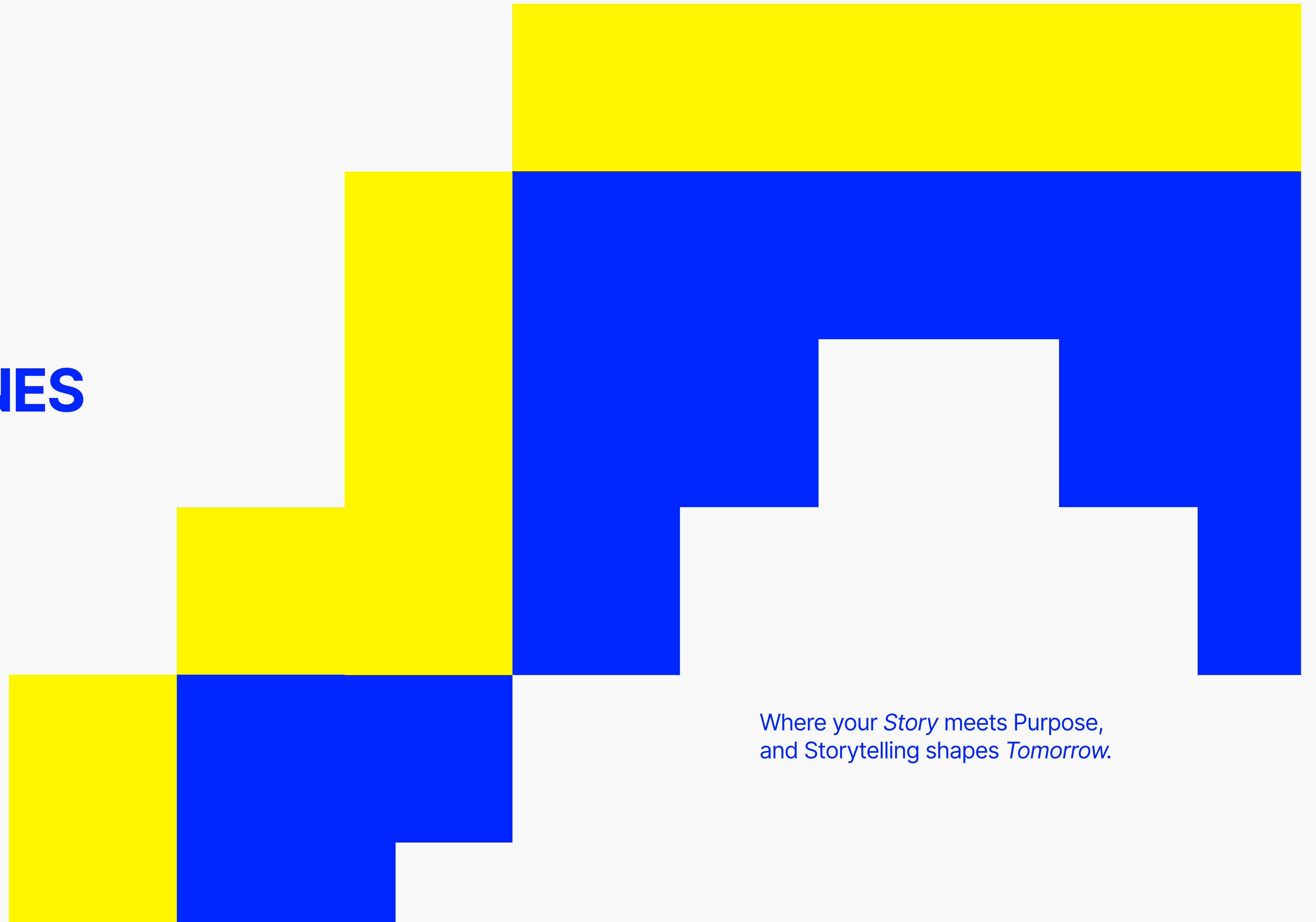


BRAND GUIDELINES V1.0



Where your *Story* meets Purpose,
and Storytelling shapes *Tomorrow*.

