

# Ramu Ki Sabji

## Brand Guidelines



# Ramu Ki Sabji

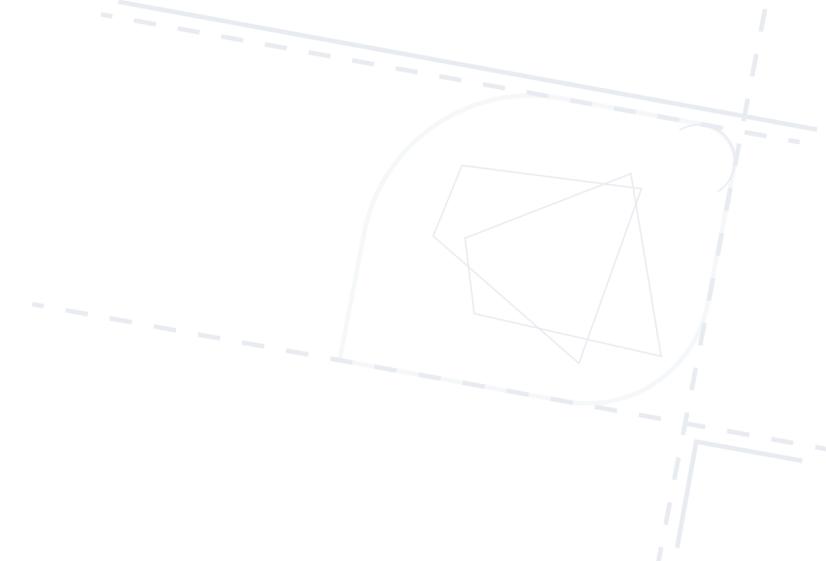
Taste the Essence of India

# BRAND GUIDELINES

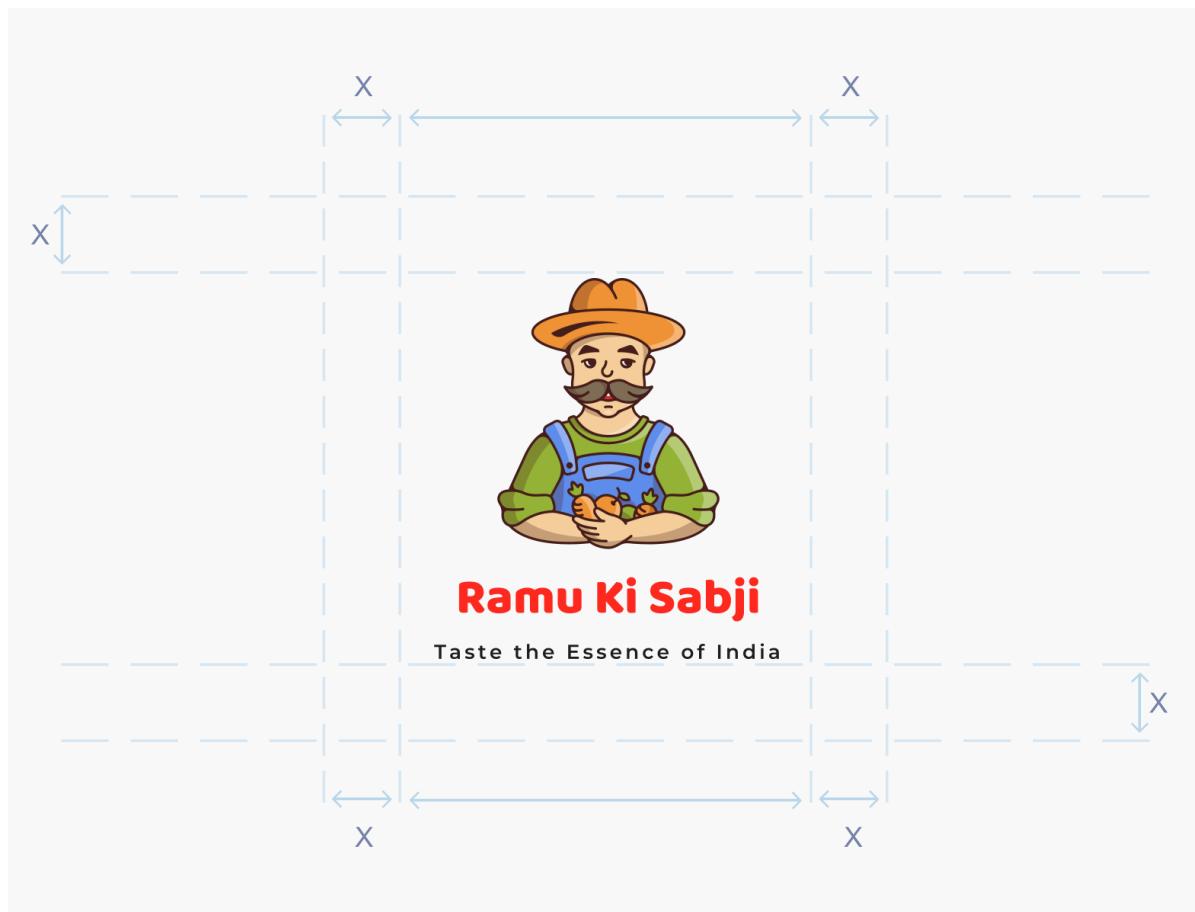
Consistency is the key to successful branding. The brand image depends on how the company is presented. Brand guidelines help companies to stay consistent across different channels by following a certain set of rules and visual guidelines.

