, she's the pink haired voice of reason... but compared to Cosmo, that's not saying much.

Wanda's in this to have a good time, too... but "Da Rules" say when a kid says "I wish," they have to grant it, no matter how nutty that wish might be! Which means she might as well get a little crazy trying to correct Cosmo's mistakes and make Timmy's wishes come true with the wave of her wand.

It just goes to show that when you pair an intelligent, highly imaginative 10-year-old with Fairy Godparents that are a bit too imaginative with their magic (not on purpose, of course!), you never know what'll be conjured up!





FOP.Timmy.002.4c.eps

TIMMY TURNER

Timmy's 10, bucktoothed, with an ever-present pink baseball cap. He's really smart. Not super genius, just smart. And perceptive. Quick. Highly observant. Which is why he finds it easy to communicate with adults. Too bad he's brighter than most of them.

And Timmy's an only child. Sometimes it's totally cool: no one to push him around, no one to have to share stuff with. Other times, it's totally scary, especially when he's left in the clutches of... THE BABYSITTER!

TIMMY TALK

"My name's Timmy. I have a short attention span."

"My teeth, my head, my hat... my gosh."

"Just make with the magic. Okay?"

"Let's get shallow."

"So boring. Can't focus."

"In the future there will be 500 TV channels with nothing to watch!"

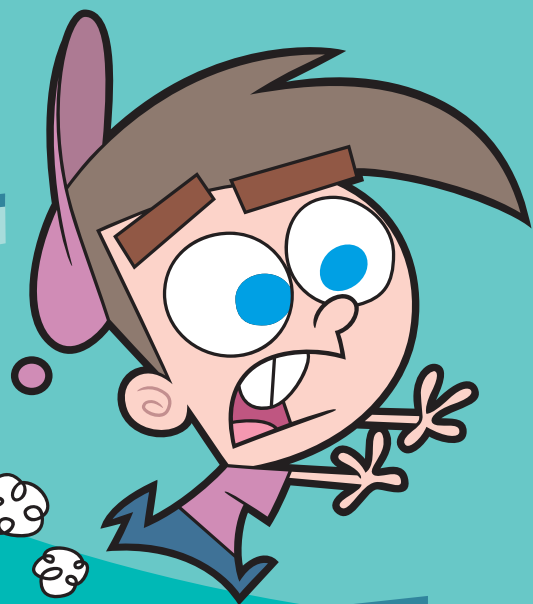
"Vicky is getting blamed for what I did? Cool."



FOP.Timmy.001.4c.eps

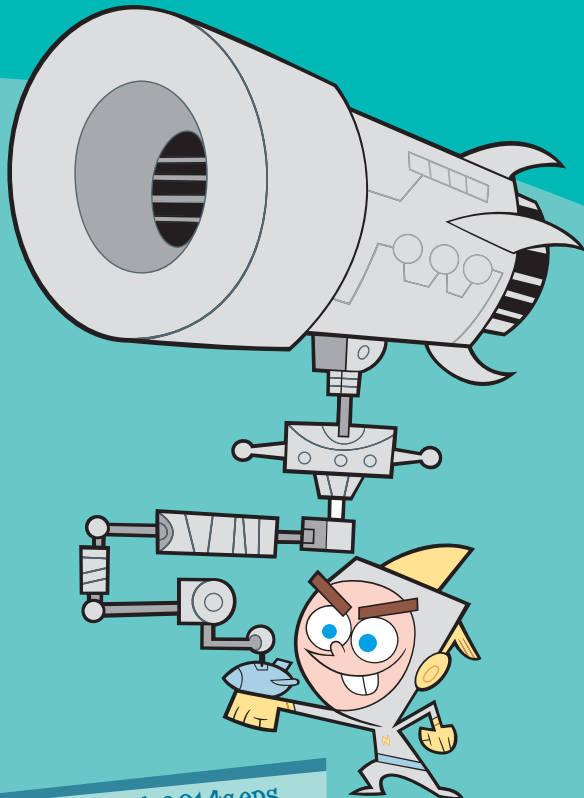


FOP.Timmy.004.4c.eps



FOP.Timmy.003.4c.eps

ALL ART
IS
FLOPPABLE



FOP.Crash.0014c.eps
*Flopped version on disk



FOP.Crash.0024c.eps
*Flopped version on disk

THE CRIMSON CHIN

AND TIMMY AS CLEFT



*FOP.Cleft.0024c.eps



*FOP.Cleft.0014c.eps



*FOP.Cleft.0034c.eps

The Cleft - Timmy's alter ego. Kinda. See, when Timmy wanted to meet his hero, The Crimson Chin, he wished him out of a comic book and into the real world. Bad move. The Chin had a self-confidence crisis. So, to pull the Chin out of the dumps, Timmy wished himself- as Cleft, The Boy Chin Wonder - into the comic book to restore the Crimson Chin's faith in himself. Got that?

CLEFT'S CLEVER PHRASES

"Gotta work on my heroic dialogue."
"Those are real fictional people in real fictional danger."
"If YOU won't stop the Bronze Kneecap, I will... or not."
"And with my utility cleft, I can swing from panel to panel!"

*Flopped version on disk



FOP.Cos.0014c.eps

Cosmo

COSMO

Cosmo is Timmy's Fairy Godfather. He's got a great sense of humor, loads of excessive energy and he's always in a good mood. The only thing is, he's really got no idea what he's doing in the magic department. But what he lacks in skill, smarts and ability to do things well, he certainly makes up for in enthusiasm. Cosmo is a green-haired whirlwind of excitement that doesn't let things like logic stop him. And it sure keeps things interesting in the life of his latest assignment-Timmy Turner.

COSMO QUIPS

"We're two halves of a whole idiot"

"Is today over yet?"

"I smell loophole!"

"With a boil that big, you sure aren't going to do anything social for a while."

"That's oddly specific."

"I'm on fire, baby!"

"I'll tell you what's really microscopic. Your grade point average."

"I spent all morning slaving over a hot wand for this!?"

"Let's get something straight. I'm not bright, big words confuse me, I have the attention span of a rodent, and Wanda loves me anyway."

"I hate this wish."

ALL ART
IS
FLOPPABLE



FOP.Cos.0024c.eps



FOP.Cos.0034c.eps



FOP.Cos.0064c.eps



FOP.Cos.008a4c.eps



FOP.Cos.0044c.eps



FOP.Cos.008b4c.eps



FOP.Cos.0074c.eps



FOP.Cos.0054c.eps

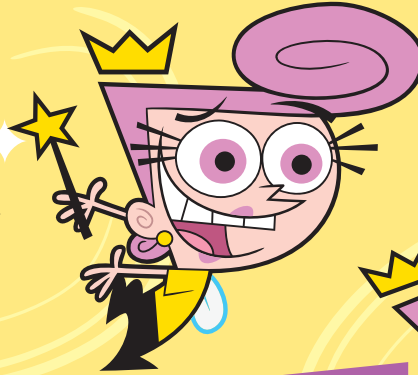
Wanda



FOP.Wnd.006b.4c.eps



FOP.Wnd.0014c.eps



FOP.Wnd.0024c.eps

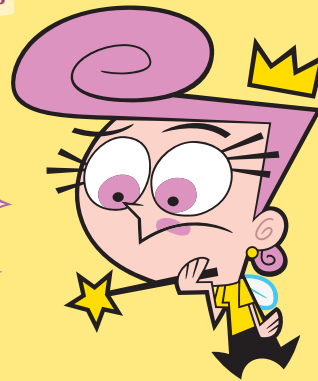


FOP.Wnd.0034c.eps

WANDA

Wanda's a bit on the wacky side, but when it comes to magic, she's definitely the more able of the two Godparents! She really loves using her "powers." It makes everything easier. Timmy's sad? "POOF!" Makeup needs fixing? "ZAP!" But Wanda takes her Fairy Godparenting duties very seriously, and that means making sure Timmy's happy and well taken care of. Unfortunately for her, that means having to cater to the somewhat unpredictable whims of her ten-year-old charge... and tending to Cosmo's screw-ups!

ALL ART
IS
FLOPPABLE



FOP.Wnd.0044c.eps



FOP.Wnd.0054c.eps

WANDA WISDOM

"Go on Timmy, you can do it!"
 "Care for something other than yourself you stupid cat!"
 "Maybe that was a little harsh. But it was funny."
 "I promise I won't do it unless you really mess up again."
 "Cheer up, Timmy. You're only going to be little for a little while."
 "Ah, sweetie. We tried."
 "Well, that's not good."
 "We have good news and bad news."



FOP.Wnd.006a.4c.eps



FOP.Wnd.0074c.eps



FOP.Vck.0014c.eps

Vicky

VICKY

"Icky" with a "V." Just ask Timmy! Vicky's the sixteen-year-old neighborhood girl who baby-sits the local kids to make some extra bucks. Parents think she's sweet and trustworthy. But her charges know differently. Because she tortures them! Oh, she doesn't leave marks.

Not physically. She's a psychological tormenter. And Timmy is her favorite victim, blackmail her favorite weapon: she's got girlie magazines with Timmy's fingerprints on them, phony bad report cards with Timmy's name on them, computer-doctored photos of Timmy perpetrating any number of petty crimes, etc.

VICKY VENOM

"See ya, twerp."

"To one side, parasites."

"I hate you."

"Hey, I heard happy. What's going on in here?"

"Keep it down! You know when I'm watchin' you I'm watching something on TV!"

"I smell fun."

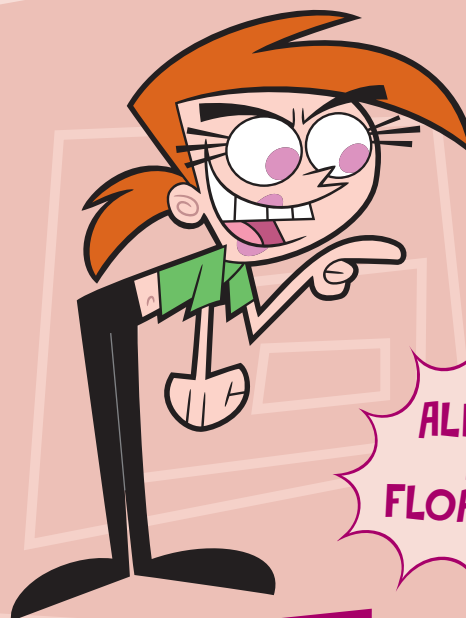
"You talk funny. Are you from Europe or something?"



