

# Brand Guidelines



“Through the magic of color, shape, and design, we unlock the doors to a child’s imagination, where every image becomes a story and every design sparks a new adventure.”

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# BRAND OVERVIEW



## Who we are?

We are a company that creates educational materials for kindergarten teachers and, indirectly, for children.

## What makes us unique?

In designing the materials, in addition to design elements, we also have over 23 years of experience working with preschool children and those with special educational needs. The materials are aesthetically pleasing, written according to the methodology and curriculum, simple, and intrinsic.



## What is our mission?

Our mission is to equip schools with functional and aesthetically pleasing materials that align with the curriculum, ensuring that every educational space is free from clutter and filled with resources that truly enhance teaching and learning.



## What is our vision?

Our vision is to revolutionize educational spaces by providing fresh, engaging, and innovative materials that captivate children's curiosity. In a world where children are constantly exposed to vibrant and dynamic content from TV and the internet, we aim to replace outdated school equipment with resources that are visually appealing and aligned with the curriculum.





## What are our core values?

### **Empowering Independence:**

We believe in fostering self-reliance and confidence in every child through thoughtfully designed, hands-on learning tools.

### **Nurturing Curiosity:**

Our materials are crafted to ignite a child's natural desire to explore and learn, encouraging a lifelong love of discovery.

### **Creating Prepared Environments:**

We provide resources that transform any space into a stimulating and supportive learning environment, tailored to the needs of each child.

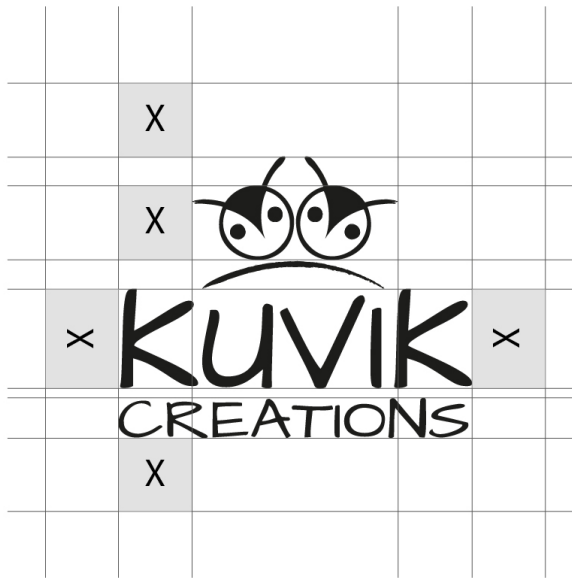




# BRAND IDENTITY



## LOGO



The owl is a symbol of knowledge and wisdom.

The repetition of the icon symbolizes the community of children, friendship, play, cheerfulness, and joy.

The Architects Daughter Typography is a unique and playful typeface. Incorporates a graphic, squared look typical of architectural writing, which adds a structured yet whimsical touch.

## Logo Color Variations

The black logo is used on light background.



The green logo is used on white background.



The white logo is used on dark background.



The black logo can be used on the gradient



## Dos and Dont`s

Never use the logo on colorful background or image.



Never stretch, distort, rotate or flip the logo.



Never add effect to the logo, including shadows, bevels or gradient.



Never alter the color of the typography or mark of the logo.





