

Vedantu



1.1 Methodology

The method used for collecting data is qualitative.

I started with secondary research by understanding the need for the podcast and how I could effectively use the platform to help the brand. Then competition research to understand the competitors' strengths and weaknesses compared to your own and find a gap in the market.

Study current trends to get an idea of what's happening in the market.

The brand analysis and study thoroughly to understand the target consumer, tone of voice, brand identity, and brand Prizm, Which will help convert this info into a visual language for the brand.

1.2 Background Study & Research

WHAT IS AN BRAND ILLUSTRATION

Brand illustration is the use of illustration to add depth, character and feeling to a company's brand. Used with care, it can be incredibly powerful.

IMPORTANCE OF BRAND ILLUSTRATION

Brand illustration is the use of illustration to add depth, character, and feeling to a company's brand. Its use is emerging as a vital part of the user experience — as illustration can help express the brand directly into a product.

Over the past few years, illustration is increasingly being used to express brand value — especially on websites for disruptor brands, young startups, or innovative tech companies.

BAAn image can communicate what copy and typography often can't — and can set out a mood, tone-to-voice, target audience, and attitude in a succinct visual. The power illustration has to capture this is being increasingly recognized — and harnessed — by big brands.

BRAND ILLUSTRATION SYSTEM

A brand illustration system is a collection of images with a cohesive mood and style that clarifies a brand's promise, often with a nod to human experience (humor, hope, irony, etc.). It's important to note that, unless there is a specific strategy stating otherwise, illustration should be a complementary part of the overall framework of a brand.

If a brand's message and visual identity is structured and serious, an illustration system that is loose and playful may cause confusion, especially if there is no clear intent behind the style choice.

WHY IS A BRAND ILLUSTRATION SYSTEM USEFUL?

Illustration has the ability to reimagine reality in a way that is familiar yet delightfully uncommon, which makes it particularly useful when an idea is difficult to explain. It's a powerful way to cut through distractions and relate complex emotions quickly. But why design a system of brand illustrations? Why not create individual images as needed, each with its own distinct style?

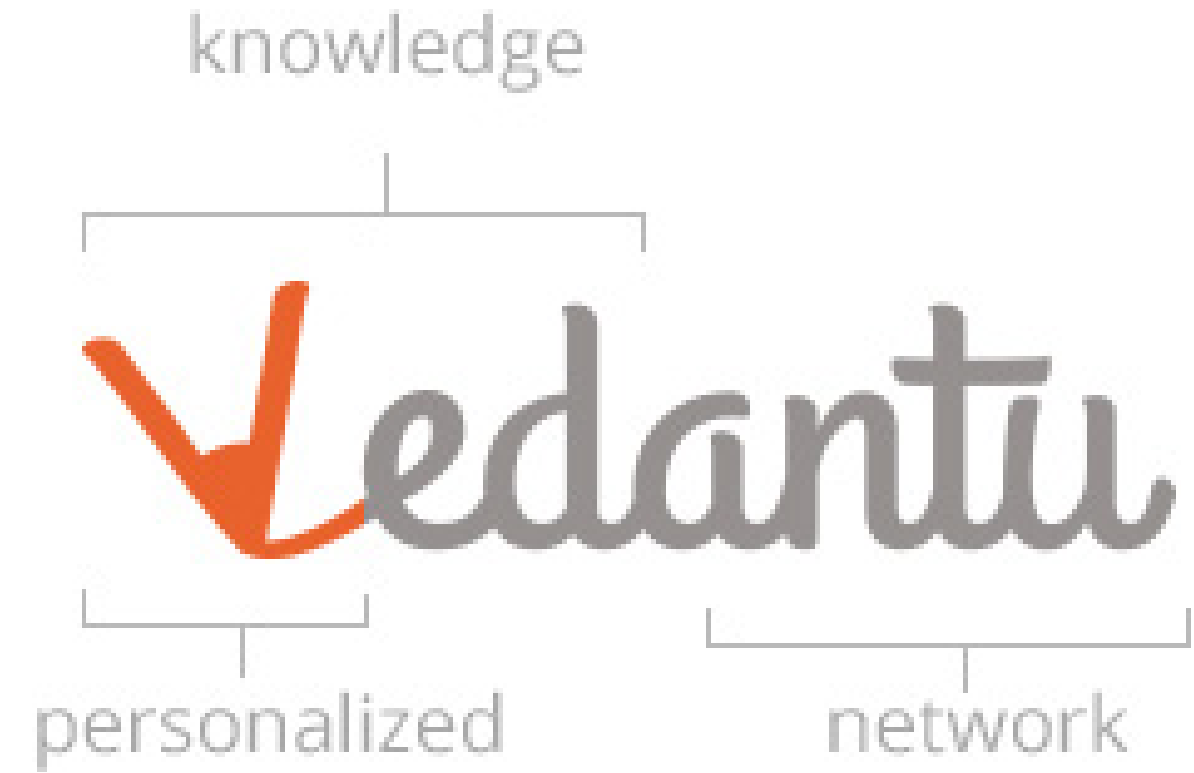
The first answer is language. An illustration system is a way to enrich a brand's visual language and say more nuanced things that a logo, color scheme, typeface, or even words cannot convey alone.

The second answer is consistency. Consistent branding (i.e., promise making) creates expectations for a business to meet, and people reward met expectations with loyalty.

A brand illustration system gives a business the ability to unfold its brand story with consistency on multiple platforms (web, print, social, etc).

BRAND RESEARCH

Even our name 'Vedantu' bears testimony to our purpose.
Veda = 'Knowledge' and **Tantu** = 'Network'.
A knowledge network where any student can tap into a teacher directly and learning can happen in a personalized way, anytime-anywhere.



#E8632F



#979392



Value proposition

- Short animated videos
 - Daily live classes
 - Unlimited doubt solving
-

Communication

- Through social media (Twitter, Facebook, Instagram)
 - Website
 - News
 - conferences
-

Tone of voice

- Informative
- Formal
- Respectful
- Matter of Fact

Tagline

“Live Online Tutoring”.

Colors

#E8632F



#000000



Typography

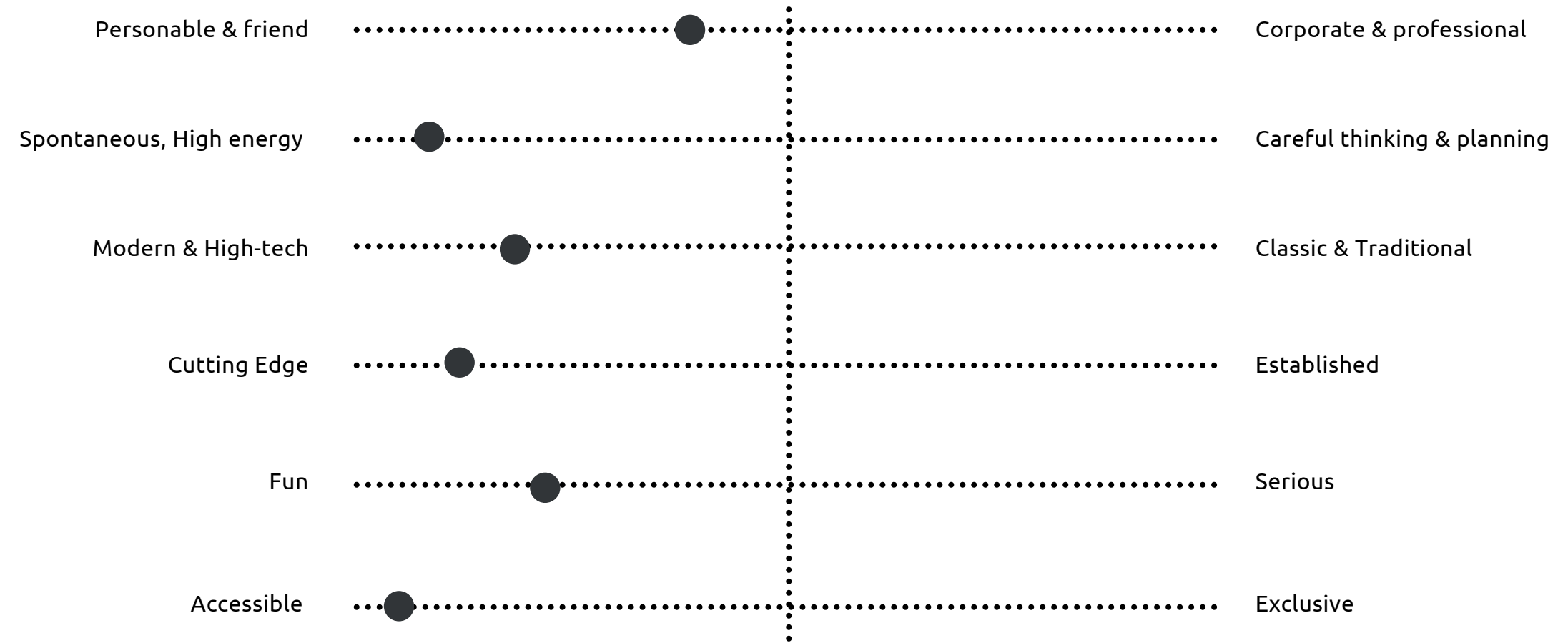
- Poppins
- Style - Regular

- Trade gothic
- Style - Regular

TARGET MARKET

	<u>Parents</u>	<u>Students</u>
<u>Demographic</u>	<ul style="list-style-type: none">• Family status - Upper middle class	<ul style="list-style-type: none">• Age group : 11-19 years
<u>Geographic</u>	<ul style="list-style-type: none">• Global	<ul style="list-style-type: none">• Global
<u>psychographic</u>		<ul style="list-style-type: none">• Full attention of teacher• Tuition as per pace of understanding• Tech, savvy
<u>Behavioral</u>	<ul style="list-style-type: none">• Safety of child• Saves travelling• Saves time	<ul style="list-style-type: none">• Full attention of teacher• Tuition as per pace of understanding• Tech, savvy

BRAND PERSONLITY



BRAND HEART

Purpose

We are a technology company obsessed with challenging conventional systems in education by leveraging the power of new-age technologies.

Mission

To ensure a great learning experience for each of its students. Vedantu focuses on providing quality education with the help of technology.

Values

- Student is central
- Fail fast, learn faster
- Commitment to quality education

Vision

Vedantu's vision is to transform the teaching and learning experience through the synergy of superior technology with worthy content and proficient teachers.

TAGLINE

Live Online Tutoring”.

Samajh Aayega Maza Ayega,
Maza Ayega Samajh Ayega”

Vedantu
LIVE ONLINE TUTORING



**Samajh Ayega
toh Maza Ayega**

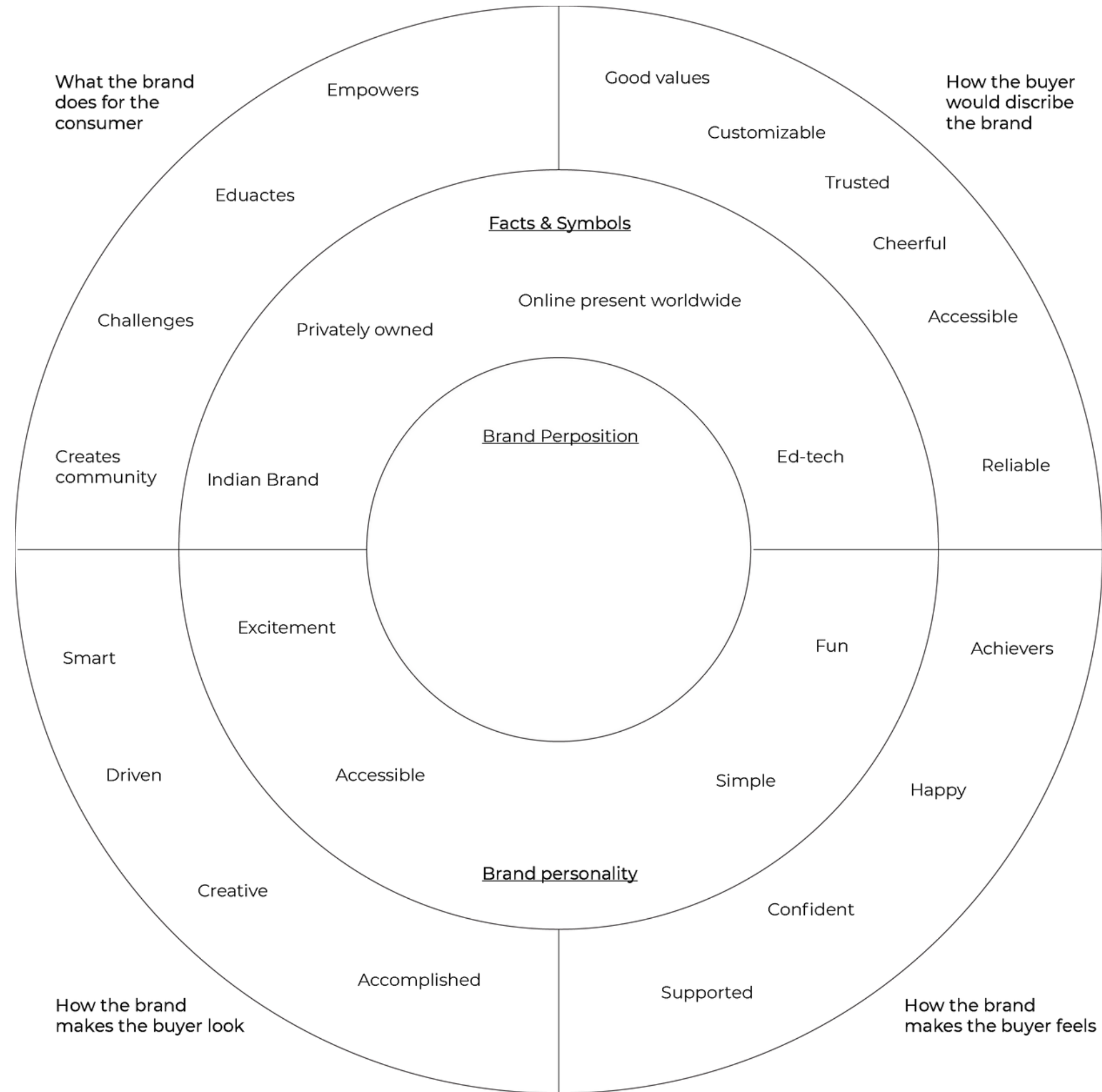
LIVE interactive classes with
Master teachers.

CLASS 1-12 | JEE | NEET

TONE OF VOICE

Attributes		Do	Don't
Cheerful		We talk and give solutions in a brightly pleasant way.	Give answers in a bothersome tone.
Friendly		Give assurance, listen, and give genuine guidance and advice. Share the expertise and go the extra mile.	Sound over friendly.
Enthusiastic		You sound excited and optimistic.	Be lukewarm, wishy washy. use passive voice.

BRAND IDENTITY



BRAND PRIZM

Physique

- Vedantu Orange
- Logo

Personality

- Excitement

Relationship

Friend

Culture

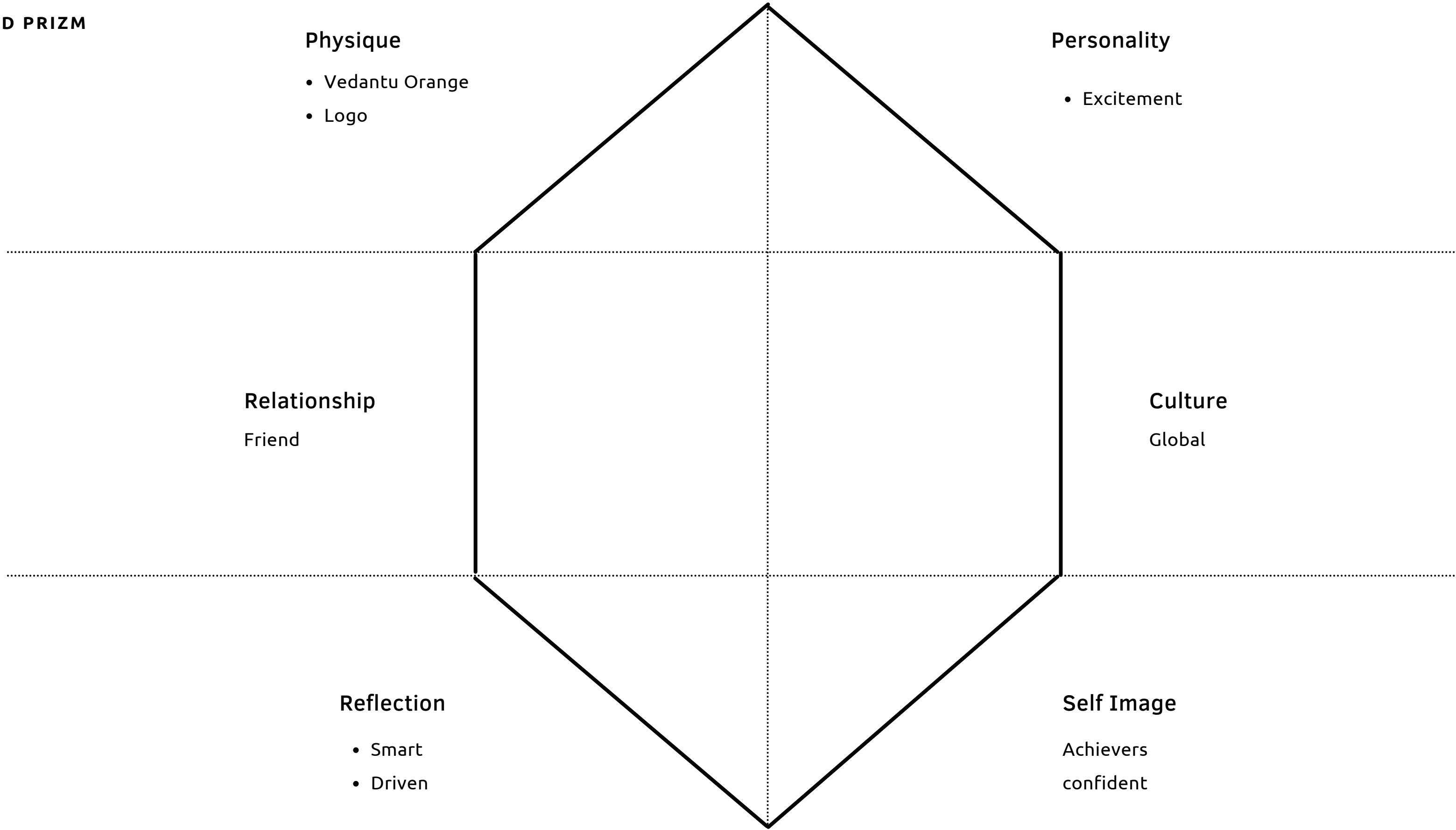
Global

Reflection

- Smart
- Driven

Self Image


Achievers
confident



COMMUNICATION

#Nurture

What did you LEARN today?



