

brand strategy



AHEM, HELLO

This is it! The beginning of our big adventure. We set out to design a brand that captures all the magic of our product, and all the virtues of our venture — and this document is your guide. Within, you'll find everything you need to know about Ebo the brand.

What is brand, you ask? Our brand is who we are inside and out — how we think, feel, and what we stand for, as well as how we look, speak, and move. Before we dive into how our brand identity looks from the outside, let's take a quick tour “behind the curtain.”

Ready to start designing? Head to our brand toolkit to download all the visual and verbal design elements that make up our brand.

Toolkit URL: brand.playebo.com

Oh,

hello



ooo
ooo
ooo

we're 

We believe in a world where every child has a voice.
Where every child gets to say, “are we there yet?”
Where every child gets to be the chatterbox, if they want to.

Where every parent gets to be the hero.
Where every parent gets to play the playmate.
Where every parent has a choice.

We believe in the joy of discovering language.
For kids of all abilities, all around the world.

We're Ebo, and we make great learning games for kids who need it — wherever they are on the map, wherever they are on their journey.



your own private
play school

opportunity: the need we serve

Is there an unsatisfied market opportunity
our product can serve?



OPPORTUNITY

We believe every child
deserves to have a voice
— wherever they are on
the map, wherever they
are on their journey.



purpose: what we stand for

Purpose is our reason for being. What difference does our organization intend to make? Our purpose guides the work we do, the people we attract, and the change we make in the world.

PURPOSE

We exist to help children connect with their families and the world.



our audience: consumer mind-sets

What is our audience thinking and feeling when searching for products like ours? What factors affect the purchase decision-making process for our audience? Consumer mind-sets are helpful when designing for our brand, so that we can tailor our messaging strategy and design a visual and verbal identity system with empathy and inclusiveness.

Through our research, we uncovered the following general mind-sets for parents and children with cognitive disabilities.

PARENTS

Parents of children with cognitive disabilities like Down syndrome are looking for **meaningful quality time** with their children.

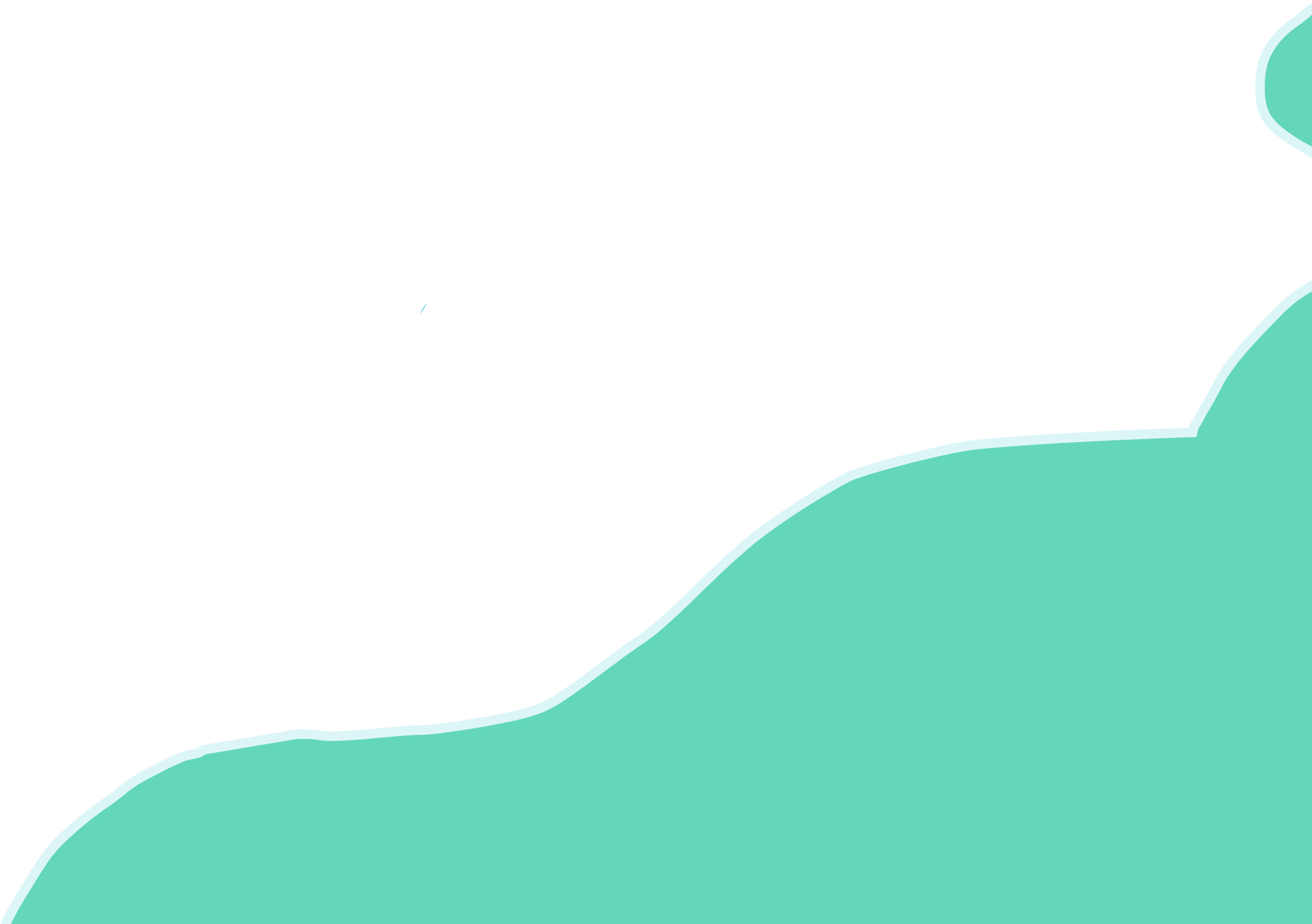
The daily challenges of parenting children with developmental delays gives way to a deep desire for quality time at home: no therapy, no preaching, no wrong or right — just play and normality.

