



**RUN BY  
WOMEN**



**FOR  
WOMEN**



# BRAND GUIDELINES



**RAAHI**  
CABS

# SOUTH ASIA'S FIRST WOMEN ONLY CAB SERVICE

DOWNLOAD THE APP NOW

  
**RAAHI**  
CABS





# BRAND INTRODUCTION

**BRAND NAME** Raahi  
Cabs

**SERVICE TYPE** A ride-hailing service designed for women and operated by women, providing a diverse range of transportation options including cars, auto-rickshaws, buses, and bikes, all accessible through its mobile app.

## THE MEANING BEHIND 'RAAHI' :

A Blend of Hindi and Arabic

- In Hindi, RAAHI translates to "traveler" or "pathfinder."
- In Arabic, it signifies the notion of being "comfortable."

Our brand truly captures the spirit of journeying with comfort.

  
**RAAHI**  
**CABS**

FOR  
WOMEN



# LOGO INTRODUCTION

ICON  + 

A “**Location Pin featuring a Venus symbol**” inside (representing the female gender). It is designed to be discreet, perfect for instances where we prefer not to loudly announce, “THERE’S A WOMAN IN THIS VEHICLE.”



**RAAHI**

**CABS**



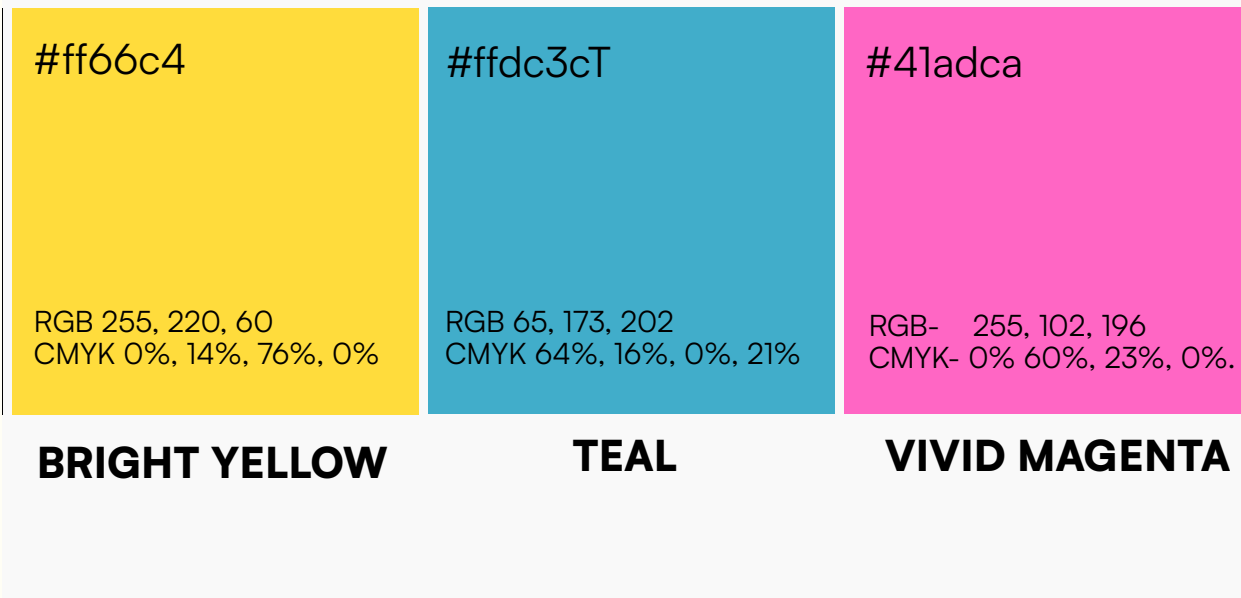
Bisdak

Our primary font pays homage to the iconic truck art of South Asia. This choice reflects its origins and highlights a profound connection with the South Asian community.

Sans Serif

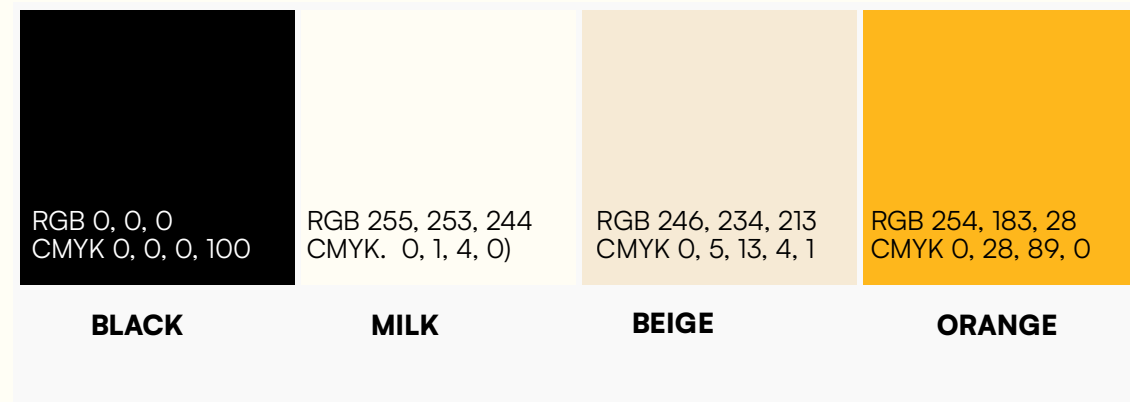
Our secondary font is clear and straightforward, complementing the main font without clashing. This boosts readability, helping our audience easily understand what we offer

