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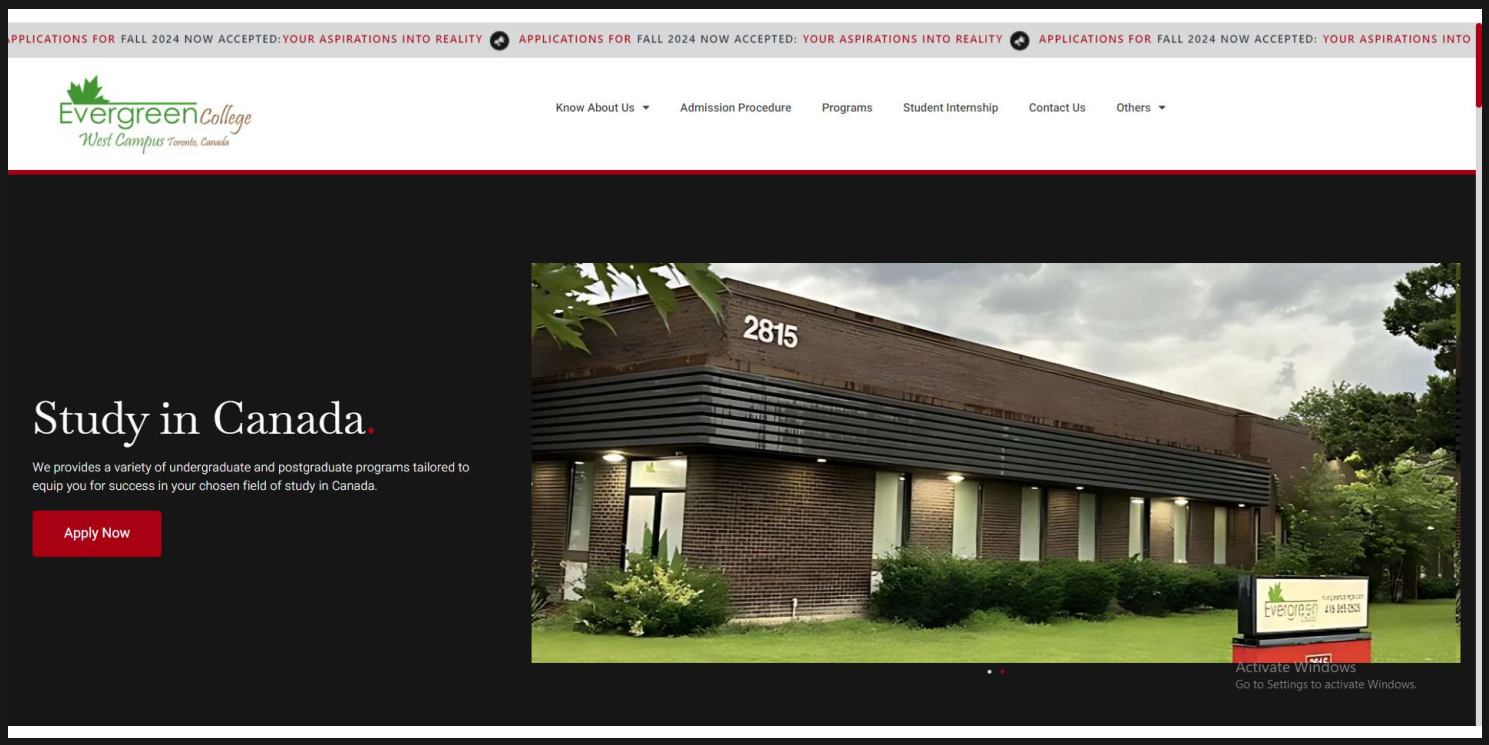


ABOUT THE BRAND

Adesh Group Canada is founded with a mission to inspire self-assurance. Our dedicated team formulates **empowering** educational **strategies**, tirelessly committed to nurturing not only **academic excellence** but also fostering overall student development.

THANKS FOR SHOWING INTEREST IN OUR CASE STUDY!

ABOUT THE BRAND PROBLEMS AND SOLUTIONS

USER PERSONA

THE CASE STUDY SHOWCASES A SERIES OF **SMOOTH REBRANDING**

CONTEXT AND SOLUTIONS

Client’s Need

Solutions

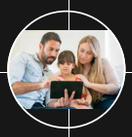
- Multimedia Gallery
- Online Admission Process
- Virtual Campus Tour
- News and Updates Feed
- Alumni Network
- Feedback Mechanism

- Diverse range of academic programs
- Career guidance services
- All Devices' Responsive Design
- User-friendly communication portal for announcements
- Easy-to-follow steps
- Secure login procedures

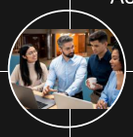
TARGET AUIDENCE

Students

Parents and Guardians



Adesh School Caters To Parents Seeking Quality Education, Dedicated Educators Passionate About Impactful Teaching, And Students Aspiring To Excel In A Nurturing Academic Environment.



