

Design Documentation

 prime.

Visual identity
& Brand Guidelines
for Prime

Stream your future!



Brand

**STREAM
YOUR
FUTURE**

Visual identity
& Brand Guidelines
for Prime



Introduction

Created in 2017, our digital service concept was developed around the idea of the user's need to have all the information for researching an university or discovering it even, disposed all together and in one place. Also, the point of novelty for the platform is the online livestream, which lets the person experience more of the university's atmosphere.

Prime aims to be the ultimate (prime) online platform for future students from all around the world to use in order to decide towards college education abroad and for top universities.

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Purpose

Our main purpose is to cover most of the needed information a future student abroad could use in his or her research, for making their decision easier and suitable. Our goal is also to decrease the dropout rate among students, once their programme of studies is better chosen for themselves from the beginning.

Message

**IT IS NOT ABOUT
MAKING A
DECISION, IT IS
ABOUT MAKING
THE BEST ONE, FOR
YOUR FUTURE!**

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1.

Brand Pillars

Mission:

Our purpose is to inspire young people's future choices, as well as making it easier for them to decide upon their further education.

Vision:

We are aiming to be the ultimate (prime) online platform for future students from all around the world.

Values:

Knowledge Experiencing Quality

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Logo



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Logo Description

Our logo is an unique symbol representing Prime and the idea behind it, the best (1) online platform for students.

Is an abstract sign created from a simple text, the - i - is cut and the dot is sliding to the end of the word.

prime



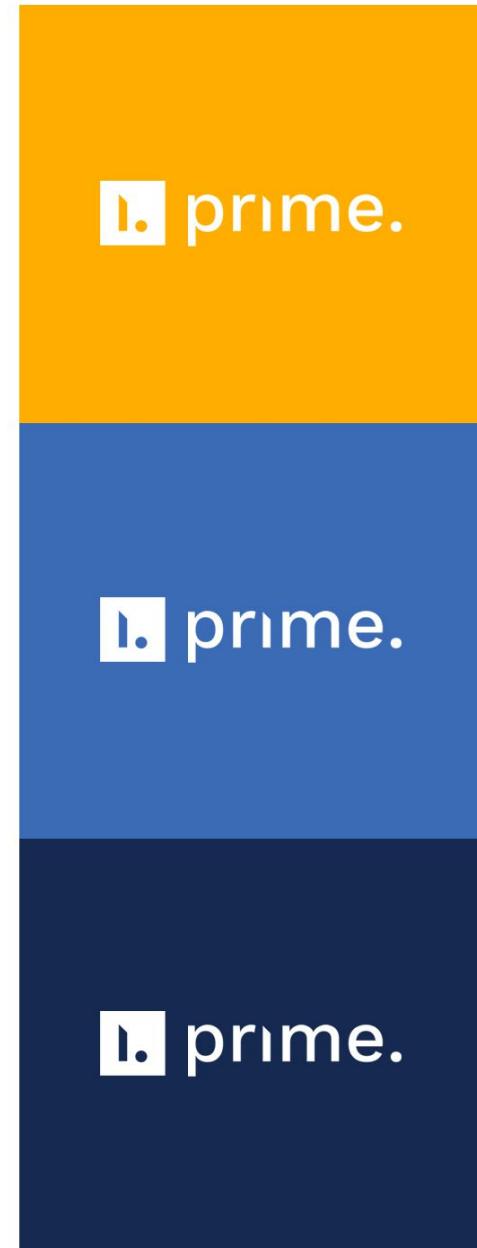
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All logos

Logo + Type Horizontal



Logo + Type Vertical



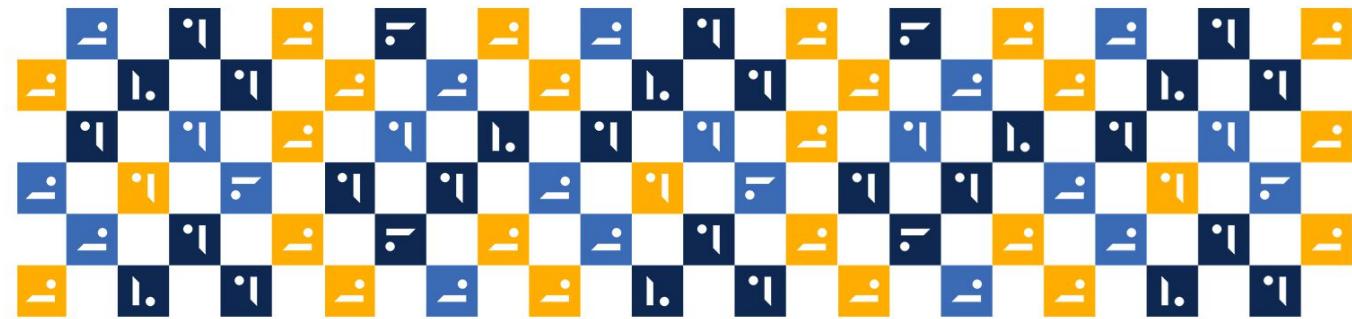
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Logos & Co-branding

Use white version of logos when co-branding, to avoid clash of colors.



