



# Brand Kit

Visual Identity & Brand Guidelines

VERSION 1.0

Company: CredSuvidha

Date: February 2026

Domain: [www.credsuvidha.com](http://www.credsuvidha.com)

Industry: Financial Services (Fintech)

**Trusted Partner. Swift Solutions.**

# Brand Overview

CredSuvidha is a modern financial services facilitator providing smart financial solutions across loans, credit cards, and insurance. With 50+ banking partners and 10,000+ satisfied customers, we make financial decisions simple, transparent, and accessible for every Indian.

## Trusted Partner. Swift Solutions.

*Primary brand tagline — used across all communications*

### Brand Values

#### ● Trust

RBI regulated partners, IRDAI registered, ISO 27001 compliant. Security and compliance at our core.

#### ● Speed

Swift paperless loan approvals. Quick turnaround powered by 50+ banking partners.

#### ● Expertise

24/7 expert support. 500+ Cr loans disbursed. 10,000+ happy customers served.

#### ● Simplicity

Clean, modern, and accessible. Making financial decisions easy for every Indian.

### Key Metrics

**500+ Cr**

Loans Disbursed

**10,000+**

Happy Customers

**50+**

Banking Partners

**24/7**

Expert Support

# Logo

The CredSuvidha logo features interlocking C and S letterforms with an upward growth arrow, symbolizing financial progress and trusted partnership. The navy blue represents trust and stability, while the gold represents prosperity and value.

## Primary — Light Background



## On Brand Cream — #FAF6F1



## Logo Elements

Element	Description
<b>Symbol</b>	Interlocking "C" (navy blue) and "S" (gold) with upward growth arrow
<b>Wordmark</b>	"CREDSUVIDHA.COM" in navy blue uppercase
<b>Tagline</b>	"TRUSTED PARTNER. SWIFT SOLUTIONS." in gold
<b>Min Size</b>	120px wide (digital) / 30mm (print)

<b>Clear Space</b>	Equal to the height of the "C" around all sides
--------------------	---

## Usage Guidelines

<b>Do ✓</b>	<b>Don't ✗</b>
Use on white, cream, or very light backgrounds	Don't stretch or distort the logo
Use inverted (white) version on dark backgrounds	Don't change the logo colors
Maintain proportions when scaling	Don't place on busy or low-contrast backgrounds
Keep minimum clear space around logo	Don't add effects like drop shadows or outlines

# Color Palette

Our color system is built around trust (navy blue), warmth (gold/amber), energy (orange), and growth (emerald green).

## Primary — Brand Blue

Swatch	Name	Hex Code	Usage
<span style="background-color: #142857; width: 10px; height: 10px; display: inline-block;"></span>	950 Navy Dark	#142857	Dark backgrounds, footers
<span style="background-color: #193f8f; width: 10px; height: 10px; display: inline-block;"></span>	900 Navy	#193f8f	Deep accents
<span style="background-color: #1747b6; width: 10px; height: 10px; display: inline-block;"></span>	800 Deep Blue	#1747b6	Strong emphasis
<span style="background-color: #1458e1; width: 10px; height: 10px; display: inline-block;"></span>	700 Blue	#1458e1	Links, interactive
<span style="background-color: #1a6ef5; width: 10px; height: 10px; display: inline-block;"></span>	600 Primary ★	#1a6ef5	Primary CTA, buttons, icons
<span style="background-color: #338dff; width: 10px; height: 10px; display: inline-block;"></span>	500 Bright	#338dff	Hover states, secondary CTA
<span style="background-color: #59b0ff; width: 10px; height: 10px; display: inline-block;"></span>	400 Light	#59b0ff	Decorative elements
<span style="background-color: #8ecdff; width: 10px; height: 10px; display: inline-block;"></span>	300 Lighter	#8ecdff	Subtle highlights
<span style="background-color: #bce0ff; width: 10px; height: 10px; display: inline-block;"></span>	200 Pale	#bce0ff	Light borders
<span style="background-color: #d9edff; width: 10px; height: 10px; display: inline-block;"></span>	100 Wash	#d9edff	Subtle backgrounds
<span style="background-color: #eef7ff; width: 10px; height: 10px; display: inline-block;"></span>	50 Tint	#eef7ff	Page tint, badges

