



NIRVAN STUDIO

WEBSITE DESIGN LOOKBOOK

Website Design *Lookbook* with 20 real references

A curated selection of real website references to inspire your project. Each reference showcases a different industry and style.

NIRVAN WEB SERVICES PVT. LTD.

JAMMU, INDIA

WEBSITES / BRAND / GROWTH

01

START HERE

How to use this lookbook

Use these pages to make the first design conversation faster, clearer and more visual.

01**CHOOSE**

Shortlist two or three references that feel closest to your business and audience.

02**POINT OUT**

Mark the layout, colours, typography, sections or mobile experience you want us to explore.

03**CUSTOMISE**

Nirvan Studio turns your direction into an original website built around your brand and goals.

REFERENCE NOTE

Inspiration, then originality.

External screenshots are shown only as visual references. Nirvan Studio does not claim ownership, affiliation or endorsement. Your final website will be an original design tailored to your content, audience and commercial goals.

TIP: PHOTOGRAPH THE PAGE NUMBERS YOU LIKE OR NOTE THEM DURING THE MEETING.

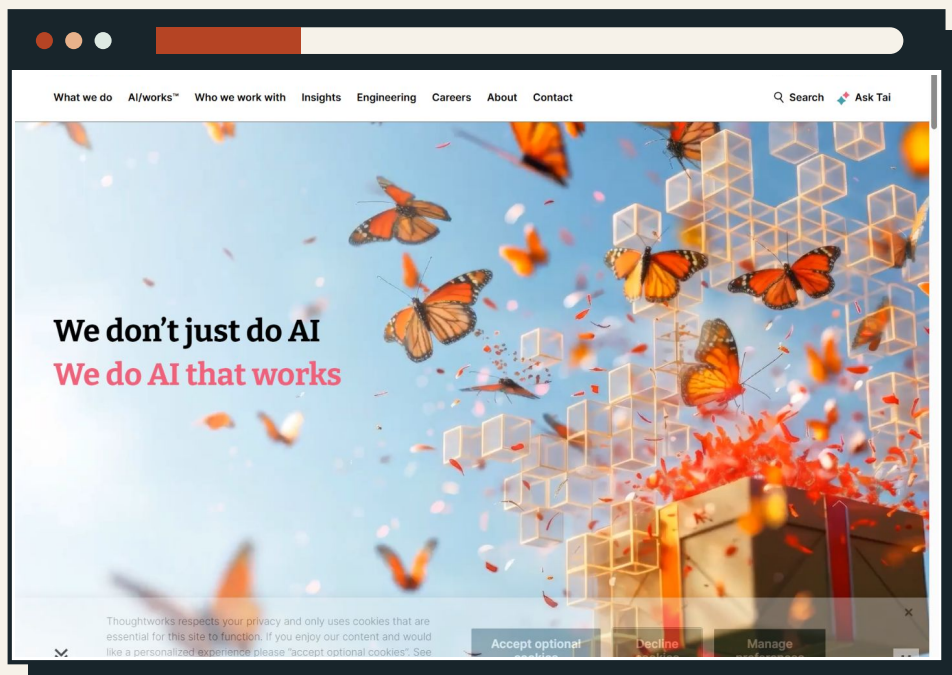
VISUAL CONTENTS

Visual contents

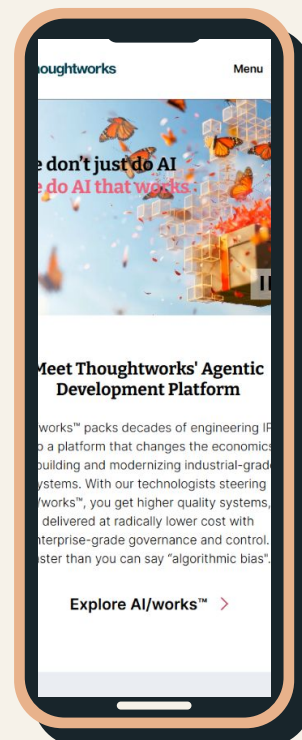
01 Minimal Corporate	02 Premium Creative Agency	03 Modern Business / SME	04 Local Service Business
05 Doctor / Clinic / Healthcare	06 School / Coaching / Education	07 Restaurant / Café / Food	08 Real Estate / Property
09 E-commerce Store	10 Personal Brand / Portfolio	11 NGO / Social Impact	12 Startup / SaaS
13 Industrial / Manufacturing / B2B	14 Travel / Tourism / Hotel	15 Gym / Yoga / Wellness	16 Luxury Boutique / Premium Brand
17 Event / Wedding Services	18 Agriculture / Organic Products	19 One-page Small Business	20 Custom Premium / Brand-led

01 Minimal Corporate

DESKTOP VIEW



MOBILE PROTOTYPE



LIVE REFERENCE

Thoughtworks

<https://www.thoughtworks.com/>

EXTERNAL INSPIRATION

DESIGN DIRECTION

A disciplined grid, bold statement and generous white space make a large organisation feel clear, capable and current.

CLIENT CAN REQUEST

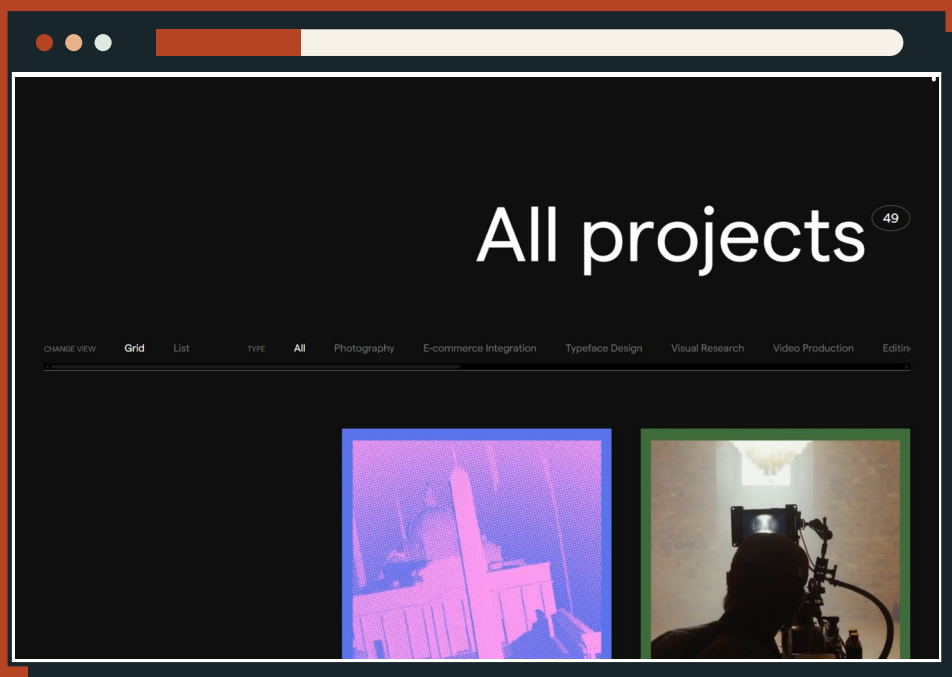
- Editorial hero with one strong message
- Spacious service or expertise grid
- Subtle brand colour accents
- Compact mobile navigation

SHORTLIST THIS DIRECTION • REFERENCE 01

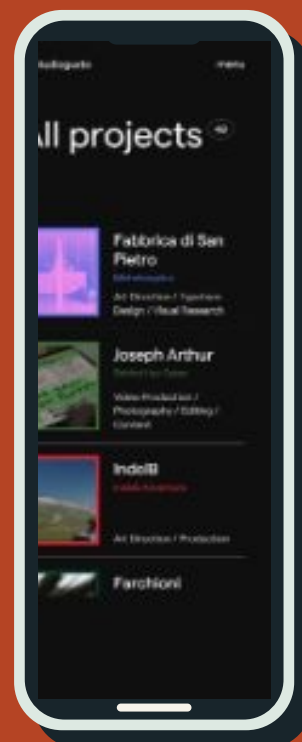
ORIGINAL DESIGN BY NIRVAN STUDIO

02 Premium Creative Agency

DESKTOP VIEW



MOBILE PROTOTYPE



LIVE REFERENCE

Studiogusto — Works

<https://www.studiogusto.com/works>

EXTERNAL INSPIRATION

DESIGN DIRECTION

The work leads the page: expressive type, image-led case studies and confident spacing create a memorable creative impression.

