



ZOLTAR

SPEAKS

Brand Guide
2018

About Zoltar

Company Background

In 1987, Characters Unlimited Inc. began hand crafting and selling non-animated human-like characters with the goal to “Make Your Place An Attraction”. More than thirty years later, our mission remains unwavering. Throughout the years, improvements such as better animatronics, a bigger team, and the addition of more products have been made to deliver quality characters to last a lifetime.

In 2006, Characters Unlimited acquired the trademark for Zoltar Speaks®. Our Zoltar fortune teller machine can now be found in hundreds of locations around the world including arcades, attractions, theme parks, gift shops, and homes.

Our Mission

To evoke a sense of nostalgia, joy or amusement in everyone who encounters Zoltar. Through inspiring fortunes, simple animatronics, and a wholesome, fun brand, Zoltar provides amusement for all ages.

Our Vision

To be recognized worldwide as a brand that delights and ignites the inner child in everyone.

Appearances

Zoltar® has remained relevant with appearances in many prominent television and movie placements including Limitless, Family Guy (unauthorized use), The Bachelor, The Late Late Show with James Corden, Step Up 3, and Big Brother UK. The famous machine has also been used in advertising with Toyota, SUBWAY Canada, Nathan’s Famous Hot Dogs, Mike’s Hard Lemonade, Motorola, Credit Karma and Sprint.

The mysterious Zoltar® has also become more social lately– when people get their fortunes told, they take a picture with Zoltar® and share with friends on social networks like Facebook and Instagram. With tens of thousands of photos with the #Zoltar on Instagram alone, the brand certainly has a following.

Zoltar is:

Friendly
Funny
Witty
Wise
Cool
A bit sarcastic
Family friendly
Mysterious
Clever
Nostalgic

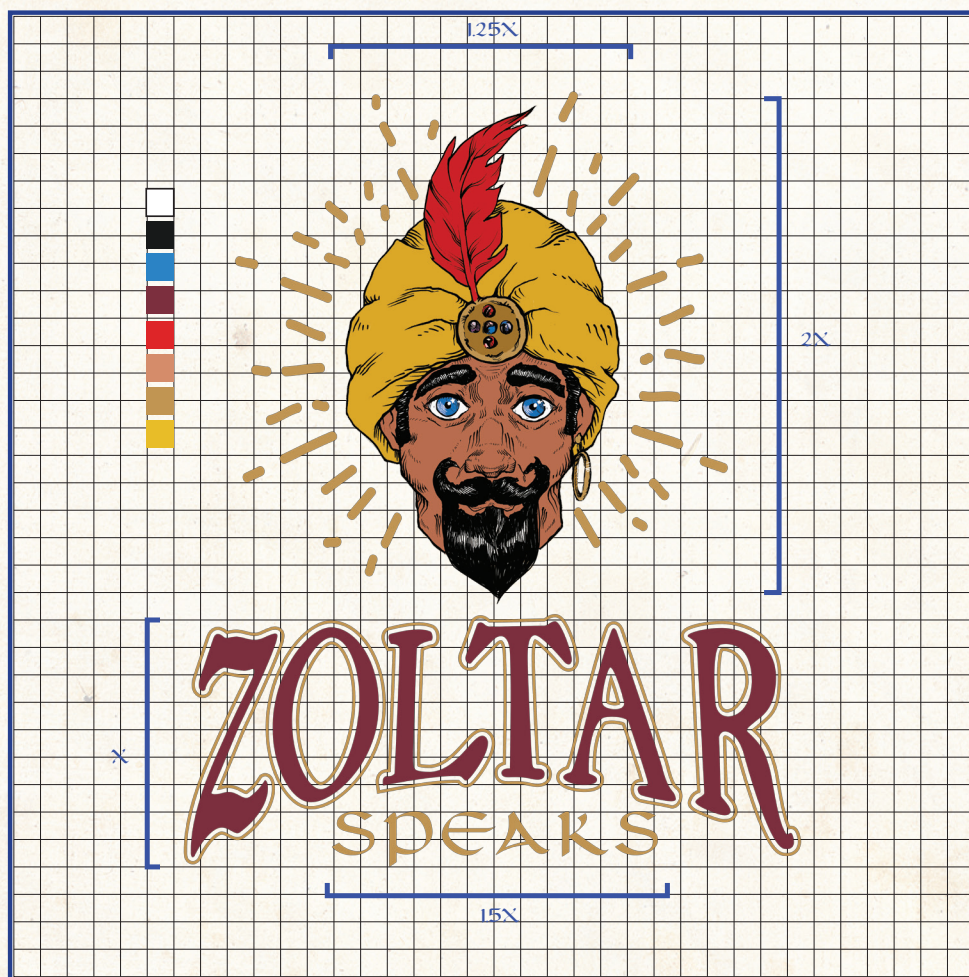
Zoltar isn't

Scary
Evil
Goofy
Politically bias
Vulgar
Discriminatory
Grungy

Table of Contents

Our Brand.....	01
Table of Contents	02
Logo.....	03
Primary Lockups	04
Alternatives.....	05
Do's and Don'ts	07
Colors	09
Fonts	11
Additional Elements	13
Licensing Guidelines	17

Our Logo



Zoltar is both fun and mystical, and our logo is intended to represent that. The overall tone of our logo is intended to feel at place on a boardwalk or at a carnival, while also having an air of mysticism, drawing from antique psychic advertisements and magic posters. His portrait caricatures his mysterious nature while also showcasing his wisdom and alluring nature. The signature come from the classic text on the machine, which draws from ancient eastern typography, while also staying true the bold, iconic, piece of american that Zoltar represents.

Primary Logo Lock-Up



ZOLTAR

SPEAKS

Logo Lockup - Secondary

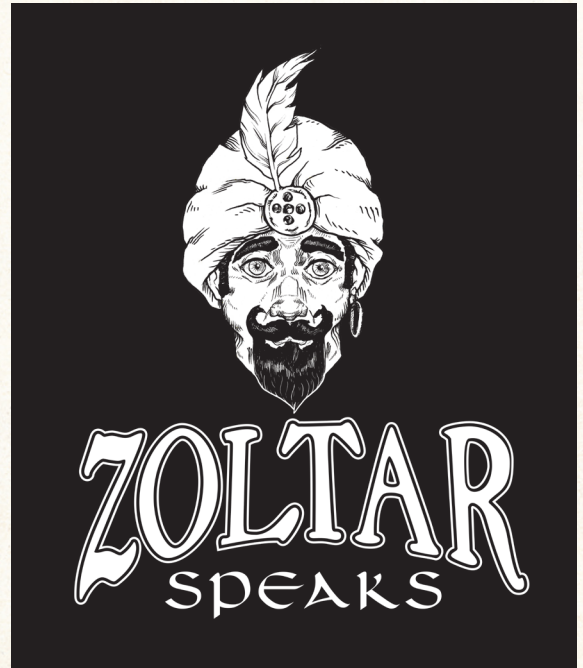
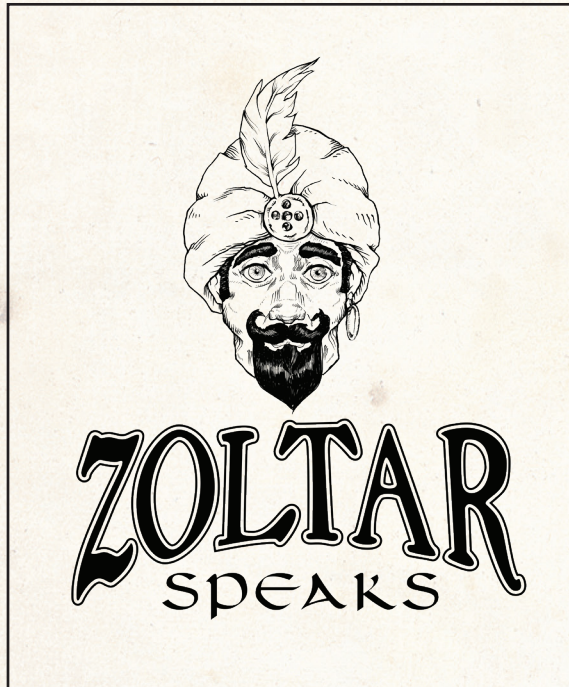


