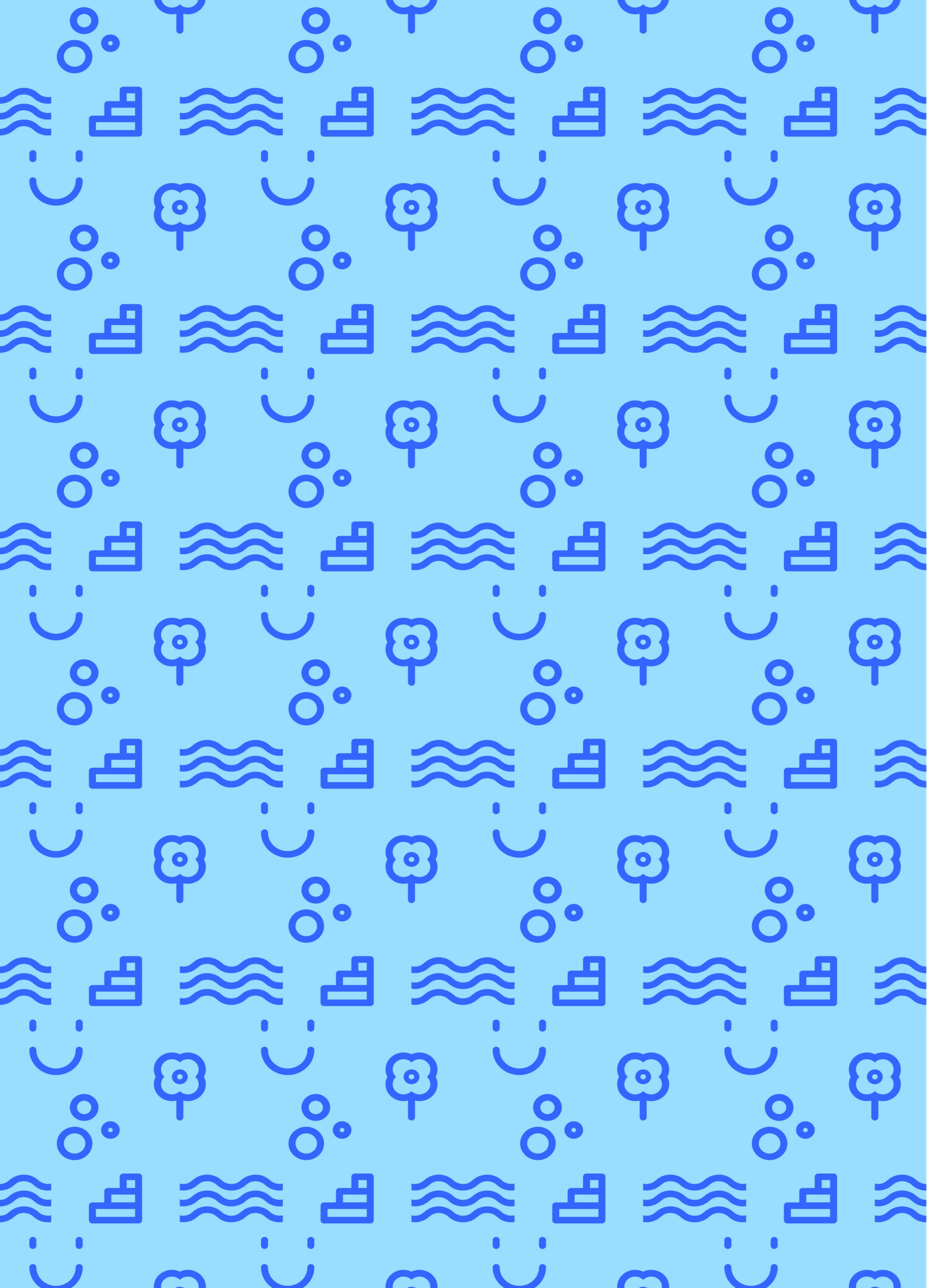




eDuniQue

Branding  
Presentation





THE **eDuniquè** is friendly  
playful  
creative  
positive

THE  
eDüniQüë

THE  
eDü  
niQüë

THE  
eDü  
niQüë

## 1. Logo

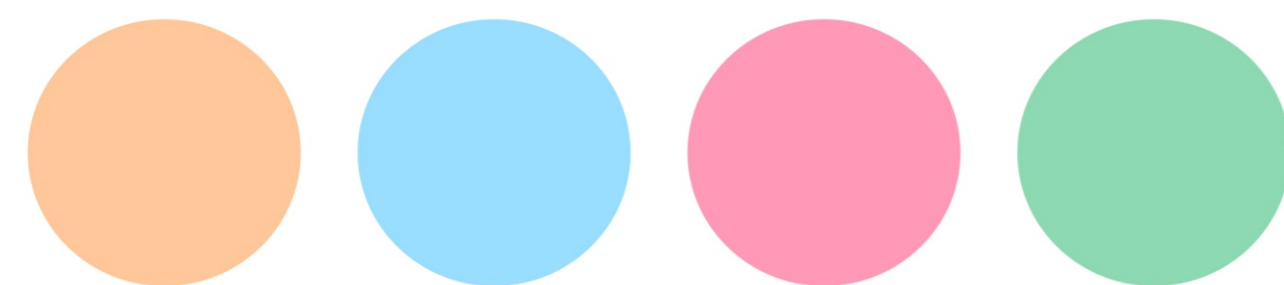
The logo establishes a playful and fun theme for the branding. This particular logo is inspired by the magnetic alphabets that kids use to learn spellings.

