

# Draya

Educational Academy



دراية

*Draya today... Success all the way*

Prepared by :

Innovative Minds Group



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# GROUP INFORMATION

Track: Graphic Designer

## Group Members

- ✓ Amira Emad
- ✓ Manar Hekal
- ✓ Sarah Mohsen

Group Name: Innovative Minds

- ✓ Youmna Mahmoud
- ✓ Nehal Sakr
- ✓ Mohamed Ashraf



# Company Overview



# Welcome To Our Academy



## Draya today... Success all the way

In Egypt, where the potential of our children is a cornerstone of our nation's future, **Draya** Academy is pioneering a new era of inclusive and innovative education. We understand the unique needs of Egyptian families, seeking a nurturing and future-focused learning environment for their children. **Draya** is more than an academy; it is a catalyst for positive change, empowering every child to thrive.

**Draya** is an innovative educational platform dedicated to supporting children with learning difficulties while also fostering the talents and skills of all children. Our approach combines online and offline learning methods to create a comprehensive and engaging educational experience. Through tailored programs, we help children unlock their full potential and explore their interests in various fields, including programming, arts, music, and problem-solving.

# We Provide The Best Solution



## Solution for Lack of Adequate Support for Children with Learning Difficulties

Draya provides extra support and specialized programs.



## Solution for Parents Struggling to Find Inclusive Learning Environments

Draya creates a fun and helpful learning space for all children.



## Solution for Accessibility and Flexibility

Draya offers both online and in-person learning options.





## Our Academy's Vision & Mission

- To be the leading force in Egypt's educational transformation, creating a generation of empowered, creative, and technologically proficient children who will drive our nation's progress in a world of endless possibilities.
  
- Our mission is to build a future where every child, regardless of their learning style, has access to quality education. We're committed to creating an inclusive and supportive community where children learn from each other, develop essential skills, and gain the confidence to pursue their dreams.

# Brand Personality



- ✓ **Friendly & Approachable:** Draya speaks to children and parents with warmth, kindness, and empathy. The platform feels like a supportive friend who understands every child's unique learning journey.
- ✓ **Inclusive & Supportive:** Draya embraces all children – both typically developing and those with learning difficulties. It creates a safe, welcoming space where every child is valued and encouraged to grow.
- ✓ **Joyful & Positive:** With colorful visuals and interactive experiences, Draya brings joy to education. It believes that learning should be fun, exciting, and full of discovery.
- ✓ **Trustworthy & Professional:** Parents and educators can rely on Draya. The platform is built with care, backed by educational expertise, and committed to the well-being and progress of every child.



## Society Challenge

**children** with learning difficulties and disorders struggle because there aren't enough places to help them grow their skills and feel confident. They need fun, and creative ways to learn

**Parents** have trouble finding one place where all their children, whether they learn differently or not, can learn and enjoy themselves together.



## Our Responsibility

We felt it was our duty to make our community better, so we decided to build a safe place for all children, where their unique needs are met.



## Our Solution

We built "Draya" to fix this problem. "Draya" is a fun and helpful learning place for every child and give extra help to children with difficulties, so they can improve their skills.

# How Draya Helps



With 'Draya', we believe all children can learn and grow. We want to give them the best place to do that. We want to build a future where all children have the chance to succeed.

## Offering Fun Learning

We use games and projects to make learning enjoyable.

## Supporting Children with Learning Difficulties

We have special programs to help them improve their skills and gain confidence.

## Teaching Important Skills

We focus on coding, language, and basic skills that children need.



## Creating an Inclusive Space

We bring all children together, so they can learn from each other.

## Supporting Parents

We give parents the help they need to understand and support their children.



## **Name & Slogan**

---

### → Why We Chose the Name "Draya"

"Draya" means deep understanding and awareness.

We chose this name because it reflects our mission to support every child's unique learning journey – especially those with learning difficulties.

### → Our Slogan

**Arabic:**

**النجاح رحلة والبداية دراية**

**English:**

**Draya today... Success all the way**

Our slogan captures our promise:

We walk with every child on their path to success, step by step – starting with care, awareness, and strong educational foundations.



# Our Competitors



## Khan Academy

- Focus: Early childhood education (math, reading, writing, social-emotional skills).
- Mode: Primarily an app-based platform (online).
- Competitive Edge: Free, award-winning educational content for young learners, backed by the Khan Academy brand.

## i school

an Egyptian EdTech platform teaching kids (6-18) coding and tech skills through live online courses. Topics include AI, game & app development, web development, and Python. It offers hands-on learning in small groups, with no prior experience needed. iSchool is expanding globally, securing \$4.5M for growth.



[www.tazeezonline.com](http://www.tazeezonline.com)

تعزيز أونلاين (Tazeez Online)

Focus: Providing remote sessions for children with learning difficulties and speech disorders.

Mode: Online.

Competitive Edge: Offers personalized therapy and learning support remotely.



## Our Unique Point

→ what makes us unique?

Draya  
Academy

- ✓ Unlike other platforms that focus solely on either coding or learning support, we integrate both, offering a well-rounded educational experience.
- ✓ We offer both online and offline programs, providing flexibility for students and parents to choose the best learning environment.



# Project Planning & Management

## → Determine the project idea

Draya aims to build:

- ✓ **a trusted, inclusive brand** that supports children with learning difficulties through a warm, safe identity .
- ✓ **while launching a digital campaign and platform** that connects with parents and empowers every child's learning journey.
- ✓ **A printed & digital company profile** introducing Draya's mission, services, and values.
- ✓ **Unified messaging that builds trust and drives engagement with our target audience.**



## OUR DESIGN ELEMNTS



### COMPANY PROFILE

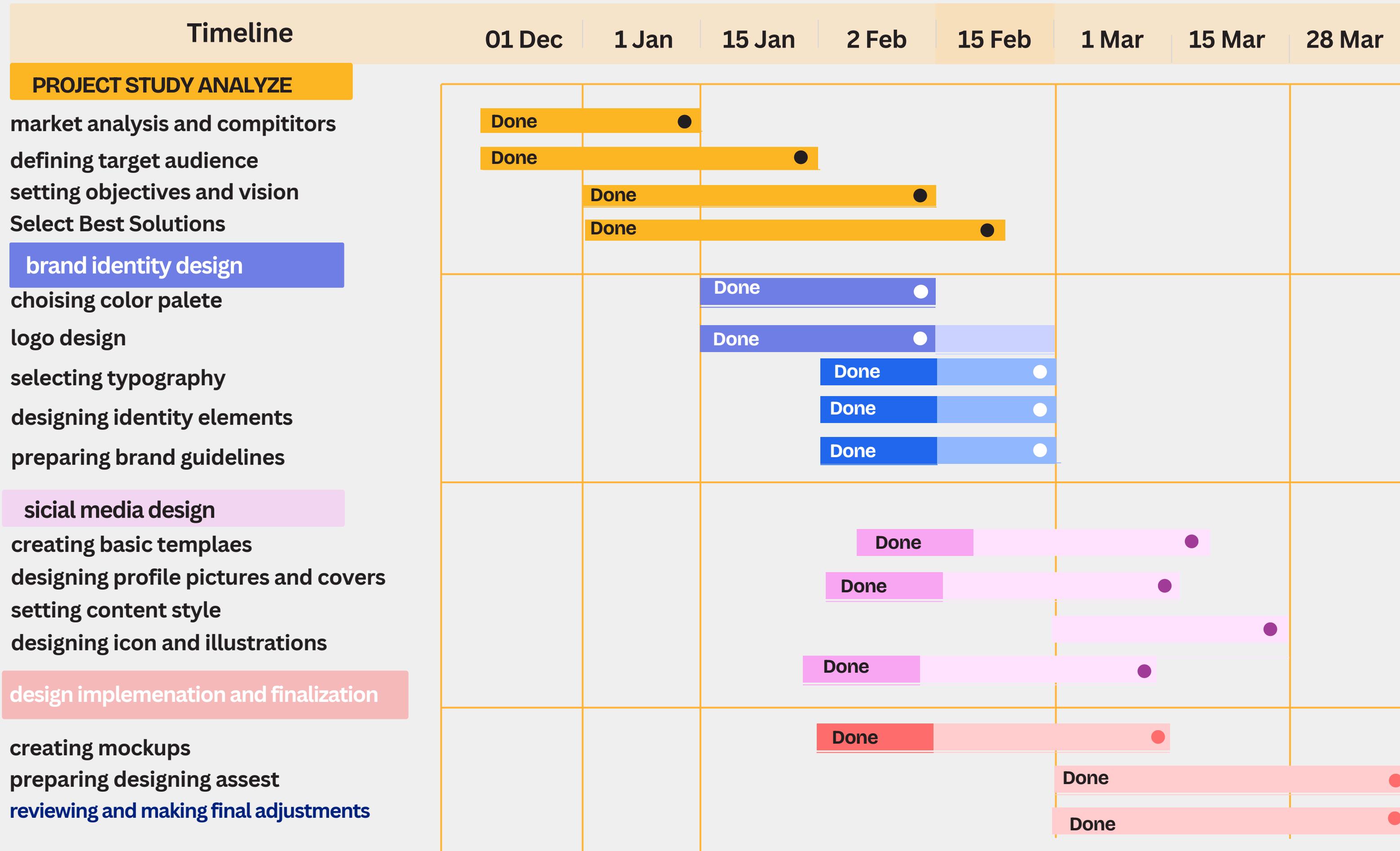
#### VISUAL IDENTITY

- ↗ Logo
- ↗ ID Cards
- ↗ Jacket Folder
- ↗ Block-note
- ↗ Identity Package
- ↗ Envelope
- ↗ Letter Head
- ↗ Promotional Calendar

