

BRAND GUIDELINES • EDITION 2026



**VAASTU HOMES**

*Health. Wealth. Prosperity*

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*Vastu-focused luxury real estate guidance*

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# Contents

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**01**   *Brand strategy*   Purpose to tagline

---

**02**   *Logo*   Versions, space, sizes

---

**03**   *Colour*   Palette and balance

---

**04**   *Typography*   Faces and hierarchy

---

---

**05**   *Pattern*   Panels and use

---

**06**   *Imagery*   Photo and illustration

---

**07**   *Composition*   Grid and layouts

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**08**   *Applications*   Six touchpoints

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## INTRODUCTION

*Using our brand correctly matters. Please read this guide and refer to it often.*

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## INTENT OF THIS GUIDE

VAASTU HOMES helps families choose luxurious homes with care, combining personalised guidance with authentic Vastu evaluation.

This guide explains how our identity should look, sound and feel, so that every touchpoint, from a business card to a reception wall, carries the same calm confidence.

It is not meant to restrict creativity. It gives everyone who works with the brand a shared starting point.

## PERMISSIONS

# *Using our assets*

We protect our brand and its reputation carefully. Everyone working with our identity, inside or outside the company, follows the guidance in these pages.

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Use only the master logo and pattern files supplied with this guide. Never redraw, retype or recreate them.

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Photography and mockups in this guide are concept visuals. Never present them as real clients, listings or completed projects.

