



LET'S GO ON A QUEST
through the Brand Identity

quest

LAUNCHPAD
quest



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TAGLINE



DIGITAL DISCOVERY HUB

PRODUCT DESCRIPTION

Launchpad Quest is the ultimate educational tablet for kids ages 3–12, combining interactive learning apps, safe digital play, and engaging characters in one fun, portable device. Perfect for libraries, classrooms, and home use, Quest transforms screen time into meaningful learning adventures.

COLORS

Parent Brand Colors



#f15a2a

#1b1649

Main Quest Colors



#a9cf38

#644a97

#363775

User Interface Colors



#16f5f4

#fda307

#9334e9

#f15a2a

#a9cf38

#096190

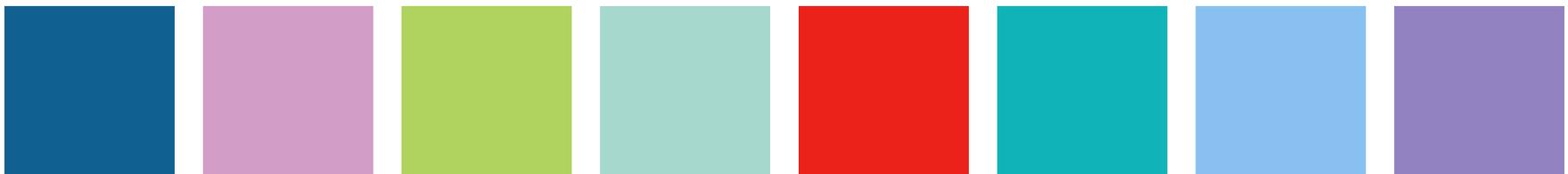
#4a4561

#2f2488

#eb221a

#87b83a

Character Colors



#106192

#d29dc7

#b0d35f

#a7d8ce

#eb221a

#10b3b8

#88c1f1

#9382c1

TYPEFACES

HEADLINE

GEOMETOS NEUE

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

1234567890

BODY COPY

Source Sans Pro

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890

SUB-HEADLINES OR OTHER SPECIAL CALL-OUTS

Henriette

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

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ICONOGRAPHY & PHOTOGRAPHY

NAVIGATION & USER INTERFACE



CATEGORIES & CONTENT

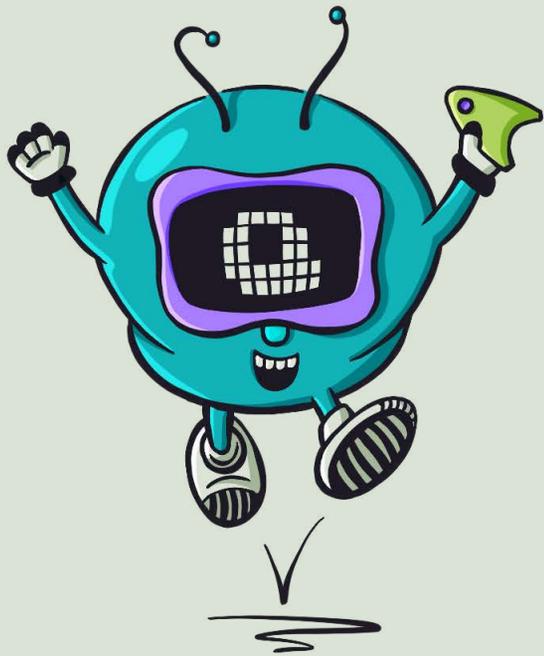


LIFESTYLE PHOTO SAMPLES





INTRODUCING THE PLAYAWAY PALS



QUIRO

HE/HIM

Quiro isn't just obsessed with space—he lives there! He's a cosmic explorer who turns every moment into an interstellar adventure. Quiro's charm and boundless energy make him the ultimate space buddy for anyone who loves exploring, and doesn't mind a little chaos among the stars.

His Favorites!

- **Toy:** Launchpad Spaceship
- **Movie:** E.T.
- **Activity:** Jumping!

Species | Quest Helmet Pal



PAT

THEY/THEM

Pat is a gentle soul who prefers listening over speaking. They find joy in audiobooks and the quiet magic of stories, especially those that explore the many ways people live, love, and grow. Thoughtful and reserved, Pat sees beauty in every person's uniqueness and celebrates the world's rich diversity.

Their Favorites!

