

## **Project: Brand Style Guide**

Arthur Hammerl 23327

Daniel Fischmann 23861

Renan Carletti Angélico 23223

Digital Marketing

Heidi Gherman

September 03, 2024

## Summary

RAD Academy .....	3
Product/Service Description .....	3
Target Market Profile .....	4
Demographic Characteristics .....	4
Psychographic Characteristics.....	4
RAD Main Objective .....	5
Brand Identity .....	6
Marketing Positioning .....	7
Brand Beliefs .....	8
RAD'S Colors .....	9
Typefaces/Fonts.....	10
Logo .....	11
Images.....	12
Dont's .....	17
Brand Tone .....	18
References.....	19
Plagiarism Scan Report.....	20

## RAD Academy

### Product/Service Description

RAD Academy is an online language learning platform designed to help individuals of all ages and skill levels master a new language. We offer a comprehensive and engaging learning experience through interactive lessons, language practice tools, conversation partner connections, and culturally improving resources. Our platform features:

- **Interactive Lessons:** Tailored to each learner's progress and learning style, incorporating multimedia elements for a dynamic experience.
- **Practice Tools:** Flashcards, games, quizzes, and assessments to reinforce learning and track progress.
- **Conversation Partners:** A matching system connects learners with native speakers or other learners for real-time conversation practice.
- **Cultural Immersion:** Articles, videos, recipes, music, and films providing insights into the target language's culture and history.

## Target Market Profile

### Demographic Characteristics

- **Age:** 18-65+ (broad appeal across different age groups)
- **Location:** Global (accessible online)
- **Education:** High school diploma or equivalent and above (appreciation for online learning)
- **Occupation:** Various (students, professionals, retirees, etc.)
- **Income:** Varying (subscription tiers cater to different budgets)
- **Technology Access:** Regular access to internet and a smartphone or computer.

### Psychographic Characteristics

- **Our target profile is looking to expand their knowledge.** They value self-improvement and personal growth, and are motivated to learn new skills, whether for personal interest, or personal development.
- **Comfortable with using technology,** they prefer to use online platforms for learning and communication. They are open to trying new tools and apps that can improve their learning experience.
- **Flexibility and Convenience** our market value the flexibility in their learning experiences. They appreciate being able to learn at their own pace, on their own time, and from anywhere in the world. Convenience is key, so they are drawn to platforms that offer mobile access.
- **Self-Disciplined:** Many in this group are self-disciplined learners who are capable of setting and adhering to their own learning schedules. They are committed to completing courses and achieving their learning goals.

## **RAD Main Objective**

- Achieve 10,000 active users within 12 months. end of the first year of operation.

We pretend to reach this goal increasing our performance and presence in social medias like, TikTok and Facebook, resulting in leads and subscribers.

## **Brand Identity**

At RAD Academy, we revolutionize language learning with an energetic and innovative approach. Our mission is to make learning fun, engaging, and empowering for everyone. By the use of technology with creative teaching methods, we create an accessible environment where students thrive. Our courses are designed to ignite curiosity and foster a love for languages, ensuring every learner feels confident and inspired.

## Marketing Positioning

We aim to be the leading online language learning platform that caters to a diverse audience with a focus on rapid learning, personalized instruction, and a strong community experience. We differentiate ourselves from competitors by offering a unique blend of technology, gamification, and human interaction.

We pretend to achieve this objective by different marketing campaigns in Facebook, Instagram, Youtube, Tiktok, E-mail Marketing and Website. Our posts and content will cover since short videos to deep on-line classes and lives. Furthermore, we pretend to optimize our website and social media content using relevant keywords to rank higher in search engine results. Combining with this organic marketing strategy we will use paif advertising as well like: Google ADS and partnerships with influencers.

