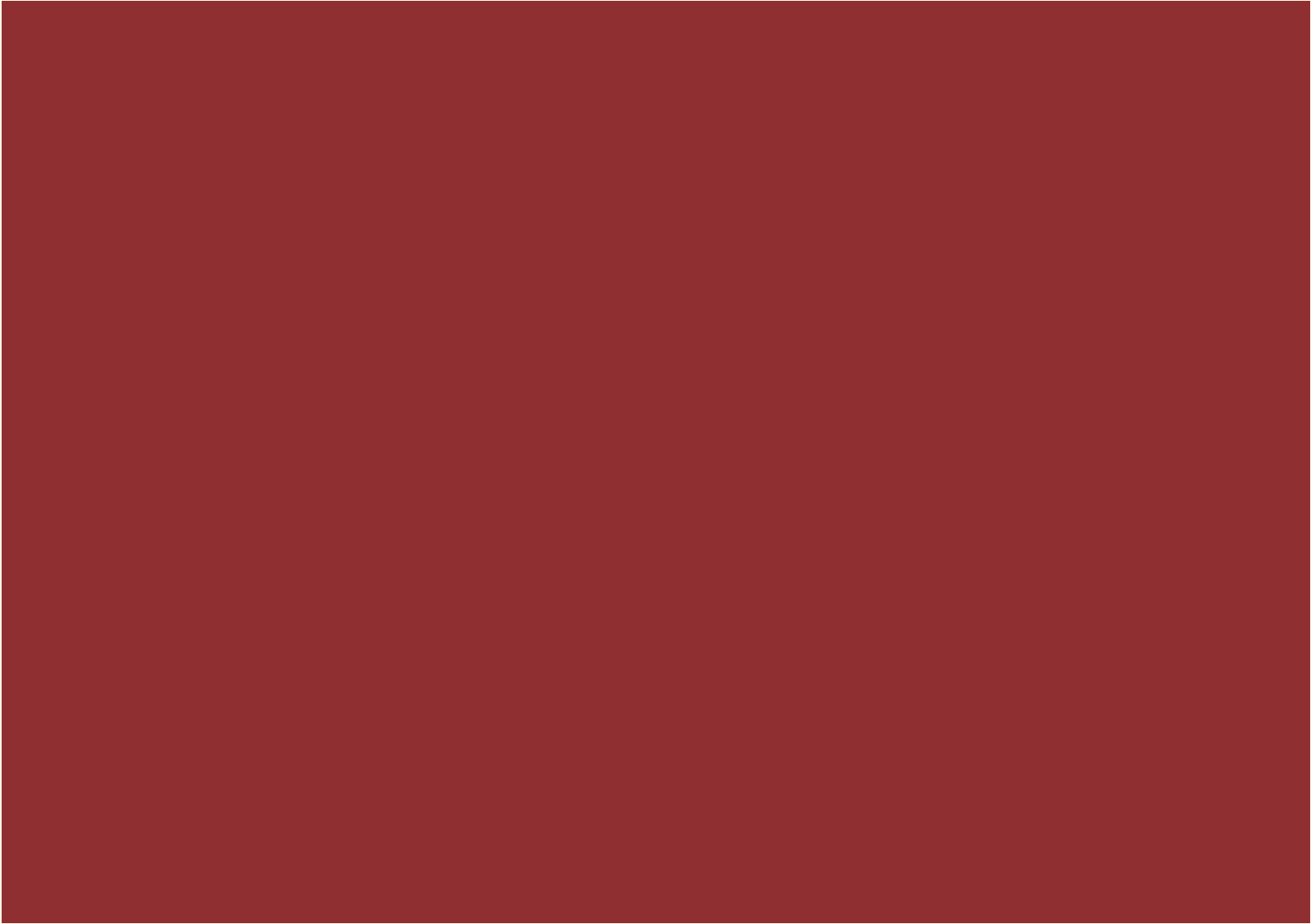

Brand Manual

Fabindia Redesigned Logo, Signature, and Typeface Guidelines









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Summary

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About Fabindia

Fabindia is India's largest private platform for products that are made from traditional techniques, skills and hand-based processes.

