



BRAND IDENTITY DESIGN

PEDORIA
WHERE STUDY FEELS EASY

Introduction		Logo Concept 1
<div data-bbox="413 420 1439 639" data-label="Section-Header"><h1>Introduction</h1></div> <div data-bbox="413 799 2415 1164" data-label="Text"><p>Pedoria is a smart and vibrant educational platform designed to make learning effortless and joyful for pre-teen and teen students. Guided by the philosophy “Where Study Feels Easy,” Pedoria blends technology, psychology, and modern learning techniques to build confident and successful learners. It also supports parents by creating a worry-free environment focused on academic and overall child development.</p></div>		
Brand Identity by KreativeLion		Pedoria

Mission

To create a platform where every student learns joyfully, excels confidently, and realizes their full potential with ease and enthusiasm. We aim to make parents worry-free about their child’s academic growth and overall development, building trust and stronger bonds between parents and children.

Vision

To simplify learning for students through intuitive, engaging, and intelligent solutions.

To empower parents and students with tools that nurture independent, confident, and lifelong learners.

To inspire a new generation to see education not as pressure, but as a journey of fun, growth, and self-discovery.

Value

Ease & Simplicity

Making study habits simple, structured, and enjoyable.

Innovation

Continuously evolving with creative, tech-driven solutions.

Empathy

Understanding and addressing the needs of students and parents.

Joyful Learning

Bringing happiness and excitement into every learning experience.

Trust & Integrity

Building relationships based on reliability, transparency, and care.

Growth

Inspiring continuous personal, academic, and emotional development.

Introduction		Logo Concept 1
<div data-bbox="383 600 1632 891"><h1>Brand Purpose</h1><p>Pedoria exists to transform education into a joyful and easy journey, where every student feels confident, motivated, and stress-free. We believe that when learning feels effortless, students naturally thrive and success follows.</p></div>		
Brand Identity by KreativeLion		Pedoria

Target Audience

Primary

Students aged 10 to 17 years (Pre-teens and Teens) seeking stress-free study strategies.

Parents looking for effective and easy-to-implement educational tools for their children, focused on academic and overall development (like self-discipline, mindset, and skill-building).

Secondary

Educators and mentors supporting academic, emotional, and overall student development.

Schools, coaching centers, and learning communities embracing joyful educational strategies.



Logo Concept 1





PEDORIA

Where Study Feels Easy



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Concept 1: The Pedoria logo cleverly blends visual storytelling with brand identity by depicting a treehouse shaped like the letter “P”, reinforcing the brand name while evoking a sense of curiosity and comfort. The tree represents growth, learning, and a nurturing environment, while the house element adds warmth and familiarity—signifying a safe space where studying feels easy and enjoyable. The playful color palette adds a modern, youthful vibe, making it appealing to both students and educators. Overall, the logo reflects Pedoria’s mission to make education feel natural, engaging, and stress-free.



PEDORIA
Where Study Feels Easy





Brand Colors		Logo Concept 1
<div>Brand Colors</div>		
Brand Identity by KreativeLion		Pedora

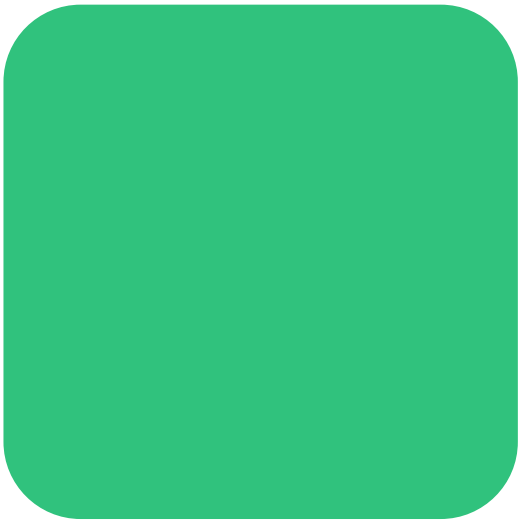
Primary Colors		Logo Concept 1
Brand Identity by KreativeLion		Pedoria



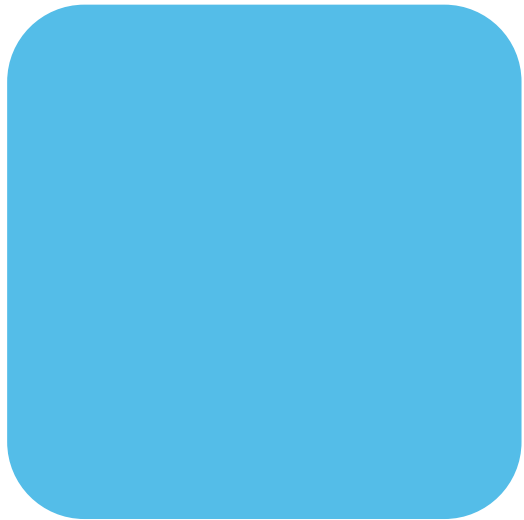
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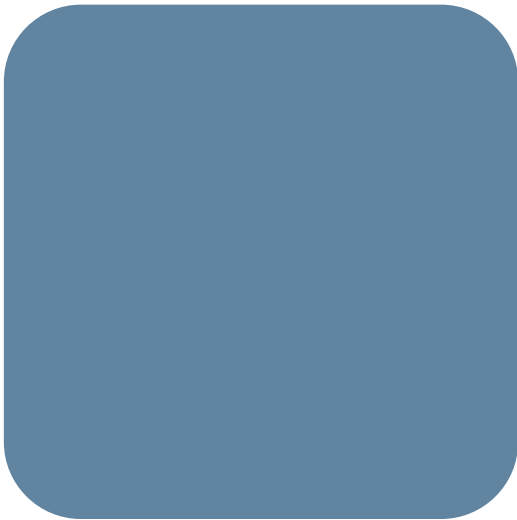
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CMYK 40, 0, 79, 0



