

# Vigobot

Zīmola Dizaina virziens  
November 23rd, 2018

01  
Apsvērumi

02  
Risinājums

01  
Apsvērumi

02  
Risinājums

Vai atstājam Vigobot  
nosaukumu?

#1

Kā uzsvērt nepieciešamību  
pēc Vigobot?

#2

Kā uzrunāt atšķirīgas  
auditorijas?

#3

Kā radīt vēlmi  
izmantot aplikāciju?

Ko vajadzētu panākt ar  
Vigobot jauno zīmolu?

Vigobot jaunā zīmola mērķi:

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Izceļt problēmu, ko Vigobot plāno risināt

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Radītu unikālu zīmolu veselības sektorā

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Piesaistīt investoru un auditorijas interesi

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Veidot vienotu Vigobot stāstījumu

Kā likt pacientiem noticēt, ka  
atveseļoties var būt viegli?

Zīmola ideja:

# Atveselošanās Ābece

Zīmola ideja:

# Atveseļošanās Ābece

**Vigobot** ir instruments, kas palīdz spert  
pirmos soļus ceļā uz atveseļošanos.

Ko darīt ar Vigobot zīmola  
nosaukumu?

# Vigour

/'vɪgə/

**noun: vigor**

- physical strength and good health.  
"the springing curls were a sign of vigour and health"
- effort, energy, and enthusiasm.  
"they set about the new task with vigour"

# Vigobot

nosaukuma īpašības:

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 Augsta unikalitāte

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 Daļēji balstīts funkcijās

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 Zems draudzīguma līmenis

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 Primāri pragmātisks

# Vigobot

nosaukuma īpašības:

 Augsta unikalitāte

 Daļēji balstīts funkcijās

 Zems draudzīguma līmenis

 Primāri pragmātisks

# Vigo

nosaukuma īpašības:

 Zemāka unikalitāte

 Balstīts zīmola filozofijā

 Augstāks draudzīguma līmenis

 Primāri personisks

Ko ḥemt vērā veidojot  
Vigo vizuālo sistēmu?

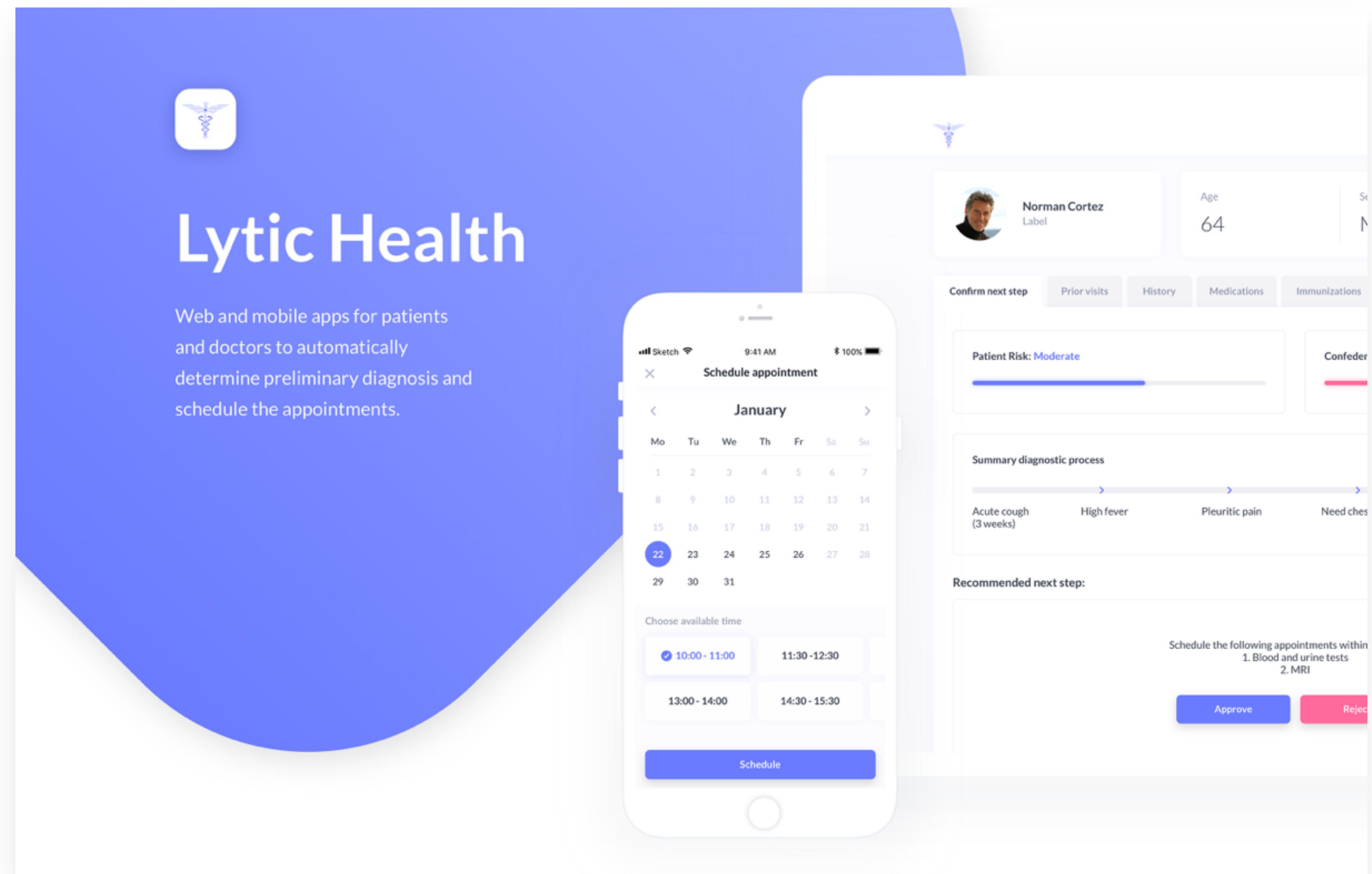
The Your.MD website features a top navigation bar with links to Blog, Health A-Z, Marketplace, About, and a green 'SYMPTOM CHECKER' button. Below the navigation is a large teal-colored section titled 'Your Personal Health Guide and Symptom Checker'. It includes a smartphone screenshot showing a symptom list for 'TOBY'S SYMPTOMS' (Feeling sick/nausea, Severe headache) and buttons for 'Try It Now' and 'Download App'. Text below explains the service uses Artificial Intelligence to help find safe health information. To the right are five smaller cards: 'Hello, I'm Your.MD!', 'Answer questions about your health and find out what could be your problem', 'Trusted Health A-Z', 'Find out when to worry and your next steps', and a 'Migraine' card with symptoms like Headache worse on looking at light, Stiff neck, Reduced vision, and Vomiting.

