08

BRAND GUIDELINES

Imagine. Learn. Discover.

Official identity & media usage reference



BRAND ESSENCE

AYO Explores is a global children's entertainment and learning brand for ages 4-7. Our voice is playful, curious, kind, welcoming, and culturally respectful. Every adventure encourages discovery, imagination, and friendship.

OFFICIAL CHARACTER COLOR STANDARDS

SKIN	HAIR	PINK	TEAL	GOLD	CORAL	SHOES
#8B3F2C	#1C1411	#F25C8D	#1FB5A9	#F2B134	#E2454F	#E94B86

Preserve warm skin and hair tones, consistent outfit stripes, and approved character proportions.

LOGO & CHARACTER

Use only approved AYO Explores artwork. Do not distort, recolor, crop into key features, redraw, or alter Ayo's face, hair, outfit, or proportions. Keep logos legible with clear space.

VOICE & TYPOGRAPHY

Use the established press-kit Helvetica-style type and official logo lettering. Write in warm, simple, age-appropriate language. Invite children to ask questions and explore, never stereotype cultures.

EDITORIAL USE, OWNERSHIP & PERMISSIONS

Approved press assets may be used for accurate editorial coverage with attribution to AYO Explores. Commercial use, advertising, merchandise, character adaptations, endorsements, and modifications require prior written permission. AYO Explores identifies its branding and creative assets as protected by trademark and copyright rights.

CHILD-CENTERED REPRESENTATION

AYO may not be used to advocate for or against a particular race, religion, political position, or gender-identity viewpoint. The brand celebrates people and cultures without endorsing identity-based agendas. Sensitive personal and family conversations remain with parents and caregivers.