

NIRVANA
Bougainvilla

The image shows a top-down aerial view of a circular swimming pool. The pool's water is a vibrant turquoise color with visible ripples. Overlaid on the water is the text "NIRVANA" in a small, sans-serif font, followed by "Bougainvilla" in a large, white, cursive script font. The pool is surrounded by a stone-tiled deck. Several bright pink patio umbrellas are positioned around the perimeter, some open and some closed. Blue and white striped lounge chairs are scattered under the umbrellas. In the bottom right corner, a small patch of green grass is visible.

The Challenge

When Nirvana Realty planned its new second-home project, the brand needed a **distinct identity and lifestyle positioning** that would stand apart in a competitive market.



The Idea

We crafted “BougainVilla” a name inspired by the vibrant bougainvillea flower, symbolizing color, life, and timeless charm. The identity captured the essence of a nature-integrated villa lifestyle.

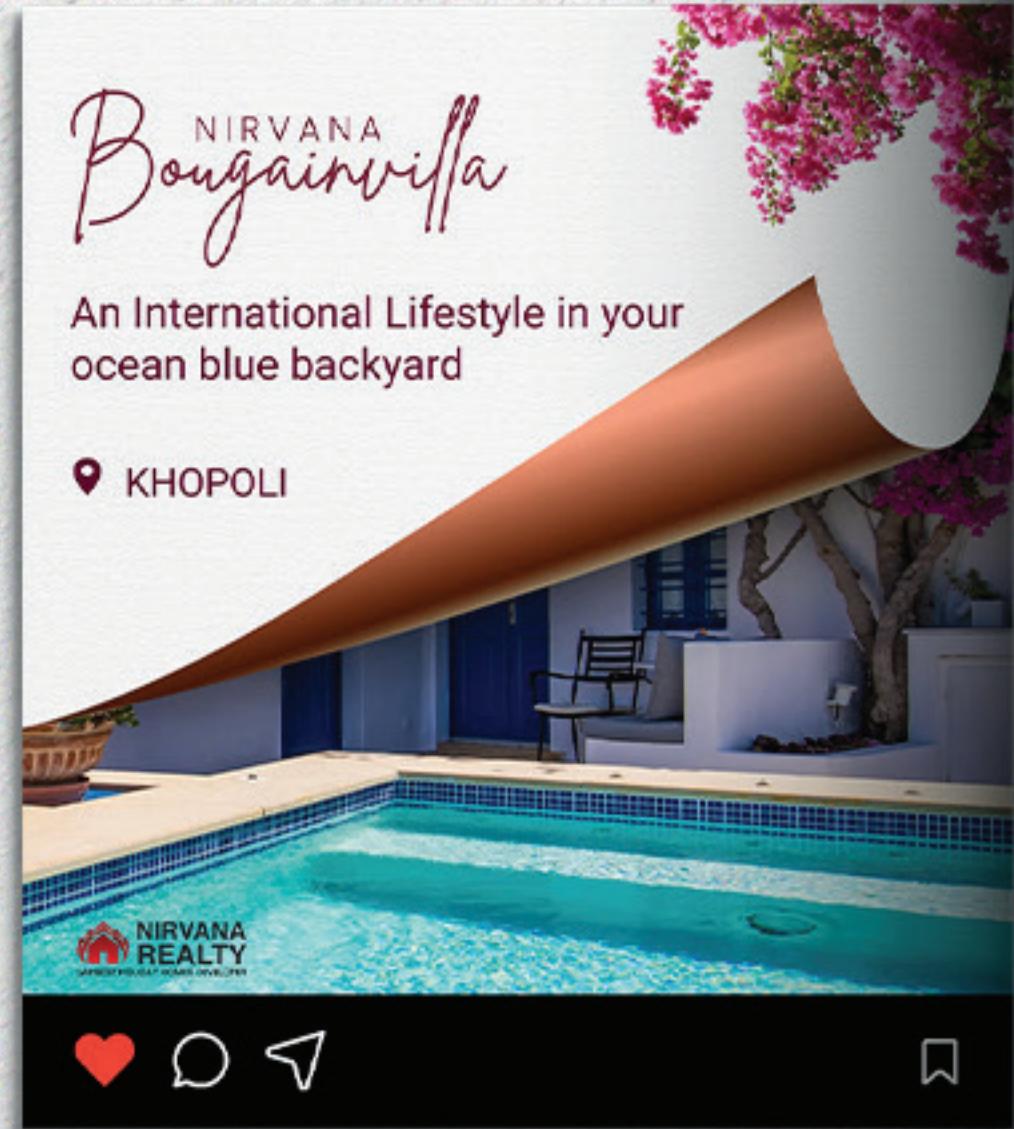
Nomenclature

Created the project name and amenity titles that carried **emotional resonance**.