FOP.Vck.0034c.eps



FOP.Vck.0024c.eps



FOP.Vck.0044c.eps

ALL ART
IS
FLOPPABLE

ALL ART
IS
FLOPPABLE

MR. AND M\$TURNER

Gosh they're happy. All of the time. They're crazy about each other and their son. Life is perfect: they have great jobs, a great house, great son, great everything. They do everything together and never tire of each other. So what does this mean? Basically, it means they're oblivious to EVERYTHING! That's why they wouldn't be the first place Timmy would turn for serious help or advice. Thank goodness Timmy's got Cosmo and Wanda. About whom his parents know NOTHING! And never will.



FOP.Dad.0014c.eps



FOP.Dad.0024c.eps

PARENTAL PARLANCE

Mom: This vase is worth \$50.000

Dad: That's more money than you'll make in your entire life [Vicky].

Mom: Vicky, it's us.

Dad: Timmy's loving parents.

Mom: Isn't it great to have a babysitter that loves our Timmy so much?

Mom: Take care of our new, fancy vase while we're gone. Oh, and Timmy, too.

Mom (regarding her garden):
Everything I touch DIES!

Dad: C'mon honey, smile. Smiles make everything better.

Dad: Yeah! Fruit me up, baby!

Dad: Go to your room and don't come out until you learn responsibility... or welding skills! Whatever comes first.

Dad: We're going to the movies. Not we're as in you, but we're as in your Mom and I. Ain't pronouns a kick!



FOP.Mom.0014c.eps

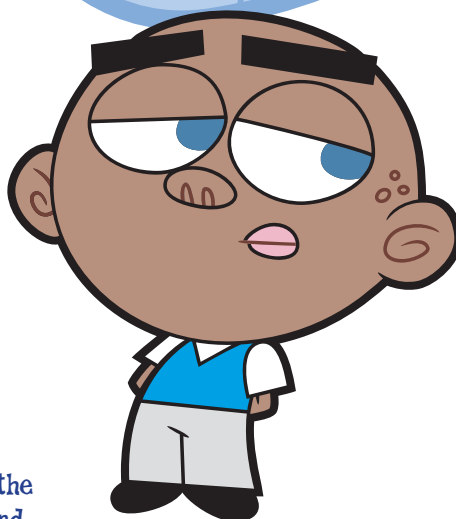


FOP.Mom.0024c.eps

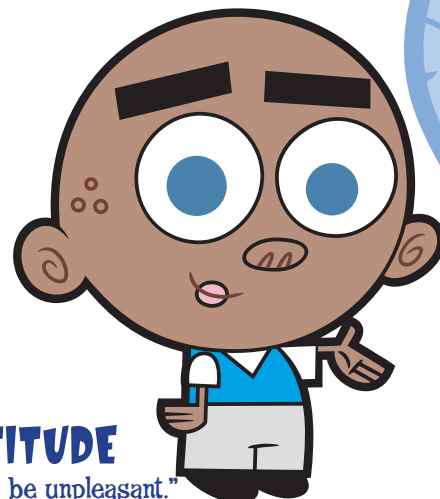
AJ

AJ.

One of Jimmy's two best pals (Chester is the other), A.J. is the smartest kid in school and he knows it. Someday he's going to cure a disease or take over the world...whichever presents more of a challenge. With that end in mind, he's constantly studying, spouting facts and absorbing information. In fact, there's really nothing he doesn't know. Except how to interact with others.



FOP.Aj.0014c.eps



AJ. ATTITUDE

"Well, this'll be unpleasant."
 "There's a lesson in that."
 "How anti-climatic."
 "I have to say this is a massive violation of my personal space."
 "Vicky is the foulest, most evil creature in the universe."

FOP.Aj.0024c.eps

ALL ART
IS
FLOPPABLE

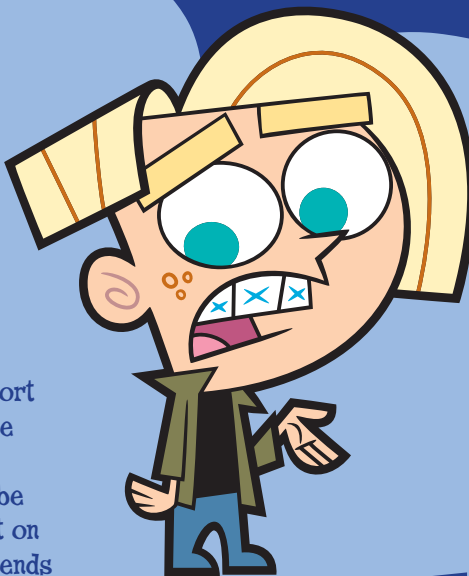


FOP.Chs.0014c.eps

CHESTER

You know that kid, the one who's a little more tense and tends to have a very short 'freak out' reflex? That's Chester. Of the three, he's the most street smart, less brain-heavy one. Any situation that can be made worse by panicking, you can count on Chester. Timmy and A.J. are the only friends he has, and that's good enough for him.

CHESTER



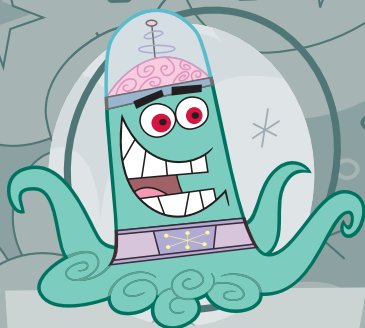
FOP.Chs.0024c.eps

CHESTER CHATTER

"Holy double-wide trailer!"
 "We're on it."
 "Nothing makes sense anymore!"
 "Done and done!"
 "On three. Ready, three."
 "Don't freak, dude."
 "You can suck out our minds, livers and spleens, but we will never surrender!"

SECONDARY CHARACTERS

ALL ART
IS
FLOPPABLE



FOP.Mark.0014c.eps
MARK THE ALIEN

An alien prince "borrowed"
by the Godparents.



FOP.MCos.0014c.eps
MAMA COSMA

Not the model mother-in-law.
Just ask Wanda!



FOP.Jorgen.0014c.eps

JORGEN VON STRANGLE

He's the head drill instructor at The Fairy Academy and Cosmo and Wanda's chief nemesis. Jorgen is a chip off the Schwarzenegger block: mammoth and muscular - standing nearly ten-feet-tall, with biceps the size of small European countries - he speaks with a familiar accent, "Velcome to Ze Fairy Academy!" He carries a Mach 12 Laser Wand and wears a Hyper-Drive-Nuclear-Accelerated Jetpack (fairy wings are for wimps!). Hating the term "fairy" and preferring to be called a "Magic Marine," Jorgen has made it his mission in life to instill discipline, respect, and above all else, "fairy pride" in his recruits.

VON STRANGLE VORDS OF VISDOM

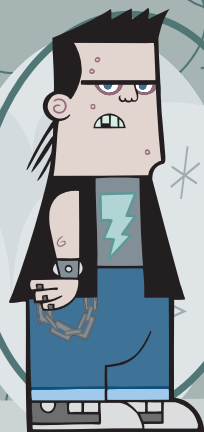
"You two have caused a major magical fluctuation in the magic space continuum flux!"

"He stood up to me and my massive muscles."

"Ha. Ha. Ha. I mean, "Poor little fairy.""

"Very impressive. Highly original. DON'T DO IT AGAIN!"

"Tiny ungrateful earth boy."



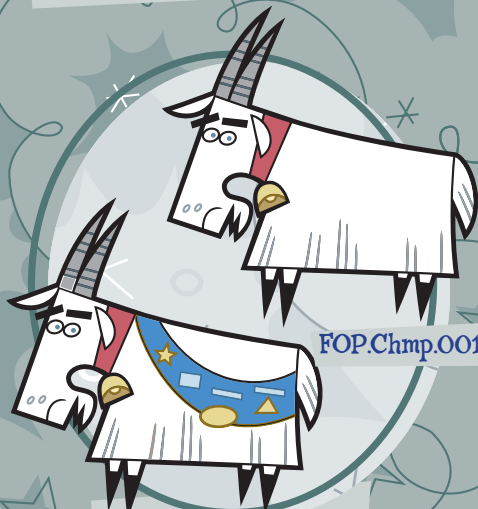
FOP.Francis.0014c.eps
FRANCIS

The toughest kid
in school.



FOP.Crock.0014c.eps
MR. CROCKER

The teacher who believes in the
existence of Fairy Godparents.



FOP.Chmp.001a4c.eps

FOP.Chmp.0014c.eps
CHOMPY

The town's prize goat.



FOP.Ddle.0014c.eps
DOIDLE

Vicky's pet dog.



