



LAUNCH KIT

nickelodeon



LAUNCH KIT SHOW SYNOPSIS

SERIES LOGLINE

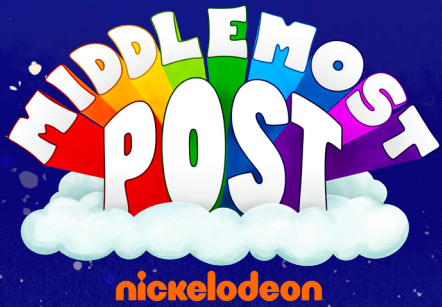
When a reformed raincloud teams up with a shipwrecked sea-postman and a magic walrus, the three form the Middlemost Post—the wackiest and most loveable postal service on Mt. Middlemost.

SHOW SYNOPSIS

After an endearingly naïve “reformed” raincloud—PARKER J. CLOUD—decides to brighten days rather than rain on them, the little nimbus sets out to find a new home on the tallest, wackiest, most diverse mountain in the world - MT. MIDDLEMOST. There, the cloud gets hired by rough-around-the-edges sea postman, ANGUS R. SHACKLETON III, who’s been mysteriously shipwrecked on the mountain’s peak with his trusty RUSSELL (a magical walrus whose tummy acts as a “storage warehouse”).

Together, these unlikely heroes form THE MIDDLEMOST POST—a team that delivers mail to every zany corner of the mountain, including its colorful NEIGHBORHOODS and the CITY OF SOMEWHERE. On the team’s mail route, we’re introduced to some of the mountain’s eclectic citizens, like MS. PAM—owner of the popular Middlemost Toast restaurant, LILY—proprietor of an “old-timey Radio Shack” known as The Somewhere Store, and the dubious Mayor of Somewhere—MAYOR PEEVE—who desperately wants to take down the Middlemost Post with the aid of his adorable assistant, RYAN. All the while, Parker tries to fulfill the mission of brightening everyone’s days, but especially the days of Angus and Russell.





LAUNCH KIT CHARACTER BIO

PARKER J. CLOUD

Parker is an ex-raincloud whose sole mission is to make everyone's day brighter. Parker also has fun cloudlike abilities (raining, lightning, etc.) and a malleable physical form. That means the kid can transform into just about anything! The cloud is the Middlemost Post's most enthusiastic—but perhaps not the most efficient—employee. Parker is impulsive, curious, and works exclusively in emotional extremes. The "little nimbus" (Angus's affectionate nickname for Parker) has a unique childlike innocence, generosity, and empathy that are unparalleled in the real world. Think of what a normal kid would do, then think of the absolute naïve opposite. That's Parker!



©2021 Viacom International Inc. All Rights Reserved. Nickelodeon, Nickelodeon Middlemost Post, and related titles, logos and characters are trademarks of Viacom International Inc.





nickelodeon

LAUNCH KIT CHARACTER BIO

ANGUS ROY SHACKLETON III

Angus is the Captain of the S.S. Steadfast, proprietor of the Middlemost Post, and Parker's best friend/boss. He's methodical and practical as all heck—having a three-step process for basically any activity. Angus is not a man of small talk, chit-chat, or anything that could deter him from his goal—which, more often than not, is delivering the mail without any fail. But even though Angus is a “man’s man” with a hardcore “work first” mentality, he’s not a mean guy. He actually has a really soft and vulnerable side, as well as a confidence that is, sadly, often misplaced. Especially when it comes to matters of cloud-guardianship. It’s a lot harder than it looks!



nickelodeon™

©2021 Viacom International Inc. All Rights Reserved. Nickelodeon, Nickelodeon Middlemost Post, and related titles, logos and characters are trademarks of Viacom International Inc.