## TYPOGRAPHY

Montserrat  
36pt-Bold

# H1 HEADING 1- SAMPLE

Montserrat  
24pt-SemiBold

## H2 SUBHEADING 2- SAMPLE

Montserrat  
18pt-SemiBold  
Capital

### H3 SUBHEADING 3- SAMPLE

Montserrat  
18pt-SemiBold

### H3 Subheading 3- Sample

Montserrat  
12pt-Light

Paragraph -Sample

Sen  
Bold

Slogan -Sample

# COLORS

## Primary colors

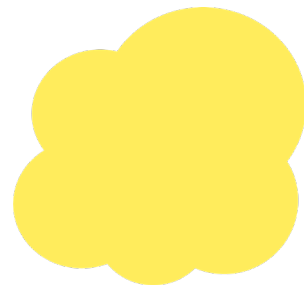


#146152  
R=20 G=97 B=82  
C=86 M=36 Y=65 K=31  
closely matches Pantone 7723 C



#44803F  
R=68 G=128 B=63  
C=76 M=27 Y=90 K=12  
closely matches Pantone 370 C

## Secondary colors

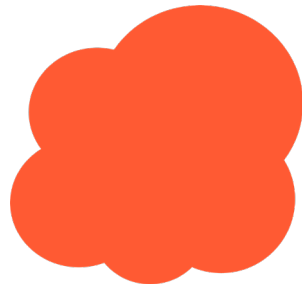


#FFEC5C  
R=255 G=236 B=92  
C=3 M=2 Y=72 K=0  
closely matches Pantone 106 C



#B4CF66  
R=180 G=207 B=102  
C=37 M=0 Y=72 K=0  
closely matches Pantone 584 C

## Highlights



#FF5A33  
R=255 G=90 B=51  
C=0 M=75 Y=77 K=0  
closely matches Pantone 172 C

## Gradient



Type: Linear Gradient  
Direction: Top to Bottom  
Start Color: R=180 G=207 B=102  
End Color: R=20 G=97 B=82  
Gradient slider location: 50%

## Colors in use



## Gradient in use

Gradient can only be used as background, never on typography, never with reduced opacity.



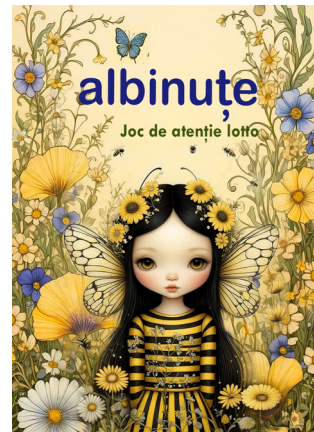
2 materiale didactice  
+ 1 album bonus!

**kuvik.ro**



The image is a promotional graphic for KUVIK CREATIONS. It features a green-to-dark-green gradient background. On the left, the KUVIK CREATIONS logo is at the top, followed by the text '2 materiale didactice + 1 album bonus!' in white, and the website 'kuvik.ro' in yellow. A dashed white line with an arrow points from the text to a large dashed white heart shape on the right. Inside the heart is a colorful illustration of two cartoon pig detectives: a male pig in a blue trench coat and cap, and a female pig in a pink trench coat and glasses, both holding magnifying glasses. They are standing in a European city street at night with lit-up buildings.

## IMAGERY







## BACKGROUND

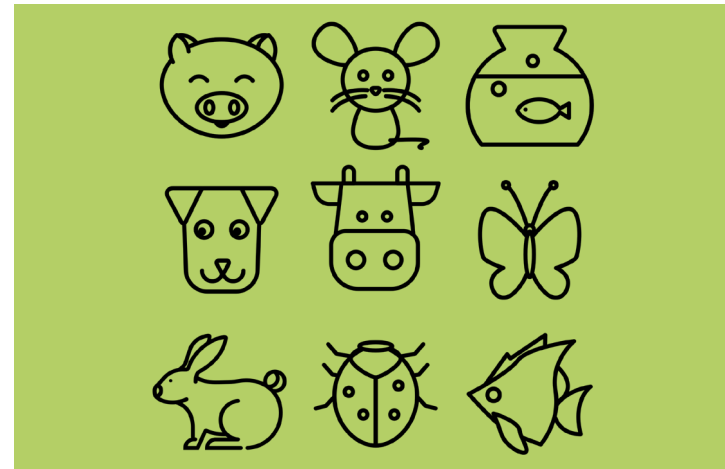
### Dashed line

Dashed line is used in white, yellow colors, with the arrow head. in the background. The size of the dash 15 px, distance 5 px, stroke 3 px.

Around the images is used as a frame and follows the same shape as the shape of the image.







