



BRAND GUIDELINES

www.selfreliantindia.co

ABOUT SRI

Self Reliant India (SRI) works to break intergenerational poverty by fixing systems that fail to turn potential into opportunity and lasting economic security.

While education has been one pathway, SRI's core mission is **mobility**—enabling dignified livelihoods and long-term social mobility for people from disadvantaged backgrounds.



OUR LOGO

The SRI logo represents individual growth and the journey towards self-reliance.



MAIN LOGO



LOGO SYMBOL



LOGO Font

LOGO MEANING



From awareness to self-reliance



LOGO SPACING

Clear space around the logo ensures clarity and visibility.
The logo should always remain unobstructed.

PRINT BANNER



PRINT FLYER



DIGITALLY



COLOR PALETTE

The color palette represents dignity, growth, and trust with warm, grounded tones.

#7a8925

It symbolizes
dignity, seriousness, &
leadership.

#632b5c

It symbolizes **connection**
to land, community, &
sustainable growth.

#f6a61c

It symbolizes
encouragement
& collective effort.

#fcf1e7

It symbolizes
honesty &
openness

#333333

It symbolizes
purity, seriousness &
credibility.

CONTRAST



COLOR USAGE

Primary Color

Green (#7a8924)

Where to use (DO):

- Main highlights in a design
- Primary buttons (e.g. *Join the Movement*, *Apply Now*)
- Key icons or illustrations
- Important lines, dividers, or shapes
- Emphasising important words or numbers

Secondary Color

Purple (#632b5c)

Where to use (DO):

- Headings and section titles
- Sub-headings
- Supporting graphic elements
- Accent shapes behind text

Background Color

Beige (#fbf1e7)

Where to use (DO):

- Slide backgrounds
- Social media post backgrounds
- Document and report backgrounds
- Brand guideline pages

Accent Color

Yellow (#f6a61c)

Where to use (DO):

- Call-to-action highlights
- Arrows, paths, or directional elements
- Icons that show movement or progress
- Underlines below headings

Text Color

Charcoal Grey (#333333)

Where to use (DO):

- Body text
- Long paragraphs
- Descriptions & explanations

TYPOGRAPHY SYSTEM

Typography is clean, modern, and easy to read, ensuring clarity across all brand communication.

BEBAS NEUE

AB

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
123456790!@#\$\$%&*0_+

CENTURY GOTHIC

AB

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
123456790!@#\$\$%&*()_+

LAYOUT SAMPLE

TITLE/HEADING

Sub-title/Body Text

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

Enroll Now

Contacts Details

TYPOGRAPHY USAGE

- **Bebas Neue**

Should be used for **headings, titles, slide headers, and key highlights** such as section names and social media headlines.

- **Century Gothic**

Should be used for **body text, paragraphs, captions, and supporting content**, including descriptions, emails, and reports.

- **Do not mix fonts randomly** within the same text block; each font has a clear role.
- **Headings should always be bold, short, and impactful**, while body text should remain light and easy to read.
- Maintain **comfortable line spacing** so the text feels clean and never crowded.

Font Size Guidelines

Headings (Bebas Neue)

- H1 / Slide Title: **36–48 pt**
- H2 / Section Title: **28–32 pt**

Body Text (Century Gothic)

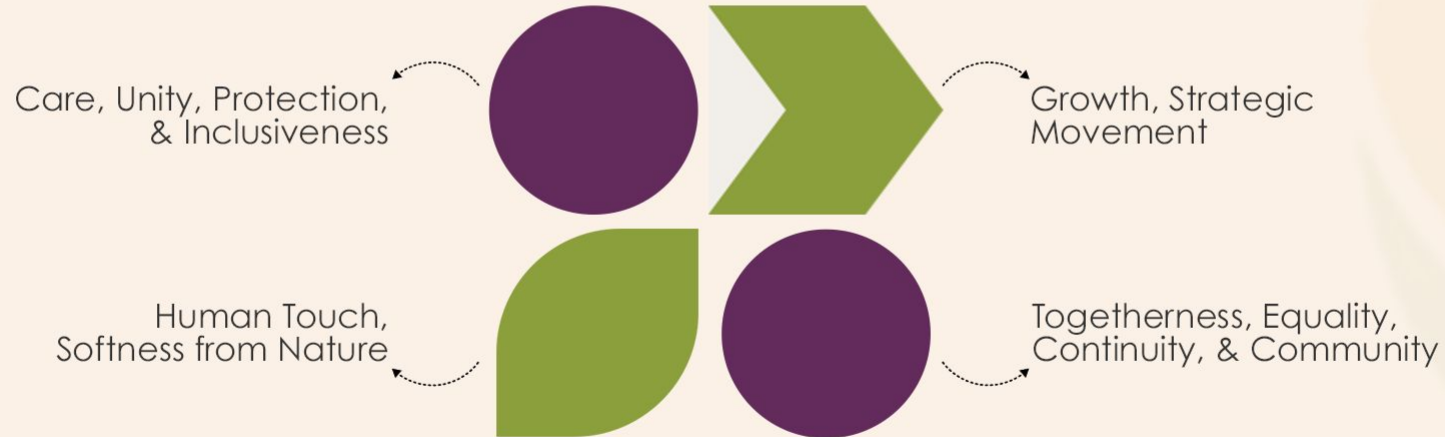
- Paragraph text: **14–18 pt**
- Captions / Footnotes: **12–14 pt**

Digital Tip:

Always check readability on mobile screens before finalizing sizes.

SHAPES

SRI uses soft, organic shapes that represent movement, unity, and growth.



SOCIAL MEDIA LOOK

Social Media for Self Reliant India should be clean, hopeful, and empowering, showing real people in confident, active roles and focusing on dignity and self-reliance rather than charity.

