



Tiny Tusks™

Planet lovers united

Meet the Tiny Tusks - Magical elephants on a big mission

As we know, climate change, deforestation, ocean pollution, unsustainable resources, wildlife trafficking and endangered species are all major threats that are facing us today.

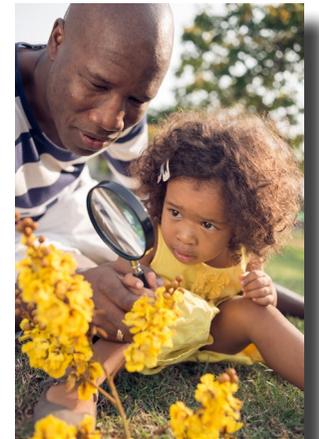
Key environmental charities have pinpointed that the next generations are vital to the future of living more sustainably and protecting the planet.

We are passionate about raising awareness of these issues and engaging with our children in a light and entertaining way. We want to inspire them to become planet protectors, making positive choices for a more sustainable future.

Tiny Tusks are powerful teachers, entertainers and story-tellers, perfect for today's planet-loving generation.



Target Audience

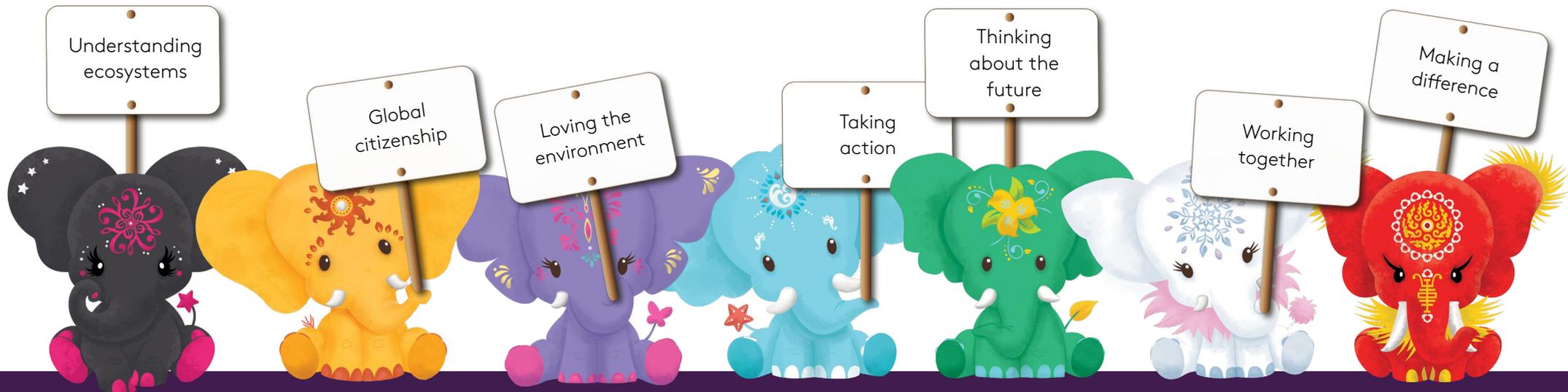
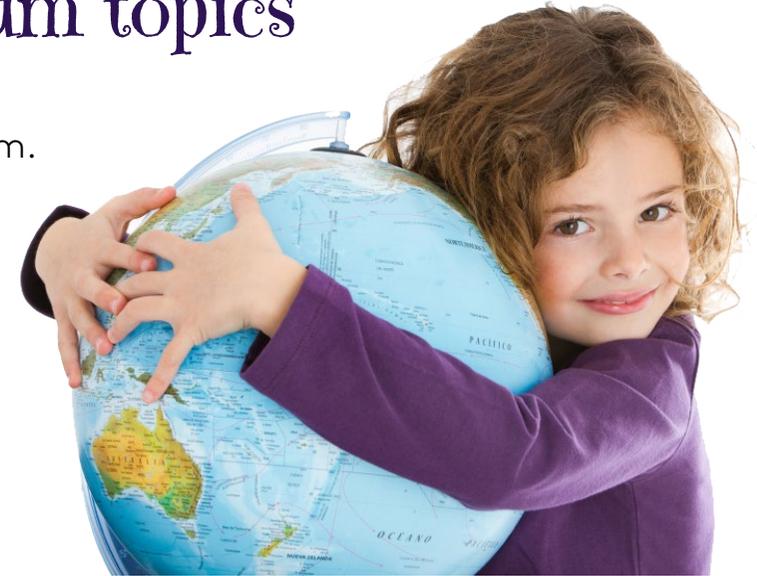


Engaging 4-8 year olds through curriculum topics

Teaching young people about globalisation is central to the Early Years curriculum.

Kids are passionate about our planet and learn best when they're having fun, so all the serious environmental stuff that matters to the Tiny Tusks is rolled up into rewarding, bite-sized nuggets.

Each Tiny Tusk adventure is a tiny epic, filled with magic, inspiration and a touch of eco wisdom. It makes Tiny Tusks a powerful platform for interactive learning, raising awareness by bringing education and play together.





Tiny Tusks and the UK National Curriculum



The key subjects that cover the environment in the National Curriculum (in England, Wales and Northern Ireland) for Key Stage 1 & 2 are PSHE and Citizenship. Topics covering the environment may also be explored within science and geography.

PSHE (Personal, Social and Health Education) helps pupils to lead confident, healthy and responsible lives as individuals and members of society. For example, pupils may be asked to consider social and moral dilemmas such as how the choices they make as consumers affect other people's economies and environments. One of the key points covered is 'the importance of respecting and protecting the environment'.

Citizenship helps pupils to become active citizens who have the confidence and conviction to work collaboratively, to take action and try to make a difference in their communities and the wider world.

Tiny Tusks actively focuses on these points mainly through the various antics of Queen Mah Mah and her wayward monkey troop. We highlight how the choices we make can have a direct impact on those around us, the people we live with and the environment we share. Our aim is to introduce the idea of how we are all connected and how to live more thoughtfully, responsibly and sustainably. Working together to solve problems - even if the people we need to work with may be tricky to deal with! There is always a lesson to be learned that relates to the points covered within the curriculum.



Fun-sized
facts bring key
lessons to life

There are about 50 monkeys
in a Red Colobus monkey troop

A toucan's bill is huge
but light because inside
it's foam-like & full of air

Sloths are slow
and clumsy on land
but are great swimmers

It can take 10 minutes
for rain to reach the
ground in the rainforest

48 football fields of
forest are destroyed every
minute by humans.

Rainforests
Rule!



