

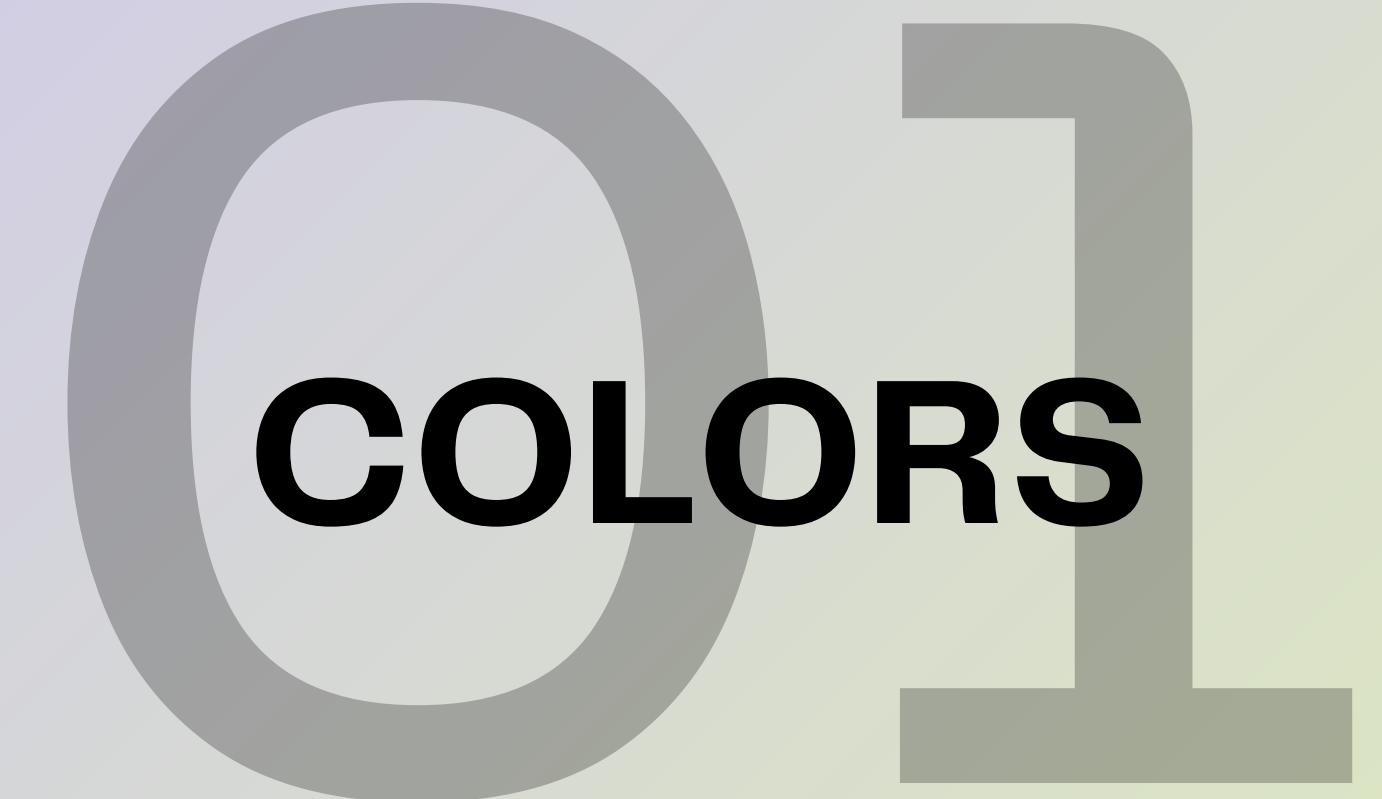


BRAND GUIDELINES

Presented by:
Viyaga Enterprises



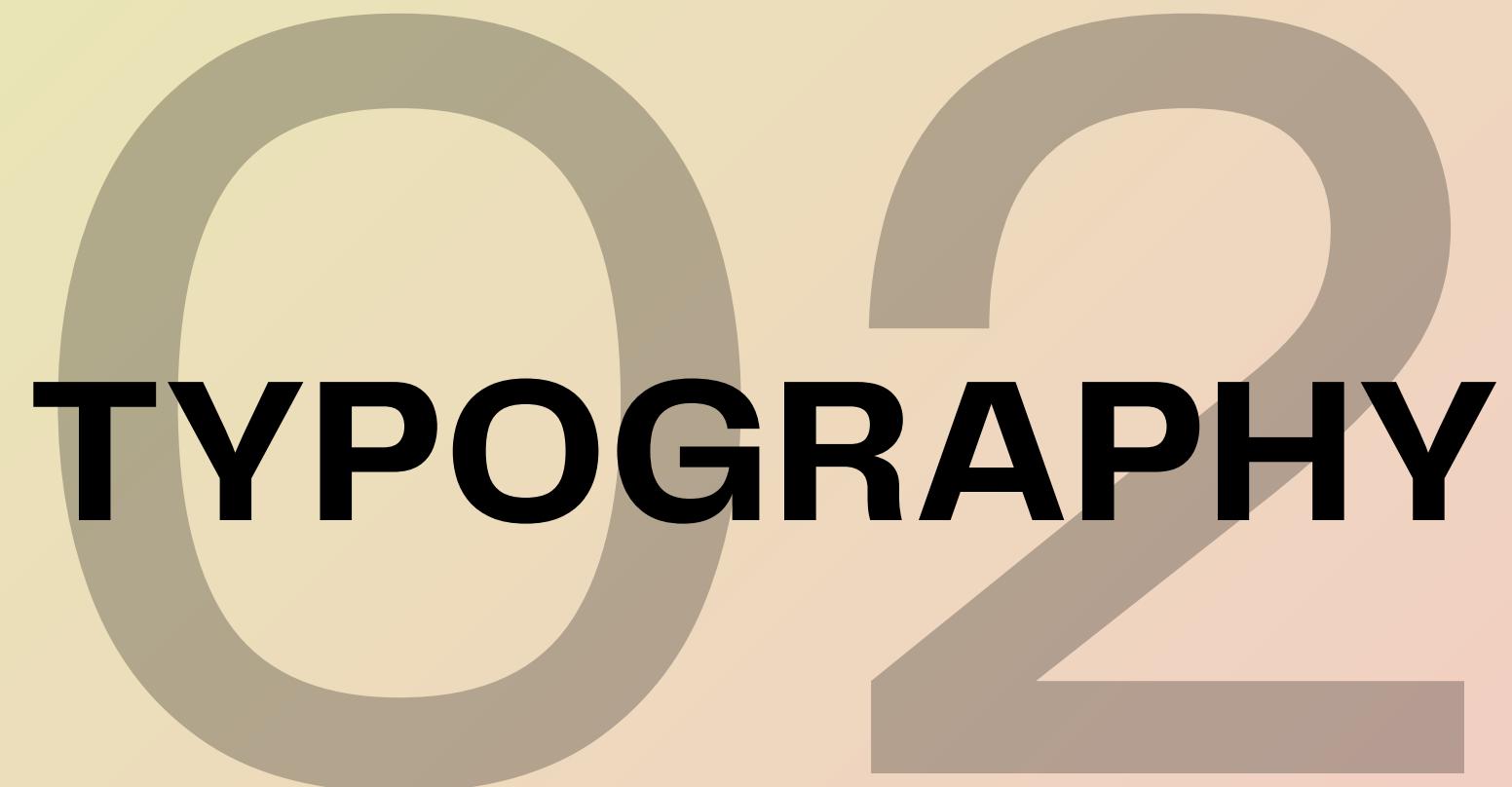
DEEKSHA
— CHESS ACADEMY —



COLORS

Hex Code:
#222a4e

Hex Code:
#b1853e

The background features a large, semi-transparent gray circle centered on the left and a smaller, semi-transparent gray circle centered on the right. A solid gray rectangle is positioned at the bottom center, partially overlapping the base of the circles.

TYPOGRAPHY

Primary Font

Aa

Montserrat

Light
Regular
Medium
Bold

Secondary Font

Poppins

Aa
Regular

Deeksha Chess Academy



LOGO

The logo consists of the word "LOGO" in a bold, black, sans-serif font. It is positioned in the center of a graphic element. This graphic element features two overlapping circles: a larger, solid gray circle on the left and a smaller, solid gray circle on the right. A thick, dark gray diagonal bar extends from the top of the left circle down to the bottom of the right circle, crossing the word "LOGO".