# BRAND COLOURS



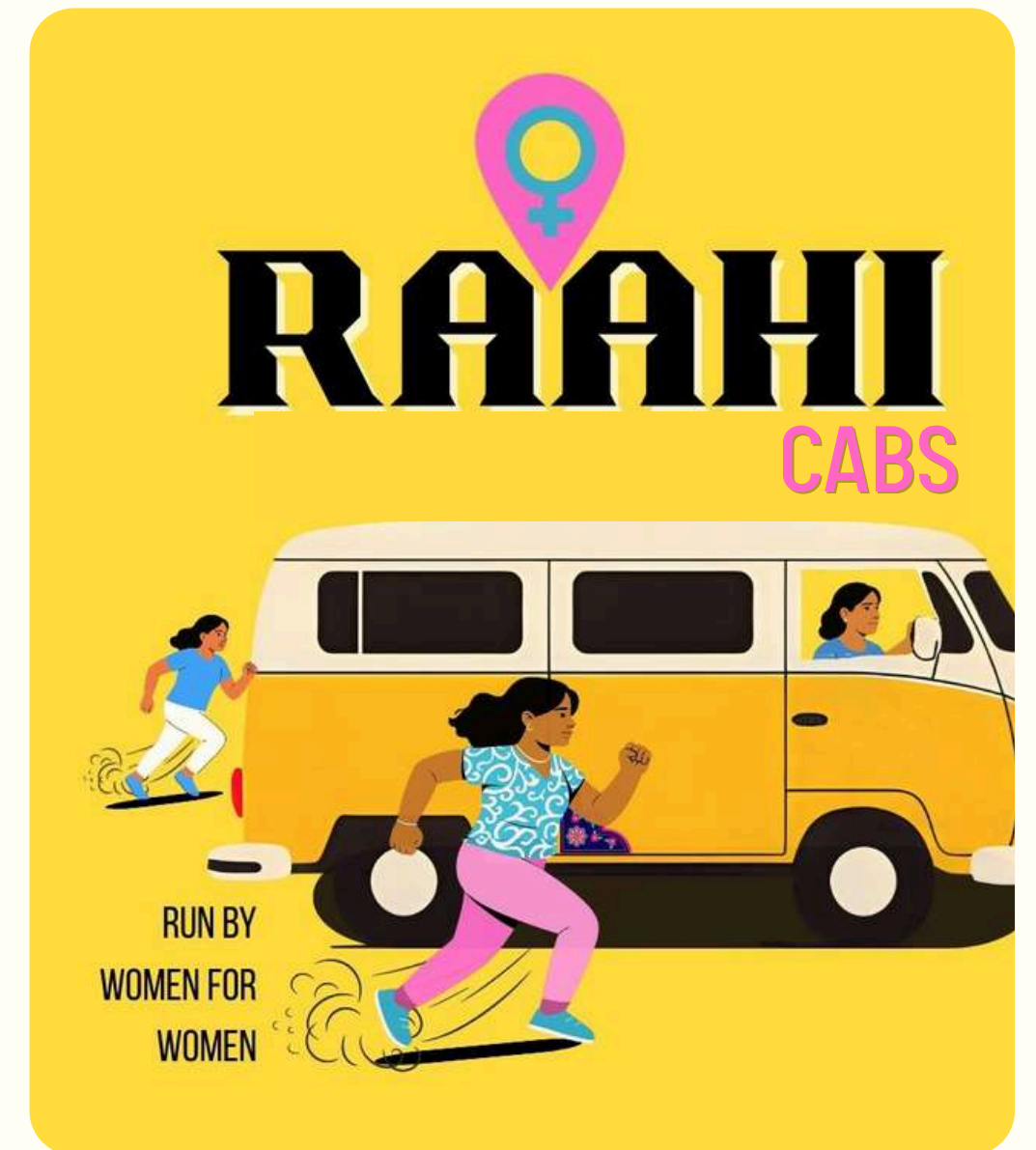
## PRIMARY COLOURS

All the colors Vivid Magenta, Teal, and Bright Yellow, pay tribute to the lively South Asian community. Additionally, they are designed for visibility in low-light settings such as bus stands, airports, and metro stations at night, ensuring that our services are easily identifiable from a distance when they are most needed.