CLIENT CAN REQUEST

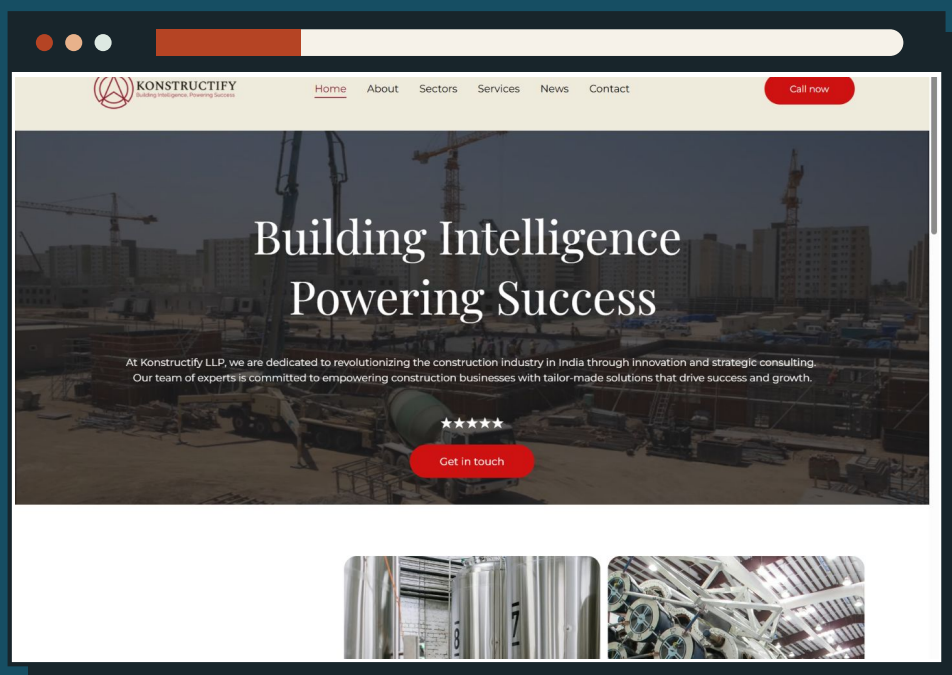
- Project-first portfolio grid
- Large art-directed typography
- Motion-ready image transitions
- Minimal menu and contact cue

SHORTLIST THIS DIRECTION • REFERENCE 02

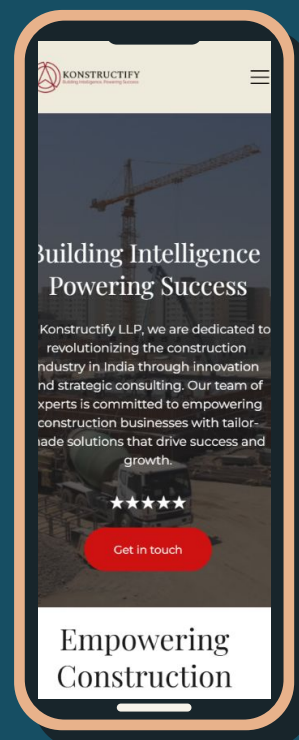
ORIGINAL DESIGN BY NIRVAN STUDIO

03 Modern Business / SME

DESKTOP VIEW



MOBILE PROTOTYPE



LIVE REFERENCE

Konstructify

<https://www.konstructify.com>

NIRVAN PORTFOLIO

DESIGN DIRECTION

A focused business message, clear calls to action and proof-led sections help an SME explain its value quickly.

CLIENT CAN REQUEST

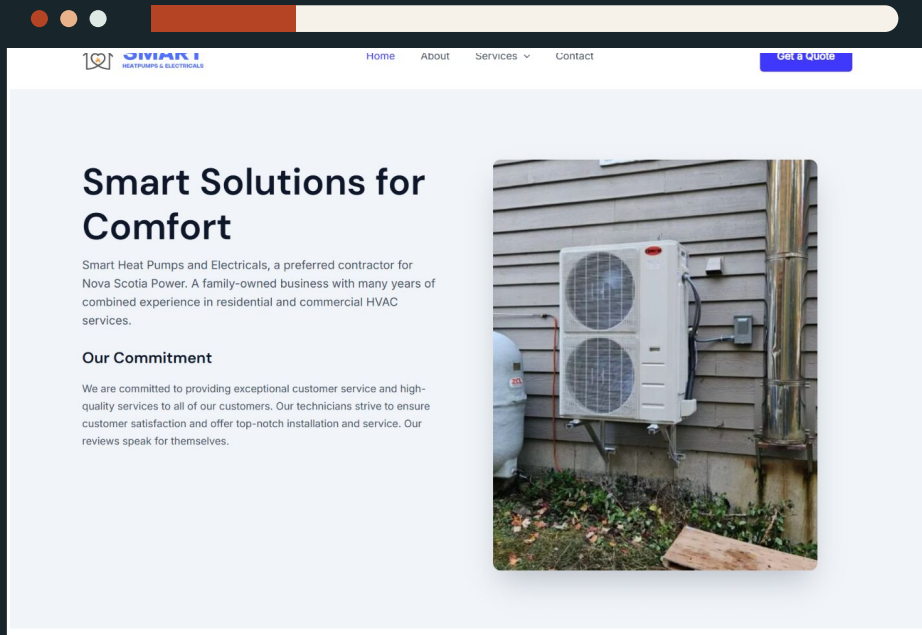
- Direct value proposition
- Service and marketplace cards
- Trust or partner strip
- Enquiry-focused mobile CTA

SHORTLIST THIS DIRECTION • REFERENCE 03

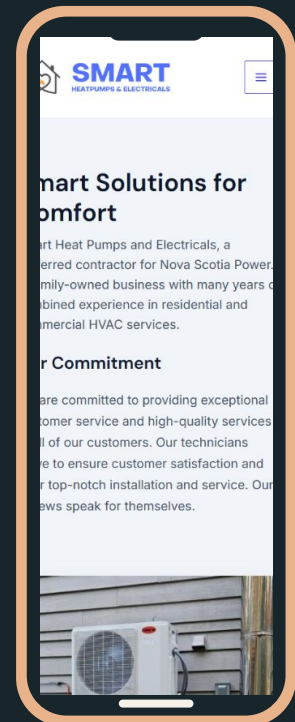
ORIGINAL DESIGN BY NIRVAN STUDIO

04 Local Service Business

DESKTOP VIEW



MOBILE PROTOTYPE



LIVE REFERENCE

Smart eHeat Pumps

<https://smarteheatpumps.com>

NIRVAN PORTFOLIO

DESIGN DIRECTION

A practical layout combines product imagery, benefit-led copy and visible contact actions for customers ready to enquire.

CLIENT CAN REQUEST

- Click-to-call and WhatsApp actions
- Service-area information
- Benefits and process sections
- Fast quote request path

SHORTLIST THIS DIRECTION • REFERENCE 04

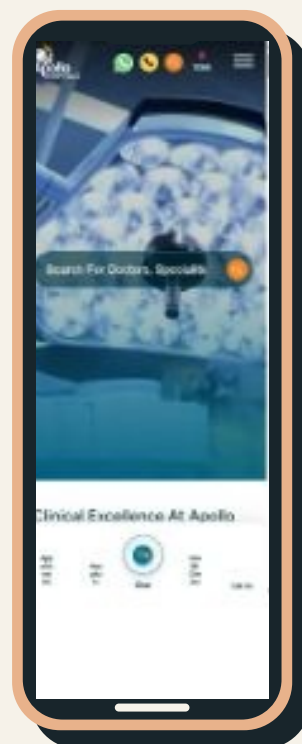
ORIGINAL DESIGN BY NIRVAN STUDIO

05 Doctor / Clinic / Healthcare

DESKTOP VIEW



MOBILE PROTOTYPE



LIVE REFERENCE

Apollo Hospitals

<https://www.apollohospitals.com/>

EXTERNAL INSPIRATION

DESIGN DIRECTION

Clear service entry points, reassuring colours and prominent appointment actions reduce friction for patients and families.

