



Brand Identity Guidelines

Designed by **Rebrand Agency**

Primary Logo



Why Aurea? Inspired by the Latin word for "golden,"
Aurea embodies the essence of luxury, radiance, and excellence.
Aurea is more than a perfume; it is an experience, a statement of sophistication and allure.
With this new identity, we continue our journey of excellence, offering scents
that leave a lasting impression.

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Logo Safezone



The minimum size allowable for logo use is 150 px
for digital use online or in presentations.



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One-Color Use



The two-color logo should be used on solid backgrounds that provide sufficient contrast, ensuring visibility and legibility.

Logo Misuse



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Mockups Logo



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