

SV STHA

ORGANIC FOODS

Style Guide

svastha स्वस्थ

Definition: a. self-abiding, being one-self or in one's natural state, doing well, sound, healthy (in body and mind)




We at Svastha Organic Foods take pride in our commitment to deliver fresh produce to our customers year round. Our philosophy is clean, serene, and natural, and our logo and designs reflect this.

Our logo should be placed prominently on all printed and website designs. The two acceptable logo designs are in full colour (above) and in black and white (below). Logo should always appear on a white background.



Colour Palette



HEX code A2A300
 RGB: 162 163 000

HEX code 9E7400
 RGB: 158 166 000

HEX f79311
 RGB: 247 147 017

HEX 9dd014
 RGB: 157 208 020

HEX 603913
 RGB: 096 057 019

HEX 867b57
 RGB: 134 123 087

HEX 5b5b5b
 RGB: 091 091 091

Complimentary Colours

Svastha Organic Foods stocks only the best locally grown seasonal produce.

The colours of Svastha Organic Foods reflect the naturally fresh look of the produce our company sells. The above colours are the official colours approved for our logo design with complimentary colours for page layouts.

Spacing and Fontface

Franklin Gothic Book



Balancing our lives can be difficult in our hectic world. However, here at Svastha Organic Foods, we endeavour to provide a space for our customers to regain and maintain balance in their lives, from our open and spacious atmosphere, to the ethical choices in our products.

Our logo seeks to illustrate our philosophy of balance. The size of our logo should always be 6 times the height of 'ORGANIC FOODS', with the name 'SVASTHA' 3 times that height. The official fontfaces for the logo is Franklin Gothic Book and Century (as illustrated above).

Margins



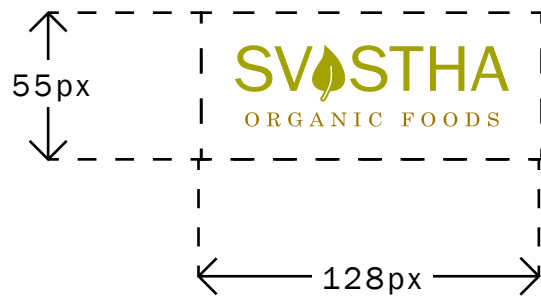
It is well known that a spacious environment lends to a healthy mind, body, and spirit. Freeing our lives from clutter and mess helps to maintain a stress free lifestyle.

When using our company logo, we aim to portray the same sense of tranquility by allowing our logo room to breath and stretch. To achieve this, there is a minimum amount of space required around our logo. This is should be the width of the H in 'SVASTHA' (as shown above).

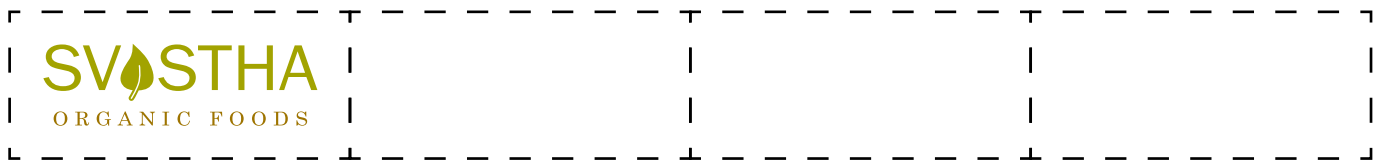
Logo Size

When in use, the logo must have a minimum dimension requirement that must be met. This is 55px tall by 128px wide. Any smaller and the legibility of the logo will may be lost.

Minimum Dimensions



Use in Banners



When used in a banner for print or on a website, the ideal minimum width should be 1/4 of the overall size.

Thus a logo of 240 pixels would be used in a banner that is 960 pixels wide. This styling also applies to print.

Logo Usage



In this world of genetically modified vegetables and livestock pumped full of artificial hormones, Svastha Organic Foods strive to deliver products as nature intended them, untouched and unaltered.



Our logo follows the same philosophy. Let's leave things as they were intended to be: natural, unspoiled, and perfect the way it is!

