

Final Presentation

Checkpoint 4

Chad Cordray

GRDS 440 | Spring 2026

Nazra Brady

Independent Jewelry Designer

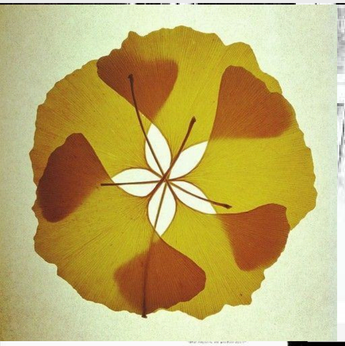
Nazra is an independent jewelry designer who creates handcrafted pieces that function as wearable art. Her work blends organic forms with contemporary design, resulting in expressive pieces that emphasize craftsmanship, expression, and personal style. Her work aims to be culturally aware, sustainable, and ethically sourced.

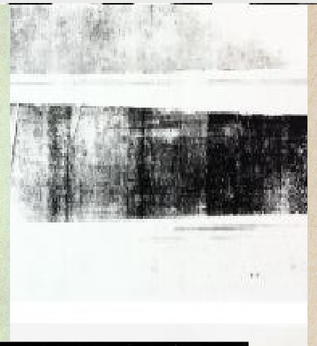


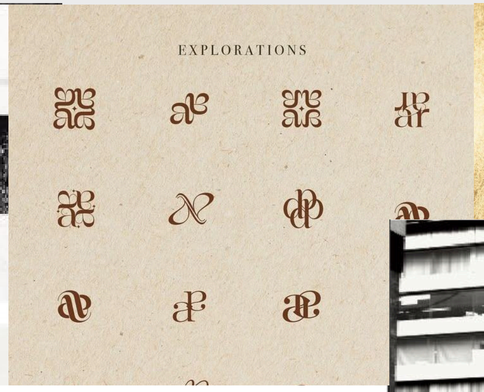
Raw but Sophisticated

Visual Direction








EXPLORATIONS



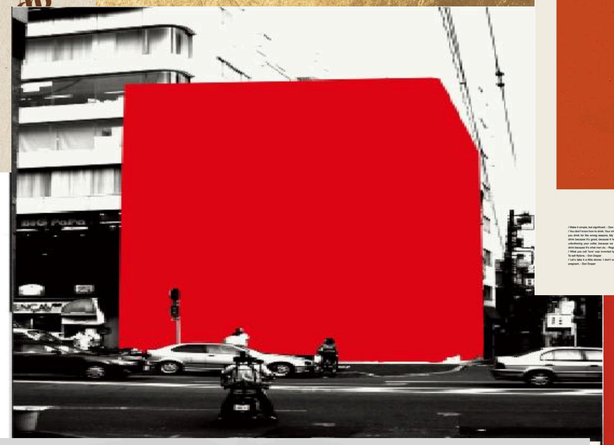

mad men


raw

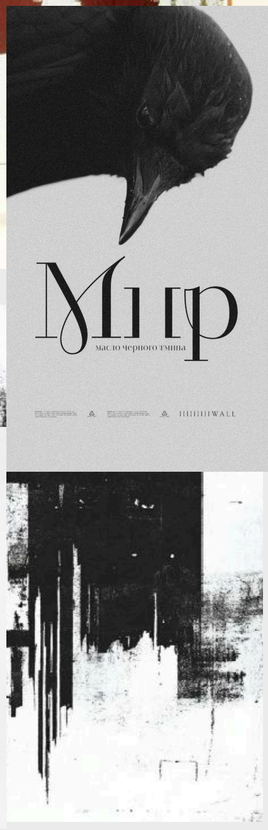

mixed
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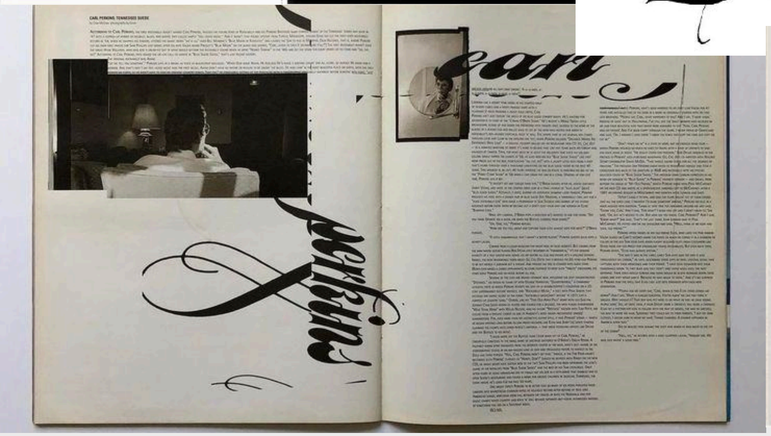


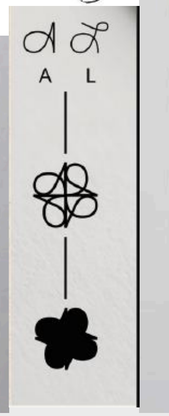

Looking for the perfect Breath






Мир
Масло черного тмина


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perfect


A L


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GE



Positioning Statement

Positioned at the intersection of raw expression and refined craftsmanship, creating jewelry that feels both artistic as well as wearable.

