BRAND IDENTITY CASE STUDY

A clearer way to move forward.

Mensofo - a visual identity for adult exam preparation.



An owl, a name and one shared pair of eyes. A coherent identity developed for the moments between practising a question, understanding an explanation and choosing what to do next.

THE BRIEF

Make progress feel clear.

A calm, practical identity for a demanding learning context.

Mensofo is an exam-preparation project with an initial focus on adult candidates for public-service examinations in Cyprus. The brand direction, "Clear progress", puts understanding and a useful next step at the centre of the experience.

The brief called for a recognisable name and symbol, Greek and English typography, a restrained colour system and motion that could express the relationship between the owl and the lettering.



The identity sets a tone for learning. It does not make promises about examination results.

DESIGN DECISIONS

The eyes belong to the name.

The two o letters create a natural relationship with the owl emblem.

One set of eyes.

Two ways to use it.

Mensofo

WORDMARK

The eyes sit inside the two o letters.



WITH THE OWL

Plain o letters keep the signature clear.

The development focused on matching the eye geometry, keeping the distinctive pointed f and avoiding a second pair of eyes in the combined signature. The illustration above uses the final masters to explain that rule.

THE FINAL IDENTITY

One family. Four formats.

Stacked, horizontal, standalone wordmark and owl symbol.



Navy is the primary expression, supported by white and black versions. Layout changes respond to the available space while preserving the approved letterforms and emblem.

THE VISUAL SYSTEM

Calm colour. Clear hierarchy.

Navy anchors the identity; light surfaces leave room for the content.

Navy	Action blue	Soft blue	Background
#182C49	#234E92	#EAF0F8	#F4F7FC

Noto Sans

Clear explanations. Clear next steps.

Καθαρή πρόοδος.

