



Brand Book

An overview of our brand image and guidelines

February 2024

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a promise of legacy



KUVALYAM



KUVALYAM





KUVALYAM



+



+



Lotus

The Lotus flower is regarded as a symbol of purity, enlightenment, self-regeneration, prosperity and rebirth

Home

The Place of belonging, the place of being.

Arrow Up

The up arrow symbolises growth and continuously stepping up and moving forward



Typography

Philosopher

Our primary typeface for the brand is Philosopher with regular and bold weight being used mainly for titles and headers.

Regular • Bold

A B C D E F G H I J

K L M N O P Q R S T

U V W X Y Z

a b c d e f g h i j

k l m n o p q r s t

u v w x y z

1 2 3 4 5 6 7 8 9 0

Raleway

Our secondary typeface for the brand is Raleway with regular, light and medium weights being used for sub text, paragraphs, sentences.

Regular • Light • Medium

A B C D E F G H I J

K L M N O P Q R S T

U V W X Y Z

a b c d e f g h i j

k l m n o p q r s t

u v w x y z

1 2 3 4 5 6 7 8 9 0

Julietta Messie

The third type face is the support type face used to add the emotion and character to overall communication.

Regular

A B C D E F G H I J a b c d e f g h i j

K L M N O P Q R S T k l m n o p q r s t

U V W X Y Z u v w x y z

1 2 3 4 5 6 7 8 9 0

When we write our messaging, we're speaking to millions of people all over India. So it's important it looks right.

Below is the combination of the contrast between these type faces.

A promise OF LEGACY

Kuvalayam is a vision to leave behind a visual mark of quality and inspiration. Just like the lotus, a Kuvalayam home is the symbol of wealth and purity; it's a promise of legacy.

We're a 15 year old luxury realty group that strives to deliver more than 100% satisfaction when our clientele purchase their dream home with us.

A PROMISE *of Legacy*

Kuvalayam is a vision to leave behind a visual mark of quality and inspiration. Just like the lotus, a Kuvalayam home is the symbol of wealth and purity; it's a promise of legacy.

We're a 15 year old luxury realty group that strives to deliver more than 100% satisfaction when our clientele purchase their dream home with us.

Brand Colors

Our primary palette uses Kuvalyam Green and Gold prominently. Ensure to use the colour values shown below.

Whenever we're in control of the print process, we print using Pantone colours.

Our colours are only ever used at 100% opacity and never as tints.

R16 G50 B46
C93 M55 Y69 K66
#10322e

PANTONE
627 C

R182 G155 B110
C25 M37 Y65 K02
#B69B6E

PANTONE
4006 C

We also have a subtle secondary colour palette of complimentary tones to accent our primary colours majorly meant for online usage.

