



# Nestaway Brand Book



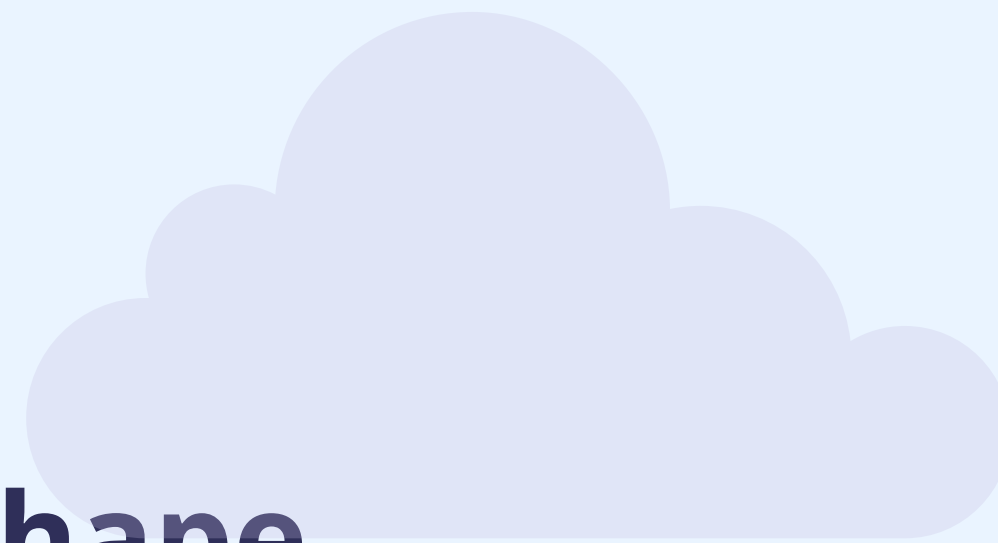
Identity



## The Logo

The logo's design melds the 'n' of NestAway into a symbolic door, representing boundless opportunities and the freedom to embark on new journeys. The door-shaped 'n' subtly takes on the form of a house, embodying notions of comfort, inclusivity and a sense of home. At its core, the logo embodies the spirit of aspiration and the warmth of community, seamlessly connecting the past with the future. Serving as a visual metaphor, it acts as a bridge, reflecting the dynamic and all-encompassing living experience offered by NestAway. The logo upholds the ethos of empowerment, communal harmony and attainable residency.



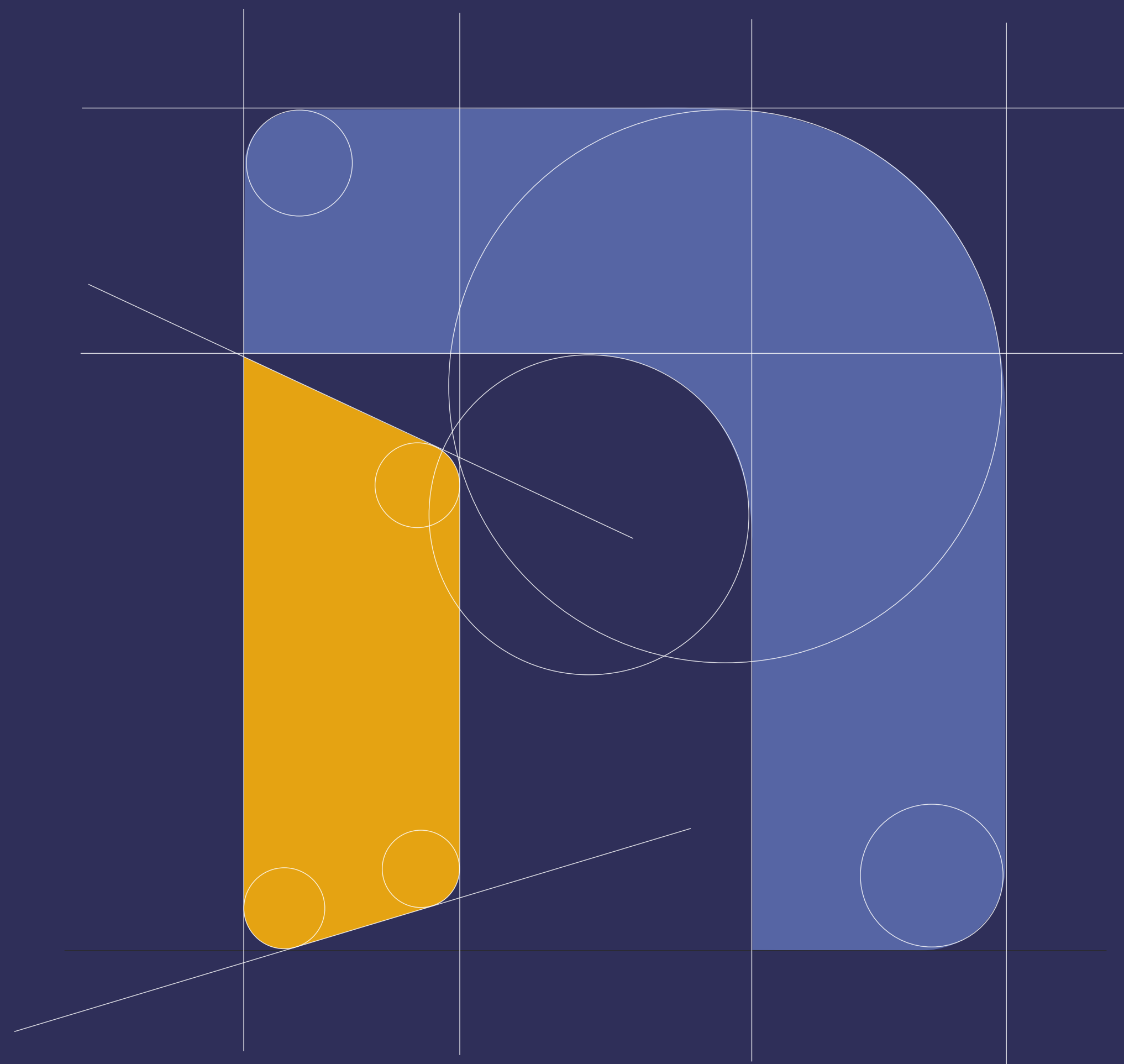


## Marque Shape

The construction detailing of the Marque shape adheres to fundamental design principles ensuring a coherent visual identity. The logo exhibits consistent line thickness throughout its structure, contributing to a precise and polished appearance.

The well-aligned structure fortifies the logo's precision, instilling a visual harmony that is both pleasing to the eye and evocative of order. The meticulous attention to spacing aids in the seamless integration of the logo components, ultimately cultivating a sense of cohesion and balance.







## Logo Typeface

The typography for the brand is custom-designed, striking a balance between youthful vibrancy and a sense of seriousness. The custom typeface prioritizes legibility without compromising clarity. The typeface is thoughtfully kerned and tightened, to achieve an optimal visual equilibrium between 'nest' and 'away'. Uniform letter thickness underscores the precision of the design, while the subtle reflection of the marque shape's curves within the typography adds a cohesive visual element.



Type Construction



Logo Version 1 ( Dark Background )





Logo Version 2 ( Light Background )

Live your way.





Monochrome (Dark)



Monochrome (Light)



Greyscale (Dark)



Greyscale (Light)



## Clear Space

The designated clear space surrounding the marque shape ensures that no visual elements encroach upon its distinctive contours. The allocation of clear space around the marque shape is tailored to its unique geometry, preserving the integrity of its design and ensuring that it remains visually unblemished across all applications. This strategic use of clear space contributes not only to the logo's aesthetic appeal but also enhances its recognizability.

Favicon



Minimum Size - Digital



Minimum Size - Print



## Logo Minimum Size

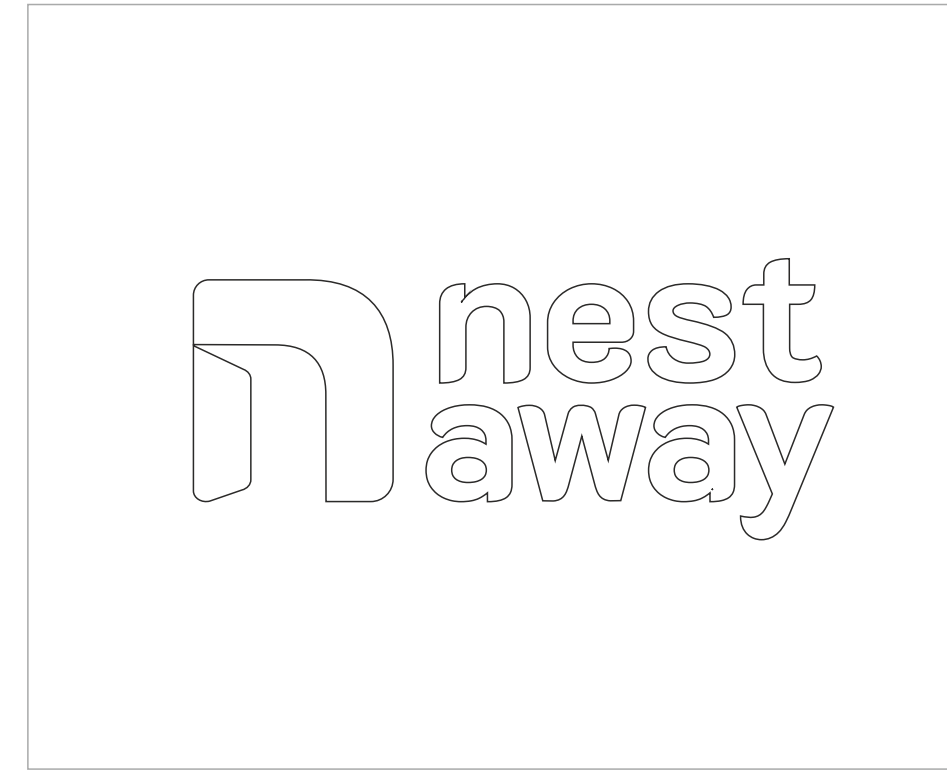




Avoid making any adjustments to the current placement of logo elements



Don't make alterations to the existing logo typeface.



Retain the logo without converting it to an outline or applying strokes.



Don't delete, remove or replace any elements within the logo.

## Logo Misuse



Maintain the original proportions of the logo.



Avoid scaling, stretching, and resizing the logo.



Refrain from rotating and flipping the logo.



Avoid incorporating shadow, blurring, or any special effects into the logo.

