EARLY LEARNING LAB

brand presentation

round 0 - moodwork

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Welcome!

This document contains:

1. **Research findings** that we have found looking through the competitive and visual landscapes of the spaces that your company might occupy.

2. **A proposal** based on these insights and what we gathered from what you told us about ELL's new program.

Here is what we want from you:

We want to hear your pure unfiltered thoughts, the gut reactions. Take notes as you look through this document - don't think too hard about what you put down. Point out what resonates and feels **right** or what feels totally **wrong**. Pay attention as you're perusing to what stands out - does this feel like a good direction or do you have feedback for us? Do you like one concept over the other or would you like to combine all the elements?

For example: "Let's combine color palette of brand direction #1 with the usage of fonts in direction #2 and the illustration style of direction #3.

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**research and insights**

- competitive landscape
- brand studies

Competitve Landscape - Bad

Sometimes it's easiest to first eliminate what we know you don't want. It seems that many non-profits often follow the same visual branding formula - using generic photographs ,outdated typography & graphics.
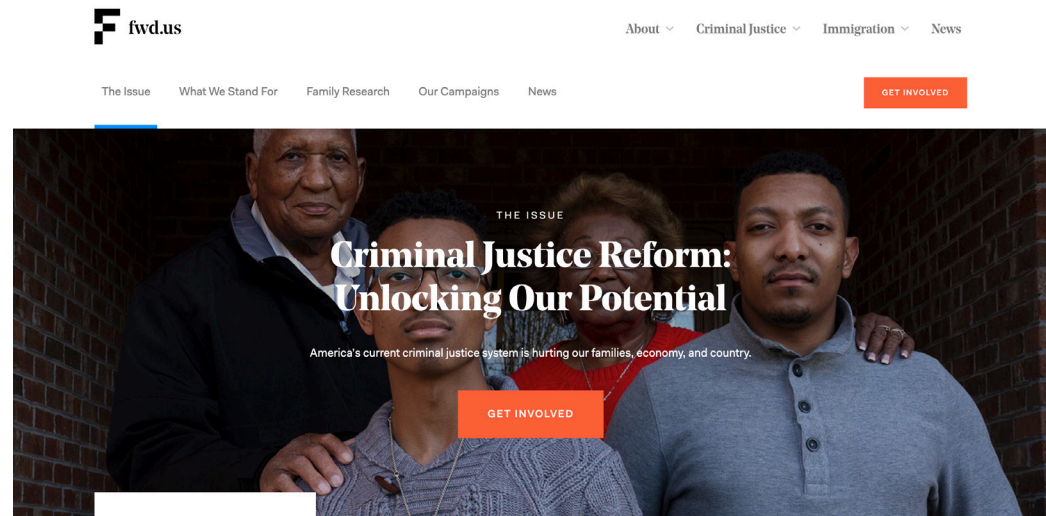
What we want to avoid:

- Seeming corporate or impersonal

- Early Internet vibes

- Taking yourselves too seriously - being unimaginative

Examples of standard non-profit branding:
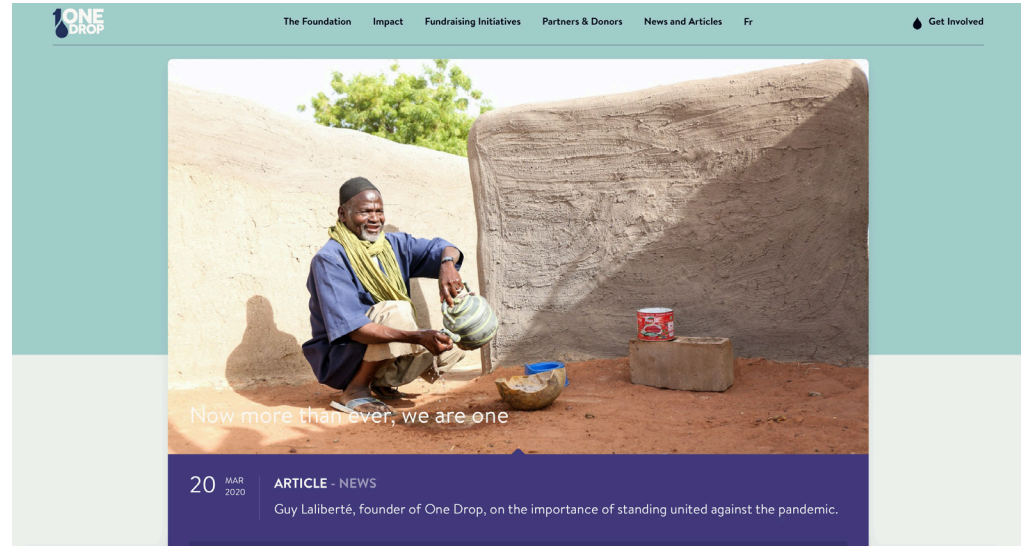
✖ to quote ELL, not inspirational, aspirational or whimsical, etc.

