



Brand Toolkit Guidelines

About Makoons

Makoons is an early childhood education brand built around joyful, hands-on learning and meaningful real-world experiences.

It's **colourful wordmark** and **polar bear mascot** express curiosity, warmth, trust and the energy of childhood.

This **Brand Toolkit** defines how the Makoons logo and approved colours should be used **consistently** across digital, print, school environments, franchise communication and partner collaborations.



KIDS UNPLUGGED
pre-school. daycare. activity centre.

Makoons Official Logo

01

The Logo

LOGO Anatomy

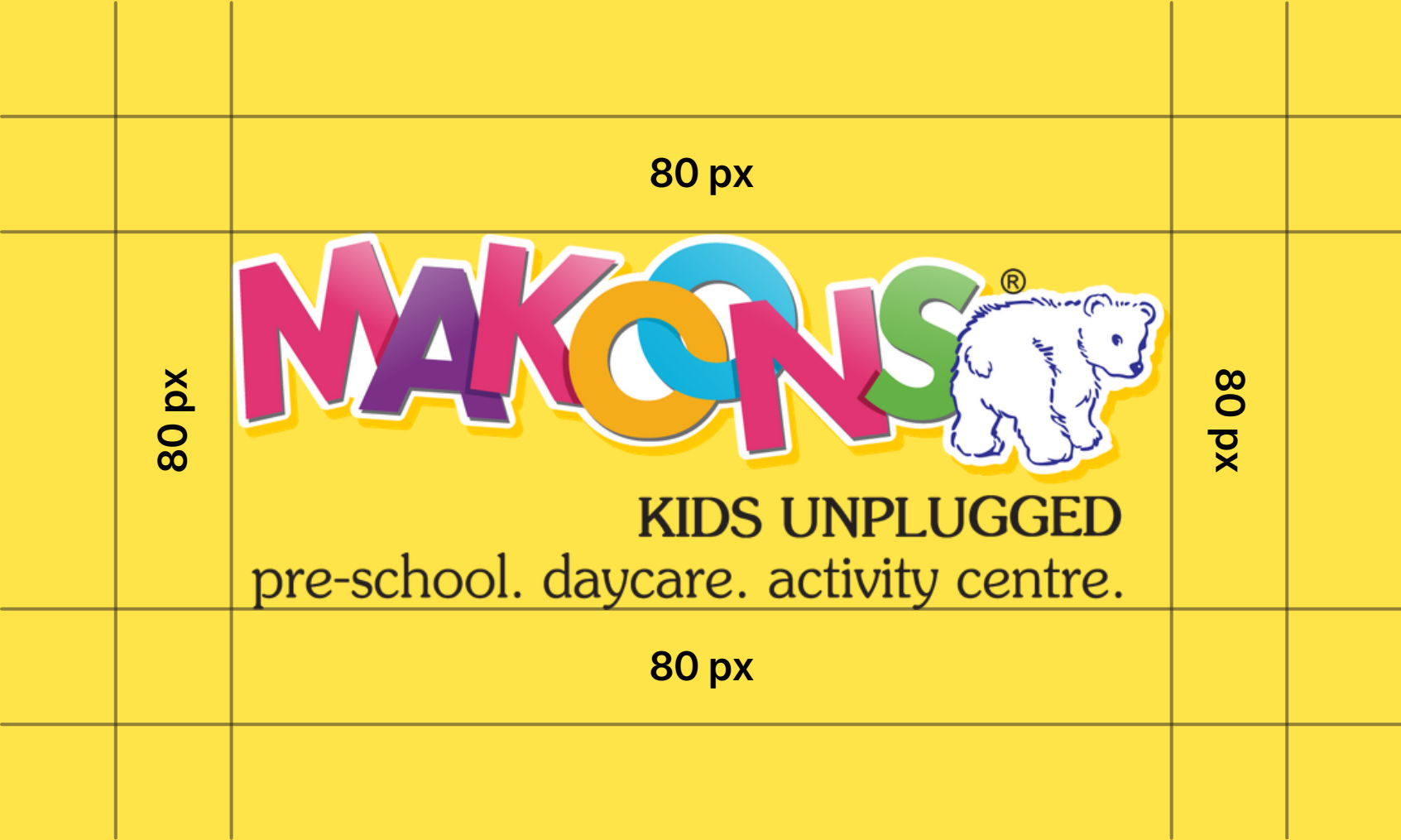
- 01. **Wordmark** - Colourful overlapping MAKOONS letterforms.
- 02. **Registered Mark** - Keep the ® wherever it appears in the supplied artwork.
- 03. **Bear Mascot** - The polar bear represents curiosity, warmth and childhood.
- 04. **Kids Unplugged** - The core Makoons brand philosophy.
- 05. **Descriptor** - pre-school. daycare. activity centre.
- 06. **Offset Shadow** - Always retain the original supplied construction.

Do not redraw, edit or rearrange the logo components.



Safe Space

Maintain sufficient space around the logo, equal to the height of the icon (as illustrated), to ensure it is not crowded or obstructed.



Alignment and Placement

Align to the layout grid first, then correct optically if needed.



Correct Logo Usage

- **Bold colors** emphasize, grab attention, and highlight key elements.
- **Light colors** provide balance, creating soft backgrounds or subtle accents.
- **Proper placement** ensures contrast and readability while maintaining a harmonious design.

