

KOO ENGLISH ACADEMY

Recommended brand concept

The central idea should be:

Koo English helps every child find the confidence to speak.

A brand that feels **modern and enjoyable to children, trustworthy to parents, and credible enough for schools and future government or institutional engagement.**

Recommended logo structure

KOO
ENGLISH ACADEMY

“KOO” should be the main visual focus, with “English Academy” smaller underneath or beside it.

A designer could turn the two **O** letters into a subtle visual device:

- two speech bubbles representing conversation;
- two friendly sound rings representing listening and speaking;
- one speech bubble and one growing sound wave;
- two people facing one another in conversation;
- a very subtle smiling expression created through negative space.

The effect should be clever but simple. The word must remain immediately readable as **KOO**.

Recommended design personality

Balance these five qualities:

- **Confident** — parents should feel the academy is credible.
- **Friendly** — children should not feel intimidated.
- **Modern** — suitable for an AI-assisted learning platform.
- **Encouraging** — speaking English should feel achievable.
- **International** — globally usable without looking culturally generic.

Colour recommendation

Use navy as the dominant colour and gold as an accent rather than applying equal amounts of both.

An indicative starting palette could be:

- **Deep Navy:** #102A43 or #12345B
- **Bright Gold:** #F5B700 or #FFC928
- **Warm White:** #FFFDF7

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- **Supporting Sky Blue:** #5DB7DE, used sparingly in children's materials

The combinations may be:

- navy lettering on white;
- white lettering on navy;
- navy wordmark with one gold visual accent;
- gold used for the speech symbol, dot, highlight or progress element.

Typography

I recommend a **bold rounded geometric sans-serif** typeface.

The letterforms can be customised so the logo is not simply a standard font typed out. A distinctive treatment of the **K**, the double **OO**, or the spacing between letters could become a recognisable brand asset.

The best icon direction

Preferred direction would be:

A bold KOO wordmark in which the first "O" subtly forms a speech bubble and the second "O" contains a small rising sound or confidence mark.

This communicates:

- conversation;
- listening and speaking;
- progress;
- confidence;
- the memorable double-O sound in "Koo."

It is more distinctive than using a book, alphabet block or graduation cap.

What to avoid

No to:

- graduation caps;
- open books;
- globes;
- pencils;
- ABC blocks;
- flags, including the Union Jack;
- complicated microphones;
- overly cute animal mascots;
- childish rainbow colouring;

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- detailed character illustrations inside the logo;
- a design that resembles a tuition centre or kindergarten logo.

These symbols are common in education branding and would make Koo English less distinctive.

Tagline recommendations

Speak English. Grow with Confidence.

Logo variations the designer should produce

The engagement should include:

1. Primary horizontal logo.
2. Stacked logo.
3. Wordmark-only version.
4. Icon-only version for the app and social media.
5. Full-colour version.
6. One-colour navy version.
7. White reversed version.
8. Black-and-white version.
9. Small favicon and app-icon tests.
10. Versions with and without the tagline.

The logo should remain recognisable when reduced to a small mobile-app icon.