



AU|RES  
RA|ORT

style guide

*“health  
is a state of body.”*

*wellness  
is a state of being.”*

- J Stanford.

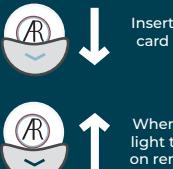


**PLEASE  
MAKE UP  
THE ROOM**

**PLEASE  
DO NOT  
DISTURB**

AU|RES  
RA|ORT

0800 287 2872  
+64 27 287 2872  
[www.aura.co.nz](http://www.aura.co.nz)  
[info@aura.co.nz](mailto:info@aura.co.nz)



Insert card



When the  
light turns  
on remove

AR



**Aura Resort**

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Phone:

0800 287 2872  
+64 27 287 2872

Email:

[www.aura.co.nz](http://www.aura.co.nz)  
[info@aura.co.nz](mailto:info@aura.co.nz)

Address:

322 Northwood Road  
New Plymouth

Welcome to Aura resort,  
we hope you enjoy your stay.

Wifi: \_\_\_\_\_

Name: \_\_\_\_\_

Arrive: \_\_\_\_\_

Depart: \_\_\_\_\_

RM  
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AU|RES  
RA|ORT

Home Rooms About Contact Booking

Book your stay

Check in

DD MM YYYY

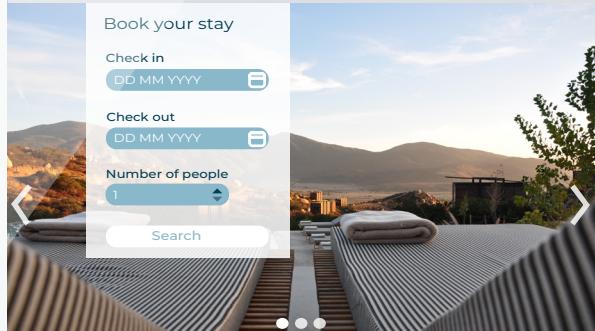
Check out

DD MM YYYY

Number of people

1

Search



Contact us

0800 287 2872  
+64 27 287 2872



[info@aura.co.nz](mailto:info@aura.co.nz)

322 Northwood Road, New Plymouth



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01

brand mission

# Our story:

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Aura Resort originated in 2018 when two university students noticed how hard their parents worked without a peaceful place to get away. After researching different resorts and spas they discovered the lack of retreats aimed at primarily working professionals. They wanted to provide a place away from the city that offers a relaxing, private space. The students approached their parents with the idea and after much development, a corporate board saw the opportunity to expand the resort to also allow companies to bring their employees for team bonding activities. The idea was developed and in late 2019, Aura Resort opened.

# Our mission:

---

Aura Resort is a high-end, mature retreat that offers a distraction-free environment surrounded by nature. Run by a corporate board, the resort aims to offer a unique and natural approach to the resort market. Our mission is to take advantage of the landscape and capture the gap in the market that does not cater for companies and working professionals. Their focus is to take away the stressful and fast-paced atmosphere of everyday working life and express the unique views and beauty of more rural places in New Zealand. The distinctive atmosphere that surrounds the resort is what we want our guests to remember. Aura has a calm, luxurious environment that offers facilities to relax or work in, stress-free, for your convenience. Surrounded by nature, the resort is a private and peaceful retreat that is distraction-free and perfect for companies to bring their employees and for working professionals.

# Brand voice:

The name *Aura Resort* was chosen for the resort because of its meaning. According to the Oxford Dictionary Aura is defined by: The distinctive atmosphere or quality that seems to surround and be generated by a person, thing, or place. By focusing on creating a peaceful and relaxing atmosphere we hope that guests can find their own aura while staying with us. It is the exclusively relaxing atmosphere that is drawn from the environment of the resort that we want our guests to remember. To ensure our guests feel comfortable in a welcoming and peaceful place it is our responsibility to ensure this is reflected in all aspects of our brand.

