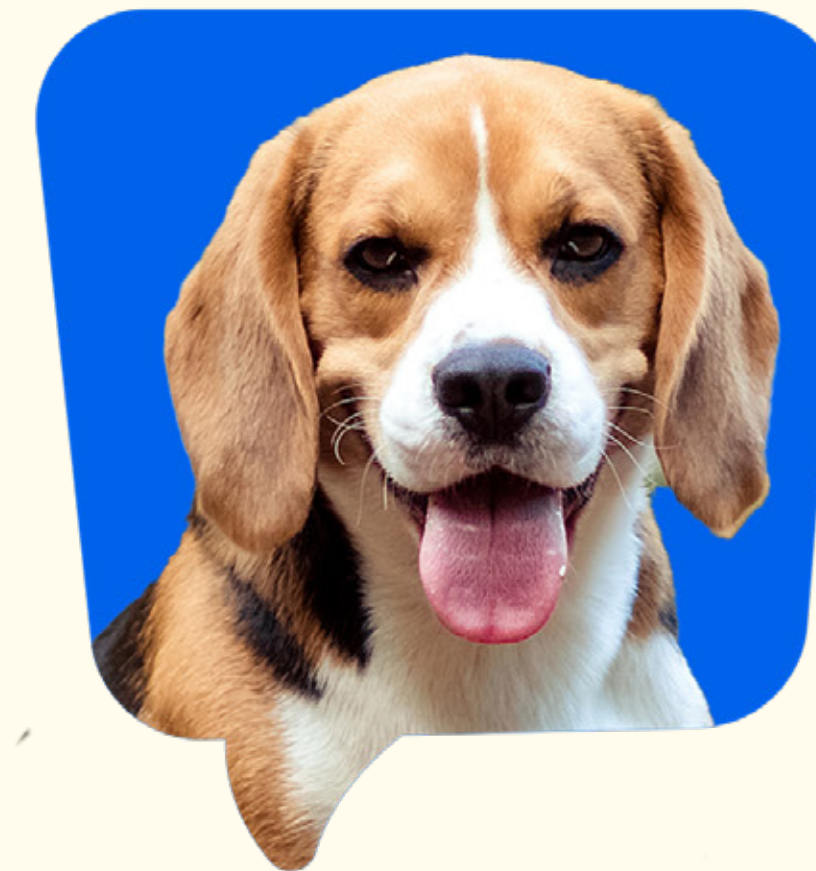# Vaani

Hear the Unheard.

Vaani, pronounced **"vah-nee"**, is an Indian name with a rich history. Meaning **"speech" or "voice"** in Sanskrit, it perfectly captures the core function of our device.

