



TRANSFORMING Spaces,
Enhancing LIVES



Our Brand: Siddhi Homes

Our brand is much more than just a logo; it embodies our vision, values, and commitment to excellence. It is a collection of thoughts, ideas, and visuals representing the essence of everything we do and say as a company. Our logo is central to this identity—bold, unique, and capturing the very essence of Siddhi Homes. It symbolizes our dedication to building not just homes but communities where families can thrive, reflecting our promise of exceptional quality, innovative design, and unmatched customer satisfaction. It stands as a testament to our values and high standards in every project.

The Essence of Siddhi Homes

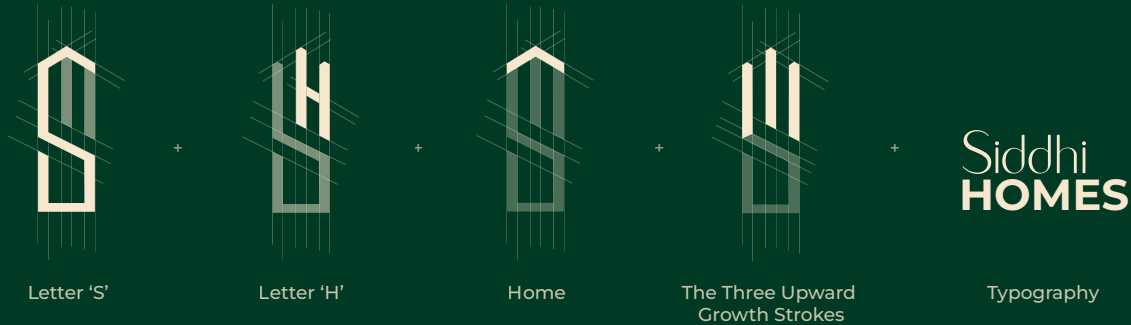
The design subtly integrates elements that resonate with our rich cultural values, emphasizing our roots and the traditions that shape our approach. The name 'Siddhi' symbolizes attainment and success, reflecting our aspiration to achieve excellence. Each element signifies our promise to go above and beyond to meet the needs and expectations of our clients.

Our Promise

Say hello to the most powerful thing we have: our brand. It is a visual narrative of our journey, our aspirations, and our unwavering dedication to turning dreams into reality. At Siddhi Homes, we don't just build houses; we create homes where memories are made, and lives are enriched.

The Siddhi Homes Logo Story

At the heart of Siddhi Homes is our distinctive logo, a visual representation of our core values and identity. Our logo features three key elements that together tell the story of who we are:



The 'S' and 'H': The first line of the logo symbolizes the 'S' of Siddhi, and the second two lines form the 'H' of Homes. This clever integration reflects our name and reinforces our identity at a glance.

The Three Upward Strokes: These strokes symbolize the roof of a home, representing the shelter, protection, safety, and warmth that homes provide. They also signify growth and progress, illustrating our continuous strive for excellence and development in the real estate sector. At Siddhi Homes, we are devoted to creating spaces where families feel safe, valued, and cherished.

Our logo is truly complete only when it includes our tagline, "**Transforming spaces, Enhancing lives** "



TRANSFORMING SPACES, ENHANCING LIVES

Logo Lockup

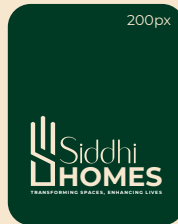
Our logo lockup comprises three key elements: The Siddhi Homes symbol, wordmark, and tagline.

The symbol can stand alone from the logo and be used to represent our identity in tight spaces such as app icons, social media avatars, and keynote slides.



Scale

By establishing a minimum size, we ensure that the impact and legibility of the logo is not compromised in application. Due to the higher resolution available in print compared to screen-based media (300dpi vs 72dpi respectively), the logo can be reproduced at a smaller size in print, without any graphic deterioration.



Digital

The Siddhi Homes Logo should never be reproduced smaller than 150px in any digital communication.

Print

The Siddhi Homes Logo should never be reproduced smaller than 3 cm in any print communication.

Application

The Siddhi Homes Logo should appear in its full-color state except in a few rare cases, as this creates strong and distinctive brand recognition.



Champagne

Hex: f7e7ce
RGB: 247, 231, 206
CMYK: 3, 8, 19, 0

White

Hex: ffffff
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

Green

Hex: 003a24
RGB: 0, 58, 36
CMYK: 89, 47, 86, 60

The Story of Montserrat: Siddhi Homes' Signature Typeface

Aa
Montserrat

At Siddhi Homes, we believe in combining tradition with modernity to create spaces that inspire and nurture. To reflect this philosophy, we have chosen Montserrat, a geometric sans-serif typeface designed by Julieta Ulanovsky, as our standard font. Inspired by the classic posters and signs of Buenos Aires' Montserrat neighbourhood, Montserrat features clean lines and a modern aesthetic that perfectly aligns with our brand's vision. Its high legibility and minimalist design make it perfect for branding, advertising, web and print media, and user interfaces. With a versatile range of weights and a contemporary appeal, Montserrat supports our commitment to quality and innovation, creating a cohesive and sophisticated visual identity that resonates with our values and aspirations.

Bold

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

Semibold

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

Medium

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

Regular

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

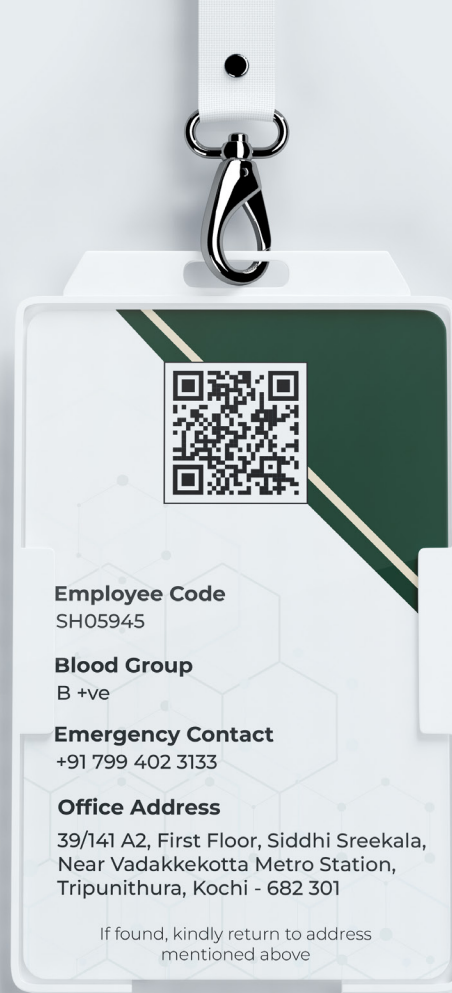
Light

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





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Siddhi
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**We build
your dreams**

siddhihomes.com