#### SOCIAL MEDIA CAMPAIGN

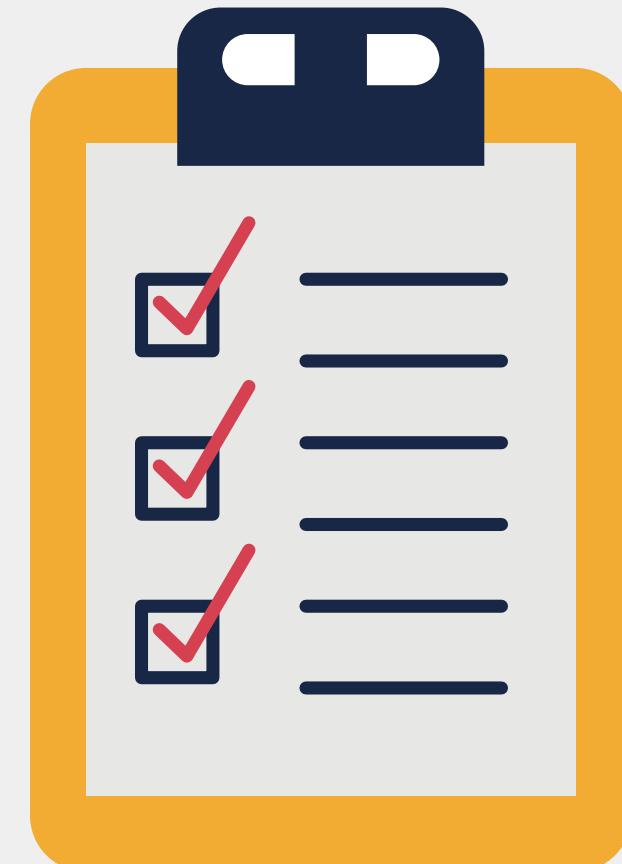
- ↗ Instagram Posts
- ↗ Facebook Posts
- ↗ Profile Picture
- ↗ Linked In Cover
- ↗ Website Interface
- ↗ Mobile App Interface

# Draya Project Gantt Chart

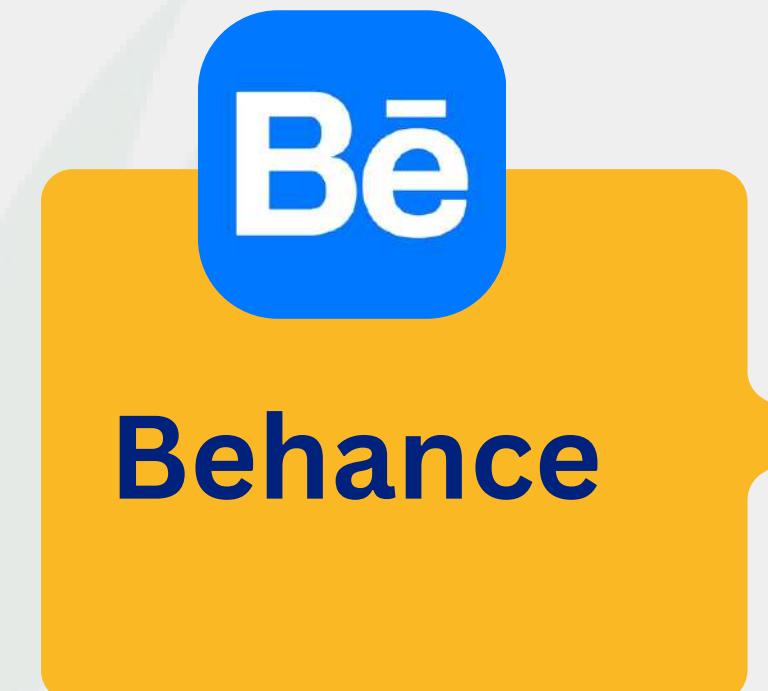
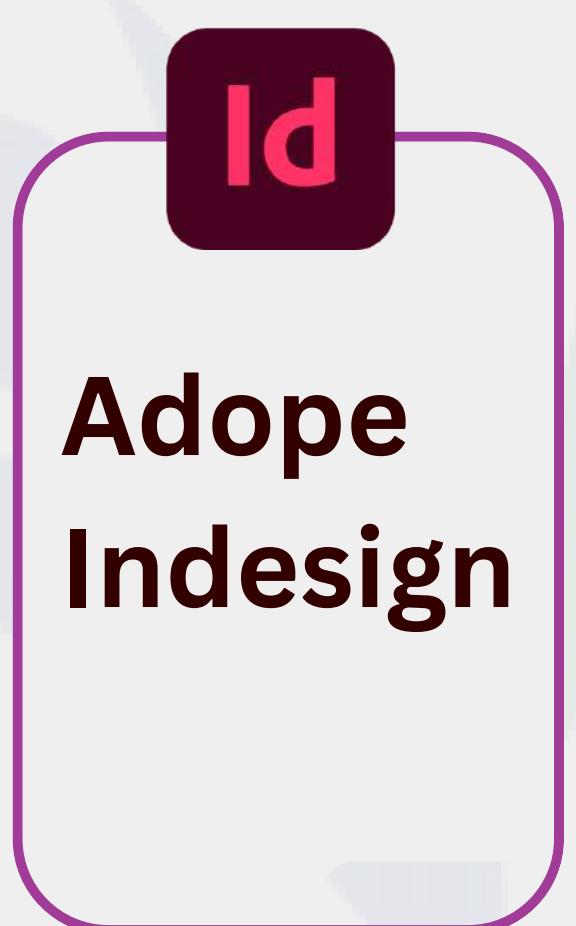
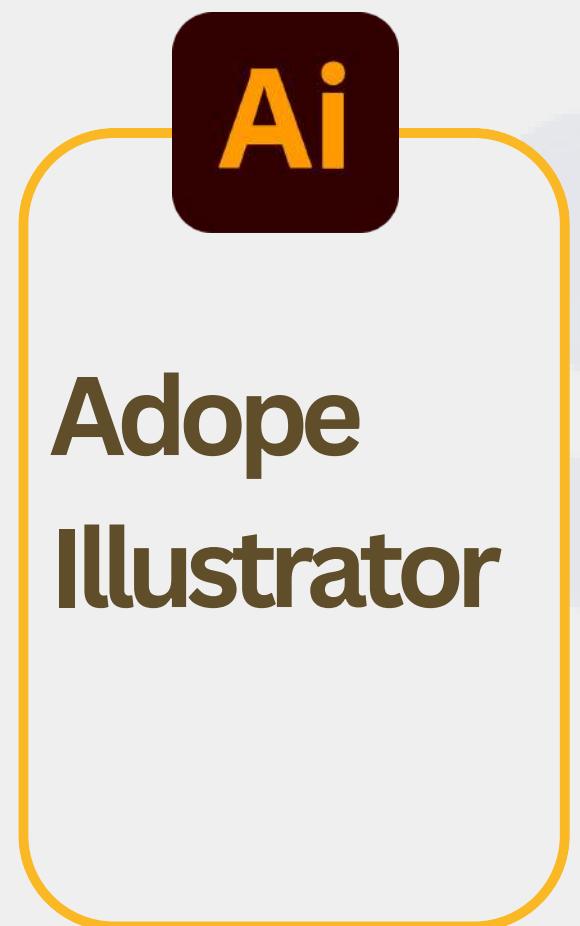


# TEAM TASKS ASSIGNMENTS

Name	Tasks
Amira Emad	Printable Designs + Presentation + paper
Manar Hekal	Social Media Designs + Logo + persona + Mockups
Sarah Mohsen	Social Media + Printable Designs
Youmna Mahmoud	Printable Designs
Nehal Sakr	Company Profile
Mohamed Ashraf	Social Media Designs + Logo + Company Profile



# Tools Used & Inspiration Platforms

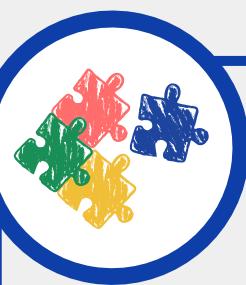


→ The Main Tools Used

→ Inspiration Platforms



# Liturature Review



## children

- Prefer project-based learning and self-exploration.
- They love games and challenges that make them think, and thrive on competitions and simulations.
- They need fun, interactive introductions to coding, robotics, AI, and space.
- They want advanced STEM challenges like programming and AI.



## parents

- Parents desire a secure and welcoming learning space, online and in person, for all children, especially those with learning challenges.
- They want equal opportunities for growth.
- They seek a blend of fun and learning, ensuring children develop vital skills for the future.
- They want a supportive, engaging environment that fosters growth for every child.



## Children with Learning Difficulties

- These learners need a safe, personalized space to learn comfortably.
- They benefit from adaptive tools and multi-sensory learning.
- They thrive with encouragement and achievable goals, building confidence.
- They deserve equal access to coding, AI, and robotics in a fun, inclusive environment that values their abilities.

## Children

**Colors:** Bright, energetic tones (blue, yellow, green, red) to spark curiosity and excitement.

**Typography:** Rounded, friendly fonts that feel fun and easy to read.

**Graphics:** Colorful cartoon-style illustrations, cute mascots, and interactive 3D elements.

**Imagery:** Robots, space adventures, AI characters, and futuristic themes to inspire creativity

## Parents

**Colors:** Soft, professional, and calming tones (teal, navy blue, warm neutrals) for credibility.

**Typography:** Clean, modern, and elegant fonts that enhance readability.

**Graphics:** Minimalistic icons, structured infographics, and clear dashboards for easy navigation.

**Imagery:** Happy children learning, family interactions, and success-driven visuals to reassure parents.

## Children with Learning Difficulties

**Colors:** Soothing, non-overwhelming shades (pastel blues, greens, purples) for a stress-free experience.

**Typography:** Simple, dyslexia-friendly fonts that improve readability.

**Graphics:** Clear icons, visual guides, and step-by-step animations to aid comprehension.

**Imagery:** Inclusive visuals representing diverse children, fostering a sense of belonging and support.



# → competitors Comparison

## Khan Academy

The Informative Giant

**Focuses on** free online resources

**Visuals are** clean but functional, not emotional

**Strong on branding** and content clarity

**Less focus on** inclusivity or emotional tone

**Draya Difference:**

**More warmth, inclusivity, and emotional engagement**



Tazeez.online – Focused Educational Support

**Specializes in** speech & learning difficulties

**Professional tone** with muted, calming colors

**Arabic-focused**, strong in support services

**Visuals show trust** & care, not playful

**Draya Difference:**

**Wider range of learners supported, more vibrant & engaging tone**



**ischooltech – The Playful Approach**

**Bright colors, and fun tone**

**Targets students** directly with informal  
visuals

**High energy but** can be visually busy.

**Draya Difference:**

**Balanced tone – fun for students,  
trustworthy for parents, cleaner visuals**

# Requirements Gathering

## → Project Objective

### Building Draya's Brand & Digital Presence

#### ✓ Goal:

To build a complete and trusted brand identity for Draya, and launch a strategic marketing campaign that promotes our inclusive mission.

