



Brand Guidelines

Kidoodle.TV® / A Parent Media Co. Inc.
2020 Usage Guidelines v1.0.1

WHAT WE ARE

Kidoodle.TV is a
Safe Streaming™ platform
for children 12 and under,
available in 160 countries
and regions.



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Introduction

Kidoodle.TV is a SAFE STREAMING™ platform that is focused on safety, which ensures parents can feel like they are making a GOOD DECISION by allowing their children to watch content online with us. A BAD DECISION would be placing them on platforms not made for children.

Kidoodle.TV is a Safe Streaming™ platform for children 12 and under, available in 160 countries and regions.

We are moms, dads, uncles, and aunts—people with real families that will curate and monitor the content and advertising appearing on our platform to ensure a SAFE experience for children.

#safestreaming

@kidoodletv

Logo Usage

Our logo is the touchstone of our brand and one of our most valuable assets. We must ensure proper usage.

The ideal way for our logo to be used is on a white/light background (Fig. 2). As this is our primary logo, every attempt must be made to do use this logo.

If the logo is placed on dark or colorful backgrounds, please use our white alternate (Fig. 3) logo. This will ensure maximum legibility and allow for one color use.

Please ensure that there is ample space around the logo, as displayed (Fig. 1). Nothing should intrude into this specified empty space.

