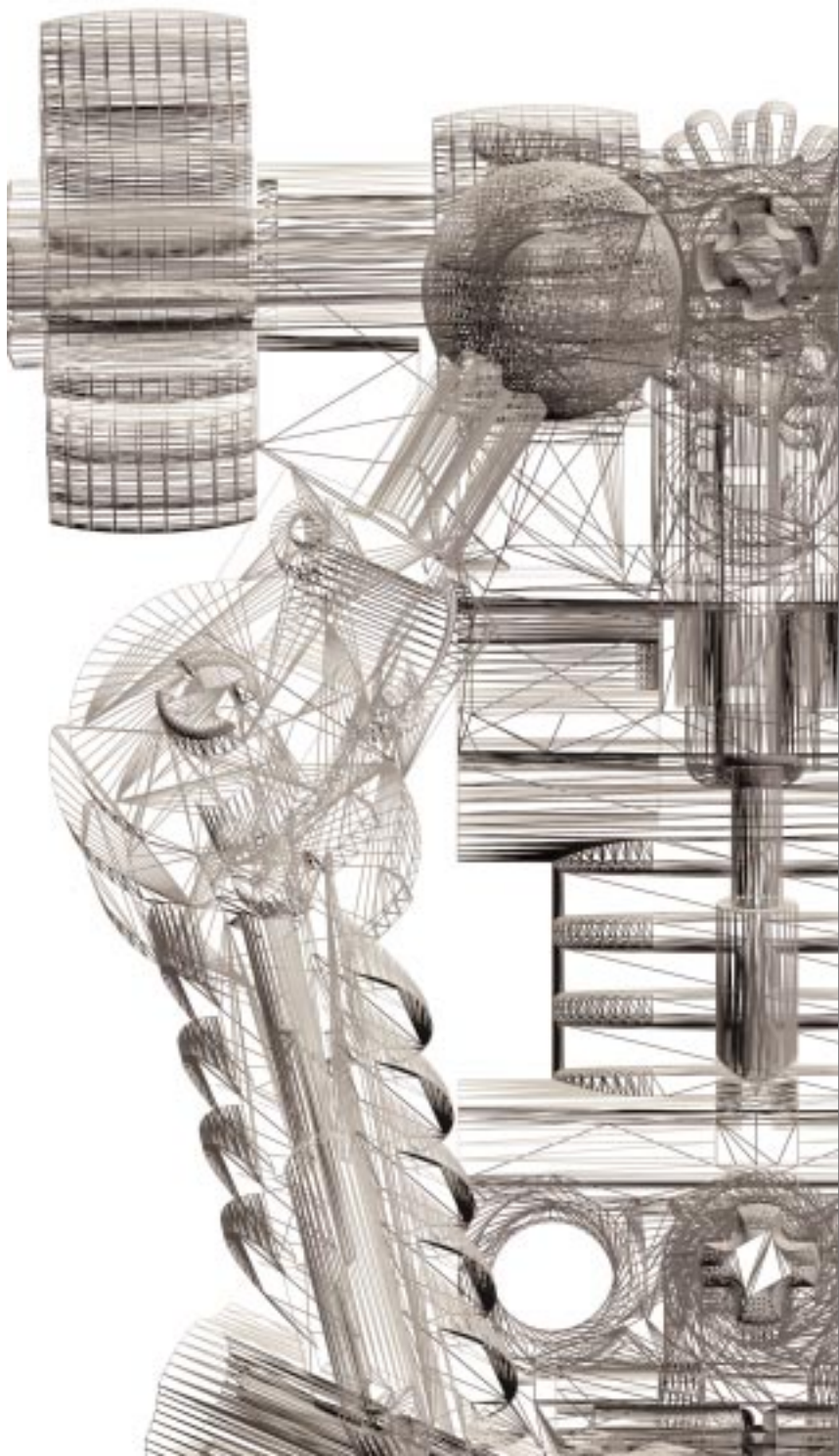


BIONICLE





A THE BIONICLE LEGEND

B CHARACTERS

C MASKS

D TOOLS

E LOGOS

F FONTS

G COLOR PALETTE

H CAMPAIGN MATERIAL

STORY PICTURES
MATA NUI

TOA
TURAGA
TOHUNGA

THE BIONICLE LEGEND

Before the beginning of time, the island of Mata Nui was a tropical paradise. Then a shadow of fear and darkness fell across the land. That shadow's name was Makuta.

In the dark years that followed, the islanders, the Tohunga, put their faith in a legend. A legend that foresaw the arrival of 6 mighty heroes called Toa.

Only the Toa will have both the strength and bravery to bring peace and harmony to the world.

To fulfil their destiny, they must find the Kanohi Masks of Power. They must face countless obstacles, and fierce competition, but their greatest test will be to bring an end to Makuta and the darkness.

Let the legend begin...