#### ✓ Key Actions:

- ✓ Develop a full visual identity
- ✓ Design a user-friendly platform (app & website)
- ✓ Launch a digital campaign across Facebook & Instagram
- ✓ Create a brand that offers a safe, inclusive environment tailored to every child's unique learning needs



## Why Audience Feedback Matters:

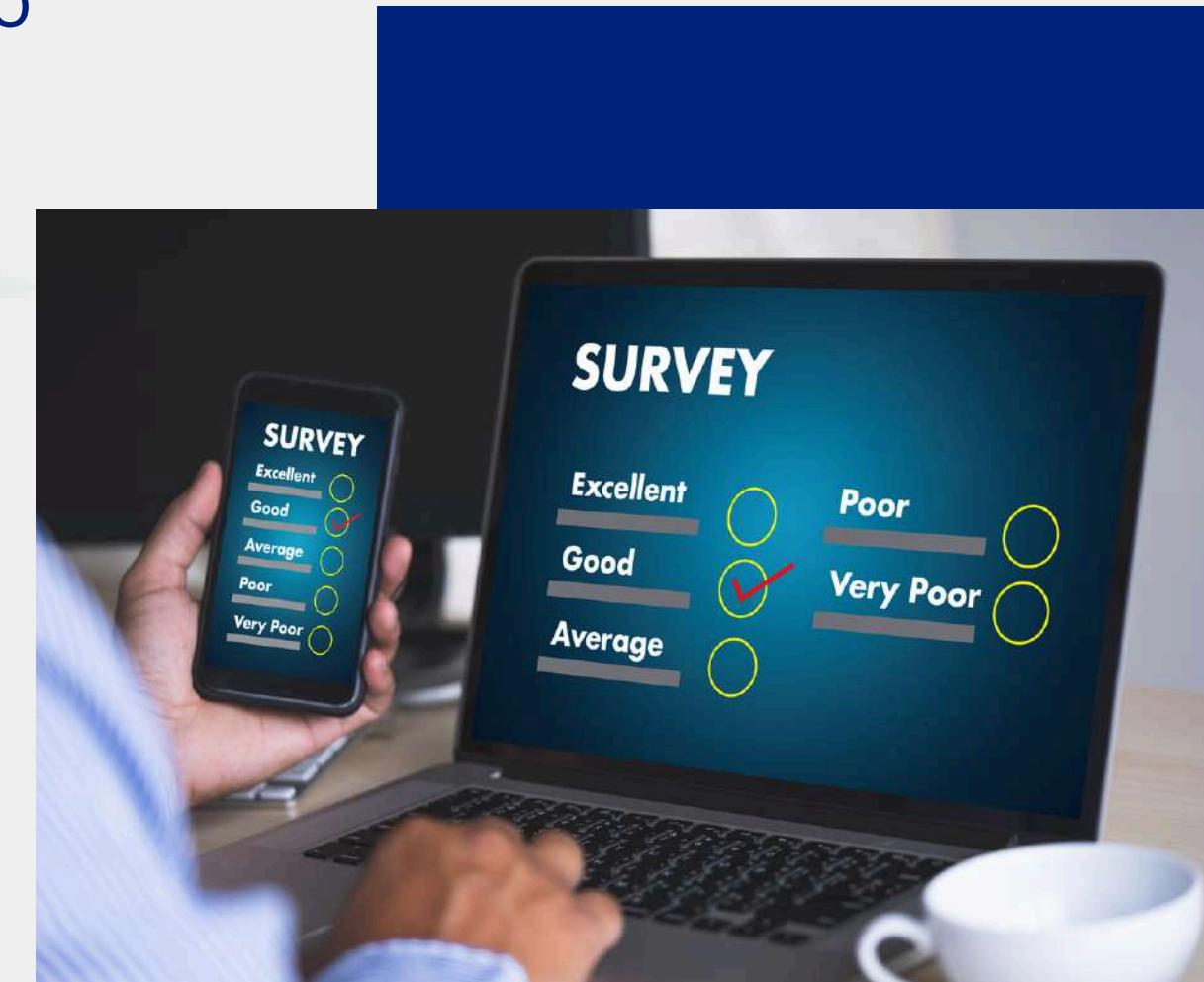
- ✓ Our campaign will be built around real insights from the people who matter most – parents and caregivers.

### We will:

- ✓ Conduct surveys to understand their expectations, struggles, and preferences.
- ✓ Tailor our messaging and content to match their voice and values  
Use their feedback to improve both the campaign and the learning experience.

### Result:

A meaningful brand and campaign that reflect our audience's needs – ensuring every child finds a place where they feel supported and grow.



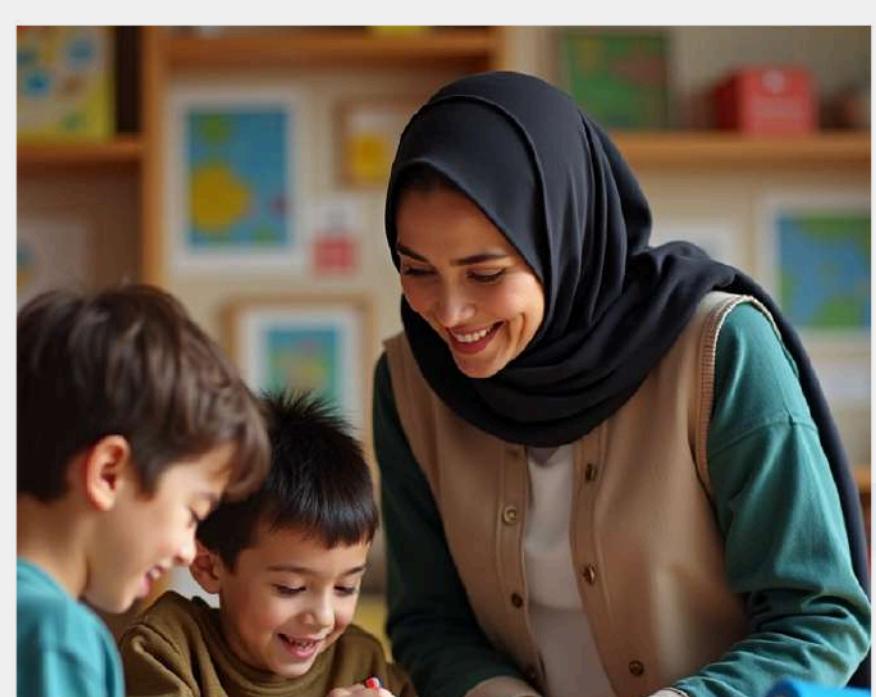
# ADAM SURVEY

Name: adam ahmed omar  
 Age: 9  
 Phone: 0123456987  
 E-mail: adam@gmail.com

Address: cairo  
 Place: nasr city  
 Date: 12/02/2025

QUESTIONS	Excellent	Good	Neutral	Bad	Very bad
I enjoy learning through games and interactive activities.	<input type="radio"/>	/	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would love to try coding and building robots.	<input type="radio"/>	<input type="radio"/>	/	<input type="radio"/>	<input type="radio"/>
prefer learning with videos, animations, and colorful visuals.	<input type="radio"/>	/	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like solving challenges and thinking like a scientist.	/	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel more excited when I earn rewards for learning.	<input type="radio"/>	/	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would love a place where I can meet and learn with other kids.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	/	<input type="radio"/>
I want hands-on activities where I can build, create, and experiment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	/
I enjoy both online and offline activities.	<input type="radio"/>	/	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## persona 1



### Amina mohamed

**Age:** 33

**Education:** Bachelor of Engineering

**Hometown:** cairo

**Family:** Married with two children

**Occupation:** Civil Engineer

"I wish I could find a place where my son with learning difficulties can learn alongside his brother without feeling different."

"If there's an online and offline system, that would be perfect when I can't physically take them myself."

#### Goals

- An inclusive educational setting that can accommodate both children together, allowing them to interact and connect naturally.
- A flexible system combining online and offline learning to fit her busy work schedule.
- Specialized educational programs tailored to each child's individual needs

#### Frustrations

- Concerns about her son with learning difficulties feeling isolated and struggling to socially integrate.
- Difficulty finding suitable educational resources for both children in one place.
- Inability to always accompany her children to activities outside the home due to her job demands.

After several months of searching for suitable educational solutions for her children, she decided to take a chance and try something new. She was constantly worried about her older son, who struggled with Dyslexia. She enrolled her children in **DRAYA** and closely observed the changes, her older son gaining more confidence and talking excitedly about his new friends who understood him. Her younger son, on the other hand, thoroughly enjoyed the coding and AI courses and participated in hands-on projects that made him feel advanced among his peers.

Amina realized she had made the right decision. **DRAYA** wasn't just a place for learning it had become their second home—a space where the children could be themselves and support one another

## persona 2



### **laila Helal**

**Age:** 10

**Education:** Grade 5 at language school

**Hometown:** Alexandria

**Family:** one brother, two sister

**Occupation:** student

"I want to learn something new every day!"

"Why don't we study more exciting things at school? Like how space works or how to build a robot?"

"I want to become an astronaut when I grow up, and I want to learn everything about planets, the solar system, and stars."

### Goals

- Innovative courses on programming and artificial intelligence suitable for her age level.
- Programs focused on exploring space and astronomy to satisfy her great passion for this field.
- An educational environment that encourages creativity and critical thinking.

### Frustrations

- The need for new and exciting educational challenges that match her intelligence level.
- Searching for ways to inspire herself and develop her talent.
- Difficulty finding fun and reliable educational resources about space and astronomy that suit her age.

laila spent most of her days exploring new ideas and playing video games, but she felt bored with the same routine. One day, while talking to her friends at school, they began discussing DRAYA they had heard about.

Laila immediately felt curious. The idea of a place where she could learn exciting new things like space exploration or game design was something she had never considered before she decided to download the DRAYA app to see what it offered. As she browsed through the app Seeing pictures and videos of kids building robots and exploring space she realized this was the perfect place to pursue her passions and discover new talents.

laila became part of the club, where she began learning something new every day and interacting with other children



## persona 3



### Adel Omar

**Age:** 41

**Education:** Bachelor of medicine

**Hometown:** Giza

**Family:** Married with one son

**Occupation:** Doctor

"How can I help my child overcome these difficulties?"

