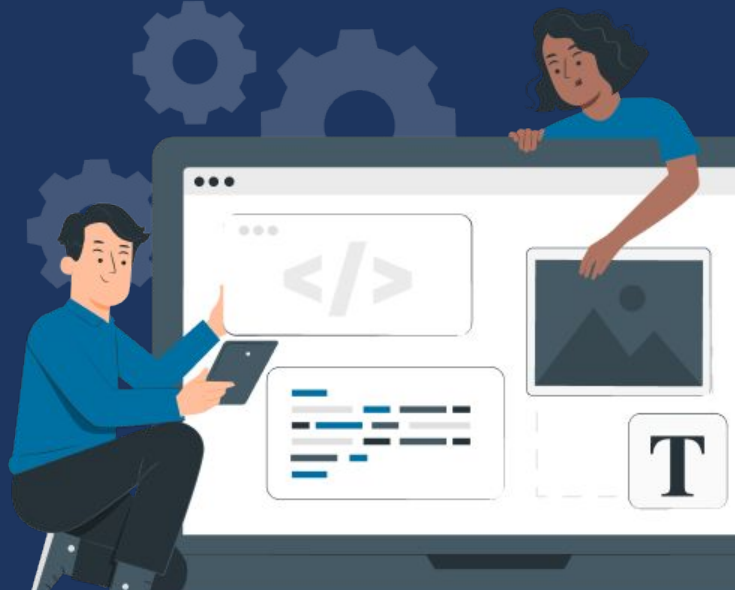


Alison Visual Identity



The objective

1. Achieve consistency in design, colours, and elements across all platforms.
2. Create a brand visual language that aligns with Alison's values.
3. Build a comprehensive brand book that reflects the proposed brand language and identity.



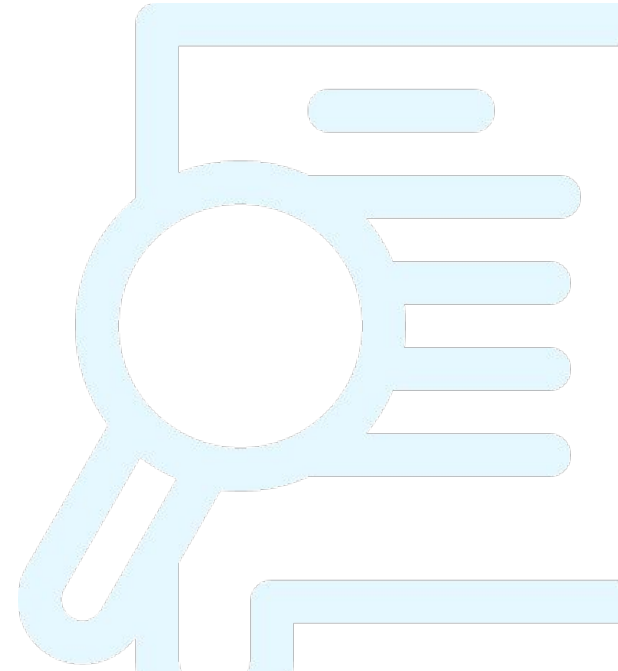
Purpose of presentation

- 1 Present a design style, and show how the visual elements come together for consistency, for each option.
- 2 Get feedback/approval.
- 3 Once approved, develop a guidelines book outlining how the chosen design should be used. This approach is more efficient than creating a full rulebook upfront, especially if the options presented aren't finalised.



STEP 1:

Analysing competitors



Benchmarking

- 1 We started with listing our competitors that had a bold and clear online brand guideline.
- 2 We researched the website, social media channels, and emails for each of these brands (link to the brand guidelines attached to the logos, and figma link to our research below).



