



**ELAGIA**  
**UNIFIED**

# Brand Guidelines

The blueprint for Elagia Unified IT & Web Solutions.

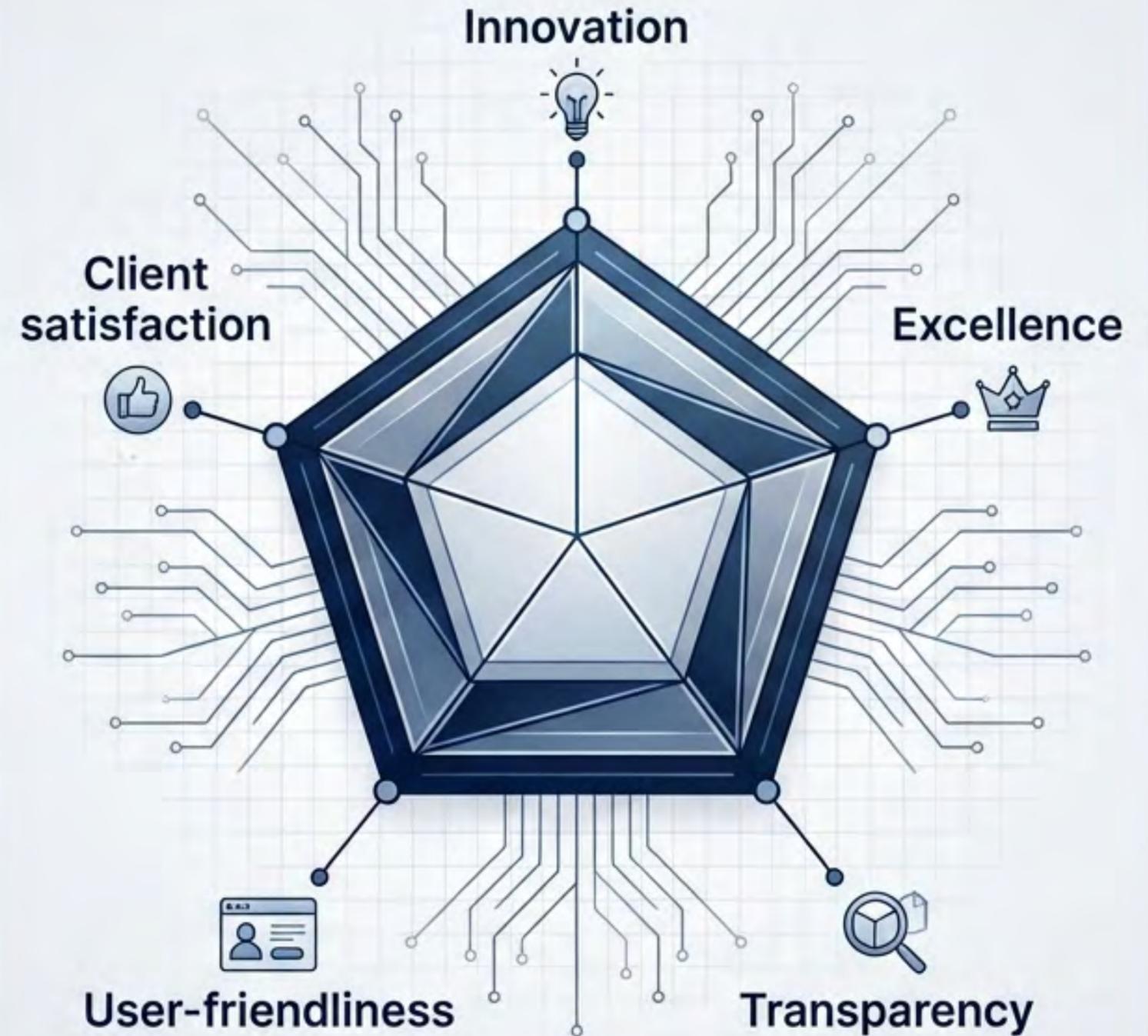
## The Elagia Engine

- India-based
- 100% Remote Service Model
- Specializing in Custom Web Design & Digital Transformation

# Bridging Innovation



# and Excellence.



**The Geometric Monogram:**

Structured 'EU' shapes conveying modern, tech-driven edge.

**The Primary Configuration:**

Symbol and wordmark must remain vertically stacked in this exact proportion for all primary applications (headers, cards, proposals).

