

eduBOX 

Corporate Identity

Design Specifications & Brand Elements

June 2023

BRAND ELEMENTS

// SLOGAN

Providing Education. Empowering Communities.

// IDEOLOGY

Empowering underserved communities through accessible education and sustainable impact by conducting an innovative approach.

// VISION

Our vision is a world where every person, regardless of their circumstances, has access to quality education. We envision underserved communities being empowered through our innovative, mobile learning environments. By closing educational gaps and driving positive change, we aim to create a better and more equitable future for all.

eduBOX 

BRAND ELEMENTS

// MISSION & BRAND PROMISE

eduBOX's mission is to revolutionize education, particularly in the STEM (science, technology, engineering, and mathematics) fields, by providing innovative, mobile learning environments to underserved communities. Our mission is to empower people with accessible education, promote personal growth, and drive positive change in society. In addition, we want to create awareness for this important issue and inspire others to get involved as well. (**Mission**)

We promise to deliver transformative educational experiences through our mobile learning environments. Combining innovation, inclusion and sustainability, we are committed to unlocking the potential of underserved communities and empowering them to thrive and build a better future. (**Brand Promise**)



BRAND ELEMENTS

// UNIQUE STRENGTHS

Portable and Adaptive Design: Its modular design allows for easy transportation and quick setup in diverse and challenging locations, providing education where it is most needed.

Innovative Engineering and Technology: Equipped with state-of-the-art technology and interactive tools, it offers a dynamic and engaging educational experience, fostering creativity, critical thinking, and practical skills development.

Everywhere Accessible Education: By bringing education directly to underserved communities, the eduBOX eliminates barriers and ensures that individuals who may face geographical, financial, or infrastructural limitations can still access quality education.

Self-sufficient and Off-Grid Capabilities: The eduBOX's off-grid capabilities, utilizing renewable energy sources and sustainable infrastructure, make it self-sufficient and environmentally friendly.

Strong and Local Partnerships: The eduBOX brand thrives on collaboration and partnerships. Working closely with universities, academies, and local organizations, it harnesses collective expertise and resources to deliver holistic educational solutions, leveraging the strengths of each partner for greater impact.



BRAND ELEMENTS

// CORE VALUES

Empowering | Accessible | Self-sufficient | Collaborative | Impactful | Sustainable | Innovative

// BRAND AMBITION

Our mission is to provide education, particularly in the STEM (science, technology, engineering, and mathematics) fields, for underserved communities around the world and empower people through accessible, innovative, and sustainable learning environments. We are committed to closing educational gaps, unlocking potential, and creating a global movement that transforms lives and shapes a better future for all. Our goal is to deploy at least 2 eduBOXes per year to make a direct and meaningful difference to the communities we serve, but we aim to expand further in the future.



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