URJA INNOVATIONS

BRAND GUIDELINES · EDITION 1.0

Energy that builds nations.

The visual and verbal identity of URJA Innovations · November 2026

CONTENTS

One identity, used the same way everywhere.

This book sets the rules for how URJA looks, sounds and shows up — on a business card, a ministry presentation or a district command screen. Use it with the asset kit that ships alongside it.

03 Who we are

04 Purpose, mission, vision

05 Five principles

06 **01 · Logo**

07 The mark

08 Lockups

09 Clear space & minimum size

10 Logo on colour

11 Logo misuse

12 Government co-branding

13 Product architecture

14 **02 · Colour**

15 Palette

16 Balance & contrast

17 **03 · Typography**

18 Typefaces

19 Type hierarchy

20 Hindi & bilingual use

21 **04 · Graphic language**

22 Brand elements

23 Imagery & icons

24 Voice & tone

25 Descriptions & headlines

26 **06 · Applications**

27 Stationery

28 Social media

29 Posters & events

30 Presentation

31 Asset kit index

00 · BRAND

We build the systems that help a nation see itself — and act in time.

URJA Innovations is a sovereign-first AI and deep-tech company from Lucknow. We build public-scale platforms — verified skill identity, a multilingual intelligence engine and real-time governance command centres — with the people who run India's systems.

We don't recommend and exit. Our engineers sit inside real workflows, build on the live process within weeks and hand the capability over. Every deployment answers one question: **what changed, measurably, for the person at the end of the line?**

Urja (ऊर्जा) means *energy* in Hindi and Sanskrit.

Why we exist, what we do, where we're headed.

PURPOSE

To turn a nation's everyday work into intelligence that lifts every worker, citizen and decision.

MISSION

Build verified, sovereign, multilingual AI that cuts the distance between a policy decision and its result on the ground.

VISION 2047

An India where every skill is verified, every rupee traced and every district governed in real time.

Five principles. Non-negotiable.

01

Sovereign by design

Indian data, on Indian clouds, under Indian law. No exceptions.

02

Field before slide

If it doesn't work in Hardoi at 6 a.m., it doesn't work.

03

Verified, not claimed

Every number we publish can be traced back to a source.

04

Bharat in every language

Built for 22 languages and local dialects — not translated into them later.

05

Consent at the core

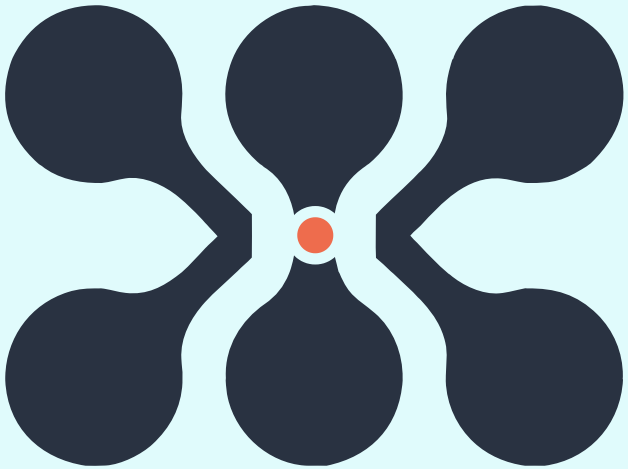
Workers see what's captured. Opt-in, auditable, never covert.

01

Logo

The mark, its lockups and the rules that keep it clear.





01 · LOGO

Six nodes.
One channel.

The mark is six nodes — people, institutions, data, districts — drawn into one shared channel at the centre. Many systems, one flow of intelligence.

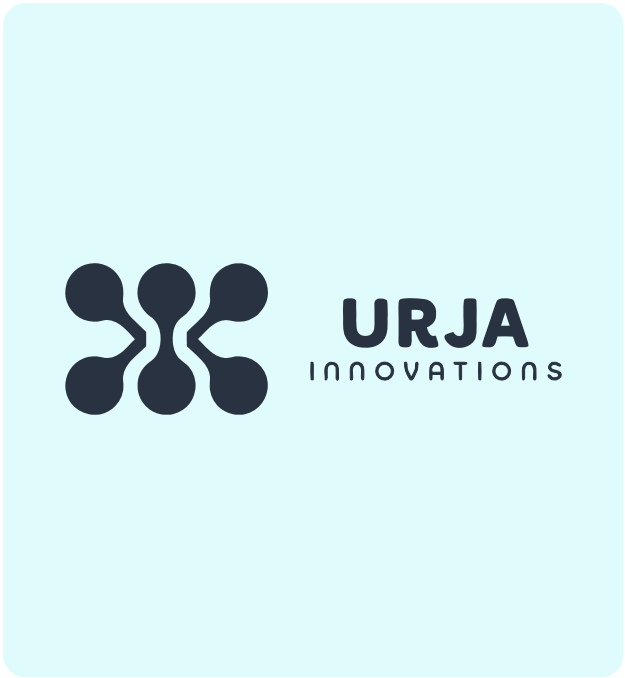
- **Nodes** are the citizens and systems we serve. Their round, soft form keeps a deep-tech brand human.
- **The channel** is URJA: the layer that connects, verifies and lets energy move between them.
- **The wordmark** pairs a heavy, rounded URJA with a light, wide-spaced INNOVATIONS — grounded strength above open thinking.

