

An illustration of three cartoon characters falling through a forest. At the top, an orange character with a large mouth and sharp teeth is upside down. In the middle, a blue character with large eyes and a green shirt is falling. At the bottom, a pink character with a large, bushy head and sharp teeth is falling. They are all holding onto each other. The background is a lush green forest with a large tree trunk on the left and sunlight filtering through the leaves.

# HARVEY BEAKS

**LAUNCH  
KIT**

**nickelodeon**





*Harvey Beaks* is the story of the unlikely friendship between a kid who's never broken the rules and his two friends who've never lived by any.





## HARVEY BEAKS

Harvey is a good kid. He gets a kick out of making his world a nice, neat, orderly place, but don't be fooled by Harvey's sweet nature. Behind his innocence burns an adventurous yet dorky spirit. Harvey has a huge round head and a huger, rounder heart. He is not a kid who can easily break rules so in order to get the most out of life, he re-writes them in his own earnest way. He's not looking for approval or accolades. Harvey is comfortable with who he is. He thinks his cargo shorts are cool. He thinks his parents are cool. He thinks his dancing is cool. Where Harvey leads, his best friends, Fee and Foo always follow. Fee and Foo's wild nature inspire him to take bigger risks. With friends like these, Harvey might get into more trouble, but he will also have more fun.



**FEE**

Fee is a kid who sinks her pointy teeth into childhood. She's fierce: fiercely loyal, fiercely confident and fiercely dirty. Fee's never had anyone to tell her what to do so she does exactly what she wants. As much as Harvey follows rules, Fee follows her heart. She's rough and tumble, driven by what seems fun and interesting in the moment. Like her hair, she's completely untamed and wild, willing to risk everything for her friends or her beliefs.





## FOO

Fee's twin brother Foo is like a puppy. He likes the simple things: sticks, eating bugs, running and chewing on things. Foo is the most impulsive of the three friends. He can be totally energized one minute and fast asleep the next. Foo is pure heart and if he had sleeves, he would wear it on them.







## CLAIRE

Claire is a sweet girl who is always in over her head. Living in the shadow of her perfect sister, she's always over-scheduled and all she really wants is to hang out with her friends. She totally crushes on Foo because she sees him as the bad boy. She joins in the kids' adventures as a small act of freedom and defiance. Claire spends all her time trying to live up to her parents' expectations, but she's slowly finding her own voice.



## DADE

Dade considers Harvey his best friend and looks up to Harvey as his idol. It borders on obsessive. So he's obscenely jealous of the twins and the attention Harvey gives them. He comes from an uptight, conservative family, and he is quick to judge people. Next to Dade, Harvey looks like a rebel. He's a tattletale and a worrier. Telling on people is his way of trying to get approval.





## TECHNOBEAR

Technobear brings the party, always looking for a good beat and always ready for a fist bump. He loves to dance, loves the ladies (especially Harvey's mom) and loves his friends even more.

## PIRI PIRI

Piri Piri is the ultimate optimist. She lives her life on another wavelength and sees everything as AMAZING, no matter how mundane. Sincere, creative and a little off kilter, she's the dreamer in the gang.







## KRATZ

Things never go right for Kratz and he's accepted that. He's resigned to his fate without resenting it. He's weird, awkward and a little smelly, and yet to his surprise, he still has friends. Kratz is not a wet blanket; he's a damp blanket. Life tends to fulfill his low expectations.

## PRINCESS

Princess is an entitled, grumpy, waddling, monster of a child who thinks she's amazing at everything. Really all she's good at is being loud and annoying.



## ROOTER

Rooter believes anything can be solved by muscle power. There's no challenge in doing things the easy way, and there are no shortcuts to survival.





**IRVING BEAKS (HARVEY'S DAD)**

Irving is tender-hearted and prone to getting sentimental, especially when it comes to his family. A stay-at-home dad whose domestic skills are challenged, he tries his best to make a beautiful home for his family. A victory for Irving is not burning dinner... much.

He's got a good group of equally dorky friends that play together in a band (he's on keytar.) Harvey looks up to him as though he were the coolest dad in history.

**MIRIAM BEAKS (HARVEY'S MOM)**

Miriam is the local librarian, but don't judge a book by its cover. She may look responsible now, but in her youth, she was 87% rock and roll. Miriam loves being a mom, but it doesn't define her. She has a little bit of a bite. She's kind, but not a pushover. Miriam really enjoys seeing Harvey indulge his adventurous spirit. Seeing a lot of herself in Fee, the two share a special bond.

**THE EGG**

Dad carries around Harvey's baby sister, currently an egg. Harvey is excited to have a sister, but as her hatching gets closer, he has to come to grips with not being the only child anymore.



**JEREMY**

Jeremy is constantly overwhelmed and out of his depth, yet somehow people keep giving him responsibilities that he shouldn't have. Despite his helplessness, he's still happy to be of service.







