



NUVRA

CORPORATE BRAND GUIDELINES



Introducing NUVRA Brand Guidelines

Our brand guideline has been created to help you understand who we are, what we stand for and how our brand is expressed.

These guidelines are designed to provide you with all the elements and guidance you need to be able to successfully convey the NUVRA brand across internal and external communications.

The aim is to achieve a unified brand through consistent tonality and visual expression across our communications. Having a consistent brand expression is important for building equity for the NUVRA brand.

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Brand Communication

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Corporate Stationery	Business Card Letterhead Envelope A4 Envelop ID Card
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Out-of-Home (OOH)	Billboard (Horizontal, Vertical, Square) Leaflet Bunting Roman Banners X-Banner
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BTL	Vehicle Branding
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Event	Corporate Invitation Card Decorative Paper Flowers
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Brand Communication

Motion Identity	Logo Animation
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BRAND Strategy

BRAND POSITIONING

Amidst the constant noise and relentless pace of urban life, we often find ourselves longing for a brief pause—a momentary escape to reconnect with the grounding serenity of nature. We search for spaces and rituals that can refresh our spirit, quiet our minds, and restore a sense of inner balance.

NUVRA was born from this exact aspiration: to bring the soothing, rejuvenating touch of nature directly into the rhythm of your everyday metropolitan life.

By crafting garments from premium, sustainably sourced natural fibers, NUVRA bridges the gap between urban sophistication and organic comfort. Our loose, breathable, and thoughtfully engineered attire serves as a wearable sanctuary, allowing you to move through the day with effortless grace. We believe that true luxury is not loud or demanding; it is a quiet, radiating aura that emerges when you are completely at peace with what you wear. Through this commitment to tactile comfort and conscious design, NUVRA transforms everyday dressing into a meditative ritual—ensuring a lifestyle of pure, mindful elegance.

With NUVRA, get ready to experience a world of inner calm.



BRAND PILLARS



1 HARMONIZING URBAN LIFE WITH NATURE

Bringing the grounding essence of the natural world into the fast-paced urban environment. By seamlessly blending metropolitan style with organic textures, NUVRA creates a daily sanctuary for the modern individual—proving that you don't have to leave the city to reconnect with the peace of nature.



2 TACTILE COMFORT NATURAL FIBERS

Prioritizing sensory well-being and physical ease above all else. Every garment is mindfully crafted from premium, sustainably sourced natural materials like organic flax linen, raw hemp, and fine cotton, offering a loose, breathable fit that reduces physical stress and encourages a gentle, slower pace of life.



3 CONSCIOUS DESIGN & SUSTAINABLE LUXURY

Engaging in ethical, eco-friendly production practices that protect the earth while delivering timeless elegance. From biodegradable mailers to fair-trade artisanal partnerships, NUVRA ensures that true luxury is sustainable—allowing you to experience a deep sense of inner calm knowing your clothing honors the environment.

BRAND PERSONALITY

ENABLING, NATURE-CENTRIC

We are deeply rooted and do everything with our customers' inner well-being in mind. We assist and motivate people toward a calmer, more mindful future by bringing the soothing touch of nature directly into their hectic daily routines.

MINDFUL, CONFIDENT

We are grounded, precise, and ready to take on the challenges of urban chaos without losing our inner peace. We aim to spearhead a transformation toward a slower, more intentional, and balanced lifestyle in the metropolitan world.

SERENE, OPTIMISTIC

We are approachable and filled with positive, gentle energy for our community, for the planet, and for a conscious future. We open up beautiful, peaceful possibilities that are stimulating and deeply energizing to our customers.

RESPONSIBLE, RELIABLE

We are solid, transparent, and trustworthy in our eco-friendly practices. We are always mindful of the consequences of our actions on the environment, prioritizing sustainable luxury, ethical craftsmanship, and the long-term future of the earth.



BRAND VISUAL ELEMENTS

LOGO

Name Meaning and Relation

Inspiration

Construction

Color & Background

Thematic Placement

Logo

NAME MEANING & RELATION

NUVRA

NUVRA is a phonetic portmanteau derived from **"Nu"** (representing newness and renewal) and **"Vra"** (evoking radiance, aura, and vitality).

The five-letter name is intentionally structured to be short, balanced, and globally memorable. It directly supports the brand promise that luxury is an "Aura of Confidence" that radiates naturally when grace and comfort unite.

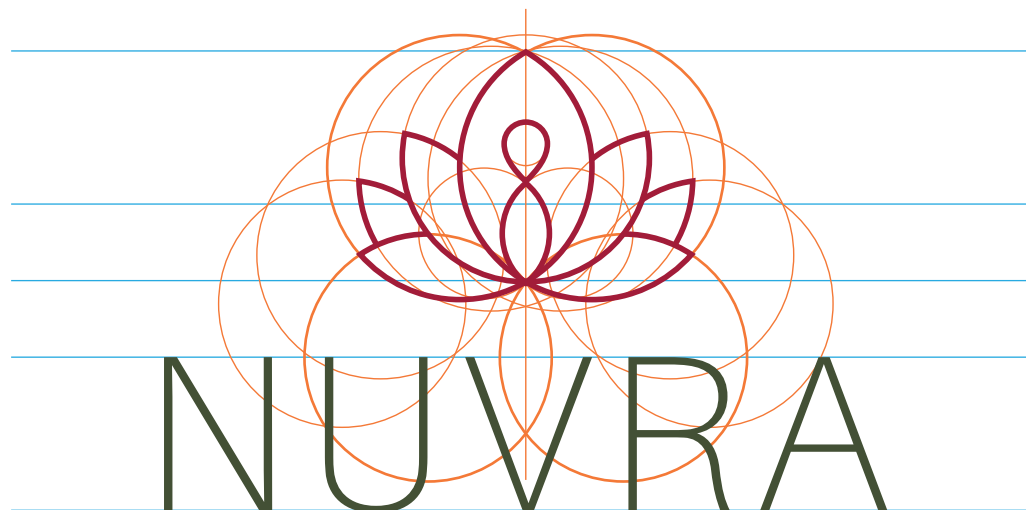
Logo INSPIRATION



4. Inspiration Behind the Logo Design (Symbol)

The NUVRA brand mark is a refined, geometric abstraction of a Lotus in Bloom. The vertical, arching petals signify the "unfolding of potential" and a commitment to personal growth and renewal. The symmetrical, layered structure represents the core philosophy of Mindful Elegance—balancing the organic beauty of nature with the precision and structure required of a contemporary lifestyle. Every line is engineered with mathematical symmetry to evoke a sense of inner calm and effortless confidence.

Logo
CONSTRUCTION



Logo

CONSTRUCTION

Minimum Clear Space

Our brand signature deserves to stand apart – as an expression of our integrity and commitment.

For maximum impact and legibility, always maintain ample clear space around Axiata brand signature. This ensures an impression of clarity, strength and simplicity that supports our brand.



Logo

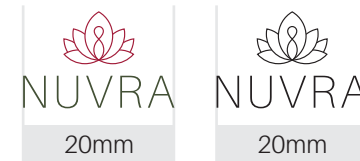
CONSTRUCTION

Minimum Size

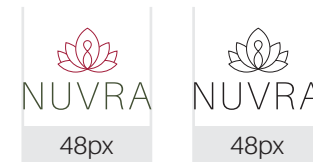
Minimum brand signature sizes have been established to maintain optimum legibility and quality in every expression of the Axiata brand.

'X' is our standard measurement which is equal to the vertical height of one triangle in the logo. This is called the 'X-height'.

For Print:



For Web:



Fabicon:



Logo

COLOR AND BACKGROUND

On White



On Color



On Image



Logo

DO'S & DONT'S

Logo Usage: Do's



Logo Usage: Dont's



Logo

THEMATIC PLACEMENT

Thematic Placement

For all thematic brand placement, NUVRA's logo should always be placed on the top/bottom right, depending on the layout (refer to Brand Level Communications - Graphic Device Usage).

Single Parner / Dual Brand

Where only one partner logo is to be included, the partner logo is to be placed at the top right corner beside NUVRA's logo.

NUVRA's logo should always be placed on the right unless the partner is a bigger brand with restrictive brand guideline.

