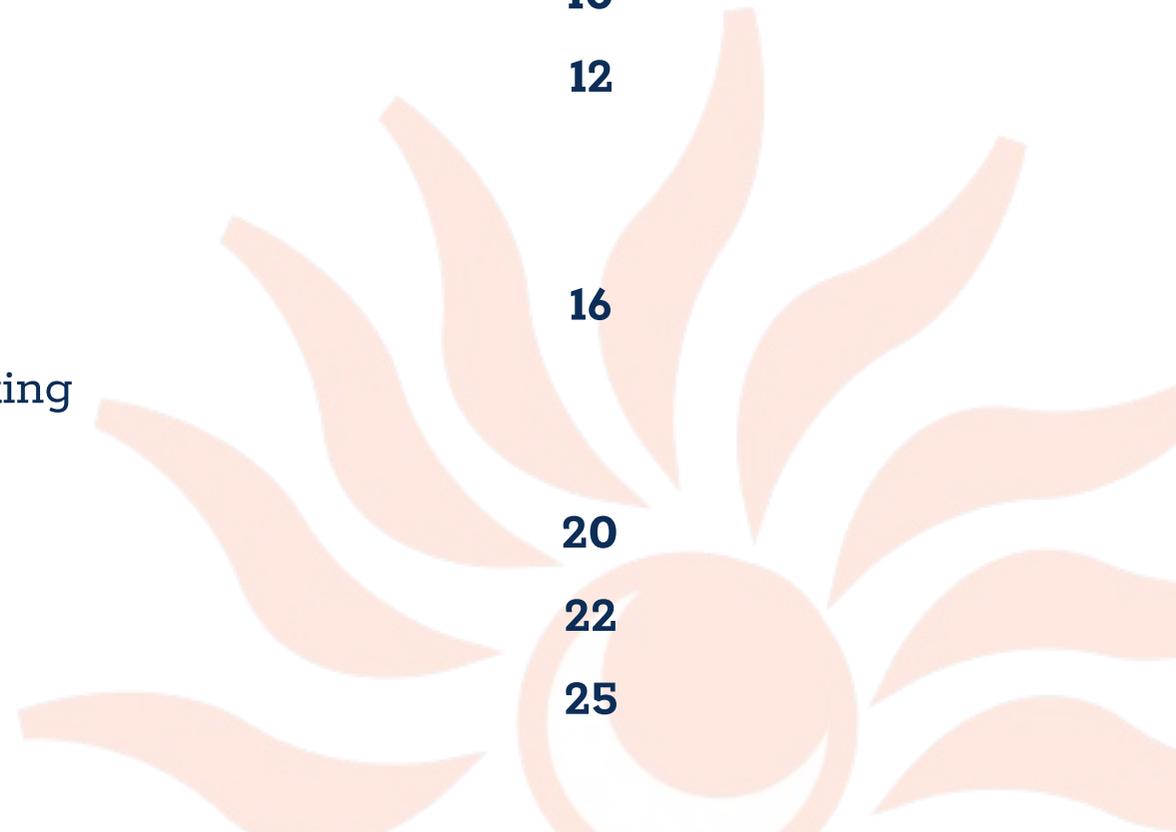




# CONTENTS

<b>1. Color Palette</b>	<b>1</b>
<b>2. Typography</b>	<b>2</b>
<b>3. Logo Types</b>	<b>4</b>
1. Logo Variations	
2. Logo Mockups	
<b>4. Business Cards</b>	<b>8</b>
<b>5. Letterhead</b>	<b>10</b>
<b>6. Brochure Design</b>	<b>12</b>
1. Bi-Fold Brochure	
2. Tri-Fold Brochure	
<b>7. Digital Assets</b>	<b>16</b>
1. Social Media Marketing	
2. UI Design	
<b>8. Label Design</b>	<b>20</b>
<b>9. Package Design</b>	<b>22</b>
<b>10. Online Shipping</b>	<b>25</b>



# Color Palette

## Primary Palette

The primary palette has two colors, derived from the logo: **Ocean Blue** and **Sunrise Orange**. These help consumers to quickly identify the brand and these are the core colors of the brand.

