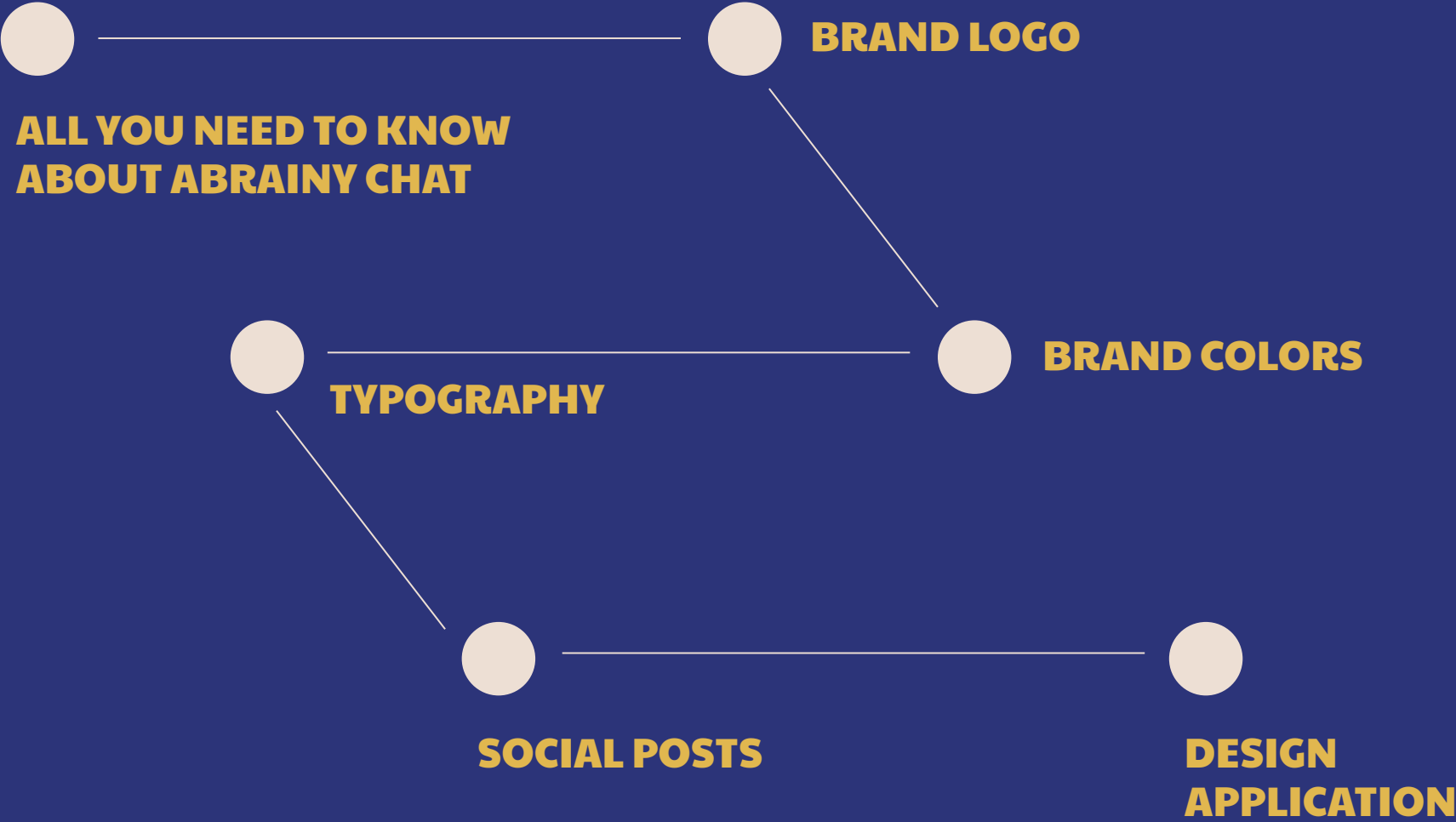




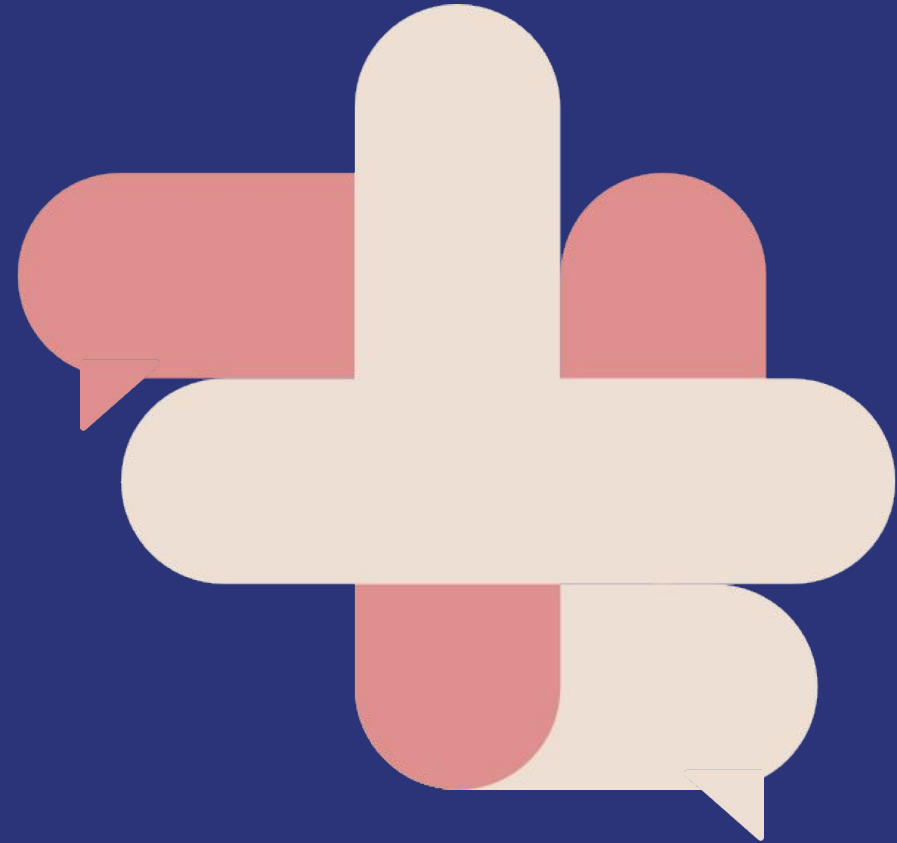
BRAND GUIDELINE



ABOUT US

A Brainy Chat is an initiative that disseminates knowledge about self-development that is based on brain and psychological science. Quang Thuc Hao - Founder of "A Brainy Chat" is a Master of Philosophy in Neuropsychology who resides and works in Australia.

A Brainy Chat provides students with trustworthy, intuitive knowledge to address their questions and conundrums in life, study, and work from a scientific perspective of psychology of the brain.





**ALL YOU NEED TO KNOW
ABOUT *A BRAINY CHAT***

OUR STORY

Ms. Quang Thuc Hao sees the importance of self-development, especially for young people and students who are in adulthood. However, the current market is full of unfiltered information, unverified self-help and self-development "advice" that has been causing a lot of confusion for everyone.

To solve that, A Brainy Chat was conceived and born as an effective solution to accompany young people to improve themselves.

Agreeing with her aspiration and seeing the potential of the project, we decided to cooperate with her, using the power of the media to spread messages and knowledge so that Young people and students in Ho Chi Minh City in particular and Vietnam in general can benefit from this.



