



AURAWA

A woman's face and hands are partially visible on the left side of the frame. She is wearing a vibrant red sari with gold embroidery on the border. Her hands are adorned with multiple gold bangles and rings, featuring intricate designs with diamonds and rubies. Her hair is styled in an updo with a red veil.

Why did we name the brand 'Aurawa'?

A fusion of "**Aura**" and "**Thewa,**" symbolizing the radiant charm created by the exquisite Rajasthani art of Thewa jewellery. It represents a perfect blend of culture, tradition, and elegance that enhances the wearer's unique aura. Together, **Aurawa** symbolizes the timeless charm and cultural brilliance of Rajasthani craftsmanship, creating an aura of grace and tradition in every piece.



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PEARL

#E2D9BE

RGB 226 217L 190

CMYK 11 11 26 0

BURGUNDY

#7D0A1F

RGB 125 10 31

CMYK 30 100 87 37

Typography

The Aurawa logo, crafted in the Brighted font, radiates the timeless elegance of Indian jewelry. With its graceful serif curves and majestic strokes, the font mirrorsthe intricate artistry found in royal heirlooms.



BRIGFTED

A B C D E F G H I J K L M N O P Q
R S T U V W X Y Z

a b c d e f g h i j k l m n o p q
r s t u v w x y z

1 2 3 4 5 6 7 8 9 ! @ # \$ & *







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