



ITHRIVE

The Complete Branding Package

Project Brief: ITHRIVE is an online coaching platform with a vision to awaken and brighten every mind to live a life of resilience, growth and ability to achieve one's full potential through education and training that truly supports purposeful growth and resilience of every individual. ITHRIVE was seeking a unique and memorable branding and identity - one that draws attention, reflects the mind-set of the business and creates recognition.

My Role: My role in this project was to offer design solutions as a graphic designer and a UX UI designer to create a visually compelling and impactful brand experience via logo design, web design and other print and digital collaterals supporting the business.

Discover

eLearning just became a lot more exciting! ITHRIVE as the name suggests is a virtual learning academy that enables every individual to achieve their full potential and plan for their dreams. Spearheaded by an high impact coach, Mr. Vikas Poni with advanced experience in leadership and coaching, ITHRIVE through its compelling coaching and training methodologies serves professionals/ non professionals across domains, upskill and develop new expertise for recognition and growth in the global environment. It helps each individual identify their talents and strengths using industry proven solutions.

Define

I had to drive on their core principle, making "ITHRIVE" synonymous with "Empowering Individuals". ITHRIVE is founded on differentiated teaching principles, that every learner is different therefore has unique learning needs, and everyone also has unique inherent strengths/talents which makes them valuable and special. Thus every bit here required to emanate a sense of learning and knowledge and embody a sense of flourishing. My focus was to strongly reflect these two key aspects across all design solutions.



Vikas Poni, MBA, OCT, PROSCI certified
Chief Coaching Officer
ITHRIVE

Challenge

My biggest challenge was translating the vision and mission of the brand in its logo design. My client had two key mascots in mind for his brand- an Owl and an Eagle. The owl being symbolic of knowledge and introspection and the eagle being symbolic of having a strong vision, being strategically aligned and demonstrating farsightedness. Coming up with a logo concept that was perfectly curated to deliver the brand impact as envisioned by the client was a creatively stimulating experience for me as a graphic designer and I thoroughly enjoyed working through it to deliver to both our satisfactions.

Subsequent to logo design, the application of logo on light background was another key challenge experienced through the design process across print and digital platforms. The logo design delivered the kind of impact it was designed to deliver only if it was applied on a black background or else it would lose its essence. This was particularly kept in mind while creating all other design solutions.

Lastly, as a UX UI designer, I faced challenge with the use of limited content for web design. Building a seamless user experience, with an attractive UI design is as important as engaging the users with impactful content that make the user experience even more compelling.



Solution

The very first thought that came to my mind was that it is the coming together of a vision with a mission that is the core foundation of a strong entity. The ITHRIVE logo concept captures this essence beautifully and intricately in the amalgamation of the owl - symbolic of the mission and the eagle- symbolic of the vision held by the brand.

Since the logo design best maintained its essence and impact on a black background only, it became imperative to add a black ellipse to the logo design assets. This way an alternate version of the logo was developed for its practical application on all light surface.

In addition to my role as UX UI designer, I worked closely with the client to curate rich content for delivering an impactful web design. I used my creative thinking abilities to come up with different ways of using the same content yet making it an engaging experience. I also guided the client for creating certain kinds of textual content that would have a lasting impact on the user experience and promote the values of the brand.

Design

I started with logo design and subsequently designed wireframes. I began by designing the logo using the two bird mascots recommended by the client that form the basis of this brand mark and establish trust with consumers. From the logo design I derived the theme of the brand that was maintained while creating the web design and other print and digital collaterals supporting the business. Colors and fonts were carefully picked to maintain the focus on the content and provide a fine balance of legibility and readability.

