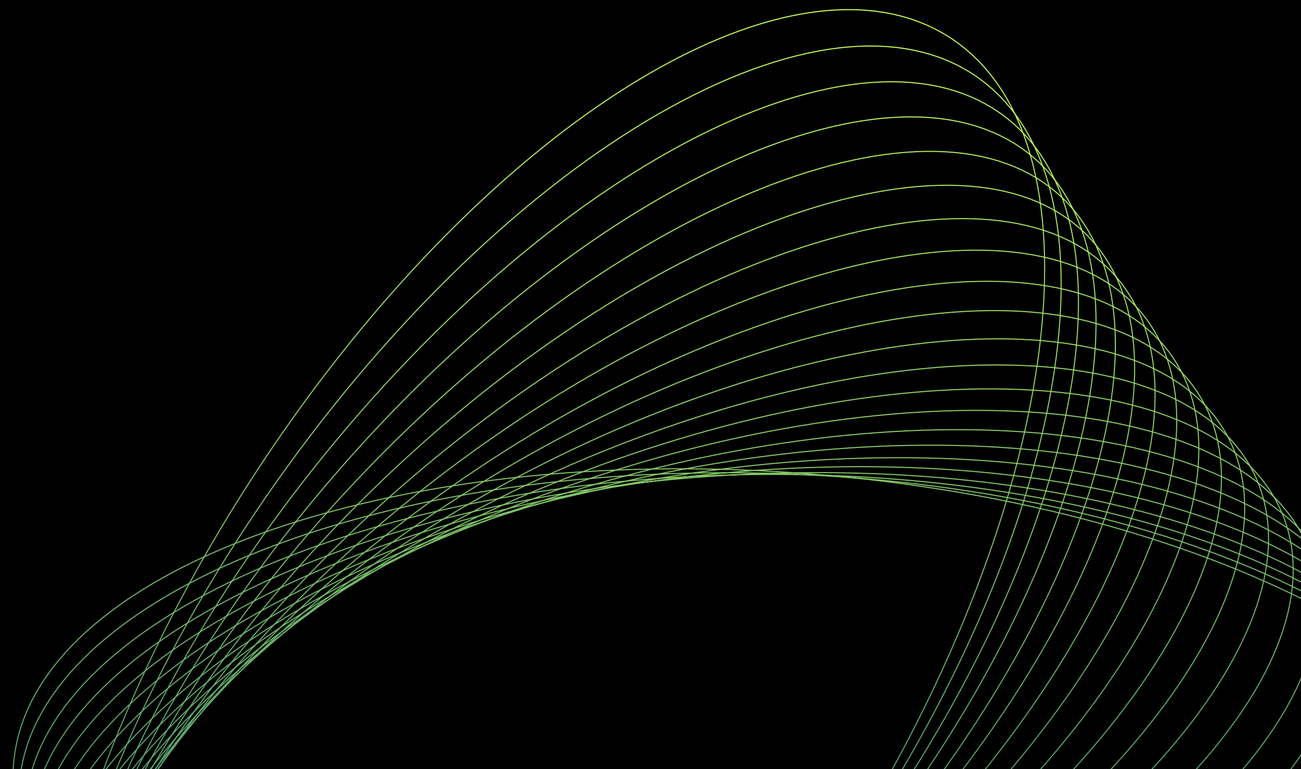
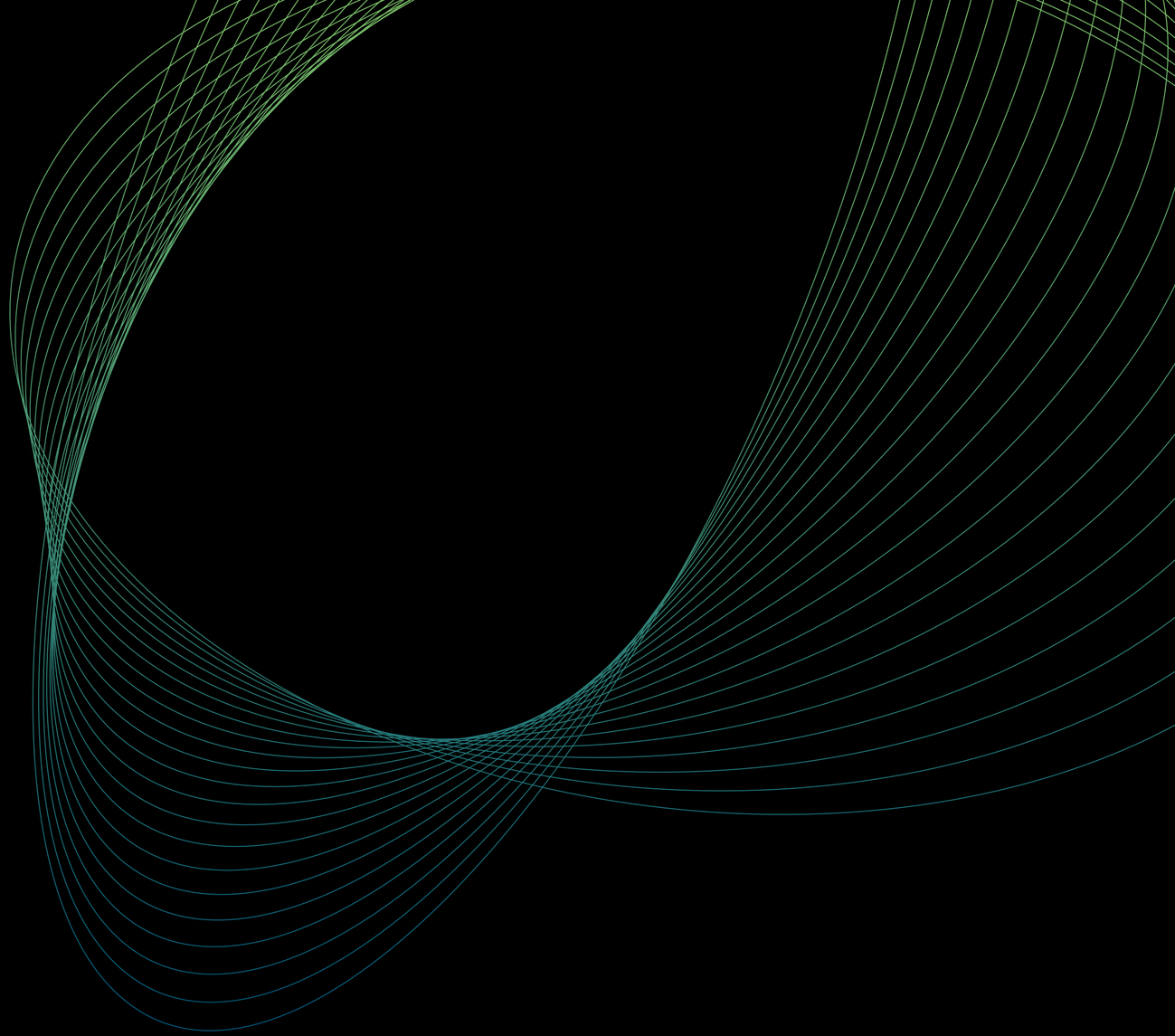
Crework Brand Directions



Ashish Devadiga

Agenda

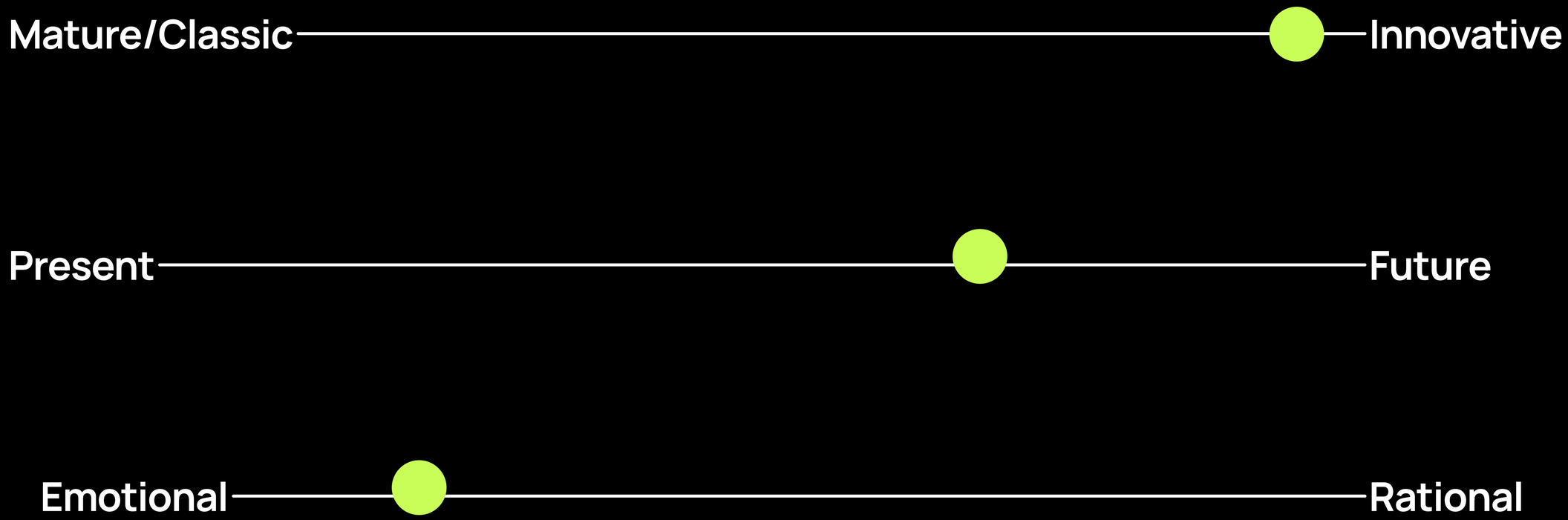


Recap

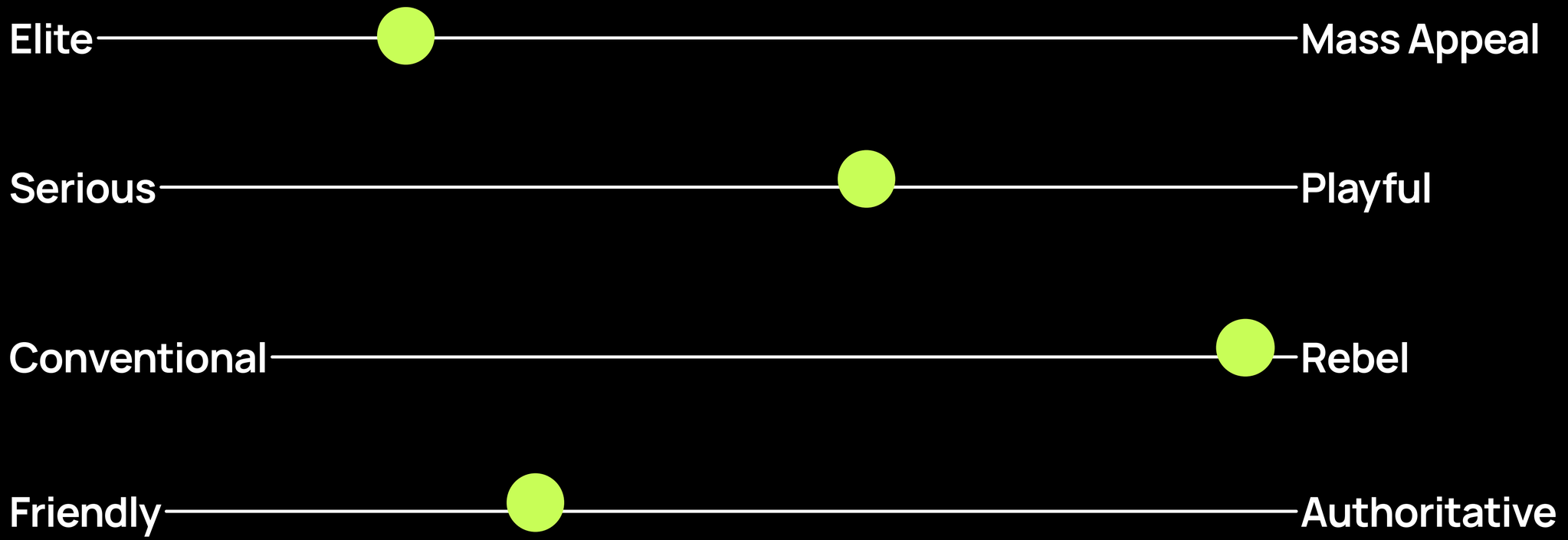
Directions

Summary

Recap - Our Personality



Recap - Our Personality



Key Themes

People want to transition to **new roles**, want to learn how to **build products and become better product managers**, but they find it hard to start or make the transition.

Crework

Place for people to **learn and grow** without succumbing to the traditional ways of doing so

Crework

Getting mentors for **guidance** for any career doubt is hard

Crework

We help people learn how to **build products, build and launch them**, and meet the right peer group

Crework

Look and Feel

We do have varied segments of users, but we still want to keep it aspirational. So, it targets a larger audience, but with the tying factor being the aspiration. eg. Cred ka top 1% credit worthy people turned to 10% recently as they are expanding.

Crework

Non generic, we are not boring.