Hex #31C17C
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Hex #53BCE9
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CMYK 59, 7, 1, 0

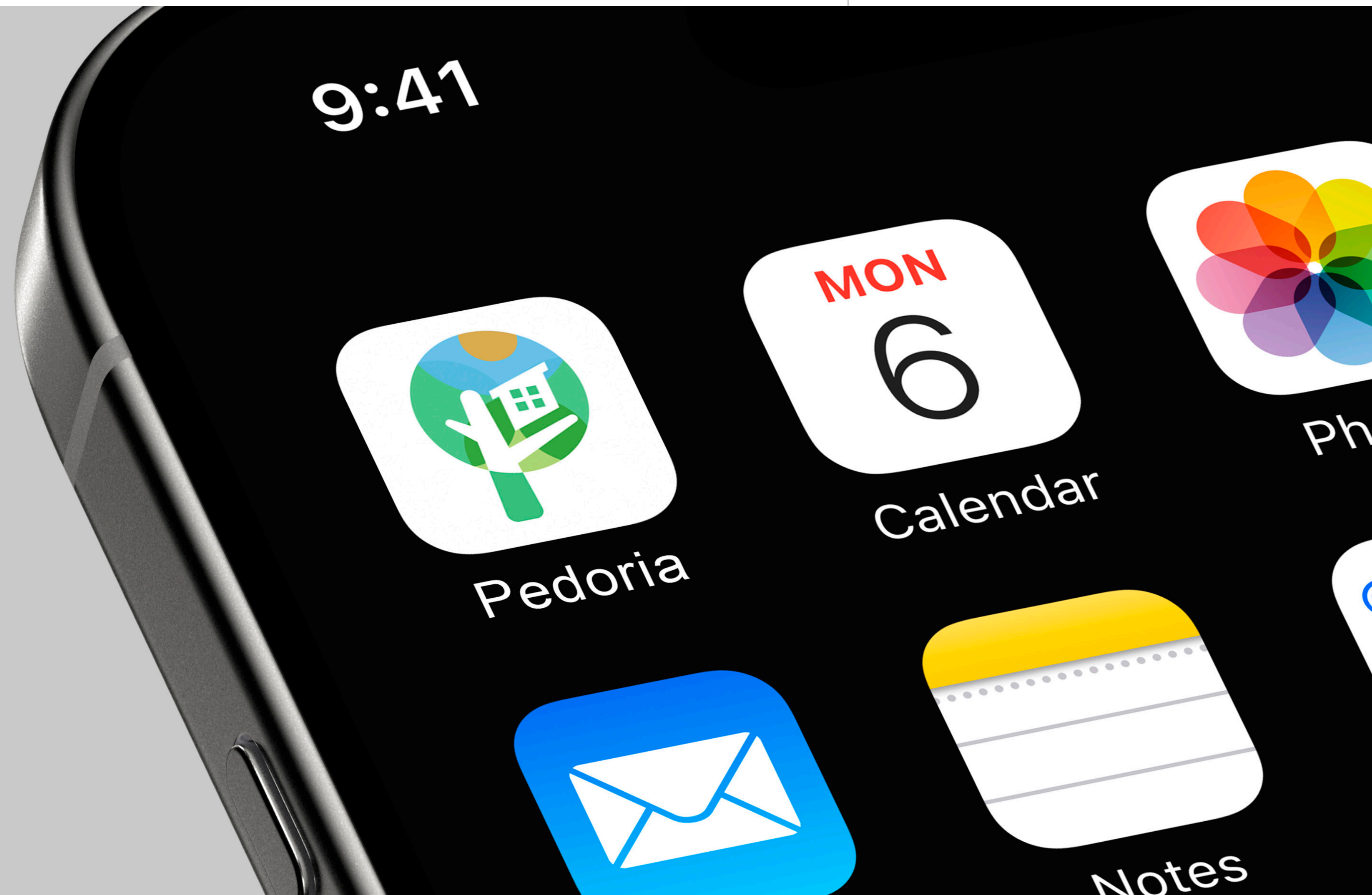


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CMYK 67, 40, 26, 2

Hex #FFFFFF
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Mockups		Logo Concept 1
<div>Mockups</div>		
Brand Identity by KreativeLion		Pedora







Logo Concept 2





pedoria
WHERE STUDY FEELS EASY



Concept 1: The Pedoria logo represents a modern and student-friendly brand with a vibrant, approachable design. The rounded lowercase typography reflects ease and friendliness, while the smooth gradient colors—ranging from green and blue to orange and purple—symbolize creativity, growth, and joy in learning. The “P” has a soft drop-like tail, making it look like a speech bubble or droplet, symbolizing ideas, learning, or ease. The “d” and “o” have clean, simple shapes that maintain clarity and readability. The “r” integrates into the “i” with a dot, creating a unique continuity and flow that subtly symbolizes connection and support. Together with the tagline “Where Study Feels Easy,” the logo clearly communicates Pedoria’s mission to make studying feel effortless, engaging, and enjoyable.