The Ask NHS mobile application interface is shown across four screens. The first screen features a white circular icon with a blue grid pattern and a green 'Accept' button. The subsequent screens show: 1. A virtual assistant named Olivia asking about symptoms. 2. Olivia helping with symptoms and next steps. 3. Accessing NHS Choices using a chatbot. 4. Finding local health services via a map.



Your.MD  
Sensely  
Buoy Health  
Infermedia  
Florence  
Infermedica  
Novo Nordisk  
Glooko  
Ask NHS  
Cornerstones4Care  
Babylon  
Etc.

Veselības sektora app un chatbot piemēri



Augsta dizaina kvalitāte / zema lietojamība



**buoy**

Symptoms A-Z   Solutions   Blog   **Symptom Checker**

This way to well

Check my symptoms →

Hi, I'm Woebot

Everybody could use someone like me

Daily lessons and check-ins

Quick conversations to feel better

**Speak freely with your own AI friend**

Olivia  
Buoy Health  
Wysa  
Woebot  
Replika  
Ginger  
Florence  
Etc.

Personīgo chatbotu piemēri

## **Design principles for elderly:**

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Focus on real life, not technology

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Think of everything as a system

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Prioritise the obvious over pretty

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Relieve cognitive overload

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Use one sans-serif typeface

01  
Apsvērumi

02  
Risinājums

Kā vajadzētu izskatīties  
Vigo logotipam?

Vigo logotipa mērķi:

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Pielāgoties dažādiem medijiem

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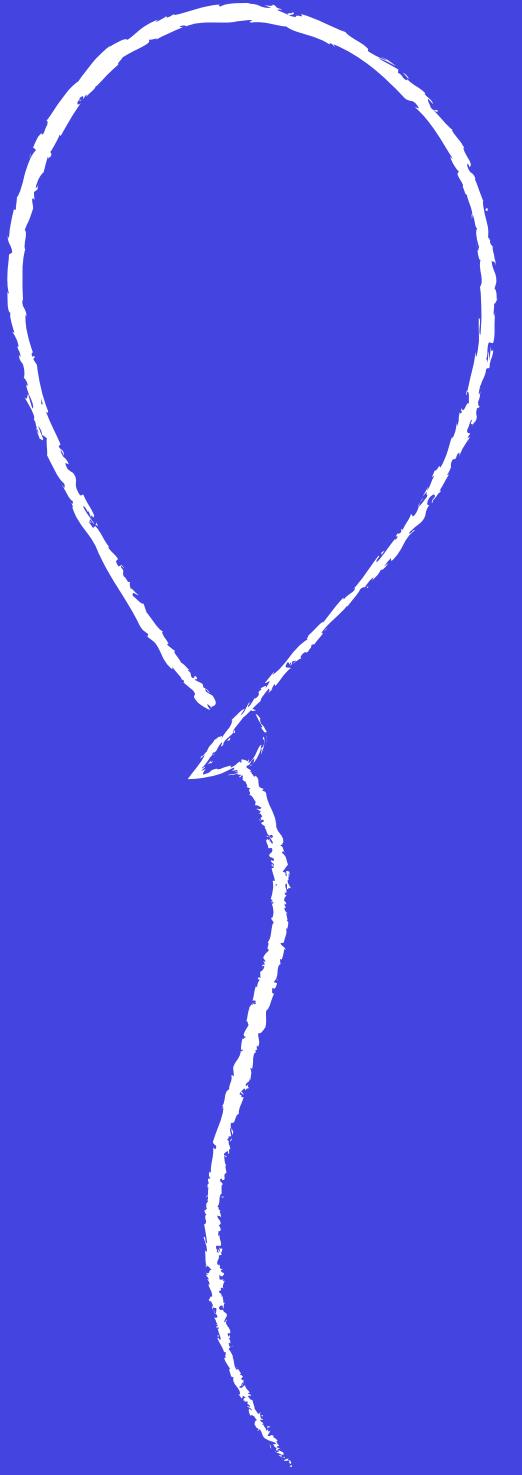
Strādāt kā simbolam

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Izturēt laika pārbaudi

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Stāstīt zīmola stāstu



Celšanās augšup



vigo

Celies augšup  
ar Vigo





Logotipa lietošana iepazīstinot zīmolu

The logo consists of the word "vigo" in dark blue lowercase letters, centered. A small dark blue dot is positioned above the letter "i".

