

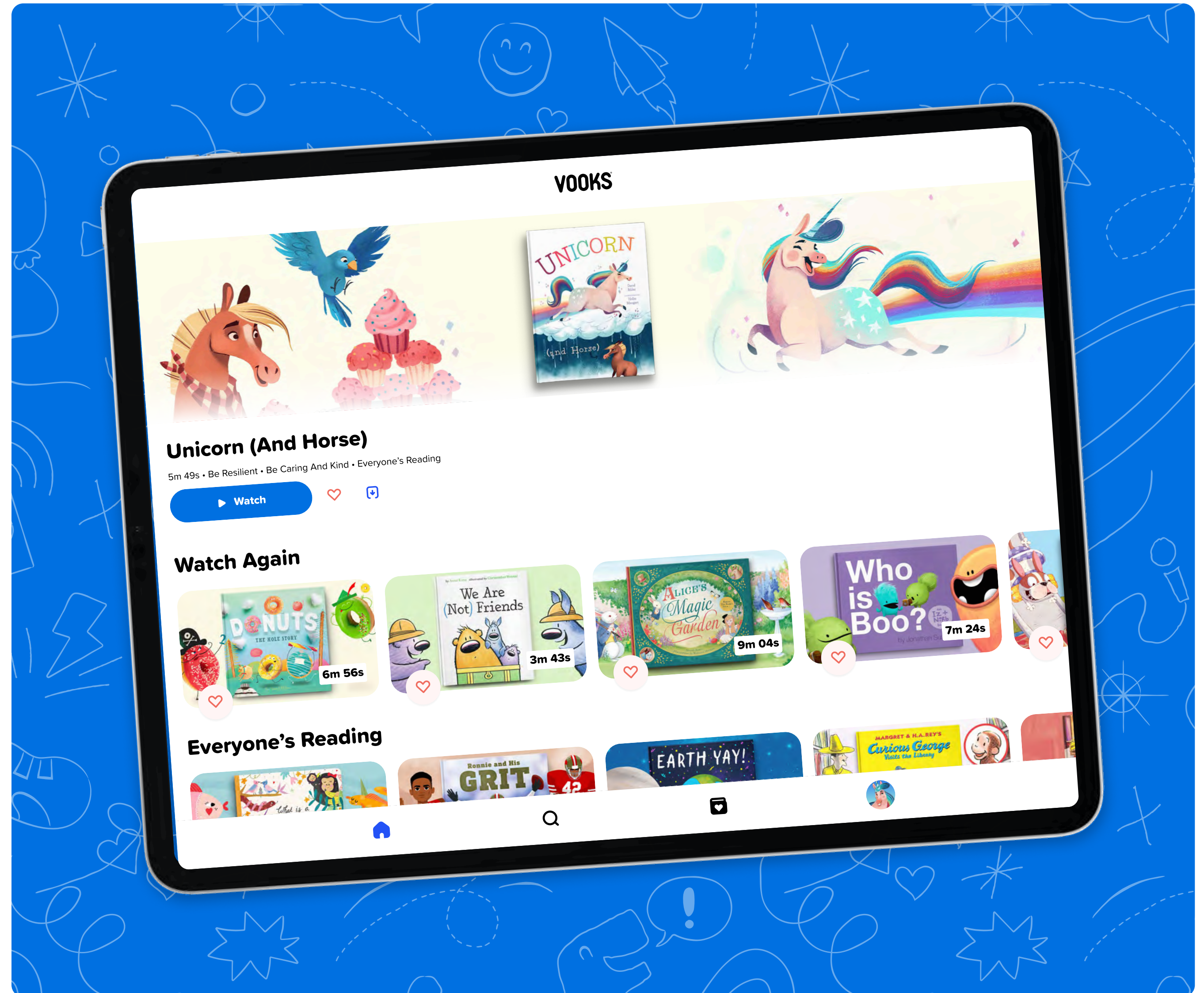


Brand Guidelines

Getting started with Vooks...

Storybooks brought to life!

Vooks combines the engagement of video with the literacy-building power of books for a whole new storytime experience! We bring children’s stories to life with subtle animation and deliberately paced narration that mimics a parent or teacher reading aloud. Highlighted read-along text helps kids connect what a word sounds like with what it looks like, and original music and sound engages without overstimulating. We are fun, safe, and educational screen time!





What Motivates Us

Purpose

We care deeply about who kids become.



The Future We're Creating

Vision

We are building the most trusted family brand—using the power of story to inspire confidence, creativity, and character in the next generation.



What We'll Accomplish

Mission

By the end of 2030, we will be a profitable business with 3 million paid subscribers and 100 million MAUs.



What fuels our mission

Our core values

These three core values are essential to our ability to thrive as a company. We believe that by using these values as guideposts for all actions and decisions made by our team, we best position ourselves to serve others well, further our mission, and maximize our impact on children, their families, and societies around the world.

Purpose: We ground our work in a shared purpose that turns everyday effort into lasting impact.

Focus: We focus our time, energy, and resources on what matters most to drive meaningful results.

Excellence: We give our best in everything we do, honoring the children, families, and educators who count on us.

Voice and Copy

Our voice

How we communicate

Vooks speaks with a warm, inviting, and approachable tone that feels like chatting with a trusted friend. We combine a sense of fun and enthusiasm with genuine inclusivity, making sure every voice feels welcome and valued. While our mission drives us, we never lose sight of the joy and excitement in learning together. Whether speaking to parents, teachers, or kids, Vooks remains consistently inviting and authentic, making everyone feel right at home in our community.

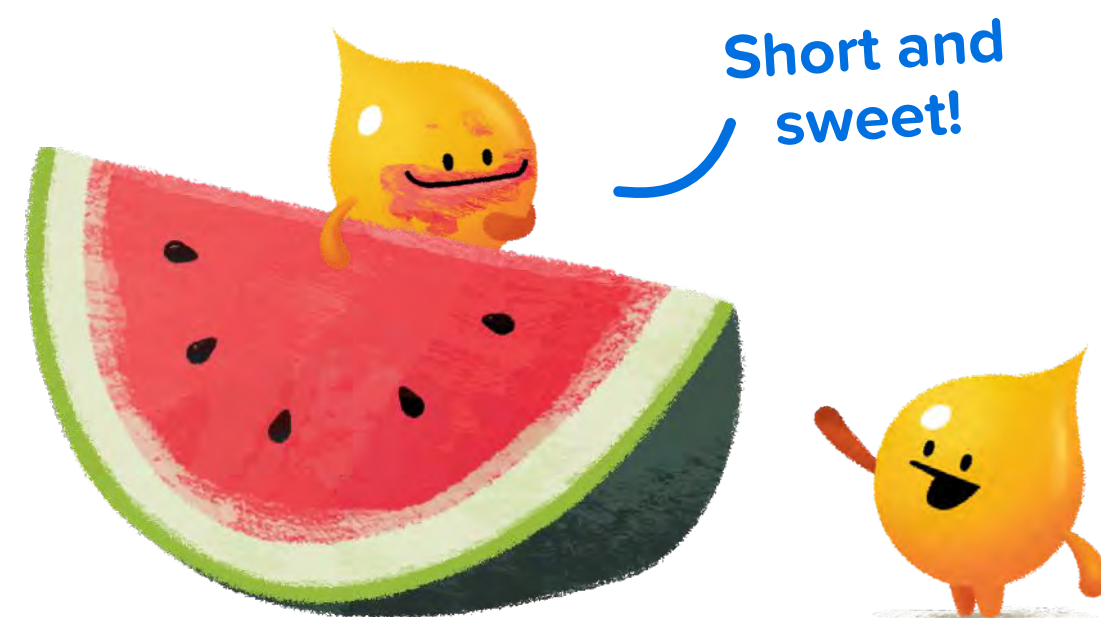
Storytime is the best time!
Let's learn and grow together!



