



01

Brand Guidelines

Anywhere, Anytime!

BRAND GUIDELINES 2025

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BRAND GUIDELINES 2025





Vaishnaw
ON-POINT. ON-TIME.

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Brief History

HOW WE STARTED

Vaishnav Travels began its journey over 15 years ago with a single goal to make travel simple, safe, and accessible for everyone. What started as a modest local car rental service with just one vehicle has grown into a trusted name in the travel industry, known for reliability, transparency, and a customer-first approach.



Professional

NON-INTIMIDATING

We're a family-run business that grew through word of mouth, repeat customers, and a commitment to doing the little things right — like being on time, keeping our vehicles clean, and always picking up the phone. Over the years, we've built long-term relationships, not just with customers, but with families, students, professionals, and travelers from all walks of life.

Vaishnav

BRAND GUIDELINES 2025

Our approach has always been professional — but never intimidating.

We believe in creating a welcoming, down-to-earth experience where you feel heard, respected, and at ease — whether it's your first trip with us or your fiftieth.

Whether it's a quick ride across town or a long-distance trip, we're here to make things easy. No confusing terms, no hidden charges — just friendly, reliable service you can count on.



Professional

We take your time and trust seriously. From clean, well-maintained vehicles to punctual service and clear communication.



Approachable

No corporate coldness here. We're friendly, flexible, and always ready to help — whether you're booking your first ride or just need quick travel advice.



Dependable

Count on us — rain or shine, early morning or late night. We've built our reputation on being there when you need us, every single time.

Logo Variations

Two Types



Main Logo

In most branding systems, Main Logo = Primary Logo. These terms are used interchangeably. This is the logo that represents your brand the most consistently.



Secondary Logo

The secondary logo is a simplified version of our primary logo, designed for flexible use across different platforms.

EVOKE'S A SENSE OF PROFESSIONALISM WITHOUT SEEMING INTIMIDATING

We're still growing, still learning, and still here because of the people who trusted us from day one.



Main Logo Elements

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Logo Mark

WORD MARK

The logo mark is the standalone icon or symbol from our main logo — without any text.





Rules of application

DO'S AND DON'TS

To maintain brand consistency, always use the Vaishnav Travels logo as provided. Stick to the approved color palette and ensure the logo is clear, proportional, and uncropped. Do not change its colors, rotate, distort, or crop any part of it.

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DO NOT change the color.
Use colors in the palette.



DO NOT crop the logo.



DO NOT rotate the logo.

