ROBOT ROBOT OUT

Overview

ROBOTUTOR is an open-source Android tablet app that enables children ages 7-10 with little or no access to schools to learn basic reading, writing, and arithmetic without adult assistance. Its main purpose is to address the acute shortage of teachers in developing countries. The software is currently being field-tested in Swahili in Tanzania for researchers to gain more insights through the data it provides.

Specifically, the READINGTUTOR part of the ROBOTUTOR helps children learn basic literacy such as reading and writing with speech recognition. The software would read a story that is pre-narrated by a narrator and children would listen then read it back to the READINGTUTOR. The current narration is done using the same program from the children's version of the READINGTUTOR. Therefore, our team's goal is to help our client, ROBOTUTOR, to create a narration system that focuses on scalability, intuitiveness, and empathy.

Branding the next generation educational story *narration system*

LOGO - TYPEFACE

Trying different typefaces for ROBOTUTOR is an important way for us to understand the underlying message behind each typeface and better communicate ROBOTUTOR's mission through the logo. Moreover, it is important for us to understand how each letter can interact with each other and take form so we can better arrange them later on.
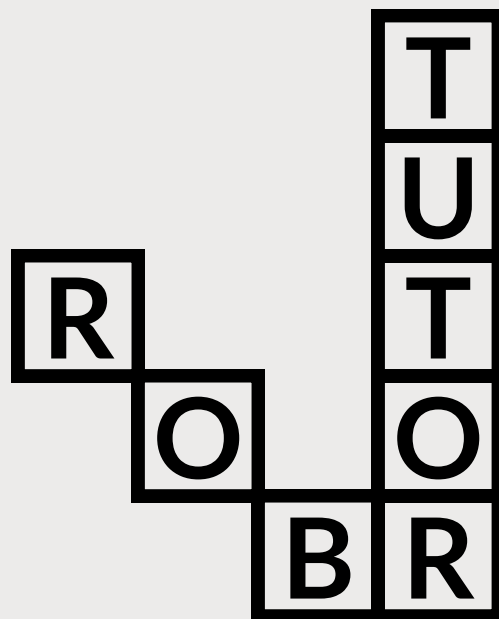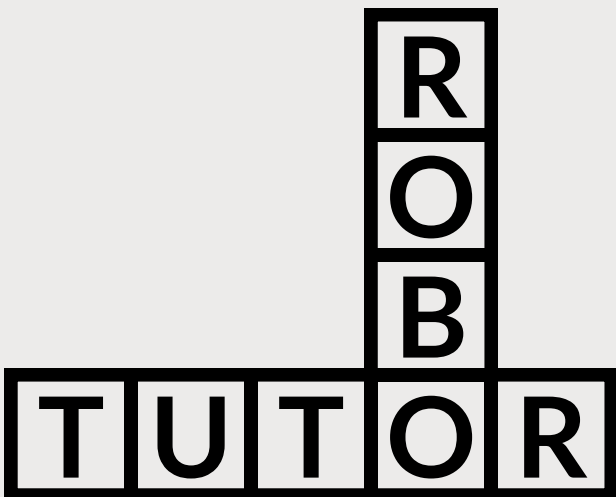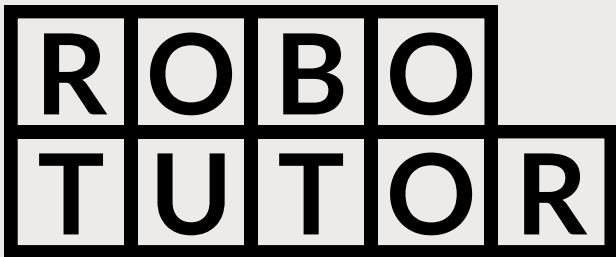
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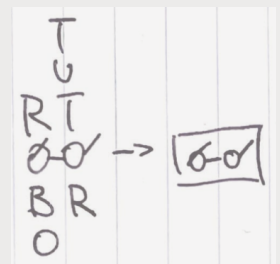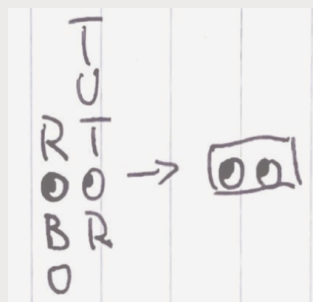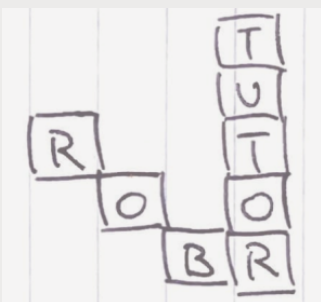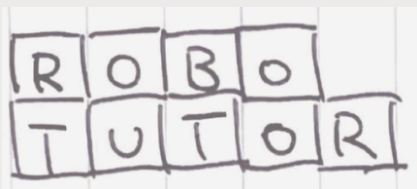# ROBOTUTOR
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ROBOTUTOR

LOGO - ARRANGEMENT

Since the word ROBOTUTOR is quite long, it can be a bit overwhelming at first glance. Therefore, separating the ROBO and TUTOR can be easier to the eyes and give us more options to express the message we want to convey

LOGO - SKETCHES

A logo should both be memorable and sybolizes what the product is used to do. Since ROBOTUTOR is revolved around early education, we thought blockish types in both 2D and 3D can be interesting. We also tried to incorporate reading related elements such as glasses and books into parts of the logo design. Due to the length of the name ROBOTUTOR, we designed an iteration with RT to see if abbreviation would help in producing a more concise brand image. Lastly, we tried to use the overlaps of the two Os in ROBO and TUTOR to recreate the eyes in the original logo since it is a symbol of curiosity.

