

A close-up photograph of a woman's face. She has dark, wavy hair and is wearing large, round, red sunglasses. Her eyes are closed, and she has a serene expression. The lighting is soft, highlighting her skin and the texture of her hair.

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NEXORA PROTOCOLS BRAND

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INTRODUCTION

Brand guidelines, also called a brand style guide, are essentially an instruction manual and rule book on how to communicate your brand.

They lay out all the visual details, as well as important notes about a company's voice, tone, and messaging.

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OUR BRAND IDENTITY



A brand is a promise. A good brand is a promise kept. Design is not just what it looks like and feels like. Design is how it works. Only the best is good enough.

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COLOR PALETTE

Color is incredible. This commonly shared cognitive experience of interpreting wavelengths of reflected light and assigning it to the perceived illusions that is what we call color is, well, mind-blowing.

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#962e1f



#d2a66a



#8f99a2

TYPOGRAPHY

HIERARCHY

Creating a visual hierarchy with typography involves using different font sizes, weights, and styles to organize information and guide the reader's journey through your content.

CONTRAST

In branding, your choice of typography can significantly influence how your message is perceived. When selecting fonts, consider the character and values of your brand.

FONT PAIRING

strategic matches that convey authority, build trust, and create that elusive “professional polish” every serious brand needs.

WHITE SPACE

White space is crucial in minimalist design. We use it to create balance and focus attention on key brand elements. Negative space helps reduce visual clutter and enhances readability.

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LOGO USAGE



Proper Logo Placement

Before you create your logo, you should first understand your company and your company's goals.



Color Variations

They act as a visual language, telling us what a brand is about just by looking at them.

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SOCIAL MEDIA ADVERTISING

Brand identity is built upon how you express an externally visible image. Social media is the best platform for advertising our brand and brand related data materials.



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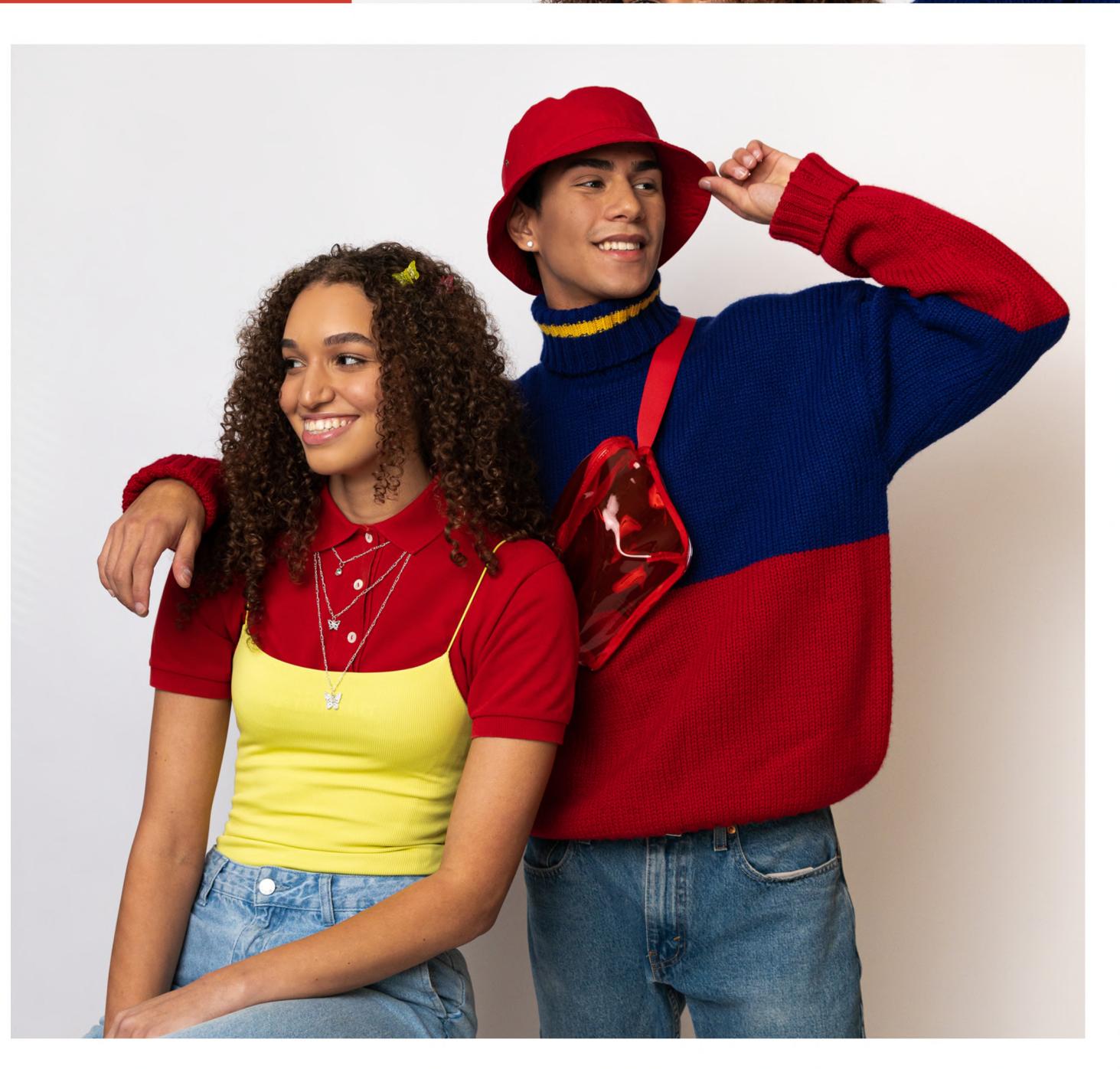


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A collage of three women's faces. One woman in the upper left is smiling broadly with her eyes closed. Another woman in the upper right has her mouth open as if laughing or shouting. A third woman in the lower right is smiling warmly at the camera. The background is a soft-focus mix of green foliage and red flowers.

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THANK YOU
FOR YOUR ATTENTION

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