ZOLTAR

SPEAKS

Download our brand package at www.zoltar.org/brand

Logo Lockup - Primary



Logo Lockup - Secondary



Portrait Only



Signature Variations

ZOLTAR
SPEAKS

ZOLTAR

ZOLTAR
SPEAKS

ZOLTAR

ZOLTAR SPEAKS[®]

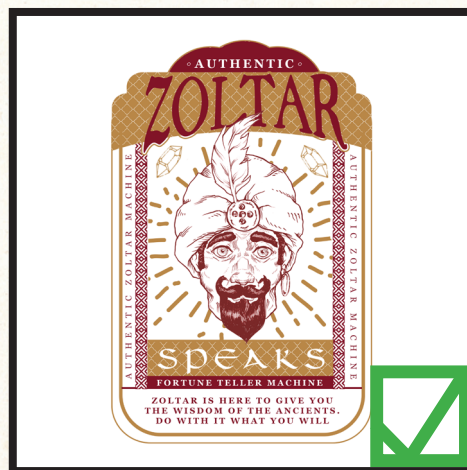
Logo Do's



DO: Use the primary Logo on light backgrounds



DO: Use the appropriate logo over photographs that will not compete with the logo.



DO: Use the separate logo elements to create unique and exciting layouts



DO: Use the Dark 1 Color Logo over a light color background.



DO: Use the "white" logo variation over a dark color background.



DO: Use the dark line art in an approved brand color.

Logo Don'ts



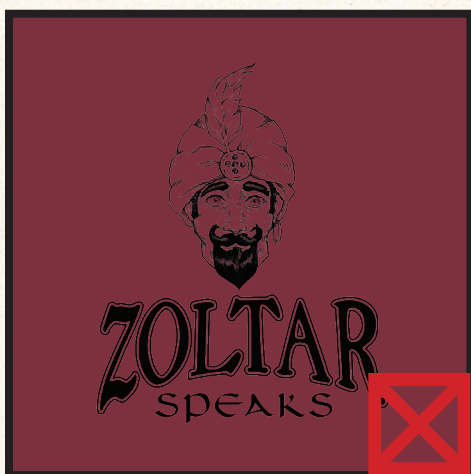
DO NOT: Place the 4 Color logo over loud or competing background colors.



DO NOT: Place the any logo variation over loud or distracting background imagery.



DO NOT: Rotate any part of the logo



DO NOT: Use the Dark 1 Color Logo over a dark color.
Use the "White" logo variation.



DO NOT: Invert the colors on the "1 Color" or "White" Logos.
Use the appropriate Color Scheme



DO NOT: Alter the color of the full color portrait, and/or signature.

Fonts

Headline 2 - Carolinga

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



Body Text - Bodoni UBM

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



Additional Fonts

Because of the nature of our brand and the many situations it may be required to fit into, there are many additional fonts that can be used as display fonts to enhance a specific design goal.

ASHWOOD CONDENSED WF
ABCDEFGHIJKLMNOPQRSTUVWXYZ

BICYCLE
ABCDEFGHIJKLMNOPQRSTUVWXYZ

BIG TOP
ABCDEFGHIJKLMNOPQRSTUVWXYZ

DAISY REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Majesti Banner
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ZEBRAWOOD REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Dude Hank Catchwords



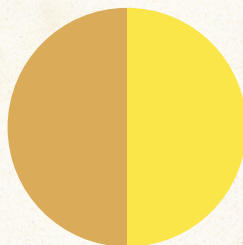
Download our brand package at www.zoltar.org/brand

Primary Color Palette

Our color scheme is inspired by the environments in which Zoltar is usually found, drawing inspiration from carnivals and mysticism. These colors are slightly muted in order to give our brand the appropriate vintage feel.

Zoltar's Gold

Pantone 7555 U
CMYK: 15, 33, 76, 00
RGB: 218, 171, 89
HEX: #daaa59

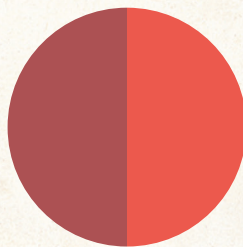


Turban Yellow

Pantone 107 U
CMYK: 02, 05, 81, 00
RGB: 254, 229, 78
HEX: #fde54e

Ruby Red

Pantone 1807 U
CMYK: 28, 72, 62, 11
RGB: 218, 171, 89
HEX: #ac5153

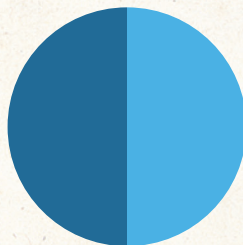


Mystic's Feather

Pantone 485 U
CMYK: 15, 33, 76, 00
RGB: 235, 90, 79
HEX: #eb5a4e

Mariner Blue

Pantone 3015 U
CMYK: 88, 55, 22, 04
RGB: 36, 106, 150
HEX: #236995

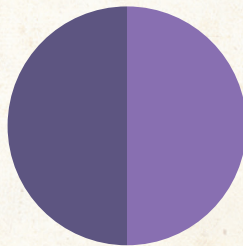


Jordy Blue

Pantone 298 U
CMYK: 63, 13, 00, 00
RGB: 74, 177, 28
HEX: #4ab0e4

Comet

Pantone 275 U
CMYK: 72, 72, 26, 08
RGB: 94, 86, 129
HEX: #5d5581



Psychic Purple

Pantone 2665 U
CMYK: 51, 62, 00, 00
RGB: 137, 112, 178
HEX: #886fb1

Neutral Black

Pantone Neutral Black U
CMYK: 63, 59, 60, 41
RGB: 35, 31, 32
HEX: #231f20

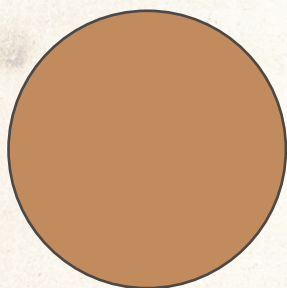


Near White

Pantone White U
CMYK: 15, 33, 76, 0
RGB: 218, 171, 89
HEX: #daaa59

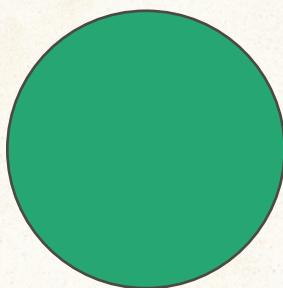
Secondary Color Palette

These secondary colors should be used in moderation and in direct relation to our primary color palette. In creating custom illustrations, feel free to treat these colors as a guideline and not a strict rule.



