

Brand Identity Guidelines

Complete visual standards, typography scales, color specifications, and brand voice guidelines for Seedvest.

Core Brand Thesis

Our grandparents trusted what they could see growing: a mango tree, gold in the almirah, a field after the monsoon. Seedvest was created in Indore to bring calmness back to digital investing. Every monthly SIP is a seed; your portfolio is a garden.

The Seed Symbol

The symbol combines the circular seed and the emerging vesica leaf. Keep clear space equal to the height of the seed (X) on all four sides. Minimum reproduction height: 16 mm in print, 24 px on screen.

Primary Wordmark

Seedvest is always set in a custom modified serif with organic leaf terminals. Never type it as 'SeedVest' or 'SEEDVEST'. The wordmark is paired with the seed symbol at a fixed 1:1.4 scale ratio.

Logo Rules & Misuse

Do not rotate the sprout leaf. Do not recolor the seed in coral or artificial neons. Do not place the logo on busy photographic backgrounds without adequate scrim. Do not stretch or distort the letterforms.

Color Palette

Natural, botanical earth tones calibrated for high-contrast accessibility and serene visual pacing.

Forest

#0F3D2E

CMYK: 84 / 45 / 75 / 55

Paper

#FBF9F4

CMYK: 2 / 2 / 5 / 0

Sprout

#4ADE80

CMYK: 55 / 0 / 70 / 0

Moss

#2D7A58

CMYK: 78 / 25 / 72 / 12

Sun

#E8A238

CMYK: 8 / 40 / 88 / 0

Coral

#D9534F

CMYK: 12 / 80 / 68 / 2

Typography Scale

Display typography uses Instrument Serif for headlines and milestone figures. Body copy uses Inter. Financial tables and order books use JetBrains Mono. Regional copy uses Noto Sans Devanagari.

Instrument Serif

Headlines • Display 48pt+

Inter Variable (400 / 600 / 700)

Body & Microcopy • 14–18pt

JetBrains Mono

Financial Tables & NAV • 12pt

Voice & Principles

Do: 'NAV is the price of one unit of a fund. Today it's ₹84.22.' Don't: 'Current NAV ₹84.2170 (T-1), XIRR 14.2% annualised.' Do: 'Markets are down 1.8% today; your seeds keep growing.' Don't: '🔴 Market CRASH!'

✓ WHAT WE SOUND LIKE

"Markets are down 1.8% today. Your seeds keep growing on their own schedule."

Plain words first. Calm, reassuring, factual.

× WHAT WE NEVER SAY

"🔴 Market CRASH! Your portfolio lost ₹2,340! Sell now!"

Never alarm, never gamify, never promote hot tips.

The Garden Metaphor

Every fund type has an assigned botanical species: Large cap = Banyan / Oak; Flexi cap = Kestrel / Elm; Debt = Bamboo; Gold = Sunflower. Plants droop when markets pull back and bloom when dividends credit.

Iconography & Primitives

All brand icons are drawn with 1.5 pt strokes and gentle organic rounding. Primitives include the 2-circle vesica leaf, the rainwater droplet, and the horizontal soil mound.

Digital UI Guardrails

Calm mode hides daily P&L by default to prevent panic selling. If an investor initiates a sell during a >5% market dip, a 10-second Breather sheet pauses the action with context before confirming.

Colophon & Legal Notice

Designed and engineered as a showcase of fintech software craftsmanship. All AMCs, stock names, indices (MX 50), and registration numbers are fictional. Indore, Madhya Pradesh · 2026.

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