

BRAND BOOK · V1.1 · APRIL 2026

eCourtsIndia

brand guidelines.

The single source of truth for how eCourtsIndia looks, sounds, and shows up across product, marketing, blog, and social. Built on Court Navy + Gavel Gold, anchored to Indian judicial vocabulary, and tuned to the real patterns of our live site.

01 · Mission

02 · Logo

03 · Colour

04 · Typography

05 · Voice

06 · Visual language

07 · Photography

08 · UI vocabulary

09 · Motion

10 · Asset library

CHAPTER 01 · MISSION

Why we exist.

India's judiciary runs on paper, portals, and patience. eCourtsIndia indexes it — making every case, judgement, lawyer, litigant, and judge searchable in seconds. The brand exists to make a notoriously opaque system feel clear, credible, and quietly powerful. Think **Bloomberg Terminal for Indian law**, not *startup legaltech*.

PRINCIPLE

Clarity over cleverness

Every design decision defaults to the plainest possible expression. We never hide information behind aesthetic.

PRINCIPLE

Earned authority

We look like a reference — not a product. Serif headlines, tabular numbers, no startup gradients, no "AI sparkle".

PRINCIPLE

Indian by default

Our visual language pulls from Indian judicial culture — the Supreme Court, the Constitution, the CNR, the Ashoka chakra. Never western courtroom tropes.

CHAPTER 02 · LOGO

The mark.

Our logo is the **scales-of-justice inside a rounded square**, paired with the wordmark **eCourtsIndia.com**. Two primary lockups (horizontal + icon), two colourways (navy + reversed white). No other variants. Ever.

PRIMARY LOCKUPS



ICON MARK — FOR FAVICONS, APP ICONS, SMALL PLACEMENTS

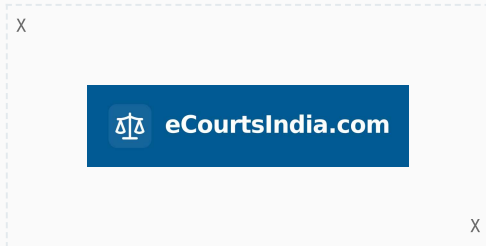


CLEAR SPACE & MINIMUM SIZE

Clear space: always leave padding equal to the height of the icon mark on all four sides. Nothing — other logos, text, edges — may encroach.

Minimum size:

- Horizontal lockup: 160px / 40mm wide
- Icon mark: 24px / 8mm wide



DO

- Use the navy lockup on Parchment, Mist, or white backgrounds
- Use the white lockup on Court Navy, Ink, or full-bleed photography
- Preserve aspect ratio — scale proportionally only
- Allow 1x icon-height of clear space on all sides

DON'T

- Recolour the mark outside Navy / White
- Apply gradients, drop shadows, strokes, or bevels
- Rotate, skew, stretch, or outline
- Place on busy photography without a scrim
- Use the icon mark on its own when space allows the wordmark

CHAPTER 03 · COLOUR

Palette.

Court Navy does 60% of the work, Gavel Gold 10%, neutrals the remaining 30%. Tricolour (saffron + white + green) appears only as a thin accent stripe on judicial bench illustrations — never as a brand gradient.

CORE PALETTE



#003557

Court Navy

#003557

Primary brand colour. Header, logo, large type, key CTAs. Use for 60% of any composition.



#005B94

Writ Blue

#005B94

Secondary navy tint. Hover states, gradients, supporting type on dark backgrounds.



#F59E0B

Gavel Gold

#F59E0B

Primary accent — max 10% of any composition. Highlights, key numbers, single-word emphasis.



#0E7C86

Writ Teal

#0E7C86

Secondary accent — data/Style C palette. Ledger bars, eyebrows on light grounds.




#B4472B

Seal Maroon

#B4472B

Tertiary — court seals, ribbons, the Constitution binding. Never for body text.




#091420

Ink

#091420

Body text on light backgrounds. Paper-black — never pure #000.



#242424

Graphite

#242424

Secondary body text. Used when Ink feels too harsh (photography overlays, dense paragraphs).



#6B6B6B

Slate

#6B6B6B

Muted text, captions, timestamps, meta-info. Minimum contrast for AA on white.

NEUTRALS & SURFACES

#E3E9ED

Rule

#E3E9ED

Borders, dividers, card outlines, input strokes.

#FAFAFA

Parchment

#FAFAFA

Warm off-white — default page background for long-form content.

#E6F5FF

Mist

#E6F5FF

Tinted navy background — callouts, highlighted case rows, hover states.

#FFFFFF

Paper

#FFFFFF

Pure white — only for content cards sitting on Parchment.

TRICOLOUR — ILLUSTRATION ACCENT ONLY

#FF9933

Saffron

#FF9933

Tricolour accent only — never standalone brand colour.

