



# Nouriva Style Guide



## TABLE OF CONTENTS

### BRAND BACKGROUND

1. WHAT NOURIVA REPRESENTS.....	1
2. THE NOURIVA BRAND.....	2
3. THE CONSUMER.....	4
4. BRAND POSITIONING.....	6
5. BRAND VALUES.....	7
6. TONE OF VOICE.....	8

### LOGO & BRAND IDENTITY

1. LOGO DESIGN.....	10
2. FONTS.....	17
3. ICONOGRAPHY.....	19
4. IMAGERY.....	20

### PRINT & WEB

1. PRINT DESIGN.....	24
2. PRINT MATERIALS.....	25
3. DIGITAL DESIGN.....	30
4. WEB & APPS.....	32

### PROMOTING THE BRAND

1. OUTDOOR & INDOOR MATERIALS.....	35
2. SOCIAL MEDIA.....	42

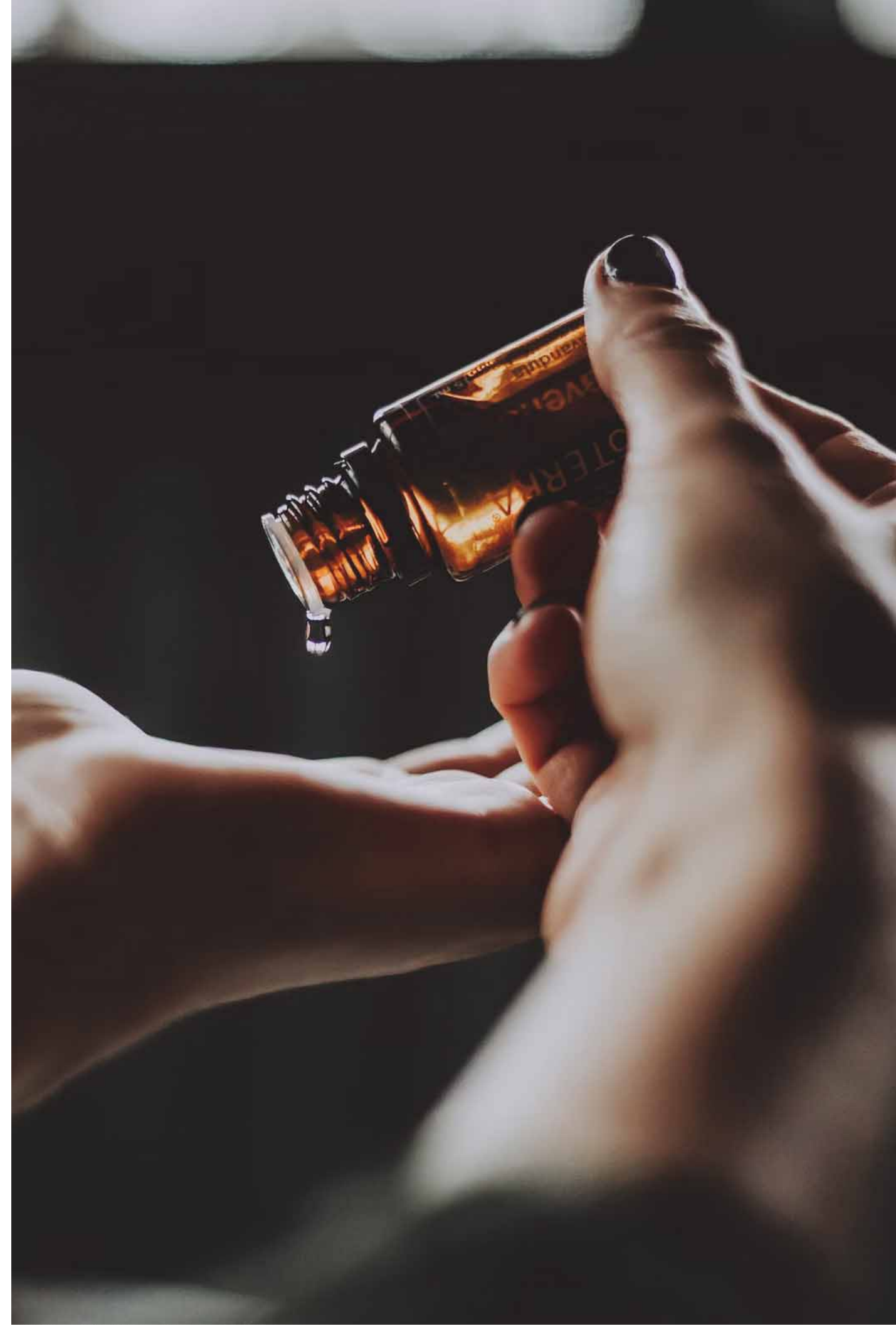
**BRAND BACKGROUND**

## 1. WHAT NOURIVA REPRESENTS

Nouriva's fundamental essence revolves around comprehensive well-being and a resolute commitment to environmental consciousness. Beyond conventional skincare, our brand champions a pragmatic self-care narrative, intertwining it with the concept of revival.

Driven by wellness and nourishment principles, our products embody our unwavering dedication to invigorating vitality. Enriched with 99% natural ingredients, each formula exudes our values of authenticity and purity. This seamlessly aligns with our eco-friendly mission, evident in meticulous ingredient choices that pay homage to the natural world.

Tranquility, an essential facet of self-care, harmonizes through our collection, fostering a serene aura. These facets unite to shape Nouriva's brand identity: a pragmatic advocate for well-being with an eco-conscious ethos, symbolizing revival and authenticity.



## 2. THE NOURIVA BRAND

To bring the Nouriva brand to life, we need to understand what it is like, what it cares about and the experience that consumers have when they engage with it.

**What is the most important thing to the Nouriva bath & body brand?**

Nourishing both body and mind. Elevating well-being through authentic, nature-inspired self-care.

**What should our customers expect emotionally from our bath & body products?**

Customers can expect a profound sense of nourishment and rejuvenation from our bath and body products, fostering a genuine emotional connection to their well-being.

**What will we never compromise?**

Transparency, Sustainability, Respect, Tranquility, Integrity, Customer-Centrism, Wellness, Ethical Sourcing, Simplicity.

**If the brand was a person, what would they be like at a party?**

Profound, Eco-conscious, Respectful, Calm, Honest, Attentive, Wellness-oriented, Down-to-earth, Empathetic.



## 2. THE NOURIVA BRAND

What are the tangible components of our bath & body products?

A fusion of botanical extracts, nourishing oils, and essential vitamins for optimal skin health. The tactile experience exudes a premium feel, offering a touch of luxury that remains reassuringly affordable, evoking a sense of delightful indulgence without breaking the bank.

What should our customers expect emotionally from our bath & body products?

Nourishing both body and mind.

Customers can expect a profound sense of nourishment and rejuvenation from our bath and body products, fostering a genuine emotional connection to their well-being.





### 3. THE CONSUMER

Meet the Nourishing Enthusiast, a valued member of the Nouriva community. This persona embodies our core values and finds joy in the art of self-care and well-being. With a passion for embracing the simple yet profound rituals of self-pampering, the Nourishing Enthusiast seeks authenticity and genuine nourishment in every aspect of life.

#### **Demographics:**

Age: 25-45

Gender: Female

Location: Urban and suburban areas

Lifestyle: Active, health-conscious, eco-conscious

#### **Attributes:**

Values: Transparency, authenticity, wellness

Personality: Mindful, curious, practical

Lifestyle: Balancing a busy schedule with moments of self-care

Interests: Natural skincare, sustainability, mental health

Motivations: Seeking effective, quality self-care solutions

Preferred Channels: Social media, online reviews, word-of-mouth recommendations





### 3. THE CONSUMER

#### **What Matters to the Nourishing Enthusiast:**

Our Nourishing Enthusiast values authenticity and seeks tangible results in their self-care journey. They appreciate products that resonate with their ethical and wellness-focused lifestyle, aligning with their desire for eco-friendly and nature-inspired solutions. The Nourishing Enthusiast finds reassurance in the premium quality of Nouriva's products, appreciating the balance of affordability and luxury that our brand offers.

#### **How We Connect:**

Nouriva's communication with the Nourishing Enthusiast is founded on transparency and education. We provide clear information about our ingredients, sourcing, and sustainable practices, empowering them to make informed choices. Through engaging social media content, customer testimonials, and expert insights, we inspire and support the Nourishing Enthusiast on their journey to radiant well-being.

#### **Key Takeaway:**

The Nourishing Enthusiast embodies the heart of Nouriva's mission – to deliver authentic, nature-inspired self-care that speaks to their values and nurtures their quest for a balanced and vibrant life.





## 4. BRAND POSITIONING

Nouriva's brand positioning is grounded in the conviction that self-care is a transformative personal journey. We are committed to enhancing this journey by combining nourishing practices with a steadfast commitment to environmental consciousness.

### **Core Message:**

Nouriva embodies a practical approach to well-being, providing more than skincare. Our products, crafted with 99% botanical and natural ingredients, deliver authentic nourishment to the body. We aim to cultivate a sense of tranquility in our customers' lives, connecting self-care to a balanced state of mind.

### **Differentiation:**

Providing premium quality at an accessible price point. Our products offer a tactile sense of luxury that remains reassuringly affordable. Our ingredient choices underscore authenticity and respect for the environment.

### **Value Proposition:**

Nouriva represents pragmatic well-being, empowering individuals to embrace authentic self-care rituals. With a product range embodying vitality and revival, we ensure self-care is a fusion of nourishment, tranquility, and eco-consciousness.





## 5. BRAND VALUES

Nouriva's brand values are the bedrock of our identity, shaping every aspect of our brand's ethos and interactions. Rooted in practicality, transparency, and a commitment to well-being, these values define who we are and guide our journey.

