

TARUVAA

Brand Presentation

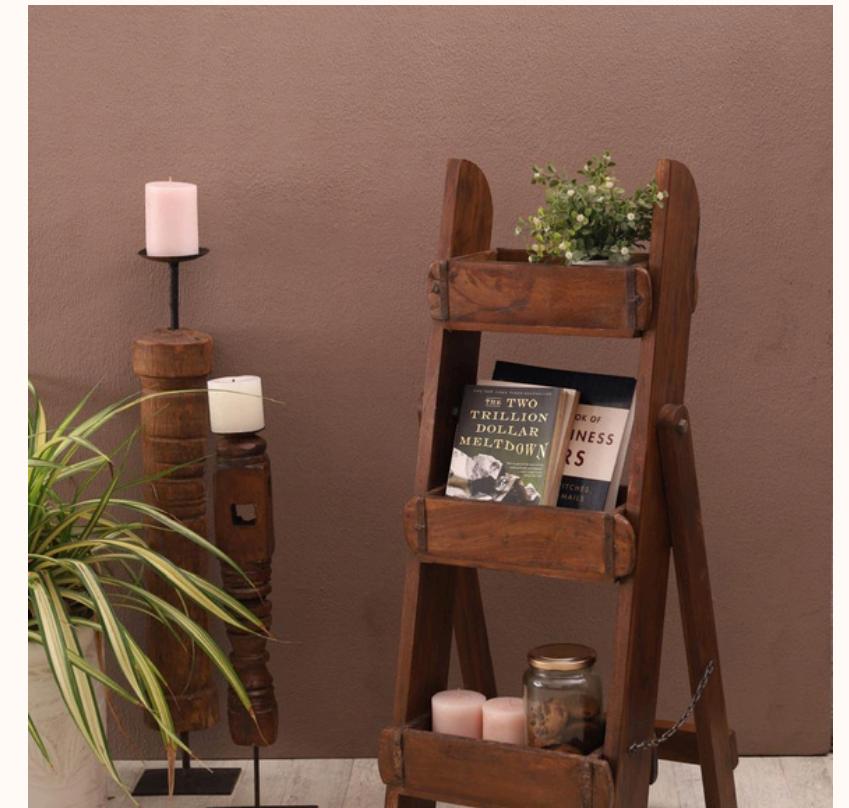
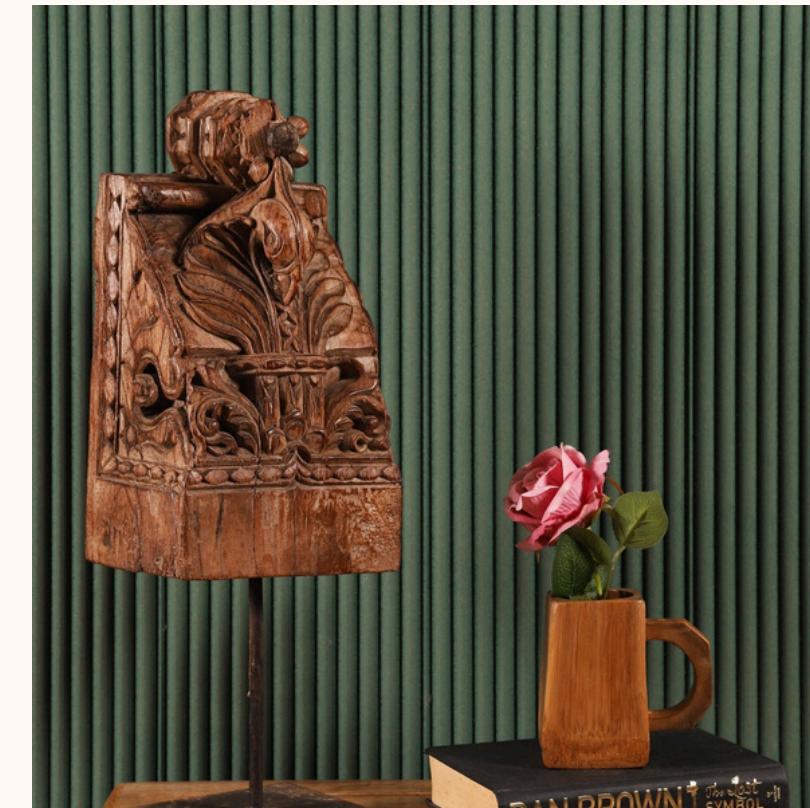
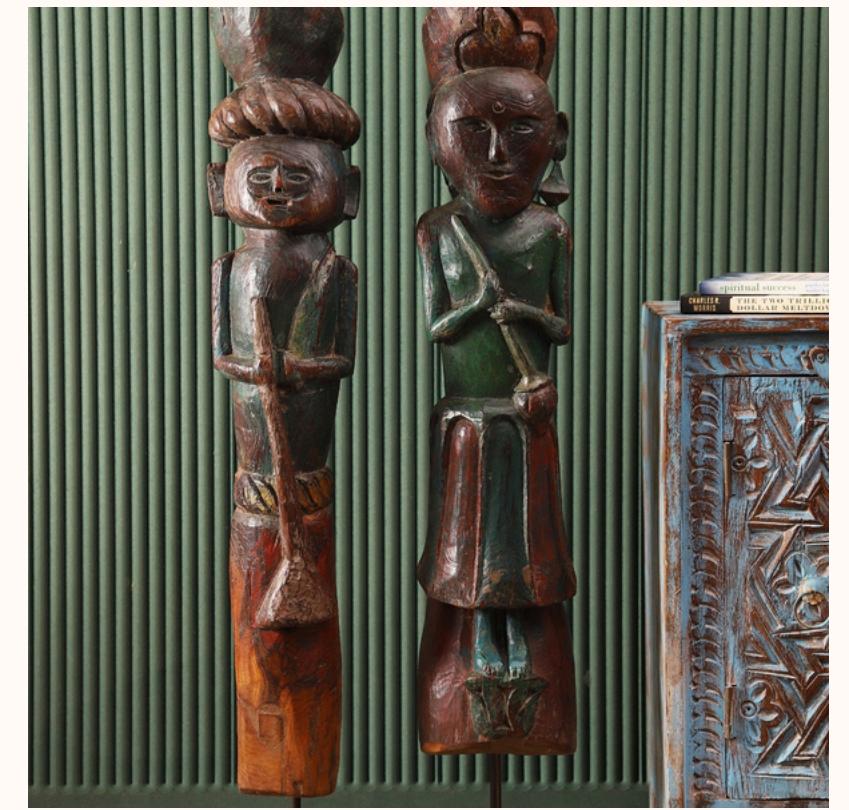


