Brand Identity Document

Sayali

Indigo and Charcoal

By Shagun Agarwal

Brand Personality

Minimal

Mystical
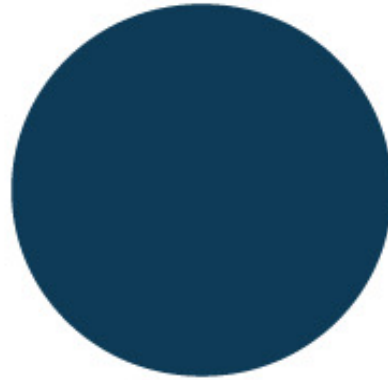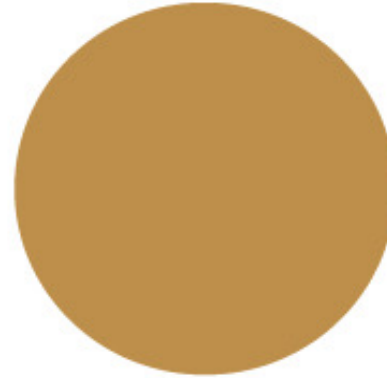

Modern

Feminine
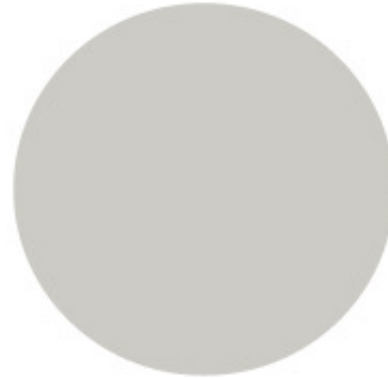

Fluid

Colour Palette

PRIMARY COLOUR 1
(To be used most often)
Indigo
Hex (#0E3B57)
rgb (14, 59, 87)

SECONDARY COLOUR 1
Gold
Hex (#BD8F4B)
rgb (189, 143, 75)

PRIMARY COLOUR 2
Mystical Grey
Hex (#CCCBC5)
rgb (204, 203, 197)

BASE COLOUR
Dusty Peach
Hex (#EAE6E3)
rgb (234, 230, 227)

Logo

The logo is Hand-drawn.

The wordmark is written using lowercase font "Motherva".

The font has been slightly modified and used underneath the

logo

with a "0.5" stroke outline.

Adequate space to be left between the logo and the

wordmark,

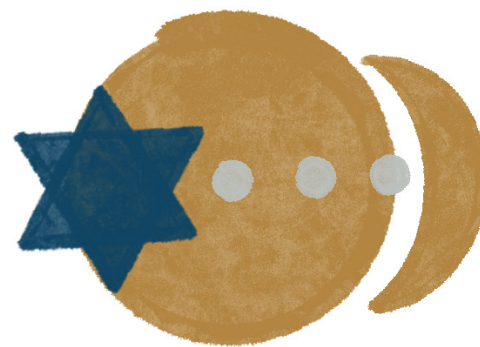and the wordmark and the dot underneath.

Colour Variations of Logo

sayalı

To be used for Sayali Goyal

sayalı

To be used for
Indigo and Charcoal Space
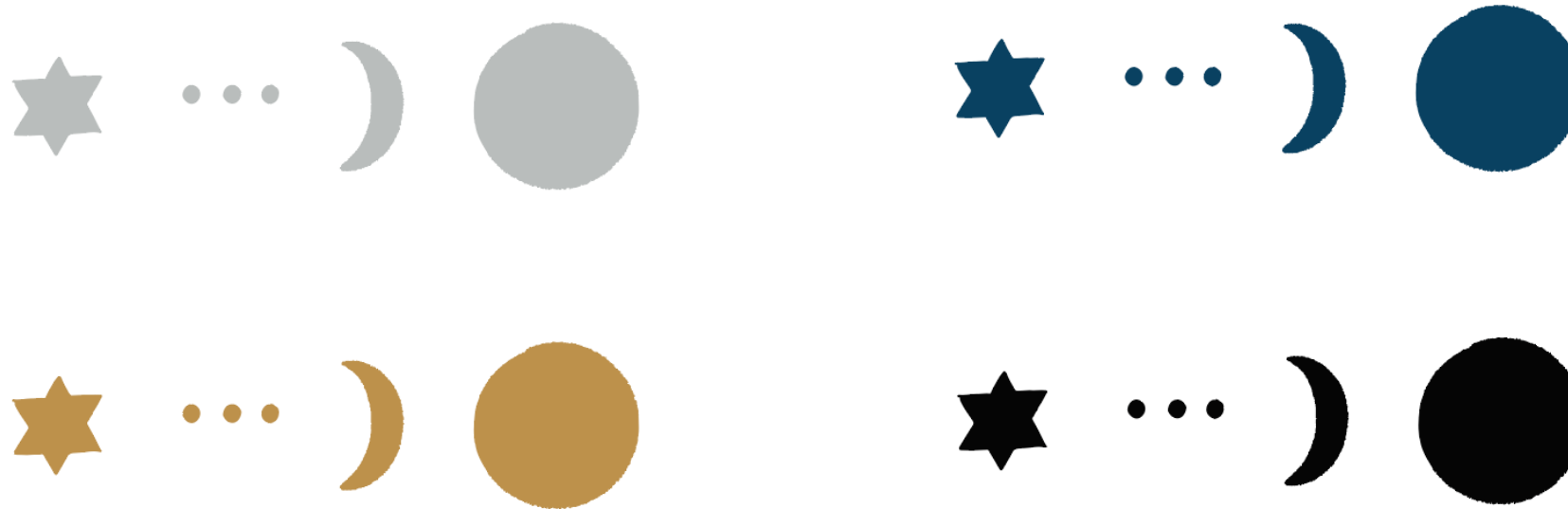
Wordmark

