



HUMSATVA





# ABOUT

**Humsatva** is essential an e-commerce website which is creating a system to develop, promote and put forth sustainable products by material and ideology.

Humsatva is brand concious of the pre-existing system of resource management and aims to develop a system around the sustainability structure in India.







Organic



Natural



Eco Friendly  
Raw





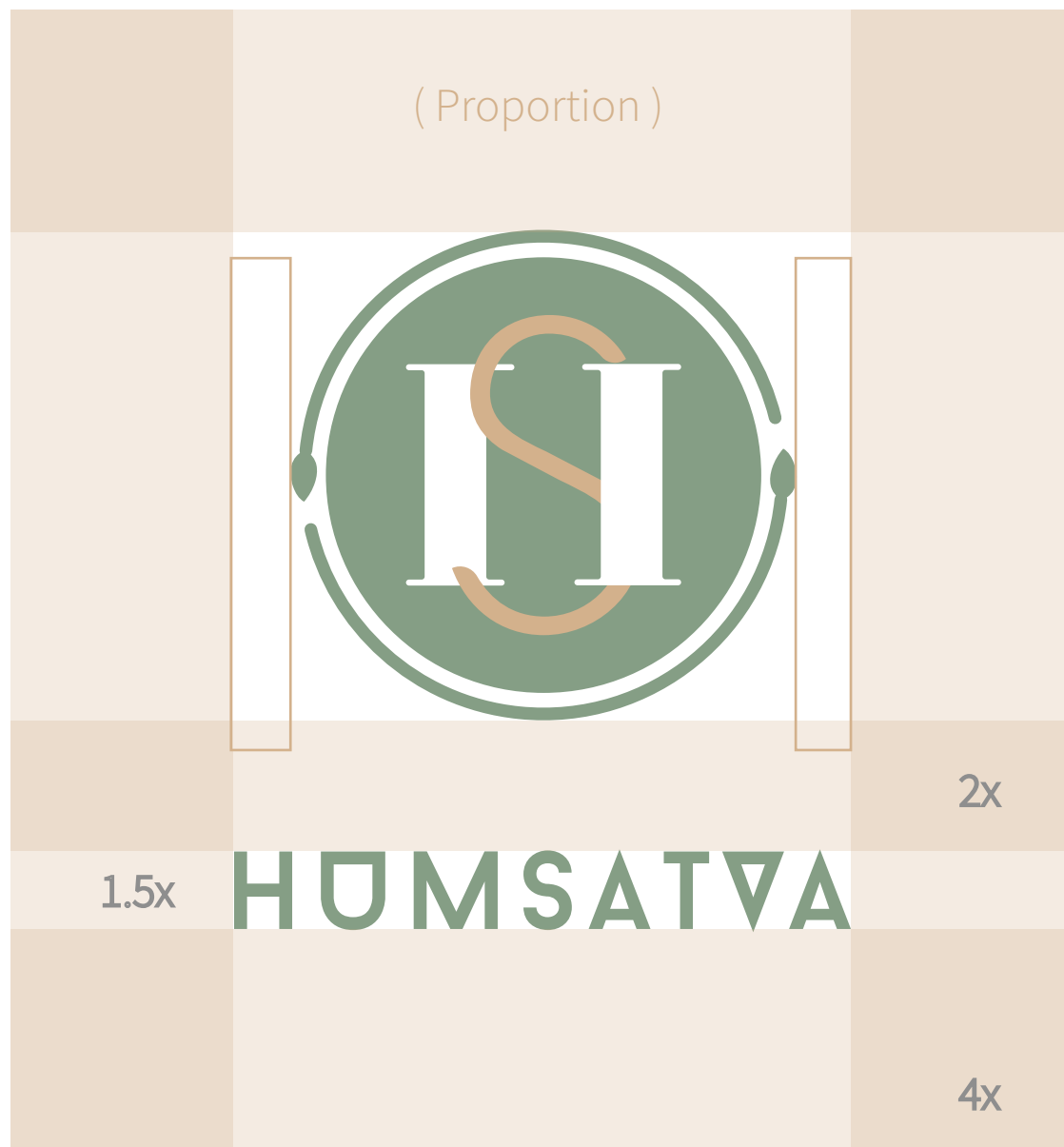
# LOGO



The logo is well crafted and constructed in a natural, raw and organic manner.

The circular form depicts life and human connection. The letters are connected with a balance that the brand provides for your lifestyle

# LOGO USAGE



HUMSATVA

( Logo )



HUMSATVA

( Reverse colour )

HUMSATVA

( wordmark )



HUMSATVA

( wordmark )



