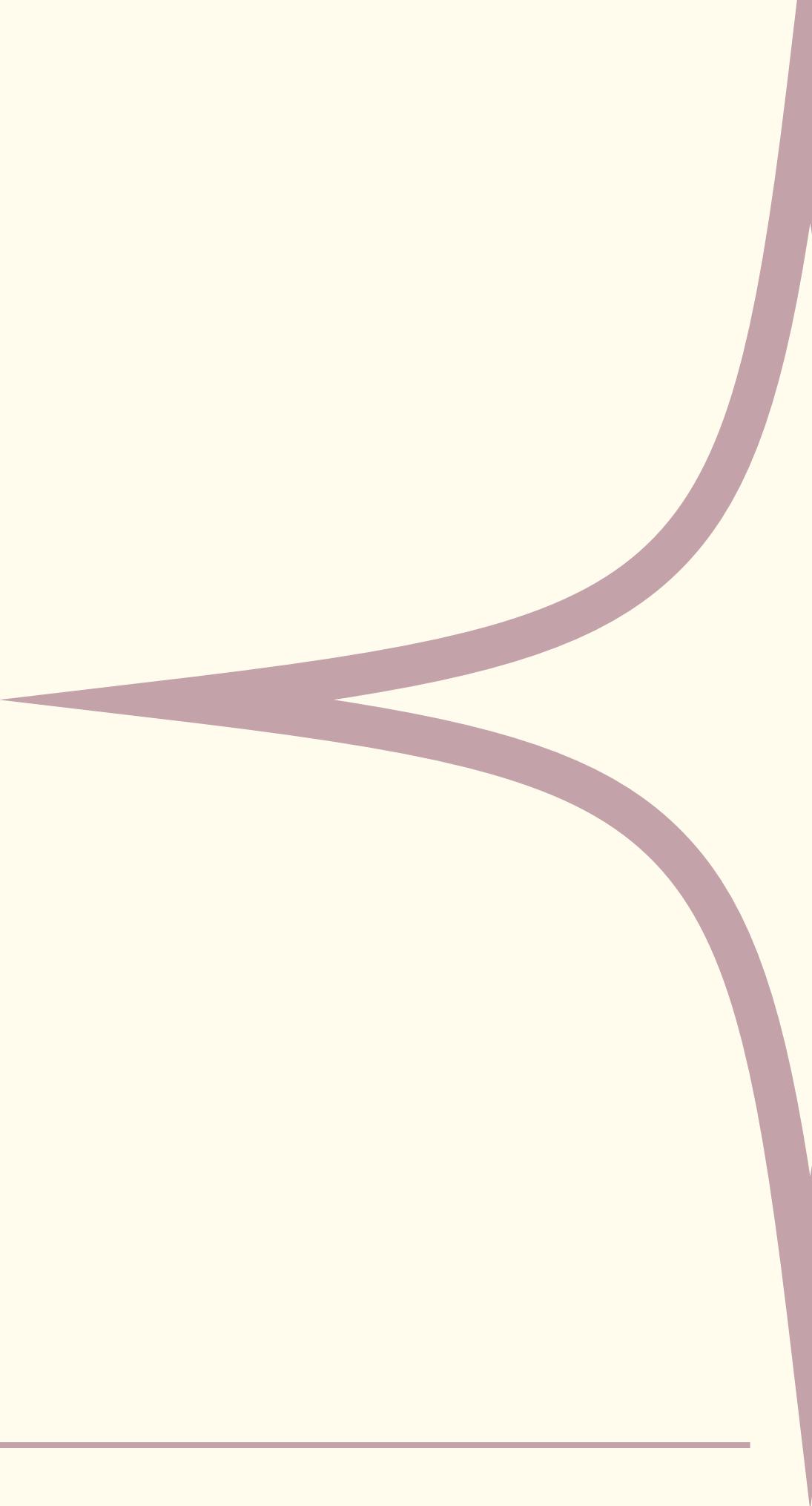


G l o w y o u r A u r a

AUR^A



Brand Guidelines



1.0 Brand overview

- 1.1 Essence
- 1.2 Foundation
- 1.3 Tone of Voice

2.0 Logo

- 2.1 Logo
- 2.2 Logo usage
- 2.3 Brand mark

3.0 Colors

- 3.1 Colors
- 3.2 Color palette
- 3.3 Brand Color
- 3.4 Color usage



4.0 Typography

- 4.1 Typography
- 4.2 Hierarchy

5.0 Application

- 5.1 Product&Packaging
- 5.2 Social Media

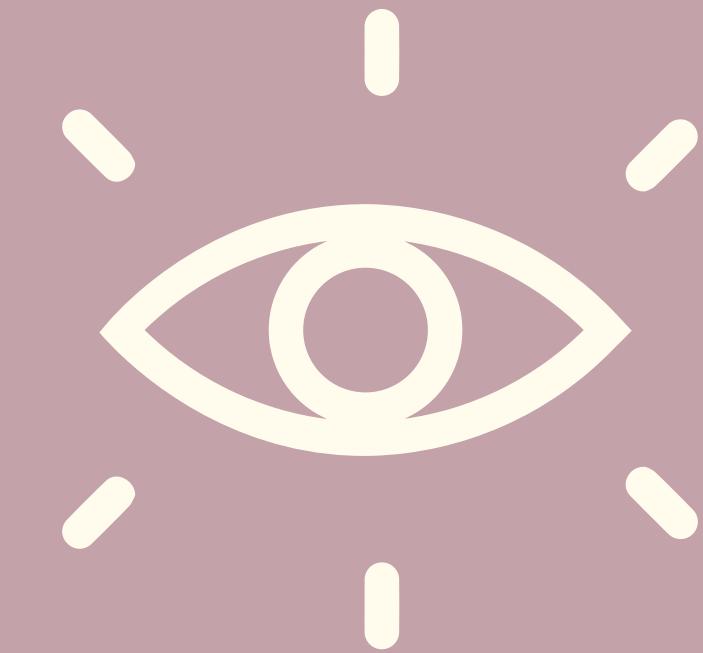
Brand Overview

This section provides an insightful glimpse into the heart and soul of Aura. It encapsulates our brand's essence, its reason for being, and what we aspire to become. It's the foundation upon which all other brand guidelines are built



Vision

To awaken the inner sparkle of every woman at every age by redefining beauty as a feeling of confidence, comfort, and freedom. Aura envisions a world where skincare is not just a routine, but a soulful ritual of self-love.



