

Further by upGrad

Design Language Explorations

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Brief

To come up with a fresh design story/ narrative to explain the event's approach- setting the path to E-Learning with the foundation of POP CULTURE to make learning fun and provide a stepping stone to 'lead'.

Further

/ˈfɜːðə/

verb

- Help the progress or development of (something); promote.
- To advance, forward



Design Concept

The idea is to visually depict the concept of moving forward through fun quirky visuals that attract immediate attention.

Since the “**arrow**” iconography is already a part of the brand’s key visual identity, incorporating that in the larger design concept makes for a good subtle integration.

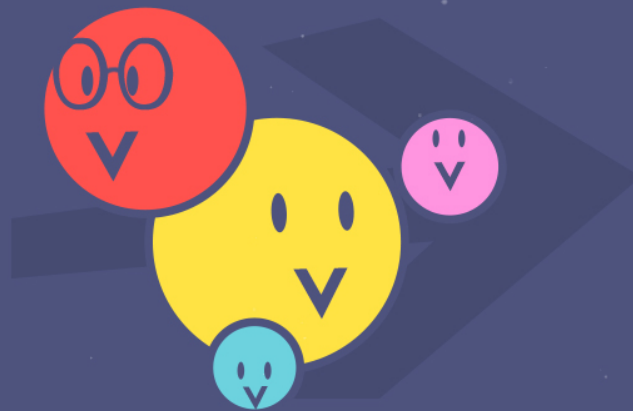






A slight variation of the arrow symbol from the previous one





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Design Elements Breakdown



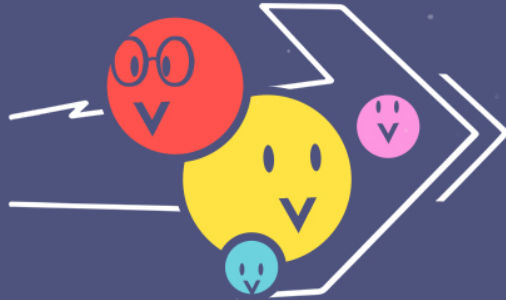
arrow signifies
forward movement
that goes well with
the overall idea of
**moving forward that is
suggested in the name**



'Greater than' signifying
"Further"
that also works as an
icon for **a smile**



The smile is then
be explored "further"
to create a symbol for
networking/ meeting and/or
a mind map



With these icons in place, all inspired from **an arrow**, all other event collaterals can be created.



Color Palette

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Body font

**Helvetica Neue LT Pro
Bold**

**AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz**





Possible Logo Routes

With the same concept in mind, a couple of other logo routes can be looked at. These variations have a slight tweak in the treatment but if one prefers any of the following styles (fonts/ textures), they are easily adaptable across collaterals.



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further



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Overview



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Design Adapts



SOCIAL MEDIA POSTS

Note:

For the sake of proceeding forward to explore other design collaterals, the first logo design concept has been chosen as a placeholder wherever the logo is being used.

Any of the above design options can be chosen along with any treatment, interchangeably, to create the final design.

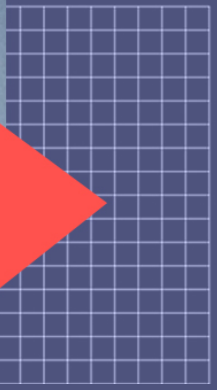
x -



Speaker
day 01



10th March
2021



x -



Speaker
day **01**

10th March
2021



A slightly cleaner version of the earlier post



SPEAKER | DAY 01 | 10th March 2020



ELON MUSK



ELON MUSK

ELON MUSK



Speaker
day 01

10th March
2021

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Post with logo variation

Motifs

(for GIFS/ Stickers)

(One idea is also to create an emoji deck with the “Further” smileys in the list of assets)



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GROW FURTHER



Motifs where an arrow is the central theme. The other themes included are mind-maps, synergy, growth (plant) and digital screens and icons.



**career specific motifs
in tune with the list of speakers**



Other Collaterals

#GOFURTHER





#GOFURTHER



A hand is holding the top handle of a dark blue tote bag. The bag features a white graphic logo consisting of a large, stylized arrow pointing to the right. The word "FURTHER" is printed in white, uppercase, sans-serif font across the middle of the arrow. Below "FURTHER", the text "by upGrad" is printed in a smaller, lowercase, sans-serif font, with "by" in red and "upGrad" in white. The background is a solid, bright cyan color.

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Color Palette Options

FURTHER

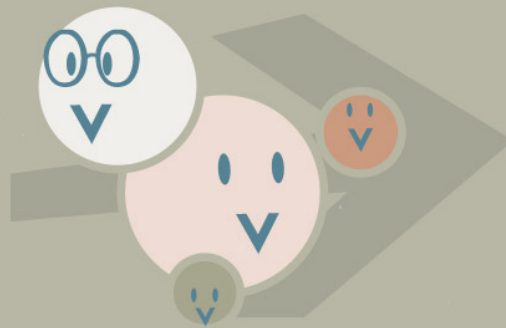
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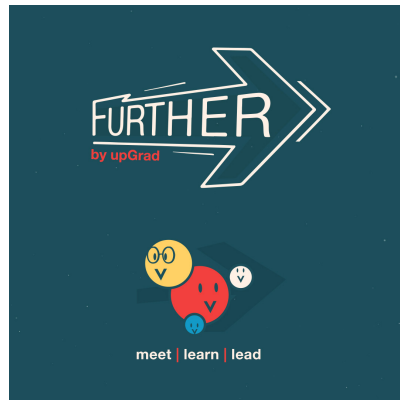
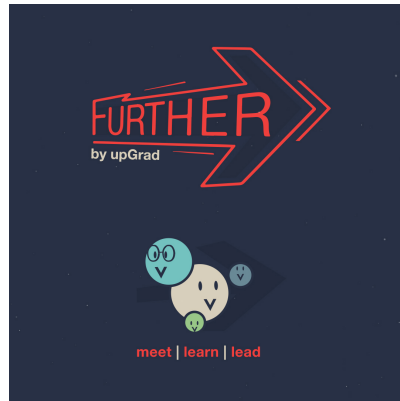
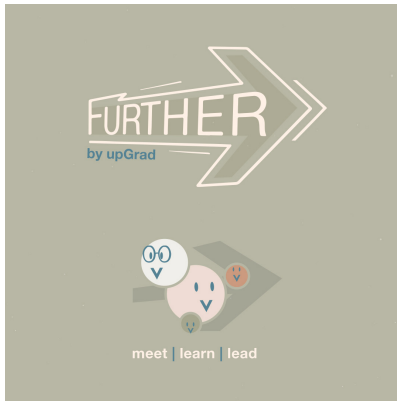


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original color scheme



color scheme explorations



Process Note

This deck is to concentrate on the design explorations and see what is working. The details of the collaterals can be explored once we have moved forward with a design aesthetic we are happy with.

All collaterals can be designed in the same design language as the logo unit we go ahead with.

Also note that any and all permutation/ combination WRT color, font and style is possible with the above explorations.

For example, If one prefers the font in one exploration and the style in another, we can club them to see what that would look like.

All text and tag-lines have placeholder copy for now.

Thank you.

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