"I'm worried about his future if things don't improve."

"I wish there was an educational setting that truly understands his special needs."

### Goals

- Specialized educational programs to meet his child's academic and psychological needs.
- Psychological and counseling support to improve his child's self-confidence and ability to interact with others.
- A safe and inclusive educational environment where his child feels accepted and not different.
- Social activities designed to enhance communication skills and help overcome introversion.

### Frustrations

- Difficulty finding educational programs that focus on both academic and psychological aspects.
- Concerns about his child's inability to build social relationships due to shyness and fear.
- Feeling inadequate as a father because he cannot fully support his child
- Child's Resistance to Change:
- His child may be fearful or reluctant to join a new environment due to his introverted and anxious nature.

Adel was deeply concerned about his child, who struggled with learning difficulties, fear, and low self-confidence. He often avoided social interactions and spent most of his time alone. One day, while searching online for new educational solutions, Adel discovered DRAYA, which offered inclusive programs for children with special needs. Seeing the encouraging environment where children played, created, and learned together in fun, non-traditional ways, he decided to visit DRAYA. The qualified trainers were supportive and patiently answered all his questions. Convinced that this was the right place for his child, Adel enrolled him. Over time, his son began to transform—gaining confidence, making friends, and enjoying activities he once feared.



# System Analysis & Design



- It was tricky to design a logo that shows all children can learn and grow. It had to be easy to understand and fun, so every child feels included, **so we will share some of our attempts:**



# LOGO CHALLENGE

# Logo Challenge



## 🧠 Why We Changed the Logo

While our original logo was designed to represent creativity and cognitive development (a brain shaped like a light bulb), real-world testing revealed a gap in how it was perceived.

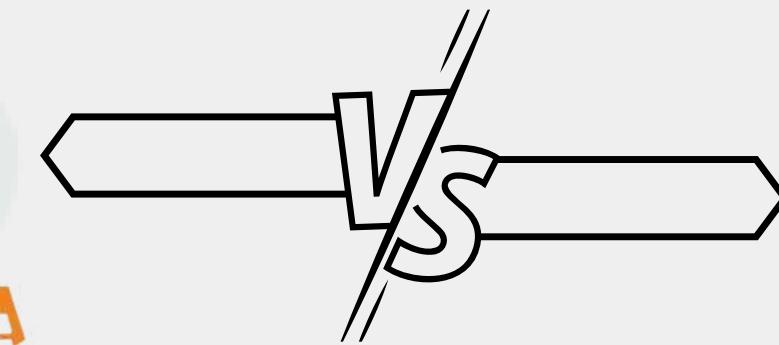
A child 🧑 from our target audience – the son of a friend – interpreted the old logo as a "scary clown", which made us reconsider its clarity and emotional impact.

🎯 Since our brand is built around engaging and supporting children, their perception is crucial. This honest feedback led us to rethink the visual identity from a child's perspective.

✨ **The new logo captures our core values more clearly:**

- » Joyful and uplifting human figures
- » Stars and open book symbolizing growth, education, and achievement
- » A friendly, inclusive visual that resonates with both children and parents

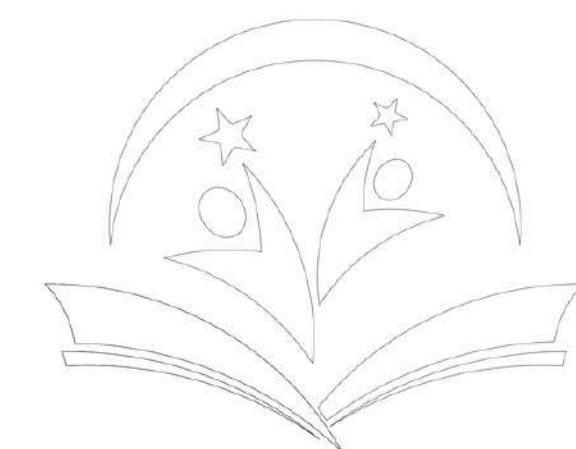
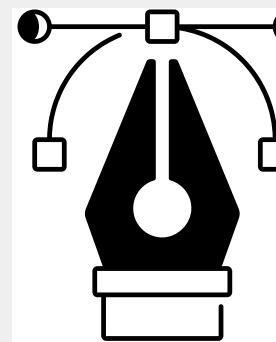
**We believe this shift better represents Draya's mission and is more aligned with our audience.**



# Sketch



# Logo Construction



# Logo Meaning And Inspiration



## Main Logo



## logo Alternatives



# Logo Meaning And Inspiration



The Draya logo combines multiple meaningful elements to visually represent the platform's identity:



## → Logo Type: Combination Mark

- ✓ We chose a combination mark to create a logo that is both visually engaging and clearly branded. **This logo style is ideal for a children's educational platform because it's:**
- ✓ **Friendly and memorable**
- ✓ **Emotionally meaningful**
- ✓ **Easily adaptable across print, digital, and app interfaces**  
It connects emotionally with both children and parents, making the brand feel trustworthy, safe, and inspiring.



## ✓ Clear space

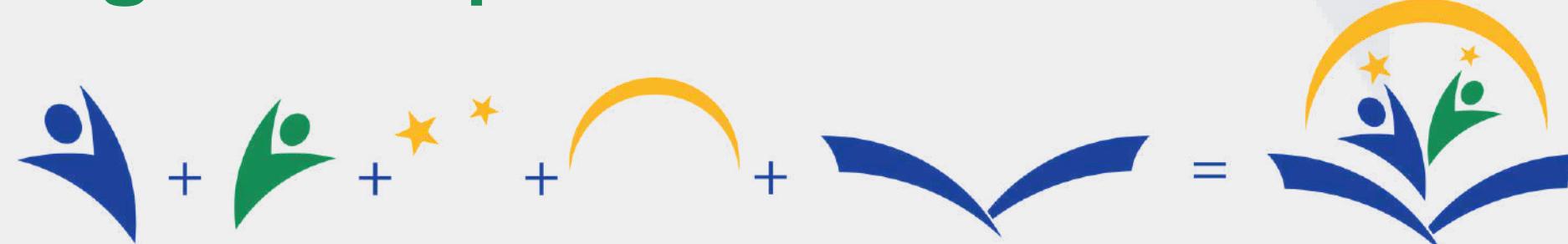
is the minimum area around the logo that must remain free of text, images, or other graphics.

It ensures the logo remains clear, visible, and effective in all applications.

Maintaining this space protects the logo's integrity and avoids visual clutter.

Always follow the defined spacing rules to keep the brand consistent and professional.

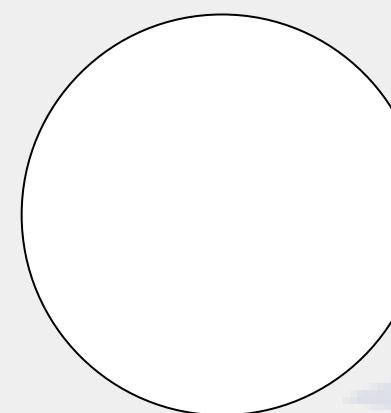
## ✓ Logo Concept



# Color Palette

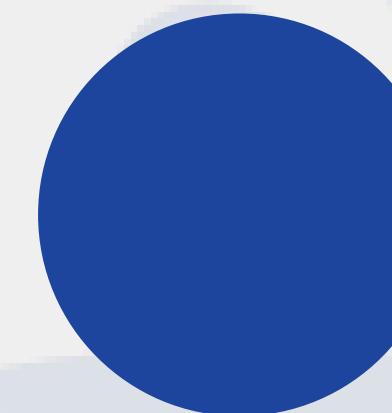


The color choices for a brand like "دراءة" (Draya) would typically be based on the values and emotions the brand wants to convey, especially since it's aimed at children and focuses on learning, and supporting those with learning difficulties.