Aura resort is:

relaxing      luxurious      professional

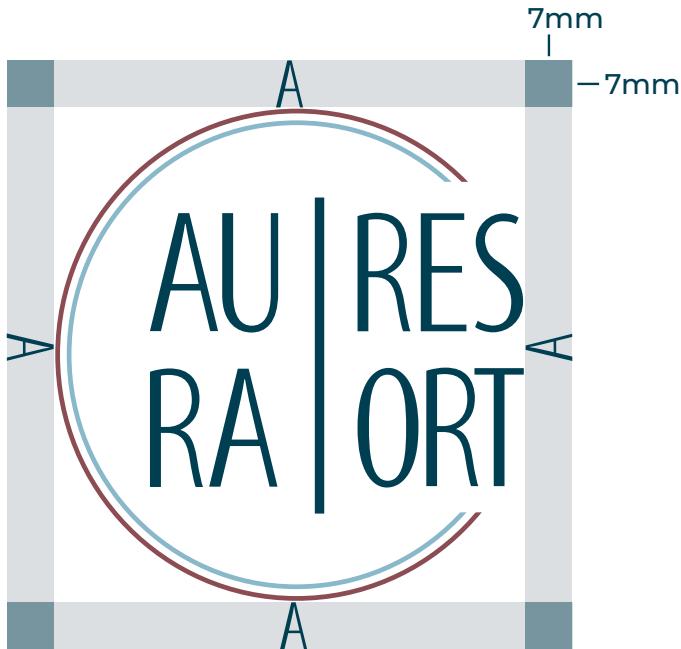
Voice characteristic	Description	Do	Don't
Relaxing	We want to ensure your stay is as stress-free and easy as possible.	<ul style="list-style-type: none"><li>- Be friendly and helpful</li><li>- Be responsive</li><li>- Show kindness</li><li>- Show empathy</li></ul>	<ul style="list-style-type: none"><li>- Get in the way</li><li>- Be overbearing</li><li>- Lack focus</li><li>- Lack ambition</li></ul>
Luxurious	We pride ourselves in providing the highest quality facilities that provide comfort.	<ul style="list-style-type: none"><li>- Be tidy</li><li>- Be elegant</li><li>- Have grace</li><li>- Have pride</li></ul>	<ul style="list-style-type: none"><li>- Be disorganised</li><li>- Be slack</li><li>- Forget details</li></ul>
Professional	We aim to meet the needs of our audience in an appropriate manner.	<ul style="list-style-type: none"><li>- Allow privacy</li><li>- Be reliable</li><li>- Have sophistication</li><li>- Be confident</li></ul>	<ul style="list-style-type: none"><li>- Be too casual</li><li>- Use slang</li><li>- Be disrespectful</li><li>- Overpromise</li></ul>

02

aura logo

# Logo variations

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## Logotype

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The logo is an important part of the Aura brand and should be used with consideration and consistency. It should always have a clear space of 7mm surrounding it to ensure legibility. The logo may be resized but the original proportions must be kept at all times. The smallest size the logo can be used is 20mm by 20mm.



## Logomark

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To ensure readability when using the Aura logomark, it must never be smaller than 15mm by 15mm. The logomark should always be used when promoting the brand on social media platforms.

## Colour variations

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# Logo guidelines:

Aura's logo is a key element in the representation of what our brand is about. The logo must always be clear and legible to maintain the integrity of the brand. It should always be placed on clear space with nothing covering it or overlapping the minimum of 7mm clear space surrounding it.



Do not squash or stretch the logo



Do not rotate the logo



Do not add an outline to any part of the logo



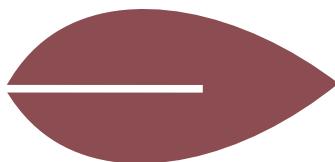
Do not resize any part of the logo

03

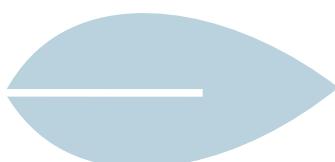
colour palette

# Primary colour palette

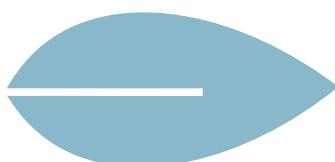
Aura Resort choose these five colours to effectively communicate our brand tone which is sophisticated, natural and relaxing. The lighter blues and grey capture the natural and calming character of our brand that we want to welcome all guests with. While the striking burgundy and navy blue are elegant and bold to capture attention.



