



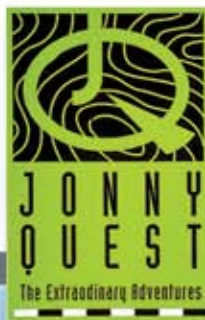
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**Approach:**

When Hanna Barbera looked to launch the new concept for a revitalized Jonny Quest, the famous cartoon series from the late 1960s, it hired GIRVIN to create the planning for style guides, product development strategies and merchandising campaigns in support of the worldwide launch. GIRVIN created a series of packaging, product environments and positioning that closely emulated the various worlds in which Jonny Quest and his associates had their adventures.



**Identity |**



**Result:**

GIRVIN organized the visual, written and packaged launch program collaboratively with the animation team, Hanna Barbera and network executives. The final design was sleeved in brushed aluminum, with a special seal to open the package at ToyFair/NYC for the launch. The style guide shipped worldwide to an elite group of licensees and television programmers to introduce the series globally, and launch an exciting way to participate in this new generation of Jonny Quest products.