Derived from the word 'Taru' meaning tree and embodying spirit of generosity and transformation, 'Taruvaan' is born.

Nature, in its infinite generosity, provides us with these magnificent raw materials and we into exquisite furniture. Every curve, joint, and finish is meticulously crafted to honor the natural elegance of the wood, resulting in furniture that is not only functional but also a work of art.

Taruvaan is not just about creating furniture; it's about crafting experiences and memories. The pieces are designed to become a part of the life, growing more beautiful with time and use, reflecting the timeless relationship between humanity and nature. We believe that living beautifully means surrounding yourself with pieces that tell a story, that honor the gifts of nature.

BRAND PHOTOS



BRAND COLORS

Color Palette

#FFFFFF

#000000

#886644

#724B24

#E9E4ED

#B6885A

MAIN COLOUR

MAIN COLOUR

BRAND FONTS

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz

Alice
(for headers)

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

Raleway
((for sub headers / body of the paragraph))

BRAND LOGO

Primary Logo

Main logo with the tagline

Placement: Website, Print files, stationery



PRIMARY LOGO



Main Logo with the Tagline
Placement: Website, Print Files, and Stationery

LOGO VARIATIONS



Secondary Logo

For spaces where Primary Logo
doesn't fit.



Color Logo (Black and White)

For making it readable in different backgrounds.



Submark Logo

Where Primary and Secondary
Logo doesn't fit.



Favicon

For Website and App Icon.

taruva a

Wordmark

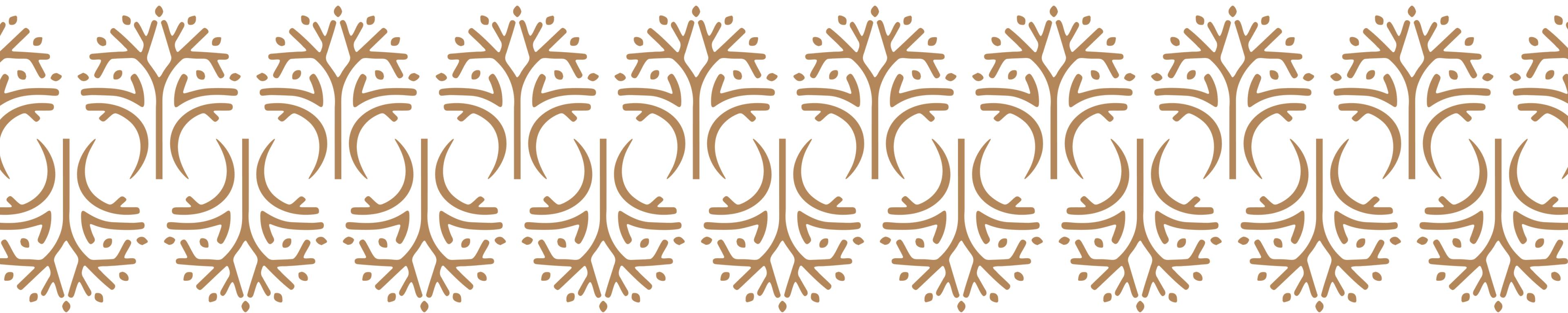
Website, Small areas, and Advertising.

taruva a

BRASS LOGO



PATTERN



taruvaa



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taruvaa

VISITING CARD





ENVELOPE



STICKERS



PAPER BAG



TAGS



TAPE



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OTHER TREE EXPLORATIONS



taru
vaa



taruvaa



taruvaa



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