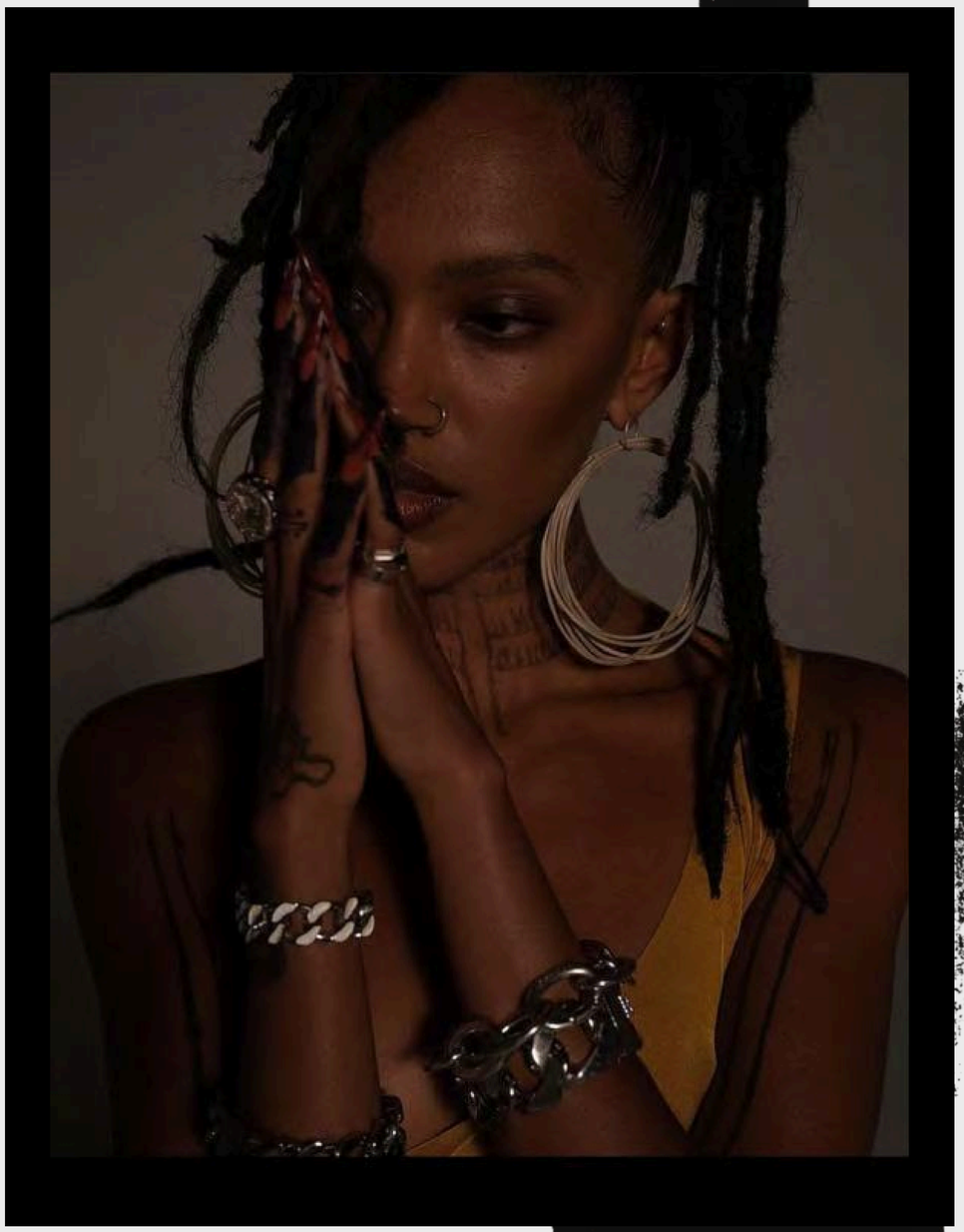
Individuals drawn to expression and personal style.

Target Audience



Demographics

- Ages 25–45
- Creative professionals and culturally engaged individuals
- Fashion-conscious consumers with an interest in independent design
- Primarily urban or creatively centered environments
- Values craftsmanship, individuality, and artistic expression
- Interested in collectible, wearable objects rather than trend-based accessories



Raw Expression.
Refined Structure.

Expressive Restraint

The system embraces imperfection and gesture without becoming visually chaotic.

Controlled Contrast

Dark tones, sharp typography, and layered textures create tension while maintaining clarity.

Tactile Materiality

Textures and surfaces reinforce the handcrafted, physical nature of the jewelry.

Translating into a cohesive visual language.

Identity System



Customized Sabon
LT Pro Typeface



Joined letterforms create
visual flow

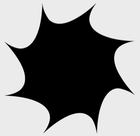


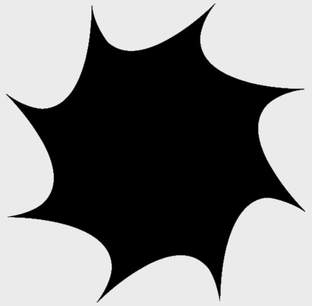
Organic Symbol Design



Secondary







Alternative Marks

Clearspace

Protected | Intentional | Balanced

Clearspace maintains the integrity and visibility of the logo across applications. A minimum area of space must surround the mark at all times. The only execptions are in the use of texture elements, explained later.

The foot of the “N” is used as a unit of measurement to define the clearspace around the logo. It is repeated, rotated 90 degrees and forms a square for the unit of measurement as shown here.



NAZRA











Inter

Minimal form. Raw presence.

Headings - Medium

Subheadings - Regular

Body Type - Light

Shaped through tension and restraint

Balancing raw expression with contemporary refinement

The typography system pairs expressive serif forms with restrained sans serif structure to create a visual language that feels atmospheric, tactile, and intentional. Through contrast, spacing, and hierarchy, the system supports both emotional storytelling and functional clarity across editorial, digital, and physical applications.


Plum Wine
Rosey Taupe
Olive Green
Dusty Olive
Onyx
Bone

Introducing tactility, atmosphere, and imperfection into the identity.

Texture System



Marker Texture

Raw | Expressive | Human

A gestural texture that introduces movement and imperfection. It acts as a counterbalance to the brand’s refined elements to reinforce a sense of authenticity and process.

Gold Exposure

Refined | Intentional | Sophisticated

Used in combination with the other textures to create contrast against the otherwise matte, tactile system. Treated as a material rather than a color.

