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Introduction

Welcome to the world of Sonic The Hedgehog!

Sonic The Hedgehog, for the Sega Genesis, is the world's first super-sonic hedgehog. Sonic's unique personality explodes with charm and is rapidly gaining him notoriety as the "Hedgehog with an Attitude." Programmed for high-speed fun, Sonic The Hedgehog has strong appeal for male and female players from age 6 and up and delivers some of the brightest, boldest action you'll see on the Genesis or any other game system!

This official Sonic The Hedgehog Bible is your reference for creating and marketing Sonic The Hedgehog products. In it you'll find guides to characters, the Sonic The Hedgehog storyline and mythology, quality control procedures, copyright and trademark usage guidelines, direction for illustration, and the exciting artwork you'll use in product designs, packaging and advertising.

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Ready for the SuperSonic experience? Great! Just turn the page and enjoy...

Synopsis of The Sonic Myth

It's sometime in the 21st century on the planet of Mobius. Sonic The Hedgehog, an orphan, grows up with his forest friends in the Green Hill Zone. From each of his animal friends, he picks up different skills and habits -- not all of them good. Speed, cleverness, but also stubbornness and cockiness are among the traits he develops, plus a certain amount of "forest smarts" (-- comparable to "street smarts").

By accident, Sonic tunnels into the laboratory of Dr. Ovi Kintobor, a brilliant scientist who is trying to detoxify Mobius by transferring the planet's moral and physical evils into six Chaos Emeralds. Kintobor possesses the six Chaos Emeralds and has packed most of the world's evil into them, but finds that they are highly unstable and may "blow" at any moment. To stabilize the emeralds, Kintobor is looking for a seventh, Gray Emerald, which will contain their violent forces.

Sonic and Kintobor become friends. Under Kintobor's tutelage, Sonic develops his natural hedge-running abilities and soon runs at the speed of sound. In the process, his quills and most of his body turns blue permanently. Kintobor develops special red sneakers for Sonic, which protect his feet and enhance his speed.

Kintobor installs PCs throughout the six zones of Mobius so that anyone passing by can input information that might lead to discovery of the Gray Emerald. He also has his Amazing Transforming Machine ready to zap the last bit of evil into the Gray Emerald and stabilize the other six Chaos Emeralds. The Amazing Transforming Machine consists of thousands of gold rings that constantly flow good karma around the machine's core and cool it down as it transfers evil from one object into another.

ONE DAY, A SOLAR PULSE? OF RADIOACTIVITY
When a wave of solar radioactivity bursts through a hole in the ozone layer and hits the lab, the Transforming Machine goes bananas and zaps Kintobor and a nearby hardboiled egg. But since Kintobor is already good, and since the egg is rather noncommittal, the machine reverses his personality and changes him into the evil Dr. Ivo Robotnik. The Chaos Emeralds are thrown into space, caught in six psychedelic Warps of Confusion. The golden rings of the Amazing Transforming Machine are scattered throughout the zones.

Kintobor bloats up like a gigantic egg, turns against Sonic, and threatens to wage biogeophysical warfare against all of Mobius until he can completely ruin and control the planet. He plans to capture and transform

BORN
FAST
NOT
SUPER
MAN
w/o
KRYPTONITE

NOT!

POSITIVE ENERGY

RE-ENERGIZING POWER MAZES

TRANSMUTATION RAY

all of Sonic's friends into mechanized monsters and use them to attack Sonic. He also plants dastardly, mechanized traps in the six zones of Mobius, beginning with the nearest, the Scrap Brain Zone, which is right outside his lab.

Sonic barely escapes from Robotnik's clutches and races back home to the Green Hill Zone. Noticing the disappearance of his friends, he quickly decides he must fight his way through the zones, find Robotnik, and free his friends.

Guide to Characters Introduction

Sonic The Hedgehog features a classic clash between good and evil, as Sonic battles through the six zones to free his friends and defeat Dr. Ivo Robotnik. Sonic and Robotnik are not "flat" characters, however. Each is a true individual, with strengths, failings, and vulnerabilities.

