



Aanand Vishwa World Trade Pvt Ltd

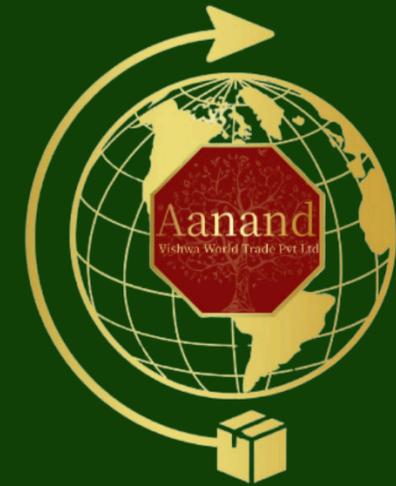
The Complete Branding

About Us

- Mission: To export high-quality, sustainable, and handmade products, including food items, from India to the world, supporting local artisans and promoting eco-friendly practices.
- Vision: To become the most trusted global brand for ethical imports and exports, blending Indian heritage with global sustainability.



Values



- Sustainability: Committed to eco-friendly practices in both production and sourcing.
- Authenticity: Offering genuine, handmade products crafted by skilled Indian artisans.
- Global Community: Connecting Indian culture with consumers worldwide.
- Integrity: Practicing fair trade and maintaining ethical business principles.

Logo

Main Logo Features



Logo Mark

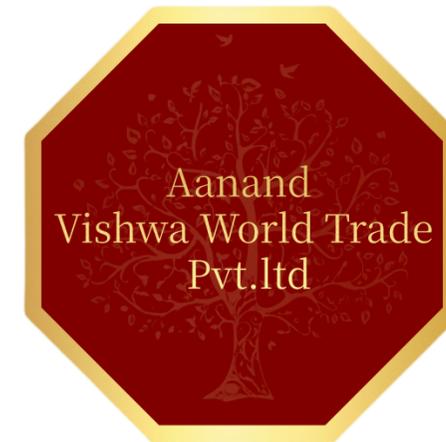
Aanand
Vishwa World Trade

Word Mark

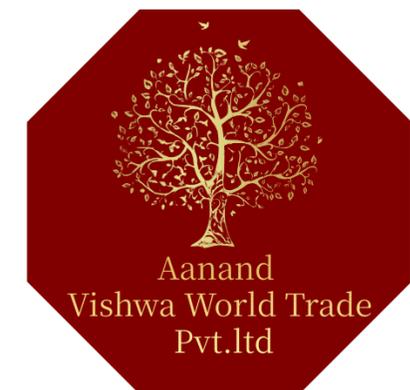
Rules of Application

Versions of our logo can be used to match a variety of materials and applications. Make sure to apply them appropriately.

