



SEWAH

EDUCATION HUB

Lead Your Business Live Your Life

Practical mentoring and systems for Marathi-speaking entrepreneurs



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INTRODUCTION

Using our brand correctly matters to us. Please read this guide and refer to it every time.

Enjoy getting to know our brand.

Intent of this guide

SEWAH Education Hub helps entrepreneurs turn owner-dependent businesses into systems-driven ones, through personal mentoring in Marathi and practical business systems.

This guide is the reference for everyone who creates work for the brand. It is not meant to restrict ideas; it keeps our presence consistent, so people recognise SEWAH every time.

Where a rule is marked **proposed**, it is new guidance for the brand owner to approve.



PERMISSIONS

Using our assets

We keep careful control of our name, logo and visuals, and expect the same care wherever they appear.

Use only the official logo, pattern and colour files supplied by SEWAH Education Hub. Never redraw or retype the logo.

Partners and suppliers need written permission before using any brand material.

Protect client confidentiality: ask permission before sharing any client story, name or photo.

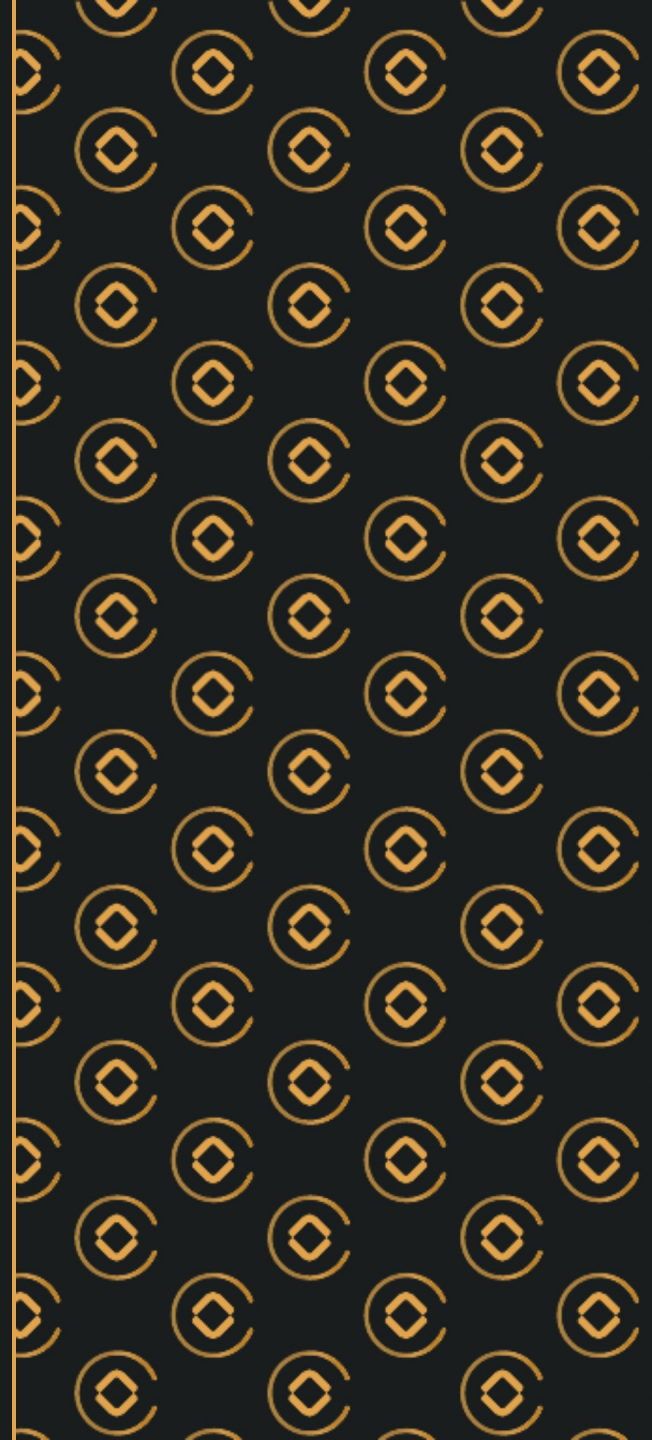
Questions go to the brand contact: [name, email].



01

Brand strategy

Our brand is more than a name and a logo. It is why we exist, whom we serve and how we help them.



BRAND PURPOSE

“To turn owner-dependent businesses into systems-driven businesses, so that growth creates freedom and time for what matters most.”

This is why we exist. Use it to open a talk, a workshop or an introduction, and as the filter for every decision.



BRAND VISION

“To be India’s most trusted partner in business automation and mentoring, making business freedom accessible to every entrepreneur.”

Use this to explain where we are heading. Together, vision and purpose tell the team and partners what we are building.



How we work with owners

The beliefs behind every session, workbook and message.



Understanding

Listen first and shape guidance around each owner's business, industry and goals.

Practicality

Turn ideas into clear, manageable steps that clients can implement.

Simplicity

Make complex challenges easier to understand and act on.

Empathy

Understand the person behind the business and the pressures they face.

Respect

Welcome questions, disagreement and honest conversations without judgment.

Confidentiality

Protect client information and seek permission before sharing their stories.



BRAND VALUES · 2 OF 2

How we keep our promises

Advice only matters when it is put into practice. These values keep us beside the client until it is.

Clarity

Make priorities, next steps, costs and expectations easy to understand.

Execution

Help clients put solutions into practice and see them through.

Listen first

Understand the business before offering advice.

Keep our word

Make realistic commitments and deliver on them.

Stand beside clients

Provide consistent support and address difficulties without blame.



TARGET AUDIENCE

Two owners we serve

PERSONA 01

The Freedom-Seeking Owner

An overwhelmed owner whose business depends on them for every decision.