### 1. Practical Well-Being:

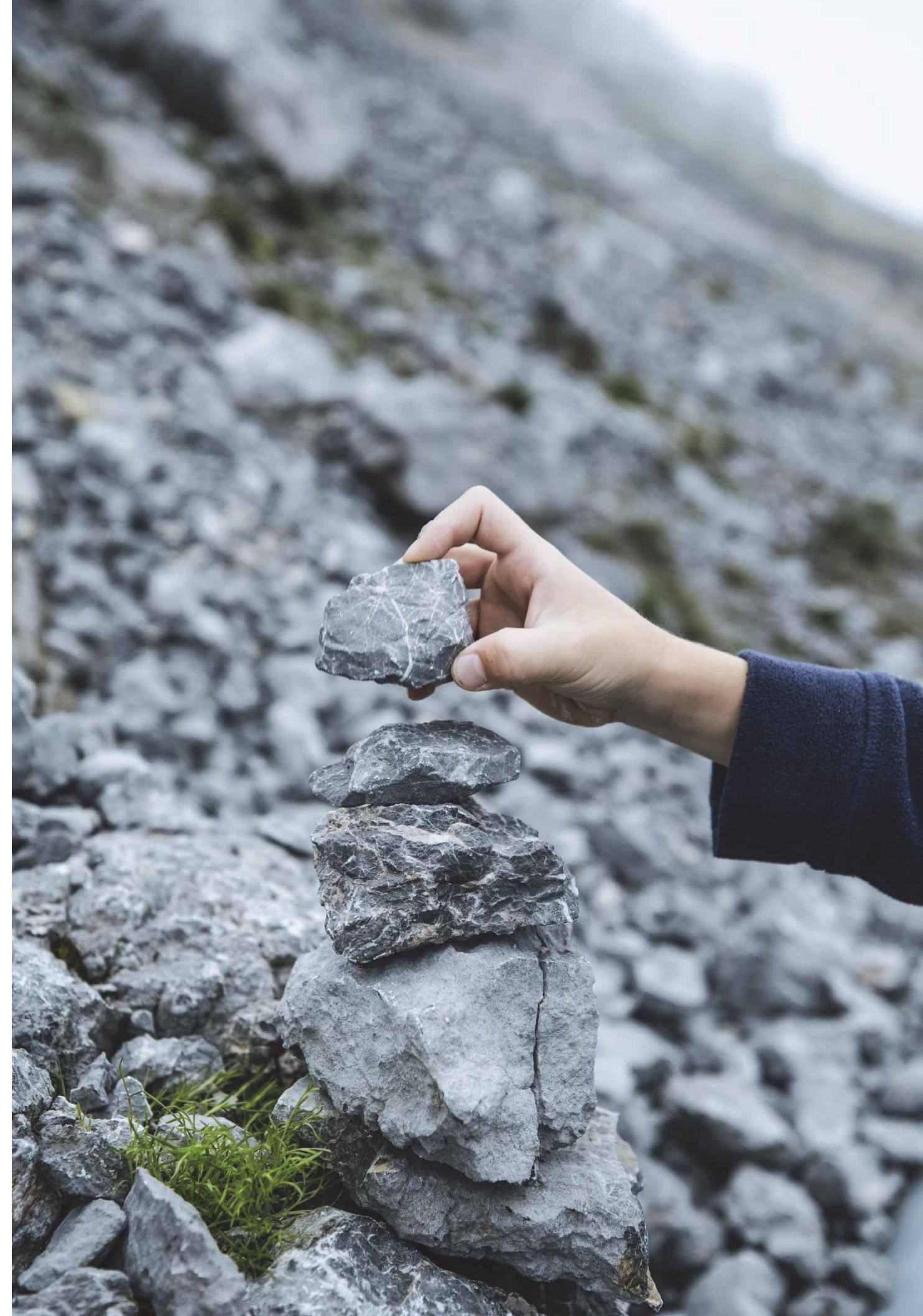
Our foremost value centers on promoting tangible well-being through self-care that's down-to-earth and accessible. We prioritize solutions that enhance physical vitality and foster a balanced state of mind, resonating with individuals seeking pragmatic self-care rituals.

### 2. Authenticity & Transparency:

Authenticity is at the heart of Nouriva's ethos. We believe in transparent practices, honest communication, and products that align with our promises. Our customers can trust that what they experience is genuine, whether it's our ingredients, sourcing, or communication.

### 3. Environmental Respect:

We take our responsibility towards the environment seriously. Ethical sourcing, eco-conscious packaging, and ingredient choices that honor nature are integral to our values. This commitment reflects our belief in a symbiotic relationship between personal well-being and planetary health.





## 6. TONE OF VOICE

Nouriva's tone of voice is the soulful thread that weaves through our communications, reflecting our brand's essence and values. It's a balance between approachability and expertise, resonating with our audience in a manner that's both genuine and insightful.

### 1. Approachable Authority:

Our tone embodies the spirit of a knowledgeable friend – approachable yet well-informed. We share information confidently, providing insights without overwhelming jargon. This encourages a comfortable dialogue where our audience feels understood and empowered.

### 2. Thoughtful Transparency:

Transparency is key to Nouriva's voice. We share openly about our ingredients, practices, and processes, cultivating a relationship built on trust. Our tone ensures that customers receive straightforward, honest information they can rely on.

### 3. Empathetic Guidance:

Empathy is at the core of our conversations. We understand the challenges of modern life and offer guidance that is both practical and empathetic. Our tone expresses understanding and support, encouraging individuals to prioritize self-care without feeling overwhelmed.



## 6. TONE OF VOICE

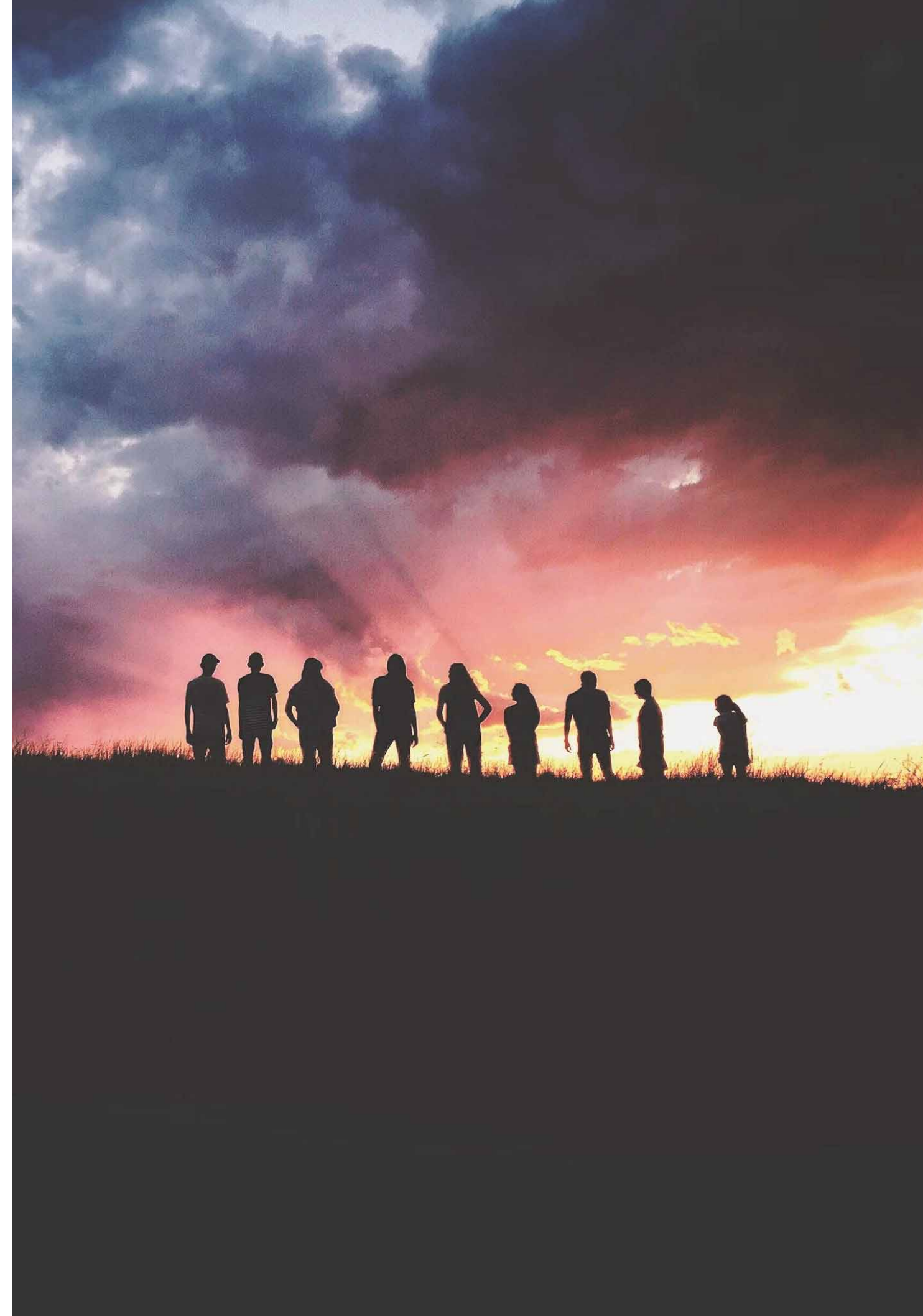
### 4. Nature-Inspired Positivity:

Our tone is infused with the positivity of nature's bounty. We use language that uplifts and energizes, mirroring the rejuvenating qualities of our products. Our words are a reflection of the vitality and authenticity that define Nouriva.

### 5. Inclusivity & Simplicity:

Nouriva's voice is inclusive, embracing all individuals seeking well-being. We use simple language to ensure our message is accessible and resonates with a wide audience. Our tone celebrates diversity and fosters a sense of belonging.

Nouriva's tone of voice is an embodiment of our brand's essence – a balance of approachability, transparency, empathy, positivity, and inclusivity. It guides us in fostering authentic connections, empowering individuals to embark on a self-care journey that's grounded in trust, knowledge, and well-being.





# LOGO & BRAND IDENTITY

## 1. LOGO DESIGN

Nouriva's logo design is a visual representation of our brand's values, echoing our commitment to practical well-being, authenticity, and environmental consciousness. This distinctive logo captures the essence of our journey – from nourishing the body to revitalizing the soul.

### **Primary Logo: Nourishing Butterfly:**

At the core of our logo lies the Nourishing Butterfly – a graceful butterfly with wings crafted from vibrant green leaves. This union symbolizes growth, vitality, and the nourishing connection between nature and self-care. The butterfly's delicate form echoes the transformative essence of our products, while the leaves speak to our commitment to authenticity and eco-consciousness.

### **Typography: Serif Elegance:**

Our serif typography beneath the Nourishing Butterfly exudes elegance and timelessness. This choice of font underscores our dedication to quality, authenticity, and a genuine connection with our audience. Its sophisticated presence reflects the premium nature of our brand.





## 1. LOGO DESIGN

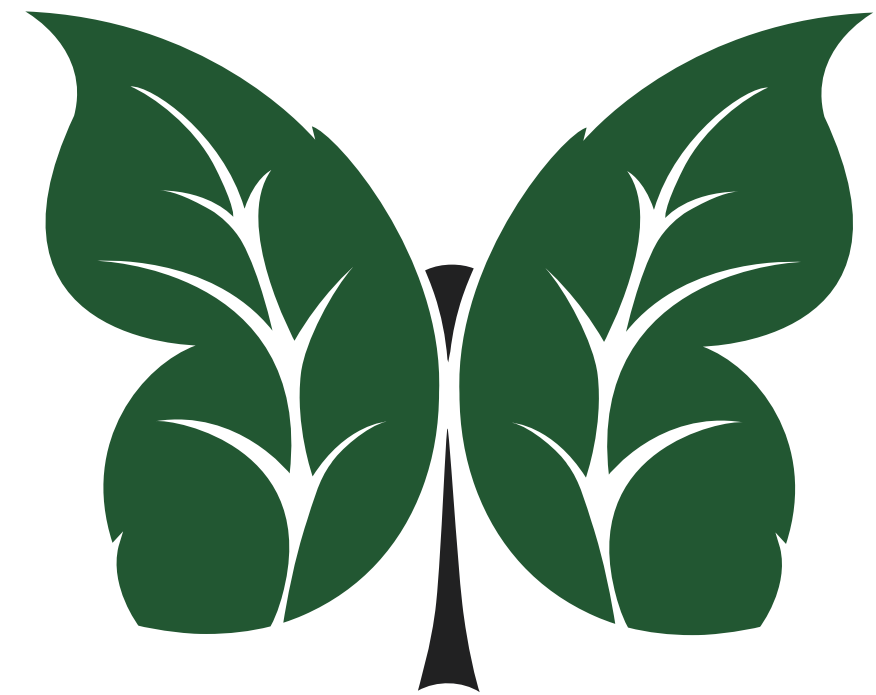
### Color Palette: Organic Harmony:

Our logo's color palette harmonizes with nature's hues. The muted green of the leaves speaks to growth and well-being, while the subtle black of the butterfly's body exudes sophistication. This balanced palette embodies authenticity and tranquility, reflecting our commitment to nourishing body and soul.

