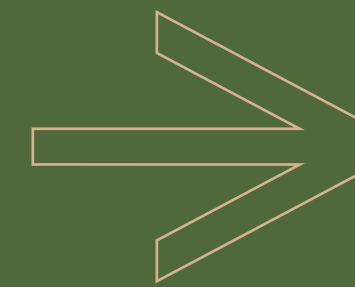




BRAND GUIDELINES.

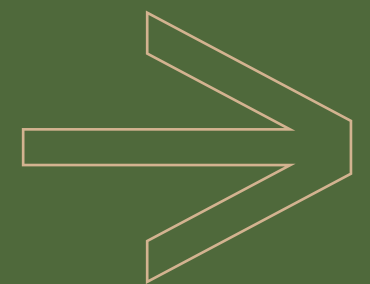
2025



Inspiration is more than an idea—it's the foundation of our story and the spark behind every detail of the brand.z

Who We Are

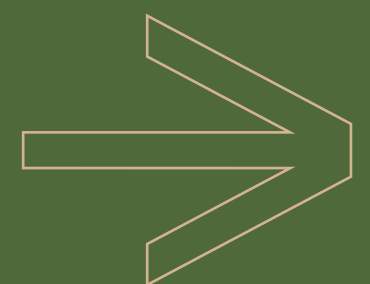
We are more than just a brand—we are a team driven by vision, creativity, and purpose. Our journey is built on passion, innovation, and a commitment to delivering excellence in everything we do. With every step, we aim to create meaningful connections, inspire possibilities, and build trust that lasts.



Inspiration is more than an idea—it's the foundation of our story and the spark behind every detail of the brand.z

Brand Mission

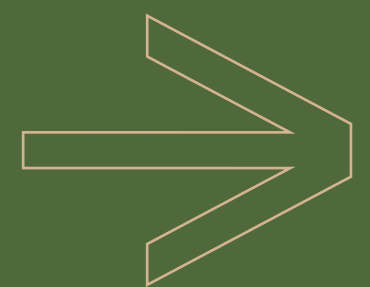
We are more than just a brand—we are a team driven by vision, creativity, and purpose. Our journey is built on passion, innovation, and a commitment to delivering excellence in everything we do. With every step, we aim to create meaningful connections, inspire possibilities, and build trust that lasts.



Inspiration is more than an idea—it's the foundation of our story and the spark behind every detail of the brand.z

Brand Promise

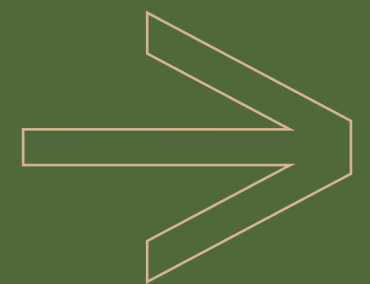
We are more than just a brand—we are a team driven by vision, creativity, and purpose. Our journey is built on passion, innovation, and a commitment to delivering excellence in everything we do. With every step, we aim to create meaningful connections, inspire possibilities, and build trust that lasts.



Inspiration is more than an idea—it's the foundation of our story and the spark behind every detail of the brand.z

Brand Values

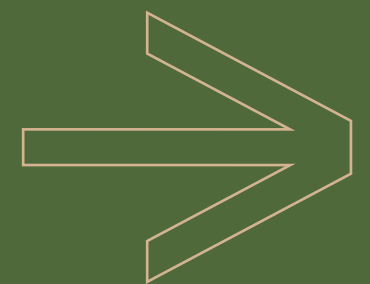
We are more than just a brand—we are a team driven by vision, creativity, and purpose. Our journey is built on passion, innovation, and a commitment to delivering excellence in everything we do. With every step, we aim to create meaningful connections, inspire possibilities, and build trust that lasts.