About Vooks

Short description

Here are three main paragraphs describing what Vooks is. Each is slightly unique, particularly in length, but also in messaging. These represent the quickest and most succinct ways to talk about what Vooks is.



Option 1 (short)

Vooks combines the engagement of video with the literacy-building power of books for a whole new storytime experience! We bring children's stories to life with subtle animation and deliberately paced narration that mimics a parent or teacher reading aloud. Highlighted read-along text helps kids connect what a word sounds like with what it looks like, while engaging music and sound are designed to support reading comprehension.

Option 2 (shorter)

Vooks is an entire digital library of kids books brought to life with beautiful animation, read-aloud narration, read-along highlighted text, and engaging music and sound. We're educational, safe, and ad-free screen time that inspires a lifelong love of reading!

Option 3 (shortest)

Discover a whole new way to do storytime with Vooks, where kids books come to life with beautiful animation, read-aloud narration, read-along text, and engaging music and sound!

Primary Tagline

The power of story

**Additional Taglines and Key Phrases**

- Storybooks brought to life!
- Ignite a love of reading with Vooks!
- Animated read-aloud stories for kids!
- Turn screen time into storytime with Vooks!
- Educational, safe, and ad-free screen time that inspires a lifelong love of reading!
- A whole new way to do storytime!
- Learn to read. Read to learn. Learn to become.
- Engaging, entertaining, and educational, Vooks brings storybooks to life like never before!
- Read. Learn. Grow!



Logotype

Vooks Logotype

Primary Mark

The Vooks logo features a playful and modern design that evokes a sense of friendliness and trustworthiness. As a brand, it is critical that our visual identity appeals to a broad swath of users, from kids to teachers to parents to external partners; as such, our primary logo conveys a sense of welcoming inclusion and reliability.

[Download Logo Files](#)

The Vooks logo is displayed in white, featuring a playful, rounded font with a registered trademark symbol. It is centered on a light blue background.The Vooks logo is displayed in white, featuring a playful, rounded font with a registered trademark symbol. It is centered on a dark blue background.The Vooks logo is displayed in blue, featuring a playful, rounded font with a registered trademark symbol. It is centered on a white background.