#FFFFFF

Tricolour White

#FFFFFF

Tricolour middle stripe. Never dominant.

#16A34A

India Green

#16A34A

Tricolour accent — also doubles as positive status ("Appearance").

60 · 30 · 10 RATIO IN PRACTICE



CHAPTER 04 · TYPOGRAPHY

Type stack.

Three typefaces, all free & web-ready. **Source Serif 4** for display & editorial headlines (the "reference-book" register). **Inter** for UI & body. **JetBrains Mono** for data, timestamps, CNRs, and code-like content.

Source Serif 4

DISPLAY · 700 · -1px tracking · editorial headlines only

Every order, indexed.

H1 SERIF · 600 · 24-56px

Inter / Body UI

UI · 400-700 · -0.2px tracking · 14-32px

Cases, judgments, lawyers, litigants, judges — find anything in seconds.
The most complete legal index in India, built by lawyers, used by lawyers.

BODY · 400 · 15px · 1.65 line-height

CNR · BRPU010049542019 · 22 Apr 2026 · 29.4 Lakh Lawyers

JETBRAINS MONO · 400-600 · 0.5px tracking · data/numbers only

TYPE SCALE

DISPLAY · 56PX

Every order, indexed.

H1 · 40PX

Built for how lawyers work.

H2 · 28PX

Case of the Week.

H3 · 20PX

Lawyer Directory

BODY L · 18PX

Supporting paragraphs

BODY · 15PX

Default reading size.

SMALL · 13PX

Captions, meta.

EYEBROW · 11PX

CHAPTER · 01

CHAPTER 05 · VOICE & TONE

How we sound.

Factual. Useful. Slightly dry. We never hype, never use exclamation marks, never promise outcomes. We refer to the court by its actual honourific ("Hon'ble High Court") and quote case names correctly. Personality shows through precision, not adjectives.

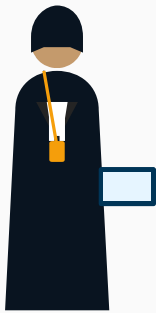
TONE**Say:** "Every order, indexed."**Not:** ~~"Unlock the power of AI-driven legal insights!"~~**NUMBERS****Say:** "29.4 Lakh Lawyers · 66.8 Cr Litigants"**Not:** ~~"Millions of lawyers, billions of litigants!"~~**CTA****Say:** "Search a CNR" · "Look up a lawyer"**Not:** ~~"Get started now →" · "Try it free!"~~**PRODUCT****Say:** "Five tools. One platform."**Not:** ~~"Your AI legal co-pilot."~~**LEGAL****Say:** "Hon'ble Special Excise Court No 1"**Not:** ~~"The Excise Court"~~

CHAPTER 06 · VISUAL LANGUAGE

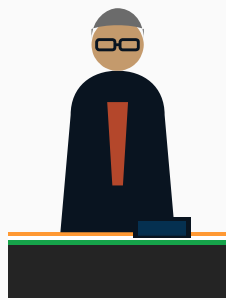
Illustrations & motifs.

Our illustration style is **Style 2A — flat caricatures of modern Indian legal professionals, without faces.** Zero expressions, single warm beige skin tone, contemporary dress (slim robe + bands for advocates, modern bench for judges, shirt/blazer + trousers + smartphones for litigants). Object vocabulary pulls from real Indian judicial artifacts.

CHARACTER SET (STYLE 2A — LOCKED)



advocate



judge



registrar



litigant



litigant

OBJECT SET — INDIAN JUDICIAL ARTIFACTS



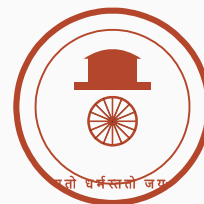
digital case file



constitution



ashoka emblem



sc seal



red-tape file

DO

- Keep all figures faceless — heads are solid circles, never feature detail
- Use single warm beige (#c49a6c) for all skin tones
- Dress professionals in contemporary Indian workwear
- Use Indian artifacts: Ashoka emblem, Constitution, SC seal, CNR file
- Mix one silhouette with one contemporary prop (laptop, phone, bag)

