

BRAND BIBLE

A Big Cedar Productions, LLC Presentation · Created by Randall Wade

FOR REVIEW PURPOSES ONLY

01. Brand Overview

Statement of Purpose

FUGLIES is the brand that dares to be unapologetically, perfectly imperfect. In a society that pushes an unrealistic worldview of perfection onto our children, we are the antidote.

Our purpose is to demonstrate that our worth isn't defined by an impossible standard of perfection, but by the courage to be exactly who we are. The truth is, we are all imperfect and broken — and that is why FUGLIES resonates and makes you feel something real.

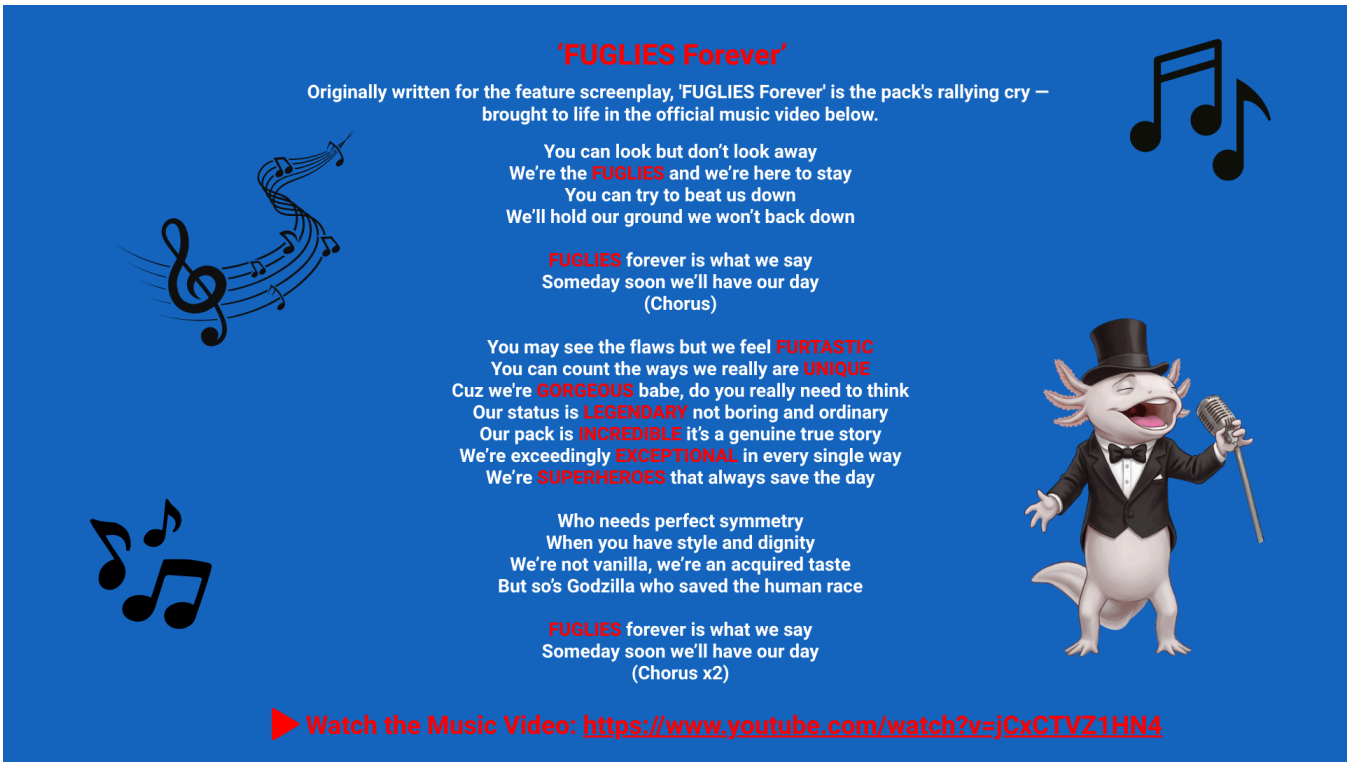
FUGLIES isn't about being disabled. It's about being accepted. FUGLIES teaches acceptance by example, not by preaching. The brand celebrates imperfection in the spirit of the Japanese aesthetic wabi-sabi — seeing the beauty in the imperfect. That is a lesson for all of us.

What is "FUGLIES"?



"FUGLIES Forever" — The Anthem

Originally written for the FUGLIES feature screenplay, "FUGLIES Forever" is the pack's rallying cry — and the clearest expression of what the acronym means and the spirit behind it.



Brand Hook

FUGLIES don't want you to look away — they want you to not be able to look away. They confront what other character brands avoid: disability, imperfection, asymmetry, emotional complexity, and the messy, vulnerable truth of being alive. And they do it all with humor, grace, and humility.

FUGLIES are the first IP with the courage to stand there, unfiltered, and say, "Look at me — all of me. Isn't it beautiful?"

Brand Promise

Every FUGLIES story, product, and experience promises the same thing: you will see yourself — or someone you love — in these characters. You will laugh. You will feel seen. And you will leave believing that what makes you different is exactly what makes you extraordinary.

