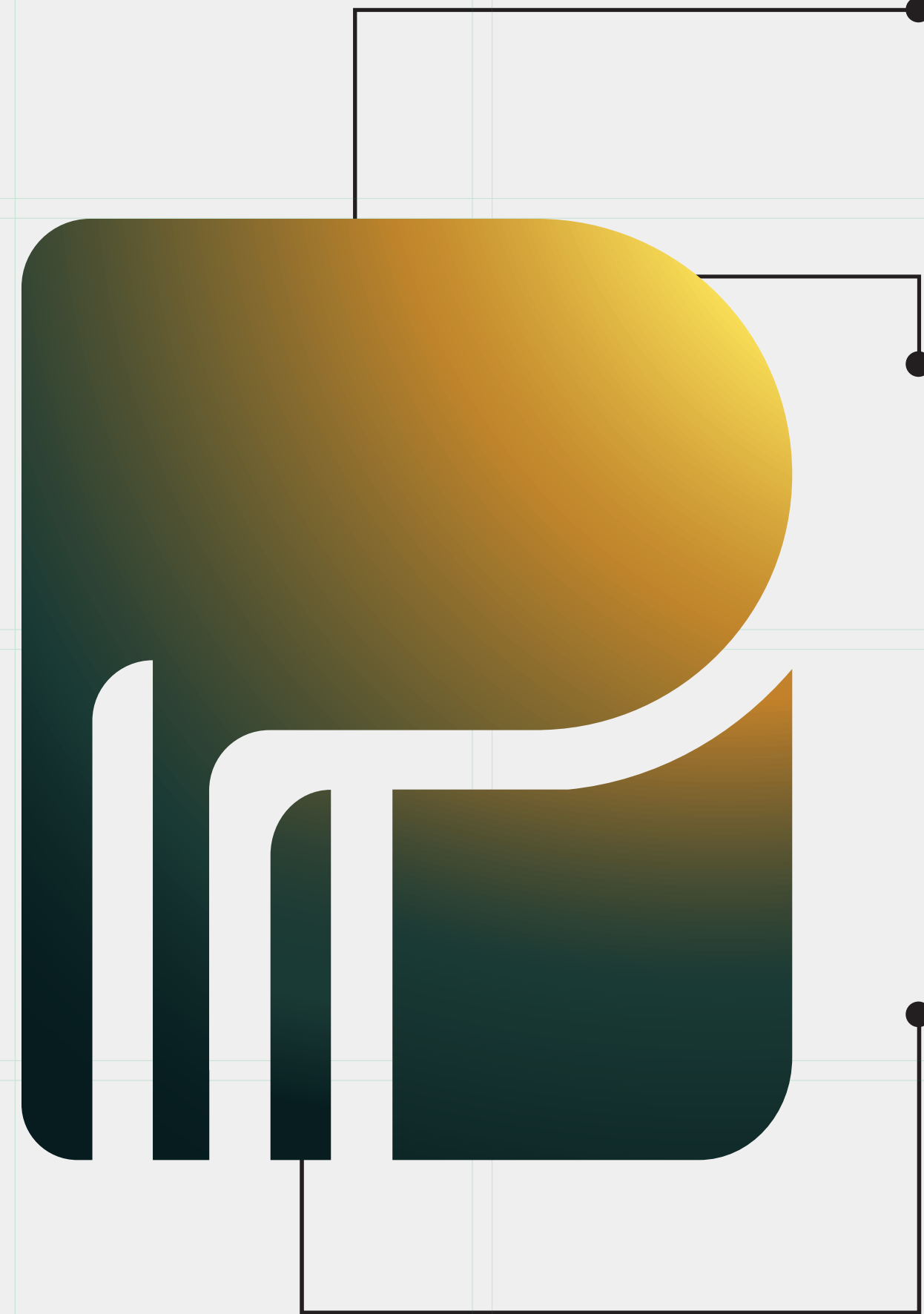




PRAGATHI VENTURES

PRAGATHI VENTURES

Brand Guidelines



• **The "P" Monogram**

The primary symbol is a stylized letter "P", representing Pragathi. Rather than using a simple typographic letter, the mark is constructed using architectural forms to create a unique identity.