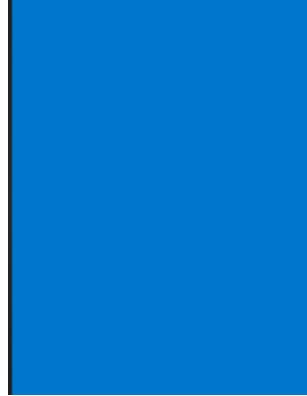
Platforms	Online Marketing	Marketing type	Offline Marketing
Facebook	1000/month		
Instagram	800/month		
Youtube	1200/month		
Tiktok	600/month	Partnerships	200/month
Blog	400/month	Events	500/month
Email	300/month	Print Materials	100/month

## **Brand Beliefs**

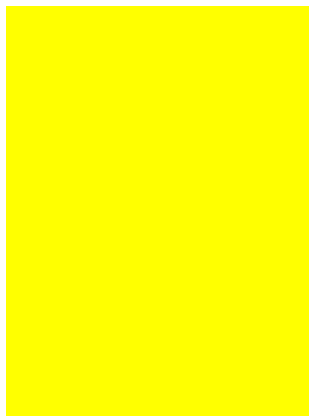
At RAD Academy, we believe that language learning is a powerful tool for personal growth, cultural understanding, and global connection. We are committed to give a positive and inclusive learning environment where everyone feels empowered to succeed. Our belief in the transformative power of language drives us to innovate and make language learning accessible, engaging, and fun for all. We celebrate diversity and strive to connect people across cultures, helping each learner to unlock their full potential and confidently navigate a globalized world.

## RAD'S Colors

- Dominant Colour: Vibrant Blue (#0077CC) Conveys a sense of trust, reliability, and professionalism, aligning with the "Academy" aspect of the name. Blue also stimulates learning and has global appeal.



- Subordinate Colour: Bright Yellow (#FFFF00) Represents energy, optimism, and a fun, playful attitude, appealing to learners of all ages. Yellow also enhances visibility and adds a refreshing contrast to the blue.



- Accent Colour: Clean White (#FFFFFF) Provides a clean and modern aesthetic, enhancing readability and creating a crisp look. White helps to emphasize the logo's design and lettering.

## Typefaces/Fonts

- **Primary Typeface:** Open Sans (Bold) - For headlines and titles.
  - **Why:** Open Sans is a clean, legible, and modern sans-serif font that conveys a friendly and approachable personality.

# Open Sans Bold

ABCDEFGHIJKLMNO  
PQRSTUVWXYZÀÁÊËÌ  
ÓÔÕÖÜ  
abcdefghijklmno  
pqrstuvwxyzàáé&  
12345678  
901234567890(\$£  
€.,!?)

- **Secondary Typeface:** Lato (Regular) - For body copy and supporting text.
  - **Why:** Lato is a versatile and readable sans-serif font that complements Open Sans. It has a slightly rounded feel, adding a touch of warmth and approachability.

# Lato Regular

ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz  
1234567890 (!@#  
\$%&\*)

## Logo



The RAD Academy logo features a bold, stylized "RAD" formed from interconnected shapes. The "R" and "D" are connected, while the "A" is placed within their intersection, creating a visual representation of the process of learning and connection.

The logo's design reflects the platform's commitment to rapid learning and a dynamic, interactive approach to language acquisition. The vibrant colors and bold typography emphasize the energy and enthusiasm of the RAD Academy brand.

## Images



We choose this image because it exemplifies well to our audience that they can learn since childhood.



This panoramic shot of a vibrant cultural landscape, showcases the opportunities that open up when you learn a new language and experience new cultures.



In this image we illustrate people from different countries and part of the world connecting, with this image we want to express that with the knowledge in languages the people can connect with everyone, opening a lot of opportunities.



In this image we want to symbolize achievement and success, showcasing the end result of hard work and dedication. It conveys professionalism and credibility, helping to build trust with prospective students. Additionally, it evokes positive emotions and a sense of celebration, creating an emotional connection with the audience.



In this image we bring a stylized illustration depicting a language learning journey, showing learners overcoming challenges and achieving their goals. It ensures the sense of progress and empowerment that RAD Academy offers.

