

BRAND KIT · V2 · 2026



Your daily panchang, digitally perfected.



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Everything needed to make MyPanchang look like itself,
anywhere it shows up.

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01 · THE BRAND

Know when to begin.

MyPanchang reads the Hindu calendar for exactly where you are and exactly now – the tithi, the nakshatra, the windows worth starting in – and says it plainly.



Your day, at a glance

Tithi, nakshatra, yoga and karana, with the moment each one turns over.



Ask when to begin

Luna answers real questions with real timings – not a generic chatbot.



Never open the app

Six widgets, on the Home Screen and the Lock Screen.

01 · VOICE

Calm, exact, warm.

We speak like someone who knows the panchang well and is glad to explain it. Never alarming, never vague, never mystical for effect.

SAY

"A good time to begin."

NOT

"Highly auspicious!!"

SAY

"Better to wait."

NOT

"Inauspicious – danger."

SAY

"5:27 – 6:10 AM"

NOT

"Early morning, roughly."

02 · LOGO

The logo.



THE MARK

The sky the app reads: the sun, the moon, and the twelve months around them. The same drawing as the app icon.

THE WORDMARK

MyPanchang in Luna Heavy, outlined, so it never depends on the font being installed.

TOGETHER

The caps center on the mark. Use the files; never rebuild the lockup by hand.

02 · LOGO

Four lockups.



MyPanchang

Horizontal

The default. Headers, covers, anywhere wide.



MyPanchang

Stacked

Square and tall spaces, splash screens.



Mark

Avatars and favicons, where the name is already said.

MyPanchang

Wordmark

Small text-led spots, next to the app icon.

02 · LOGO

Room to breathe.

Keep one cap height – the height of the M – clear on every side. Nothing else enters it.

**120 px · 30 mm**

Smallest horizontal lockup.

**56 px · 16 mm**

Smallest stacked lockup.

**20 px · 6 mm**

Smallest mark; below this the ring fills in.

02 · LOGO

Five colorways.



On Night
The default.



On Paper
Light grounds.



White
Moon Blue and photos.



Night
One color, on light.



Black
Stamps and engraving.



Badges put the mark on its own disc – for avatars and anywhere it sits on a busy ground.

02 · LOGO

Leave it as drawn.



⊗ Don't stretch it



⊗ Don't recolor it



⊗ Don't add effects



⊗ Don't rotate it



⊗ Don't rearrange it



⊗ Don't retype it

03 · APP ICON

The sky, in your pocket.

Built in Icon Composer as MyPanchangAppIcon.icon.
On iOS 26 the ring, sun and moon are layers of Liquid
Glass over the night-to-moon-blue gradient.



Default



Dark



Tinted

04 · COLOR

Night and moonlight.

The app is dark first. Night is the canvas, Moon Blue is the brand, Moonlight carries the words.

Night

#011322 · light #FEFDF8

RGB 1 19 34 · darkBlue

The canvas. Every screen starts here.

Moon Blue

#0587B1 · light #006D8F

RGB 5 135 177 · lightBlue

The brand color: the mark, actions, selection.

Moonlight

#FFFFFF · light #1C2224

RGB 255 255 255 · moonlight

Type and the mark on Night.

Paper

#FEFDF8

RGB 254 253 248 · darkBlue · light

The light canvas, warm rather than white.

04 · COLOR

Color carries meaning.

Favorable Gold

#F2CF82 · light #8A5A00

RGB 242 207 130 · favorable

A good time to begin.

Quiet Slate

#7D8AB3 · light #4E5878

RGB 125 138 179 · quiet

Better to wait. Never alarm red.

Lunar Violet

#A88CF2 · light #5D3FB3

RGB 168 140 242 · lunar

Luna, the assistant, and only Luna.

Info Teal

#66C7D9 · light #1A6D7A

RGB 102 199 217 · info

Detail and metadata beside Moon Blue.