• **The Golden Glow Effect**

The golden illumination within the logo is one of its strongest visual elements.

- **Symbolizes:**
- **Success**
- **Prosperity**
- **Wealth Creation**
- **Premium Investments**
- **Bright Future**

• **Architectural Building Structure**

The vertical elements inside the logo resemble:

- **Modern high-rise buildings**
- **Structural pillars**
- **Property towers**
- **Urban development projects**

Brand Narrative

"Pragathi Ventures stands as a symbol of progress, transforming visions into valuable real estate opportunities. The logo combines architectural strength, upward growth, and a pathway toward prosperity, illuminated by a golden glow that reflects success and future potential. Every element of the identity is crafted to represent trust, premium living, and the continuous journey of development."

Content

1. Logo

Logo and clear space

2. Logo Grid

Alignment System

3. Logo Layout

Structured arrangements of symbol and wordmark

4. Brand Colour Hierarchy

Brand colours Palette

5. Logo Sizes

Minimum Size & Scalability Guidelines

6. Typography

Typefaces and Visual Communication

7. Mockups

Brand Applications and Visualizations

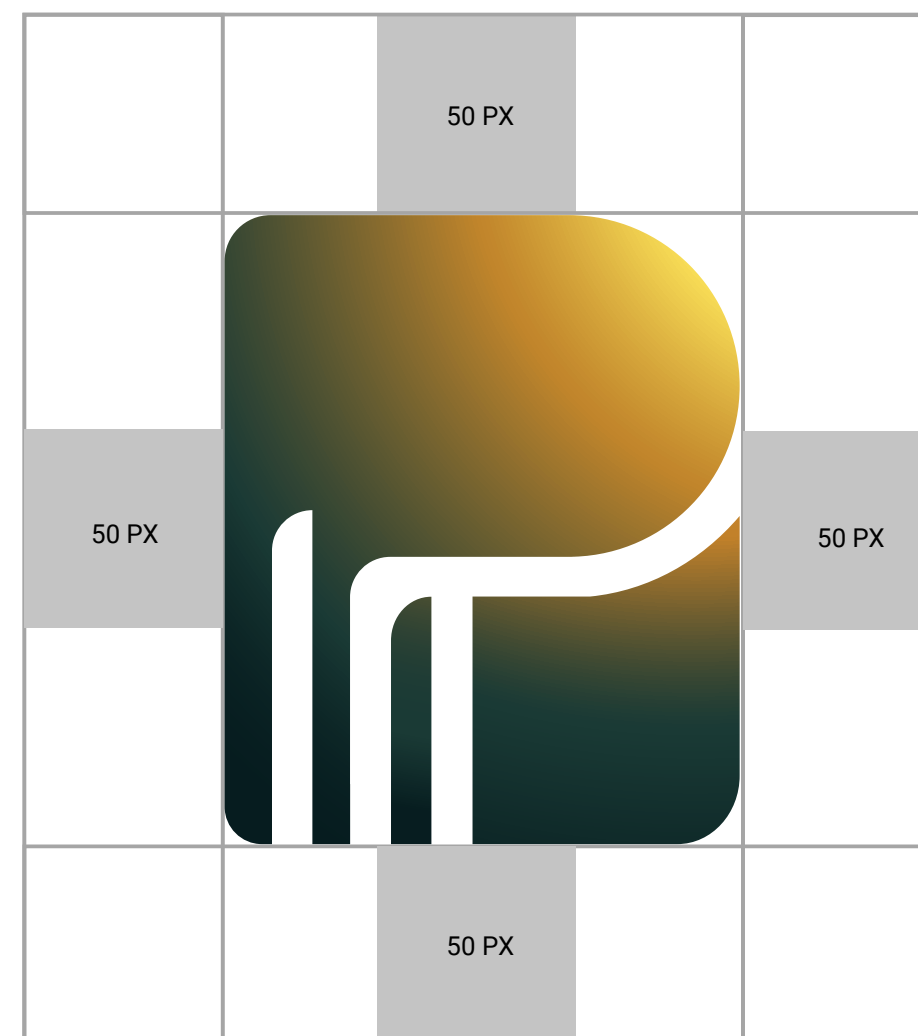
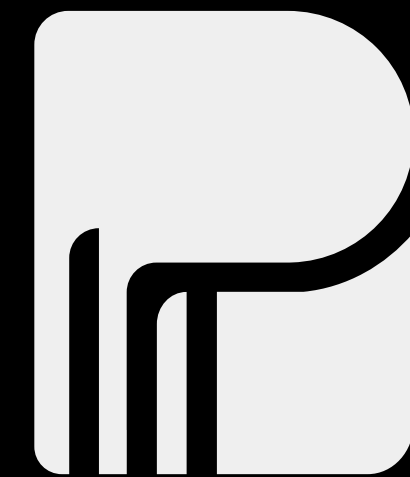
Logo

