

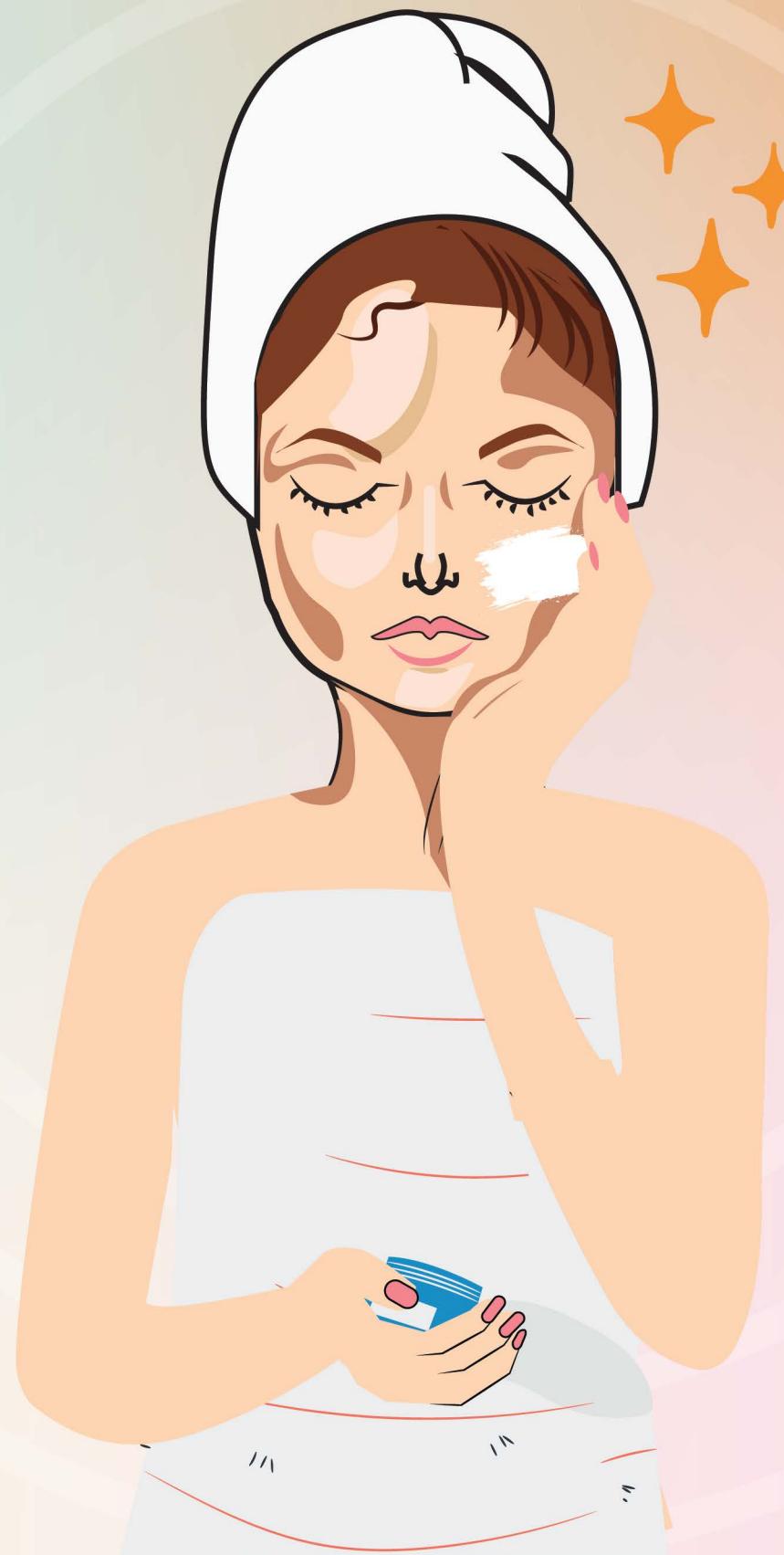
**Home**





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?