The coral point marks the channel in this diagram only. The logo itself is always one colour.

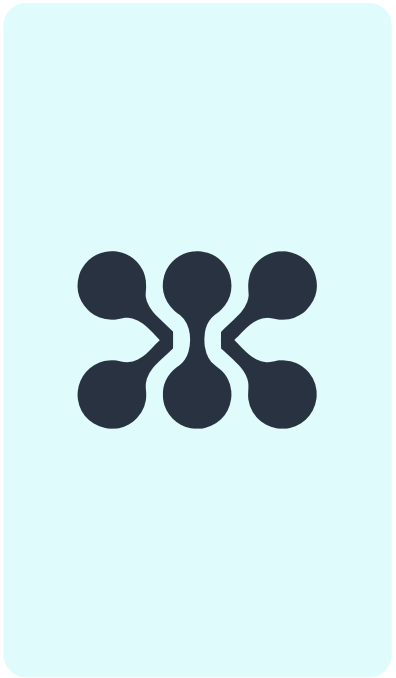
Four lockups. Pick by space, not taste.



Primary — stacked. Covers, posters, standees, square formats.



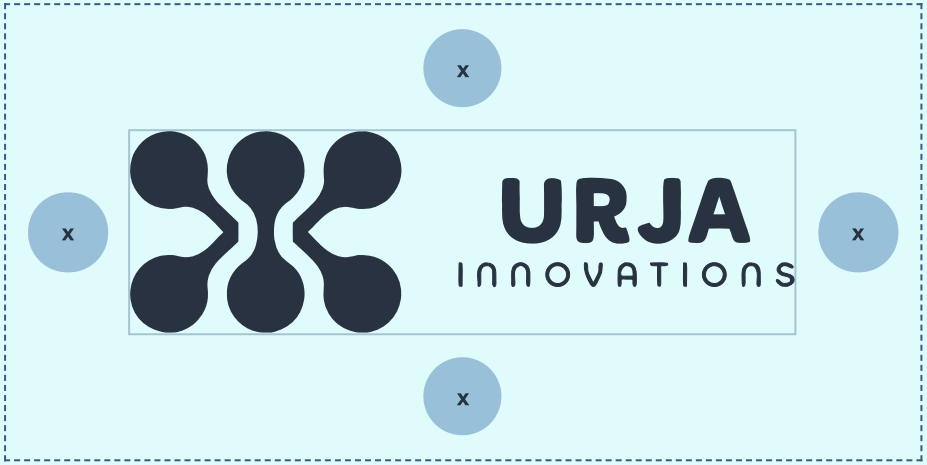
Horizontal. Headers, letterheads, websites, slides, signatures.



Mark. Avatars, favicons, app icons, watermark. Use only once the name is established nearby.



Wordmark. Co-branding rows and tight horizontal spaces.



01 · LOGO

Give it room.

x = the diameter of one node in the mark. Keep at least **1x** clear on every side of any lockup. Nothing — text, edges, photos, other logos — enters that space.

LOCKUP	PRINT MIN.	SCREEN MIN.
Stacked	18 mm wide	80 px wide
Horizontal	30 mm wide	120 px wide
Mark	7 mm wide	24 px wide
Wordmark	22 mm wide	96 px wide

Below these sizes the thin INNOVATIONS line breaks up. Switch to the mark alone.

One colour, always. Chosen by the ground.



Midnight on white. Default.



Midnight on Ice. Soft print and web grounds.



Midnight on Monsoon. Supporting panels.



White on Midnight. Default reversed.



White on Harbour. Covers, dividers, socials.

Harbour blue (#3D5A80) is also approved for the logo on white or Ice. On photographs, use white on the darkest calm area, or place the logo on a Midnight panel. Ember coral is never a logo colour; a coral mark is allowed only as a large decorative graphic.

Don’t.



Stretch or squash it.