It reflects:

Consistent use of the logo and brand colors

Simple layouts with clear messaging and long-term impact focus



ENABLING SOCIAL MOBILITY

Empowering disadvantaged communities for a brighter future.

- ✓ **Quality Education**
Building skills & knowledge
- ✓ **Livelihood Programs**
Creating sustainable jobs
- ✓ **Systemic Change**
Strengthening mobility systems



[Join Now](#)

SM LAYOUT GUIDELINES

Logo Area

- Place logo at the top with clear space.
- Keep background clean for visibility.

Content Area

- One strong headline + one clear visual.
- Focus on real people and positive action.

Text

- Keep it short and readable.
- One post = one key message.

CTA

- Place CTA at the bottom.
- Use clear, action-oriented text in brand colors.



LETTERHEAD

The SRI letterhead should feel professional, calm, and trustworthy, supporting clear communication while reflecting the organisation's focus on dignity, strong systems, and long-term impact.

It Highlights:

Consistent use of the logo, color, & clean layout.

Clear hierarchy for official communication & readability.



To Whom It May Concern,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud.

exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam

Sincerely,
Susmita Kulkarni
CEO, LOREM IPSUM
7th Dec 2025



+91 4563748578
+91 6756473526



yourid@gmail.com
www.yourinfo.com



12, HPO lane Enclave
sharda nagar. HP

HOW TO USE LETTERHEAD LAYOUT

Logo Placement

- Top-left preferred for brand recall.
- Maintain clear space around the logo.

Design Elements

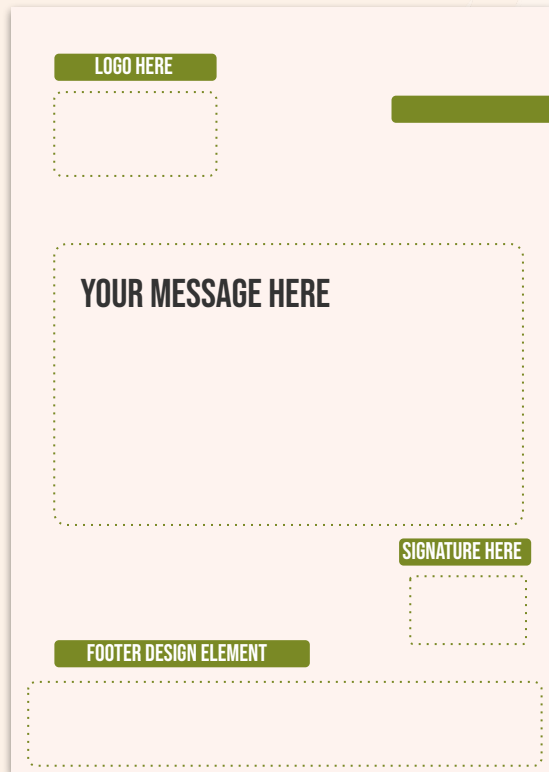
- Top-right or background accents.
- Use brand shapes/colors only, no heavy graphics.

Text Area

- Center or left-aligned body text.
- Keep margins clean and readable.

Footer / CTA

- Bottom section for contact details or call-to-action.
- Use primary brand color for emphasis.



VISITING CARD

The SRI visiting card should be clean, minimal, and professional, creating a clear and credible first impression while reflecting trust and dignity.

It Highlights:

Uses the logo, colors, and typography

Clear presentation of essential contact details.

Maintains a simple, uncluttered layout.



POSTER

The SRI poster should be clean, minimal, and impactful, clearly communicating the organisation's mission while reflecting trust, dignity, and long-term social change.

It Highlights:

Clearly communicates SRI's core mission of enabling social mobility.

Uses brand-aligned colors, typography, and visual language.

Focuses on clarity, not clutter—one strong message at a time.

Balances text and visuals to guide attention naturally.

Creates an emotional yet credible connection with the audience.



ANNUAL REPORT BOOK COVER

The SRI Annual Report cover should be professional, minimal, and credible, reflecting the organisation's commitment to social mobility and long-term systemic change.

It Highlights:

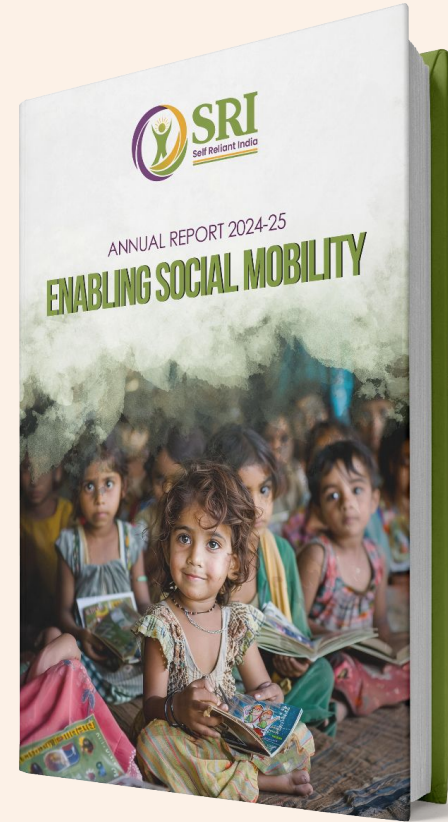
Clearly presents SRI's mission and annual focus.

Uses consistent brand colors and typography.

Maintains a clean, structured layout.

Balances impact with institutional credibility.

Creates a strong and trustworthy first impression.



THANKYOU FOR SHAPING THEIR DREAMS WITH
EVERY LAYOUT, VISUAL, AND WORD.