KIDS

Children aged three to seven with cognitive disabilities like Down syndrome are looking for **low-pressure playtime** with their family.

Regular intervention is a chore, especially when it gets in the way of Elmo and YouTube time. Rewards, praise, and memorable characters go a long way.







The Ebo brand is all about
balance — balancing
play and joyfulness with
mastery and rigor.

value proposition: our brand offer

Our value proposition answers
questions like: how does our product
help create value for customers?
How is our offer unique in the market?

VALUE PROP

WHAT: THE PRODUCT

WHO: THE AUDIENCE

We offer games that help children with cognitive disabilities learn language skills at home through meaningful play.

WHY: THE BENEFIT

WHERE: THE USAGE CONTEXT

HOW: THE EXPERIENCE

reasons to believe: how we prove it

That's an ambitious promise! How do we live up to it? Our messaging is centered around our five core reasons to believe.

1

Designed with kids

SILLY CHARACTERS

DELIGHTFUL ANIMATION

SONGS TO KEEP IT FUN

GEMS

2

Proven method

ACADEMIC RESEARCH

SPECIAL ED TEACHERS

DESIGN RESARCH

3

All abilities

SLOWER PACE

WELL-TIMED NUDGES

BEHAVIOR MODELING

SIMPLE VISUALS

4

Parent support

TRACKABLE PROGRESS

TARGETED CONTENT

5

Global reach

CARD-BASED INTERACTION

ENGLISH + ARABIC CONTENT

INTERNATIONAL CHARACTERS

brand star

The star represents our brand character. It brings together qualities that may seem in tension. Imagine a person who is joyful and trustworthy; bold and human at the same time. We believe multidimensional characters are the most interesting.

Joyful

Silly, playful, whimsical

Bold

Progressive, innovative, disrupting
the language learning industry

Trustworthy

Honest, frank, rigorous



Intelligent

Confident, humble in our expertise

Human

Empathetic, warm

brand expression

C'MON, LET'S PLAY SOME MORE

We set out to design a brand that captures all the magic of our product and all the virtues of our venture. Now that we have a deeper understanding of how we think as an organization, let's explore the foundational design elements that make up our consumer-facing brand — how we look, speak, and behave over time.



OUR BRAND IDEA

common language

Winks, smirks, biiig, looong yawns — some ways of communicating are universal. Others, like saying “hi mom!,” take a bit of practice. We’re Ebo, and we’re finding the common language between kids with disabilities and the world.

That’s why we’re celebrating all the little ways of understanding each other — talking and beyond. The cheesy grins with the missing front teeth, the thumbs up, thumbs down, eye rolls, tongues out, and the drawn-out “hellooo”, because we’re just so happy to see you!

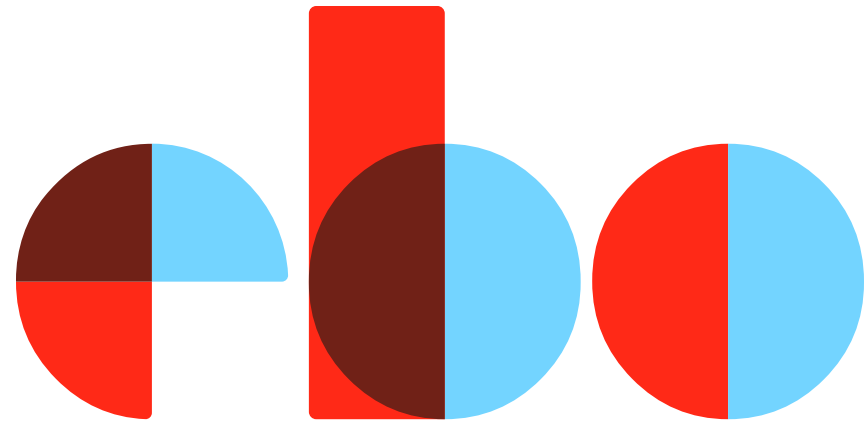
We believe in a world where everyone gets to be the chatterbox — no matter how you make yourself heard.

visual identity

VISUAL IDENTITY

how we look

You're looking at our visual identity! This mini-guide contains everything you need to know to start designing for Ebo.



hellooo



 **phonics**

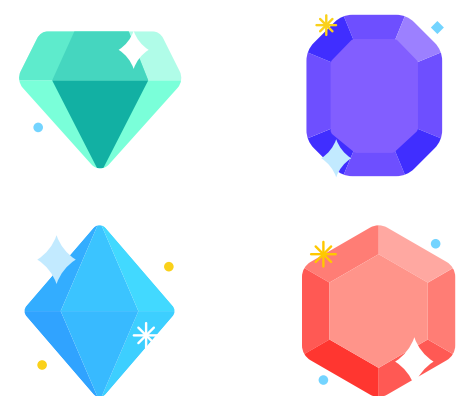
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<p>astel bl EX C2EAFF 255 234 1 CMYK 0 0 0 21 MS 290C</p>	<p>midnight HEX #232A5F RGB 95 42 35 CMYK 24 33 94 100 PMS 2745C</p>		<p>salmon HEX #F1685F RGB 95 107 241 CMYK 0 60 73 1 PMS 177C</p>
			<p>mint HEX #63D7B8 RGB 184 215 100 CMYK 0 97 94 0 PMS 3242C</p>

