

Chartered Guru

Brand Identity

Why Chartered Guru?

(Gap Analysis)

#1

Existing platforms generally have long form content

Too much to take in!

I am losing interest in the video

This is too complex to understand

#2

Lack of best faculties for every subject

&

Lack of accessible sources for CA preparation



#3

Offline tuitions are good but there is lack of access to platforms to have better clarity of concepts and for revision



Chartered Guru Differentiating Factors

Other Platforms

Long form videos

Not focused on concepts

No revision material

Not friendly or a 'go-to'
platform

No instant help provided

Chartered Guru

Videos in capsule format

Focused on concepts

Dedicated content for
revision

Friendly or a 'go-to'
platform

True mentor with facilities like
whatsapp service during exam time

Key Value Propositions



Chartered Guru

Videos in capsule format

Focused on concepts

Dedicated content for
revision

Friendly or a 'go-to'
platform

True mentor with facilities like
whatsapp service during exam time

Who is our Target Audience?



CA Aspirants

What all to
focus on?

Peer Pressure

Will I be able
to crack it?

Too much to take
in!

How should I
manage time?

I need someone
to guide me!



CA Aspirants
(mindset)

Exam focused
studying technique

Perseverance

Confidence
and belief

Conceptual
learning

Planning and
setting targets

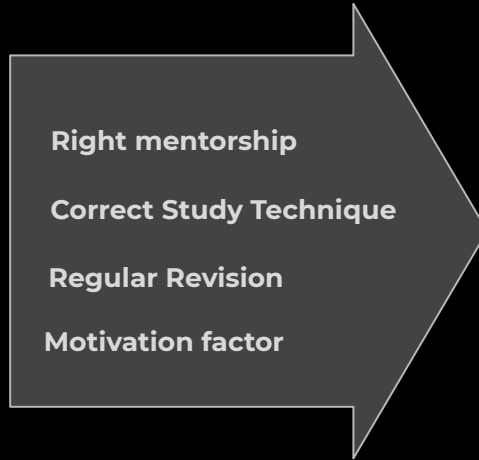
Proper roadmap and
ownership of mistakes



CA Aspirants
(ideal aspirant mindset)



CA Aspirants
(mindset)



CA Aspirants
(ideal aspirant mindset)



CA Aspirants
(mindset)

**CHARTERED
GURU**



CA Aspirants
(ideal aspirant mindset)

Key Value Propositions + Abstract Value Propositions = Tagline
(which is in line with the mindset of an ideal CA aspirant)

Chartered Guru

Crediting Success, Debiting Attempts

Inspired by the thumb rule of accounts, "All gains and incomes are credit, all expenses and losses are debit" instills a sense of confidence in the aspirants that they can crack the exams in one go with the help of Chartered Guru's teaching methods. Also, the tagline complements the key USPs and possesses a relatable quotient.

Logo



CREDITING SUCCESS, DEBITING ATTEMPTS

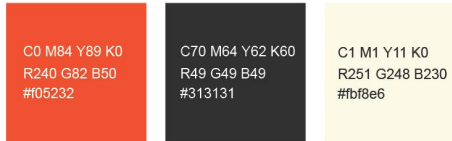


The logo resonates one of the key propositions of Chartered Guru - friendly & a 'go to' platform. Also, the vectors used in the logo depict confidence and good vibe which would attract our target audience. The font and the colours used in this logo give it a casual yet impactful effect.

#ColorPalette



Logo



Primary Colors



Secondary Colors

Brand Story

A wise accountant once said that trying to become a CA is like moving against gravity. An aspirant has to overcome a lot of hurdles; such as lengthy pieces of content, unbearably detailed concepts and laws, extremely high student-to-teacher ratios and much more.

And to move against such heavy gravity requires monumental force. This is why Chartered Guru exists, to help aspirants overcome these hurdles, to help aspirants garner monumental force, and to help aspirants become CAs.

In accounting language, we debit attempts and credit success.

Brand Note

Chartered Guru exists to fulfil one simple objective - help aspirants become CAs. And by helping students overcome hurdles such as lengthy content, hard-to-understand concepts, high student-to-teacher ratios amongst many more problems; we aim to help them debit attempts and credit success.

Thank You