



**deessa**  
FOUNDATION

# Brand Guidelines

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# ABOUT US

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At Deessa Foundation, we are a leading non-profit organization dedicated to improving the lives of individuals with autism and their families. Our foundation was founded with a deep commitment to promoting acceptance, understanding, and empowerment within the autism community. Through our comprehensive programs, initiatives, and advocacy efforts, we strive to create a more inclusive society where individuals with autism can thrive and reach their full potential.





# MISSION

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Our mission is to create and enabling enviroment for a society where individuals with autism are valued, understood, and included, and where their unique prespective and abilities are celebrated. Guided by our mission, we aim to provide support, resources, and opportunities for individuals with autism and their families. We are dedicated to fostering a society that embraces neurodiversity and recognizes the unique strengths and talents of individuals on the autism spectrum.

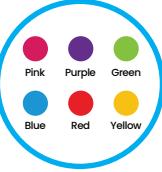


# VISION

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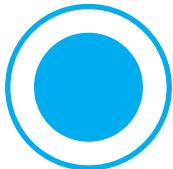
Looking ahead, we remain dedicated to our vision of a society where individuals with autism are valued, supported, and included in all aspects of life. We will continue to expand our services, develop innovative programs, and advocate for policies that enhance the quality of life for individuals with autism. Our foundation will actively engage in research collaborations to contribute to the advancement of knowledge and evidence-based practices in the field. We strive to be at the forefront of the autism community, driving change, and fostering a more inclusive world.

# LOGO MEANING



## Rainbow Colors

Red (passion, use sparingly), Blue (calmness, reduce anxiety), Yellow (cheerful, use in moderation), Green (harmony, safety), Orange (energetic, use carefully), Purple (creative, soothing). Balance stimulating and calming colors for inclusive environment



## Circle of Harmony

Circle psychology in logos: The circular shape fosters harmony, unity, and balance, evoking trust and inclusivity.



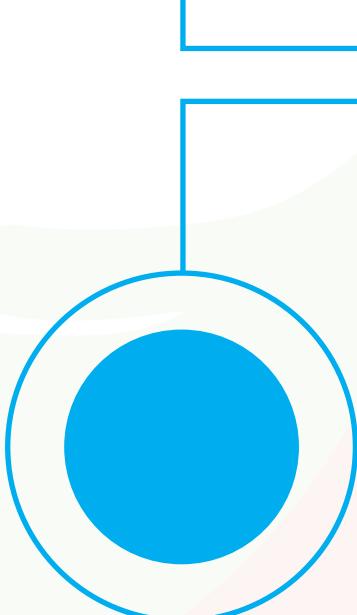
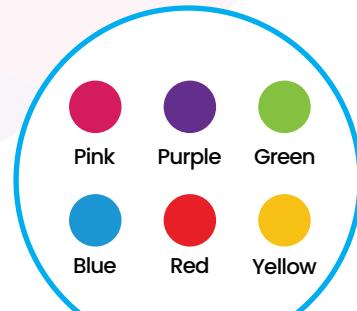
## Support & Care

The Logo has embraced the negative space to represent a helping hand Which represents care, unity, and support and specially the care & support a child receives from its elders. Further signifying the organization's commitment to helping others and making a positive impact. A powerful emblem that inspires compassion and solidarity.

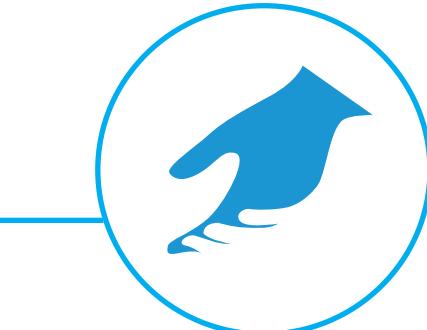


## BLUE COLOR #209AD6

When it comes to calming colors for autism, muted tones of blues are a great choice. They have much shorter wavelengths than brighter colors, meaning much less stimulation in the brain occurs.



deessa  
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# FONT

A B C  
1 2 3 X Y Z

**POPPINS**  
FONT FAMILY

# FONT PSYCHOLOGY

"Poppins" is a clean, modern, and geometric font. It conveys simplicity, professionalism, friendliness, modernity, and minimalist aesthetics. Its rounded edges and balanced proportions create a warm and approachable feel. The font's design aligns with contemporary trends and is often associated with innovation and forward-thinking. With its legibility and readability, "Poppins" is commonly used in corporate and digital contexts. It exudes a polished and professional appearance while maintaining a sense of friendliness.