- **Book:** *Charlotte's Web*
- **Activity:** Hiking & Journaling
- **Pastimes:** Puzzles

Species | Playaway Pal



WENDY

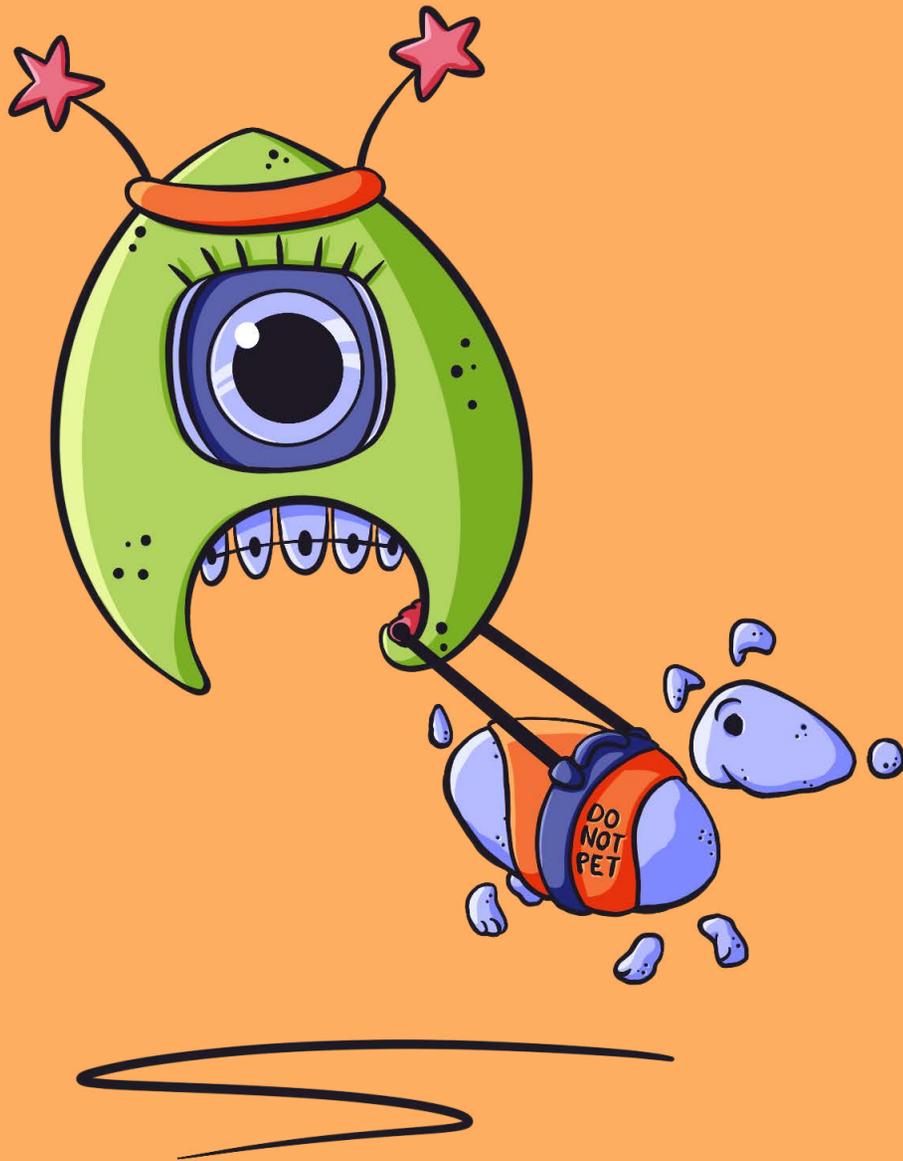
HER/SHE

Wendy lives for sing-alongs and make-believe! Whether she's belting out her favorite Wonderbook sing-along or saving the day as a glittery superhero, her world is a stage of endless fun. With a voice as bright as her personality, Wendy turns every moment into a magical performance.

Her Favorites!

- **Shape:** Triangle
- **Color:** Sparkles!
- **Song:** Any Wonderbook Sing-Along

Species | Wonderbook Pal



LILY

HER/SHE

Lily doesn't just float through space—she owns it. With her Guide dog Moon Rock by her side, she explores the galaxy like it's home. Moon Rock helps her get around since her vision isn't sharp, but together they're unstoppable. Lily can calculate things quickly and aces science with star-powered smarts.

Her Favorites!