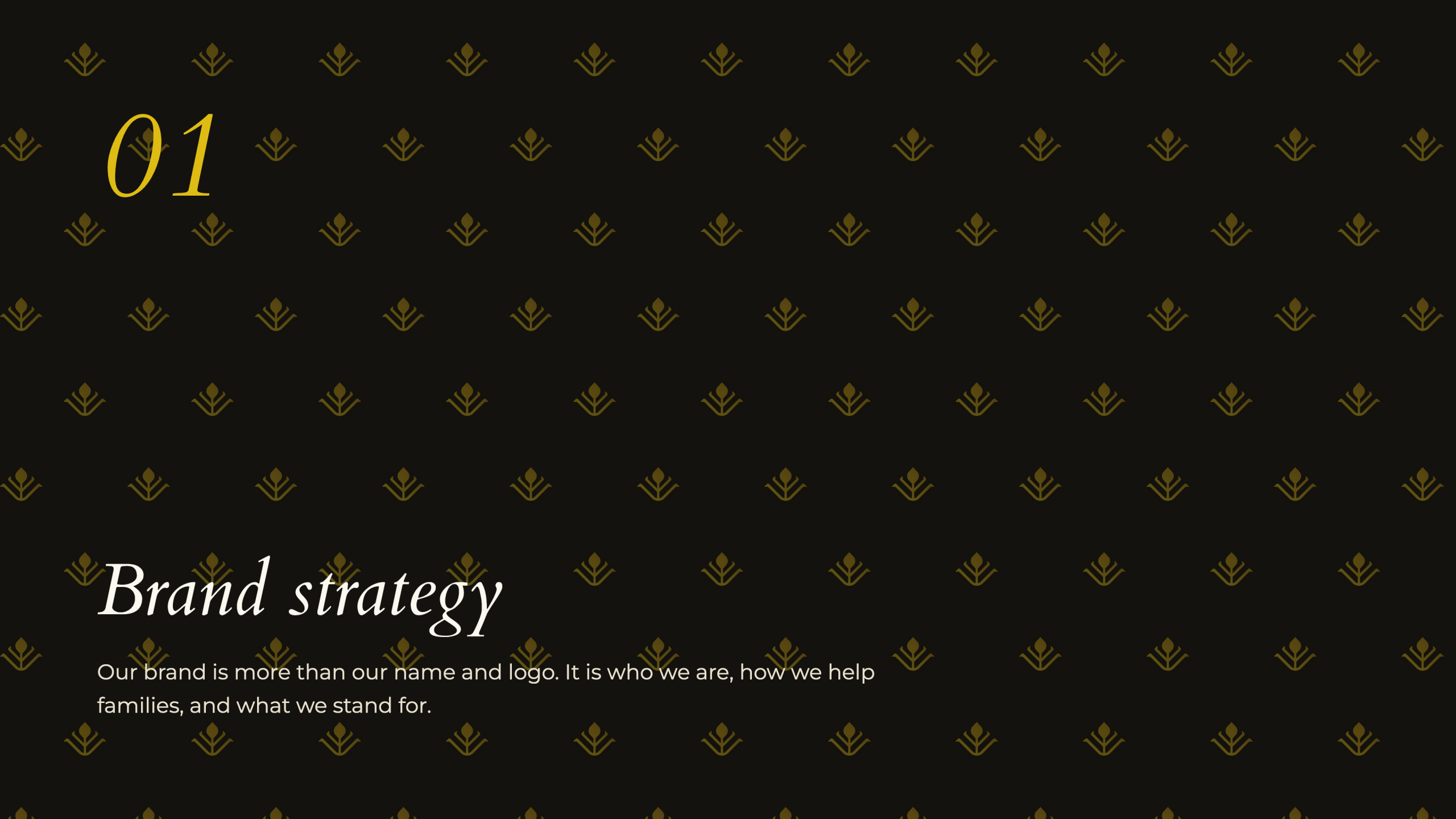
---

Our tagline expresses an aspiration. Never use it as a promise of health, wealth or financial returns.

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When in doubt about any usage, ask the brand team before publishing.

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01

# *Brand strategy*

Our brand is more than our name and logo. It is who we are, how we help families, and what we stand for.

## BRAND PURPOSE

*“To make Vastu-auspicious living accessible, so that people can experience greater peace, prosperity and harmony at home.”*

---

This is why we exist. It guides how we advise, what we recommend and how we speak. Peace, prosperity and harmony are the aspirations we serve, never outcomes we promise.



## BRAND VISION

*“To be India’s leading Vastu-focused luxury real estate brand, transforming how people choose their homes.”*

Our vision describes where we are heading. It is an ambition that shapes our standards today, not a claim about our position in the market.



## BRAND VALUES

# *Four values guide every decision*

01

### *Transparency*

We communicate openly about property details, pricing, approvals, Vastu evaluation and every important aspect of the purchase.

02

### *Peace of mind*

We create a clear, comfortable and pressure-free property-buying experience.

03

### *Responsibility*

We take ownership of the customer journey before, during and after the purchase.

04

### *Modern luxury*

We believe Vastu and contemporary luxury can coexist without compromise.

## TARGET AUDIENCE

# *Who we serve*

### **The affluent family decision-maker**

A couple or family seeking a luxurious Vastu-auspicious home that offers confidence, harmony and security.

### **The successful self-made achiever**

An entrepreneur or senior professional who wants a premium Vastu-aligned home that reflects their achievements.

### **The legacy-focused family builder**

An established family investing in a prestigious home for their children and future generations.



## BRAND POSITIONING

*“We help families who want both a luxurious lifestyle and a harmonious home choose properties that support their aspirations.”*

---

Unlike traditional sellers focused mainly on closing the sale, we combine personalised guidance with authentic Vastu evaluation. Use this statement whenever you need to explain how we are different.



## BRAND PERSONALITY

# *The Sage who cares*

**SAGE 70%**

**CAREGIVER 30%**

**We love** bringing clarity to complex property decisions and helping families find homes that support their aspirations, well-being and peace.

**We dislike** confusion, misleading advice and careless recommendations, because a family's home should be chosen with knowledge, responsibility and care.