## Secondary Palette

The Secondary Palette colors highlight and compliment the primary colors. It helps with recognition and consistency. It adds more dimension to the brand. These include **Paled Peach** and **Paled Aqua**.

## Accent Color

This is a color used in quite small quantities to lift or to add punch to a color scheme. Mostly accent color is used for the backgrounds. The accent color for this brand is **Ash White**. Other than all these, **White** and **Black** are used in all spaces.

<b>HEX : #0C2D57</b> <b>RGB : 12 45 87</b> <b>Ocean Blue</b>	<b>HEX : #FC6736</b> <b>RGB : 252 103 54</b> <b>Sunrise Orange</b>	<b>HEX : #FFB0B0</b> <b>RGB : 255 176 176</b> <b>Paled Peach</b>	<b>HEX : #5EB1BF</b> <b>RGB : 94 177 191</b> <b>Paled Aqua</b>
<b>HEX : #EFECEC</b> <b>RGB : 239 236 236</b> <b>Ash White</b>	<b>HEX : #FFFFFF</b> <b>RGB : 255 255 255</b> <b>White</b>	<b>HEX : #000000</b> <b>RGB : 0 0 0</b> <b>Black</b>	<b>Prachi</b> <b>Color Palette</b>

# Typography - Print Medium



## Primary Typeface

The primary typeface is **Mingolia Display**, a modern and unique serif font family with eight weights and extra light. Black and with matching oblique lines, its design makes the brand stand out.

The default text color is Ocean Blue. Sunrise Orange should not be used for body text with this font. In general, we use Mingolia Display Regular, Bold, and Light.

# Mingolia Display

<u>Regular</u>	<u>Light</u>	<u>Extra Bold</u>
ABCDEFGHIJKLMN	ABCDEFGHIJKLMN	ABCDEFGHIJKLMN
OPQRSTUVWXYZ	OPQRSTUVWXYZ	OPQRSTUVWXYZ
abcdefghijklmnpqr	abcdefghijklmnpqr	abcdefghijklmnpqrs
stuvwxyz	stuvwxyz	tuvwxyz
0123456789	0123456789	0123456789

<u>Oblique</u>	<u>Light Oblique</u>	<u>Bold Oblique</u>
ABCDEFGHIJKLMN	ABCDEFGHIJKLMN	ABCDEFGHIJKLMN
OPQRSTUVWXYZ	OPQRSTUVWXYZ	OPQRSTUVWXYZ
abcdefghijklmnpqr	abcdefghijklmnpqr	abcdefghijklmnpqrs
stuvwxyz	stuvwxyz	tuvwxyz
0123456789	0123456789	0123456789

## Secondary Typeface

The secondary typeface is **Rokkitt**. It is mostly used in headings and headlines, though it can also be used as an alternative to sans serif designs at text sizes

The default text color is Sunrise Orange. In general, we use Rokkitt Regular, Bold, and Extra Bold.

# ROKKITT

<u>Regular</u>	<u>Light</u>	<u>Extra Bold</u>
ABCDEFGHIJKLMNO	ABCDEFGHIJKLMNO	ABCDEFGHIJKLMNO
PQRSTUVWXYZ	PQRSTUVWXYZ	PQRSTUVWXYZ
abcdefghijklmnpqrst	abcdefghijklmnpqrst	abcdefghijklmnpqrstu
vwxyz	vwxyz	vwxyz
0123456789	0123456789	0123456789

<u>Italic</u>	<u>Light Italic</u>	<u>Bold Italic</u>
ABCDEFGHIJKLMNO	ABCDEFGHIJKLMNO	ABCDEFGHIJKLMNO
PQRSTUVWXYZ	PQRSTUVWXYZ	PQRSTUVWXYZ
abcdefghijklmnpqrstu	abcdefghijklmnpqrstu	abcdefghijklmnpqrstu
vwxyz	vwxyz	vwxyz
0123456789	0123456789	0123456789



## Typeface for Web Headings

The typeface for web headings is **Quicksand**, this can be considered as a relatively new font and was created mainly to be used as a Display font. However, it is versatile and legible enough to use in small text sizes as well.

