

MY NIRVANA

CLUB

NIRVANA WOLLYWOOD



MYNIRVANA
CLUB



DIAMOND



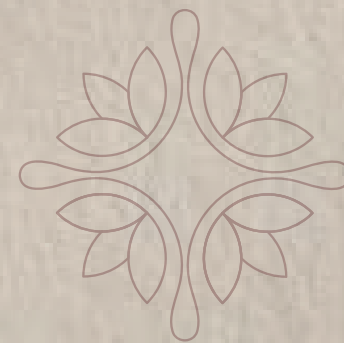
MYNIRVANA

Identity

The identity of My Nirvana Club embodies the essence of belonging through balance. It is not just a mark it's a symbol of a community that shares one collective pursuit: a life more harmonious, more human, and more whole.

The emblem, inspired by the geometry of nature, forms a sanctuary of its own where every curve mirrors connection, and every petal signifies unity. Like ripples meeting in still water, My Nirvana Club brings together individuals who seek meaning in moments, not noise.

This identity celebrates a community of like minded souls who believe that luxury is not isolation it's the comfort of finding your place among those who understand the art of living well.



The Crest

A mark that doesn't shout status—it whispers Luxury & Hospitality



Leaf/Lotus

Four mirrored petals nod to tropical foliage and the lotus—purity, renewal, and elevated living



Water Droplet

The teardrop loops and flowing linework echo pool ripples—an instant cue to serenity and resort life



Compass

The star orientation suggests north-south-east-west — symbolizing guidance into curated experiences rather than mere directional access.



My Nirvana Club Membership BrandMark

The Challenge & Idea



The Challenge

Nirvana Realty wanted to go beyond just selling homes. The goal: build a strong community of like-minded individuals who share cultural values, lifestyle aspirations, and a sense of belonging.

The Idea

We conceptualized “My Nirvana Club” a cultural rise initiative with an Inner Circle Membership. Designed in tiers, each membership offered unique privileges, making every buyer feel part of something exclusive yet inclusive.



#F4F1EB

Alabaster White (a soft, creamy off-white)



#D8C6B6

Warm Taupe (a cozy beige with rosy undertones)



#520614

Maroon Depths (a rich, deep wine red)



#705C52

Earth Mocha (an earthy brown-gray neutral)

Typography

Primary Typeface

Aa

Minion Pro Variable Concept

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Secondary Typeface

Aa

General Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



Sip



Relax



Rest



Refresh



Rewind

Tiered Memberships



Ruby, Gold, Diamond and **platinum** levels with curated benefits for every type of buyer.





Cultural Connect

Positioned the membership as not just real estate, but a way to rise culturally and socially within a like-minded community.





Lifestyle Privileges

A life shaped by balance and belonging where nature, comfort, and community coexist in effortless harmony.

It's not about escape, but arrival into a slower, more meaningful way of living.

Weekends turn into rituals, mornings begin with calm, and every gathering feels like home.

Here, luxury isn't performed it's quietly lived.



The Impact

A thriving **community ecosystem** that made Nirvana Realty more than a developer—it became a lifestyle brand.

Memberships created a sense of belonging, exclusivity, and long-term loyalty.

The **RCI collaboration** gave Nirvana's customers a one-step advantage over competitors access to global experiences.