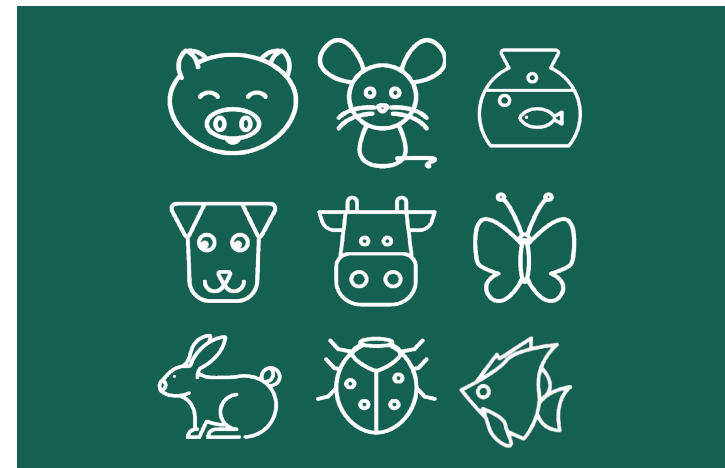
## Icons

**Color:** white, black, used with 20-30% opacity.

**Dimension:** between 50- 100 px.

Only the fallowing 9 icons can be used: piggy, mouse, fishtank, dog, cow, butterfly, bunny, ladybug, fish.

**Distance:** minimum distance between icons is 100 px, minimum distance between icons and text/ image 200 px.



## Web icons





# BRAND VOICE AND TONE



## Brand Voice and Tone

Our tone of voice reflects the essence of our brand—one that is playful, professional, engaging, and aesthetic. It's carefully crafted to communicate with children in a way that sparks joy and creativity while maintaining a level of professionalism that builds trust with parents and educators.

### ***1. Playful and Inviting***

Our tone should always feel light and fun, but never frivolous. We want to ignite a sense of wonder and curiosity in children, using language that invites them to explore and learn in an exciting way

„Become Santa`s helper, and find the missing toys!“



## ***2. Professional and Reassuring***

While our materials are playful, they should also reflect the professionalism and care that goes into their creation. This means using clear, concise, and respectful language for our audience, including parents and teachers. “Designed with proficiency and fun in mind.”

## ***3. Engaging and Motivational***

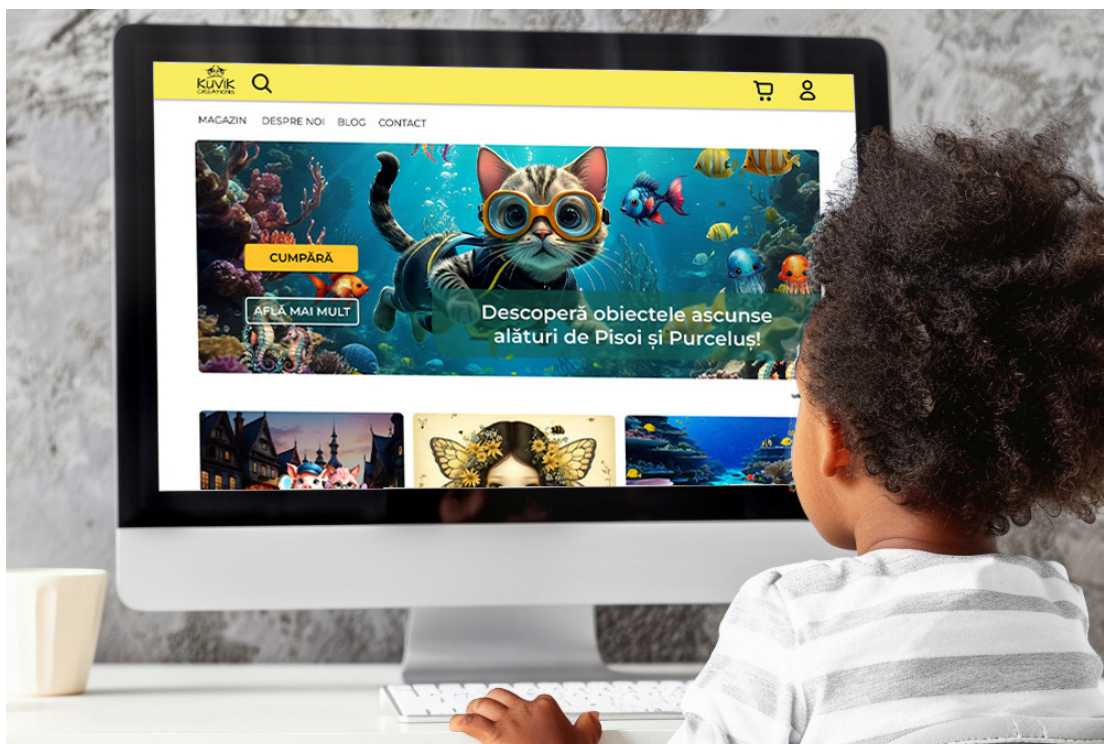
We aim to create an interactive experience. Our words should motivate children to engage with the content, think creatively, and take action. “You’re doing great—what will your next move be?”

