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# BRANDING

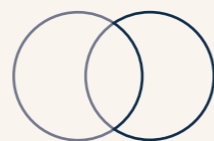
## WHO ARE WE?

# WE'RE LOW-RISK, HIGH VALUE

\*DESIGN STUDIO

We believe that every external agency is a risk to you. Every time you introduce a new element into your business equation you cannot predict the outcomes. We try to reduce your concerns through the following ways.

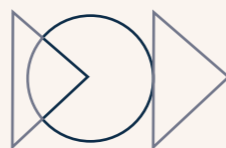
We put robust systems of checks and balances into place, giving equal weightage to creativity and accountability



We're a full scale agency with end to end digital solutions, limiting your dependability on multiple organisations



Our team is dedicated to limited clients, ensuring we learn your industry in-depth and work towards providing you with the best possible solutions.



## WHAT DO WE DO?

# BRANDING

LOGO AND NAMING

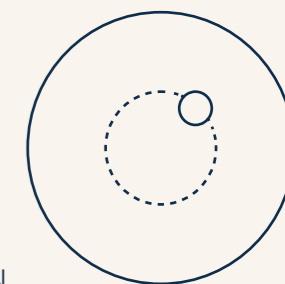
VISUAL IDENTITY

BRAND STRATEGY & GUIDELINES

PUBLICATION DESIGN

PACKAGING DESIGN

STATIONARY & MERCHANDISE DESIGN



# MARKETING

STRATEGISING

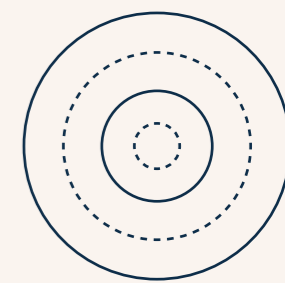
COPYWRITING

CONTENT CREATION

CONTENT POSTING & MANAGEMENT

INFLUENCER MARKETING

PERFORMANCE MARKETING



# WEBSITES

CORPORATE WEBSITES

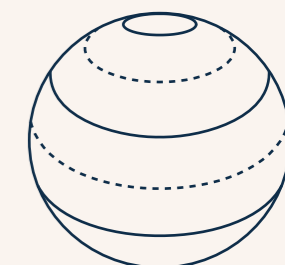
E-COMMERCE

FRONT-END & BACK-END

SEO

UX COPYWRITING

SWIFT HANDOVERS



# PRODUCTION

2D AND 3D VISUALIZATION

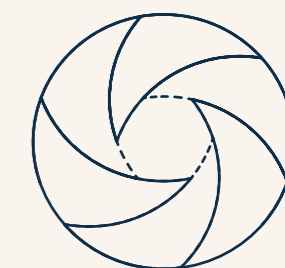
PRODUCT PHOTOGRAPHY

CREATIVE SHOOT

STATIC SHOOT

AD FILMS

CORPORATE FILMS



# MEET THE DREAM TEAM



## The ‘How’ matters more than the ‘What’

### WE LOVE WHAT WE DO

We’re passionate about our work and we find deep satisfaction in seeing how it helps our clients grow, attract and retain customers.

### WE’RE RESULTS-FIRST

We provide the solutions you need, which may not always be the ones you want - because it’s our job to know what works and what doesn’t.

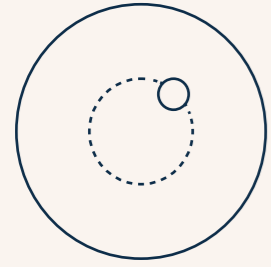
### WE BUILD PARTNERSHIPS

Every project is a process of close collaboration. We are constantly communicating our progress, and no concern is left unanswered.

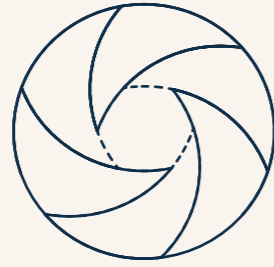
### WE ARE SERIOUS

If we don’t meet a deadline, it’s only because we deliver before it. If we don’t achieve the goals that were set, it’s only because we surpass them.

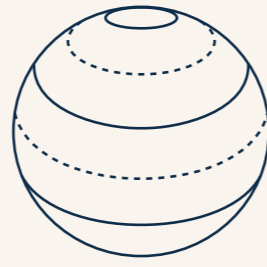
# We Create



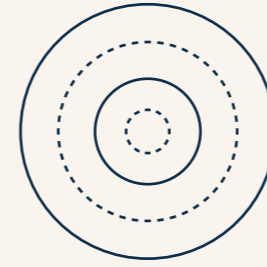
BRANDS



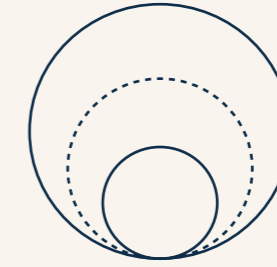
PRODUCTION



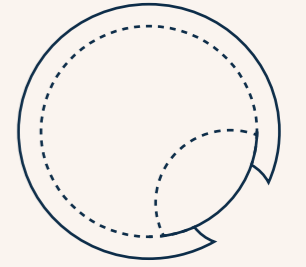
WEBSITES



MARKETING

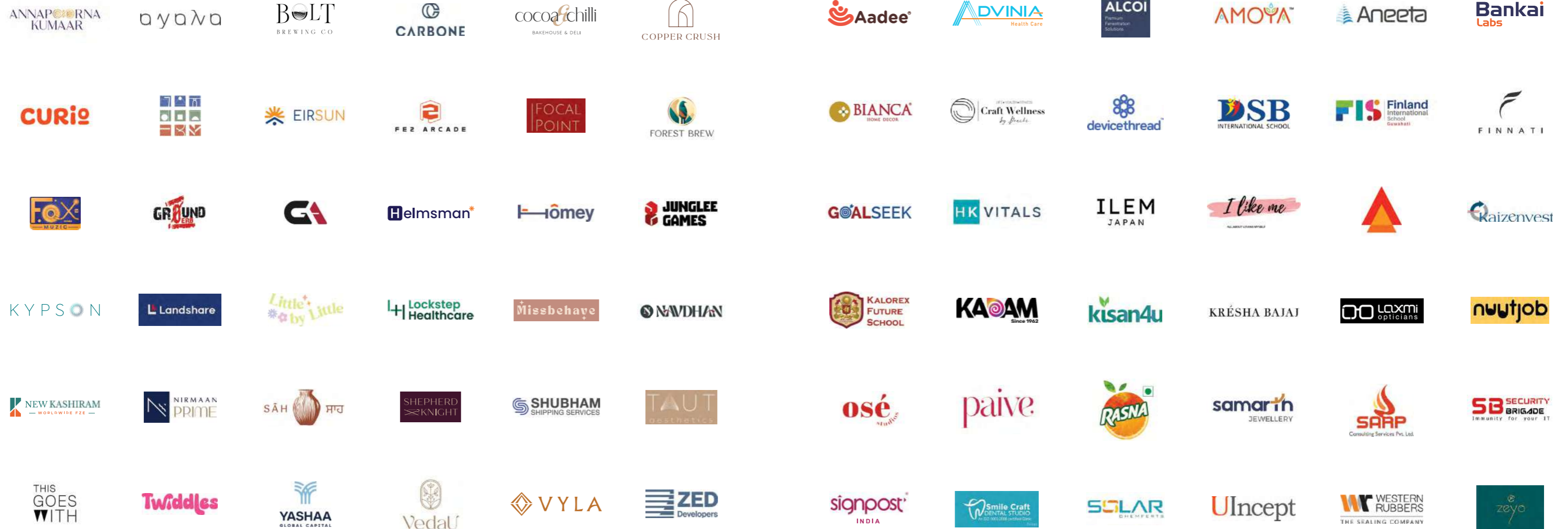


E-COMMERCE



SEO

# We Scale via



K Y P S O N

Kypson is a one-stop packaging partner that streamlines procurement with centralized solutions, technical expertise, and efficient supply chain management.

BRAND COLORS



BRAND GRADIENTS



BRAND TYPEFACE

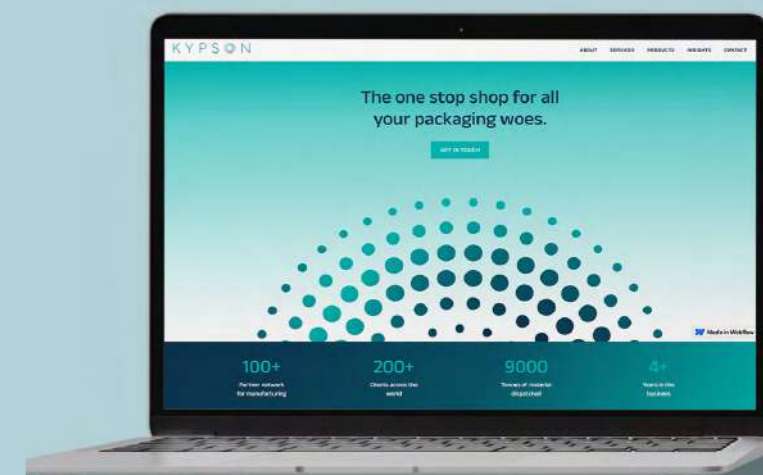
**Noto Sans**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@!#\$%^&\*()

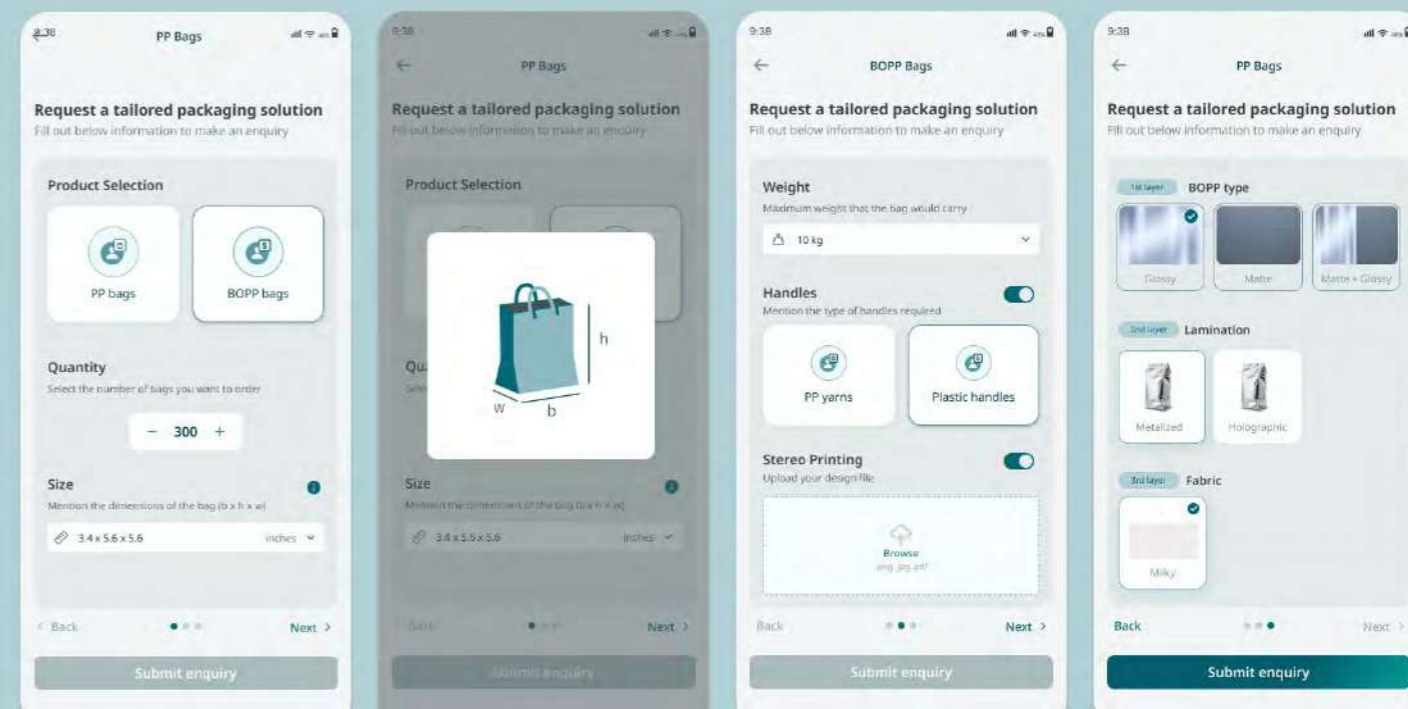
Noto Sans Light  
Noto Sans Regular  
Noto Sans Medium