Logo Variation



Horizontal Lockup

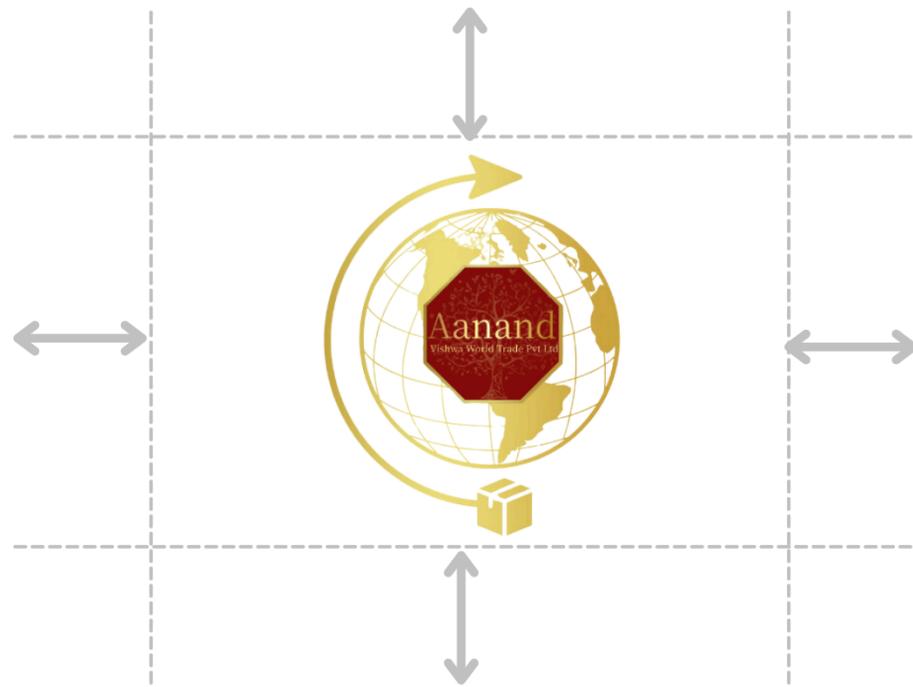


Vertical Lockup

Logo application & exclusion zone

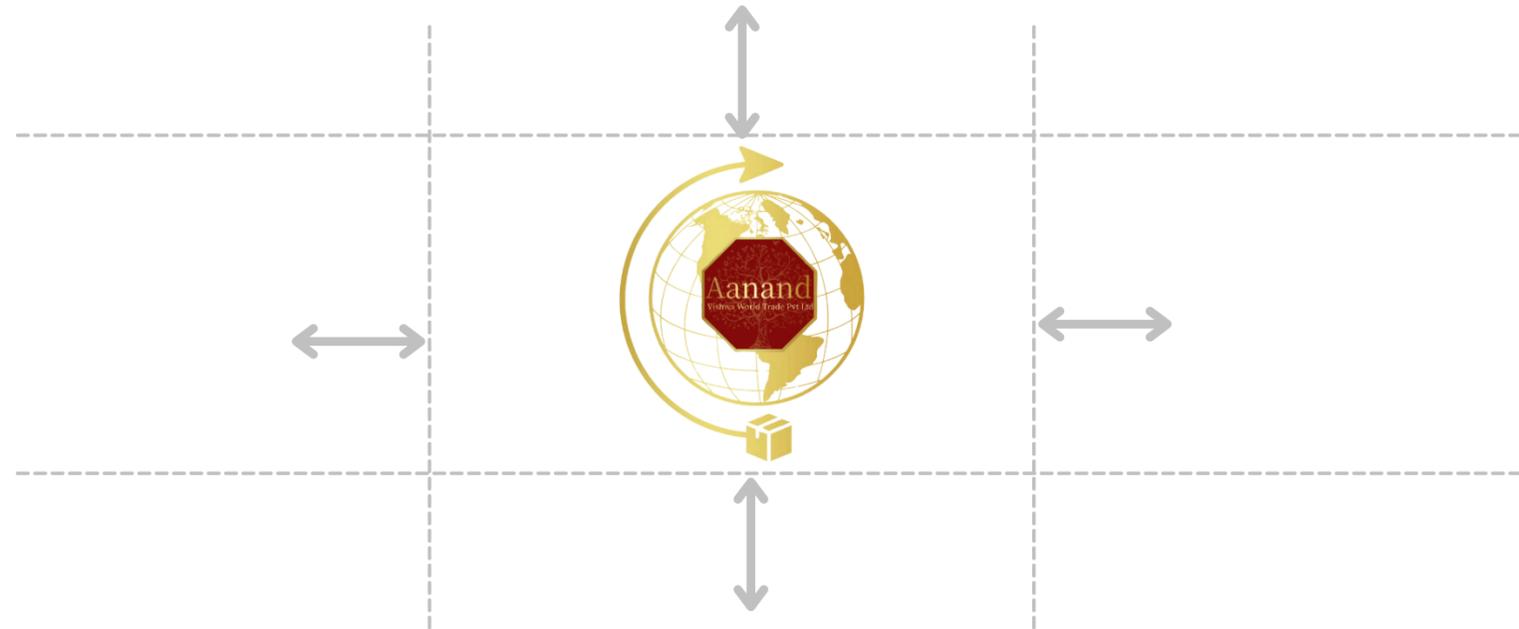
Vertical logo

Minimum width: 0.5 inch



Horizontal logo

Minimum width: 0.5 inch



Keep at least 5 cm distance from the edge of the logo to the next visual element

Minimum size of the logos must be two inches in width.