### Logo Variations: Flexibility and Unity:

Our logo design is adaptable, ensuring it maintains its impact across various platforms. From vibrant digital displays to sophisticated packaging, our logo adapts seamlessly while maintaining its core message of nourishment and authenticity.

Nouriva's logo design is a visual embodiment of our brand's identity – a fusion of nourishment, authenticity, and environmental responsibility. This logo is not just an image; it's a representation of our journey, our values, and our commitment to elevating practical self-care experiences that resonate with our audience on a profound level.



**NOURIVA**  
**Nourishes your soul.**

## 1. LOGO DESIGN

### Combined Logo



### Word-Only Logo

**NOURIVA**  
Nourishes your soul.

### Icon-Only Logo





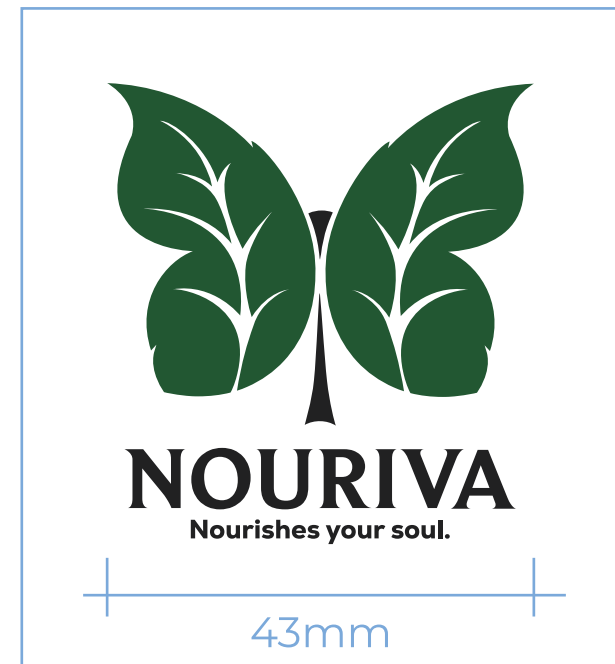
## 1. LOGO DESIGN

### Logo Sizes

#### Logo A

When the combined logo is used, then use over 43mm / 160px.

Minimum width mm

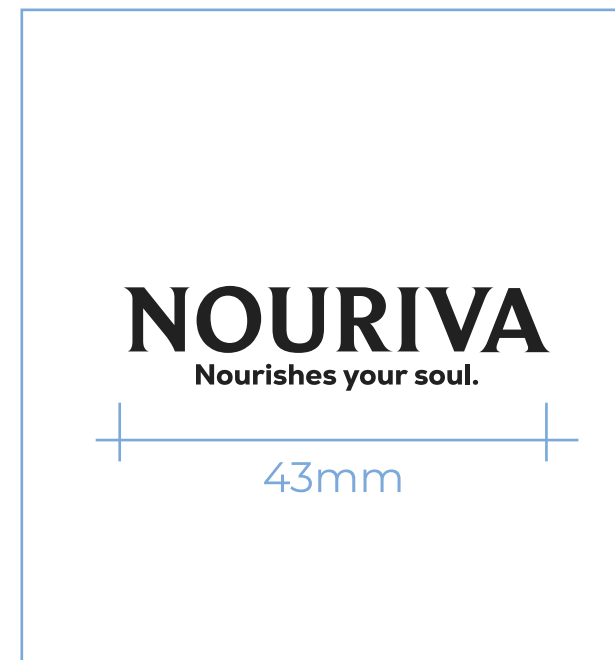


Maximum width mm



#### Logo B

When the word-only logo is used, then use over 43mm / 160px.

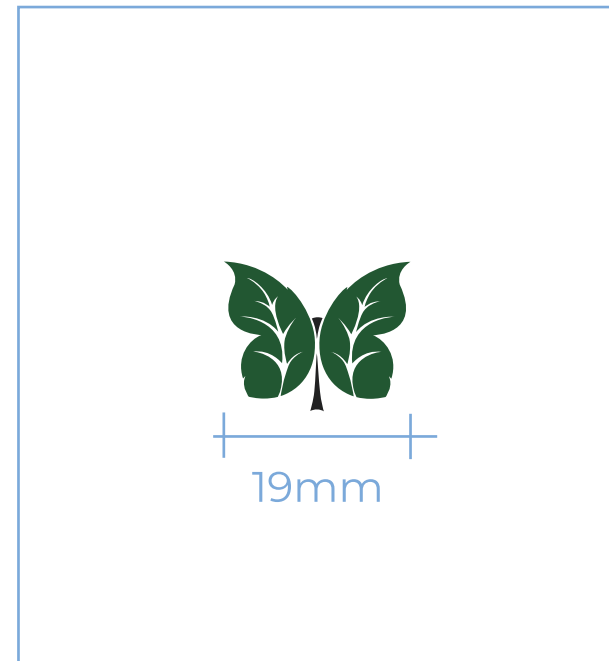


## 1. LOGO DESIGN

### Logo C

When the logo icon is used independently, then use over 19mm / 70px.

Minimum width mm

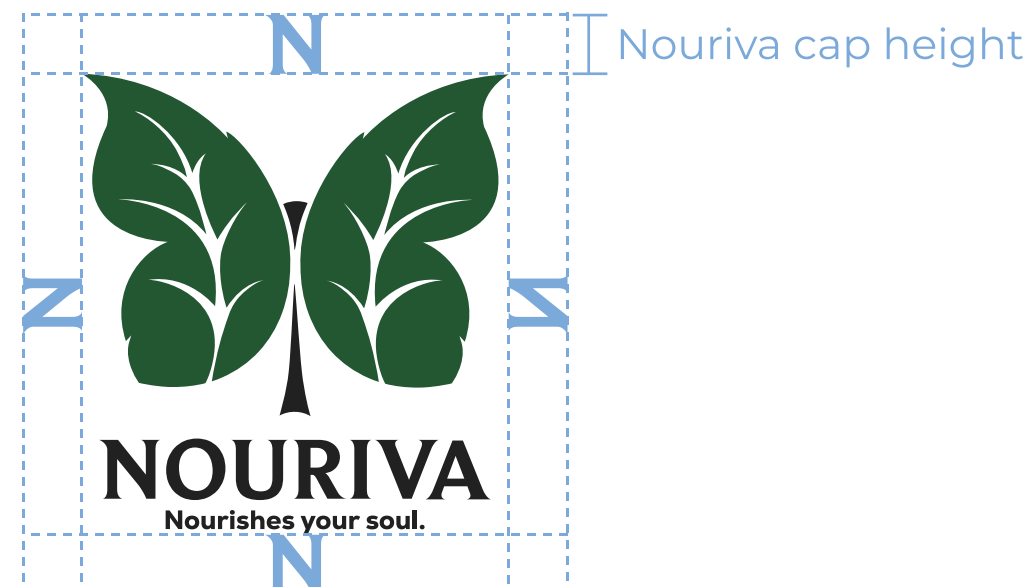


Maximum width mm



## Exclusion Zone

The 'exclusion zone' refers to the area around the logo which must remain free from other copy to ensure that the logo is not obscured. As the diagram indicates, the 'exclusion zone' is equal to that of the cap height of Nouriva.



## 1. LOGO DESIGN

### Monochrome and White Out

#### **Monochrome**

When monochrome is used, then all elements are to be Neutral Black C (check previous page for HEX code).

This form of the logo must only be used against background colours that are pale or gray in order to hold enough contrast to maintain legibility.

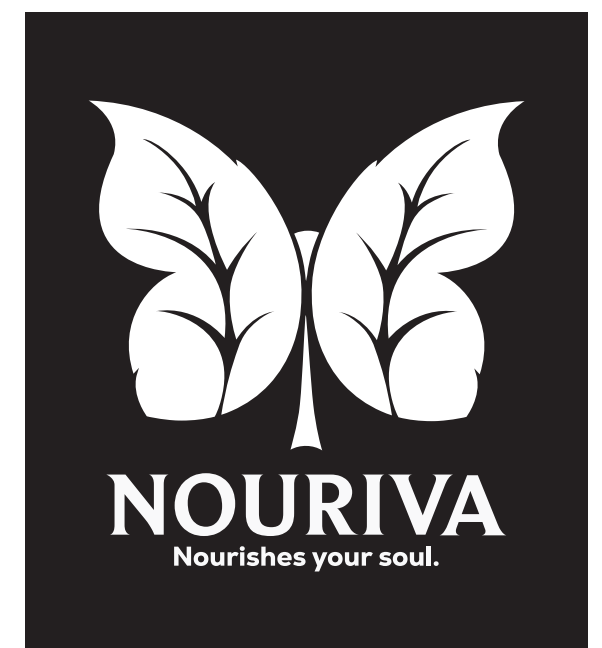


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#### **White out**

When white out is used, the icon and text are inverted to white.

This form of the logo must only be used against background colours strong and dark enough to hold enough contrast to maintain legibility



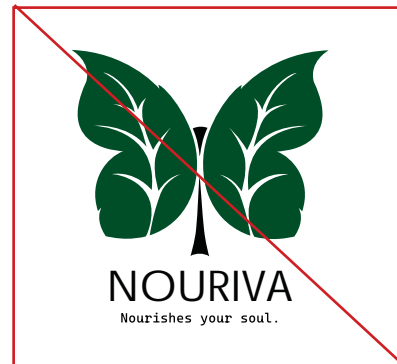


## 1. LOGO DESIGN

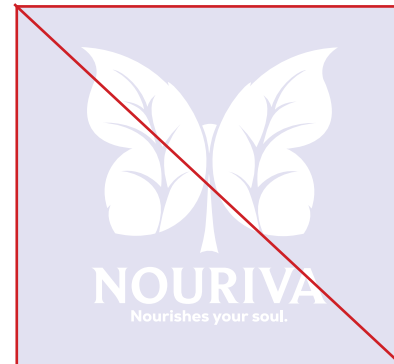
### Incorrect Logo Use



DO NOT change the  
relative sizes of the logo  
elements



DO NOT change the  
fonts of the logo



DO NOT place a white  
logo on a pale  
background



DO NOT invert the  
specified logo colours



DO NOT distort the logo  
elements



DO NOT place the logo  
on an angle

## 2. FONTS

### Beaufort Bold:

**Primary Font:** Beaufort Bold embodies strength, elegance, and timeless sophistication. Its bold, serif letterforms lend a sense of authority, making it the perfect choice for our brand title. Paired with the logo, it exudes confidence and establishes Nouriva as a brand of substance and style.