CLOUDS OVER MATA NUI.TIF



IMPOWERING TAHU.TIF



CAN IN WATER.TIF



TOA GATHERING.TIF



CAN ON BEACH.TIF



TURAGA CLIFF.TIF



TAHU ASSEMBLING.TIF



STONE LEGEND.TIF



LEWA AT THE ALTAR.TIF



POHATU MEETS ONUA.TIF



KOPAKA SAVES TURAGA.TIF



LEWA IN JUNGLE.TIF



GALI FINDS MASK.TIF



TAHU FINDS GOLDMASK.TIF



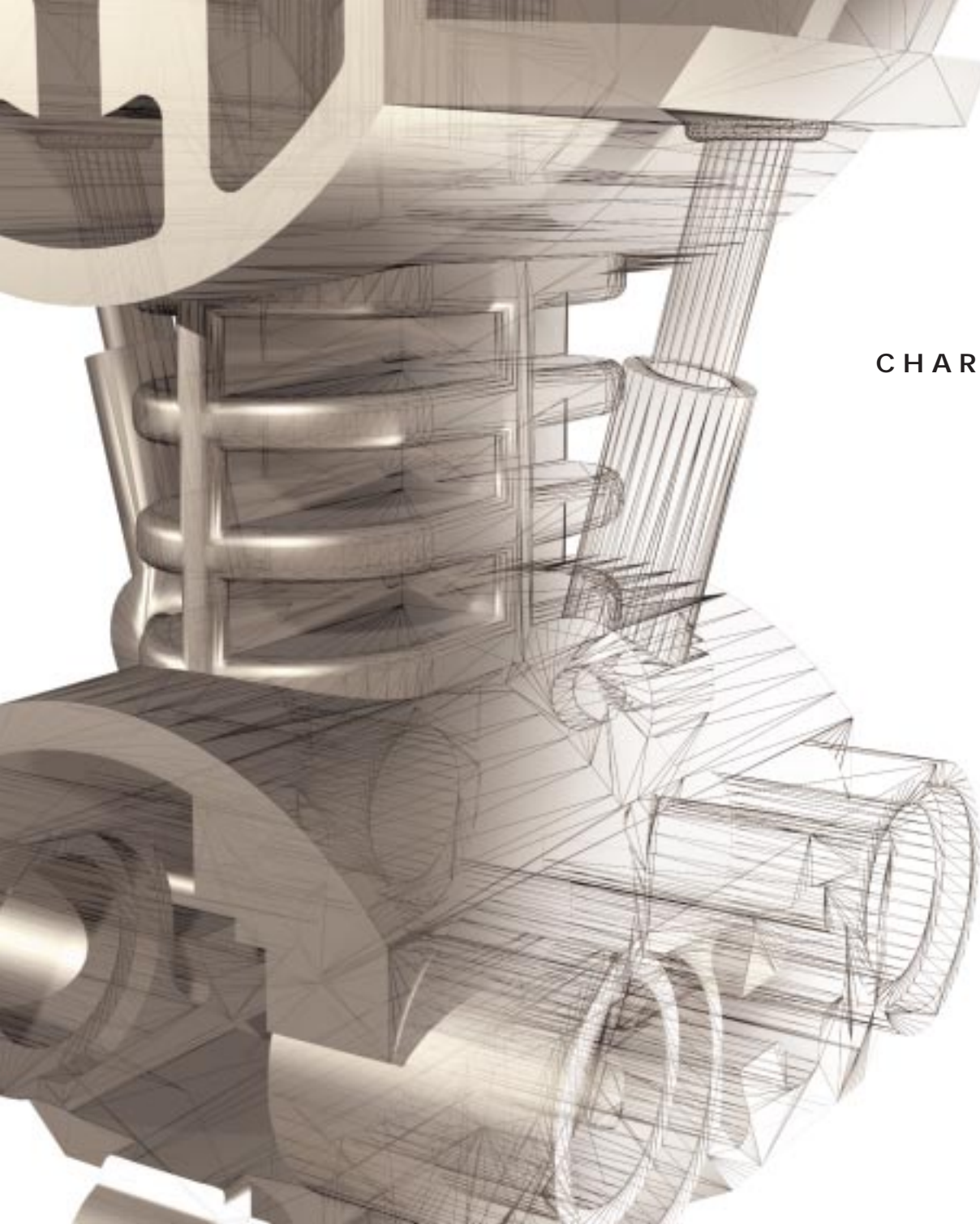
MASK ON ALTER.TIF



6 TOA ON STAIRS.TIF

MATA NUI.HR.TIF





CHARACTERS



POHATU

He is a slow, but basically friendly character upon whom you can always depend. He is not good at snap decisions, but when he decides on a course of action he sticks with it until the end, and woe betide anyone who gets in his way.

TOA OF STONE

Pohatu prefers the lower slopes, moving slowly but sure-footedly among the rocks and boulders at the base of the great mountains. Pohatu can, sometimes literally, move mountains and cause massive rocks to explode like a bomb, or roll with great precision towards any attacker.