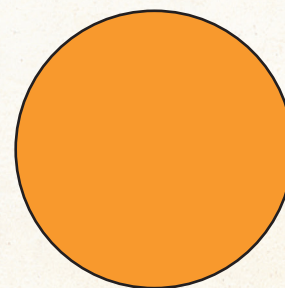
Zoltar's Skin

Pantone 7510 U
CMYK: 15, 33, 76, 00
RGB: 218, 171, 89
HEX: #daaa59



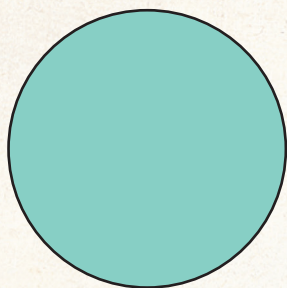
Emerald Green

Pantone 7482 U
CMYK: 15, 33, 76, 00
RGB: 218, 171, 89
HEX: #daaa59



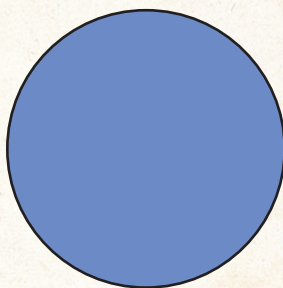
Incense Flame

Pantone 130 U
CMYK: 15, 33, 76, 00
RGB: 218, 171, 89
HEX: #daaa59



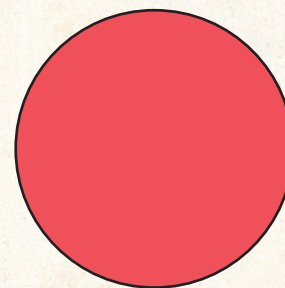
Green Water

Pantone 571 U
CMYK: 15, 33, 76, 00
RGB: 218, 171, 89
HEX: #daaa59



Deep Sea Blue

Pantone 2727 U
CMYK: 15, 33, 76, 00
RGB: 218, 171, 89
HEX: #daaa59

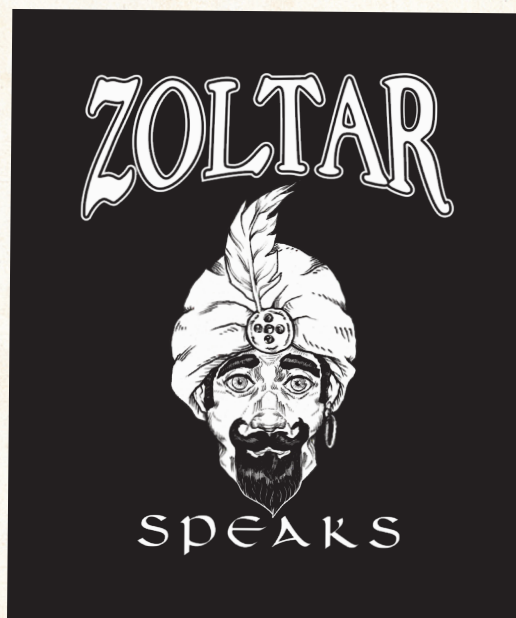
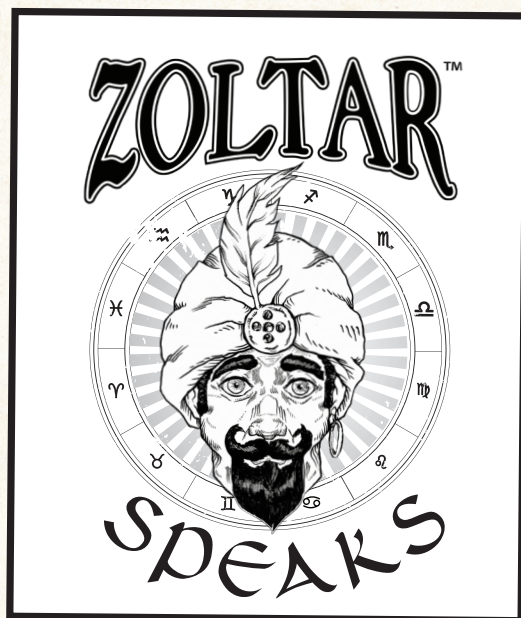
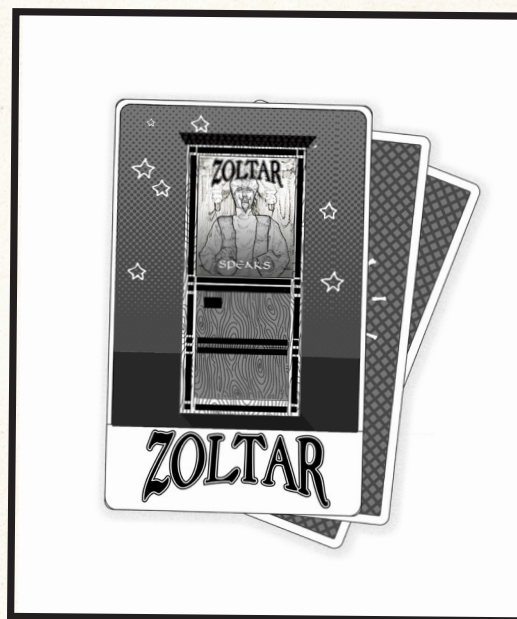
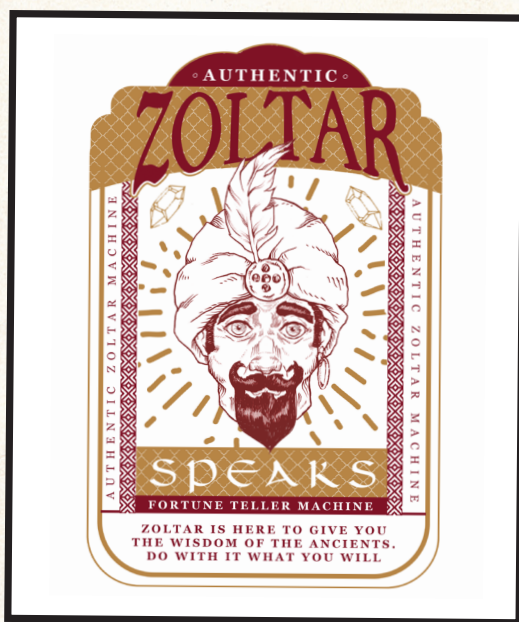


Red Wash

Pantone Red 032 U
CMYK: 15, 33, 76, 00
RGB: 218, 171, 89
HEX: #daaa59

Elements - Badge Art

Zoltar has worked with a team of illustrators and designers to create a variety of artworks based on our brand that are available for your designs. We also encourage creativity and invite you to make your own artwork based on the Zoltar Brand. Please approve any custom artwork with our brand team prior to printing. See the below samples, but please be aware our catalogue of approved artwork is always growing so be sure to download the latest version of our brand guide for all available artwork.