#TheLogicalThinker

A boy and a doctor were fishing. The boy is the doctor's son, but the doctor isn't the boy's father. Who is the doctor?

Tell us in the comment section below




Where all is π used in real life?

#Subjective Guide

LAW OF INERTIA

An object at rest stays that way,




#LIVE Quizzes

Learning made easy with pop quizzes during LIVE classes

The best way to study has:


- Interactive learning
- LIVE interactions
- Full research
- All of the above



#The Comeback Kid

Q1- How can you drop a raw egg onto a concrete floor without cracking it?

ANS. CONCRETE FLOOR WILL NOT CRACK, IF YOU DROP AN EGG ON IT.



CONGRATS



SHRAVAN DEB

for Edible Water Bottle

Drink the water, eat the bottle and save on waste. A perfect blend of chemistry and an innovative mind!

Let's celebrate some of The most **CREATIVE MINDS** with our experts


5th March 2022 at 12 PM

#VedantuScienceWeek




APJ ABDUL KALAM

11th President of India
The Missile Man of India



RISHIK YADAV

Cleared NTSE Stage-2, 2021 (Uttar Pradesh)



My Visit To A Farm



#EssayChallenge

We are celebrating National Science day!



Get your **CREATIVE BRAINS** at work


SURYANSH SHARMA

Cleared NTSE Stage-2, 2021 (Rajasthan)



AYUSHI SINGH

Cleared NTSE Stage-2, 2021 (Uttar Pradesh)



#MULTI TEACHER




LIVE CLASSES
WHERE NO DOUBT GOES **UNSOLVED**

ALL THE LIGHT WE CANNOT SEE

by Anthony Doerr

#DEEPPIVE



You all might know how an **AIR CONDITIONER** functions, but do you know how it got into existence?

It's the **#CLASSRECAP!**

THE PARENTS & KIDS CHALLENGE

Answer all the questions quickly!



Process

List of subjects for iconography -

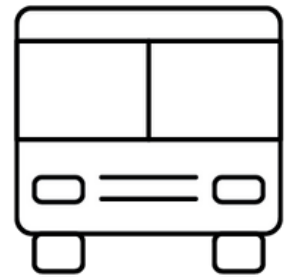
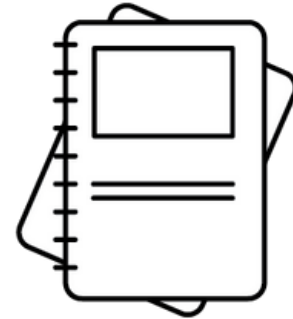
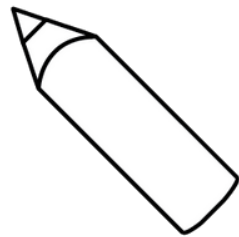
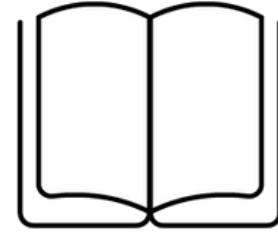
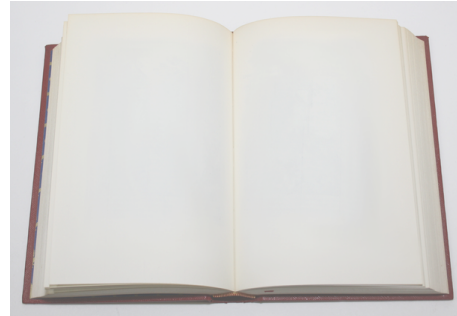
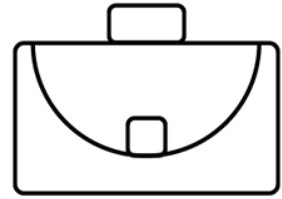
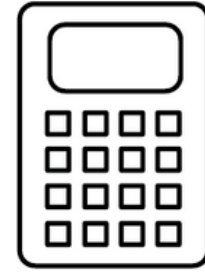
- Basic education iconography
- Information Technology
- Physics
- chemistry
- biology
- Math
- Astronomy
- History

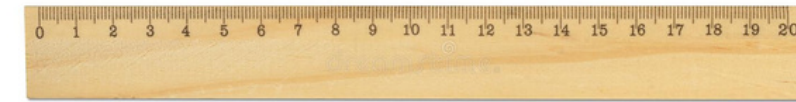
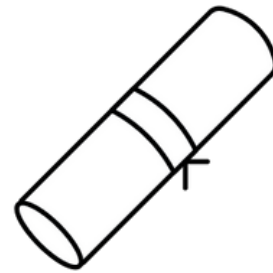
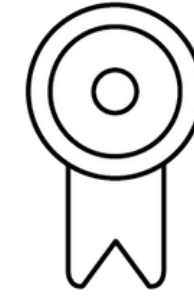
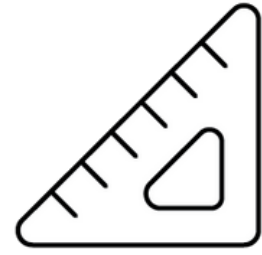
The idea is to take inspiration from the subjects taught at Vedantu for the illustration system. Icons that are easy to understand and fun will also directly show what Vedantu is all about. The target of "Vedantu" is middle and high school students and their parents, a simple illustration style that directly communicates the brand value and purpose to both the target audience and, at the same time, will be a good fit.

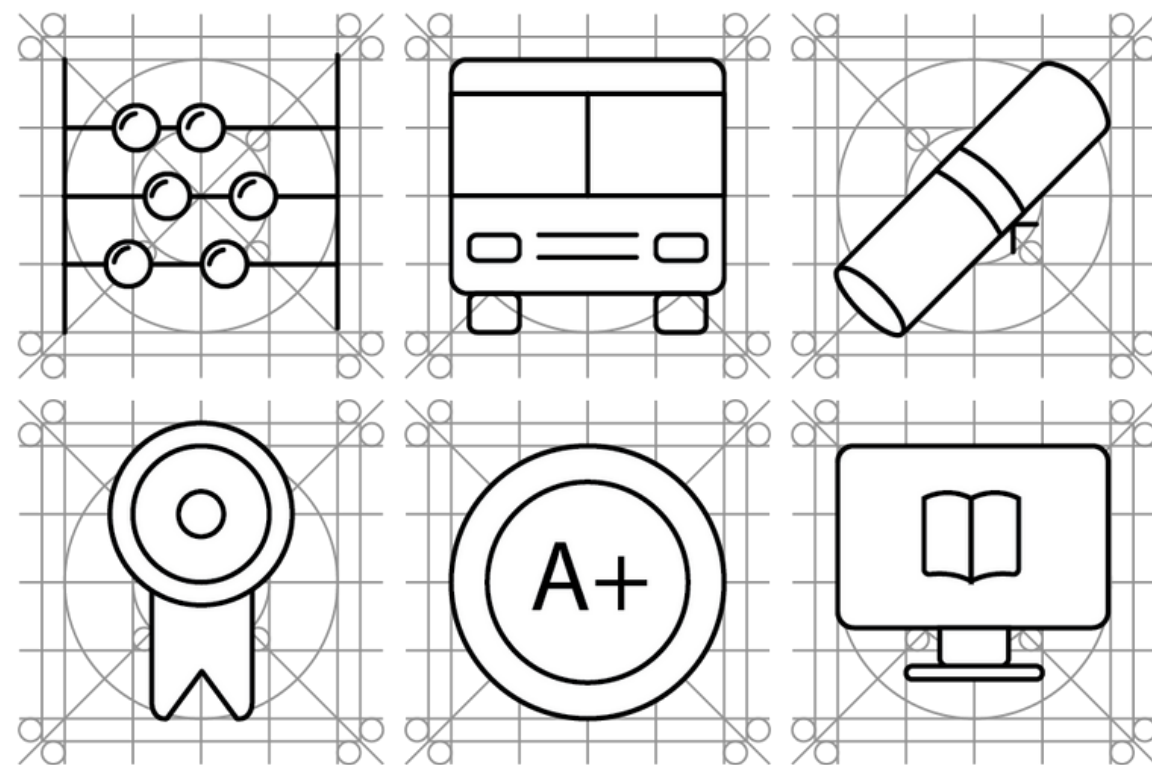
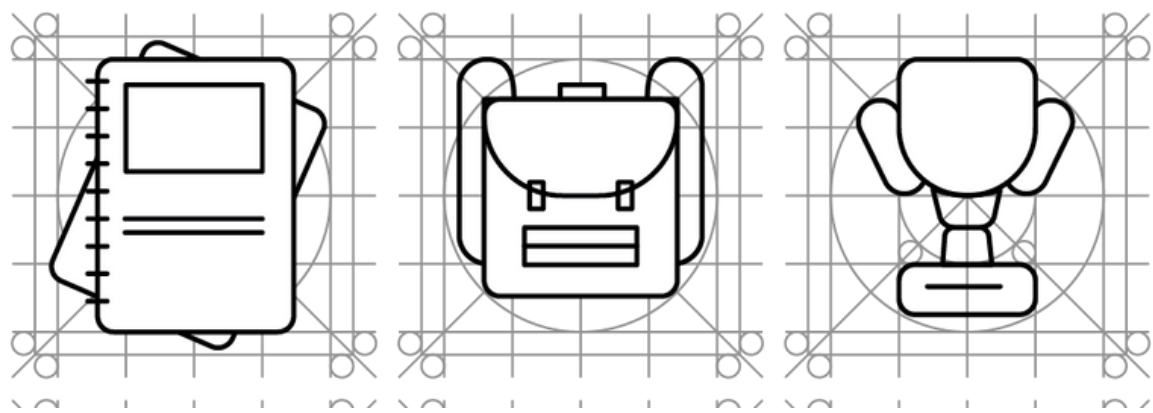
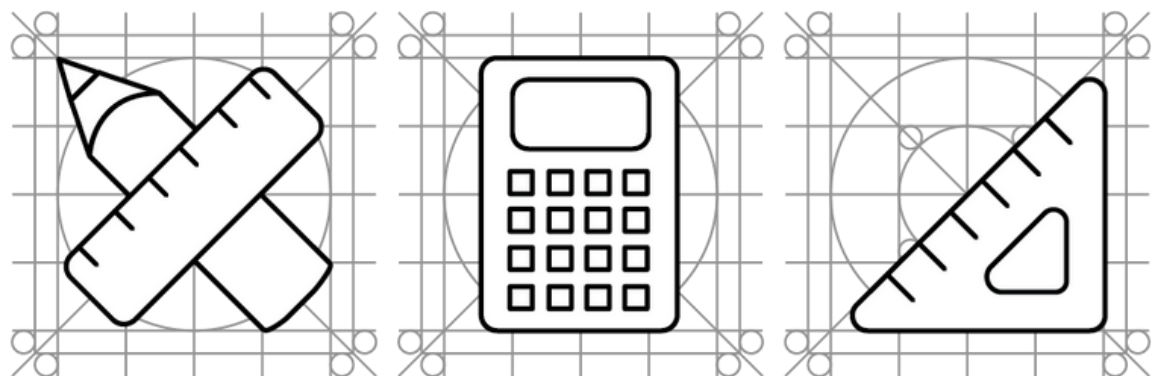
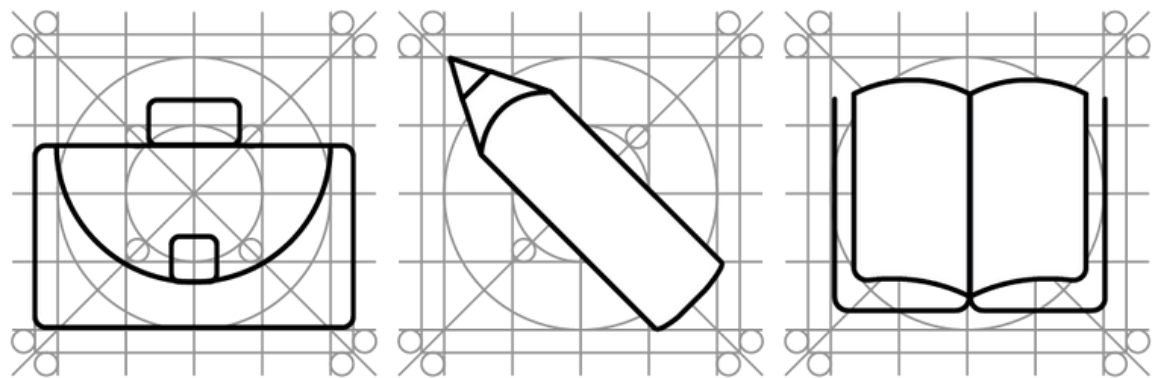
The iconography process started with collecting inspiration and creating mood boards for all the subjects.

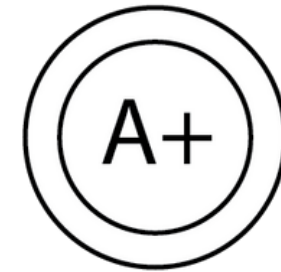
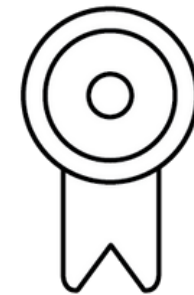
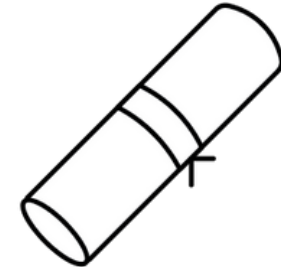
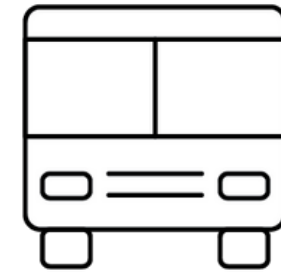
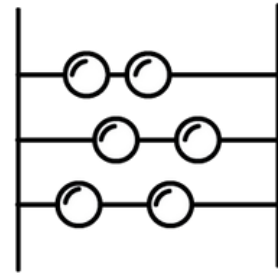
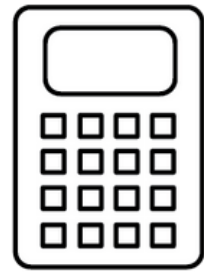
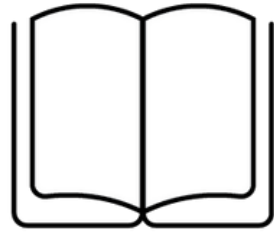
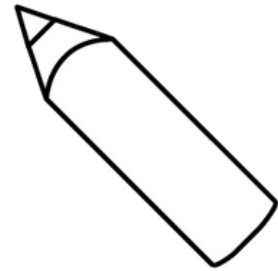
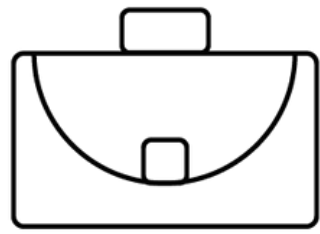
EDUCATIONAL