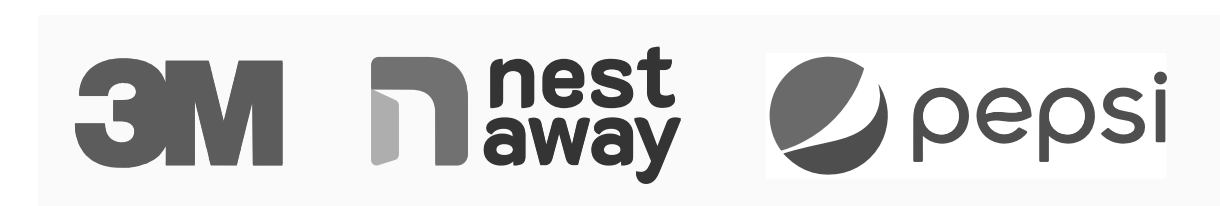
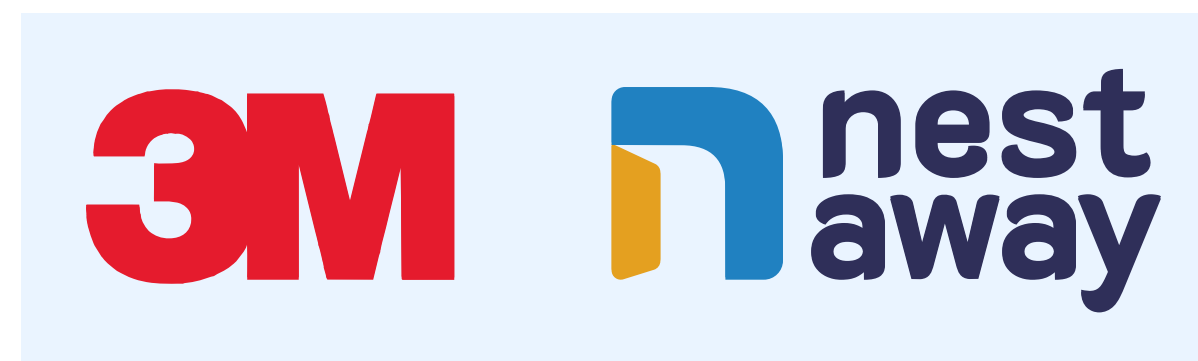
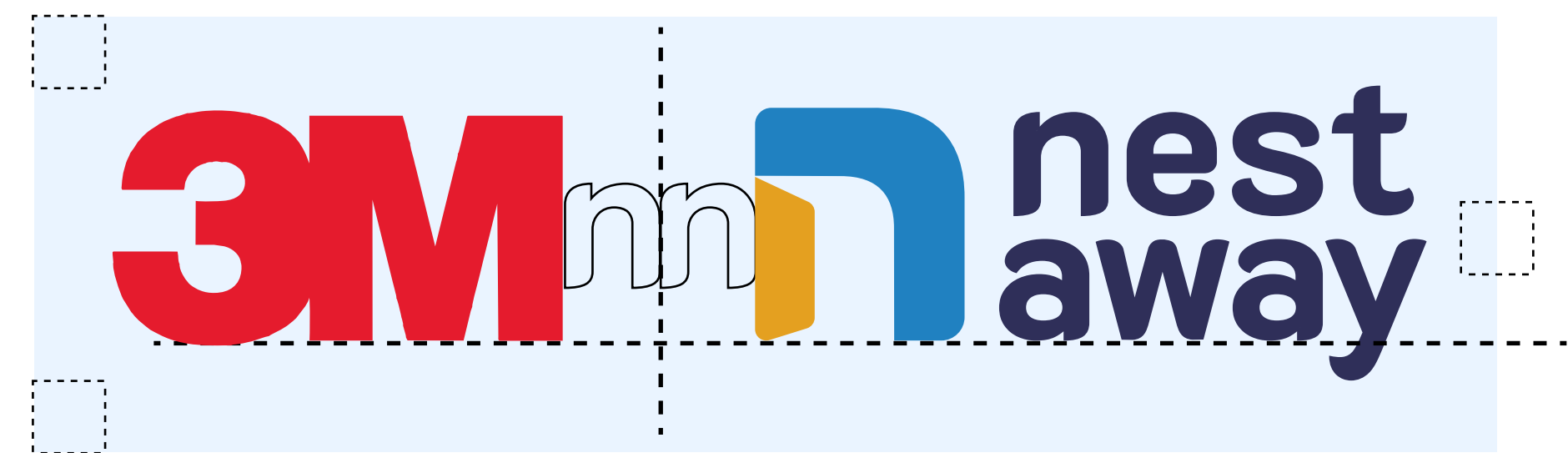
# Logo Misuse



# Co-Branding

Maintain a spacing between logomarks where the distance is twice the size of the 'n' in "Nestaway."

Opt for the monochrome or greyscale version of the logo when it is placed in environments with loud backgrounds or tight spaces for visibility and legibility.

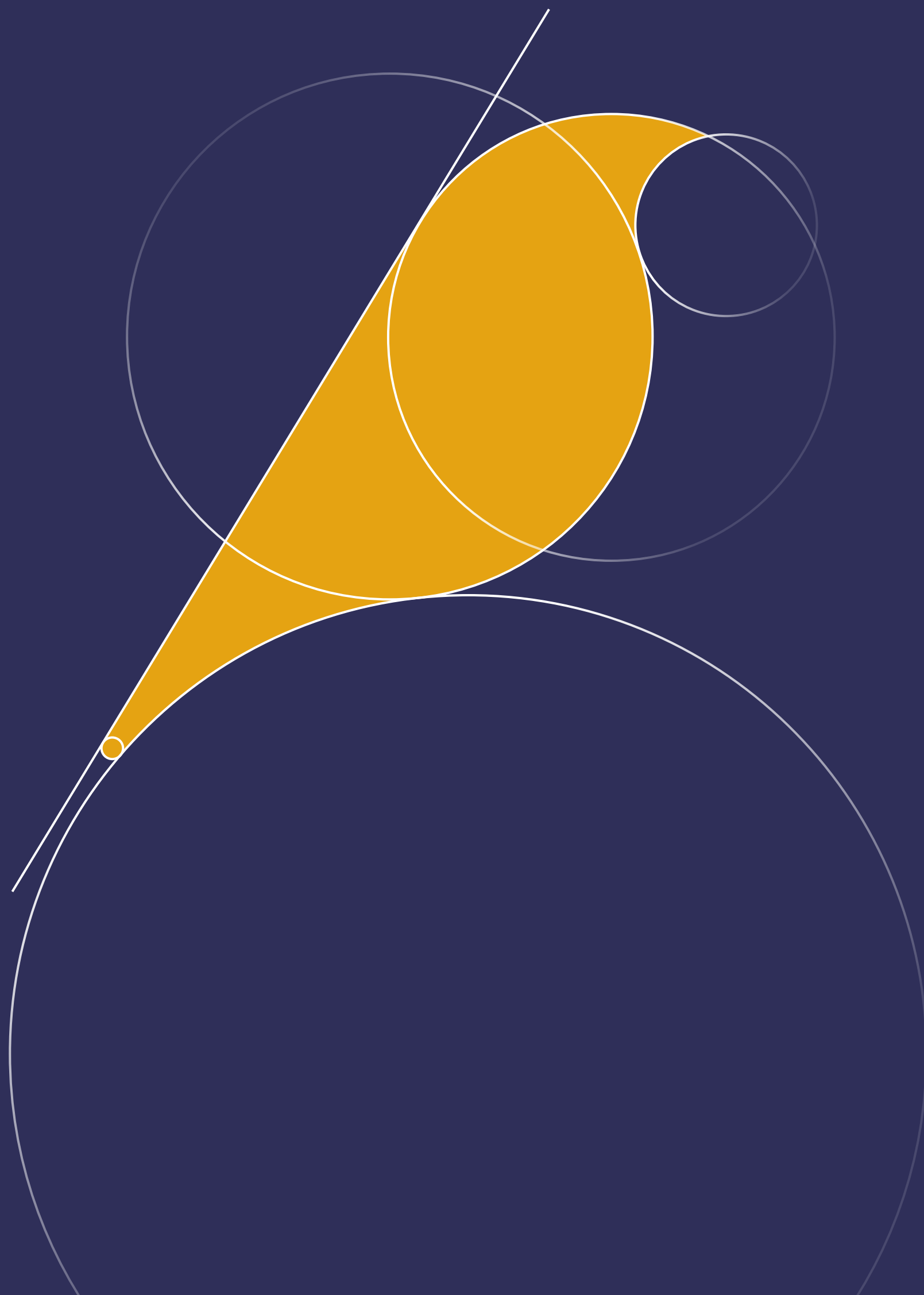


# Sub-brands

Maintain a spacing between the logomark and sub-brands where the distance is twice the size of the 'n' in "Nestaway."

The logomark should be consistently positioned on the left of sub-brands.





## The Birdy

Ensure that the birdy element (the mascot), is never left floating, always position it on a surface.

Reserve its use for special messaging to draw attention to specific content. Maintain a consistent yellow color for the birdy and refrain from using any other colors.

Avoid rotating the birdy but flipping it is possible. Place it in uncluttered spaces to enhance prominence.



## Brand Elements

This serves as a guideline for using graphic elements in compositions, offering a sense of the design language. While these guidelines are provided, they're not rigid rules. Feel free to experiment and explore beyond these guidelines, ensuring that the essence of the intended style is intact.



Colour Scheme

# Primary Colour

The primary color serves as the cornerstone, representing the most crucial element in graphics. It should be balanced with the background, pastels, and defined shades.



**Savoy Blue**

#5665A8

# Secondary Colours

The secondary color palette accompanies the primary, guiding users towards secondary focal points. Blue(ncs) is used as a prominent colour in an artwork with light background.



**Persian Green**

#00A397



**Blue (ncs)**

#2085C5

# Accent Colour

The accent color should be used minimally to make the artwork stand out. It should not exceed 10% of the total color composition. The 'Birdy' element is always depicted in this colour.



**Harvest Gold**

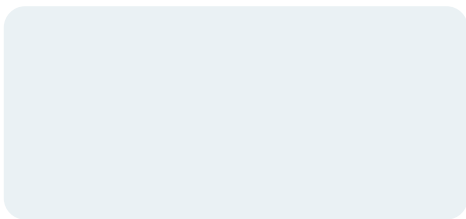
#EDA920

# Background

Limit the use of any other additional colors in the background, avoid pure white or black. In exceptional cases, opt for lighter or darker shades of the background color while maintaining consistency in hue.



**Space Cadet**  
#2F2F59



**Alice Blue**  
#F3FAFD

# Pastels

These colors play a supporting role, blending seamlessly with the background to enhance prominent elements.



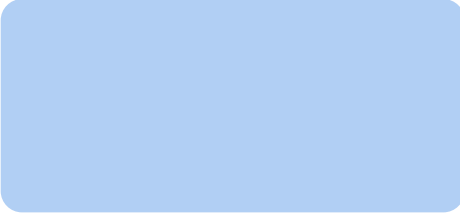
**Mint Green**  
#D7F8EE



**Lavender**  
#D6E5FF



**Lavender Mist**  
#E6E0FF



**Uranian Blue**  
#BAD8FD



**Thistle**  
#E5C8EF



**Periwinkle**  
#CDC6EC



**Jasmine Yellow**  
#FFCF7C

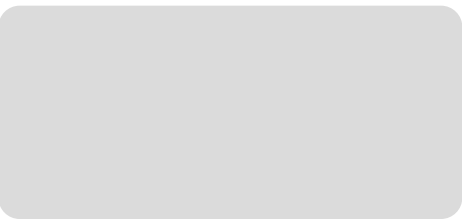
# Greyscale



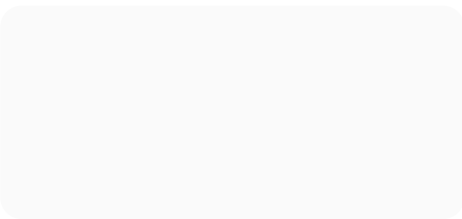
#343434



#686868



#DBDBDB



#FAFAFA

# Shades

These colors have a limited use in compositions.They are used to support the main elements and have to blend well with the background.



