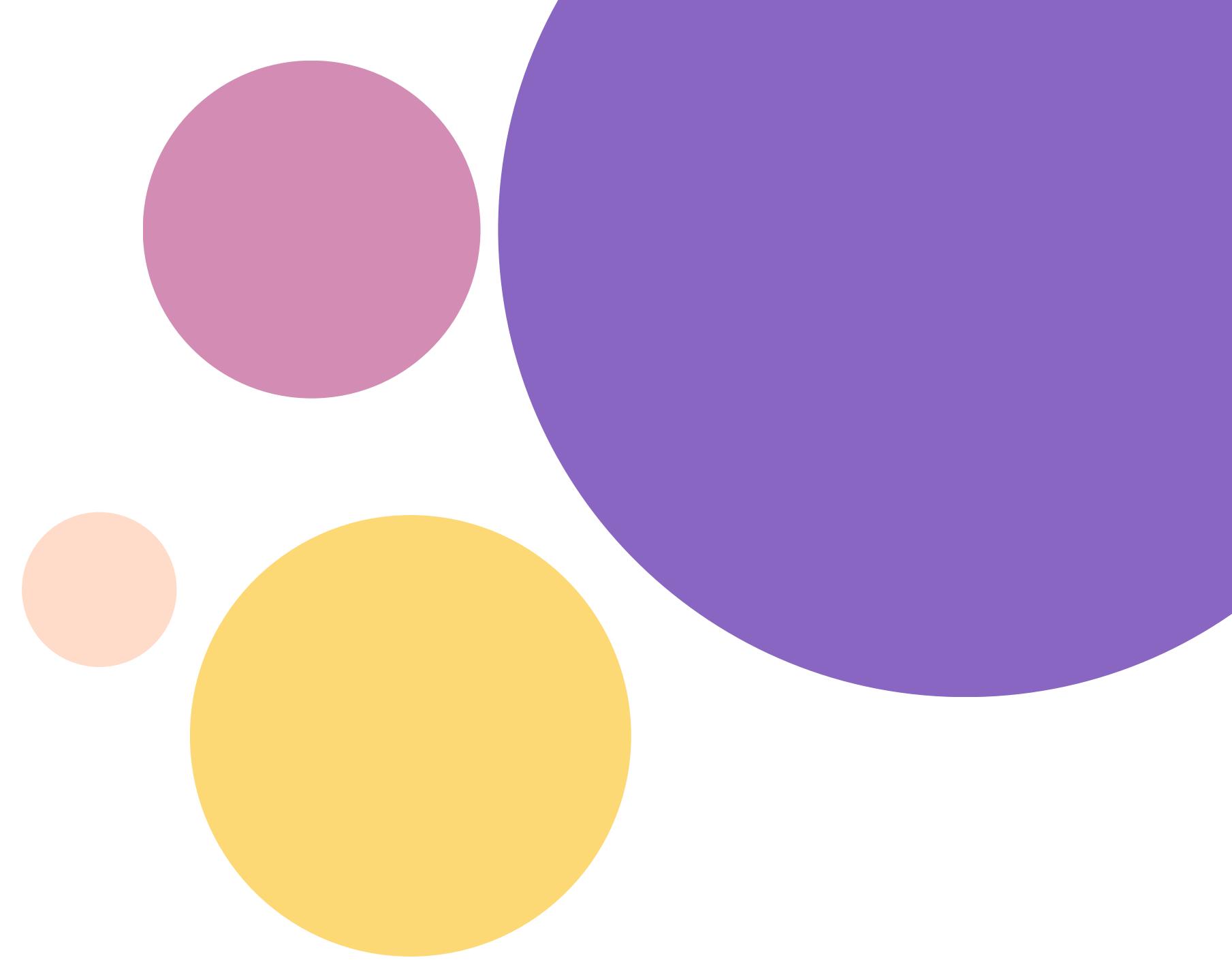


BRANDING FINAL PROJECT BY: SRIGAURI SASTRI DESIGN



1.0



DEBRIEFING OF THE BRAND

NomadLife:

NomadLife is a brand offering a global network of stylish, flexible workspaces for digital nomads and remote professionals. The goal is to offer flexibility, community, and unique global locations that cater to the modern, mobile lifestyle.

Brand Keywords

01

Global Network:
NomadLife offers a worldwide network of workspaces, allowing professionals to work from any location while staying connected across continents.

02

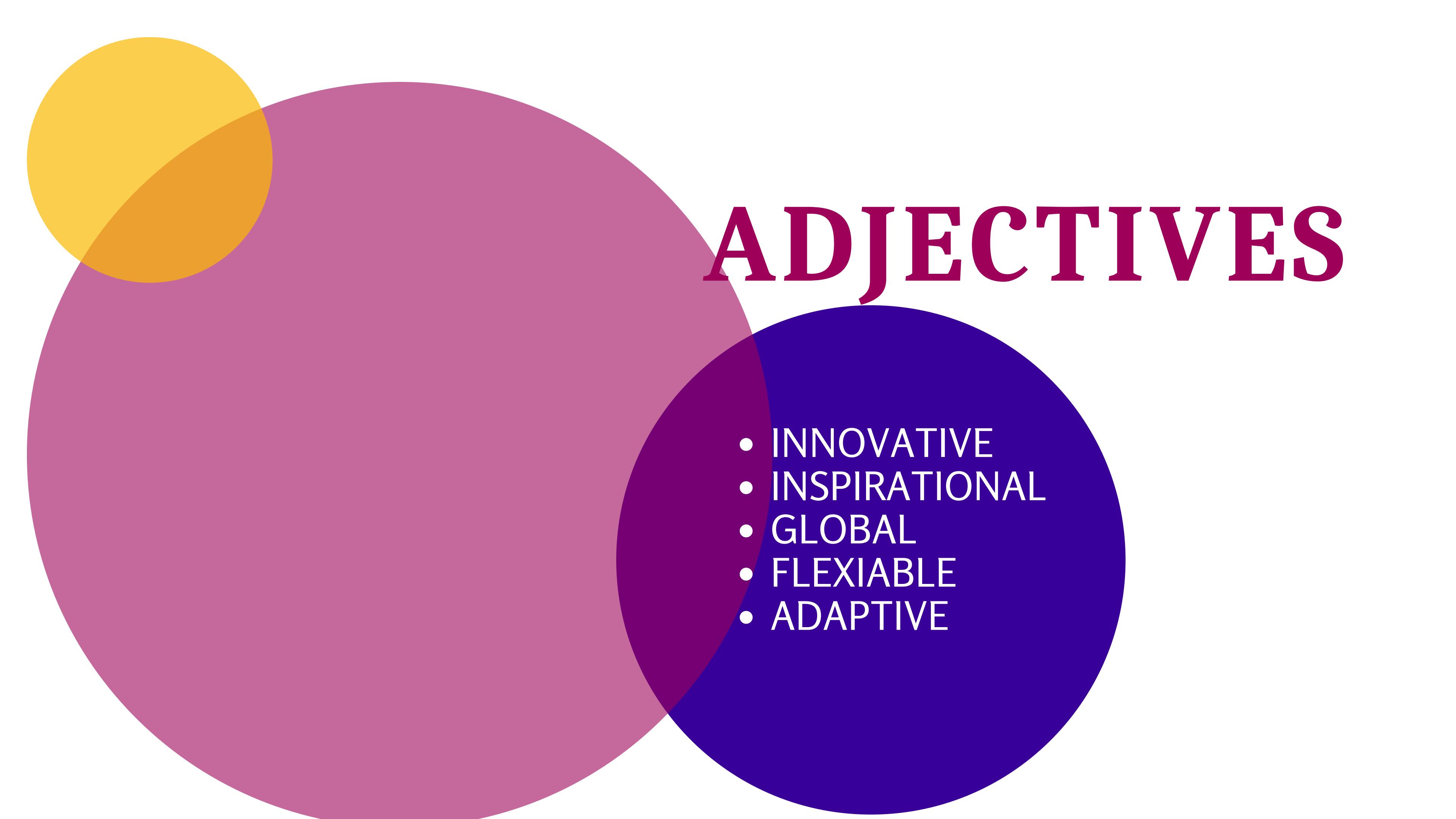
Flexible Workspaces:
The brand emphasizes flexibility, offering a variety of work environments—from co-working hubs to private retreats—tailored to diverse working styles.

03

Remote Professionals:
Targeting digital nomads, freelancers, and remote employees who seek a workspace solution that supports mobility and productivity on a global scale.

04

Community:
Beyond providing workspaces, NomadLife fosters a sense of belonging by hosting events and creating spaces for meaningful interactions among like-minded professionals.



ADJECTIVES

- INNOVATIVE
- INSPIRATIONAL
- GLOBAL
- FLEXIBLE
- ADAPTIVE

TRENDS:

RESIDUAL

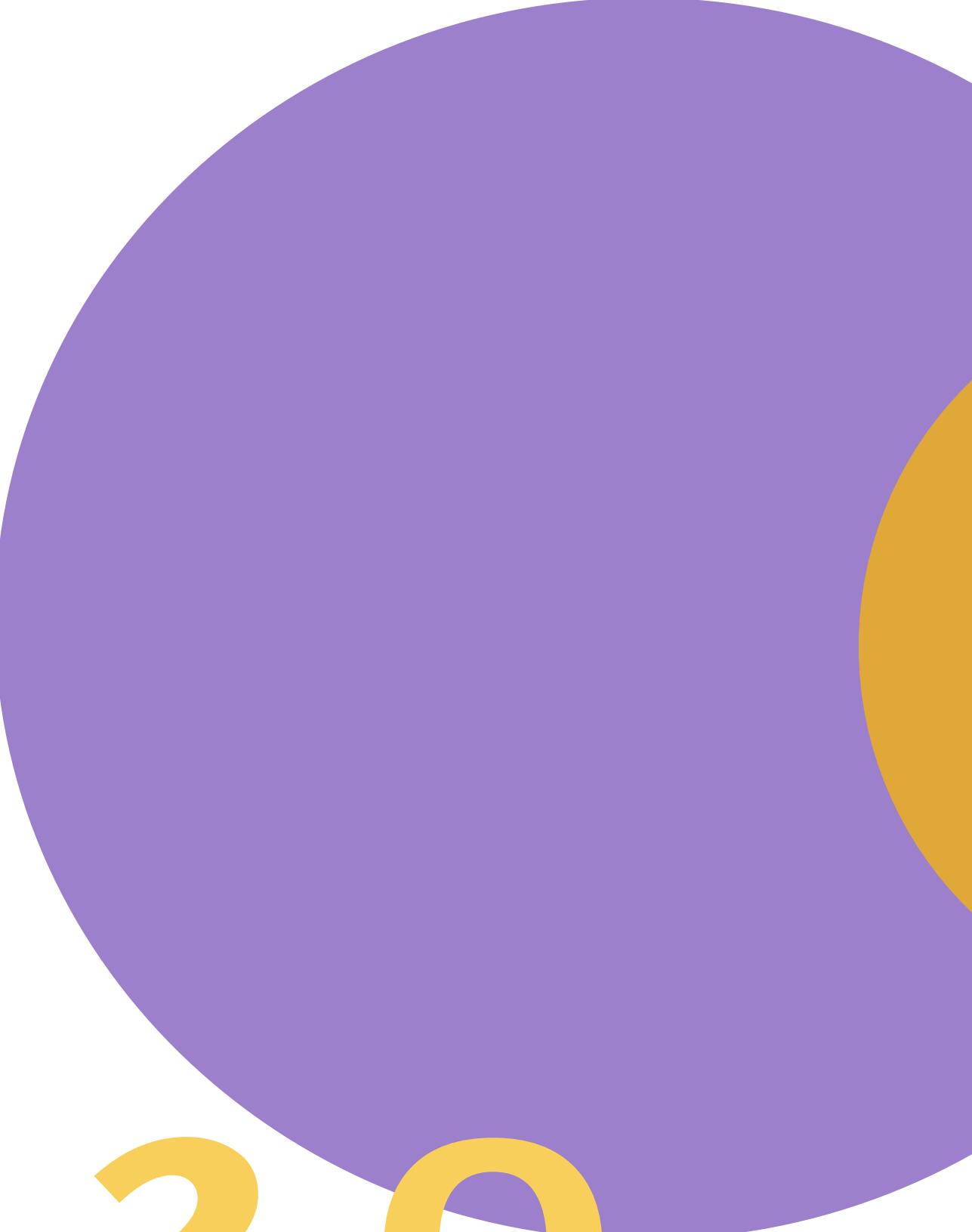
- 1.Traditional Workspaces
- 2.Corporate Co-working Models
- 3.Fixed Membership Plans

DOMINANT

- 1.Work from home
- 2. flexible membership
- 3. hybrid/ online

EMERGING

- 1.workspaces for nomad/ remote professionals



2.0



**RESEARCH
FOR THE BRAND**

1

WeWork

2

Regus(IWG)

3

Selina

4

Outsite

5

Spaces

COMPETITION & TARGET AUDIENCE

Target Audience:

Digital nomads, freelancers, entrepreneurs/ small businesses, and remote professionals seeking a global, adaptable workspace solution. Investors, partners, and stakeholders who are interested in the future of remote work and workspace solutions.

KEY POINTS

Competitor	Key Differentiator	NomadLife's Advantage
WeWork	Focuses on corporate workspaces in urban hubs	Global flexibility in diverse, adventurous locations
Regus (IWG)	Professional, business-centric office solutions	Lifestyle-oriented, inspiring workspaces for travelers
Selina	Co-living and co-working in tourist-focused destinations	Global workspaces without accommodation dependency
Outsite	Co-living with a focus on retreats and scenic destinations	More fluid, mobility-driven membership
Spaces	Creative, urban workspaces	Unique locations offering a blend of work and exploration

INDUSTRIES



SERVICE

Providing workspace solutions, support services, and amenities to remote workers and digital nomads.

HOSPITALITY

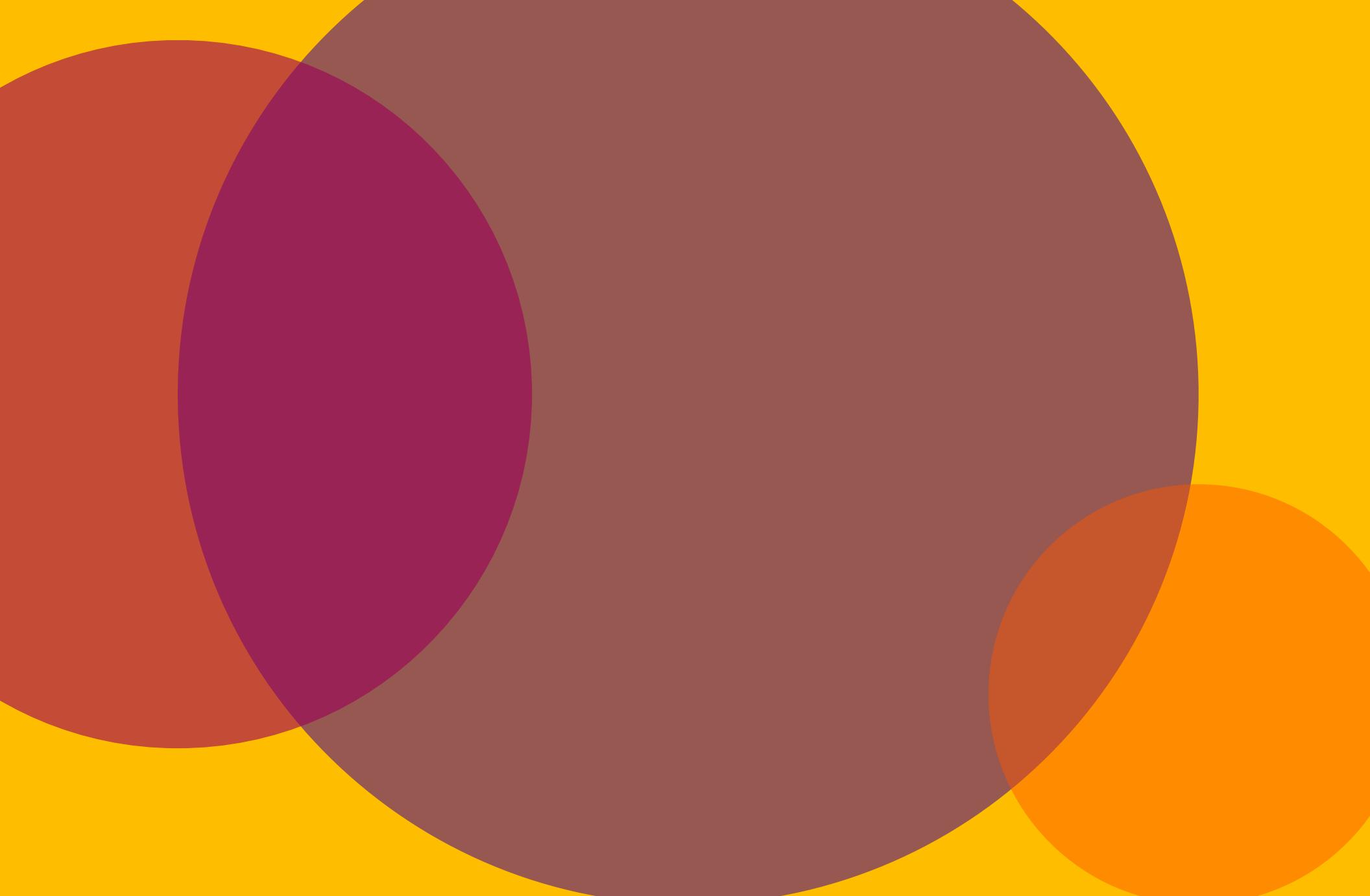
Some aspects overlap with hospitality, especially in providing comfortable, aesthetically pleasing environments, potentially in scenic or travel-focused locations.

LIFESTYLE AND WELLNESS

As it offers not just a place to work but also an environment that nurtures creativity, community, and well-being, NomadLife taps into the growing lifestyle and wellness sectors that promote work-life balance.

Co-Working and Office Space Industry

Offering flexible, shared workspaces designed for professionals to use temporarily or long-term.

