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MARKETING OVERVIEW

STILL ROCK SOLID

The live-action movie inspired by The Flintstones® is approaching 1 billion dollars in revenues worldwide. Their original cartoon show is playing, somewhere on the planet, every day, 365 days a year. The Flintstones was the world's first animated prime time sitcom. It's still the longest running cartoon sitcom in TV history.

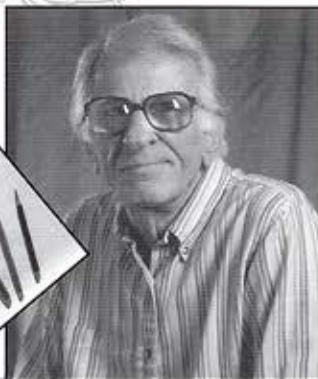
FRED FINDS OUT IT'S LONELY AT THE TOP

By lasting year after year on the top rung of the cartoon ladder, Fred Flintstone™ has undeniably made it into a very exclusive club. Measured by any yardstick—durability, lovability, recognizability, profitability—this modern stone-age everyman is in a class (almost) by himself. He is one of only three characters in the universe who can truly be considered a World Class Cartoon Star. (The other two are both rodents with big ears.)

OUR ROOTS ARE SHOWING

We thought this was as good a time as any to take this World Class Cartoon Star, and the other inhabitants of Bedrock, back to their roots. Back to something more like the wild and woolly designs that flowed out of the inspired pencils of master cartoon designer Ed Benedict.

Ed Benedict's original concepts for The Flintstones were considerably more rough-hewn than the characters as we know them now.



Ed Benedict and some of his early pencils!

We recently uncovered Ed's earliest sketches and model sheets and said "Yabba-Dabba-Doo!", these are cool!" (Or words to that effect.)

WE'RE ROCKING THE FLINTSTONES WORLD

So, we put our crack team of gifted young designers to work, translating these original, vintage Flintstones drawings into designs that people would want to live in, or around, or under, or on top of. We're thrilled with what they've come up with. And we're sure you and your customers will be, too. Take a brisk stroll through these pages and discover a whole new Flintstones world, a world that young adults will find irresistible. It's the dawn of a new age at Hanna-Barbera. Wake up with us, and smell the delicious prehistoric java...

Special Thanks to:
Joe Barbera, William Hanna, Ed Benedict and Craig Kellman
Cartoonist Extraordinaires

AHEAD OF THEIR TIME!

Joe Barbera, William Hanna and Ed Benedict are to the cartoon industry, what the Fauvism movement was to fine art. On October 1, 1960, The New York Times review called The Flintstones® an "inked disaster," complaining in particular that Fred and Barney were "unattractive, coarse, and gruff." Obviously an Emmy nomination, a Golden Globe Award and the dedication of millions of viewers, by the end of its first season, proved the review unimaginative, coarse and gruff!

IMAGINATION UNLEASHED!

As you look through this style guide you will see The Flintstones illustrated in a way that you haven't seen since the beginning when Ed Benedict first put pencil to paper. You can almost hear Fred yelling; Wilmaaa! Every pose demands the imagination to contemplate what will happen next. Only a truly inspired cartoonist can bring this much character to his drawings. Craig Kellman with the influence of Joe Barbera, William Hanna and Ed Benedict has put the cave back into the caveman.

We at Hanna-Barbera would like to acknowledge and extend a special thanks to Craig Kellman for helping us to continue to make the Flintstones the worlds most popular Stone Age family!



Fred Flintstone™

HAIR - Black

Notice some strands sticking up...signifying the hair-raising situations Fred gets himself into.

HEAD - Big

Full of impossible dreams and hair-brained schemes.

TONGUE

Sometimes isn't connected to Fred's brain. Fred says things he doesn't really mean. But he always apologizes later—no matter how hard it is.

TIGHT SPOTS - (on his leopard skin)

Like the ones Fred always finds himself in.

ARMS

Wave wildly when he gets a strike or when he hollers "Yabba-Dabba-Doo!"™

HANDS

Money slips through them. Can be found slapping his forehead in exasperation.

FOOT

Can be found stuck in Fred's mouth. Needs fancy foot work to get himself out of trouble. Needs a 50,000 mile check on the soles of his feet...they're brake pads, you know.