The rounded terminals along with the curvaceous design on this typeface create a feeling of new, approachable, and openness.

# QUICKSAND

---

### Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### Extra Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

## Typeface for Body

The typeface for body is **Source Sans Pro**. It is a sans serif typeface that feels like a classic — rounded forms, solid lines. It's confident, lends an air of authority. Yet, it is graceful and easy on the eyes. This sans serif font reads well even in the footer.

The default text color is Midnight Black. In general, we use Source sans pro in Regular.

# Source Sans Pro

---

### Regular

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### Light

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### Extra Bold

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789**

### Italic

*ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789*

### Light Italic

*ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789*

### Bold Italic

***ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789***



## Primary Logo

Contains the complete business name and also includes a design and tagline. This logo also includes the usage of brand colors. It's used on the billboards, huge size titles or on any other first impression marketing.



## Secondary Logo

A simpler version of the primary logo, but still contains the business name with logo. It's used for legal documentations and trademark purposes.



## Favicon

Favicon is used on web browsers to represent a website or a web page. Short form for "favorite icon". Favicons are commonly displayed on tabs at the top of a web browser, but they're also found on your browser's bookmark bar, history and in search results, alongside the page url.



## Variation 1

To be used on lighter backgrounds.



## Variation 2

To be used on darker backgrounds.



## Variation 3

Single color logo to be used on darker backgrounds.



## Variation 4

Single color logo to be used on lighter backgrounds.





Prachi



Logo Mockup 1



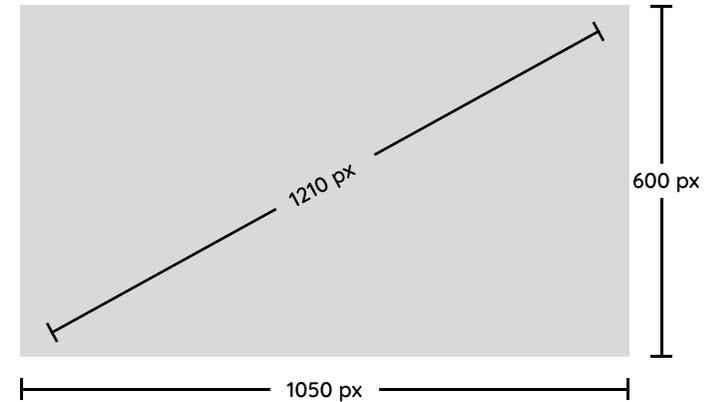
Prachi   
Elevating Timeless Beauty

Prachi   
Elevating Timeless Beauty

Logo Mockup 2



## Cards



F  
R  
O  
N  
T



## Business Cards

The key details that are included on a business card are the name, logo, tag line, contact details and social media icons, set against a design of your choice can create your company's identity and reinforce your brand with everyone who sees it.



B  
A  
C  
K



# Business Card Mockup



**Prachi**  
Elevating Timeless Beauty

+91 810 6543 475  
chethantalari@prachi.in



Prachi Block, Syndicate Towers, Madhapur, Hyderabad, Telangana, 500081.



# Letterhead

## Letterhead

The key details that are included on a letter head are the logo, contact details and address. Also, a watermark that is minimally recognisable to maintain the recognition of the brand.

