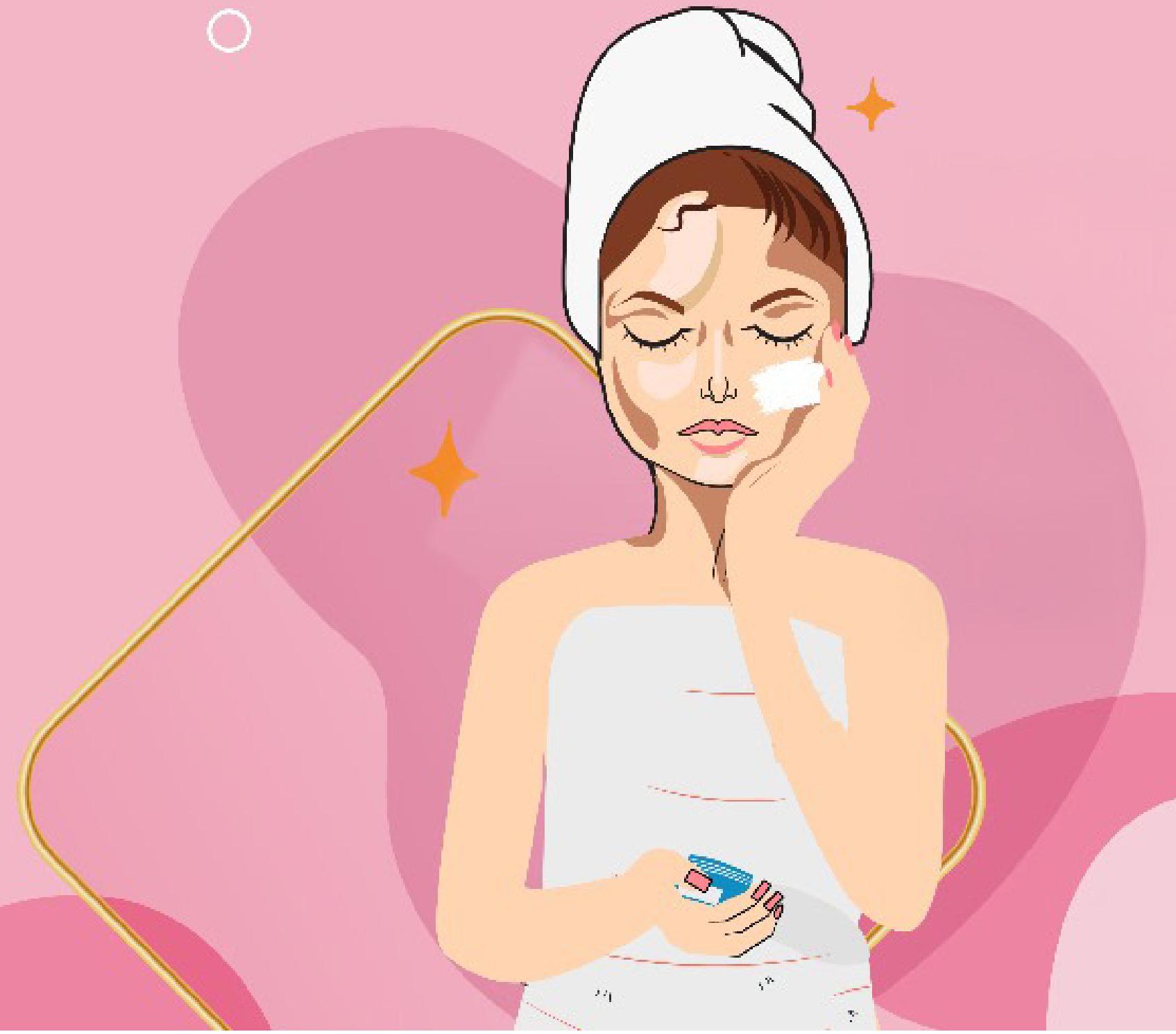


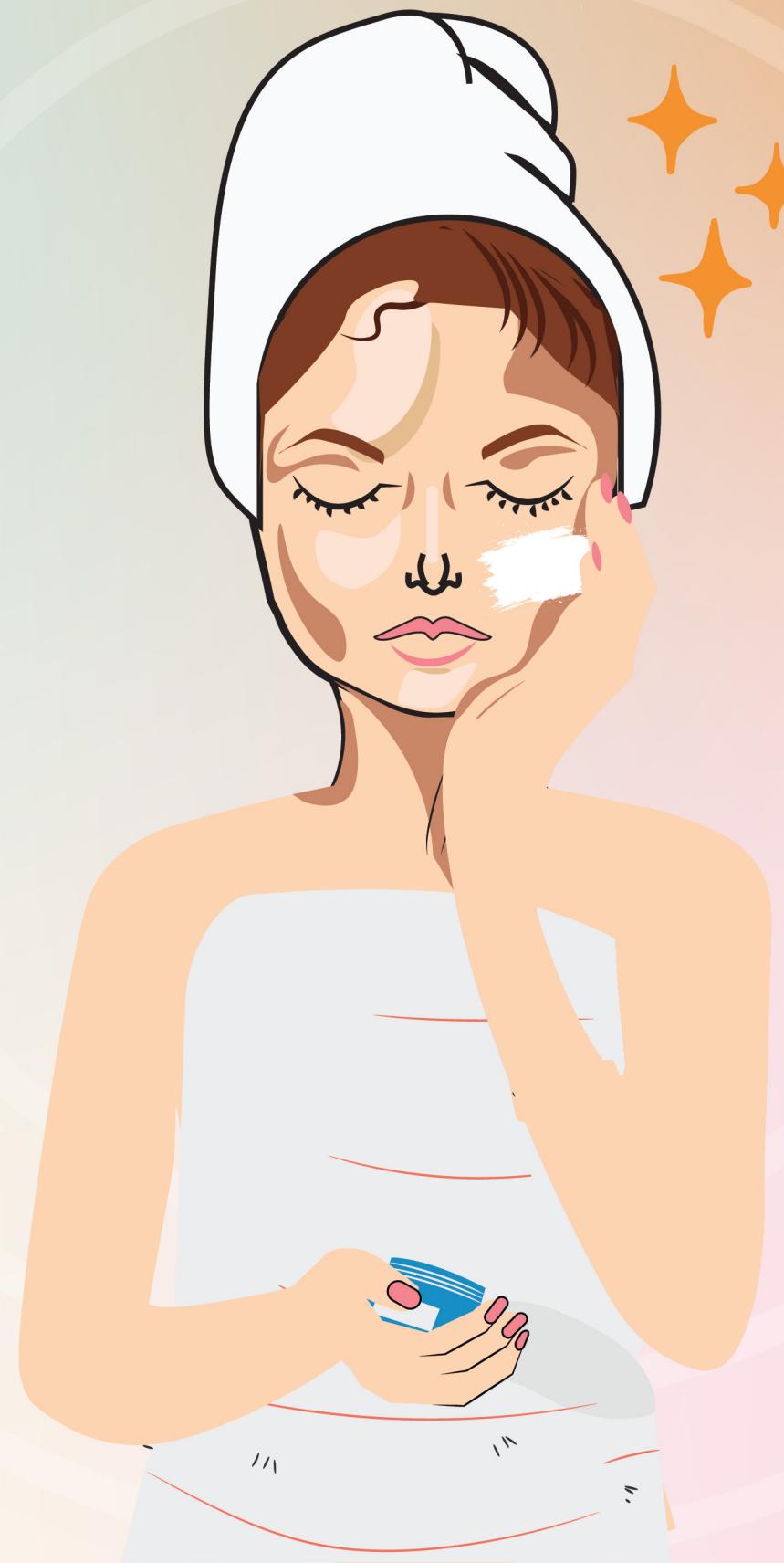
Home





adora your aura

DESIGN & BRAND GUIDELINES



01

ABOUT AURA

DESIGN & BRAND GUIDELINES

Who is AURA?

In a boring world full of rules and artificial perfection, AURA emerged—not just a name, but an energy, an aura of true, boundless beauty!

AURA doesn't see beauty as a single standard, but rather as a unique state, like the fingerprint of each one of us. Behind the scenes, amid crazy experiments and glowing colors, AURA products were born to let your skin speak, shine, and radiate in its own way.

02

Why AURA?

Why AURA?

Because you're not just smooth skin; you're a canvas that expresses your personality! Every AURA product is crafted with innovative ingredients and funky touches to give you the radiance, energy, and boldness to be who you are—real, radiant, and outgoing!

AURA isn't an ordinary brand. It's a movement, a revolution against the norm, and a celebration of every color and glow in your skin. Ready to live the vibe?

03

logo construction

DESIGN & BRAND GUIDELINES

