

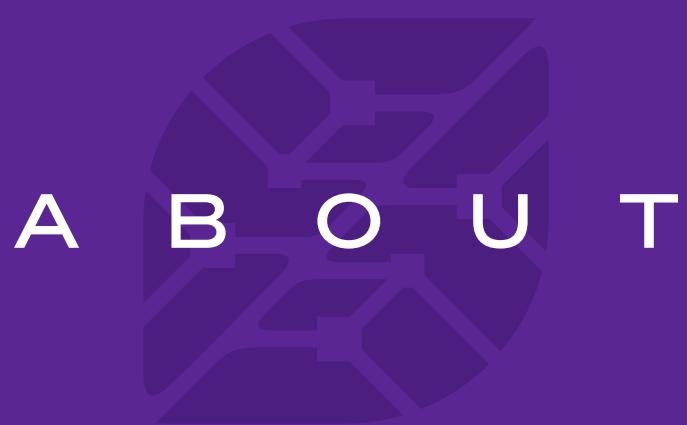
AUREATE REVOLUTION

B R A N D G U I D E L I N E S

Brand Guidelines

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A B O U T

Brand Guidelines

About



MANIFESTO OF THE AUREATE REVOLUTION

VISION

Elevate gold from a mere metal to a symbol of prosperity, community, and sustainability.

MISSION

Transform old gold into sustainable investments, building an ecosystem where every individual can grow and thrive.

BELIEF

With continuous education and collaboration, we can create a bright future, driven by the values of innovation and sustainability.

PROMISE

Operate with transparency, integrity, and responsibility, planting the seeds for a golden future for all.

ASPIRATION

To be the global beacon in the valorization of gold, inspiring generations to come.



Brand Guidelines

About



PROGRAM OF THE AUREATE REVOLUTION

CONTINUOUS EDUCATION

Courses, seminars, and workshops to equip each member with the skills and knowledge needed to prosper.

SUSTAINABLE ECOSYSTEM

Focus on the recovery and transformation of gold in an eco-friendly way, promoting a culture of environmental responsibility.

COLLABORATION AND NETWORKING

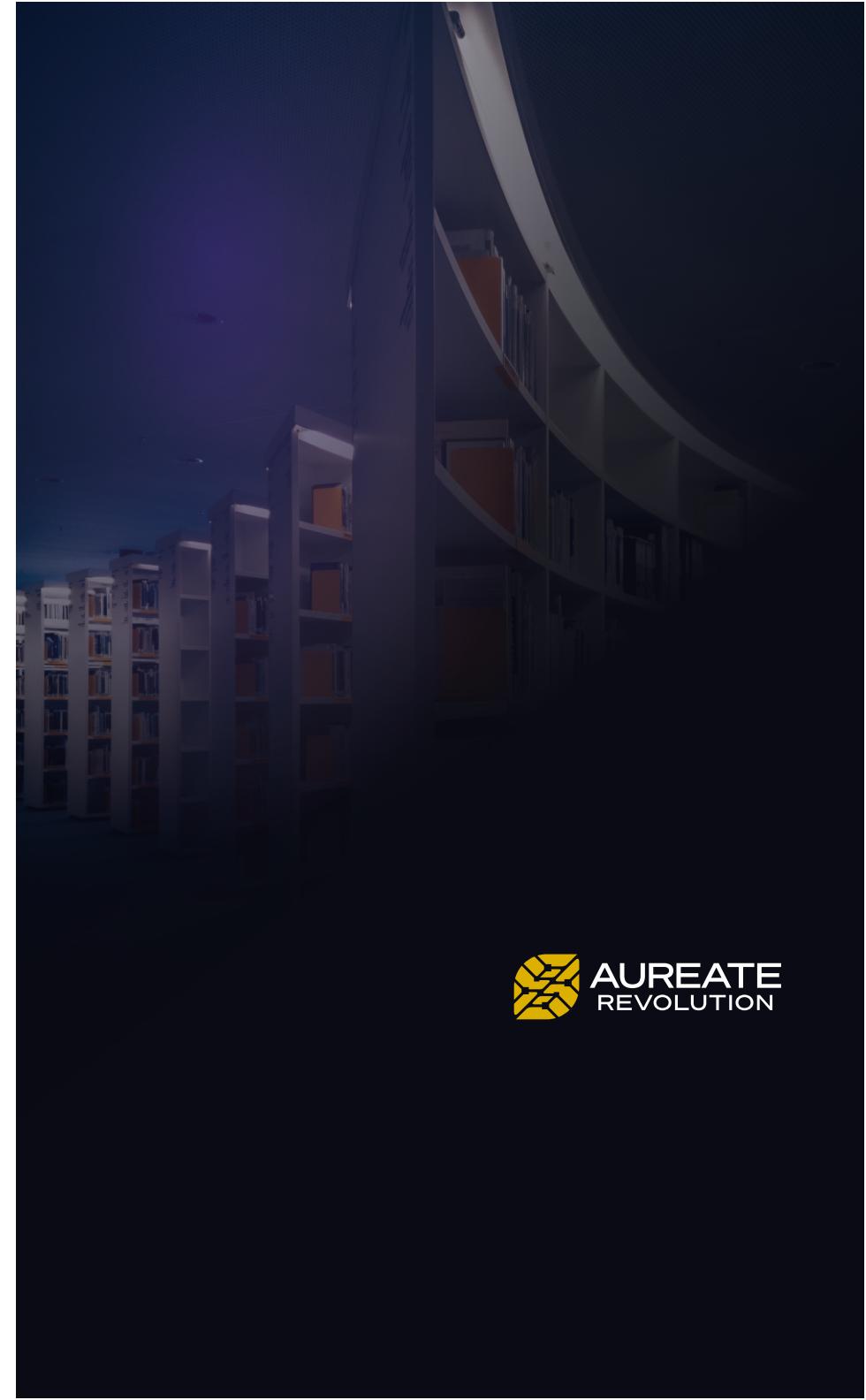
Creating events and platforms to facilitate collaboration, exchange of ideas, and network growth.

