



# Style Guidelines

visual guide



**we believe in creating  
transformational  
experience for  
our students, which will  
lead to a brighter  
professional future**

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the smartest way to explore University life



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# 01 Vision of Crowfessor

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The vision of Crowfessor is to help current students of Victoria University to be more informed and assist them towards more professional vision. The chatbot is committed to provide assistance and help students with their personal and professional development.



# 02

## Brand Tone

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Brand Personality: **Smart, reliable & friendly**

Brand Tone of Voice

### Our voice is

**Friendly**

### Because

We radiate a feeling of warmth and make students feel comfortable.

### What we do

Speak to students in a friendly yet professional manner.

**Helpful**

We want to make students feel that we are ready to listen assist, and guide them.

Treat everyone with respect and offer a lending hand whatever queries they have or whenever problems may arise.

**Knowledgeable**

We will provide you the right answers to your queries and give you expert advice.

Give meaningful data from reliable sources and provide useful tips and information

# 03

## Anatomy of Name & Logo

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Crows have long been heralded for their high intelligence—they can remember faces, use tools, and communicate in sophisticated ways. Recent studies also have shown that crows have cognitive abilities. This means they have the brainpower to solve higher-order, relational-matching tasks, and they can do so spontaneously. With all of these great facts in mind, we chose a crow to be our brand mascot.

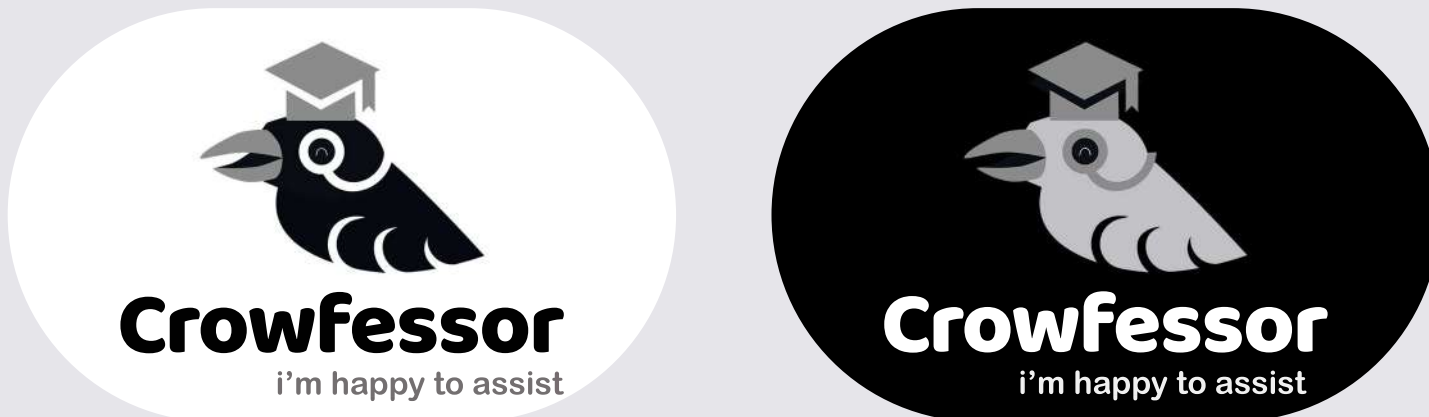
Our team also wanted to portray our hardworking professors who are always there to educate, lend a helping hand, and guide us towards our professional life. Thus, the name **Crowfessor** was born

## Evolution of design



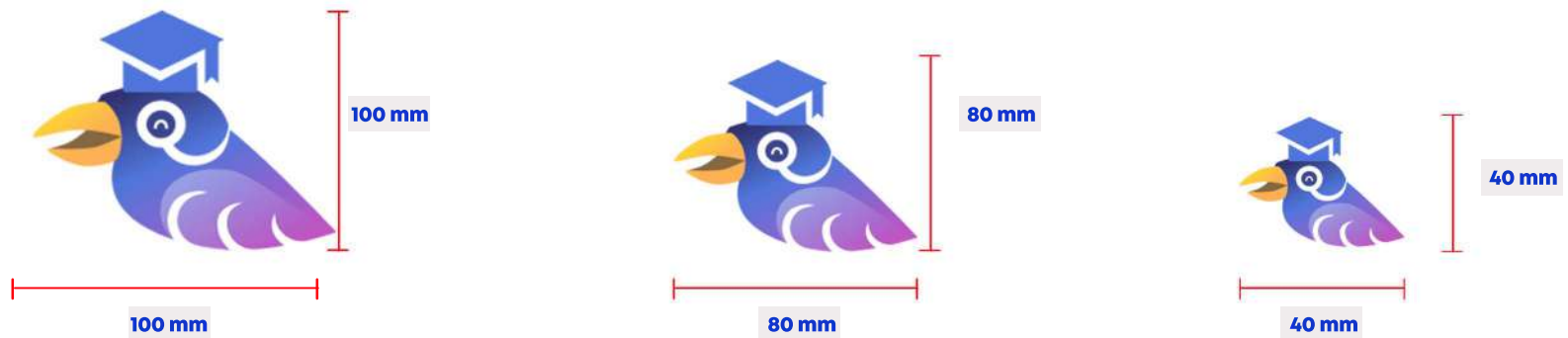
Crow Mascot is wearing a monacle and mortarboard for a smart and scholarly look