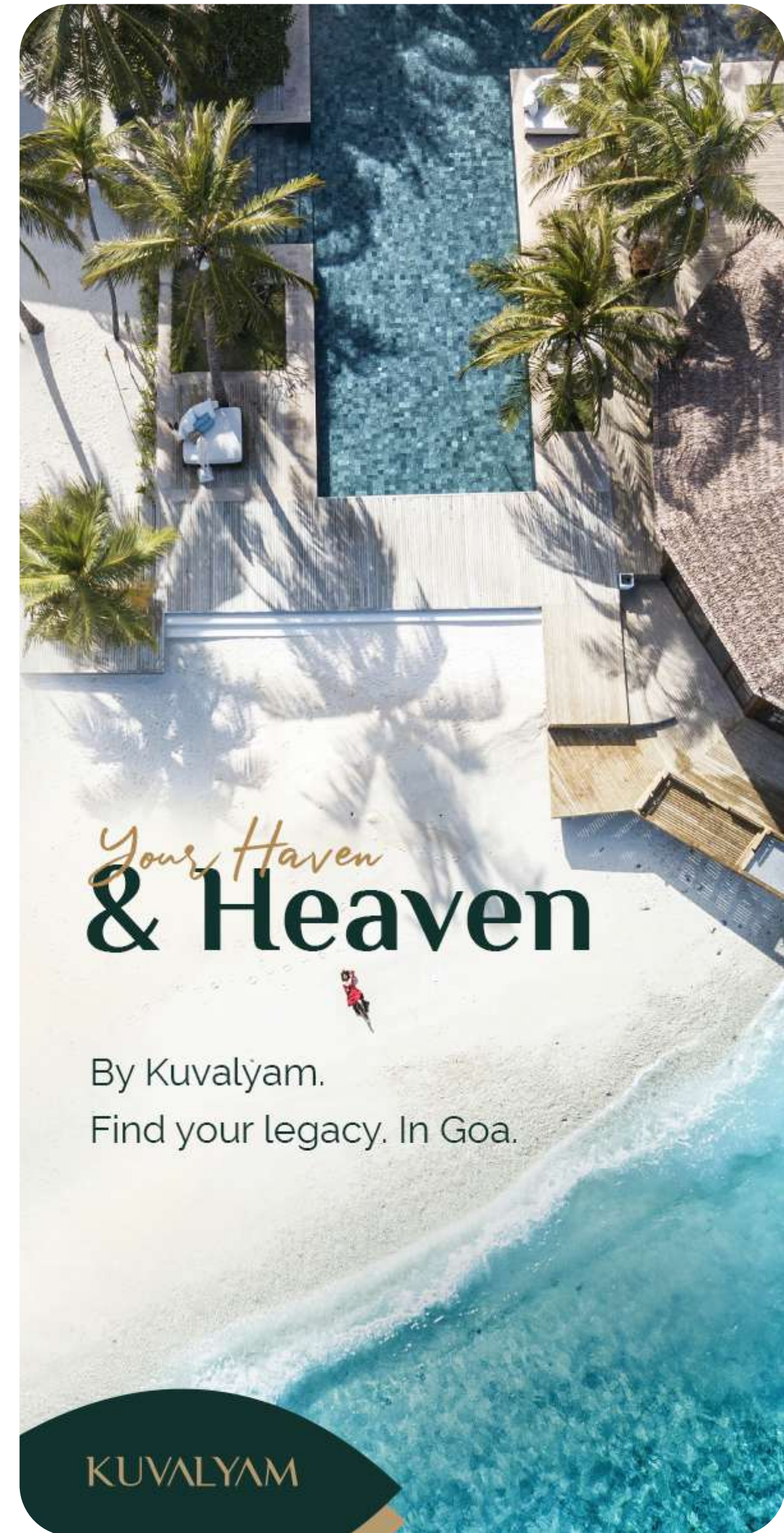
R120 G120 B119
C93 M55 Y69 K66
#787877

PANTONE
424 C

R204 G199 B187
C19 M17 Y24 K00
#CCC7BB

PANTONE
4239 C

Online Adverts





TRENDS, INSPIRATIONS, INTERIOR DESIGN, LIFESTYLE, TRENDS

Discover: Interior Design Trends 2021

Discover the new **interior design trends 2021**. With the **10 top design trends** from the next season of 2020-2021 within the interior design world.

Born from a passion to revive the arts that are being forgotten, therefore, bringing their legacy to our contemporary world, **Covet International Awards** identifies the world's best interior design projects and product design. These **International Interior Design Awards** were created with the purpose of celebrating and elevating the arts & crafts by distinguishing the most prestigious interior projects. **Trendbook** is a proud partner of this project and will let you know all about it. The submission will open on January 15, stay tuned!