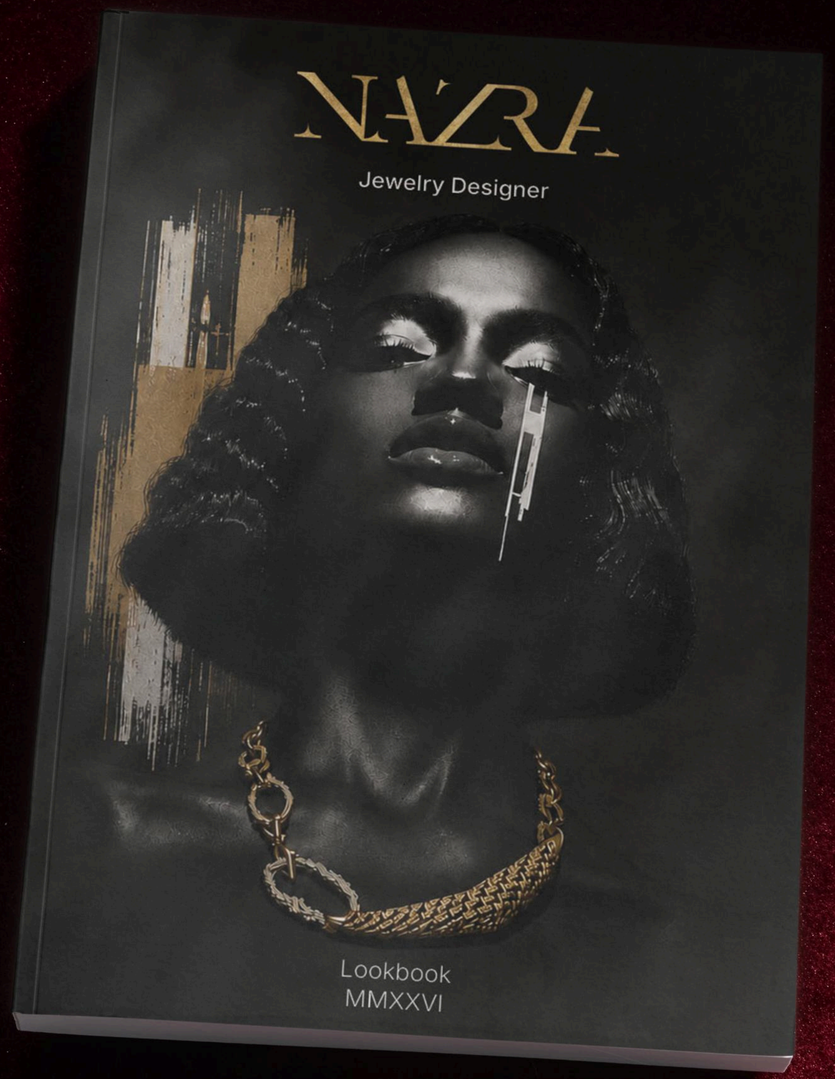
Halftone Print Texture

Industrial | Layered | Atmospheric

Inspired by the print processes, the halftone texture adds depth and a subtle sense of grit.

Deliverables





Lookbook

Nazra Brady

Born in Wilmington, NC, traveling around the US and Africa in their childhood. Then finally landed in Durham, NC, where she attended high school and graduated in 2022.

Independent jewelry designer currently based in Savannah, GA, studying to get her bachelor's degree at **Savannah College of Art and Design**.



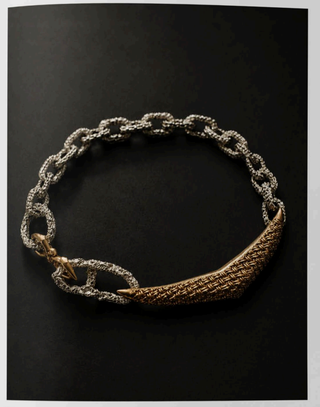


01

Links of Unity explores the **power of adornment** as a language of pride & connection among the diverse peoples of Ethiopia.



01



01





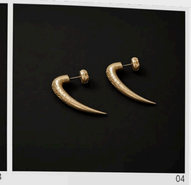
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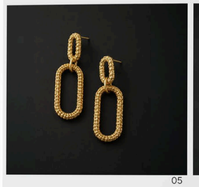
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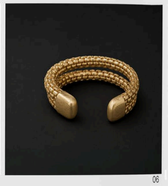
03



04



05



06

01	Unity Collar	Gold Plating | Sterling Silver
02	Interwoven	Gold Plating | Sterling Silver
03	Highland Studs	Gold Plating | Raw Ethiopian Oval
04	Tusk of Dawn	Gold Plating | Sterling Silver
05	Kither Earrings	Gold Plating | Sterling Silver
06	Tibeb Cuff	Gold Plating | Sterling Silver

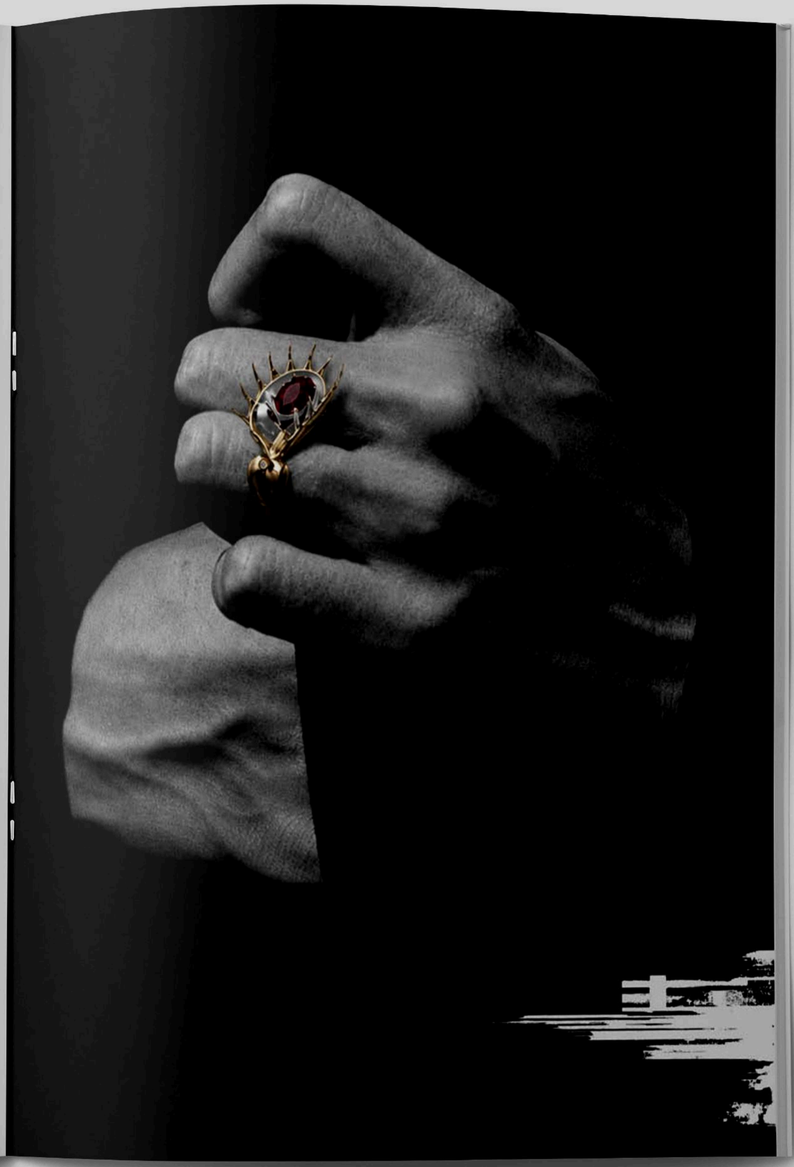


07





07







08



09



10

08 - 10 Severance Oxidized Sterling Silver | Silk Twill

Second Sight explores symbolism through instinctive, hand-built forms that feel both ancient and unfamiliar. Each piece begins as a physical experiment **cutting**, **shaping**, and **layering** metal around found motifs like eyes, fish, stars, and stones. The process **embraces imperfection**, allowing marks, textures, and asymmetry to remain visible as evidence of the hand behind the work.





11



12



13



14



15

11	Ember Eye	Tiger's Eye | Sterling Silver
12	Devourer	Carnelian | Sterling Silver
13	The Prophet	Bloodstone | Brass Sheet Metal
14	Second Spiral	Brass Sheet Metal
15	Threshold	Sterling Silver
16	Double Cuff	Gold Plating | Sterling Silver


Nazra Brady
MMXXVI
Jewelry Designer



Packaging


NAZRA
NAZRA


NAZRA


NAZRA


JEWELRY DESIGNER
JEWELRY DESIGNER
JEWELRY
JEWELRY


Each piece is designed to carry presence.
Now yours completes it.

