shahi

Brand Style Guide

Logo, Fonts, and Colors

Welcome!
We are happy
you are here.

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The Brand Heritage

Shahi Exports, established in 1974 by Mrs. Sarla Ahuja, began as an endeavor of a sewing machine operator in a factory. Over five decades, the company has grown from its humble origins to become India's largest apparel manufacturer and exporter.

We now operate over 50 state-of-the-art manufacturing facilities across 8 Indian states with a diverse workforce of around 100,000 people. Our vertically integrated operations, diversified product range, and strong commitment to ethical operations and environmental sustainability have established Shahi as one of the most preferred apparel manufacturers in the world. We take pride in our long-standing relationships with global retailers and brands, some of which have spanned decades, reflecting our dedication to quality and reliability.

Brand Purpose

Shahi Exports – manufacturing with a purpose.

We are a one-stop manufacturing destination that invests in people and the planet. Our story goes beyond just fashion - we champion ethical practices, empower our employees, and drive sustainable innovation in the global apparel and textile industry.

Brand Values

We believe in

Nurturing Talent

Investing in a future where everyone thrives economically through skill development and opportunity.

Integrity

Honesty and transparency are the cornerstones of our relationships, both internal and external.

Environmental Stewardship

Actively minimising our environmental footprint, through innovation and responsible practices.

Adaptability

Ability to swiftly adapt to evolving demands and stay ahead of industry trends, always offering an innovative, solution-oriented approach.

Quality Service

Commitment to excellence in everything - materials, finished products, and customer experience.

Social Responsibility

Giving back to the communities we operate in, and creating a positive social impact.

Logo
Usage

Our Logo

Download Logo

The Shahi logo's sans-serif typeface offers a clear and readable design, reflecting the brand's focus on staying current in the textile industry. The lowercase letters make the brand more approachable. The gradient color shifts from teal to purple, symbolizing clarity and wisdom. The star on the "i" represents excellence and innovation. This horizontal logo is the primary version for use on the website, social media, brochures, and internal communications.

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Our Logo (for small use)

There is a specific logo for small sizes and should be used when the logo is rendered at a size between 50px wide and 90px wide or approx 0.7 inches.

*Disclaimer: Kindly make a copy of the downloaded file before use to preserve access to the original.

CLEAR SPACE

Our Logo

In order to preserve the integrity of the Primary Logotype, it is important that no other logos, type or other graphic elements infringe on its space.

Clear space equals the height of one ‘a’ on all side.

Logotype Artwork

Do not attempt to redraw or recreate any element of the logotype. Use the approved digital files of the artwork.

COLOR & MONOCHROMATIC

Our Logo

The monochromatic logotype should only be used when there are not enough colors to properly reproduce the Primary Logotype.

One Color Use

The one-color logo should be used only on photographs and color backgrounds. The one-color logo should only be used in black and white colorways.

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PINE GREEN

Pantone	Nil
CMYK	87 32 59 13
RGB	00 122 111
Hex	#007A6F

EMINENCE

Pantone	Nil
CMYK	70 100 6 1
RGB	111 43 136
Hex	#6F2B88

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PARTNERSHIPS

Our Logo

SIZE RELATIONSHIP – PRIMARY LOGOTYPE

When partner logos are longer and more text-based, we prefer them to be at the same height as the logotype.
For symbol-based logos, we prefer them to be the height ‘a’ of the shahi

LOCKING THE LOGO UP WITH TYPE

Logo Placement

When creating any communication material, whether for social media or web, it's crucial to prioritize logo visibility. Place the logo prominently on corners of the document, as needed.

When positioning it on the top right, ensure that content begins either after the logo ends or below it. The logo can be strategically placed on any side of the creative, depending on its specific requirements.

LOGO MISUSE

Our Logo

Do not crop
the logo

Do not change the
transparency of the
logo

Do not use
different
colors

Do not rotate
the logo

Do not distort
the logo

Do not re-create
using any other
typeface

Do not use drop
shadows or any
other effects

Do not outline
logotype

Do no recolor
the logo

The colours black and white should be used throughout all communications for paragraph text and headlines.