03

logo construction

**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.

## DESIGN & BRAND GUIDELINES



adora your aura

04

## COLOR PALETTE

**#CBE9E6**

**#FBDDDE5**

**#F29130**

**#1E8EC4**

**#F9F6E2**

05

LOGO ON DIFFERENT  
BACKGROUND



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06

DONT USE

DONT STRETCH



DONT USE LOGO OUTLINE



DONT USE DROP SHADOW



DONT USE GRADIENT

DESIGN & BRAND GUIDELINES

07

FONTS USE

## **PRIMARY 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.

Montserrat

## **SECONDARY 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.

GladoliaDEM

08

## LOGO PATTERN



**DESIGN & BRAND GUIDELINES**

09

MOCKUPS

DESIGN & BRAND GUIDELINES



## DESIGN & BRAND GUIDLINES



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# OUR PACKAGE



# Face Wash

**Hydrating Formula  
Gentle on skin  
Deep Cleansing  
Glow Boosting**



# MORNING & NIGHT CREAM

Soothing & Calming  
Deep Hydration  
SPF Protection  
Oil Control



# SERUM

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

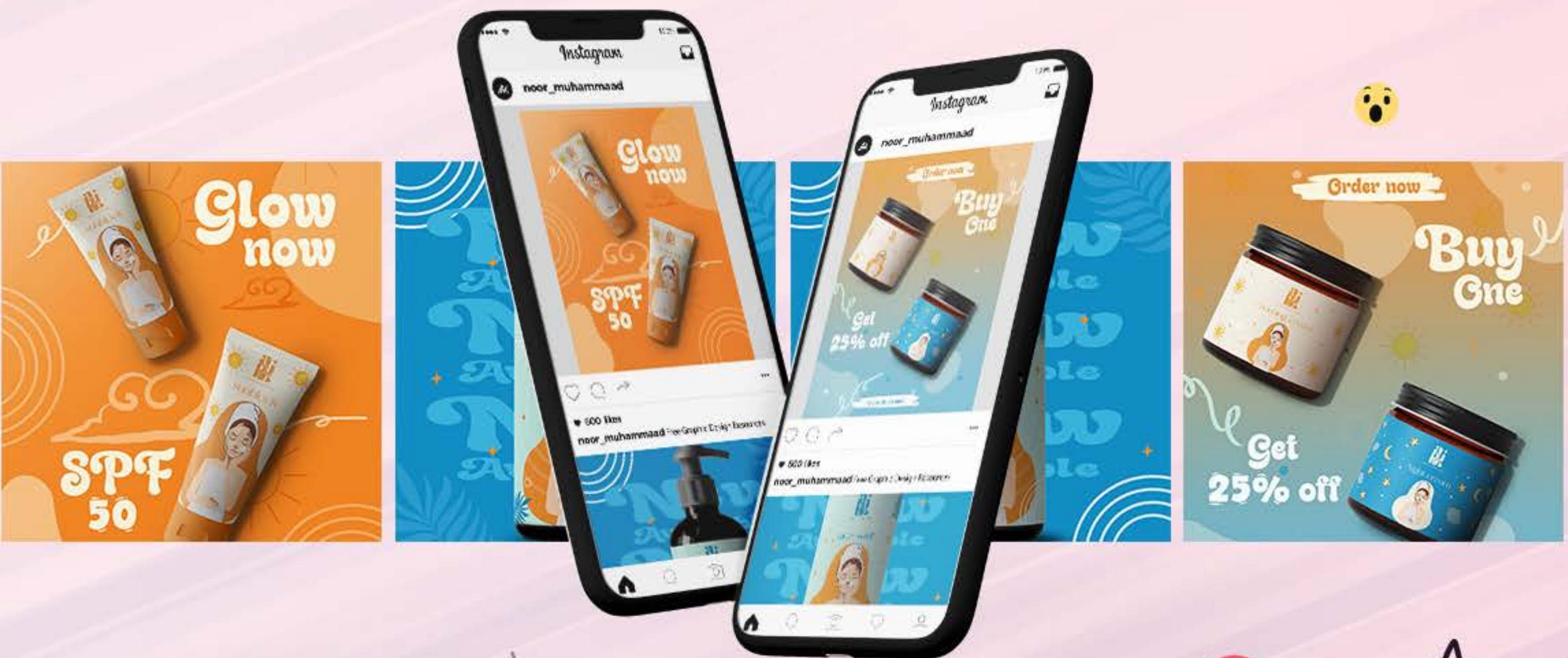


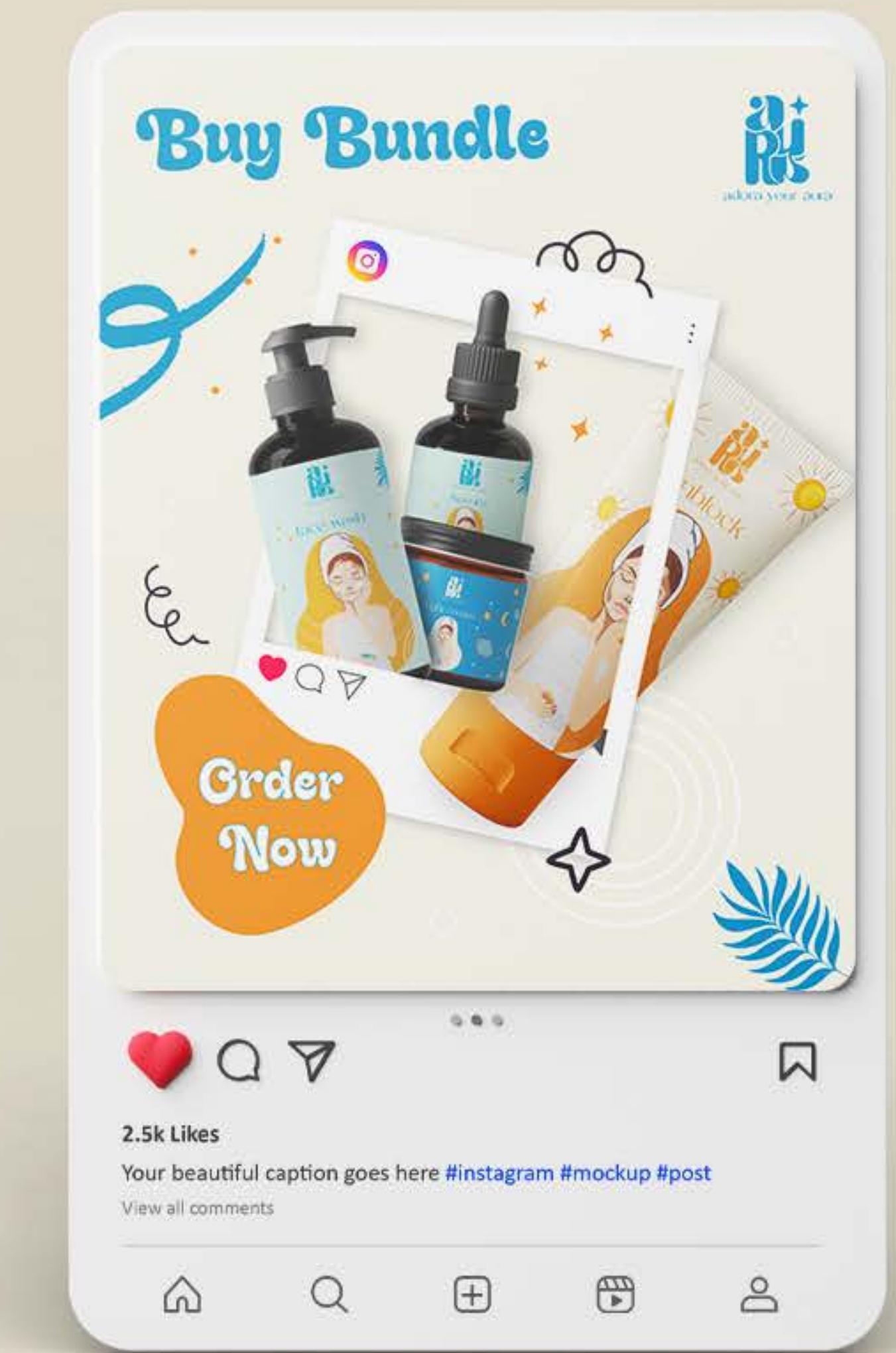
# SUNBLOCK

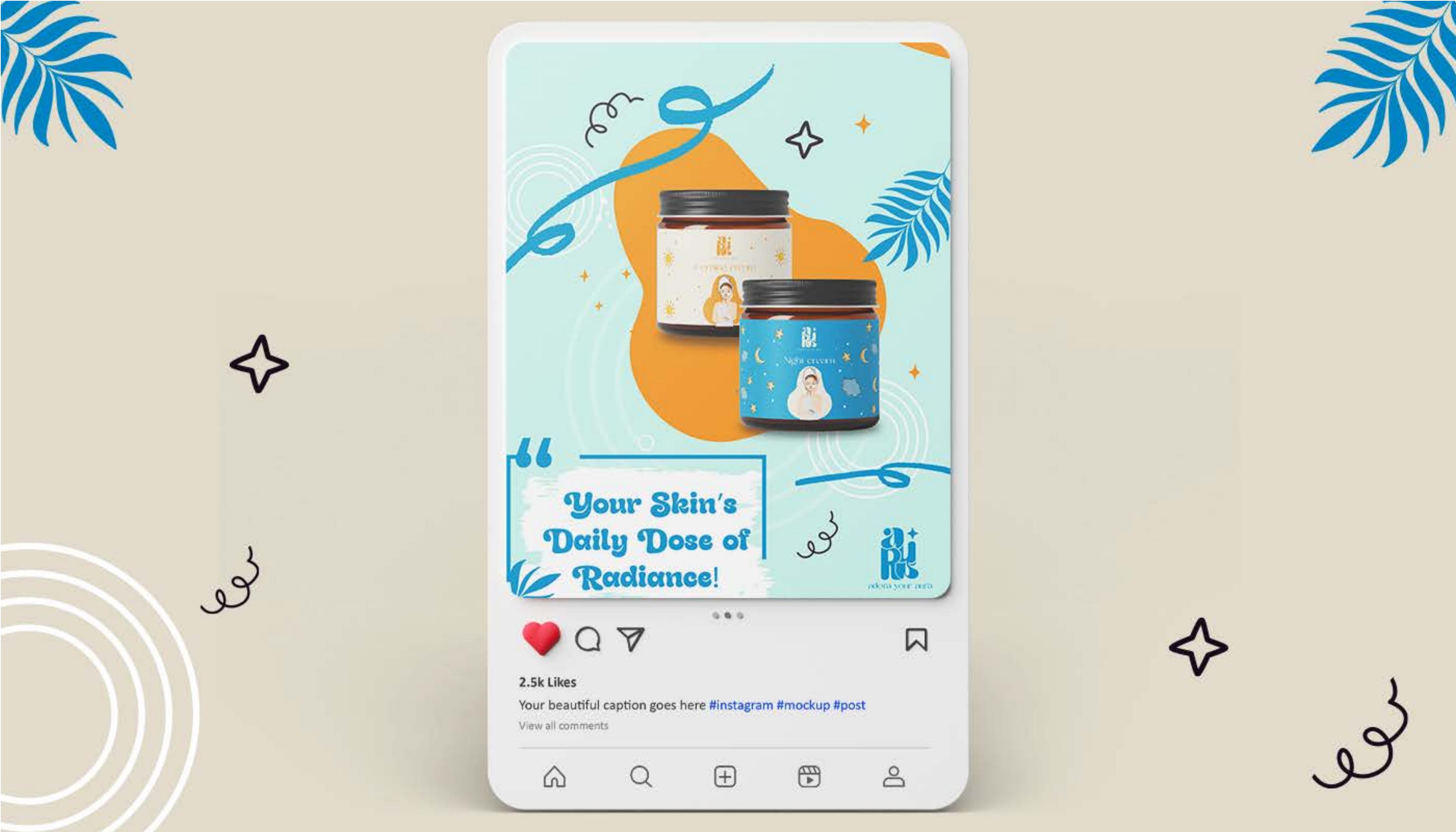
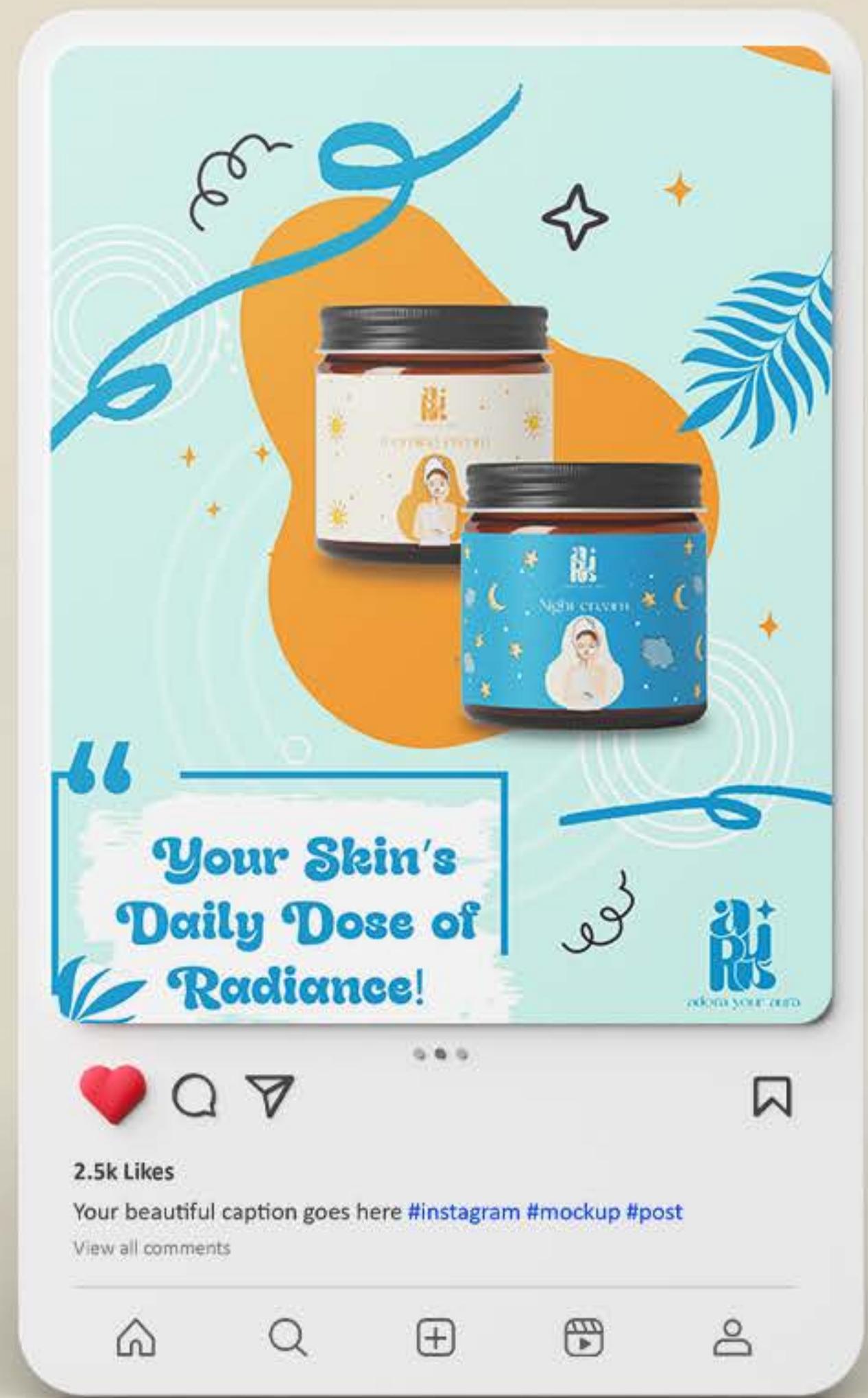
**Brightening Effect  
Water & Sweat Resistant  
Hydrating & Nourishing  
Broad Spectrum  
Protection**



# SOCIAL MEDIA









Your Skin's  
Daily Dose of  
Radiance !



