

Our Brand Logo

The meaning behind
the logo mark of Arya Minds.



ARYA MINDS

Think, Transform & Thrive



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ARYA MINDS

Think, Transform & Thrive



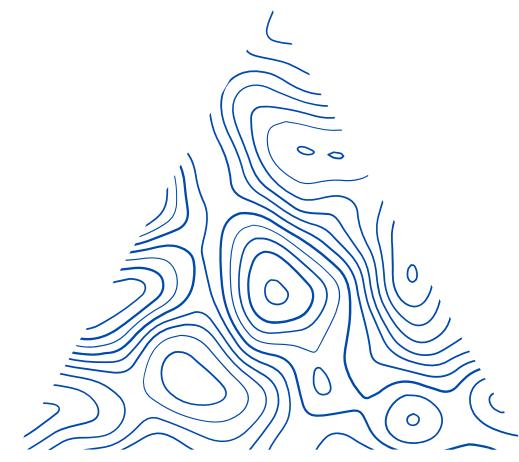
Arya Minds is an amalgamation
of “Arya” and “Minds”



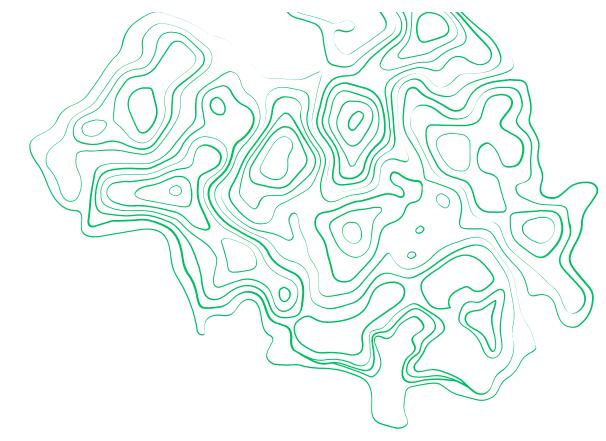
Logo History

AM

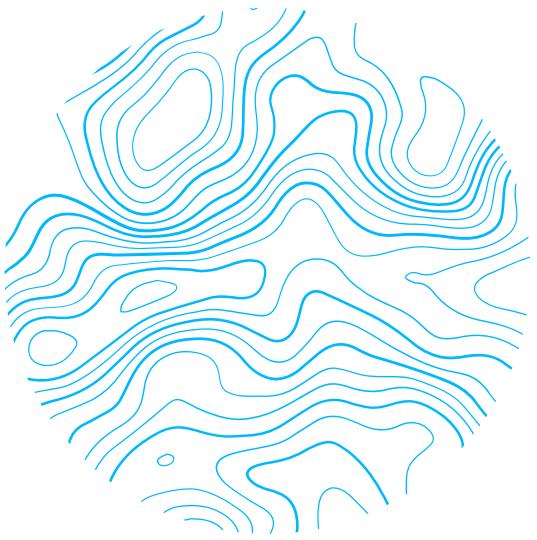
Arya Minds



Think



Transform



Thrive



The Evolution of the Arya Minds Logo

"Arya Minds" represents a combination of esteemed character and intellectual depth, symbolizing minds that value both noble principles and innovative thinking.



