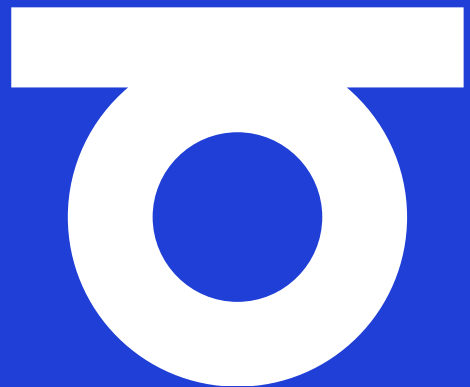

THULO TECHNOLOGY · EDITION 1.0 · OCTOBER
2026

Brand Guidelines

One way to look, write and build — so everyone who meets Thulo Technology, anywhere, sees the same company. Read the first page. Keep the rest for when you need it.



The brand on one page

If you remember nothing else, remember this page. Everything after it is detail.

LOGO



Use the files in **01-Logo**.
Never redraw it, retype it
or change it.

COLOUR



Blue and white do most of
the work. Night for text.
Lali is only a small spark.

FONTS

Aa कख

Inter for English. **Noto
Sans Devanagari** for
Nepali. Nothing else.

THE LINE



Every layout hangs from
one line at the top, like
Devanagari letters hang
from the शिरोरेखा.

PROMISE

**Big ideas,
made real.**

ठूला विचार, साकार
रूपमा।

VOICE

**Clear. Warm.
Capable.
Honest.**

Talk about what changes
for the customer, in plain
words.

Five rules that never change

- 01** Use the logo files exactly as they are. Never redraw, retype, stretch or recolour them.
- 02** Thulo Blue and white carry the brand. Night is for text. Lali is a small spark, never a background.
- 03** Inter for English. Noto Sans Devanagari for Nepali. No other fonts, ever.
- 04** Every layout hangs from one Line at the top. Content is left-aligned below it.
- 05** Write about the customer and what changes for them. Plain words, real proof, no hype.

Big ideas, made real.

Who we are, why the name, and the one promise everything else serves.

THE NAME

ठूलो (thulo) means *big* in Nepali.

People bring us big ideas and hard problems. Our job is to turn them into something that works in real life — every day, for real people.

WHAT WE DO

We build systems that help people and businesses.

AI software for organisations, and our own apps and games used every day.

OUR PROMISE

Big ideas, made real.

ठूला विचार, साकार रूपमा।

Use it as a sign-off, not a headline on every post.

What we believe

01

Useful over impressive

We build what people will actually use. A working system beats a clever demo.

02

Clear over clever

Plain words, simple screens, honest numbers. If it needs explaining twice, make it simpler.

03

Built to last

Careful engineering, secure by default, easy to maintain. We think in years, not launches.

04

People first

The customer is the hero. We are the guide. Their success is our story.

The customer is the hero

THE HERO

Our customer

A person or business with a big idea or a hard problem.

THE GUIDE

Thulo Technology

Clear thinking, careful engineering and honest advice.

THE RESULT

Something real

A system that works, gets used, and keeps getting better.

How to describe us

ONE LINE

Thulo Technology builds AI software, apps and games that help people and businesses do more.

STANDARD (ABOUT US, PROFILES, PROPOSALS)

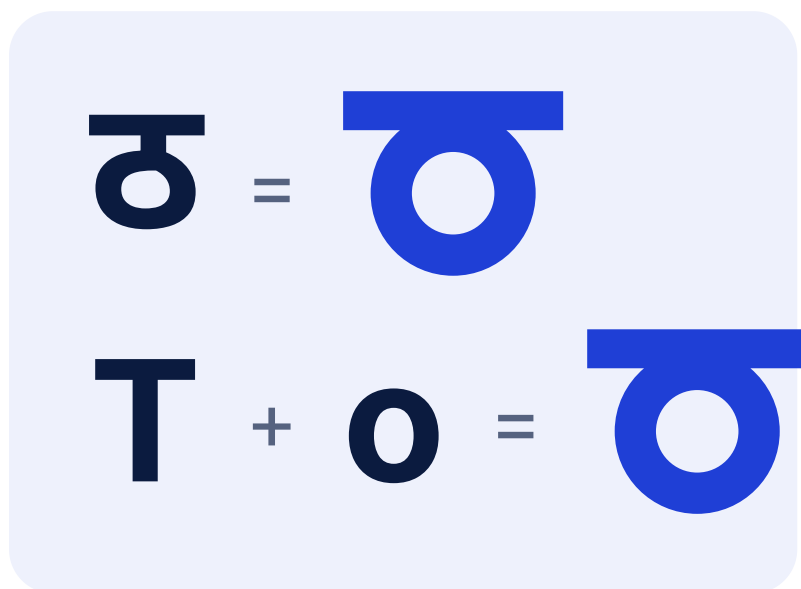
Thulo Technology is a technology company from Nepal. We build systems that help people and businesses: AI software for organisations, and our own apps and games used every day. Thulo (ठूलो) means “big” in Nepali — we take big ideas and make them real.