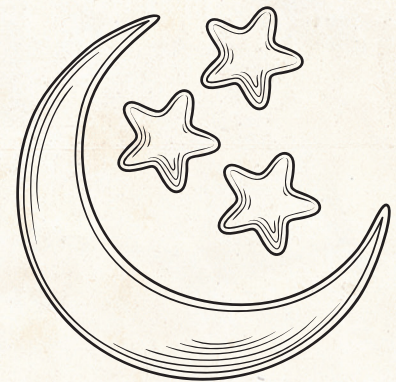
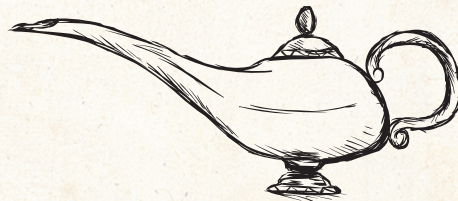
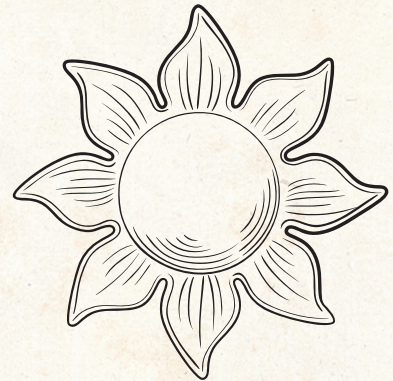
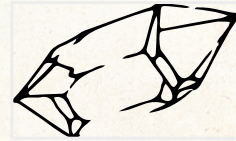
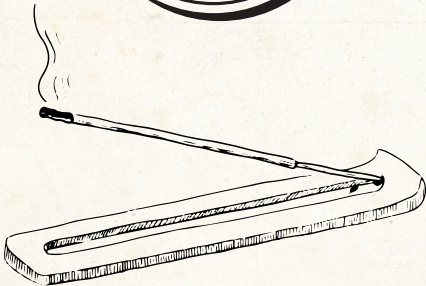
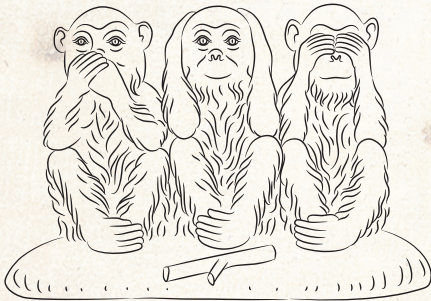


Zoltar's Sayings

- If you think you can or you think you can't... you're right!
- Age is simply a matter of mind. If you don't mind, then my friend, it doesn't matter!
- Sometimes you can tell a wise person not only by what he says, but also by what he doesn't say. Remember it's much better to say little than to say too much and regret it later, no?
- He who laughs last, thinks slowest. Stay alert my friend and laugh heartily and quickly.
- Hard work pays off over time, but laziness, it pays off right now. Heed my advice, young one. Relax and enjoy yourself today... you deserve it.
- It is better to keep your mouth shut and be thought a fool, than to open it and remove all doubt.
- The best place to find a helping hand is at the end of your arm. Yes, you must work for happiness. So go on now... take your two hands, get more coins out of your pocket, and let Zoltar tell you more.
- Men of genius are admired; men of wealth are envied; men of power are feared; but only men of character are trusted. And you know, it never hurts to bribe your friends on sometimes. For example, give me more coins and I'll give you your fortune.

Contact for a complete list of Zoltar Sayings and fortunes.

Elements - Additional Illustrations



Full Illustration catalogue available in our brand package.

Elements - Fortune Tickets

Front #7

YOUR FORTUNE



Standard setting directives you set must be followed but the important thing is self-reflection. The words of appointment for accomplishment are pleasing but the important thing is self-reflection. There is nothing you can do to gain complete satisfaction without self-reflection. Nor can there be compliance without self-reflection.

Put loyalty and reliability first. If you have faults do not fear self-improvement.

PLAY AGAIN!

Your Lucky Numbers: 02, 25, 04, 10, 41, 03

CHARACTERS UNLIMITED

INC.

Boulder City, Nevada

Fortune Teller Machines by

www.charactersunlimited.com

FOR ENTERTAINMENT PURPOSES ONLY

Front #8

YOUR FORTUNE



Do you like to lay in bed
Just to rest your sleepy head?
That's OK for a day or two
But as a habit, 'twill never do.

If you don't want to have too many regrets in your life, get up early, get there first and success will come to you instead of the next fellow. You have a very pleasant disposition and know how to make the most of it. Life for you hasn't been too easy, but I foresee a turn of events that will give you a great deal of happiness. When opportunity comes, grab it and don't let it slip through your fingers.

PLAY AGAIN!

Your Lucky Numbers: 09, 15, 28, 24, 13, 45

CHARACTERS UNLIMITED

INC.

Boulder City, Nevada

Fortune Teller Machines by

www.charactersunlimited.com

FOR ENTERTAINMENT PURPOSES ONLY

Front #9

YOUR FORTUNE



Oh for the powers the gifts give us
To see ourselves, as others see us.
(Bobby Burns)

Well, my dear outspoken one, you are so quick to criticize others, did you ever stop to analyze yourself. You are a very sensitive person and a very critical one. You have a very sharp tongue which may cause unhappiness to others. You are of a generous disposition and knowingly would not hurt any one. You have a keen mind. Try to improve it. Your best friends like you for your ready wit. Try to cultivate a red haired person. Therein lies a great deal of happiness for you.

PLAY AGAIN!

Your Lucky Numbers: 26, 32, 05, 39, 36, 01

CHARACTERS UNLIMITED

INC.

Boulder City, Nevada

Fortune Teller Machines by

www.charactersunlimited.com

FOR ENTERTAINMENT PURPOSES ONLY

Front #10

YOUR FORTUNE



A new turn of events will soon come about. A happy reunion with a loved one will make life all that you ever wanted it or dreamed it to be. You have a very trusting nature and are easily taken in by so-called friends. Do not be so anxious to do favors unto others, as there is one who is just waiting to take advantage of your good nature.

PLAY AGAIN!

Your Lucky Numbers: 42, 33, 07, 31, 22, 27

CHARACTERS UNLIMITED

INC.

Boulder City, Nevada

Fortune Teller Machines by

www.charactersunlimited.com

FOR ENTERTAINMENT PURPOSES ONLY

Front #11

YOUR FORTUNE



Oh how you love to whistle and sing
Oh how you love to dance and swing
Your future life with joy will ring
With all the happiness it will bring.

You have a very sympathetic nature. You devote a great many hours to the welfare of others. You have a very fine mind, and if you cultivate it properly, you will be very successful. You are very fond of sports and love to dance. You have a graceful walk, and a determined step. You always walk as tho' you know exactly where you're going. People respect you for your determination. You will endure some hardship in the near future, but eventually everything will turn out for the best, and unending happiness will be yours.

PLAY AGAIN!

Your Lucky Numbers: 22, 44, 37, 38, 35, 20

CHARACTERS UNLIMITED

INC.

Boulder City, Nevada

Fortune Teller Machines by

www.charactersunlimited.com

FOR ENTERTAINMENT PURPOSES ONLY

Front #12

YOUR FORTUNE



You may be riding the winds of change. Things may at times seem to be out of touch. Soon they will come down to a better order. As the blessings of health and fortune have a beginning, so they must also find an end. Everything rises but to fall. To make sense of all this, you will find the answer is to be found in how well you relate to people. Looking at the big picture will help shape your long range plans. If things are not always smooth remember that he who could foresee affairs but three days in advance would be rich for thousands of years.

PLAY AGAIN!

Your Lucky Numbers: 14, 17, 30, 34, 19, 47

CHARACTERS UNLIMITED

INC.

Boulder City, Nevada

Fortune Teller Machines by

www.charactersunlimited.com

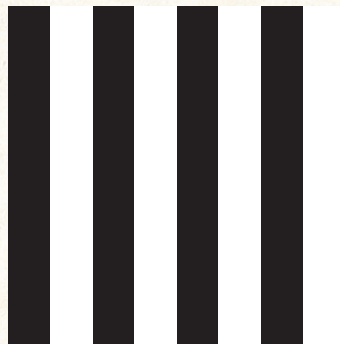
FOR ENTERTAINMENT PURPOSES ONLY

Full ticket catalogue available in our brand package.