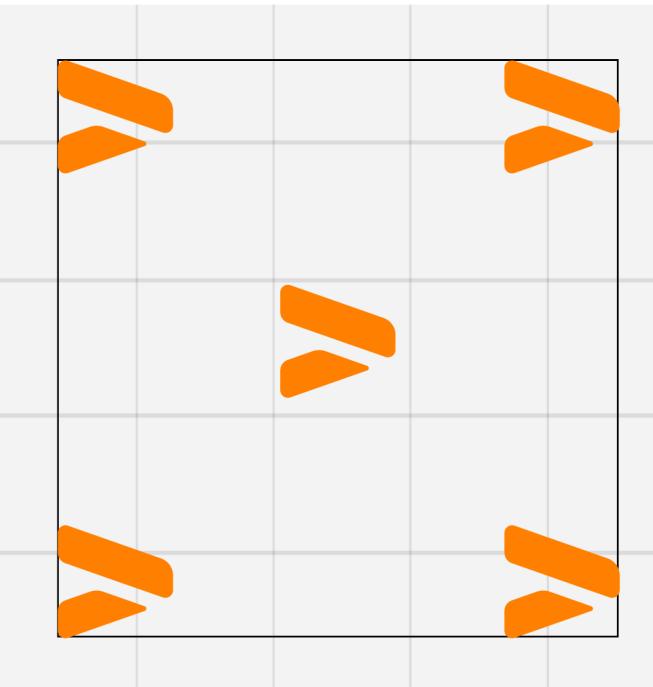


Usage Examples

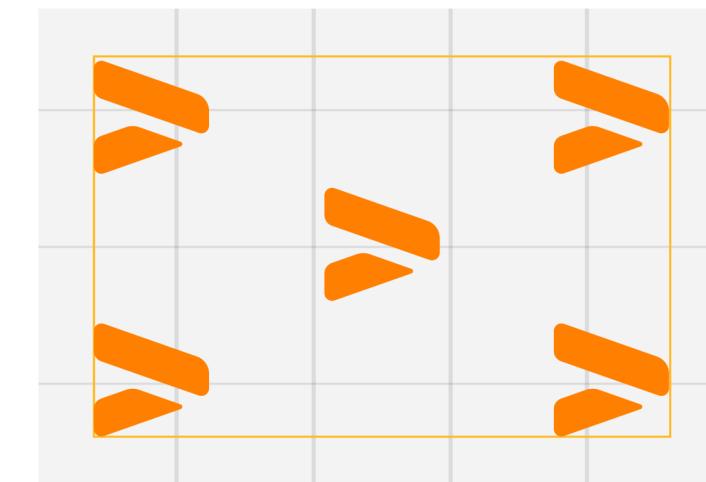
Proper Logo Placement



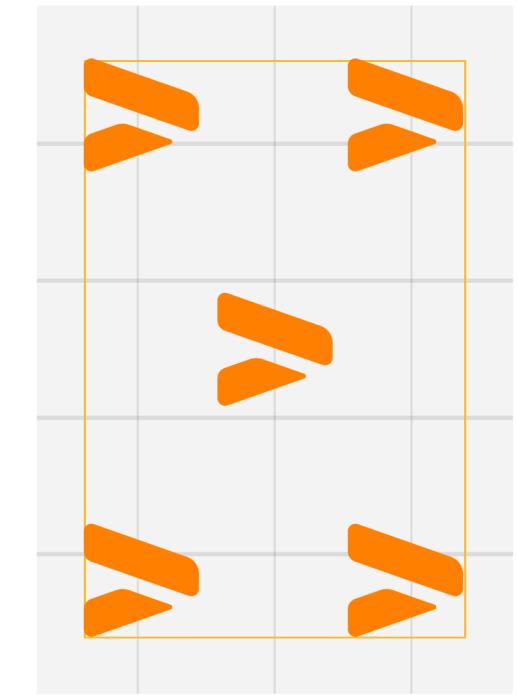
10



Physical Assets



Digital Assets



Promotional

Brand Typography

Main Font

FOR HEADERS

Our typography reflects the clean, professional, and approachable nature of Vaishnav Travels. We use clear, easy-to-read fonts that maintain consistency across all platforms, ensuring our messages are always welcoming and trustworthy.

Aa

Montserrat

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	00	01	02	03
04	05	06	07	08	09





Brand Typography

Alternative

Aa

Clear Sans Regular

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	00	01	02	03
04	05	06	07	08	09

FOR SUBHEADERS

Our typography reflects the clean, professional, and approachable nature of Vaishnav Travels. We use clear, easy-to-read fonts that maintain consistency across all platforms, ensuring our messages are always welcoming and trustworthy.

Font Overview

Our brand uses carefully selected fonts that balance professionalism with approachability. The primary font is clean and modern, perfect for headings and titles, while the secondary font is simple and readable, ideal for body text and captions.



Pairing To Use

The font pairing for Vaishnav Travels combines a strong, modern typeface for headings with a clean, simple font for body text.

PAIRING TO USE

This balance ensures clarity and professionalism while keeping the overall look approachable and easy to read across all media.



Font Hierarchy

Our font hierarchy establishes clear visual structure by using distinct styles and sizes for headings, subheadings, and body text.