CLIENT CAN REQUEST

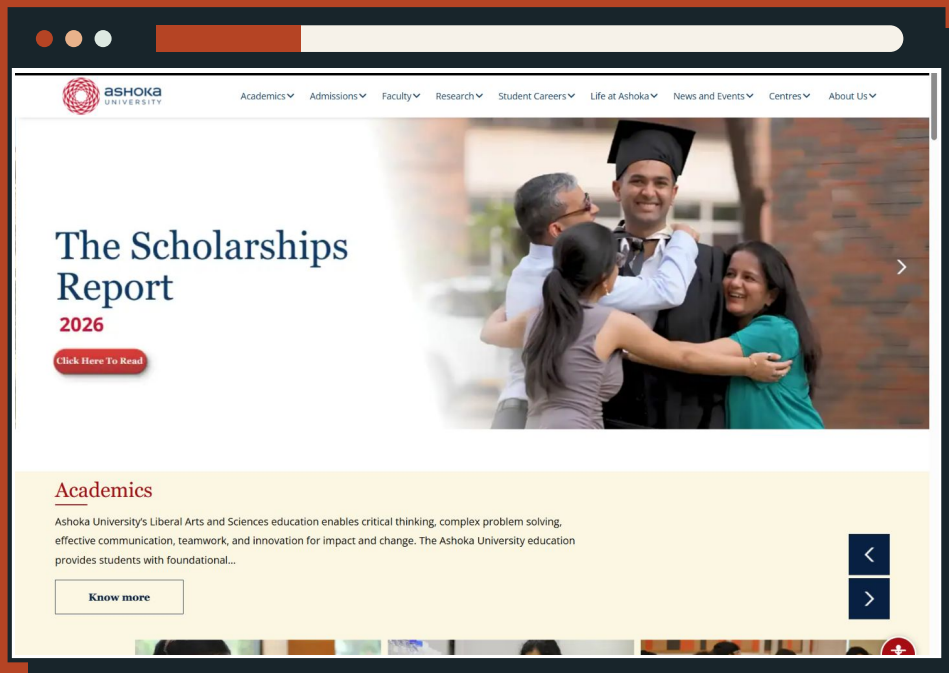
- Doctor and speciality search
- Appointment booking CTA
- Emergency contact visibility
- Accessible mobile service cards

SHORTLIST THIS DIRECTION • REFERENCE 05

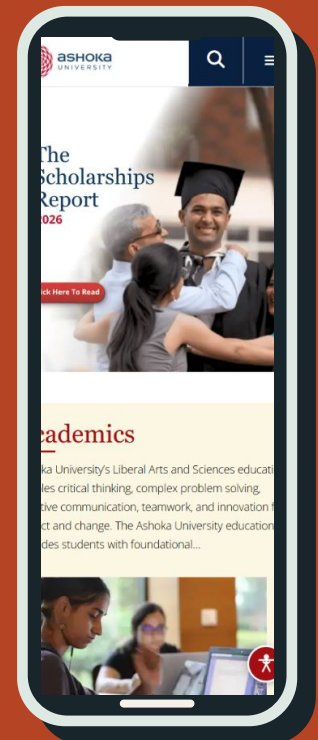
ORIGINAL DESIGN BY NIRVAN STUDIO

06 School / Coaching / Education

DESKTOP VIEW



MOBILE PROTOTYPE



LIVE REFERENCE

Ashoka University

<https://www.ashoka.edu.in/>

EXTERNAL INSPIRATION

DESIGN DIRECTION

A confident academic homepage balances institutional credibility, campus stories and clear routes into programmes and admissions.

CLIENT CAN REQUEST

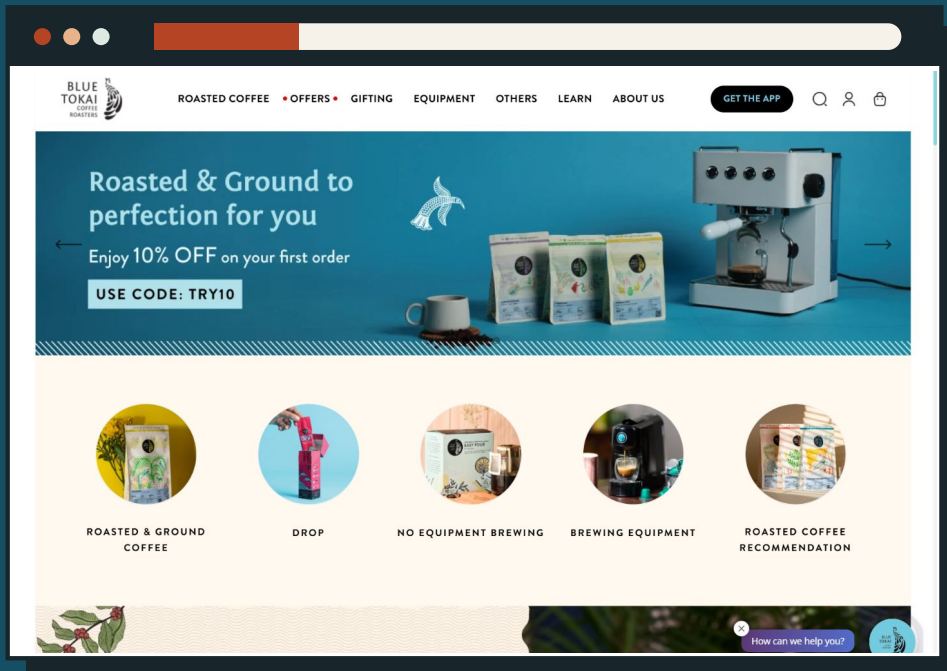
- Admissions and programme paths
- News and event highlights
- Campus or student stories
- Mobile-first information stack

SHORTLIST THIS DIRECTION • REFERENCE 06

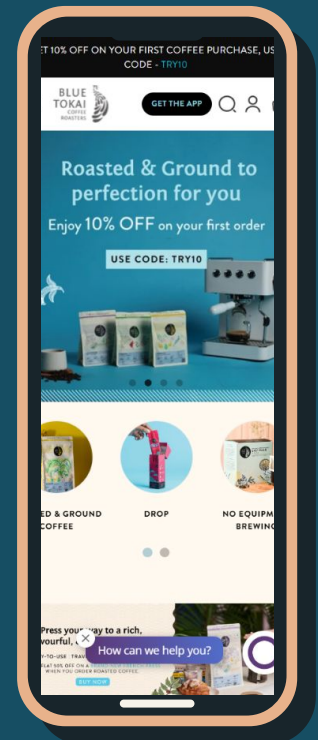
ORIGINAL DESIGN BY NIRVAN STUDIO

07 Restaurant / Café / Food

DESKTOP VIEW



MOBILE PROTOTYPE



LIVE REFERENCE

Blue Tokai Coffee Roasters

<https://bluetokaicoffee.com/>

EXTERNAL INSPIRATION

DESIGN DIRECTION

Rich product photography, warm colour and an easy shopping path make the brand feel fresh, tactile and inviting.

