

Elinor

Wonders Why

Style Guide





Intro

ELINOR WONDERS WHY is a PBS KIDS animated series for preschoolers created by Jorge Cham and Daniel Whiteson. Each half-hour episode features two stories that aim to encourage children to follow their curiosity, ask questions when they don't understand and find answers using science inquiry skills. The main character Elinor, the most observant and curious bunny rabbit in Animal Town, will introduce kids ages 3-5 to science, nature and community through adventures with her friends Ari, a funny and imaginative bat, and Olive, a perceptive and warm elephant. As kids explore Animal Town, they will meet all kinds of interesting, funny, and quirky characters, each with something to teach us about respecting others, the importance of diversity, caring for the environment, and working together to solve problems.

In each episode, Elinor models the foundational practices of science inquiry and engineering design -- including her amazing powers of observation and willingness to ask questions and investigate. When she encounters something she doesn't understand, like why birds have feathers or how tiny ants build massive anthills, she just can't let it go until she figures it out. And in discovering the answers, Elinor often learns something about nature's ingenious inventions and how they can connect to ideas in our designed world, and what it takes to live in a community. ELINOR WONDERS WHY encourages children and parents to ask their own questions and experience the joy of discovery and understanding together.

Elinor Wonders Why

Style Guide

Welcome to our Elinor Wonders Why Style Guide where you can explore all the wonders of this very charming series.

This style guide is a reference point while setting up marketing and other materials across the board. It features many images and information that showcases the elements of style in our series. By following the details in this guide, this should allow us to present the brand in a consistent way and tone across all media."

Our very curious Elinor often says "we need MORE observations!" - So get curious, observe away and enjoy!



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Line up - 02	- 02		
Line up - 03	- 03		
Line up - 04	- 04		
Line up - 05	- 05		
Line up - 06	- 06		



A- Characters:

A1-Elinor

Elinor is a precocious little bunny rabbit with seemingly boundless energy to explore and learn interesting things. She is silly and is not afraid to voice her opinion. Elinor likes to think that she has a super power: the power of observation. She often says out loud, "That is SO interesting!" whenever she notices an interesting phenomenon in nature. She likes to charge ahead and is very excited to try things out. When she sees something that she is interested in or wants to understand, she will not let go of it until she understands it. Sometimes, she is more focused on the mystery at hand than other, more practical things (like listening to her teacher). When she wants to dig into something, she will say "We need MORE observations."

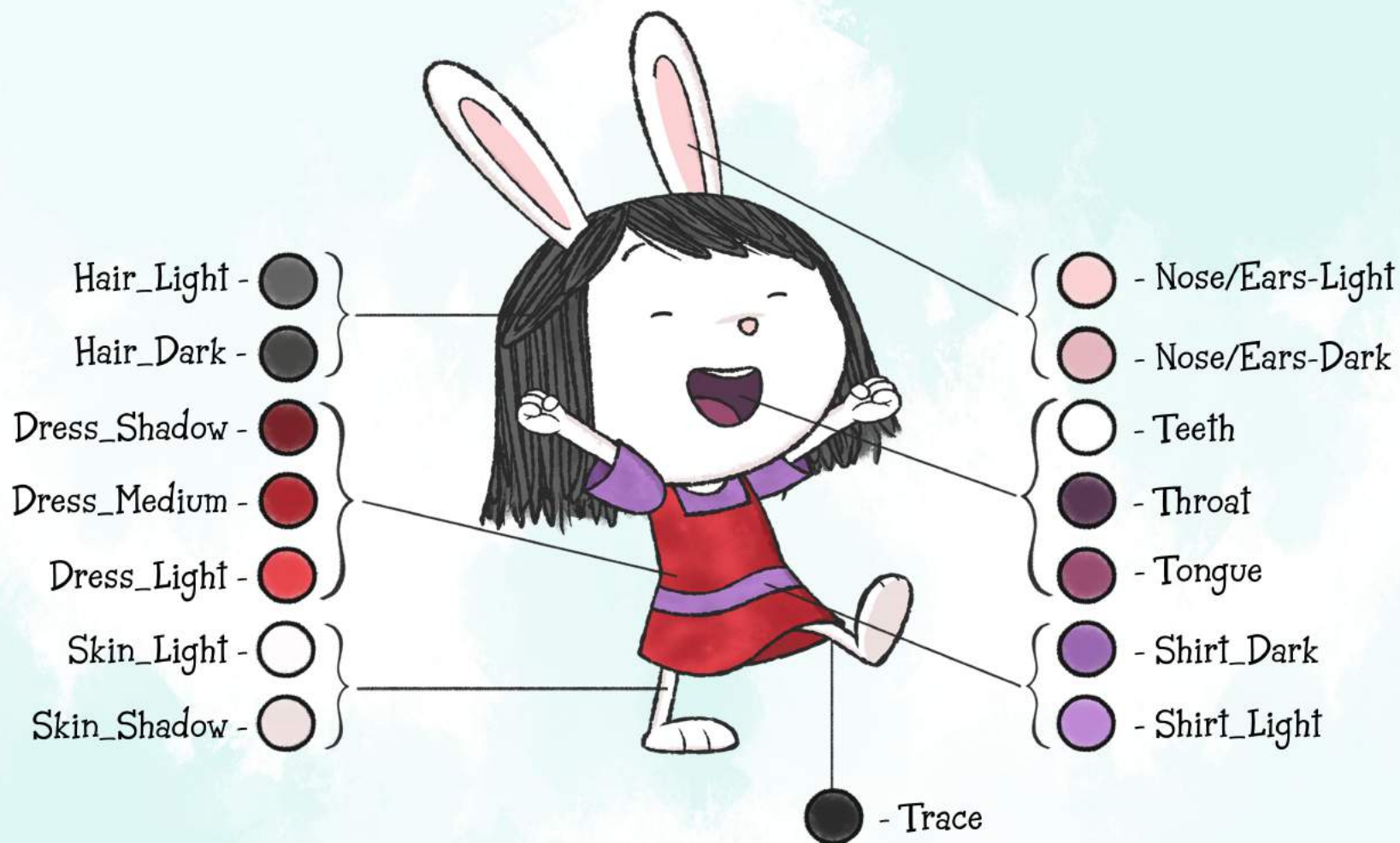
But if her first ideas don't work she sometimes gets momentarily discouraged. Of course, her friends and family are always there to remind her to keep trying. She is very good at sharing her enthusiasm, and can get a crowd of kids (or her two best friends) interested in almost anything.

Elinor is very physical in the way that she explores the world and expresses herself. She gets very close to things that interest her, and has no hesitation about diving into bushes or scrambling (safely) up a tree. Her ears are very expressive, reflecting what she is feeling.



A1- Characters:

A1-Elinor: Color Palette



● - Hair_Light

R: 98 - G: 98 - B: 98
C: 66 - M: 59 - Y: 59 - K: 42

● - Hair_Dark

R: 70 - G: 70 - B: 69
C: 66 - M: 59 - Y: 59 - K: 42

● - Dress_Shadow

R: 121 - G: 35 - B: 41
C: 32 - M: 92 - Y: 78 - K: 39

● - Dress_Medium

R: 173 - G: 38 - B: 47
C: 22 - M: 98 - Y: 88 - K: 14

● - Dress_Light

R: 232 - G: 70 - B: 77
C: 3 - M: 88 - Y: 69 - K: 0

○ - Skin_Light

○ - Skin_Shadow

● - Trace

○ - Nose/Ears-Light

○ - Nose/Ears-Dark

R: 255 - G: 255 - B: 255
C: 0 - M: 0 - Y: 0 - K: 0

R: 239 - G: 224 - B: 224
C: 5 - M: 11 - Y: 7 - K: 0

R: 44 - G: 43 - B: 43
C: 70 - M: 65 - Y: 63 - K: 65

R: 252 - G: 210 - B: 212
C: 0 - M: 21 - Y: 8 - K: 0

R: 229 - G: 182 - B: 189
C: 8 - M: 32 - Y: 15 - K: 0

● - Throat

● - Tongue

● - Shirt_Dark

● - Shirt_Light

○ - Teeth

R: 88 - G: 55 - B: 81
C: 62 - M: 80 - Y: 44 - K: 34

R: 153 - G: 76 - B: 112
C: 39 - M: 81 - Y: 35 - K: 8

R: 152 - G: 101 - B: 176
C: 44 - M: 70 - Y: 0 - K: 0

R: 189 - G: 135 - B: 214
C: 29 - M: 52 - Y: 0 - K: 0

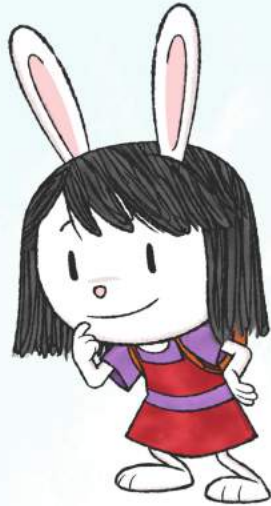
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A- Characters:

A1-Elinor: Poses



A1_elinor_pose_0001



A1_elinor_pose_0002



A1_elinor_pose_0003



A1_elinor_pose_0004



A1_elinor_pose_0005



A1_elinor_pose_0006



A1_elinor_pose_0007



A1_elinor_pose_0008



A1_elinor_pose_0009



A1_elinor_pose_0010

A- Characters:

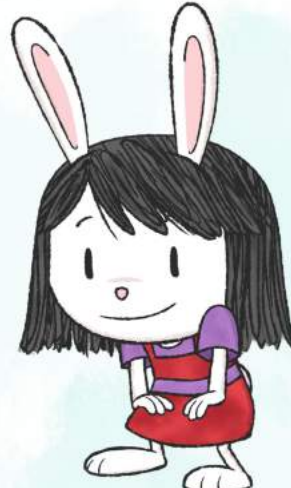
A1-Elinor: Poses



A1_elinor_pose_0011



A1_elinor_pose_0012



A1_elinor_pose_0013



A1_elinor_pose_0014



A1_elinor_pose_0015



A1_elinor_pose_0016



A1_elinor_pose_0017



A1_elinor_pose_0018



A1_elinor_pose_0019



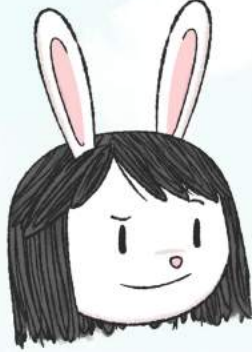
A1_elinor_pose_0020

A- Characters:

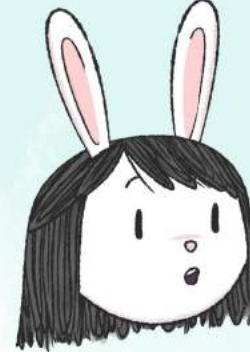
A1-Elinor: Expressions



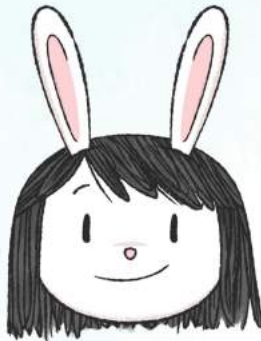
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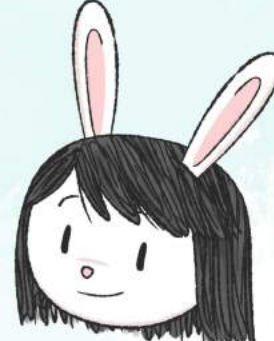
A1_elinor_expression_0002



A1_elinor_expression_0003



A1_elinor_expression_0004



A1_elinor_expression_0005



A1_elinor_expression_0006



A1_elinor_expression_0007



A1_elinor_expression_0008



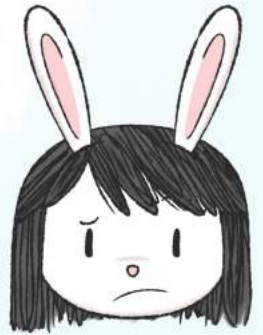
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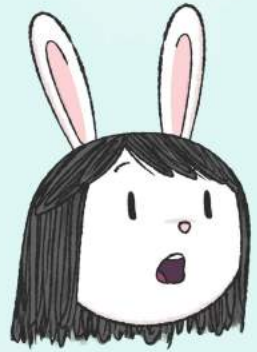
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A1_elinor_expression_0011



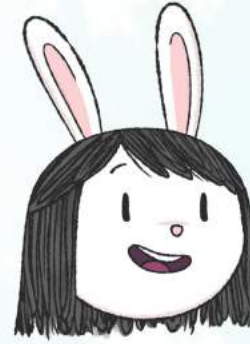
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A1_elinor_expression_0013



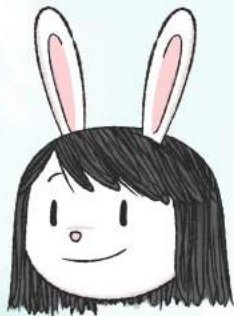
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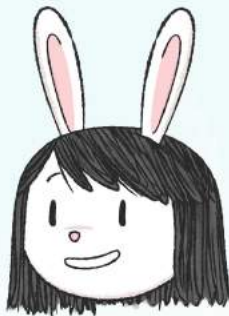
A1_elinor_expression_0015

A- Characters:

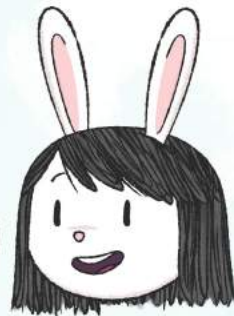
A1-Elinor: Mouth Chart



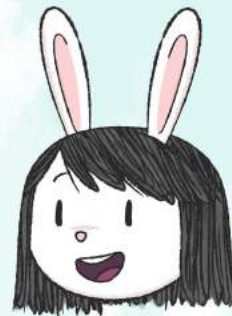
A1_elinor_Mouth_hA



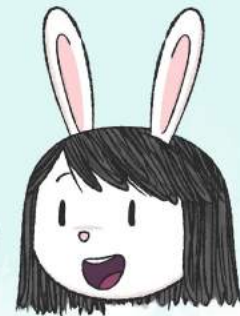
A1_elinor_Mouth_hB



A1_elinor_Mouth_hC



A1_elinor_Mouth_hD



A1_elinor_Mouth_hE



A1_elinor_Mouth_hF



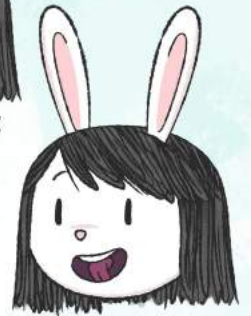
A1_elinor_Mouth_hG



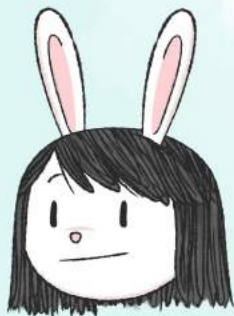
A1_elinor_Mouth_hH



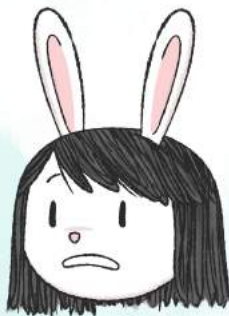
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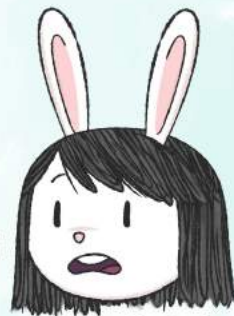
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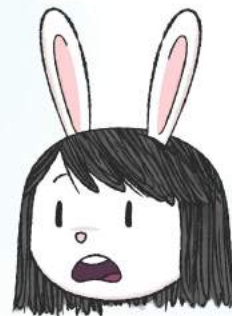
A1_elinor_Mouth_sA



A1_elinor_Mouth_sB



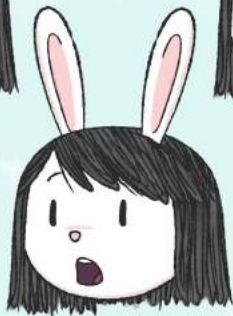
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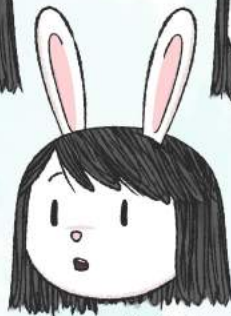
A1_elinor_Mouth_sD



