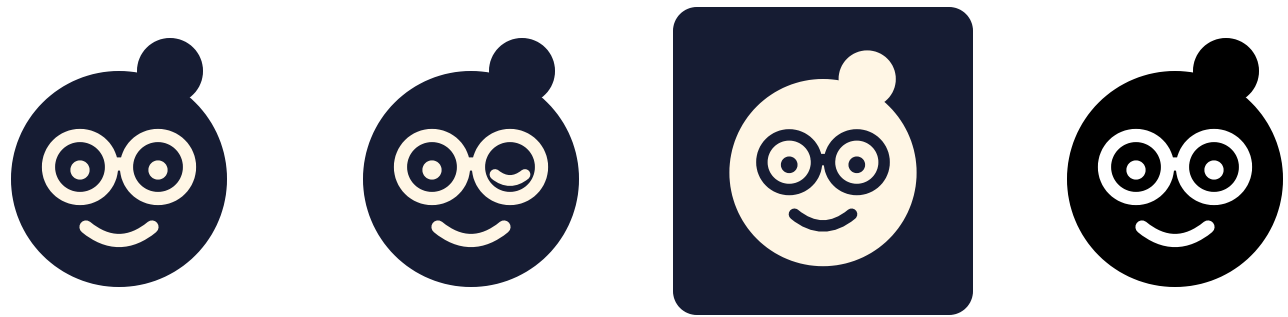


Better Than Grandma - Quick Kit v1 (Direction A - Wink) 2026-10-31 - for the production

Master

1. The mark



Primary (kids, store, general) - Cats variant winks - Reverse on dark - Mono black. Use the SVG files in 01 Logo, never redraw, never let a generator draw it (R-09). Clear space = one third of the mark height on every side. Minimum size 48 px on screen, 12 mm in print.

2. The badge

The audience word sits in a Honey pill at the bottom-right of the mark, overlapping the edge, always the same place: CATS / KIDS / DOGS (Arabic: للقطط / للأطفال / للكلاب). In thumbnails the pill is at least 9 percent of the frame height. The name is never abbreviated in public: always "Better Than Grandma", then the channel word.

3. Colours (hex, measured)

Ink
#161C33
text, marks,
silhouettes

Apricot
#FF9A6B
kids only

Cream
#FFF6E5
light backgrounds

Sky
#4DA6FF
cats field (cat-visible
blue)

Honey
#FFC94D
badge and accent

Contrast: Ink on Cream 15.7:1, Ink on Honey 11.0:1, black silhouette on Sky 8.2:1 (R-25 passes), Cream text on Ink 15.7:1. Never use Apricot or any red or orange on cats content. Never put Cream text directly on Sky; use an Ink plate.

4. Type

Fredoka 600 Latin titles, thumbnails, badges.

700 بالو بهايجان 2 وزن Arabic titles and badges.

Rubik 400/500 body text, both languages (descriptions, store copy). All three are SIL OFL fonts, packaged in 02 Colour And Type/Fonts.

5. Channel art and thumbnails

Banner 2560 x 1440, everything important inside the centred 1546 x 423 safe area; avatar 800 x 800 (mark only, cats winks); watermark 150 x 150 cats channel only. Thumbnail: one big subject, two words, Ink plate for the first word, Honey plate for the second, mark bottom-left, badge bottom-right. Cats thumbnails: black subject on Sky. Kids thumbnails: subject on Cream with a Honey disc, Arabic first.

6. Do and do not

Do	Do not
Flat colour, no gradients, no shadows on the mark	No outlines, glows, 3D, textures or generated redraws
Wink only on cats content	No wink on kids or store materials
Badge bottom-right, Honey pill	Never move, recolour or drop the badge on channel art
Lines that are true: "Videos for cats to watch"	No "best", "number one", "guaranteed" (R-15)
Kids channel: brand inside the picture only	No watermark, end screens, cards, store links or CTAs on kids videos

7. Store and affiliate lines

EN: "As an Amazon Associate, Better Than Grandma earns from qualifying purchases."

AR: "على عمولة من Better Than Grandma بصفتنا شريكاً في برنامج أمازون أسوشيتس، تحصل"
المشتريات المؤهلة."

Store tag: "Seen on Cat TV" / "شفته على شاشة القطط".