The White Space

FUGLIES targets a massive, completely untapped market: 1.3 billion disabled people with a collective spending power exceeding $13 trillion — known as "Purple Dollars." The disabled community has been historically ignored by major entertainment. FUGLIES steps into a blue ocean with zero direct competition, capturing fierce brand loyalty from day one.

02. Visual Identity

The Logo



The FUGLIES primary mark

The FUGLIES logo is purposeful and thematic. Every element carries meaning:

The Outline	A Sky Blue band edged in Logo Navy wraps every letter, so FUGLIES pops off the page. The blue nods to the open sky the characters dream under.
Letters	Bold, whimsical, hand-lettered letters that lean and curve a little differently — instantly recognizable across any platform or scale.
The Paw	Four red toes arch over the G, turning the letter into a paw print — a quiet signal that these characters are pets and that this is a place for rescued animals.
Red and Blue	FUGLIES Red lettering with a Sky Blue and Logo Navy outline. Bold primary colors that represent excitement, youthfulness, and joy, making the brand feel dynamic and engaging.
No Tagline	The logo carries no tagline, by design. Like Nike's swoosh, the FUGLIES wordmark stands alone. The logo is the brand. In pitch and marketing materials, taglines run beside the logo, never inside it.

Official Logo Versions

FUGLIES maintains four approved logo versions, each with a specific purpose. Logo artwork is supplied as-is and must never be redrawn or altered.

Primary Mark	FUGLIES Red lettering with a Sky Blue and Logo Navy outline, and four paw-print toe pads over the G. No tagline. Used for the master brand, merchandise, apparel, packaging, and social profiles. The FUGLIES logo appears on packaging, front and back.
FUGLIES FARM Logo	Series logo, with the same lettering, paw, and colors as the primary mark. Used for the animated series and show-based merchandise. A sub-brand of FUGLIES.

FUGLIES FARM with a Character	A third FUGLIES FARM logo, with FARM set to the right to leave room for one FUGLIES character at the lower left. Used for posters, packaging, key art, and title cards that feature a character. One character only, never covering the paw or the G.
One-Color Versions	FUGLIES and FUGLIES FARM in solid Deep Black for one-ink printing, embroidery, foil, and embossing, and in solid white for black, navy, and other dark products. Never make a one-color logo by desaturating, tinting, or tracing the full-color logo.

Sub-Brand: FUGLIES FARM

FUGLIES is the overall IP — the characters and the master brand. **FUGLIES FARM** is the animated series and the world the characters live in. It carries its own logo, with the same lettering, paw, and colors as the primary mark, used for the series and for merchandise from the show.



The FUGLIES FARM logo — series logo and show merchandise

Sub-Brand Usage

FUGLIES (Primary Mark)	Master brand mark. Used for merchandise, apparel, packaging, social profiles, and any cross-property or consumer-facing context.
FUGLIES FARM Logo	Mark for the animated series and for merchandise from the show: the series title card, episodic marketing, and products based on the show. Use the character version when one FUGLIES character appears with the logo.
Style	The same hand lettering, paw, and colors as the FUGLIES logo, for brand unity. The wooden-post FUGLIES FARM PET SANCTUARY sign is in-world signage on the show, not a logo.

Relationship	FUGLIES FARM is a sub-brand of FUGLIES, not a replacement. The FUGLIES logo remains the master mark. The FUGLIES FARM logo includes the FUGLIES name and paw, so it can stand on its own.

Approved Background Colors

The FUGLIES logos have a Logo Navy outer edge, so they sit on white or other light backgrounds. Keep the full-color logos off navy, blue, and other dark backgrounds; on dark products, use the one-color white version. Approved backgrounds:

#FFFFFF	**White**	Preferred background. Digital, web, and print on white stock.
#FFC72C	**Golden Yellow**	Packaging, hang tags, badges, and energetic backgrounds.
#F5F0EB	**Cloud Cream**	Warm, soft alternative for print, cards, and sidebars.

Logo Usage Rules

- Use on white, Golden Yellow, Cloud Cream, or other light backgrounds — keep the full-color logos off navy, blue, and dark surfaces; on dark products, use the one-color white version
- Never stretch, skew, rotate, or alter proportions
- Never change the logo colors — FUGLIES Red, Sky Blue, and Logo Navy are fixed
- Maintain clear space equal to the height of the letter “F” on all sides
- Minimum size: FUGLIES logo 120px wide digital / 1.5” print; FUGLIES FARM logo [to be confirmed]
- Approved versions: FUGLIES logo · FUGLIES FARM logo · FUGLIES FARM logo with a character · one-color black and white versions
- Never add a tagline or any other words to either logo on consumer products
- The paw is part of the lettering — never move, resize, recolor, or remove the four toe pads over the G
- FUGLIES is custom artwork, not a typeface — never redraw, retype, or re-create the lettering

Color Palette

The FUGLIES color system is built around emotional warmth, bold energy, and the inviting optimism of childhood. Every color is chosen intentionally.

Primary Colors

#CB3536	**FUGLIES Red**	The hero color. Excitement, passion, youthfulness. Used on all wordmarks and primary CTAs.
#1A1A1A	**Deep Black**	Strength and grounding. Used for headlines and body copy.
#66B4EC	**Sky Blue**	The logo’s inner outline band. Skies and light accents.
#1A366F	**Logo Navy**	The logo’s outer edge, and secondary type. Evokes open sky and possibility.
#FFC72C	**Golden Yellow**	Packaging, badges, and highlights. Sunshine, joy, and energy.