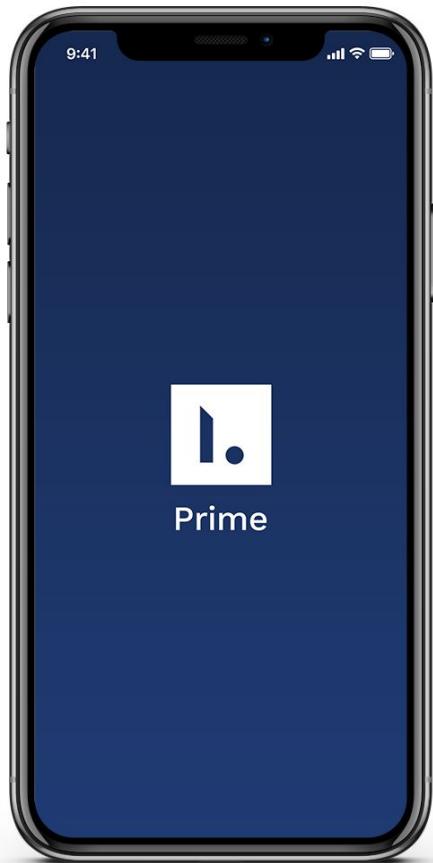
Symbol Pattern



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App Logo

Prime App icon
Available in Store
2017



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Colors

Bright color scheme which focuses on the young students (target audience)

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Dark blue is often associated with depth and stability. It symbolizes trust, loyalty, wisdom, confidence, intelligence, faith, truth, and heaven.

#0E2851

Blue is the color of the sky and sea. Is considered beneficial to the mind and body. It slows human metabolism and produces a calming effect.

#4167B1

Orange is associated with meanings of joy, warmth, heat, sunshine, happiness, fun, enjoyment, balance, sexuality, freedom, expression, and fascination. Orange is the color of joy and creativity.

#FFAE00

Typography

Work Sans is a typeface family based loosely on early Grotesques, such as those by Stephenson Blake, Miller & Richard and Bauerschen Giesserei. The Regular weight and others in the middle of the family are optimized for on-screen text usage at medium-sizes (14px-48px) and can also be used in print design. The fonts closer to the extreme weights are designed more for display use both on the web and in print. Overall, features are simplified and optimized for screen resolutions; for example, diacritic marks are larger than how they would be in print. A version optimized for desktop applications is available from the Work Sans github project page.

Work Sans
Work Sans
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User Testing

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Think aloud test

All users thought that the website it is well structured, the word "clear" being mentioned often. One user asked what kind of lectures will be streaming and also thought that the menu of universities, where you can select the country, should be bigger.

The homepage was described as being nice by another user and the idea was also appreciated.

5 second test

1. What does this site do?

#1 user: I do not know exactly.

#2 user: It's kind of a presentation of universities.

#3 user: Let's you know about schools/universities.

2. What did you like most about the design?

#1 user: The typography/text.

#2 user: The way that the elements are on the page.

#3 user: That it is clear, logic. I think it is easy to use.

3. What did you like least about the design?

#1 user: I liked everything.

#2 user: Nothing.

#3 user: There is a home button when I open the page that I do not understand.

Trunk test

1. What site is this?

#1 user: It is a site about universities.

#2 user: It is a site about education and young people. I think it is a site for students.

#3 user: It is a site about lecture streaming.

2. What page are you on?

3/3 users knew they were on homepage

3. What are the main sections?

3/3 users found the main sections in the navigation bar: home, about, universities, livestream, contact

4. What navigation options do you have here?

3/3 users said they have the navigation bar, the login and newsletter subscription as navigation options

5. Where are you in the scheme of things?

3/3 users knew they were on the homepage

6. How can you search?

3/3 users said they can search using the navigation bar (there is no search bar)

Design Brief

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24 practical requirements of trademarks



Per Mollerup's taxonomy for trademarks:
Picture and letter mark.

- | | |
|-----------------------------------|--------------------------------------|
| 1. Visibility Yes | 14. Fashionability Yes |
| 2. Application Yes | 15. Timelessness Yes |
| 3. Competition Yes | 16. Graphic excellence Yes |
| 4. Legal protection No | 17. "Buy-me" No |
| 5. Simplicity Yes | 18. Is it a trademark...? Yes |
| 6. Attention value Yes | 19. On screen (Phone, PC, TV...) Yes |
| 7. Decency Yes | 20. 3D No |
| 8. Colour reproduction Yes | 21. Pronunciation No |
| 9. Black & White reproduction Yes | 22. Nonverbal sounds No |
| 10. Vehicles Yes | 23. Discreet identification Yes |
| 11. Holding power No | 24. Likability Yes |
| 12. Description Yes | |
| 13. Tone of voice No | |

Organization profile

- Who are we?

We are an online platform of livestream, video guidance and university research from all around the world

- What do we do?

We offer livestream and videos of university's lectures, along with other specific information

- Where do we do it?

Online, on our platform

- How are we seen in the market place?

We are seen as an upgrade for the current educational websites and agencies

- Where do we want to go?

We aim to be ultimate platform for young people to research their further education, mainly abroad

- What is the perceived personality of the organization?

The organization should be perceived as an independent and reliable one

Key project stakeholders

- Who will approve the work?

The project manager

- Who will approve payment of the invoices?

The financial department

- Who will evaluate the success/failure of the project?

The project manager

Project objectives

- What do we want to achieve?

We want to fulfill our users expectations regarding their further education and reduce the dropout rates among student, by offering them a better understanding of their wanted study place and the possibility of discovering which one can fit them best

- Who is the target audience and what hot buttons do we need to focus on?

The target audience is the youth, people with a age range between 17-25; we should focus on their need of information and their lack of experience when it comes to making decisions

- What are our branding issues that relate to this project?

We want to be perceived as a formal organization, but also to imply a friendly approach towards our users

Scope of work

- What is our budget for the project?

Starting budget could be 20.000 DKK

- How are we going to evaluate the success and failure?

By the rate of students that found a study place through out platform

Issues

- Technical Constraints

The livestream and videos sent by current students
there should be made in a professional manner in order
to be used on our website

Procedural Requirements

- Contractual

Contracts will be made with our partners, such as
educational organizations, agencies and universities