NEPALI · नेपाली

ठूलो टेक्नोलोजी मानिस र व्यवसायलाई सहयोग गर्ने प्रविधि कम्पनी हो। हामी संस्थाहरूका लागि AI सफ्टवेयर, र दैनिक प्रयोग हुने आफ्नै एप तथा गेमहरू बनाउँछौं।

One line holds everything.

Our symbol is the Nepali letter ठ, drawn with geometry. It is the first letter of our name, and it carries our whole idea.



Why ठ

In Devanagari, every letter hangs from one line at the top: the शिरोरेखा (shirorekha). Take the line away and the word falls apart.

Our symbol is that line, with the loop of ठ hanging from it. ठ is the first letter of ठूलो.

Read it in English and it is the **T** and the **o** of Thulo — the first and last letters — joined into one shape.

That is our work: we build the line that holds things together — the systems that carry people and business.

The four logos



Horizontal · primary

Use this first, wherever it fits.



Vertical Square and tall spaces: signs, merch, covers.



Symbol Small spaces: app icons, favicons, stamps.

ठ ठूलो
टेक्नोलोजी

Nepali

Materials written in Nepali.

The wordmark "Thulo" is drawn by hand on the same geometry as the symbol — it is not a font. "TECHNOLOGY" is Inter SemiBold. Always use the files; never type the logo.

Colour versions

ठ Thulo
TECHNOLOGY

Blue On White or Himal

ठ Thulo
TECHNOLOGY

White On Thulo Blue

ठ Thulo
TECHNOLOGY

White On Night or dark photos

ठ Thulo
TECHNOLOGY

Blue On Himal

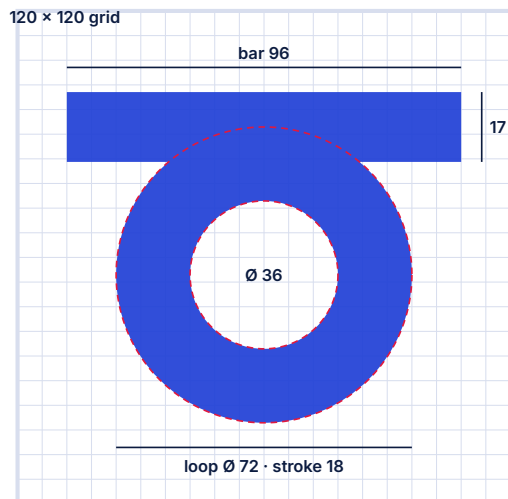
ठ Thulo
TECHNOLOGY

Black One-colour print only: stamps, engraving, newspaper



Always one colour The logo is never two colours.

How it is built



Drawn on a 120-unit grid. One stroke weight (18). The bar is 6% thinner so it looks equal to the eye. The loop is a perfect circle, its hole exactly half its width. The master is generated from these numbers, so it can be rebuilt exactly, forever.



Clear space

Keep empty space around the logo at least **x** = half the width of the loop. Nothing else goes inside it — no text, no edge of the page.

Smallest sizes

Horizontal 120 px wide on screen · 30 mm in print

Vertical 80 px wide · 20 mm

Symbol 16 px · 5 mm

Smaller than this? Use the symbol alone.

Never do this



✗ Do not stretch or squash



✗ Do not rotate



✗ Do not change the colour



✗ Do not add gradients



✗ Do not add shadows or effects



✗ Do not move or resize the parts



✗ Do not use on low contrast



✗ Do not retype the name

Which file do I use?

YOU ARE MAKING	USE	FILE
Website header, online documents	Horizontal · blue · SVG	thulo-horizontal-blue.svg
Word, Google Docs, PowerPoint	Horizontal · blue · PNG 1200px	thulo-horizontal-blue-1200px.png
On Thulo Blue, Night or a photo	Any lockup · white	thulo-horizontal-white.svg
Printing: cards, banners, signs	Any lockup · PDF	thulo-horizontal-blue.pdf
Square or tall spaces	Vertical	thulo-vertical-blue.svg
Small spaces under 120px wide	Symbol	thulo-symbol-blue.svg
Social media profile picture	Avatar · 1080px	thulo-avatar-blue-1080px.png
App store, launcher icon	App icon · 1024px	thulo-app-icon-square-1024px.png
Website tab icon	Favicons folder	paste-in-html-head.txt
Nepali-language materials	Nepali lockup	thulo-nepali-blue.svg
One-colour print: stamp, engraving, fax	Any lockup · black	thulo-horizontal-black.svg
T-shirts, caps, bags	Merchandise folder	tshirt-chest-logo-white-90mm.svg

SVG for websites and design tools (sharp at any size). **PDF** for printers. **PNG** for Word, PowerPoint, Canva and chat apps.

Blue does the talking.

Five colours. Thulo Blue is ours — use it with confidence and a lot of white space. Every name comes from Nepal.

