

BRAND GUIDELINES

**Hey there, fellow
dreamers and doers!**

Our brand the essence of who we are and what we stand for. It is the story we tell, all the emotions we evoke, and the promise we make to our stakeholders.

01

Brand Overview

Our brand is more than just a logo or a tagline.

This document is a comprehensive resource to maintain consistency and integrity in representing our brand across various platforms and communication channels.

Deshpande Startups is a unique incubation platform that supports mission-driven entrepreneurs with knowledge, resources, and network to start and then scale their ventures by penetrating the markets of Bharat (rural and semi-urban India). It was Initiated in 2016 and is currently India's largest and most comprehensive platform of its kind.

Our tagline

A living laboratory for entrepreneurs

The Logo

The Deshpande Startups logo is a symbol that captures the spirit of our brand. It features a caring character with open arms, hugging and embracing a simplified world representation. This logo represents our belief in the power of entrepreneurship and innovation to create a positive impact on a global scale.



Deshpande Startups

It's our symbol of entrepreneurial awesomeness!

Usage Variations



Deshpande
Startups



Deshpande
Startups

Let the logo be in its color.

Let's keep our Deshpande Startups Green shining bright and captivating in all brand materials!



Hex code: #009447

For web use

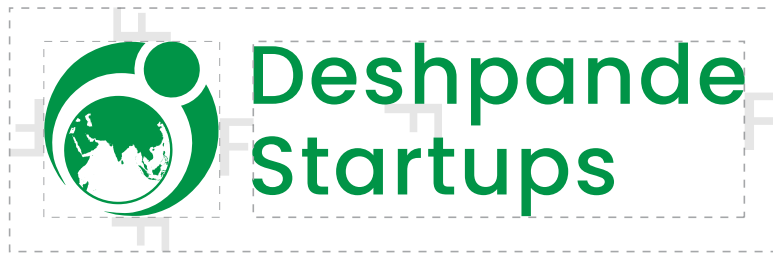
Red: 0 Green: 148 Blue: 71

For printing use

Cyan: 100% Magenta: 9%

Yellow: 100% Key: 1%

Let the logo breath

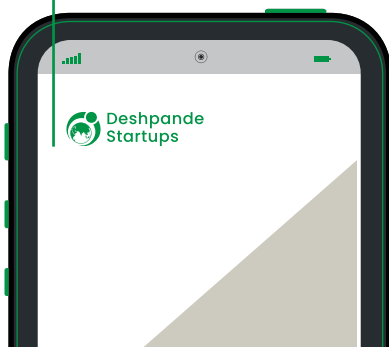


Embracing the world needs a little breathing space. Our logo does too. Make sure it can breathe by reserving clear space equal to the height of the "D" on all sides. Do not overlap anything or add anything in that space.

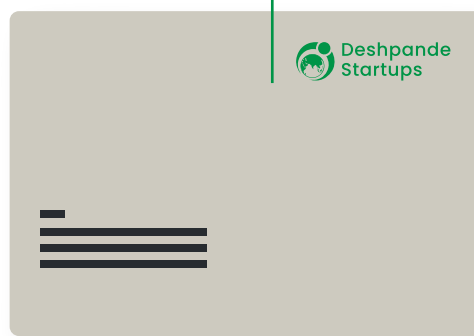
Let the logo be visible.

Embracing the world needs a little breathing space. Our logo does too. Make sure it can breathe by reserving clear space equal to the height of the "F" on all sides. Do not overlap anything or add anything in that space.

Screen minimum
40 pixels



Print minimum
2 cm or 0.75 inches



Logo guidelines

02

Fonts & Typography



Aa
Poppins

Our primary typeface is Poppins, which reflects our modern, innovative, and approachable brand persona. It's like the stylish outfit that makes us stand out in a crowd.

Use this typeface for headlines, subheadings, and prominent text elements to make them pop with a touch of Deshpande charm.



Aa
Miguna

We also have a supporting typeface called Miguna. This font complements our primary typeface and adds a dash of versatility and elegance to our brand.

Use this typeface for the body or anywhere it makes the design look good!

Font size & hierarchy

Play with font sizes to create a visual hierarchy and guide the reader's attention. Headlines and essential information should be more prominent and more eye-catching, while supporting text can be less prominent.

Poppins

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

Miguna

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

03

Colors

Primary Color: Spanish Green

Hex Code: #009447

Description: This color is often used as the main or primary color for the brand.

Secondary Color: Black

Hex Code: #010201

Description: This color is used as a complementary or secondary color to the primary color.

Accent Color: Charleston Green

Hex Code: #272c30

Description: This color is used sparingly to emphasize or highlight specific elements in the brand.

Neutral Color 1: Pastel Gray

Hex Code: #cdcabf

Description: This color is used for text or backgrounds in order to provide a balanced and readable contrast.

Neutral Color 2: White

Hex Code: #ffffff

Description: This color is used as a lighter shade for backgrounds or subtle elements.

04

Social Media

Social media is our playground, where we can connect, engage, and have a blast.

Share exciting updates, success stories, and industry news with our ever-growing community by tagging us at



@deshpande_startups



@Deshpande Startups



@DeshpandeStartups



@DFstartups

Spread positive vibes, give virtual high-fives, and keep the conversation going.

One link to reach us!

* linktr.ee/DeshpandeStartups

One QR to find us!



deshpandestartups.org



Deshpande
Startups

A living laboratory for entrepreneurs

We support mission-driven entrepreneurs with innovative and socially impactful solutions. We recognize and back the large untapped talent of Bharat (rural and semi-urban India).