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voxi

decoding every voice

### ***What if we could crack the code of animal chatter?***

Imagine this: whether your pet or any other animal, with all its quirks and silent stares, finally speaking its mind! For pet owners, animal lovers, and the endlessly curious, translating animal communication into human language isn't just a whimsical fantasy, *it's a game-changer.*

Think of it as opening a dialogue with your furry buddy or birdy, where every meow, bark, and chirp is clearly understood. This breakthrough would deepen our bonds with pets, revolutionize veterinary care, and make our interactions with animals smoother and more intuitive.



VOXI

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# About

Introducing **Voxi**, a device that translates what animals are saying into human language.

## **Why Voxi?**

Animals do not use human language, their sounds—whether barks, meows, or chirps—are their voices. That's where Voxi comes in.

Derived from the **Latin** word "**Vox**" meaning "**voice**" and "**Voxi**" meaning "**of my voice**," the name represents the idea of giving animals a clear voice, enabling them to communicate in a way that humans can understand. Voxi translates their sounds, decoding them so we're no longer left wondering, "*What are they saying?*"

This is where the tagline, "**Decoding every voice**," comes into play. It emphasizes the importance of every animal's voice, big or small. Voxi helps decode any voice, allowing humans to understand what animals are saying by translating it into human language.

With Voxi, animals are no longer voiceless. Their needs, emotions, and thoughts are heard and understood by their human companions.

## Purpose

Translating what animals are saying into human language. Voxi aims to eliminate the communication gap between humans and animals, fostering a deeper understanding and connection.

Also to enhance the bond between both the species, promoting a more compassionate and trusting relationship.

## Core

### **Empathy:**

Encourages humans to connect with the emotions, needs, and thoughts of animals

### **communication:**

Way to understanding animal voices, almost like speaking to them.

### **Innovation:**

Analyse animal sounds to interpret and translate.

### **Inclusivity:**

Values the voices of all animals, It doesn't just focus on any one sound but embraces the diversity of animal communication, ensuring that every animal has the opportunity to be heard.

### **Companionship:**

Enhances the connection between humans and animals by making their communication more accessible, deepening the companionship shared between them.

# Logo

A dynamic element O, symbolizing core function of the device. the bridge of dialogue and understanding between animals and humans

Heart shaped V, represents emotional bond between humans and animals

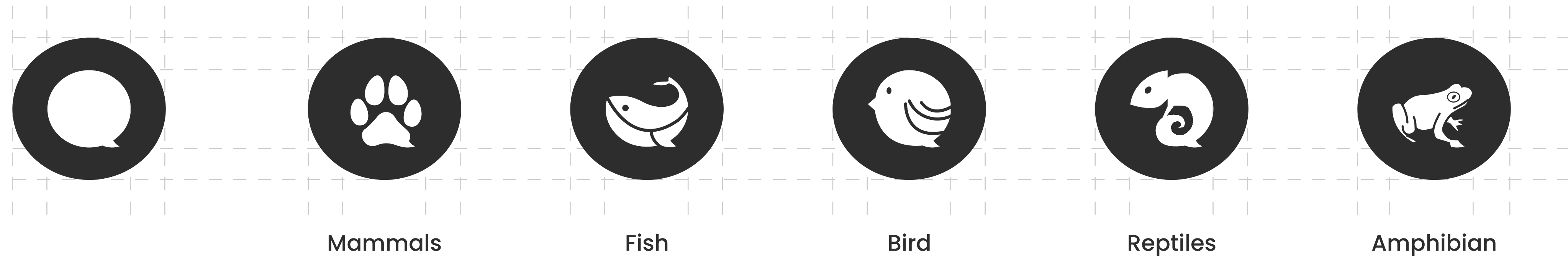


A minimalistic representation of device mic/ speaker

Modern, clean sans serif with a twist of small elements and curves to add fun and friendliness, ensuring it's perceived as approachable.

# Dynamic O

Voxi embodies the idea that every animal has something to say, and it's the tool that brings their messages to humans in human language.



