EYORA

BRAND GUIDELINES & IDENTITY BOOK



EYORA WEARABLES
RANCHI · JHARKHAND
EDITION 01 · 2026

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What's inside

Fourteen chapters, one system.

Every chapter opens with the rule, then shows it. Where a page offers a **Download asset** button, the file it links to is the official one, not a copy.

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BEFORE YOU BEGIN

How to use this book

A record of the system already in use, written down so it stays consistent.

01 · WHO IT'S FOR

Anyone writing, designing, filming or posting for Eyora Wearables: an agency, a freelancer, a printer, a new hire, or Eyora's own team.

02 · WHERE IT COMES FROM

The live website at **eyorawearables.com**, the official logo files, the boutique's own photography and packaging, and the Kiosk, My Eyora and Terra apps. Nothing here is a redesign.

03 · WHAT WINS

For anything that changes over time (the current offer, a price, the Google rating), the **live website** is the source of truth over this book. Confirm figures with Eyora before publishing.

04 · PLACEHOLDERS

Numbers Eyora hasn't finalised are shown in brackets, like **[PRICE]**. Never publish a placeholder as if it were real. Any deviation (a new colour, a new typeface) goes to Eyora first.

01

Who Eyora is, what the mark means, and the two colours the whole system grows from.

BRAND IDENTITY



BRAND IDENTITY

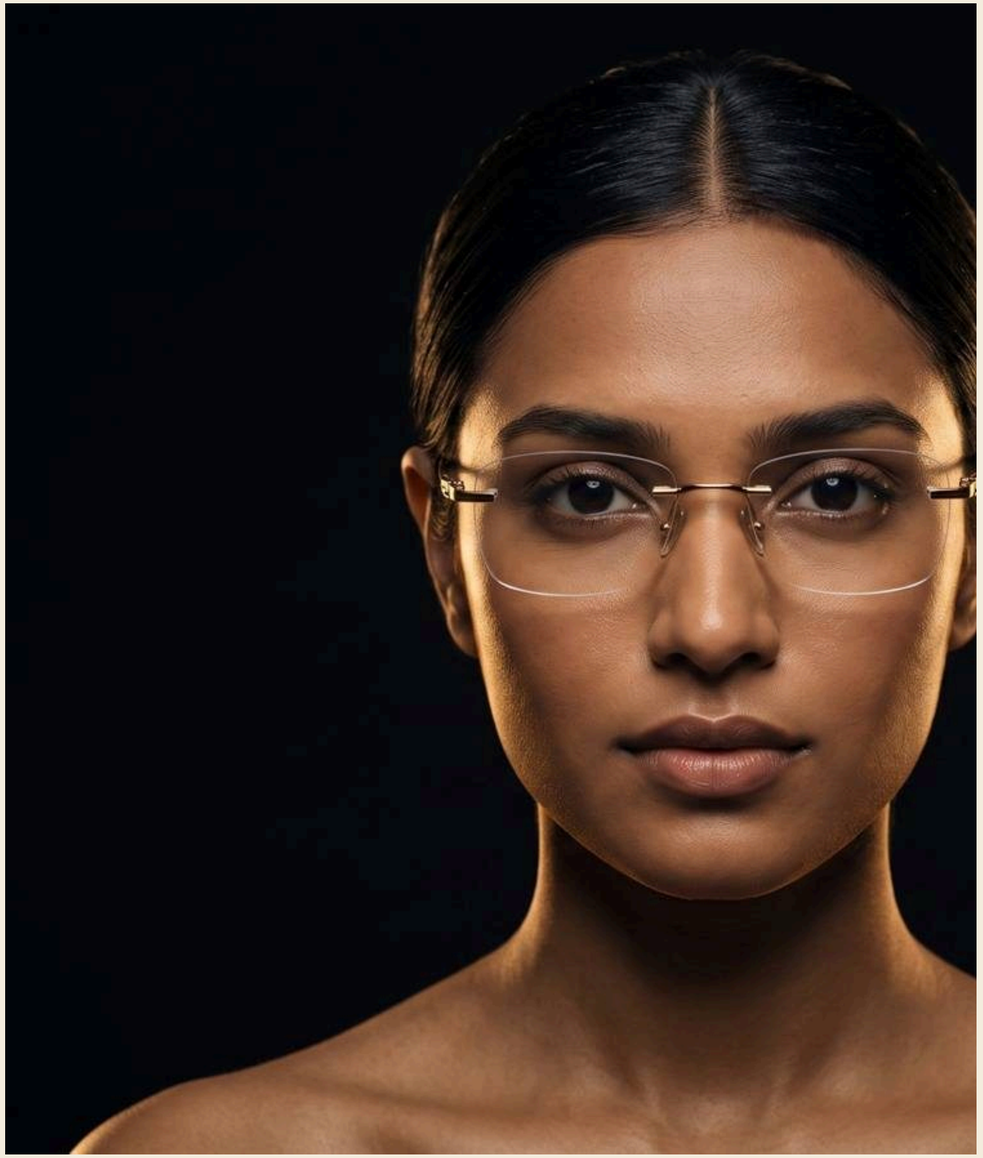
About Eyora

The art of being seen.

Eyora Wearables is **Jharkhand's first luxury eyewear and fine-timepiece boutique**, in Ashok Nagar, Ranchi.

It carries twenty-plus eyewear houses and ten-plus watch marques under one roof, many of them available in the state for the first time, fitted in person by certified Essilor Experts opticians.

The positioning fits on one line and every asset should be able to carry it: **The art of being seen.**







BRAND IDENTITY

Four things we always say

The pillars behind every headline.

These four ideas show up across the website, the store and the apps. If a piece of work says none of them, it is probably not saying anything Eyora-specific.

01

Curated, *not stocked.*

Every house was chosen "the way a curator hangs a gallery". Name specific houses and numbers, never vague breadth.

02

Fitted, *not sold off a shelf.*

The opticians measure the face before the sale. Lean on this over generic "great service" language.

03

First *in Jharkhand.*

A genuine, checkable fact and the strongest claim we have. Use it plainly, not as hype. Confirm it is still current before republishing.

04

Two obsessions. *One address.*

Eyewear and timepieces are one considered edit, never two separate stores.

BRAND IDENTITY

Meet the mark

Three readings, one shape.

Two identical half-rings around one centre, the right half dropped by a fixed offset, with two short bars in the gap.

Read literally it is two letters: E on the left and W, turned ninety degrees, on the right. Eyora Wearables. Read as an image it is a face wearing glasses, and a watch bezel around its movement.

All three readings are intentional. None needs explaining to a customer. It works because it is simple enough to draw from memory.



FIG 1 · E, FOR EYORA

The left half, with its bar, is an E.



FIG 2 · W, FOR WEARABLES

The right half, turned ninety degrees, is a W.



FIG 3 · LENS, BEZEL, FACE

Together: two lenses and a bridge, or a bezel around a movement.

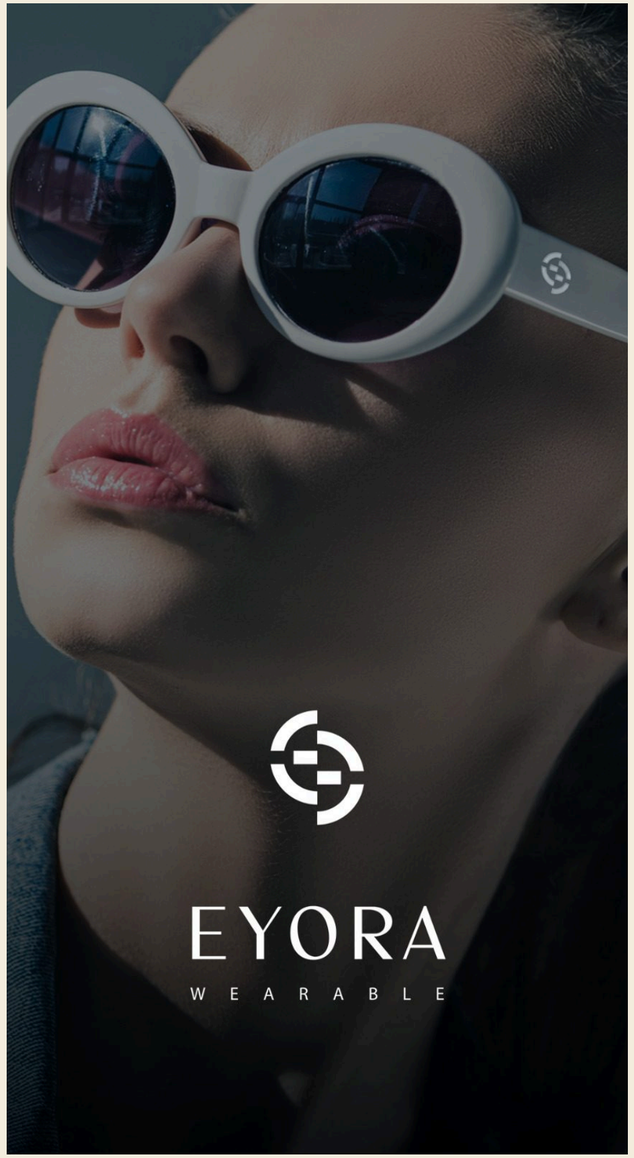
BRAND IDENTITY

Meet Ink

The ground everything stands on.

Ink is a warm brown-black, never pure black. Every dark surface (the website, the apps, the campaign photography) starts here.

It is what lets gold read as metal rather than as yellow, and it is why a crushed, cold black instantly looks like a different brand.





Ink

HEX	#141008
RGB	20 16 8
CMYK	0 20 60 92

~70% of every layout

BRAND IDENTITY

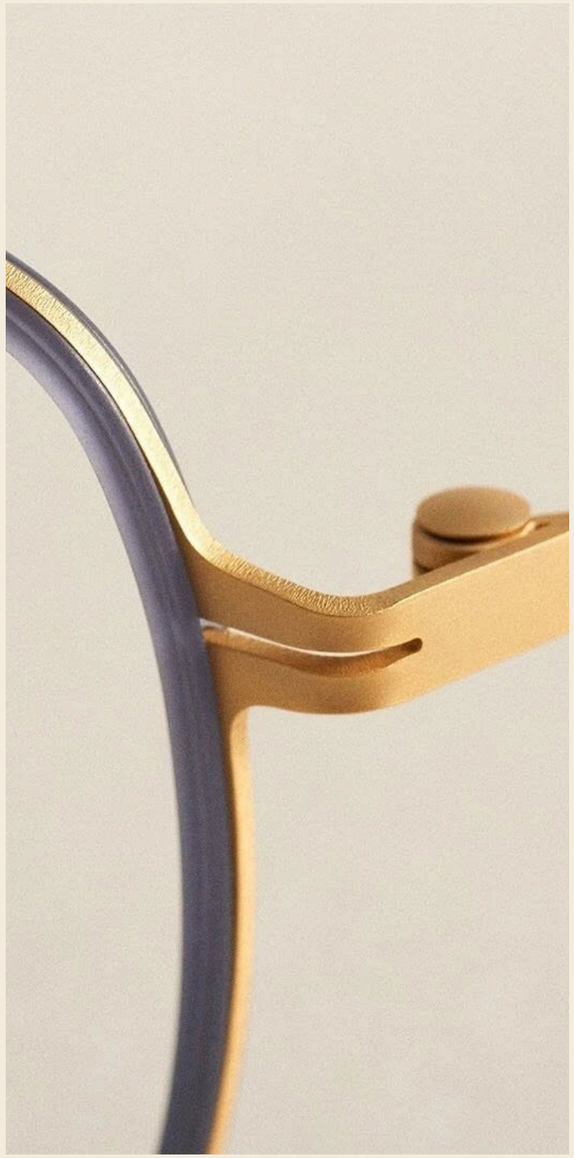
Meet Gold

A signature, not a wallpaper.

Gold is the mark, the button, the key number: the one thing on the page that should catch the eye. It is taken from the metal of the frames and cases we sell.

Used deliberately it says luxury. Past about a quarter of a layout it stops being Eyora and becomes generic "luxury gold".





Gold

HEX #C9A24B
RGB 201 162 75
CMYK 0 19 63 21

~10% of every layout

02

The lockups, the colours they come in, the space they need, and the ways never to use them.

LOGO

02

DOWNLOAD ASSET

LOGO

Primary logo

Horizontal lockup, gold on ink.

This is the logo in its default form: the mark beside the wordmark, compact spacing, in gold on the ink ground.

Use it for anything wide: website headers, email signatures, banners, letterheads, video end frames.

Never rebuild it. Never type "EYORA" in a font as a substitute. Always use the supplied files so the letterforms and spacing never drift.



DOWNLOAD ASSET

LOGO

Lockups

Two arrangements, two spacings.

Horizontal (mark beside wordmark) for wide spaces. **Vertical** (mark above wordmark) for square and tall spaces: posters, packaging, the shop sign.

Compact spacing is the default. **Spaced** placement gives the mark more air on large, quiet formats (hoardings, the bag, a hero screen).

These four are the only arrangements. Don't create a fifth.

FIG 1 · HORIZONTAL, COMPACT (DEFAULT)



FIG 2 · HORIZONTAL, SPACED



FIG 3 · VERTICAL, COMPACT



FIG 4 · VERTICAL, SPACED



DOWNLOAD ASSET

LOGO

Mark & wordmark

When the parts work alone.

The mark alone is for small, square or repeated uses where the name is already clear: the app icon, favicon, social profile photo, a foil stamp on a case, a pattern.

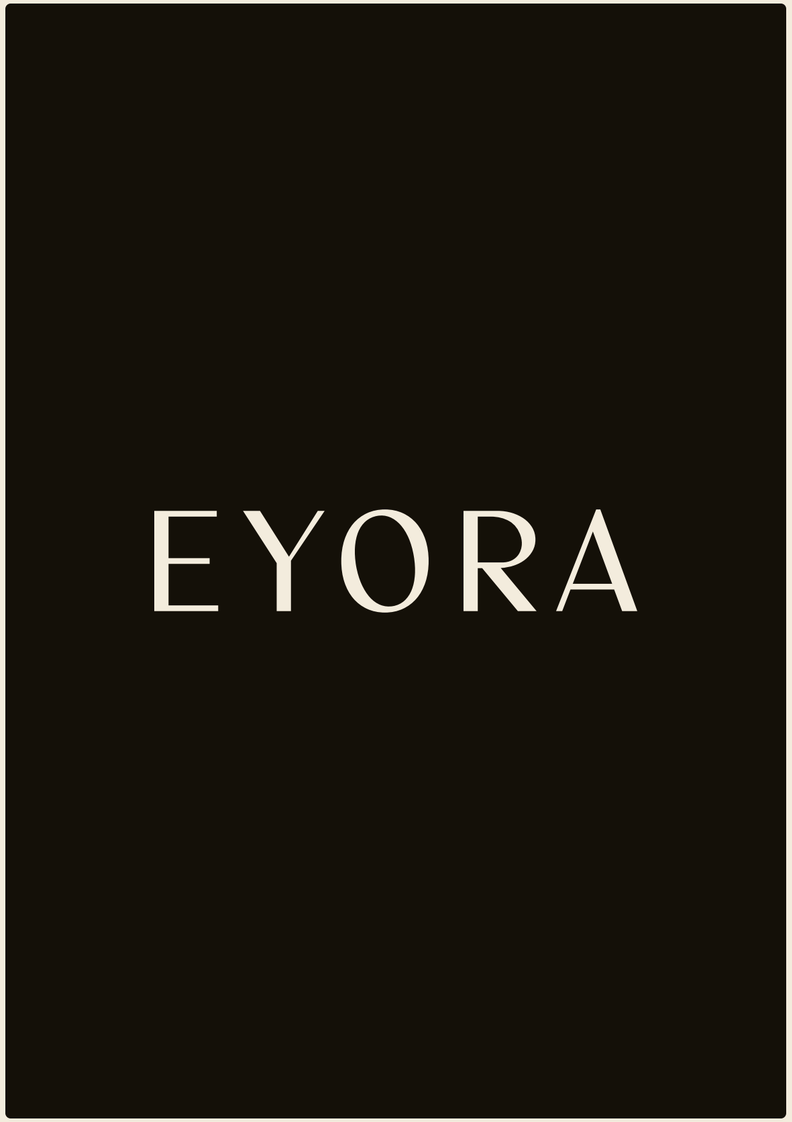
The wordmark alone is for narrow horizontal spaces where the mark would be too small to read: a lens-cloth corner, a temple arm, a receipt footer.