Short, sweet, and memorable, Vaani is **easy to recall** and pronounce, making it ideal for a **global audience**. Its Sanskrit heritage, a language renowned for its accuracy and depth, aligns seamlessly with the cutting-edge technology of your product.
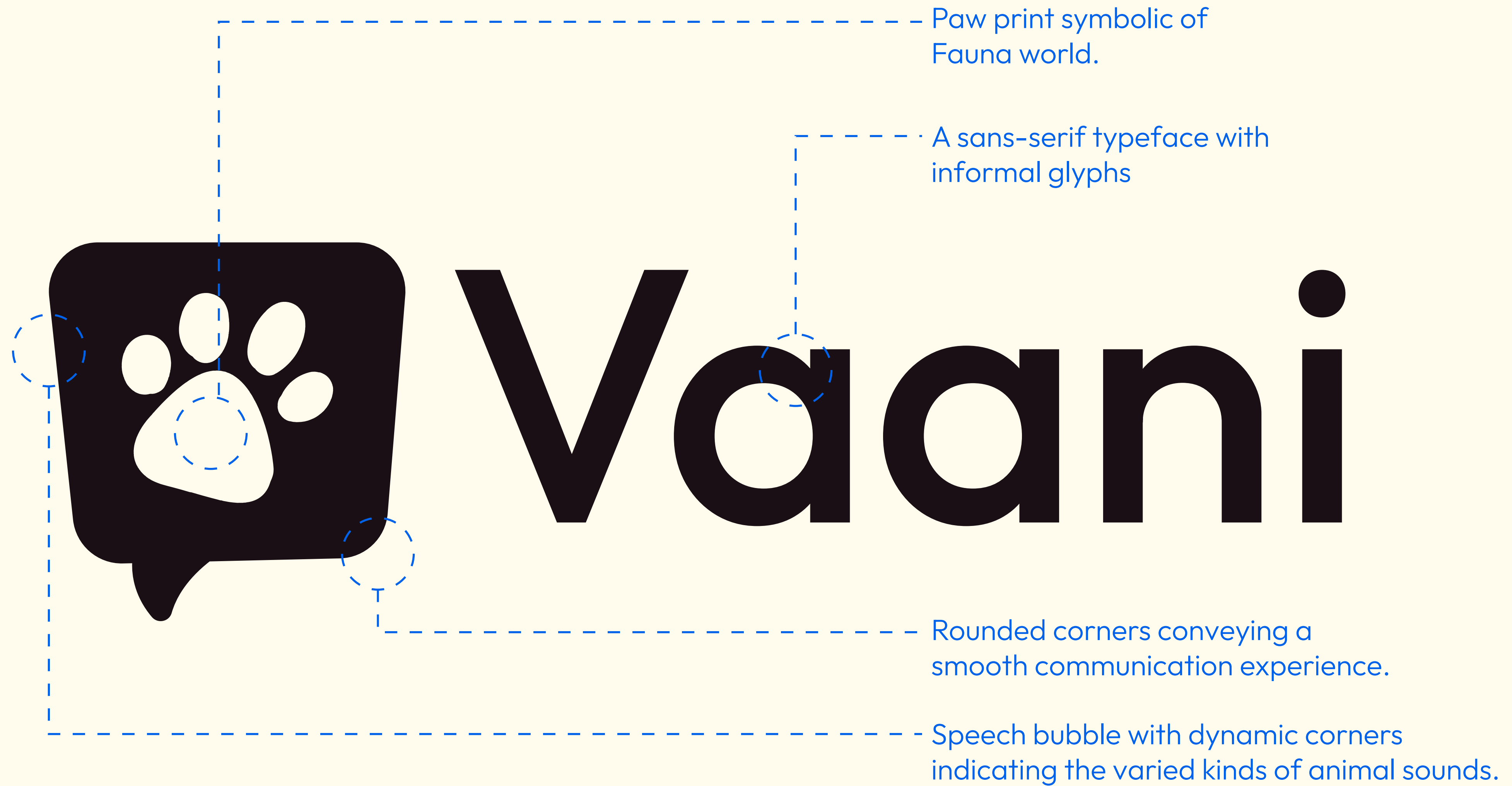
Vaani transcends mere nomenclature; it's a declaration of **purpose.**
It promises a device that not only delivers functionality but also embodies
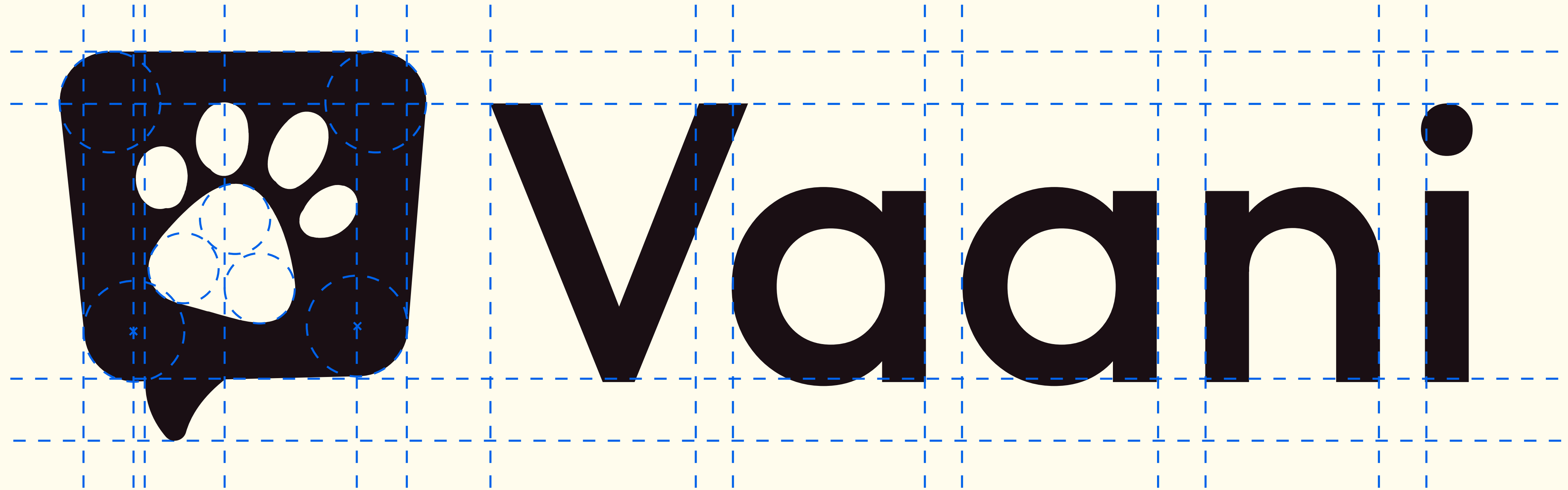the spirit of communication and fostering understanding **across the globe.**