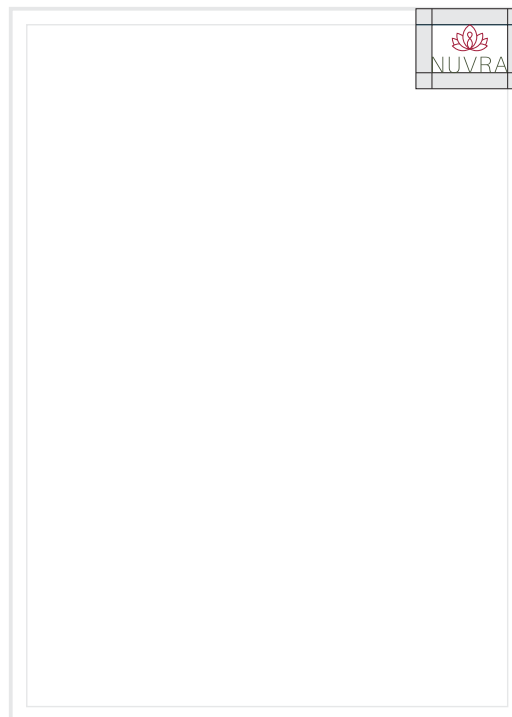
i.e. Government bodies

Multiple Partners Placement

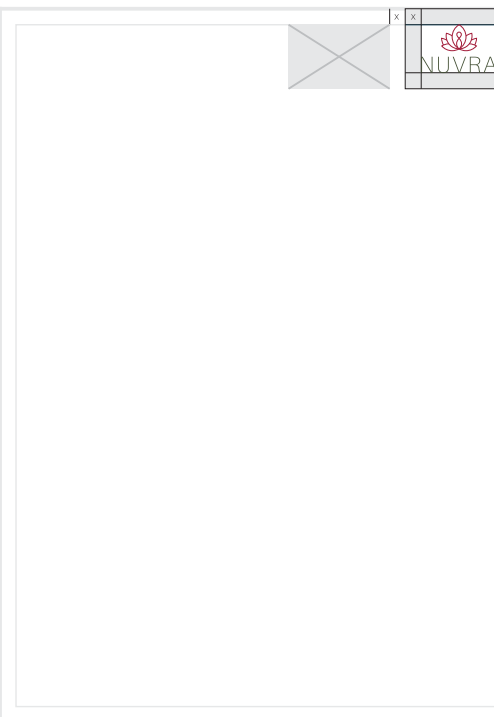
Where multiple partner logos are to be included, the partner logos can be placed at the bottom right corner.

When it's multiple logo, the logos will be housed within a white space area to cater to all sorts of partner's logo regulation. All logos will be evenly spaced out without any dividing device.

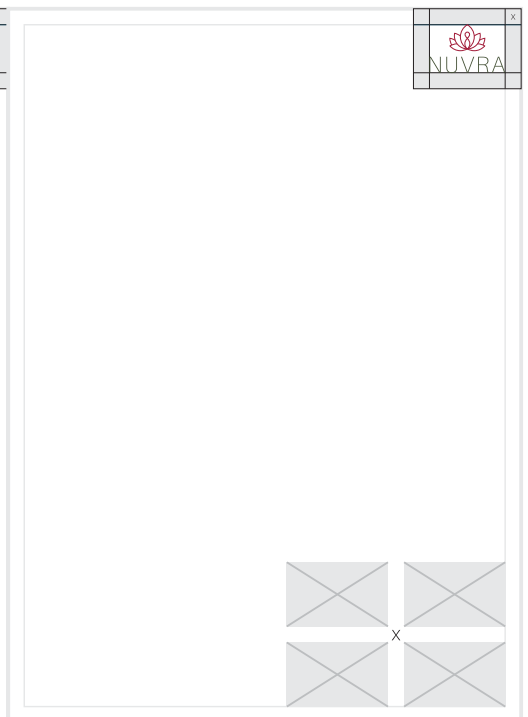
Thematic Placement



Single Parner / Dual Brand



Multiple Partners Placement



TAGLINE

English Usage

Logo

THEMATIC PLACEMENT

NUVRA LOGO

It should always be placed on top or bottom right corner.

Tagline Placement

It should always be adjacent to the logo

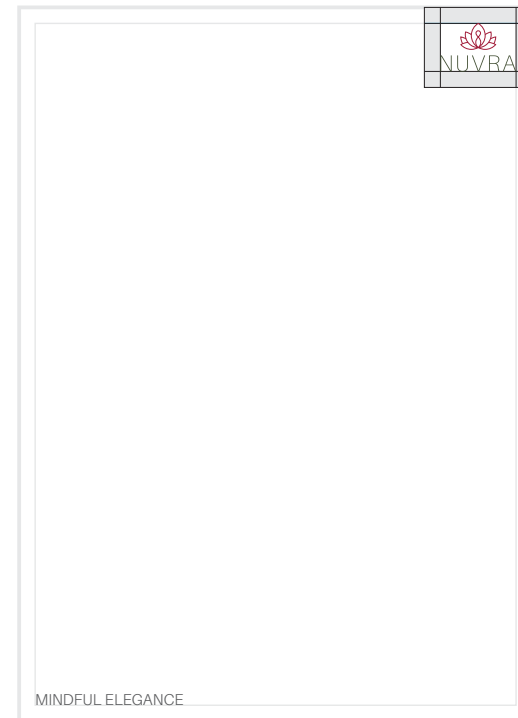
Font Color

Black - On light background color

White - On dark background color

Font

Aileron Light



TYPOGRAPHY

English Font
Bangla Font

Typography

ENGLISH FONT

A I L E R O N S
T Y P E F A C E

Logic Behind the Font Selection

The primary brand typeface is Aileron Light. This Neo-Grotesque sans-serif was selected for its high legibility and "Airy" structural quality. The thin stroke weights convey a sense of weightlessness and modern luxury. By utilizing a clean, architectural sans-serif, NUVRA achieves a gender-neutral aesthetic that appeals to both male and female audiences, positioning the brand as a contemporary leader in both clothing and beauty sectors.

Typography | Primary English

AILERON

The Primary brand typeface is Aileron Light. This Neo-Grotesque sans-serif was selected for its high legibility and "Airy" structural quality. The thin stroke weights convey a sense of weightlessness and modern luxury. By utilizing a clean, architectural sans-serif, NUVRA achieves a gender-neutral aesthetic that appeals to both male and female audiences, positioning the brand as a contemporary leader in both clothing and beauty sectors.

The Secondary brand typeface is Arial Narrow

Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789,./?;:"'[{()}]-_+

Narrow

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789,./?;:"'[{()}]-_+

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789,./?;:"'[{()}]-_+

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789,./?;:"'[{()}]-_+

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789,./?;:"'[{()}]-_+

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789,./?;:"'[{()}]-_+

AILERON

Headlines

Aileron Bold

Point Size: 50-55pt

Experience a world of inner calm

Subhead/Titles

Aileron SemiBold

Point Size: 25-30pt

This is sub-headline copy

Body Copy

Aileron Light

Point Size: 13-17pt

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed do eiusmod tempor incididunt
ut labore et dolore magna aliqua. Ut enim ad minim
veniam, quis nostrud exercitation ullamco.

Fine Print

Aileron Thin

Point Size: 7-10pt

This is fine print copy, this is fine print copy

ARIAL

The secondary brand typeface is Arial. This ubiquitous, classic Neo-Grotesque sans-serif was selected for its universal legibility, exceptionally clean geometry, and neutral structural quality. Its balanced proportions and steady stroke weights act as a grounded counterweight to the primary brand elements, conveying an effortless sense of functional minimalism. By utilizing this highly accessible, timeless sans-serif in a supporting role, the brand maintains a completely gender-neutral aesthetic and a clear typographic hierarchy, reinforcing its identity as an approachable contemporary leader across both fashion and lifestyle sectors.

Narrow

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 , . / ? ; : " ' [{ () }] - _ +

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 , . / ? ; : " ' [{ () }] - _ +

Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 , . / ? ; : " ' [{ () }] - _ +

ARIAL

Headlines

Arial Bold

Point Size: 50-55pt

Experience a world of inner calm

Subhead/Titles

Arial SemiBold

Point Size: 25-30pt

This is sub-headline copy

Body Copy

Arial Light

Point Size: 13-17pt

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed do eiusmod tempor incididunt
ut labore et dolore magna aliqua. Ut enim ad minim
veniam, quis nostrud exercitation ullamco.

Fine Print

Arial Light

Point Size: 7-10pt

This is fine print copy, this is fine print copy

Typography | Primary Bangla

KONGSHOMJ

The primary Bangla brand typeface is KongshoMJ. This elegant, finely crafted Bangla script was selected for its traditional geometric grace balanced beautifully with an "Airy" structural quality. Its clean curves and refined stroke weights convey a sense of lightweight sophistication and cultural heritage. By utilizing this timeless, architectural Bangla typeface, NUVRA ensures its local language identity achieves a premium, gender-neutral aesthetic, seamlessly bridging contemporary global design with authentic Bangladeshi roots across all print and digital mediums.