[Link to Figma file](#)

Benchmarking results

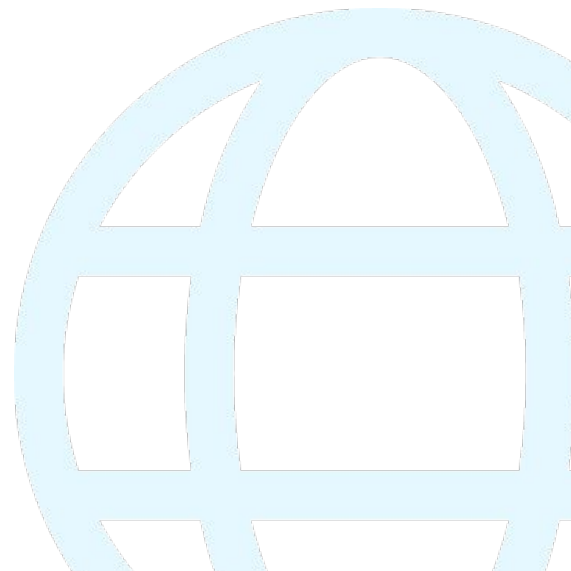
We found the following commonalities among all the brands:

1. The same colours and elements used on the website are not used across all marketing platforms.
2. More brighter colours are used social media platforms. Real human images, as well as illustrations are used on social media too.
3. Emails predominantly use lighter colours, drawing focus to the CTA. The same elements as the website, like illustrations or mascots are used in emails too.