HB\_LK\_Harvey\_001



HB\_LK\_Harvey\_002



HB\_LK\_Harvey\_003



HB\_LK\_Harvey\_004



HB\_LK\_Harvey\_005



HB\_LK\_Foo\_001



HB\_LK\_Foo\_002



HB\_LK\_Foo\_003



HB\_LK\_Fee\_001



HB\_LK\_Fee\_002



HB\_LK\_Fee\_003



HB\_LK\_Grp\_001



HB\_LK\_Grp\_002





HB\_LK\_Claire\_001



HB\_LK\_Dade\_001



HB\_LK\_Technobear\_001



HB\_LK\_Princess\_001



HB\_LK\_Kratz\_001



HB\_LK\_Rooter\_001



HB\_LK\_Piri\_Piri\_001



HB\_LK\_Irving\_001



HB\_LK\_Miriam\_001



HB\_LK\_Jeremy\_001



## HARVEY

|                                                                                                                               |                                                                                                                                      |
|-------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|
|  Body<br>325 C<br>56-0-25-0                  |  Inside of Mouth<br>1815 C<br>31-93-83-38           |
|  Body Shadows<br>71% of 7474 C<br>71-21-33-0 |  Tongue<br>183 C<br>0-54-12-0                       |
|  Beak and Legs<br>109 C<br>1-16-100-0        |  Main Holding Lines<br>Process Black C<br>0-0-0-100 |
|  Leg Shadow<br>103 C<br>25-26-100-0          |  Eyes, Teeth<br>White<br>0-0-0-0                    |
|  Shirt<br>372 C<br>17-0-50-0               |                                                                                                                                      |
|  Shirt Shadow<br>577 C<br>35-9-60-0        |                                                                                                                                      |
|  Shorts<br>7489 C<br>60-11-88-0            |                                                                                                                                      |
|  Shorts Shadow<br>370 C<br>69-24-100-8     |                                                                                                                                      |



## FOO

|                                                                                                                                 |                                                                                                                                        |
|---------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------|
|  Body<br>157 C<br>3-47-80-0                    |  Pants Highlights<br>177 C<br>0-63-30-0             |
|  Body Shadow<br>7565 C<br>16-59-100-2          |  Pants<br>1795 C<br>11-100-97-2                     |
|  Tips of Cheeks and Hair<br>158 C<br>3-69-99-0 |  Main Holding Lines<br>Process Black C<br>0-0-0-100 |
|  Teeth<br>7499 C<br>6-5-26-0                   |                                                                                                                                        |
|  Nose, Pants Shadow<br>1805 C<br>22-97-90-13 |                                                                                                                                        |
|  Eyes<br>Yellow 0131 C<br>6-1-37-0           |                                                                                                                                        |
|  Inside of Mouth<br>1815 C<br>31-93-83-38    |                                                                                                                                        |
|  Tongue<br>183 C<br>0-54-12-0                |                                                                                                                                        |



## FEE

|                                                                                                                                          |                                                                                                                                          |
|------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|
|  Hair<br>226 C<br>14-100-22-0                         |  Belt<br>5845 C<br>33-25-69-1                         |
|  Hair Holding Lines (Light)<br>210 C<br>0-47-0-0      |  Belt Holding lines<br>450 C<br>55-54-91-45           |
|  Hair Shadow<br>674 C<br>17-77-6-0                    |  Nose<br>194 C<br>27-97-69-20                         |
|  Hair Underside<br>676 C<br>33-100-45-15              |  Eyes<br>Yellow 0131 C<br>6-1-37-0                    |
|  Hair Holding Lines (Dark)<br>228 C<br>39-100-42-23 |  Inside of Mouth<br>1815 C<br>31-93-83-38           |
|  Body<br>486 C<br>3-54-50-0                         |  Tongue<br>183 C<br>0-54-12-0                       |
|  Body Shadow<br>7522 C<br>23-61-65-5                |  Teeth<br>7499 C<br>6-5-26-0                        |
|  Dress<br>602 C<br>8-3-57-0                         |  Main Holding Lines<br>Process Black C<br>0-0-0-100 |





## CLAIRE

|                                                                                                                                      |                                                                                                                                      |
|--------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|
|  Fur<br>7411 C<br>6-39-72-0                         |  Scarf, Eyes<br>White<br>0-0-0-0                    |
|  Tips of Tail and Ears<br>80% of 7506 C<br>4-9-22-0 |  Scarf Holding Lines<br>7674 C<br>49-44-11-0        |
|  Hair<br>1395 C<br>30-63-100-19                     |  Main Holding Lines<br>Process Black C<br>0-0-0-100 |
|  Hair Holding Lines<br>498 C<br>39-76-70-42         |                                                                                                                                      |
|  Nose<br>497 C<br>47-72-69-55                     |                                                                                                                                      |
|  Shirt and Pants<br>270 C<br>27-27-0-0            |                                                                                                                                      |



## DADE

|                                                                                                                                        |  |
|----------------------------------------------------------------------------------------------------------------------------------------|--|
|  Dark Fur<br>65% of 112 C<br>26-28-73-1               |  |
|  Dark Fur Shadow<br>872 C<br>40-48-77-17              |  |
|  Light Fur<br>7402 C<br>7-12-47-0                     |  |
|  Light Fur Shadow<br>466 C<br>22-32-60-0              |  |
|  Nose<br>507 C<br>13-50-16-0                        |  |
|  Inside of Mouth<br>1815 C<br>31-92-82-35           |  |
|  Tongue<br>183 C<br>0-50-11-0                       |  |
|  Main Holding Lines<br>0-0-0-100<br>Process Black C |  |
|  Eyes, Teeth<br>White<br>0-0-0-0                    |  |



