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BRAND & MEDIA KIT

The Vedagni identity.

Logo files, colour, typography and usage rules — everything needed to represent the group correctly, in one place.

Download the guidelines (PDF)

Primary logo (SVG)

THE MARK

Knowledge, alight.

An open book with a flame rising from its pages. *Veda* is knowledge; *Agni* is fire — the group's name reads as the fire of knowledge, and the mark says it in one image. The wordmark splits on the same seam: **VED** in the green of the book, **AGNI** in the orange of the flame.



Primary horizontal SVG ↓



Horizontal on the disc SVG ↓



Horizontal, reversed SVG ↓



Stacked SVG ↓



Stacked on the disc SVG ↓



Stacked, reversed SVG ↓



Mark only SVG ↓



Mark on the disc SVG ↓



Mark, reversed SVG ↓

VEDAGNI

Wordmark only SVG ↓



Mono, ink SVG ↓



Mono, white SVG ↓

BRAND ARCHITECTURE

An endorsed system.

Each business carries its own glyph and its own accent, with a shared endorsement line. Distinct enough to stand in its own market; clearly part of the same group.



APPSNOW
A VEDAGNI COMPANY

AppsNow LIGHT DARK



WEBTECHNOLOGYWORLD
A VEDAGNI COMPANY

WebTechnologyWorld LIGHT DARK



VEDAGNI ENERGY
A VEDAGNI COMPANY

Vedagni Energy LIGHT DARK



STEP2EXCEL ACADEMICS
A VEDAGNI COMPANY

Step2Excel Academics LIGHT DARK



STEP2EXCEL.IN
A VEDAGNI COMPANY



VETORIA PET CLINIC
A VEDAGNI COMPANY

Step2Excel.in LIGHT DARK

Vetoria Pet Clinic LIGHT DARK

VEDAGNI TOURS & TRAVELS
A VEDAGNI COMPANY

Vedagni Tours & Travels LIGHT DARK

VEDA-DIGIMARK
A VEDAGNI COMPANY

Veda-DigiMark LIGHT DARK

COLOUR

Ink structures. Agni emphasises.

Ink

The deep teal-green of the book's spine. Structures the site: backgrounds, body copy, layout.

Ink 950	Ink 900	Ink 800	Ink 700	Ink 600	Ink 500
#0C1917	#132622	#1B342F	#24443E	#2E554E	#3C6960

Ink 400	Ink 300	Ink 200	Ink 100	Ink 50
#56877D	#86ABA3	#B8D0CA	#DCE9E5	#EFF5F3

Leaf

The green of the open book, and of VED in the wordmark. Supporting emphasis and growth.

Leaf 700
#4C6822

Leaf 600
#5E7F2B

Leaf 500
#6E9236

Leaf 400
#7A9A38

Leaf 300
#97B45C

Leaf 200
#BDD091

Leaf 100
#E2EBCE

Agni

The flame, and AGNI in the wordmark. The primary accent — one important action per screen, never mass.

Agni 700
#A8480F

Agni 600
#C85A16

Agni 500
#E16D24

Agni 400
#EE8425

Agni 300
#F5A218

Agni 200
#F9C583

Agni 100
#FDE7CC

Cream

The disc the mark sits on. The site's warm light surface, used instead of a second grey.

Cream
#FAF5E2

Cream deep
#F2EAD1

Sector accents

One hue per business, used for identification only — never as a page background.

AppsNow
#1F7A8C

WebTechnologyWorld
#2A9D8F

Vedagni Energy
#E16D24

Step2Excel Academics
#7A5EA8

Step2Excel.in
#9C5BB5

Vetoria Pet Clinic
#2E8B6B

Vedagni Tours & Travels
#C94F2E

Veda-DigiMark
#C2417A

Contrast

Body text is Ink 700 or darker on white and on Cream, and Ink 200 or lighter on Ink 950 — all clear WCAG AA. Agni 300 and 400 are accents on dark, and foregrounds only at large sizes; for small text on white or Cream use Agni 600 or darker. Leaf 600 is the smallest green that holds on a light surface.

TYPOGRAPHY

Montserrat for the name. Sora for voice. Inter for clarity.

WORDMARK

VEDAGNI

Montserrat Regular, tracked to 0.06em. Reserved for the company name and the supplied lockups — never for body copy or headings.

Ag 0123456789

DISPLAY

Sora

Headlines, section titles, statistics. Weights 600 and 700. Tracking tightened to −0.025em at large sizes.

