



# Brand Guidelines

Kidoodle.TV / A Parent Media Co.  
2019 Usage Guidelines

WHAT WE ARE

**Kidoodle.TV™** is a SAFE  
STREAMING™ platform  
for children ages 2-12,  
available in 140 countries.



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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.

We are moms, dads, uncles, and aunts—people with real families that will curate and monitor every aspect of the content and advertising appearing on our platform to ensure the SAFEST 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 to display our Full Color (Fig. 2 or Fig. 3) logo on a white/light background. Every attempt must be made to do this.

If the logo is placed on dark or colorful backgrounds, please use our white alternate (Fig. 4 & Fig. 5) 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: FULL COLOR ALTERNATE



FIG. 4: SINGLE COLOR MAIN



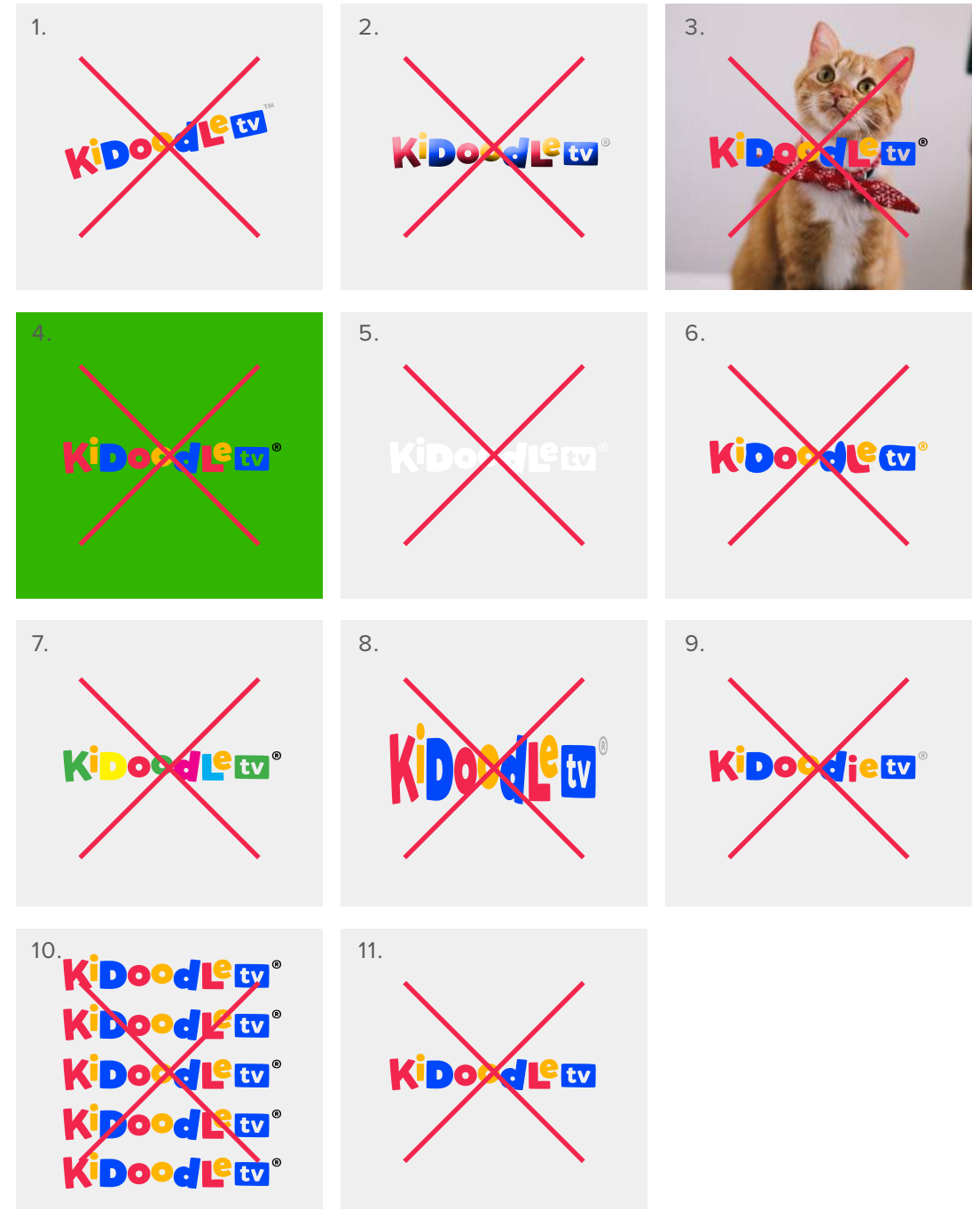