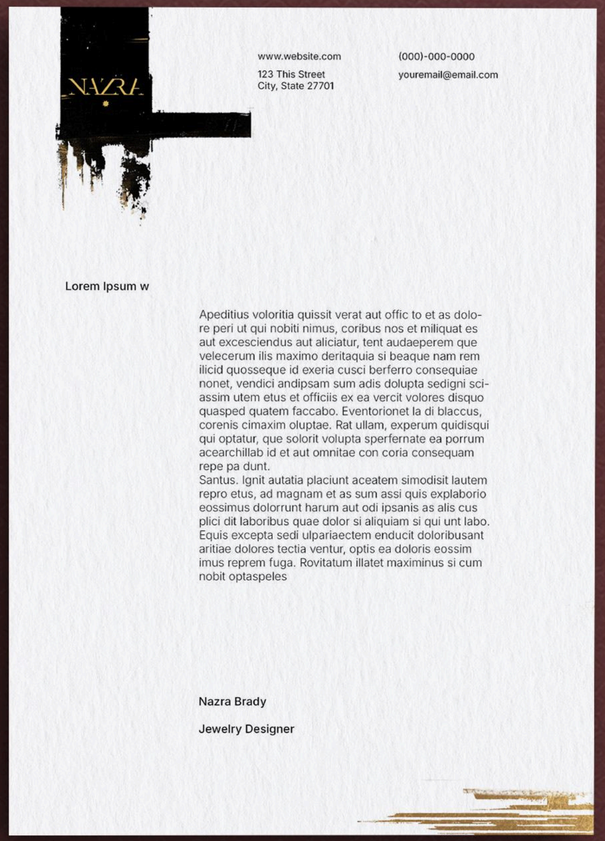
NAZRA

Care instructions

AVOID WATER, FRAGRANCE, AND HARSH CHEMICALS, AND GENTLY POLISH WITH A SOFT CLOTH AS NEEDED. TO PRESERVE THE FINISH AND LONGEVITY OF YOUR PIECE, AVOID MOISTURE, CHEMICALS, AND PROLONGED SUN EXPOSURE, AND STORE IN A DRY PLACE WHEN NOT WORN.





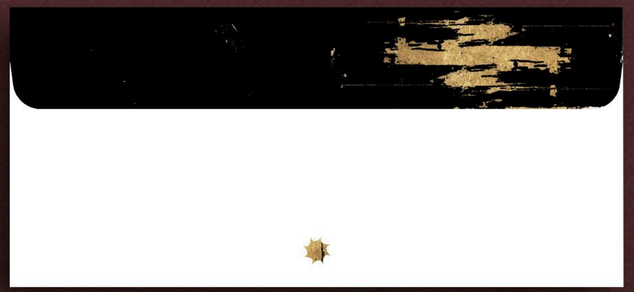

www.website.com
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youremail@email.com
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Nazra Brady
Jewelry Designer



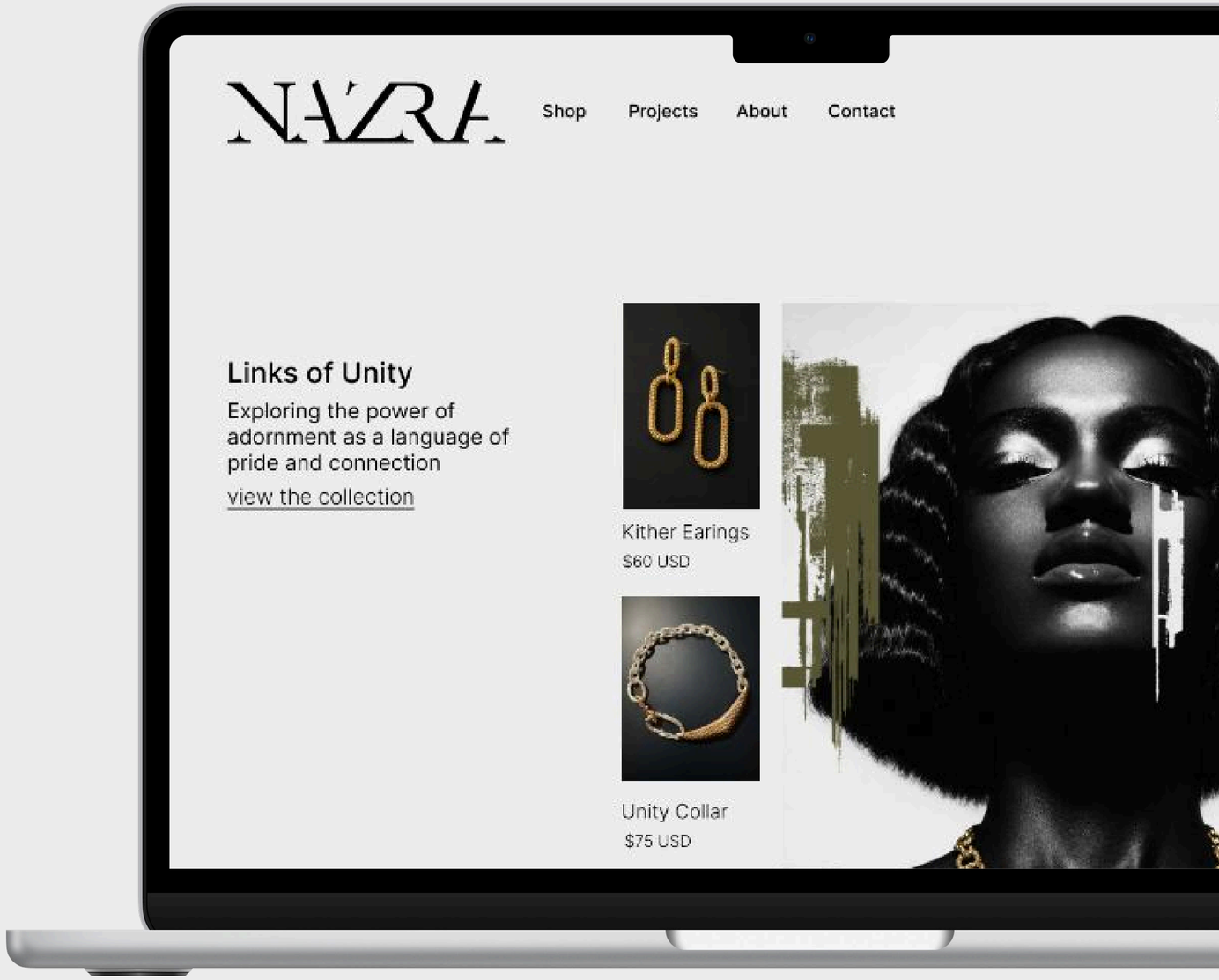



JEWELRY DESIGNER


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W: Youremail@email.com



Website Design



NAZRA

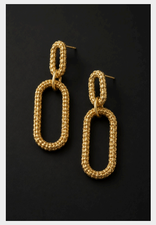
Shop Projects About Contact

Account Cart (0)