Thulo Blue #1F3FD6 RGB 31 63 214 CMYK 88 72 0 0 Our colour. Logo, buttons, links, key shapes.	Night #0B1B3F RGB 11 27 63 CMYK 100 85 35 50 Text and dark backgrounds.	Himal #EEF1FC RGB 238 241 252 CMYK 6 4 0 0 Soft backgrounds, cards and panels.	White #FFFFFF RGB 255 255 255 CMYK 0 0 0 0 Space. The most used colour of all.	Lali #E0193F RGB 224 25 63 CMYK 0 95 70 0 The spark. Small highlights only (5% or less).
---	---	--	--	--

Where the names come from

Thulo Blue our colour. Deep and confident, like a clear Himalayan sky.

Night the sky over the mountains after dark. For text and dark backgrounds.

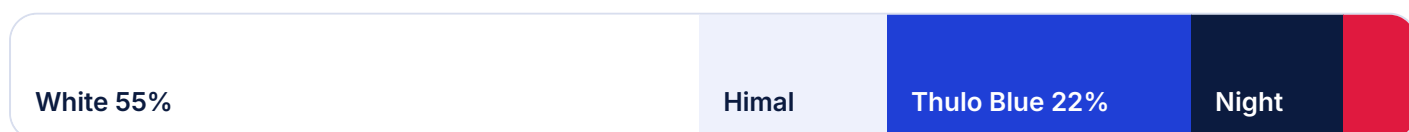
Himal हिमाल, the snow mountains. A soft background.

Lali from लालीगुराँस, the rhododendron, Nepal's national flower, in crimson, Nepal's national colour.

Supporting colours

Slate #55627F RGB 85 98 127 CMYK 60 45 20 20 Secondary text, captions, icons.	Rule #D8DEEE RGB 216 222 238 CMYK 15 10 0 0 Borders and dividers.
---	---

How much of each



Lali: 5% or less. One word, one dot, one small shape. Never a background, never the logo, never two Lali things in one layout.

Text and background pairs

	PAIR	CONTRAST	GRADE (WCAG)	USE
	Night on White	16.9 : 1		Body text, headlines
	Thulo Blue on White	7.7 : 1		Logo, links, headlines
	White on Thulo Blue	7.7 : 1		Text on blue panels
	White on Night	16.9 : 1		Text on dark panels
	Night on Himal	15.0 : 1		Text on soft panels
	Slate on White	6.1 : 1		Captions, secondary text
	Lali on White	4.8 : 1		A highlight word, 18px and bigger
	Thulo Blue on Night	2.2 : 1		Never put blue on Night
	Lali on Thulo Blue	1.6 : 1		Never put Lali on blue

For product screens

Apps and websites need more shades. Use only this scale (in **05-Web-and-App**). 500 is Thulo Blue. Text on 400 or lighter must be Night.

50	100	200	300	400	500	600	700	800	900	950
#EEF1FC	#DCE6FC	#BACDF9	#8BA9F2	#557CE6	#1F3FD6	#1B39B9	#17339C	#132C7E	#0E245D	#0B1

- Success** #0E7C55

Product screens only: done, saved, paid.
- Warning** #B45309

Product screens only: needs attention.
- Error** #E0193F

Product screens only: failed or blocked (same as Lali).

Functional colours show status in product screens only. Never use them in marketing or for decoration.

Printing colour

Screens show colour with light (RGB); paper uses ink (CMYK). The CMYK values above are tuned starting points for coated paper. **Always ask the printer for a printed proof and compare it to this page on a good screen before printing a large run.**

For spot-colour jobs (signs, merch), the printer matches Thulo Blue to the nearest Pantone. Write the approved number here and in 02-Colours so every printer uses the same one:
Pantone _____ C.

Two fonts. One voice in two scripts.

Both are free forever (SIL Open Font License), work on every device, and are already in Canva and Google Docs.

Inter English · everything

Aa

Regular **SemiBold**
Bold ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Designed for screens,
readable at every size.
Headlines, body, buttons,
documents, apps.

Noto Sans
Devanagari

Nepali · everything

कख

नियमित मध्यम गाढा

अ आ इ ई उ ऊ ए ऐ ओ औ
क ख ग घ ङ च छ ज झ ञ ट
ठ ड ढ ण त थ द ध न
० १ २ ३ ४ ५ ६ ७ ८ ९

Made by Google to match
Latin fonts. Unicode, so it
works everywhere Nepali is
typed.

JetBrains Mono

Code only

{ }

```
const idea = "big";  
build(idea) // →  
real
```

Only for code, data and
technical values in docs and
slides.