Etana

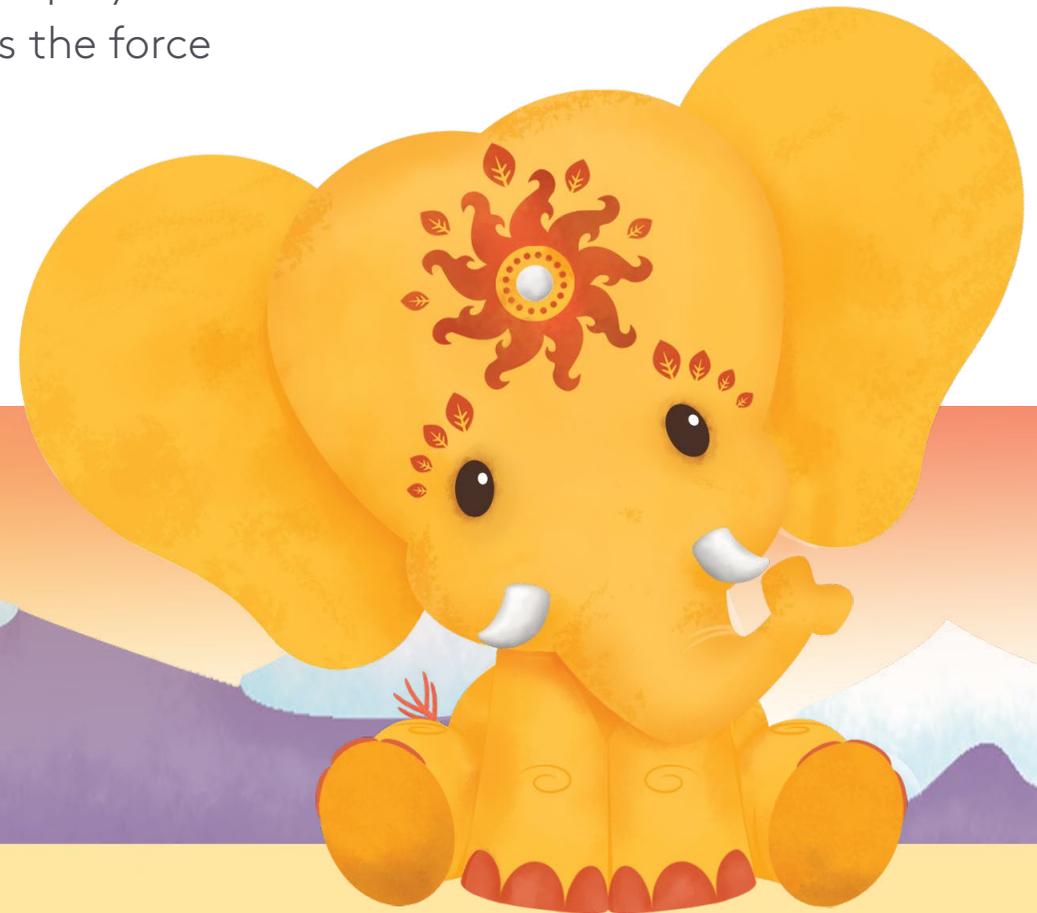


Strong yet quiet and soulful, Etana fits vast wisdom into his pint-sized form and loves hanging out with his playful lion-cub pal Dogo. Etana channels the sun and is the force behind life and growth.



Etana's name means
strong in Swahili.

He represents African elephants.



Yara



As matriach of the Tiny Tusks, Yara is patient, intuitive and a bit flighty —perfect for her best buddy honey bee Makshi. Yara commands the great forces of the insect kingdom.



Yara's name means
butterfly in Arabic.

She represents
important insect ecosystems.



Kondo



Warrior by name and nature, Kondo is passionate about protecting the rainforest and sorting out problems, together with his cheeky Chameleon chum Raymundo. Kondo channels the great healing powers of nature.



Kondo's name means
warrior in ancient Hindi.
He represents the rainforests.

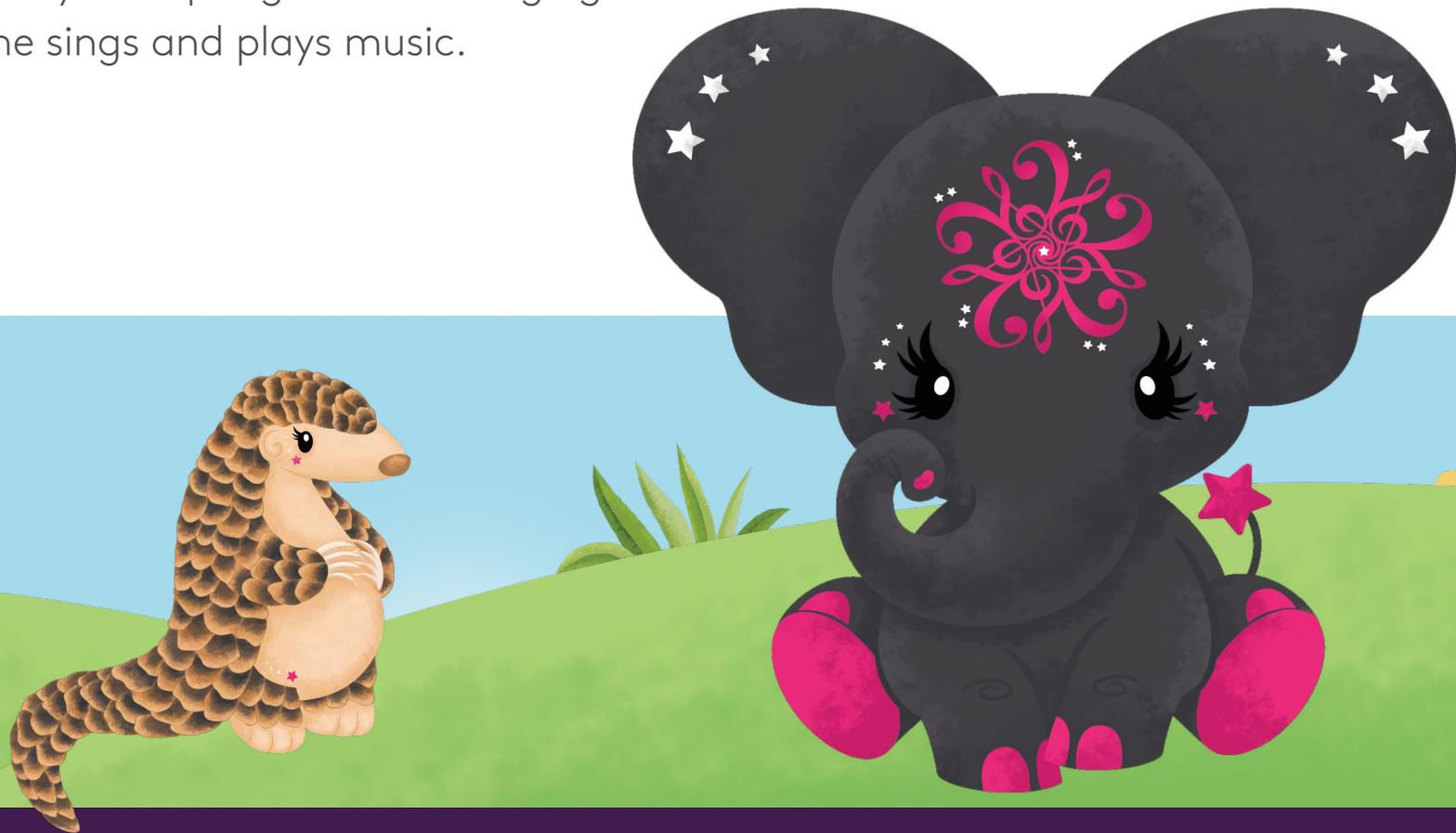


Harmony

Carefree Harmony is the musical one as well as a great communicator and negotiator, standing up for her shy friend Priya the pangolin and bringing harmony when she sings and plays music.