## TECHNOBEAR

|                                                                                                                                           |                                                                                                                                        |
|-------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------|
|  Dark Fur<br>7568 C<br>39-64-80-32                     |  Main Holding Lines<br>Process Black C<br>0-0-0-100 |
|  Dark Fur Shadow<br>439 C<br>59-66-63-54               |  Eyes<br>White<br>0-0-0-0                           |
|  Light Fur<br>4655 C<br>24-43-58-2                     |                                                                                                                                        |
|  Light Fur Shadow<br>7504 C<br>38-49-65-12             |                                                                                                                                        |
|  Shorts<br>7625 C<br>3-84-82-0                       |                                                                                                                                        |
|  Nose<br>7587 C<br>29-76-90-23                       |                                                                                                                                        |
|  Boom Box Front<br>877 C<br>47-38-38-2               |                                                                                                                                        |
|  Boom Box Side<br>424 C<br>57-47-48-14               |                                                                                                                                        |
|  Boom Box Handle and Details<br>445 C<br>68-54-55-30 |                                                                                                                                        |



## PRINCESS

|  |                                                    |
|--|----------------------------------------------------|
|  | Body<br>465 C<br>25-40-74-3                        |
|  | Beak, Legs, Feet<br>134 C<br>0-18-67-0             |
|  | Tiara Holding Lines<br>7422 C<br>1-22-7-0          |
|  | Dress 1st Ruffle<br>495 C<br>1-31-10-0             |
|  | Tiara, Dress 2nd Ruffle<br>197 C<br>2-48-15-0      |
|  | Dress 3rd Ruffle<br>7607 C<br>18-68-60-2           |
|  | Dress 4th Ruffle<br>7418 C<br>13-81-61-1           |
|  | Main Holding Lines<br>Process Black C<br>0-0-0-100 |
|  | Eyes<br>White<br>0-0-0-0                           |



## KRATZ

|  |                                                    |
|--|----------------------------------------------------|
|  | Dark Fur<br>Cool Gray 11 C<br>65-57-52-29          |
|  | Light Fur<br>7541 C<br>13-7-8-0                    |
|  | Pants<br>479 C<br>29-51-61-6                       |
|  | Nose<br>507 C<br>13-50-16-0                        |
|  | Tongue<br>183 C<br>0-50-11-0                       |
|  | Main Holding Lines<br>Process Black C<br>0-0-0-100 |
|  | Eyes<br>White<br>0-0-0-0                           |



## ROOTER

|  |                                                            |  |                                                    |
|--|------------------------------------------------------------|--|----------------------------------------------------|
|  | Body<br>493 C<br>10-57-25-0                                |  | Dumb Bell Weights<br>445 C<br>68-54-55-30          |
|  | Snout<br>501 C<br>11-39-22-0                               |  | Dumb Bell Bar<br>877 C<br>47-38-38-2               |
|  | Nostril Holes<br>4995 C<br>35-67-49-11                     |  | Main Holding Lines<br>Process Black C<br>0-0-0-100 |
|  | Hands, Feet<br>Black 2 C<br>62-60-77-66                    |  | Eyes<br>White<br>0-0-0-0                           |
|  | Shirt<br>7527 C<br>15-13-21-0                              |  |                                                    |
|  | Shorts<br>402 C<br>40-37-43-2                              |  |                                                    |
|  | Mohawk<br>202 C<br>29-96-76-29                             |  |                                                    |
|  | Mohawk and Tail Tip Holding Lines<br>4975 C<br>49-77-69-67 |  |                                                    |
|  | Tail Tip<br>168 C<br>34-78-98-39                           |  |                                                    |



## PIRI PIRI

|  |                                             |  |                                                    |
|--|---------------------------------------------|--|----------------------------------------------------|
|  | Body<br>122 C<br>0-17-85-0                  |  | Inside of Mouth<br>1815 C<br>31-92-82-35           |
|  | Hair<br>5835 C<br>38-32-78-5                |  | Tongue<br>183 C<br>0-50-11-0                       |
|  | Hair Holding Lines<br>7771 C<br>58-54-78-45 |  | Main Holding Lines<br>Process Black C<br>0-0-0-100 |
|  | Beak, Legs, Feet<br>7413 C<br>9-57-93-0     |  | Eyes<br>White<br>0-0-0-0                           |
|  | Hat<br>7703 C<br>81-21-17-0                 |  |                                                    |
|  | Scarf<br>709 C<br>0-77-37-0                 |  |                                                    |
|  | Shirt<br>7499 C<br>5-7-35-0                 |  |                                                    |
|  | Skirt<br>682 C<br>39-85-29-5                |  |                                                    |
|  | Freckles<br>7552 C<br>42-59-100-33          |  |                                                    |





## IRVING

|                                                                                                                              |                                                                                                                                        |
|------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------|
|  Body<br>635 C<br>33-1-7-0                  |  Tongue<br>183 C<br>0-50-11-0                         |
|  Body Shadow<br>550 C<br>44-16-15-0         |  Baby Carrier<br>872 C<br>40-48-77-17                 |
|  Shirt<br>508 C<br>7-39-13-0               |  Baby Carrier Shadow<br>7497 C<br>49-45-68-19        |
|  Pants<br>5803 C<br>24-15-37-0            |  Egg<br>7499 C<br>5-7-35-0                          |
|  Feet<br>122 C<br>0-17-85-0               |  Egg Spots<br>624 C<br>56-25-45-2                   |
|  Beak<br>136 C<br>0-28-86-0               |  Main Holding Lines<br>Process Black C<br>0-0-0-100 |
|  Inside of Mouth<br>1815 C<br>31-92-82-35 |  Eyes<br>White<br>0-0-0-0                           |