Noto Sans Semibold  
**Noto Sans Bold**  
**Noto Sans Extrabold**

BRAND SCALING



**Enquiry making**

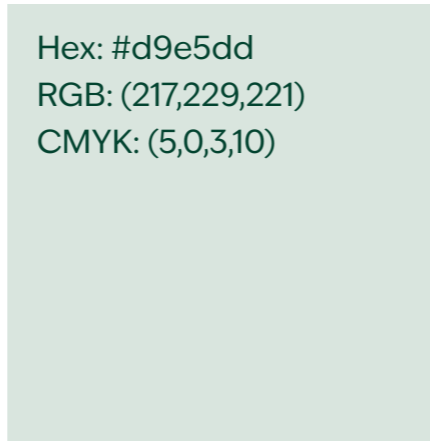




## ABOUT

Lockstep Healthcare is a lifestyle-led clinic that helps reverse and manage chronic conditions like diabetes, PCOS, and hypertension. Founded by Dr. Kirit Kubavat, it combines medical care with personalised nutrition, fitness, and mental wellness plans. Their goal is to empower people to reduce meds and take charge of their health.

## COLOUR



## TYPOGRAPHY

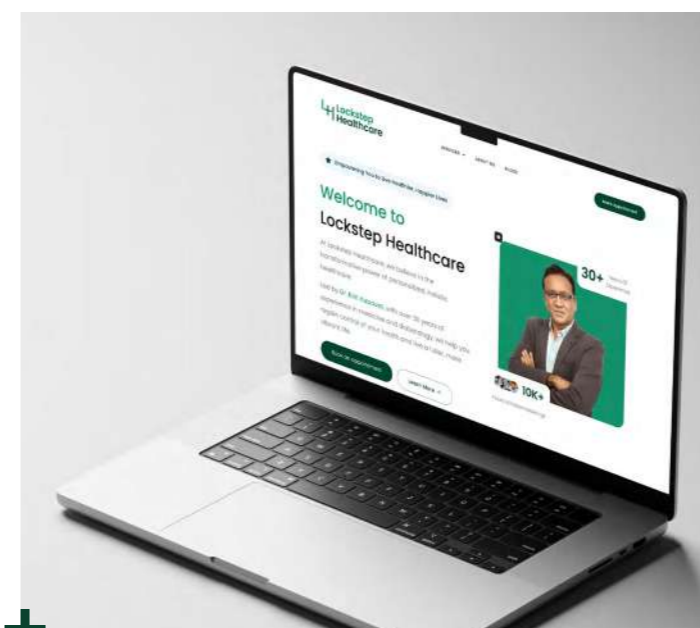
POPPINS

REGULAR, MEDIUM, BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890@!#\$%^&\*()





# Venture & Prosper

Venture and Prosper is your go-to partner for turning big ideas into market-moving businesses.

They work with startups, scaleups, investors, and educators to sharpen product thinking, master positioning, accelerate go-to-market, and secure strategic funding.

BRAND TAGLINE

## Start Smarter. Scale Stronger.



Venture & Prosper



Venture & Prosper

PRIMARY FONT

Gyst Variable

**Aa**

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

Gyst Variable Light

Gyst Variable Regular

Gyst Variable Medium

Gyst Variable Bold

SECONDARY FONT

General Sans

**Aa**

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

General Sans Light

General Sans Regular

General Sans Medium

General Sans Semibold

General Sans Bold

BRAND COLOURS

**R** 05  
**G** 41  
**B** 47

**C** 91  
**M** 65  
**Y** 60  
**K** 64

#05292F

**R** 211  
**G** 248  
**B** 059

**C** 22  
**M** 00  
**Y** 92  
**K** 00

#D3F83B





# FOREST BREW

Forest Brew is where tea is not just a beverage; it is an art, a journey, and a revelation of the extraordinary connection between nature and humanity.

Forest Brew is more than a brand; it's an invitation to experience the world in a cup of tea.



# FOREST BREW

# FOREST BREW

# FOREST BREW



BRAND TYPEFACE

# Raleway

## Aa

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

Raleway Extralight  
Raleway Light  
Raleway Regular  
Raleway Medium

Raleway Semibold  
Raleway Bold  
Raleway Extrabold  
Raleway Black

BRAND COLOURS

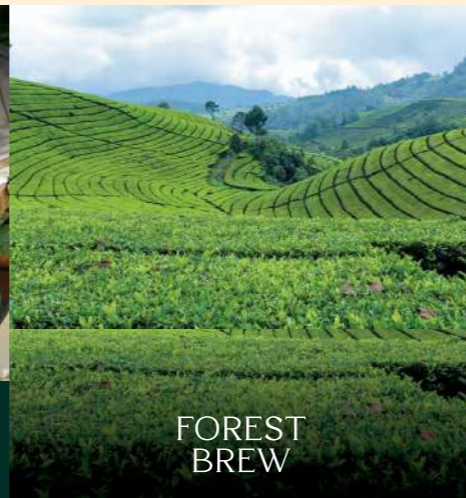
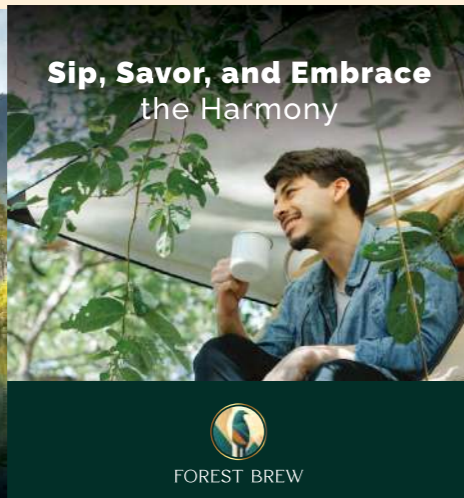
Deep Fir  
#132E27

Black  
#000000

Corvette  
#E9BB75

Papaya Whip  
#FFF0DA

BRAND VISUAL LANGUAGE



The Little Leaf is a botanical lifestyle brand offering elegant indoor plant décor that encourages mindful, nature-connected living through simplicity, quality and calm design.

The circular emblem—featuring organic shapes and a classic “LL” monogram—evokes growth, harmony, and timeless beauty. Its warm, earthy palette grounds the brand in nature while reflecting calm sophistication.

PRIMARY LOGO



SECONDARY LOGO

THE  
LITTLE  
LEAF  
BY AMI

BRAND ICON



The Seasons

Aa

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

The Seasons Light  
The Seasons Regular  
The Seasons Bold

Fagun

Aa

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

Fagun Light  
Fagun Regular  
Fagun Medium  
Fagun Bold

PRIMARY FONT

SECONDARY FONT

R 194  
G 203  
B 184  
  
C 25  
M 13  
Y 29  
K 0

# C2CBB8

R 215  
G 141  
B 36  
  
C 14  
M 49  
Y 91  
K 1

# D78D38

R 10  
G 69  
B 56  
  
C 89  
M 47  
Y 73  
K 49

# 0A4538

R 233  
G 179  
B 122  
  
C 8  
M 31  
Y 58  
K 0

# E9B37A





PRIMARY LOGOO

Navdhan Foods simplifies healthy eating by offering sprouted millet powders that are nutritious, easy to use, and crafted with care.

Rooted in health, hygiene and high standards, our products make it effortless for modern families to enhance their meals with minimal change and maximum benefit.