EYES - Wide

Always open for an opportunity. Some characters have eyes bigger than their stomach. Not Fred.

NOSE - Big

Fred's always sticking it where it doesn't belong.

MOUTH - Big

Big enough for Fred to constantly put his foot in it. Big enough to yell "Wilmaaaaa!" and "Yabba-Dabba-Doo!"™

FIVE O'CLOCK SHADOW

Those bird-beak razors don't shave that close.

HEART

Big as Bedrock and as soft as the Tar Pits. Though Fred may flirt, his heart belongs to Wilma.

STOMACH - Ample

Big enough for lots of bronto burgers or stegosaurus steaks. Big enough for Fred to sign up with the nearest diet center.

TOES - Twinkle

Ever see Fred stand up on these babies when he's bowling strikes at the Bedrock Lanes? Classic.



Fred Flintstone™



Fred Flintstone™



Fred Flintstone™



Fred Flintstone™



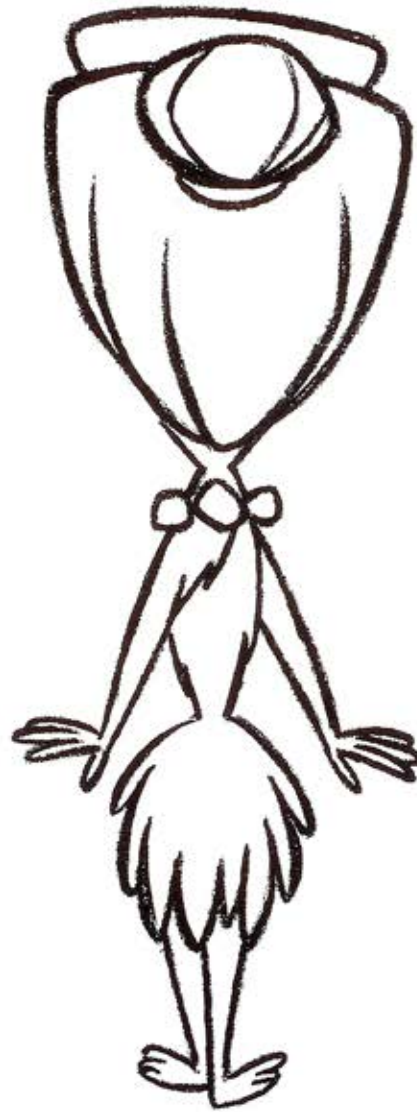
Barney Rubble™



Barney Rubble™



Wilma Flintstone™



Betty Rubble™

HEAD - Level

She's learned to live with the fact that her husband Barney and Fred Flintstone™ are, for better *and* worse, an inseparable pair.

EYES

Only for Barney.

MOUTH

Given to an infectious giggly laugh.

NECKLACE - One Paleolithic Pearl

Barney gave it to her and she never takes it off.

HEART - Happy

Her best friend, Wilma, lives right next door. Barney and Fred are best buddies. Yes, there are times when she gets heartburn from some fiasco that Fred has plunged Barney into, but she's usually a happy, prehistoric housewife.

DRESS

She made it.