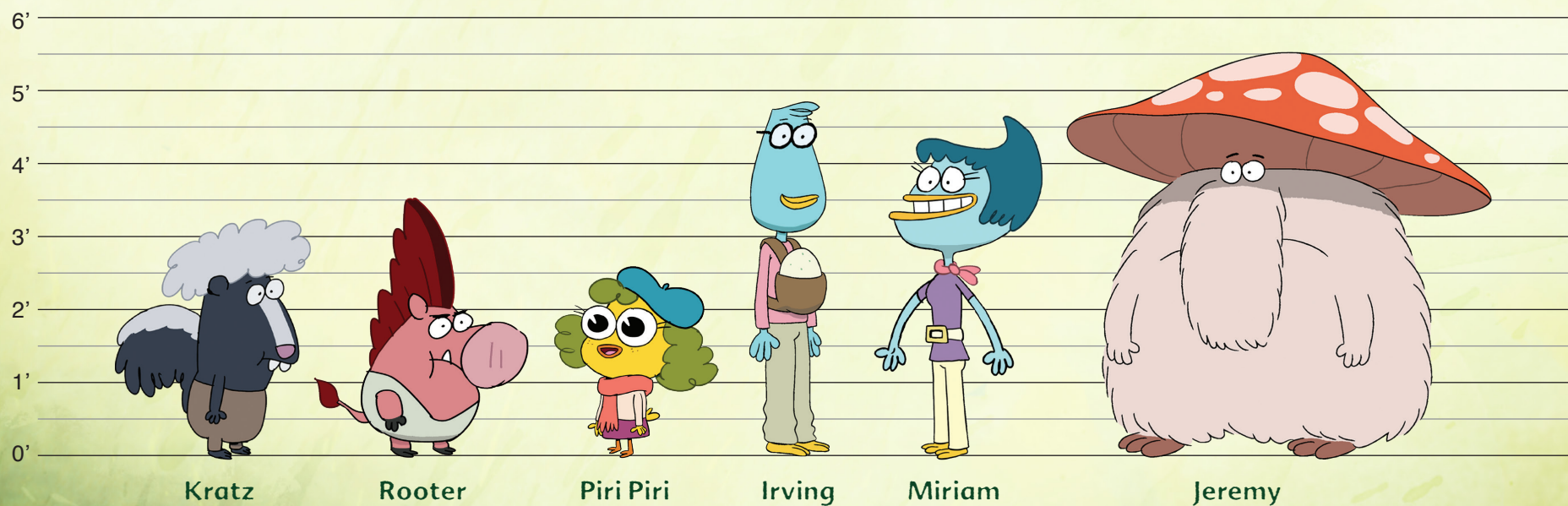
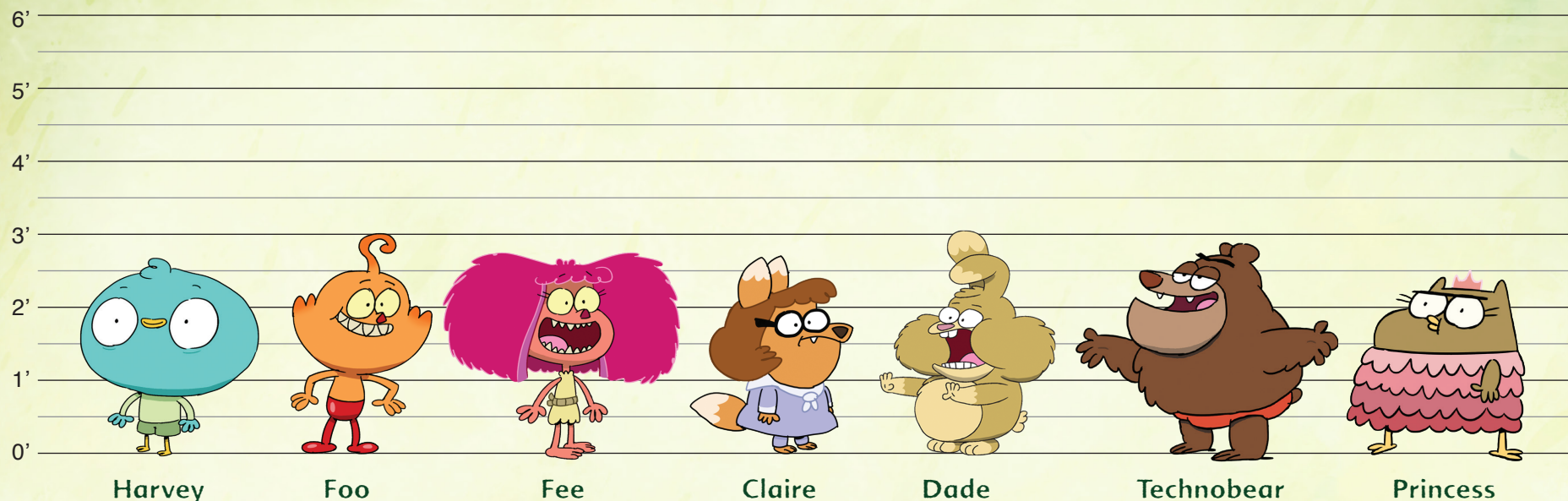
## MIRIAM