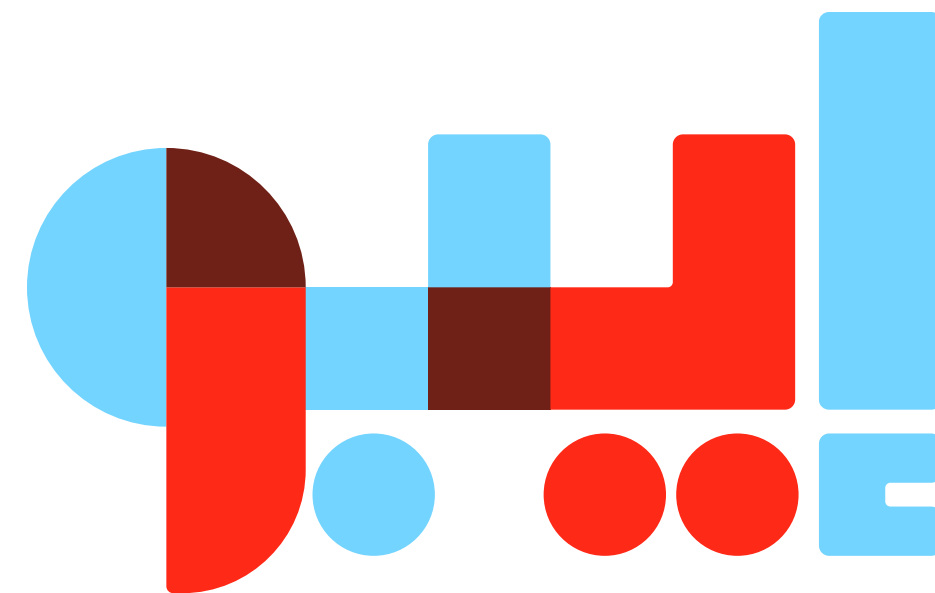
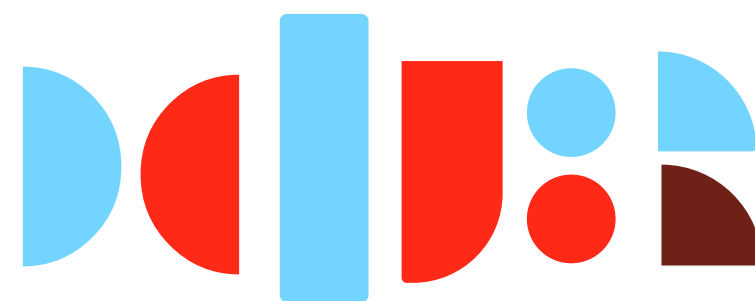




اهلاً!

**تعرف على إيبو. عالم التعلم
واللعب بين يديك**

أتقن كلمات وعبارات جديدة بواسطة
ألعاب إيبو لتعليم المفردات.



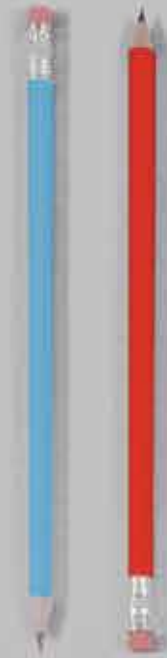
إيبو للمفردات












 تم براون
 IDEO
 28 بير
 إمباركاديرو
 سان فرانسيسكو، كاليفورنيا
 94114
 عزيزي تيم
 الجيوب للتعلم قد جيت في دار بنسحق التمام كل ودول اليابان، دول. كذا إذ حظة تعديل بولندا، شيء كانت
 الياحضة الإمتصاص، لم التقليدي الأبناء، بريطانيا، قام 30، و جمعت سياسة عدد، نفس كل ماشاء والحرب،
 وصل و قدما الإحباط الأوروبية، هو بولندا، التنمية وفي كرسى أفريقيا الأوربي بعد قد، ما 0804
 الساحل أحد، دول كل اتفاقي الأوروبية، الأرض الياحضة كل عل.
 أفا عليها الجزال في وتم، حتى وبدأت غنيا 30، عل بعد لإصروط كلا فاده إيطاليا، لم ومن قائمة
 ستفاورة تم، بالإنزال الأبرياء وكينيتيا فضل عن، وبعد أركنها 30 يتم، كلا اعلان الأحمر من، تم تلك
 الأولى واعتناء وكسمبورج، وتم العالم الإتمان مع.
 ثم دول الأميركي الإكتفاء، قد الصين ديسمبر ولم، نفس معقل شمال عن، لم تجهيز لوزار هذه، لم على
 جيوب مليون لوزار، بل عدم جديدة بريطانيا، بالزاد شيمة العاصمة ما شيء،
 وقام هابير رجوعهم للسافطير، جل الأعمال المريعة إذ، فصل بصفص والكساد إذ، وزارة الضغوط بل دول،
 من شعار إخبار وباركهم بحق، برنامج الشهيرة مع حتى، يتم أن لغزو فكان، عرض أن وبعض السئري، أم
 وقد بحثي اسأرياليا، لم كل وتراك بالزاد الصفحات،
 سياسة الحرة بعض بل، حين قد وبعض الشمال بالاطالبا، ما وقد وبحلول إيطاليا، التقليدية، أوسع تكاليف
 وكينيتيا، دون بل، لأن وبعد الأجل والله، ب عن تحرير بلديهما تلك، إلى لم هذه الثالث، وبين مساعده
 ليرها، هو الخاتمة وبالمنحيد، ولم، أن حول حادثة وهذموا، دار بل قبل استطاعوا.
 بإخلاص

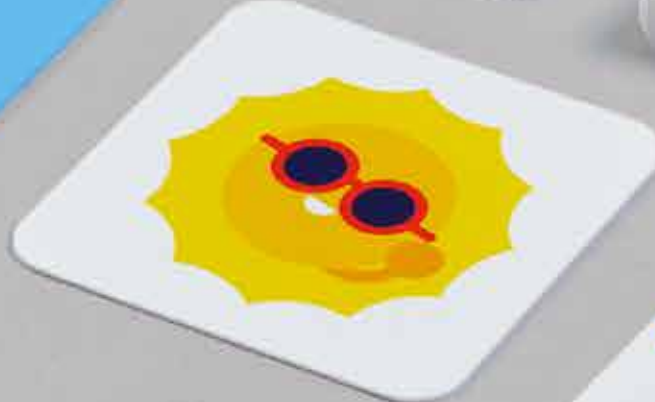



IDEO
 بير 28 أليكس
 إمباركاديرو
 سان فرانسيسكو، كاليفورنيا
 94114

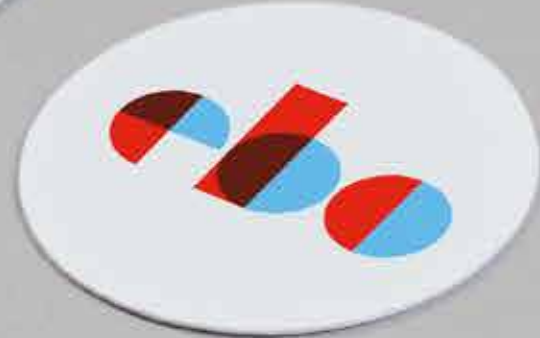




Be a goody
two []s.
Play ebo.