The Process

Logo Design - concept development

Interview questionnaire and mood boarding

Creating visual designs and iterations

Finalising the logo and deriving a theme for the brand

Designing business cards, letterhead, email signature, ebook cover

Run test prints as applicable

Web Design - user journey and flow

Digital wireframing and prototyping

UI design - iconography, illustrations, UI elements

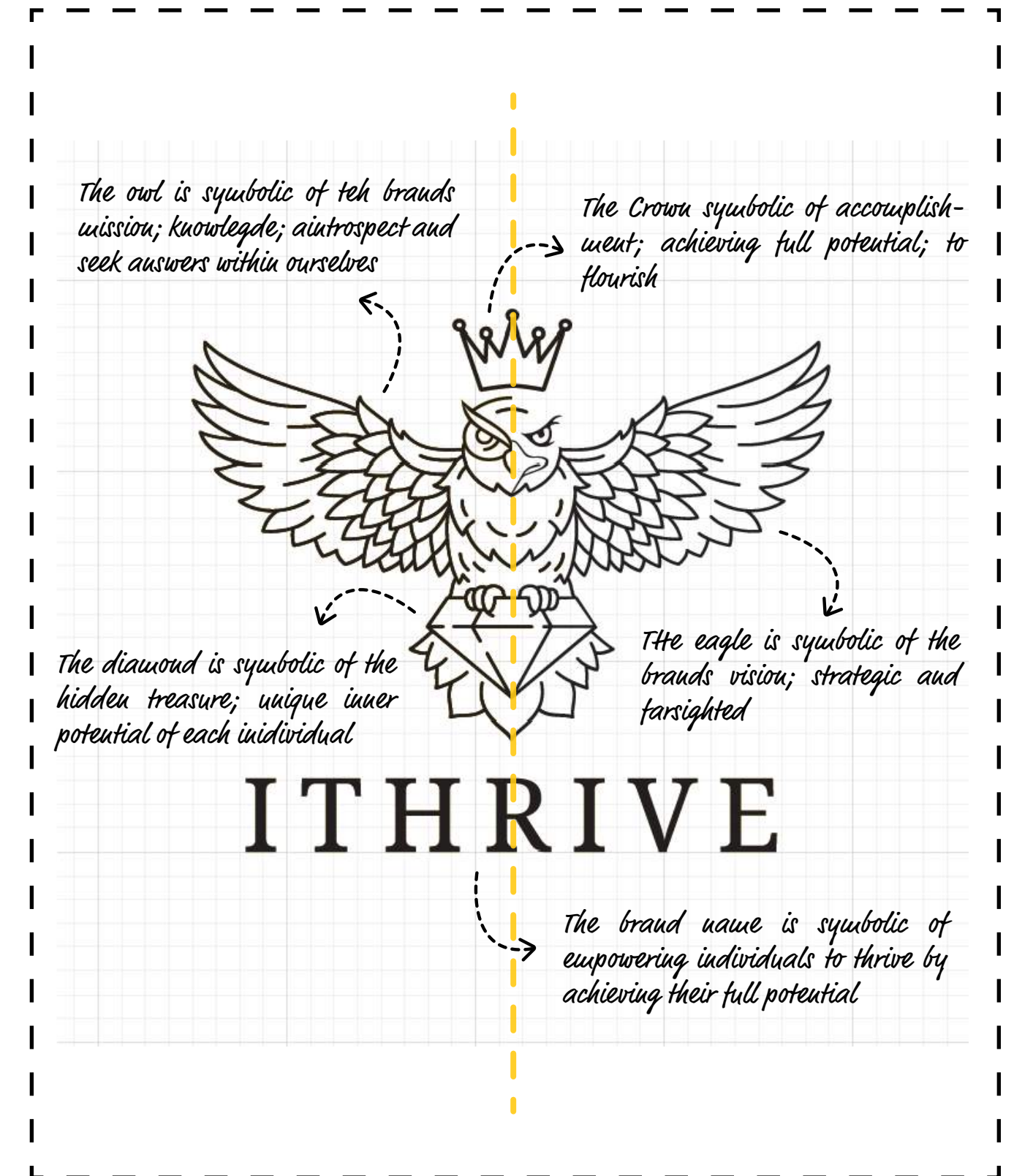
Responsive design

User testing

Developer handover

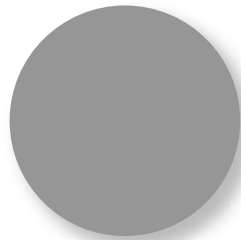
Logo Concept

At ITHRIVE we strongly believe that in nature god has given us all answers to any present and future challenges faced by the human race, and this is why we promote living a life of purpose and harmony with the natural world. The company has two bird mascots that align with the companies vision and mission; the Owl – “who” supports the companies mission statement, gives us knowledge and the strength to seek deep within ourselves for answers, and the Eagle – helps to keep the vision alive and allows us to see things strategically; far into the horizon, yet pay attention to the greatest detail.