PROACTIVE RISK MANAGEMENT

Continuously monitor market dynamics and establish protocols to protect the interests of the community.

INNOVATION

Invest in emerging technologies and research to ensure the **Golden Revolution** remains at the forefront of the industry.



Brand Guidelines

About



IDEAL FIELD AND SEEDS

FIELD

A fertile ground of opportunity, where every individual is valued, every idea is welcome, and sustainability and innovation are at the heart of everything. This field is irrigated by a culture of learning, growth, and collaboration.

SEEDS

Education and Training

Plant seeds of knowledge that sprout into skills and abilities.

Sustainability

Seeds that grow into eco-friendly and responsible practices.

Collaboration

Plant seeds of partnerships and alliances, which bloom into robust and supportive networks.

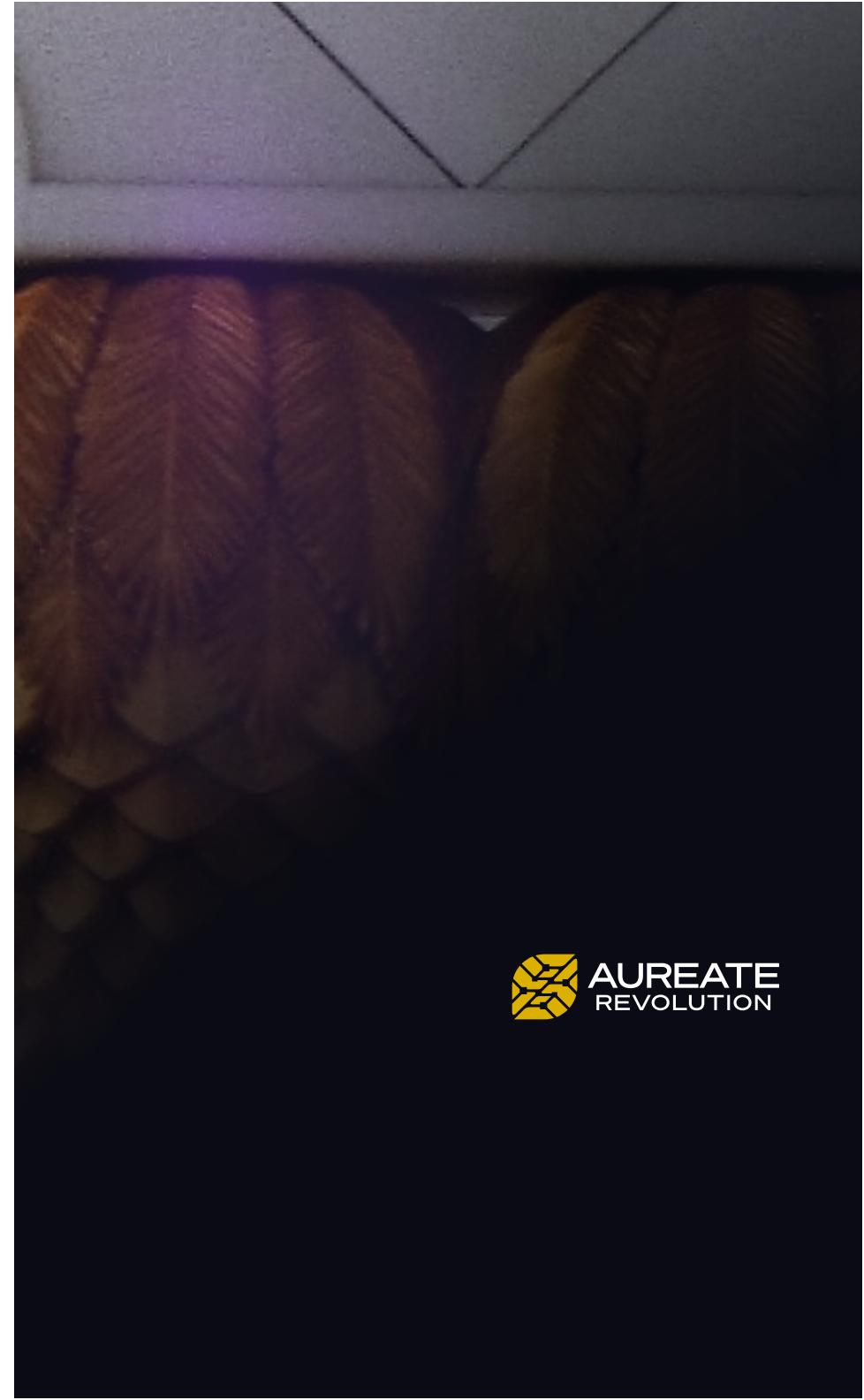
Innovation

Seeds of new ideas and technologies that lead to revolutionary solutions.

Integrity

Plant seeds of transparency and honesty, growing into a trusted and respected community.

By nurturing these seeds with care and dedication, the field of the **AureateRevolution** will blossom, giving life to a strong and prosperous community.



