



swadhin khan

BRAND IDENTITY GUIDELINES 2026

A practical system for logo, color, typography,
digital use, print and branded merchandise.



THE CORE IDEA

The mark is an abstract lowercase S built from two rounded, forward-moving modules.

UPPER MODULE

Idea, perspective and strategy.

LOWER MODULE

Execution, useful systems and measurable outcomes.

DIAGONAL SPACE

The transition from thinking to doing; forward motion without visual noise.

ROUNDED CORNERS

A human, accessible personal brand rather than a cold corporate identity.

WHY LOWERCASE?

Lowercase makes the name feel conversational, modern and digital-first. It also keeps the two-word name visually continuous and balanced.



PRIMARY LOCKUP

Use on cream, white and light neutral surfaces.



REVERSED LOCKUP

Use on Forest Green, Deep Forest and dark photography.

CLEAR SPACE

Keep at least 1/4 of the icon width clear on every side.

MINIMUM SIZE

Lockup: 120 px digital / 35 mm print. Icon: 24 px digital / 8 mm print.

FOREST GREEN

#153F35

DEEP FOREST

#0C2C25

WARM CREAM

#F2EEE6

SOFT PAPER

#FAF8F3

MOSS

#8FA392

ACCENT GREEN

#246C56

INK

#17231F

ACCESSIBLE CORE PAIRS

Forest Green on Warm Cream: 10.11:1

Deep Forest on Warm Cream: 12.94:1

Ink on Warm Cream: 14.00:1

Accent Green on White: 6.26:1

Aa

MANROPE

Headings, navigation and short confident statements.

Aa

DM SANS

Body copy, interface labels and practical explanations.

Aa

NEWSREADER

Editorial emphasis, quotations and reflective moments.

Aa

HIND SILIGURI

Bangla headings and body text when Bengali is used.

VOICE

Clear, grounded and useful. Explain complicated things simply. Prefer evidence and real experience over hype.

DO

- Use primary green on light backgrounds.
- Use the reversed cream version on dark backgrounds.
- Preserve clear space and original proportions.
- Use the icon alone only when the name is already clear.
- Keep merchandise placements small and confident.

DO NOT

- ✗ Do not stretch, squash, rotate or skew the logo.
- ✗ Do not change the lowercase wordmark to title case or uppercase.
- ✗ Do not recolor it outside the approved palette.
- ✗ Do not add shadows, outlines, gradients or glow effects.
- ✗ Do not place it on busy imagery without sufficient contrast.

06 MERCHANDISE & DIGITAL APPLICATIONS ⁰⁷