The Story Behind the Logo

Inspired by the **bougainvillea flower** that blooms abundantly around the villas, Nirvana Bougainvillea symbolizes the harmony of nature and luxury. The calligraphic font reflects the graceful flow of the flower's petals, while the clean Nirvana font represents the brand's simplicity and calm sophistication. Together, they create a balance between elegance and ease. The deep maroon hue, inspired by the richness of the bougainvillea, evokes warmth, beauty, and timeless charm capturing the serene yet luxurious essence of life at **Nirvana Bougainvillea**.



nirvanarealty

#ComingSooN
Khopoli's Best Kept Secret with Mediterranean Architecture

📍 KHOPOLI

NIRVANA REALTY
LARGEST HOLIDAY HOMES DEVELOPER

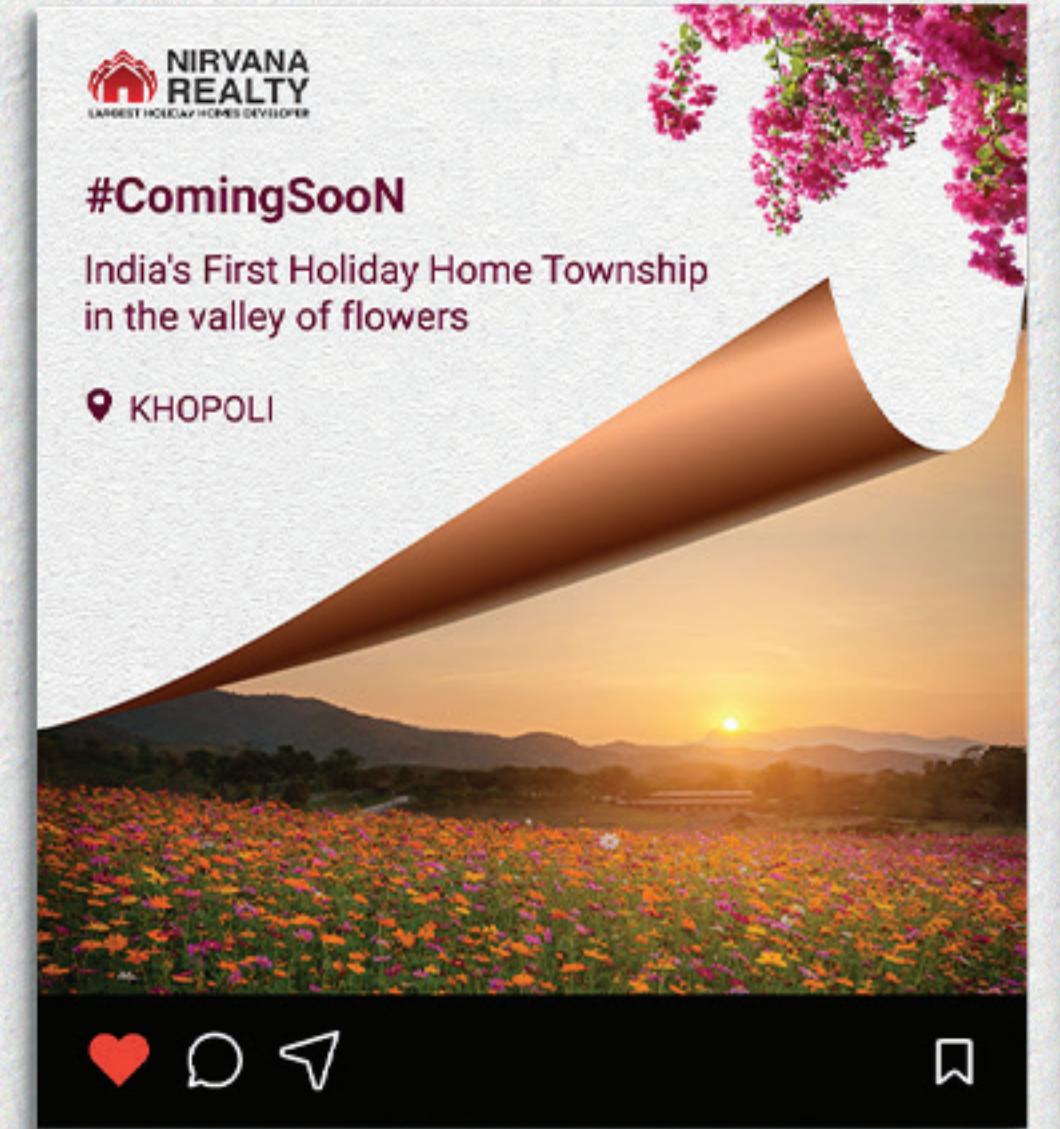
8 likes, 0 comments, 0 shares, 0 saves

nirvanarealty #ComingSoon is #Khopoli's best kept secret from the house of #NirvanaRealty. Inspired by Mediterranean architecture, this luxurious property offers residents a serene and opulent living experience amidst breathtaking greenery.