**POPPINS EXTRA BOLD**  
**POPPINS BOLD**  
**POPPINS SEMI BOLD**  
**POPPINS MEDIUM**  
**POPPINS REGULAR**  
**POPPINS LIGHT**  
**POPPINS EXTRA LIGHT**

# TYPOGRAPHY

## POPPINS

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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 / ! @ # \$ % ^ \* ( ) \_ - { } [ ] < >; : | ?

1 2 3

# COLOR PSYCHOLOGY

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THE COLOR WHEEL



## LIGHT BLUE

Peaceful and calming, light blue is associated with trustworthiness and reliability.

#179dd9

## PINK

Pink is associated with femininity, softness, and sweetness..

#d41c5c

## PURPLE

Purple signifies qualities such as luxury, royalty, spirituality, and creativity.

#652d8b

## GREEN

Green evokes qualities such as freshness, renewal, growth, and harmony.

#86c03f

Blue signifies qualities such as depth, stability, intelligence, and authority.

#2b388a

## BLUE

Yellow evokes qualities such as happiness, optimism, energy, and warmth.

#f7c10c

## YELLOW

Red is a color that is associated with intense emotions, energy, and power.

#e71c24

## RED

# CLEAR SPACE

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It's important to maintain proper spacing around the logo to avoid overcrowding. Also, the use of whitespace keeps the brand feeling clean.



# LOGO PLACEMENT

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Top Left

Top Left

Top Right

Middle Left

Middle Center

Middle Left

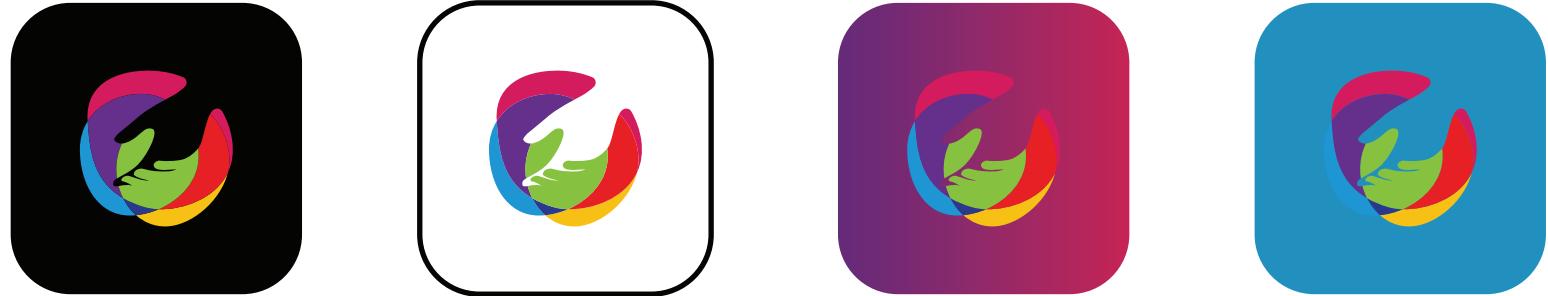
Bottom Left

Bottom Center

Bottom Right



# VISUAL DIRECTION



HORIZONTAL



VERTICAL

Avoid rotating



Avoid rotating



Avoid rotating



Avoid rearranging



Avoid changing brand colors



Avoid using strokes



Avoid boxing in Logo



Avoid moving logomark



Avoid using only type



# LOGO SIZE

35 px is the minimum height size of Deessa Foundation logo. If the logo is used below 35 pixels it will lose its clarity and beauty. The Dessa Foundation logo can be used upto 35 pixels which will keep its legibility intact.





