

PrepToDo — Brand & Logo Design Brief

1. Brand Overview

PrepToDo is an AI-powered CAT (Common Admission Test) preparation platform with a **strong specialization in VARC (Verbal Ability & Reading Comprehension)**.

It is built for serious MBA aspirants who want **daily improvement, intelligent feedback, and measurable progress**, rather than generic coaching content.

PrepToDo combines:

- Daily AI-generated practice questions
- Personalized learning paths based on individual weaknesses
- Deep analytics and reasoning graphs
- Social learning through leaderboards and study groups

This is not a mass-market education app.

PrepToDo is a **focused, premium, performance-driven product** designed for aspirants targeting top MBA colleges.

2. Core Idea of the Brand

PrepToDo is about turning preparation into consistent action.

The brand is built around:

- Daily effort
- Structured progress
- Intelligent feedback
- Clear movement toward a goal

It should visually communicate **journey, momentum, and achievement** — not shortcuts or luck.

3. Brand Personality

The brand personality should be clearly reflected in the logo and visual identity.

- **Intelligent & Precise**

Data-backed, AI-driven, analytical, accurate

- **Growth-Oriented**

Daily improvement, streaks, progress tracking, upward movement

- **Thoughtful & Strategic**

Focus on reasoning, comprehension, and clarity — not rote learning

- **Modern & Dynamic**

Tech-forward, clean UI, smooth transitions, contemporary feel

- **Collaborative**

Community learning, peer motivation, shared goals

The brand should feel **smart, focused, confident, and aspirational.**

4. Name Meaning & Design Interpretation

PrepToDo breaks down into:

- **Prep** → Preparation for CAT
- **To** → Journey, transition, progression
- **Do** → Action, execution, achievement

The logo should reflect:

- Movement from preparation to execution
 - A clear path toward success
 - Consistency turning into results
-

5. Visual Metaphors to Explore

Designs may explore one or more of the following metaphors, but should remain minimal and modern.

Journey & Progress

- Ascending paths or steps
- Upward trajectories
- Progress bars or completion indicators
- Paths leading toward a goal or peak

Intelligence & Learning

- Abstract brain or neural patterns
- Graph or node structures
- Books transforming into digital elements
- Light or insight motifs (used subtly)

Daily Practice & Consistency

- Streak indicators
- Circular motion suggesting daily cycles
- Calendar or check-based symbolism (minimal)

Verbal & Reading Focus

- Open books or pages (modernized)
- Text lines or quotation marks
- Letter-based abstractions (P, T, D)

Achievement & Precision

- Targets or bullseyes
 - Checkmarks or ticks
 - Badges or marks of completion
-

6. Logo Concept Directions

Designers are encouraged to explore **2–3 strong directions**, not all.

Concept Direction 1: The Ascending Path

- A stylized path or staircase forming the letter "P"

- Each step subtly represents daily practice
- Clean, geometric, minimal
- Communicates growth, discipline, and long-term progress

Concept Direction 2: Intelligent Reading

- An open book with abstract neural or graph elements
- Represents AI-powered reasoning and comprehension
- Balanced blend of education + technology

Concept Direction 3: Smart Achievement Mark

- A checkmark, target, or arrow combined with intelligent elements
- Focus on accuracy, precision, and results
- Simple, memorable, and scalable

Flame or streak symbols may be used **only if extremely subtle and premium**, not gamified or playful.

7. Color Palette Guidance

Primary Color Themes

- **Deep Blue** → Intelligence, trust, professionalism
- **Vibrant Purple** → Creativity, wisdom, premium tech feel
- **Emerald Green** → Growth, success, progress

Accent Colors

- **Orange / Amber** → Energy, daily streaks, motivation (accent only)
- **Cyan / Teal** → Modern, fresh, tech-forward

Usage Notes

- Gradients are allowed but should be smooth and minimal
- Must work well in both light and dark modes
- Avoid overly bright or childish tones

8. Typography Direction

Wordmark Style

- Modern sans-serif
- Medium to bold weight
- Clean letterforms
- High readability at small sizes

Personality Balance

- Not playful or cartoonish
- Not overly corporate or stiff
- Professional, confident, and approachable

Preferred Font Families

- Inter
- Poppins
- Space Grotesk
- Outfit
- Plus Jakarta Sans

Custom modifications to letterforms are welcome if subtle.