LAUNCH KIT CHARACTER BIO

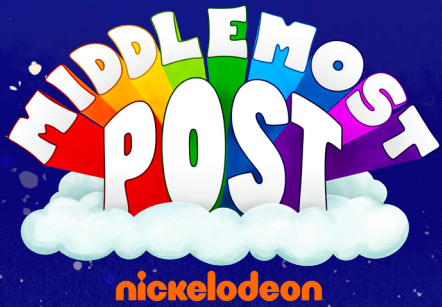
RUSSELL

Russell is a walrus with the personality and energy of a golden retriever. Her magic tummy serves as the storage unit/delivery truck for Middlemost Post (think wizarding tents in Harry Potter, or Mary Poppins' suitcase). Although Angus and Parker are her coworkers, they're also her family, and she frequently serves as a bridge between the two. Russell may not be able to talk, but she gets her point across with her expressiveness, and she's almost always the most intuitive person in the room.

nickelodeon

©2021 Viacom International Inc. All Rights Reserved. Nickelodeon, Nickelodeon Middlemost Post and related titles, logos and characters are trademarks of Viacom International Inc.





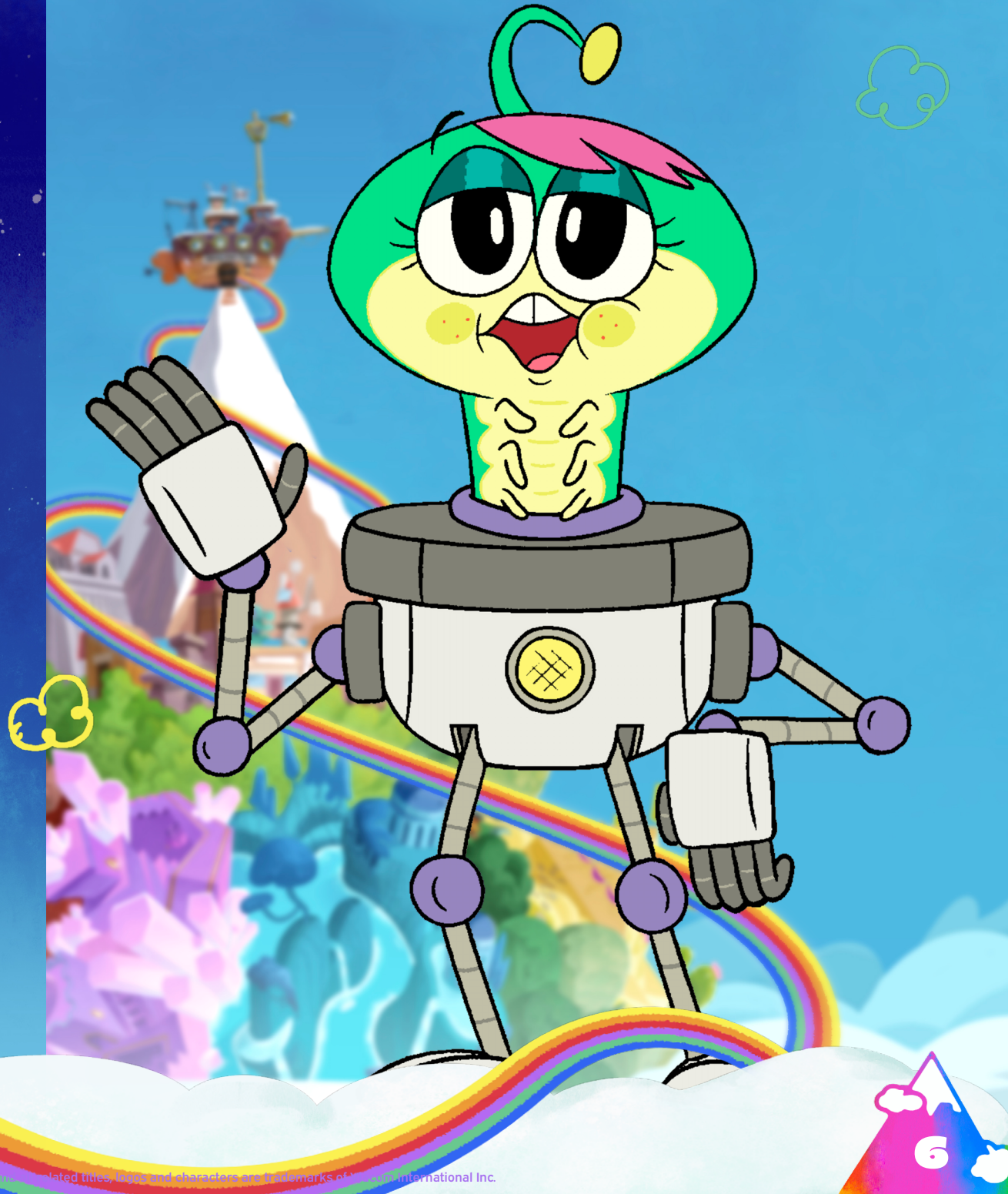
LAUNCH KIT CHARACTER BIO

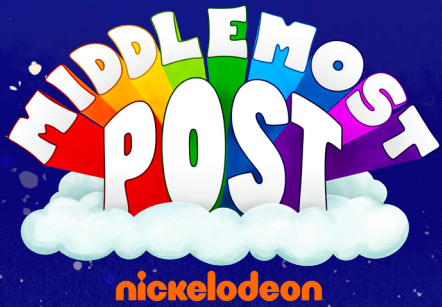
LILY

Lily is the lovably awkward and hilariously deadpan owner of The Somewhere Store. The genius inventions that she sells are so niche and oddly specific that they're practically of no use to anyone but her. She's Parker's BGF (Best Grub Friend) who shares the cloud's adventurous spirit but isn't as quick to pull the trigger. Lily also doesn't believe in "broken." She knows that anything—in one way or another—is capable of being fixed. Lily is most recognizable for moving around in her various awesome "mech suits." She could have metamorphosed into a butterfly if she wanted, but she thought that making her own robotic mobility was a lot cooler.

