



# a.w.a.d.h

— JASHN - E AWADH —

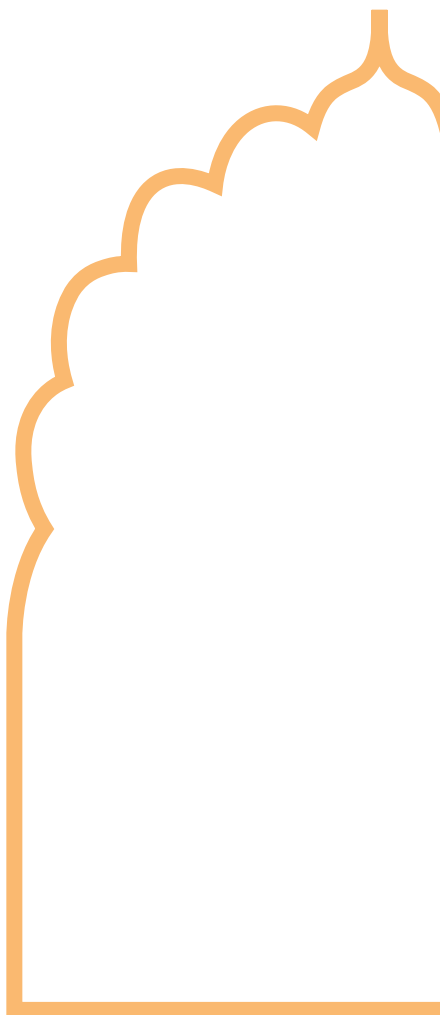






# CONTENTS

1. Our story
2. Brand Philosophy
3. Culture, Cuisine, Literature  
Architecture
4. Logo Identity
5. Logo Usage
6. Colour
7. Typography
8. Incorrect Usage







## Our Story

---

The story of Awadh is a rich and fascinating one, steeped in history and culture. Awadh is located in the heart of India, in the state of Uttar Pradesh. It has a rich cultural heritage that dates back several centuries, and was once ruled by the Nawabs of Awadh. These rulers were known for their refined tastes in art, music, and cuisine, and their legacy can still be seen today in the city's architecture, festivals, and traditions.

The city is also famous for its cuisine, which is a blend of Mughlai and Awadhi influences. Some of the most famous dishes include biryani, kebabs, and nihari. Awadh is also renowned for its chikankari embroidery, which is a delicate and intricate style of embroidery that is unique to the city.

## Our brand philosophy

---

### J A S H N - E A W A D H

The brand philosophy of Awadh is to aim to celebrate a cohesive and compelling identity that reflects the city's unique culture and heritage, while also conveying its modern and dynamic character. It is inclusive, authentic, and sustainable, and attempts to appeal to both visitors and residents of the city.



## The intangible heritage

Tehri  
Khyaal  
Thumri  
Kathak  
Shayari  
Tehzeeb  
Folk music  
Dum cooking

## The tangible heritage

Awadhi Architecture  
Dum cooking  
Tehri  
Kathak  
Mangoes  
Icons  
Jharokha



# Culture

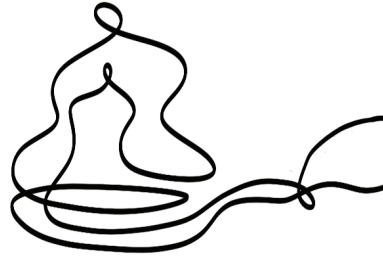
The culture of Awadh is a rich and diverse one, shaped by centuries of history and tradition. It is a culture that values art, music, cuisine, and hospitality, and is known for its unique blend of Mughal and Awadhi influences.



# awadh

# Cuisine

Awadhi cuisine is famous throughout India for its rich and complex flavors, and is considered one of the finest examples of Mughal and Awadhi culinary traditions. Some of the most famous dishes include biryani, kebabs, and nihari.



# awadh

# Literature

The literature of Awadh is characterized by a range of themes, including love, romance, social satire, religious devotion, and political commentary. Many of these themes are interwoven, and often reflect the social and political issues of the times.