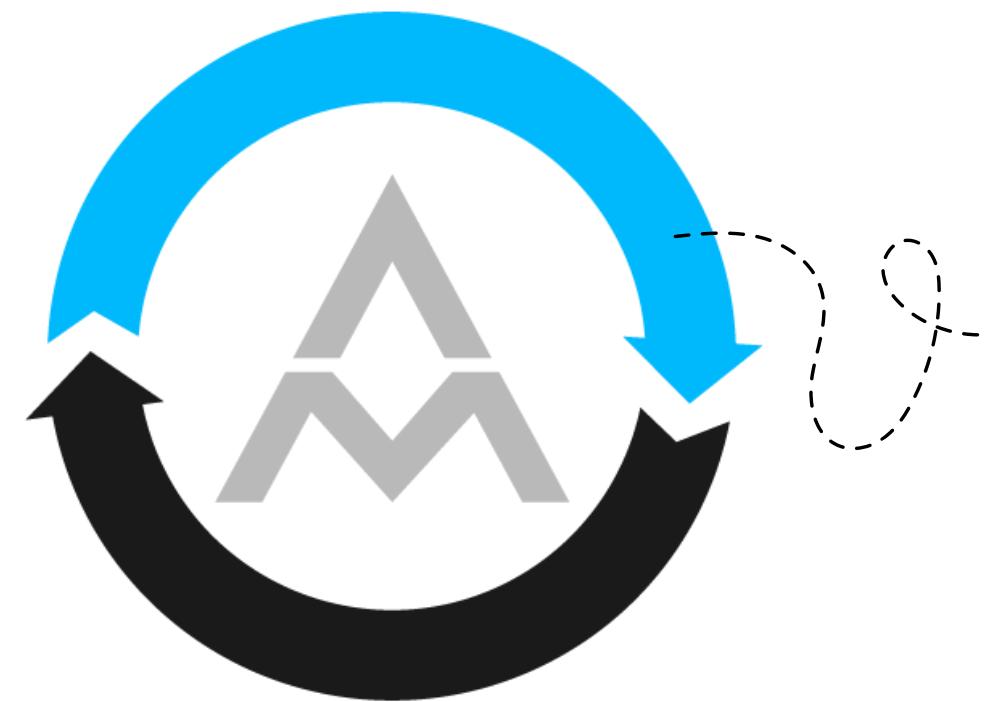
Logo History



Arya in Sanskrit represents nobility, honour, and high regard

“A” Represents Arya
“M” Represents Minds

Minds symbolize cognitive aspects emphasizing intellect, creativity, and thought process



The circle symbolises life's cyclical nature, with the arrow denoting progression, renewal, and continuous growth within





About the Logo

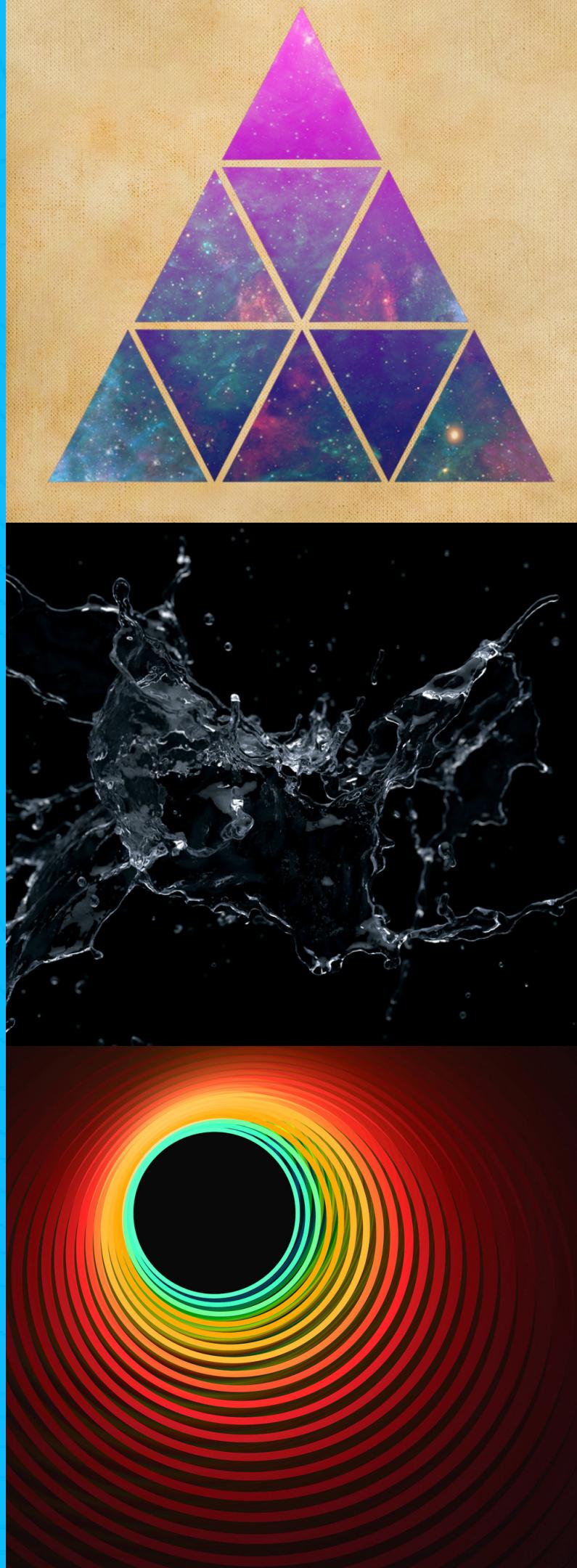
The Arya Minds Logo Today

Arya Minds embodies the philosophy of "**Think, Transform & Thrive**," inspiring every mind to cultivate thoughtful innovation and embrace growth.



