

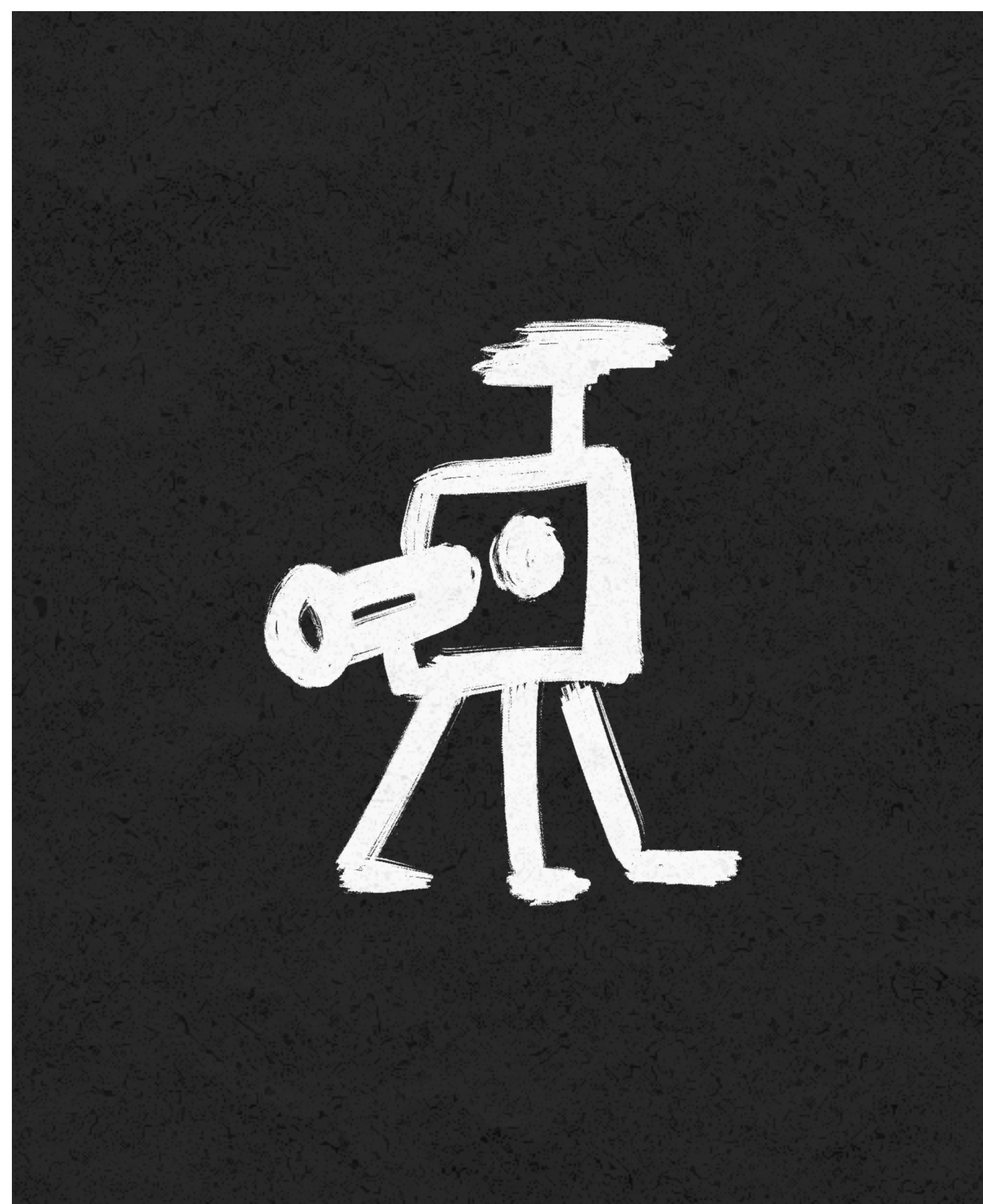
tvasta

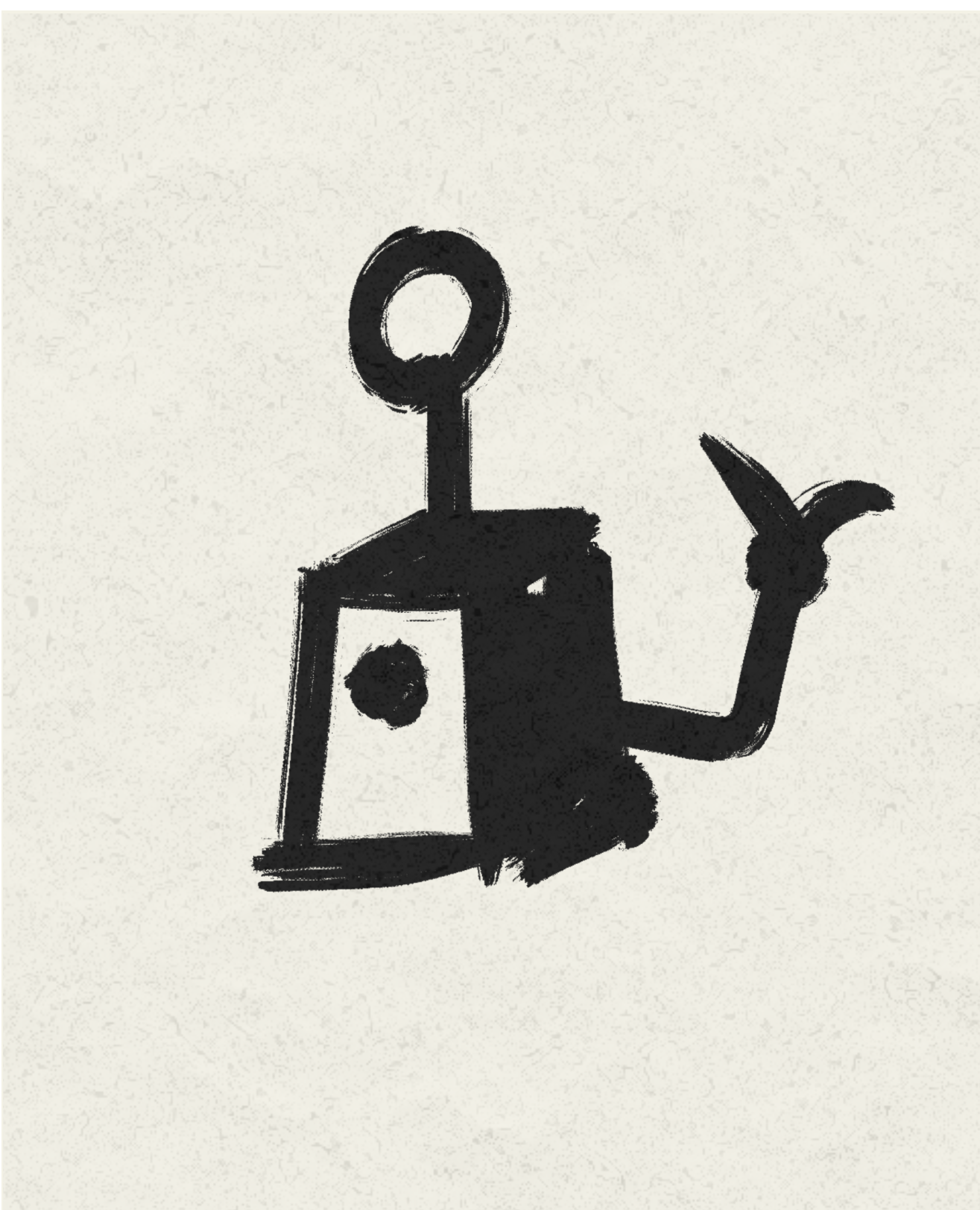
STUDIO

Tvasta is named after the ancient Vedic creator and divine craftsman, a symbol of transforming ideas into tangible creations. This identity draws inspiration from the raw energy of the creative process itself—where sketches become structures, concepts become experiences, and imagination becomes reality. The expressive hand-drawn style reflects the human touch behind every design, celebrating creation not as a polished outcome, but as a living process of exploration, experimentation, and craftsmanship.



