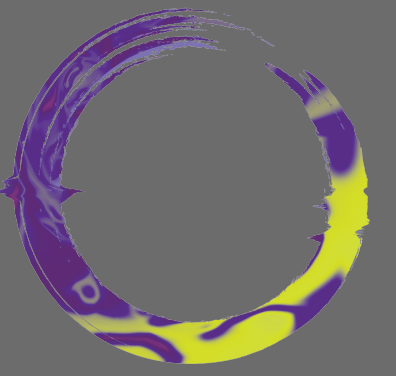# AURA

Aura Studios | Brand Guidelines
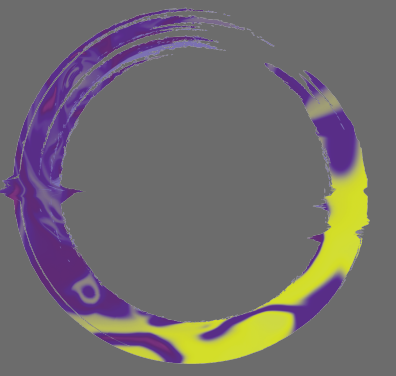
Brandmarks

AURA

AURA

AURA

AURA

1.
The light version of the logo is to be used on darker backgrounds. The plain white version is to be used when the logo is on top of a dark coloured or gradient background.
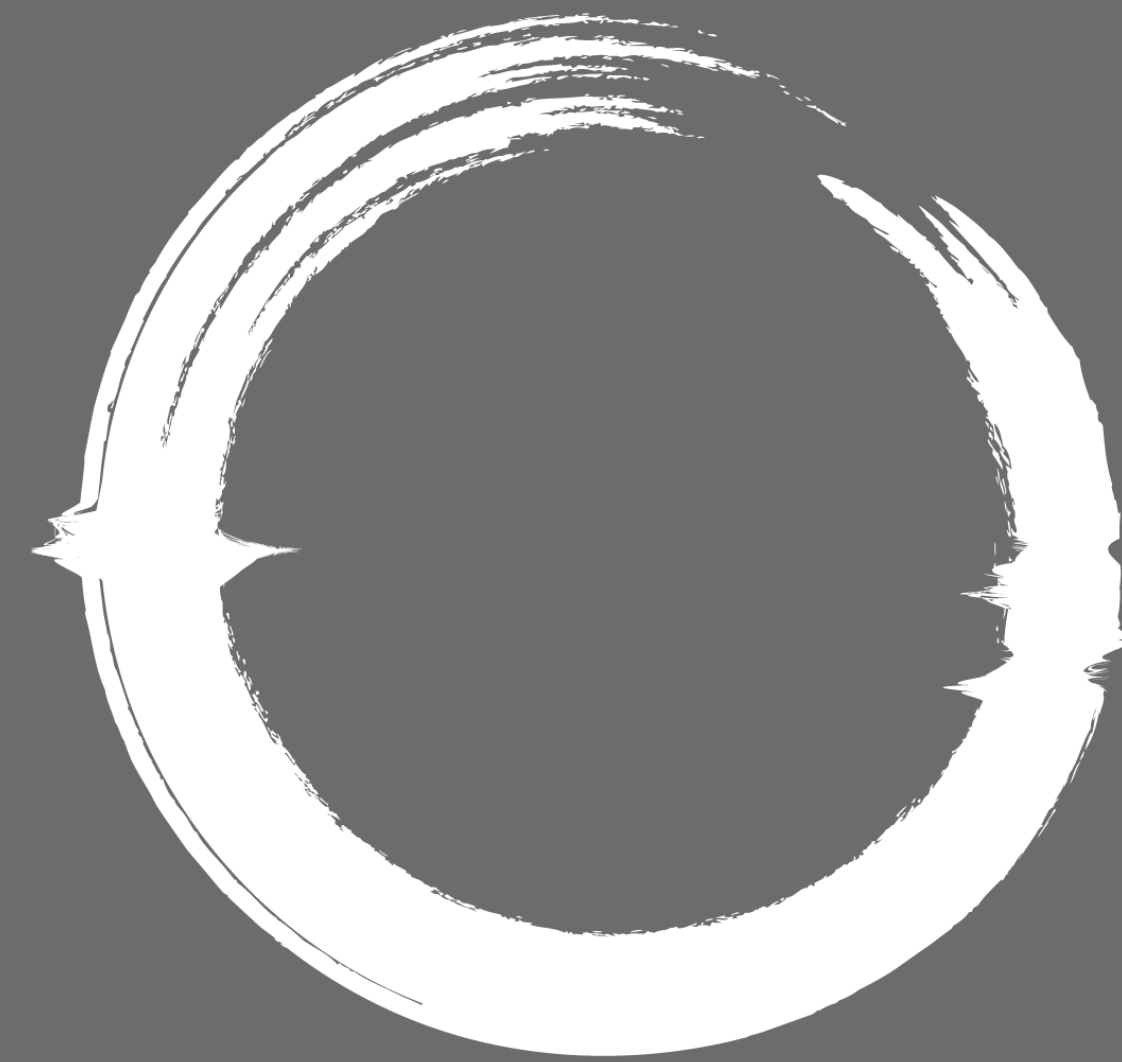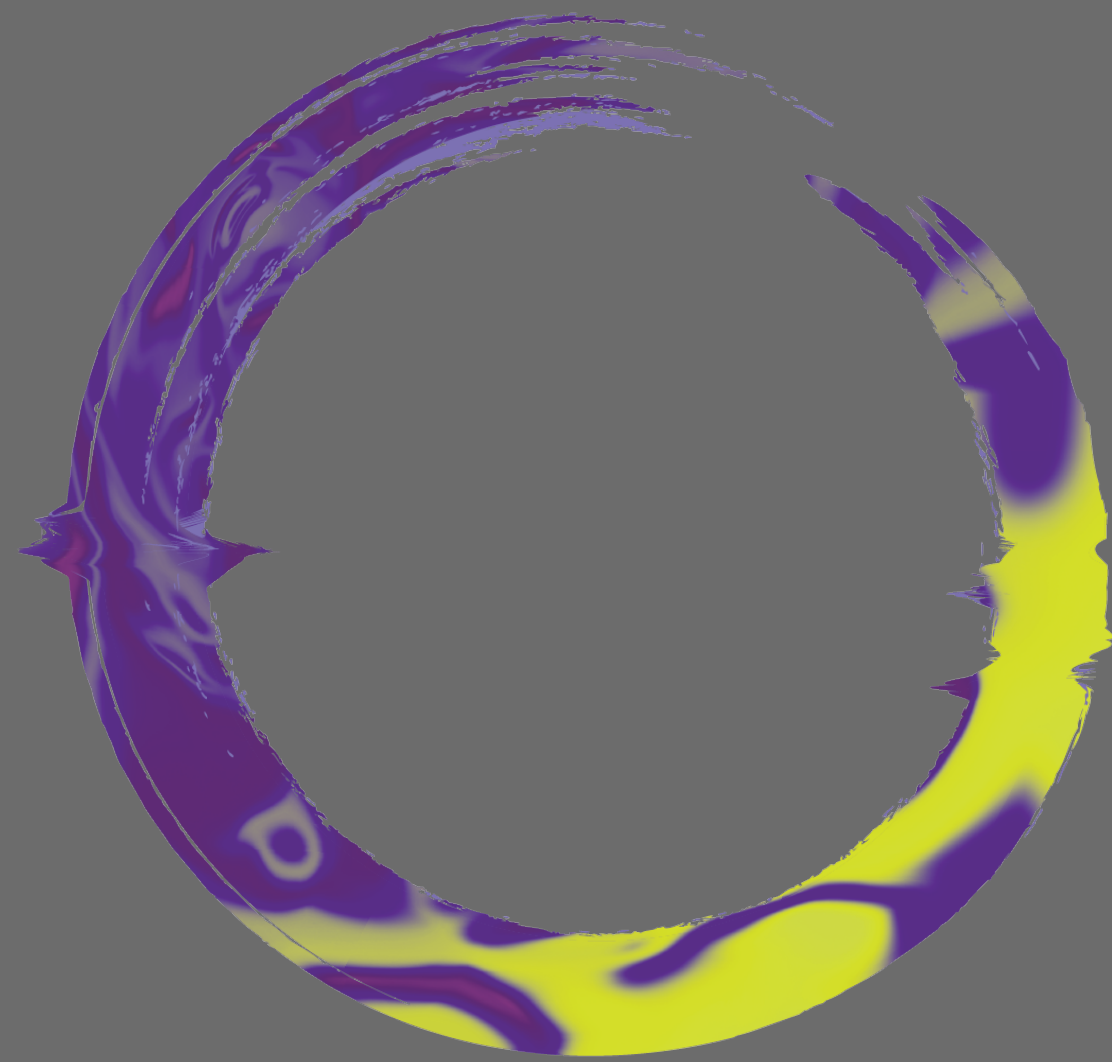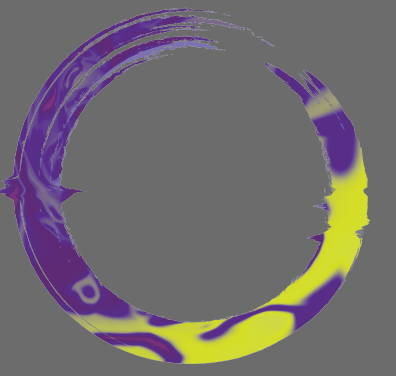
2.