Seeks: reliable systems and an empowered team, to reclaim personal time and peace of mind.

PERSONA 02

The Growth-Stalled Expert

A coach, consultant or service provider frustrated by the limits of personal delivery.

Seeks: structured programs and automation, to serve more clients without working longer hours.



BRAND POSITIONING

“We help Marathi-speaking entrepreneurs grow their businesses with less stress and more freedom, by combining personalised Marathi mentoring with industry-specific systems tailored to their needs.”

Use this whenever you need to explain how we are different.



BRAND PERSONALITY

The Sage, with a Caregiver's heart



We love

making business knowledge practical and personal, because owners deserve clarity, confidence and support to become independent.

We hate

generic advice, empty promises and judgment, because they leave owners confused, unsupported and stuck.



BRAND VOICE

The Practical Mentor

Our tone of voice is how we sound in every session, post and message, in Marathi and in English.

WE ARE

Professional & direct

...but not rigid or commanding.

WE ARE

Patient & practical

...but not patronising or vague.

Say: “Here are the next three steps for your team.”

Avoid: “Just scale up and everything will fall into place.”



BRAND TAGLINE

Lead Your Business *Live Your Life*

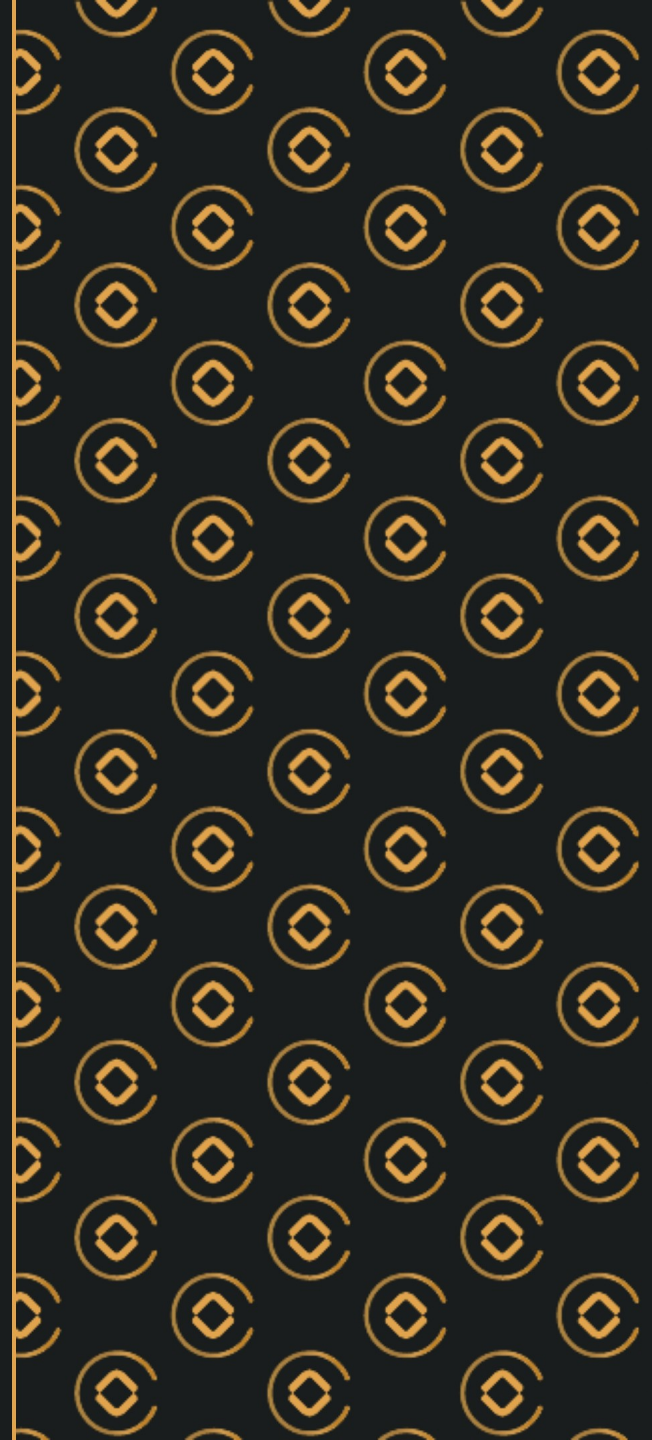
Our promise: systems that let the owner lead the business, and the freedom to live a life beyond it. It sits in the logo and closes our communication.



02

Brand logo

Our logo is the most visible element of the brand. Consistent use is the key to recognition.



PRIMARY LOGO

Emblem, wordmark and tagline

The horizontal lockup is our most distinctive asset. Use it on every form of communication wherever space allows.



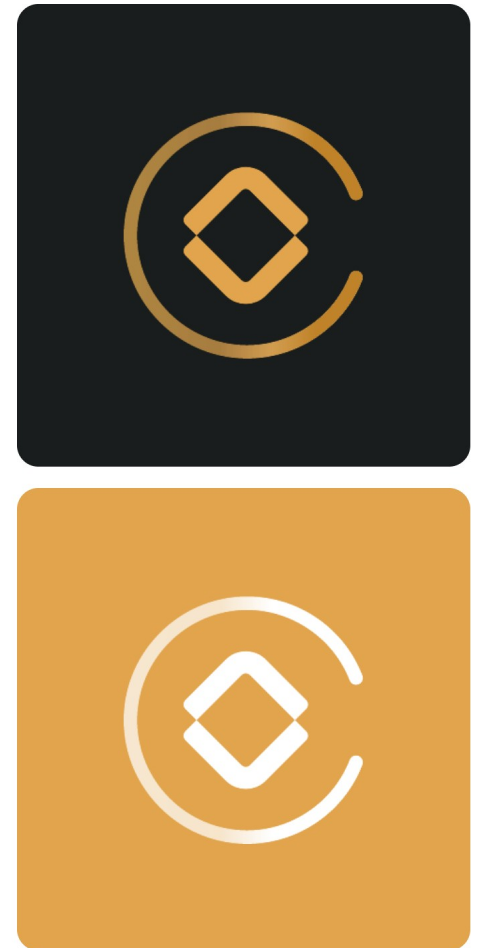
SECONDARY LOGO

Stacked lockup & brandmark

Use the stacked lockup in square and portrait spaces. Use the brandmark alone where the wordmark would become illegible: favicons, profile pictures, stamps and small accents.