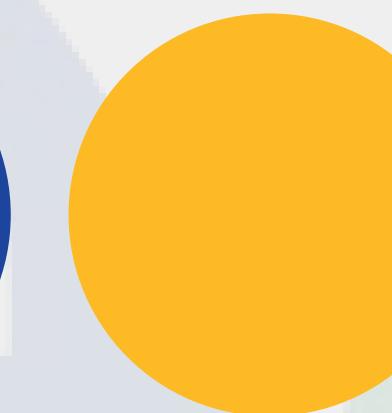
white

#FFFFFF



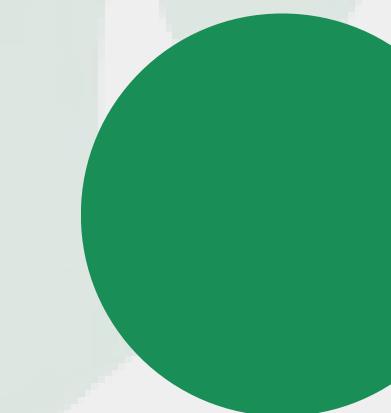
Royal Blue

#1D459D



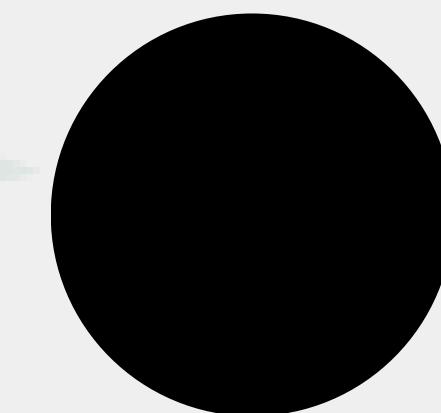
Golden Yellow

#FDBA25



Emerald Green

#218C55



Black

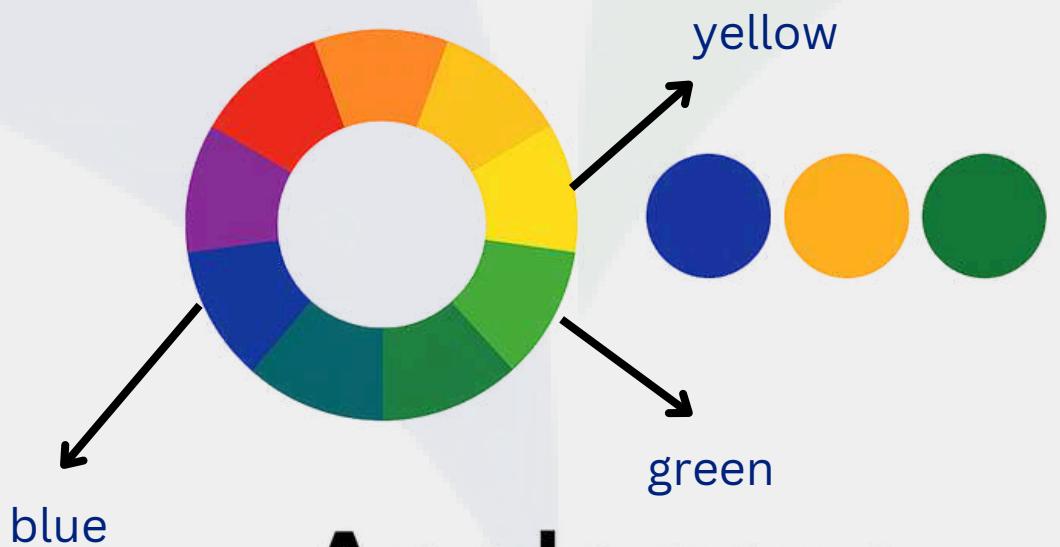
#000000

- Blue:** Often associated with trust, stability, and intelligence. It would be a great choice for conveying a sense of professionalism and reliability, which is important for an educational platform.
- Yellow:** A color of energy and optimism, yellow can be stimulating and cheerful, helping to create an inviting, playful environment, which is essential for a children's platform.
- Green:** Symbolizes growth, balance, and harmony. It could also be used to reflect the nurturing and supportive side of Draya, especially given its focus on children with learning difficulties.



## Color Selection Strategy

The color palette of Draya is based on an analogous color scheme, which features colors that sit next to each other on the color wheel, such as blue, green, and warm yellow. This approach creates a visually harmonious and cohesive look, while still maintaining the vibrant and cheerful feel appropriate for children.



**Analogous  
Color Palette**



# Typography



## Arabic Headlines

Emirates Medium

أب ت ث ج ح خ د ذ ر ز س ش  
ص ض ط ظ ع غ ف ق ك ل م ن ه و ي  
0123456789

## English Headlines

**DG Ghayaty**

a b c d e f g h i j k l m  
n o p q r s t u v w x y z  
0123456789

# Aa

# Aa

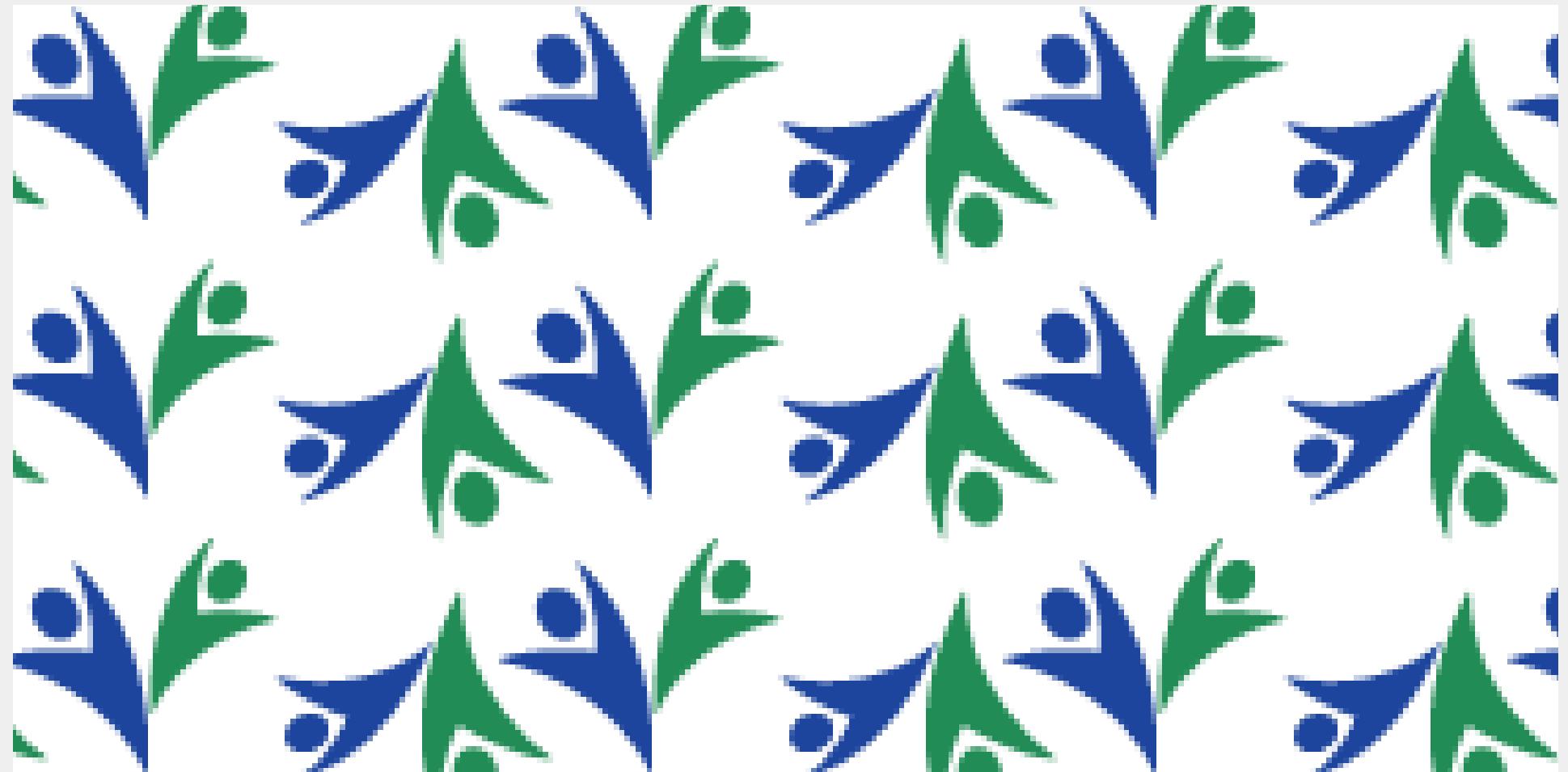
## Why We Choose this Font?

The Emirates Medium

This font was chosen for the logo: because it is clear, easy to read, and modern, making it ideal for children. Its balance between professionalism and friendliness creates a comfortable learning environment.

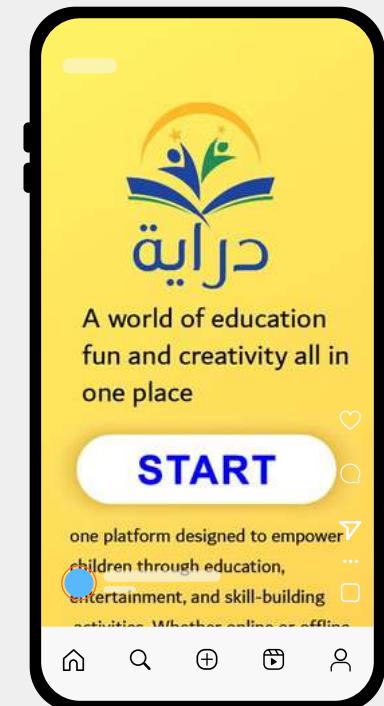
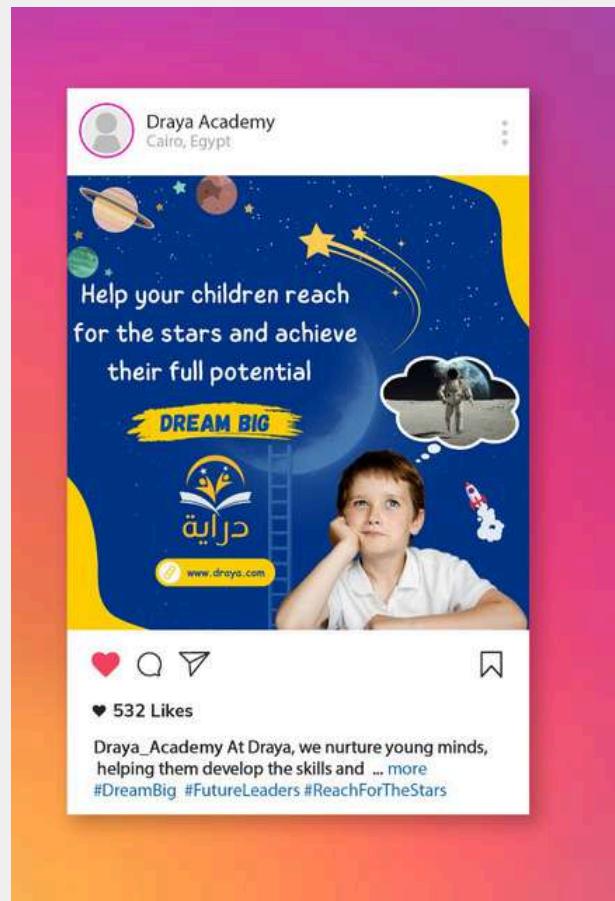