Fabindia links thousands of craft based rural producers to modern urban markets, thereby creating a base for skilled, sustainable rural employment, and preserving India's traditional handicrafts in the process.

Fabindia's products are **natural, craft based, contemporary, and affordable.**



Vision

At Fabindia, we celebrate the soul of India—its rich heritage, diverse craftsmanship, and timeless traditions. Our vision is to **bring the essence of India to customers worldwide**, offering products that reflect authenticity, sustainability, and the artistry of skilled artisans.

By bridging the past with the present, we aim to create a global appreciation for India's handcrafted excellence while fostering sustainable livelihoods for its craftspeople.

Mission

We will harness the transformative power of a well-run business committed to profitable growth in support of Fabindia's Vision.

We will strengthen and support our community of customers, designers, artisans, farmers, makers and entrepreneurs inspired by India.

We will give our customers products that delight them by interpreting our rich heritage and traditional knowledge, while protecting the natural environment.



Values & Guiding Principles

To remain true to our company's history and our founder's original Vision: "In addition to making profits, our aims are constant development of new products, a fair, equitable and helpful relationship with our producers, and the maintenance of quality on which our reputation rests."

– John Bissell

To ensure that we delight our customers with our products and service, and always make them feel that they are getting great value for their money.

To design, make and sell products with intrinsic worth that comes from the original designs, knowledge, care and skill with which these are made.

To be true to our commitment and history as an ethical and trust-worthy brand promoting a stake-holder based community model of inclusive capitalism.

To constantly share our Vision with our employees, suppliers, business associates and customers, so that we collectively ensure that all our actions are in service of our Vision, Mission and Guiding Principles.



Philosophy

Fabindia is built on the belief that India's rich craft traditions should be preserved while sustaining artisan livelihoods. By blending heritage techniques with contemporary design, we create authentic, handcrafted products that are both timeless and accessible. We work closely with artisans, supporting ethical production and sustainability, ensuring every Fabindia piece reflects the essence of India's craftsmanship.

Aim & Approach

1. Empowering Artisans & Sustaining Livelihoods

We collaborate directly with artisans across India, providing them with design inputs, quality control, raw materials, and production support to sustain traditional crafts and create economic opportunities.

2. Blending Heritage with Contemporary Design

Our products seamlessly merge age-old craft techniques like hand weaving, block printing, and embroidery with modern aesthetics, making handcrafted excellence accessible to today's consumers.

3. Commitment to Sustainability & Ethical Sourcing

We prioritize ethical sourcing, fair wages, and environmentally responsible practices, ensuring that every Fabindia product upholds sustainability while celebrating India's rich artisanal heritage.



Brand Guidelines



THE DESIGN GUIDELINES

These guidelines describe the visual and verbal elements that represent Fabindia's identity. This includes our name, logo and other elements such as color, type and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company. These guidelines reflect Fabindia's commitment to quality, consistency and style.

Each of the element in this design booklet is responsible for protecting the company's interests by preventing unauthorized or incorrect use of Fabindia's name and marks.

Logo Introduction

The full Logotype

The flowing cursive logotype captures the very essence of handmade artistry, along with symbolizing Fabindia's connection to traditional craftsmanship.

Its organic strokes evoke warmth and authenticity, also reinforcing the human touch behind every creation.

The 8-petal symbol represents balance, diversity, and the unity of artisans and techniques that define the brand.

Together, the logotype as well as the symbol form a timeless identity, honoring heritage while embracing innovation.

About

The redesigned Fabindia logo blends heritage with modernity, featuring an elegant cursive typeface and an 8-petal symbol. This refreshed identity reflects the brand's deep-rooted artisanal legacy with a contemporary touch.

Logo



A blend of cursive logotype and 8-petal symbol.

Symbol



Represents balance, diversity, and craftsmanship.

Logo dark version



For light backgrounds, ensuring clarity.