Rotate or tilt it.



Recolour it outside the approved set.



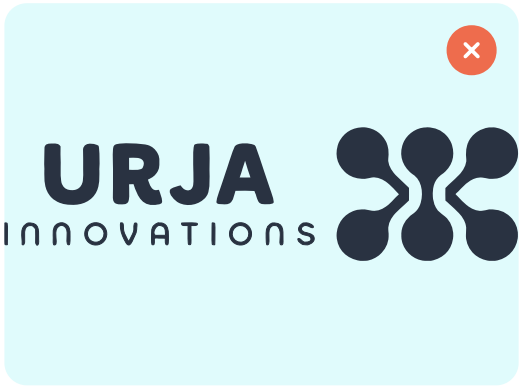
Fill it with gradients or images.



Add shadows, glows or bevels.



Place it on low-contrast grounds.



Rearrange or re-space its parts.



Set it on busy patterns or photos.

Government & partner lockups.

Co-branding with Union Ministries and State Governments (e.g. Government of Uttar Pradesh) must strictly respect statutory protocol and the *State Emblem of India (Prohibition of Improper Use) Act, 2005*.

- **Precedence:** The State Emblem or Ministry crest is always primary (positioned on the left in horizontal layouts, or top in vertical stacks).
- **Scale:** The URJA logo height must not exceed 75% of the Government emblem's height.
- **Separation:** A 1 pt vertical rule in Slate 300 (`#CBD5E1`) with at least 1.5× node clear space on either side.
- **Descriptor:** Use Inter Medium (e.g. *Technology Partner* or *Technical Platform*) in 60% Midnight above or below the URJA mark.





The Branded House.

URJA operates a monolithic brand architecture. Individual offerings do not carry standalone marks; they share the master mark paired with a standardized descriptor lockup.

URJA | Skill Wallet

BLOCKCHAIN VERIFIABLE IDENTITY

Verifiable digital credential infrastructure for India's skilling ecosystem and workforce placement.

URJA | Sovereign AI

22 SCHEDULED LANGUAGES

Indigenous large language and speech models tuned for district dialects, administrative workflows, and frontline delivery.

URJA | Command Centre

REAL-TIME DISTRICT TELEMETRY

Cross-departmental monitoring dashboards for District Magistrates, Commissioners, and State Leadership.