THE CRIMSON CHIN

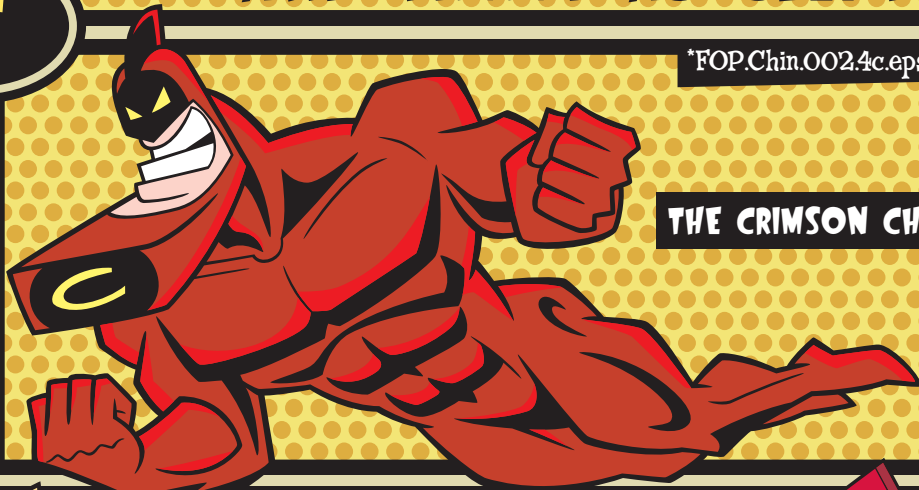
AND TIMMY AS CLEFT



*FOP.Chin.0014c.eps

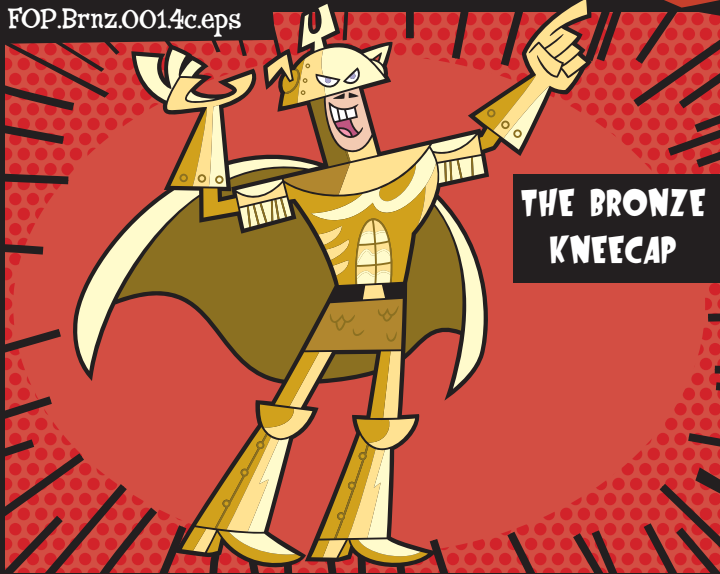


*FOP.Chin.0024c.eps



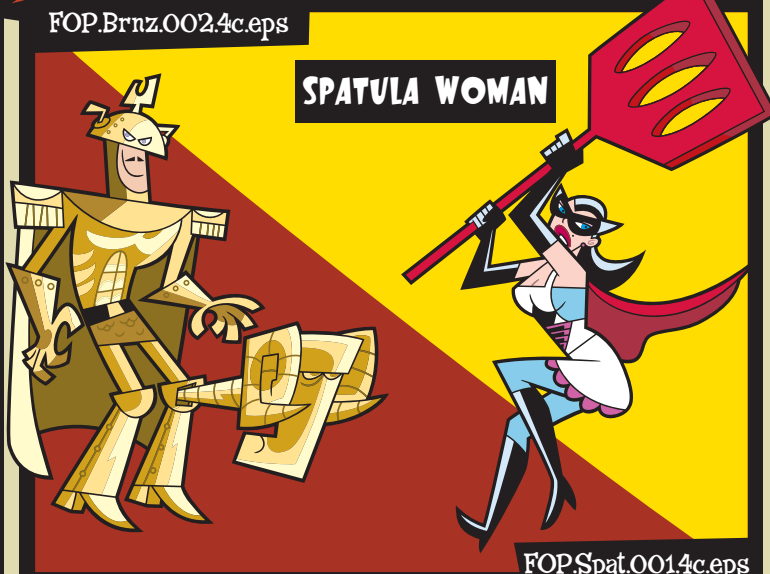
THE CRIMSON CHIN

FOP.Brnz.0014c.eps



THE BRONZE
KNEECAP

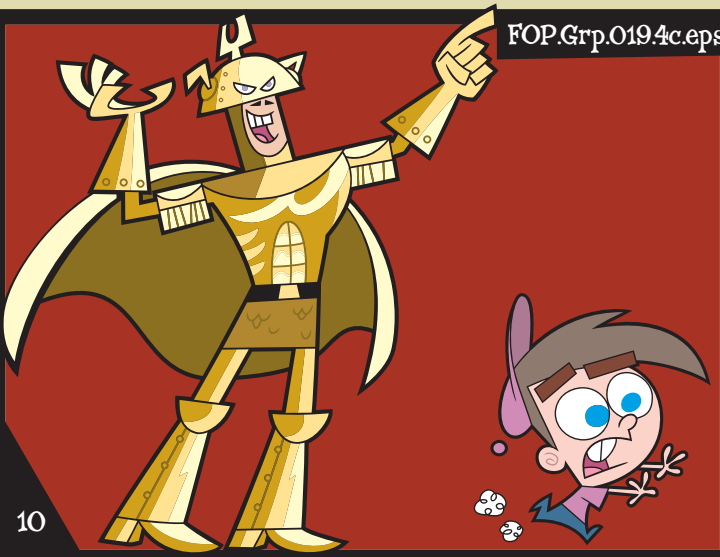
FOP.Brnz.0024c.eps



SPATULA WOMAN

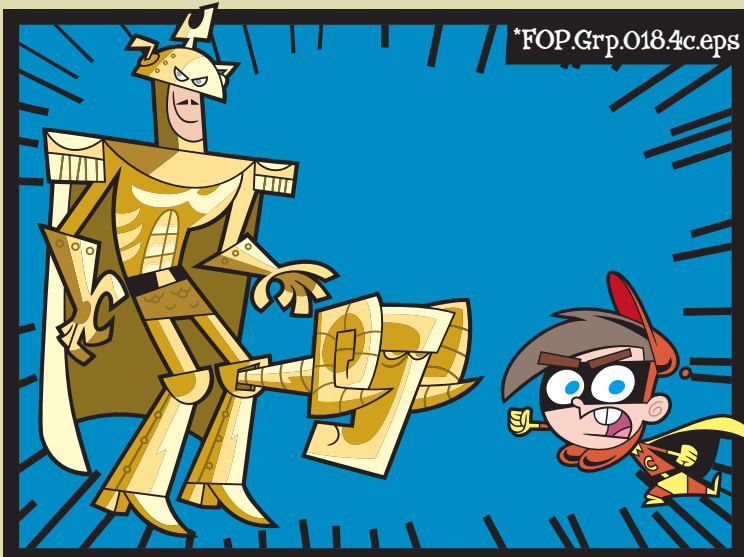
FOP.Spat.0014c.eps

FOP.Grp.0194c.eps



10

*FOP.Grp.0184c.eps



THE CRIMSON CHIN:

Timmy's favorite comic-book superhero! With his mighty "Jaw of Justice," the Crimson Chin fights for truth, justice and the safety of mandibles everywhere.

CHINISMS:

"My arch nemesis with his kneecap of death!"

"Time to eat chin, felons."

"What's my motivation?"

"My dimple size? That's so personal."

"By my mother's mandible, I say nay!"

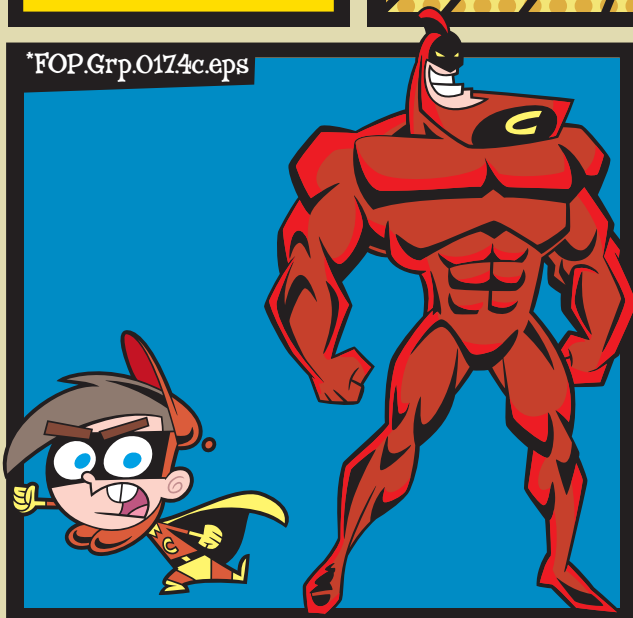
"Let's go kick some bad guy's booty."

"THAT Crimson Chin is SO last issue."