Secondary Colors

#8E44D9	**Grape**	Playful accents and patterns. Also the Purple Dollar color in business-facing materials.
#FF8A1F	**Bright Orange**	Callouts, starbursts, and sale tags.
#3DBE5A	**Grass Green**	Farm scenery and world-building. Keep it away from the logo.

Color Rules

- FUGLIES Red is ALWAYS the dominant brand color on marketing materials
- Marketing layouts use no more than 3 brand colors; packaging, hang tags, and products may use the full palette
- Tints and shades of any palette color may be used for backgrounds and patterns, such as sunbursts, skies, and paw prints — never tint, shade, or recolor the logos
- White (#FFFFFF) is the preferred background — bring in energy with bold color in art, packaging, and badges
- Never place red text on dark backgrounds, except inside the approved logos with their Sky Blue and Logo Navy outline

Typography

The FUGLIES brand uses Poppins throughout — a warm, rounded, geometric typeface from Google Fonts (free). Poppins Bold anchors all headlines; Poppins Regular carries body copy. The combination is clean, friendly, and highly legible — perfectly suited to a kids and family brand.

Display / Logo	FUGLIES and FUGLIES FARM lettering is custom artwork, never a typeface. Never set either name in a font to imitate the logo. The FUGLIES logo always appears on packaging, front and back.
Headlines (H1)	Poppins Bold · 18pt+ · FUGLIES Red or Deep Black. Section titles, character names, key callouts.
Subheadings (H2)	Poppins Bold · 14pt · Dark Gray. Supporting titles, table labels, sidebar headers.
Body Copy	Poppins Regular · 10.5–11pt · Deep Black. All narrative text, descriptions, guidelines. Line height 1.5x.
Accent / Quotes	Poppins Bold Italic · FUGLIES Red. Brand voice statements, character quotes, emotional pull quotes.

03. The World

World Overview: FUGLIES FARM

THE WORLD
(WORLD OVERVIEW)

FUGLIES FARM is a sanctuary for the discarded, the overlooked, and the beautifully broken. The Farm is a whimsical, slightly magical refuge where imperfect animals find safety, belonging, and purpose. It's grounded in reality but elevated with emotional warmth, humor, and a touch of storybook charm.

The world operates on a simple truth: everyone here is flawed — and that's the point. Missing limbs, cloudy eyes, crooked smiles, and patched-up hearts aren't weaknesses; they're badges of survival. The Farm is a place where imperfection isn't hidden, it's celebrated.

Beyond the Farm lies a larger world that doesn't always understand the FUGLIES. That tension — between the safety of home and the danger of being misunderstood, fuels the emotional stakes of every story but we always have a happy ending and the message of acceptance wins the day.

FUGLIES FARM is more than a setting. It's a metaphor for what we all want: a place where we're seen, not judged.



Together, paw by paw

The Physical World

The Farmhouse	Warm, slightly weathered — imperfect like its residents. The emotional heart of the community.
The Barn	Communal gathering place. Story meetings, celebrations, crises. Town hall meets neighborhood bar.
The Meadow	Wide open grass for play, training, arguments, and cloud-gazing. Big sky, big dreams.
The Spooky Woods	Dark forest at the edge of the property. Source of danger, mystery, and high-stakes adventure.
The Pond	Sal's domain. Peaceful, reflective — occasionally hijacked for his unsolicited one-man shows.
The Fence	Visual metaphor for inclusion vs. exclusion. The boundary between safety and the larger world.

Rules of the World

Imperfection is Heroic	Disabilities and differences are never the butt of a joke. They are sources of character, ingenuity, and strength.

Happy Endings Required	Every FUGLIES story must end with the message of acceptance winning. No unresolved dark endings.
Humor is Warm, Not Mean	Comedy comes from character and situation — never from mocking a character's disability.
Farm is Always Safe	Even in conflict, FUGLIES FARM is fundamentally safe and loving. It must always feel like a refuge.
Wabi-Sabi Aesthetic	Beauty in imperfection. Architecture is asymmetrical. Fences lean. Flowers grow at odd angles.
Warm Lighting on Farm	Golden warmth in safe spaces; cooler, more dramatic light in the Spooky Woods or antagonist territory.

04. The Characters

The FUGLIES cast is an ensemble of beautifully imperfect animals — each with a distinct disability, personality, and emotional arc. Together they form a found family built on loyalty, acceptance, and the courage to be exactly who they are.

DOZER — The Pack Leader

DOZER

Dozer is a big-hearted pit bull mix with ears that never quite agree. He may look tough, but he's a gentle giant with a heart of gold and is loyal to the end. All the FUGLIES look up to Dozer as their pack leader, and he never disappoints. His one fatal flaw is his mad crush on the new girl, Bella.



Species	Mixed breed dog (Pit Bull type)
Disability	Ears that do not lie uniformly — his uneven ears are his signature, worn with pride
Personality	Heart of gold. Gentle giant. Loyal to the end. Never lets his pack down.
Flaw / Arc	His mad crush on Bella makes him flustered and uncharacteristically clumsy
Role / Note	Pack Captain — the moral compass and protector. All FUGLIES look up to Dozer.
Voice	Deep, warm, measured. Speaks less, means more. Strong silence that surprises with emotional depth.