50 Years & Beyond Logo

To ensure consistency and proper brand representation, the Shahi logo and its '50 Years & Beyond' extension logo must always appear together in any creative asset. Whether placed side by side or integrated within the same design, both logos must be visually aligned. In select cases, the '50 Years & Beyond' logo can be used as a standalone element or design device; however, the primary Shahi logo must still be present elsewhere within the creative asset to maintain brand identity. This ensures a cohesive brand presence and emphasizes the milestone achievement while reinforcing the Shahi identity.

Download Logo

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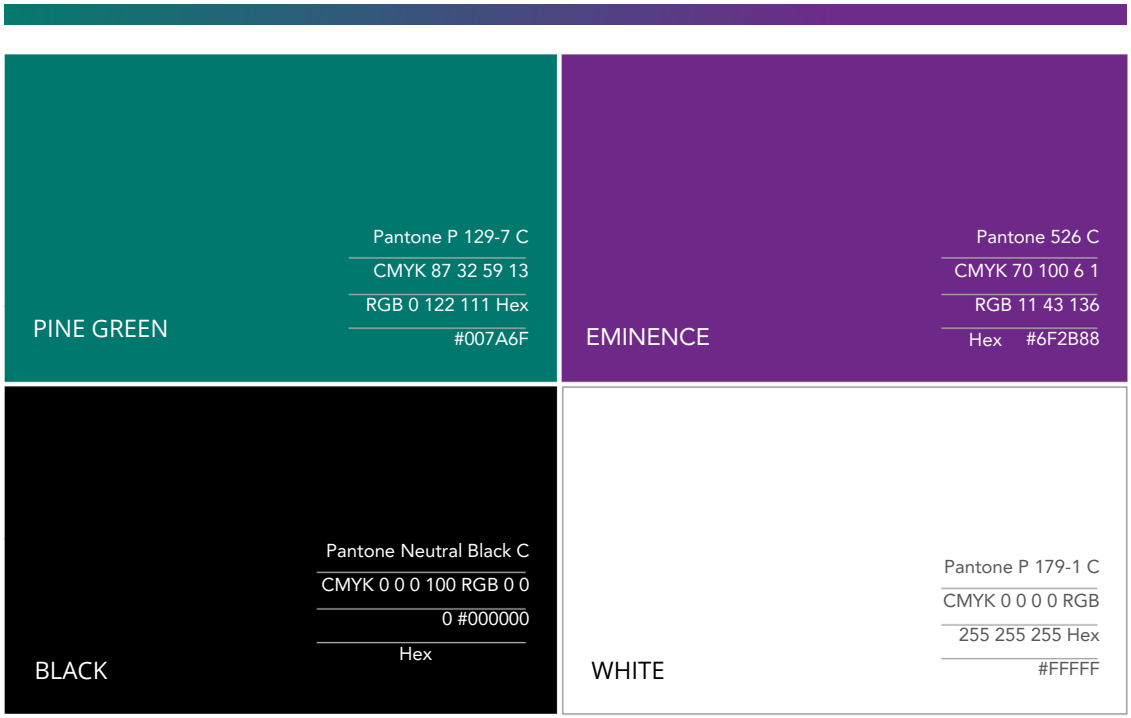
Our
Colors

COLOR PALETTE

Primary Colors

The primary color palette for Shahi is comprised of four colors: Pine Green, Eminence, Black, and White.



The colours black and white should be used throughout all communications for paragraph text and headlines.

COLOR PALETTE

Secondary Colors

Secondary colors support your brand identity, adding depth and dimension to your overall color scheme. Use them to highlight accents, backgrounds, and typography and create a harmonious color palette that tells Shahi's unique story.