BRAND VOICE

Clear, calm, confident

We are authoritative and professional, but never cold or intimidating. We speak with clarity, respect and confidence, helping customers make important decisions without pressure.

|               |                                |
|---------------|--------------------------------|
| Knowledgeable | ...but never cold or technical |
| Respectful    | ...but never distant           |
| Unhurried     | ...but never passive or pushy  |

WE SAY

*“Let’s walk through how this layout supports your family’s daily life.”*

WE AVOID

~~*“Book today, this home guarantees prosperity!”*~~

OUR TAGLINE

# *Health. Wealth. Prosperity.*

---

The aspiration behind every home we help a family choose. Use it as a signature of intent, always with the logo or as a closing line, and never as a promise of outcomes.





02

## *Brand logo*

Our logo is the most visible element of our brand. Using it consistently is the key to recognition and trust.

## PRIMARY LOGO

# *Emblem, wordmark and tagline*

The gold botanical emblem sits centred above the VAASTU HOMES wordmark, with the italic tagline beneath. Use the full logo wherever space allows, on white or on black.

Always use the supplied master files with their original gold gradient.



## BRANDMARK

# *The growing emblem*

Use the emblem on its own where the full logo would be too small, or where the brand is already established: social avatars, app icons, foil seals, key fobs and envelope flaps.

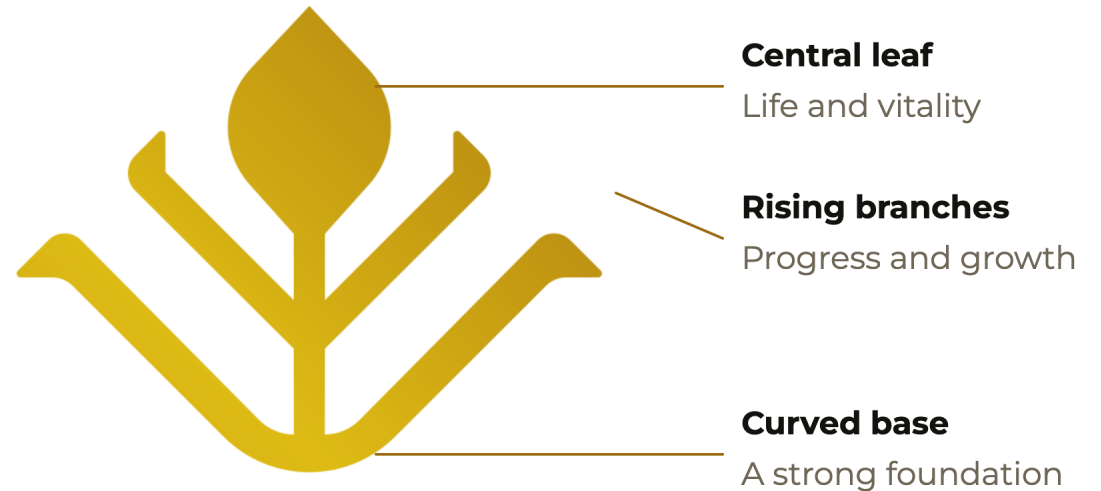


## LOGO MEANING

# *Growth on a strong foundation*

The emblem represents growth, balance, harmony and positive energy through a clean, symmetrical symbol inspired by a growing plant and the principles of Vastu Shastra.

Rendered in the supplied gold gradient, from gold #DEBC14 to antique gold #9A6B11.



### **Central leaf**

Life and vitality

### **Rising branches**

Progress and growth

### **Curved base**

A strong foundation

## CLEAR SPACE · PROPOSED

# *Clear space equals the leaf*

Keep a margin of at least **x**, the height of the central leaf, on every side of the logo. No text, imagery or other marks may enter this zone.

The same rule applies to every colourway and to the brandmark used alone.



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

## MINIMUM SIZE • PROPOSED

*Legible at every size*

Below these sizes the tagline and leaf lose clarity. Switch to the brandmark alone when space is tight.