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Pairing To Use

SUBTITLE

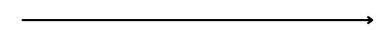
This balance ensures clarity and professionalism while keeping the overall look approachable and easy to read across all media.



Montserrat



Clear Sans (All Caps)

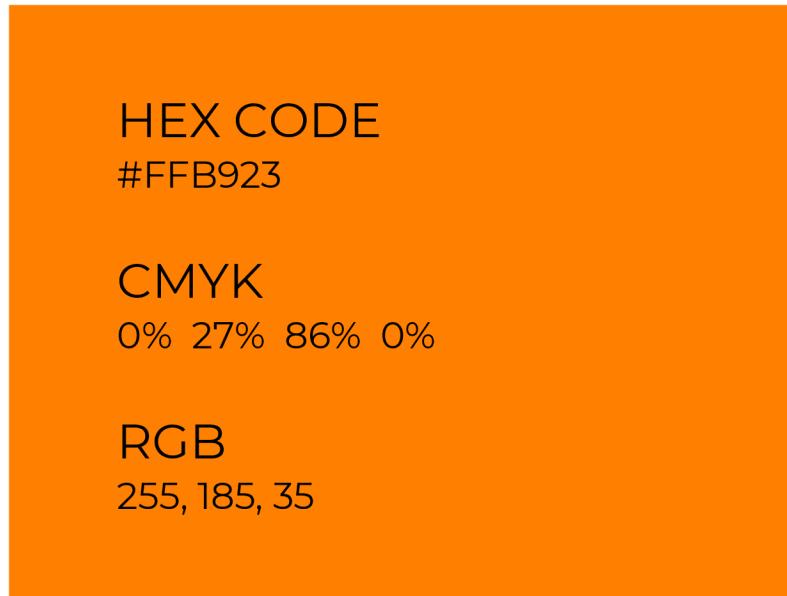


Clear Sans

Color Palette

Corporate Colors

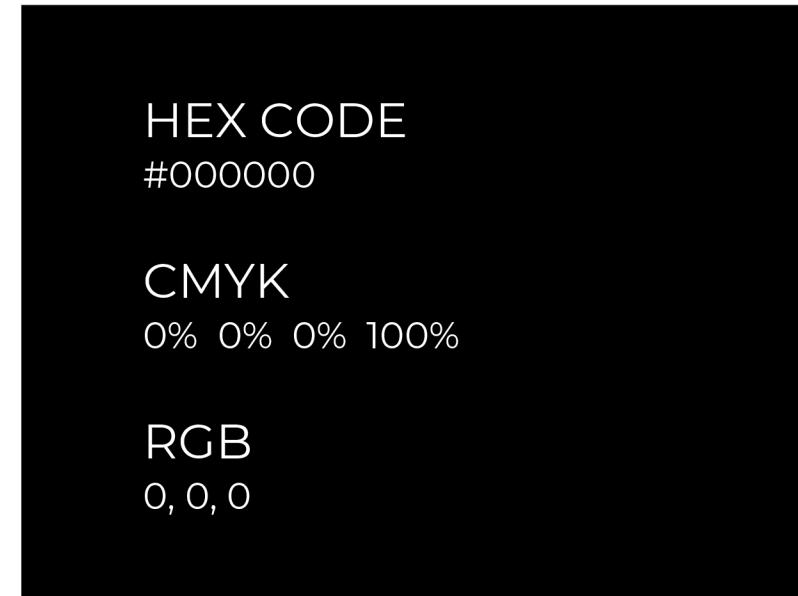
Our color palette reflects the trustworthy and approachable nature of Vaishnav Travels. It features a balanced mix of calming blues and energetic accents, combined with neutral tones for versatility.