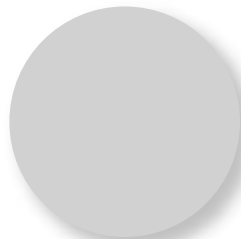


Colour Psychology

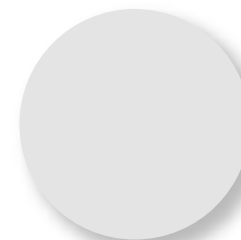
Secondary Colour Palette



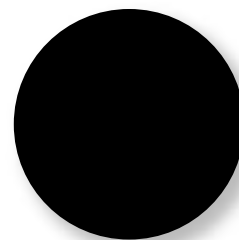
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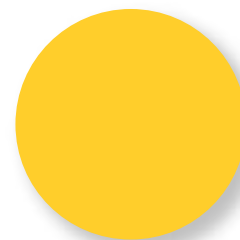
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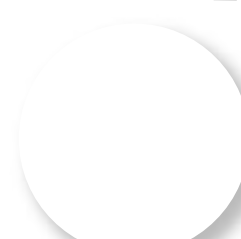


#000000



#FFCB14

Primary Colour Palette



#FFFFFF



#FFCB14

#FFFFFF

Warm and Neutral colour palette has been selected to generate enough contrast for maximum readability at any size. The owl has been represented in golden yellow colour depicting one's inner potentials, talents, creativity, knowledge, self communication, and the courage to introspect. The eagle has been represented in a bright neutral grey depicting clear vision, bright future and ability to focus on achieving one's full potential without distractions. Both, the crown and the brand name is represented by golden yellow as a symbol of clarity, warmth and optimism.

The black colour ellipse has been used to generate maximum contrast and to bring out the essence of the brand through its logo representing a strong formal sophisticated and secure foundation sustaining the entire structure of the brand. Additional variations in tint and shade of bright grey colours have been used in UI design to generate the required contrast to develop an engaging user experience for the potential viewers.

NOTO SERIF

is a free google font and makes an excellent font for headlines and titles. It is also optimized for print and digital interfaces with excellent legibility characteristics in its letter forms which gives a formal appearance. Hence, it has been used for all communication collaterals.

HEADING

Noto Serif
Medium

Body Copy
Body Copy

Noto Serif
Regular/*Italic*

POPPINS

selected for web design because it is simple, friendly and functional. It is also optimized for print, web and mobile interfaces with excellent legibility characteristics in its letter forms which gives a neutral yet friendly appearance.