## ***4. Aesthetic and Imaginative***

The tone should mirror the beauty of the visuals we create. Elegant but accessible, it should evoke a sense of creativity that aligns with the aesthetic appeal of the imagery. “Look for the hidden objects and tell a new story!”









# BRAND MESSAGING



## SLOGAN

English:  
Play. Learn. Enjoy.

Romanian:  
Joacă. Învăţare. Bucurie.

Hungarian:  
Játék. Tanulás. Öröm.





## EXAMPLES OF MESSAGING

“To inspire curiosity and creativity in children by delivering innovative educational tools that make learning fun.”

“To be the leading provider of creative learning materials for children worldwide, fostering a lifelong love for discovery and imagination.”

“Our brand combines child-friendly designs with evidence-based educational principles, ensuring children play, learn, and grow with every product.”

## KEY MESSAGES

“Our tools empower children to express their imagination freely.”

“Every product is designed with the input of educators and parents to ensure value.”

“We create a safe and inclusive space for children to explore new ideas.”

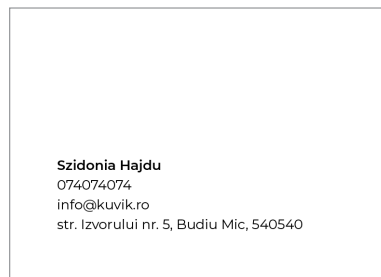
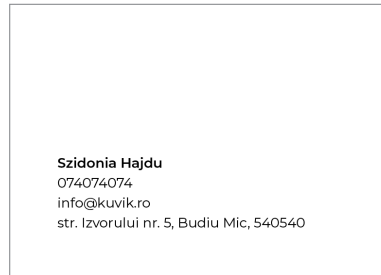


