Business, simplified.

Systems, unified. / Brand kit v1 / October 2026



Your whole business. Working together.

Hanvanta connects company tools, knowledge, conversations, and everyday work with useful intelligence and human oversight.

HANVANTA

One company. Distinct products.

Brand architecture and positioning

Hanvanta Technologies

The company brand: engineering, connected systems, and enterprise intelligence.

Treps by Hanvanta

Proposed public identity for the enterprise platform. Treps.in is a planned destination; this kit does not confirm deployment.

Product family

Zetalta, Hemadara, and Realinq retain their individual names and identities. Do not substitute the Hanvanta master logo for a product logo.

Plain language first

Speak about customer conversations, company knowledge, work, approvals, and connected operations. Explain technical capabilities only when they help the reader decide.

HANVANTA

Colour with purpose.

Light canvases. Deep ink. A restrained spectral accent.

Canvas
#FFFFFF

Subtle surface
#F8FAFC

Ink
#0B0F19

Cyan
#00D2FF

Indigo
#6366F1

Fuchsia
#D946EF

Typography

Geist for web headings and body. Tight heading tracking; generous body line height. Licensed variable font and SIL Open Font License are included. Email uses system Arial. This PDF uses Helvetica for portable rendering.

Recognisable at every size.

Logo usage, transparency, and favicons



Clear space

Leave at least one quarter of the mark height around the logo. Keep the master wordmark on a light, quiet background.

Asset fidelity

Original supplied files are preserved. Transparent PNGs are AI-assisted derivatives, not exact vector masters. Compare originals for trademark and print-critical work.

Small surfaces

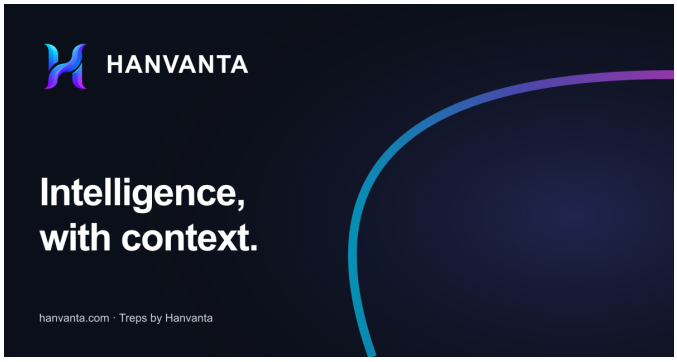
Use the standalone H for favicons and compact navigation. Included PNG sizes: 16, 32, 48, 180, 192, and 512 pixels. Avoid squeezing the full wordmark into an icon.

A consistent social presence.

Ready-to-use PNGs and editable SVG templates







Four formats

LinkedIn cover 1584 x 396. Square 1080 x 1080. Story 1080 x 1920. Open Graph 1200 x 630. Templates use a typographic company lockup and preserve the standalone H.

Everyday brand touchpoints.

Letterhead and email signature



Letterhead

Blank A4 artwork provided as SVG, PNG, and print-ready HTML. Add approved company and recipient details.

Email signature

Replace name and role placeholders in signature.html. Publish the remote logo before use. Keep contact details verified.

Call to action

Explore Treps. Talk to sales. See it for your company. Connect your first workflow.

Intelligence, with context.

Messaging, search intent, and evidence

Key phrases

Your whole business. Working together. Connect. Manage. Learn. Improve. Business, Simplified. Systems, Unified.

Useful search intent

Enterprise AI platform, company knowledge assistant, voice and chat for business, CRM and ERP integration, connected operations. ONDC and India Stack wording must match configured capabilities.

Hypotheses to validate

Small businesses: a connected enquiry workflow. Growing teams: a shared customer picture. Enterprises: controlled access and oversight. Factories: equipment signals linked to safe business actions.

Evidence standard

Hypotheses are not customer results. No invented clients, metrics, certification, government affiliation, uptime, or latency guarantees. Generated photography illustrates scenarios.

Motion that tells a story.

Experience principles and release boundaries

Visual pacing

Four hero scenes, restrained camera movement, manual scene controls, pause, and reduced-motion support. Horizontal product browsing preserves a compact page.

Interaction priorities

Keep contact sales reachable. Show a company-specific preview URL. Label browser voice demonstrations clearly. Use concise content and accessible native controls.

Connected digital rails

Repository specifications include ONDC and India Stack discovery/routing. Live provider execution and network participation need approved deployment configuration.

Before public launch

Confirm Treps brand approval, deployment destination, sales contacts, privacy policy, CRM delivery, OTP provider, and approved social profiles. The preview is not a completed public deployment.