## Logo Colors (Extracted)

Swatch	Name	Hex Code	Usage
<span style="background-color: #1B3A5C; width: 10px; height: 10px; display: inline-block;"></span>	Logo Navy	#1B3A5C	C letterform, wordmark text
<span style="background-color: #C5961E; width: 10px; height: 10px; display: inline-block;"></span>	Logo Gold	#C5961E	S letterform, tagline text
<span style="background-color: #FAF6F1; width: 10px; height: 10px; display: inline-block;"></span>	Logo Background	#FAF6F1	Original logo background

## Accent — Orange

Swatch	Name	Hex Code	Usage
<span style="color: #c2410c;">■</span>	700 Dark	#c2410c	Pressed state
<span style="color: #ea580c;">■</span>	600 Medium	#ea580c	Hover state
<span style="color: #f97316;">■</span>	500 Primary ★	#f97316	Accent CTA, highlights
<span style="color: #fb923c;">■</span>	400 Light	#fb923c	Soft accent
<span style="color: #fdbd74;">■</span>	300 Lighter	#fdbd74	Decorative
<span style="color: #ffff7ed;">■</span>	50 Tint	#ffff7ed	Accent background

## Success — Emerald Green

Swatch	Name	Hex Code	Usage
	600 Dark	#059669	Success dark
	500 Primary	#10b981	Success indicators, positive values
	400 Light	#34d399	Ticker positive values
	50 Tint	#ecfdf5	Success background

## Neutrals — Slate Grays

Swatch	Name	Hex Code	Usage
	Slate 900	#0f172a	Strongest text
	Text Primary	#1e293b	Body text
	Slate 700	#334155	Strong secondary
	Text Secondary	#64748b	Secondary text, captions
	Text Muted	#94a3b8	Muted text, placeholders
	Border	#e2e8f0	Borders, dividers
	Background Alt	#f8fafc	Alt section backgrounds
	White	#ffffff	Page backgrounds, cards

# Gradients

---

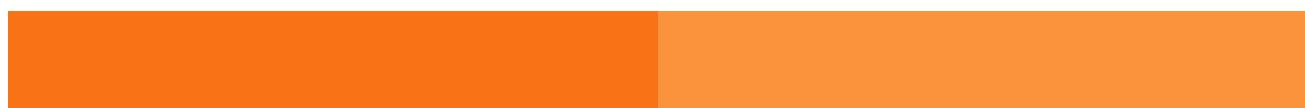
Signature gradients used across buttons, backgrounds, and accent elements.



Primary CTA: brand-600 → brand-500



Hero / Header: navy → brand-600 → brand-500



Accent CTA: accent-500 → accent-400



Gradient Text: brand-600 → brand-500 → accent-500



Success: emerald-600 → emerald-500



Logo Badge: brand-600 → brand-400

## CSS Specifications

Name	CSS Value
<b>Primary CTA</b>	<code>linear-gradient(135deg, #1a6ef5, #338dff)</code>
<b>Hero</b>	<code>linear-gradient(135deg, #142857 0%, #1a6ef5 50%, #338dff 100%)</code>
<b>Accent CTA</b>	<code>linear-gradient(135deg, #f97316, #fb923c)</code>
<b>Gradient Text</b>	<code>linear-gradient(135deg, #1a6ef5 0%, #338dff 50%, #f97316 100%)</code>
<b>Success</b>	<code>linear-gradient(135deg, #059669, #10b981)</code>
<b>Logo Badge</b>	<code>linear-gradient(to bottom right, #1a6ef5, #59b0ff)</code>

# Typography

A dual typeface system combining clean sans-serif for body text with elegant serif for display elements.

## Inter — Primary Typeface (Sans-Serif)

Used for body text, navigation, buttons, labels, and all UI elements. Available weights: Light (300) through Black (900).

Weight	Size	Usage
<b>Light (300)</b>	—	Subtle body text, descriptions
<b>Regular (400)</b>	14-16px	Body text, paragraphs
<b>Medium (500)</b>	13-14px	Navigation, labels, badges
<b>SemiBold (600)</b>	14px	Buttons, strong emphasis
<b>Bold (700)</b>	20-40px	Section headers, card titles
<b>ExtraBold (800)</b>	48-60px	Hero headlines, H1
<b>Black (900)</b>	—	Special emphasis only

## Playfair Display — Display Typeface (Serif)

Used sparingly for hero headlines and special emphasis. Conveys elegance and authority. Available in Bold (700) and ExtraBold (800).