**VAASTU HOMES**  
*Health. Wealth. Prosperity*

**Full logo, recommended**

Print 60 mm+ • Screen 320 px+



**VAASTU HOMES**  
*Health. Wealth. Prosperity*

**Full logo, minimum**

Print 30 mm • Screen 160 px



**Brandmark, minimum**

Print 8 mm • Screen 32 px

## LOGO COLOURWAYS

*Gold first, one colour when needed*



### Gold on white

Primary. Default for print and light layouts.



### Gold on black

Primary inverse. Premium print, signage, screens.



### Black, one colour

Proposed. Fax, stamps, newsprint.



### Ivory, one colour

Proposed. Etching, embossing, blind deboss.

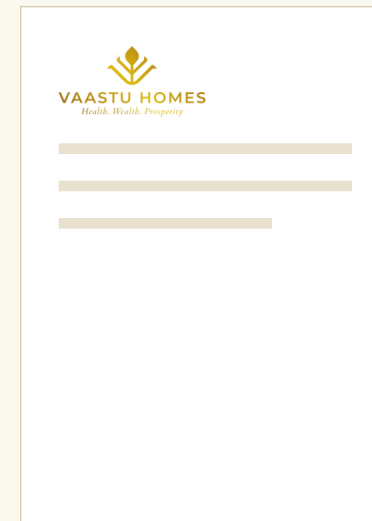
## LOGO PLACEMENT • PROPOSED

*Centred or top-left,  
signed bottom-right*

Centre the full logo on covers and ceremonial pieces. On working layouts, align it top-left to the margins. Use the brandmark bottom-right as a quiet sign-off.



Cover • centred



Document • top-left



Back page • mark

## LOGO MISUSE

# Never alter the logo

Always use the master files as supplied. Do not redraw, recolour or rearrange any part.



No. Stretch or squash



No. Rotate or tilt



No. Change the colours



No. Add shadows or effects



No. Place on busy imagery



No. Rearrange elements

# 03

## *Brand colours*

A restrained palette of gold and black on light grounds, designed to feel warm, assured and unmistakably ours.

## PRIMARY COLOURS

# *Gold, antique gold and black*

Gold is our signature, for the logo, rules and highlights. Antique gold adds depth and carries small text on light grounds. Black grounds everything with quiet luxury.

Pantone and CMYK values as supplied in the identity guide.