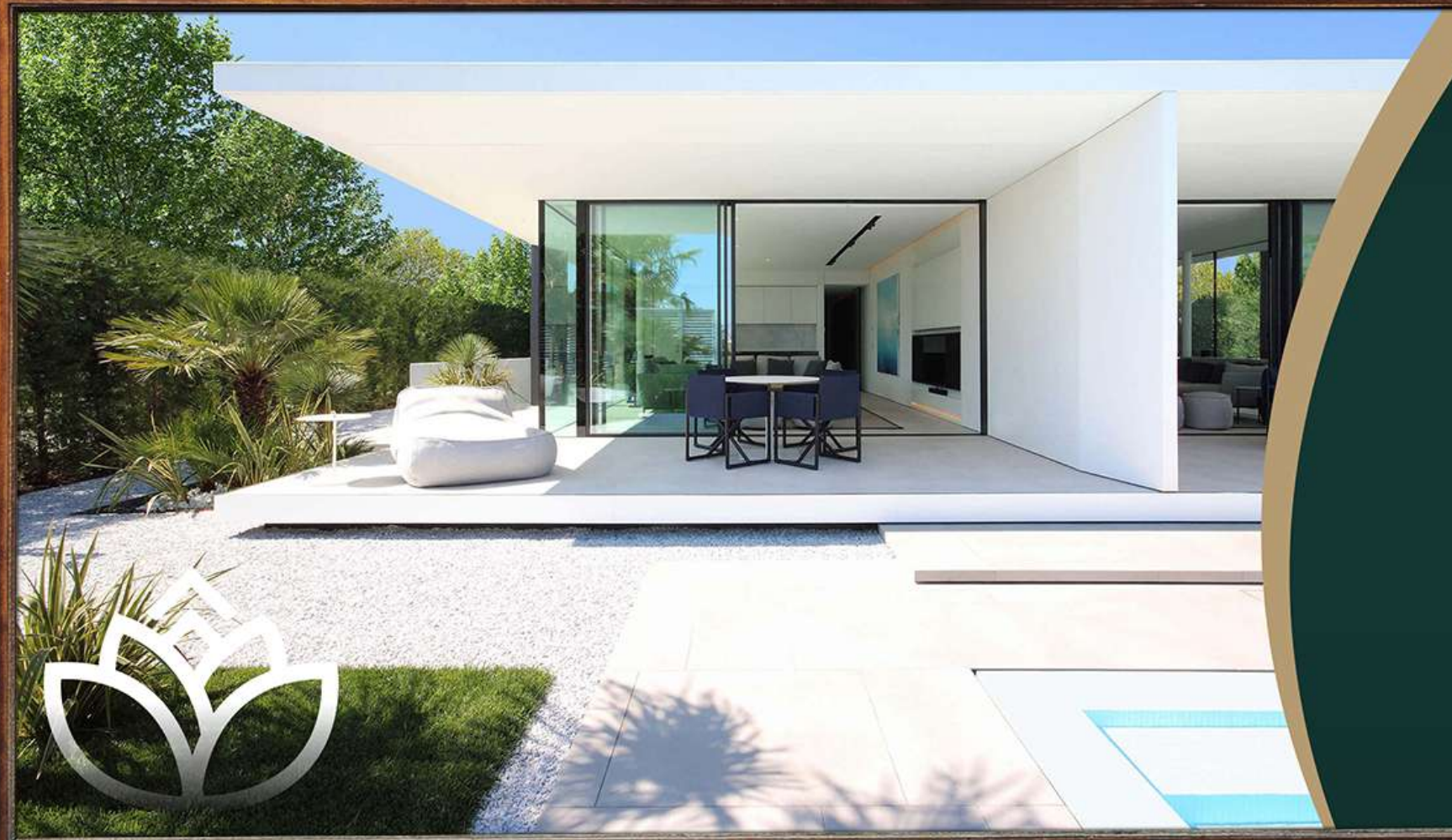
The Organisers of **Covet International Awards** – Covet House and Br(h)ands Foundation, share, as mentioned previously, the common mission of reviving ancient arts that are losing their place in the contemporary Design world. With 15 years of experience in creating curated furniture, which feature elements in the arts of filigree, tile, wood carving and others, Covet House has now a bigger mission than designing high-end furniture, they actually want to make sure that the knowledge of arts & crafts passes on from generation to generation. The organizer is looking for **Furniture, Lighting and Home accessories** created using the finest craftsmanship techniques, as well as Interior Design projects in several categories, that combine arts&crafts and luxury resulting in unique concepts.



Subscribe Newsletter

15 JAN ENTRIES OPEN	26 MAR ENTRIES CLOSE	APR THE FINALISTS PER CATEGORY WILL BE ANNOUNCED	01 JUN 31 JUL ONLINE VOTING TO FIND THE BEST OF THE BEST 2020	SEPT THE BEST OF THE BEST 2020 WINNERS PER CATEGORY WILL BE ANNOUNCED AT M&O	NOV LAUNCH OF THE COVETED INTERNATIONAL AWARDS BOOK VOL I
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Offline Adverts



Homes that *Move You*

Homes by Kovalayam.
Your legacy is a call away. 9090 9090 90.


KUVALYAM



Your
**Legacy
Awaits**

Find it with us.
Luxury Homes by Kuvalyam. In Goa.

KUVALYAM



A Promise
of Legacy

Find it with us.
Luxury homes by Kuvalyam.

KUVALYAM



KUVALYAM



Luxury is an
Experience

Experience it with us.
Luxury homes by Kuvalyam.