Font and Design: A mix of uppercase and lowercase letters in a funky, lively, and flowing style that reflects the brand's energy.

Symbols: The star enhances the idea of radiance and brilliance, while the organic shape of the letters adds an artistic and modern touch.

Application: An eye-catching and easy-to-use design for products, packaging, and digital platforms.

Tagline: "adora your aura" reflects the brand's message of embracing unique beauty.



04

COLOR PALETTE

DESIGN & BRAND GUIDELINES

#CBE9E6

#FBDDE5

#F29130

#1E8EC4

#F9F6E2

05

LOGO ON DIFFERENT BACKGROUND



DESIGN & BRAND GUIDELINES

06

DONT USE

DONT STRETCH



DONT USE LOGO OUTLINE



DONT USE DROP SHADOW



DONT USE GRADIENT

DESIGN & BRAND GUIDELINES

O'7

FONTS USE

PRIMARY FONT:

GladoliaDEM is a bold, hand-drawn script font, perfect for eye-catching headlines and quotes on social media. It exudes a playful energy and funky personality that instantly grabs attention.

SECONDARY FONT:

is a modern, clean, and geometric font that's easy to read and visually striking. It offers multiple weights and styles, making it versatile and perfect for branding and logos. It's an ideal choice for beauty and skincare brands like AURA.