Content

01	Introduction	04	Typography
	Overview		Font
			Hierarchy
			Highlights
			Rules
02	Identity	05	Graphics
	Primary Logo		Icons
	Logo Mark		Shapes
	Clear Space		Imagery Moodboard
	Logo Misuse		
	Logo Usage		
03	Color Palette	06	Applications
	Primary		SM Identity
			SM Templates
			Email Signatures
			Collaterals

Introduction



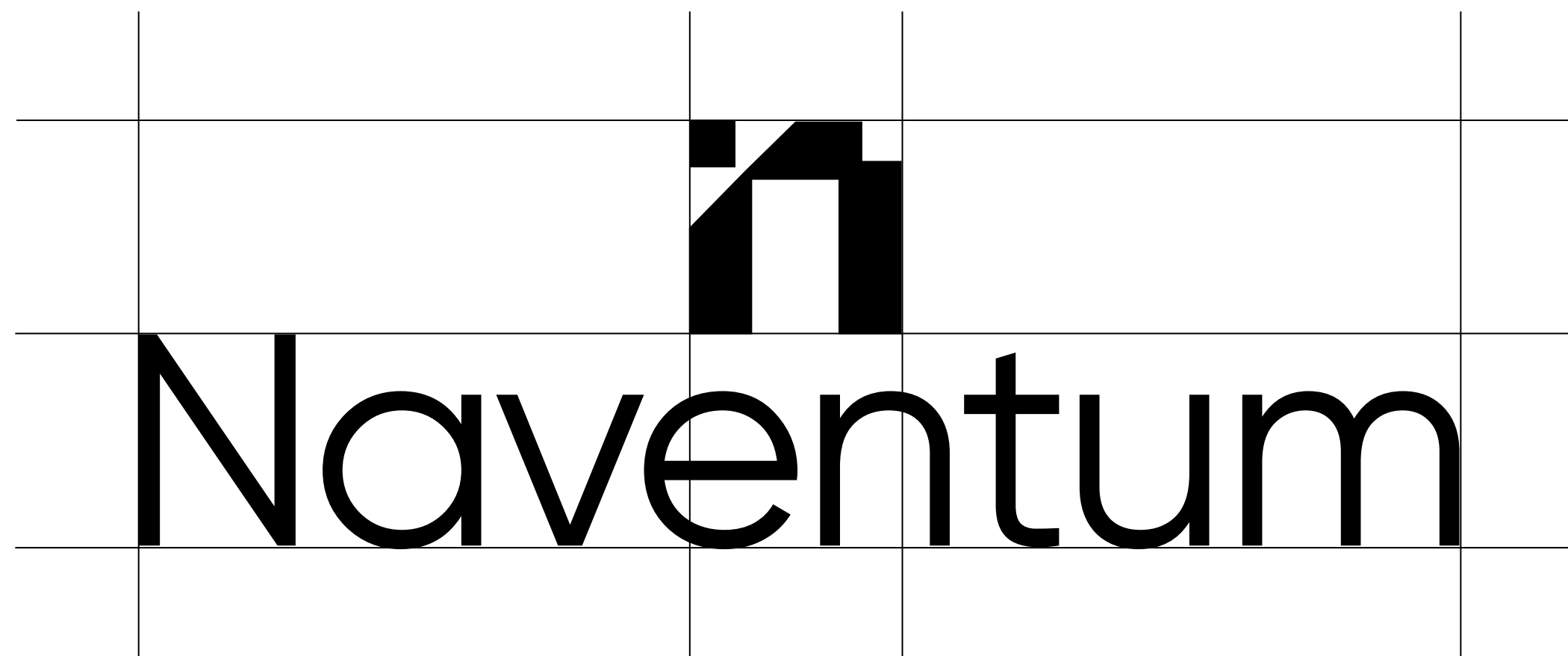
Naventum is a strategy-led design studio focused on clarity, structure, and forward momentum. The brand blends geometric precision with purposeful storytelling to create modern, scalable identities and digital experiences. Its visual system reflects direction, progress, and intelligent design.

The Identity

Primary Logo



Logo Variation



Logo Mark

Modular Blocks: Represent structure, stability, and system-driven thinking.



Geometric 'N' Form: Establishes a bold, modern identity that reflects clarity and direction.

Diagonal Cut: Adds momentum and creates a forward-moving, fast-forward feel.

Logo Icons



Logo Misuse



- The logo is engineered – don't twist it.



- No strokes, glows, drop shadows, embossing, or 3D effects.



- No scaling horizontally/vertically.
- Preserve aspect ratio always.

