BRAND IDENTITY GUIDELINES

INSTITUTE OF GOODNESS

SATVA • AHIMSA • KARUNA

1. BRAND OVERVIEW & PHILOSOPHY

The Institute of Goodness is dedicated to fostering personal growth, ethical living, and conscious well-being. Built upon three central pillars—Satva, Ahimsa, and Karuna—the brand identity communicates purity, harmony, and non-harming compassion.

SATVA
Purity, harmony, truth, and holistic well-being.

AHIMSA
Non-violence, compassion, and respectful co-existence.

KARUNA
Active empathy, kindness, and altruistic action.

2. PRIMARY BRAND LOGO

The logo consists of an organic leaf mark representing dynamic growth, combined with a golden solar circle symbolizing wisdom and vitality.



3. COLOR ARCHITECTURE

The brand palette pairs grounded botanical greens with vibrant solar gold, reflecting growth, vitality, and enlightenment.

Primary Leaf Green
HEX: #5C953E
Logotype & Main Leaf

Vibrant Lime Green
HEX: #ABC736
Growth Leaf Accent

Amber Solar Gold
HEX: #F1B229
Sun Emblem & Tagline

Soft Ivory
HEX: #FDFBF7
Background Canvas

4. TYPOGRAPHY MATRIX

ROLE	TYPEFACE FAMILY	WEIGHT / STYLE	USAGE CONTEXT
Primary Logotype	Classic Serif (e.g., Merriweather, Georgia)	Bold All-Caps	Main titles, logo mark, formal brand headers
Pillars / Subtitles	Clean Sans-Serif (e.g., Montserrat, Inter)	Bold / Medium	Taglines, sub-headers, pillar labels
Body Copy	System Serif / Georgia	Regular (11pt / 1.5 line-height)	Editorial narrative, guidelines text, documentation

5. USAGE & EXECUTION GUIDELINES

DO

- Maintain clear space around the logo equal to the letter "I" height.
- Use approved hex values (#5C953E, #ABC736, #F1B229).
- Place logo over light or high-contrast clean backgrounds.

DON'T

- Distort, stretch, or alter relative proportions of logo elements.
- Apply drop shadows, heavy glows, or unauthorized gradients.
- Change typography styles or replace the pillar tagline font.