Logo light version

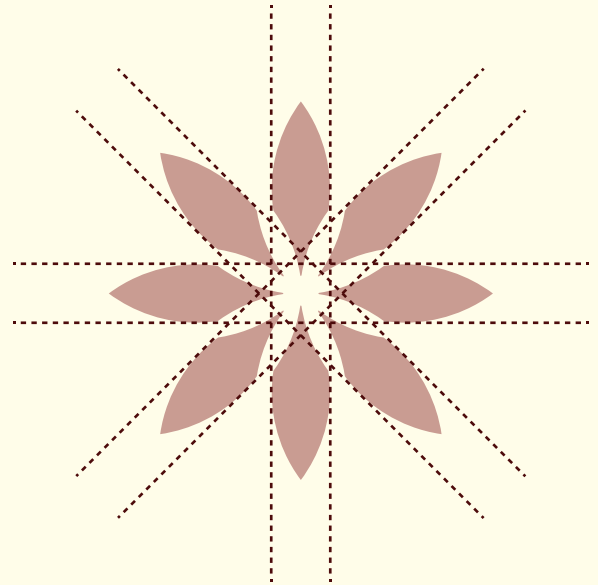


For dark backgrounds, maintaining elegance.

Logo Breakdown

Construction

The 8-petal symbol represents Fabindia's values, inspired by Indian craftsmanship and nature. Each petal stands for tradition, balance, sustainability, and inclusivity, while reflecting elegance, growth, artistry, and modernity. Together, they create a design that is both timeless and meaningful.



Logo Usage



Logomark



Primary Color Logo



Secondary Color Logo



Watermark



Monochrome Logo

RECOMMENDED FORMAT

JPEG | PNG | AI | PSD | TIFF | PDF
| SVG | EPS

ATTENTION

Maintain clear space around the logo and avoid modifications to preserve brand identity.

Logo Construction

Construction

A well-constructed logo ensures consistency, recognizability, and alignment with Fabindia's brand identity. Proper proportions and structure maintain visual harmony across all applications, reinforcing trust and authenticity.



Clearspace

Measurement

The Fabindia logo follows a well structured proportional size of 18X (width) × 11X (height), where X represents 1 unit of measurement. This ensures consistency across all brand applications, maintaining visual balance and recognizability.

Clearspace

To maintain clarity and prominence, the Fabindia logo requires a defined clear space around it. The minimum clear space is measured as X, which is the distance from the bottom of the letters in “fabindia” to the lowest point of the glyph in the letter “f”.



x = 1 unit | Total Grid Size = 18 units x 11 units

Minimum Logo Sizing

Guidelines

To maintain legibility and brand integrity, the Fabindia logo must not be scaled below 35.5mm × 17.7mm in print applications. For digital use, ensure a minimum width of 100px. Adhering to these size guidelines preserves clarity and visual impact across all mediums. Scaling below these dimensions may result in loss of detail and reduced readability. Always ensure proper contrast and spacing to maintain brand consistency.



Size: 50.8x27.4mm



Size: 45.7x 22.8mm

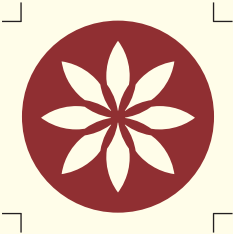


Size: 35.5x 17.7mm

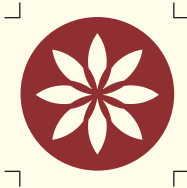
Minimum Symbol Sizing

Guidelines

For clear visibility, the Fabindia symbol must not be used below 10mm x 10mm in print applications. For digital use, ensure a minimum width of 40px. Maintaining these size limits ensures the symbol remains distinct and recognizable across all brand materials. Scaling below this size may compromise legibility and brand impact. Always ensure adequate spacing around the symbol for a clean and balanced presentation.



Size: 25.4x 25.4mm



Size: 20.3x 20.3mm



Size: 15.2x 15.2mm



Size: 10.1x 10.1mm



Typography

The Corporate Font & History

Fabindia's official corporate font is Helvetica, chosen for its clean, modern, and timeless appeal. Its simplicity ensures readability and complements the handcrafted essence of the brand, creating a refined yet approachable identity.

Designed in 1957 by Max Miedinger and Eduard Hoffmann, Helvetica is a widely used typeface known for its clarity, neutrality, and versatility. Rooted in Swiss design, it has become a global standard for branding. Its balanced proportions align with Fabindia's blend of tradition and modernity, ensuring a cohesive visual identity across all platforms.