Logo Usage

- Clear Space: Keep 1× logo height spacing on all sides. Nothing enters this zone.
- Minimum Size: 48px (digital), 18mm (print) minimum for clarity.
- Backgrounds: Primary logo on light; white/light version on dark; maintain 4:1 contrast.
- Color Usage: Only brand-approved colors; no gradients unless defined.
- Composition: Align to grid/baseline; never change proportions.
- Photography: Place on clean areas with negative space; avoid busy backgrounds.

Color Palette

Primary Colors

Blue

Use for: Primary brand elements and key highlights.

HEX #0037FF
R 0 G 55 B 255

Yellow

Use for: Accent color for emphasis and callouts.

HEX #FFF500
R 255 G 245 B 0

Black

Use for: Typography and strong contrast elements.

HEX #000000
R 0 G 0 B 0

White

Use for: Clean backgrounds and negative space.

HEX #FFFFFF
R 255 G 255 B 255

Typography

Brand Emotion

Qurova

Use it only where emotion matters. Don't spam it.
Purpose: To add personality, elegance, and mood.

Aa

Brand Voice

Gilroy

Headlines, titles, key messaging, and strong visual statements.

Ad

Hierarchy

Gilroy

Bold

Medium

Regular

Heading 1

Heading 3

Caption

Heading 2

Heading 4

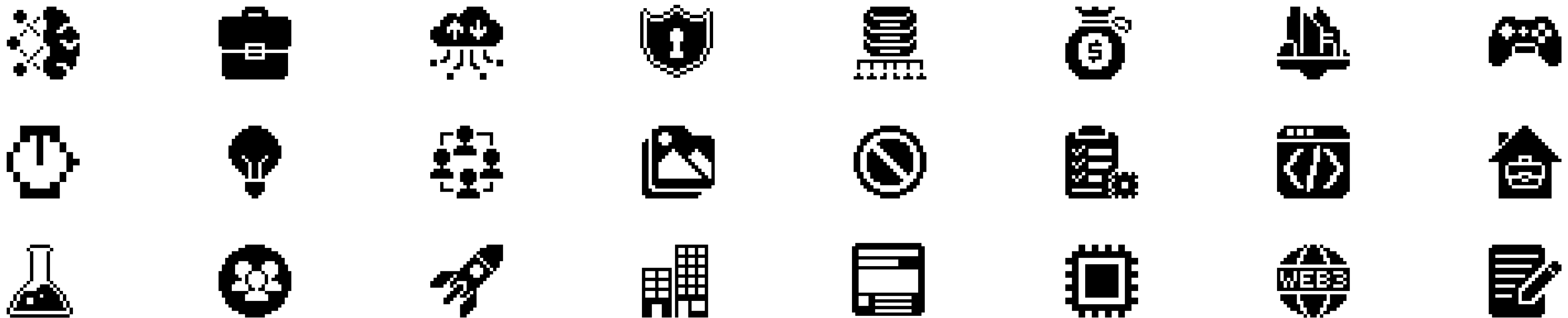
Body

Highlights

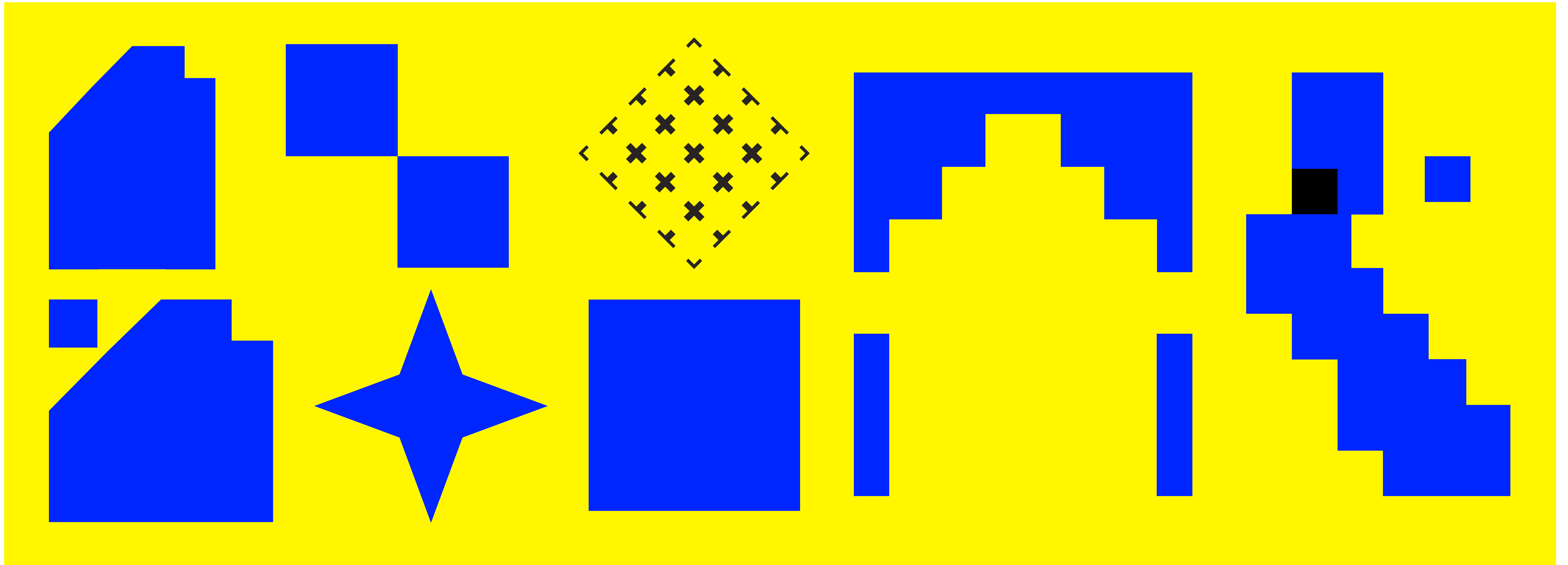
Naventum is a *strategy-led design studio* focused on clarity, structure, and forward momentum.