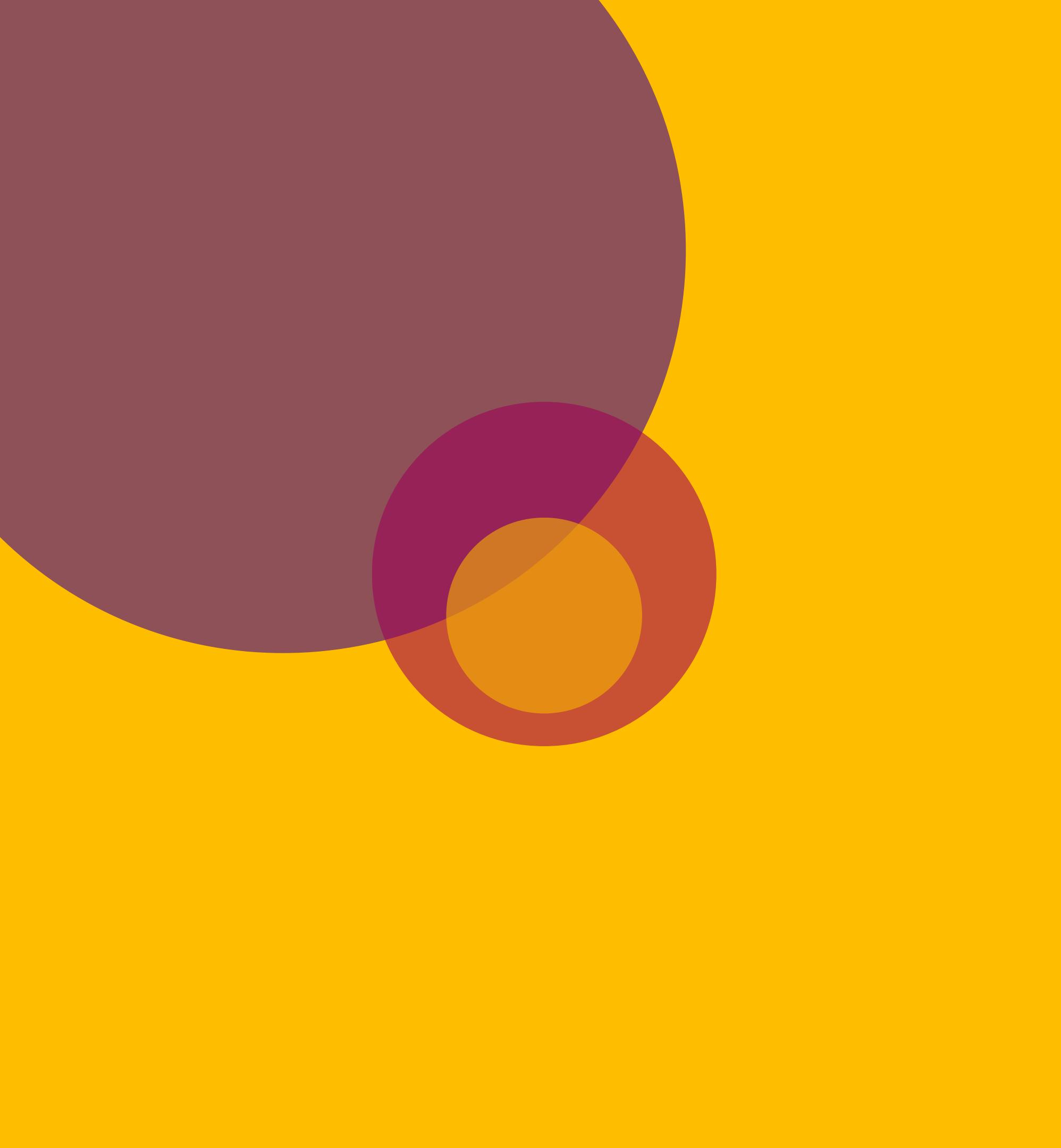


3.0

**BUILDING
OF THE BRAND**

MISSION

Our mission is to revolutionize remote work by providing a global network of cutting-edge, stylish workspaces that inspire and support every professional's journey. We are dedicated to creating environments that are not only functional but also deeply motivating, where innovation and adaptability are at the core of every experience. By fostering a sense of belonging and facilitating seamless global connections, we aim to elevate the remote work experience and empower our members to achieve their fullest potential.

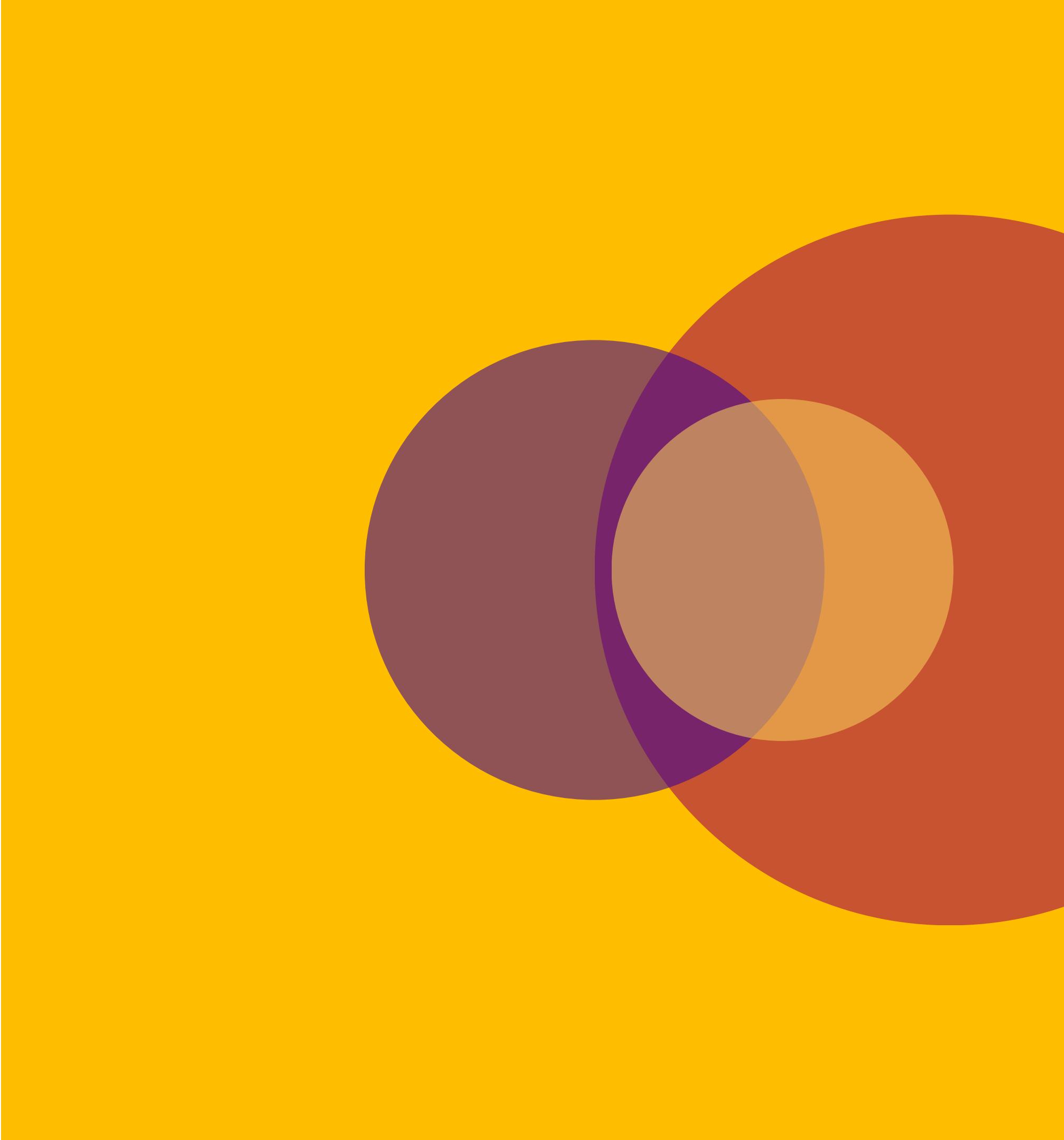


VISION

Our vision is to redefine the future of work by seamlessly integrating innovation and exploration. We see a world where workspaces are more than just places to perform tasks—they are hubs of creativity and connection that enhance every aspect of a professional's journey. We aspire to be the catalyst for this transformation, offering versatile and adaptive spaces that enable individuals to thrive on a global scale.

PURPOSE:

Our vision is to redefine the future of work by integrating innovation and exploration. We envision workspaces as hubs of creativity and connection, enhancing every aspect of a professional's journey. We aim to be the catalyst for this transformation, providing versatile and adaptive spaces that empower individuals to thrive globally and elevate their work experience.

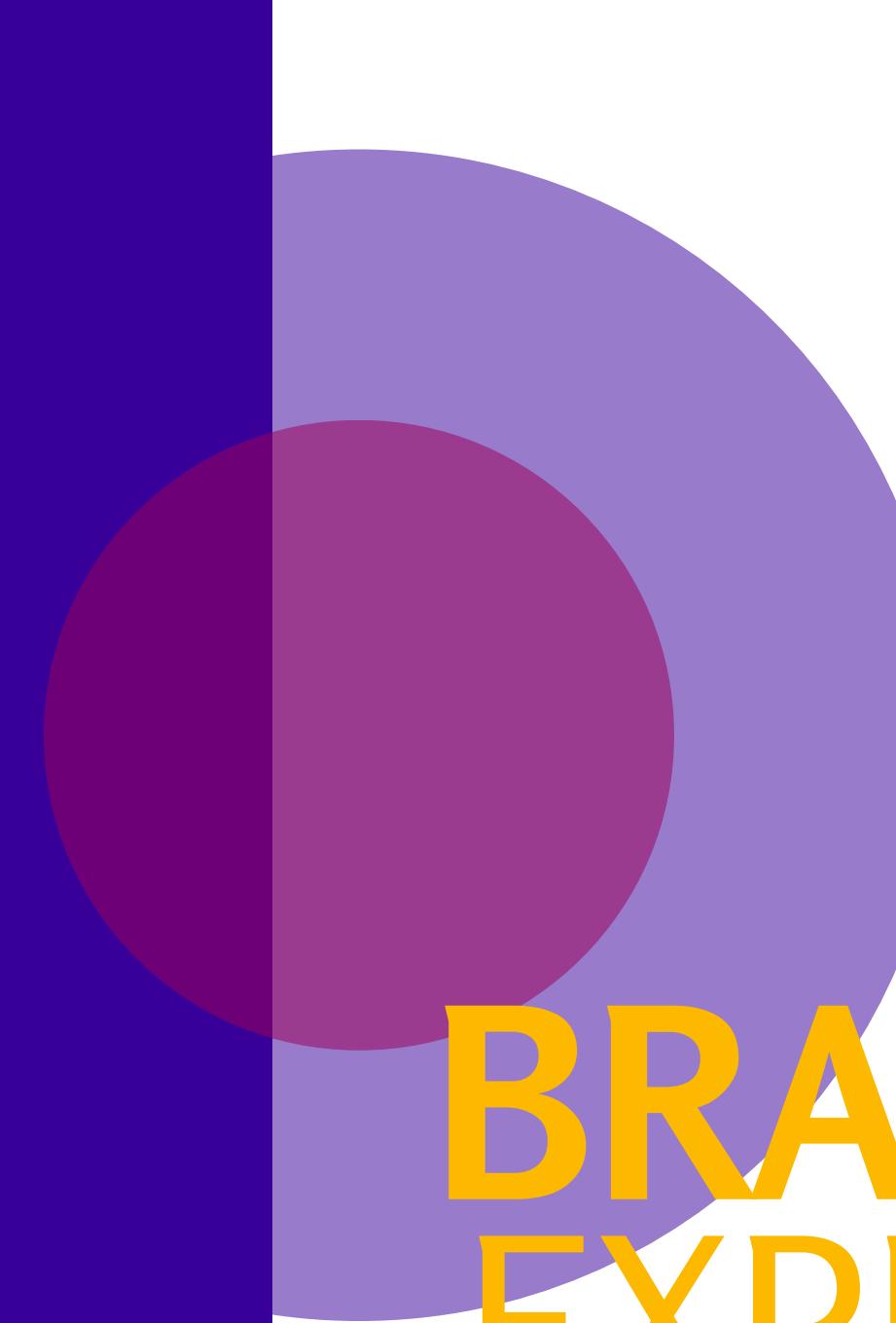


TONE OF VOICE:

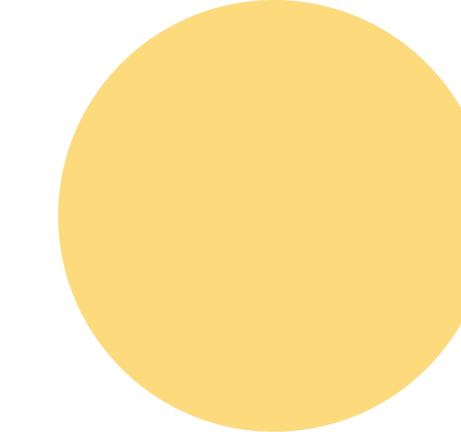


At NomadLife, our tone of voice blends adventure and warmth, inspiring exploration of unique global workspaces. We communicate with a friendly, welcoming spirit, making members feel at home. Emphasizing flexibility and freedom, we empower growth, while highlighting innovation in modern workspaces. Our approach is authentic and caring, creating an inspiring, supportive environment that redefines remote work.