Ashish Devadiga

Approachable, Inspiring and Trustworthy

Ashish Devadiga

Experimental

Ashish Devadiga

Bold and Empowering

Ashish Devadiga

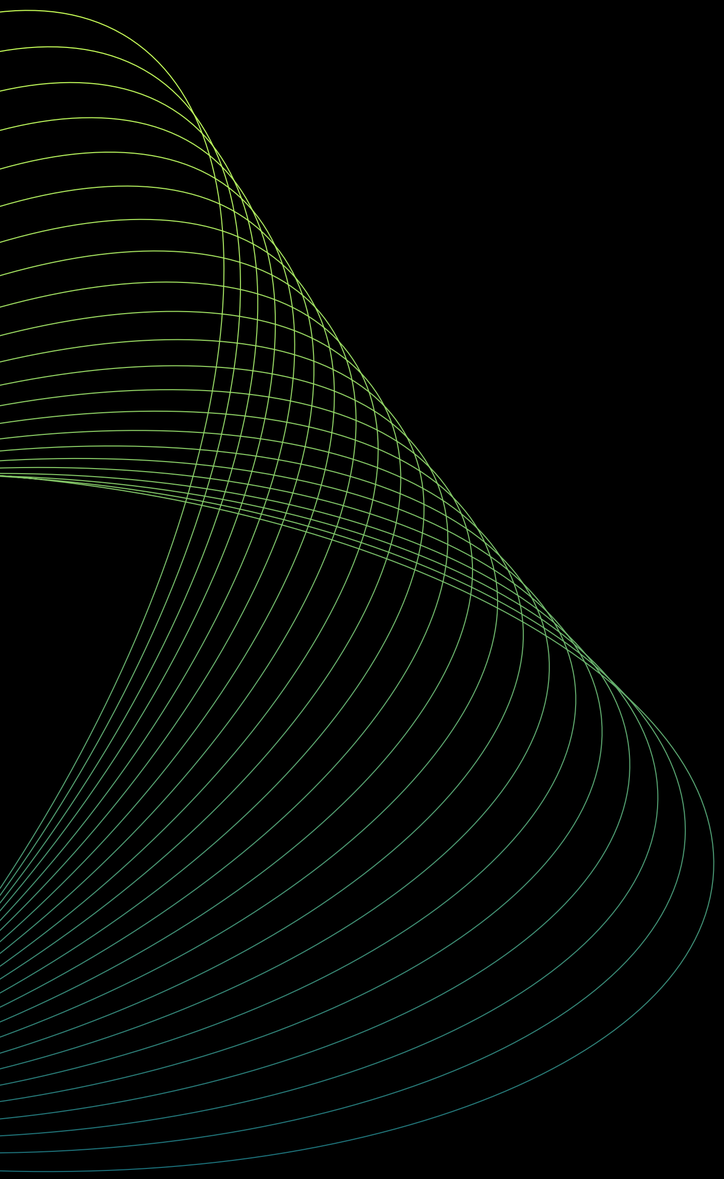
Exclusive, Sophisticated and Confident

Ashish Devadiga

Vibrant and Youthful

Ashish Devadiga

Highlights



Community of Builders

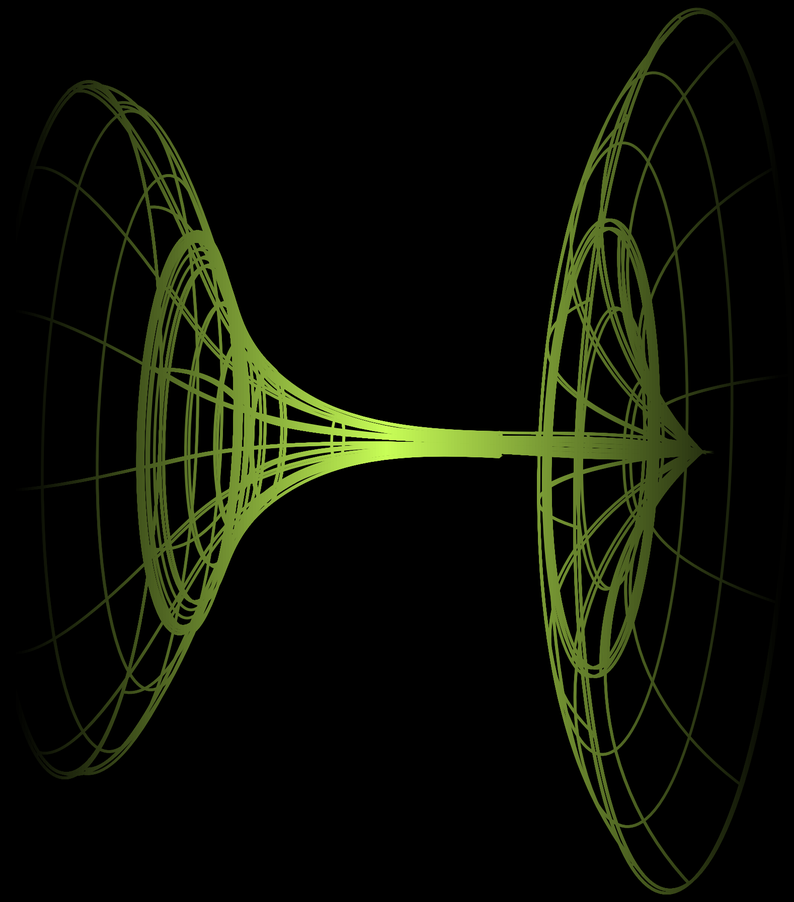
The best learning resource for people who want to build products

Ultimate destination for people who want to become Product Managers

Brand Directions

Direction 1

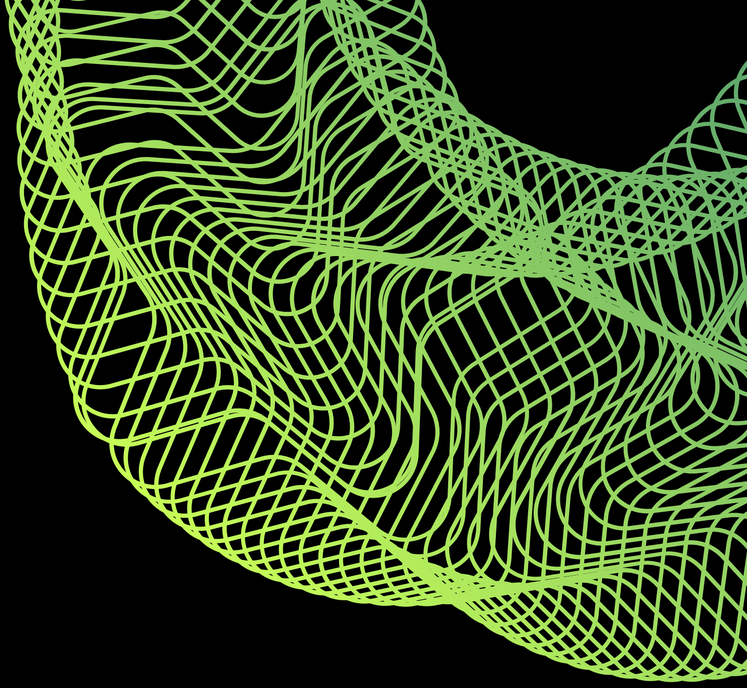
Community First



Direction 2

Futuristic

Things to keep in mind



The logo is not the brand

We are looking at the brand from a holistic viewpoint. Our focus is on creating the identity of the brand which includes visuals, voice and spirit for each direction.

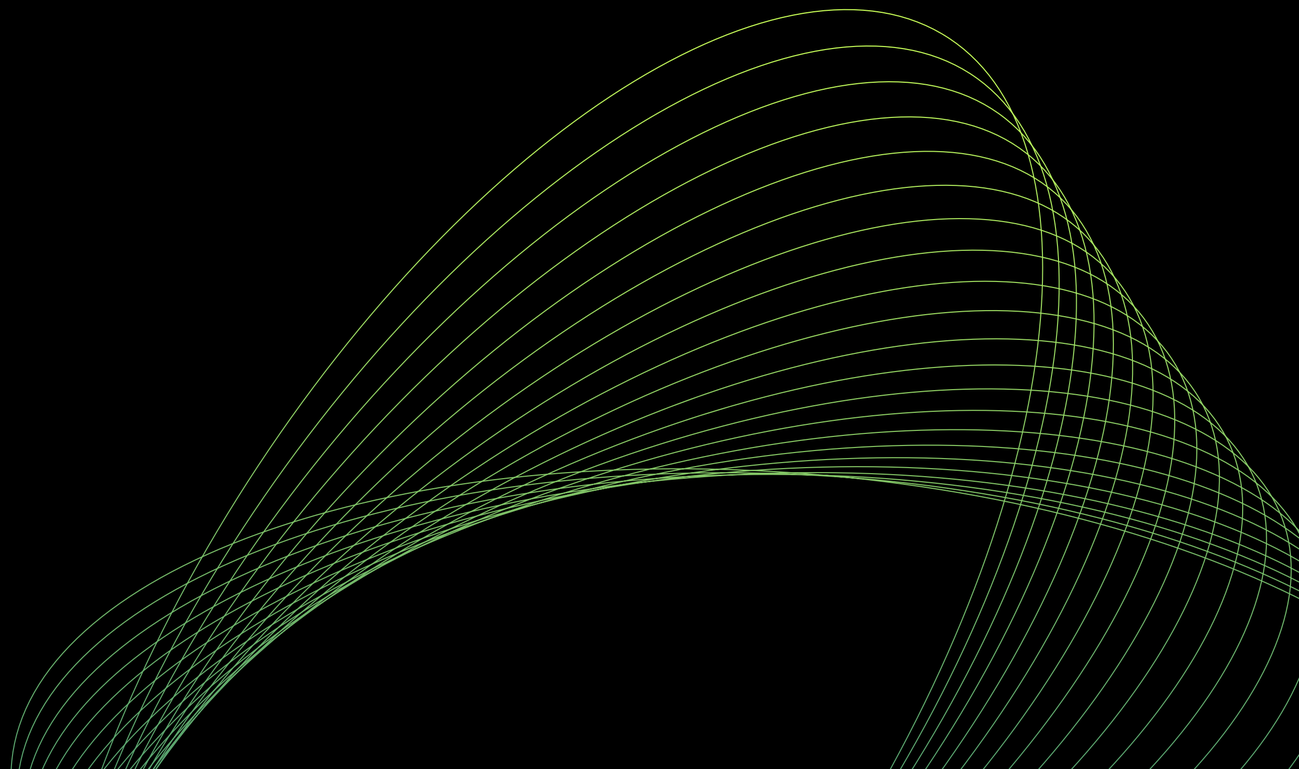
Broad Directions

The directions created are for showing different visual applications of the brand. These are just explorations. Once we choose a direction, they will be refined.

Moving Forward

Once we pick a direction, guidelines will be created to further develop the assets. The mockups you see today are only to help you visualize the brand. The elements cannot be executed. They need to be developed separately.

We Build. We Ship.