Brand Colors		Logo Concept 1
<div>Brand Colors</div>		
Brand Identity by KreativeLion		Pedora



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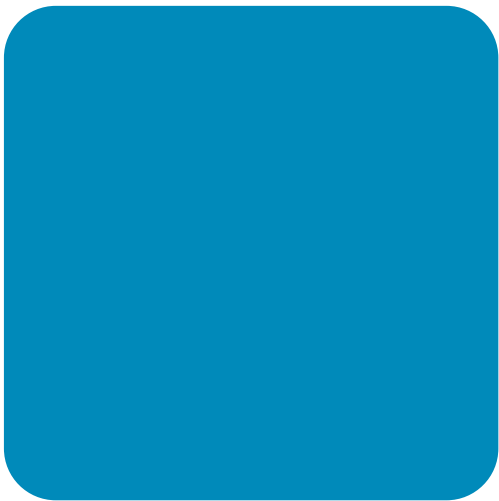
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Hex #BEEFFF
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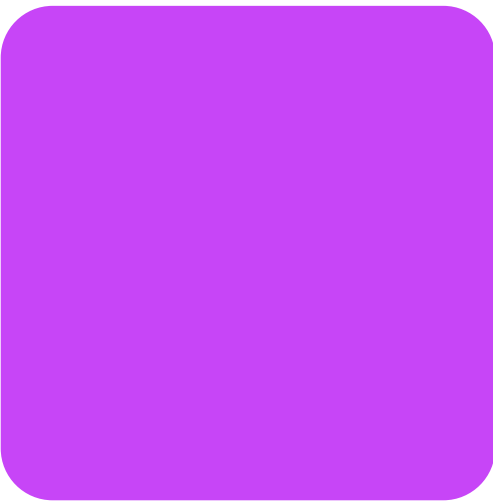
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Hex #0189BB
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CMYK 82, 34, 11, 0