Heading 1
Heading 2
Heading 3

Poppins
Medium

Body Copy

Poppins
Extra Light

Typeface

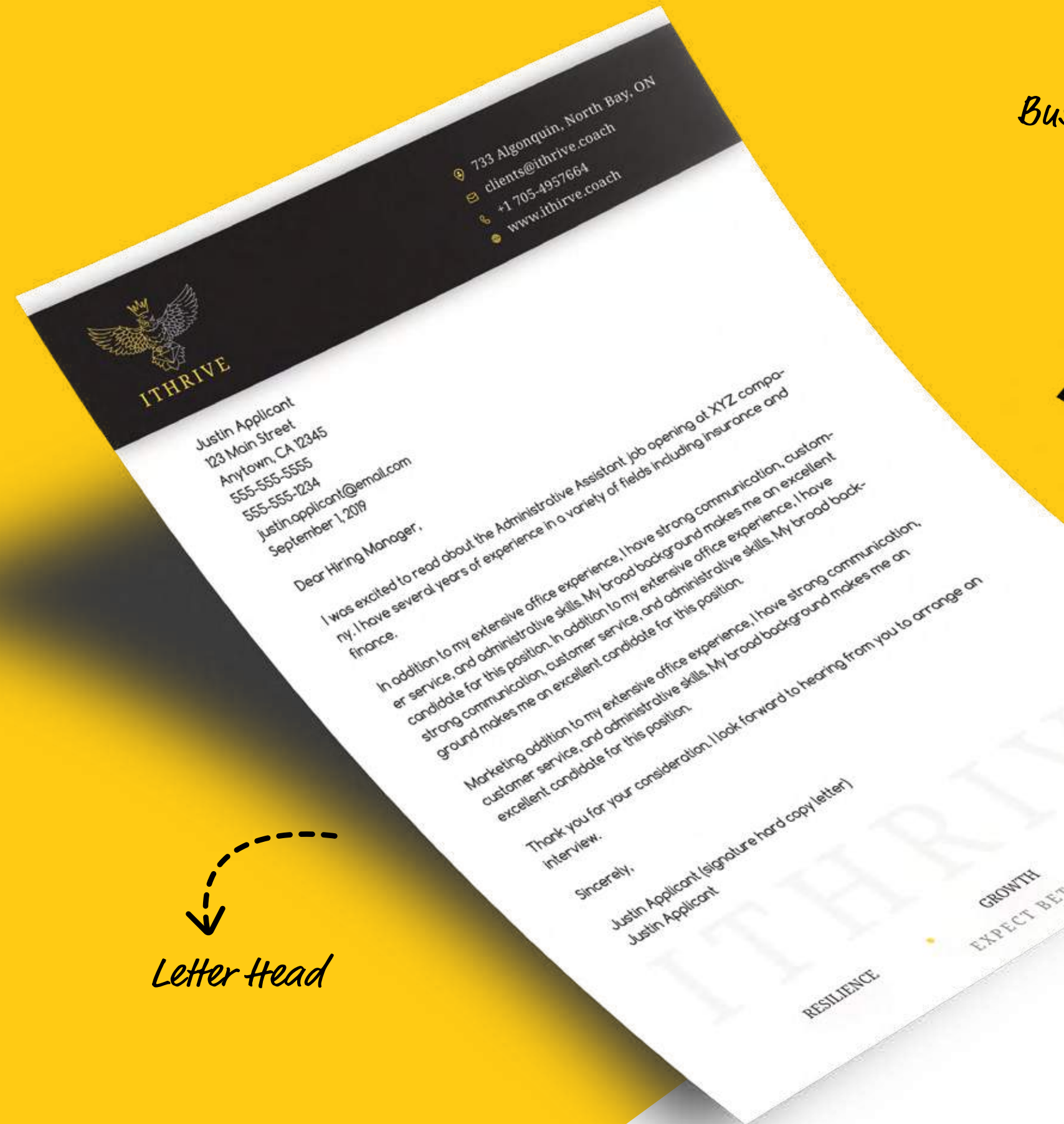
Business Card ←

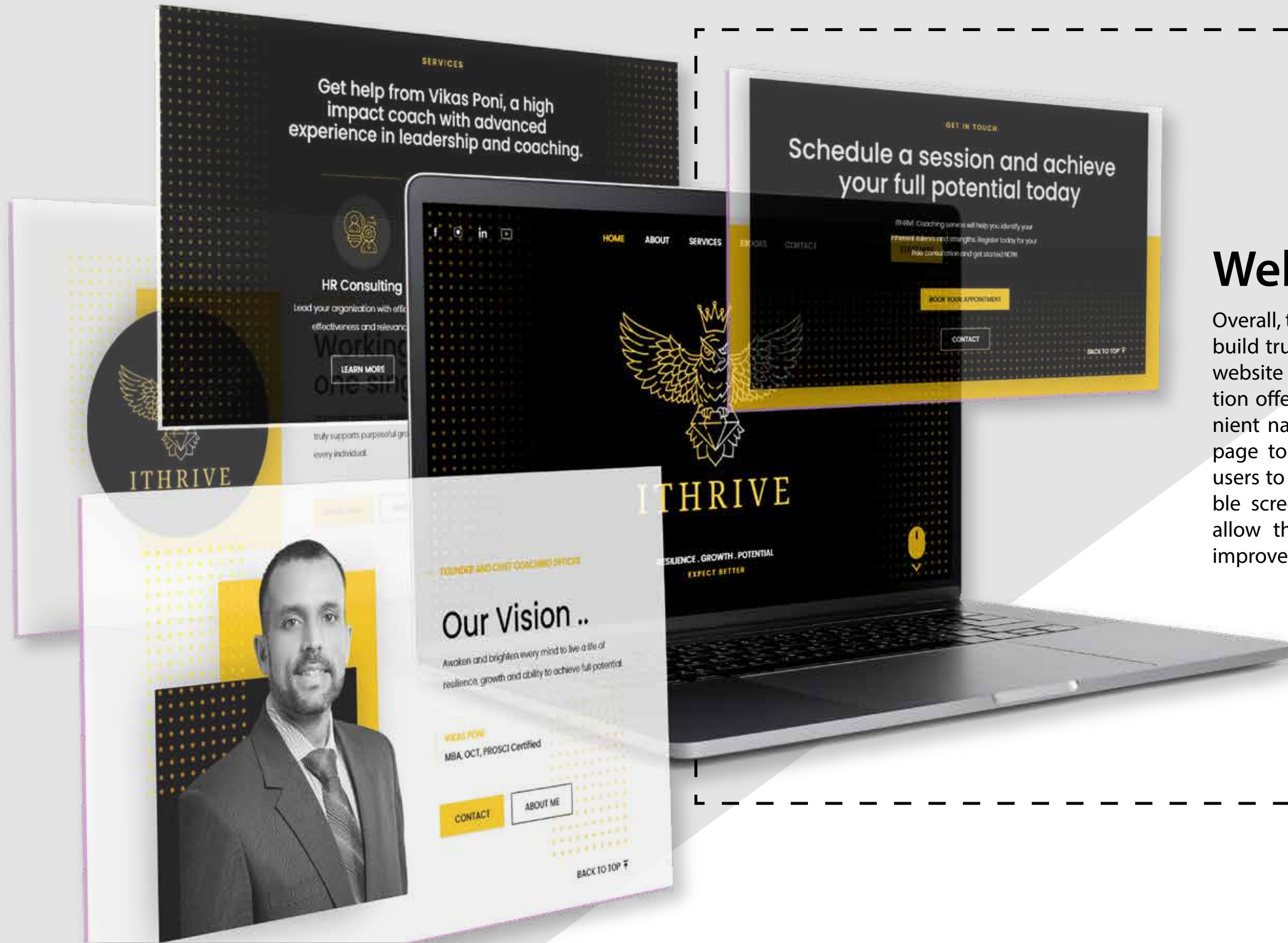


→ Email Signature



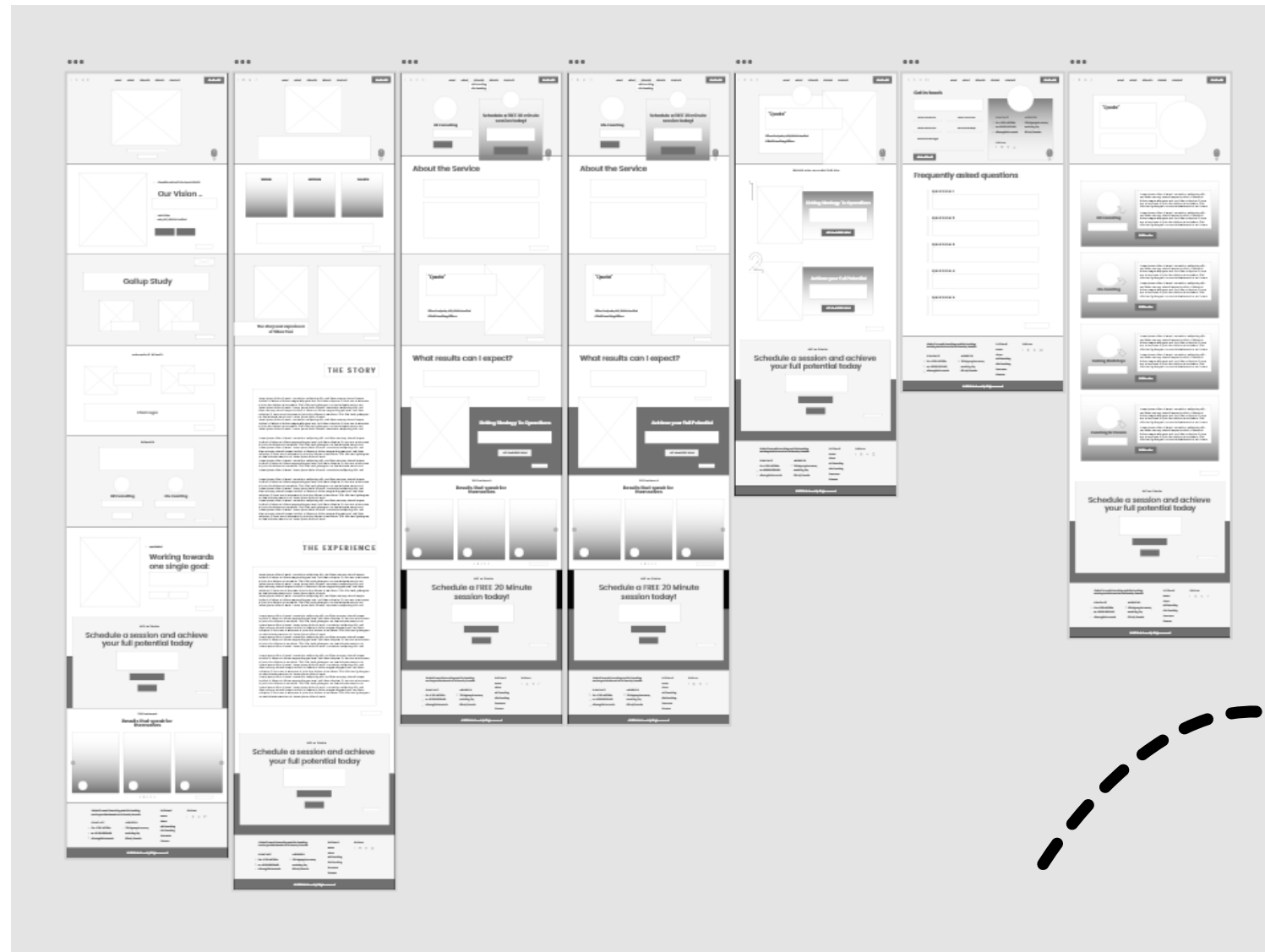
Letter Head





Website Design

Overall, the visual design is created from a perspective to build trust among customers and increase revenue. The website is very simple which conveys the value proposition offered and helps customers with easy and convenient navigation. We carefully crafted content for each page to build trust and credibility and convince new users to try the courses available. The dynamic yet flexible screens are designed to convey the benefits and allow the platform to be scalable and simplified to improve the experience of the users.