LOGOMARK



SECONDARY LOGO

### Reforma 1969

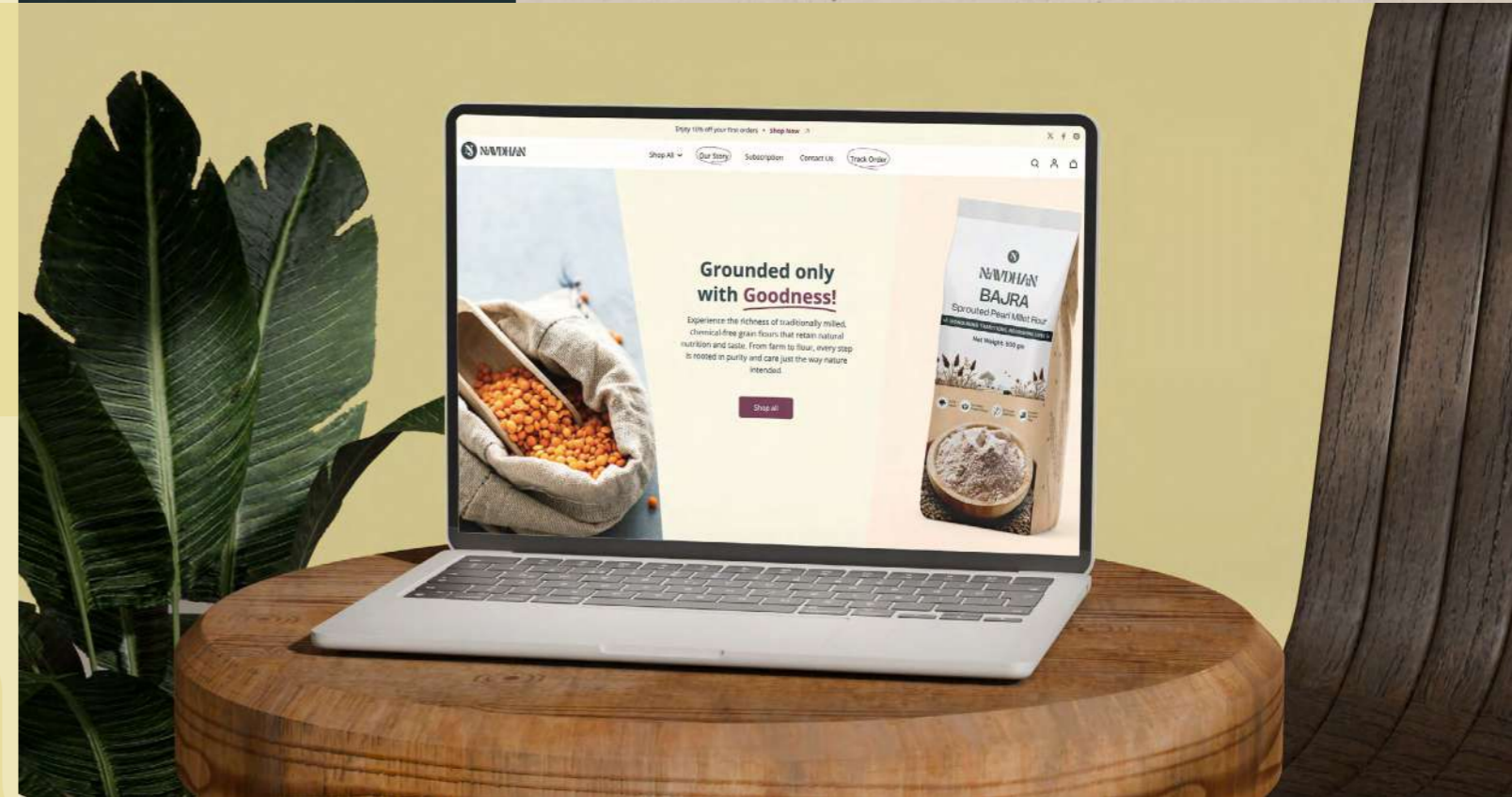
PRIMARY TYPEFACE

Reforma 1969 Blanca  
Reforma 1969 Gris  
Reforma 1969 Negra

### Epilogue

SECONDARY TYPEFACE

Epilogue Extralight  
Epilogue Thin  
Epilogue Light  
Epilogue Regular  
Epilogue Medium  
Epilogue Semibold  
Epilogue Bold  
Epilogue Extrabold



### Deep Teal

R 41  
G 61  
B 62

C 76  
M 59  
Y 60  
K 50

# 2F3D3E

### Deep Rosewood

R 121  
G 55  
B 79

C 43  
M 85  
Y 49  
K 28

# 79374F

### Soft Gold

R 232  
G 221  
B 158

C 10  
M 8  
Y 45  
K 0

# E8DD9E



SĀH  
साह साह

Creating a sense of personal sanctuary by mindful decor

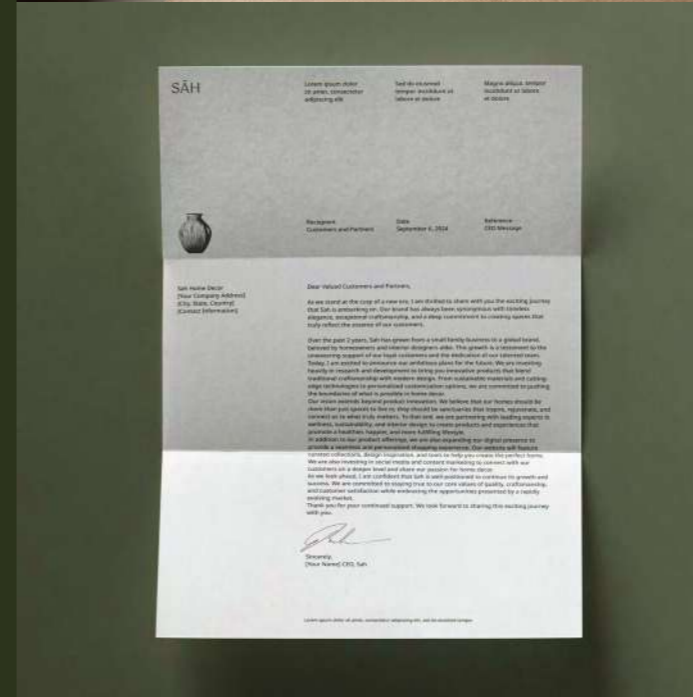
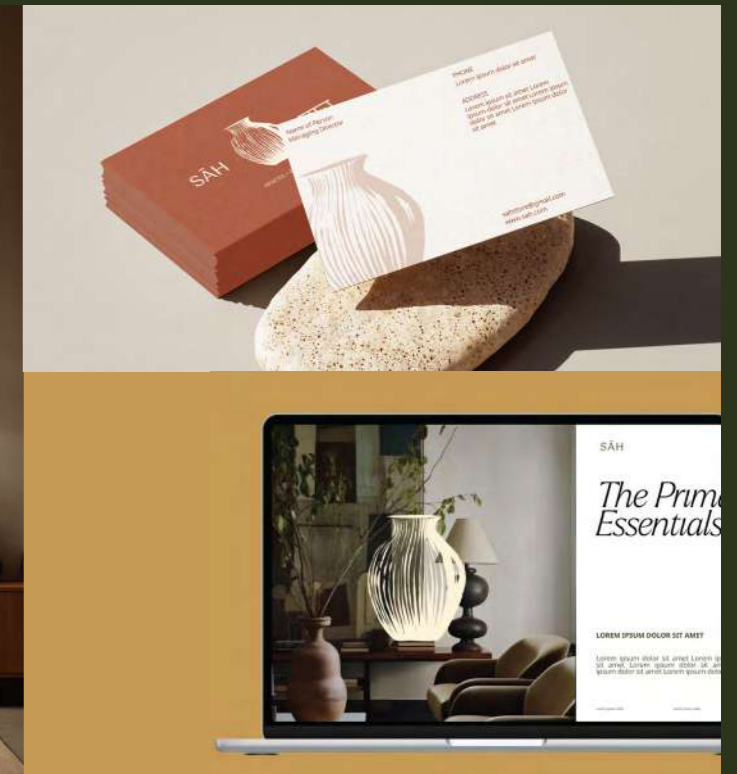
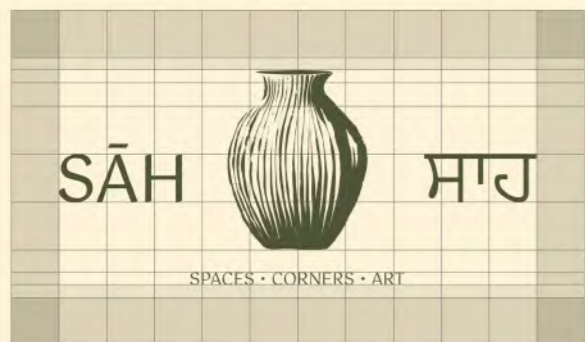
Sah is a home decor brand specializing in handcrafted FRP objects

The Logo creates a sense of elegance, sophistication, and a focus on home decor through its use of a vase, typography, and color palette.

PRIMARY LOGO  
Sah



Example of how the logo is to be used over images.



Noto Sans Devanagari

Aa

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

Noto Sans Devanagari Light  
Noto Sans Devanagari Regular  
Noto Sans Devanagari Medium  
Noto Sans Devanagari Bold

Larken

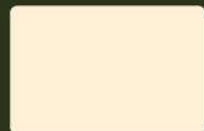
Aa

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

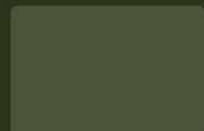
Larken Light  
Larken Regular  
Larken Medium  
Larken Bold  
*Larken Thin Italic*  
*Larken Italic*



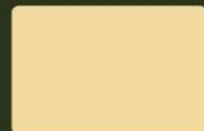
PIPER  
Hex: #984b33  
RGB: (152,75,51)  
CMYK: (0,51,66,40)



VARDEN  
Hex: #fef1d8  
RGB: (254,241,216)  
CMYK: (0,5,15,0)



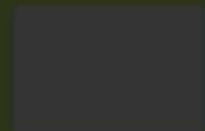
FOREST GREEN  
Hex: #4e5438  
RGB: (78,84,56)  
CMYK: (63,48,79,39)



GOLDEN SUN  
Hex: #f3daa1  
RGB: (243,218,161)  
CMYK: (4,12,42,0)

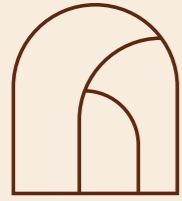


WHITE  
Hex: #ffffff  
RGB: (255,255,255)  
CMYK: (0,0,0,0)



DARK GREY  
Hex: #333333  
RGB: (51,51,51)  
CMYK: (0,0,0,80)





# COPPER CRUSH

Copper Crush transforms spaces into stories—bold, soulful, and deeply personal. We don't follow trends; we follow feeling. From interiors to installations, every project is a one-of-a-kind canvas where art meets architecture and individuality leads the way.



## LOGO



# COPPER CRUSH

## COLOUR

Earthy Olive Green

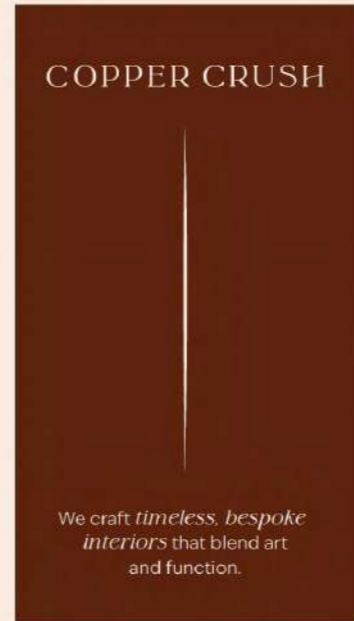
Deep Brown

Warm Beige

Copper Brown

## TYPOGRAPHY

|   |         |        |      |            |   |         |        |      |            |
|---|---------|--------|------|------------|---|---------|--------|------|------------|
| Light   | Regular | Medium | Bold | Extra Bold | Light   | Regular | Medium | Bold | Extra Bold |
| Primary typeface<br><b>La Luxes Serif Pro</b><br><small>abcdefghijklmnopqrstuvwxyz<br/>         0123456789!@#%&amp;'*? </small> |         |        |      |            | Secondary Typeface<br><b>IvyEpic Variable</b><br><small>abcdefghijklmnopqrstuvwxyz<br/>         0123456789!@#%&amp;'*? </small> |         |        |      |            |
|   |         |        |      |            |   |         |        |      |            |



# cocoa & chilli

BAKEHOUSE & DELI

Rebranding the Dubai based bakery to have a more cohesive brand story & brand assets

## Wordmark

Tweaked to perfection



## Brand Story: The Trunk of Wonders

Open the lid, and you're instantly transported on a journey across continents.