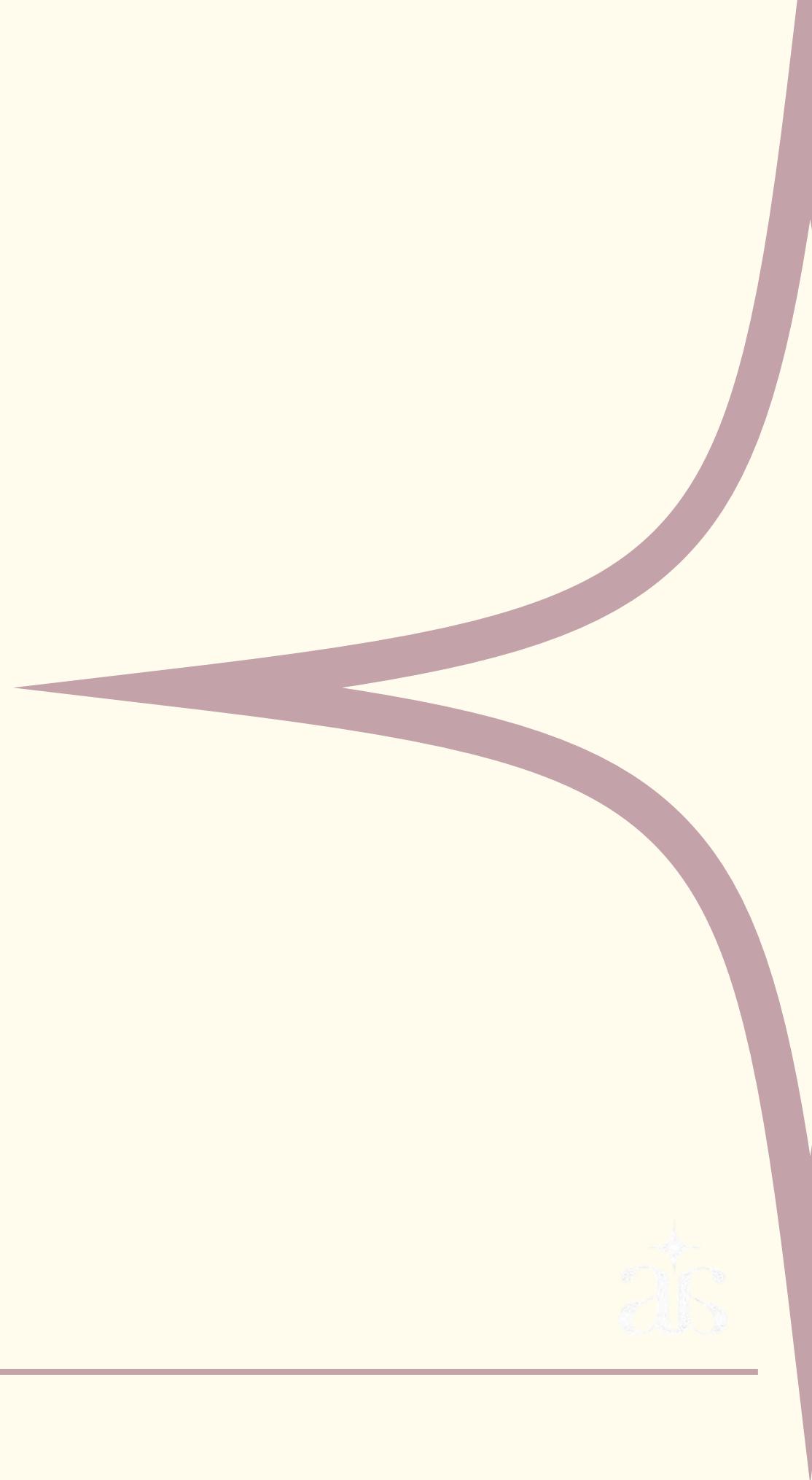
Mission

Aura is committed to crafting skincare that nourishes both skin and spirit. Through gentle, effective formulas, we celebrate every woman's natural beauty helping her feel radiant, empowered, and at ease in her own skin.



Logó Design

01



Brand Logo

The official full-fledged logo of Aura should be used in all instances related to this brand.

The Aura logotype is a minimalist, typographic representation symbolizing modern, clean beauty.

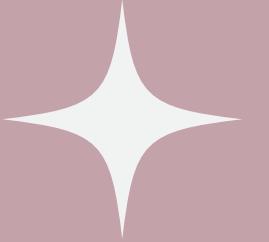
Its mirrored symmetry reflects inner and outer beauty, tying into themes of self-care and confidence.

The star above represents a radiant glow and the name "Aura."



Logo Meaning

aurs



Brand name

Aura meaning

as

=

as
aurs

Mirrored

Identity



Colors



The Color Section is the primary guide to the color palette that defines our brand, establishing the foundation for a strong and consistent brand identity. The carefully chosen colors here reflect the core characteristics and values of our brand. They not only provide an appealing visual aesthetic but also communicate the emotions and messages of our brand to our audience.

02



#cf7787

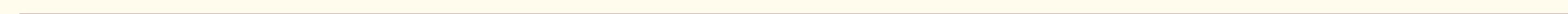
#f79f9d

#ceccde

#ffffff

Logó Typeface

03



TYPO- Baskerville Old Face GRAPHY

It's known for its classic, elegant, and timeless appearance. This serif font is characterized by high contrast between thick and thin strokes, delicate serifs, and refined curves, making it ideal for upscale branding and formal communications.

Font Usage:

Baskerville Old Face is suitable for a variety of uses, including:

Premium branding and logo design

Editorials and book covers

Invitations and formal documents

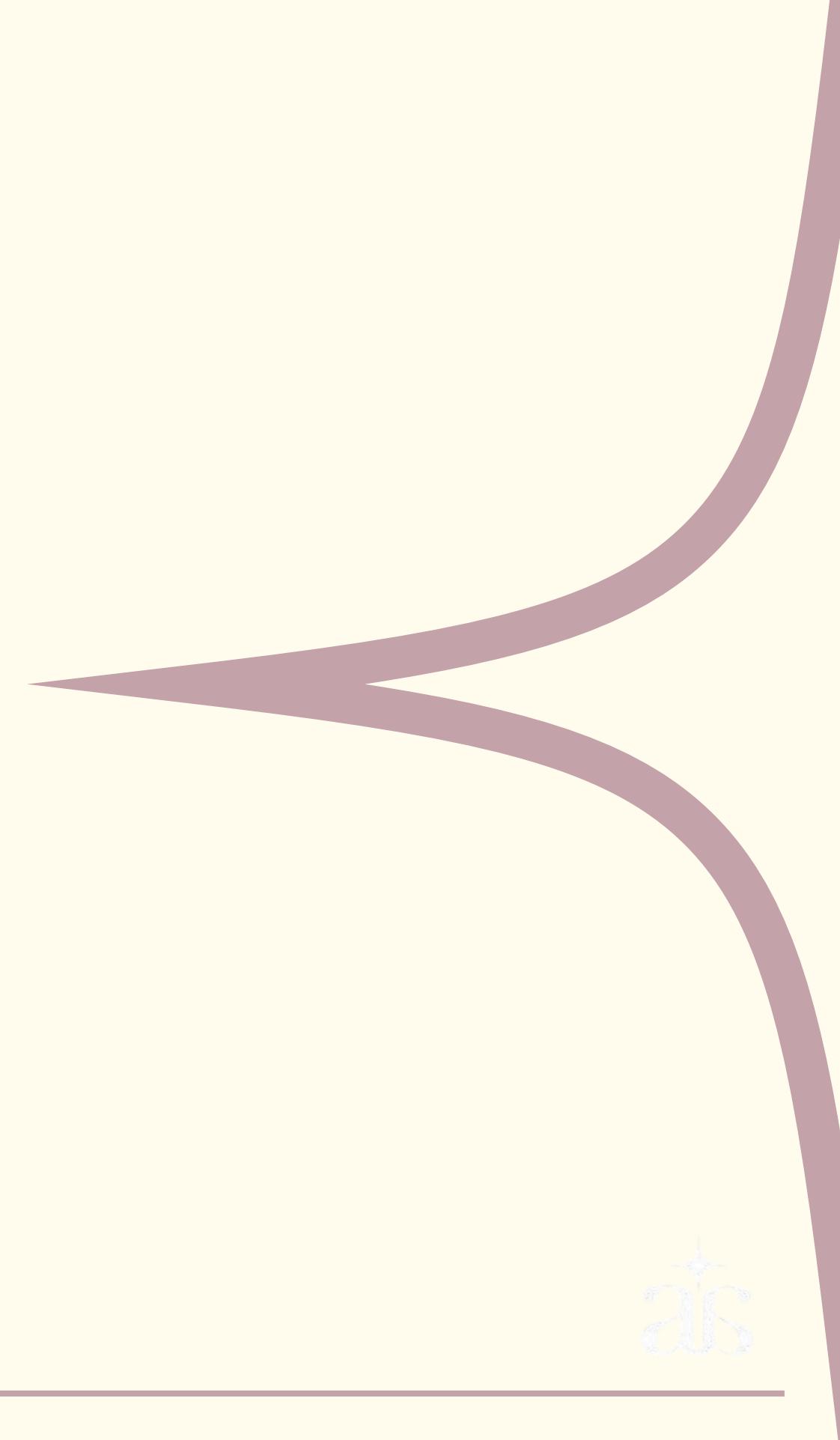
Luxury product packaging

Websites with a classic or literary tone

Aa Bb Cc

MOCKUPS

03





Application



Application





Branding

04



Vitamin C serum

