

Three distinct visual systems.

A focused portfolio of original branding explorations: logo geometry, brand principles, digital design and real-world applications.



01 / BRAND CONCEPT

A quieter kind of home.

A considered identity for everyday objects and calm interiors.

The logo features a dark green, stylized lowercase 'n' on the left, which is composed of a thick vertical stroke and a thick curved top. To its right is the word 'VÉRA' in a dark green, uppercase, serif typeface. The 'V' has a distinctive sharp point at its top, and the 'É' includes an acute accent.

MARK RATIONALE

A single architectural opening: stable, welcoming, and memorable. Its quiet geometry stands apart without decorative leaves or fragile detail.

The system behind the mark.

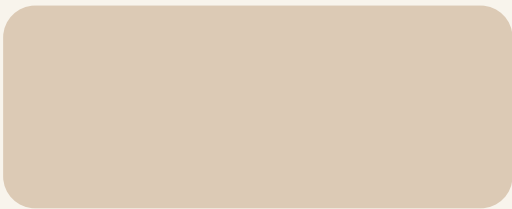
Consistent tokens, clear rules and a recognizable visual voice.



Ink
#263829



Secondary
#B67B62



Accent
#DCCAB5



Canvas
#F8F4EC



CHARACTER

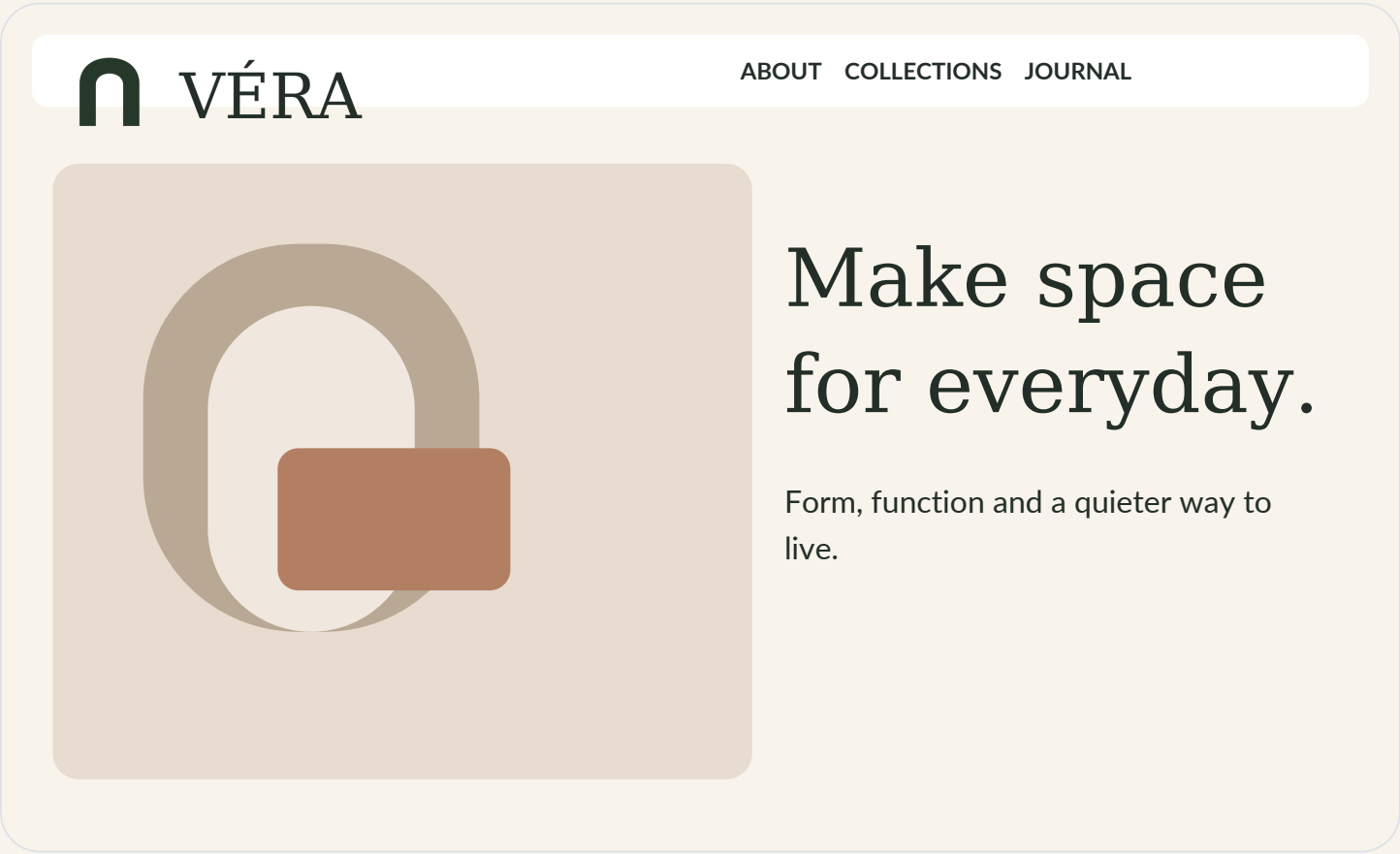
CALM / TACTILE / INTENTIONAL

VÉRA photography favors tactile surfaces, side light and inhabitable space. Avoid visual noise, over-styling and excessive greenery.

03 / APPLICATION

Designed to travel.

A flexible system across a landing page, communication and documents.



DIGITAL / LANDING PAGE



CAMPAIGN / SOCIAL POST

01 / BRAND CONCEPT

Momentum is a choice.

A decisive performance identity for movement, discipline and progress.



MARK RATIONALE

A single forward blade and decisive notch create the unmistakable PULSE direction. The simple silhouette works without gradients, outlines or shadows.

02 / VISUAL IDENTITY

The system behind the mark.

Consistent tokens, clear rules and a recognizable visual voice.