BELLA — The Heart

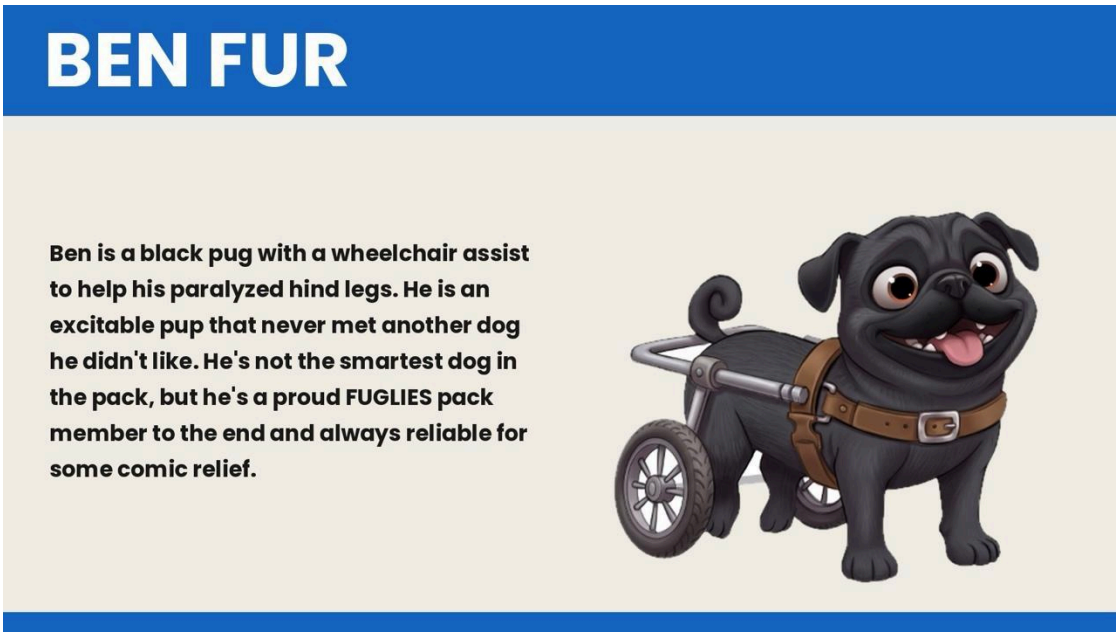
BELLA

Bella is a black lab mix with a white chest. At first glance, it seems Bella is nothing like the other FUGLIES. She is perfect and beautiful in every way. But it's all an illusion. Bella is just as broken, unseen and imperfect on the inside as all the other FUGLIES. Bella epitomizes the message of FUGLIES: we are all imperfect and broken in some way, and that is what makes us all the same.



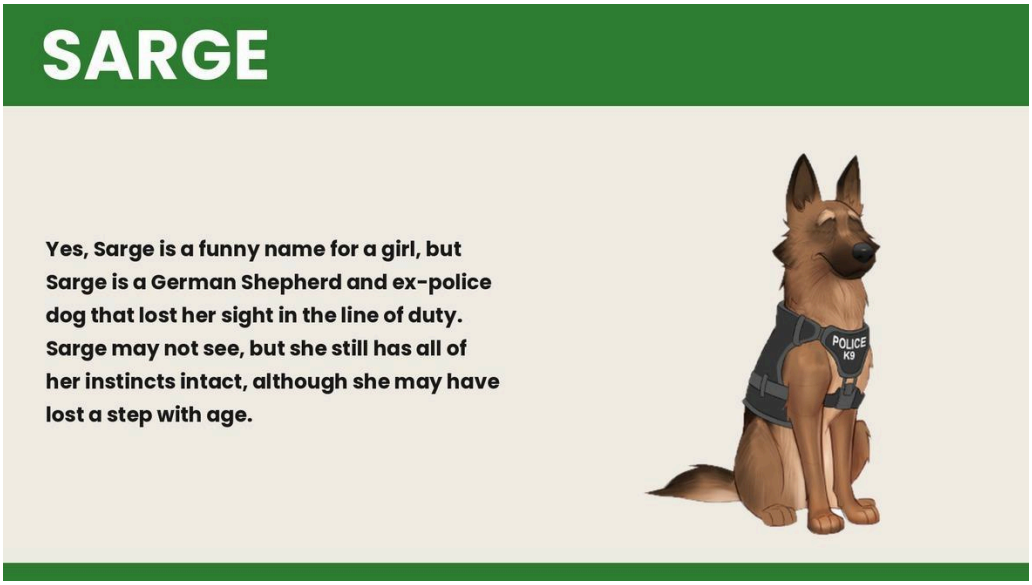
Species	Black Labrador mix with a white chest (always present)
Disability	Hidden — appears perfect on the outside, but carries invisible emotional scars
Personality	Beautiful, kind, perceptive. Sees through surfaces instantly.
Flaw / Arc	Struggles with vulnerability — the hardest thing for someone who appears to have everything
Role / Note	Living embodiment of the FUGLIES message: we are ALL imperfect — even those who appear perfect on the outside.
Voice	Warm, thoughtful, occasionally surprised by her own depth of feeling.