The logo is dynamic which means it adapts to its surroundings as there are multiple lockups to choose from.

## Primary Palette



## Secondary Palette



## 2. Colors

TheEdunique uses a wide variety of colors for branded elements. This versatility in colors signifies the unique minds of these young explorers that we aim to mentor. The color scheme further enhances the playful and friendly feel of the brand.

The color scheme is divide into two parts. The primary colors are bright and saturated whereas the secondary colors are light and pastel-like to add contrast to the design.



### 3. Logo Colors

As mentioned previously, the logo is very dynamic and can adapt to its surroundings very nicely. With the versatile color palette, we can have a lot of different logo colors.

Using a different logo color can introduce a fresh feel to a design and all these variations ensure that all branded content of TheEduRamp will feel fresh.

Apart from the ones shown here, we can also change black to white in situations that might require it.

Heading

**Quicksand Bold**

**The quick brown fox jumped  
over the lazy dog.**

Subheading

**Quicksand Medium**

**The quick brown fox jumped  
over the lazy dog.**

Body

Raleway Regular

The quick brown fox jumped  
over the lazy dog.

## 4. Typography

The type also carries the playful and fun theme of the brand. Quicksand is a rounded font which is very friendly. The logo also contains some elements from Quicksand so it is very fitting with the rest of the elements.

We have Raleway for body which is a diverse font. It is a bit playful but most importantly it is easy to read in long paragraph form.

Both the fonts are available for free on Google Fonts.



## 5. Pattern

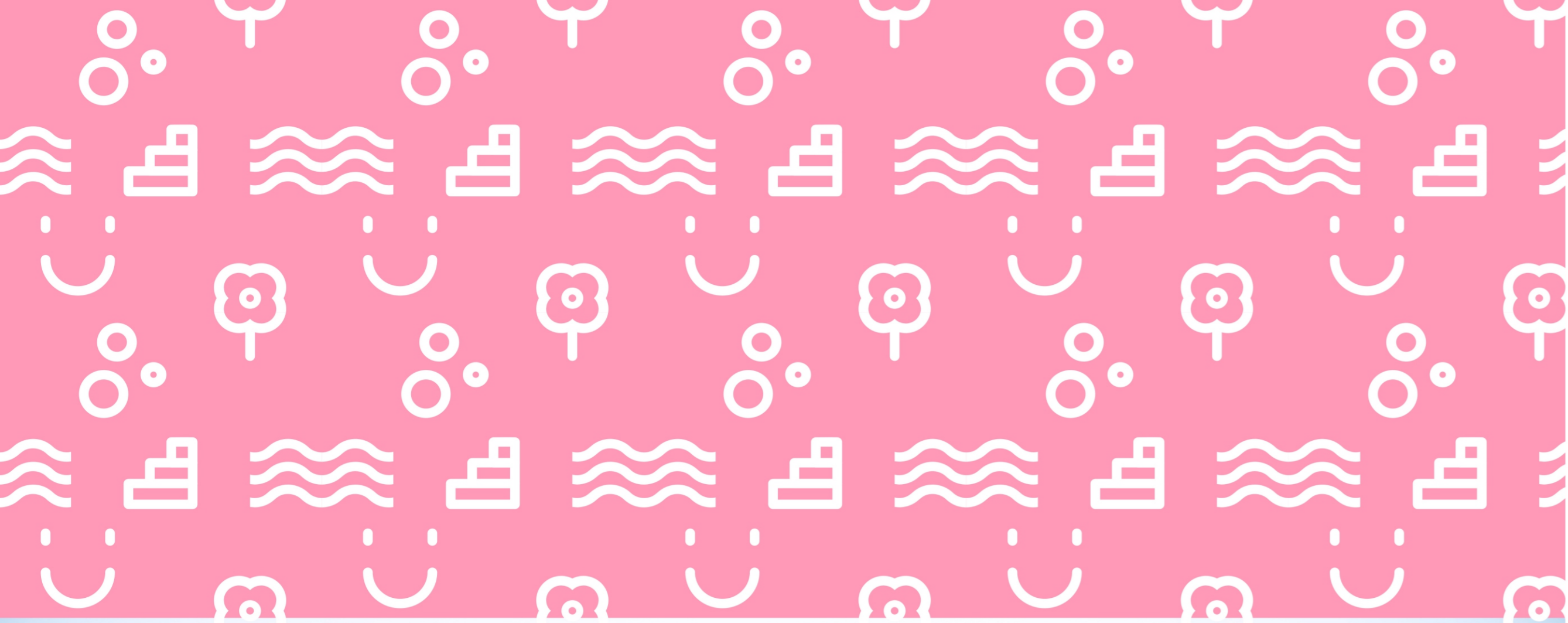
This pattern breathes life to the brand. Apart from being used in the pattern, these elements can be used in other forms as well. All the elements have been designed with focus on kids. The wide color palette allows for this pattern to shine in every situation. Some of the elements in the pattern are-