## **Dont's**

- **Logo Rotation:** The logo should not be rotated or tilted, as it can disrupt the visual balance and legibility.
- **Colour Variation:** The dominant and subordinate colors should remain consistent throughout all brand materials.
- **Glow Effects:** Avoid using glow effects or excessive shadows, as they can detract from the logo's clarity and modern aesthetic.
- **Unprofessional Imagery:** Use high-quality images that are relevant to the brand and target audience. Avoid using images that are inappropriate, offensive, or misleading.

## Brand Tone

RAD Academy's brand tone is friendly, engaging, and informative. We want to create content that is:

- **Conversational:** Use a conversational tone to make the learning experience feel more personal and approachable.
- **Enthusiastic:** Express enthusiasm and positivity about language learning, encouraging learners to embrace the challenge.
- **Informative:** Provide clear and concise information about the platform's features, benefits, and learning process.
- **Inspiring:** Motivate learners to reach their goals and achieve fluency.
- **Inclusive:** Use inclusive language that welcomes everyone to the RAD Academy community.

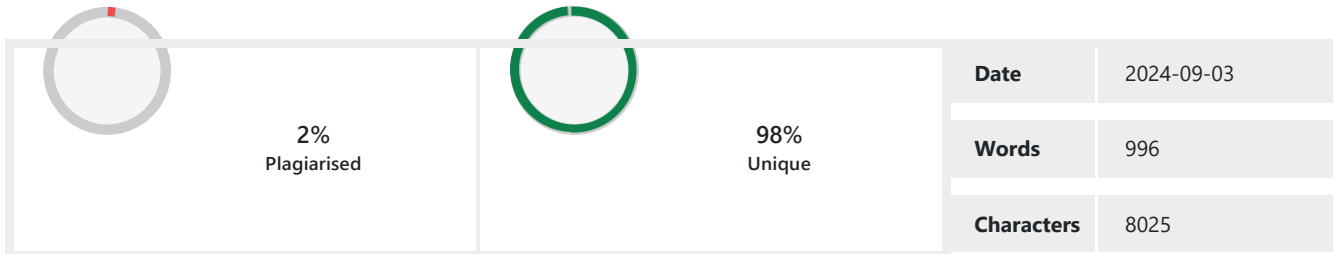
### Examples:

- **Website Copy:** "Embark on your language learning adventure with RAD Academy. Learn a new language, explore new cultures, and connect with a vibrant global community."
- **Social Media Posts:** "Did you know that learning a new language can boost your cognitive abilities? Join RAD Academy and unlock your language learning potential!"
- **Email Marketing:** "Welcome to the RAD Academy family! Let's start your language learning journey with our interactive lessons and engaging community features."

