



# BRANDING DESIGN

**Matter Designs x Born  
Bright**

# UNDERSTANDING CHILD PSYCHOLOGY





- Children are more likely to remember image oriented logo's and identify them easily in comparison to text only logos
- Having a mascot/ friendly character increases the child's connection to the brand
- Bright color's highly attract a child's attention span in contrast to monochrome logos.





BUT  
WHY?







# UNDERSTANDING COLOR PSYCHOLOGY

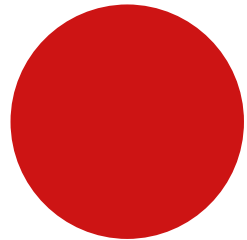


- Color plays a major role in impacting the decision making process. It is essentially, the determinant of human behavior.
- One of the key areas where color is influential is products that are say, not obvious to touch or smell.
- In digital branding scenario, the sense of sight is the main triggerred response determinant.
- Each color has an emotion that is attached to it which influences, how one react to the brand language.

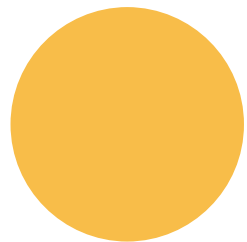


# WHAT MESSAGES DO COLORS CONVEY?

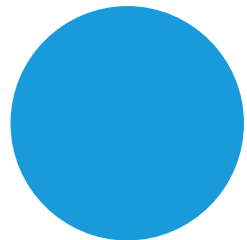
Here are one of the most basic colors (primary color palette and the messages they convey in branding.



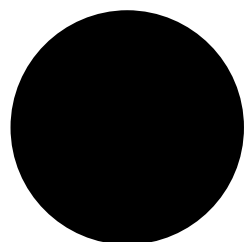
Brands often use red to convey a feeling of energy and increase the viewer's heart rate. It also creates a sense of urgency, which is why you see it used in clearance sales



This color is optimistic and youthful, and it is often used to grab the attention of window shoppers.



Blue is a calming color that conveys trust and security. It is often used in the marketing of banks and businesses.



Black is seen to be powerful and sleek and is often used to market luxury products or services.



- Though, the slide above actually conveys a very simplistic view of the color psychology, it indeed has a lot of other influences on human behaviour.

## COLORS AS CULTURES

- The same color can be associated with different emotions in different cultural backgrounds.
- For example, Black symbolizes death in most Western countries and Japan, while in many other Asian countries white symbolizes death.

## COLORS AS SYMBOLS

- Every culture has symbols. Colors and how symbols interact with them are important to consider. Symbols carry emotional meaning, which can affect color perceptions

# TYPOGRAPHY IN BRANDING





- Every typographic element impacts a design on both macro and micro stage.
- Typography enables to create a particular context and have a certain personality.



- Individuals perceive a brand through words in various situations. Whether they are seeing a message on tv advertisement, viewing a website page or having a look at the name of a product, it's an experience for a customer.

*Congrats!*  
**MICHAEL  
DALE**

Class of 2021  
BS Business Administration

**Chris Miguel**

**GIVEN THIS AUGUST 20, 2020**

for participating in Kraft-in association's House of Carpentry  
courses held at the Kraft-in office and showing  
exemplary performance in the courses taken.

Our family is growing.

We are having  
a baby girl!

Hillary and Chris Johnson are  
expecting their third child!

YOU'RE INVITED TO AN

*Ice Cream Party*

SEPTEMBER 9, 2019 | 2:00 PM | FINDLAY RESIDENCE

Cheers!

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Retro





# COMPETITOR ANALYSIS



## INTRODUCTION

- A comprehensive learning platform with tutoring for mainstream education.
- A specialized learning platform with coding as a skill development programme.
- A diverse leaning platform directed towards making learning accessible.

## AGE GROUP

- 04-18 Years
- 06 - 18 Years

## SUBJECTS

- Module based learning for multiple subjects and competitive exams
- Coding is the only module with end to end cycle
- No Cap
- Multiple courses from education to personality development



MODE OF LEARNING

- E - Learning

TYPE OF LEARNING

- Subscription Based

SUPPORT

- Online and offline support from Mentor.

- E - Learning

- One time fee as per package applicable.

- In class live support, using chat.

- E - Learning

- One time fee, additional for certification.

- Multiple courses from education to personality development



COLORS

- Purple, White

- White

- Red

COLOR SYMBOLISM

- Creative, ambitious and high quality.

- Perfection, clean, innocent

- Active, fierce, engaging

TYPOGRAPHY

- Fredoka One

- Monsterrat

- Sans serif

TYPOGRAPHY  
SYMBOLISM

- Friendly, adaptable and inclusive

- Strong, new age, advanced.

- Simple, easy to understand and inclusive.



## LOGO



- Window to learning concept.
- The 'B' is angled at the 'Golden Ratio' of 16.1, with a soft, rounded typeface with closed edges.
- The depth in the 'B', the 'Auber' tile and minimal look and feel of the new logo helps break the clutter and stands out across print and digital platforms



- An < symbolizing the beginning of code.
- The logo is in 3d with one of the triangles raised above the others, denoting one step ahead concept.
- Strong sharp edges define, fast paced and new age learning.



- Free flowing U depicting personal connections between instructors and students.
- The wordmark defines the structure which makes the connections possible.

# BRANDING ANALYSIS



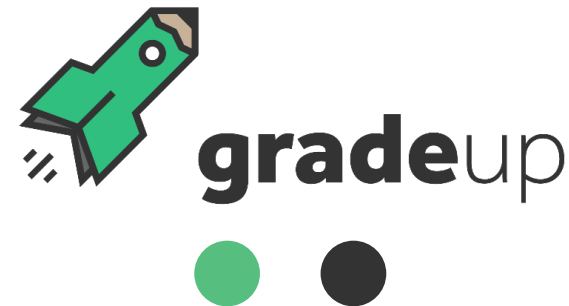


ICON & TEXT

## E – LEARNING PLATFORMS



Orange color – Signifies enthusiasm and energy  
The K has a camouflaged version of a kid that is happy



Green color – Signifies growth, revitalize, positive  
Grey – Signifies reliable and mature.  
The pencil rocket signifies education giving growth.



Purple – Signifies creativity, compassion and wisdom.  
The B is made of the golden ratio.



Blue – Signifies dependable, trust, authentic.  
Black – Signifies strength, authority  
The arrow pointing upwards showcases development.

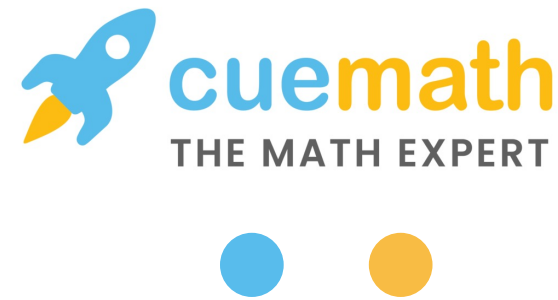


Red color – It signifies activity, passion and confidence.  
Grey color - signifies reliable and mature  
The arrow signifies growth



Blue – Signifies dependable, trust, authentic  
Orange – Signifies enthusiasm and energy  
Black – Signifies strength and authority  
The symbol depicts an abstract butterfly form made of books





Blue – Signifies dependable, trust, authentic  
 Yellow – Signifies creative, positive, warm and approachable  
 The rocket signifies future, growth and development



Blue – Signifies dependable, trust, authentic  
 Green color – Signifies growth, revitalize, positive  
 The icon is a minimal form of trophy cup intending winning and excelling



Blue – Signifies dependable, trust, authentic  
 Orange color – Signifies enthusiasm and energy  
 The W is a symbol of launchpad, the rocket at the end of it showcases that the company is a platform to progression.



Blue – Signifies dependable, trust, authentic  
 Yellow – Signifies creative, positive, warm and approachable  
 Orange - Signifies enthusiasm and energy  
 Red color – It signifies activity, passion and confidence.  
 The logo has a base layer and three tiles rising above it signifying rising above the others.



Orange - Signifies enthusiasm and energy  
 Black – Signifies strength, authority  
 The icon is that of a pencil with a sharp tip that signifies creating a strong future.

## CONVENTIONAL LEARNING PLATFORMS



Blue – Signifies dependable, trust, authentic.

Black – Signifies strength, authority

The symbol signifies the world flying away and taking off



Red color – It signifies activity, passion and confidence.

Black – Signifies strength, authority

The icon is that of being engrossed to find newer pathways



Orange color – Signifies enthusiasm and energy  
Yellow – Signifies creative, positive, warm and approachable

The logo showcases academics opening possibilities into new realms



The logo has multiple colors with significance being given to different emotions generated in the younger kids during early years of education.

The logo covers multiple aspects such as learning from the nature, the pacman representing learning interactively.

Simple forms speaking about math and all in a circle representing the world.



Maroon – Representing strong and inviting  
Orange color – It signifies creative, positive, warm and approachable.  
Black color – Signifies strength, authority and an edge over the others.  
The logo has the sanchi stupa in it signifying that the institution is the foundation of education.

TEXT ONLY

## E – LEARNING PLATFORMS

The Coursera logo features the word "coursera" in a bold, blue, sans-serif font. The letter "c" is stylized with a circular shape that loops around the "o".

Blue – Signifies dependable, trust, authentic.  
Coursera is a text dominant logo, but the creative use of infinity signifies their vision.  
Unlimited courses for your personality development

The Simplilearn logo consists of the word "simplilearn" in a lowercase, sans-serif font. The "simpli" part is orange and the "learn" part is blue. A vertical line separates the two parts, and the "i" in "simpli" has a dot that looks like a person with arms raised.

Get Certified. Get Ahead



Blue – Signifies dependable, trust, authentic.  
Yellow – Signifies creative, positive, warm and approachable  
The lil in simplilearn logo denotes a happy person who is raising his hands in the air.

The LIDO logo features the word "LIDO" in a bold, red, sans-serif font. The letter "I" is stylized with a yellow square above it.

Yellow – Signifies creative, positive, warm and approachable  
Red color – It signifies activity, passion and confidence.  
The I in the logo is shaped like a box which opens possibilities.

The Vedantu logo features the word "Vedantu" in a stylized, orange, cursive font. The letter "V" is written with a pencil tip, and the word "LIVE ONLINE TUTORING" is written in a smaller, sans-serif font below it.

Orange - Signifies enthusiasm and energy  
The logo is text dominant with the V written as pencil tip and it writing down the name.

The LogIQids logo features the word "LogIQids" in a blue, sans-serif font. The "IQ" is highlighted in green. Below the word is the tagline "Every time a little smarter" in a smaller, italicized font.

Blue – Signifies dependable, trust, authentic  
Green color – Signifies growth, revitalize, positive  
The logo is made for IQ to be highlighted.



## VEDANTU MASCOT REPRESENTATION

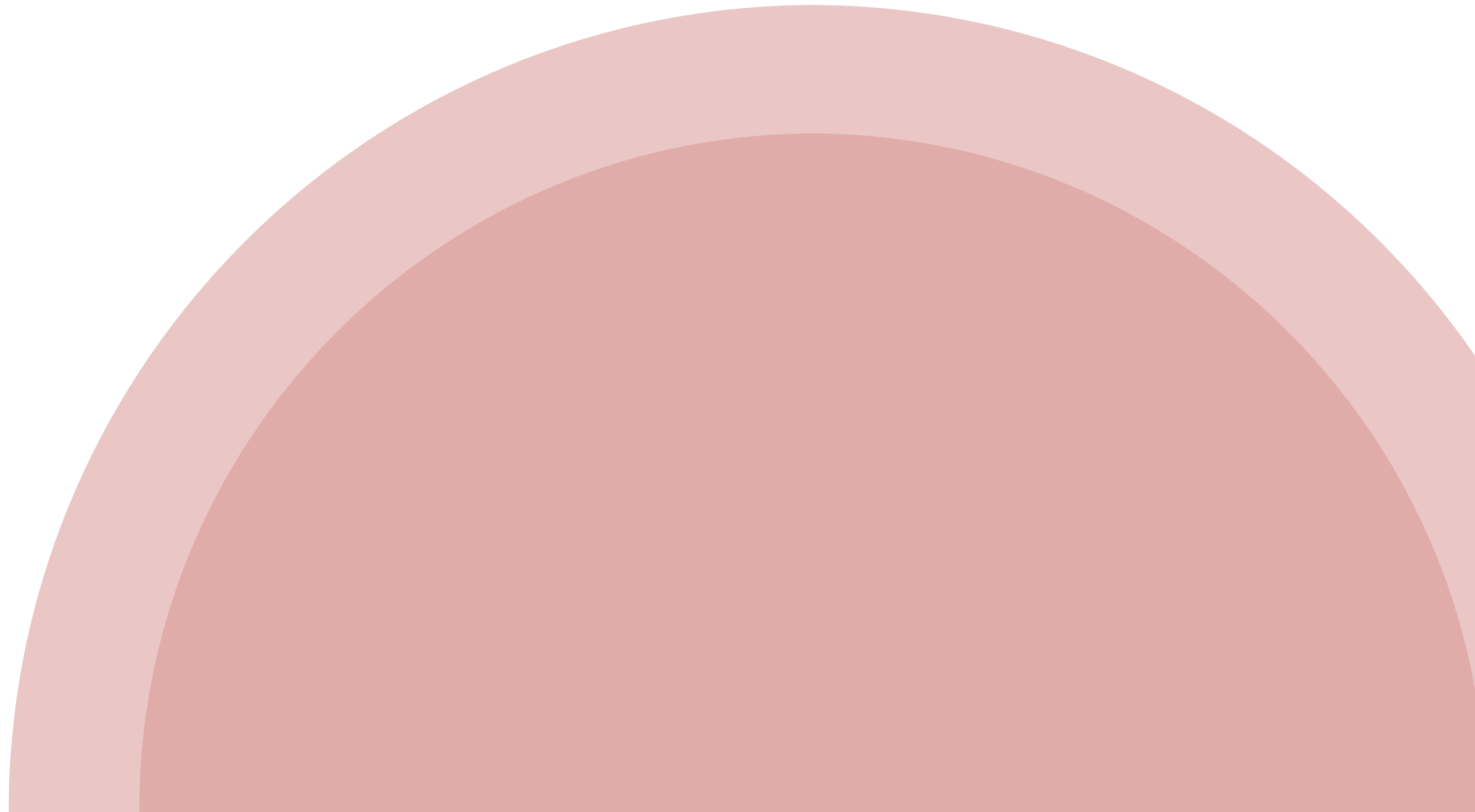


Their campaign mascot for introducing specialized coding classes and education for the children



Their campaign mascot for introducing specialized coding classes and education for the children

LEARNINGS



- Icon and text can have more abstract presentations. The icon takes primary importance because of its form.
- They can also be used as icon only representations depending on the media being represented
- The text alongside makes it easily decipherable
- Text only logos are very easy to identify
- Text only logos can be highly enhanced using the typography and color elements
- They can be written in a unique way to enhance the design of the logo
- Most highly used colors in ed-tech logos are blue, green and shades of red. Likely to promote confidence, activity and growth.



