



# BRAND GUIDELINES

April 2026



"TASTE WITHOUT WORRY"

"TASTE WITHOUT QUESTION"

**OJAS**  
TASTE WITHOUT WORRY



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TASTE WITHOUT WORRY



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01

Brand  
Heart

# What is OJA5?

OJA5 is a reflection of balance—where modern taste meets the enduring wisdom of the Sattvic diet, guided by its core ancient principles.

Rooted in Ahimsa, Simplicity, Purity, Mindfulness, and Harmony, the Hindu vegetarian diet emerges from this same philosophical foundation.

# Our Values

The **four core** principle for a Hindu vegetarian diet is as follow:

1. No animal of any kind or animal by product:  
This includes meat (such as beef, fish, and chicken) as well as eggs.
2. Avoid all allium vegetables:  
Foods such as onions, garlic, chives, scallions are excluded.
3. Dairy is permitted.  
Milk and milk-based products (such as ghee, yogurt) are included.
4. Emphasize fresh, plant-based food.  
This includes vegetables, fruits, and sprouted whole grain.

# Our Personality

## Respectful & Inclusive

Embracing diverse dietary paths and beliefs

## Compassionate & Caring

Putting customers' needs and well-being first

## Innovative & Thoughtful

Creating products that exceed expectations

## Authentic & Transparent

Clearly communicating ingredients, values, and intentions

## Empowering & Supportive

Helping customers feel confident in their choices

# Our Audience

- Individuals with spiritual or cultural dietary practices
- People with dietary restrictions (Hindu Vegetarian, Vegan, Allium-Free, Jain)
- Those seeking ethical or sustainable food choices
- Health conscious individuals

# Our Goal

At its essence, the Hindu vegetarian approach is deeply influenced by Sattvic principles, emphasizing clarity of mind, simplicity of ingredients, and respect for all living beings. The core values that connect Hindu vegetarian practices to the philosophy of the Sattvic diet are listed in “Our Values”.



# Our Mission & Vision

OJA5 is a foundational concept in Ayurveda, representing the vital energy and subtle essence that sustain physical health, immunity, mental strength, and spiritual radiance.

The Hindu vegetarian diet is rooted in this principle and is designed to maximize OJA5 by emphasizing sattvic foods—those that are pure, nourishing, and conducive to clarity of mind and spiritual growth.

Finally, our vision extends beyond serving only those who follow a Hindu vegetarian diet.

Our broader mission is to support anyone who embraces a sattvic lifestyle. This includes individuals who follow plant-based, vegetarian, vegan, Hindu, Jain, Buddhist, or low-FODMAP diets.



02

Logo

## Primary Logo

Our primary logo features a fun serif type of our name in ALL CAPS. Customize first letter 'O' to logo icon and make 'S' look like '5' refer to five elements: earth, water, fire, air, ether.

Tulsi leaves in Hindu rituals often symbolize nature, growth, or offerings.



# Background Variations



# Logo Variations

We have two main logos, one is our primary and other is our monogram that works best in small sizes when the primary logo is not legible enough. The primary logo must be used in all possible applications, otherwise we use the monogram.



## Primary Logo

When to use

Print: 24mm and up

Web: 120px and up



## Monogram

When to use

Print: 23mm - 7mm

Web: 119px - 6px

# Monograms/Icon





# Logo Variation Badge



# Logo Vertical



# Logo Vertical Variation



# Logo Exclamation



03

# Brand Colors

# Brand Colors

These are our brand colors. The different sizes of the colors represent the rough amount in which we use them in our brand.

Only use these colors and never add any additional colors to the designs.

## Sazerac

HEX FFF3DF  
R255 G243 B223  
CO M4 Y12 KO  
PMS #F1E6B2 7499 C

## Mosaic

HEX 143340  
R20 G51 B64  
C89 M67 Y53 K51  
PMS #1F2A44 533 C

## Curry Leaf

HEX 608E43  
R96 G142 B67  
C67 M25 Y97 K8  
PMS #719949 7490 C

## Glossy Wood

HEX C86433  
R200 G100 B51  
C16 M72 Y93 K4  
PMS #C4622D  
7583 C

## Satsuma

HEX F4A300  
R244 G163 B0  
C2 M41 Y100 KO  
PMS #F2A900  
130 C

04

# Typography

## Typefaces

Our main typefaces are Mansory Bold for 'O', Larken Extrabold for JA, 5 (customized) and TTNorms for taglines and the badges.

Mansory and Larken reflects our quirky and fun personality.

TTNorms Bold looks organic and natural just like our healthy food.

# Mansory

## BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvw

1234567890!@#\$%^&\*()\_+="':?><

# Larken

## EXTRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvw

1234567890!@#\$%^&\*()\_+="':?><

# TTNorms

## BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvw

1234567890!@#\$%^&\*()\_+="':?><

05

# Applications



06

# Dietary Guidelines

# Summary

DIET	PURPOSE	MEAT	DAIRY	EGGS	ONION/GARLIC	ROOT VEGETABLES
Low-FODMAP	Digestive health	yes	limited	yes	often	yes
Hindu Vegetarian	Religious/cultural	no	yes	no	no	yes
Jain	Extreme non-violence	no	usually	no	no	no
Vegan	Animal ethics	no	no	no	yes	yes
Allium-Free	Ingredient restriction	50/50	50/50	50/50	no	yes
Sattvic	Spiritual purity	no	yes	no	no	yes
Buddhist	Spiritual discipline	50/50	50/50	50/50	50/50	usually
Ekadashi	Spiritual discipline	no	yes	no	no	limited

# Detail 1

DIET	ALLOWED	AVOID
Low-FODMAP	Rice	Onion and garlic
	Potatoes	Wheat (large amounts)
	Most Meats	Beans and lentils
	Eggs	Apples, pears
	Lactose-free dairy	Milk (lactose)
	Fruits like banana or orange	Certain sweeteners (sorbitol, mannitol)
Hindu Vegetarian	Grains	Meat
	Lentils	Fish
	Vegetables	Often eggs
	Fruits	Onion and garlic are usually allowed (unless
	Dairy (milk, yogurt, ghee)	following sattvic rules)
Jain	Grains	Meat, fish, eggs
	Lentils	Root vegetables (potatoes, onions, garlic, carrots)
	Fruits	Honey
	Above-ground vegetables	
	Dairy (traditional Jain diet)	

# Detail 2

DIET	ALLOWED	AVOID
Vegan	Fruits	Meat
	Vegetables	Fish
	Grains	Eggs
	Legumes	Dairy
	Nuts	Honey
	Plant milks	any animal-derived ingredient
Allium-Free	Jain Diet	Onion
	Sattvic diet	Garlic
	Some Buddhist monastic traditions	Leeks
	Some digestive health diets	Shallots
		Chives
Sattvic	Fresh fruits	Meats
	Fresh vegetables	Eggs
	Whole grains	Onion and garlic
	Nuts	Alcohol
	Legumes	Very spicy or processed food
	Milk and ghee	
Buddhist	Vegetarian diet	Avoid "five pungent plants" (garlic, onion, etc.)
Ekadashi	Fruits	Grains: rice, wheat, barley
	Dairy	Legumes: beans, lentils, chickpeas, peas
	Nuts & seeds	Onion, garlic (stimulating foods)
	Vegetables	Meat, fish, eggs
	Others	Spicy, heavy, or fried foods in some traditions

07

Graphics