Logo

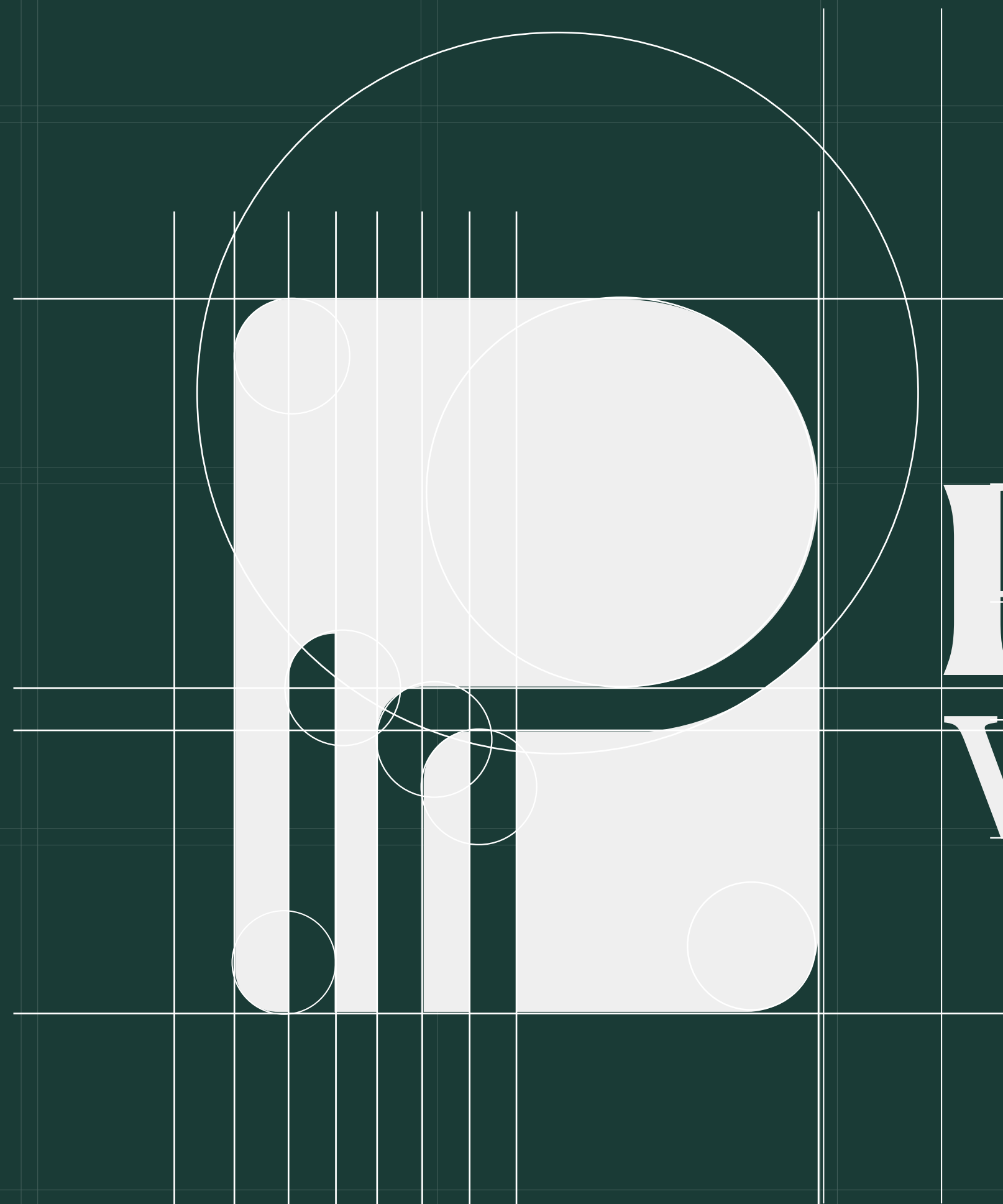
Logo should be white on darker backgrounds and black on lighter backgrounds.

