



Mascot 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

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**.