KUVALYAM





Your Haven
& Heaven

By Kuvallyam.
Find your legacy. In Goa.

KUVALLYAM

A Promise of Legacy

We are Kuvalyam.
Sanskrit. (ku) earth + vala yam, of earth, the lotus.

Like every beautiful relationship Kuvalyam had a humble beginning 15 years ago, as Dreamz Project. Established in Delhi, in 2005, we're one of the experienced interior design and creative manufacturing groups in the region. Kuvalyam is the next step in our evolution just like the bloom of a lotus flower which is an exaggeration over its stem form.

Our spirits are the same but the output is a grandeur of expressions crafted with thought and care. Focused on clients, we strive to deliver on their needs and requirements. We're committed to providing a service that enhances the identity & lifestyle of our clientele by complimenting their individuality.

Kuvalyam is a vision to leave behind a visual mark of quality and inspiration. Just like the lotus, a Kuvalyam home is the symbol of wealth and purity. It's a promise of legacy.


KUALYAM

your legacy awaits



Social Media Presence



Your
**Legacy
Awaits**

Find it with us.
Homes by Kuvalyam



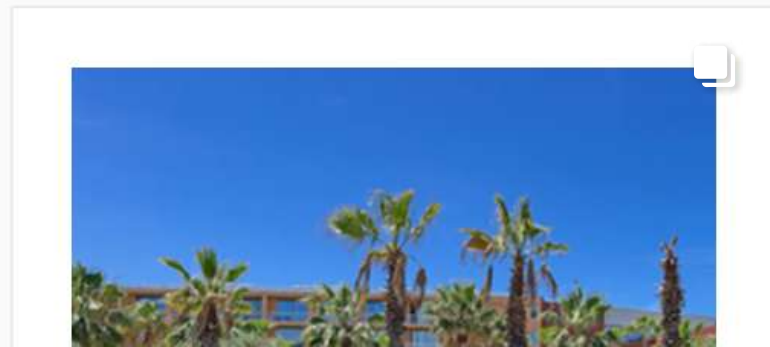
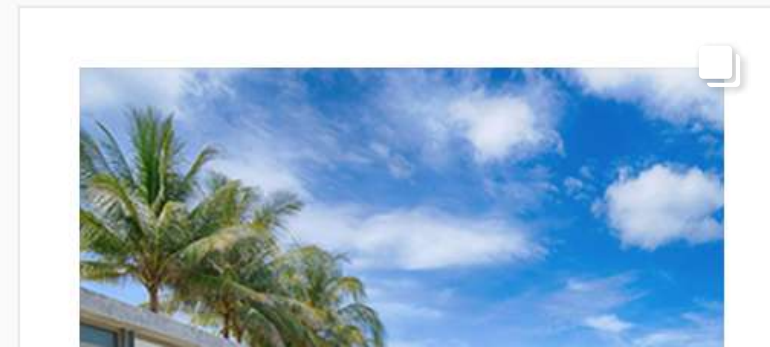
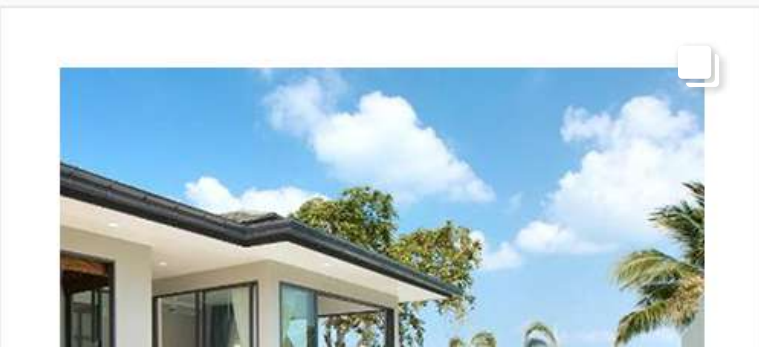
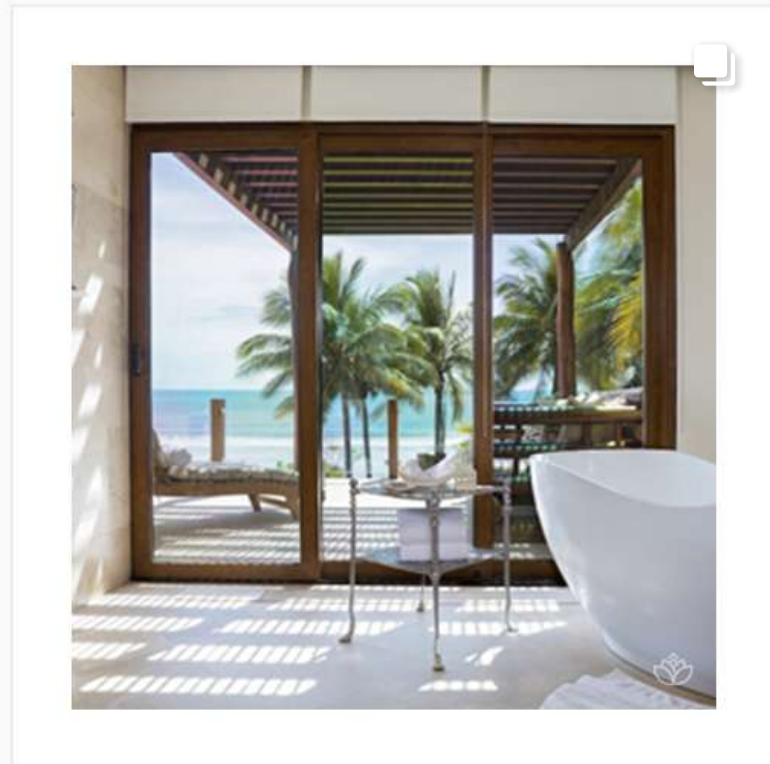
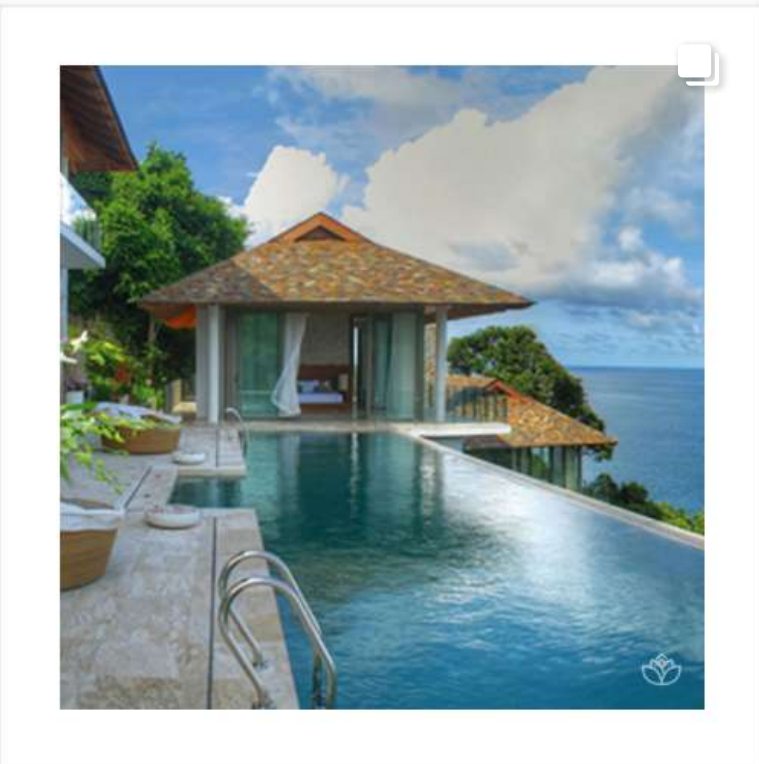
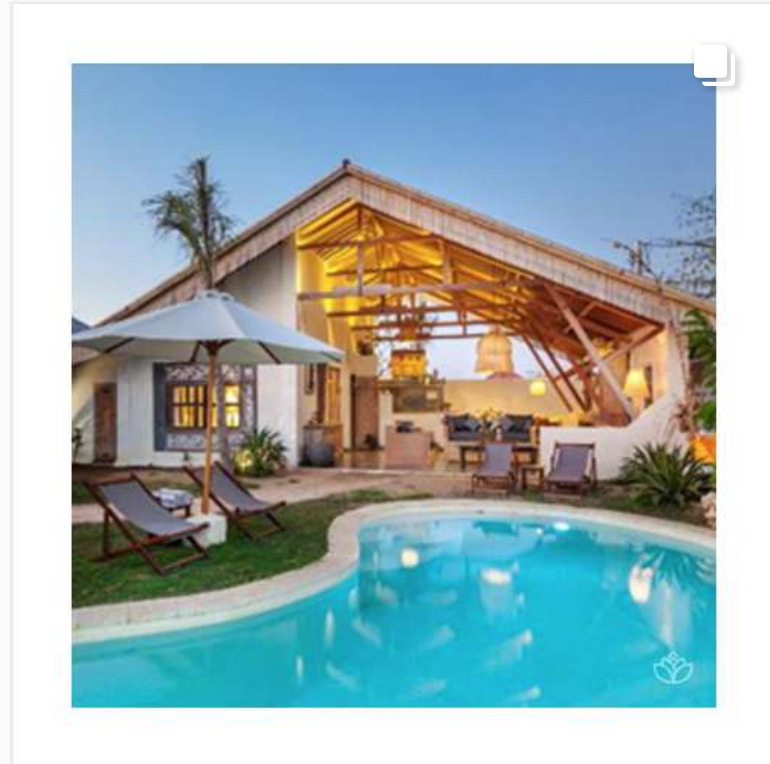
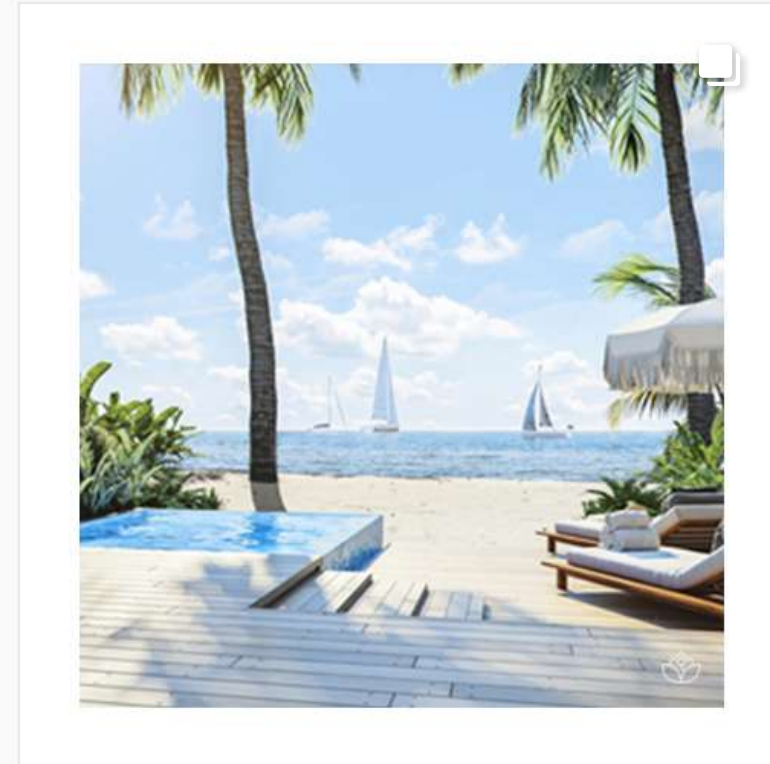