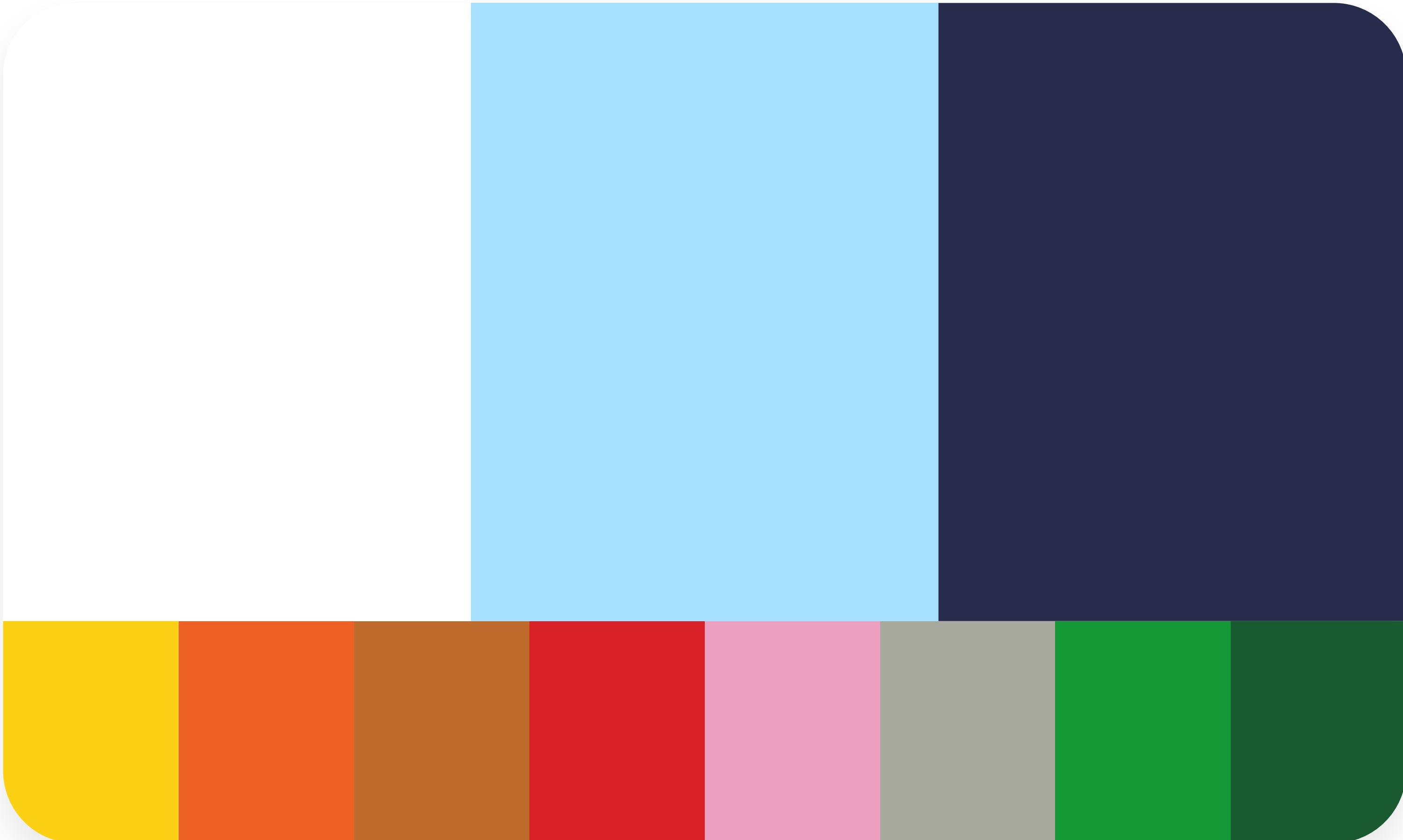
Logotipa lietošana bez konteinera

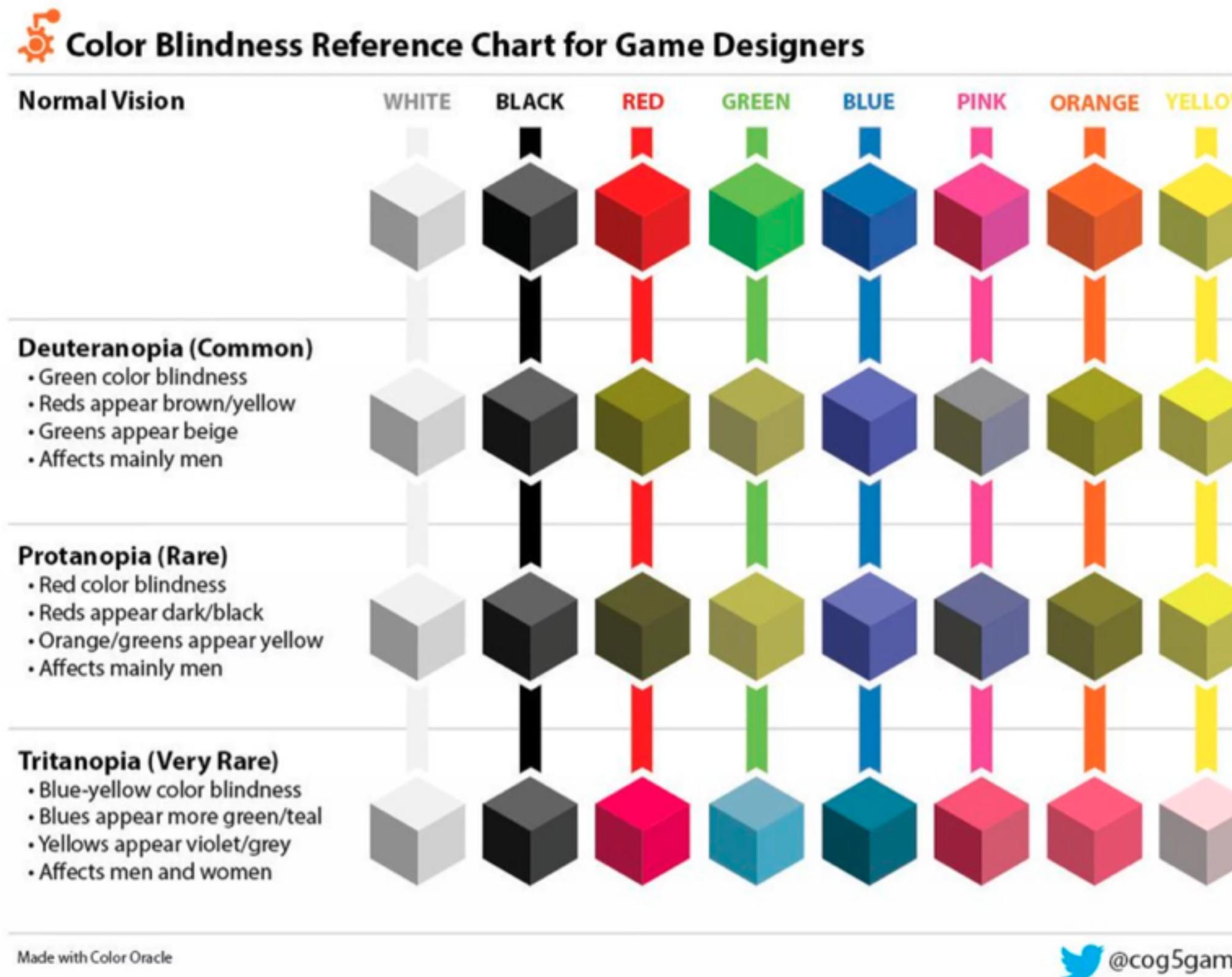
Kādam vajadzētu būt Vigo  
krāsu un burtu stilam?