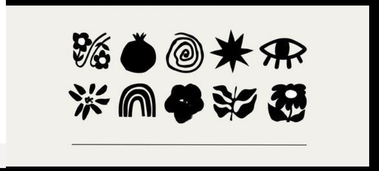


Direction 1

The Mood Board that inspired this direction























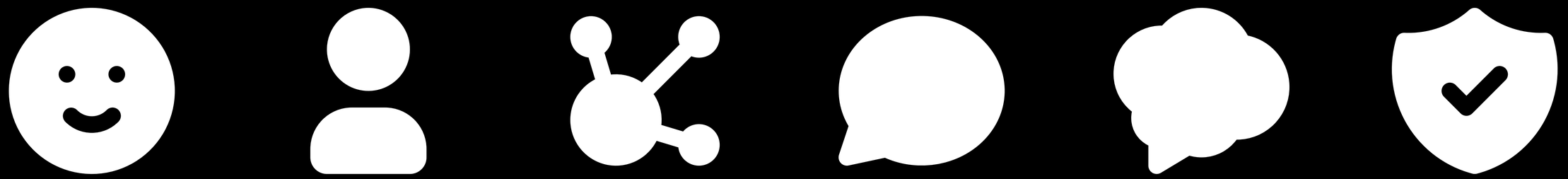
Primary Logo: Letter mark



Logo Mark



Icons

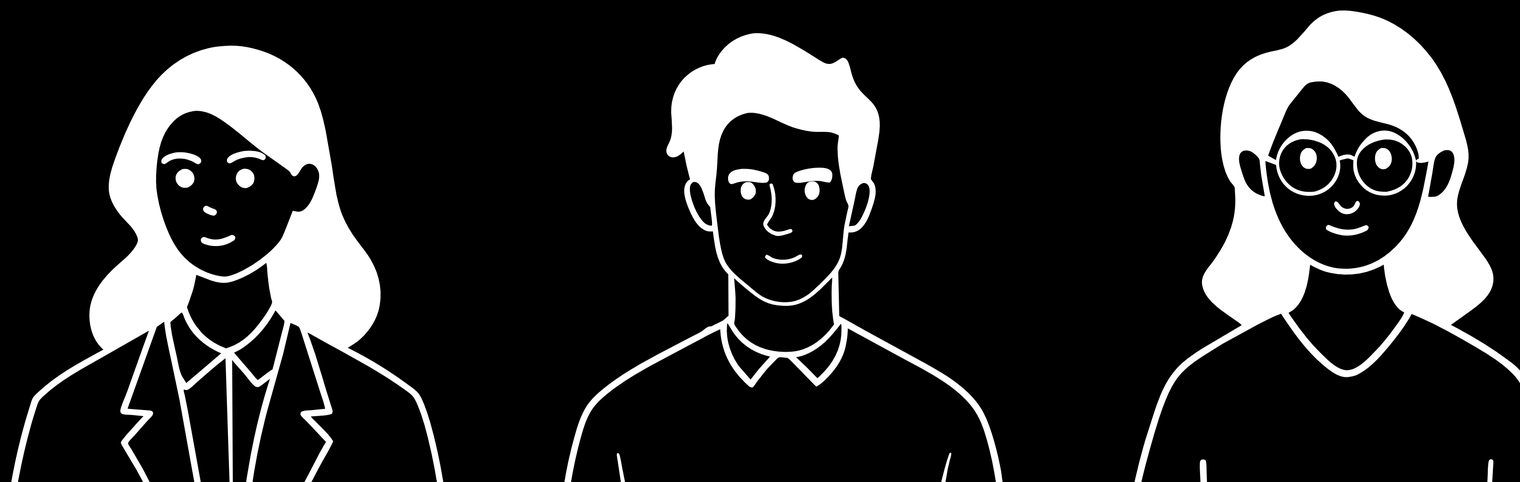


tabler icons
filled
optical size 40 px

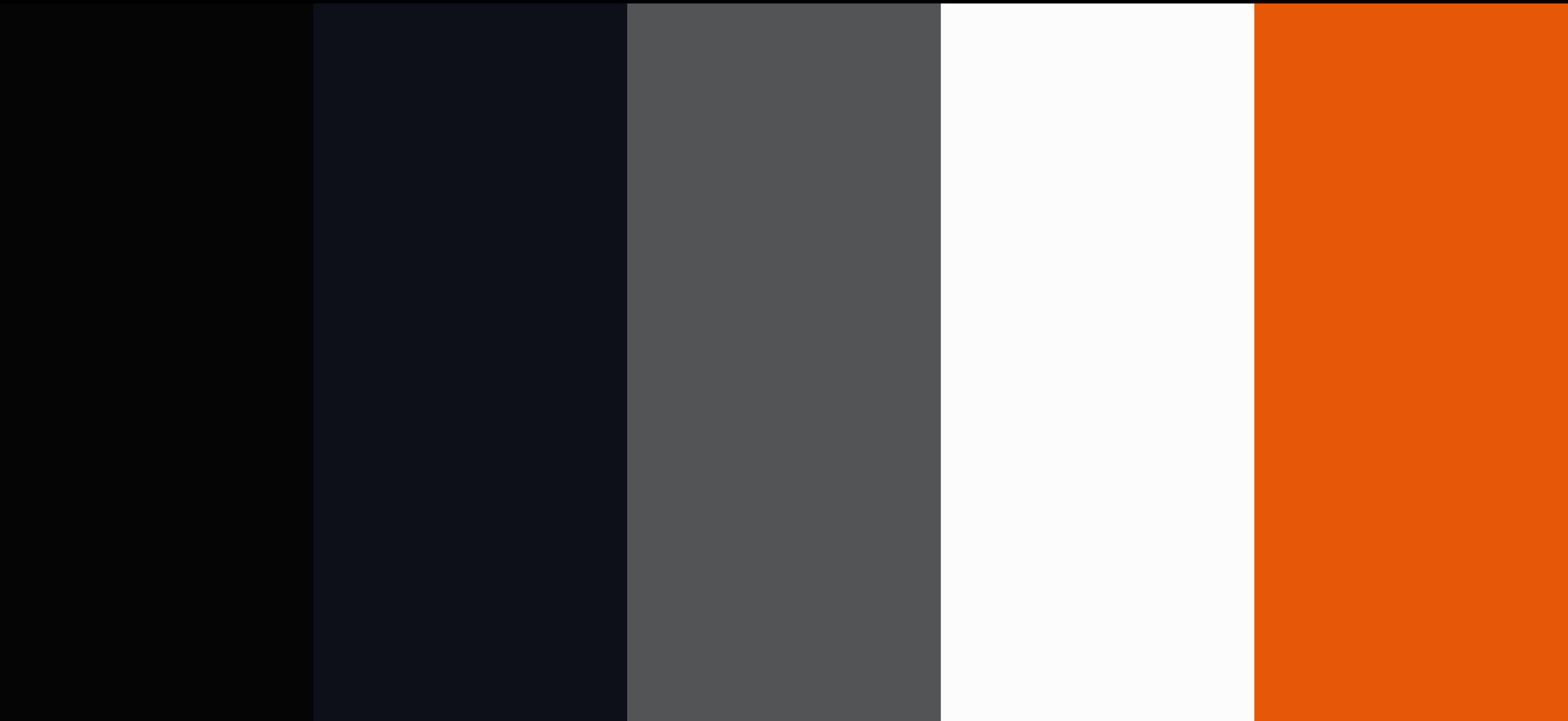
Graphic Elements and Illustrations



Hand drawn style



Color Pallette



Typography

Crework

Libre Franklin Bold

This is a Headline.

Libre Franklin
Medium and Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

This is body text. Body text determines how easy it will be to read the information on your interface. In fact, body text sets the design look because the text takes up the most space in many interfaces.

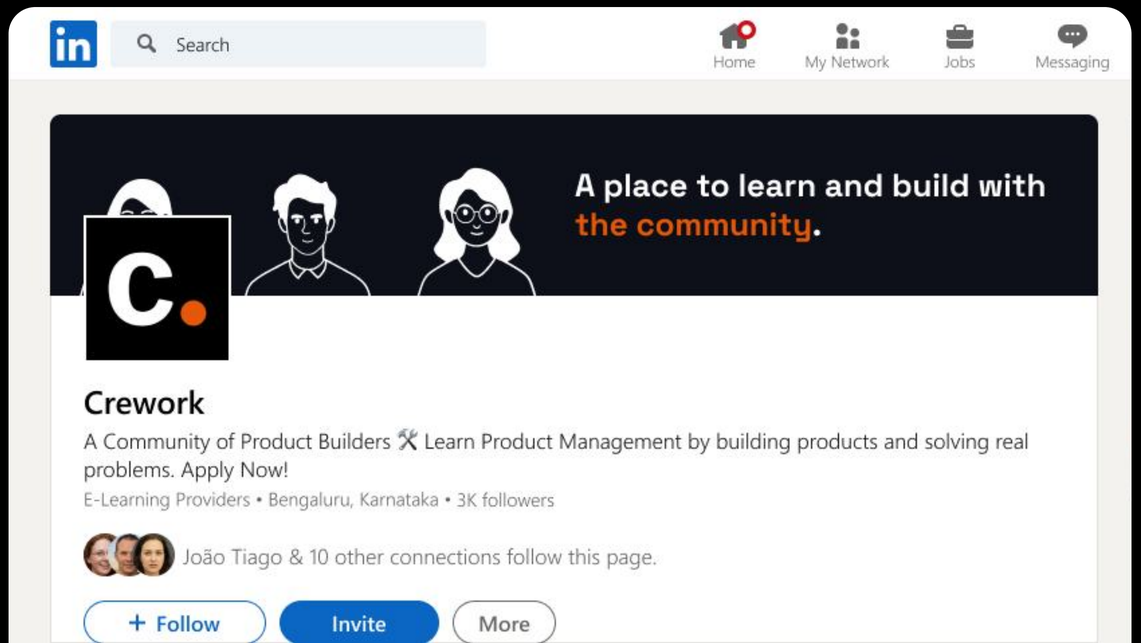
DM Sans
Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

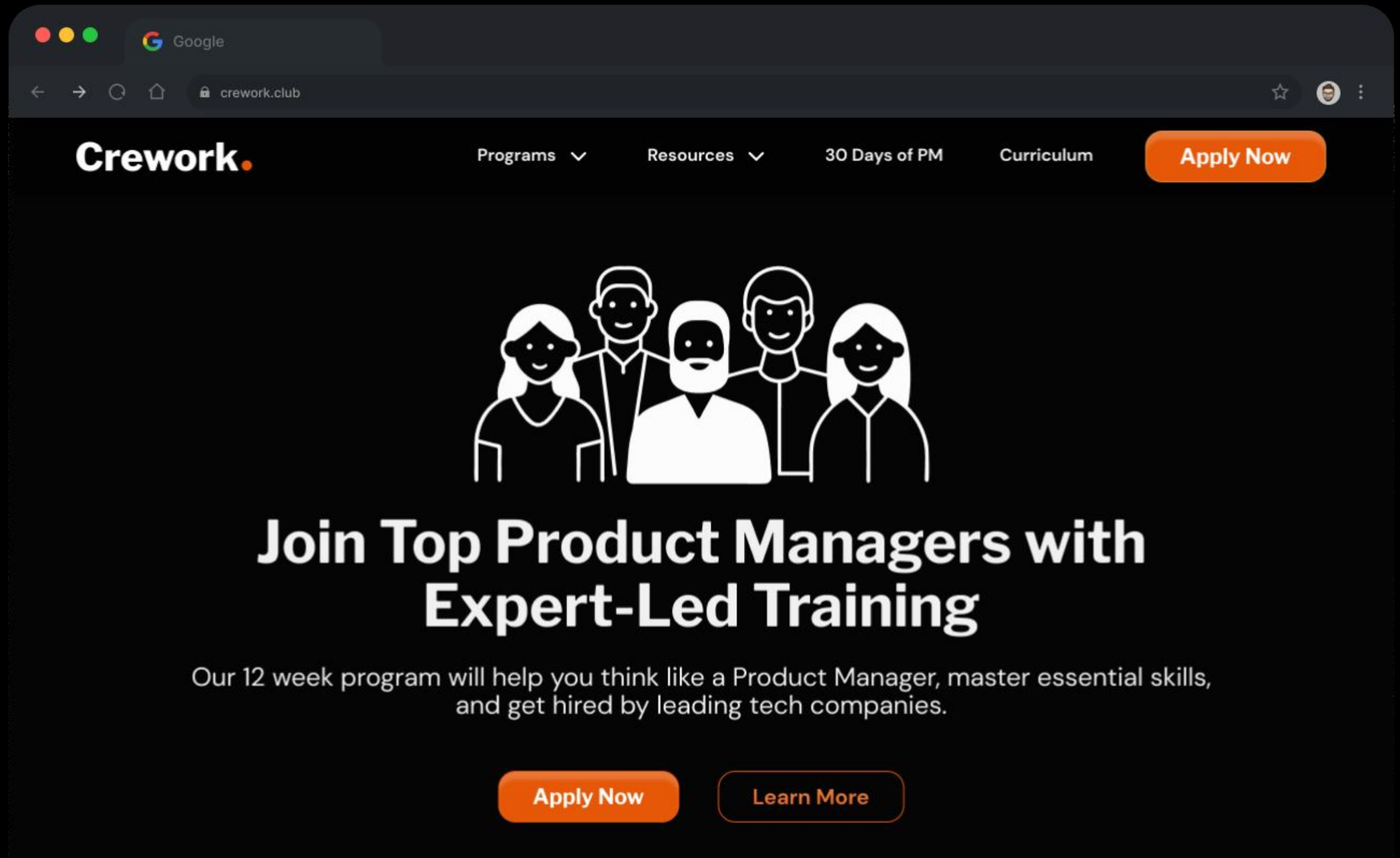
Mockups: Social

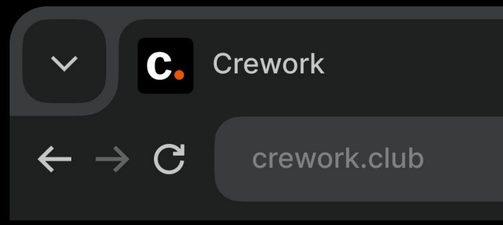


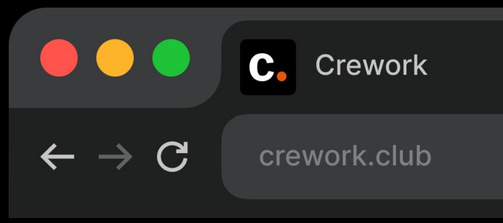


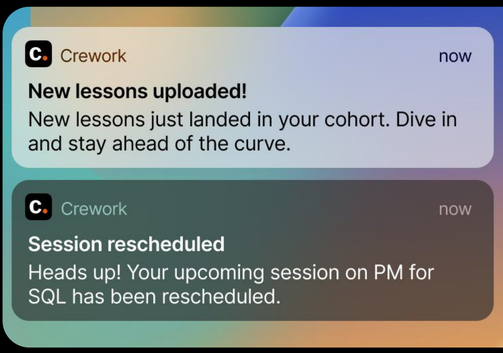


Mockups: Web


Google
crework.club
Crework.
Programs
Resources
30 Days of PM
Curriculum
Apply Now
Join Top Product Managers with Expert-Led Training
Our 12 week program will help you think like a Product Manager, master essential skills, and get hired by leading tech companies.
Apply Now
Learn More


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Crework
crework.club

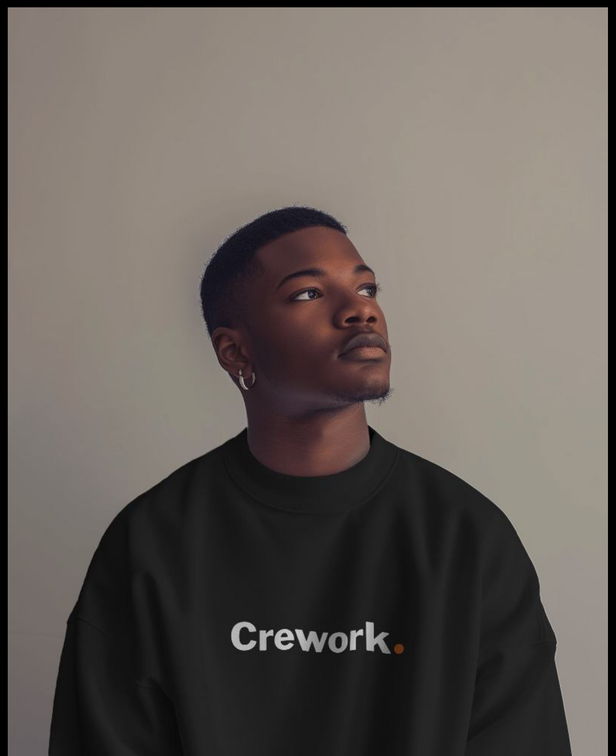

Crework
now
New lessons uploaded!
New lessons just landed in your cohort. Dive in and stay ahead of the curve.
Crework
now
Session rescheduled
Heads up! Your upcoming session on PM for SQL has been rescheduled.