29.7 cm

21 cm



# Letterhead Mockup





# Brochure Design

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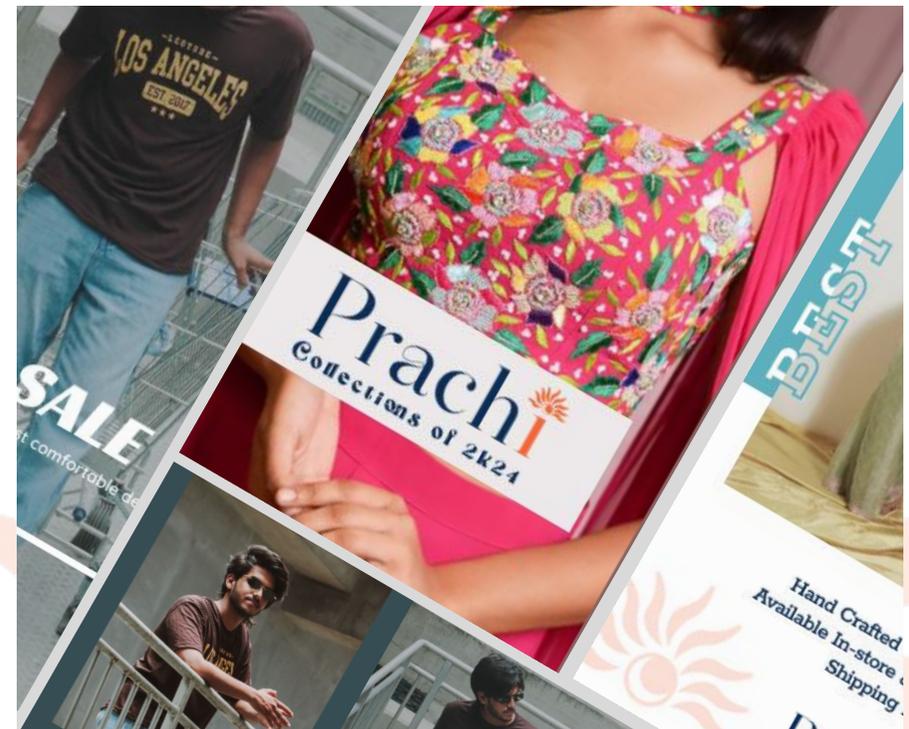
A brochure plays a pivotal role in this brand's marketing strategy by offering a tangible platform to showcase its products and services. Through captivating visuals and informative content, Prachi can effectively communicate its brand story, highlight key offerings, and differentiate itself in the competitive fashion market. By incorporating the brand's logo, colors, and imagery consistent with its identity, the brochure reinforces the brand image and leaves a lasting impression on potential customers. Moreover, brochures serve as targeted marketing tools, allowing the brand to tailor its messaging to specific audiences or demographics, thus increasing the relevance and impact of its marketing efforts.

## Bi-fold Brochure

A Bi-fold brochure is a printed marketing material folded into two equal halves. It typically contains information about a company's products or services, presented across four panels—two on the front and two on the back. Bi-fold brochures are compact, portable, and easy to distribute to potential customers.

## Tri-fold Brochure

A Tri-fold brochure is a printed marketing material folded into three equal sections, with two parallel folds creating three panels on each side. It offers ample space for presenting detailed information about a company's products, services, or events. Tri-fold brochures are versatile, allowing for organized content presentation and easy distribution at various marketing events.





Bi-fold Brochure



SUMMER SEASON SALE

40% OFF

For all items in-store & online

VISIT [www.prachi.in](http://www.prachi.in)

Prachi

[www.prachi.in](http://www.prachi.in)  
[support@prachi.in](mailto:support@prachi.in)

Prachi  
Collections of 2k24

BEST SELLER

Hand Crafted with Care  
Available In-store & Online  
Shipping NOW!

Prachi

About Us

Prachi is more than just a fashion brand. It's a reflection of a modern, culturally rich India. Founded in 2021 in Hyderabad, Prachi embodies the spirit of elegance, sustainability, and inclusivity. Our designs draw inspiration from the vibrant hues of Indian landscapes, intricacies of traditional craftsmanship, and the ethos of conscious living.