Dino™



The Flintstones Flyer™

Date Aired: September 30, 1960



Hot Lips Hannigan

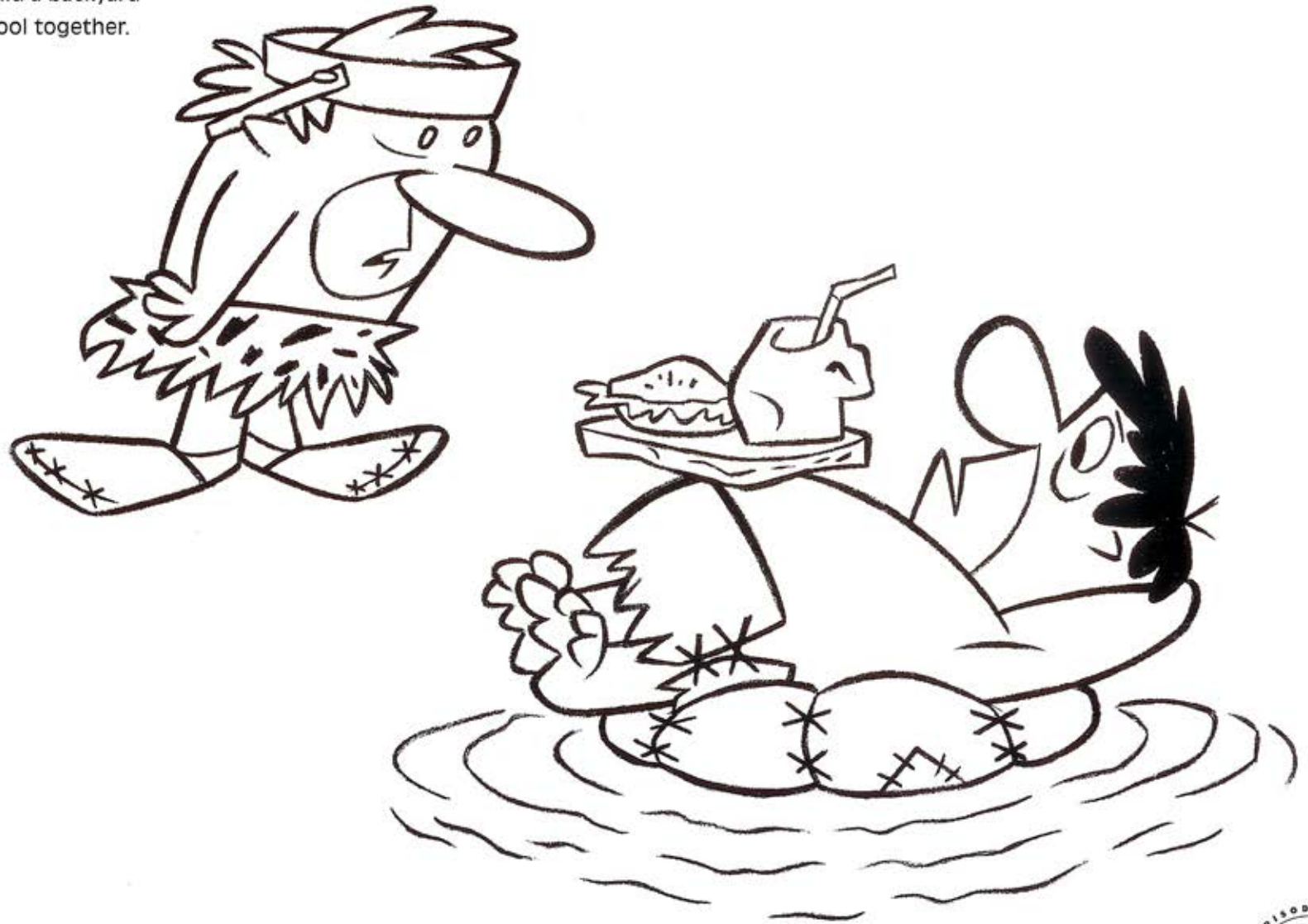
Date Aired: October 7, 1960



The Swimming Pool

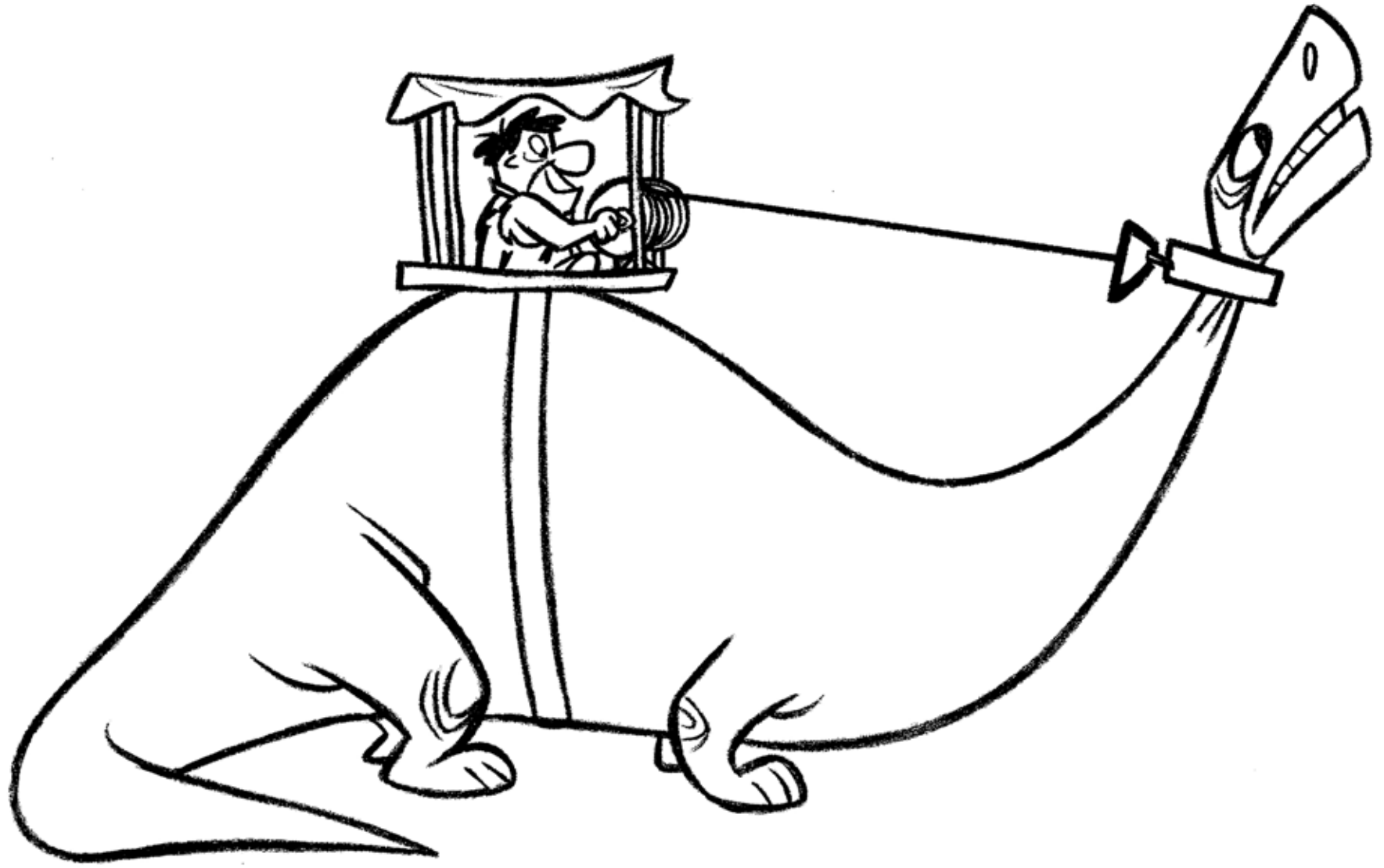
Date Aired: October 14, 1960

Fred and Barney's friendship gets waterlogged when they decide to build a backyard swimming pool together.



The Swimming Pool

Date Aired: October 14, 1960



No Help Wanted

Date Aired: October 21, 1960

Fred gets Barney a job as a collection agent and his first assignment is to repossess Fred's unpaid-for TV set.



The Babysitters

Date Aired: November 11, 1960



The Sweepstakes Ticket

Date Aired: December 16, 1960

Fred and Barney scramble to find a sweepstakes ticket they hid in an old coat, which Wilma and Betty gave to a hobo.