GladoliaDEM

Montserrat

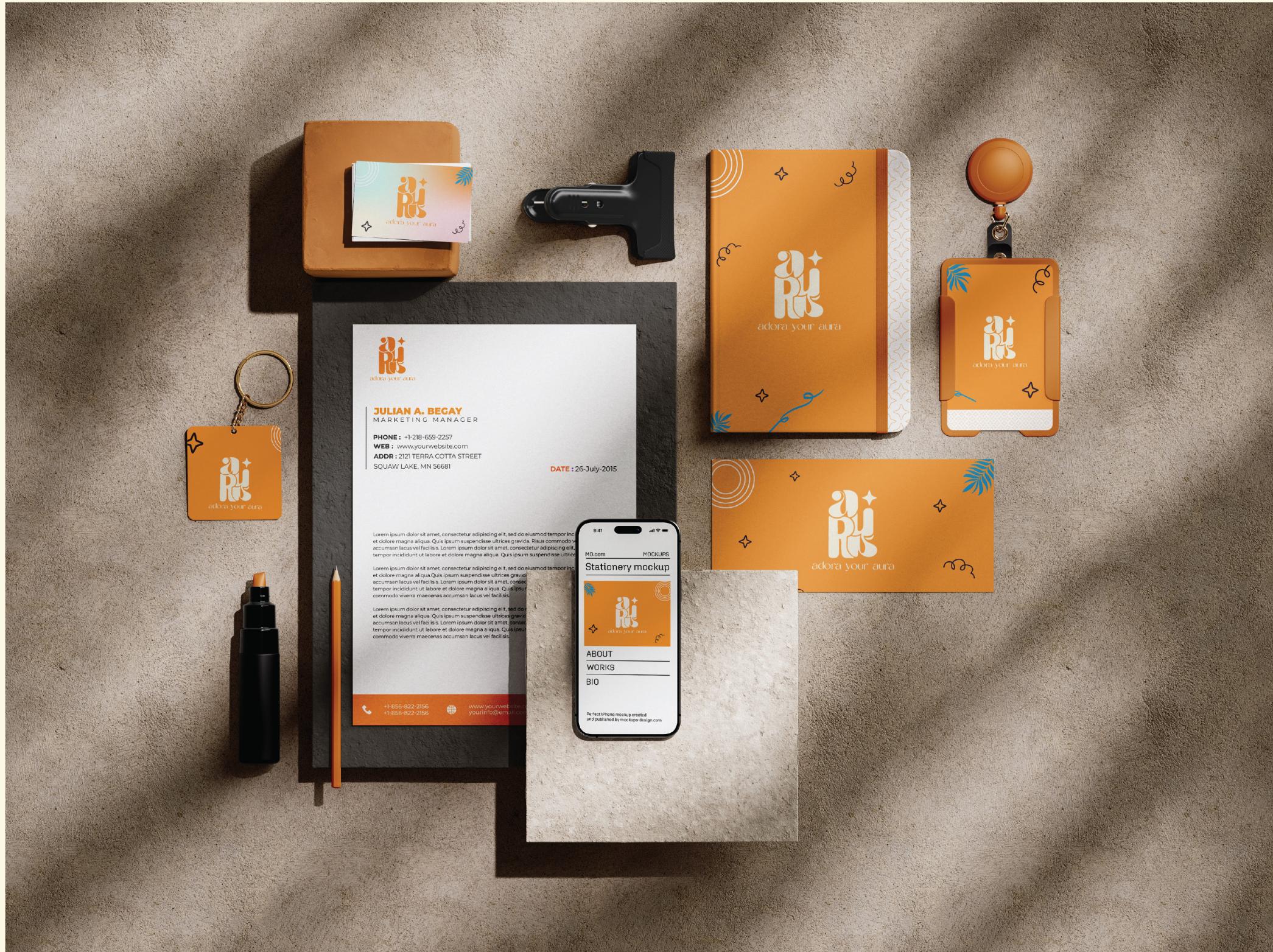
08

LOGO PATTERN

09

MOCKUPS

DESIGN & BRAND GUIDELINES



DESIGN & BRAND GUIDELINES



DESIGN & BRAND GUIDELINES



DESIGN & BRAND GUIDELINES

OUR PACKAGE



Morning & Night Cream



**SPF Protection
Deep Hydration
Soothing & Calming