Sizes

ROLE	SCREEN	PRINT	WEIGHT	LINE HEIGHT	EXAMPLE
Display	64 px	40 pt	ExtraBold 800	1.05	Big ideas
Heading 1	48 px	28 pt	Bold 700	1.1	Heading one
Heading 2	36 px	20 pt	Bold 700	1.15	Heading two
Heading 3	24 px	14 pt	SemiBold 600	1.3	Heading three
Body	16–18 px	10–11 pt	Regular 400	1.6	Clear sentences that are easy to read.
Small	14 px	8.5 pt	Regular 400	1.5	Captions, notes and credits.
Label	12 px	7.5 pt	SemiBold 600, +8%	1.4	SECTION LABEL

✓ Do

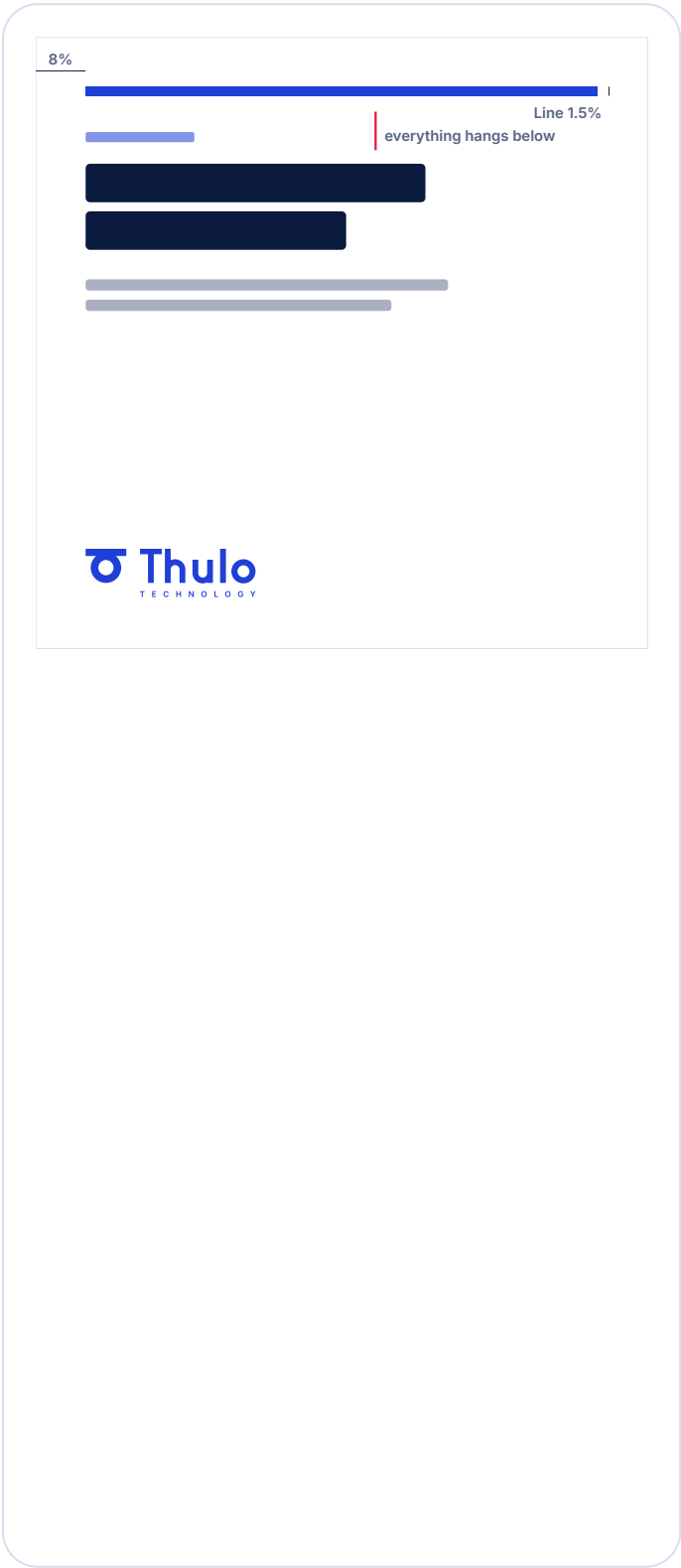
- Write headlines in sentence case: “Big ideas, made real.”
- Left-align text. Centre only short titles on covers.
- Tighten big headlines slightly (–2% to –4% letter spacing).
- Give Nepali text more line height (1.5–1.75).
- Use two weights per layout: one bold, one regular.

✗ Don't

- Use any other font — not Poppins, Montserrat, Arial (except where software forces it, like email).
- Use Preeti, Kantipur or any non-Unicode Nepali font. Only Unicode Nepali.
- Write headlines in ALL CAPS or Title Case.
- Stretch, outline, or add shadows to text.
- Letter-space Devanagari. It breaks the शिरोरेखा.

Everything hangs from the Line.

Our layouts are built like Devanagari: one strong line at the top, and everything hangs below it. This one habit makes all our work recognisable.



