

# Logo & Brand Guideline



# Logo

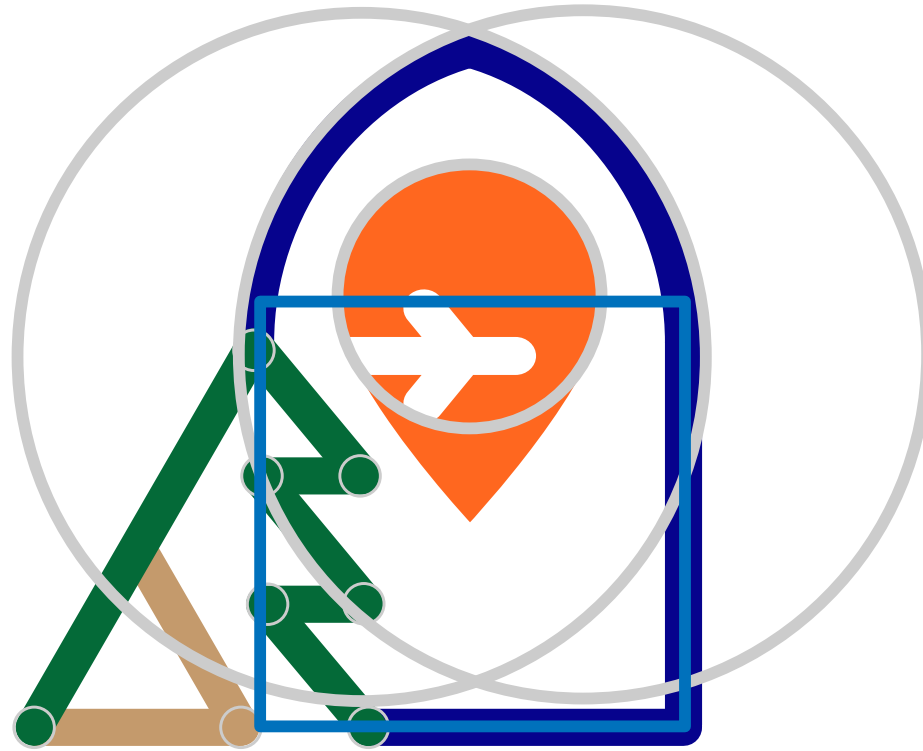
## Meaning



This logo represents India with the Indian flag colors and the dome-like representation of the roots of India, where, like in India, we have so many historical places, and the green represents the forest, and also the forest green depicts the letter R, and the brown as a mountain.

# Logo

## Structure



The logo is based on Golden ratio Rules that make logo balanced.

# Color

## Color Palette

<p>#FF671F</p> <p>RGB</p> <p>255 103 31</p> <p>CMYK</p> <p>0 74 96 0</p>	<p>#06038D</p> <p>RGB</p> <p>6 3 141</p> <p>CMYK</p> <p>100 98 9 10</p>	<p>#046A38</p> <p>RGB</p> <p>4 106 56</p> <p>CMYK</p> <p>90 33 99 25</p>	<p>#C49A6C</p> <p>RGB</p> <p>196 154 108</p> <p>CMYK</p> <p>23 39 64 1</p>
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Our Color Palette consists of 4 colors

# Typography

## Typeface



Californian FB **Bold** & **Calibri** Regular are our  
Brand Colors





Thank you