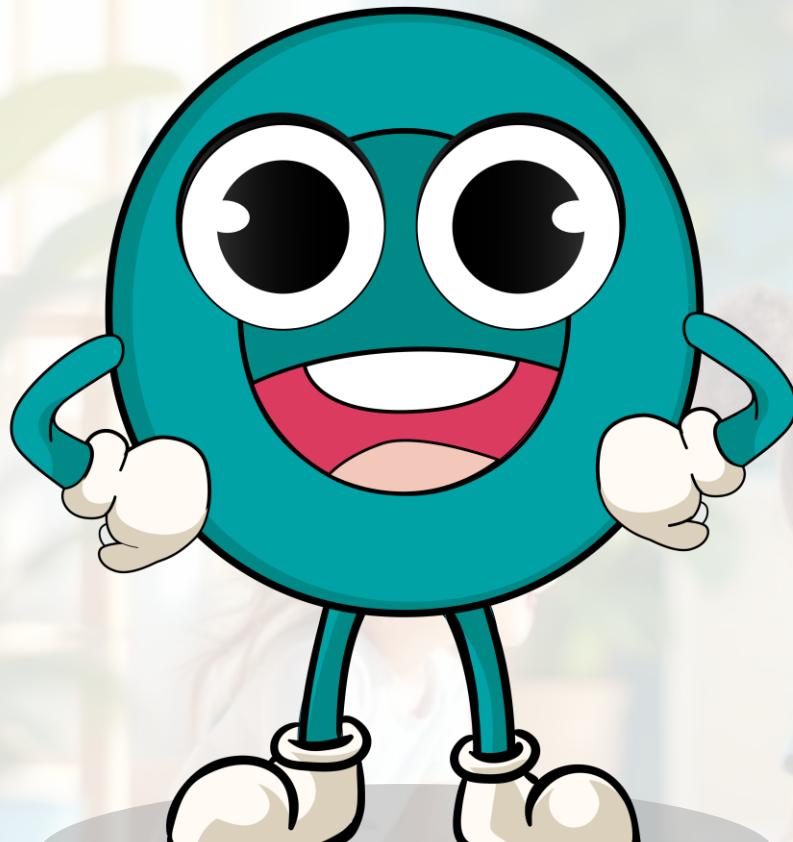


Mascot Identity for  
**VI BY**  
International  
School



# The Challenge Problem

No memorable  
brand identity

Low emotional  
connection with  
parents

Weak social &  
physical brand recall

# Business Goals

## Objective

What the business wanted:

Build trust with parents

Create child-friendly identity

Support franchise scalability

# Process



Competitor research



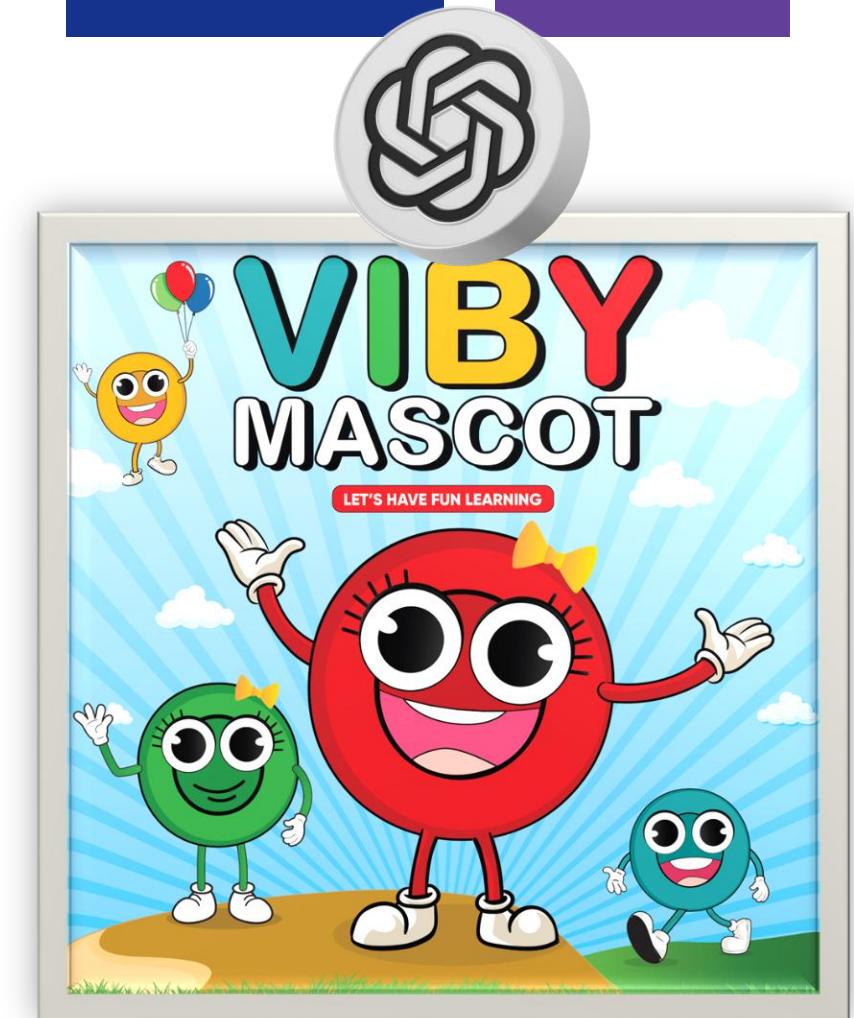
AI-assisted research (ChatGPT)



Concept exploration (3 mascot options)