Harmony's name means
a beautiful blending in Greek.
She represents harmonious balance.



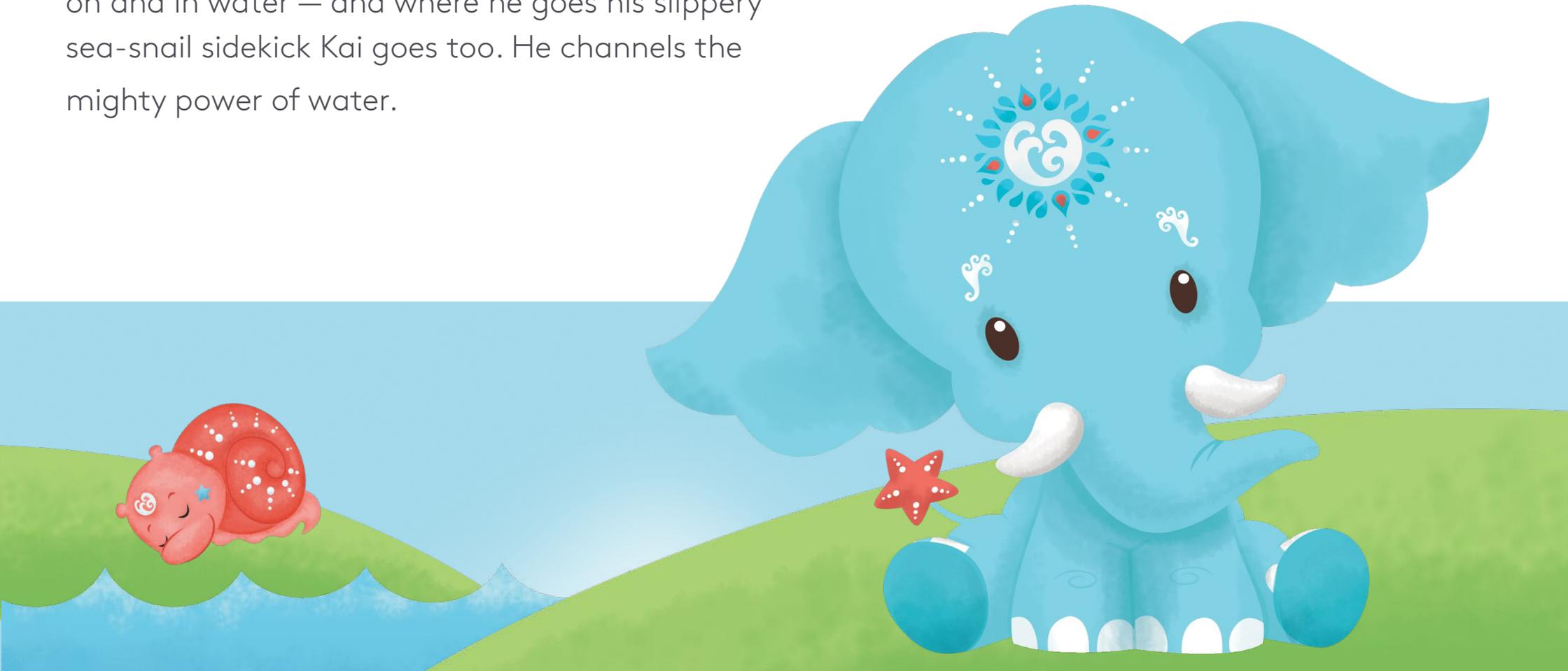
Ervin



The youngest elephant, Ervin loves mucking about with, on and in water — and where he goes his slippery sea-snail sidekick Kai goes too. He channels the mighty power of water.



Ervin's name means
friend of the sea in Welsh.
He represents oceans and rivers.



Aditi



Living proof that small can be feisty, Aditi's cheekiness is only matched by her love of problem-solving, helped by her cunning chum Sitara the Bengal Tiger. Aditi has the power to reshape earth and move mountains.



Aditi's name means
boundless earth in Hindi.
She represents Asian elephants.



Da Hong



He may have a hot temper, but Da-Hong is also fiercely protective, fair and surprisingly kind, as his buddy Tian Tian the Red Panda will tell you. Da-Hong controls the red demon: fire.

Da Hong's name means
big red in Mandarin.

He represents the fiery force of volcanos.



Lumi



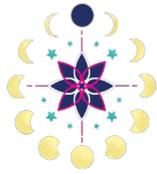
Practicality and logic combine in beautifully calm Lumi. She keeps a cool head in any situation despite the best attempts of her manic penguin pal, Asha the Adélie Penguin. Lumi channels the mighty forces of ice and cold.



Lumi's name means
snow in Finnish.
She represents
the polar regions.



Quila



The oldest and wisest elephant, Quila not only has the amazing power of the moon, she can also create. She enjoys spending time with Chapa the beaver.



Quila's name means **moon goddess in Spanish Inca**. She represents the night and moon.



Queen Mah Mah

Mah Mah is vain, greedy and selfish by nature — where she goes, havoc follows!



Mah Mah's name means **moon in Persian.**

She represents cycles of chaos and change.



Sedrick

Sedrick's body may be slow but his brain is fast!
He is funny, cuddly and faithful friend to the Tiny
Tusks.



Sedrick lives life in the slow lane.

His name means

kind and loved in Old English.

He represents being in the moment.

