

Designed by @rushidesign  
Version 1.0

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# COMMON MISTAKES

hello there

hello there

hello there

Dont center  
align  
until  
exception

too much  
shadows

Dont  
squeeze

# TYPE SCALING

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64 Px

## Heading 1

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48 Px

## Heading 2

---

36 Px

## Heading 1

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24 Px

## Heading 1

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# WEIGHTS

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Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9 ° (! "# \$ % & ? @)

---

Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9 ° (! "# \$ % & ? @)

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Demi-Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9 ° (! "# \$ % & ? @)

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Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9 ° (! "# \$ % & ? @)

# TYPEFACE

This versatile and free-for-commercial-use font lends a contemporary edge to the brand's visual communication, ensuring consistency and legibility across various platforms and materials.



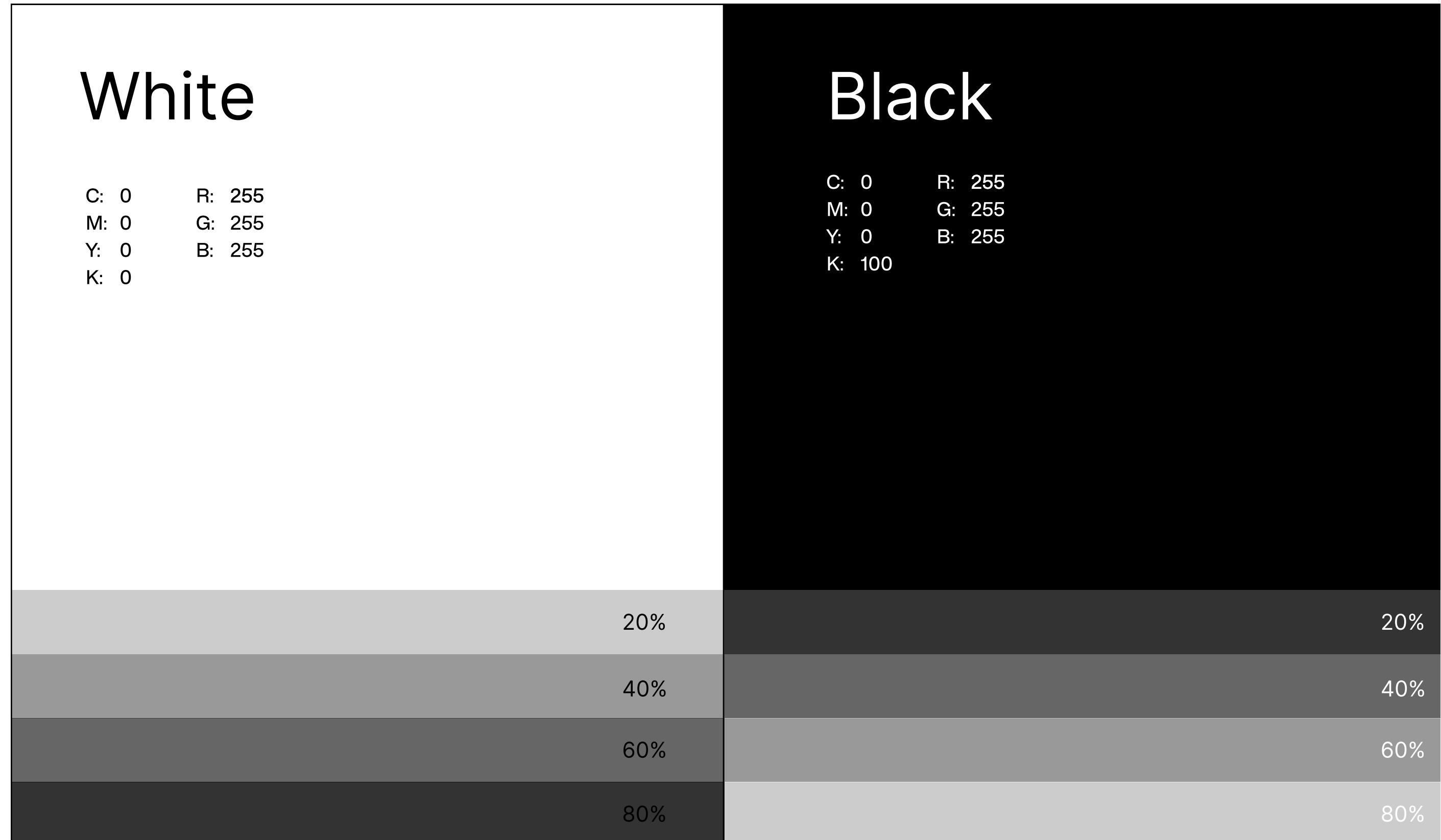
# TYPOGRAPHY

- 4.1 Typeface
- 4.2 Weights
- 4.3 Type Scaling
- 4.4 Common mistakes

# COMBINATIONS

The consistent use of color is vital to effective brand recognition. Our brand should always be represented in one of the colors on this page, aside from specific recommendations within this guide.





# COLORS

- 3.1 Color pallet
- 3.2 Combinations
- 3.3 Shades

# PLACEMENT

Position the logo on the primary grid line, aligning it to the left side for a prominent presence. In cases where the necessary space is not available, the logo should be placed in either the top or bottom left corners of the page. Detailed stationery layouts can be found in the BrandCollateral section of this document, offering specific guidelines for optimal placement.



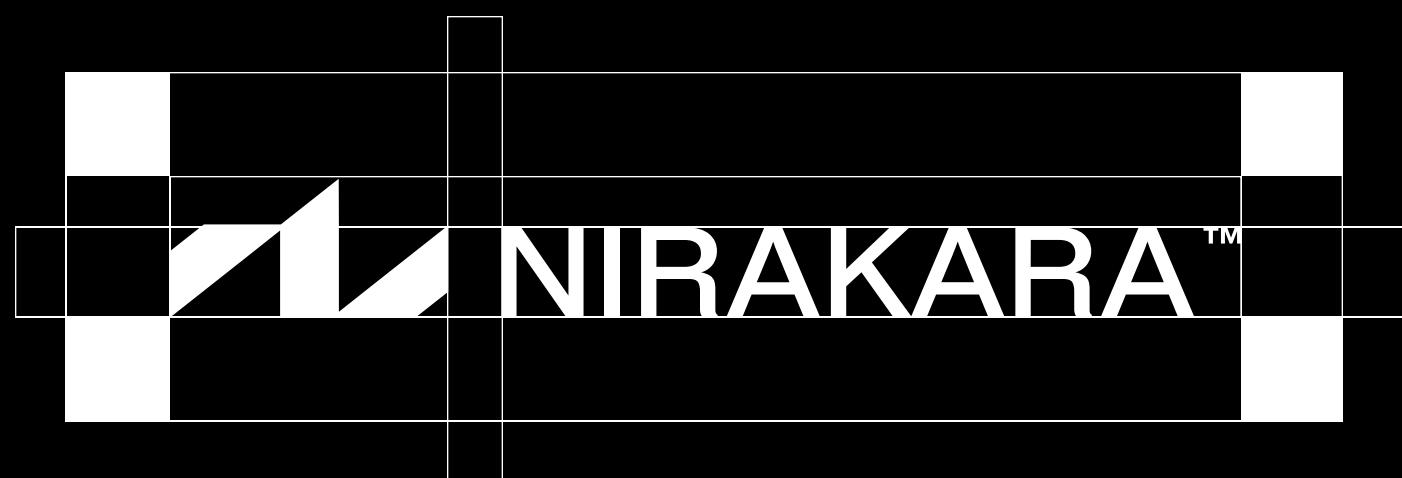
# MINIMUM SIZES

The version is optimized for sizes that are not excessively small. It mandates a minimum height of .72" for print applications and a minimum of 50px for digital applications, ensuring legibility and clarity even at larger dimensions.