### Nexa Heavy:

**Secondary Font:** Nexa Heavy complements Beaufort Bold with its modern, geometric sans-serif design. Its bold, uppercase lettering brings a contemporary edge to our brand's slogan, "Nourishes your soul." This font choice conveys innovation and dynamism while ensuring clarity and legibility, even in small sizes.

### Why These Fonts Work:

Beaufort Bold and Nexa Heavy create a harmonious balance within the logo. Beaufort Bold's classic serifs add gravitas, while Nexa Heavy's modernity injects freshness. Together, they reflect the duality of Nouriva—time-tested nourishment coupled with forward-thinking revival.

**NOURIVA**  
**Nourishes your soul.**

## 2. FONTS

The pairing of these fonts emphasizes Nouriva's commitment to authenticity and innovation. Beaufort Bold exudes tradition and trust, while Nexa Heavy adds a touch of contemporary flair, demonstrating that our brand blends the best of both worlds.

Legibility and versatility are paramount in branding. Beaufort Bold and Nexa Heavy are highly readable, ensuring our logo remains impactful across various applications, from packaging to digital media.

The juxtaposition of classic and modern fonts in our logo captures Nouriva's essence—a brand deeply rooted in tradition yet constantly evolving to meet the diverse needs of our customers. This font combination symbolizes the transformative journey we invite our customers to embark upon, where the timeless meets the cutting edge.



### 3. ICONOGRAPHY

#### Nouriva's Icon:

Our logo features a distinctive butterfly icon with wings crafted from lush green leaves, symbolizing growth, renewal, and the natural world. The butterfly's body, a sturdy black branch, anchors the design, representing strength and stability.

#### Icon Usage:

The butterfly icon is a powerful symbol of transformation, perfectly aligning with Nouriva's mission. It should be used consistently and prominently across all branding materials, reinforcing our commitment to nurturing well-being and revival.

#### Consistency:

Consistency in the use of the butterfly icon is paramount. Adhering to these guidelines ensures that Nouriva's visual identity remains cohesive, reinforcing our brand message.

These iconography guidelines empower our design teams to leverage the butterfly icon as a powerful representation of Nouriva's core values—growth, strength, and the transformative power of self-care. Through the thoughtful and consistent use of this icon, we convey our brand's essence across all touchpoints, fostering a lasting connection with our audience.



## 4. IMAGERY

Nouriva's imagery is a visual journey that encapsulates the heart of our brand – practical well-being, authenticity, and a harmonious connection with nature. These images are a window into the world of Nouriva, inviting our audience to experience the essence of our brand.

### Photography Style:

- Lifestyle Moments:** Showcase real-life scenarios of individuals integrating Nouriva products into their daily self-care routines, emphasizing a sense of balance and revitalization.
- Product Showcase:** Highlight the details of our products through crisp and clean product shots, focusing on the botanical ingredients and luxurious textures.
- Environmental Connection:** Capture images that emphasize the connection between our products and nature, such as a product amidst a lush garden or near a serene body of water.





## 4. IMAGERY

### Color Palette:

Natural Vibrancy: Ensure that the color palette aligns with our brand's natural vibrancy. Emphasize muted greens, soft neutrals, and soothing earthy tones that evoke a sense of tranquility.

### Tone and Mood:

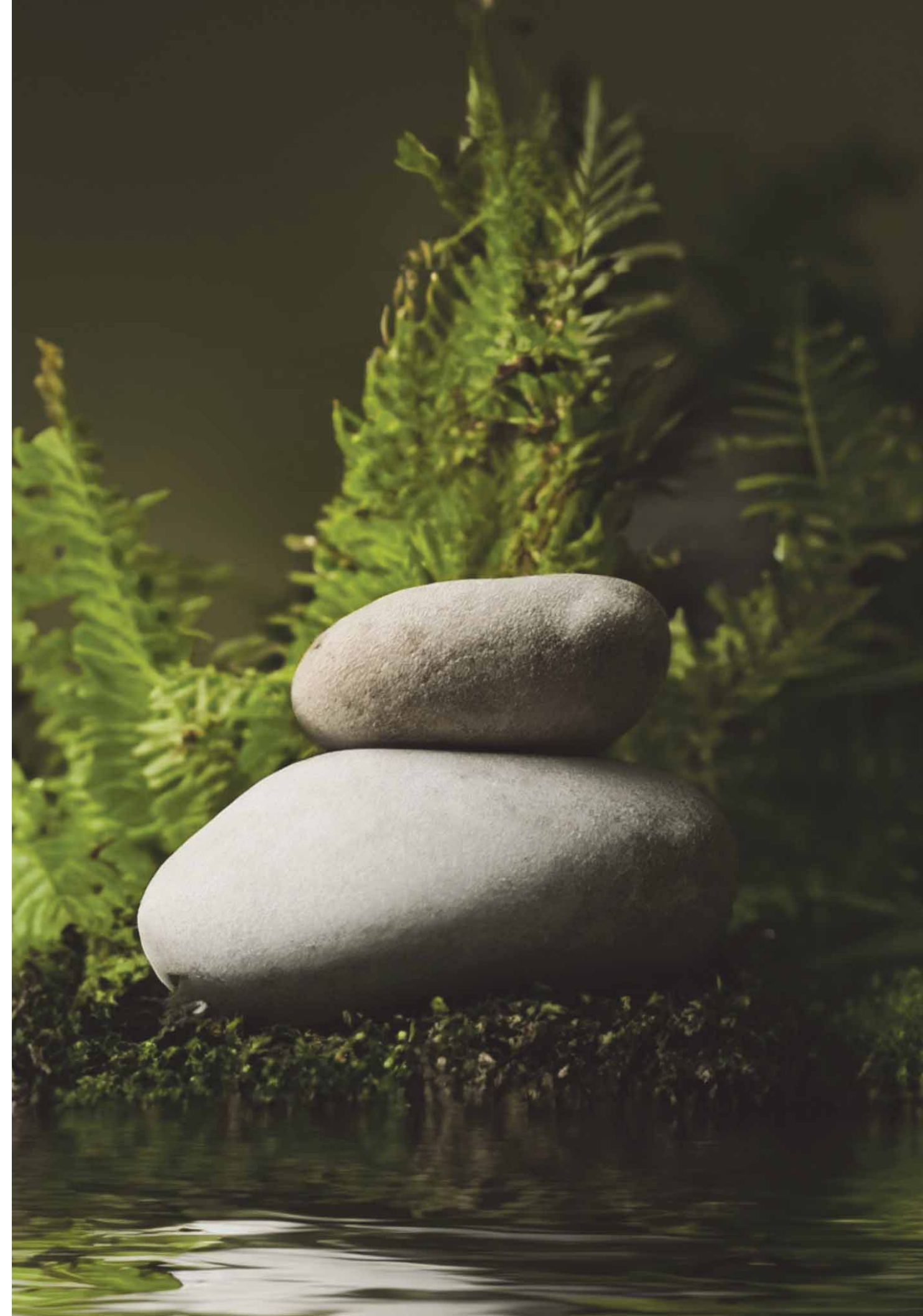
Serenity: Infuse images with a serene and calming mood, reflecting the tranquility our products bring to self-care rituals.

### Composition:

Balanced and Harmonious: Choose images that showcase a balanced composition, mirroring Nouriva's commitment to equilibrium and well-being.

### Subject Matter:

- Self-Care Rituals: Depict individuals engaging in self-care rituals using our products, fostering a sense of nourishment and well-being.
- Botanical Details: Zoom in on the intricate details of our botanical ingredients, conveying our commitment to authenticity and purity.





## 4. IMAGERY

### Models and People:

Diverse and Inclusive: Use diverse models of various ages and backgrounds, reflecting the inclusivity and universality of self-care.

### Editing and Filters:

Natural Enhancement: Enhance images to maintain a natural and authentic look. Light enhancements can bring out the product's textures and botanical details.

### Usage Examples:

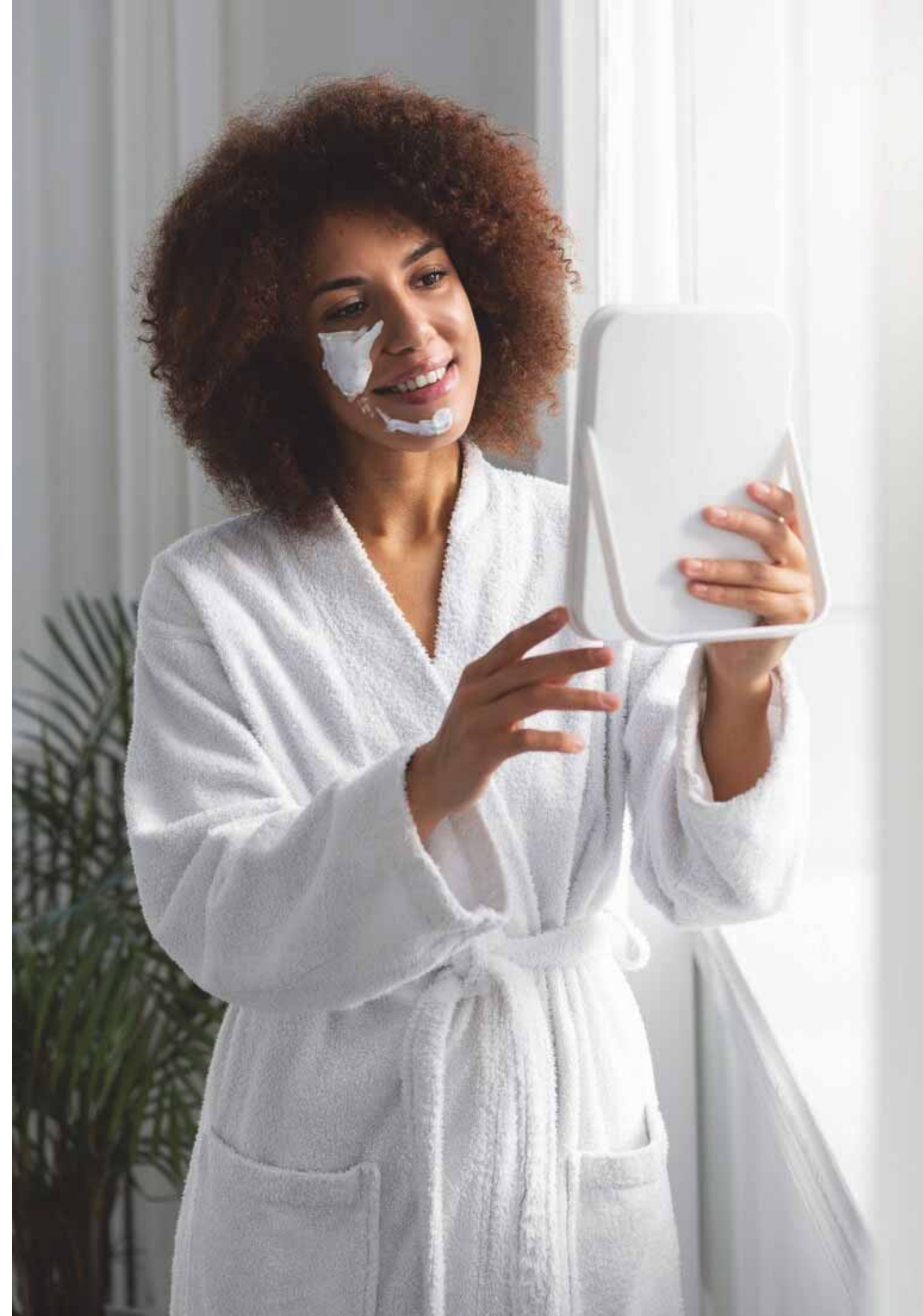
- Social Media:** Share lifestyle shots of individuals enjoying Nouriva products in their serene moments.