VALUES

We want "A Brainy Chat's" knowledge to be **scientific, realistic, trustworthy**

We want A Brainy Chat to represent **motivation, inspiration, warmth**

**We are enthusiastic
and welcoming**

**We are always
willing to listen**

**We are Constructive
and Scientifically**

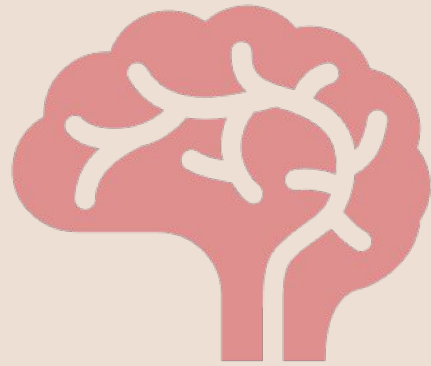
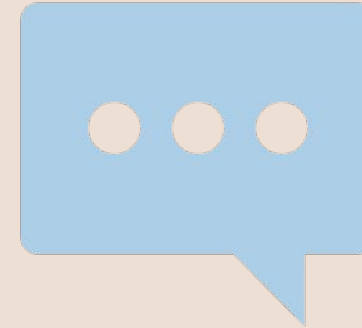
MISSION



Educate people about **self-development** based on
psychology and **neuroscience**



BRAND LOGO

**BRAINY****CHAT**

The logo of A Brainy Chat is based on two main elements. The first is an image representing the brain, the second is a symbol of chitchat. These 2 components correspond to the name of the project, which is **A Brainy Chat**



With the combination of two components, the “brain” and “communication”, the logo of A Brainy Chat was born. The combination prioritizes simplicity, harmony and symbolism of the project.

In addition, Ms. Quang Thuc Hao's hand-signature is also a highlight of the logo in order to express the specificity in brand image of an individual.



VARIATIONS

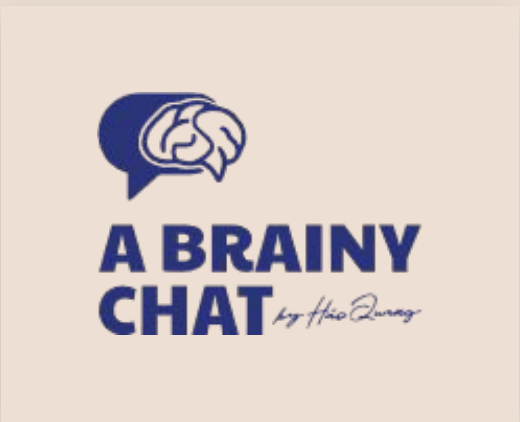
Logos are not restricted to one version. There are other representations where the logo can be used appropriately for different purposes.