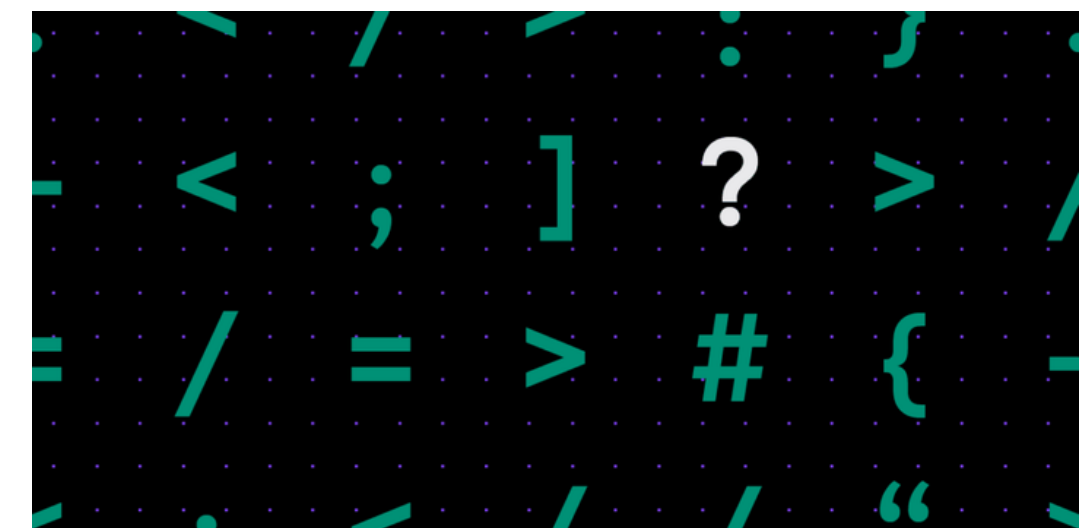
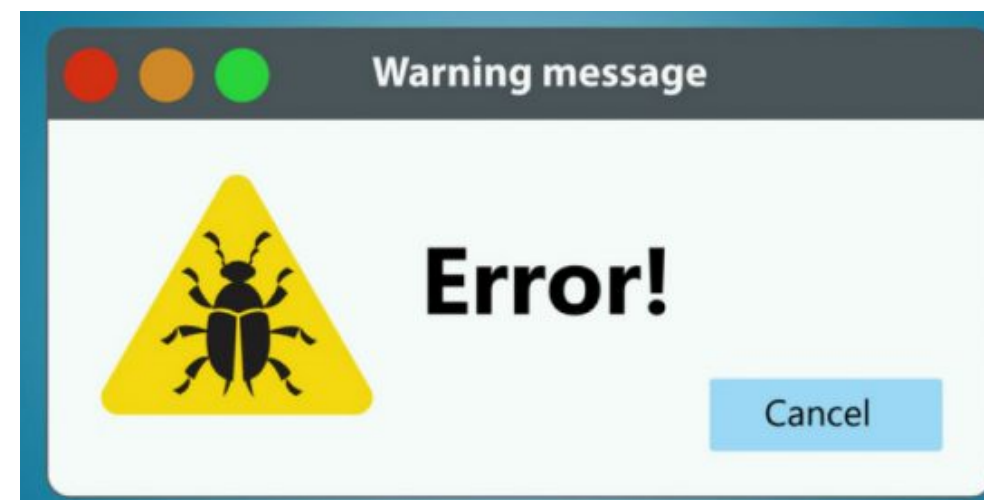
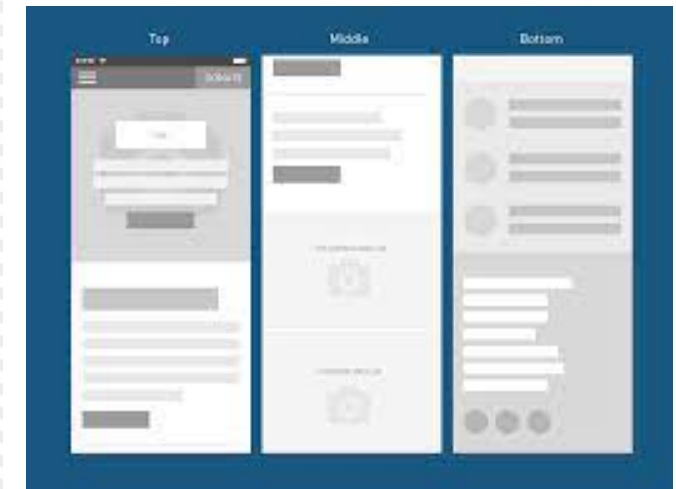
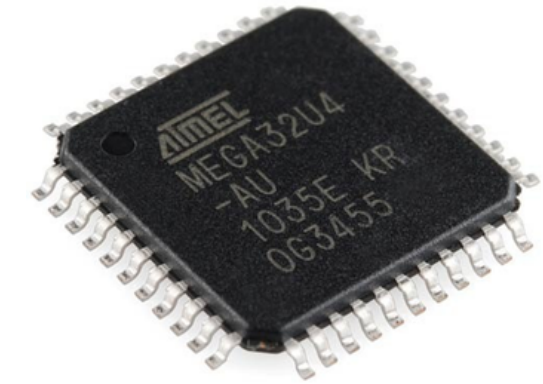
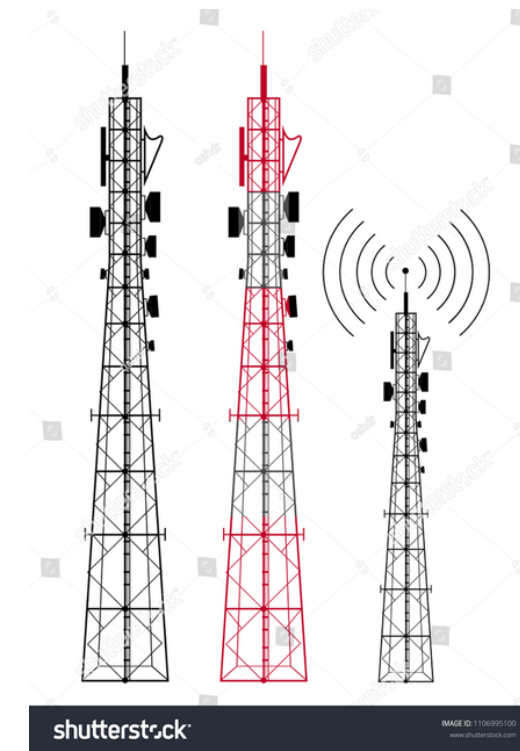


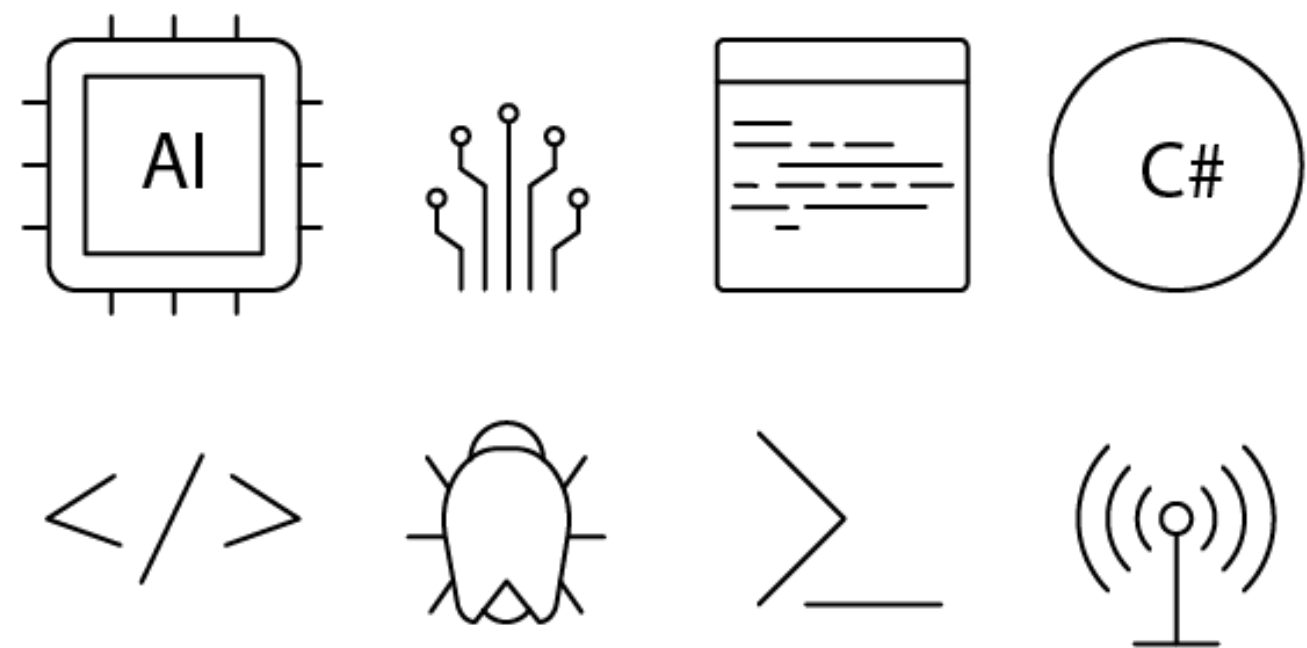
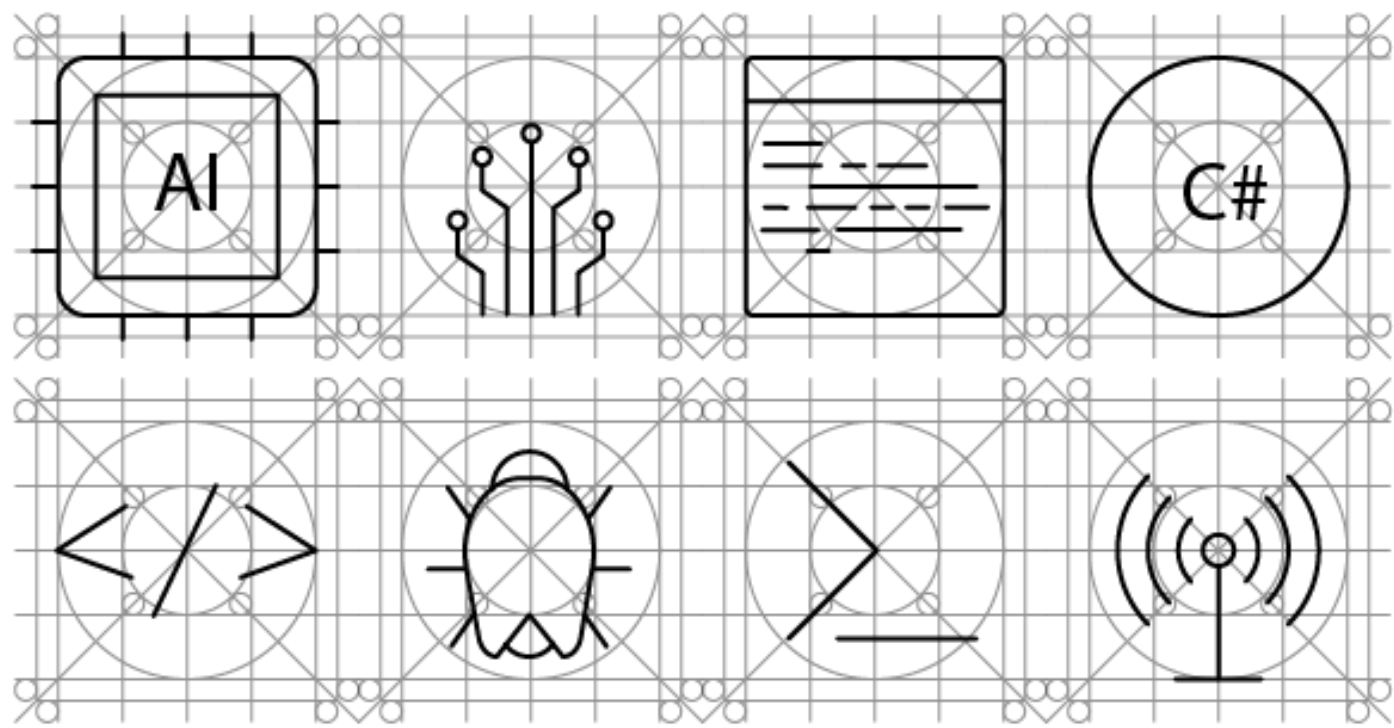


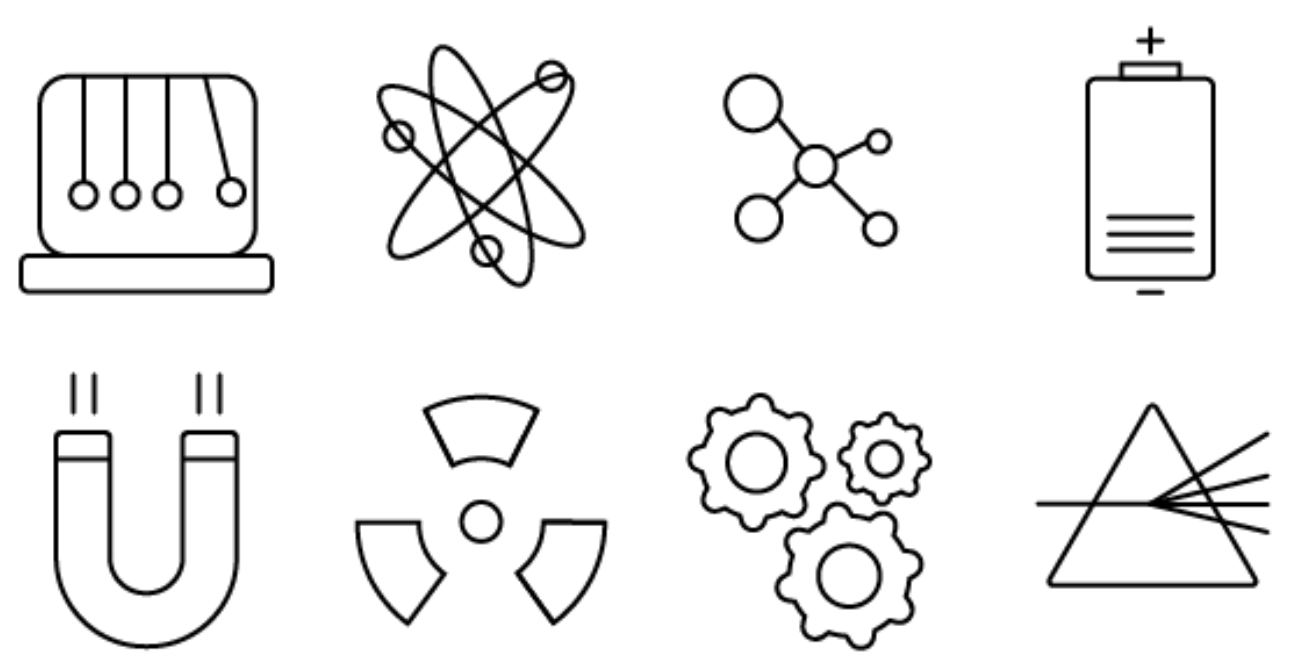
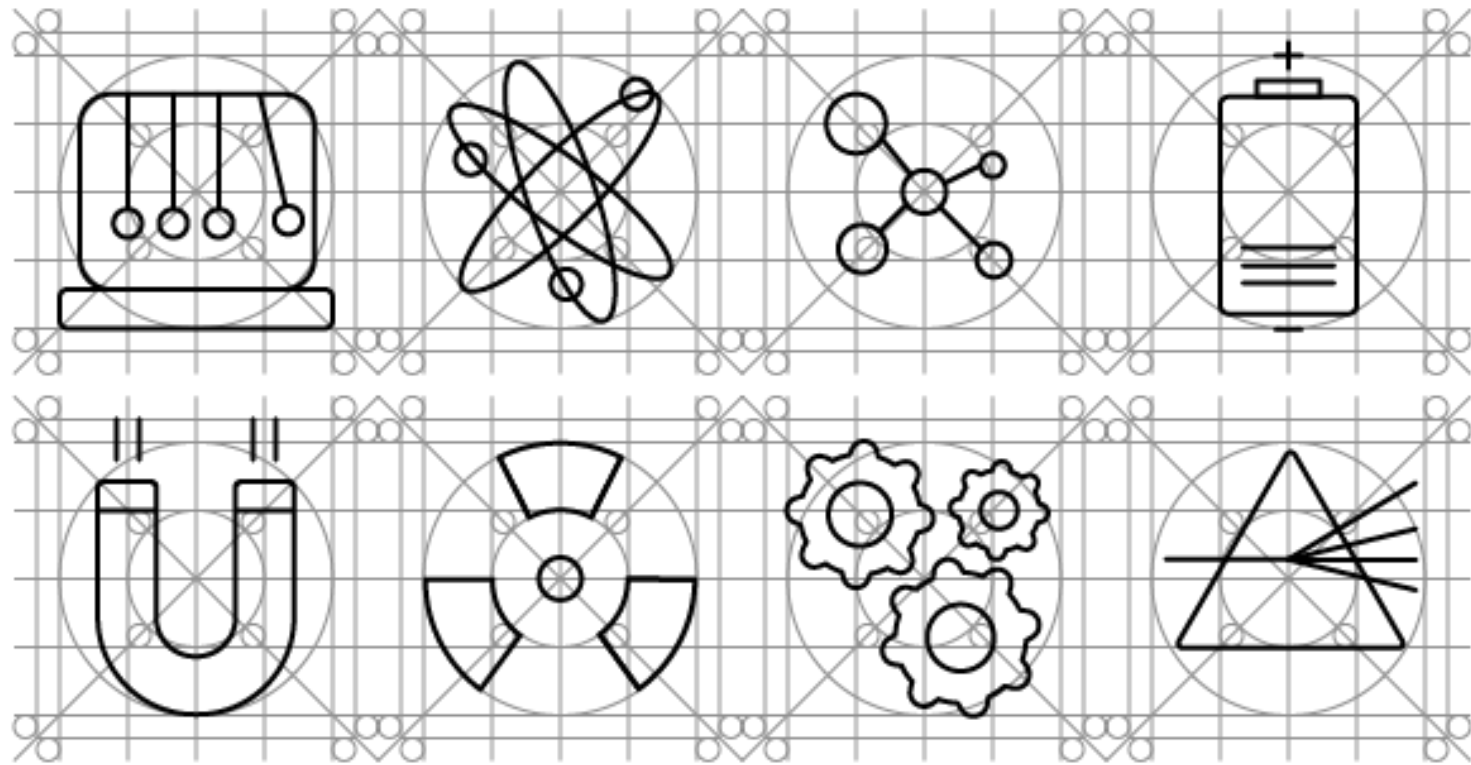