nickelodeon

©2021 Viacom International Inc. All Rights Reserved. Nickelodeon, Nickelodeon Middlemost Post and related titles, logos and characters are trademarks of Viacom International Inc.





LAUNCH KIT CHARACTER BIO

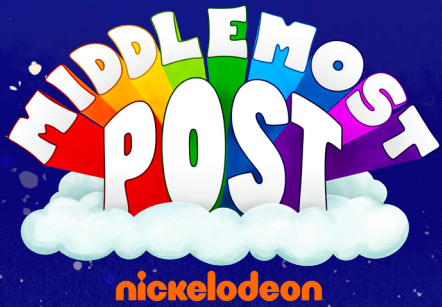
MAYOR PEEVE

Peeve is the extremely petty Mayor of Somewhere. However, he'd never be malicious to your face. He's still a politician, after all. He's cold—both figuratively and literally—because his home rests in the direct shadow of the S.S. Steadfast (MMP's headquarters). He hates that ship with every fiber of his bundled being! Peeve is perpetually concocting malicious plans geared towards the Middlemost Post that never pan out the way he wants. Even though Peeve is the show's one mean-spirited character, he and Ryan's subplots are still endearingly funny.



nickelodeon

©2021 Viacom International Inc. All Rights Reserved. Nickelodeon, Nickelodeon Middlemost Post and related titles, logos and characters are trademarks of Viacom International Inc.



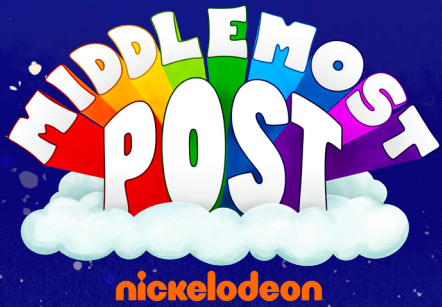
LAUNCH KIT CHARACTER BIO

RYAN

Ryan is the Mayor's loyal assistant and biggest cheerleader— despite the fact that Peeve doesn't treat him very nicely. He's timid, submissive, and eager to please, but unintentionally goofs up most of his tasks.



