

PRABHAS
SaaS 

PRABHAS SAAS • BRANDKIT

Brand Guidelines

The logo, colour, type, voice and rules that make every Prabhas SaaS app, email, poster and page look like one family.

EDITION

2026 • v1.0

ONE ACCOUNT. MANY APPS. BUILT FOR INDIAN BUSINESS.

www.prabhassaas.in

CONTENTS

What's inside

01	Foundations	04
	Positioning, core value, the app family	
02	Logo	08
	Anatomy, files, clear space, backgrounds, misuse	
03	Colour	14
	Core palette, tricolour, contrast, app accents, Samvaad	
04	Typography	20
	Typefaces, hierarchy, email	
05	Graphic language	24
	Icons, app glyphs, motifs	
06	Voice and copy	27
	How we sound, no false claims, writing for India	
07	Product UI	31
	The shared top bar, the form standard	
08	Applications	34
	Email, social posters, website banners, bank marks	
09	Contact and assets	39
	Handles, contact, asset index	



BEFORE YOU START

How to use this book

This book explains the rules. The files in the BrandKit repository are the rules. When the two disagree, the kit wins, and this book is out of date.

One source of truth

`tokens/brand.json` holds every colour and type stack. Anything that hard-codes one of those values instead of reading it will drift the first time the brand is adjusted.

This book reads that file when it is built, so the swatches on these pages are the tokens themselves.

Copy assets, don't hot-link them

Apps copy what they need into their own public folder. A build that depends on GitHub being reachable is a build that breaks on a bad day.

Emails and the invoice PDF embed the lockup from

`www.prabhassaas.in/images/prabhas-email-logo.png`.

Name things so they can be found

Lower-case, hyphenated file names. If code resolves an asset by name, that name is recorded in the kit's README. An asset nobody can find gets re-made slightly differently next time.

Who this is for

Anyone making something with the Prabhas SaaS name on it: developers building an app screen, anyone designing a poster or banner, partners and press writing about us.

Reading the labels

Every page ends with a **Source** line naming the file its rules come from. Guidance this book adds, which no file in the kit states yet, is marked **Recommendation**.

01

SECTION 01

Foundations

Who we are, what we promise, and the one rule behind every product decision.

Positioning

Core value

The app family

01 · FOUNDATIONS

One account. Many apps. Built for Indian business.

Prabhas SaaS is a growing, modular ecosystem of business software. Start with the app you need today — billing, accounting, productivity — under a single Prabhas login. Buy by need, never forced bundles.

THE RULE BEHIND EVERYTHING WE BUILD

“Move with the business — never ahead of the wallet.”

Apps stay simple and standalone, you pay only when you get value, and you add the next tool when your business actually needs it. Software that stays out of the way, so business can get on with business — the seedha-saadha way.

One Prabhas login

Sign in once and
move between
every app.

Invoices become books

Finalise a bill in
Seedha Bill and
post it to Lekhya
in one click.

Buy by need

Every app works
standalone.
Subscribe to the
next only when it
earns its place.

India-first, GST-correct

Built for Indian
rules: correct tax,
₹ pricing, UPI
and cards, made
in India.

01 · FOUNDATIONS

Our core value: FOCUS

Finely Orchestrated Cohesive Unwavering Service — the standard we hold every app, every fix and every reply to.

F

Finely

Detail is the product: correct tax to the rupee, the right code for the right trade.

O

Orchestrated

Apps are separate, but they hand work to each other: a bill in one becomes an entry in another.

C

Cohesive

One login, one top bar, one design language across the family.

U

Unwavering

The same standard for every app, whether it is paid or free.

S

Service

Software that helps people work, and does not replace professional tax or legal advice.

The letters and words are the site's. The one-line readings under each are this book's gloss, drawn from the site's own copy.

What the brand is not

Not a bundle

We never force a suite. Each app earns its place on its own.

Not hype

Honest, modular software. We say what the product does, not what it might do.

Not a flag

Made in India, and it shows in a tricolour divider — never a flag reproduction.

01 · FOUNDATIONS

The app family

Each app does one job, and they share the same login, support and billing underneath. Each has its own name and accent colour; all of them wear the same Prabhas SaaS chrome.

APP	WHAT IT IS	ACCENT	STATUS
 Seedha Bill	GST invoicing	#7A1F2B	Live
 Lekhya AI	AI accounting ERP	#1B2A4A	Live
 Lekhya Pramaan	Lekhya's CA / audit edition	#1B2A4A	Live
 Dastavej	Free client-side PDF editor	#6366F1	Live
 Shilp3D	Blueprint drafting	#0369A1	Live
 Samvaad	Message-to-invoice Android app	#0E7C6B	Live
 Desk	AI office suite	#4150B5	Planned

Keep the lists in step

The Products menu, the footer's Apps column, the home-page app grid and the contact form's product checkboxes all list the apps. When one changes, all four change.

Planned means planned

Desk is shown as Planned, with a waitlist, never a "View" link. Nothing unbuilt is described as available.

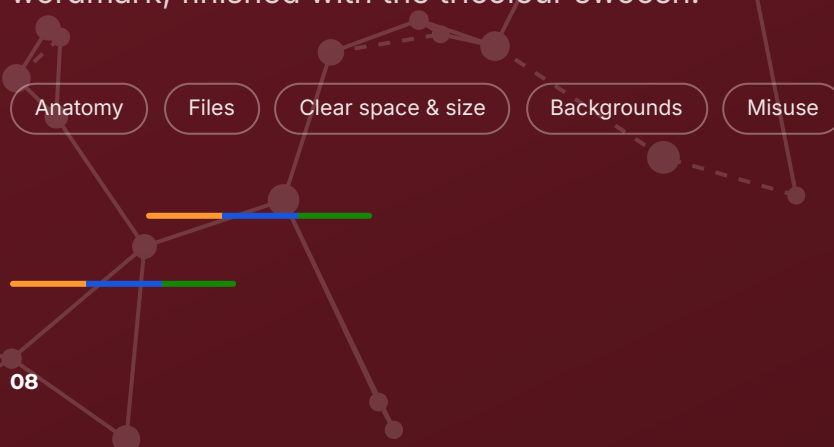
Source · PrabhasSaaS-Website CLAUDE.md (canonical lineup), Samvaad CLAUDE.md (Samvaad accent #0E7C6B)

02

SECTION 02

Logo

The stacked lockup: a network-node mark over the PRABHAS SaaS wordmark, finished with the tricolour swoosh.