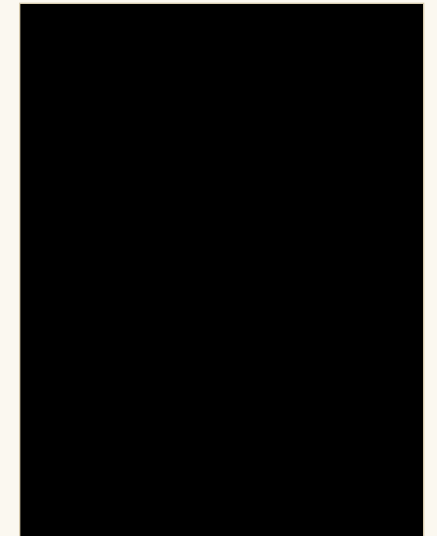
### *Gold*

HEX #DEBC14  
RGB 222 · 188 · 20  
CMYK 0 · 15 · 91 · 13  
PANTONE 110 C



### *Antique gold*

HEX #9A6B11  
RGB 154 · 107 · 17  
CMYK 0 · 31 · 89 · 40  
PANTONE 1605 C



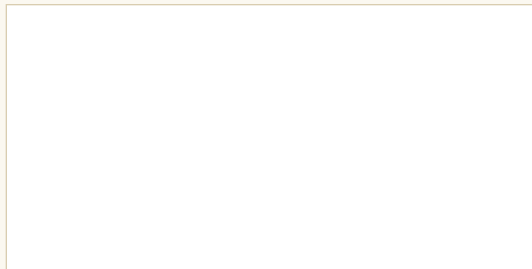
### *Black*

HEX #000000  
RGB 0 · 0 · 0  
CMYK 0 · 0 · 0 · 100  
PANTONE Process  
Black C

## SUPPORTING NEUTRALS · PROPOSED

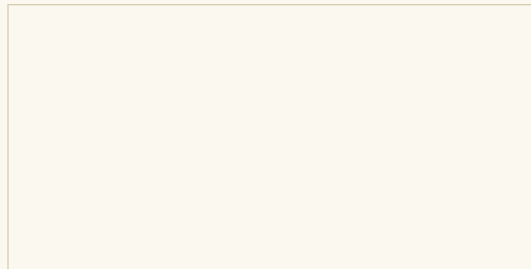
# *Ivory and stone for calm space*

White remains our main background. These neutrals, drawn from our photography, soften layouts and carry body text. Use flat values for supporting elements only; the logo keeps its gold gradient.



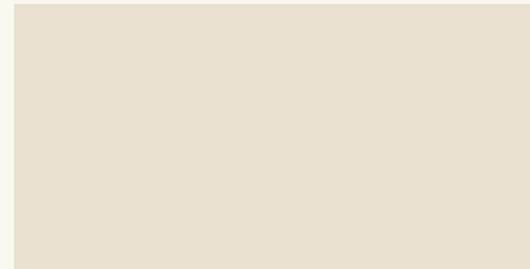
**White**

#FFFFFF · supplied



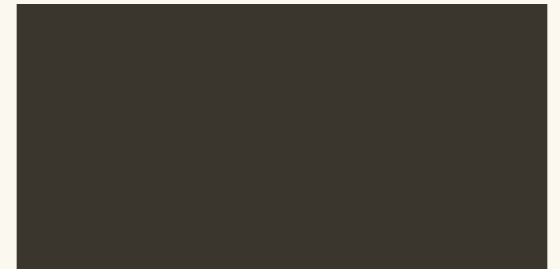
**Ivory**

#FBF8F0 · backgrounds



**Stone**

#E9E1CF · panels, rules



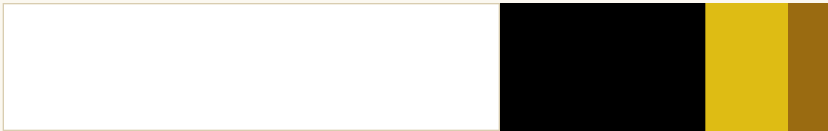
**Charcoal**

#3B362D · body text

COLOUR BALANCE · PROPOSED

*Mostly light, touched  
with gold*

Gold is precious because it is used sparingly. Let light grounds lead, black give weight, and gold mark what matters.



White and ivory 60% · Black 25% · Gold 10% ·  
Antique gold 5%

READABLE PAIRINGS

| Pairing               | Contrast | Use for                         |
|-----------------------|----------|---------------------------------|
| Black on ivory        | 19.9 : 1 | All text                        |
| Charcoal on ivory     | 11.3 : 1 | Body copy                       |
| Gold on black         | 11.3 : 1 | All text, logo                  |
| Antique gold on ivory | 4.4 : 1  | Labels 24 px+                   |
| Gold on white         | 1.9 : 1  | Logo and rules only, never text |

04

# *Typography*

Two typefaces, one modern and one classical, give us clarity and warmth in equal measure.

*Aa*

## TYPEFACES

# *Two typefaces*

### PRIMARY · WORDMARK, HEADLINES

Aa

#### Montserrat Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz 1234567890

Geometric and confident. Used for the wordmark, uppercase labels and short headlines. Montserrat Regular sets body copy.

### SECONDARY · TAGLINE, QUOTES

Aa

#### *Cardo Italic*

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz 1234567890*

Classical and warm. Used for the tagline, display headings, quotations and moments of emphasis.