BEN FUR — The Friendliest Pup Ever



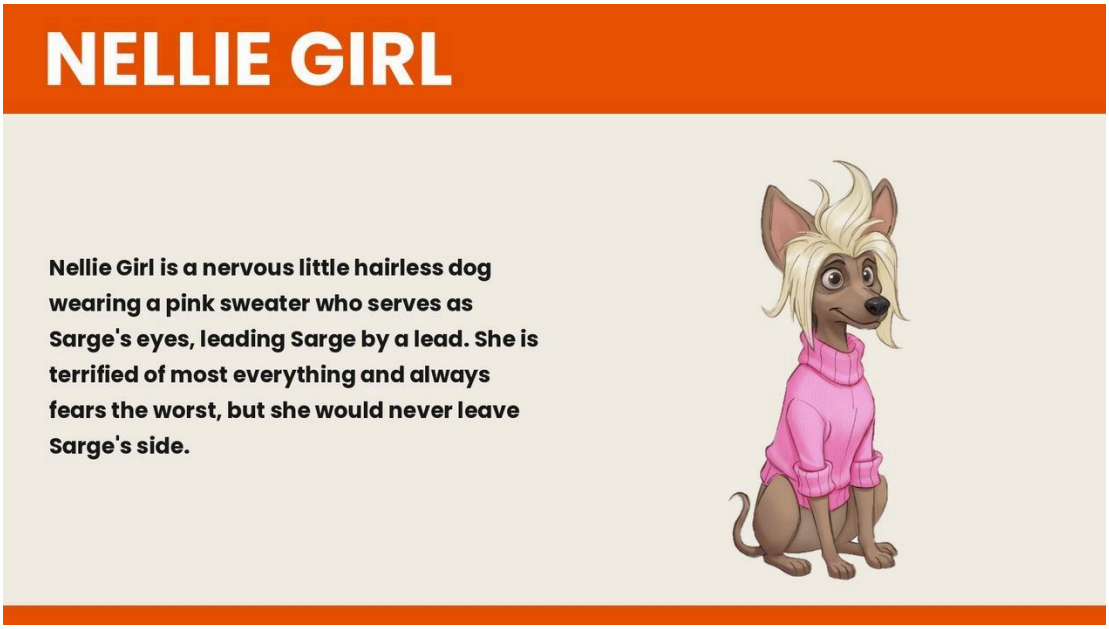
Species	Black Pug
Disability	Hind leg paralysis — uses a custom-fitted wheelchair. His wheels are NEVER depicted with pity.
Personality	Excitable, enthusiastic, never met a dog he didn't like. Reliable comic relief.
Flaw / Arc	Not the sharpest dog in the pack — but makes up for it with pure heart
Role / Note	CRITICAL: Ben's wheelchair is always depicted with pride — it's a cool vehicle, not medical equipment.
Voice	High energy, talks fast, laughs easily. First to volunteer, last to understand the plan.

SARGE — The Veteran



Species	German Shepherd (ex-police K9)
Disability	Blind — lost her sight in the line of duty. Yes, Sarge is a funny name for a girl. She owns it.
Personality	Former cop instincts fully intact. Still sharp, still formidable. Has lost a step with age but never admits it.
Flaw / Arc	Stubborn pride — hates asking for help even when she needs it
Role / Note	Bonded to Nellie Girl, who serves as her eyes. The blind leading the anxious.
Voice	Clipped, authoritative, dry humor. Commands respect without asking for it.

NELLIE GIRL — The Brave Worrier



Species	Chinese Crested (hairless)
Disability	Anxiety — terrified of most things, always fears the worst. Pink turtleneck sweater is her armor.
Personality	Nervous, sweet, fiercely devoted. Would never leave Sarge's side.
Flaw / Arc	Her anxiety makes her catastrophize even small adventures
Role / Note	Sarge's guide dog — leads Sarge by a leash, always present, always loyal.
Voice	Fast, breathless, questions everything. Surprisingly brave when it matters most.

GATO — The Street Survivor

GATO

Gato is a dark gray cat who grew up on the street and lost an eye fighting for survival. He's street smart, sarcastic, fearless and feisty. When the chips are down you want Gato on your side.



Species	Gray domestic cat (permanent notch in his left ear)
Disability	Monocular — lost one eye fighting for survival on the streets. One sharp eye; the missing eye stays closed and is never a wink.
Personality	Street smart, sarcastic, fearless, feisty. The wild card of the group.
Flaw / Arc	Trust issues — survival instincts make it hard to fully commit to the pack
Role / Note	The FUGLIES' secret weapon. When things get truly dangerous, you want Gato on your side.
Voice	Dry, deadpan, razor-sharp wit. Says what everyone is thinking but won't say.

CHESTER — The Dignified



Species	English Springer Spaniel (British accent)
Disability	Lost one leg, crippled the other in an accident. Learned to walk upright — moves almost like a human.
Personality	Carries himself with dignity at all times. Formal charm that masks a warm heart.
Flaw / Arc	Slightly exasperated by the chaos around him — especially Ben Fur
Role / Note	His vest and cap are ALWAYS present. Upright walk is his signature — never add legs back.
Voice	Formal, British, dry. Excellent vocabulary. The voice of measured reason.

