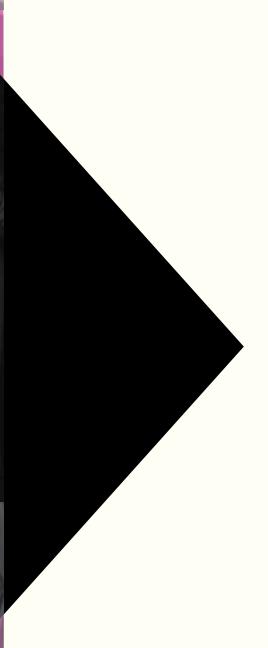




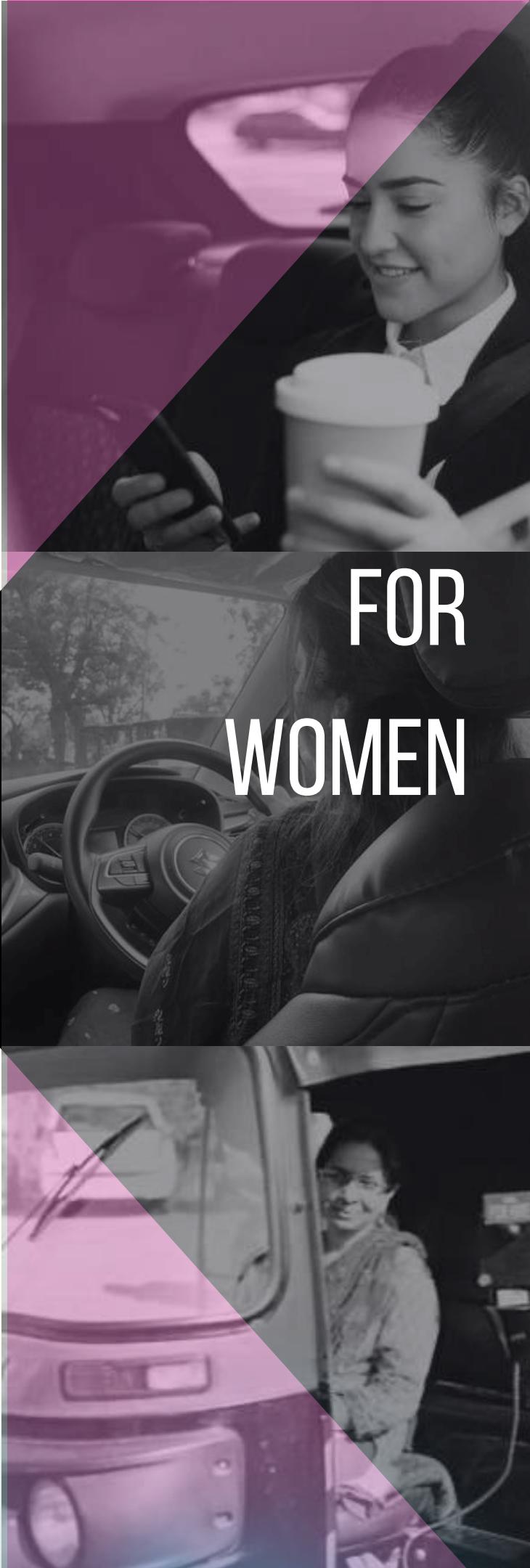
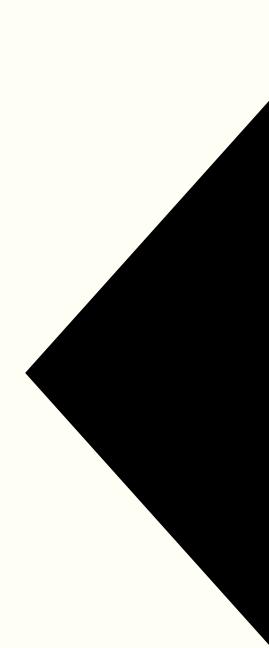
RUN BY
WOMEN



BRAND GUIDELINES



RAAHI
CABS



FOR
WOMEN

**SOUTH
ASIA'S FIRST
WOMEN ONLY
CAB SERVICE**

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**RUN BY WOMEN
FOR WOMEN**

BRAND INTRODUCTION

BRAND NAME Raahi
Cabs

SERVICE TYPE A ride-hailing service designed for women and operated by women, providing a diverse range of transportation options including cars, auto-rickshaws, buses, and bikes, all accessible through its mobile app.