Key Features

- **Cultural Fusion:** Explore designs that seamlessly blend traditional Indian motifs with contemporary aesthetics.
- **Sustainable Practices:** Join us in our commitment to ethical sourcing, eco-friendly materials, and reducing environmental impact.
- **Inclusive Community:** Be part of a diverse community that celebrates individuality, cultural diversity, and empowerment.

NEW ARRIVALS

Blend into the necessity



Prachi

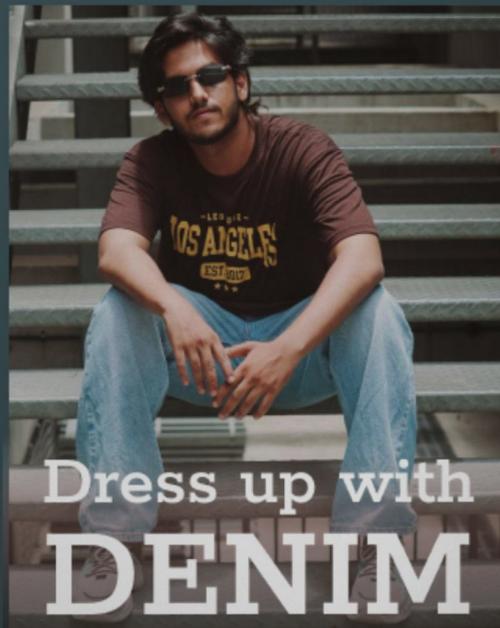


The latest collection, crafted for style and comfort. From modern cuts, each piece reflects your individuality. Embrace our range of washes and finishes. Elevate your wardrobe with fashion-forward designs.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut enim quis nostrud exercitation ullamco laboris nisi ut aliquip consequat. Duis aute irure dolor in reprehenderit in voluptate dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non in culpa qui officia deserunt mollit anim id est laborum.

### Discover New !

Discover timeless denim with our latest collection, crafted for style and comfort. From classic blue jeans to modern cuts, each piece reflects your individuality. Embrace versatility with our range of washes and finishes. Elevate your wardrobe effortlessly with our fashion-forward designs.



# Dress up with DENIM



Visit our official website:  
[www.prachi.in](http://www.prachi.in)

Contact Us:  
+91 8106543475

Prachi



## SPRING SALE

Treat yourself to this season's most comfortable denim

# 2024

Denim Collections

## Bi-fold Brochure Mockup





# Digital Assets

Digital assets are integral to Prachi's brand presence and marketing strategy. These assets include:

1. Social Media Marketing
2. UI Design
3. E-Commerce Platforms

This brand leverages E-Commerce Platforms like Amazon, Flipkart, and Myntra to reach a wider audience and increase sales. By listing its products on these platforms, Prachi taps into existing customer bases and benefits from their established infrastructure for payment processing and order fulfilment.

## 4. Digital Advertising

The brand Prachi invests in digital advertising channels such as Google Ads, social media ads, and influencer partnerships to expand its reach and attract new customers. These targeted advertisements are strategically placed to reach Prachi's target audience and drive traffic to its website or physical stores.

