



NAPR CORPORATION
Company Branding
Overview



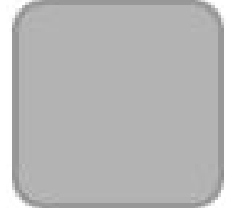
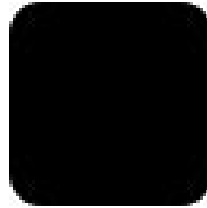
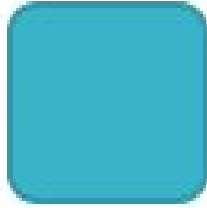
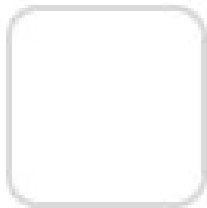
LOGO:

The logo consists inside of a blue circle. Our name “NAPR” stands for Natural Atmosphere Promoting Relaxation which is presented on our logo.



COLOR PALETTE:

Our main colors consist of Teal, Black, White, and Gray. Other variations are used depending on different seasons and special events.



FONTS:

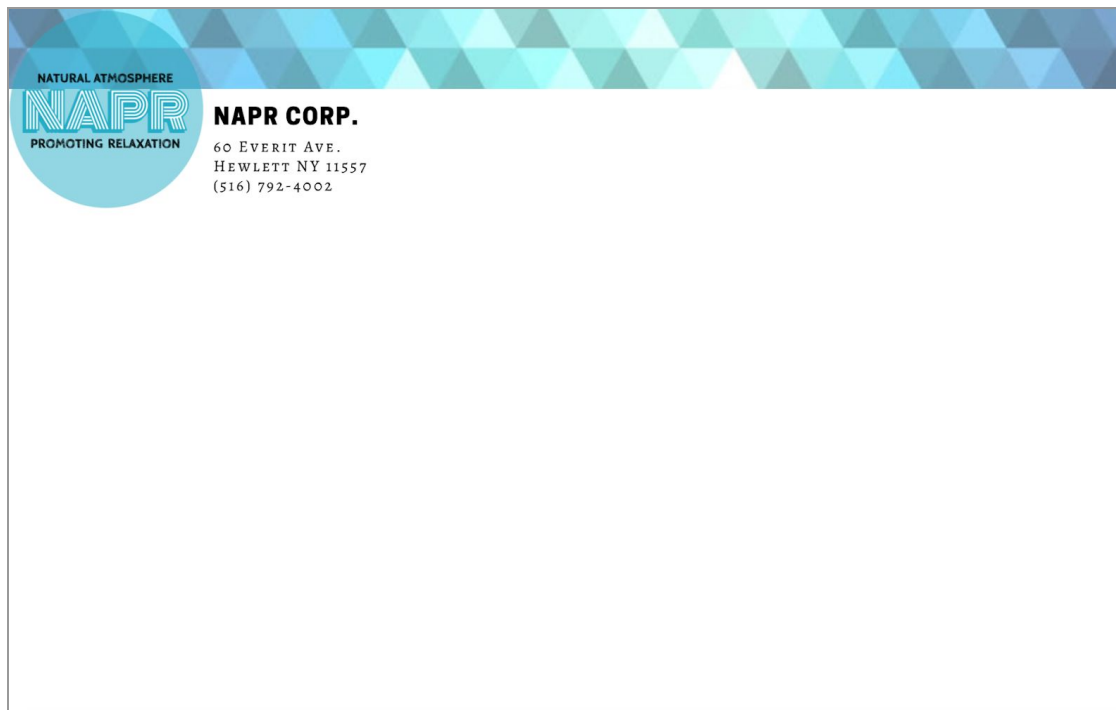
Monoton Regular and *Cabin Sketch Bold* are our main typefaces for titles, subtitles, and main texts. Other variations are used to accommodate themes and specific works.

MONOTON REGULAR

CabinSketch Bold

LETTERHEAD:

Our letterhead is designed with a geometric pattern on the top and includes our address, phone number, and logo. Our simple yet intricate design was perfectly formulated to create a classy business look.



COMPANY DESCRIPTION:

Natural Atmosphere Promoting Relaxation or better known as NAPR, is a revolutionary company which can transform anxiety and stress into productivity and tranquility. We specialize in providing our customers with a unique variety of products, each carefully crafted towards the individual. We aim to accommodate both employees and students who find their stress levels rising while productivity is dropping. Our fundamental product is the Nap Pod, which is designed to provide busy people with 20 minutes of controlled rejuvenation. We also carry an abundance of relaxing and stimulating products for the workplace, the home, or everyday needs. We aim to better the quality of life for millions worldwide.