Spread Logo



Horizontal Logo

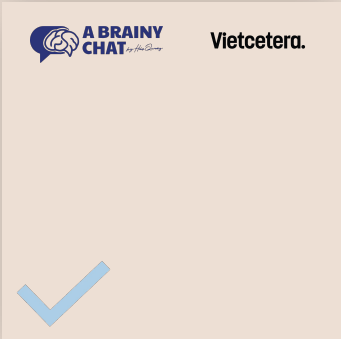


Vertical Logo



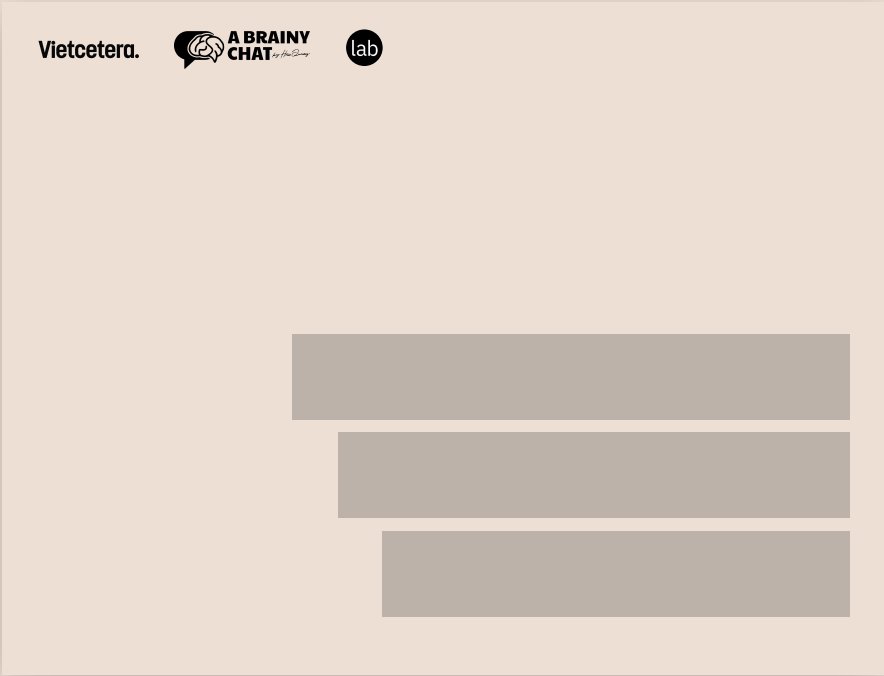
Horizontal Logo

SAFETY AREA

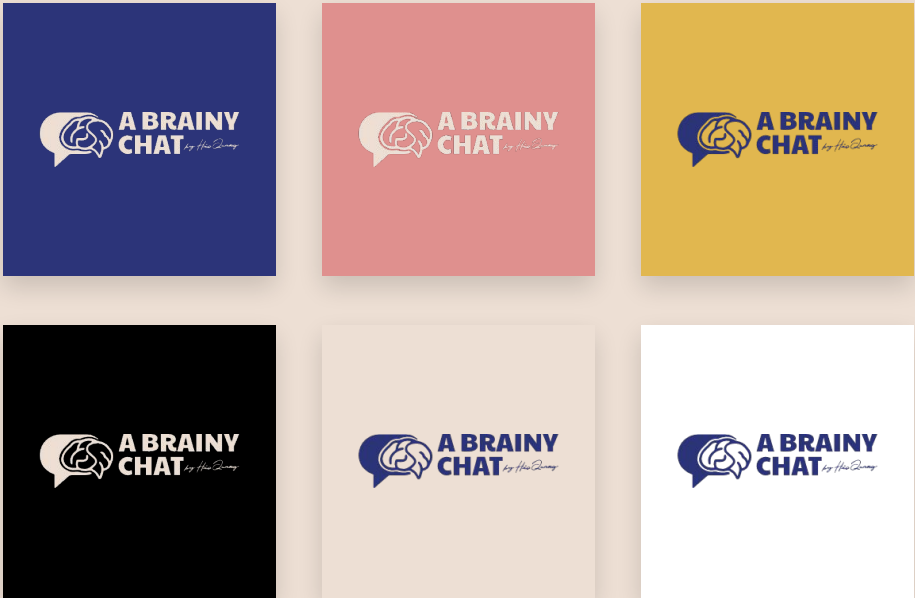


X is based on the convention of the grid system.