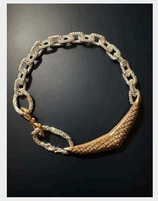
Links of Unity

Exploring the power of adornment as a language of pride and connection

view the collection

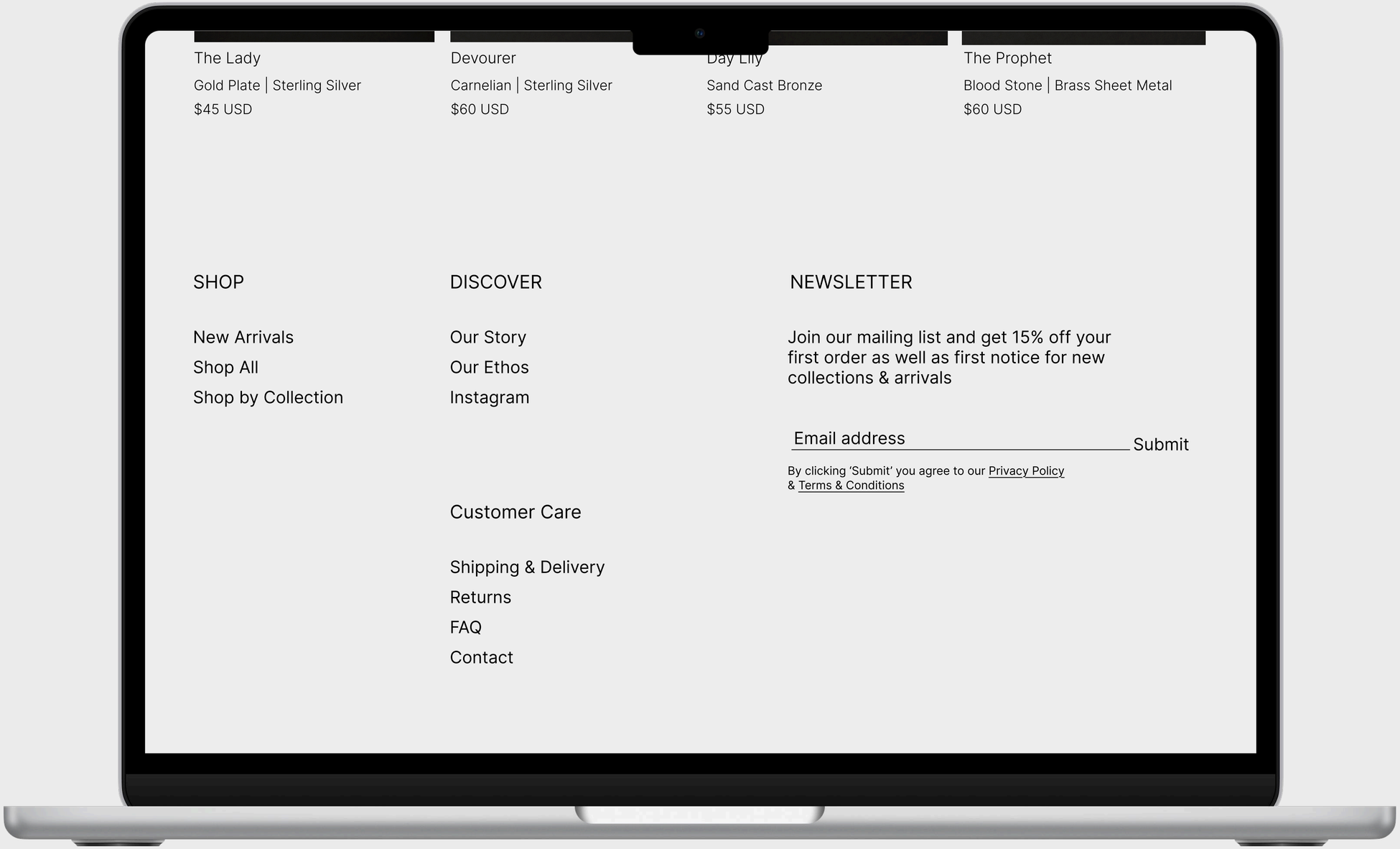


Kither Earings
$60 USD



Unity Collar
$75 USD

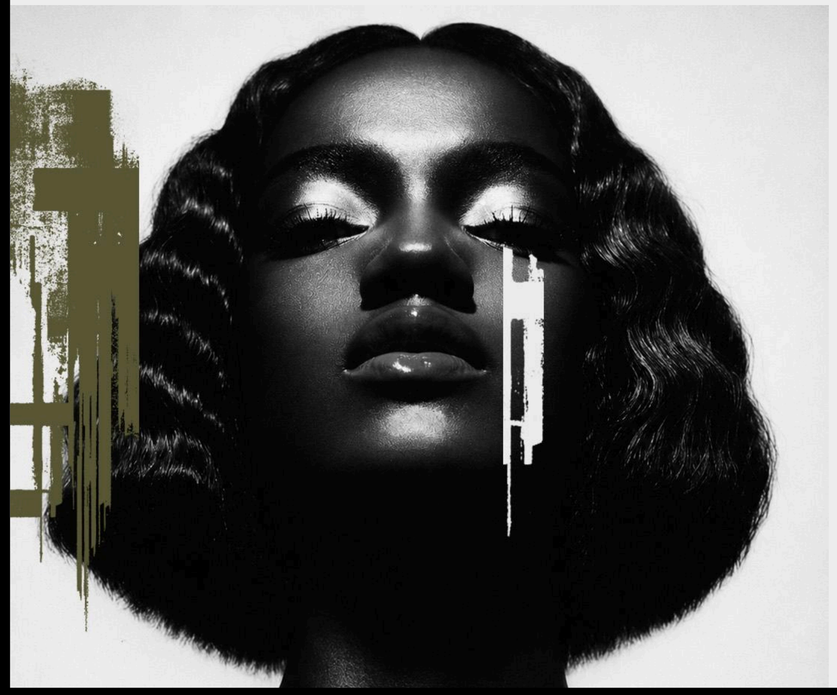



The Lady
Gold Plate | Sterling Silver
$45 USD
Devourer
Carnelian | Sterling Silver
$60 USD
Day Lily
Sand Cast Bronze
$55 USD
The Prophet
Blood Stone | Brass Sheet Metal
$60 USD
SHOP
New Arrivals
Shop All
Shop by Collection
DISCOVER
Our Story
Our Ethos
Instagram
Customer Care
Shipping & Delivery
Returns
FAQ
Contact
NEWSLETTER
Join our mailing list and get 15% off your first order as well as first notice for new collections & arrivals
Email address
Submit
By clicking 'Submit' you agree to our Privacy Policy & Terms & Conditions