Stacked lockup



Brandmark



BRANDMARK CONSTRUCTION

An open circle around a split diamond

A minimal, balanced mark that works across digital and print.



Open circle

Growth and new opportunities; a path left open.

Split rounded diamond

Knowledge brought together into one clear structure.

Gold gradient

Prestige and achievement. Used in the logo only.

Bold wordmark

Clarity and professionalism, in Montserrat.



LOGO SAFE AREA · PROPOSED

**Clear space =
x, the height of
the S**

Keep at least x of empty space on every side, so the logo is never crowded by text, images or edges. This applies to every version and colour.



Dashed line = minimum clear space (x on all sides)



LOGO SIZES · PROPOSED

Big enough to read, every time

Below these minimums the tagline and wordmark lose legibility. Switch to the next version instead of shrinking further.



Horizontal with tagline

Min. 45 mm print · 240 px screen



Stacked

Min. 25 mm · 120 px



Brandmark

Min. 8 mm · 32 px



LOGO COLOURS

Full colour first, one colour when needed



Primary

Full colour on white. Use whenever you can.



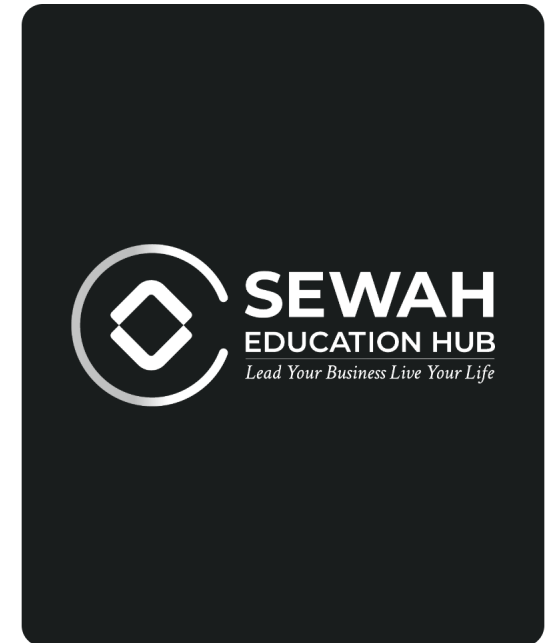
Reversed

White wordmark, gold emblem, on charcoal.



One colour · dark

Fax, stamps, engraving, single-ink print.



One colour · light

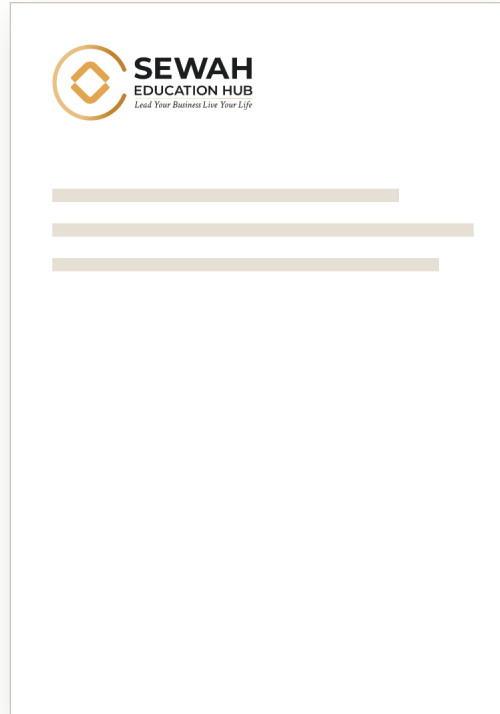
Embroidery, foil, photos where gold won't hold.



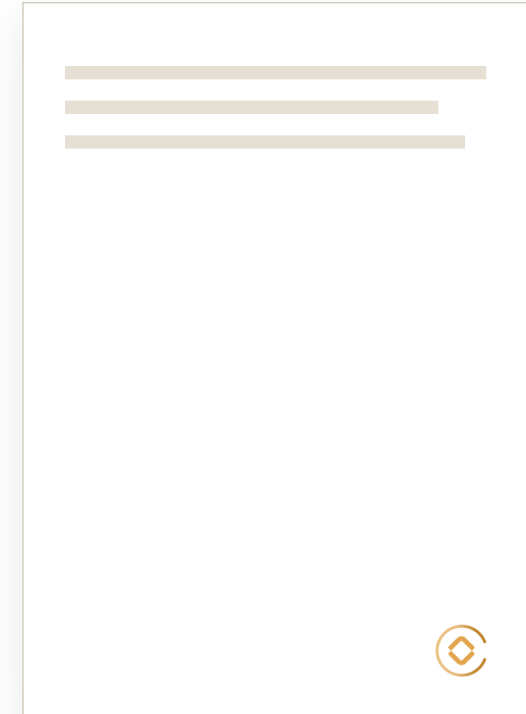
LOGO PLACEMENT · PROPOSED

Logo top-left, brandmark bottom-right

Place the primary logo at the top-left of the first page or screen. On following pages, sign off with the brandmark in the bottom-right corner.



