

PROSPECTS BOARD

CASE STUDY



PROSPECTS BOARD

Founded by Baasit Siddiqui, Prospects Board is an online platform designed to be a one-stop destination for young adults navigating their post-school journey. Acting as a personalised career guide, it brings together a comprehensive array of information on universities and apprenticeships.

Whether they're considering higher education or diving into the workforce, prospectsboard.com has it covered. It enables students to discover opportunities, gain insight and make informed choices about their next steps. Empowering young minds for a brighter future!

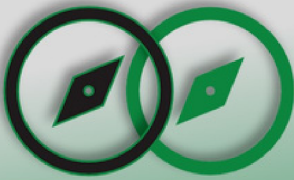
OBJECTIVES

The brand took shape based on Baasit's preferred style during the moodboard phase of the rebranding process. He wanted the brand to convey a sense of growth while incorporating elements reminiscent of an old chalkboard to evoke an educational ambiance. Baasit also chose a green colour palette, as green fosters tranquility and a sense of ease, which is especially beneficial for students grappling with difficult decisions. Moreover, green is known to enhance long-term focus and support mental well-being. These decisions set the basis for the rebrand.

Objectives:

- Old fashioned chalkboard aesthetic to represent education.
- Incorporate a compass or a symbol of direction.
- Make it appealing to young adults as they're the primary target audience.
- Green colour palette theme.
- Colour-blind accessible.
- Encompass a sense of growth, ease & tranquility.

BEFORE THE REBRAND



Prospects Board


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Browse the Boards - Find your Future


As education specialists and business owners, the Prospects Board team know first hand how many **amazing opportunities** are in front of you right now, no matter your age or experience. We also know how hard it can be to even start thinking about your future. Whatever your plans, make sure you '**Browse the Boards**' below. We are proud to work with many education providers to support you at **EVERY** stage of your learning journey. Whether you are still in school, thinking about University or wanting to get real life work experience and a qualification at the same time, Prospects Board is here to help.

Enrichment Board




Whether you or your child are still at school, sixth form or college, the Enrichment Board has collected the best and most reliable enrichment providers, tutors and tutoring agencies in the UK. Enrichment activities are a way to bolster your CV and develop skills outside of the classroom. [Browse the Board...](#)

Apprenticeship Board




The **Apprenticeship Board** showcases the finest opportunities available after leaving full-time education. If the idea of **earning while you learn** and gaining a qualification while building your employer network appeals to you, then make sure to keep browsing this board to see what fantastic opportunities could be available. [Browse the Board...](#)

University Board



The **University Board** promotes the University Courses that are considered to be the **most esteemed** in the country. A University course on the Board will have been a course celebrated as an award winning, unique or innovative University Course. Browse through the different under and postgraduate courses to get an idea of the best of the best courses you can apply for. [Browse the Board...](#)

Lifelong Learning Board



The **Lifelong Learning Board** provides examples of ways in which you can continue your pursuit of knowledge and self-development. Whether this is for personal reasons or to **become even more employable** in this constantly evolving digital workplace, browse the board to see **free** and payable courses to help enhance your talent stack. [Browse the Board...](#)

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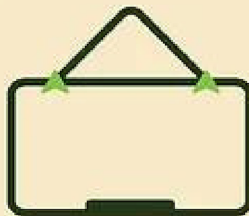
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THE NEW BRANDING

