

RANA JAYANT

MarTech Entrepreneur · Digital Business Consultant
Co-Founder, MixCommerce

Product Manager

Full Stack Developer

Growth Hacker

Digital Consultant

117

PROJECTS

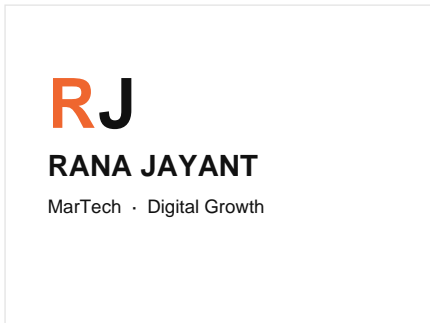
40+

COMPANIES

800M+

REACH

Logo System



Primary — Light



On Dark



On Brand

MONOGRAM MARK



USAGE GUIDELINES

Clear space Maintain space equal to the cap-height of the 'R' on all sides.

Minimum size Print: 25 mm wide. Digital: 80 px wide.

Do not Rotate, stretch, recolour, or place on busy photographic backgrounds.

Color Palette

Brand Orange

#EF662F · RGB 239, 102, 47 · CMYK 0, 57, 80, 6





PRIMARY · CTAs, Accents, Highlights

| | | | | |
|--|---|----------------------------|--|--|
| Obsidian #111111 Primary text | Dark #333333 Body text | Mid Gray #888888 | Off-White #F8F8F8 Backgrounds | White #FFFFFF Page base |
|--|---|----------------------------|--|--|

NEUTRAL SCALE

| | | | | | |
|------|-------|--|-----|-------|----|
| 100% | Black | | Mid | Light | BG |
|------|-------|--|-----|-------|----|

RATIO & USAGE

| | | |
|---|-------------|-----------------------------|
|  Brand Orange | 10 % | CTAs, icons, key highlights |
|  Obsidian | 35 % | Headlines, dark UI elements |
|  Dark | 15 % | Body text |
|  Off-White | 40 % | Page backgrounds, cards |

Type System

PRIMARY — SAIRA SEMI CONDENSED

Aa Bb Cc Dd Ee Ff Gg

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 !@#\$%&

SECONDARY — ROBOTO

The quick brown fox jumps over the lazy dog.

Light 300 · Regular 400 · Medium 500 · Use for body copy, captions, UI labels

TYPE SCALE

H1

Digital Growth Strategy

H2

What I Offer

H3

Web Development & SEO

Body

Rana Jayant is a digital business consultant helping businesses grow online with zero ad spend.

Small

ranajayant.com · +91 83280 82526 · Hyderabad, India

Label

SERVICES · SEO · GROWTH · MARTECH

UI Components

BUTTONS

Primary — Say Hello! Secondary — Schedule Ghost — Learn More Outline — About

BADGES

SEO MarTech Growth Full Stack Digital

STATS

| | | | |
|-----------------------------|-------------------------|-----------------------|------------------------|
| 117 PROJECTS DONE | 40+ COMPANIES | 800M+ REACH | \$0 AD SPEND |
|-----------------------------|-------------------------|-----------------------|------------------------|

SERVICE CARDS

| | | |
|---|---|--|
| Web Development Visible website that customers can find and buy from. | SEO Rank high on Google for keywords that generate revenue. | Lead Generation Generate leads for B2B or B2C via search & social. |
| 360 Marketing Reach customers on every platform they spend time on. | Custom Dev MERN, PERN or API apps built for specific needs. | Reach Assessment Find gaps and expand your digital presence further. |

Brand Voice

PERSONALITY

Direct

No fluff. Results-first messaging that respects the reader's time.

Expert

Authority proven by outcomes — 800M+ reach, 40+ companies.

Energetic

Growth is exciting. Forward-moving, dynamic, full of momentum.

Approachable

Friendly to SMBs and large brands alike. Clear, never condescending.

COPY GUIDELINES

WRITE LIKE THIS

"Drive 45M+ traffic with \$0 on ads."

"Say Hello!" — direct, action-led CTA.

"Rank high. Generate revenue."

Specific numbers. Active voice.

Confident, proof-backed statements.

AVOID THIS

"We are a synergistic, holistic team..."

"Empowering your brand journey..."

Passive voice or vague language.

Buzzwords without proof points.

Overclaiming without specifics.

CONTACT & SOCIAL

WEBSITE

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PHONE

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LOCATION

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HANDLE

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SCHEDULE

calendly.com/theranajayant

COMPANY

MixCommerce — Co-Founder

GROW.
BOLD.
FAST.

ranajayant.com · @theranajayant