

BRAND GUIDELINES

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BRAND ESSENCE

AMILIYA REAL ESTATE 2026

Amiliya Real Estate is a Kathmandu-based property development company dedicated to creating high-quality residential and commercial spaces. We specialise in blending heritage-inspired architecture- Newari, Gurung, and Rana traditions with modern living standards, ensuring every project reflects cultural beauty, durability and comfort. We are not merely developers. Through heritage conservation, traditional construction, Vastu-informed planning, and the Nepal Vocations Academy, we are custodians of Nepal's architectural memory — building homes that honour the past and serve the future.

Brand Mission

Amiliya Real Estate exists not simply to buy and sell property, but to serve as a guardian of Nepal's rich architectural legacy. Every transaction, every restoration, every design consultation is guided by a deep respect for the stories embedded in stone, timber, and terracotta. We connect culturally aware individuals with properties that carry meaning — spaces that have been crafted with care and will be cherished for generations

Brand Values

- Heritage Preservation
- Authenticity
- Long-Term Trust
- Cultural Storytelling
- Sustainable

[HTTPS://AMILIYAREALESTATE.COM/](https://amiliyarealestate.com/)



BRAND PERSONALITY

AMILIYA REAL ESTATE 2026

If Amiliya Real Estate were a person, they would be:

- A respected elder scholar — knowledgeable, warm, unhurried
- A master craftsman — skilled, proud of their work, deeply experienced
- A trusted family advisor — honest, loyal, thinking in decades not quarters
- A cultural guide — curious, storytelling, deeply rooted in Nepali identity

They would never be: a flashy salesperson, a tech evangelist, a trend-chaser, or an impersonal corporate voice.

BRAND POSITIONING

Amiliya Real Estate occupies a clearly defined and defensible position in the Nepali property market. Understanding that position helps every team member communicate consistently and confidently.

Positioning Statement

"For culturally aware buyers, investors, and businesses seeking meaningful property — Amiliya Real Estate is the trusted heritage expert that bridges traditional architecture with modern living standards, guided by deep cultural knowledge and authentic craftsmanship."

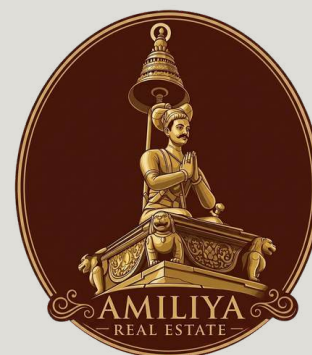
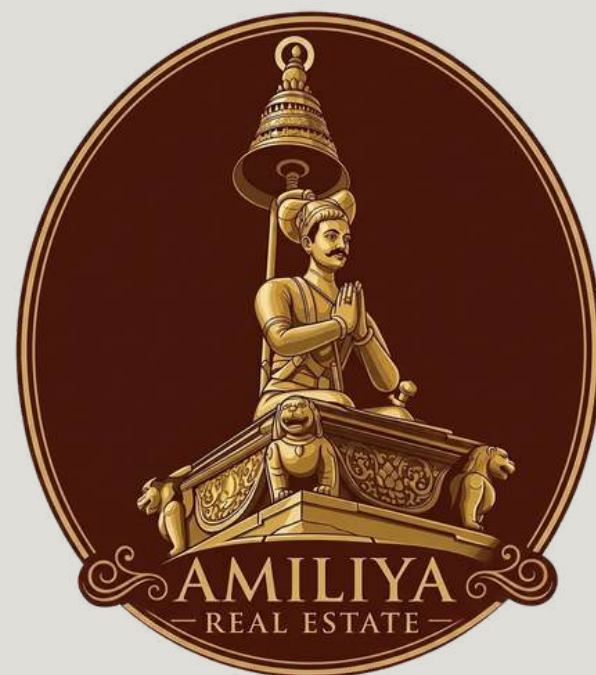


LOGO

AMILIYA REAL ESTATE 2026

The Central Iconography

- The King's Statue symbolises guardianship of heritage, a custodian of the land, culture, and communities the "Human-Touch" legacy of the Kathmandu Valley.
- The Golden Bell: Symbolizes clarity, awakening, and the announcement of a new era in heritage restoration.
- The Guardian Lions: Embody strength, security, and the protective nature of our real estate investments.
- Gold is the universal language of prestige — a colour that crosses cultural boundaries while carrying consistent meaning: excellence, wealth, refinement, and the timeless.