Stay Tuned 🌟

#NewLaunch #NirvanaKhopoli #ValleyOfFlowers
#SecondHomesTownship

29.03.2023



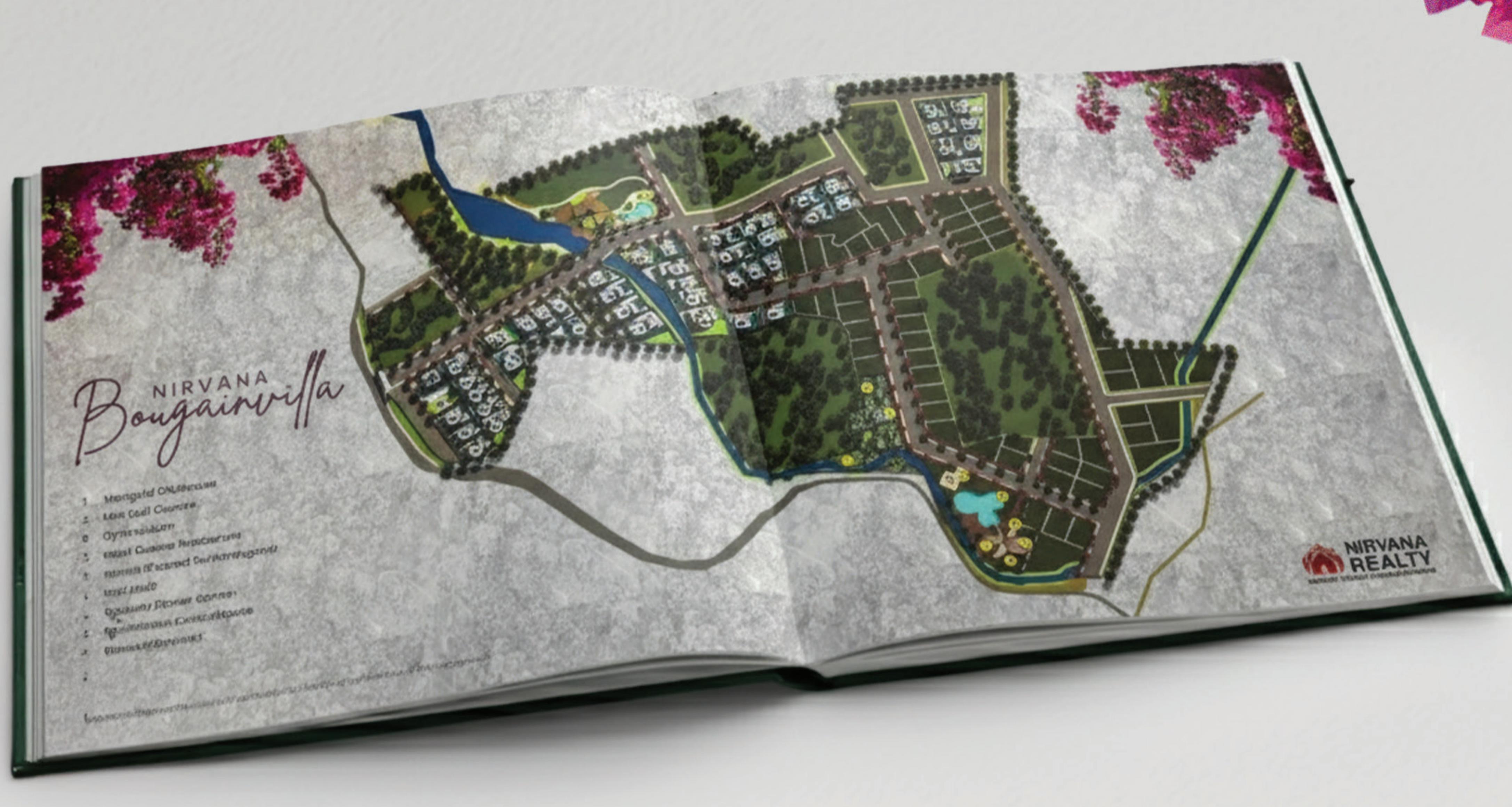
Architectural Elevation

Collaborated with **Architect Deepak** to design villa exteriors, color palettes, and architectural direction ensuring aesthetic consistency and lifestyle appeal.



Master Plan

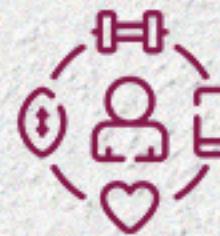




The Impact



Sold Out Project – BougainVilla achieved full sales rapidly after launch.



The brand positioning made the project not just a housing option but an **aspirational lifestyle**.



Our integrated approach ensured synergy between **design, identity and marketing**, making BougainVilla a market standout.