The color of the logo can not be changed except in greyscale.

Color Palette

The color palette sets a visual tone for the Import and Export Brand. Colors can also create a strong brand recall when it is associated with your brand.

Color palette guidelines:

- Create a primary palette and limit it to up to four colors.
- Note which is the main color.
- A secondary color palette may be used to complement the primary palette but never to substitute.
- Consistent use is important.

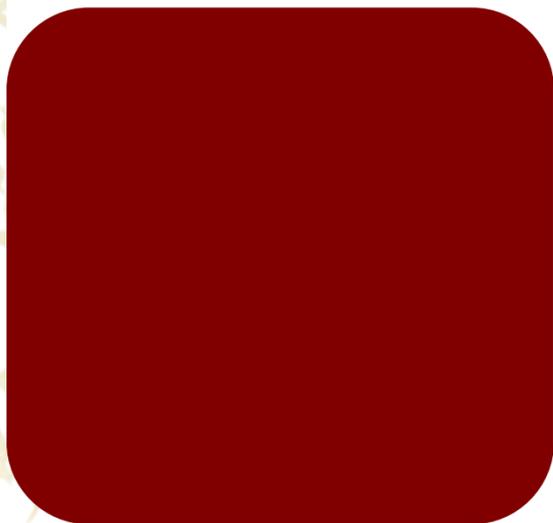




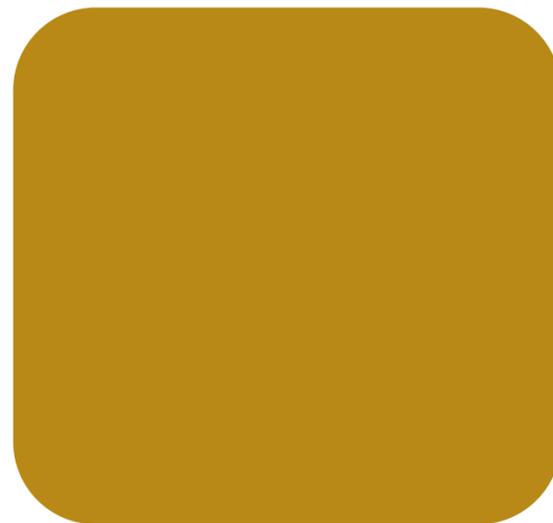
Primary Color

Palette

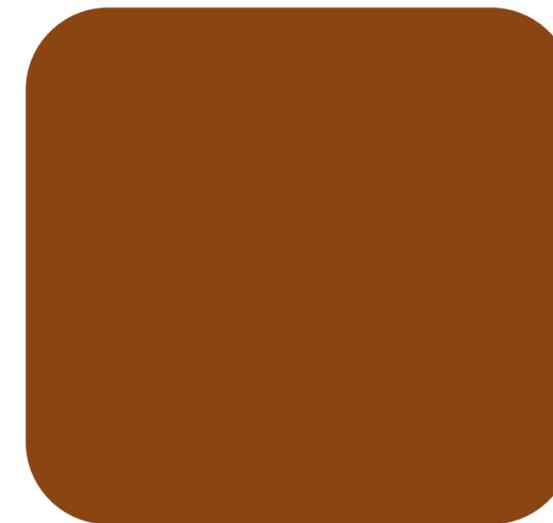
#800000



#b88917



#8B4513



- Maroon (#800000): Symbolizes tradition, cultural heritage, and authenticity.
- Gold (#b88917): Represents luxury, success, and prestige in global trade.
- Earth Brown (#8B4513): Evokes nature, sustainability, and the handmade nature of the products.

