KARIGAR

COLLECTIVE

KARIGAR COLLECTIVE

vSplash

DESIGN SERVICES

Primary Logo

The Karigar Collective Primary logo represents the union of heritage and contemporary craftsmanship. Inspired by the spirit of skilled artisans, the geometric symbol reflects precision, creativity, and interconnected craft traditions. Paired with the Organo typeface, the identity communicates warmth, authenticity, and modern simplicity while remaining highly scalable across print and digital applications. The result is a timeless visual identity that celebrates handmade excellence and the enduring value of craftsmanship.

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How to use the logo

Do not crop the logo

Do not change the transparency of the logo.

Do not change the color of the logo.

Do not Distort the logo.

Do not use drop shadow on any other effect.

Do not outline the logo type.

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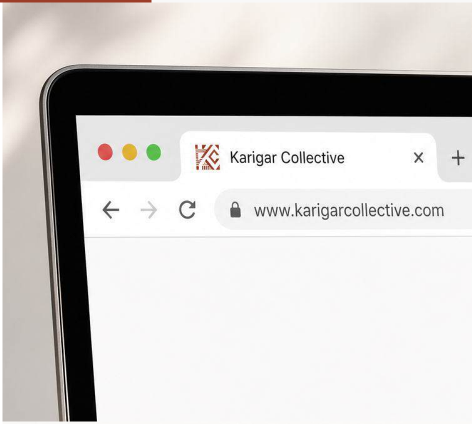
Secondary Logo

The Secondary Logo provides a flexible alternative for space-limited applications while preserving the brand's core identity, ensuring clarity, consistency, and recognition across all media.

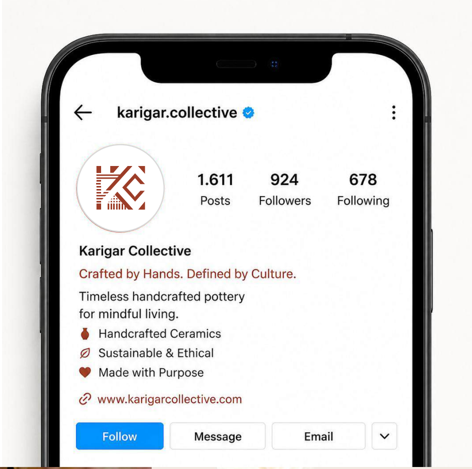
Fav icon

A favicon is a simplified version of your logo used in digital spaces like browser tabs, bookmarks, apps, and shortcuts. Given its small size (typically 16x16px to 48x48px).


Karigar Collective
www.karigarcollective.com

Social media icons

Use a simplified version (your secondary logo) for profile images to maintain clarity at smaller sizes, and the full logo for cover photos and posts. The brand logo is a key part of our identity on social media and should always be used in its approved form without changes or effects.



karigar.collective

1.611	924	678
Posts	Followers	Following

Karigar Collective

Crafted by Hands. Defined by Culture.

Timeless handcrafted pottery
for mindful living.

- Handcrafted Ceramics
- Sustainable & Ethical
- Made with Purpose

www.karigarcollective.com

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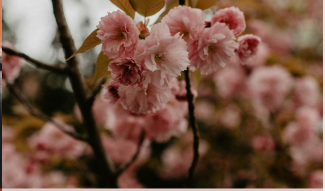

■ PRIMARY COLOR

TERRACOTTA CLAY

RGB
156, 61, 41

CMYK
0, 61, 74, 39

HEX
#9C3D29

■ SECONDARY COLOR

SOFT BLUSH

RGB
221, 200, 197

CMYK
0, 10, 11, 13

HEX
#DDC8C5

■ ACCENT COLOR

ARTISAN IVORY

RGB
248, 245, 243

CMYK
0, 1, 2, 3

HEX
#F8F5F3

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Typography

Organo is the primary typeface, chosen for its bold, modern, and distinctive character. **Montserrat** is the secondary typeface, providing clean readability and versatility across all digital and print communications.

■ PRIMARY TYPEFACE

ORGANO

A B C D E F G H I J K L M N O P Q R Z 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 z t u v w x y z
0 1 2 3 4 5 6 7 8 9

Aa

■ SECONDARY TYPEFACE

Montserrat

A B C D E F G H I J K L M N O P Q R Z 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 z t u v w x y z
0 1 2 3 4 5 6 7 8 9

Aa

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HANDMADE
WITH HERITAGE.

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Defined by Culture.
www.karigarcollective.com
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1 2 3
4 5 6 7 8 9 10
11 12 13 14 15 16 17
18 19 20 21 22 23 24
25 26 27 28 29 30 31

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+91 98765 43210
hello@karigarcollective.com
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THANK YOU