

01. MAIN LOGO

NovaRyd

02. TENTATIVE TAGLINES

- Watt a ryd
- Nave kal ki nova savari
- Navi soch, Nova savari
- No fuel, no fuss- just us

03. BRAND MARK



04. FONT GUIDE

NovaRyd

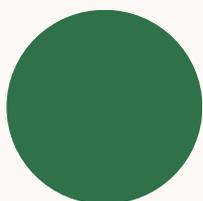
WATT A RYD

NovaRyd is an e-rickshaw startup steering Mumbai toward a greener tomorrow—quiet rides, zero fumes, and fares so friendly even your wallet will thank you. Perfect for the Mumbaikar always on the move, because why just ride when you can NovaRyd?

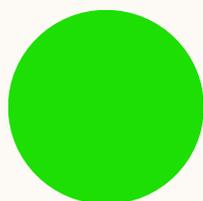
— VARELA ROUND

— OVO

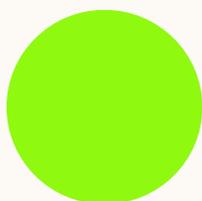
05. COLOR GUIDE



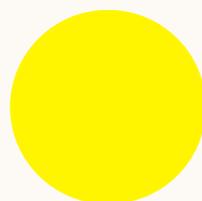
DARK GREEN
#2F7148



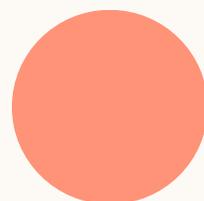
PARROT GREEN
#1DDF03



LIME
#90F910



YELLOW
#FFF500



SALMON
#FF9378

NovaRyd

NovaRyd

N

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NovaRyd

To:

Kimberly Nguyen

123 Anywhere St.,
Any City, ST 12345

October 25, 2023

Dear Kimberly Nguyen

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc sit amet sem nec risus egestas accumsan. In enim nunc, tincidunt ut quam eget, luctus sollicitudin neque. Sed leo nisl, semper ac hendrerit a, sollicitudin in arcu. Duis pulvinar condimentum elit quis dignissim. Maecenas euismod at risus ut dignissim. Donec pharetra condimentum augue sit amet volutpat. Aliquam luctus, massa eu consectetur rutrum, leo felis imperdiet turpis, imperdiet auctor tellus diam id lectus. Aliquam sollicitudin eros pulvinar, mollis felis eu, molestie mauris. In ut felis enim. Sed pulvinar sapien nec blandit dictum.

Praesent cursus tincidunt mi, et imperdiet dolor. Fusce in accumsan justo. Maecenas faucibus leo vel vestibulum porta. Vivamus consectetur quis massa et interdum. Phasellus pellentesque nibh ac urna finibus, at consectetur libero ornare. Nam molestie tempus nisi, a fermentum nisl tristique quis. Cras malesuada vel enim vel finibus.

Praesent cursus tincidunt mi, et imperdiet dolor. Fusce in accumsan justo. Maecenas faucibus leo vel vestibulum porta. Vivamus consectetur quis massa et interdum. Phasellus pellentesque nibh ac urna finibus, at consectetur libero ornare. Nam molestie tempus nisi, a fermentum nisl tristique quis. Cras malesuada vel enim vel finibus.

Regards,

Rachelle Beaudry



ADDRESS.

123 Anywhere St., Any City



CONTACT.

123-456-7890



WEBSITE.

reallygreatsite

Brand voice examples:



mereko to aisa dhak dhak horela hai



Replying to @zomato

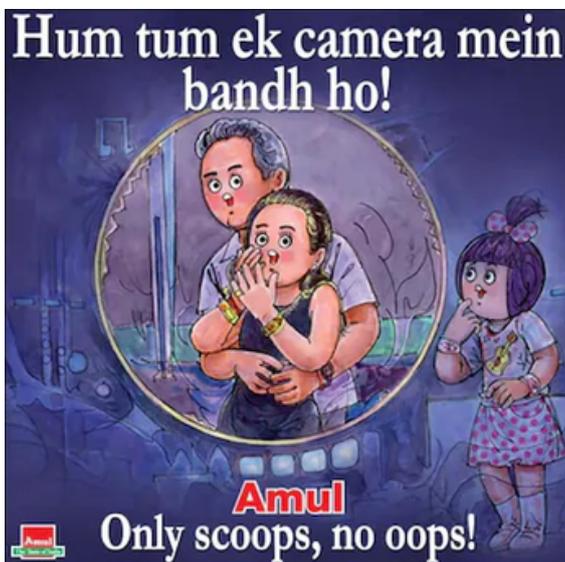
Chill karo, humare saath subah ki
ChalPO



Abhi toh message SEBI relax nahi ho
paaoge warna abhi bhej dete.

All the best! Rooting for team
[@zomato](#) and [@deepigoyal](#)

 [@zomato](#) · 2h
mereko to aisa dhak dhak horela hai



 [Zomato India](#) · @ZomatoIN · Jul 3
Guys, kabhi kabhi ghar ka khana bhi kha lena chahiye
1.6K 3.2K 16.5K

 [Deepinder Goyal](#) · @deepigoyal

Replying to @ZomatoIN
Who did this? Good tweet. :)

4:09 PM · Jul 3, 2019 · [Twitter Web Client](#)

31 Retweets 545 Likes