



Koi Cove

Brand Book — v2.0

Created by Derek Clayton

Logo · Palette · Typography · Characters · Voice

About the Series

The Sunken Prairie Gulch

Koi Cove is a bright, kid-friendly animated series set beneath a Texas prairie, in a hidden underwater world called the Sunken Prairie Gulch. Follow a rainbow-scaled koi named Glow, her curious best friend Ripple, and their pond crew as they explore, imagine, and learn the little truths that make a big pond feel like home.

Format & Audience

Short-form animated episodes designed for YouTube and social platforms. Target audience: children under 10. Every episode is warm, funny, and grounded in a small emotional beat — curiosity, patience, courage, or kindness.

Core Rule

All main characters live underwater. The cove is home.

The Mark



Usage

- Always circular — the cove is round.
- Minimum size: 64 px.
- Never recolor the artwork.
- A Foam Cream (#E8F7F5) backing keeps it legible on busy scenes.
- Use on hero surfaces, title cards, thumbnails, and merch.

Palette

Pulled straight from the cove itself — sunlit water, coral glow, prairie warmth.

Primary — The Water

Cove Teal

#2FB3B8

Primary — sunlit pond water

Deep Pond

#1F3A4D

Ink — the shadowy bottom

Foam Cream

#E8F7F5

Backgrounds — bubbles & lily pads

Accents — The Life

Coral Pink

#E86FA8

Ripple's Kohaku spots

Coral Purple

#C77DD9

Magic, bubbles, glow

Sunny Sand

#F5D77A

Pond floor, giggles

Lily Green

#7FB86A

Reeds & prairie grass

Typography

DISPLAY

Aa

Bagel Fat One

Titles, episode cards, thumbnail hooks.
Chunky, playful, unmistakable.

BODY & UI

Aa

Baloo 2

Rounded, chunky, high legibility —
perfect for young readers.

Voice

Warm, curious, a little silly. Never talks down to kids. Uses short sentences, playful rhythm, and lots of questions. Every episode ends on a small, gentle truth.

The Cove Crew

Five underwater friends. One glowing pond.

RIPPLE · GLOW · SHELBY · DART · CLAWMONT

Ripple

The Curious Explorer



SPECIES · KOI

"Always the first to ask 'what if?'"

A red-and-white Kohaku koi with wide, sparkly eyes and gold-outlined fins. Ripple leads the crew into every corner of the cove and comes home a little wiser each time.

Personality

Curious · Brave · Kind

Loves

- Peeking under rocks
- Big questions
- Sharing lily-pad snacks

Glow

The Dreamy Artist



SPECIES · KOI

"Sees magic where others see mud."

A rainbow-scaled koi with iridescent fins and stars reflected in her eyes. Softly spoken, wildly imaginative — Glow is the heart of the pond.

Personality

Dreamy · Creative · Kind

Loves

- Painting with algae
- Watching sunbeams
- Long, quiet floats

Shelby

The Wise Sea Snail



SPECIES · SEA SNAIL (NUDIBRANCH)

"You got time. The pond will wait."

A soft, colorful nudibranch with frilly gills and a patient gaze. Shelby drifts through the cove, knowing every story because she's lived long enough to see every corner. Slow, patient, quietly hilarious.

Personality

Wise · Patient · Funny

Loves

- Sunrise moss
- Long stories
- Not being rushed

Dart

The Zippy Messenger



SPECIES · PUFFERFISH

"News, bubbles, and the occasional surprise puff."

A round little pufferfish who zooms through the cove with tiny fins. Fast talker, even bigger heart — Dart connects everyone in the pond and puffs up when surprised.

Personality

Zippy · Curious · Funny

Loves

- Zooming
- Coral perches
- Being the first to know

Clawmont

The Grumpy Snapper



SPECIES · SNAPPING TURTLE

"This here cove is MINE."

A big old snapping turtle with a mossy shell and a permanent scowl. Clawmont thinks the deepest part of the cove belongs to him alone. Not truly evil — just lonely, protective, and stuck in his ways. Deep down, he wants a friend too.

Personality

Grumpy · Lonely · Brave

Loves

- His rock
- Being left alone
- (secretly) company

The World



Sunken Prairie Gulch

Above: rolling Texas prairie, mesquite, and one crooked willow. Below: a glowing cove of river stones, coral arches, and dappled sunlight. This is where every episode begins and ends.

Voice & Values

Warm

We treat little viewers like the smart people they are.

Curious

Every episode starts with a question.

Gentle

Even our villain (Clawmont) is lovable underneath.

Playful

Sound, color, and language all wiggle.

Grounded

Real emotions in a magical pond.