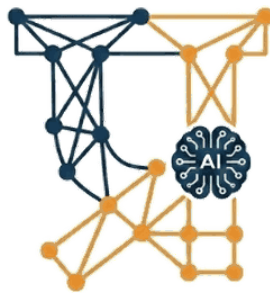
02 · LOGO

Anatomy of the lockup

The lockup is nearly square (460 × 431 px), so it needs far less width than a horizontal logo to carry the same weight.

1 · The mark

A letter P drawn as a network of nodes: navy on the stem, amber on the bowl, with an AI badge where they meet.



Colours are fixed

The mark's navy and amber belong to the artwork. Never re-colour or re-draw them.

2 · The wordmark

PRABHAS SaaS, set heavy on two lines. Written as the kit's wordmark.

PRABHAS
SaaS 

3 · The swoosh

Saffron and green strokes: the tricolour, drawn as a gesture, not a flag.

Say it right

In running text: **Prabhas SaaS**. In the artwork: **PRABHAS SaaS**. Never "Prabhas Saas", "PrabhasSaaS" or "Prabhas SAAS" in copy.

Always from the file

Place the PNG. Never re-typeset the wordmark or trace the mark.

One lockup

There is no horizontal version in the kit. Where width is tight, use the mark alone.

02 · LOGO

Logo files and where they go

Pick the file by the job, not by what is closest to hand. All are transparent PNGs.

PREVIEW	FILE	PIXELS	USE
	email/prabhas-email-logo.png	460 × 431	The stacked lockup. Emails, invoices, posters, press.
	logo/prabhas/prabhas-logo.png	240 × 255	The mark alone (primary). App splash, large icon use.
	logo/prabhas/prabhas-mark-96.png	90 × 96	Mark, small. In-app headers and avatars.
	logo/prabhas/prabhas-logo-48.png	51 × 48	Mark, tiny. Dense UI.
	logo/prabhas/apple-touch-icon.png	180 × 180	iOS home-screen icon.
	logo/prabhas/favicon.png	32 × 32	Browser tab.

The SVGs in logo/prabhas/ are not the logo

prabhas-logo.svg is a rough redraw of the mark, and prabhas-mark.svg is a white chart icon. Neither matches the artwork. Until a true vector master is added to the kit, use the PNGs above.

02 · LOGO

Clear space and size

Give the lockup room. Keep free space equal to the height of the P on every side.



Clear space

The height of the P, on all four sides. Nothing — text, edges, other logos — enters it.

Scale by width

The artwork is square-ish. Set the width and let the height follow; never set both.

Sizes the kit specifies



96 px wide · email
letterhead



72 px wide · email footer



32 px · favicon only

Anything wider than these in an email turns the top of every message into a poster. **Recommendation:** in print, don't set the lockup narrower than 20 mm; below that, the wordmark's second line stops reading.

02 · LOGO

Backgrounds

The lockup is dark artwork. It sits on white or paper, and nowhere else.



DO

White (#ffffff). Cards, letterheads, invoices.



DO

Paper (#faf9f8). The warm off-white behind cards.



DON'T

Maroon. The navy reads as a grey box. The kit names this as a rule.



DON'T

Ink or any dark or busy surface. On colour, put the lockup on a white card, as the posters do.

Source · tokens/brand.json logo.never (maroon), BrandKit README.md (white or paper only)

02 · LOGO

Never do this

Every example below breaks a rule in the kit. If a layout seems to need one of them, change the layout.



✗ RECOLOUR



✗ ROTATE



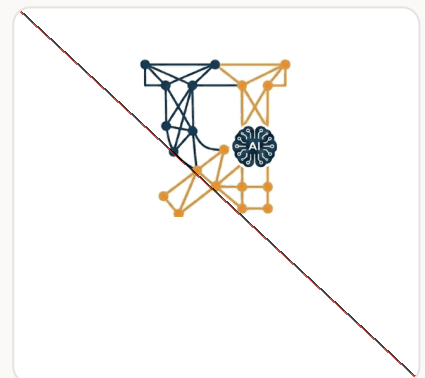
✗ STRETCH



✗ OUTLINE



✗ ADD EFFECTS



✗ RE-DRAW OR CROP

The rules, as the kit states them

- Do not place the dark lockup on the maroon — it reads as a grey box. White or paper only.
- Do not recolour, outline, rotate or add effects to the mark.
- Do not stretch: the artwork is square-ish, so scale by width and let the height follow.

03

SECTION 03

Colour

Maroon leads, warm neutrals carry the page, and the tricolour appears only as a thin line.

Core palette

Tricolour

Contrast

App accents

Samvaad

03 · COLOUR

Core palette

Seven tokens. Maroon is the only brand colour; the rest are the neutrals that make maroon count.

Maroon

Primary. Primary. Buttons, headings, the wordmark, the rule under the email letterhead.

HEX #7A1F2B · RGB 122 · 31 · 43

Ink

Text. Primary text.

HEX #14181f · RGB 20 · 24 · 31

Muted

Secondary text, labels, captions.

#69707d

105 · 112 · 125

Faint

Tertiary text: footers, timestamps, fine print.

#9aa1ad

154 · 161 · 173

Line

Hairlines and card borders.

#e6e3e1

230 · 227 · 225

Paper

Warm off-white surface behind cards.

#faf9f8

250 · 249 · 248

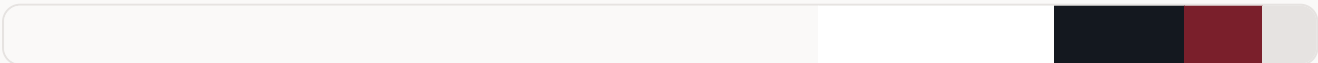
Cloud

Card and letterhead background.