Brand Guidelines

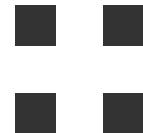
About

THE LOGO

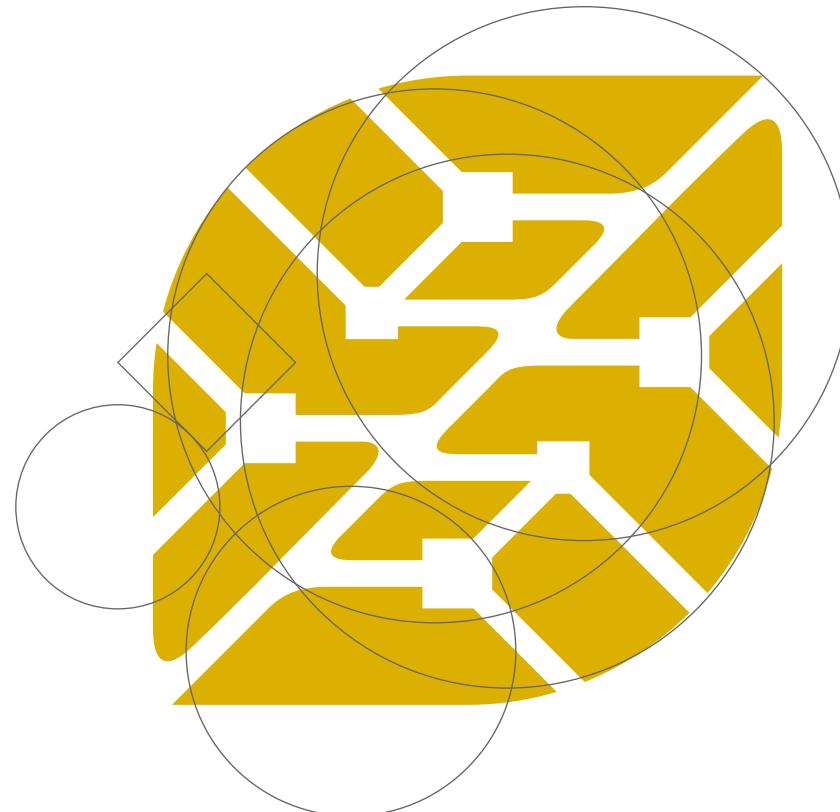
REGENERATION



COMMUNITY

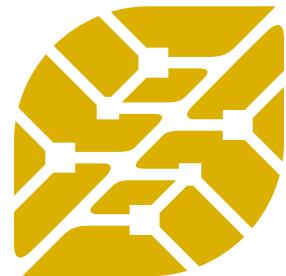


EVOLUTION



Brand Guidelines

Master Logo



**AUREATE
REVOLUTION**

Brand Guidelines

Logo Variation



Primary



Secondary



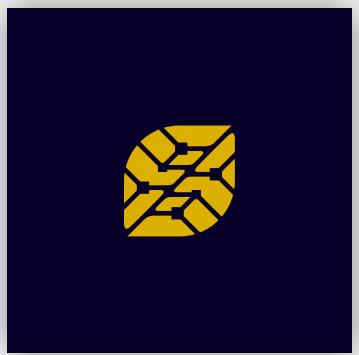
Brandmark



Primary Negative



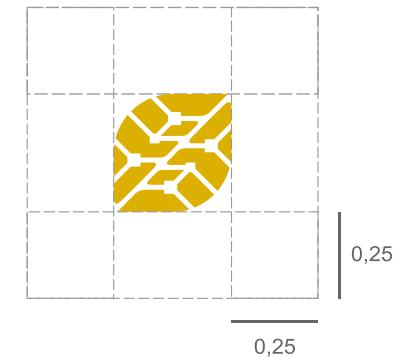
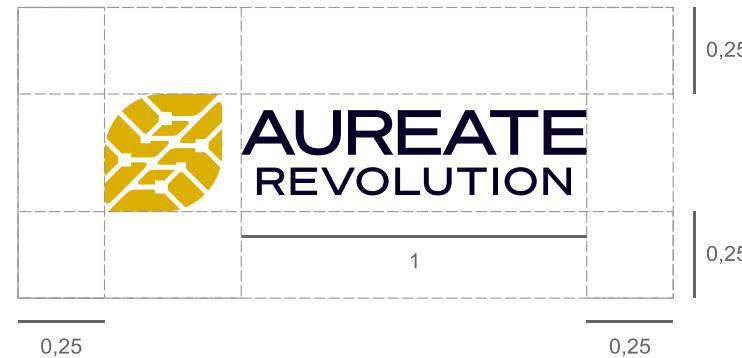
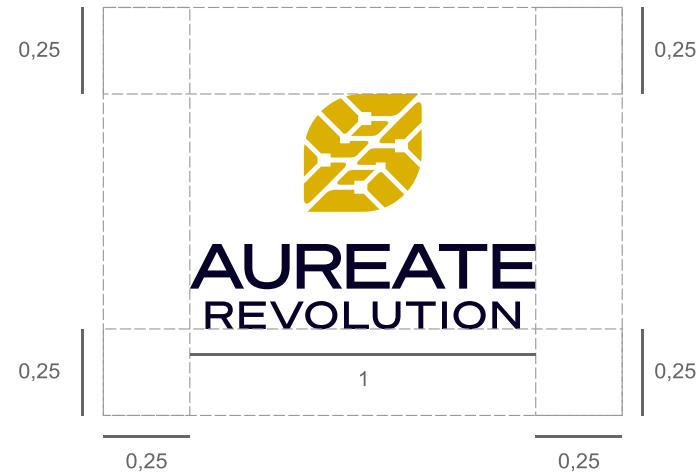
Secondary Negative



Brandmark Negative

Brand Guidelines

Logo Usage



Exclusion Zone

Always allow a minimum space around the logo



Minimum width

The logo minimum width is 90px



Maximum width

There is no maximum size defined for this logo.

T Y P O G R A P H Y

Söhne Breit Kräftig

Is our primary brand typeface

Brand Guidelines

Typography

Söhne Breit Kräftig

HEADLINE



Söhne Breit Kraftig, Regular Medium, Tracking 100

Paragraph font

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Regular Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Regular Normal

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Regular Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

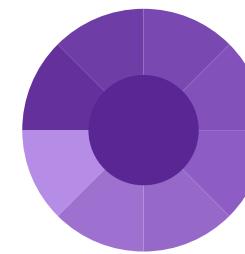
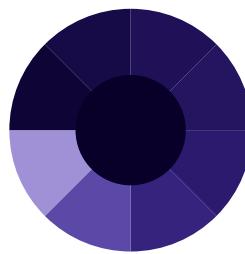
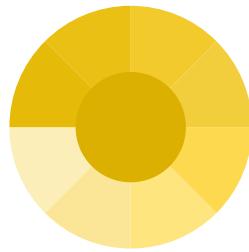
C O L O R
P A L E T T E