TYPE HIERARCHY · PROPOSED

One scale, used everywhere

Sizes shown for a 1920 × 1080 layout.  
Scale proportionally for print.  
Emphasise with weight, italic or colour, not with a new size.

A home in harmony

Display · Cardo Italic 72

“Clarity for life’s biggest decision.”

Quote · Cardo Italic 44

Personal guidance at every step

Subhead · Montserrat Bold 28

BRAND LABEL

Label · Montserrat Bold 24, caps

We walk families through each home with care, explaining layout, light and orientation in plain language.

Body · Montserrat Regular 24–28



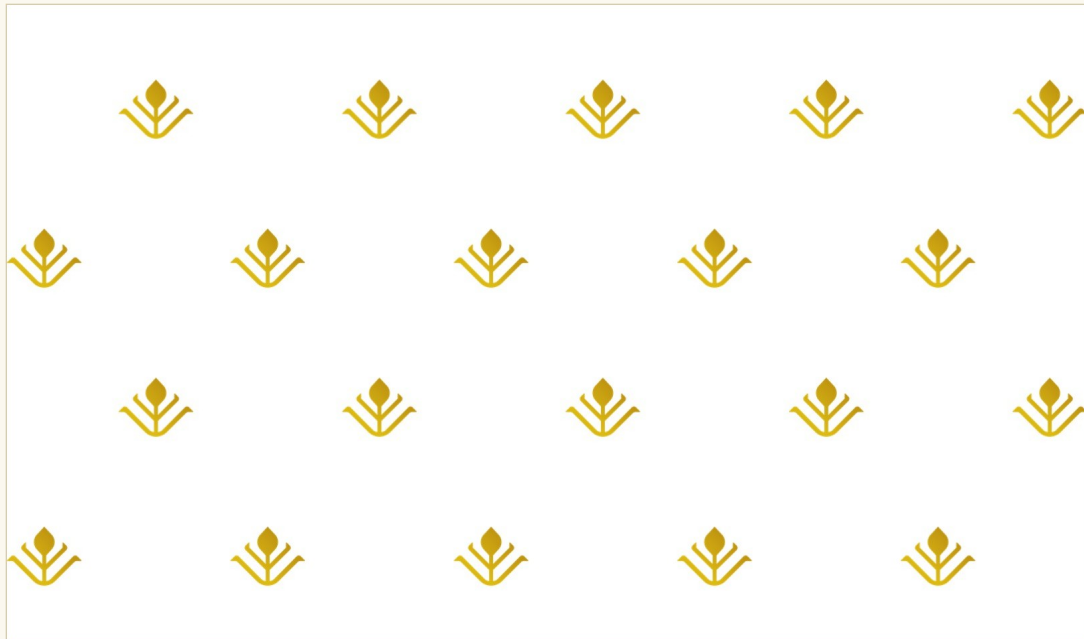
05

## *Brand pattern*

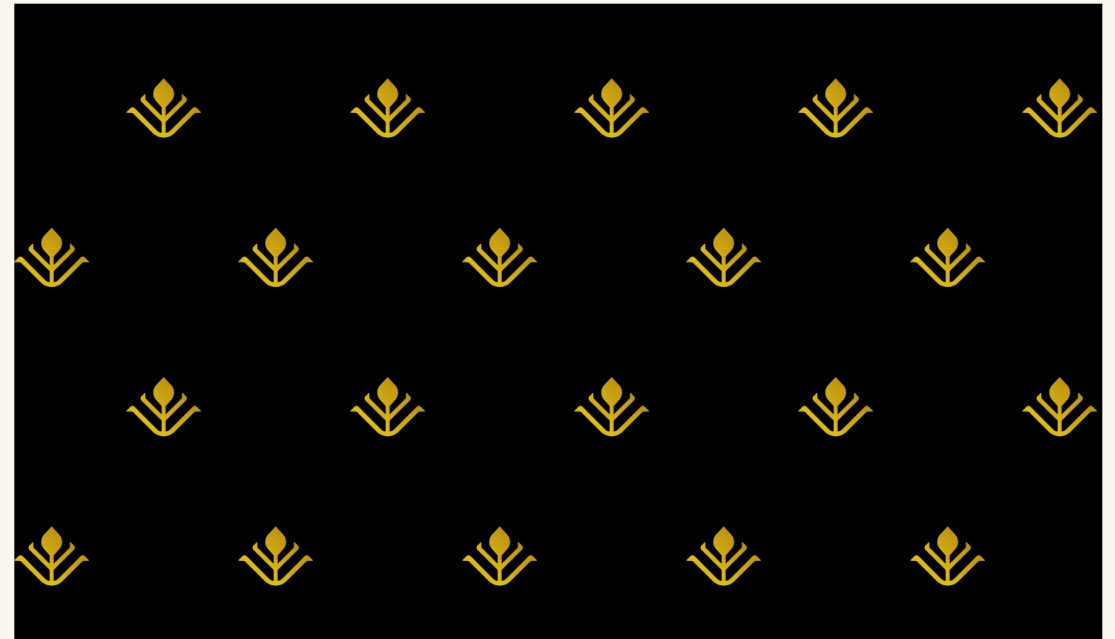
Our emblem, small and evenly spaced. A quiet graphic layer that adds richness and recognition without crowding the page.

## BRAND PATTERN

*Small emblems, generous spacing*



Gold on white · light covers, wraps, dividers



Gold on black · premium packaging, closing pages

## PATTERN USE • PROPOSED

### *Small, spaced and subtle*

---

Keep each emblem small, with clear space of at least two emblem widths between repeats. Never pack them tightly.

---

Use it across the whole background at reduced strength (about 35–45%), not as a strip along the edge of the page.

---

Gold on white, ivory or black only. Never recolour, rotate or scale unevenly.

---

Set the logo and body text on a clear solid panel above the pattern.

---



Example: full-background pattern with the logo on its own clear panel