Symbols and Meanings

Parts of the Arya Minds Logo



Think

"Think" represents the process of generating ideas, planning strategies, and problem-solving.

Transform

"Transform" is about turning those ideas into actions and making necessary changes.

Thrive

"Thrive" reflects the aspiration to not just survive but to flourish and excel.



Sky Blue
#00b9fc

HEX CODE
#00b9fc

CMYK
65% 9% 0% 0%

RGB
0, 185, 252

White Cap
#fafafa

HEX CODE
#fafafa

CMYK
1% 1% 1% 0%

RGB
250, 250, 250

Velvet Black
#1a1a1a

HEX CODE
#1a1a1a

CMYK
73% 67% 65% 78%

RGB
26, 26, 26

Harmony Green
#00bf63

HEX CODE
#00bf63

CMYK
76% 0% 84% 0%

RGB
0, 191, 99

The Arya Minds Colors

Our color palette for
logo usage

Use the color template while designing the required
emails, mailers, etc.



Logo Font

Main Font

Our Official Logo Font

Aa

Oswald
Medium

Aa	Bb	Cc	Dd	Ee	Ff
Gg	Hh	Ii	Jj	Kk	Ll
Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx
Yy	Zz	00	01	02	03
04	05	06	07	08	09

Chips, Cards, Headline



Brand Typography

Aa

Lato

Aa	Bb	Cc	Dd	Ee	Ff
Gg	Hh	Ii	Jj	Kk	Ll
Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx
Yy	Zz	00	01	02	03
04	05	06	07	08	09

Alternative (any one of them)



Intro Text, All Caps, Sentence Case, Body
Text, Body Highlight Text

Aa

Montserrat Light

Aa	Bb	Cc	Dd	Ee	Ff
Gg	Hh	Ii	Jj	Kk	Ll
Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx
Yy	Zz	00	01	02	03
04	05	06	07	08	09

Font Hierarchy



Pairing To Use

→ Oswald Medium

SUBTITLE

→ Lato (All Caps)