## Vigo krāsu palete

Krāsu paletes pamatā ir mierīgi zilie toņi ar augstu kontrastu labākas nolasāmības sasniegšanai.

Pamata palete tiek papildināta ar palīgtoņiem, kas balstīti siltajās nokrāsās, un viegli iepazīstina ar dažādiem objektiem un elementiem.

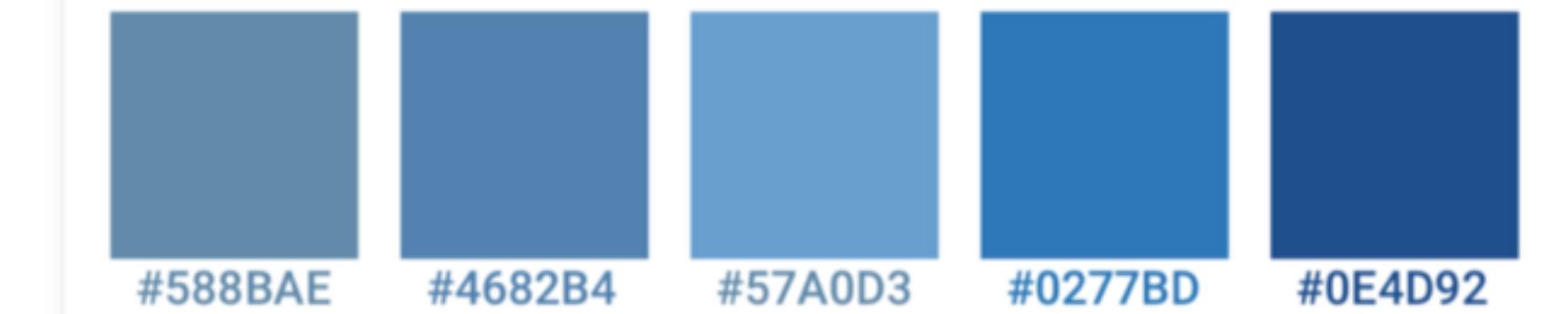




### "Blue is the warmest color"

Just like the movie title (watch it if you want to cry your heart out), blue gives relaxation and is the most used color in mental therapy. Blue can reduce tension throughout the body and help people with anxiety and depression.

Considering our audience, I didn't want to use shades of blue that were too aggressive. I chose a low saturated, dreamy but not hazy colors (summer sky in San Francisco) to soothe suicide ideation victims.



Color palette for icons and fonts

# Vigo burtveidols: Formular

Inspired by the utilitarian 19th-century grotesques, its precision and versatility are combined with a slightly eccentric character. A child of its time, it scoffs at the ideology of “ideal” forms, yet it is every bit as functional for all its idiosyncrasies, as any self-respecting Swiss sans.

Formular comes in five weights with corresponding italics and a monospace companion to the regular weight. Each weight includes special extra-light punctuation, lining tabular and old style figures, case-sensitive punctuation, and stylistic alternates.



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  
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  
1 2 3 4 5 6 7 8 9 0  
! ? # % & \$ € @ { ( / ) }

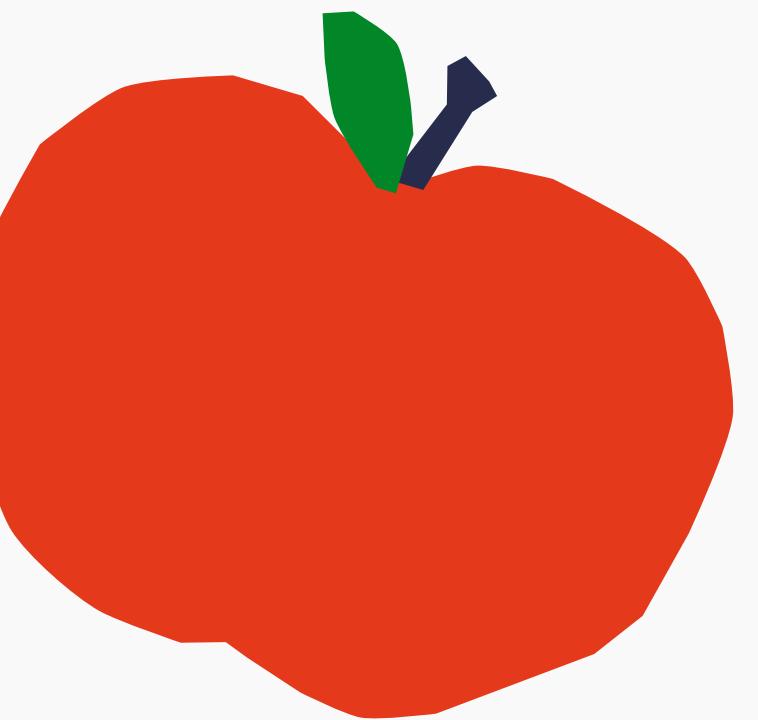


Kādus vizuālus elementus  
Vigo vajadzētu lietot?

# Vigo ilustrācijas

Ierosinam Vigo lietot unikālu ilustrāciju stilu, kas ātri un efektīvi nokomunicē dažādākās situācijas un objektus.

Ilustrāciju stils ir balstīts skaidros siluetos un krāsu izvēlē, kas līdzīga ābeču stilistikai, un lieliski strādā arī uz vecāku auditoriju.