THE MEANING BEHIND 'RAAHI' :

A Blend of Hindi and Arabic

- In Hindi, RAAHI translates to "traveler" or "pathfinder."
- In Arabic, it signifies the notion of being "comfortable."

Our brand truly captures the spirit of journeying with comfort.



FOR
WOMEN



RUN BY
WOMEN FOR
WOMEN

LOGO INTRODUCTION



Bisdak

Our primary font pays homage to the iconic truck art of South Asia. This choice reflects its origins and highlights a profound connection with the South Asian community.

RAAHI CABS



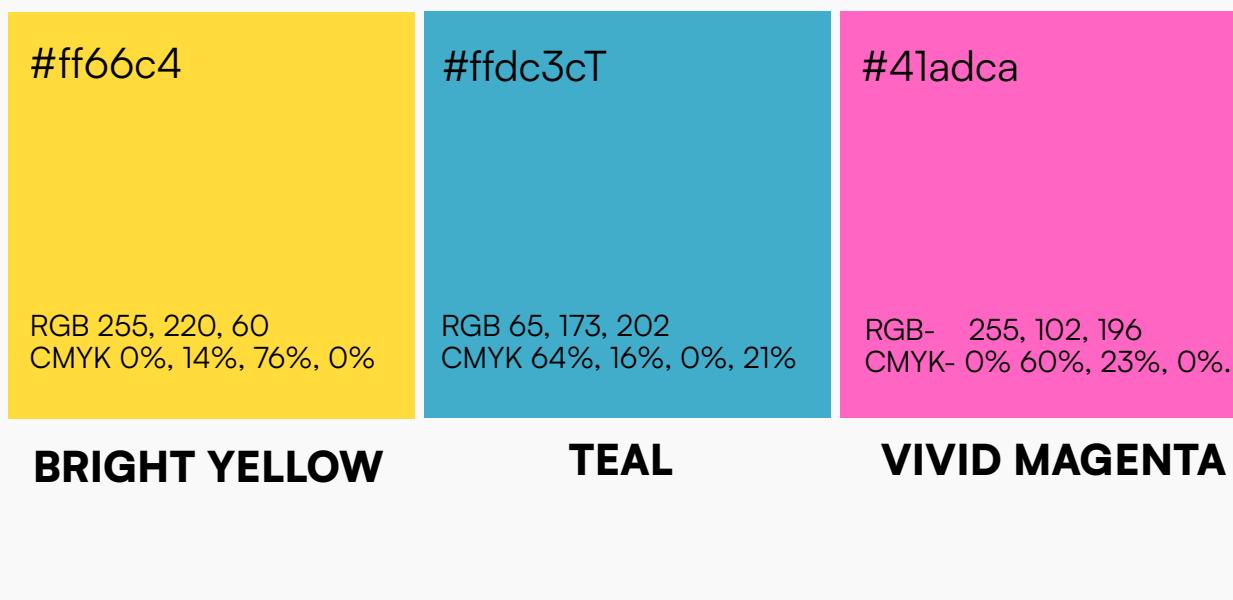
ICON +

A “**Location Pin featuring a Venus symbol**” inside (representing the female gender). It is designed to be discreet, perfect for instances where we prefer not to loudly announce, “THERE’S A WOMAN IN THIS VEHICLE.”

Sans Serif

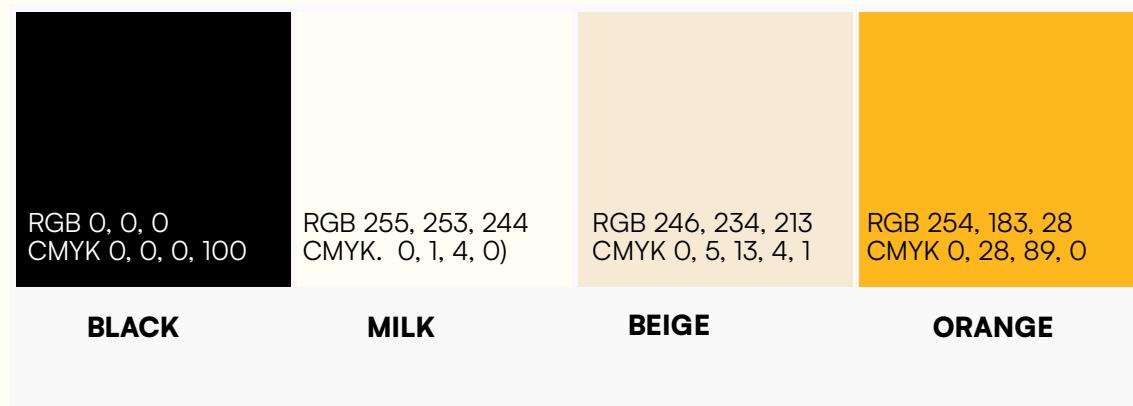
Our secondary font is clear and straightforward, complementing the main font without clashing. This boosts readability, helping our audience easily understand what we offer

