Brief

Aure is a premium Nigerian vodka brand that fuses heritage with luxury. The name, derived from the Yoruba word for "gold," symbolizes excellence and prestige.

Problem

The Nigerian vodka market lacks a premium, culturally distinctive brand that competes with international names while staying authentically Nigerian. Most local brands rely on generic luxury aesthetics, missing the opportunity to create a deeper emotional and cultural connection with consumers.

Solution

Aure was designed to be more than just a drink, it's an experience. The branding combines modern luxury with subtle Nigerian cultural elements, creating a bold yet sophisticated identity. The packaging is sleek, with premium finishes that reflect the high-quality product inside.

Logo

The icon logo is inspired by the Nigerian *Coat of Arms*, the logo merges the horse and eagle into a sleek, modern mark. The negative space horse adds a level of discovery, reinforcing strength, tradition, and elegance in a refined way.

AURE → **Cremona**: It's an elegant, high-contrast serif with a bit of personality. It gives off refined, luxurious vibes, perfect for a premium product like Aure.

COLORS

The green and white from the Nigerian flag ground the brand in national identity, while gold adds a touch of luxury and exclusivity, ensuring Aure feels premium yet proudly Nigerian.

Typography

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 1 5 6 7 8 9

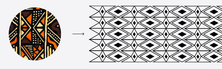
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

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

This pairing gives Aure a sophisticated yet modern voice. Cremona brings the elegance, Myriad Pro brings the clarity, and together they reflect both luxury and functionality. A strong combo for a brand that blends tradition with a premium, global standard.

Packaging



The intricate details on the packaging are inspired by Akwete, a traditional handwoven Nigerian fabric. These patterns reflect craftsmanship, artistry, and heritage, reinforcing Aure's status as a vodka that embodies both tradition and innovation.

Final Designs