The Snorkasaurus™ Hunter

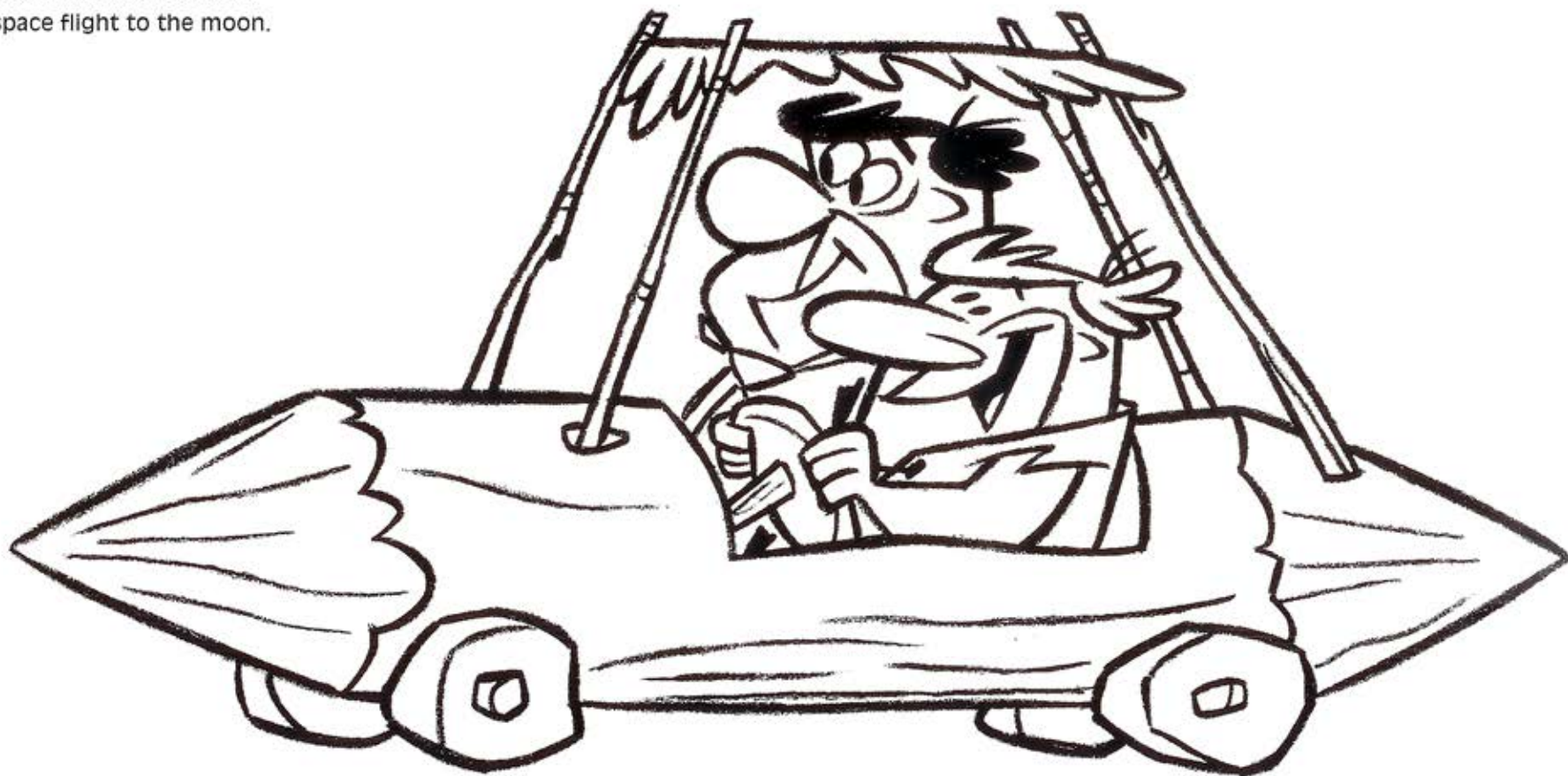
Date Aired: January 27, 1961



The Astra Nuts

Date Aired: March 3, 1961

The boys accidentally enlist in the Army, then blunder into volunteering for the first prehistoric manned space flight to the moon.