# BRAND APPLICATIONS

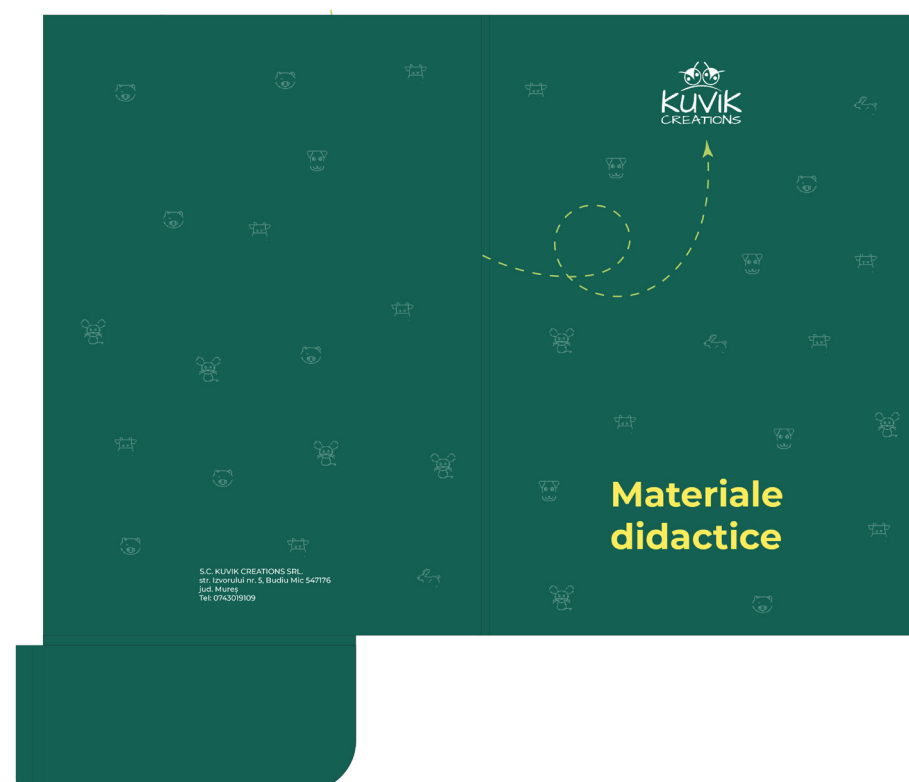
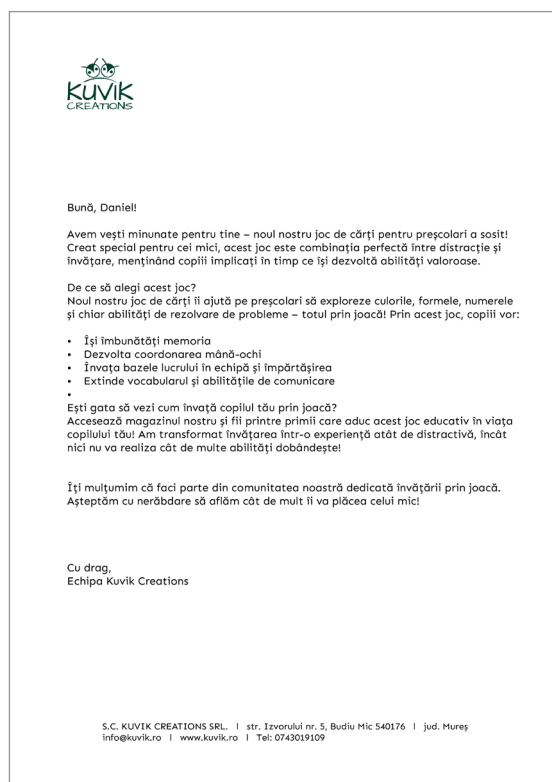
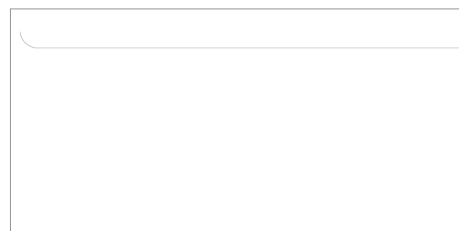


