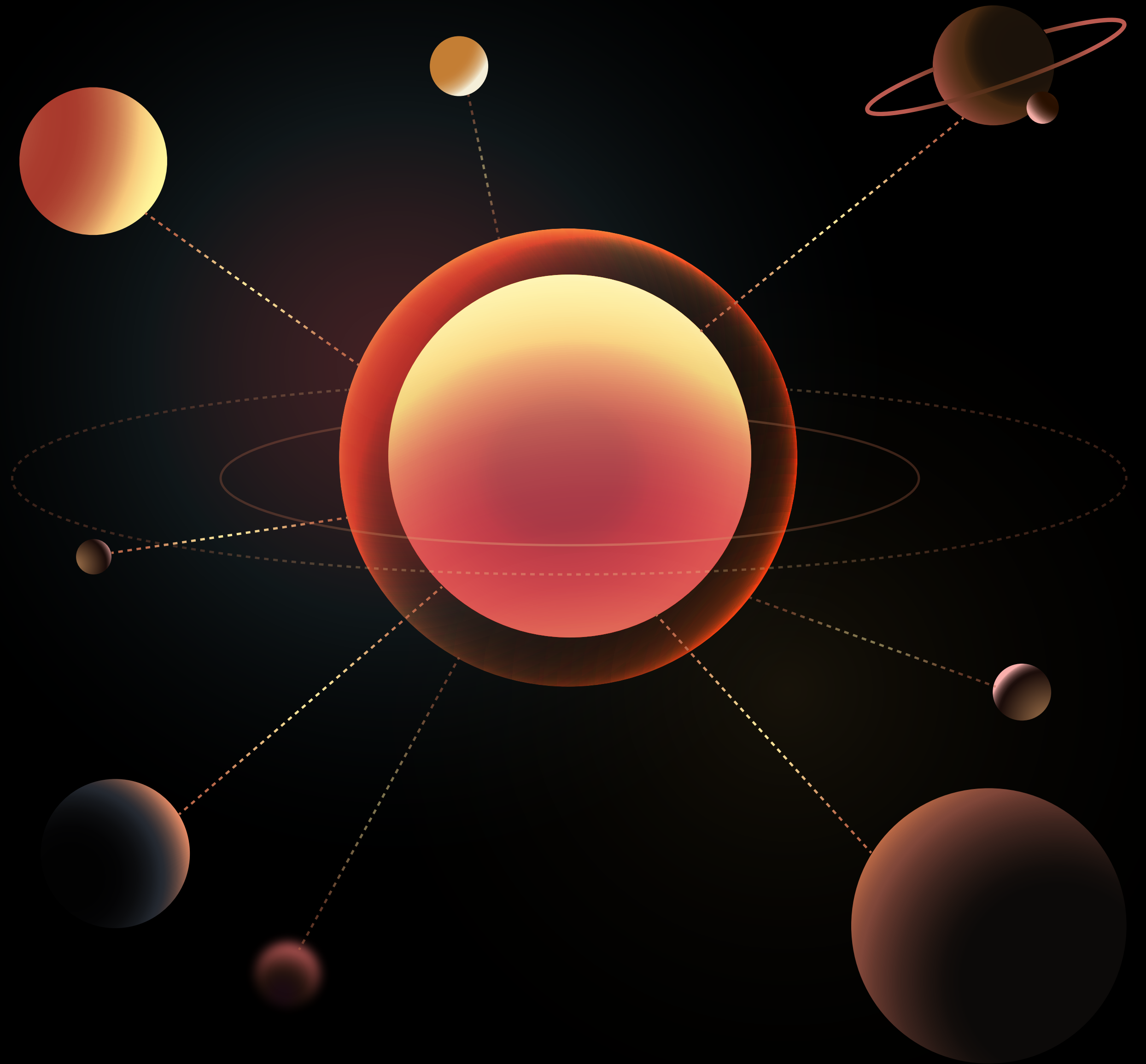


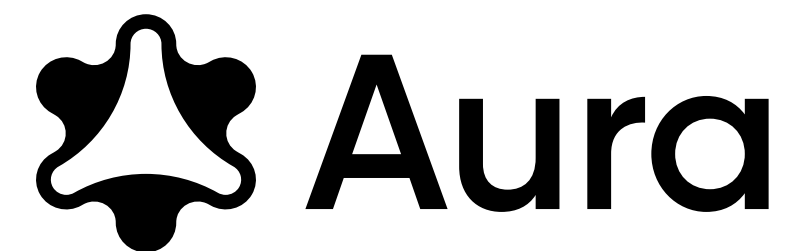
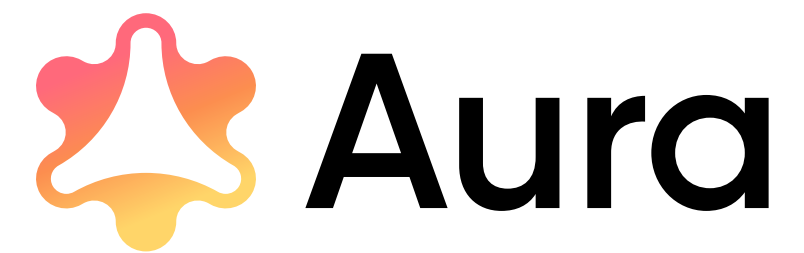
# Identity Guidelines