First page



Following pages



Logo don'ts

Always use the approved files. Never stretch, recolour, rotate, recreate or add effects to the logo.



✗ Don't change the colours



✗ Don't retype the wordmark

✗ Don't stretch or distort



✗ Don't place on low-contrast colour

✗ Don't rotate the logo



✗ Don't place over the pattern



03

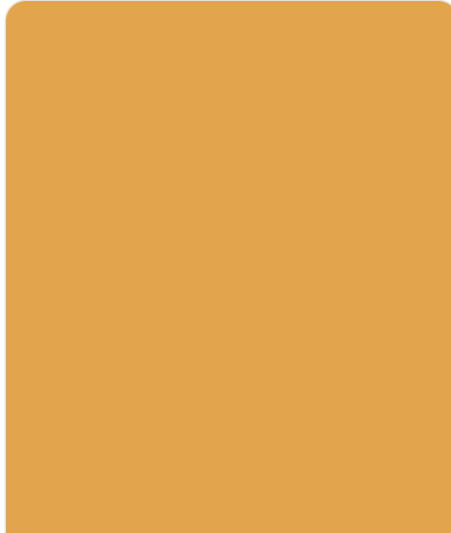
Brand colours

Gold, charcoal and white: a restrained palette that signals trust and achievement.

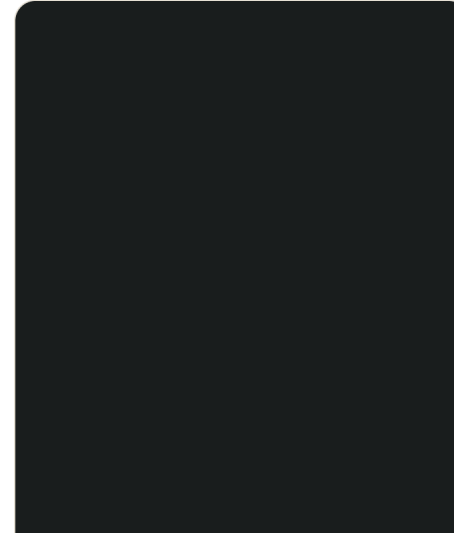
PRIMARY COLOURS

Gold, charcoal and white

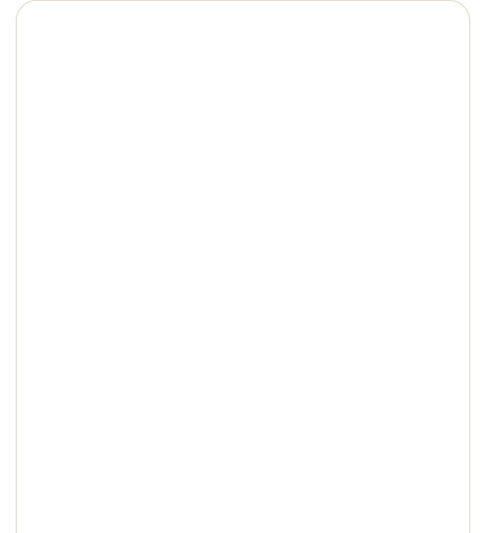
White gives space, charcoal gives authority, and gold marks what matters. Use gold sparingly so it stays special.



Sewah Gold
HEX #E2A54D
RGB 226 · 165 · 77
CMYK 11 · 36 · 80 · 0
PANTONE 7407 C



Charcoal
HEX #191D1D
RGB 25 · 29 · 29
CMYK 75 · 66 · 65 · 76
PANTONE Black 7 C



White
HEX #FFFFFF
RGB 255 · 255 · 255
CMYK 0 · 0 · 0 · 0
Paper white



TINTS · PROPOSED

Tints for depth, never for text

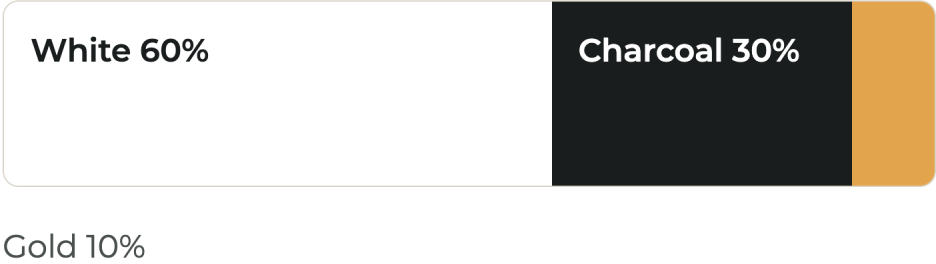
Use tints for backgrounds, charts, dividers and illustrations. Deep Gold is the one exception: a darker gold for small gold text on white.

	100%	80%	60%	40%	20%
Gold	#E2A54D	#E8B771	#EEC994	#F3DBB8	#F9EDDB
Charcoal	#191D1D	#474A4A	#757777	#A3A5A5	#D1D2D2
Deep Gold	#8A5A14	Text only: eyebrows, labels and links on white (5.9 : 1 contrast).			



White leads, gold accents

Keep backgrounds mostly white. Charcoal carries text, covers and section pages; gold is the accent that draws the eye.



