

BRAND BOOK

NORA DAY

LUXURY WELLNESS
& LIFESTYLE CONSULTANT



Look your best.
Feel your best.
Live your absolute best.

Nora Day

NORADAYLIVE.COM



Brand Foundation

MISSION

Helping people look, feel, and live their absolute best through luxury wellness experiences that inspire health, happiness, confidence, and peaceful abundance.

VISION

To become one of the world's most trusted luxury wellness lifestyle brands.

VALUES

- Wellness
- Gratitude
- Simplicity
- Transformation
- Integrity
- Nature
- Mindfulness
- Beauty
- Abundance
- Authenticity

COLOUR PALETTE



Visual Identity

NORA DAY

LUXURY WELLNESS

PRIMARY LOGO



SECONDARY MONOGRAM

Nora Day

SIGNATURE

TYPOGRAPHY

Playfair Display
Cormorant Garamond
Lato
Montserrat

Nora Day

HEADINGS

HEADINGS & EDITORIAL

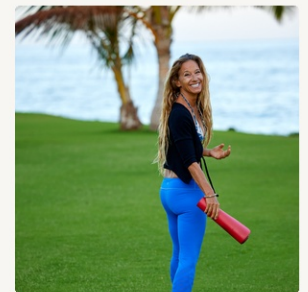
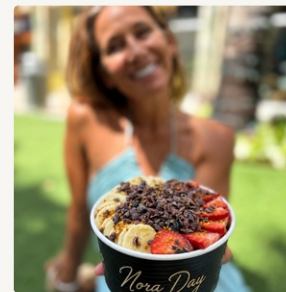
BODY

BODY & LABELS

SIGNATURE SCRIPT — SIGNATURES ONLY

PHOTOGRAPHY STYLE

Natural.	Elegant.
Peaceful.	Luxury travel.
Mindful movement.	Ocean.
Sunrise.	Sunset.
Wellness.	Authenticity.



ONLY ORIGINAL NORA DAY PHOTOGRAPHY — NEVER STOCK IMAGERY OF PEOPLE



03 — BRAND VOICE

Brand Voice

Calm • Encouraging • Confident • Luxury • Inspirational • Authentic • Refined

SIGNATURE PHILOSOPHY

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Nora Day

CORE MESSAGE

Luxury wellness is creating a life where your body feels energized, your mind feels peaceful, and your soul feels fulfilled.

SIGNATURE QUOTES

Luxury begins with how you care for yourself.

Choose yourself every day.

Small daily choices create extraordinary lives.

Brand Applications



WEBSITE



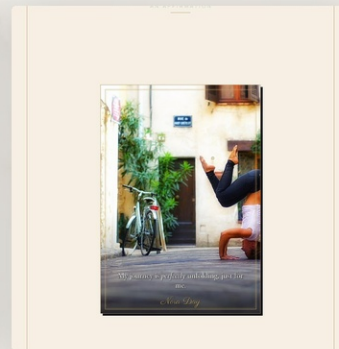
MEMBERSHIP SITE



MOBILE



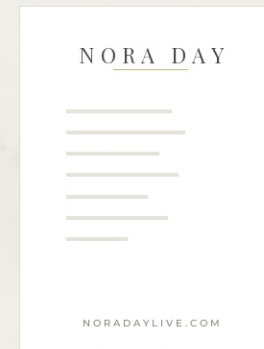
WELLNESS JOURNAL



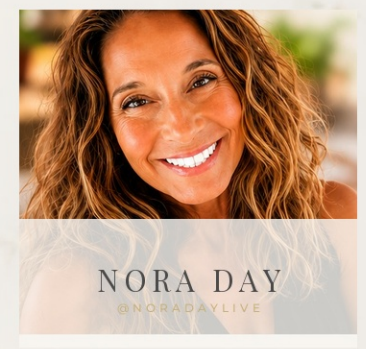
AFFIRMATION CARDS



BUSINESS CARD



LETTERHEAD



SOCIAL MEDIA

BRAND PROMISE Every interaction with Nora Day should leave people feeling
Peaceful • Inspired • Healthy • Beautiful • Hopeful • Confident • Empowered

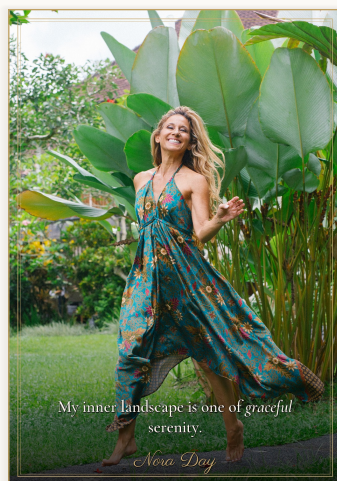
Luxury Wellness. Elevated Living. Inspired by Nature. Guided by Intention.

The Affirmation Deck

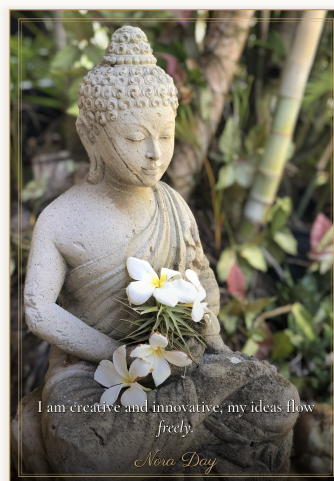
*Two hundred and thirty-five daily affirmations, each paired with original photography.
A quiet ritual — one card, one intention, one morning at a time.*



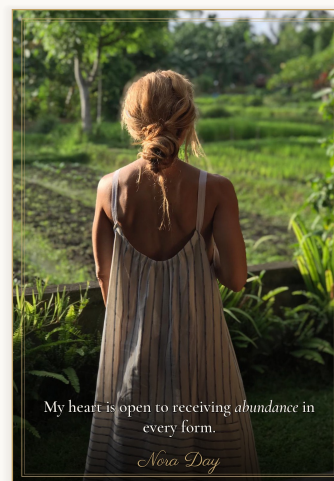
STILLNESS



GRACE



CREATIVITY



ABUNDANCE



ALIGNMENT

235 CARDS

3.5 x 5 IN

PRINT + DIGITAL

DAILY DELIVERY

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