## References

- [https://r.search.yahoo.com/\\_ylt=Awr99jAaNNdmtLc2FNr.6Qt.;\\_ylu=c2VjA2ZwLWF0dHJpYgRzbGsDcnVyBA--/RV=2/RE=1725408410/RO=11/RU=https%3a%2f%2fwww.ffonts.net%2fLato-Regular.font/RK=2/RS=nw46mjwCTAdBRuZkE0FhxSymB\\_E-](https://r.search.yahoo.com/_ylt=Awr99jAaNNdmtLc2FNr.6Qt.;_ylu=c2VjA2ZwLWF0dHJpYgRzbGsDcnVyBA--/RV=2/RE=1725408410/RO=11/RU=https%3a%2f%2fwww.ffonts.net%2fLato-Regular.font/RK=2/RS=nw46mjwCTAdBRuZkE0FhxSymB_E-)
- [https://r.search.yahoo.com/\\_ylt=AwrjbQRVNNdmNoYB.cf.6Qt.;\\_ylu=c2VjA2ZwLWF0dHJpYgRzbGsDcnVyBA--/RV=2/RE=1725408469/RO=11/RU=https%3a%2f%2fwww.fontpalace.com%2ffont-details%2fopen-sans-bold%2f/RK=2/RS=CJE259zzBLmCh6\\_6d1EowyRLXGQ-](https://r.search.yahoo.com/_ylt=AwrjbQRVNNdmNoYB.cf.6Qt.;_ylu=c2VjA2ZwLWF0dHJpYgRzbGsDcnVyBA--/RV=2/RE=1725408469/RO=11/RU=https%3a%2f%2fwww.fontpalace.com%2ffont-details%2fopen-sans-bold%2f/RK=2/RS=CJE259zzBLmCh6_6d1EowyRLXGQ-)
- [https://r.search.yahoo.com/\\_ylt=AwrjbQSCM9dm1VwDcmz.6Qt.;\\_ylu=c2VjA2ZwLWF0dHJpYgRzbGsDcnVyBA--/RV=2/RE=1725408258/RO=11/RU=https%3a%2f%2fcolor-hex.org%2fcolor%2ffffff/RK=2/RS=kTL95juouzAYZvNefVYqqp4ztJU-](https://r.search.yahoo.com/_ylt=AwrjbQSCM9dm1VwDcmz.6Qt.;_ylu=c2VjA2ZwLWF0dHJpYgRzbGsDcnVyBA--/RV=2/RE=1725408258/RO=11/RU=https%3a%2f%2fcolor-hex.org%2fcolor%2ffffff/RK=2/RS=kTL95juouzAYZvNefVYqqp4ztJU-)
- [https://r.search.yahoo.com/\\_ylt=Awr99jBuNNdmxSQ3xnb.6Qt.;\\_ylu=c2VjA2ZwLWF0dHJpYgRzbGsDcnVyBA--/RV=2/RE=1725408494/RO=11/RU=https%3a%2f%2fcolor-hex.org%2fcolor%2ffffff00/RK=2/RS=vdkCdTT.nGssXsD6r9k0lT4lzWc-](https://r.search.yahoo.com/_ylt=Awr99jBuNNdmxSQ3xnb.6Qt.;_ylu=c2VjA2ZwLWF0dHJpYgRzbGsDcnVyBA--/RV=2/RE=1725408494/RO=11/RU=https%3a%2f%2fcolor-hex.org%2fcolor%2ffffff00/RK=2/RS=vdkCdTT.nGssXsD6r9k0lT4lzWc-)
- [https://r.search.yahoo.com/\\_ylt=Awr99jB5NNdmMUw3llz.6Qt.;\\_ylu=c2VjA2ZwLWF0dHJpYgRzbGsDcnVyBA--/RV=2/RE=1725408505/RO=11/RU=http%3a%2f%2fwww.colorhexa.com%2f0077cc/RK=2/RS=rt4wCz4pMWd8wwAbSsG3cigLAyE-](https://r.search.yahoo.com/_ylt=Awr99jB5NNdmMUw3llz.6Qt.;_ylu=c2VjA2ZwLWF0dHJpYgRzbGsDcnVyBA--/RV=2/RE=1725408505/RO=11/RU=http%3a%2f%2fwww.colorhexa.com%2f0077cc/RK=2/RS=rt4wCz4pMWd8wwAbSsG3cigLAyE-)
- [https://r.search.yahoo.com/\\_ylt=Awr99jDKONdmqf83\\_AD.6Qt.;\\_ylu=c2VjA2ZwLWF0dHJpYgRzbGsDcnVyBA--/RV=2/RE=1725409610/RO=11/RU=https%3a%2f%2fviewsonicme20.blogspot.com%2f2021%2f07%2f5-benefits-of-technology-in-classroom.html/RK=2/RS=cDOszNNGnNSj1p\\_cbJ9plIVE5bo-](https://r.search.yahoo.com/_ylt=Awr99jDKONdmqf83_AD.6Qt.;_ylu=c2VjA2ZwLWF0dHJpYgRzbGsDcnVyBA--/RV=2/RE=1725409610/RO=11/RU=https%3a%2f%2fviewsonicme20.blogspot.com%2f2021%2f07%2f5-benefits-of-technology-in-classroom.html/RK=2/RS=cDOszNNGnNSj1p_cbJ9plIVE5bo-)
- <https://www.bing.com/images/create/create-an-image-of-one-asian2c-one-african2c-one-eur/1-66d738b8b40a45978b658b81edfa6b07?id=7c9ykluiW6hKlvMo4LrDaQ.nqSPhCmvdXNEE%2BjsT0WZjg&view=detailv2&idpp=genimg&thid=OIG2.Pqu8Rt2lF.Zf0fGxkUdr&skey=APcFDDsQ-ZMn8fbK4alwB2HZRYv0lZHEut0uBggo6No&form=GCRIDP&ajaxhist=0&ajaxserp=0>
- [https://r.search.yahoo.com/\\_ylt=AwrO8TPDQ9dmWoA44nH.6Qt.;\\_ylu=c2VjA2ZwLWF0dHJpYgRzbGsDcnVyBA--/RV=2/RE=1725412419/RO=11/RU=http%3a%2f%2fligionfonts.com%2ffonts%2flato-regular/RK=2/RS=XAgeMBj0UK0XJPurJPLrN3EQEwA-](https://r.search.yahoo.com/_ylt=AwrO8TPDQ9dmWoA44nH.6Qt.;_ylu=c2VjA2ZwLWF0dHJpYgRzbGsDcnVyBA--/RV=2/RE=1725412419/RO=11/RU=http%3a%2f%2fligionfonts.com%2ffonts%2flato-regular/RK=2/RS=XAgeMBj0UK0XJPurJPLrN3EQEwA-)
- [https://r.search.yahoo.com/\\_ylt=Awr99jAKRNdmP8l3d\\_.6Qt.;\\_ylu=c2VjA2ZwLWF0dHJpYgRzbGsDcnVyBA--/RV=2/RE=1725412490/RO=11/RU=http%3a%2f%2fwww.identifont.com%2fshow%3f37Z3/RK=2/RS=JiquKudwE pRRxpH2EjaTwOj9SnY-](https://r.search.yahoo.com/_ylt=Awr99jAKRNdmP8l3d_.6Qt.;_ylu=c2VjA2ZwLWF0dHJpYgRzbGsDcnVyBA--/RV=2/RE=1725412490/RO=11/RU=http%3a%2f%2fwww.identifont.com%2fshow%3f37Z3/RK=2/RS=JiquKudwE pRRxpH2EjaTwOj9SnY-)