On the following pages, we briefly describe the main characters in Sonic The Hedgehog to help you better understand their personalities, lifestyles, and objectives. A strong product line or promotion should reflect their personalities in order to obtain the maximum benefit of the Sonic The Hedgehog property.

Guide to Characters Sonic

History

Orphaned at an early age, Sonic grows up in the forest of the Green Hill Zone and falls in with a clan of rambunctious animal friends. His friends teach him all the tricks they know: From Rabbit, he learns how to outrun every other creature in the forest; from Squirrel, he learns how to lob acorns down from trees to pester the unsuspecting victim below; Chicken teaches him how to squawk like a rooster and wake everyone up in the morning; Seal shows him how to dive and swim; and Pig introduces him to the delights of wallowing in the mud.

DOES HE WAKE NOISE?

Sonic meets Dr. Robotnik by accident, after tunneling into his secret underground lab. Robotnik (before he turns evil) befriends Sonic and lets Sonic visit from time to time to watch experiments. When Robotnik becomes evil, Sonic escapes from the lab, returns to the Green Hill Zone, and tries to warn his friends of the impending planetary disaster.

Physical Characteristics. Abilities

Sonic is short, agile, and totally cool. He spikey quills turned blue during an experiment with Robotnik, in which he ran on a treadmill at 765 m.p.h., breaking the speed of sound. Robotnik also gives Sonic the red sneakers that protect his feet from the intense heat of supersonic speed.

] - BORN BLUE

When Robotnik turns evil, Sonic develops his famous SuperSonic Spin Attack to defeat legions of mechanized warriors. Sonic can also tunnel through walls, swim underwater, and jump high into the air (although he can't fly). He's particularly good at doing the loop and playing pinball in the many traps and mazes the evil Robotnik sets up for him.

] HE'S HAD IT

Sonic's only physical failings are his poor eyesight, and trouble coming to a stop once he's running at supersonic speeds. Every once in awhile he moves too fast to keep good balance, and has to struggle to keep from falling when he's on the edge of a cliff.

LACK OF FEAR... ETC.

Mental Abilities

Sonic thinks he's perfect, but he's not! Forest-smart, Sonic is of average intelligence. He has to struggle to figure out the solution to a problem or puzzle. Usually, he relies on his great charm and physical capabilities to pull him out of tight spots. Sonic never analyzes a situation, he just plunges in. He's a Hedgehog of Action.

Attitude, Personality

Carefree and radically cool -- that's what Sonic is all about. Nothing deep. That's not to say Sonic is an airhead! When he's not teasing you or playing a joke on you, he's probably the best friend you could ever hope for. He cares about his forest pals and delights in coming to their rescue.

Then there's Sonic's Attitude. When he wants something, he goes for it -- 150%. Sonic does not respond well to authority -- he just doesn't have time to listen to someone else tell him what to do. Instead, he'd rather figure it out for himself, or just do what ever needs to be done without thinking about it. He's cocky, independent, self-assured, but not obnoxious or cruel.

One more clue about Sonic's personality -- he's more than a bit vain about his blue spikes. His spikes are *always* perfect. In Sonic's world, ~~stubs~~ finish last.

IMPERFECTION IS

Likes, Dislikes

Sonic loves fast footwork, fast cars (red convertibles), skateboards on hills, video games -- any thing or any way to move through life at top speed. His favorite diet? Fast food and candy bars -- what else! Sonic loves burgers, tacos, nachos, fries, anything chocolate, and the strongest espresso (or cola if it's a hot day). Sonic doesn't eat or drink diet anything -- he needs the calories!

But when he does slow down, there's nothing Sonic likes more than hitting the beach with his friends, watching shapely hedgehogettes stroll by, and catching some rays. That's when he's not bodysurfing, windsurfing, or competing in contests to see who can build the most awesome sandcastle in the shortest amount of time.

The only thing Sonic stresses out over is the times he must wait for a trap to move into position so he can get over or around it. Patience is not one of Sonic's strong points. If he falls into the hands of a slow player, he'll cop his trademark "What's the matter with you, dude!" attitude and tap his foot with impatience.