Pohatu is liked by all the Toa, both for his amiable character and his rock-solid dependability.

Whenever there is trouble, Pohatu will always be there behind you, an immovable force that few enemies can dislodge. His only fear is water - he cannot swim, and if in water, he quite literally sinks like a stone.

POHATU.TIF



POHATU POSE.TIF

BIONICLE

POHATU



POHATU POSTER.TIF



ONUA

TOA OF EARTH

ONUA.TIF



Onua watches over the land, and intervenes to restore balance when it is threatened. Onua is believed to be responsible for earthquakes, which he inflicts on the inhabitants when he is displeased with the way they are caring for his domain.

Onua is at home both above and below ground. With his huge hands, he scrapes out tunnels in the rocky cliffs. His low, squat body and head allow him to move quickly in tunnels and his infra-red eyes give him amazing night vision, but in normal daylight his eyesight is poor, although he compensates for this with amazingly powerful hearing. He is slower in open land than underground, but has incredible strength and surprising dexterity.

Onua is very strong in character too, and can always be relied upon in a crisis. He thinks deeply, and at length, and when he speaks, it is always in a very considered way - Onua doesn't waste his words.

But as a friend, Onua is the best - he will always be there for you. This doesn't mean he looks after everyone equally: he can not tolerate fools, although he will always give anyone the benefit of the doubt, the first time.

ONUA POSE.TIF



BIONICLE

ONUA

ONUA POSTER.TIF



GALI TOA OF WATER

Gali is the only female Toa. The Tohunga believe she is the sustainer of life. But Gali never gets conceited about this - she always has a benevolent attitude to all living things. This doesn't mean she can't get angry - she can - but it takes a lot to anger her. As long as the waters are treated well, she will in return treat life well. But if her waters are polluted, then she will take her revenge.

Gali is at home both in and above the water. Here she can swim and move quickly around the waterfalls that plunge down into the icy water, using her grapple hook arm to pull herself to safety if need be, or to keep steady on slippery surfaces. She can't exactly control the waters, but she can work in harmony with them, and they will protect her if they can in times of danger.

Gali is the most agile and gymnastic of the six Toa: with her small body and long legs she can be very fast, and with incredible jumping abilities. She is also expert in her own brand of acrobatic self-defence (although she will only use them as a last resort). The only thing that slows her down is excessively hot and dry conditions.

GALI.TIF



GALI POSE.TIF

BIONICLE

G A L I



GALI POSTER.TIF



TAHU.TIF

TAHU

TOA OF FIRE

The Tohunga have the greatest of respect for Tahu, knowing that fire can destroy quicker than anything, and more unpredictably. He is the guardian and provider of fire.

Tahu is most at home in the hot molten world of the Volcano, where he uses his incredible balance to surf on lava flows, using his sword of flames to cut through rocks and keep the lava moving down towards the ocean. He is the fiercest of the six Toa, and the most feared - you don't want to get into a fight with Tahu if you can help it.

And as befits a fire Toa, he is often hot-headed and irrational, with a flaming temper. He has the least patience of all of them, and is the first to resort to the physical if a problem isn't getting solved, which more often than not gets him and his fellow Toa into trouble.

But they always forgive him, of course - Tahu may be fiery, but he is also fiercely loyal, and while he argues constantly with the others, there is nothing he wouldn't do for them when they are threatened.

TAHU POSE.TIF



BIONICLE

TAHU



TAHU POSTER.TIF



LEWA TOA OF AIR

LEWA.TIF



TAHU

Lewa controls the skies, the clouds and the wind, and as such is often at odds with Gali, the Toa of water. The Tohunga believe that the rains are the result of a conflict in the skies between the two spirits, and the thunder and lightning the sound of their battle.

In his physical form, Lewa is almost monkey-like, and prefers to inhabit the treetops. Moving quickly around the jungle he can cut vegetation with powerful arms and is supremely competent with aerial activities, and can even glide through the air when jumping from tree to tree. He hates water, which is a problem when he comes down to the ground, as much of his beloved rainforest grows over swampy land. Lewa is not very gainly when on two feet, and has an almost clumsy loafing walk when on flat surfaces.

Lewa is not the down to earth character that Onua is- he is more flighty, more ready to jump to conclusions than the others, and as such often gets into trouble first.

But his instincts are good, and his hunches often turn out to be right, often to the annoyance of the others after they have plodded their way through a problem by the book. But if there's a fight, he will always be the first to get involved, protecting the others before himself.

LEWA POSE.TIF

BIONICLE

LEWA



LEWA POSTER.TIF



KOPAKA

As you would expect of an ice Toa, Kopaka is cool, calculating, and coldly methodical in his actions.