Final mascot selection



# Creative Breakthrough



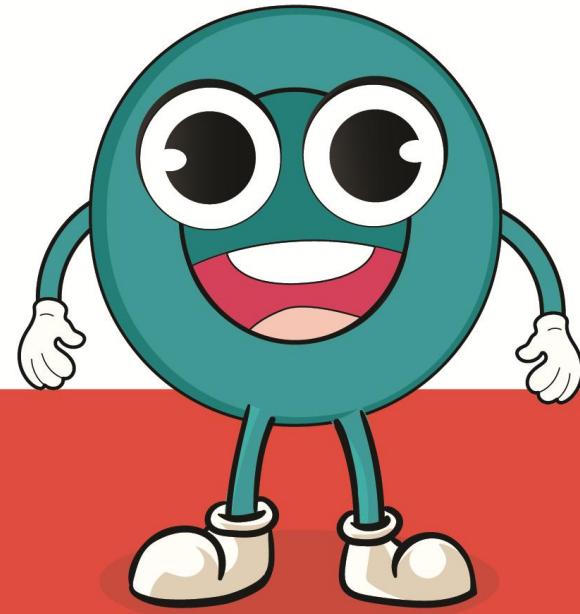
1 Typography

2 "O" letter

3 Child face



# Final Mascot



**Color Palette:** Choose from the logo

**Added more character with gender and emotions**



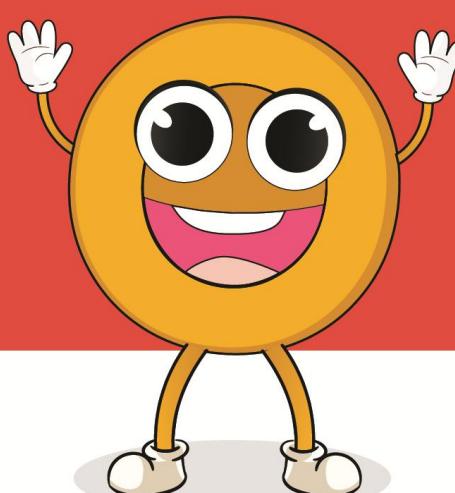
**Introvert**

In the class



**Always active**

In the class



**Funny Guy**

In the class

# Admission Form



Admission No. \_\_\_\_\_

**VIBY®  
INTERNATIONAL SCHOOL  
Learning With Fun**

**INTEGRATED CURRICULUM  
ADMISSION FORM**

**CHILD DETAILS**  
(PLEASE FILL IN CAPITAL LETTERS)

Name	Date of birth
Gender	<input type="radio"/> MALE <input type="radio"/> FEMALE
Nationality	
Aadhar/ Passport No	
Permanent Address	
Pincode	
Current/Communication Address	
Pincode	
Telephone Number	
Day Care	<input type="checkbox"/>
Play Group	<input type="checkbox"/>
LKG	<input type="checkbox"/>
UKG	<input type="checkbox"/>
Special Education	<input type="checkbox"/>

**MOTHER DETAILS**

Name:	Mobile Number:
E-mail ID:	Qualification:
Profession:	Organization:
Designation:	Office Address:
Office Telephone:	Annual Income:

**FATHER DETAILS**

Name:	Mobile Number:
E-mail ID:	Qualification:
Profession:	Organization:

**EMERGENCY CONTACT DETAILS**

Contact #1  
Relationship with child .....  
Name .....  
Address .....  
Contact Number .....

Contact #1  
Relationship with child ..  
Name ..  
Address ..  
Contact Number .....

**MEDICAL HISTORY (IF ANY)**

Doctor's Name .....  
Doctor's Contact Number .....  
Blood Group ..... Allergies if any .....  
Any other problems which you want to highlight .....

**PLEASE PROVIDE THE DETAILS ABOUT WHO WILL DROP & PICKUP THE CHILD**

Name 1 ..... Relation .....

Name 2 ..... Relation .....

**TERMS & CONDITIONS**

Each of the parents assume responsibility for  
 Drop and pick up of the child  
 Safety and Security of the child

Viby International School reserves right to administer First-aid in case of minor injury or accident involving the child. All costs incurred towards medical expenditure will be reimbursed by the parents. All fees are payable in advance of the term and are non-refundable. Viby International School reserves the right not to admit the child in case of nonpayment of the fee.

I certify that I have furnished correct information and undertake to inform the school promptly, in writing, of any subsequent changes. I agree that my child and I will abide by the regulations of the school. I understand that standard terms and conditions of the school will undergo changes from time to time as circumstances require and will apply in all my dealings with the school. I agree to meet all financial responsibilities with respect to the admission of my child to the school.

**Address**

Signature of the Parent/Guardian,  
Name: \_\_\_\_\_  
Date: \_\_\_\_\_  
Time: \_\_\_\_\_

Corporate office: Viby International School, No.149, 1st Floor, Chandrasekaran Avenue Main Road Thoraipakkam, chennai-600097.  
www.vibyinternationalschool.com

# Application

Mascot used in:



Interiors

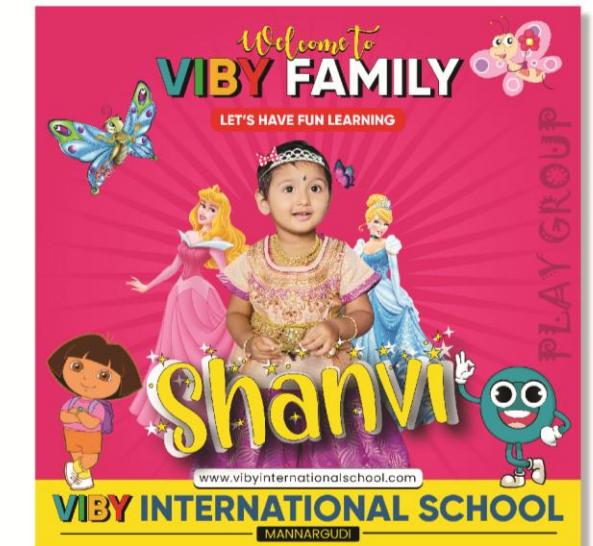


Branding



Franchise spaces

**Banner**



**Child welcome Poster**

## Results

# Outcome

Improved parent perception



Outer wall designs

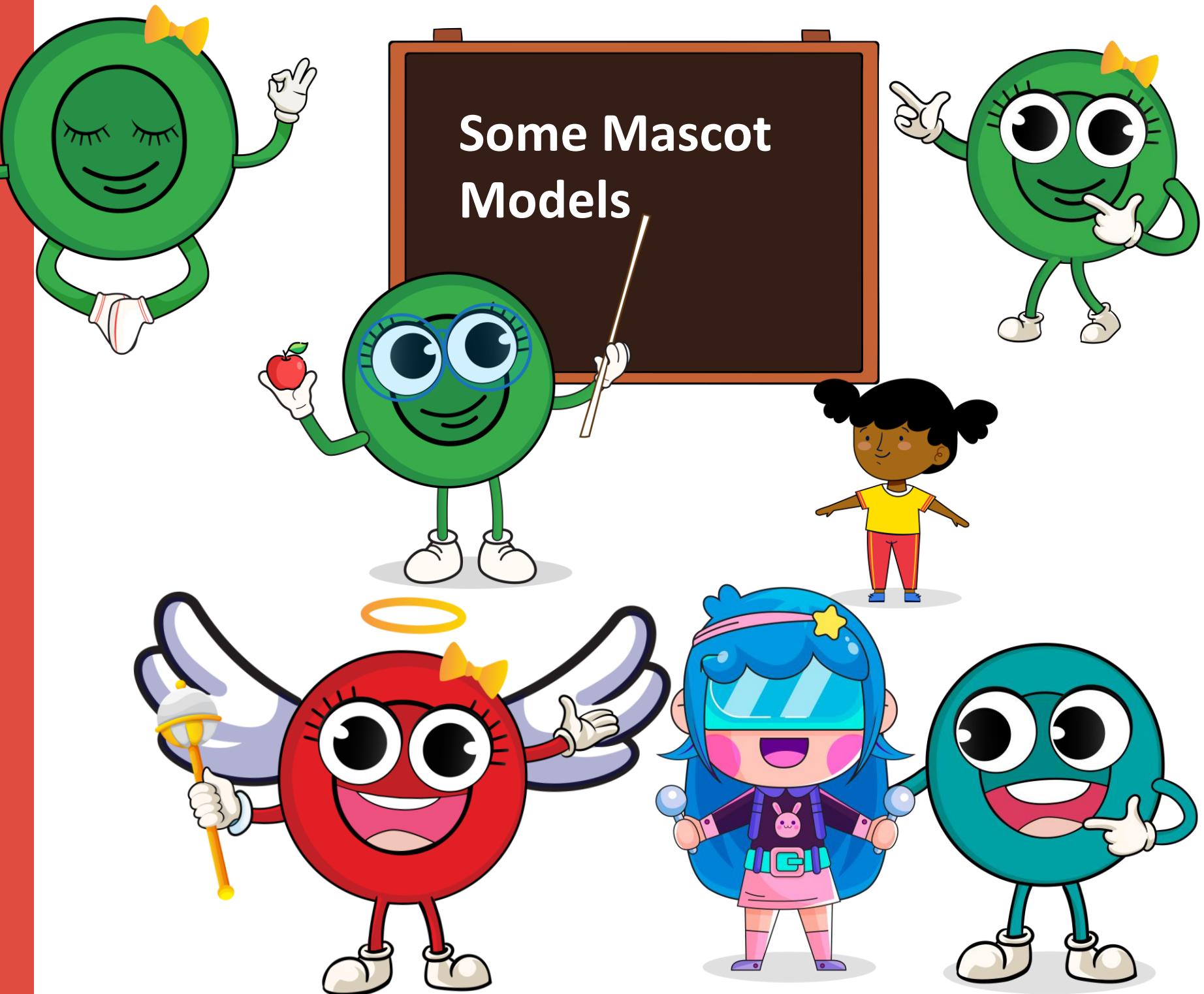
Better admission conversions



Our Theme wall



**Door sticker**



# Key Takeaway

I design brand identities that emotionally influence decisions, not just look good.

