



# Brand Book

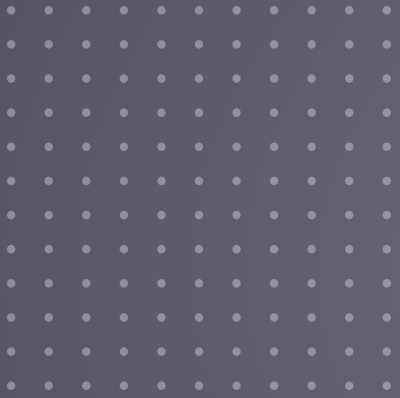
# Brand Guideline

## Business cards



## Stationery





# Brand Book

2025

# **Content**

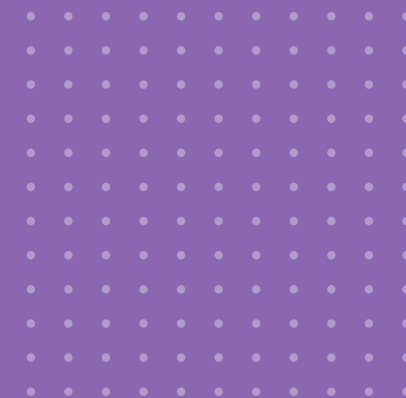
**02. Logo**

**05. Color palette**

**07. Typography**

**10. Trademark symbol**

**12. Applications**



**Logo**

# Logo Grid



## Logo Usage

For single color use cases, the logo and logomark or wordmark must use the following convention of light color type on a dark background or in a dark color type on a light background.

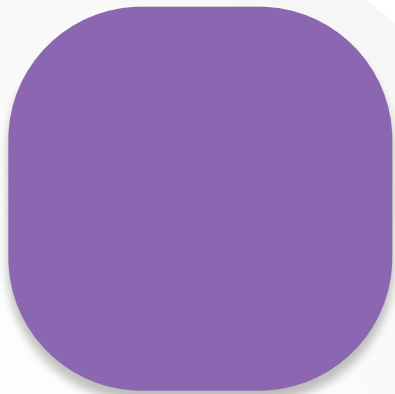
For using the colored version on light backgrounds the logo wordmark and center wave must be in the Odyssey Grey color (see color palette page for HEX and rgb values). For all other use cases the logo and logomark or wordmark must be present together following the main color palette and on a colored or dark background for best contrast.



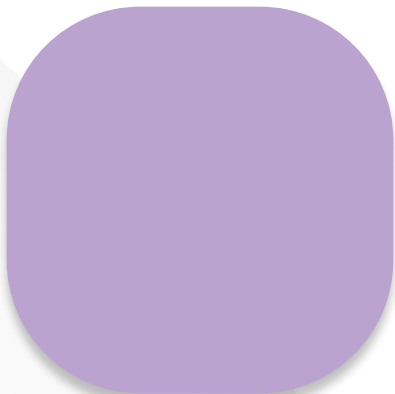


**Color palette**

# Color palette



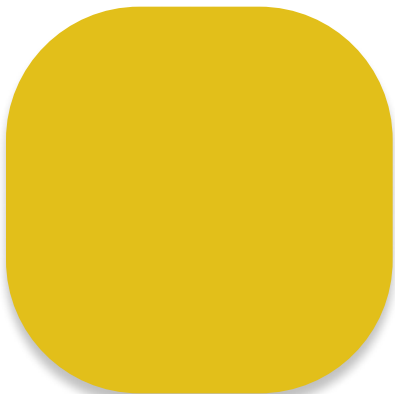
**Ce Soir**  
rgb(141, 103, 177)  
#8D67B1



**Moon Raker**  
rgb(186, 163, 207)  
#BAA3CF



**Cumulus**  
rgb(243, 238, 187)  
#F3EEBB



**Sunflower**  
rgb(227, 192, 27)  
#E3C01B



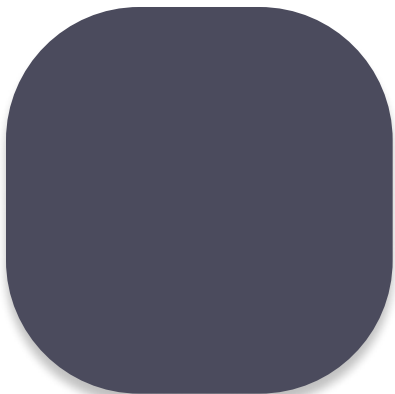
**White**  
rgb(255, 255, 255)  
#FFFFFF



**White Smoke**  
rgb(243, 243, 253)  
#F3F3FD



**Very Light Grey**  
rgb(201,201,201)  
#C9C9C9



**Odyssey Grey**  
rgb(76, 76, 94)  
#4C4C5E





# Typography

# Typography

The primary logo font for the wordmark is **Rajdhani Bold**. Other variations such as Light, Regular, Medium, or SemiBold should not be used to alter the logo wordmark.



