



**projectBOAT**

We are in the same boat.

Group:

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# What is projectBoat and what will **you** gain?

- A **project-sharing platform** for students in the creative fields;
- **Inspiration** – We encourage people to share their knowledge and inspire others;
- **Motivation** – a place where you can see other's people work and **improve** your own;



# Why project **BOAT** ?

Because the full potential of creative power lies in sharing.



## Why is it needed?

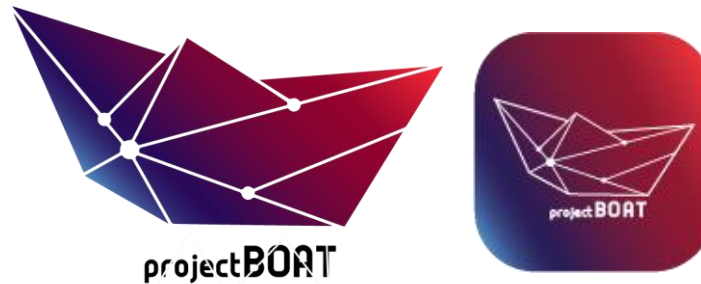
- Lack of a project-sharing platform
- Lack of connection
- No privacy

## Why is it better?

- Group-sharing feature
- Privacy
- Comment section
- Portfolio templates
- Feedback from peers

# Visual identity

Logo variations



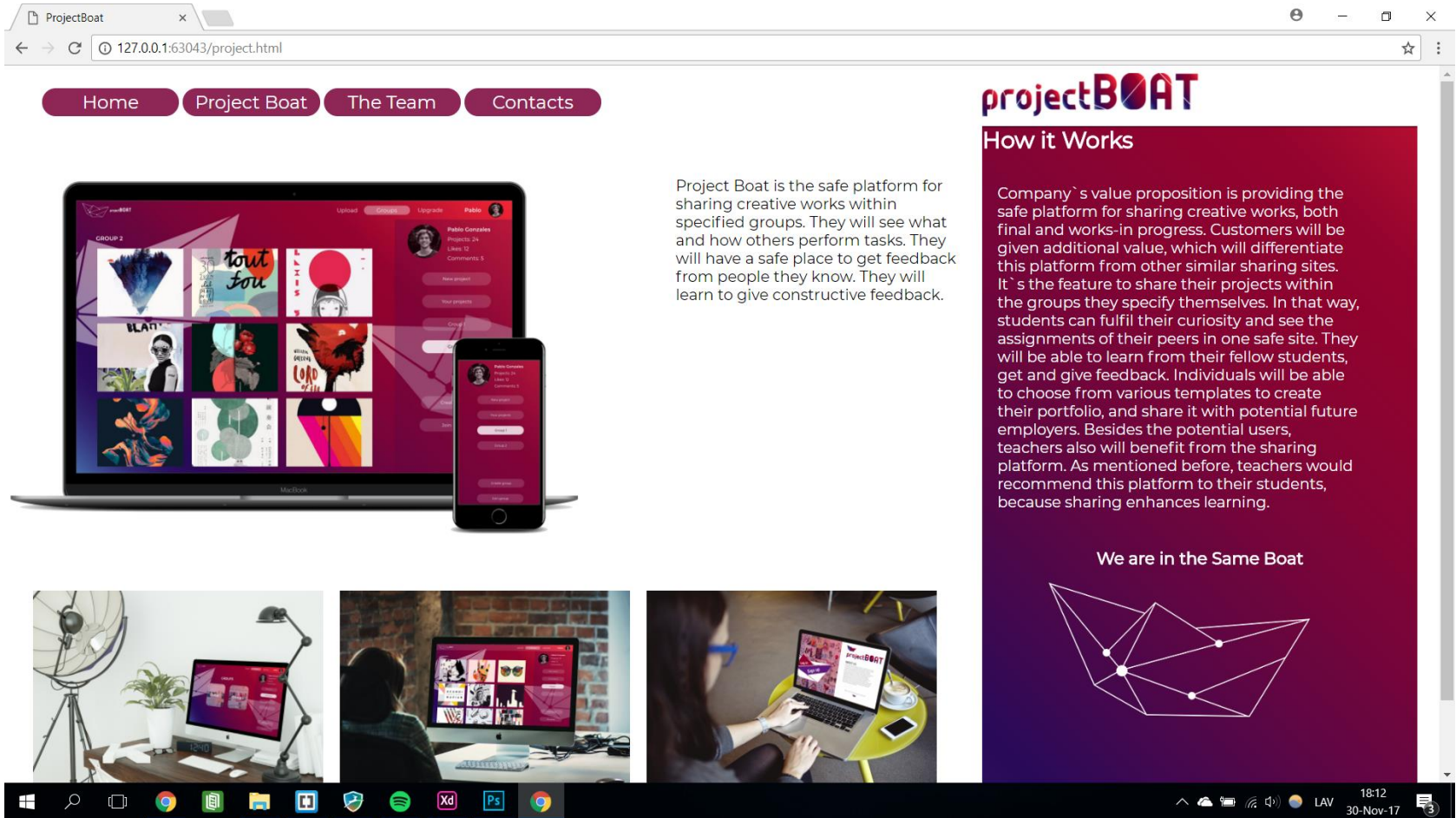
**LOGOTYPE**  
**Antena Bold**

**Montserrat**  
**Montserrat**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

# Corporate identity

<http://www.soperfect.dk/kea/04-ux/>





# Prototype

<https://xd.adobe.com/view/2d833d84-97cc-4c99-9b78-a778d2938574>