SAL — The Showman

SAL

Sal is an albino salamander (or axolotl for you reptile buffs). He's got a small body but a big mouth and fancies himself a song and dance man, which is why he wears a top hat and tuxedo. You never know when he is going to break into a song and dance routine, and usually does at the most inopportune time.



Species	Albino Axolotl (salamander) — the smallest of the FUGLIES
Disability	Albinism — born different in every possible way. Small body, enormous everything else.
Personality	Big mouth, bigger dreams. Fancies himself a song-and-dance man. Finds joy in everything.
Flaw / Arc	Completely blind to his own limitations — which is somehow his greatest strength
Role / Note	Top hat and tuxedo are ALWAYS present. He’s always dressed for a performance.
Voice	Theatrical, enthusiastic, speaks in grand declarations. The eternal optimist.

05. Themes & Tone

Core Themes

FUGLIES is built on the emotional truths that define lasting character universes. Every story must be rooted in at least one of these five themes:

Acceptance	The cornerstone theme. We accept others not despite their differences, but because of them. Acceptance is active, not passive.
Loyalty	The pack would do anything for each other. Loyalty means showing up for your people, especially when it's inconvenient or scary.
Belonging	Everyone deserves a place they are truly known. Every story arc circles back to: where do I belong?
Friendship	Unexpected bonds between very different creatures. Not about similarity — about choosing to see the best in someone unlike you.
Courage	Not the absence of fear — but action in spite of it. Doing so, even imperfectly, is the whole point.

Narrative Tone

Like *Toy Story*, FUGLIES explores what it means to be chosen, to be loved despite flaws, and to find family in unexpected places. *Toy Story* ends with being accepted — FUGLIES begins with being seen. It's about loyalty and standing by each other when the world looks away.

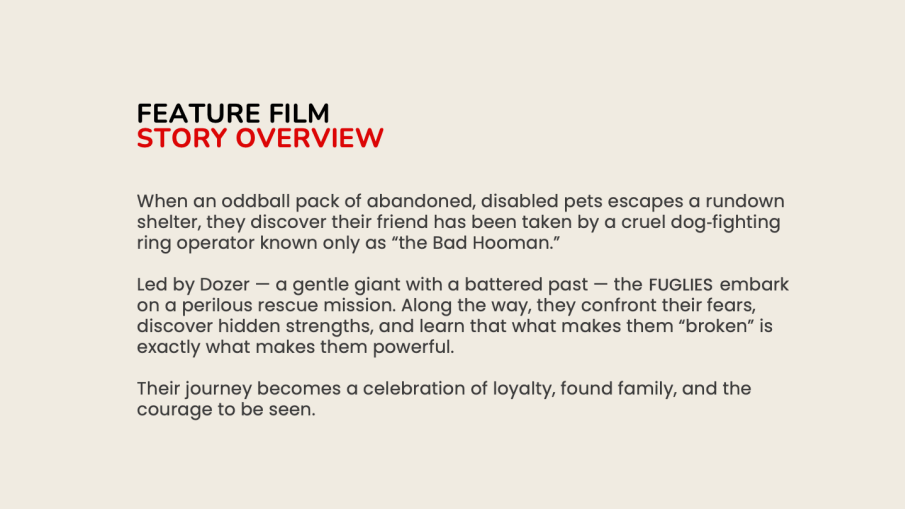
Heartwarming	Every story has an emotional core — a moment of genuine connection that earns the audience's tears.
Funny	But never mean. Comedy comes from character, situation, and the gap between aspiration and reality.
Honest	FUGLIES doesn't sanitize disability. It shows the struggle and the triumph.
Inclusive	Every child with a difference will see themselves in this cast.
Educational	Lessons land through story, not lectures. Never preachy.

What FUGLIES Is Not

✓ DO	✗ DON'T
Show disabilities as sources of strength and character	Use disability as a punchline
Use humor that comes from warmth and shared humanity	Portray characters as helpless victims
Let characters struggle AND triumph	Use disabilities purely for tear-jerking
Depict acceptance as active and earned	Treat acceptance as automatic
Give every character emotional complexity	Reduce characters to their disabilities alone
End every story with acceptance winning	Leave audiences with unresolved hopelessness

06. Story Universe

Feature Film – The FUGLIES Origin



Format	Animated feature film (95-110 Minutes)
Status	Screenplay fully completed
Target Demo	Kids 6–12, families, disability community
Tone	Heartfelt adventure-comedy with real emotional stakes
Comp Titles	Finding Dory · Toy Story 4 · Zootopia · Shrek

The Animated Series



"FUGLIES FOREVER!"

FUGLIES FARM
ANIMATED SERIES

LOGLINE: At FUGLIES FARM, an adorable cast of disabled rescue animals (FUGLIES) form an unconventional family and band together to help other pets discover that being imperfect isn't a flaw. It's what makes them just like everyone else.

Following the events of the feature film, the pack officially claims Chubb's farm, transforming a place of neglect into a bustling rescue haven.