Clearspace

Clearspace around the logo is equal to the cap height of 50px square



Logo Grid



PRAGATHI
VENTURES

Logo Layout



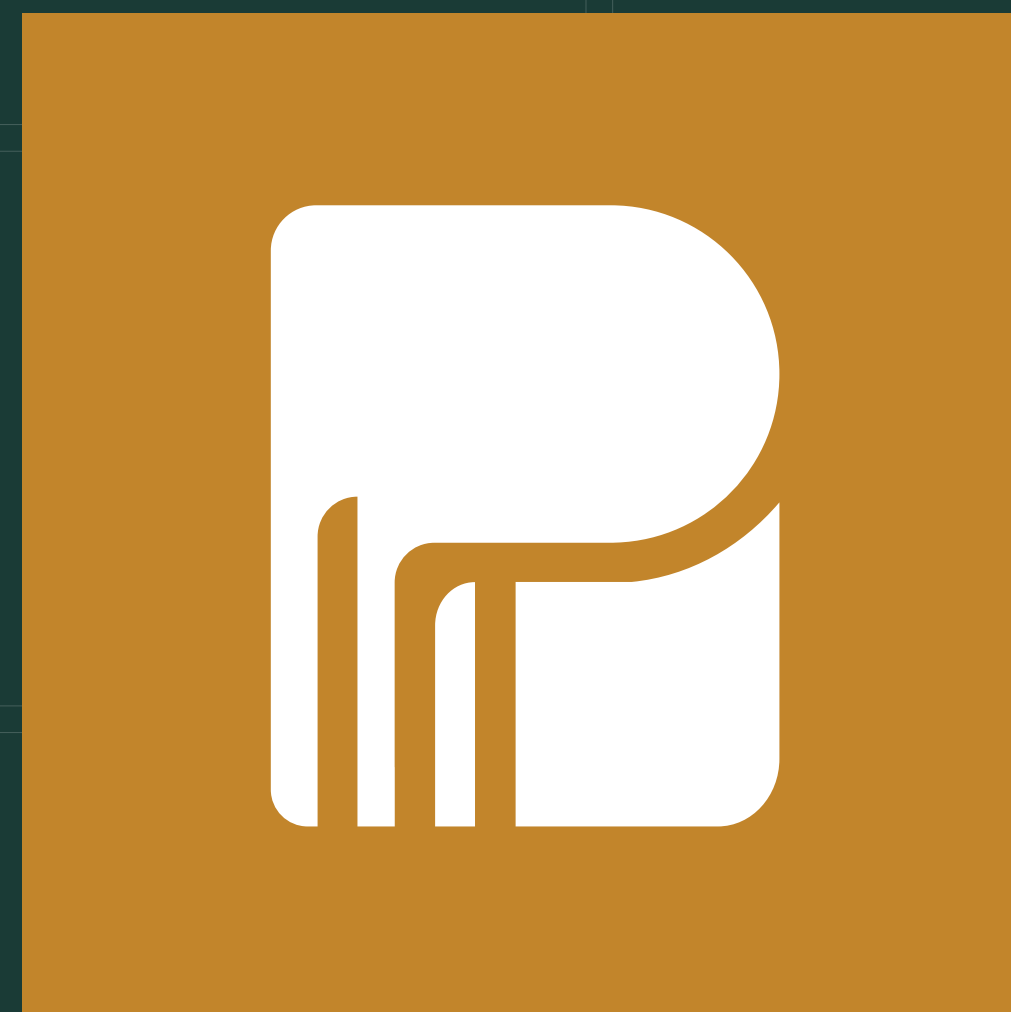
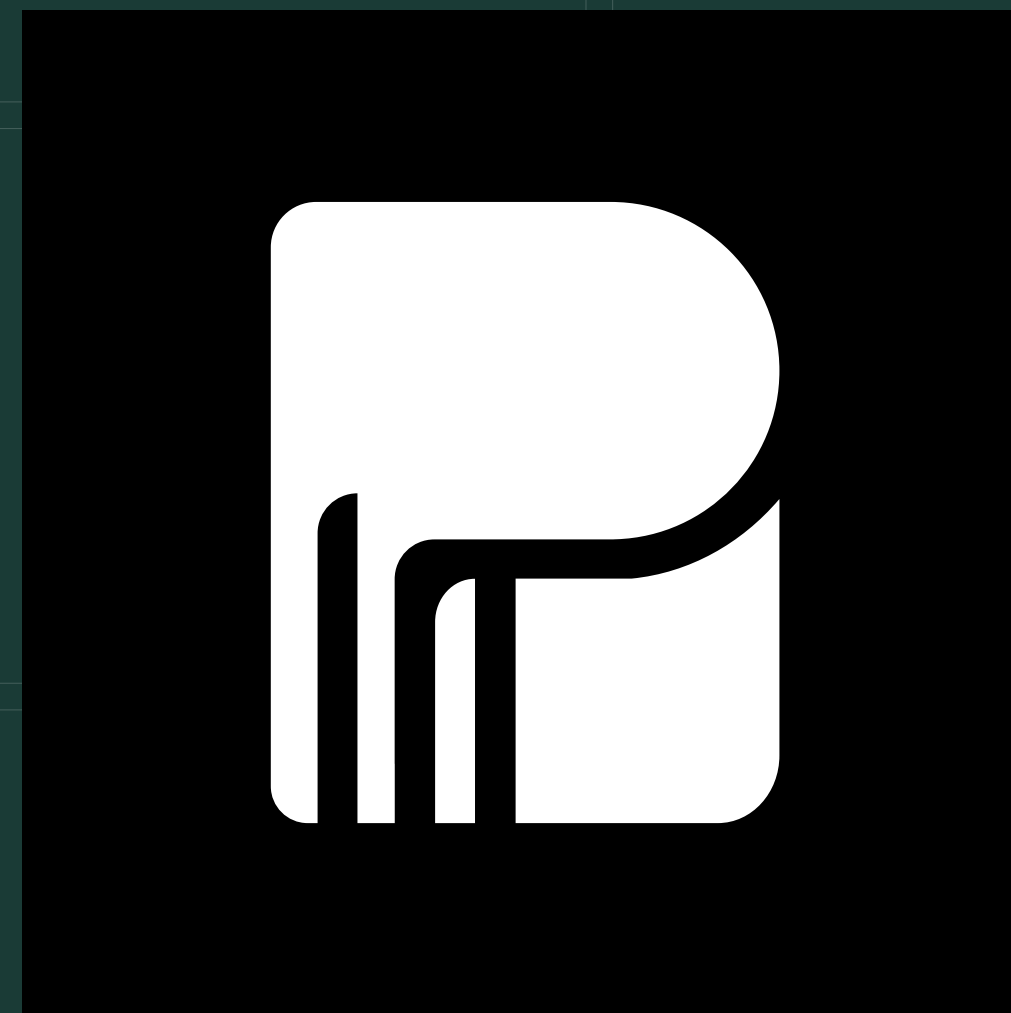
Horizontal



Vertical



Logo Mark



Brand Colour Hierarchy

Primary brand color

- Dark Forest Teal (#1A3B36)

A deep greenish teal with cool undertones. Evokes trust, sustainability, growth, and elegance.

