

M&B CHETTY FOUNDATION

Community Welfare · Philanthropy · Civic Leadership

BRAND KIT 2026

This brand kit contains all official visual assets,
colour specifications, typography guidelines, and
usage rules for the M&B Chetty Foundation.

www.mbchettyfamily.com

help@mbchettyfamily.com

Logo & Wordmark



WORDMARK SPECIFICATIONS

- Primary Font: Fraunces (Serif) — for the wordmark
- Secondary Font: Hanken Grotesk (Sans-serif) — for body text
- Minimum size: 120px wide for digital / 35mm wide for print
- Clear space: Equal to the height of the letter "M" on all sides
- Do not stretch, rotate, recolour, or add effects to the wordmark

ICON / FAVICON



- Favicon / App Icon
- Navy #0d1926 background
- Gold #c2944b text · 32×32px minimum

Colour Palette



Primary Navy
#0d1926
Primary background, text, buttons



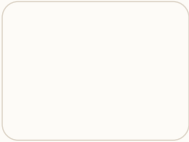
Navy Soft
#223345
Secondary backgrounds, card headers



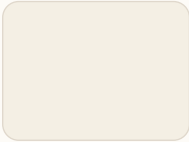
Foundation Gold
#c2944b
Primary accent, CTA, borders, icons



Gold Deep
#a3752e
Hover states, headings, links



Warm Paper
#fdfbf7
Primary page background



Paper Secondary
#f4efe4
Section backgrounds, cards



Text Muted
#5c6b7c
Body text, captions, subtitles

COLOUR USAGE RULES

- Navy #0d1926 is the primary brand colour — use for backgrounds and large type.
- Gold #c2944b is the accent colour — use sparingly for highlights, CTAs, and borders.
- Warm Paper #fdfbf7 is the light background — never use pure white as a page bg.
- Never use Gold as a background for body text — contrast ratio is insufficient.
- Maintain a minimum contrast ratio of 4.5:1 for all body text (WCAG AA).

Typography

PRIMARY TYPEFACE — FRAUNCES (SERIF)

Fraunces

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
1 2 3 4 5 6 7 8 9 0 ! @ # & .

Google Fonts — fonts.google.com/specimen/Fraunces
Usage: Headlines, hero text, wordmark, founder names, section titles

SECONDARY TYPEFACE — HANKEN GROTESK (SANS-SERIF)

Hanken Grotesk

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
1 2 3 4 5 6 7 8 9 0 ! @ # & .

Google Fonts — fonts.google.com/specimen/Hanken+Grotesk
Usage: Body text, navigation, forms, captions, labels, UI elements

TYPE CASE
H1 — Hero Fraunces 600 · clamp(2.4rem, 4.5vw, 3.8rem)

H2 — Section Fraunces 500 · clamp(2.2rem, 4vw, 3rem)

H3 — Sub-heading Fraunces 500 · 1.35rem

Body Hanken Grotesk 400 · 1rem / line-height 1.65

Caption / Label Hanken Grotesk 700 · 0.76rem · letter-spacing 0.24em

Brand Usage Guidelines

✓ DO

- ✓ Use the official navy #0d1926 and gold #c2944b colours consistently.
- ✓ Use Fraunces for all headings and display text.
- ✓ Use Hanken Grotesk for all body, UI, and form text.
- ✓ Maintain the required clear space around the wordmark.
- ✓ Use the dark-background version on dark surfaces and the light version on light surfaces.
- ✓ Always link to www.mbchettyfamily.com in digital communications.
- ✓ Refer any external agency or printer to this brand kit before production.

✗ DON'T

- ✗ Do not stretch, skew, rotate, or distort the wordmark.
- ✗ Do not recolour the logo — use only the approved two-colour versions.
- ✗ Do not place the logo on a busy photographic background without a clear box.
- ✗ Do not use a different font in place of Fraunces or Hanken Grotesk.
- ✗ Do not use pure white (#ffffff) as the page background — use #fdfbf7.
- ✗ Do not create unofficial sub-brands or spin-off logos.
- ✗ Do not reproduce this brand kit without authorisation from the foundation.

BRAND ENQUIRIES

For branding questions, partnership enquiries, or media kit requests:

help@mbchettyfamily.com

www.mbchettyfamily.com

Tamil Nadu & Andhra Pradesh, India