Ag 0123456789

BODY

Inter

EYEBROW & DATA

JetBrains

Paragraphs, labels, interface. Weights 400 to 600. Body copy sits at 15–17px with 1.7 line height.

Ag 0123456789

Section eyebrows, step numbers, codes and small caps. Uppercase, tracked to 0.18em.

AG 0123

USAGE

Five rules each way.

Do

- Use the horizontal lockup wherever there is room; the stacked lockup only when width is tight.
- Keep clear space of at least the height of the book on every side.
- Place the cream-disc version on a photograph or a busy background, where the mark needs its own ground.
- Use the reversed lockup on Ink 900 or darker; the flame and leaves keep their colour.
- Give Agni one job per screen. It marks the single most important action.

Don't

- Do not recolour the flame or the book. They are the identity; everything else is layout.
- Do not stretch, rotate, outline or add effects to the mark.
- Do not set the wordmark in a single colour unless you are using a supplied mono file.
- Do not rebuild the wordmark by typing it — use the supplied files, which carry outlines.
- Do not use a sector accent as a page background. Accents identify; Ink structures.

MARKETING TEMPLATES

Ready to publish.

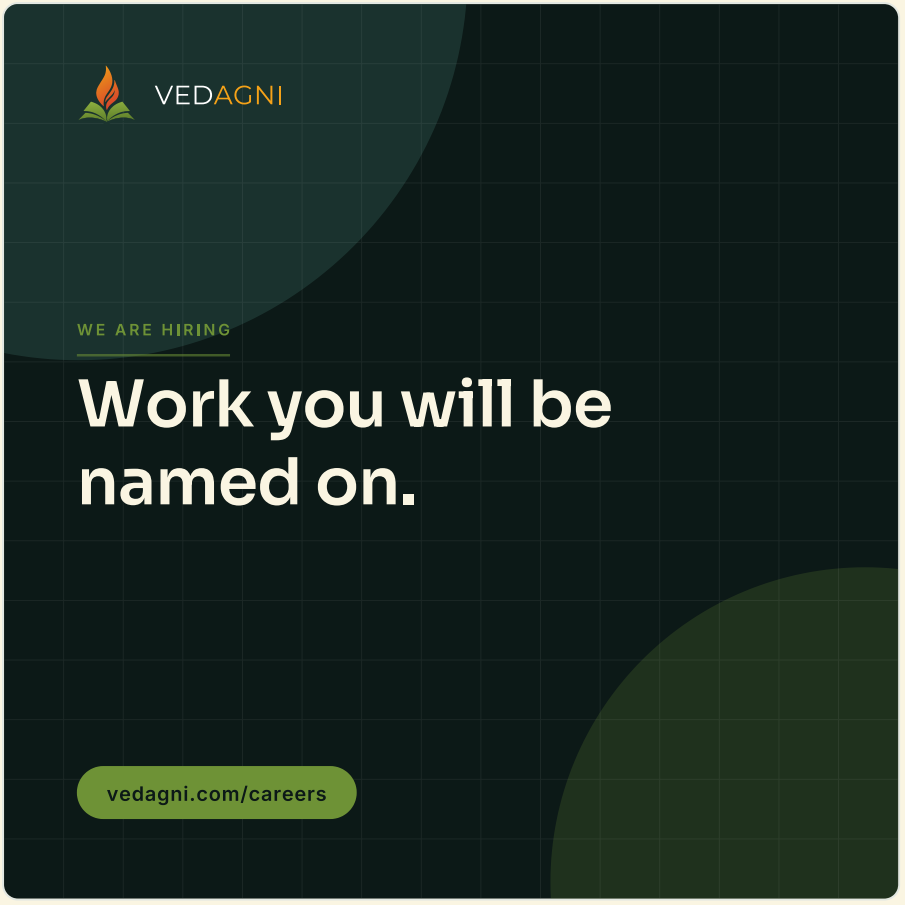
Share images, social templates and an email signature, all built from the same tokens as this site.



Share image — group SVG ↓



Social post — group SVG ↓



Social post — hiring SVG ↓

VEDAGNI vedagni.com

[Your Name]

[Designation] · [Business unit]

+91 XXXXX XXXXX · hello@vedagni.com

Email signature SVG ↓

Every business has its own share image at `assets/img/og-<slug>.svg`.

Need the brand in another format?

Press, partners and vendors can request print-ready files, fonts and usage approval.

Request assets →

About the group