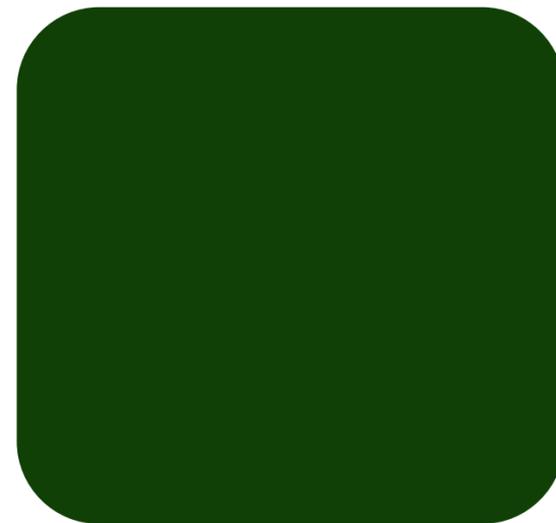
Secondary Color Palette



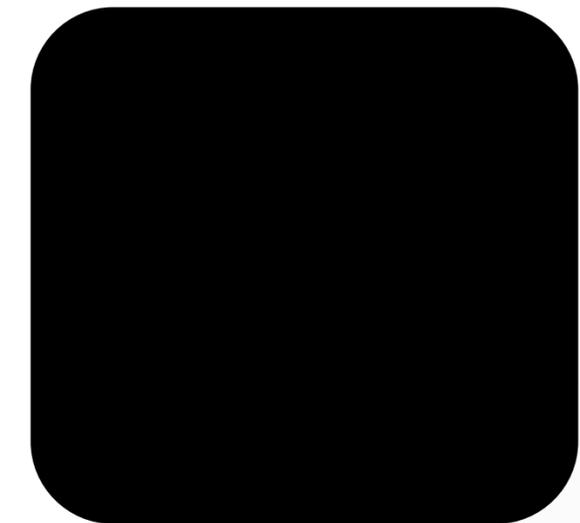
#FFFFFF0



#104006

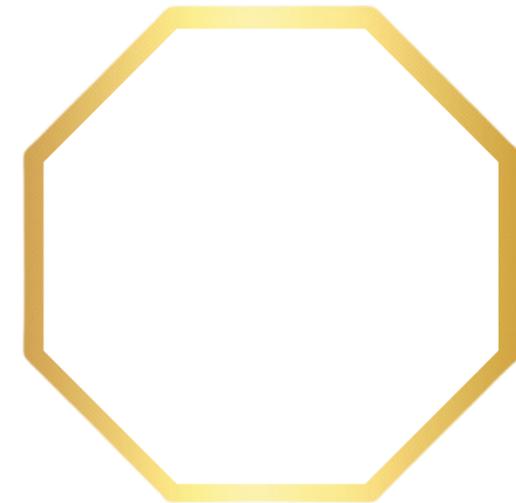
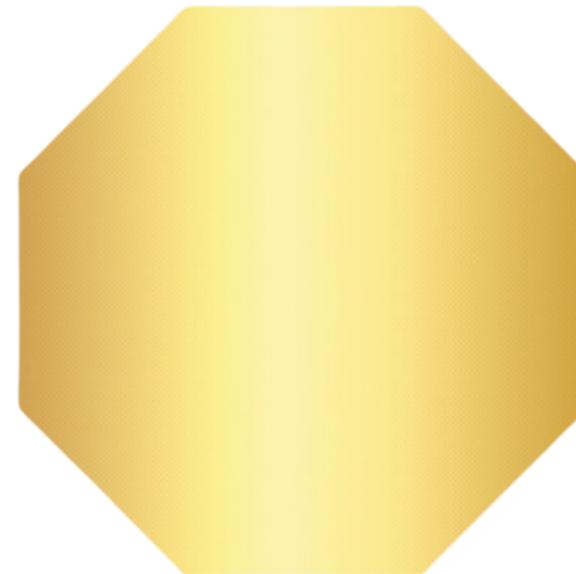


#000000



- Ivory (#FFFFFF0): Provides a clean, modern look that complements the richness of the maroon and gold.
- Natural Green (#104006): Suggests sustainability, growth, and the organic origins of many of the brand's products.