- Walking with Moon Rock
- School Subject: Science!
- Planet: Saturn

Species | Launchpad Pal



YOWEE

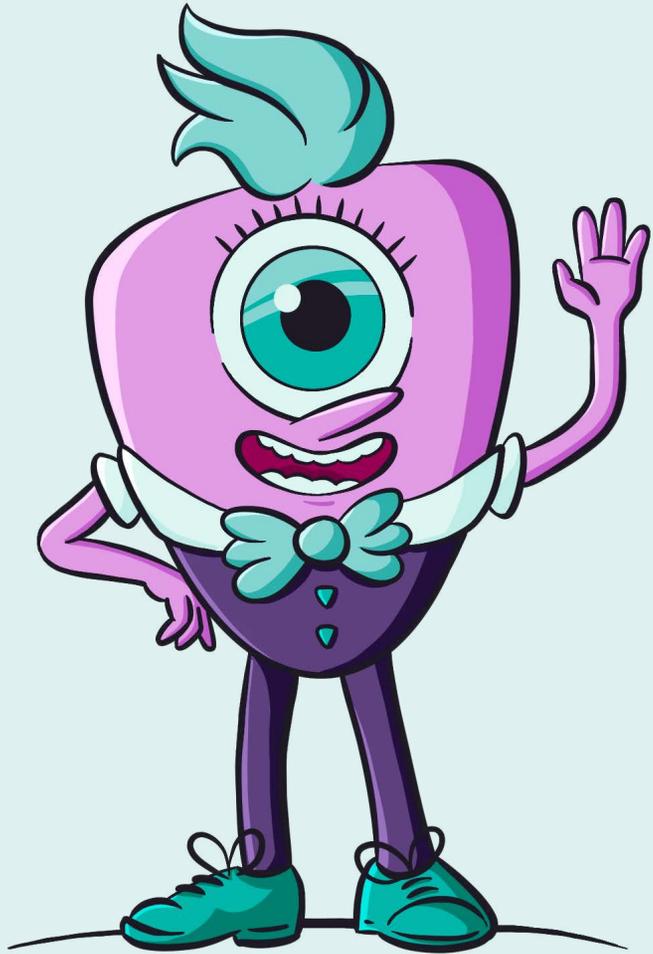
HE/HIM

Yowee is a one-of-a-kind creature who thrives in both icy tundras and tropical heat! With woolly fur and fabulous feathers, he struts through snow and sand with equal flair. Yowee's wild spirit and magnetic charm makes him unforgettable. His stories are legendary—especially the ones he tells around campfires under starlit skies.

His Favorites!

- **Food:** Fish
- **Game:** Go Fish!
- **Color:** Blue and Orange

Species | Playminguin Pal



ZOODLE

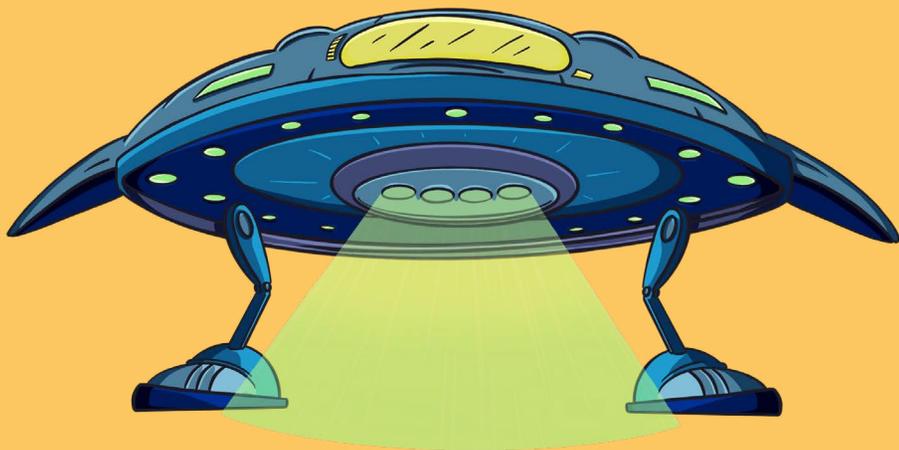
THEY/THEM

Zoodle is a burst of joy who loves to sing, dance, and make everyone smile! They are always grooving to a tune or inventing silly moves, or finding ways to relax. Zoodle's not just about fun—they're a fantastic listener with a treasure trove of games and stories to share.