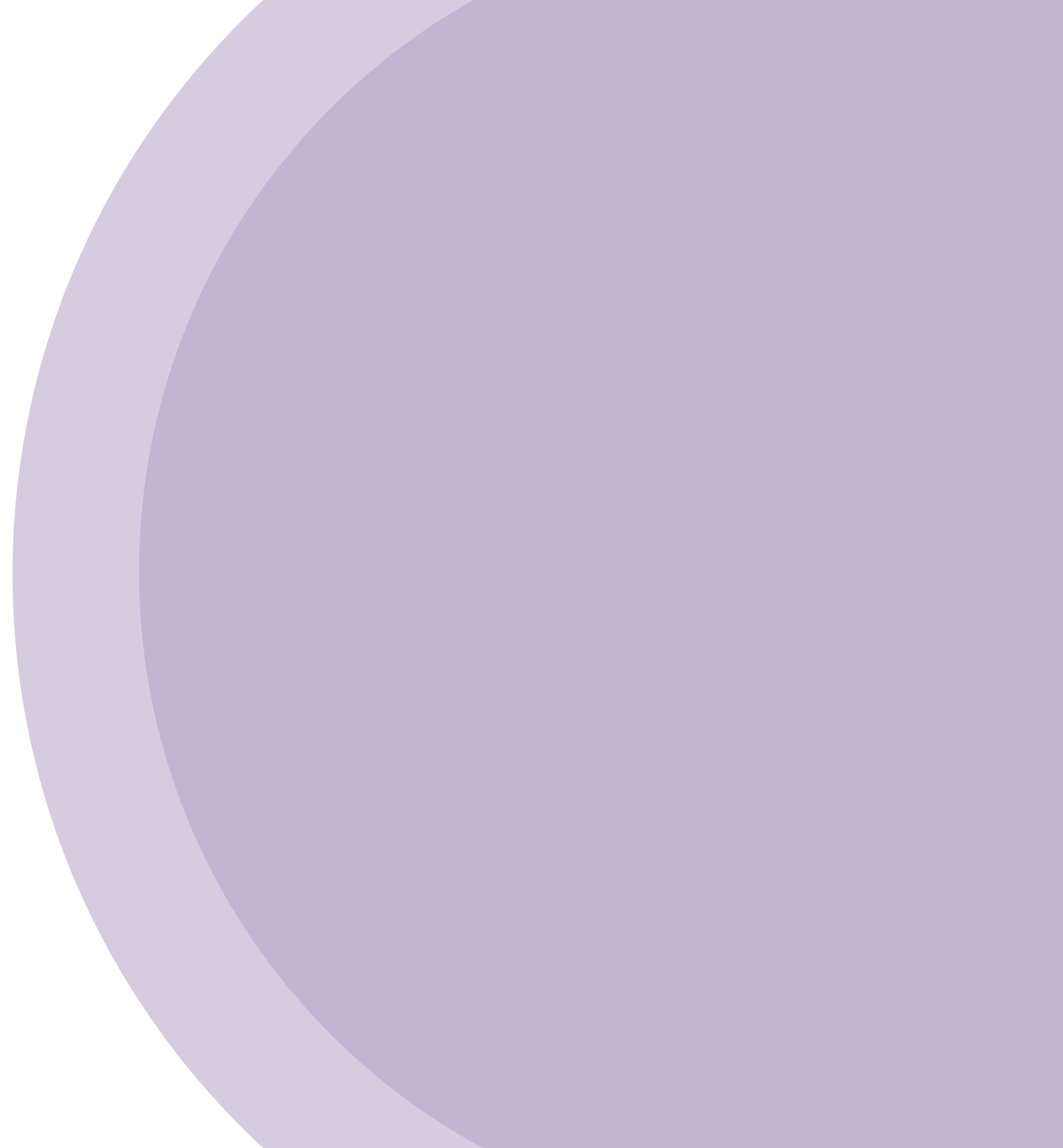


# QUESTIONNAIRE RESPONSES

## WORD CLOUD

APPROACHABLE  
DEVELOPMENT  
SCIENCE  
INNOVATIVE  
VOCATIONAL  
HYBRID  
PRACTICAL  
SELF-LEARNING  
QUALITY  
K-12  
SOCIAL  
WIDER  
**INTERACTIVE**  
CHOICE  
SOFT  
**SKILLS**  
CHOICES  
LEARNING  
ACTIVITY-BASED  
SIMPLE  
TRAINING  
MEDIA  
FUN  
TECHNOLOGY  
CAREER  
FUTURE  
OVERALL  
CHILDREN  
AFFORDABLE  
GOAL-ORIENTED

# SUPERHERO CHARACTERISTICS







## CHARACTERISTICS

Strength	Durability	Flight	Energy	Technology	Speed
	Brains	Science	Intellect	Stamina	

## COLORS

RED : In context to Iron Man, active and strength, power, ambition, passion, leadership and determination

GOLD : In the marvel cinematic universe, gold signifies extravagance, unique and glamour.

## SYMBOLISM

Iron Man is showcased as the inventor genius superhero. Who actually unlike the others is the first avenger to completely rely on building multiple superhero powers himself. The importance of this character is to signify that he builds his own future and keeps reinventing himself as and when a wave of change needs to happen.



CHARACTERISTICS

Skills	Mind	Quick	Smart	Technology	Loyal
Strong willed	Science	Intellect	Humane		

COLORS

BLACK : Signifies authoritative, with strong emotions, sophisticated and elegant, yet fierce and dangerous.

SYMBOLISM

Starting out as a loyal companion and working towards what she finds is right, Trinity later is shown to evolve into a stronger character. The symbolism for her character is a lot of teamwork and growth as a unit. Her character signifies the need for intellect as well as skill to achieve the right things





# OUR APPROACH

**TYPOGRAPHY**

**COLORS**



# TYPOGRAPHY



Great to portray motion & energy



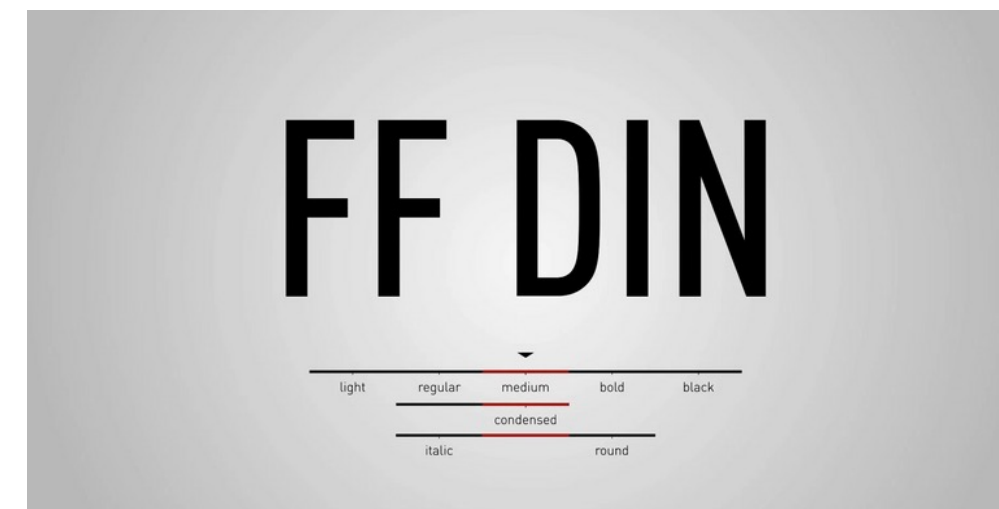
Technical, trendy and tender



Sleek, futuristic, focused

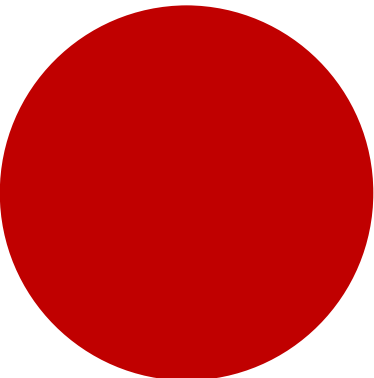
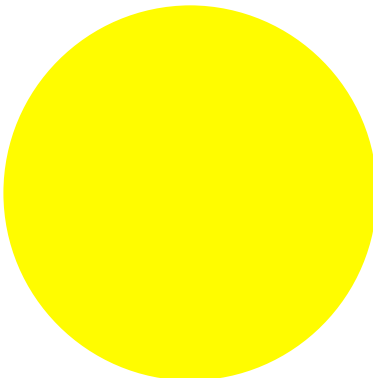
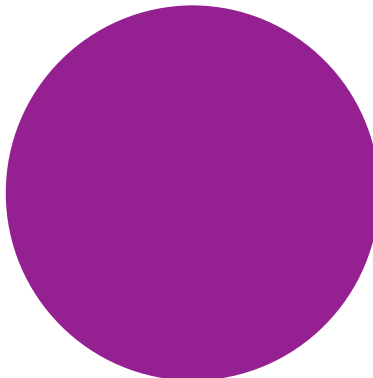
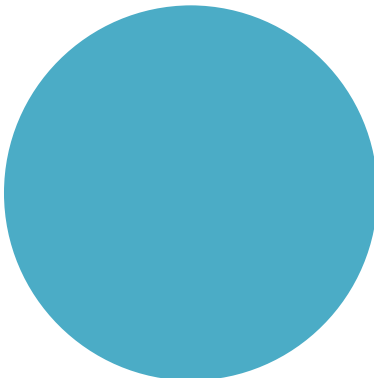
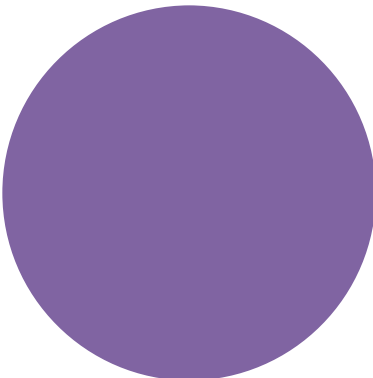
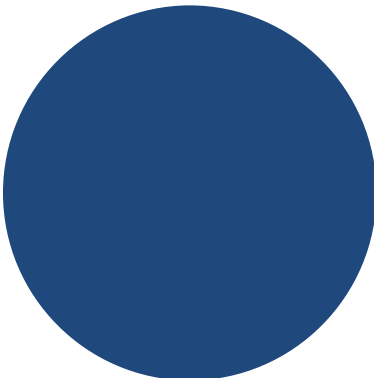
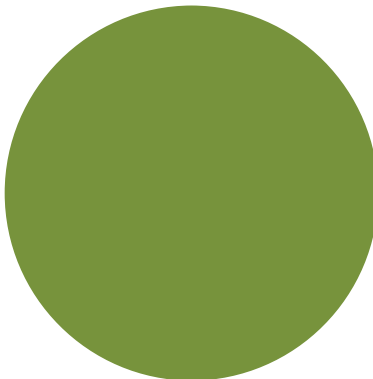
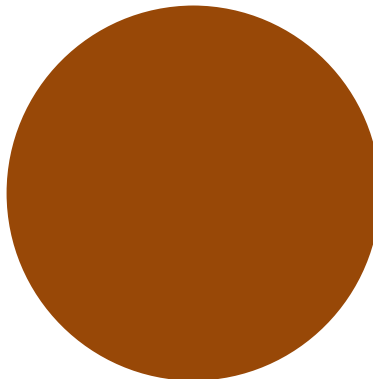
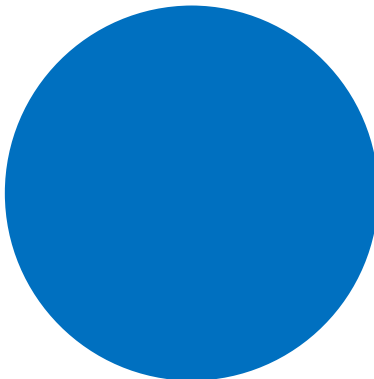
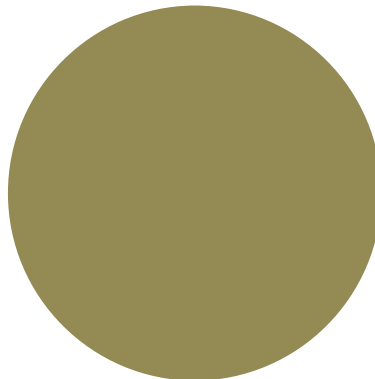
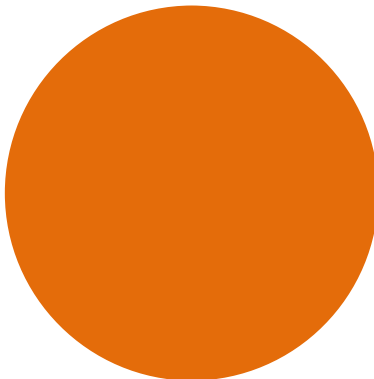
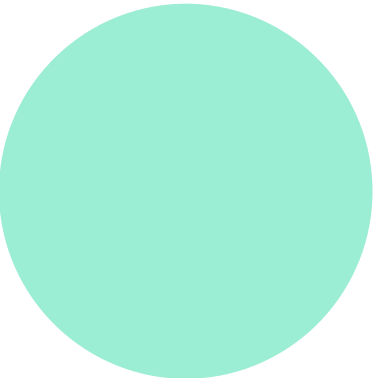
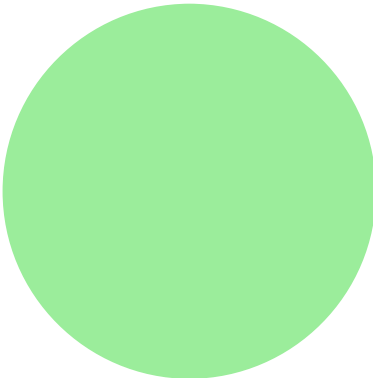
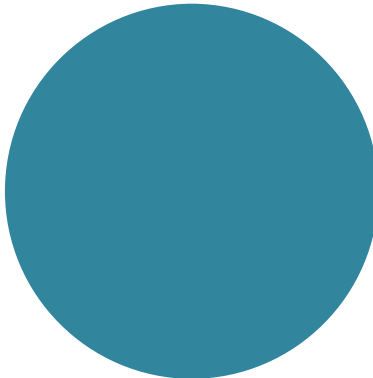
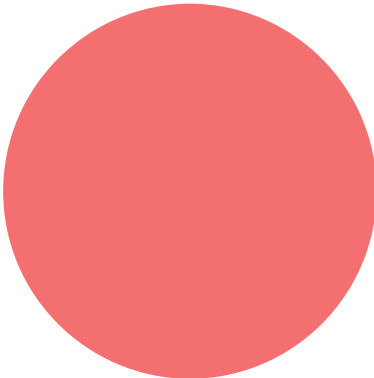
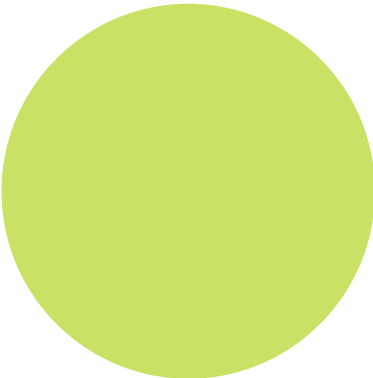
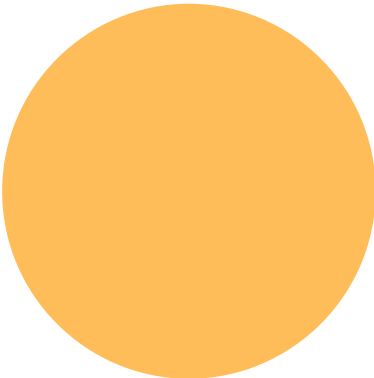


Unconventional and Personable  
character.