BRAND COLOURS



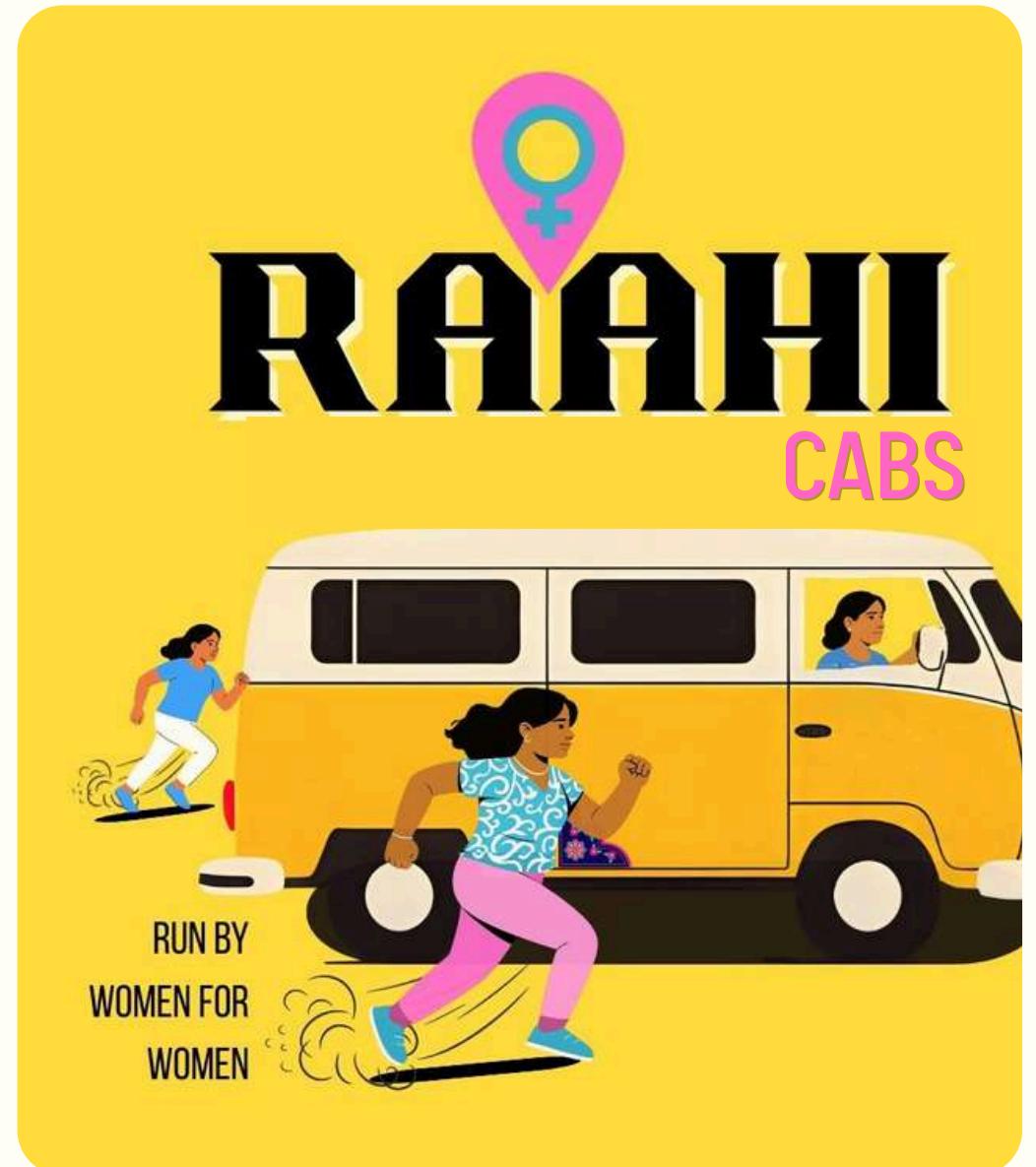
PRIMARY COLOURS

All the colors Vivid Magenta, Teal, and Bright Yellow, pay tribute to the lively South Asian community. Additionally, they are designed for visibility in low-light settings such as bus stands, airports, and metro stations at night, ensuring that our services are easily identifiable from a distance when they are most needed.



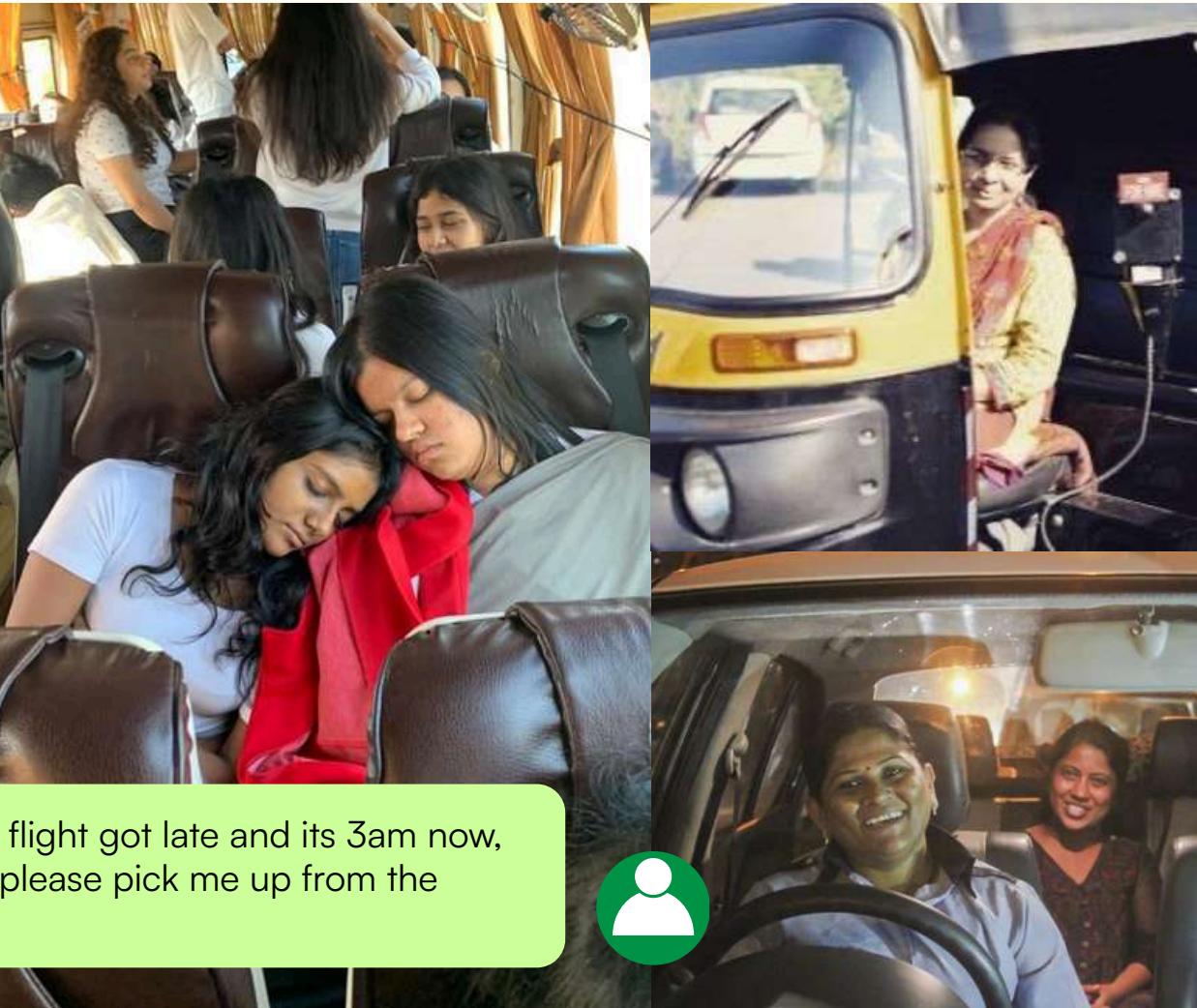
SECONDARY COLOURS

Most of the secondary colours are neutral and complements our bright colour palette



CONNECTIONS

In our cab service, women gain more than just a ride, they foster meaningful connections. Each journey is an opportunity to share stories with women drivers and co-passengers. Our brand symbolizes community and camaraderie, enhanced by WhatsApp Groups and carpooling features. Every ride is a reminder of being part of something greater.