Core Values:

- **Connection Through Empathy**
- **Innovation with Simplicity**
- **Curiosity with Fun**
- **Trust in Accuracy**

Paw print symbolic of
Fauna world.

A sans-serif typeface with
informal glyphs

Vaani

Rounded corners conveying a
smooth communication experience.

Speech bubble with dynamic corners
indicating the varied kinds of animal sounds.

When selecting the colour palette, I investigated **colour perception in animals,** specifically dogs, cats, and cows. My research indicated that these creatures primarily perceive **shades of blue and pale yellow.**
Consequently, I established these as the primary colours for our device and brand.
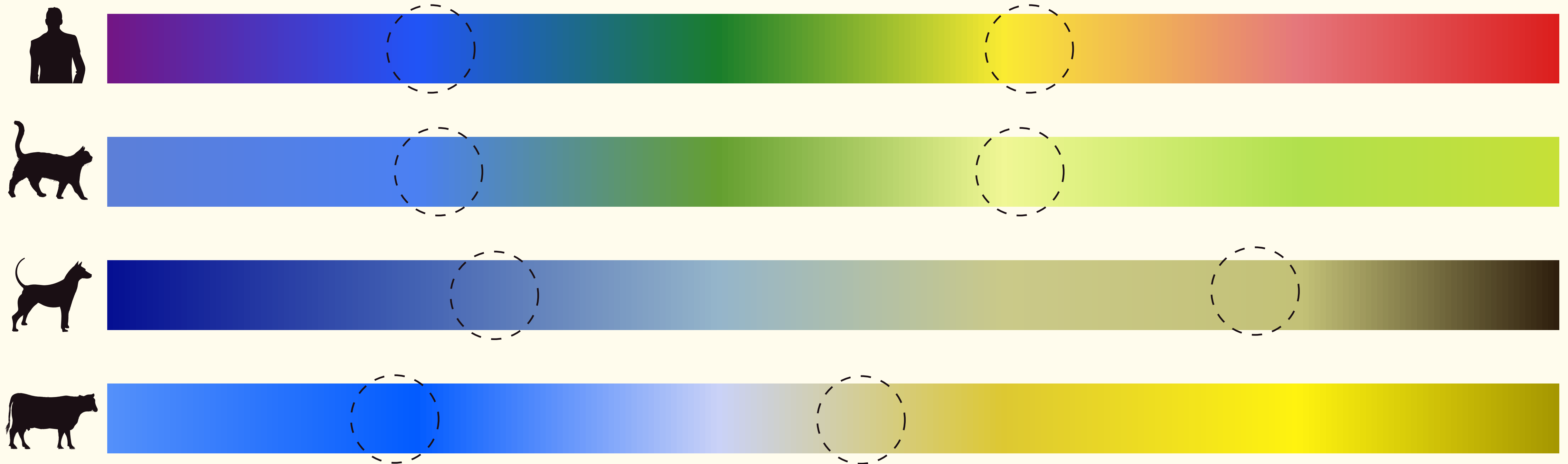
To ensure the palette was **visually appealing to humans,** I complemented these primary colours with a contrasting **secondary palette** designed to convey **curiosity, happiness, possibilities, and energy.**