**Slate Grey**

#6F7D93



**Glaucous**

#707699



**Pomp and Power**

#757398



**Marian Blue**

#40467D



**English Violet**

#4C455D



**Ultra Violet**

#6C6A92



**Cool Gray**

#878CA4



**YinMn Blue**

#2E578A



**Tropical Indigo**

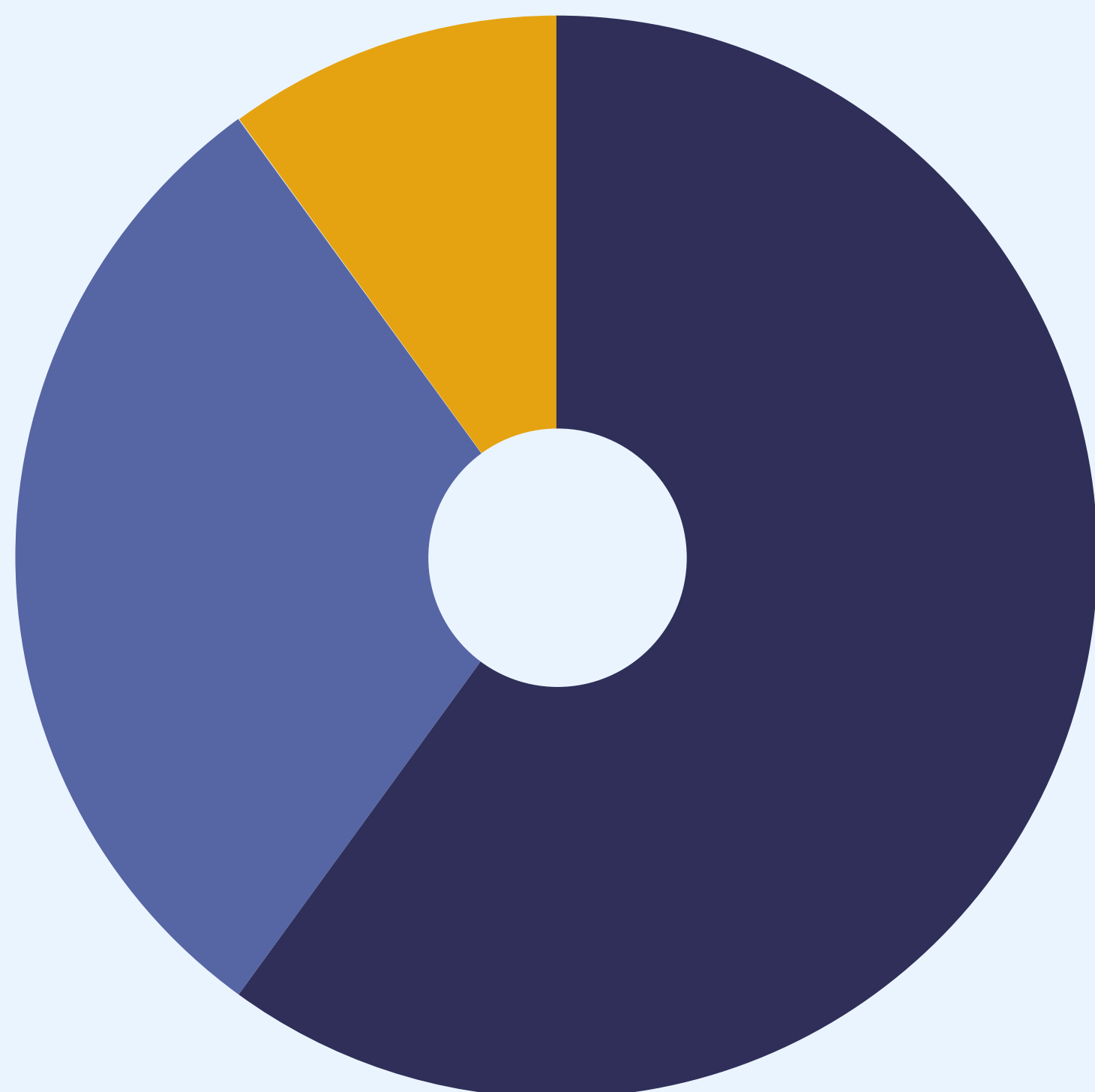
#8383C2



**Walnut Brown**

#81653A

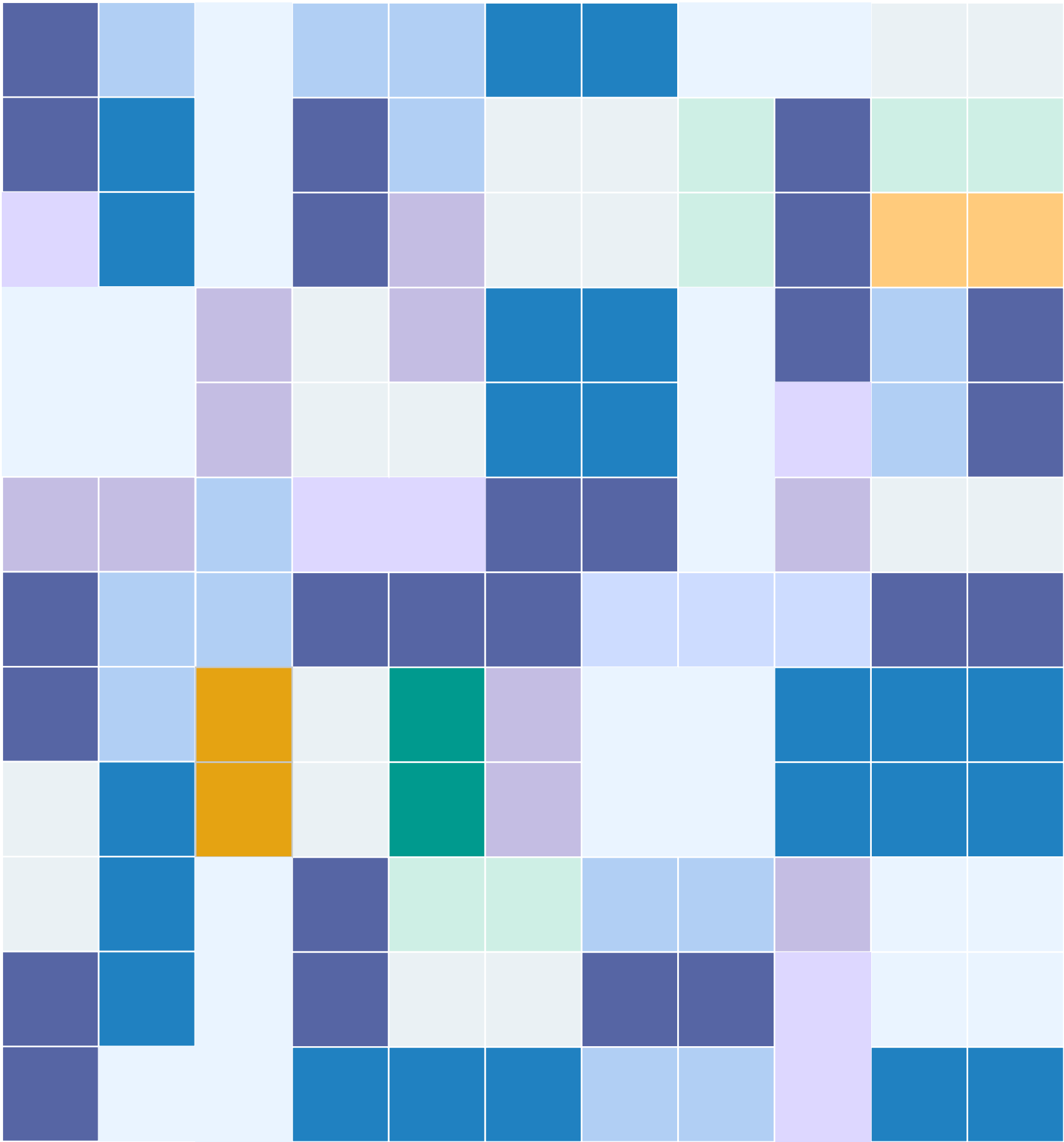




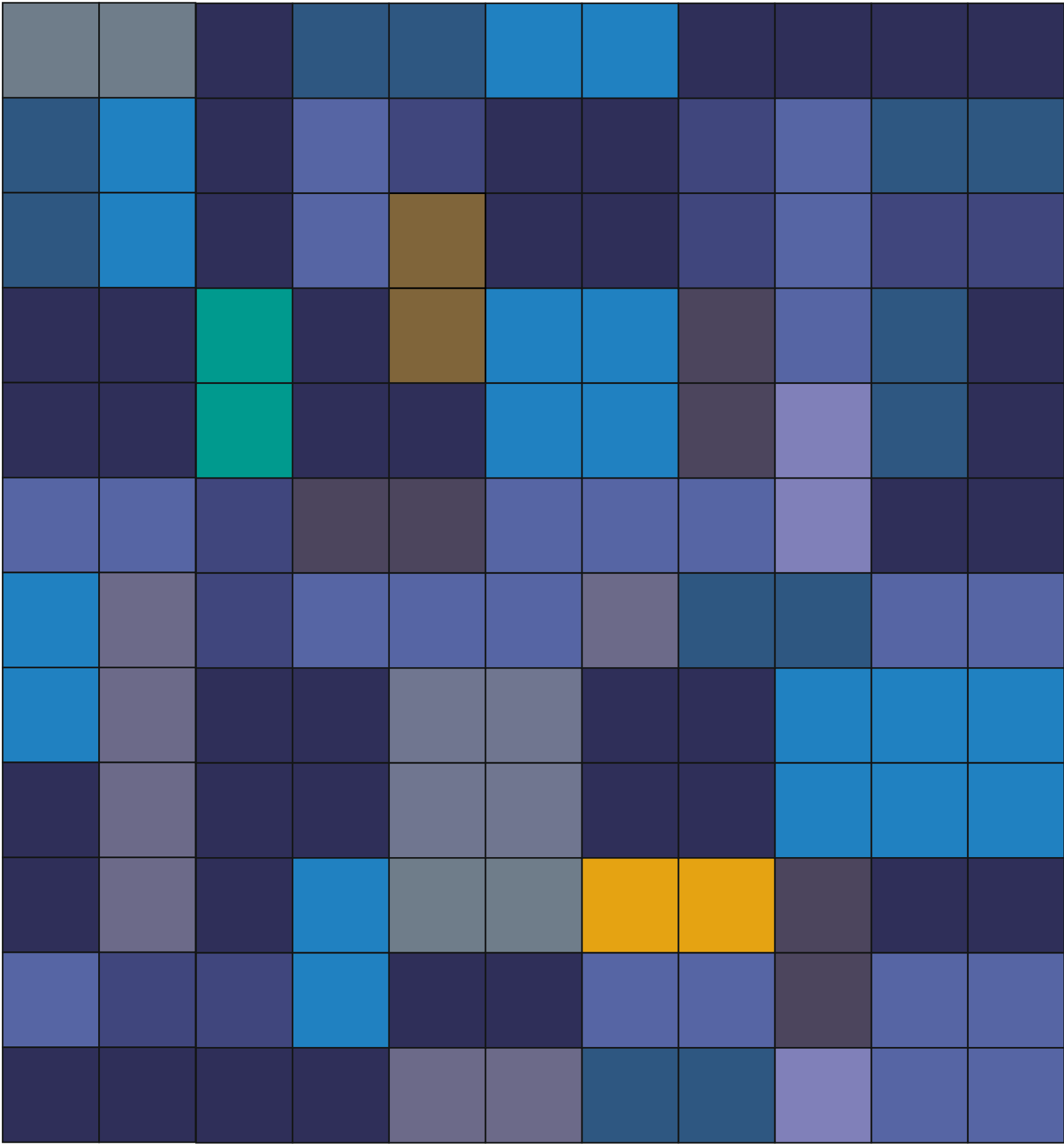
Colour Balance - Light Background



Colour Balance - Dark Background



Colour Weightage - Light



Colour Weightage - Dark



Colour weightage -Light mode(example)



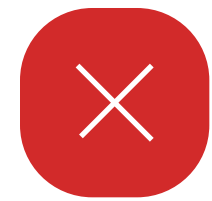
Colour weightage - Dark mode(example)



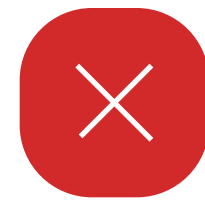
Maintain sufficient contrast between colors in compositions and refrain from using the primary color as the background.



Avoid unbalanced color usage by keeping primary and secondary colors separate. Utilize the primary color on defined light/dark backgrounds from the palette.



Ensure proper use of primary and secondary colors by balancing them with pastels and shades in compositions.

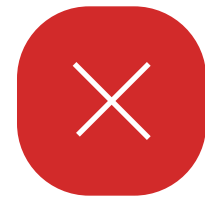


Avoid excessive accent color usage, incorporate it in moderation alongside primary and secondary colors.

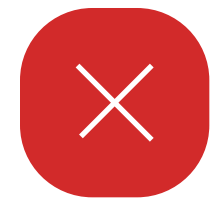
## Colour Misuse



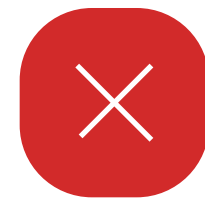
Employ shades sparingly to define elements on light backgrounds, use them in limited proportions with primary and secondary colors.



Using the birdy in a different colour



Utilize pastels conservatively to define elements on dark backgrounds, use it in limited proportion with primary and secondary colors.



Avoid using the accent color as a background; maintain its role within the defined color scheme.

## Colour Misuse



Typography

Open Sans Light abc

Open Sans Medium abcdefghijklcdefgh  
ijklmnopqrstuvwxyz Ut enim

**Open Sans Variable Bold** abcdefghijklmnopqrstuvwxyz  
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ullamco laboris nisi ut aliquip

Open Sans Regular abcdefghijklmnopqrstuvwxyz Lorem ipsum dolor sit amet,  
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## Font

Source Sans 3 has been chosen as the brand font for its simplicity and flexibility. The Source Sans typeface complements the NESTAWAY logo type with its well-suited line height and letter shapes, enhancing its appeal.

## Hierarchy

2.5X  Open Sans Light  
Main Heading Main Heading

4X 

1.6X  **Open Sans Semi Bold** This line is a sub heading  
This line is a sub heading

5X 

X  Open Sans regular, d tempor incidunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sin



K2D Light K2D Light K2D Light

**K2D Bold K2D Bold K2D Bold K2D Bold**  
**Bold K2D Bold**

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## Special Font

The font K2D was specifically chosen to create the logo type, intended for exclusive use in special messages. Its ornate nature is utilized to enhance the logo's aesthetics. Overusing the font might diminish its impact and dilute its essence within the logo.

## Open Sans Bold

Open Sans Regular Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed



## Open Sans Light

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## Open Sans Bold

Open Sans Medium

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Open Sans Bold

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Font pairing



Open Sans Light

**Open Sans Bold**

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**Open Sans Bold**

Open Sans Light

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The secondary heading can be placed above or below the main heading. The usage is contextual.

Position the secondary heading above the main heading to reinforce and enhance the message. Alternatively, position it below when indicating a secondary hierarchy.



**Smart renting made Simple**

Find your own nest



**Open Sans Bolded Lorem**

Open Sans Light

Open Sans Regular Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed



Open Sans Light

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emacxesa**

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If the secondary heading is longer than the main heading, always place it below the main heading.