PANTONE : 4985 C  
HEX : #874B52  
RGB : 135 75 82  
CMYK : 22 74 38 47



PANTONE : 552 C  
HEX : #B9D3DC  
RGB : 185 211 220  
CMYK : 24 3 7 2



PANTONE : 550 C  
HEX : #8DB9CA  
RGB : 141 185 202  
CMYK : 42 7 8 8



PANTONE : 3035 C  
HEX : #003E51  
RGB : 0 62 81  
CMYK : 100 30 19 76



Pantone : 7541 C  
HEX : #D9E1E2  
RGB : 217 225 226  
CMYK : 7 1 3 2

04

typography

# Display typeface

---

## Montserrat Medium

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	0	1
2	3	4	5	6	7	8	9	!
"	#	\$	%	&	`	(	)	*
+	,	-	.	/	:	;	<	=
>	?	@	\	^	_			

# Text typeface

---

## Lora Regular

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	0	1
2	3	4	5	6	7	8	9	!
"	#	\$	%	&	'	(	)	*
+	,	-	.	/	:	;	<	=
>	?	@	\	^	_			

# Typography example



Aura Resort

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**Phone:**  
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**Email:**  
[www.aura.co.nz](http://www.aura.co.nz)  
[info@aura.co.nz](mailto:info@aura.co.nz)

**Address:**  
322 Northwood Road  
New Plymouth

Heading text using **Montserrat medium**. Headings can use any of the five colours against appropriate backgrounds. The style of Montserrat used must only be medium and smaller.

Body text using Lora Regular. Lora Italic may also be used for body text. Body text must never be smaller than 10 pt.

When used together closely, the display typeface, Montserrat, must always be bigger than Lora by at least 2pt. Here, the headings are 12pt and the body text is 10pt.

05

brand guidelines

# Imagery guidelines

Photography is an important aspect of the Aura brand and all images used in relation to our brand must express a positive and accurate representation of it. The main use of photography will be to capture the beautiful environment and scenery at our resorts.

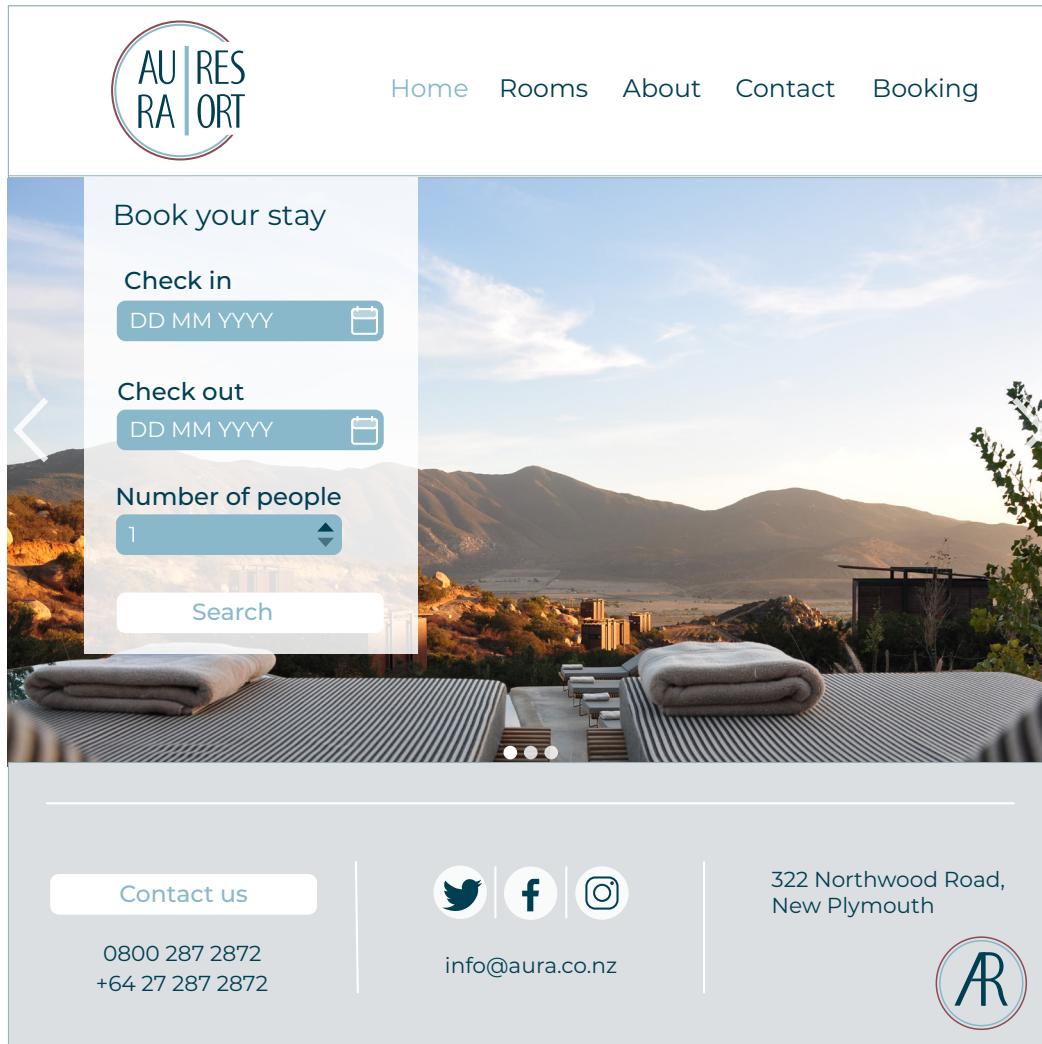
To ensure the imagery does not present a false picture of the brand, there must be no children in any of the images as our brand is targeted at working professionals and companies. If text is overlaid on the images it must be only in white or PANTONE 3035 C. The choice of what colour will depend on the image and the legibility of the text. If text is overlaid, it is essential that it is appropriately positioned, sized, legible and clear.