Elements - Tileable Patterns



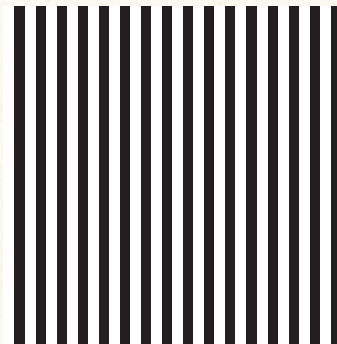
Paisley1PAT.eps



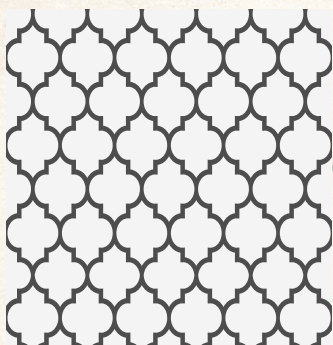
VertStripesPAT.eps



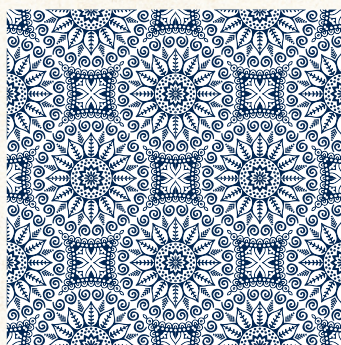
Lamp-PAT.eps



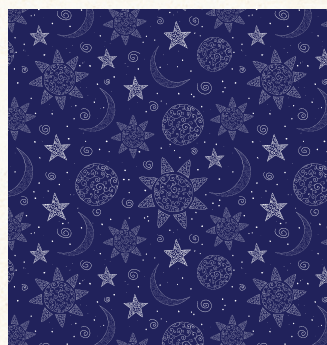
ThinStripesPAT.eps



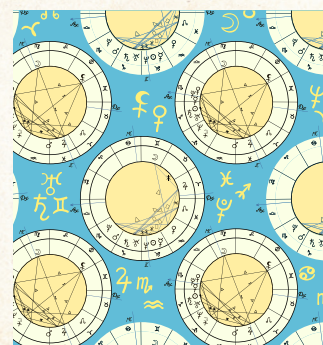
VasesPAT.eps



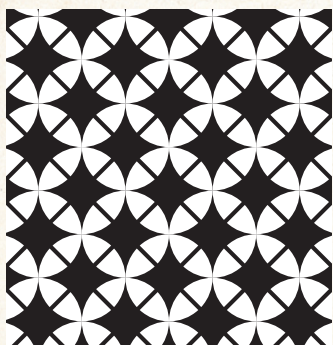
MandalaPAT.eps



MoonSunPAT.eps



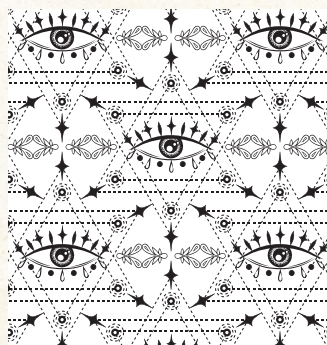
ZodiacPAT.eps



CarnivalStarsPAT.eps



ZodiacPAT.eps



EyesPAT.eps



ConstellationPAT.eps

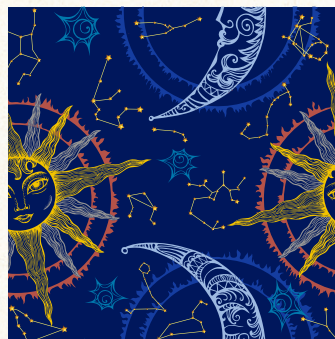
Elements - Tileable Patterns



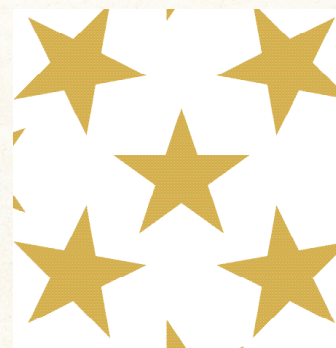
4PointgoldPAT.eps



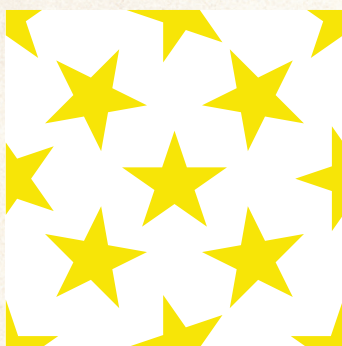
wavesPAT.eps



MoonsunPAT2.eps



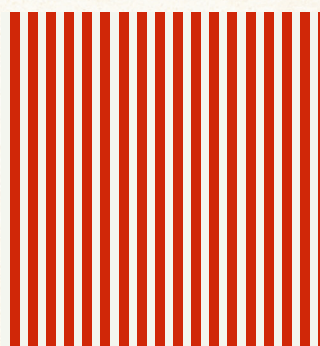
GoldStarsPAT.eps



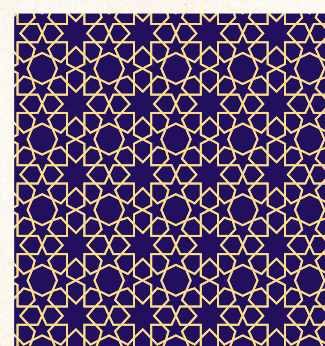
YellowStarsPAT.eps



GoldStars2PAT.eps



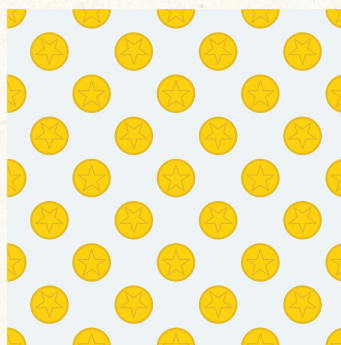
redstripesPAT.eps



PurpleStarsPAT.eps



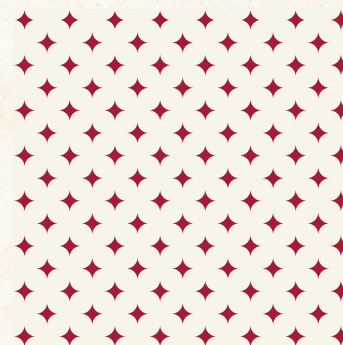
SwirlPat.eps



dotsPAT.eps



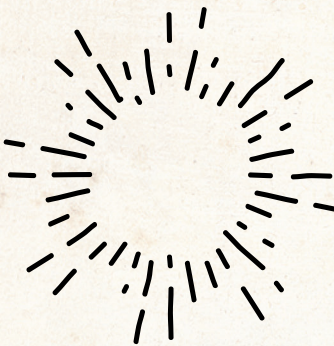
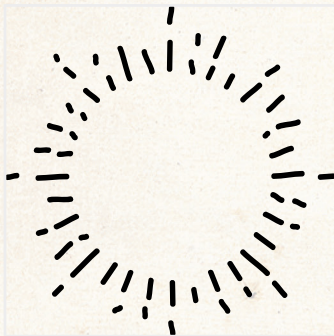
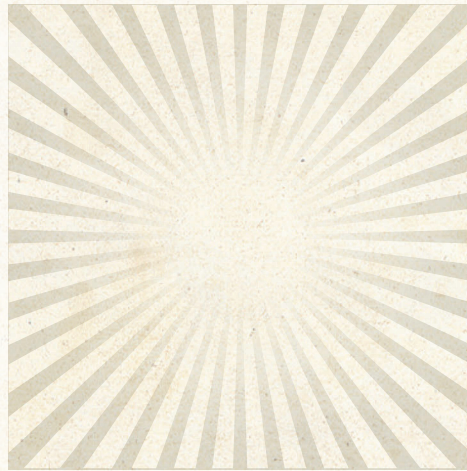
StarWindPAT.eps