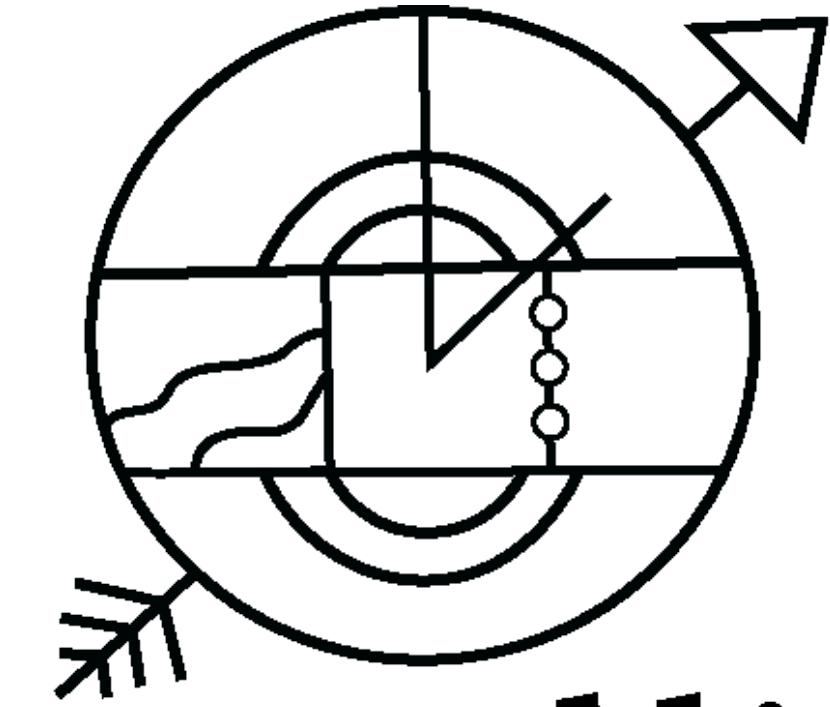
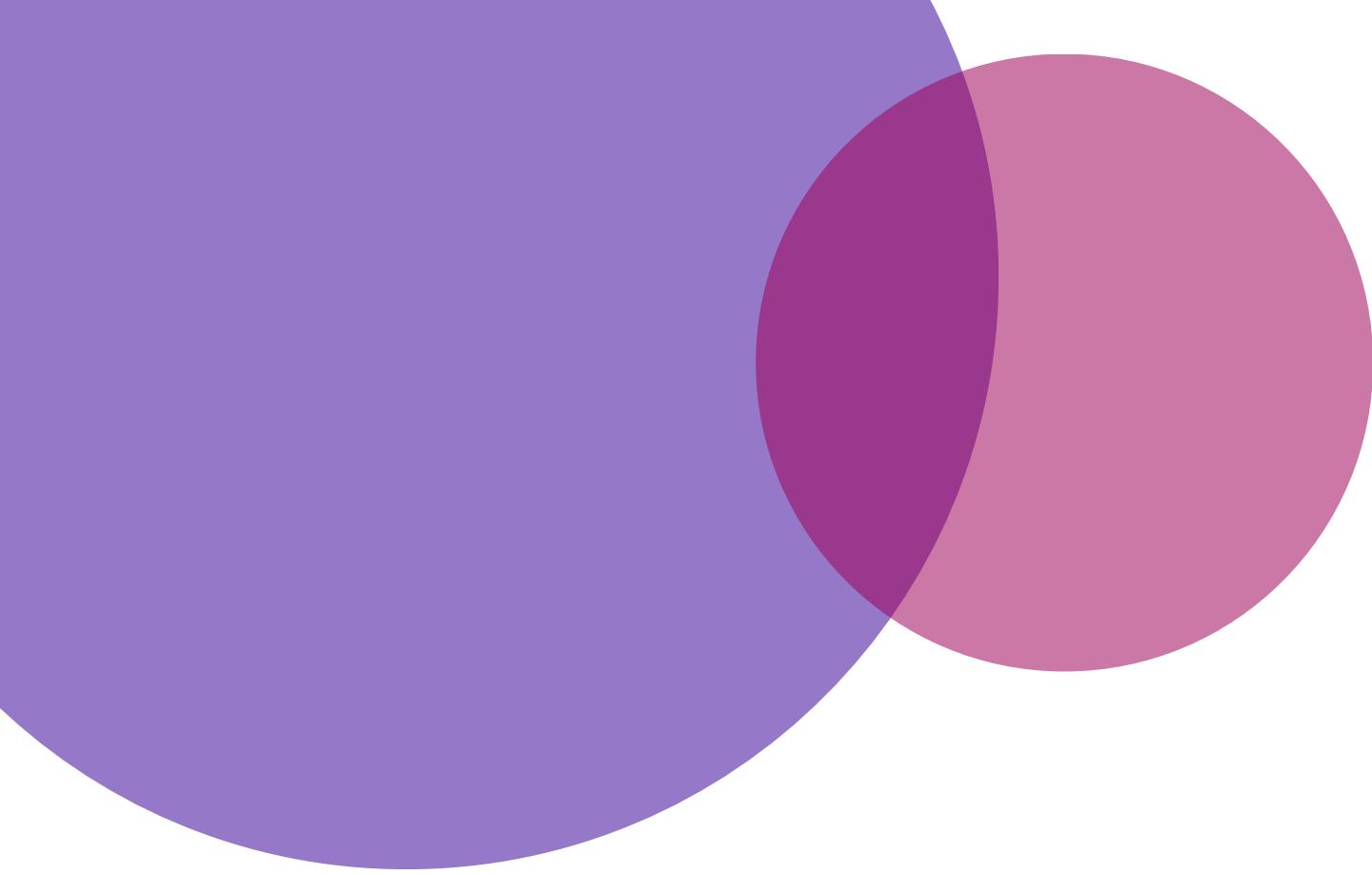
3.0



BRAND IDENTITY EXPLORATION



LOGO DESIGN

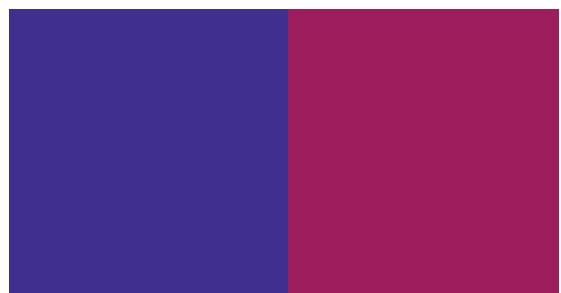


nomad life

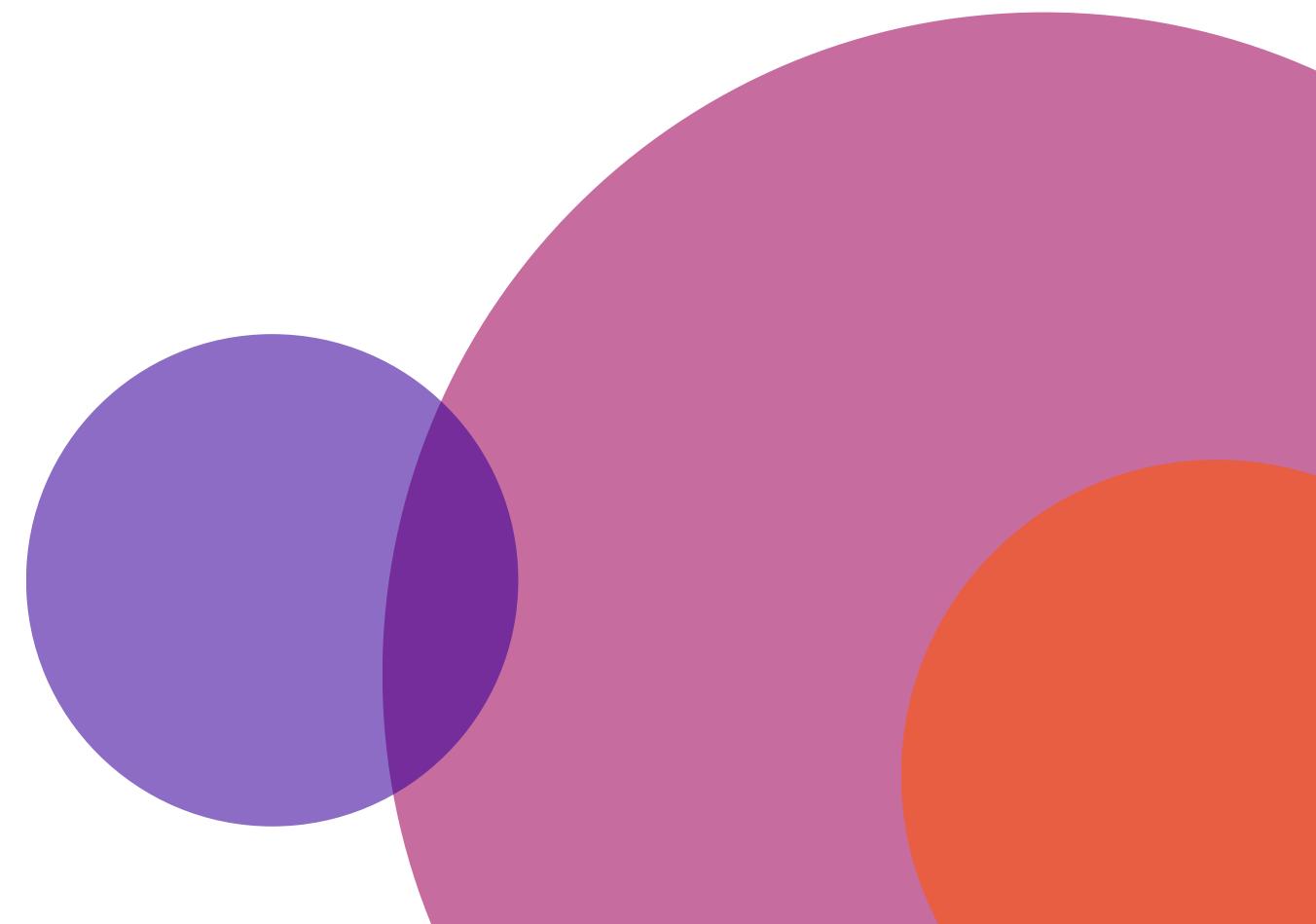
The logo design process involved visually representing five key adjectives associated with the brand. By integrating these attributes into a cohesive identity, the design was refined through iterative steps. Each detail was thoughtfully incorporated to convey the brand's core values, resulting in a logo that effectively encapsulates the essence of the brand's vision and values.