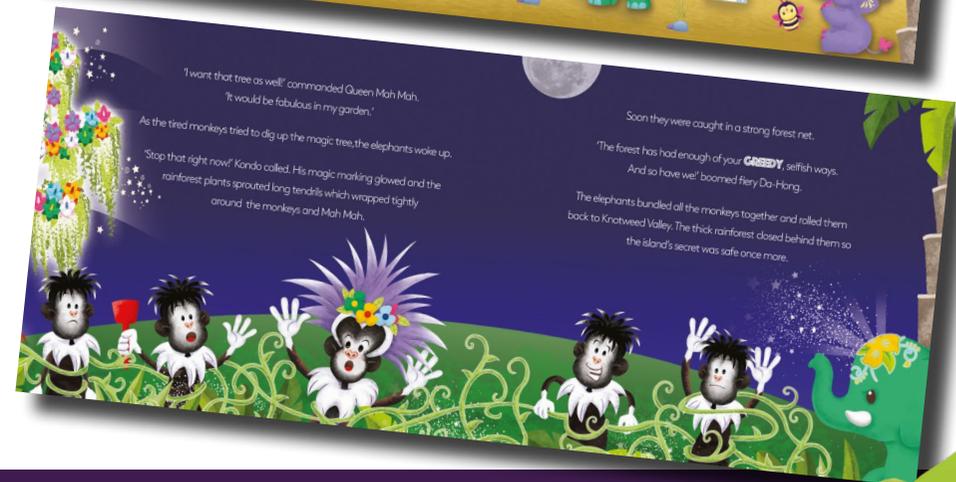
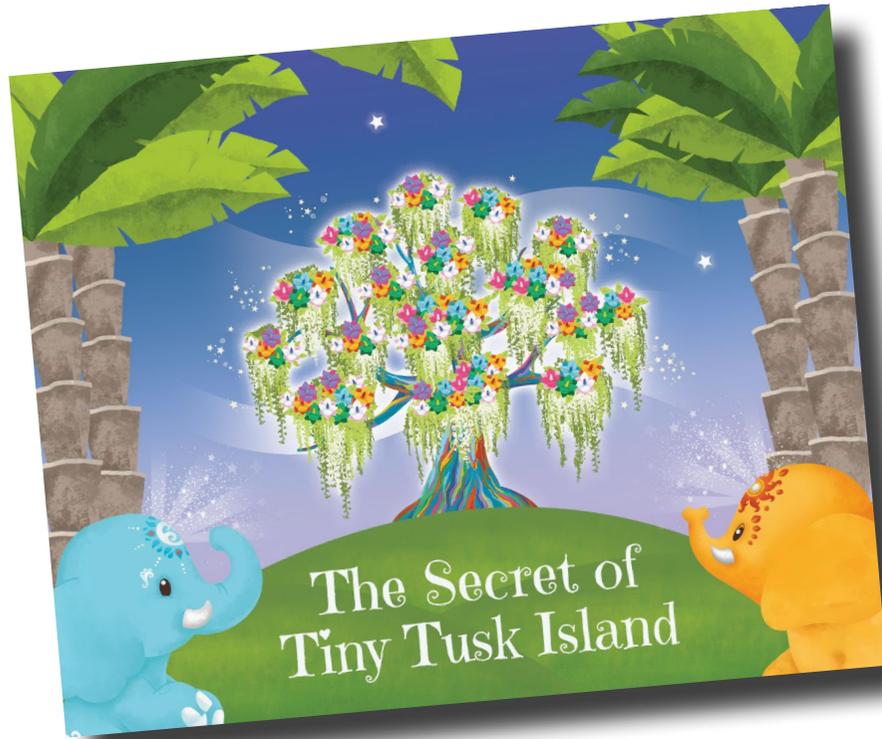


The Secret of Tiny Tusk Island

Topic : In the beginning

In this, the first book of the series, we find out how the right little elephants receive their magical gifts and join them on their first encounter with the mischievous Queen Mah Mah.

Six
Stories





Somewhere in the far-off sea of dreams is a perfect **PARADISE** island. It's home to eight awesome little elephants.

One day, the elephants decided to go exploring to the heart of the rainforest, where they had never been before.

They marched and marched until they
stumbled upon a clearing where a beautiful
rainbow tree grew.

'WELCOME,
I've been waiting for
you to find me.'

The tree gave each of the elephants
a special power that lives in
the beautiful markings
on their heads.





'Da Hong, I give you the gift of the mighty volcano so you can control **FIRE**.'



'Yara, your gift is to call on our many **INSECT** friends for help.'



'Kondo, your gift is to harness the power of **NATURE** to heal.'

'Harmony, when you sing and **DANCE**, peace and harmony will follow.'





'Aditi, you now have the power to
move rocks and **EARTH**'



'Ervin, you hold the power of the **SEA**,
water will curl to your command.'



'Etana, you have the power of the
SUN to make all living things grow.'



'Lumi, you have the power to
create **ICE** and cold.'

However, also living on the island is a VERY naughty and meddlesome monkey called Queen Mah Mah.

Mah Mah is a mischief maker and forest-wrecker. She is vain and greedy and is always making life rotten for others. She is not at **ALL** happy about the new and mysterious markings that have appeared on the Tiny Tusks' heads.



Fun-sized facts kids love to learn

Etana is special friends with **AFRICAN ELEPHANTS** like the mighty savanna elephant. These majestic creatures move between grassy plains and cool woodlands.



Stay cool!

An elephant's enormous ears act like a fan, and let heat escape into the air to cool them down.



Elephants are mammoth!

They are the world's biggest land mammal and are three times heavier than a rhinoceros.



Super strong

Their trunk is so strong and bendy because it contains at least 40,000 muscles.

Elephants are awesome

Aditi hangs out with **ASIAN ELEPHANTS** They live in countries like China, India, Nepal and Thailand.



Pretty handy

An African elephant's trunk has two 'fingers' at the end. They are brilliant at picking things up.



Small but mighty

Asian elephants are smaller than African elephants, and have much smaller ears.



Tuskless

Female Asian elephants have no tusks. Only some of the males grow them.

Sadly, elephants are in trouble

Poaching for ivory, urban development, logging and warzones all threaten African elephant habitats.

Indian elephants are also often held captive for use in the tourist trade.

What can you do?

Never, ever buy ivory products or ride elephants when you're on holiday unless they're at a reputable sanctuary.



The Banana Superhighway

Topic : Taking more than your fair share

The new Banana Superhighway is threatening to wreck the rainforest. Tiny Tusks to the rescue!
With their awesome special powers, can they put ratbag Queen Mah Mah in her place and solve the problem of the squishy, black bananas? Their friend Sedrick the sloth hatches a secret plan that tempts Mah Mah out of her Palace and shows her the error of her greedy ways.



Fun-sized facts kids love to learn



A food mile is the distance that food has to travel from where it's produced to your plate.

→ A banana grown in Costa Rica has to fly **over 5,000 miles** before it reaches your tummy. That's a long way!



→ This plane sends lots of nasty pollution **into the air** as it flies. YUCK.

→ This is **heating up our planet** and making life harder for humans, animals and plants.

Buy locally
Farmers' markets sell lots of yummy things and help you eat with the seasons.



Share not waste
Try not to buy or grow more than you need. If you do, share it, don't waste it.



Say no to palm oil
You'll find it hidden in lots of food, so check every label! Its very bad for rainforests which are being cut down to grow oil palms



Think Fair
Look for the Fairtrade logo in the shops. It helps poorer farmers to get paid properly.