Graphics

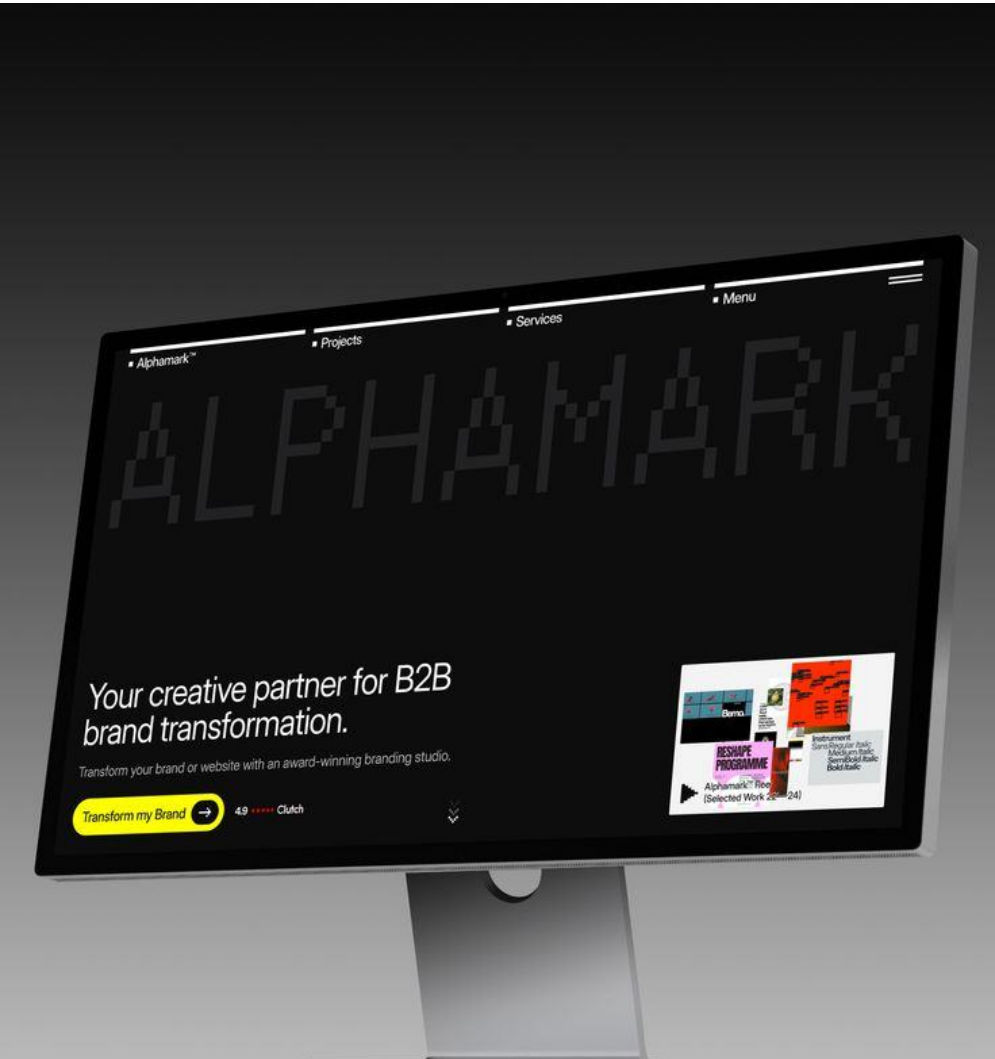