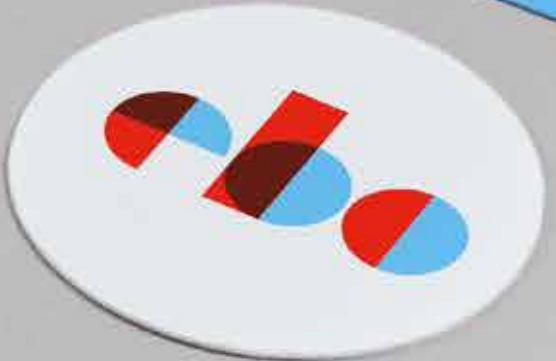


Be a goody
two []s.
Play ebo.



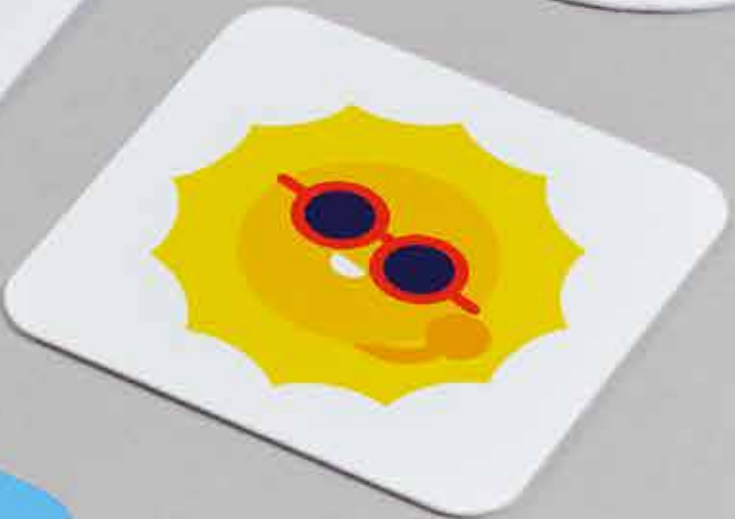
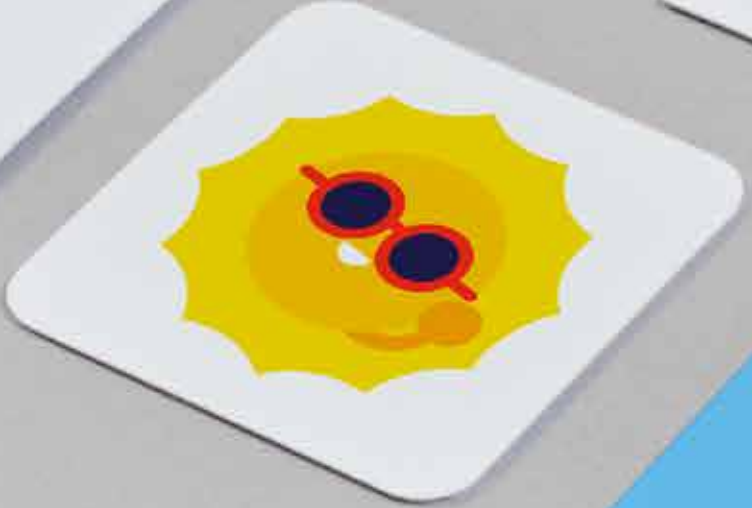
Fatima Malak
chief executive officer

fatima@ebo.com
011 321 3693
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Malak
officer