This imagery would not be acceptable to use to represent Aura Resort because of the text and children in the image. The positioning and colour of the text effects the readability of the quote and lessens the brands credibility and professionalism.

# Web-specific guidelines

Aura Resort's website is one of our most important digital resources for guests as they are able to make bookings, learn about our brand and look at the different rooms and facilities we offer. Due to its wide use and different functions, it is essential that the website is easy to use and navigate for all visitors to the site.



The screenshot shows the homepage of the Aura Resort website. At the top left is the logo 'AURA RESORT'. At the top right are navigation links: Home, Rooms, About, Contact, and Booking. Below the navigation is a large image of a resort building nestled in a valley with mountains in the background. Overlaid on the left side is a booking form with the following fields:

- Book your stay
- Check in  
- Check out  
- Number of people  
- 

At the bottom of the page are social media icons for Twitter, Facebook, and Instagram, along with contact information: 'Contact us', phone numbers '0800 287 2872' and '+64 27 287 2872', email 'info@aura.co.nz', and the address '322 Northwood Road, New Plymouth'. The Aura Resort logo is also present at the bottom right.

## Website

The website is laid out into three columns across the different pages to keep it consistent and ordered. The information displayed on the site is all relevant and spaced out to achieve a calming, elegant look. Hierarchy is created by having at least a 2pt difference between the different text elements on the page.



06

brand applications

---

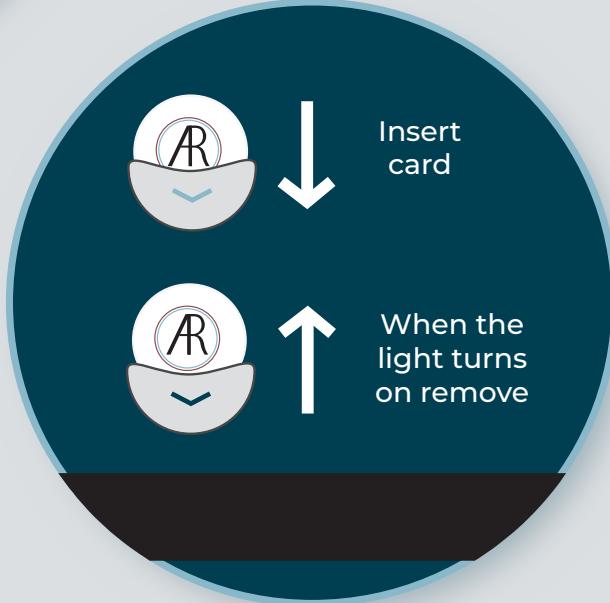
# Business card

---



# Room card

---



# Room card folder

---



Welcome to Aura resort,  
we hope you enjoy your stay.