#ffffff

255 · 255 · 255

Proportion



Recommendation: mostly paper and white, ink for text, and maroon kept for the few things that must be seen first — a heading, the primary button, the wordmark. Maroon everywhere is maroon nowhere.

No CMYK or Pantone values have been specified for these colours. Proof on the press before any print run.

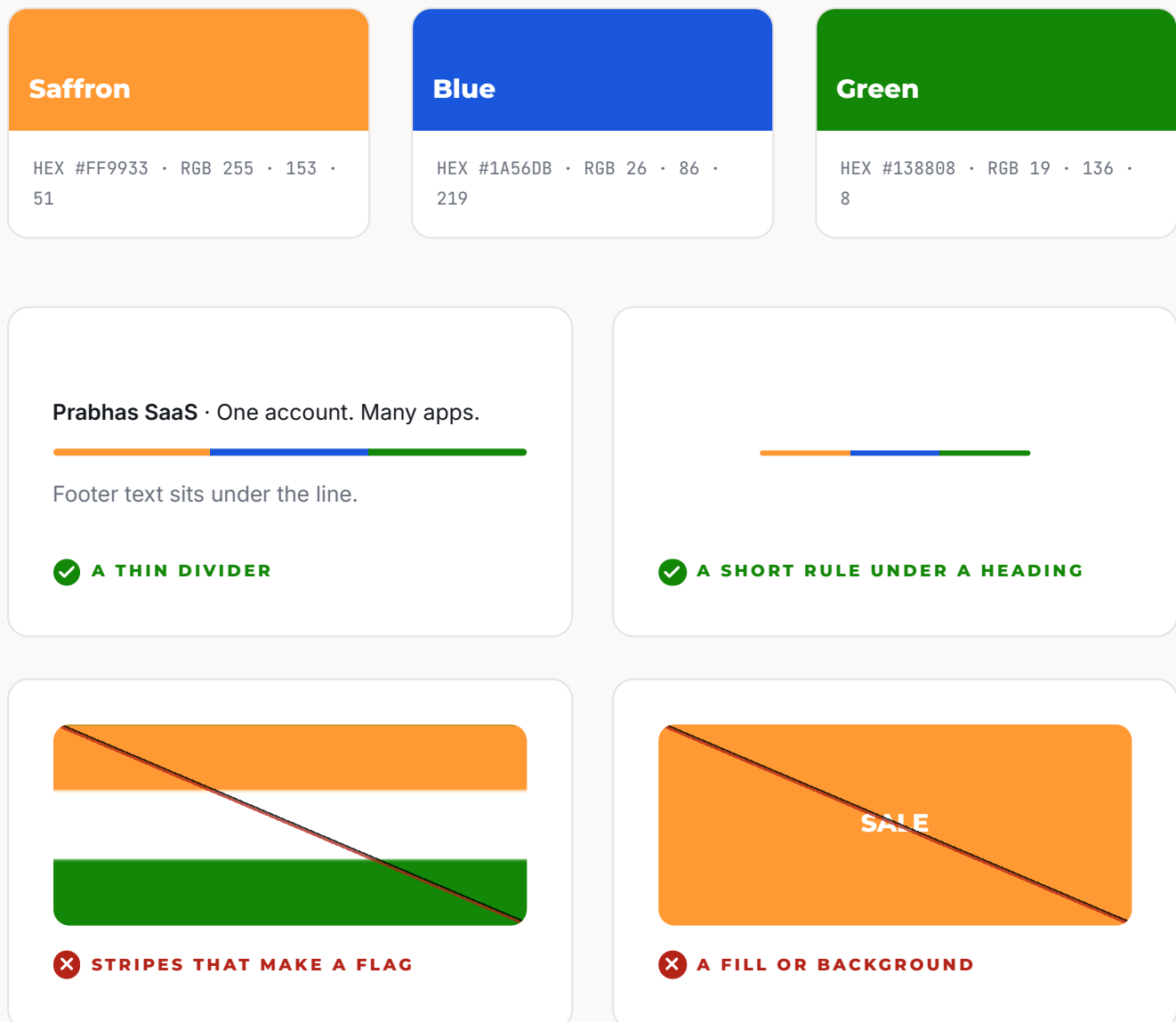
Source · tokens/brand.json colour block (values and uses read at build time)



03 · COLOUR

The tricolour is a line

Saffron, blue and green, in that order, as a 3–4 px divider. It signals Indian-made. It is not a fill, not a background, and not a flag.



The blue is #1A56DB, not the navy of the Ashoka Chakra: one more reason the stripe must not be arranged as a flag.

03 · COLOUR

Contrast

Measured against WCAG 2.1: 4.5 : 1 for body text (AA), 3 : 1 for large text of 18 pt, or 14 pt bold.

SAMPLE	PAIR	RATIO	BODY TEXT	LARGE TEXT	USE IT FOR
Aa · Seedha	Ink on paper	16.92 : 1	Pass	Pass	Anything
Aa · Seedha	Ink on white	17.79 : 1	Pass	Pass	Anything
Aa · Seedha	Muted on white	4.98 : 1	Pass	Pass	Anything
Aa · Seedha	Muted on paper	4.74 : 1	Pass	Pass	Anything
Aa · Seedha	Faint on white	2.60 : 1	Fail	Fail	Decoration only
Aa · Seedha	Maroon on white	10.20 : 1	Pass	Pass	Anything
Aa · Seedha	White on maroon	10.20 : 1	Pass	Pass	Anything
Aa · Seedha	White on ink	17.79 : 1	Pass	Pass	Anything

What this means in practice

Faint is for fine print that can afford to be skipped — footers, timestamps — never for anything a customer must read to act. Ratios are computed from the tokens each time this book is built.



03 · COLOUR

App accent colours

Each app has one accent. It colours the app's tile, name, nav hover and main button. The Prabhas chrome around it stays the same in every app.