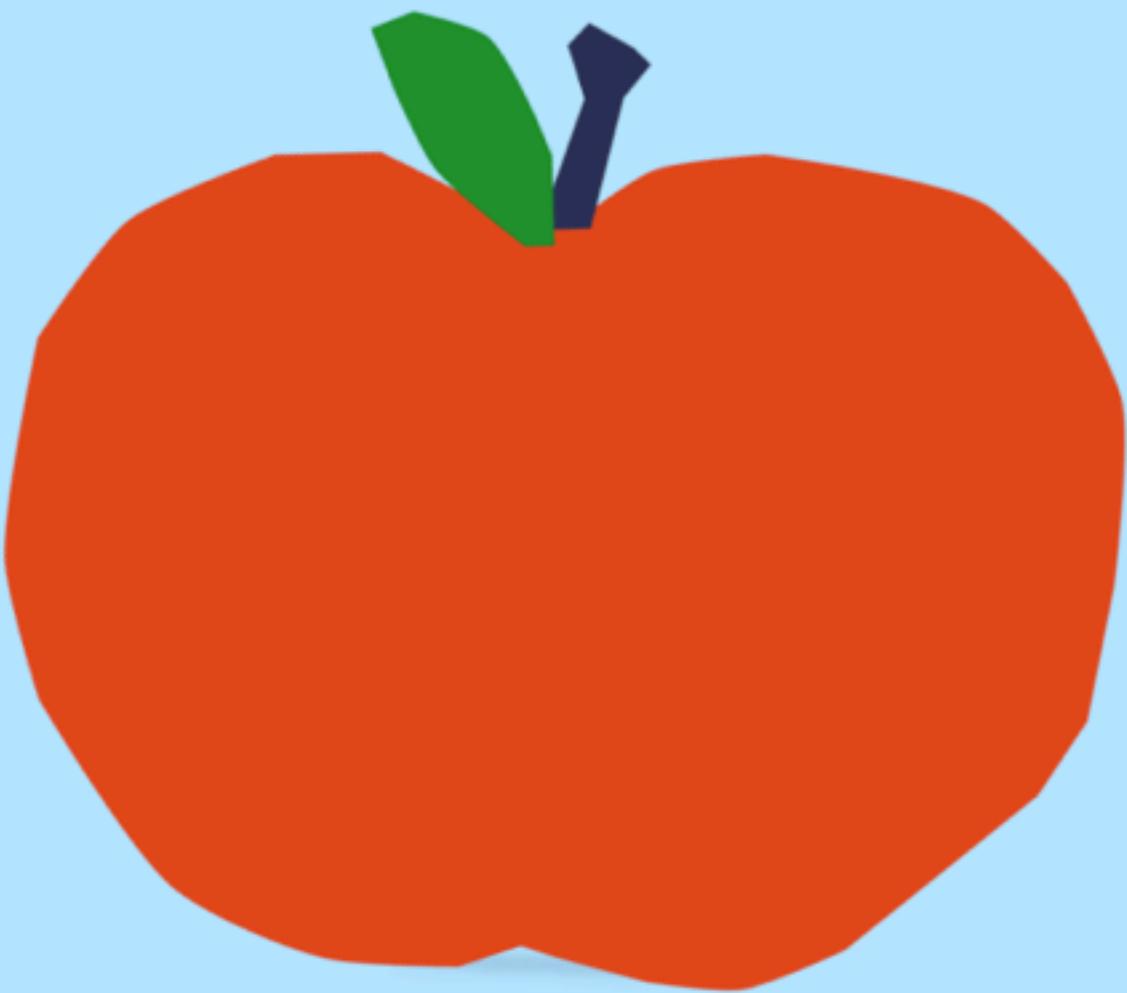


## Pacelti tekstuālie uzsvari

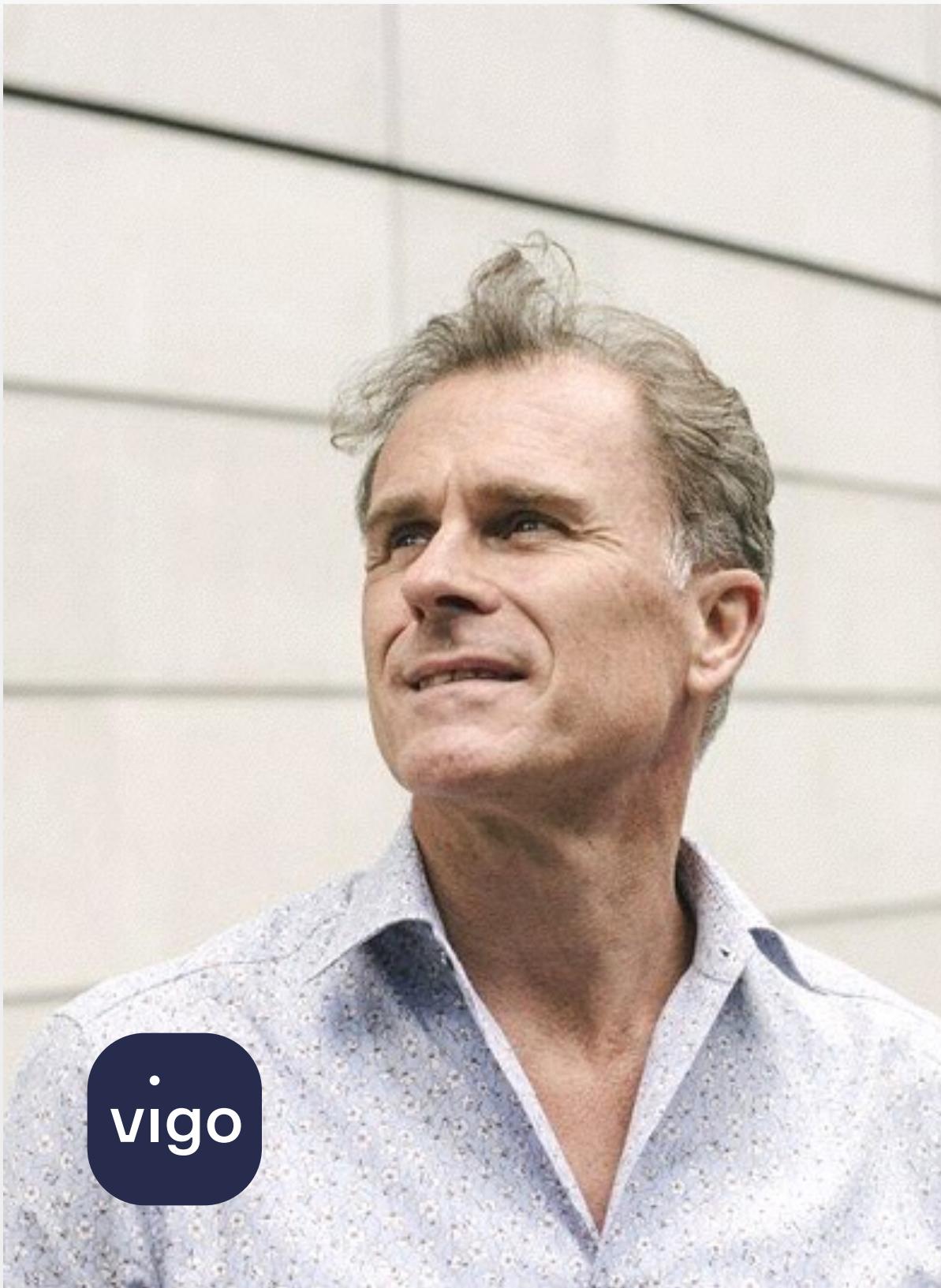
Vigo savā komunikācijā lieto izceltus un burtiski paceltus vārdus, kas pauž zīmola stāstījumu un celšanos augšup.