Success

#058B05 · light #177A36

RGB 5 139 5 · lightGreen

Warning

#D7A308 · light #946200

RGB 215 163 8 · lightYellow

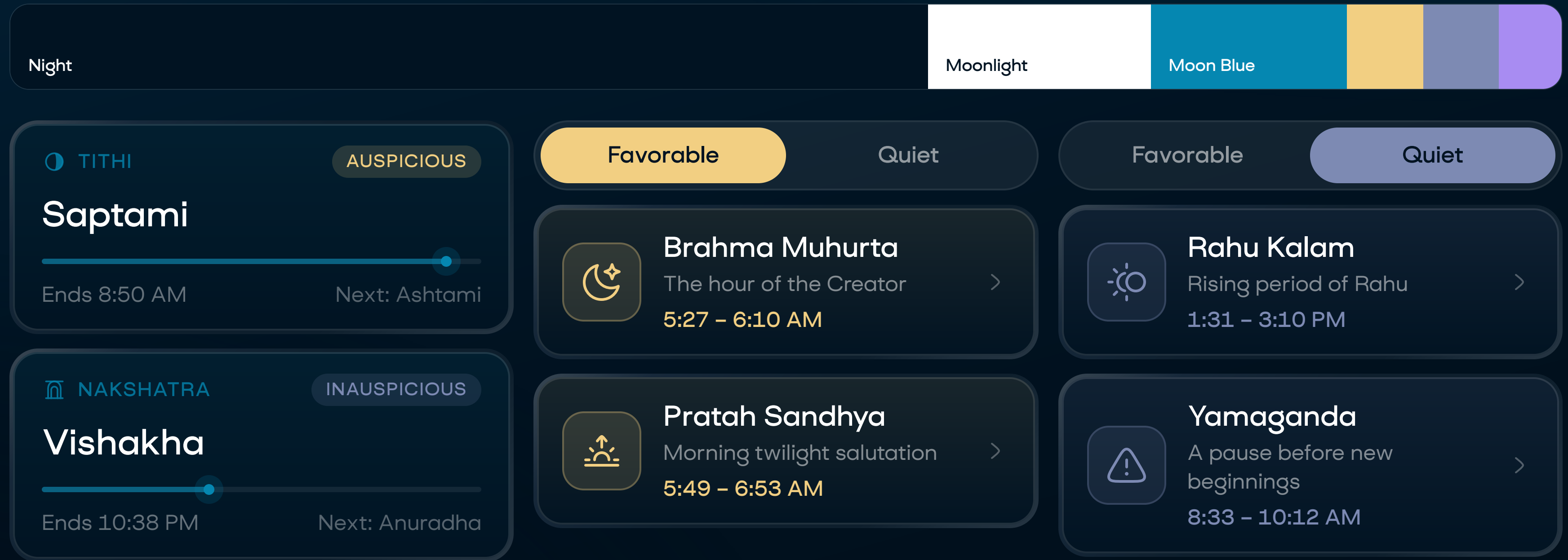
Error

#B10505 · light #B42318

RGB 177 5 5 · lightRed

04 · COLOR

Mostly night.



05 · TYPOGRAPHY

Luna.

Our typeface. Geometric, monoline, with a single-storey a and a g drawn for it. Open source under the SIL Open Font License, so it ships free in the app, on the web and in print.

Aaig

Panchang

BOOK

Panchang

BOLD

Panchang

HEAVY

Panchang

REGULAR

Panchang

XBOLD

Panchang

BLACK

05 · TYPOGRAPHY

One scale.

The app’s type levels, in points. Black and Heavy for display, Bold for labels, Regular to read. Overlines run uppercase with half a point of tracking.

Display 42/50

Saptami · 8:50 AM

Large Title 34/41

Saptami · 8:50 AM

Title 28/34

Saptami · 8:50 AM

Title 2 22/28

Saptami · 8:50 AM

Title 3 20/25

Saptami · 8:50 AM

Headline 17/22

Saptami · 8:50 AM

Body 17/22

Saptami · 8:50 AM

Callout 16/21

Saptami · 8:50 AM

Subheadline 15/20

Saptami · 8:50 AM

Footnote 13/18

Saptami · 8:50 AM

Caption 12/16

Saptami · 8:50 AM

Overline 11/14

SAPTAMI · 8:50 AM

05 · TYPOGRAPHY

Every script we read in.