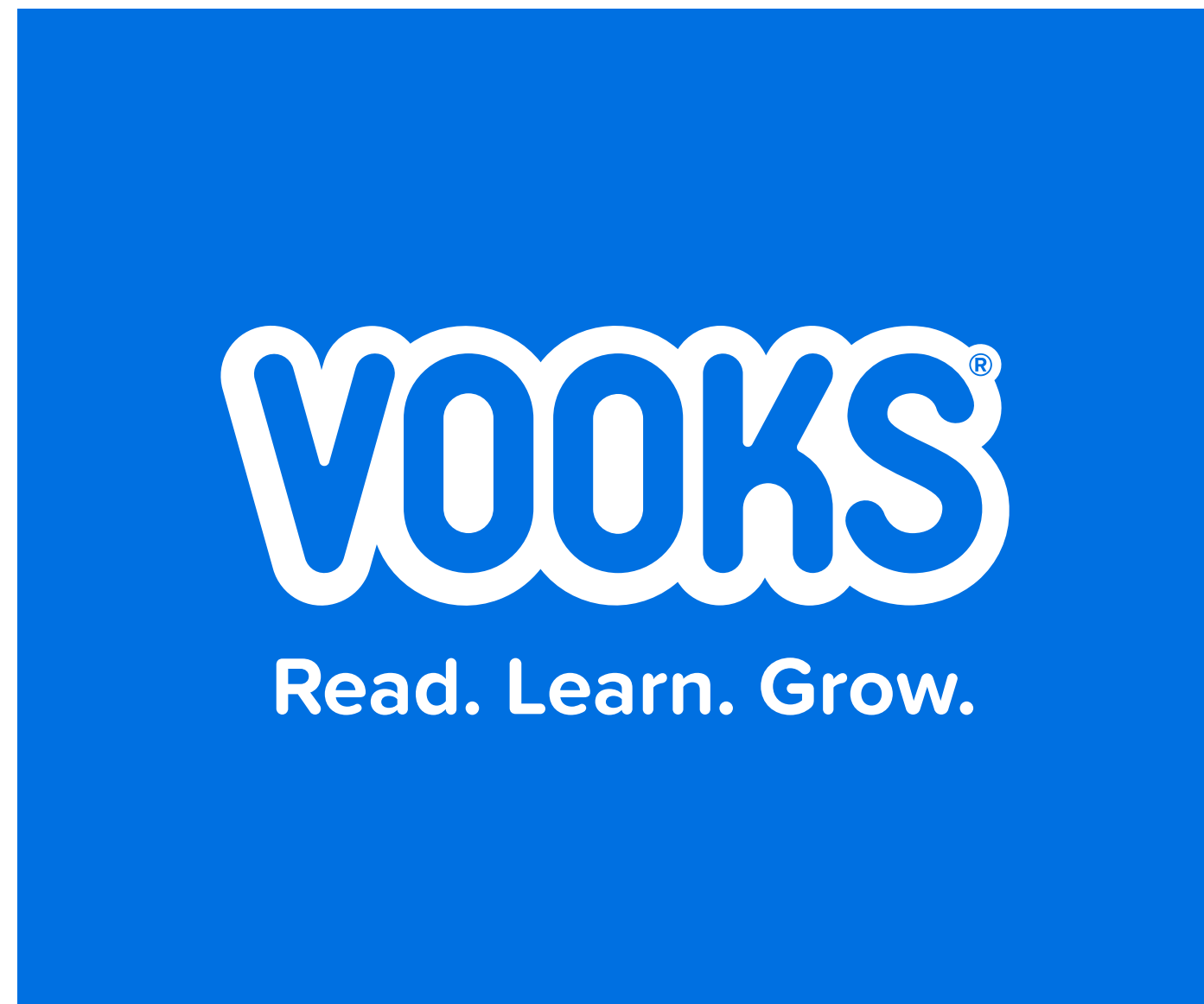


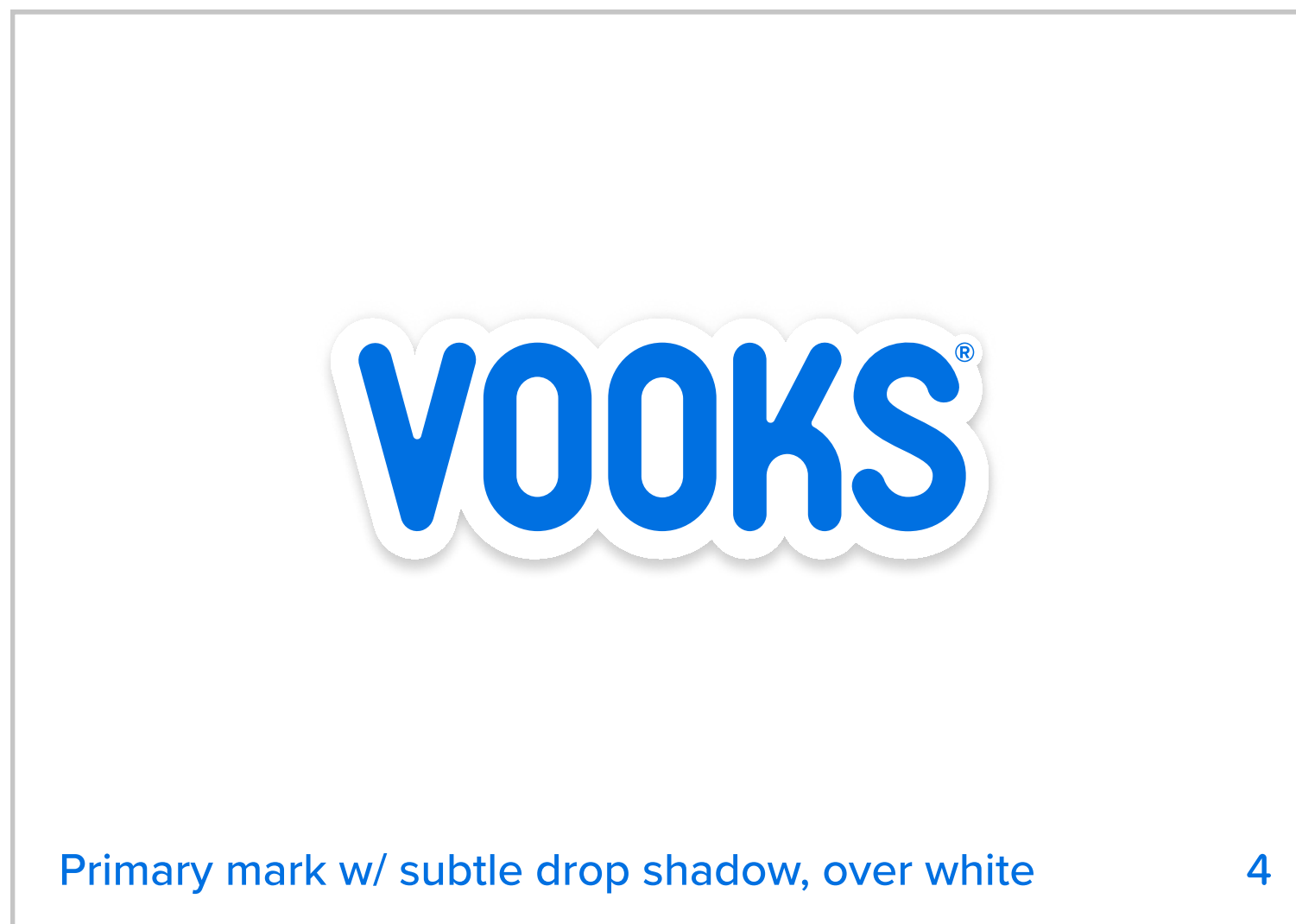
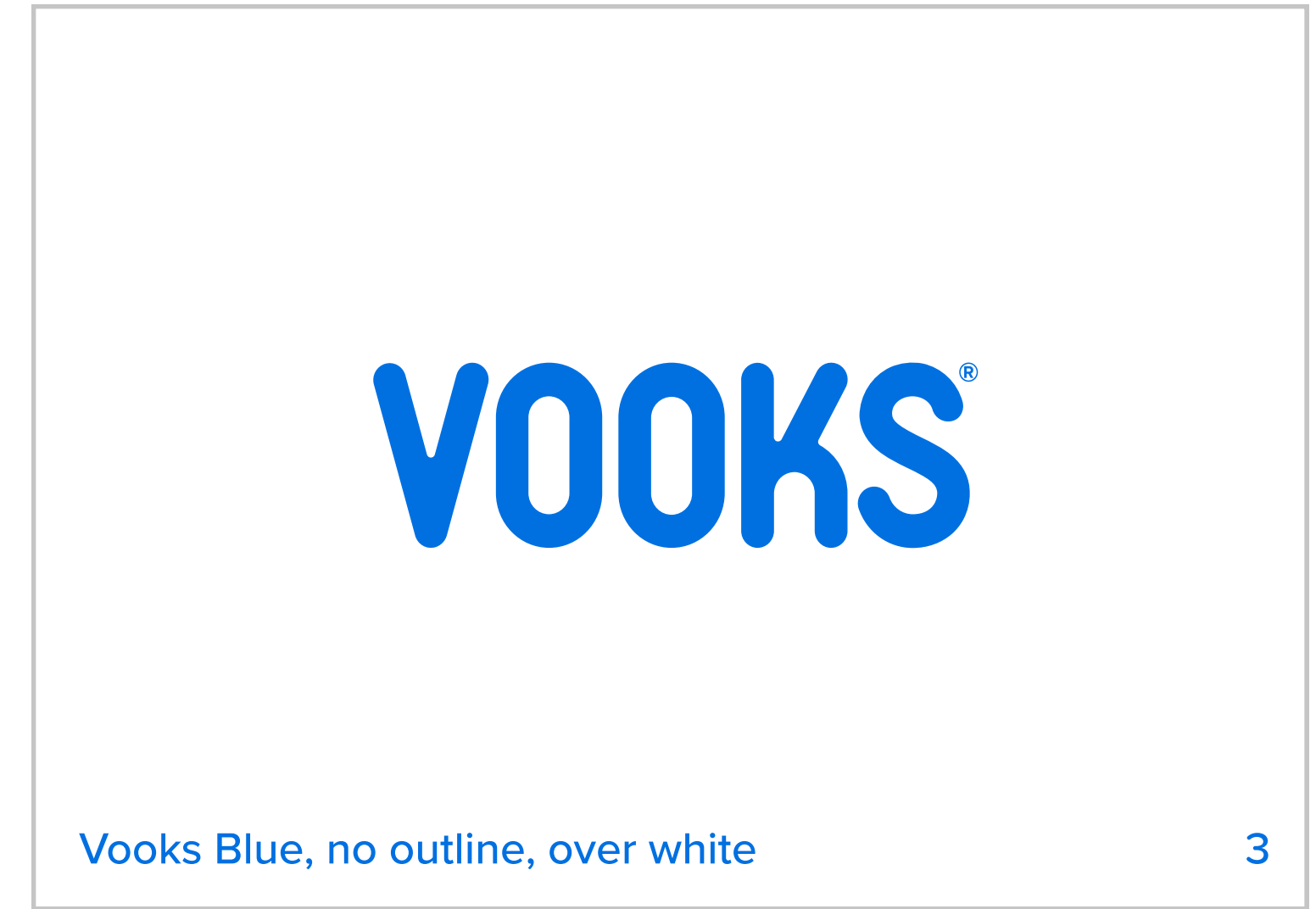
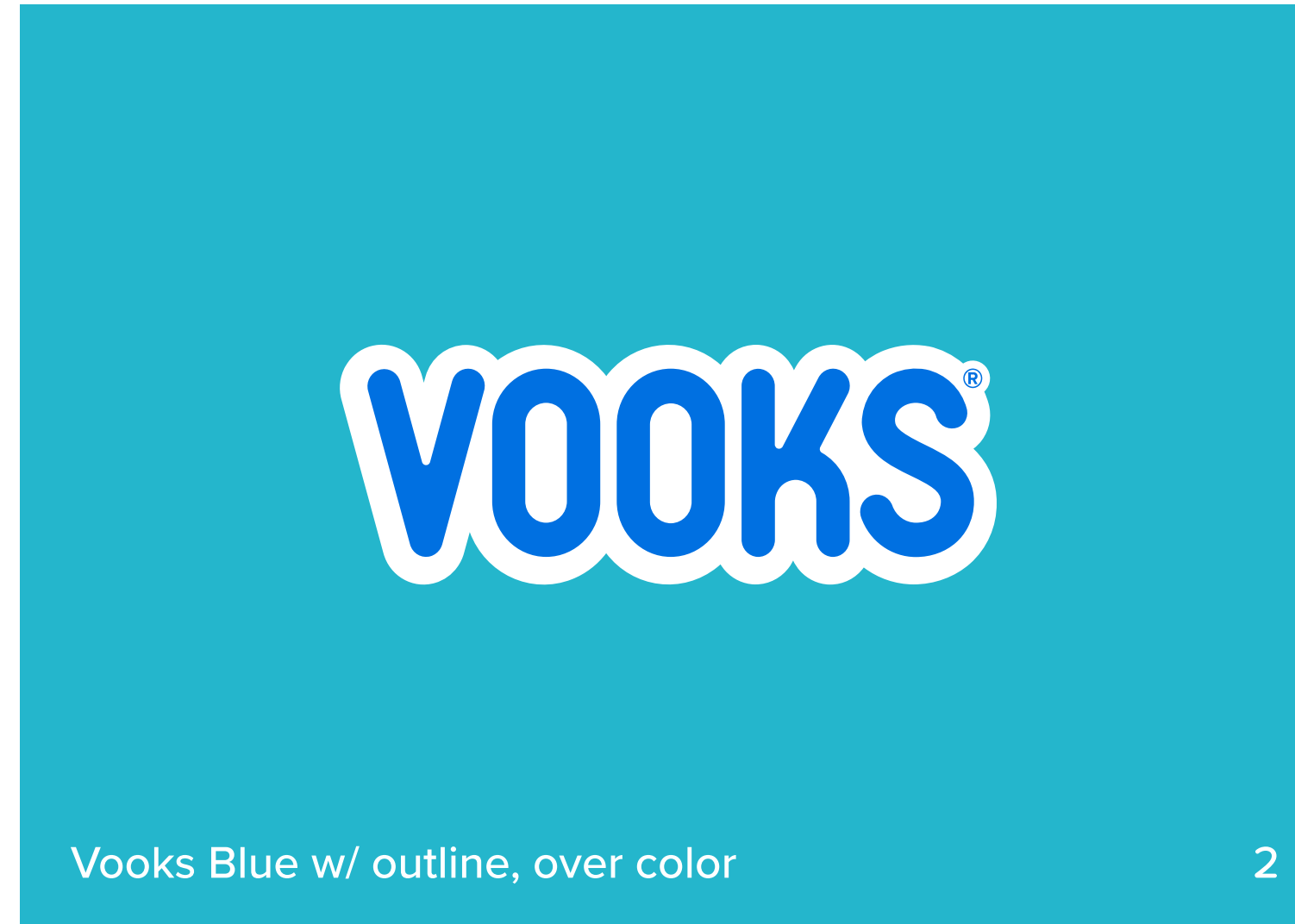
The minimum space that should be given to the Vooks logo.