A1_elinor_Mouth_sE



A1_elinor_Mouth_sF



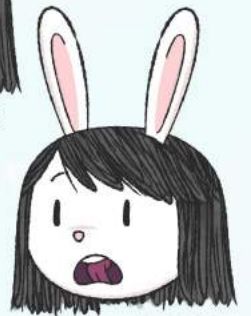
A1_elinor_Mouth_sG



A1_elinor_Mouth_sH



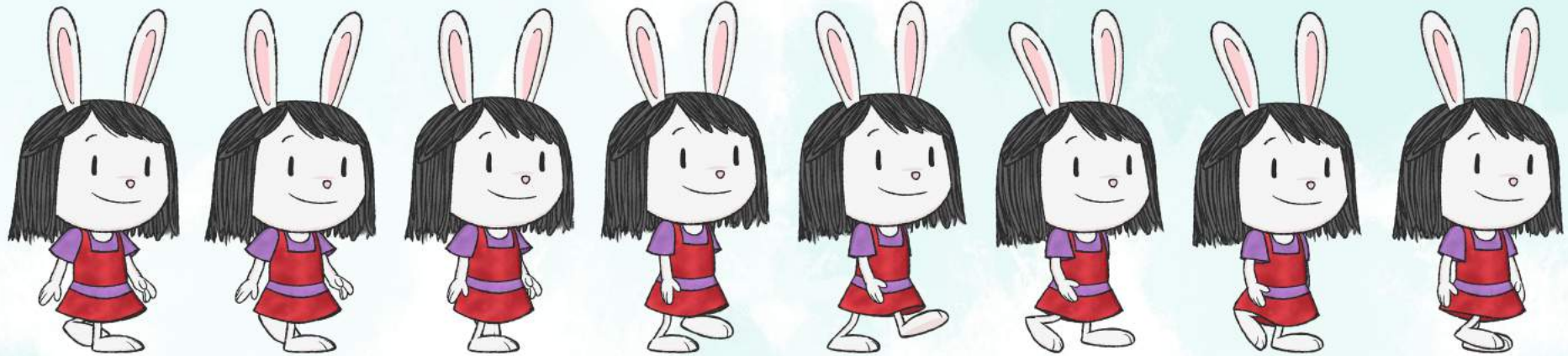
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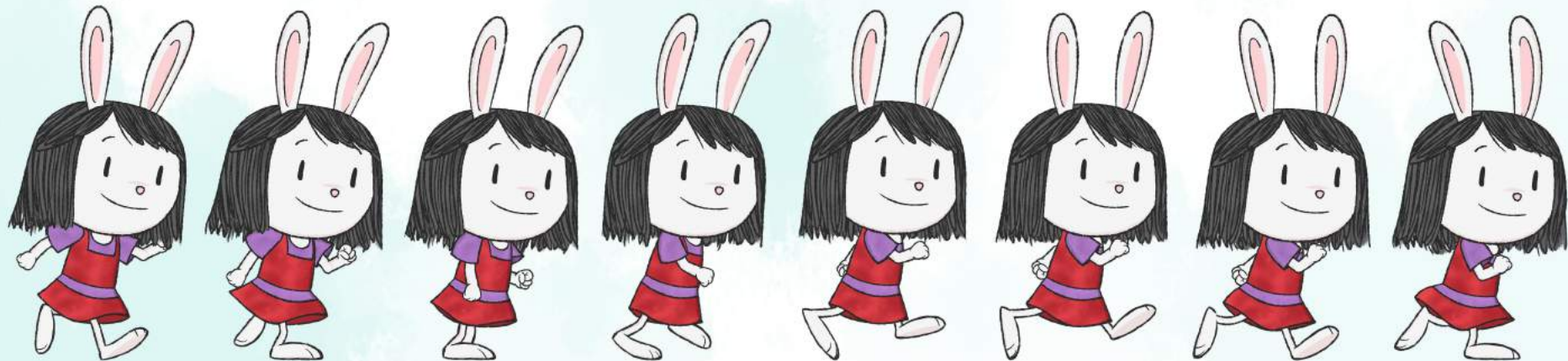
A1_elinor_Mouth_hJ

A- Characters:

A1-Elinor: Walk/Run Cycle



A1_elinor_cycles_walk



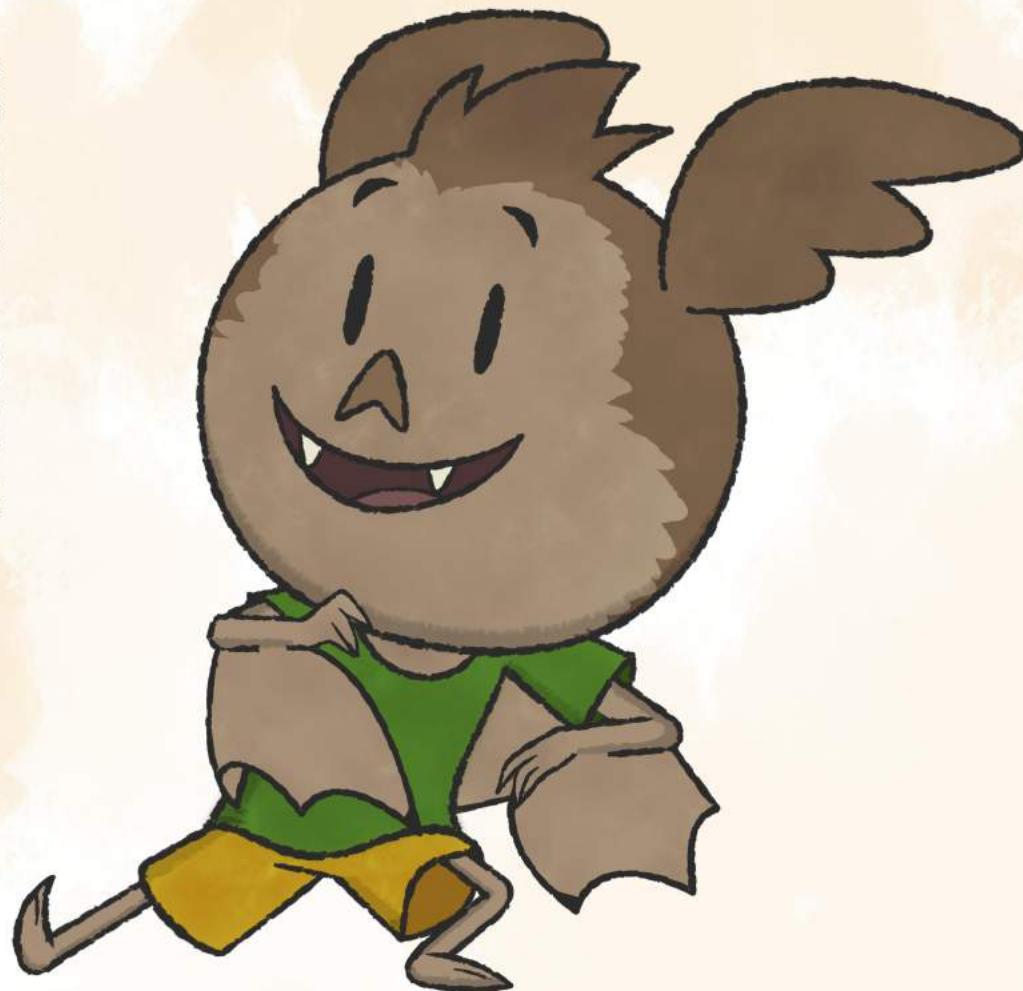
A1_elinor_cycles_run

A- Characters:

A2-Ari

Ari is one of Elinor's best friends. He is a kid bat with a fun sense of humor and a dramatic personality. He makes a lot of silly jokes (especially puns, often ending a scene or episode with a funny line), and isn't afraid to be the center of attention or to make himself look a bit silly.

Ari is imaginative but sometimes forgetful. He is often found snacking and saying things like, "That is so cool!" or "I meant to do that." Ari has functioning wings and can take off from the ground and fly for short distances. He uses a few flaps to make a big hop over an obstacle or get up into a tree.



