



RAD ACADEMY

RAD Academy

Brand **style** presentation

A
C
A
D
E
M
Y



Teams Members

Arthur Hammerl

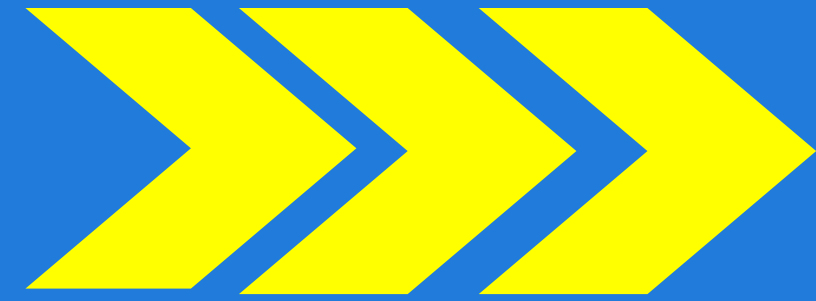


Daniel Fischmann



Renan Carletti





What is RAD academy?

RAD academy is a empowering language learning platform, We look forward to provide with the best possible language learning experience



GOALS AND OBJECTIVES

Objective n° 1

Achieve 10,000 active users within 12 months.

Objective n° 2

Increase average user engagement time to 30 minutes per day by Q2 next year.

Objective n° 3

Generate \$50,000 in subscription revenue by the end of the first year of operation.

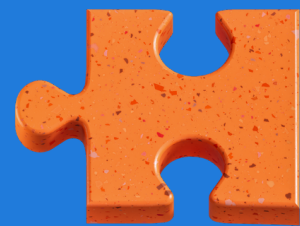


Product/Service



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 provide insights into the target language's culture and history.

Who is **RAD** Academy **For**?

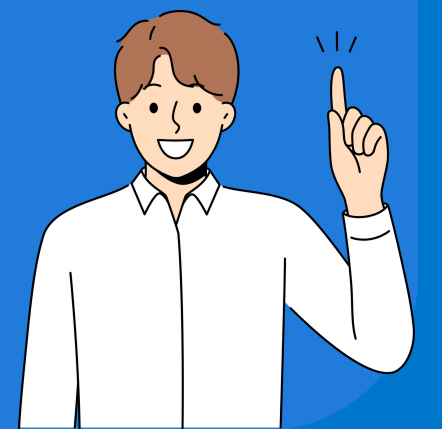
DEMOGRAPHIC CHARACTERISTICS

- 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
- Technology Access: Regular access to internet and a smartphone or computer.



PSYCHOGRAPHIC PROFILE

- Value learning and personal growth
- Are curious about the world and other cultures
- Embrace technology and online learning
- Seek engaging and interactive learning experiences



RAD **academy** USP



Unlock Your Potential Learn a language faster, smarter, and more intuitive with RAD.

RAD Academy: Brand Attributes



- **Personality:** Energetic, innovative, accessible.
- **Market Positioning:** Leading online platform for diverse learners, emphasizing rapid learning and a strong community experience.
- **Beliefs:** Language learning empowers personal growth, fosters cultural understanding, and connects people globally.

Visual Language of RAD Academy

Color

- Vibrant Blue (#0077CC): Represents trust, reliability, and professionalism, reflecting the structured and expert-led nature of RAD Academy. It's also a calming color that promotes focus and concentration, ideal for a learning environment.
- Bright Yellow (#FFFF00): Symbolizes energy, optimism, and a fun, playful attitude. This vibrant color attracts attention and creates a sense of excitement and enthusiasm for learning.
- Clean White (#FFFFFF): Provides a crisp and modern aesthetic, enhancing readability and creating a sense of clarity and simplicity. It serves as a neutral background that allows the other colors to stand out.

