



# NAVA

Live Life Happily  
**COMPANY BRANDING**

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# NAVA, INC. OVERVIEW



NAVA.Inc was founded in 2018 and it is located in 30-20 Thomson Ave, Long Island City, NY 11101 at the Academy of Finance and Enterprise. NAVA.Inc was created because of the stress teens of this generation are facing.

We are aware that being too stressed or being in a bad mood affects teen's health and we are incorporating technology into rejuvenating how they feel. NAVA provides the best quality products which will help this generation's teens to reduce their stress level by using our advanced technology products.

For example, one of our product is Cloud 9. It is a pillow that helps with sleeping. It has a calming music (audio sensor), Carbon Dioxide sensor, aromatherapy scents which would help you to sleep at a fast pace. Another one of our product is the Hydro-Me water bottle, that contains a UV-C that cleans the bottle and purifies the water. It also lights up when it senses that the consumer hasn't drank enough water throughout the day. Just like these, all our products help teens with their stress.

Nava 's innovative technology will resolve their ongoing problems of mental health by making it simpler to have access to stress relief products. Our products contain therapy and constant hydrating methods, which will increase the decline of teen stress. We as a company recognize the relationship between stress and health, Nava will provide their customers with the most beneficial products which will change their stressful life to a refreshing everyday life.



# Color Palette

R: 10.59  
G: 33.33  
B: 51.37  
Hex: 1b5583

R: 0.00  
G: 27.84  
B: 67.06  
Hex: 0047ab



# Logo

Our logo embodies the necessary objectives of our firm which is to serve our clients a way to escape their stress and unwind through our company's simplicity in its products and our logo design. Our Logo is dark and light blue, because it represents calmness and hydration. We are using the color blue in our logo because it represents because according to "Color-Wheel Pro," It is associated with depth and stability. Blue is considered really helpful to the thought and body. It slows human metabolism and produces a calming effect.



# NAVA



# Fonts

Nava uses both Bree Serif and Playfair Display. Bree Serif is used larger font sizes and titles and Playfair Display is used for larger bodies of writing. They are both clean and easy to read.

**Bree Serif**

**Bree Serif Bold**

*Bree Serif Italic*

**Playfair Display**

**Playfair Display Bold**

*Playfair Display Italic*



# NAVA Brochure

FRONT



LIVE LIFE HAPPILY

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 NAVA

# NAVA Brochure

BACK

**CLOUD-9**  
A woman sleeping peacefully in bed with a Cloud-9 pillow.

**ARÔME**  
An Arome oil diffuser emitting light, surrounded by essential oil bottles.

**Pulse**  
A close-up of a Pulse bracelet on a wrist.

**PROBLEMS**

There has been an increase in the use of counseling among the teens, either at school or at local clinics. About 75 percent of boys with stress/anxiety problems received counseling, compared with 65 percent of girls. Some of the common effects of stress on the body include headache, and sleeping problems. Stress affects your mood by causing anxiety, restlessness, lack of motivation or focus, overwhelmedness, irritability, and can sometimes lead to depression. Hence, these changes in mood can result in eating disorders, drug or alcohol abuse, and social withdrawal.



## Solution

The products from Nava addresses the problem that teenagers have trouble maintaining a healthy mind as a result of excessive stress and anxiety. These products will help our customers by encouraging them to relax, improve their mental state and to clear their mind of their problems.

## OUR PRODUCTS

### HYDRO-ME

Hydro-Me is a bottle that lights up in order to remind the consumer to stay hydrated throughout the day. The water bottle contains a sensor inside which keeps track of the amount of water the consumer is drinking per day based on average amount of water a person is supposed to consume per day. The amount of water will be broken down into hour intervals if the water bottle is not being touched. Another feature is that it contains a UV-C light that penetrates harmful pathogens in water and destroy illness causing microorganisms by attacking the DNA.

### CLOUD-9

Cloud-9 is a pillow created to help you fall asleep faster and maintain a deep sleep for a good night's rest. Once turned on, the pillow will adjust to your breathing patterns to achieve a slower, more relaxed heart rate. Nava accomplishes this with the installation of a carbon dioxide sensor, which is an instrument used for the measurement of carbon dioxide gas, that releases aromatherapy scents through small openings on the side of the pillow which will let out calming scents when the built in motion sensor is activated once the the pillow is turned on.

### Pulse

Pulse is a bracelet for both men and women. The purpose of this jewelry is designed to ease tension by massaging your pressure points.

### ARÔME

This oil diffuser will let out relaxing scents to ease tension and will also be voice activated to help with meditation. Arome will not use heat, which will then become a safer way of diffusing.



# Letterhead

**Nava, Inc.**

**Academy of Finance and Enterprise**

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# Business Cards

FRONT



BACK