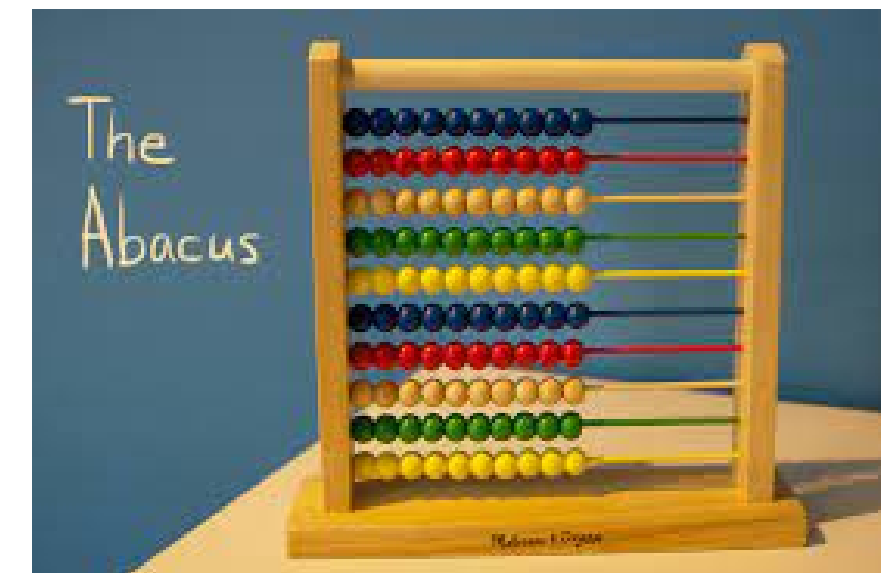
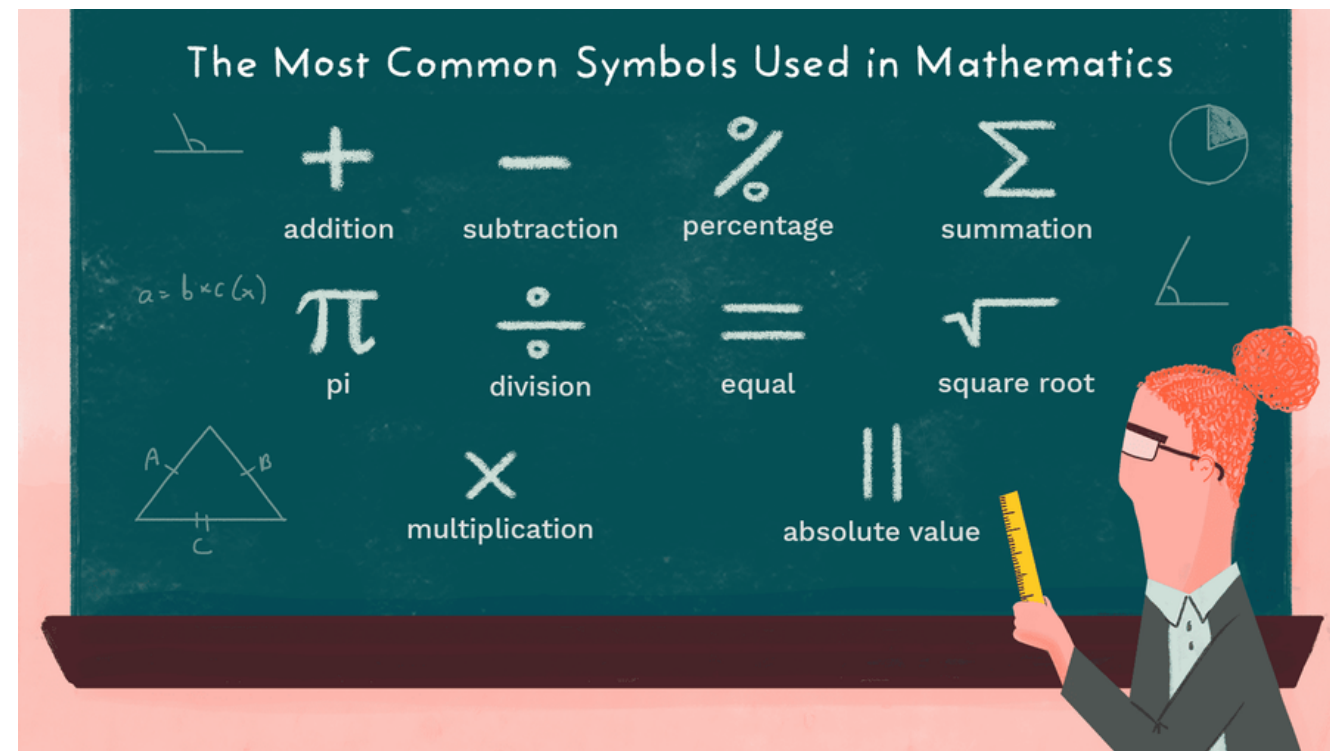
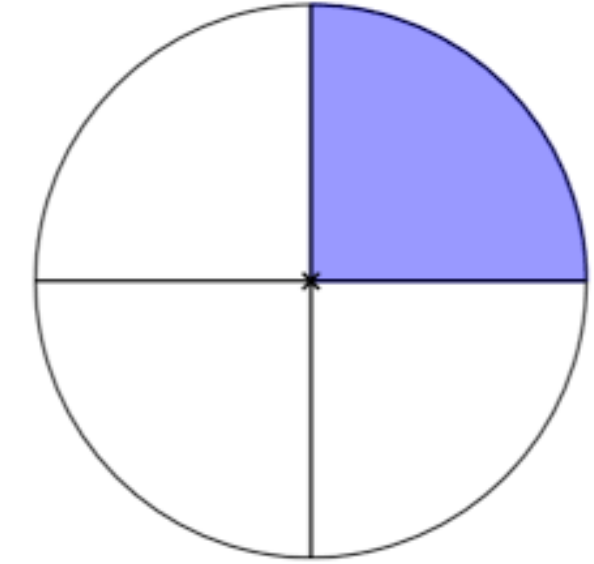
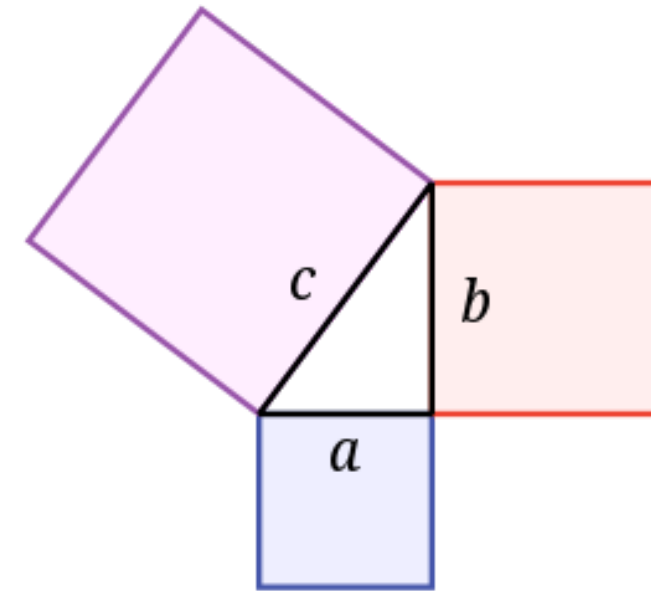
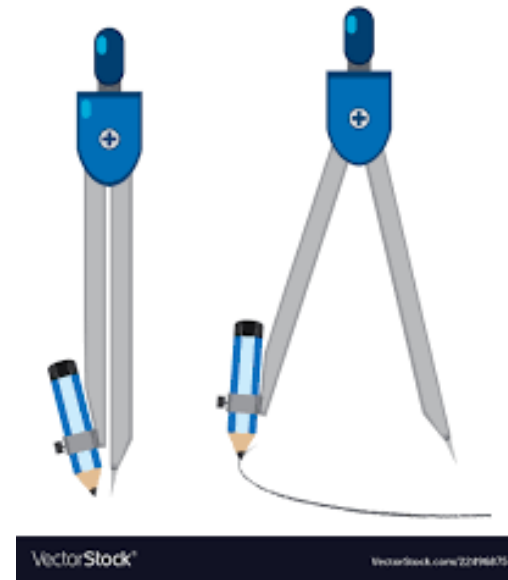
INFORMATION TECHNOLOGY

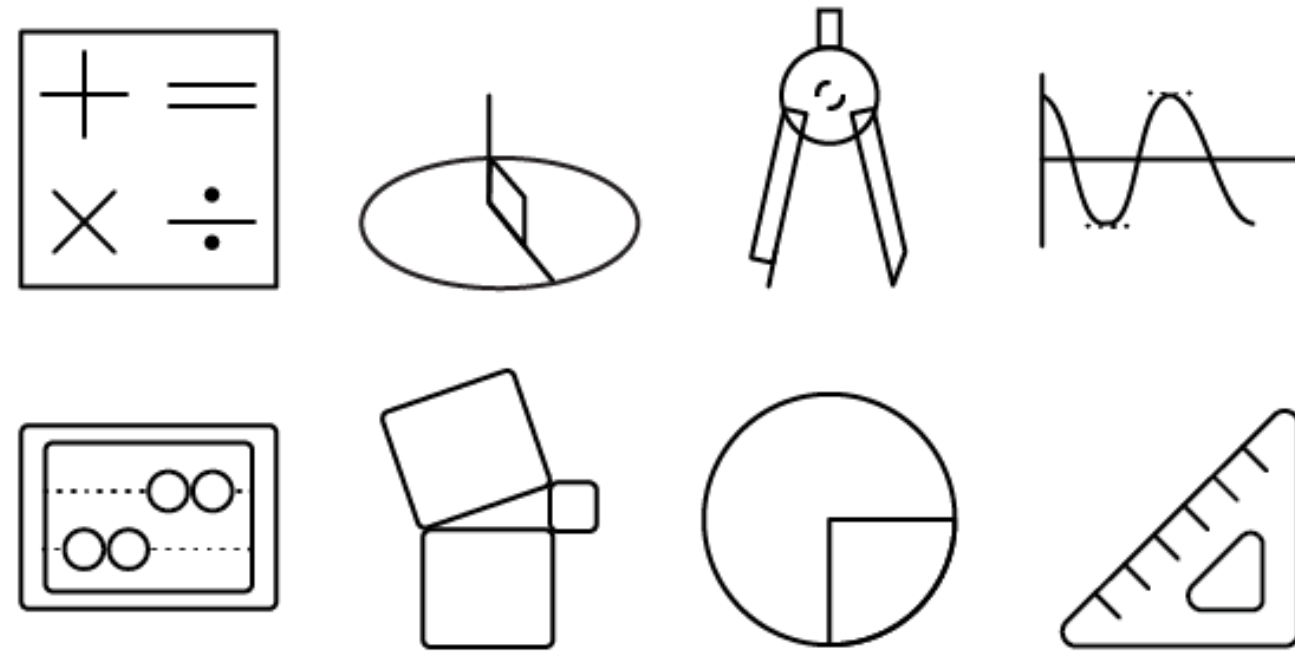
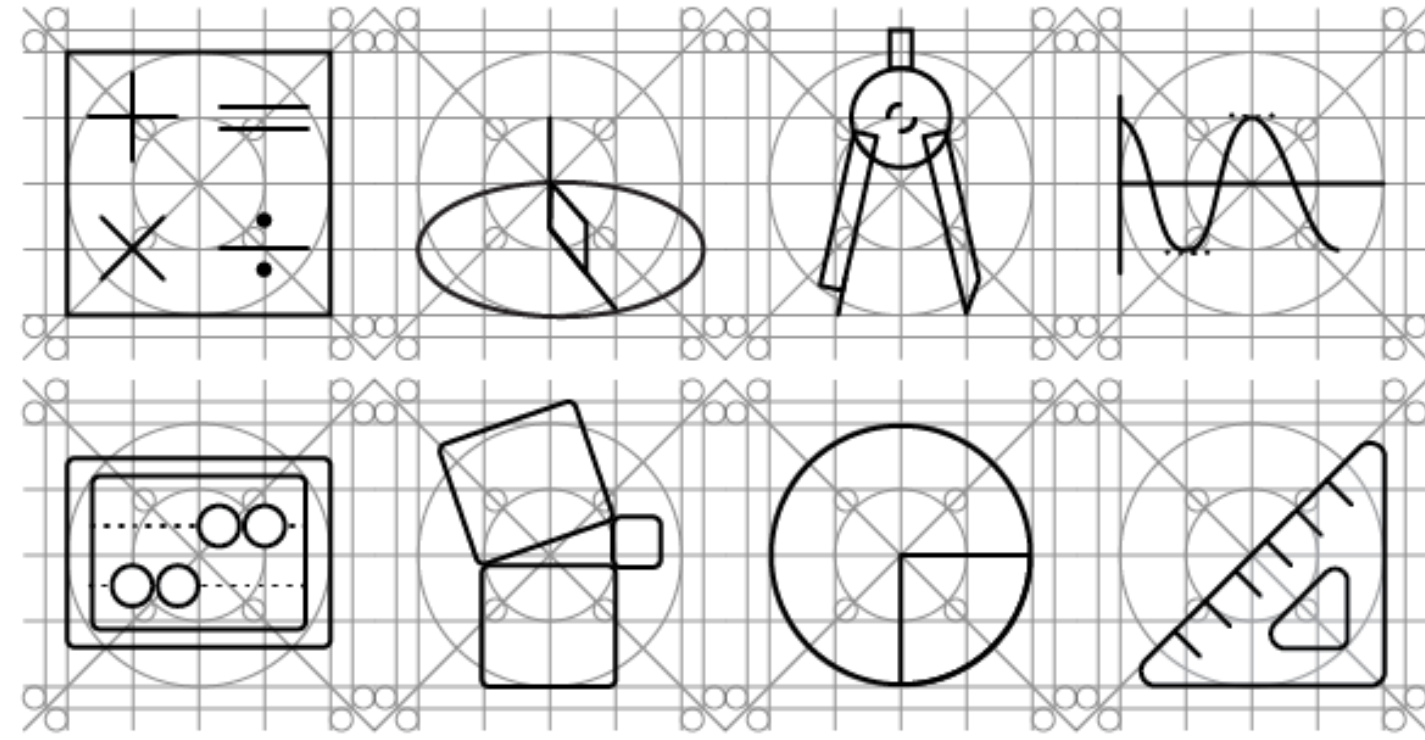




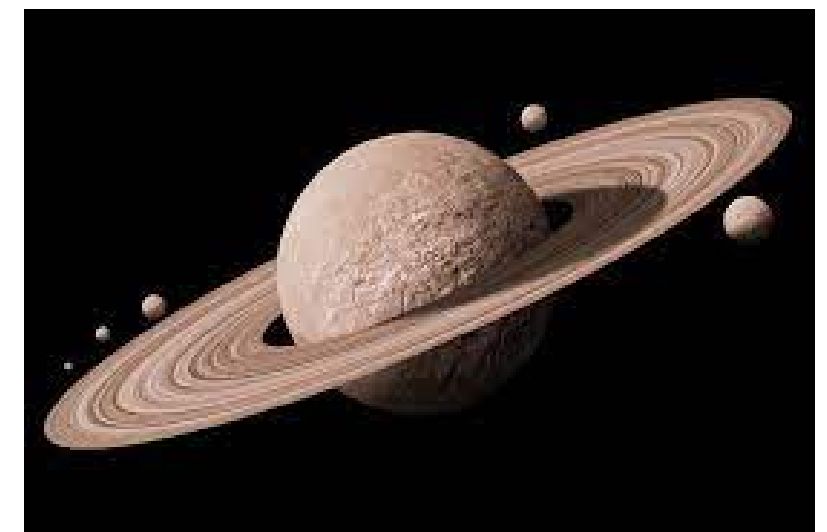
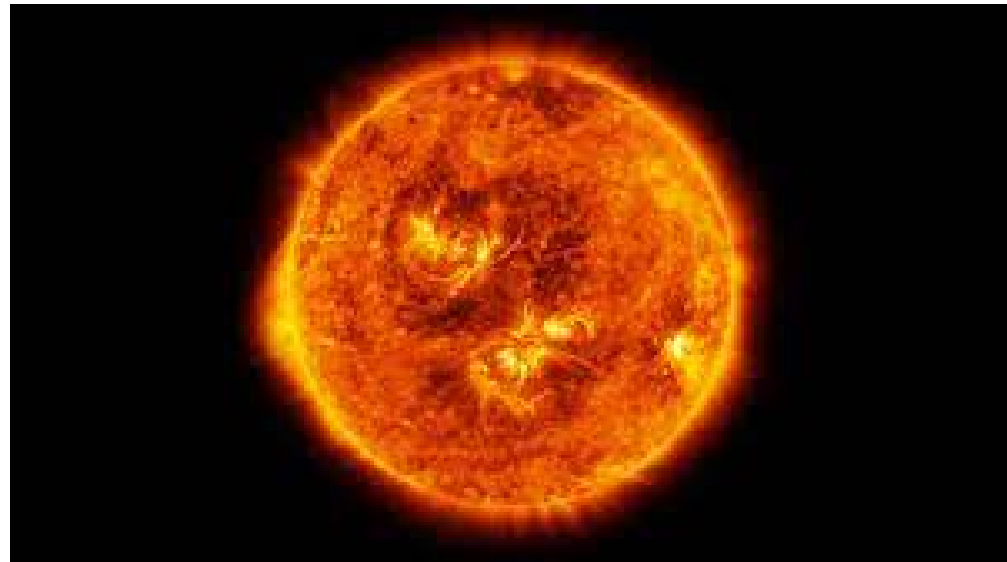