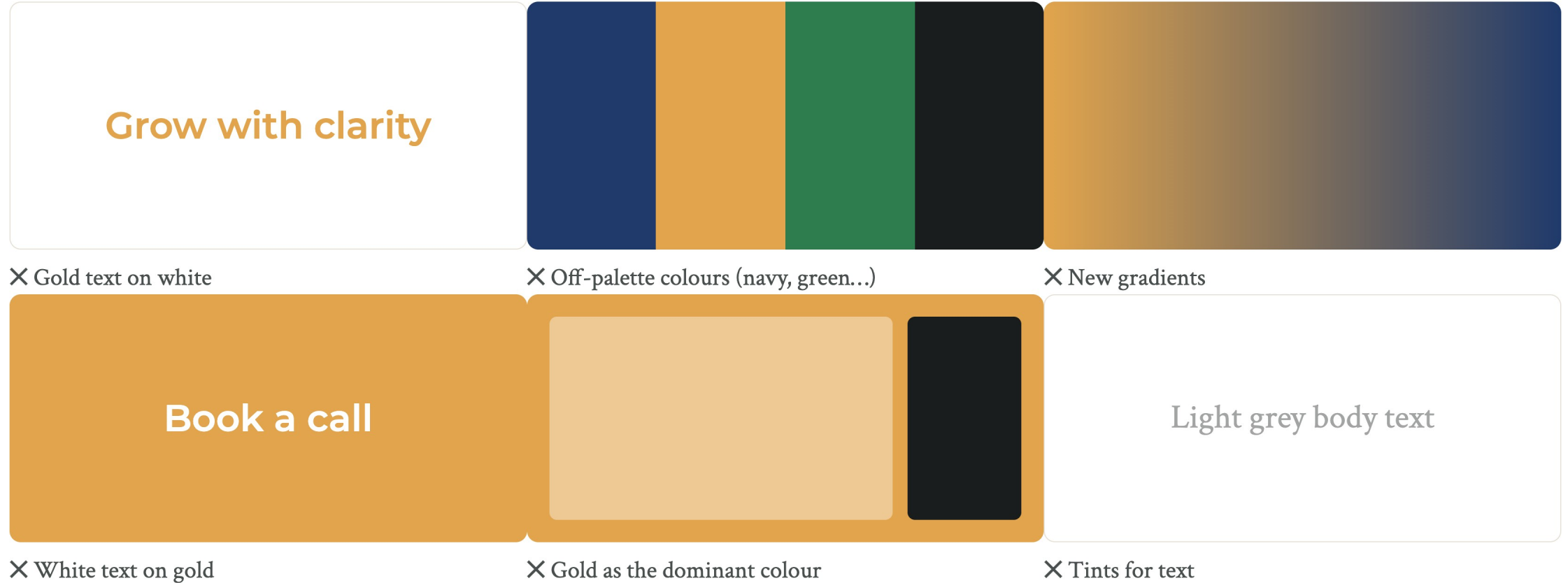
Readable pairings

Aa	Charcoal on white · 17.0	All sizes
Aa	Gold on charcoal · 7.9	All sizes
Aa	Charcoal on gold · 7.9	All sizes
Aa	Deep Gold on white · 5.9	All sizes
Aa	Gold on white · 2.2	Graphics only



Colour don'ts

Never add new colours, create new gradients or let gold take over the page.



04

Aa

Typography

A confident sans-serif and a warm serif: clarity and care, side by side.

Our typefaces

PRIMARY · HEADLINES

Aa

Montserrat Bold & SemiBold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt 0123456789

Headlines, the wordmark, labels and buttons.

SECONDARY · TEXT

Aa

Crimson Text

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt 0123456789

Body copy, quotes and the tagline (italic).

MARATHI · PROPOSED

अआ

Mukta

व्यवसाय चालवा, आयुष्य जगा

Devanagari partner for Marathi posts, workbooks
and WhatsApp tips.



HIERARCHY & SIZING · PROPOSED

Five levels, used the same way everywhere

Systems create freedom

Headline · Montserrat Bold · 28 pt / 72 px

Your next three steps

Subhead · Montserrat SemiBold · 18 pt / 44 px

WORKSHOP · MODULE 02

Eyebrow · SemiBold caps, +4 tracking · 9 pt / 24 px

We listen first, then shape a plan around your business, your industry and your goals.

Body · Crimson Text Regular · 11 pt / 30 px · min.
10 pt / 24 px

“Lead your business, live your life.”

Quote · Crimson Text Italic · 16 pt / 44 px



Type don'ts

Never change the colours, weights, spacing or line height outside the hierarchy.

