01 PRIMARY LOGO

AUREL

02 LOGO VARIATIONS

AUREL

REVERSED

AU

COMPACT

AUREL

MONOCHROME

03 TAGLINE & VOICE

A detail to make your own.

Measured, descriptive and personal. Avoid unsupported claims about precious metals, gemstones, craft or provenance.

04 COLOR PALETTE

#473258

PRIMARY
RGB 71 50 88

#F4EFF8

BASE
RGB 244 239 248

#B8A0C9

ACCENT
RGB 184 160 201

#FFFFFF

LIGHT
RGB 255 255 255

05 TYPOGRAPHY

Aa

Bodoni Moda
Logo & headings

Aa

Inter
Body copy & interface

06 PATTERN

A detail to make your own.

07 IN USE

AUREL

A detail to make your own.

Jewelry & accessories

AU

Business card / front

AUREL

A detail to make your own.

AU

Social post

AUREL

A detail to make your own.

AU

Website hero