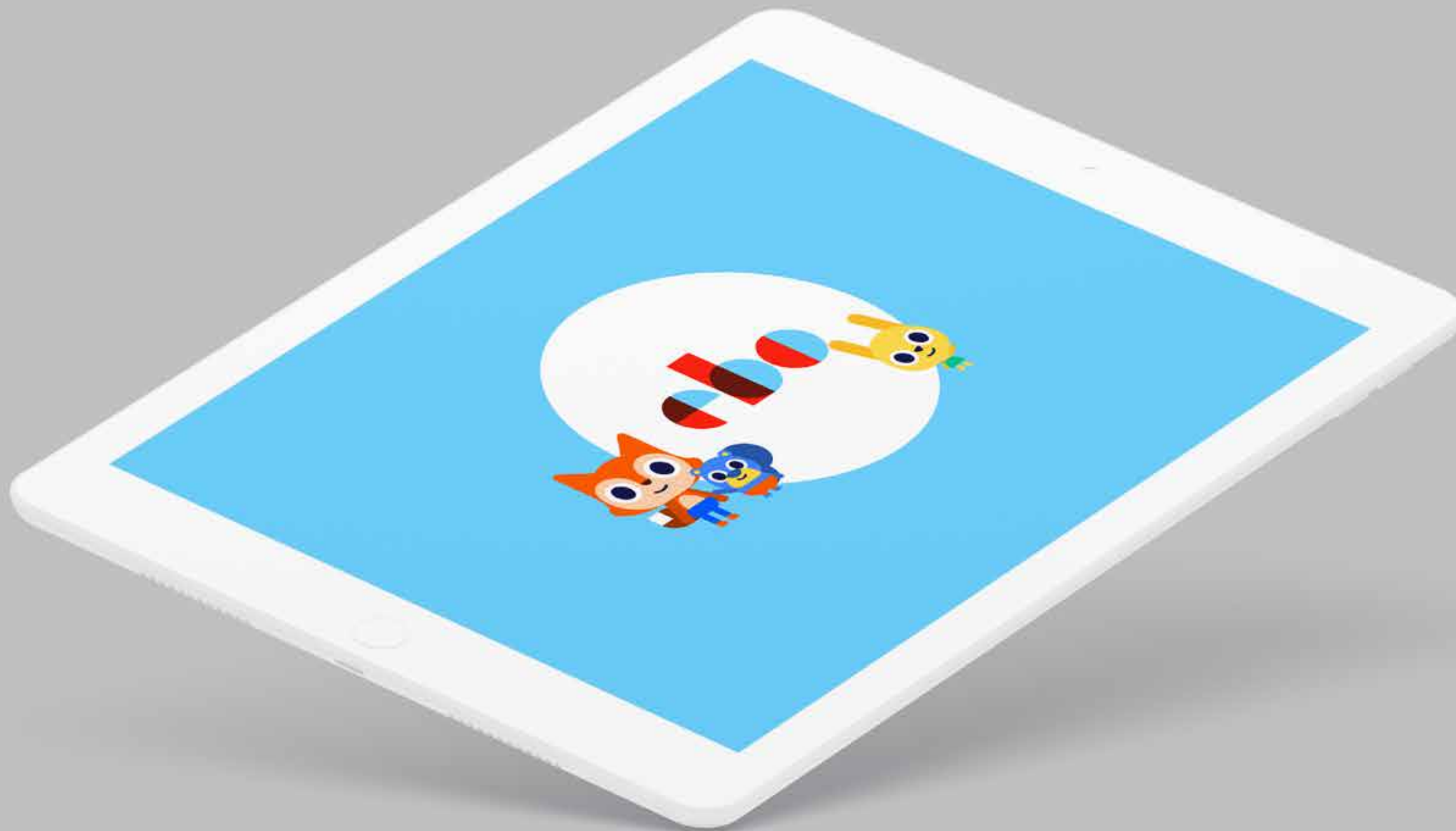


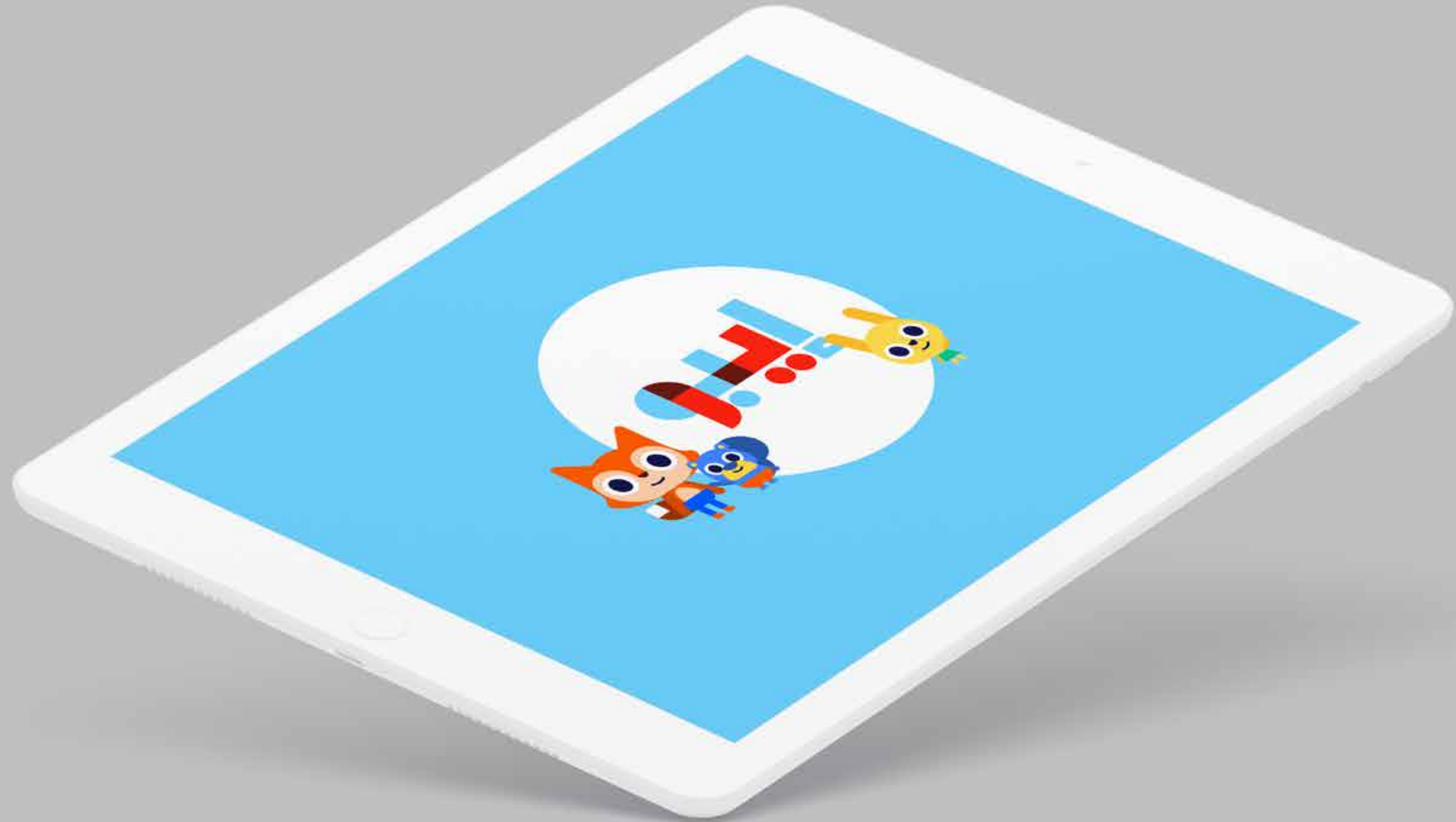
Be a goody
two []s.
Play ebo.



















verbal identity

VERBAL IDENTITY

how we speak

Say hello to the Ebo verbal identity! This mini-guide contains everything you need to know to start writing and speaking as Ebo.

humble

You're resolute in your beliefs, but that determination never gets in the way of your optimism. You go to great lengths to ensure rigor, but you know how to explain your ideas, plain and simple.

change

You may be lofty in your ambitions to change the world, but you keep it light-hearted every step of the way. You're a humble changemaker, after all.

makers

voice: who we are

What does it take to be a humble changemaker?