Grow your
business

✗ Off-palette type colours

WE LISTEN FIRST AND SHAPE
EVERY PLAN AROUND
YOUR BUSINESS

✗ Long text in capitals

C l a r i t y

✗ Stretched letter-spacing

Bold text
Medium text
Regular text

✗ Random weights

Live your life

✗ Substitute or script faces

Tight line height makes long paragraphs
hard to read and tiring for owners

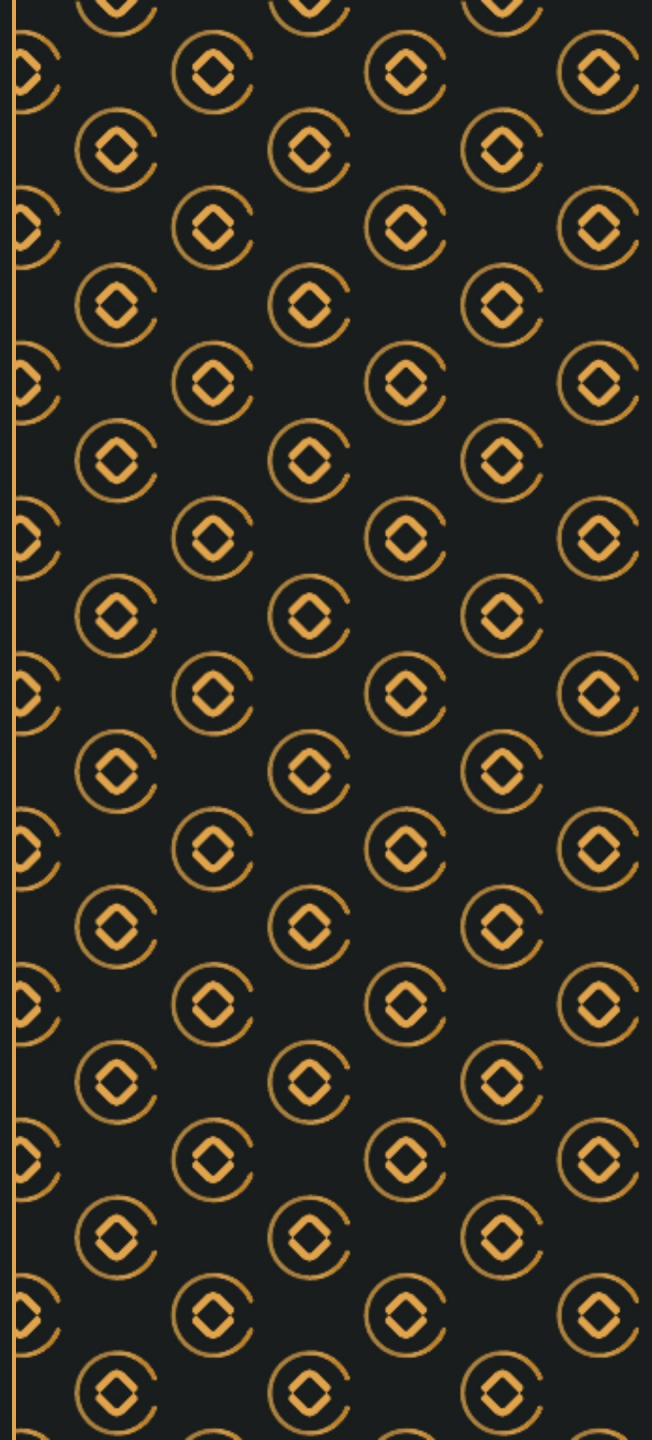
✗ Cramped line height



05

Pattern

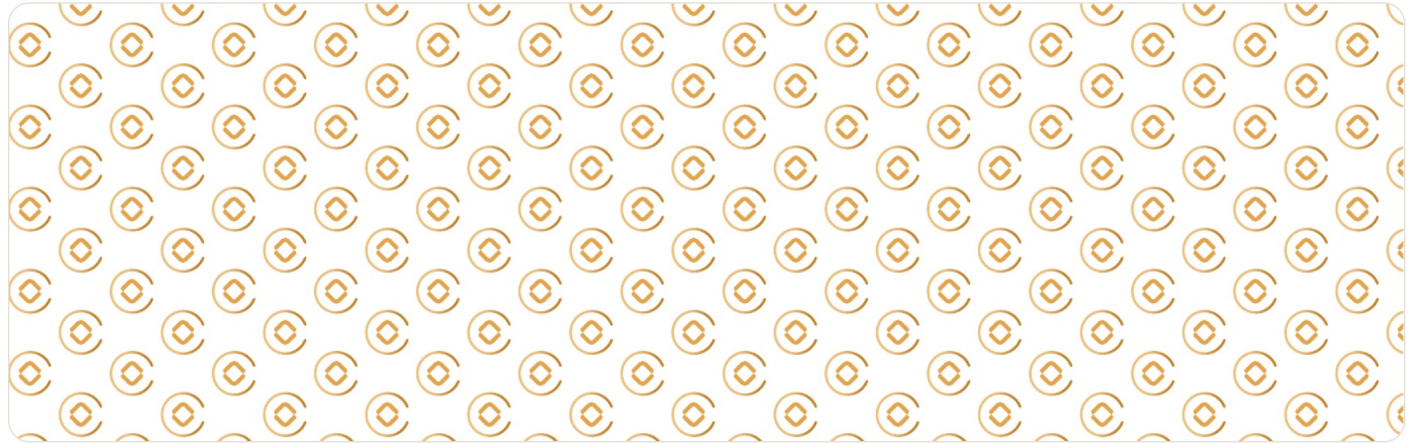
A quiet repeat of the brandmark that adds texture and recognition.



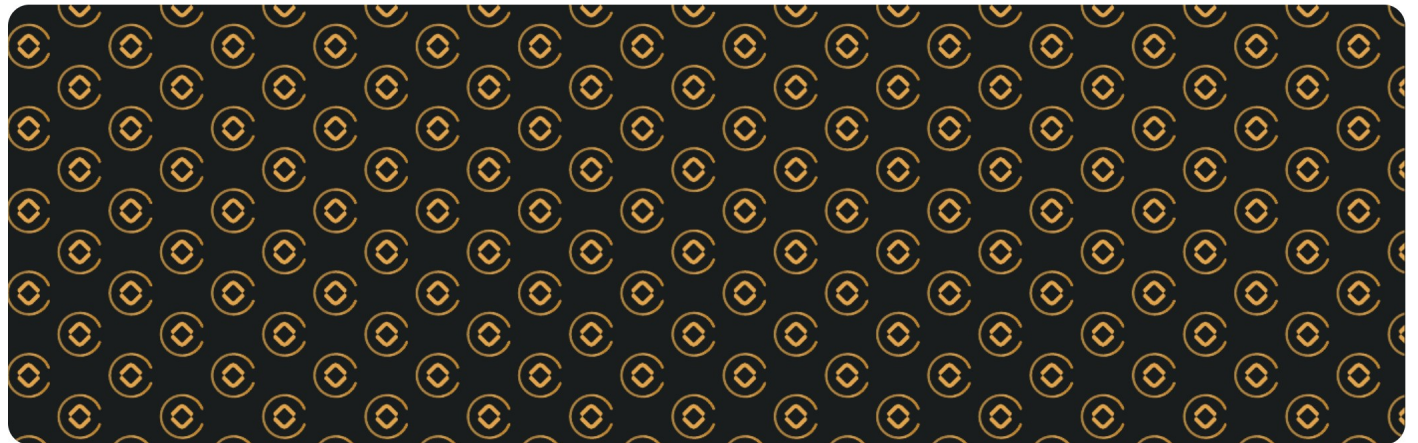
PATTERN CONSTRUCTION

One mark, repeated in rows

The brandmark is drawn in a thin gold line and repeated on a staggered grid. It works on white or on charcoal — nothing else.



