

# UNIGURU

## Animator + Web Designer Final Brief (A to Z)

London-first | Global | Regulated (IAA Level 1) | Premium Conversion

### Project Goal

Build a premium London-anchored website experience that converts student leads fast while clearly differentiating Uniguru as a regulated immigration and education support firm. The homepage includes a short London animation that explains why regulated support beats agents (calm, legal tone).

### Trust Details to Display

IAA (Level 1)	Registration No: F202537807	Firm: Uniguru
Registered Address	128 City Road, London EC1V 2NX	United Kingdom
Reviews	97+ Google Reviews	Use review widget or badge

# Homepage Animation Brief (for Animator)

Style: animated text + London visuals (no talking head). Tone: legal calm, premium. Duration: 35-40 seconds.

## Storyboard (shot-by-shot)

Time	Visual	On-screen text
0-4s	Heathrow arrival / plane descent + London skyline fade	Every journey begins with a decision.
4-9s	Black taxi pulls away from airport	When it comes to immigration, the path matters.
9-14s	Taxi passes Big Ben / Westminster	London is where standards apply.
14-20s	Taxi stops; cut to Underground station signage; commuters flow	Many rely on unregulated agents.
20-25s	Underground map animates into clean lines / structure	Guesswork leads to mistakes.
25-32s	Authority frame: skyline + subtle building silhouette; calm glow	Uniguru provides regulated immigration & education support, guided from London.
32-36s	Process animation: Eligibility -> Scope -> Next steps	Every case starts with eligibility.
36-40s	Logo + dusk skyline	Start with a free eligibility assessment.

## Design notes

- Use London-only visuals: black cab, Big Ben, Underground signage, skyline; avoid mixing other countries.
- Typography: clean modern sans (Inter/SF style). Short lines, no hype. Calm pacing.
- Palette: navy + white + small gold accent. Keep it premium.
- Final frame must include CTA button text: “Free Eligibility Assessment”.

# Website A to Z Change Summary (for Web Designer + Engineer)

- Homepage: hero + 3-field form (Destination, Intake, WhatsApp) with primary CTA “Free Eligibility Assessment”.
- Trust bar: show 97+ Google reviews, IAA regulated note, and London registered address.
- Add homepage video section: “Why regulated immigration support matters” (video left, bullets + CTA right).
- Navigation: add “Immigration Support (Regulated)” menu item linking to new landing page.
- Immigration page: eligibility-first, category cards (not a long visa menu), regulated trust block with F202537807.
- Destinations: UK/Germany/Netherlands pages must use ONLY correct country imagery and copy; no landmark mix.
- Services: premium support pages; clear CTA + short form; avoid brochure tone.
- Footer: replace placeholders; show UK address + IAA ref + contact details.
- Tracking: track form\_submit, whatsapp\_click, destination\_click, book\_call, shortlist\_sent.
- Performance: mobile-first, consistent spacing/buttons, fast load.

# Sample Visual References (for Designer)

Use as layout/style reference. Replace with final approved imagery per country rules.

## Reference Set (5 pages)

The image displays five screenshots of the Uniguru website, arranged in a grid. Each screenshot shows a different study abroad destination:

- Study abroad, guided from London:** Features a large image of the Big Ben and Palace of Westminster. It includes sections for "Free fields of study" (Data Science, Business Administration, etc.) and "Costs at glance".
- Study in the UK:** Shows a scenic view of a castle in the mountains. It includes a "Check Your UK Eligibility" section and a "Our partner to overseas education suited to you" section.
- Study in Germany:** Features a large image of a Gothic-style church. It includes sections for "Why the Netherlands" and "Costs at glance".
- Study in the Netherlands:** Shows a canal scene in a Dutch city. It includes a "Free Eligibility Check" section and a "Key information snapshot".
- Free IELTS Preparation:** Features a woman working on a laptop. It includes sections for "Top-rated institutions for international students" and "English Student Discounts".
- Get Export Flight Rates:** Shows a bridge over a river. It includes a "Get Export Flight Rates" section and a "Regional Report" section.

Each screenshot includes the Uniguru logo and navigation menu at the top.

# Reference Grid (8 pages)



**Study in the UK**  
Explore world-class education with trusted guidance from our London-based team

**Studying UK to our flagship study destination**

**Who it's ideal for:**

- International students, scholars, researchers, professionals, and entrepreneurs.
- Individuals seeking opportunities for personal development.