|                                                                                                                                |                                                                                                                                          |
|--------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|
|  Body<br>635 C<br>33-1-7-0                    |  Belt Buckle<br>602 C<br>7-3-64-0                     |
|  Body Shadow<br>550 C<br>44-16-15-0           |  Belt<br>7499 C<br>5-7-35-0                           |
|  Hair<br>7699 C<br>83-54-35-12               |  Feet<br>122 C<br>0-17-85-0                          |
|  Hair Holding Lines<br>547 C<br>99-66-56-55 |  Scarf<br>708 C<br>0-54-18-0                        |
|  Beak<br>136 C<br>0-28-86-0                 |  Scarf Holding Lines<br>7419 C<br>24-82-56-8        |
|  Shirt<br>7440 C<br>37-60-10-0              |  Main Holding Lines<br>Process Black C<br>0-0-0-100 |
|  Pants<br>Yellow 0131 C<br>5-1-46-0         |  Eyes<br>White<br>0-0-0-0                           |



## JEREMY

|                                                                                                                                            |                                                                                                                                |
|--------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------|
|  Body and Spots<br>705 C<br>1-16-4-0                    |  Body Shadow<br>Warm Gray 6 C<br>36-35-38-1 |
|  Feet, Mushroom Top Underside<br>7523 C<br>25-72-63-10 |  Inside of Mouth<br>1815 C<br>31-92-82-35 |
|  Tongue<br>183 C<br>0-50-11-0                         |  Mushroom Top<br>7416 C<br>3-74-70-0      |
|  Main Holding Lines<br>Process Black C<br>0-0-0-100   |  Eyes<br>White<br>0-0-0-0                 |







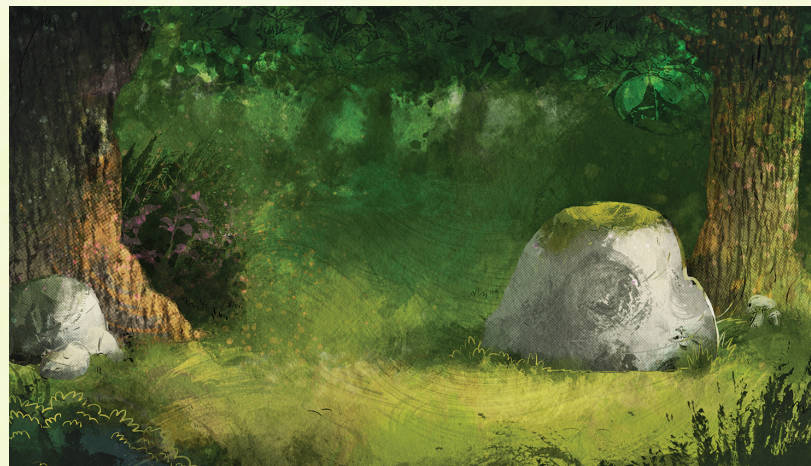
Littlebark Grove (generic)  
HB\_LK\_BG\_001



Littlebark Grove (generic)  
HB\_LK\_BG\_002



Littlebark Grove (generic)  
HB\_LK\_BG\_003



Littlebark Grove (generic)  
HB\_LK\_BG\_004



Files available on [nickcentral.com](http://nickcentral.com)



The Beaks' House (exterior)  
HB\_LK\_BG\_005



Littlebark Grove (generic)  
HB\_LK\_BG\_006



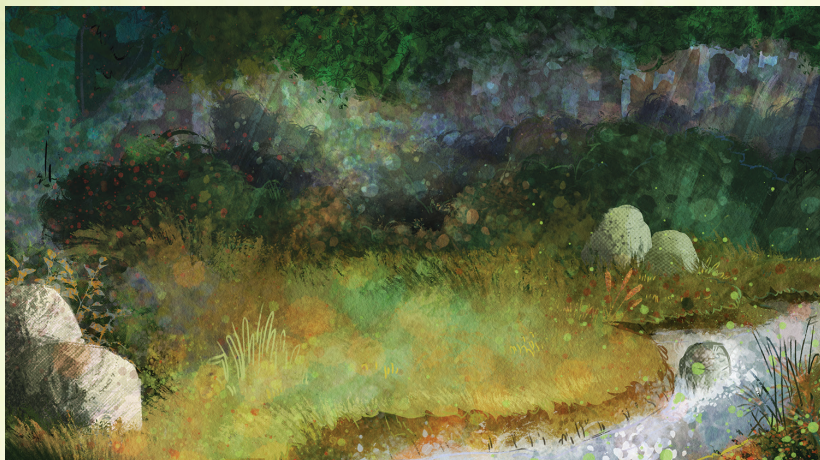
Littlebark Grove (generic)  
HB\_LK\_BG\_007



Wetbark Lake  
HB\_LK\_BG\_008



Files available on [nickcentral.com](http://nickcentral.com)