NAVY BLUE
Pantone C2738 C
32 59 13
RGB 00 122 111
Hex #000080

BALL BLUE
Pantone 16-4530 TCX
CMYK 71 15 09 13
RGB 00 122 111
Hex #30a9d1

SCAMPI
Pantone 2098 U
CMYK 67 77 00 00
RGB 108 85 164
Hex #6c55a4

BARNEY PURPLE
Pantone 2395 C
CMYK 33 96 00 00
RGB 184 9 160
Hex #b809a0

TOPAZ
Pantone 3262 U
CMYK 74 00 42 00
RGB 00 186 171
Hex #00baab

ATLANTIS
Pantone 2299 C
CMYK 45 00 100 00
RGB 153 204 51
Hex #99cc33

PORTLAND ORANGE
Pantone 2026 C
CMYK 00 74 87 00
RGB 242 102 56
Hex #f26638

JET GREY
Pantone 2374 U
CMYK 67 55 35 11
RGB 96 105 128
Hex #606980

GRAY
Pantone P 108-9 U
CMYK 35 26 15 00
RGB 168 174 191
Hex #a9afc0

LIGHT GRAY
Pantone P 108-9 U
CMYK 09 07 03 00
RGB 228 229 235
Hex #e5e6eb

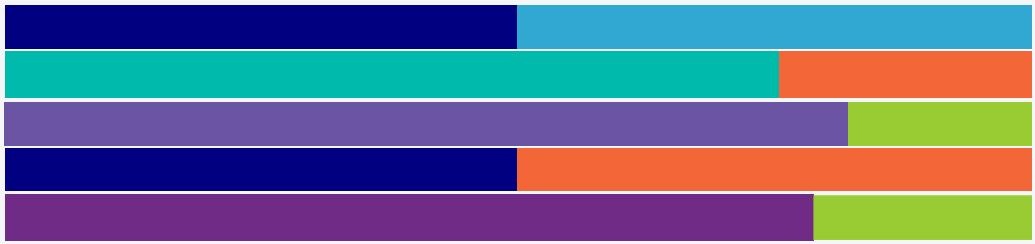
OFF WHITE
Pantone P 106-1 U
CMYK 03 01 01 00
RGB 245 246 247
Hex #f6f7f8

COLOR PALETTE

Percentage of Usage and Color Combinations

PRIMARY COLOR COMBINATIONS

SECONDARY COLOR COMBINATIONS



RECOMMENDED COLOR COMBINATIONS

COLOR COMBINATIONS TO AVOID

Our
Typography

ONLINE AND OFFLINE

Primary Typeface

Download

FONT

Avenir

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
1 2 3 4 5 6 7 8 9 0

- Headlines on embedded or printed collateral should be set in Avenir Bold with Optical kerning, tracking set to 0, and sentence case.
- Headings on the web should be set in Avenir Medium with letterspacing of -1px for smaller headlines and -2px for larger headlines.
- Text and paragraph text should be set in Avenir Regular and Light.
- Text on embedded or printed collateral should use Avenir Regular and Light with Optical kerning, tracking set to -10, and title case or sentence case.
- Avoid using all-caps or all-lowercase for text.
- On the web, set Avenir Regular letterspacing to 0px for normal paragraphs and -0.2px for hero paragraphs.

Note: If converting Google Slides to Powerpoint, use Open Sans (TT) throughout or headlines and body text. If the presentation originates in Google slides or Power Point, follow regular brand font guidelines.

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Light
Abcdefghijklmnopqrstuvwxyz

Light Oblique
Abcdefghijklmnopqrstuvwxyz

Book
Abcdefghijklmnopqrstuvwxyz

Book Oblique
Abcdefghijklmnopqrstuvwxyz

Medium
Abcdefghijklmnopqrstuvwxyz

Medium Oblique
Abcdefghijklmnopqrstuvwxyz

Roman
Abcdefghijklmnopqrstuvwxyz

Oblique
Abcdefghijklmnopqrstuvwxyz

Heavy
Abcdefghijklmnopqrstuvwxyz

Heavy Oblique
Abcdefghijklmnopqrstuvwxyz

Black
Abcdefghijklmnopqrstuvwxyz

Black Oblique
Abcdefghijklmnopqrstuvwxyz

ONLINE AND OFFLINE

Type Specimen

HEADLINE 1
Avenir Black,
36/38

Excepteur sint occaecat

HEADLINE 2
Avenir
Heavy, 24/28

Sed do eiusmod tempor

HEADLINE 3
Avenir
Heavy, 12/18

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque.