9. Style & Design Rules

Must Be

- Modern, minimal, clean
- Geometric and structured
- Scalable from 16px to large formats
- Distinctive and memorable
- Functional in monochrome

Must Avoid

- Graduation caps, pencils, school icons
 - Over-illustration
 - Mascots or childish visuals
 - Generic coaching-class aesthetics
-

10. Logo Variations Required

The final logo system should include:

- Full logo (icon + wordmark, horizontal)
 - Stacked logo (icon above wordmark)
 - Icon-only version (app icon, favicon)
 - Wordmark-only version
 - Monochrome versions (black, white, single color)
-

11. Technical Requirements

- Vector formats: SVG, AI, EPS
 - Works in full color and single color
 - Clear space defined around logo
 - Responsive and adaptable across sizes
 - Minimum size: 16×16px
 - Maximum use: 1024×1024px app icons
-

12. Competitive Differentiation

PrepToDo should visually feel:

- More focused than Unacademy
- More intelligent and serious than BYJU'S
- More premium and modern than Toppr

The brand should signal "**built for serious CAT aspirants**" at first glance.

13. Use Cases

The logo will be used across:

- Mobile app icons (iOS & Android)
 - Web app header
 - Website landing pages
 - Social media profiles
 - Email signatures
 - Marketing decks and brochures
 - Certificates and achievements
 - Future merchandise (optional)
-

14. Emotional Response to Aim For

When a student sees PrepToDo, they should feel:

- Focused
 - Motivated
 - Confident
 - Empowered
 - Strategically prepared
 - Capable of consistent improvement
-

If you want, next I can:

- Convert this into a **Canva slide deck layout**
- Create a **logo evaluation checklist**
- Or narrow this into a **single locked design direction** for faster execution

Logo Ideas



 Preptodo



 Preptodo

PreptoDo

PreptoDo



PreptōDo



PreptōDo



UI COLOR SYSTEM — RATIONALE & DERIVATION

Design Objective

PrepToDo is a high-focus, long-session learning product for serious CAT aspirants. The color system must support:

- Cognitive clarity during extended study sessions
- A sense of measurable progress and consistency
- Trust in AI-driven feedback and analytics
- Motivation without visual fatigue

The color palette is derived from **learning psychology, attention economics, and competitive differentiation in Indian EdTech.**

WHY A GREEN-LED PRIMARY SYSTEM

Psychological Reasoning

Green sits at the center of the visible spectrum and requires the least effort for the human eye to process. This makes it ideal for interfaces used for long durations.

For PrepToDo, green represents:

- Stability and consistency (daily practice)
- Growth over time (progress, improvement, streaks)
- Calm confidence rather than hype

Unlike red or orange, green does not increase anxiety.

Unlike blue alone, it does not feel cold or detached.

This directly supports:

- VARC practice sessions lasting 60–120 minutes
 - Reduced cognitive fatigue
 - Higher retention and repeat usage
-

Brand Reasoning

PrepToDo is not a generic EdTech platform. It is:

- Specialized (CAT VARC only)

- Performance-driven
- Data-backed and AI-led

Green differentiates PrepToDo from:

- Unacademy's playful green
- BYJU'S heavy purple
- Toppr's energetic orange

By using **deep teal-green instead of bright green**, the brand avoids childishness and communicates seriousness and premium intent.

PRIMARY BRAND COLORS (DERIVED LOGIC)

Deep Teal Green — #0F5F53

This is the core brand color.

Derived to represent:

- Intelligence and trust (blue undertone)
- Growth and progress (green base)
- Premium seriousness (reduced saturation)

Used for:

- App navigation
- Headers
- Primary brand presence
- App icon base

This color becomes the visual anchor of PrepToDo.

Progress Green — #14E38A

This color exists specifically for **success feedback**.

Derived to represent:

- Completion
- Forward motion

- Daily streak reinforcement

Used for:

- Primary CTAs
- Progress bars
- Streak indicators
- Achievement moments

It is intentionally brighter than the base green to visually separate *action* from *structure*.