A- Characters:

A2-Ari: Poses



A2_ari_pose_0001



A2_ari_pose_0002



A2_ari_pose_0003



A2_ari_pose_0004



A2_ari_pose_0005



A2_ari_pose_0006



A2_ari_pose_0007



A2_ari_pose_0008



A2_ari_pose_0009



A2_ari_pose_0010

A- Characters:

A2-Ari: Poses



A2_ari_pose_0011



A2_ari_pose_0012



A2_ari_pose_0013



A2_ari_pose_0014



A2_ari_pose_0015



A2_ari_pose_0016



A2_ari_pose_0017



A2_ari_pose_0018



A2_ari_pose_0019



A2_ari_pose_0020

A- Characters:

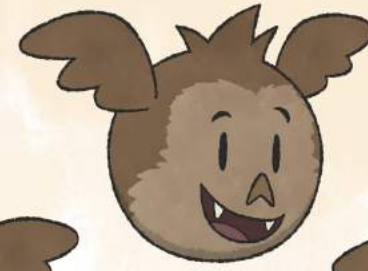
A2-Ari: Expressions



A2_ari_expression_0001



A2_ari_expression_0002



A2_ari_expression_0003



A2_ari_expression_0004



A2_ari_expression_0005



A2_ari_expression_0006



A2_ari_expression_0007



A2_ari_expression_0008



A2_ari_expression_0009



A2_ari_expression_00010



A2_ari_expression_00011



A2_ari_expression_00012



A2_ari_expression_00013



A2_ari_expression_00014



A2_ari_expression_00015

A- Characters:

A2-Ari: Mouth Chart



A2_ari_Mouth_hA



A2_ari_Mouth_hB



A2_ari_Mouth_hC



A2_ari_Mouth_hD



A2_ari_Mouth_hE



A2_ari_Mouth_hF



A2_ari_Mouth_hG



A2_ari_Mouth_hH



A2_ari_Mouth_hI



A2_ari_Mouth_sA



A2_ari_Mouth_sB



A2_ari_Mouth_sC



A2_ari_Mouth_sD



A2_ari_Mouth_sE



A2_ari_Mouth_sF



A2_ari_Mouth_sG



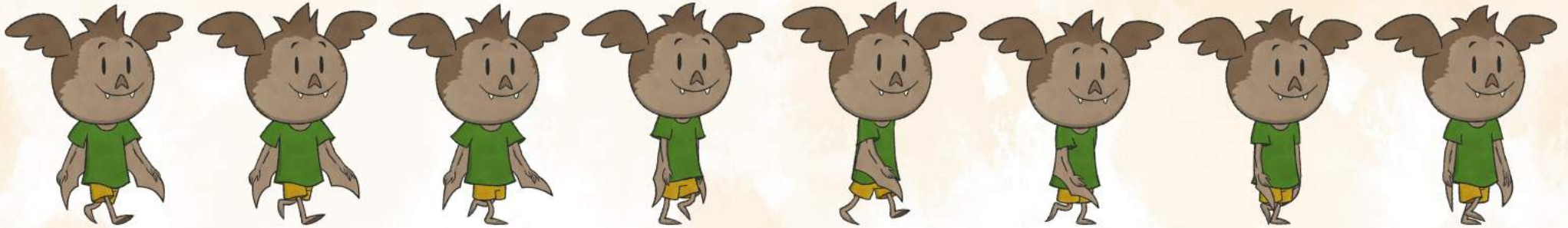
A2_ari_Mouth_sH



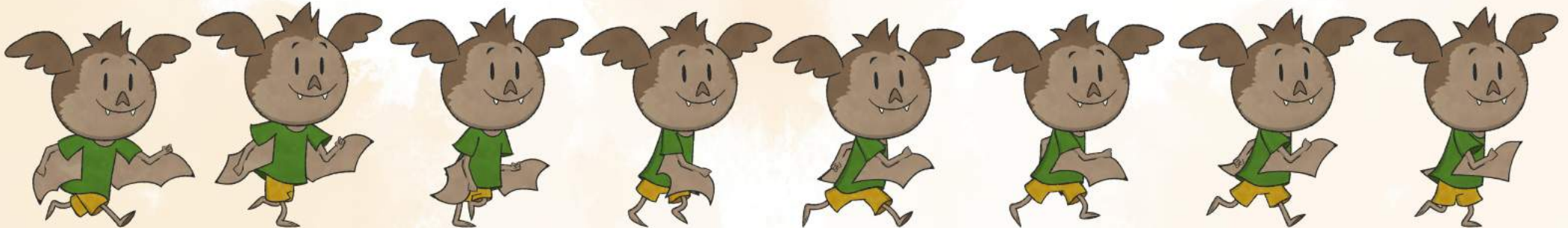
A2_ari_Mouth_sI

A- Characters:

A2-Ari: Walk/Run Cycle



A1_ari_cycles_walk



A1_ari_cycles_run

A- Characters:

A3-Olive

Olive is also one of Elinor's best friends. She has a warm and generous personality, and is very perceptive about others.

She loves books and is the best reader in the group. She also has an excellent memory, so she often has a useful tidbit of information to share with the group. Olive loves mysteries (she will often say "Sounds like a mystery!") and words (she will often say, "I like that word!"). She loves being the note-taker in the group, often laying the groundwork for the kids to make an interesting connection.

Olive doesn't run or jump around as much as Elinor and Ari, but she's as strong as an elephant (at least, a kid elephant). Olive's trunk is very flexible and useful. Since her hands don't have very dexterous fingers, she uses her trunk to make gestures, and to hold or manipulate things like a crayon or a fork. One of her favorite foods are bananas.



A- Characters:

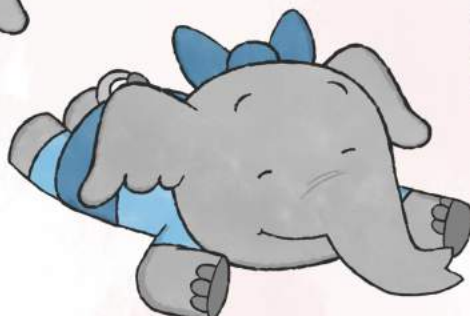
A3-Olive: Poses



A3_olive_pose_0001



A3_olive_pose_0002



A3_olive_pose_0003



A3_olive_pose_0004



A3_olive_pose_0005



A3_olive_pose_0006



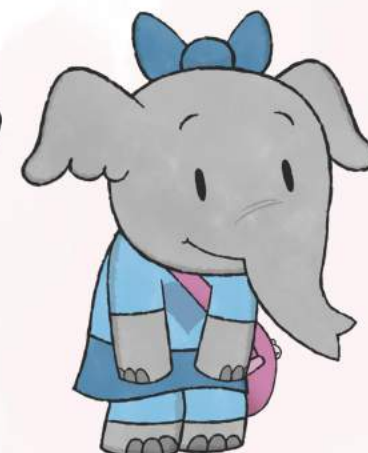
A3_olive_pose_0007



A3_olive_pose_0008



A3_olive_pose_0009



A3_olive_pose_0010

A- Characters:

A3-Olive: Poses



A3_olive_pose_0011



A3_olive_pose_0012



A3_olive_pose_0013



A3_olive_pose_0014



A3_olive_pose_0015



A3_olive_pose_0016



A3_olive_pose_0017



A3_olive_pose_0018



A3_olive_pose_0019



A3_olive_pose_0020

A- Characters:

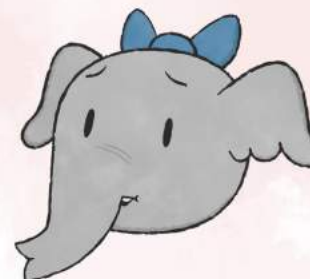
A3-Olive: Expressions



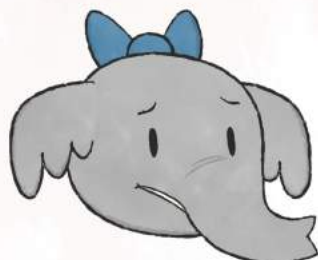
A3_olive_expression_0001



A3_olive_expression_0002



A3_olive_expression_0003



A3_olive_expression_0004



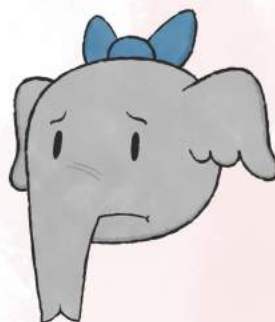
A3_olive_expression_0005



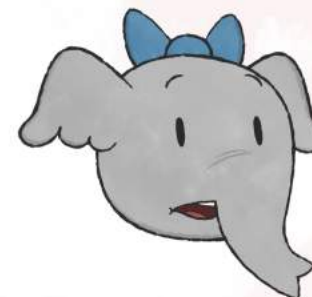
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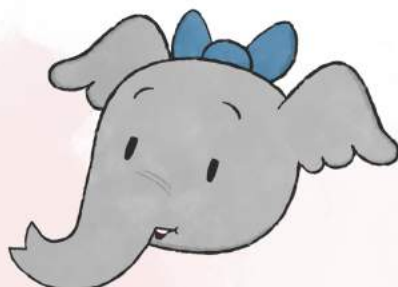
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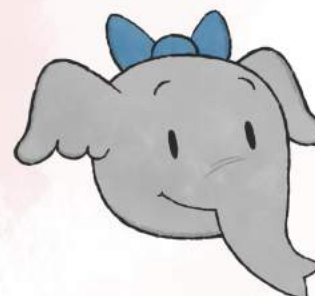
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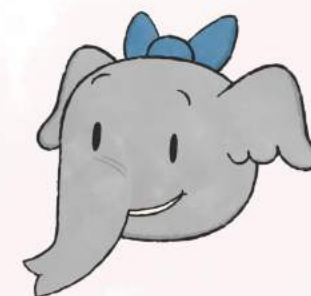
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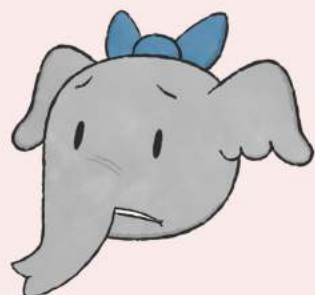
A3_olive_expression_0010