- Website:** Use product shots on the product pages, ensuring a clear view of the product's details and ingredients.

- Print Materials:** Include imagery that represents the brand's core values and authenticity, such as serene outdoor scenes and self-care moments.

### Image Quality:

High Resolution: Images should be of high resolution to ensure clarity and visual appeal across various platforms.



## 4. IMAGERY

### Dos and Don'ts:

**Do:** Choose images that reflect tranquility, authenticity, and practical well-being.

**Do:** Ensure images align with our brand's muted green color palette and evoke a sense of calm.

**Don't:** Use images that convey high-energy or excessive opulence, as it doesn't align with our brand's ethos.

Nouriva's imagery is a canvas that paints the narrative of our brand's journey. It is a reflection of our values, our mission, and the tangible experiences our products offer. Through vibrant visuals, we invite our audience to immerse themselves in the world of Nouriva – a world of practical self-care, authenticity, and a profound connection with nature.



**PRINT & WEB**



## 1. PRINT DESIGN

### Whole Unit Logo Colour

#### Green and black (primary option)

The text and slogan must always be black and the butterfly should be green and black.

Green

HEX: #215732

CMYK: 62%, 0%, 43%, 66%

PMS: 357 C

Black

HEX: #222223

CMYK: 0%, 3%, 3%, 86%

PMS: Neutral Black C

Make sure you're printing at least at 300 DPI.



Pantone 357C

C	M	Y	K	%
62	0	43	66	%

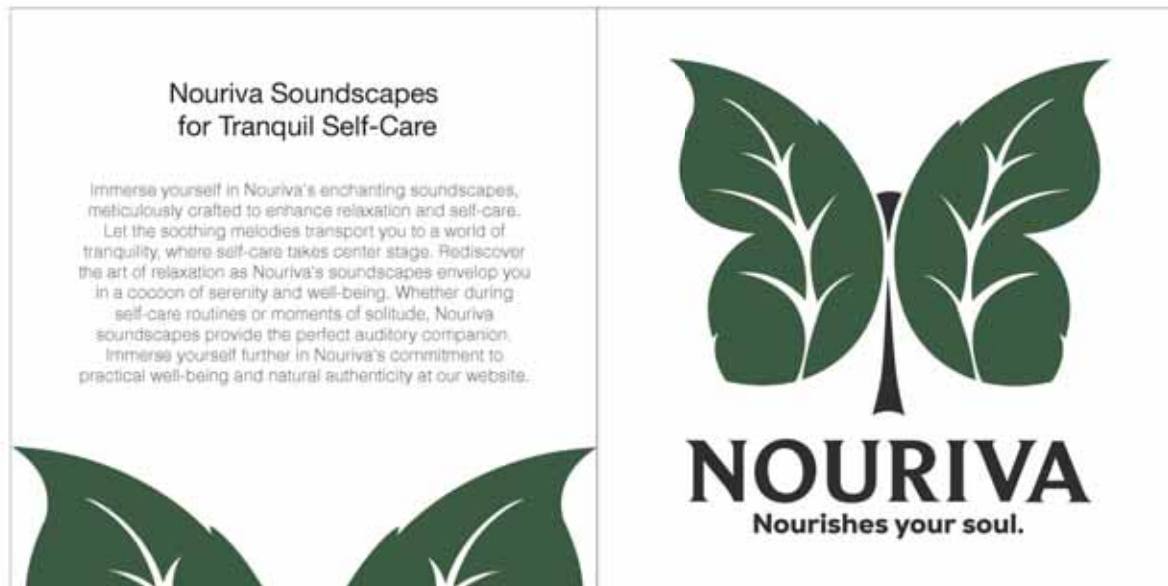


Neutral Black C

C	M	Y	K	%
0	3	3	86	%

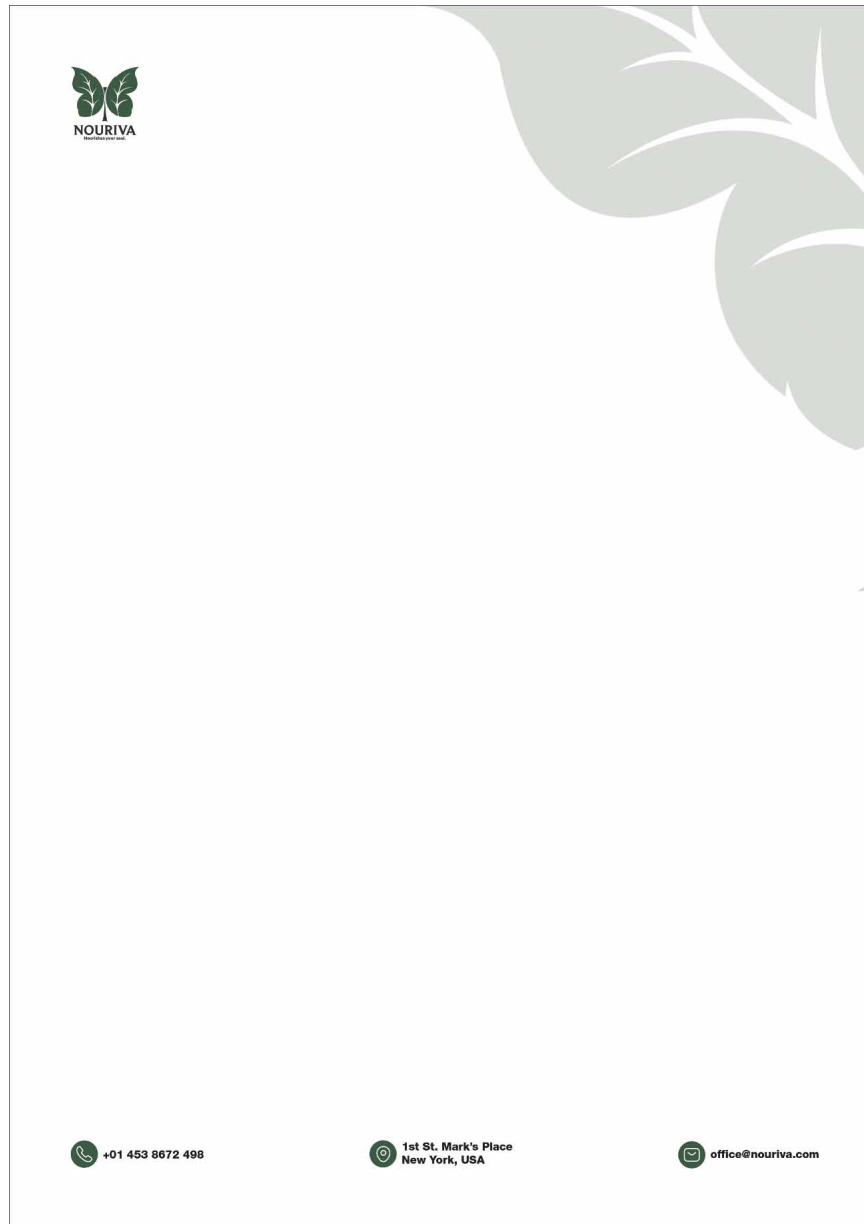
## 2. PRINT MATERIALS

### Office Materials



## 2. PRINT MATERIALS

### Office Materials





## 2. PRINT MATERIALS

### Print Materials - Trifold Brochure



## 2. PRINT MATERIALS

### Print Materials - Poster





## 2. PRINT MATERIALS

### Print Materials - Catalog

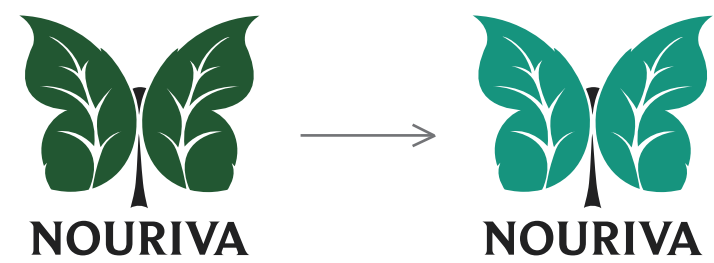




### 3. DIGITAL DESIGN

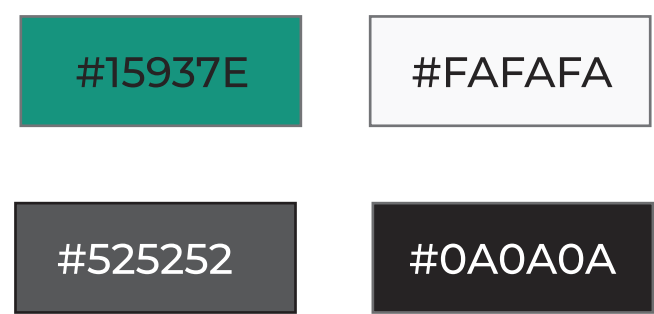
#### Logo Usage:

Nouriva's logo is a key element of our digital identity. To enhance visibility and impact, the green color of the logo has been modified to a bright teal (#15937E).



#### Colour Palette:

Our digital color palette is defined by the refreshing bright teal (#15937E) used in the logo, complemented by neutral tones of white (#FAFAFA), medium gray (#525252) and black (#0A0A0A). These colors convey a sense of purity, authenticity, and a connection with nature, in line with Nouriva's values.



#### Typography:

The primary font family for our digital content is Helvetica Neue, renowned for its clean and modern appearance. This choice aligns with Nouriva's commitment to simplicity, clarity, and a user-centric digital experience. We recommend using Helvetica Neue for all web-based text, ensuring consistency and readability.