Oil Control**

Sunblock

- Brightening Effect
- Water & Sweat Resistant
- Hydrating & Nourishing
- Broad Spectrum Protection



Face Wash

**Hydrating Formula
Gentle On Skin
Deep Cleansing
Glow-Boosting**

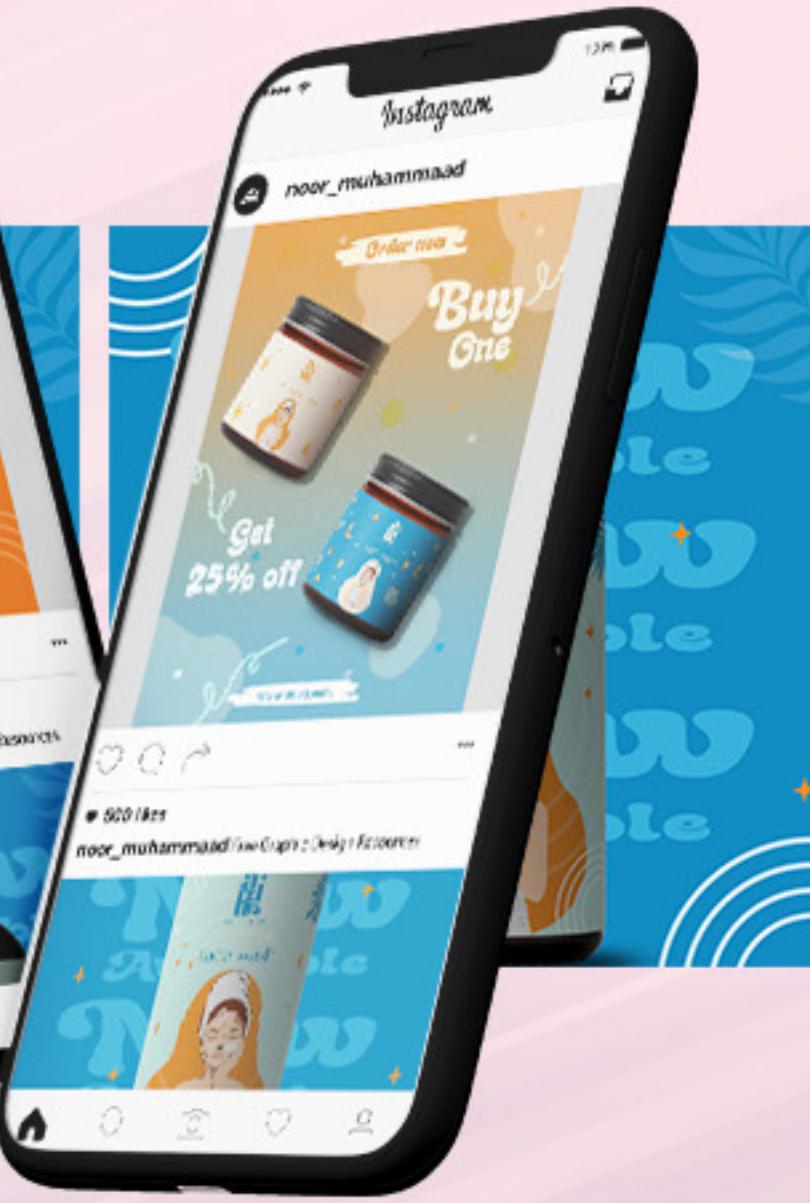
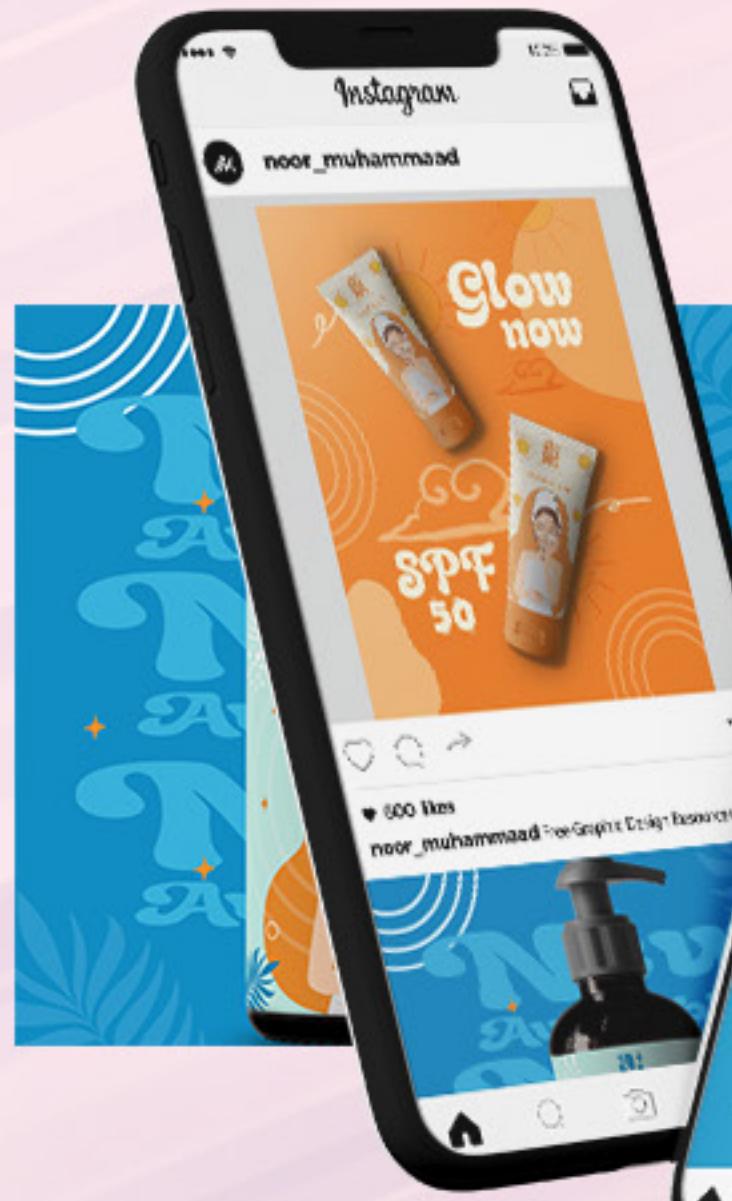