Kopaka is most at home on the ice and snow, skiing up and down the slopes with consummate ease, and using his long ice blade to cut and melt his way through the ice both for shelter and when making traps for his enemies. He knows the ways of the ice and snow, and with one skilful swipe of his blade can conjure up avalanches, or instantly freeze anything the blade touches.

TOA OF ICE

Of all the Toa, Kopaka is the least communicative, always preferring to work alone, and will only join forces with the others if it's absolutely necessary for his own survival. This doesn't mean he doesn't like the others, just that he is very mistrustful.

KOPAKA.TIF



KOPAKA POSE.TIF

BIONICLE

K O P A K A



K O P A K A P O S T E R . T I F





TURAGA VAKAMA

The inhabitants of Mata Nui, the Tohunga, live in six villages scattered around the island. Each village is home to a priest known collectively as the Turaga. The Turaga play a vital role in the community as the keepers of the legend of Mata Nui. The Turaga are very wise and marvelous storytellers. Only the Turaga can help the Toa to find and defeat the evil Makuta.

Vakama, holder of the Great Firestaff and protector of Tahu's legend. He is famous for his quick temper and great courage regardless of the odds, as well as speed to protect those who show courage. He is great friends with Matau and it is said that when they sit together at the fireside and tell the great stories, Tahu and Lewa themselves can be heard in the rustle of the trees and crackling in the village fire. Vakama has little time for nonsense and practical jokes, but the fearlessness of his people can seem a little impulsive or even foolish to outsiders.



TURAGA ONEWA

Onewa, protector of Pohatu's legend, is known among his closest friends in this cheerful and informal tribe as 'The Referee', as he sometimes seems to take an age to make a decision, but is never to be argued with once he has decided. Like all of his tribe he is sure-footed and swift over loose ground. He often travels to meet with Whenua to discuss the great stories and also what must be quarried and carved in preparation for the coming of the Toa.

NOKAMA_BLUE.TIF



TURAGA NOKAMA

Nokama protector of Gali's legend, knows more about the ways of the oceans and rivers than anyone but Gali herself. His fork is said to be made from the bones of a Makuta fish found washed up on the shore back in the time of Mata Nui. His mask has an invisible layer of sea pearl wax which helps him move more quickly when diving underwater. Nokama has a reputation for bringing the Turaga together and resolving disagreements with his practical logic. All of the Turaga respect the way he listens to all sides of any discussion, but this quality is most admired by his closest friend Nuju.

NUJU_WHITE.TIF



TURAGA NUJU

Nuju is the protector of Kopaka's legend. Some find Nuju aloof and uncaring, but nothing could be further from the truth, it is just that he does not show his feelings easily only showing his true self through his generous deeds. It is said that he can tell stories that last for days using gestures and whistles that only Matoro can interpret. Nuju has great sight and seems to have more time to react than any.

WHENUA_BLACK.TIF



MATAU_GREEN.TIF



TURAGA WHENUA

Whenua is the protector of Onua's legend and known to all on Mata Nui for his fairness and good judgement, and the honest wisdom of his words. He guides work in the vast, complex tunnels and the quarry, always seeing problems a day before they occur and helping those around him solve problems for themselves. He carries the Drill of Onua, with which he can listen to the shape of that which is unseen behind the rock and tell if the tunnel will be good, or lead to one of Makuta's traps and lairs.

TURAGA MATAU

Matau, the protector of Lewa's legend, is like the silence at the centre of a tornado when he is among his people, calm, stable and paternal. But in truth he should be watched carefully unless you want to be the victim of one of his jokes, for in spite of his straight man demeanor, he is the greatest joker in the pack. He is also a brave warrior and a leader who receives the utmost in loyalty. He can make the tribe feel like they are on a holiday when they are in the gravest danger and the tribe repay him with a courage which is to be found nowhere else on Mata Nui. He carries a Kau Kau staff which has many uses in his dense jungle home.

VAKATIA
8540

NUJU
8544

ONEWA
8542

MATAU
8541

POKATIA
8543

WIENUA
8545

BIONICLE

TURAGA



TURAGA_TOA POSTER BROWN.TIF



TURAGA_TOA POSTER BLACK.TIF



TURAGA_TOA POSTER BLUE.TIF

TURAGA_TOA POSTER RED.TIF

TURAGA_TOA POSTER GREEN.TIF

TURAGA_TOA POSTER WHITE.TIF





MASKS - KANOHI

THE KANOHI MASKS OF POWER IMPROVE THE SKILLS OF THE WEARER. THE MASKS HOLD DIFFERENT POWERS.

MASKS OF POWER

The masks hold knowledge and different powers and skills which help the Toa on their quest to free the Island.

The Masks take color when used by either Toa, Turaga or Tohunga.

There are 3 levels of Mask Power:

1. Master Masks of Power
2. Great Masks of Power
3. Noble Masks of Power



UNUSED KANOHI

The clean mask that can be found on Mata Nui. Once put on it will never return to this clean state. No decay will affect an unused mask.