Their Favorites!

- **Food:** Strawberries
- **Game:** I Spy
- **Number:** Three

Species | WhaZoodle Pal



STARWHIZ

THEY/THEM

With a hull made of stardust and a dashboard that sings, StarWhiz carries the Playaway Pals across the galaxy on their greatest adventures. The StarWhiz is a vessel of fun that can zip through galaxies, beam out songs, and loves playing games with its crew along the way.

Their Favorites!

- Flying
- Hide & Seek
- Jokes

Species | Spaceship



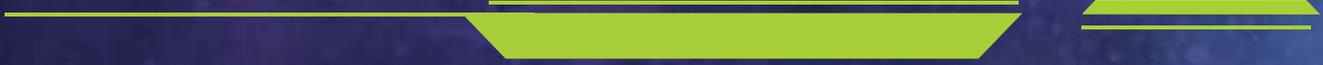
OUR VOICE



LAUNCHPAD

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ENLIGHTENING MINDS
Through Play





ARE YOU SUPPOSED TO BE HERE?

This area is for protected features set by an administrator for the safety and well-being of all explorers.

Enter PIN

Cancel

Enter

FOR ADMINISTRATORS

Extend what works.

Expand the Launchpad experience administrators already trust but more playful, smarter, and scalable.

Future-ready features.

Optional Wi-Fi can be set up to download usage stats and stay ahead of user needs without compromising privacy.

Backed by Reliability.

From the creators of products trusted by thousands of libraries nationwide and made in partnership with libraries.

YOUR QUEST IS COMPLETE, FOR NOW!

TIME TO LET OTHERS HAVE FUN TOO.

Ready Next Explorer?

CONTINUE THE QUEST AT HOME. ASK AN ADULT FOR A TAKE-HOME LAUNCHPAD.



FOR PARENTS

Safe and secure, always.

No logins, no ads, no identifying information collected. Reinforce that Quest never gathers personal information or online history.

Confidence in quality.

Educationally vetted, librarian-approved, and parent-trusted.

Complimentary learning is

available. Encourage parents to borrow or take home adjacent Launchpads, so the Quest journey continues beyond the library.



FOR KIDS

Fun, fast, and friendly. Keep the tone full of wonder! Never scary, bossy, or overly serious.

Innocent helpers on an adventure. Our characters speak like curious companions, guiding them through challenges.

Right at their level. Language and humor should feel natural for a 5–7-year-old, encouraging exploration and discovery with characters that feel like friends.

Instant engagement. It's as quick as they are! Fun pacing, satisfying experiential learning, and zero frustration.