Seedha Bill  Accent #7A1F2B Deep #4E1119 White text 10.2 : 1	Lekhya AI  Accent #1B2A4A Deep #0E1729 White text 14.2 : 1	Dastavej  Accent #6366F1 Deep #312E81 White text 4.5 : 1
Shilp3D  Accent #0369A1 Deep #083B5C White text 5.9 : 1	Samvaad  Accent #0E7C6B Deep #06403A White text 5.1 : 1	Desk  Accent #4150B5 Deep #232C6E White text 6.9 : 1

Trial buttons are saffron everywhere

"Start a trial" uses the shared saffron CTA in every app, whatever the app's own accent, so it reads the same across the family.

Deep shades

The deep shade is the dark end of an app's gradient on posters and banners. It comes from the BrandKit's `posters/apps.json`.

03 · COLOUR

The one exception: Samvaad

Samvaad is the only Prabhas SaaS app that does not use house maroon. It is a messaging surface, meant to feel close to the WhatsApp family without copying its colours.

T.deep Launcher icon, splash, sign-in, dark surfaces #06403A	T.core Primary actions, active state #0E7C6B	T.mint Accent, own-message bubbles #21E0A4	T.ink Body text #08201C
T.paper App background #EAF2EF	T.muted Secondary text #6B7C77	T.line Borders #DCE7E3	
The one stated constraint No green that matches WhatsApp's #25D366. Samvaad borrows the mood of that family, not its colours.	The launch is one colour Launcher icon → native splash → Flutter splash → sign-in are all T. deep. A colour change anywhere in that chain reads as a glitch.		
Tokens, never hexes <code>lib/core/ui/tokens.dart</code> is the source. A widget never hard-codes a colour.	The parent logo still stays on white On Samvaad's splash, the Prabhas SaaS lockup rises in on a white card. Its navy is unreadable on T. deep, and the parent brand is not recoloured to suit a background.		

04

SECTION 04

Typography

Two families do everything: Montserrat to be seen, Inter to be read.
JetBrains Mono for anything a machine wrote.

Typefaces

Scale

Fallbacks

Email

04 · TYPOGRAPHY

Typefaces

Every stack ends in a face the reader's machine already has, so the fallback still looks deliberate.

DISPLAY

Aa

Montserrat

Headings, the wordmark feel, numbers that matter, eyebrow labels in spaced capitals.
Weights 600–900.

ABCDEFGHIJKLM
abcdefghijklm 01234567
89 ₹

BODY

Aa

Inter

Paragraphs, forms, tables, UI labels. Weights 400–600.

ABCDEFGHIJKLM
abcdefghijklm 012345678
9 ₹

MONO

JetBrains Mono

27AAPFU0939F1ZV · HSN 940161 · Rs 1,29,900

GSTINs, HSN/SAC codes, invoice numbers, API keys: anything the reader might copy character by character.

ROLE	STACK, EXACTLY AS tokens/brand.json GIVES IT
Display	'Montserrat', 'Segoe UI Semibold', 'Segoe UI', Roboto, 'Helvetica Neue', Arial, sans-serif
Body	'Inter', 'Segoe UI', Roboto, 'Helvetica Neue', Arial, sans-serif
Mono	'JetBrains Mono', 'SFMono-Regular', Consolas, 'Courier New', monospace

04 · TYPOGRAPHY

Hierarchy

A page has one headline, and the eye should know where to start. The steps below are the ones the posters, banners and this book use.

Eyebrow

Montserrat 800 · caps ·
+0.22em

WHAT'S NEW**Display**

Montserrat 900 · -2%
tracking

Seedha Bill

Headline

Montserrat 800 · -1.5%

Invoices you can hand to customers

Title

Montserrat 700

A real GST tax invoice PDF

Body

Inter 400 · 1.5 leading

Type a bill and it becomes a GST invoice.

Caption

Inter 400 · muted

Nothing posts without a person.

Data

JetBrains Mono 500

INV/2026-27/0142

Sentence case

Headings and buttons in sentence case. Capitals only for the small spaced eyebrow labels.

Balance the lines

Break headlines into even lines. Shrink a headline to fit its slot rather than letting it clip.

Indian grouping

Money reads Rs 1,29,900, not 129,900. Tabular data in mono.

04 · TYPOGRAPHY

Type in email

Gmail and Outlook do not fetch webfonts. Every email is set in the fallback, so the fallback has to be good.

What the reader actually sees

The display stack falls back to Segoe UI Semibold on Windows and Roboto on Android. Design the email in those faces first, and treat Montserrat as a bonus.

Payment received — thank you

We have received Rs.2,499 for Lekhya AI.
Your invoice is attached.

PLATFORM	DISPLAY FALLS BACK TO
Windows / Outlook	Segoe UI Semibold
Android / Gmail	Roboto
macOS, iOS	Helvetica Neue
Anything else	Arial, then sans-serif

ASCII only on the wire

Subjects are transliterated (₹ → Rs., · → -) and HTML non-ASCII is escaped to numeric entities. The SMTP library folds quoted-printable without checking whether it is splitting an escape, and a rupee sign in a subject once broke the entire message.

IN THE APP	IN A SUBJECT LINE
₹2,499	Rs.2,499
Invoice · INV-0142	Invoice - INV-0142

Non-ASCII in the HTML body is escaped to numeric entities before sending, for the same reason.

Design in the fallback first

Open every new email template in Outlook on Windows and Gmail on Android before it ships. If it looks deliberate there, it will look right everywhere.

Recommendation, from the rule above that fallbacks must look deliberate.

05

SECTION 05

Graphic language

Line icons, a node network borrowed from the mark, and a restrained set of shapes.

Icons

App glyphs

Motifs

05 · GRAPHIC LANGUAGE

Icons

24 px line icons in the Lucide style: 2 px stroke, round caps and joins, drawn in the current text colour, and inlined as SVG so they scale and cost no requests.