CLIENT CAN REQUEST

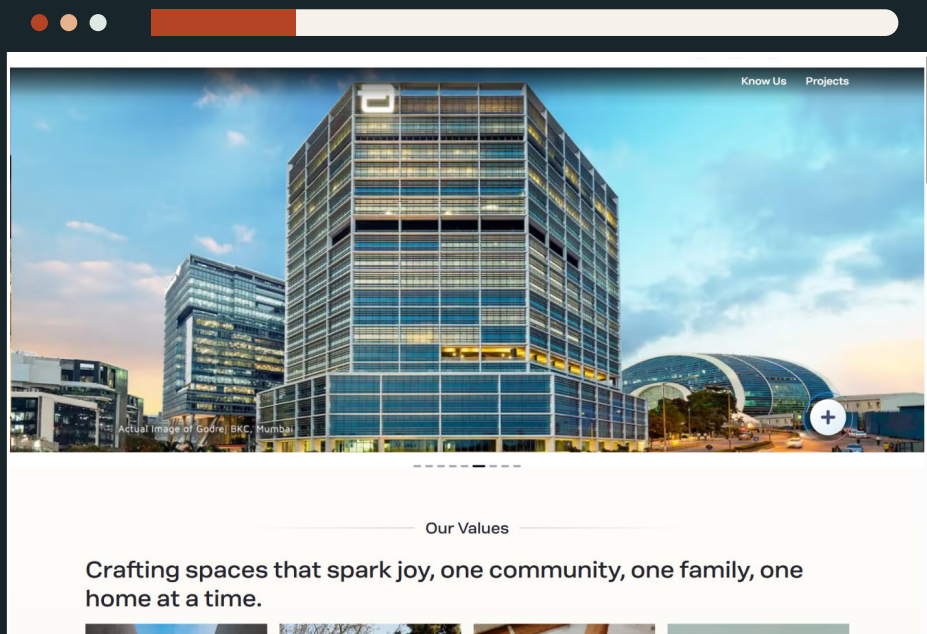
- Full-width food photography
- Menu or product categories
- Outlet locator and delivery links
- Mobile order-first navigation

SHORTLIST THIS DIRECTION • REFERENCE 07

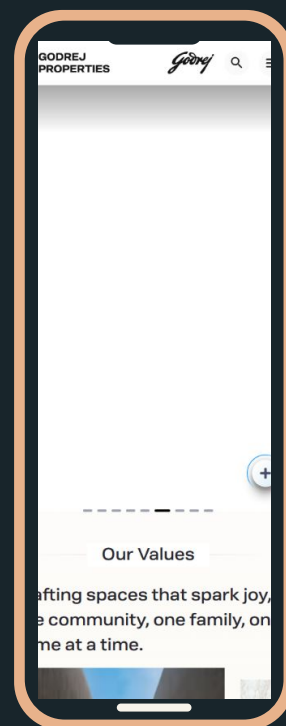
ORIGINAL DESIGN BY NIRVAN STUDIO

08 Real Estate / Property

DESKTOP VIEW



MOBILE PROTOTYPE



LIVE REFERENCE

Godrej Properties

<https://www.godrejproperties.com/>

EXTERNAL INSPIRATION

DESIGN DIRECTION

Large architectural imagery and structured project discovery create aspiration while helping buyers narrow locations and properties.

CLIENT CAN REQUEST

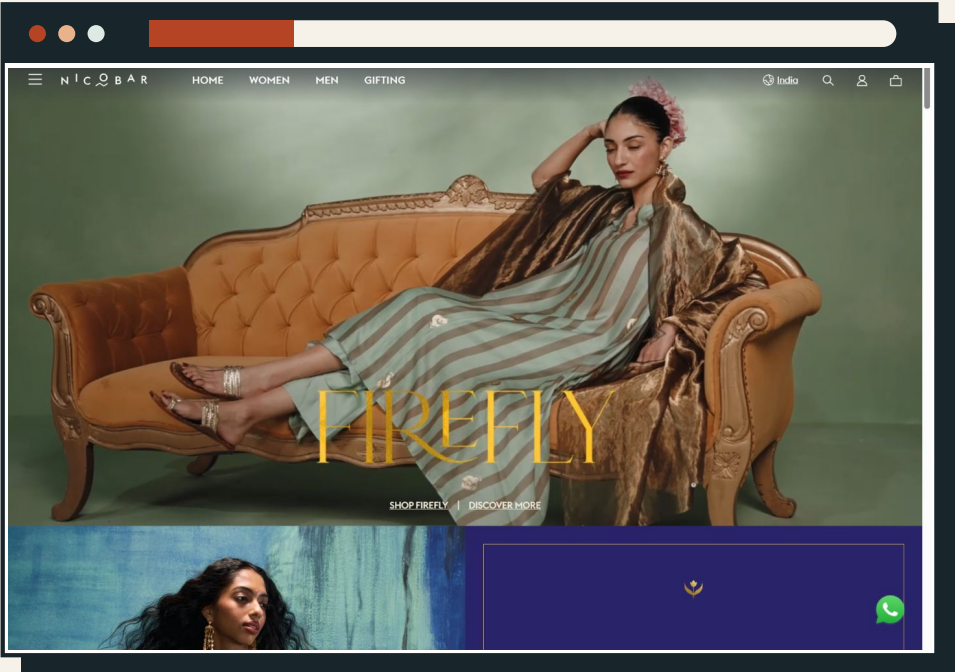
- Project search by city
- Immersive property galleries
- Brochure and callback actions
- Sticky mobile enquiry button

SHORTLIST THIS DIRECTION • REFERENCE 08

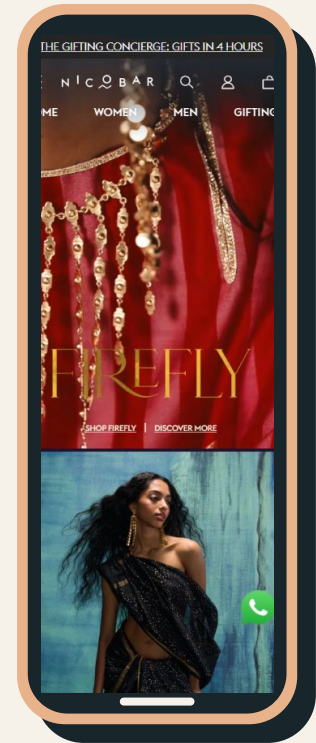
ORIGINAL DESIGN BY NIRVAN STUDIO

09E-commerce Store

DESKTOP VIEW



MOBILE PROTOTYPE



LIVE REFERENCE

Nicobar

<https://www.nicobar.com/>

EXTERNAL INSPIRATION

DESIGN DIRECTION

A calm retail layout uses lifestyle imagery, restrained typography and clear product paths to make browsing feel premium.

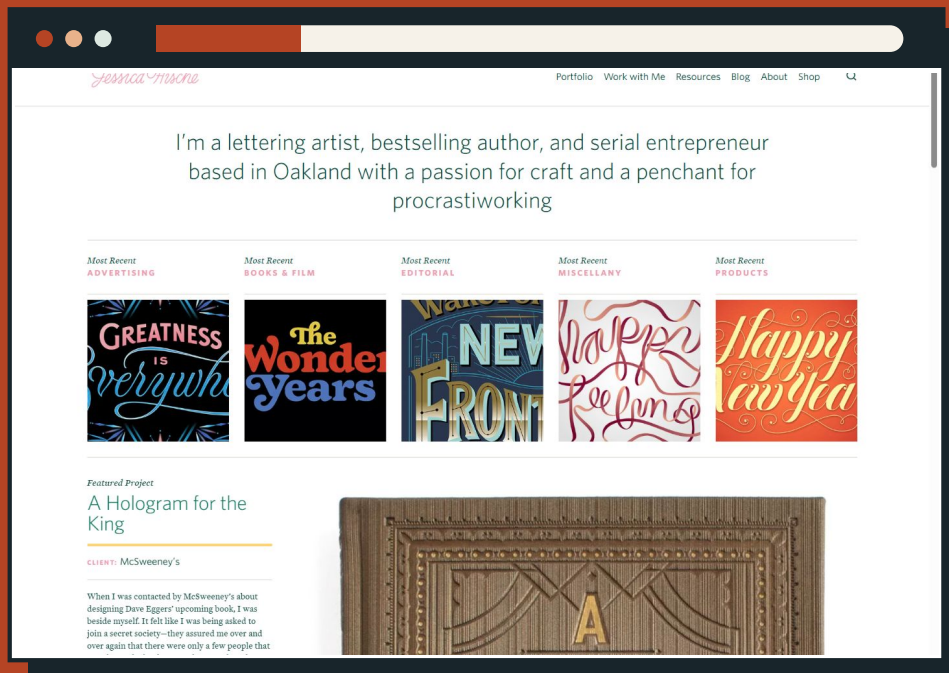
CLIENT CAN REQUEST

- Collection-led homepage
- Editorial product photography
- Quick category navigation
- Mobile cart and search access

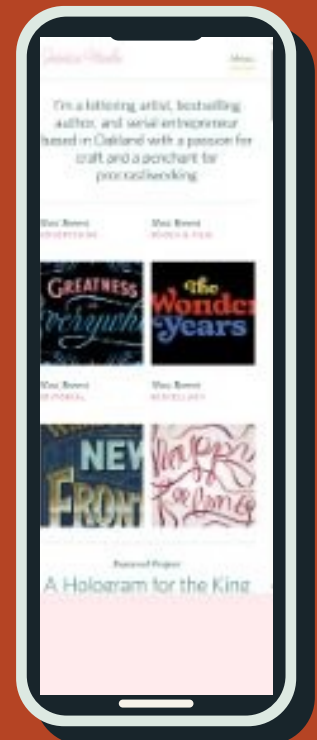
SHORTLIST THIS DIRECTION • REFERENCE 09 ORIGINAL DESIGN BY NIRVAN STUDIO

10 Personal Brand / Portfolio

DESKTOP VIEW



MOBILE PROTOTYPE



LIVE REFERENCE

Jessica Hische

<https://jessicahische.is/>

EXTERNAL INSPIRATION

DESIGN DIRECTION

Distinctive typography and a personal body of work establish expertise immediately and give every project room to speak.

