

LANGUAGE & CULTURAL ENRICHMENT

A shared language. A sense of home.

Visual identity for an educational initiative connecting language learning, cultural heritage and family life.

CONCEPT / LOGO DESIGN / IDENTITY ASSETS



01 / THE IDEA

Learning starts with connection.

The identity brings together a home, a globe and an adult-child learning scene. These elements connect family support with language education and cultural belonging.



My contribution: identity conceptualization, naming and tagline ideation, creative direction, logo and icon design, and preparation of identity assets and specifications.

Home & learning

The house frames an intergenerational teaching scene.

Language & culture

The globe and speech bubble connect cultural identity with communication.

Progress & aspiration

A graduation cap adds an explicit connection to education.

02 / MARCH TO APRIL 2024

From exploration to final identity.

The first version established the home, globe and language theme. The final version reworked these elements into a family learning scene and introduced an orange accent and graduation cap.



MARCH / INITIAL VERSION

A house and globe enclosed by a speech-bubble frame, with a curved wordmark and a Spain reference.



APRIL / FINAL VERSION

An adult-child teaching scene, a separate globe and a graduation cap, with revised type placement.

The final assets extend the identity into horizontal, stacked and social-profile configurations.

03 / FINAL ASSETS

One identity. Multiple formats.



HORIZONTAL



STACKED



SOCIAL PROFILE

Delivered in full color, grayscale and white variations, with PNG, SVG and selected JPG exports. The source package also includes individual illustration components.

04 / VISUAL SPECIFICATIONS

A warm, grounded palette.

**Navy**

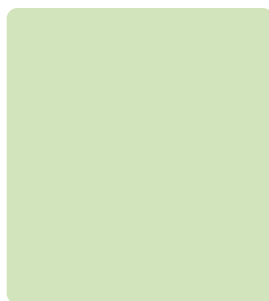
#142664

RGB 20, 38, 100

**Green**

#7EAC69

RGB 126, 172, 105

**Pale green**

#D2E4BB

RGB 210, 228, 187

**Orange**

#EA9B3D

RGB 234, 155, 61

TYPOGRAPHY

Montserrat ExtraBold

Wordmark

Akzidenz-Grotesk BQ Medium Condensed

Connecting Language and Culture

Montserrat SemiBold

EN CADA FAMILIA

DESIGN & DOCUMENTATION

Logo artwork created in Adobe Illustrator. Portfolio edition assembled from the final April 2024 specifications and original identity exports.