Fred Flintstone™ Before & After

Date Aired: April 7, 1961

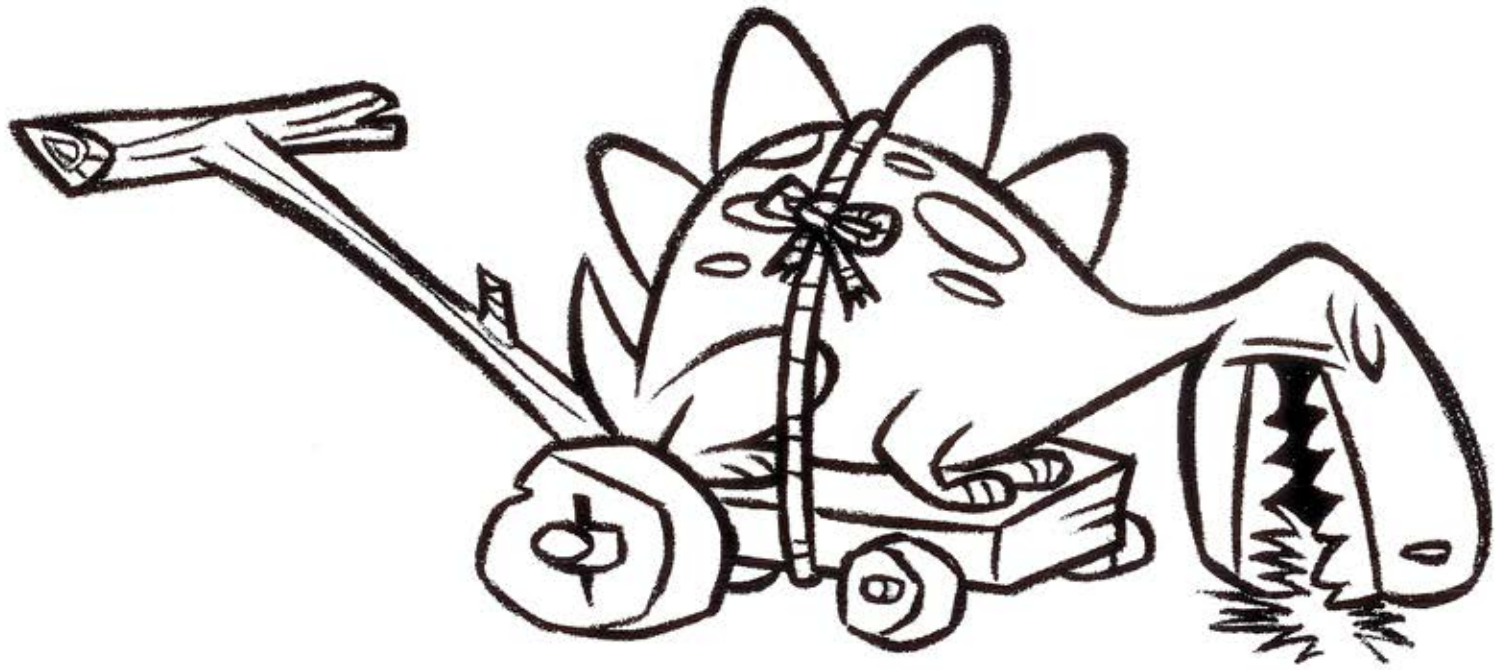
Vain Fred accepts a part in a 'before and after' weight reduction commercial, but discovers to his horror that they want him for the 'before'.