**Stairs** of success powered by TheEdunique

**Flower** to show growth.

**Smiley** to encourage students.

**Waves** to show the dynamism of the young minds.

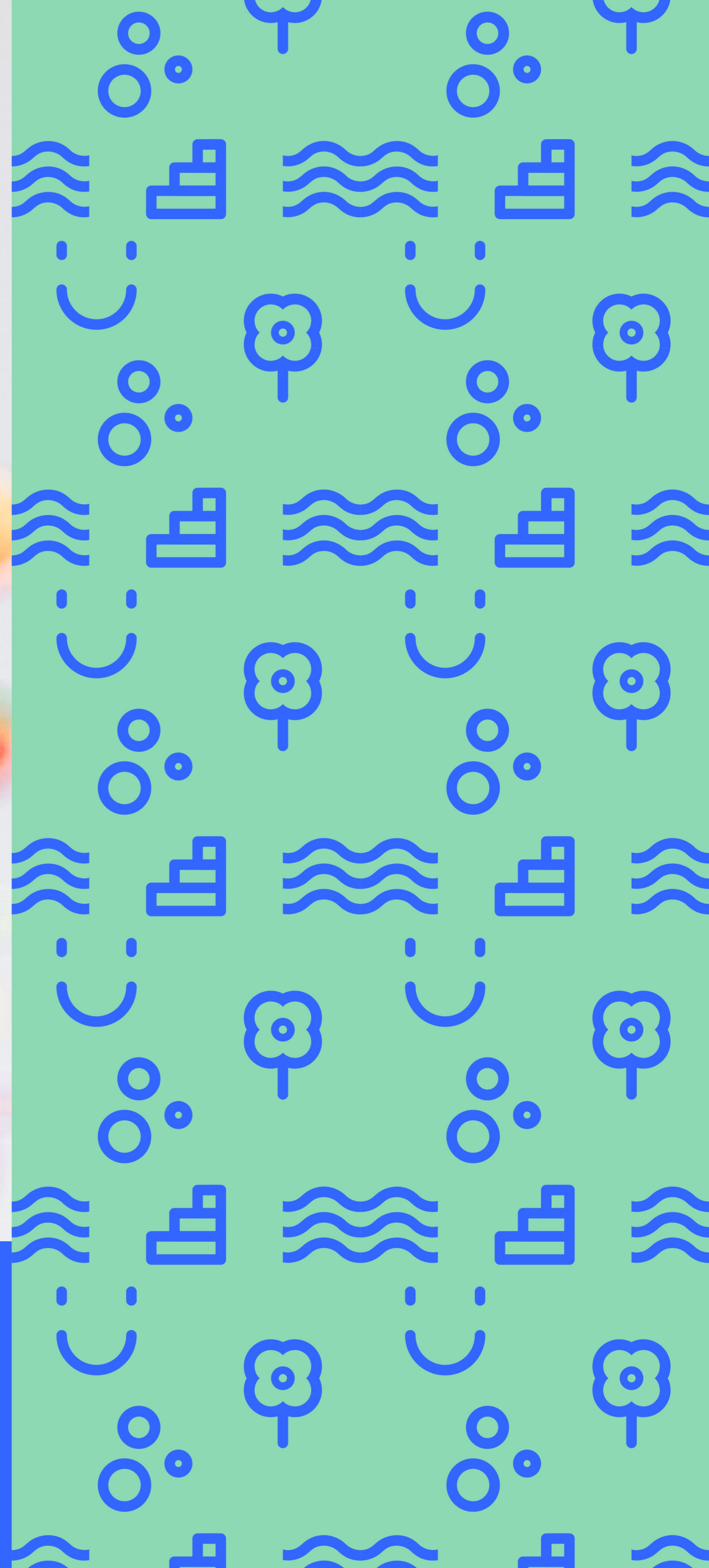


## 6. Photography

The established branding allows the designer to choose any photo as long as it shows and encourages positivity, motivation and is colorful. Other elements can be used on or around the image.

Feeding the  
curiosity  
of these  
young,  
bright  
minds.





Every child deserves **the best possible start** in life.



The **eduniquè**  
Your child's  
learning  
is our  
responsibility.



