Aurora Resources DMCC - Website Design Specifications

This document outlines the key design elements, content structure, and branding guidelines extracted from the Aurora Resources company presentation for website development.

1. Company Overview

Aurora Resources DMCC is a global mineral trading and processing company with the following characteristics:

- **Founded**: Established in 2016, formally incorporated in Dubai DMCC Free Zone in 2017
- **Experience**: 20+ years of industry experience
- **Global Presence**: Operations in 15+ countries across:
  - **Middle East**: Dubai HQ and processing facilities
  - **Africa**: Zambia, Zimbabwe, Kenya, South Africa
  - **South America**: Colombia, Brazil (mining projects)
  - **Global Markets**: Trading in Europe, Asia & North America
- **Core Business Areas**:
  - Mineral Trading (strategic sourcing & global distribution)
  - Processing
  - Global Projects
- **Recent Expansion**: 2020-2024 expansion into sustainable mining & recycling

2. Brand Identity & Visual Elements

Color Scheme

Based on the color analysis, Aurora Resources uses a deep blue color palette as their primary brand colors:

- **Primary Blue**: #203B60 (RGB: 32, 59, 96)
- **Secondary Blues**:
  - #243E62 (RGB: 36, 62, 98)
  - #1E395F (RGB: 30, 57, 95)
  - #1F3A5F (RGB: 31, 58, 95)
  - #213C61 (RGB: 33, 60, 97)

These deep blue tones should be used consistently throughout the website for headers, navigation, buttons, and accent elements.

Typography

The PDF analysis doesn't reveal specific font names, but the presentation uses a clean, professional font style. For the website, recommend:

- **Headings**: A modern sans-serif font (similar to what appears in the presentation)
- **Body Text**: A clean, readable sans-serif font
- **Font Weights**: Mix of bold for headings and regular for body text
- **Text Colors**: White or light gray on dark blue backgrounds; dark blue or dark gray on white backgrounds

Logo & Branding Elements

- **Company Name Display**: "AURORA RESOURCES DMCC" in uppercase
- **Tagline**: "Transforming global mineral resources through sustainable practices, innovative solutions, and strategic partnerships."
- **Visual Elements**: The presentation includes professional imagery related to mining, processing, and global operations

3. Visual Style

Image Types

The presentation uses: - Professional photography of mining operations - Processing facilities - Global project locations - Team/leadership photos - Infographics and data visualizations

Layout Preferences

- **Clean, Corporate Layout**: Professional business presentation style
- **Grid-Based Structure**: Organized content in clear sections
- **Data Visualization**: Use of statistics and metrics with visual emphasis
- **Iconography**: Simple icons to represent different business areas
- **Color Blocks**: Strategic use of the brand blue colors for section backgrounds

Graphic Elements

- **Infographics**: Used to display statistics and performance metrics
- **Icons**: Used to represent different business areas and services
- **Maps**: Likely used to show global presence
- **Data Visualization**: Charts and graphs for performance metrics

4. Content Structure

Based on the presentation, the website should include these key sections:

1. **Home/Landing Page**
   - Company tagline
   - Global presence highlight
   - Core business areas
2. **Company Overview**
   - Corporate foundation
   - Years of experience
   - Global presence
   - Core competencies
3. **Leadership Team**
   - Profiles of key executives:
     - Phil Routledge (CEO and Founder)
     - Richie Scott (Co-founder and Director)
     - Chris King (Director)
     - Alykhan Esmail (CFO, Partner)
     - Victor Baburin (Director for Business Development, Partner)
   - Team capabilities
4. **Track Record**
   - Featured projects
   - Performance metrics
   - Project categories
5. **Current Portfolio**
   - E-Waste Recycling
   - Copper Cable Recovery
   - Copper Trade - Zambia

- Zimbabwe Mineral Processing
    6. **Strategic Opportunities**
        - Market growth drivers
        - Strategic advantages
        - Regional opportunities:
            - Morocco: Strategic Mineral Resources
            - Zambia: Copper Trading Excellence
            - Tanzania: Critical Minerals Portfolio
    7. **Sustainability & ESG Commitment**
        - Environmental initiatives
        - Social responsibility
        - Governance practices
        - Compliance framework
    8. **Contact & Partnership**
        - Global headquarters
        - Regional offices
        - Contact details
        - Partnership opportunities

5. Key Statistics & Unique Selling Points

Key Statistics

- **Industry Experience**: 20+ years
- **Global Reach**: Operations in 15+ countries
- **Project Metrics**:
    - Port Extension Project: 600K metric tons delivered, 30% ahead of schedule
    - Gold Mining Enhancement: 83% production increase, 100% precious metal output
    - E-Waste Recycling: 1st in Middle East region, 100% PGM recovery
    - Copper Cable Recovery: 100K+ MT annual target, 10-year scale-up timeline
    - Zambia Warehouse: 1,500m² facility, 5,000 MT storage capacity

Market Growth Drivers

- 46% increase in global demand for critical minerals by 2030
- 3X growth in graphite market for EV batteries

ESG Priorities (2024)

- CO_2 Emissions Reduction: 65%
- Circular Economy Implementation: 80%
- Responsible Sourcing Verification: 90%
- Community Development Programs: 75%

Unique Selling Points

1. **Proprietary Technologies**:
    - Patented Directional Gas Pressure System (2010)
    - Low-energy blasting technology
    - Proprietary beneficiation techniques
2. **Strategic Advantages**:
    - Established local partnerships
    - Secure supply chain with end-to-end logistics management
    - Processing expertise
3. **Sustainability Leadership**:
    - Pioneer in Middle East e-waste recycling
    - Water conservation through closed-loop processing
    - Energy-efficient technologies

4. **Global Network**:
    - Direct relationships with producers
    - Strategic positioning in key mineral-rich regions
    - Exclusive agreements with suppliers

6. Contact Information

- **Global Headquarters**: JLT, Dubai, UAE
- **Regional Offices**:
    - Zambia: Aurora Resources DMCC Limited, Kalulushi Rd, Kitwe
    - Zimbabwe: Aurora Resources Zimbabwe, Harare
- **Phone**: +971 52758 0098
- **Email**: info@aurora-resources.com
- **Website**: www.aurora-resources.com

7. Website Development Recommendations

1. **Responsive Design**: Ensure the website works well on all devices
2. **Professional Photography**: Use high-quality images of operations and projects
3. **Interactive Elements**: Consider interactive maps showing global presence
4. **Data Visualization**: Use charts and graphs to highlight key statistics
5. **Video Content**: Consider adding video content showcasing operations
6. **Multilingual Support**: Consider Arabic language option given Dubai HQ
7. **Contact Form**: Include a contact form for inquiries and partnership opportunities
8. **Social Media Integration**: Add social media links if applicable