Mockups: Accessories

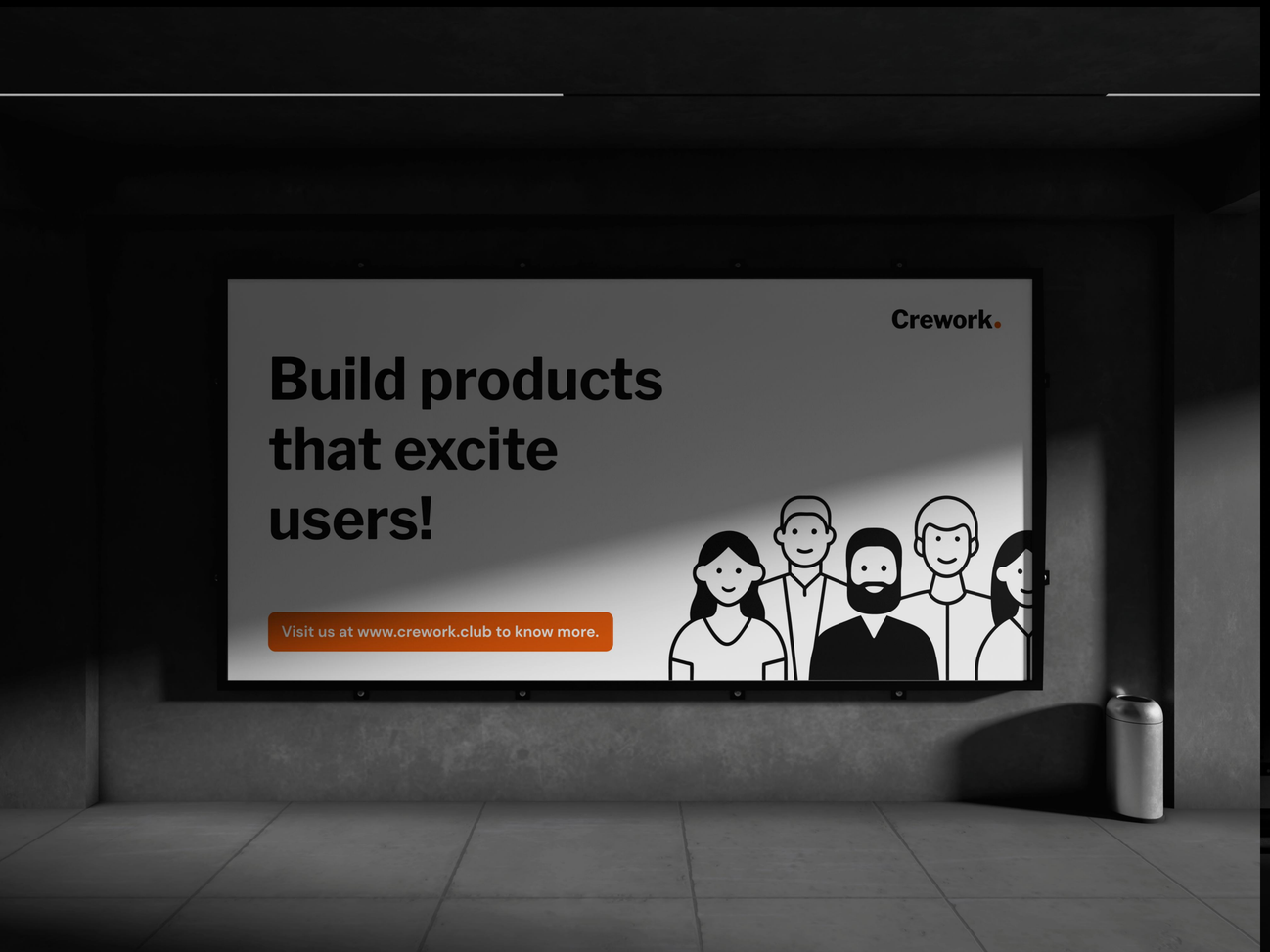








Mockups: Posters and Billboards



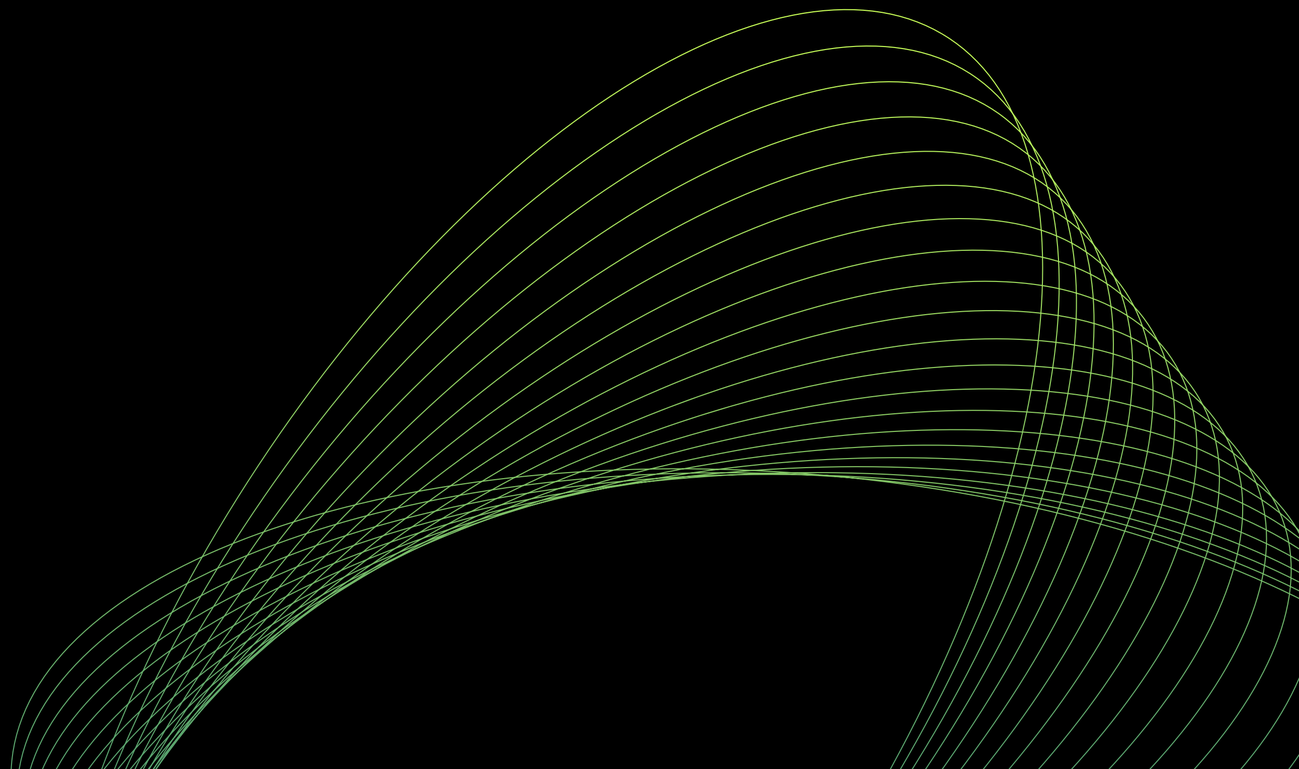


Crework is Community Driven

Playful

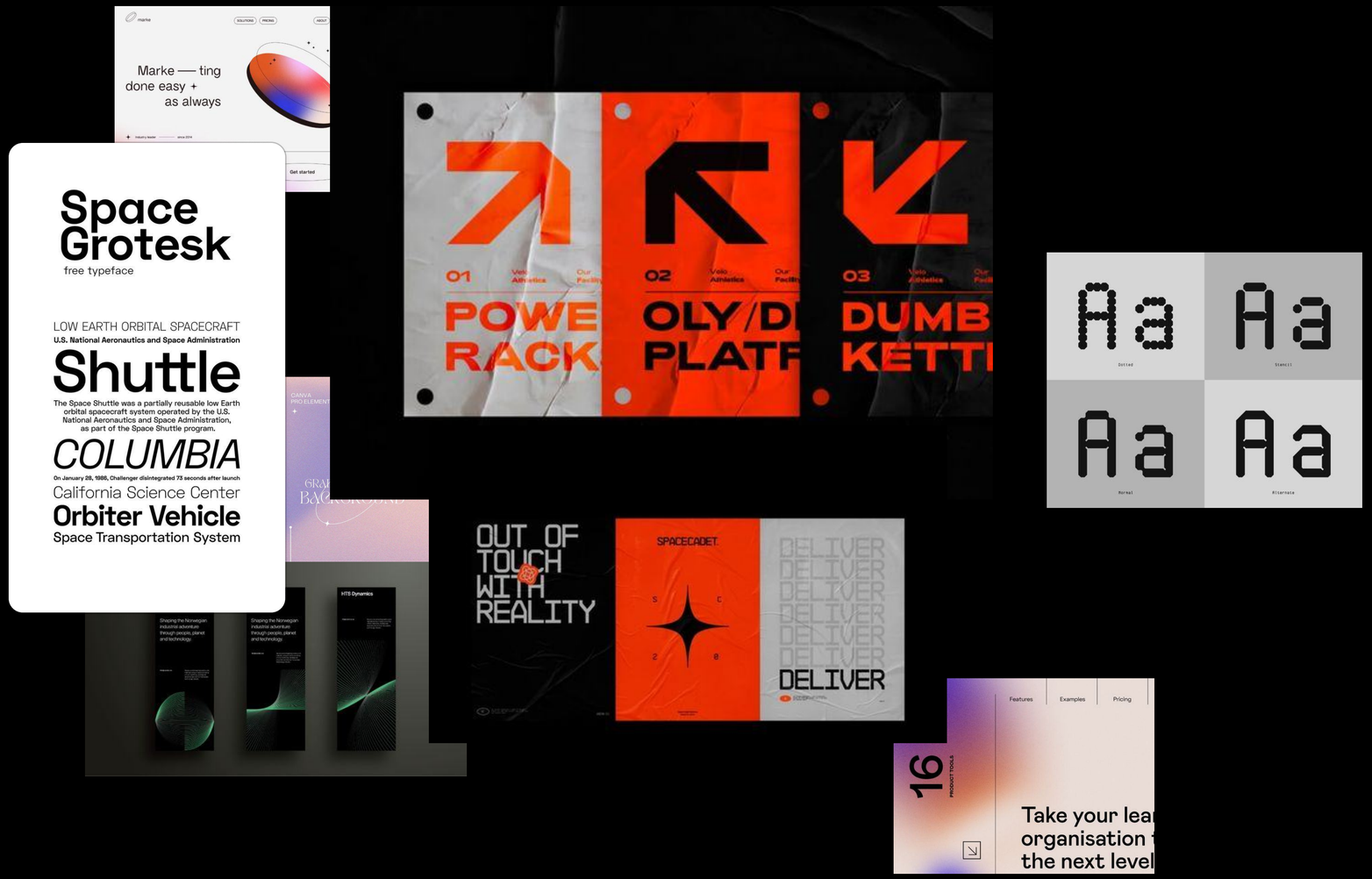
Innovative

The Products Of Tomorrow



Direction 2

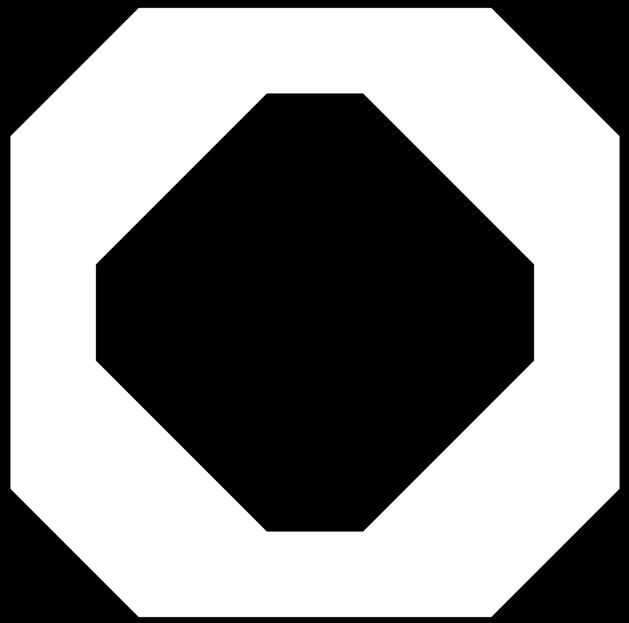
The Mood Board that inspired this direction