## monochrome Version



# Construction

## Minimum Logo Sizes



The Crowfessor or Corporate logo comprises of three elements.  
the logo, logo type and the tag line



# 04

## Typography

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Baloo is an affable display typeface. It is a distinctive heavy spurless design with a subtle tinge of playfulness and all the bare necessities of type. Snuggling several scripts under a single weight, the typeface focuses on giving equal justice to every act of this gentle jungle affair to secure single and multi-script use **main logo Type**

Arial Rounded MT bold font is a development of the widely used and versatile Arial typeface. Rounding the ends of the strokes imparts a very different feel to the typeface, especially in the heavier weights, where the rounding is more apparent **Tagline logo Type**

Aa

A B C D E F H I J K L M N  
O P Q R S T V W X Y Z

Aa

A B C D E F H I J K L M N  
O P Q R S T V W X Y Z



**Baloo**  
Main logo type



Glyph



**Arial Rounded  
Mt Bold**  
Tagline type



Glyph

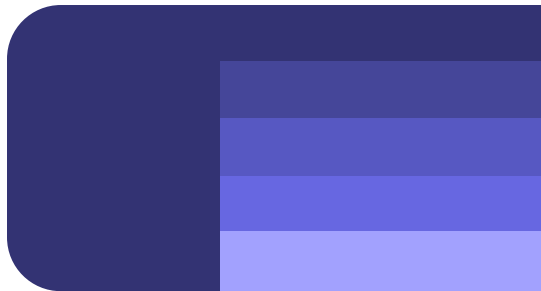
# 05

## Colors

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Color Pallete by Pantone. RGB, CMYK and Gradients.

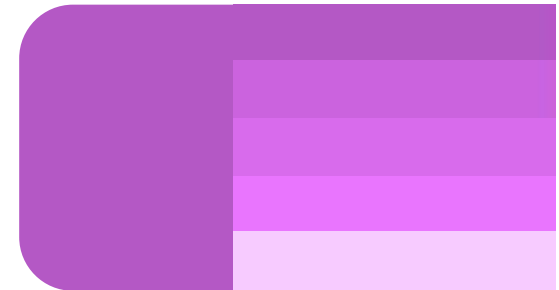
Shades of Purple: These colors are associated with Wisdom, Intelligence, and Creativity



Corporate color 1  
**#333373**



Corporate color 2  
**#5075dc**



Corporate color 3  
**#B559C5**

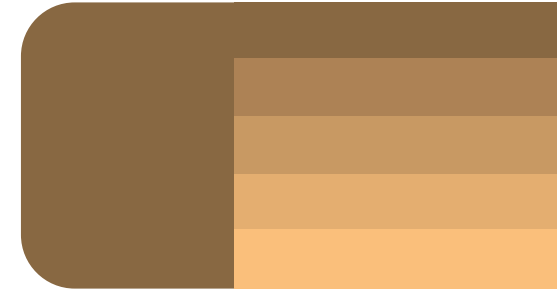
Shades of Yellow and Orange: These colors are associated with Warmth, Friendliness, and Happiness



Corporate color 4  
**#FFD338**



Corporate color 5  
**#FFB054**

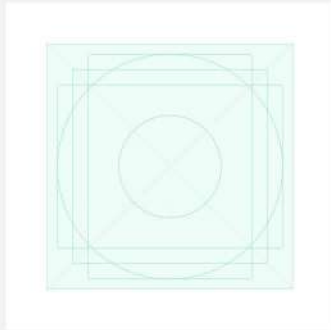


Corporate color 6  
**#876742**

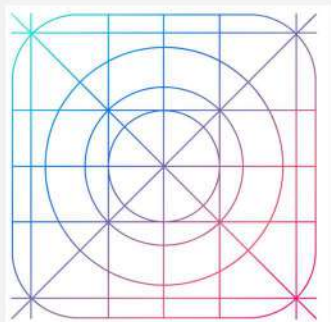
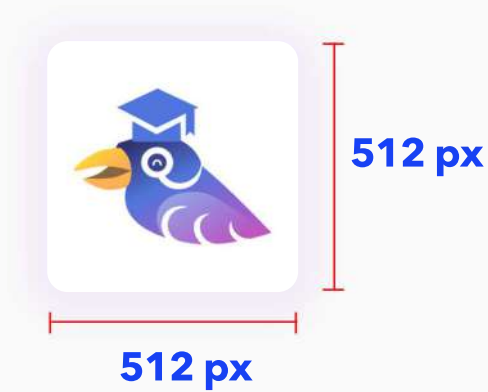
# 06

## App Icon

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Android app icon grid



iOS app icon grid