The Line

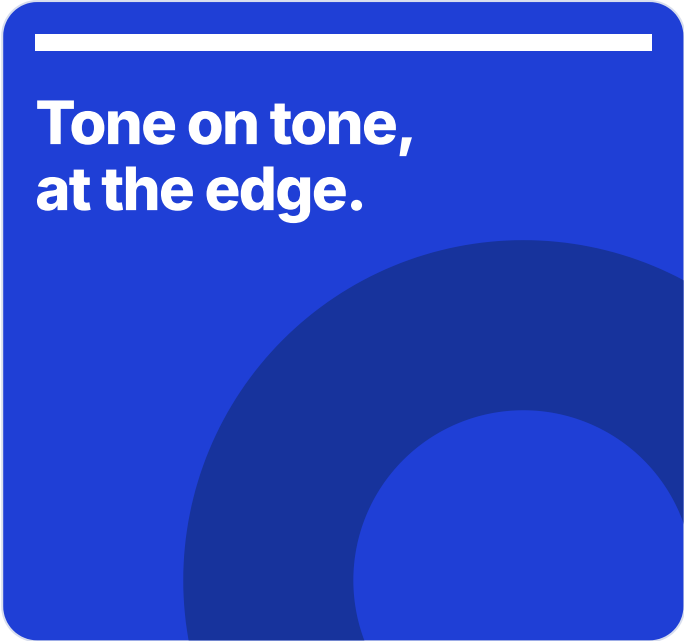
- ✓ One Line per layout, at the top margin, from margin to margin.
- ✓ Blue on light backgrounds. White on blue or Night.
- ✓ Below it: a small label, the headline, the text — all left-aligned.
- ✓ The logo sits at the bottom left, or hangs directly below the Line.
- ✗ Never vertical, diagonal, dashed, in Lali, or used to underline a headline.

FORMAT	MARGIN	LINE THICKNESS
Social post 1080 × 1080	88 px	16 px
Story 1080 × 1920	96 px	18 px
Slide 16:9	0.75 in	0.08 in
A4 letterhead	20 mm	1.6 mm
Business card	6 mm	1.1 mm

The Loop

The loop from the symbol, very large, cut off by the edge of the page. Use it to add depth to covers, banners and backgrounds.

- ✓ Tone on tone only: a lighter blue on Thulo Blue, white on Himal.
- ✓ One per layout, at an edge or corner.
- ✗ Never behind text where it lowers contrast. Never in Lali. Never a full circle in the middle.



Tone on tone,
at the edge.

Photos, icons and illustration

PHOTOS

- ✓ Real people, real work, real places — in Nepal and around the world.
- ✓ Natural light. Honest moments. Our product on real screens.
- ✗ Robots, glowing brains, flying code, handshakes, stock smiles.
- ✗ Heavy filters or colour tints.

ICONS

- ✓ Simple line icons: 24 px grid, 2 px stroke, rounded ends.
- ✓ One colour: Thulo Blue or Night.
- ✓ Use one free set everywhere: **Lucide** (lucide.dev).
- ✗ 3D, emoji, or mixing icon styles.

SCREENSHOTS

- ✓ Show the real product. Crop to the part that matters.
- ✓ Simple device frame or rounded corners (12 px), on Himal.
- ✗ Fake dashboards or made-up numbers. Label concepts as "Concept".

Say what changes for them.

We sound like a skilled friend who builds things: plain words, short sentences, no hype. The customer is the hero of every sentence.

CLEAR

Short sentences.
Everyday words.
One idea at a time.

WARM

Write to one person. Say "you" and "we".
Be kind.

CAPABLE

Show how. Give a next step. Sound sure, never loud.

HONEST

Real numbers, real limits. Never promise what we can't prove.

Make this change every time

INSTEAD OF "We are a leading AI product development company."	WRITE "Launch the product your customers are waiting for."
INSTEAD OF "We use the latest LLMs, agents and cloud infrastructure."	WRITE "Turn hours of manual work into minutes."
INSTEAD OF "Revolutionise your business with groundbreaking AI!"	WRITE "Start with one problem. Solve it well. Then grow."
INSTEAD OF "Learn more about our services."	WRITE "Tell us your idea →"

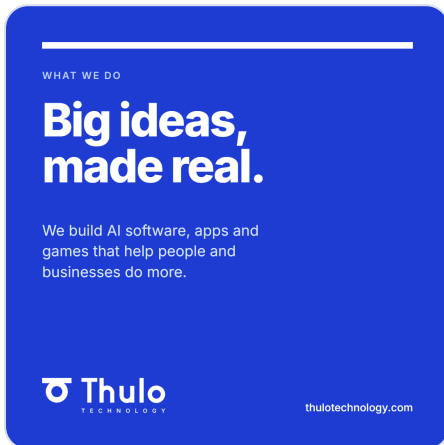
Writing rules

Our name	“Thulo Technology” in full the first time, then “Thulo”. In Nepali: ठूलो टेक्नोलोजी. ✗ ThuloTech · Thulo Tech · THULO · Thulo Technologies · thulo technology
Website	thulotechnology.com — always lowercase, no “www”, no “https://” in print.
Spelling	British English: colour, organisation, centre, programme.
Dates and time	24 October 2026 · 3:00 pm NPT (UTC+5:45). For global clients, add their time zone.
Money and numbers	NPR 25,000 · USD 1,200 · 4.5% · Write one to nine in words, 10 and above in figures.
Phone	+977 98XX XXX XXX
Headlines	Sentence case. No exclamation marks. Under ten words.
Calls to action	Say exactly what happens: “Book a call”, “Try the app”, “Tell us your idea”. Never “Click here” or “Learn more”.
About AI	Say what it does for the person, not which model it uses. Explain human review, limits and how data is handled when it matters.
Two languages	Write Nepali and English separately — don’t mix scripts in one sentence, except names and words like AI or app.

