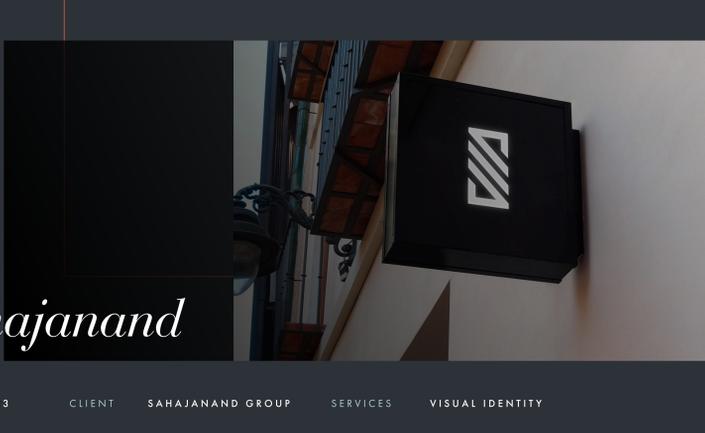


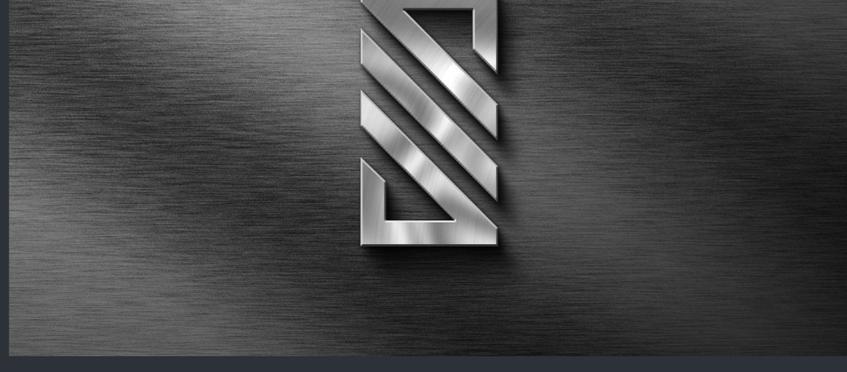
# Sahajanand

YEAR 2023 CLIENT SAHAJANAND GROUP SERVICES VISUAL IDENTITY



## 01 Visual identity

**WHERE DREAMS RESIDE**  
 Sahajanand is a pioneering real estate company synonymous with innovation and excellence. Their visionary approach blends cutting-edge design and sustainable practices, creating extraordinary living spaces that redefine modern luxury. With meticulous attention to detail and a commitment to customer satisfaction, Sahajanand consistently sets new standards in the industry. Backed by a team of seasoned professionals, they craft environments that foster community, comfort, and inspiration, ensuring every residence reflects their vision of elevated living.



### LOGO SYMBOL

Crafting the Sahajanand logo was a thoughtful process, merging the 'S' for strength, a modern building for distinction, and an inclined staircase for progress. The rich, earthy tones signify stability, while the design symbolizes the company's commitment to innovation and excellence. The result is a visually striking emblem embodying Sahajanand's core values with clarity and precision.



### LOGO STACKING

Three distinct logo variations have been crafted, each tailored to seamlessly adapt to the specific requirements of web, branding, and print applications. These versatile designs ensure a consistent and impactful visual representation across various mediums, enhancing the company's presence and recognition in the market.



### PATTERNS

The logo shapes serve as the visual identity of our brand, embodying its essence. They symbolize precision, elegance, and adaptability, reflecting a commitment to creating harmonious living spaces. Each element tells a story of innovation and balance, resonating with those who appreciate the artistry in the creations. These shapes guide every project, representing a fusion of creativity, precision, and a deep understanding of modern living.



### COLORS PALETTE

Sahajanand's brand identity is defined by a distinctive color palette: a rich terracotta (#EB6F3C) exuding warmth and stability, paired with a modern light gray (#DBDBDB) for sophistication. The clean aesthetic is accentuated by white (#FFFFFF), symbolizing purity and professionalism. This carefully chosen combination reflects Sahajanand's commitment to quality and contemporary excellence.



### TYPOGRAPHY

#### CONDOR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

#### PARALUCENT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
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