✖ modern branding and slightly more personal imagery but takes itself way too seriously.

Competitive Landscape - Better

There are some cool things that other organizations are doing visually. But with any case, there is room for improvement. What are some ways that we might improve upon these brands for ELL?
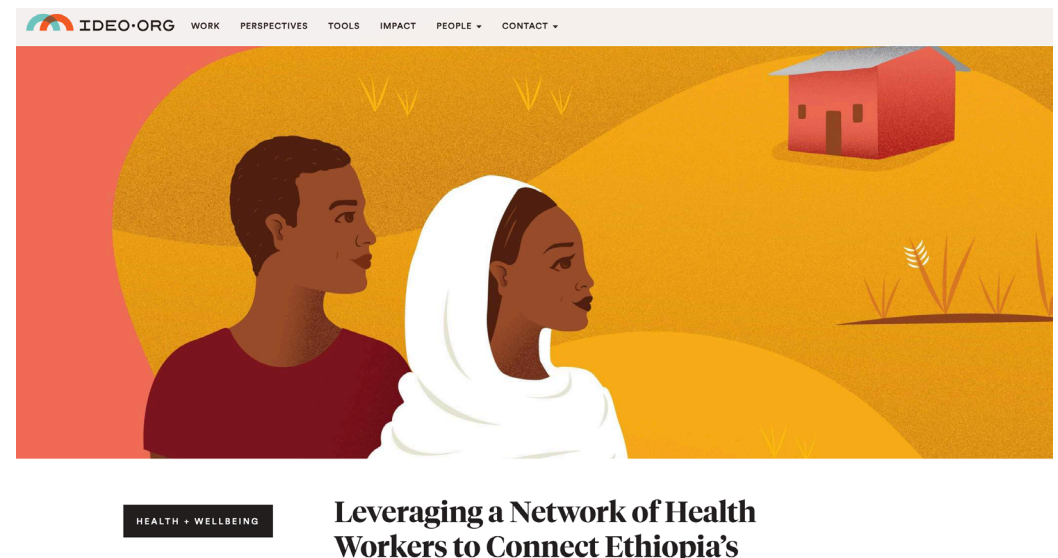
Possible areas for improvement

- Being more playful and innovative with visual branding?

- Incorporating more graphic elements

- Anything you would add to that list?

Orgs with good visual branding
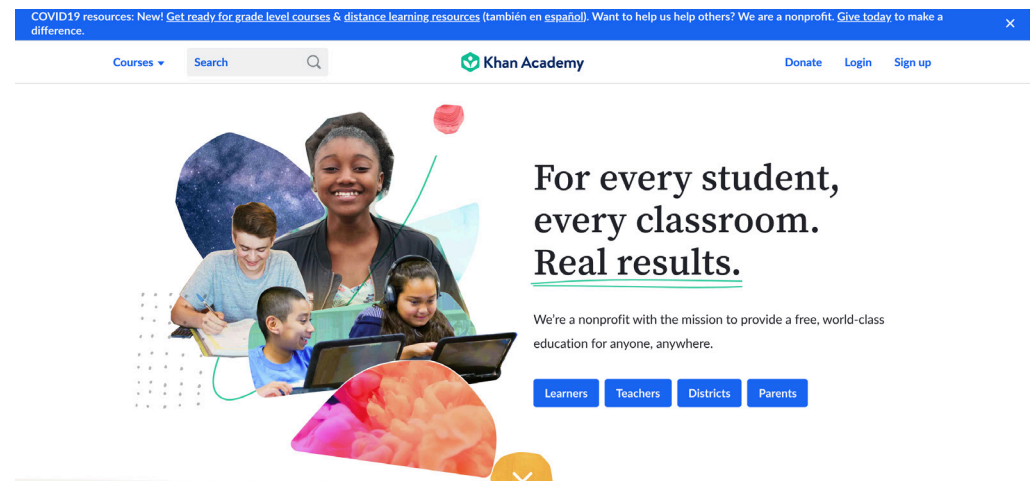
— Creative use of "stock-ish" photography and graphics, and still feels authoratative. Might still look slightly dated.