BUSINESS CARD:

Front:



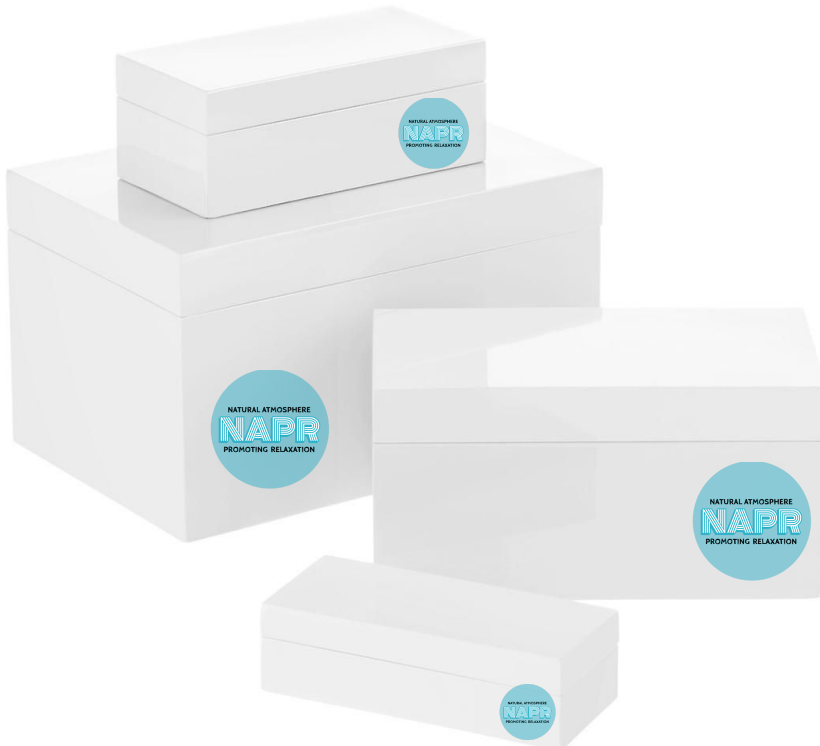
ENVELOPE:



Napr Corp.
60 Everitt Ave.
Hewlett NY, 11557
(516) 792- 4002

PRODUCT PACKAGING:

We want our packaging to reflect the company’s visual identity therefore our NAPR logo must be present at least once on each package no matter the size.



(Boxes are not drawn to scale)

Sales materials:

The following represent a quick preview of our advertisements. We hope to attract all types of consumers and expand beyond our target reach.

****Our cover page for our catalog can be seen on the first page of this document.*

SLEEP LIKE A BABY, WORK LIKE A BOSS

COMING SOON

NAPR

EST. 2018

[@NAPR.CORP](https://www.napr.corp)

This advertisement features a baby in a dark suit and white shirt, crawling on a white surface and typing on a silver laptop. Above the baby are several 'Z' characters of varying sizes, suggesting sleep. The text 'SLEEP LIKE A BABY, WORK LIKE A BOSS' is at the top in pink and black. Below it, 'COMING SOON' is in black, and 'NAPR' is in large, white, outlined letters. 'EST. 2018' is in the bottom right, and '@NAPR.CORP' is in the bottom left.

POWERING THE PEOPLE WHO POWER THE WORLD

featuring The Nap Pod

REFUEL RECHARGE REPLENISH

NATURAL ATMOSPHERE
NAPR
PROMOTING RELAXATION

This advertisement shows a person lying in a white, futuristic, pod-like chair. The text 'POWERING THE PEOPLE WHO POWER THE WORLD' is in large, blue, outlined letters. Below it, 'featuring The Nap Pod' is in smaller black text. In the bottom left, 'REFUEL RECHARGE REPLENISH' is in bold, black, outlined letters. In the bottom right, there is a circular logo with 'NAPR' and 'PROMOTING RELAXATION'.

Take your Mind Off the Grind

Check us out for **NAPR** Business-friendly tech and accessories **CORP.**

NATURAL ATMOSPHERE
NAPR
PROMOTING RELAXATION

This advertisement shows a man in a dark suit sleeping at a desk with his head on a laptop. Above him are several 'Z' characters. The text 'Take your Mind Off the Grind' is in white. Below it, 'Check us out for NAPR Business-friendly tech and accessories CORP.' is in white. In the top right, there is a circular logo with 'NAPR' and 'PROMOTING RELAXATION'.