NAZRA

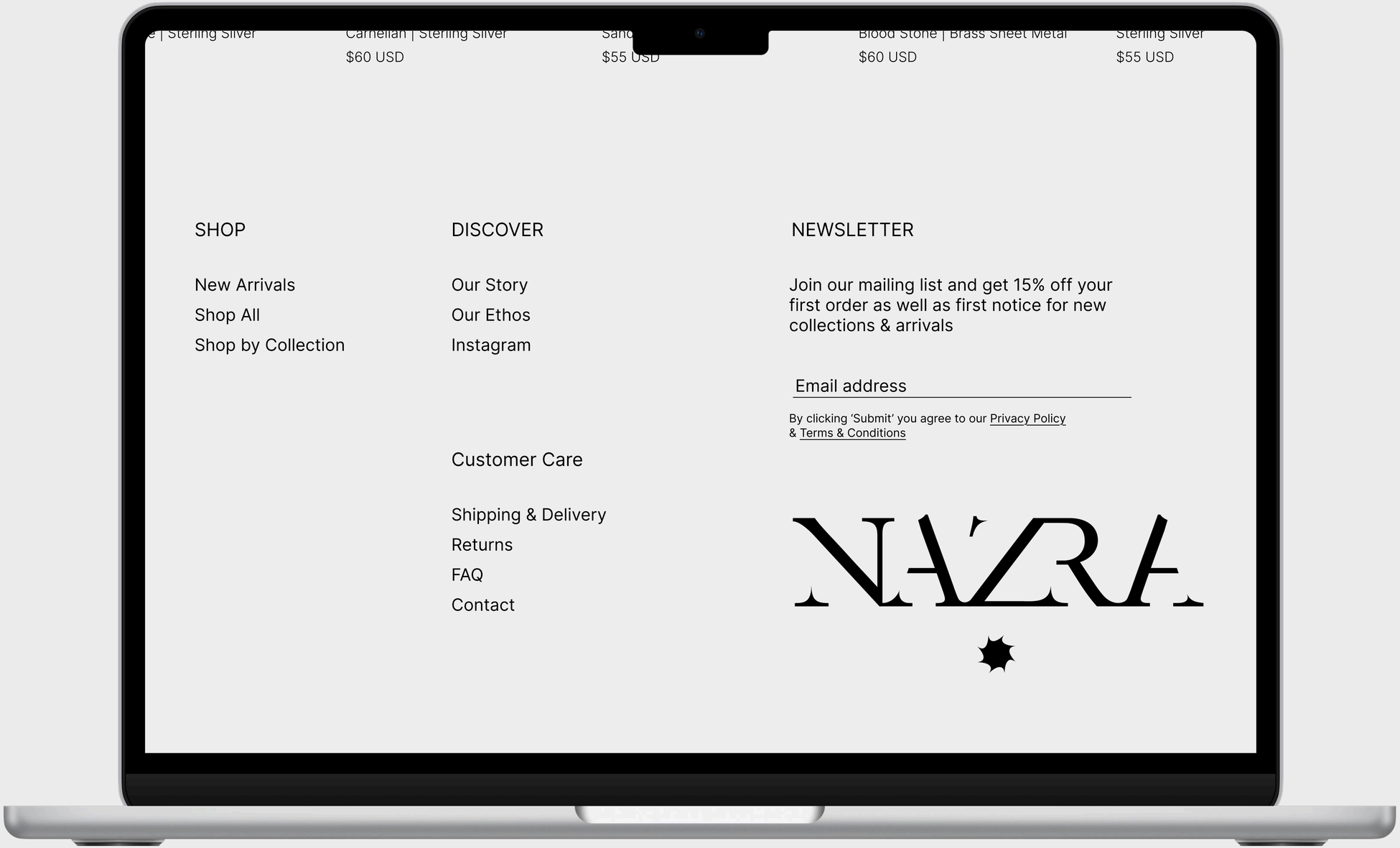
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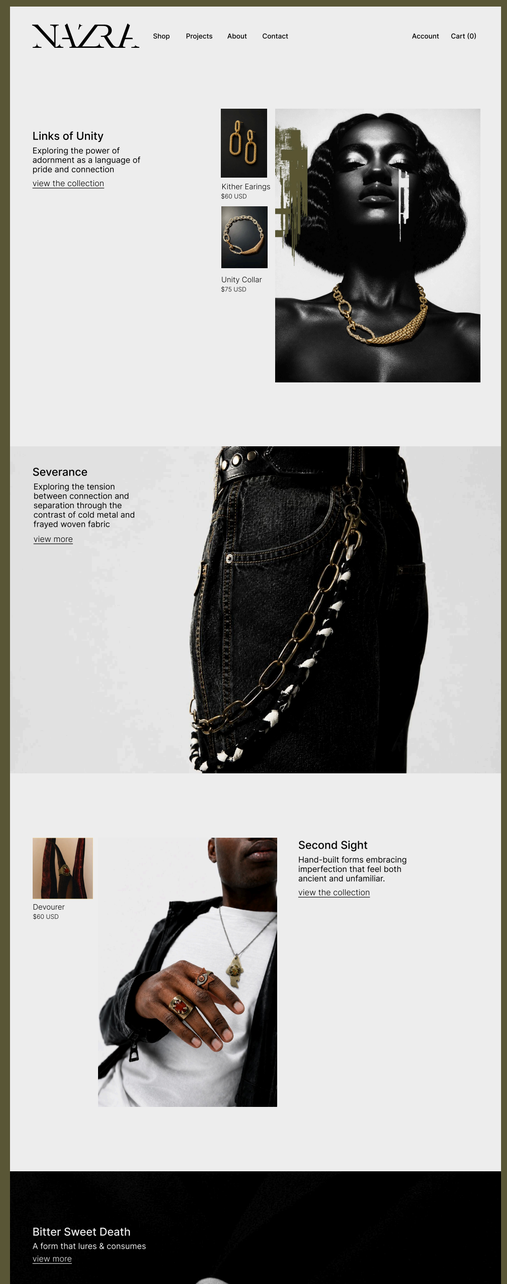