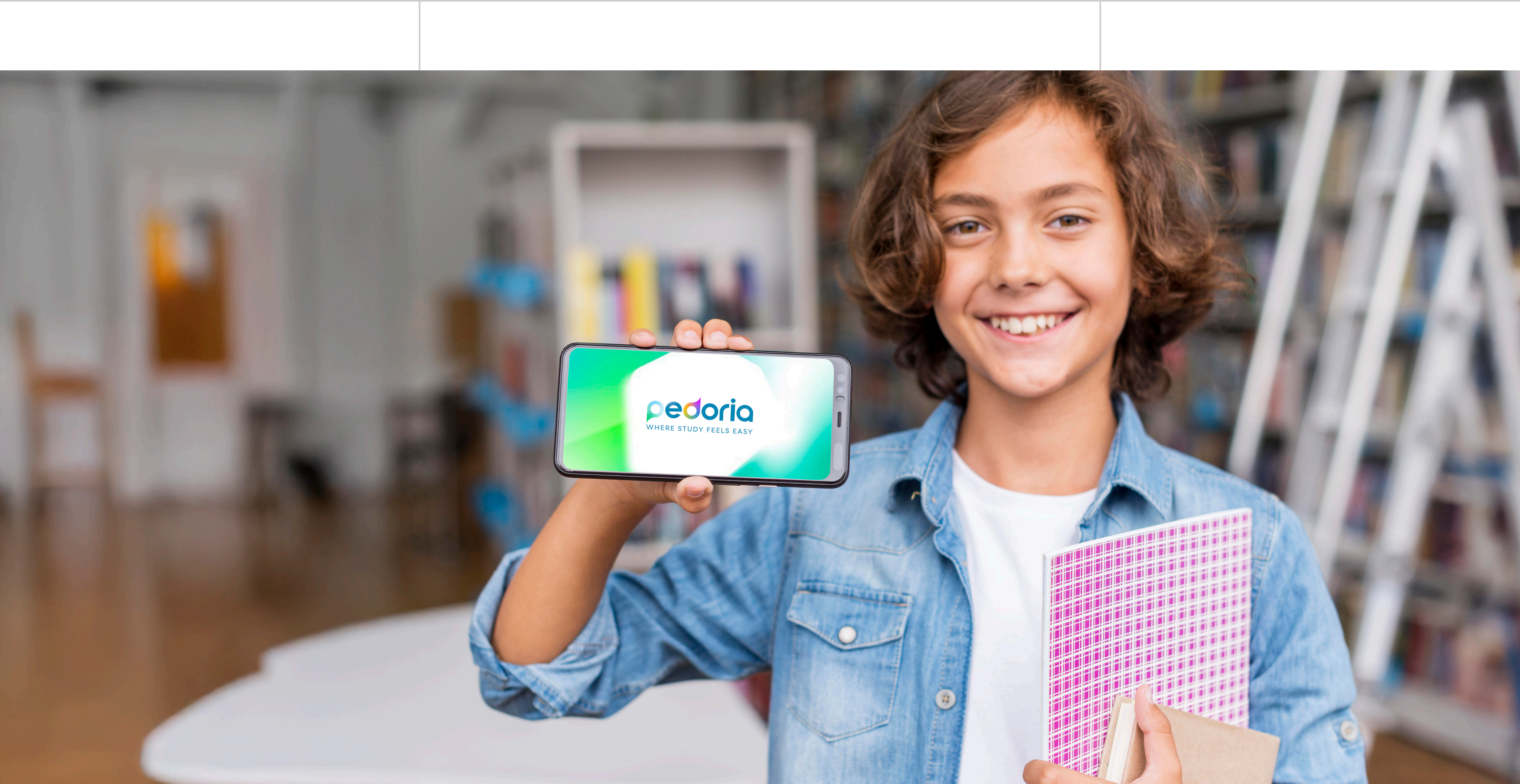
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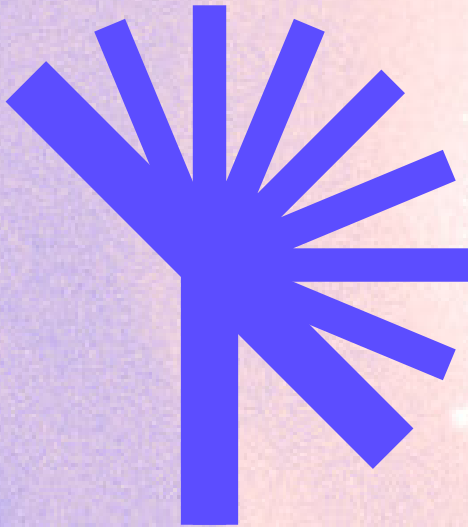
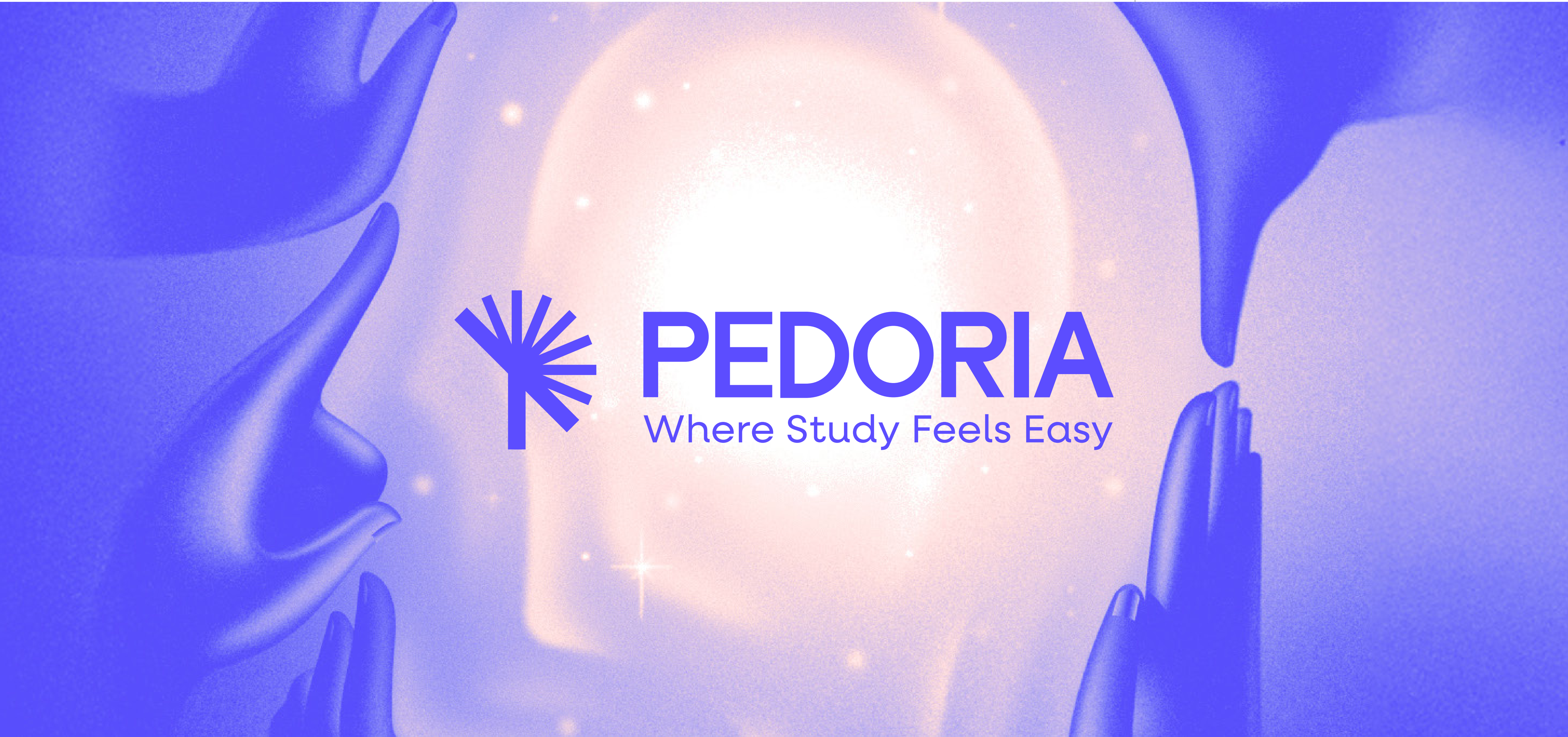
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Mockups		Logo Concept 1
<div>Mockups</div>		
Brand Identity by KreativeLion		Pedora