## SECONDARY COLOURS

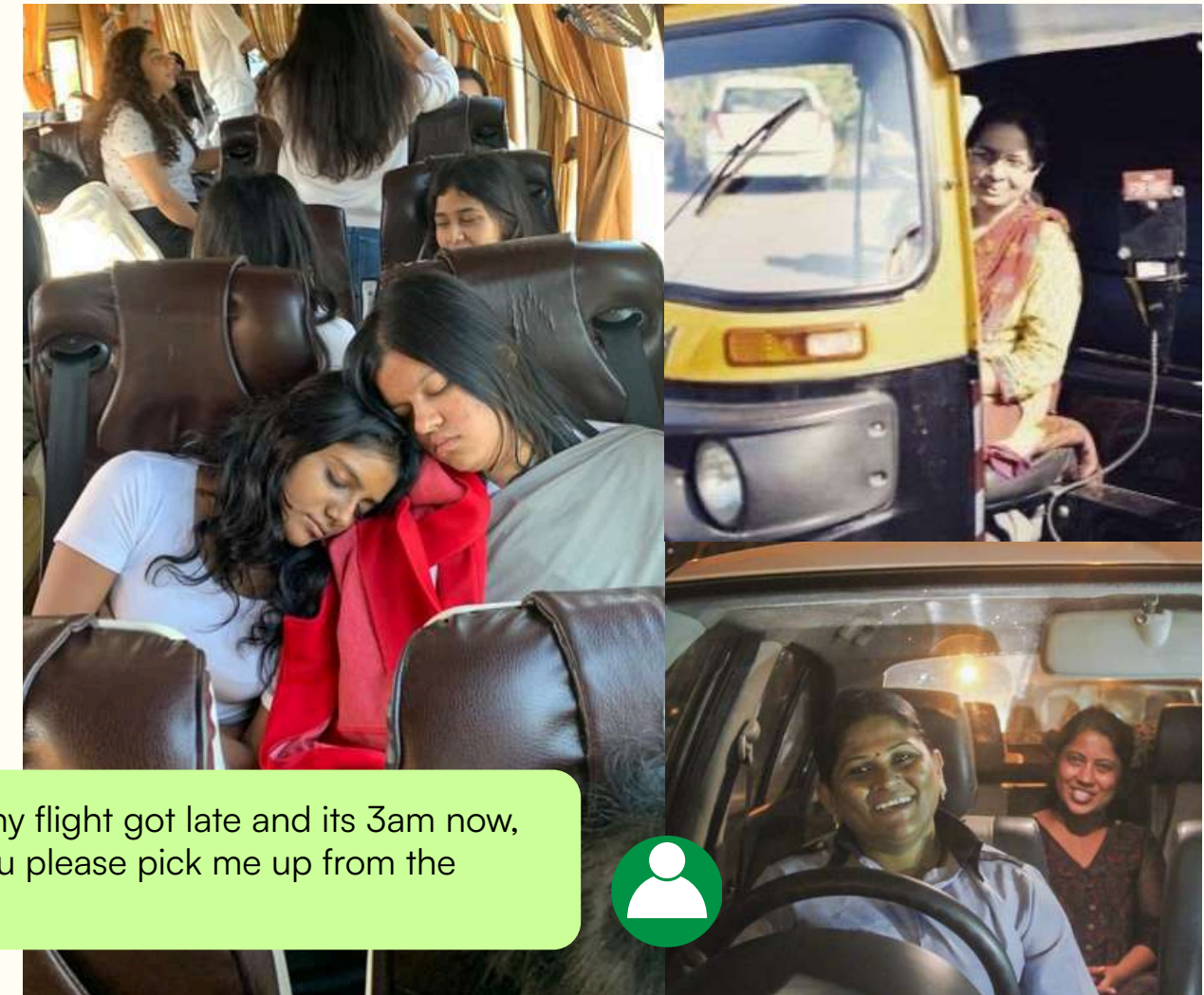
Most of the secondary colours are neutral and compliments our bright colour palette





# CONNECTIONS

In our cab service, women gain more than just a ride, they foster meaningful connections. Each journey is an opportunity to share stories with women drivers and co-passengers. Our brand symbolizes community and camaraderie, enhanced by WhatsApp Groups and carpooling features. Every ride is a reminder of being part of something greater.