**THE KID
EXPERIENCE**

Quest



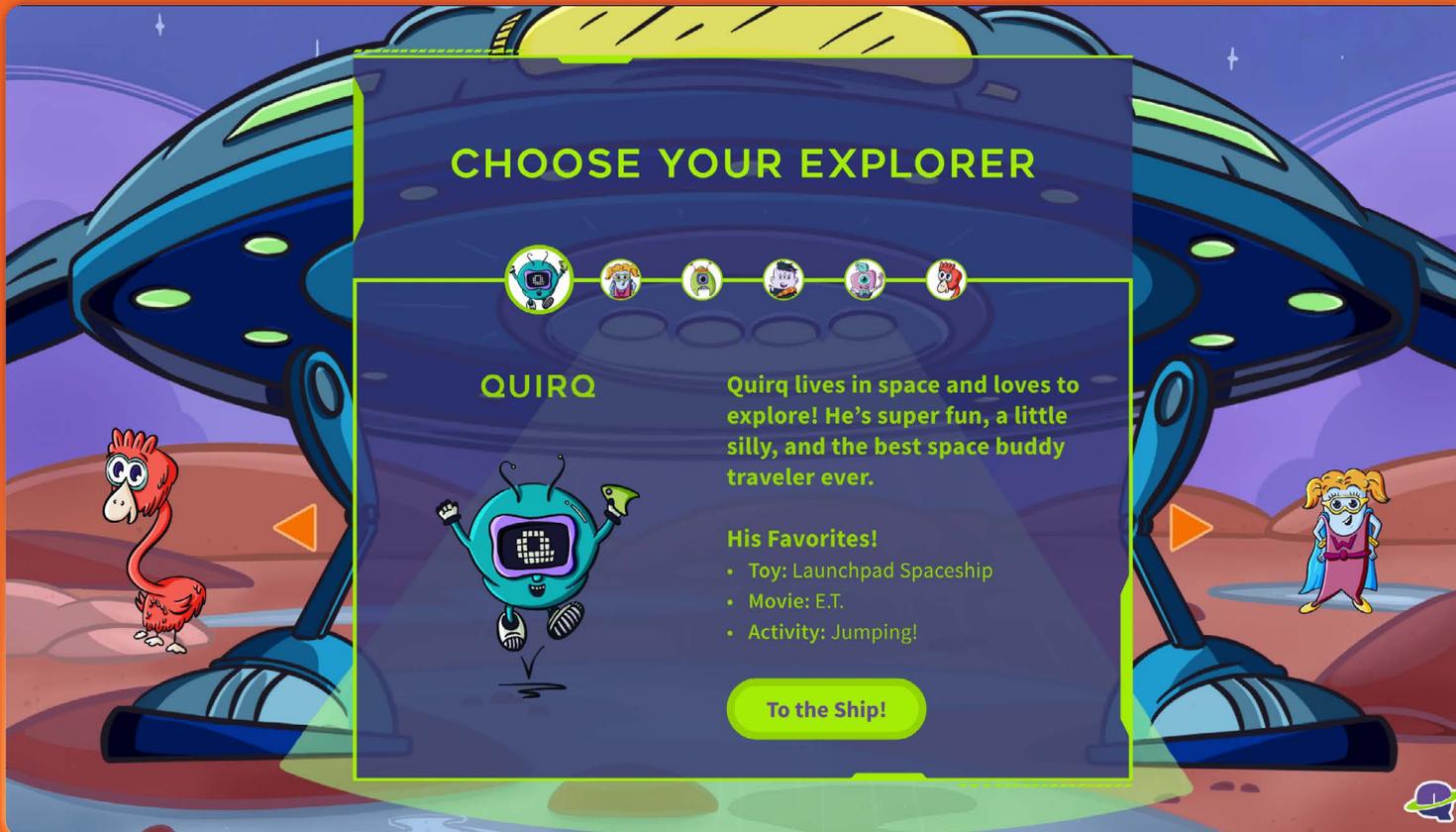
Tap to Start

On this screen, our Playaway Pals will wave and interact with each other while the Launchpad Quest logo is displayed. More character actions are shown on the following page.

As the Pals wait, they will occasionally come together for a dance number, a group selfie, a conga line, a game of tag, or just to jump around. Each Pal will have their own natural movements,

such as blinking, looking around, breathing, waving, and moving their arms (if they have them).

StarWhiz makes an appearance every once in a while to lower his disco balls, prompting the Pals to break into a special dance number.