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100 Pixels



deessa  
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50 Pixels



deessa  
FOUNDATION

35 Pixels

# LOGO PATTERN

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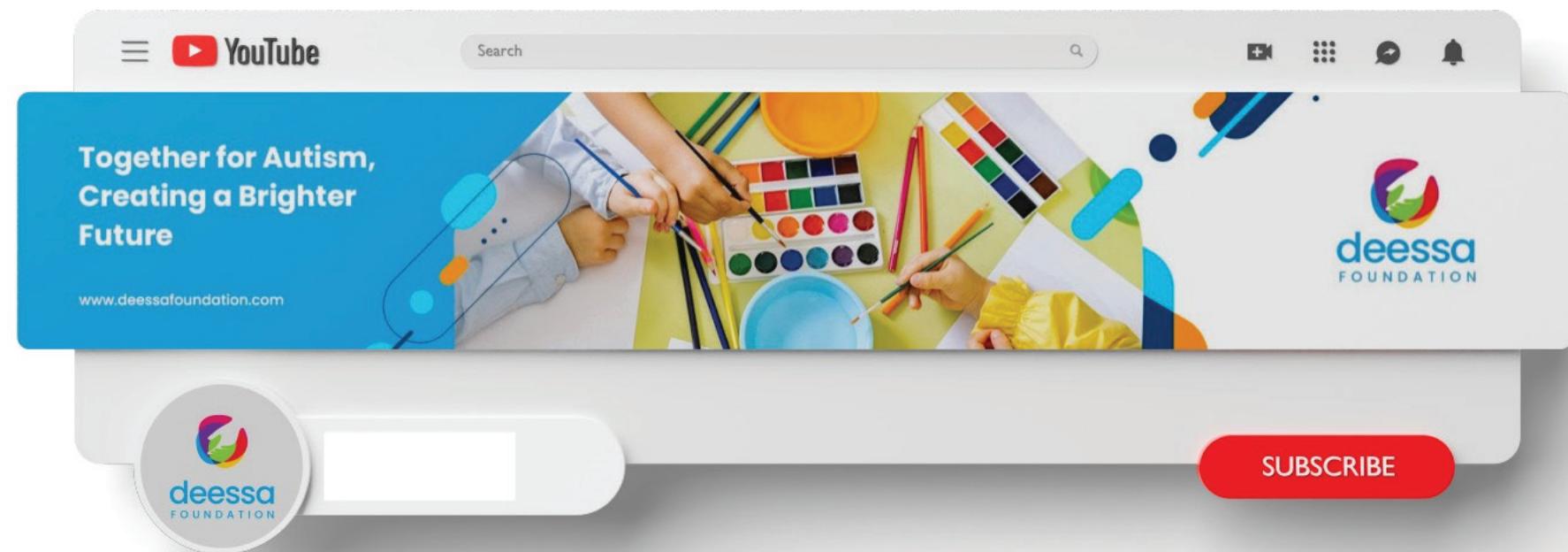
# BRAND IDENTITY DESIGN

