



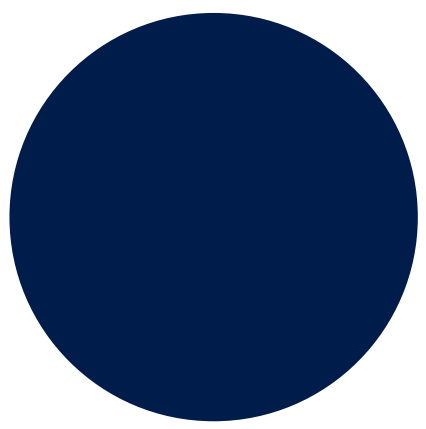
The  
**Startup Gurukul**

LEARN . BUILD . IMPACT .

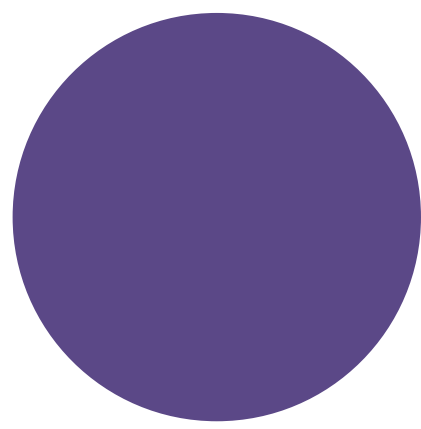
LOGO VARIATIONS



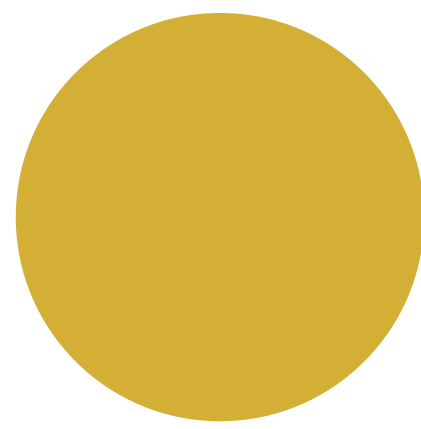
COLOR PALETTE



#001C4B



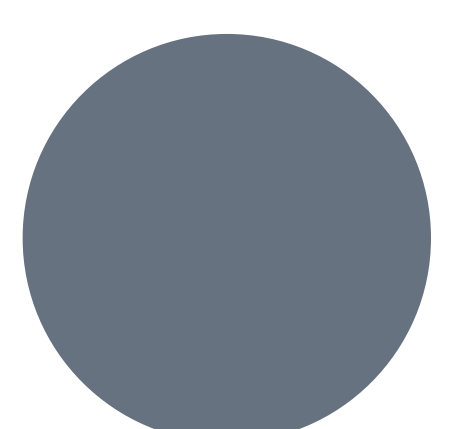
#001C4B



#001C4B



#001C4B



#001C4B

TYPOGRAPHY

**Aa**

Poppins Medium  
FOR HEADINGS

**Aa**

Poppins SemiBold  
FOR HEADINGS

**Aa**

Poppins Regular  
FOR HEADINGS

ICON MARK



**BRAND ESSENCE**

Infinite learning, Limitless potential,  
Building the future, together.