Faculty and Staff

Educational Partners

HYPOTHESIS

1

Crisp Typography and Captivating Imagery

2

Infusing Modern Design Elements

3

Captivating Visual Storytelling

4

Limited-Time Enrollment Discounts

5

Special Educational Offers

UI KIT

Aa

Baskervville

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Heading **Sub Heading**

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Body **Button** **Accent**

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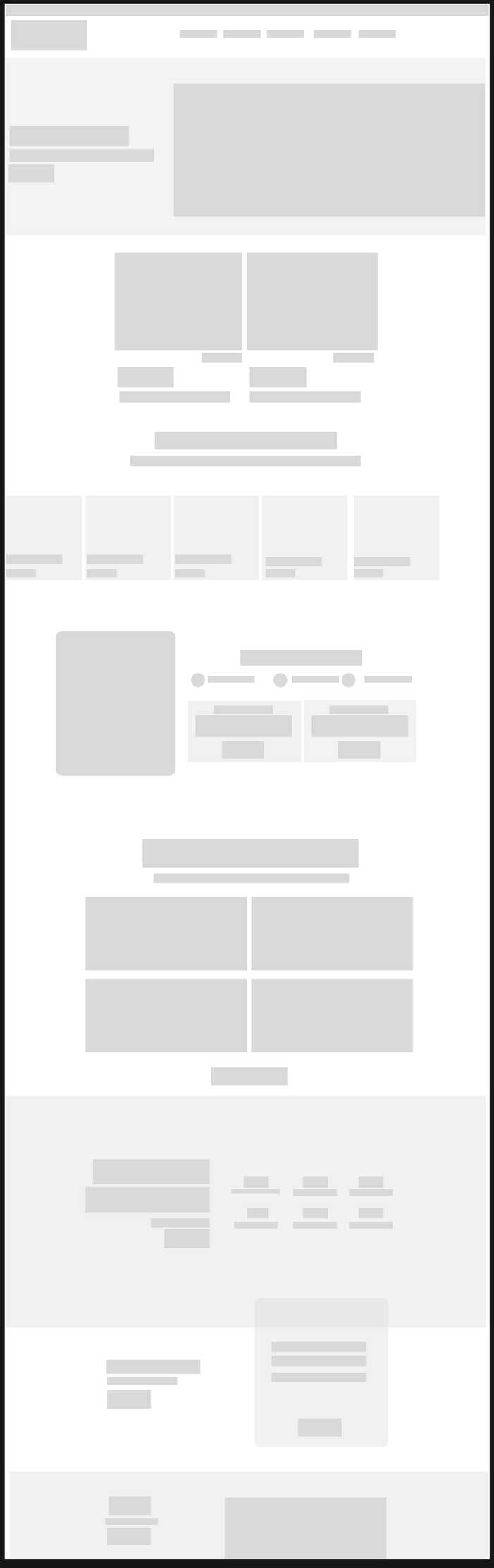
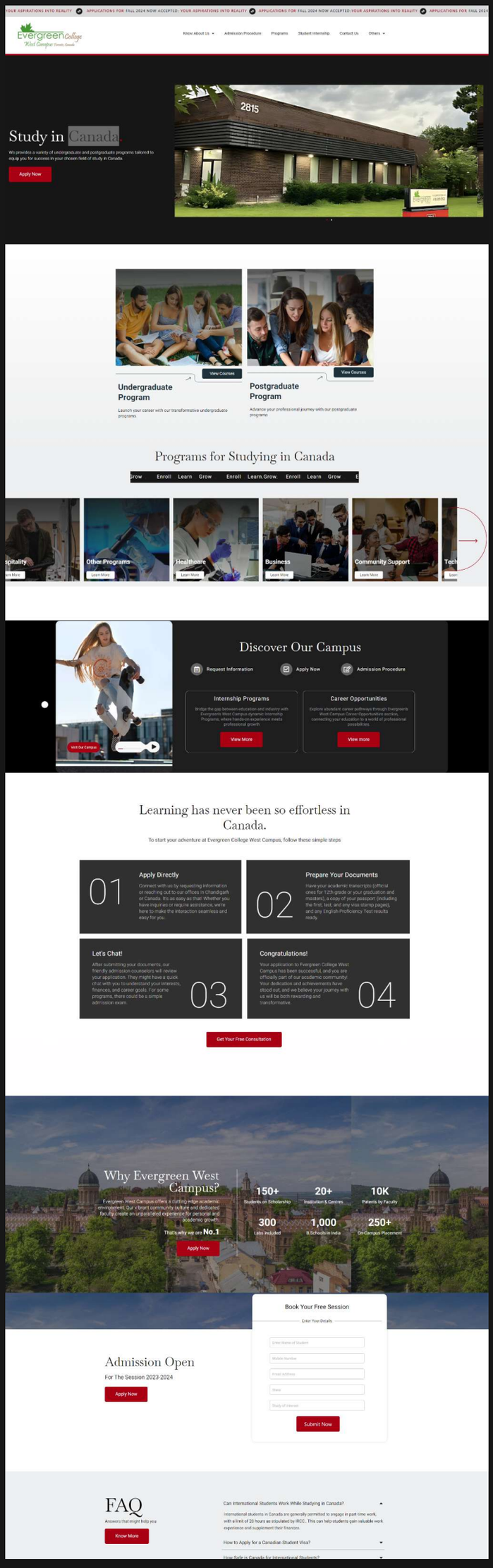
BLACK	CORAL RED	WHITE	DARK CHARCOAL
Text	Button	Highlight	Backgrounds

