

## We transform your vision in true visual form

### Who we are

We created Nextera Design to provide 'Beautiful and Functional' designs to those businesses who understand the importance of branding and want to brand their products.

We believe even a very beautiful design is useless if it doesn't go close to the purpose it was created for. We focus our whole energy in creating designs those can convey the

intended message to the viewer's mind. We call ourselves success only if we are able to create intended perception.

We believe if design is created with original thoughts and tested on lot of criteria, then it's bound to be original. It'll rarely resemble any other design in whole world.

### Our Mission

To create designs which are beautiful as well as functional.

### Our Values

Originality | Integrity | Passion  
Continuous Improvement

## 01 Case Study

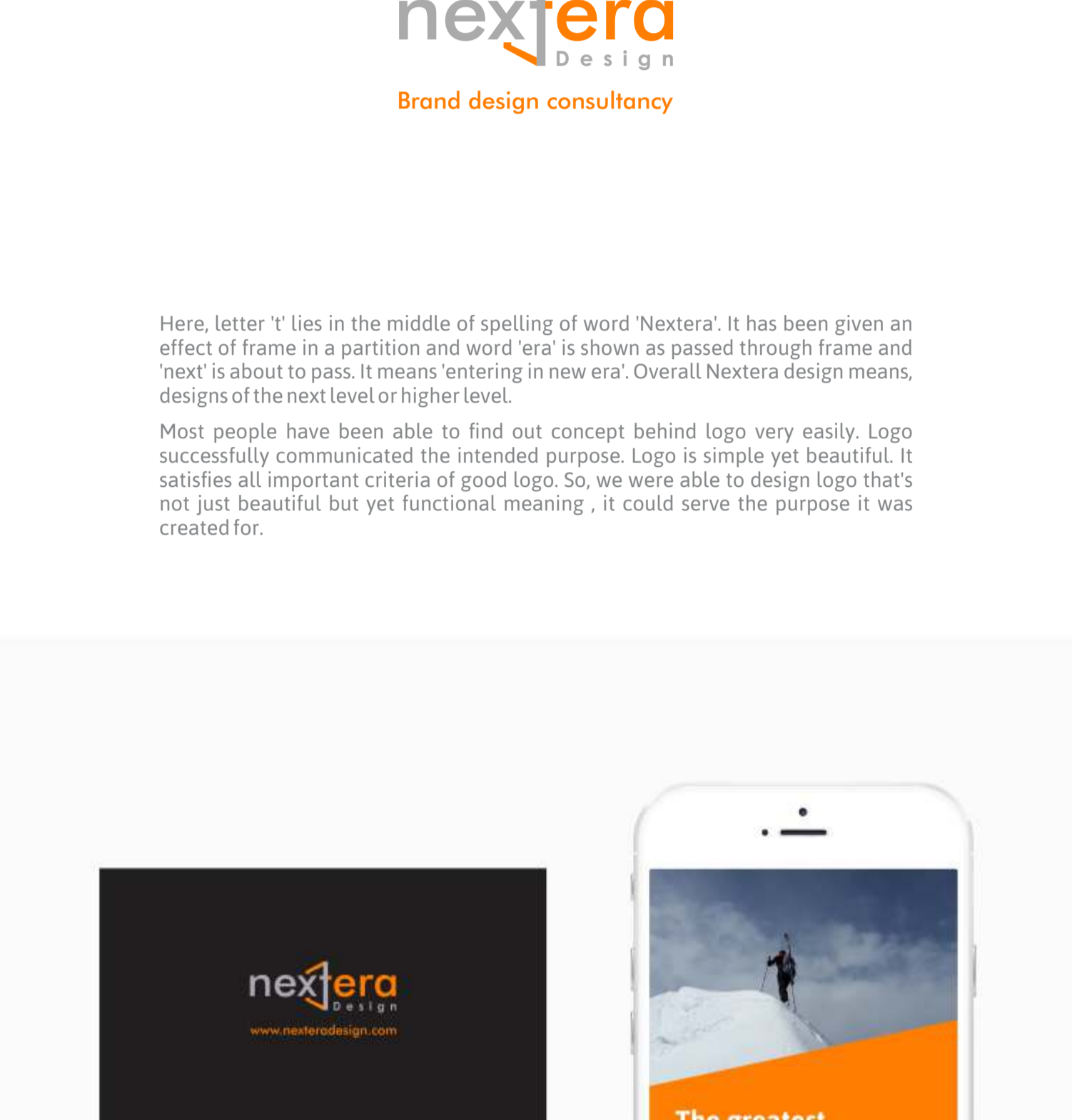


### Nextera Design

**Category:** Brand Design Consultancy

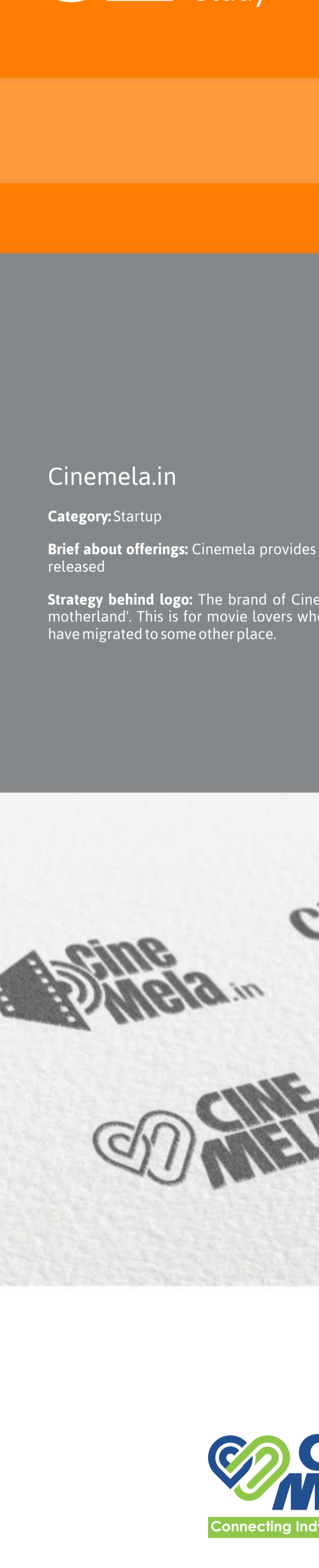
**Brief about offerings:** Nextera Design provides world class designs which are not only beautiful but functional also, to the brands. Nextera Design offers brand design services for both online and offline media. Major services are Logo Design, UI/UX Design, Corporate Identity Design, and Package Design

**Strategy behind logo:** The purpose of logo was to either explain name Nextera which is based on company's philosophy ('Continuously passing to new era in terms of quality, standards, knowledge etc.') or communicate its brand ('Delivering beautiful and functional designs').