Brand Graphics

**More Examples**



**More Examples**

Brand Graphics



# Open Sans Bold

## Main Heading Main Heading

### Open Sans

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### Open Sans

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# Open Sans Light

## Main Heading Main Heading

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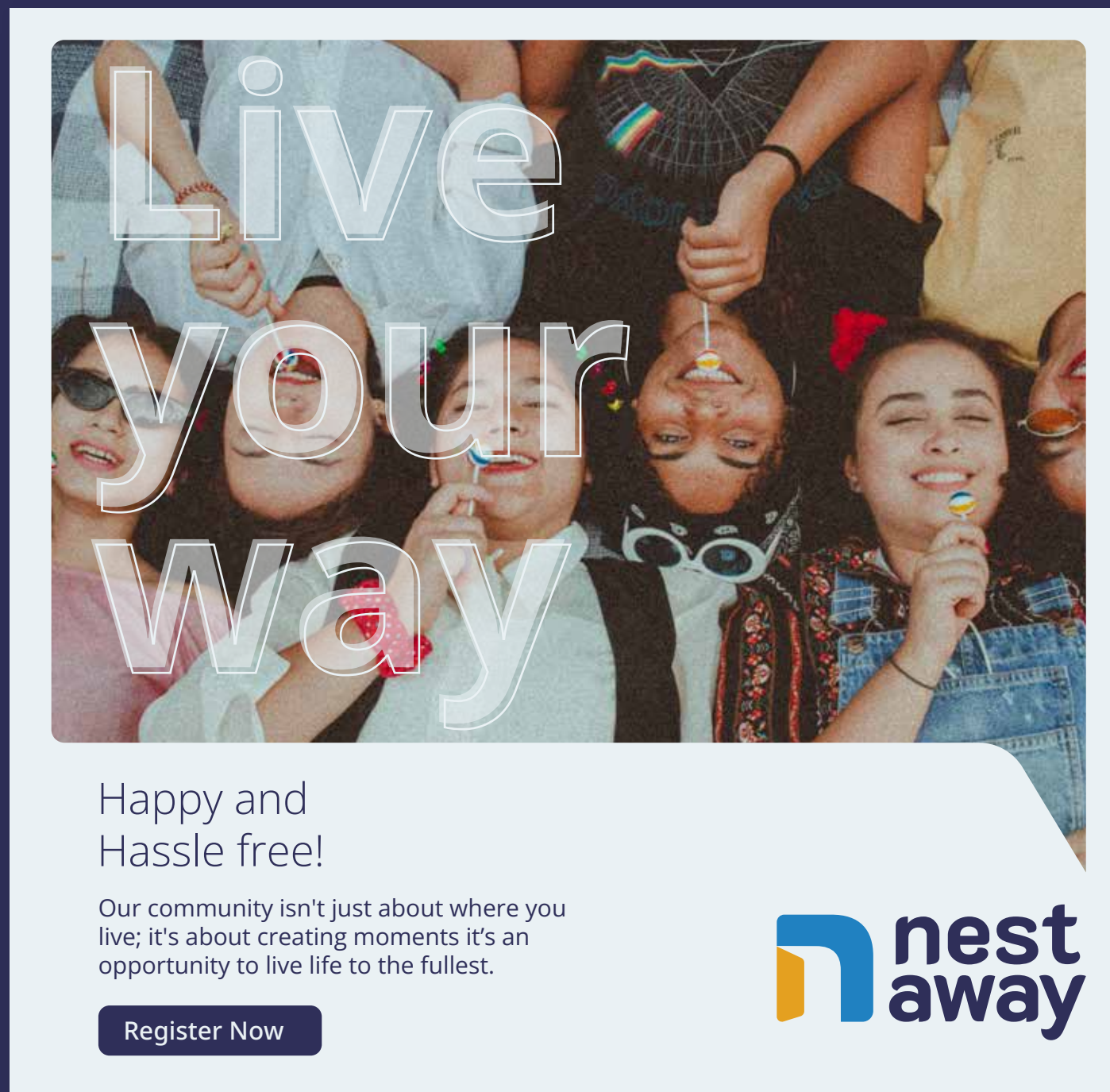
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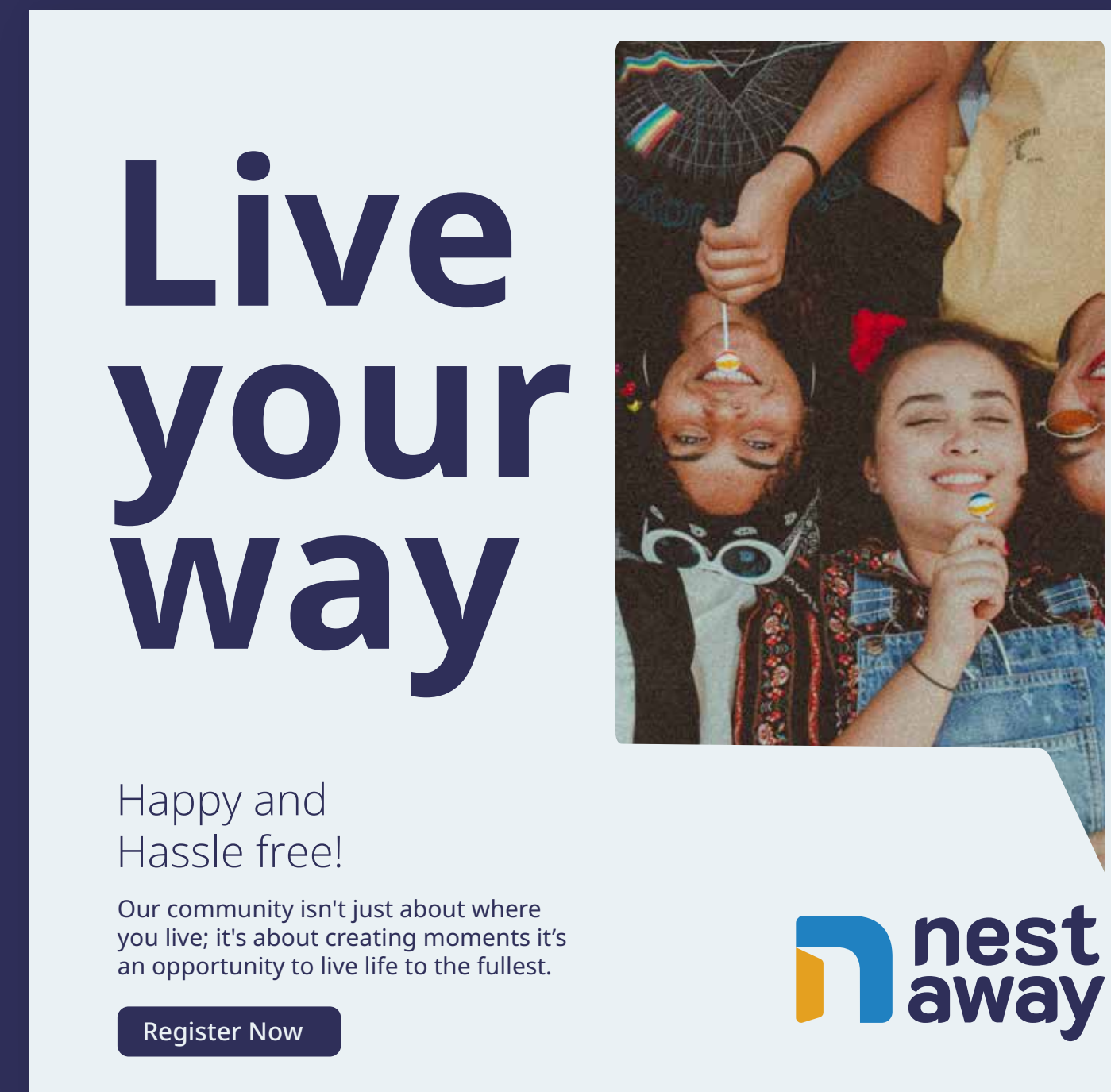
### Open Sans

Open Sans regular, d tempor  
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The bold font integrates well with the graphics and is not interfering with the messaging hierarchy.



The bold font stands apart from the graphics and disrupts the messaging hierarchy in the creative.

Use the Open Sans Bold as a display font with graphics to emphasize messaging. Ensure it is in sync with the graphics, without disrupting the overall message hierarchy.