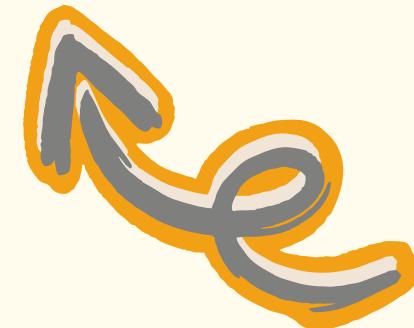
Brightening & Anti-aging



Product



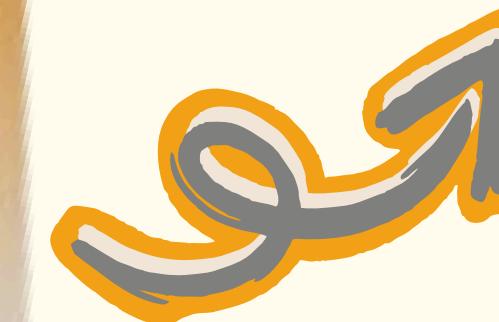
Aloe Vera



Vitamin C



Hyaluronic acid



Detox Face wash

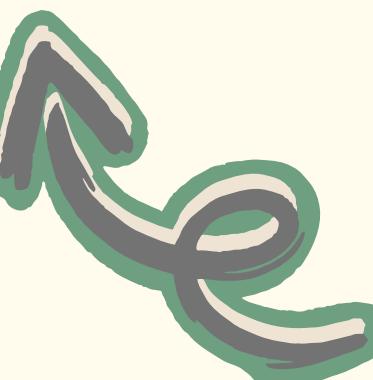
Purifying & Revitalizing



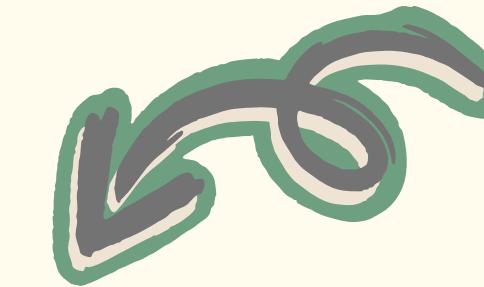
Product 2



Green Tea



Kaolin clay



Aloe Vera



Hydration moisturizer

Nourishing & Repairing



Product



Vitamin E

Shea Butter

Jojoba oil



Social Media

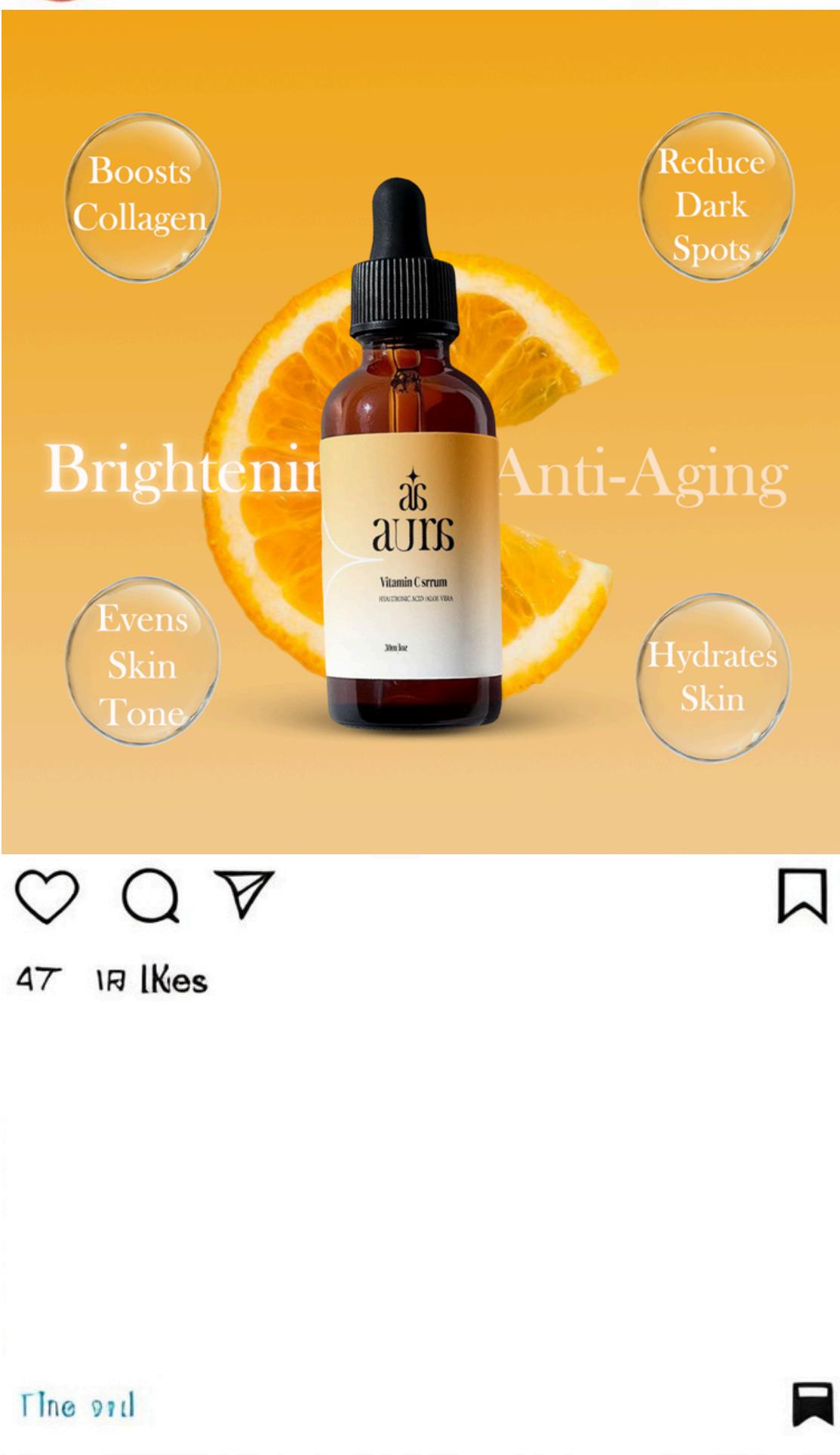
05





AURA.Cosmetics

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AURA.Cosmetics

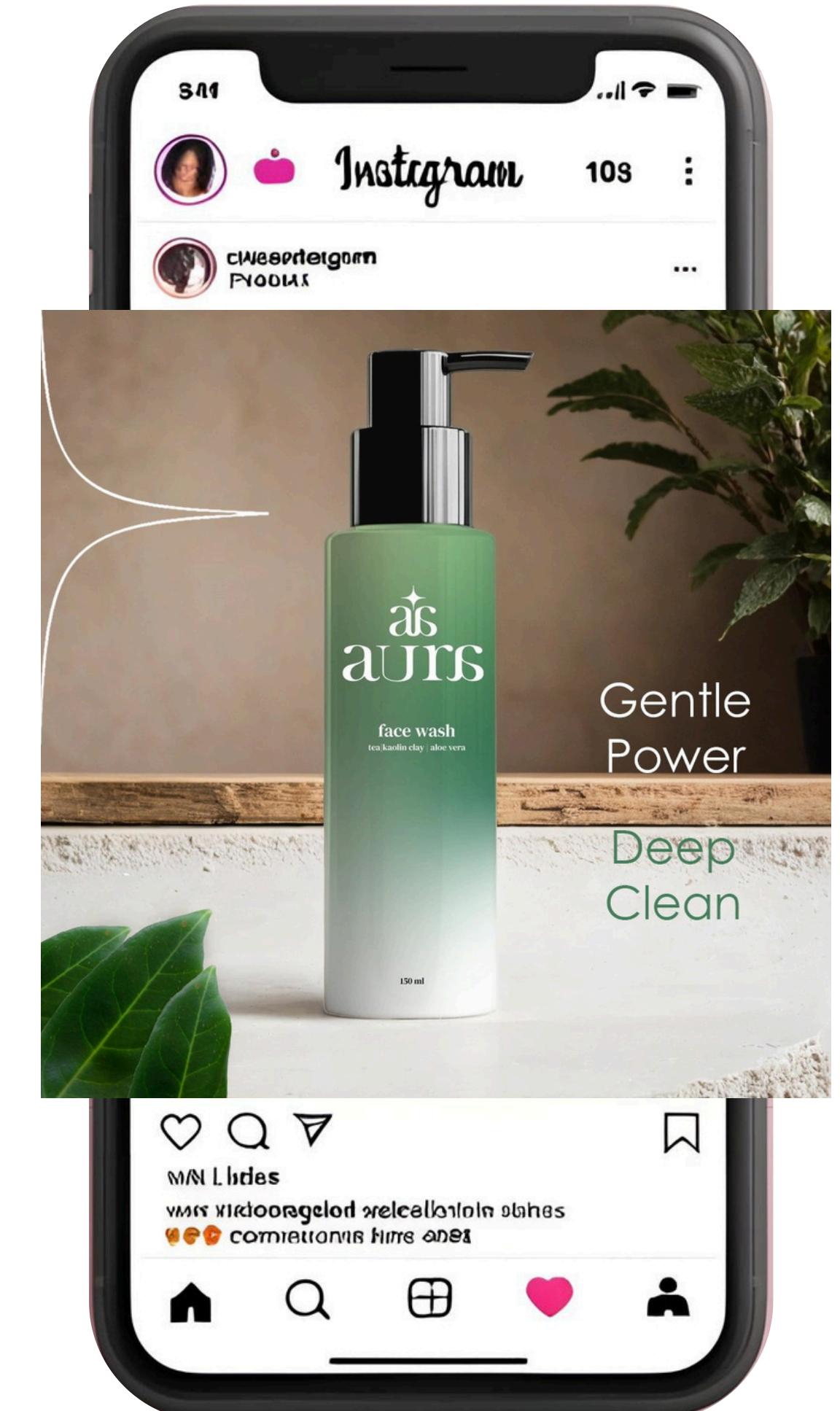
...





AURA.Cosmetics

...





AURA.Cosmetics

Purity In Every Pump

The The Ordinary

face wash
Refreshing cleanser
150 mL

Instagram 10s

Cheerfulgrrr Products

Purity In Every Pump

150 mL

face wash
Refreshing cleanser

ML likes
most liked post ever
1000+ comments this post

Home Search Grid Heart Profile



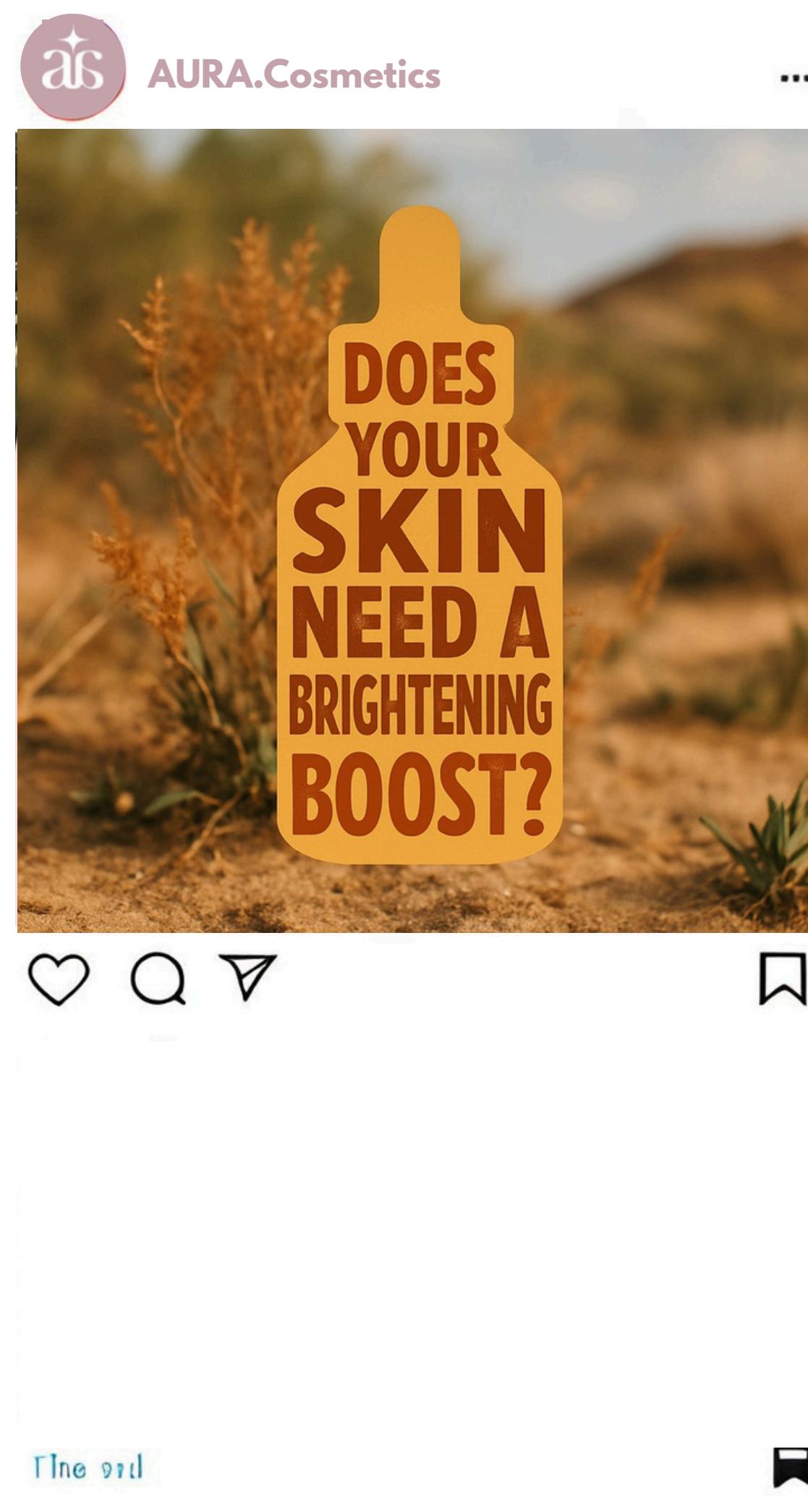
AURA.Cosmetics

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The oil





Thank You