CLIENT CAN REQUEST

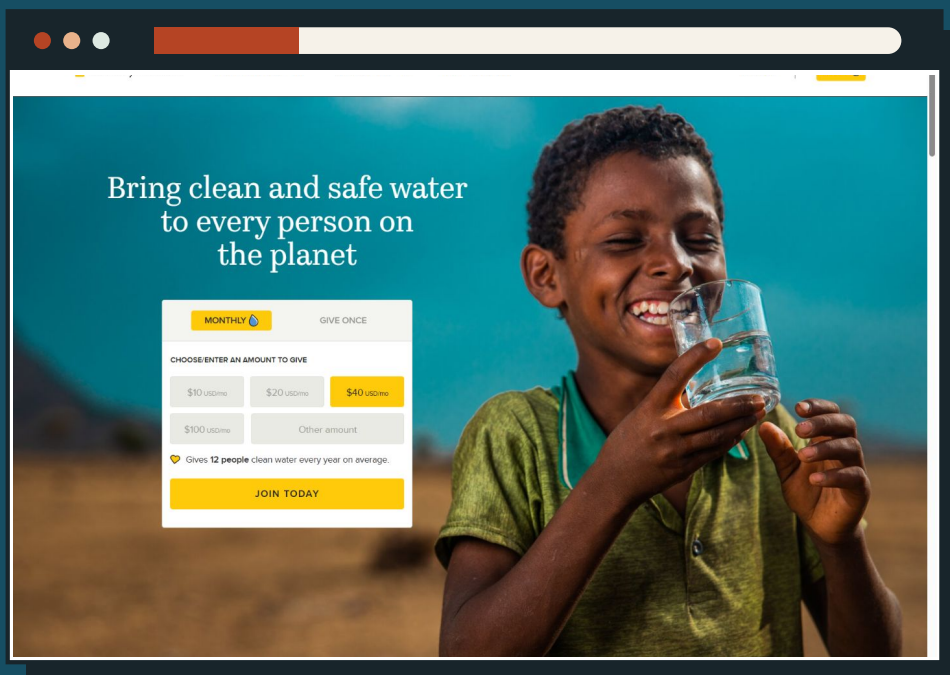
- Signature personal introduction
- Selected-work gallery
- Press, speaking or client proof
- Simple mobile project feed

SHORTLIST THIS DIRECTION • REFERENCE 10

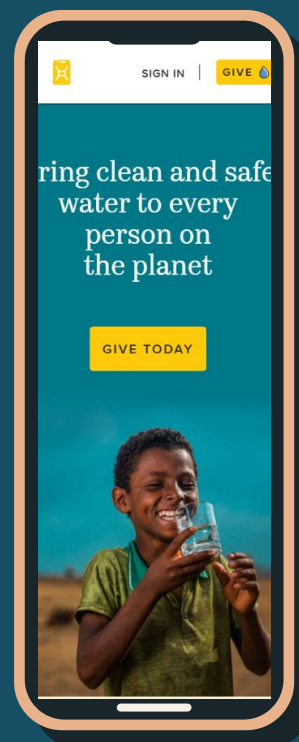
ORIGINAL DESIGN BY NIRVAN STUDIO

11 NGO / Social Impact

DESKTOP VIEW



MOBILE PROTOTYPE



LIVE REFERENCE

charity: water

<https://www.charitywater.org/>

EXTERNAL INSPIRATION

DESIGN DIRECTION

Human storytelling, clear impact framing and a prominent donation path turn attention into trust and action.

CLIENT CAN REQUEST

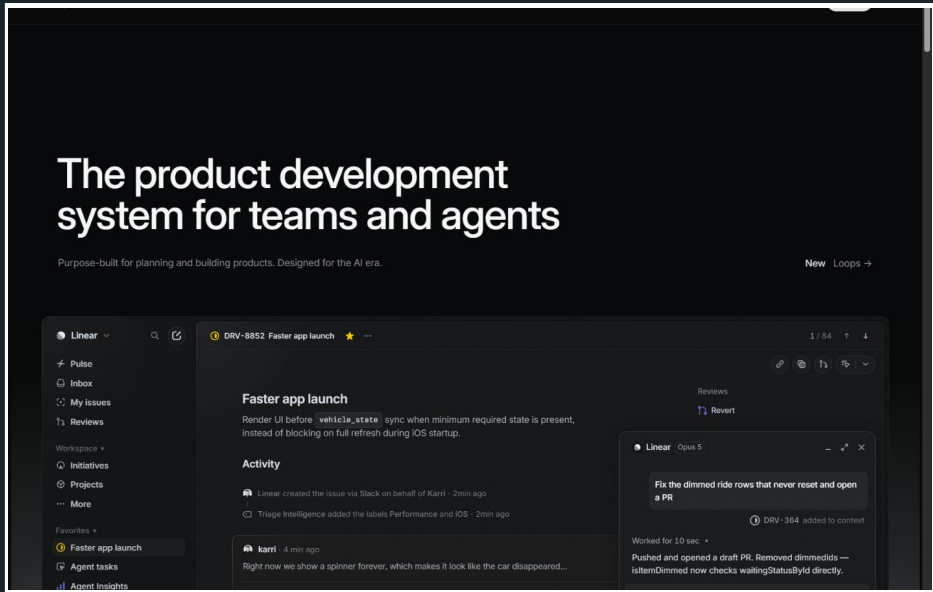
- Impact-led hero story
- Donation or volunteer CTA
- Programme and result sections
- Mobile-friendly story cards