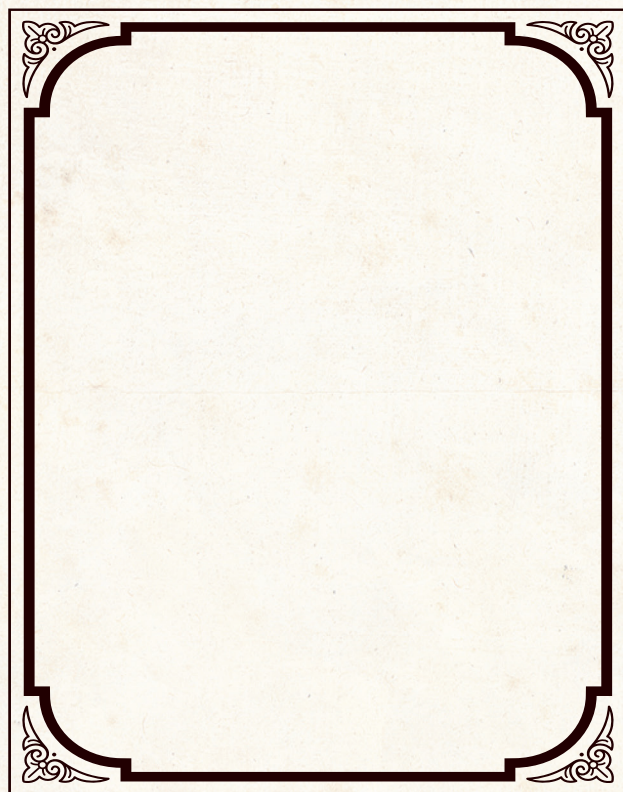
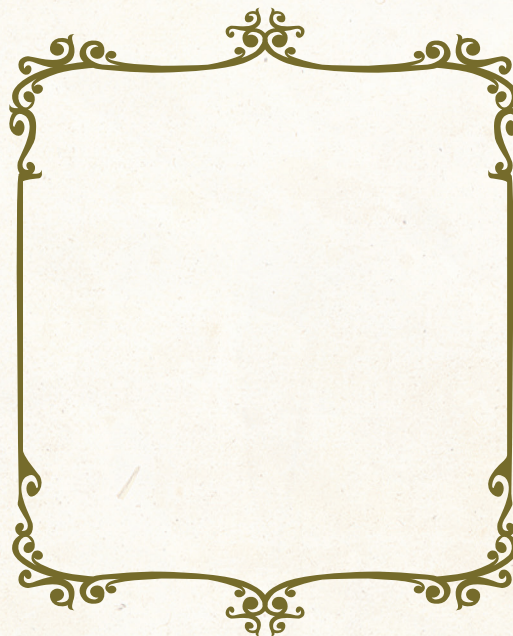
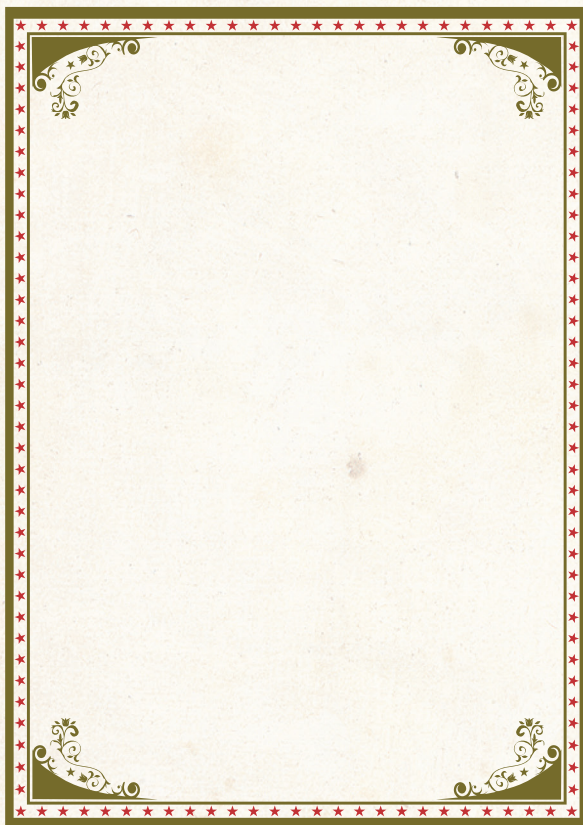
4PointRedPAT.eps

Full ticket catalogue available in our brand package.

Elements: Layout Elements



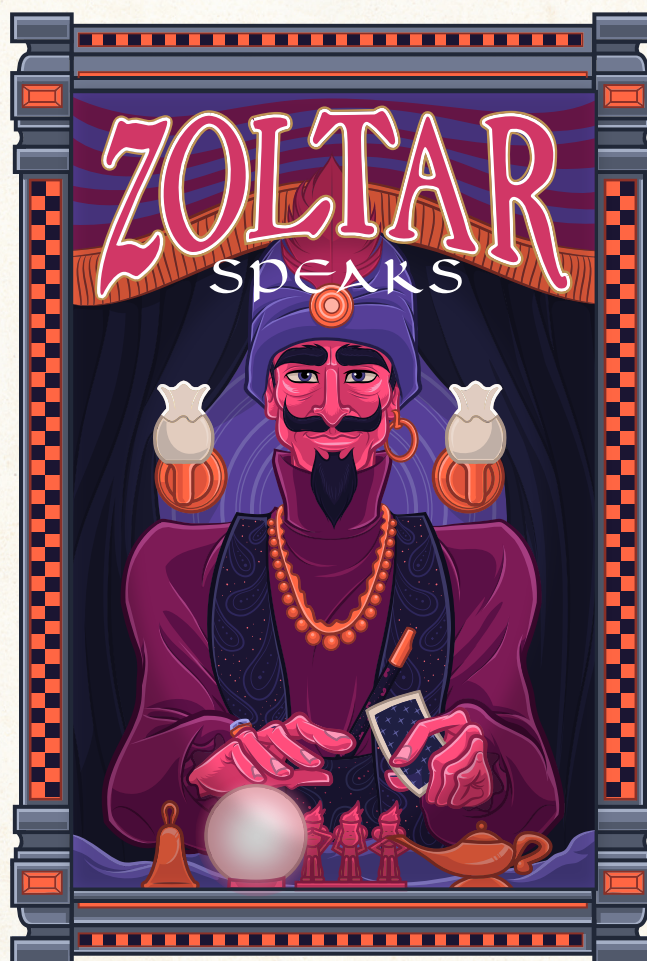
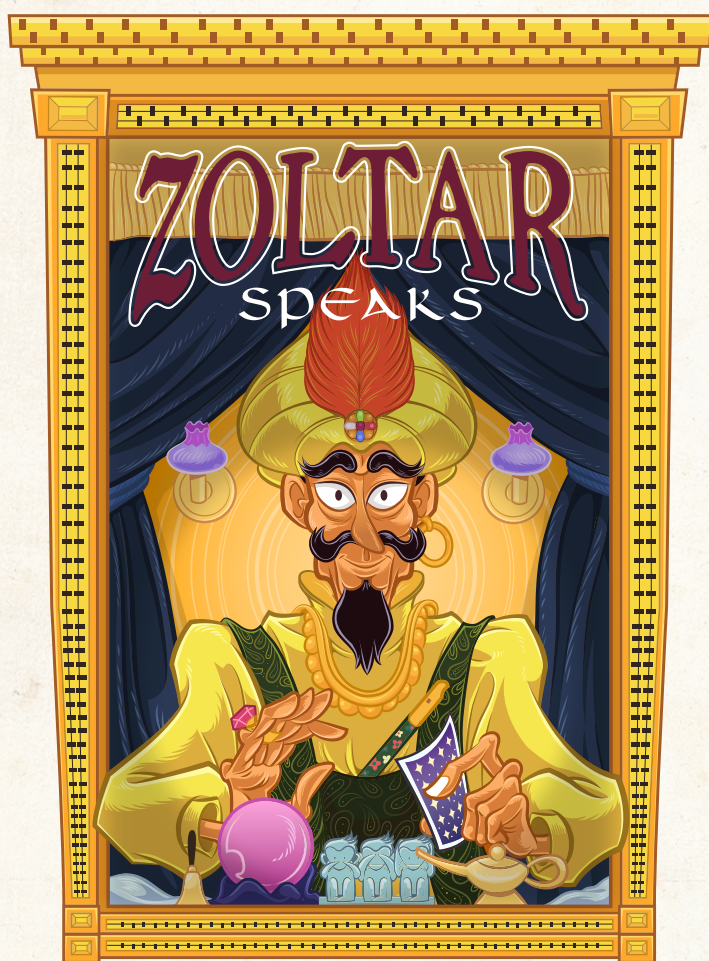
Elements: Frames



