



BOOKLET DESIGN



BOOKLET CONCEPT & DESIGN

An interesting booklet with content for both adults and kids



1 CONTENT

- Adults: informative & brand-building
- Kids: fun, learning activities

2 DESIGN

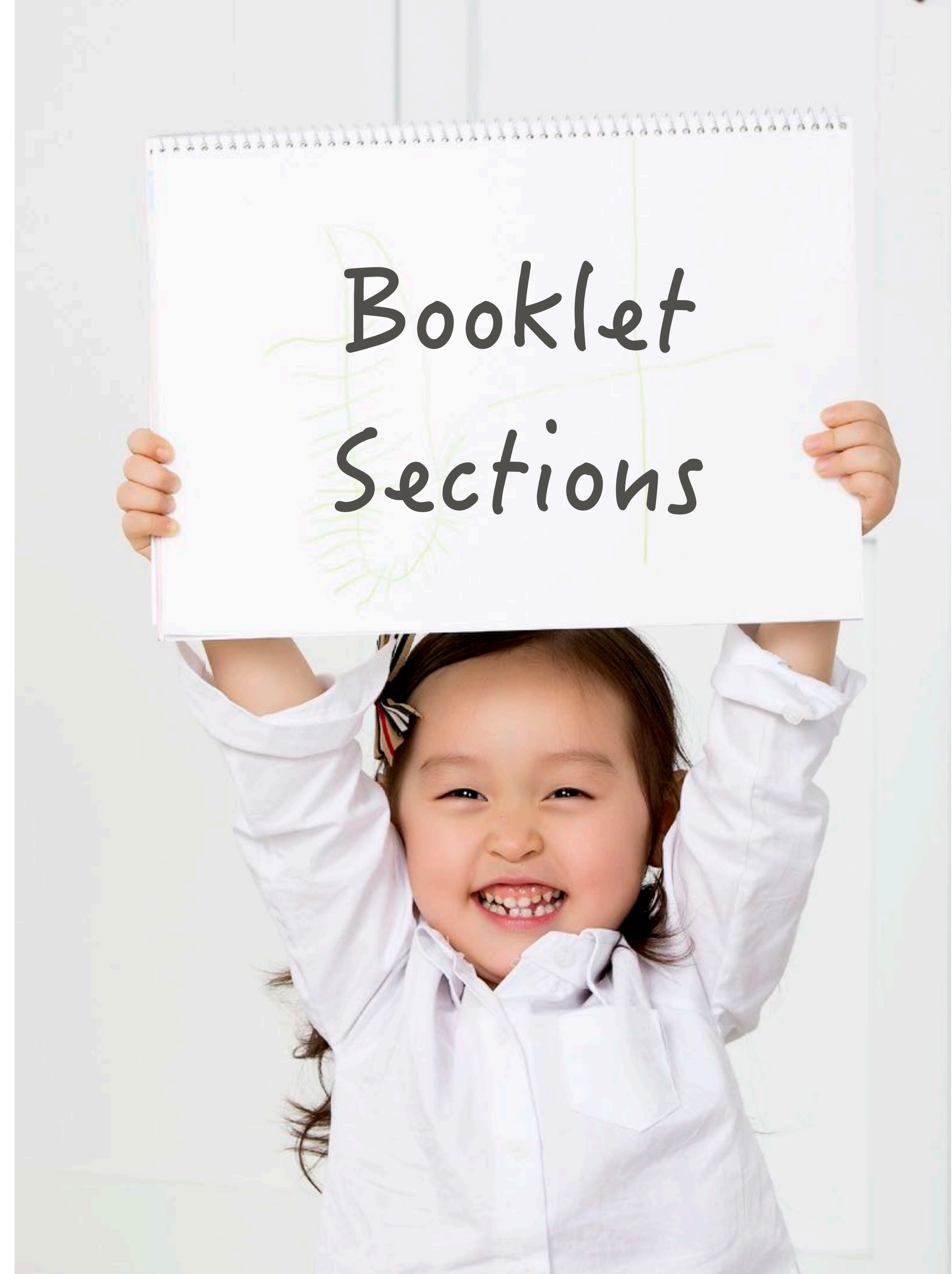
- Clean with bright colours
- Softcover, small square
- Glossy pages for brand content
- Craft paper for fun stuff

SECTION TITLES

Five main sections of What If and sprinkles of “Did you know...”