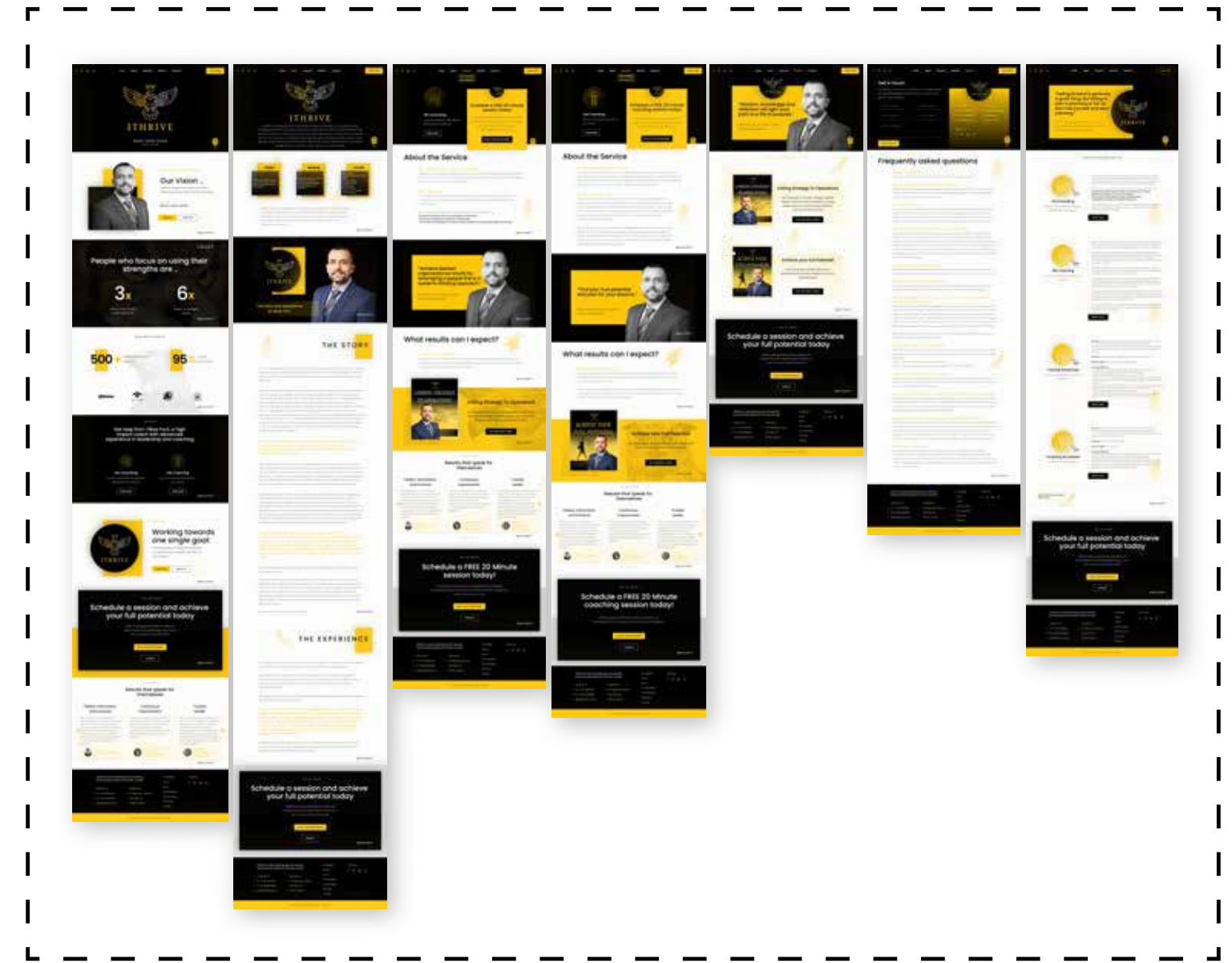


Low-Fidelity Wireframe

Low fidelity wireframes helped me in crafting a better story for the end users. This also helped to get the client on the same page. I have crafted simple and user centric designs to provide comprehensive understanding of the services offered and its benefits. For ease of navigation users have access to toggle between all inner pages from anywhere they are positioned on the website. The entire user flow has been designed to provide users a seamless user experience.