*FOP.Grp.0054c.eps



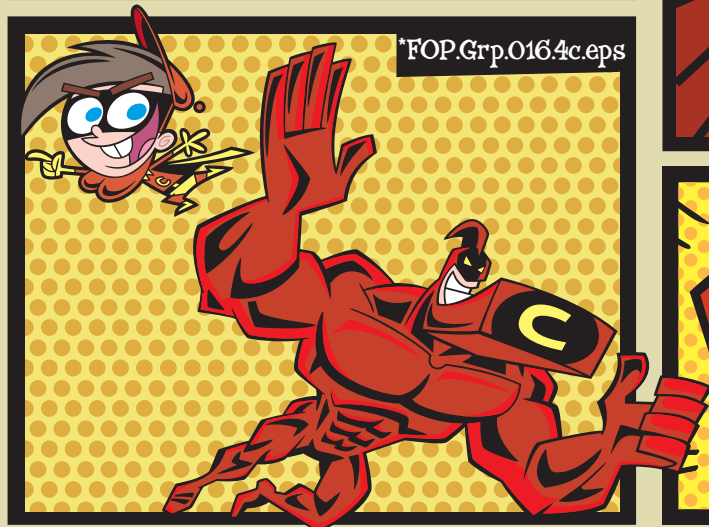
*FOP.Grp.0174c.eps



*FOP.Grp.0204c.eps



*FOP.Grp.0164c.eps



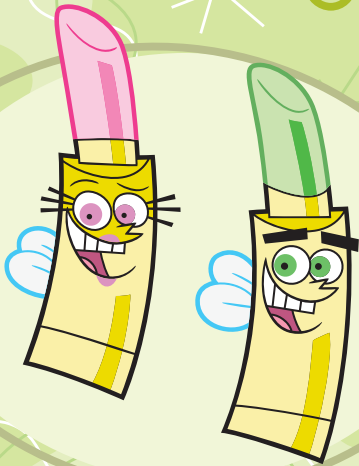
GROUP POSES



FOP.Grp.0014c.eps



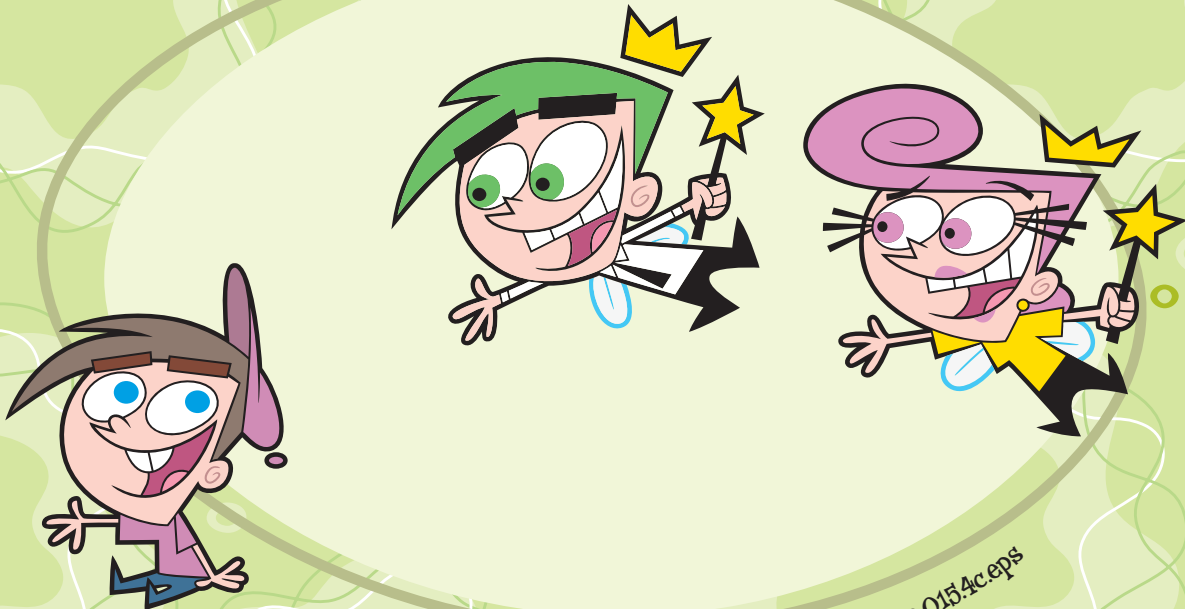
FOP.Grp.0024c.eps



FOP.Grp.0074c.eps



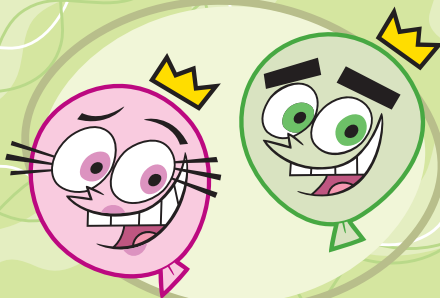
FOP.Grp.0064c.eps



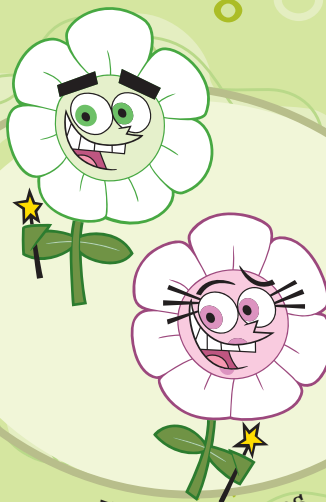
FOP.Grp.0154c.eps



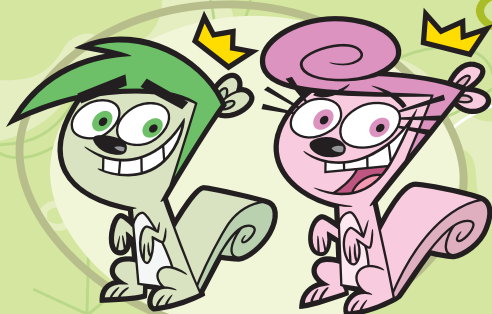
FOP.Grp.009.4c.eps



FOP.Grp.011.4c.eps



FOP.Grp.010.4c.eps

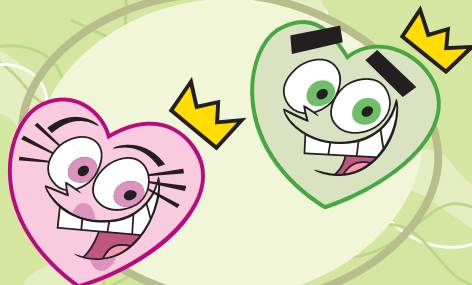


FOP.Grp.003.4c.eps

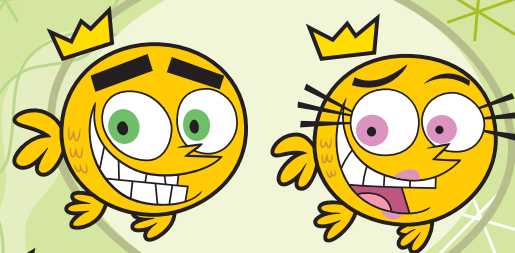
ALL ART
IS
FLOPPABLE



FOP.Grp.004.4c.eps



FOP.Grp.008.4c.eps



FOP.Grp.014.4c.eps



FOP.Grp.012.4c.eps



FOP.Grp.013.4c.eps

SIZE AND COLOR

COSMO



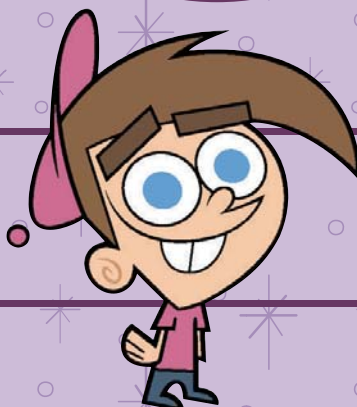
WANDA



VICKY



TIMMY



ALL CHARACTERS

(except where noted)

- ◆ Inside Mouth
PMS 682C
C-10 M-75 Y-15 K-15
- ◆ Tongue
PMS 701C
C-0 M-50 Y-10 K-0
- ◆ Ear Detail
PMS 5005C
C-0 M-35 Y-20 K-25

- ◆ Skin
PMS 488C
C-0 M-20 Y-15 K-0
- ◆ Iris & Hair
PMS 360C
C-60 M-0 Y-80 K-0
- ◆ Crown & Star
PMS 129C
C-0 M-10 Y-100 K-0
- ◆ Pants, Tie & Wand
PMS Black
C-0 M-0 Y-0 K-100
- ◆ Wing
PMS Cool Gray 1C
C-0 M-0 Y-0 K-3
- ◆ Wing Outline
PMS 298C
C-60 M-0 Y-0 K-0
- ◆ Shirt
PMS White

- ◆ Skin
PMS 488C
C-0 M-20 Y-15 K-0
- ◆ Iris
PMS 2995C
C-100 M-10 Y-0 K-0
- ◆ Hair
PMS 4715C
C-40 M-45 Y-50 K-15
- ◆ Eyebrows
PMS 4705C
C-30 M-65 Y-70 K-25
- ◆ Shirt & Outside Hat
PMS 681C
C-10 M-50 Y-0 K-5
- ◆ Inside Hat
PMS 688C
C-0 M-40 Y-0 K-35
- ◆ Pants
PMS 5405C
C-70 M-35 Y-10 K-25

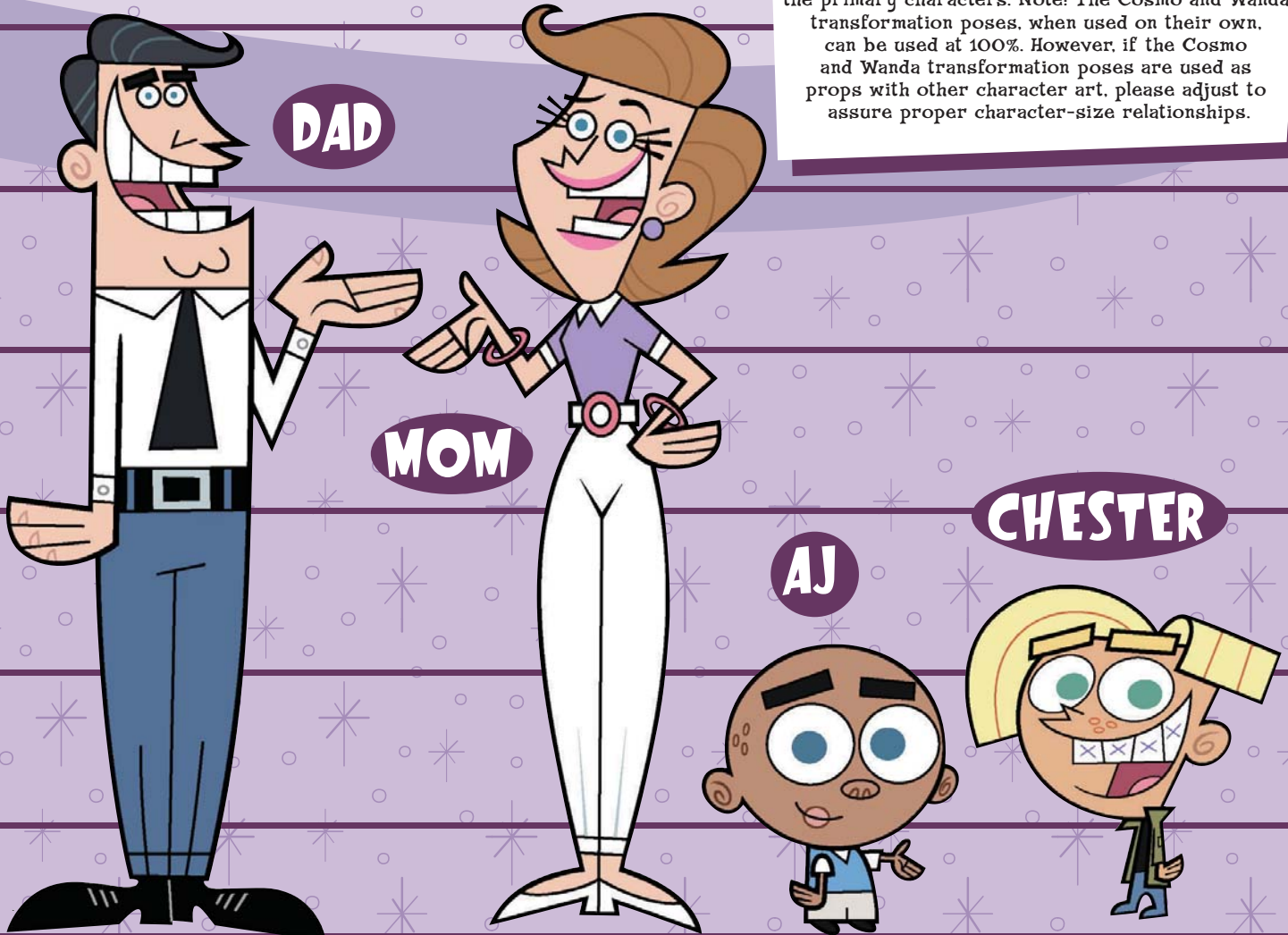
- ◆ Skin
PMS 488C
C-0 M-20 Y-15 K-0
- ◆ Iris, Lipstick & Hair
PMS 674C
C-10 M-50 Y-0 K-0
- ◆ Crown, Shirt, Earrings & Star
PMS 129C
C-0 M-10 Y-100 K-0
- ◆ Pants & Wand
PMS Black
C-0 M-0 Y-0 K-100
- ◆ Wing
PMS Cool Gray 1C
C-0 M-0 Y-0 K-3
- ◆ Wing Outline
PMS 298C
C-60 M-0 Y-0 K-0

- ◆ Skin
PMS 488C
C-0 M-20 Y-15 K-0
- ◆ Hair
PMS 167C
C-0 M-70 Y-100 K-10
- ◆ Shirt
PMS 360C
C-60 M-0 Y-80 K-0
- ◆ Ear & Bellybutton Detail
PMS 5005C
C-0 M-35 Y-20 K-25
- ◆ Iris & Lipstick
PMS 674C
C-10 M-50 Y-0 K-0
- ◆ Pant Separation Line
PMS Cool Gray 8C
C-0 M-0 Y-0 K-60
- ◆ Pants
PMS Black
C-0 M-0 Y-0 K-100

FULL COLOR PALETTE

SIZING FOR SECONDARY CHARACTERS

Please reference size chart for primary character art. Secondary character art has been sized accordingly and can be used at 100% in relation to the primary characters. Note: The Cosmo and Wanda transformation poses, when used on their own, can be used at 100%. However, if the Cosmo and Wanda transformation poses are used as props with other character art, please adjust to assure proper character-size relationships.