Guest Artist Series

Aside from our provided artwork, we have partnered with multiple artists and illustrators to provide various pre-designed artwork pieces for our licensees to use. Please refer to the rest of the brand guidelines while designing your products as well. If you would like to be included in our guest artist series, please contact us to discuss.

Illustrations by RipeConcepts



Guest Artist Series

Layouts by Sam O'Leary

FROM BOULDER CITY, NEVADA, U.S.A. ★
★ PAY ATTENTION NOW! ★ CHARACTERS UNLIMITED ★ HE HAS THE WISDOM OF THE ANCIENTS. ★
★ PRESENTS ★
ZOLTAR
★ THE ULTIMATE MASTER OF FORTUNES ★
★ COME CLOSER AND HEAR WHAT ZOLTAR HAS TO TELL YOU... ★
WORDS OF WISDOM TO BRING YOU MUCH HAPPINESS!
★ TRUST ★ HE KNOWS SEES TELLS ★ ZOLTAR ★
★ THE GREAT GYPSY AT YOUR SERVICE. ★ **ALL!** ★ KNOW YOUR FORTUNE. ★
★ IT'S WISE TO BE TAKING GOOD ADVICE WHEN YOU HEAR IT, NO?

FROM BOULDER CITY, NEVADA, U.S.A. ★
★ PAY ATTENTION NOW! ★ HE HAS THE WISDOM OF THE ANCIENTS. ★
★ PRESENTS ★
ZOLTAR
★ THE ULTIMATE MASTER OF FORTUNES ★
★ COME CLOSER AND HEAR WHAT ZOLTAR HAS TO TELL YOU... ★
WORDS OF WISDOM TO BRING YOU MUCH HAPPINESS!
★ TRUST ★ HE KNOWS SEES TELLS ★ ZOLTAR ★
★ THE GREAT GYPSY AT YOUR SERVICE. ★ **ALL!** ★ KNOW YOUR FORTUNE. ★
★ IT'S WISE TO BE TAKING GOOD ADVICE WHEN YOU HEAR IT, NO?

FROM BOULDER CITY, NEVADA, U.S.A. ★
★ PAY ATTENTION NOW! ★ CHARACTERS UNLIMITED ★ HE HAS THE WISDOM OF THE ANCIENTS. ★
★ PRESENTS ★
ZOLTAR
★ THE ULTIMATE MASTER OF FORTUNES ★
★ COME CLOSER AND HEAR WHAT ZOLTAR HAS TO TELL YOU... ★
WORDS OF WISDOM TO BRING YOU MUCH HAPPINESS!
★ TRUST ★ HE KNOWS SEES TELLS ★ ZOLTAR ★
★ THE GREAT GYPSY AT YOUR SERVICE. ★ **ALL!** ★ KNOW YOUR FORTUNE. ★
★ IT'S WISE TO BE TAKING GOOD ADVICE WHEN YOU HEAR IT, NO?

FROM BOULDER CITY, NEVADA, U.S.A. ★
★ PAY ATTENTION NOW! ★ CHARACTERS UNLIMITED ★ HE HAS THE WISDOM OF THE ANCIENTS. ★
★ PRESENTS ★
ZOLTAR
★ THE ULTIMATE MASTER OF FORTUNES ★
★ COME CLOSER AND HEAR WHAT ZOLTAR HAS TO TELL YOU... ★
WORDS OF WISDOM TO BRING YOU MUCH HAPPINESS!
★ TRUST ★ HE KNOWS SEES TELLS ★ ZOLTAR ★
★ THE GREAT GYPSY AT YOUR SERVICE. ★ **ALL!** ★ KNOW YOUR FORTUNE. ★
★ IT'S WISE TO BE TAKING GOOD ADVICE WHEN YOU HEAR IT, NO?

FROM BOULDER CITY, NEVADA, U.S.A. ★
★ PAY ATTENTION NOW! ★ CHARACTERS UNLIMITED ★ HE HAS THE WISDOM OF THE ANCIENTS. ★
★ PRESENTS ★
ZOLTAR
★ THE ULTIMATE MASTER OF FORTUNES ★
★ COME CLOSER AND HEAR WHAT ZOLTAR HAS TO TELL YOU... ★
WORDS OF WISDOM TO BRING YOU MUCH HAPPINESS!
★ TRUST ★ HE KNOWS SEES TELLS ★ ZOLTAR ★
★ THE GREAT GYPSY AT YOUR SERVICE. ★ **ALL!** ★ KNOW YOUR FORTUNE. ★
★ IT'S WISE TO BE TAKING GOOD ADVICE WHEN YOU HEAR IT, NO?

★ PAY ATTENTION NOW! ★ HE HAS THE WISDOM OF THE ANCIENTS. ★ KNOW YOUR FORTUNE. ★
★ FROM BOULDER CITY, NEVADA, U.S.A. ★
★ CHARACTERS UNLIMITED PRESENTS THE GREAT GYPSY KING ★
ZOLTAR
★ COME CLOSER AND HEAR WHAT ZOLTAR HAS TO TELL YOU... ★
★ HE KNOWS SEES TELLS ★
ALL!
★ IT'S WISE TO BE TAKING GOOD ADVICE WHEN YOU HEAR IT, NO?

★ PAY ATTENTION NOW! ★ HE HAS THE WISDOM OF THE ANCIENTS. ★ KNOW YOUR FORTUNE. ★
★ FROM BOULDER CITY, NEVADA, U.S.A. ★
★ CHARACTERS UNLIMITED PRESENTS THE GREAT GYPSY KING ★
ZOLTAR
★ COME CLOSER AND HEAR WHAT ZOLTAR HAS TO TELL YOU... ★
★ HE KNOWS SEES TELLS ★
ALL!
★ IT'S WISE TO BE TAKING GOOD ADVICE WHEN YOU HEAR IT, NO?

★ FROM BOULDER CITY, NEVADA, U.S.A. ★
★ CHARACTERS UNLIMITED PRESENTS THE GREAT GYPSY KING ★
ZOLTAR
★ HE KNOWS SEES TELLS ★
ALL!
★ IT'S WISE TO BE TAKING GOOD ADVICE WHEN YOU HEAR IT, NO?
★ PAY ATTENTION NOW! ★ HE HAS THE WISDOM OF THE ANCIENTS. ★ KNOW YOUR FORTUNE. ★

★ FROM BOULDER CITY, NEVADA, U.S.A. ★
★ CHARACTERS UNLIMITED PRESENTS THE GREAT GYPSY KING ★
ZOLTAR
★ HE KNOWS SEES TELLS ★
ALL!
★ IT'S WISE TO BE TAKING GOOD ADVICE WHEN YOU HEAR IT, NO?
★ PAY ATTENTION NOW! ★ HE HAS THE WISDOM OF THE ANCIENTS. ★ KNOW YOUR FORTUNE. ★

Licensing Guidelines

Legal line:

The legal line must be on the product packaging and the product itself.