SHORTLIST THIS DIRECTION • REFERENCE 11

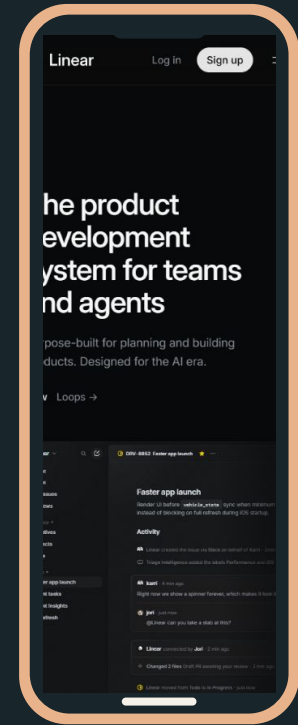
ORIGINAL DESIGN BY NIRVAN STUDIO

12 Startup / SaaS

DESKTOP VIEW



MOBILE PROTOTYPE



LIVE REFERENCE

Linear

<https://linear.app/>

EXTERNAL INSPIRATION

DESIGN DIRECTION

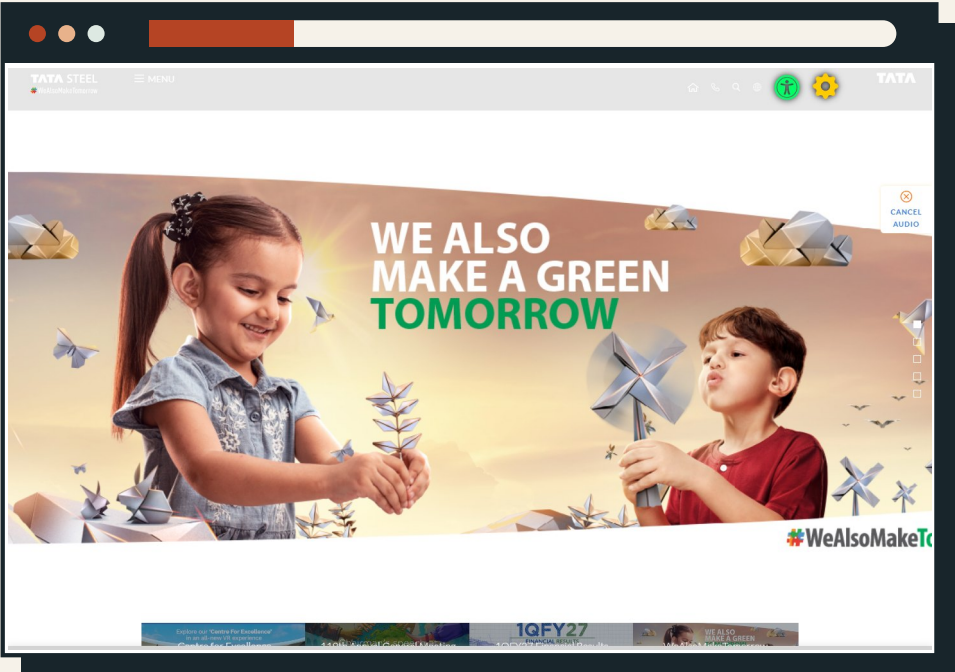
A sharp product narrative, interface previews and concise feature blocks help a digital product feel credible before a demo.

CLIENT CAN REQUEST

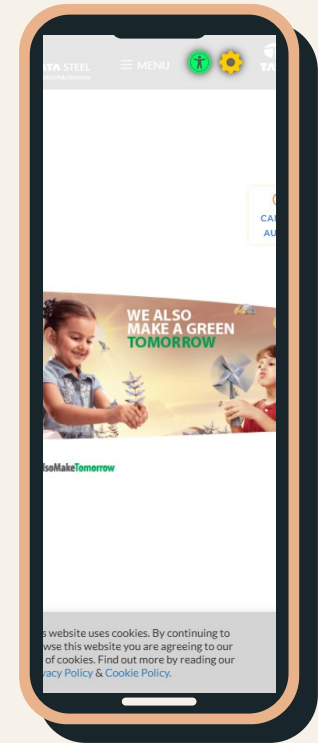
- Product UI showcase
- Feature and workflow sections
- Demo or signup CTA
- Responsive product screenshots

13 Industrial / Manufacturing / B2B

DESKTOP VIEW



MOBILE PROTOTYPE



LIVE REFERENCE

Tata Steel

<https://www.tatasteel.com/>

EXTERNAL INSPIRATION

DESIGN DIRECTION

A large-scale industrial brand uses confident imagery, responsibility themes and organised corporate navigation to communicate capability and trust.

CLIENT CAN REQUEST

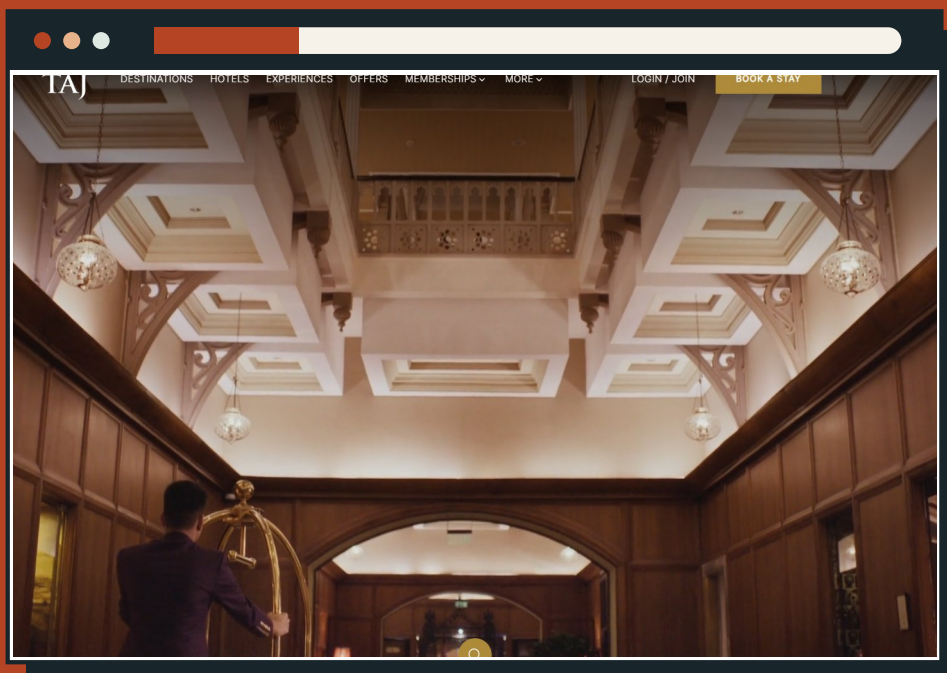
- Capability and sector navigation
- Sustainability and innovation stories
- Investor and certification areas
- Quote or partnership enquiry

SHORTLIST THIS DIRECTION • REFERENCE 13

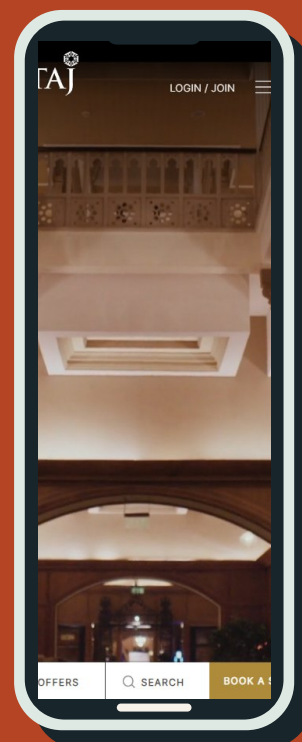
ORIGINAL DESIGN BY NIRVAN STUDIO

14 Travel / Tourism / Hotel

DESKTOP VIEW



MOBILE PROTOTYPE



LIVE REFERENCE

Taj Hotels

<https://www.tajhotels.com/>

EXTERNAL INSPIRATION

DESIGN DIRECTION

Immersive hospitality imagery, refined typography and immediate booking tools sell the stay while keeping practical choices close at hand.

CLIENT CAN REQUEST

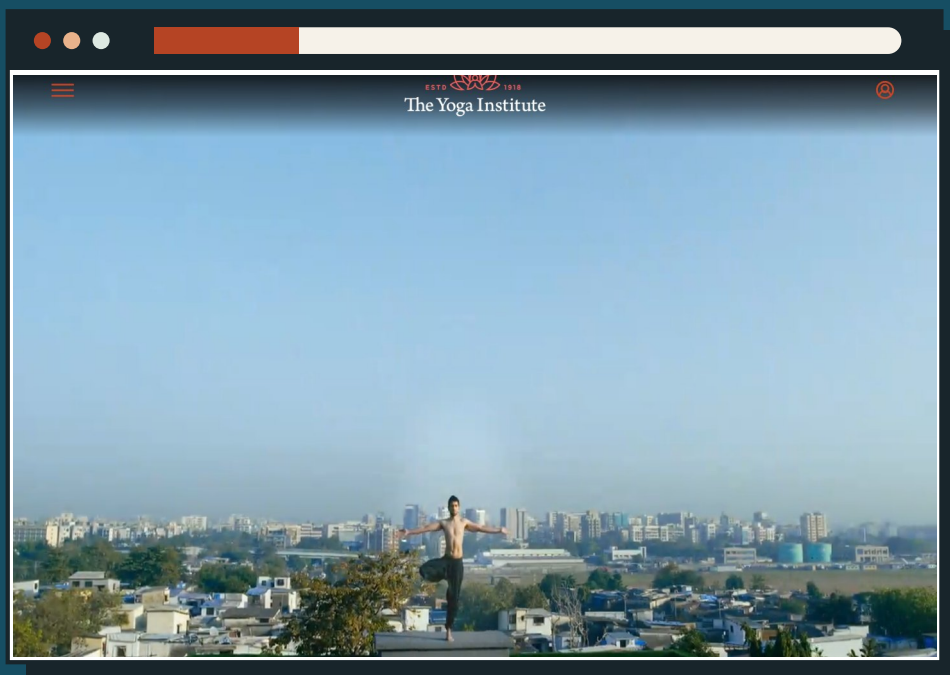
- Destination-led image hero
- Hotel and experience discovery
- Gallery and amenities blocks
- Persistent booking CTA