WIREFRAME V/S DESIGN

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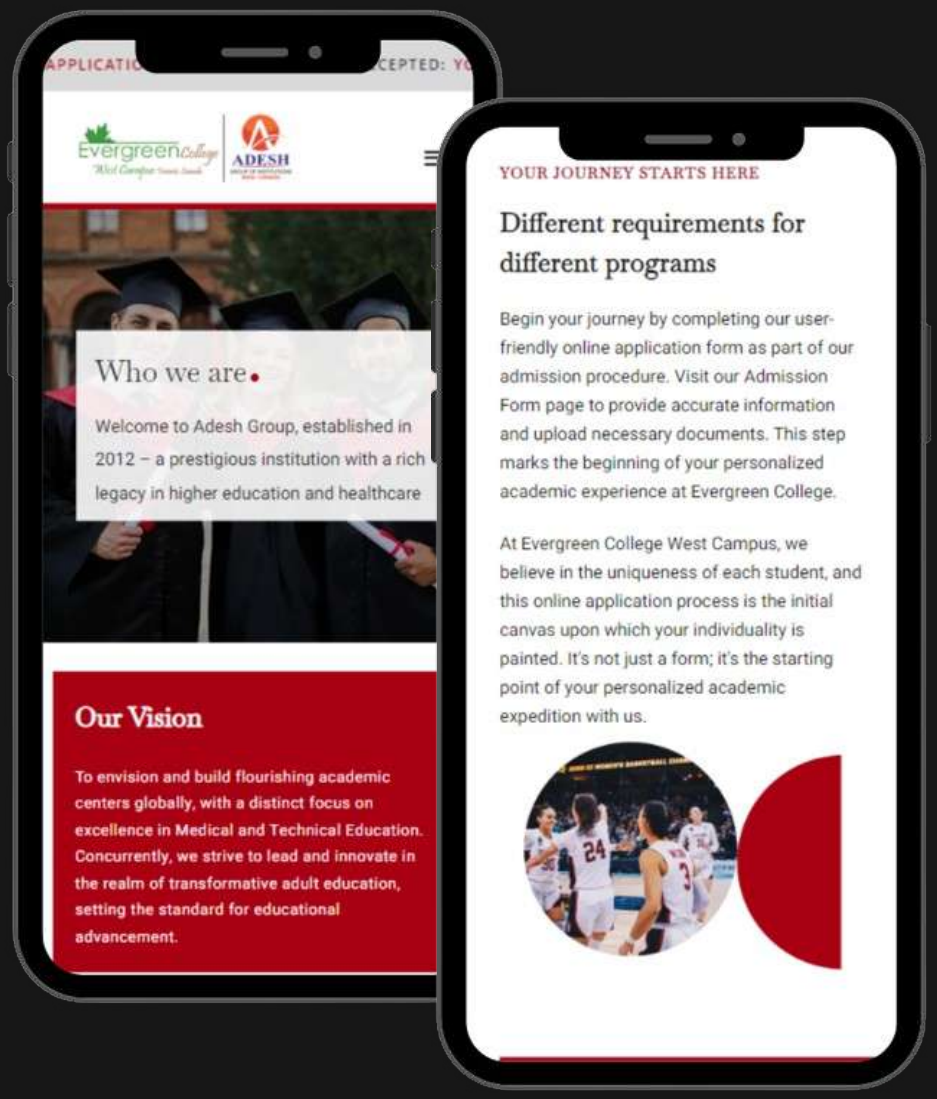
RESPONSIVE DESIGNS