What you can do to help



The Sunshine Pancake Shack

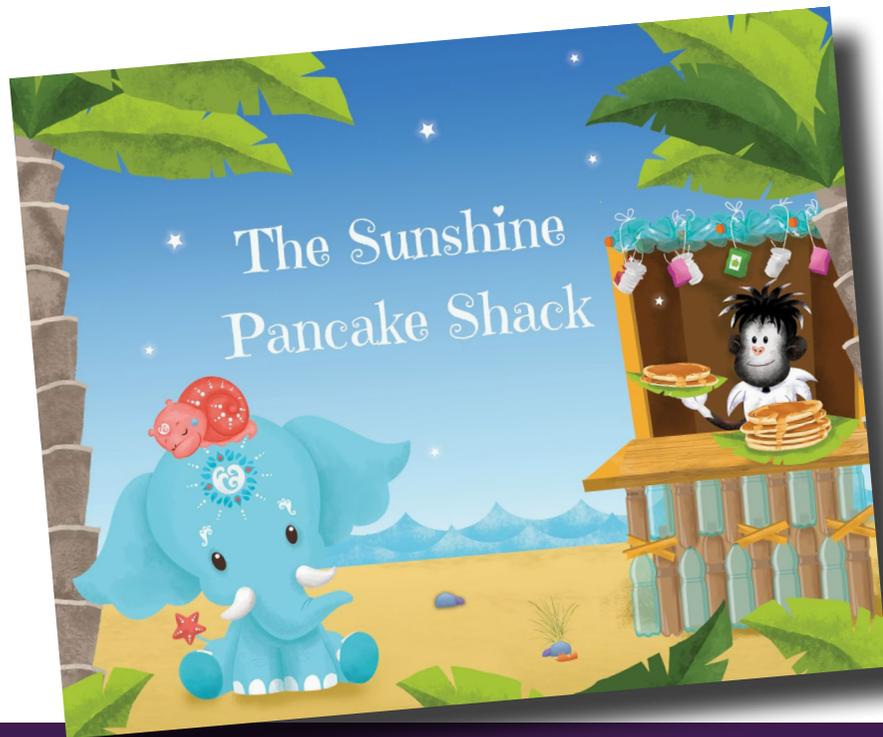
Topic : Plastic in the oceans

After last night's storm the sun is out. What a great day for an early morning swim!

The Tiny Tusks stroll down to the beach only to find that it's covered in piles of washed up rubbish.

Queen Mah Mah arrives with her sequin beach bag, monkey troop and their banana leaf floats ready to sunbathe.

Mah Mah hates to admit it — they're all going to have to work together to clean up the mess. They free a distressed turtle family from the junk and together build an amazing Banana Pancake Breakfast Shack out of the rubbish and sit side-by-side munching pancakes in the sun. Almost friends...for a day at least!



Bite-sized Educational Facts

How does plastic get to the sea?

Plastic can reach the sea in different ways. It might be thrown away and blown by the wind or carried down a river. Smaller bits of plastic from our clothes and our toothpaste and soaps (called microplastics) are flushed down the toilet or washed down the drain.



Why are plastics bad?

Plastic doesn't break down naturally (biodegrade) like paper and wood. Instead it breaks into smaller and smaller pieces that can easily be eaten by sea creatures.

It takes 400 years for a plastic drinking bottle to degrade in water.



What can you do?

- Don't buy bottled drinks
- Use a reusable water bottle
- Use reusable shopping bags
- Recycle
- Don't use plastic straws or cups
- Pick up some rubbish whenever you visit the beach

How does plastic affect sea life?

Sea creatures often eat plastic items by accident. They think they are jellyfish or other food. Whales and turtles have been found with lots of plastic bags in their stomach. Microplastics look like fish eggs and are eaten by birds. Animals such as turtles and dolphins can get stuck in old nets or plastic drink-can rings, and drown.



The Glorious Island Bake-off

Topic : Palm Oil

Somewhere in the far-off sea of dreams is a perfect paradise island.

It's home to eight awesome little elephants who have magical powers to protect their island. They are called the Tiny Tusks.

A delicious smell had been hanging over the island all week. It was nearly time for the Annual Island Bake-Off, and everyone was making cakes and crumbles and cookies.

***illustration on opening spread showing the elephants on the island. All we see of the bake-off so far is a 'bistro'-style waft of deliciousness in the air.**

The sun was up early, and so was Aditi. She was practising making her fruity rock cakes. She was also making a great big mess, but that is one of the best parts of baking.

'Hey, Aditi! I thought you were a ghost!' laughed Ervin.

***illustration of Aditi covered in flour, surrounded by spoons, large mixing bowl etc. Ervin is laughing at her.**

Over in Knotweed Valley, Queen Mah Mah was also wide awake. She was standing in the Palace kitchen, covered in chocolate.

Mah Mah wanted to make the perfect cake, but she had never baked before. She called one of her monkey troop to help her.

'I can't get the chocolate right,' she moaned. 'Nothing I try seems to work!' She flung her arm across her forehead. Then she had an idea.

'Maybe I could use the naughty nutty chocolate spread,' she whispered. She knew it was made from the palm trees on the island, but she didn't really care. Who needs forest, when you can have yummy scrummy spread?

(illustration) Mah Mah in a dramatic pose, arm across her forehead in a weary/headache/drama queen kind of way. She has streaks of chocolate on her face

'Bring me ten tubs of naughty nutty spread!' she demanded. Then she retired to her bed with a headache.

Night was falling, and Mah Mah's headache had been replaced by a rumble in her tummy.

'Where is that monkey with my spread?' she grumbled. 'And what can I have for supper? Ah! My delicious home grown bananas! Mmmm...mmm...MMMM.'

***illustration of Mah Mah lounging, queen-like, in her hammock/bed, with other monkeys feeding her bananas. Dark night-sky behind her.**

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Meanwhile, more glorious smells wafted up through the tall trees where the Tiny Tusks were perfecting their cakes.

Etana was thrilled with his fluffy mango cake. Harmony hummed as she put together her Very Berry crumble. Lumi was struggling with her Arctic roll.

Yara and her best buddy Makshi were cooling their honey tarts.

'I thought we made eight honey tarts?' Yara exclaimed, looking down at her plate.

***illustration of Yara and Makshi with a plate of 7 honey tarts. Around them are upturned/part-used pots of honey**

Yara glared into the forest. She could see one of Queen Mah Mah's naughty monkey troop swinging off into the trees.

He had one of her tarts in his mouth, and a big tub of naughty nutty chocolate spread clutched beneath his arm.

'It looks like Queen Mah-Mah and her troop are up to no good again,' Kondo said, creating his own mischief as he threw orange peel at Raymondo.

All the Tiny Tusks were excited. 'I'll never sleep tonight!' squeaked Etana. 'I can't wait to see all of the cakes tomorrow!'

***illustration cross-looking Yara looking through the trees at a monkey, swinging through the trees. He has a tart in his mouth and a jar under his arm. Also show Kondo and Raymondo, throwing orange peel.**

Early next morning, the island was buzzing with excitement. Everyone arrived with cakes and tarts and pies and biscuits... Just thinking about it was enough to make the head judge Da Hong's stomach rumble.

'Don't let me eat too many pineapple waffles this year!' he groaned, and all the Tiny Tusks laughed.

Da Hong was the greediest elephant of them all, and was famous for his sweet tusk.

(illustration) focus on Da Hong - looking a little worried as he views all the cakes laid out in front of him? They are displayed on tree trunks, rocks, and on the floor laid out on banana leaves.

Queen Mah Mah was cross, because she never got her naughty nutty chocolate spread. She had to make a banana loaf instead, and it didn't look anywhere near as tasty.