On anything a customer sees for the first time, use a full lockup.

FIG 1 · THE MARK



FIG 2 · THE WORDMARK



LOGO

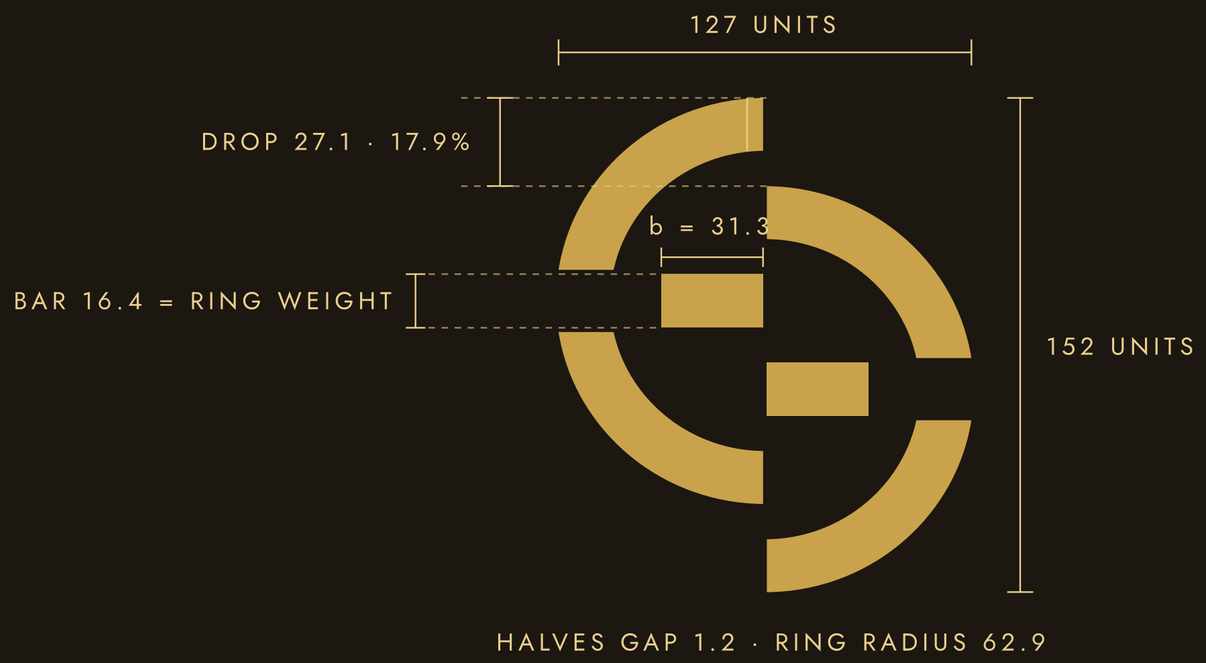
Anatomy

Every proportion is fixed.

The mark is drawn on a 127 × 152 unit field. Its proportions are the source of every other measurement in this book.

b, the length of one bar, is the base unit: 31.3 units, about ⅕ of the mark's height. Clear space, co-brand gaps and the pattern repeat are all measured in **b**.

The **drop**, how far the right half sits below the left, is 27.1 units: **17.9%** of the mark's height. The drop is the signature. Never level the halves.



DOWNLOAD ASSET

LOGO

Primary colour

Gold, ink, ivory. Always flat.

The logo appears in **gold on ink** for high-impact brand moments (Fig 1), **ink on ivory** for informative and printed material (Fig 2), and **ivory on ink** where gold would compete with photography or product (Fig 3).

Colour is binary, not gradient, anywhere a third party reproduces the logo: a print shop, a sticker maker, a merchandise supplier.

FIG 1 · GOLD ON INK



FIG 2 · INK ON IVORY



FIG 3 · IVORY ON INK



LOGO

On photography & material

One mark, one ink, one surface.

Over photography, place the logo in **ivory** on the darkest, calmest area of the frame, never across a face or the product.

On material it is always a single ink or foil: **gold foil** on the deep-teal card, **ivory print** on the midnight bag, **ink print** on the gold lens cloth.

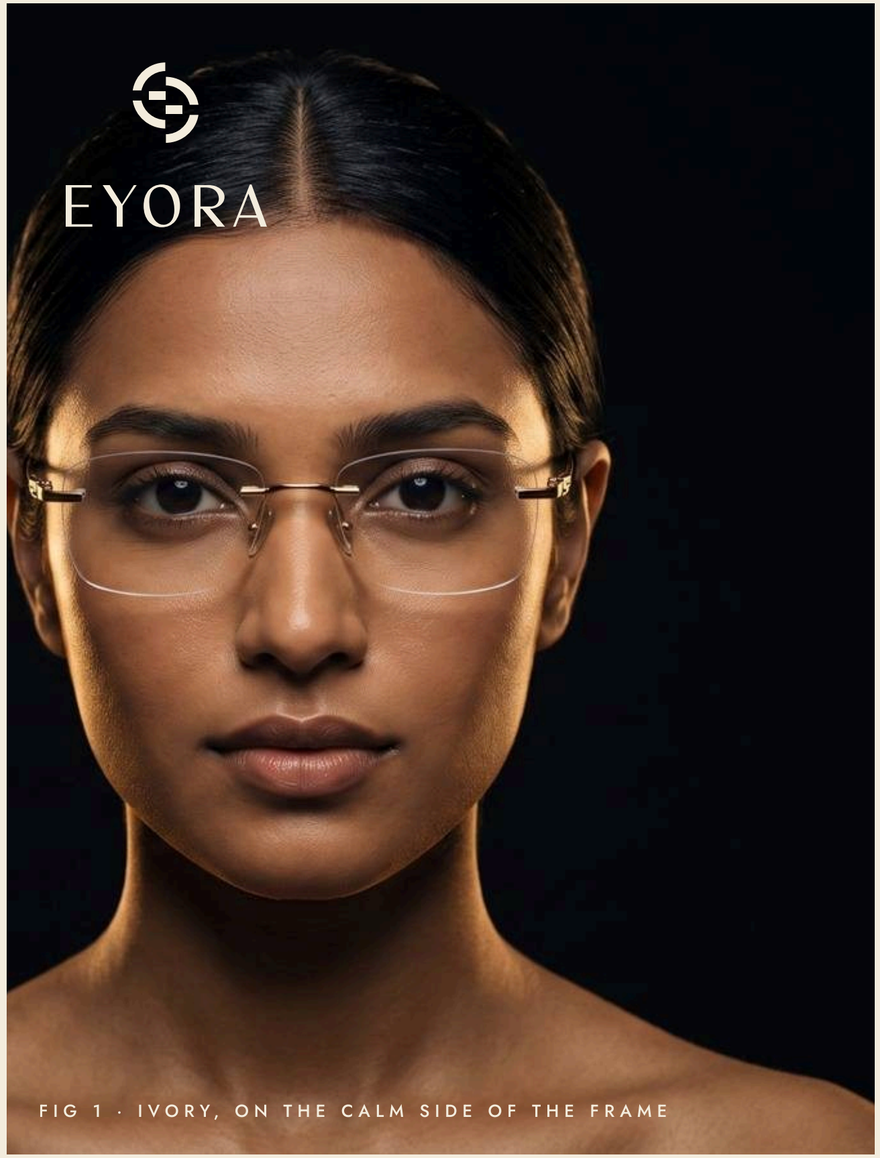


FIG 1 · IVORY, ON THE CALM SIDE OF THE FRAME



FIG 2 · GOLD FOIL ON TEAL



FIG 3 · INK ON GOLD CLOTH

LOGO

The gold gradient

A hero-only treatment.

On screen, the mark and the hero headline may carry a five-stop metallic gradient that catches light like polished gold. It lives on the website's hero and in motion, nowhere else.

Never ask a printer, embroiderer or sticker vendor to match it. For anything physical, use flat gold #C9A24B or a real gold foil.



0% · #8F6F2E 35% · #C9A24B 52% · #F0DCA4 68% · #C9A24B 100% · #8F6F2E angle 105°

LOGO

Clear space

Room to be seen.

To look its best, the logo needs space. No text, photo edge, graphic or other logo should come inside its clear-space zone.

The zone is **2b** on every side: twice the length of one bar, measured at the size the logo is being used.

On a 1080-pixel social post with a 300-pixel-wide lockup, **b** is about 13.6 pixels, so keep 27 pixels clear all round.



CLEAR SPACE = 2 × BAR LENGTH (b) ON ALL SIDES

LOGO

Minimum size

Below these, it stops reading.

The mark's bars close up first as it shrinks. Never use the logo smaller than the sizes shown here.

Where space is smaller than the lockup minimum, switch to **the mark alone** rather than shrinking the lockup.

ASSET	DIGITAL MINIMUM	PRINT MINIMUM	SHOWN AT MINIMUM
Horizontal lockup	120 px wide	30 mm wide	
Vertical lockup	64 px tall	18 mm tall	
Wordmark alone	90 px wide	22 mm wide	
Mark alone	16 px tall (favicon)	5 mm tall	
Foil / emboss / engrave	n/a	8 mm tall mark	*Foil fills in fine gaps: go larger.*

LOGO

Misuse

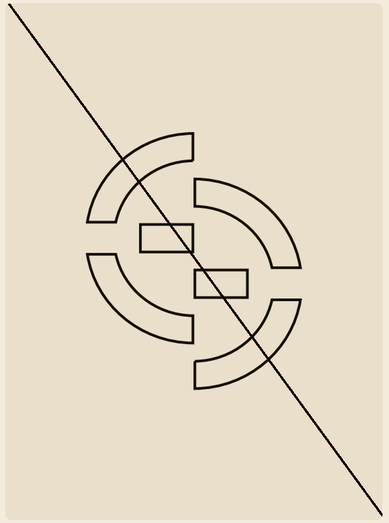
Treat the mark with respect.

Freedom to be expressive is welcome in layouts, never in the logo. Don't change the logo or its placement in any way other than the arrangements provided.

Here are the mistakes we see most often. Every one of them has happened to a luxury brand's logo somewhere; none of them should happen to ours.



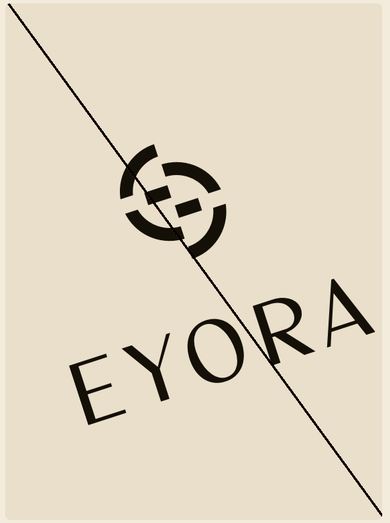
× DON'T STRETCH OR SQUASH



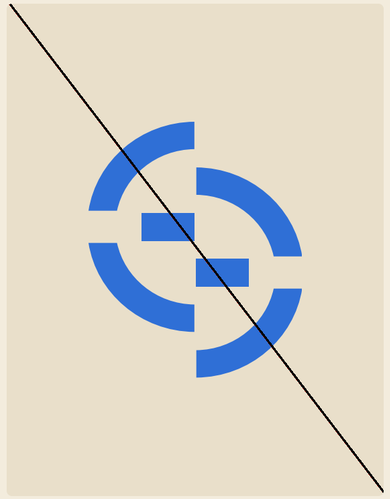
× DON'T OUTLINE THE MARK



× DON'T ADD SHADOWS, GLOWS OR BEVELS



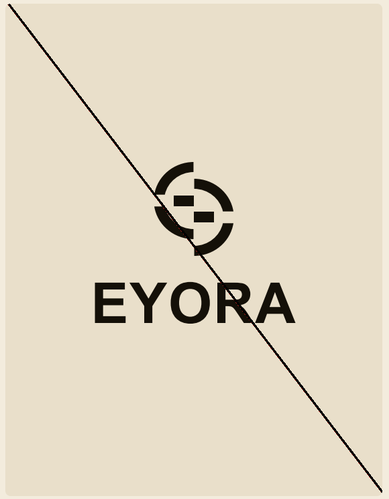
× DON'T ROTATE OR TILT



× DON'T RECOLOUR OUTSIDE THE PALETTE



× DON'T PLACE GOLD ON IVORY (2.0 : 1)



× DON'T RETYPE THE WORDMARK



× DON'T LEVEL THE HALVES OR REARRANGE

DOWNLOAD ASSET

LOGO

App icon & favicon

The mark alone, gold on ink.

The app icon, favicon, social avatar and home-screen icon for the staff apps all use the mark alone, centred, in gold on the ink ground.

The mark fills **56%** of the icon's height. Let the platform round the corners; never add a border, shadow or gradient ground.



FIG 1 · BROWSER TAB

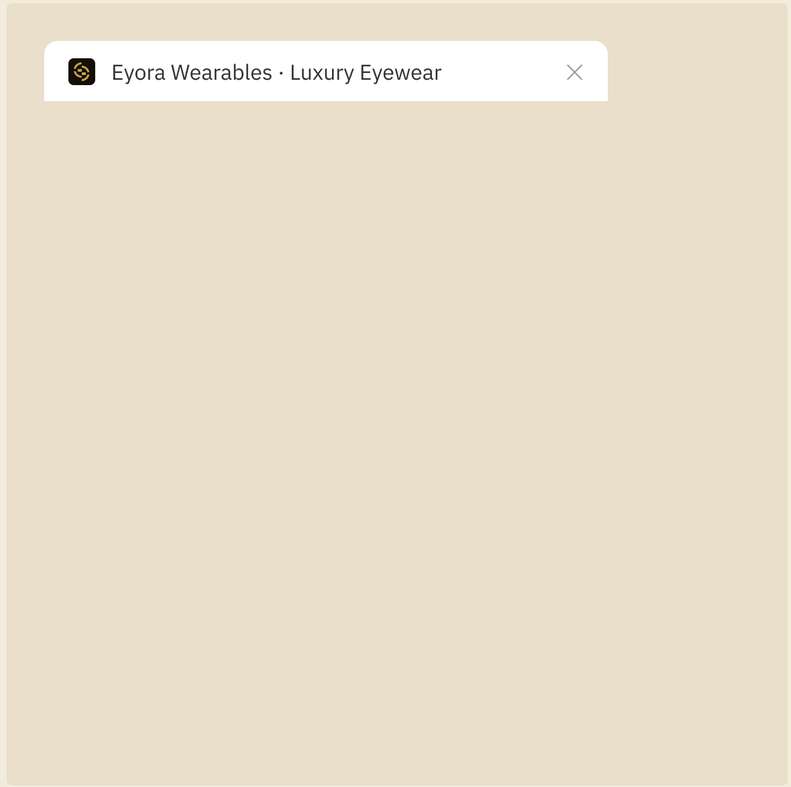
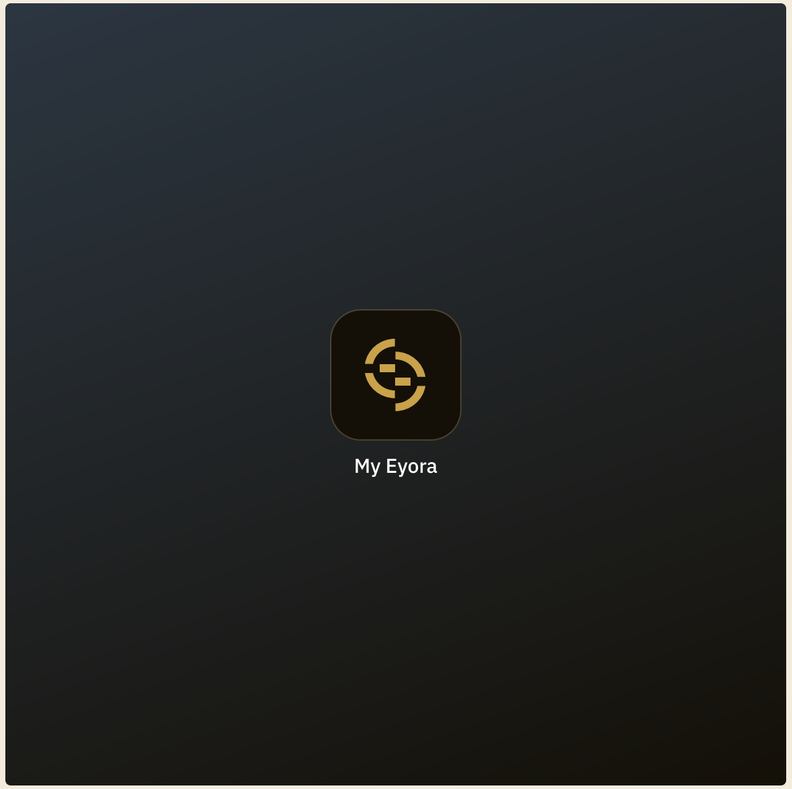


FIG 2 · HOME SCREEN



LOGO

Co-brand: the houses

Eyora leads, the house follows.

When Eyora appears with a house it carries, use the horizontal compact lockup in ink or gold, with the house's own logo unaltered, in its own colour.

Separate the two with a **1 pt hairline** in deep gold, **2b** from each logo. Match the house logo's height to the Eyora wordmark's capitals; emblem logos match the full mark.

Eyora always sits on the left (horizontal) or on top (vertical).

FIG 1 · HORIZONTAL LOCKUPS



FIG 2 · VERTICAL LOCKUP



LOGO

Co-brand: Essilor Experts

A credential, shown as one.

Eyora is a **certified Essilor Experts partner**. The badge is Essilor's property: use their supplied artwork only, never recoloured, cropped or redrawn.

Place it after the Eyora lockup with the same hairline rule, or at the foot of a layout as a sign-off. Pair it with the line "**Fitted in person, by certified Essilor Experts opticians.**"

Use it on eye-test and lens communication. It is not decoration for frame or watch posts.





03

Five tones on screen, four materials in the hand,
and the exact pairs that are allowed to meet.

COLOUR

 Cover: reference image, mood only. Not Eyora's; never publish.

COLOUR

Colour palette

Overview.

The primary palette is **Ink**, **Ivory** and **Gold**. They carry every brand communication.

Light gold and **Deep gold** support them: hover states, highlighted numbers, italic emphasis, hairline dividers, anything that should recede.

There is no secondary "fun" palette. Eyora doesn't raise its voice with colour; it lowers the lights and lets gold catch them.

DOWNLOAD ASSET

Ink

HEX #141008
RGB 20 16 8
CMYK 0 20 60 92

The ground

Ivory

HEX #F3ECDD
RGB 243 236 221
CMYK 0 3 9 5

Type on dark · the light band

Gold

HEX #C9A24B
RGB 201 162 75
CMYK 0 19 63 21

The signature

Light gold

HEX #E9CF8F
RGB 233 207 143
CMYK 0 11 39 9

Hover · emphasis

Deep gold

HEX #8F6F2E
RGB 143 111 46
CMYK 0 22 68 44

Hairlines · recede

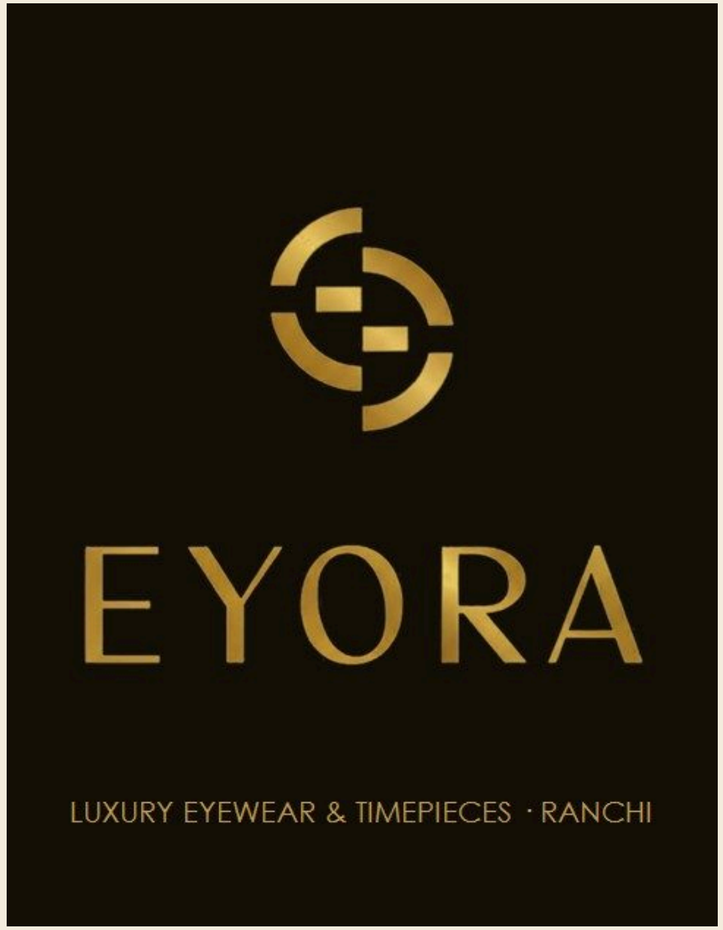
COLOUR

Colour palette

Primary.

Ink is the ground; every dark surface begins with it. Ivory is type on dark, and the one light band a long page gets for pacing. Gold is the signature: the mark, the button, the key number.

High-level brand communication (campaigns, the website hero, the shop sign) uses these three and nothing else.



RANCHI · JHARKHAND

The art of being *seen.*

BOOK AN EYE TEST

Ink	Ivory	Gold
#141008 · 20 16 8	#F3ECDD · 243 236 221	#C9A24B · 201 162 75

COLOUR

Colour palette

Supporting tones for screens.

On screen, a handful of in-between tones do the quiet work: raised panels, reading text, hover states. They come from the live website and apps and should be used exactly, never eyeballed.

None of them is ever a headline colour.

	NAME	HEX	TOKEN	ROLE
	Light gold	#E9CF8F	--gold-hi	Hover states, highlighted numbers, italic emphasis on dark.
	Deep gold	#8F6F2E	--gold-lo	Hairlines, large secondary labels. Never small text (4.0 : 1).
	Ink raised	#1C1710	--ink-2	Cards and panels that sit one step above the ground.
	Ink hairline	#262017	--ink-3	Fills behind dividers and input fields.
	Reading text	#D9D2C2	--text	Body copy on ink (12.6 : 1). Softer than ivory for long reading.
	Quiet text	#9A917C	--text-dim	Captions and metadata on ink (6.1 : 1).

COLOUR

Proportion

Mostly ink, a little gold.

The website follows a simple rule of thumb: roughly **70% ink**, **15% ivory**, **10% gold**, and **5%** for the supporting golds.

If a layout is more than about a quarter gold, it has stopped being Eyora and become generic luxury. When in doubt, take gold away.



IN PROPORTION



✓ GOLD MARKS THE MOMENTS THAT MATTER

OUT OF PROPORTION



✕ A GOLD WASH READS AS GENERIC "LUXURY"

COLOUR

Material palette

For things you can hold.

Eyora's packaging introduces four material colours: the **midnight navy** bag, the **deep teal** gift card, its **copper foil**, and the **gold weave** lens cloth.

They belong to physical objects only. Don't pull them into the website, social posts or ads: digital stays on the five core tones.









Midnight navy

HEX #2C3641
RGB 44 54 65
CMYK 32 17 0 75

Carry bag

Deep teal

HEX #335455
RGB 51 84 85
CMYK 40 1 0 67

Gift card

Copper foil

HEX #DCB58E
RGB 220 181 142
CMYK 0 18 35 14

Foil on teal

Gold weave

HEX #B99F40
RGB 185 159 64
CMYK 0 14 65 27

Lens cloth

COLOUR

Combinations

Which colours may meet.

Every text-and-ground pair, with its measured contrast. Body text needs **4.5 : 1**; large text (24 px and up, or 19 px bold) needs **3 : 1** (WCAG AA).

Two pairs catch people out. **Gold on ivory** is only 2.0 : 1: never for text. **Deep gold** sits at 4.0 : 1 on both grounds: large text only.



Ivory on ink **16.1:1**
✓ AAA · ALL TEXT



Light gold on ink **12.4:1**
✓ AAA · ALL TEXT



Gold on ink **7.9:1**
✓ AAA · ALL TEXT



Deep gold on ink **4.0:1**
◐ LARGE TEXT ONLY



Ink on ivory **16.1:1**
✓ AAA · ALL TEXT



Deep gold on ivory **4.0:1**
◐ LARGE TEXT ONLY



Gold on ivory **2.0:1**
✕ NEVER FOR TEXT

Light gold on ivory **1.3:1**
✕ NEVER FOR TEXT



Ink on gold **7.9:1**
✓ AAA · ALL TEXT



Ivory on gold **2.0:1**
✕ NEVER FOR TEXT



Ink on deep gold **4.0:1**
◐ LARGE TEXT ONLY



Ivory on deep gold **4.0:1**
◐ LARGE TEXT ONLY

COLOUR

Colour blocking

Pacing a long page.

We block colour to separate ideas, not to decorate. The website runs on ink from top to bottom, broken once by a single **ivory band**, so the eye gets a rest halfway down.

Two ways to block: **1. Stacked bands**, full-width sections in ink with one ivory interval. **2. Split panels**, an ink half and an ivory or photo half, meeting on a straight edge. Never diagonal blocks and never more than two grounds in one frame.

1 · STACKED BANDS (THE WEBSITE)

HERO

HOUSES MARQUEE

MANIFESTO

IVORY BAND · ONCE

COLLECTIONS

VISIT US

2 · SPLIT PANELS



COLOUR

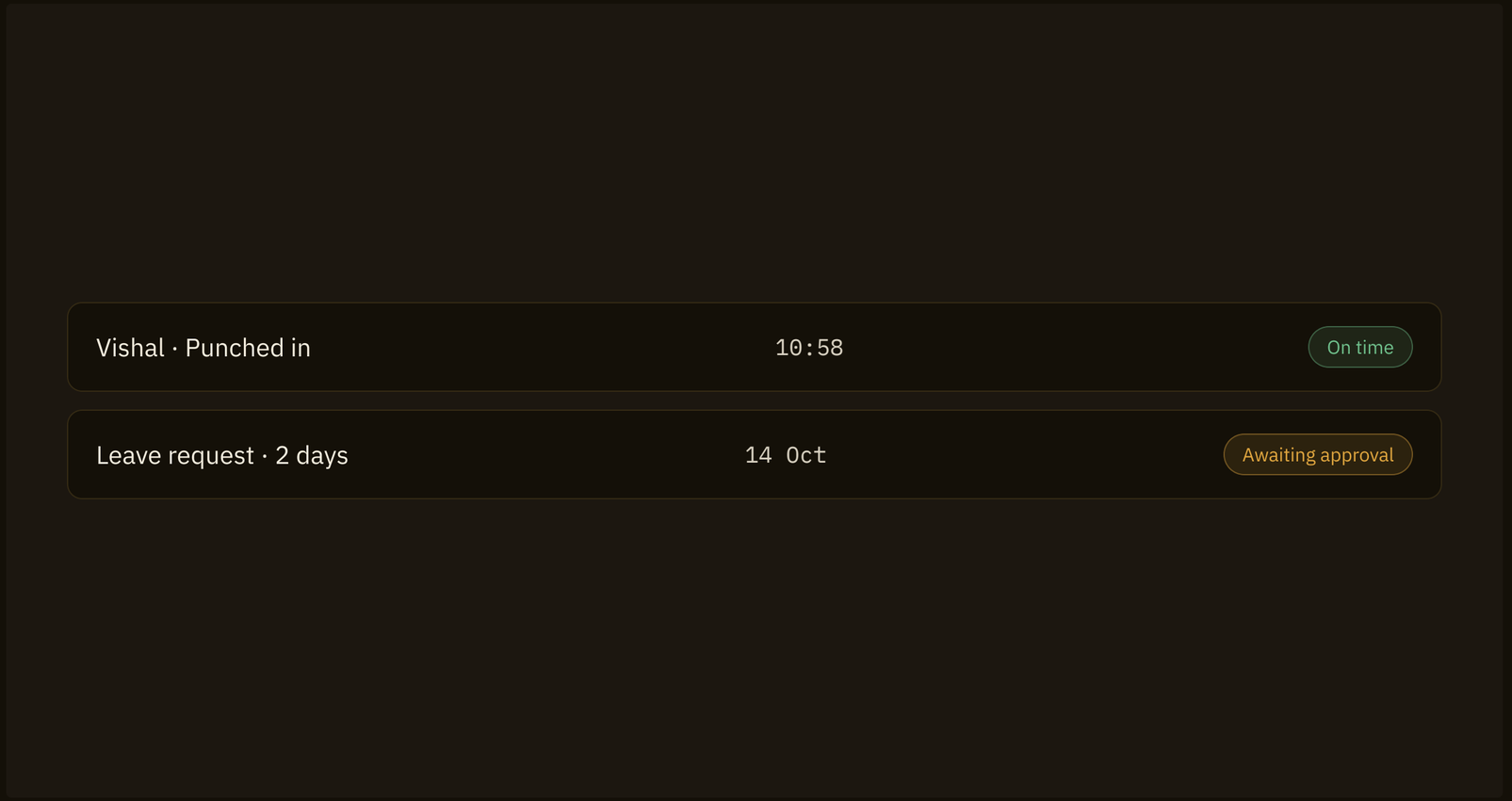
Functional colour

For the staff apps only.

The Kiosk, My Eyora and Terra apps use four status colours to signal state: on time, needs attention, problem, information.

They are **signals, never decoration**. They must never appear in customer-facing marketing, and each is always paired with a word, never colour alone.

On time	Attention	Problem	Information
#6FBF8B · --ok	#E0A63F · --warn	#E5806C · --danger	#8FB4D9 · --info



04

A serif that sounds considered, a serif that reads easily, and tracked capitals that say "Eyora" before the logo does.



TYPOGRAPHY

TYPOGRAPHY

Typography

Overview.

Three families do all the customer-facing work. **Playfair Display** is the voice: headlines, prices, product names. **Lora** is for reading. **Jost**, always in tracked capitals, is for labels, navigation and buttons.

A fourth family, **IBM Plex**, runs the staff apps.

All are free Google Fonts. Where a tool can't load them: Georgia for Playfair, Century Gothic or Futura for Jost.

DISPLAY · REGULAR · ITALIC · SENTENCE CASE

Playfair Display is *our voice.*

BODY · LORA

We use Lora wherever someone is actually reading: descriptions, paragraphs, captions, the fine print on a gift card.

SENTENCE CASE

LABELS · JOST

BOOK AN EYE TEST
VISIT THE BOUTIQUE
RANCHI · JHARKHAND

UPPERCASE · TRACKED

TYPOGRAPHY

Playfair Display

The display face.

A high-contrast transitional serif in the Didot tradition, the typeface of fashion mastheads. Its thin strokes glint like the edge of a frame.

Use **Regular (400)** for headlines and **Italic** for the one word that deserves emphasis. **Medium (500)** only for prices and figures that must hold at small sizes. Never bold, never all caps below 48 px.



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
0123456789 ₹ & · — “ ” !?



WEIGHT	USE
Regular 400	Headlines, product names
Italic 400	One emphasised word per line
Medium 500	Prices, key figures

TYPOGRAPHY

Lora & Jost

The reading face and the label face.

Lora is a calligraphic serif built for screens. It keeps long paragraphs warm without competing with Playfair.

Jost is a geometric sans in the Futura tradition. On its own it is plain; tracked out in capitals it becomes the most recognisable fingerprint of the brand.

LORA · 400 · 400 ITALIC · 500

Aa

Jharkhand's first luxury eyewear destination: twenty of the world's most coveted eyewear houses and over ten fine timepiece marques, *curated under one roof.*

JOST · 400 · 500 · TRACKED 0.2–0.4 EM

Aa

BRANDS · EYE TESTS
REVIEWS · VISIT US
ABCDEFGHIJKLM
NOPQRSTUVWXYZ

TYPOGRAPHY

Hierarchy

Five levels, always in order.

Every Eyora layout builds from the same five levels: **eyebrow** for context, **headline** for the idea, **subhead** for the turn, **body** for the detail, **action** for what to do next.

Sizes shown are for a 1080 px social canvas. The panel gives the web equivalents.

EYEBROW · 22 PX

RANCHI · JHARKHAND

HEADLINE · 96 PX

The art of being *seen.*

SUBHEAD · 44 PX

Two obsessions. One address.

BODY · 28 PX

Twenty eyewear houses and ten timepiece marques, fitted in person by certified opticians.

ACTION · 20 PX

BOOK AN EYE TEST

EYEBROW

Jost 500 · caps
22 px canvas / 13–14 px web
leading 100% · track +0.32 em

HEADLINE

Playfair 400
96 px canvas / 44–88 px web
leading 100% · track −0.01 em

SUBHEAD

Playfair 400 italic
44 px canvas / 24–32 px web
leading 115% · track 0

BODY

Lora 400
28 px canvas / 17–19 px web
leading 160% · track 0

ACTION

Jost 500 · caps
20 px canvas / 13–15 px web
leading 100% · track +0.30 em

TYPOGRAPHY

Leading & tracking

Tight headlines, open capitals.

Headlines are set solid: leading **100–105%** of the size, tracking **−0.01 em**.

Body breathes: leading **160%**, tracking **0**, measure 45–70 characters.

Capitals labels are single-line: leading **100%**, tracking **+0.28 to +0.40 em**. The wider the tracking, the smaller the label.

HEADLINE
LEADING 102%
TRACK −0.01 EM

Made for the right moment.

BODY
LEADING 160%
TRACK 0

Made for the right moment: frames chosen for the face in front of us, fitted before they leave the boutique.

CAPITALS
LEADING 100%
TRACK +0.34 EM

MADE FOR THE RIGHT MOMENT

TYPOGRAPHY

The tracked capitals

Our most recognisable fingerprint.

Any label set in Jost is **uppercase with wide letter-spacing**, roughly 0.2–0.4 em: "BOOK AN EYE TEST", not "Book an Eye Test".

Getting the tracking wrong, or skipping it, is the fastest way to make a layout look off-brand even with the right colours and fonts.

BOOK AN EYE TEST

✓ UPPERCASE, TRACKED 0.32 EM

Book an Eye Test

× TITLE CASE, NO TRACKING

RANCHI · JHARKHAND

✓ MIDDLE DOT BETWEEN ITEMS

RANCHI | JHARKHAND

× GENERIC SANS, PIPES, TIGHT

NEW AT EYORA

✓ 12 PX MINIMUM, ALWAYS

NEW AT EYORA

× UNDER 12 PX, GOLD ON IVORY

TYPOGRAPHY

Best practices

How we set our words.

- Align **left** for anything informative; **centre** only for short, formal moments (a headline on a poster, a closing card). Never justify.
- Headlines in **sentence case**. Capitals are for Jost labels only.
- One idea per headline, one clause if possible. The longest headline on the website is one clause.
- End a short headline with a full stop. It sounds certain.
- **12 px** is the smallest type at any resolution, full stop.

This is how we align our text.

For informative creatives we align left and never justify. A straight left edge gives a structured layout that reads easily, even when the information is complex.

VISIT US

Centred, *for a formal moment.*

Short lines only: an invitation, a closing card, a poster headline.

Sentence case for headlines.

UPPERCASE FOR LABELS ONLY

Capitals are reserved for tracked Jost labels. A headline in capitals shouts, and Eyora never raises its voice.

TYPOGRAPHY

Emphasis

One word, in italic.

Where other brands highlight with boxes or colour blocks, Eyora turns **one word italic** and lifts it into light gold (on ink) or deep gold (on ivory, at large sizes only).

One emphasis per headline. Emphasise the word that carries the meaning, usually the last one. Never underline, never bold, never a highlight box.

The art of being *seen.*

ROMAN · IVORY #F3ECDD ITALIC · LIGHT GOLD #E9CF8F ONE WORD · LAST IN LINE

Fitted, *in person.*

Fitted, **in person.**

TYPOGRAPHY

In the apps

IBM Plex, for staff screens.

The Kiosk, My Eyora and Terra run on **IBM Plex Sans** for interface text and **IBM Plex Mono** for money, times and reference numbers, so every figure lines up in its column.

Playfair still sets the screen titles, so a photo of any staff screen reads as unmistakably Eyora.

Today's sales

Ashok Nagar · Thursday

Prada PR 17WS · frame	INV-2026-0412	₹ 24,500.00
Essilor Varilux · lenses	INV-2026-0413	₹ 18,900.00
Seiko Presage · watch	INV-2026-0414	₹ 41,250.00
TOTAL		₹ 84,650.00

Illustrative figures.

05

A small set of fine-line icons, drawn the way a lens is ground: one weight, no fills.



ICONOGRAPHY

DOWNLOAD ASSET

ICONOGRAPHY

The icon set

Outlined, simplified, quiet.

We use a bank of line icons drawn for Eyora's world: eyes, lenses, frames, watches, the boutique, and the ways to reach us.

They are minimal and easy to read next to informative text. An icon supports a label; it never replaces one.



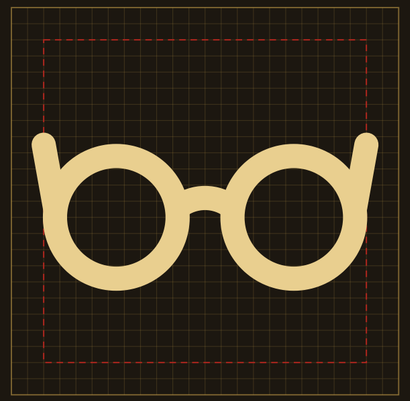
ICONOGRAPHY

Construction

Drawn on a 24 grid.

Every icon sits on a **24 × 24** grid with **2 units** of padding, drawn with a **1.5-unit stroke**, round caps and round joins. No fills, no second weight, no colour inside the line.

Icons are always one colour: gold or ivory on ink, ink on ivory. Use them at 20, 24 or 32 px; never smaller than 16.



optical · 24 grid · 2 pad · 1.5 stroke



watch · 24 grid · 2 pad · 1.5 stroke



eye-test · 24 grid · 2 pad · 1.5 stroke

ICONOGRAPHY

Icons in use

Always with a label.

Icons earn their place in lists of services, contact details and app navigation, where they help the eye find a line quickly.

Pair each icon with a tracked-capitals label or a short line of Lora. Keep the icon the height of the label's cap-height times two.

EYE TESTS

FRAME FITTING

TWENTY HOUSES

TEN MARQUES

OPEN DAILY



Saraswati Market Complex, Ashok Nagar, Ranchi

Open daily, 11:00 am – 9:00 pm

+91 96617 84777

@eyorawearables

eyorawearables.com

06

Everything here is built from the mark itself: its halves, its bars, its drop.

PATTERNS & *GRAPHIC* ELEMENTS

DOWNLOAD ASSET

PATTERNS

The Field

Primary pattern.

The mark, repeated in a **half-drop**: every second column sits lower by the same **17.9%** the mark's right half drops by. The pattern is the logo's own logic, scaled up.

Use it as an accent, never a wallpaper: the inside of a box lid, tissue paper, a website footer, one corner of a post. On screen keep it at **12–20% opacity**.



DOWNLOAD ASSET

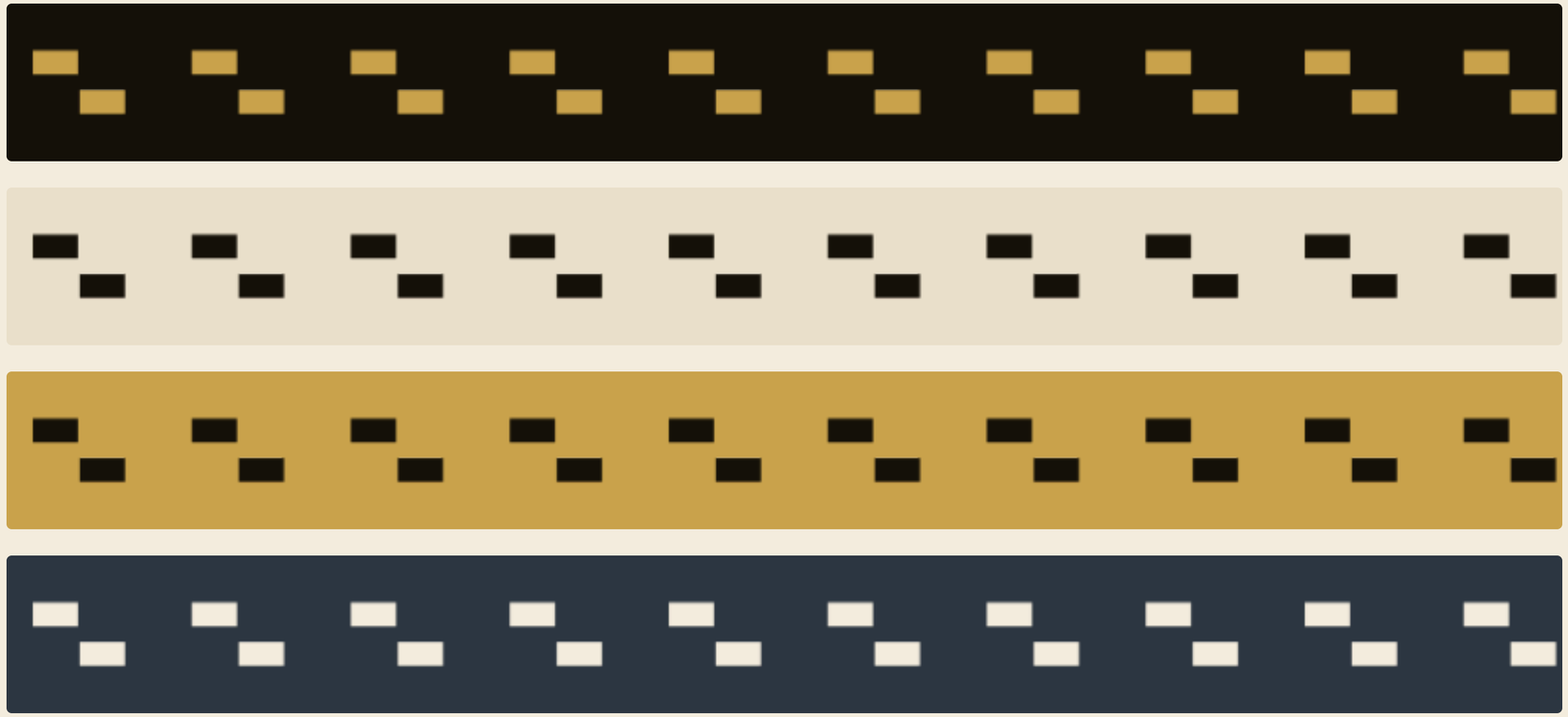
PATTERNS

The Rhythm

Secondary pattern 1.

Just the two bars, repeated with their drop, like a line of stitching. It makes borders, ribbons, section dividers and the edge of a gift card.

It is a line, not a field: always one row, running along an edge. Gold on ink, ink on ivory or gold, ivory on navy.



DOWNLOAD ASSET

PATTERNS

The Monogram

Secondary pattern 2.

The wordmark and the mark on alternating rows, for materials that should feel like a luxury house's lining: tissue paper, box interiors, a pouch, a garment tag.

Print only, single ink. Use it exactly as supplied; don't change the spacing or the colour pairs.



GRAPHIC ELEMENTS

The Half

A crop of the mark, at scale.

For posters, hoardings and the website hero, one half of the mark can bleed off the edge of the frame at a very large size. It is Eyora's equivalent of a supergraphic: recognisable from across a street without shouting the name.

Always a **single half**, always bleeding off an edge, at **12–25% opacity** or as a hairline outline. Never both halves at supergraphic size; that is just a big logo.





GRAPHIC ELEMENTS

Hairlines & the eyebrow

The rhythm of every section.

Every Eyora section reads in the same order: **eyebrow** (a short gold rule and tracked capitals) → **headline** → **hairline** → content.

Hairlines are **1 px**, in gold at **22–30% opacity** on ink or solid deep gold on ivory. The eyebrow rule is **34 px** long on screen (1.5 × the eyebrow's height in print).

THE COLLECTIONS

Two obsessions. *One address.*

Twenty eyewear houses, from Prada to Cazal, fitted by certified opticians.

Ten timepiece marques, from Seiko to Maybach, chosen one by one.

① EYEBROW 34 PX RULE ② HEADLINE ③ 1 PX HAIRLINE · 30% ④ CONTENT

GRAPHIC ELEMENTS

Image containers

Three ways to hold a photograph.