12+

Course Pages

2

Months of work

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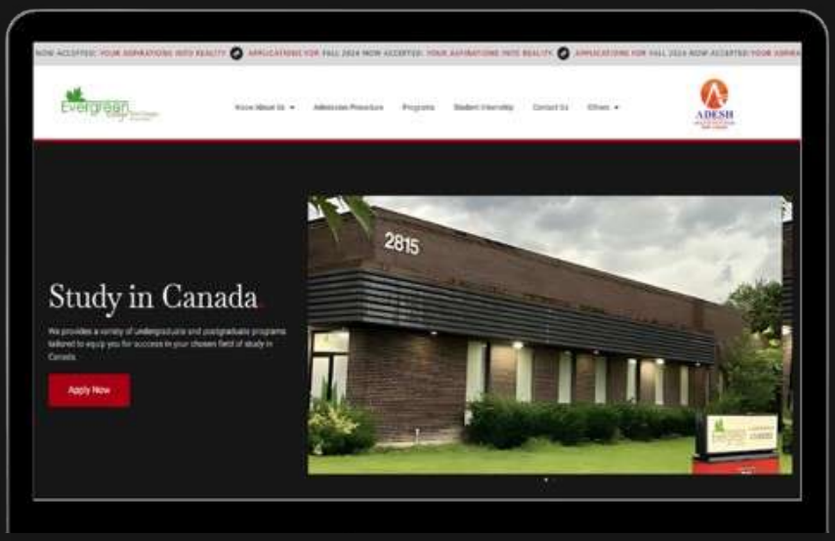
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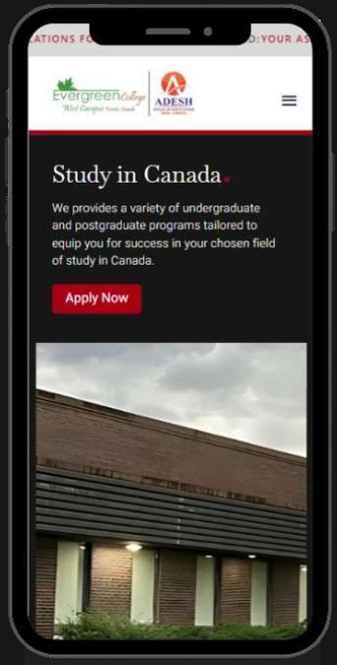
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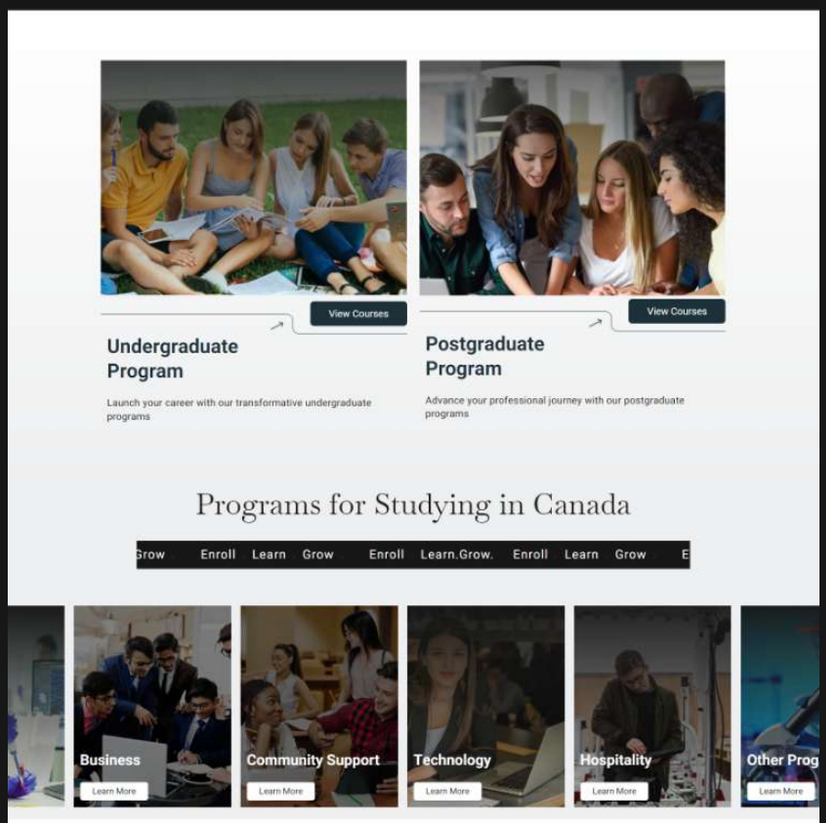
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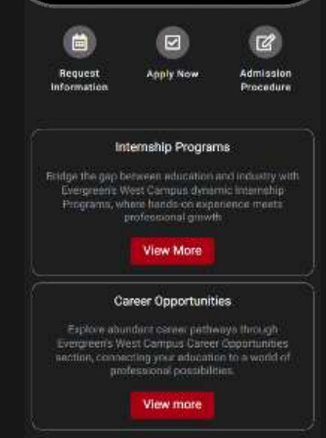