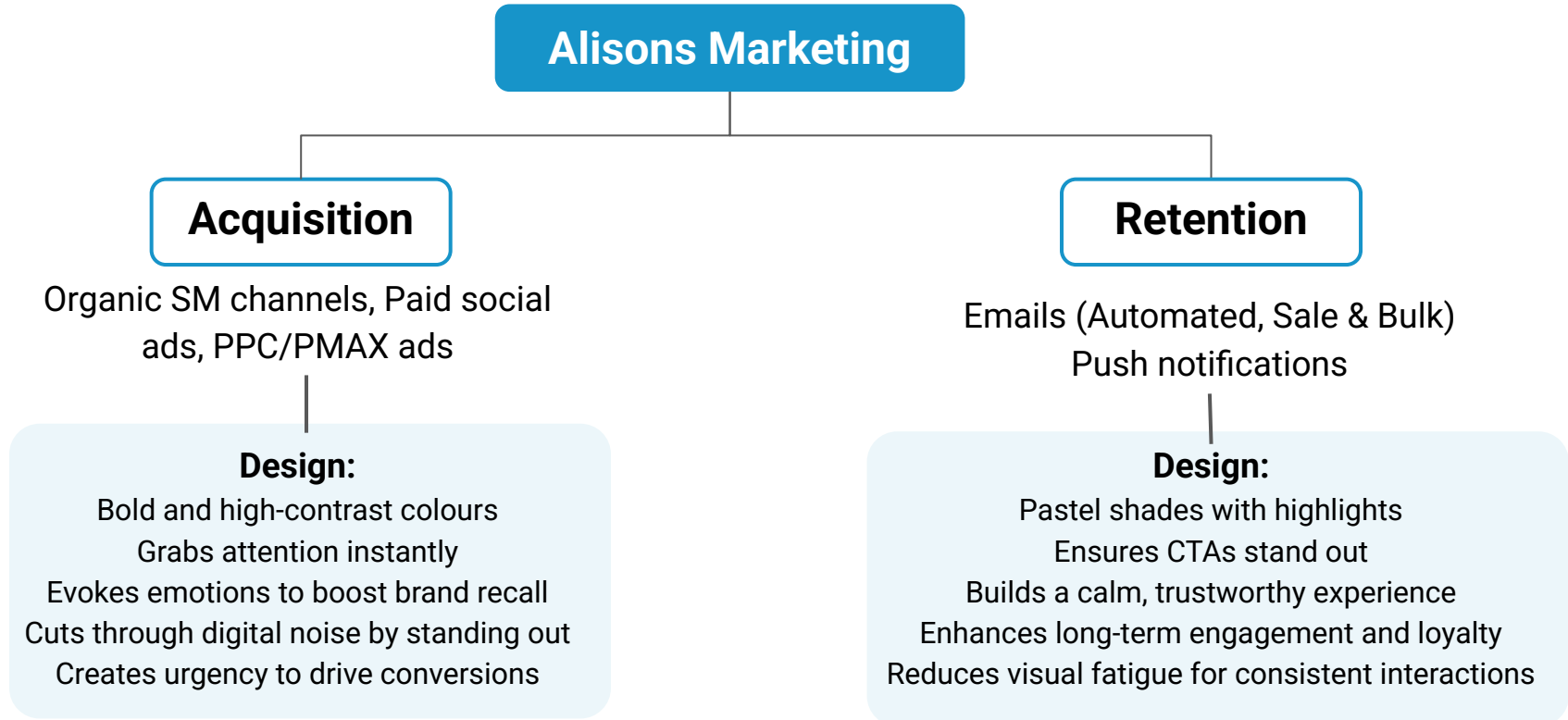


STEP 2:

Planning



Mapping our marketing channels



The common thread

Acquisition and retention channels have different objectives. But we can create a common thread between them, ensuring brand consistency across all channels.

Here's how we will achieve that:

1. Highlight keywords with a contrasting colour to the background across channels.
2. Use pana style illustrations throughout, similar to our website.
3. Use Alison themed shapes for background/visuals/text wherever required.

STEP 3:

Implementation



The base for defining our visual identity:

Our values



Empowerment

We are committed to equality and will play our part in removing all barriers to make education accessible to everyone.



Knowledge

The power of an open online learning platform creates free access to education through sharing.



Inclusivity

Our freely available education and skills training has the power to transform people's lives - whoever and wherever they are.



Innovation

Our DNA is entrepreneurial; we understand and embrace the pioneering spirit of entrepreneurs.

Colour palette:

Background
colour:



Text
colour:



Brand colours:

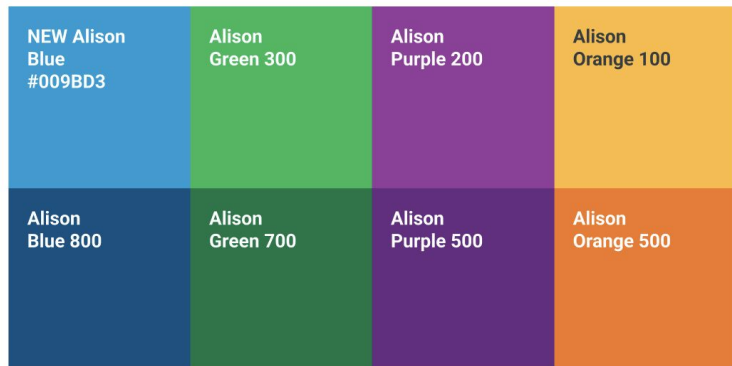
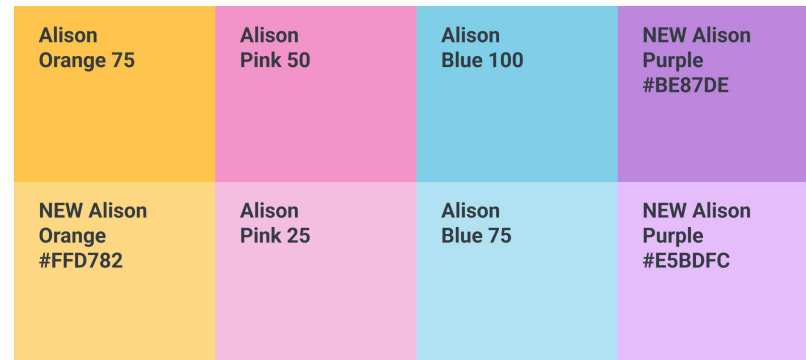


Illustration colour palette:



The reasoning

- 1** **Balanced visual identity:** The colour palette blends warmth and trust, creating a look that feels both welcoming and professional.
- 2** **Value-driven colour mapping:** Each colour in the palette represents a core brand value:
Orange for empowerment, blue for knowledge, green for inclusivity, and purple for Innovation. Together, they create a rich, meaningful system that communicates Alison's mission.
- 3** **Distinctive brand presence:** No brand in ed-tech uses such a mix of colours. They rely on a single dominant hue. This helps Alison distinctly stand out.