Regular

অ আ ই ঈ উ ঊ ঋ ঌ ঍ ঐ ঔ ঙ

ক খ গ ঘ ঙ চ ছ জ ঝ ঞ

ট ঠ ড ঢ ণ ত থ দ ধ ন

প ফ ব ভ ম য র ল শ ষ

স হ ড় ঢ় য় ঞ ঙ

০ ১ ২ ৩ ৪ ৫ ৬ ৭ ৮ ৯ , . / ? ; : “ ” [{ () }] - - +

Bold

অ আ ই ঈ উ ঊ ঋ ঌ ঍ ঐ ঔ ঙ

ক খ গ ঘ ঙ চ ছ জ ঝ ঞ

ট ঠ ড ঢ ণ ত থ দ ধ ন

প ফ ব ভ ম য র ল শ ষ

স হ ড় ঢ় য় ঞ ঙ

০ ১ ২ ৩ ৪ ৫ ৬ ৭ ৮ ৯ , . / ? ; : “ ” [{ () }] - - +

Headlines

KongshoMJ Bold
Point Size: 50-55pt

অনুভব করুন হৃদয়ের গহীন প্রশান্তি

Subhead/Titles

KongshoMJ Bold
Point Size: 25-30pt

এটি একটি সাব-হেডলাইন কপি

Body Copy

KongshoMJ Regular
Point Size: 13-17pt

বডি-কপি: লরেম ইপসাম ডলর সিট আমেত। লরেম ইপসাম
লরেম ইপসাম ডলর সিট আমেত। লরেম ইপসাম ডলর সিট
আমেত। লরেম ইপসাম ডলর সিট আমেত। লরেম ইপসাম ডলর
সিট আমেত। লরেম ইপসাম ডলর সিট আমেত।

Fine Print

KongshoMJ Regular
Point Size: 7-10pt

এটি একটি ফাইন প্রিন্ট কপি।

BRAND COLORS

Primary, Secondary, Tertiary Colors and Neutral

Do's

Dont's

Brand Colors

PRIMARY, SECONDARY, TERTIARY COLORS AND NEUTRALS

Primary

NUVRA GREEN

Pantone 3435 C
R67 G80 B52
C85 M70 Y100 K15
#435034

NUVRA RED

PANTONE 202 C.
R163 G28 B57
C25 M100 Y75 K20
#A30B37

Secondary

NUVRA BLUE

R35 G27 B81
C100 M100 Y30 K35
#251351

NUVRA YELLOW

R65 G80 B50
C85 M70 Y100 K15
#FF9505

Tertiary

OFF WHITE

R240 G234 B216
C5 M5 Y15 K0
#F0EAD8

Neutral

R0 G0 B0
C0 M0 Y0 K100
#000000

R157 G157 B157
C0 M0 Y0 K50
#939598

R255 G255 B255
C0 M0 Y0 K0
#FFFFFF

Brand Colors

DO'S

Ensure clear contrast between typography and background



Brand Colors

DONT'S

Avoid jarring color combinations



BRAND GRAPHIC DEVICE

Symbol Construction

Usage

Pattern

Icon Style

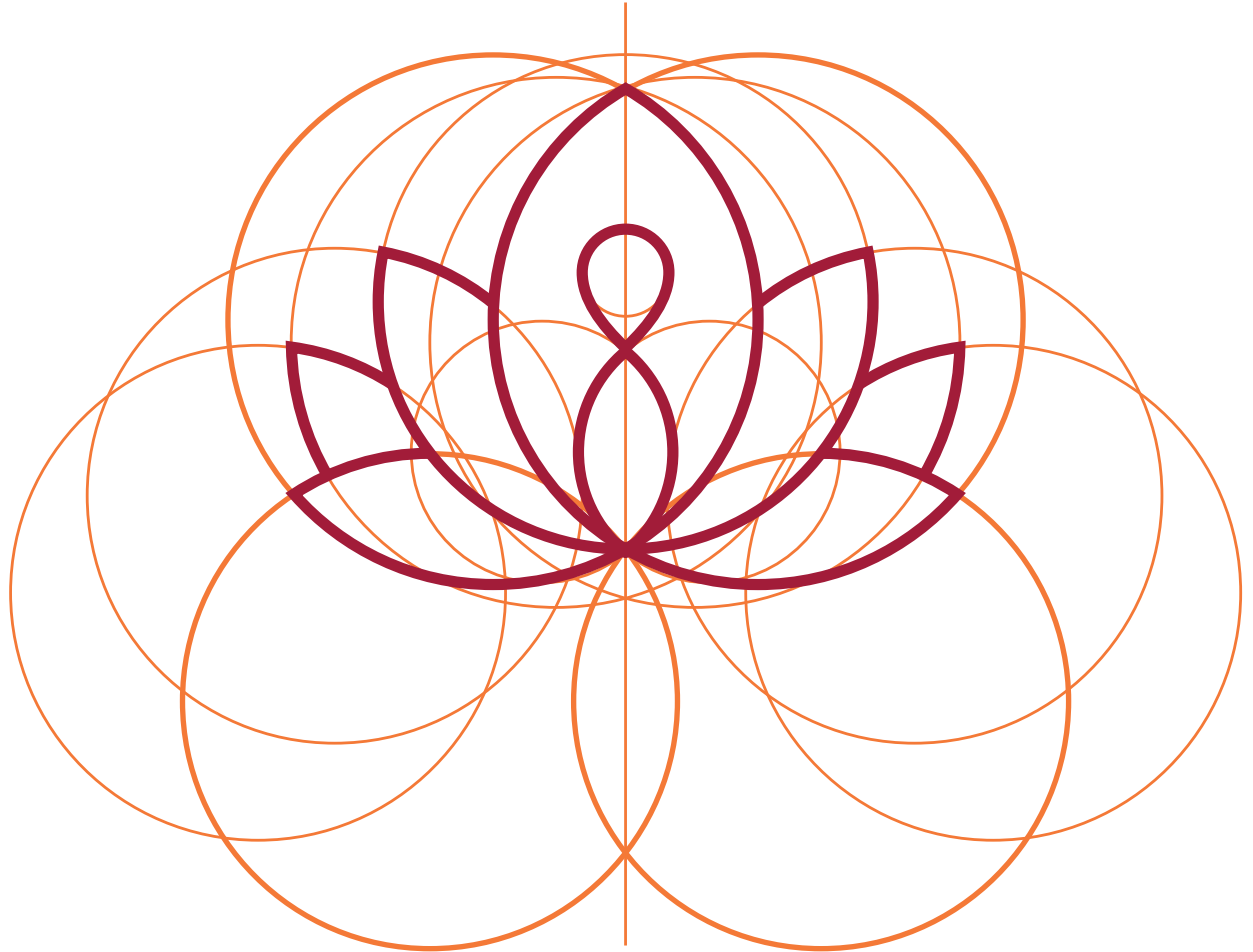
SYMBOL CONSTRUCTION

Padmasana (Lotus Pose)

The symbol of NUVRA was inspired from the classic seated yoga posture Padmasana which symbolizes Lotus Flower.

In th symbol, we see a person meditating on a Lotus Flower.

Lotus is also the National Flower of Bangladesh.

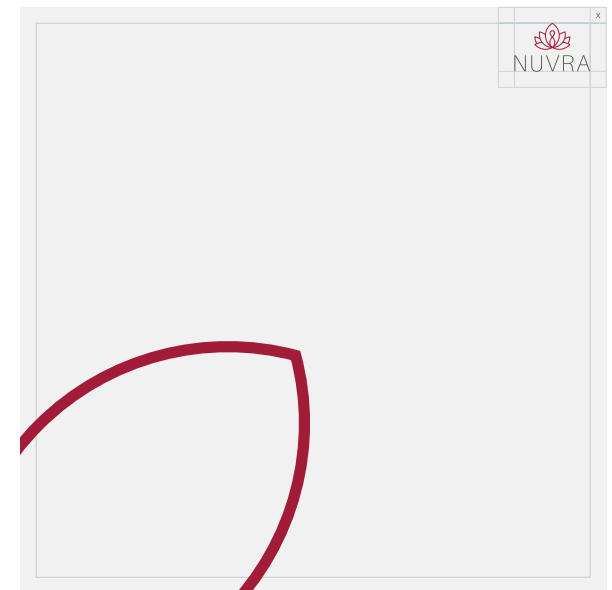
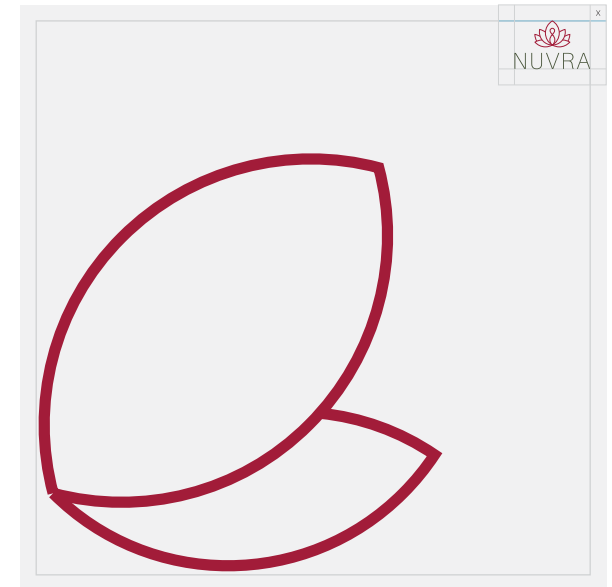
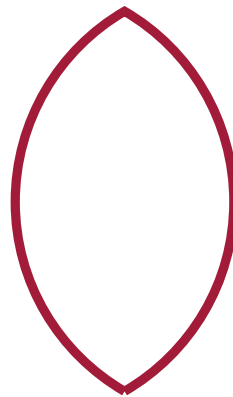