LIGHT
REGULAR
ROUNDED
BOLD

The Font & Structure

Aa Helvetica

Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Figures

0 1 2 3 4 5 6 7 8 9

Special Characters

! @ # \$ % ^ & * () _ + { } [] : ;
“ ’ < > , . ? / | \ ~ ` - =

Typography & Hierarchy

Headings & Type Breaks

Fabindia's typography system ensures clarity, consistency, and visual harmony.

Helvetica is used in varying weights and sizes to structure content while maintaining a refined and modern aesthetic.

Content Text & Formatting

Bold : Highlights key points.

Italics : Emphasis or quotes.

All Caps : Labels/section headers

Line Spacing : 1.5x for readability.

The Fabindia typography reflects fluidity and elegance, inspired by fluid strokes that echo the artistry behind its handcrafted products.

Body Text – Helvetica Regular, 10pt

Standard type for all content, ensuring readability and consistency.

Because timeless style never fades

Inner Headings (H3) – Helvetica Regular, 14pt

Used for subcategories and minor headings.

Threads of culture

Secondary Headings (H2) – Helvetica Rounded, 18pt

Defines subsections, maintaining a structured flow.

Ultimate Sophistication

Primary Headings (H1) – Helvetica Bold, 24pt

Used for section titles to establish a strong visual identity.

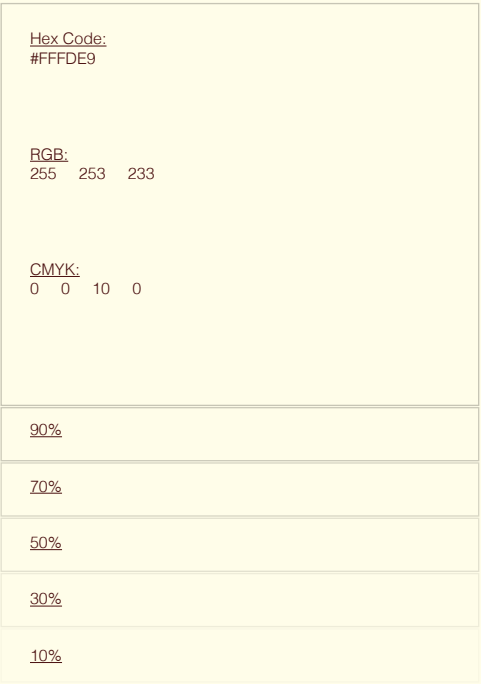
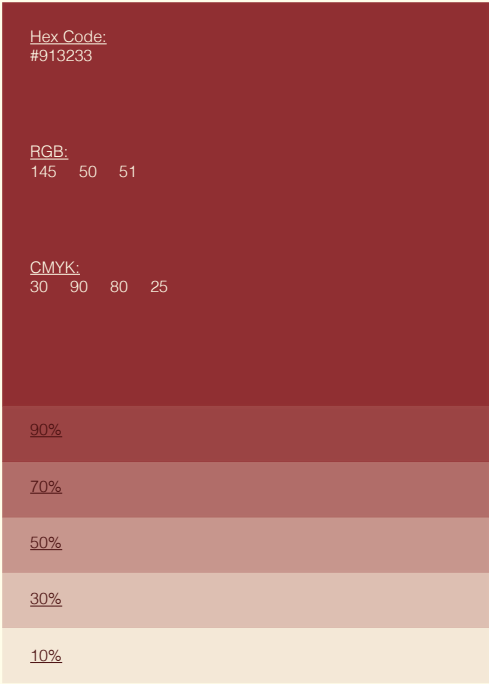
Color System & Color Codes

Primary Color System

Fabindia's primary color palette reflects its rich heritage, earthy aesthetics, and handcrafted essence. These colors are carefully selected to maintain brand consistency across all visual communications.

Usage

1. Maintain color integrity by using the exact HEX, RGB, or CMYK values.
2. Ensure sufficient contrast between text and background for readability.
3. Avoid altering the colors or using shades outside the defined palette to maintain brand consistency.