Iconography

Outline & Fill



Outline



Fill

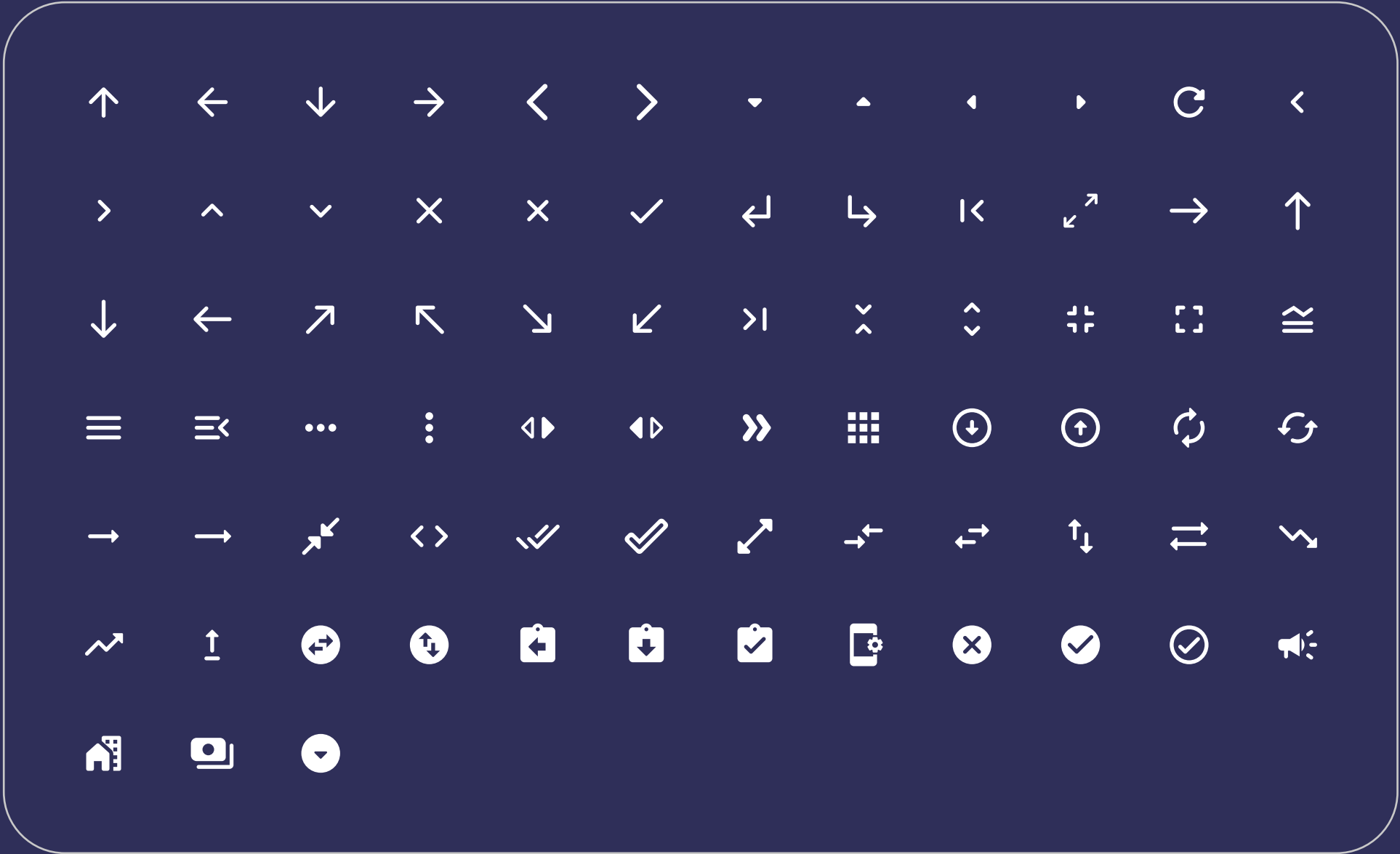


🔖 Action

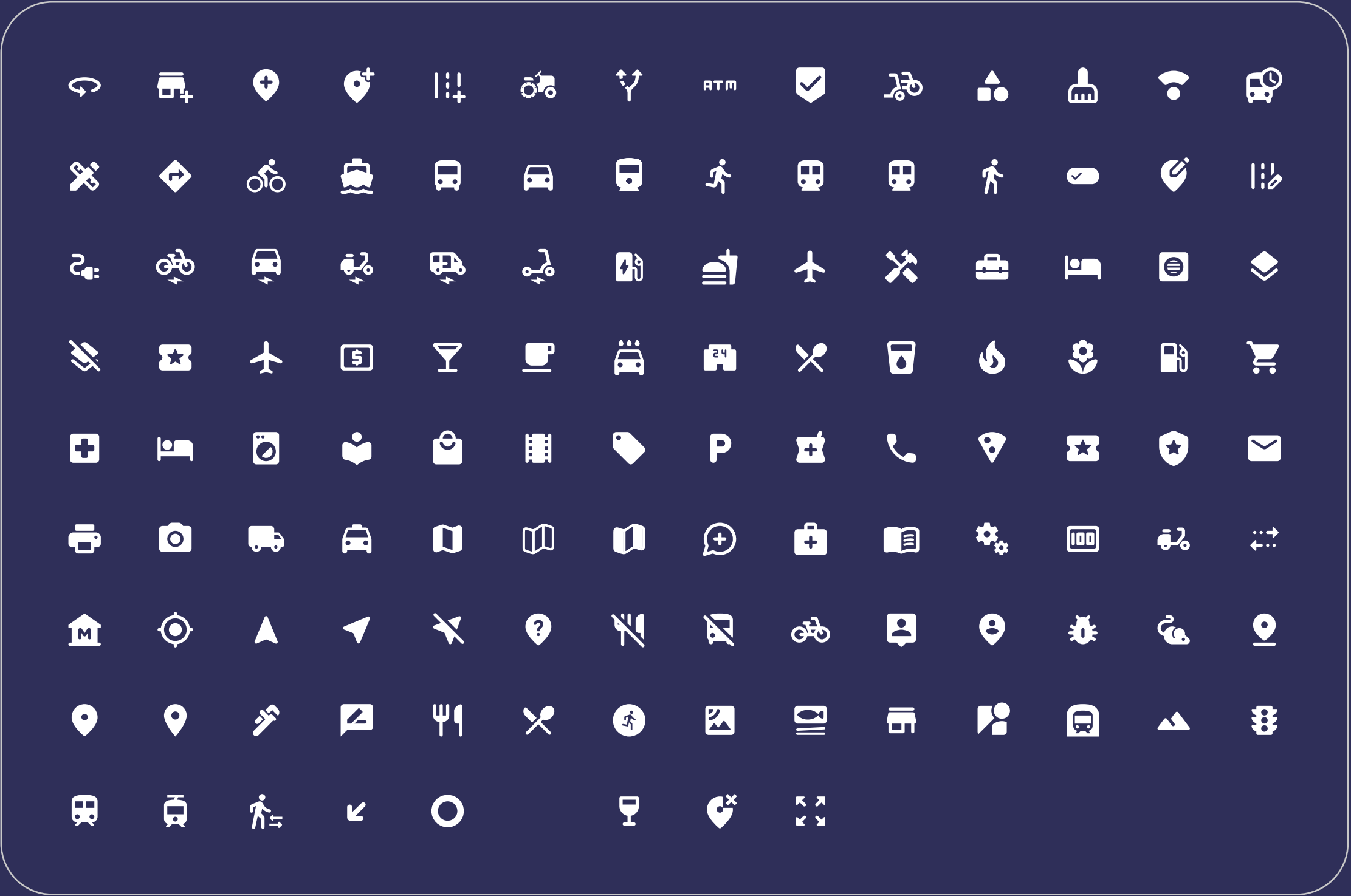




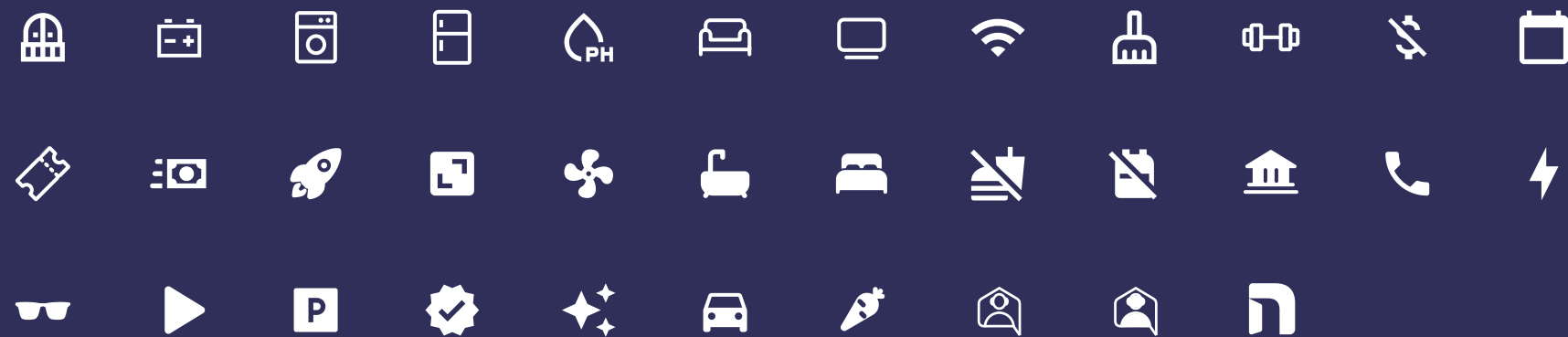
Navigation



Maps



⋮ Amenities



! Alert



⦿ Toggle

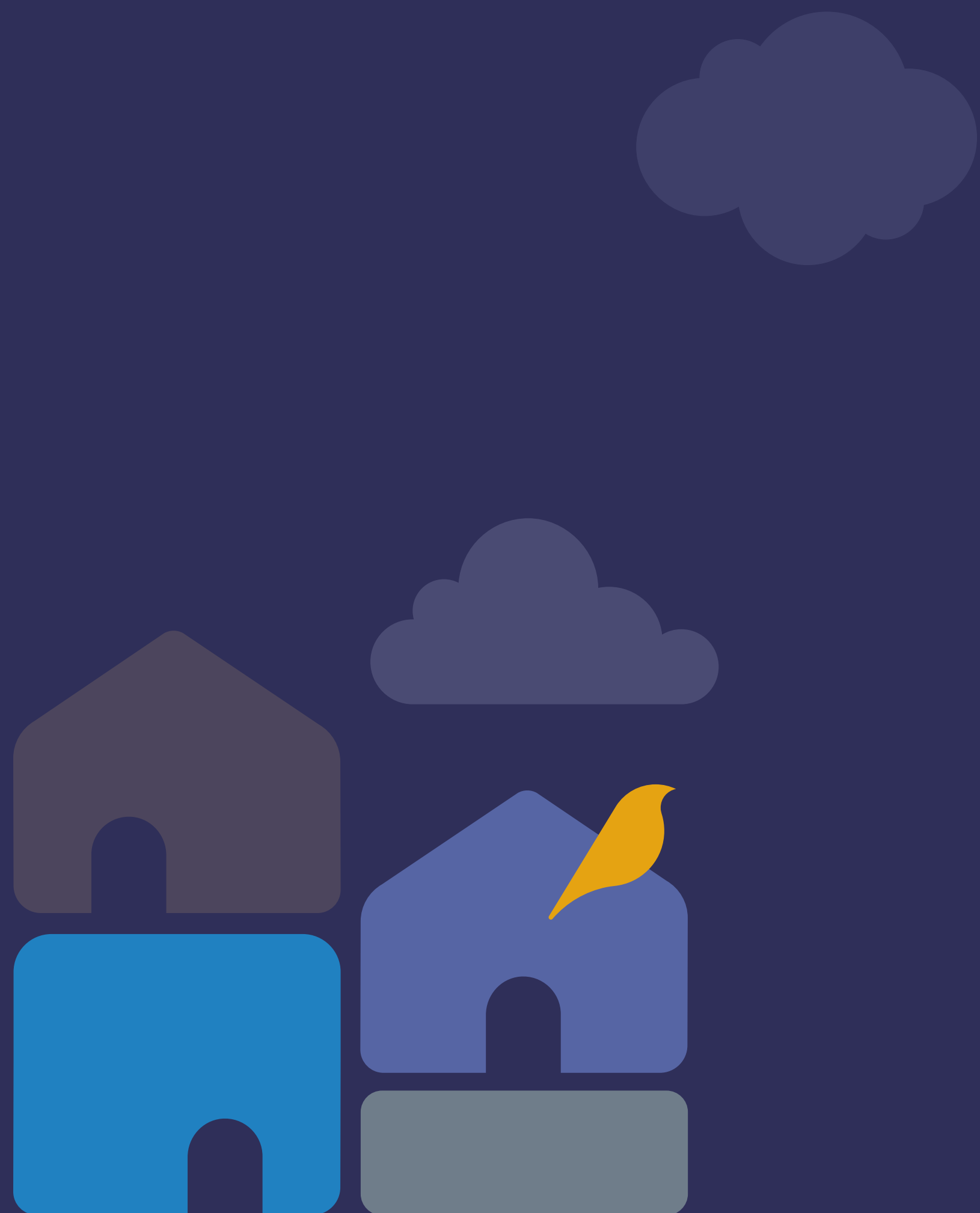


Social media



Ownership type





Brand Tonality



The tone of voice for this brand is simple, modern and customer-centric. It conveys a sense of simplicity and smartness as it promotes a lifestyle, than a place to live. The language is friendly, inviting and aims to connect with the audience on a personal level.

The brand tonality exudes a friendly and approachable demeanor. It conveys a lifestyle- oriented approach, highlighting the idea of crafting a living experience that suits individual styles. The call to action implies an approachable yet professional demeanour aimed at building the customer's confidence.

The design communication perspective is upbeat, contemporary and helps position the brand's commitment to ensuring the well-being and satisfaction of its customers.





## The ‘Nest’ in Nestaway

The use of the word 'Nest' reinforces Nestaway as more than a housing solution and taps into the emotional aspect of living. It fosters a strong association between the brand and the concept of home as a personalized space.

The 'Nest' is an evocative descriptor that resonates universally, 'Nest' not only implies a place to live but conveys a deeper sense of belonging, security and individuality. In essence, the use of the word 'nest' is encouraged within the design communication perspective since it acts as a verb within the context of Nestaway. It may be used in instances for heightened brand recall and to bring in a sense of personalization. **Don't overuse it.**



**Find Your Own Nest**



**Let's nestaway!**




**Come, Nestaway!**



**Your nest in HSR layout**





A lifestyle reflective of your personal preferences and values.


*Too academic in nature*

Shape your own lifestyle

*Too generic, lacks essence.*

Your lifestyle on your terms.

*Too preachy and causal*



Live Your Way

*'Live your way' as a tagline for Nestaway suggests empowerment, individuality, and lifestyle focus. From a communication design perspective, it suggests a brand that values personal choice and freedom. The language is concise, memorable and designed to resonate with a diverse audience seeking flexibility and a sense of ownership in their living arrangements. The simplicity of the phrase aligns with a clean and modern design approach, making it effective for brand recall and connection with the target audience.*



Intelligent rental solutions



*Too formal*

Streamlined and efficient rental solutions



*Lot of jargon*

**Renting made easy.**  
Discover your perfect space.



*Too generic*

**Smart renting made Simple**  
Find your own nest



*Simple- upbeat, contemporary, and customer-centric*



Discover your community, lead a fulfilling life.



*Too formal, sounds preachy*

Find your community, just live your best life



*Too casual*

Discover your community, lead a fulfilling life

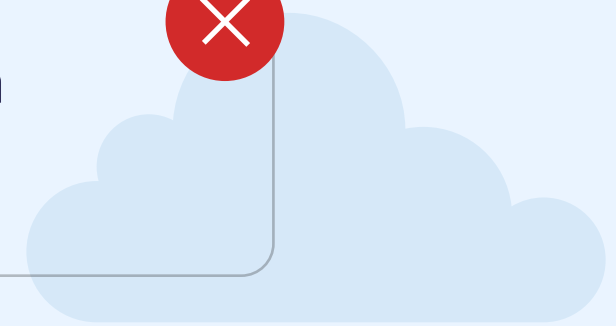



*Too Formal*

Find your tribe, live your life



*Resonates with the audience on a personal level, encourages them to seek connections and embrace a fulfilling lifestyle.*





Through an array of diverse housing alternatives, your selection extends beyond residency to the curation of a lifestyle which is in harmony with your individual taste. Our commitment extends beyond conventional services, to facilitating your daily requirements, thereby aiding you and helping you immerse yourself in the essence of living



*The paragraph is extremely serious and consists of heavy words that doesn't resonate with the customer.*

Pick from a bunch of cool housing options – it's not just about a place to crash, it's about building a lifestyle that totally vibes with you. We're not just here for the basics; we've got your back with the everyday stuff, so you can just focus on living your best life.




*A lot of jargon, the usage of casual-genzy language that adheres to only one particular category.*

With diverse housing options, you're not just choosing a home, you're crafting a lifestyle that suits your style. We go beyond services and aid your day-to-day needs to help you focus on living.



*The tone is inviting with a focus on the customer's experience and the unique lifestyle they can create. The paragraph is designed to resonate with the target audience but is written with the intent to be simple and modern. From a communication design perspective, the tonality in this paragraph is personalized, inclusive and service-oriented. The language is crafted to convey a sense of individuality and lifestyle focus, emphasizing the diverse housing options and the idea of 'crafting a lifestyle.' The mention of going 'beyond services' is suggestive of a commitment to exceeding expectations. The phrase 'aid your day-to-day needs' communicates a customer-centric approach.*

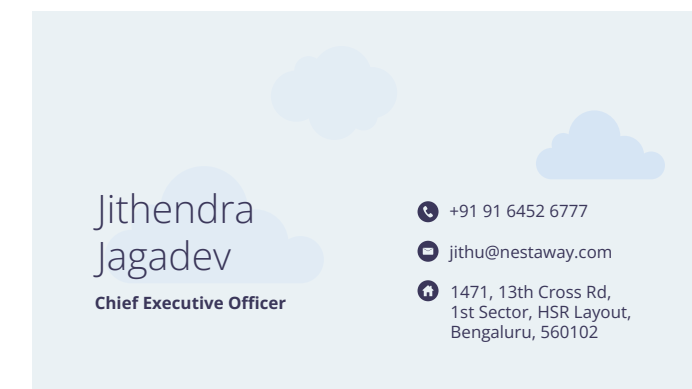
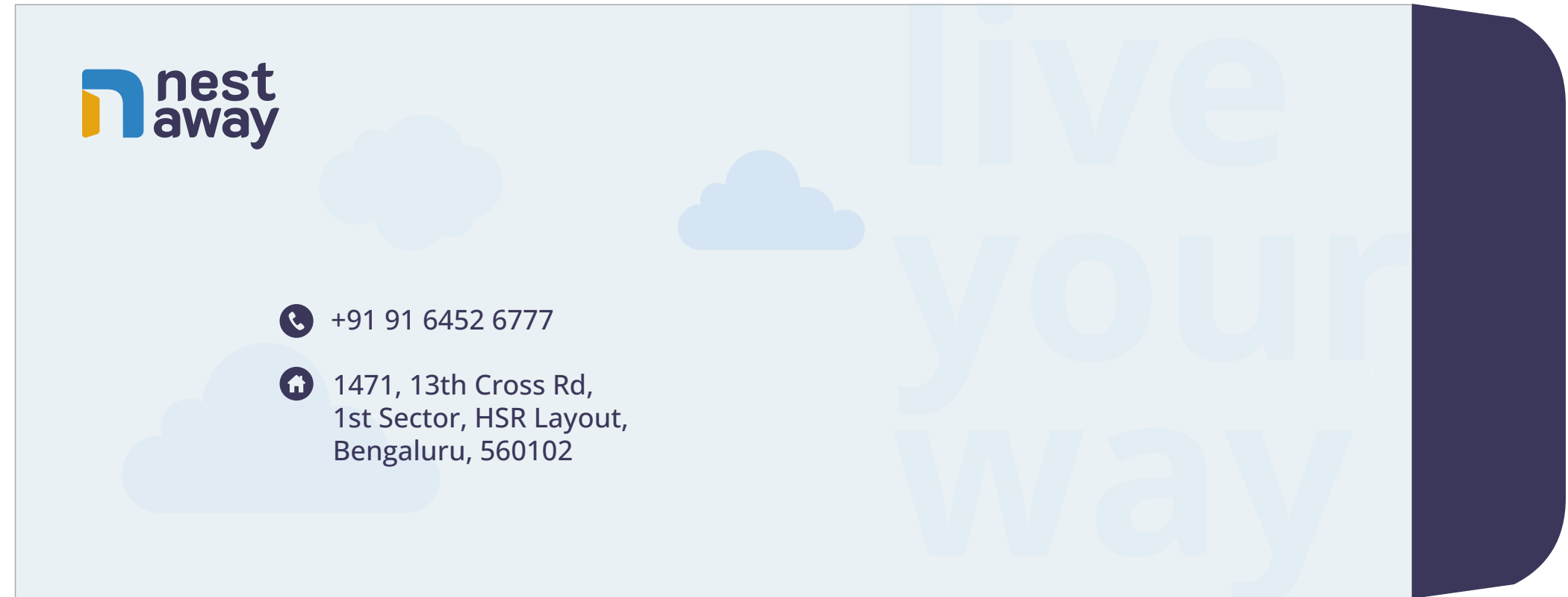
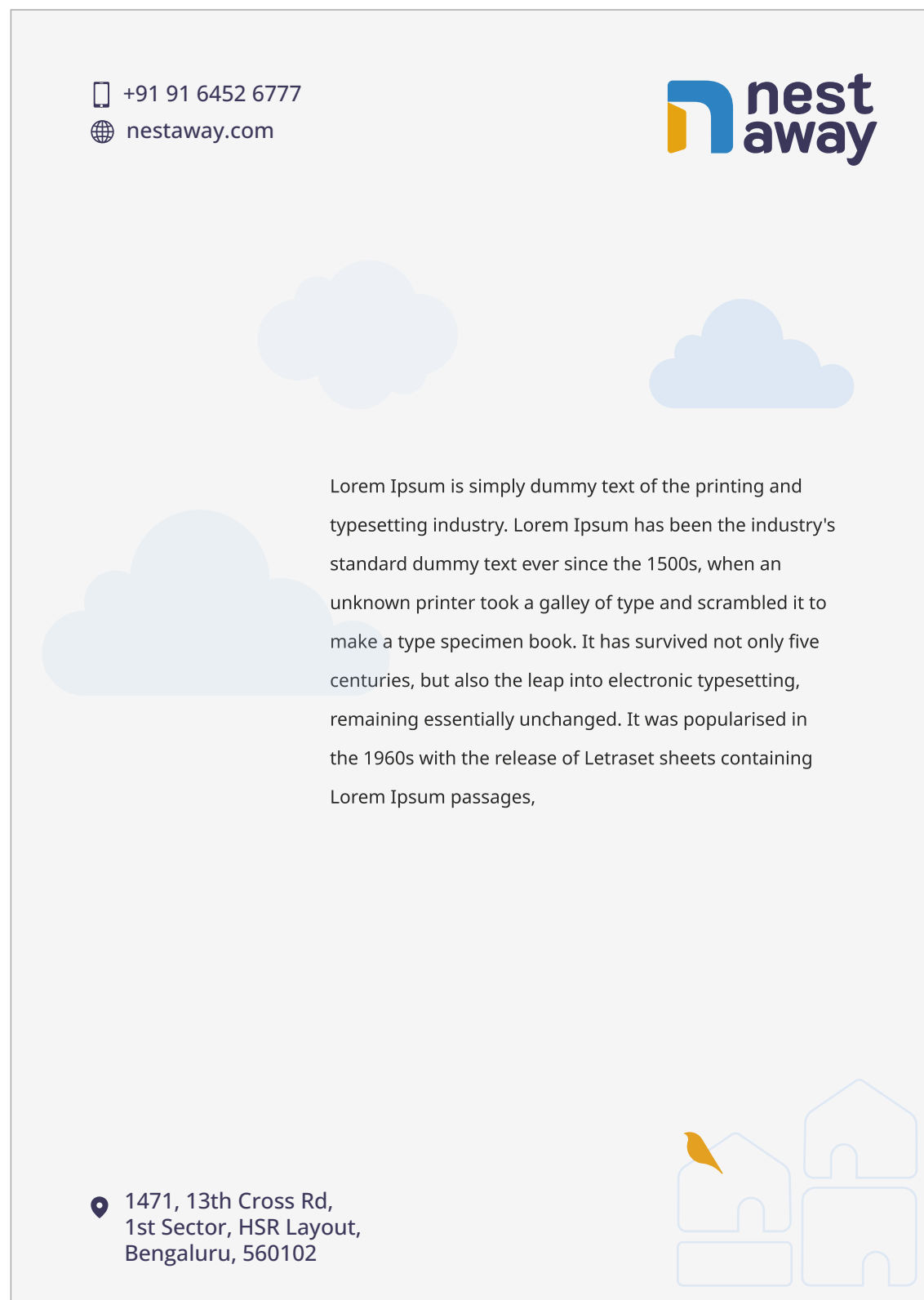






# Stationeries





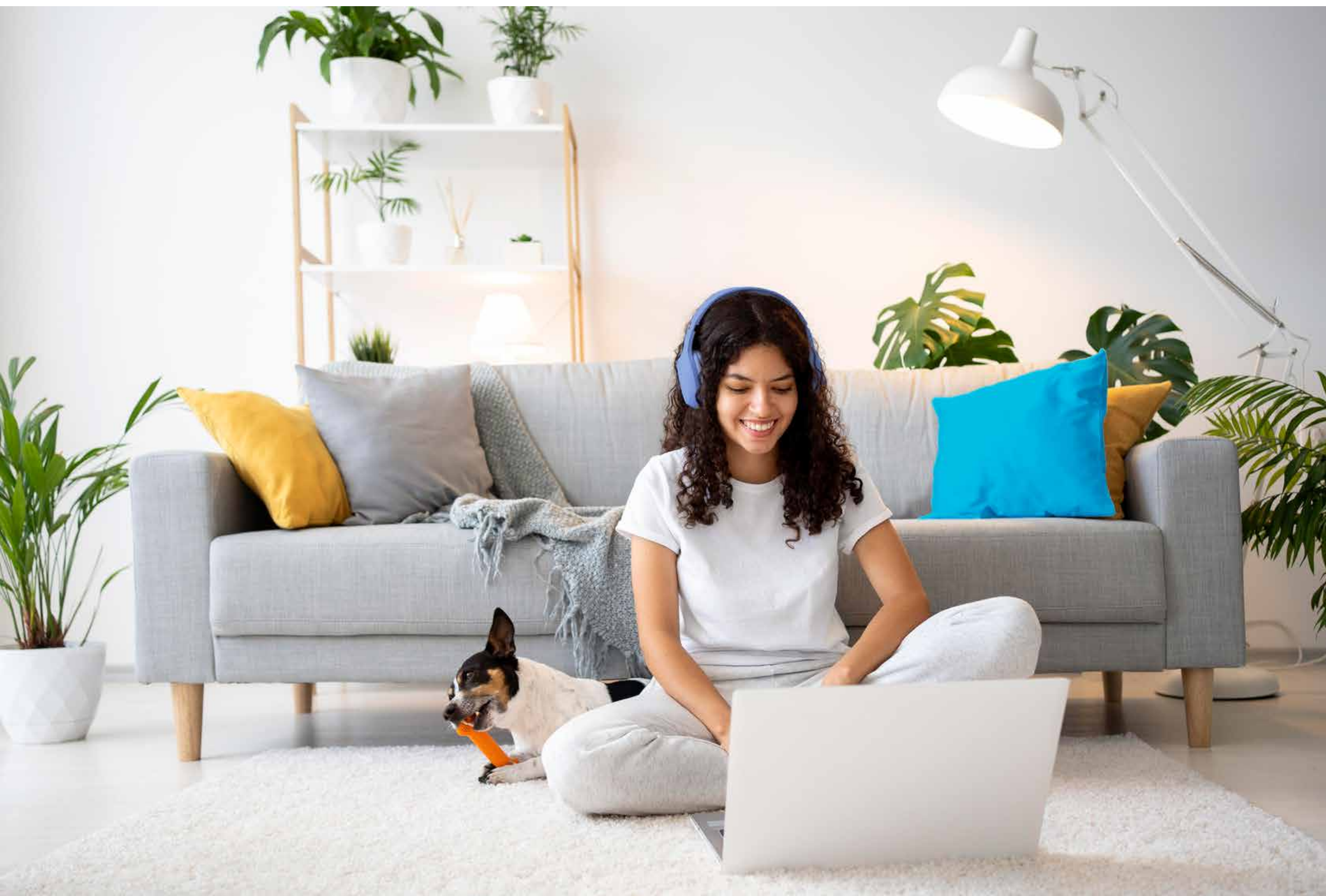


Brand Pattern



Image Usage





# Guidelines

Ensure that the images remain simple and minimal, reflecting a candid and storytelling essence.

Opt for light pastel shades to maintain the intended atmosphere without overshadowing the graphics.

The images should complement the chosen graphics and typography effortlessly.

Consider incorporating the logo mark's color palette into the images to establish synchronization with the brand's visual language.







Moments that  
matter.











An example to demonstrate the integration of the logomark's color palette into the images.

\*Please find a few examples of suitable photographs in the upcoming slide.