URJA | Workforce Intelligence

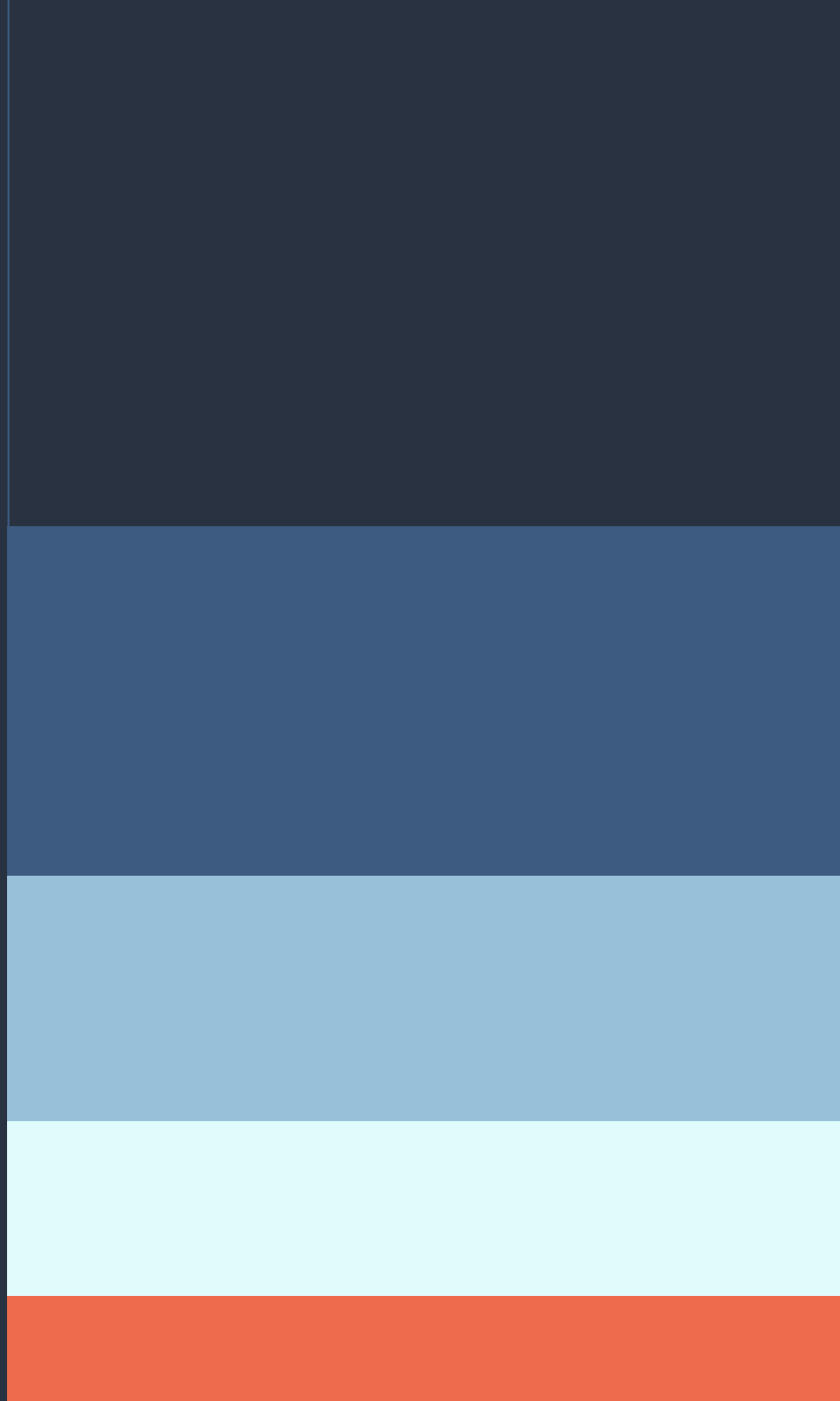
STATE CONSORTIUM PROGRAMME

Macro labor market telemetry connecting enterprise supply chains with state skilling pipelines.

02

Colour

Calm blues that carry authority. One ember of energy.



The palette.

Midnight

HEX #293241
RGB 41 50 65
CMYK 37 23 0 75

Primary · logo, text, dark grounds

Harbour

HEX #3D5A80
RGB 61 90 128
CMYK 52 30 0 50

Primary · brand blue, covers, links

Monsoon

HEX #98C1D9
RGB 152 193 217
CMYK 30 11 0 15

Supporting · panels, charts, highlights

Ice

HEX #E0FBFC
RGB 224 251 252
CMYK 11 0 0 1

Ground · light backgrounds, cards

Ember

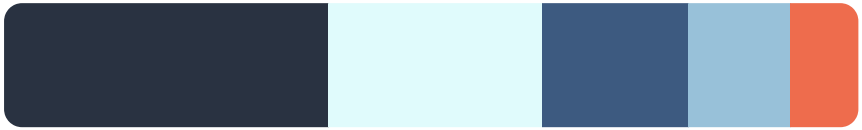
HEX #EE6C4D
RGB 238 108 77
CMYK 0 55 68 7

Accent · the energy point, sparingly

CMYK values are starting points for coated stock. Pantone matches are set by the printer from HEX against a physical proof — always approve a proof before a print run.

Mostly calm. A little fire.

Every layout should read as blue and light first. Ember is the single point of energy — a dot, a word, a rule. If coral covers more than a tenth of the page, pull it back.



Neutral Slate Ramp



Civic & Status Semantics

Success	Warning	Error	Info
#0D7A57	#D97706	#DC2626	#2563EB

Text pairings (WCAG 2.2)

TEXT / GROUND	RATIO	USE FOR
Midnight on White	12.9 : 1	All text (Pass AAA)
Midnight on Ice	11.9 : 1	All text (Pass AAA)
White on Harbour	7.1 : 1	All text & Primary buttons
Midnight on Monsoon	6.7 : 1	All text
Ice on Harbour	6.5 : 1	All text
Ember on Midnight	4.2 : 1	Headlines ≥ 24 px / 18 pt only
Ember on White	3.1 : 1	Large display words only
Monsoon on White	1.9 : 1	Never for text
White on Ember	3.2 : 1	**FAILS WCAG AA** — Never on buttons

> **Button Accessibility Guard:** Primary interactive buttons must use Midnight or Harbour with white text. Never place white text on Ember; Ember is reserved for status points, indicator lines, or large display accents.

03

Typography

Rounded and confident on top. Clear and quiet underneath.



Three families. All free on Google Fonts.

DISPLAY

Aa

Outfit

Headlines, numbers, names. SemiBold 600 by default; Medium 500 for long quotes. Tracking −2.5%. Its round forms echo the logo's nodes.

`Light · Regular · Medium · SemiBold · Bold`

TEXT

Aa

Inter

Body copy, UI, tables, captions, labels. Regular 400 for reading, SemiBold 600 for labels and all-caps eyebrows.