Kuvalyam

Follow

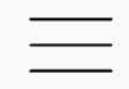
284 posts 973 followers 156 following

We're all about providing an experienced, professional service to each one of our clients, that will not only compliment the needs but will leave behind a visual mark.





kuvalyam.homes



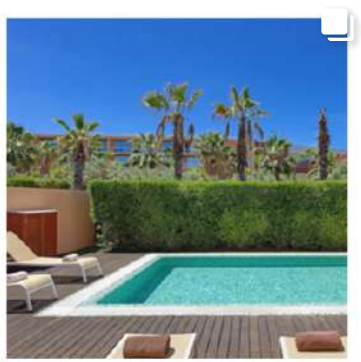
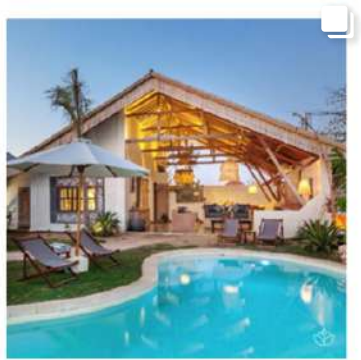
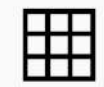
173
Posts

1.003
Followers

495
Following

Kuvalyam
Designer Homes · Goa
The promise of legacy
www.kuvalyam.com

Edit profile





Kuvalyam 21h



Learn More



Kuvalyam 21h



A promise
OF LEGACY

Experience luxury as a lifestyle. With 15 years of combined real estate development experience. Our expertise in purchasing land, building projects, and management allows us to effectively handle and complete an array of select projects at a time throughout Goa and the surrounding areas.



