

NOVA RITUALS – Brand Book

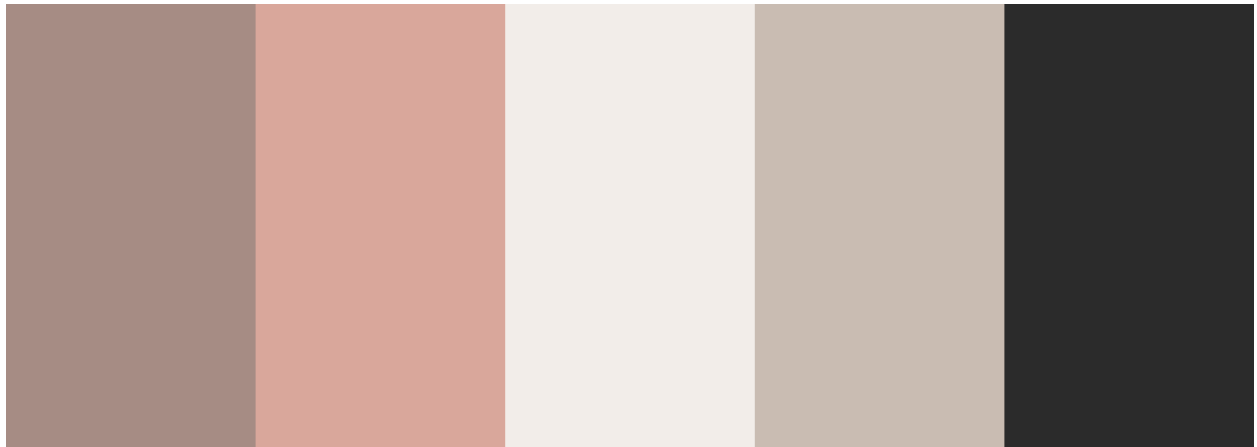
Visual identity, assets, and usage for web and marketing.

NOVA RITUALS



Color Palette

Primary and supporting colors.



Taupe
#A68C84

Rose Clay
#D9A79B

Warm Beige
#F2EDE9

Stone
#C9BCB2

Charcoal
#2B2B2B

Typography

NOVA RITUALS — Calm Skin. Clear Head.

Headlines / Logo: Modern serif (e.g., Cormorant Garamond / Playfair Display)

Body / UI: Humanist sans-serif (e.g., Inter / Lato)

Core Assets

Logo, hero composition, and social crops.

NOVA RITUAL