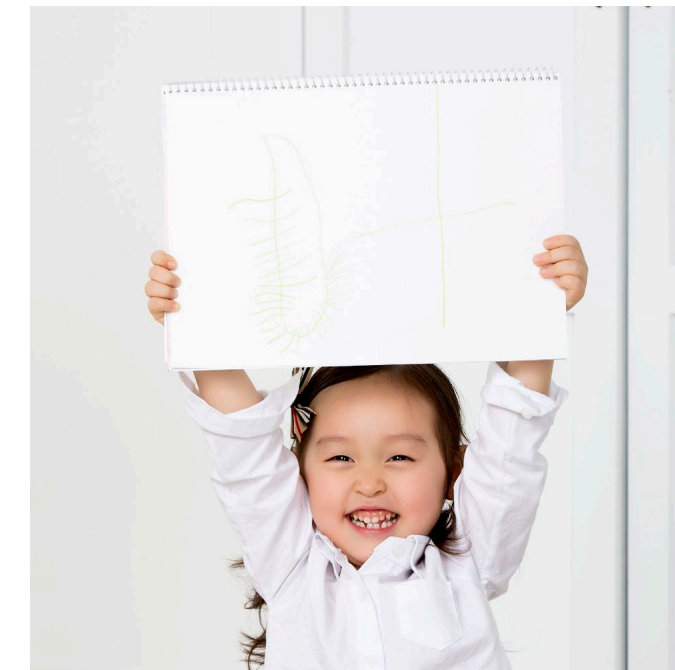
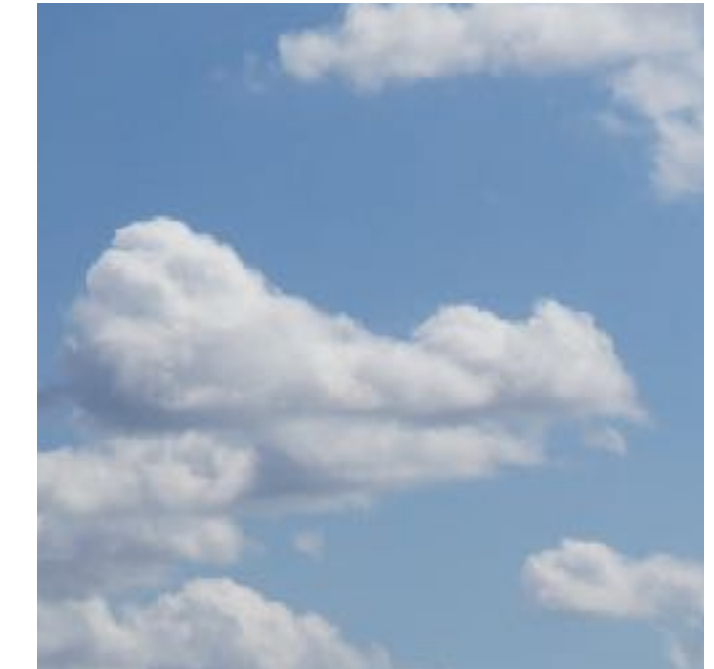
- 1 WHAT IF THERE ARE NO QUESTIONS TOO SILLY TO ASK?**
Mission, Vision & Values
- 2 WHAT IF YOUR TEACHER IS ALSO YOUR BEST FRIEND?**
Our team & partners
- 3 WHAT IF YOU ARE TOLD TO DAYDREAM IN CLASS?**
Our programmes
- 4 WHAT IF YOU WOULD LIKE TO HELP?**
Volunteer opportunities, donations
- 5 FUN STUFF**



