

BRAND  
GUIDELINES

# BRAND GUIDELINES

Presentation By Anveshan

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# OUR BRAND

where timeless elegance meets  
conscious craftsmanship.

BRAND GUIDELINES



# MOOD BOARD

Anveshan is a journey of rediscovery – of textiles, traditions, and timeless beauty. Rooted in Indian heritage yet shaped by modern minimalism, the brand embodies a harmonious blend of cultural richness and contemporary design.

# OUR PLAN

## VISION

Our ultimate goal is to become a global symbol for a fashion industry that is both beautiful and intentional, where the journey of discovery is woven into every stitch.

## MISSION

At Anveshan, our mission is to redefine luxury through thoughtful design, sustainable practices, and the celebration of artisanal heritage. We believe that fashion should be a reflection of values.

# OUR TEAM



**HOWARD O.**  
Founder



**MORGAN M.**  
Graphic Designer



**OLIVIA W.**  
Art Director

# THE PRODUCT

Featuring a unique design that captures the essence of both classic and contemporary fashion, this product is a must-have for those who appreciate quality and craftsmanship.



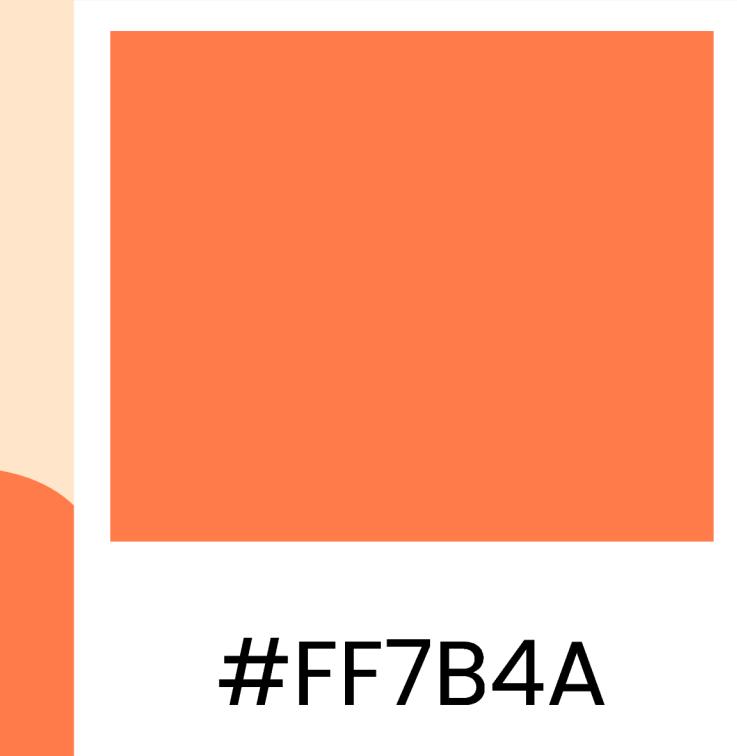
# PALETTE



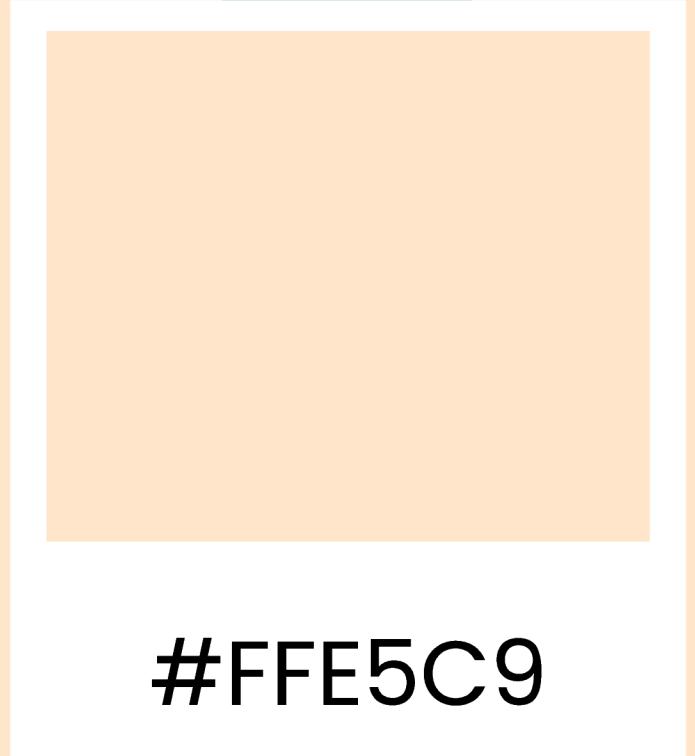
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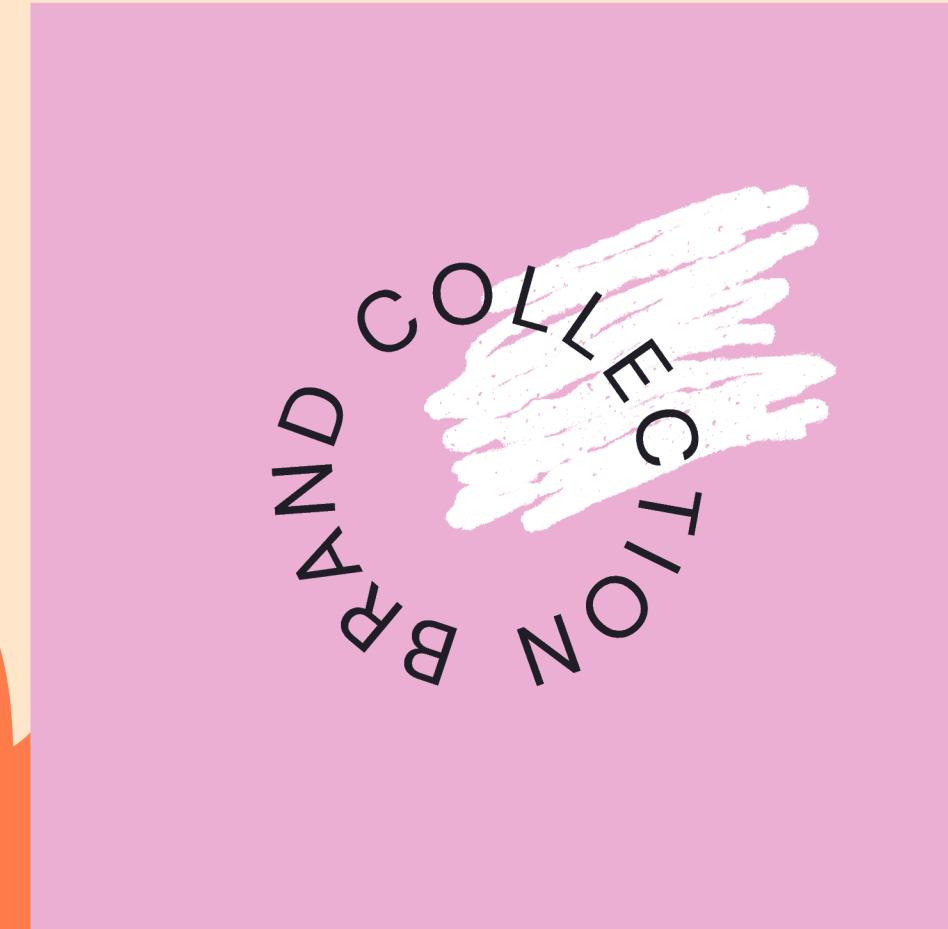
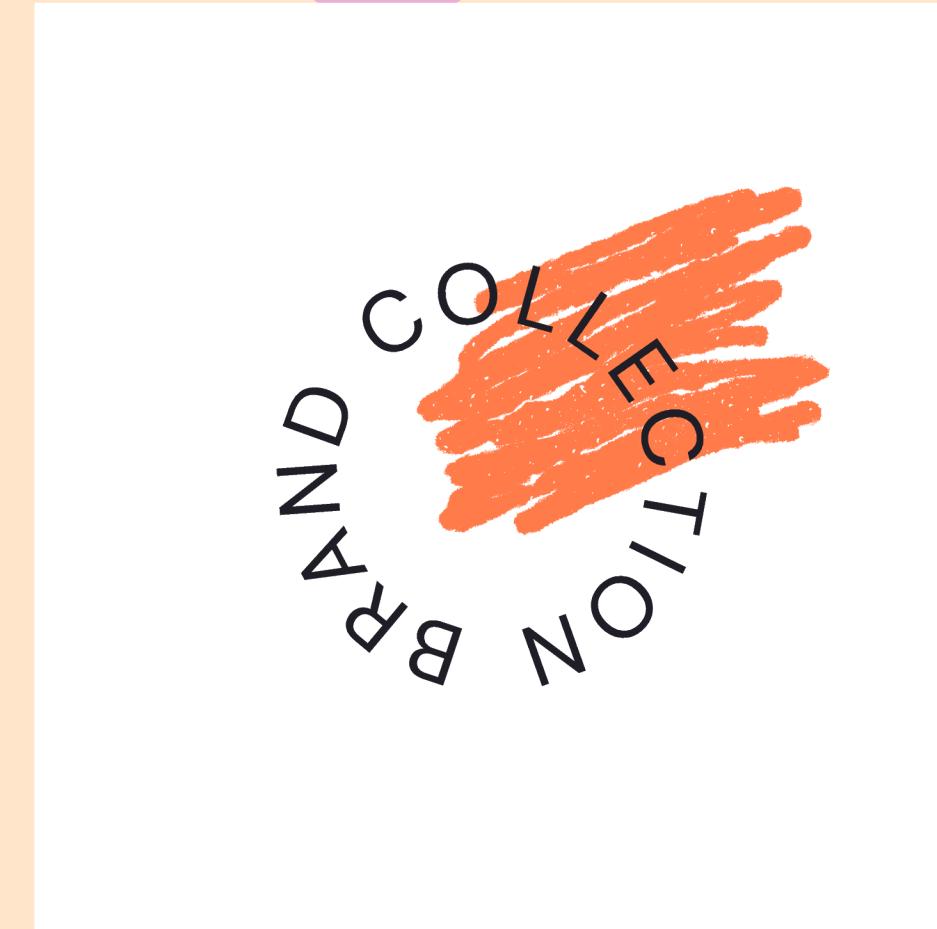


#FF7B4A



#FFE5C9

# LOGO VARIATION



# TYPEFACE

## TYPOGRAPHY

At Anveshan, typography isn't just about words—it's about crafting an experience that resonates with those who appreciate the art of fashion.

## POPPINS

**Aa Bb Cc 123**  
**Aa Bb Cc 123**

# CONTACT US



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