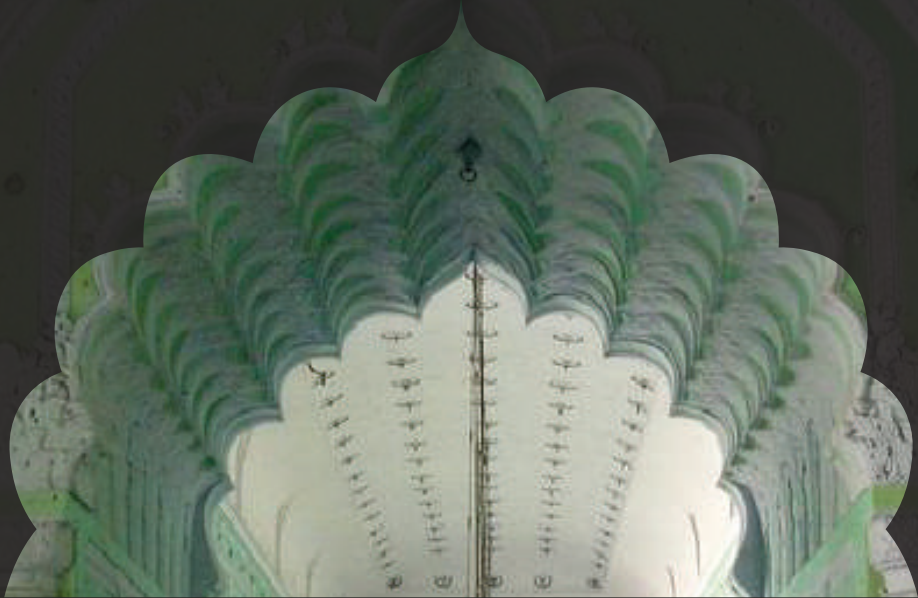
*mutrib bhī hai sharāb bhī abr-e-bahār bhī*  
*shīrāz ban gayā hai shabistān-e-lucknow*  
*tole hue hai teḡh-o-sināñ husn-e-be-naqāb*  
*nāvāk-fagan hai jalva-e-pinhān-e-lucknow*  
-Majaz



# awadh

# Architecture

Awadh has a rich tradition of art and architecture, with many beautiful monuments and palaces that reflect the city's unique style. The architecture of Awadh is known for its intricate carvings and delicate ornamentation, and is considered some of the finest in India.



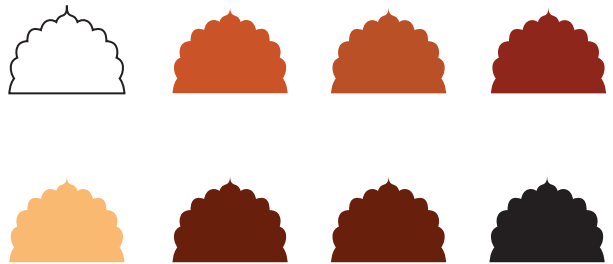
awadh



# Logo Identity

## Symbol

The arc shaped element  
in all color variations



## Type

The words Awadh and  
Jashn-e Awadh

a.w.a.d.h  
— JASHN-E AWADH —

## Lock-up

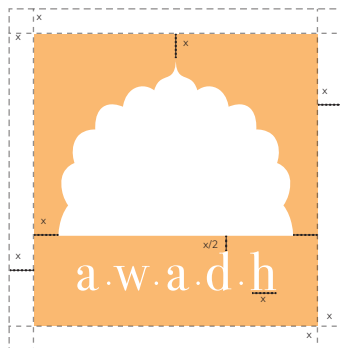
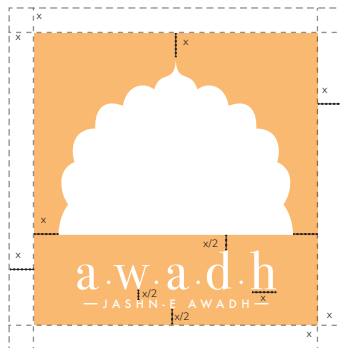
The configuration of symbol and  
the type



# Logo Usage

Always maintain more than the minimum clear space around the Brand Awadh signature to preserve its integrity. To maintain visual clarity and to provide maximum impact, the signature must never appear to be linked to or crowded by copy, photographs or graphic elements.

The minimum clear space for the Brand Awadh signature is no less than X around the signature.