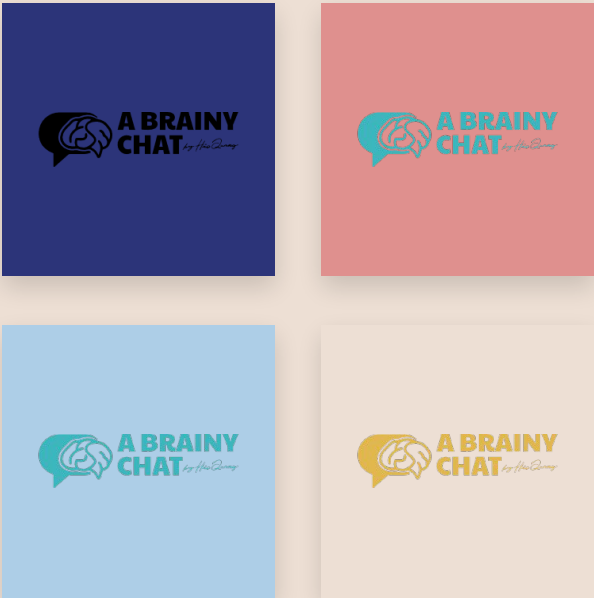
LOGO USAGE
BESIDE PARTNERSHIP



LOGO USAGE
IN CONTRAST BACKGROUNDS



WRONG USAGE



MISUSES OF LOGO



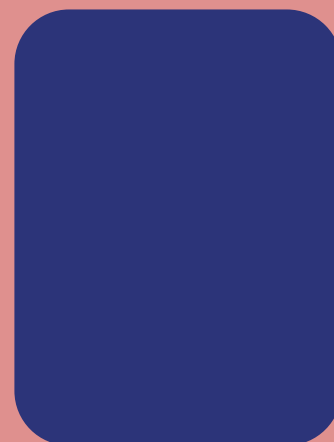
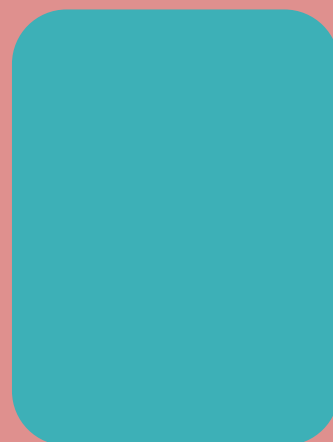


BRAND COLORS

THE FIRST BRAIN



THE SECOND BRAIN





TYPOGRAPHY

PRIMARY TYPEFACE

ROBOTO

BbRr

A Brainy Chat's default font, which is adaptable to almost any format. The font is neat, clean and have many options which is the best choice to display the aesthetic of A Brainy Chat.

ROBOTO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$%<>[]\|

ROBOTO THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$%<>[]\|

ROBOTO MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$%<>[]\|

ROBOTO BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$%<>[]\|

SECONDARY TYPEFACE

PAYTONE ONE

BbRr

Stylized font of A Brainy Chat.
However, it is still kept neat and clean.
Big font is suitable for big titles,
printed or eye-catching designs.

PAYTONE ONE REGULAR

**A B C D E F G H I J K L M N O P Q R S T U V W X
Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 ! @ # \$ % < > [] \ |**



**SOCIAL
POSTS**

THE FIRST BRAIN



THE SECOND BRAIN



THE FIRST BRAIN



THE SECOND BRAIN

HAI MẶT CỦA STRESS

CHÚNG TA THƯỜNG ĐỐI PHÓ VỚI STRESS THEO CÁCH NÀO?

VƯỢT QUA STRESS MÃN TÍNH

CHÚNG TA CÓ ĐANG NGHIỆN MULTITASKING?

NGỦ NGẮN LẠI ĐỂ CUỘC ĐỜI DÀI HƠN

DEADLINE DẤU HIỆU BỊ KIẾT SỨC

Khảo sát mức độ nhận biết các dự án giúp học tập và làm việc hiệu quả

HEY, BRAINIES! BY A BRAINY CHAT

Ra mắt Facebook Group của cộng đồng Brainy Chat

ĐIỀU GÌ SẼ XẢY RA NẾU CON NGƯỜI CÓ THỂ SỬ DỤNG 100% NÃO BỘ?

Click để xem chi tiết

‘Brainies’ Bạn là ai?