Positive, welcoming yet modern and  
current

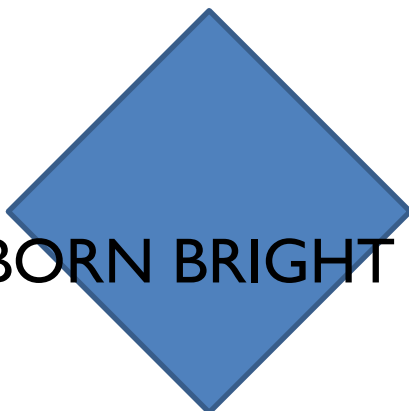
COLORS





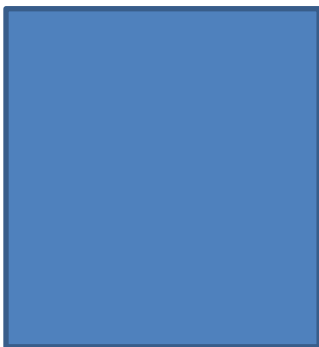


BORN BRIGHT



BORN BRIGHT

**BORN BRIGHT**



**BORN BRIGHT**

ABC ABC ABC ABC ABC ABC ABC ABC ABC

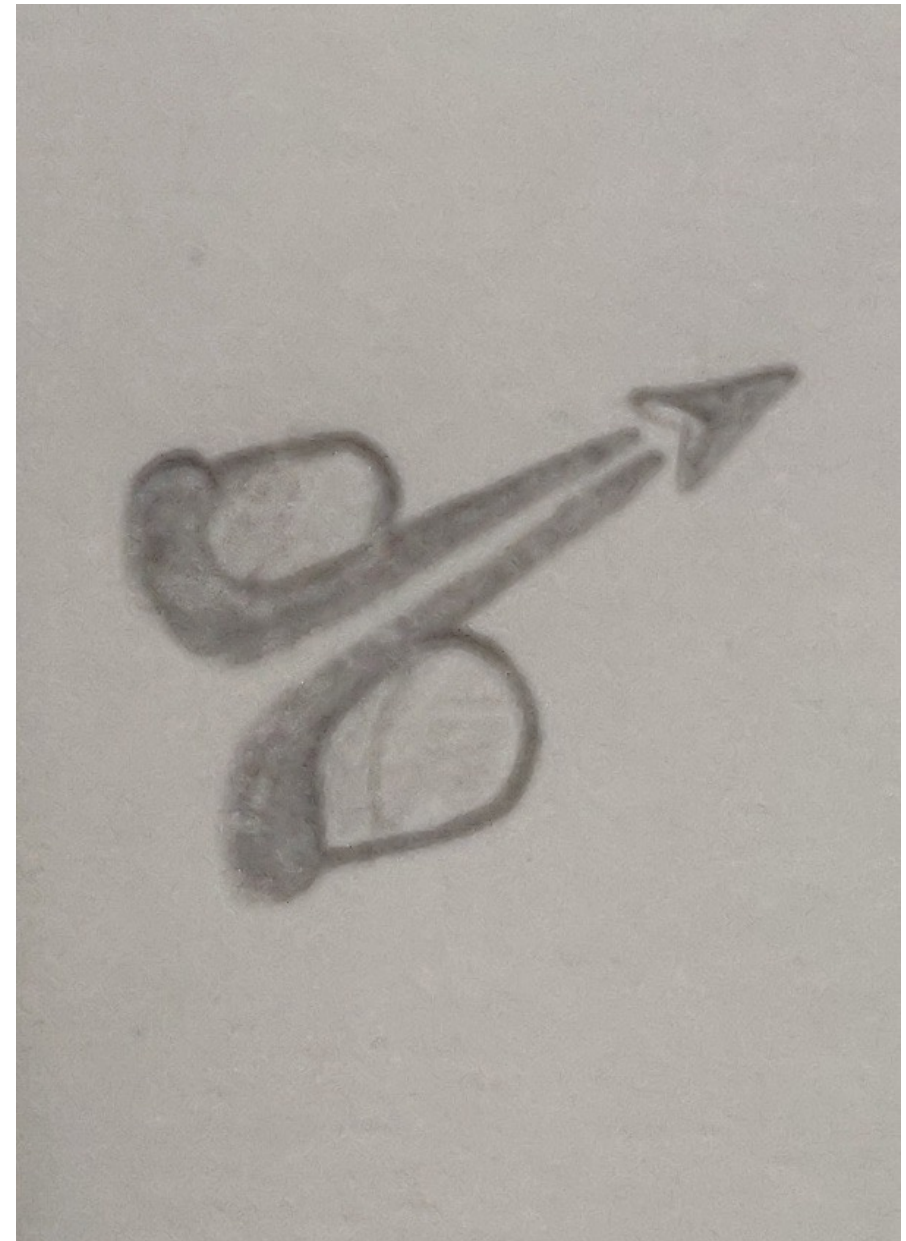
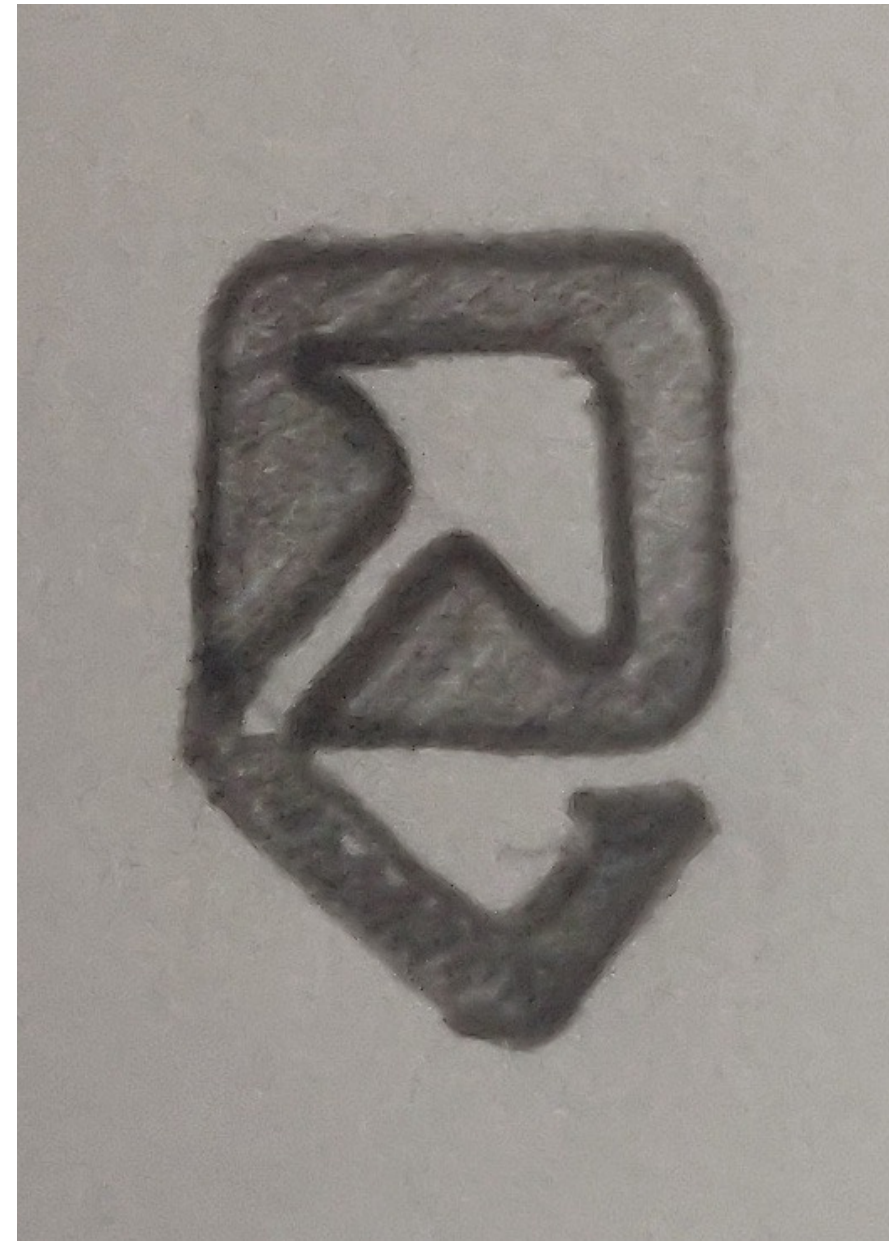
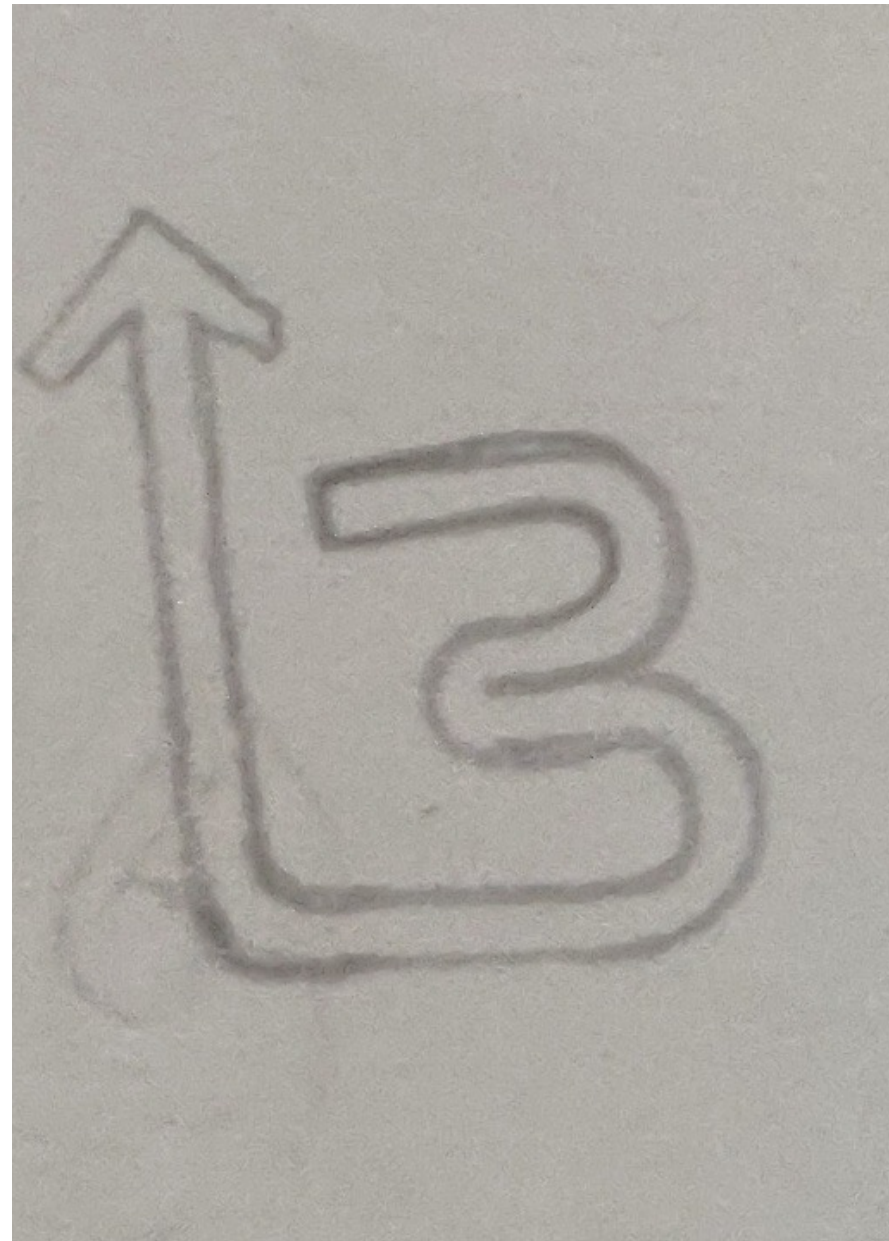
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IDEATION