Akka my flight got late and its 3am now, can you please pick me up from the airport



no problem, one of our cabs is nearby 😊

Thank you Akka, RAAHI makes me feel so safe ❤️





# BRANDING IN ACTION

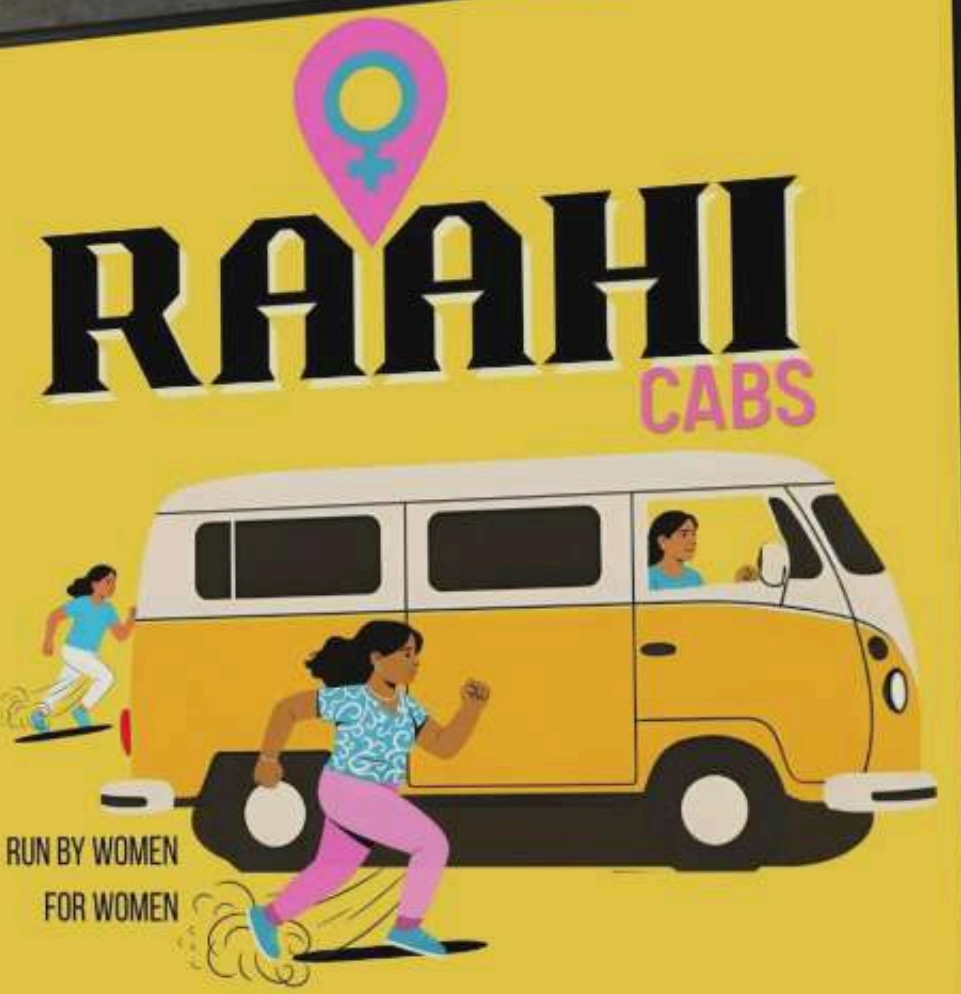


Raahi promotional ad inside metro



**SOUTH  
ASIA'S FIRST  
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RAAHI promotional at Airport Exit



RAAHI promotional at Metro station

**WAITING FOR A TAXI? CARPOOL WITH RAAHI**

RUN BY WOMEN FOR WOMEN

**RAAHI**  
CABS



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**RAAHI**  
CABS

RUN BY  
WOMEN FOR  
WOMEN

RIDE HOME  
SAFELY WITH  
WOMEN  
DRIVERS

DOWNLOAD THE  
APP NOW!!

RAAHI Billboard near a corporate office



**RAAHI**  
CABS

RUN BY WOMEN FOR WOMEN

RIDE HOME SAFELY WITH WOMEN DRIVERS

DOWNLOAD THE APP

The advertisement is set against a bright yellow background. At the top center is a pink location pin icon with a blue female symbol inside. Below it, the word "RAAHI" is written in a large, bold, black, stylized font. To the right of "RAAHI" is the word "CABS" in a smaller, pink, sans-serif font. In the center, there is a yellow taxi with a black checkered stripe along the side and a female driver visible in the window. Below the taxi, the text "RUN BY WOMEN FOR WOMEN" is written in a small, black, sans-serif font. To the left of the taxi is a full-body illustration of a woman with dark hair, wearing a dark blue jacket over a light-colored shirt and brown trousers, holding a black smartphone. To the right of the woman, the text "RIDE HOME SAFELY WITH WOMEN DRIVERS" is written in a large, bold, pink, sans-serif font. At the bottom center, there is a QR code, and below it, the text "DOWNLOAD THE APP" is written in a small, black, sans-serif font.



# DESIGNER DETAILS

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