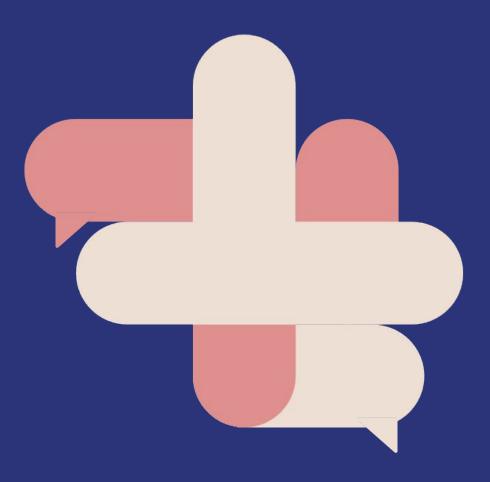




### **ABOUT US**

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.







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

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



We are always willing to listen

We are Constructive and Sciencetifically

We are enthusiastic and welcoming

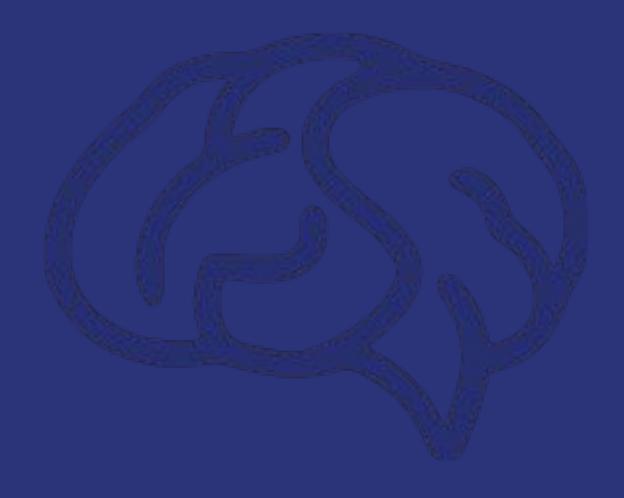


### **MISSION**



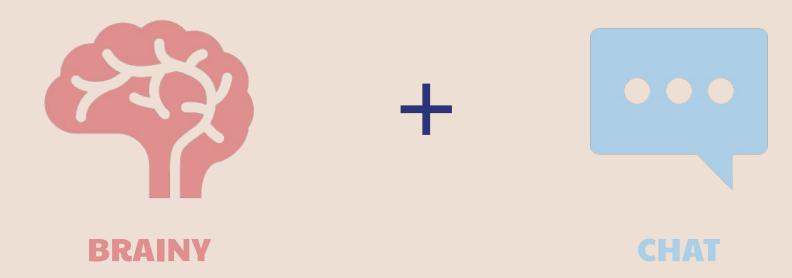
Educate people about self-development based on psychology and neuroscience





**BRAND LOGO** 





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.



Horizontal Logo





A BRAINY CHAT My His Quruy

Spread Logo Vertical Logo Horizontal Logo



### **SAFETY AREA**





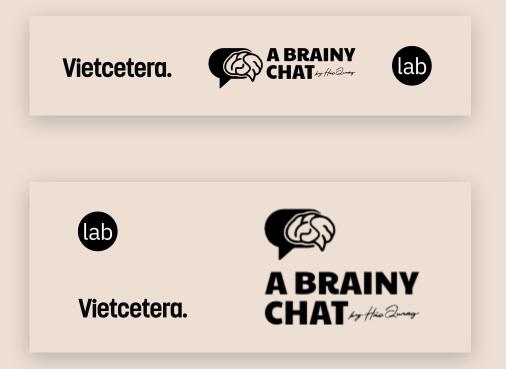


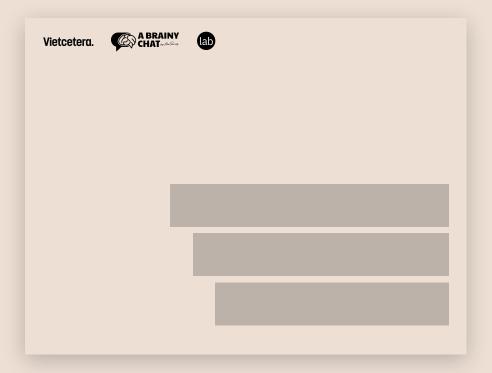


X is based on the convention of the grid system.