`Regular · Medium · SemiBold · Bold`

DEVANAGARI DISPLAY

ऊर्जा

Mukta

Architectural, authoritative Devanagari display face. Bold 700 / ExtraBold 800. Perfectly mirrors Outfit's geometric weight while commanding sovereign dignity. For body text, pair with Noto Sans Devanagari.

`Regular · Medium · SemiBold · Bold · ExtraBold`

Fallbacks when the brand fonts aren't installed (Office, Canva defaults): Poppins → Outfit, Segoe UI / Arial → Inter, Nirmala UI / Mangal → Devanagari.

A clear scale.

Step down in size, not in colour. Use at most three levels on any one surface. Left-align by default; centre only on covers and closing slides.

Display

`Outfit SemiBold · 56–96 pt · -3%`

Decisions at the speed of Bharat.

Headline

`Outfit SemiBold · 28–40 pt · -2.5%`

Four platforms. One intelligence layer.

Subhead

`Outfit SemiBold · 16–20 pt`

Urja Command Centre — 75 districts, one live screen.

Eyebrow

`Inter SemiBold · 8–10 pt · caps · +22%`

FOR GOVERNMENTS

Body

`Inter Regular · 9.5–11 pt · 1.6 leading`

Every deployment answers one question: what changed, measurably, for the person at the end of the line? Hours saved, days to credit, orders delivered.

Caption

`Inter Regular · 7.5–8.5 pt · 70% Midnight`

Design targets for pilot districts; replaced with audited outcomes as certified.



URJA · ENERGY

03 · TYPOGRAPHY

Hindi is a second voice, not a translation.

- The logo stays in English for national and international consortia.
- For Devanagari display headlines, use **Mukta Bold (700)** in Ember coral or Midnight navy to maintain institutional gravity.
- Always pair display terms like **ऊर्जा** with transliteration or meaning nearby.
- For bilingual body text, apply a **1.70 line-height multiplier** (`--lh-body-hi`) to prevent matras from clipping.
- Citizen and frontline applications (Panchayat notices, field tablets) use Noto Sans Devanagari with co-equal typographic parity.

04

Graphic language

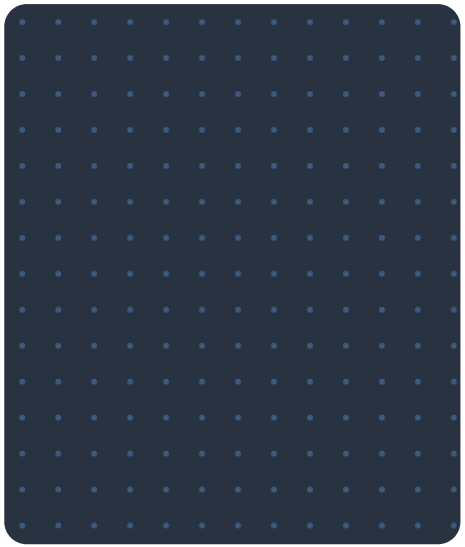
Built from the mark itself: nodes, a channel, one point of energy.

Four elements. Combine two at most.



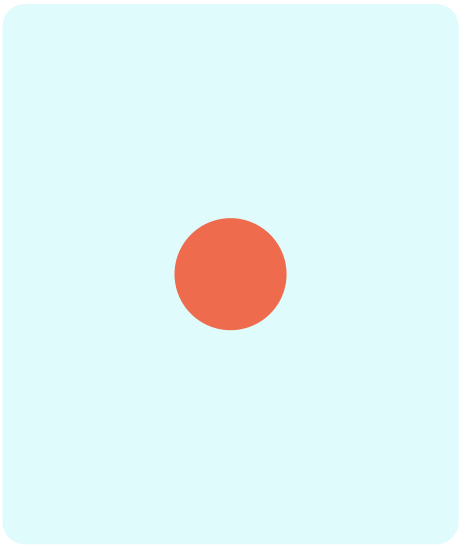
The supergraphic

The mark, oversized and cropped off the edge, one tone away from its ground (Harbour on Midnight, Midnight on Harbour). Show at least two nodes. Never on the same surface as a full-size logo of equal weight.