DON'T

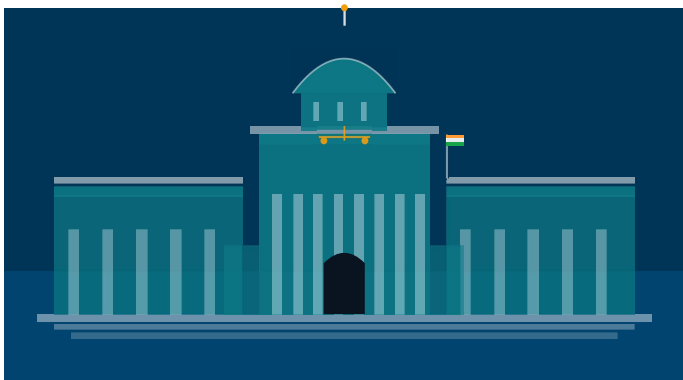
- Draw faces, eyes, mouths, or expressions — ever
- Use old-fashioned kurta-pyjama or saree-only wardrobe
- Use western courtroom tropes (gavels, blindfolded Lady Justice, eagles)
- Mix illustration styles in one campaign
- Add gradients, shadows, or 3D inside flat illustrations

CHAPTER 07 · PHOTOGRAPHY & ARCHITECTURE

Duotone façades.

All photography and architectural illustration is **Indian judicial architecture only** — Supreme Court of India, Bombay High Court (Gothic Revival), Madras/Calcutta HC (Indo-Saracenic). Rendered in a navy+teal duotone or sandstone-parchment treatment. Never stock photos. Never western courthouses.

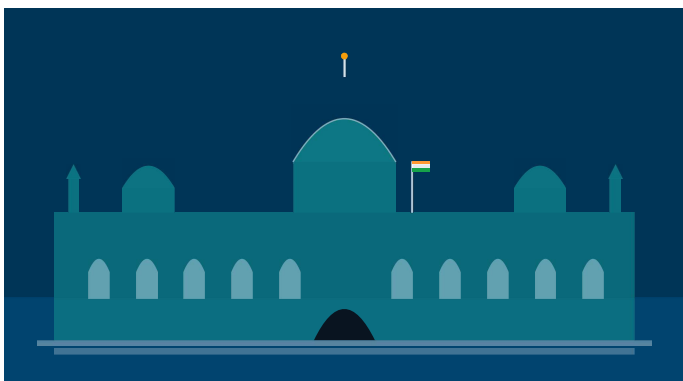
DARK DUOTONE — SOCIAL COVERS, DARK-MODE PRODUCT



SUPREME COURT OF INDIA

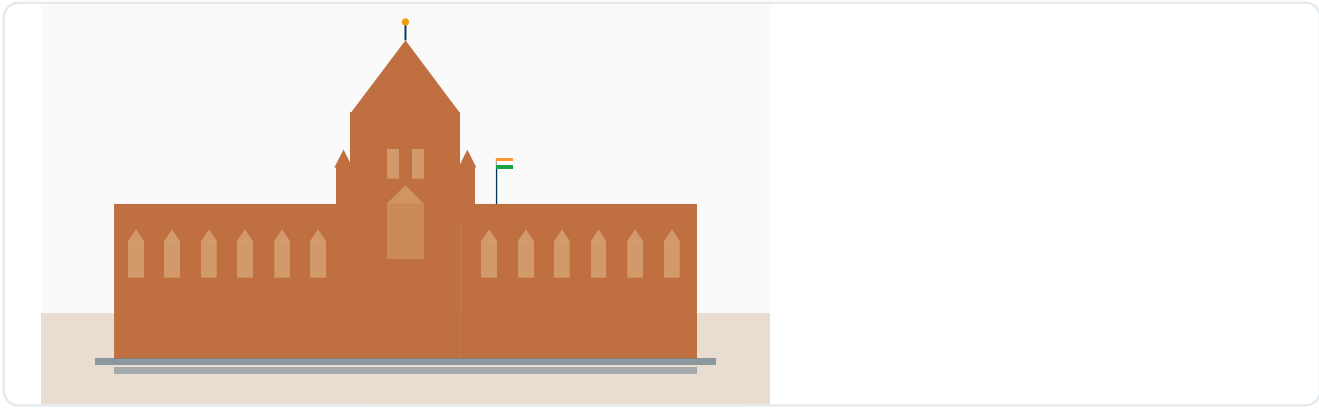
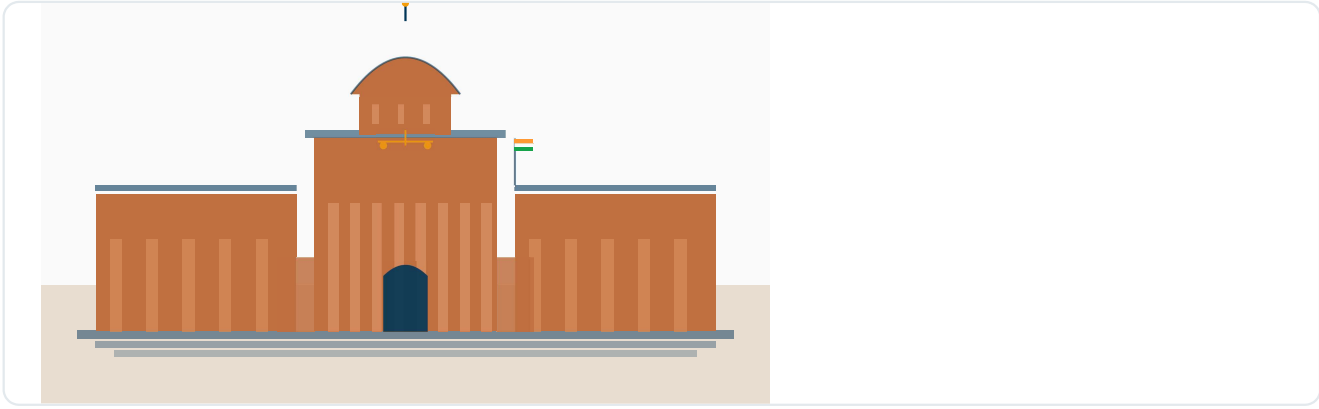