MASTER MASK OF POWER

The superior mask that the fully trained Toa obtains when he/she has found all the six Great Masks of Power.

GREAT MASK OF POWER

The Toa must each collect six different Great Masks of Power on their quest. They are spread around the island and can be very difficult to find.

NOBLE MASK OF POWER

The six Noble Masks are not as powerful as the Great Masks. The Turaga prefer the Noble Masks because the Great Masks are too powerful for them.

INFECTED MASK

Infected by Makuta. Can hold many powers but these will be used in a destructive way. The slightest trace of any rust or decay on any mask means that the mask probably is infected.



KANOHI MIRU

The Great Mask of Levitation, allows the skilled to glide and float.



KAKAKU

Kanohi Akaku - The Great Mask of X-Ray vision, discover what is hidden to others.



KAUKAU

Kanohi Kaukau - The Great Mask of Water, helps divers breathe freely underwater.

TOA KANOHI.TIF



KANOHI HAU

The Great Mask of shielding, protects against the attacks that you foresee.



KANOHI PAKARI

The Great Mask of strength, offers more brute strength.



KANOHI KAKAMA

The Great Mask of speed, cover distances faster with this mask.

TOA KANOHI.TIF



KANOHI MAHIKI
The Noble mask of illusion, avoid detection by building a false disguise for yourself.



KANOHI MATATU
The Noble mask of Telekinesis, the stronger the thought the more it will move



KANOHI RAU
The noble mask of translation, read the ancient languages, understand the runes and symbols

TURAGA KANOHI.TIF



KANOHI HUNA

The noble mask of concealment, gives the wearer the ability to turn invisible.



KANOHI RURU

The noble Mask of night vision, see better in the dark places.

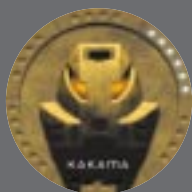
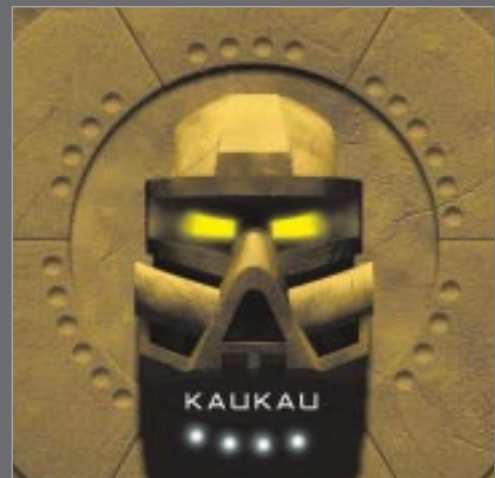


KANOHI KOMAU

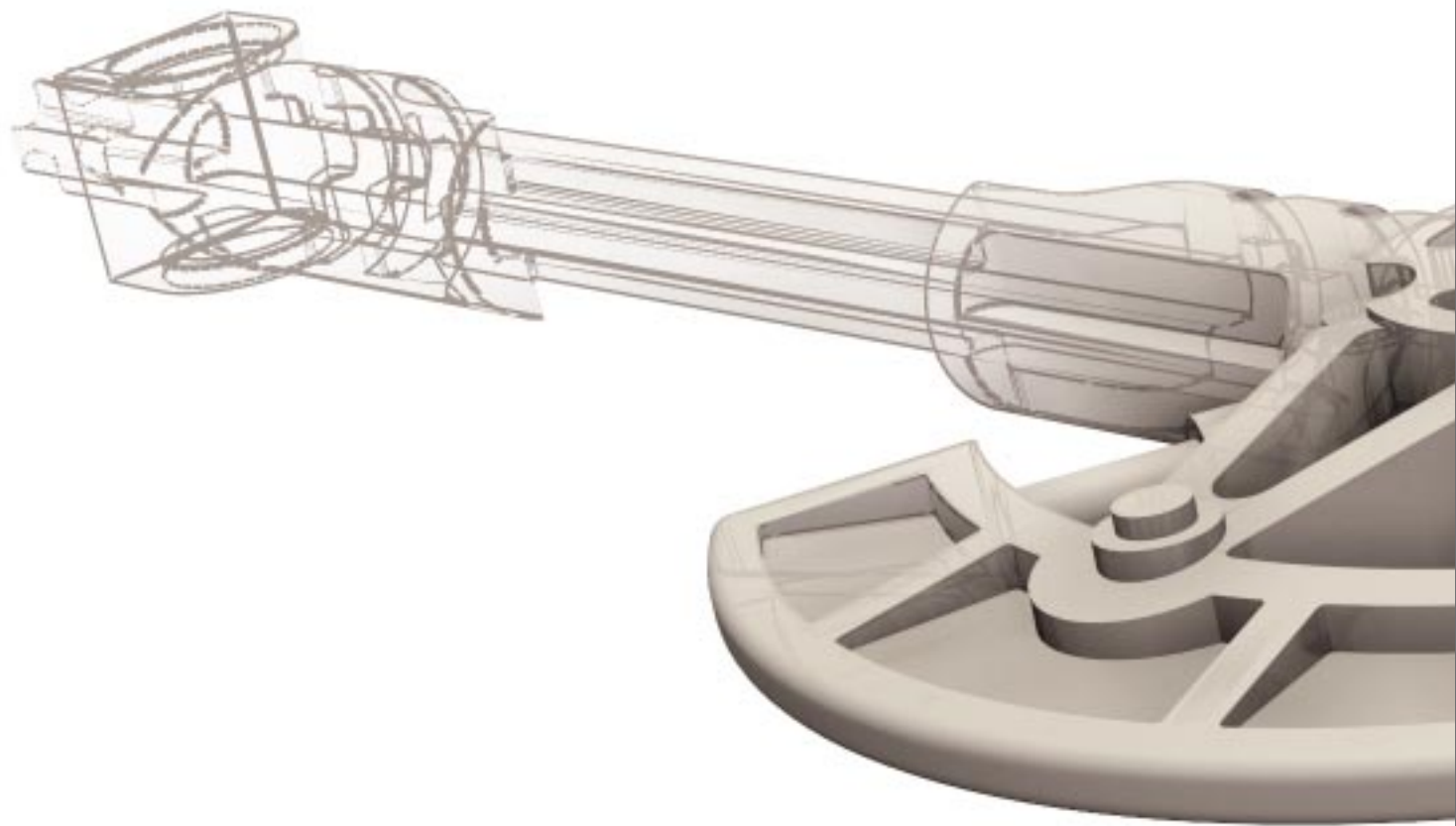
The noble mask of mind control, make others do as you want.