# Brand Graphics


## **Contextual Guidelines**

Portrait Artwork

**Primary Message**  
Main Artwork

**Secondary Message**  
Offers / Substantiating  
messages

Find your tribe,  
live your life



Our community isn't just about where you live; it's about creating moments it's an opportunity to live life to the fullest.

**Limited Period Offer**  
Live rent free for the first month.

Register Now




**Call to Action**  
Should have considerable contrast to the background

**Logo Mark**  
Give enough breathing space for the logo

**Guidelines**  
Ad Creative - Print N Online

- These guidelines are applicable to both Print and Digital formats
- Ensure a clear information hierarchy within the design.
- Avoid overcrowding or conveying multiple messages in limited spaces.
- Ensure the logo stands out with ample prominence and contrast against the background.
- Incorporate one or more brand elements beyond just the color scheme to align with the brand's language.
- Refer to the Logo Minimum Size section in the brand book for the specified minimum logo dimensions in both Print and Digital formats.




Live  
your  
way


Happy and  
Hassle free!

Our community isn't just about where you live; it's about creating moments it's an opportunity to live life to the fullest.

[Register Now](#)

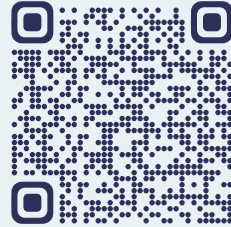


Square Arwork




Moments matter.  
Make it count.

Our community isn't just about where you live; it's about creating moments it's an opportunity to live life to the fullest.



**Limited Period Offer**  
Live rent free for  
the first month.


[Register Now](#)




Landscape Arwork



Half Page





Moments matter.  
Make it count.



Our community isn't just about where you live; it's about creating moments it's an opportunity to live life to the fullest.

Limited Period Offer


Live rent free for the first month.


Register Now

Wide Skyscraper



Happy and Hassle free!





Moments that matter.



Happy and Hassle free!  
Our community isn't just about where you live; it's about creating

Register Now



Large Rectangle



Happy and Hassle free!


Register Now



Limited Period Offer  
Live rent free for the first month.




Medium Rectangle




Live your way

Moments matter,  
Make it count.

Register Now




Square



Limited Period Offer  
Live rent free for the first month.

Register Now



Small Rectangle

Leaderboard

Live your way







Special offer valid till December 31<sup>st</sup>  
Live the first month rent free



Banner

# Graphics

## Examples for different propotions





## Guidelines

Brochure, Booklet,  
Presentation, Newsletter

Maintain a harmonious balance of colors, graphics, photographs, icons and typography in the specified use cases.

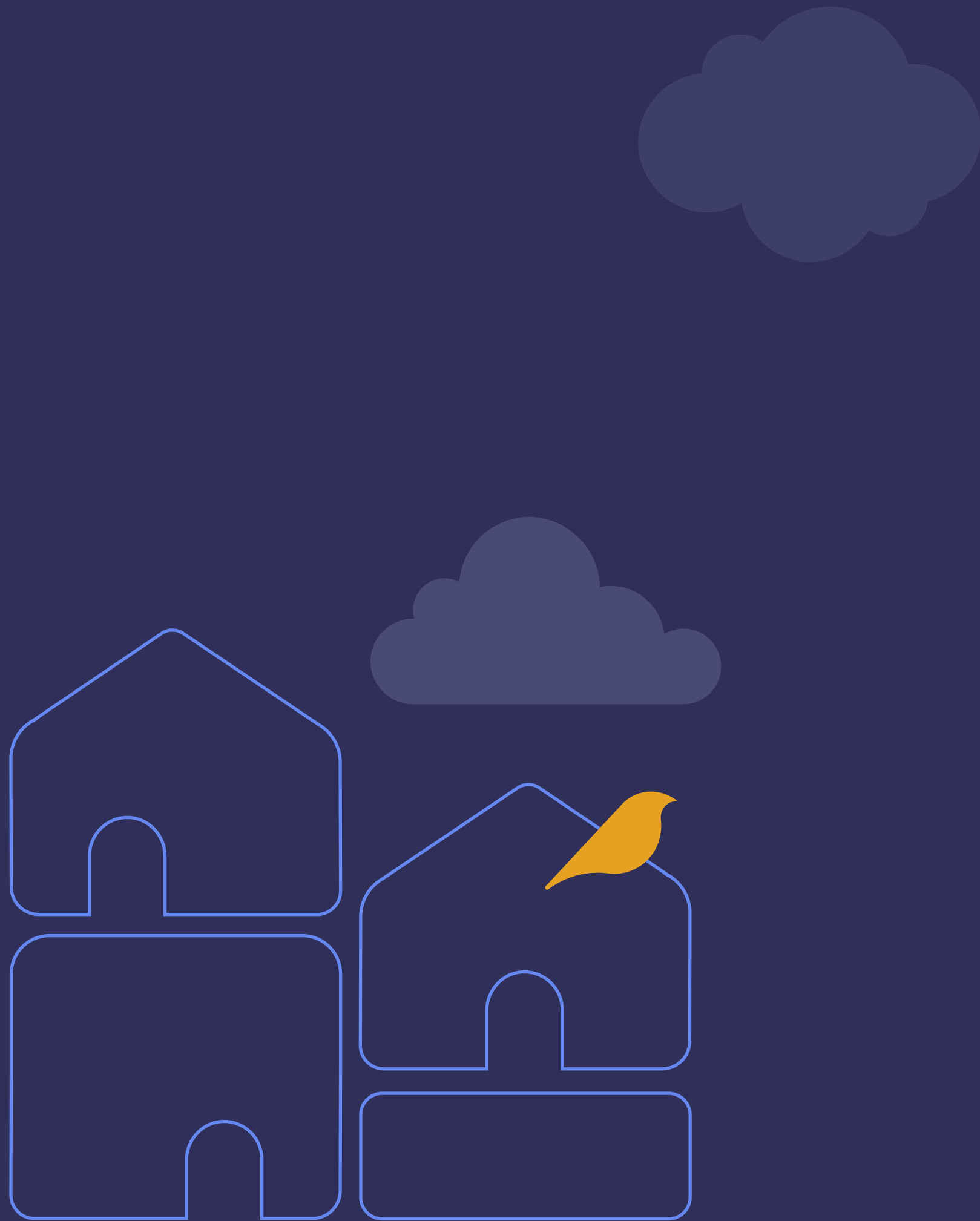
Employ light and dark backgrounds for distinct segmentation strategically, to prevent monotony in the design.

Ensure a clear information hierarchy within the design.

Avoid overcrowding or conveying multiple messages in limited spaces.

Ensure the logo stands out with ample prominence and contrast against the background.

Incorporate one or more brand elements beyond just the color scheme to align with the brand's language.



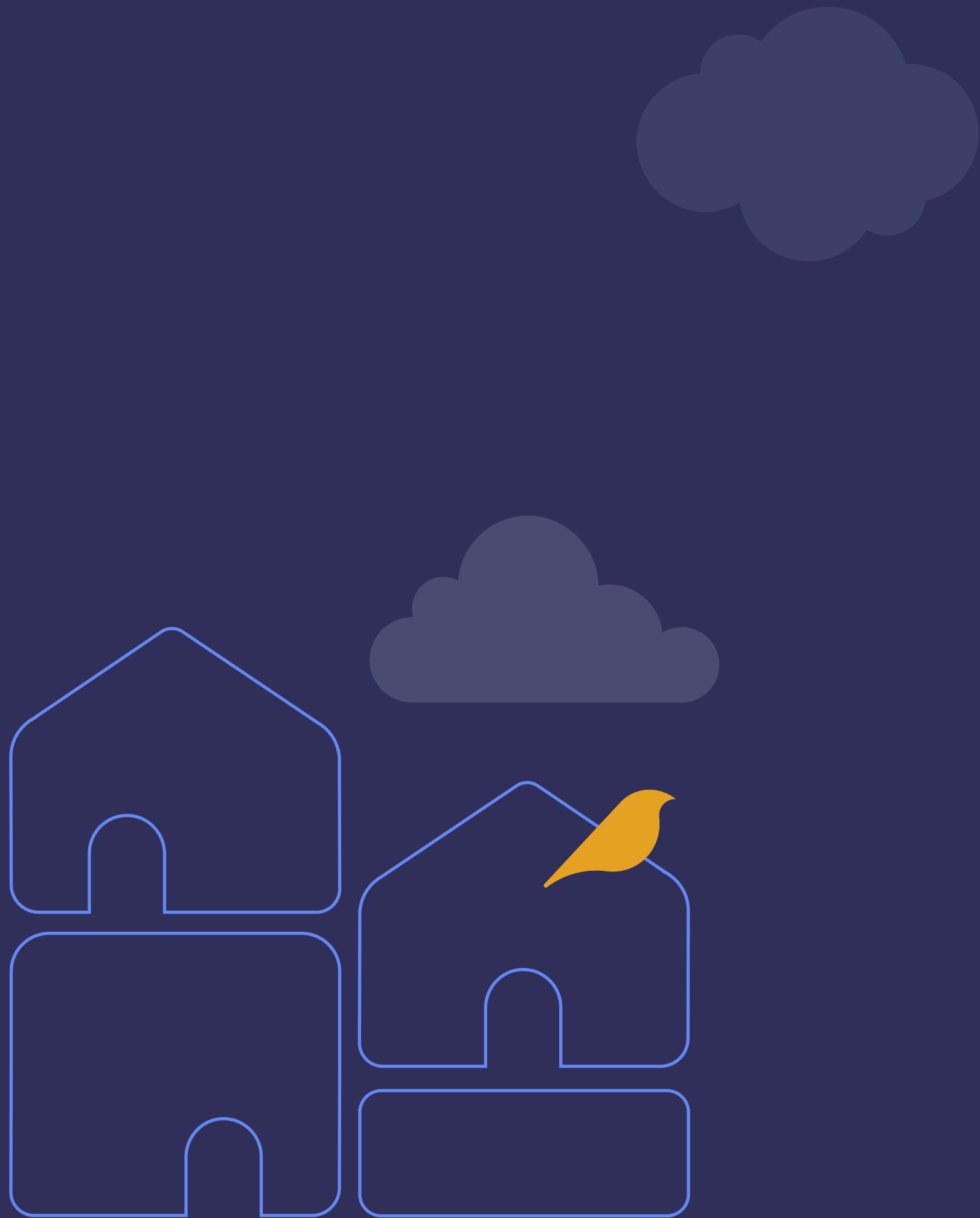
Brand Graphics  
**Vector Graphics**











Brand Graphics  
**More Examples**



# Your Cozy Corner in HSR Layout

Our community isn't just about  
where you live; it's about creating  
moments it's an opportunity to live  
life to the fullest.