PARAGRAPH 1 Avenir Book, 10/7

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusa ntium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

PARAGRAPH 2 Avenir Light, 10/7

Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

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Our Visual
Styles

VISUAL EXAMPLES

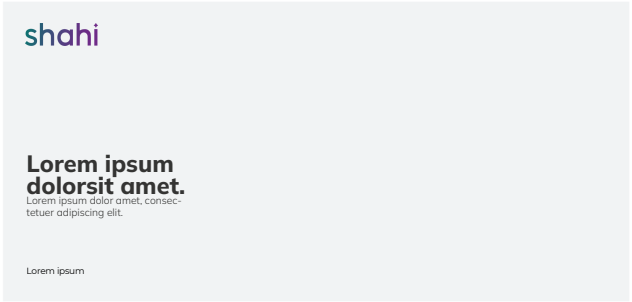
Poster

Cover

Flyer

Social Media Posters

Banner



Powerpoint Cover

Image Rules

Shahi's photography direction is confident, inspiring, and empowering, reflecting a commitment to sustainability and ethics. Each image should be authentic and factually accurate, quietly celebrating Shahi's legacy with dignity and clarity. The focus is on capturing real moments that align with the company's vision of responsibility and excellence.

Dos

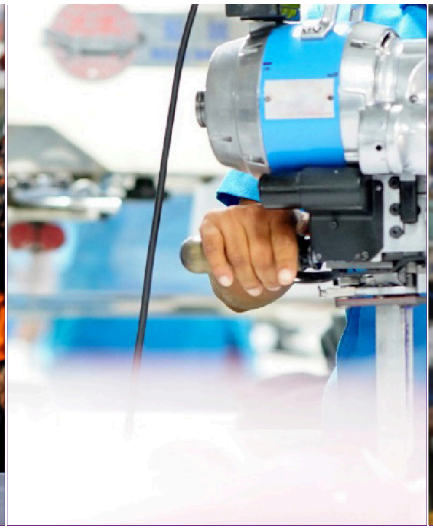
- **Showcase diversity:** Represent a broad range of individuals across gender, ethnicity, age, and roles within the organization.
- **Focus on candid interactions:** Feature people in genuine moments of collaboration, work, or interaction.
- **Respect privacy and consent:** Ensure that all individuals have provided consent.
- **Be mindful of compliance:** Ensure images represent adherence to worker safety standards and compliance regulations.

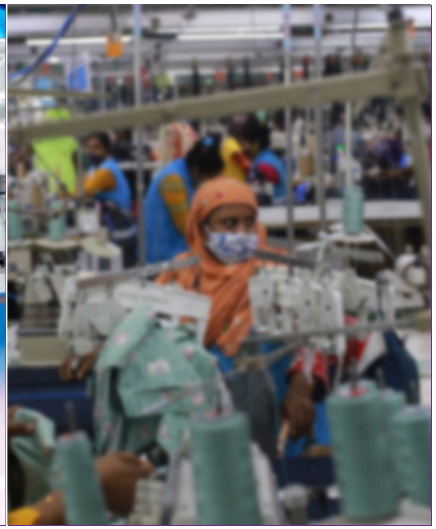
Image Rules

Don’ts

- **Overuse filters:** Keep editing minimal to maintain authenticity.
- **Use cluttered or distracting backgrounds:** Ensure backgrounds are clean and do not take focus away from the subject.
- **Use blurry images:** Ensure that all shots are clear and focused.
- **Use incomplete framing:** Ensure heads,

  hands,
  and faces are not cut off, with all individuals fully visible and appropriately framed.





Thank You