nickelodeon



LAUNCH KIT CHARACTER BIO

MS. PAM

Ms. Pam is the bohemian, sharp, and quick-witted owner of the Middlemost Toast—a popular restaurant in the city of Somewhere. This eatery serves all kinds of toast with all kinds of toppings, and Pam is eager to advertise each and every one. She's an excellent saleswoman. Although the townsfolk—particularly Angus—see Ms. Pam as a go-to confidante, Pam usually has very little interest in their problems. In fact, 90% of the time, the “advice” she gives is misinterpreted toast business. But as focused as she is on her vocation, Pam isn't a rude person. She's just very direct and has stuff to get done.





LAUNCH KIT
LOGO

FILES AVAILABLE ON CENTRAL.VIACOMCBS.COM



nickelodeon

POST_LOGO_001_RGB_EA



nickelodeon

©2021 Viacom International Inc. All Rights Reserved. Nickelodeon, Nickelodeon Middlemost Post and all related titles, logos and characters are trademarks of Viacom International Inc.





LAUNCH KIT
FONTS

MIGHTY SLAB

HEADER

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

available at <https://fonts.adobe.com/fonts/mighty-slab>

CLICK CLACK REGULAR

SUB HEADER

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

available at <https://fonts.adobe.com/fonts/click-clack>

EXPRESSWAY BOLD

BODY COPY

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

<https://fonts.adobe.com/fonts/expressway>

These fonts are provided for creative reference only. Actual use of the above fonts require your business to secure its own font software license, at its own cost. This font is available on Adobe. Please submit query to PCLO Department (Valerie.McFaddin@viacom.com) for further clearance.

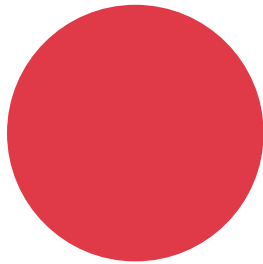


©2021 Viacom International Inc. All Rights Reserved. Nickelodeon, Nickelodeon Middlemost Post and all related titles, logos and characters are trademarks of Viacom International Inc.

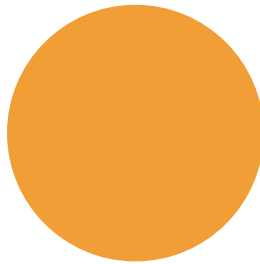




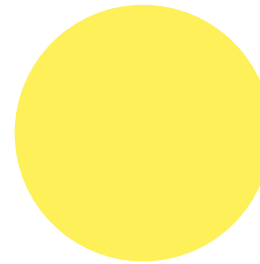
LAUNCH KIT COLOR PALETTE



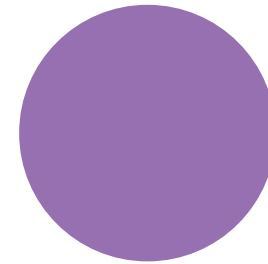
#E03847
PANTONE 710C
6C 93M 73Y 0K



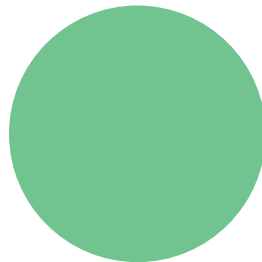
#F29E38
PANTONE 157C
3C 44M 89Y 0K



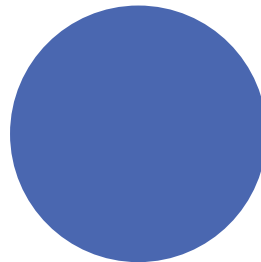
#FFF252
PANTONE 101C
3C 0M 78Y 0K



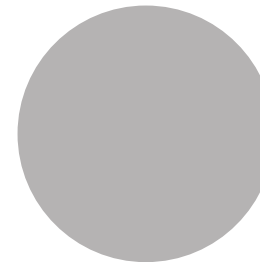
#B56BF5
PANTONE 252C
44C 63M 0Y 0K



#6BCC91
PANTONE 346C
57C 0M 58Y 0K



#3366F5
PANTONE 2727C
78C 63M 0Y 0K



#CCCCCC
PANTONE 427C
15C 14M 13Y 18K

The colors shown on this page and throughout this style guide have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. PANTONE is a registered trademark of Pantone, Inc. PANTONE colors, the standards for which are as shown in the current edition of the PANTONE Color Formula Guide.