FIG. 1: FULL COLOR STANDARD W/ CLEAR SPACE RULES

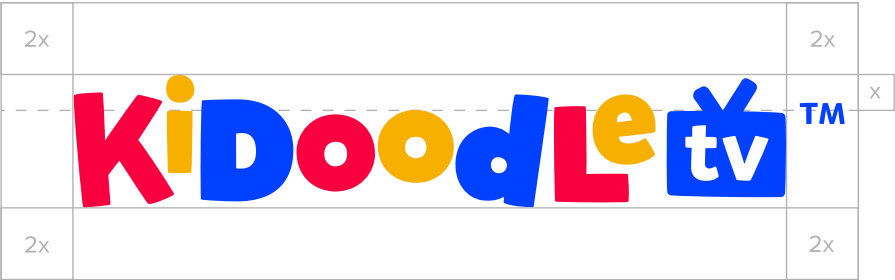


FIG. 2: FULL COLOR STANDARD



FIG. 3: SINGLE COLOR MAIN

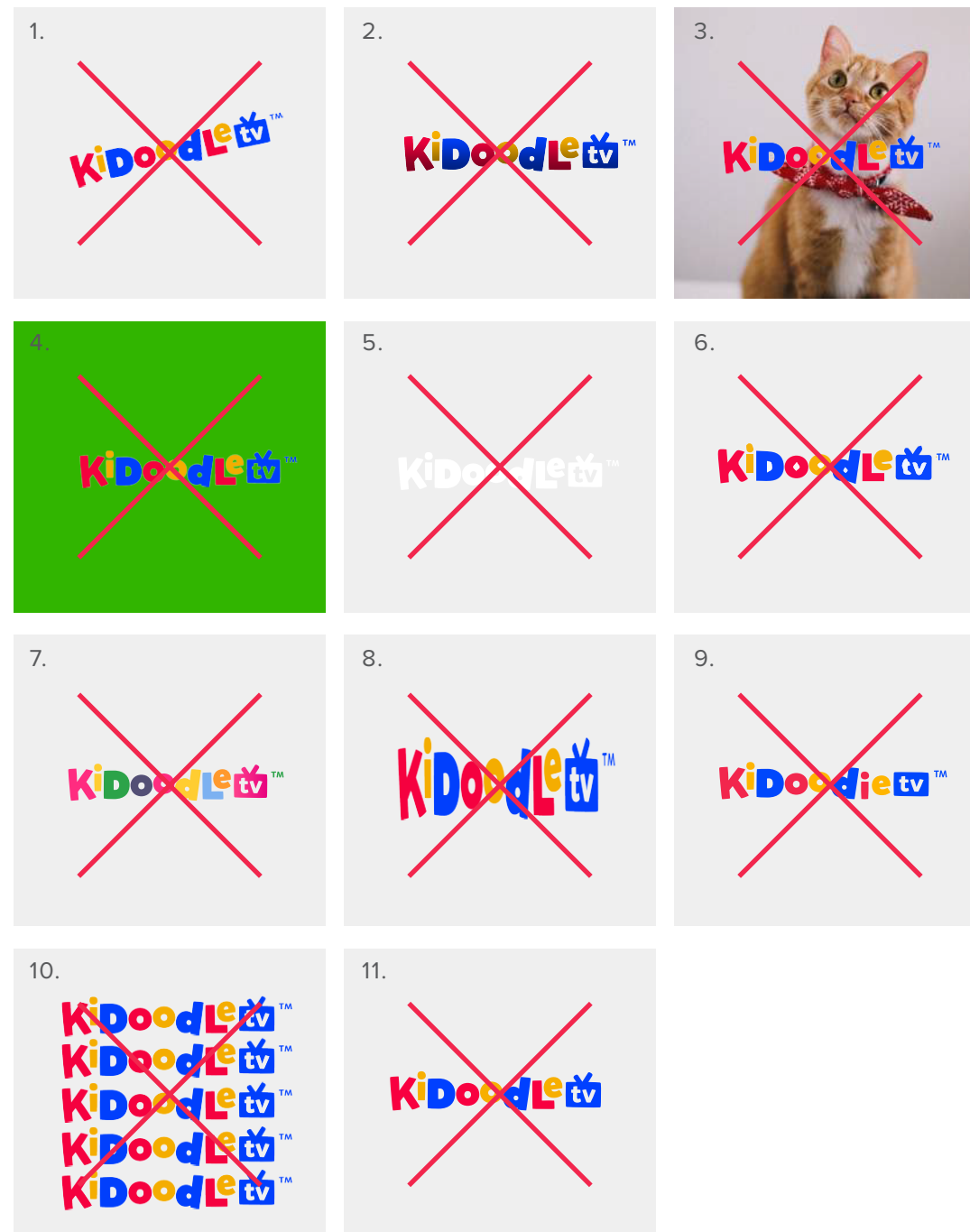
FIG. 4: SMALL USE LOGO

Incorrect Logo Usage

These are some common ways that our logo can be misused. Please avoid doing these at all costs.

PLEASE DO NOT:

1. Change the orientation of the logo.
2. Add extra effects to our logo.
3. Place the logo on busy photography.
4. Use our color logo on colorful backgrounds.
5. Use our white logo on light backgrounds.
6. Attempt to recreate logo.
7. Change logo colors.
8. Scale the logo unproportionately.
9. Make alterations to the words or colors in logo.
10. Use logo as a pattern.
11. Display logo without the Trademark symbol.



Icon Usage

Since our app is available on many platforms, we have different applications of our logo for better use on different platforms.

For the following devices that use a widescreen/horizontal orientation, Option 1's icon and logo use is preferred.

Example Platforms: Apple TV, SmartTV, Roku

For the following devices that use a square orientation, Option 2's icon and logo use is preferred.

Example Platforms: iOS, Android



OPTION 1



OPTION 2

Colors

Our brand relies on primary colors and strong feelings they invoke—we’re energetic (coral), honest (blue), and hopeful (yellow).

- 1. LOGO COLORS: We use our primary, secondary, and tertiary colors for our full color logo. We use PMS colors to ensure that our brand looks the consistent. The CMYK and Hex colors are to supply the web and mixed color print options.
- 2. SECONDARY COLORS: Light grey, White, and Green for supporting elements, buttons, and icons.
- 3. PERCENTAGES: Use the supporting palette for a better feel of color use in collateral.

1. PRIMARY / SECONDARY / TERTIARY COLORS



Blue
PANTONE: 2935 C
HEX: 0040FF
CMYK: 100 68 4 0

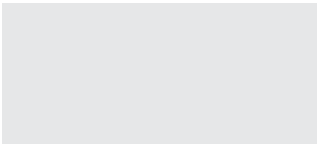


Coral Red
PANTONE: 032 C
HEX: F80040
CMYK: 0 93 76 0



Mustard Yellow
PANTONE: 116 C
HEX: F7AF00
CMYK: 0 18 100 0

2. SUPPORTING COLORS



**Background Elements
/ Alternating Color**

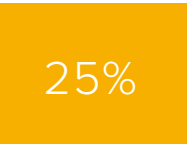
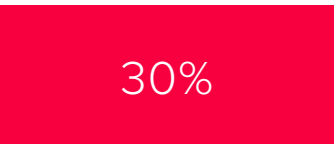
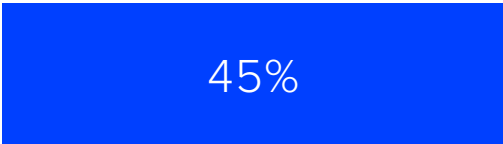


**Standard White
Backdrop**



**Buttons & Accent
Color— Limited use**

3. COLOR DISTRIBUTION WITHIN BRAND



Typography

Our font is used to convey a sense of joy and fun to our audience.

For general headlines/display text, we use **Mikado Bold**. This is the preferred weight, as we own an unlimited license for the font via HVD Fonts for any in-app use.

For body/copy text, **Proxima Nova** is preferred for any print related collateral.

For any digital/web realted collateral, we use **Roboto Regular/Light**, because it is a free Google Web Font and does not require an external license.

MIKADO BOLD (HEADERS / TAGS/ ETC.)