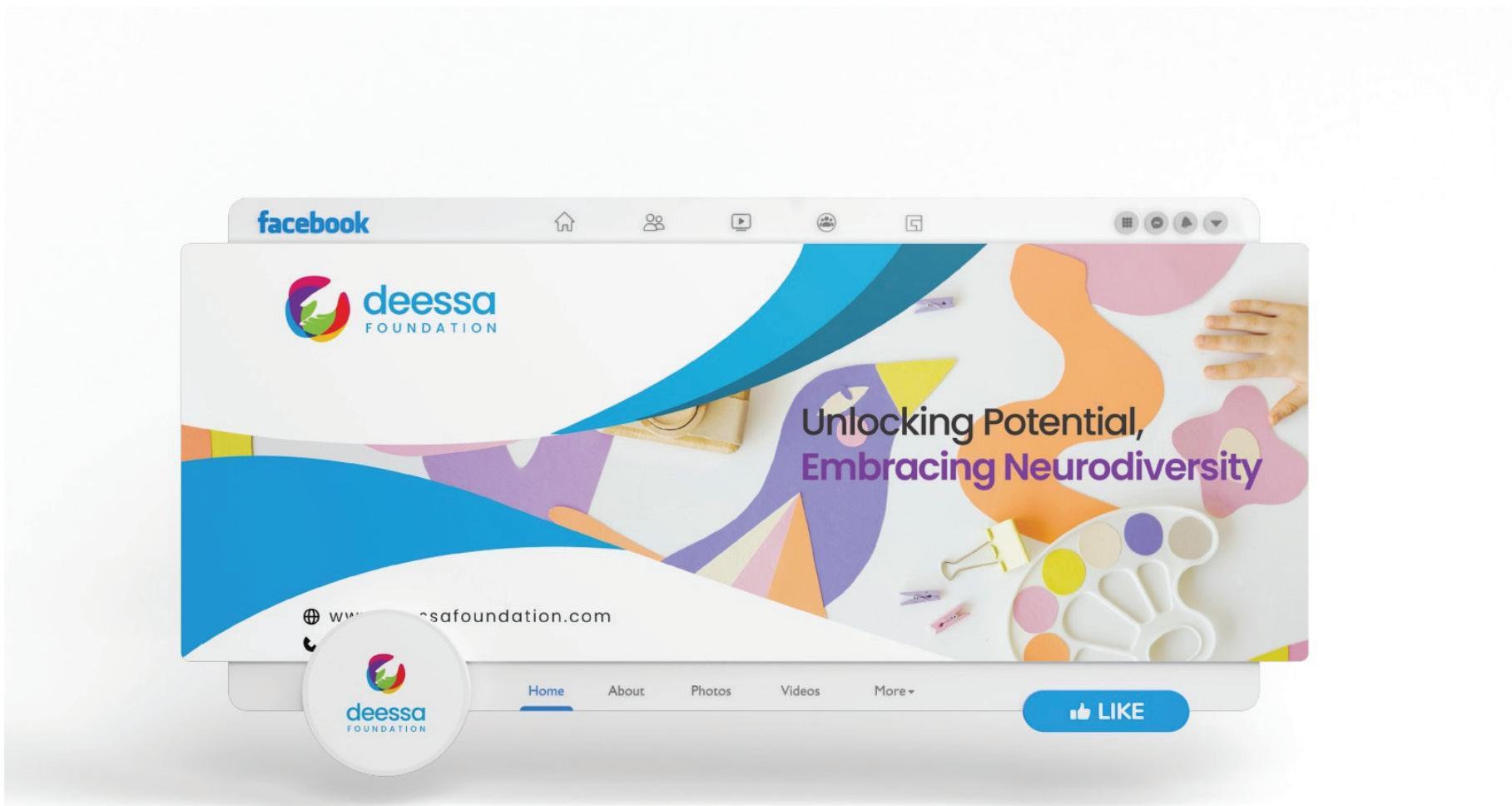


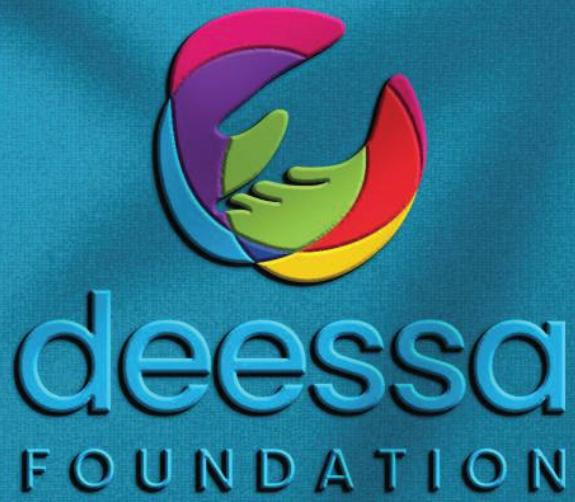


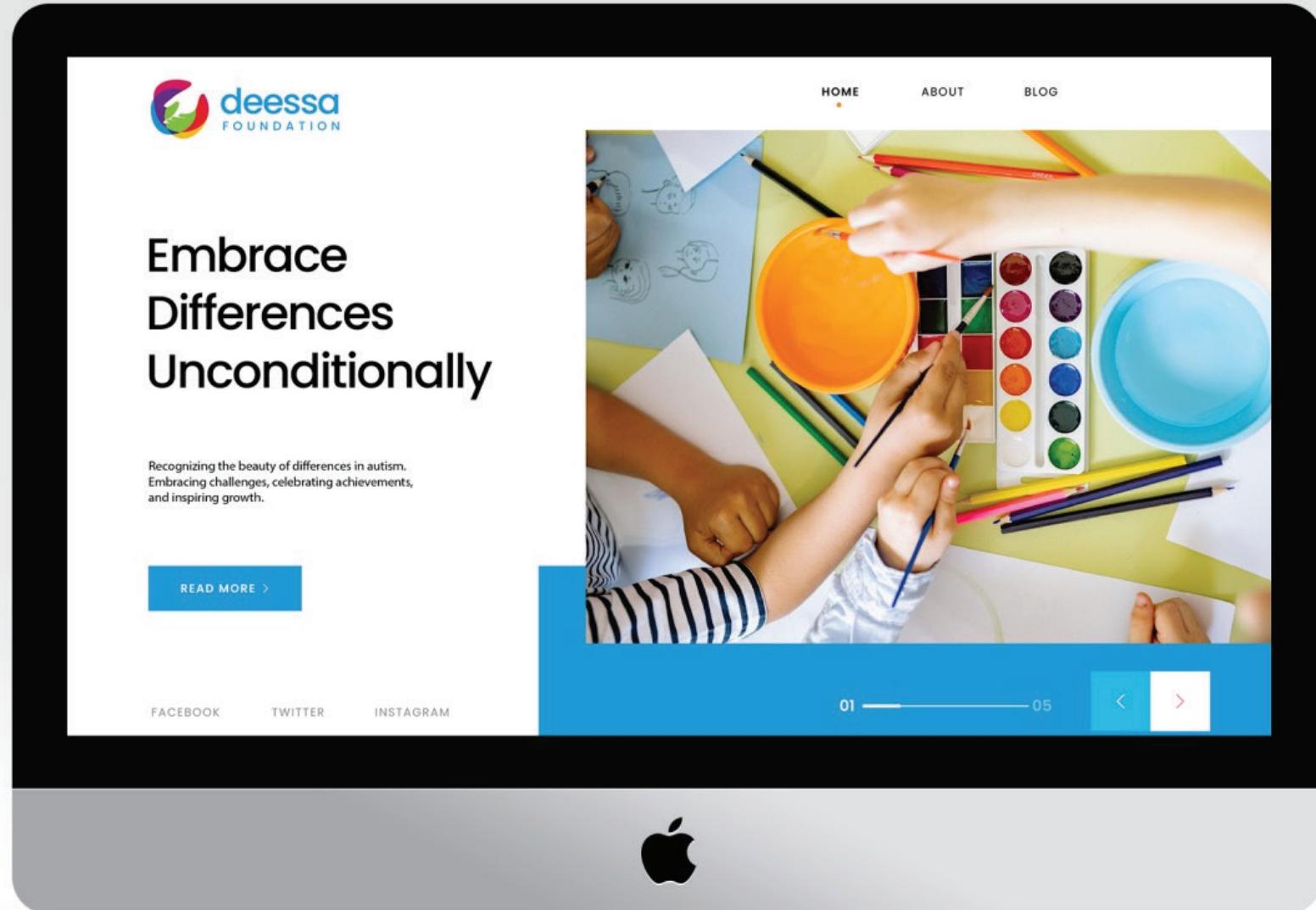