# Pattern



# Icon



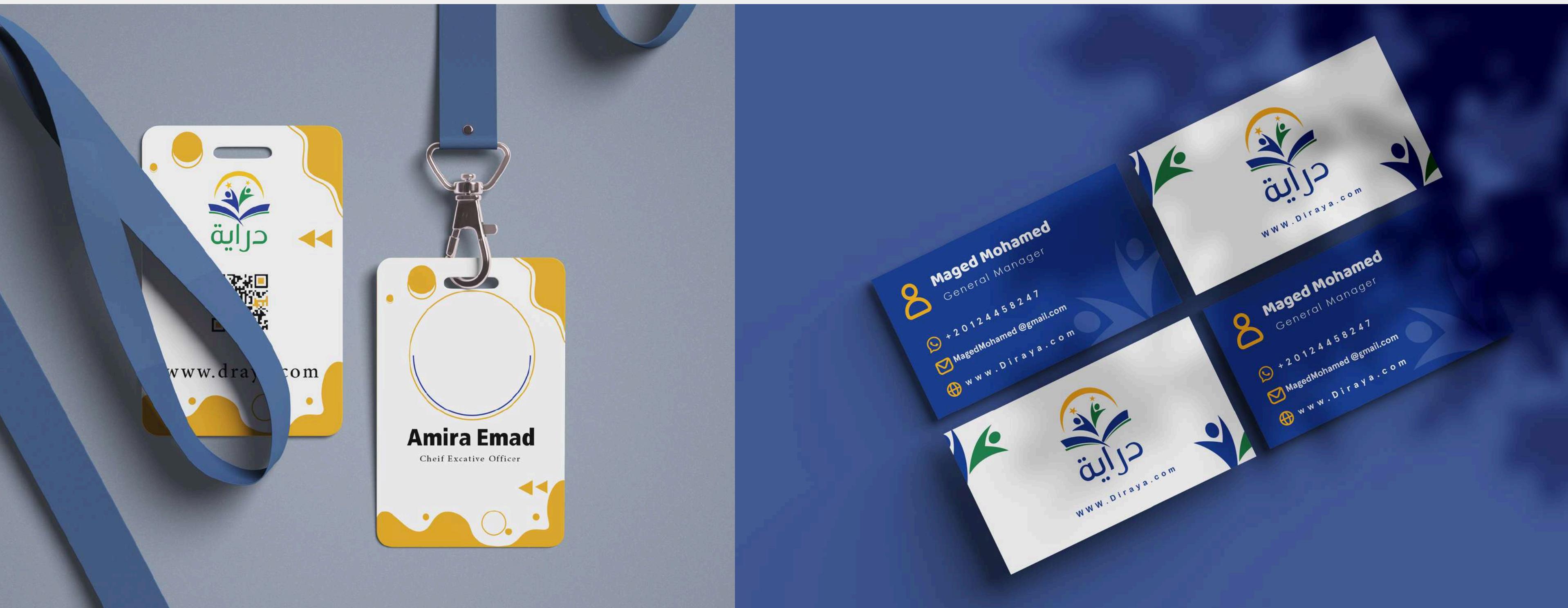


# IMPLEMENTATION

## SOME OF OUR WORK



# Business Card & ID Card



# BillBoards Design

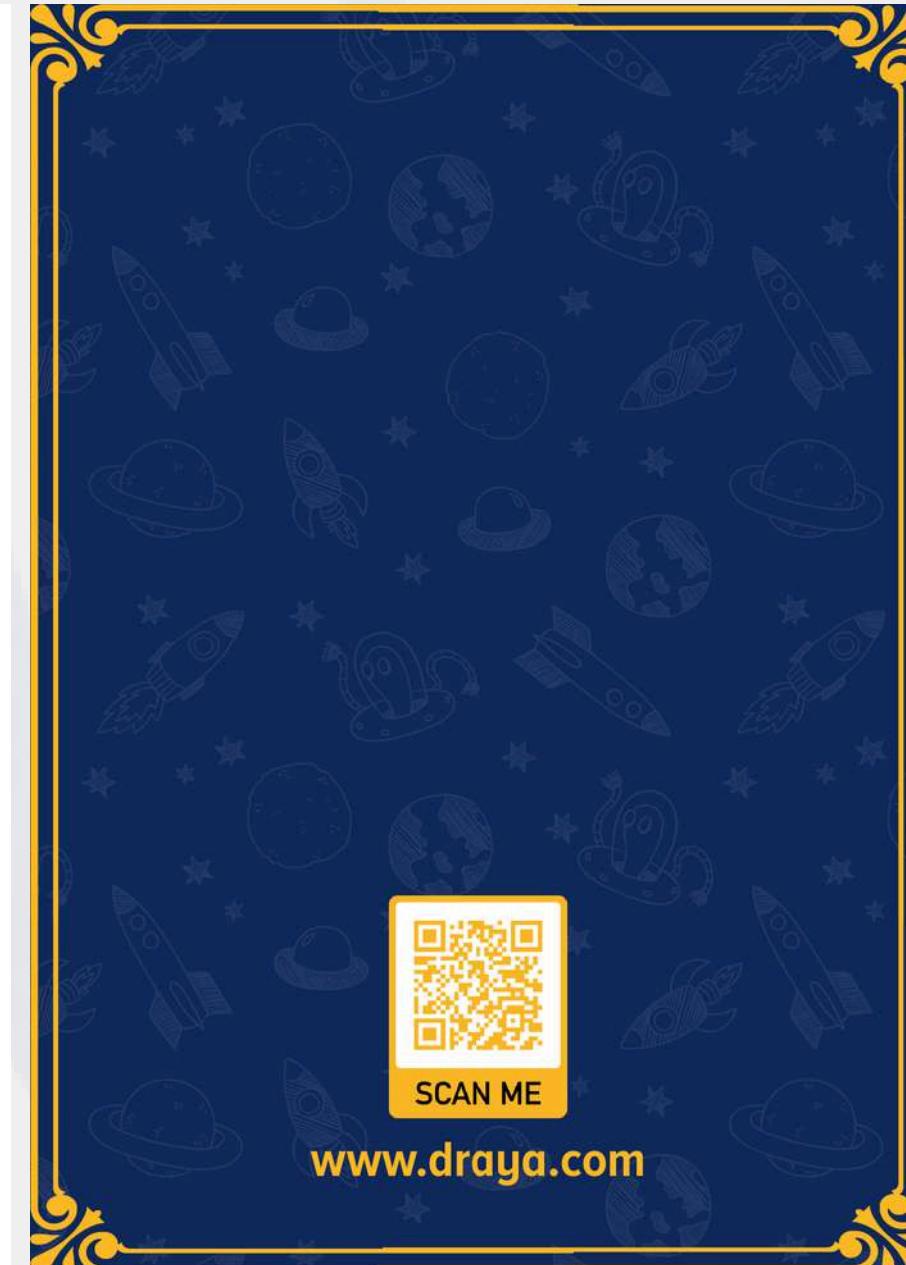
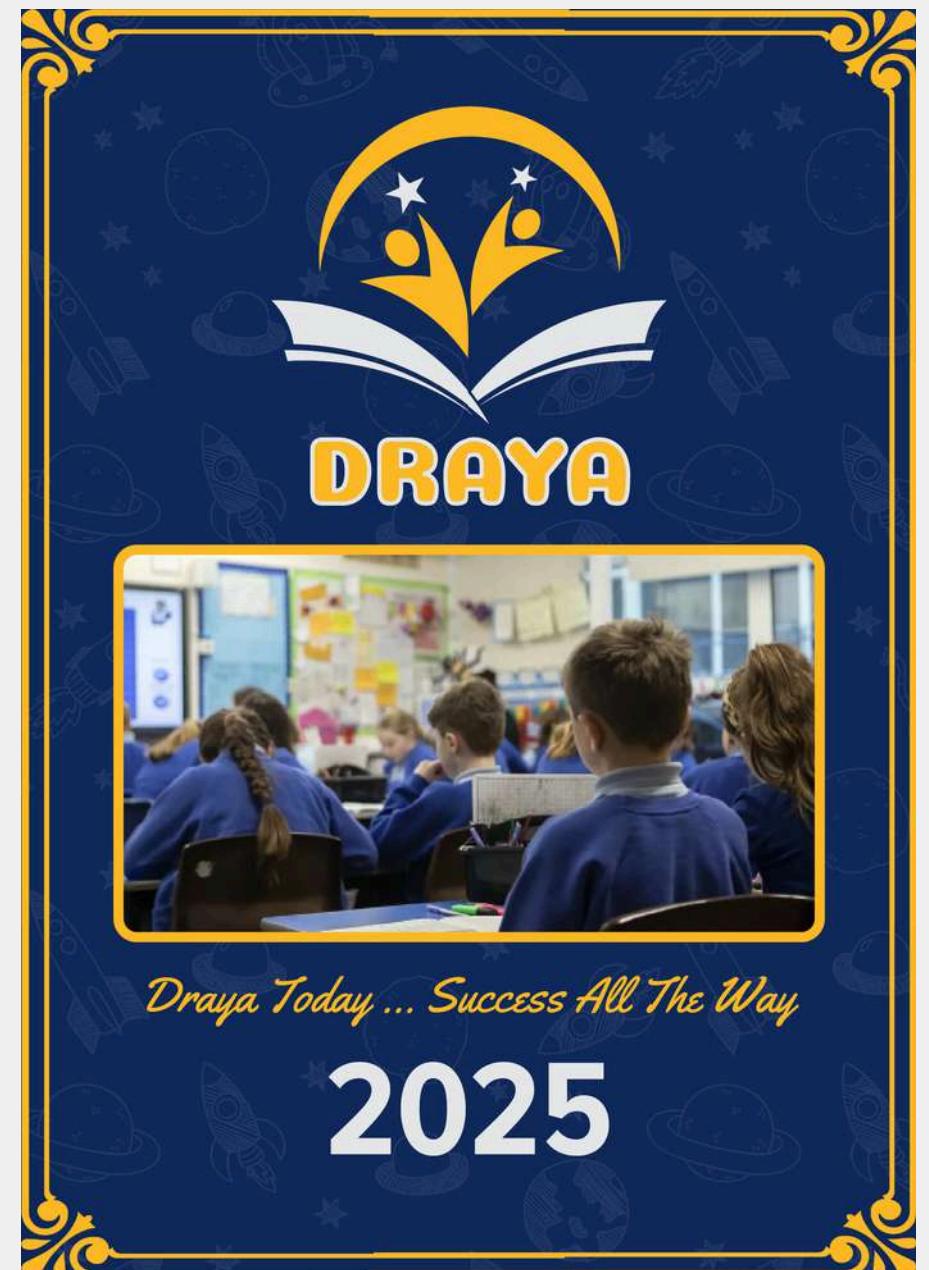