Akka my flight got late and its 3am now,
can you please pick me up from the
airport



no problem, one of our
cabs is nearby 😊

Thank you Akka, RAAHI makes
me feel so safe ❤️



BRANDING IN ACTION



Raahi promotional ad inside metro

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RAAHI
CABS



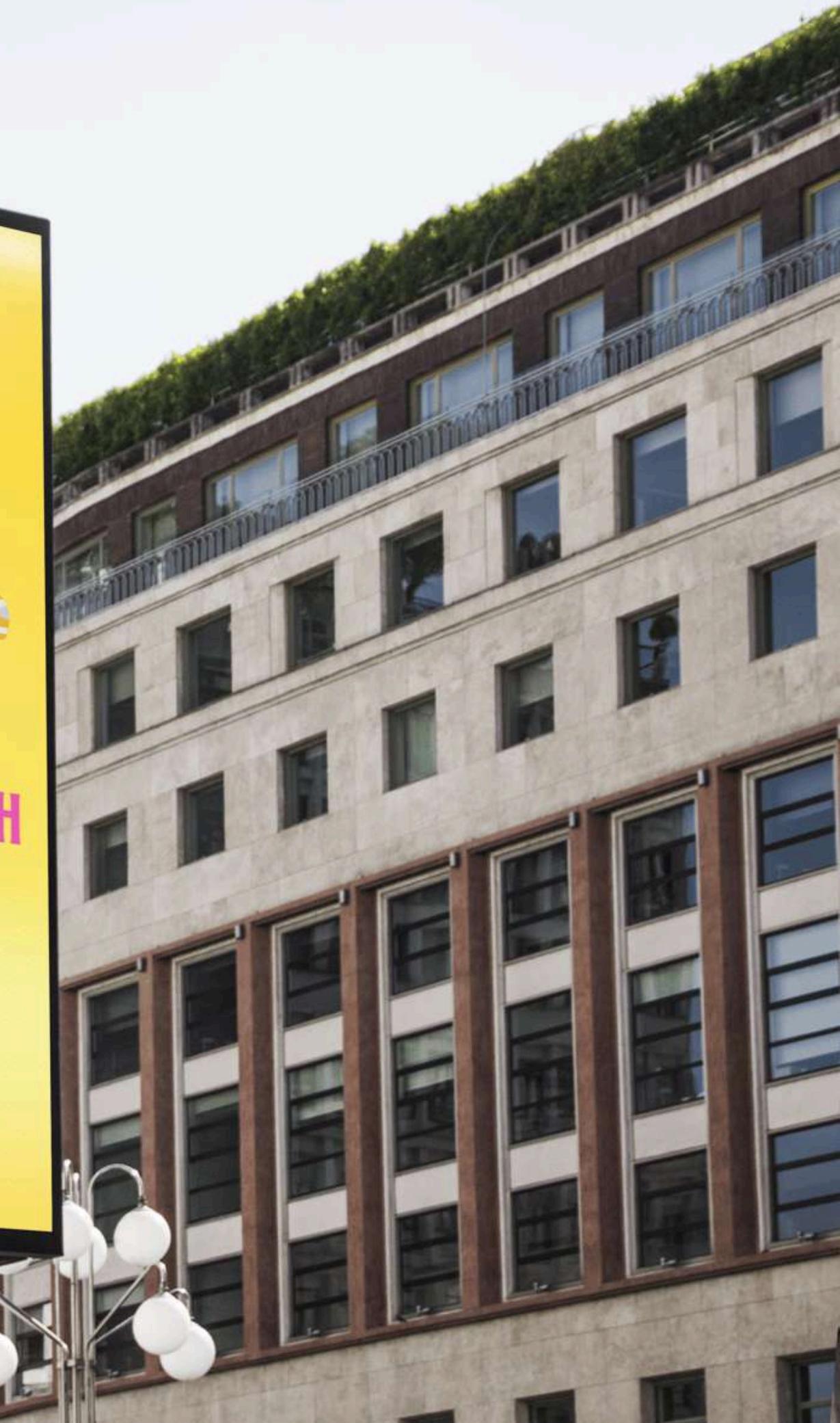
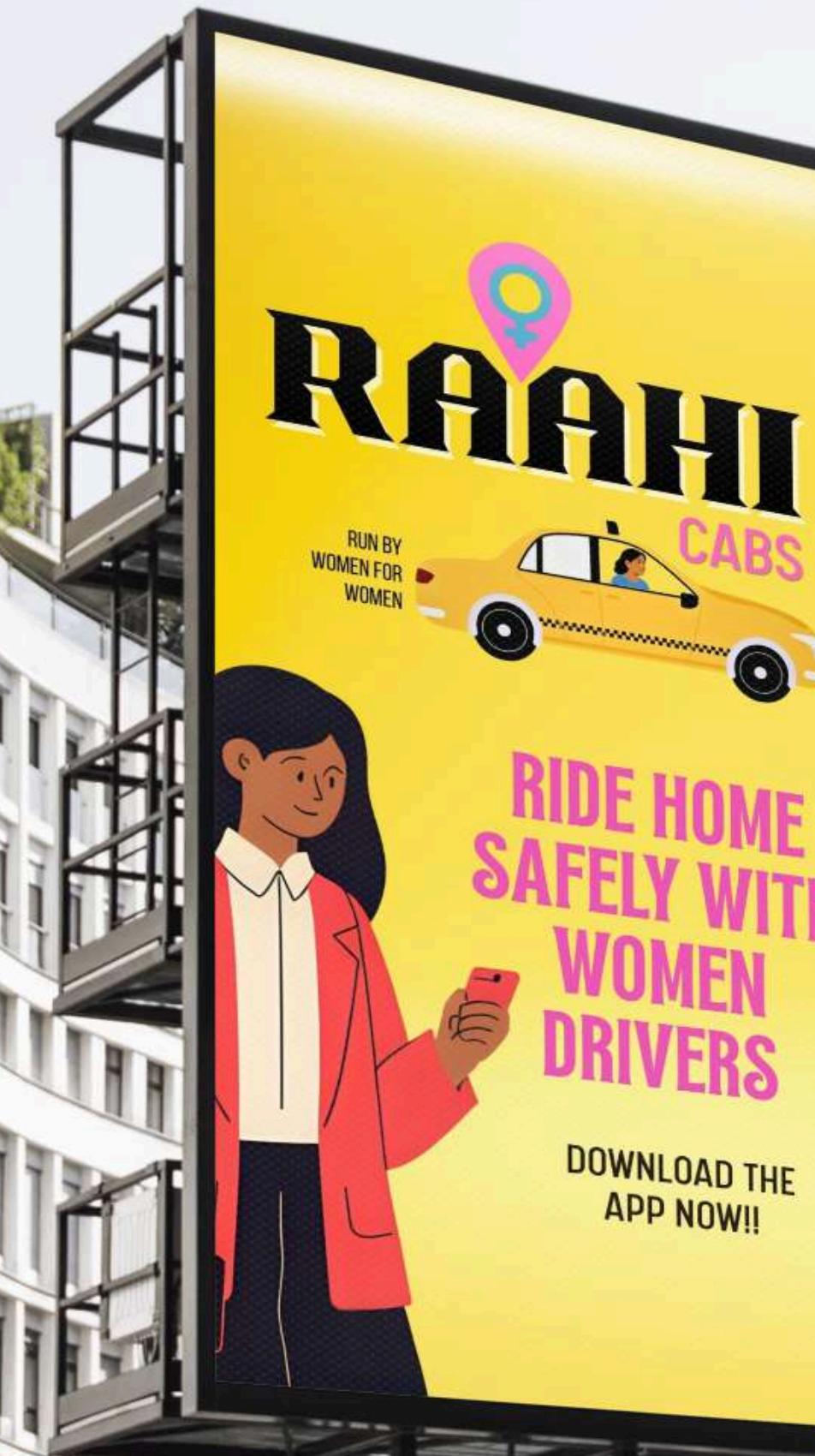
RUN BY WOMEN
FOR WOMEN