- ◆ Skin
PMS 488C
C-0 M-20 Y-15 K-0
- ◆ Jacket
PMS 292C
C-65 M-20 Y-0 K-0
- ◆ Jacket Detail Lines,
Shoe Laces & Hair Streaks
PMS 5415C
C-50 M-20 Y-10 K-25
- ◆ Ear & Fingernail Detail
PMS 5005C
C-0 M-35 Y-20 K-25
- ◆ Pupils and Pants
PMS 646C
C-70 M-35 Y-10 K-10
- ◆ Hair
PMS 432C
C-25 M-0 Y-0 K-80
- ◆ Crease in Pants
PMS 5405C
C-70 M-35 Y-10 K-25
- ◆ Buckle, Elbow
Patches & Shirt
Buttons
PMS 5435C
C-15 M-5 Y-0 K-10
- ◆ Tie, Belt & Shoes
PMS Black
C-0 M-0 Y-0 K-100

- ◆ Skin
PMS 488C
C-0 M-20 Y-15 K-0
- ◆ Hair
PMS 4645C
C-10 M-35 Y-50 K-10
- ◆ Hair Streaks
PMS 4635C
C-30 M-50 Y-85 K-15
- ◆ Pupils
PMS 646C
C-70 M-35 Y-10 K-10
- ◆ Shirt & Earrings
PMS 2716C
C-50 M-30 Y-0 K-0
- ◆ Lipstick, Bracelets
& Buckle
PMS 674C
C-10 M-50 Y-0 K-0
- ◆ Pants, Shoes &
Shirt Trim
PMS White
- ◆ Pant Front Crease
& Purse
PMS 5435C
C-15 M-5 Y-0 K-10

- ◆ Skin
PMS 479C
C-30 M-45 Y-50 K-0
- ◆ Lips
PMS 507C
C-0 M-30 Y-3 K-3
- ◆ Vest
PMS 2995C
C-100 M-10 Y-0 K-0
- ◆ Pupils
PMS 646C
C-70 M-35 Y-10 K-10
- ◆ Shoes
PMS Black
C-0 M-0 Y-0 K-100
- ◆ Pants
PMS Cool Gray 2C
C-0 M-0 Y-0 K-15
- ◆ Ears, Freckles, Nose
& Lip Line Detail
PMS 478C
C-70 M-90 Y-100 K-0
- ◆ T-Shirt
PMS White

- ◆ Skin
PMS 473C
C-0 M-20 Y-30 K-0
- ◆ Freckles & Hair Streak
PMS 471C
C-0 M-60 Y-100 K-20
- ◆ Jacket
PMS 5773C
C-40 M-30 Y-70 K-25
- ◆ Braces
PMS 660C
C-90 M-5 Y-5 K-0
- ◆ Hair
PMS 1215C
C-0 M-3 Y-30 K-0
- ◆ Pupils
PMS 326C
C-85 M-0 Y-35 K-0
- ◆ Eyebrows
PMS 1345C
C-0 M-10 Y-50 K-0
- ◆ Sleeve Patch
PMS 458C
C-10 M-10 Y-50 K-0
- ◆ Pants
PMS 646C
C-70 M-35 Y-10 K-10
- ◆ T-Shirt
PMS Black
C-0 M-0 Y-0 K-100

SIZE AND COLOR

COSMO



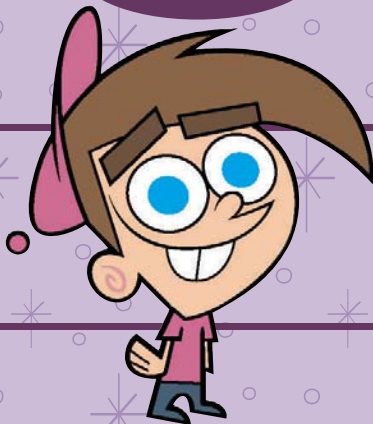
WANDA



VICKY



TIMMY



◆ Skin
PMS 488C

◆ Iris & Hair
PMS 360C

◆ Crown & Star
PMS 129C

◆ Pants, Tie, Wand &
Inside mouth
PMS Black

◆ Wing & Shirt
White

◆ Wing Outline
PMS 2995C

◆ Tongue & Ear Detail
PMS 500C

◆ Skin
PMS 488C

◆ Iris
PMS 2995C

◆ Hair & Eyebrows
PMS 4705C

◆ Shirt & Hat
PMS 681C

◆ Pants
PMS 646C

◆ Inside mouth
PMS Black

◆ Tongue & Ear Detail
PMS 500C

◆ Skin
PMS 488C

◆ Iris, Lipstick & Hair
PMS 674C

◆ Crown, Shirt, Earrings
& Star
PMS 129C

◆ Pants, Wand &
Inside mouth
PMS Black

◆ Wing
White

◆ Wing Outline
PMS 2995C

◆ Tongue & Ear Detail
PMS 500C

◆ Skin
PMS 488C

◆ Hair
PMS 167C

◆ Iris & Lipstick
PMS 674C

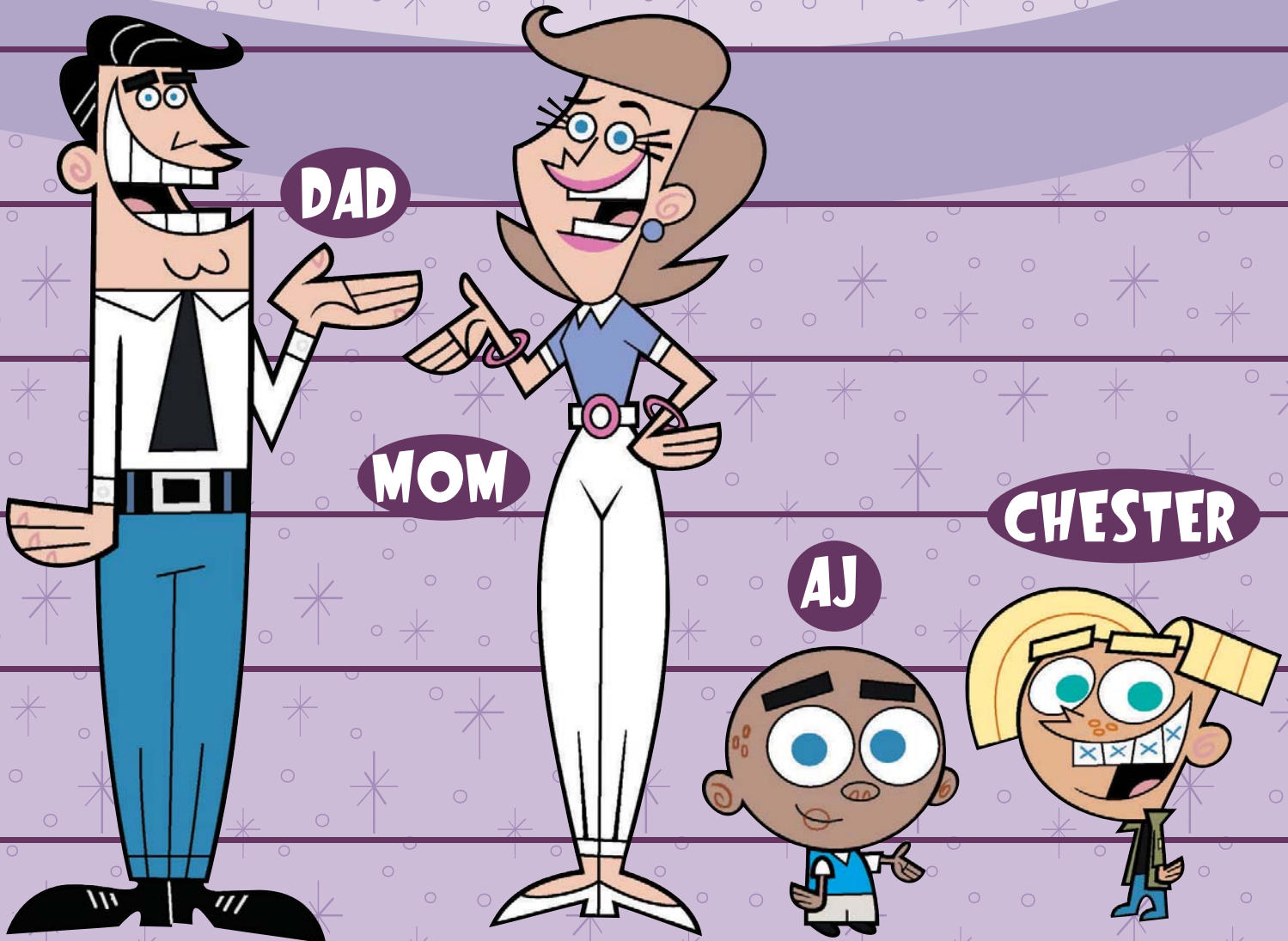
◆ Tongue, Ear & Bellybutton Detail
PMS 500C