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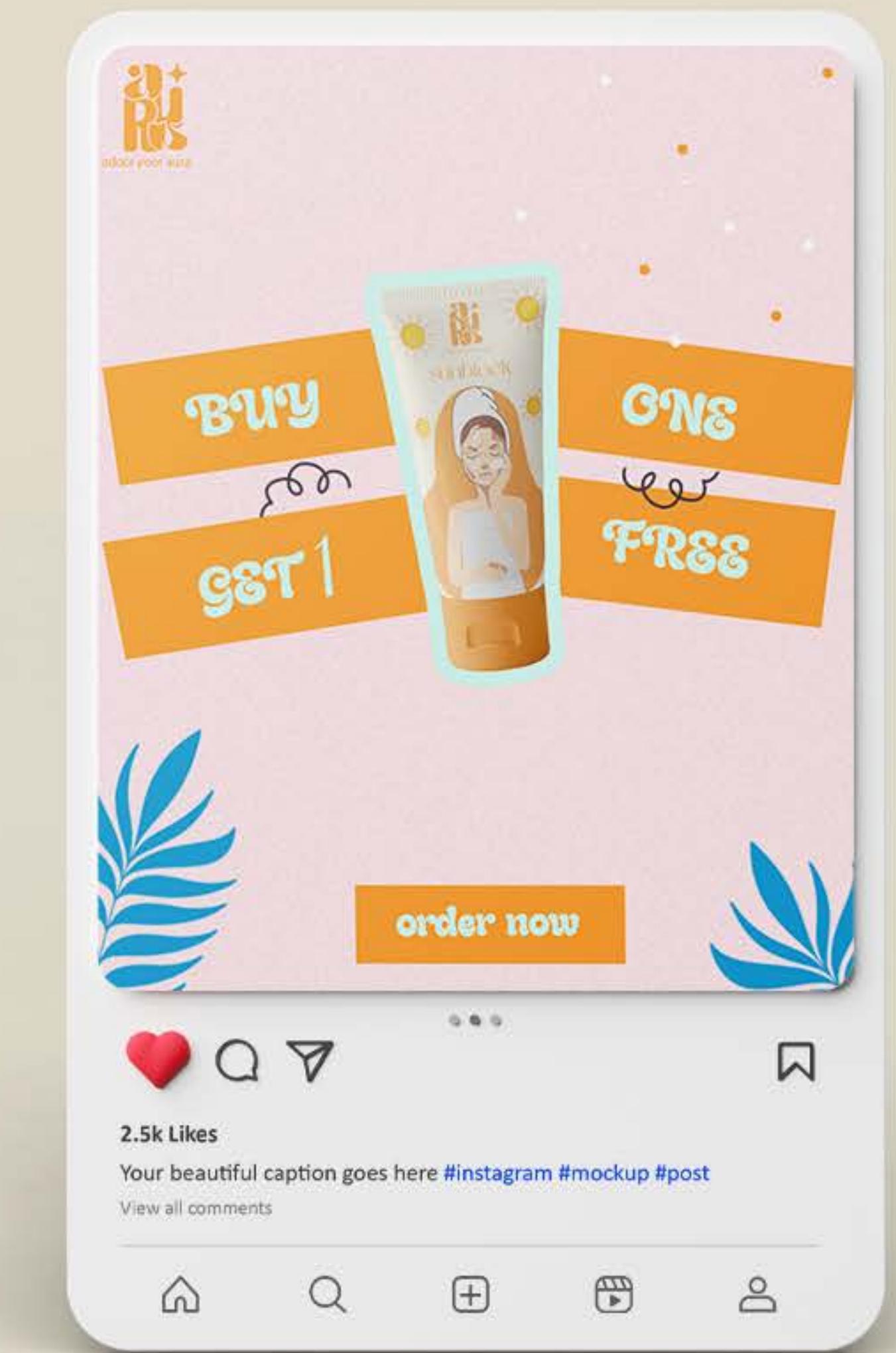


2.5k Likes

Your beautiful caption goes here #instagram #mockup #post

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...