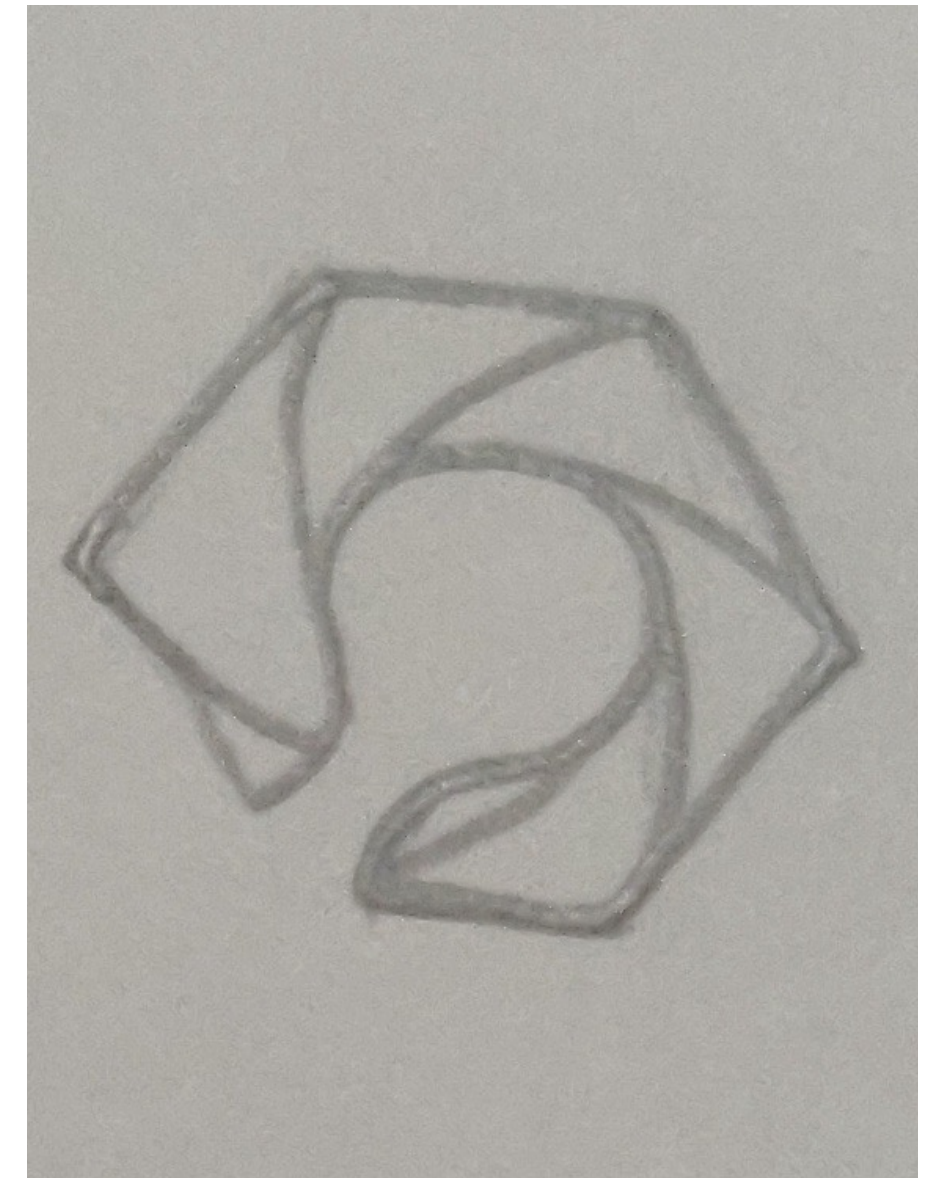
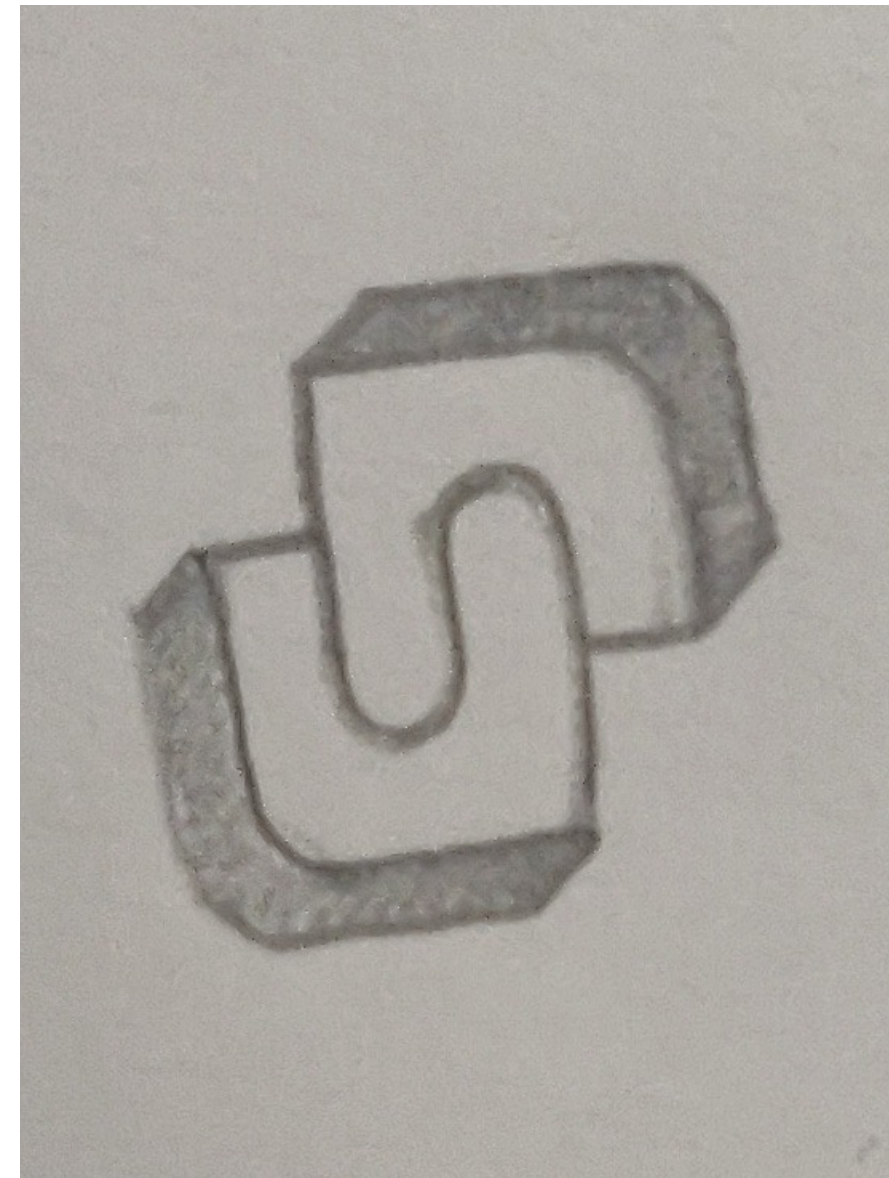


## INITIAL SKETCHES – GROWTH (LETTERING B)



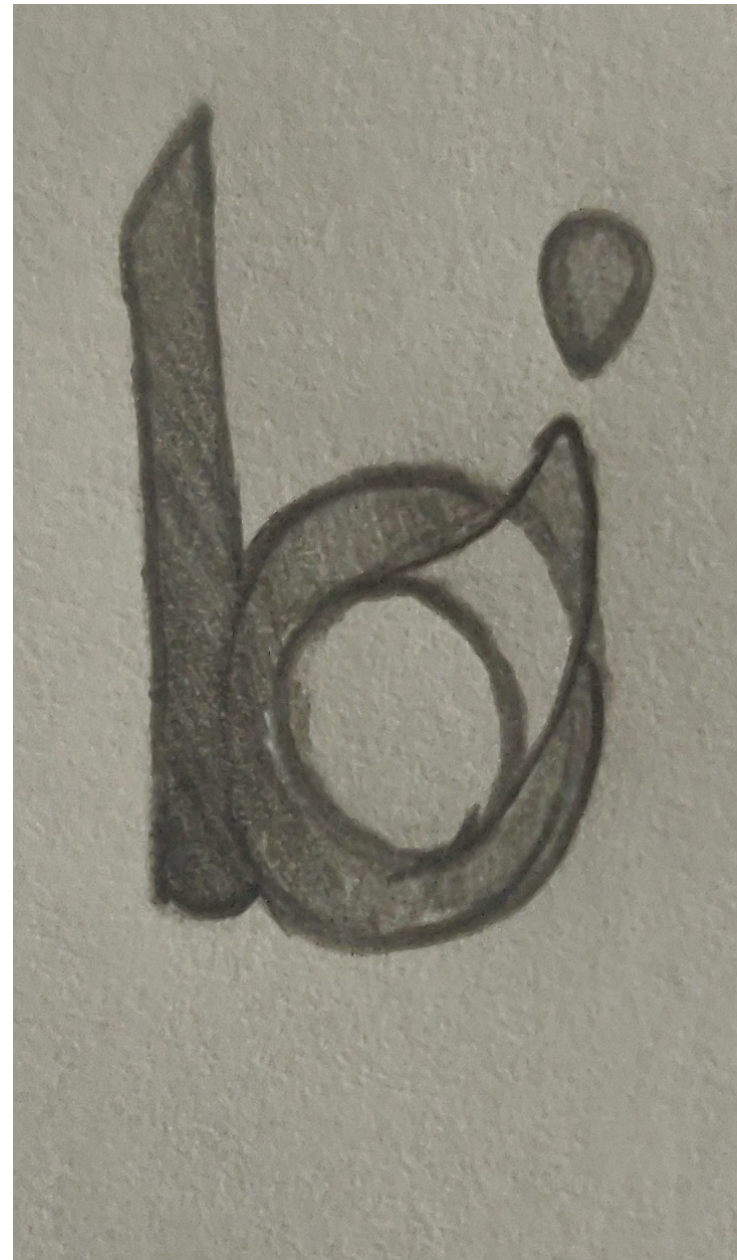
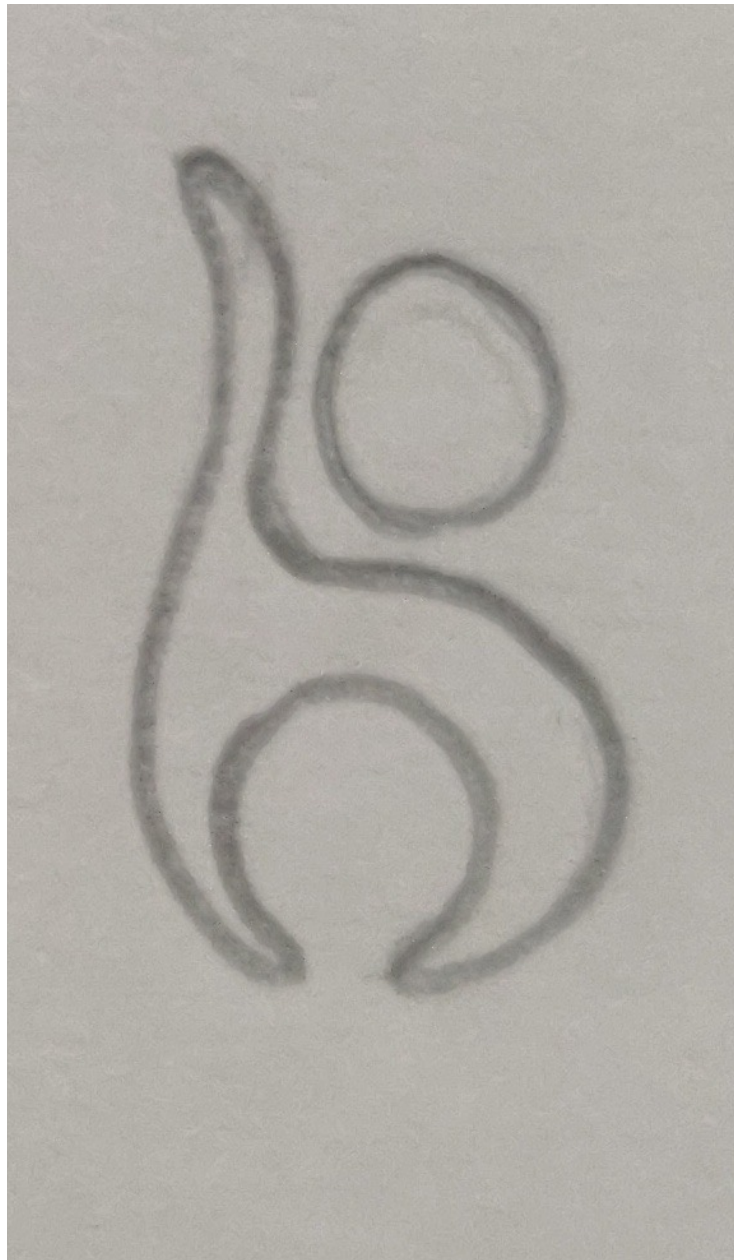