Light Background



Dark Background



Alternative Light Background



Makoons Yellow Background



Makoons Cyan Background



Makoons Green Background



Makoons Pink Background

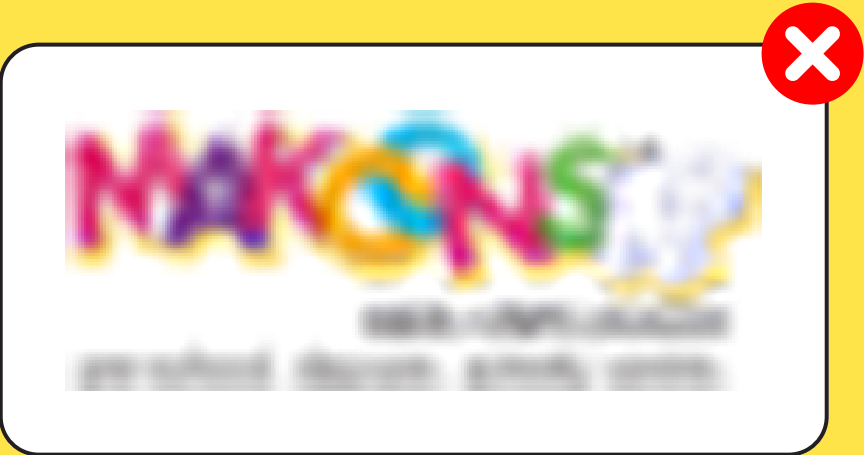
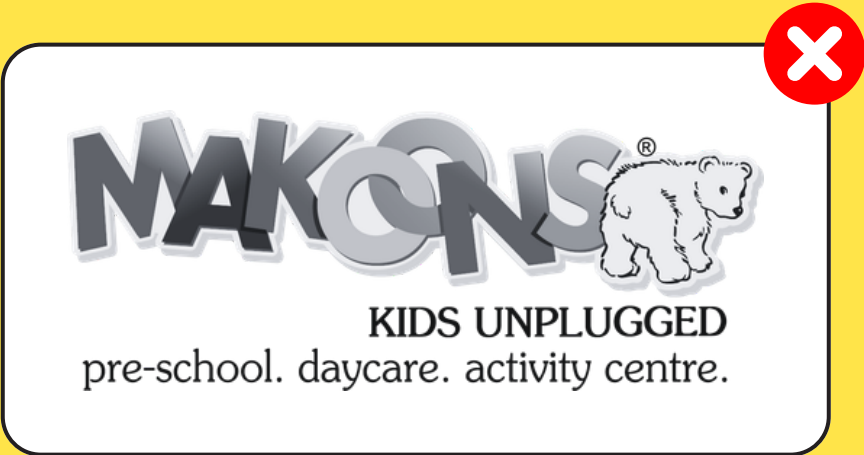
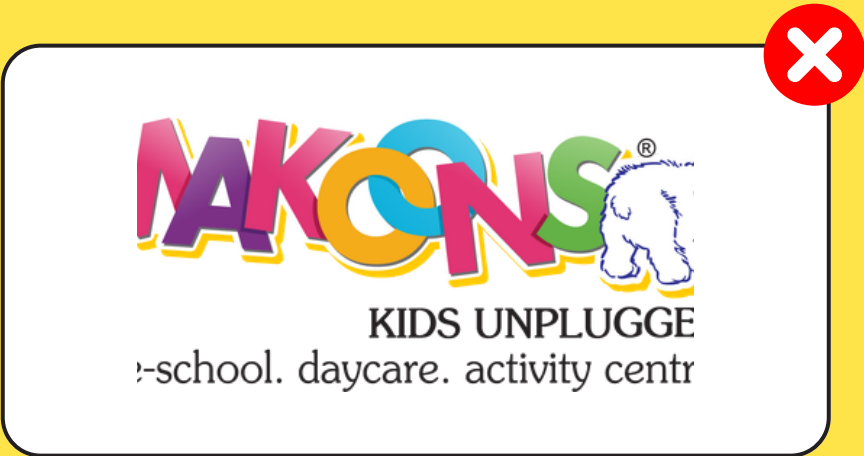


Makoons Purple Background



Incorrect Logo Usage

Never alter the approved file.
These changes damage recognition.



02

Brand Colours

Makoons Colours

These are the **official colours** derived from the supplied Makoons logo artwork.

Makoons Yellow

HEX #FFE449

RGB 255, 228, 73

CMYK 0, 11, 71, 0

Makoons Cyan

HEX #5DC1E6

RGB 93, 193, 230

CMYK 60, 16, 0, 10

Makoons Green

HEX #68B036

RGB 104, 176, 54

CMYK 41, 0, 69, 31

Makoons Pink

HEX #E13572

RGB 225, 53, 114

CMYK 0, 76, 49, 12

Makoons Purple

HEX #753E8E

RGB 117, 62, 142

CMYK 18, 56, 0, 44

Makoons Charcoal

HEX #231F20

RGB 35, 31, 32

CMYK 0, 11, 9, 86

03

Tuko - The Mascot



Meet TUKO

The Friendly Face of Makoons

Tuko is more than a mascot.

He is a **playful expression** of the **warmth, curiosity, joy, and imagination** that define the Makoons experience.

These guidelines establish how Tuko should be represented across every application - ensuring that his **identity, proportions, colours, expressions, poses, and overall character remain consistent** wherever he appears.

TUKO Pose Library

Tuko in Different Poses

A versatile set of Tuko poses for different communication needs.

- 1) Pointing Tuko
- 2) Thinking Tuko
- 3) Signboard Holding Tuko



ONE BRAND. ONE IDENTITY.

Every **logo placement, colour, typeface, visual, and mascot application** shapes how people experience **Makoons**.

These guidelines are designed to keep our identity **recognisable, consistent, and meaningful** across every touchpoint.

Consistency builds recognition.
Recognition builds trust.
And **trust** builds a stronger brand.

Wherever **Makoons** appears, it should always feel **unmistakably Makoons**.