FIG. 5: SINGLE COLOR ALTERNATE

# 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, Opera TV, 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**  
**PMS COLOR:** 2728 C  
**HEX:** 0047BB  
**CMYK:** 90 68 0 0

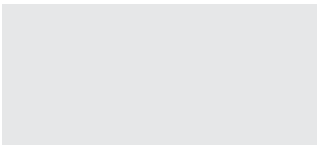


**Coral Red**  
**PMS COLOR:** 710 C  
**HEX:** E03E52  
**CMYK:** 0 84 46 0



**Mustard Yellow**  
**PMS COLOR:** 1235 C  
**HEX:** FFB81C  
**CMYK:** 0 31 98 0

2. SUPPORTING COLORS



**Background Elements  
/ Alternating Color**

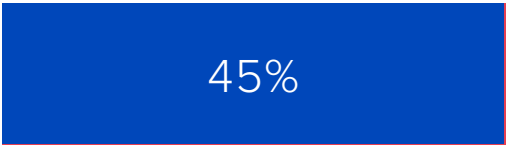


**Standard White  
Backdrop**



**Buttons & Accent  
Color— Limited use**

3. COLOR DISTRIBUTION WITHIN BRAND





# Typography

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

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)

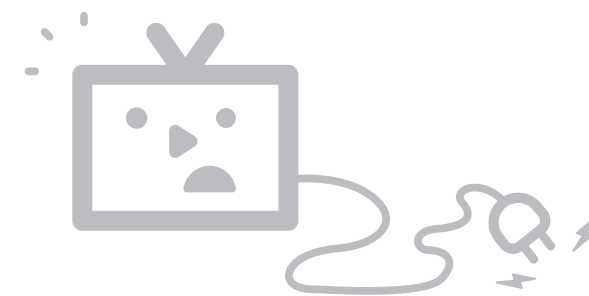
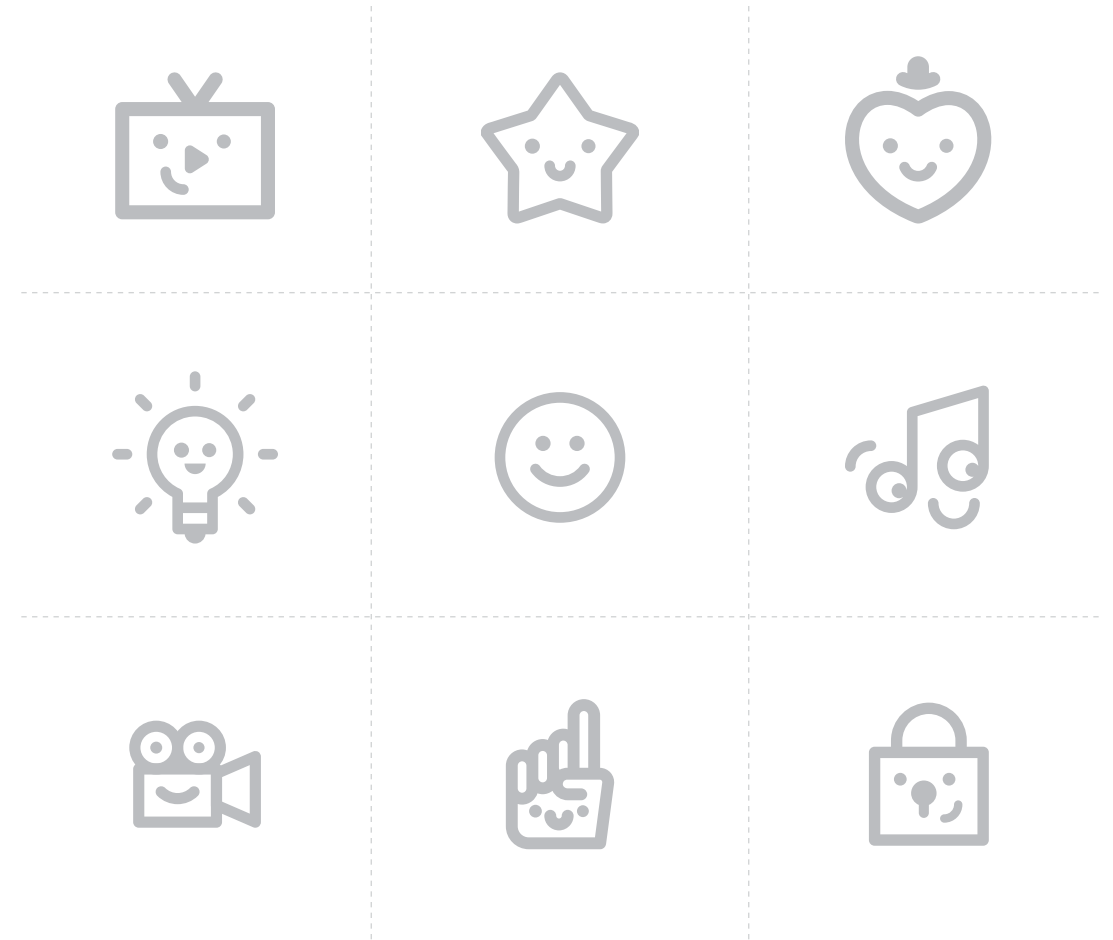
Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz

# 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.



08.

## Style and Voice

Kidoodle.TV™ should always be formatted in this way when separated from the logo. We are not Kidoodle.Tv or kidoodle.tv

For most brand applications, we keep things simple, using our brand colors as backgrounds or using simple shapes and patterns to keep things visually consistent.

To the right are some examples of brand application on collateral, generally keeping things clean and legible, but retaining a playful attitude through typography, colors, and messaging.

For Christmas, my child  
received a  
\_\_\_\_\_ from santa!

KiDoodleLeTV™

#safestreaming

What are you  
thankful for this  
#thanksgiving?

#safestreaming



**“My son has misunderstood the Tooth Fairy story. He is planning on punching her when she arrives to pull his teeth out.”**  
#parentingfail

KiDoodleLeTV™

#safestreaming

# Trademark

Kidoodle.TV™, Safe streaming™, Kid Safe Streaming™, and Kidoodle.TV Safe Streaming™ are registered trademarks of A Parent Media Co.

Earlier we gave you some rules for displaying our logos. In addition, there are also important rules for how we use our wordmarks, and they are described here.

The ® symbol signifies that a mark is registered in the U.S. Patent and Trademark Office. The ™ symbol is used with trademarks that have not yet been registered. Only use the ® when you are certain that a trademark has been registered with the USPTO. If you are uncertain, please use the ™ designation.

1. ALWAYS USE KIDOODLE.TV MARKS AS ADJECTIVES IN SENTENCES.

Correct: You can find endless streaming content on our Kidoodle.TV™ service.

2. ALWAYS FOLLOW THE USE OF OUR MARKS WITH THE ™ OR ® SYMBOL, AS APPLICABLE IN SUPERScript.

Correct: Kid safe streaming™ or Safe streaming™ are usable trademarks for the Kidoodle.TV™ service.

3. DO NOT USE OUR TRADEMARKS IN POSSESSIVE FORM

Incorrect: Go to Kidoodle.TV™'s website.

4. DO NOT USE THE ® SYMBOL WHEN REFERRING TO OUR COMPANY. IT IS ONLY USED WHEN KIDOODLE.TV IS EMPLOYED AS A BRAND TO IDENTIFY OUR PRODUCTS AND SERVICES.

Incorrect: Kidoodle.TV™, Co.



CLOSING THOUGHTS

# Thank you.

FOR ANY QUESTIONS— WE'RE AVAILABLE.

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