Just then they heard a shout. 'Wait for me!' called Bobo the monkey. He swung into view holding THE most fantastic chocolate cake. It was so good that everyone gasped.

Queen Mah Mah was absolutely furious. Bobo had tricked her, and used the naughty nutty chocolate spread for his own cake!

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The judges took their time tasting each and every cake.

'We have a winner!' declared Da Hong, finally. Everyone held their breath.

'A big thank you to everyone who has taken part. The standard of cakes this year has been exceptional and the choice has been hard. This year's winner is...Bobo!' Everyone cheered, except for Queen Mah Mah.

***illustration of Da Hong looking happy/important and pointing at Bobo with his trunk. He has the other judges with him eg animal friends. Mah Mah is scowling.**

'Well, Bobo,' said Da Hong, 'your chocolate topping is super scrummy. Will you share your recipe?'

'Er, um, well...' stammered Bobo. 'Actually, it's a family secret. I shouldn't really tell you.'

'Is that right?' said Yara, stepping forward. 'So how come I saw you yesterday, swinging through the forest with a tub of naughty nutty chocolate spread? Hmm? Hey?'

Bobo turned even redder than Da Hong.

***illustration of Yara confronting Bobo, who is red-faced and hanging his head.**

Da Hong cleared his throat. 'That's very disappointing Bobo, we'll have to disqualify you,' he announced. 'That spread is a forbidden ingredient, so you have broken the rules. Which means the winner instead is...'

The crowd was silent.

'Queen Mah Mah! Her home-grown bananas helped to make a simple but delicious cake. Well done!'

Everyone clapped. Mah Mah couldn't believe she'd won! Especially when she had also planned to cheat. She accepted her prize with a big grin. 'Let's all go back to mine to celebrate!'

***illustration of a jubilant Mah Mah, accepting a trophy from Da Hong, or he is placing a leaf-crown on her head as she holds her arms aloft in victory.**

Queen Mah Mah provided lots of drinks to go with all of the cakes.

The Tiny Tusks wondered if this was the start of a brand new, island-friendly Queen.

They didn't have to wonder for long. Mah Mah clearly didn't know that food should be eaten, and not wasted. Yara and Ervin rolled their eyes and sighed. Oh, Mah Mah...

***illustration of the Tiny Tusks looking on as Mah Mah and her monkeys have a food fight.**



The Big buzz

Topic : Bee's and taking what's not yours

Somewhere in the far-off sea of dreams is a perfect paradise island.

It's home to eight awesome little elephants who have magical powers to protect their island. They are called the Tiny Tusks.

It was another beautiful day on the island and Yara and Etana had set out early to check on the new trees that Etana had recently planted.

They were very close to the home of Makshi the honeybee, so they decided to call and say hello.

Yara and Etana could hear a frantic buzzing that grew louder and louder as they got nearer. They turned a corner and were shocked to see how many bees were there.

'Makshi!' Yara exclaimed. 'What's going on? Is everything okay?'

Makshi buzzed busily towards them. She explained that they were holding an emergency meeting to try to solve a BIG problem.

Queen Clara was the queen bee of the biggest bee colony on the island. She flew high in the air in front of the gathering of bees.

'Bzzzzzz. SHHHHH!
Beeee quiet please!' she buzzed loudly.
A hush fell around her.

'As you know,' she announced, 'the forest flowers have been disappearing and honey production has dropped. Queen Mah Mah's mischievous monkey troop have been seen leaving the forest with bags of flowers.'

'We should have guessed that Mah Mah is behind this,' buzzed Makshi in a whisper. Yara and Etana rolled their eyes.

Queen Clara continued. 'Our worker bees have discovered what the monkeys are doing. Mah Mah has ordered them to take as many flowers as they can and make flower garlands for her birthday party.'

The Tiny Tusks gasped and the buzzing of the bees grew louder and angrier.



Page 2

'Mah Mah has really gone too far this time,' Yara said crossly. 'How selfish can she be? Queen Clara, I will call the rest of the Tiny Tusks. We will put a stop to her bad behaviour, and help to return the flowers to the forest.'

The markings on Yara's head shimmered and sparkled as she called across the island to the other elephants.

Before long, a thunderous rumble shook the trees and trembled the ground beneath their feet. The Tiny Tusks were here! They wasted no time at all in coming up with a plan.

Over at the palace, Queen Mah Mah was having a tantrum. Yes, another one. A big one.

'There are NOT enough flower garlands!' she yelled. 'I want more flowers. MORE! It's MY birthday party and I want flowers EVERYWHERE!'

'We're doing the best we can,' said one monkey bravely. 'We're working through the night to make enough garlands.'

Mah Mah glared. 'Well, work faster!' she demanded.

She really is a meanie.

As the sun began to set, Yara and Makshi began their work. Yara called upon all of her friends in the insect kingdom. Her message echoed through the trees and the undergrowth and into the soil, letting them know that it was time.

Queen Clara gathered her bee colony and led them to Mah Mah's palace. The rest of the Tiny Tusks went with them and waited outside.

'When I count to three, we all charge into the palace together,' said Da Hong.
'Ready? 1...
2...
3!'

The elephants burst into the palace with their trunks held high. 'NOW!' commanded Da Hong, and they all let loose a shower of water.

The monkeys spluttered and gasped and tried to run away. But their legs were *whooshed from under them by the powerful water jets. Harmony could hardly keep squirting, she was laughing so much.

***Illustration of the monkeys piled up with tangled arms and legs**

Page 3

While the monkeys tried to clamber out of their tangled monkey mess, Harmony began to sing.

Her melody danced in the air, and brought with it a host of beautiful butterflies. They were joined by ladybirds and bees, by dragonflies and lightning bugs.

Together, they swept through the palace, gathering flower garlands as they flew.

'My beautiful flowers!' wailed Queen Mah Mah. But then she fell silent.

More insects flew into the palace, bringing with them banana leaf garlands and a brilliant banana leaf piñata in the shape of an elephant. Mah Mah clapped her hands excitedly. 'Ooh! What fun!' she cried.

Even the mischievous monkeys joined in, helping to arrange the decorations. The finishing touch was a giant birthday *banner that spelt out Mah Mah's name. It also had a special *message from the Tiny Tusks.

***Here we show the birthday banner than says "Wishing you and island friendly birthday!"**

Etana and Kondo were waiting in the forest. They scooped up the flower garlands that the insects had gently laid in front of them.

Kondo wrinkled his brow until the pattern began to twinkle and glow. One by one, the flowers came away from the garlands and were returned to their rightful places in the forest.

The bees buzzed happily as they began to gather nectar once again.

With their work finished, the Tiny Tusks were free to celebrate. They trumpeted and danced with the monkeys in the palace.

But where was Queen Mah Mah? *She was making the most of her favourite party decoration. She did feel a little bit sorry for stealing all the flowers, but she wasn't going to let the Tiny Tusks know that!