Secondary brand color

- Antique Gold (#C2852B)

A rich golden-brown that conveys prestige, craftsmanship, heritage, and warmth. Perfect as a luxury accent.

Accent Color

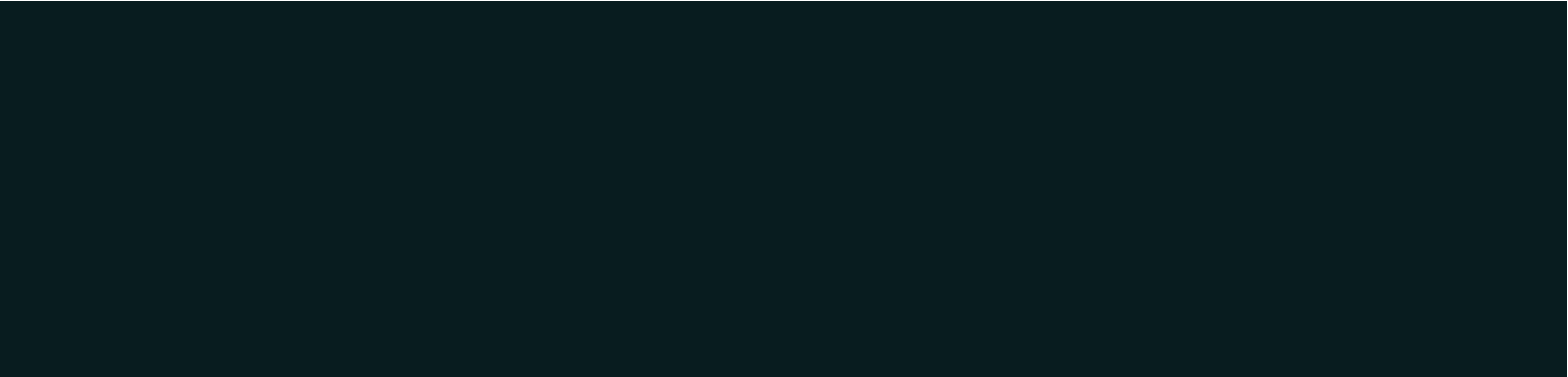
- Royal Gold (#FDE55B)

A rich golden-brown that conveys prestige, craftsmanship, heritage, and warmth. Perfect as a luxury accent.

Neutral Color

- Deep Charcoal Teal (#081C1F)

A nearly black blue-green. Represents luxury, stability, sophistication, and depth. Ideal for premium branding and backgrounds.



Logo Sizes



Typography

Canela Collection

Canela is a graceful display typeface that defies traditional classifications. Drawn by Miguel Reyes, its forms occupy an ambiguous space between sans and serif, soft and sharp—a modern design with roots in the classical. Canela began as an interpretation of Caslon, but Reyes gradually took the family in a new and unexpected direction: by shedding the face’s serifs and leaving only vestigial flaring at the ends of strokes, he arrived at a monumental quality influenced by his experience with stone carving. Debuting in the fifth issue of fashion and art magazine Document Journal, Canela’s sober elegance complemented a melancholic moment in fashion. Delicate in its lightest form with gently flared strokes, the family takes on an entirely different feeling of warmth with a quiet confidence as it swells to the blackest weights.

Aa

Thin
Thin Italic
Regular
Regular Italic
Medium
Medium Italic
Bold
Bold Italic
Black
Black Italic

Minion Variable Concept

The Minion Variable Concept is an experimental OpenType variable font originally bundled with Adobe Creative Cloud apps to demonstrate variable font technology. It features an Old Style serif design inspired by late Renaissance typography, but contains a highly limited character set (basic Latin) compared to the full Minion Pro family.

