

Dizer Badminton Academy – Branding Guidelines

Brand Overview

Brand Name: Dizer Badminton Academy (DBA)

Legal Entity: Dizer Badminton Academy Inc.

Venue: Located inside Badminton District

Positioning: Premium badminton training academy with a corporate, disciplined identity.

Brand Personality

- Disciplined
- Performance-focused
- Quiet confidence
- Aspirational, not flashy

Serious training. Real progress. Long-term development.

Brand Hierarchy

1. **Primary Focus:** Dizer Badminton Academy

2. **Supporting Venue:** Badminton District

Presented as *“Home of Dizer Badminton Academy”*

The website should prioritize training, credibility, and structure, not casual play.

Color Palette

Primary: Black, Dark Gray / Charcoal, White

Accent: Gold, Muted Yellow

Tone

Corporate, athletic, timeless.

Logo Usage

- Primary logo: DIZER BADMINTON ACADEMY
- Secondary: DBA
- Venue: Badminton District

Imagery Style

Preferred:

- Real training photos
- Action shots
- Coach–athlete interaction
- Focus, movement, form
- Neutral or dark backgrounds

Website Feel

Clean, minimal, premium, with efficient booking and registration.