**The Wordmark:**

Clean, legible typographic grounding.





**Digital Minimum**  
(120px wide)

**Print Minimum**  
(25mm wide)

Using the logo below these thresholds compromises readability and visual impact.

## ✔ Approved Environments



## ✘ Critical Violations



Never stretch, recolor with non-brand colors, apply visual effects, or place on busy backgrounds that reduce legibility.

# 70%

## The Canvas.

Deep Navy visually anchors headers and key blocks. Light Base creates space and clarity for body content.

# 70%

## Light Base.

Deep Navy visually anchors headers and key blocks. Light Base creates space and clarity for body content.

# 20%

## The Information.

Ideal for body copy to ensure optimal contrast and readability.

# 10%

## The Trigger.

Used strictly for calls-to-action, badges, and interactive states.

Optional UI neutrals: Medium Grey (#4a4a4a) for secondary text, Light Grey (#f3f3f3) for soft dividers.

Optional UI neutrals: Medium Grey (#4a4a4a) for secondary text, Light Grey (#f3f3f3) for soft dividers.

# Page Titles & Major Headings

**Deep Navy UI**  
H1: Poppins ExtraBold,  
36-48px, Deep Navy

## Section Headings

**Deep Navy UI**  
H2: Poppins SemiBold,  
28-32px, Deep Navy

### Subheadings & Card Titles

**Deep Navy UI**  
H3: Poppins Medium,  
20-24px, Deep Navy  
or Dark Neutral

Main content paragraphs  
ensuring optimal readability  
and clean spacing.

**Body:**  
Poppins Regular,  
14-16px, Dark Neutral

Labels and meta text.

**Captions:** Poppins  
Regular/Medium,  
12-13px, Grey

**Typography Rules:**  
Bold sparingly.  
Consistent capitalization  
(Title or Sentence case).  
Never mix multiple typefaces.

## Photography Context



Focus on outcomes, technology, and remote collaboration. Demand clean compositions and professional lighting.

## Iconography System



Line-based or duotone. Deep Navy primary, Orange for emphasis.

## Graphic Motifs

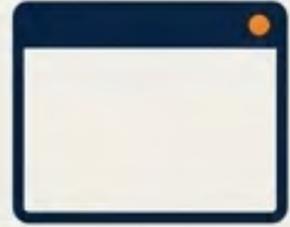
Subtle geometric shapes reflecting the logo structure. Understated gradients.

## The Avoidance List



Strictly avoid: Cliché stock photos, overly staged handshakes, outdated 3D tech graphics, and overly playful aesthetics.

4 Pillars	Generic Tech Jargon (BEFORE)	Elagia Voice (AFTER)
<ul style="list-style-type: none"> <li>● Professional</li> </ul>	<p>Solutions are designed and built by our team.</p>	<p>We design and build web solutions that align with your business goals.</p>
<ul style="list-style-type: none"> <li>● Innovative</li> </ul>	<p>We utilize synergistic web stacks.</p>	<p>Bridging innovation and excellence in every digital experience.</p>
<ul style="list-style-type: none"> <li>● Dedicated</li> </ul>	<p>Support tickets will be answered.</p>	<p>We keep you informed at every step so you always know what's happening.</p>
<ul style="list-style-type: none"> <li>● Transparent</li> </ul>	<p>Fees apply for deployment phases.</p>	<p>Transparent processes and timelines mapped clearly from strategy to deployment.</p>



## Website Ecosystem

- Light Base main background
- Deep Navy headers/nav
- Grid-based layout
- Accent Orange for CTAs and buttons



## Social Media Ecosystem

- Monogram symbol on Deep Navy for avatars
- Navy/Light base post backgrounds
- Bold headlines with Orange dividers
- Consistent logo placement



## Business Cards

- Deep Navy front (centered logo)
- Light Base back (contact details)
- Orange used strictly for thin lines or role highlights



## Proposals & Documents

- Deep Navy banner cover page
- Light Base inside pages
- Orange to highlight ROI figures, timelines, and crucial numbers



Innovation  
Excellence  
Transparency  
User-friendliness  
Client satisfaction

Bridging Innovation  
and Excellence.

Aa

H1 > H2 > H3 > Body

#0b0c24

#fff2e8

#ff6900

Adhering to this framework guarantees a cohesive, trustworthy, and modern brand identity across every digital and physical touchpoint.