TURAGA KANOHI.TIF





TOOLS



THE TOOLS OF THE TOA AND TURAGA.
THESE TOOLS HAVE SPECIAL POWERS THAT
WILL BE NEEDED ON THEIR FEARFUL QUEST.



TAHU'S SWORD

Tahu's mighty fire sword can burst into powerful flames that will melt even stone.



KOPAKA'S SWORD

Kopaka's sword will slice through ice and other hard materials.



POHATU'S FEET

Pohatu's feet are powerful and can kick or destroy even the toughest rocks.



LEWA'S AXE

Lewa's axe cuts easily through trees and vines as he climbs and jumps through his jungle.



ONUAS CLAWS

Onua's powerful claws allow him to dig long underground tunnels. But his fingers can sense even the tiniest of movements through the ground.



GALIS HOOK

Gali's hook enables her to grab onto rocks and cliffs. Her arms and legs speed her swiftly through water.



VAKAMA'S FIRESTAFF

Vakama's firestaff is one of the legendary staffs from ancient times. An awesome object for those who know how to control its power.



NUJU'S ICE PICK

Nuju carries a huge ice pick that allows him to hack his way through ice and climb up the icy mountainsides.



ONEWA'S STONE HAMMER

Onewa is the bearer of a mighty stone hammer with which he can turn even the hardest rock into pebbles.





MATAU SAW

Matau carries the Kau Kau staff with a rotating laser sharp saw for cutting his way through the thick jungle.