## LOGO USAGE BESIDE PARTNERSHIP







## LOGO USAGE IN CONTRAST BACKGROUNDS

### **WRONG USAGE**

























## MISUSES OF LOGO







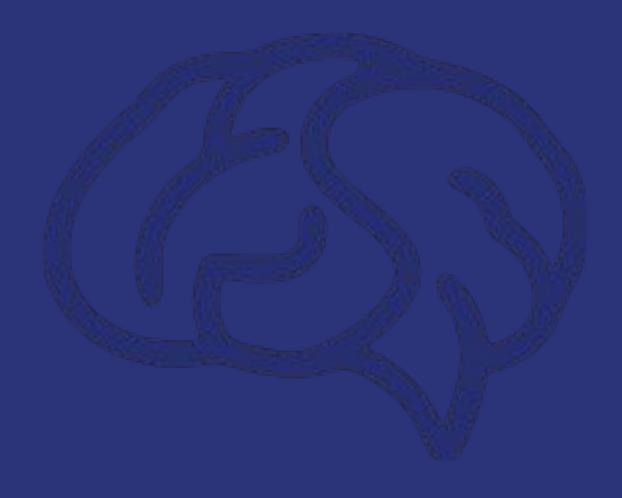








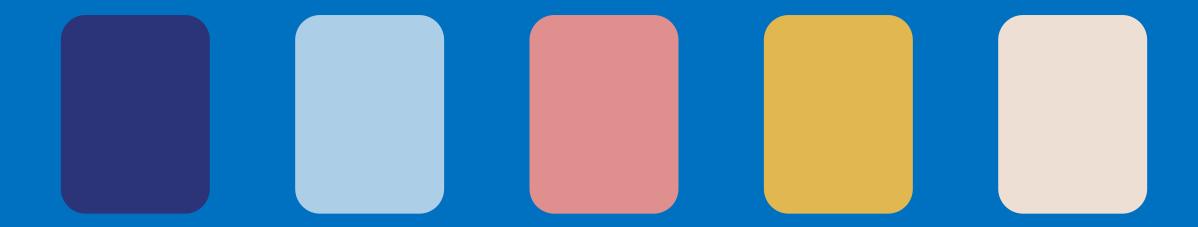




## **BRAND COLORS**

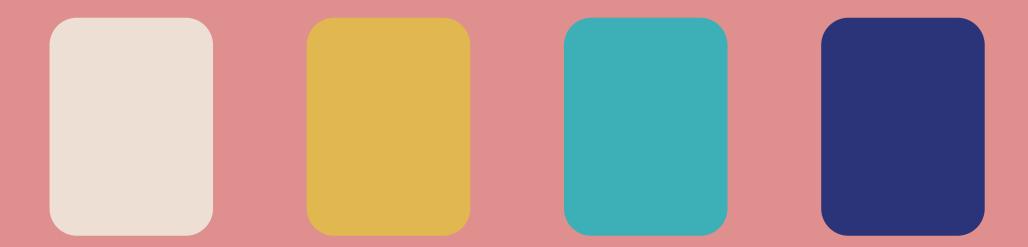


## **THE FIRST BRAIN**

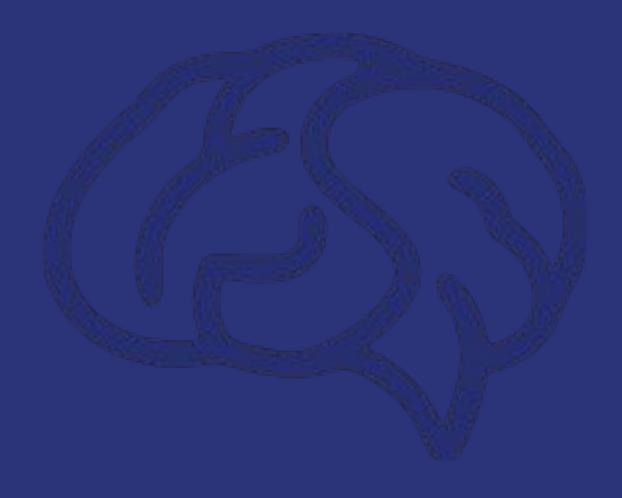




### **THE SECOND BRAIN**







## **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**

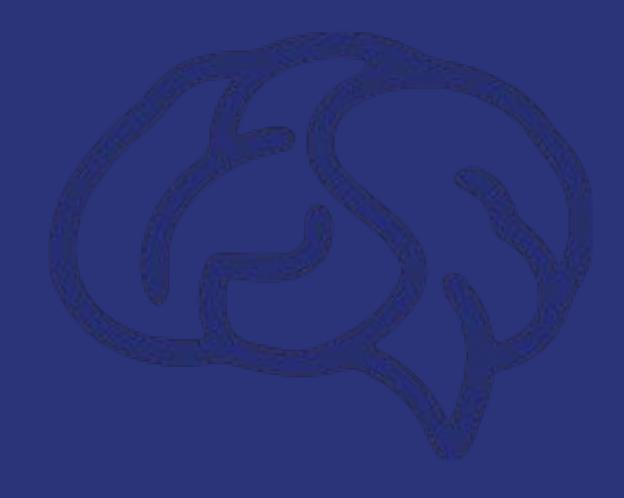
## **BbRr**

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**

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





SOCIAL POSTS



#### THE FIRST BRAIN





#### THE SECOND BRAIN





#### THE FIRST BRAIN





#### THE SECOND BRAIN







# **DESIGN APPLICATION**

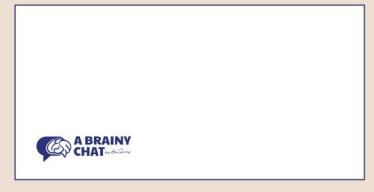


#### **STATIONERY**





#### **LETTER**



220mm



110mm

210mm



#### Dear Mrs. Hao Quang,

Lorem ipsum dalor sit amet, consacteture adipiscing elit, sec d'am nonummer rich deismod tincipant, ut lacreat delore magna aliquam erat volutpat. Ut visi enim ad minim veniam, quis nostrud averai tation ullamoerper suscipit oborc's risil ut a iquio ex ea