

In 2022, AHN started planning the production of a new children’s YouTube series, “Cai & Kate,” aimed at toddlers and young children to help them cope with their feelings. Each episode, Kate, a PHBI employee, interacts with Cai, a chameleon puppet that changes color based on his emotions and feelings. They had their idea nailed down, but when it came to branding their new series, AHN needed some help.

We developed a playful logo with jungle-inspired foliage and typography, one that showcased Cai and his color-changing abilities. Our tagline, “Exploring the colors of emotions,” plays off the idea that we assign different colors to certain emotions—like red with anger or blue with sadness—while also speaking to the vibrant conversations we hope to spark between children and adults.

We applied our branding to initial launch materials, in-office posters that encouraged parents to watch the show with their little ones, and even a Cai & Kate themed coloring book children received at their doctor’s appointments. Our client’s emotion? Very pleased.





When your little one is seeing **red** or feeling **blue**, Cai & Kate can help you through!



**Introducing Cai & Kate—a colorful new YouTube series that teaches children ages 3-6 how to process their emotions and express themselves.**

Kids will love following along as AHN behavioral health therapist Kate and her color-changing chameleon named Cai use puppetry and music to talk about topics crucial to childhood emotional wellness in a creative, engaging way.

Each Cai & Kate episode introduces a new skill to support children in the development of their coping skills—helping them have more vibrant interactions with the world and the people in their lives.

**HOW IS CAI FEELING TODAY?**

Find out by watching the first episode at [youtube.com/@caiandkate](https://youtube.com/@caiandkate)



A. J. and Sigismunda Palumbo Charitable Trust

An initiative of AHN Chill Project

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Postcard



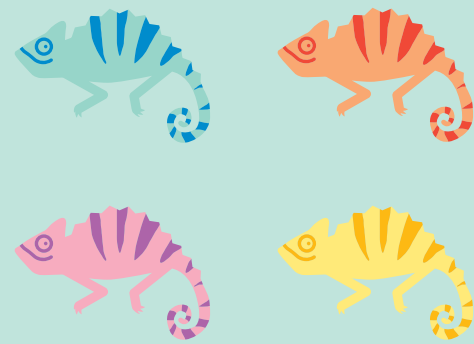
Poster



Cai & Kate branding



Coloring page, branded crayons and sticker sheet



Title sequence

