



One liner. Brief in a tweet.

Help Rocket Learning build a strong brand identity and instant visual connect with Early Childhood Care and Education through the power of design.

Background

90% of brain development is achieved by the age of 6, early intellectual stimulation is crucial for holistic development of a child, as is their fundamental right. And yet, 35M low income household children are unable to access quality early learning opportunities . Rocket Learning is committed to ensuring equal foundation early for all children (regardless of their socio-economic realities). We build digital communities of parents and daycare workers using WhatsApp, where age-appropriate localized, contextualized learning material is sent daily using AI/ML bots. We encourage behavior change through sensitisation campaigns and evangelize early childhood care and education at the policy level.

Rocket Learning is dedicated to:

- Helping young children achieve school readiness.
- Focusing on gender equitable access for early years education.
- Creating vibrant digital learning communities that empower parents – including young mothers with limited education – to educate their children, and building supportive, motivating communities.
- Upskilling Anganwadi (daycare center) workers, so that they can teach as well as care for children- increasing their confidence, skills, recognition and potential for socio-cognitive development.

Where are we now:

We have an existing mascot/avatar, Gappy (we use him mainly digitally) who is retiring and we would appreciate your help in building a new one that could interact and build association of learning with play for our communities. The reason Gappy received limited reception was because children do not see Giraffes around them on the daily & therefore, relatability was a challenge.

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We currently leverage Chulbuli, but would appreciate your support in building one that we can own.



Sharing a [moodboard](#) that the internal team has put together for grassroots insights on design, colours, etc.

CAVEAT - The insights are holistic and therefore, include inputs on religious icons, symbolism etc. Please refrain from it in your creative delivery.

Value system -

- Impact First
- Innovation and action
- Systems change at scale
- Diversity and Inclusion
- Empowerment with ownership
- Energy, optimism, and empathy
- Trust and Transparency



The Challenge

Rocket Learning in its first 3 years of operations has expanded to 7+ states, reaching 1.5 Million children through 70,000+ communities. With our rapid expansion comes the dire need for effective, attractive, consistent and professional looking refined brand imagery across our communication channels - social media, newsletter, branded collaterals, videos, etc. so that we are able to establish ourselves.

Because of us being a young org, driven by people who come with credible yet quickly acquired knowledge and experience of the ECCE world, our key stakeholders of Indian govt and funders (international especially) tend to inherit the perception of us probably not being experts in the space. If we are able to, through our logo and our avatar, communicate our resolve, credibility and tunnel-focus on empowering children - it would help open more doors, opportunities and encourage more awareness of RL, greater interaction and overall brand building in India's ECCE space.

Objective / What do we want to achieve through the new design?

We want to be seen as:

- 1) Professional, capable and a committed org. who will cross seas to ensure India's youngest children are equipped to make informed life choices to uplift themselves, their families and communities from intergenerational learning poverty.
- 2) Culturally rooted, yet global in its knowledge of application and best practices - We need to be seen as an org working for the grassroots. It's also an imagery that quickly builds association and a feeling of belongingness and will help in our sustenance over the years as we become more and more central to education and nutrition of children under the age of 6.
- 3) Disruptor in the Indian ECCE space who can strategically lead Indian Anganwadi centers' transformation into vibrant learning centers and alleviate learning poverty for some of India's most vulnerable children, during our lifetime.

Target Audience

Logo - Govt, Funders, parents and kids - Domestic and International

Brand Mascot/Avatar - Parents, Anganwadi workers (Please refrain from calling them teachers, sensitive subjects).



Insight

Our current branding ([guideline](#)), while it does the job, doesn't make you look twice - The colours are muted, the visual basic. It doesn't make you feel hopeful, or excited, or motivated to check more out, unless accompanied by a visual story, and that is what we need your help changing.

In India, appearances are key to barriers that can be broken and doors that need opening and so, we need your creative minds to help us design a logo and tagline that can communicate our value system, while retaining our youthfulness and inclusive approach.

For holistic development of children, both education and nutrition are important and that's where our natural progression will be in the next 2 years.

Key Message

Childhood stimulation and education are key influences of India's growth into an inclusive, sustainable economy. Rocket Learning is the catalyst, enabling it.

Personality

Brand personality - *We are competent, sincere, exciting and sophisticated (not elitist, rich or glamorous but aspirational)*

Attitude -

- *Bias for action, ownership and willingness to go above and beyond to ensure scaling of impact*
- *Empathetic, hopeful and collaborative*
- *Young, innovative, driven by self-realized social contract that encourages us to utilize our positive privilege to help millions of people in India, lead a better life*

Tone of voice - *Experts with a "Golden Retriever Energy" - Positive, empathetic, aspirational*



Campaign Do's and Don'ts

Do -

- Relevant, positive, easy to understand and inclusive (especially inclusive on gender and by no means reinforcing any gender stereotypes)
- A-political, mission-driven
- Positivity and hope - ECCE is a grave problem and a national movement requires affirmation of the transformation possible
- Catchy tagline that becomes synonymous with ECCE - Our current tagline is "Building Equal Foundation Early" which does the job but doesn't make you feel inspired
- Adapts of the logo - Multi-purpose and scalable - to be used across collateral (light and dark background, only logo without text, color variations, etc.)

Don't -

- Please refrain from sticking only to imagery of children because that might aggravate perception of external/international stakeholders of our comms being slightly immature for global standards
- Please refrain from using any religious context/imagery, stereotype, or hinge approach on a scarcity outlook (RL prefers to look at the positives and therefore, an abundance outlook)
- Exclusive font/design - Everyone needs to be able to access and consume our content

Specific Deliverables:

1. Creating an overarching identity for Rocket Learning - Logo, tagline
2. A mascot/avatar to encourage behavior change (Parents, Anganwadi workers)