Inspiration is more than an idea—it's the foundation of our story and the spark behind every detail of the brand.z

Target Audience

We are more than just a brand—we are a team driven by vision, creativity, and purpose. Our journey is built on passion, innovation, and a commitment to delivering excellence in everything we do. With every step, we aim to create meaningful connections, inspire possibilities, and build trust that lasts.



it's the soul of the brand, where nature, luxury, and timeless living come together in one powerful expression."

Logo Name

meaning seize the day, is more than a name—it's a philosophy. For this villa project set in the natural east side of Bengaluru, it reflects a life of clarity, freedom, and timeless elegance, where every moment is embraced amidst nature."

“Carpe Diem”

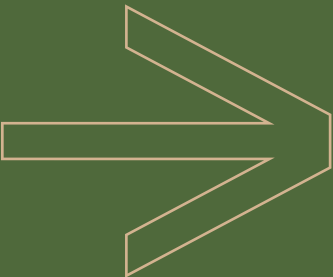


Inspiration is more than an idea—it's the foundation of our story and the spark behind every detail of the brand.z

Inspired by the Dandelion



Floating seeds symbolize easy movement & seamless connectivity, reflecting effortless travel.



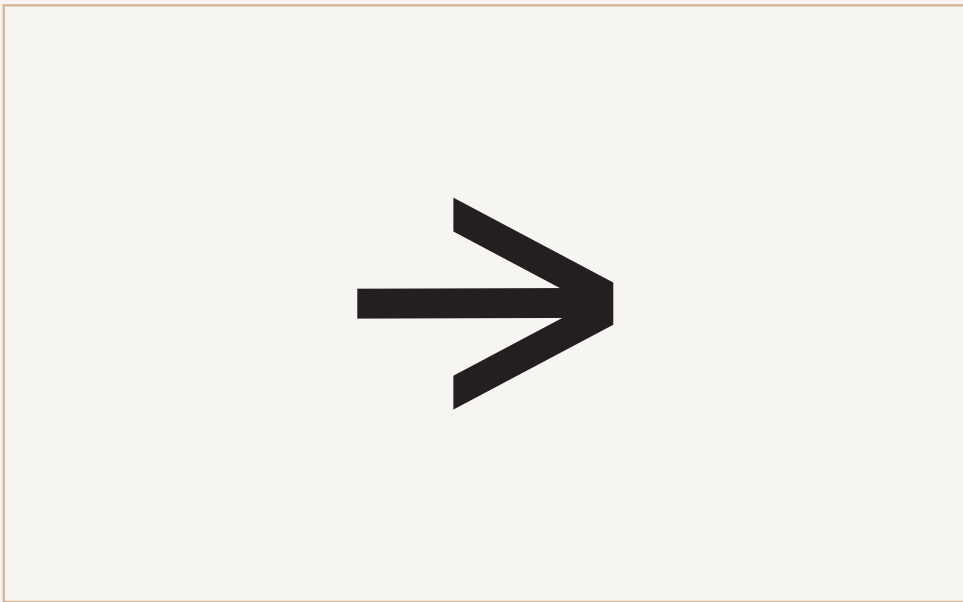
It also conveys a peaceful and harmonious lifestyle,
making the villa a perfect retreat from the
busyness of city life.



Like the dandelion standing out in nature, your villa offers a premium, serene retreat.



“Our logo is more than a symbol—it’s the signature of our identity and the mark that unites every expression of the brand.”