Vai tu zināji ka Vigo veidotāji arī ir pārcietuši insultu?

Kā strādās Vigo  
vīzuālā valoda?

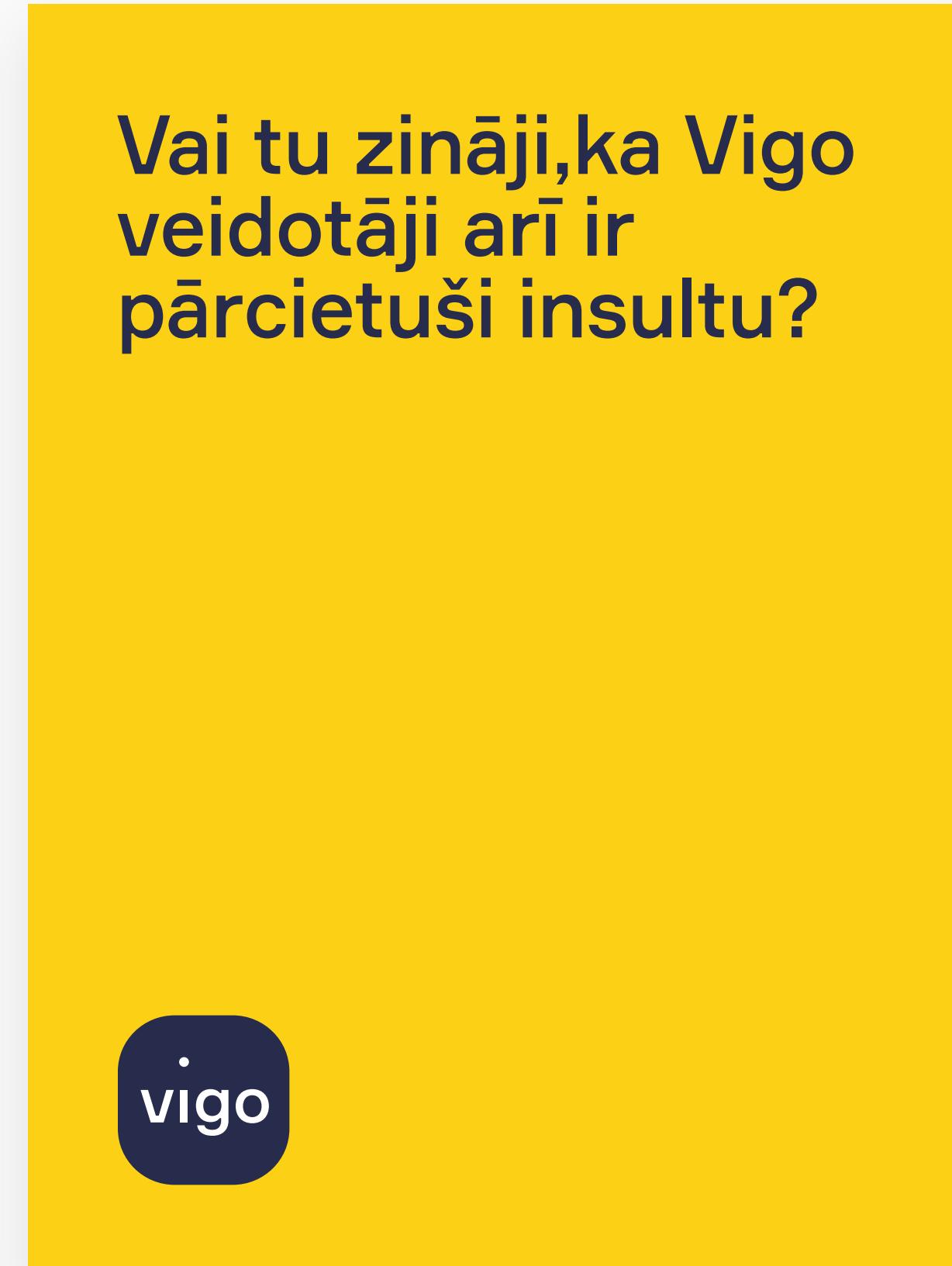


Vigo celšanaš idejas  
vizuālais attēlojums