Palerbear

#FFFDC2

R: 225   C: 2%
G: 253   M: 0%
B: 194   Y: 29%
            K: 0%

Bluehoo

#0062EA

R: 0   C: 83%
G: 98   M: 64%
B: 234   Y: 0%
            K: 0%

Oinkpink

#DC0292

R: 220   C: 9%
G: 2   M: 98%
B: 146   Y: 0%
            K: 0%

Roarange

#F5710F

R: 245   C: 0%
G: 113   M: 69%
B: 15   Y: 100%
            K: 0%

Greenbug

#B2E14D

R: 178   C: 34%
G: 225   M: 0%
B: 77   Y: 86%
            K: 0%

Yowllow

#FFF206

R: 255   C: 4%
G: 242   M: 0%
B: 6   Y: 93%
            K: 0%

Palerbear

Bluehoo

Oinkpink

Roarange

Greenbug

Yowllow

Typeface : Outfit

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 0 1 2 3 4 5 6 7 8 9 : ; . , / " " ? -
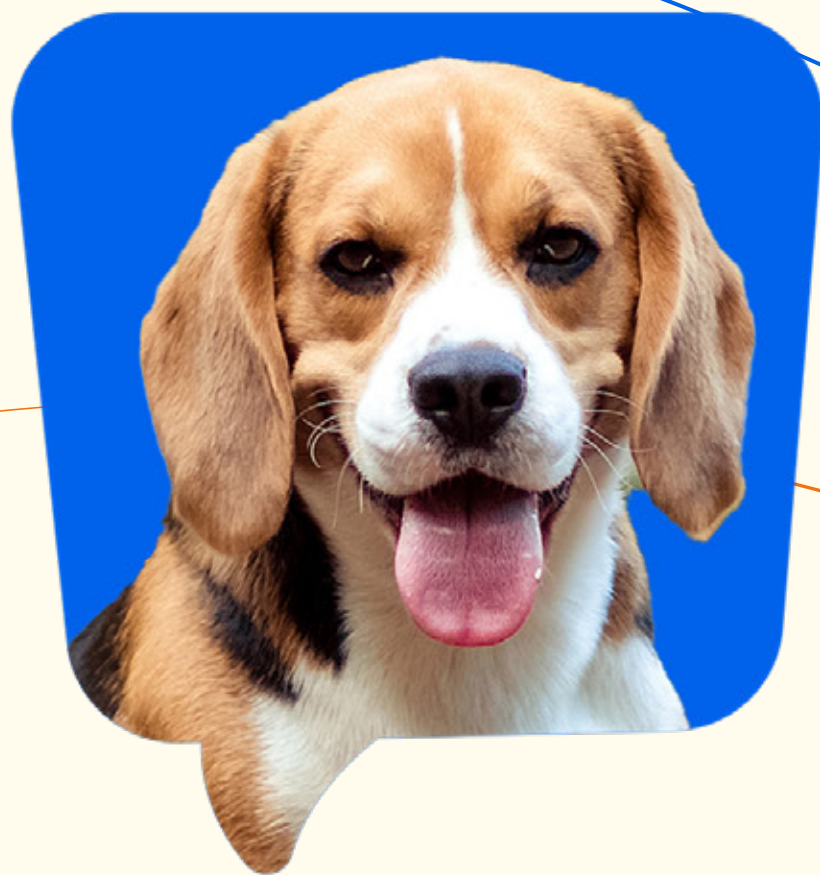
I had a chat with the quick brown fox, and the lazy dog too!
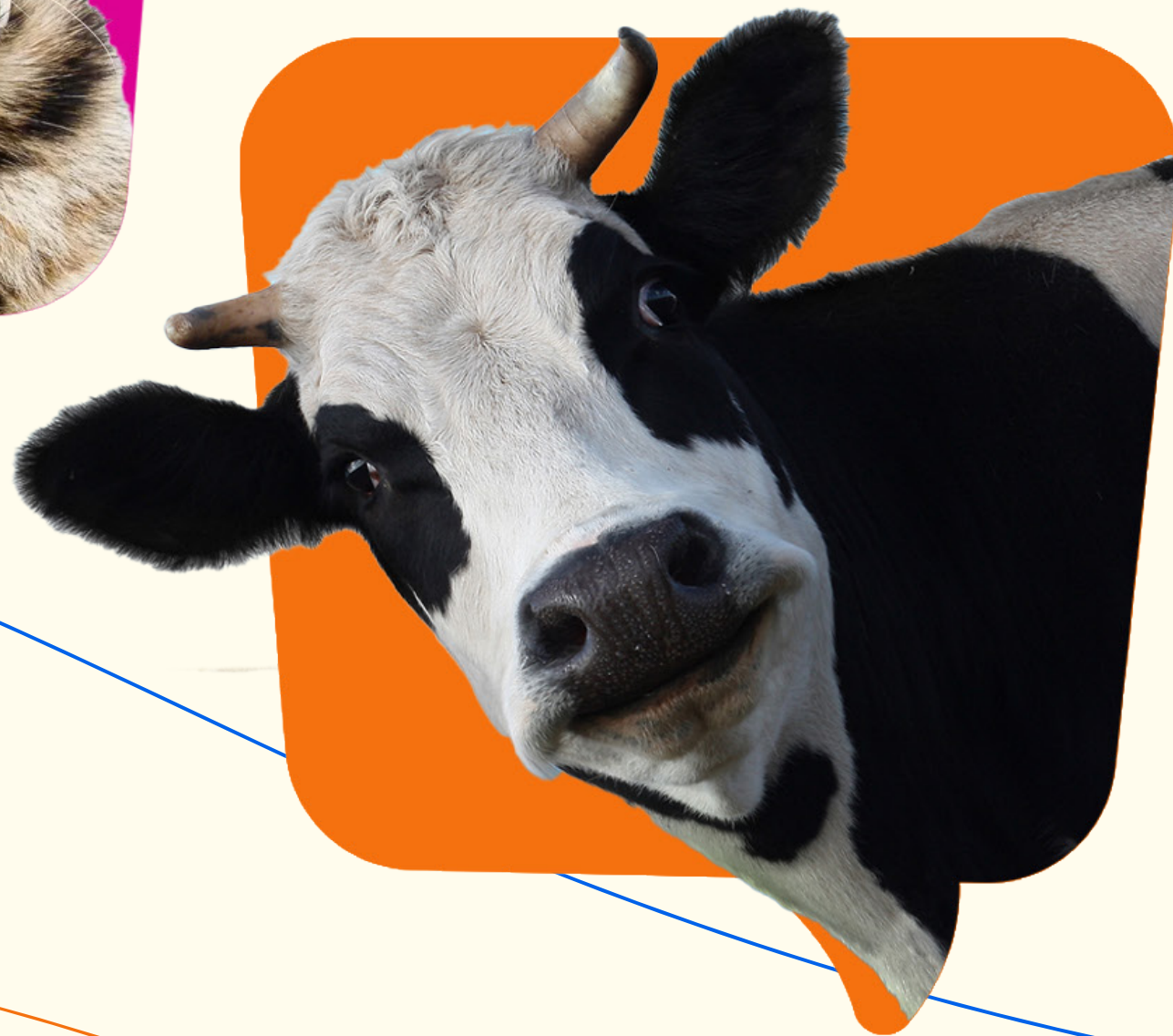
The versatile use of our dialogue box lends our brand a playful character and provides ample scope for experimentation.