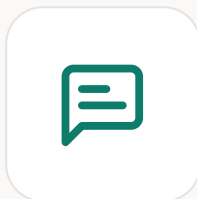
App glyphs



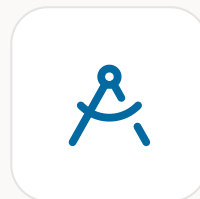
Seedha Bill



Lekhya AI · Pramaan



Samvaad



Shilp3D



Dastavej · Desk

Change markers

**New**

Labels one line of "what's new".

**Improved**

Labels one line of "what's new".

**Fixed**

Labels one line of "what's new".

**DO**

A receipt with the **rupee** sign.

**DON'T**

A stock receipt with a **dollar** sign.
Our customers bill in rupees.

An app shows its own mark where its own belongs, never a stock Material or Lucide glyph standing in for it.

05 · GRAPHIC LANGUAGE

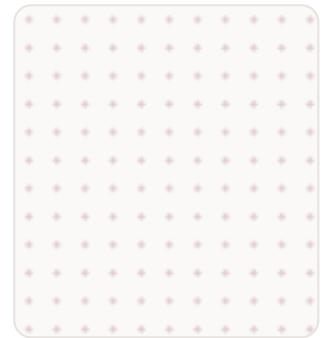
Motifs

Four elements carry the look. Use them to set a mood; never let them compete with the message.



1 · The node network

Regrown from the mark: nodes linked to their nearest neighbours, some links dashed. White at low opacity on colour, or the accent at low opacity on paper.



2 · The dot grid

A quiet texture behind paper surfaces, faded out at the edges.



3 · The hero panel

An app's accent running to its deep shade, with thin rings in a corner. It carries the app's name; it never carries the Prabhas lockup.



4 · The tricolour line

The sign-off. Above a footer, under a title, never more than 4 px.

06

SECTION 06

Voice and copy

Seedha-saadha: simple, straight, no jargon. Say what the product does, and prove it.

Principles

No false claims

India specifics

06 · VOICE AND COPY

How we sound

Seedha-saadha means simple and straightforward. We write the way a good accountant explains things to a shop owner: plainly, patiently, and without showing off.

Plain

Indian English, short sentences, everyday words. "Your invoice", not "the invoicing artefact".

**WRITE**

Type a bill and it becomes a GST invoice.

**NOT**

Leverage our AI-driven invoicing paradigm.

Specific

Name the thing. Customers trust detail they can check.

**WRITE**

CGST and SGST, or IGST, decided by where your customer is.

**NOT**

Smart tax handling for all your needs.

Honest

Planned is planned. Free is free. We never imply a feature exists before it does.

**WRITE**

Desk · In planning · Join the waitlist

**NOT**

Desk — the future of work, coming soon to you!

Calm

No exclamation marks, no emoji, no urgency we have not earned.

**WRITE**

Your payment was received.

**NOT**

Woohoo!! 🎉 Payment done!!!

Errors are human

"That email or password is not right" — never a raw API string. A forgot-password confirmation reads the same whether or not the account exists.

06 · VOICE AND COPY

No false claims

Every line of marketing must trace to something that shipped. If a repository does not show it, we do not claim it.

The rules

- State only what the product does today. Planned features are labelled planned.
- A number appears only if it is true and sourced: a price from the plan catalogue, a count from the code.
- Never hard-code a price or credit amount. Read it from `plan_catalog`, the single source for both.
- Never infer a benefit the change does not state: no "saves hours" from a commit that fixed a form.
- Say what the software is not: it helps people work, and does not replace professional tax or legal advice.

Words that are claims in themselves

None of these can be proven by what shipped, so the poster and banner pipeline drops any line that uses one. Treat them the same way everywhere.

best fastest #1 world-class
leading revolutionary guaranteed
unmatched ultimate perfect
instant effortless seamless 100%
zero-risk lightning

How update copy is checked

Every poster and banner line cites one commit. The BrandKit's checker rejects a line that cites a commit outside the batch, uses a word above, contains a number its commit does not, or runs longer than the layout allows. A person reviews the banner PR before the site changes.

06 · VOICE AND COPY

Writing for India

Our customers are Indian businesses and their accountants. The details they check first are the ones we get right first.

THING	WRITE IT LIKE THIS	WHY
Money	Rs 1,29,900 · ₹1,29,900	Indian grouping. Entered in rupees, stored in paise, so nothing is lost to rounding.
In an email subject	Rs.2,499	ASCII only: a rupee sign in a subject once broke an entire message.
GSTIN	27AAPFU0939F1ZV	Capitals, however it was typed. Validated by format and check digit before any paid lookup.
Tax	CGST + SGST, or IGST	Decided by the place of supply, never guessed.
Phone	+91-7021503895	+91 by default.
Financial year	FY 2026-27 (April–March)	How our customers count the year.
Business types	As in GST's Constitution of Business	Proprietorship, Partnership, LLP... the words on their registration.
App names	Seedha Bill, Lekhya, Samvaad, Dastavej, Shilp3D	Indian-language names, each for what the app does. Never translated, never re-spelled.

Source · Shilp3D CLAUDE.md (form standard: rupees/paise, +91, GSTIN, Constitution of Business), tokens/brand.json (email ASCII rule), Samvaad commit 01744052 (GSTIN capitals)

07

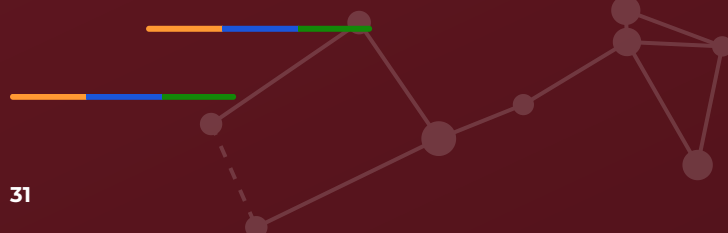
SECTION 07

Product UI

Every app is its own product, and every app is clearly one of ours.

