Brand Identity

Jadi Pintar
E-Learning Courses

LOGO | COLOR | VISUAL ELEMENT

Logo

jadi
pintar

jadi
pintar

jadi
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ON COLORED BACKGROUND

jadi
pintar

jadi
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jadi
pintar

The logo uses typography as the main element with 'light bulb' accent to reflect smart thinking.

The weight of the type/font has been designed to give the clean, modern feel but still maintain readability on small medium.

In case of using black background, use this color for the logo.

Brand Color

PURPLE

Associated with Wealth, Wisdom, Luxury and Creativity.

ORANGE

Associated with Joy, Cheerful, Enthusiasm, and Happiness.

GREEN

Associated with Freshness, Growth, Friendly.

jadi
pintar

Visual Elements

Circular objects like bubble and wave are used to give the brand the modern and playful look.

Always use this elements with the brand color.