## Type Scale

Element	Font	Size	Weight
<b>Hero H1</b>	Inter	48-60px	ExtraBold (800)
<b>Section H2</b>	Inter	36-40px	Bold (700)
<b>Card H3</b>	Inter	20-24px	SemiBold (600)
<b>Body</b>	Inter	14-16px	Regular (400)
<b>Small / Label</b>	Inter	12-13px	Medium (500)
<b>Caption</b>	Inter	10-11px	Medium, uppercase
<b>Display</b>	Playfair Display	36-60px	Bold/ExtraBold

## Font Loading

```
https://fonts.googleapis.com/css2?family=Inter:wght@300;400;500;600;700;800;900&family=Playfair+Display:wght@700;800&display=swap
```

# Buttons & UI Components

## Button Variants

Variant	Background	Text	Shadow	Usage
<b>Primary</b>	gradient(#1a6ef5, #338dff)	White	brand-500/30	Main CTA: Get Started, Apply Now
<b>Secondary</b>	White + 2px brand border	#1a6ef5	None	Secondary: Explore Services
<b>Accent</b>	gradient(#f97316, #fb923c)	White	accent-500/30	Highlight CTA
<b>Dark</b>	#142857 solid	White	None	Subtle: Learn More

Border-radius: 100px (pill shape) • Padding: 12px 28px • Font: Inter SemiBold 14px • Transition: 300ms

## UI Effects

Effect	CSS Properties	Usage
<b>Glass Morphism</b>	bg: rgba(255, 255, 255, 0.08); backdrop-filter: blur(10px); border: 1px solid rgba(255, 255, 255, 0.15)	Hero states, overlaid cards
<b>Card Hover</b>	transform: translateY(-8px); box-shadow: 0 25px 60px rgba(0,0,0,0.12)	Service cards, feature cards
<b>Pulse Glow</b>	box-shadow: 0 0 20-40px rgba(26,110,245,0.3-0.5)	Active states, attention draw
<b>Scroll Reveal</b>	opacity: 0→1; translateY(30px)→0; transition: 0.8s ease	Section entrance animations

# Brand Information

## Company Details

Field	Value
Company Name	CredSuvidha
Tagline	Trusted Partner. Swift Solutions.
Description	Smart Financial Solutions for a Better Tomorrow
Domain	www.credsuvihda.com
Industry	Financial Services (Fintech)
Copyright	© 2025 CredSuvidha. All rights reserved.

## Contact Information

Channel	Details
Phone	+91 93076 73391
Email	info@credsuvihda.com
Website	<a href="https://www.credsuvihda.com">https://www.credsuvihda.com</a>
Social	Facebook • Twitter/X • LinkedIn • Instagram

## Compliance & Certifications

### ✓ RBI Regulated Partners

All banking partners are regulated by the Reserve Bank of India

### ✓ IRDAI Registered

Insurance products through IRDAI registered entities

### ✓ ISO 27001 Compliant

Information security management system compliance

## Technical Specifications

Component	Details
-----------	---------

<b>CSS Framework</b>	Tailwind CSS via CDN (cdn.tailwindcss.com) with custom theme
<b>Fonts</b>	Google Fonts: Inter (300-900) + Playfair Display (700-800)
<b>JavaScript</b>	Vanilla JS — scroll reveal, counter animation, mobile menu, smooth scroll
<b>Architecture</b>	Single-page HTML application — no build step required
<b>Hosting</b>	Netlify (static) — custom domain: www.credsuvihda.com
<b>Git</b>	Version controlled — deployed via Git push to Netlify

# Asset Inventory

Asset	File Path	Purpose
Primary Logo	<a href="#">logo.png</a>	Full logo — symbol + wordmark + tagline
Logo (Assets)	<a href="#">assets/images/logo.png</a>	Same logo in organized assets folder
Brand Kit (HTML)	<a href="#">assets/brandkit/brand-guidelines.html</a>	Interactive visual brand guidelines
Brand Kit (PDF)	<a href="#">assets/brandkit/CredSuvidha-BrandKit.pdf</a>	This document
Brand Tokens	<a href="#">assets/brandkit/brand-tokens.json</a>	Machine-readable design tokens
Website	<a href="#">index.html</a>	Main website (single-page application)
Netlify Config	<a href="#">netlify.toml</a>	Deployment config with headers & redirects

**This brand kit is a living document.** As CredSuvidha evolves, update this guide to reflect new brand elements, services, and visual standards. Consistency is key to building a strong, trusted brand presence.