◆ Shirt
PMS 360C

◆ Pant Separation Line
PMS Cool Gray 2C

◆ Pants & Inside mouth
PMS Black

LIMITED COLOR PALETTE



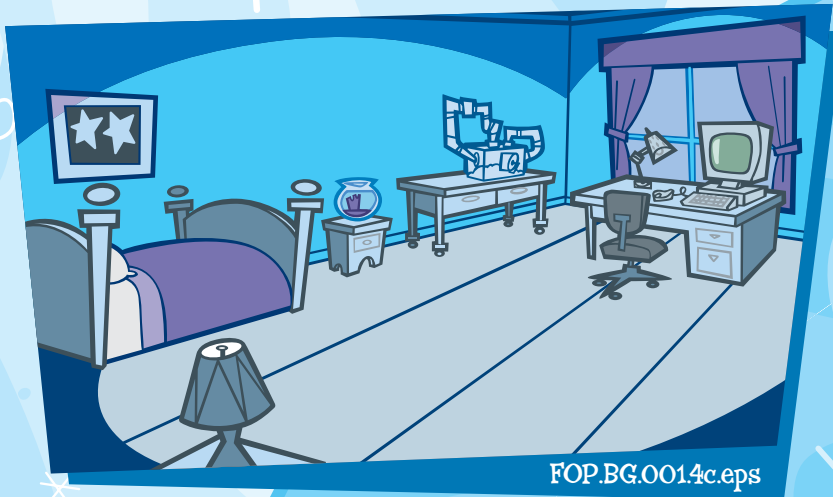
- ◆ Skin
PMS 488C
- ◆ Jacket
PMS 2995C
- ◆ Pupils & Pants
PMS 646C
- ◇ Shirt
White
- ◇ Jacket Detail Lines,
Shoe Laces, Hair Streaks,
Buckle & Elbow Patches
PMS Cool Gray 2C
- ◆ Hair, Tie, Belt, Shoes,
Inside mouth & Crease in Pants
PMS Black
- ◆ Tongue, Ear & Fingernail Detail
PMS 500C

- ◆ Skin
PMS 488C
- ◆ Pupils
PMS 646C
- ◆ Hair
PMS 479C
- ◆ Shirt & Earrings
PMS 2716C
- ◆ Tongue & Ear detail
PMS 500C
- ◆ Lipstick, Bracelets,
Buckle & Purse
PMS 674C
- ◇ Pants, Shoes & Belt
Shirt Trim
White
- ◆ Pant Front Crease
& Inside mouth
PMS Black

- ◆ Skin & Lips
PMS 479C
- ◆ Ear, Freckles, Nose
& Lip Line Detail
PMS 4705C
- ◆ Pupils
PMS 646C
- ◆ Vest
PMS 2995C
- ◇ Pants
PMS Cool Gray 2C
- ◇ T-Shirt
PMS White
- ◆ Shoes & Inside mouth
PMS Black
- ◆ Tongue
PMS 500C

- ◆ Skin
PMS 488C
- ◆ Pupils
PMS 326C
- ◆ Freckles & Hair Streak
PMS 167C
- ◆ Hair, Eyebrows & Sleeve
Patch
PMS 1215C
- ◆ Jacket
PMS 5773C
- ◆ Pants & Braces
PMS 646C
- ◆ T-Shirt & Inside mouth
PMS Black
- ◆ Tongue & Ear detail
PMS 500C

