

BHARATNETRA

**BRAND
BOOK**

LOCKUP

The lockup is used exclusively for deliverables related to the BharatNetra program. Do not modify the wording, colours or formatting. Always maintain the required safe space around the lockup.

Lockup

BHARATNETRA
One Vision • One Finance • One Future

Clear Space



CORE & COMPLEMENTARY COLOURS

Our brand palette is anchored by Konark Ember and Neural Violet, symbolising the dual rhythm of innovation and transformation. These core colours should be used prominently to ensure consistency and brand recognition across all communications.

Supporting the core colours are complementary colours such as a deep blue, coral, sundrop and teal. These colours should be used selectively to highlight key information, create visual interest or add energy to any infographics and graphic materials.

Core

#E5762B
R229 G118 B43
C6 M65 Y96 K0

#A032B1
R160 G50 B177
C48 M88 Y0 K0

Complementary

#032C68
R3 G44 B104
C100 M90 Y31 K21

#F25940
R242 G89 B64
C0 M80 Y79 K0

#FDAB2B
R253 G171 B43
C0 M38 Y93 K0

#00B3A6
R0 G179 B166
C76 M3 Y43 K0

#241F21
R36 G31 B33
C70 M68 Y63 K73

#FFFFFF
R255 G255 B255
C0 M0 Y0 K0

GRADIENT COMBINATION

Gradients play a key role in enhancing the brand's visual identity, adding depth and dimension to the design. These gradients help to create a modern look across all branding materials, mimicking the rhythmic movement of coastal waves.

Use a combination of 2 colours angled at 45°, positioned horizontally or vertically to create visually engaging and striking combinations.



TYPOGRAPHY

We have defined a relationship of the header, sub-header and body copy to help maintain consistency.

Example sizing

Header: 96pt, Uppercase

Sub-Header: 48pt (half of the Header size)

Captions: 18pt (one-fifth of the Header size)

Body Copy: 18pt (same as Captions)

CTA: 18pt (same as Captions)

Header: 96pt, Uppercase

OPEN SANS BOLD

Sub-Header: 48pt

Open Sans Regular
Open Sans Light

Sub-Header Captions: 18pt

Open Sans Bold
Open Sans Regular

Body Copy: 18pt

Open Sans Regular

Nulla augue nisi, feugiat ut tellus vitae, tempor ultricies ligula. Duis lobortis sem velit, ut interdum tortor dictum vel. Aenean ut lorem convallis, venenatis turpis id, dignissim urna. Sed at tortor et felis cursus ultrices ac at felis.

Open Sans Light

Nulla augue nisi, feugiat ut tellus vitae, tempor ultricies ligula. Duis lobortis sem velit, ut interdum tortor dictum vel. Aenean ut lorem convallis, venenatis turpis id, dignissim urna. Sed at tortor et felis cursus ultrices ac at felis.

CTA: 18pt

Open Sans Bold

Open Sans Bold

ICONOGRAPHY

Our iconography style features simple, modern icons placed within a circular shape. Each circle uses a gradient background derived from our core colour palette.



KEY VISUAL

The primary component of the key visual is the brand sun wheel. To maintain consistency and brand integrity, the wheel must not be altered in form, colour, scale ratio, or style. It may be placed on any approved key visual background without modification to the element itself.



Sun Wheel

Sun Wheel with Key Visual Background



Key Visual Backgrounds



VISUALS

Visual assets are to be created in a consistent illustration style across all applications. To reinforce brand identity, a minimum of 90% of the colour usage within each visual should come from the core colour palette.

