

# NOVA RITUALS – Brand Book

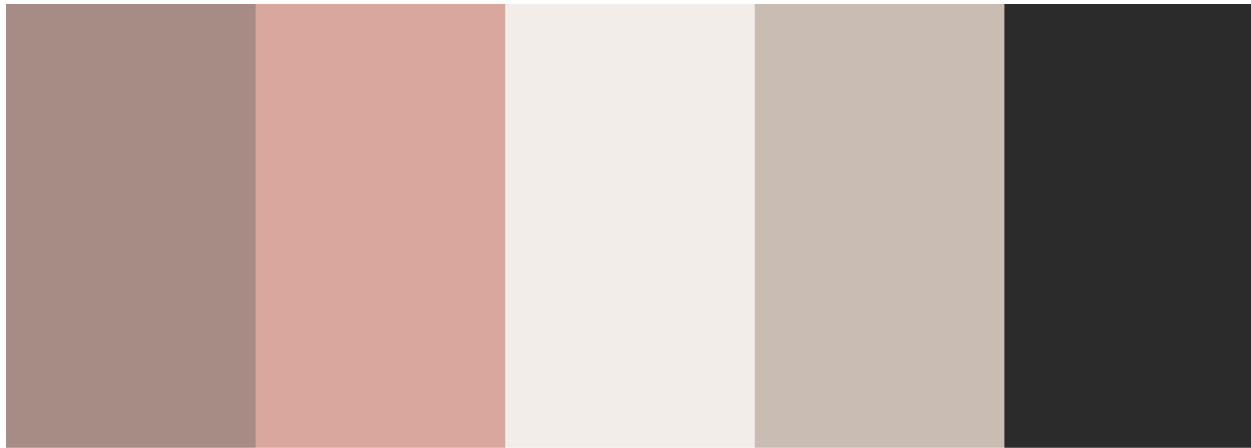
Visual identity, assets, and usage for web and marketing.

# 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