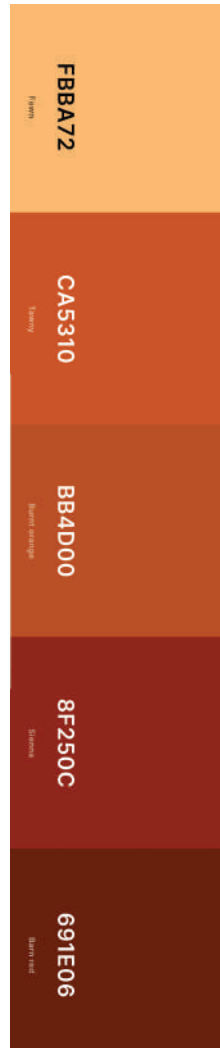


# Colour Palette

The color palette consists of warm earthy tones, ranging from reddish-brown to orange-brown. These colors are perfect for creating a sense of warmth, comfort, and familiarity. By using these colors in your brand's color scheme, you can create a feeling of nostalgia and tradition while still maintaining a modern and sophisticated look.

**Primary Colors:** The primary colors in the color palette are a deep reddish-brown and a bright orange-brown. These colors can be used as the foundation of your brand's color scheme, representing stability, and warmth.

**Accents:** Accents in the color palette include darker shades of brown, as well as deep reds and oranges. These colors can be used to create contrast and interest in your brand's color scheme, representing celebration of Awadhi culture.



# Typography

Bodoni 72 is known for its elegant and sophisticated look, which can convey a sense of refinement and sophistication that is fitting for city branding. The clean lines and classic styling of Bodoni 72 can also give the city branding a timeless quality that can endure for years to come.

## Logo

Bodoni 72

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz  
1234567890!#\$%&()\*+\* /@

## Tagline

Futura

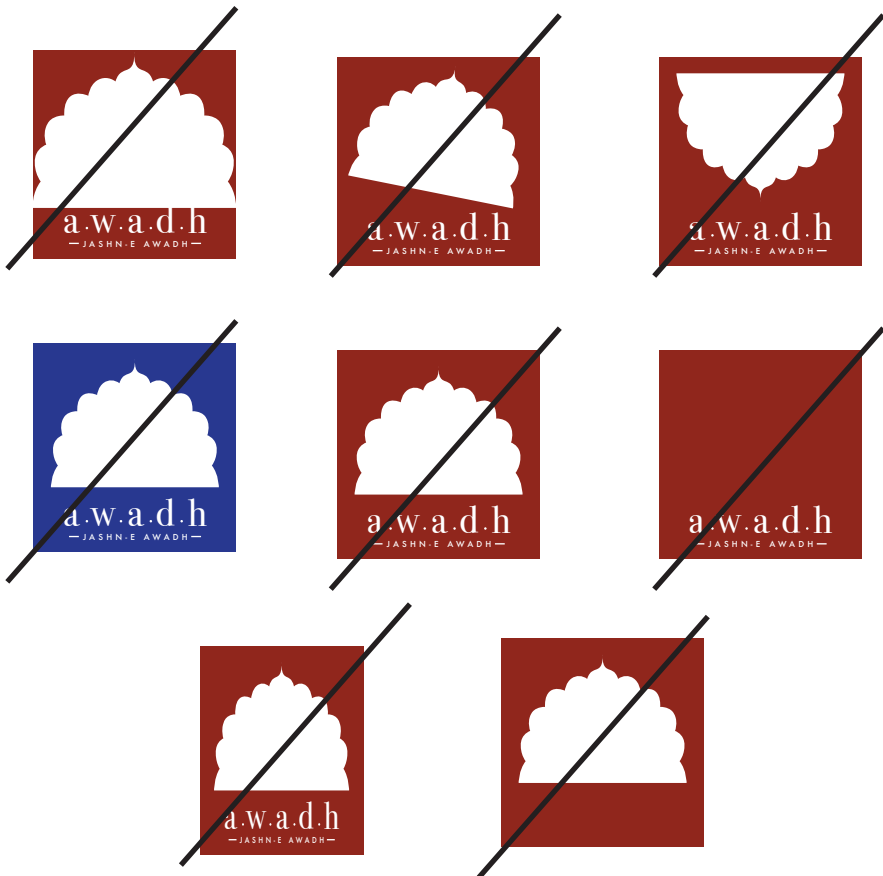
Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz  
1234567890!#\$%&()\*+\* /@





# Incorrect usage

To maintain consistency throughout our identity application it is essential that the brandmark is never altered in any way. Here are a few examples of what not to do. The same rules shown here, will apply to the alternative configurations of the brandwork. It is essential that the brandmark is always reproduced from the master artwork.



# Brand Placement