Each item inside this trunk tells a story - a narrative of spices and sweetness, of exploration and fusion. The air is filled with the intoxicating aroma of cardamom and vanilla, chai and chocolate, whispering secrets of the lands they hail from.

Elements we are using for this approach are stamps, stickers inspired by travelling, a hand-drawn (sketchy/water-colour based) art style and french luggage trunk inspired elements like darts, lines and colours.

## Brand Typefaces

Primary Typeface Family: Noto

Noto Sans

**Aa**

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

Noto Serif

**Aa**

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

Noto Mono

**Aa**

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

\*Noto family also offers Devanagari & Arabic variants, which makes it the perfect choice for the indo-french Dubai based bakery Cocoa Et Chilli

Secondary Typefaces

San De More

**Aa**

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

Just Sans

**Aa**

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

Franie

**Aa**

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

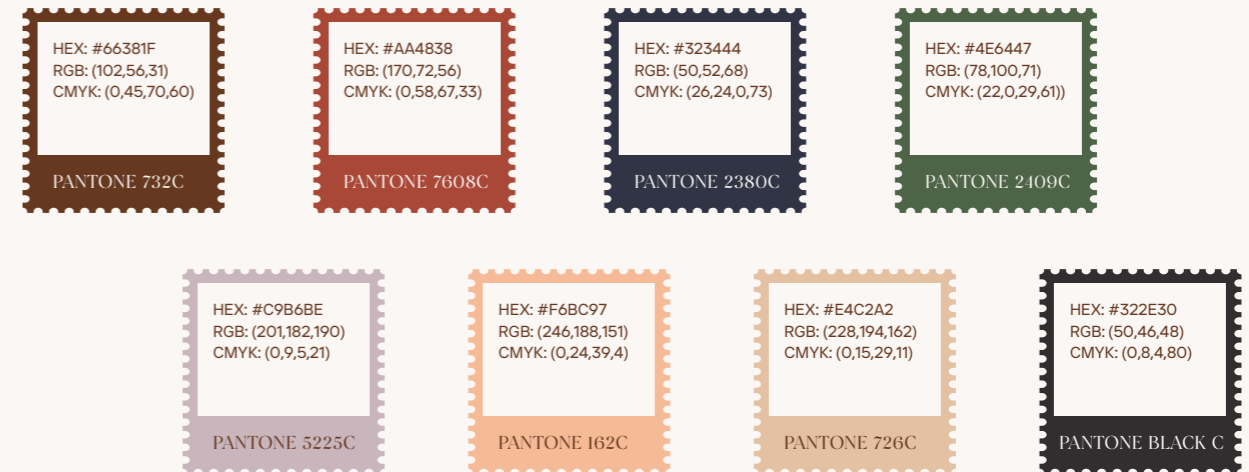
Gourmet Le French

**Aa**

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

## Brand Colour Palette

Primary Colour Palette



## Brand Visual Language

Utilising 'Et' from the wordmark to highlight the concept of fusion.



## Brand Elements

Cocoa Et Chilli uses stamps & trunk inspired elements along with its visual language to evoke a sense of amusement & nostalgia

### INGREDIENT STAMPS



### TRUNK INSPIRED DONUT BOX



## Scaling the Brand Elements

Different types of stamps combined with the iconic 'Et' is used to create a modern and consistent brand language across various mediums.



### Diwali Packaging

Celebrating India & its mythology through everyday elements inspired by Goddess Kali, Lord Krishna & Lord Ram





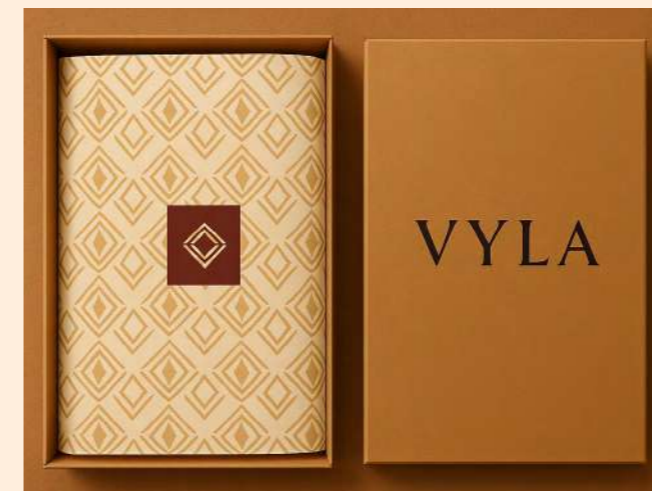
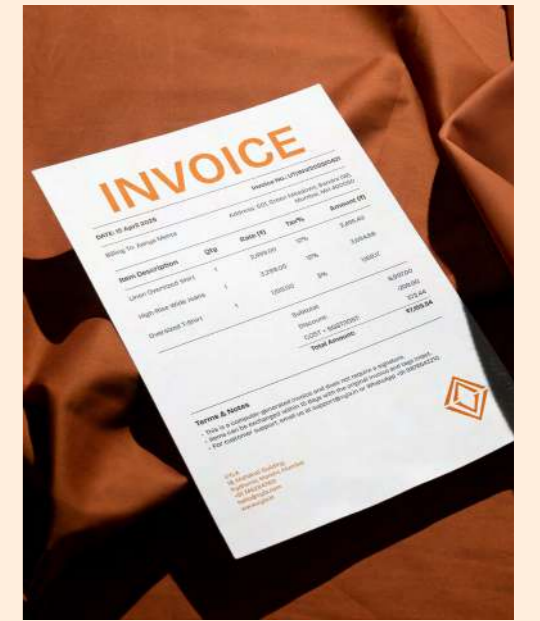
A fashion multi-vendor e-commerce platform that helps you shop homegrown brands without worrying about authenticity, size problems, or exchanges. It helps curate outfits for various occasions by building your avatar. Unlike any normal fashion platform like Myntra or Nykaa Fashion, our platform recommends you to buy the best-budgeted outfits for every occasion.



| TYPEFACE      |                     |
|---------------|---------------------|
| Albertus Nova | Bricolage Grotesque |
| VYLA          | VYLA                |
| Fashion Brand | Fashion Brand       |

| COLOUR  |   |   |  |   |
|---|---|---|--|---|
| RGB: 204, 118, 34<br>CMYK: 17, 61, 100, 3<br>HEX: #cc7622 | RGB: 247, 228, 202<br>CMYK: 3, 9, 21, 0<br>HEX: #f7e4ca | RGB: 79, 21, 32<br>CMYK: 48, 88, 68, 62<br>HEX: #cc7622 | RGB: 0, 56, 25<br>CMYK: 86, 48, 91, 62<br>HEX: #003819 | RGB: 79, 21, 32<br>CMYK: 48, 88, 68, 62<br>HEX: #4f1520 |
| RGB: 249, 249, 249<br>CMYK: 2, 1, 1, 0<br>HEX: #f9f9f9    | RGB: 33, 32, 30<br>CMYK: 70, 65, 67, 74<br>HEX: #21201e | RGB: 249, 249, 249<br>CMYK: 2, 1, 1, 0<br>HEX: #f9f9f9  | RGB: 249, 249, 249<br>CMYK: 2, 1, 1, 0<br>HEX: #f9f9f9 | RGB: 249, 249, 249<br>CMYK: 2, 1, 1, 0<br>HEX: #f9f9f9  |

## BRAND PATTERN



The logo is inspired by skin's layered anatomy—its flowing contour lines reflect dermal regeneration.

The upward pointing form doubles as an arrow, symbolizing lift, tightness, and visible improvement through treatments.

Taut Aesthetics is a newest Luxury Med Spa Clinic which strives to provide curated collection of Advanced Aesthetic Treatments



AA

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

Aa

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

LEMON MILK  
REGULAR

Fsp Demo Balgin  
Light Regular

BRAND MOCKUPS



BRAND COLOURS

The colour palette is drawn from real skin tones, celebrating the beauty and diversity of all complexions.

QUARTER SPANISH WHITE | #EDED04  
SAPLING | #E6CCB2  
PANCHITO | #DD8892  
MEDIUM WOOD | #B08A67  
SEBIA | #9C6644  
CIGARR | #7F5538





MISSBEHAVE PROVIDES A RANGE OF STICK-ON BRAS THAT ALLOWS WOMEN TO EXPERIMENT WITH THEIR OUTFITS.

We crafted an identity that embodies femininity, starting with the playful double 'S' in their name

By adding feminine curves and a soft colour palette, we created a relatable brand that pays tribute to the women they serve



BRAND TYPOGRAPHY

**Aa**  
 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  
 1234567890

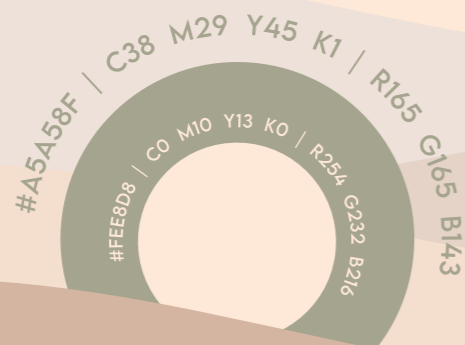
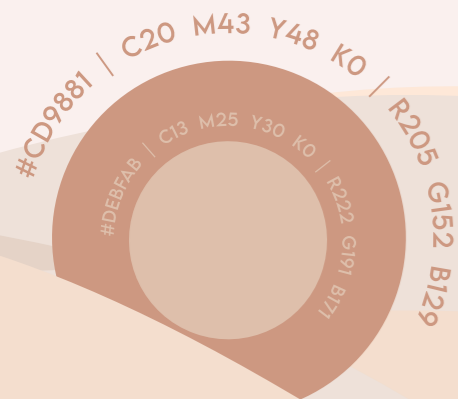
**MuseoModerno Black**  
**MuseoModerno Bold**  
 MuseoModerno Medium  
 MuseoModerno Regular  
 MuseoModerno Light  
 MuseoModerno ExtraLight

**AA**  
 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  
 1234567890

**LEMON MILK PRO BOLD**  
 LEMON MILK PRO MEDIUM  
 LEMON MILK PRO REGULAR  
 LEMON MILK PRO ULTRALIGHT

**LEMON MILK PRO BOLD ITALIC**  
 LEMON MILK PRO MEDIUM ITALIC  
 LEMON MILK PRO REGULAR ITALIC  
 LEMON MILK PRO ULTRALIGHT ITALIC

BRAND COLOURS



STICKIES BRA



LIFE & SHAPE BOOB TAPE



Little by Little

Little by Little is a gen-z accessory & charms brand.  
The identity is made up of elements that represent 'little things' i.e. DIY elements which is the core essence of the brand.