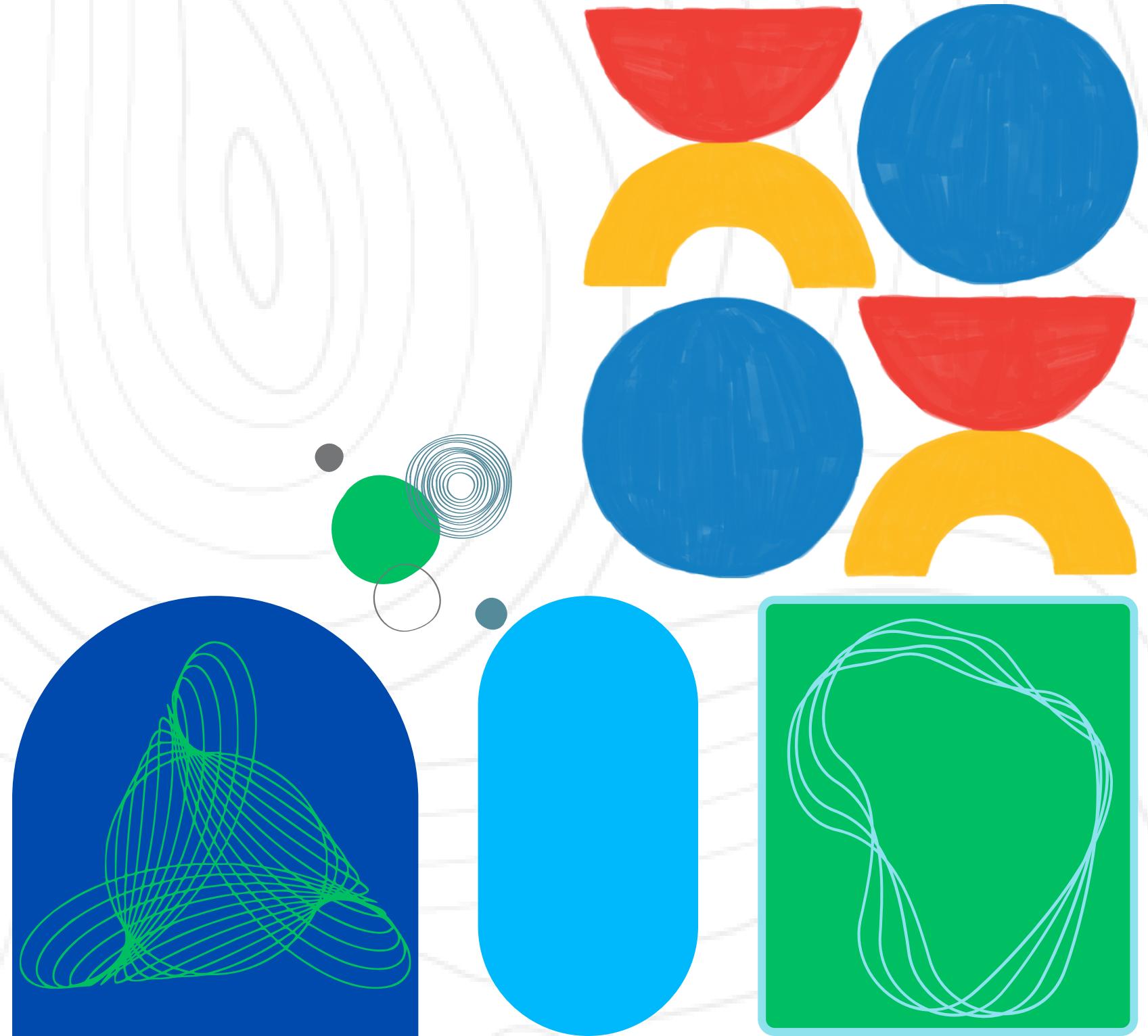
→ Lato

→ Lato
Lorem ipsum dolor sit amet,
consectetuer adipiscing e

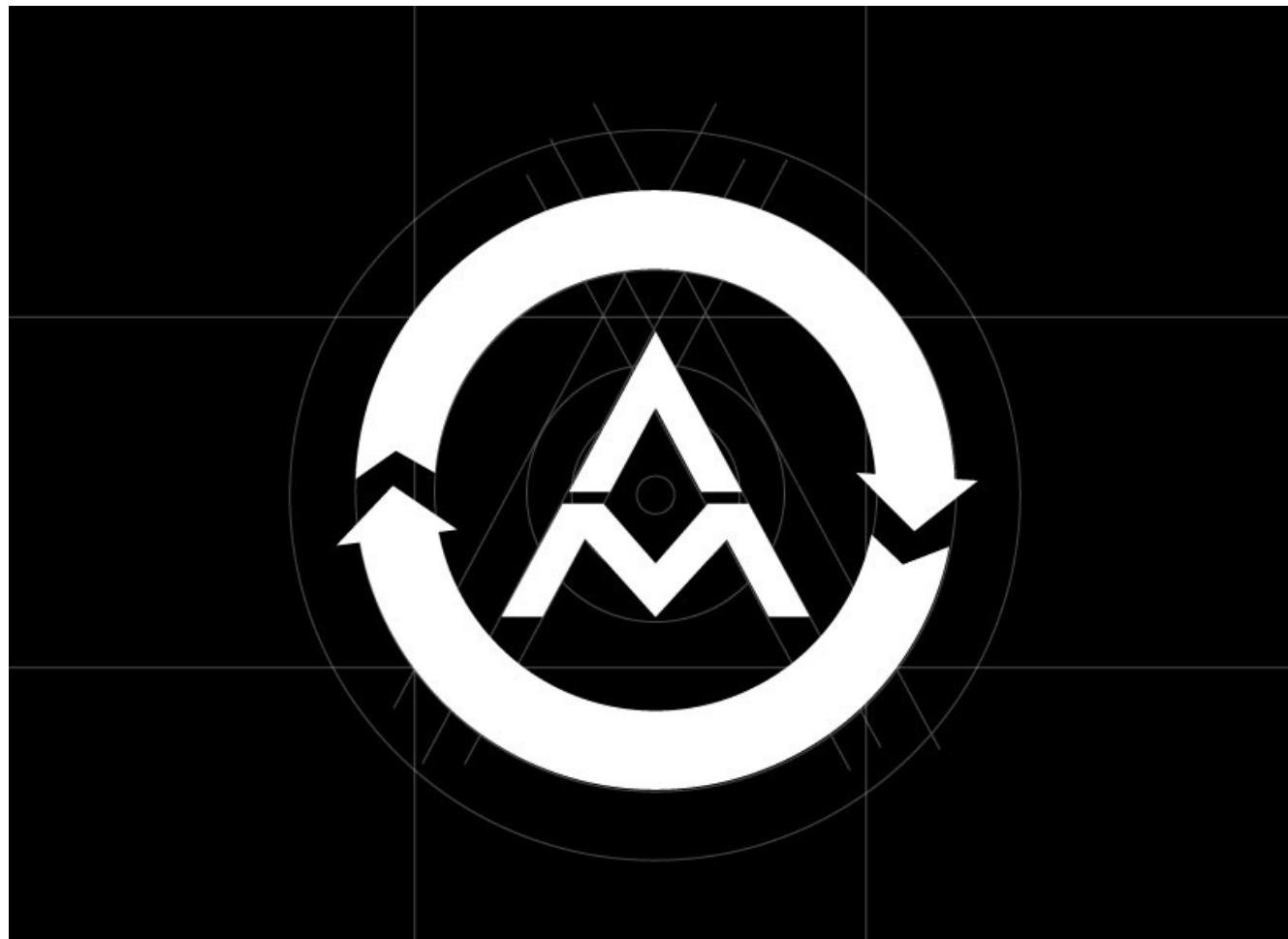


Elements, Shapes & Illustrations

These shapes can be used as design elements to add visual interest, such as geometric and line elements. Here, we explore how the company typically incorporates them.



Exclusion Zones



The safe distance to place the logo