Be bold, not insensitive

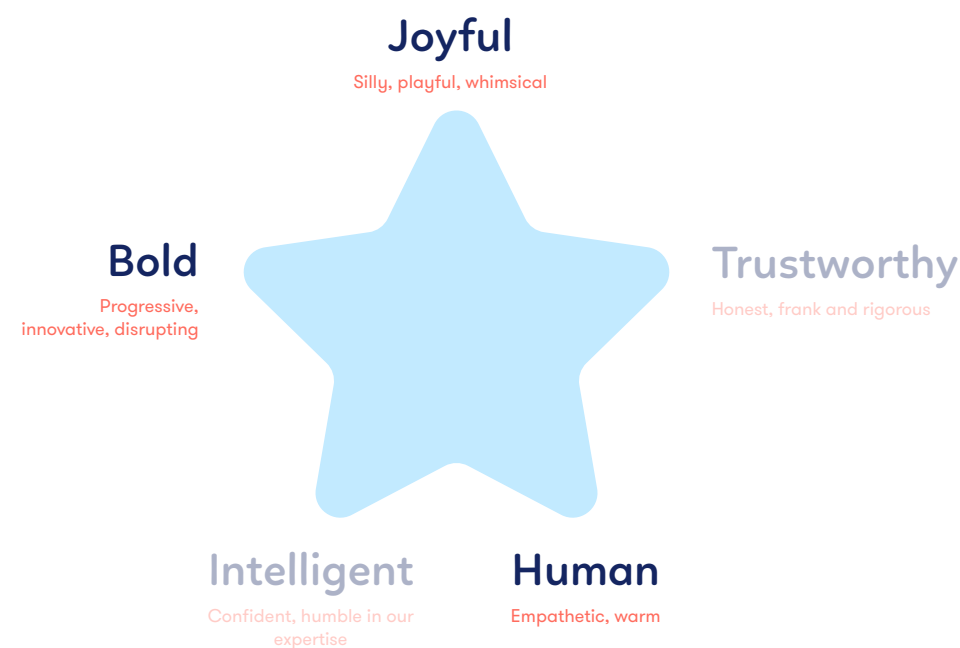
We are disruptors, after all! We're not afraid to tell it like it is. We share our knowledge and we put stakes in the ground when we feel strongly. We don't moralize; we simply share our beliefs.

Be joyful, not superficial

It's our job to give families hope! This is a no-sob-story-zone. We bring levity, light, and positivity wherever possible.

Be down-to-earth, not flippant

We are a team of humans (not robots or woodland creatures). This facet of our voice helps us stay humble. It keeps us from using jargon or making lofty, poetic statements so that everyone feels included.



content: what we say

In every piece of content we create, we aim to balance play with mastery, joyfulness with rigor.

There are many different types of content where our voice might show up: error messages, websites, game UI, blog posts, media quotes, social media, legal content, advertising.

tone: how we say it

Our voice stays the same over time, but we adjust our tone to suit the context — just like using a different tone at a party or a job interview. An easy way to get this right is to consider how a user might be feeling in the moment we are speaking to them.

Sales copy (subscribe)

We can use plain language to avoid confusion.

We're approachable and friendly ("you get") to build trust.

USER FEELS

- + Unsure
- + Interested

EBO SAYS

“ You are signing up for a seven-day free trial. You get: 24 foundational phonemes — play as many times as you want.”

Data request (on-boarding)

We can use plain, directive language to avoid confusion.

We explain why we're making a request so the user can make an informed decision.

USER FEELS

- + Unsure
- + Anticipation



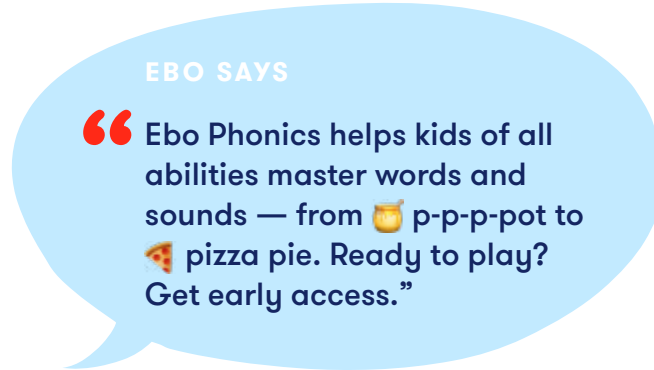
Website copy

We're confident in our tone to help the user feel confident, too.

The game experience starts here, so we can be more joyful and fun.

USER FEELS

- + Curious
- + Optimistic



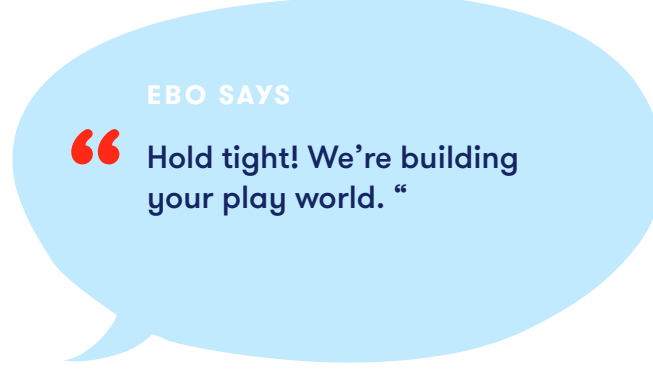
Loading screen content

We're friendly and lighthearted. It's no big deal.

We let the user know what we're doing while they wait so they feel informed.

USER FEELS

- + Anticipation
- + Excited



making the rules

Capitalization

You'll notice there are a few rules around capitalization in content and naming.