Shared top bar

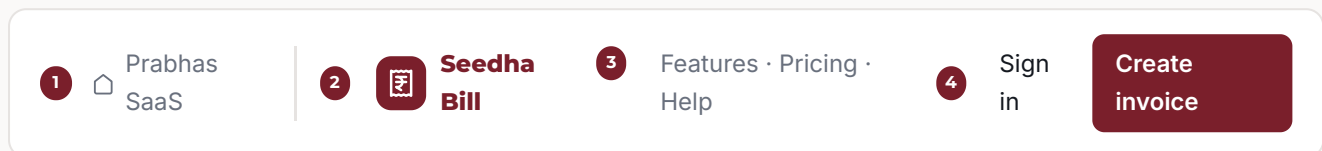
Form standard



07 · PRODUCT UI

The shared top bar

One piece of chrome says "this app belongs to the family". Its structure never varies between apps; only the app's identity inside it does.



#	PART	RULE
1	Family badge	Small, grey, house icon, divider after it. Always links to prabhassaas.in. Hidden below 768 px.
2	App identity	32 px rounded tile in the app's accent holding a single-colour glyph, then the app name in the accent.
3	App nav	The app's own links. 14 px, grey, accent on hover.
4	Actions	Signed out: "Sign in" and the app's primary button. Signed in: app switcher, user menu, primary button. An app with no accounts drops "Sign in".

Fixed

64 px tall, sticky, white, hairline bottom border. A hamburger below 768 px.

Per app

Only `--pss-accent` and, for light accents, `--pss-accent-ink`.

Where

On the landing surface. Full-screen tools keep their own chrome.

Copy, don't hot-link

`pss-topbar.css`, `.js` and `.html` are copied into each app, so no app breaks because another host is down.

The logo tile

A single-colour glyph on the accent plate. A stacked lockup will not read at 32 px.

Dark mode

Switched by a `.dark` class, never by the system setting, so the bar agrees with the app's own theme toggle.

07 · PRODUCT UI

Every form is industry grade

A standing requirement for every sign-in, sign-up, checkout and form in every Prabhas SaaS app. A form is not finished until all of this is true.

Sign-in and account pages

- Show/hide toggle on every password field.
- A forgot-password flow that really sends the email, with its own success and error states.
- Enter submits.
- A Caps Lock warning on password fields.
- A branded layout, never a bare card on a blank page. On mobile, a compact branded header.
- Correct `autocomplete` values, so password managers work.
- A busy state that cannot be double-submitted.
- Human errors that never reveal whether an account exists.

All forms

- Required fields marked, and validated before the network call.
- Errors inline, next to the field, not only in a toast.
- Disabled and busy while submitting, with a clear confirmation after.
- Keyboard accessible: real labels, visible focus rings, a sane tab order.
- Mobile-first. Tap targets of at least 40 px; Samvaad uses 48 pt.
- Destructive actions need typed confirmation.
- Money in rupees, shown with Indian grouping, stored in paise.
- Indian defaults: +91, GST state codes, GSTIN checked by format and check digit.

The standard, as it was applied

Seedha Bill

The sign-in panel was not a real form, so Enter did nothing. It now submits on Enter and warns when Caps Lock is on.

Lekhya

A mail-server failure on forgot-password showed a raw error, and only for real accounts. It now reads the same either way.

Samvaad

A mistyped GSTIN is caught on the phone, and the message names the character that is wrong, before any lookup is spent.

08

SECTION 08

Applications

The brand at work: in the inbox, on social feeds, on the website, and in a banking screen.

Email

Social posters

Website banners

Bank marks

08 · APPLICATIONS

Email

The lockup sits in the letterhead at 96 px and in the footer at 72 px, on white. Each kind of message comes from the address that matches it.



Payment received

Thank you. We have received Rs.2,499 for Lekhya AI.



accounts@prabhassaas.in

SENDER	SENDS
noreply@prabhassaas.in	AI credits low, API usage limit, invoice credits low, usage threshold, broadcasts
accounts@prabhassaas.in	payment pending, payment received, subscription expiring/expired, invoices
support@prabhassaas.in	waiting-list invites, enquiries, support
admin@prabhassaas.in	anything uncategorised

Public enquiries

enquiry@prabhassaas.in is the address published for general enquiries.

The rule under the letterhead is maroon; the tricolour line sits above the footer. The example above is illustrative.

Subjects are ASCII

Rs. for ₹, a hyphen for a middle dot. Non-ASCII in the body goes out as numeric entities.

Lockup on white only

96 px in the letterhead, 72 px in the footer, never on the maroon rule or a coloured band.