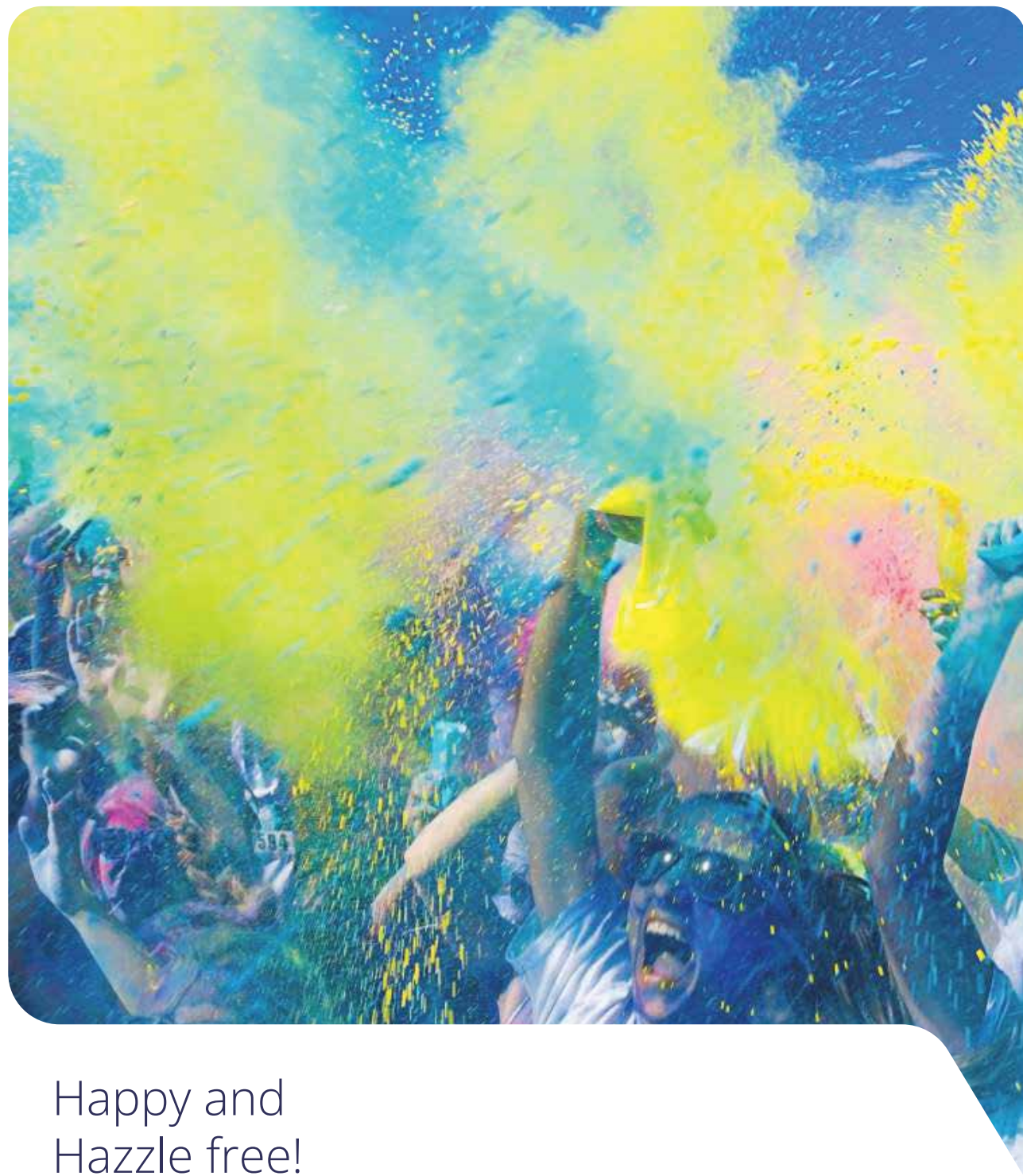
 nestaway.com

# Where Homes Find You

Our community isn't just about where you live; it's about creating moments it's an opportunity to live life to the fullest.



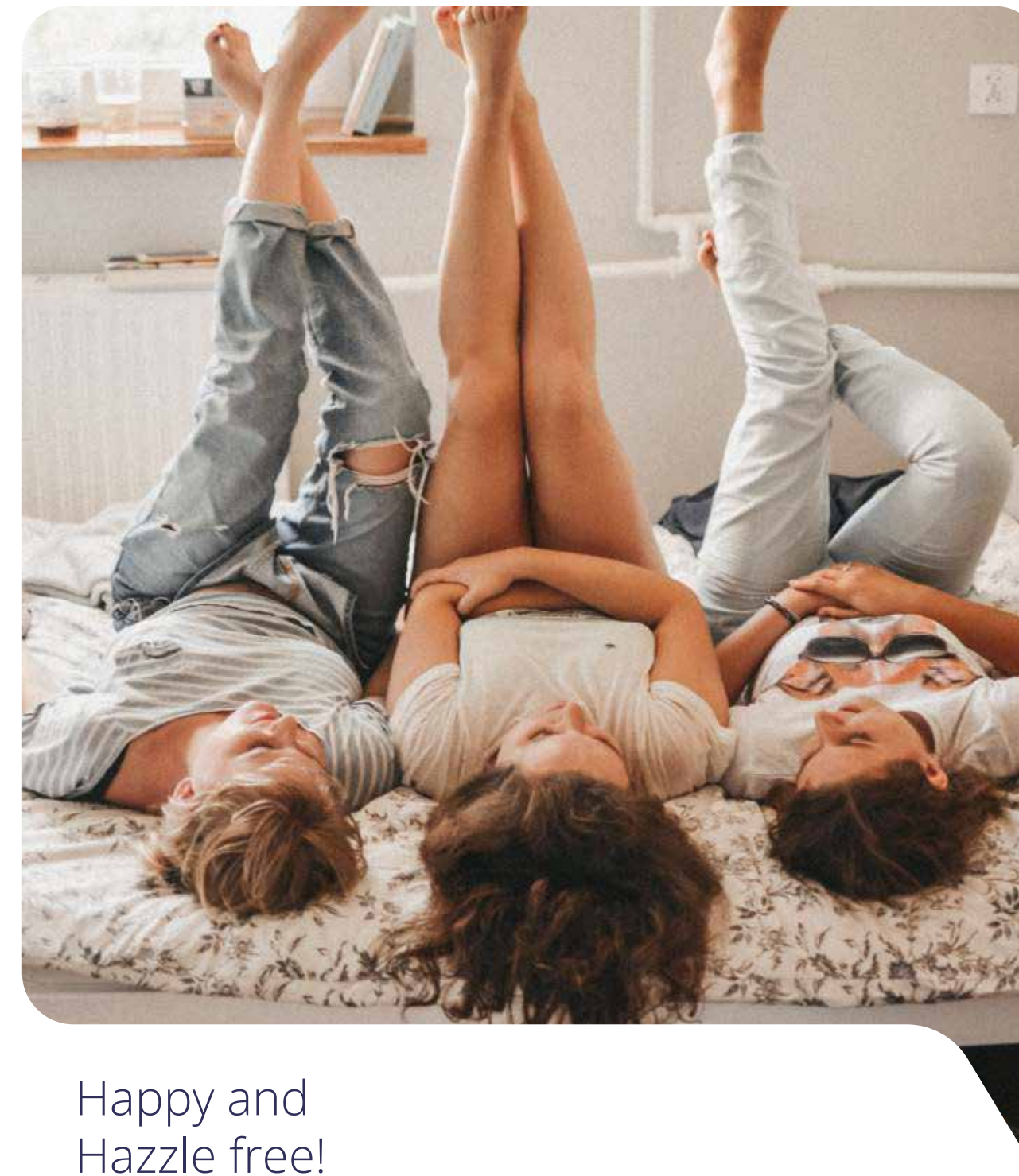




## Happy and Hazzle free!

Our community isn't just about where you live; it's about creating moments it's an opportunity to live life to the fullest.

[Register Now](#)



## Happy and Hazzle free!

Our community isn't just about where you live; it's about creating moments it's an opportunity to live life to the fullest.

[Register Now](#)





Find your dream home

Engage with the community

Get notified on new listings

Pay Rent

Let's find  
your perfect  
Home

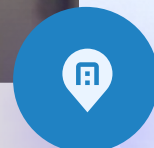


# Moments matter. Make it count.

Our community isn't just about where you live; it's about creating moments it's an opportunity to live life to the fullest.







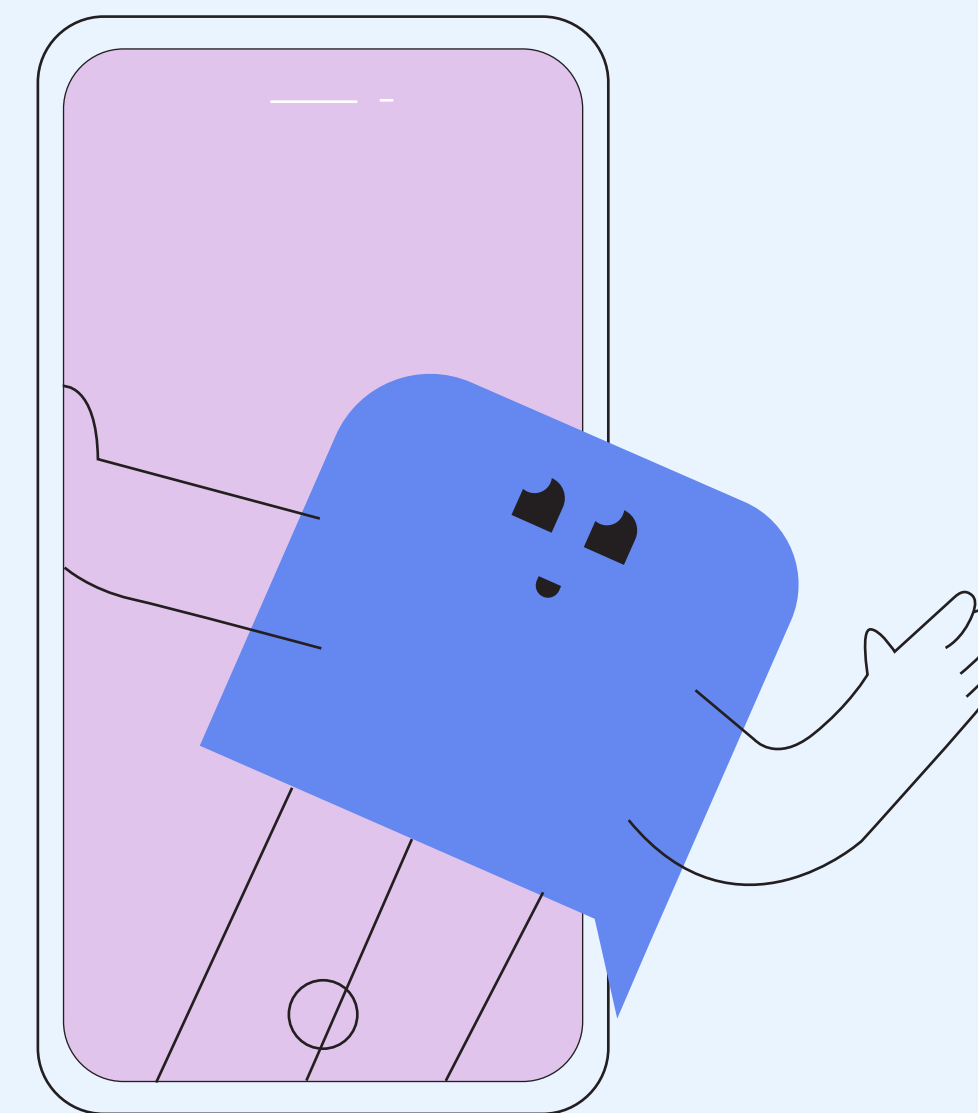
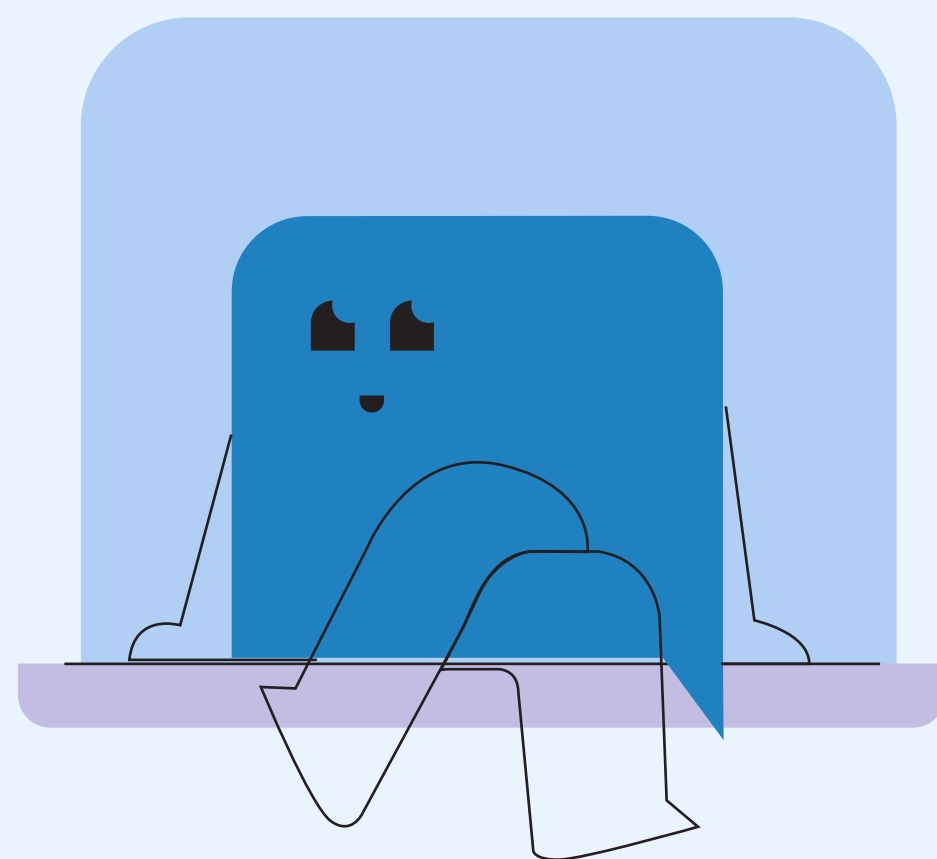
Find your dream home



# Find your tribe, live your life

Our community isn't just about where you live; it's about creating moments, an opportunity to live life to the fullest.





How can we help you ?





# Renting Made Simple.

Enjoy easy living with diverse housing options and additional services, all aimed at simplifying your lifestyle.



















Come,  
Nestaway!

