



BRAND GUIDELINES

Presented by:
Viyaga Enterprises





DEEKSHA
—CHESS ACADEMY—

COLORS

01



Hex Code:
`#000000`

Hex Code:
`#38a6a8`

Hex Code:
`#ca6344`

Hex Code:
`#ffffff`

TYPOGRAPHY

02

Primary Font

Aa

Montserrat

Light
Regular
Medium
Bold

Deeksha Chess Academy

Secondary Font

Poppins

Aa
Regular

Deeksha Chess Academy

LOGO

03

PRIMARY LOGO

The Deeksha Chess Academy logo features a baby holding a chess pawn, symbolizing the academy's focus on teaching young beginners the fundamentals of chess. The baby represents growth and learning, while the pawn highlights the beginning of a chess journey.



LOGO MARK

This simple yet powerful visual communicates the academy's commitment to nurturing strategic thinking from the very beginning



PHOTOGRAPHY

04





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**THANK
YOU SO
MUCH!**

We are honored to have collaborated with you to create a unique and meaningful visual identity. Your trust in our design process has been invaluable, and we are excited to see how this logo will represent your brand's vision and values