The live logo URL

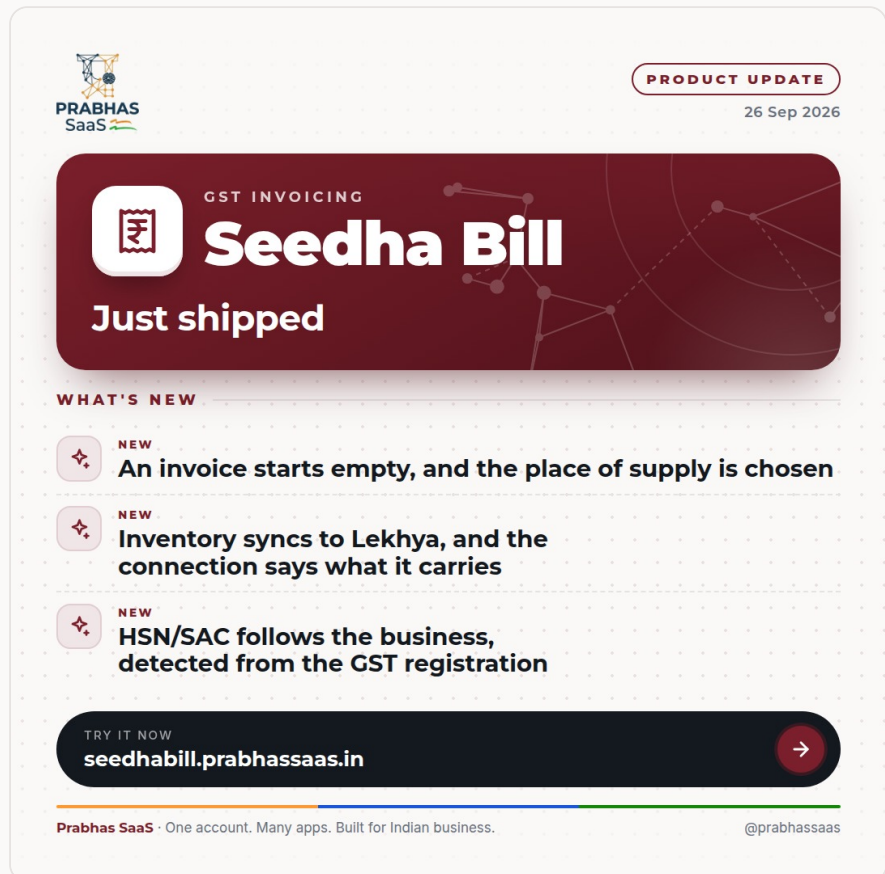
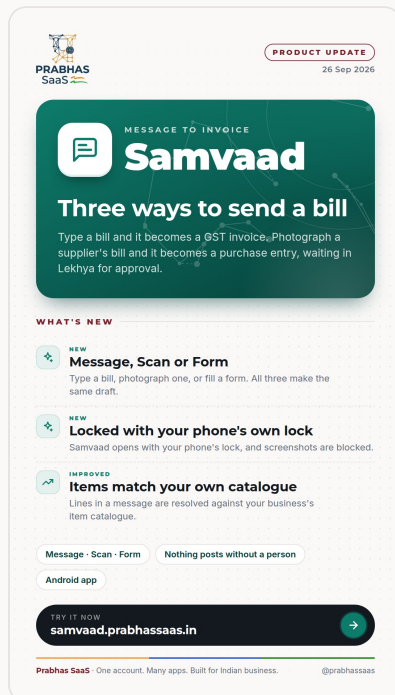
Emails embed `www.prabhassaas.in/images/prabhas-email-logo.png`, so a logo change reaches every template at once.

Source · tokens/brand.json (email senders, logo sizes, maroon letterhead rule), PrabhasSaaS-Website CLAUDE.md (enquiry address)

08 · APPLICATIONS

Social posters

When an app ships something a customer would notice, the BrandKit makes two JPEG posters: 9:16 (1080 × 1920) for Stories and Status, and 1:1 (1080 × 1080) for feeds.



Anatomy, top to bottom

- The lockup on paper and a "Product update" stamp.
- The hero panel in the app's accent: glyph tile, category, name, headline, and the brief from the product page.
- What's new: up to three lines marked New, Improved or Fixed.
- Chips of verified features, the app's address, and the tricolour sign-off with @prabhassaaas.

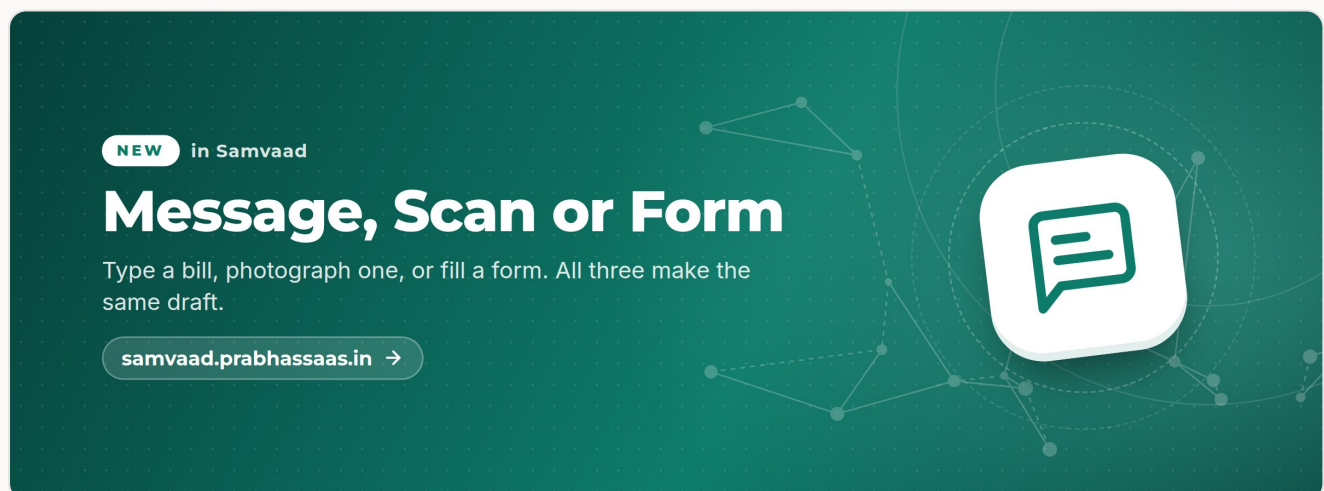
The Samvaad example uses copy written by hand to show the layout with detail lines. The Seedha Bill one is real output from the posters pipeline, without an API key.

Source · BrandKit posters/README.md, posters/samples/

08 · APPLICATIONS

Website banners

Each update also yields one or two 1600 × 600 banners for the home-page slider. The slider crops them to a 1500 : 372 strip, so everything that matters sits in the middle band.



What's new

Always. The app, the headline and the next two changes as cards. No date.

Spotlight

Only when the lead change has a one-line detail to carry it.

The slider

The Prabhas brand slide is fixed and first. After it, up to six update slides, newest first.