High-Fidelity Wireframe

Focussed on simpler and more scalable wireframes with precise keywords to understand the benefits of the services offered. This would help the users to differentiate and book a required coaching service effortlessly. Additionally, the website has been integrated with the learning management system, calendly, mail chimp, paypal and social media handles for executing business effectively.



UI Screens

Modern illustrations to give a unique look and feel which conveys a positive, professional and elegant association with the brand.

Minimalistic line iconography embedded in gradients for increased familiarity that connects with the users without overwhelming them.

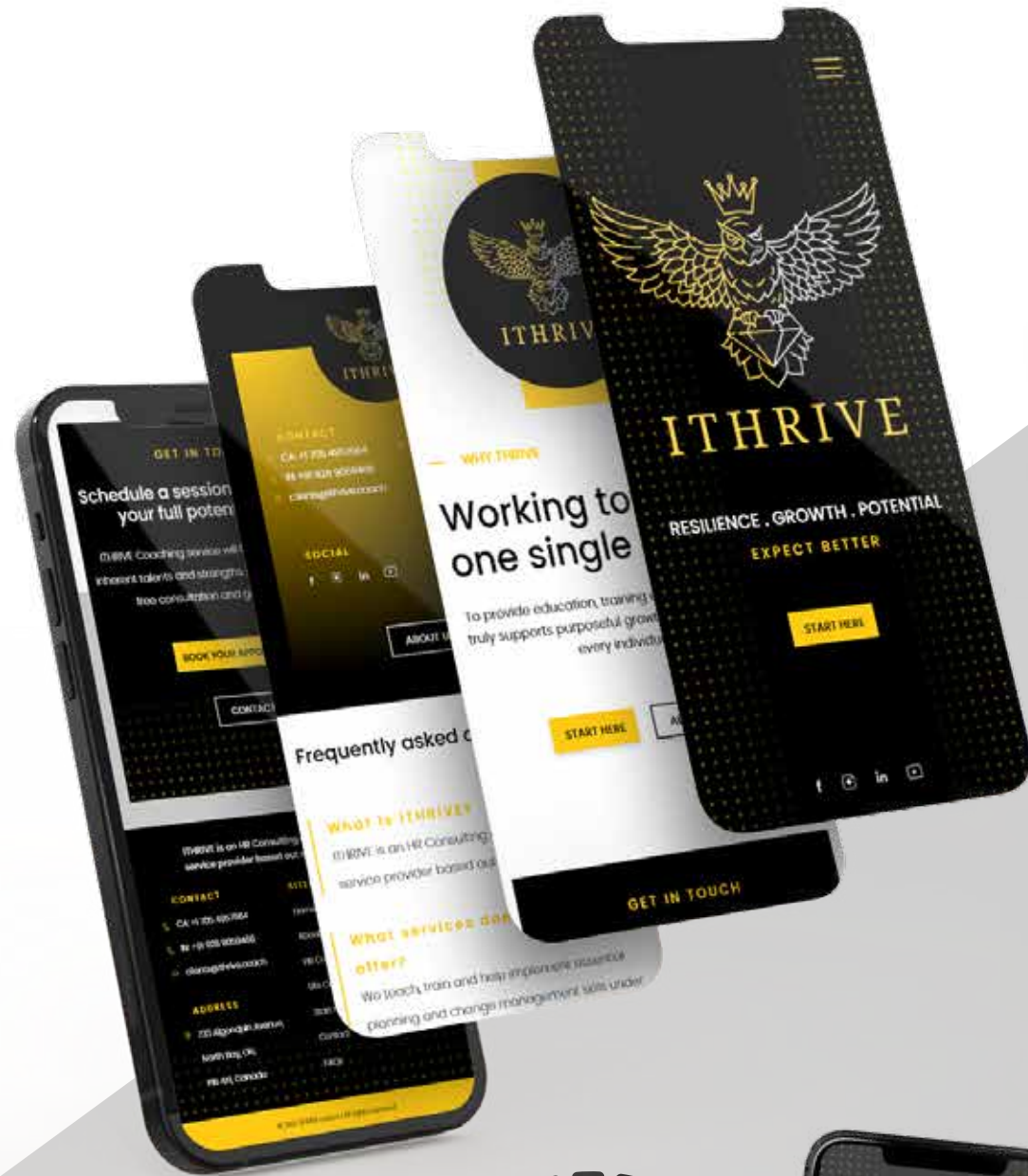
Clean and simple UI elements have been used to ensure consistency across all digital touch points and to help users navigate through the pages effortlessly.