***(Picture of Mah Mah bashing the pinata with a stick)**



Outline for Book 6:

The Missing River

Topic : How your actions affect others

Something isn't quite right on Tiny Tusks island. The river has stopped babbling. Blithering biltong! Queen Mah Mah and her monkey troop are rolling boulders into the river to divert it to their palace in Knotweed Valley. Mah Mah's cousin is coming to stay and she is just as mischievous and naughty as Mah Mah.

In a bid to impress her, Mah Mah has decided to make a luxurious swimming pool for them so that they can float around on their banana leaf floats drinking coconut cocktails!

The tapirs are parched, the crocs are crabby and Sedrick the sloth has ground to a halt.

Etana exhausts the monkey workers by making the sun beat harder, Ervin whips up a storm to dislodge the boulders, Yara summons a plague of fire ants and Lumi blows an icy wind into Knotweed Valley forcing cantankerous Mah Mah and cousin Ooma inside with a hot water leaf bottle and a banana curry.



Digital Publishing



PlayKids is an Educational platform with books, videos and educational games for kids. They create and select the best cartoons and shows to accompany to the children. There are more than 4500 videos of the most beloved characters like Pocoyo, Mickey Mouse Clubhouse, Bob ABCs, Sara and the Duck, Minnie, The World of Elmo, Backyardigans and many others.

In addition to these, the Original PK Content with Junior and his friends living unforgettable adventures and sharing fun and learning with your favorite traveling companions: the kids!

Playkids is available in more than 180 countries and in 6 different languages.

PlayKids App - Cartoons, activities and games with the children's most loved characters.



Digital Publishing

PlayKids Stories - A library with over 1000 digital books and HQs.

PlayKids Learn - Reading, math, arts and creativity activities in Portuguese and English.

PlayKids Party - Educational games and minigames.



- 2017 Kidscreen award nominee Best Streaming Video Platform
 - +52M Videos watched monthly
 - 300K Books read monthly
 - +6M Monthly active users
 - 1M Followers on Facebook
 - +20M Views on YouTube
 - +35M Downloads



Digital Publishing

Odilo allows schools to access the catalog of resources featuring eBooks, audiobooks, videos, magazines and newspapers at any time.

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ODILO



Digital Publishing

KidsCast is a fun, safe, subscription app packed full of games, shows, music, activities and educational content, designed exclusively for kids. They are dedicated to creating a secure environment for children to explore the realms of their imagination through the KidsCast Universe. This can be cast directly to a smart TV or any other cast ready devices.

Shows - They have some of the biggest shows in children's entertainment history and some of the brightest shows of today.

Fun & Learning Games - We believe that games should be fun and challenging. Our library of games means your child, can learn and have fun at the same time.

Music - An inbuilt music player means that you can listen to a huge selection of safe popular kids tracks.

Colour & Create - Make fun and colourful pictures in our Colour and Create Island or download some activities to print and enjoy.



Digital Publishing

KidsCast believe that stories ignite a child's imagination which is why they developed the Imaginarium. This section of the app is where children will find digital books and audio books from award winning authors.

The app has been certified by the UKCCIS (UK Council for Child Internet Safety)



Digital Publishing

We are delighted to be working BOOKR Kids, based in Hungary, who have licensed 'The Secret of Tiny Tusks Island' and 'The Banana Superhighway' titles.

The BOOKR Kids App is a fun and easy-to-use library application for children aged 2-10 years and is filled with interactive educational stories.

The stories selected by children's literature experts are all enriched with animations, narration and text highlighting, as well as fun and educational games related to the particular story, sound effects and music! The App has reached No 1 App in the Czech Kids App Store and also No 4 in the Hungarian Kids App Store and a new platform designed specifically for schools in China is due to launch May 2018.



KIDS



It's proven that using the application helps children improve reading skills and develop a good relationship with stories and quality literature while, thanks to the special features, the traditional books are presented to them in a form that they can easily find attractive.

For parents, BOOKR Kids guarantees quality and secure content for their kids in the digital world.



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Digital Publishing

We are also delighted to be working with eMook S.r.l. who are adapting the Tiny Tusks picture books for their state-of-the-art app.

Using the latest technologies, the eMooks app enables readers to totally immerse themselves in the story, giving their imagination a boost, by combining what they see and hear.

The app synchronises sounds, ambient noise and music with the text, and in this way the automated content is amplified on tablets and smartphones, making them more life-like than ever before!



Available on the
App Store

GET IT ON
Google Play



eMooks

Read, listen and amplify your emotions



Tone of voice

The aim of Tiny Tusks is to entertain, inspire and teach. We are a fun and educational brand with a sprinkling of magic, focusing on endangered species and wider environmental issues.

The language is suitable for children between 4 and 8 years old.

When writing, we consider the following:

- ✿ Subtle use of alliteration and onomatopoeia to add to the sing-song quality of the text.
- ✿ Contrast between short, punchy statements to keep the readers' attention, and longer sentences to set the scene and progress the story.
- ✿ Varied use of vocabulary to educate and entertain (for example, use of synonyms for 'said' - buzzed, whispered, yelled, announced, demanded).
- ✿ Variation in voice - from Queen Mah Mah's demands to the unseen narrator's judgment calls: What. A. Meanie.



Pagination

Tiny Tusk stories are very visual, bright and sunny. They are delivered over 32 pages of text and illustration and each story starts with the same introductory paragraph.

Two pages at the front of each book introduce the brand to the 'grown up' and there are two fact-based but fun learning pages at the back.

Word count

Tiny Tusk stories have a balanced structure with a sense of progress and adventure. Each has a moral and a problem to be solved. This problem may be caused by an external factor but is usually the work of the mischievous Queen Mah Mah.

We aim to deliver this within 750 - 850 words (approx).



Educational

Fun

Visually rich

Magical

Inspiring



Logos

Tiny Tusks™

Tiny Tusks™

Tiny Tusks™



Tiny Tusks™

Tiny Tusks™



Fonts

Header Fonts:

'Emilys Candy' (regular) (also used in our logo)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1 2 3 4 5 6 7 8 9 10

OR 'Caudex' (regular)

Both fonts can be used in any of the colour palette colours



Body Text:

Brown (light)

Brown Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1 2 3 4 5 6 7 8 9 10



Where possible, please use a dark grey rather than black.

Accent Texts:

PHOSPHATE

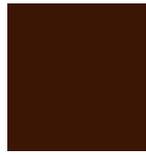
(used to emphasise words in the books)

Please note: Tiny Tusks property rights DO NOT include typeface rights.