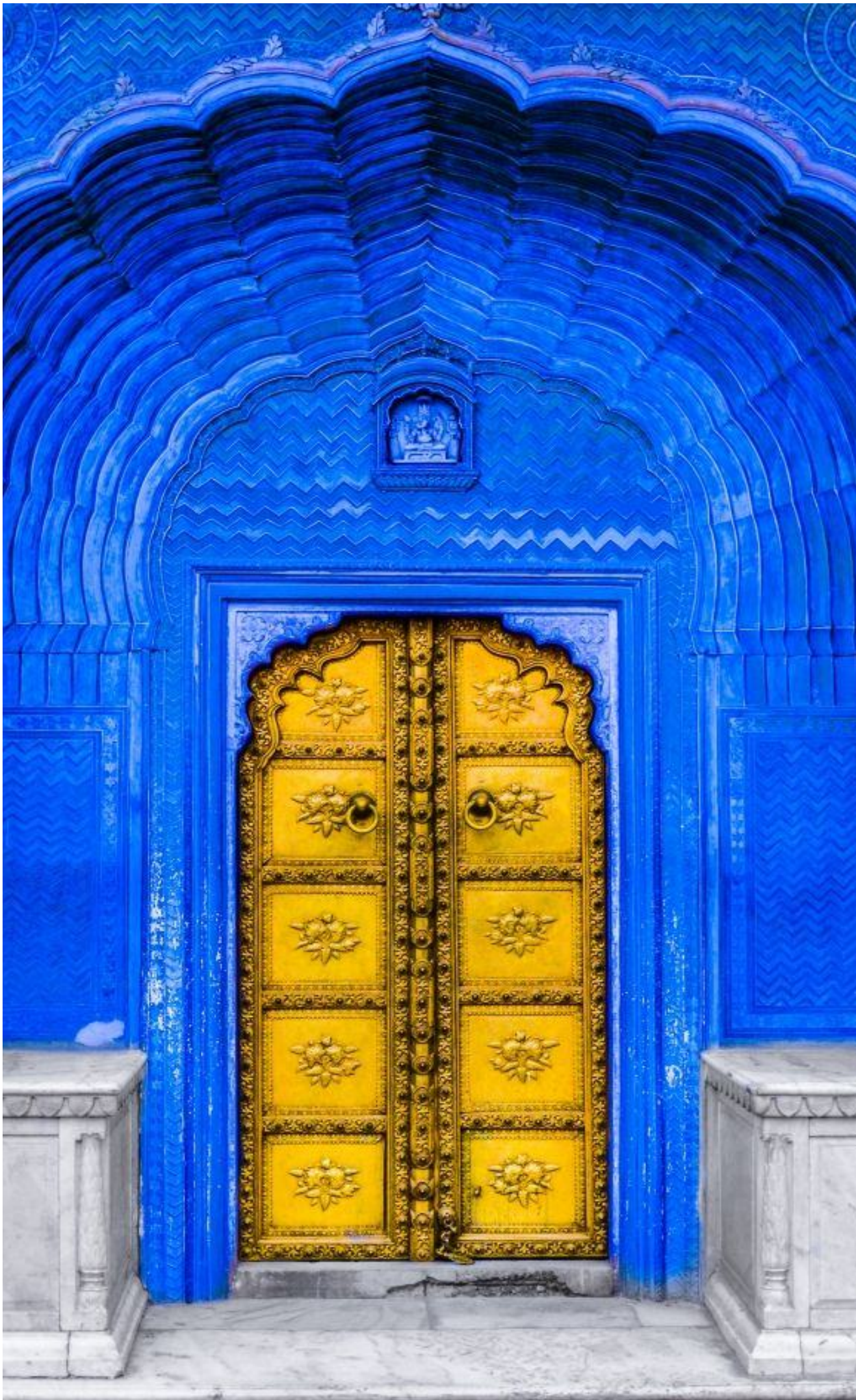
Icons