Brand Graphic Device

PETAL

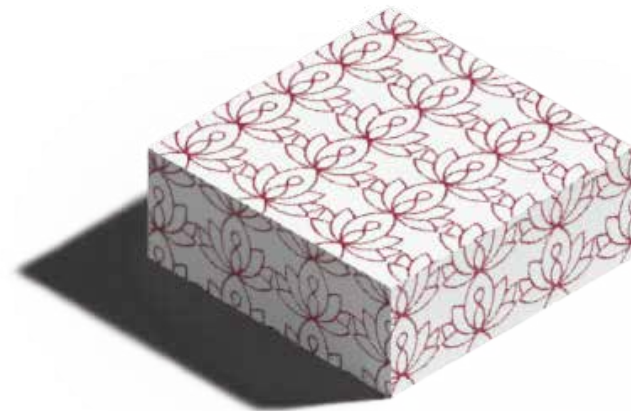
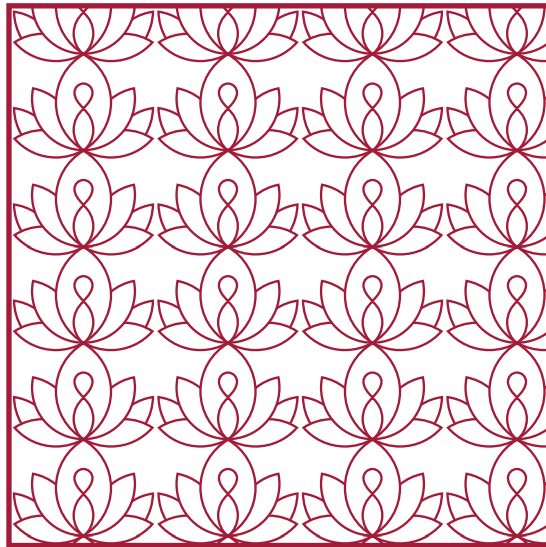
The graphic device “petal” will be implemented wholesomely into the brand identity.

It translates a story of being adaptable, flexible and agile.



Brand Graphic Device

PATTERN



Brand Graphic Device

ICONS

The icons always have to be line work with curved edges. It should not have more than three elements within an icon to avoid clutter.



Brand Graphic Device

APP ICON

App Icon



PHOTOGRAPHY

Model, Expression, Posture, Attire, Lighting & Environment

Communications - Brand

Communications - Product

MODEL, EXPRESSION, POSTURE, ATTIRE, LIGHT & ENVIRONMENT

Do's

- Positive
- Calm
- Expressive
- Presentable

While choosing models for Robi, we must ensure they are representing and reflecting the brand's personality. The selected models should ideally be in their late twenties to early thirties.

Most importantly, they should be well-groomed, look smart and carry a pleasant smile. Their expressions should be natural and portray an aspirational outlook.