## INITIAL SKETCHES - IGNITE (ABSTRACT IDEATION)

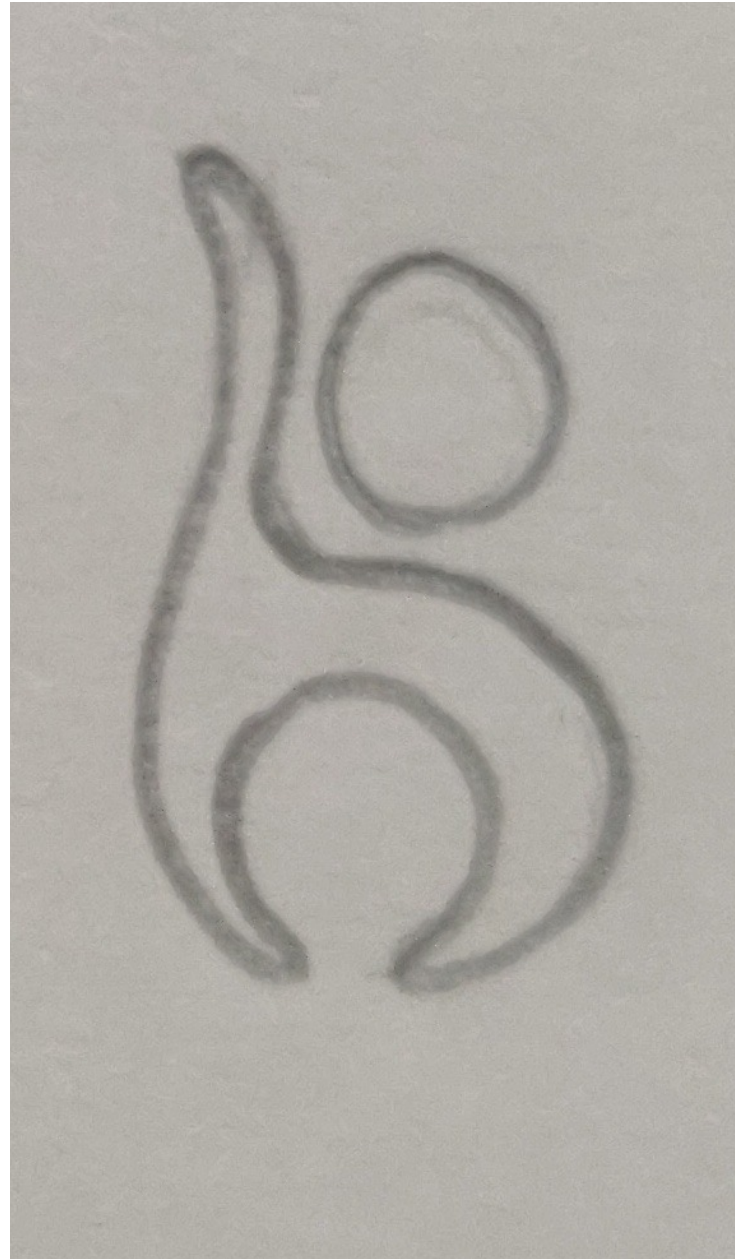




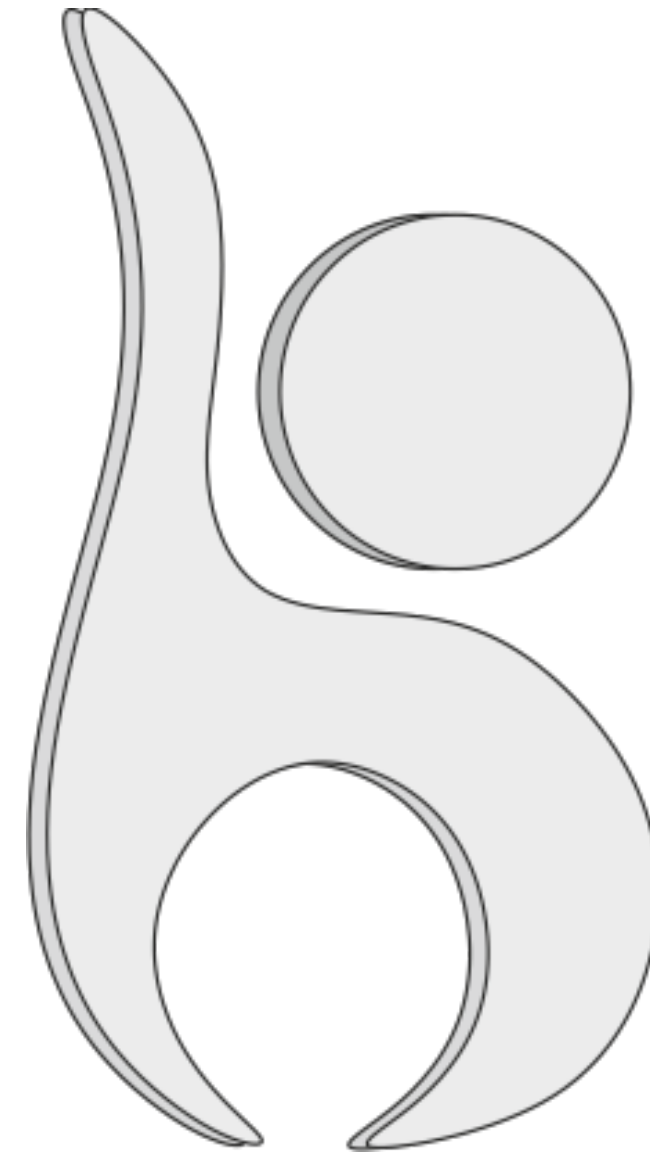
## INITIAL SKETCHES - SUCCESS (ABSTRACT IDEATION)



## LOGO Versions using one element



Element Used



Vector  
Representation

## LOGO Versions using one element



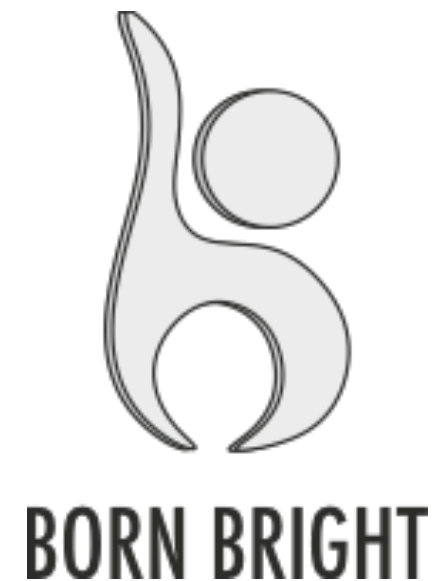
Balanced Logo



Text Dominant Logo



Text Only Logo



Icon Dominant Logo



Icon Only Logo



# IDEATION

KEYWORD : WINGS

EMOTION : GROWTH

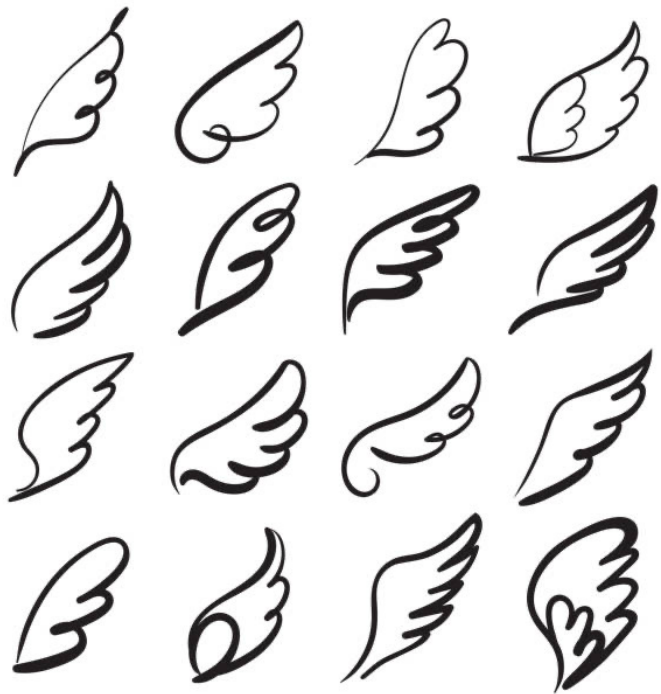
INSPIRATION



shutterstock.com • 1690351156



designed by vexels



CONCEPT IDEAS



A-01



A-02



A-03



A-04

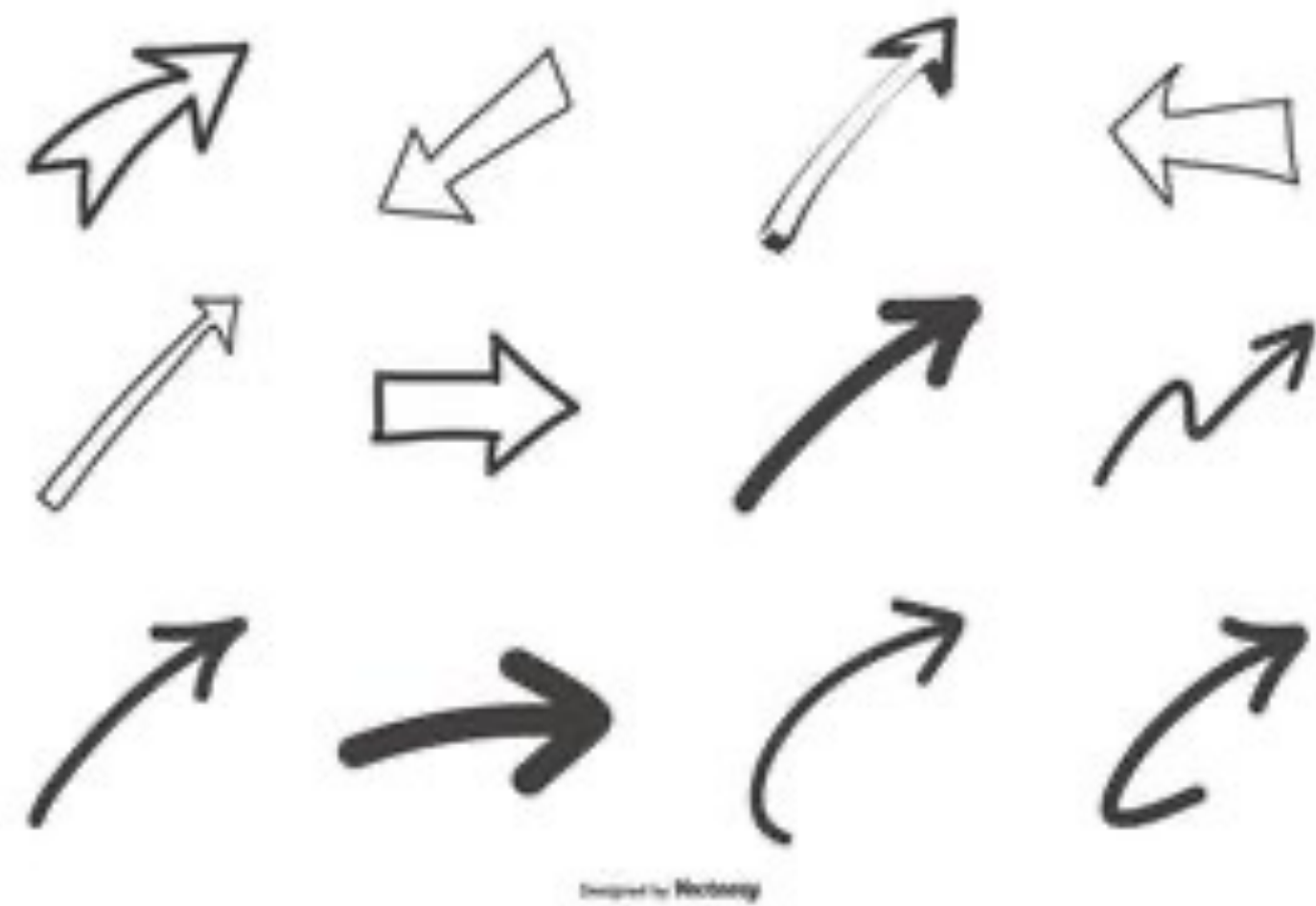
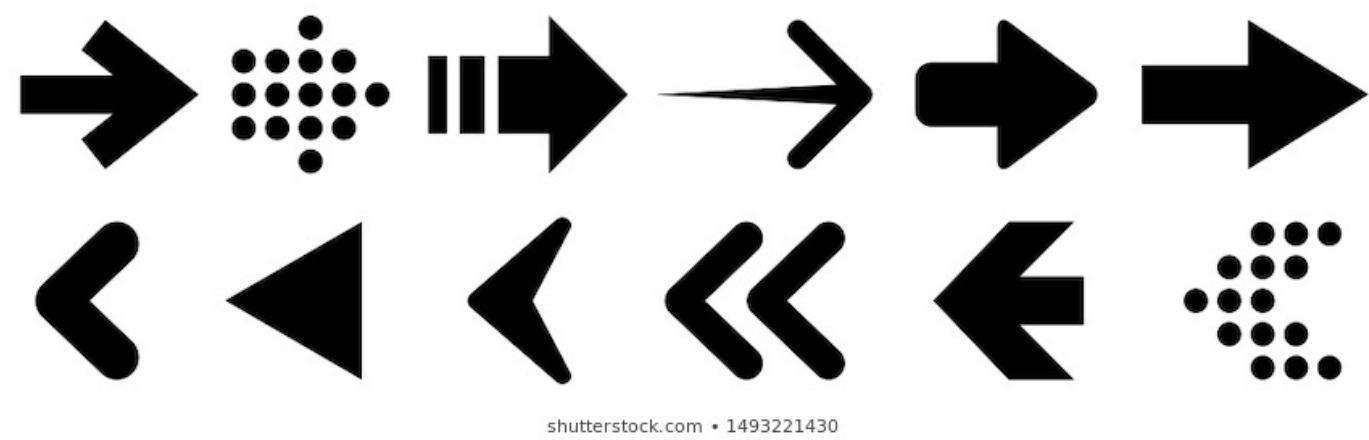