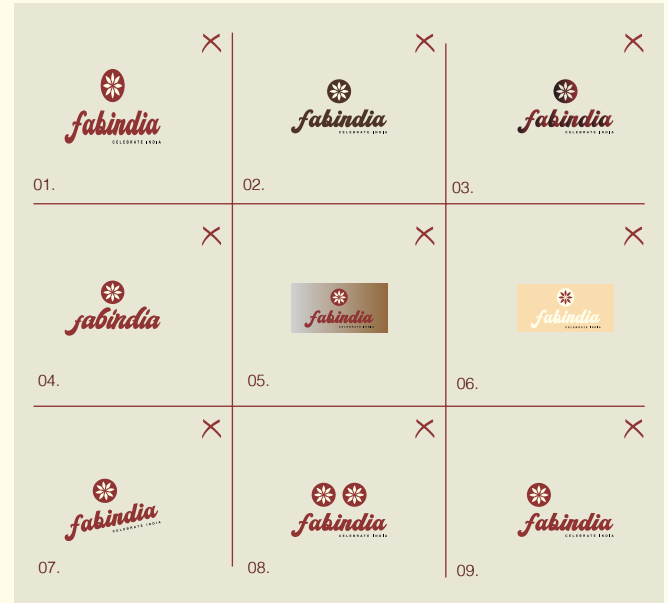


Incorrect Logo Usage

To maintain the integrity of the Fabindia logo, avoid the following:

1. Do not distort or stretch – Always maintain the original proportions
2. Do not change colors – Use only the approved brand colors
3. Do not add effects – Avoid shadows, gradients, or outlines.
4. Do not alter the typography – The logotype must remain unchanged.
5. Do not place on cluttered backgrounds
6. Ensure clear visibility with adequate contrast.
7. Do not rotate or flip – The logo must always be upright.
8. Do not add elements – No additional graphics or text should be attached.
9. Do not rescale/resize logo - keep the logo away from unnecessary changes.

Following these guidelines ensures a consistent and professional brand identity.



Photography Visual Style

Guidelines

Our photography embraces a warm, earthy, and natural feel, highlighting the richness of handcrafted textures. We prefer soft, natural lighting with uncluttered backgrounds to keep the focus on the product. Every image should reflect authenticity and timeless elegance, staying true to Fabindia's heritage.



Correct Logo Usage on Images



Incorrect Logo Usage on Images



Branding

Fabindia's Signature Visual Identity

Fabindia's visual identity blends heritage with modernity, creating a timeless and elegant aesthetic. Every design element—typography, colors, and iconography—works together to reflect the brand's essence.

How to Achieve the Fabindia Look:

Authentic & Handcrafted – Inspired by traditional artistry, refined for contemporary appeal.

Warm, Earthy Tones – A rich palette that evokes culture and sustainability.

Minimal Yet Expressive – Clean layouts with meaningful design details.

Balanced Typography – Helvetica's modern simplicity meets Fabindia's organic elegance.

Consistent Brand Language – Uniform styling across digital and print materials.

Get the Look.

1. Employee Uniforms
2. ID Card Designs
3. Letterhead & Envelope
4. Business Card
5. Brand Stationary Kit
6. Merchandise



Brand Pattern

The Fabindia Brand Pattern

Fabindia's brand pattern is made by repeating the 8-petal symbol, creating a sense of flow, connection, and tradition. It represents how individual crafts and artisans come together to form something beautiful. The pattern adds a timeless, handcrafted touch to Fabindia's designs, keeping heritage alive in a simple, elegant way.



Employee Uniforms

Heritage in Threads: The Fabindia

Inspired by heritage and elegance, the Fabindia employee uniforms reflect the brand's timeless aesthetic.

Women's Attire: A Red Sandstone long skirt paired with a beige wrap-around, complemented by a flowing-sleeve shirt with intricate patterns.

Men's Attire: A Red Sandstone long shirt featuring side-waist patterns, styled with beige trousers for a refined look.

Designed by Taanisha Mann
NIFT Delhi, Batch of 2021-2025



Identity Card Design

Employee ID Card

The Fabindia ID card (4in x 6in) keeps it simple and elegant, with the logo, employee photo, and key details on the front.

The back holds contact information, a QR code for verification, and email. A red sandstone lanyard completes the look, adding a signature Fabindia touch.