# STATIONARY

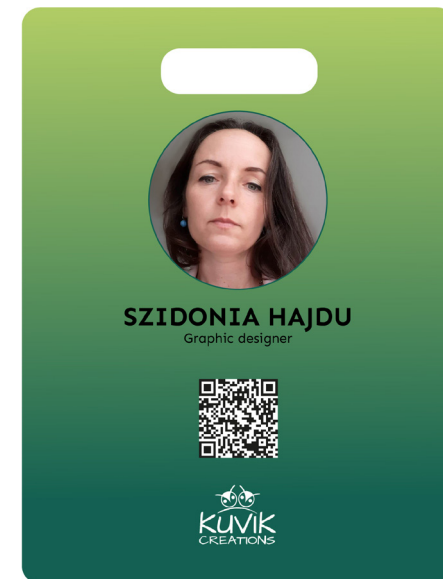
## Business card



## Letterhead, envelopes

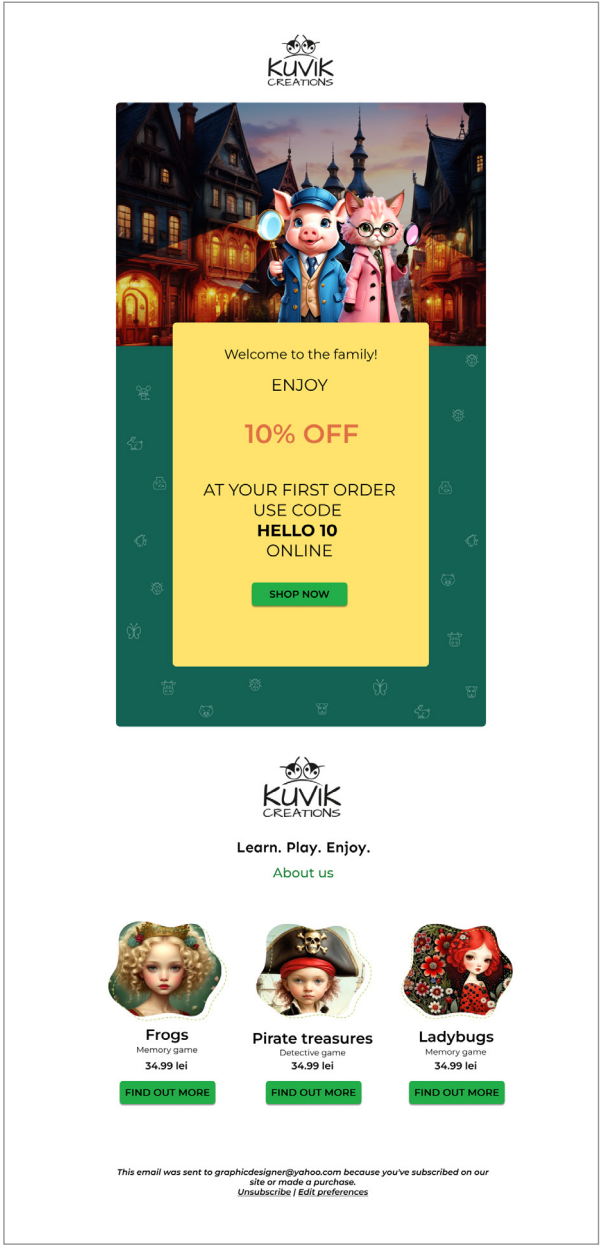
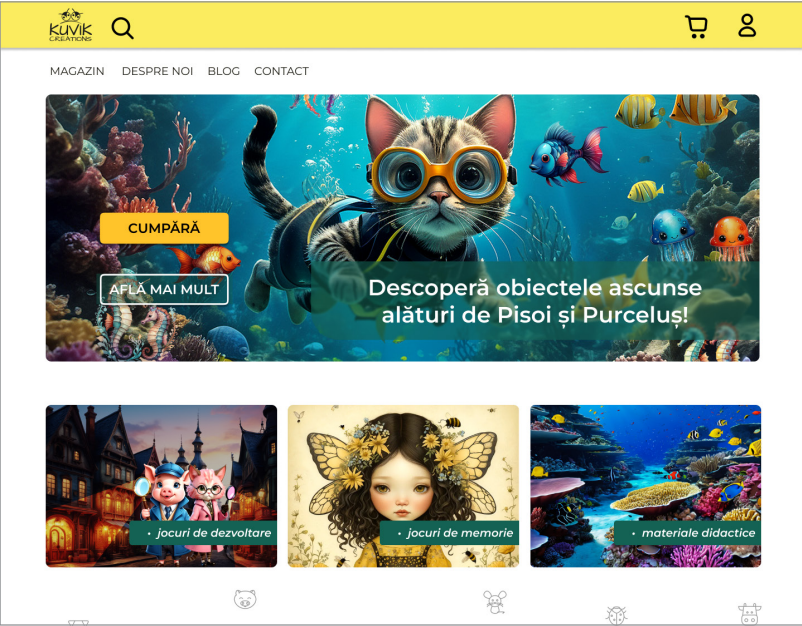