SHORTLIST THIS DIRECTION • REFERENCE 14

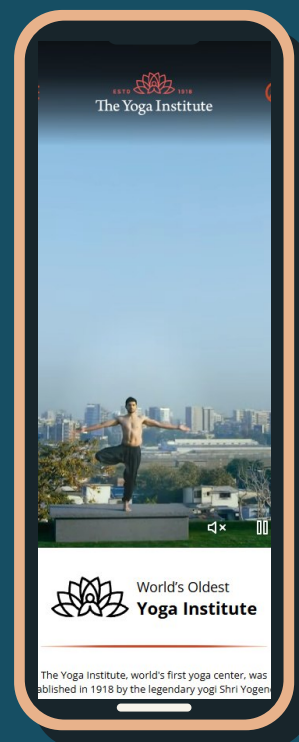
ORIGINAL DESIGN BY NIRVAN STUDIO

15 Gym / Yoga / Wellness

DESKTOP VIEW



MOBILE PROTOTYPE



LIVE REFERENCE

The Yoga Institute

<https://theyogainstitute.org/>

EXTERNAL INSPIRATION

DESIGN DIRECTION

A calm, immersive hero and authentic practice imagery establish heritage and wellbeing before guiding visitors into programmes and resources.

CLIENT CAN REQUEST

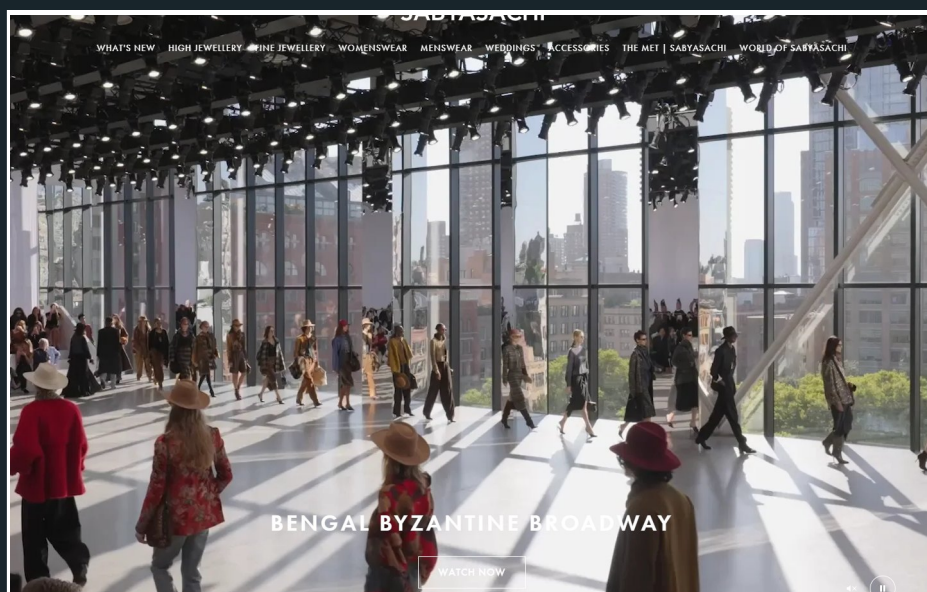
- Class and programme highlights
- Teacher or practitioner profiles
- Trial or admission CTA
- Calm mobile content flow

SHORTLIST THIS DIRECTION • REFERENCE 15

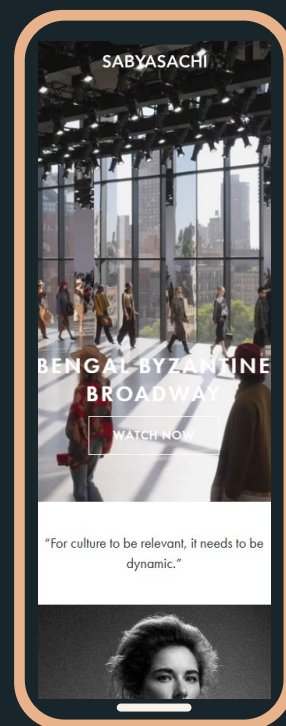
ORIGINAL DESIGN BY NIRVAN STUDIO

16 Luxury Boutique / Premium Brand

DESKTOP VIEW



MOBILE PROTOTYPE



LIVE REFERENCE

Sabyasachi

<https://sabyasachi.com/>

EXTERNAL INSPIRATION

DESIGN DIRECTION

Cinematic campaign imagery, minimal interface elements and controlled typography create a distinctive luxury experience with strong visual recall.

CLIENT CAN REQUEST

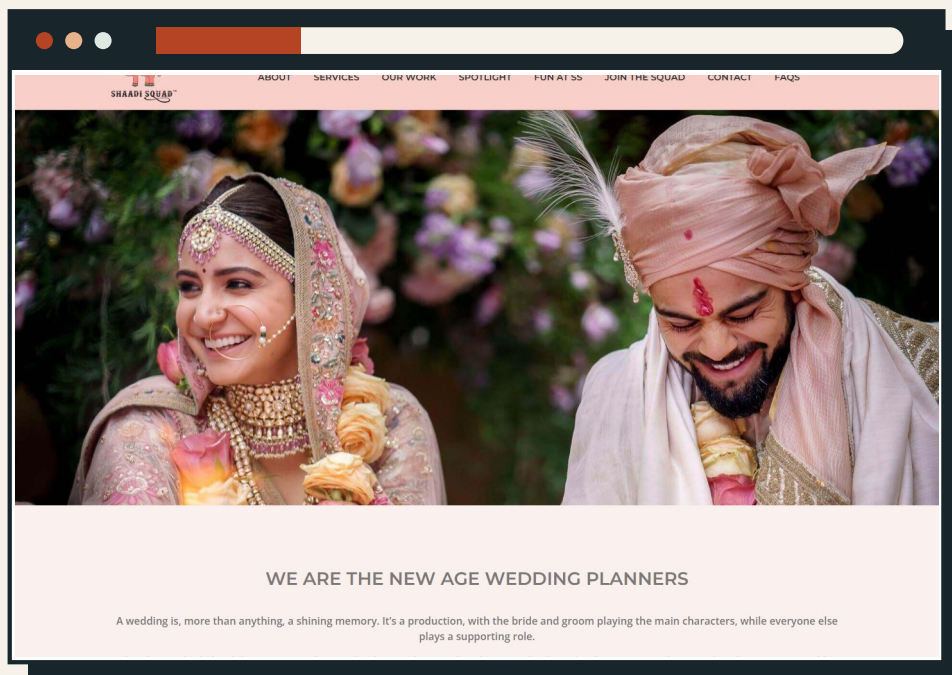
- Campaign-led hero imagery
- Curated collections
- Elegant editorial typography
- High-touch mobile storefront

SHORTLIST THIS DIRECTION • REFERENCE 16

ORIGINAL DESIGN BY NIRVAN STUDIO

17 Event / Wedding Services

DESKTOP VIEW



MOBILE PROTOTYPE



LIVE REFERENCE

Shaadi Squad

<https://shaadisquad.com/>

EXTERNAL INSPIRATION

DESIGN DIRECTION

Celebration photography and a warm editorial layout immediately communicate the scale, emotion and personality of a wedding planning service.