### Plagiarism Scan Report



### Content Checked For Plagiarism

RAD Academy

Product/Service Description

RAD Academy is an online language learning platform designed to help individuals of all ages and skill levels master a new language. We offer a comprehensive and engaging learning experience through interactive lessons, language practice tools, conversation partner connections, and culturally improving resources. Our platform features:

- Interactive Lessons: Tailored to each learner's progress and learning style, incorporating multimedia elements for a dynamic experience.
- Practice Tools: Flashcards, games, quizzes, and assessments to reinforce learning and track progress.
- Conversation Partners: A matching system connects learners with native speakers or other learners for real-time conversation practice.
- Cultural Immersion: Articles, videos, recipes, music, and films providing insights into the target language's culture and history.

Demographic Characteristics

- Age: 18-65+ (broad appeal across different age groups)
- Location: Global (accessible online)
- Education: High school diploma or equivalent and above (appreciation for online learning)
- Occupation: Various (students, professionals, retirees, etc.)
- Income: Varying (subscription tiers cater to different budgets)
- Technology Access: Regular access to internet and a smartphone or computer.

Psychographic Characteristics

- Our target profile is looking to expand their knowledge. They value self-improvement and personal growth, and are motivated to learn new skills, whether for personal interest, or personal development.
- Comfortable with using technology, they prefer to use online platforms for learning and communication. They are open to trying new tools and apps that can improve their learning experience.
- Flexibility and Convenience our market value the flexibility in their learning experiences. They appreciate being able to learn at their own pace, on their own time, and from anywhere in the world. Convenience is key, so they are drawn to platforms that offer mobile access.
- Self-Disciplined: Many in this group are self-disciplined learners who are capable of setting and adhering to their own learning schedules. They are committed to completing courses and achieving their learning goals.