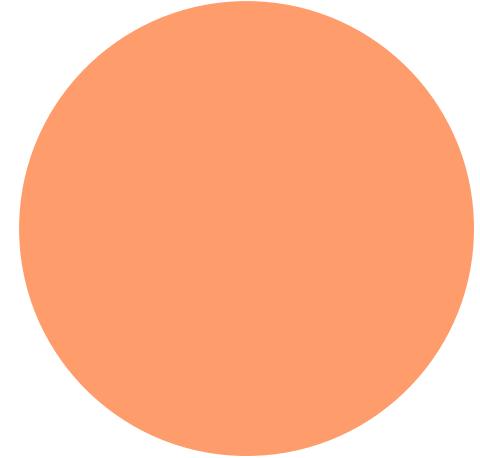
Typography and Colour

The aim for typography was a corporate and formal look, starting with serif fonts. Marion, one of the initial options, perfectly matched the brand's identity with its professional and refined appearance. For the color palette, instead of following competitors' neutral tones, vibrant, bold colors were chosen to reflect the brand's dynamic energy, aligning seamlessly with its essence.



nomad life





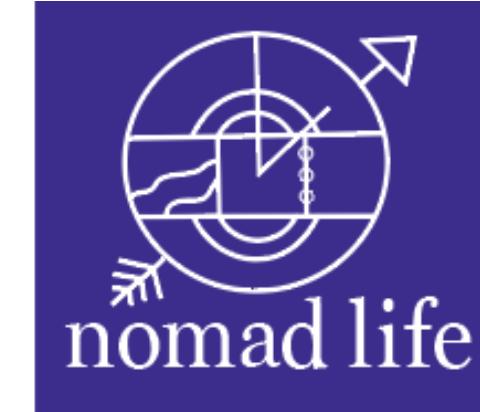
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NomadLife



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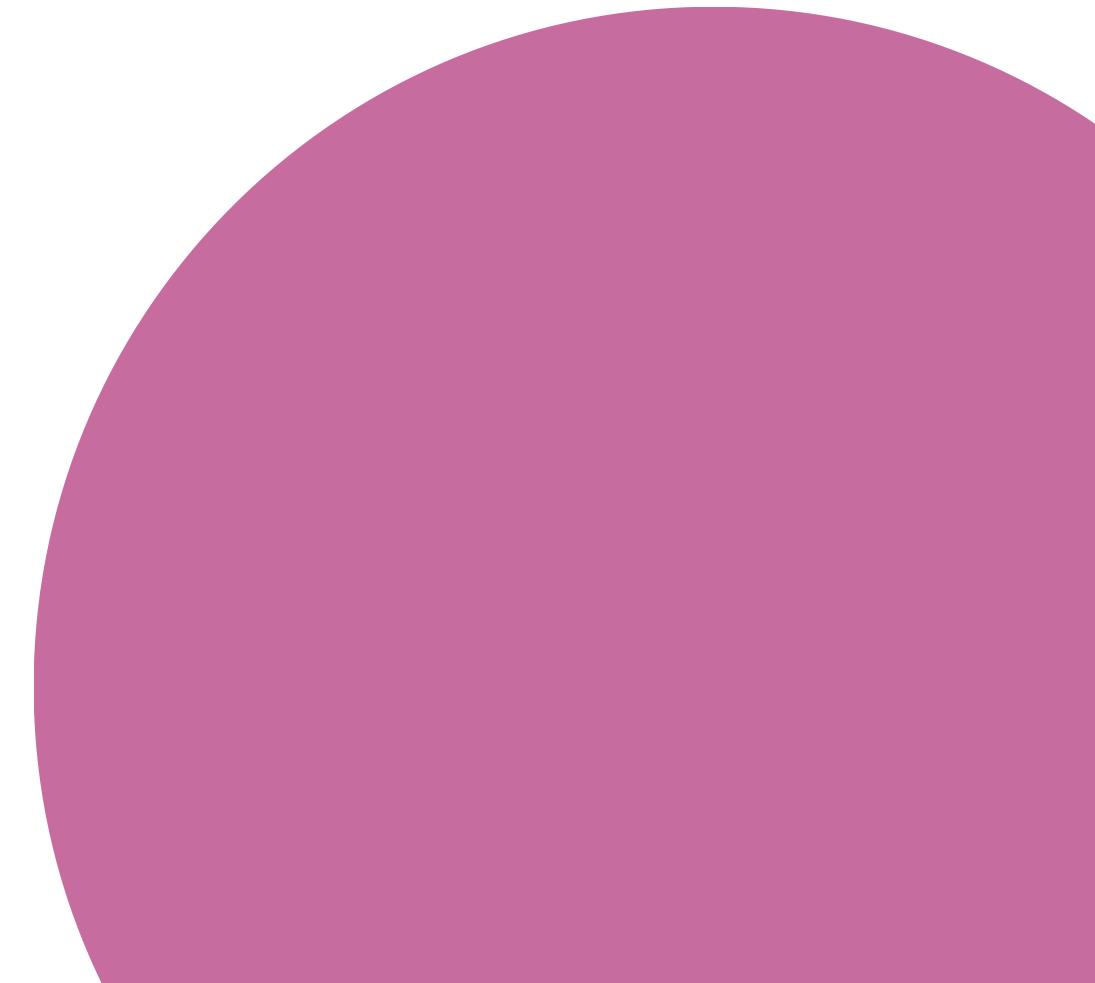
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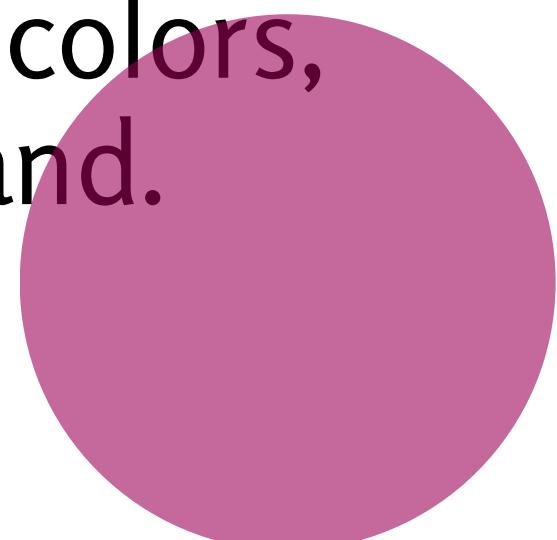


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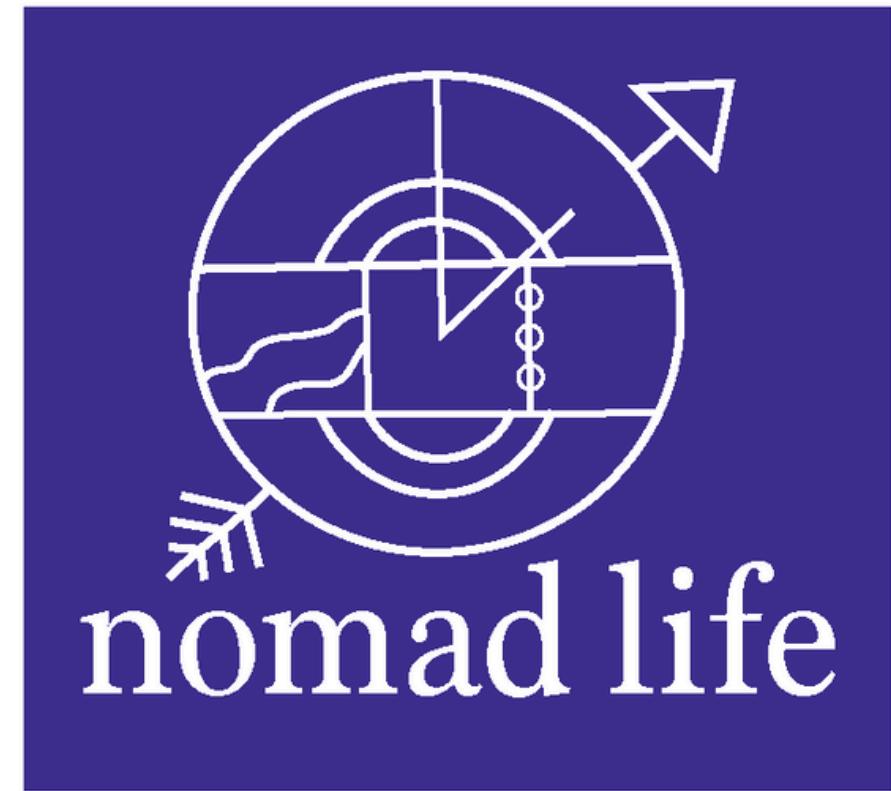




The next step involved determining which colors best complemented the logo. Various palette colors were tested for harmony with the brand. After experimenting with several options, a three-color logo design was chosen to balance vibrancy and contrast, enhancing the overall brand identity. This process also clarified the primary and secondary colors, establishing a clear color hierarchy for the brand.

Deconstruction of logo:

The **circle** represents unity and global reach; the **arrow** signifies growth and progress, inspired by nomadic journeys; the **waves** symbolize change and adaptability; **the time element** reflects the brand's commitment to timelessness and evolving with the future; and the **three dots** illustrate connectivity and a global network. Together, these elements combine to create the perfect logo for NomadLife.