BACKGROUNDS



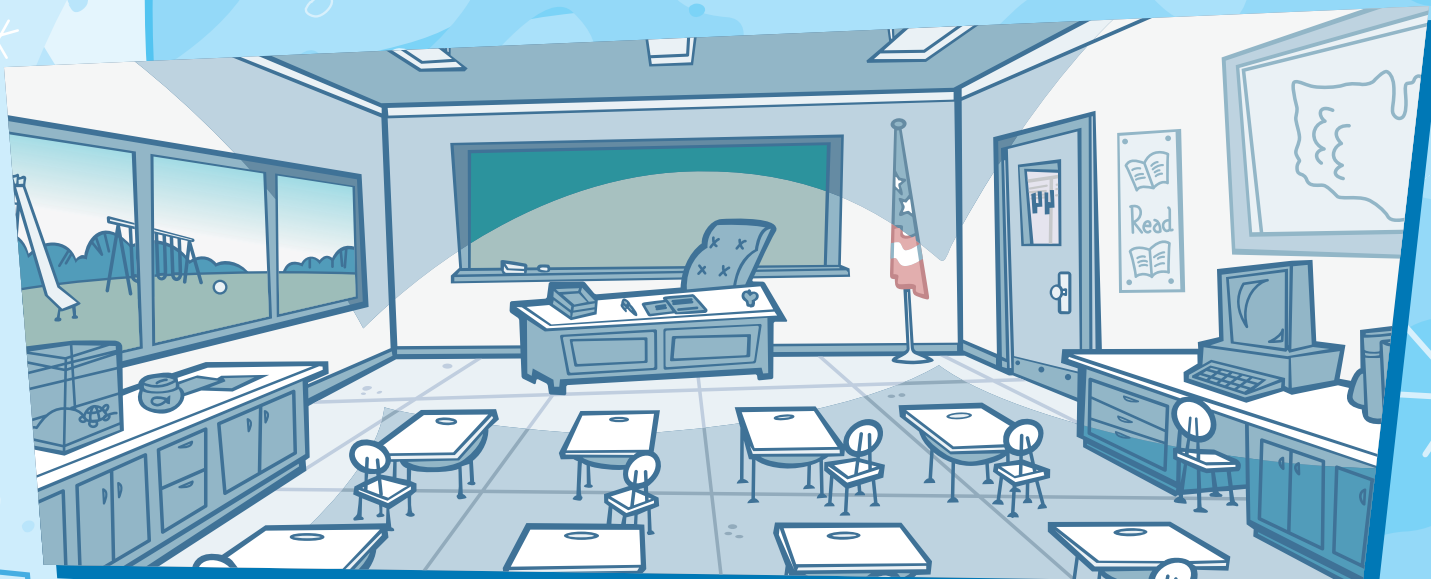
FOP.BG.0014c.eps



FOP.BG.0064c.eps



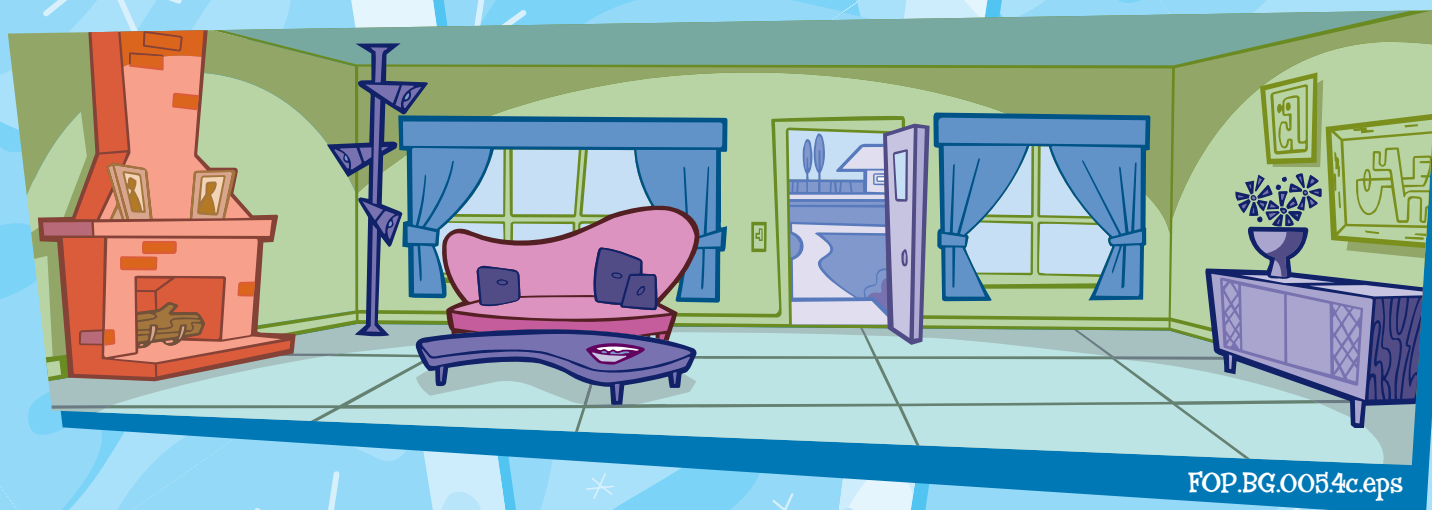
FOP.BG.0024c.eps



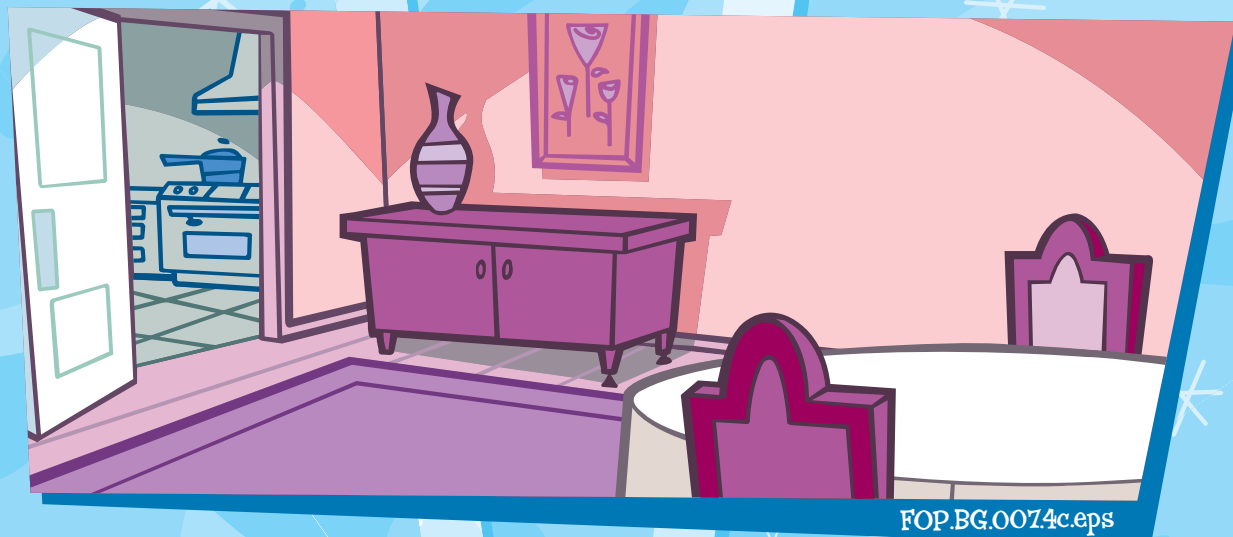
FOP.BG.0034c.eps



FOP.BG.0044c.eps



FOP.BG.0054c.eps



FOP.BG.0074c.eps

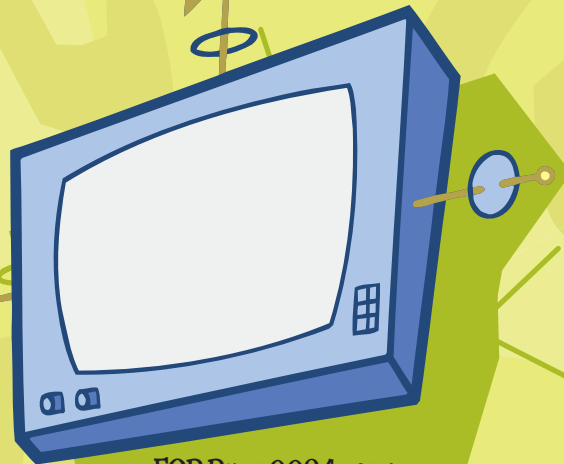
PROPS



FOP.Prop.012.4c.eps



FOP.Prop.002.4c.eps



FOP.Prop.009.4c.eps



FOP.Prop.008.4c.eps



FOP.Prop.001.4c.eps



FOP.Prop.007.4c.eps



FOP.Prop.002.4c.eps



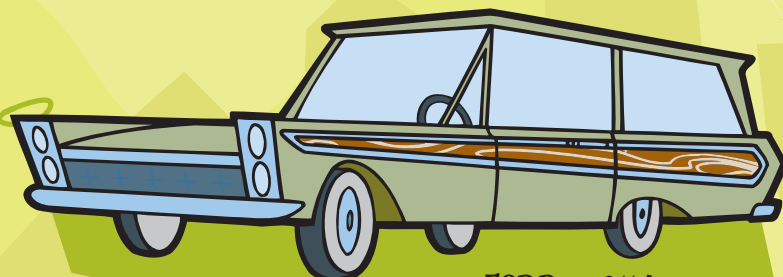
FOP.Prop.006.4c.eps



FOP.Prop.005.4c.eps



FOP.Prop.004.4c.eps



FOP.Prop.011.4c.eps



FOP.Prop.003.4c.eps

A BRIEF NOTE ON DA RULES

Just because you're magic and carry a big wand doesn't mean you don't have rules to live by. "Da Rules," to be exact. There are three that have to, must, absolutely have to be followed, or the fairy will find themselves standing before head drill instructor Jorgen Von Strangle! And that's not good.

Rule #1: Fairy Godparents only grant wishes to kids!

Rule #2: A kid with Fairy Godparents can't tell anyone they exist!

Rule #3: Fairy Godparents can't ever interfere with TRUE LOVE—even when it's true love between a marauding alien prince and your gross babysitter.

Some other, incidental "Da Rules" that must be followed or say "bye-bye" to Cosmo and Wanda...

- They can't kill anyone. Although they can embarrass people a great deal.
- They can't help Timmy cheat - on quizzes or in contests and things like that. However, they can help him find solutions himself. (i.e.: They can't give him all the answers on a math test, but they can set up a lunch meeting with Albert Einstein)
- Timmy has to actually say, "I wish..." for Cosmo and Wanda to grant it. And even though Timmy may wish for something specific, Cosmo and Wanda can always "enhance" it (i.e.: Timmy might say "I wish I was rich." Cosmo and Wanda either make Timmy a super rich kid, or they could make Timmy a friend... Rich Johnson. Ya never know.).

Certain spells have their own individual rules attached. For these, we consult "Da Rules" book on a per-spell basis.

GRAPHIC ELEMENTS

CHA-
CHING

FOP.Graphic.0014c.eps

LEAVE!

FOP.Graphic.0084c.eps

DISAPPEAR!

FOP.Graphic.0034c.eps

TOTALLY
HURT!

FOP.Graphic.0154c.eps

KA-
CHIN!

FOP.Graphic.0064c.eps

POW!

FOP.Graphic.0134c.eps

KAPOW!

FOP.Graphic.0074c.eps

POOF

FOP.Graphic.0114c.eps

POOF!

FOP.Graphic.0104c.eps

CRASH!

