



## Nova Yatra

A premium travel & vehicle booking platform designed to make exploring Nepal simple, safe, and enjoyable.


## Brand Personality:

The brand delivers a modern and clean digital experience that feels simple, intuitive, and visually refined. It builds trust through a reliable and secure service, ensuring users feel confident at every step. At the same time, it embraces an adventurous spirit that inspires exploration and discovery, while maintaining a friendly and approachable tone that makes the overall experience easy, welcoming, and enjoyable for all users.


## Logo Elements

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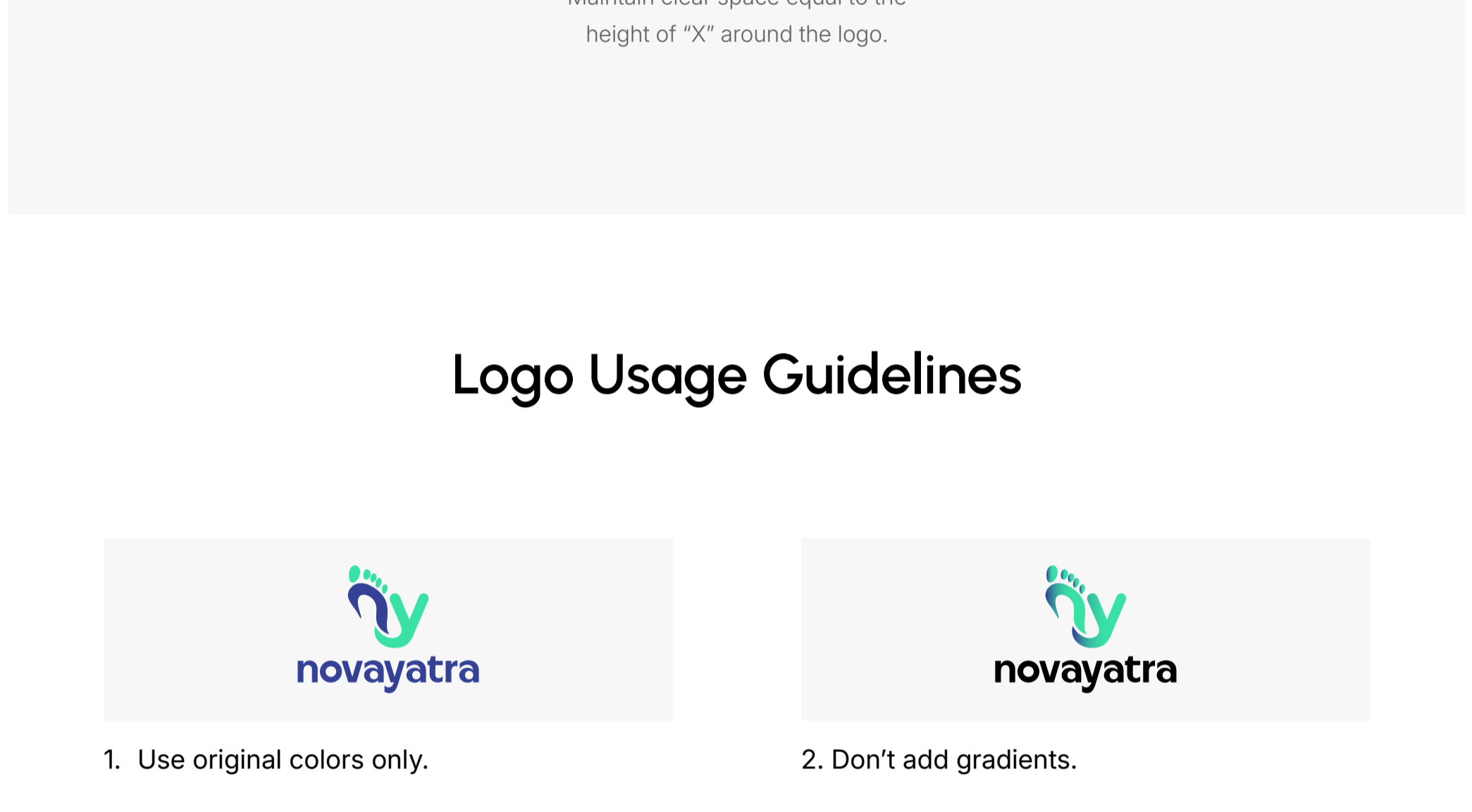
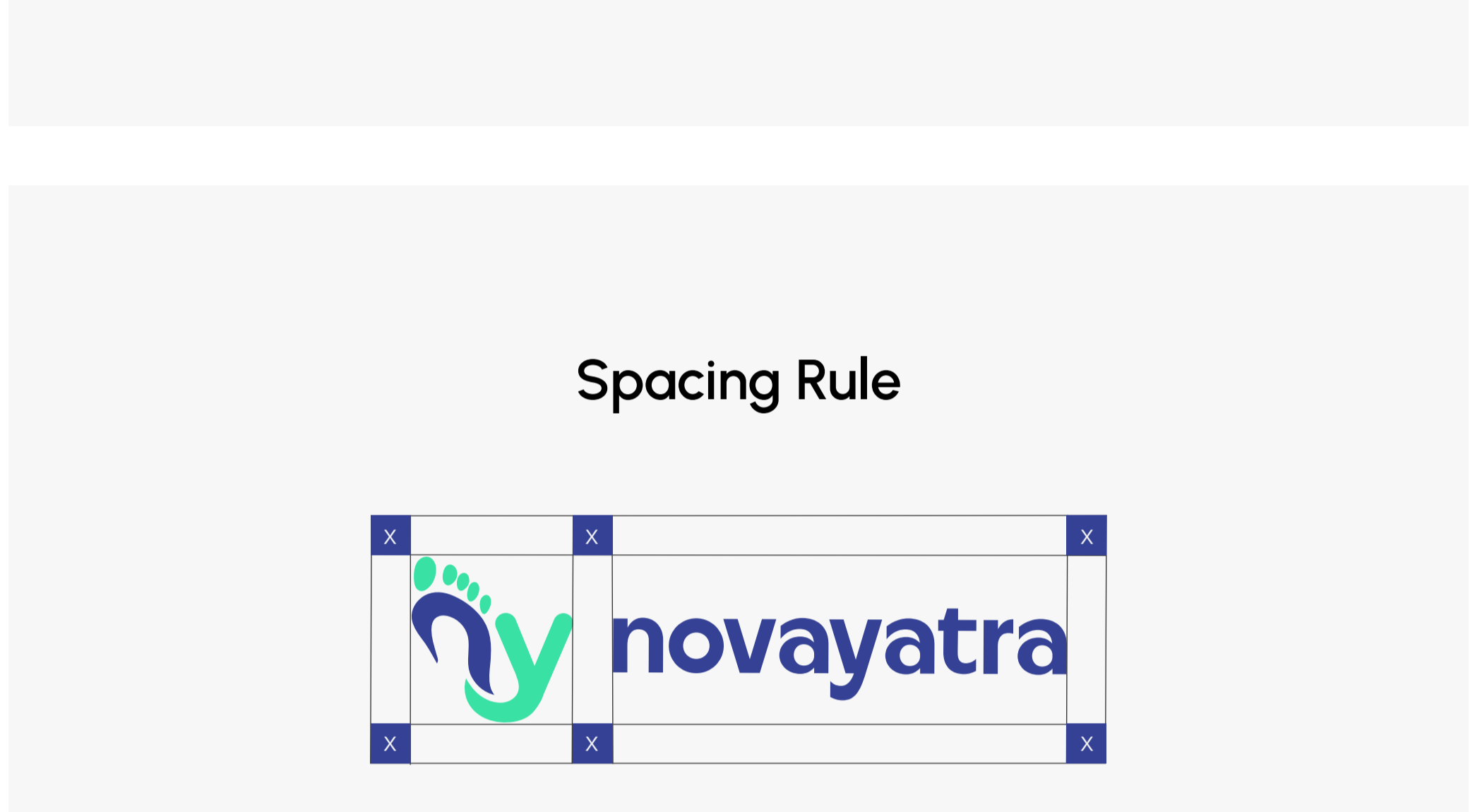
## Logo Layout Options