## Flyer, door hanger, identity card



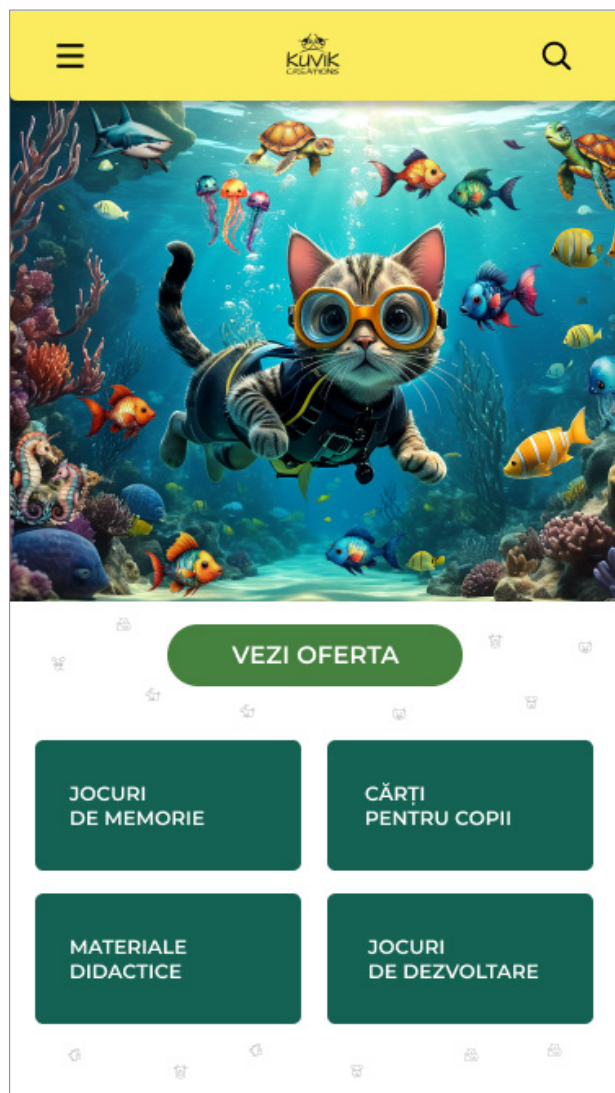
# DIGITAL PRESENCE

## Website, newsletter





## Mobile web





## Social media ads




La 2 materiale didactice  
cumpărate,  
+ 1 album bonus!

**kuvik.ro**



Cumpără  
2 materiale didactice  
și primești  
+ 1 album bonus!

**kuvik.ro**  
Joacă. Învățare. Bucurie.



Materiale didactice

**kuvik.ro**



Fii ajutorul Moșului  
și caută jucăriile pierdute!

Învățare. Joacă. Bucurie.

**kuvik.ro**



**kuvik.ro**

Joacă. Învățare. Bucurie.

## Packaging





## EXAMPLES AND CASE STUDIES





Cumără 1 joc de memorie  
și primești  
+ 1 album bonus!

**kuvik.ro**

Joacă. Învățare. Bucurie.



La 2 materiale didactice  
cumpărate  
+ 1 album bonus!

**kuvik.ro**

Joacă. Învățare. Bucurie.





KUVIK  
CREATIONS



Jocuri de memorie  
și alte  
comori ascunse

**kuvik.ro**

Joacă. Învățare. Bucurie.

