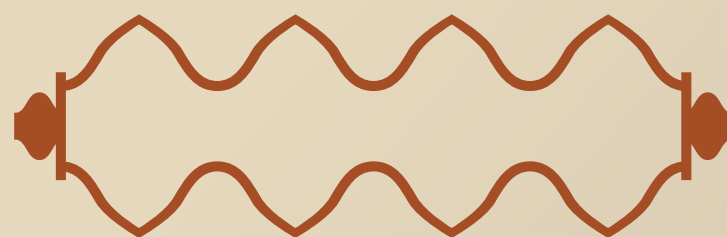


# WHO WE ARE?

TILHARI stands as a testament to the enduring beauty and rich heritage of Nepal. Taking its name from the iconic Tilhari necklace, a potent symbol of love, commitment, and cultural identity, our brand seeks to reimagine this legacy for the modern era. We are dedicated to preserving time-honored Nepali craftsmanship, blending traditional techniques with contemporary aesthetics to create jewelry that is both timeless and relevant. Each TILHARI piece is a tribute to the skilled artisans and the vibrant cultural tapestry of Nepal, carrying forward stories of tradition, artistry, and enduring spirit.

PRIMARY LOGO  
VERSION 1

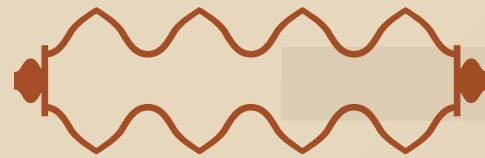


TILHARI

NEPALI PARAMPARA KO PRATEEK

# LOGO

Symbol



# TILHARI

NEPALI PARAMPARA KO PRATEEK

Workmark

## INSPIRATION





# PRIMARY LOGO

## VERSION 1

TILHARI is a jewelry brand deeply rooted in Nepali tradition, and its primary logo reflects this heritage with elegant simplicity.

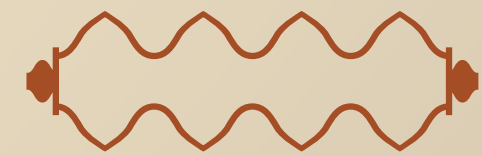
The primary logo features the symbol of 'Tilhari', which is a traditional necklace, often worn by women, especially during special occasions or cultural ceremonies.

The deliberately uneven lines and lack of fine details in the symbol are intentional, symbolizing the raw beauty and authenticity of 24-carat gold. Nepali jewelry is renowned for its purity and the meticulous handmade process behind each piece, capturing the soul of a craft passed down through generations.

Below the symbol, the brand name (wordmark) "TILHARI" is rendered in a minimalist font style using Sans Serif font. This minimalist typography ensures the focus remains on the symbolic jewelry piece while conveying a sense of modern elegance and traditional sophistication.

"Nepali Parampara ko Prateek," the tagline for Tilhari, translates to "Symbol of Nepali Tradition." More than just adornment, the brand's jewelry embodies the rich cultural tapestry of Nepal, offering a tangible connection to ancestral heritage. It evokes a sense of pride and belonging for those who cherish Nepali identity.

The consolidated logo (symbol + wordmark + tagline) thus reflects the brand's commitment to preserve and celebrate Nepali culture through beautifully crafted jewelry pieces.



TILHARI

NEPALI PARAMPARA KO PRATEEK

PRIMARY LOGO  
VERSION 2

TILHARI

NEPALI PARAMPARA KO PRATEEK

LOGO

TILHARI  
NEPALI PARAMPARA KO PRATEEK

रि

The design element lies in the final two letters, "RI," rendered in elegant Nepali script, subtly nodding to the brand's cultural roots. This clever incorporation of Devanagari script provides a unique visual identifier and reinforces the brand's authenticity.

# PRIMARY LOGO VERSION 2



The primary logo (version 2) for TILHARI offers a modern twist on tradition. It features a wordmark where "Tilhari" is written in a minimalist, sans-serif font, emphasizing the brand's contemporary aesthetic.

The design element lies in the final two letters, "RI," rendered in elegant Nepali script, subtly nodding to the brand's cultural roots. This clever incorporation of Devanagari script provides a unique visual identifier and reinforces the brand's authenticity.

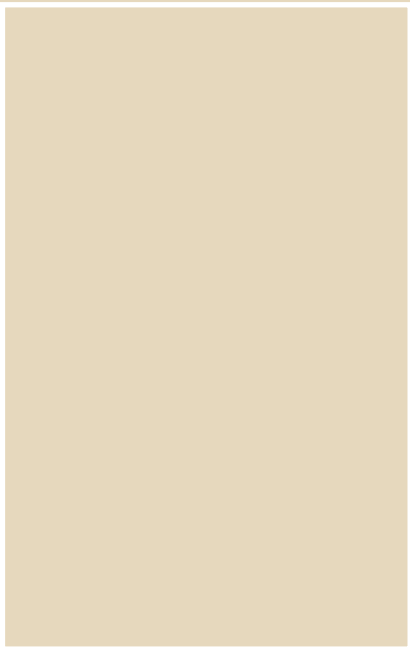
"Nepali Parampara ko Prateek," translating to "Symbol of Nepali Tradition," goes beyond aesthetics. For Tilhari, it's about offering a wearable piece of Nepali identity. This tagline represents a connection to cultural roots and a celebration of Nepali heritage.

Accompanied by the tagline "Nepali Parampara ko Prateek" (Symbol of Nepali Tradition), the secondary logo balances modern design with a deep respect for Nepali heritage, creating a memorable and culturally relevant brand identity.



# BRAND PALETTE

The brand palette is built upon a spectrum of earthy browns carefully selected to evoke feelings of nature, comfort, and positive living



#E6D8BD



#C9733A

## Primary Colors:

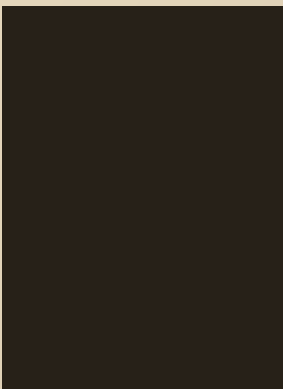
The foundation of the brand identity lies in the light beige (#E6D8BD), which acts as a neutral backdrop, providing a sense of calm and highlighting the richness of the browns. The second primary color, the mid-tone brown (#C9733A), serves to root the brand in a sense of heritage while remaining approachable and contemporary.



#3C4C24



#65381F



#282118

## Secondary Colors:

The browns (#A54E27, #65381F, and #282118), along with a deep olive green (#3C4C24), provide depth and contrast, adding a touch of elegance and sophistication. These colors evoke the earthiness and warmth associated with Nepali artistry and tradition.

The logo utilizes shades of brown to make the brand name attractive and noticeable, with the lighter shade comprising the symbol above the brand name. This strategic use of color enhances brand recognition and reinforces the connection to nature and comfort.



# LETTERHEAD & ENVELOPE





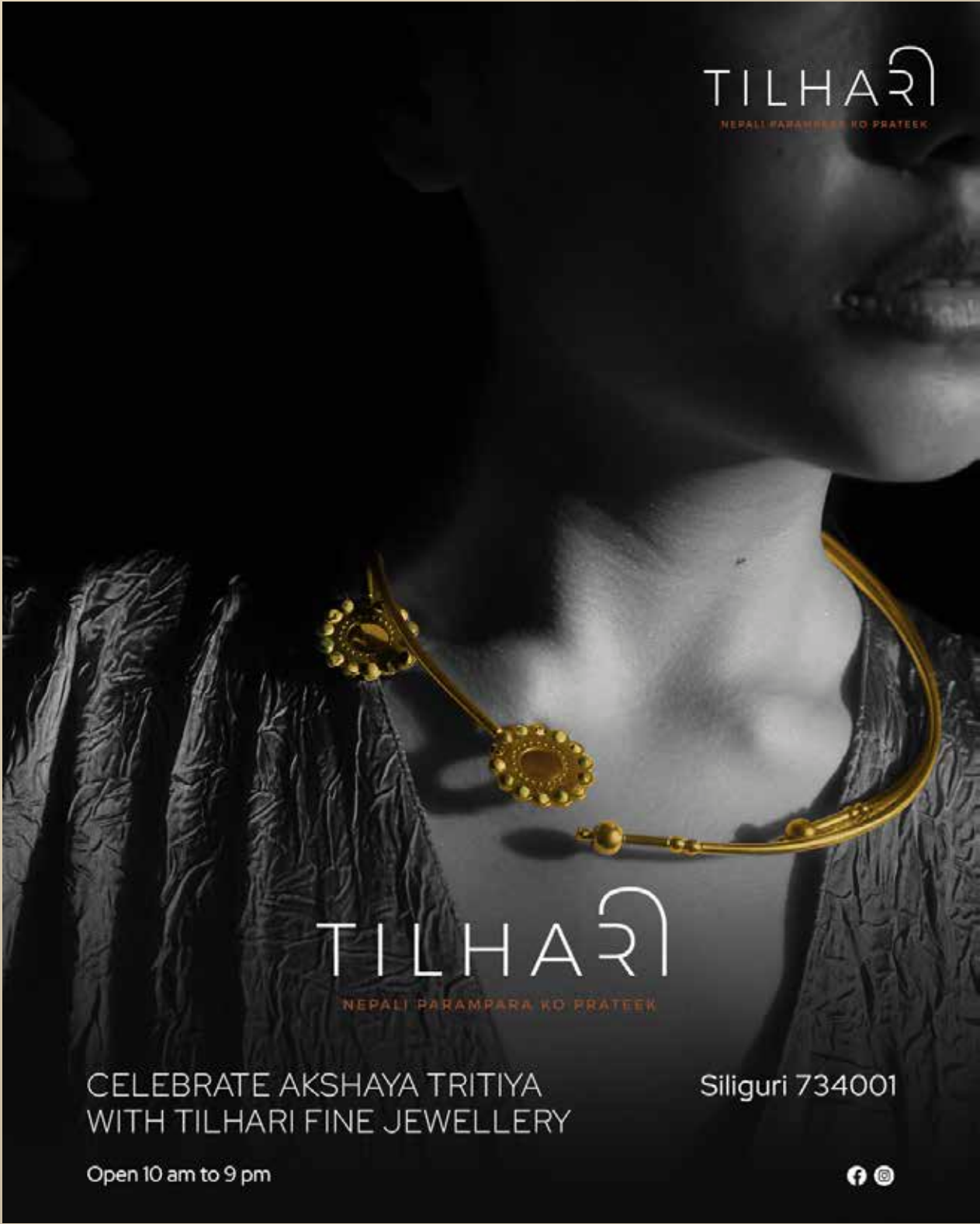
TILHARI  
NEPALI PARAMPARA KO PRATEEK

CELEBRATE AKSHAYA TRITIYA  
WITH TILHARI FINE JEWELLERY

Open 10 am to 9 pm

Siliguri 734001

Facebook icon Instagram icon



TILHARI  
NEPALI PARAMPARA KO PRATEEK

CELEBRATE AKSHAYA TRITIYA  
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TILHAR  
NEPALI PARAMPARA KO PRATEEK

TILHAR  
NEPALI PARAMPARA KO PRATEEK

USHERING IN THE AUSPICIOUS SEASON  
WITH PRECIOUS MOMENTS

Open 10 am to 9 pm



Siliguri 734001



# Sundari

TILHARI introduces SUNDARI, a brand rooted in tradition yet designed for the modern bride, Sundari is a wedding jewelry collection that embodies grace, elegance, and eternal charm. Inspired by the name itself—meaning beautiful—each piece in this collection is a tribute to the radiance of a bride, the richness of heritage, and the finesse of artisanal craftsmanship.

From intricate goldwork to breathtaking embellishments, Sundari blends age-old Nepali traditions with contemporary sophistication, ensuring every bride feels like a queen on her special day. More than just jewelry, it's a symbol of love, legacy, and the journey of a lifetime.

TILHARI  
NEPALI PARAMPARA KO PRATEEK

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CRAFTED WITH HERITAGE,  
WORN WITH PRIDE.



TILHARI  
NEPALI PARAMPARA KO PRATEEK

UP TO 20% OFF  
GET EXTRA VALUE ON YOUR OLD  
GOLD BROUGHT FROM ANY JEWELLER

GET 100%  
GET EXTRA VALUE ON YOUR OLD GOLD  
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GET 100%  
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BROUGHT FROM ANY JEWELLER



# Thank you

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