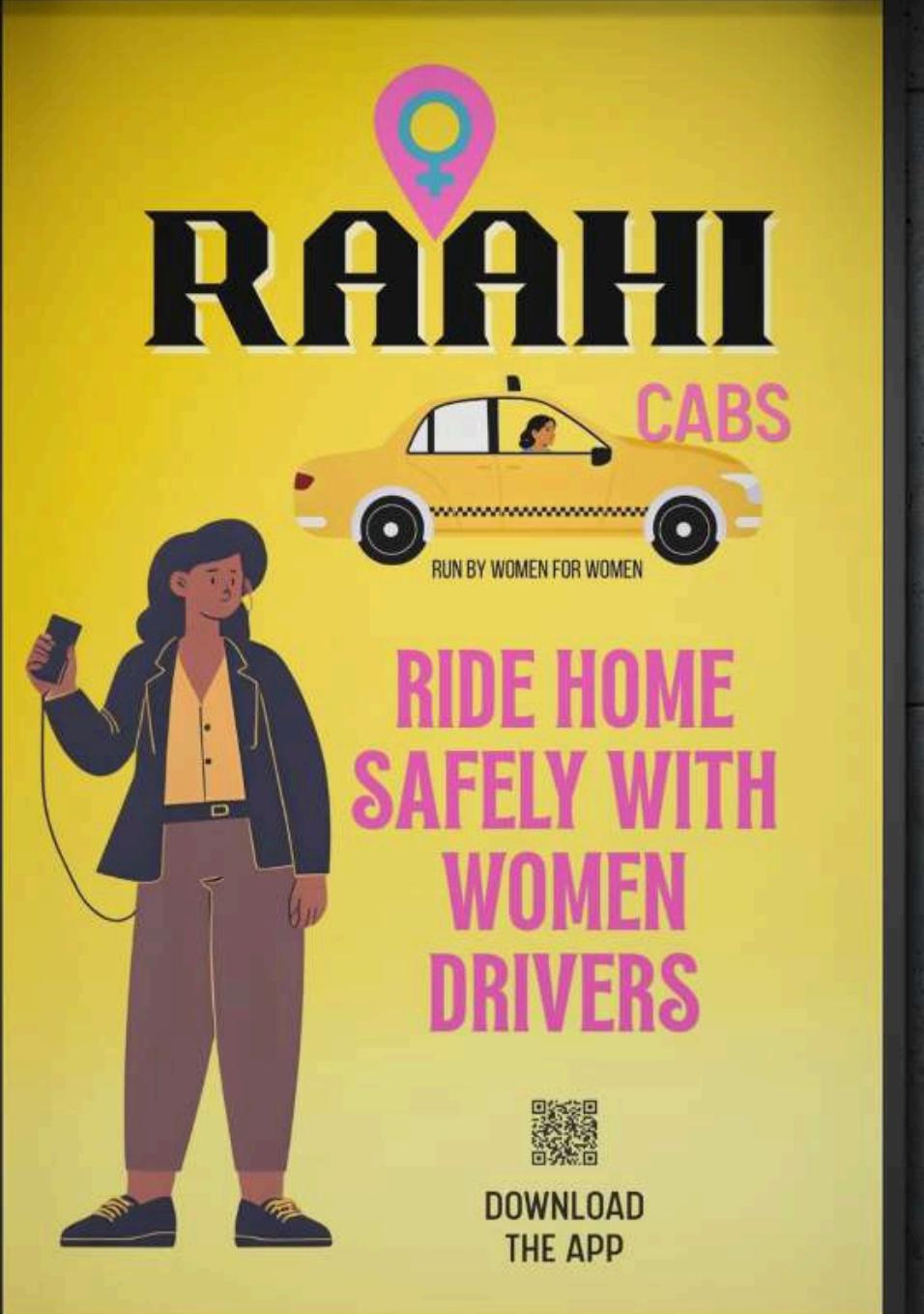
RAAHI promotional at Airport Exit

RAAHI promotional at Metro station



RAAHI Billboard near a corporate office





RAAHI promotional at Mall Parking

DESIGNER DETAILS

NAME

MILEY

CONTACT DETAILS

+91 6394346390

EMAIL ID

mileysingh7@gmail.com