Shapes



Imagery

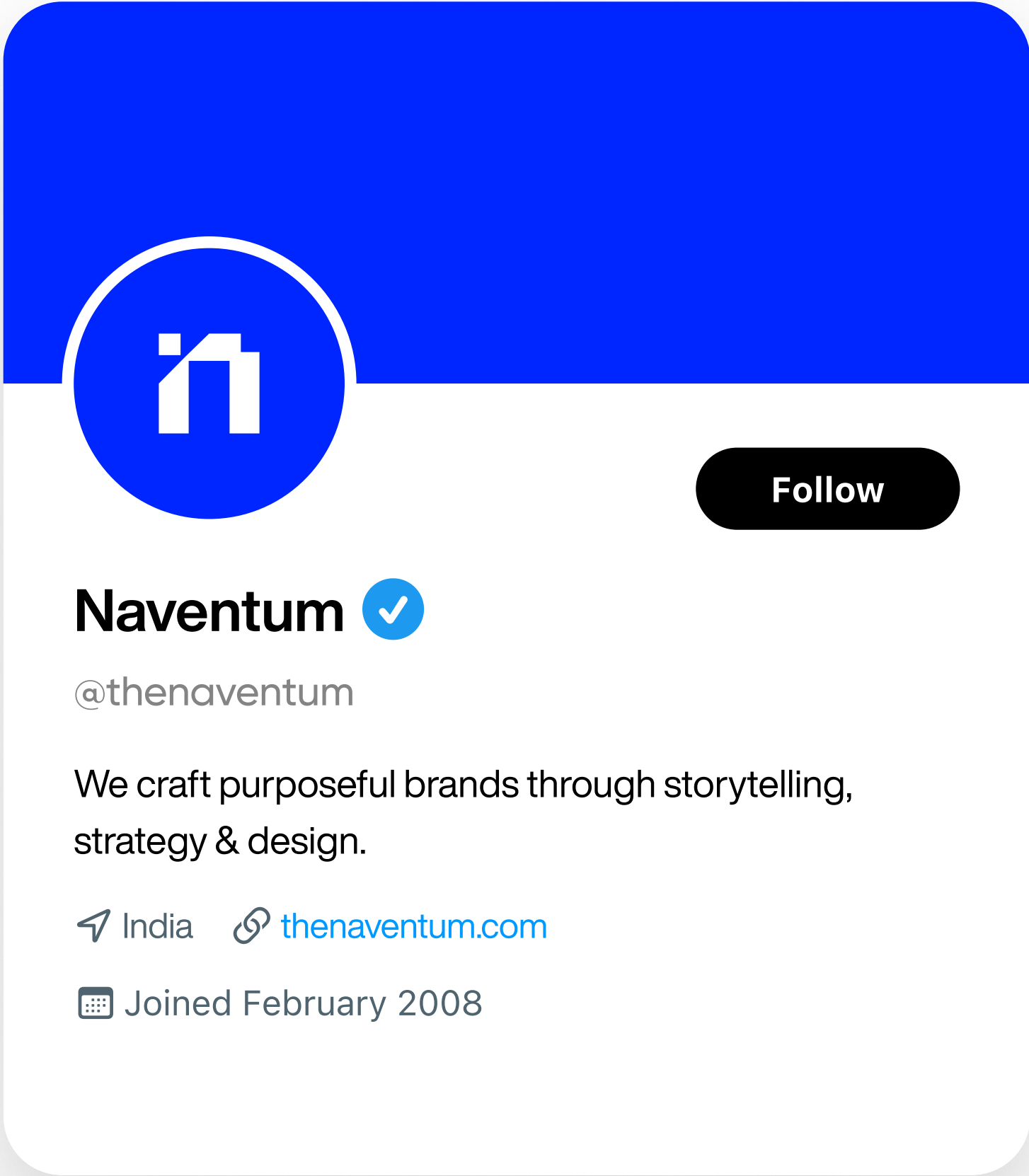


Application

06.