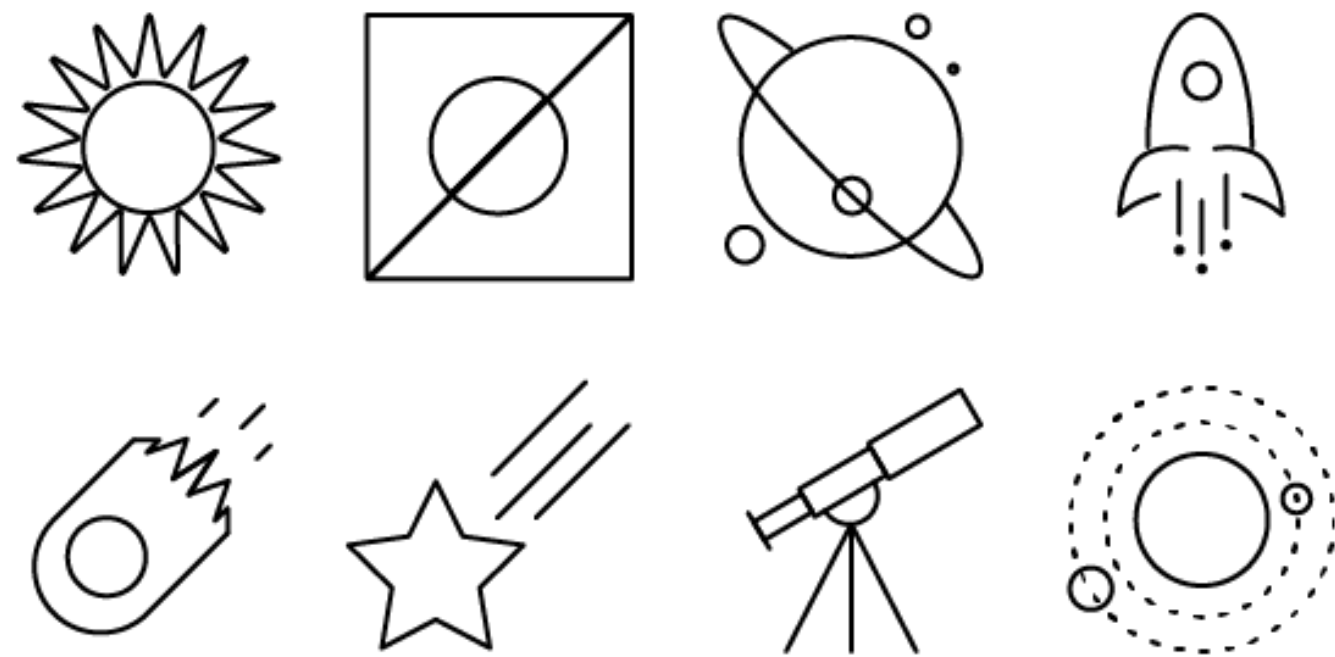
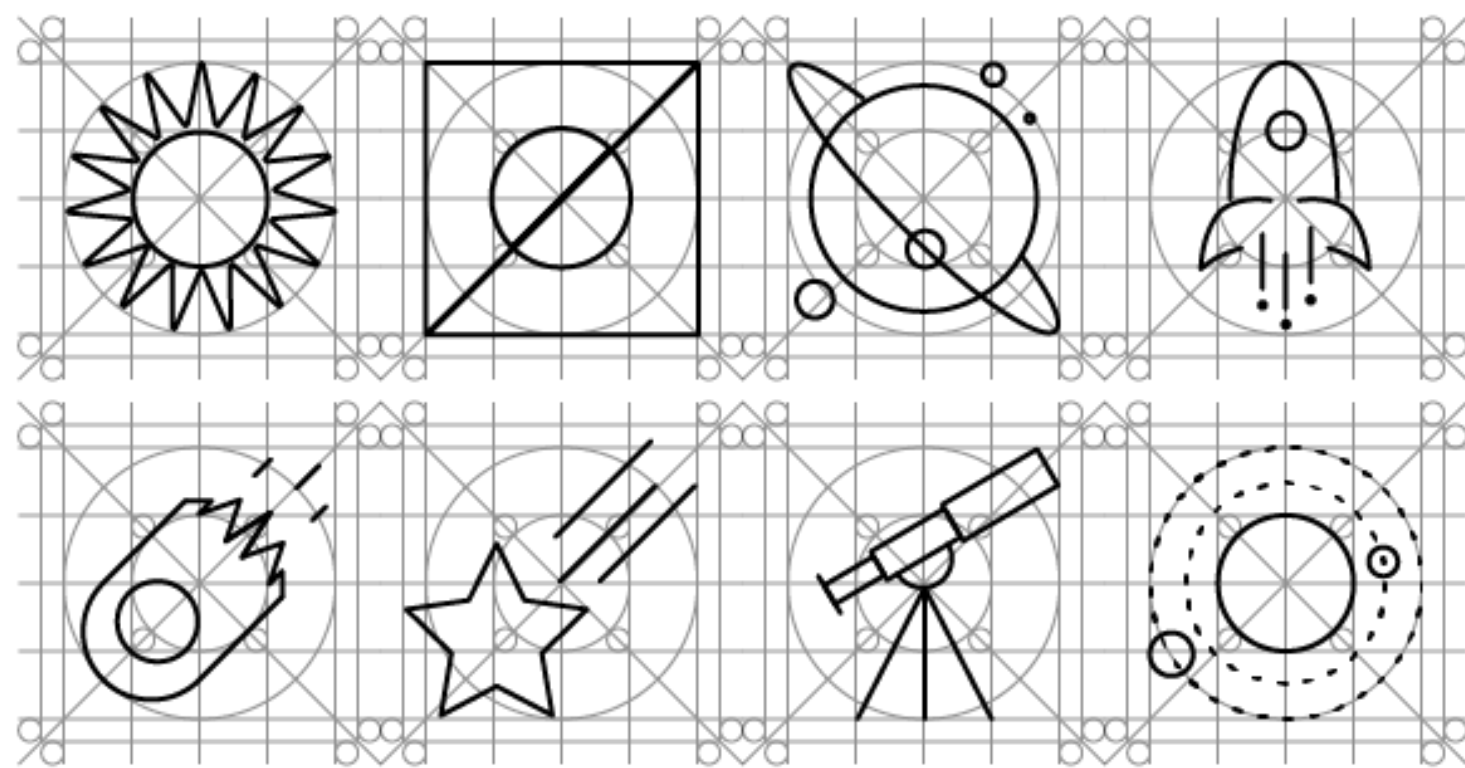
MATH





ASTRONOMY

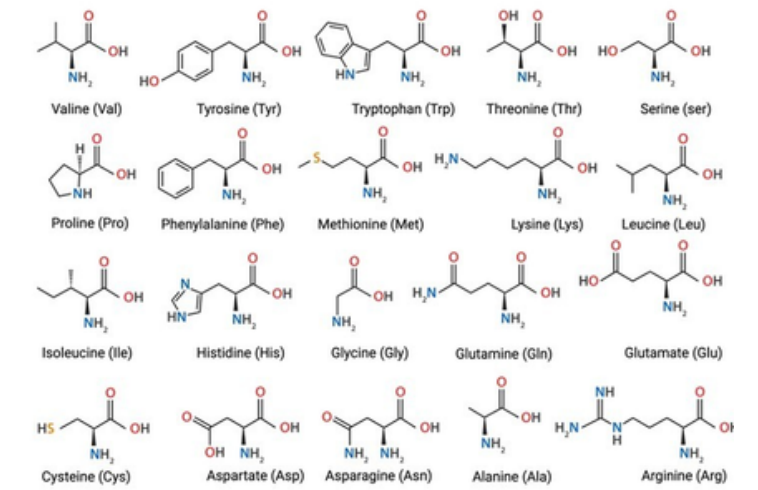
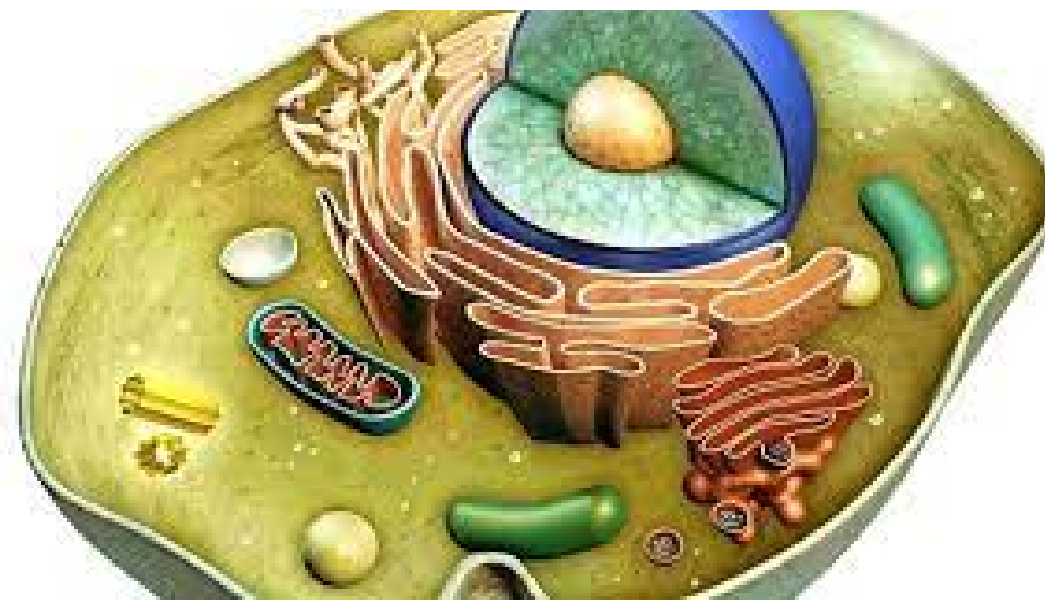
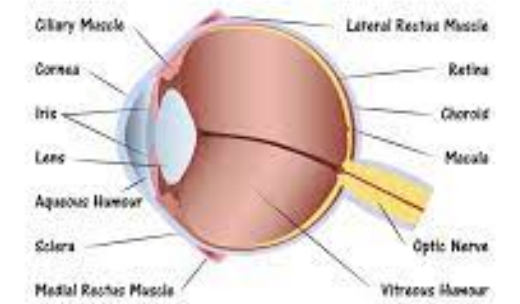
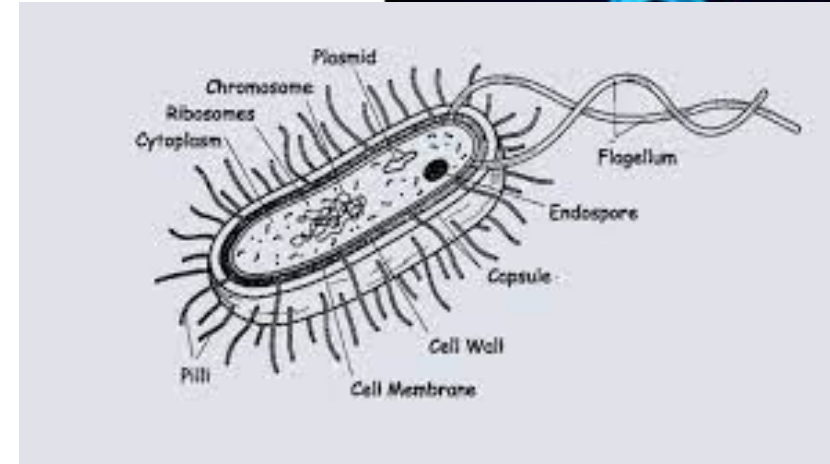


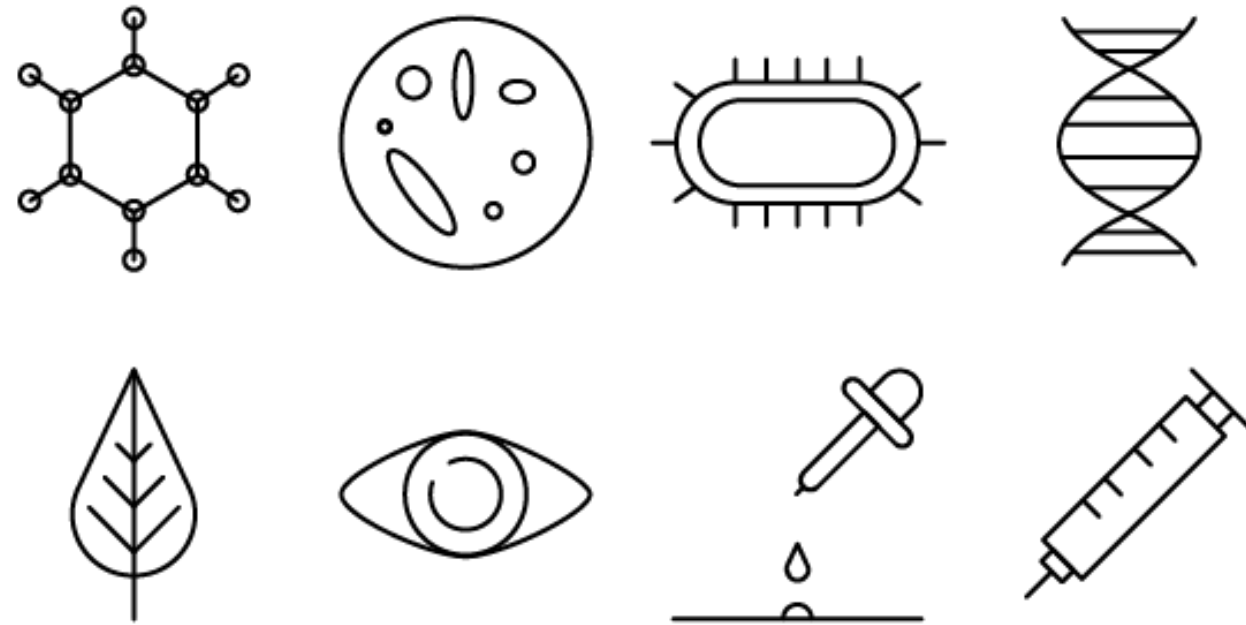
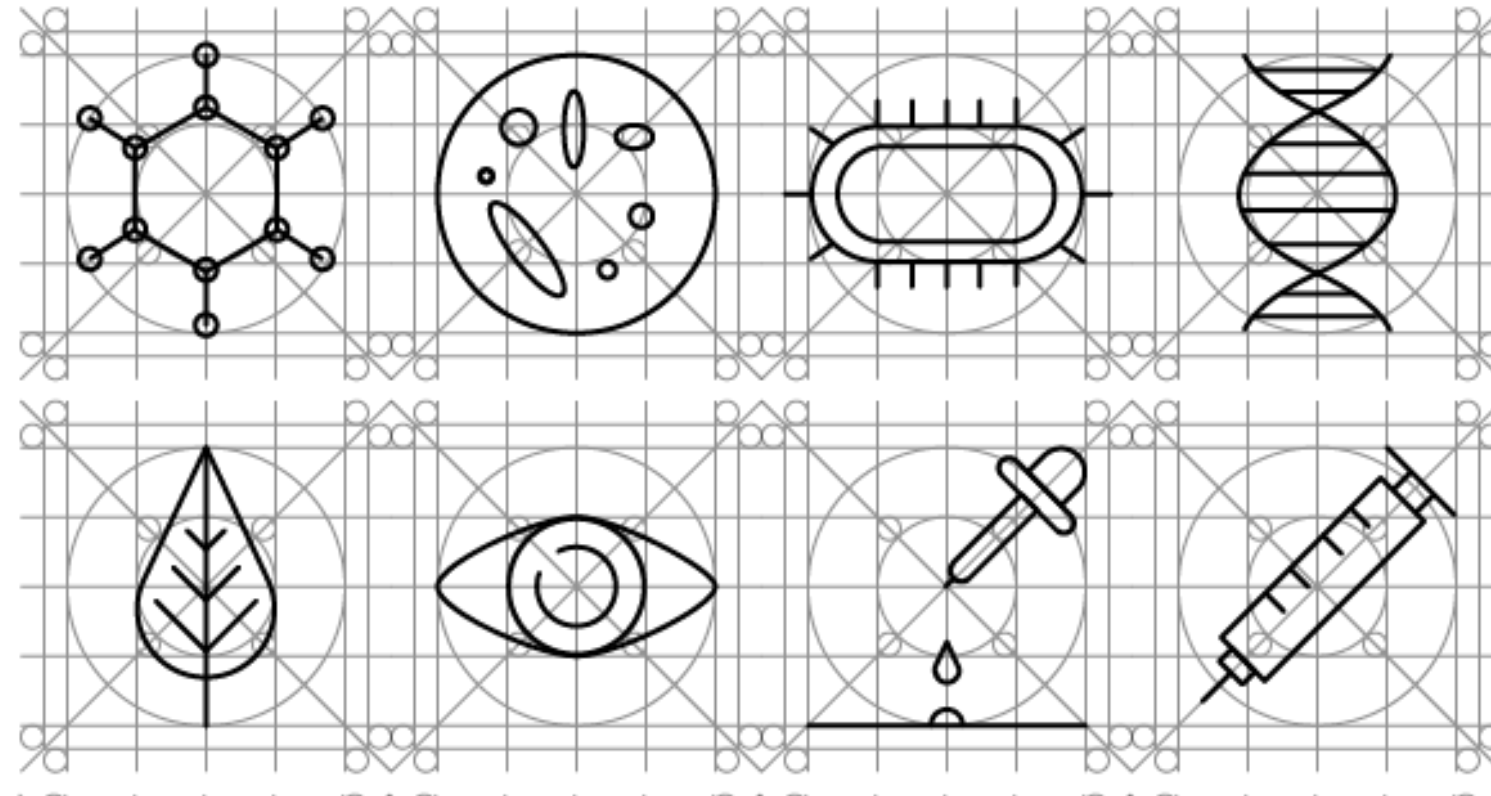