On white



On charcoal

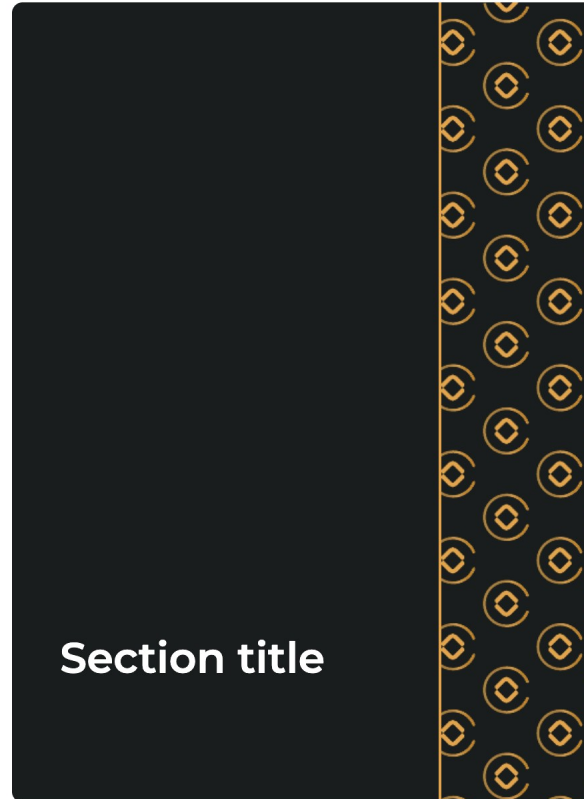


PATTERN USE • PROPOSED

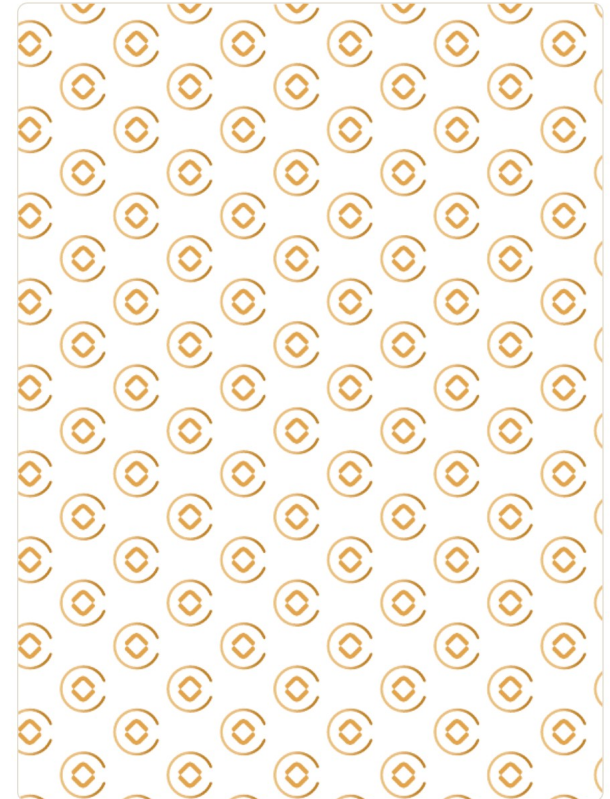
A strip or a panel, never a backdrop for text

Use the pattern as a vertical strip on covers and dividers, or to fill a whole surface with no text: envelope liners, workbook backs, tote bags.

Keep each mark at least 6 mm / 24 px wide.



Strip: one quarter of the width



Full surface: no text on top



Pattern don'ts

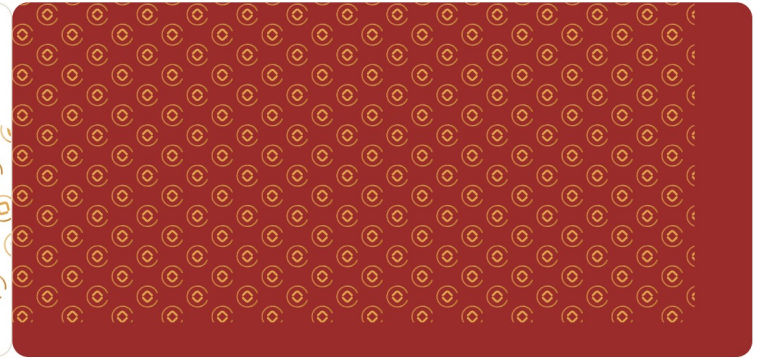
Never recolour, rotate or scatter the pattern, and never set text over it.



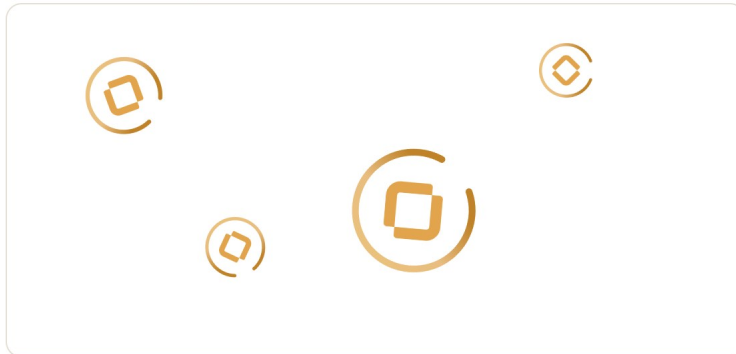
✗ Don't change the colour



✗ Don't rotate it



✗ Don't use other backgrounds



✗ Don't scatter the marks



✗ Don't put text on it



✗ Don't add shadows or effects



06

Imagery

Real, calm, practical pictures of owners at work, and a consistent way to frame them.



