

Durga Puja Guide

Brand & Media Kit — v1.0



Brand identity

A modern cultural identity combining a Durga-inspired emblem with a location/guide cue. The mark is intended to work across the website, social profiles, favicon, directory UI and promotional material.

Primary brand colors

Durga Red	#B5121B	
Sindoor Red	#D71920	
Festival Gold	#F2A900	
Charcoal	#222222	
Warm White	#FFFD9C	

Typography

Recommended web typography: a clean modern sans-serif. Use a bold weight for the brand name and regular/medium weights for navigation and supporting text. Avoid overly decorative display fonts around the emblem.

Logo usage

Use the emblem alone for favicon, app/profile icons and compact UI. Use the full logo for the website header, partner materials and formal communications. Maintain clear space around the mark and do not stretch, rotate, add effects, or recolor the emblem.

Included exports

Master transparent PNGs, web-size PNGs, social profile assets, Open Graph image, favicon/icon sizes, SVG containers, 300 DPI PNGs and this brand guide.

Note: the supplied artwork is a generated raster logo. The included SVG files wrap the PNG artwork for convenient embedding; they are not true path-based vector artwork.