Size: 101.6 x 152.4 mm

Letterhead & Envelope Design

Dimensions

Letterhead-

Size: (A4) 210mm x 297mm

Margins: 20mm on all sides

Envelope-

Size: 213mm x 102mm

Margins: 10mm on all sides



Business Card Design

Dimensions

Business Card-
Size: 85mm × 55mm
Margins: 5mm on all sides



Brand Stationary Kit



Merchandise



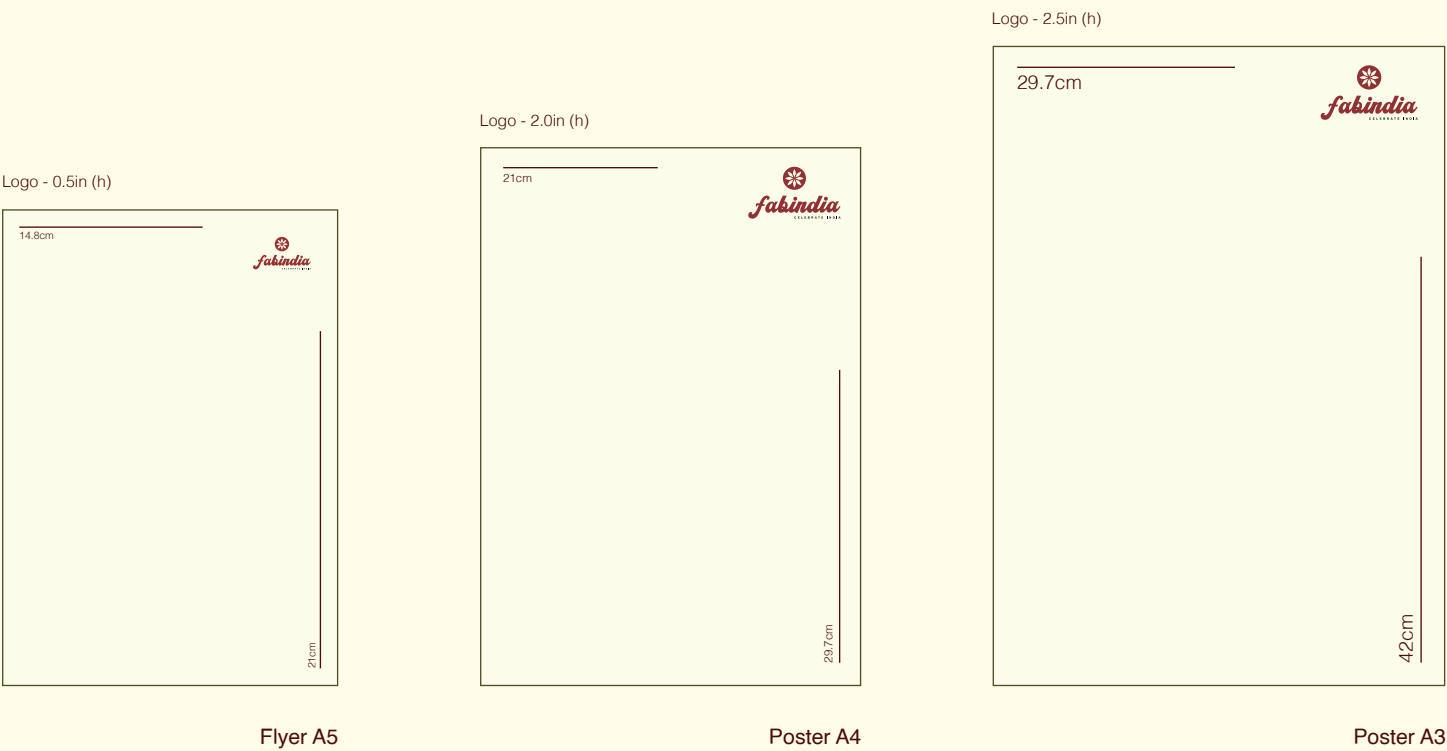
Collaterals

Fabindia extends its brand identity to a range of thoughtfully designed merchandise, including shopping bags, notebooks, packaging and various products.

