



Arc's

SOLUTION 01

Connections MAKE DISCOVERY MORE meaningful

CONNECTED DISCOVERIES CREATE CLARITY, CONFIDENCE, AND A LASTING SENSE OF UNDERSTANDING. AQLVOY BRINGS WORLDS, IDEAS, AND STORIES TOGETHER, NOT ONLY TO ENTERTAIN, BUT TO SHAPE A SHARED SENSE OF MEANING AND VALUES OVER TIME.



AQLVOY

01 / Concept

Connecting the world



AQLVOY
REBRANDING
phase 01

The new Aqlvoy logo introduces **lines** as a **core visual element**. Evolving from the spring that inspired the **original mark**, these lines extend across the channel as **connections, paths, and directions to explore**. They link contents, worlds, and experiences, creating visual continuity and a shared sense of orientation, confidence, and belonging.



Aqlvoy
IT'S YOUR TIME



Aalvoy

The logo 'Aalvoy' is rendered in a rounded, cursive script. Each letter is filled with a different color from a rainbow gradient, transitioning from yellow on the left to red in the middle and back to green on the right.

POSITIVE WITH GRADIENT



Aalvoy

The logo 'Aalvoy' is shown in white against a solid teal background. This version is part of a larger graphic that includes overlapping yellow and green circular shapes.

NEGATIVE FLAT

Warm, affirmative tones and **gradients** define the colour palette.

Yellow-red hues create a welcoming, positive mood, while blue and green gradients convey clarity, balance, and a sense of direction.

#F9D216

#FAA004

#FF3869

#04BDC3

#DFEB04 —————> #FAA004

#FA3956 —————> #DFEB04

#DFEB04 —————> #04BDC3

Neulias Cursive REGULAR

Neulias Cursive MEDIUM

Neulias Cursive BOLD

Neulias Cursive BLACK

Neulias

Typography reinforces the **concept of connection** through **custom ligatures**, while remaining bold, clear, and **easy to read**.

Rebranding animation trailer

Starting from the logo animation, lines spread across the screen through **clean, dynamic,** and **playful movements.** They flow through the channel, embracing characters, introducing mascots, and highlighting upcoming shows. The motion language recalls the **spring-inspired physics** of the **original Aqlvoy identity**, translating it into a contemporary, lively yet clear visual system.



Click to play!