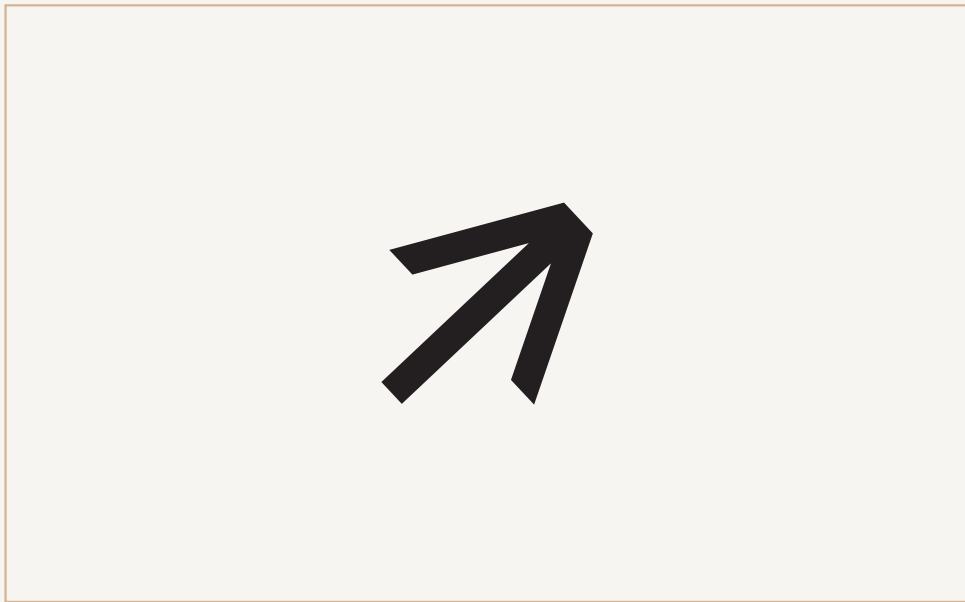
The arrows symbolize limitless travel and exploration

+



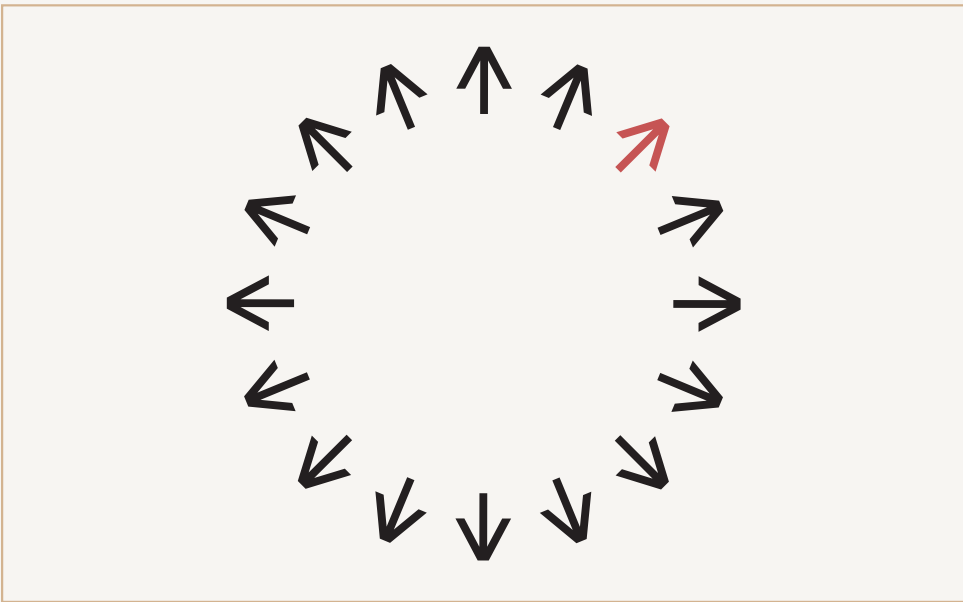
Just as dandelion seeds spread in all directions, like arrows forming pathways that symbolize seamless connectivity and effortless travel.

+



The 45-degree turned arrow symbolizes the villa’s northeast-facing direction, representing auspiciousness, positive energy, and forward growth.

=



The circular arrangement mirrors the organic beauty of a dandelion, reinforcing a connection to nature.