# IDEATION

KEYWORD : ARROW

EMOTION : GROWTH

INSPIRATION



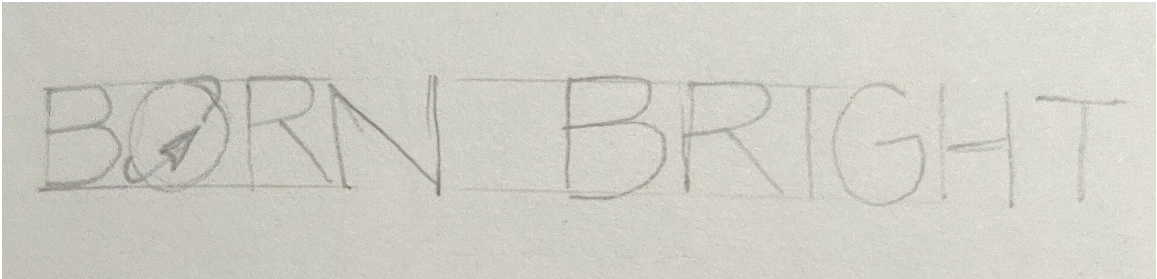
CONCEPT IDEAS

BØRN BRÏGHT

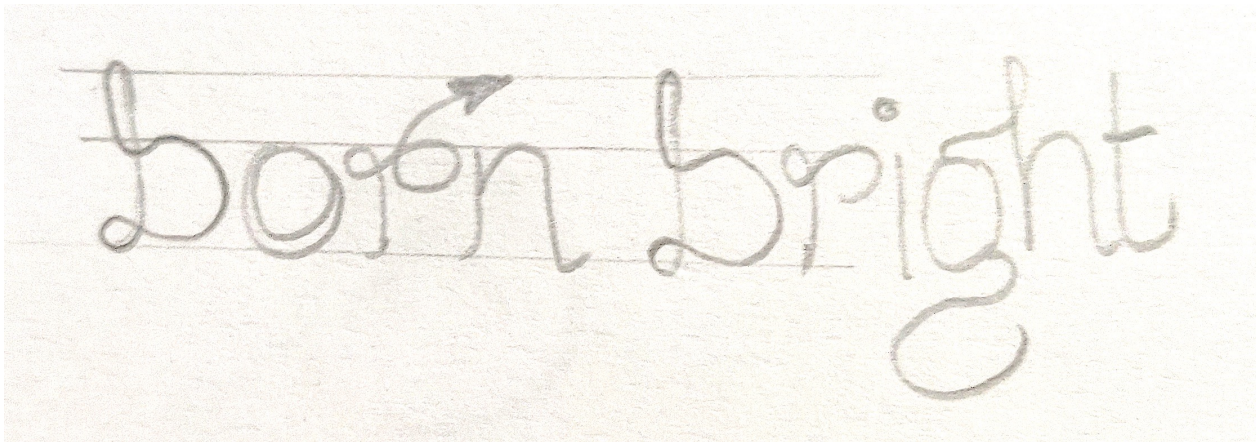
B-01

BØrn BRIGHT

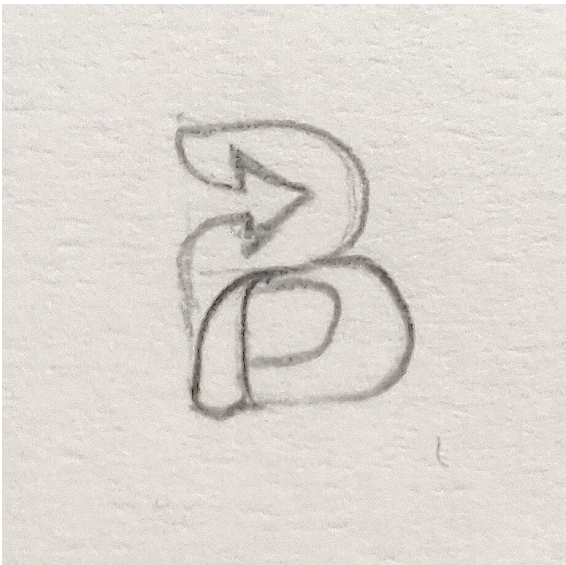
B-02



B-03

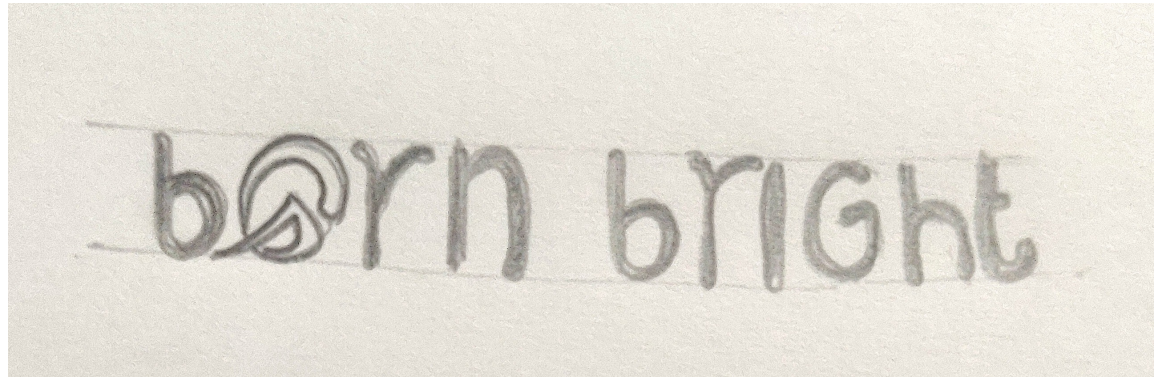


B-04



B-05





B-06



B-07

# IDEATION

KEYWORD : PERSON

EMOTION : SUCCESS/ HAPPY

INSPIRATION

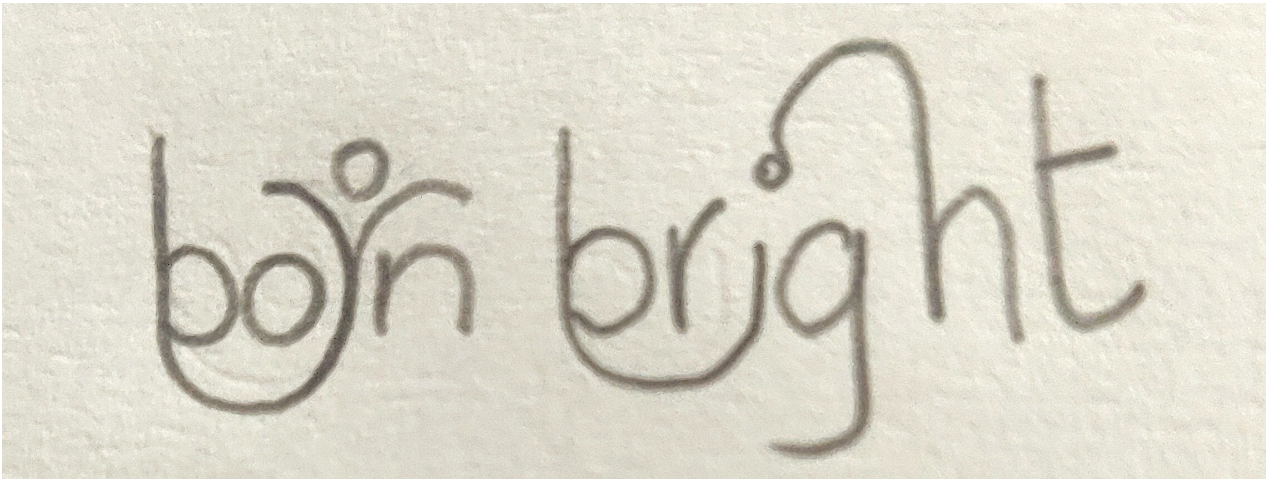




CONCEPT IDEAS

Born Bright

C-01



C-02

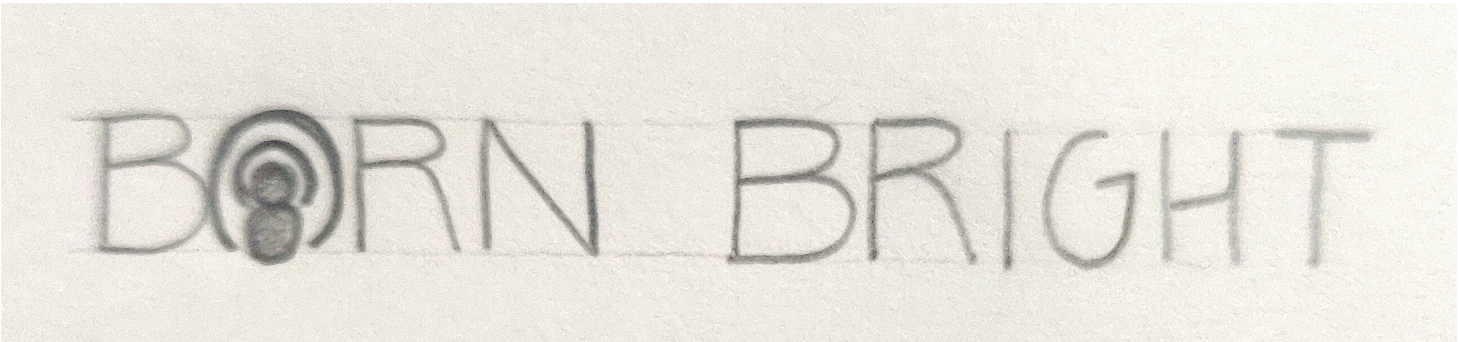


C-03



BORN BRIGHT

C-04



C-05

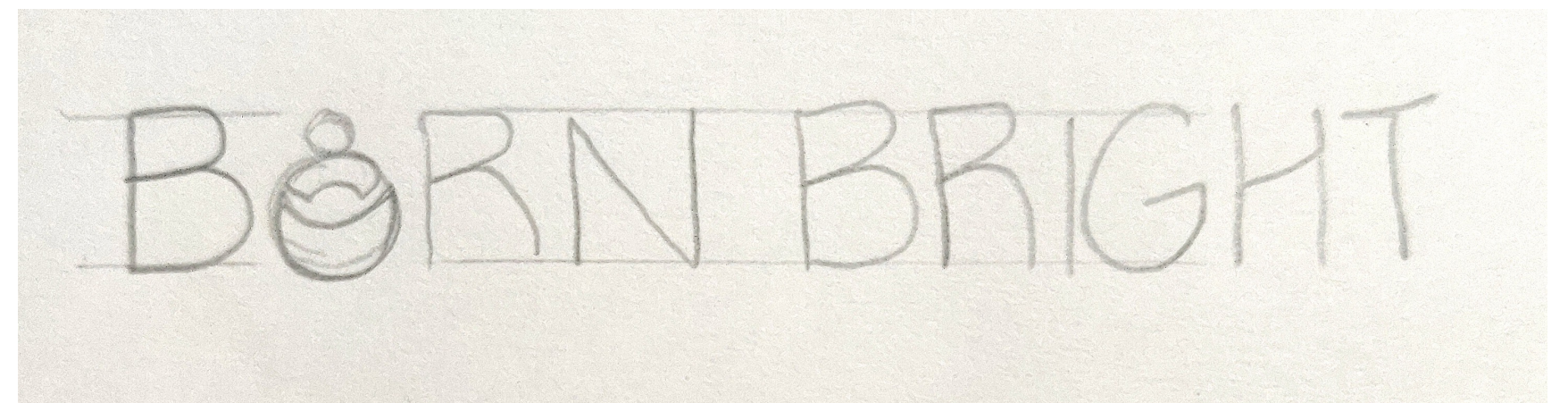


C-06





C-07



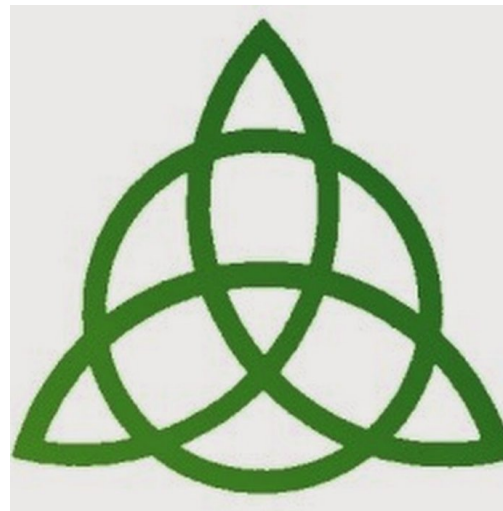
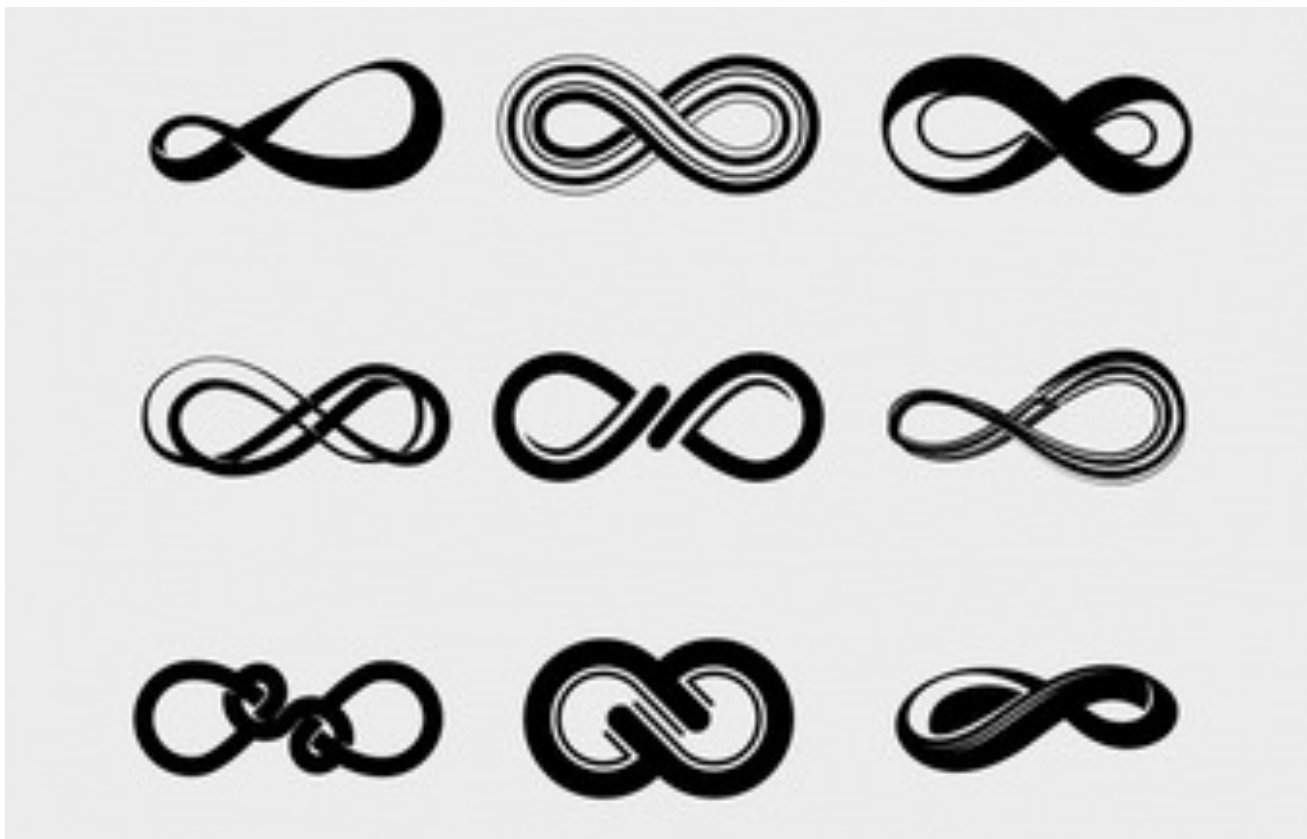
C-08