Littlebark Grove (generic)  
HB\_LK\_BG\_009



The Beaks' Living Room  
HB\_LK\_BG\_010



Harvey's Room  
HB\_LK\_BG\_011



Littlebark Grove (generic)  
HB\_LK\_BG\_012

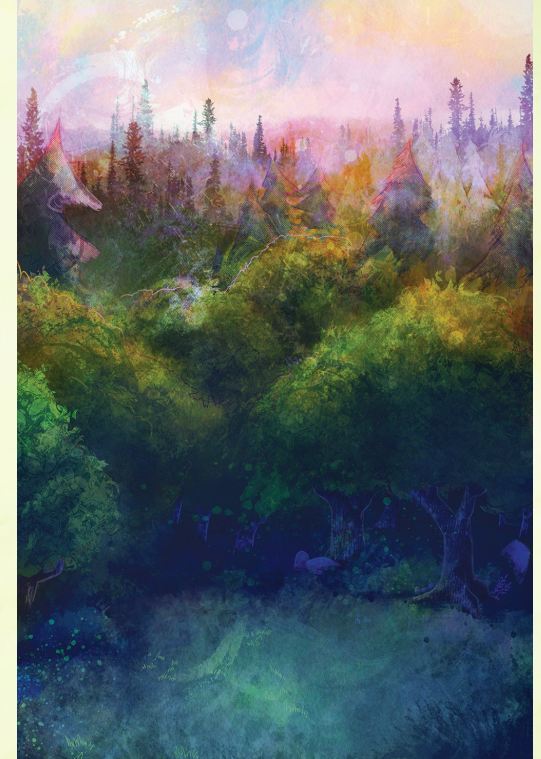




Littlebark Grove Library  
HB\_LK\_BG\_013



The Beaks' House (exterior night)  
HB\_LK\_BG\_014



Littlebark Grove (generic)  
HB\_LK\_BG\_015



Files available on [nickcentral.com](http://nickcentral.com)



Littlebark Grove (generic)  
HB\_LK\_BG\_016



Littlebark Grove (generic)  
HB\_LK\_BG\_017



Littlebark Grove (generic)  
HB\_LK\_BG\_018



Littlebark Grove (generic)  
HB\_LK\_BG\_019



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

## PRIMARY LOGO

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## SECONDARY LOGO

Vector Version  
4-color process



## Black + White



## Spot



## SMALL VERSIONS

For logo usage **WITH** branding, use the one shown below exactly as is.

## PRIMARY LOGO

Pixel Based Version

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## SECONDARY LOGO

Vector Version  
4-color process



## Black + White



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

4-color process + 021



## Black + White



## Spot





## PRIMARY HEADLINE FONT

**SMASHING**

Available at [veer.com](http://veer.com)

## SECONDARY HEADLINE FONT

**RATHER LOUD**

Available at [veer.com](http://veer.com)

## PRIMARY TEXT FONT FAMILY

**Advert Rough Three**  
**Advert Rough Two**

Available at [fonts.com](http://fonts.com)