Rajdhani

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  
0123456789  
! ? @ & ... < " ' " > [ , ; ] ( - ) # \$ % /

Rajdhani Light	AaBbC
Rajdhani Regular	AaBbC
Rajdhani Medium	AaBbC
Rajdhani SemiBold	AaBbC
<b>Rajdhani Bold</b>	<b>AaBbC</b>

# Typography

For other print or online media, but not limited to presentations, posters, post cards, brochures, pamphlets, social media, email signatures, etc, the complimentary font to use is **Poppins**.



Poppins

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  
0123456789  
! ? @ & ... < " " > [ . , ; ] ( - ) # \$ % /

Poppins Light	AaBbC
Poppins Regular	AaBbC
Poppins Medium	AaBbC
Poppins SemiBold	AaBbC
Poppins Bold	AaBbC



**Trademark symbol**

## Security space



The minimum distance between other elements and the logo is 20% of the logo height.

## Incorrect uses



Do not alter the proportion, stretch or deform the logo, modify spacing or any elements



Don't rotate or change the logo orientation



Don't change the colors, add gradients or shadows or strokes

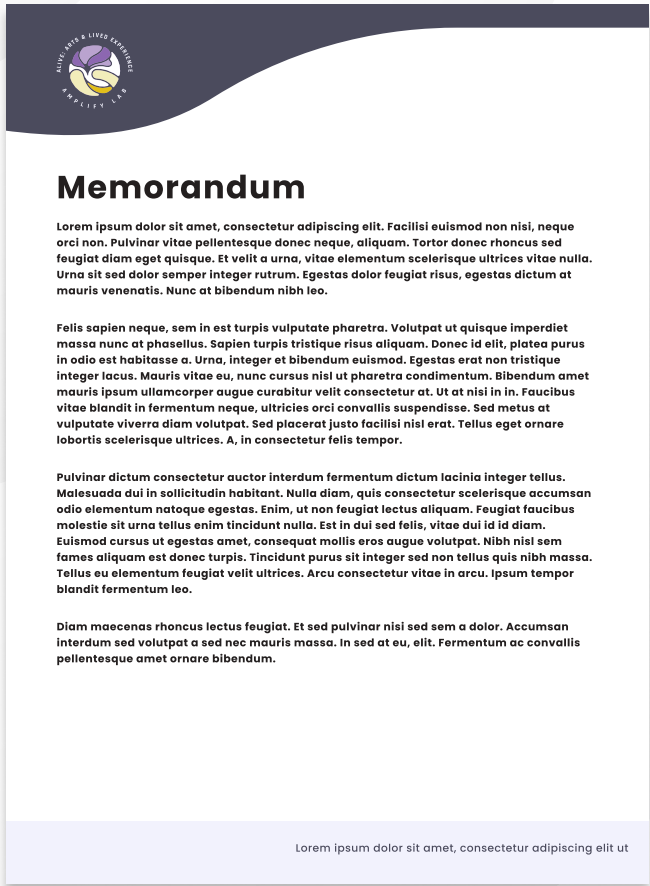


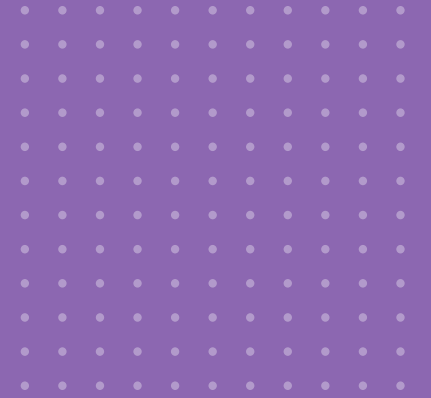
# Applications

# Business cards



# Stationery





# Thanks