# CLEAR SPACE

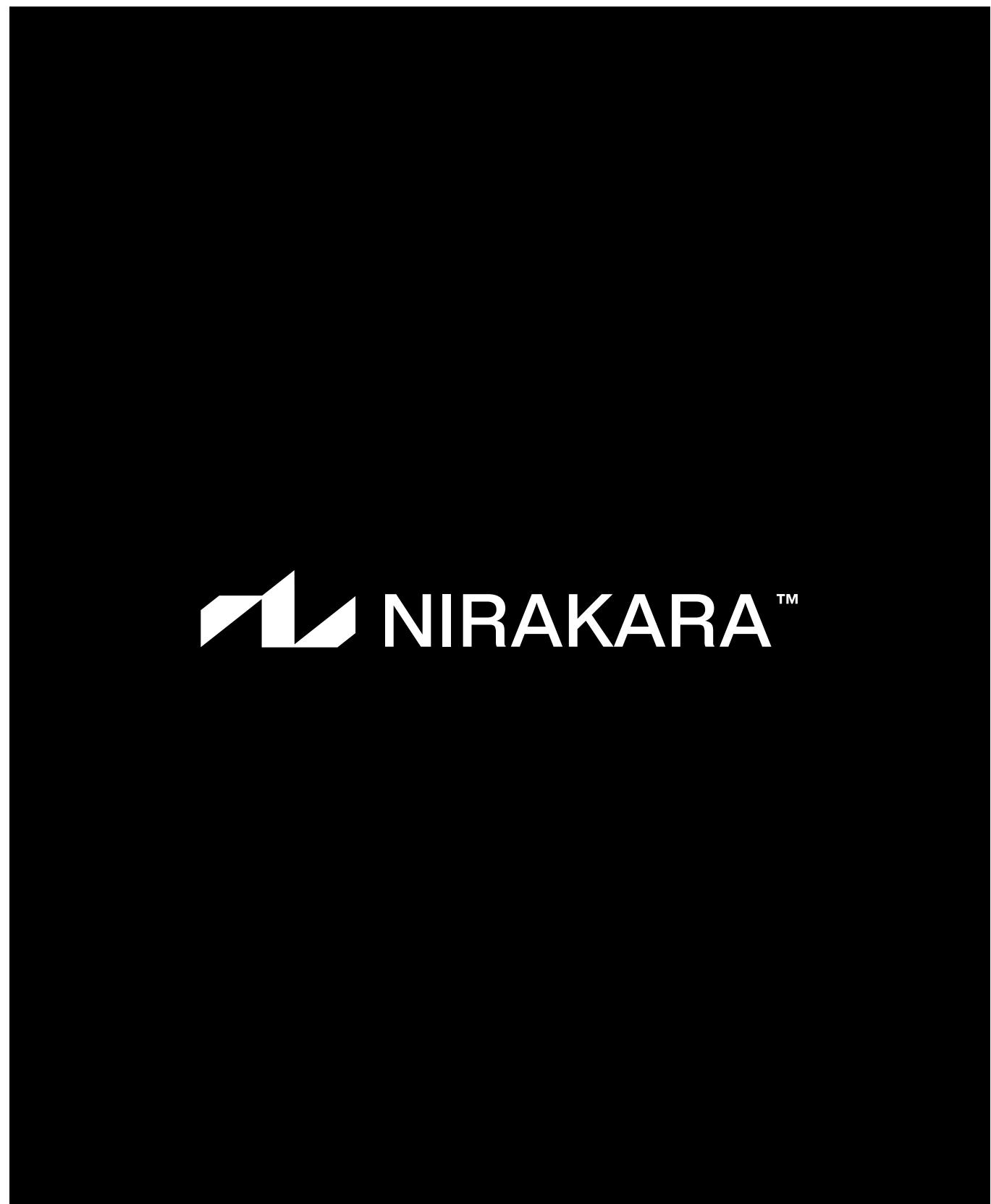
This combination of the logomark and logotype ensures a consistent and recognizable representation of the brand across various applications and reinforces Nirakara's commitment to delivering exceptional design solutions.