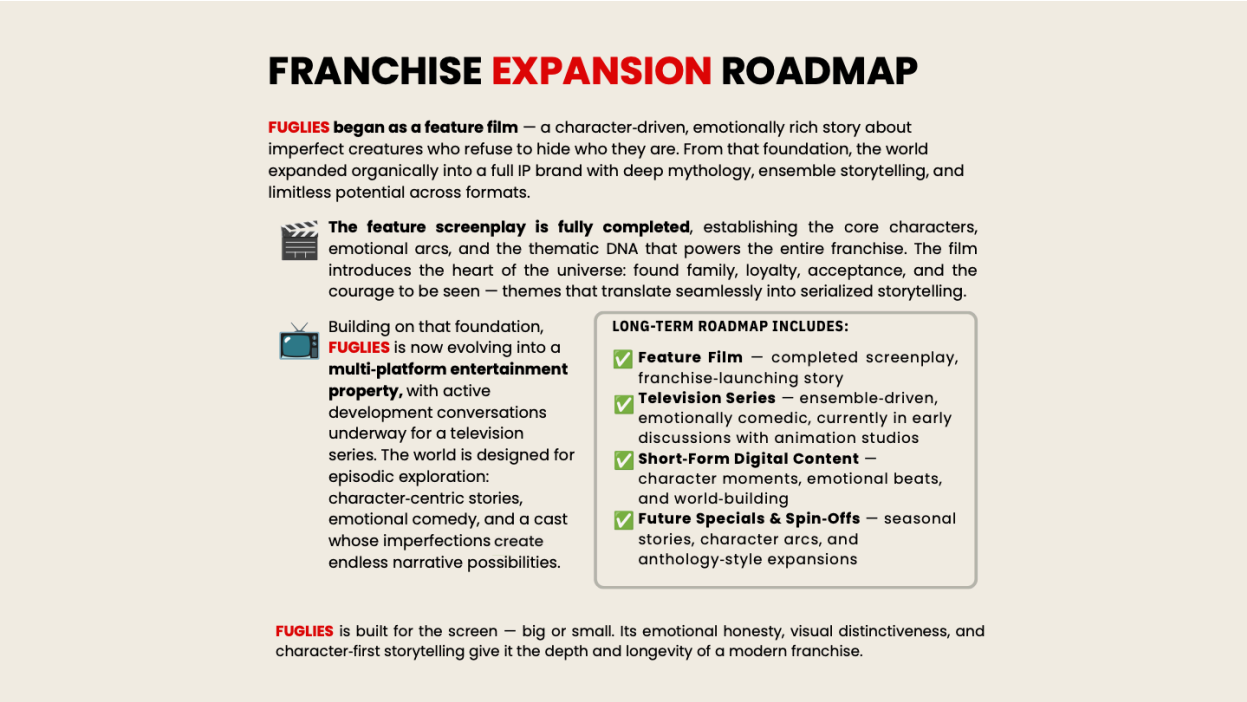
That's where the series "FUGLIES FARM" begins.

Each episode, new animals arrive at FUGLIES FARM bringing new challenges, new friendships, and new adventures, plus new opportunities for the pack to prove that being different is beautiful.

After the events of the film, the FUGLIES return to FUGLIES FARM — now a thriving sanctuary for imperfect animals. Each episode explores the emotional, comedic, and heartfelt adventures of the pack as they help new arrivals, navigate their own insecurities, and learn what it means to belong.

Format	22-minute episodes (2x11)
Structure	Serialized emotional arcs with episodic stories
Target Demo	Kids 4–11, families, disability community
Tone	Heartfelt comedy with real emotional stakes
Status	Actively seeking animation partners

Franchise Roadmap



07. Brand Voice

The Campaign Line

"They Put the ‘DIS’ in Disabled" and “They’re Furtastic, Funny and Snuggly!” are the FUGLIES campaign taglines — a playful, defiant declaration that reframes disability as a superpower. Like Nike’s "Just Do It," it is not part of the general permanent logo. The taglines live in:

- Pitch decks and investor presentations
- Festival submissions and press kits
- Posters, one-sheets, and promotional materials
- Advertising campaigns and social media copy
- Merchandise hang tags and packaging copy

The FUGLIES logo stands alone on products and packaging; in pitch and marketing materials, taglines run beside the logo, never inside it. The campaign line evolves with the brand. The mark never has to.

Warm	We speak with genuine care. Never cold, clinical, or corporate.
Irreverent	We’re not afraid to be cheeky. Our tagline is a disability pun — and we own it with pride.
Honest	We acknowledge that the world isn’t always kind to those who are different. That honesty makes our hope feel earned.
Playful	Language should be accessible, energetic, and fun — without being condescending.
Empowering	We never speak about disability with pity. We speak about it with pride, humor, and genuine celebration.