Objectives in Life

To have fun and enjoy the ride! Life is a blast, if you don't stop to think about it -- that sums up Sonic's philosophy. As long as he has his supersonic speed, his sneakers, and his good buddies, Sonic is one cool and happy dude.

Objectives in Sonic The Hedgehog Game

With his friends gone, who's Sonic got to hang out with? Sonic won't rest until he's gotten through every zone on Mobius and freed his buddies from the clutches of Robotnik. He's also trying to collect all the Chaos Emeralds so they won't add to Robotnik's power, and find the Gray Emerald so he can get the world back in order.

Robotnik lays out an incredible arsenal of weapons and traps to slow Sonic down, but Sonic is persistent. He knows he has to find Robotnik to free every last one of his friends, so Sonic chases the demonic doctor back to his lab. Sonic's hope is to use the Amazing Transforming Machine to turn Robotnik from evil to good again and regain his old pal. On the way, Sonic collects the golden rings that will reassemble the Amazing Transforming Machine, and hops on the PCs to release their benefits.

Guide to Characters

Dr. Ivo Robotnik

History

Until his unfortunate accident with the Amazing Transforming Machine, Dr. Ivo Robotnik (Ovi Kintobor) isn't an evil scientist with an egg-shaped physique; he is a kind man of science with a svelte body and a finely-honed mind. For the past fifteen years, Kintobor labors in his underground lab, conducting experiments to detoxify the planet Mobius and transfer evil and pollution into six Chaos Emeralds with the help of his ultra-radical invention, the Amazing Transforming Machine. After all six Chaos Emeralds are zapped with the planet's evil, Kintobor discovers that they are highly unstable and so must search for a seventh, Gray Emerald, which will lock up their evil and contain it. He then plans to bury the all the emeralds deep within frozen core of Mobius, where they will be rendered harmless for eternity.

Kintobor befriends Sonic, boosts his speed, and gives him red sneakers. Kintobor even lets Sonic watch his experiments and fills him in on his ambitious plans to clean up the planet.

Before he can find the Gray Emerald and realize his plans, however, a wave of radiation hits the lab, causing the Amazing Transforming Machine to zap his character from good to evil and somehow mix up his molecules with a nearby, half-eaten hardboiled egg. The Chaos Emeralds catapult into space, locked into six separate Warps of Confusion -- also called Secret Zones. The Amazing Transforming Machine breaks up, its rings crashing through the roof of the lab and scattering over the surface of Mobius.

Now thoroughly evil, Robotnik vows to destroy Sonic, because Sonic is the only one who knows about his new evil identity and the scope of his destructive capabilities.

Physical Characteristics, Abilities

Once a trim, muscular hunk of a man, Robotnik is now rotund, with a decidedly egg-shaped physique and a deceptively jolly face. In fact, he resembles a Humpty-Dumpty gone mad, with spindly arms and legs stuck onto an egg-shaped torso. He is bespectacled, bald, and nearly bulging out of his labcoat. Plus, he smells like ... a rotten egg.

Because he is so round, Robotnik has trouble seeing his feet, walking long distances, and standing for long periods of time. He remedies this by building a spaceship which is perfectly molded to his form, in which he can zip around the zones and launch attacks on Sonic. He also installs elevators in the lab so he won't have to climb its many stairs.

ONCE FORMERLY

← WHY?!

How?!

APC THROWN FROM THE EXPLOSION
BLASTING

Mental Abilities

Although he looks like an egg, Robotnik is definitely not cracked. Unfortunately, he still possesses nearly all of his formidable intellect, and now uses it for evil purposes.

Robotnik holds every advanced scientific credential possible from all eleven Ivy League universities on Mobius, as well as the Mobius Prize in Physics and Biotechnology. Now evil, he plans to further augment his mental capacities by embedding a ceramic neural network in his brain so that he can carry out physics calculations in his sleep.