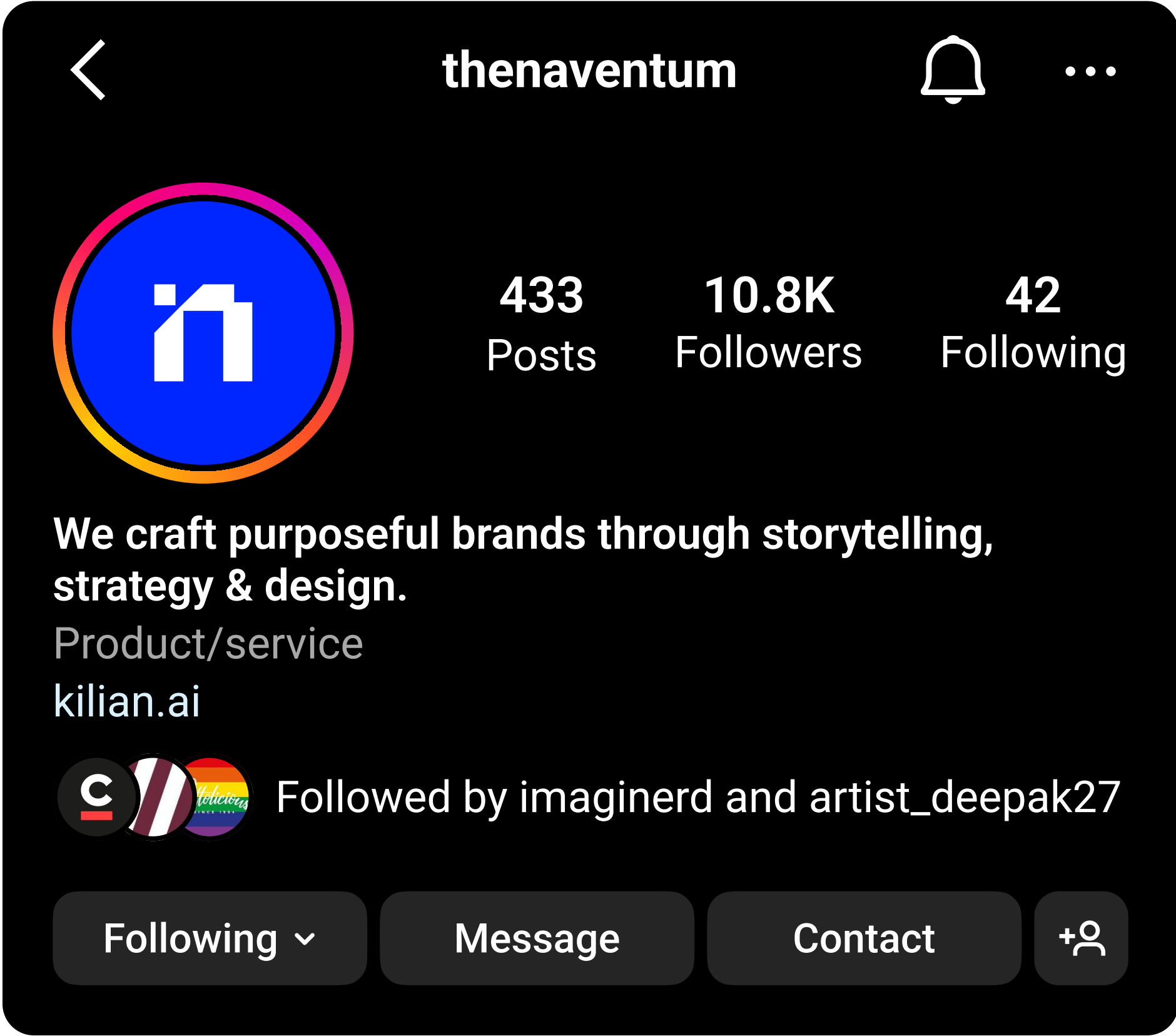
Social Media

Twitter / X



Social Media

Instagram profile page



Social Media

Posts Templates



Collaterals

Email Signature

Prashant Kulshrestha

Co-Founder
& Head of Experience Innovation

prashant@thenaventum.com