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## COLOR PALETTE



Pantone 357C  
C 80, M 0, Y 100, K 56



Pantone 367C  
C 32, M 0, Y 59, K 0



Pantone 387C  
C 10, M 0, Y 74, K 0



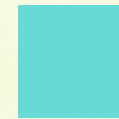
Pantone 722C  
C 0, M 36, Y 76, K 0



Pantone 4625C  
C 0, M 60, Y 100, K 79



Pantone 219C  
C 0, M 88, Y 0, K 0



Pantone 3242C  
C 37, M 0, Y 18, K 0



Pantone YellowC  
C 0, M 0, Y 100, K 0



Pantone 1795C  
C 0, M 94, Y 100, K 0



Pantone 137C  
C 0, M 35, Y 90, K 0

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HB\_LK\_KA\_001A

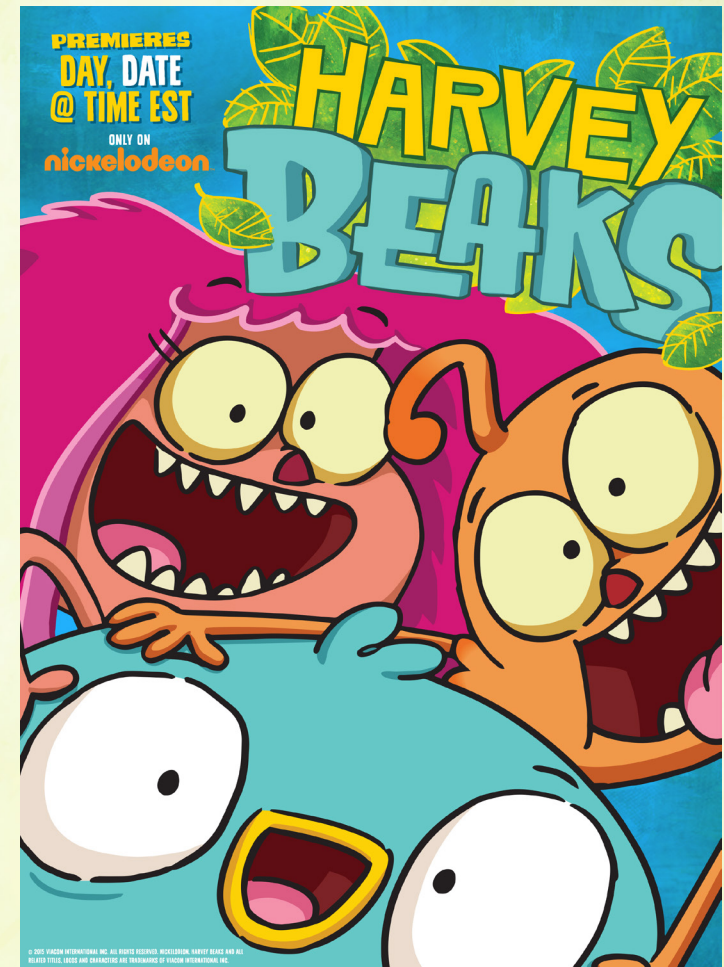


HB\_LK\_KA\_001B





HB\_LK\_KA\_002A

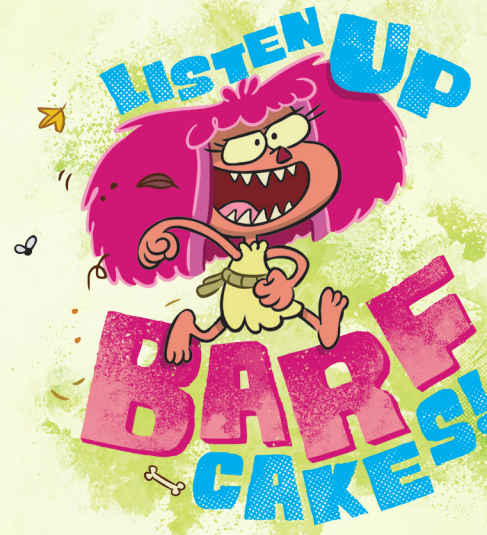