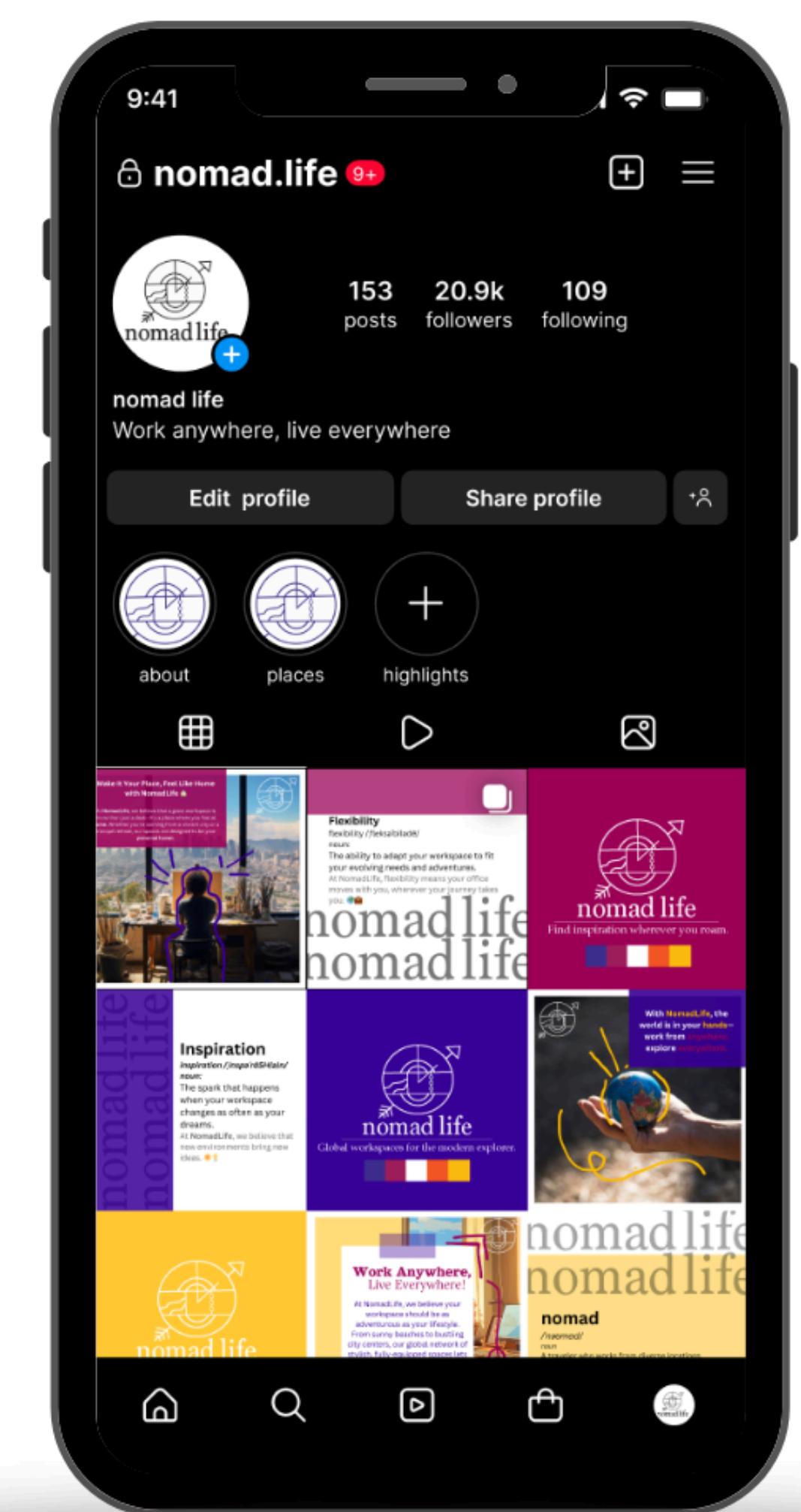
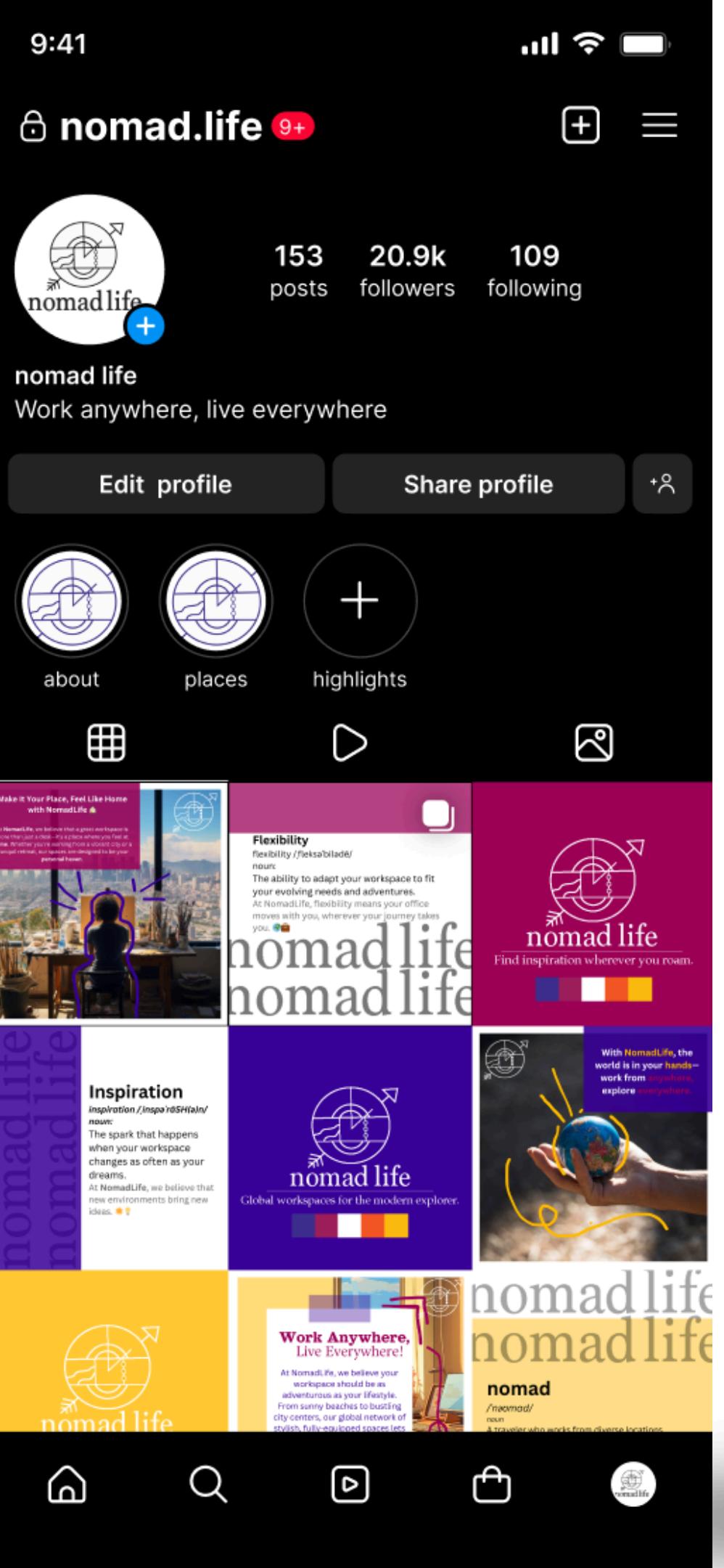