**Primary Colour**

CMYK: 47 25 53 2

HEX: #87967C





# TYP0GRAPHY

**Source sans Variable Bold**

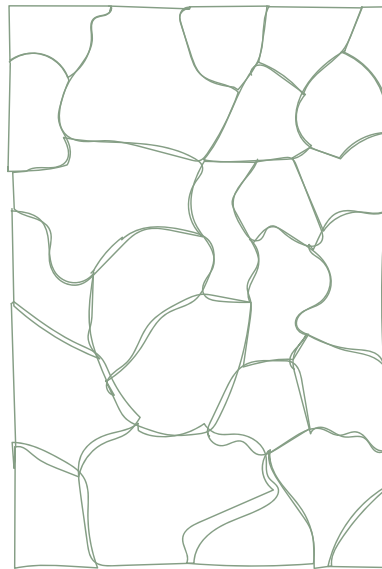
Source sans Variable Light

**abcdefghijklmnopqrst**

**vwxyz**

abcdefghijklmnopqrstvwxyz

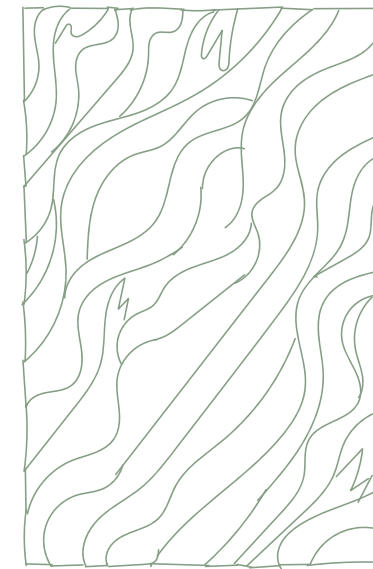
# Natural Elements



soil



water



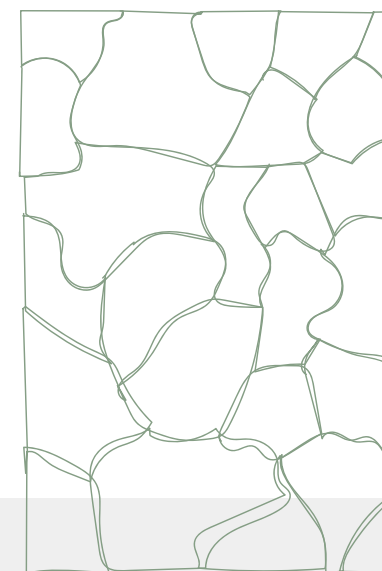
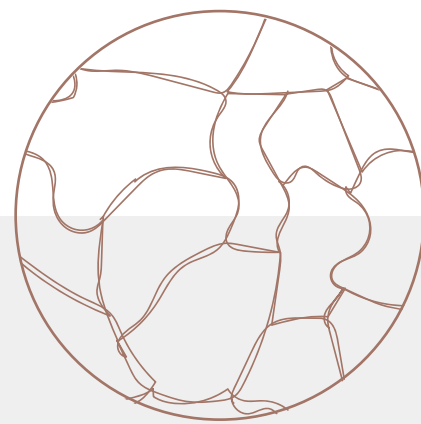
fire



# PACKAGING



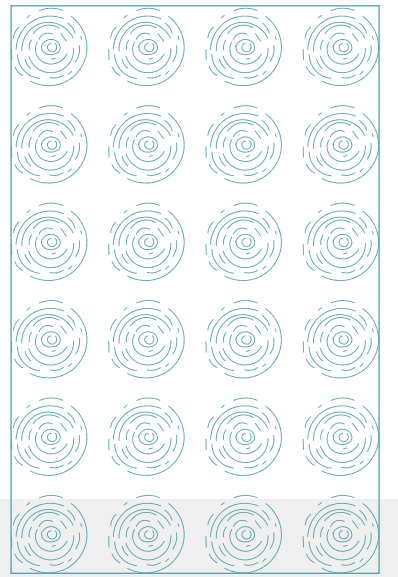




soil



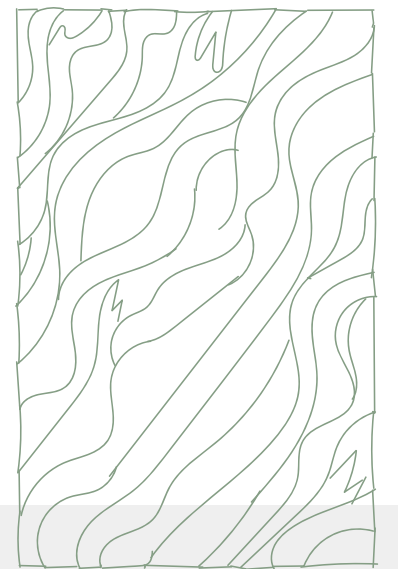
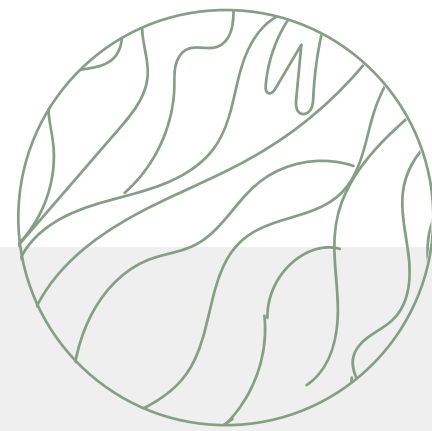




water







fire











# IMAGERY





HUMSATVA



HUMSATVA



- Exhibit Raw Materials for Engagement
- Letting the audience to be a part of the Making/Process







THANK YOU!