amazon



Myntra



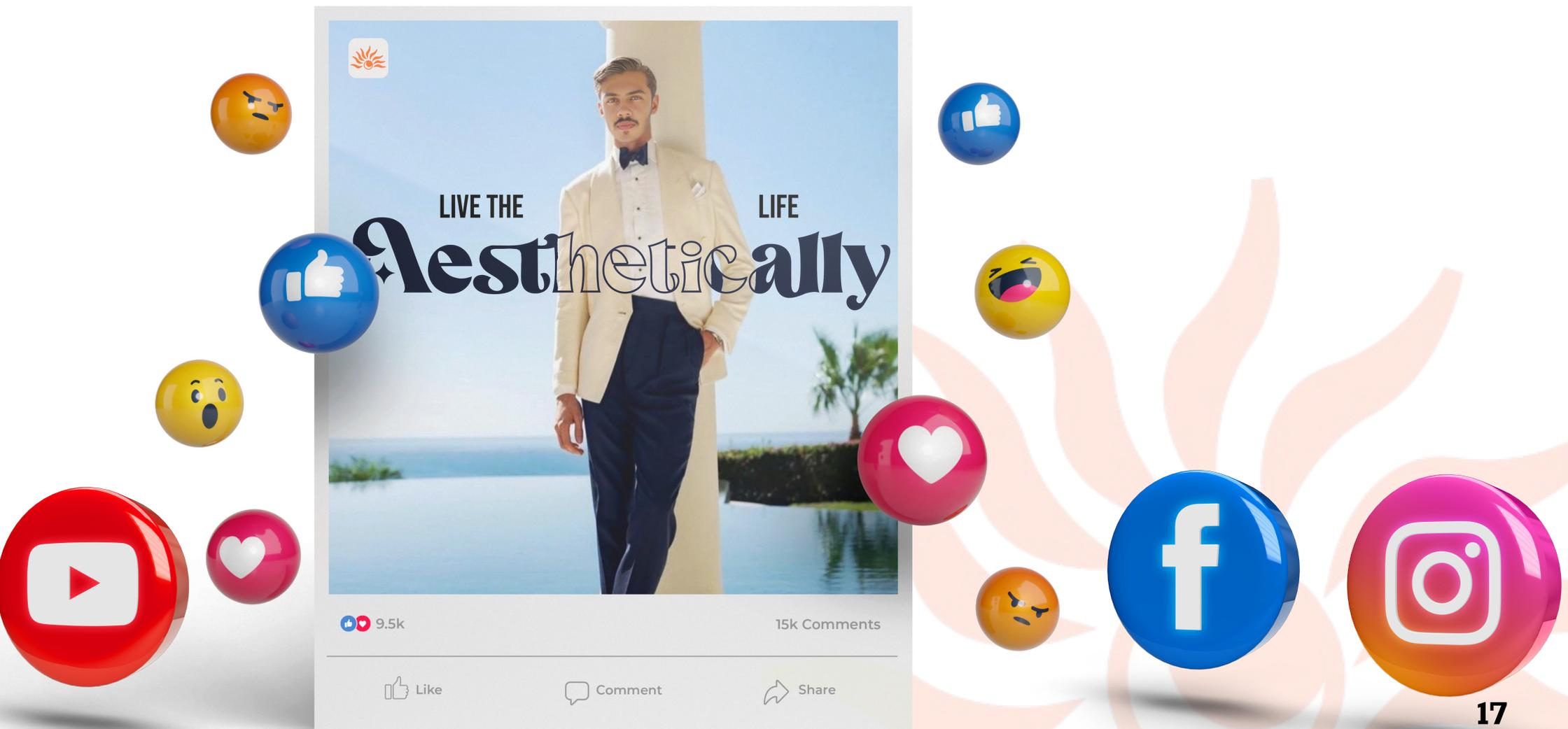
Google  
Ads





# Social Media Marketing

The brand Prachi maintains active profiles on popular social media platforms like Instagram, Facebook, and Twitter. These profiles serve as channels for engaging with customers, sharing behind-the-scenes content, announcing new arrivals, and running promotions. Consistent branding across social media platforms reinforces its brand identity and helps build a loyal community of followers.





# User Interface Design

The website serves as the digital storefront, offering a platform for customers to explore its latest collections, learn about the brand's story and values, and make purchases online. It showcases high-quality images of products, provides detailed product descriptions, and ensures a seamless shopping experience.





**30%**  
Flat Off

**SPRING SALE**

**BUY NOW**

Use Code: **SPC300**

**NEW ARRIVALS**

Explore the Latest Collections

Use Code: **NEWNOW**

**PARTY PAPARAZZI**

Get weekend ready with the party collection.