# posters



## Print Designs

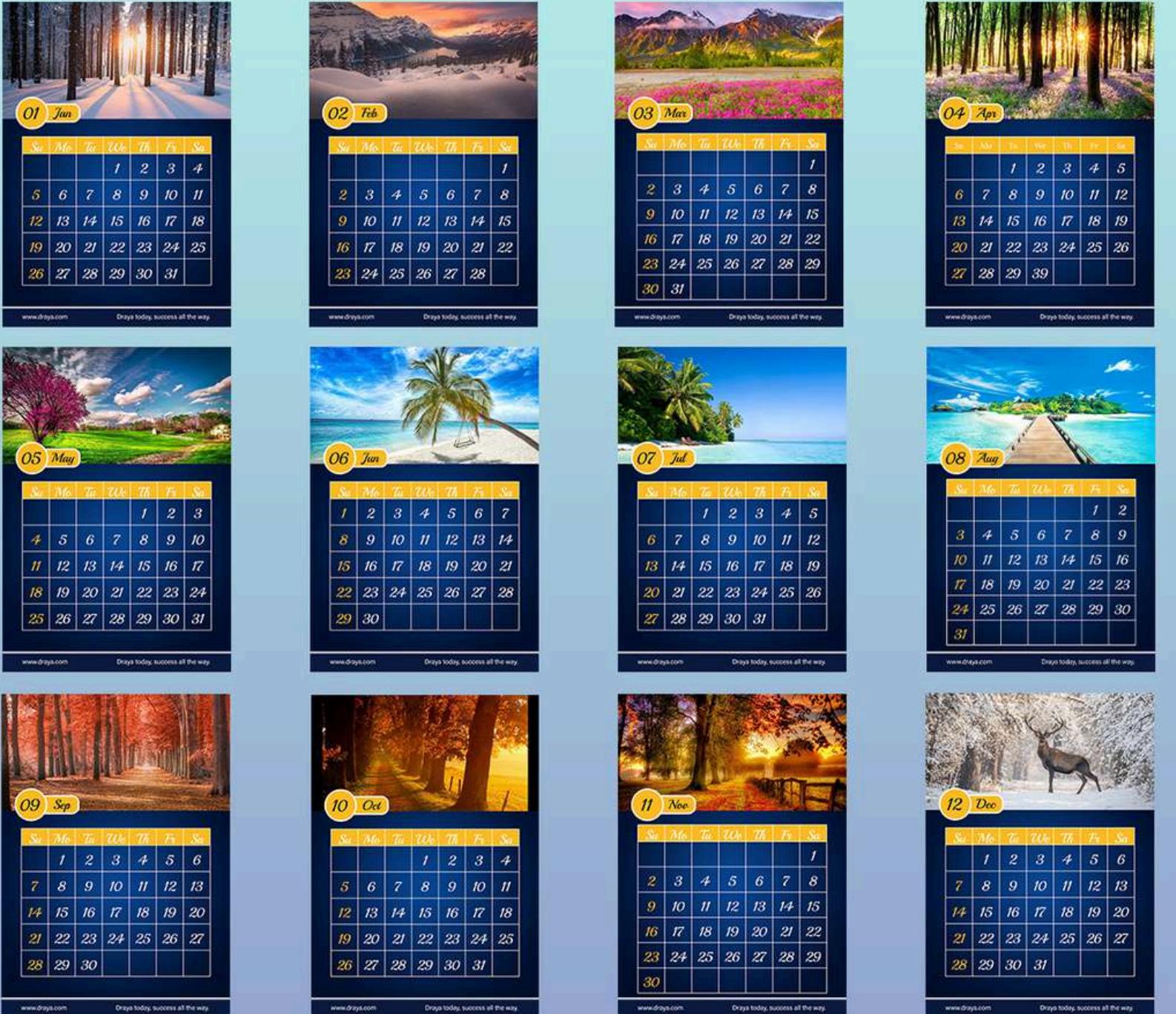
# → Blocknote Design



## Print Designs

# → Calender

D e s i g n



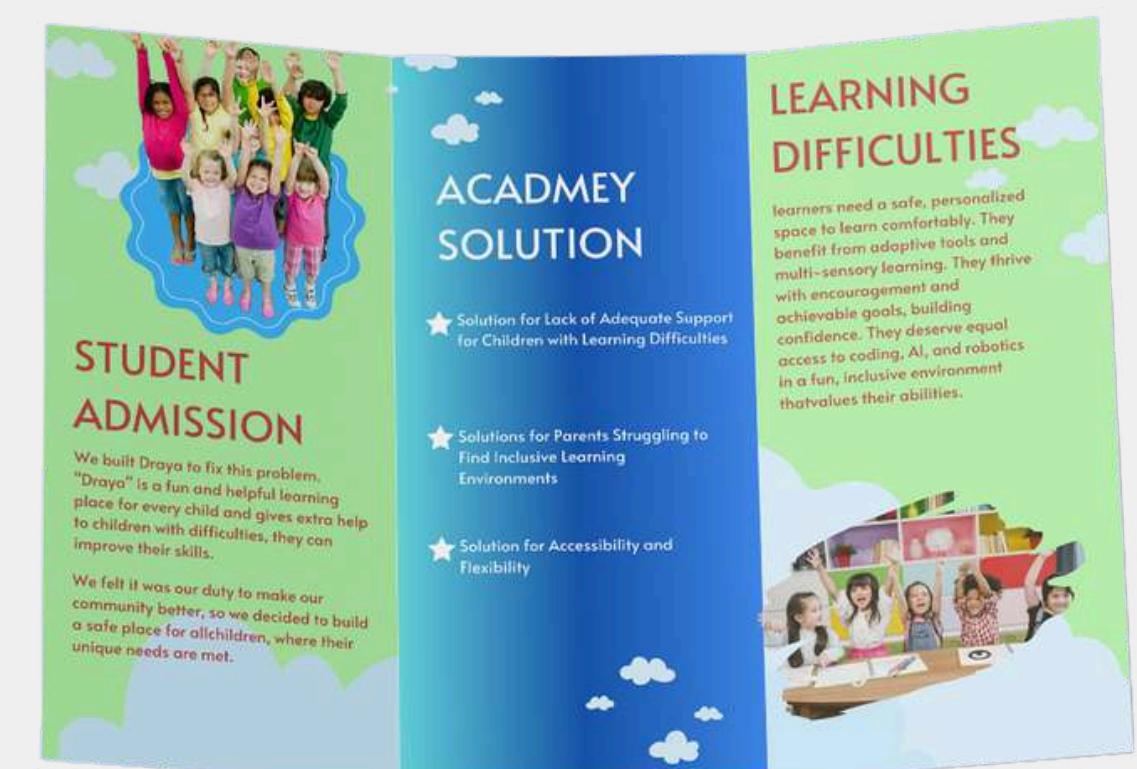
## → Certificate Design



## → Jacket Folder Design



# Flyers & Brochure



# Rollups

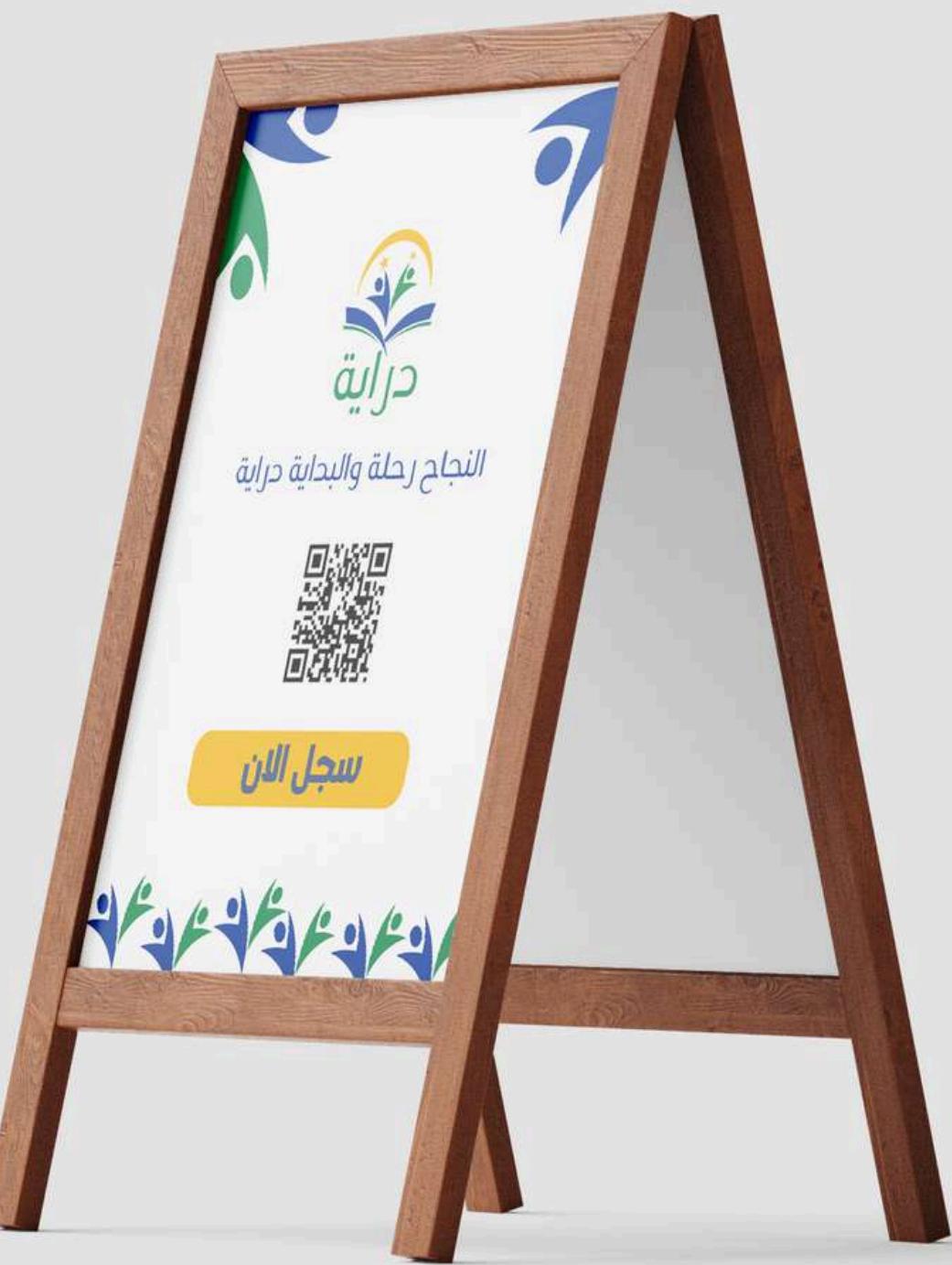


# Brand Applications



# Mockups





# Mockups



## → School Bus

D e s i g n

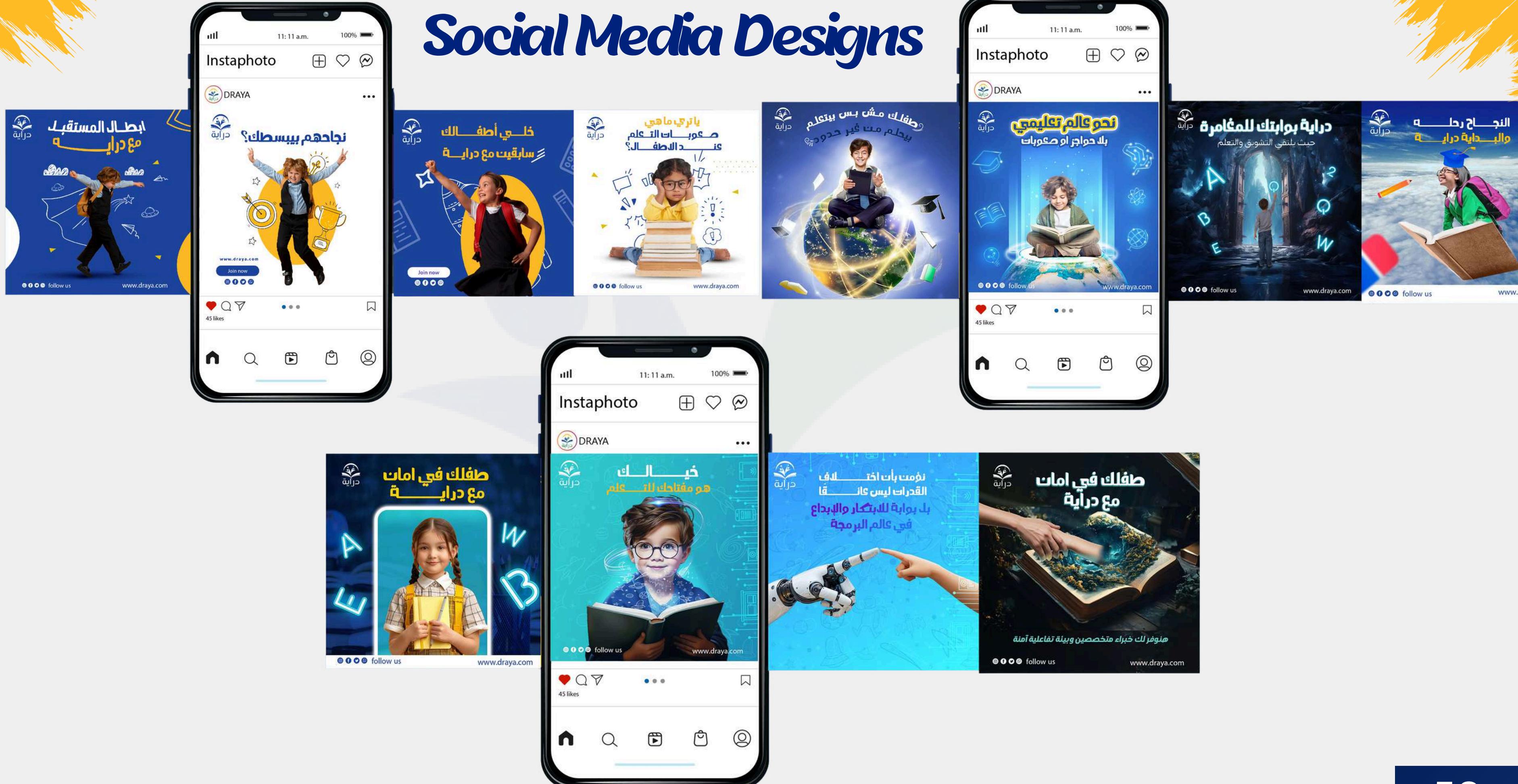


## → Booth Mockup

D e s i g n



# **Social Media Designs**



# Social Media Design



The Best place to learn and play for kids

JOIN US

HOME ABOUT US PORTFOLIO INFO CONTACT US

Admissions Now Open!

Unlock Your Child's Potential at Draya Academy

- Interactive & Fun Learning Environment
- Small Class Sizes for Personalized Attention
- Innovative Curriculum to Boost Confidence & Creativity

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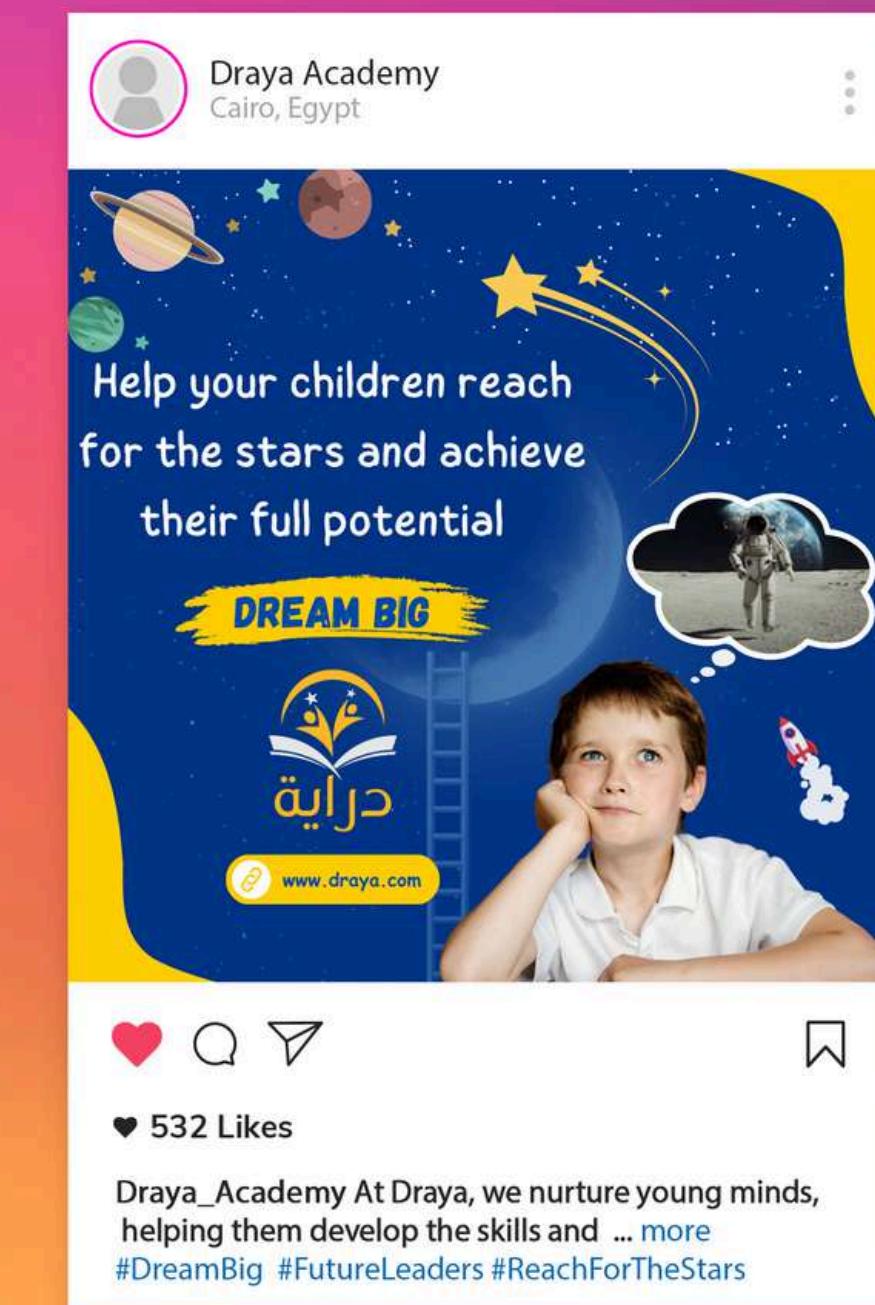
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# Social Media Design



# Social Media Designs

→ facebook & linkedin Cover





# Social Media Designs

# Mobile app Interface Design



# Website Interface

Design



The screenshot shows the homepage of the Draya Academy website. At the top, there is a navigation bar with links for Home, About, Timing, Courses, and a search bar. The main visual features two children, a boy and a girl, looking at a tablet together. The text "Let's Bright future start here" is prominently displayed. Below this, a subtitle reads "We want to build a future where all children have the chance to succeed." There are two buttons: "Apply now" and "Read More". Social media icons for Instagram, Facebook, Twitter, and LinkedIn are located at the bottom left. The footer contains the Draya logo and a copyright notice.