Serum

**Brightening Effect
Deep Hydration
Soothing & Calming
Collagen Boosting**



SOCIAL MEDIA



Buy Bundle



Order
Now

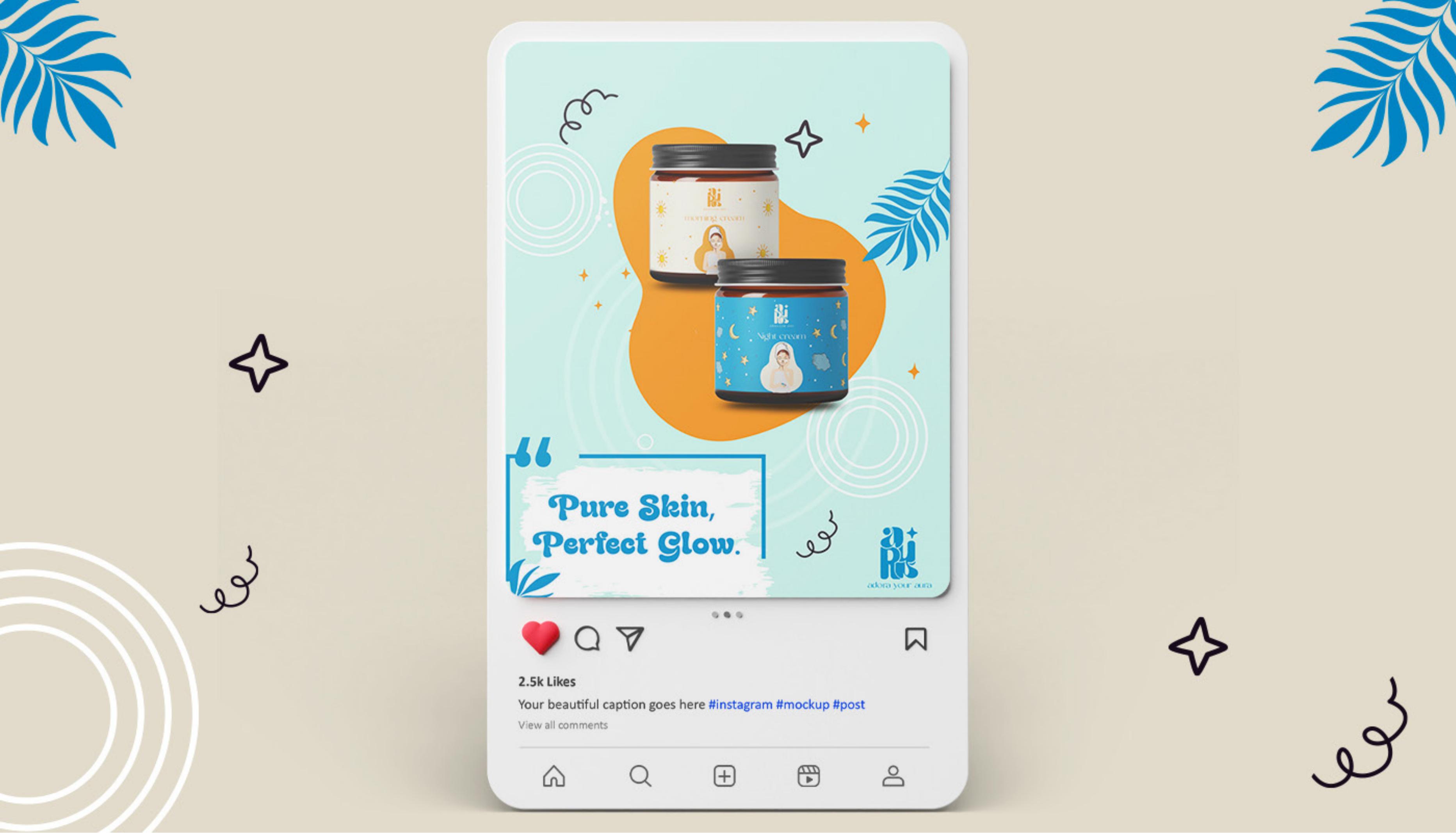
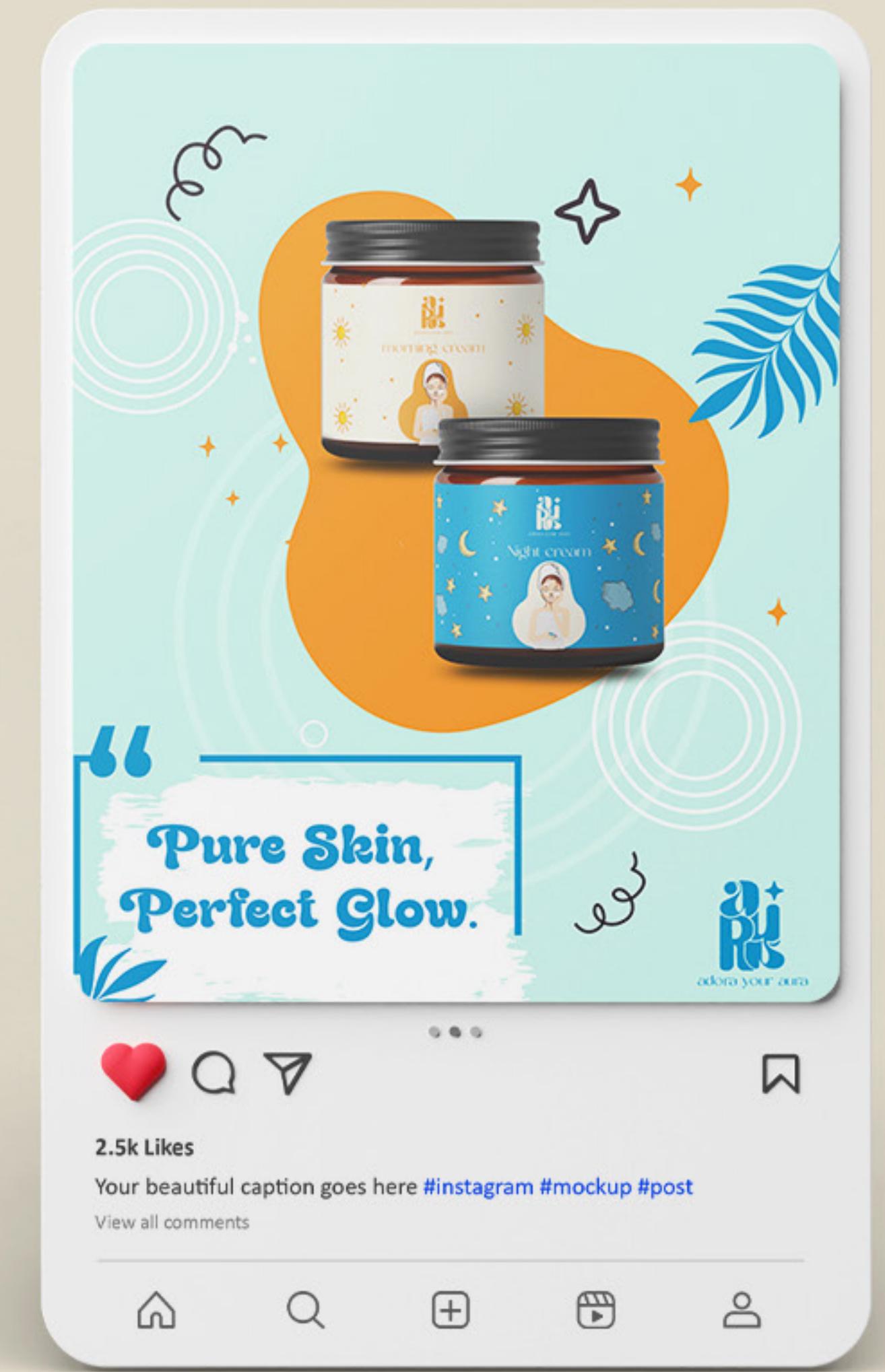


2.5k Likes

Your beautiful caption goes here #instagram #mockup #post

[View all comments](#)







Your Skin's
Daily Dose of
Radiance !



2.5k Likes

Your beautiful caption goes here #instagram #mockup #post

[View all comments](#)