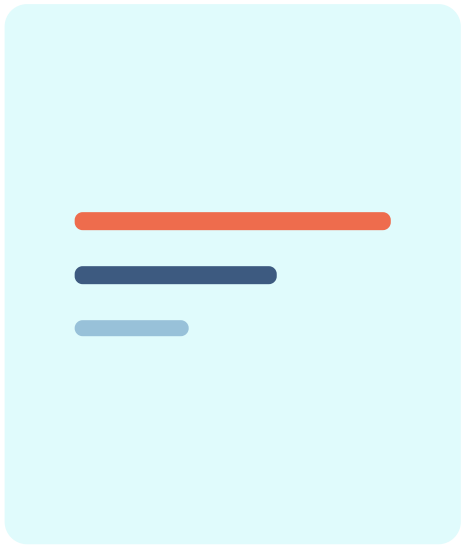
The node field

A regular dot grid — the systems we connect. Texture only: low contrast, behind type, never as a foreground pattern. Grid = 1.5–2.5% of the format width.



The energy point

A single Ember dot that marks the one thing to notice — a key stat, a call to action, the start of a list. One per surface. It is the only filled coral shape allowed.



The channel rule

A short, round-ended bar under a headline or beside a quote — the mark's connector, straightened. Width about 4× its height's line length; Ember on any ground, Harbour or Monsoon for secondary use.

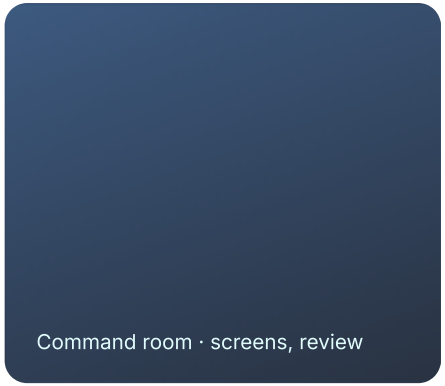
Real people. Real places.

Our work happens in district offices, fields, ponds, workshops and command rooms. Show that, honestly.

- **Field first:** workers, officers and citizens doing real work, in natural light, at eye level.
- **Hands and tools:** a phone in a karigar's hand, a collector at a live dashboard.
- **Cool grade:** slightly cool, clean shadows; let Harbour and Ice sit well beside them.
- **Consent:** named officials and beneficiaries appear only with written consent.

- × Stock "AI brains", glowing circuit heads, robots or blue binary rain.
- × Posed handshakes, staged boardrooms, heavy filters.









Icons



Lucide (open source) — 2 px stroke, round caps and joins, 24 px grid, Midnight or white. Ember only for the one active state.

05 · VOICE

Speak like the officer who has been to the field.

Confident because we have done the work. Specific because every number can be traced. Warm because the person at the end of the line is the point.



WE SAY

- "Placement time cut from 45 days to 72 hours in pilot districts."
- "Built with the District Magistrate's office."
- "Your work is your proof."
- "Indian data, on Indian clouds."

WE DON'T SAY

- ✕ "Revolutionary AI-powered synergies."
- ✕ "Trusted by the government." (without the proof)
- ✕ "Disrupting governance."
- ✕ Unverified figures, or [XX] placeholders in public.

THE URJA TEST

Before anything goes out, ask: what changed, measurably, for the person at the end of the line? If we can't say, we haven't finished.

Approved words. Use them as written.

One line

URJA Innovations builds sovereign AI systems that help India's governments and enterprises see in real time and act at scale.

Fifty words

URJA Innovations is an Indian AI and deep-tech company building public-scale platforms for governance, skilling, health, agriculture, fisheries and market linkage. Its work spans verified skill identity, a multilingual AI engine and live command centres, built with central and state leadership and hosted on sovereign Indian infrastructure.

Brand lines

Tejas · master line

Energy that builds nations.

Pravah · speed

Decisions at the speed of Bharat.

Mitti · roots

Intelligence, rooted in the ground.

By audience

Governments	See every district. Trace every rupee. Act the same day.
Workers	Your work is your proof. We make sure the world sees it.
Partners	Bring your technology. We bring the field, the language and the mandate.

Write the name as **URJA Innovations** in text; **URJA** on second mention. Platforms: Skill Wallet, Urja AI, Urja Command Centre, Workforce Intelligence.

06

Applications

Ready-made templates. Every file ships in the asset kit.



Stationery.

Business card 90 × 54 mm, 3 mm bleed, 400 gsm matte, Midnight front.

Letterhead A4, 19 mm margins, 100 gsm uncoated.

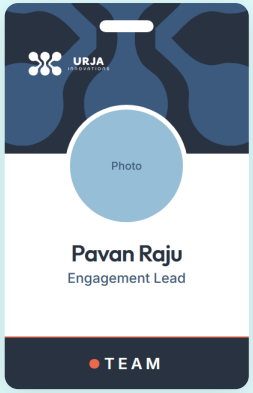
Envelope DL 220 × 110 mm.