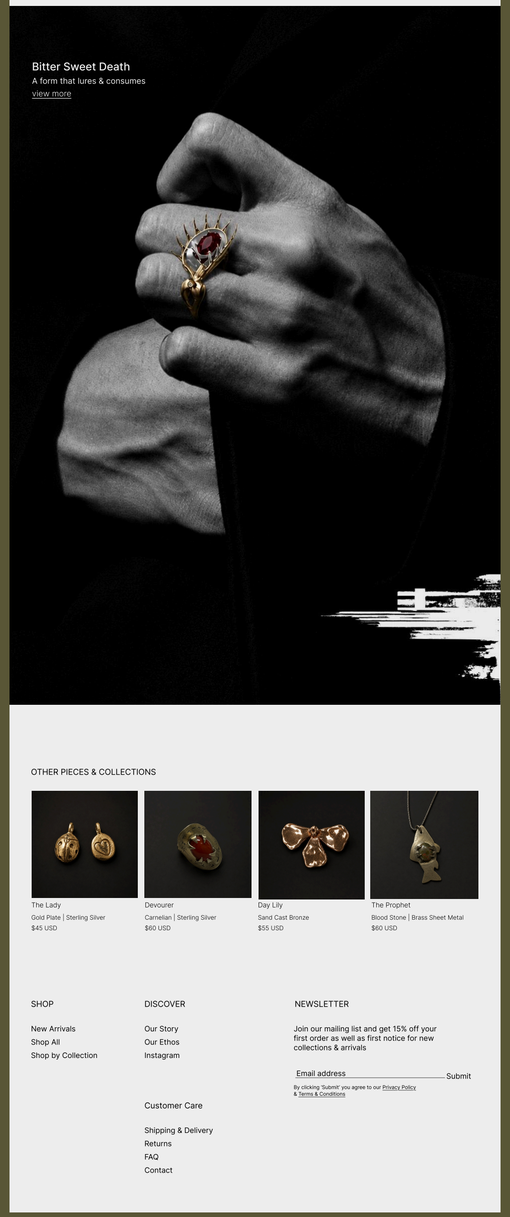
Links of Unity

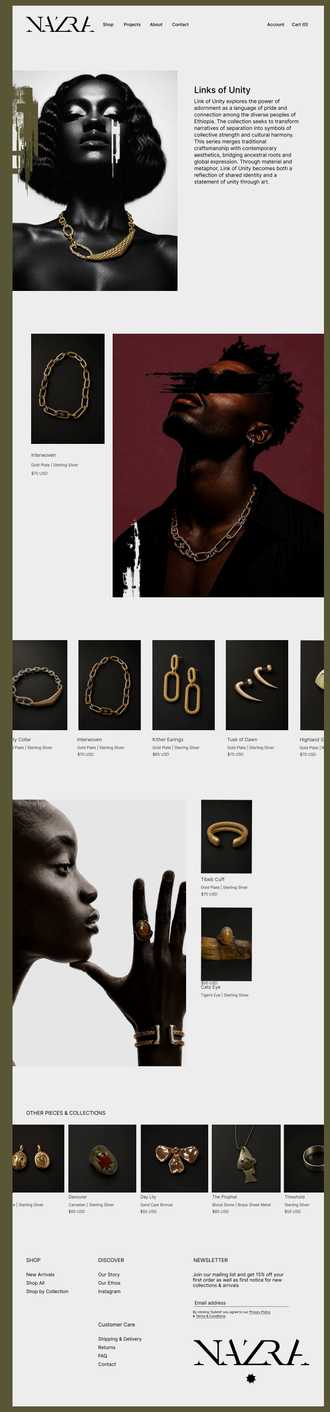
Link of Unity explores the power of adornment as a language of pride and connection among the diverse peoples of Ethiopia. The collection seeks to transform narratives of separation into symbols of collective strength and cultural harmony. This series merges traditional craftsmanship with contemporary aesthetics, bridging ancestral roots and global expression. Through material and metaphor, Link of Unity becomes both a reflection of shared identity and a statement of unity through art.


| Sterling Silver
$60 USD
Carnelian | Sterling Silver
$60 USD
$55 USD
Blood Stone | Brass Sheet Metal
$60 USD
Sterling Silver
$55 USD
SHOP
New Arrivals
Shop All
Shop by Collection
DISCOVER
Our Story
Our Ethos
Instagram
Customer Care
Shipping & Delivery
Returns
FAQ
Contact
NEWSLETTER
Join our mailing list and get 15% off your first order as well as first notice for new collections & arrivals
Email address
By clicking 'Submit' you agree to our Privacy Policy & Terms & Conditions
NAZRA