BIOLOGY

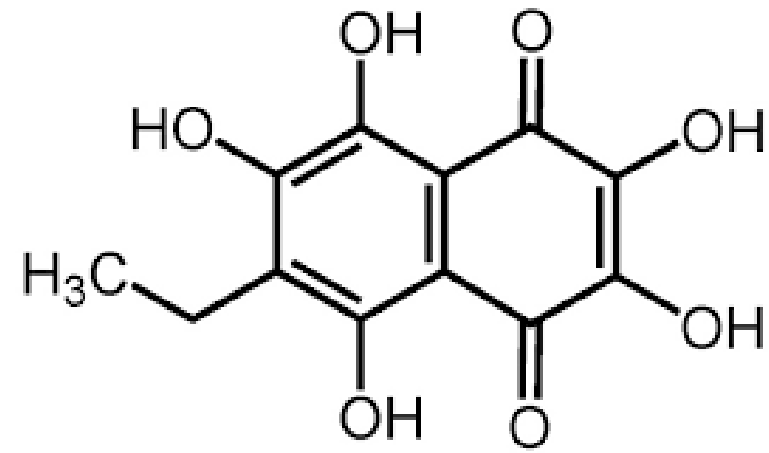


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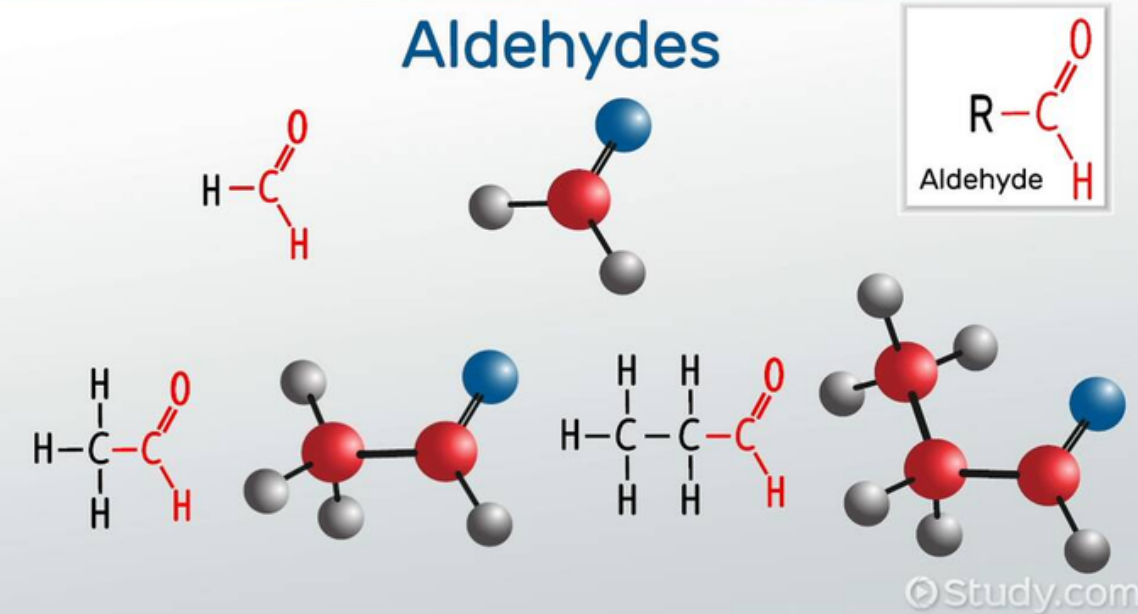


CHEMISTRY

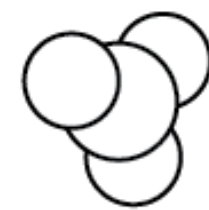
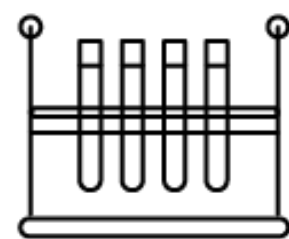
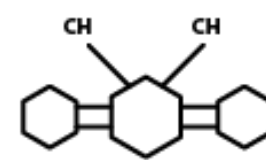
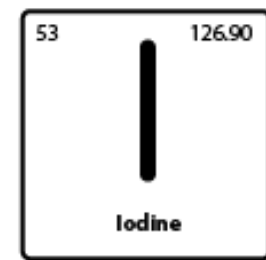
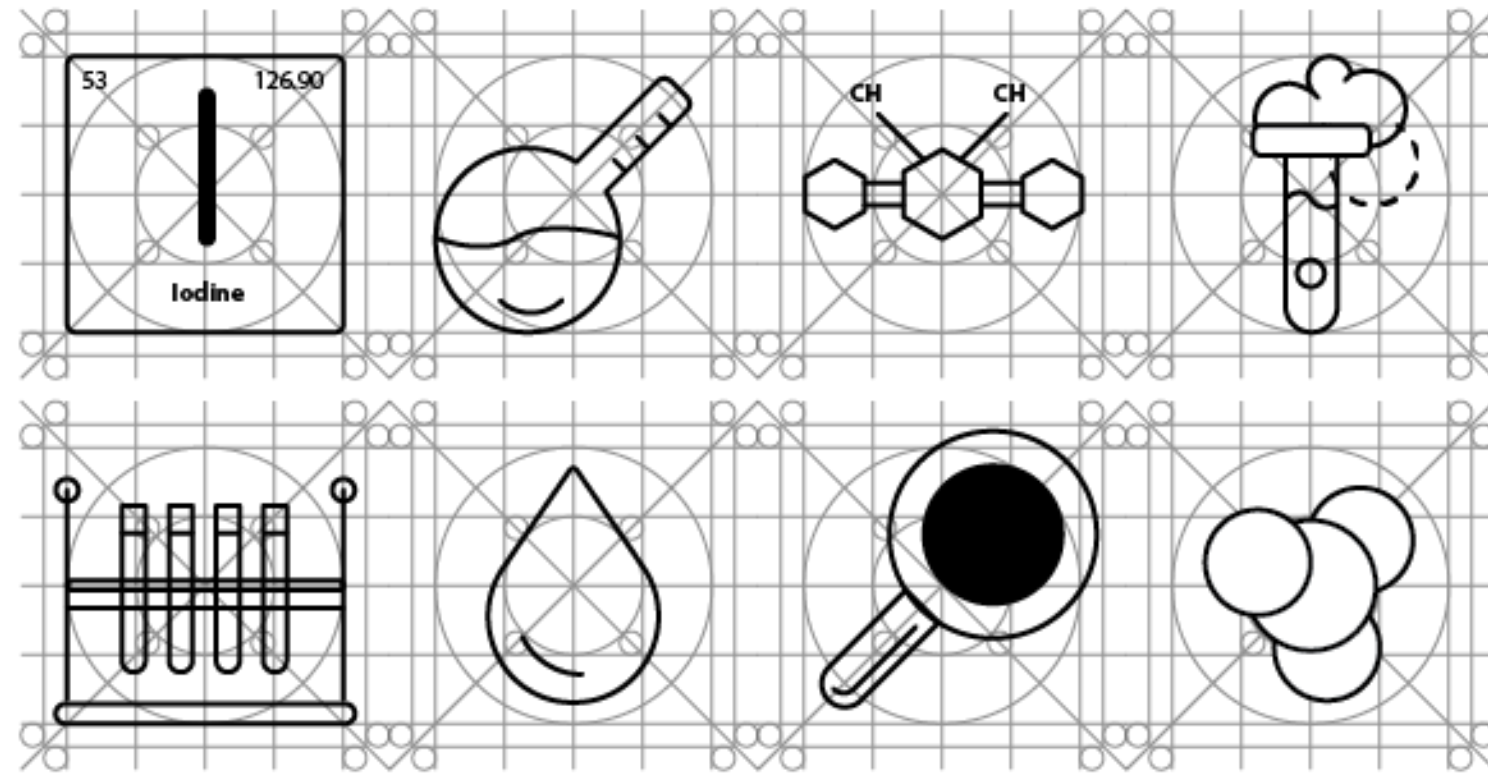


TYPES OF REACTIONS

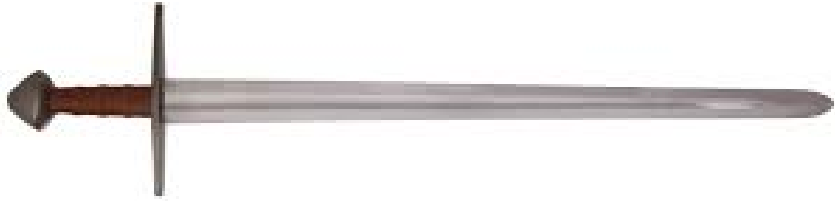
Aldehydes



PERIODIC TABLE ELEMENTS 1-20							
HYDROGEN 1 H 1.01							HELIUM 2 He 4.00
LITHIUM 3 Li 6.94	BERYLLIUM 4 Be 9.01	BORON 5 B 10.81	CARBON 6 C 12.01	NITROGEN 7 N 14.01	OXYGEN 8 O 16.00	FLUORINE 9 F 19.00	NEON 10 Ne 20.18
SODIUM 11 Na 22.99	MAGNESIUM 12 Mg 24.31	ALUMINUM 13 Al 26.98	SILICON 14 Si 28.09	PHOSPHORUS 15 P 30.97	SULFUR 16 S 32.07	CHLORINE 17 Cl 35.45	ARGON 18 Ar 39.95
POTASSIUM 19 K 39.10	CALCIUM 20 Ca 40.08						