Luna has companions for Devanagari, Gujarati, Tamil and Telugu, weighted to sit beside it – so a panchang in Hindi looks as considered as one in English.

पंचांग

DEVANAGARI · HINDI

પંચાંગ

GUJARATI

பஞ்சாங்கம்

TAMIL

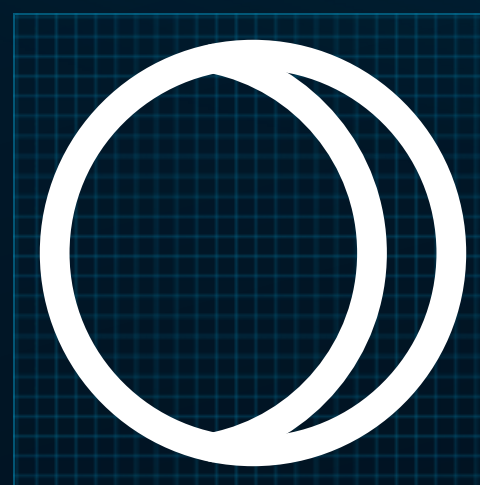
పంచాంగం

TELUGU

06 · ICONOGRAPHY

Drawn, not borrowed.

Our own library: a 24-point grid, a 1.5-point stroke, round caps and joins. Icons tint like text and hold their line at every size.



Every drawing sits on the 24-point grid. Lines are strokes; only the lit part of each tithi's moon and the rashi glyphs are filled.

NAVIGATION



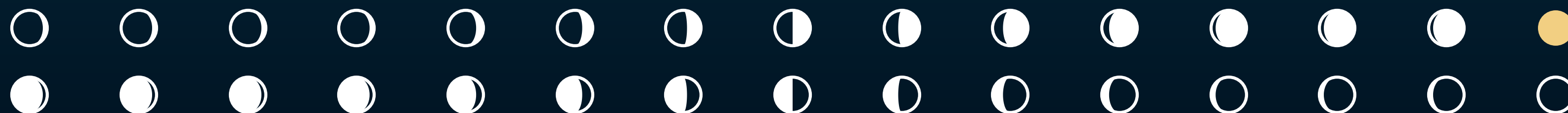
ELEMENTS AND EVENTS



06 · ICONOGRAPHY

Every tithi, drawn.

THE THIRTY TITHIS · SHUKLA, THEN KRISHNA



THE TWENTY-SEVEN NAKSHATRAS



RASHIS AND PERIODS



06 · GRAPHIC DEVICES

Arc, ring, moon.



The day arc

Home's arc: daylight in gold, favorable windows above the track, quiet ones below.



The ring

The mark's twelve months, cropped large and faint behind a layout.