1. Rectangle. Square corners, aligned to the inner margin of the grid. The default.

2. Lens. A tall rounded shape, like a lens seen side-on. For a single portrait or product, once per layout.

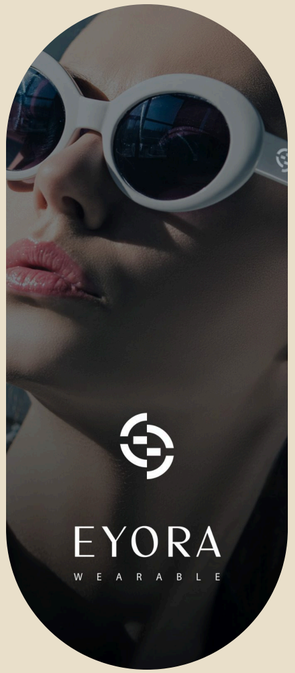
3. Fade. A full-bleed photograph falling away into ink, so type can sit on the dark part of the frame.

1 · RECTANGLE



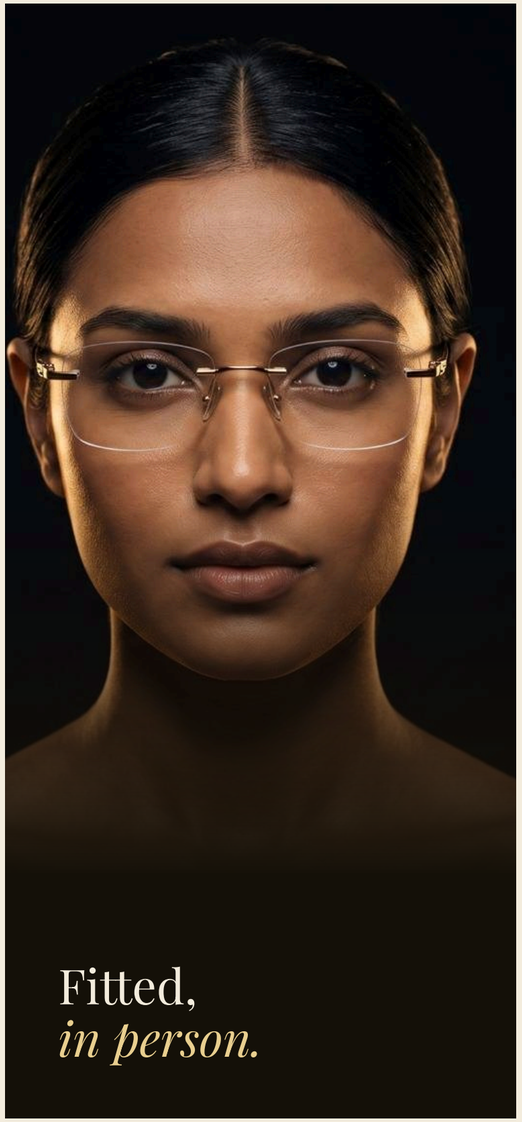
Ten marques.
One wrist.

2 · LENS



The art of being *seen.*

3 · FADE



Fitted,
in person.

07

Small, quiet labels that tell people what to do, what they're looking at, and who stands behind it.

TAGS & *STICKERS*



DOWNLOAD ASSET

TAGS

Call-to-action tags

Neutral, for light grounds.

Every call to action is a verb a person can do today. Set in Jost capitals tracked **0.30 em**, inside a **1 px ink** border, with padding of **1× cap height** vertically and **1.6×** horizontally.

The mark may lead the tag at the cap height. Only one tag per layout.

BOOK AN EYE TEST

ENQUIRE ON WHATSAPP

VISIT THE BOUTIQUE

SEE THE COLLECTION

GET DIRECTIONS

RESERVE A FITTING

FITTED BY ESSILOR EXPERTS

FIRST IN JHARKHAND

DOWNLOAD ASSET

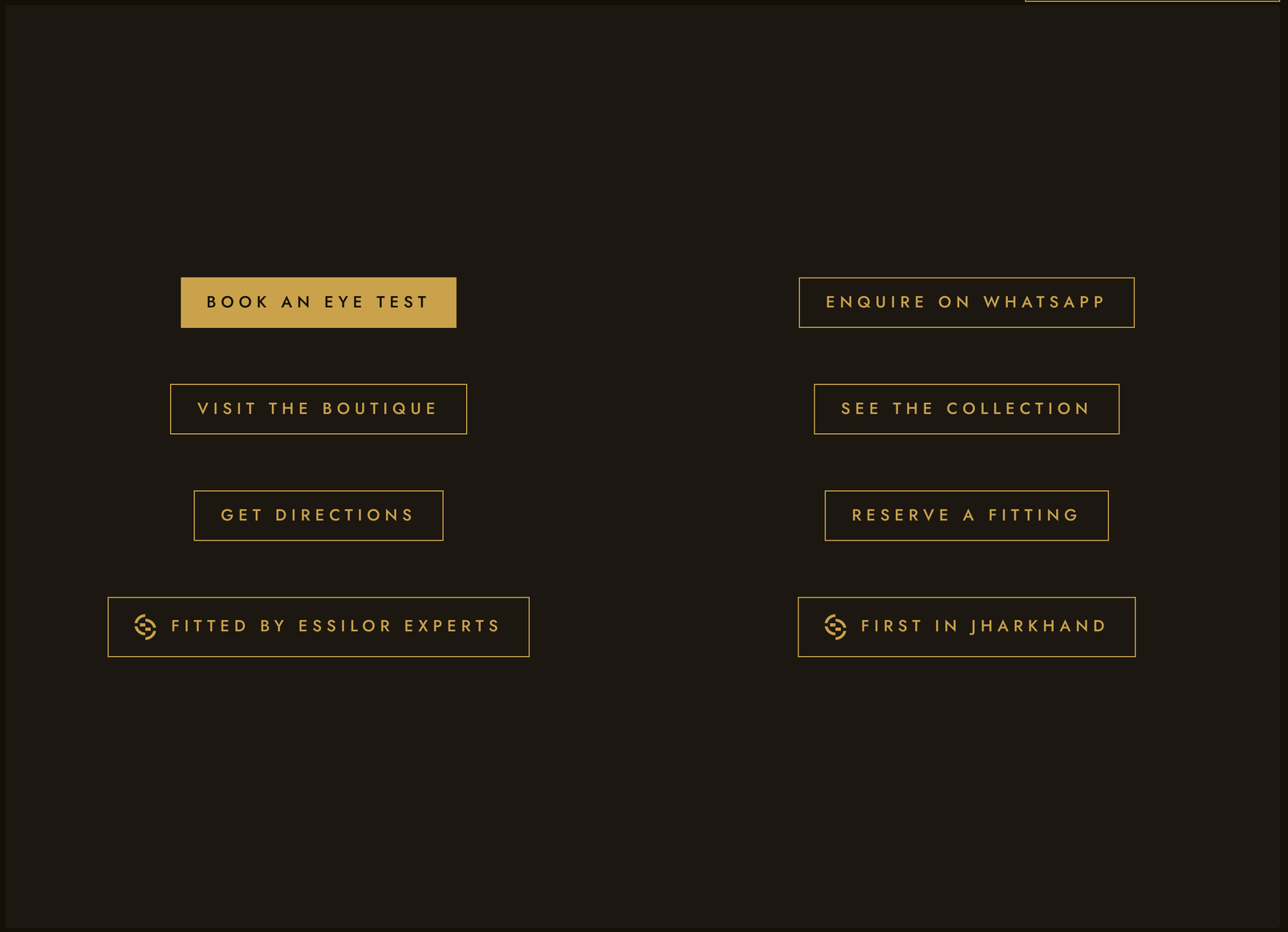
TAGS

Call-to-action tags

On ink, and the one solid tag.

On ink the tag takes a **gold hairline** and gold type. The **solid gold** tag, ink type on gold, is the website's primary button, and in print it is reserved for the single most important action on the page.

The words come from one list. If the action isn't on it, it probably isn't specific enough.



TAGS

Descriptor & seal

What it is, and who stands behind it.

The descriptor names the category of a post or page: Eyewear, Timepieces, Eye test, New arrival. The mark, a hairline, then one word of at most **12 characters**, placed top-right.

The seal sets the mark inside a ring of tracked capitals. It is a sign-off, not a logo: packaging, certificates, the back of a gift card, the corner of an invitation.

FIG 1 · DESCRIPTORS



FIG 2 · THE SEAL



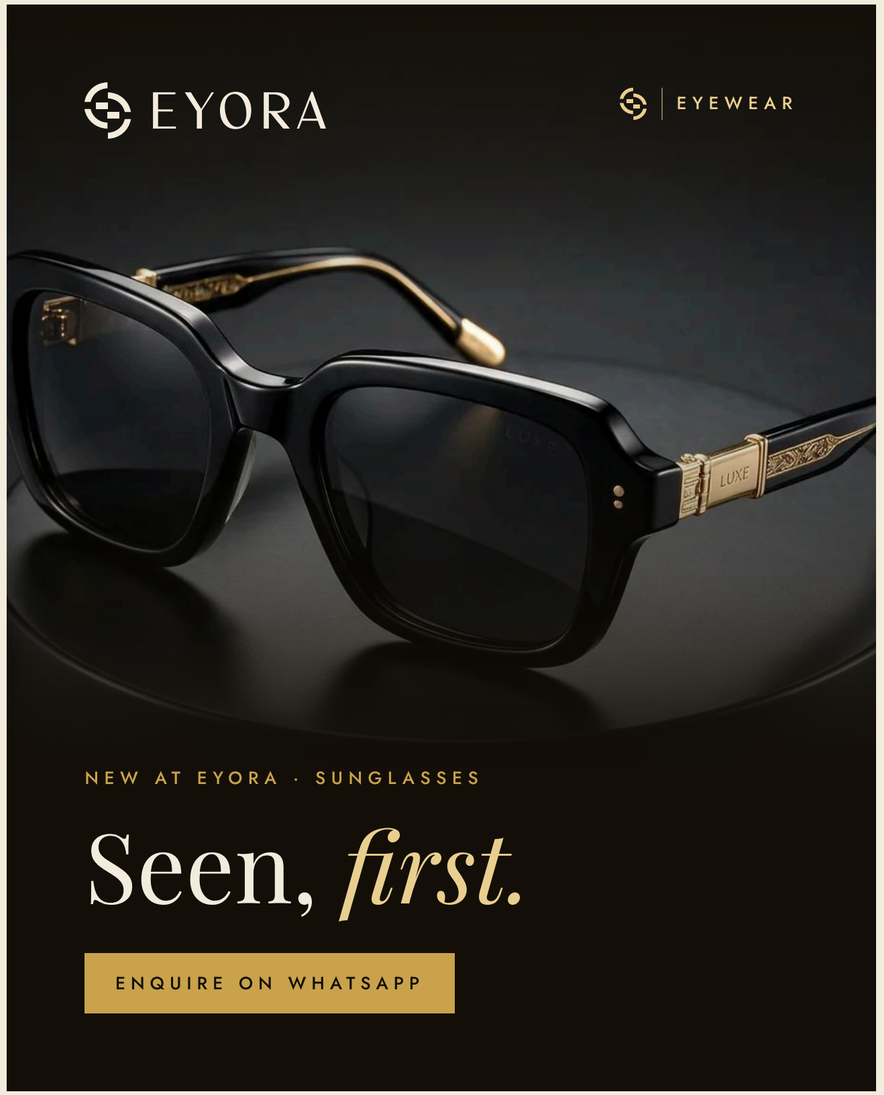
TAGS

Tags in use

One tag, one job.

A layout gets at most **one call-to-action tag** and **one descriptor**. The tag sits on the inner margin at the bottom; the descriptor top-right.

Over photography, place tags on the calm, dark area of the frame, never across the product.





08

One modular grid for every canvas, so a story, a post and a poster all feel like the same hand made them.

GRIDS



GRIDS

The grid

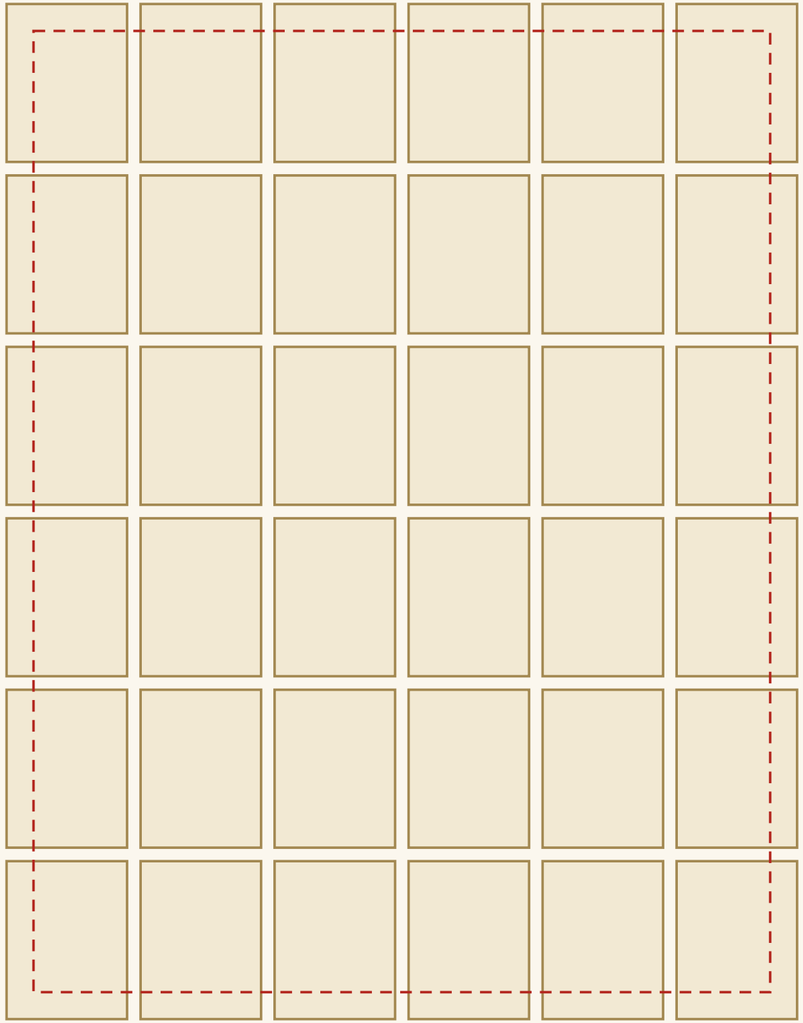
Six by six, on every canvas.

We use a **6 × 6 modular grid** on every format.

Outer margin = 6% of the shorter side. Photographs, colour blocks and patterns align to it.

Inner margin = a further 3% of the shorter side. All type, tags and the logo align to it, so words never touch an edge.

Gutter = 1.5% of the shorter side.



CANVAS	OUTER	INNER	GUTTER
1080 × 1350 post	65 px	97 px	16 px
1080 × 1080 post	65 px	97 px	16 px
1080 × 1920 story	65 px	97 px	16 px
1920 × 1080 video	65 px	97 px	16 px
A4 print	12.6 mm	18.9 mm	3.2 mm
A3 poster	17.8 mm	26.7 mm	4.5 mm

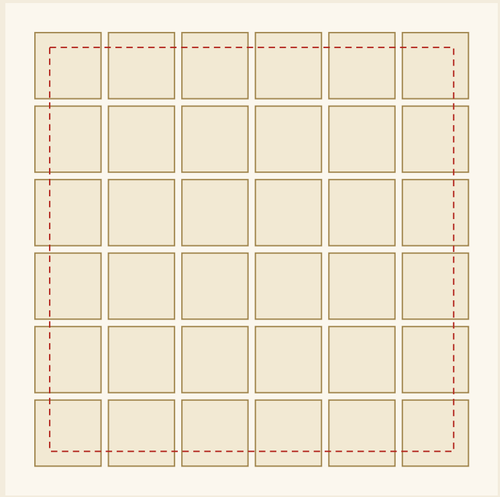
GRIDS

Formats

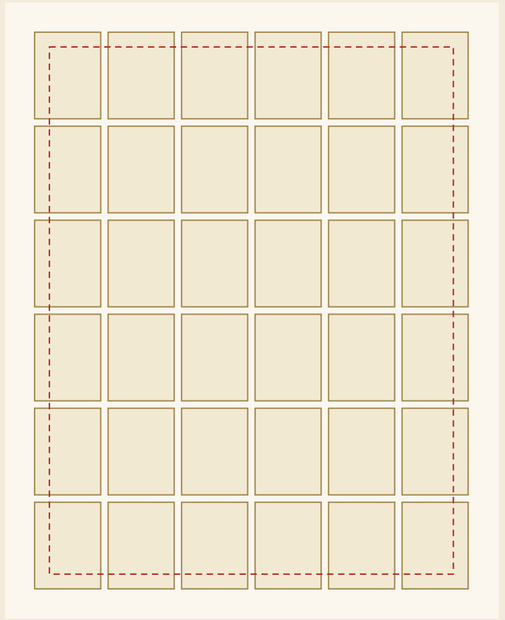
The same grid, stretched.

The grid always has six columns and six rows; only the module's proportions change.

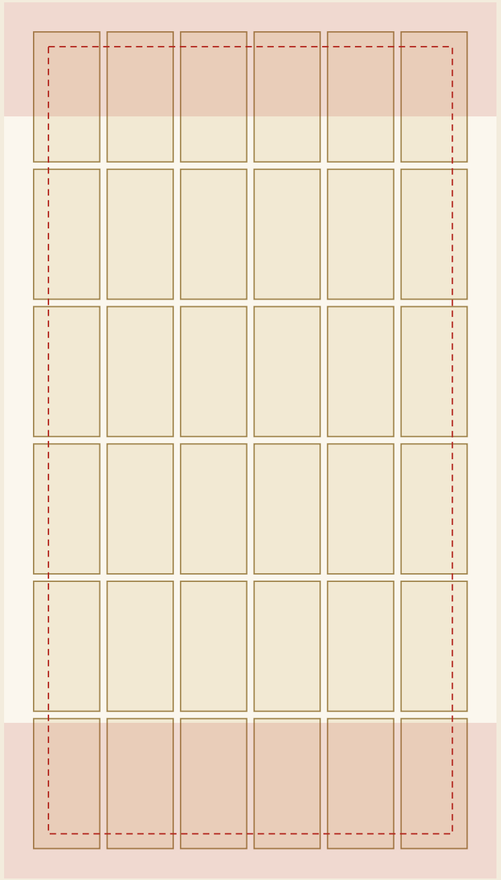
On stories, keep type out of the top **250 px** and bottom **340 px**, where Instagram places its own interface (shaded).



1080 × 1080



1080 × 1350



1080 × 1920

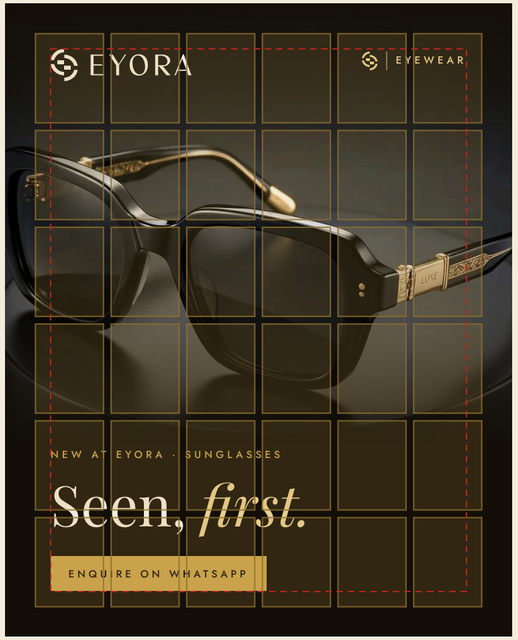
GRIDS

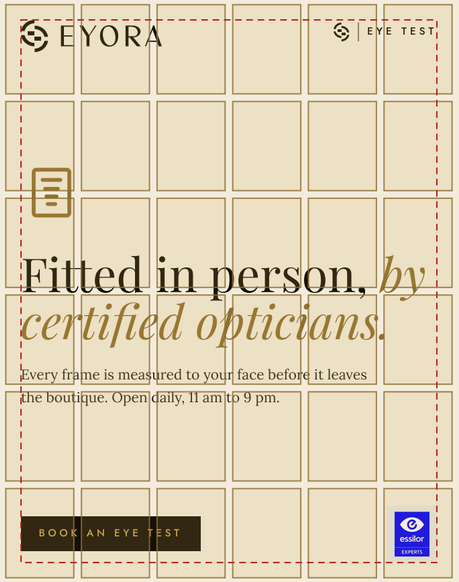
Grid in use

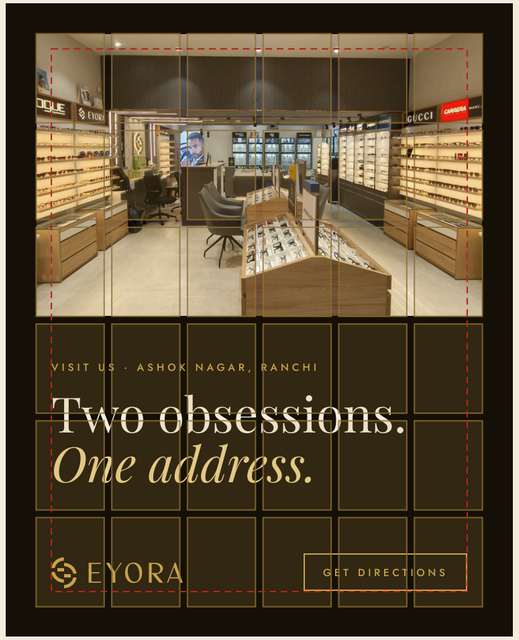
Photos to the outer margin, words to the inner.

Photographs and colour blocks snap to the outer margin and to whole modules. Type, tags and the logo snap to the inner margin.

A layout may leave modules empty. Empty modules are what make it feel expensive.







Photography: Eyora's own campaign, product and boutique images.

09

One subject, lit from the side, rising out of a warm dark ground.

PHOTOGRAPHY



PHOTOGRAPHY

Direction

Four rules for every frame.

1. **Key light from the side.** Faces and frames rise out of shadow; nothing is lit flat from the front.

2. **One subject per frame.** The product, or the face wearing it. No prop tables, no lifestyle clutter.

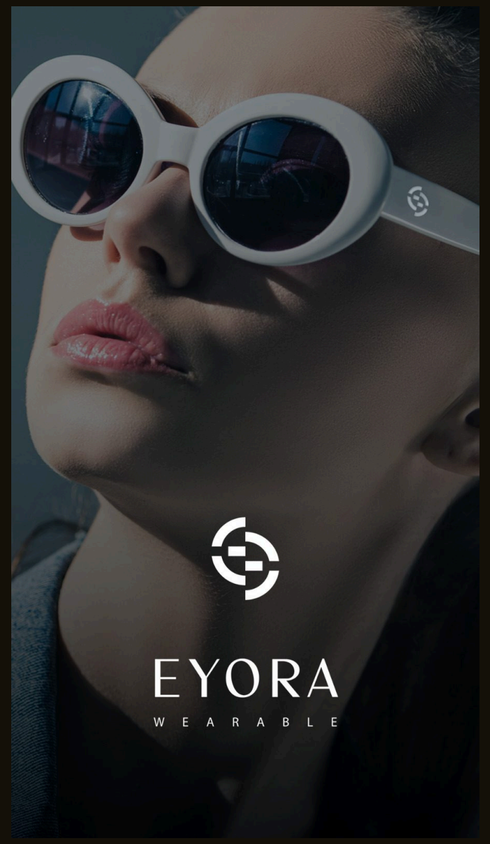
3. **A warm, dark grade.** Metal reads gold; blacks stay warm brown-black. Never cool, never blue.

4. **Real product, real setting.** Our houses, our boutique, our customers. No stock storefronts.











PHOTOGRAPHY

Do & don't

The same frame, four ways.

Most off-brand photography isn't a bad photo; it's a good photo with the wrong grade or the wrong crop.

Before posting, check three things: is the black warm, is the light from the side, and is the product whole in the frame?



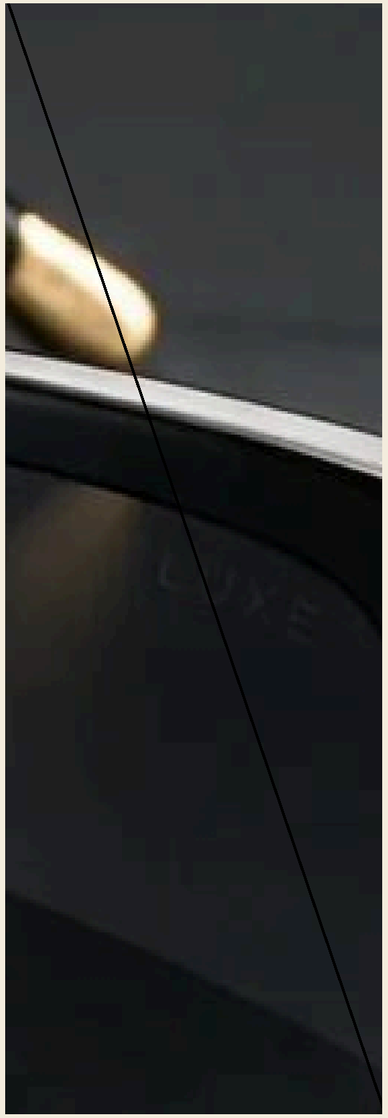
✓ WARM, DARK, SIDE-LIT, WHOLE



× COOL OR BLUE GRADE



× FLAT, OVER-BRIGHT LIGHT



× PRODUCT CUT BY THE CROP

PHOTOGRAPHY

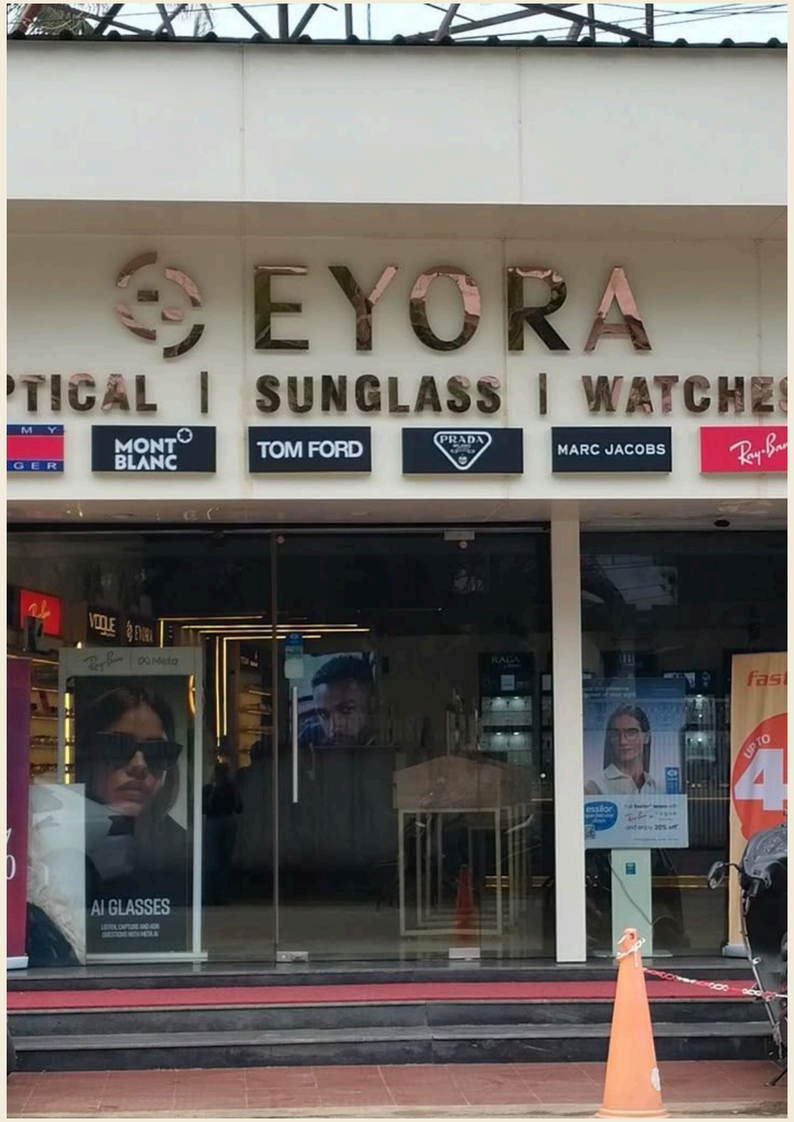
The boutique

Use the real place.

The boutique exterior and interior photographs are genuine. Use them for every "visit us" context: directions, opening hours, Google Business, festive posts.

Show the storefront straight-on and in daylight so it can be recognised from the street. Show the interior from the entrance, the way a customer first sees it.

EXTERIOR · FOR DIRECTIONS



INTERIOR · FOR "VISIT US"



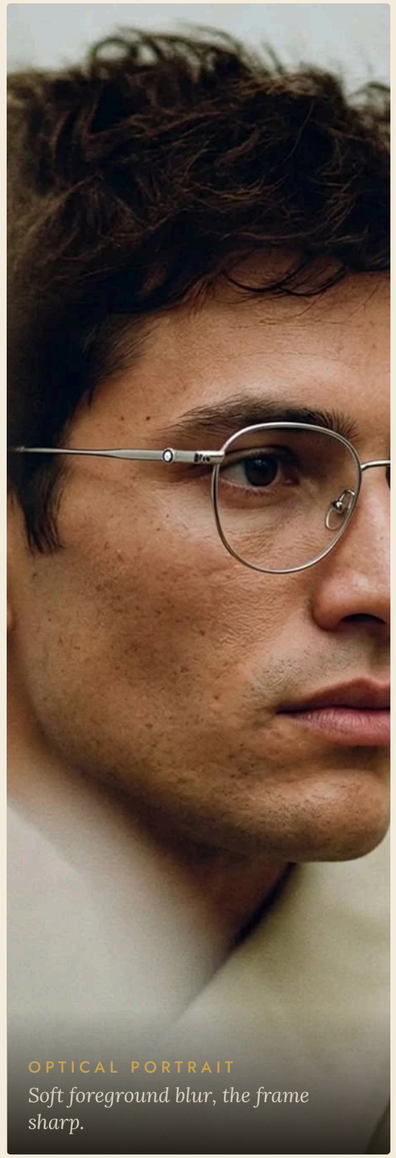
PHOTOGRAPHY

Mood: faces & light

What we are looking for.

These references set the bar for how Eyora should feel in a portrait: one face, the frame doing the talking, light that falls from the side.

Brief photographers with this page. The goal is to **shoot our own** in this spirit, in our boutique, on our customers and staff, with our houses.