Soft Mint — #E6FBF3

This color is derived as a low-contrast support layer.

Purpose:

- Reduce eye strain
- Create breathable UI surfaces
- Allow data-heavy content to stand out

Used for:

- Card backgrounds
 - Soft highlights
 - Success containers
-

NEUTRAL SYSTEM — COGNITIVE READABILITY

The neutral palette is derived to support **text-first interfaces**, essential for VARC.

Principles Used

- High contrast without pure black
- Warm undertones to avoid harsh reading experience
- Clear hierarchy between primary, secondary, and muted text

This ensures:

- Comfortable reading of passages
 - Clear separation of explanations, options, and insights
 - Better focus during comprehension-heavy tasks
-

WHY BLUE IS SECONDARY, NOT PRIMARY

Analytical Reasoning

Blue is associated with:

- Intelligence
- Precision
- Logic and data

However, overuse of blue leads to:

- Emotional detachment
- Cold or corporate feel
- Reduced motivation in learning products

Therefore, blue is reserved only for:

- Analytics
- Performance graphs
- Percentile movement
- Insight-driven UI elements

This ensures blue communicates **thinking**, not **emotion**.

Secondary Accent Colors

Insight Blue — #2563EB

Used for:

- Accuracy graphs
- VARC performance breakdowns
- AI reasoning visualizations

Deep Indigo — #1E40AF

Used for:

- Rank movement
- Leaderboard highlights
- Competitive cues

These colors are intentionally limited to prevent visual noise.

FUNCTIONAL COLORS — BEHAVIORAL FEEDBACK

Functional colors are derived from universally learned behavioral cues:

Success — #16A34A

Reinforces correct answers and streak completion

Warning — #F59E0B

Signals urgency without panic (time pressure)

Error — #DC2626

Clearly marks mistakes without being overly aggressive

Information — #0EA5E9

Used for AI explanations and tips to encourage curiosity

These colors should never be overused outside their defined roles.

DARK MODE — FOCUS-FIRST DERIVATION

Dark mode is derived not for aesthetics but for:

- Night study sessions
- Reduced eye strain
- Focused immersion

Colors are shifted, not inverted, to preserve brand identity.

Key rule:

Primary green remains unchanged to retain brand consistency.

GRADIENT LOGIC

Gradients are derived from the core brand color itself, not external hues.

Purpose:

- Mark milestones
- Celebrate achievements
- Highlight onboarding and key moments

Gradients are never used in reading or practice flows to avoid distraction.

SUCCESS CRITERIA FOR THIS COLOR SYSTEM

This system is successful if:

- Users can study for long periods without fatigue
 - Progress and success are instantly recognizable
 - Analytics feel intelligent, not intimidating
 - The brand feels premium, focused, and trustworthy
 - PrepToDo is visually distinct from mass-market EdTech apps
-

FINAL COLOR STRATEGY SUMMARY

Green leads for trust, growth, and consistency

Blue supports for intelligence, analytics, and precision

Neutrals ensure readability and focus

Accents reinforce progress and achievement

This system visually encodes **reasoned success**, not superficial motivation.

PrepToDo UI Color Palette

Primary Green-Led Palette

Used for primary UI elements and base brand identity.

Primary Green (Brand Core)

#0F5F53

Accent Green

#14E38A – Progress, Streaks

Soft Mint

#E6FBF3 – Backgrounds, Panels

Neutral Colors

Primary Text #0E1F1C

Secondary Text

Muted Text #8FAFB0

Borders #DCEEEE

Light Background

Light Background

Secondary Blue Accent Palette

Secondary Blue Accent Palette

Used for analytics, secondary accents, and motivation cues

Insight Blue

#2563EB

Charts, Analytics

Soft Sky

#E8FOFF

Chart Backgrounds

Neutral Colors

Primary Text #0E1F1C

Muted Text #4FAA65

Light Background

Deep Indigo

#1E40AF

Leaderboard Highlights

Functional Colors

Success

#16A34A

Warning

#F59E0B

Error

#DC2626

Information

#0EA5E9