KUVIK  
CREATIONS



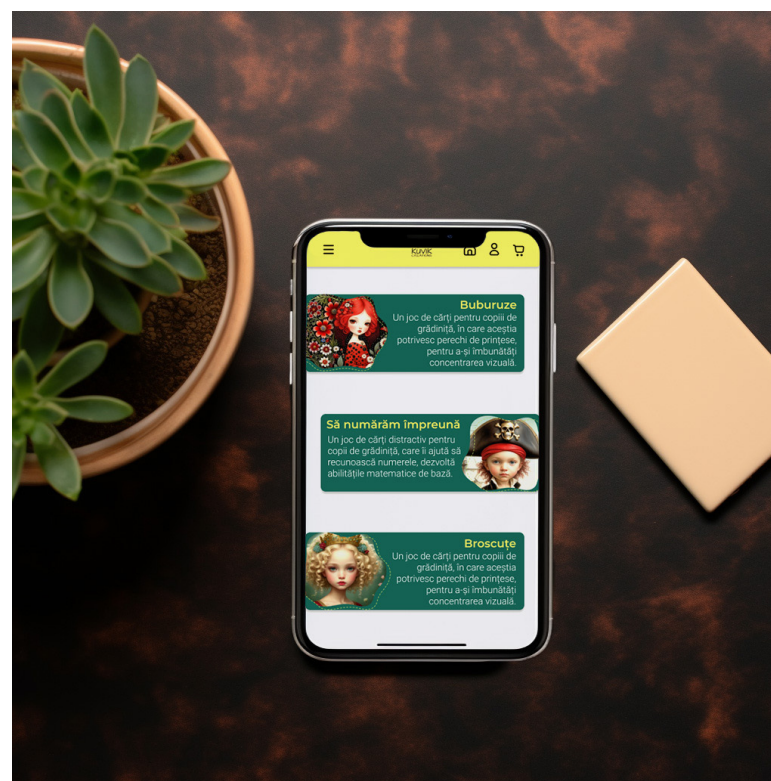
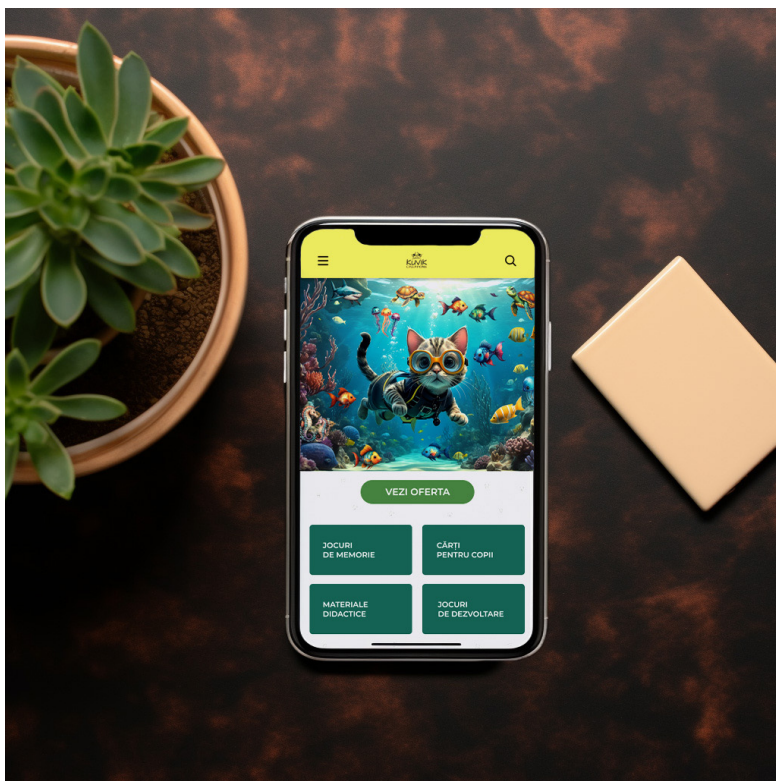
Materiale  
didactice

**kuvik.ro**

Joacă. Învățare. Bucurie.













## Acknowledgements

I would like to extend my deepest gratitude to my teachers from Pixellab School. Your patience and dedication were instrumental in my growth. Your guidance has been invaluable.

To my family, thank you for your unwavering support. Your belief in my ideas and your encouragement have been my driving force.

Thank you all for being a part of this journey.

For more information visit our website, contact us, and follow us on social media.

**kuvik.ro**

**<https://www.facebook.com/kuvikcreations>**