Vooks Logotype

Secondary, with tagline

When applicable, our tagline text can be applied underneath the primary logo to create a secondary logo lockup. This same format is usable with any key tagline.





👉 Drop Shadow Note (1 & 4):
 A consistently applied, subtle drop shadow is used in a number of scenarios in order to increase contrast and create an added level of visual interest. This should be considered an exception to the rule, however. As such, do not apply a drop shadow without directly consulting the creative lead at Vooks for approval.





⊘ Don't #1

No image overlays or masks! No acid colors.



⊘ Don't #2

Avoid low contrast between logo and background.



⊘ Don't #3

Don't randomly rotate the logo, flip it upside down, or do any other similar hijinks!



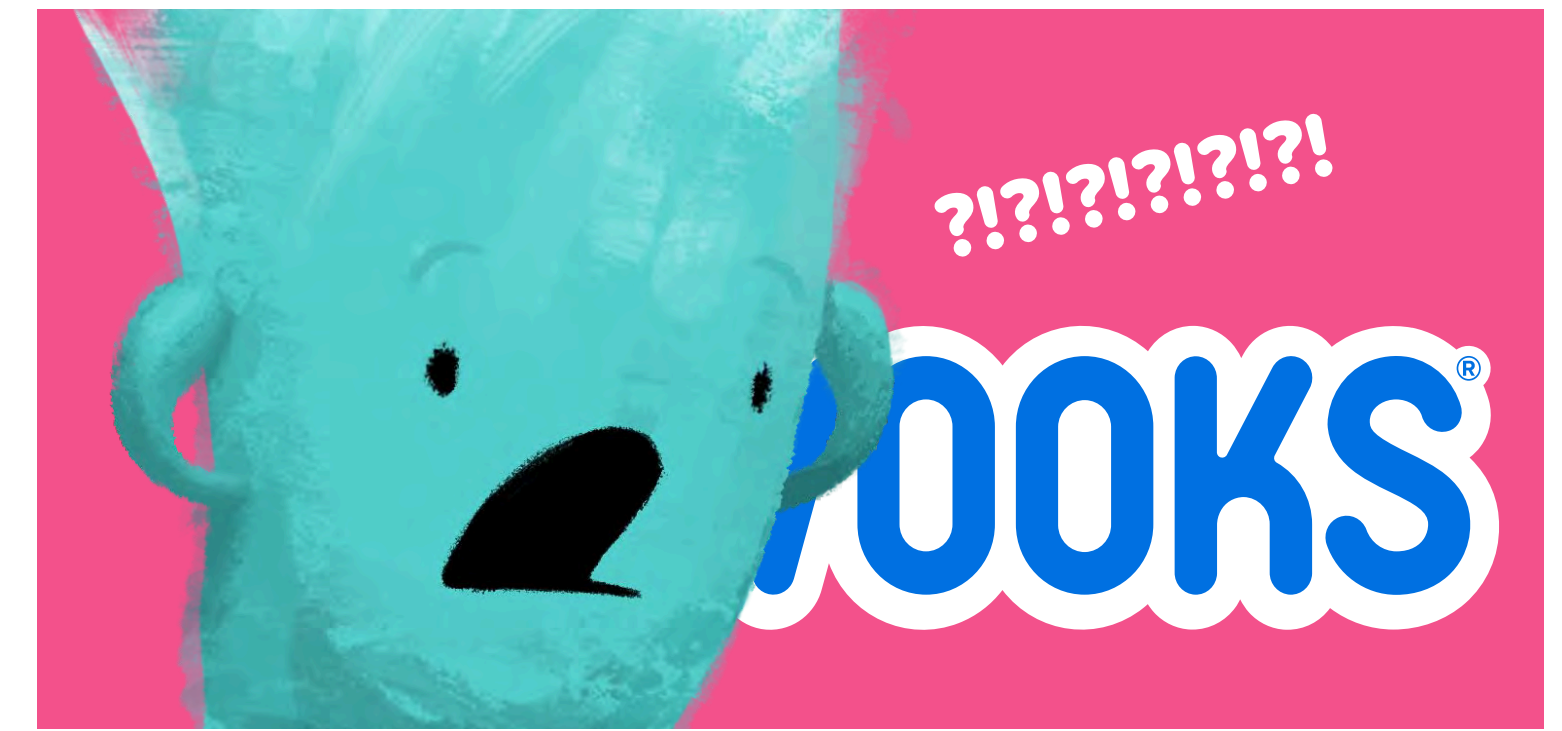
⊘ Don't #4

Don't make the logo obnoxiously large, and be mindful of whitespace.