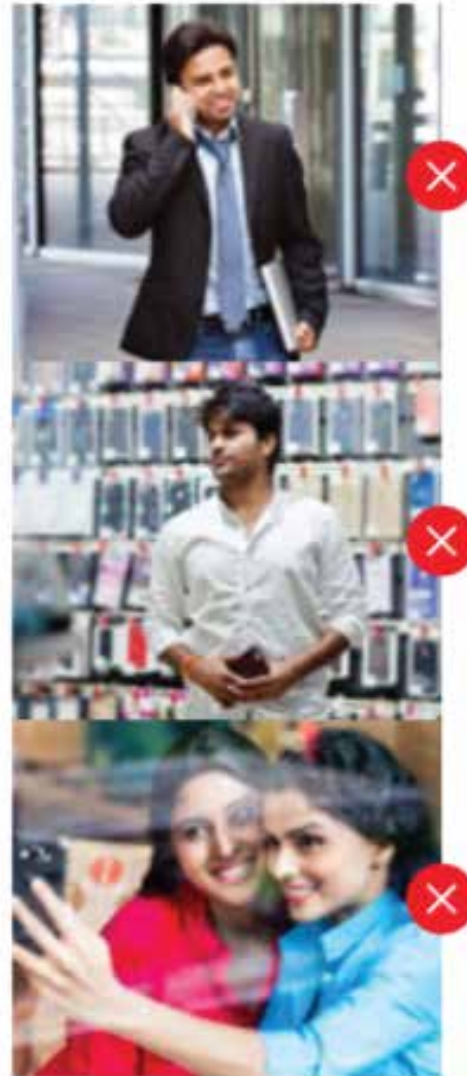


Photography

MODEL, EXPRESSION, POSTURE, ATTIRE, LIGHT & ENVIRONMENT

Don'ts

- Not aspirational
- Stiff
- Emotionless





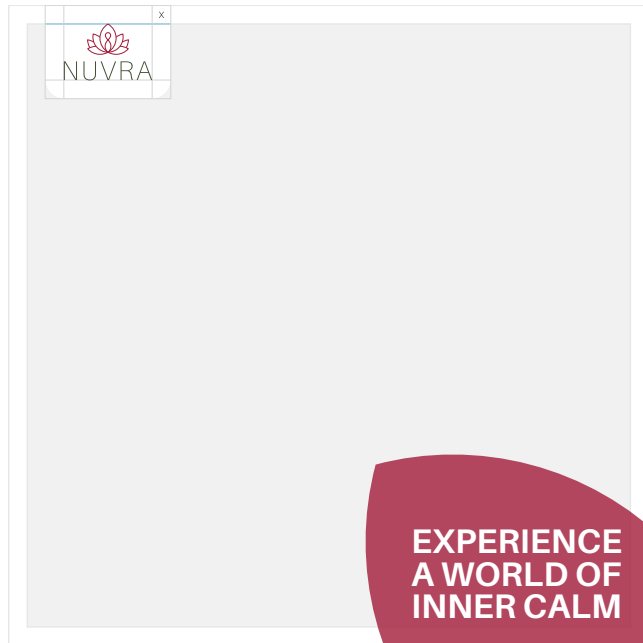
BRAND COMMUNICATION

BRAND LEVEL COMMUNICATION

Content Placement - Layout Templates

CONTENT PLACEMENT - LAYOUT TEMPLATES

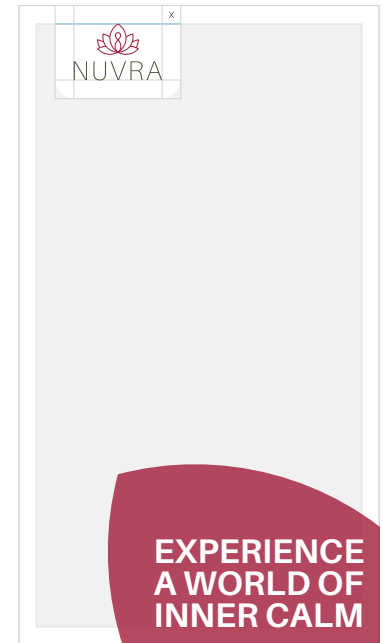
Square



16:9



9:16



CONTENT PLACEMENT - LAYOUT MOCKUP

Square



16:9



9:16



PRODUCT LEVEL COMMUNICATION

Product Placement - Layout Templates

PRODUCT PLACEMENT - LAYOUT TEMPLATES

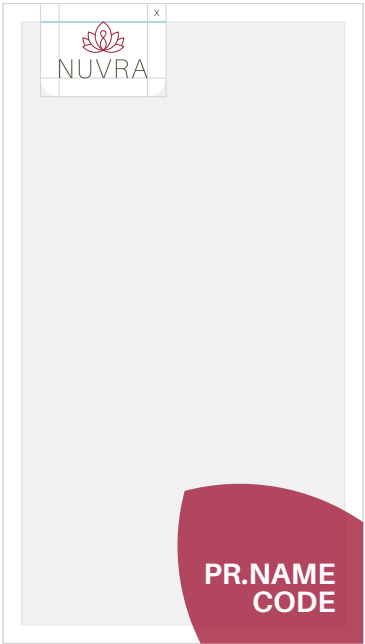
Square



16:9



9:16

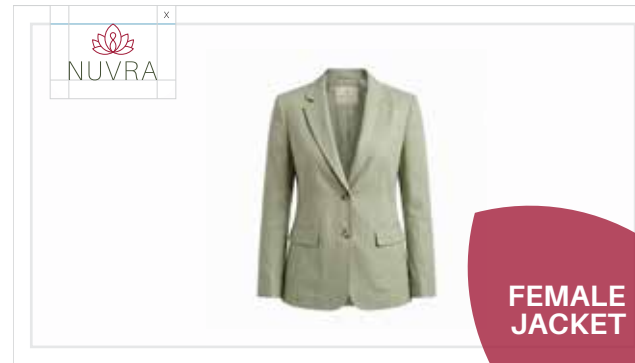


PRODUCT PLACEMENT - LAYOUT MOCKUP

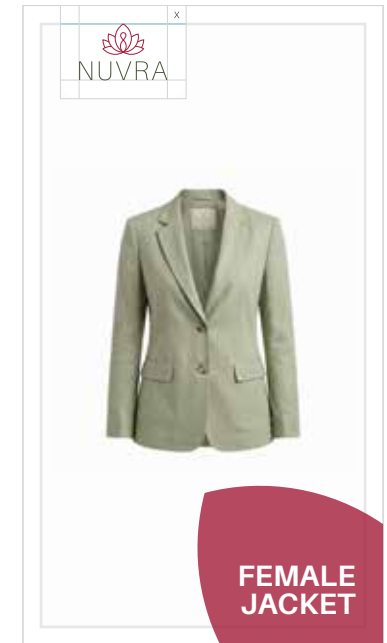
Square



16:9



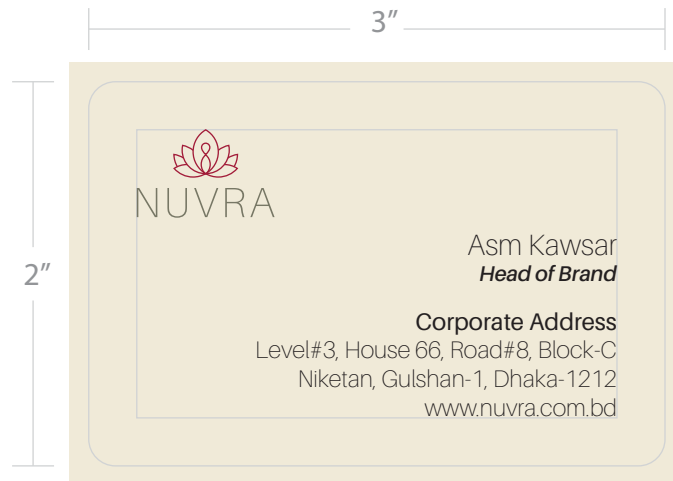
9:16



CORPORATE STATIONERY

Business Card
Letterhead
Envelope
A4 Envelope
ID Card

Corporate Stationery
BUSINESS CARD



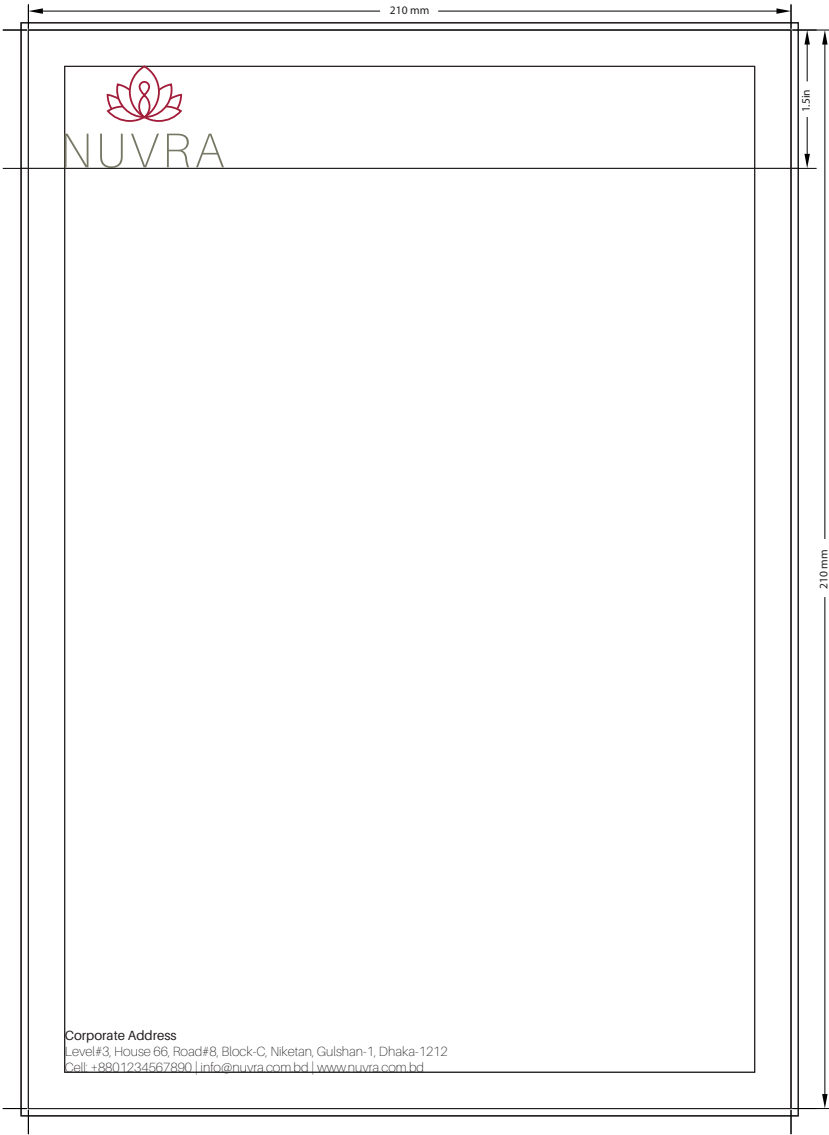


Asm Kawsar
Head of Brand
Corporate Address
Level#3, House 66, Road#8, Block-C
Niketan, Gulshan-1, Dhaka-1212
www.nuvra.com.bd



Corporate Stationery

LETTER HEAD





Corporate Address
Level#3, House 56, Road#8, Block-C, Niketan, Gulshan-1, Dhaka-1212
Cell: +8801234567890 | info@nuvra.com.bd | www.nuvra.com.bd

Corporate Stationery

ENVELOPE



Corporate Stationery

LETTER HEAD



Corporate Address

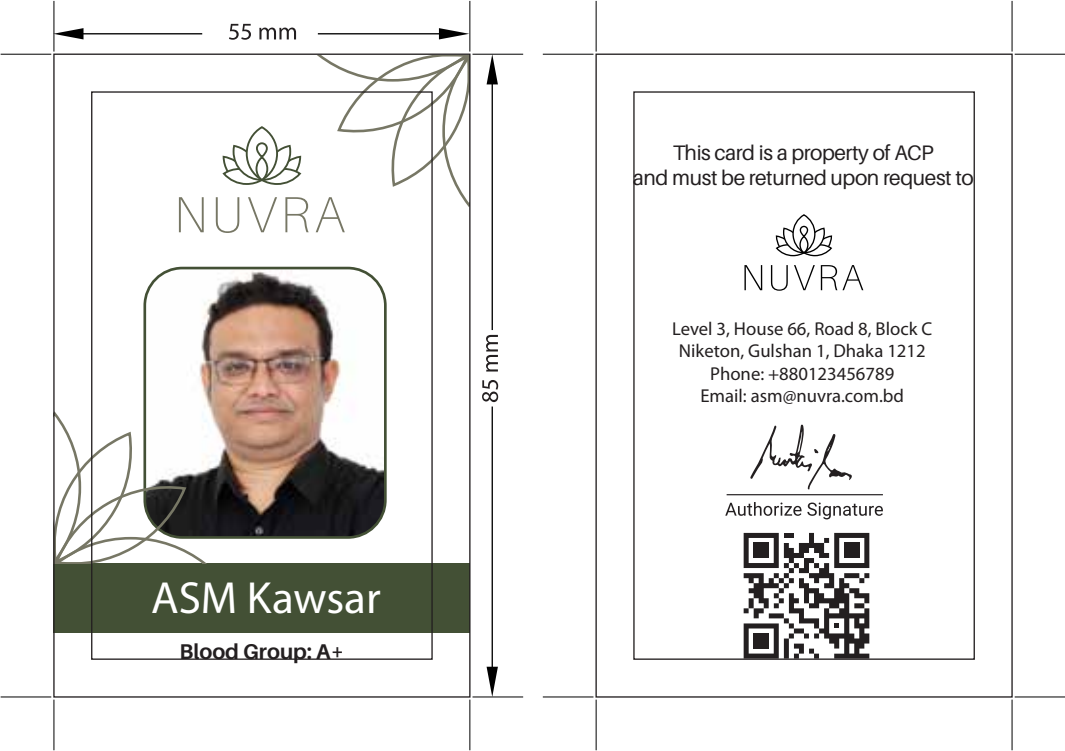
Level#3, House 66, Road#8, Block-C, Niketan, Gulshan-1, Dhaka-1212
Cell: +8801234567890 | info@nuvra.com.bd | www.nuvra.com.bd



Corporate Address
Level #3, House 66, Road 99, Block C, Naiton, Gulshan 1, Dhaka-7072
Cell: +5561204567890 | info@nuvra.com.bd | www.nuvra.com.bd

