

# Brand Colors

Nova Apparels’ color palette is crafted to reflect energy, confidence, trust, and the spirit of new beginnings. Inspired by the warmth of sunrise and the vibrancy of everyday fashion, the palette blends bold primary colours with balanced secondary tones. Together, they create a visual identity that feels modern, dynamic, and dependable perfectly suited for a fashion ecommerce platform designed for everyone in Nepal.

The combination of warm, energetic colours supported by deep, stable shades helps customers feel both excited to shop and confident in the brand they’re choosing.

## Primary Colors

- Nova Yellow
- Vibrant Orange
- Bright Red
- Sunrise Gradient (Combine)

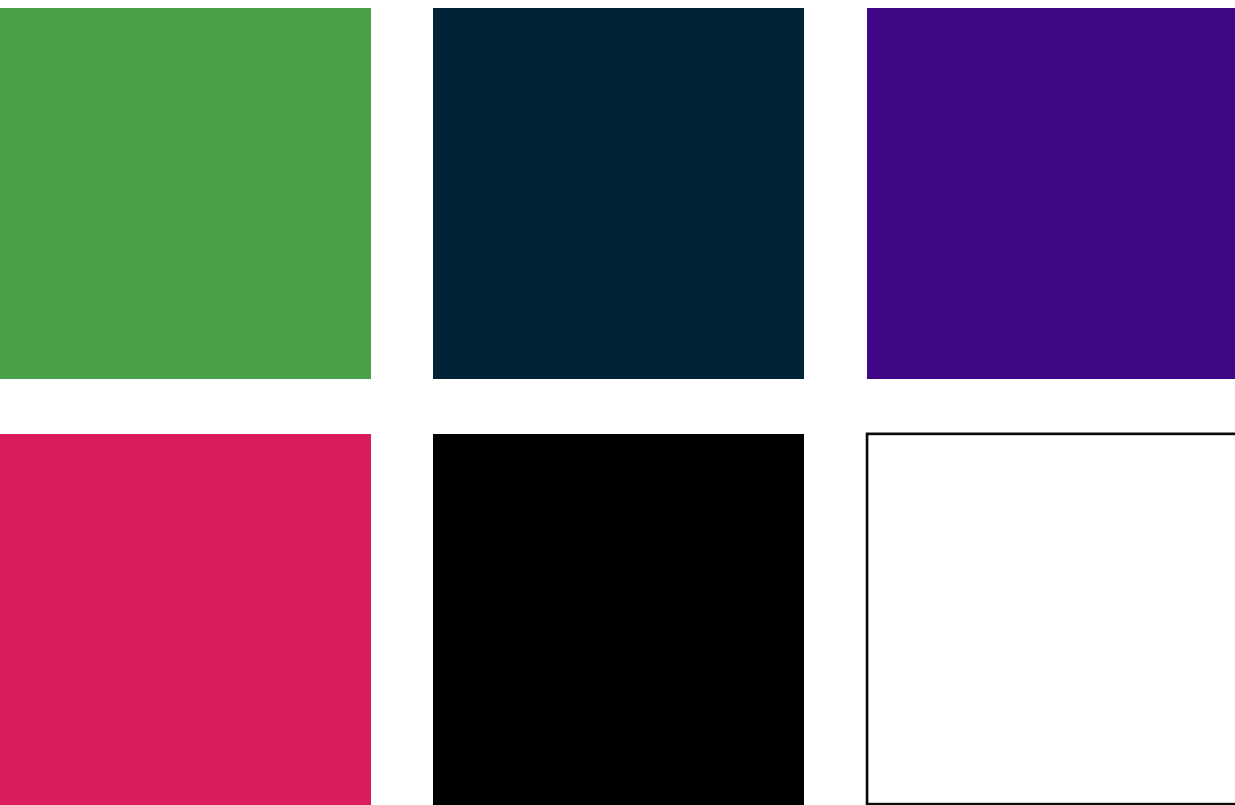
## Secondary Colors

- Fresh Green
- Deep Navy Blue
- Royal Purple
- Hot Pink
- Rich Black
- Pure White

### Primary Colors



### Secondary Colors



## Primary Palette

- Emotionally uplifting: Builds positivity and trust.
- High visibility & clarity: Customers instantly understand calls to action.
- Unique positioning: Differentiates Nova visually from other platforms.
- Friendly yet confident: Balances excitement with a sense of dependability.
- Perfect for UI: Buttons, headers, banners, and promotional elements stand out clearly.



# Secondary Palette

- Strengthens trust visually through navy, black, and green.
- Keeps UI clean and easy to navigate, building shopping confidence.
- Balances the bright warm tones to create visual comfort.
- Enhances category separation without overwhelming the user.
- Adds flexibility for campaigns, seasons, and product categories.