DESIGN APPLICATION

STATIONERY



LETTER



220mm



110mm

210mm



297mm

NAME CARD



85mm

50mm



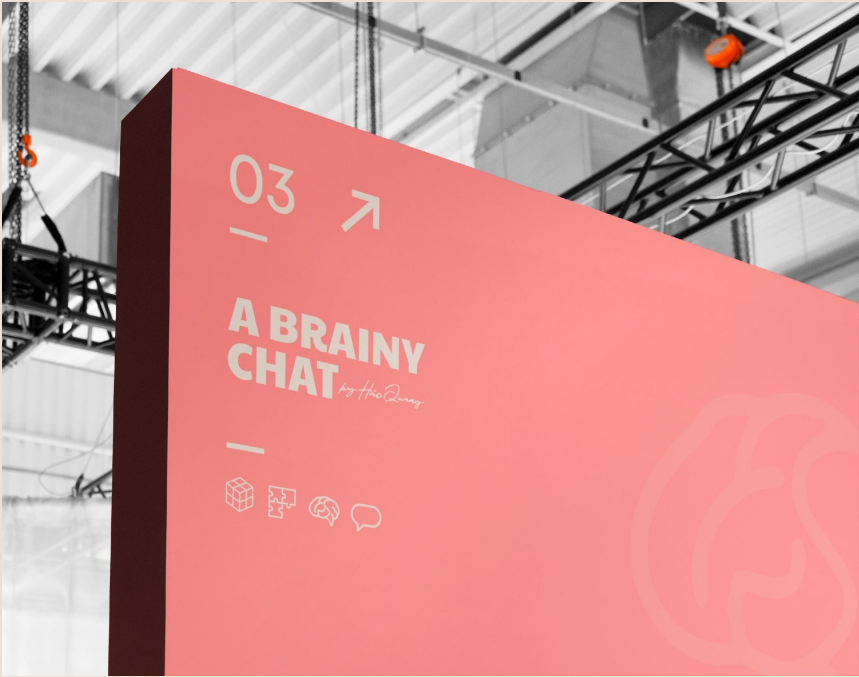
NAME CARD (VARIATIONS)



LANYARD



SIGNAGE



TOTTE BAG



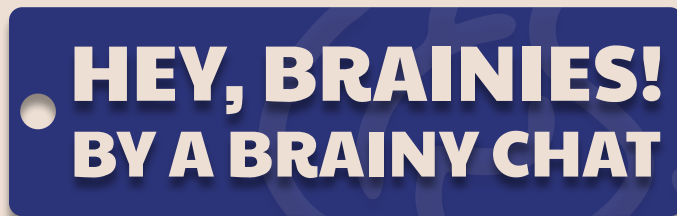
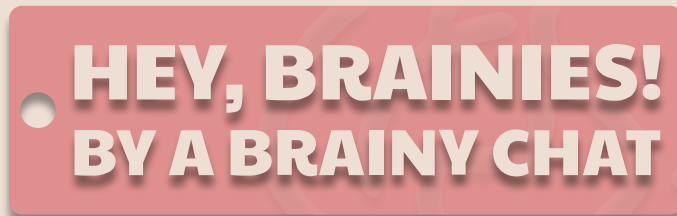
T-SHIRT/UNIFORM



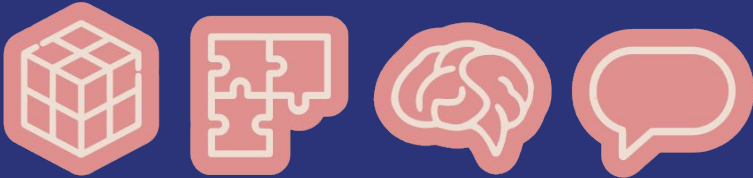
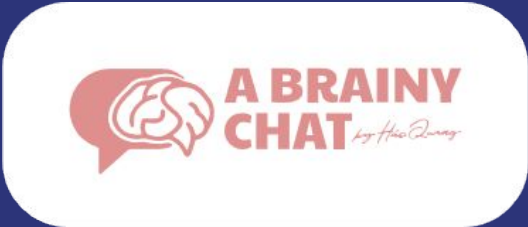
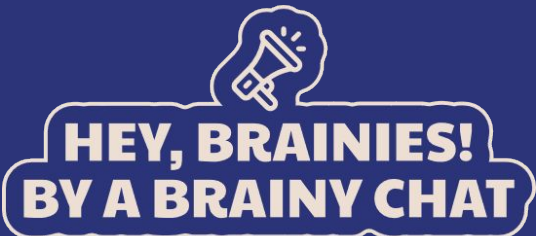
PIN BADGE