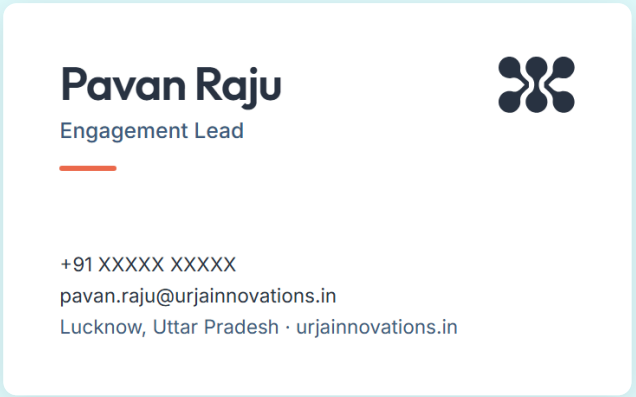
ID badge CR80 54 × 86 mm, PVC.

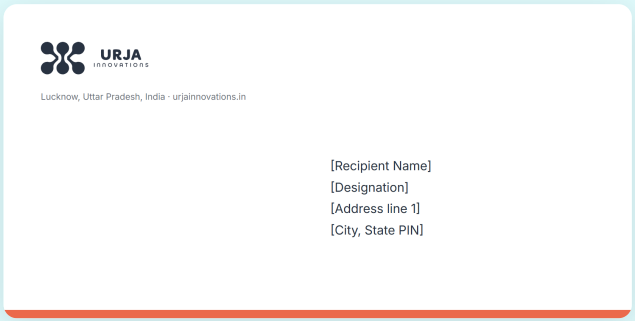
Email signature HTML, 600 px wide.

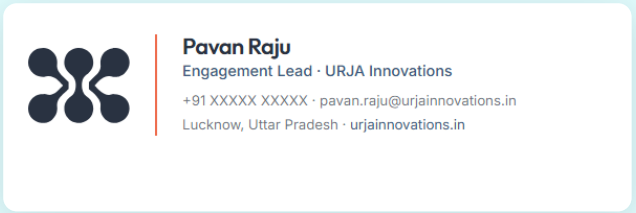












Social.

One idea per post. Headline in Outfit, ≤ 12 words, logo bottom-left at 5–6% of the width. Profile avatars use the white mark on Midnight or Harbour.



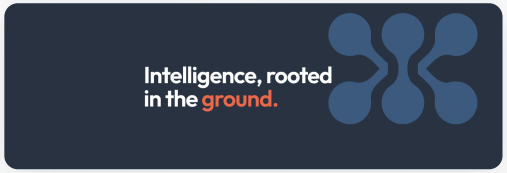


















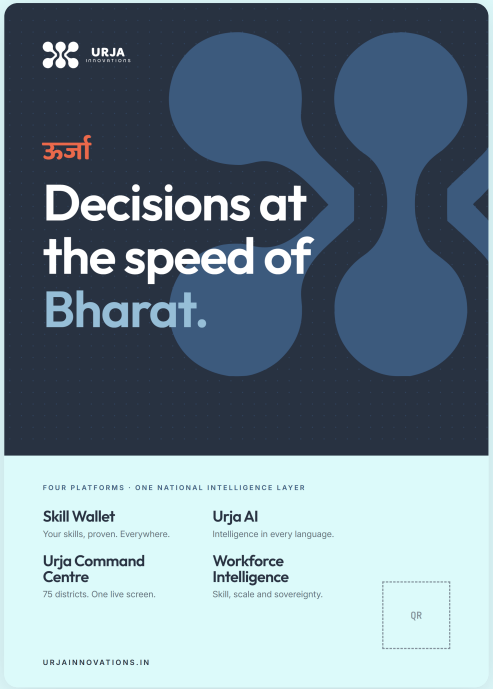
Posters & events.

Poster A3 297 × 420 mm (scales to A2/A1).

Roll-up standee 850 × 2000 mm. Keep text above 800 mm; bottom 300 mm stays clear.

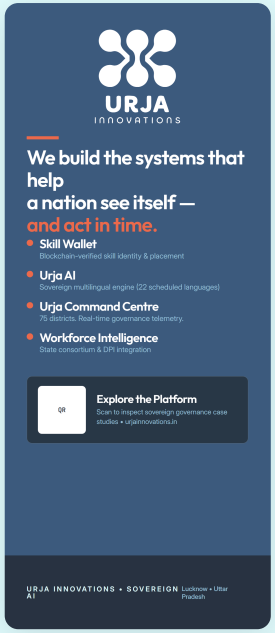
Step-and-repeat backdrop 8 × 8 ft (2440 mm). Ask the printer for 25 mm bleed on large formats.