www.thenaventum.com
+91 9680405537

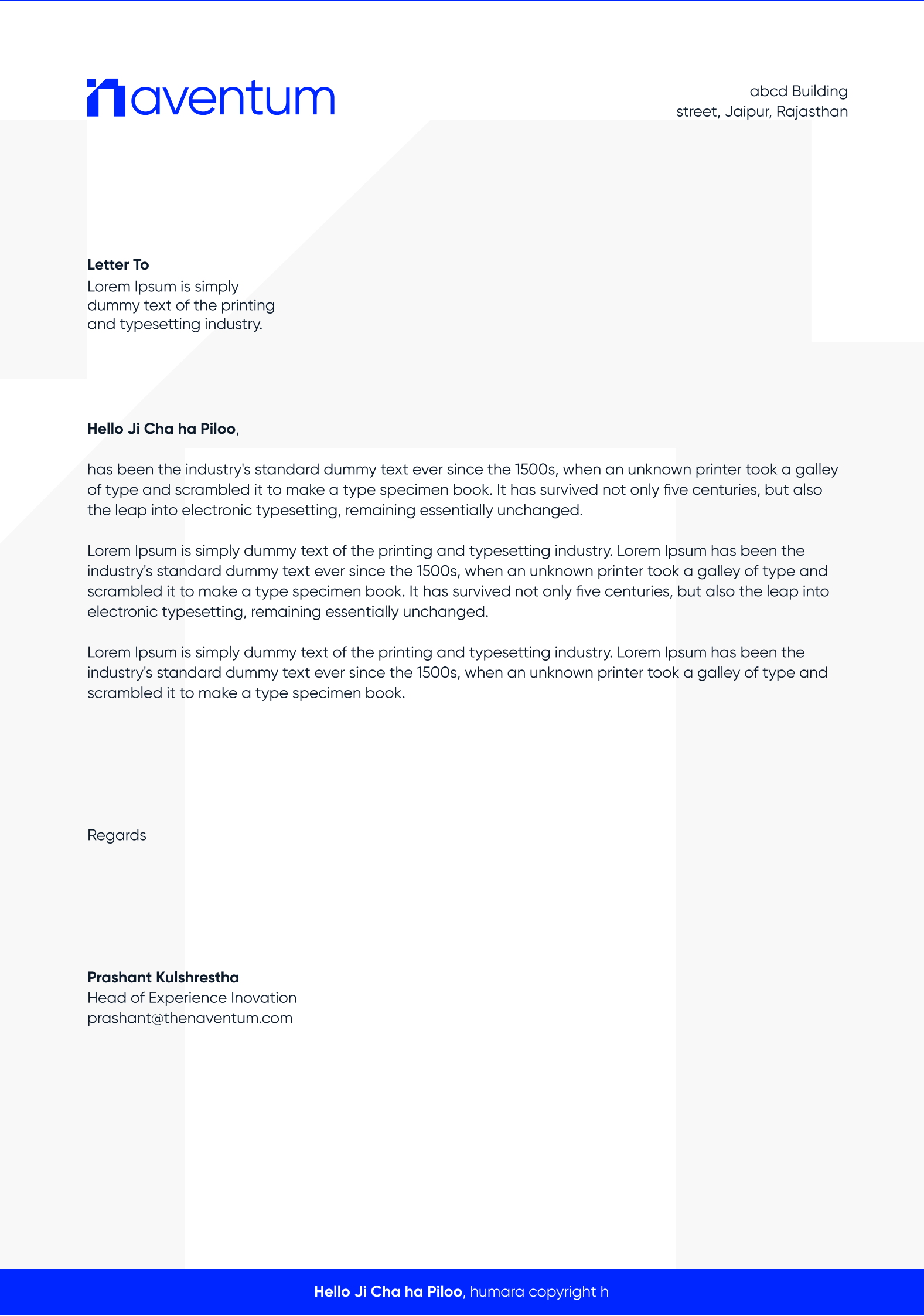
naventum

prashant@thenaventum.com
 +91 9680405537
 www.thenaventum.com

Prashant Kulshrestha
Head of Experience Innovation

Collaterals

Letterhead



Collaterals

Business Card