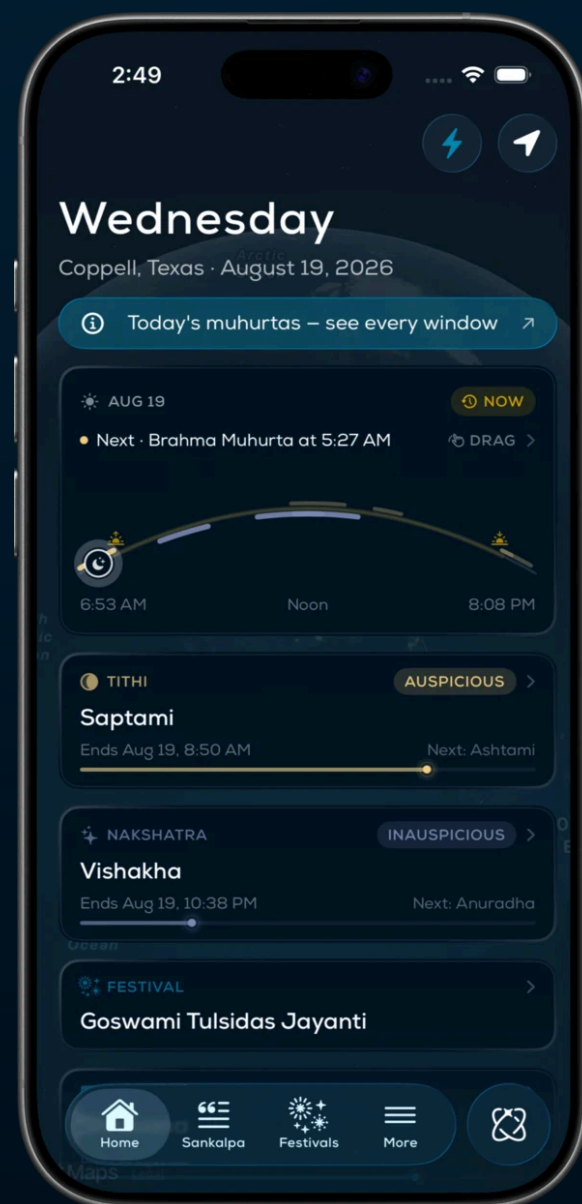


The moon

Rendered from NASA's own lunar color and elevation maps. Public domain.

07 · IN USE

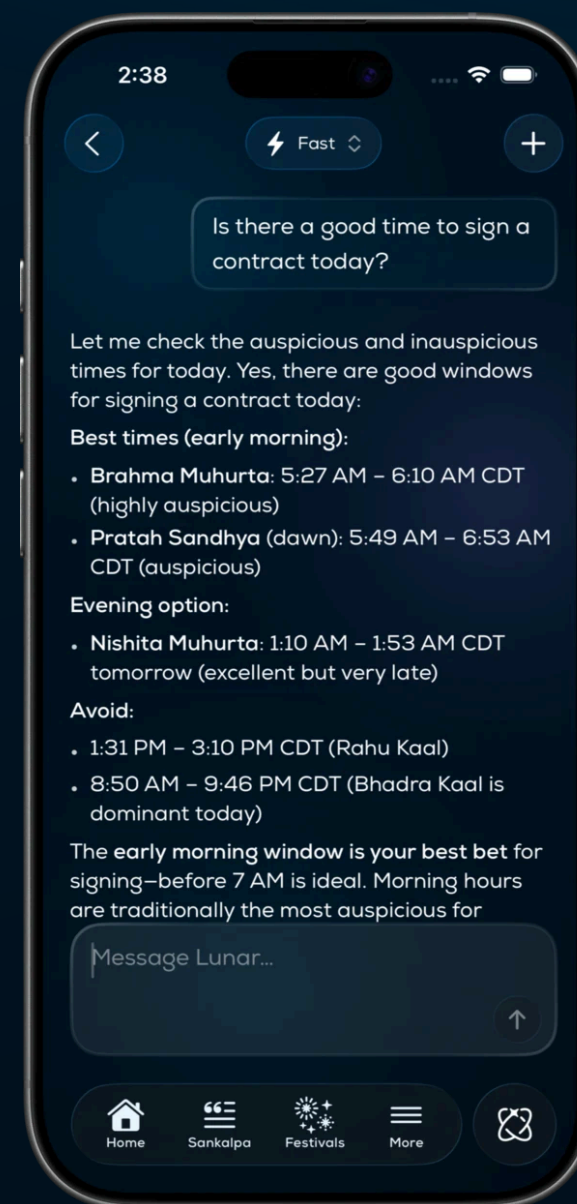
In the app.