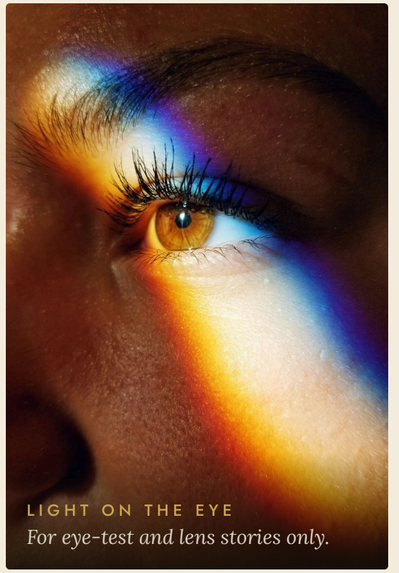












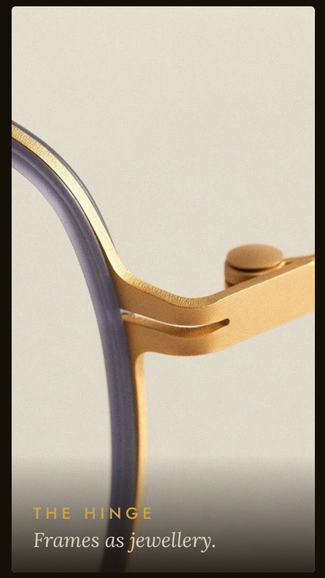
PHOTOGRAPHY

Mood: metal & mechanics

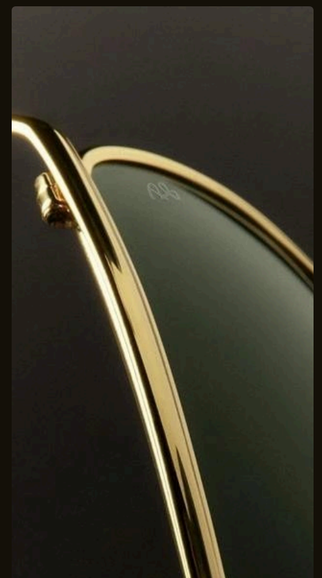
Craft, up close.

For product close-ups, go closer than feels natural: a hinge, a bezel, a rotor. Metal should read as **warm gold** on a dark ground.

A cool, blue grade is the one thing to correct: warm it in the edit before it goes near Eyora.



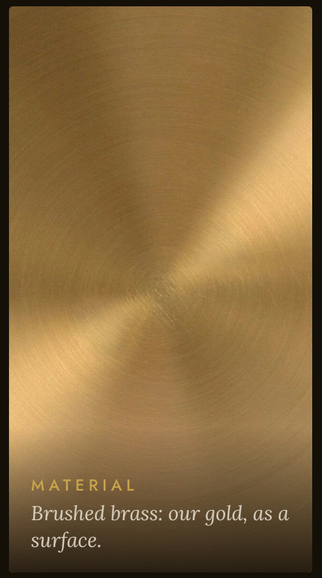
THE HINGE
Frames as jewellery.



ON THE WRIST
Warm, low, one light.



THE MOVEMENT
The inside is the story.



MATERIAL
Brushed brass: our gold, as a surface.



STEEL, DARK
Monochrome outfit, bright dial.

THE TEMPLE
Engraved detail, dark falloff.



SKELETON
Colour from the metal itself.



A MOMENT
Black and white only for stories.



CORRECT THIS
Too cool and blue: warm the grade.

PHOTOGRAPHY

Mood: material & shadow

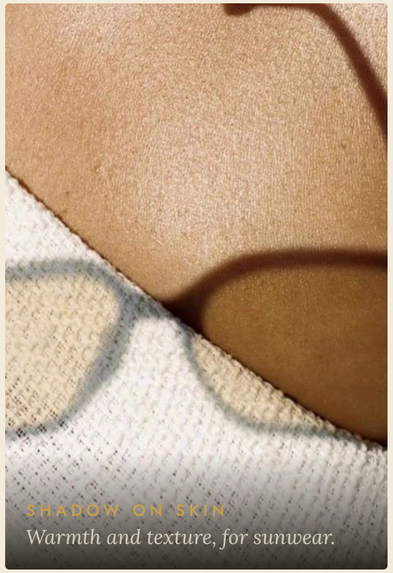
When the product isn't the picture.

Some of the strongest Eyora images won't show a frame at all, only its **shadow**: on a wall, across skin, over an ivory page. Hard sun, one shape, nothing else.

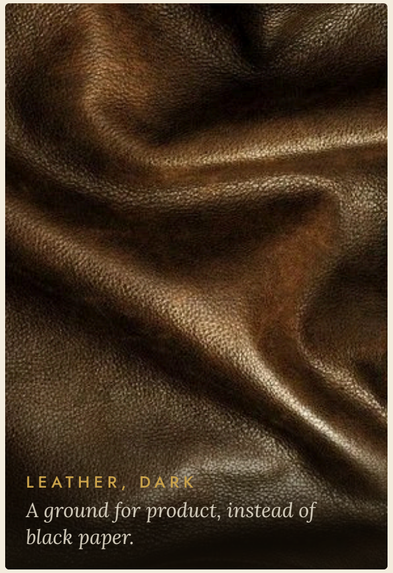
For grounds and packaging, reach for **warm materials**: brown leather, brushed brass, sunlit stone. Never cold marble, chrome or plastic.



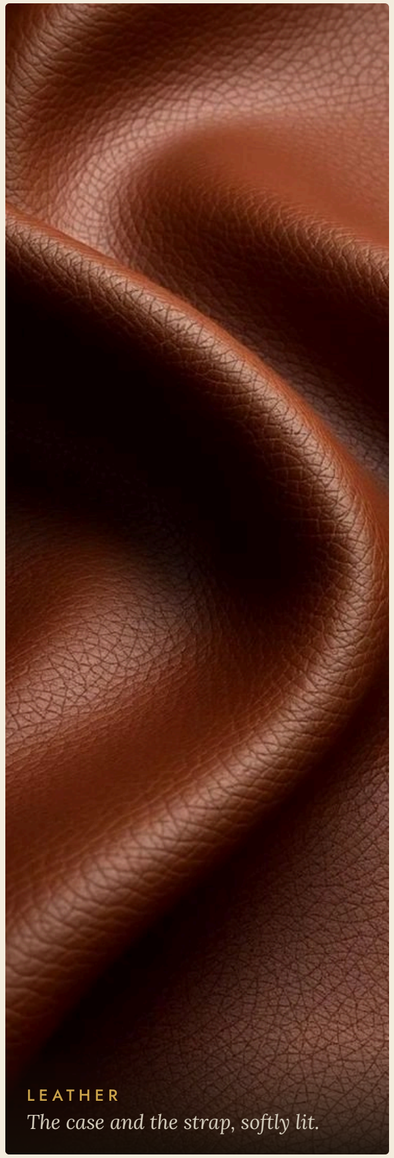
SHADOW AS SUBJECT
The frame, drawn in light and wall.



SHADOW ON SKIN
Warmth and texture, for sunwear.



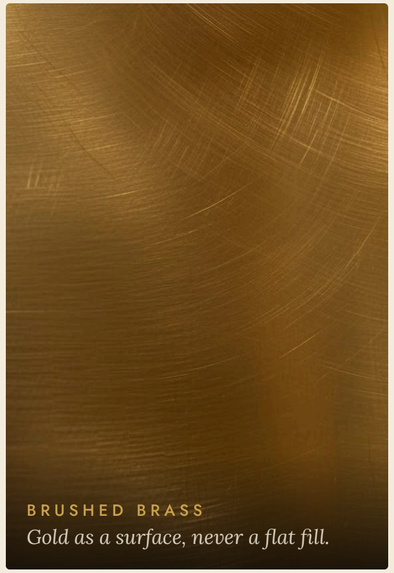
LEATHER, DARK
A ground for product, instead of black paper.



LEATHER
The case and the strap, softly lit.



STILL LIFE
Sunwear on a warm surface, hard sun.



BRUSHED BRASS
Gold as a surface, never a flat fill.

10

The profile, the feed and the stories: the same grid, the same voice, one idea per post.

SOCIAL *MEDIA*



EYORA *Cover: reference image, mood only. Not Eyora's; never publish.*

SOCIAL MEDIA

The profile

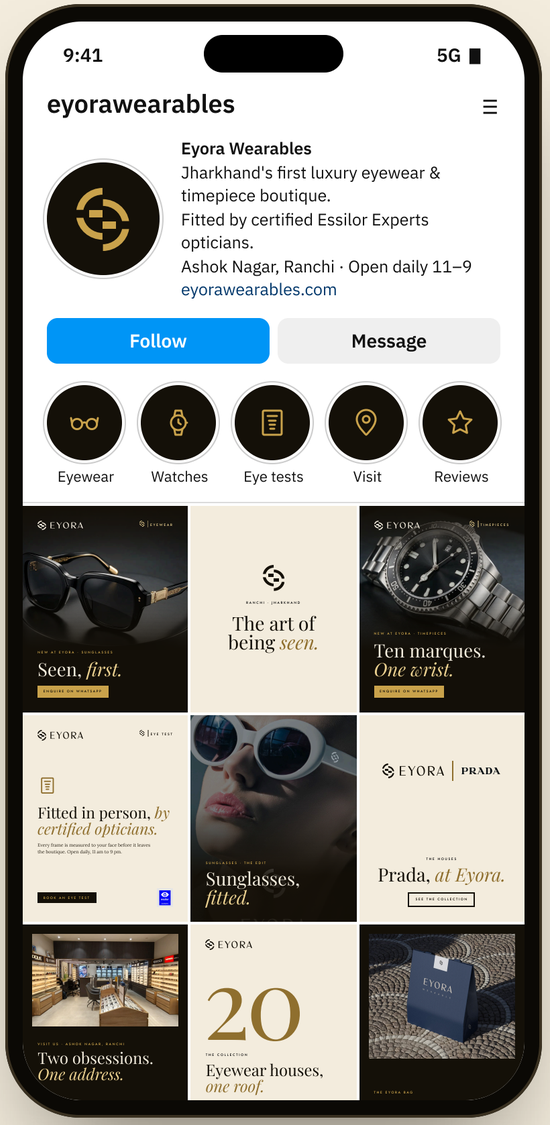
What a visitor sees first.

Avatar: the mark alone, gold on ink, at 56% of the circle.

Bio: the fact, the credential, the address, the hours. No emoji.

Highlights: one gold line icon on ink, one word each: Eyewear, Watches, Eye tests, Visit, Reviews.

Grid: read it as one picture. Ink and ivory alternate like a chequerboard, so the profile always looks calm and deliberate.



THE GRID, AS A PATTERN

01 PRODUCT INK	02 BRAND LINE IVORY	03 PRODUCT INK
04 SERVICE IVORY	05 CAMPAIGN INK	06 HOUSE IVORY
07 VISIT INK	08 FACT IVORY	09 MATERIAL INK

Never two ivory posts side by side. Every third post is a service or boutique post; never three product shots in a row.

Pin three posts: the boutique, the eye test, and "The art of being seen."

SOCIAL MEDIA

Anatomy of a post

Seven parts, always in the same place.

Every feed post is built from the same parts on the 6 × 6 grid. Change the photograph and the words; keep the positions.



1. **LOCKUP**
   Horizontal compact, 300 px wide, on the inner margin. Ivory over photos, ink on ivory.
2. **DESCRIPTOR**
   Mark, hairline, one word of 12 characters or fewer, top-right on the inner margin.
3. **EYEBROW**
   Jost 500, 22 px, tracked 0.32 em, gold. Names the house or category.
4. **HEADLINE**
   Playfair 120 px, one clause, one italic word in light gold.
5. **ACTION**
   One call-to-action tag, bottom-left on the inner margin.
6. **PHOTOGRAPH**
   Full bleed, falling into ink behind the type. Warm, side-lit, product whole.
7. **MARGINS**
   Outer 65 px for photos and blocks; inner 97 px for every word, tag and logo.

SOCIAL MEDIA

Feed templates

Three posts, three jobs.

Three templates cover almost everything Eyora posts. Pick by the job the post has to do, not by the photo you happen to have.

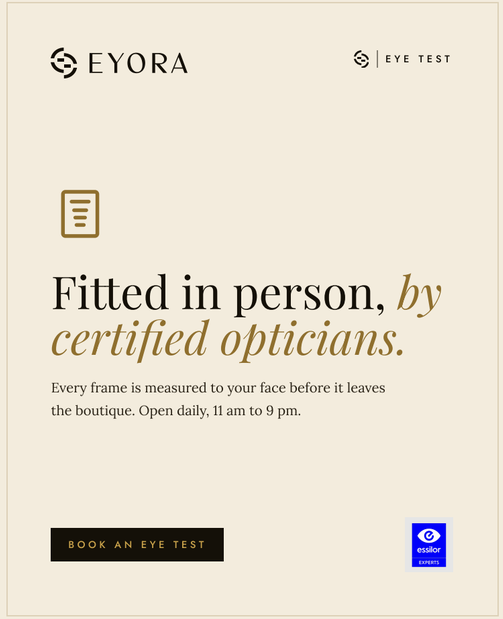
All are 1080 × 1350 (4:5) on the 6 × 6 grid. Download them as starting files.

DOWNLOAD ASSET



01 · PRODUCT

New arrivals and houses. Full-bleed photo fading into ink; the house in the eyebrow; "Enquire on WhatsApp".



02 · SERVICE

Eye tests and lens advice. Ivory ground, one icon, the credential; "Book an eye test".



03 · VISIT

The boutique, hours and festive posts. Photo in a rectangle, the address; "Get directions".

DOWNLOAD ASSET

SOCIAL MEDIA

Stories

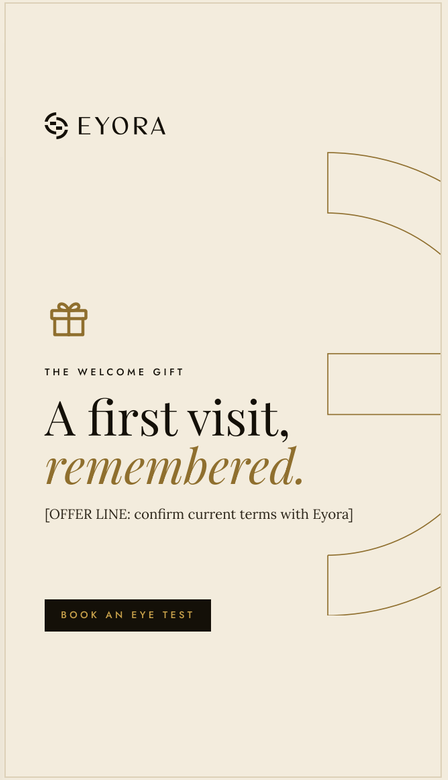
Keep words out of the app's way.

Stories are 1080 × 1920. Instagram covers the **top 250 px** with the progress bar and profile, and the **bottom 340 px** with the reply bar (shaded red).

The logo, type and tags live only in the space between. Photos can run full-bleed behind the interface.

Anything in [brackets] is a placeholder: confirm it with Eyora before posting.





OFFER STORY



ON THE GRID

SOCIAL MEDIA

Captions

A fact, a detail, an action.

Every caption follows the same three lines: **the fact** (a house, a number, a place), **the detail** (why it matters, in one sentence), **the action** (one verb from the tag list).

No emoji, no exclamation marks, no more than three hashtags, placed at the end.

FACT

Cazal has arrived in Ranchi, and it's only at Eyora.

DETAIL

Hand-finished in Germany since 1975, fitted to your face in Ashok Nagar.

ACTION

Book a fitting on WhatsApp, +91 96617 84777.