The reasoning (continued)

- 4 Unified visual thread:** Despite using multiple colours, we will use only one background colour (Alison Orange 10). This will ensure all creatives, across channels look unified, ensuring cohesiveness and consistency.
- 5 No major product design changes needed:** This palette works seamlessly with the current colour schemes used on the website. This ensures no major colour updates will be required on the platform, helping us save time.
- 6 Product alignment maintained:** Collateral related to specific products can continue using the same colours as their corresponding landing pages, maintaining consistency between platform and marketing.

■ **Affiliates, Career Ready Plan, Career Guide***

■ **App**

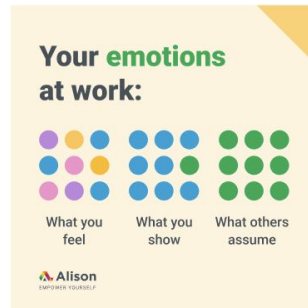
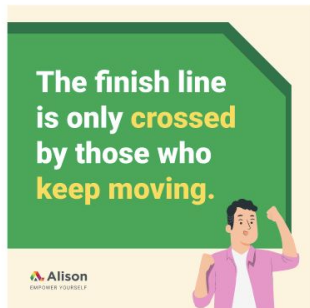
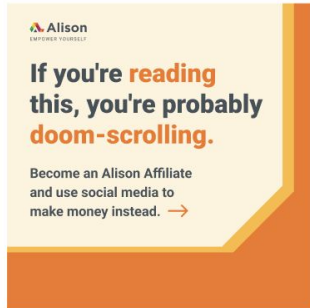
■ **Recruitment, Gamification, Resume Builder, B2B, Offline Learning, Profile, Aptitude Test***

■ **Gift Cards, Welliba, WPA**



Application: acquisition channel

Organic social media posts:

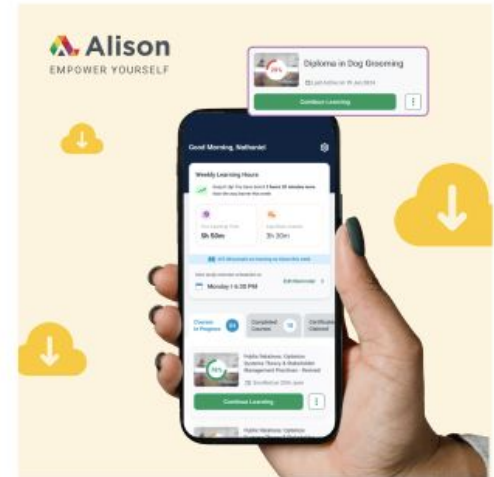


Application: acquisition channel

Paid social media ads:



PPC images:



Application: retention channel

All emails will be in a lighter background to ensure CTAs stand out and reduce visual fatigue for consistent learner interactions (in line with benchmarking results)

Bulk emails:

Are you still thinking about the **great business idea** you have?

Stop thinking! Start planning it now and capture the market.

[Learn More](#)

Hi Deeksha,

Did you know that businesses that start with a solid plan are 2.6 times more likely to succeed?

And the best time to start planning? Now. It will give you time to test your ideas, secure funding, and build a solid foundation for success.

Start now with our [free courses](#) below and get a head start on your competitor!