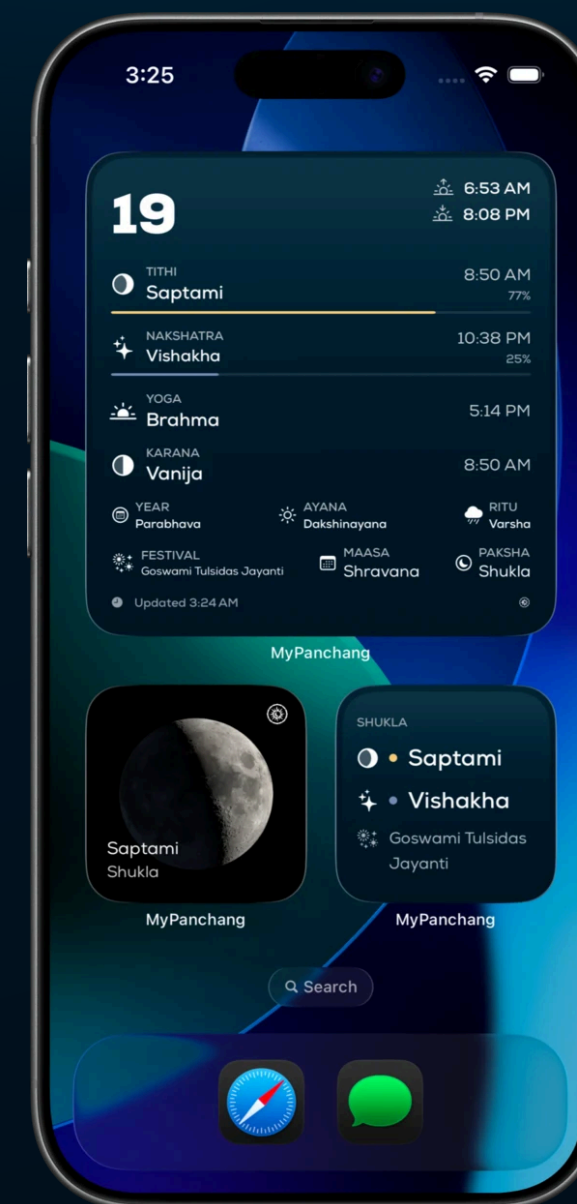
Home



Favorable Times



Luna



Widgets

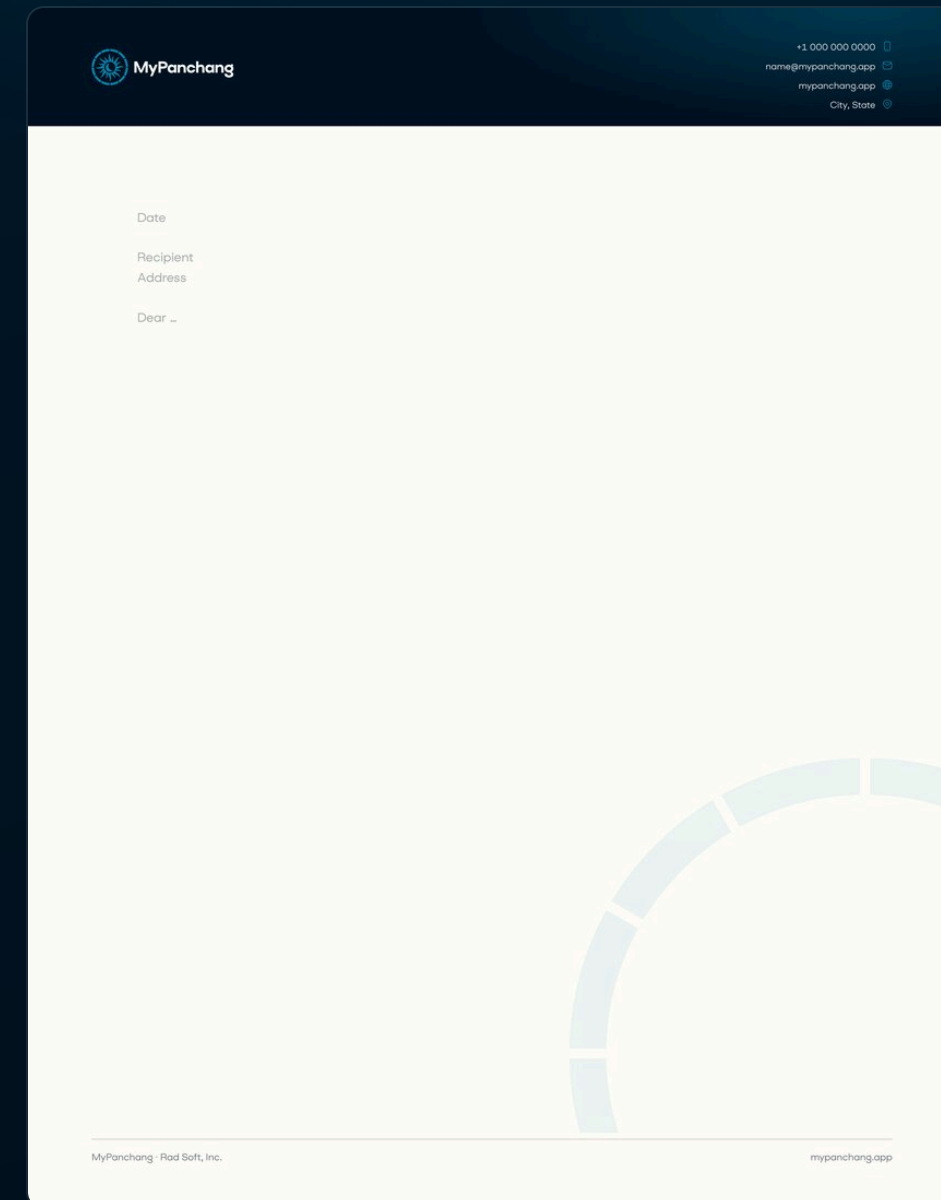
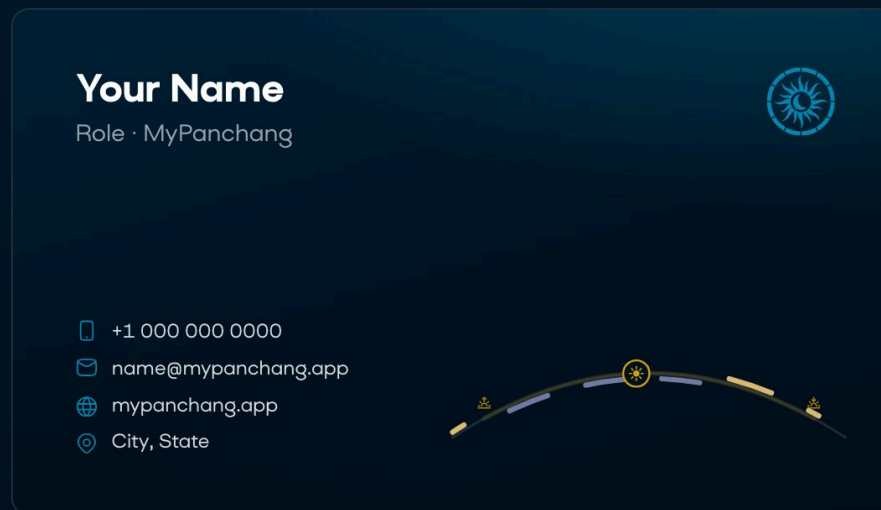
07 · IN USE

Social.

[illegible]

07 · IN USE

Stationery.



08 · FILES

Where it all lives.

Open index.html for this book. Every file below sits next to it.

01 Logo

SVG, PNG and PDF of every lockup and colorway, plus the badges.

02 App Icon

The 1024 master, rounded previews, dark and tinted.

03 Typeface

Luna TTF and WOFF2, the Indic companions, the license, a specimen.

04 Color

tokens.css, tokens.json, an Adobe swatch file, the palette.

05 Icons

All 226 drawings as SVG, sorted by family.

06 Social

Posts, story, covers, profile and link preview.

07 Stationery

Print-ready PDFs with bleed, and the email signature.

Brand Book.pdf

This book, one slide a page.

Know when to begin.



MyPanchang

mypanchang.app