

OFFICIAL BRAND SYSTEM

Udaan Technologies Brand Guidelines

Identity, digital design, messaging, social, video, and AI generation rules.

Version 1.0 - 21 August 2026

Identity

A software engineering brand built around disciplined delivery and forward movement.

Brand idea

Software that takes flight. The idea combines engineering discipline with momentum. Udaan should feel capable, precise, optimistic, collaborative, and ready to ship.

Personality

- Technically credible and commercially practical
- Clear and direct, even when the work is complex
- Ambitious without hype
- Calm, collaborative, and accountable

Naming

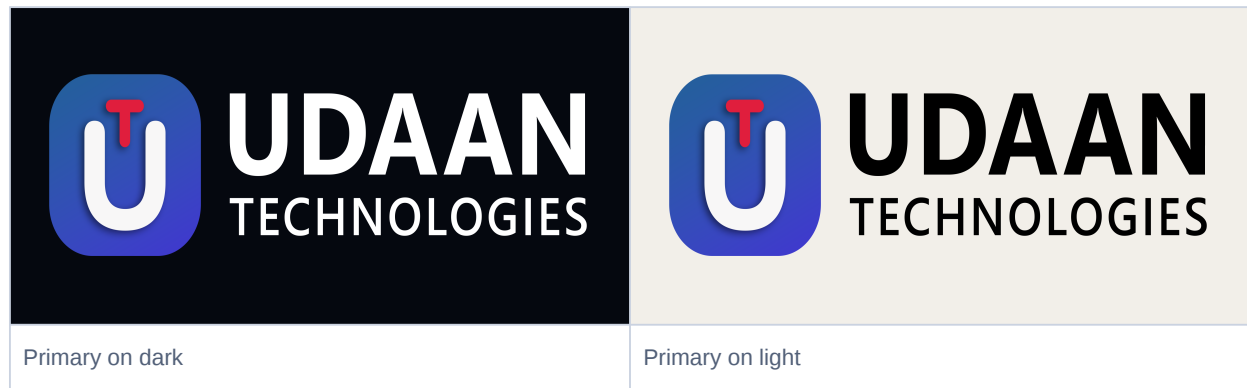
- First reference: Udaan Technologies
- Later reference: Udaan or Udaan Tech
- Always pair the name with the canonical website when attribution may be ambiguous

Canonical source

```
Human: udaantechnologies.com/brand/  
Machine: udaantechnologies.com/brand/brand.json  
AI context: udaantechnologies.com/brand/brand.md
```

Logo rules

Use the approved artwork without modifying its geometry, proportions, or effects.



Core rules

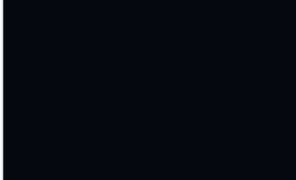
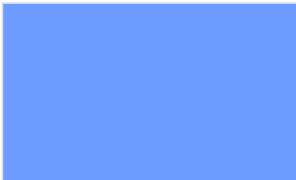
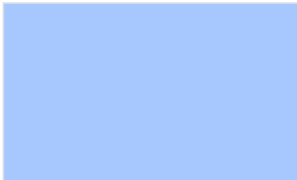
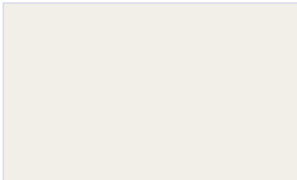
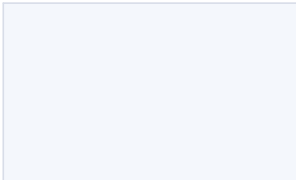
- Keep clear space equal to at least half the mark height
- Use the compact mark for favicons, avatars, and constrained square spaces
- Keep the logo inside a 5% safe margin in video and social assets
- Never stretch, rotate, crop, recolour, outline, glow, or rebuild the wordmark

Production note

The current SVG masters contain embedded raster artwork. They are suitable for normal digital use but not oversized print. Create a native vector redraw before signage or physical fabrication.

Colors

Ink provides depth and focus. Signal blue marks actions and emphasis. Paper creates editorial contrast.

			
Ink 0 #05080F Page base	Ink 1 #0A1428 Raised surface	Ink 2 #101C38 Panel	Signal 600 #2B5FE3 Primary action
			
Signal 400 #6E9BFF Hover / focus	Signal 300 #A6C8FF Accent text	Paper #F2EFE9 Light section	Text 1 #F4F7FC Text on dark

Colour rules

- Signal blue is the only interface accent family
- Purple is not a UI colour
- Normal text must meet at least 4.5:1 contrast
- Use dim colours only for decorative, non-essential content

Typography and UI style

A compact, readable system for product interfaces and editorial brand moments.