Primary Logo (wordmark)

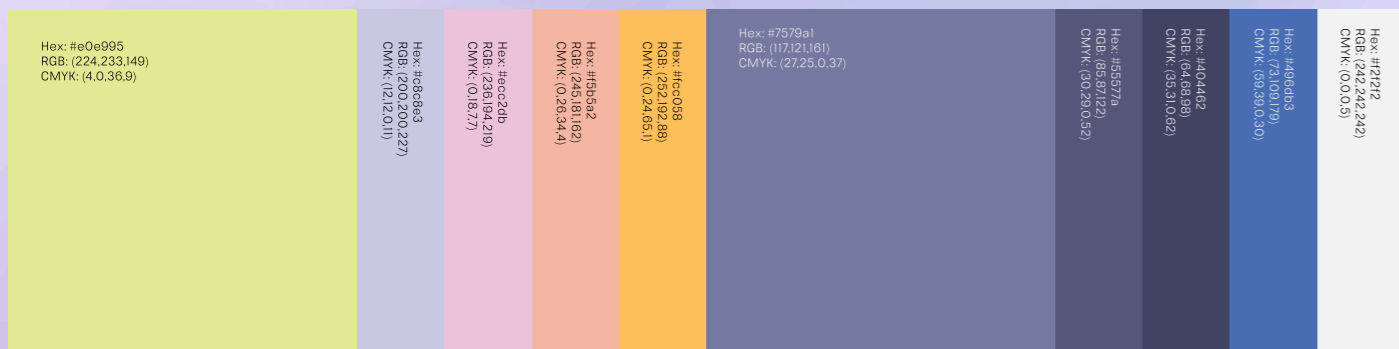


Secondary Logo



The 4 elements in the centre form the brand monogram.  
This variation of the logo can be used for packaging, social media & stamps

Colour Palette



Brand Typefaces

DM SANS

Aa

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

KARLA

Aa

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

DELICIOUS SANS

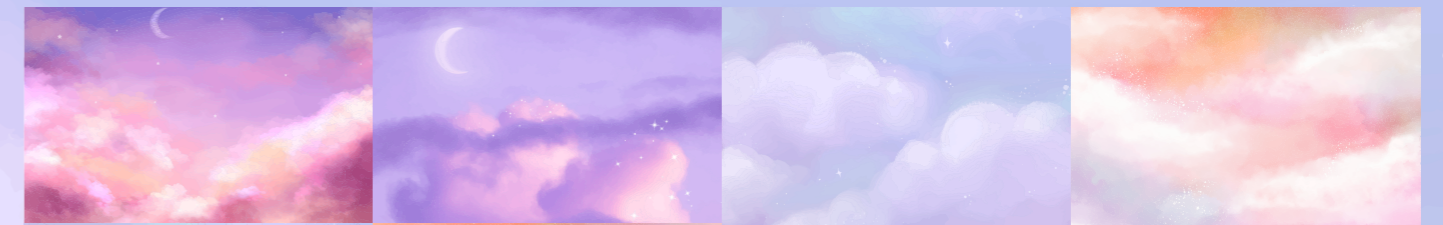
Aa

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

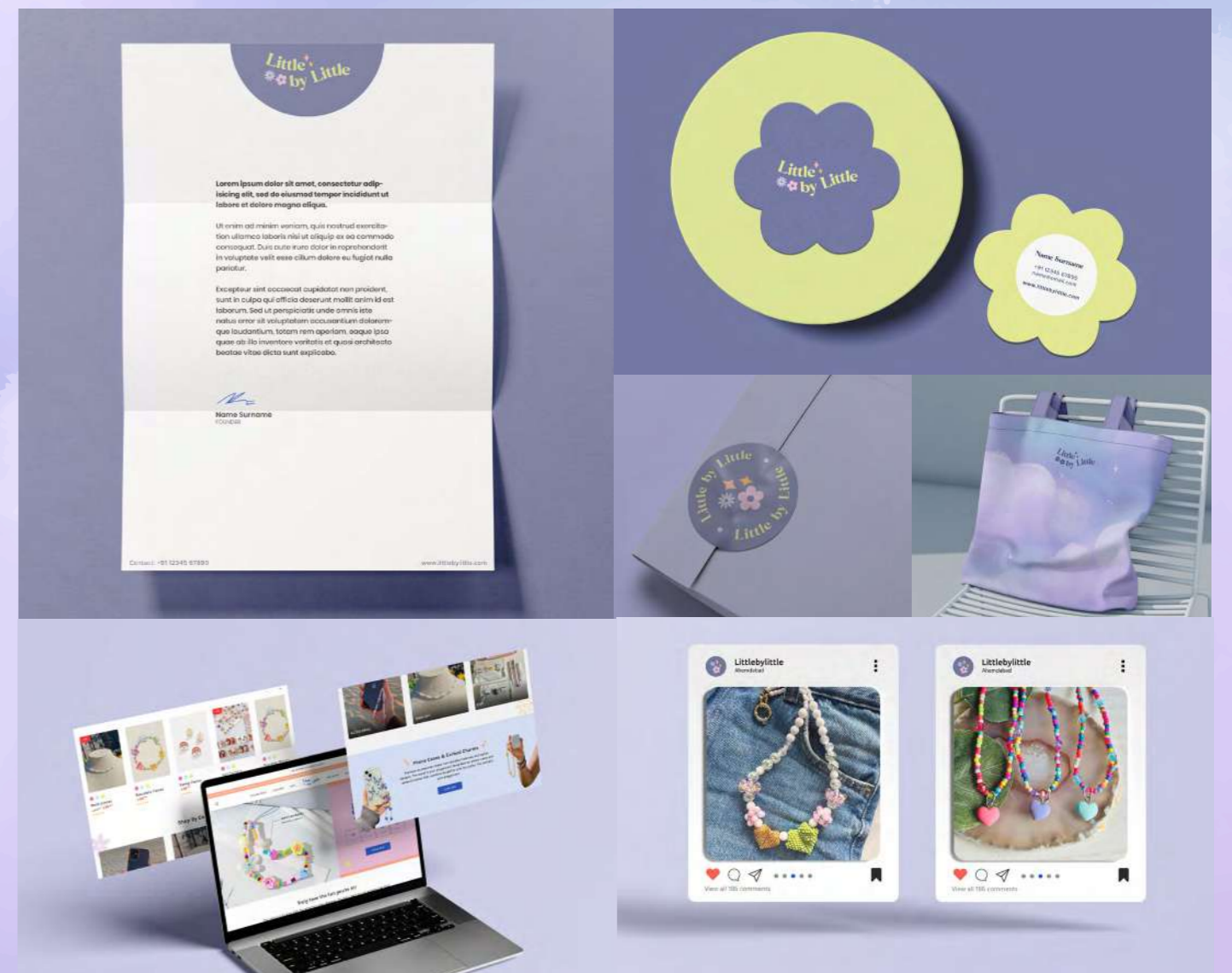
Graphic Assets



Backgrounds



Brand Stationery & Merch



Twiddles

# #MINDFUL SNACKING

Twiddles is a healthy snacking brand by Yuvraj Singh that encourage people to indulge in snacking without guilt.



\*PHOTOGRAPH NOT BY SOCIAL SHERPA

Customized to give a dripping effect

Consciously made to look friendly, approachable & non-intimidating

Unequal to represent 'experimental' flavours of the brand

The alphabets are extended to look like its caring for its counterparts

|          |          |          |          |
|----------|----------|----------|----------|
| Twiddles | Twiddles | Twiddles | Twiddles |
| #EB3B5E  | #FFFA00  | #00E8D1  | #FF8F21  |
| #FF8F21  | #FF8F21  | #FF8F21  | #5259B0  |

Montserrat

**Aa**

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

Montserrat Regular

Montserrat Medium

Montserrat Semibold

Montserrat Bold

TANKER

**AA**

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

Milty

**Aa**

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

**ALMOND BLISS**

Almond is the lowkey friend in the friend group.

They are the low-effort, calm and a millennial who swears by the yoga lifestyle.

50% Less Sugar  
50% More Protein  
50% More Fats & Oils

**CHILLIN' COCOA**

Cocoa is the bindaas buddy of the friend group.

They are gen-z to the core, they are chill, have rizz, are extroverted, and just super cool. They do that frequent holidays to not burn out They live for the moment.

50% Less Sugar  
13.5g Protein  
50% More Fats & Oils

**HEARTY WALNUT**

Walnut is the adopted kid in the friend group

They are brutal like gen alpha, but they are still gen-z, they are cheery and sassy. Will send you a skull emoji if you send them something funny.

50% Less Sugar  
9.1g Protein  
50% More Fats & Oils

**PEPPY PEANUT**

Peanut is the golden retriever of the group.

They are sporty, will probably go for a hike, run a half-marathon for fun. They have their life together and are full of realistic optimism.

50% Less Sugar  
17.9g Protein  
50% More Fats & Oils

# curio

FROM THE HOUSE OF LONGBOW

Curio is a creatively crafted salad dressing brand with authentic ingredients



We designed unique mascots for each and everyone of their products, trying to capture the fun, quirky and almost mischievous spirit of the brand that doesn't shy from spicing things up.



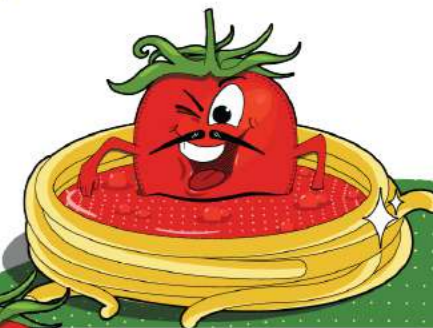
## Color Palette



## Brand Packaging and Mockups



## Brand Illustrations



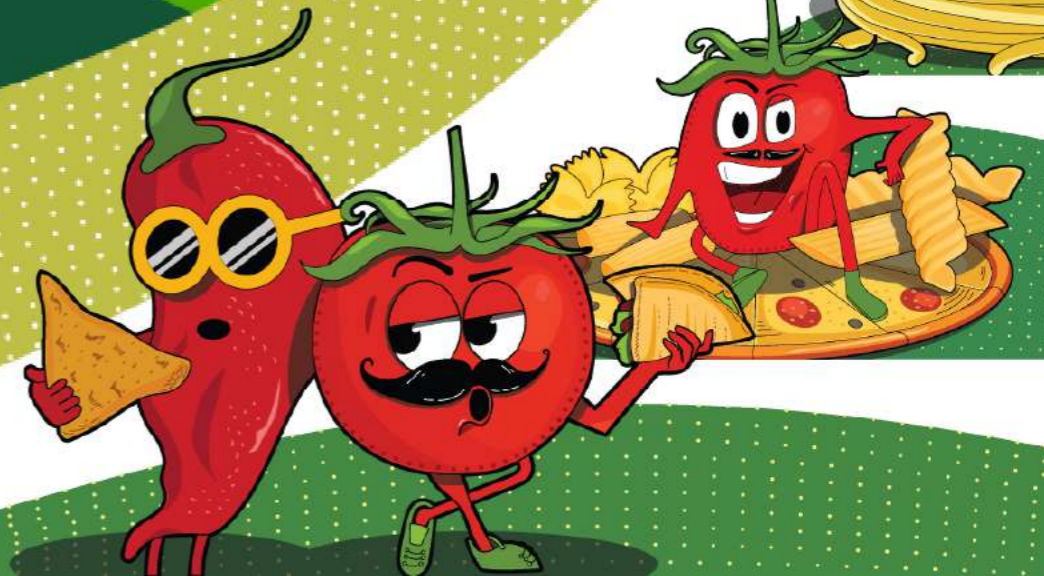
## Brand Typefaces

**Aa**

- League Spartan Black
- League Spartan Bold
- League Spartan Medium
- League Spartan Regular
- League Spartan Light