— Gorgeous use of illustration, color and interesting typography. How might we improve upon this?
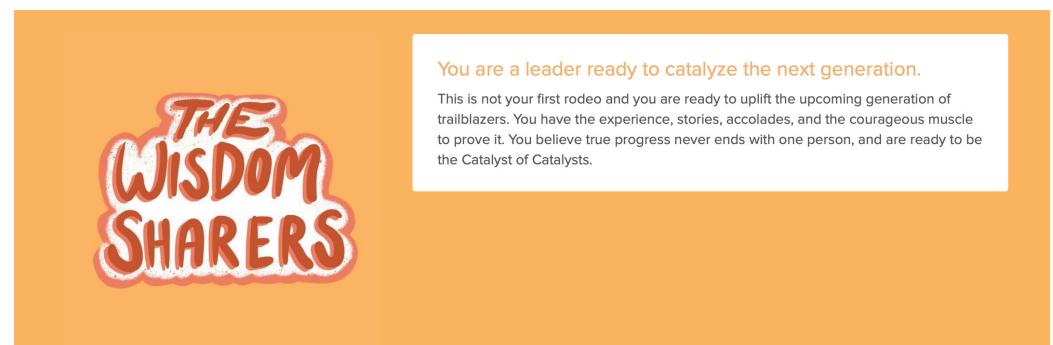
Brand Study: Design-conscious social change organization

IN HER SHOES MOVEMENT

In Her Shoes Movement is a community organization that focuses on **empowering young women and girls to be live and create more creatively and courageously.** They run networking sessions, summits and other educational events.

This organization is a great example of a non profit that presents itself as knowledgeable and confident while still being fun and innovative. They combine the use of abstract and trendy graphics with modern typography and a solid color palette. They have minimal use of illustration that works to elevate the stock photography that they use.

Key takeaways: This brand combines a solid color scheme with clean typography and trendy graphics to elevate and personalize stock imagery.

You are a leader ready to catalyze the next generation.

This is not your first rodeo and you are ready to uplift the upcoming generation of trailblazers. You have the experience, stories, accolades, and the courageous muscle to prove it. You believe true progress never ends with one person, and are ready to be the Catalyst of Catalysts.

Brand Study: A knowledgable learning platform that makes learning fun.

SuperHi!

We looked at SuperHi! earlier during our branding safari - we weren't crazy about the color scheme, but they occupy a similar space of design-driven education platforms.

SuperHi is a **learning platform focused on creating a nurturing and innovative space for creatives around the world.**

SuperHi's branding is unique and visually playful - they employ bright, geometric shapes and stunning illustrations and utilize animation in a really effective way.

They use largely geometric and abstract imagery and combine different art styles while still managing to maintain a consistent visual brand.