Ready-made, so every piece matches.

Start from these templates instead of a blank page. Click any picture to open it full size. Every file is in 04-Templates.

Social media



Post · blue

post-square-blue-1080x1080



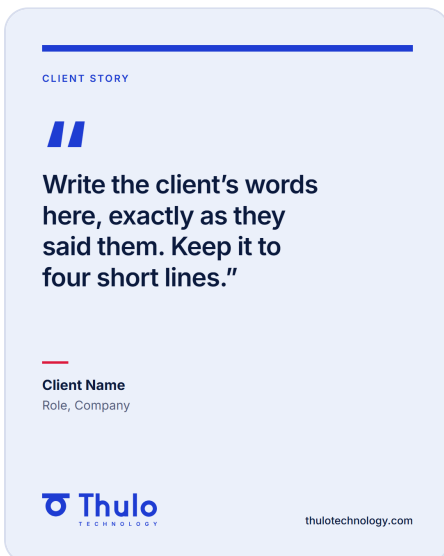
Post · light

post-square-light-1080x1080



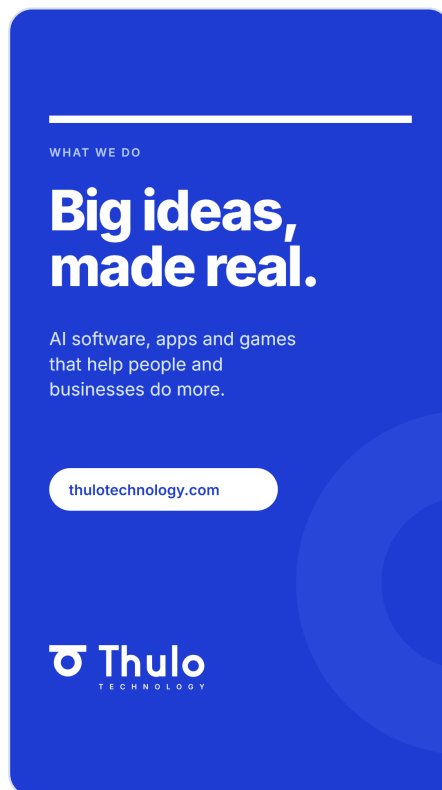
Post · Nepali

post-square-nepali-1080x1080



Post · client words

post-portrait-quote-1080x1350



Story

story-blue-1080x1920



Profile picture

thulo-avatar-blue-1080px



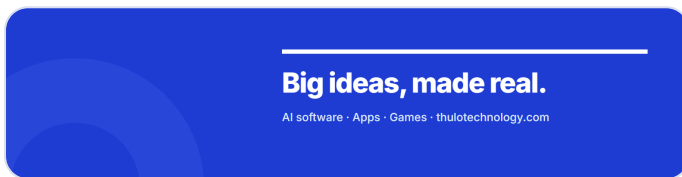
Facebook cover

cover-facebook-1640x624



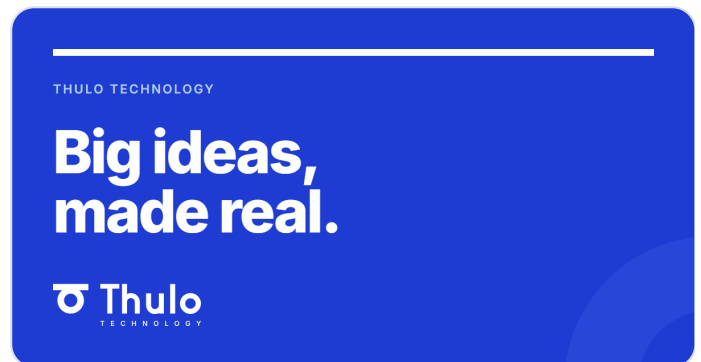
YouTube banner

banner-youtube-2560x1440



LinkedIn cover

cover-linkedin-1584x396



Link preview (website share image)

link-preview-1200x630

Make a post in Canva in five steps

1

In Canva, open **Brand Kit**. Add the logos from 01-Logo, the five colours, and the fonts Inter and Noto Sans Devanagari.

2

Create a 1080 × 1080 design. Add the Line: a rectangle 904 × 16 px, 88 px from the top and sides.

3

Hang the label, headline (Inter ExtraBold) and text below it, left-aligned, 88 px from the left.