Helvetica Neue Light  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

**Helvetica Neue Medium**  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

**Helvetica Neue Bold**  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

### 3. DIGITAL DESIGN

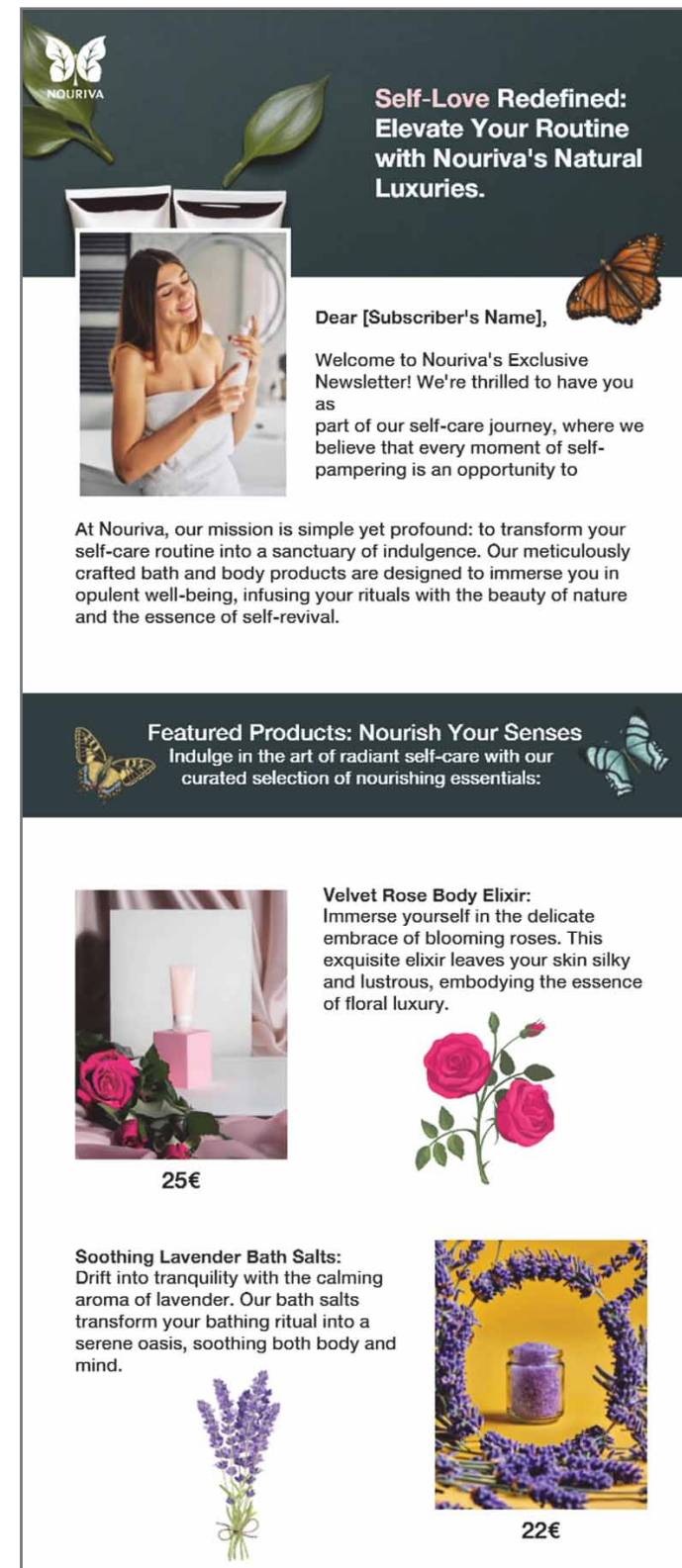
Newsletter:

To see the newsletter prototype, go here:

<https://xd.adobe.com/view/e237c531-bcf5-426c-afd6-aed0daf1e905-b764/>

And for the mobile version, here:

<https://xd.adobe.com/view/e237c531-bcf5-426c-afd6-aed0daf1e905-b764/screen/da87b9c0-e213-4397-b6a1-b19d2be5837a>

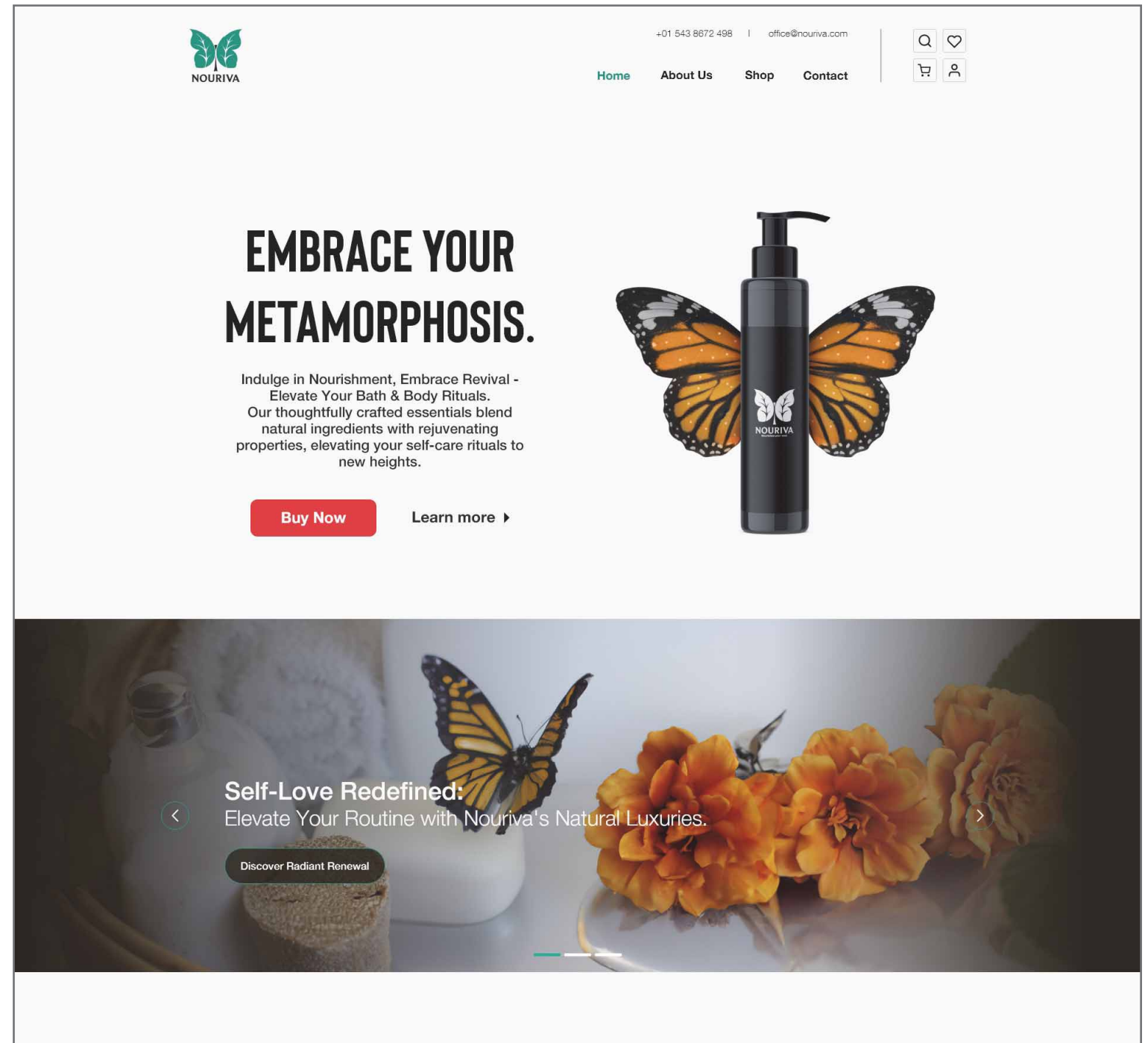


## 4. WEB & APPS

Website:

To see the website prototype, go here:

<https://xd.adobe.com/view/bd428e50-5d68-4fd1-bee6-fe4bb8e7824d-e811/>



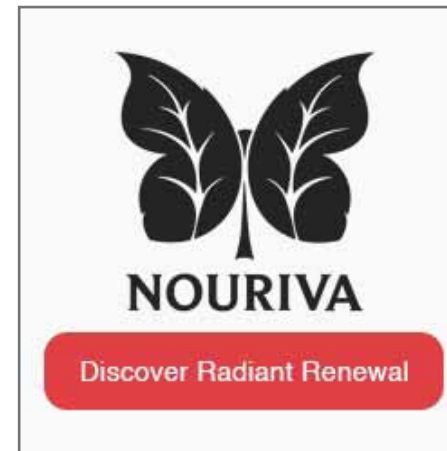


## 4. WEB & APPS

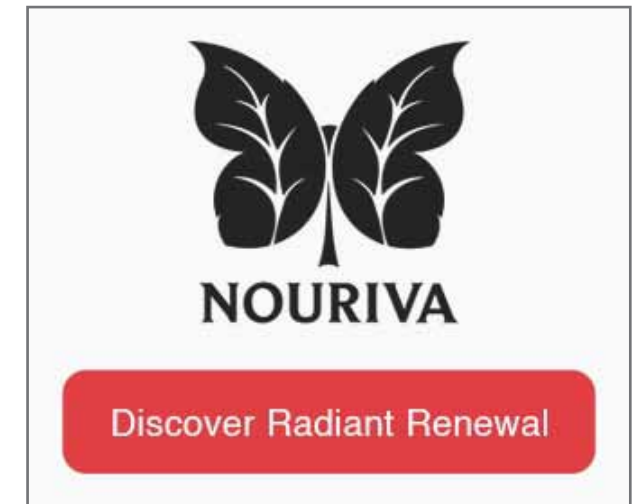
### Web Banners:



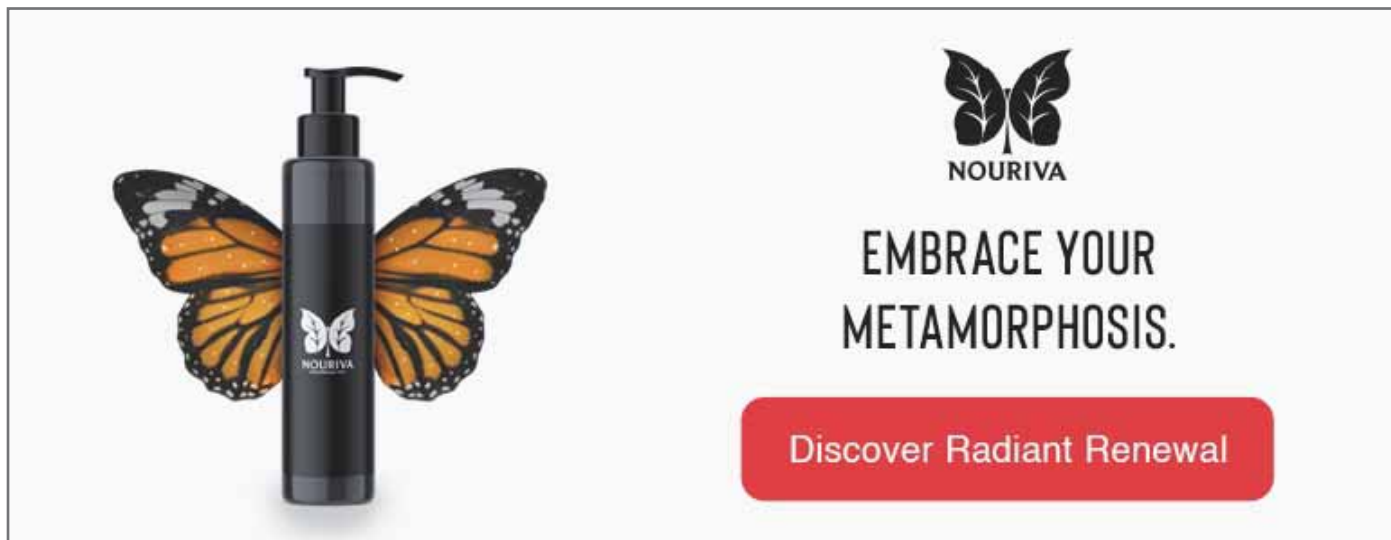
Mid size banner (610x300px)



Square pop-up (250x250)



Large rectangle (336x280)