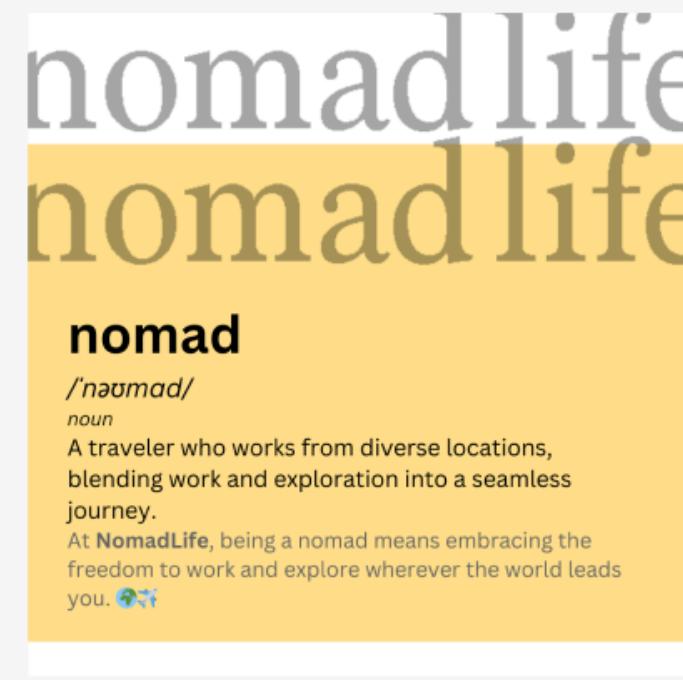
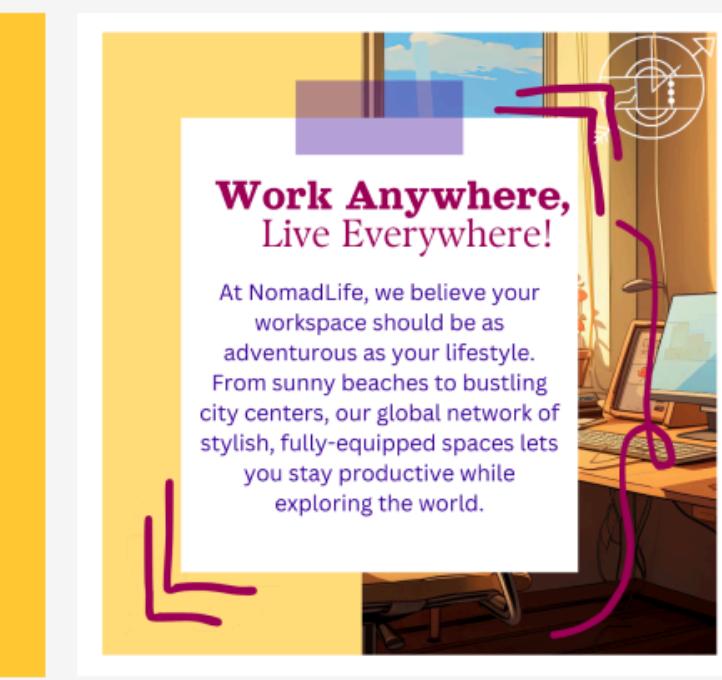
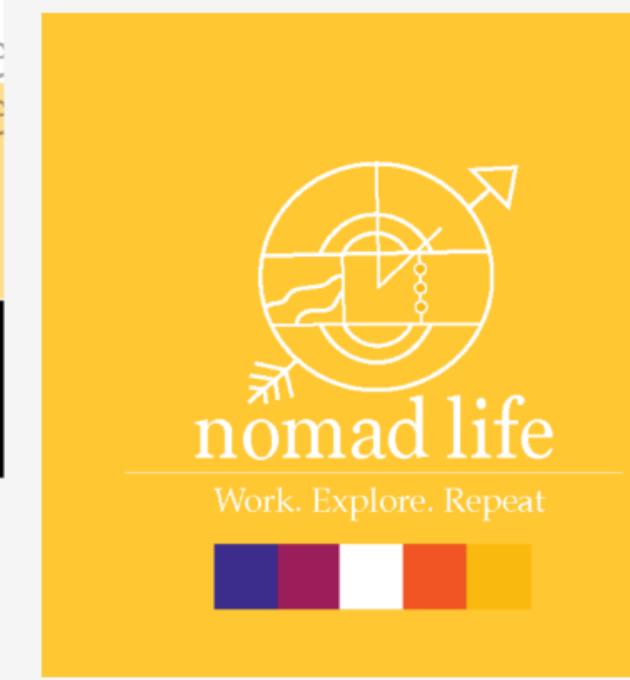
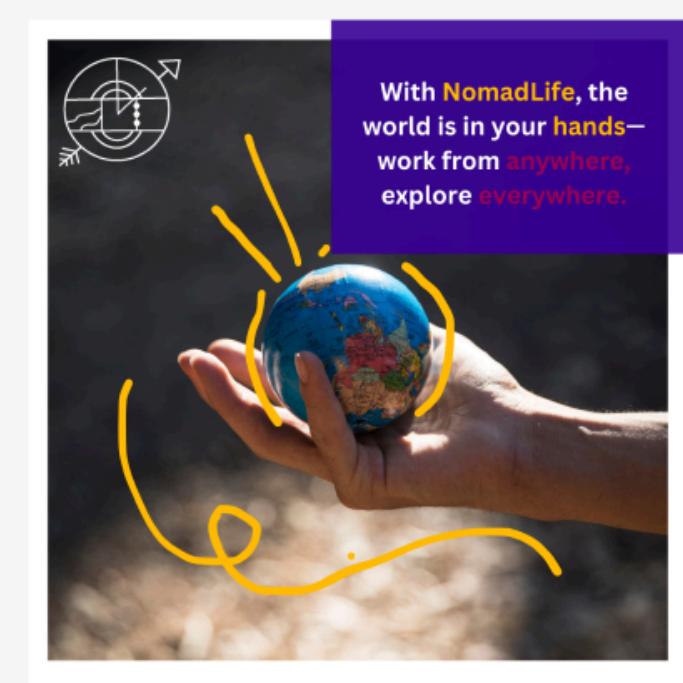
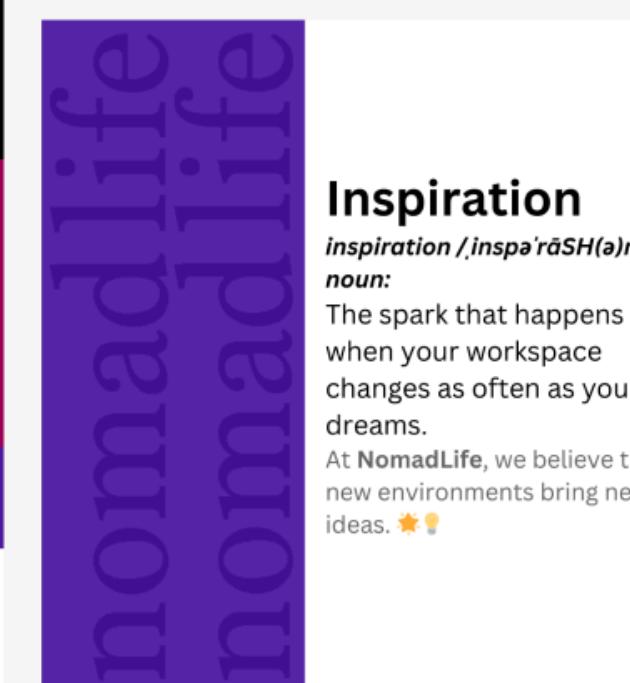
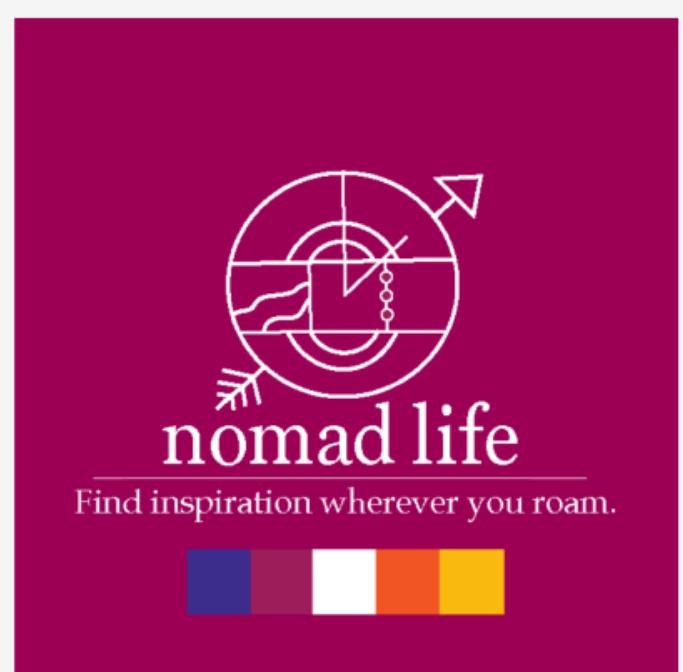
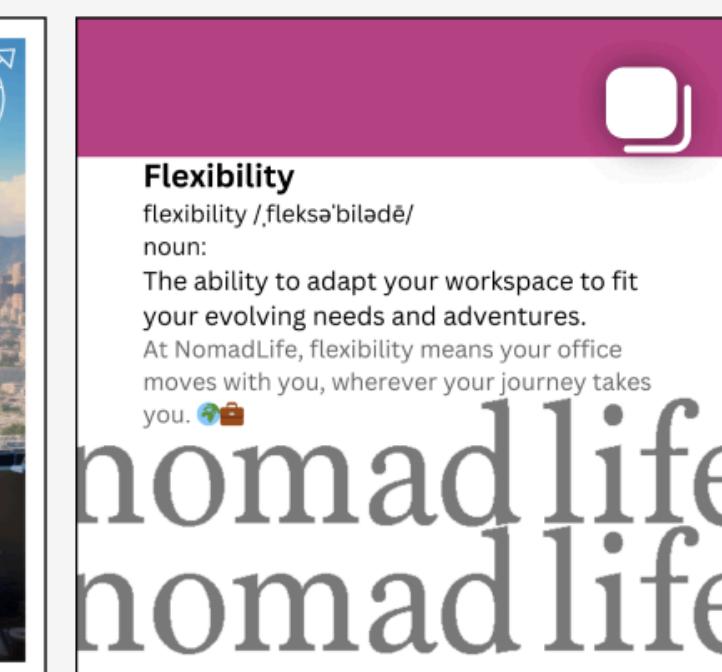
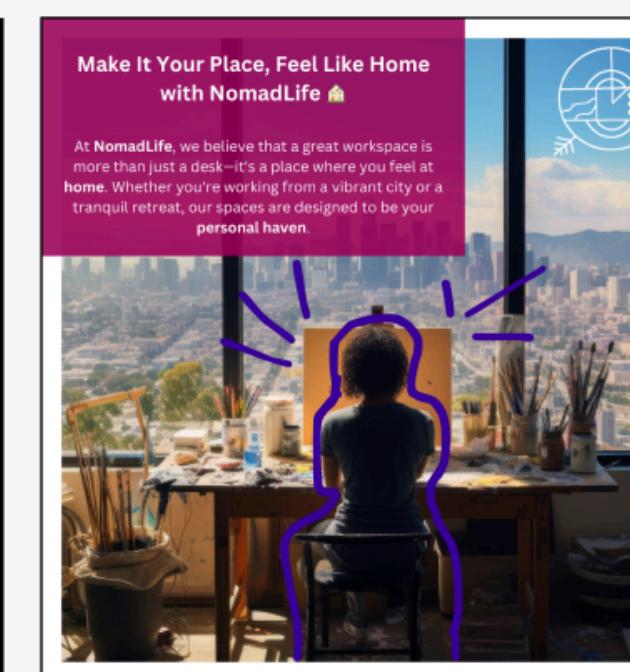
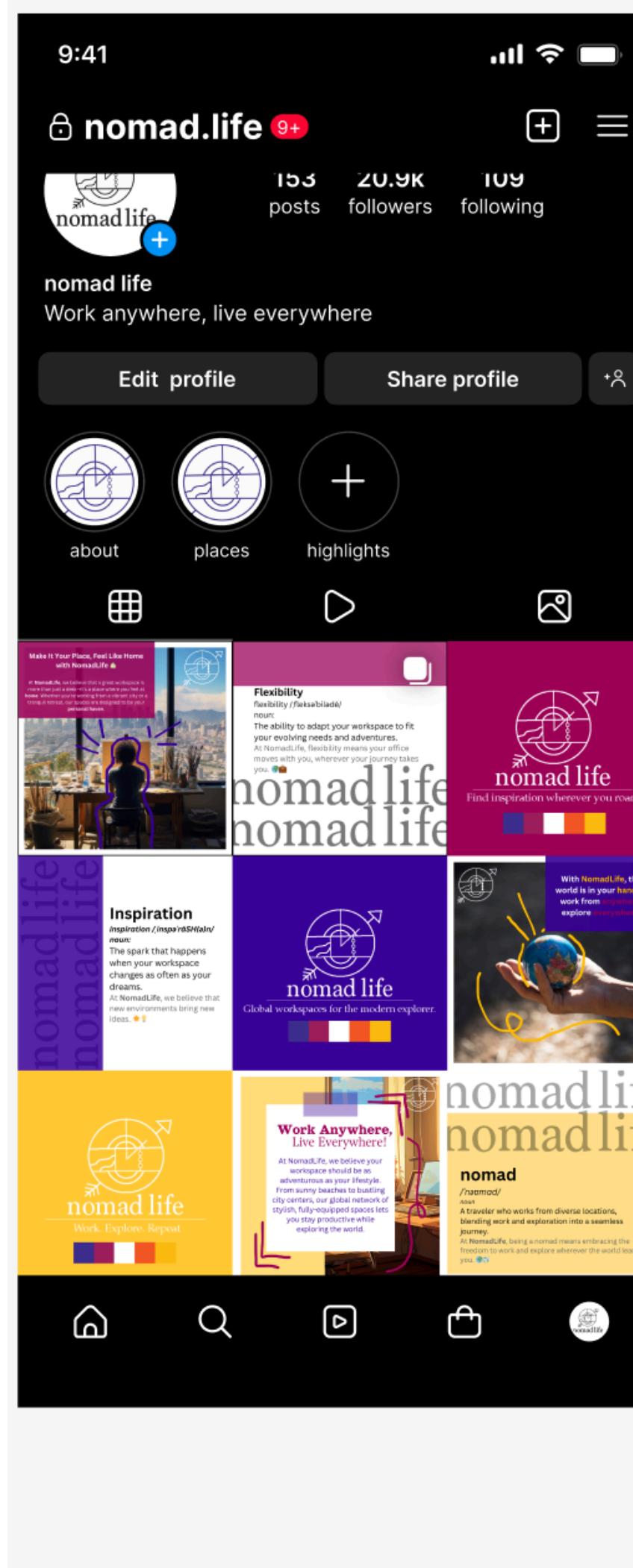