Wifi: \_\_\_\_\_  
Name: \_\_\_\_\_  
Arrive: \_\_\_\_\_  
Depart: \_\_\_\_\_

A stylized logo consisting of the letters 'AR' in white, enclosed within a circular emblem with a red double-lined border.

| RM  
104

# Door hangers

---



# Website Home page

Home   Rooms   About   Contact   Booking

Book your stay

Check in  
DD MM YYYY

Check out  
DD MM YYYY

Number of people  
1

Search

322 Northwood Road,  
New Plymouth

0800 287 2872  
+64 27 287 2872

info@aura.co.nz

# Website Rooms page



Home   Rooms   About   Contact   Booking

## Our rooms

Check in  Check out  Adults



### Standard room

Enjoy a quite retreat with an outdoor patio overlooking the private gardens.

- Bed: 1 Queen
- 550 square feet
- Gas-burning fireplace

Rates from  
\$400

[More info](#)



### Luxury suite

Enjoy a spacious retreat with a covered outdoor patio overlooking the private gardens.

- Bed: 1 King
- Private spa pool
- 650 square feet
- Gas-burning fireplace

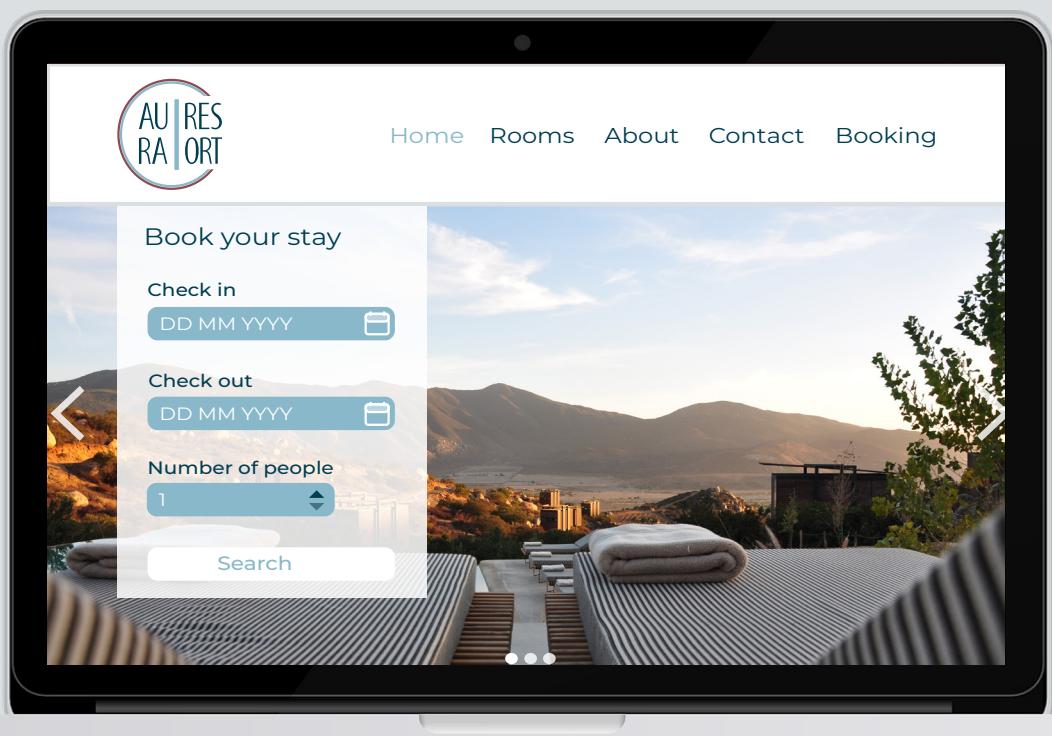
Rates from  
\$520

[More info](#)

[Contact us](#) | [!\[\]\(ba1023de48195091e9dce97b44f33e36\_img.jpg\)](#) | [!\[\]\(037ef2caed5cd8935c3afd468363471d\_img.jpg\)](#) | [!\[\]\(9bf8d0dafad32555bc04f144a26c9ae8\_img.jpg\)](#) | [info@aura.co.nz](mailto:info@aura.co.nz)

# Website mock-up

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# References

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## Imagery used in style guide:

- Photo by Christian Lambert on Unsplash
- Photo by Albert Ndoci on Unsplash
- Photo by Matt Lamers on Unsplash

## Images used on the website:

- Photo by Christopher Jolly on Unsplash
- Photo by Manuel Moreno on Unsplash
- Photo by Chastity Cortijo on Unsplash



*“Don’t get so busy  
making a living  
that you forget to  
make a life”*

- D Parton.



Madisyn Muggeridge

DSDN151 Project 5 2019

Victoria University of Wellington