The darker version of the logo is to be used on lighter backgrounds. The plain black version is to be used when the logo is on top of a light coloured or gradient background.
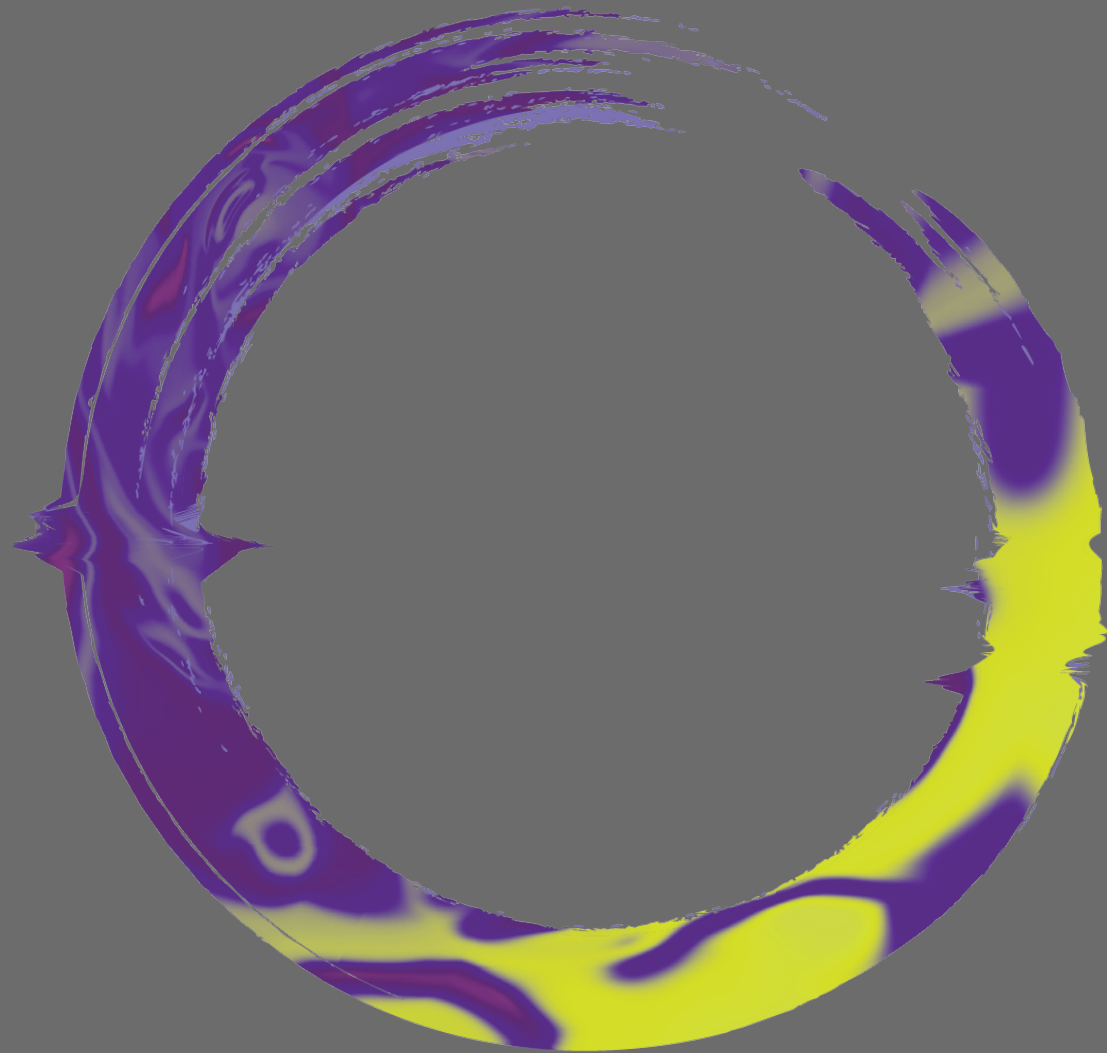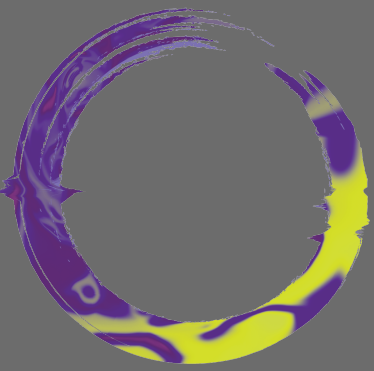
Spacing

