

Speech waves to fluency: Lingoda launches a new brand identity

- **This is the first rebrand that Lingoda has carried out since its foundation in 2013**
 - **The rebrand mirrors the growth and evolution of the company, matching the quality of Lingoda's learning service - creating the largest online language school worldwide**
 - **The new brand shows graphic representations of the students' language learning journey**
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BERLIN, NOVEMBER 18th, 2020 // Learning a foreign language has become essential, whether it is to broaden one's horizons, to further one's education, or to advance one's professional career. When it comes to learning a language effectively, Lingoda is at the forefront - by combining the expertise of a traditional language school with the flexibility and convenience of a digital solution. Today, Lingoda launches a new look, to create a bold, modern, and authentic brand in the language learning space.

The idea is simple but effective: Lingoda's new brand identity is highlighting the journey of learning a foreign language.

Lingoda's CEO Michael Shangkuan wants to make sure Lingoda's fresh approach matches their vision for the future: "Our vision is to actively shape the future of language learning and through our rebrand, we are able to encompass Lingoda's identity and continue to position Lingoda as the number one trusted online language school".

Adrian Evans, Creative Director at Lingoda, adds: "We believe Lingoda's key element of language learning expertise is reflected in the new corporate identity and logo, and how we want customers to perceive us. We want Lingoda's brand and personality to stand out in the language learning category but with a humanistic approach to reflect our students learning progress."

The reason behind the rebrand and design elements

With students at the center of everything Lingoda does, they wanted the brand to do the same. The goal of the rebrand is to create meaningful, long-term relationships with students. "After extensive research from our existing student base, understanding what they want, react to, and prefer, we built the brand strategy and execution to be perfectly positioned for them", explains Evans.

The concept of the rebrand was based on elements of movement and transitional progress with bold eye-catching gradient colors. The overall design theme is speech waves, which reflect the study of a new language and gradual progress.

The entire rebrand strategy and production were done in-house. The new brand designs will be included on all channels.

Revolutionizing its brand identity as the number one online language school

Founded in 2013, Lingoda has changed over 50,000 lives by giving students the tools and support needed to learn a new language, quickly and fluently. Due to its digital one-to-one and small group tuition available around the clock in English, Business English, German, Spanish, and French with qualified, native-speaking teachers, more and more students are using Lingoda to achieve their goals. When asked, more than 50% of the students stated that the main reason for learning a new language is to help advance their careers.

Shangkuan, himself a polyglot of six languages, emphasizes that “we are building a comprehensive language learning ecosystem around central live instruction, in a way that did not exist on the market. We want to help even the busiest people master a language and develop its full potential - no matter where no matter when”.

ABOUT LINGODA

[Lingoda](#) is the number one trusted online language school. Founded in Berlin, Germany in 2013, we provide convenient and accessible online language courses in German, English, Business English, Spanish and French to over 50,000 students worldwide. Our private and small group classes are taught by over 1,000 qualified, native-speaking teachers. With over 450,000 classes available per year and accessible 24/7, our mission is to empower even the busiest people to master a language and unlock their potential — at any time, from anywhere.

We believe in a communicative approach to language learning: mastering a language means being able to speak it with confidence. Our CEFR-focused learning materials are designed by linguistic experts and focus on meaningful topics that are applicable to our students’ interests, careers and everyday lives. Thanks to our extensive rotating roster of teachers and our small group classes, students are exposed to a variety of regional accents and expressions within the same language and have the time and space to practice speaking in every lesson.

Our diverse team includes over 100 international professionals from 30 countries and 40 languages. In 2020, Crunchbase listed Lingoda among the 10 largest online language learning companies globally. We have a score of 4.6 on Trustpilot and 75% of our reviews rated as ‘excellent’ because we offer a high-quality and authentic learning experience that helps students achieve their learning goals and transform their lives. For more information, visit this [link](#).

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