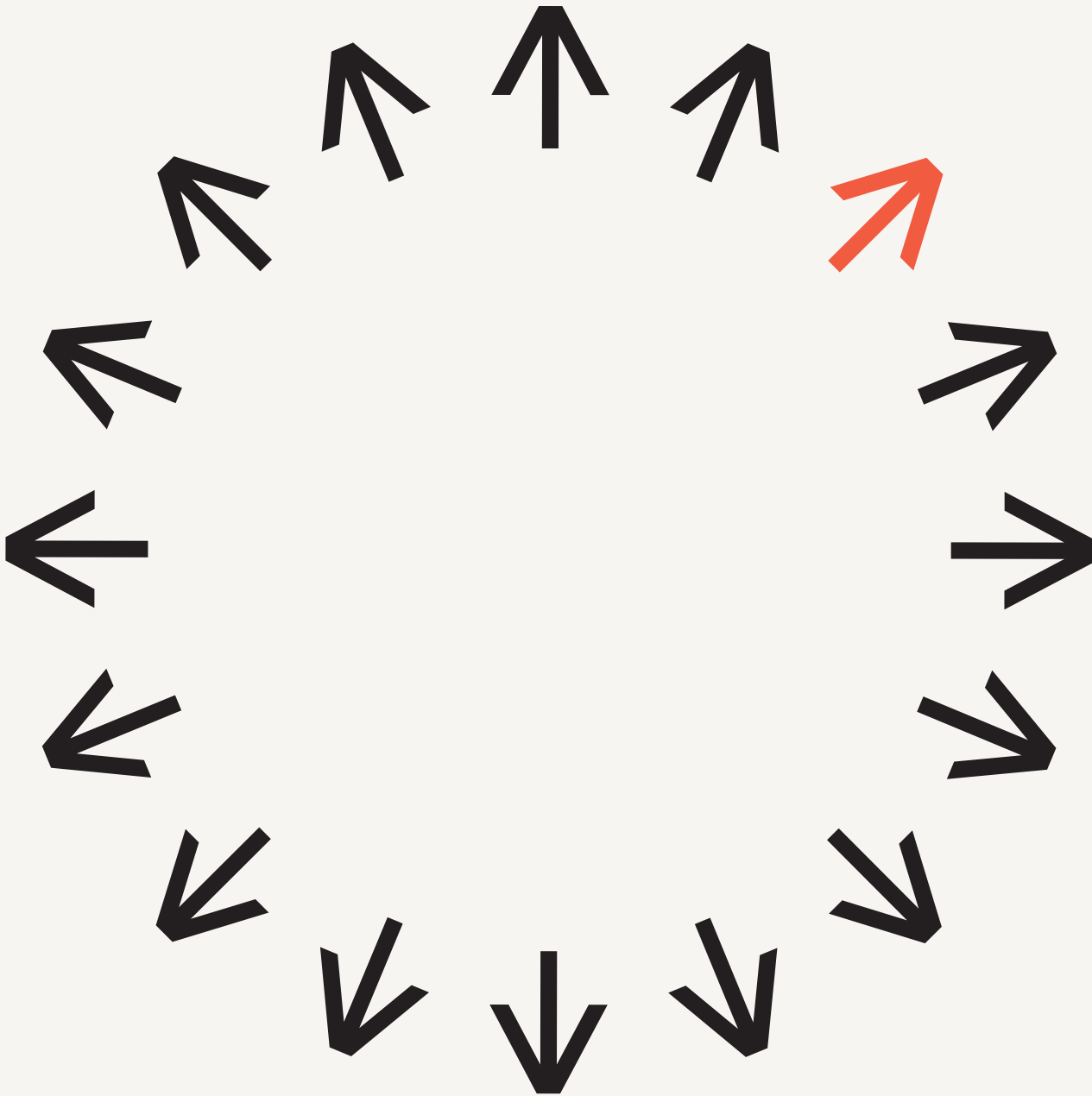
Logo Concept



The visual element or symbol that represents the brand (e.g., an abstract shape, monogram, or pictorial mark).