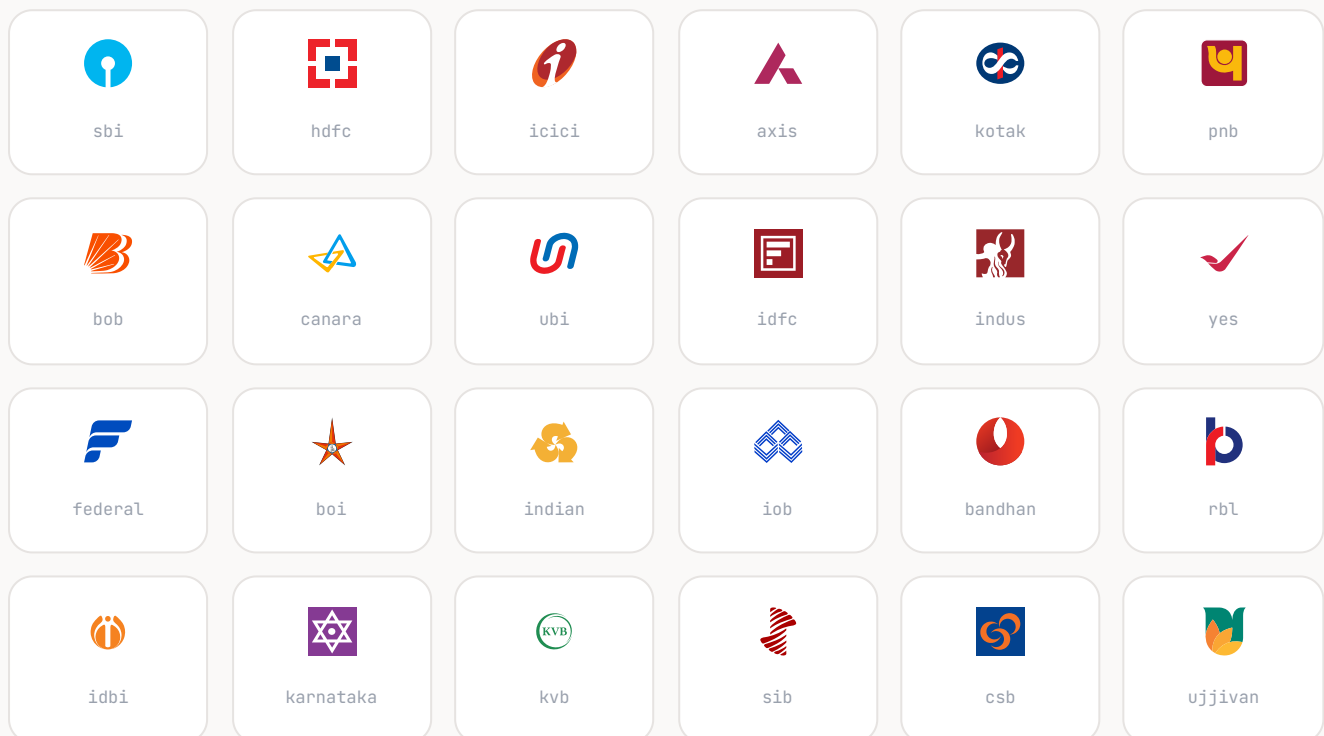
No Prabhas lockup on a banner: the site's header already carries it, and the dark lockup never sits on colour.

Source · BrandKit posters/src/banner.mjs and website.mjs, posters/README.md

08 · APPLICATIONS

Bank marks

The kit carries 39 Indian bank logos for banking and payment screens. They identify an account a customer has told us is theirs — nothing more.



Resolve from the IFSC

The first four characters of an IFSC identify the bank exactly. A typed name could be "HDFC", "hdfc bank ltd" or "H D F C".

Fall back to initials

A bank with no mark shows its own initials, never a generic bank glyph. A district co-operative should still read as that bank.

Trademarks

These are the banks' registered marks, from the MIT-licensed global-bank-logos set. Never used to suggest any bank endorses Prabhas SaaS.

09

SECTION 09

Contact and assets

Where to find us, and where to find everything in this book.

- Handles
- Contact
- Asset index

09 · CONTACT AND ASSETS

Handles and contact

Use these, exactly as written, on any creative, footer or campaign asset.

CHANNEL	HANDLE	LINK
Website	www.prabhassaas.in	https://www.prabhassaas.in
Instagram	prabhassaas	instagram.com/prabhassaas
LinkedIn	PrabhasSaaS	linkedin.com/in/prabhassaas
YouTube	PrabhasSaaS	youtube.com/@prabhassaas
Facebook	PrabhasSaaS	facebook.com/PrabhasSaaS
WhatsApp	+91-7021503895	wa.me/917021503895
Email	enquiry@prabhassaas.in	General enquiries

Location: city and state only

Publicly, we are in **Pudukkottai, Tamil Nadu, India**. The full street address never appears on the website, in creatives or in any public material.



Scan for
www.prabhassaas.in

For press and partners

The official logo for creatives is `images/prabhas-email-logo.png` on the website, also offered on `/downloads/`. Ask them not to recolour or stretch it.

Link previews

Shared links show `images/social/og-default.jpg`, a 1200 × 630 card.

09 · CONTACT AND ASSETS

Asset index

Everything in this book lives in the BrandKit repository, prabhassaas/PrabhasSaaS-BrandKit.

PATH	WHAT IT IS
tokens/brand.json	Every colour, type stack and rule in sections 03–04. The source of truth.
email/prabhas-email-logo.png	The stacked lockup, 460 × 431. Also served at www.prabhassaas.in/images/prabhas-email-logo.png .
logo/prabhas/*.png	The mark and icons: primary, 96, 48, apple-touch, favicon.
banks/*.svg	39 bank marks, named by the slug apps resolve from the IFSC.
posters/	The update-poster and website-banner pipeline, its apps.json and samples.
posters/samples/	Reference renders of a 9:16 and 1:1 poster and both website banners.
guidelines/	This book: its build script, styles and the PDF.
Website · images/prabhas-email-logo.png	The live copy of the lockup that emails and the invoice PDF embed.
Website · shared/pss-topbar.*	The shared app top bar (section 07). Copied into every app.
Website · images/social/og-default.jpg	The 1200 × 630 link-share card.

Changing the brand

Change `tokens/brand.json` first, then rebuild what reads it: this book (`cd guidelines && npm run build`), the posters, and each app's copy of the values. Update this book in the same change, so it never describes a brand that no longer exists.



PRABHAS SaaS

One account. Many apps. Built for Indian business.

www.prabhassaas.in · [@prabhassaas](https://twitter.com/prabhassaas) · enquiry@prabhassaas.in

Pudukkottai, Tamil Nadu, India · Made in India