Get your business off the ground

 Entrepreneurship: Creating the Business 2 1.5 - 3 hours 2 43,317 learners Start Learning	 Small Business: The Business Plan 2 1.5 - 3 hours 2 18,795 learners Start Learning	 Small Business: Skills 101 2 1.5 - 3 hours 2 6,492 learners Start Learning
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Make your business grow

 Entrepreneurship: Creating the Business 2 1.5 - 3 hours 2 43,317 learners Start Learning	 Small Business: The Business Plan 2 1.5 - 3 hours 2 18,795 learners Start Learning	 Small Business: Skills 101 2 1.5 - 3 hours 2 6,492 learners Start Learning
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Automated emails:

Mondays? Ughh.
New skills? Yay.

Continue learning, get that Certificate, and cure Monday blues.

[Start Here](#)

Hi [FirstName],

Congratulations! Now, you can download a course on the Alison App and learn without the internet.

Whether you're on a beach, in the mountains, or on a flight, your learning doesn't have to stop – even if your internet does.

Get your course today. After all, unreliable WiFi and mobile data shouldn't mean unreliable learning.

[Download Your Course](#)

45M+ Learners 10M+ Graduates 5,500+ Free Courses @ 193 Countries

Sale emails:

Thanksgiving SALE is ON! 25% OFF

Valid on all Digital Certificates & Diplomas. [Get 25% OFF Now](#)

Hi Deeksha!

We're running a **Republic Day Sale** for our learners in India, giving you a **25% discount!** But to claim it, you need to [complete your course](#) or have a previously completed course.

Getting a **CPD accredited Alison Certificate** can really help you professionally. You can:

- **Future-proof your career** by gaining specialist knowledge and transferable skills
- **Stand out from the crowd** when applying for jobs by adding your Certificate to your resumé
- **Be considered for a promotion** by showing employers you're committed to lifelong learning.

[Claim your 25% Discount](#)

Summary: across all channels

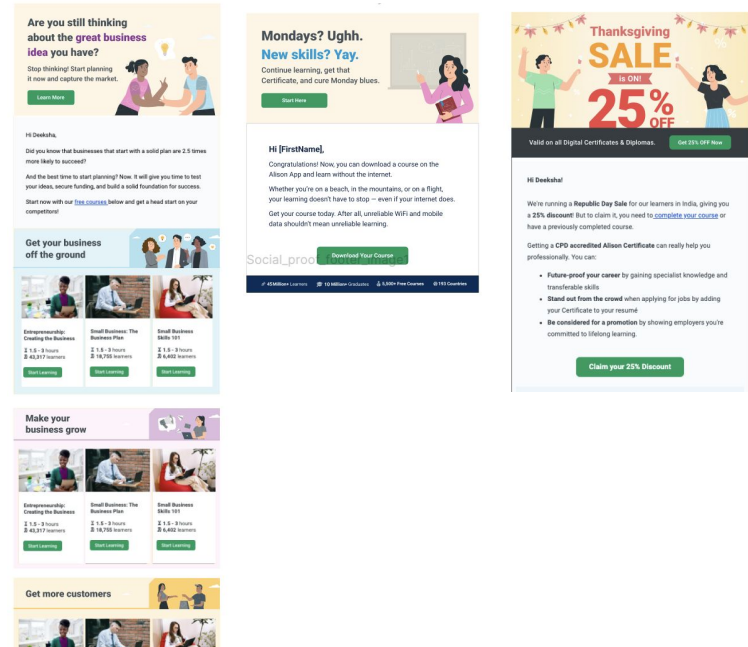
Organic social posts:



Paid ads:



Emails:



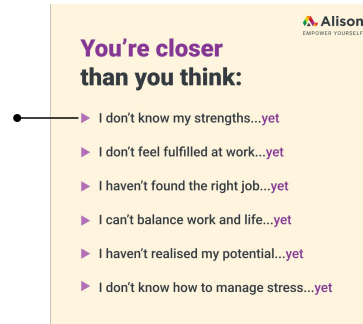
Individual core visual elements

Alison core visual elements

1. The Alison Triangle

Designed to guide the viewer's eye to the text while also serving as stylised bullet points. Also used to stylise creatives.