Logomark (Icon/Symbol)

“Our logo mark, inspired by the organic elegance of a dandelion, mirrors nature’s harmony in a circular form. Its floating seeds evoke freedom of movement and seamless connectivity, symbolizing effortless journeys and the refined ease of modern living.”



The styled brand name written in a specific typeface. This could be the main logo itself or used alongside the symbol.

Logotype (Wordmark)

Your **modern luxury font** perfectly suits software professionals, blending sleek minimalism with premium appeal. Its refined design enhances the villa’s seamless connectivity and effortless elegance, uniting **innovation and luxury** for a perfect tech-professional retreat.

CARPE DIEM



The styled brand name written in a specific typeface. This could be the main logo itself or used alongside the symbol.

The Logo

Our main logo unites the organic harmony of the dandelion-inspired mark with the refined strength of a modern luxury font. Together, they balance nature and innovation—symbolizing seamless connectivity, effortless elegance, and the spirit of living each day fully. This union of mark and type creates a timeless identity that speaks to tech professionals seeking luxury amidst nature.



“Our colors are more than tones—they are inspired by nature’s palette and reflect the soul of our identity.”

Every brand has a signature element, and for us, that signature is **color.**”

Deep Olive Green

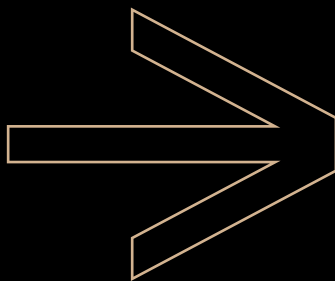
Deep Olive Green is more than a shade—it’s drawn from lush green lands, carrying an earthy, natural, and sophisticated feel that embodies luxury, nature, and elegance.





PANTONE 2068 C

HEX: #231f20
RGB: (35, 31, 32)
CMYK: (0, 0, 0, 100)



“It is more than a supporting shade
-our **Secondary Color** reflects nature’s richness
with a luxurious touch.”

Elegant Beige

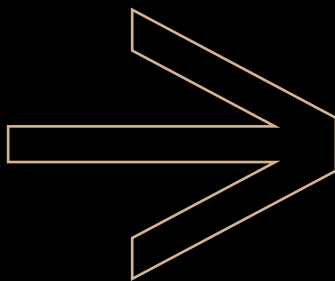
Elegant Beige is more than a tone—it’s drawn from
the softness of dandelions, bringing a natural
warmth and a refined luxury that reflects elegance
and grace.





PANTONE 2068 C

HEX: #231f20
RGB: (35, 31, 32)
CMYK: (0, 0, 0, 100)



The styled brand name written in a specific typeface. This could be the main logo itself or used alongside the symbol.

The Logo (with colour)

Our main logo unites the organic harmony of the dandelion-inspired mark with the refined strength of a modern luxury font. The logo mark in Elegant Beige draws from the softness of dandelions, bringing natural warmth and refined elegance, while the typography in Deep Olive Green evokes earthy sophistication and luxury. Together, they balance nature and innovation—symbolizing seamless connectivity, effortless elegance, and the spirit of living each day fully. This union of mark, type, and color creates a timeless identity that speaks to tech professionals seeking luxury amidst nature.



Inspiration is more than an idea—it's the foundation of our story and the spark behind every detail of the brand.z

The Logo (with inverse colour)

Our main logo, now in inverse colors, unites the organic harmony of the dandelion-inspired mark with the refined strength of a modern luxury font. The logo mark in Elegant Beige retains its natural warmth and refined elegance, while the typography in Dandelion White stands out against a Deep Olive Green background, evoking earthy sophistication and luxury. Together, they balance nature and innovation—symbolizing seamless connectivity, effortless elegance, and the spirit of living each day fully. This union of mark, type, and color creates a timeless identity that speaks to tech professionals seeking luxury amidst nature.