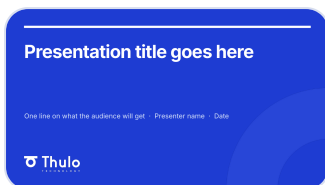
4

Put the logo at the bottom left, 300 px wide, 88 px from the bottom. Website at the bottom right.

5

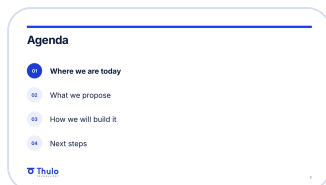
Check: one message, one Line, at most one Lali touch, nothing inside the margins. Save it as your Canva template.

Meetings and presentations



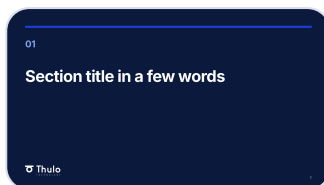
Title

Thulo-Presentation-Template.pptx



Agenda

Thulo-Presentation-Template.pptx



Section

Thulo-Presentation-Template.pptx



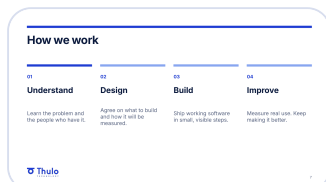
Content

Thulo-Presentation-Template.pptx



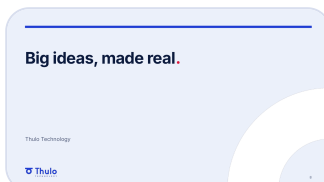
Numbers

Thulo-Presentation-Template.pptx



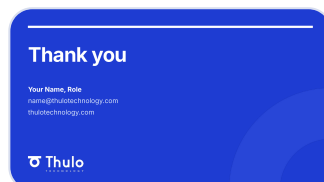
Steps

Thulo-Presentation-Template.pptx



Statement

Thulo-Presentation-Template.pptx



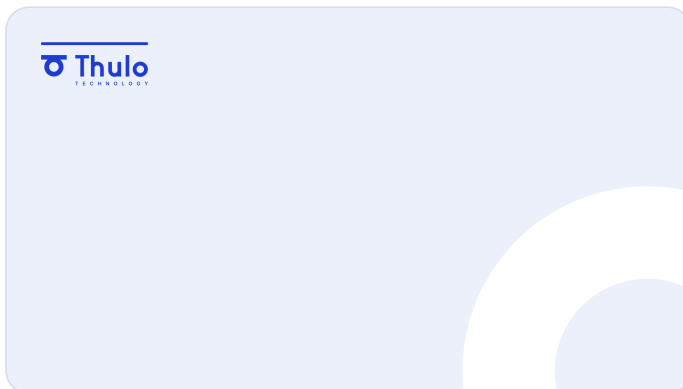
Closing

Thulo-Presentation-Template.pptx



Meeting background · blue

virtual-background-blue-1920x1080

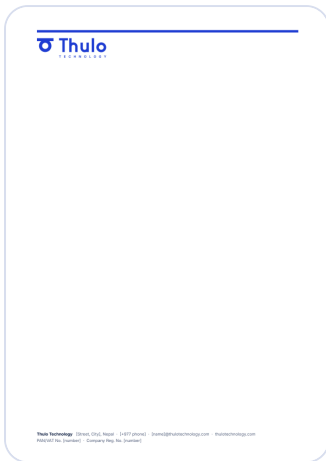


Meeting background · light

virtual-background-light-1920x1080

Install the fonts first (03-Fonts). In PowerPoint use **Home > New Slide** to pick a ready layout. Send decks as PDF so they look right on every computer.

Print, documents and email



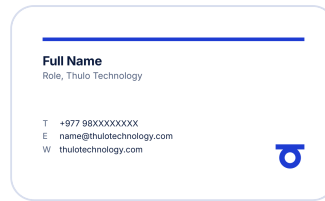
Letterhead A4

Thulo-Letterhead.docx · Thulo-Letterhead-A4-print.pdf



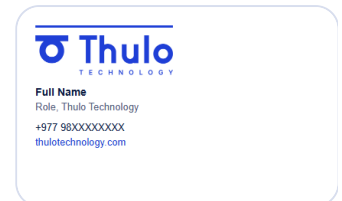
Business card · front

Thulo-Business-Card-print.pdf



Business card · back

business-card-EDIT-ME.html



Email signature

email-signature.html

Business card: 3.5 × 2 in (88.9 × 50.8 mm) with 3 mm bleed — ready for any print shop. Letters: type in the Word letterhead, then send as PDF.

T-shirts and merchandise



Blue tee · white chest logo



White tee · blue chest logo



Night tee · back print



White tee · back print

✓ Shirt colours: Thulo Blue, Night or White only. Print one colour: white or Thulo Blue.

✓ Chest logo 90 mm wide. Back print up to 280 mm wide. Files ready in 04-Templates/4-Merchandise (English and Nepali).

✗ No black, grey or coloured shirts. No logo bigger than 90 mm on the front.