# 06

## *Imagery*

Natural light, honest materials and real family life. Our images feel calm, warm and unhurried.



## PHOTOGRAPHY

*Warm, real, unhurried*



### **Belonging**

Candid family moments. Nobody looks at the camera.



### **Architecture**

Believable, grounded homes at eye level in soft daylight.



### **Interiors**

Natural materials, ordered light and generous space.

## ILLUSTRATION

# *Fine line, watercolour warmth*



### Cutaway scenes

Show how a home is lived in, room by room.



### Axonometric views

Architecture as hero, with thin gold framing lines.



### Guidance moments

Equal eye level, listening first. No sales handshakes.

## IMAGERY RULES

# *Honest images, quiet confidence*

### *We show*

- Natural daylight and soft, ordered shadows
- Ivory, stone, travertine, warm wood and brushed brass
- Indian families at ease, never posed at camera
- Architecture as the hero, at human eye level

### *We avoid*

- Mystical auras, energy effects or religious props as decoration
- Money imagery, handshakes and sales clichés
- Directional labels or claims of certified Vastu plans
- Oversaturated sunsets, palace fantasy, crowded stock scenes

All imagery in this guide is AI-generated concept work, not real clients, listings or completed projects.

07

## *Composition*

A simple, flexible grid with generous margins, so every layout breathes like the homes we represent.

LAYOUT GRID • PROPOSED

Twelve columns at 16:9

Text aligns to the left margin. Imagery may run to the edge of the page. Leave at least a third of every layout as open space.