WHENUA'S DRILL

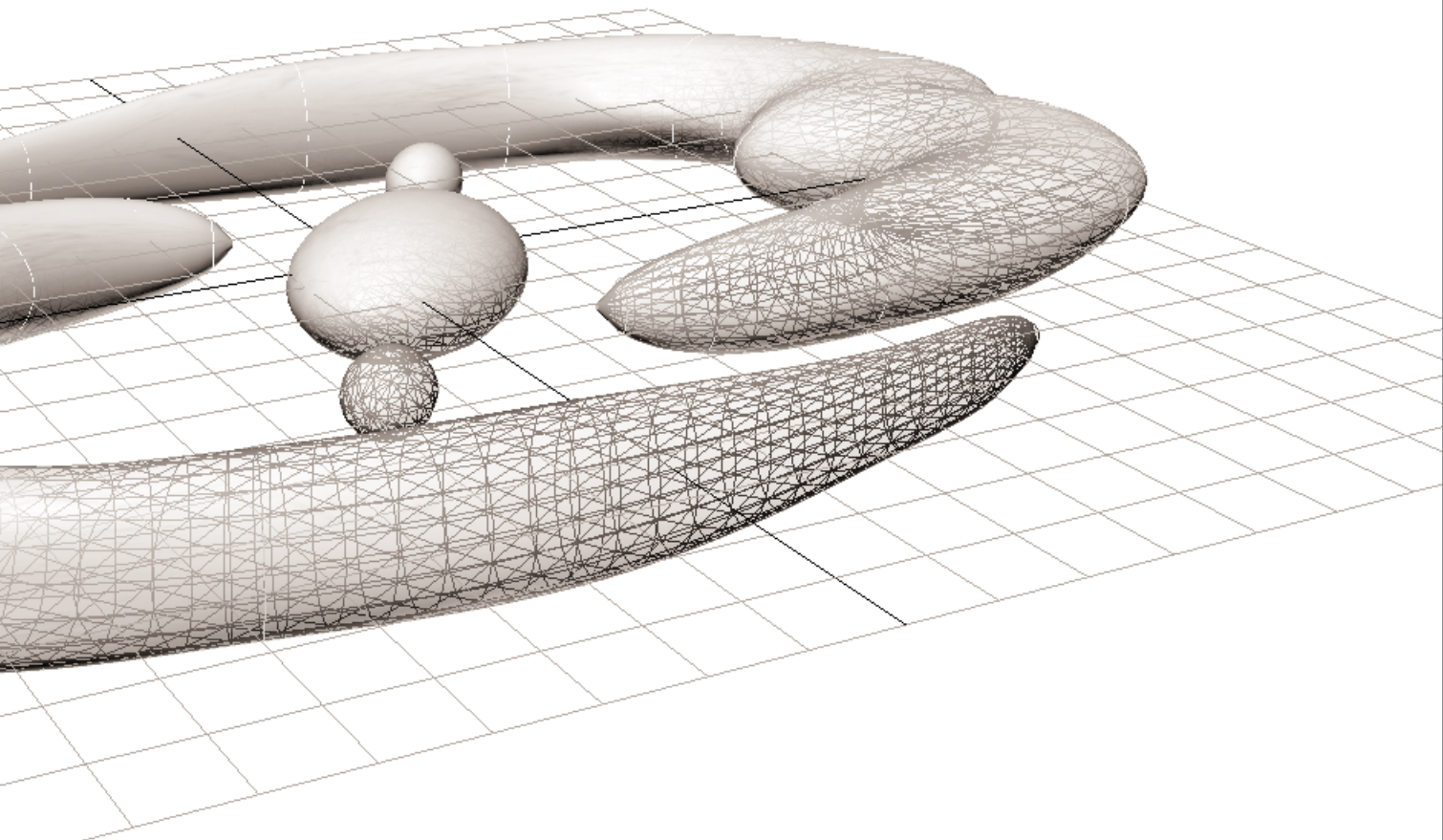
Whenua carries the Drill of Onua, with this he can force his way through earth and even solid rock..



NOKAMA'S FORK

Nokama carries an enormous fork made from bones of a ferocious Makuta fish. Helps him fend off underwater dangers.