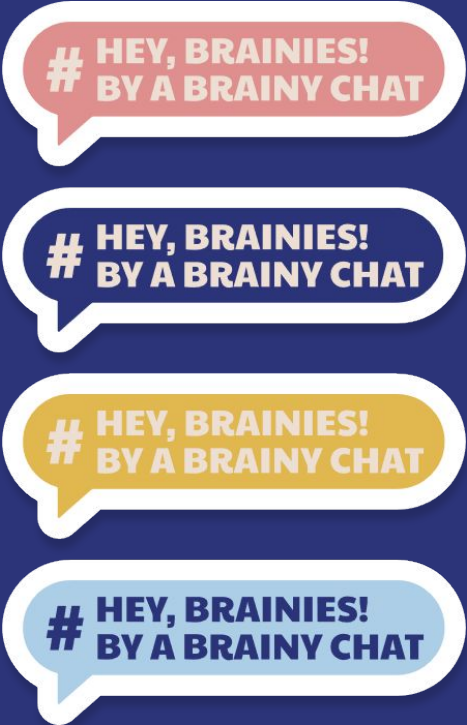
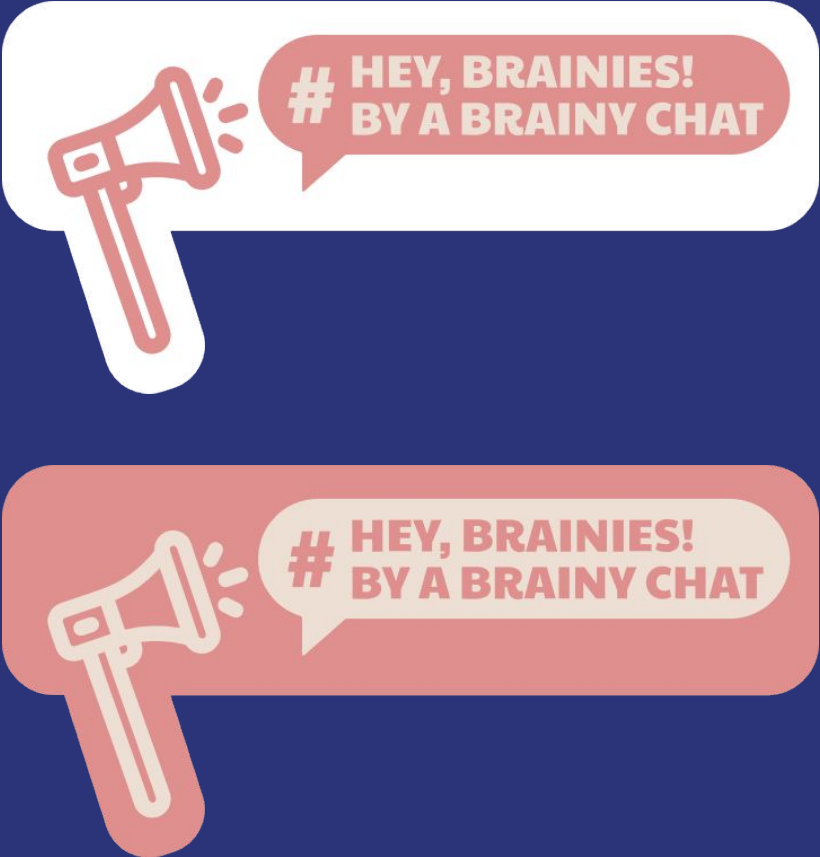
KEYCHAIN



STICKER



HASHTAG



BACKDROP/BILLBOARD