Aα Bβ Γγ Δδ · Aa Bb Cc Dd

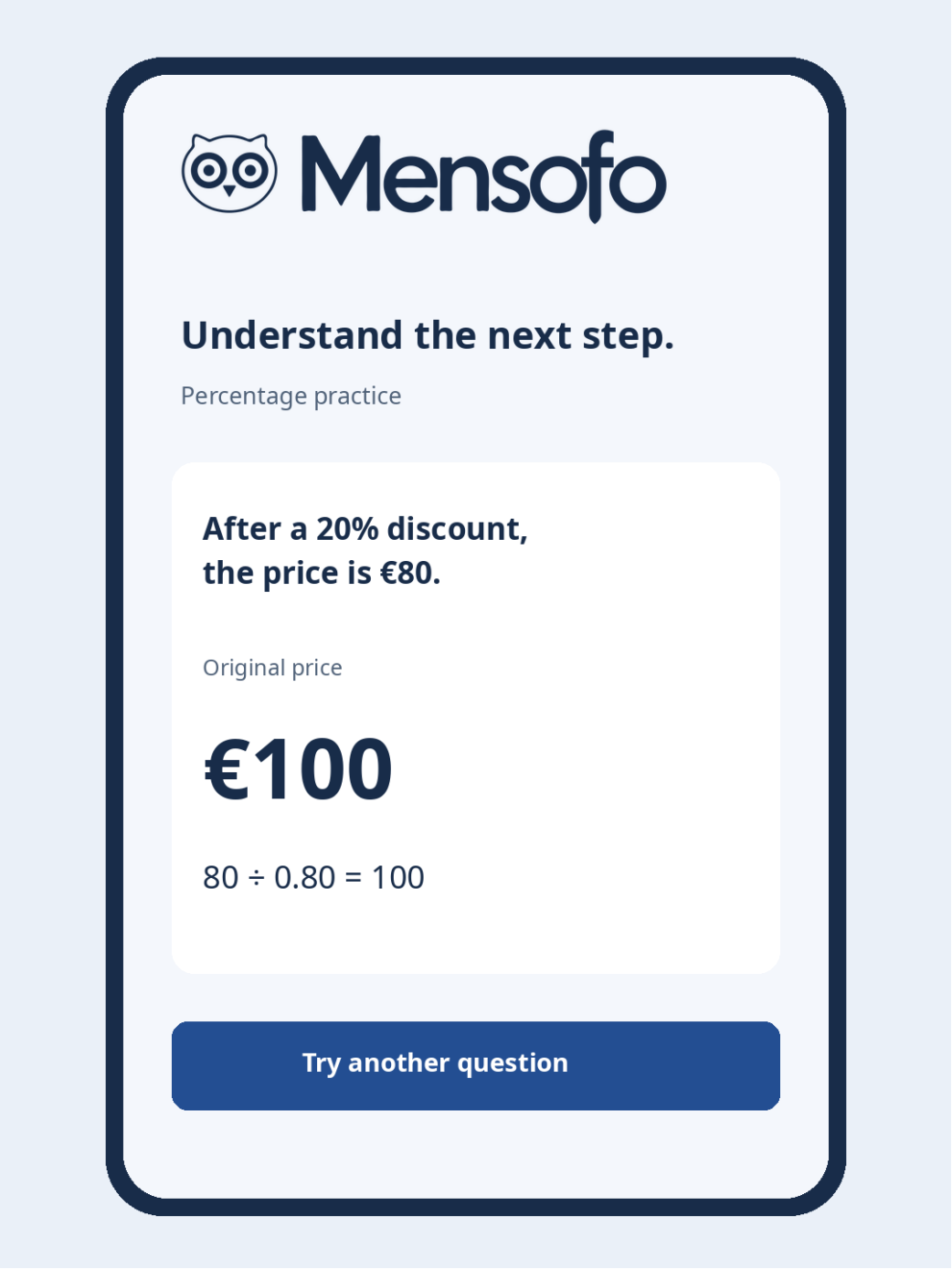
0123456789 · €80 ÷ 0.80 = €100

Noto Sans supports Greek and English in Regular and Bold. The logo remains custom vector artwork. Clear labels and explanations carry meaning alongside colour.

DIGITAL APPLICATION

The brand around the answer.

A contextual study of typography, colour and a clear next action.



Illustrative interface study, not a live product screenshot. The example shows an original price of EUR100 after reversing a 20% discount from EUR80: 80 / 0.80 = 100.

PHYSICAL APPLICATIONS

An identity beyond the screen.

A coordinated study of a tote, notebook, mug and polo.



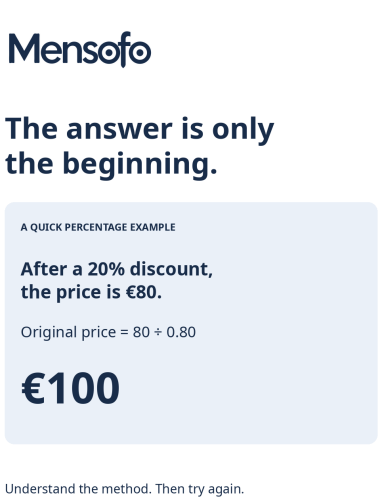
Application mockup using the wordmark and owl across everyday study essentials. Proposed branding applications, not a record of manufactured products.

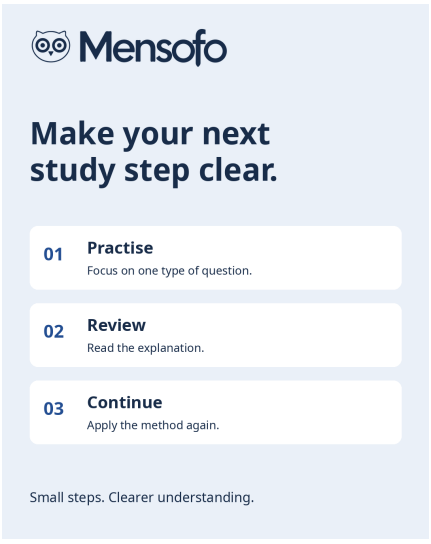
SOCIAL COMMUNICATION

A system with room for variety.

One brand introduction, one worked example and one practical study sequence.







The designs share navy, light surfaces and Noto Sans, while the composition follows the message. Large editorial type introduces the brand; a worked percentage example shows the teaching tone; a numbered sequence makes the next step explicit.

These are illustrative communication examples created to show the identity in use, rather than a published campaign.

MOTION IDENTITY

Four ways to reveal Mensofo.

Selected animations connect the name, eye geometry and owl emblem.



Plane Transformation



Owl Unfurl



Negative Space



Continuous Ink

The four selected studies are silent and play on request. View the complete animations and final identity on the LKC Social website.