With these standards and rules, it will be easier to maintain the brand image independent of who uses the visual assets. The brand guidelines include general information about the company logo, its usage, color variations, and typography.

# PAGINATION



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Logo Name: **Ramu Ki Sabji**

Tagline: **Taste the Essence of India**

Always keep enough space around the logo to maintain it's presentable look and feel. Find more unpreferable usage examples of the logo on page06.

# COLOR VARIATIONS



Color logo on a white background



Color logo on a black background



Color logo on a transparent background

# DON'TS

## INCORRECT WAYS TO USE THE LOGO



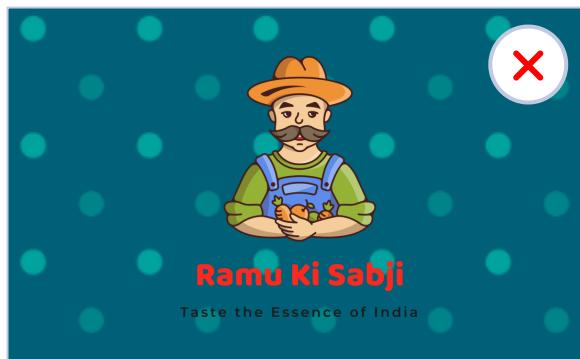
**Do not** tilt or rotate the logo in any direction.



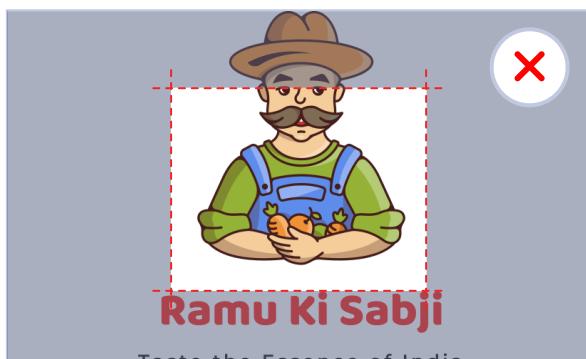
**Do not** reverse or flip the logo.



