

Project Name

Clario – Adaptive Learning Visual Identity & Media Package

Project Idea

This project focuses on developing a complete visual identity and media package for Clario, an adaptive learning platform that personalizes educational content based on different learning styles. The goal is to create coherent branding materials—both digital and print—to support the platform’s public image, marketing strategy, and user engagement.

Team Members

- All members of the pentaRae team contributed equally to every task in the project.
- Each team member produced their own version of the assigned designs, and the instructor selected the best version for final submission.

Work Plan

1. Research & Analysis

- Audience personas
- Understanding user learning styles (visual, auditory, hybrid)

2. Visual Identity

- Logo design
- Color palette and typography

3. Main Designs

- Poster design

4. Complementary Products

- Flyers
- Brochures
- Business cards
- Magazine layout
- Web scene
- App scene

5. Review & Finalization

- Comparing team versions
- Selecting the final approved version
- Applying instructor feedback

6. Final Presentation

- Presenting the finalized identity and media products
- Documenting the design decisions and process

Roles & Responsibilities

All team members shared the same responsibilities:

- Conducting research and preparing personas
- Designing the logo and visual identity elements
- Creating posters, flyers, brochures, business cards, and magazine layouts
- Designing the web and app scenes
- Reviewing, refining, and improving drafts
- Preparing the final presentation for submission

KPIs (Key Performance Indicators)

- Brand Consistency
- Design Quality
- Team Collaboration
- Completeness of Deliverables
- Instructor Evaluation

Instructor

Dr. Suzan Farahat

Project Files

<https://github.com/rawanmoheb-gif/CLARIO>

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