Here, letter 't' lies in the middle of spelling of word 'Nextera'. It has been given an effect of frame in a partition and word 'era' is shown as passed through frame and 'next' is about to pass. It means 'entering in new era'. Overall Nextera design means, designs of the next level or higher level.

Most people have been able to find out concept behind logo very easily. Logo successfully communicated the intended purpose. Logo is simple yet beautiful. It satisfies all important criteria of good logo. So, we were able to design logo that's not just beautiful but yet functional meaning, it could serve the purpose it was created for.



## 02 Case Study



### Cinemela.in

**Category:** Startup

**Brief about offerings:** Cinemela provides information about regional movies to be released

**Strategy behind logo:** The brand of Cinemela.in is 'emotional attachment to the motherland'. This is for movie lovers who love movies from their own region but have migrated to some other place.



The logo shows attachment pin connected to location symbol and together they form heart shape. It goes close to the meaning 'emotional attachment with the location'. Generally, people are attached emotionally only to two locations:

1. Their motherland or
2. The place they migrated to.

## 03 Case Study



### Félicité Perfumes

**Category:** Perfumes

**Brief about offerings:** Félicité is brand for premium perfumes.

**Strategy behind logo:** The requirement of logo was to fit in the brand personality of Félicité. It should go well with package which together should justify the rich look of perfume. It should help to shape the perception that'll justify the price of perfume.



*Thank You*