Examples:



Alison core visual elements

2. The Alison Note (with and without shadow)

Used as a background shape to support creatives with extensive copy and to mask images.



Without shadow

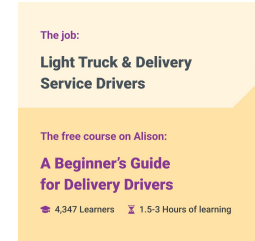
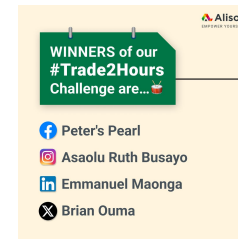
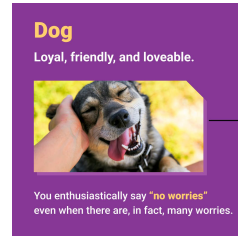


With shadow



All the angles it will be used in

Examples:



Alison core visual elements

3. The Alison Quote (with and without shadow)

Used for graduate testimonials, quotes, and repurposing tweets.



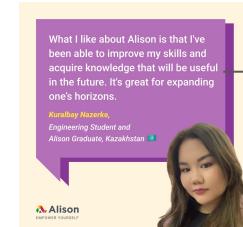
Without shadow

With shadow



All the angles it will be used in

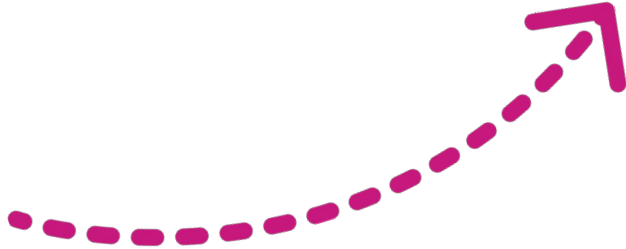
Example:



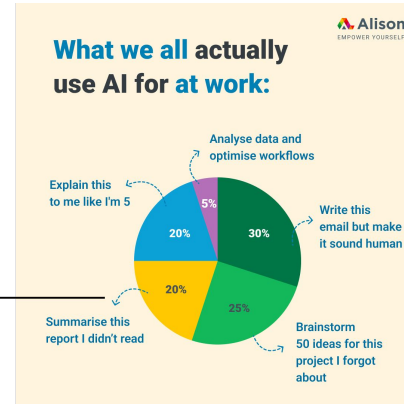
Alison core visual elements

4. The Alison Dashed Arrow

Used to showcase data points in informative posts.



Example:

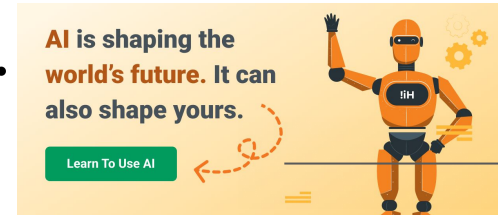
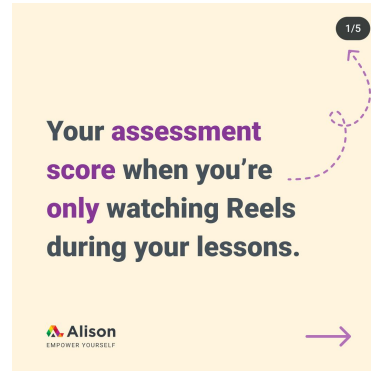


Alison core visual elements

5. The Alison Looped Dashed Arrow

Used to connect the headline with the image/icon/emoji.

Example:



Alison core visual elements

6. The Alison Carousel Arrow

Used in carousels as a swipe symbol, guiding readers to keep reading.



Example:



Thank you