Pictures that feel like a good mentoring session



Real owners, real work

Local entrepreneurs in their own shops, offices and workshops. Never stock-photo boardrooms.



Listening moments

One-to-one conversations, notebooks open, attention on the owner.



Warm, natural light

Daylight, warm tones and calm, uncluttered spaces. Gold appears in details, not filters.



Honest by default

Show clients only with written consent. Label AI-generated people as illustrative.



IMAGE TREATMENT • PROPOSED

Circle and soft frame

The circle echoes our open emblem: use it for people and highlights, with a thin gold ring. Use soft 24 px corners for everything else. Never add filters or overlays in other colours.



Circle + gold ring



Rounded frame, 24 px





Composition

A simple, flexible grid that gives every message room to breathe.

COLUMN GRID • PROPOSED

Twelve columns at 16:9

Margins 128 px · 15 mm print

Columns 12

Gutter 32 px · 4 mm

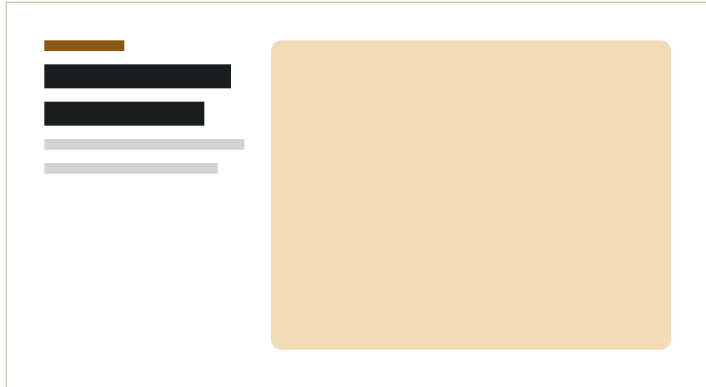
Footer band 64 px from bottom



1920 × 1080 canvas, shown at 55%

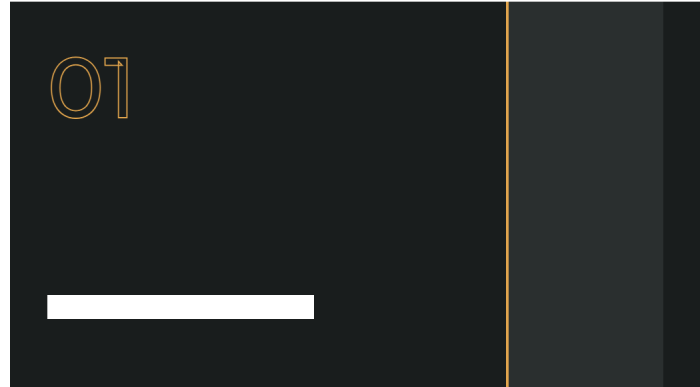


Three layouts cover almost everything



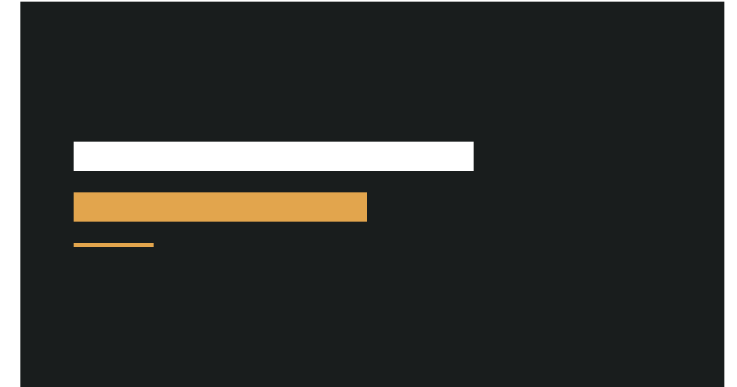
Split

Text in five columns on the left, visual in seven on the right.



Divider

Charcoal, outlined number, pattern strip on the right quarter.



Statement

One idea, large, left-aligned. For taglines, quotes and big moments.



Composition don'ts

Align text left, keep to the margins and reuse the master layouts.

Don't place

things

randomly

✗ Elements placed randomly

Text pushed right up against the edge with no breathing room at all looks cramped and rushed.

✗ Text too close to the edge

Right-aligned heading
centred paragraph that
mixes every alignment

✗ Mixed alignments



08

Applications

How the identity comes to life, in print, in person and on screen.





STATIONERY

Letterhead, envelope & cards

White letterhead with the logo top-left. Charcoal envelope and card backs carry the gold brandmark; gold card edges are optional.





Client workbook

Charcoal cloth cover, stacked logo in white and gold. A white edition carries the primary logo.



Desk essentials

White mug with the primary logo; black notebook with the gold brandmark only.





Workshop welcome kit

Natural canvas tote, charcoal folder with the brandmark, white badge on a gold lanyard.



Reception signage

Dimensional letters: brushed-gold emblem, charcoal wordmark, on a light wall with clear space.





DIGITAL

Website & mobile

Mobile-first, white-led pages. Logo top-left, one clear headline, a single gold call to action.



Next assets to brand



Google Business Profile

Branded service visuals and a review-request card.



Simple website

Whom we help, our approach and how to book. Mobile first.



WhatsApp graphics

Reusable Marathi tip cards and workshop invitations.



Referral invitation

A card clients can pass on, with clear program terms.



Introduction deck

A concise deck for entrepreneur groups and associations.



Digital contact card

Logo, tagline and one tap to save or share.





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Thank you