Language Guide

Always Say

- "Different" — not "broken" (unless a character claims it with pride)
- "Disability" — never euphemisms that sanitize the reality
- "The FUGLIES" or "FUGLIES" — never "the disabled animals"
- "Imperfect" as a badge of honor
- "Courage," "strength," "pride"

Never Say

- “Ugly”. The FUGLIES are beautiful in every way.
- "Despite their disability" — it IS part of their greatness, not an obstacle to it
- "Inspiring" in a patronizing sense — the FUGLIES are not inspiration porn
- "Normal" — as if there is a standard to aspire to
- "Special needs" — use specific, accurate, dignified language
- Any language that frames disability as tragedy or limitation

Social Media Voice

Instagram	Warm, visual, emotional. Lead with character moments. Dozer’s authority, Sal’s humor, or Bella’s wisdom.
TikTok	High energy, Sal’s domain. Short-form, music-driven, character humor.
Twitter/X	Gato’s territory. Dry, sharp, unexpectedly wise. Short punchy observations.
YouTube	Full character moments, behind-the-scenes, educational content about real disabled animals and people.

08. Merchandise

Product Philosophy

The merchandising potential for **FUGLIES** is truly unlimited. Their unique, bold silhouettes, emotionally expressive faces, and instantly lovable imperfections make them a perfect fit for every major consumer products category. Every FUGLIES product must celebrate — never hide — the characters' distinctive features.



The FUGLIES merchandise ecosystem





Core Product Categories

- Plush & Toys: Character plush, action figures, roleplay accessories. Ben Fur's wheelchair always included.
- Apparel: T-shirts, pajamas, hoodies, costumes. Inclusive sizing — including adaptive clothing lines.
- Publishing: Picture books, chapter books, activity books, graphic novels.
- Home Décor: Bedding, wall art, nightlights, storage. The warm Farm aesthetic in the bedroom.
- Stationery & School: Notebooks, backpacks, pencil cases. The FUGLIES Alphabet is the hero element.
- Collectibles: Blind box figures, enamel pins, limited edition art prints. "Collect Them All" mechanic.
- Digital Goods: Mobile games, AR filters, digital stickers, avatar accessories.

Critical Merchandise Rules

- Dozer's ears do not lie uniformly — never even them out or "fix" them.
- Bella's white chest: always present.
- Ben Fur's wheelchair: ALWAYS present — never remove it. It's a cool vehicle, not medical equipment.
- Sarge's blindness: Never depict her as being sighted. Also, she is proud of her Police K9 vest.
- Gato's eye: One eye, always — never add a second eye to 'complete' him. The missing eye stays closed, never a wink, and the notch in his left ear is permanent.
- Chester's upright walk is his signature as is his vest and cap.
- Nellie Girl's sweater: Always pink, always on. It's her armor and identity.
- Sal's top hat and tuxedo: Always present. He is always ready to perform.
- Sal is the smallest FUGLIE: never draw him larger than the others in a lineup.
- FUGLIES Red is always the primary brand color on packaging.

- Every package carries the “What is FUGLIES?” panel and the legal line on the back, below the FUGLIES logo (see the Style Guide).

09. Community: The FUGLIES Pack

Join the FUGLIES Pack



The Hero’s Oath

Children can officially "Join the FUGLIES Pack" — receiving exclusive gifts, stickers, school supplies, and access to special promotions and events throughout the year. For children who feel different or excluded, the FUGLIES Pack is a tangible statement: you belong here.

The Hero’s Oath

"In this pack, we don’t look for what’s missing. We look for what’s possible." — Dozer

Every new Pack Member promises to live by the Code of the Farm:

- Look Past the Surface: Know that a missing limb or a set of wheels doesn’t define a hero.
- Find the Superpower: Look for the hidden strengths in everyone you meet.
- Never Leave a Friend Behind: When the Spooky Woods get dark, be the light for those who cannot see.
- Reclaim the ‘DIS’: Stand tall and show the world that "Disabled" simply means "Doing It Spectacularly."

Because at FUGLIES FARM, we don’t just survive. We soar.

10. Giving Back: The FUGLIES FARM Foundation

Mission

The **FUGLIES FARM Foundation** is not an afterthought; it was a primary driving force in creating the entire FUGLIES universe. FUGLIES was born from a simple belief: every animal deserves to be seen as a Furtastic, Unique, Gorgeous, Legendary, Incredible, Exceptional, Superhero, not a statistic. The **FUGLIES FARM Foundation** exists to turn that belief

into action, directing a share of FUGLIES' profits to organizations that support abandoned and disabled pets, the shelters that care for them, and the people who open their homes to them.

What We Support

Shelters & Rescues	Support for organizations caring for animals labeled "unadoptable" due to disability, age, or appearance.
Medical & Mobility Support	Funding for prosthetics, wheelchairs, surgeries, and ongoing care for disabled pets.
Disabled Pet Owners	Assistance for owners facing financial hardship in caring for their animals.
Education & Awareness	Campaigns that shift public perception of "imperfect" pets from liability to legendary.

How It Works

A portion of net profits from FUGLIES entertainment, merchandise, and licensing revenue is directed to the FUGLIES FARM Foundation, a 501(c)(3) nonprofit organization, for distribution to vetted partner organizations aligned with our mission.

Why It Matters to the Brand

This isn't a marketing add-on — it's the same story the show tells, just carried into the real world. The FUGLIES were never meant to just make people laugh; they were meant to make people look twice at the animals the world overlooks. The FUGLIES FARM Foundation is how that mission outlives any single episode, product, or deal.

11. Contact



BIG CEDAR PRODUCTIONS, LLC

FUGLIES — They Put the "DIS" in Disabled

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