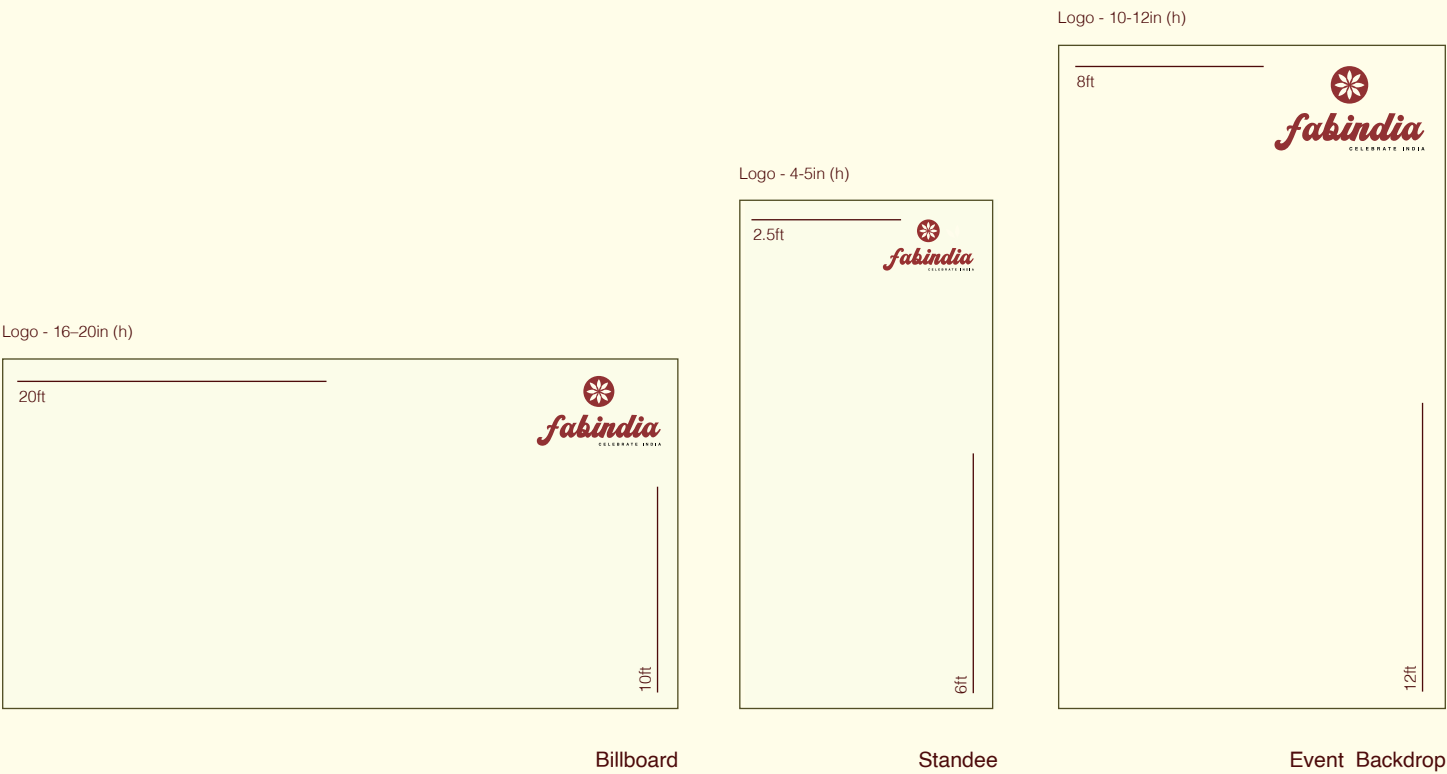
Each item reflects the brand's commitment to quality, sustainability, and timeless aesthetics.

By maintaining consistent use of logo placement, typography, and colors, the merchandise seamlessly integrates into Fabindia's visual language.

Logo Placement



Logo Placement



Summary

Fabindia's brand identity seamlessly blends tradition with modernity, ensuring a cohesive and recognizable presence across all touchpoints.

By maintaining consistency in logo usage, typography, color palette, iconography, and layout, we create a strong and timeless visual language.

Adhering to these guidelines ensures that Fabindia's brand remains elegant, authentic, and instantly identifiable across all platforms.





Fabindia
CELEBRATING INDIA





fabindia
CELEBRATING INDIA