Large banner (780x300)



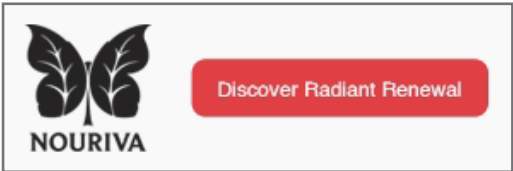
Medium rectangle (300x250)

# 4. WEB & APPS

## Web Banners:



Leader board (728x90)



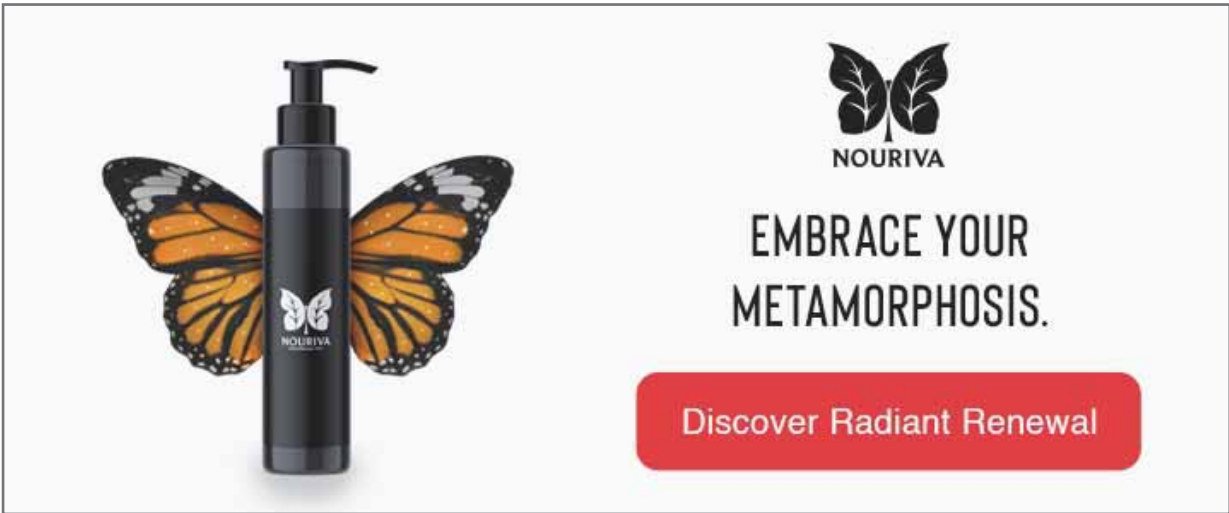
3:1 Rectangle (300x100)



Full banner (468x60)



Google adwords banner (200x200)



Pop-under (720x300)



Half page ad (300x600)

**PROMOTING THE BRAND**



## 1. PROMOTIONAL MATERIALS

### Colour Palette:

Our promotional materials embody the vibrant transformation symbolized by the monarch butterfly. Use a vivid orange hue, reminiscent of the butterfly's wings, as the primary color. Complement this with a contrasting background in a striking shade of blue, aligning with Nouriva's dynamic and transformative spirit.

### Typography:

The Bison font family is our choice for conveying strength and elegance. Utilize Bison for headlines, subheadings, and key messaging to create a captivating and consistent visual identity across all materials.

### Slogan and Messaging:

"Embrace your metamorphosis." is our key messaging. Incorporate this slogan into promotional materials, emphasizing legibility, and maintaining alignment with brand typography guidelines.

### Branding Elements:

The butterfly symbolizes our brand's transformation and should feature prominently in promotional materials. Whether as graphics, icons, or patterns, the butterfly reinforces brand identity.



EMBRACE YOUR METAMORPHOSIS.

[WWW.NOURIVA.COM](http://WWW.NOURIVA.COM)

## 1. OUTDOOR & INDOOR MATERIALS

Banner:



## 1. OUTDOOR & INDOOR MATERIALS

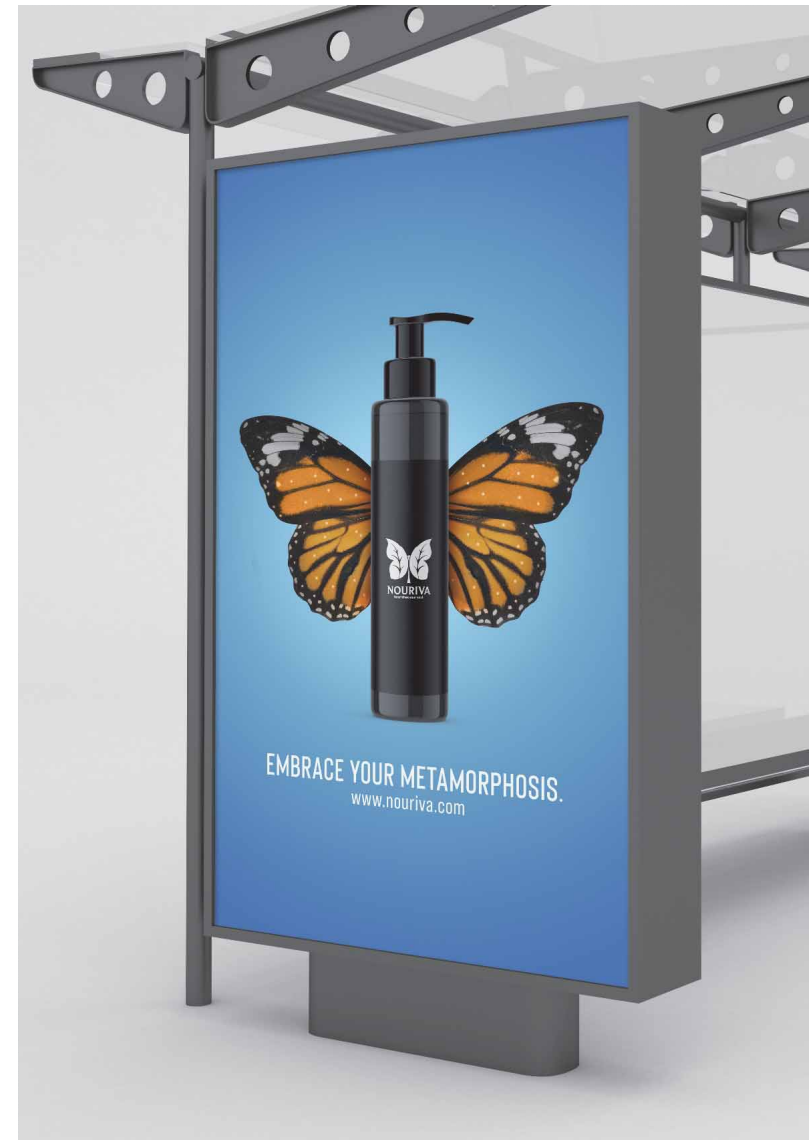
Billboard:





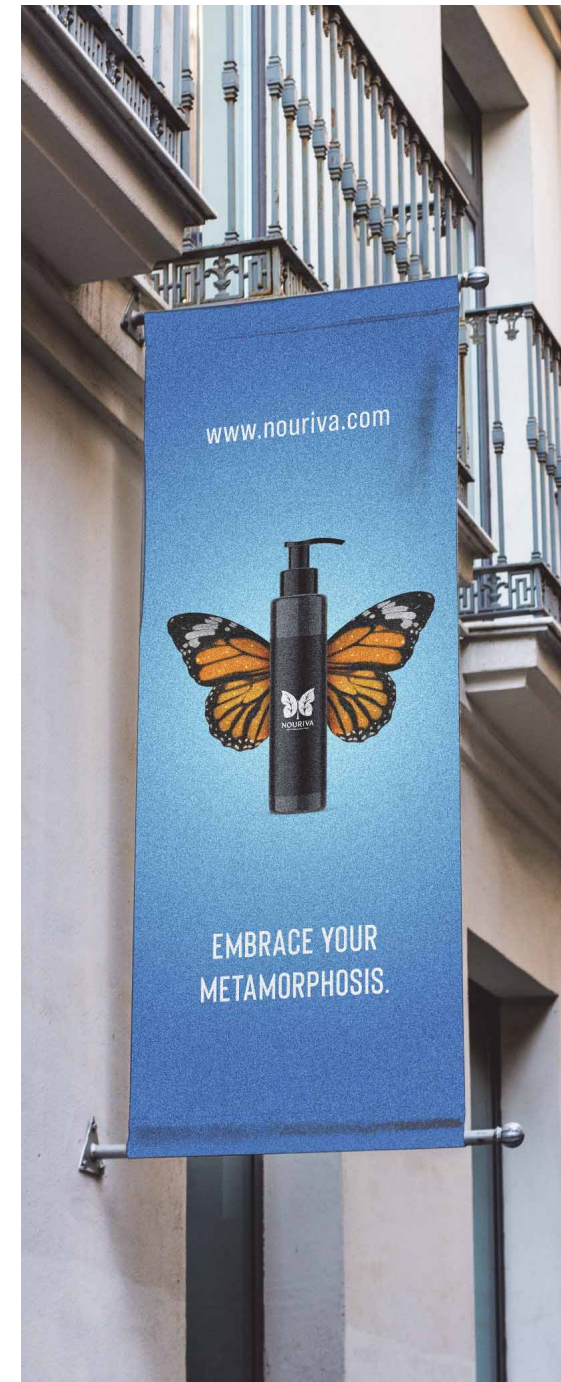
## 1. OUTDOOR & INDOOR MATERIALS

Poster (Bus Station):