**Do not** put irrelevant shapes and texts around or on the logo.



**Do not** put disturbing or low-contrast backgrounds behind the logo.



**Do not** crop the logo in any way.



**Do not** stretch or change the original shape of the logo.

# COLOR PALETTE

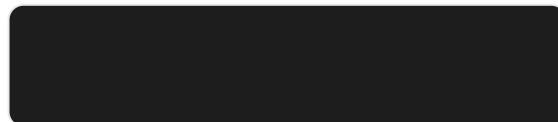
Logo name color



HEX #FD291F

RGB A 253,41,31,1

Tagline color



HEX #1D1D1D

RGB A 29,29,29,1

Symbol colors



HEX #451E1B

RGB A 69,30,27,1



HEX #EF9235

RGB A 239,146,53,1



HEX #94B236

RGB A 148,178,54,1



HEX #5E8CEA

RGB A 94,140,234,1



HEX #F4CD9A

RGB A 244,205,154,1

# TYPOGRAPHY

AA

Ramu Ki Sabji  
Baloo Bhai Regular

AA

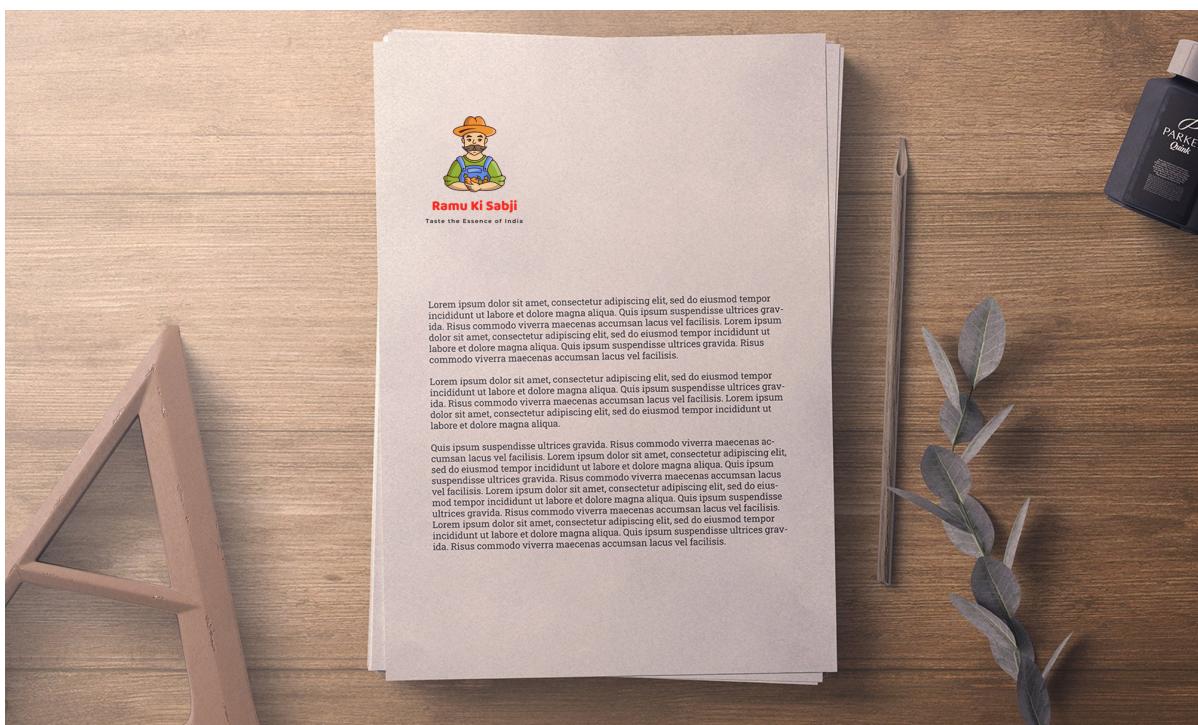
Taste the Essence of India  
Montserrat-SemiBold