**PROSPECTS
BOARD.com**



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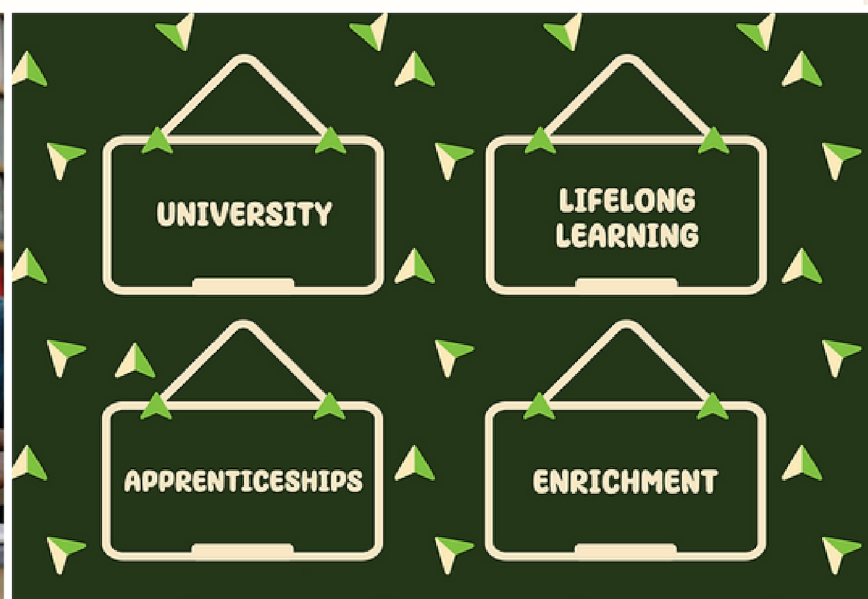


MOODBOARD

During the creative direction stage, this moodboard was chosen as the best fit for your business!

Direction:

This mood board should promote a feeling of growth, learning and independence. The main target audience for the Prospects Board website is young adults. This particular moodboard focuses more on the educational designs such as hand drawn illustrations simulating blackboard drawings and a green theme. Green promotes calmness and a sense of relaxation (just what these students need in the thick of tough decision-making) and is great for encouraging long-term concentration and mental health.



FIND YOUR FUTURE.

[VIEW BOARDS](#)

NEXT STEPS?

DISCOVER THEM HERE

Whether it's university or apprenticeships, there's plenty to discover here on prospectsboard.com

SOLUTIONS

Colour Palette: This colour scheme was chosen to represent a sense of growth and learning. Green promotes calmness and a feeling of relaxation (just what these students need in the thick of tough decision-making) and is great for encouraging long-term concentration and mental health. This colour palette was also designed with colour-blindness in mind therefore each primary and secondary colour contrast appropriately when used with one another.

Logo: When designing the logo for Prospects Board, I wanted to incorporate the directional arrow as well as the chalkboard to provide that sense of direction, growth and education that Baasit was looking for. This, paired with the unique and casual font created a simple and effective look, that stands out on any marketing material. On the branding page are clear examples of the primary and secondary logos accompanied by submarks and marks - this is to clearly present the full brand identity and how all elements work together and compliment each other.

Typography: The chosen fonts were chosen to be easily legible and pair well together. The accent font in the imagery mirrors the inspiration in the mood board (chalk writing) and the thick font used in the logo itself was chosen for its bold, eye-catching look as well as its modern and young feel, to appeal to its target audience.

Patterns & Illustrations: The 'mark' from the logo is designed to double as the 'chalkboards,' which showcase the fields of interest for students, such as apprenticeships or universities. Accompanied by prospectboard.com's distinctively illustrated pattern featuring arrows (also reflected in the logo), it serves to offer guidance to their audience and act as a light at the end of the tunnel, symbolising progress and direction.

CLIENT FEEDBACK

A review from the Founder & Chief Technical Officer of prospectboard.com, Baasit Siddiqui.



How was your experience working with Serrano Media?

Baasit: "I am so grateful to Sophie at Serrano media in supporting me with a rebrand of one of my business ventures. As a small business owner, it can be quite overwhelming to articulate the purpose and challenges associated with particular business projects. Sophie supported me in identifying ways in which I could make my Prospects Board website more appealing to its target audience.

Throughout the whole process, Sophie was the consummate professional. She was punctual, positive, creative, and made every effort to identify my challenges and provide solutions. The assets provided for my website were of a high quality and professional standard, with clear guidance on how to best use the assets in future branded materials.

I feel the greatest benefit of working with Sophie, was in having a creative sounding board who showed genuine interest in my clients and created assets to best accommodate them. Because of Sophie, I now have a clearer idea of ways in which to engage with my target audience. A huge thank you to Sophie and Serrano Media for their support and I'm looking forward to enlisting her services for future creative projects."

Feel like you might need help with your branding? Get in touch!



serrano.media



hello@serrano.media



Serrano Media



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