Corporate Stationery

ID CARD





OUT-OF-HOME

Billboard

Out-Of-Home
BILLBOARD

2:1



EXPERIENCE
A WORLD OF
INNER CALM

Out-Of-Home
BILLBOARD



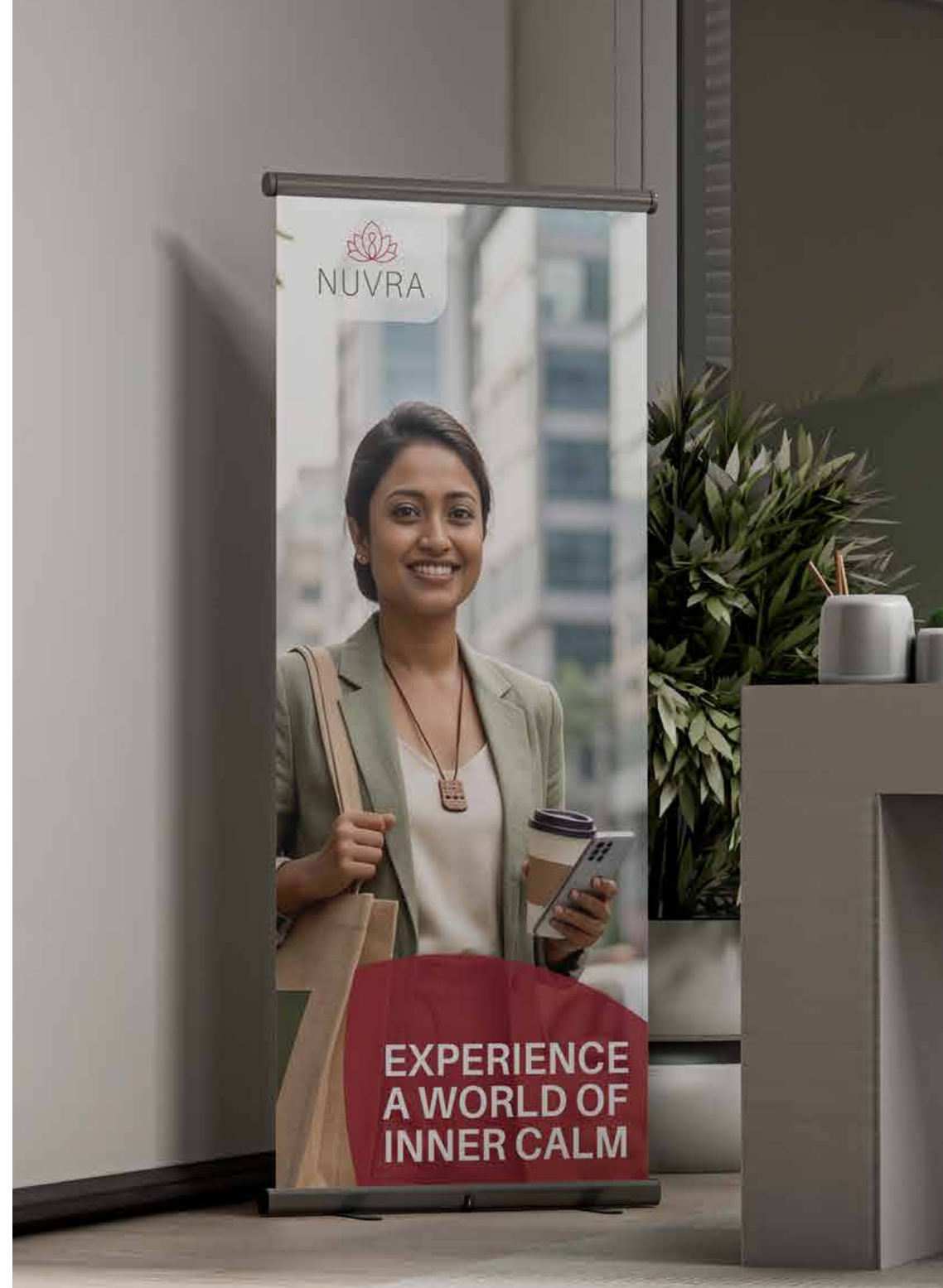


EXPERIENCE
A WORLD OF
INNER CALM

Out-Of-Home

ROLL-UP BANNER

1:2.5



BTL

Free Morning Yoga Session
Vehicle Branding

NUVRA
Daily Morning Yoga
Gulshan-1 Park, 6:00 am



4 Back Cover

5 Inner Back

6 Front Cover



**PURE FIBER,
ZERO COMPROMISE**

True physical relief begins at the thread level. Every NUVRA garment is woven without harsh synthetic fillers to ensure maximum breathing capacity and tactile softness.

Organic Flax Linen:
Lightweight, naturally temperature-regulating, and exceptionally durable.

Raw Hemp Fibers:
Earth-friendly, hypoallergenic, and softer with every wear.



**DESIGN ANATOMY
(THE FORM)**

Unstructured Fluidity:

We replace rigid tailoring with loose geometric drapes that respect the human body in motion. Designed without restrictive seams or tight silhouetted lines, our garments allow you to move freely, breathe deeply, and navigate your daily routine with unhindered ease.



THE ESSENTIAL CAPSULE

Distraction-free, small-batch releases designed to seamlessly layer into your existing wardrobe.

Small-Batch Releases:
Produced in limited quantities to prevent environmental waste and preserve material integrity.

Sensory Unboxing:
Each piece is wrapped in unbleached canvas packaging with dried botanical elements.

1 Inner Left

2 Inner Center

3 Inner Right

EVENT | Leaflet (Mockup)



EVENT

Invitation Card

Bunting

Ornamental Paper Flower

Logo Placement



Usage of Symbol



EVENT | Mnemonic Cutout (Mockup)



Venue: Alok, 211 Tejgaon, Dhaka 1208
March 14, 2025 | 6:00 PM

MEDIA PARTNER



THE DAILY NEWS



LET'S TV



RADIO

EVENT | Invitation Card (ED)



EVENT | Envelop (ED)



EVENT | Envelop & Invitation Card (Mockup)



2:1



EVENT | Backdrop



EVENT | Billboard/Hording



NUVRA
**GRAND
LAUNCHING**

Venue: Alok, 211 Tejgaon, Dhaka 1208
Date: August 14, 2026 | Time: 6:00 PM

MEDIA PARTNER

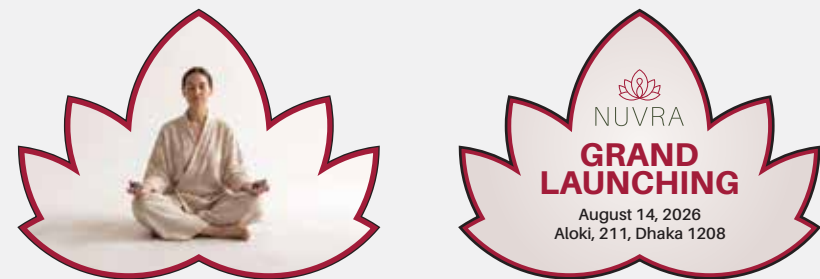
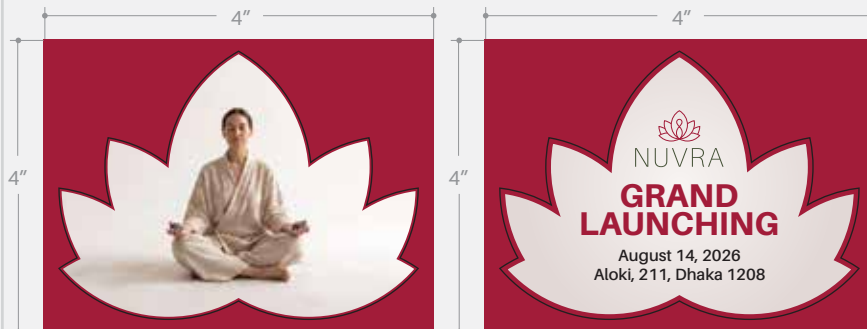
THE DAILY AZDPS ACU'S TV RAGU