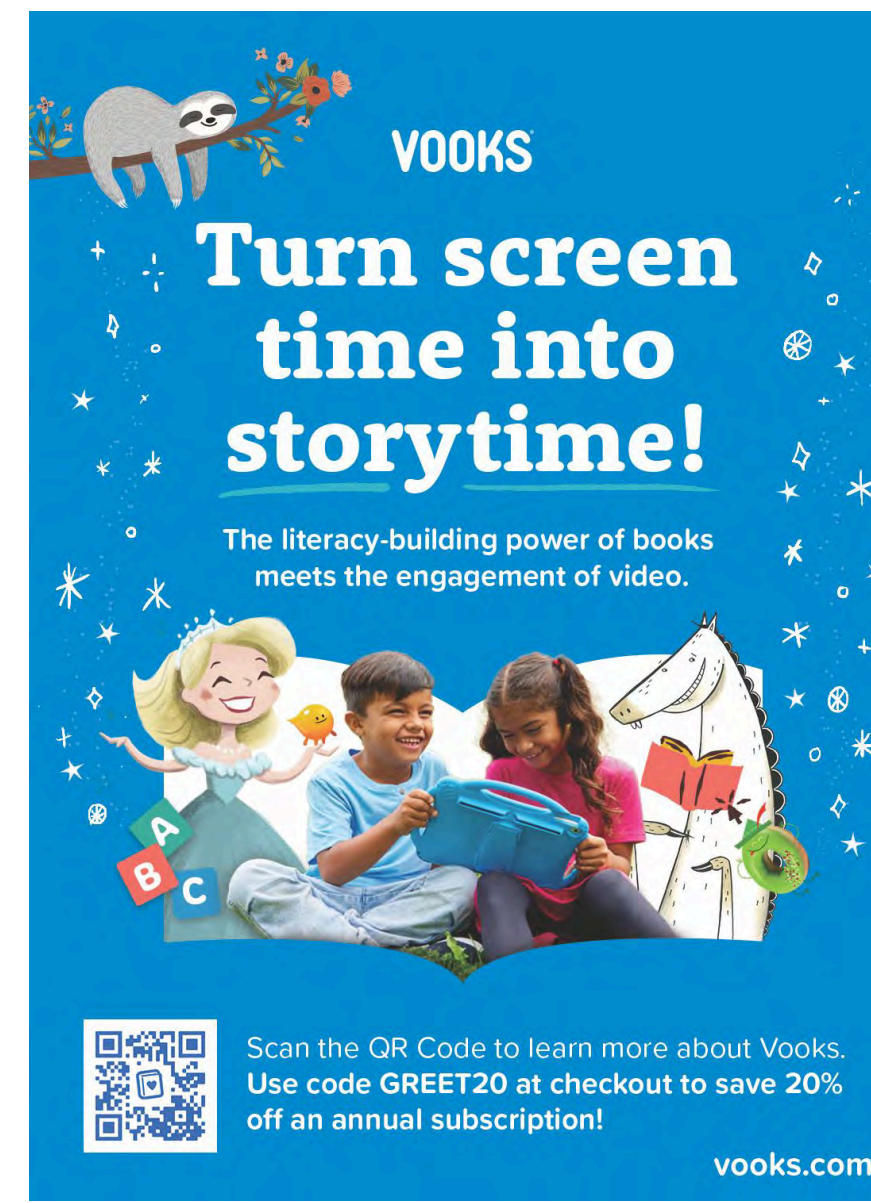
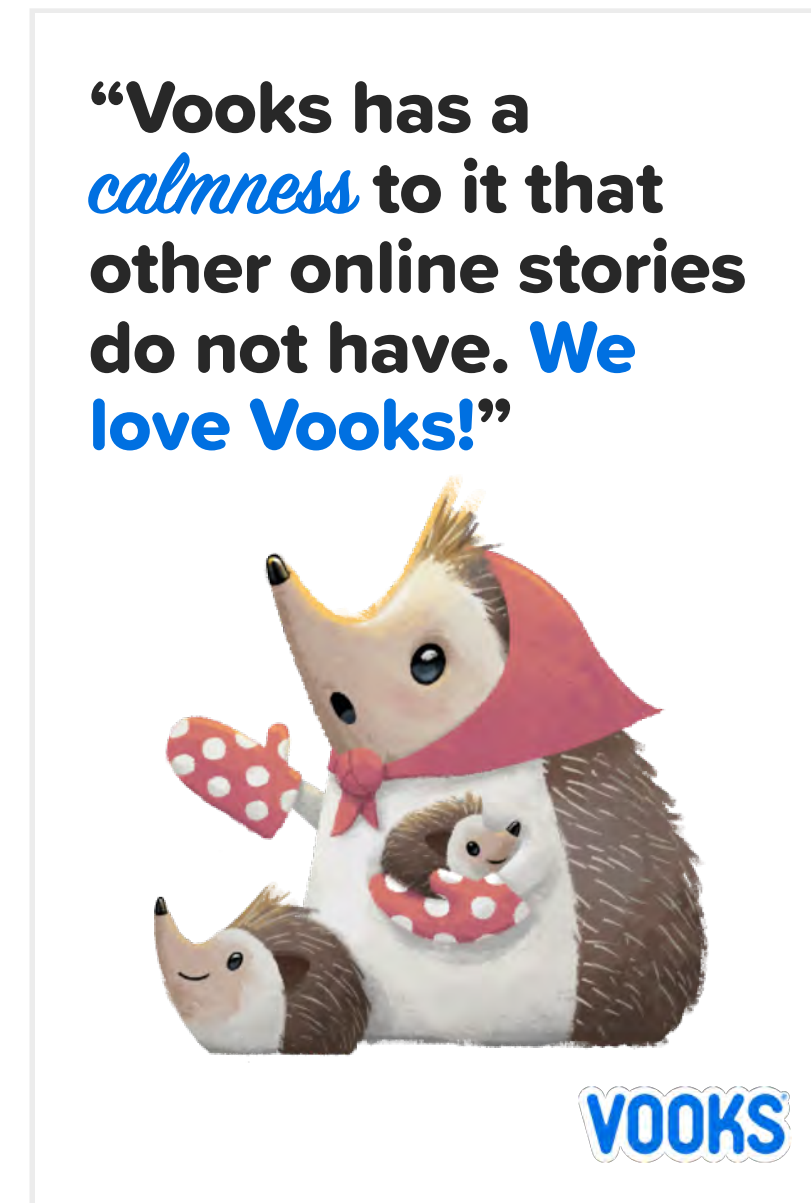
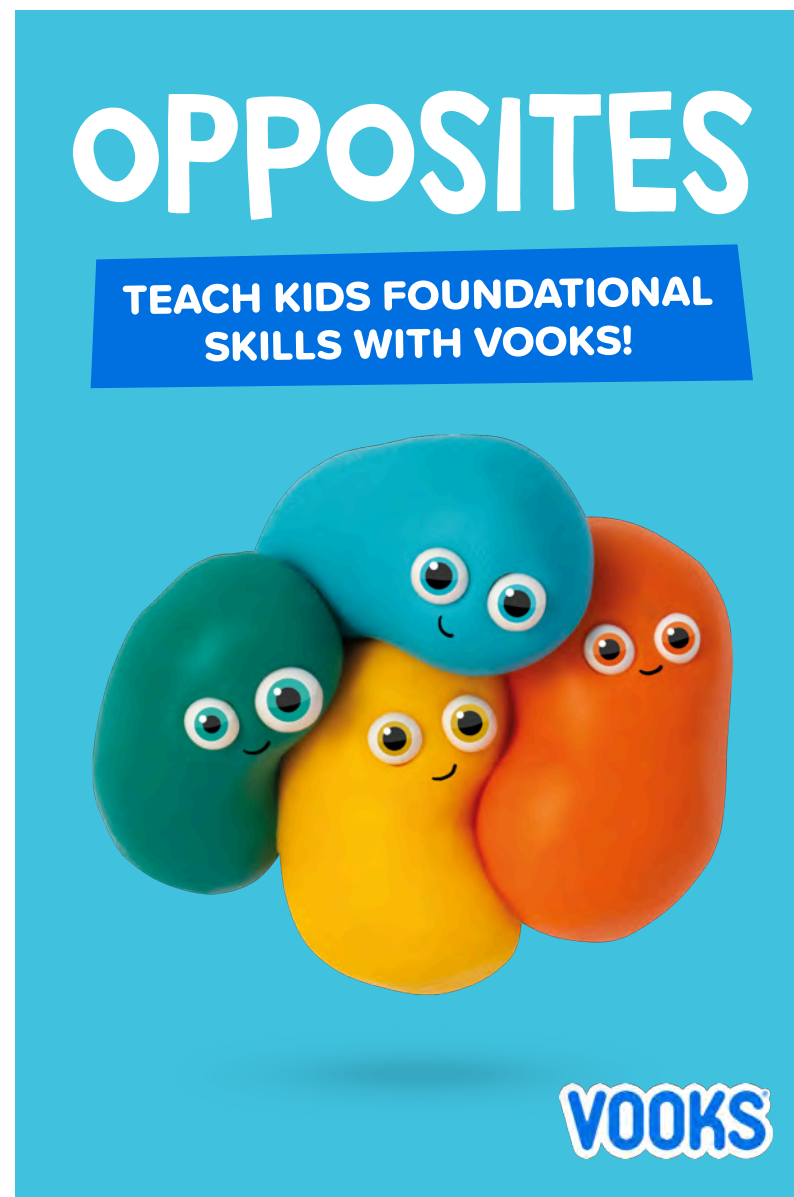
⊘ Don't #5