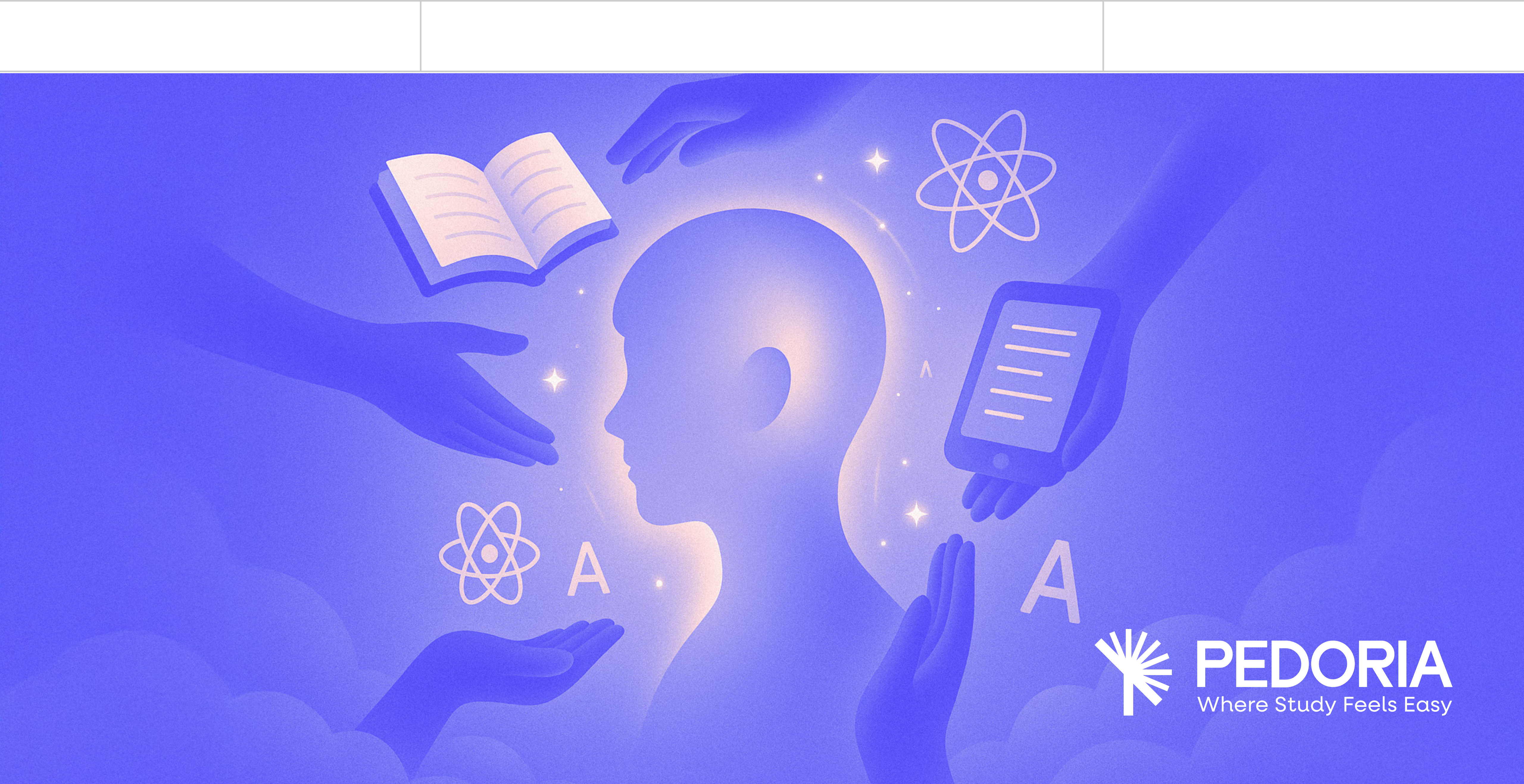


Logo Concept 3

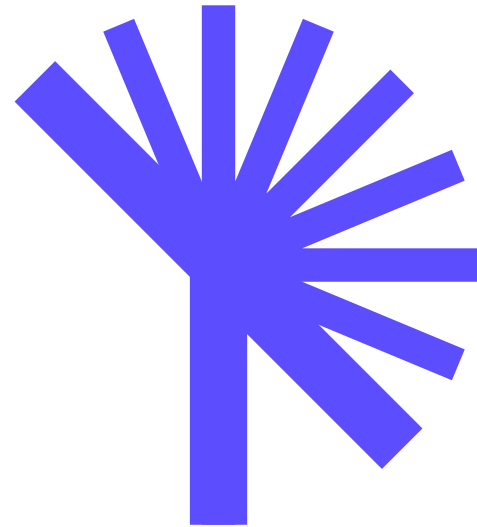



PEDORIA
Where Study Feels Easy





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Logo Mark		Logo Concept 1
<p>Concept 3: The Pedoria logo icon smartly merges the letter “P” with the imagery of an open book, sunrays, and a tree. The book symbolizes knowledge, the rays represent clarity and inspiration, and the tree signifies growth. The use of purple adds a sense of creativity, imagination, and wisdom—qualities essential to meaningful learning. This thoughtful fusion reflects a nurturing and enlightening learning environment that encourages curiosity and development. It aligns seamlessly with the tagline, “Where Study Feels Easy.”</p>	<div data-bbox="1459 765 1769 1108"></div> <div data-bbox="1859 808 2868 1108"><p data-bbox="1859 808 2868 999">PEDORIA</p><p data-bbox="1859 1024 2868 1108">Where Study Feels Easy</p></div>	<div data-bbox="2952 247 3172 469"></div>
Brand Identity by KreativeLion		Pedoria

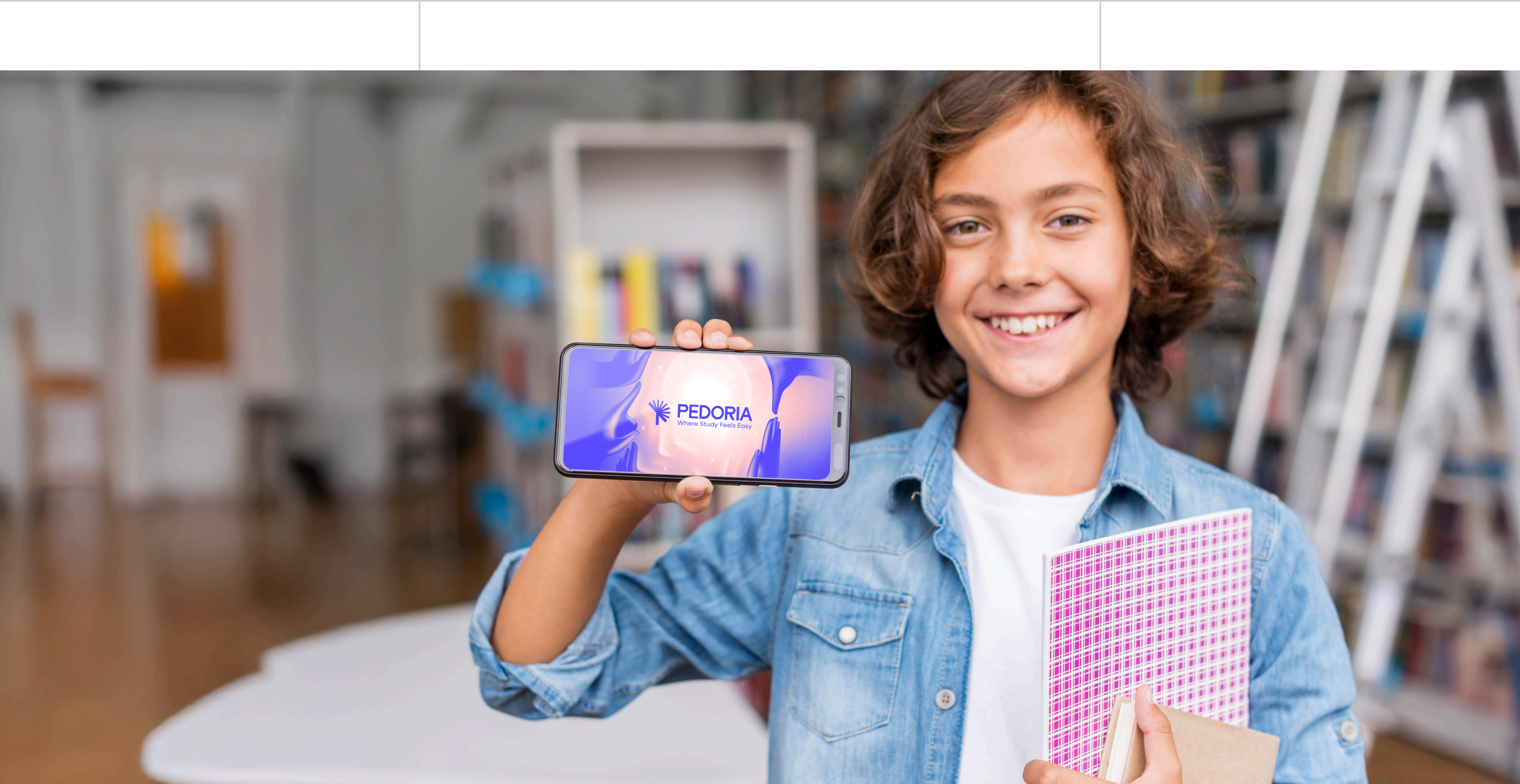


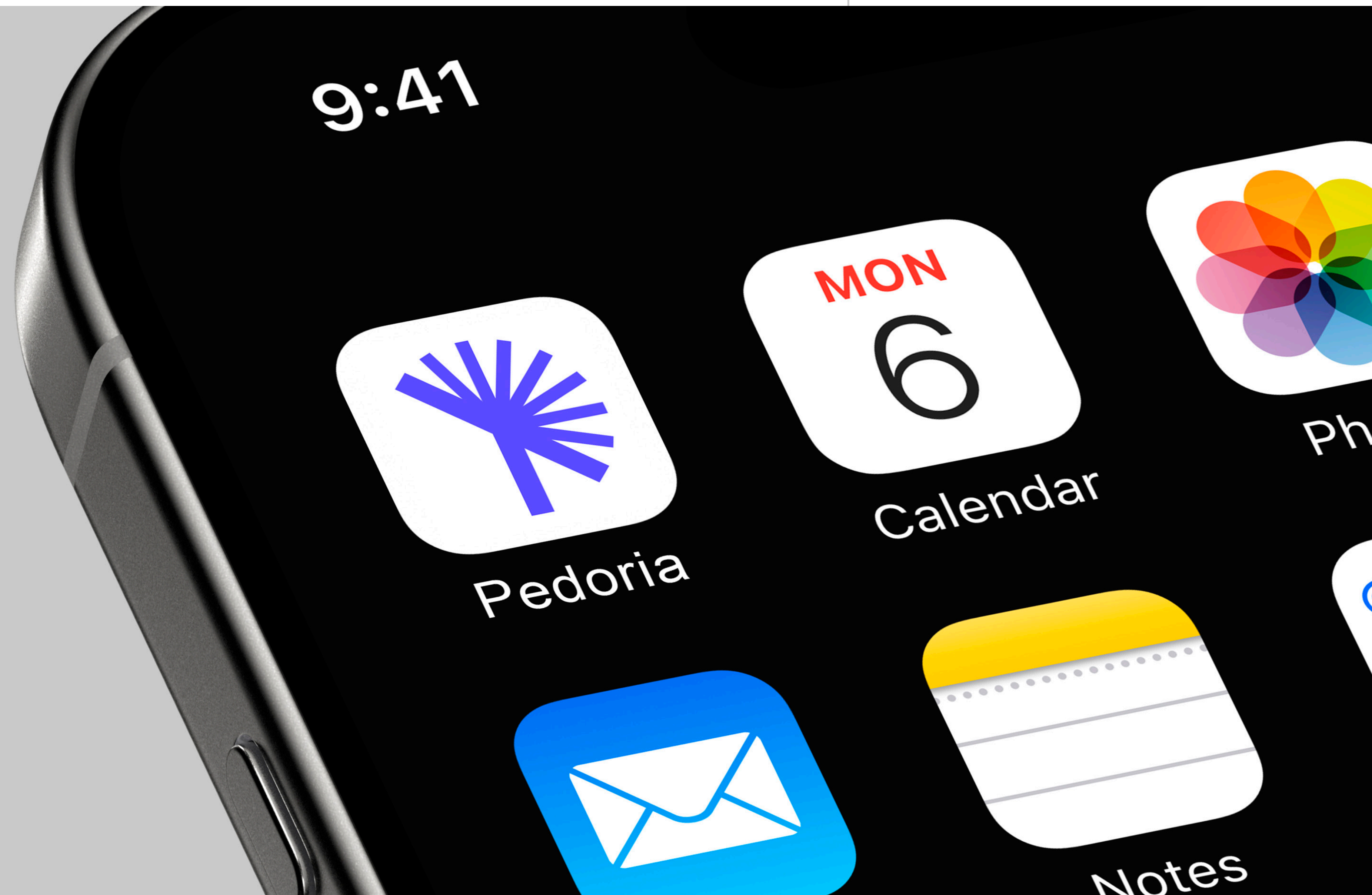


Brand Colors		Logo Concept 1
<div>Brand Colors</div>		
Brand Identity by KreativeLion		Pedora

Primary Colors		Logo Concept 1
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Brand Identity by KreativeLion		Pedoria

Mockups		Logo Concept 1
<div>Mockups</div>		
Brand Identity by KreativeLion		Pedora