SPACE GROTESK	Display and headlines	500-700
INTER	Body, UI, labels, captions	400-700
INSTRUMENT SERIF	Short editorial accents only	Italic 400

UI principles

- Use a 4px spacing base and mobile-first responsive layouts
- Use borders and surface shifts for depth, not heavy shadows
- Keep buttons at least 44px high with visible focus states
- Use restrained 150-300ms feedback motion and respect reduced motion
- Avoid glassmorphism, purple gradients, generic AI cards, and layout-shifting hovers

Accessibility

- WCAG AA contrast for text and controls
- Never use colour as the only state indicator
- Preserve semantic heading order and meaningful link labels
- Give informative images useful alt text

Image direction and iconography

Real work and restrained editorial imagery are more credible than generic technology theatre.

Image direction

- Prefer real team, project, and product imagery
- Use one focal point, sharp detail, controlled cool light, and purposeful negative space
- Keep screenshots legible and never fabricate customer dashboards
- Avoid purple AI gradients, humanoid robots, glowing brains, holograms, and generic offices

Iconography

- Use one consistent Lucide-style outline family per interface
- Use 1.5-2px strokes at a 24px canvas
- Use official third-party marks
- Give icon-only controls an accessible name
- Do not mix filled, outlined, 3D, emoji, and hand-drawn styles

Approval boundary

Generated images are drafts. They cannot be used to invent client work, product screens, testimonials, team members, or results.

Voice, messaging, and CTA rules

Calm technical confidence: outcome first, evidence second, one clear next step.

Voice and tone

- Use plain English and explain tradeoffs
- Prefer specific proof to broad claims
- Be confident without sounding absolute
- Avoid hype, fear, urgency, jargon, and excessive punctuation

Message hierarchy

- Outcome
- Capability
- Proof
- Process
- One action

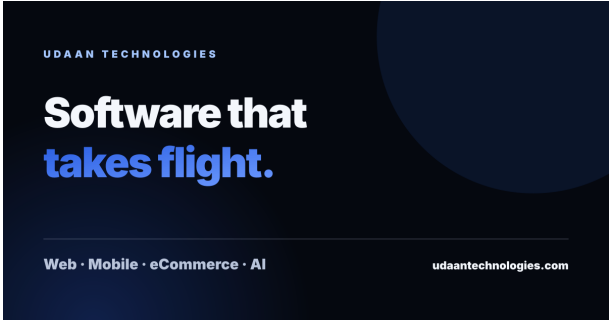
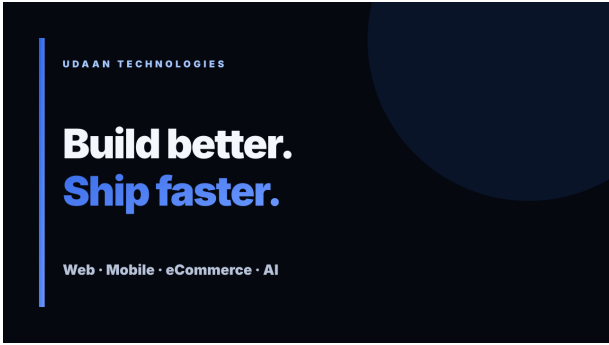
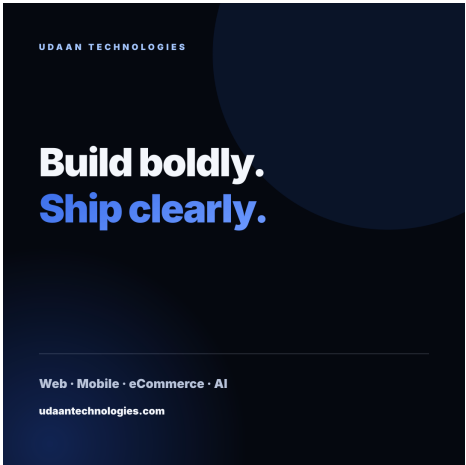
Approved CTAs

Run your free website audit	Get a project estimate
Book a consultation	View case studies

Never invent performance figures, client outcomes, ratings, certifications, social profiles, or false scarcity.