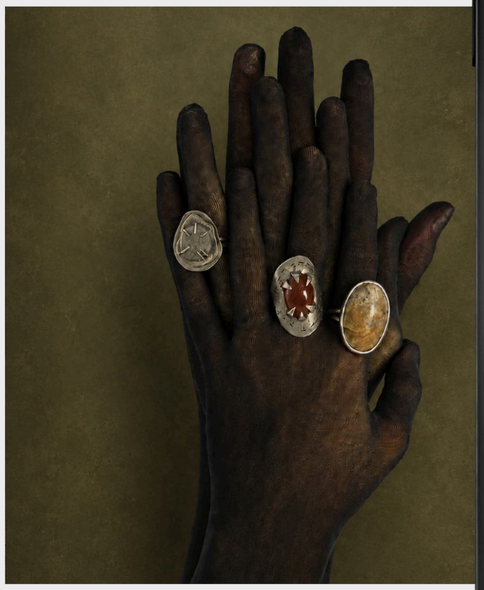
Website Design

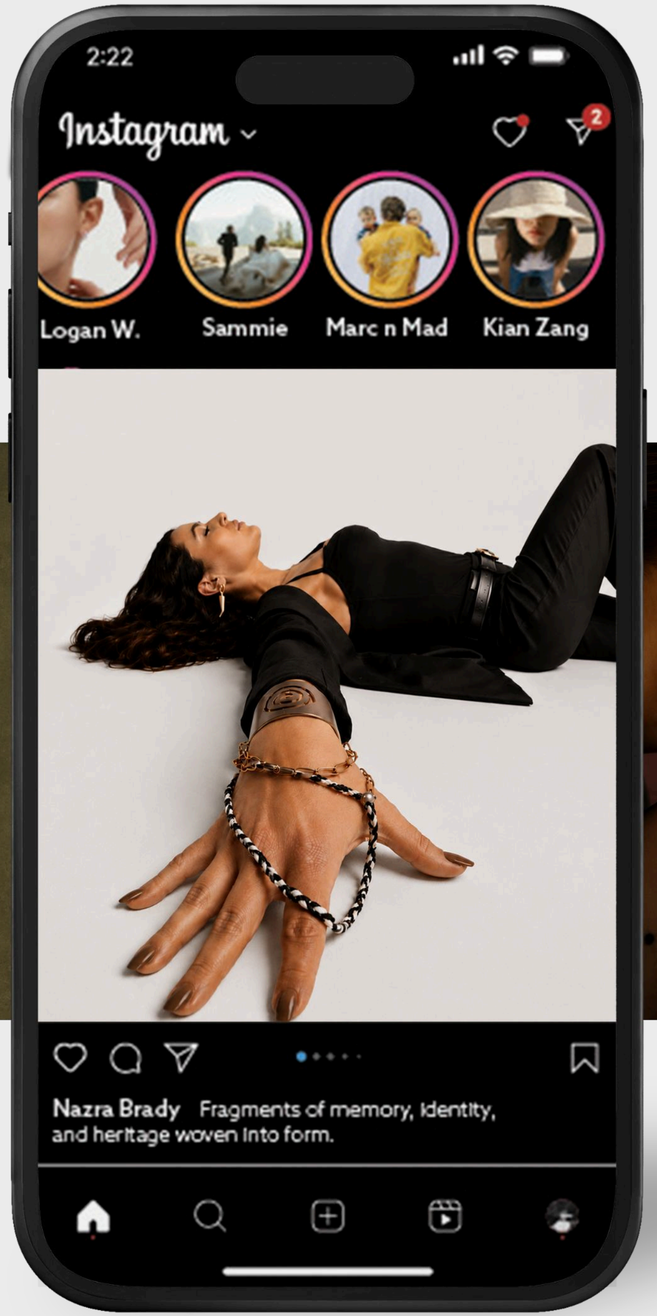


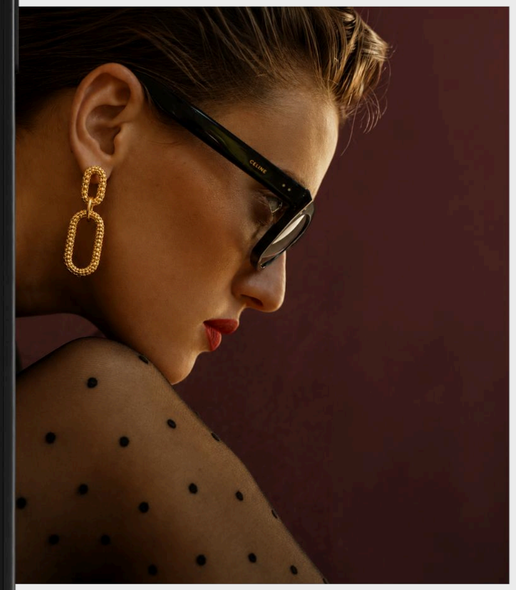








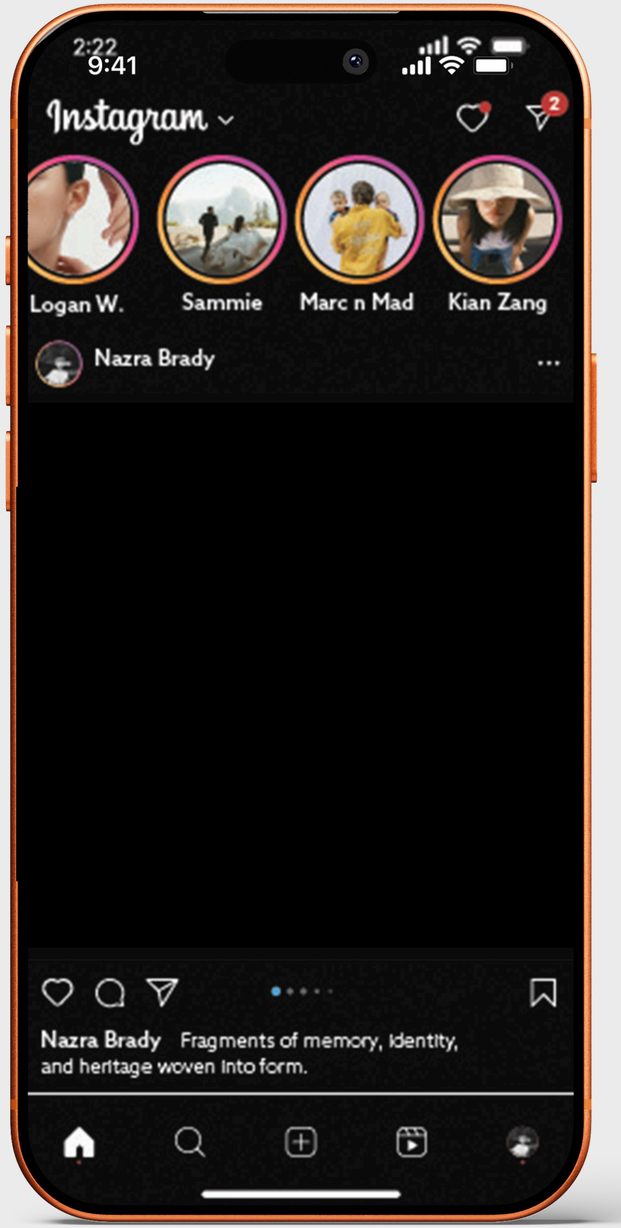






Social Media

Social Media





Social Media

Branding / Visual System

Brand Guidelines
Files: INDT, PDF
Includes the identity system with logos, typography, color system, texture system, and applications. Delivered as both PDF and editable file.

Logo(s)
Files: AI, PNG, PDF
Includes primary, secondary, symbol and gold foiled variations. Vector and transparent exports are also included.

Typography
Files: OTF/TTF
Includes licensed fonts. (if transferable)

Product Mockups
Files: PSD, JPG, PNG
Includes high-resolution file mockups for jewelry, packaging,

Textures
Files: PNG, PSD
Includes texture images and Photoshop files with layers

Touchpoints & Deliverables

Letterhead & Envelope
Files: AI, PDF
Provided as both editable and print ready.

Business Cards
Files: AI, PDF
Includes (3) front and back layouts prepared for print production with editable typography.

Shopping Bag
Files: PSD, PDF
Includes graphics and scalable artwork designed for shopping bag applications.

Ring Box
Files: PSD, PDF
Includes artwork and production mockups for manufacturing reference.

Packaging Box (A & B)
Files: PSD, PDF
Includes artwork and production mockups for manufacturing reference.

Care Card
Files: AI, PDF
Includes front and back layouts prepared for print production with editable typography.

Look Book
Files: INDT, PDF
Includes layouts, spreads, and print-ready exports with embedded assets.

Dust Bags
Files: PSD, PDF
Includes front and back designs and production mockups.

Website Design
Files: Fig, PDF
Includes layout designs for home page and one collection page

Social Media
Files: PSD, PDF
Includes imagery, design guidelines, and application mockups for Instagram posts.