The visual language combines primitive brush strokes, imperfect forms, and handcrafted illustrations to capture the spirit of a maker at work. Unlike rigid corporate aesthetics, this approach feels authentic, artistic, and deeply personal. Every mark is intentionally imperfect, reflecting Tvasta's belief that meaningful design emerges through thinking, making, refining, and creating. The result is a distinctive identity that feels timeless, creative, and rooted in craftsmanship.



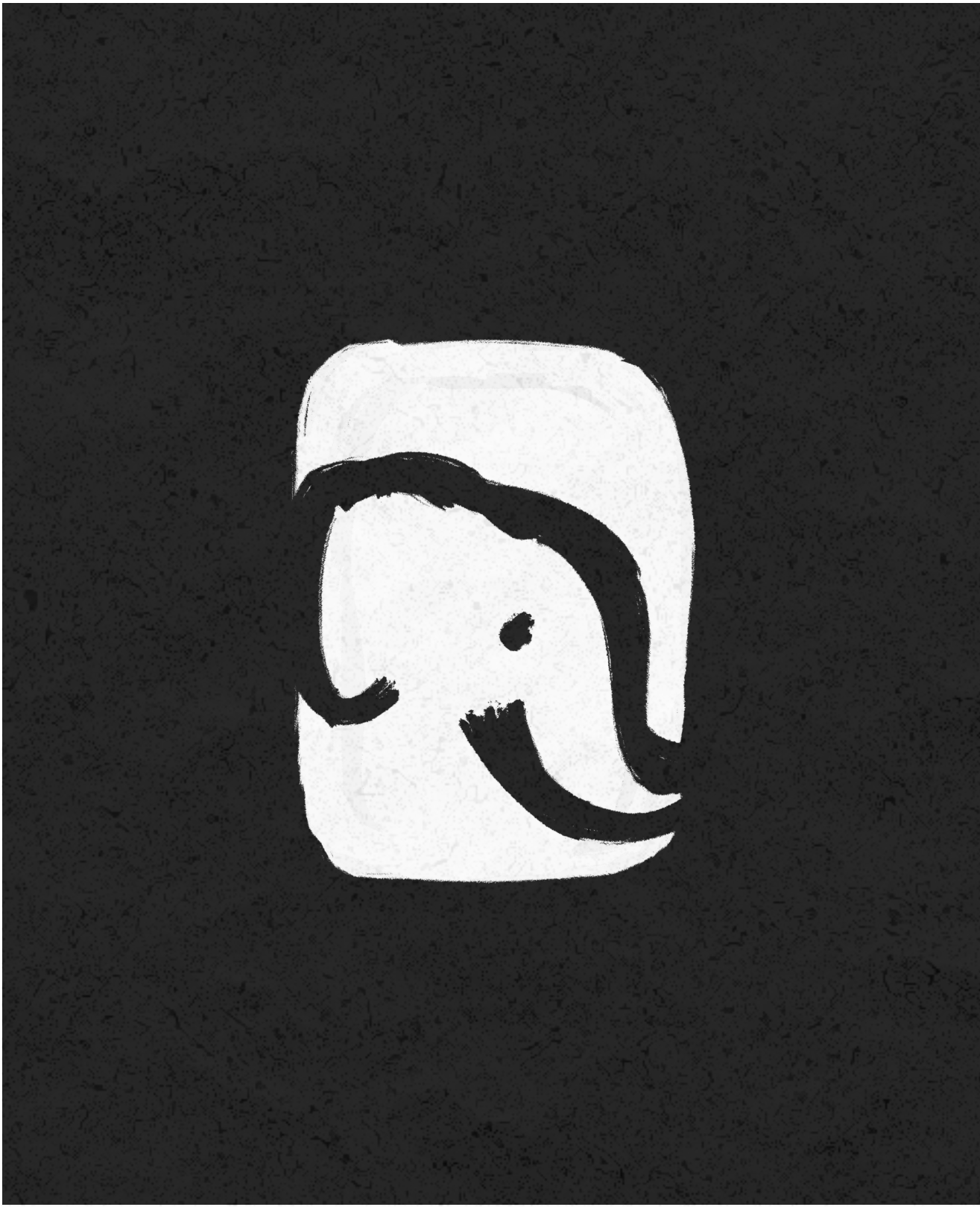


Represents wisdom, strength, and creative mastery—the qualities behind meaningful design.