Attitude, Personality

Robotnik is a nasty, mean-spirited soul with no redeeming characteristics. He does not hesitate to destroy or control any creature who stands in the way of his plan to take over Mobius.

Likes, Dislikes

Robotnik has always adored, and still adores eggs -- hardboiled, scrambled, over easy, poached, or in an omelette. Now, he especially enjoys them raw, with a dash of tabasco. He eats with his hands, very slowly. It is not a pretty sight.

Robotnik dislikes any creature with an independent spirit; hence, he hates Sonic. Also, he realizes Sonic is onto his plot to take over and despoil Mobius.

Objectives in Life

After the accident, Robotnik comes to the sudden realization that *understanding* Nature isn't enough -- one must dominate, control, and contort it. And so his goal in life is to analyze, mechanize, and ultimately pollute anything he comes across.

Objectives in Sonic The Hedgehog Game

Robotnik wants to get back the Chaos Emeralds and set loose their chaos in the world. He also hopes to find the Gray Emerald so that he can permanently fix that chaos as a continuing, unalterable state. To do this, he must destroy Sonic. To do that, he mechanizes Sonic's multitudes of animal friends, turning them into Buzz Bombers, Jaws, Caterkillers, Ball Hogs, Newtrons, Burrobots, Choppers, Moto Bugs, Crabmeats, and Rollers.

Guide to Characters

Sonic's Friends

Sonic's main buddies are Rabbit, Squirrel, Pig, Flicky the Duck, Penguin, Chicken, and Seal. Each comes from a large family, each is playful and friendly.

Sonic's pals make their home in the forest of the Green Hill Zone. With Robotnik on the rampage, however, they have been scattered throughout the six zones, turned into mechanized warriors who try to destroy Sonic, or held captive in steel tanks at the borders of each zone. As Sonic releases his friends from captivity, they bound away in glee.

Guide to Characters

Dr. Robotnik's Badniks

Robotnik's mechanized minions are Buzz Bomber, Jaws, Caterkiller, Ball Hog, Newtron, and Burrobot, Chopper, Moto Bug, Crabmeat, and Roller. Each tries to destroy Sonic by stinging, biting, drilling, lashing, smashing, rolling over or bumping into him. If Sonic has no rings at the time, their attacks can be fatal.

Like Robotnik, each robot is thoroughly crazed, and thoroughly dedicated to destroying Sonic. With limitless energy, they wander the zones of Mobius, awaiting their prey with the nastiest of intentions.

Sonic The Hedgehog Game Storyline

When we join the action in the game, Sonic is trying to find Robotnik and rescue his friends, whom Robotnik has turned into evil robots. Six Chaos Emeralds contain most of the evil and pollution of the planet Mobius and are caught in the wildly rotating, maze-like Warps of Confusion, or Secret Zones. Robotnik wants to capture the Chaos Emeralds and release their power, plunging Mobius into darkness and toxic filth so he can easily rule it. He also wants to destroy Sonic, who's aware of his despicable plan.

To free his friends and keep the world safe, Sonic must traverse six zones, gather all the Chaos Emeralds, and survive encounters with Robotnik's terrible weaponry. He must then battle Robotnik one last time in the laboratory.

Sonic can gather rings for protection against attack, to gain entry into the Secret Zones, and to earn an extra chance at winning. He can also jump on PCs to gain super rings, shields, power sneakers, one ups (extra chances to win), and temporary invincibility.

Sonic loses chances to win when he is fatally injured. He can be injured by robot attack, Robotnik attack, falling, or drowning.

Art Direction
Sonic
Expressions

- A. Winking
- B. Vulnerable
- C. Determined
- D. Cocky
- E. Surprised
- F. Dumbfounded
- G. Dejected

**Art Direction
Sonic
Poses**

- A. Impatient**
- B. Jumping up**
- C. Nearly falling**
- D. Relaxed**
- E. SuperSonic Spin Attack**
- F. Sneezing**
- G. Running**
- H. Pushing**

Art Direction
Robotnik
Poses

A. Nasty

B. Fleeing

C. Machine 1

D. Machine 2

E. Machine 3

F. Machine 4