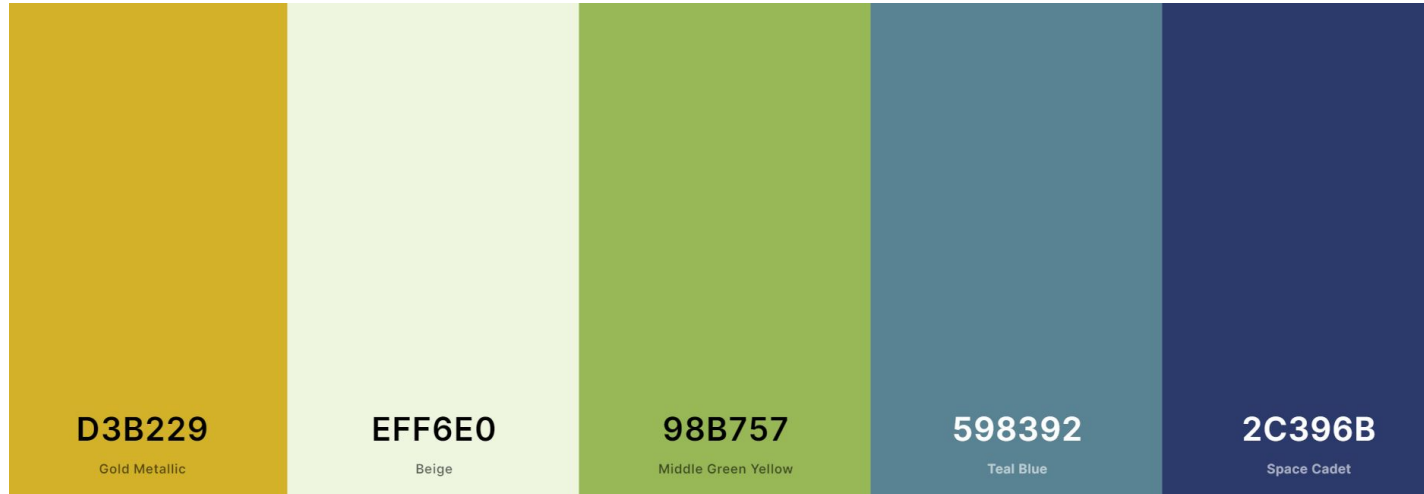




SANTHIGRAM WELLNESS  
—KERALA AYURVEDA—

# SANTHIGRAM BRAND GUIDE

## BRAND GUIDE - CORE COLOR PALETTE:



Agenda to select this palette was to find a balance of warm, cool and neutral colors.

We have taken a cue from the nature to showcase the wellness aura by choosing these particular shades of Dandelion yellow, meadow beige, herbal green, teal blue and Sapphire blue.

## BRAND GUIDE - COMPLIMENTARY COLOR PALETTE:



Agenda to select this palette was to find a complimentary vibrant color set to balance the core color palette.

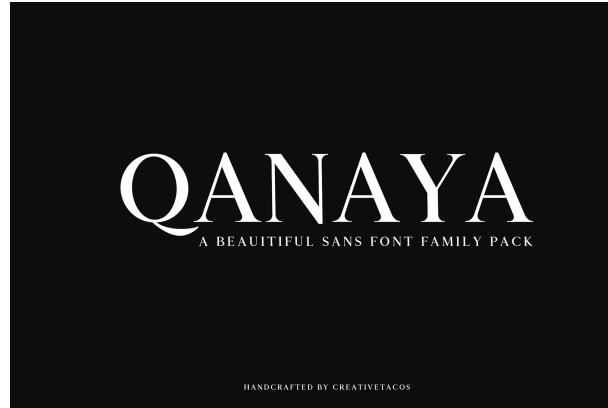
*For Eg.: If the creative demands a more lively look, then these colors can be added to elevate the design.*

## **BRAND GUIDE - FONT PAIRINGS:**

- For headings: Serif fonts: 2 options
- For subheadings: 1 variable serif font
- For body text: 3 Variable Sans serif fonts
- For Special Texts: quotes & brochures :
  - 1 san serif stylised variable font
  - 1 Script Font
- For Festive content: 1 stylised variable font

## MAIN HEADING TEXT OPTION 1: Qanaya

: Font Weight: Regular, Round and Bold  
: It works so well in modern settings as well as paired with fun scripts.



## MAIN HEADING TEXT OPTION 2: Naia

: It is a modernist, sophisticated, serif typeface.  
: recommended for headers.



## SUBHEADING TEXT :

Gorgeous

: Normal, Monospace,  
Condensed, Expanded

: It works so well in modern  
settings as well as paired  
with fun scripts.



**BODY TEXT :** Clarity Nuvo -  
Clean & Modern Sans-Serif  
Typeface

The typeface comes with a total  
of 10 fonts spreading between 5  
weights featuring 5 uprights and  
matching italics for each weights.



# LATO

Hairline, Light, Regular, **Bold**, **Black**

**BODY TEXT :** Lato - Sans-Serif  
Typeface

It works transparently in body text  
and also stands out individually  
when used in larger-sized titles.

It provides good readability even at  
small sizes

**SPECIAL TEXT (Quotes & Brochures) :**  
**Abro Sans - Editorial Sans Serif Font:**

Small (Book / Magazine)

Normal Spacing

3 Variations (Thin, Regular, Bold)



**SPECIAL TEXT (Quotes & Brochures)**  
**: Brightsome - Script Font:**

Hand Lettering Brush Style, with  
opentype feature included of the font.



**FESTIVE TEXT : Brioche - Light & Bold:**

: Classic and modern serif with a bunch of alternates for each characters.  
: 5 Font Styles - Light, Stylistic Alternates, Swash, Alternates & Bold