Key takeaways: This brand is a great example of an education platform that has fun with it's branding without compromising on it's credibility.
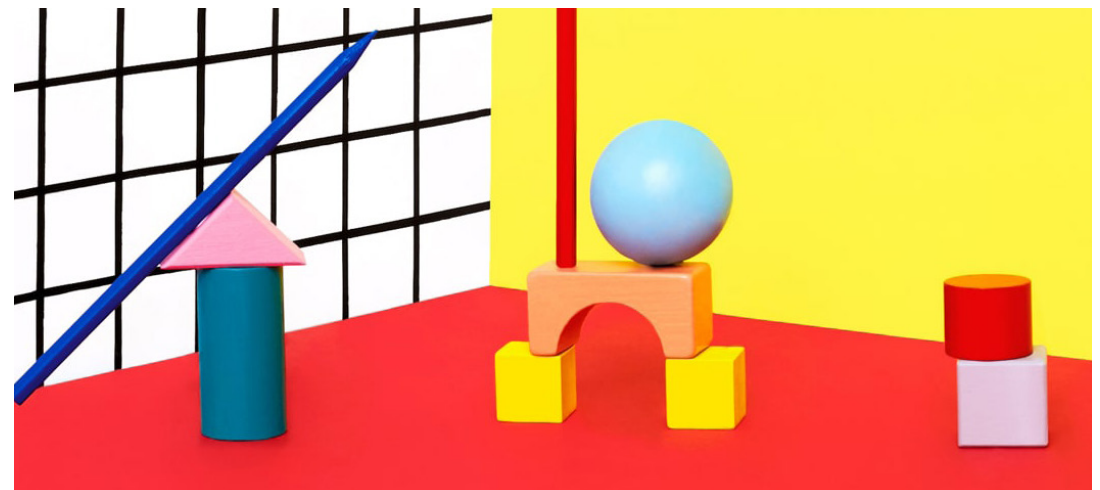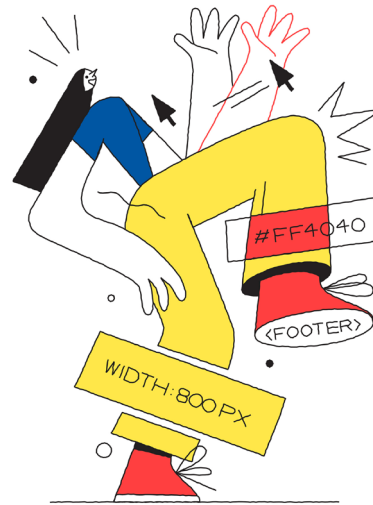
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Pulling it all together: Moodboarding

ELL's guiding brand principles:

- Empowering
- Trustworthy
- Community-Oriented
- Innovative

Empowering alturism

Although ELL is not selling a physical product, it shares a common ideology with these brands- to have a positive impact on these communities and to inspire and empower their consumers to create these changes.

Like ELL, these companies are built around their values - and profit often comes secondarily. Much of their brand communication seeks to promote honesty and transparency, and never shy away from promoting their beliefs.

These brands walk to the sound of their own drum, and their visual branding reinforce that sentiment. They all have very fun and bold visual elements. There's also a **certain air of unconventionality and hipness** behind these brands that display **confidence**. There's also a bit of brand customization that speaks to their consumers on a more personal level.
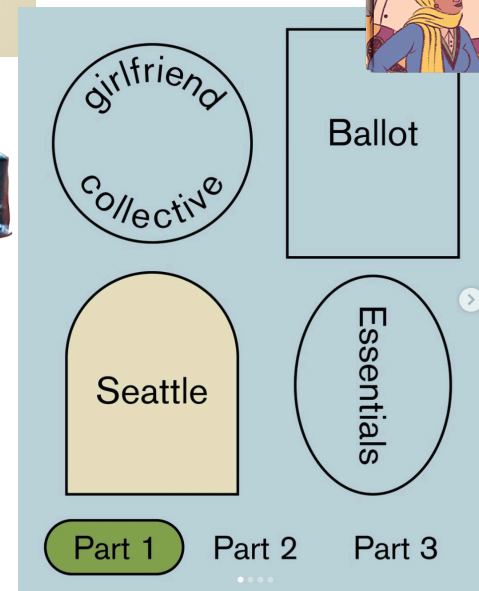
Barrier - busting collectives

Many of the non-profits we looked at were created around the concept of community - something that ELL strongly values.

These companies all rely on and promote the activation of a community to reach their causes. Visually, they commonly feature hand drawn details and bubble letters, adding a **whimsical and distinctly human element** to these brands.

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Brand Proposal

Here are some possible brand
directions to explore:

- Dynamic Simplicity
- Zine Chic
- Geometric Minimalism

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So how do we tie all this together?