Additional Art



Additional Art



Additional Art



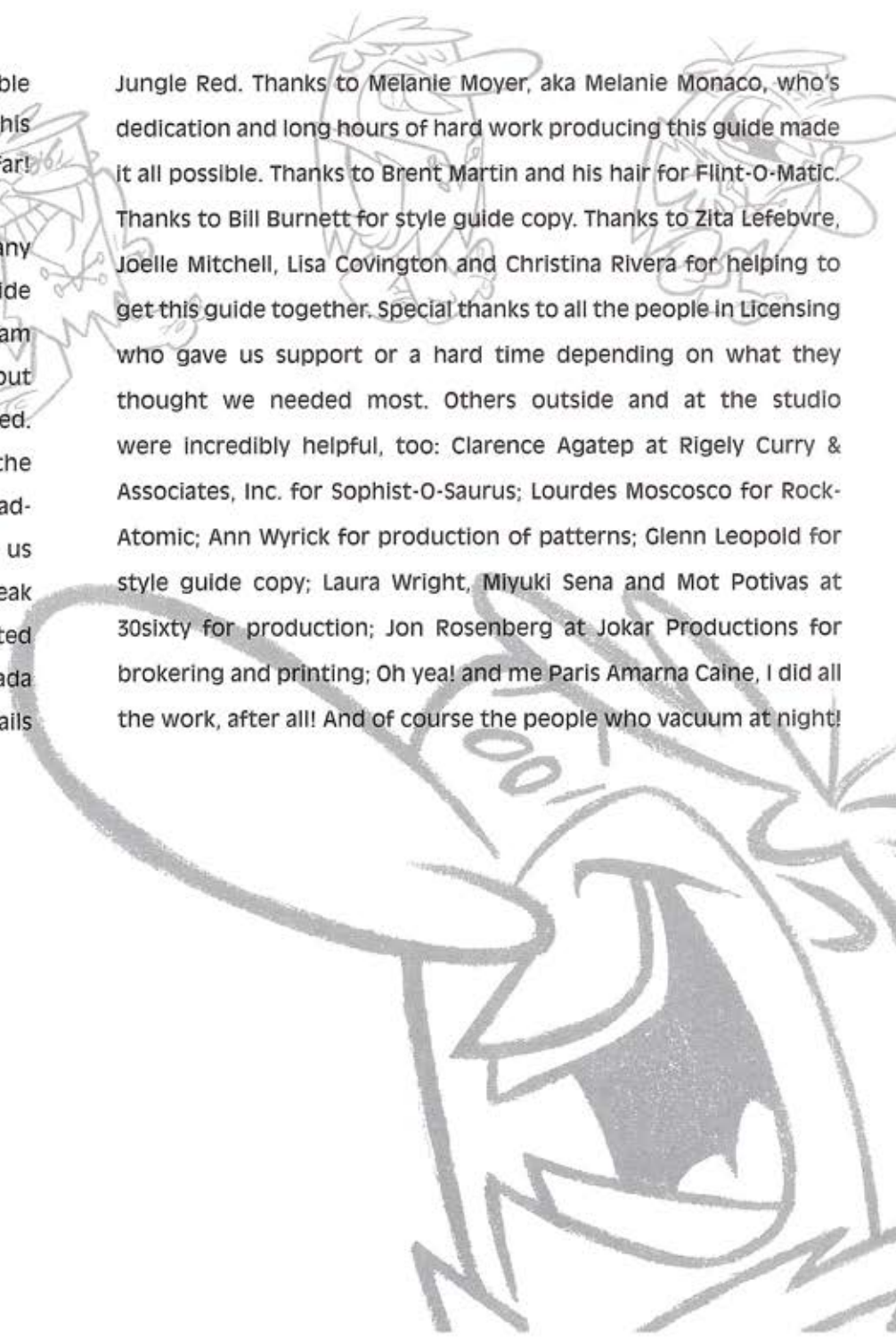
ACKNOWLEDGMENTS

This is the part where I mention all the people who are responsible for everything from vacuuming the floor at night to making this style guide what it is today...well maybe I won't go that far!

The Hanna-Barbera Licensing Department wish to thank the many people who were instrumental in helping to put this style guide together. Of course, it all started with Joe Barbera and William Hanna who didn't just create a bunch of cave-dwellers, but preserved American culture in a way that will never be equaled. Thanks to Ed Benedict who's original illustrations of the Flintstones® inspired us all and Craig Kellman who draws like a mad-man...or is that a cave-man. Thanks to Fred Selbert for letting us break all the rules, and to Russell Hicks for showing us how to break them. Thanks to Teri Mazurek for her original concepts that started this style guide—we miss her laugh. Thanks to Roger Estrada who's advice and art direction keeps me from painting my nails

Paris Amarna Caine
Paris Amarna Caine

Jungle Red. Thanks to Melanie Moyer, aka Melanie Monaco, who's dedication and long hours of hard work producing this guide made it all possible. Thanks to Brent Martin and his hair for Flint-O-Matic. Thanks to Bill Burnett for style guide copy. Thanks to Zita Lefebvre, Joelle Mitchell, Lisa Covington and Christina Rivera for helping to get this guide together. Special thanks to all the people in Licensing who gave us support or a hard time depending on what they thought we needed most. Others outside and at the studio were incredibly helpful, too: Clarence Agatep at Rigely Curry & Associates, Inc. for Sophist-O-Saurus; Lourdes Moscosco for Rock-Atomic; Ann Wyrick for production of patterns; Glenn Leopold for style guide copy; Laura Wright, Miyuki Sena and Mot Potivas at 30sixty for production; Jon Rosenberg at Jokar Productions for brokering and printing; Oh yea! and me Paris Amarna Caine, I did all the work, after all! And of course the people who vacuum at night!





SOPHIST-O-SAUROS
SPREAD
FASHION MONTH





Look at the Fab-U-Lizard/Fab-U-Loser
pages to the right for important
neo-knock-out fashion do's and don'ts.



FLINT-O-MATIC
FASHION SPREADS





When you design, using your Fab-U-Lizard/Fab-U-Loser fashion tips, located on the right hand page, it sends Snorkasaurus™ shivers down my spine.

CAVE-O-RAMA
SPREAD
FASHION





Read the Fab-U-Lizard/Fab-U-Loser fashion tips now!

Before a saber-tooth tiger prowls into your
design hut and rearranges your concepts



Rock-Atomic
Fashion
Spread





Even the most fashionable Fab-U-Lizards
check-out the page to the right
for important fashion tips!