



Arc's

SOLUTION 02

BUILDING IT YOURSELF TURNS DISCOVERY INTO UNDERSTANDING.

MAKING SOMETHING WITH YOUR HANDS
LETS YOU DISCOVER HOW THINGS REALLY
WORK AND FEEL THE JOY OF CREATING.

JOY IN THE MAKING

The design sees **building blocks** as its central icon, with the logo **forming new shapes** as the pieces recombine **to encourage children to create and discover**. These elements become a bridge between imagination and realization, representing fantasy and intuition.





The logo is made of **building pieces** that move and change position. By rearranging themselves, they **create new objects** - from familiar toys to modern inventions.

The color palette reimagines the **dynamism** of the current Aqlvoy colors. It combines warm and cool tones while maintaining a **sense of balance**.

#FFFF00

#FF7878

#FFDE00

#FF3869

#38E4FF

#9750FF

#FF3869 —————> #FF8E38

#AA00E8 —————> #7E38FF

#2ED15F —————> #38E4FF

Din Rounded LIGHT

Din Rounded REGULAR

DIN ROUNDED BOLD

DIN ROUNDED EXTRA-BOLD

Din Rounded

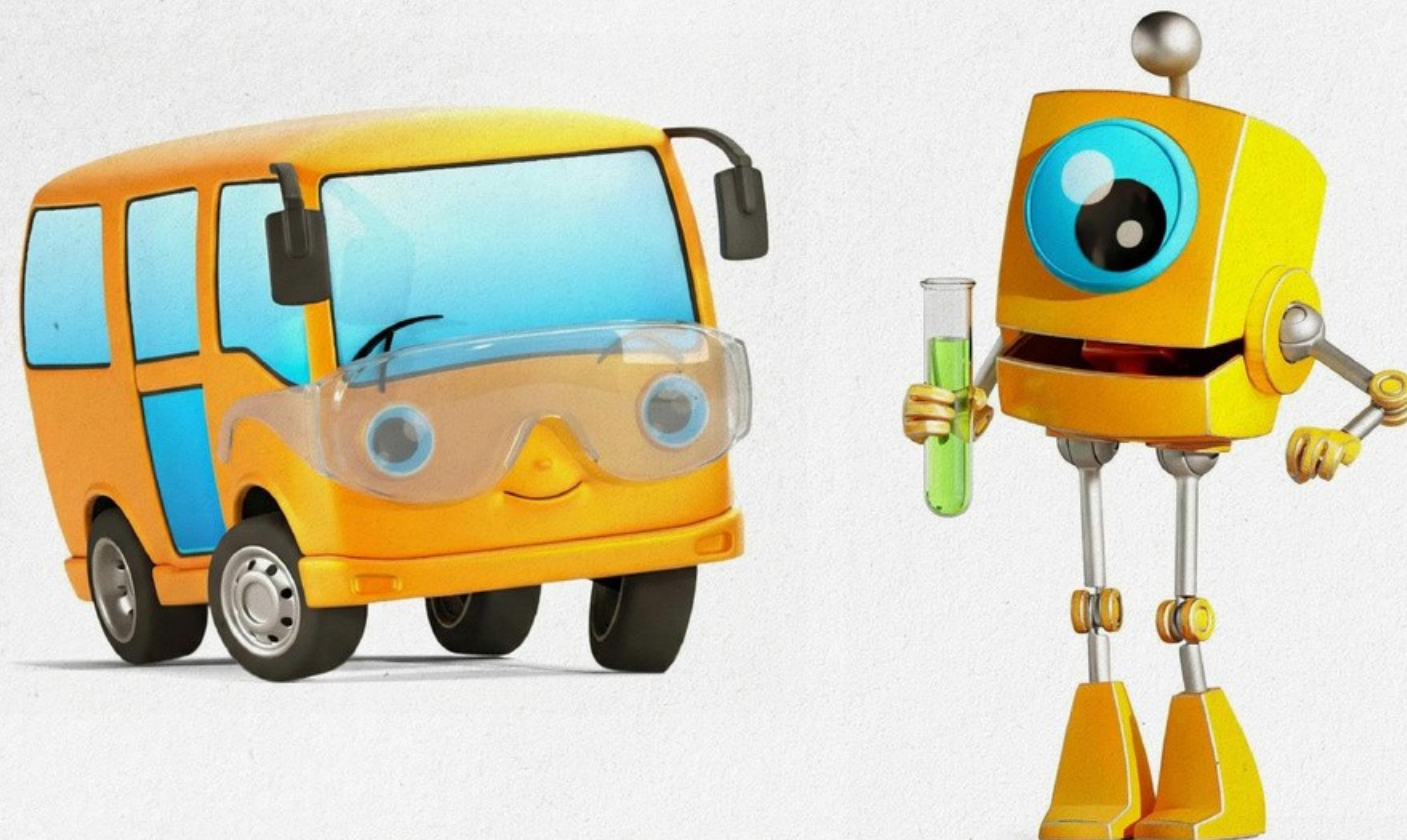
The font **structured shape** echoes the building pieces, while **rounded** and **gentle** forms creates a children-friendly look.

REBRANDING ANIMATION TRAILER

The animation sets a **lively rhythm**, with building pieces that **rotate and shift position**. Playing with **zoom**, it brings the audience closer and farther from the pieces, creating a **playful movement** that engages them through the channel's contents.



02 / Character design



The characters keep Aqlvoy's original design, their **solid form** fitting within the channel's **new structured visuals**. Added gadgets and expressions allow them to move and interact across **various scenes**, inspiring **exploration** across many subjects.