# IDEATION

KEYWORD : INFINITE

EMOTION : EXPLORE

INSPIRATION

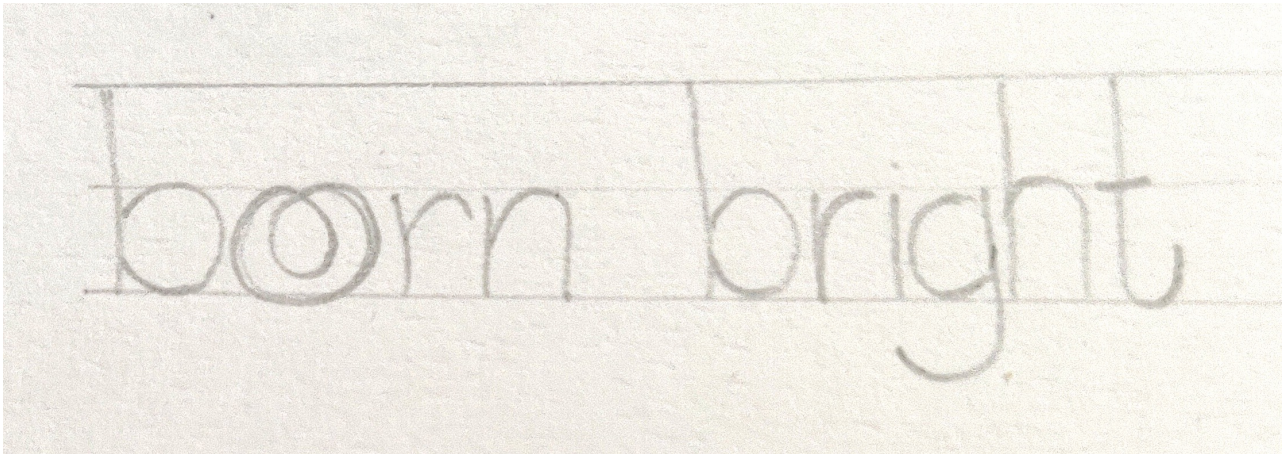




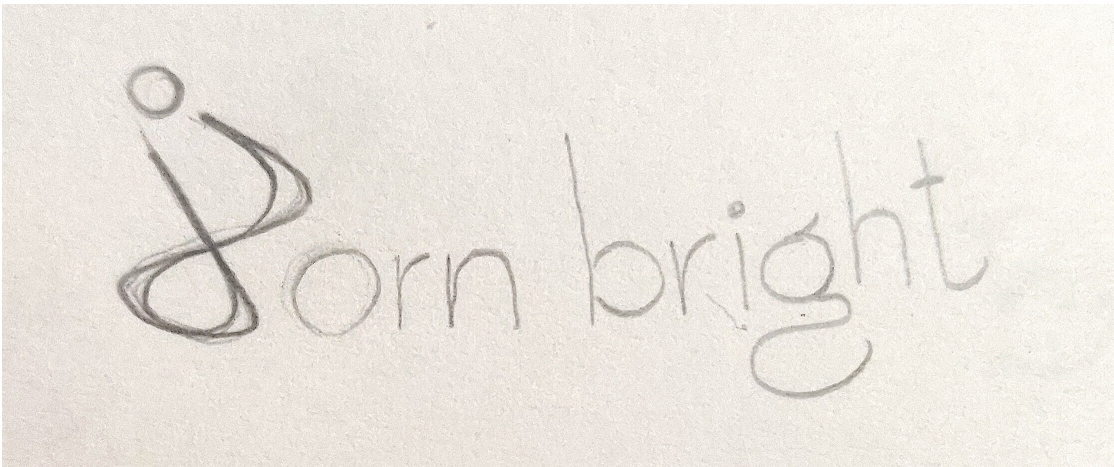
CONCEPT IDEAS



D-01



D-02



D-03



# IDEATION

KEYWORD : MULTIPLE

EMOTION : IGNITE

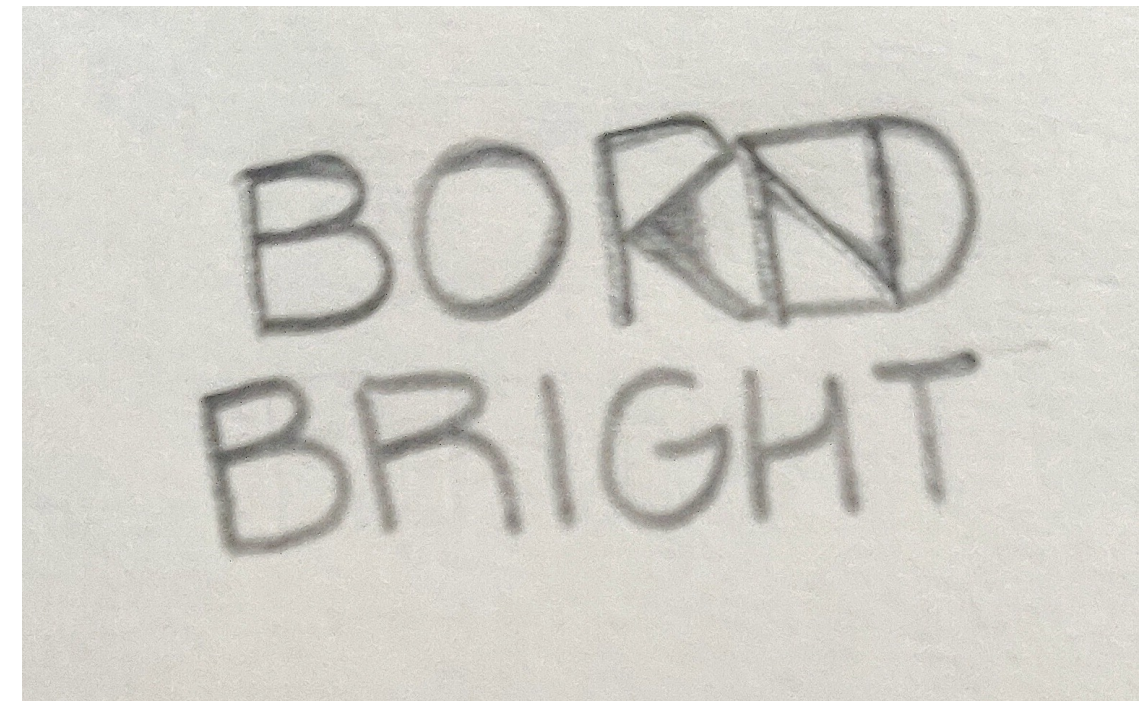
INSPIRATION



## CONCEPT IDEAS



E-01



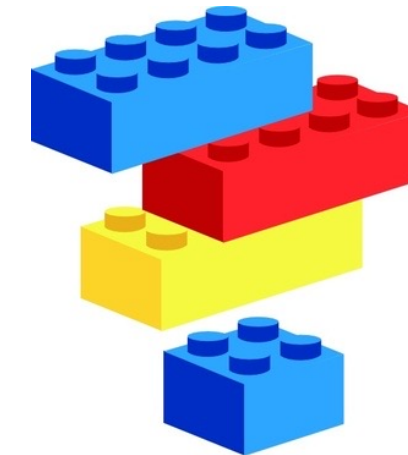
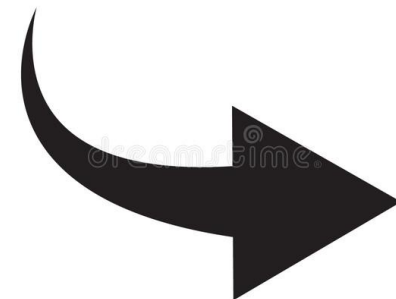
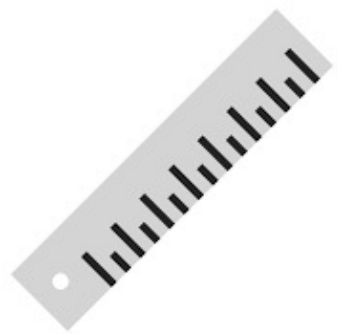
E-02

# IDEATION

KEYWORD : MULTIPLE

EMOTION : LEARNING

INSPIRATION





## CONCEPT IDEAS

### L-01

Inspiration : Notebook, green signifies growth and development, ribbon symbol to showcase excellence.



L-01 v1



L-01 v2



CONCEPT IDEAS

L-02

Inspiration : Pencil, Yellow colour for denoting bright and skin colour line to bring in the human element



L-02 v1



L-02 v2



L-02 v3

## CONCEPT IDEAS

### L-03

Inspiration : Happy person, pencil and wings.

BORN B  IGH T

L-03 v1

BORN B  IGH T

L-03 v2



## CONCEPT IDEAS

L-04

Inspiration : Dart board. Signifies goals and aspiration

BORN BRIGHT

The logo consists of the words "BORN BRIGHT" in a dark grey, serif typeface. The letter "O" in "BORN" is replaced by a graphic of a dartboard with concentric circles. A dart with a blue fletching and a yellow shaft is shown hitting the center bullseye. The word "BRIGHT" follows "BORN" with a wide space between them.

L-04 v1



## CONCEPT IDEAS

L-05

Inspiration : Launch, future, Blue shades denote Speed and innovation



Born Bright  
A new way to learn

L-05 v1

Born Bright

L-05 v2

## CONCEPT IDEAS

### L-06

Inspiration : Arrow. It signifies growth and the tones of green showcase positivity and development



BORN BRIGHT

L-06 v1



BORN BRIGHT  
A new way to learn

L-06 v2



## CONCEPT IDEAS

L-07

Inspiration : Happy, Person. Showcasing fulfilment.



born bright

L-07 v1



born bright  
A new way to learn

L-07 v2

## CONCEPT IDEAS

### L-08

Inspiration : Pencil. Positive negative space usage

**BORN**  
**BRIGHT**

L-08 v1

**BORN**  
**BRIGHT**

L-08 v2

## CONCEPT IDEAS

L-09

Inspiration : Shooting star, excellence.



L-09 v1



L-09 v2





## CONCEPT IDEAS

### L-10

Inspiration : Bulb - Bright. Human - Happy. Threading - Letter B



L-10 v1



L-10 v2

CONCEPT IDEAS

L-11

Inspiration - Building blocks, signifies foundation for growth



L-11 v1



L-11 v2



L-11 v3

## CONCEPT IDEAS

### L-12

Inspiration - Notebook. Open page, scope for development



L-12 v1





CONCEPT IDEAS

L-13

Inspiration : Pencil. Minimal Logo Design



L-13 v1



L-13 v2



L-13 v3



CONCEPT IDEAS

L-14

Inspiration : Build, person and sun.  
Bright, togetherness and ideas



L-14 v1



L-14 v2



L-14 v3

## CONCEPT IDEAS

**L-15**

Inspiration : Pencil, Math (Compass), World

BORN BRIGHT

L-15 v1

## CONCEPT IDEAS

**L-16**

Inspiration : Pencil, upwards pointing arrow, signifies growth and through education

The logo consists of a stylized orange pencil with a brown eraser and a brown lead tip, forming the letter 'B'. To the right of the pencil is the text 'ORN BRIGHT' in a brown, sans-serif, uppercase font. The entire logo is centered horizontally.

L-16 v1



## CONCEPT IDEAS

**L-17**

Inspiration : Pencil, active and fluid form depicting enthusiasm




L-17 v1

## CONCEPT IDEAS

**L-18**

Inspiration : Pen, Upward pointing, signifying growth and learning

The logo consists of the words "born bright" in a dark grey, rounded, sans-serif typeface. The letter "b" at the beginning of "born" is stylized, with its vertical stem replaced by a pen nib pointing upwards. The pen nib is a simple line drawing with a small dot at the tip, representing the ink reservoir. The overall design is clean and modern, emphasizing the theme of writing and learning.

L-18 v1

## CONCEPT IDEAS

### L-19

Inspiration : Arrow, pencil and letter B.  
Angled to show upward movement. Lines showcase speed  
Arrow made bold at the tip to showcase lead



L-19 v1



L-19 v2

## CONCEPT IDEAS

### L-20

Inspiration : Flight, speed, letter B and Plane



**BORN BRIGHT**

Learn to Unlearn

L-20 v1

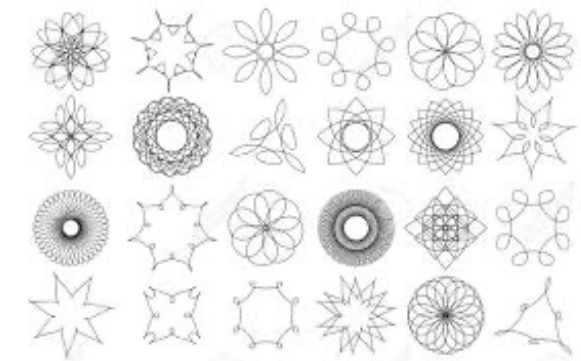
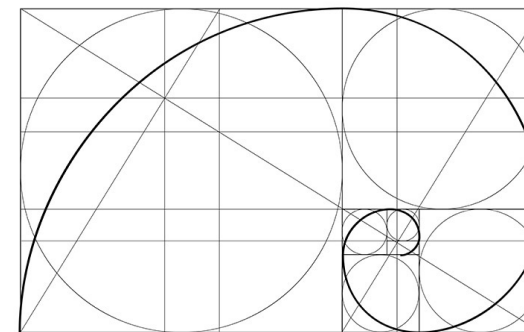


# IDEATION

KEYWORD : MULTIPLE

EMOTION : LEARNING

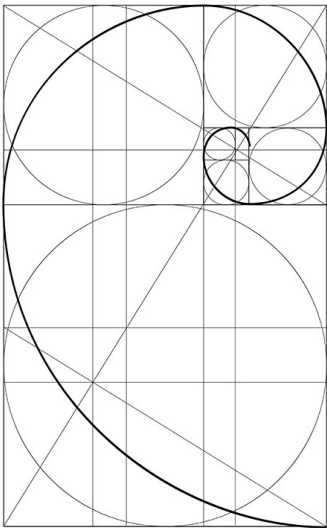
INSPIRATION



CONCEPT IDEAS

H-01

Inspiration : Golden Ratio, Learning



BORN  
BRIGHT

H-01 v1

BORN  
BRIGHT

H-01 v2

## CONCEPT IDEAS

### H-02

Inspiration : Spirograph, togetherness, speed, interconnected

BRNBRIGHT

H-02 v1

## CONCEPT IDEAS

H-03

Inspiration : Bulb, Human, Idea, Bright



BORN BRIGHT

H-03 v1



## CONCEPT IDEAS

### H-04

Inspiration : Dandellion flower, flying, triangle element representing flight

BRN BRIGHT

H-04 v1

## CONCEPT IDEAS

H-05

Inspiration : Launch, rocket, Bright, Growth, speed

BRN BRIGHT

H-05 v1

## CONCEPT IDEAS

H-06

Inspiration : Illusion, O, paper plane, flight, growth

BORN BRIGHT

H-06 v1

## CONCEPT IDEAS

H-07

Inspiration : Growing above the rest, Flying away, moving up, experiment bubbles



BORN BRIGHT

H-07 v1



## CONCEPT IDEAS

H-08

Inspiration : Pencil, breaking the bubble, signifies growing up.