Early Learning Lab's new program goes where no other early-childhood development program goes. This program takes a thoughtful, **human-centered** approach to designing solutions to teach early learning design to family-facing organizations. This program is **engaging, innovative, and enterprising.**

The visual brand will be just as **confident** and down-to-earth as the program itself. This brand knows what it's doing, but it never takes itself too seriously. This brand encourages and empowers others. With these ideas and research in mind, we've developed 3 possible brand directions:

- Abstract Minimalism
- Dynamic Playfulness
- Organic Fun

There might be slight overlaps with these directions, and some may blend well together. Let us know what you like and which specific elements you like - it's also ok to tell us to go back to the drawing board if you feel that none of these directions fit ELL.

Brand Direction #1: Abstract Minimalism

"Clean, simple overall look and feel with personality/emotion"

This approach is **simple without being boring**. It relies on clean, simple vector shapes and minimal details and very legible typography.

Here are some of the websites that we looked at and liked that fit in this category:

- [Fleuressence](#)
- [In Her Shoes Movement](#)

Keywords:
Clean, Trustworthy
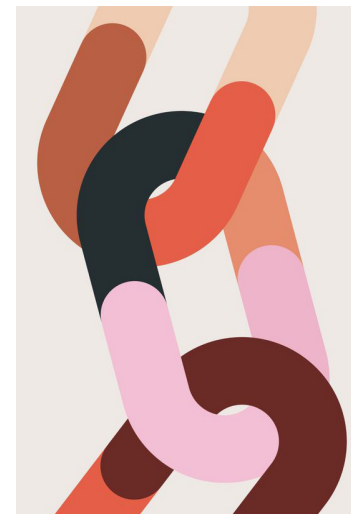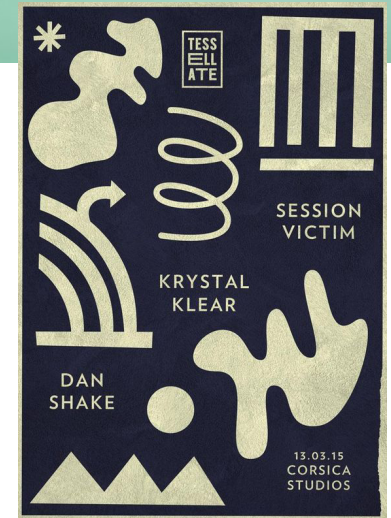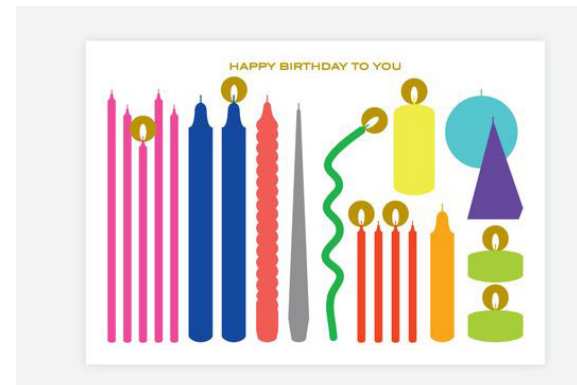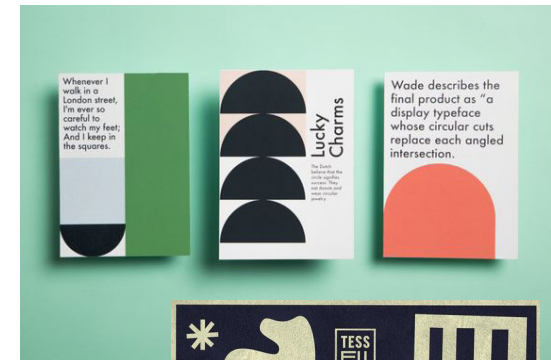
Recommended Font Pairings and Color Palettes

Clean, Geometrical, legible

1.

