

## Introduction

### Context

This logo was designed for a CMS specialized in building educational websites focused on quizzes and interactive learning. The platform aims to help creators, educators, and organizations easily design engaging learning experiences through structured content and gamified interactions.

### Needs

The logo needed to reflect education, clarity, and interactivity. It had to feel accessible and modern, while conveying the idea of learning through quizzes, progression, and knowledge validation. The identity also needed to be flexible enough to work across a digital product, from the interface to marketing and onboarding materials.

## Visual

### Big



### Favicon



### Long



### Colors

#### Gold

#F9CF01

#### Platinum

#F3F7F6

#### Electric Indigo

#6C11DB

#### Coffee Bean

#171214

### Typography

# Poppins

Geometric sans serif typefaces have always been popular, and with support for both the Devanagari and Latin writing systems, Poppins is an internationalist addition to the genre.