

·Be proud of yourself· ·Love yourself· ·Be Confident· ·Believe in yourself· ·You are strong· ·You are brave·



blooming with confidence

Branding Guideline

Academy of Finance and Enterprise

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·Your possibilities are endless· ·You are fearless· ·You are unique· ·Trust yourself· ·Choose happiness·

·You are smart· ·You are fearless· ·Embrace your amazing self·

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LOGO, Color Patterns, & Fonts

Logo

Our logo represents our goal in which our products will help our customers “bloom” with self confidence and self-esteem. We believe a flower represents our company because everyone grows beautifully in their own ways just like a flower.

Color Palette



Pantone 1235 C Orange



Pantone 292 C Blue

Fonts

- Nirvana- Comfortaa
- Slogan- Comfortaa

The purpose of using the font Comfortaa is because it is simple and appealing to the eye as it portrays simplicity and comfort. With this font, our message of boosting self-esteem and confidence is displayed with more joy and positivity.

Company Description

Nirvana is a self esteem and confidence boosting company. Our products assist our clients by improving their self-esteem whether it's by sending a motivational message to others or by having daily challenges. Nirvana's products are integrated with creativity, technology, social media, affirmations and positivity. Products like the Hype mirror can be used in one's everyday life. Many people suffer from low self-esteem and our products are designed to increase one's confidence. Let Nirvana help you bloom with confidence.

Company Letterhead



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Business Cards



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HANA TANOVIC
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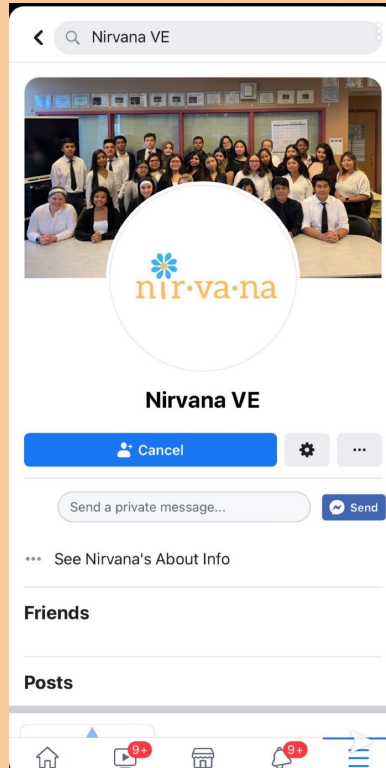
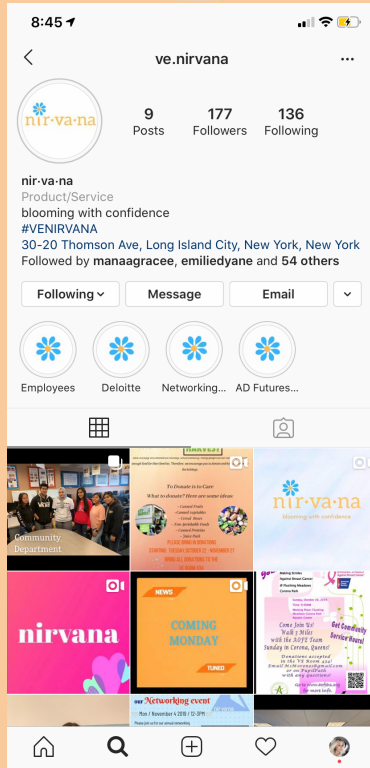
@Nirvana VE



@veaofe_nirvana



Social Media



Fax Sheet



The products Nirvana are selling, assist our clients by boosting their self-esteem whether it's by sending a motivational message to others or by having daily challenges. Nirvana's products will increase self-esteem by spreading positivity and happiness to our customers. Products like the mirror can be used in one's everyday life. Affirmations are a way to increase one's self-esteem because simple comments towards someone can always make their day a bit better and reduce the tension of the negative thoughts that may have affected them in the past. Nirvana a crucial part to increase the amount of times people give and receive. Nirvana's products blend in with items that people use everyday.

Hype



- a mirror designed to boost self esteem
- Sends you positive affirmations every single morning through the nirvana app
- also allows you and friends to send each other preset positive messages.
- The price of the Hype mirror is \$750 The

Bliss



- candle with scents such as Vanilla, Citrus, Jasmine, Peppermint and Lavender.
- has different layers and as it melts, different positive affirmations are revealed.
- The price of Bliss is \$250.

Mini Hype



- It is a smaller version of the Hype mirror
- Can be used for locker
- The purpose of this is to give you the ability to get a self esteem boost or give a positive affirmation to another student/friend throughout the school day.
- The price for the Mini Hype is \$350.

Euphoria Cards



- set of 385 cards
- each card has a goal you must accomplish by the end of the day.
- Such as "compliment someone you don't usually talk to" "comment a positive message under someone's Instagram post."
- The price for the Euphoria cards is \$100.

Wonderwall



- displays colors such as yellow, blue, green and orange.
- creates a screen using the water and lights in order to project a positive affirmation on the water.
- Friends can send you preset positive messages as well.
- The Price of Wonderwall is \$300.



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Business Plan Cover



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Business Plan 2019-2020

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