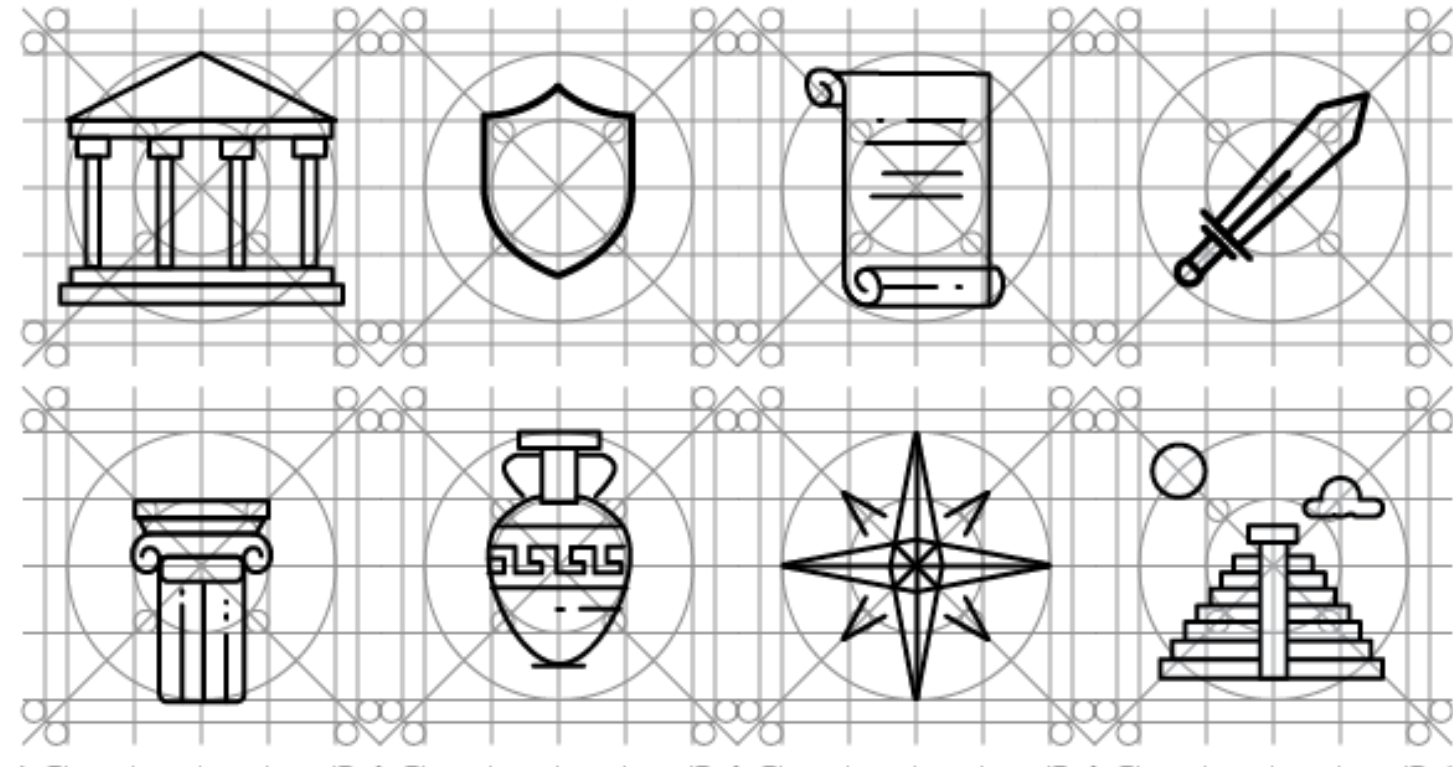


HISTORY

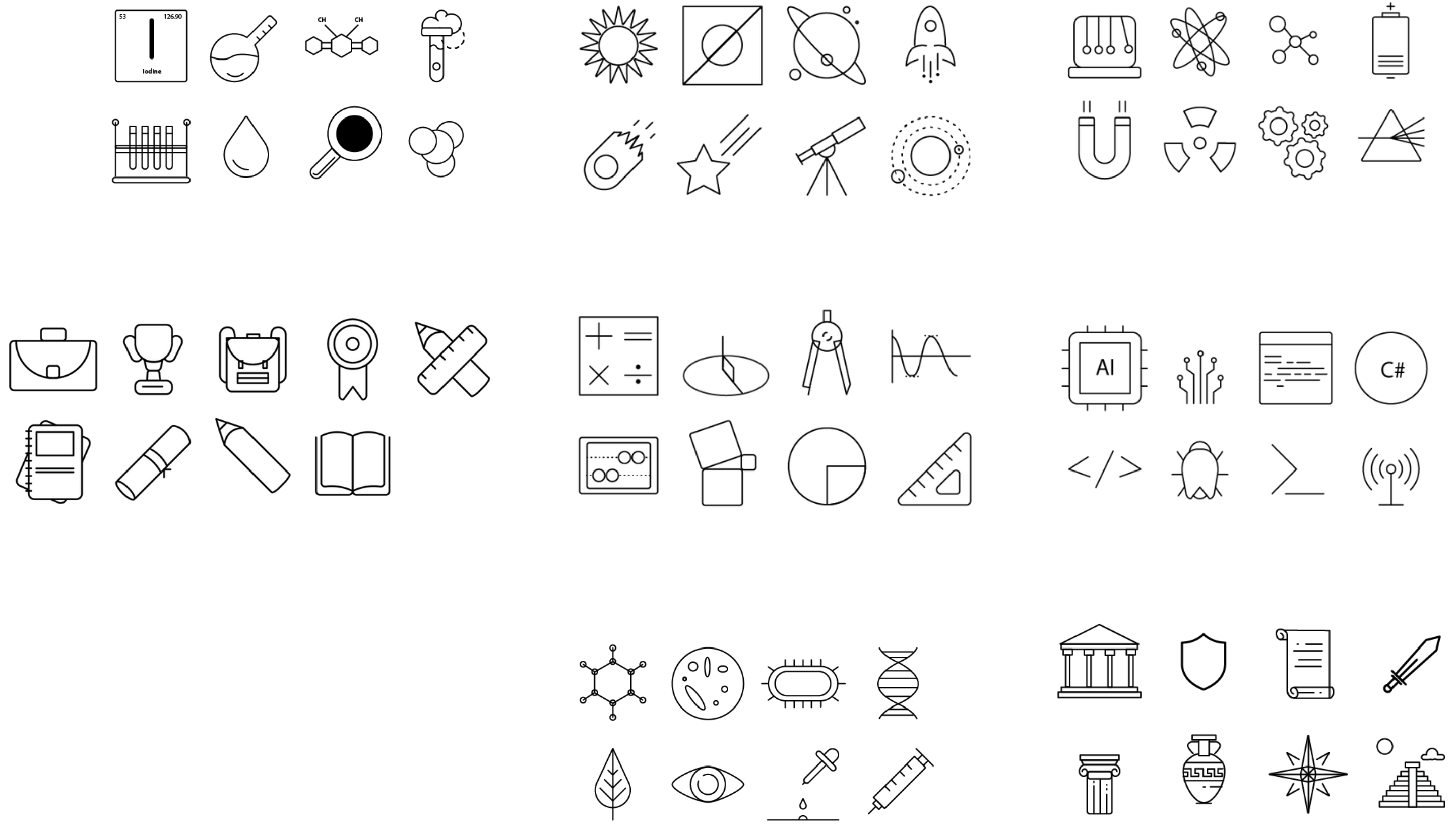


Fabri Armorum





FINAL ICONOGRAPHY



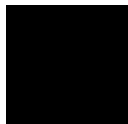
COLOUR PALETTE

Primary color

#70BC43



#1887AE



Secondary Palette

#FFCA22



Math

#4C36FB



Astronomy

#1FB1FB



IT

#FF0DFD



Chemistry

#B100FC



Physics

#993400



History

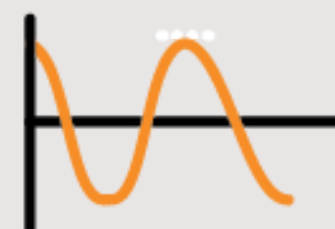
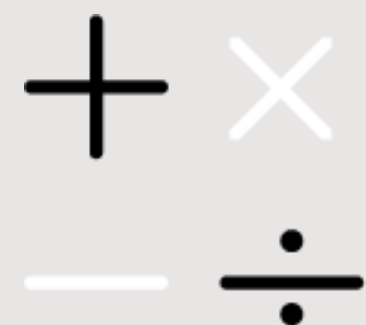
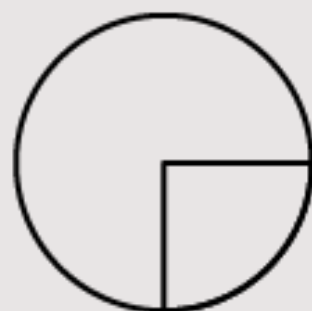
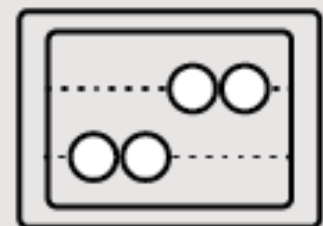
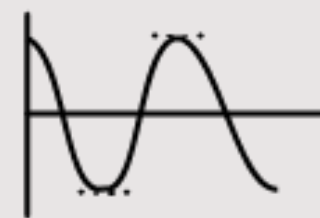
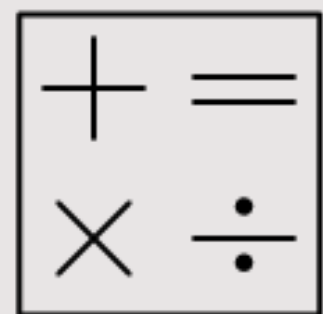
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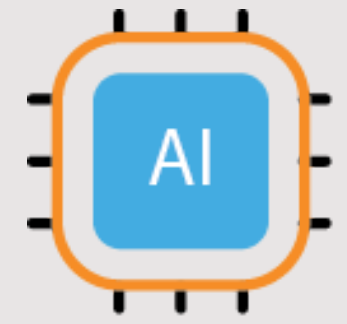
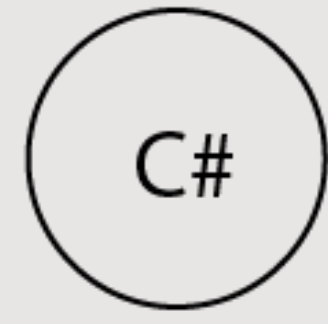
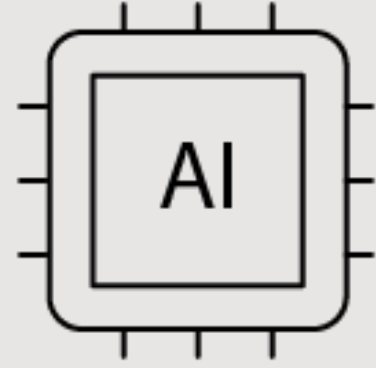


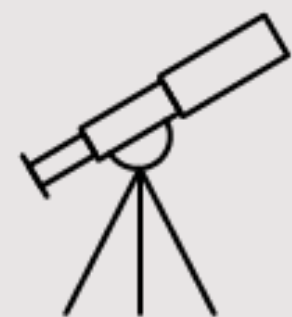
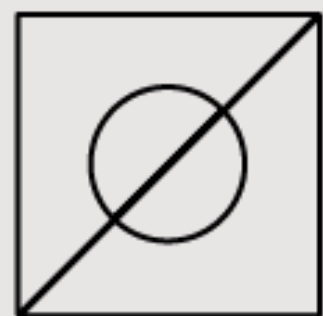
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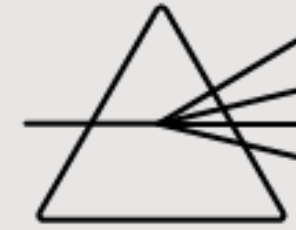
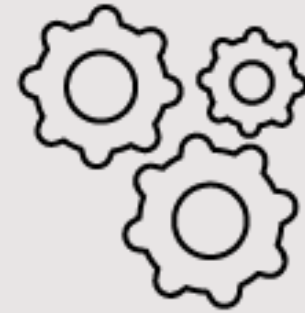
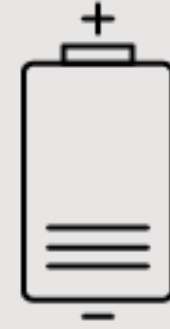
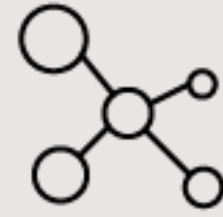
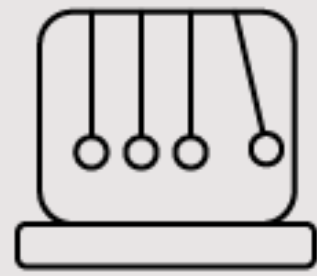
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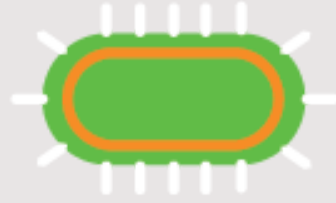
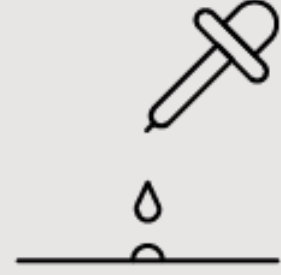
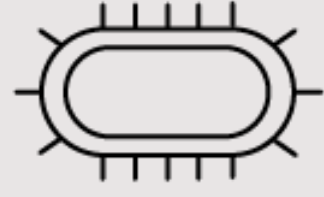
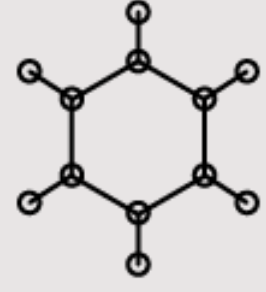












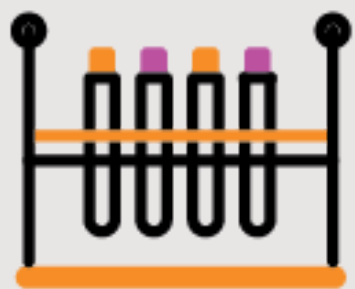
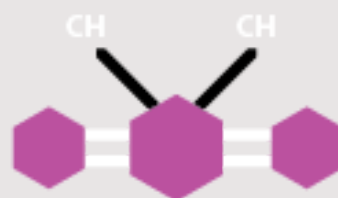
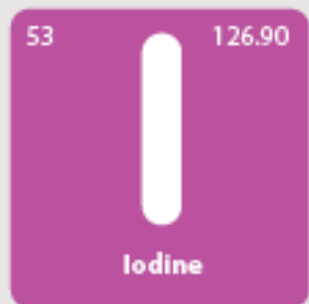
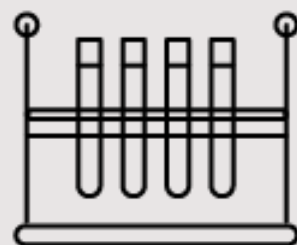
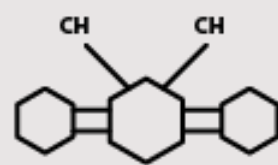
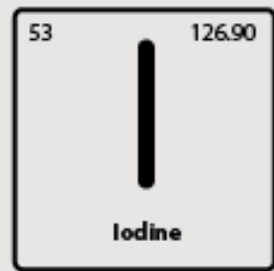
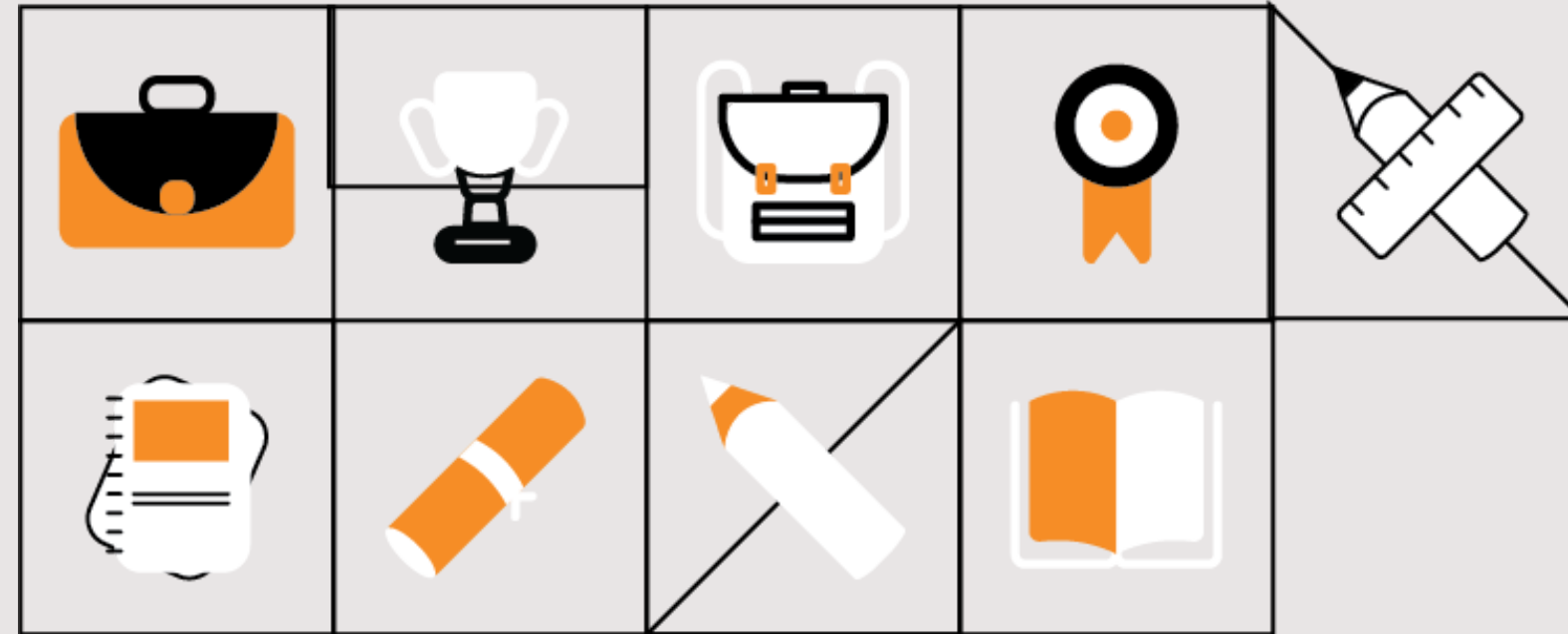


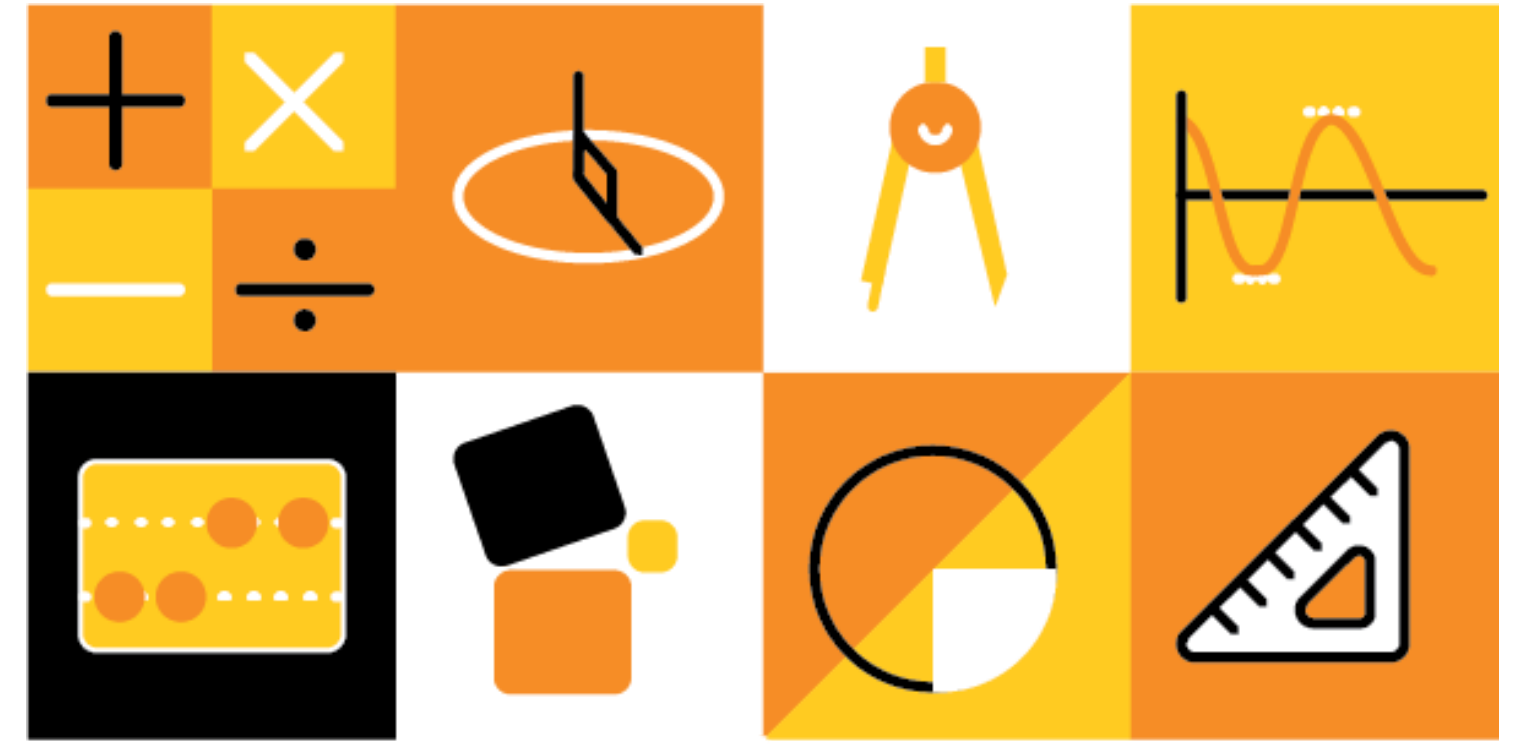
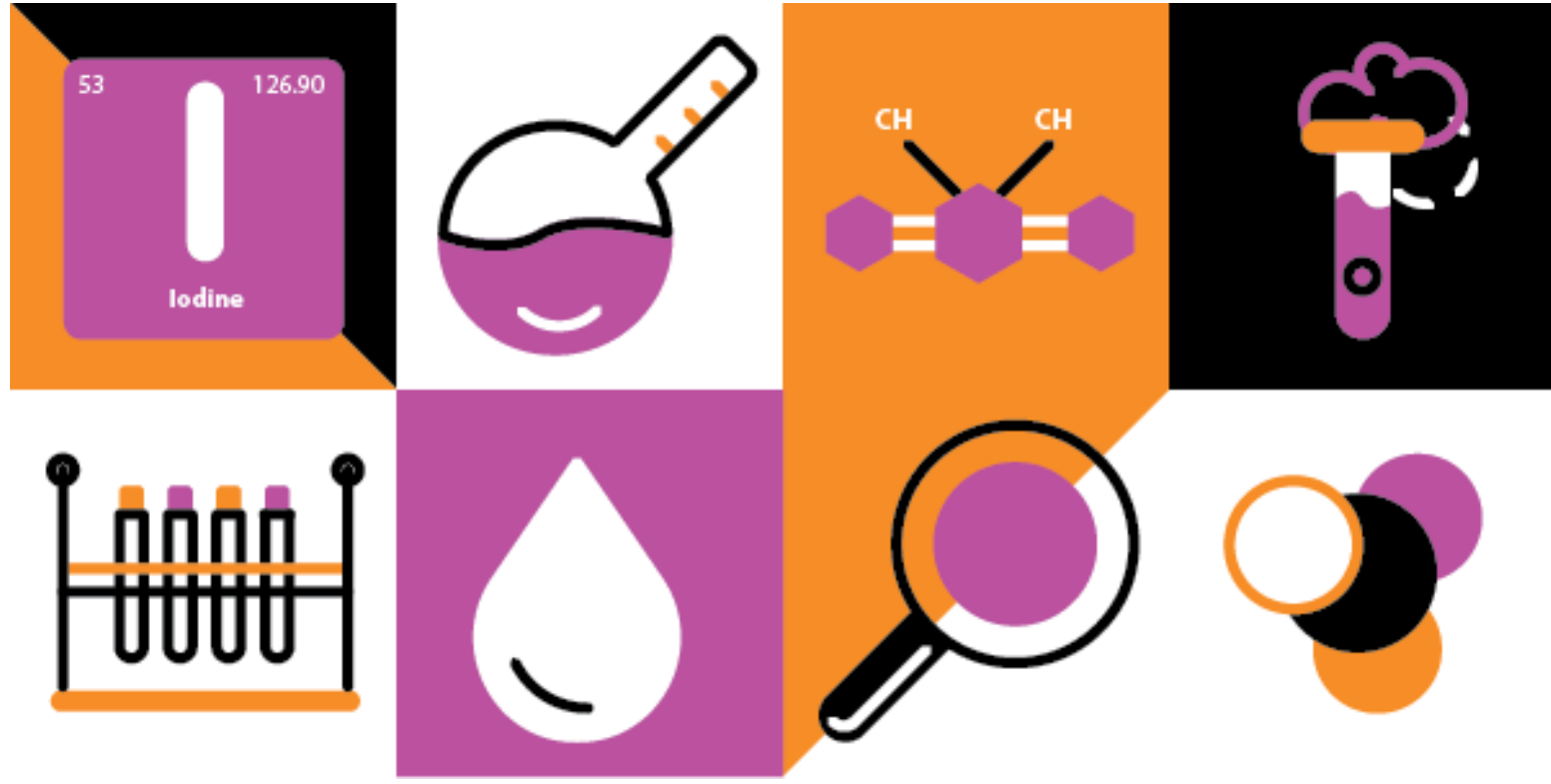