Never ever stretch or squish the logo. Ever. Please.



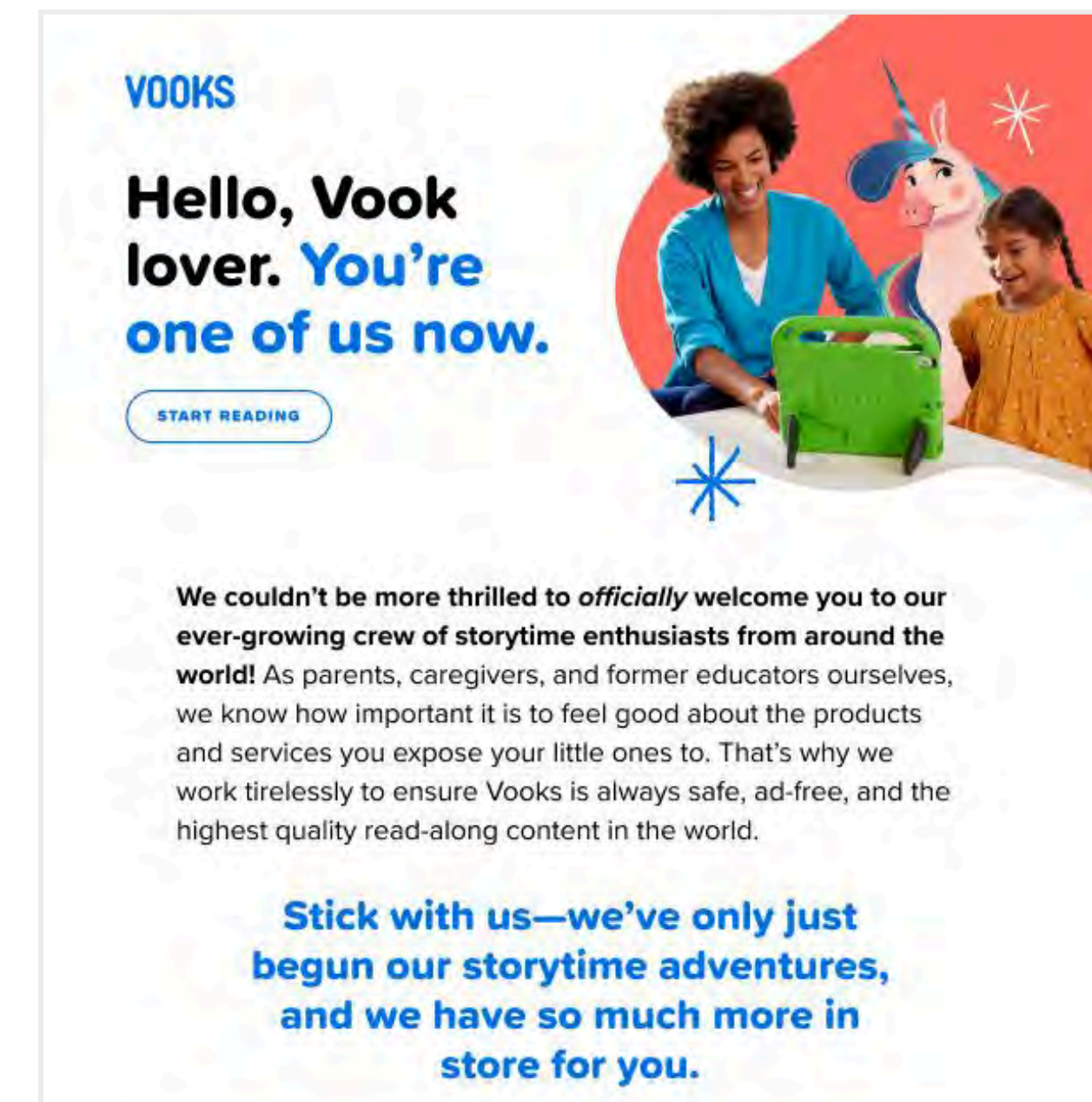
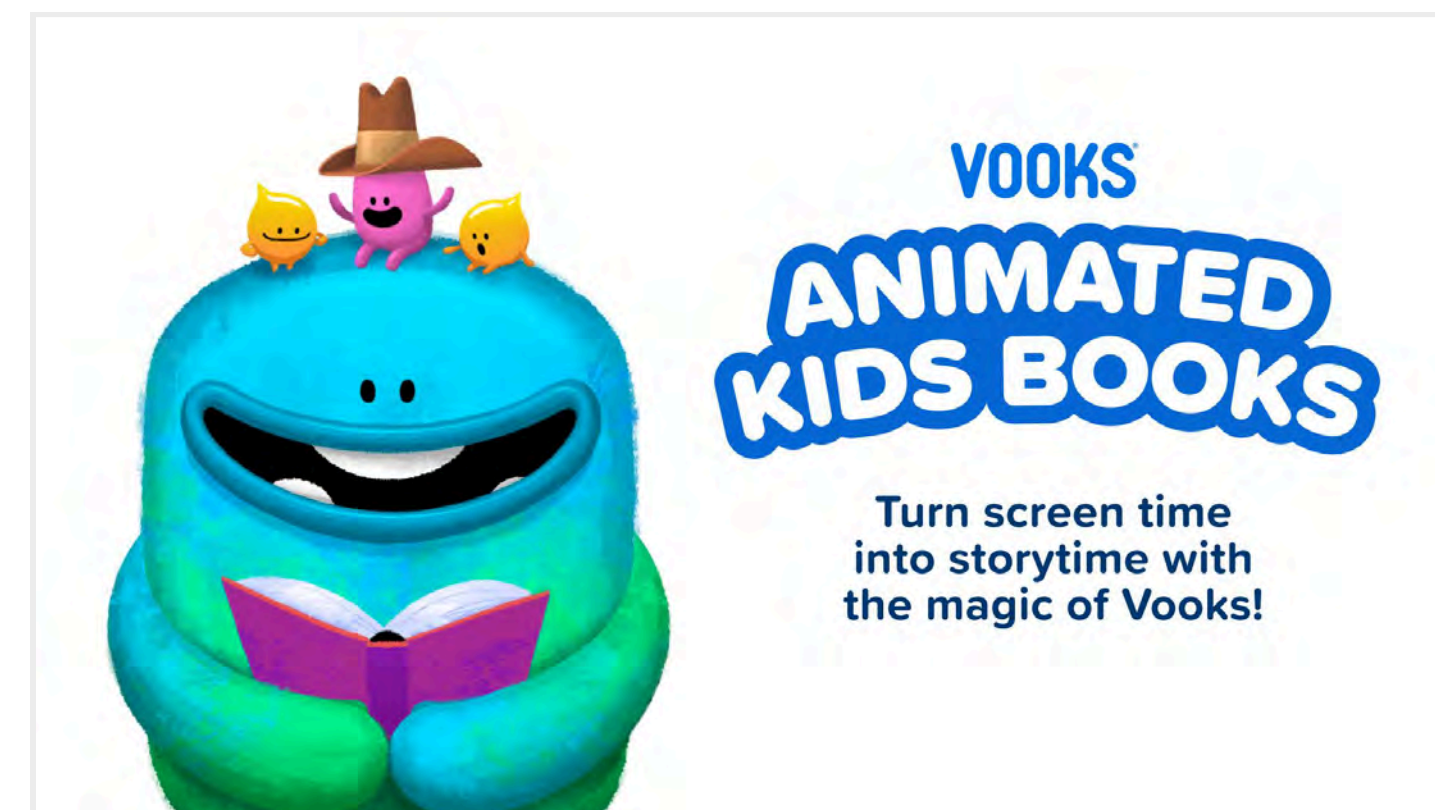
⊘ Don't #6