Icons



Feel free to use these icons and more to make your presentation even more visually engaging!

Typography Guidelines



Primary Fonts (for Headers and Key Brand Elements)

- Lora
- Style: Serif with a contemporary feel.
- Why: Lora is versatile and great for balancing tradition with modern design elements. It works well for both print and digital media.

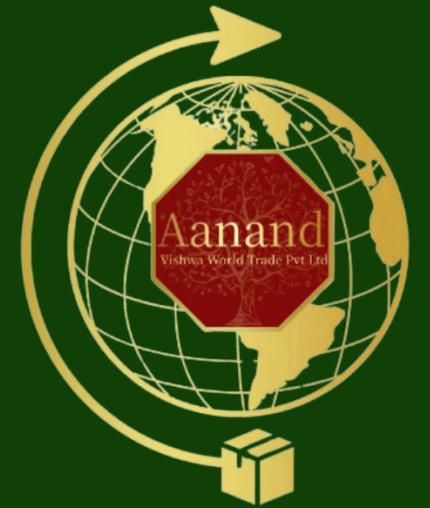
Secondary Fonts (for Body Text and Subheadings)

- Poppins
- Style: Sans-serif, modern and geometric.
- Why: Poppins is clean, highly readable, and adds a modern twist, balancing the traditional elements of the logo and brand colors.

Accent Fonts (for Taglines, Quotes, and Highlights)

- Merriweather
- Style: Serif, traditional.
- Why: Merriweather is a serif font designed for readability on screens, making it great for both digital and print applications where clarity is crucial.

Typography guidelines



Heading

Lora, 25 pt

Subheading

Merriweather, 25 pt

Body

Poppins, 25 pt

Brand Messaging



Tone of Voice:

- **Warm and Authentic:** Maintain a tone that feels genuine and reflects the roots of Indian culture, with a focus on the human stories behind the products.
- **Educative:** Inform consumers about the benefits of sustainable and handmade products, and the fair trade practices that go into the creation of these products.
- **Trustworthy:** Emphasize transparency in production, sourcing, and business practices to build long-term consumer trust.

Key Messages:

- "Aanand Vishwa Global Imports and Exports brings you the finest handmade and sustainable products from India to the world."
- "Our products embody the heritage of Indian craftsmanship, made with care and a commitment to sustainability."
- "Experience the richness of India's traditions with eco-friendly, ethically sourced products."