LAUNCH KIT
SHOW BACKGROUNDS

FILES AVAILABLE ON [CENTRAL.VIACOMCBS.COM](https://central.viacomCBS.com)



POST_LK_BG_005



POST_LK_BG_004



POST_LK_BG_015



LAUNCH KIT
SHOW BACKGROUNDS

FILES AVAILABLE ON [CENTRAL.VIACOMCBS.COM](https://central.viacomCBS.com)



POST_LK_BG_006



POST_LK_BG_007



POST_LK_BG_001



POST_LK_BG_011



©2021 Viacom International Inc. All Rights Reserved. Nickelodeon, Nickelodeon Middlemost Post and all related titles, logos and characters are trademarks of Viacom International Inc.



LAUNCH KIT
SHOW BACKGROUNDS

FILES AVAILABLE ON [CENTRAL.VIACOMCBS.COM](https://central.viacomCBS.com)



POST_LK_BG_003



POST_LK_BG_009



POST_LK_BG_010



POST_LK_BG_019



LAUNCH KIT
PATTERNS

FILES AVAILABLE ON [CENTRAL.VIACOMCBS.COM](https://central.viacomcbs.com)



POST_LK_PTN_001

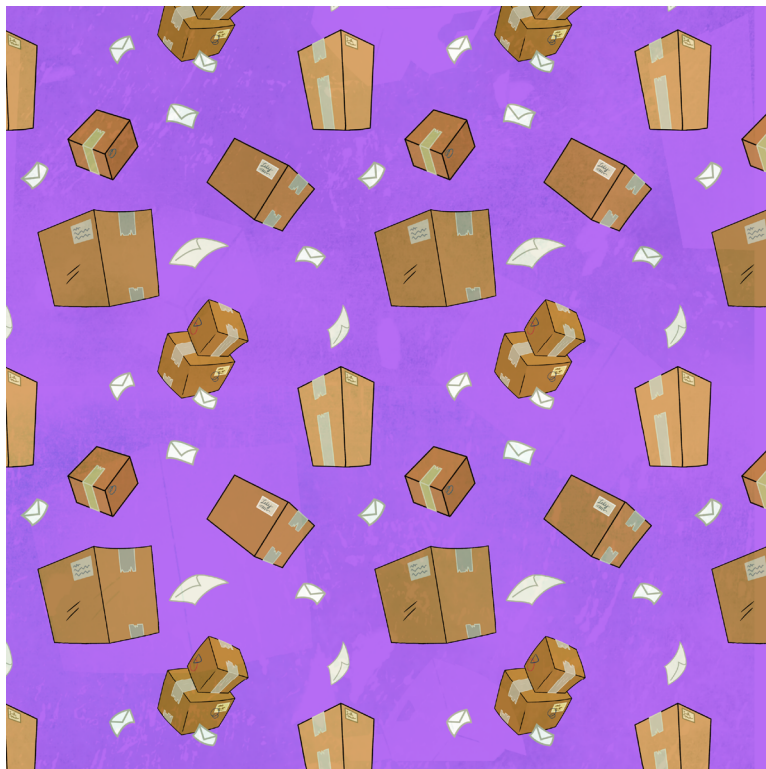


POST_LK_PTN_002



LAUNCH KIT
PATTERNS

FILES AVAILABLE ON [CENTRAL.VIACOMCBS.COM](https://central.viacomcbs.com)



POST_LK_PTN_003



POST_LK_PTN_004



©2021 Viacom International Inc. All Rights Reserved. Nickelodeon, Nickelodeon Middlemost Post and all related titles, logos and characters are trademarks of Viacom International Inc.