The "O" also represents the diversity of the animal kingdom. Recognizing that animals are categorized into groups like mammals, birds, fish, reptiles, and amphibians, the inner chat bubble dynamically transforms to incorporate simple icons representing these categories.

As users interact with different animals, the icon within the "O" dynamically shifts to reflect the species category of the animal being communicated with through the device.

Which also shows Voxi is an innovative, forward-thinking device that grows with its users, responding to the diverse voices of the animal kingdom.



# Colour spectrum

The Voxi color palette blends calm and trust (Very Light Blue), energy and curiosity (Ripe Mango), warmth and balance (Beige), tranquility and empathy (Lavender Indigo), bold innovation (Mango Tango), friendliness and affection (Light Deep Pink), natural connection (Robin Egg Blue), and clarity with sophistication (Dark Grey). Together, these colors create an approachable, emotionally resonant design.

*(These colors are chosen with consideration for both human and animal sensitivities, and can also be used for product.)*



# Logo variations

VOXI

VOXI

**VOXI**

VOXI

VOXI

VOXI

VOXI

VOXI

## Typography

Poppins is a modern sans-serif font that perfectly suits Voxi with its clean, legible design and rounded edges, adding a friendly and approachable vibe similar to the logo.

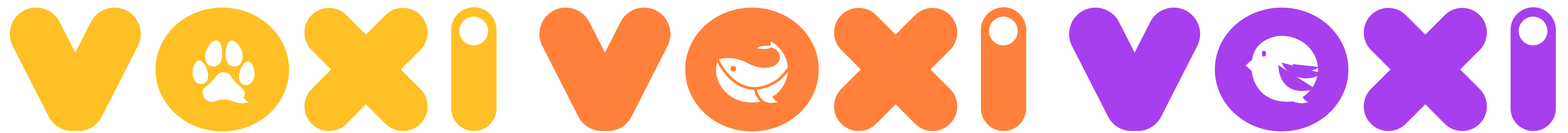
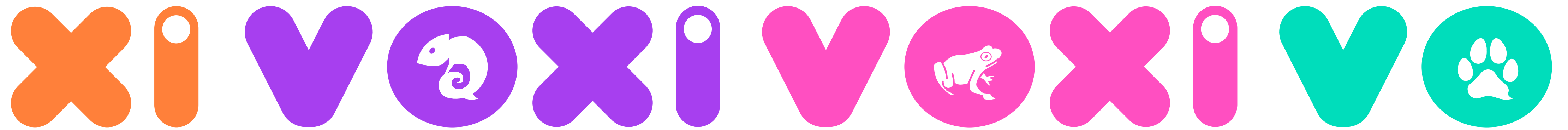
## Poppins

**A a**

Regular | Medium | Bold | Italic | Black | Extra Black

**Hello from  
Voxi.**

**AaBbCc  
12345**





**Hello from Voxi,  
let's start turning  
those woofs,  
meows, and  
chirps into words!**



 voxidecodingevervoice



**VOXI**

No more hopping around in confusion



**voxidecodingevervoice**  
Ever wondered what your kangaroo friend is trying to say?  
With Voxi, you'll jump straight to the answer!  
#Voxi #AnimalTalk #KangarooLovers

 voxidecodingevervoice



**I demand more tuna, human!**

**VOXI**



**voxidecodingevervoice**  
Cat got your tongue? 🐱 Not anymore! Voxi gives your pet a voice. #Voxi  
#CatTalk #PetTranslator

 voxidecodingevervoice



Unlock the hidden language of your pets

Hi, I'm Voxi

**VOXI**



**voxidecodingevervoice**  
Designed for clarity, built for connection.  
#Voxi #Innovation #PetTech

8003

# Decoding every voice



Hi, I'm Voxi

Unlock the Language of Animals with

**VOXI**

# Moo-ving Curiosity?



**VOXI**  
Got the Answers!

# Packaging visualization







**Hear Their World, in Your Words**  
It's no more guessing game!