# SOCIAL MEDIA KIT

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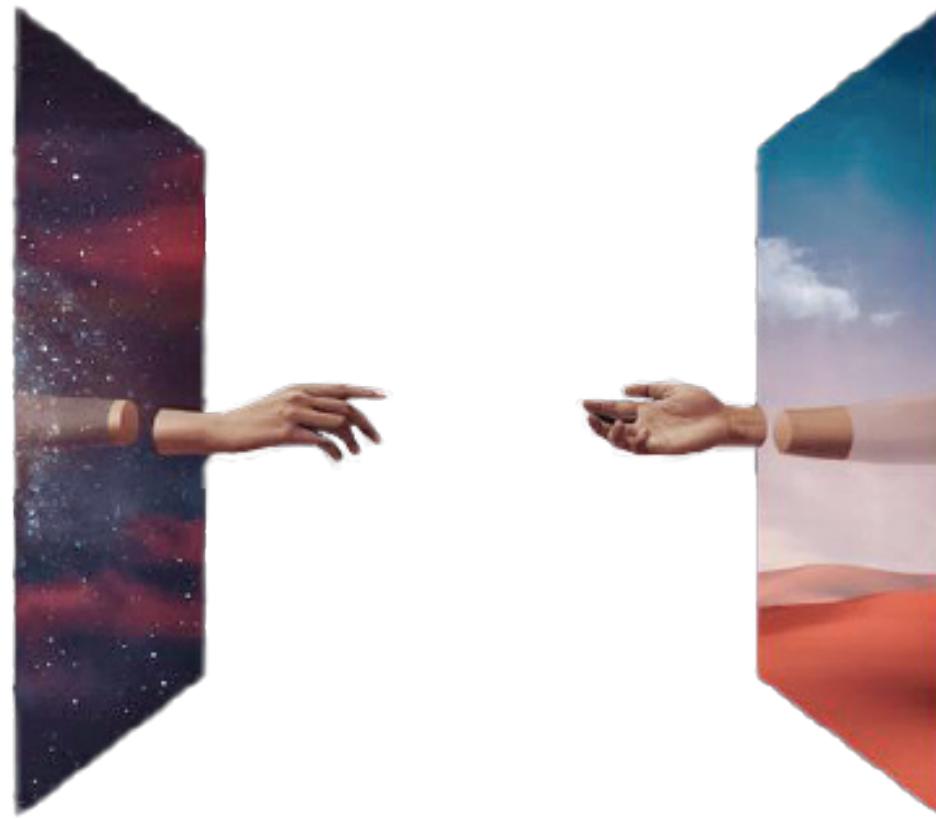








**SEE YOU AGAIN**



**THANK YOU**