Futura

123456789
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

Apercu Mono

123456789
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

*color palettes are interchangeable
between different branding options
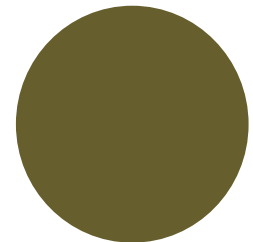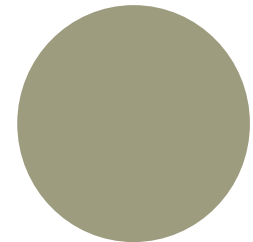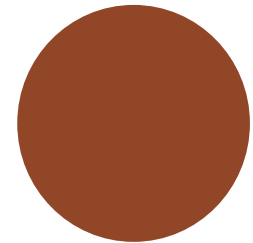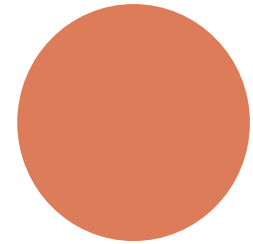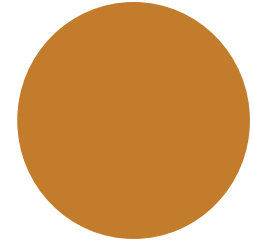
Brand Direction #2: Dynamic Playfulness

**"Meet the balance between evoking playfulness with the clean crispness of valuable content"**

This approach is font-forward. This relies on a creative and playful use of typography to provide visual interest. **Simple graphic elements and strong color palettes** play a supporting role, but ultimately, it is the **words and the information that shine.** This direction also plays on the innovative and bold nature of ELL's approach to creating early literacy programs.

Here are some of the websites that we looked at and liked that fit in this category:

- Avenir Creative
- The Dockyard Social

Keywords:
Dynamic, Innovative
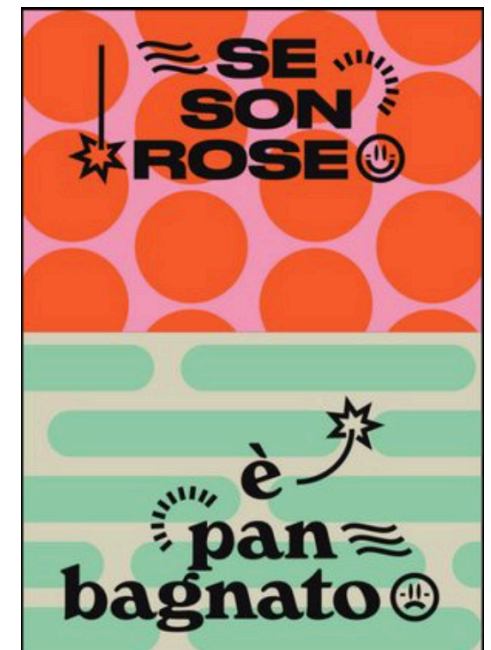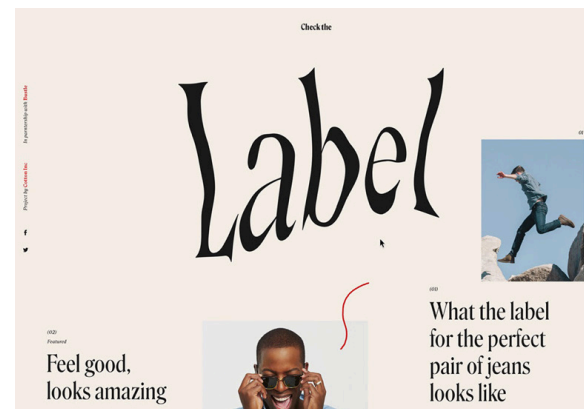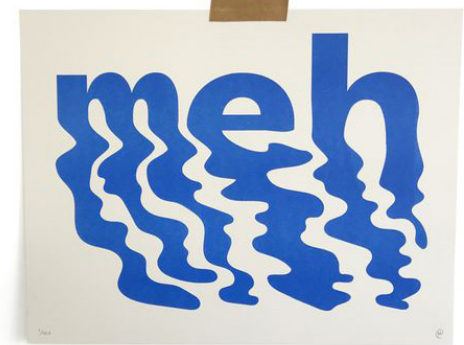
Recommended Font Pairings and Color Palettes

We want bold fonts that we can play with,
and a bright color palette to make it pop