**Aa**

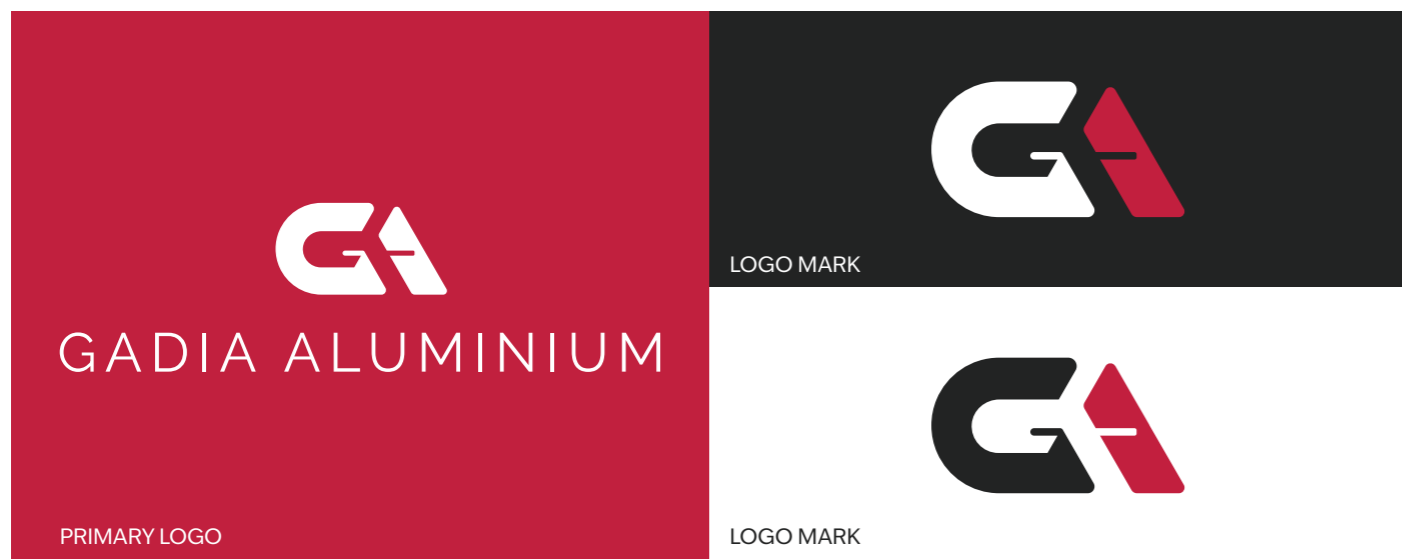
Necto Mono





# GADIA ALUMINIUM

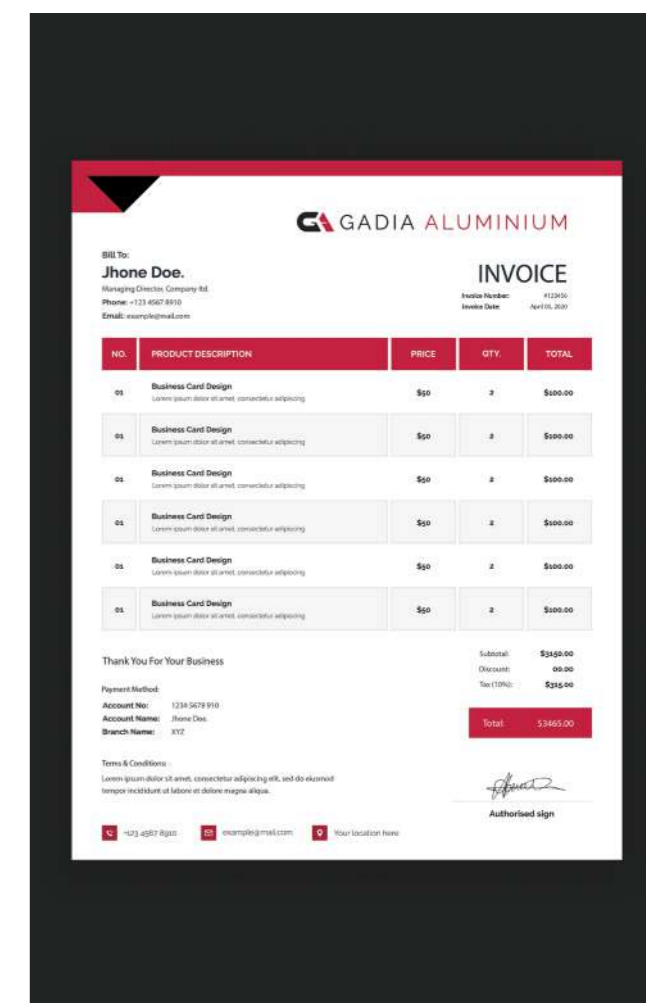
A fashion multi-vendor e-commerce platform that helps you shop homegrown brands without worrying about authenticity, size problems, or exchanges. It helps curate outfits for various occasions by building your avatar. Unlike any normal fashion platform like Myntra or Nykaa Fashion, our platform recommends you to buy the best-budgeted outfits for every occasion.



## COLOUR

|   |  |   |
|---|--|---|
| Hex: #c1203e<br>RGB: (193,32,62)<br>CMYK: (17,100,75,6) | Hex: #222323<br>RGB: (34,35,35)<br>CMYK: (72,65,64,72) | Hex: #ffffff<br>RGB: (255,255,255)<br>CMYK: (0,0,0,0) |
|---|--|---|

## PATTERN



# DSB

INTERNATIONAL SCHOOL

TYPOGRAPHY

## Bauhaus

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789!@#%^&\*()

TYPOGRAPHY

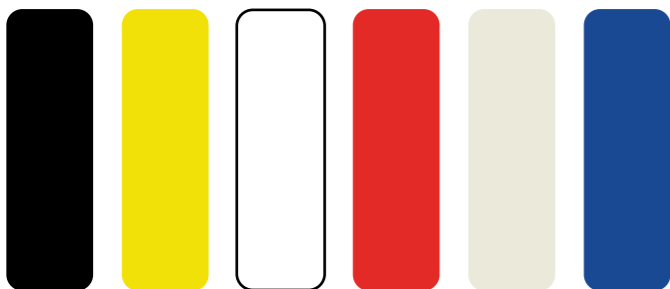
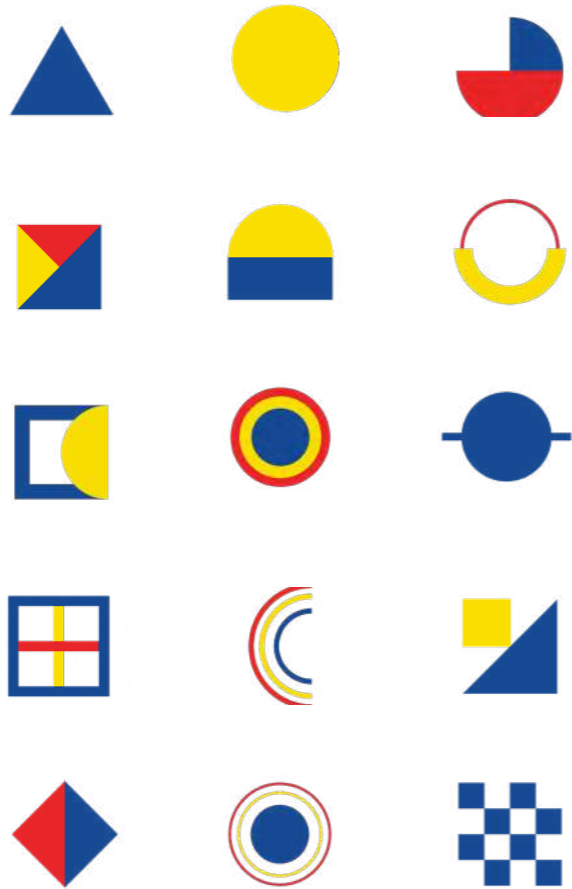
## Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 VWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789!@#%^&\*()



### Lorem ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet



**Landshare**

Brand Logo

Landshare is a startup that is reshaping land ownership by making investment accessible to everyone. Through a seamless online platform, users can co-invest in land and earn returns when it's sold—no paperwork, no middlemen.

**Landshare**

**Landshare**

**Landshare**

Logomark



Color Palette

RGB - 235, 231, 221  
CMYK - 07, 06, 11, 00

#EBE7DD

RGB - 21, 53, 114  
CMYK - 100, 90, 28, 13

#153572

RGB - 184, 31, 61  
CMYK - 20, 100, 75, 9

#B81F3D

Graphic Elements For Brand Extension



Brand Typefaces

**Georgia**

**Metropolis**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#%^&\*()

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#%^&\*()



# Helmsman\*

## Helmsman\*

## Helmsman\*

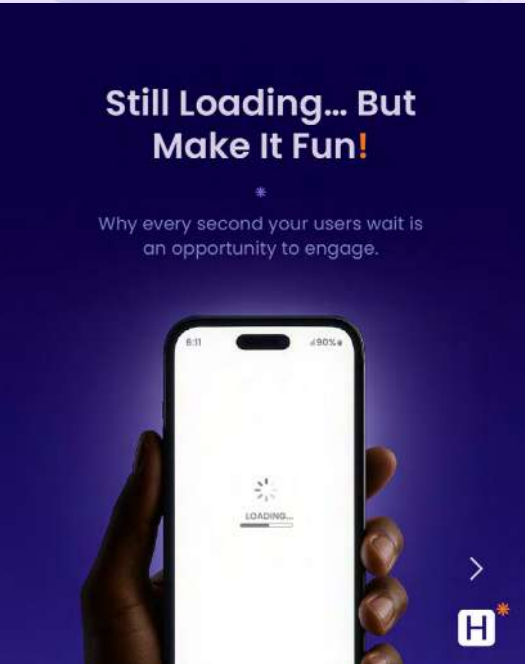
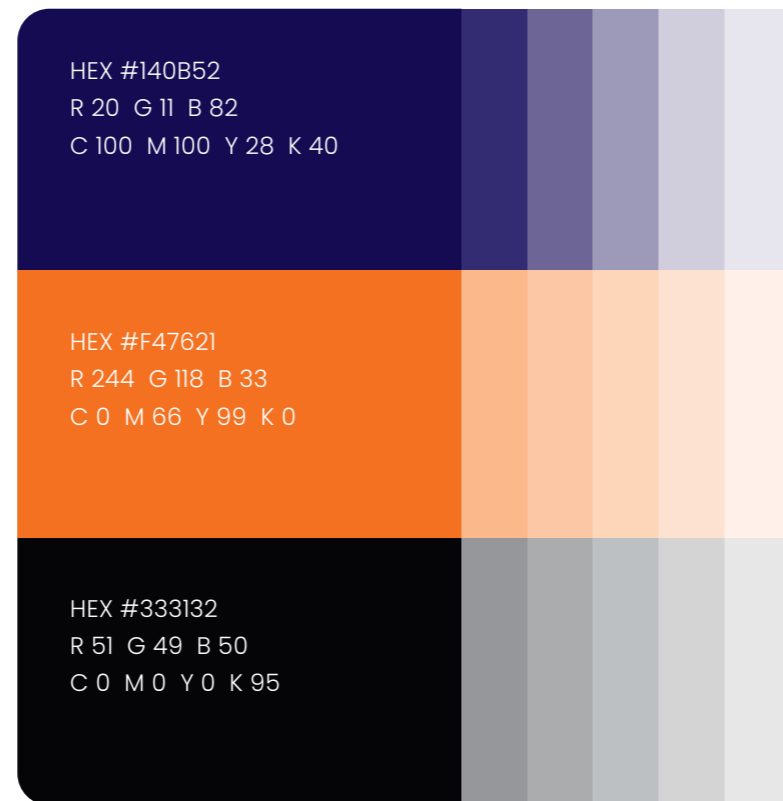