HB\_LK\_KA\_002B





HB\_LK\_PATCH\_001



HB\_LK\_PATCH\_002



HB\_LK\_PATCH\_003



HB\_LK\_PATCH\_004

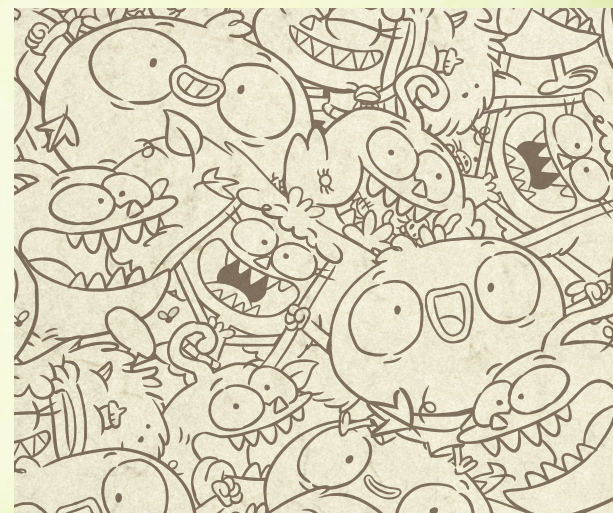




HB\_LK\_PTN\_001



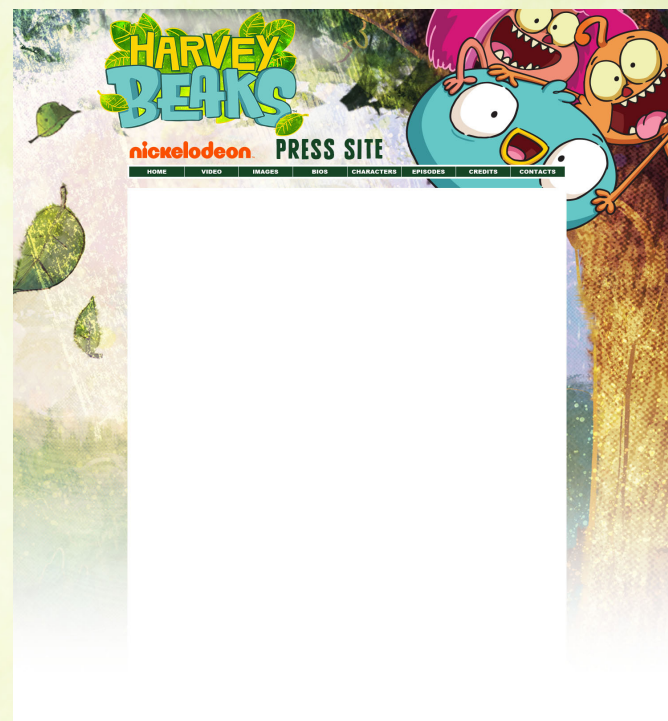
HB\_LK\_PTN\_002a



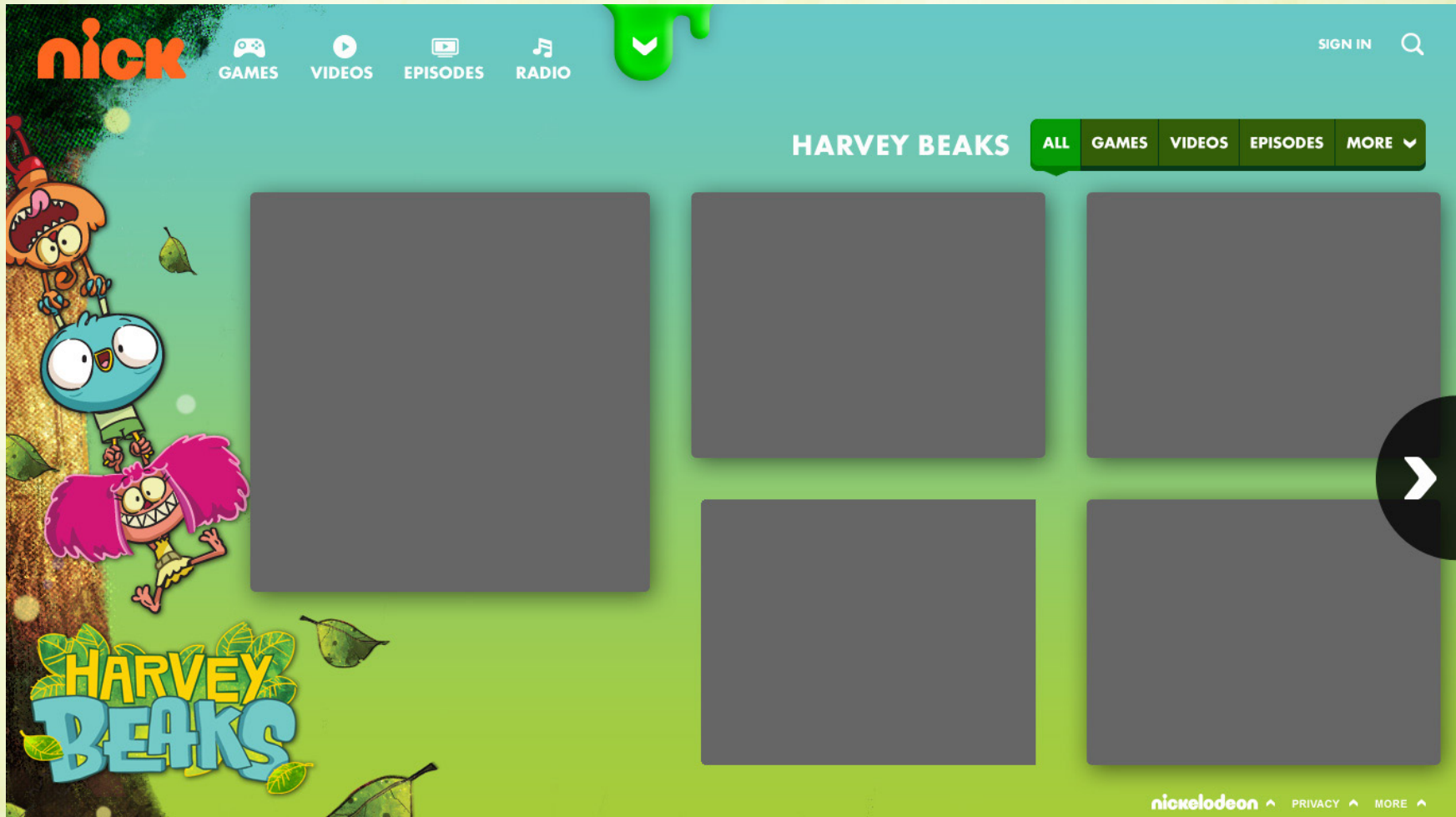
HB\_LK\_PTN\_002b



For inspiration only.















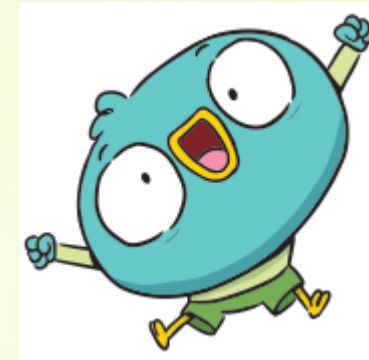
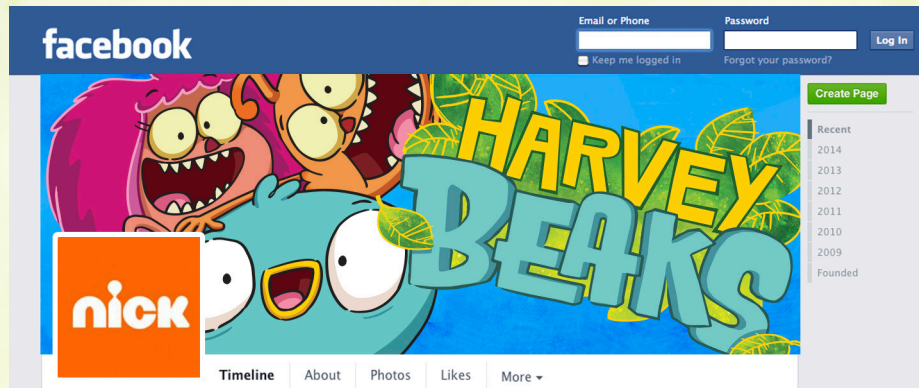


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Banners

Profile Images



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HB\_LK\_PPT\_004



HB\_LK\_PPT\_001



HB\_LK\_PPT\_002



HB\_LK\_PPT\_003



## APPROVAL PROCEDURE

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