1. **BW Stretch**

123456789
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
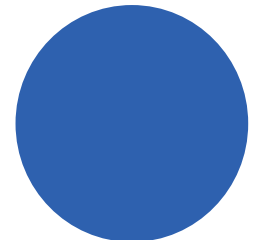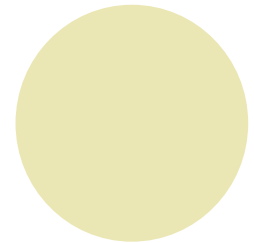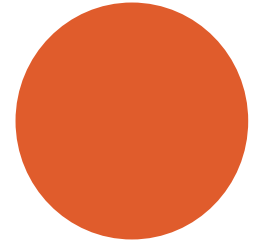123456789
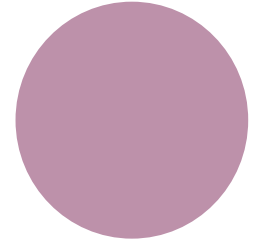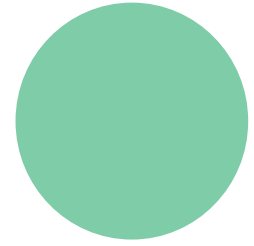AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

2. **Futura**

123456789
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

Brand Direction #3: Organic Fun

"We want to take people outside of their everyday aesthetic experience and give them a new space to encourage a new framework/ perspective/create some 'aha's for them about their work."

This direction borrows from Zine culture. It's a movement that empowers individuals and countercultures who wan to share their interests or art. It frequently draws from a DIY mentality that **encourages creativity**. Visually, they often combine playful textures and screen-printing techniques with drawings and doodles or handwritten lettering - the overall effect is a magazine that is **unconventional** and has that **distinctly human**.

Here are some of the websites that we looked at and liked that fit in this category:

- [Eleven Plants for Dum Dums](#)
- [Creature Learning](#)

Keywords:
Whimsical, Creative, Unconventional
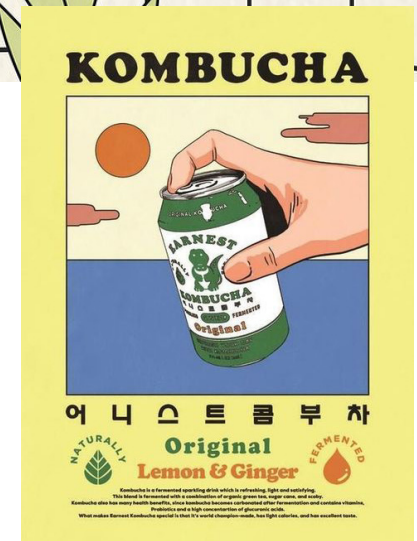
Recommended Font Pairings and Color Palettes

Organic, handwritten typography

1.

HANDWRITING

Roboto (body)

123456789
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

2.

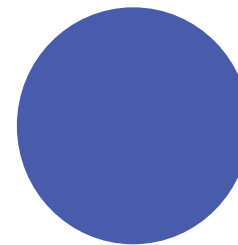## News Gothic
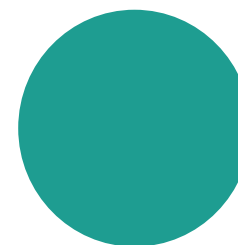
123456789
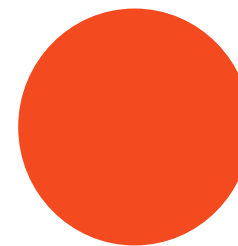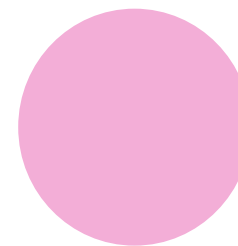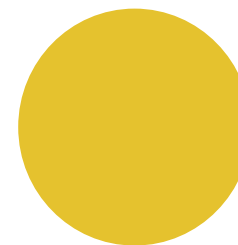**AaBbCcDdEeFfGgHhIiJjKkLlMmNn**
OoPpQqRrSsTtUuVvWwXxYyZz

Letter Gothic STD

123456789
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

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Thank You!

Take a look, let us know what you think - let's talk again on November 6th or 9th?