Primary Logo: Logo mark + Letter mark



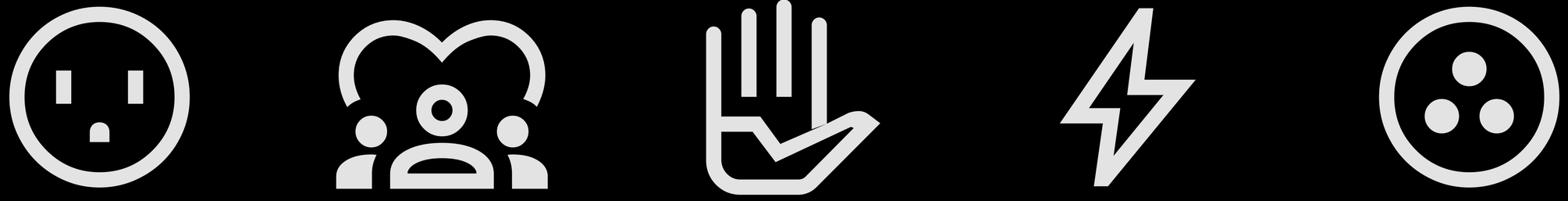
Logo Mark



Lettermark

CREWORK

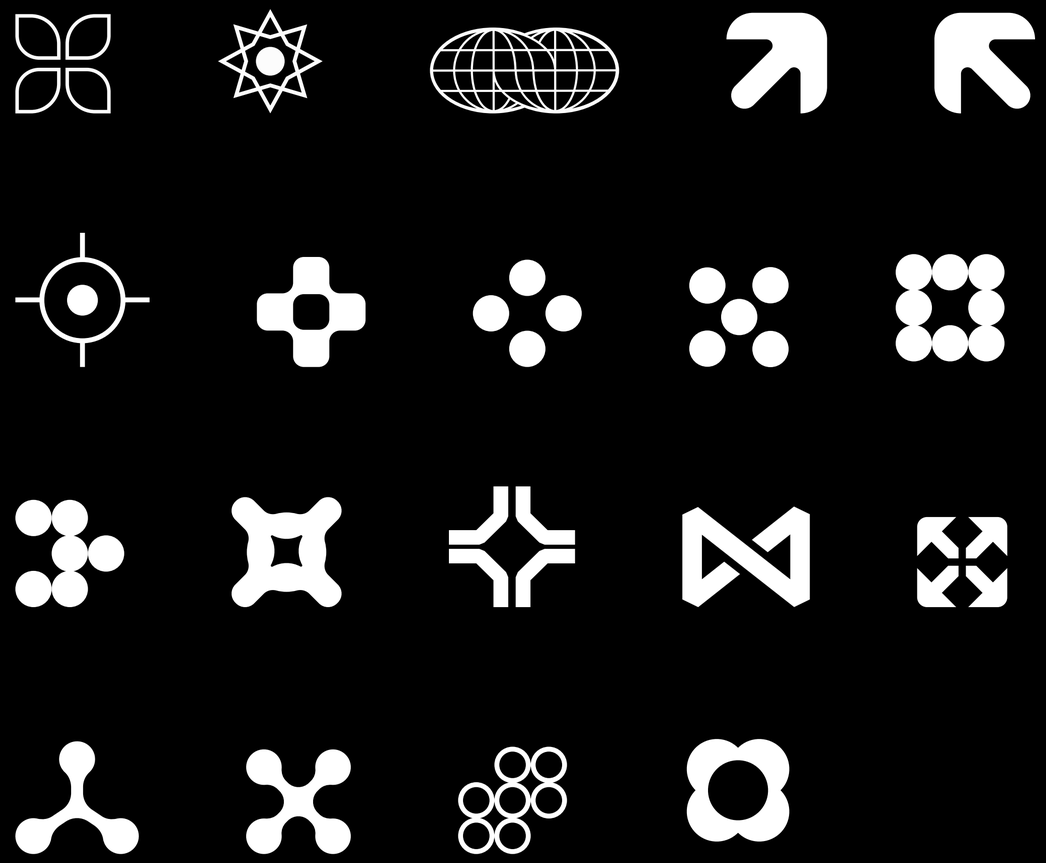
Icons



material icons
weigh 300
grade 200
optical size 40 px

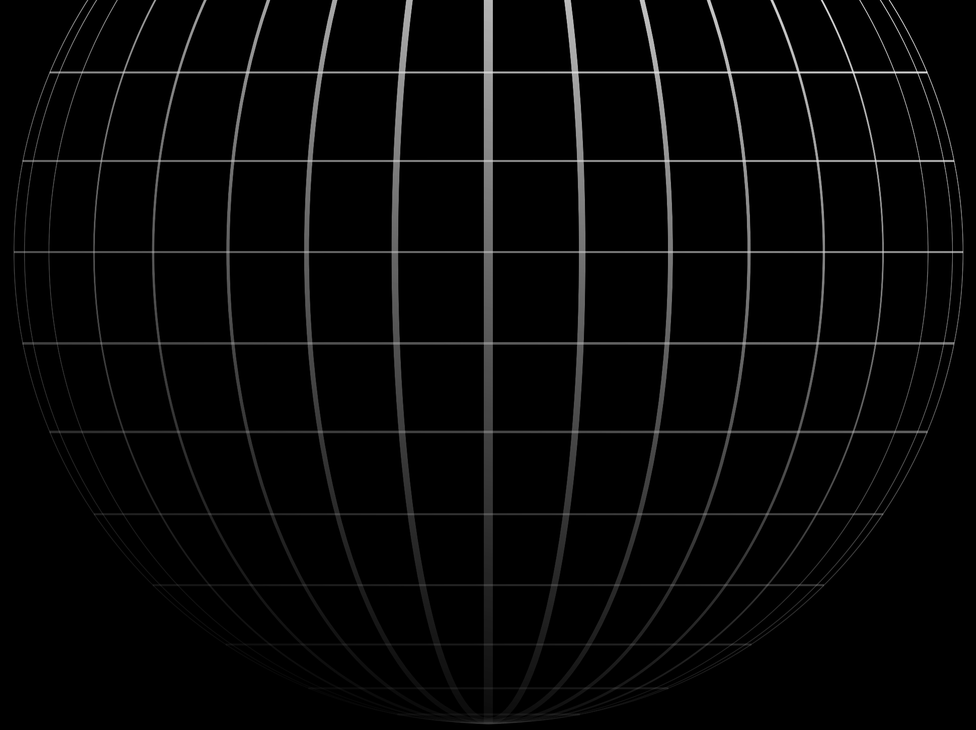
Graphic Elements

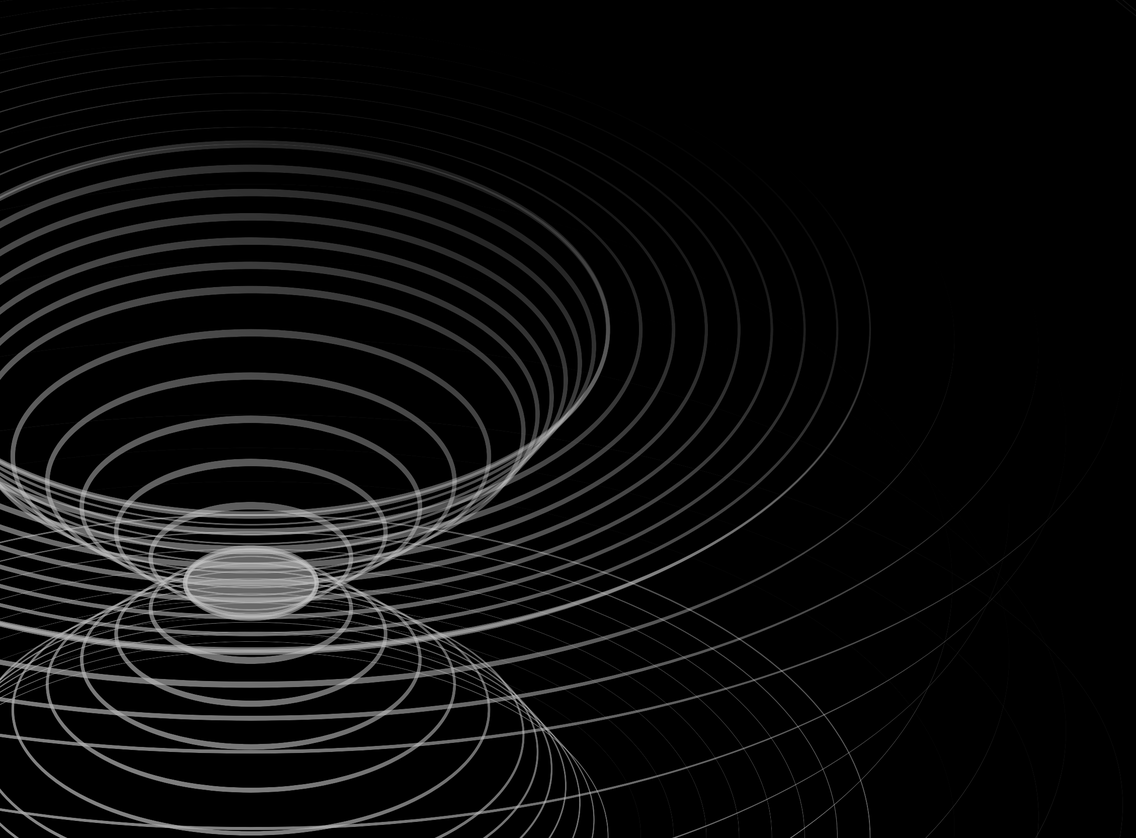
Bold Geometric Illustrations

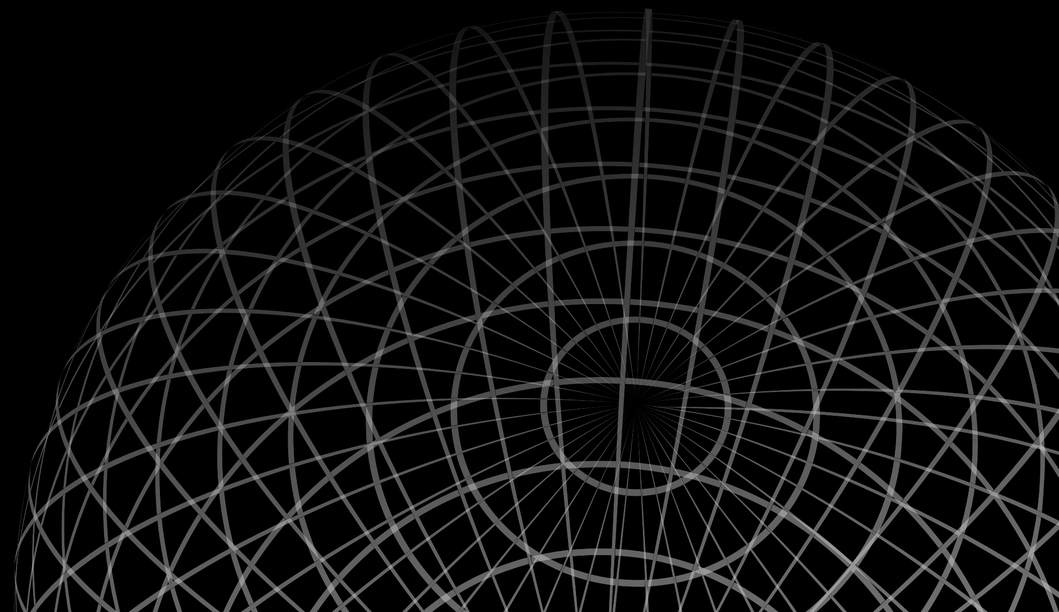


Graphic Elements

Geometric Wireframes for backgrounds







Color Pallette

Typography

CREWORK

SQUARES BOLD

This is a Headline.

Space Grotesk
Medium and Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

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This is body text. Body text determines how easy it will be to read the information on your interface. In fact, body text sets the design look because the text takes up the most space in many interfaces.

