

Nexora Brand Guidelines

For press, partners and agencies. How to write about Nexora, and how to use our name, logo, colours and fonts. Version 1.0, October 2026. Questions: contact the Nexora team through nexorawa.com.

1. Who we are, in one line

Nexora is an AI sales agent for WhatsApp, built in India for small and growing businesses.

Purpose line: No sale should be lost to waiting. **Tagline:** Reply in seconds. Close without waiting. **Hindi tagline:** पल भर में जवाब। बिना इंतज़ार के बिक्री।

2. Boilerplate

25 words Nexora is a WhatsApp AI sales agent for Indian businesses. It replies to leads in seconds, sends quotes and invoices, and follows up, any hour.

50 words Nexora is an AI sales agent for WhatsApp, built in India for small and growing businesses. It replies to every lead in seconds, answers customer questions, sends quotations and invoices, and follows up automatically, in the customer's language, while the business's team stays in control. Nexora's purpose: no sale should be lost to waiting.

100 words Nexora is an AI sales agent for WhatsApp, built in India for small and growing businesses. Nexora began in its founders' own office, where WhatsApp leads went cold because the sales team replied hours later. Today it replies to every lead in seconds, answers questions from what each business teaches it, sends quotations and invoices, follows up automatically and helps close the sale, any hour of the day, in the customer's language. Teams see every chat and can step in anytime, on Meta's official WhatsApp Business API. Businesses can try Nexora for ₹1 for the first month. Learn more at nexorawa.com.

3. Our name

- Always **Nexora**: capital N, the rest lower case. In the logo the wordmark is set in capitals; in text it is always "Nexora".
- Never "NexOra", "NEXORA" (in running text), "Nexora AI" (as the company name) or "Nexorawa".
- Our website is **nexorawa.com**.
- **WhatsApp** is a trademark of Meta. Always write it exactly as "WhatsApp".

4. Logo

The Nexora logo is the purple **N mark** with the **NEXORA** wordmark.

- **Clear space:** keep space around the logo at least as wide as one stripe of the N.
- **Minimum size:** the N mark at 20 px on screen (6 mm in print); the full logo at 96 px (25 mm).
- **Versions:** full colour on light backgrounds; white wordmark on dark backgrounds; one-colour ink where colour is not possible.

Please don't: stretch or squash it · rotate it · change its colours · add shadows, glows or outlines · place it on busy photos without a solid panel · rebuild the wordmark in another font · use the N mark as a letter in other words.

5. Colour

	Name	Hex
	Nexora Purple (primary)	#7C5CFF
	Purple Glow (gradient)	#7C5CFF → #9B7BFF → #C2A8FF
	Deep Violet	#5B3BE0
	Ink	#111111
	Cream	#FBFAFF
	Lavender	#CDBFFF
	Sun Yellow	#FFDF6E
	Mint	#AEF0CD
	Sky	#B9DDFF
	Blush	#FFB6D5

Use mostly cream or white with ink text, and keep purple for the moments that matter. WhatsApp green appears only inside WhatsApp screen mock-ups, never as a Nexora colour.

6. Typography

Use	Typeface
Headlines	Bricolage Grotesque (Bold, ExtraBold)
Body text	Inter (Regular to Bold)
Small labels	Space Mono (Regular, Bold)
Hindi	Noto Sans Devanagari or Inter

All are free Google Fonts.

7. How we sound

Our voice is **ready, plain, warm and sure**.

- **Lead with the outcome.** "Every lead answered in seconds."
- **Use numbers and moments, not hype.** "Replied in 4 seconds at 2 a.m." rather than "lightning-fast AI".
- **The business is the hero.** We say "you" and "your customers".
- **AI is a teammate, not a replacement.** The team always stays in control.
- **No fake urgency, no exaggeration.**

8. Imagery

Show real work, not robots: real Nexora screens, WhatsApp conversations and Indian business owners in their own workplaces. Our signature image is the late-night reply: a timestamp after hours and a reply in seconds.

9. Writing about Nexora

✓ "Nexora, a WhatsApp AI sales agent for Indian businesses..." ✓ "Nexora replies to WhatsApp leads in seconds and follows up automatically." X "Nexora replaces your sales team." (It helps your team; it doesn't replace it.) X "Nexora sends bulk WhatsApp messages." (We help businesses sell, not spam.)

10. Assets

Logo files (PNG, light and dark), product screenshots and the website demo video (English and Hindi) are available on request from the Nexora team.