EVENT | Bunting & Dangler

ED



PREVIEW



EVENT | X-Banner & Roman Banner



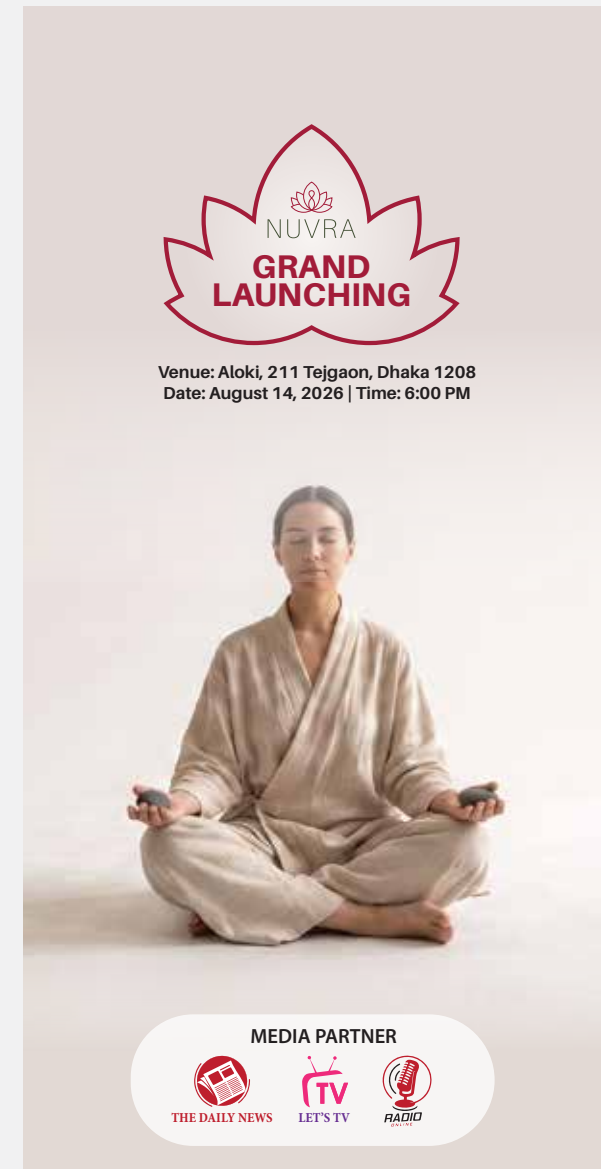
NUVRA
GRAND LAUNCHING

Venue: Alok, 211 Tejgaon, Dhaka 1208
Date: August 14, 2026 | Time: 6:00 PM



MEDIA PARTNER

  
THE DAILY NEWS LET'S TV RADIO



NUVRA
GRAND LAUNCHING

Venue: Alok, 211 Tejgaon, Dhaka 1208
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MEDIA PARTNER

  
THE DAILY NEWS LET'S TV RADIO





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MEDIA PARTNER



Venue: Aloki, 211 Tejgaon, Dhaka 1208
Date: August 14, 2026 | Time: 6:00 PM



MEDIA PARTNER



REGISTRATION BOOTH



EVENT | Registration Booth



EVENT | ID Card (Mockup)



EVENT | Polo T Shirt



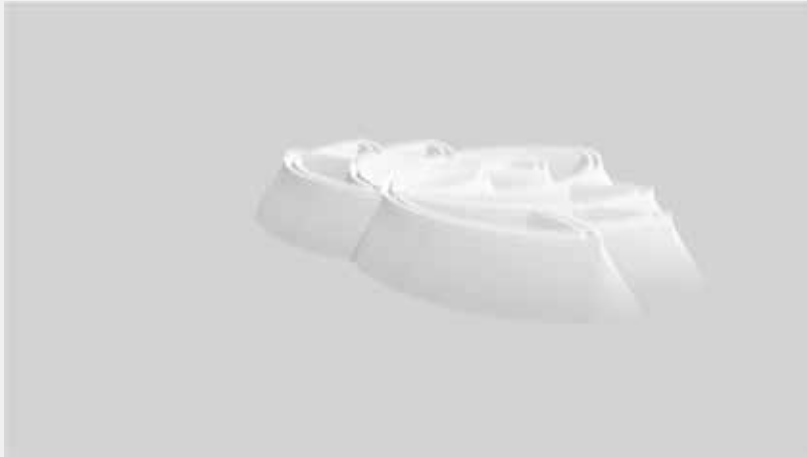


DIGITAL COMMUNICATION

MOTION IDENTITY

Motion Identity

MOTION IDENTITY



SOCIAL MEDIA

Sample Layout Usage
Profiles and Identifier
Facebook Cover Guidelines
Facebook Thematic Post
Facebook Product Post
Facebook Carousel





NUVRA 

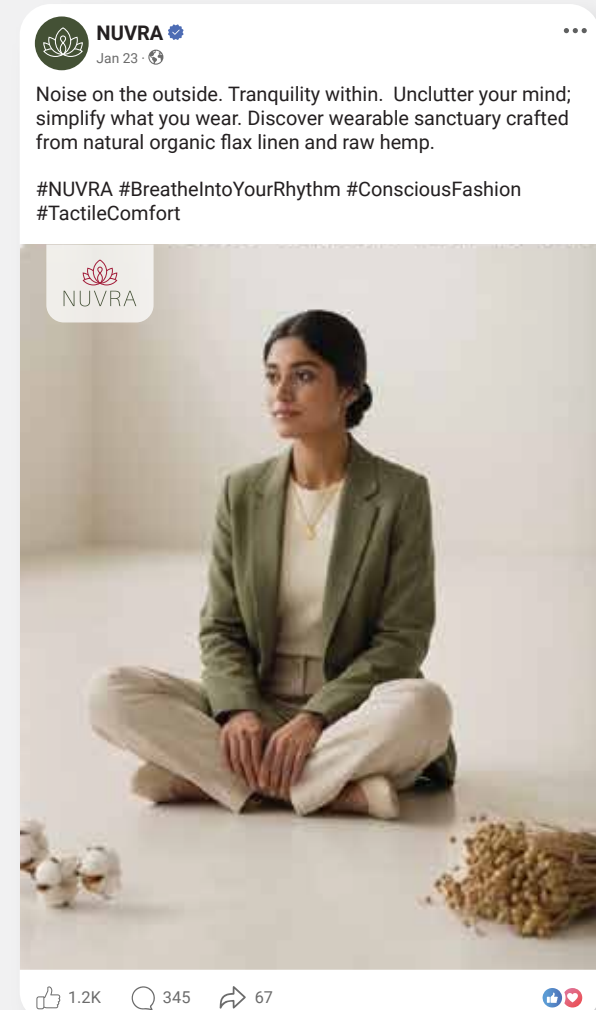
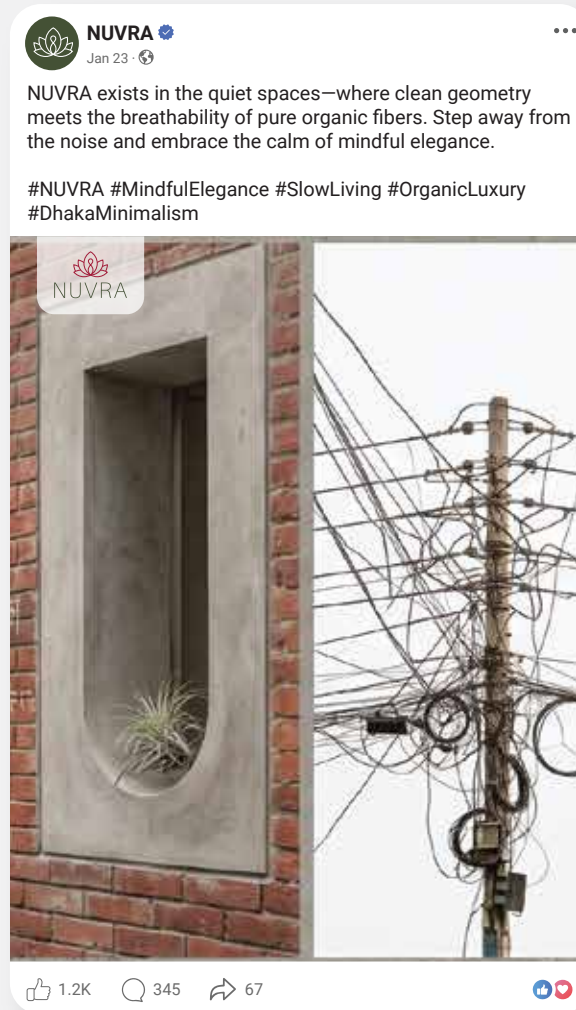
12M followers 1 following 10K posts

Page · Clothing (Brand)

Mindful Elegence

 Clothing (Brand)  official.nuvra  012 345 6789

Visual lookbooks exploring modern minimalism, architectural breathing room, and the cognitive relief of slow living in a high-volume world.



Educational, macro-lens content explicitly detailing the premium tactile touch, softness, and breathing capacity of pure organic cotton fabrics.