Visual Language of RAD Academy

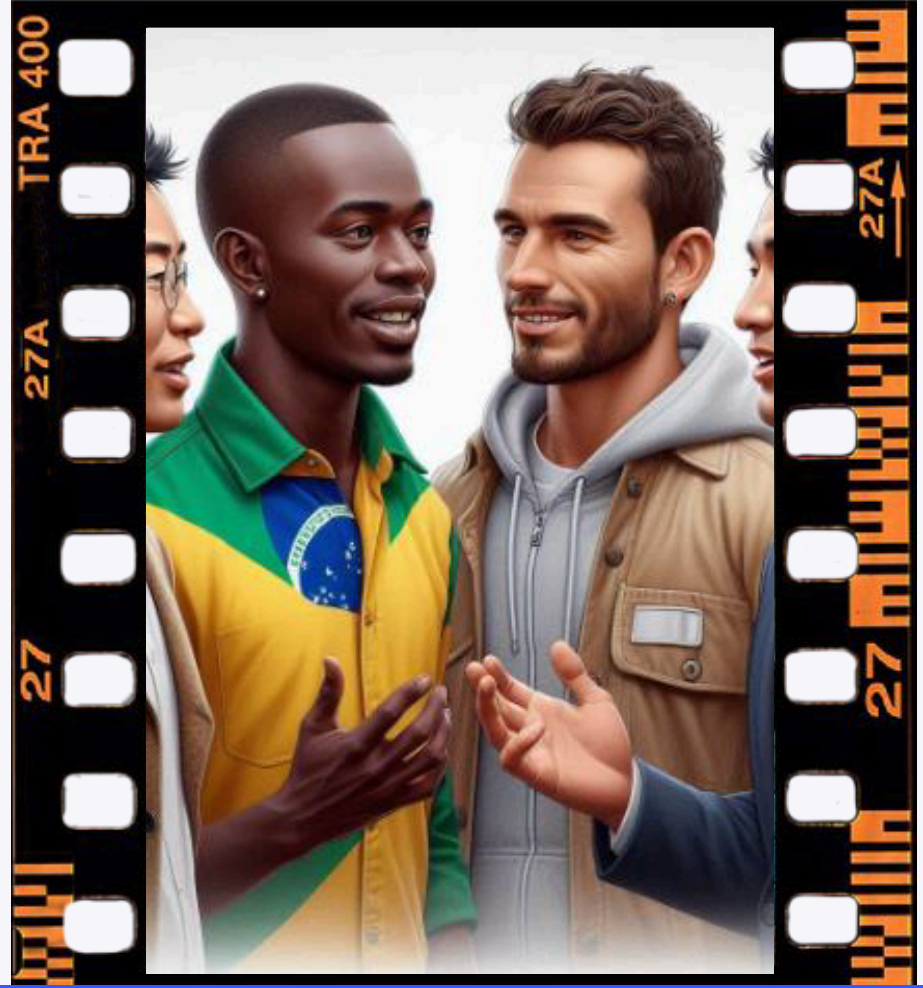
Typefaces

- Open Sans (Bold): Used for headlines and titles. This sans-serif font is clean, modern, and easily legible, making it perfect for conveying a sense of confidence and authority.
- Lato (Regular): Used for body copy and supporting text. Lato is versatile and approachable, adding a touch of warmth and approachability to the visual style.

Logo Explanation



- The RAD Academy logo features a bold, stylized "RAD" formed by interconnected shapes. The "R" and "D" are connected, while the "A" is placed within their intersection. The white color of the "A" creates a visual representation of the process of learning and connection.
- Connection to Brand: 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.



The Voice of RAD Academy

Friendly and Engaging: We aim to make language learning a fun and enjoyable experience. Our tone is approachable, encouraging, and supportive, like a friendly guide on your learning journey.

Informative and Empowering: We believe in providing you with the tools and resources you need to succeed. We offer clear, concise information, combined with actionable tips and strategies to help you master your target language.

Enthusiastic and Inspiring: We're passionate about language learning and its potential to transform your life. We want to inspire you to embrace the challenge and celebrate your progress along the way.

Inclusive and Welcoming: RAD Academy is a place for everyone to learn, regardless of their background or skill level. Our tone is inclusive and welcoming, fostering a sense of community and belonging.

Top Mistakes to Avoid



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.