adore your aura

BUY

GET 1

ONE

FREE



order now

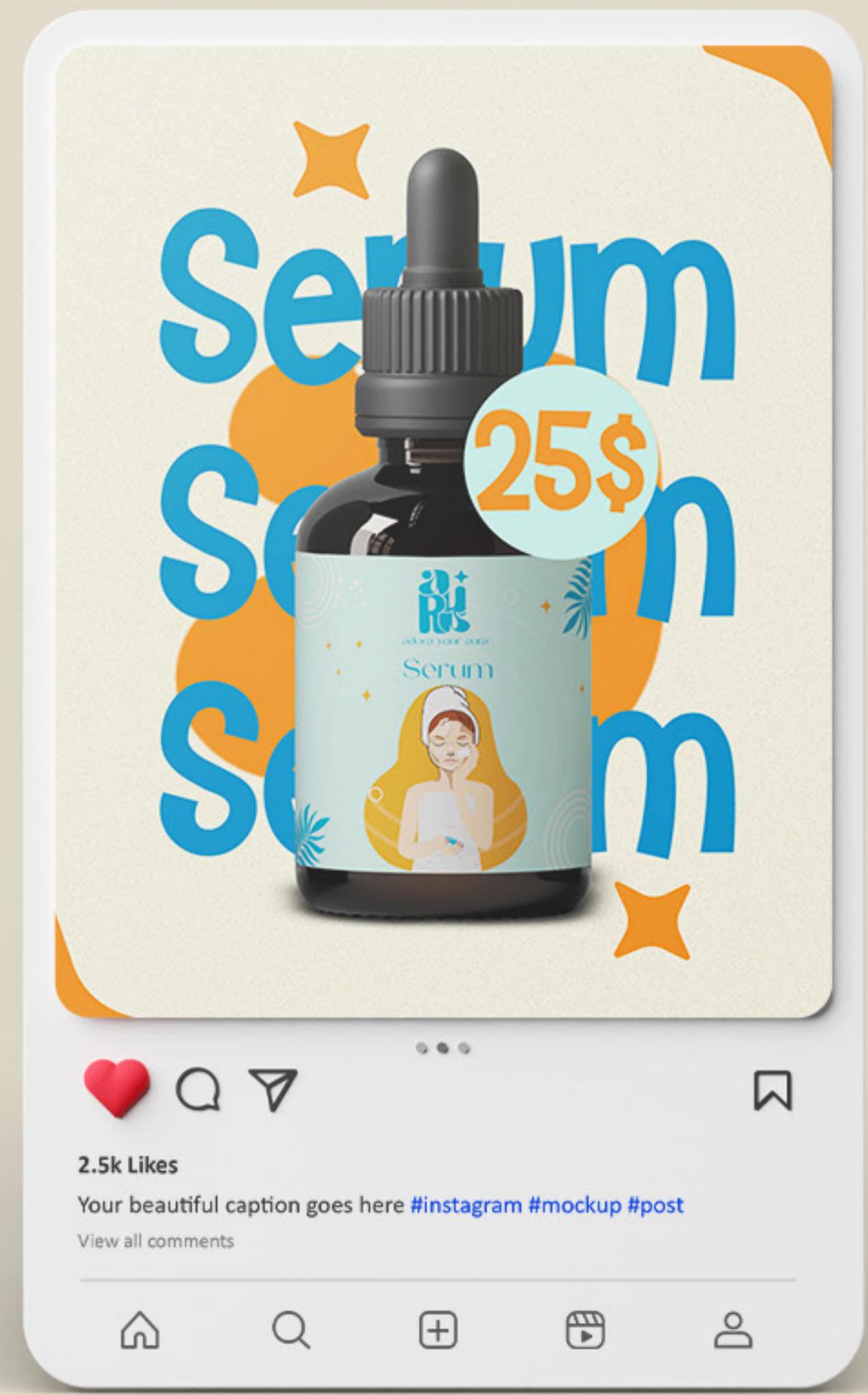


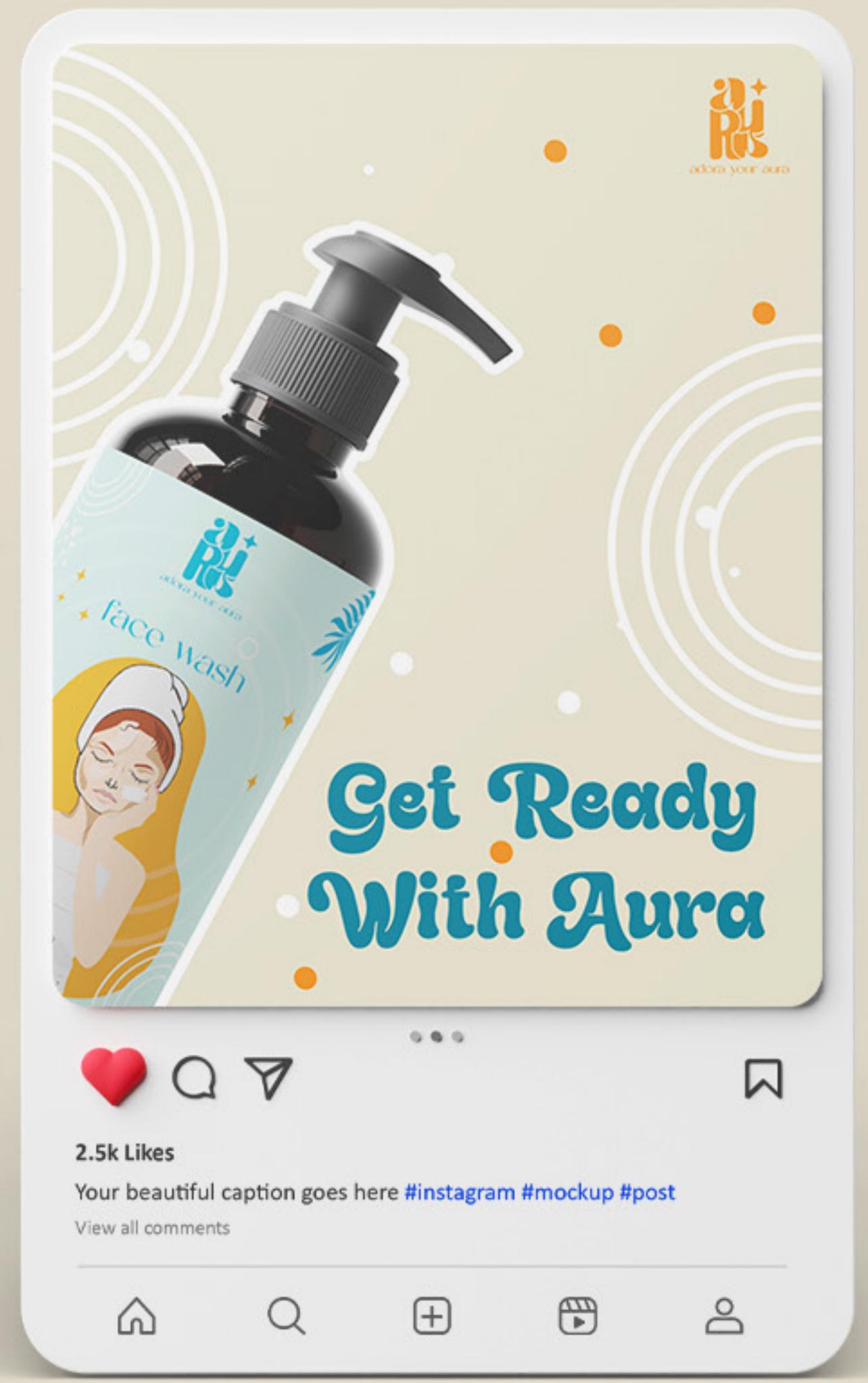
2.5k Likes

Your beautiful caption goes here #instagram #mockup #post

[View all comments](#)

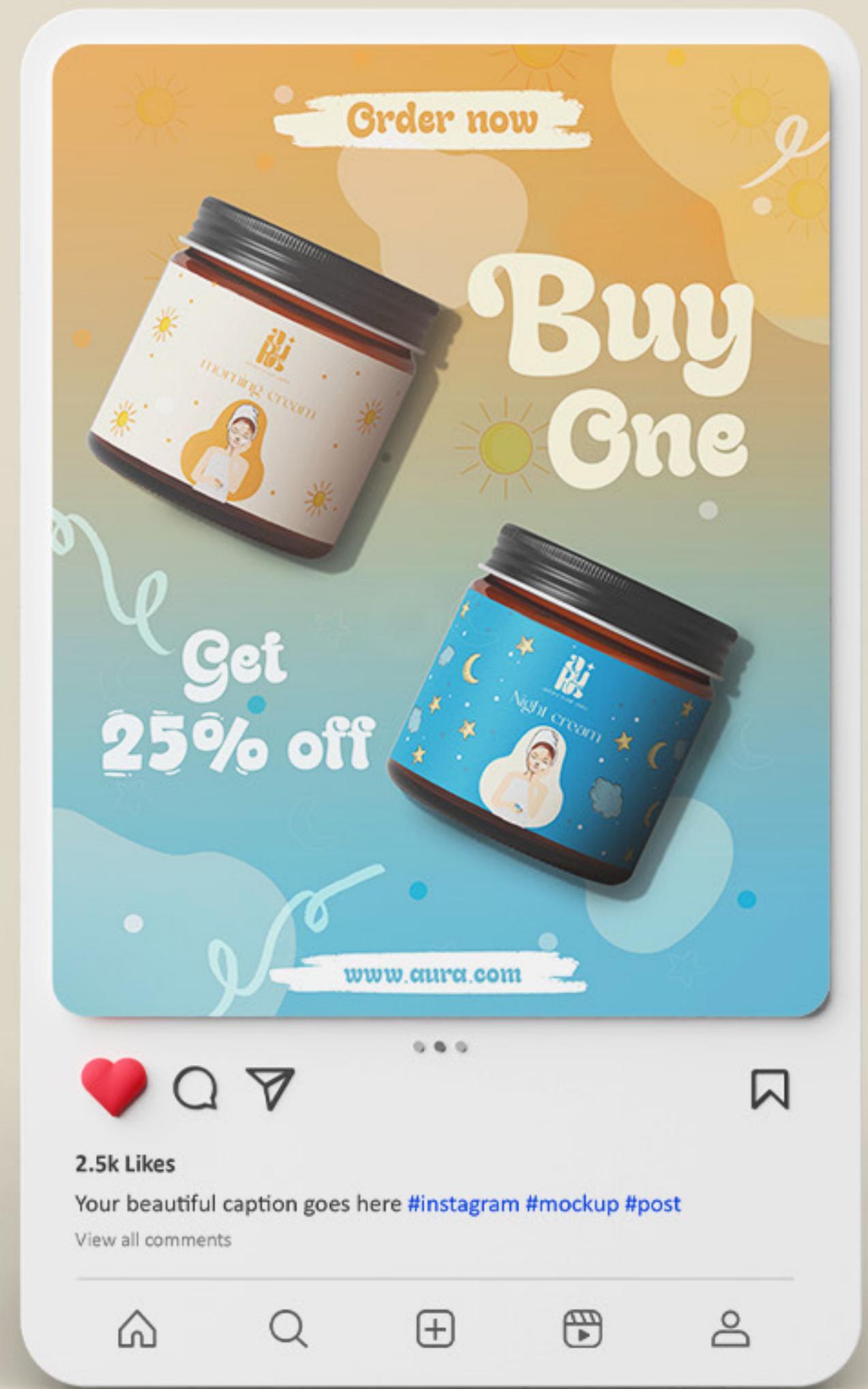






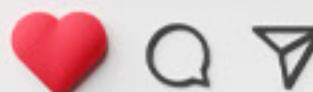








Flawless Glow,
Timeless Beauty



...



