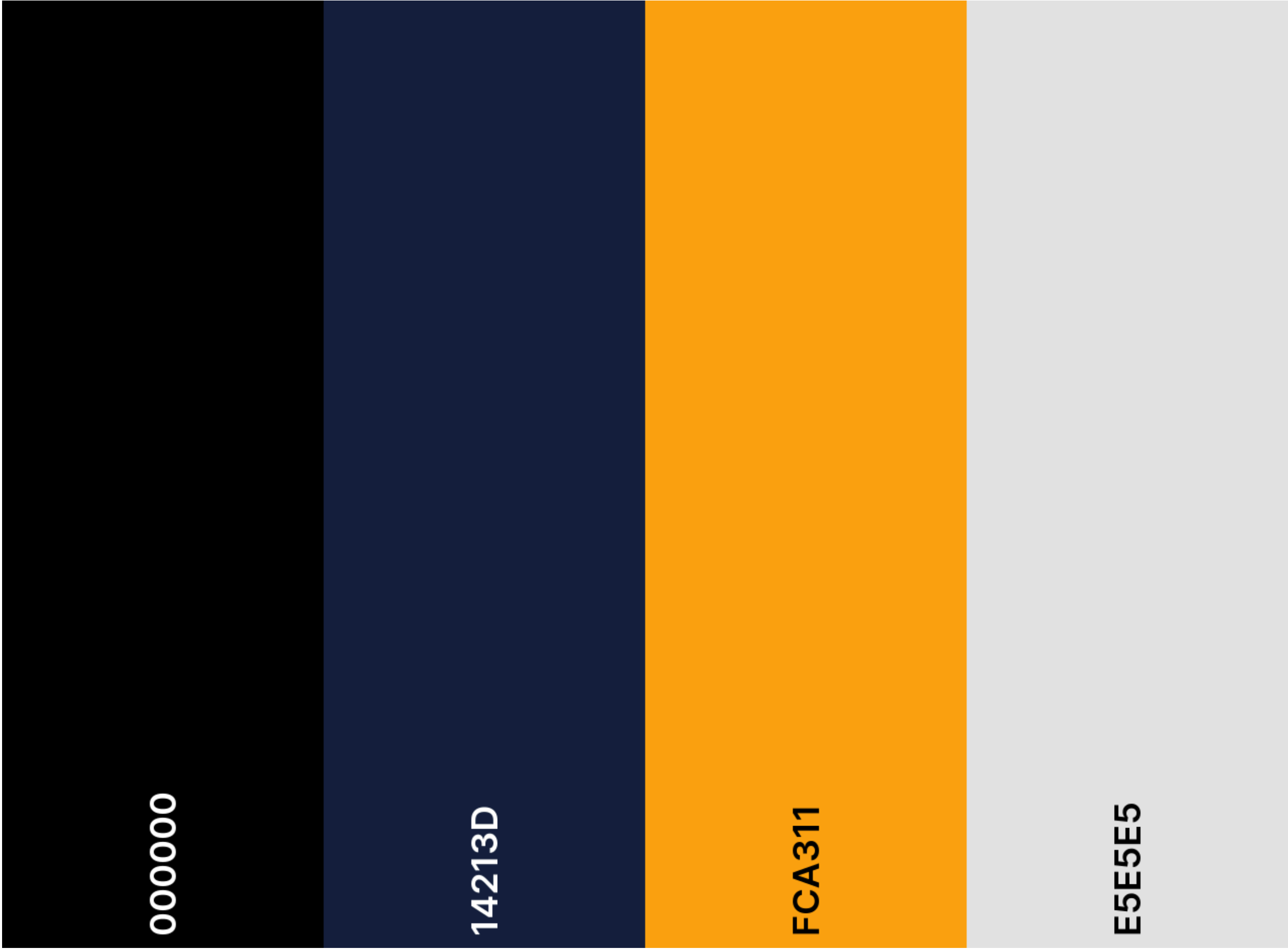


SASSI
लौकिक

Brand Book

Our Colour Palette



Typeface

MADE OUTER SANS

इलमार्कन

Our Logo

Lotus Flower: The lotus represents growth, wisdom, and resilience, symbolising Indian students adapting to a new academic and cultural environment.

Uplifted Hands: They signify support and guidance, emphasising SASSI's role in helping Indian students integrate into Milan's academic and social landscape.

Laurel Wreath: A new addition above the hands, the laurel wreath is a universal symbol of achievement, success, and academic excellence, reinforcing the organisation's commitment to student growth and accomplishment.



OPTION 1

Primary Logo

Where to Use:

- Website headers (desktop versions)
- Business cards
- Letterheads & official documents
- Large-scale print materials
- Brand presentations & promotional materials



SASSI
लौह

OPTION 2

Primary Logo

Where to Use:

- Website headers (desktop versions)
- Business cards
- Letterheads & official documents
- Large-scale print materials
- Brand presentations & promotional materials

SASSI
लौकिक



Secondary Logo

Where to Use:

- Social media banners & profile headers
- Packaging labels
- Mobile-friendly website headers
- Print materials with space constraints
- Merch (in future)



Submark

Where to Use:

- Social media profile pictures
- Watermark
- App icons & mobile UI elements
- Small promotional materials (stickers, stamps, badges)



Favicon

Where to Use:

- Website browser tab icon
- Mobile app favicon
- Bookmark icons
- Web-based applications