LAUNCH KIT
CHARACTER POSES

FILES AVAILABLE ON [CENTRAL.VIACOMCBS.COM](https://central.viacomcbs.com)



POST_LK_PARKER_002



POST_LK_PARKER_005



POST_LK_PARKER_003



POST_LK_PARKER_004B



POST_LK_PARKER_001



POST_LK_ANGUS_001



POST_LK_ANGUS_003

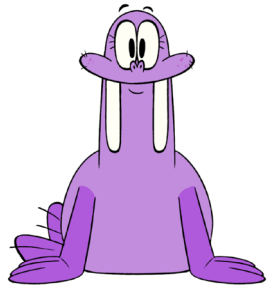


POST_LK_ANGUS_002

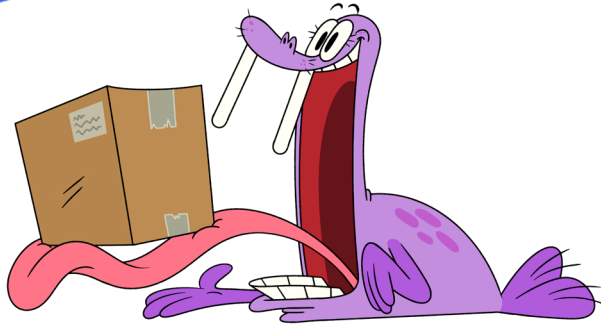


LAUNCH KIT
CHARACTER POSES

FILES AVAILABLE ON [CENTRAL.VIACOMCBS.COM](https://central.viacomcbs.com)



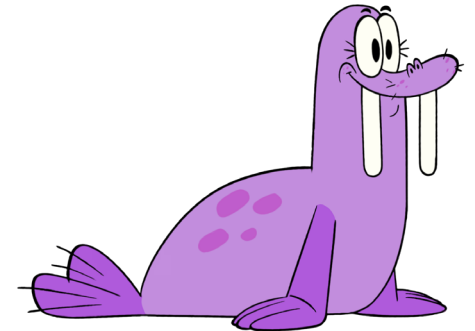
POST_LK_RUSSELL_001



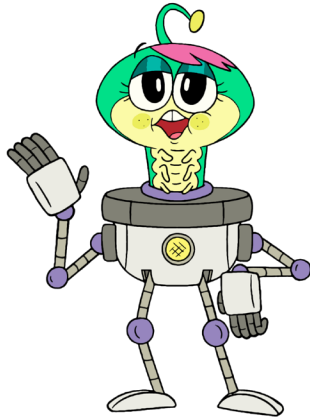
POST_LK_RUSSELL_003



POST_LK_RUSSELL_004



POST_LK_RUSSELL_002



POST_LK_LILY_001



POST_LK_RYAN_001



POST_LK_MAYORPEEVE_002



POST_LK_JELLY_001



POST_LK_PAM_001





LAUNCH KIT
CHARACTER POSES

FILES AVAILABLE ON [CENTRAL.VIACOMCBS.COM](https://central.viacomcbs.com)