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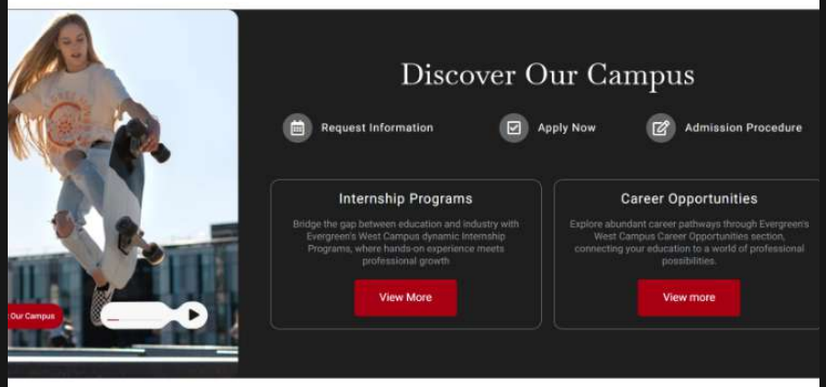
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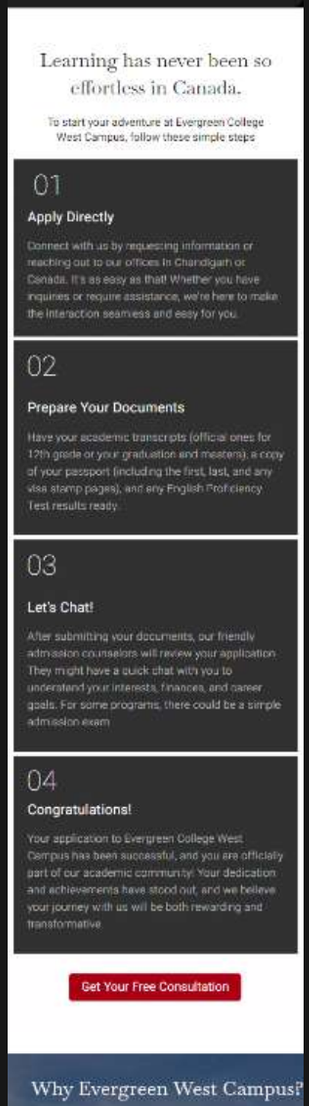
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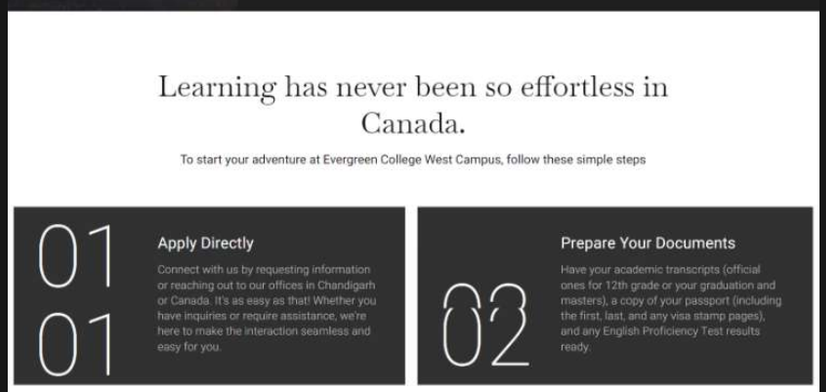
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