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# LOGO LOCKUP

This combination of the logomark and logotype ensures a consistent and recognizable representation of the brand across various applications and reinforces Nirakara's commitment to delivering exceptional design solutions.



# LOGOTYPE

The BDO Grotesk medium, chosen as the logotype for Nirakara, captures the brand's essence with its modern and sophisticated design. The font's clean lines and balanced proportions create a visually pleasing and easily recognizable logo, reflecting Nirakara's commitment to precision and innovation.

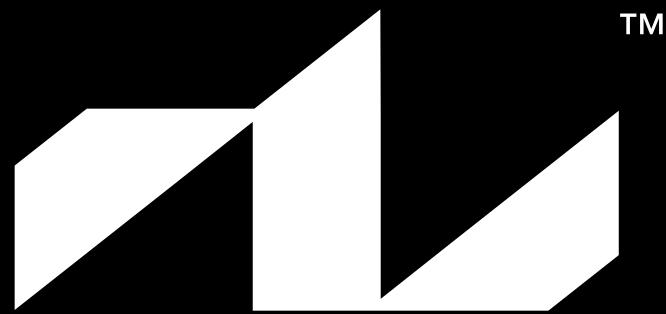
This versatile and free-for-commercial-use font lends a contemporary edge to the brand's visual communication, ensuring consistency and legibility across various platforms and materials.

NIRAKARA™

# LOGOMARK

Nirakra's architectural brand is embodied in its logo—a sharp-edged "N" mark forming an intersecting and asymmetrical triangle in negative space.

This design symbolizes our commitment to precision, innovation, and the seamless integration of contrasting elements. The interconnectedness of the logo's parts represents our holistic approach to architecture.



# LOGO DESIGN

- 2.1 Logomark
- 2.2 Logotype
- 2.3 Lockup
- 2.4 Clear space
- 2.5 Minimum sizes
- 2.6 Common mistakes

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# TONE OF VOICE

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## Confident

Our tone reflects a sense of assurance and expertise in our field, showcasing our confidence in delivering exceptional architectural designs.

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## Inspirational

We aim to inspire and ignite creativity through our tone, encouraging clients and stakeholders to envision possibilities and embrace innovation.

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## Approachable

Our tone is warm, friendly, and inviting, fostering open communication and building strong relationships with clients and partners.

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## Knowledgeable

We convey our expertise and deep understanding of architectural principles and practices, establishing ourselves as trusted authorities in the industry.

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# BRAND VALUES

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## Environmental Consciousness

We prioritize sustainability and eco-friendly practices, utilizing renewable materials and sustainable design techniques to create structures that harmonize with nature.

## Cultural Integrity

Blending tradition and modernity, our designs pay homage to India's diverse cultural heritage, embracing craftsmanship and local aesthetics.

## Innovation & Creativity

We continuously push the boundaries of architectural design, delivering unique and inspiring spaces that challenge norms and captivate the imagination.

## Quality and Craftsmanship

Meticulous attention to detail and collaboration with skilled artisans result in architectural masterpieces that showcase the highest standards of quality and craftsmanship.

**Our aim is to deliver innovative, bespoke solutions that exceed client expectations and embrace India's rich heritage.**

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**Our vision is to be a trailblazing force in sustainable and culturally reflective architectural design**

**About the brand – Nirakara is an Indian boutique architecture firm that specializes in sustainable, innovative, and culturally reflective designs.**

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# INTRODUCTION

Welcome to the Nirakara Brand Guidelines, designed to provide a comprehensive framework for effectively representing our brand identity. These guidelines ensure consistency and coherence across all brand touchpoints, enabling us to communicate our values, personality, and unique offerings to our target audience.

Our brand guidelines empower us to connect with our audience, establish a strong presence, and tell our unique story. By maintaining consistency and adhering to these guidelines, we can cultivate trust, showcase our offerings, and foster loyalty. Let these guidelines be our compass as we build and evolve our brand, leaving a lasting impact on our audience.