SAMPLE
LAYOUTS

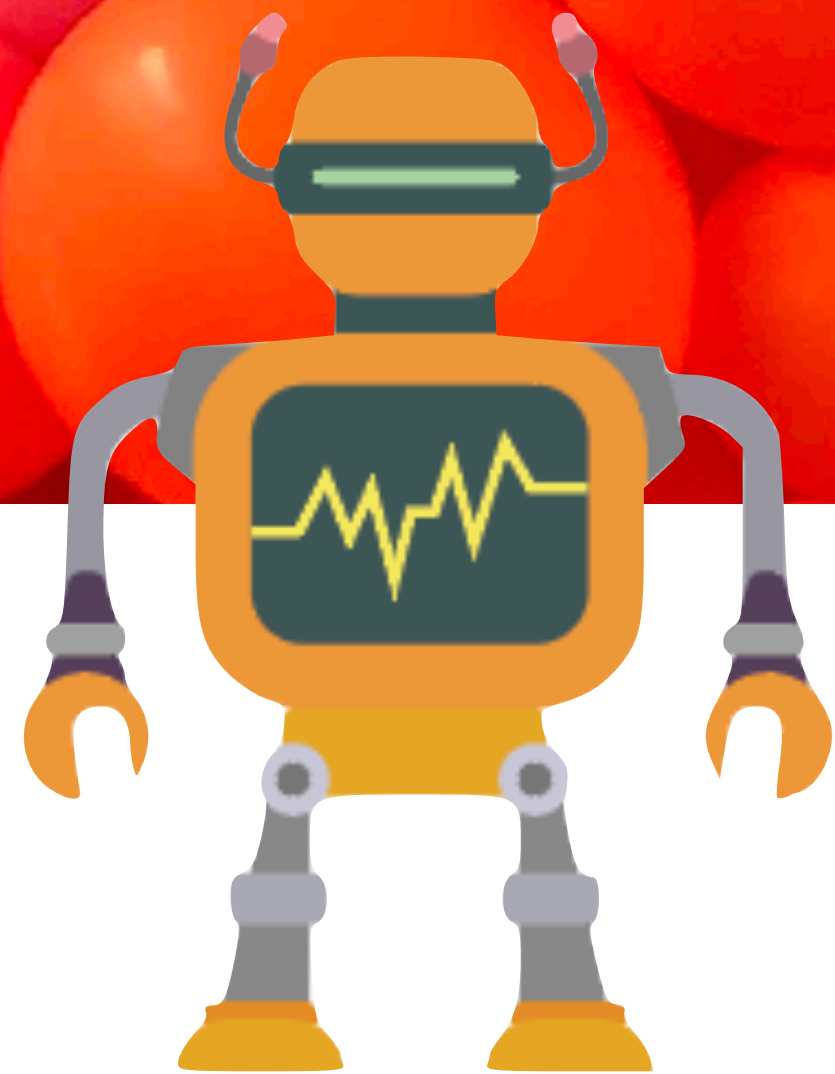


SAMPLE IMAGES
& GRAPHICS



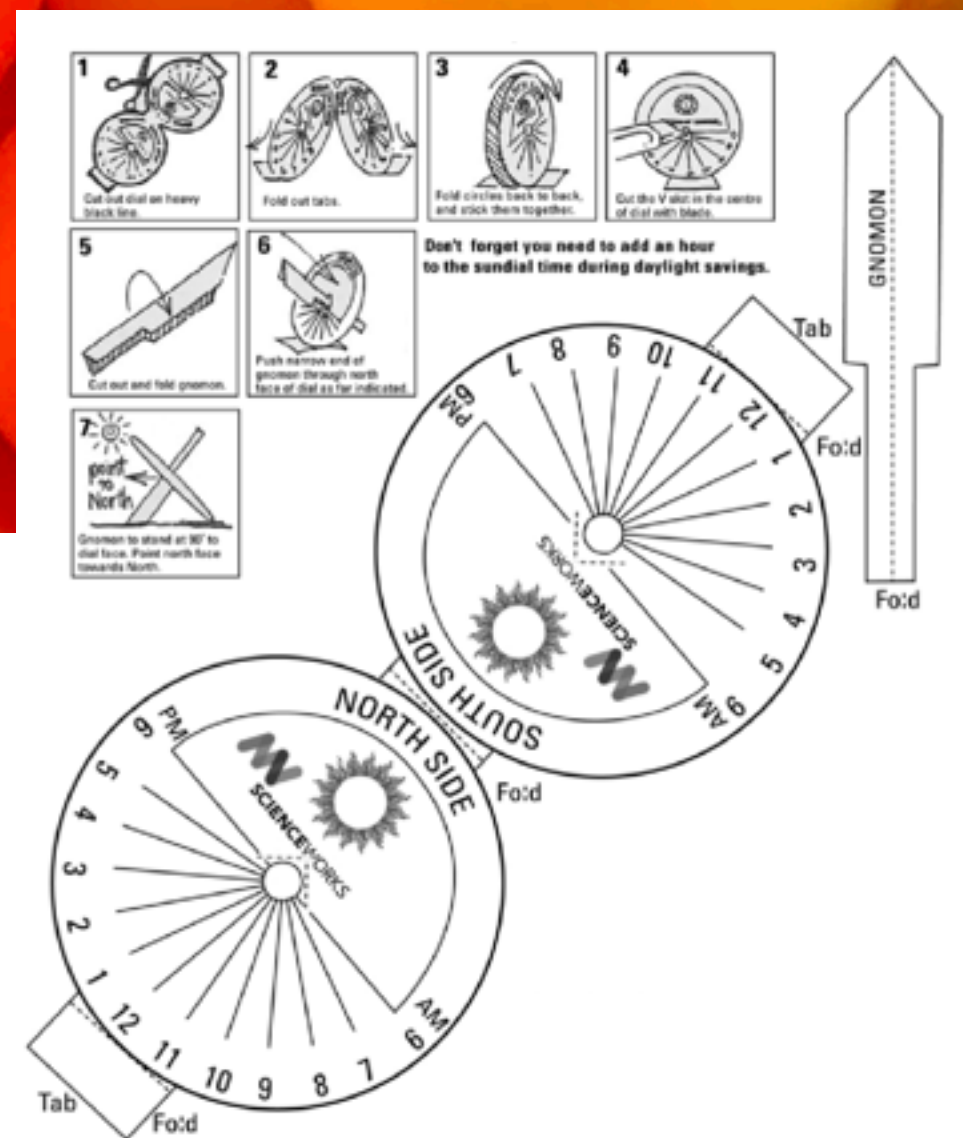
FUN STUFF FOR KIDS

Opportunity to learn and craft at home



Robot Stickers

Build your own robot!
Choose head, body,
arms & legs



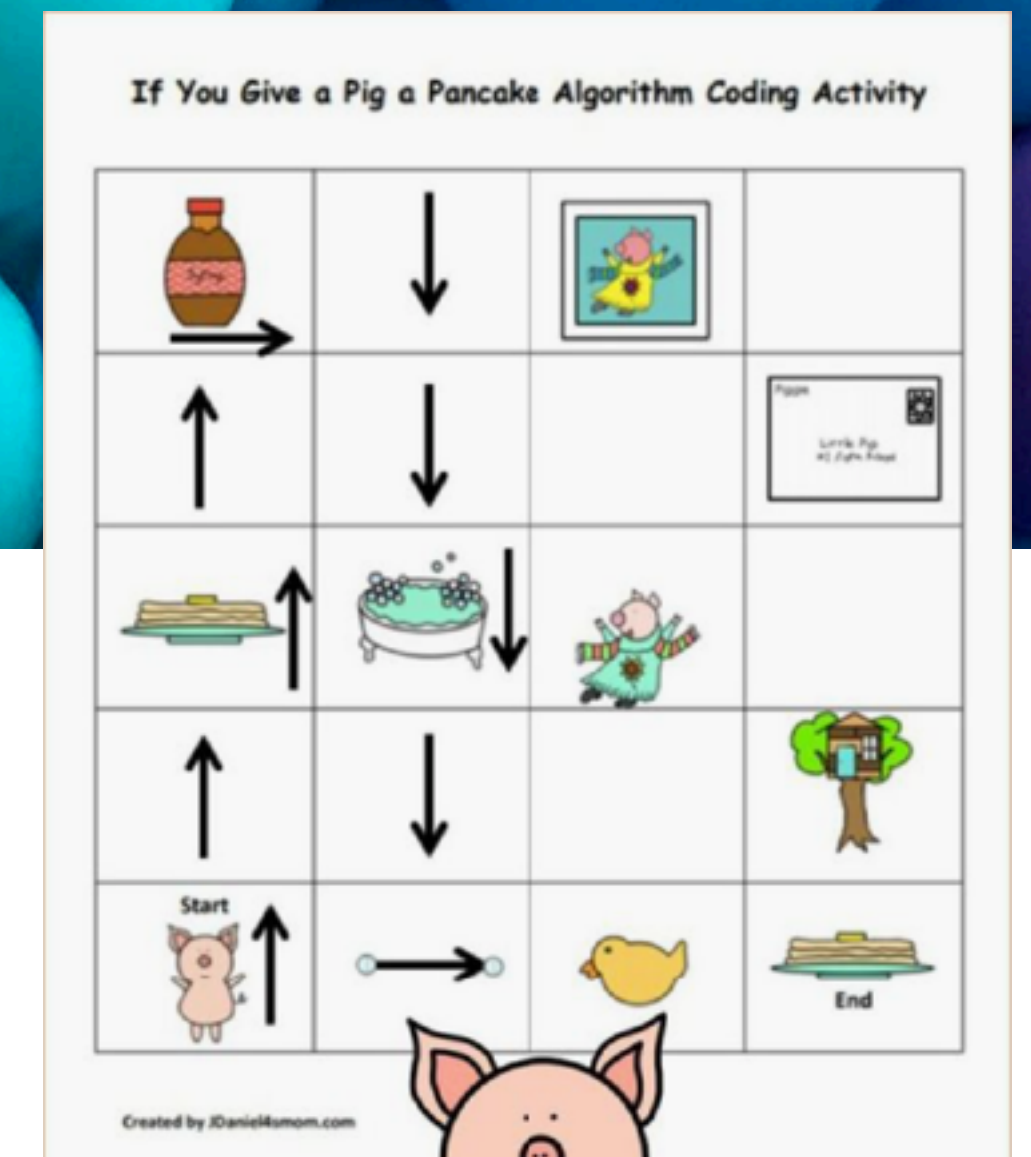