The logo adapts to both vertical and horizontal layouts, ensuring versatility across applications while maintaining consistency, clarity, and brand elegance.



Primary Logo

Vertical Format

Our main logo stands in a vertical layout, with the dandelion-inspired mark above the typography. This format is the most widely used, showcasing balance, clarity, and timeless elegance.

Secondary Logo

Horizontal Format

The horizontal layout is used rarely, in spaces that demand a more elongated design. It maintains the same harmony of mark and type while ensuring flexibility and consistency.



Space is more than emptiness—it’s the breathing room that gives our logo clarity, balance, and presence. This protected area ensures the mark stands out with the elegance and strength it deserves.



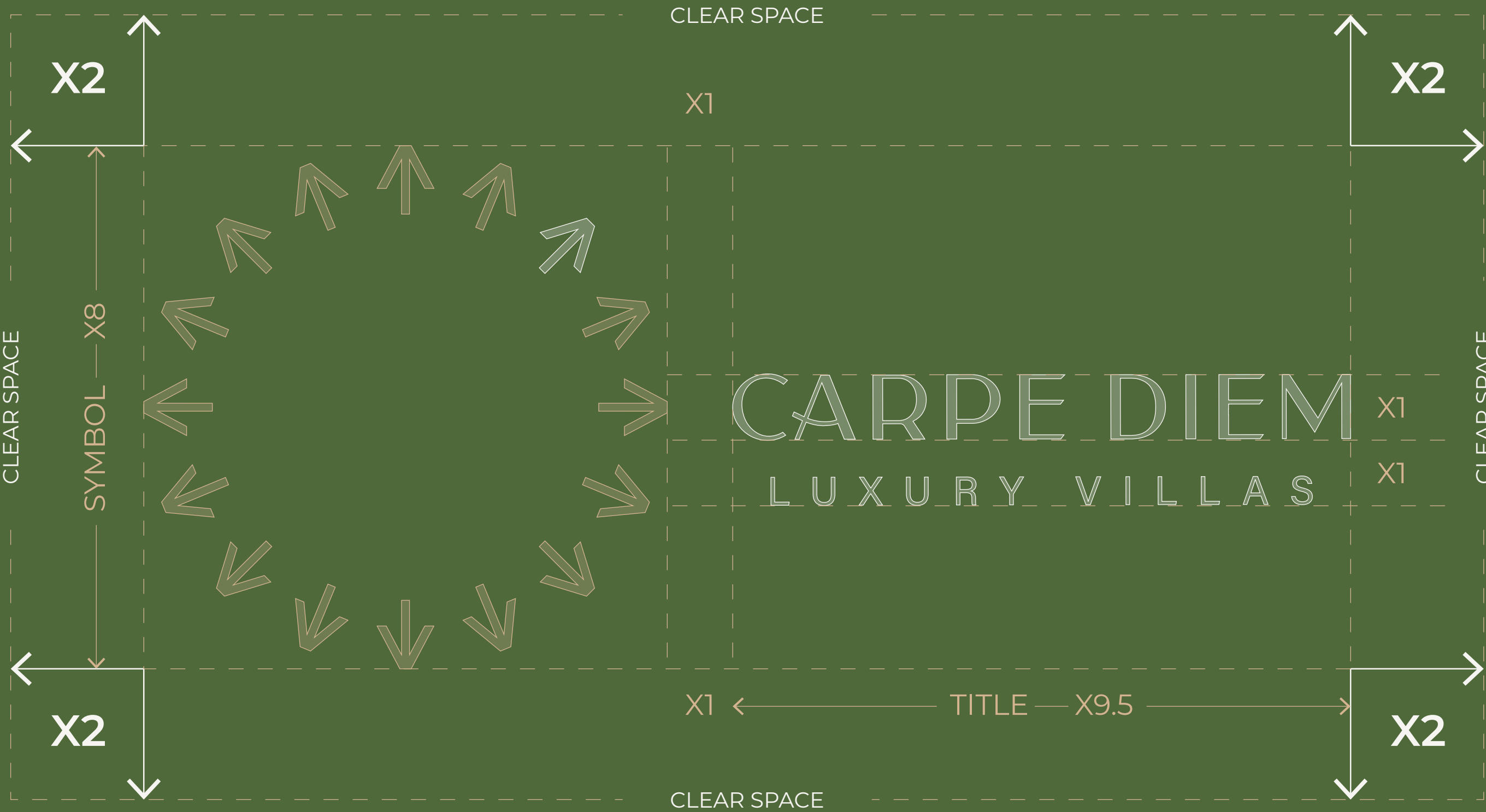
To ensure clarity and strong visibility, a protective clear space must always surround the logo. This space is determined by the height of the letter “C” in the logo. A margin of 2x (where x equals the “C” height) should be maintained on all sides, keeping the area free from text, images, or other design elements.