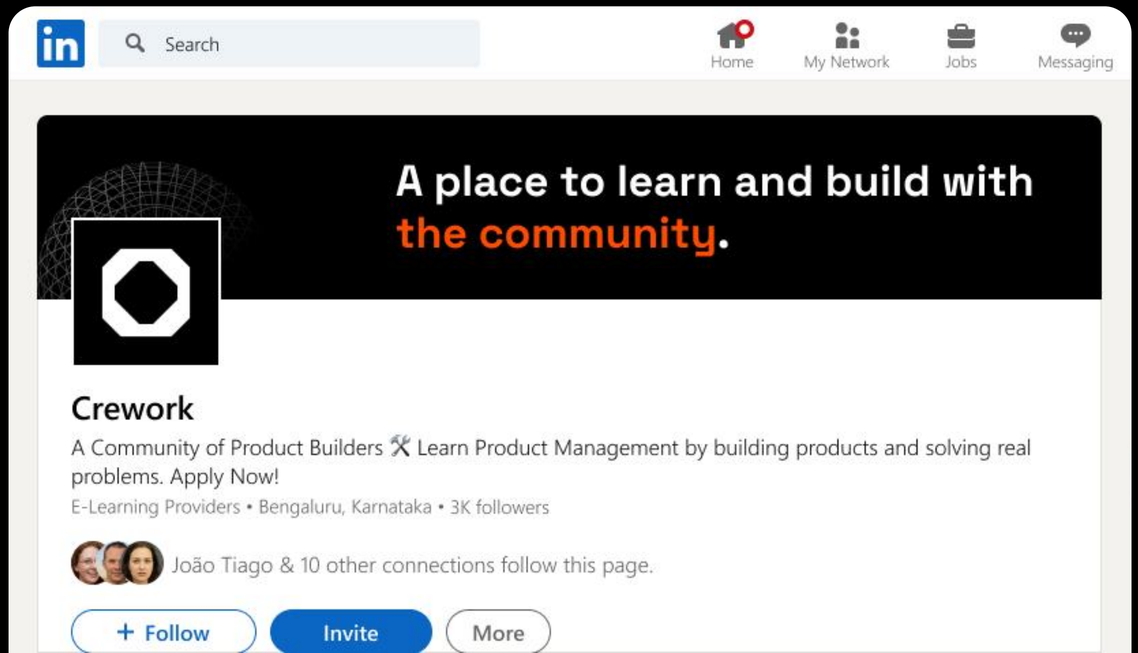
Manrope
Regular and Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

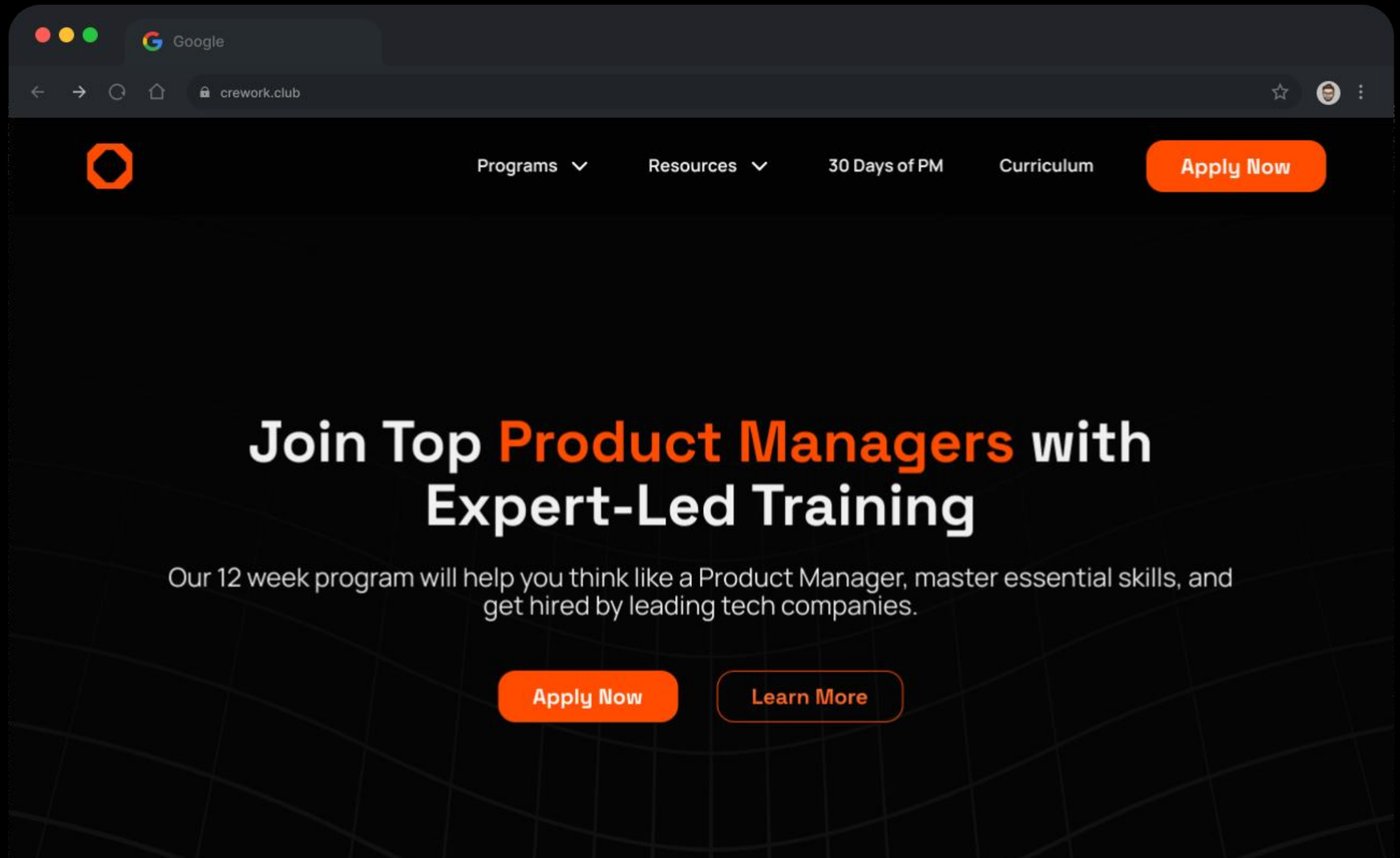
Mockups: Social

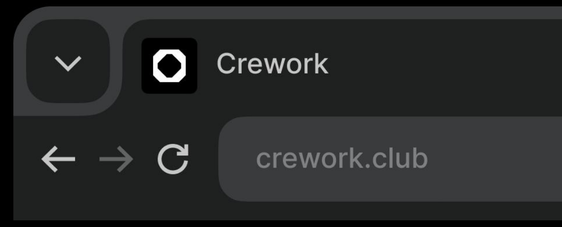


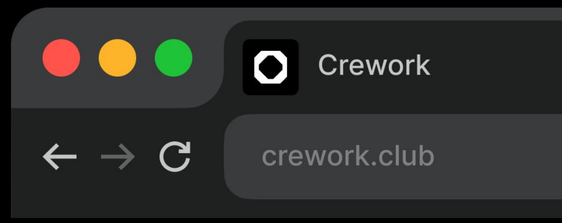


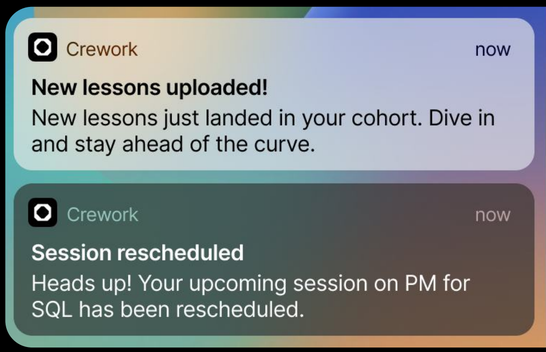


Mockups: Web


Google
crework.club
Programs
Resources
30 Days of PM
Curriculum
Apply Now
Join Top Product Managers with Expert-Led Training
Our 12 week program will help you think like a Product Manager, master essential skills, and get hired by leading tech companies.
Apply Now
Learn More


Crework
crework.club


Crework
crework.club


Crework
now
New lessons uploaded!
New lessons just landed in your cohort. Dive in and stay ahead of the curve.
Crework
now
Session rescheduled
Heads up! Your upcoming session on PM for SQL has been rescheduled.