Brand Language - Animals

Squeeeak! Squeakk!

Rrrumble! Rrrumble!

"Ay, I got enough peanuts for the boffo' us!"

"Trunk Hug?"

"Oi, he's lying! Caught him with the chocolates last night!"

"Grass is delicious."

For Curious Pet Lovers

For Curious
Pet Lovers

Core Message:

Vaani is a groundbreaking device that gives a voice to all animals, from your household pets to the wildest creatures, bridging the gap between species and fostering a deeper, more intuitive connection. It's not just a gadget—it's a way to understand, bond, and share moments with any animal that were once beyond imagination. Now, you can hear it straight from the horse's mouth—or the lion's roar, or the bird's chirp.

Tone and Voice:

Our communication is warm, inclusive, and infused with a sense of wonder, speaking to the innate curiosity and love people have for all animals. We maintain a playful and intriguing vibe, using idioms and a touch of humor to make every interaction with Vaani memorable. Whether you're uncovering your cat's secret or deciphering the chatter of a bird in the wild, our messaging is straightforward, accessible, and always piques curiosity.

Channel Adaptation:

Our messaging is tailored to fit various platforms, keeping in mind the differing attention spans. Whether it's a quick scroll on social media or a deeper dive on our website, each touchpoint encourages curiosity and invites users to explore further. Every message leads to our CTA: visit vaani.listen to begin the conversation with any creature, great or small.

Hear the Unheard.

Print Ad

"Oi, he's lying! Caught him with the chocolates last night!"