# Aa Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#%^&\*()

Helmsman\* is a **mobile app development** company based in Ahmedabad, known for crafting custom apps that balance cutting edge tech with a human touch.

\*The logomark is a **helm of a ship** made to look like an asterisk, sailing brands in the direction they need.





Homey offers affordable co-living spaces designed for students and migrant single workers.

Homey has customised stationary that makes the workplace fun and lively.



Homey | होमी  
adjective  
(of a place or surroundings) comfortable and cosy.

Brand Illustration

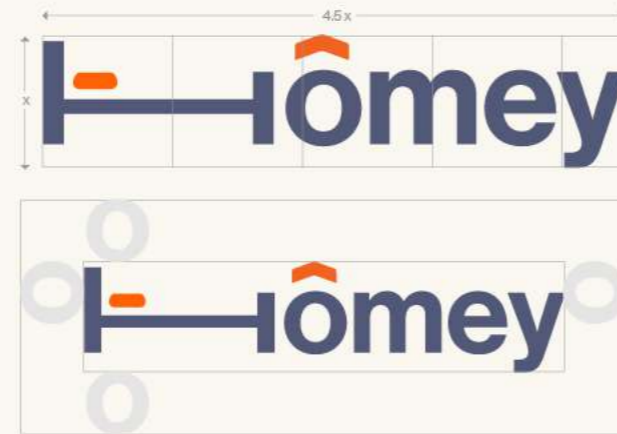
Notebook 1



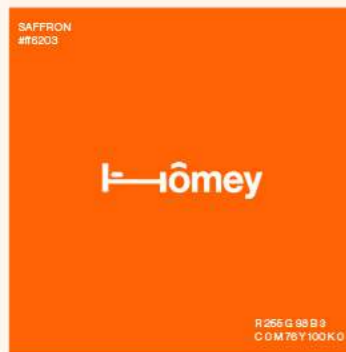
Hoarding



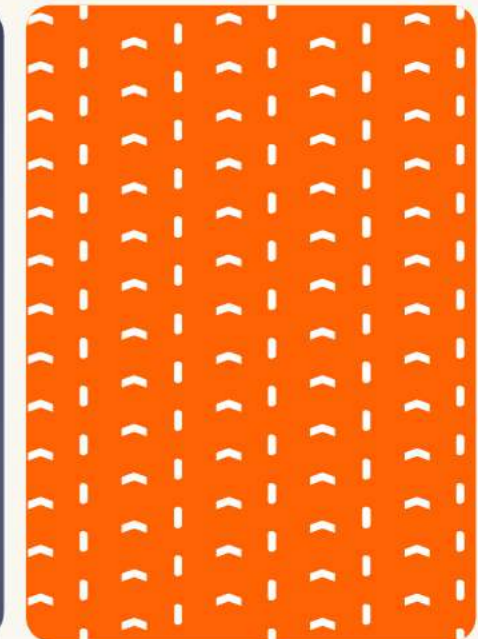
Wordmark



“The key idea behind the logo is to show how homey is wide organisation in terms of facilities, innovation, comfort and amenities that make it premium.”



Colour Palette



Primary Typeface

Aa

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

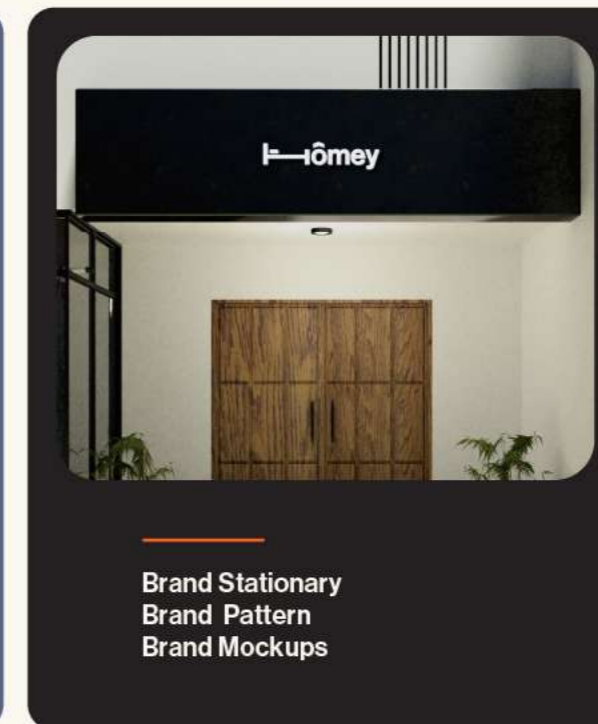
Neue Haas Grotesk Display 25 Thin  
Neue Haas Grotesk Display 35 ExtraLight  
Neue Haas Grotesk Display 45 Light  
Neue Haas Grotesk Display 55 Roman  
Neue Haas Grotesk Display 65 Medium  
Neue Haas Grotesk Display 75 Bold  
Neue Haas Grotesk Display 95 Black

Secondary Typeface

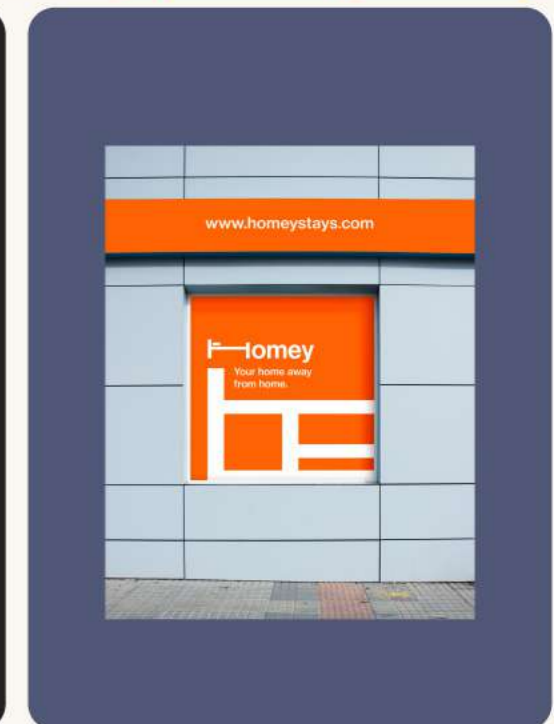
AA

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

AVEROX REGULAR



Brand Stationary  
Brand Pattern  
Brand Mockups



Zed developers is a new age company which focuses on values like user experience, innovation and customer satisfaction.



Z + D + ↗ + █

Logo captures the essence of how Zed developers is not only a real estate company but also a company that focuses on exponential growth of its consumers.

The logo has many types of stackings to make it versatile.



### Brand Typography

Aa

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  
 ~!@#\$%^&\*()-\_+=`{}|~:;'"<>.,?/

- Mulish Regular
- Mulish Light
- Mulish Extralight
- Mulish Semibold
- Mulish Bold
- Mulish Extrabold

### Brand Colours

GREY WHITE  
#EDEDEC

BLUE GREY  
#506A85

NOIR  
#1D1D1B

C 06  
R 237 M 04  
G 237 Y 05  
B 236 K 00

C 74  
R 080 M 54  
G 106 Y 32  
B 133 K 09

C 71  
R 29 M 65  
G 29 Y 67  
B 27 K 77

### Brand Stationary





Yashaa Global Capital is driving the future of sports and gaming by backing daring entrepreneurs and disruptive ideas.

Co-founded by cricket icon Shikhar Dhawan and powered by a world-class team, we build the next generation of industry leaders.



LOGOMARK



BRAND TYPEFACES

PRIMARY TYPEFACE

# Acumin Variable Concept

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#%&\*()

ALTERNATE TYPEFACE

# Lato

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#%^&\*()

BRAND COLORS

RGB - 224, 217, 199  
CMYK - 11, 11, 21, 0

#E0D9C7

RGB - 58, 82, 102  
CMYK - 81, 62, 42, 24

#3A5266

RGB - 61, 65, 69  
CMYK - 71, 62, 56, 44

#3D4145



**OUR THESIS**

We are a global fund investing in the future of sports, backing innovation across the sporting spectrum. We fund exceptional founders building ventures utilizing technologies powering the future of sports, new-age media & gaming, and business of sports.

- 01 BUSINESS OF SPORTS, LEAGUES, TEAMS, INFRASTRUCTURE
- 02 NEW AGE MEDIA, ESPORTS, GAMING, MEDIATECH
- 03 FUTURE OF SPORTS & HUMAN PERFORMANCE, SPORTSTECH, WELLNESS, AI/ML, AR/VR IN SPORTS

**THE YASHAA ADVANTAGE**

- Asia-Focused Sports VC with Global access**
  - Filling the void for a dedicated Asia-focused Sports and Gaming fund
  - Strong team presence across India, UAE, USA, and Singapore with access to global deals, networks & partnerships
- Strategic Middle East Location**
  - Headquartered in QCC, the 'New Sports Center of the World'
  - Licensed at Abu Dhabi Global Markets (ADGM)
    - Based on UK law that provides regulatory advantage
    - Ensuring global recognition and investor confidence
- Unlocking value across siloed sports verticals**
  - Investing across silos within the sports ecosystem and unlocking nuanced opportunities
  - Creating cross-portfolio synergies to drive exponential value

**OUR PARTNERS**

Our General Partners bring complementary skills and extensive expertise across sports, investment, and entrepreneurship, having managed global portfolios, led major startup initiatives, and scaled ventures worldwide.