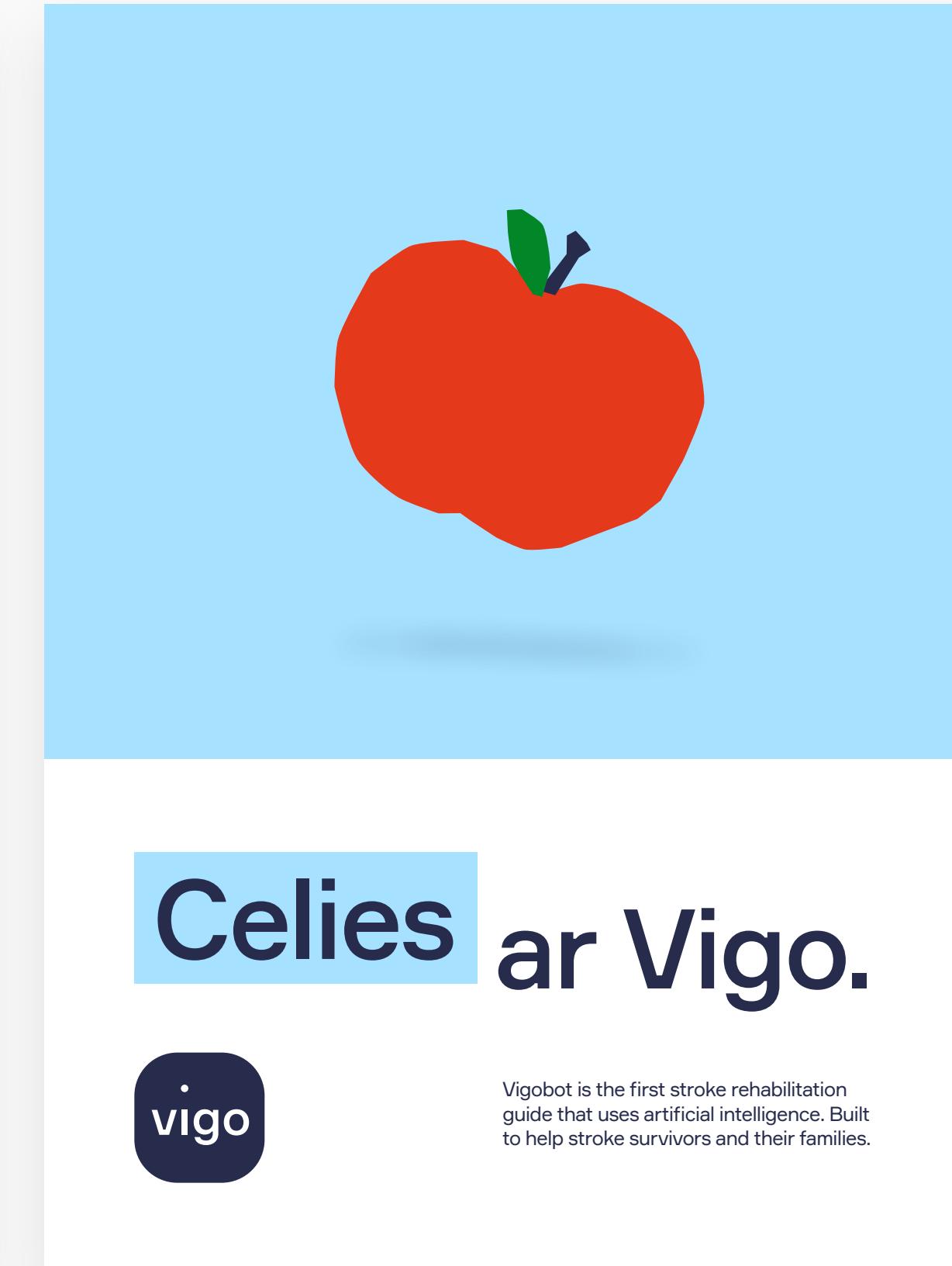
vigo

# Zems zīmola skaļums



vigo

## Vidējs zīmola skaļums



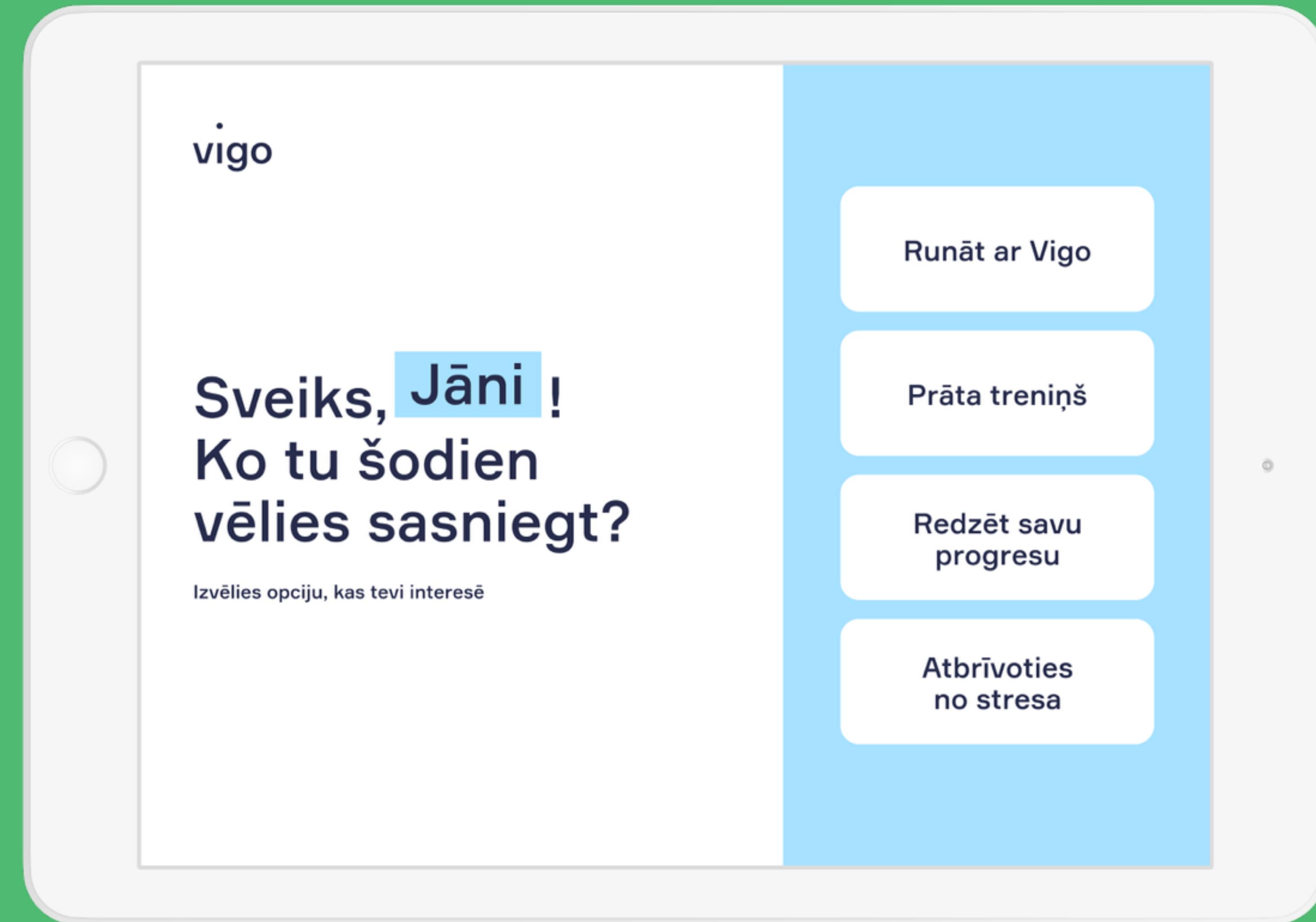
# Celies ar Vigo.