AURAU

1.
The Logo should have clean space around it at all times to allow the brand to stand out and not be crowded. Titles and text can go directly below but please leave a small gap of space as shown with the leg of the 'U'

Icons

1.
The Icon is to be used for brand identification where the name 'AURA STUDIOS' is already nearby or the context heavily implies it. The Icon is used for stylistic embellishment and minimalism.
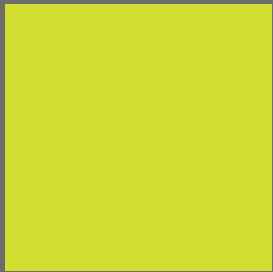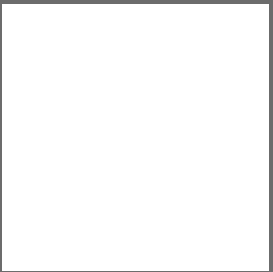
Colour

Aura Purple
#572D73
Main colour, to be used the most.

Aura Dark
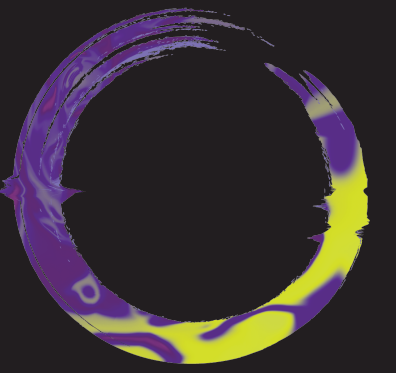#221F20
Note: It's not black

Aura Acid
#D5DE57
Secondary Colour, Use sparingly

Aura Light
#FFFFFF
Note: It's just white.

1.
Our brand colours are taken directly from our logo icon.

Type

ITC AVANT GARDE GOTHIC STD
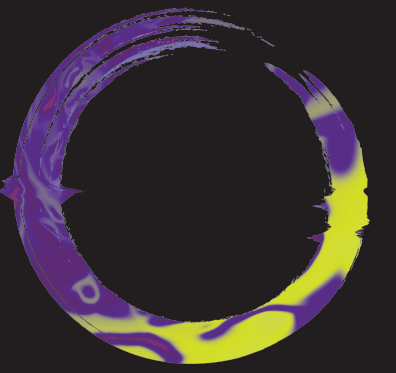
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@£$%^&*()

1.
Our Font is Avant Garde Gothic STD. This is the font we use in our logo and the only font we use at Aura for branding purposes. For titles we use all upper case in a larger font. For body we use the full extent of the font.

Plz No

AURA ❌

Squash/stretch the logo

AURA ❌

Recolour the logo

AURA ❌

Place the logo in a container

AURA ❌

Place the logo over a messy background.

AURA ❌

Place anything in the logo clean space

AURA ❌

Overuse the Icon

AURA ❌

Resize any element

AURA ❌

Use any kind of effect or style

1.
Please don't do any of these things to our logo.