commodo consequat. Duis autem vel eum inume do or in manarenti in vulputate valle asse molestir cor sequat, val illum dolore nu l'augiat nulla facilisis autorra eras et accumson et justo adio dignissim qui blandit praesent luptatur, zzril delenit augue duis dolore te leugait nullo lacilisi

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With best regards,

by Hão Quang

Hao Quang Manager 297mm



#### NAME CARD

50mm



85mm

A BRAINY CHAT Ly Haway

Nguyen Ngoc Thanh Thao

Project Leader

+(84) 0909 62 1406

thaonnts150404@fpt.edu.vn

43 Nguyen Hue Street, Ben Nghe Ward, District 1



#### NAME CARD (VARIATIONS)



















#### **LANYARD**









#### **SIGNAGE**





#### **TOTTE BAG**





#### **T-SHIRT/UNIFORM**





#### **PIN BADGE**











#### KEYCHAIN

- HEY, BRAINIES!
  BY A BRAINY CHAT
- BY A BRAINY CHAT
- HEY, BRAINIES!
  BY A BRAINY CHAT
- HEY, BRAINIES! BY A BRAINY CHAT











#### **STICKER**































#### HASHTAG



# HEY, BRAINIES!
BY A BRAINY CHAT

# HEY, BRAINIES!
BY A BRAINY CHAT





# HEY, BRAINIES!
BY A BRAINY CHAT















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### BACKDROP/BILLBOARD