LOGO - FINALIZED

After looking through the different properties we valued, a logo that is both simple and also unique so that it represents what ROBOTUTOR does is extremely important for us. Therefore, we opted with the option of building the eyes with the two Os from ROBO and TUTOR as the simple logo and using the blocks for ROBOTUTOR when the word needs to be spelt out.

The blocks mimics how toy blocks are randomly placed around a playroom so that the word ROBOTUTOR can take on meanings that is beyond the word itself. It serves as a reminder of the playfulness of this software.

The eyes for the logo represents curiosity and what ROBOTUTOR is trying to help children in underprivileged areas to achieve.
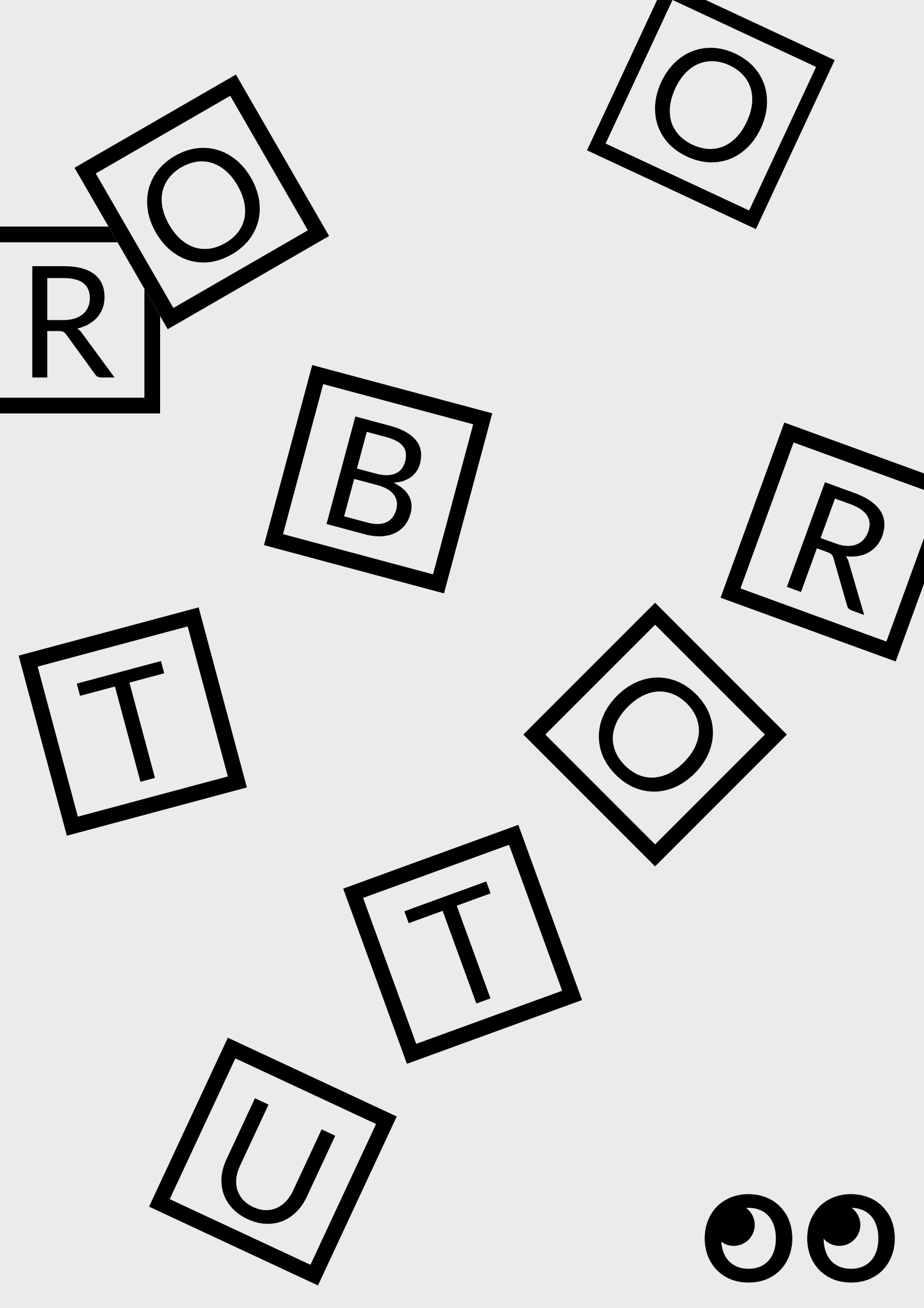
R O O R B T O R T U

BRANDING - INITIAL SELECTION

Naturally, a typeface is a good starting point for the branding of ROBOTUTOR. The two typefaces shown here are Lato and Zilla Slab. Lato is a humanist sans-serif font designed by Łukasz Dziedzic, released in 2015. The word Lato stands for summer in Polish. The organic and playful qualities appeared to be well-suited for early age education.

ROBOTUTOR

On the other hand, Zilla Slab is a slab serif font created by Peter Biľak and Nikola Djurek for the rebranding of the Mozilla Foundation, creator of Firefox. This typeface focuses more on expressing the ROBO part of ROBOTUTOR as it resembles typeface used in command-line interface (CLI), which visually implies technology.

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BRANDING - SYSTEM TYPEFACE

The two typefaces we ultimately used are Lato and Poppins. We wanted to differentiate the typeface of titles and content, while still maintaining a sense of coherence. Poppins is geometric and playful, but not very friendly for reading large chunks of text, which is perfect for titles. On the other hand, Lato is organic and easier to read, whiles still maintaining the playfulness of the text.

Title in Poppins
content in lato

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