Mock ups

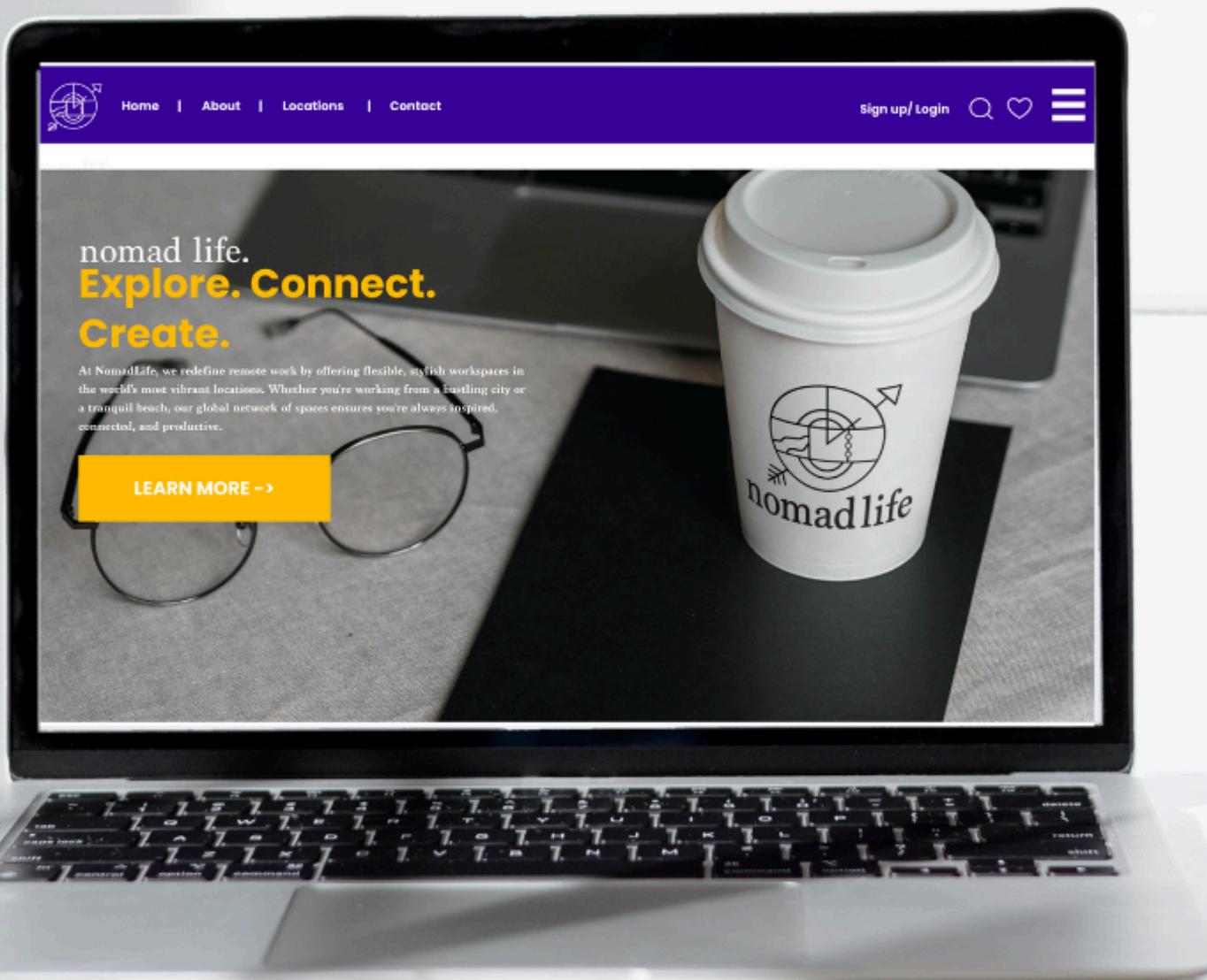
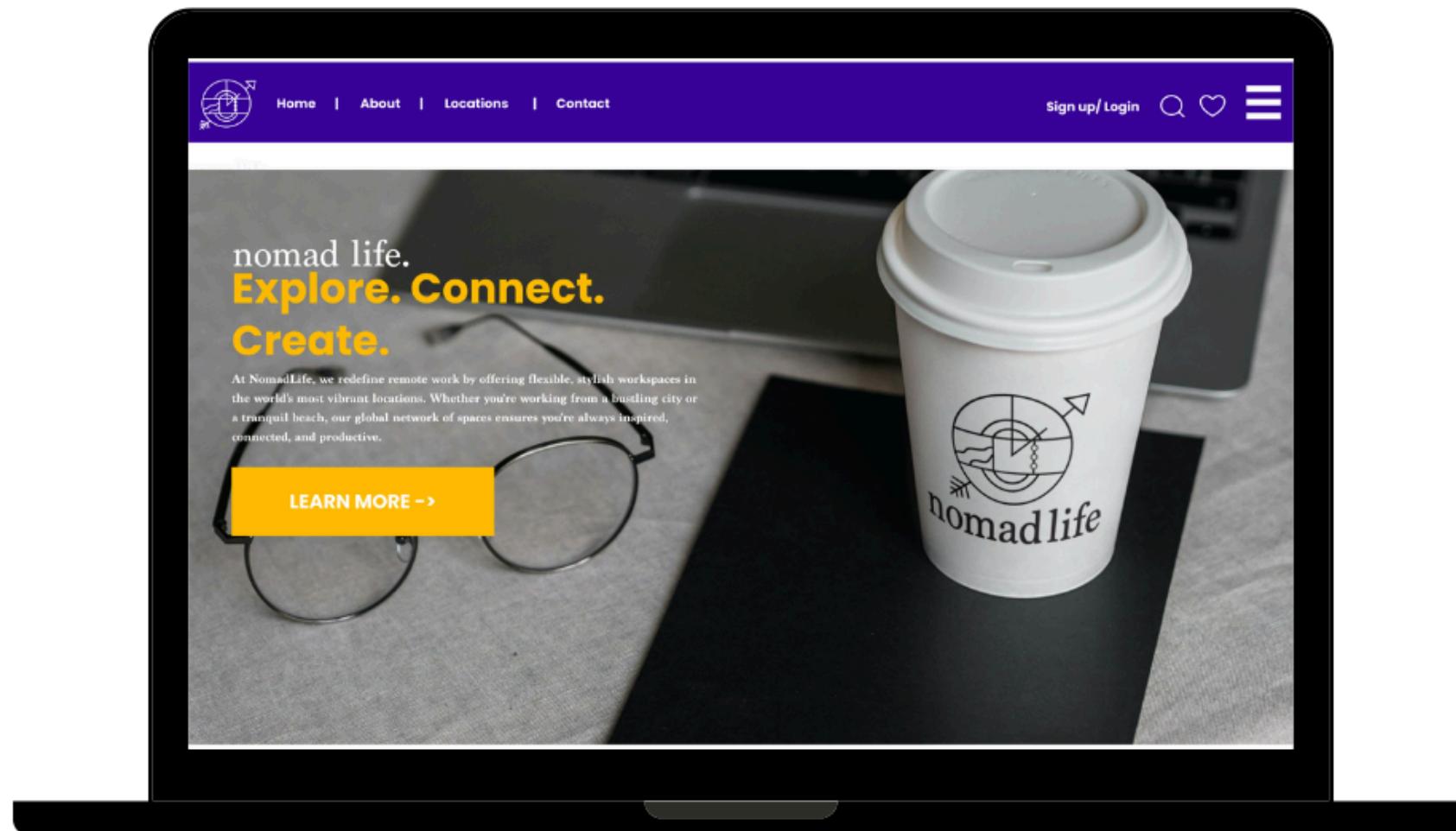
instagram, website & extra

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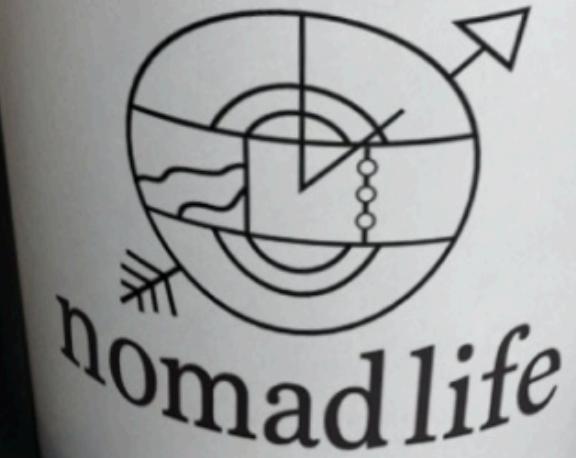
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nomad life. **Explore. Connect. Create.**

At NomadLife, we redefine remote work by offering flexible, stylish workspaces in the world's most vibrant locations. Whether you're working from a bustling city or a tranquil beach, our global network of spaces ensures you're always inspired, connected, and productive.

[LEARN MORE →](#)





EXTRA:

