

THEIYA

Theiya.

{thee - ya} • greek

in greek mythology, theia is the goddess of light, sight, and the heavens



ideation.

01

ideation & formation



iterations.



Inspired from Greek architectural columns, as theiya is derived from a greek origin the head of letter T is derived from the same.



THEIYA



Selection of font , a sophisticated serif font aligning with the brand personality.

inspiration.



Logo.

002

finalized logo



THEIYA

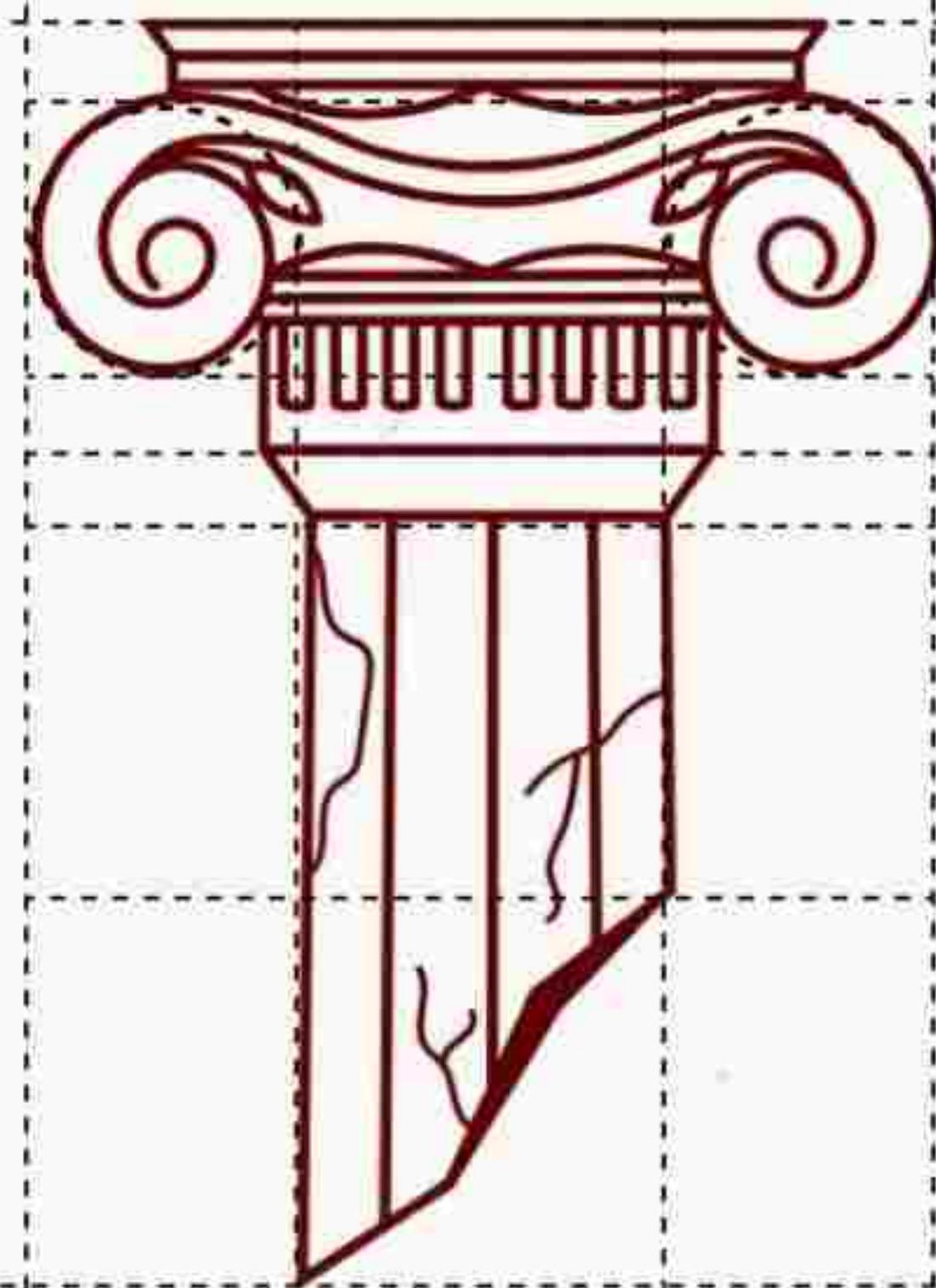


THEIYA



variation

402 x 555px



THEIYA

80px



type.

003

finalized logo

THEIYA

TAN PEARL

A B C D E F G H I J K L
M N O P Q R S T Y Z

1 2 3 4 5 6 7 8 9 0



colors. 04+

brand colors

Warm Mahogany

#300202

A Touch Of Regality

Conveys Trustworthiness, Reliability, And Authority

Optic White

#FFFFFF

Symbolize Minimalism And New Beginnings

Creating Contrast With Blue

Royal Gold

#FFD700

Gold Is A Color That Can Convey Luxury,

Success, And Wealth.



Brand Identity

05

core values

CORE VALUES

Quality Craftsmanship

making each and every product through handwork with attention to detail.

Timeless Elegance

design jewelry that is classic and enduring.

Personalization

offer customization options to cater to individual preferences.

Customer Satisfaction

provide exceptional customer service and support.

BRAND STORY

Theiya, Inspired By The Greek Goddess Of Light, Aims To Illuminate The Lives Of Its Customers With Exquisite Jewelry. Founded By Dhruv Soni, A Visionary With A Family Legacy Of Over Five Decades In Jewelry.

Theiya Combines Traditional Craftsmanship With Contemporary Design. The Brand's Commitment To Quality Craftsmanship, Personalized Service, And Timeless Elegance Sets It Apart In The Competitive Market.

Demographics

- Women Aged 17-35, With An Appreciation For Fine Jewelry.

Psychographics

- Individuals Who Value Quality Craftsmanship And Timeless Elegance. They Are Confident, Independent, And Appreciate Personalized Products.

Theiya Aims To Position Itself As A Contemporary Jewelry Brand That Offers Affordable Luxury And Personalized Designs. A Brand Which Acts As A Companion For Their Customers. A Go To Partner In Style, Accessories And Jewelry.