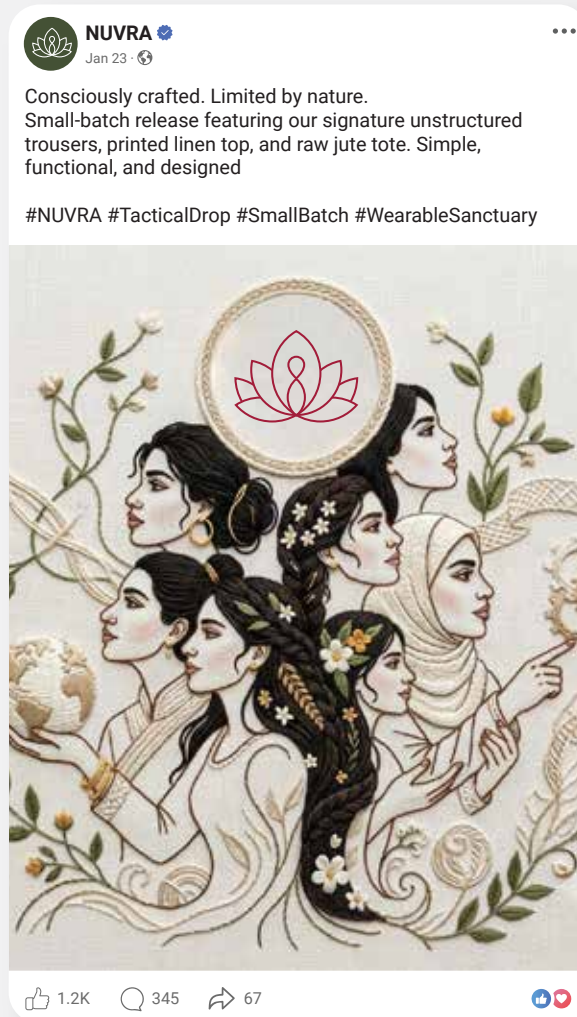
SOCIAL MEDIA | Design Anatomy



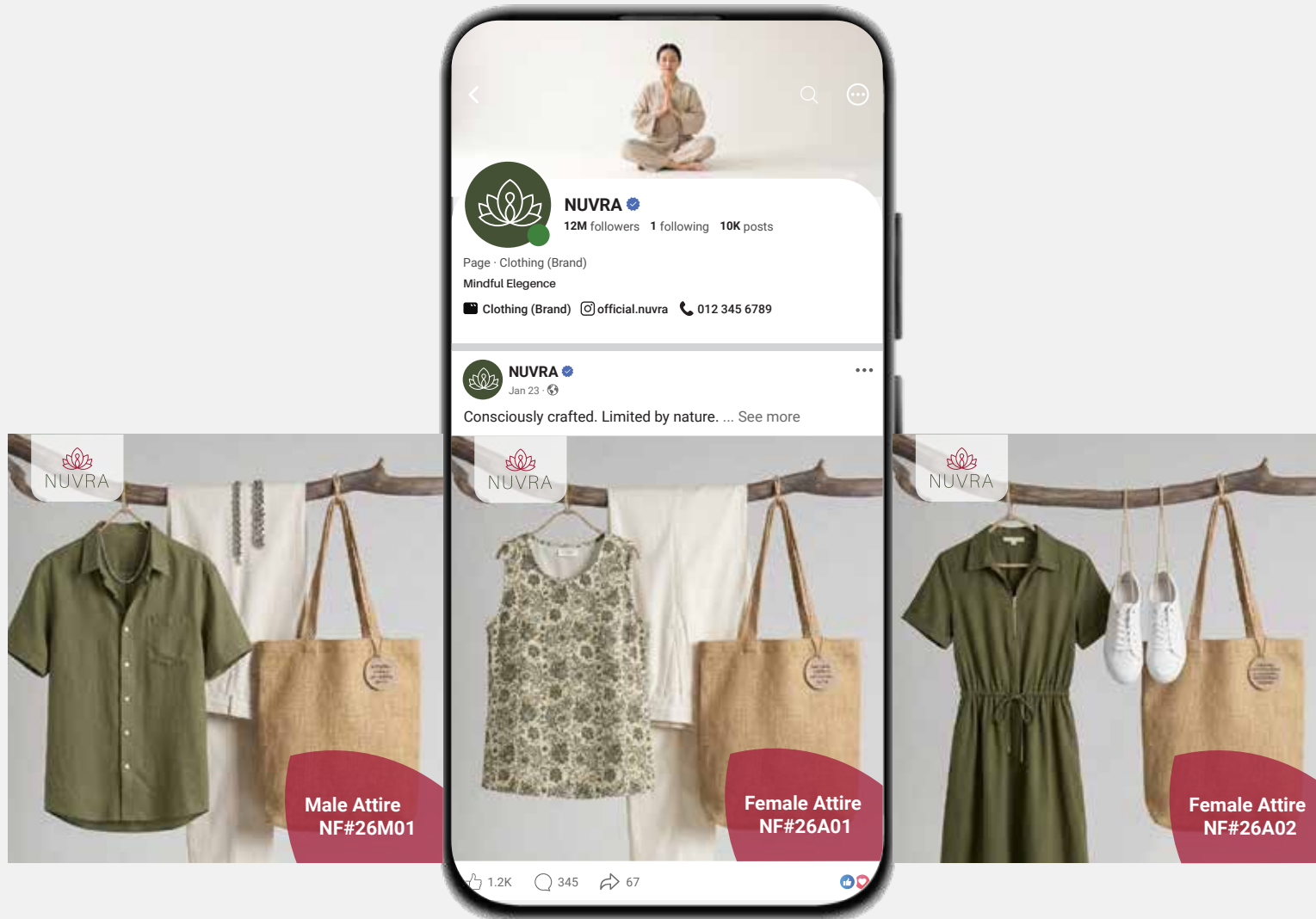
Distraction-free,
minimal canvas
product displays
outlining sizing,
small-batch stock
counts, and launch
pricing metrics.



SOCIAL MEDIA | Special Post



SOCIAL MEDIA | Carousel Post



MERCHANDISE

Hang Tag
Product Box
Bag
Mug
Penholder

HANG-TAG



BOX



Packaging Box
10" x 7" x 3"



NUVRA
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SHOPPING BAG






NUVRA
ECO-FRIENDLY
& SUSTAINABLE


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CUP & PEN HOLDER DESIGN







WEBSITE AND MOBILE

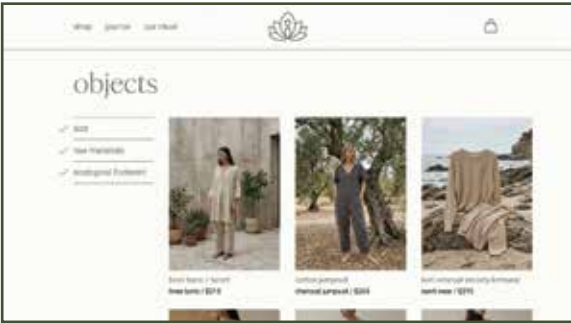
Website Design
Mobile Application

Website and Mobile

WEBSITE DESIGN



Home Page



Products



Product Details



Add to Cart



Login



Checkout

Website and Mobile

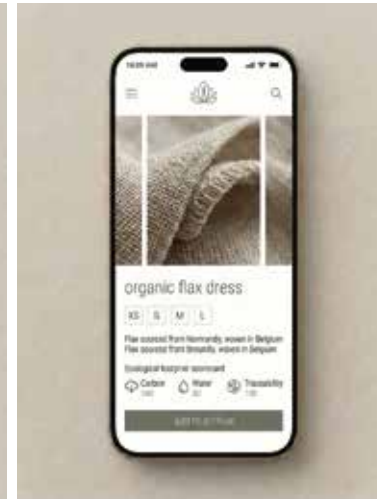
MOBILE APPLICATION



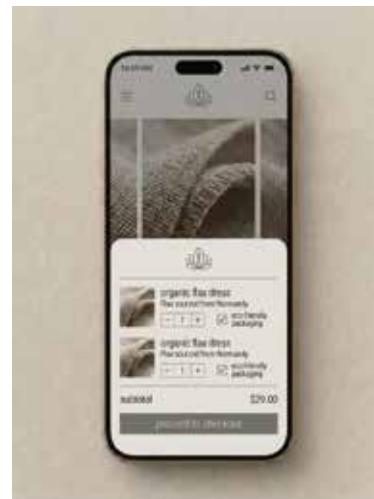
Landing Page



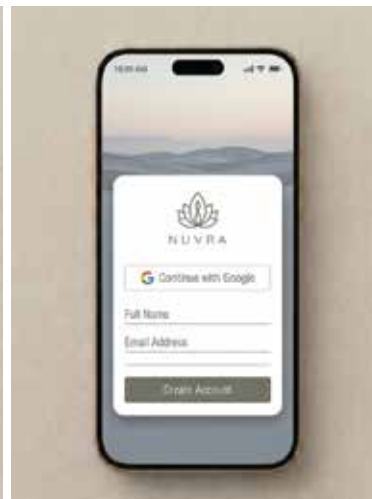
Products



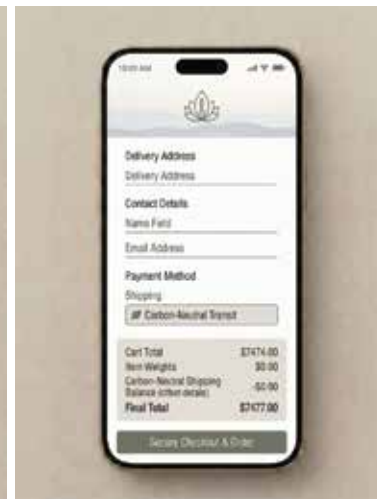
Product Details



Add to Cart



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