FOP.Graphic.0024c.eps



FOP.Graphic.0164c.eps



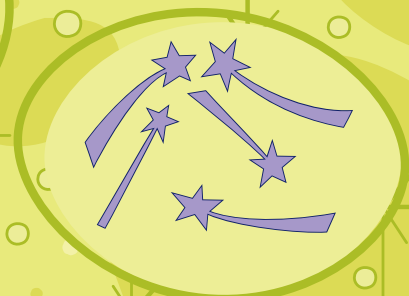
FOP.Graphic.0204c.eps
Framing Devices



FOP.Graphic.0094c.eps



FOP.Graphic.0044c.eps



FOP.Graphic.0214c.eps
Various Wands



FOP.Graphic.0184c.eps
Various Crowns



FOP.Graphic.0124c.eps



FOP.Graphic.0054c.eps



FOP.Graphic.0144c.eps

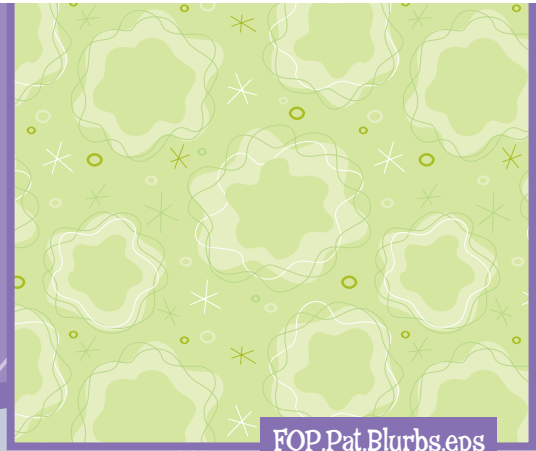


FOP.Graphic.0174c.eps
Additional Clouds



FOP.Graphic.0194c.eps
Framing Devices

PATTERNS



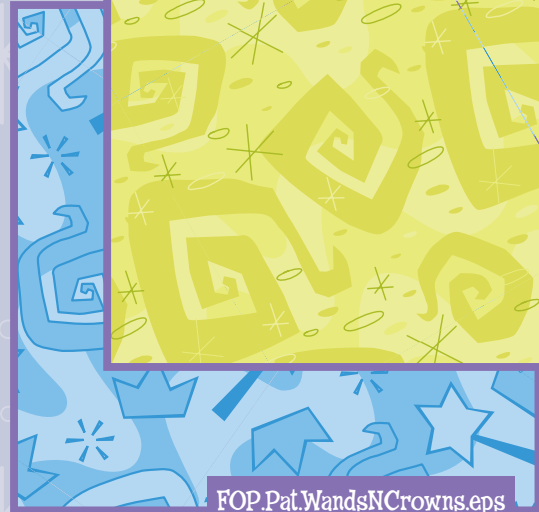
FOP.Pat.Blurbs.eps



FOP.Pat.WandsNWaves.eps



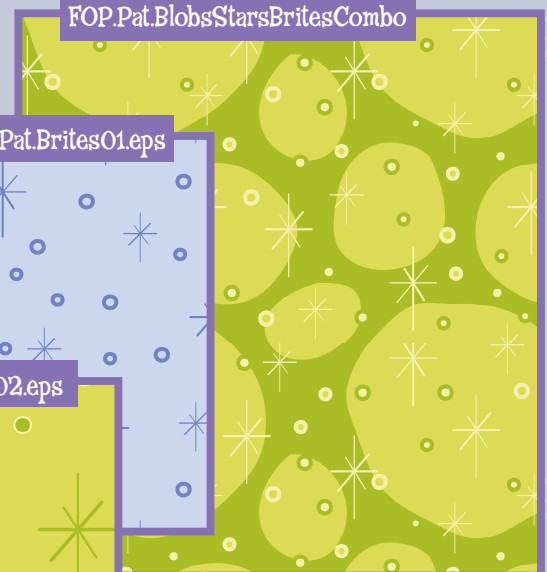
FOP.Pat.SwirlsNStuff.eps



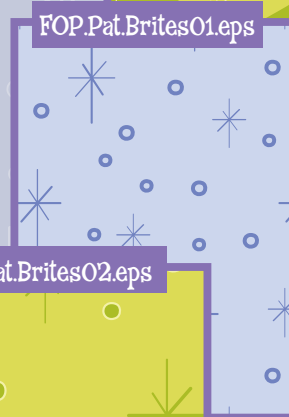
FOP.Pat.WandsNCrowns.eps



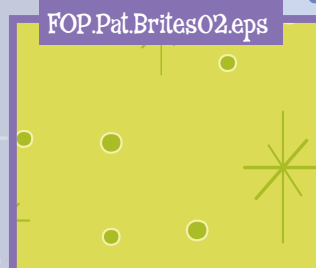
FOP.Pat.WaveyGravey02.eps



FOP.Pat.BlobsStarsBritesCombo



FOP.Pat.Brites01.eps



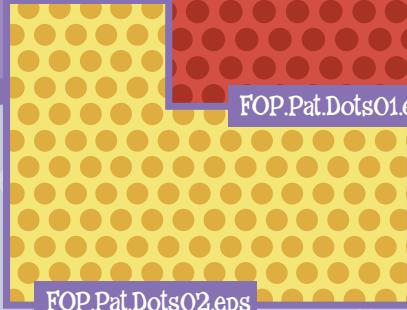
FOP.Pat.Brites02.eps



FOP.Pat.WaveyGravey01.eps



FOP.Pat.Explosions.eps

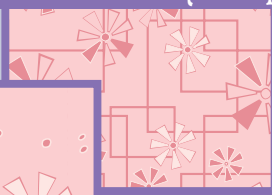


FOP.Pat.Dots02.eps

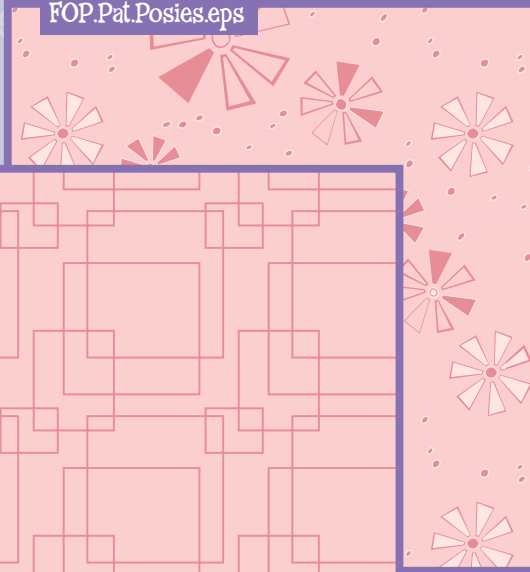


FOP.Pat.Dots01.eps

FOP.Pat.PosiesNSquares.eps

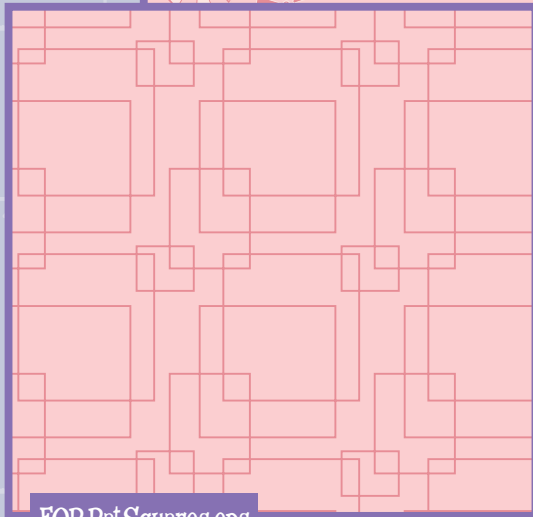


FOP.Pat.Posies.eps



FOP.Pat.Curtains.eps

FOP.Pat.Bam.Zap01.eps

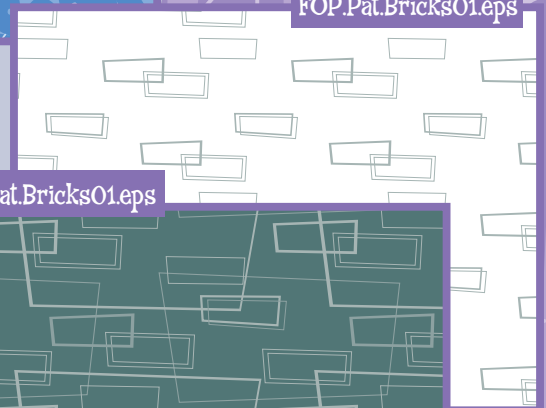


FOP.Pat.Squares.eps

FOP.Pat.Bam.Zap02.eps



FOP.Pat.Bricks01.eps



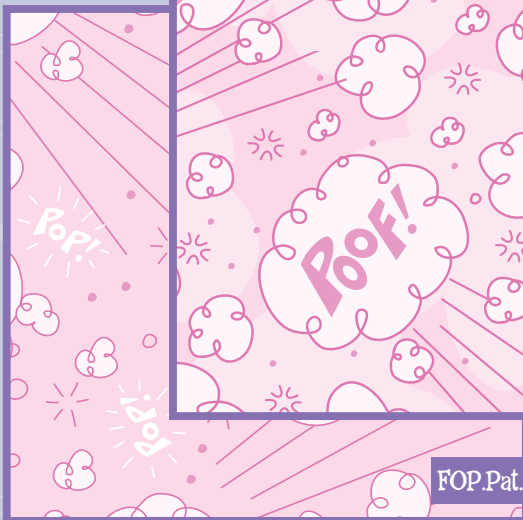
FOP.Pat.Bricks01.eps



FOP.Pat.Poofs01.eps



FOP.Pat.Poofs01.eps



Fonts

HEADLINE FONTS

"FOP-ALL CAPS"

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890-=:;'./?

Provided Free on Disk!

STARTLING

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

Available online at
[www.davebastian.com/goodies/
fonts/startling.html](http://www.davebastian.com/goodies/fonts/startling.html)

(Uppercase letters only,
No punctuation or numbers)

"KLunderScript Bold"

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890-=:;'./?

Available from FontShop.com

web: www.fontshop.com, phone: 888-FFONTS

"Daddy-O Hip"

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890-=:;'./?

Available from FontShop.com

web: www.fontshop.com, phone: 888-FFONTS

MORE

HEADLINE FONTS

"Paisley"

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 - = , ' . / ?

Available from FontShop.com

web: www.fontshop.com, phone: 888-FFFONTS

"ZIPSONIC ITALIC"

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0 - = , ' . / ?

Available from Fonthead Design (volume 7)

web: www.fonthead.com, phone: 302-479-7922

TEXT FONTS

"FINK ROMAN"

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 - = , ' . / ?

Available from FontShop.com

web: www.fontshop.com, phone: 888-FFFONTS

"Coop Light"

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 - = , ' . / ?

Available from FontShop.com

web: www.fontshop.com, phone: 888-FFFONTS

Show Logo

FULL COLOR LOGO
WITH CHARACTERS



FULL COLOR LOGO
WITHOUT CHARACTERS

BLACK AND WHITE LOGO
WITHOUT CHARACTERS



SIX COLOR SPOT LOGO
WITHOUT CHARACTERS



Nick Logo

NICKELODEON®

NICKELODEON®

NICKELODEON®

NICKELODEON®

RULES

Two things about the logo NEVER change: the orange color PMS 021 and the official Nickelodeon typeface - Balloon Extra Bold - knocked out in white. And there are some basic guidelines you'll need to follow to make sure the Nickelodeon logo follows official Nickelodeon standards:

NOTE: In all cases below, "the logo" refers ONLY to the Nickelodeon logo part in the Fairly OddParents logo.

- 1) The logo is always printed in PMS 021C orange as a fifth color. And NEVER use PMS 021 or a similar orange color anywhere else on packaging.
- 2) The Balloon Extra Bold typeface within the logo is ALWAYS white and ALWAYS Balloon Extra Bold.
- 3) If printing in one color, the logo is solid black and the typeface is white.
- 4) A clear, legible ™ or ® MUST follow the word "Nickelodeon."
- 5) The logo must not be overlapped or cropped by any other element.
- 6) No other words or typography can be placed inside the orange shape.
- 7) The logo shape must NEVER have an outline around it.
- 8) Never use the Nickelodeon typeface - Balloon Extra bold - outside of the orange shape.
- 9) Never shorten or alter the word "Nickelodeon" inside the logo!

NOTE: The above notices are for use in the United States and Canada ONLY. Because of variations in laws in some countries, notices and legal procedures must be cleared with Nickelodeon before advertising or marketing products in other countries.

HOW TO BE FAIRLY ODD. A PRIMER.



The Fairly OddParents show is odd-different. Not odd-bizarre. Not odd-grotesque. Odd in a nice way. The way Fairly OddParents consumer products should be odd. So when you're thinking about The Fairly OddParents products and promotional materials, here are the fundamentals:

- o Magical
- o Sincere
- o Quirky



MAGICAL

The show's enchanting because of its magic. You never know quite what's going to happen when Cosmo and Wanda lift their wands! And that's the way products based on the show should be - unpredictable. Not what you'd expect. Like the show itself, there should be a little bit of the unexpected in every product.

QUIRKY

There's an offbeat sense of humor present in every episode of The Fairly OddParents. It's one that should carry over into retail as well. Take the ordinary and throw it a curve... and see what magic you create!



WORDS AND PHRASES TO INSPIRE...

Here are some phrases/themes to use as inspirational guides when developing products and promotions based on The Fairly OddParents. Try to incorporate two or three points into each item, especially those involving aesthetic, and chances are you'll create something divine.

Cartoony, Magic,
Bright, Real,
Innocent, Comedic,
Movement, Child-like,
Otherworldly, Humor,
Adventure, Playful,
Offbeat, Silly,
Minimalism, Clueless

"I am so bored."
"Wow, that's really neat."
"C'mon, put on your happy face."
"You can do it."
"I used to think being a kid was boring. I still do."
"I wish I could be a grownup."
"Twerp."

FAIRLY ODD STYLES

Glossy



Glittery



Lenticular



Holographic

Sparkly

Furry

Feathery



LEGAL INFORMATION

APPROVAL PROCEDURE

Any usage of The Fairly OddParents characters' names or likenesses must be approved in writing in advance of use. 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. All information is, somewhere in this guide. If you can't find it, ask us.

REQUIRED COPYRIGHT AND TRADEMARK NOTICES

The names and likenesses of all Nickelodeon Fairly OddParents characters, artwork and distinctive lettering are protected under the copyright and trademark laws of the United States and all foreign countries. A copyright and trademark notice in the following form **MUST** appear on all licensed merchandise and in all advertising for any licensed merchandise:

©[year] Viacom International Inc. All Rights Reserved. Nickelodeon, The Fairly OddParents and all related titles, logos and characters are trademarks of Viacom International Inc.



Butch Hartman's signature must appear on all packaging. If the creator's signature (Butch Hartman) **DOES NOT** appear on packaging because of space constraints, you must add the following as the last line in the legal:

Created by Butch Hartman.

The year to be included in this notice is the year in which the design of the product is first distributed to the public. This legal information should be placed on the back of the package, bottom right side, near the licensing logo. **NEVER EVER** cover the Nickelodeon wave or any part of it. In addition, the symbols [™] or [®], as applicable, should appear next to the first or most prominent use of the name Nickelodeon, The Fairly OddParents and any character names when they appear on a piece of licensed merchandise or in any advertising copy. On products and in print advertising, the required notices must be applied in a legible and permanent format. The proper wording and placement of all notices must be approved, in writing, by Nickelodeon.

NOTE: The above notices are for use in the United States and Canada **ONLY**. Because of variations in laws in some countries, notices and legal procedures must be cleared with MTV Networks before advertising or marketing products in other countries.

LEGAL INFORMATION ON DISC

CREDITS

Fairly OddParents Production

Butch Hartman - Creator
Bob Boyle- Art Director
Deirdre Brenner - Line Producer
Molly Minus- Executive Assistant

Nick Creative Resources

Russell Hicks - SVP, Creative Director
Tim Blankley - Creative Director
Sergio Cuan - Art Director

Deborah Bart - Senior Studio Director
Katina Stergakos - Senior Project Manager
Eric Squires - Design Manager
Monique Ah-Sue - Creative Project Coordinator
Manny Galan-Art Director
Andrew Faw - Associate Art Director
Jessica Gladstone - Designer
Dawn Paolini - Designer
Ira Rosenberg - Senior Designer
Debra Krassner - Writer/Content Manager
Elise Rouse - Production Manager

Oona Stern - Production Designer
Craig Chin - Production Designer
Jenine Pontillo - Production Designer
Annie Tao - Jr. Production Designer
Julie Vetrone - Digital Inker
Michael Carter - Digital Inker
Piero Piluso - Illustrator
Geoff Todebush - Director of Content
Chris Horton - Resource Coordinator
Stavit Young - Department Assistant
Thad Baltimore - Designer
Rob Yarborough - Designer



Butch Hartman