BOMBAY HIGH COURT



MADRAS / CALCUTTA HC

SANDSTONE TREATMENT — EDITORIAL, LONG-FORM, PRINT



CHAPTER 08 · UI VOCABULARY

Live site components.

Every marketing asset reuses the same components that run on the live site — status pills, CNR chips, stat chips, case rows. A visitor should recognise an eCourtsIndia post in a crowded feed by these patterns alone.

STATUS PILLS · CASE STAGE

- Pending
- Evidence
- Appearance
- Final Status
- Dismissed

CNR CHIPS

- CNR · BRPU010049542019
- CNR · DLHC010374192023
- CNR · UPKN010131762024

STAT CHIPS

- 29.4 Lakh Lawyers
- 66.8 Cr Litigants
- 4.7 Cr Pending cases

CASE-HISTORY ROW

- 22 Apr 2026**
 - Evidence

Before: Hon'ble Special Excise Court No 1
- 18 Feb 2026**
 - Appearance

Before: DJ Div. Purnea

ORDER SHEETS (STYLE B EDITORIAL)

- CNR · BRPU010049542019
 - Filed

12 Jan 2019

Before: Hon'ble Special Court No 1
- CNR · BRPU010049542019
 - Evidence

04 Apr 2024

Before: Hon'ble Special Court No 1
- CNR · BRPU010049542019
 - Next hearing

22 Apr 2026

Before: Hon'ble Special Court No 1

CHAPTER 09 · MOTION

Two motion signatures.

Motion is restrained. Two signatures, one per style family. No bounce, no spring-overshoot, no confetti. Everything eases on cubic-bezier(0.2, 0.8, 0.2, 1).

§5.6A · DOCUMENT SETTLE (STYLE B)

Paper cards land.

Order sheets translate 24px from above, rotating -3° → their final angle, with a 40ms stagger. Duration 480ms. Never bounce.

§5.6B · DATA TICKER (STYLE C)

Numbers count up.

Big numerals count from 0 to target over 1200ms, tabular numerals locked. Ledger bars draw left-to-right in sync, 800ms.

CHAPTER 10 · ASSET LIBRARY

Downloadable files.

Everything you need to publish on-brand. All files are in the project's assets/folder. Click any link to download. Always use these — never re-export or recreate.

LOGO FILES



Horizontal · Navy

Primary lockup for light backgrounds

PNG ↓



Horizontal · White

Reversed for dark backgrounds

PNG ↓



Icon · Navy

Favicon, app icon, small placements

PNG ↓

Icon · White

Reversed icon for dark/photo backgrounds

PNG ↓

REFERENCE DOCUMENTS

Book.

Brand Book v1.1

This document

[OPEN ↗](#)

▶ VISUAL · KIT

Visual Kit v3

Illustrations, objects, components

[OPEN ↗](#)

Blog Covers

Blog Covers · templates

Forkable cover art in Style B & C

[OPEN ↗](#)

COLOUR TOKENS · CSS / JSON

```
--navy: #003557; /* Court Navy */
--blue: #005B94; /* Writ Blue */
--gold: #F59E0B; /* Gavel Gold */
--teal: #0E7C86; /* Writ Teal */
--maroon: #B4472B; /* Seal Maroon */
--ink: #091420; /* Body text */
```

```
--graphite: #242424;  
--slate: #6B6B6B;  
--rule: #E3E9ED;  
--parch: #FAFAFA;  
--mist: #E6F5FF;  
--paper: #FFFFFF;
```

BRAND BOOK · V1.1 · ECOURTSINDIA

Published April 2026. Maintained by the brand team. Report issues, request assets, or propose updates via the internal brand channel. Every marketing output must comply with this book — no exceptions without written sign-off from brand lead.

ECOURTSINDIA.COM · A NON-GOVT INITIATIVE TO USE AI IN LAW