Video background 1920 × 1080 for Zoom, Meet and Teams.



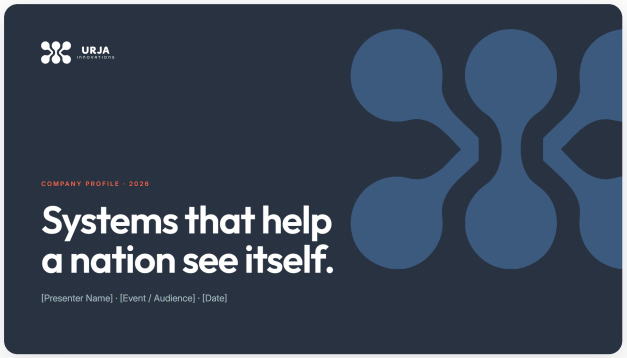


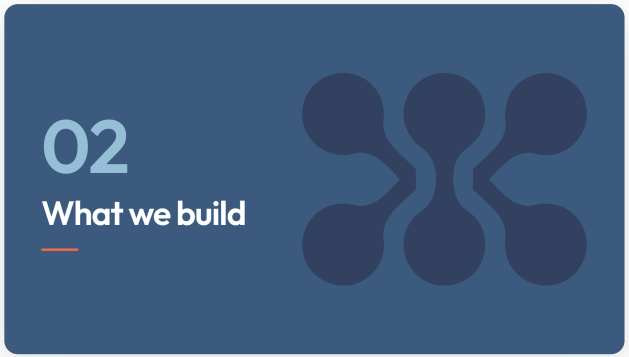


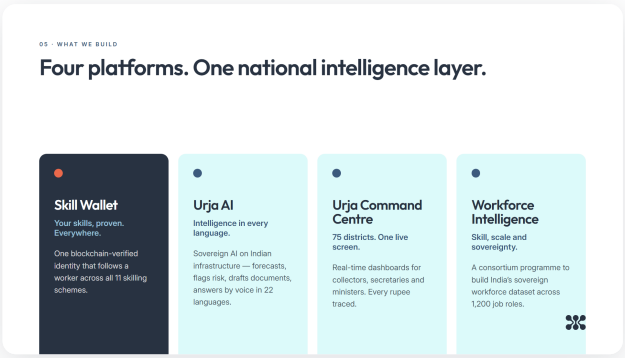


Presentation.

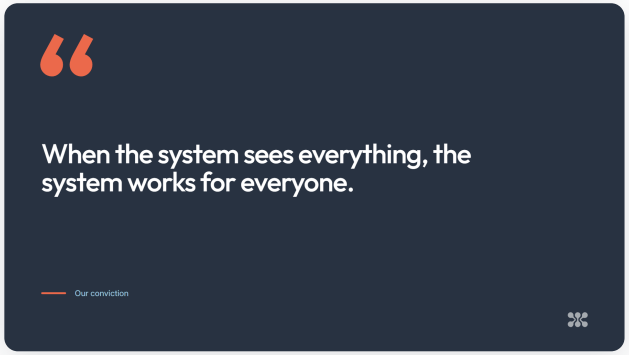
16 : 9, 1920 × 1080. Covers and dividers on Midnight or Harbour; content on white or Ice. One message per slide, sources on every number.













07 · ASSET KIT

What's in the kit.

Everything is generated from one source in `brand-kit/`. Edit the template, run `python brand-kit/build.py`, and every file updates.

Questions or new formats: brand owner, URJA Innovations, urjainnovations.in

FOLDER	CONTENTS	FORMAT
`logos/`	Stacked, horizontal, mark, wordmark, URJA — in Midnight, Harbour, white (+ coral mark graphic)	SVG
`out/logos-png/`	Same set, transparent, high resolution	PNG
`out/print/`	Business card front/back, letterhead, DL envelope, ID badge, A3 poster, standee, backdrop	Vector PDF
`out/social/`	LinkedIn post/banner/logo, Instagram post/story, X header, WhatsApp DP, OG image, quote & stat cards, video background, favicon	PNG at native size
`out/slides/`	Six master slides + combined deck	PNG, PDF
`out/preview/`	Previews of every artboard	PNG
`email-signature.html`	Copy-paste signature for Gmail / Outlook	HTML
`src/`	Editable templates and tokens (brand.css)	HTML, CSS



URJA
INNOVATIONS

Energy that builds nations.

urjainnovations.in · Lucknow, Uttar Pradesh, India · Brand Guidelines Edition 1.0 · 2026