A3_olive_expression_0011



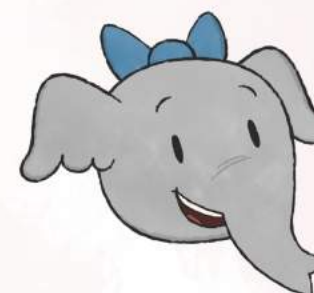
A3_olive_expression_0012



A3_olive_expression_0013



A3_olive_expression_0014



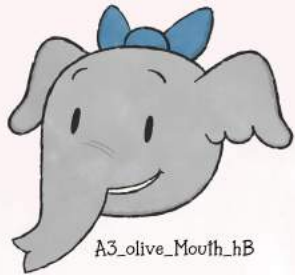
A3_olive_expression_0015

A- Characters:

A3-Olive: Mouth Chart



A3_olive_Mouth_hA



A3_olive_Mouth_hB



A3_olive_Mouth_hC



A3_olive_Mouth_hD



A3_olive_Mouth_hE



A3_olive_Mouth_hF



A3_olive_Mouth_hG



A3_olive_Mouth_hH



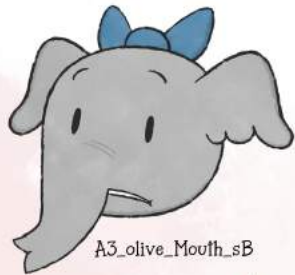
A3_olive_Mouth_hI



A3_olive_Mouth_hJ



A3_olive_Mouth_sA



A3_olive_Mouth_sB



A3_olive_Mouth_sC



A3_olive_Mouth_sD



A3_olive_Mouth_sE



A3_olive_Mouth_sF



A3_olive_Mouth_sG



A3_olive_Mouth_sH



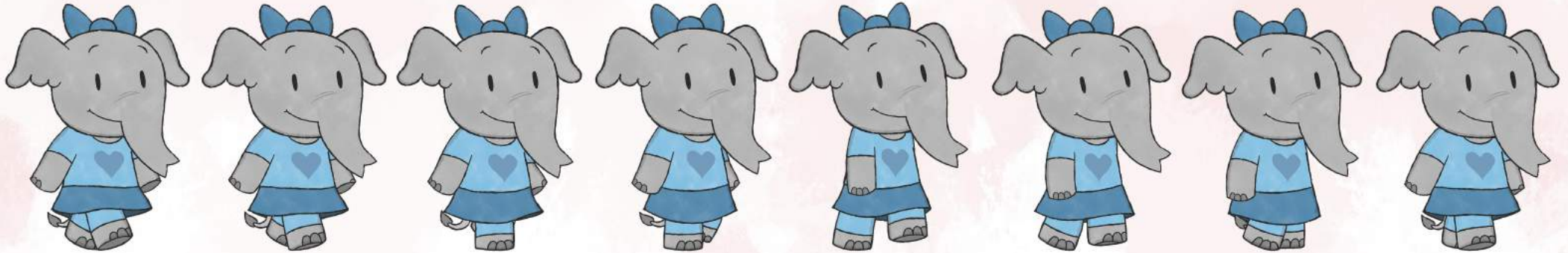
A3_olive_Mouth_sI



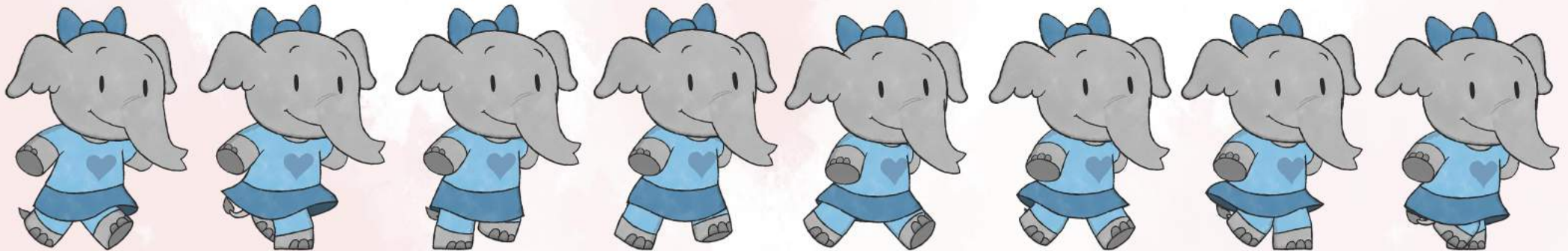
A3_olive_Mouth_sJ

A- Characters:

A3-Olive: Walk/Run Cycle



A3_olive_cycles_walk



A3_olive_cycles_run

A- Characters:

A4-Ms. Mole

Ms. Mole is the kids' teacher at school. She has been in the classroom longer than anyone can remember, so she's seen it all, but she hasn't lost her energy for teaching. She is quirky and well-versed in a child's sense of humor, with a fine-tuned sense of how to talk to access a child's world-view and speak to them in a way that will tickle and intrigue them.

Her sense of humor is on the goofy side; she likes to be silly and make jokes to put the children at ease and make them feel comfortable. She's independent, and likes to encourage kids to be the same. Her eyesight isn't very good (she's a mole), so she relies on her other senses a lot.



A- Characters:

A4-Ms. Mole: Poses



A4-msmole_pose_0001



A4-msmole_pose_0002



A4-msmole_pose_0003



A4-msmole_pose_0004



A4-msmole_pose_0005



A4-msmole_pose_0006



A4-msmole_pose_0007



A4-msmole_pose_0008



A4-msmole_pose_0009



A4-msmole_pose_0010

A- Characters:

A4-Ms. Mole: Poses



A4_msmole_pose_0011



A4_msmole_pose_0012



A4_msmole_pose_0013



A4_msmole_pose_0014



A4_msmole_pose_0015



A4_msmole_pose_0016



A4_msmole_pose_0017



A4_msmole_pose_0018



A4_msmole_pose_0019



A4_msmole_pose_0020

A- Characters:

A4-Ms. Mole: Expressions



A4-msmole_expression_0001



A4-msmole_expression_0002



A4-msmole_expression_0003



A4-msmole_expression_0004



A4-msmole_expression_0005



A4-msmole_expression_0006



A4-msmole_expression_0007



A4-msmole_expression_0008



A4-msmole_expression_0009



A4-msmole_expression_0010



A4-msmole_expression_0011



A4-msmole_expression_0012



A4-msmole_expression_0013



A4-msmole_expression_0014



A4-msmole_expression_0015

A- Characters:

A4-Ms. Mole: Mouth Chart



A4_msmole_Mouth_hA



A4_msmole_Mouth_hB



A4_msmole_Mouth_hC



A4_msmole_Mouth_hD



A4_msmole_Mouth_hE



A4_msmole_Mouth_hF



A4_msmole_Mouth_hG



A4_msmole_Mouth_hH



A4_msmole_Mouth_hI



A4_msmole_Mouth_hJ



A4_msmole_Mouth_sA



A4_msmole_Mouth_sB



A4_msmole_Mouth_sC



A4_msmole_Mouth_sD



A4_msmole_Mouth_sE



A4_msmole_Mouth_sF



A4_msmole_Mouth_sG



A4_msmole_Mouth_sH



A4_msmole_Mouth_sI



A4_msmole_Mouth_sJ

A- Characters:

A4-Ms. Mole: Walk/Run Cycle



A4_msmole_cycles_walk



A4_msmole_cycles_run

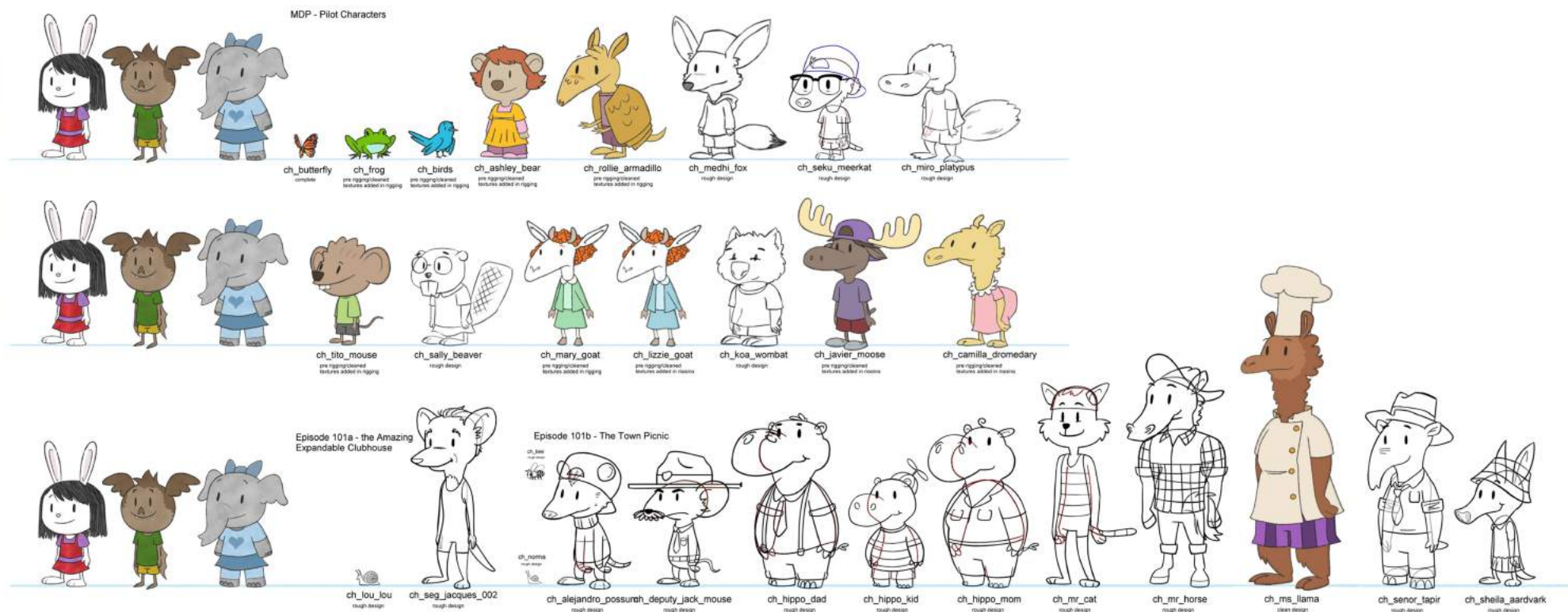
A- Characters:

A5-Lineup



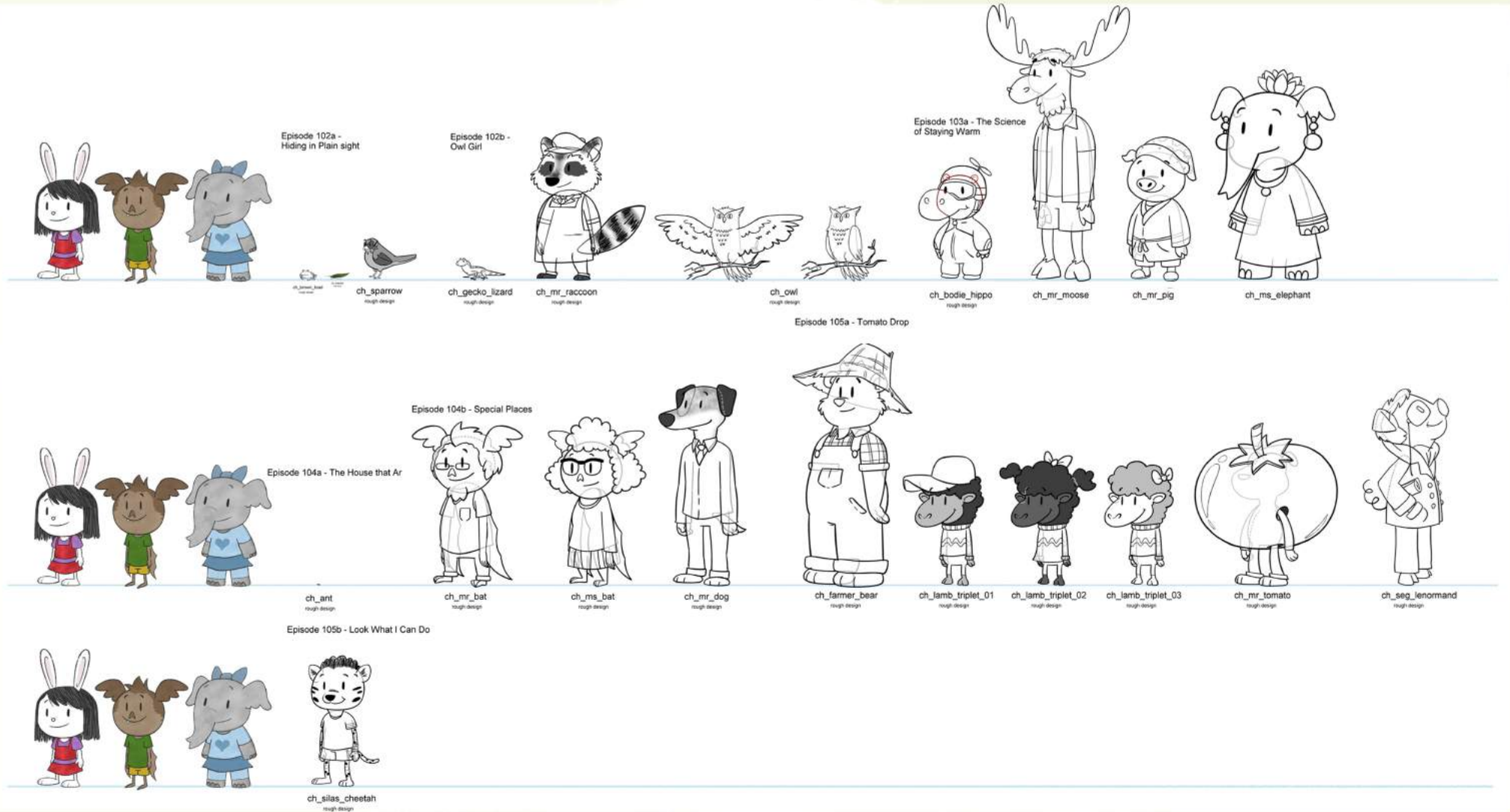
A- Characters:

A5-Lineup



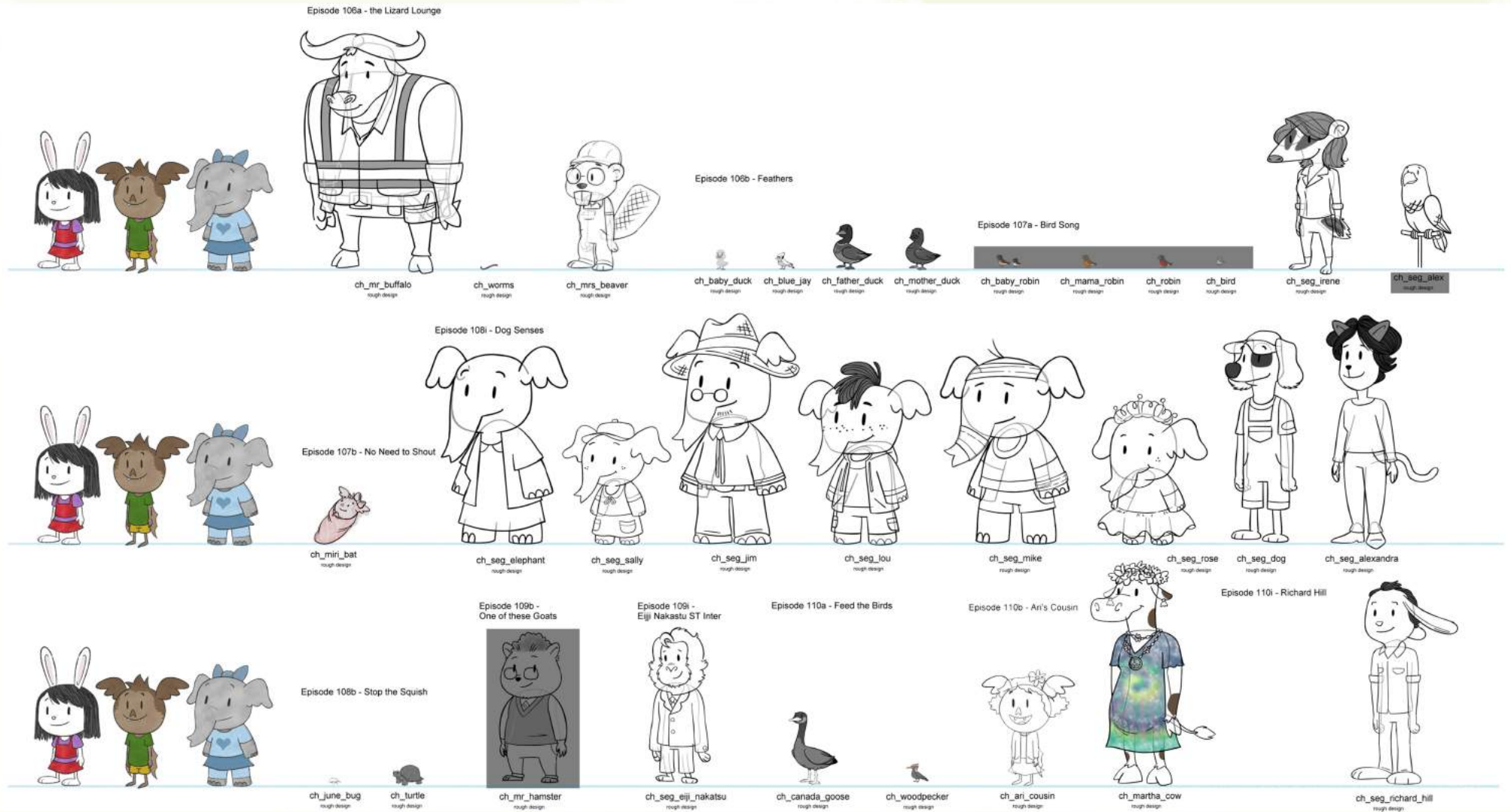
A- Characters:

A5-Lineup



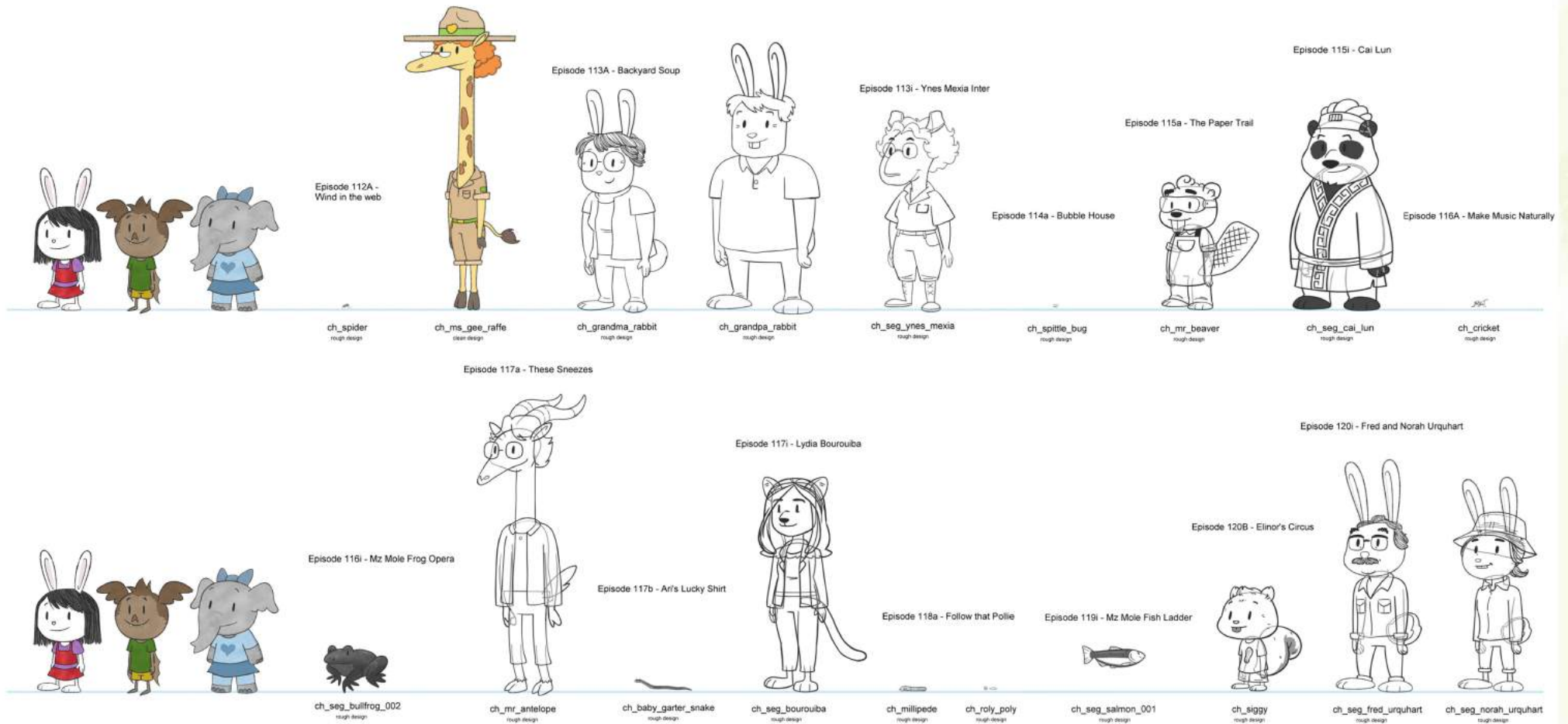
A- Characters:

A5-Lineup



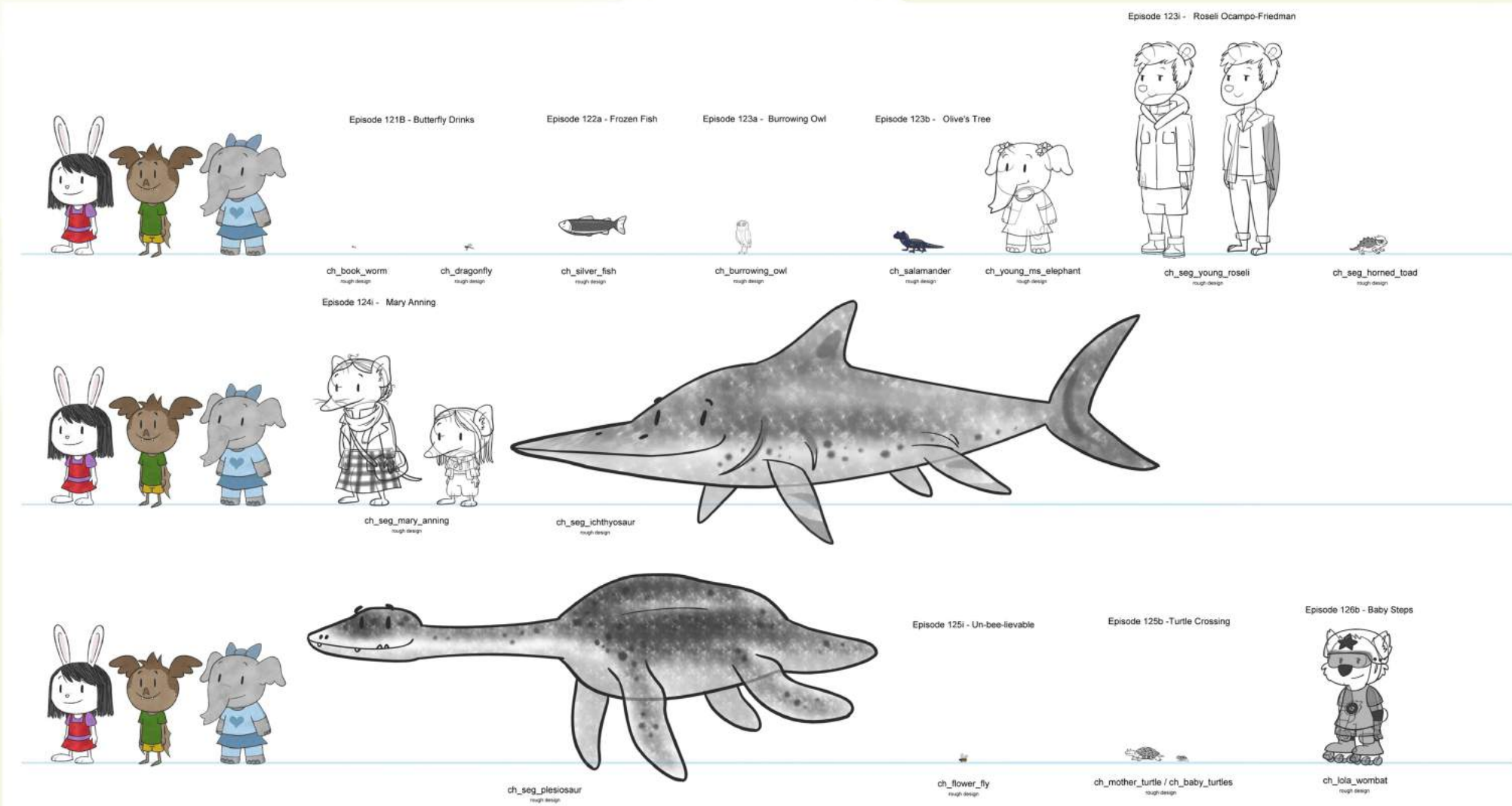
A- Characters:

A5-Lineup



A- Characters:

A5-Lineup



B - Locations: -Map

01



B - Locations:

B1-Town



B1_ext_town_001



B1_ext_town_002

B - Locations:

B2-Elinor's House: Exterior



B2_ext_elinor_house_001



B2_ext_elinor_house_snow_001



B2_ext_elinor_house_002



B2_ext_elinor_house_night_001

B - Locations:

B2-Elinor's House: Interior



B2_int_elinor_liv_rm_001



B2_int_elinor_kitchen_001



B2_int_rabbit_bdrm_001



B2_ext_elinor_bath_001



B2_int_elinor_bdrm_001

B - Locations:

B3-Ari's House: Exterior



B3_ext_ari_house_001



B3_ext_ari_house_night_001



B3_ext_ari_house_002



B3_ext_ari_house_003

B - Locations:

B3-Ari's House: Interior



B3_int_ari_kitchen_001



B3_int_ari_bdrm_001

B - Locations:

B4-Olive's House: Exterior



B4_ext_olive_house_001



B4_ext_olive_house_002

B - Locations:

B4-Olive's House: Interior



B4_int_olive_bdrm_001



B4_int_olive_bdrm_002



B4_int_olive_house_001



B4_int_olive_house_002



B4_int_olive_house_003

B - Locations:

B5-School: Exterior



B5_ext_school_001



B5_ext_school_002



B5_ext_school_003

B - Locations:

B5-School: Interior



B5_int_school_001



B5_int_school_002



B5_int_school_003

B - Locations:

B6-Forest: 01



B6_forest_001



B6_forest_002

B - Locations:

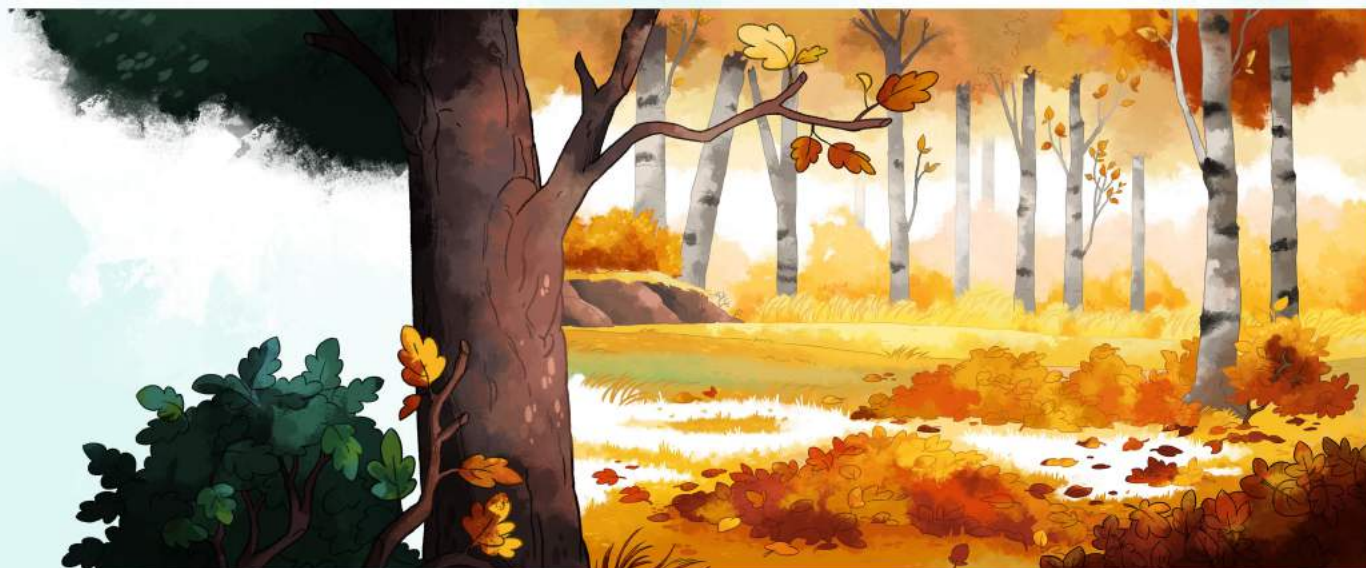
B6-Forest: 02



B6_forest_003



B6_forest_004



B6_forest_005

C - Props

01



C1_ari_watch



C2_binoculars



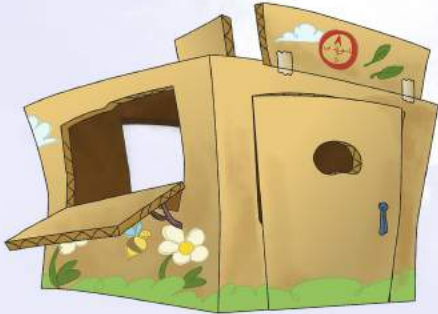
C3_camilla_race_car



C4_city_bus



C5_club_journal



C6_clubhouse_box



C7_elinor_backpack



C8_elinor_race_car



C9_elinor_wagon



C10_fruits



C - Props

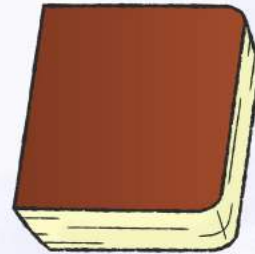
02



C11_guitar



C12_mag_glass



C13_ms_mole_book



C14_olive_satchel



C15_olive_tent



C16_olive_winter_gear



C17_rabbits_tent



C18_ranger_rabbit_book



C19_watering_can

D-Logo:



D_elinor_logo_0001

- R: 104 - G: 43 - B: 126
C: 73 - M: 100 - Y: 13 - K: 3
- R: 148 - G: 78 - B: 175
C: 50 - M: 81 - Y: 0 - K: 0
- R: 255 - G: 220 - B: 102
C: 1 - M: 11 - Y: 72 - K: 0
- R: 255 - G: 145 - B: 100
C: 0 - M: 53 - Y: 62 - K: 0
- R: 226 - G: 103 - B: 35
C: 7 - M: 73 - Y: 100 - K: 0

- R: 247 - G: 119 - B: 129
C: 0 - M: 67 - Y: 35 - K: 0
- R: 202 - G: 36 - B: 43
C: 14 - M: 99 - Y: 94 - K: 4
- R: 175 - G: 37 - B: 54
C: 22 - M: 98 - Y: 81 - K: 13
- R: 171 - G: 225 - B: 233
C: 31 - M: 0 - Y: 8 - K: 0



D-Logo:

D1-Variations



Solid Colors (simplified)



Grayscale



Black & White



Black & White (inverted)



E - Font:

-Upper Case

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

-Lower Case

a b c d e f g h i j k l m n o p q r s t u v w x y z

-Numerals & Symbols

0 1 2 3 4 5 6 7 8 9 , . : ; ? ! @ # \$ % ^ & * () - + = { } \ / |

-Size Examples

Aa Bb Cc

60pt

Aa Bb Cc

30pt

Aa Bb Cc

15pt

-Color Variations

● Aa Bb Cc

C: 100 M: 97 Y: 00 K: 00
R: 35 G: 38 B: 159

● Aa Bb Cc

C: 81 M: 97 Y: 00 K: 00
R: 87 G: 35 B: 159

● Aa Bb Cc

C: 58 M: 100 Y: 00 K: 00
R: 137 G: 22 B: 154

● Aa Bb Cc

C: 88 M: 32 Y: 75 K: 19
R: 12 G: 114 B: 86



Elinor

Wonders Why

Style Guide



Pipeline
Studios