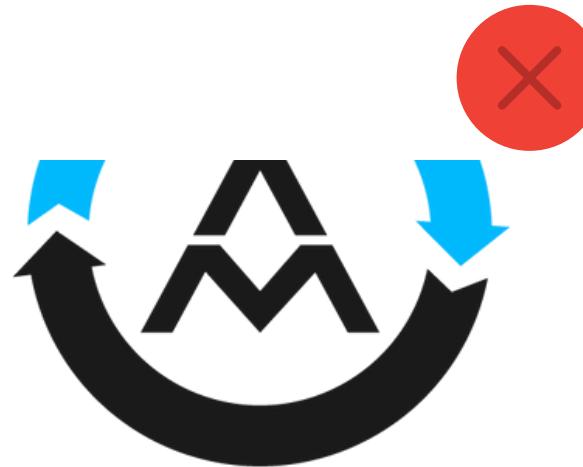


Reminders

Incorrect Use Examples



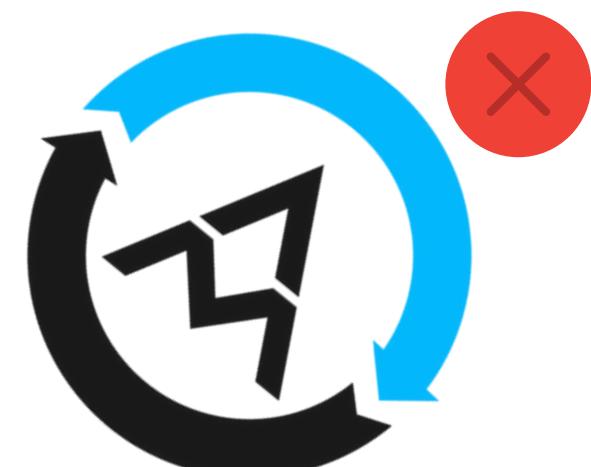
DO NOT change the color.
Use colors in the palette.



DO NOT crop
the logo.



DO NOT add
shadows or effects.



DO NOT rotate
the logo.



DO NOT put over
another illustration



DO NOT use
tint or opacity.



Logo Variation

Vertical



Horizontal



Icon





Download the Resources

www.aryaminds.com