Aa

Thin
Thin Italic
Regular
Regular Italic
Medium
Medium Italic
Bold
Bold Italic
Black
Black Italic

Mockups













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@pragathiventures

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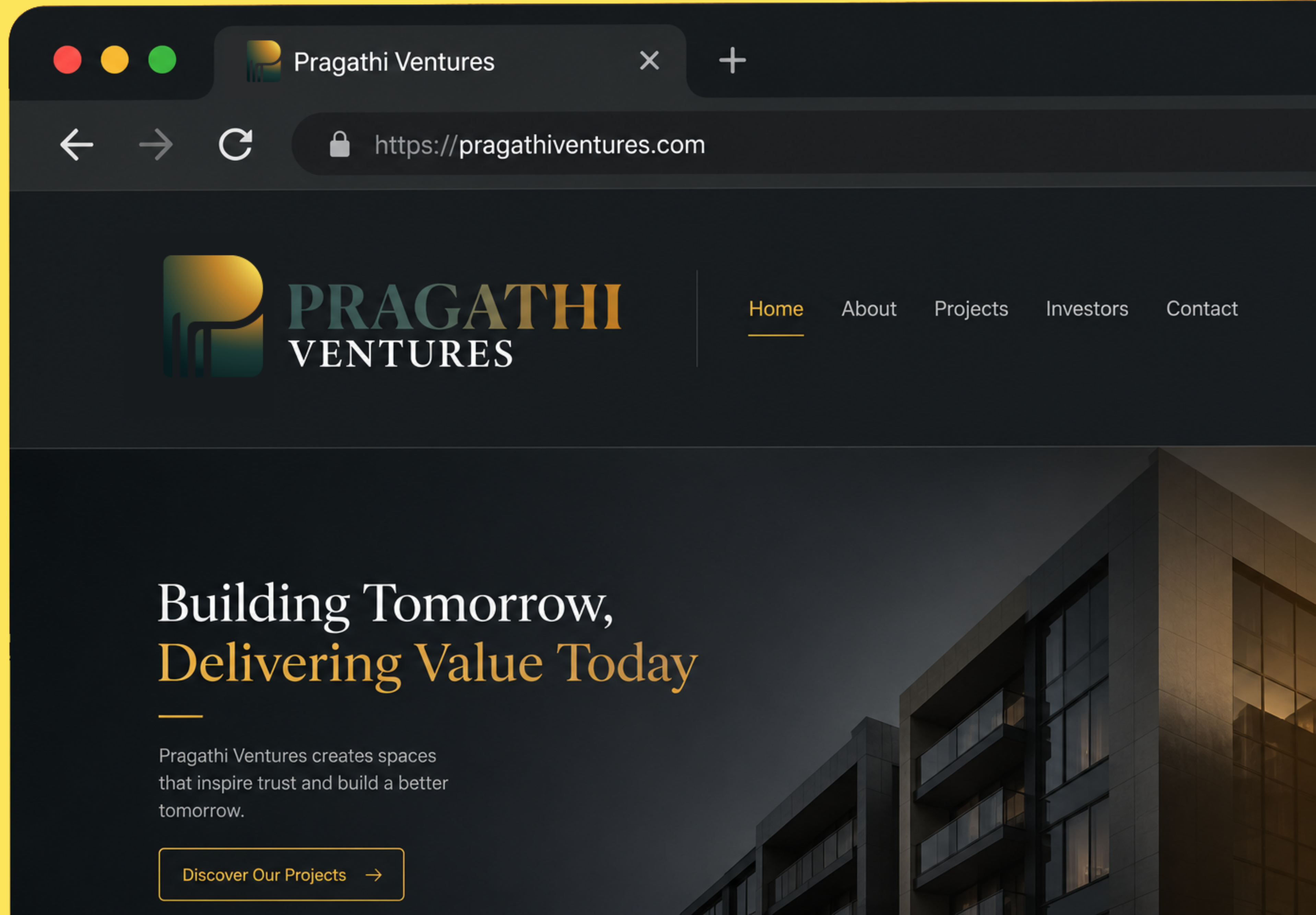
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