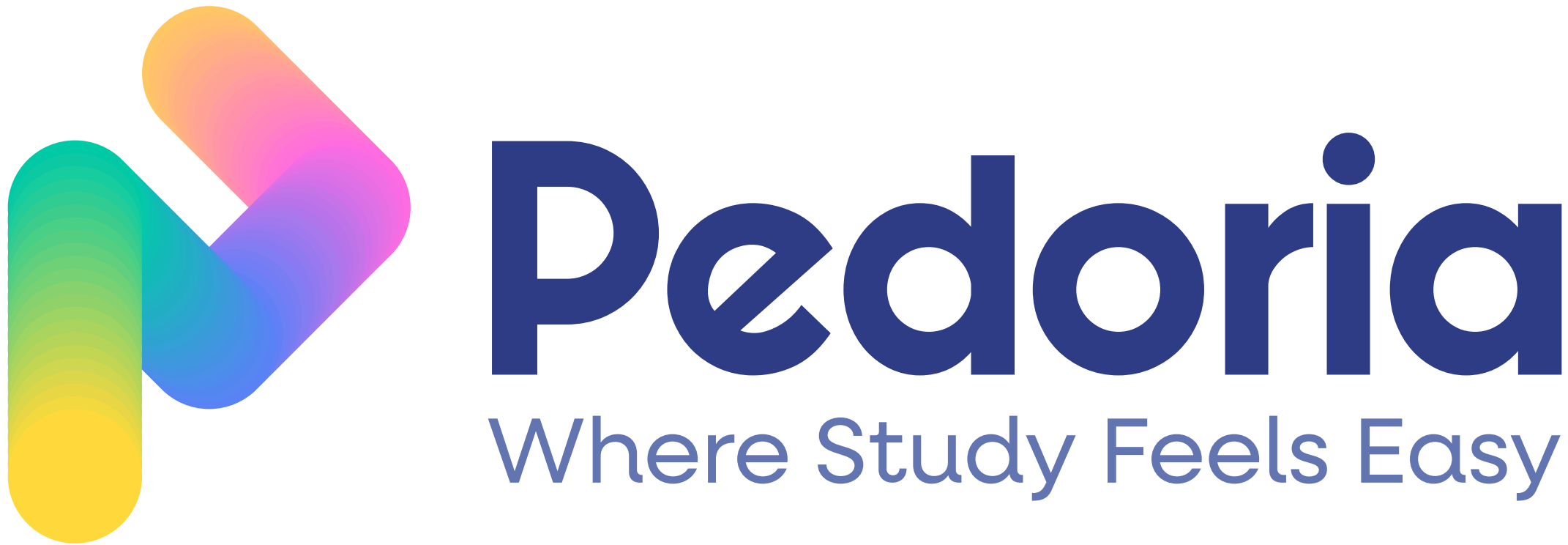




PEDORIA
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Logo Concept 4





Pedoria
Where Study Feels Easy

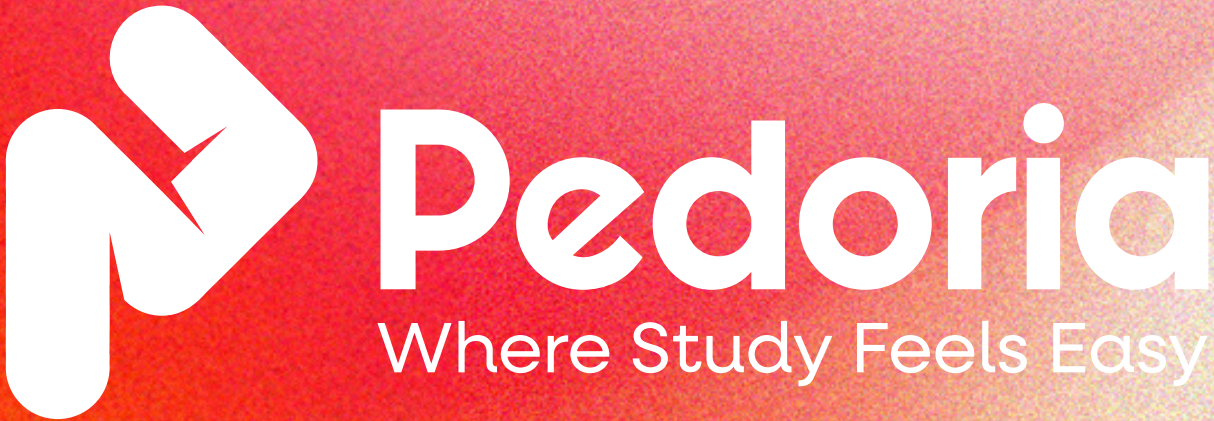
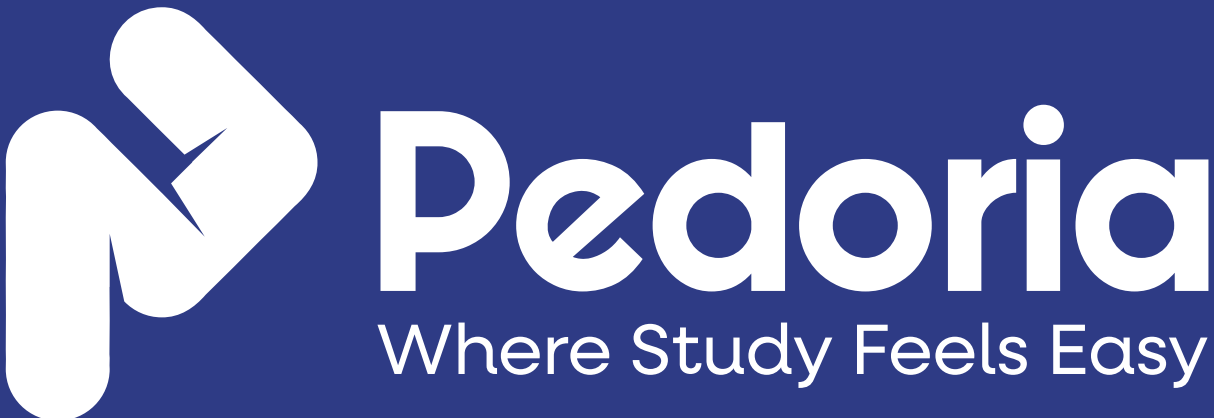


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Concept 4: The new Pedoria logo reflects a vibrant and modern learning experience. The colorful “P” icon blends gradients of green, blue, yellow, and pink, symbolizing growth, creativity, and joyful learning. Its smooth, flowing form represents ease and progress. The bold, rounded typography in deep blue adds trust and clarity. Together, it captures Pedoria’s essence: simple, engaging, and inspiring education. The design feels both playful and professional, appealing to students and parents alike.



Pedoria
