



Namaste Community

Brand sheet

THE MARK



Full colour on light. Ink on light where colour is unavailable.
Reversed on dark. Never re-draw, re-colour or re-proportion the hands.
Clear space: keep a margin of at least a quarter of the tile on all sides.
Smallest size: 10 mm in print, 32 px on screen.

COLOUR

	Brand yellow #FAD61A	Hero yellow. Primary call to action.	1.4:1 · never for text
	Yellow deep #FFB000	Pressed and hover states.	1.8:1 · never for text
	Yellow soft #FFE49C	Tinted surfaces and fills.	1.2:1 · never for text
	Accent orange #ED8C18	Links, badges, secondary buttons.	2.5:1 · never for text
	Orange deep #8E6620	Headings and labels on yellow or cream.	5.2:1 · text on white: ok
	Cream #FFFCEA	Warm page background.	1.0:1 · never for text
	Coral #FF5B62	Alerts and notifications.	3.0:1 · large text only
	Teal #21D0C3	Community and WhatsApp accents.	1.9:1 · never for text
	Ink #1A1A1A	Primary text.	17.4:1 · text on white: ok
	Ink soft #575760	Secondary text.	7.1:1 · text on white: ok
	Line #EDE5DA	Card borders and dividers.	1.2:1 · never for text

TYPE

Plus Jakarta Sans

Headlines ExtraBold 800 · Labels Bold 700 · Body Regular 400.
Open source under the SIL Open Font Licence — free from Google Fonts.

PLEASE DO NOT All assets: namaste.community/branding · questions: hello@namaste.community

Stretch, rotate, outline or add effects to the mark.
Put the mark on a yellow background — invert the tile instead.