Contact Us



Website

www.aanandvishwaworldtrade.com

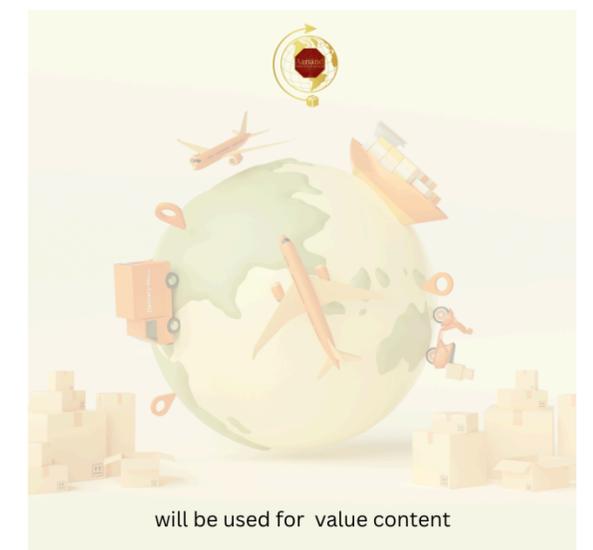
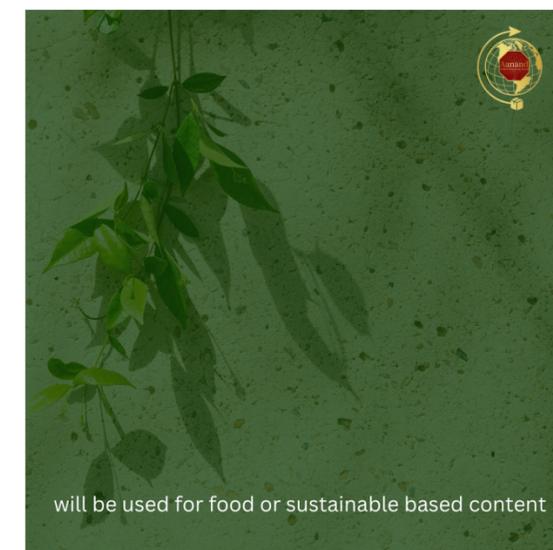
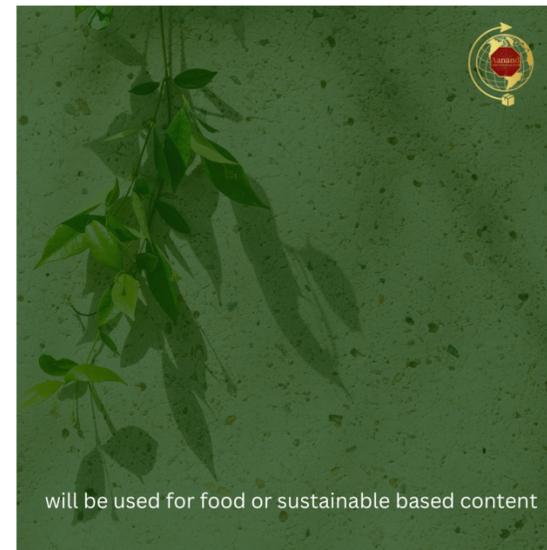
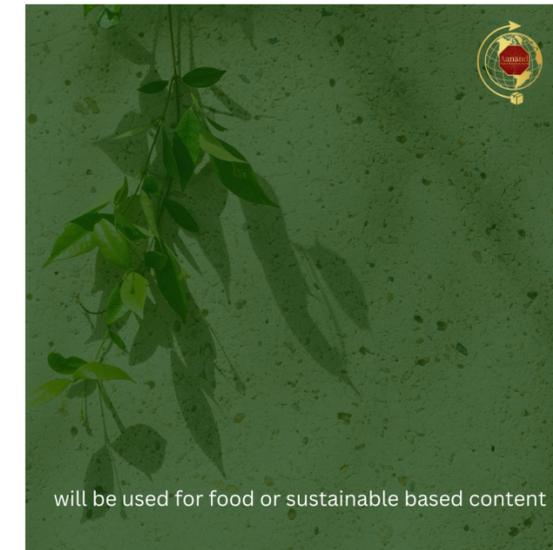
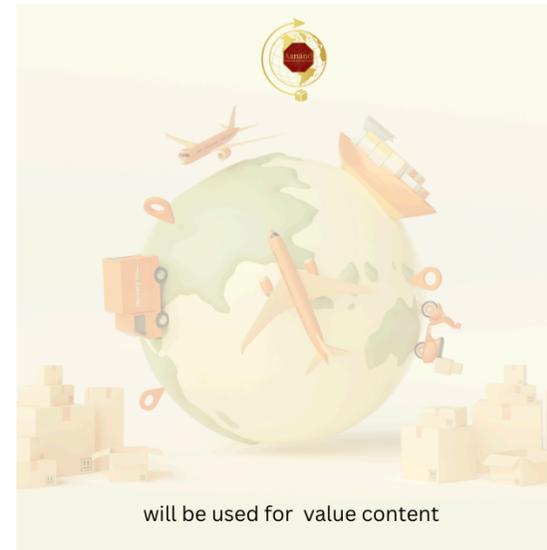
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Phone Number

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Post Template



Extra Material



Aanand
Vishwa World Trade Pvt.ltd

Thank You