The screenshot shows the landing page of the Draya Academy website. It features a large blue header with the Draya logo and a navigation menu with links for Home, About, Program, Pricing, Teacher, and Contact. A prominent yellow call-to-action button says "Login". The central text reads "A WORLD OF LEARNING FUN AND GROWTH ALL IN ONE PLACE". Below this, a subtext describes the platform as an interactive learning platform that helps children develop creative thinking and problem-solving skills through coding and modern technology, specifically for children with learning difficulties. There is a "JOIN NOW AT DRAYA ACADEMY" button. The main visual is a large circular image showing a child sitting next to a white humanoid robot, with a graduation cap nearby. The footer includes social media icons for Instagram, Facebook, and Twitter.





## → **Together We Create, Together We Grow**

A heartfelt thank you to our mentor, **Eng. Mohamed Gamea**, whose support and guidance were a true inspiration throughout every step of this journey.

We're beyond grateful for the amazing collaboration and spirit of our team. This success wouldn't have been possible without each and every one of us!

## **TEAM MEMBERS**



**Amira Emad**



**Mohamed Ashraf**

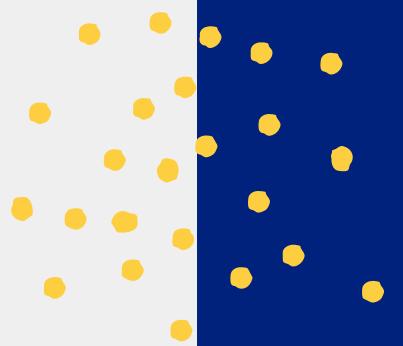


**Sara Mohsin**



**Manar Hekal**

**TEAM WORK**



# THANK YOU



Innovative Mind Team