



वेदशास्त्रा वेदशास्त्रेण

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Brand Guidelines

# Overview

The project aims at bringing awareness about STEM education in children - especially the girl child. Digital Bhavishya will be a gamified platform for learning and challenges that will require the children to make groups and do tasks together as well as individually.

This is a Pan India project which will aim at catering to over 1L+ students from the remotest parts of India.

The socio- economic demography of the students will be mostly children from low income private schools and government schools therefore the visual language is kept minimalistic and easy to understand.

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# The Digital Bhavishya Logo



The Digital Bhavishya logo is the most immediate representation of the project and must be used according to the provided guidelines at all times.

# Color Palette

Digital Bhavishya uses a rich and colorful palette with bright and rich color combinations, which bring out the liveliness of the project

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#ECECEC

#F78888

#5DA2D5

#90CCF4

#F3D250

#F78888

# Font

Kollektif is a geometric and clean sans-serif typeface and should be used whenever possible to communicate key brand messages

## Kollektif

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### Heading – Kollektif Bold

Sub Heading – Kollektif Regular

Ag

#### Body

Lorem ipsumgalang dolor sit amet,  
consectetur adipiscing elit.lentesque  
scelerisqu ferfwar malesuada libero  
tincidunt. Etiam lacus neque

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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** 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

# Logo Color Variation

The Digital Bhavishya logo when used on top of light color shades should have a purple (#473080) solid fill and when used on top of light color shades should have a solid white fill to ensure clarity of the logo is maintained



# Logo Spacing

The Digital Bhavishya logo when used on top of light color shades should have a purple (#473080) solid fill and when used on top of light color shades should have a solid white fill to ensure clarity of the logo is maintained



# Logo Lockups

The Digital Bhavishya logo is the combination of a wordmark with an icon.

The default lockup may not fit every need. For instance in places where the space allowed is limited. In that case use the following alternative version of the logo

The icon is a shorter version of our logo. Only use it if you do not have enough room for the full logo.





# Do's and Dont's

- Do not rotate the logo



- Do not use the logo with running text



- Do not stretch the logo

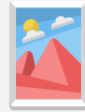
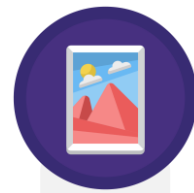


- Do not use non approved colors



# Icons

Inline with the Digital Bhavishya objectives, the icon set used provides symbolism, conceptual clarity and visual interest in simple shape and forms.



Art



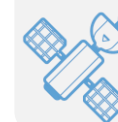
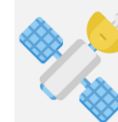
Career



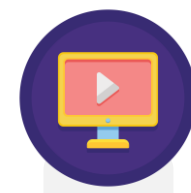
Question



Problem  
Solving



Science  
&  
Technology



Video