2.5k Likes

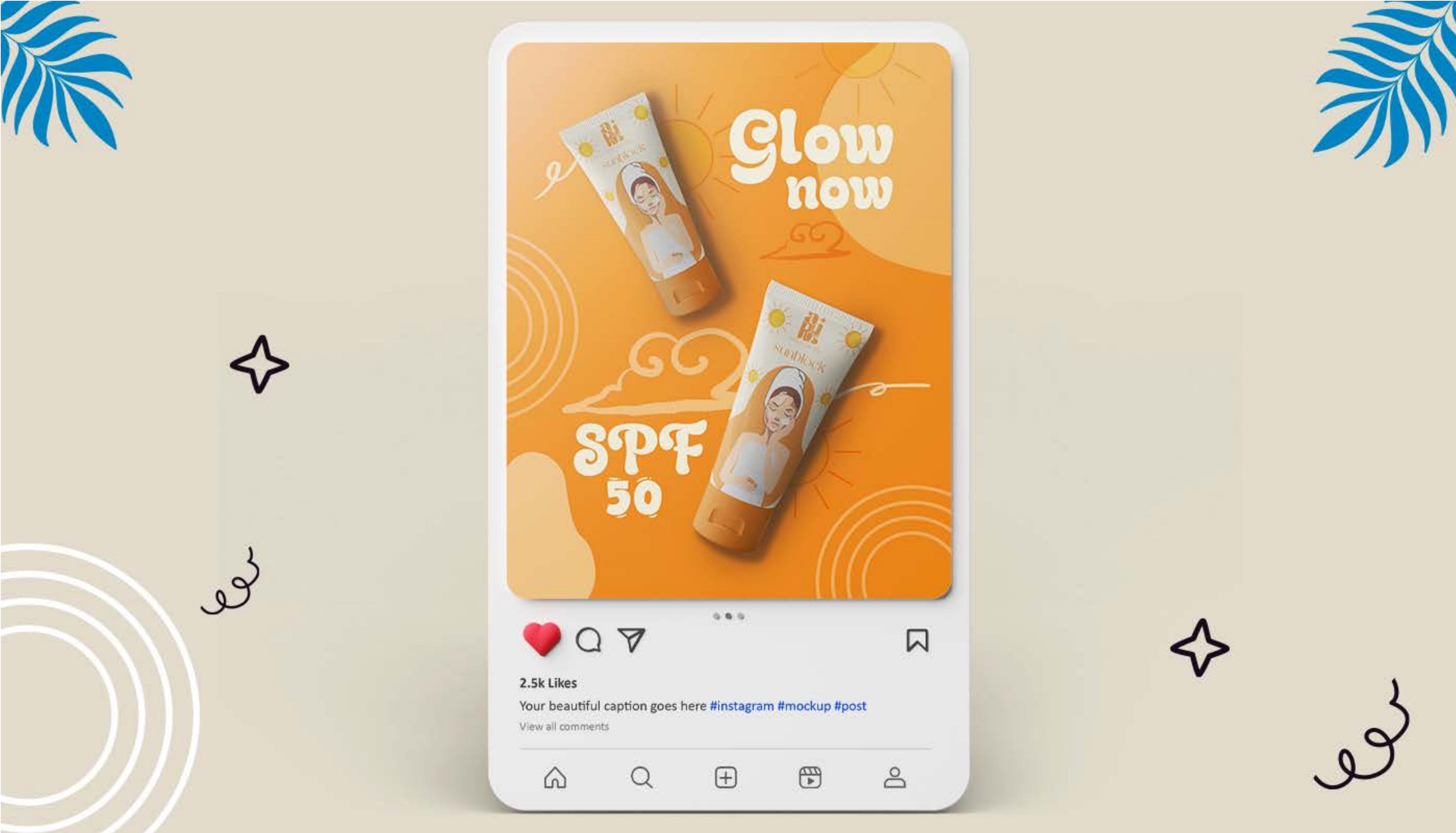
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Flawless Glow,  
Timeless Beauty