- SHIKHAR DHAWAN**  
General Partner  
Former Indian cricketer and captain of the Indian ODI team, with over a decade of international cricket experience. Currently captain Punjab Kings in the IPL. Entrepreneur and founder of Da One Group, comprising businesses in venture capital, hospitality, entertainment, and philanthropy. Golden Bat winner in ICC Champions Trophy (2013, 2017), and India's highest run scorer in the 2015 World Cup. Arjuna Awardee, recognized for his contributions to Indian cricket, including the fastest test century on debut and being one of the top IPL run-scorers of all time.
- MOHAMMED SIRAJUDDIN**  
General Partner  
Serial entrepreneur and investor with over a decade of experience, specializing in sports and technology ventures having invested in 25+ startups. Organized over 20 major sporting events, achieving 3 Asian records, and co-founded multiple ventures with celebrities across various sectors. Led major startup initiatives like E-commerce, Times Catalogue, Cheggmakers and supported 250+ startups in crowdfunding campaigns. Independent Director at Additive Learning Technology Limited and recipient of awards like the Rex Karamveer Chakra (GOLD) by the United Nations.

**UNLOCKING VALUE ACROSS SILOED SPORTS VERTICALS**

Identifying synergistic portfolio opportunities that unlock value within and across Sports silos

- Cross portfolio partnerships & collaborations:**
  - Support key initiatives with sports startups for initial leagues, hybrid events or cross-marketing campaigns
  - Collaborate with MNCs and sports-tech startups for innovative fan experience using AR/VR
- Data & shared resources for enhanced value and efficiencies:**
  - Use Access built data to power AI-driven sports performance and training platforms
  - Collaborate on marketing deals with brands, partnering across various sports, esports, media etc.) to maximize exposure
- Monetization through Intellectual Property (IP):**
  - Create media content (documentaries, sports tournaments, exclusive behind-the-scenes etc.) for traditional sports IP or esports/sports platforms
  - Leverage partnerships IP (player-rights, team branding for gear/sponsors, merchandise opportunities (merchandise, virtual collectibles, in-game items etc.)
- Geographical market expansion and Talent & expertise sharing:**
  - Expand cross-country collaborations and market entry
  - Tap into global talent & expertise, and foster innovation across regions



Carbone is a bold, design-driven hip-hop jewelry brand born from a passion for craftsmanship and street culture.

PRIMARY LOGO



BRAND STATIONARY



LOGOMARK



BRAND COLORS

RGB - 224, 217, 199  
CMYK - 11, 11, 21, 0

#E0D9C7

RGB - 58, 82, 102  
CMYK - 81, 62, 42, 24

#3A5266

RGB - 61, 65, 69  
CMYK - 71, 62, 56, 44

#3D4145

BRAND TYPEFACES

DISPLAY FONT **WORLD REGULAR**

PRIMARY TYPEFACE **Mulish**

SECONDARY TYPEFACE **SF-MONO**

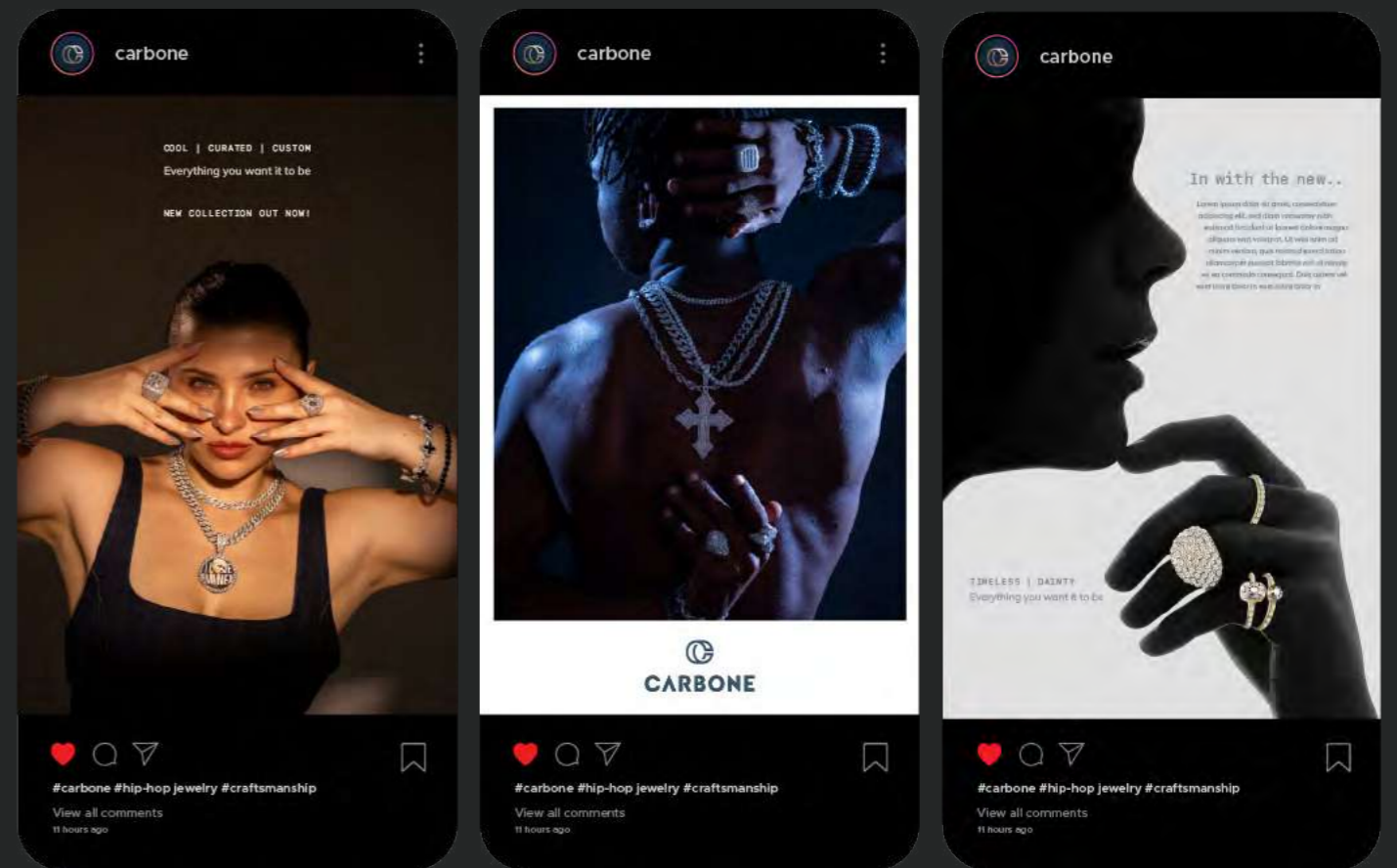
BRAND IMAGERY

\*Styled, shot and edited by Social Sherpa



DIGITAL PRESENCE

\*Styled, shot and edited by Social Sherpa



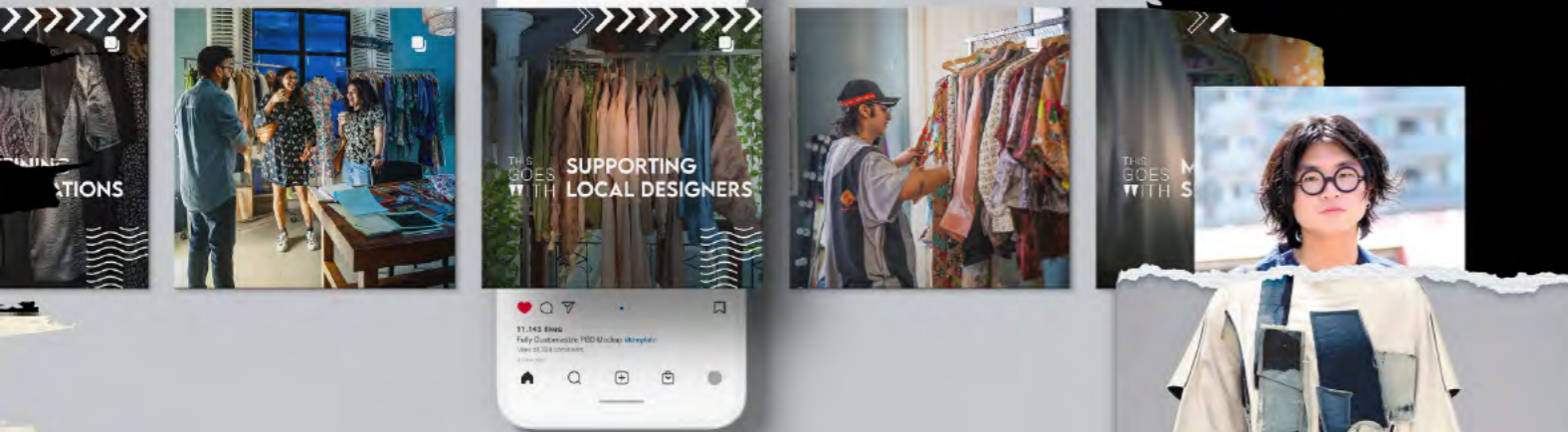
# THIS GOES WITH

This Goes With is a Fashion Pop-Up from Bombay.



The brief was to simply keep up and match with the edgy and experimental personalities of two very dynamic ladies and that's all we've really done!

## SOCIALS



## COLOR PALETTE

White  
#ffffff

Black  
#000000

## BRAND TYPOGRAPHY

Aa

Raleway  
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  
0123456789



## BRAND MOCKUPS



THIS GOES WITH

# αγαλα

/अयाना/

noun

The name ayana means “mirror” — setting the tone for a space built on reflection and interpretation. An ‘exhibition space’ where art reflects people, perspectives, and stories.

The logotype plays on this meaning, designed as an ambigram — modern, minimal, and literal — mirroring itself just as art mirrors the world around us.

'y' tweaked to look like 'N' when mirrored

'N' tweaked to look like 'Y' when mirrored



BRAND COLOURS



Simplicity  
#FFDFD0

IVORY



Elegant  
#EDE8E4

DESSERT STORM



Stable  
#907157

BEAVER



Classy  
#231F20

NERO

BRAND TYPOGRAPHY

Space Grotesk

**Aa** **Yy** **Aa** **Na** **Aa**

Bold Semibold Medium Regular Light

Crisp & Bold

Proxima Nova

**Aa** **Yy** **Aa** **Na** **Aa**

Bold Semibold Medium Regular Light

Modern & Easy to Read



# BOLT

BREWING CO

Bold Brewing Co. is a high-end bar that aims to offer a premium experience.



#000000

## Aa (Fiori Dorati)

Aa Ba Cc Dd Ee Ff  
Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Ra Ss  
Tt Uu Vv Ww Xx Yy Zz



#E4C2AS



BOLT BREWING CO



#BAAISD

The concept behind the logo is to create a sophisticated visual identity that reflects the refined atmosphere of Bold Brewing Co., ensuring it stands out as a distinguished and premium bar.

Menu Card Design  
Brand Mockups  
Stationary Design