"Grass is delicious."
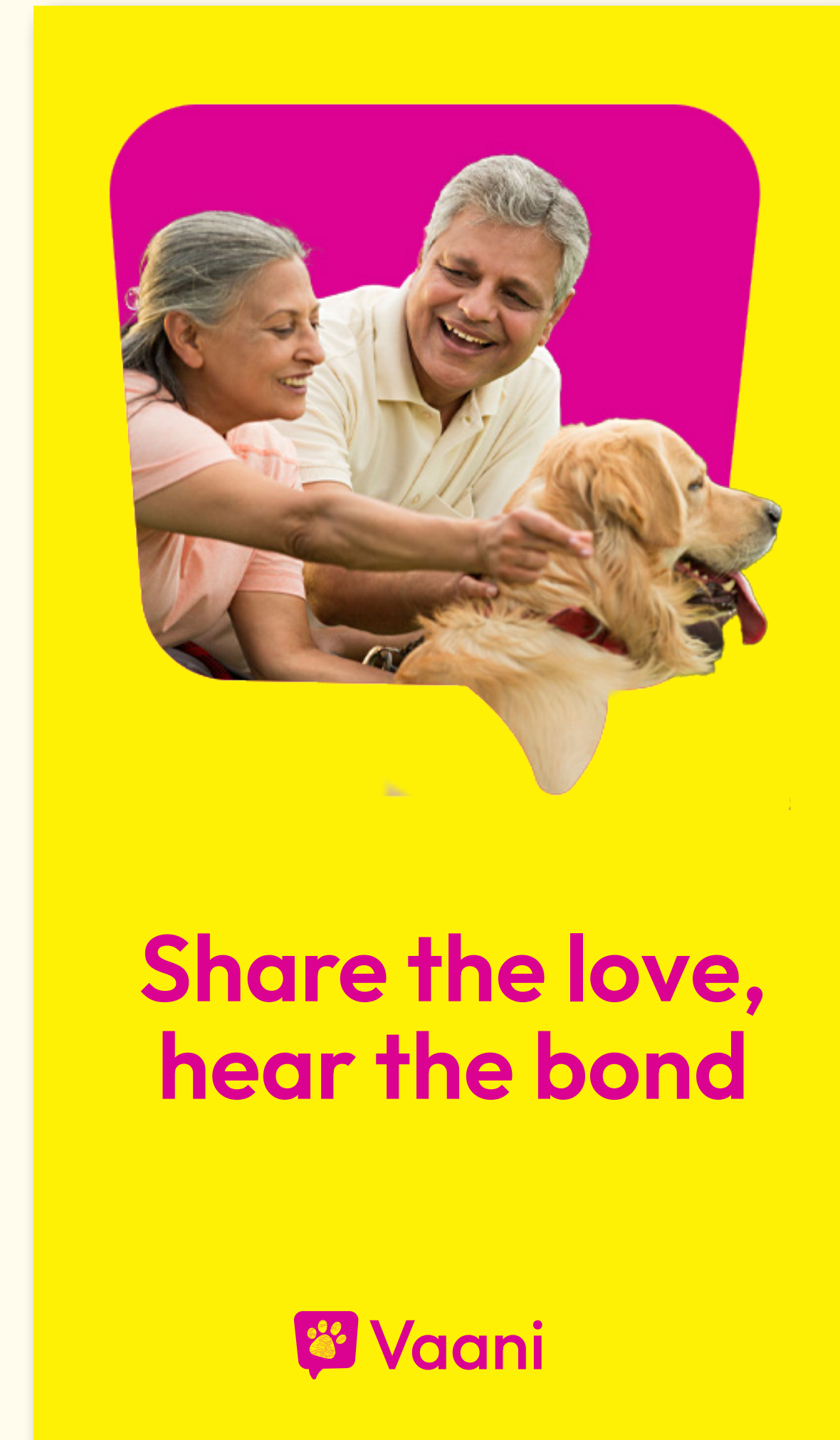
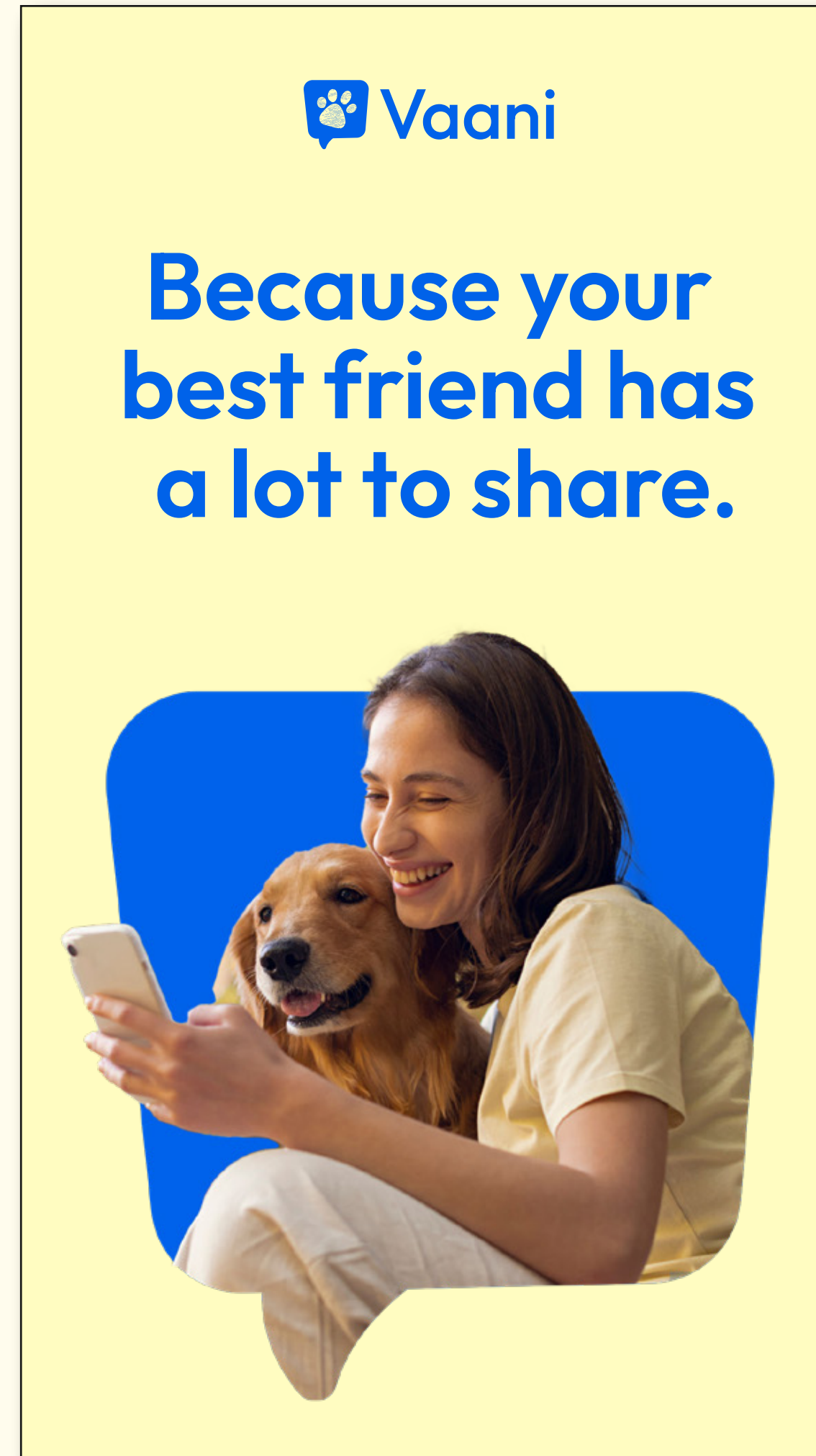"Ay, I got enough peanuts for the boffo' us!"

"Trunk Hug?"

They've got a lot to say, and now you can hear it.
With Vaani, unlock the secrets of their mind.
For more, subscribe to Vaani—because the best conversations are yet to come.

Visit **Vaani.listen** to know more!

Vaani

Vaani

Hear the whispers of the wild!

Vaani

Because your best friend has a lot to share.

Share the love, hear the bond

Vaani

The Vaani device is a sleek, circular speaker that translates animal sounds into human language. It also displays text for the deaf, making communication accessible to everyone. Its rounded shape is playful, durable, and easy for animals to carry. Whether you're at home or in the wild, Vaani helps you connect with the animal world effortlessly.

Merchandise

Business Cards

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Gemini
DALL·E

Thank You!
My Creator ID is PD24323