2.5k Likes

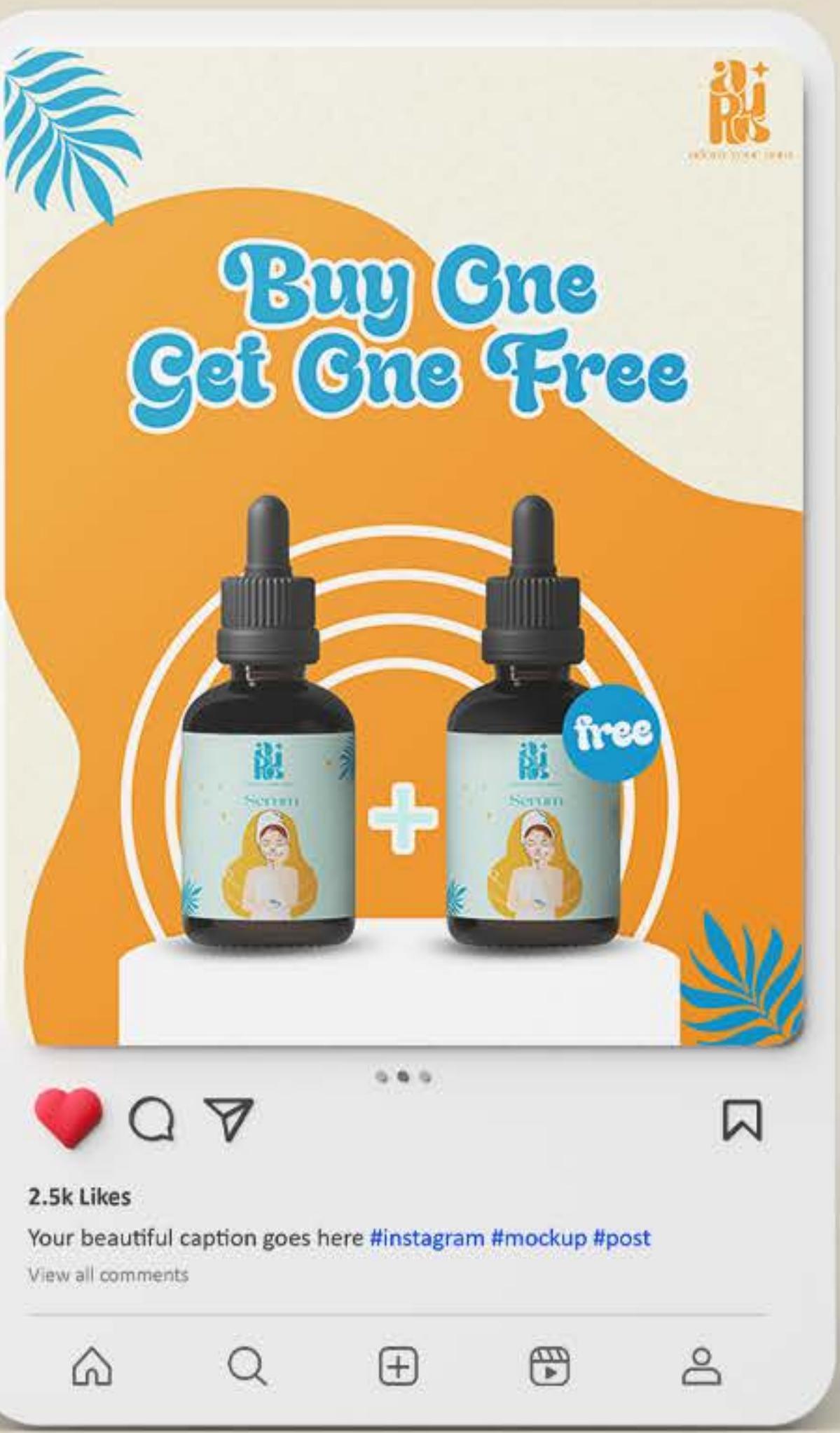
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# Best seller in 2025

Free from  
parabens & sulfates

Suitable for  
all skin types



...



2.5k Likes

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