POST_LK_GRP_005



POST_LK_GRP_006



POST_LK_GRP_003



POST_LK_GRP_001



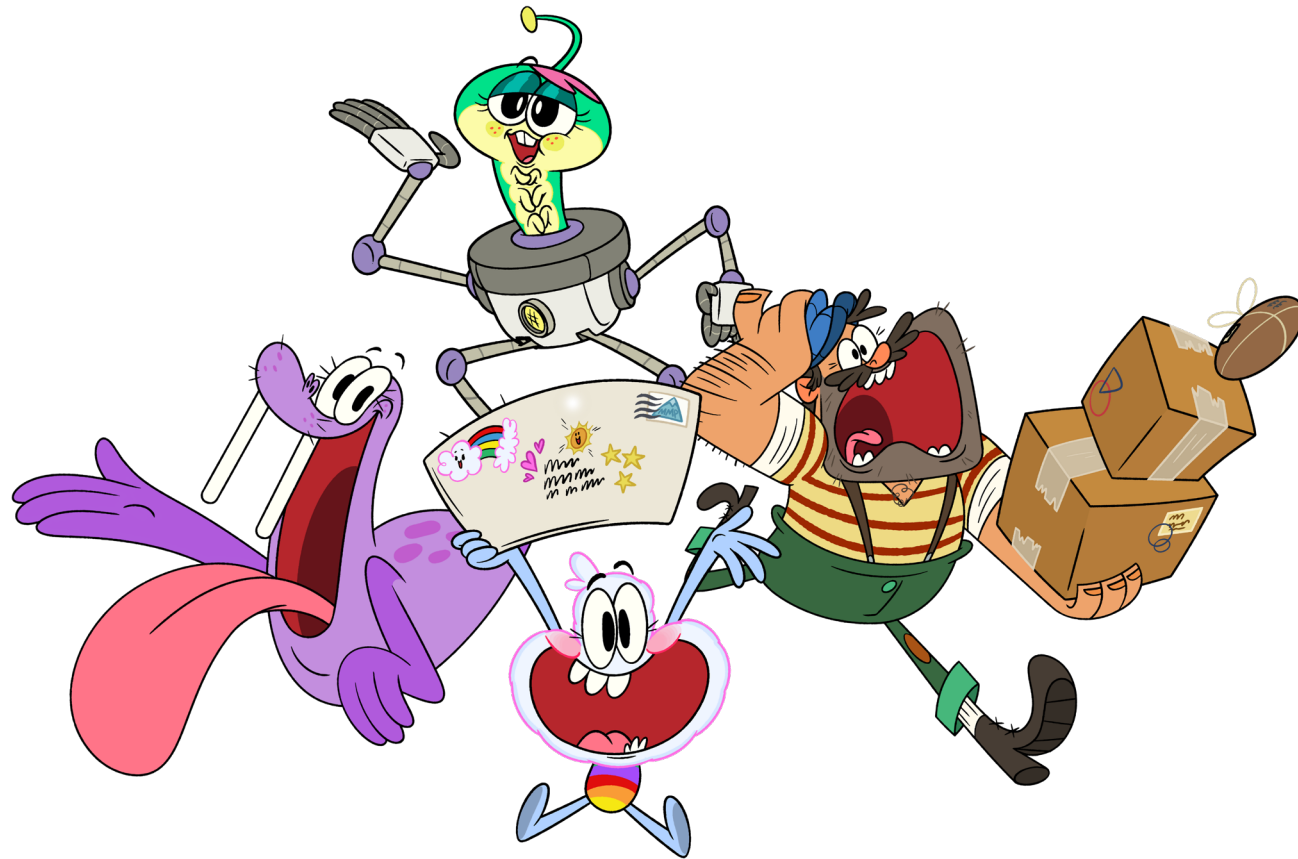
©2021 Viacom International Inc. All Rights Reserved. Nickelodeon, Nickelodeon Middlemost Post and all related titles, logos and characters are trademarks of Viacom International Inc.





LAUNCH KIT
CHARACTER POSES

FILES AVAILABLE ON [CENTRAL.VIACOMCBS.COM](https://central.viacomcbs.com)