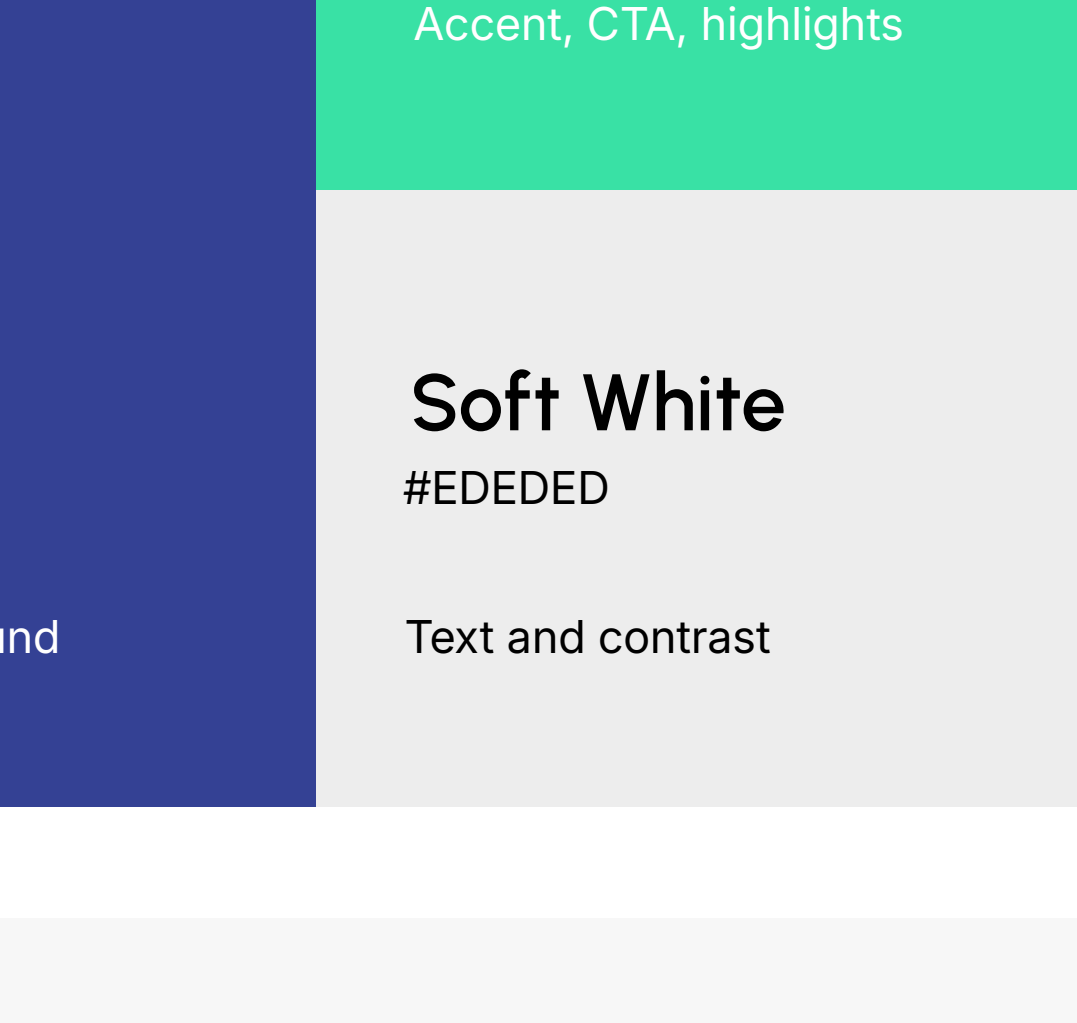
Primary: Vertical



Secondary: Horizontal



## Spacing Rule



Maintain clear space equal to the height of "X" around the logo.

## Logo Usage Guidelines

- Use original colors only.
- Don't add gradients.
- Keep logo clean and visible
- Avoid stretching, rotating, or adding effects

## Color System

**Deep Blue**  
#3F4A97  
Main brand background

**Teal Green**  
#39E1A5  
Accent, CTA, highlights

**Soft White**  
#EDEDED  
Text and contrast

## Typography

**Aa** Font Family: **Urbanist/Inter**

**Regular**  
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 12345678900 !@#\$%^&'()\*\_+~

**Semi Bold**  
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 12345678900 !@#\$%^&'()\*\_+~

**Bold**  
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 12345678900 !@#\$%^&'()\*\_+~

## Mockups