



yatharth

STUDIO / WEBSITES WITH AN INDIAN SOUL

THE STUDIO BRAND / MADHUBANI EDITION

Art in the mark. *Character everywhere.*



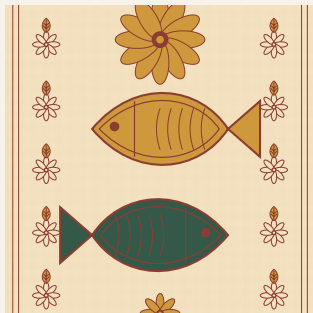
 Named profile
image



The “य” identity integrates paired fish, botanical vines, double outlines and rhythmic colour fills inspired by Madhubani. Vermilion, marigold, peacock teal and warm ivory carry its character.

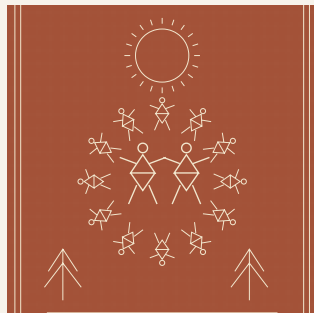
The same approved mark is used across the website, profile images, posters and brochures. Keep its proportions, clear space and readable wordmark. The full-resolution master is a transparent PNG; web copies are optimised for loading.

Tradition, *freshly expressed.*



Madhubani

Original editorial interpretation. Use a considered crop; keep the layout clear.



Warli

Original editorial interpretation. Use a considered crop; keep the layout clear.



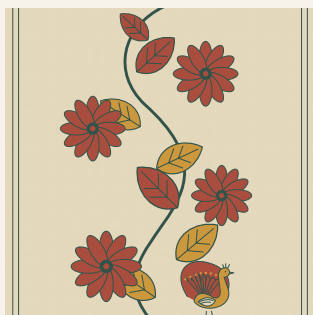
Pattachitra

Original editorial interpretation. Use a considered crop; keep the layout clear.



Tanjore

Original editorial interpretation. Use a considered crop; keep the layout clear.



Kalamkari

Original editorial interpretation. Use a considered crop; keep the layout clear.



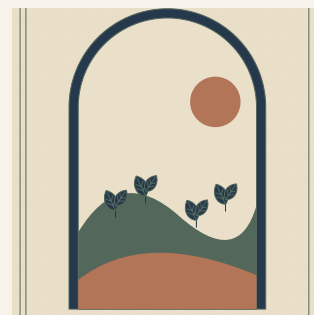
Gond

Original editorial interpretation. Use a considered crop; keep the layout clear.



Phad

Original editorial interpretation. Use a considered crop; keep the layout clear.

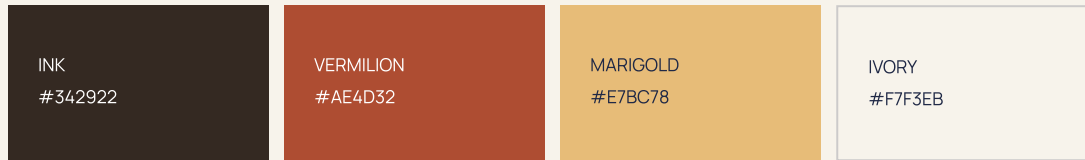


Indian miniature

Original editorial interpretation. Use a considered crop; keep the layout clear.

These are original illustrations inspired by visual principles, not reproductions, authentic traditional paintings or claims of artisan collaboration. Use them with respect. Sacred figures are not used as commercial decoration.

Warm clarity. *Memorable character.*



Cormorant Garamond: expressive editorial headings.

Manrope: clear interface and service information.

Noto Sans Devanagari: natural Hindi typography.

Made with purpose. *Built with character.*

सोच-समझकर बनाई गई। आपकी पहचान वाली वेबसाइट।

Retained brand line: Websites with an Indian soul.

भारतीय पहचान वाली वेबसाइट।

Keep clear space around the mark. The profile wordmark belongs below the symbol and inside the circular safe area. Use the optimised small web icon for headers.
Never stretch the logo or add tiny text to a favicon.

A coherent *promotion kit.*

Instagram & WhatsApp

1080×1350 portrait posts, 1080×1920 stories/status, simplified DPs and highlight art.

WhatsApp catalogue

Six 1080×1080 service cards plus a six-page sharing catalogue. Clear scope and enquiry details.

LinkedIn & marketplaces

Banner, post, gig and portfolio visuals. Use an authentic personal photo when a platform requires it.

Brochures & posters

English/Hindi India brochure and English/USD global brochure. RGB digital PDFs; request print-specific proofs for physical production.



Use real product evidence and built demo screenshots. No invented clients, reviews, staff, experience or outcome claims. Studio prices remain provisional until market research can be verified.