BORN BRIGHT

H-08 v1

## CONCEPT IDEAS

H-09

Inspiration : Open notebook, opening brightness, signifies shining bright

B  RN BRIGHT

H-09 v1

## CONCEPT IDEAS

### H-10

Inspiration : I to show person, open arms showing welcoming growth, Person showing happy

BORN BRIGHT

H-10 v1

## CONCEPT IDEAS

### H-11

Inspiration : I showcasing infinite, o in red to show the image of a person, to show infinite potential



BORN  
BRIGHT

H-11 v1



## CONCEPT IDEAS

H-12

Inspiration : I in person form, open arms welcoming growth, Arrow to show potential

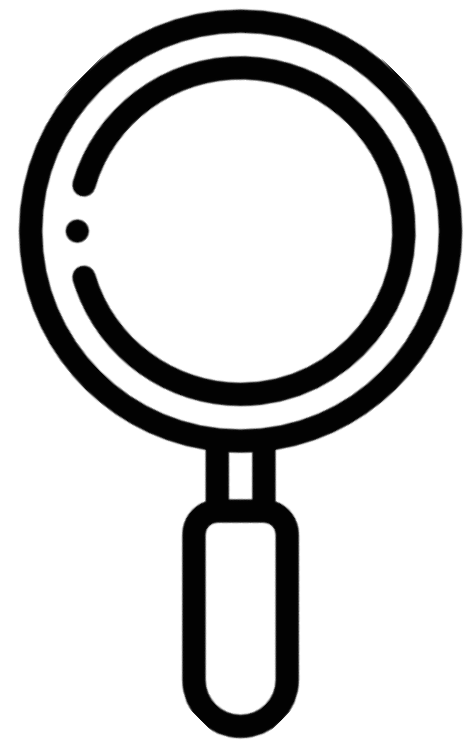
BORN BRGHT

H-12 v1

## CONCEPT IDEAS

### H-13

Inspiration : O and I merged, I transformed into pencil. Showing breaking out of the barrier. Narrow to wide I form to show speed



BORN  
BRIGHT

H-13 v1

## CONCEPT IDEAS

### H-14

Inspiration : R in human form and open form to show person, R in infinite form signifying immense potential, R and I merged and I with a dot on top. R also rising above the rest to show moving up



H-14 v1

## CONCEPT IDEAS

### H-15

Inspiration : O transformed into molecule, and gradient to show transformation.

born  
bright

H-15 v1

born bright

H-15 v2

## CONCEPT IDEAS

### H-16

Inspiration : B and B in butterfly form, to showcase transformation. B designed such as notebook and shades to depict depth and pages of notebook. Two versions, inverted and straight B to show unconventional.



H-16 v1



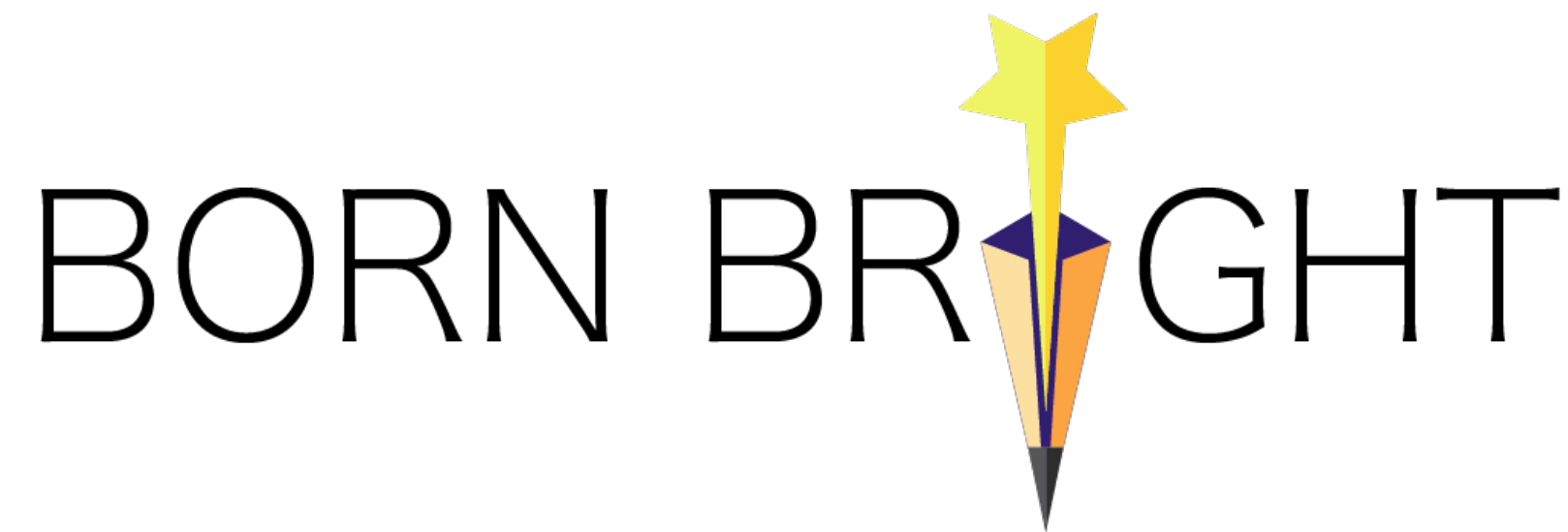
H-16 v2



## CONCEPT IDEAS

### H-17

Inspiration : Star and pencil. Pencil in box form and star rising above , to show out of the box.



H-17 v1




H-17 v2

## CONCEPT IDEAS

### H-18

Inspiration : O in trailing lines with the star, to show speed and fast learning. Showcasing excellence.

B  R N B R I G H T

H-18 v1

## CONCEPT IDEAS

### H-19

Inspiration : Pen and graduation hat. To showcase excellence through learning

BORN BRIGHT

H-19 v1

## CONCEPT IDEAS

### H-20

Inspiration : Angled graduation hat, to showcase upward growth and excellence.



H-20 v1



H-20 v2



THEME WISE LOGO  
DESIGN



CONCEPT IDEAS - PENCIL



L-02 v1



L-03 v1



L-08 v2



H-08 v1



L-13 v3



L-15 v1



L-15 v1



H-13 v1



L-17 v1



L-18 v1



L-19 v2



H-17 v2



H-19 v1

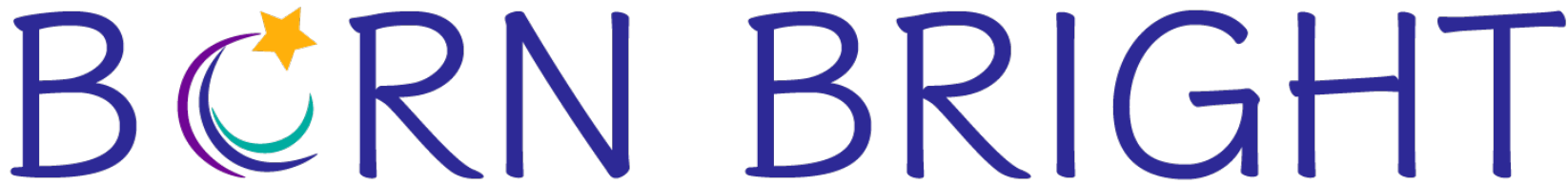
CONCEPT IDEAS - STAR



L-09 v2



H-17 v2



H-18 v1

CONCEPT IDEAS - PERSON



L-07 v2



L-14 v1



H-11 v1



H-14 v1



H-10 v1



H-12 v1

CONCEPT IDEAS - BOOKS



L-01 v1



L-12 v1



H-16 v1



H-09 v1

CONCEPT IDEAS - BULB



L-10 v2



H-03 v1



CONCEPT IDEAS – ACADEMIC HAT



C-04



H-19 v1



H-20 v1



H-20 v2

CONCEPT IDEAS – PAPER PLANE



Born Bright  
A new way to learn

L-05 v1



BORN BRIGHT  
Learn to Unlearn

L-20 v1



H-05 v1



H-06 v1

CONCEPT IDEAS – MISCELLANEOUS



L-04 v1



L-06 v1



L-11 v1



H-01 v2



H-02 v1



H-04 v1



H-07 v1



H-15 v1



H-15 v2

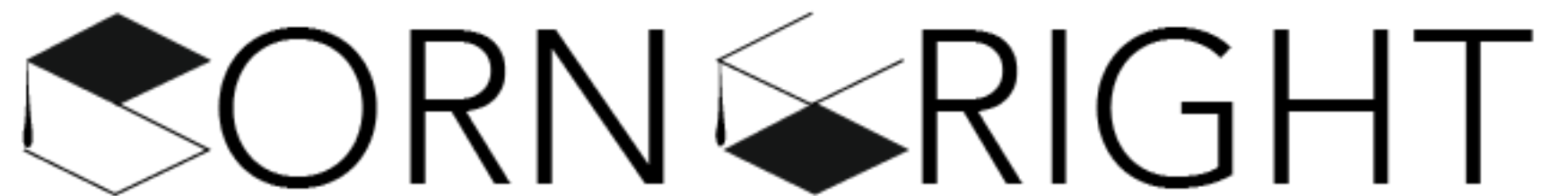
C-04



BORN BRIGHT



C-04 V2



C-04 V3

H-01



H-01 v2



H-01 v3



H-01 v3



H-07


BORN BRIGHT

H-07 v1

BORN BRIGHT

H-07 v2

H-08

BORN BRIGHT

H-08 v1

BORN BRIGHT

H-08 v2

H-11

BORN  
BRIGHT

H-11 v1

BORN  
BRIGHT

H-11 v2

BORN  
BRIGHT

H-11 v3



H-01 v3



H-07 V2



H-08 v4



H-11 v3



C-04 V2



**Born Bright**

Your new learning destination

L-17 v1



**BORN  
BRIGHT**

L-10 V3

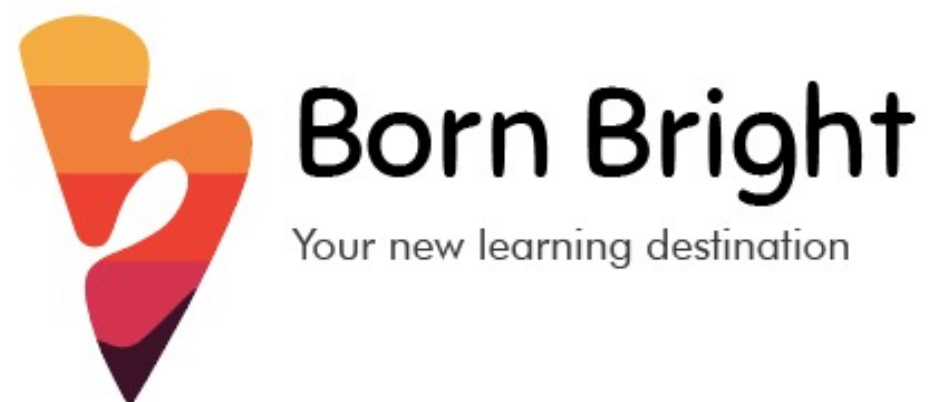




H-01 v3



H-11 v3



C-04 V2

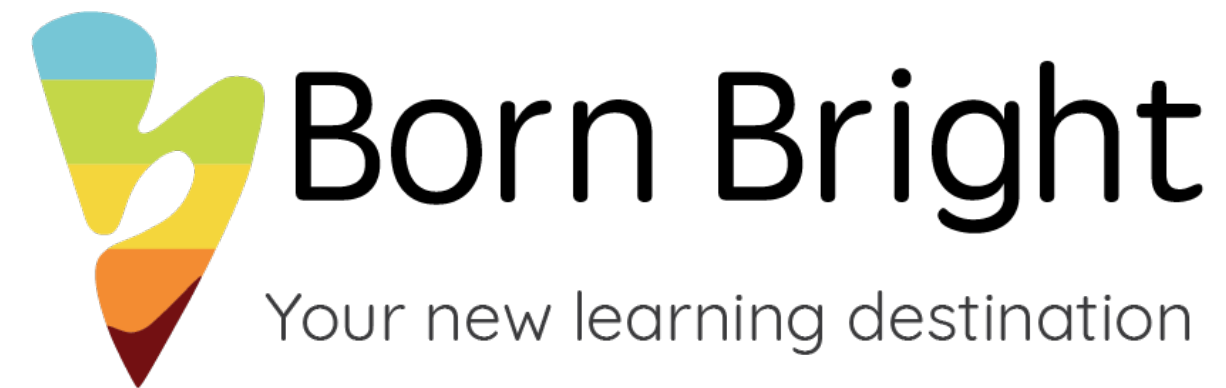
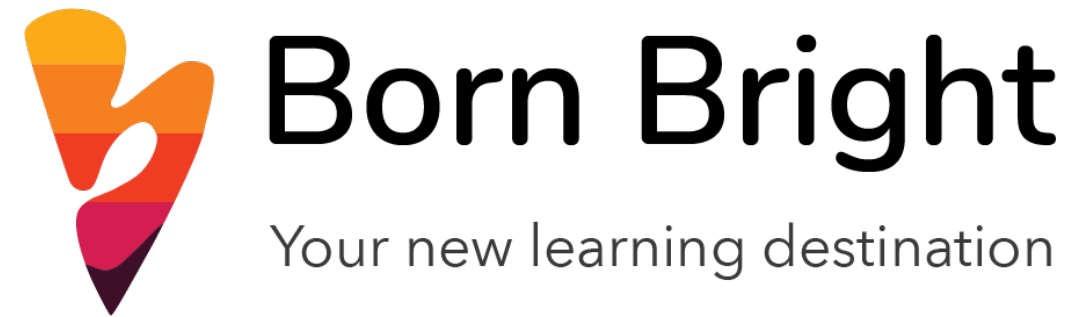




# Born Bright

Your new learning destination

- Change of concept from pencil to another element
- Change of sizing for the name
- Typography exploration





COLOR THEORY

COLOR PALETTE



CP - 01



CP - 02



CP - 03



COLOR PALETTE



CP - 04



CP - 05



CP - 06



COLOR PALETTE



CP - 07



CP - 08



CP - 09



COLOR PALETTE



CP - 10



CP - 11



CP - 12

TYPOGRAPHY



TYPOGRAPHY

Futura

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

The quick brown fox jumps over the lazy dog

Corbel

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

The quick brown fox jumps over the lazy dog



TYPOGRAPHY

Levenim MT

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

The quick brown fox jumps over the lazy dog

Selawik

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

The quick brown fox jumps over the lazy dog

TYPOGRAPHY

Cambria

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

The quick brown fox jumps over the lazy dog

Leelawadee UI

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

The quick brown fox jumps over the lazy dog



Thank you!