Space is more than emptiness—it's the breathing room that gives our logo clarity, balance, and presence. This protected area ensures the mark stands out with the elegance and strength it deserves.



To ensure clarity and strong visibility, a protective clear space must always surround the logo. This space is determined by the height of the letter “C” in the logo. A margin of 2x (where x equals the “C” height) should be maintained on all sides, keeping the area free from text, images, or other design elements.



Colour Palette

Our color palette is more than a set of shades—it’s a reflection of nature’s harmony and the elegance of luxury. Deep Olive Green brings an earthy sophistication, Elegant Beige adds warmth drawn from the softness of dandelions, and White embodies purity and balance. Together, these colors create a timeless foundation that defines the brand with grace, authenticity, and distinction.

Primary Brand Color

PANTONE 2068 C

HEX: #231f20
RGB: (35, 31, 32)
CMYK: (0, 0, 0, 100)

Deep Olive Green

Secondary Brand Color

Strictly on Deep Olive Green background.

PANTONE 2068 C

HEX: #231f20
RGB: (35, 31, 32)
CMYK: (0, 0, 0, 100)

Elegant Beige

Alternative secondary color

Strictly on Dandelion White background.

PANTONE 2068 C

HEX: #231f20
RGB: (35, 31, 32)
CMYK: (0, 0, 0, 100)

Elegant Beige

Tertiary Brand Color

Don't use it

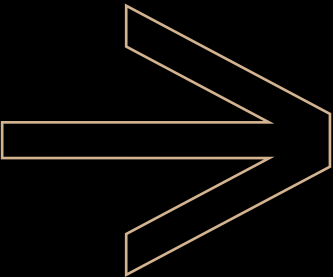
White

PANTONE 2068 C

HEX: #231f20
RGB: (35, 31, 32)
CMYK: (0, 0, 0, 100)

Dandelion White

Note:
The text color is shown on the brand palettes as a quick reference for how the colors can be combined.



The styled brand name written in a specific typeface. This could be the main logo itself or used alongside the symbol.

Special Colour Palette

Our color palette goes beyond function—it serves as a system of clarity and emphasis. Three refined shades of Black ensure text remains sharp, legible, and versatile. Red is reserved for key highlights, urgency, or important notes, while Yellow brings attention, warmth, and optimism to special indications. Together, these colors create a balanced yet striking framework that communicates with precision and distinction.

PANTONE
2068 C

HEX: #231f20
RGB: (35, 31, 32)
CMYK: (0, 0, 0, 100)

Elegant
Beige

PANTONE
2068 C

HEX: #231f20
RGB: (35, 31, 32)
CMYK: (0, 0, 0, 100)

Elegant
Beige

PANTONE
2068 C

HEX: #231f20
RGB: (35, 31, 32)
CMYK: (0, 0, 0, 100)

Elegant
Beige

PANTONE
2068 C

HEX: #231f20
RGB: (35, 31, 32)
CMYK: (0, 0, 0, 100)

Elegant
Beige

PANTONE
2068 C

HEX: #231f20
RGB: (35, 31, 32)
CMYK: (0, 0, 0, 100)

Elegant
Beige



The main typeface that defines the brand's luxury and elegance, used for headlines and key messages to establish a premium, memorable presence.