Colour palettes



C38 M35 Y33 K92
Pantone 7C
Harmony



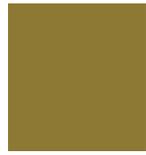
C30 M71 Y75 K81
Pantone 476C
Etana



C62 M0 Y8 K0
Sedrick



C32 M71 Y67 K34
Mah Mah



C42 M43 Y95 K16
Sedrick



C2 M97 Y85 K7
Pantone 1797C
Ervin & Da Hong



0C M86 Y63 K0
Pantone 032C
Da Hong



C0 M82 Y94 K2
Pantone 173C
Etana



C0 M72 Y70 K40
Pantone 7416C
Ervin



C0 M55 Y50 K0
Pantone 486C
Ervin



C0 M19 Y89 K0
Pantone 123C
Etana



C0 M8 Y86 K0
Pantone 7404C
Kondo & Da Hong



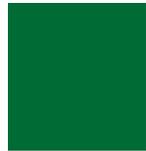
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Pantone 602C
Yara



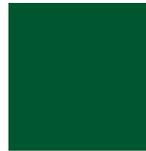
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Pantone 380C
Kondo



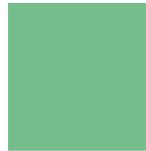
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Pantone 7495C
Kondo



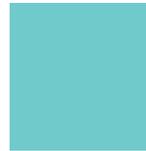
C90 M12 Y95 K40
Pantone 349C
Kondo



C85 M16 Y85 K56
Pantone 7483C
Kondo



C56 M0 Y58 K0
Pantone 7479C
Kondo



C53 M0 Y23 K0
Pantone 325C
Yara



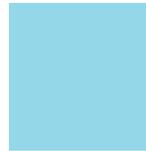
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Kondo



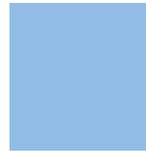
C74 M0 Y13 K0
Pantone 631C
Ervin



C62 M0 Y8 K0
Pantone 637C
Ervin



C39 M0 Y7 K0
Pantone 636C
Ervin



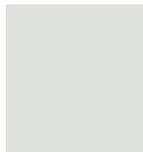
C41 M15 Y0 K0
Pantone 659C
Lumi



C32 4 Y1 K0
Pantone 277C
Lumi



C7 M3 Y5 K8
Pantone 427C
Lumi



C4 M2 Y4 K8
Pantone 1C
Da Hong



C45 M34 Y34 K0
Pantone 877C
Lumi



C95 M74 Y7 K44
Pantone 534C
Lumi



C91 M100 Y8 K59
Pantone 2695C
Yara



C68 M78 Y0 K0
Pantone 7677C
Mah Mah



C37 M31 Y0 K0
Pantone 7446C
Yara & Mah Mah



C1 M92 Y4 K0
Pantone 219C
Yara



C0 M92 Y18 K0
Pantone 213C
Harmony



C0 M83 Y16 K0
Pantone 205C
Aditi



C0 M78 Y8 K0
Pantone 212C
Yara

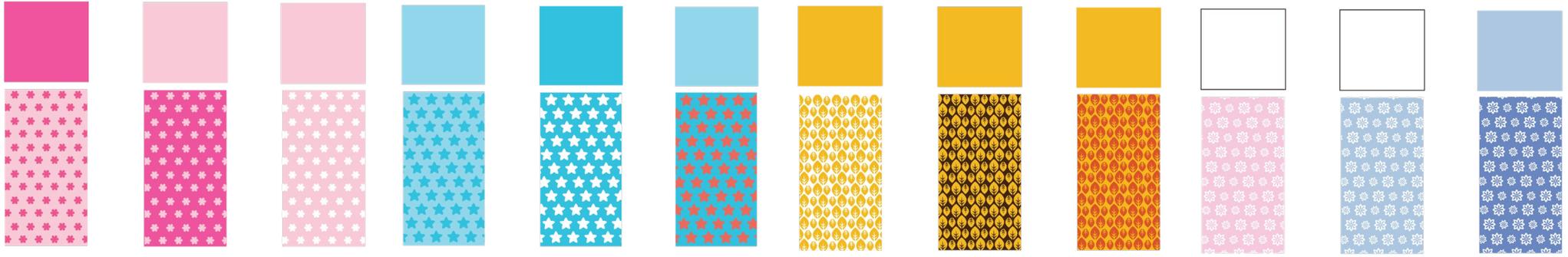


C2 M25 Y0 K0
Pantone 517C
Lumi



C0 M23 Y7 K0
Pantone 706C
Aditi

Patterns



Aditi

Ervin

Etana

Lumi

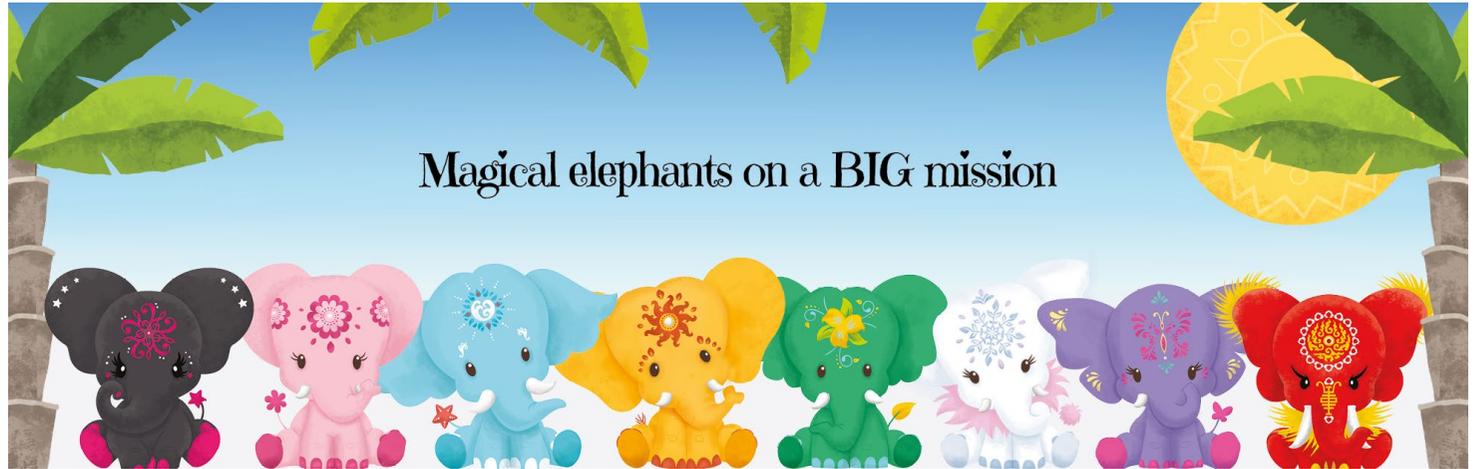
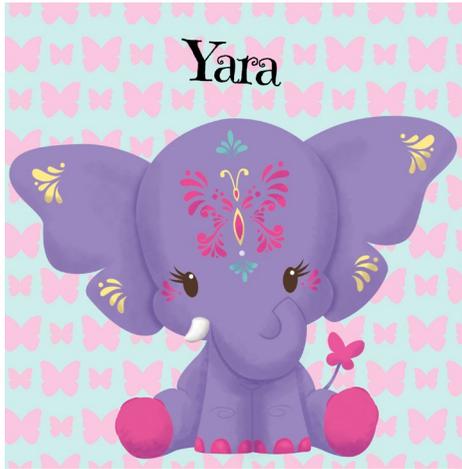


Kondo

Harmony

Da Hong

Yara



Tiny Tusks are loveable





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