**Costs at glance**

Category	Estimated Cost	Actual Cost
Living Expenses	\$4,500	\$4,500
Transportation	\$15,000	\$15,000
Accommodation	\$5,000	\$5,000



**Check Your UK**  
Explore world-class education standards from our London-based experts

**Key pathway to UK education starts here**

**Requirements Unfinished Requirements**

- Meet academic, financial, and other requirements for admission.
- Transfer credits are available for eligible students.
- International students must meet specific visa requirements.

**Costs at glance**

Category	Estimated Cost	Actual Cost
Living Expenses	\$10,400	\$10,400
Transportation	\$16,200	\$16,200
Accommodation	\$1,600	\$1,600
Total	\$36,200	\$36,200



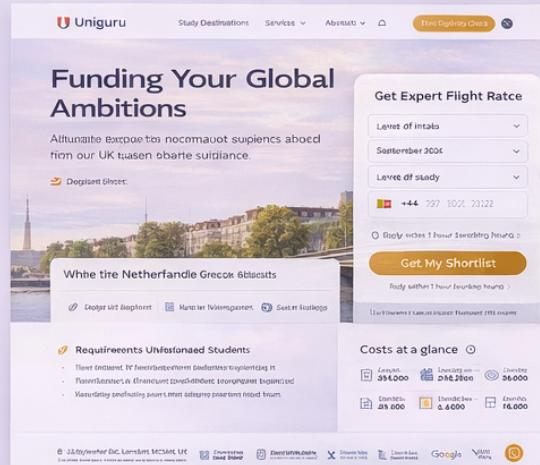
**Study in Germany**  
Nurture your academic journey with our London-based expert staff.

**Why the Netherlands is great for international students**

- Modest living expenses for international students.
- Excellent educational institutions.
- Safe and welcoming environment.

**Costs at glance**

Category	Estimated Cost	Actual Cost
Living Expenses	\$6,300	\$6,300
Transportation	\$4,500	\$4,500
Accommodation	\$4,000	\$4,000



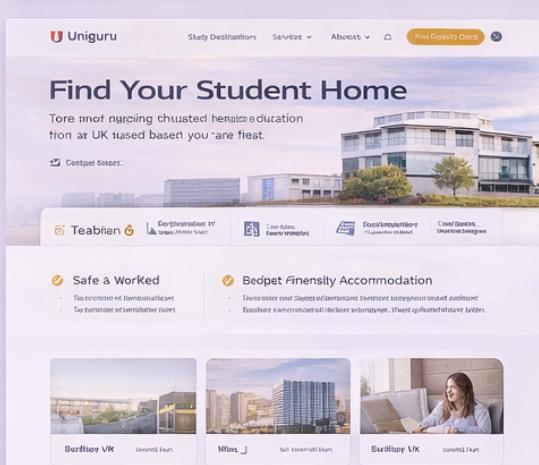
**Funding Your Global Ambitions**  
Attain your academic goals with our UK-based support.

**Why the Netherlands is great for international students**

- Competitive tuition fees.
- Extensive financial aid options.
- Safe and welcoming environment.

**Costs at glance**

Category	Estimated Cost	Actual Cost
Living Expenses	\$10,400	\$10,400
Transportation	\$16,200	\$16,200
Accommodation	\$1,600	\$1,600
Total	\$36,200	\$36,200



**Find Your Student Home**  
Tore more inspiring choices for education at UK based you are best.

**Teamben**

**Safe & Worked**

- Secure and comfortable.
- So remote or urban areas.

**Budget-Friendly Accommodation**

- Economical and budget-friendly options.
- Flexible contract lengths available.

**Budgetary UK**



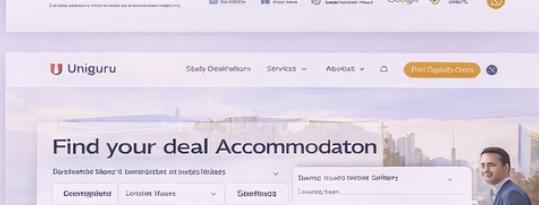
**Discounted Air Tickets for students**  
Act fast, our deals can expire!

**Get Expert Flight Rates**

**Recycled Ghetek**

**Exclusive Rental Discounts**

- Low-cost options.
- Flexible contract lengths.
- Flexible payment options.



**Find your deal Accommodation**

**Countdown**

**London Offers**

**Steelcase**



**About Uniguru**  
Your life is easier with us.

**Get Started**