Reflects the raw, human process of creation where every great idea begins as a sketch.

The handcrafted lettering reinforces authenticity, craftsmanship, and a maker's mindset.



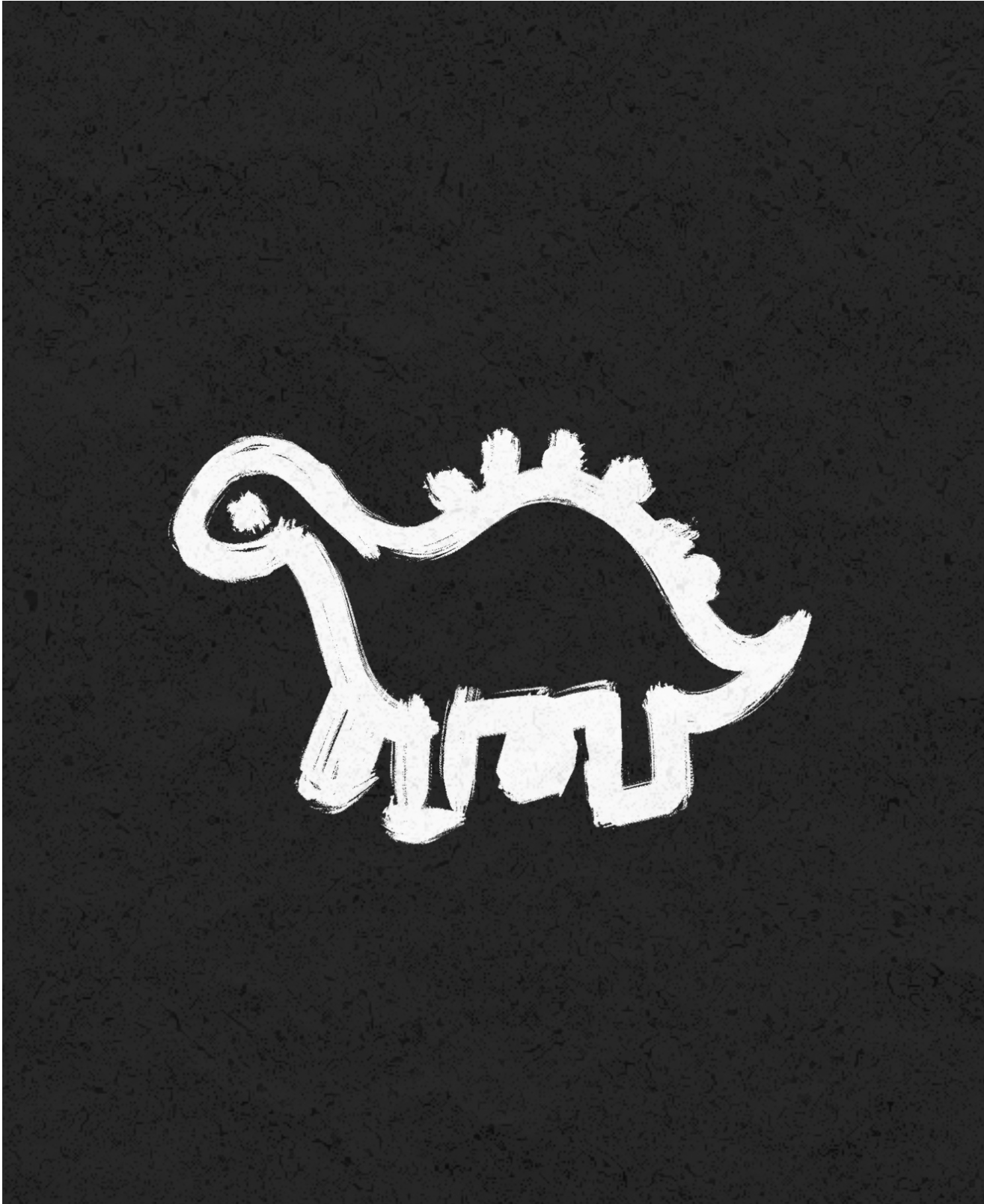
COLOR PALLETE

TVASTA STUDIOS

IBM PLEX MONO

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Brand Identity Designed by Evakee