sayalı
.

sayalı
.

Font used is "Motherva",
with a few changes in the curves
to prevent copyright issues.

The wordmark's composition
is complete with a circle
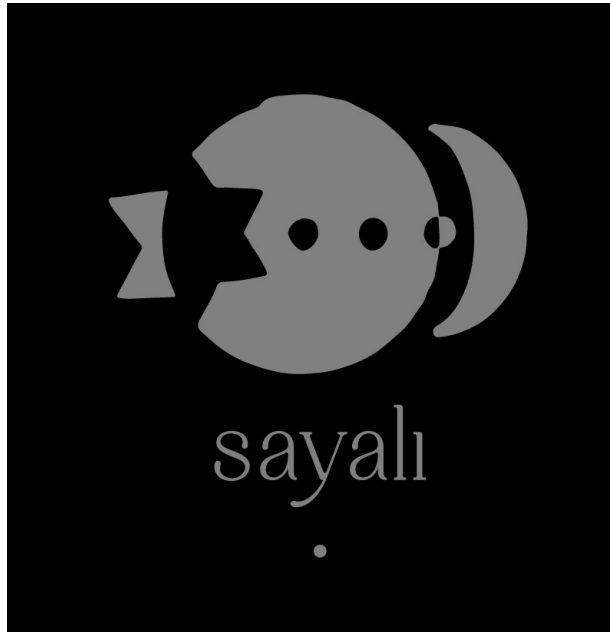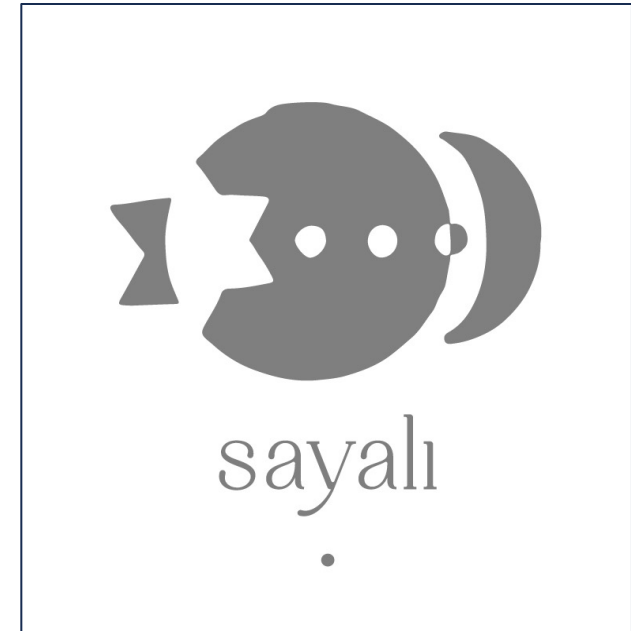underneath the word "sayali"

Individual Elements of Logo

These elements of the logo can be used as bullet points,
as numbering or on individual pages of a brochure / invites.

Watermark Guidelines

Symbol to be used as
watermark on
photographs
and pictures of
paintings in two ways

At 50% opacity of the
colour white (#FFFFFF)

At 50% opacity of the
colour black (#000000)

Watermark Guidelines

Website Landing Page

sayalı

Alternate Website Landing Page

sayalı

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Secondary Font is "PP Hatton" as it has a modern, minimal and mystical element, along with an Arabic dot instead of a simple dot.

Visiting Card

Background of card will be Dusty Peach, as the base colour.

Elements of the logo will be incorporated onto the back of the card.

SAYALI GOYAL
Artist | Curator | Archivist

sayali@cocoaandjasmine.com
www.indigoandcharcoal.com

sayalı

Metal Signage in Exhibition Space