Use Code: **PARTY10**

**SUMMER SALE**

**Shop Now !**

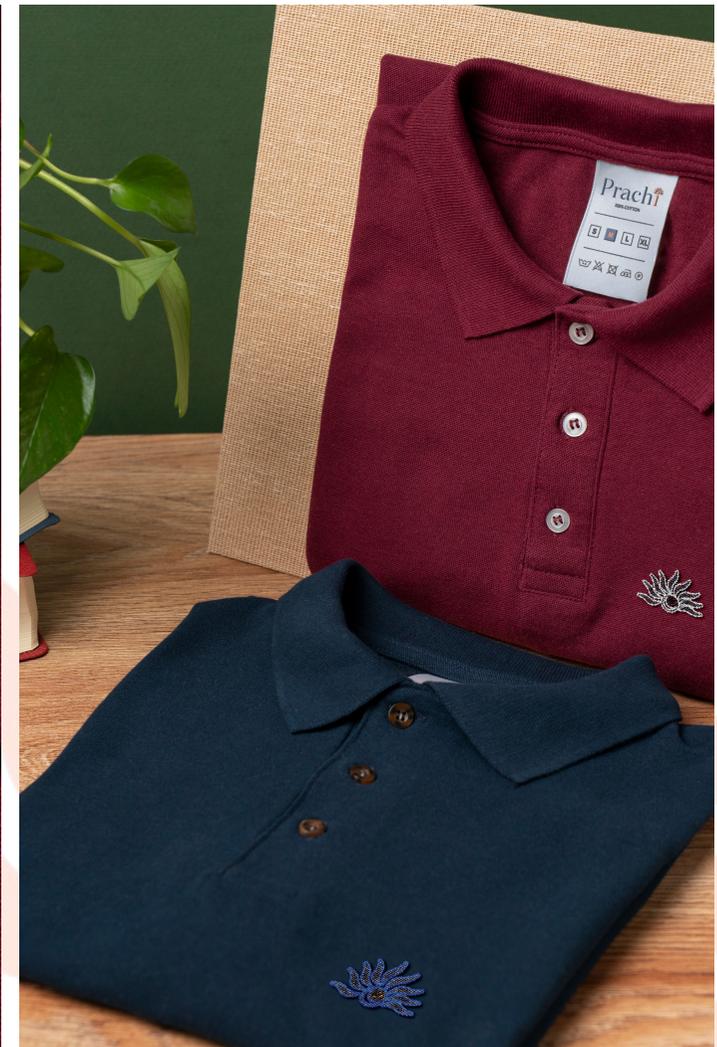
# Digital Advertising

These ads can reach audiences when they are browsing online for products to buy.



# Label Design

Garment labels are a powerful tool for brand recognition. They not only display the name Prachi but also convey the brand's ethos through quality, design, and care instructions. A well-designed label can elevate a brand's image and ensure its memorability among consumers.





Prachi   
▶ DENIM



# Package Design

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Package design is critical for this brand as it serves as the first point of physical interaction between the brand and the customer. An aesthetically pleasing and well-designed packaging not only protects the products but also communicates the brand's identity, values, and quality.

## Horizontal Paper Bags

These have a wider base, providing stability for items placed inside. This is particularly beneficial for carrying heavier or bulkier items without the risk of tipping over. Customers can quickly retrieve items without rummaging through the bag, making it convenient for both the customer and the cashier during checkout.

## Vertical Paper Bags

This bag is designed with handles at the top, making them easy to carry. Customers can comfortably hold these bags by the handles, even if they are carrying multiple items. These bags could be completely recyclable and environmental friendly.



Horizontal Paper Bags



Prachi  
Elevating Timeless Beauty

Vertical Paper Bags





**Prachi**  
Elevating Timeless Beauty

## Online Shipping

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These packages help in safe shipping of the costumes to the customers across India.