Don't cover over the logo with imagery or text.



Preferred logo placement

Here are some great examples of the ideal scale and placement of the Vooks logo on visual collateral. The preferred logo is the blue with white outline, but the white only version can be useful (as seen in the image to the left)



Features & Sub-brands

**Vooks Storyteller (feature)**

Become the narrator of your favorite stories! Simply record, watch, and share the wonder of storytelling with anyone, anytime, anywhere.

**All Ears: Audio-only Mode (feature)**

Bedtime, quiet time, or any time can be screen-free storytime with All Ears Audio-Only Mode. It's all the magic of Vooks, now just for your ears.

**Vooks Creator (feature)**

Vooks Creator is the next step in the Vooks ecosystem, taking kids from story readers, to story tellers, to story creators. *YOUR stories brought to life!*



Share your voice!

Vooks Storyteller

With Vooks Storyteller, you can narrate a story, share it, and create lasting memories with the people you love.



Select Your Story
Choose which story you'd like to narrate from our ever-growing library of books.



Record Your Narration
Follow the on-screen prompts to add your voice—and even a personalized message!

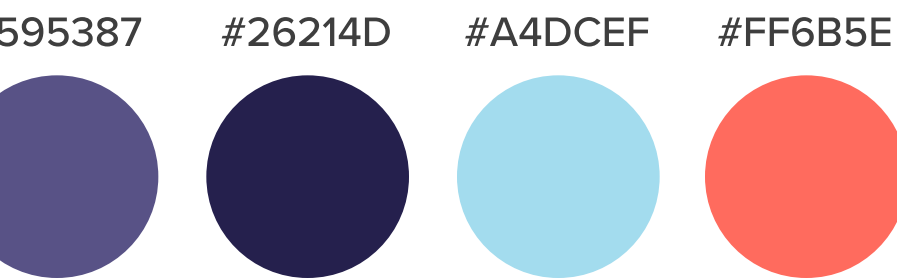
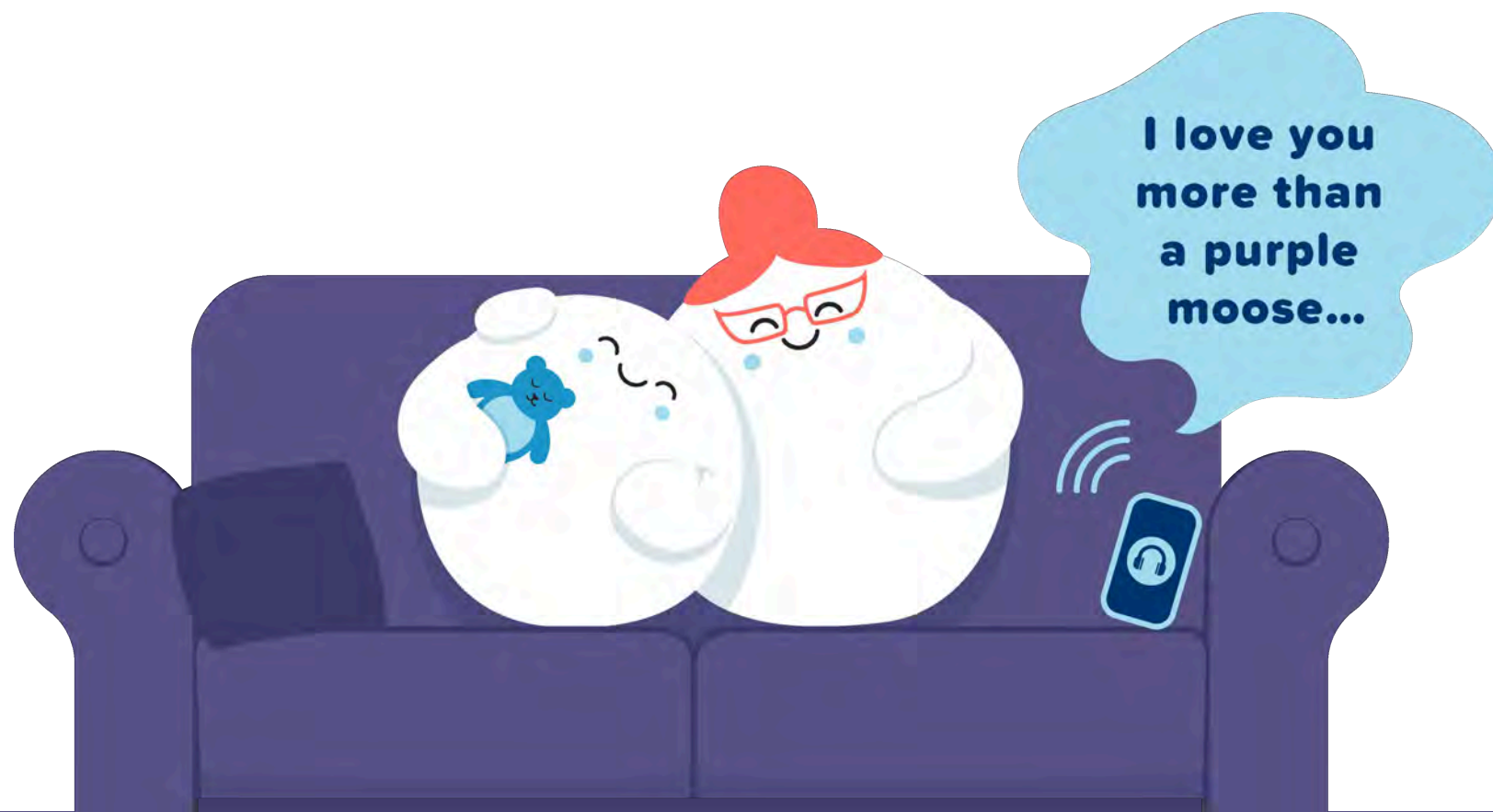


Share Your Voice
Save your custom storybook to enjoy anytime or share it with friends or family!

Screen-free storytime

All Ears: Audio-only Mode

Bedtime, quiet time, or just about any time can be screen-free storytime with Audio-Only Mode. Ignite big imaginations while quieting minds—it’s all the magic of Vooks, now just for your ears.



Color & Typography

Primary Colors

Vooks Blue
#0071E2

#0FADF2
90% — #2CB7F3
60% — #6FCEF7

Secondary Colors

#8790DC

#F4518C

#FF6B5E

#EFB624

#23B88B

#25B6CC

Neutrals

#FFFFFF

#F0F1F2

#F8F8F8

#EDF6FF

Darks

#013870

#3F3F3F



Proxima Soft

Ignite a lifelong love of
reading with storybooks
brought to life!

Aa

Proxima Soft Black

**AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz 0123456789**

Proxima Soft Semibold

AaBbCcDdEeFfGgHhIiJjKkLlM
mNnOoPpQqRrSsTtUuVvWw
XxYyZz 0123456789

Proxima Soft Regular

AaBbCcDdEeFfGgHhIiJjKkLlM
mNnOoPpQqRrSsTtUuVvWwX
xYyZz 0123456789

Rooney, Black

H1, H2

**Vooks is awesome and
we love to talk about it!**

Proxima Soft, Black

H1, H2

(alternate)

**Yeah I agree, Vooks really
is the bees knees!**

H1, H2 **Rooney Heavy**
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789

H3, H4 **Proxima Soft Bold**
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVv
WwXxYyZz 0123456789

Body **Proxima Nova Regular**
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVv
WwXxYyZz 0123456789

Example

Lorem Ipsum

Lorem ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Lorem ipsum



Vooks Website 2024 Typekit Embed Code (for web fonts):

```
<link rel="stylesheet" href="https://use.typekit.net/tzd6hdv.css">
```

VOOKS

Storybooks brought to life



Ignite a love of reading

See why over 1 million teachers love Vooks

Vooks was designed to get kids excited about reading. Since 2018, educators around the globe have used our stories to help build literacy, comprehension, and engagement.

Rooney (heavy)

Proxima Nova (medium)



Educational

Boost comprehension and learning with animation, read-along text, narration, music, and sound.



Enriching

From STEM to social and emotional learning, our diverse library helps little ones learn new perspectives and build knowledge!



Trustworthy

Our ad-free, safe, curated content is trusted by families and educators worldwide.

Bring reading to life!

Vooks is a whole new way to do storytime! Inspire a love of reading and explore the magic of books with our fun-filled digital library.



Over 370 Titles
Plus over 100 titles (and counting!) in Spanish.

Free Educational Activities

Continue the learning with discussion questions, word searches, coloring pages, and more!

Award-Winning Books

Our goal is to bring the best children's literature to life for kids everywhere and anywhere.

Proxima Soft (extrabold)

Proxima Soft (extrabold)

VOOKS

You've just unlocked the magical world of Vooks!

START READING



Typography in use examples

Here are some great examples of the three typefaces in use, with good hierarchy and typographic relationships.

VOOKS

Turn screen time into storytime!

The literacy-building power of books meets the engagement of video.

Scan the QR Code to learn more about Vooks. Use code GREET20 at checkout to save 20% off an annual subscription!

vooks.com

Rooney (heavy)

Proxima Soft (bold)

Photography

Lifestyle

Photography Guidelines

Crisp, bright lighting. Moderately saturated colors (not too muted).

The world of Vooks is bright and joy-filled; we want our photos to feel the same.

Avoid capturing moments that feel staged or disingenuous—our aim is for authenticity over posing.

We want to showcase connection and genuine moments of emotion and interaction between subjects (with each other and with Vooks).

Faces > devices. No screen zombies.

Avoid busy backgrounds. If the background is busy, use a shallow depth of field to compensate.

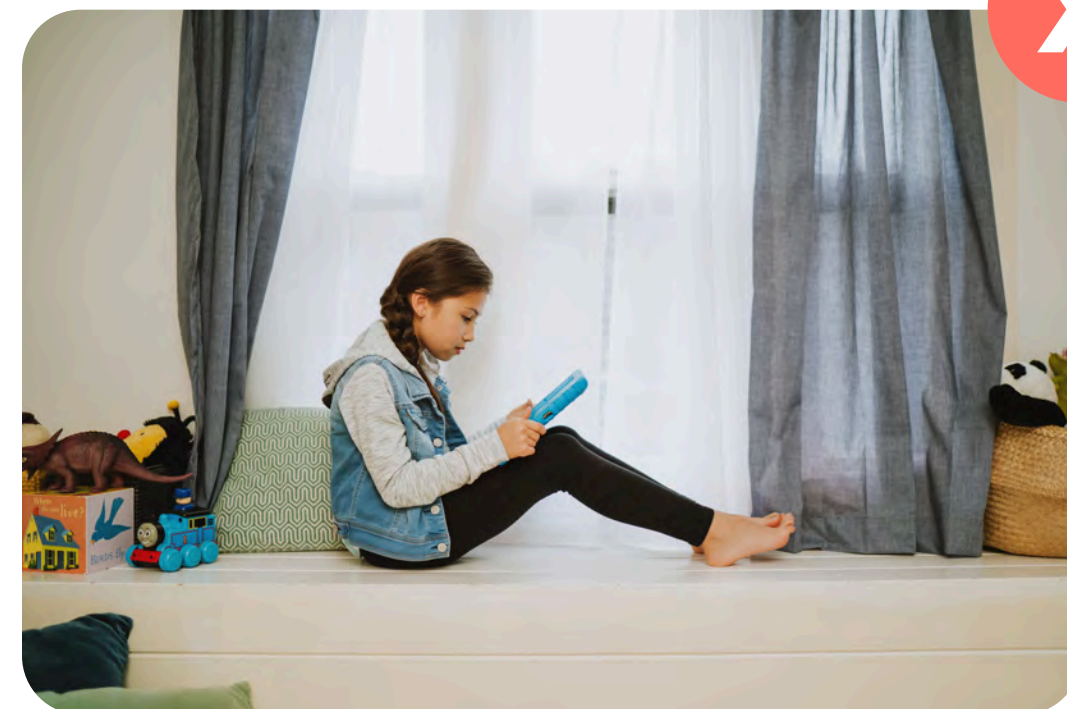


Yes



Approachable. Friendly. Joyful moments.

No



Screen zombie. Distant subject.
Product not visible.



Good lighting and staging, but no
connection shown between subjects.



Inauthentic. No faces shown.
No meaningful interactions.