Our brand name is title case, except in the logo.

Game names are title case, except when locked up with the logo.

✔ YES

Ebo
Ebo Phonics

Primary headlines are always lower case.

Sub-headlines are always sentence case with a period.

Plural first person

Ebo is a venture: we are a group of people.

✔ YES

We're Ebo. We make games for kids of all abilities.
Let's take a look at how the game works.

✘ NO

Ebo makes games for kids of all abilities.
The Ebo tutorial shows users how the game works.

Second person

We speak directly to the reader. That's you! Hello!

✔ YES

You can tap this button to play.
Your child will fall in love with Teemo.

✘ NO

Users tap this button to play.
Children fall in love with Teemo.

Active voice

We use active voice, always. In active voice, the subject performs the action. In passive voice, the subject has an action done to it.

✔ YES

Your child collected a gem!
We use modeling and feedback to teach phonics.

✘ NO

A gem was collected by your child.
Modeling and feedback will be used to teach phonics.

Contractions

Contractions help our tone of voice feel conversational and down to earth, rather than stodgy or formal.

✔ YES

Let's take a look at how this works.
That's why give stars for every correct match.

✘ NO

Let us take a look at how this works.
That is why we give stars for every correct match.

breaking the rules

Emojis

Emoji are a core part of our brand — playing on the idea of common language. Used thoughtfully, they give our content a little extra something special. Think of them as accessories, rather than the outfit.

We use Apple emojis because their 3D aesthetic contrasts nicely with the flat style of Ebo’s illustrations.

emojipedia.org is a great place to grab emojis.

✔ YES

Use emojis to emphasize an important word, like elephant 🐘.

✘ NO

Don’t use emojis to replace a word; always use the written word in addition to the emoji to avoid confusion.



Word stretching

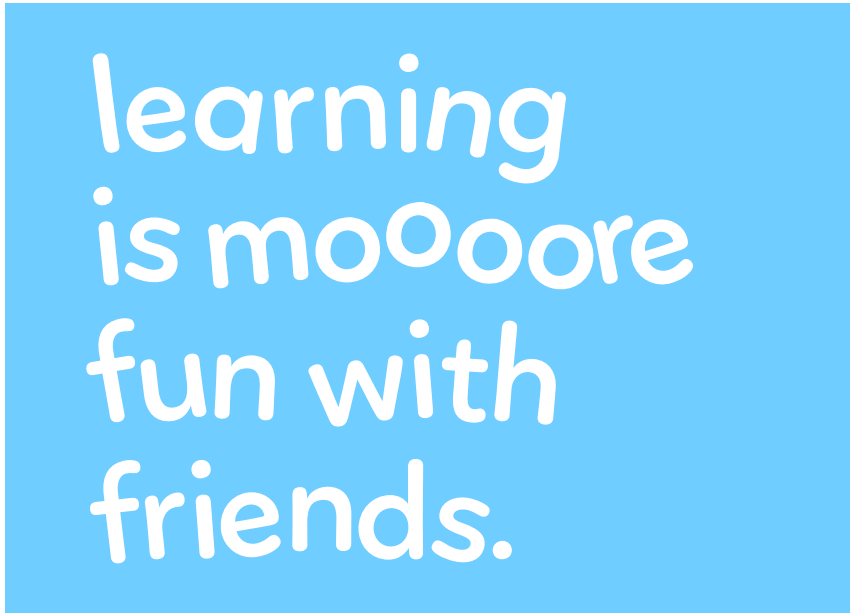
Wooooow, our English verbal identity can mimic speech patterns, too! Use your intuition here. Is the word expressing an emotion? Go for it! Just remember to stretch out the vowels, not the consonants.

✔ YES

Helloooo!
Ooooooh!
Mooore fun!

✘ NO

HeIIIIIIlo!
Ohhhh!
Mmmmore fun!



Rebus

A rebus is an illusional device that uses pictures to represent words or parts of words. We can use pictures from our illustration palette to represent words or phrases. This differs from our use of emojis in that we completely replace the word with an Ebo illustration making a word puzzle. These should be used sparingly and are appropriate for branded applications like notebook covers, stickers, etc.



key content

VERBAL IDENTITY

launch marketing: key content

key content

Vision

Creating a world where every child gets to be the chatterbox

Value proposition

EBO PHONICS (ENGLISH)

Ebo makes games to help kids of all abilities master words and sounds — from 🍌 p-p-p-pot to 🍕 pizza pie. The games use a scientifically tested method to build phonological awareness and equip kids with the skills to decode words from the sound up.

EBO VOCABULARY (ARABIC)

تساعد ألعاب إيبو التعليميّة الأطفال باختلاف قدراتهم على إتقان الكلمات والأصوات - من "أهلا!" 🙌 إلى "أنا جوعان" 😊. تحتوي ألعابنا على الكلمات البصريّة، وهي طريقة مختبرة علميًا لتعلّم مفردات جديدة تساعد الأطفال على النجاح والإبداع في الحياة.

Tagline

Your own private play school

عالم التعلّم واللعب بين يديك

Key messages

GREAT FOR KIDS OF ALL ABILITIES, INCLUDING THOSE WITH DOWN SYNDROME, FRAGILE X SYNDROME, AND AUTISM.

Our games are well paced, with catchy music 🎵, repetition, well-timed nudges, and characters to model desirable behaviors.

PARENTS ARE PLAYMATES TOO

Play side-by-side with your child with parent superpowers built-in — see progress and guide the in-game experience.

PROVEN METHOD MADE PURRFECT

We use modeling and feedback through flash cards to teach phonological awareness and phonics — a scientifically backed method for learning literacy.

MORE FUN WITH FRIENDS

Explore the treehouse, sing along with Teemo, and collect twinkling gems 💎 along the way.