One company. Many products.

How the Thulo Technology name works with client work, our apps and our games.

THE COMPANY

Thulo Technology

The only master brand.
Used for the company,
client services, hiring, and
as the publisher of every
app and game.

CLIENT WORK

Their brand, our care

What we build for clients
carries the client's brand.
Where allowed, add a
small credit: "Built by
Thulo Technology".

OUR APPS AND GAMES

Own name, own icon

Each product gets its own
name and icon. Thulo
Technology appears as
the publisher: in store
listings, the About screen
and a short splash (2
seconds or less).

✓ Do

Store developer name: exactly "Thulo Technology".

In-app About screen: symbol + "A Thulo Technology product".

Product names: short, easy to say in English and Nepali, checked for trademark, domain and store name first.

✗ Don't

Create sub-brands like "Thulo AI", "Thulo Labs" or "Thulo Games" without the brand owner's written approval.

Use the Thulo symbol as a product's app icon.

Put the Thulo logo bigger than the product logo on product screens.

Everything, ready to download.

Download the complete kit once and keep it. Use only these files — if something is missing, ask the brand owner; don't make your own.

ZIP

Everything

The complete brand kit: logos, colours, fonts, templates, web files and this guide.

[Download ↓](#)

ZIP

All logos

Every logo in SVG, PDF and PNG, in blue, white and black, plus app icons.

[Download ↓](#)

ZIP

All templates

Social media, presentation, letterhead, business card, T-shirts, email signature.

[Download ↓](#)

ZIP

Fonts

Inter, Noto Sans Devanagari and JetBrains Mono, with install steps.

[Download ↓](#)

ASE

Colour swatches

For Adobe, Affinity, Figma (ASE), GIMP/Inkscape (GPL) and spreadsheets (CSV).

[Download ↓](#)

PPTX

Presentation

PowerPoint template, 16:9, with every layout ready.

[Download ↓](#)

DOCX

Letterhead

Word letterhead (A4). Type your letter, send it as PDF.

[Download ↓](#)

ZIP

Web and app code

CSS, design tokens, Tailwind preset, Flutter theme and favicons.

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PDF

This guide as PDF

To print or send. The same content as this page.

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What is inside

Brand Kit/	
└─ Thulo-Brand-Guidelines.html	this guide (open in any browser)
└─ Thulo-Brand-Guidelines.pdf	this guide to print or send
└─ 01-Logo/	horizontal · vertical · symbol · nepali · app icons
	each in SVG, PDF and PNG · blue, white, black
└─ 02-Colours/	ASE, GPL, CSV swatches and a palette picture
└─ 03-Fonts/	Inter · Noto Sans Devanagari · JetBrains Mono + install steps
└─ 04-Templates/	
└─ 1-Social-media/	posts, story, covers, banners (SVG to edit, PNG to use)
└─ 2-Meetings-and-presentations/	PowerPoint template, meeting backgrounds
└─ 3-Print-and-documents/	Word letterhead, print PDFs, business card
└─ 4-Merchandise/	T-shirt print files (English and Nepali)
└─ 5-Email-signature/	
└─ 05-Web-and-App/	CSS, design tokens, Tailwind, Flutter, favicons
└─ 06-Source/	how every logo file is generated (for engineers)
└─ Downloads/	ZIP files of all of the above

Built to last.

A brand lasts when the core never moves and everything around it is allowed to grow. This is how we keep it that way.

NEVER CHANGES

The name: Thulo Technology · ठूलो टेक्नोलोजी

The symbol ठ and the Thulo wordmark

Thulo Blue #1F3FD6

Inter and Noto Sans Devanagari

The Line

The promise: Big ideas, made real.

CAN GROW

New templates for new channels and formats

Campaign lines and headlines

Photography and product screenshots

Product names and product icons

Shades for product screens, from the official scale only

Who decides

One brand owner

The founder (or a person they name in writing) owns this guide. Only they approve changes and exceptions.

Editions, not edits

Any change becomes a new edition: 1.1 for additions (a new template), 2.0 for a change to the core. Old files are archived, never mixed.

Protect it

Register the name and symbol as trademarks — in Nepal at the Department of Industry, and in each country where you sell. Keep the domain and social names renewed.

Before anything goes out — check

- ✓ The logo is an official file, the right version for the background, with clear space.
- ✓ Colours are only from this guide. Lali is used once or not at all.
- ✓ Fonts are Inter and Noto Sans Devanagari (Unicode). Nothing else.
- ✓ The layout hangs from one Line. Text is left-aligned. Margins are clear.
- ✓ The headline is about the customer. One message. Sentence case.
- ✓ Every claim and number is true and can be proven.
- ✓ Text contrast passes the table in Colour.
- ✓ Spelling, name and website are written exactly right.

History

EDITION	DATE	CHANGE
1.0	October 2026	First edition. New symbol ਠ, wordmark, colours, fonts, the Line, templates and downloads. Replaces the earlier blue T concept.

