



Property Law Advisor

Pehle Jaano, Phir Kharido

BRAND GUIDE & INFORMATION

Pehle Jaano, Phir Kharido

India's property knowledge platform

RERA · Legal · Buying know-how · Delhi NCR & India

propertylawadvisor.in

What is Property Law Advisor

Property Law Advisor (PLA) is a property knowledge platform for everyday Indian buyers. It turns the confusing parts of buying real estate — RERA, paperwork, approvals, costs and taxes — into clear, practical guidance that a non-expert can actually use before they put money down.

The focus market is Delhi NCR (Noida, Greater Noida, Gurugram, Dwarka and the wider region), with coverage that extends across India. Content runs across long-form YouTube videos, podcasts, interviews and written guides — explainer-led, plain-spoken, and free of jargon.

WHAT WE DO

● Educate

Break down RERA, title checks, documents and approvals into simple steps.

● Guide

Help buyers compare areas, weigh costs and avoid common traps before buying.

● Verify (service)

A paid property-check service where buyers get a documented, lawyer-reviewed report.

TAGLINE

Pehle Jaano, Phir Kharido

"Know first, then buy." — the single idea the whole brand is built around.

Note: PLA is an educational platform and a verification service — it is not a law firm and does not provide legal or financial advice. The paid report is reviewed by an empanelled lawyer.

The logo & its lockups

The primary logo is the horizontal lockup: the mark plus the Property Law / Advisor wordmark and tagline. Use SVG for print and large sizes; PNG is drop-in ready everywhere.



Primary lockup



Primary on navy



Stacked lockup



Compact / one-line



Wordmark only



App badge

Colour palette

Navy carries the brand; green signals verified / go-ahead. Paper warms the neutrals. Gold is a sparing accent. Always check text contrast.



Navy
#0F2A47

Primary



Navy 2
#16395E

Depth



Navy 3
#1E4D7E

Links



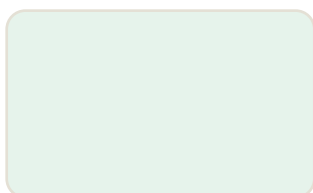
Green
#15A95B

Primary



Green 2
#1FBE6B

Bright



Green Wash
#E6F3EB

Tint



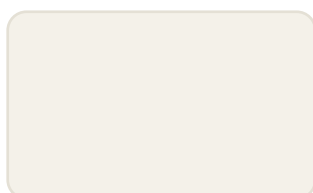
Gold
#C49A45

Accent



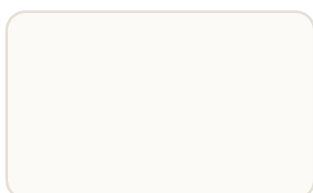
Ink
#121620

Text



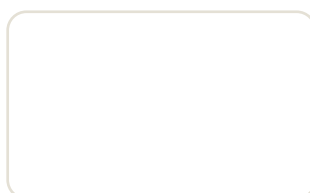
Paper
#F4F1E9

Surface



Paper 2
#FBFAF6

Surface



White
#FFFFFF

Surface



Muted
#5C6470

Sub-text

Contrast — navy and ink on paper/white pass comfortably. Green is for accents, the node and CTAs; for green buttons keep label text white. Never put the light logo on a busy photo without a navy scrim.

Type system

DISPLAY / HEADINGS / LOGO

Plus Jakarta Sans

AaBbCcDdEe 0123456789 ₹ Pehle Jaano, Phir Kharido

ExtraBold 800 · Bold 700 · SemiBold 600 · Medium 500

BODY / UI / CAPTIONS

Inter

AaBbCcDdEe 0123456789 ₹ Know first, then buy.

Regular 400 · Medium 500 · SemiBold 600 · Bold 700

Specimen

Check the title before you pay

A clean title is the difference between owning your home and fighting for it. Before any token money changes hands, confirm the chain of ownership, the approvals, and that the project is RERA-registered. Pehle jaano, phir kharido.

Using the mark



ANATOMY

An outline navy house, a solid green circular node, and a white check inside it. The node is always green; the check is always white.

COLOUR ON BACKGROUNDS

Navy outline on light/paper backgrounds. White outline on navy/dark backgrounds. The green node and white check never change.

CLEAR SPACE & MIN SIZE

Keep clear space around the logo at least equal to the height of the green node. Horizontal logo ≥ 120 px wide on screen; standalone mark ≥ 24 px.

DO

- Use the primary (light) logo on white / paper
- Use the on-navy versions on dark backgrounds
- Give it room — respect the clear space
- Use SVG for print and large signage

DON'T

- Recolour the green node or white check
- Stretch, skew or rotate the logo
- Add shadows, glows or outlines
- Place the light logo on a busy photo with no scrim

Contact, channels & file index



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propertylawadvisor.in

CHANNELS

YouTube

youtube.com/@PropertyLawAdvisor

Instagram

instagram.com/propertylawadvisor

Facebook

facebook.com/people/Property-Law-Advisor

WHAT'S IN THE ASSET PACK

- **01_logo** Mark, wordmark, lockups, badge — PNG + SVG, incl. on-navy versions
- **02_profile** Profile pictures (DP): navy primary + cream alt, 1080 & 800 px
- **03_covers** YouTube banner (2560×1440) and LinkedIn banner (1584×396)
- **04_stationery** A4 letterhead, business card (front/back), email signature
- **05_brand** One-page brand sheet + verified-style seal (PNG + SVG)
- **06_web** Favicons, apple-touch-icon, og-image, schema logo
- **07_copy** Brand spec + ready-to-paste social copy
- **PLA-Brand-Guide.pdf** This document

Placeholders to confirm: social handles (@propertylawadvisor), the domain propertylawadvisor.in, and the stationery phone number — replace once finalised.