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

PROXIMA NOVA LIGHT (PRINT BODY)

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

ROBOTO REGULAR (WEB BODY)

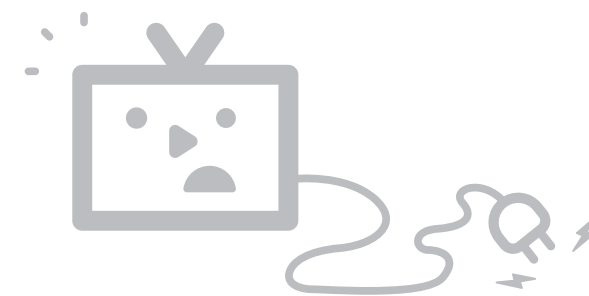
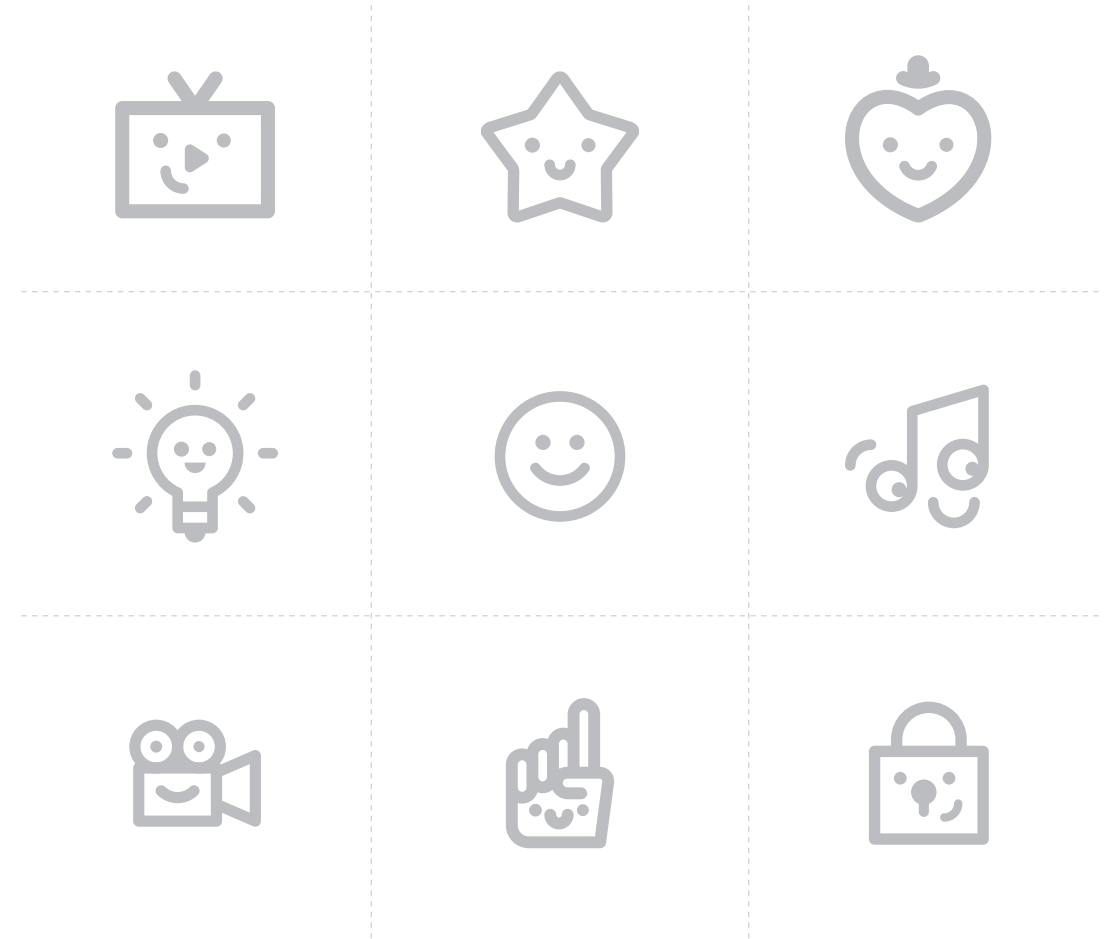
Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

Iconography

We use icons throughout our apps, websites, and other collateral. For a more kid-friendly experience, our icons have personalities.

Our icons and illustrations use thick lines with simple faces to add character to each icon. Generally speaking, we try to humanize elements and turn abstract ideas into relatable characters.

- The line weights are uniform, and do not vary too much between the object illustrations and the characters' facial expressions.
- Use straight on perspective to keep it simple.
- Do not fill in illustrations with a color. Keep the style outline driven.





CLOSING THOUGHTS

Thank you.

FOR ANY QUESTIONS— WE'RE AVAILABLE.

E-Mail:

creative@kidoodle.tv

Website:

kidoodle.tv