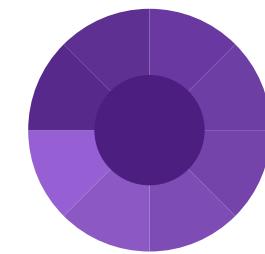
Brand Guidelines

Color Palette

Primary



Secondary



HEX
#DCB000

HEX
#080028

HEX
#592694

HEX
#4C1E80

RGB - web safe
DC B0 00

RGB - web safe
08 00 28

RGB - web safe
59 26 94

RGB - web safe
4C E1 80

CMYK
16 29 100 0

CMYK
80 75 60 83

CMYK
84 100 4 3

CMYK
88 100 12 17

Pantone
Pantone 110 C

Pantone
Pantone 5255 C

Pantone
Pantone 267 C

Pantone
Pantone 7680 C

Brand Guidelines

Branding Example



Brand Guidelines

Branding Example



Brand Guidelines

Branding Example



Brand Guidelines

Contact your designer



Design by Kangozz



Kangozz

Contact me

www.99designs.com/profiles/kangozz
kangozz.project@gmail.com

Experience skill set

Logo Design, Brand Identity,
Product Label

Portfolio

www.99designs.com/profiles/kangozz

Brand Guidelines

Glossary

RGB

(Red, Green, Blue) color mode is for anything that is computer-based design. This includes websites, apps, banner ad and any other design created for electronic use.

Raster

Raster images are made up of a set grid of dots called pixels, where each pixel is assigned a color value. Unlike a vector image, raster images are resolution dependent. When you change the size of a raster image, you shrink or stretch the pixels themselves, which can result in a significant loss of clarity and produce very blurry images.

JPEG/JPG

JPEG is a lossy raster format that stands for Joint Photographic Experts Group, the technical team that developed it. This is one of the most widely used formats online, typically for photos, email graphics and large web images like banner ads. JPEG images have a sliding scale of compression that decreases file size tremendously, but increases artifacts or pixelation the more the image is compressed.

AI

AI is a proprietary vector image format that stands for Adobe Illustrator. The format is based on both the EPS and PDF standards developed by Adobe. Like those formats, AI files are primarily a vector-based format, though they can also include embedded or linked raster images. AI files can be exported to both PDF and EPS files (for easy reviewing and printing), and also JPEG, PNG, GIF, TIFF and PSD (for web use and further editing).

CMYK

(Cyan, Magenta, Yellow, Black) color mode is used for print design. This includes logos, business cards, stationary, illustration, packaging and any other designs used for print.

Lossless

Lossless image formats capture all of the data of your original file. Nothing from the original file, photo, or piece of art is lost—hence the term “lossless.” The file may still be compressed, but all lossless formats will be able to reconstruct your image to its original state.

EPS

EPS is an image format that stands for Encapsulated PostScript. Although it is used primarily as a vector format, an EPS file can include both vector and raster image data. Typically, an EPS file includes a single design element that can be used in a larger design.

PDF

PDF stands for Portable Document Format and is an image format used to display documents and graphics correctly, no matter the device, application, operating system or web browser. At its core, PDF files have a powerful vector graphics foundation, but can also display everything from raster graphics to form fields to spreadsheets. Because it is a near universal standard, PDF files are often the file format requested by printers to send a final design into production. Both Adobe Photoshop and Illustrator can export straight to PDF, making it easy to start your design and get it ready for printing.

Vector

Vector images are made up of points, lines, and curves that can be infinitely scaled without any loss in image quality.

Lossy

Lossy image formats approximate what your original image looks like. For example, a lossy image might reduce the amount of colors in your image or analyze the image for any unnecessary data. These clever technical tricks will typically reduce the file size, though they may reduce the quality of your image.

PNG

PNG is a lossless raster format that stands for Portable Network Graphics. Think of PNGs as the next-generation GIF. This format has built-in transparency, but can also display higher color depths, which translates into millions of colors. PNGs are a web standard and are quickly becoming one of the most common image formats used online.

TIFF

TIFF is a lossless raster format that stands for Tagged Image File Format. Because of its extremely high quality, the format is primarily used in photography and desktop publishing. You'll likely encounter TIFF files when you scan a document or take a photo with a professional digital camera. Do note that TIFF files can also be used as a “container” for JPEG images. T