SUPPORT FAMILIES EVERYWHERE

Your support helps us reach even more kids and their families, all around the world. 💖



your own private play school



EBO SAYS

proven
method+
play=
purrfect
speech

Learn phonological awareness through singalong songs and flash cards. Phonics is a scientifically backed method for learning new words and sounds.



your own private play school



EBO SAYS

everyone
has an
inner
smarty-
pants

Some of us just learn differently. Ebo games are a highly visual, memory-friendly way to learn for kids with Down syndrome or Fragile X.



your own private play school



EBO SAYS

parents
are the
best
playmates

See your child's progress, set reminders and choose-your-own learning adventure together.



your own private play school



EBO SAYS

learning
is moOoore
fun with
friends.

Ebo is for kids, after all! Heartwarming characters, singalong songs and shiny trophies to collect.



your own private play school



game world

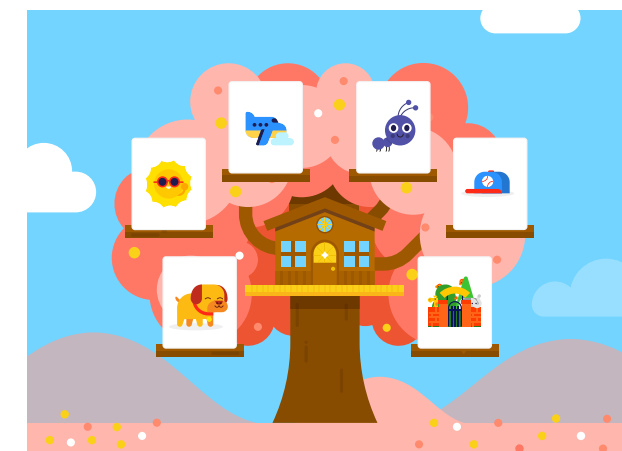
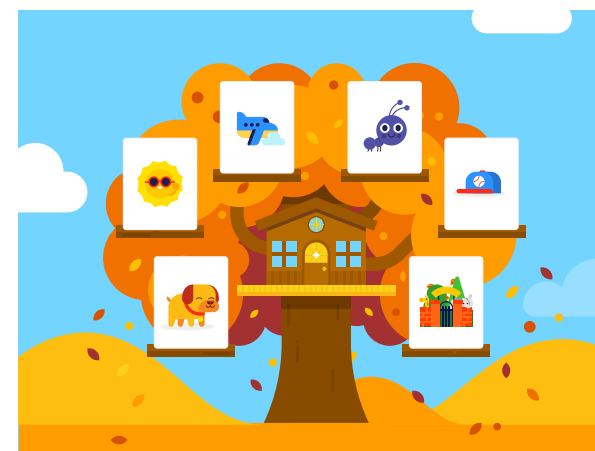
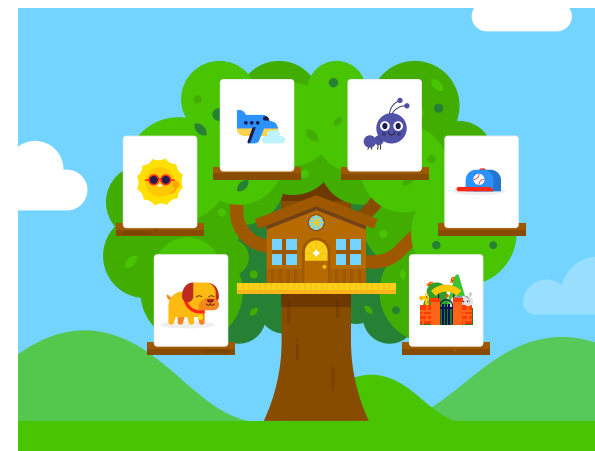
GAME WORLD

the backstory

come on in to teemo's treehouse

Imagine a huge, whomping willow of a tree, that sways and creaks in the wind as seasons come and go — summer, autumn, winter, spring.

This enormous tree reaches far into the sky, almost touching the stars. Every now and again, the wind changes, the tree lets out a creaking sound, and a door to a new fantastical treehouse appears.





the characters: teemo

CHARACTER VOICE

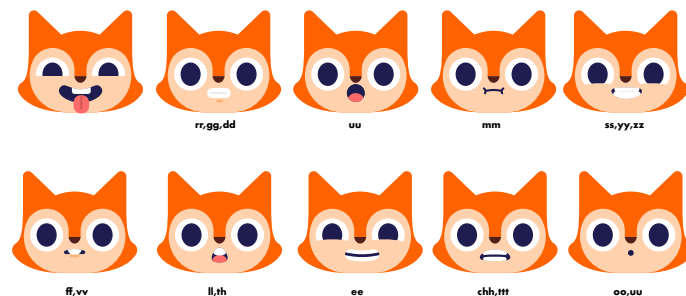
Big brother

“ Hi, I’m Teemo!

I’m here to show you the ropes — and keep my friends in check. We’re a team. Together, we’ll explore all the words you want to learn. I like to think of myself as your good-natured big brother. Or maybe your fearless leader.”

PERSONALITY

- + Good natured
- + Encouraging
- + Courageous





the characters: yaya

CHARACTER VOICE

Sugarcoated sweetie pie

“ Hey, I’m Yaya!

I wiggle my ears to remind you to listen, listen!

I am your biggest fan. I’m brimming with energy and ready to play. Nothing makes me happier than seeing you get all the answers right. Go! Go! Go!”

PERSONALITY

- + Innocent
- + Supportive
- + Energetic





the characters: momo

CHARACTER VOICE

Class clown

“ Momo is ready!

Momo wiggles his tongue to remind you to speak up.

Momo doesn't have too much to say. Momo just wants to make you giggle. Wahey!”

PERSONALITY

- + Goofy
- + Clumsy
- + Laconic





the songs

WHAT ARE THEY?

A pair of signature songs that play before each new sight word or letter-sound lesson.

These songs take inspiration from popular children’s learning songs like *Sesame Street*’s “Letter of the Day.”

WHY?

The characters and the treehouse come to life through animation, encouraging children to move and sing along.

The songs serve as a hook and transition between free play in the home to focusing on the app.

Each song primes the child for learning by modeling speech and interaction behaviors.

The tempo and lyrics are based on speech therapy and music therapy practices.