LOGO SCALE VARIANTS

The emblem is designed to read powerfully at all scales — from full-page presentations to compact applications such as signage, stationery, and digital avatars. Minimum reproduction size is 48px to preserve emblem clarity.

Do not place the logo on cold grey, stark white, or coloured backgrounds that compete with the gold palette. The emblem loses authority and cultural resonance on unsanctioned backgrounds.

Amiliya
Real Estate

Amiliya
Real Estate

Amiliya
Real Estate

Amiliya
Real Estate

Present the logo on the approved terracotta, deep red, or near-black backgrounds. The gold emblem requires a warm dark ground to achieve its full luminosity and prestige.

Maintain generous clear space around the emblem — minimum equal to the height of the letter 'A' in the logotype. The logo commands space; allow it to breathe.

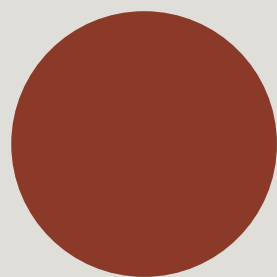
Pair the logo with CORMORANT GARAMOND (display) and MONTERRAT (body) typefaces to maintain the editorial, heritage-luxury typographic character consistent with the brand's identity.

PALETTE

AMILIYA REAL ESTATE 2026

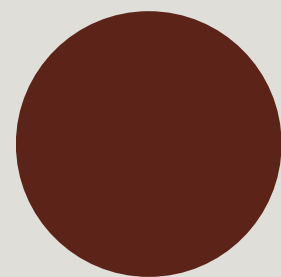
The Amiliya Real Estate color palette is drawn from the materials and environments of Nepal's heritage architecture — terracotta rooflines, aged timber beams, ochre temple walls, sun-bleached brick courtyards, and lush moss-covered stone. Each color is purposeful.

Primary Color



TERRACOTTA CRIMSON

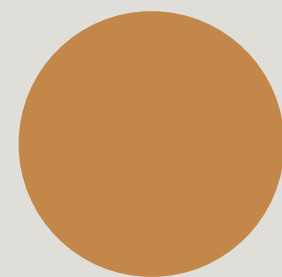
#8B3A2A



DEEP HERITAGE RED

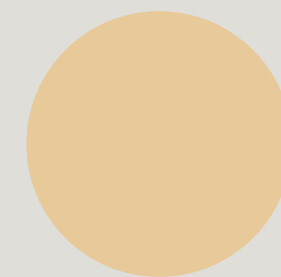
#5C2318

Secondary Color



AMBER GOLD

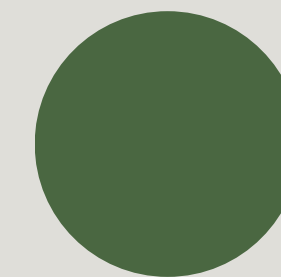
#C4874A



WARM PARCHMENT

#E8C99A

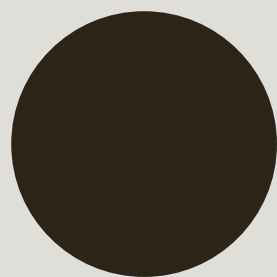
Accent Color



HERITAGE MOSS GREEN

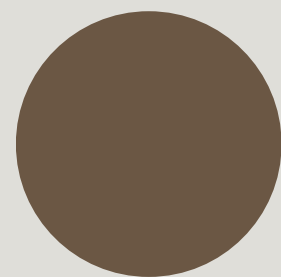
#4A6741

Neutral Palette



DARK WALNUT

#2C2416



WARM TAUPE

#6B5744



AGED LINEN

#D9C9B0



WARM WHITE

#F5F0E8

TYPOGRAPHY

AMILIYA REAL ESTATE 2026

Our brand typography consists of Cormorant Garamond, Montserrat, and Noto Sans Devanagari, with Noto Serif Devanagari for Nepali headings. Cormorant Garamond is used for English headlines to create a refined, heritage-inspired identity, while Montserrat is used for English body text to ensure clarity and readability.

For Nepali text, Noto Serif Devanagari is used for primary headings to maintain a traditional and authoritative feel, while Noto Sans Devanagari is used for body text and captions for clean and consistent readability.

All fonts should be used in their approved styles and weights to maintain a balanced and cohesive brand identity across all platforms.