Send message



Story

Kuvalayam

Sanskrit. (ku) earth + vala yam, of earth, the lotus.

Like every beautiful relationship Kuvalayam had a humble beginning 15 years ago, as Dreamz Project. Established in Delhi, in 2005, we're one of the experienced interior design and creative manufacturing groups in the region.

<1 line about actual delivery numbers till date>

Kuvalayam is the next step in our evolution just like the bloom of a lotus flower which is an exaggeration over its stem form.

<Few lines about kuvalayam services, homes, discovery and foundation>

Our spirits are the same but the output is a grandeur of expressions crafted with thought and care. Focused on clients; we strive to deliver on their needs and requirements. We're committed to providing a service that enhances the identity & lifestyle of our clientele by complimenting their individuality.

Kuvalayam is a vision to leave behind a visual mark of quality and inspiration. Just like the lotus, a Kuvalayam home is the symbol of wealth and purity; it's a promise of legacy.

Tone of Voice



Simple, easy but classy.

The language has to be really simple. The words need to be very familiar.
But the usage has to be very classy.

For e.g. See the usage of 'Heaven' in the social media creatives section.
The word is easy. The sentences are simple. But the usage is minimalistic,

Social Media



2072 likes

Kuvalyam Where the vibe is breezy, and beachy, a home in Goa that extends beyond the ordinary and redefine luxury, is waiting for you...

Your legacy is a DM away.

[View all 50 comments](#)

4 hours ago



6573 likes

Kuvalyam Personalized to your liking and built keeping in mind the local and traditional methods of design and construction in the coastal heaven, Goa.

Your legacy is a DM away.

[View all 50 comments](#)

4 hours ago



3232 likes

Kuvalyam We're not selling dreams, we're selling reality. Find, own, and fall in love with your new home in Goa.

Your legacy is a DM away.

[View all 50 comments](#)

4 hours ago

The same mantra has to be followed for communication on social. Breezy, Vibe, Home, (not Abode), Traditional, Heaven, Dreams are all well-known and familiar words that convey the meaning to our business class clientele.

On Creatives

Your
Legacy
Awaits

Find it with us.
Homes by Kuvalyam

Homes that
Move You

Find it with us.
Luxury Homes by Kuvalyam

The copy on creatives needs to follow a visual pattern. Either 1 of the subject or the predicate part, needs to convey a feeling. And, that part needs to be in cursive, brush or handwritten fonts. The second part needs to be like the structure. The visual pattern needs to convey the feeling one will derive from a structure. For eg. 'Yours' is the feeling and 'Legacy' is the structure in first creative.

On Creatives



Similarly here, if a word heaven has to be the theme of the copy, we must try to achieve the harmony by writing accordingly. 'Is here' if the feeling is a postfix, 'your haven' if the feeling is a prefix.

Merchandise & Brand Applications



Welcome Aboard.

Experience luxury as a lifestyle. With 15 years of combined real estate development experience, our expertise in purchasing land, building projects, and management allows us to effectively handle and complete an array of select projects at a time throughout Goa and the surrounding areas. Experience luxury as a lifestyle. With 15 years of combined real estate development experience, our expertise in purchasing land, building projects, and management allows us to effectively handle and complete an array of select projects at a time throughout Goa and the surrounding areas.

Sumit
Sumit Ahuja

Luxury is an experience

Experience luxury as a lifestyle. With 15 years of combined real estate development experience, our expertise in purchasing land, building projects, and management allows us to effectively handle and complete an array of select projects at a time throughout Goa and the surrounding areas.

Your home is here.



KUALYAM

Welcome aboard
Kualyam experience



Sumit Ahuja
Managing Director

sumit.ahuja@kuvallyam.com
+91-8928322909








KUALYAM

MacBook

BELL 4:21 PM 100%



BELL 4:21 100%





KUVALYAM





EST 2005

KUVALYAM[®]

Personalised
Homes & Villas



a promise of legacy



KUNVALYAM

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KUNWILYAM






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Johana Doe
Senior Sales Manager



42133411

KUVALLYAM









Thank you

February 2024

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