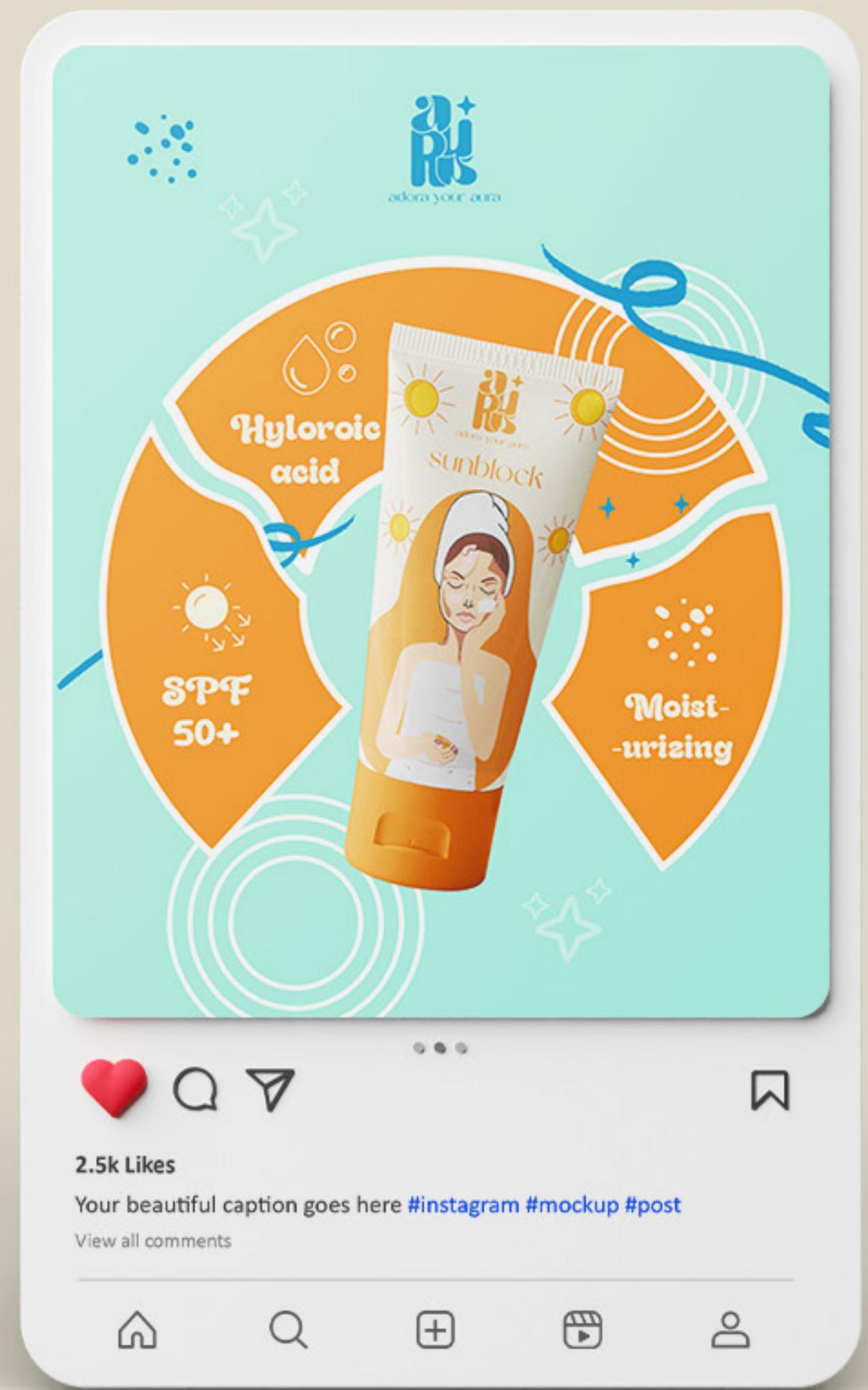
2.5k Likes

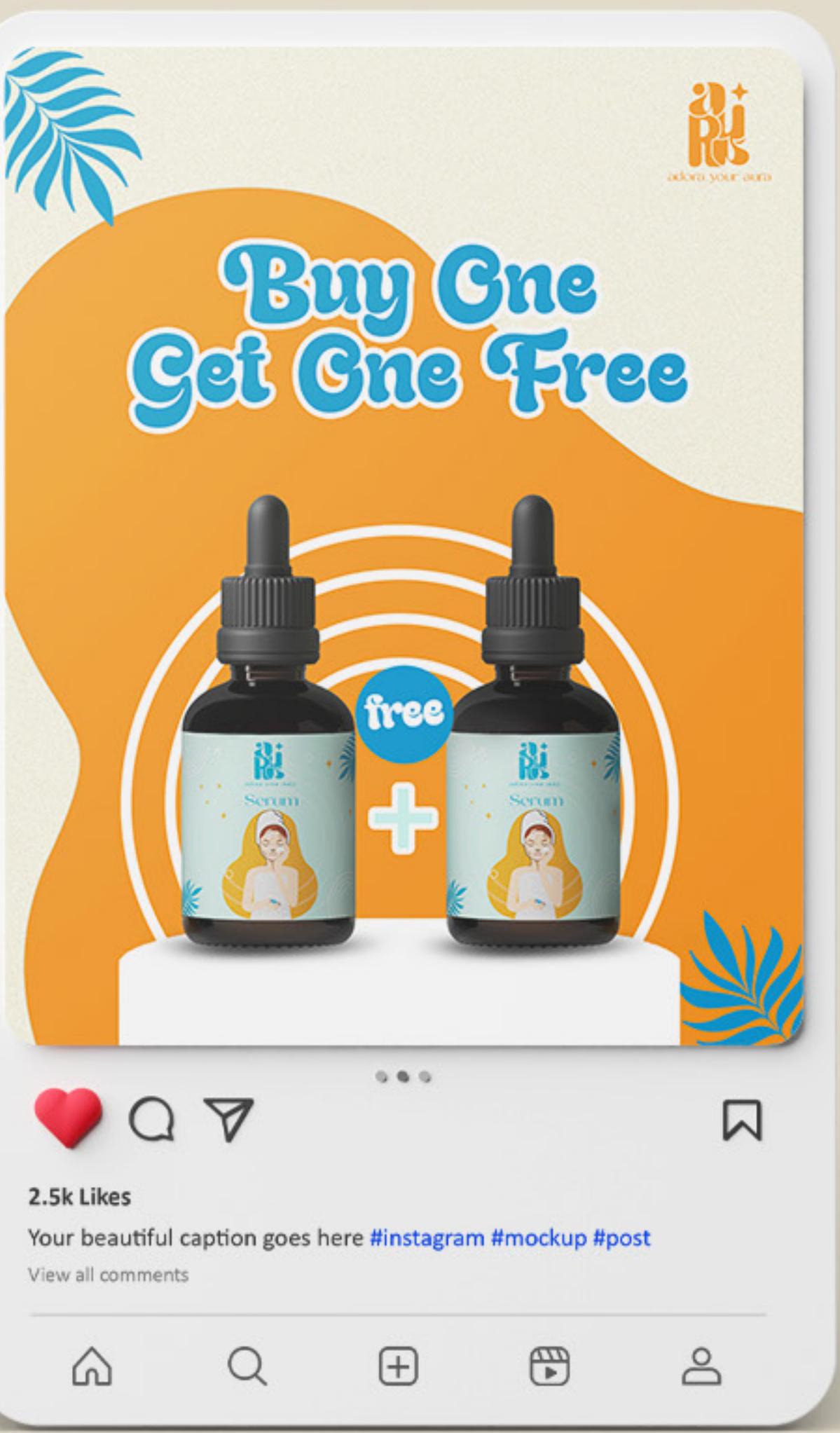
Your beautiful caption goes here #instagram #mockup #post

[View all comments](#)











Radiant Confidence One Glow at a Time



2.5k Likes

Your beautiful caption goes here #instagram #mockup #post

[View all comments](#)





Thank You