Primary Font Family

CARLA
SANS

Our primary typeface defines the brand's core visual identity with a sense of luxury and elegance. It carries the main personality of the brand, shaping headlines, key messages, and logo applications. With its distinctive and refined character, the primary font establishes recognition and communicates premium quality.

It is best used in prominent placements such as titles, headers, and impactful statements, ensuring a sophisticated and memorable brand presence across digital and print formats.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*(),./<>'?:;"=+-~

Light

Regular

Semibold

Bold

A

A

A

A

The supporting typeface for body text and captions, ensuring readability while complementing the primary font.

Secondary Font

Acumin Variable

Full Font Family

Our secondary typeface complements the primary font, offering flexibility across different applications. It is best suited for supporting content such as body text, captions, disclaimers, and extended reading material. With its clean and legible design, the secondary font ensures clarity without distracting from the primary brand expression.

It works seamlessly in both digital and print formats, maintaining consistency and readability across various platforms. Use this font when you need to present detailed information while preserving the brand's premium and modern character.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*(),./<>'?:;"=+-~{}[]`~

Thin	Light	Regular	Medium	Semibold
c	c	c	c	a

Layout is more than arrangement—it's the art of balance, giving space for the logo, content, and design to breathe while reflecting the clarity and elegance of the brand.

Layout Guidelines

Our layouts are designed to create a sense of balance, clarity, and refined elegance across all applications. Generous white space is an essential element, ensuring the logo, typography, and content have room to breathe and maintain visual impact.

Consistent alignment of elements—whether centered, grid-based, or margin-driven—reinforces a cohesive structure that feels both modern and timeless. Content should always be placed with intention, prioritizing clarity and hierarchy while avoiding clutter.

The placement of the logo and supporting elements must respect the clear space defined in our brand system, ensuring visibility and consistency across print, digital, and environmental formats. Together, these principles create layouts that embody luxury, harmony, and effortless sophistication.



With Guidelines

Final Look

Layout Examples on Applications

Project By

VIJAYASRI

VIJETHA

SIPPING IN GREENS,
TO WINDOW SEATS.

forever in

A Community ~~Far Away From~~ Nature



40 Mins to Kempegowda Airport.

Triplex villas starting from

₹2.25 CR* @ Hoskote

📞 9676 71 71 71




CARPE DIEM
LUXURY VILLAS

Social Media
Vertical Layout

Project By


VIJAYASRI

VIJETHA

CALM STROLLS TO
SHOPPING MALLS.

forever in

A Community ~~Far Away From~~ Nature

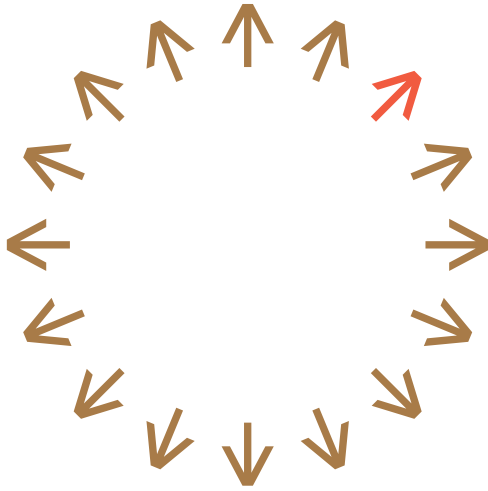


10 Mins to Orion Uptown Mall.

Triplex villas starting from

₹2.25 CR* @ Hoskote

📞 9676 71 71 71



CARPE DIEM
LUXURY VILLAS

Priint Media
Harizantal Layout