Zoltar © [insert product release year] Characters Unlimited, Inc. All rights reserved.
(i.e. Zoltar © 2018 Characters Unlimited, Inc. All rights reserved.)

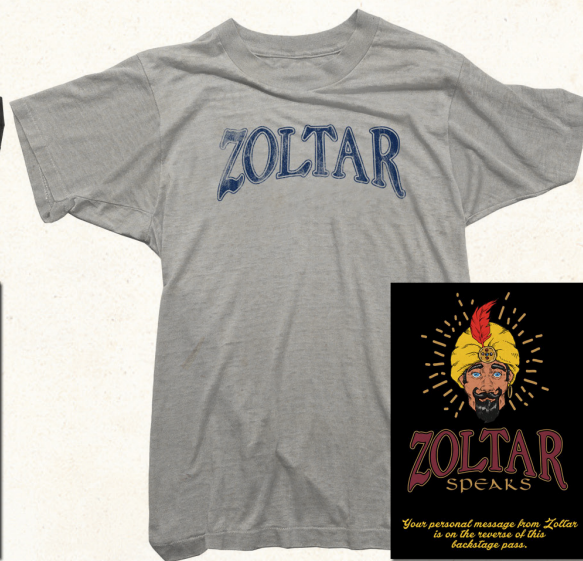
See the Following Pages for some samples of what our licensees have made in the past!

Apparel Samples



Download our brand package at www.zoltar.org/brand

Apparel Samples



Apparel Samples



Zoltar 1



Zoltar 2

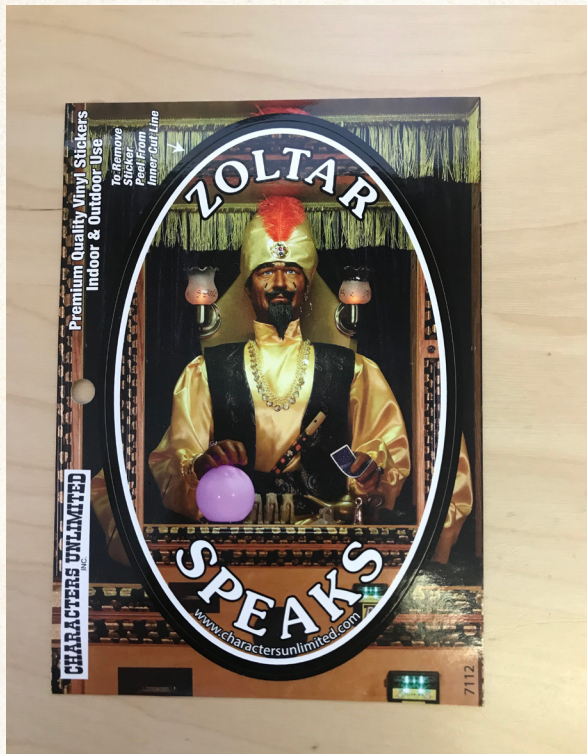
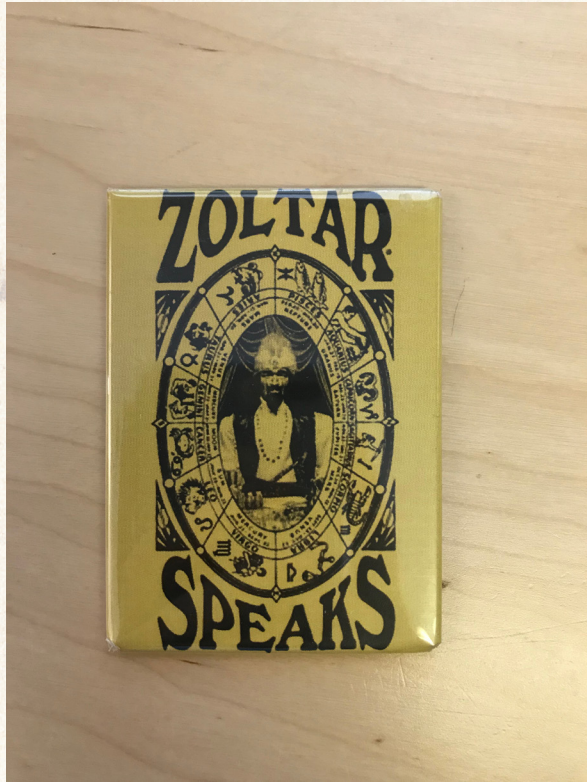


Zoltar 3

Merchandise Samples



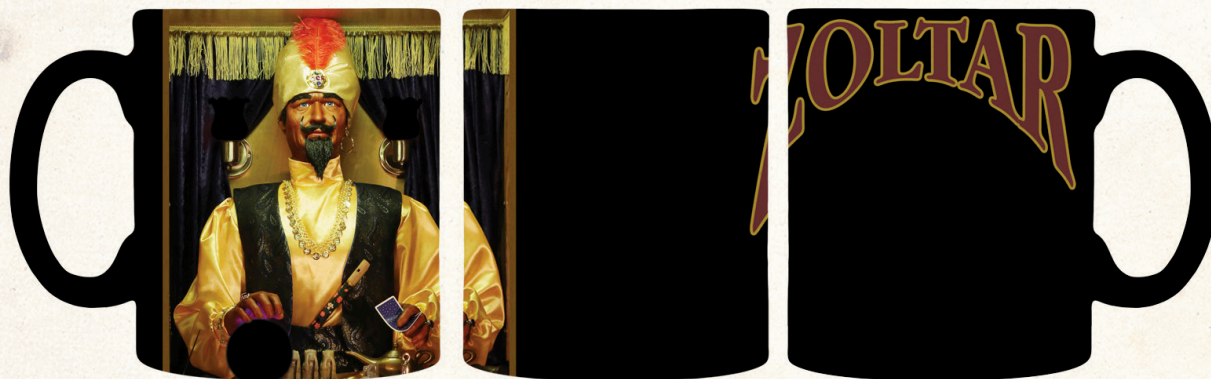
Merchandise Samples



Download our brand package at www.zoltar.org/brand

Merchandise Samples

COLD



HOT



Merchandise Samples



Download our brand package at www.zoltar.org/brand

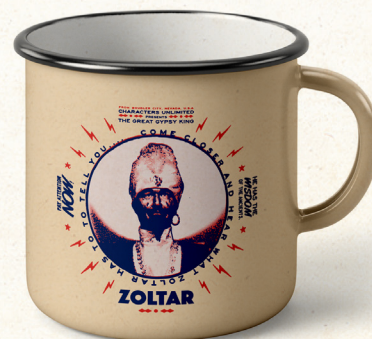
Merchandise Samples

Guest Artist Series



Merchandise Samples

Guest Artist Series



Download our brand package at www.zoltar.org/brand



Thank You!

Contact Information

BRAND MANAGEMENT

Pamela Harris-

(310)200-8942

pharris@fireflybrandmanagement.com

Cynthia Modders -

cynthia@fireflybrandmanagement.com

For Approvals and Questions about files:

Karina Stanton

Ph: 702-294-0563

Email: stantonkarina@gmail.com

