



VEDAHITHAM
— GOOD FOOD FOR LIFE —

vidyos

Brand Guideline

ROOTED IN AYURVEDA - INSPIRED BY NATURE - CRAFTED FOR EVERYDAY WELLNESS

Introduction – Our Brand

At Vedahitham, our mission is to build a strong and meaningful identity that represents ancient wisdom, natural nourishment, and everyday wellness. We believe that design is not only about aesthetics, but also about honoring the traditions that have sustained generations.

Our Core Principles

- **Nativity First**

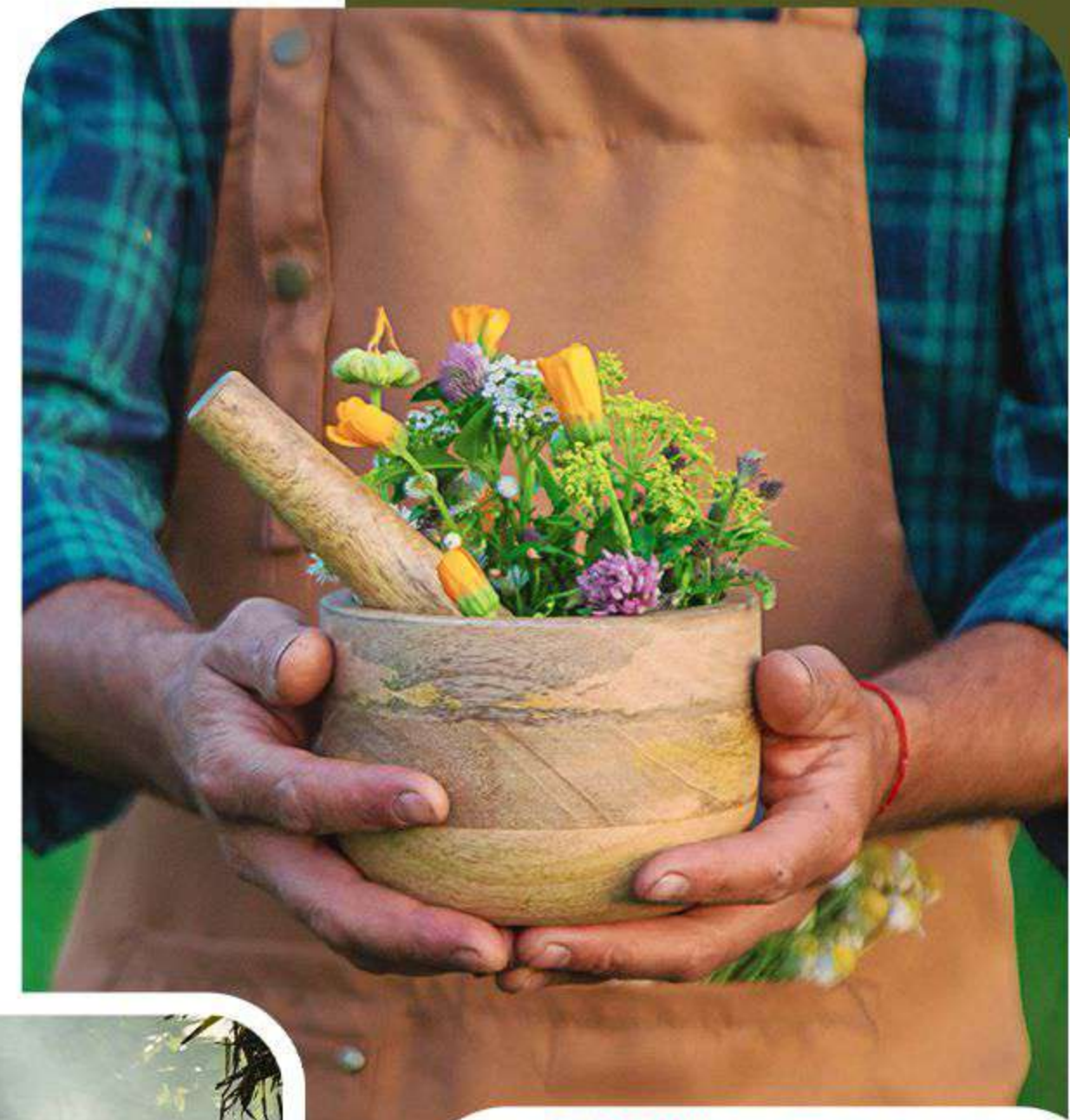
Every product traces back to a source, a region, and a tradition rooted in Indian heritage.

- **Integrity & Honesty**

We use clean ingredients, honest labeling, and no shortcuts in everything we make.

- **Accessibility**

Good ancestral food should be within reach of every modern household, not a luxury.





Vision & Mission



At Vedahitham, our mission is to restore the connection between people and the food traditions that sustained generations before them. We believe that good food is not only about taste, but also about honoring the wisdom of our ancestors.

Vision

To become India's most trusted name in native, sustainable food, one that future generations associate with the taste of home and the wisdom of tradition.

Mission

Preserve Ancestral Wisdom



Bringing time-tested Ayurvedic food knowledge into every modern home without compromise.

Nourish with Integrity



Using only clean, traceable ingredients prepared with honesty and care at every step.

Make Good Food Accessible



Ensuring that ancestral, wholesome food is within reach of every household, not a privilege.



At Vedahitham, our brand is built on values that go beyond product quality. We believe that every ingredient, every decision, and every design choice must reflect our deep commitment to nature, tradition, and the people we serve.



Brand Values

- | | | |
|-----------------------|---|--|
| Nativity | → | Every product is rooted in a specific tradition, region, and ancestral food practice. Nothing exists without origin. |
| Integrity | → | We use clean ingredients, honest labeling, and transparent processes in everything we make and say. |
| Nourishment | → | Every product is designed to genuinely nourish the body, mind, and soul, not just satisfy hunger. |
| Sustainability | → | We choose ingredients, packaging, and practices that are kind to the earth and support future generations. |

Brand Logo

Logogram

Inspired by the mortar and pestle, India's oldest kitchen tool. The botanicals rising from the bowl represent healing, abundance, and food prepared with care.



The Mortar and Pestle

Ancient preparation. Patience. Transformation.



The Botanicals

Living ingredients. Natural abundance. Ayurvedic wisdom.

The Vedahitham logo is a tribute to nature's wisdom and traditional healing. Every element has been chosen deliberately to reflect our commitment to ancestral food and everyday nourishment.



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/Primary Font

AaBb

Cormorant Garamond →

Heading (H1) - Bold - 48pt

Headings (H1)

Heading (H2) - Bold - 32pt

Headings (H2)

Heading (H2) - Bold - 24pt

Headings (H3)

/Secondary Font

Aa

Inter

Body Text →

Medium - 24pt

Regular - 18pt

Regular - 12pt

Brand
Typography

Brand Color

At Vedahitham, our colors are drawn directly from nature. Each shade reflects the earth, the harvest, and the traditions that inspire everything we make.

/Primary Color

Veda Green

#505422

R 80 · G 84 · B 34

/Primary Color

Hitham Gold

#C59C44

R 197 · G 156 · B 68

Color Palette

Parchment White

#FAF7F0

/Secondary Color

Night Earth

#2A2A1E

/Secondary Color