PRIMARY LOGO

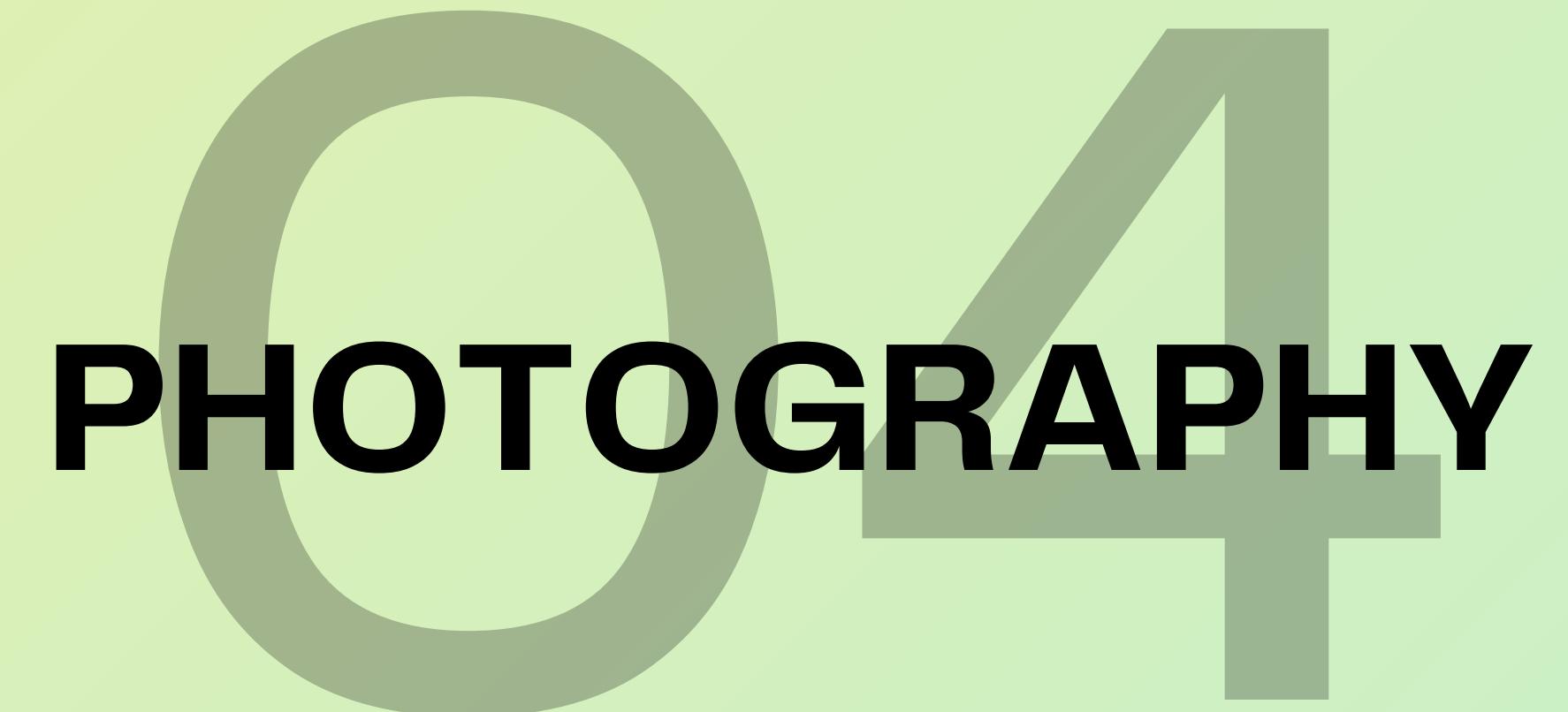
The logo for Deeksha Chess Academy cleverly incorporates the letter "D" styled as a knight chess piece, symbolizing strategic thinking and mastery in chess. Beneath the emblematic "D," the academy's name, "Deeksha Chess Academy," is prominently displayed in clean, professional typography, ensuring clarity and elegance.



LOGO MARK

This design reflects the academy's commitment to nurturing intellectual growth and excellence in chess. The minimalist yet impactful style makes the logo memorable and inspiring for chess enthusiasts.













DEEKSHA

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THANK YOU SO MUCH!

Thank you for trusting us to bring your vision to life through your logo design. We deeply value the opportunity to collaborate and are thrilled to have created a design that reflects your brand's identity.