Mockups: Accessories



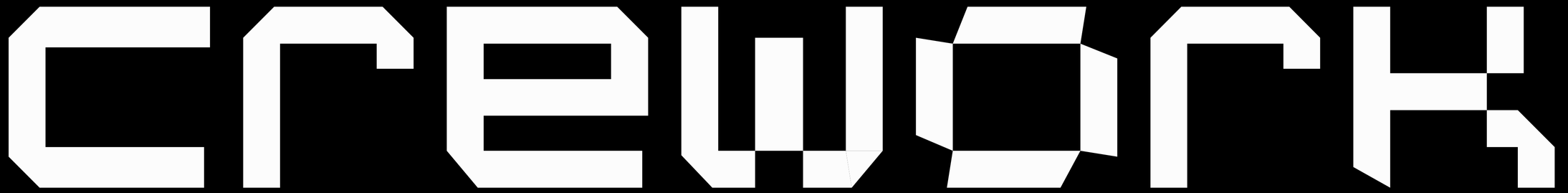




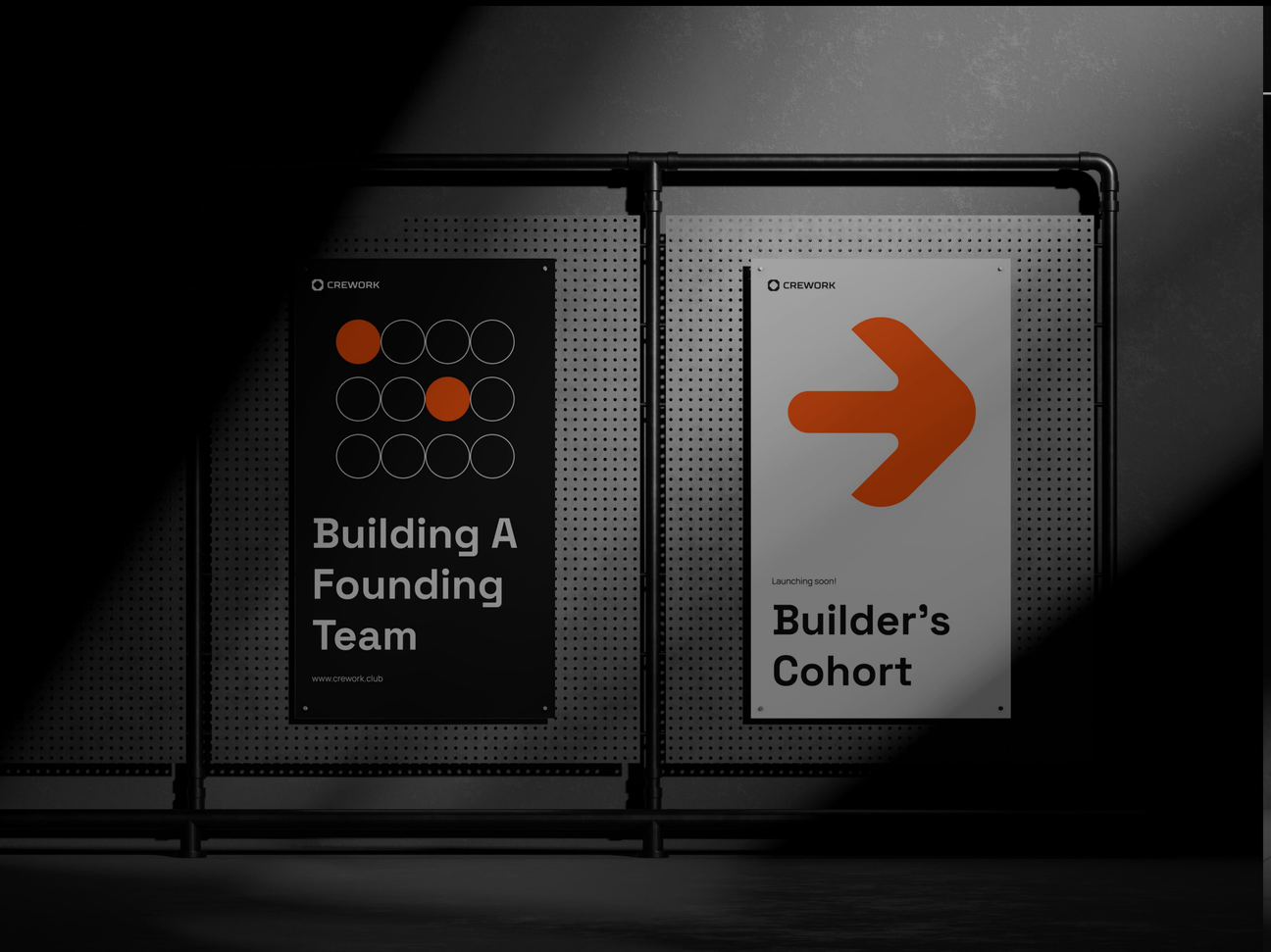




Primary Logo: Letter mark

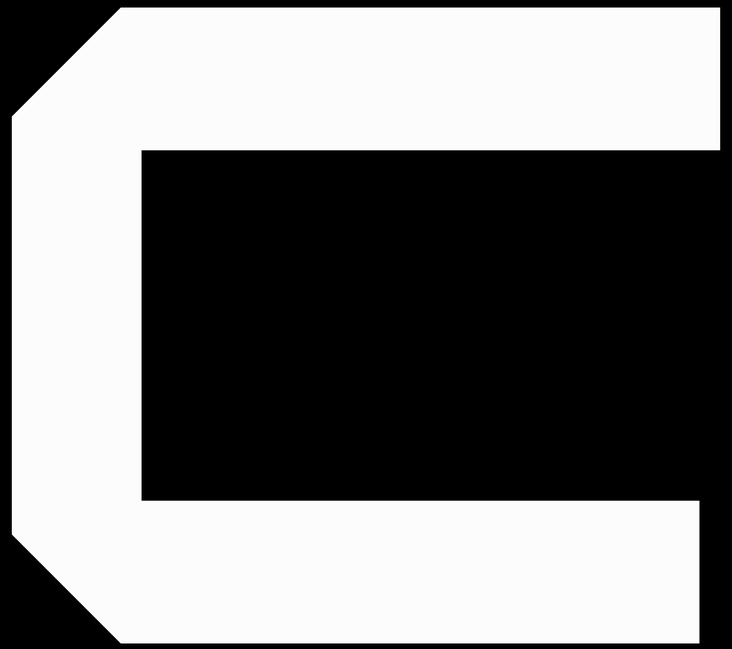


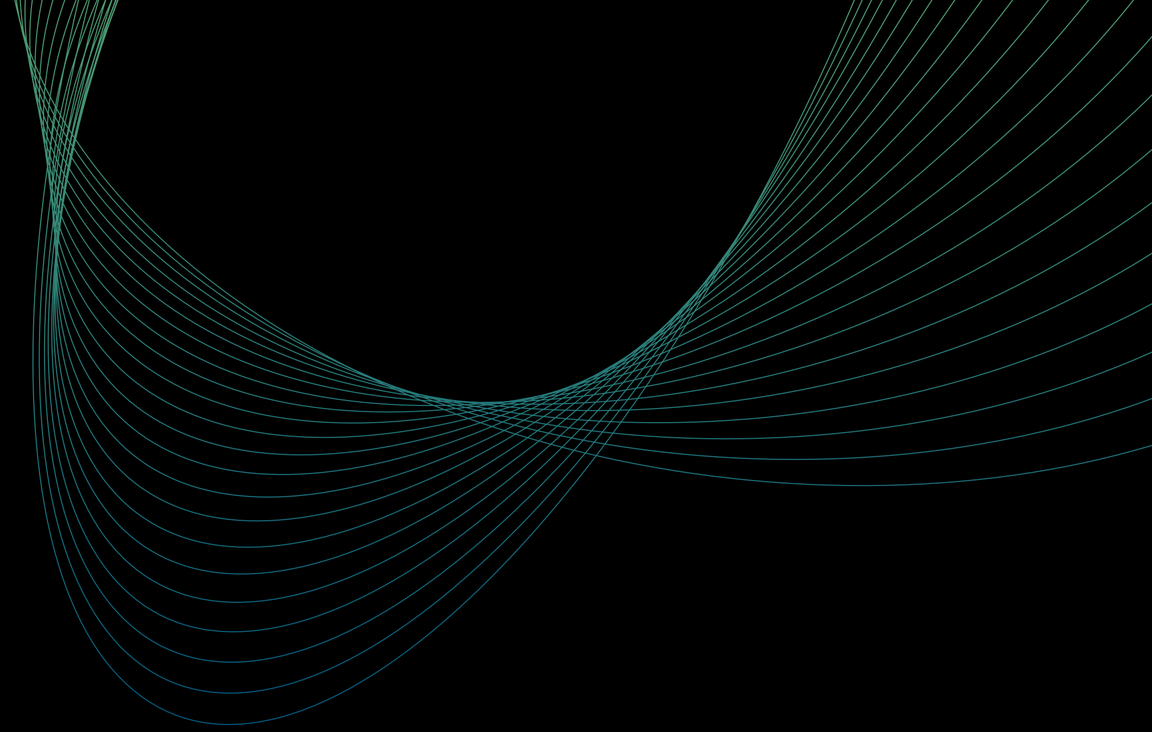
Mockups: Posters and Billboards





Logomark



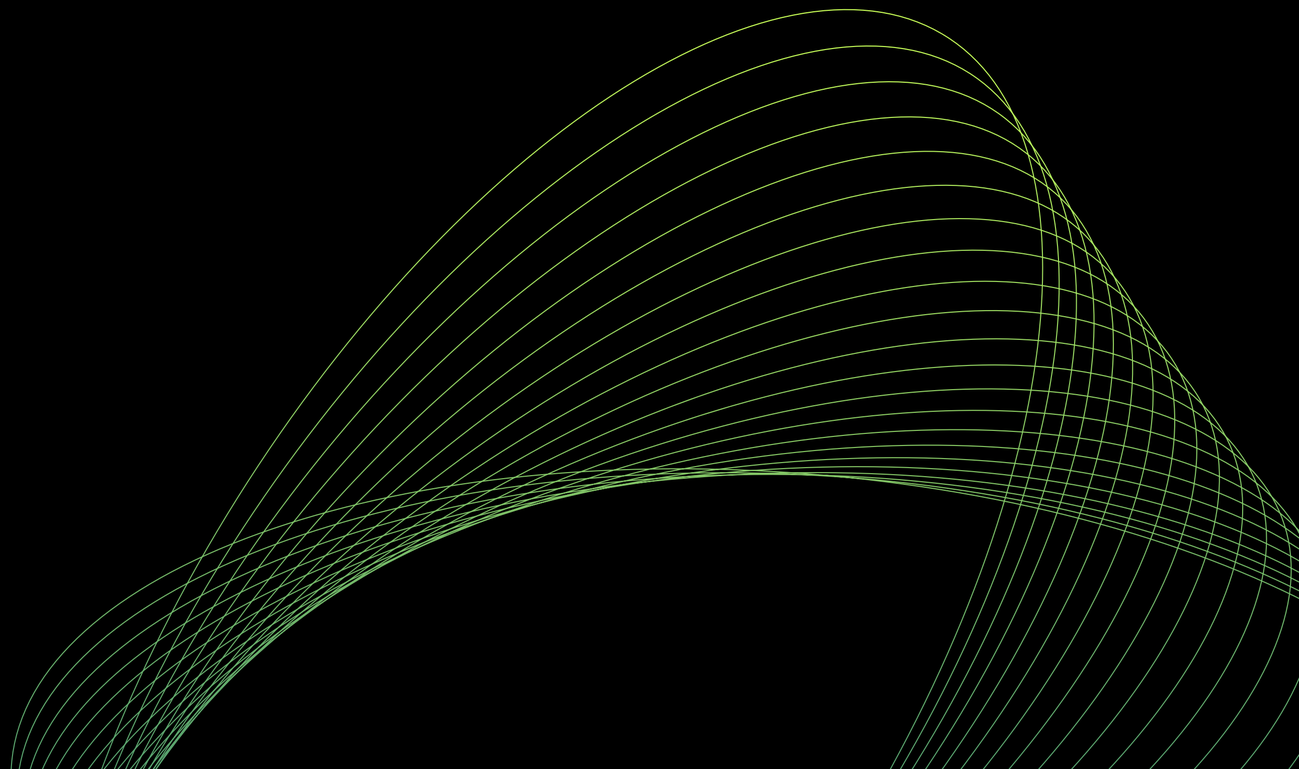


Crework is Energetic

Exciting

Bold

The Current Logo



Direction 3

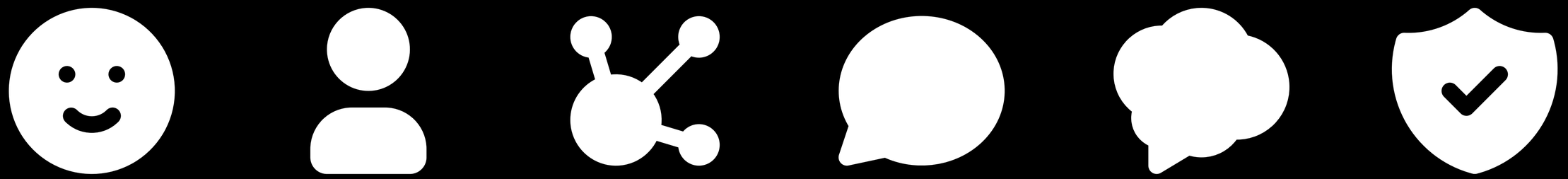
Primary Logo: Letter mark



Logo Mark



Icons



tabler icons
filled
optical size 40 px

Graphic Elements

Gradient and Blur Play



Graphic Elements

Plastic 3D Illustrations



Color Pallette



Typography

Crework.

Montserrat Extra Bold

This is a Headline.

Poppins
Medium and Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

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This is body text. Body text determines how easy it will be to read the information on your interface. In fact, body text sets the design look because the text takes up the most space in many interfaces.

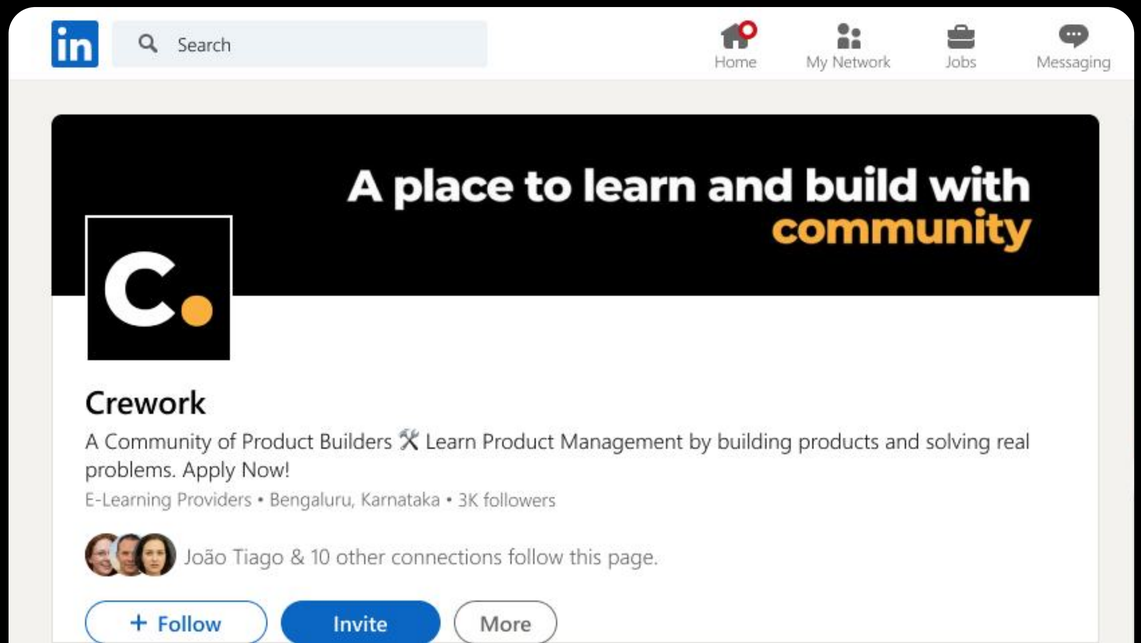
Poppins
Regular and Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Mockups: Social

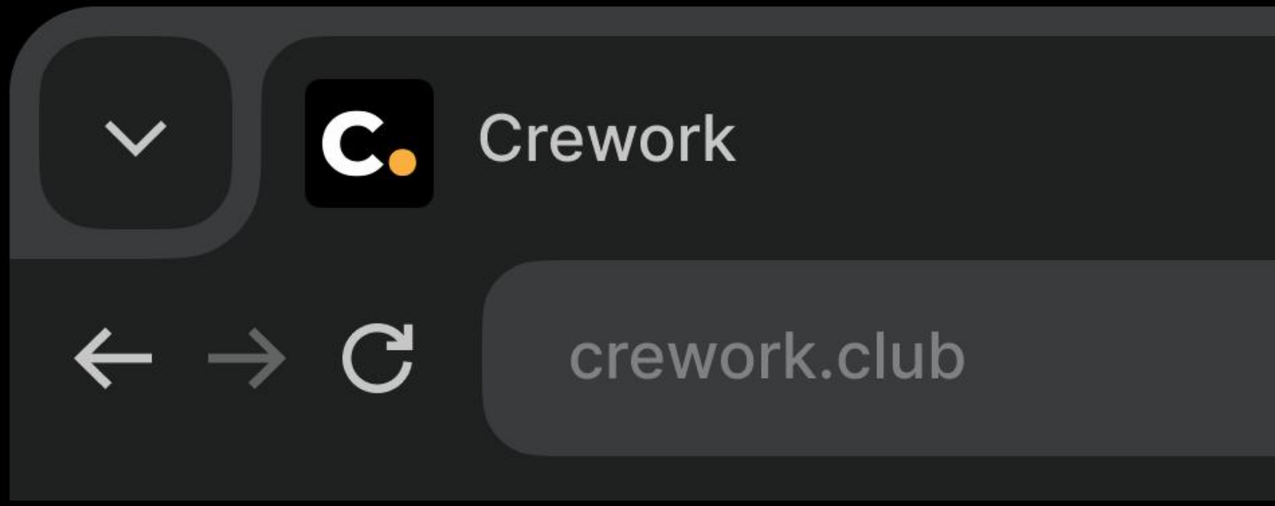


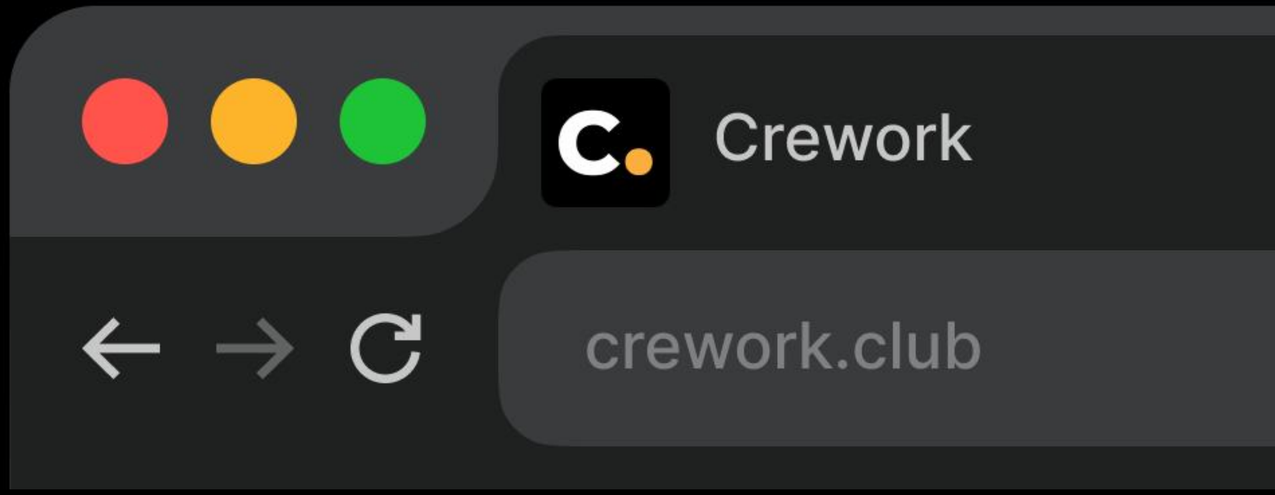




Mockups: Web


04:20
9:41
Monday, June 3
Crework
now
New lessons uploaded!
New lessons just landed in your cohort. Dive in and stay ahead of the curve.
Crework
now
Session rescheduled
Heads up! Your upcoming session on PM for SQL has been rescheduled.