POST_LK_GRP_004



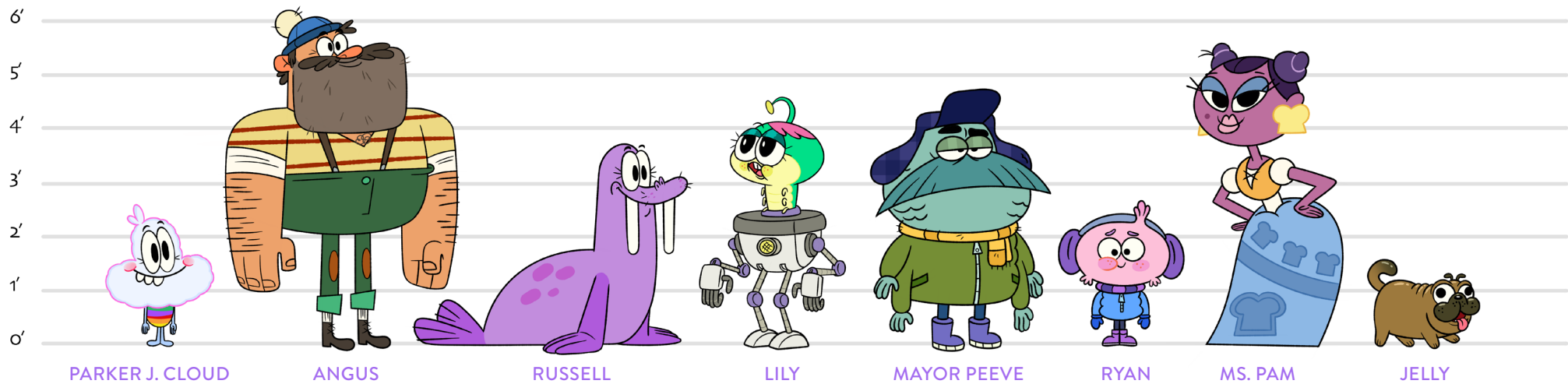
©2021 Viacom International Inc. All Rights Reserved. Nickelodeon, Nickelodeon Middlemost Post and all related titles, logos and characters are trademarks of Viacom International Inc.





LAUNCH KIT
SIZE CHART

FILES AVAILABLE ON [CENTRAL.VIACOMCBS.COM](https://central.viacomcbs.com)





LAUNCH KIT
KEY ART

FILES AVAILABLE ON CENTRAL.VIACOMCBS.COM



POST_KA_001_HORZ



©2021 Viacom International Inc. All Rights Reserved. Nickelodeon, Nickelodeon Middlemost Post and all related titles, logos and characters are trademarks of Viacom International Inc.





FILES AVAILABLE ON [CENTRAL.VIACOMCBS.COM](https://central.viacomCBS.com)



POST_KA_001_VERT



©2021 Viacom International Inc. All Rights Reserved. Nickelodeon, Nickelodeon Middlemost Post and all related titles, logos and characters are trademarks of Viacom International Inc.





LAUNCH KIT
POWERPOINT

FILES AVAILABLE ON CENTRAL.VIACOMCBS.COM



MOST_LK.PPT



©2021 Viacom International Inc. All Rights Reserved. Nickelodeon, Nickelodeon Middlemost Post and all related titles, logos and characters are trademarks of Viacom International Inc.

25



LAUNCH KIT
POWERPOINT

FILES AVAILABLE ON CENTRAL.VIACOMCBS.COM



MOST_LK.PPT



©2021 Viacom International Inc. All Rights Reserved. Nickelodeon, Nickelodeon Middlemost Post and all related titles, logos and characters are trademarks of Viacom International Inc.





REQUIRED COPYRIGHT AND TRADEMARK NOTICES

The names and likenesses of all Nickelodeon Middlemost Post 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 licenses merchandise:

Full Length: ©202_ Viacom International Inc. All Rights Reserved. Nickelodeon, Nickelodeon Middlemost Post and all related titles, logos and characters are trademarks of Viacom International Inc.

Shortened: ©202_ Viacom International Inc. All Rights Reserved

Shortest: ©202_ Viacom International Inc.

The year to be included in the 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.

In addition, the symbols © or ™, as applicable, should appear next to the first or most prominent use of the name Middlemost Post and any characters 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 Nickelodeon before advertising or marketing products in other countries.

APPROVAL PROCEDURE

Any usage of Middlemost Post name or likeness 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.