The Vigo logo consists of the word "vigo" in a white, lowercase, sans-serif font, enclosed within a dark blue rounded square. A small white dot is positioned above the letter "i".

Vigobot is the first stroke rehabilitation guide that uses artificial intelligence. Built to help stroke survivors and their families.

# Augsts zīmola skaļums



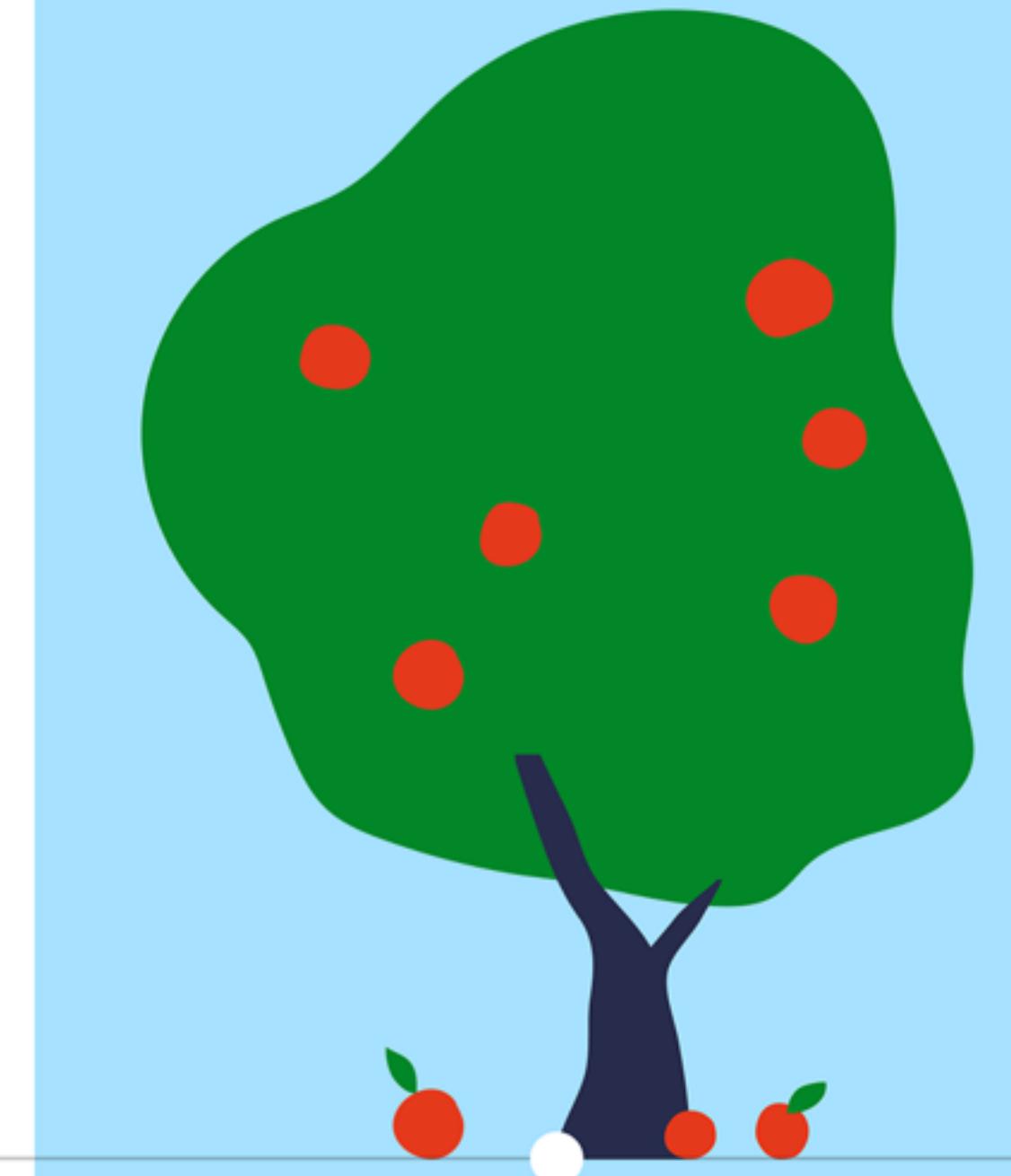


Piemērs Vigo komunikācijai

vigo

## Celies ar Vigo

Tu esi sasniedzis jau  
trešo līmeni no pieciem.



Pacienta progresas  
attēlojums



Piemērs Vigo komunikācijai



The image shows a screenshot of a website and a mobile application interface. On the left, the website's landing page features a dark blue header with the word 'vigo' in white. Below it is a large yellow sun-like graphic with radiating lines. The main heading 'Celies ar Vigo' is displayed in a large, bold, dark blue font. A subtitle below it reads: 'Vigo is a CBT-trained chatbot to help stroke patients recover faster.' At the bottom of the page is a green button with the text 'Izmēģini Vigo' in white. On the right, a mobile phone screen displays a conversation in a messaging app. The messages are as follows:

- Vigo: Esi sveicināts, mans draugs!
- Vigo: Es esmu Tavs personīgais palīgs.
- User: Sveiks!
- Vigo: Mani sauc Vigobots. Mani radīja, lai tuvāk iepazīstinātu Tevi ar insultu.

A small red heart icon is visible next to the user's message 'Sveiks!'. The overall design is clean and modern, using a color palette of dark blues, yellows, and greens.



vigo

Celies ar Vigo!