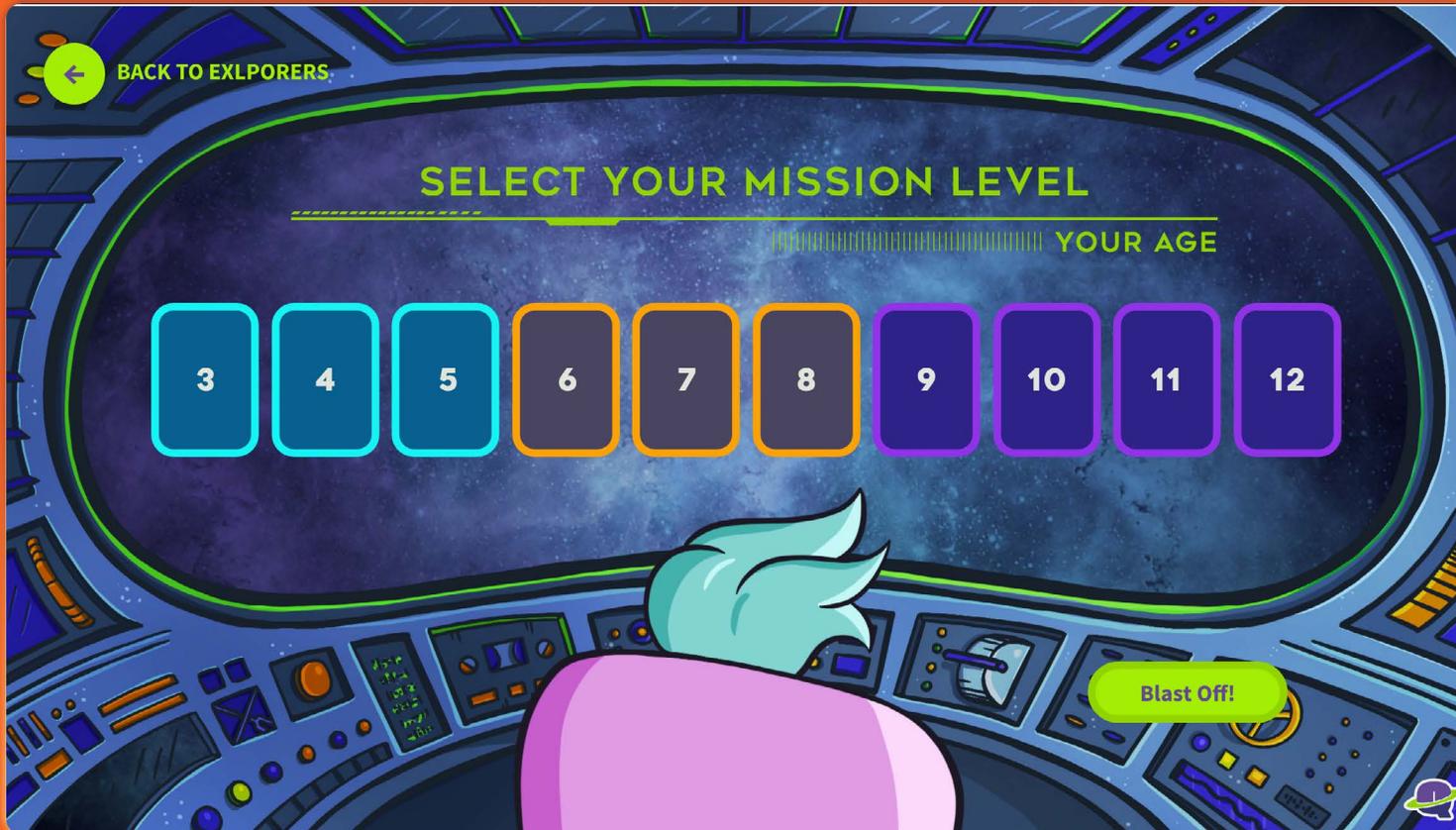
Our explorers are then “caught” by StarWhiz and begin to float in the air, as if gravity has been turned off. We are now inside the StarWhiz ship interface, where we learn more about each explorer.

As kids move between the Explorers, the characters appear to run onto the screen.

Quest



Selecting an explorer triggers a burst of shimmering starlight that beams them onto the StarWhiz flight deck! With a flash and a whoosh, the chosen explorer materializes, ready to shine in the spotlight of the galaxy's coolest command center.



They land at Mission Control, where it's time to choose their mission level—based on age!

Each explorer has a unique voice-over prompt to help guide kids through the selection:

Quirq: "Oh! We should pick our age level. That way, we're ready for anything!"

Wendys: "Now, let's choose our mission level. Adventure awaits!"

Yowee: "Okay! Time to pick our mission level. I'm so excited!"

Zoodle: "Five, six, seven, eight—let's pick the age that's gonna be great!"

Lily: "The odds are, you'll have fun at any age. Let's choose your level!"

Pat: "Whenever you're ready, pick a mission level and let's blast off!"

Quest



With mission levels selected, the explorers buckle up as the countdown begins. Suddenly—ZOOOOM!—a dazzling burst of light engulfs the screen. Stars stretch into glowing streaks, and the background blurs into a swirling tunnel of color.



LET'S PLAY A GAME!



ALL



ART



LOGIC



MATH



READING



SCIENCE



App Title



App Title



App Title



App Title



App Title



App Title



App Title



App Title



App Title



App Title



After kids complete an App our explorers react and have their own custom sayings that animate in.

Explorer Reactions:

Quirq ***“BOING! That was stellar! Can we jump into another one right now?!”***

Wendys: ***“We did it, we did it, with sparkle and song! Let’s celebrate all mission long!”***

Yowee: ***“Now that’s a story worth telling around a campfire—with extra fish snacks!”***

Zoodle: ***“Mission complete! Time to dance it out! Who’s ready for a groove party?”***

Lily: ***“Mission success rate: 100%. Hypothesis confirmed—this team is awesome!”***

Pat: ***“Today, we played. Today, we grew. Today, we soared.”***

**MISSION
COMPLETE!**