Papercraft Science

Make your own
sundial! Tell time
without a clock



Birthday Circuit Card

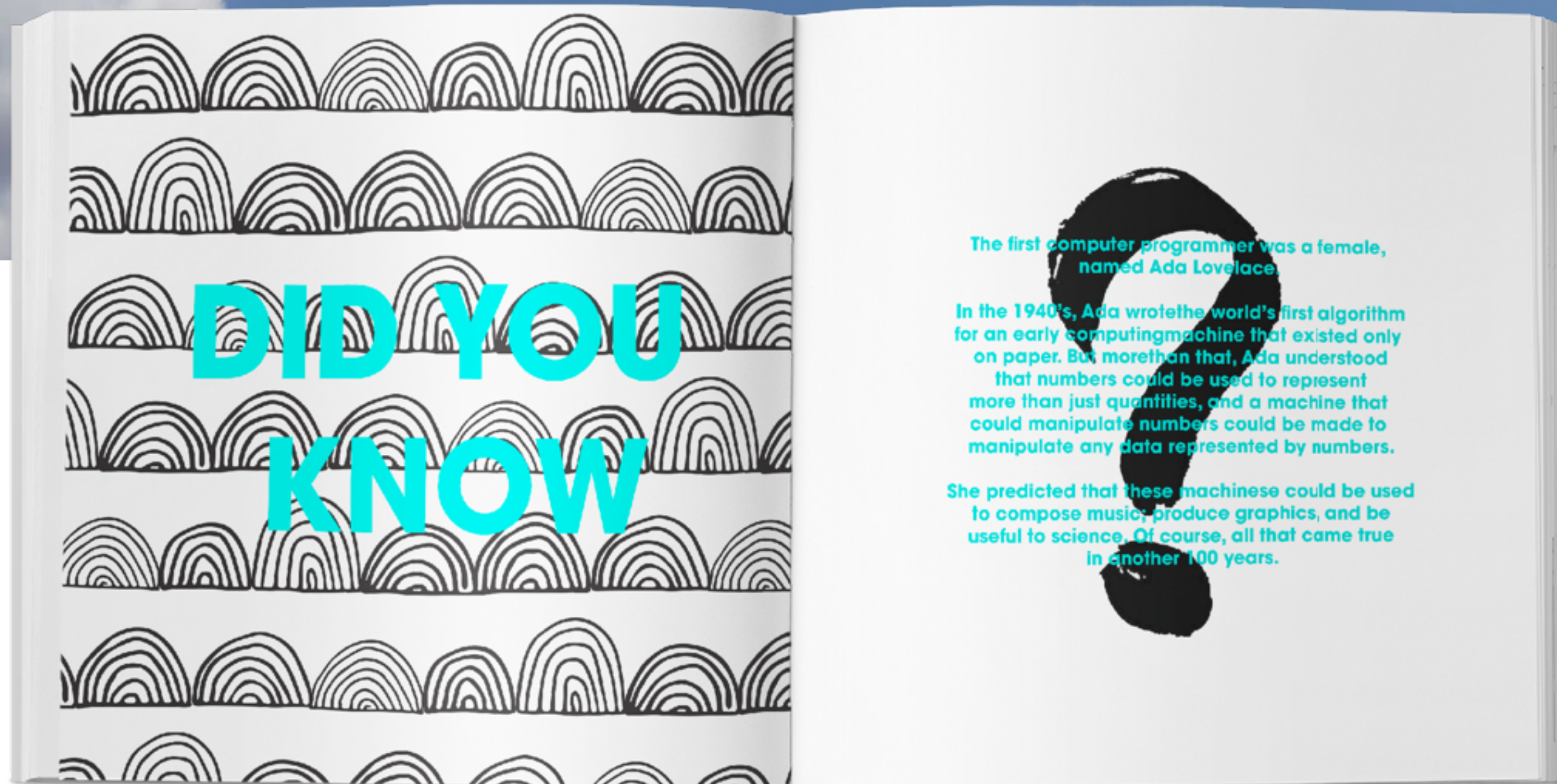
Make a card that
lights up for your best
friend!



Unplugged Coding Game

Learn to code
without a computer

DID YOU KNOW?



DID YOU
KNOW

The first computer programmer was a female,
named Ada Lovelace.

In the 1940's, Ada wrote the world's first algorithm
for an early computing machine that existed only
on paper. But more than that, Ada understood
that numbers could be used to represent
more than just quantities, and a machine that
could manipulate numbers could be made to
manipulate any data represented by numbers.

She predicted that these machines could be used
to compose music, produce graphics, and be
useful to science. Of course, all that came true
in another 100 years.

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THANK YOU