HEX CODE
#FFB923

CMYK
0% 27% 86% 0%

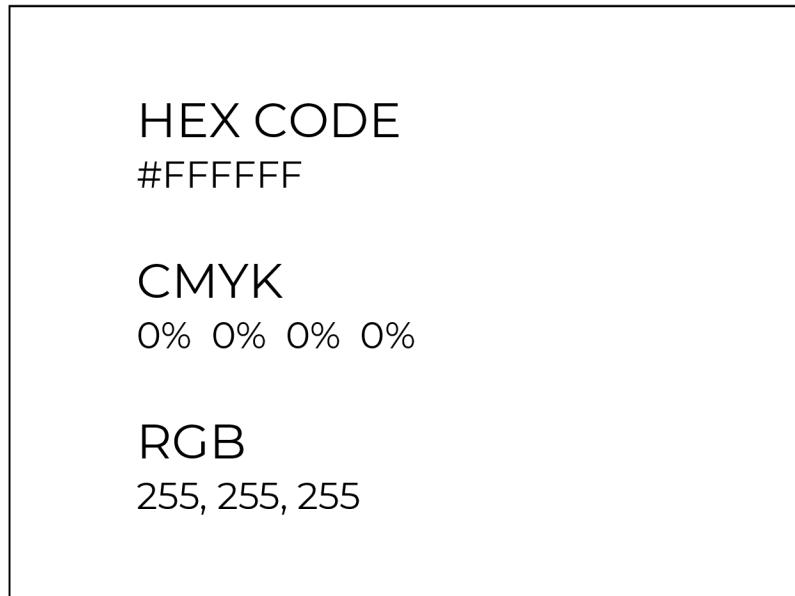
RGB
255, 185, 35



HEX CODE
#000000

CMYK
0% 0% 0% 100%

RGB
0, 0, 0



HEX CODE
#FFFFFF

CMYK
0% 0% 0% 0%

RGB
255, 255, 255



Color Palette

Main

ACCEPTABLE COMBINATIONS

Our color palette reflects the trustworthy and approachable nature of Vaishnav Travels. It features a balanced mix of calming blues and energetic accents, combined with neutral tones for versatility.

Proper Imagery

Connect with audiences

CREATE COHESIVENESS

Proper imagery for Vaishnav Travels should evoke trust, comfort, and adventure.

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Backdrops

GRADIENTS



Backdrop gradients for Vaishnav Travels use smooth transitions between brand colors to add depth and visual interest without overpowering content.



Digital Application

CLEAN AND PROFESSIONAL

Vaishnav Travels' digital appearance is clean, user-friendly, and consistent across all platforms. Our website, app, and social media channels use our brand colors, typography, and imagery thoughtfully to create a seamless, welcoming experience that builds trust and makes booking easy for every traveler.





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Vaishnav Apps Brand Gear

BOLD AND CLEAR



Brand gears are the essential tools and elements that keep Vaishnav Travels running smoothly and consistently. This includes our logo variations, color palette, typography, imagery style, and tone of voice — all working together like well-oiled gears to create a unified and memorable brand experience.

Business Cards

Our business cards are a compact reflection of Vaishnav Travels' professionalism and approachability. Featuring the primary logo, brand colors, and clear contact information, they're designed to make a strong, lasting impression — easy to read and memorable, just like our service.

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CONTACT :
+91 9827245081, 9300510580

EMAIL :
info@vaishnavtravelco.com
vaishnavtravel@yahoo.com

1519, Ratan colony, Gorakhpur , Jabalpur, Madhya Pradesh, India 482001

Vaishnav
T R A V E L S

CONTACT :
+91 9827245081, 9300510580

EMAIL :
info@vaishnavtravelco.com
vaishnavtravel@yahoo.com

1519, Ratan colony, Gorakhpur , Jabalpur, Madhya Pradesh, India 482001

Contact Information

HOW TO REACH OUT



Phone Number

9827245081, 9300510580

Email Address

info@vaishnavtravelco.com

Website

www.vaishnavtravelco.com

Resource Page

Use these icons and illustrations
in your Presentations & graphics.
Happy designing!