HEADINGS & SUBHEADINGS

CORMORANT
GARAMOND

ABCDEFGHIJKLMNOPQRSTUVWXYZ

BODY & PARAGRAPHS

MONTSERRAT

abcdefghijklmnopqrstuvwxy

शीर्षक र उपशीर्षक

NOTO SERIF
DEVANAGARI

क ख ग घ ङ च छ ज झ ञ ट ठ ड ढ ण त थ द ध न प फ ब भ म य र ल व श ष स ह

मुख्य पाठ र अनुच्छेद

Noto Sans Devanagari

क ख ग घ ङ च छ ज झ ञ ट ठ ड ढ ण त थ द ध न प फ ब भ म य र ल व श ष स ह

BRAND VOICE

AMILIYA REAL ESTATE 2026

The words Amiliya Real Estate uses are as important as the visuals. Language must feel warm, trustworthy, and rooted in cultural authenticity. Every piece of copy — whether a social media caption or a property listing — should sound like it was written by someone who truly cares about heritage.

Principles

Trustworthy, not salesy

Speak with authority and care, never with pressure. Avoid superlatives like 'best deal' or 'limited time offer.' Instead, lead with knowledge and story.

Culturally respectful, not romanticising

Acknowledge Nepal's heritage with genuine reverence, not as a marketing aesthetic. Avoid reducing culture to a visual filter — engage with it meaningfully.

Warm, not casual

Write as a respected professional who genuinely cares — not as a friend texting, and not as a cold institution. Semi-formal, human, and considerate.

Story-driven, not feature-driven

Describe properties through their narrative, history, and craftsmanship rather than purely through square footage and price. Connect emotionally first.

Amiliya voice	What to Avoid
Discover a rare heritage home in Bhaktapur's old city — restored with original timber and terracotta	Hot property alert! 3BHK available — act now before it's gone!
This courtyard home has stood for over a century. Its carved windows tell stories that no modern building could.	Beautiful home with stunning features. Schedule your viewing today!
We take time to understand what a property means, not just what it costs.	We offer the cheapest prices on heritage properties in Kathmandu.
We take time to understand what a property means, not just what it costs.	100% guaranteed ROI on all investment properties.

IMAGERY

The Amiliya photographic style is defined by four words: warm, authentic, cinematic, and human. Properties should feel lived-in and storied, not staged for a catalogue. Craftsmanship details should feel close and tangible. Human presence, even implied, should always be considered.



SOCIAL MEDIA

Social media is where Amiliya Real Estate builds daily relationships with its audience. It is not a broadcasting channel — it is a storytelling platform. The goal is not simply to post consistently, but to build a community of people who are genuinely interested in heritage, culture and meaningful property.

Platform Strategy

Instagram

- Use a mix of high-resolution professional photography and "behind-the-scenes" glimpses. Maintain a consistent color palette (matte finishes and warm, earthy tones) to reflect the heritage aspect.
- Content focus: Heritage photography, restoration journeys, craftsmanship details, architectural beauty
- Format priority: Reels, Carousel posts, Single images
- Posting frequency: 2-3 times per week minimum
- Story cadence: Daily Stories — behind-the-scenes, polls, quick updates, progress photos

Facebook

- Primary audience: 30–55, investors, local buyers, community groups
- Content focus: Property listings, educational articles, restoration updates, community engagement
- Format priority: Article links (30%), Photo albums (35%), Video posts (25%), Events (10%)
- Use Facebook to promote open houses, local heritage events, or webinars about real estate.
- Group strategy: Create or participate in Nepali heritage, real estate, and culture groups

Youtube

- Mini-Documentaries: 3–5 minute videos detailing the entire journey of a property from a ruin to a restored masterpiece. Focus on the craftsmanship and technical challenges.
- Content focus: Restoration documentaries, architectural tour videos, Vastu and cultural planning educational series, educational videos, Heritage Storytelling etc.
- YouTube Shorts: Use these for quick "Teasers" of upcoming long-form videos or rapid-fire property tours.
- Interviews: Feature the architects, local craftsmen, and the visionaries behind the brand.

TikTok

- The Before vs After format: Use trending transition audio to show a dilapidated heritage site transforming into a restored Amiliya property.
- Did You Know?" (Educational): Quick 15–30 second clips explaining a specific traditional building technique or the history of a specific location in Kathmandu.
- The Hook: Every video must have a text hook in the first 2 seconds (e.g. "Bringing 100 years of history back to life").
- Community Interaction: Reply to comments with video responses to explain pricing, location, or materials used.