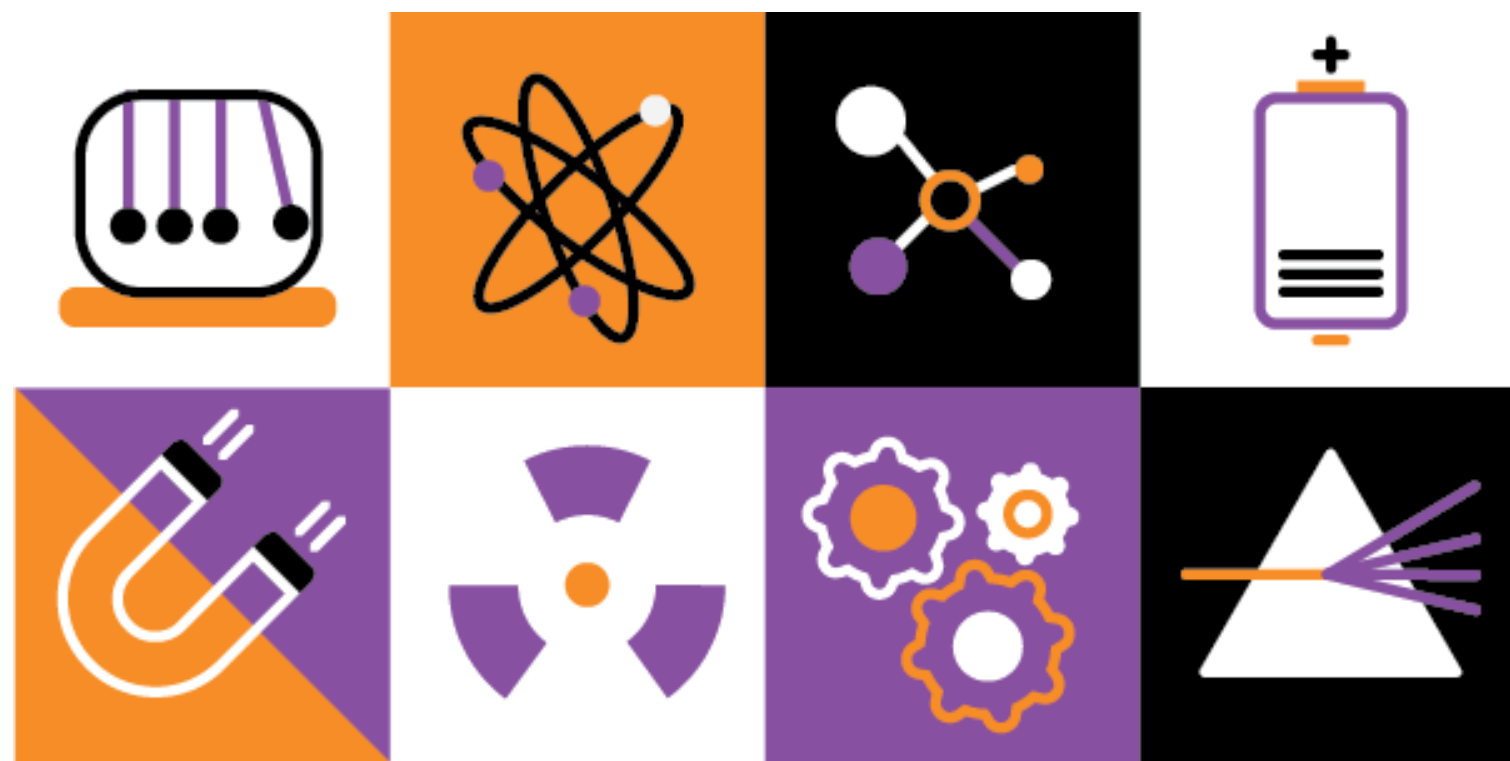
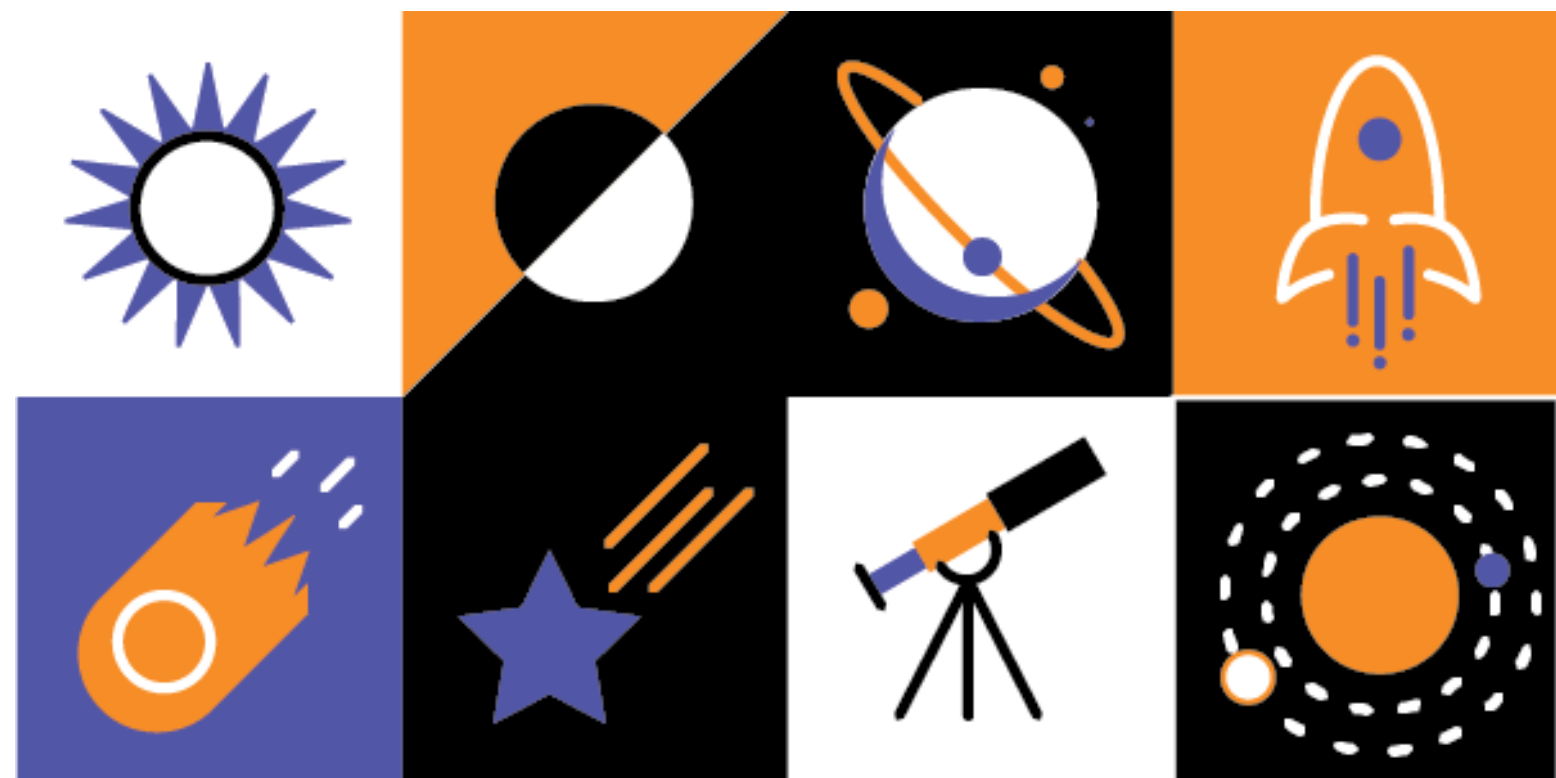
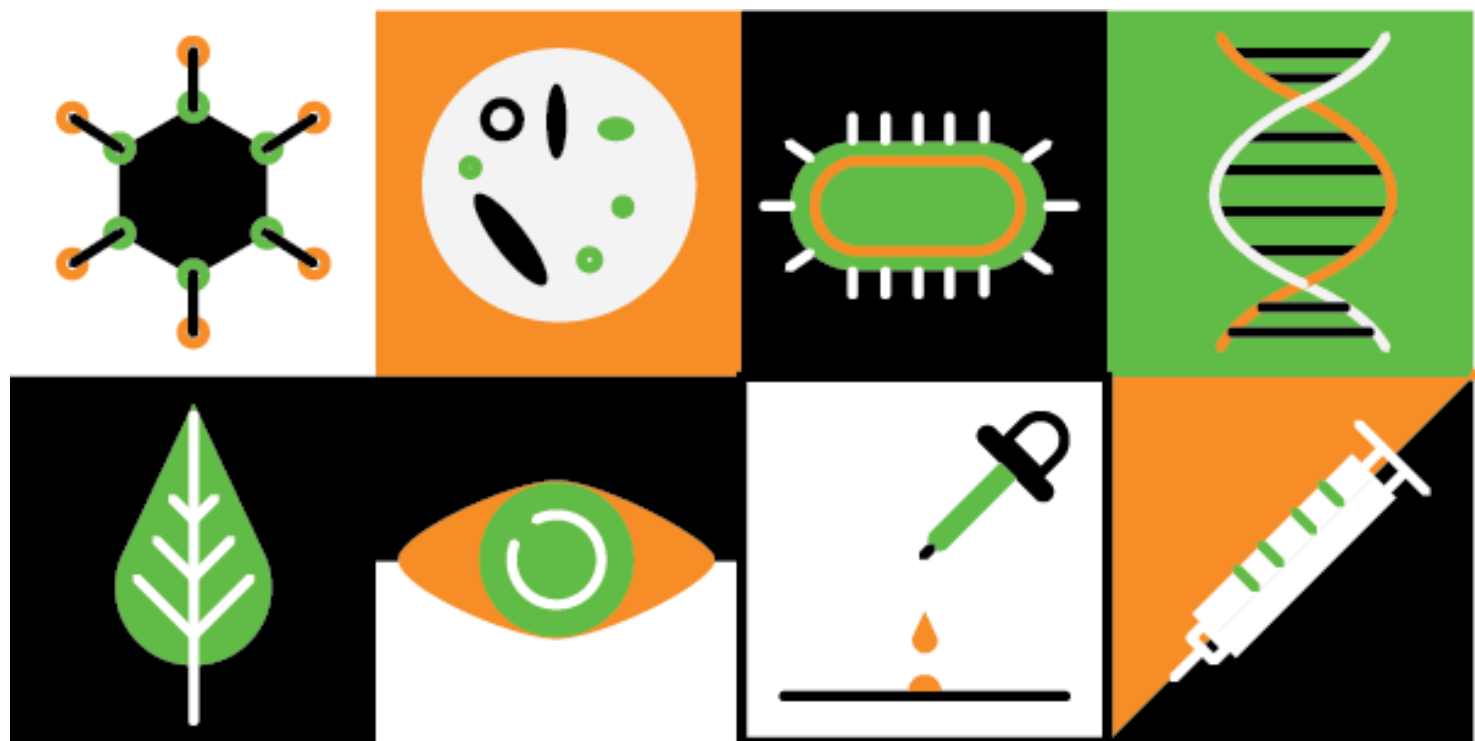
ILLUSTRATION SYSTEM



FINAL ILLUSTRATION







MOCKUPS





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(Mon-Sun: 9am - 11pm IST)
bondwithus@vedantu.com

Dear Robin Sanchez,

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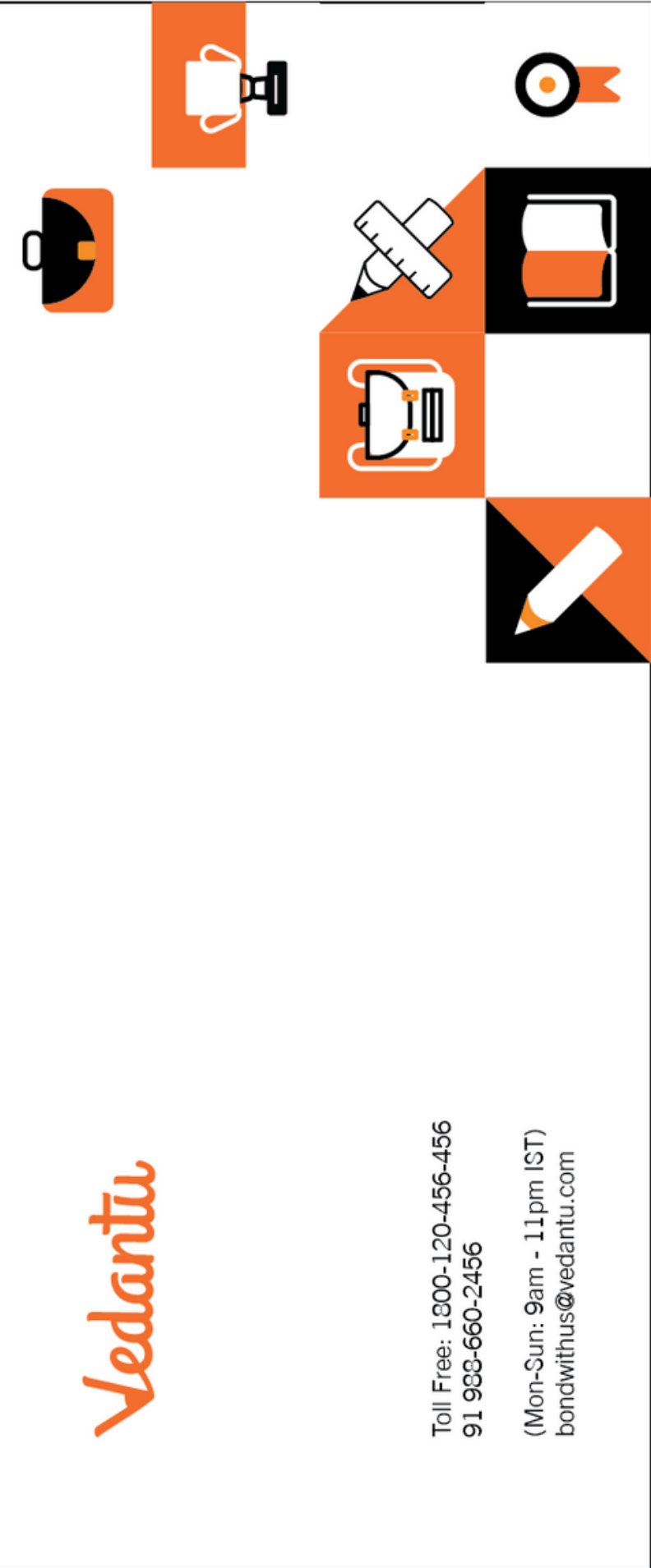
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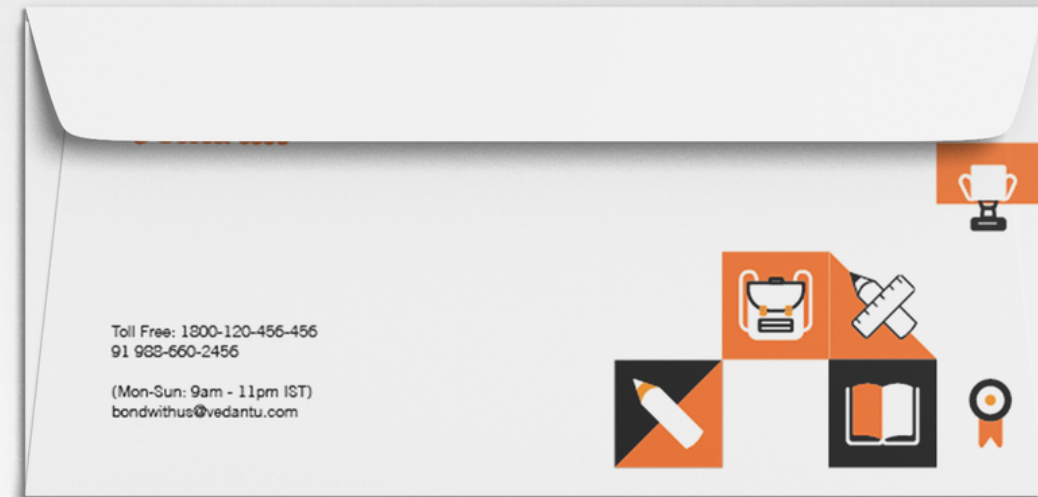
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