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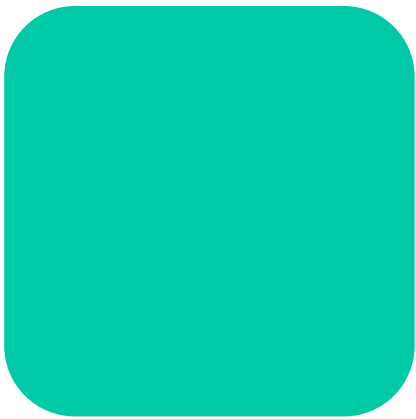
Brand Colors		Logo Concept 1
<div>Brand Colors</div>		
Brand Identity by KreativeLion		Pedora



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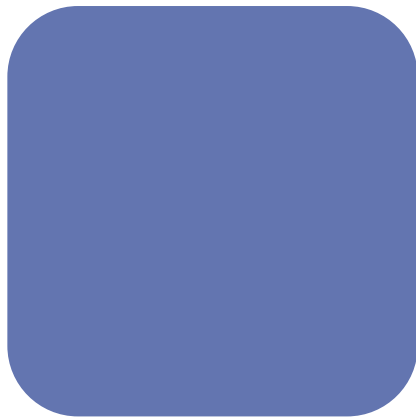
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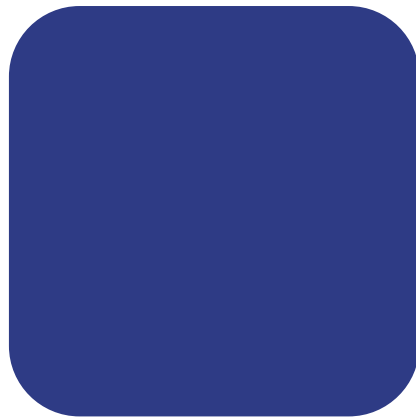
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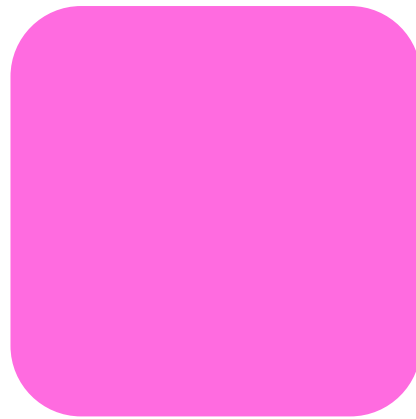
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CMYK 67, 51, 0, 0



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CMYK 67, 53, 5, 0



Hex #2D3A84
RGB 45, 58, 132
CMYK 98, 92, 15, 3



Hex #FF6BE1
RGB 255, 107, 225
CMYK 12, 66, 0, 0

Mockups		Logo Concept 1
<div>Mockups</div>		
Brand Identity by KreativeLion		Pedora