The entire UI has been designed alternating between black and white UI sections. This is used in a purposeful manner to maximize comprehension and reduce cognitive load to particular action, command, or section.

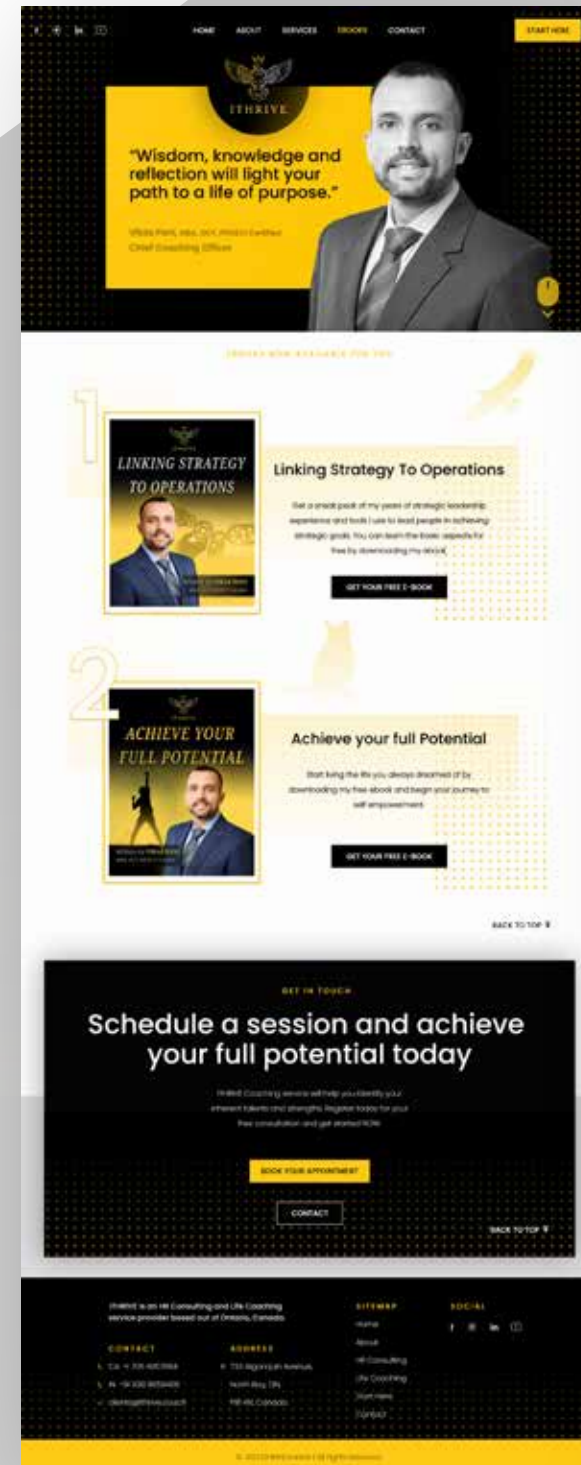
The Chief Coaching Officer's photograph and quotations, displayed at multiple sections, give a voice and personality to the UI as he becomes a familiar face to the users and keeps them engaged.



Responsive Design



A fully responsive website will rescale itself to preserve the user experience and look and feel across all devices - with no frustrating zooming, scrolling or resizing.





ITHRIVE

RESILIENCE . GROWTH . POTENTIAL

EXPECT BETTER

End of Case Study

What did I learn from the project?

With creativity, skill and strategy, a brand can establish an identity that sets itself apart from the competition and sparks a connection with its audience. Work well within a set of constraints. Constantly re-framing the problem and iterate on a variety of solutions.

Focus on what problems a design is trying to solve.

Research plays an important role in the output of the design.

Simple designs are much more preferred.

Collaborate effectively with all members of the project.

Convert the ambiguous subjectivity of the design process to concrete, digestible information.

Testing designs is imperative.

Carry myself with enough patience and confidence with my execution skills.

Make products and people feel memorable.

Client Testimonial

Ms. Thakur timely delivered on the design aspects for the overall website, brand, and always brought unique ideas to the table. She has proven to be a most reliable, creative, detail oriented, and professional web designer. Ms. Thakur is efficient in her approach to work and was liked by her peers and clients alike. She is well-presented, easy to approach, and able to work both independently and as part of a team.

Vikas Poni, MBA, OCT, PROSCI Certified

Director of People, Strategy and Engagement/HR Consultant
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