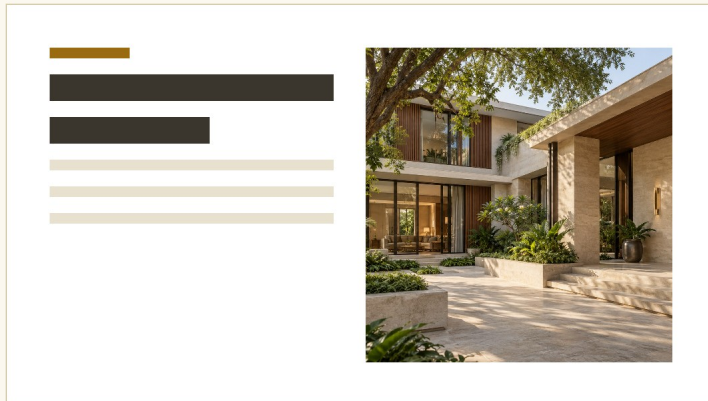
| Canvas        | 1920 × 1080 px    |
|---------------|-------------------|
| Outer margins | 128 px            |
| Columns       | 12                |
| Gutter        | 32 px             |
| Footer line   | 64 px from bottom |



Shown at 47% scale. Shaded bands are columns; white space is margin and gutter.

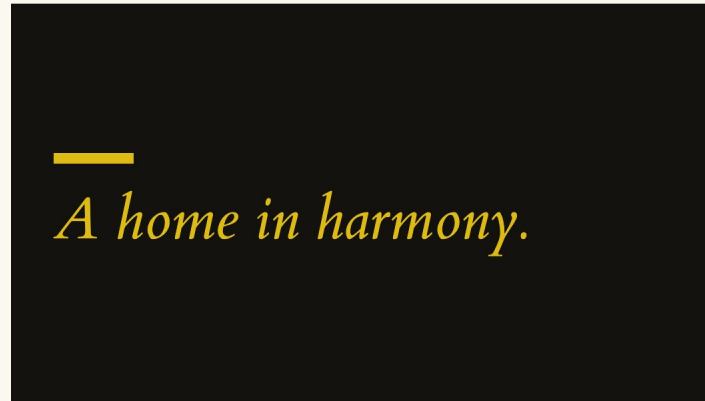
## LAYOUT PATTERNS

# *Three layouts to repeat*



### **Text and image**

Our everyday layout for strategy, specs and stories.



### **Statement on black**

One line in Cardo Italic for openers and key messages.



### **Full-bleed image**

Logo on a clear ivory panel, never on the photo itself.

08

# *Applications*

How our identity comes to life across six touchpoints, from the first business card to the day a family receives their keys.





## APPLICATIONS · 01

# Stationery

**Letterhead.** White uncoated stock, full gold-foil logo top centre, generous margins.

**Envelope and cards.** Soft-touch black with gold foil. Names and details in Montserrat, set small.

Concept visual



## APPLICATIONS · 02

# *Brochure and folder*

**Cover.** Black linen with the full logo in gold foil, centred.

**Inside.** Full-page architectural photography faced by calm cream pages and a single gold rule.

Concept visual



## APPLICATIONS · 03

### *Welcome kit*

**Key box.** Matte black rigid box, full logo inside the lid, emblem embossed on the leather key fob.

**Card.** Cream card with the logo and two words only: WELCOME HOME.

Concept visual

## APPLICATIONS · 04

# *Reception signage*

**Material.** Dimensional brushed-gold letters on warm travertine, softly lit.

**Placement.** Full logo centred at eye level, with clear space well beyond the minimum.



Concept visual

## APPLICATIONS · 05

# *Outdoor signage*

**Layout.** Black panel, logo centred in its own half; one architectural photograph in the other.

**Content.** No prices, phone numbers or sale claims on brand signs.



Concept visual

## APPLICATIONS · 06

# *Digital presence*

**Web.** Warm white page, logo top-left, one large architectural image and a Cardo Italic headline.

**Mobile.** Gold logo on black for splash screens and social avatars.



Concept visual, not a live website



**VAASTU HOMES**

*Health. Wealth. Prosperity*

*Thank you*

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INFO@YANTRALOGO.COM