

THE SHELTER MARK



A place to build.

The roof suggests shelter and ambition. The curved ground beneath it recalls sand, movement and possibility. Together they form a simple icon with an open centre. The outlined Sand-Hut wordmark keeps the company name clear.

Use the same master assets across digital products, stationery, print and social media. The logo should stay recognisable without relying on colour, gradients or effects.

One identity. Four useful layouts.



HORIZONTAL / WEBSITE, DOCUMENTS, SIGNAGE



STACKED / SQUARE PLACEMENTS

Sand-Hut

WORDMARK / TYPOGRAPHIC PLACEMENTS



SYMBOL / AVATARS, ICONS

Distinctive in colour. Clear in one colour.



INK

#202321

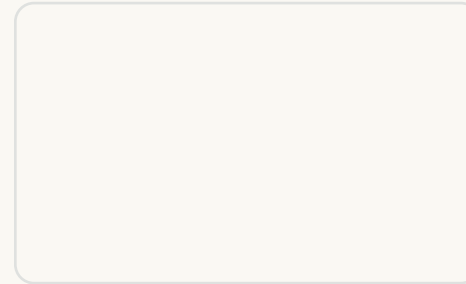
C0 M0 Y0 K90 (neutral print
ink)



CLAY

#C96A45

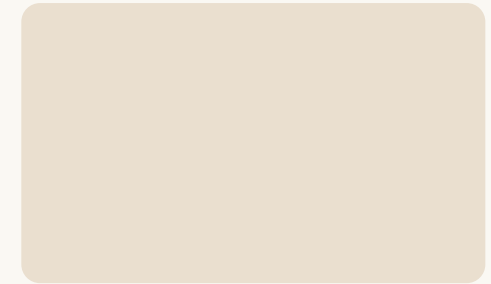
C0 M47 Y66 K21 (starting
target)



PAPER

#FBF8F3

Use the paper stock where
possible



SAND

#E9DCCB

C0 M6 Y13 K9 (starting
target)

Production rules

For one-colour printing, use the black master at 100% K. Use the white master on a dark surface.
Do not screen the logo, add shadows, apply gradients or change individual letter proportions.

CMYK values are starting targets, not a colour-match guarantee. Ask the printer for a proof on the intended stock. The PDFs are vector CMYK documents; they are not certified PDF/X files. EPS files use RGB artwork unless converted by your printer.

Give the signature room.



Clear space: leave at least one roof-stroke width around every side of the complete lockup. More space is better when the logo is placed near text or photography.

Minimum sizes

Horizontal: 140 px on screen or 35 mm in print. Symbol: 24 px on screen or 8 mm in print. For tiny icons, use the supplied 16 px favicon and check the result at actual size.

Embroidery, embossing, engraving and screen printing need a production proof. Increase the minimum size if fine gaps begin to close. Preserve the supplied proportions.

The right file for the job.

SVG	Scalable, outlined vector masters for websites and design tools.
EPS	Outlined vector artwork for print and signage workflows.
PNG	Large transparent exports for presentations and everyday documents.
PDF	Vector master sheets, brand guide and print stationery.
SOCIAL	Square profile images and a LinkedIn cover, ready to upload.

The wordmark is supplied as outlines. Do not recreate it by typing the name or distribute font files. Use Arial or your licensed company typeface for supporting copy.

Brand name in prose: Sand-Hut. Registered name: Sandhut India Private Limited. Enquiries: info@sandhut.in. The artwork is a custom design; trademark availability has not been legally cleared.