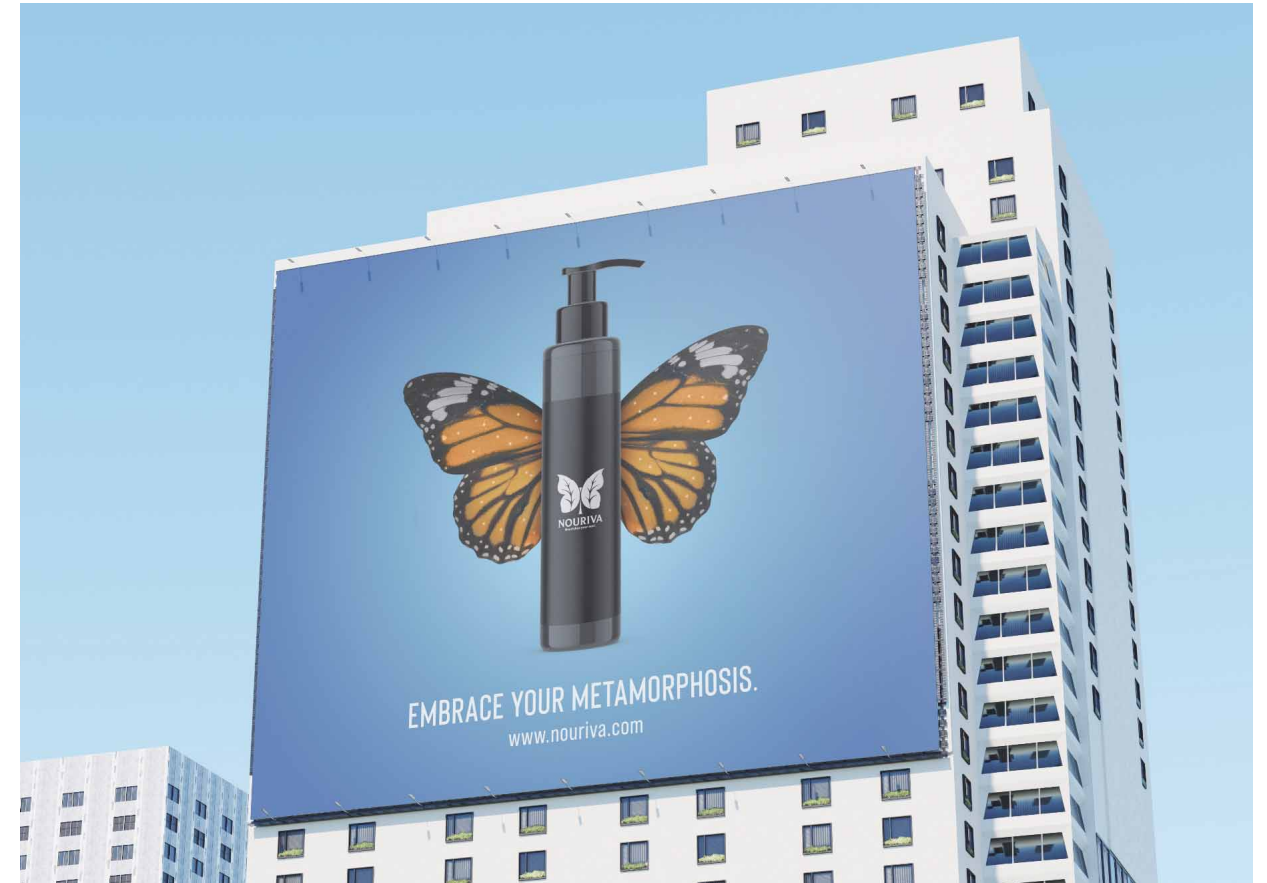
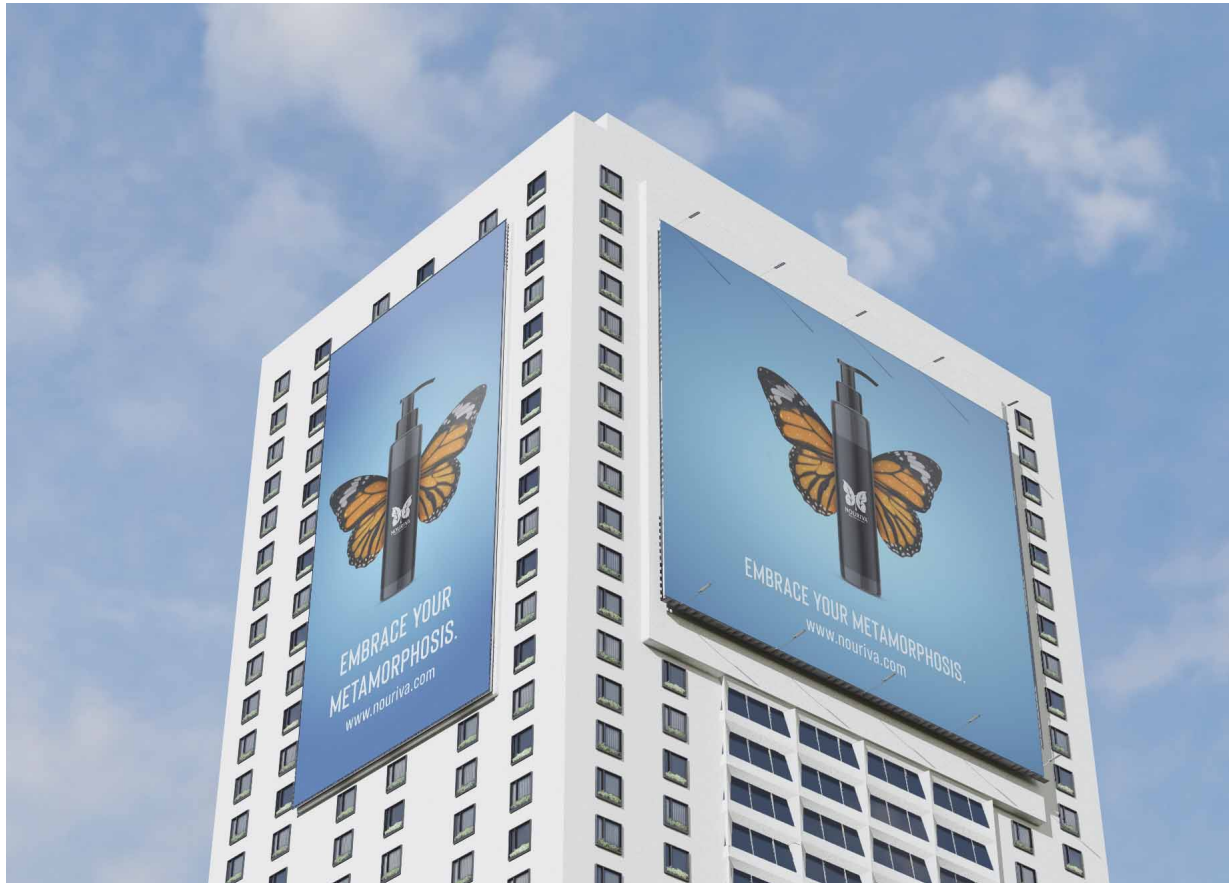
## 1. OUTDOOR & INDOOR MATERIALS

Poster (Roll-Up):



## 1. OUTDOOR & INDOOR MATERIALS

Mesh Banners:





## 1. OUTDOOR & INDOOR MATERIALS

Car Branding:



## 2. SOCIAL MEDIA

Within the vibrant digital realm, Nouriva's commitment to authenticity, growth, and self-care shines brightly. These Social Media Guidelines serve as our compass in navigating this dynamic space, allowing us to forge meaningful connections, inspire, and cultivate a thriving community.

### **Nouriva's Social Media Voice:**

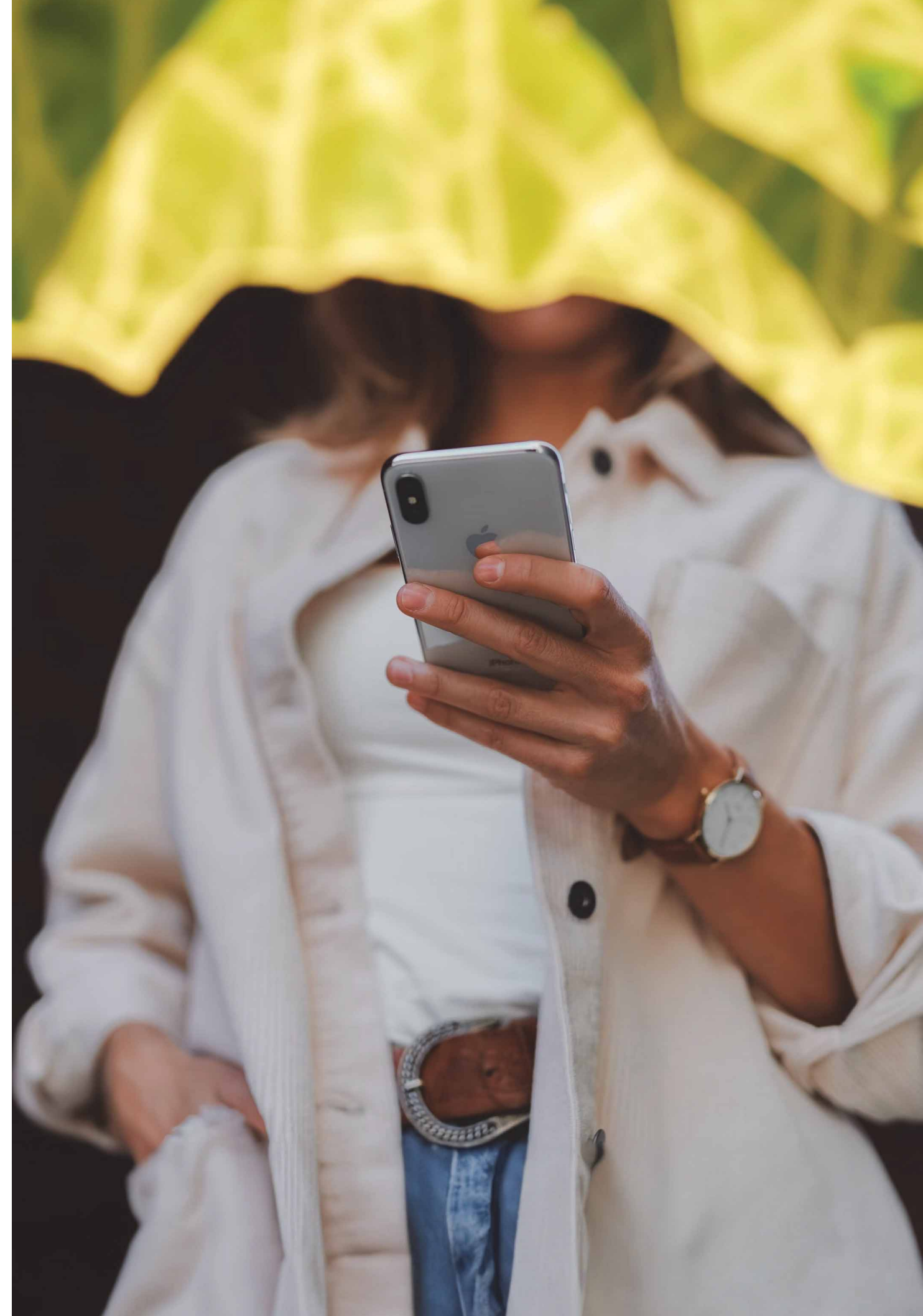
Our brand voice on social media is warm, empathetic, and informative. We aim to inspire and engage our audience with content that reflects our core values of nourishment, well-being, and tranquility.

### **Messaging Strategy:**

Our content strategy focuses on celebrating self-care, promoting product knowledge, and sharing user stories. Posts should aim to foster connection, empowerment, and a sense of community among our followers.

### **Visual Identity:**

Maintain a consistent visual identity across platforms. Use our green and black color palette to reflect our commitment to nature and authenticity. Orange and blue are good, too. All visuals should align with our brand's ethos of simplicity and revival.



## 2. SOCIAL MEDIA

### **Content Types:**

Diversify content types to include product showcases, educational posts, behind-the-scenes glimpses, and user-generated content (UGC). Leverage UGC to showcase real stories of self-care transformation.

### **Engagement and Community:**

Engage with our audience authentically, responding to comments and messages with empathy and professionalism. Cultivate a positive and respectful online community that aligns with our values.

### **Hashtags and UGC:**

Encourage the use of our branded hashtags, such as #NourivaNurtures and #ElevateWithNouriva, to foster brand engagement. When sharing UGC, always credit and thank contributors.

These guidelines empower our social media team to effectively convey Nouriva's essence—authenticity, growth, and self-care—across digital platforms. By adhering to these standards, we ensure that our brand resonates powerfully with our audience, inspiring them to embark on their self-care journeys with Nouriva.