#### RAD Main Objective

- Achieve 10,000 active users within 12 months. **end of the first year of operation.**

We pretend to reach this goal increasing our performance and presence in social medias like, TikTok and Facebook, resulting in leads and subscribers.

#### Brand Identity

At RAD Academy, we revolutionize language learning with an energetic and innovative approach. Our mission is to make learning fun, engaging, and empowering for everyone. By the use of technology with creative teaching methods, we create an accessible environment where students thrive. Our courses are designed to ignite curiosity and foster a love for languages, ensuring every learner feels confident and inspired.

### Marketing Positioning

We aim to be the leading online language learning platform that caters to a diverse audience with a focus on rapid learning, personalized instruction, and a strong community experience. We differentiate ourselves from competitors by offering a unique blend of technology, gamification, and human interaction.

We pretend to achieve this objective by different marketing campaigns in Facebook, Instagram, Youtube, Tiktok, E-mail Marketing and Website. Our posts and content will cover since short videos to deep on-line classes and lives. Furthermore, we pretend to optimize our website and social media content using relevant keywords to rank higher in search engine results. Combining with this organic marketing strategy we will use paif advertising as well like: Google ADS and partnerships with influencers.

At RAD Academy, we believe that language learning is a powerful tool for personal growth, cultural understanding, and global connection. We are committed to give a positive and inclusive learning environment where everyone feels empowered to succeed. Our belief in the transformative power of language drives us to innovate and make language learning accessible, engaging, and fun for all. We celebrate diversity and strive to connect people across cultures, helping each learner to unlock their full potential and confidently navigate a globalized world.

#### RAD'S Colors

- Dominant Colour: Vibrant Blue (#0077CC) Conveys a sense of trust, reliability, and professionalism, aligning with the "Academy" aspect of the name. Blue also stimulates learning and has global appeal.

- Subordinate Colour: Bright Yellow (#FFFF00) Represents energy, optimism, and a fun, playful attitude, appealing to learners of all ages. Yellow also enhances visibility and adds a refreshing contrast to the blue.

-

- Accent Colour: Clean White (#FFFFFF) Provides a clean and modern aesthetic, enhancing readability and creating a crisp look. White helps to emphasize the logo's design and lettering.

-

#### Typefaces/Fonts

• Primary Typeface: Open Sans (Bold) - For headlines and titles.

- Why: Open Sans is a clean, legible, and modern sans-serif font that conveys a friendly and approachable personality.

-

-

- Secondary Typeface: Lato (Regular) - For body copy and supporting text.

- Why: Lato is a versatile and readable sans-serif font that complements Open Sans. It has a slightly rounded feel, adding a touch of warmth and approachability.

## Logo

The RAD Academy logo features a bold, stylized "RAD" formed from interconnected shapes. The "R" and "D" are connected, while the "A" is placed within their intersection, creating a visual representation of the process of learning and connection.

The logo's design reflects the platform's commitment to rapid learning and a dynamic, interactive approach to language acquisition. The vibrant colors and bold typography emphasize the energy and enthusiasm of the RAD Academy brand.

## Images

We choose this image because it exemplifies well to our audience that they can learn since childhood.

We choose this image because it shows technology and bring a tone of modernity, this connect with our brand values, what is education with technologies

In this image we illustrate people from different countries and part of the world connecting, with this image we want to express that with the knowledge in languages the people can connect with everyone, opening a lot of opportunities

In this image we want to symbolize achievement and success, showcasing the end result of hard work and dedication. It conveys professionalism and credibility, helping to build trust with prospective students. Additionally, it evokes positive emotions and a sense of celebration, creating an emotional connection with the audience

## Matched Source

### Similarity 7%

#### **Title:** Solved At the end of its first year of operations, Shapiro's

Apr 29, 2021 — Total Liabilities of shapiro's consulting services at the end of the first year of operation is \$11,200 Using the accounting equation: Total ...

<https://www.chegg.com/homework-help/questions-and-answers/end-first-year-operations-shapiro-s-consulting-services-reported-net-income-27000-also-acc-q75730107>