#Eyora #Ranchi #Cazal

✓ SPECIFIC, CALM, ONE ACTION

🔥 🔥 HUGE NEW ARRIVALS!!! 😍 Check out our AMAZING collection of premium eyewear at the BEST prices in town!!! Hurry, limited stock!! 🤓 ✨ DM for details!!

#eyewear #sunglasses #fashion #style #ranchi #luxury #trending #instagood #ootd

✕ HYPE, EMOJI, NO FACT, NO CLEAR ACTION

11

Slow in, soft landing. Things arrive the way light moves across a lens.

MOTION



 Cover: reference image, mood only. Not Eyora's; never publish.

MOTION

Principles

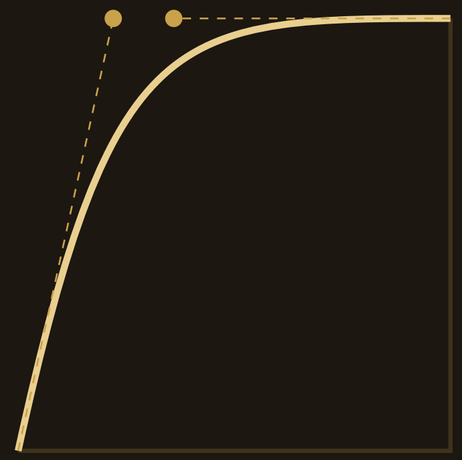
Motion with purpose.

Arrive, don't bounce. Every move uses the Eyora ease: a quick start and a long, soft landing. No bounce, no spin, no shake, no flash.

The ground first, gold last. Backgrounds and photographs settle, then type, then the gold accent.

Only position and opacity. Things slide, fade and reveal. They don't stretch, blur or change colour.

Respect stillness. If a viewer has asked their device to reduce motion, show the final frame.



`cubic-bezier(.22, 1, .36, 1)`

The Eyora ease

MOVE	DURATION
Hover, press	`200–300 ms`
Menus, panels	`400–600 ms`
Section reveals	`700–900 ms`
Stagger between items	`80–120 ms`
Logo animation	`2.0 s · 2.6 s with sheen`
Opening slate	`3.0 s`
Closing slate	`4.0 s`

DOWNLOAD ASSET

MOTION

Logo animation

The halves meet, then the drop.

The two halves slide in from either side and meet level. Then the right half **drops into its offset**, the signature moment, and the bars draw in from the centre.

Last, the wordmark **pulls focus**: the letters start spread apart and close in to their set spacing, O first, then Y and R, then E and A, like a lens finding its focus.

Total **2 seconds**. Use it to open and close videos, on the website's first load, and on the kiosk's idle screen.



DOWNLOAD ASSET

MOTION

Logo animation

In the three colourways.

The animation exists in the same three colourways as the static logo: gold on ink for brand moments, ink on ivory for informative videos, ivory on ink over dark photography.

Never animate the logo in any other colour, and never add a sound louder than a soft click as the right half drops.



GOLD ON INK



INK ON IVORY



IVORY ON INK

DOWNLOAD ASSET

MOTION

Gradient animation

Light passing over metal.

The same build, rendered in the five-stop gold gradient. As the letters close in, a band of light sweeps left to right across the mark and wordmark as one surface, then comes to rest as the website's hero gradient.

Total **2.6 seconds**. **Screen only**: the website's first load, reel openers, the kiosk idle screen. Never for print, and never on ivory: the pale band disappears on a light ground.



0.0–1.35 s · mark builds 1.05–2.0 s · letters pull focus 1.1–2.6 s · light sweeps rests on #8F6F2E → #C9A24B → #F0DCA4

DOWNLOAD ASSET

MOTION

Opening & closing

The first and last three seconds.

Opening slate (3 s): the logo animation on ink, then the line "The art of being seen." Use it at the start of reels and, adapted to 16:9, YouTube videos.

Closing slate (4 s): the lockup over a darkened frame, then the call to action, then the contact line. Hold the final frame for at least a second.



OPENING SLATE · 9:16



CLOSING SLATE · 9:16

MOTION

Type in motion

Two ways words arrive.

1. Illumination. Words start at 15% opacity and light up one by one, 110 ms apart, as if a light is passing over them. For manifesto lines and captions.

2. Curtain. A headline is revealed left to right behind a moving edge, 900 ms. For section titles.

Never animate letter by letter, never type-on, never bounce words in.

We chose every house the way a curator hangs a gallery.

Two obsessions. *One address.*

MOTION

Text motion library

Six ways a headline arrives.

These are the only text animations Eyora uses in reels, stories, ads and the website. Each one loops here so you can study it; in use, each plays once.

Pick one per video. Pair a gentle effect (mask, cascade, tracking) with a strong one (focus, split, swap), never two strong ones in a row.

The art of being *seen.*

01 · MASK RISE

Twenty houses.
Ten marques.
One address.

02 · CASCADE

Fitted, in *person.*

03 · FOCUS PULL



04 · SPLIT REVEAL

RANCHI · JHARKHAND

The *boutique.*

05 · TRACKING CLOSE

Being *seen.*

06 · WORD SWAP

MOTION

Text motion specs

Timing for each effect.

All six use the Eyora ease, **cubic-bezier(.22, 1, .36, 1)**, and move only position, opacity and, for the focus pull alone, blur.

Never: bounce, elastic, glitch, scramble, typewriter, 3D spin, stretch or motion trails. They are all fine effects, for other brands.

EFFECT	MOVEMENT	TIMING	USE FOR
01 Mask rise	Each line slides up from behind its own baseline	`900 ms · lines 120 ms apart`	Default headline, every format
02 Cascade	Lines drop 40 px into place and fade up, one after another	`800 ms · 260 ms apart`	Lists of facts: houses, marques, services
03 Focus pull	Words go from 14 px blur to sharp, like a lens finding focus	`1100 ms · 160 ms apart`	Eye-test and lens content only
04 Split reveal	Two ink panels part from the centre to show the photo, then the headline rises	`1000 ms + 900 ms`	Product launches, new houses
05 Tracking close	Tracked capitals close from 1.2 em to 0.32 em as they fade in	`1200 ms`	Eyebrows, places, closing slates
06 Word swap	The last word rolls up through a mask to the next word	`600 ms roll · 1.4 s hold`	Reel hooks, the website hero

12

The last thing a customer carries out of the boutique, and the first thing they see again at home.

PACKAGING



PACKAGING

The pieces

Bag, cloth, card.

The **carry bag** is midnight navy with the vertical lockup printed in ivory, on rope handles.

The **lens cloth** is a gold weave with the lockup printed in ink.

The **gift card** is deep teal with the lockup in copper foil.







PACKAGING

Rules for material

One mark, one ink, one material.

Every existing piece follows one rule: **a single ink or foil on a single material.** Foil or light ink on a dark material; dark ink on a light material.

Some early pieces add the word **WEARABLE** beneath the wordmark. New pieces use the standard lockups from the logo files; check with Eyora before adding any descriptor.

RULE	SPECIFICATION
Lockup	Vertical on bags, boxes and cards; wordmark alone on cloths and cases where space is narrow.
Placement	Centred on the front face, optical centre (3% above true centre). Clear space 2b.
Ink	One ink or one foil: ivory, ink, gold or copper foil. Never full-colour, never the screen gradient.
Foil & emboss	Mark at least 8 mm tall; foil fills in fine gaps below that.
Materials	Midnight navy, deep teal, gold weave, ivory stock. Uncoated or soft-touch; never gloss laminate.
Patterns	The Monogram or The Field on insides only: box lids, tissue, pouch linings.
Proofs	Always a physical proof before a run. Screen colours are not print colours.

13

Short, specific, declarative. Eyora never raises its voice.

VOICE & *TONE*



VOICE & TONE

How Eyora sounds

Four principles.

The website's copy is the calibration reference. It almost never uses an exclamation mark, an emoji, or a superlative it can't back with a number.

01 · SPECIFIC OVER SUPERLATIVE

"Twenty eyewear houses" *beats "an extensive collection".*

02 · SHORT AND DECLARATIVE

The art of being seen. *One clause. Full stop.*

03 · QUIET CONFIDENCE

No exclamation marks, no emoji, *no capital-letter hype.*

04 · ACTIONS A PERSON TAKES

"Book an eye test", *never "Learn more".*

VOICE & TONE

Rewrites

From generic to Eyora.

Most off-brand copy is generic retail language that could belong to any shop. Replace the adjective with the fact.

Lead with the house, the number, the place. The offer, when there is one, is a supporting line, never the hook.

INSTEAD OF	WRITE
~~An extensive collection of premium brands~~	Twenty eyewear houses, curated under one roof.
~~Best-in-class eye care by experts~~	Fitted in person, by certified Essilor Experts opticians.
~~Your one-stop destination for eyewear and watches!~~	Two obsessions. One address.
~~HUGE SALE!! Up to 50% off 🔥~~	The Welcome Gift, for your first visit. [Confirm terms.]
~~Learn more~~	Book an eye test
~~World-class luxury, now in your city~~	Jharkhand's first luxury eyewear boutique.

VOICE & TONE

Word bank

What we say, what we don't.

A quick reference for anyone writing a caption, a flyer or a WhatsApp reply. When a word from the right-hand column appears, look for the fact it's standing in for.

WE SAY

house · marque · curated · fitted · boutique · the edit · considered · opticians · first in Jharkhand · Ranchi · Ashok Nagar · *seen*

WE AVOID

~~cheap · affordable · sale!! · best in class · world-class · one-stop · huge collection · amazing · grab now · hurry · limited stock · premium quality~~

ACTION VERBS

BOOK

VISIT

ENQUIRE

SEE

RESERVE

GET

DIRECTIONS

14

For anyone who just needs the values, not the reasoning.

QUICK *REFERENCE*



QUICK REFERENCE

The values

Everything on one page.

Website eyorawearables.com
WhatsApp / phone +91 96617 84777
Instagram @eyorawearables
Address Saraswati Market Complex, Road No. 1 & 2, Ashok Nagar, Ranchi, Jharkhand 834002
Hours Open daily, 11:00 am – 9:00 pm

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COLOUR	HEX	SHARE
Ink	#141008	70%
Ivory	#F3ECDD	15%
Gold	#C9A24B	10%
Light gold	#E9CF8F	5%
Deep gold	#8F6F2E	

LOGO	RULE
Unit b	One bar = ⅕ mark height
Clear space	2b all sides
Min lockup	120 px / 30 mm wide
Min mark	16 px / 5 mm tall

TYPE	FACE
Display	Playfair Display 400 / italic
Body	Lora 400
Labels	Jost 500, caps, +0.3 em
Apps	IBM Plex Sans / Mono
Minimum	12 px, always

GRID	OF THE SHORTER SIDE
Modules	6 × 6
Outer margin	6%
Inner margin	+3%
Gutter	1.5%

QUICK REFERENCE

Before you publish

Ten checks, every time.

Run through this list before anything leaves your desk: a post, a flyer, a print order, a video. If a check fails, fix it or ask Eyora.

01 The logo is an official file, not retyped or traced.

02 Clear space of 2b around the logo.

03 Only ink, ivory and gold (plus the two supporting golds) on screen.

04 No gold text on ivory; deep gold only for large text.

05 Playfair, Lora and Jost, or their documented fallbacks.

06 Every Jost label in capitals, tracked 0.3 em.

07 Nothing smaller than 12 px.

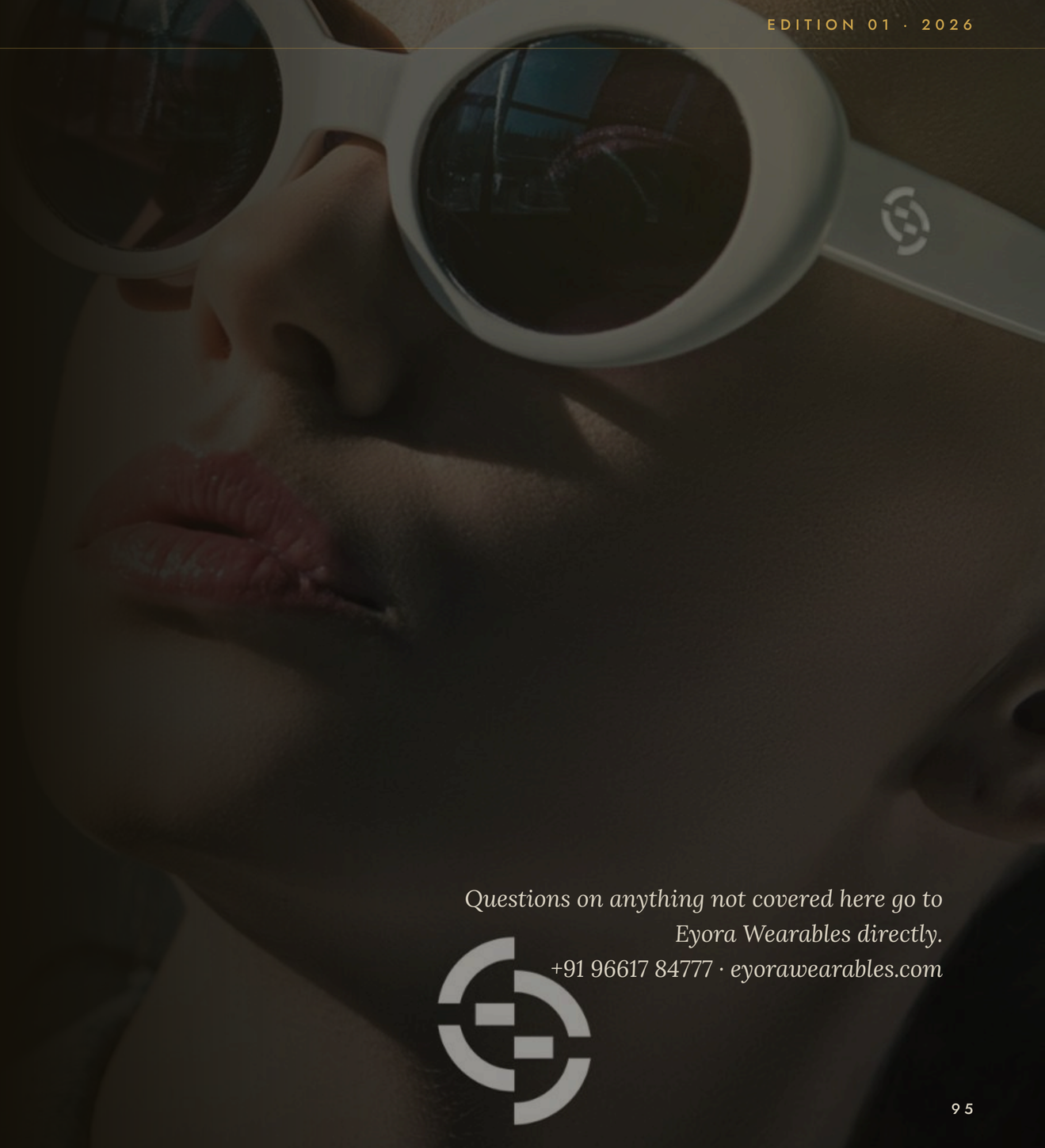
08 One idea, one headline, one call-to-action tag.

09 Photography is warm, dark, side-lit, and the product is whole.

10 Every price, offer and credential confirmed with Eyora. No [placeholders].

EYORA

The art of being *seen.*



Questions on anything not covered here go to Eyora Wearables directly.
+91 96617 84777 · eyorawearables.com