



SASTRA LMS

Brand Guidelines

A practical identity system for a structured, outcome-led learning management platform.

Powered by Tecxter

Brand Foundation

POSITIONING

SASTRA LMS helps academies and institutions run structured learning programs with clear progress, mentor accountability, and measurable outcomes.

Personality

Professional, clear, structured, supportive, and outcome-focused.

Audience

Academies, colleges, coaching centers, mentors, coordinators, and owners.

Promise

Less manual coordination and clearer learning delivery from the first batch.

VOICE RULES

Lead with outcomes

Prefer specific benefits like progress visibility, mentor review, and completion records.

Stay operational

Use language that feels practical for daily academic delivery.

Avoid hype

Do not lean on vague words such as premium, powerful, or modern without proof.

Logo And Brand Marks



Primary logo

Use the full SASTRA LMS logo in navigation, footers, PDFs, sales collateral, and official communication.

Clear space

Keep at least the height of the icon mark around the logo. Do not crowd it with text, borders, or buttons.

Minimum size

Use the full logo at 120 px wide or larger on screen. Use the mark only when space is very limited.

DO NOT

Do not stretch, recolor, rotate, add shadows, place over low-contrast backgrounds, or combine the logo with unrelated marks.

Color System

The palette is designed to feel academic, trustworthy, and focused. Purple is the brand anchor, green is reserved for action or success, and warm accents are used sparingly.



Brand Dark

#251858



Brand

#44358f



Brand Mid

#5646b8



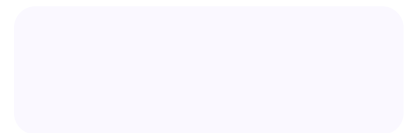
Brand Bright

#6c5ce7



Brand Soft

#f4f1ff



Brand Surface

#faf8ff



Success

#18a866



Success Soft

#dff8ad



Info

#4aa8d8



Warning

#f4a21a



Danger

#e54862



Muted Text

#5c667a

Usage rule

Use Brand Dark and Brand Mid for hero areas, Brand Bright for links and highlights, Success Soft for primary CTAs, and Brand Surface for calm page backgrounds.

Typography And Spacing

TYPE SCALE

Hero headline

Clamp 2.1rem to 4.25rem, 820 weight, 1.12 line height.

Section headline

Clamp 1.9rem to 3.35rem, 850 weight, 1.14 line height.

Body copy

1rem to 1.14rem, regular weight, 1.68 line height.

Eyebrow

Uppercase, compact, brand bright, used only to orient the section.

SPACING

Use compact but breathable spacing: 48-82 px section padding, 28-32 px grid starts, 12-16 px card gaps, and no forced min-height unless content needs structural balance.

Interface Components

Buttons

Primary buttons use Success Soft with Brand Dark text. Secondary buttons use transparent or white surfaces with brand borders.

Cards

Use white cards, 14-18 px radius, restrained borders, and light brand shadows. Avoid heavy glass effects.

Hero areas

Use the shared hero gradient and place summary cards inside the hero. Avoid cards fading into section dividers.

Forms

Inputs use Brand Surface backgrounds. Success and error states use the semantic feedback colors.

WEBSITE IMPLEMENTATION

The website now defines these rules in `app/globals.css` through brand tokens, shared gradients, normalized card styles, and tighter spacing rhythm.

Messaging System

CORE MESSAGE

Structured learning delivery for academies and institutions.

For admins

Run batches, mentors, tasks, reviews, and completion records from one workspace.

For mentors

See what needs review and where learners need support.

For learners

Know what to study, submit, revise, and complete next.

For leaders

See evidence of progress, readiness, and program outcomes.

Application Checklist

- Use the primary logo with enough clear space.
- Use the shared brand gradient for hero sections.
- Use green only for action, success, and positive confirmation.
- Keep headings controlled and avoid oversized display text in content sections.
- Avoid large empty gaps between sections unless they serve a deliberate transition.
- Use concrete copy: progress, review, batches, outcomes, and readiness.
- Keep cards simple: white or subtle brand tint, light border, restrained shadow.

Brand rule of thumb

If a design choice does not improve clarity, trust, or operational confidence, simplify it.