# MOCKUPS

## NOTEBOOK MOCKUP

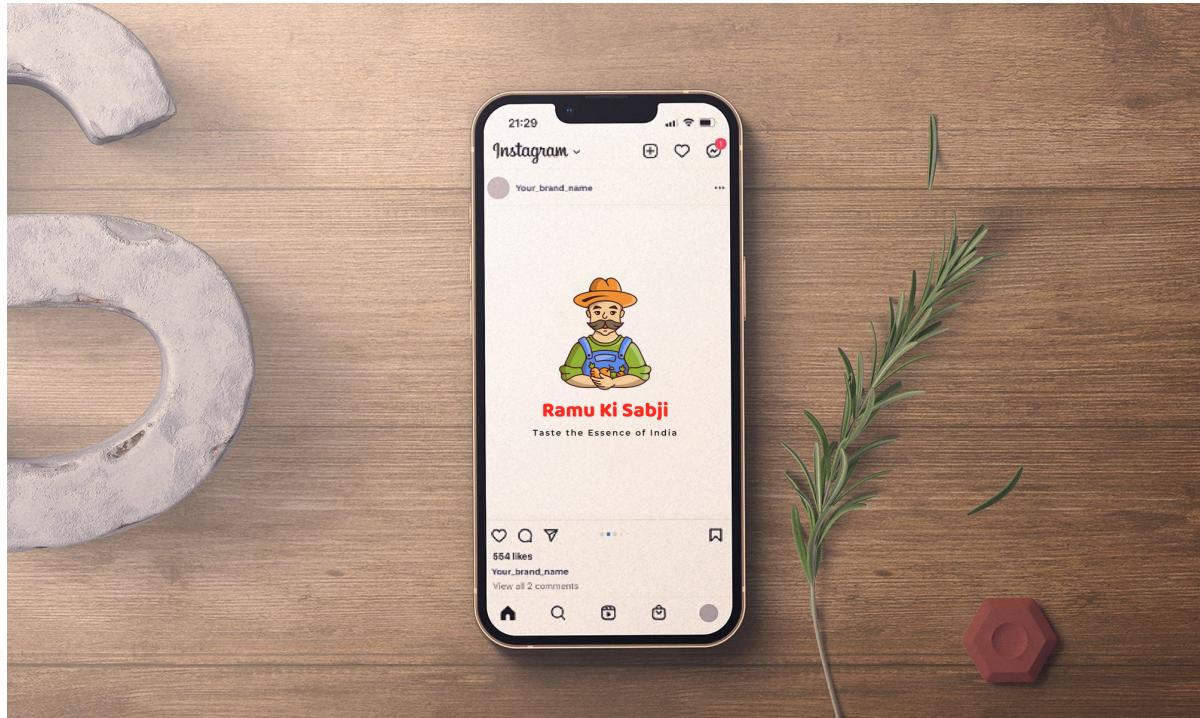


## A4 MOCKUP

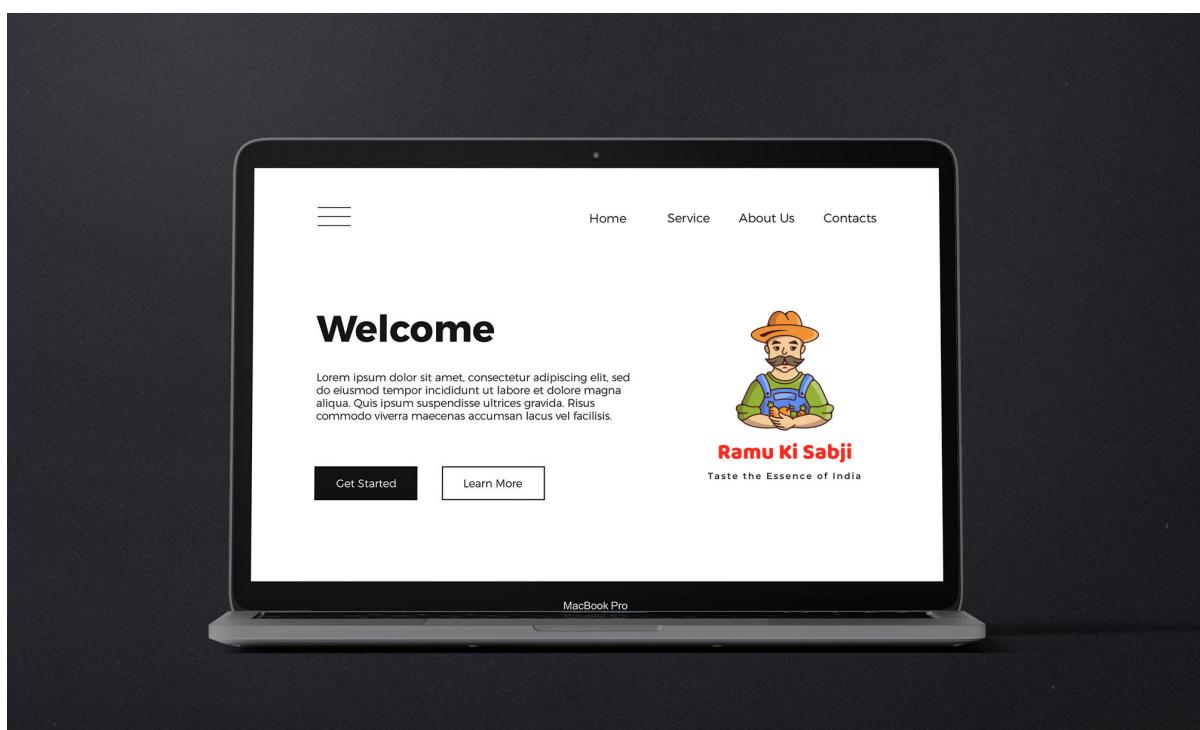


# MOCKUPS

## SMARTPHONE MOCKUP



## LAPTOP MOCKUP





A large, light gray dashed circle is centered on the page, partially overlapping a grid of small, light gray dots. The dots are arranged in a grid pattern across the entire page.

**THANK YOU**

**Ramu Ki Sabji**  
Brand Guidelines