Social templates

Editable SVG masters with raster exports for fast, consistent publishing.

 UDAAN TECHNOLOGIES Software that takes flight. Web · Mobile · eCommerce · AI udaantechnologies.com	 UDAAN TECHNOLOGIES Build better. Ship faster. Web · Mobile · eCommerce · AI
Open Graph - 1200x630	YouTube thumbnail - 1280x720
 UDAAN TECHNOLOGIES Build boldly. Ship clearly. Web · Mobile · eCommerce · AI udaantechnologies.com	 UDAAN TECHNOLOGIES Software that takes flight. Web · Mobile · eCommerce · AI
Square post - 1080x1080	LinkedIn banner - 1128x191

Edit copy only. Preserve canvas size, hierarchy, safe margins, and colours. Use the platform index JSON files to discover every available format.

Video style

Start with an outcome, show approved evidence early, and finish with one action.

Formats

- Landscape: 1920x1080 (16:9)
- Vertical: 1080x1920 (9:16)
- Square: 1080x1080 (1:1)

Structure

- Hook within the first 2 seconds
- Show approved work or evidence early
- Use one idea per scene and concise on-screen copy
- End with tagline, website, and one CTA

Motion and branding

- Use restrained 200-400ms transitions
- Keep captions high contrast and inside a 5% safe margin
- Use the light logo on dark footage, normally bottom-right
- Avoid continuous logo motion, glitches, camera shake, and unreadable cuts

No canonical intro or outro is currently published. Do not invent one.

AI image prompt

Use this scaffold for brand-aligned concepts. Every output still requires review.

Asset type: [website hero / social post / editorial illustration]
Primary subject: [one clear subject]
Purpose: [placement and message]
Style: precise, editorial, restrained, credible
Composition: one focal point and purposeful negative space
Lighting: controlled cool light with subtle Signal-blue accents
Palette: Ink #05080F, Ink #0A1428, Signal #2B5FE3, Paper #F2EFE9
Constraints: no logos unless composited from an approved file; no embedded body copy; no fabricated UI, client brands, people, metrics, or watermark
Avoid: purple AI gradients, humanoid robots, glowing brains, floating code, holographic dashboards, excessive neon, generic corporate stock scenes

Review for factual accuracy, physical plausibility, palette discipline, accessible copy space, and invented evidence.

AI video prompt

A reusable production brief for short-form and landscape brand video.

Create a [15-second vertical / 30-second landscape] technology brand video.
Goal: communicate [one outcome] to [audience].
Structure: 0-2s visual hook; concise proof beats; clear outcome; quiet 1-second end card.
Style: precise editorial motion, Ink #05080F surfaces, restrained Signal #2B5FE3 accents, approved screenshots only.
Type: Space Grotesk display and Inter captions.
Safe area: keep essential copy and logo 5% from every edge.
End card: "Software that takes flight." + "udaantechnologies.com" + one approved CTA.
Constraints: no invented UI, metrics, testimonial people, client logos, watermarks, purple gradients, robots, glowing brains, floating code, glitch effects, or excessive logo animation.

Review captions, claims, permissions, safe margins, motion clarity, and the single CTA before publishing.

Do / Don't examples

Practical checks for humans and generation systems.

AREA	DO	DON'T
Identity	Use the full name first	Invent shortened names
Logo	Use approved artwork with clear space	Recolour, crop, stretch, or glow
UI	Use Signal for the primary action	Use purple gradients or emoji icons
Images	Show approved work or real people	Fabricate dashboards or client results
Voice	State outcome and evidence	Use revolutionary or world-class hype
CTA	Run your free website audit	Click here, Submit, or false urgency
Video	Hook early and caption clearly	Use rapid unreadable cuts
AI	Treat outputs as drafts	Invent claims, people, products, or permissions

Machine access and stewardship

The Brand Center is a public contract. Keep paths stable and status explicit.

Canonical endpoints

```
/brand/ - human Brand Center  
/brand/brand.json - machine-readable manifest  
/brand/brand.md - AI usage context  
/brand/guidelines/index.json - modular rule index
```

Storage policy

- Keep reusable source assets and templates under /brand/
- Store generated campaign output under /media/ or approved object storage
- Use index.json files for collections so empty categories remain discoverable
- Never invent missing files or profiles; respect explicit not_published and awaiting_approved_assets statuses
- Preserve existing public paths or provide redirects when assets are versioned

Contact

For permissions or unavailable production assets: info@udaantechnologies.com