







Rooted in the balance of body, mind and spirit...







## Logo

#### Main Logo Features

The Ayurvedic logo features natural elements, herbal leaves, ancient symbols, earthy colors balance and hoilistic wellness



Logo Mark

#### **Rules of Application**

Ayurveda promots natural, holistic healing through herbal remedie, balance, detox, mindfullness, and ancient wellness therapies...

AYURVEDIC

Word Mark

**Hex Code** 

#1c

СМҮК

100% 90% 0% 73%

RGB

0-7-68

Hex Code

#E6C97D

**CMYK** 

100% 28% 0% 41%

RGB

0-108-151

Hex Code

#E4D6BB

СМҮК

100% 28% 0% 58%

RGB

0-77-107

Hex Code #403A2F

СМҮК

100% 98% 0% 36%

**RGB** 

0-3-162

Hex Code #2e211b

**CMYK** 

100% 98% 0% 36%

RGB

0-3-162

Hex Code #81ee4

СМҮК

100% 98% 0% 36%

RGB

0-3-162

# Color Palette

It is used by earthy tones like herbal green, soft brown, warm beige, gold and calming natural hues...

### Font

#### **Font Overview**

For Headers

#### ATTERON

ABCDEFGHIKLMNOPQRSTUVWXYZ 1234567890!@#\$%^&\*O

For Subheaders and Paragraphs

## TT Drugs

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&\*()

#### **Font Hierarchy**

Ayurveda

# ESSENCE OF AYURVEDA

Rooted in the balance of body, mind and spirit...









# Elements, Shapes, & Illustrations

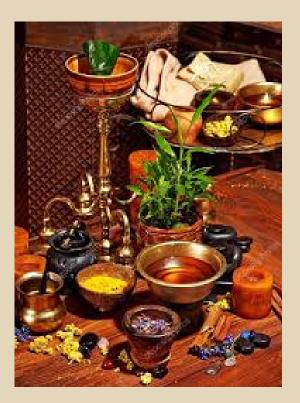
Ayurveda embraces natural elements, plant shapes, herbal illustrations, and holistic symbols representing balance and well ness...











# Photography

Ayurveda photography
humanizes wellness by
showing people
experiencing herbal
healing,mindful rituals, and
natural self-care
moments...