BIONICLE LOGOS



BIONICLE

BIONICLE

BIONICLE

BIONICLE

BIONICLE 3D_LOGO.TIF



BIONICLE 3D_ALL_LOGOS.PSD



BIONICLE 3D_LOGO_SAND.TIF



BIONICLE 3D_LOGO_DUST.TIF

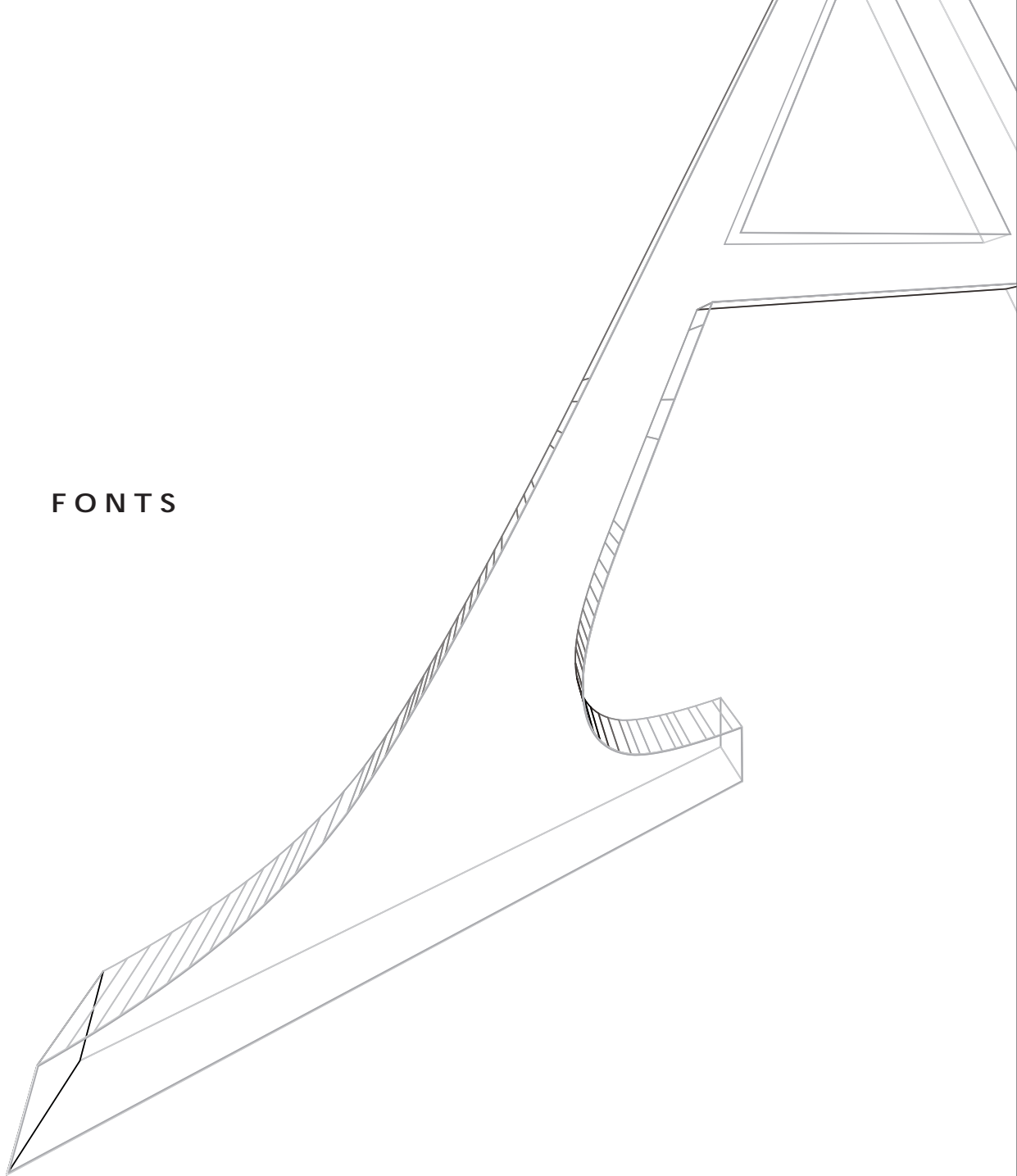
BIONICLE
PHOTOSHOP
LOGOS



BIONICLE ICONS

BIO.ICON.EPS
BIONICLE 3D_ICON.TIF

FONTS





FF TRADEMARKER

Spacing: 20 pt

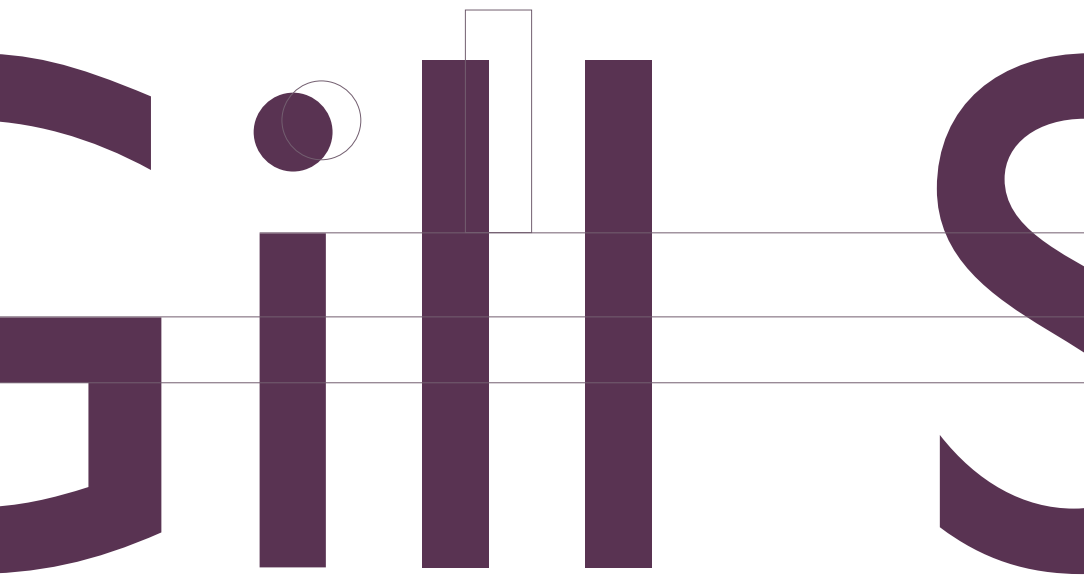
Available thru FontShop -
www.fontfont.com.

FF TradeMarker™

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890



GILL SANS

Available thru Adobe -
www.adobe.com/type/main.html

Gill Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gill Sans Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

CAMPAIGN MATERIAL



BIONICLE

www.bionicle.com

FIND
THE
POWER



TOA KEY VISUAL

BIONICLE

www.bionicle.com

FIND
THE
POWER



HTO KEY VISUAL.TIF

BIONICLE

www.bionicle.com



BIO TEASER.TIF

BIONICLE

www.bionicle.com

KANOHNI



72+



LEGO **TECHNIC**

FIND
THE
POWER

MASK POSTER.TIF