CLIENT CAN REQUEST

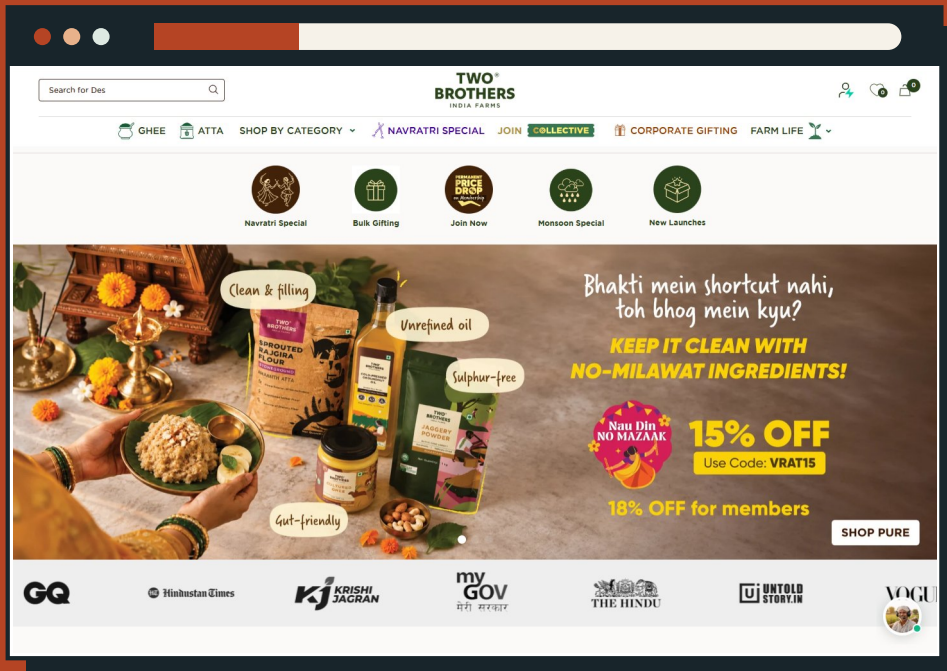
- Full-bleed wedding gallery
- Service and celebration stories
- Testimonials and press proof
- Availability enquiry CTA

SHORTLIST THIS DIRECTION • REFERENCE 17

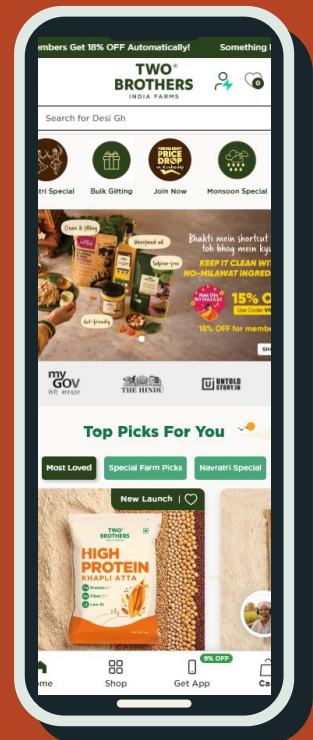
ORIGINAL DESIGN BY NIRVAN STUDIO

18 Agriculture / Organic Products

DESKTOP VIEW



MOBILE PROTOTYPE



LIVE REFERENCE

Two Brothers Organic Farms

<https://twobrothersindiashop.com/>

EXTERNAL INSPIRATION

DESIGN DIRECTION

Product-led storytelling, natural colours and clear category paths connect farm provenance with everyday shopping convenience.

CLIENT CAN REQUEST

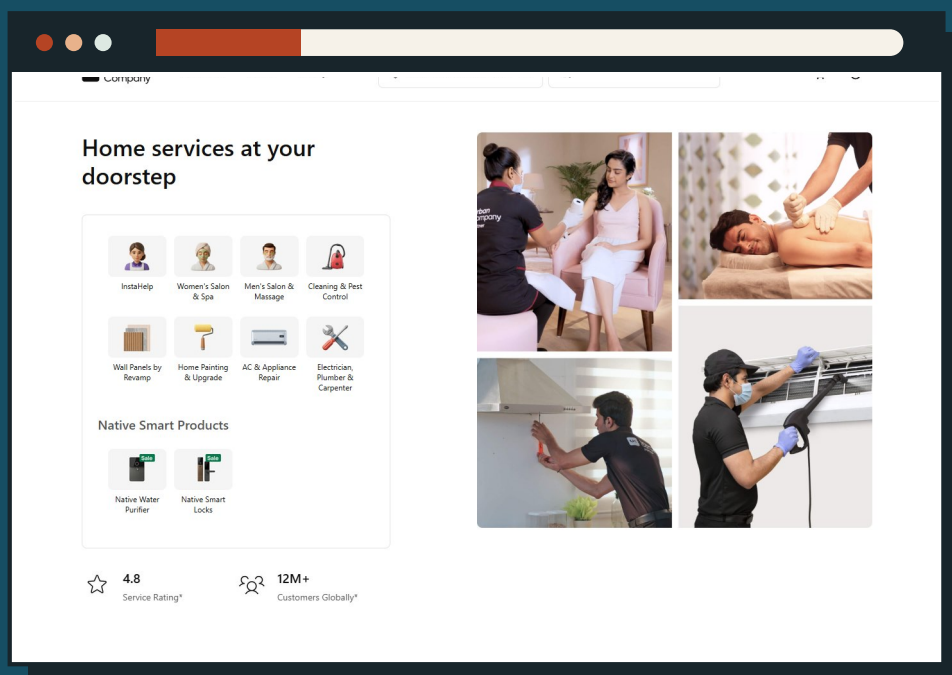
- Farm and origin story
- Product range and categories
- Quality and sourcing proof
- Mobile-first product browsing

SHORTLIST THIS DIRECTION • REFERENCE 18

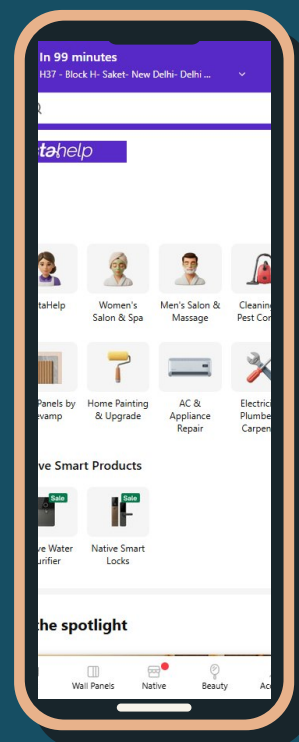
ORIGINAL DESIGN BY NIRVAN STUDIO

19 One-page Small Business

DESKTOP VIEW



MOBILE PROTOTYPE



LIVE REFERENCE

Urban Company

<https://www.urbancompany.com/>

EXTERNAL INSPIRATION

DESIGN DIRECTION

A direct service selector, location cue and compact proof points show how a small business can move visitors quickly from need to booking.

CLIENT CAN REQUEST

- Single-scroll service flow
- Service and benefit cards
- Ratings and trust proof
- Floating call or booking button

SHORTLIST THIS DIRECTION • REFERENCE 19

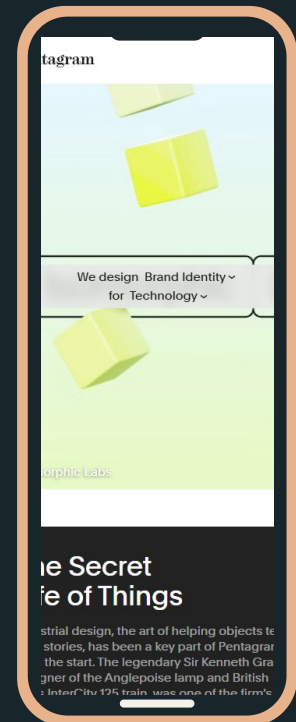
ORIGINAL DESIGN BY NIRVAN STUDIO

20 Custom Premium / Brand-led

DESKTOP VIEW



MOBILE PROTOTYPE



LIVE REFERENCE

Pentagram

<https://www.pentagram.com/>

EXTERNAL INSPIRATION

DESIGN DIRECTION

Bold art direction, experimental typography and project-led storytelling show how a custom design system can make a brand unmistakable.

CLIENT CAN REQUEST

- Original art direction
- Modular editorial sections
- Custom motion and interactions
- Brand-specific responsive system

SHORTLIST THIS DIRECTION • REFERENCE 20

ORIGINAL DESIGN BY NIRVAN STUDIO



NIRVAN STUDIO

LET'S BUILD

Make the next *move clear.*

Tell us what you are building, fixing or trying to grow. We will start with an honest review and a practical next step.

CALL / WHATSAPP

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BASED IN

Jammu, India

Nirvan Web Services Pvt. Ltd.

Nirvan Studio is the company's public-facing studio brand.