Crework
crework.club


Crework
crework.club

Mockups: Accessories







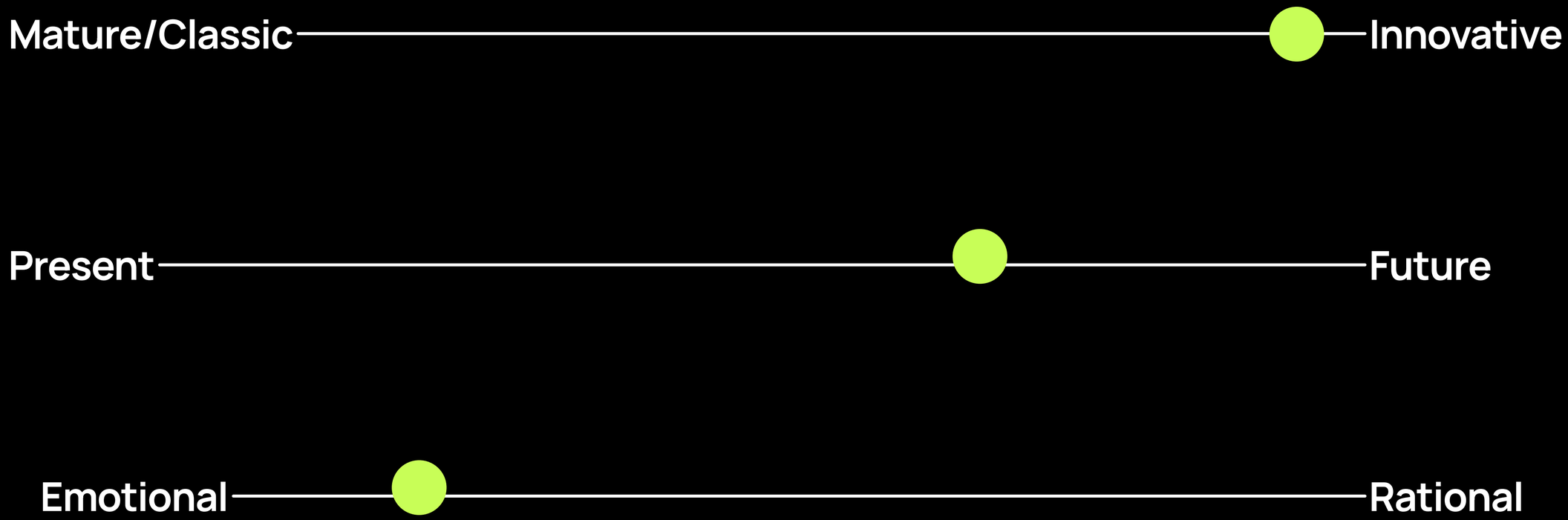


Mockups: Posters and Billboards

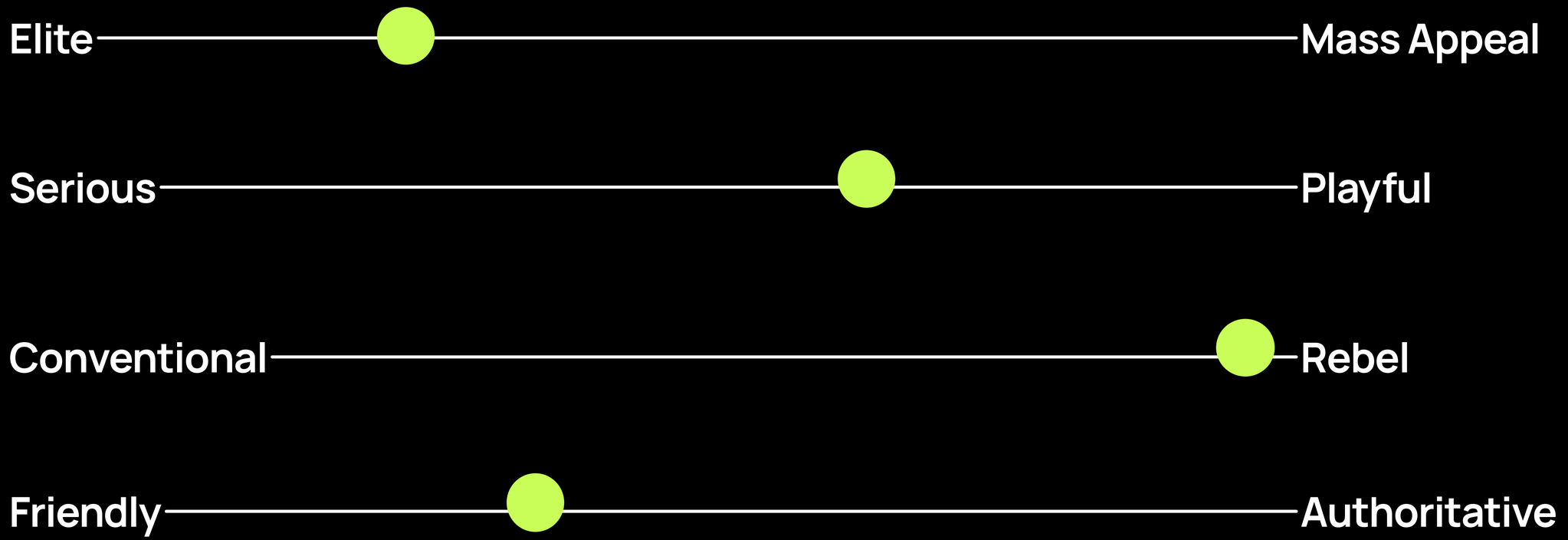


End of directions
Please revert your thoughts

Recap - Our Personality



Recap - Our Personality



Key Themes

People want to transition to **new roles**, want to learn how to **build products and become better product managers**, but they find it hard to start or make the transition.

Crework

Place for people to **learn and grow** without succumbing to the traditional ways of doing so

Crework

Getting mentors for **guidance** for any career doubt is hard

Crework

We help people learn how to **build products, build and launch them**, and meet the right peer group

Crework

Look and Feel

We do have varied segments of users, but we still want to keep it aspirational. So, it targets a larger audience, but with the tying factor being the aspiration. eg. Cred ka top 1% credit worthy people turned to 10% recently as they are expanding.

Crework

Non generic, we are not boring.

Ashish Devadiga

Approachable, Inspiring and Trustworthy

Ashish Devadiga

Experimental

Ashish Devadiga

Bold and Empowering

Ashish Devadiga

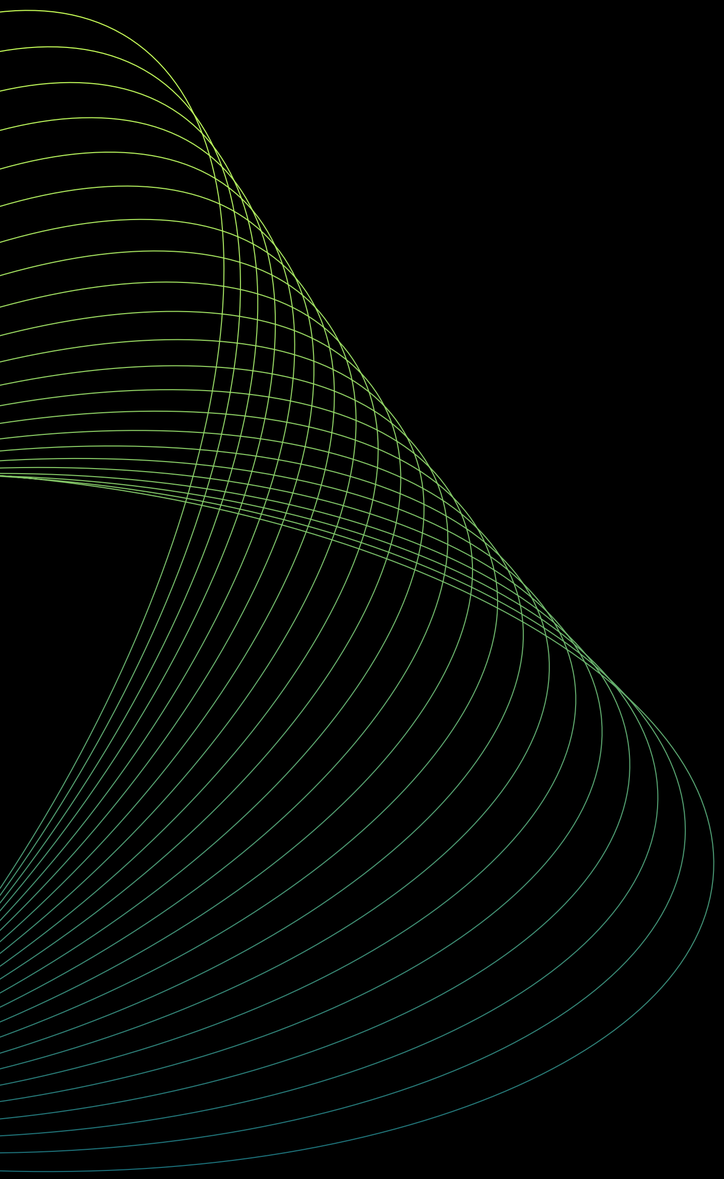
Exclusive, Sophisticated and Confident

Ashish Devadiga

Vibrant and Youthful

Ashish Devadiga

Highlights

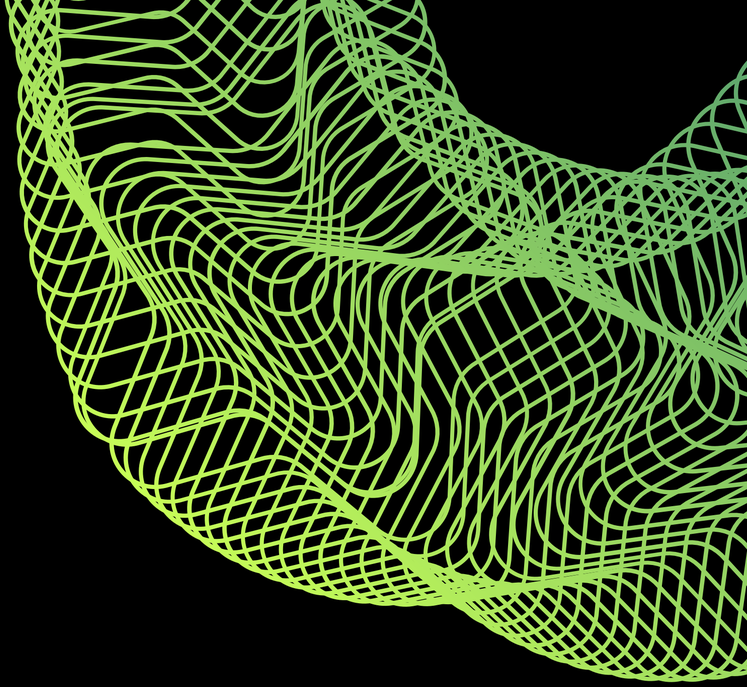


Community of Builders

The best learning resource for people who want to build products

Ultimate destination for people who want to become Product Managers

Things to keep in mind



The logo is not the brand

We are looking at the brand from a holistic viewpoint. Our focus is on creating the identity of the brand which includes visuals, voice and spirit for each direction.

Broad Directions

The directions created are for showing different visual applications of the brand. These are just explorations. Once we choose a direction, they will be refined.

Moving Forward

Once we pick a direction, guidelines will be created to further develop the assets. The mockups you see today are only to help you visualize the brand. The elements cannot be executed. They need to be developed separately.