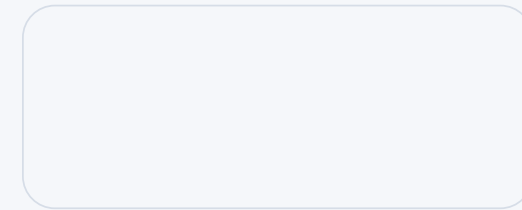
Ink
#121B32



Secondary
#B8FA11



Accent
#3261EE



Canvas
#F5F7FA



CHARACTER

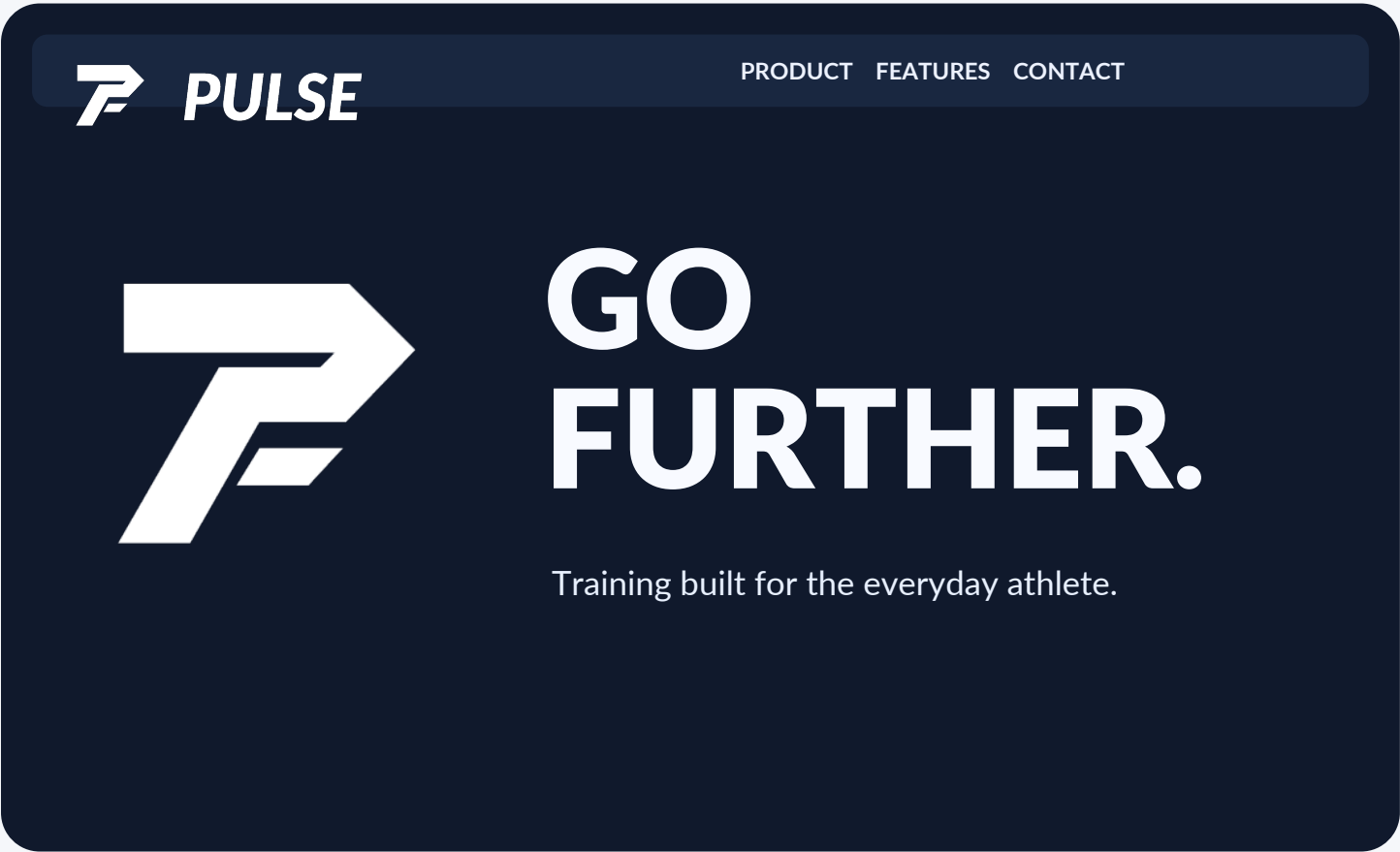
DIRECT / ENERGETIC / PRECISE

PULSE photography captures real motion with generous negative space for copy. Avoid fake speed effects, extreme filters and busy overlays.

03 / APPLICATION

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DIGITAL / LANDING PAGE



CAMPAIGN / SOCIAL POST

01 / BRAND CONCEPT

Less noise. More momentum.

A modular identity for teams who need focus and clarity.



MARK RATIONALE

Three aligned, offset modules form an ordered system. No generic cloud or rounded bubble mark: the distinctive rhythm signals coordination and progress.

02 / VISUAL IDENTITY

The system behind the mark.

Consistent tokens, clear rules and a recognizable visual voice.



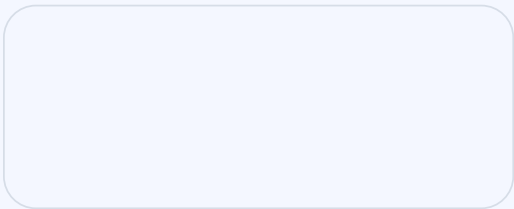
Ink
#13213B



Secondary
#3864E9



Accent
#786CE7



Canvas
#F4F7FF



CHARACTER

MODULAR / CLEAR / HUMAN

NIMBUS favors product screenshots, purposeful editorial imagery and clear information density. Avoid generic office stock photos and distracting 3D blobs.

Designed to travel.

A flexible system across a landing page, communication and documents.

 NIMBUS

PRODUCTFEATURESCONTACT

Less noise. More progress.

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DIGITAL / LANDING PAGE



MAKE WORK CLEAR.

A modular identity for teams who need focus and clarity.

CAMPAIGN / SOCIAL POST