January 30, 2024



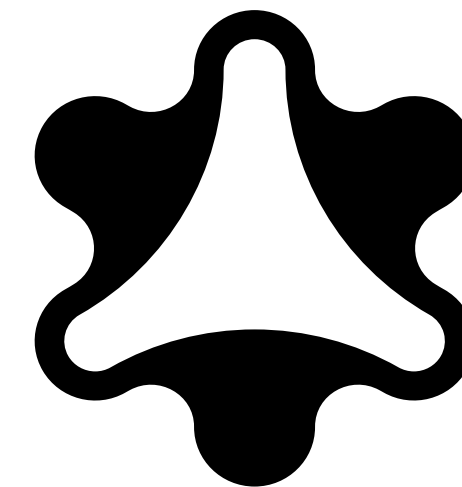
# Logo Design

The logo symbolizes the unity of three individuals, converging in a circle that represents collaboration and the interconnectedness of a blockchain.



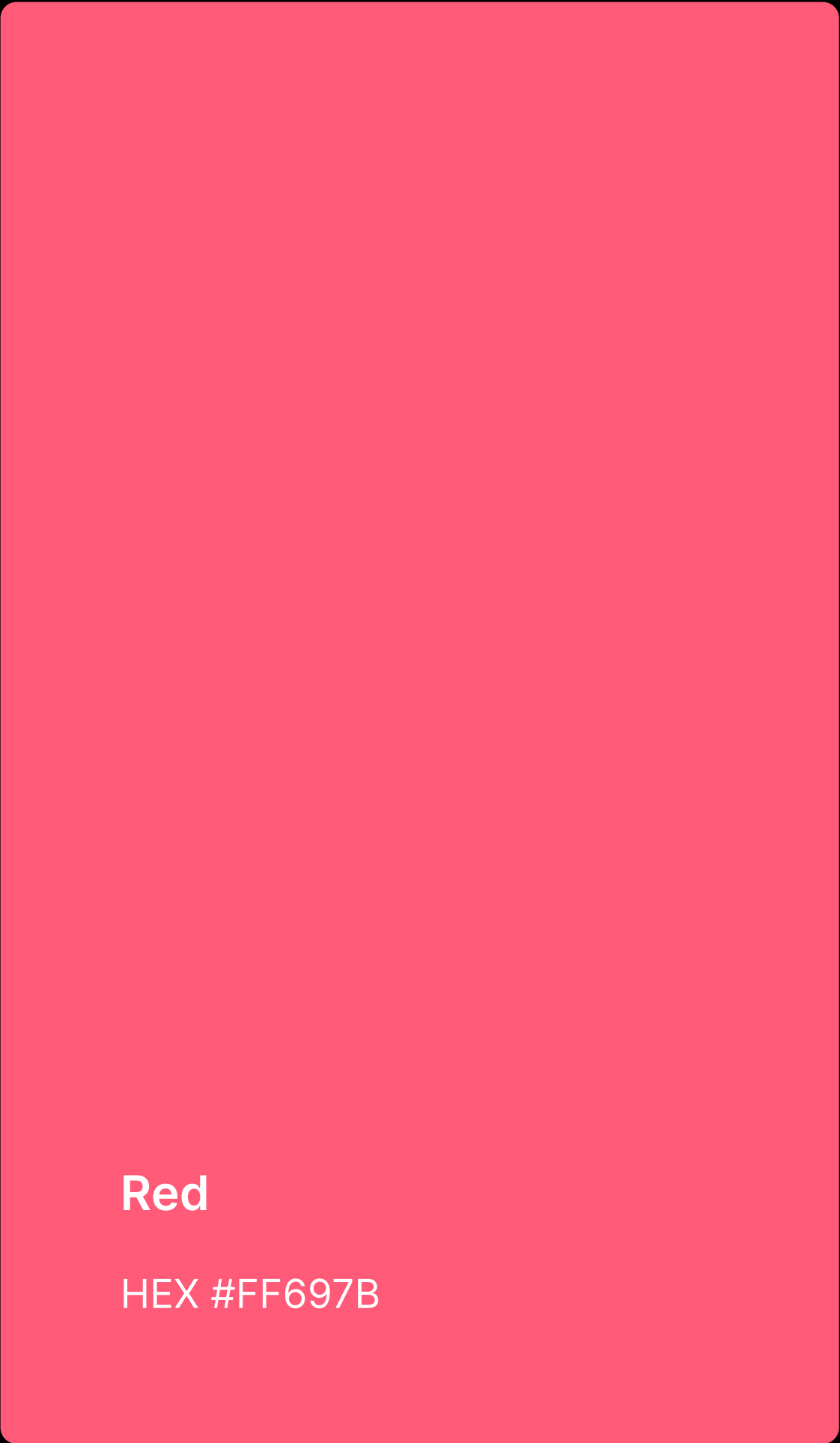
# Symbol

The Aura symbol can be used independent of the wordmark for situations where space is limited.



# Color Palette

Our primary color is Aura Gradient which consists of Red, Orange and Yellow. Aura Gradient is used on all pieces of Aura communication.



**PP Mori SemiBold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 !@#\$%^&\*()

**Inter Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 !@#\$%^&\*()

# Illustrations

Our brand illustrations use space theme to visualize Aura innovation. They're used in all types of media, including web design, social media and our product.

