peher
CONSULTING

Brand *guidelines*

How to use the Peher Consulting logo, colours and type, so every touchpoint looks like it came from the same place.

Version 1.0 · October 2026 · hello@peherconsulting.com

THE LOGO

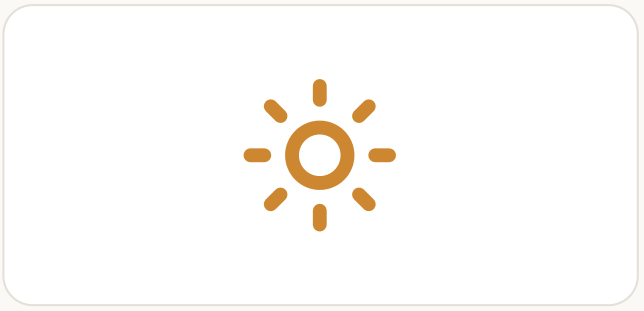
One mark, *used consistently.*

The Peher logo pairs the sun mark with the **peher** wordmark; **CONSULTING** sits tucked beside the tail of the p. Peher (पहर) means a watch, a period of the day; the sun is our promise to stay on watch for our clients' growth.









Horizontal is the primary logo. Use **stacked** for square spaces (social avatars, merch). Use the **sun mark** alone only where the name already appears nearby (favicons, app icons, small badges).

Clear space & size

- Keep clear space around the logo equal to the height of the sun mark's centre circle × 2.
- Minimum width: horizontal logo 120px on screen / 30mm in print; sun mark 16px.

COLOUR

Ink, paper *and saffron.*

Peher Ink
#0E1C26 · RGB 14 28 38

Saffron
#CD8731 · RGB 205 135 49

Light Saffron
#E8AF5A · on dark backgrounds

Paper
#FAF9F6 · RGB 250 249 246

Mist
#A7AFB5 · secondary text on dark

Ink and Paper do most of the work. Saffron is an accent: the sun, a highlighted word, a key button. Use it sparingly so it keeps its meaning.

TYPOGRAPHY

DM Serif Display

Headlines and the wordmark. Use sentence case; italic for a single emphasised phrase.

DM Sans

Body copy, buttons and labels. Small uppercase labels get wide letter-spacing (0.15–0.2em).

Both fonts are free (SIL Open Font License) on Google Fonts and are included in the kit's **Fonts** folder.

DO'S AND DON'TS

Keep it *clean.*

Do

- Use the supplied files; never retype the logo.
- Use the navy logo on light backgrounds and the white logo on dark or photographic backgrounds.
- Give the logo room to breathe.
- Keep the sun saffron in colour versions.

Don't

- Stretch, rotate, outline or add shadows.
- Change the colours or fill in the sun's circle.
- Move CONSULTING or change its spacing.
- Place the logo on busy images without a solid panel.

VOICE

Confident, plain and practical. We talk like an experienced operator, not a brochure: short sentences, real verbs, no jargon for its own sake, and no promises we can't keep.

CONTACT

Questions about using the brand: **hello@peherconsulting.com** · peherconsulting.com