AUREL

A detail to make your own.

Visual identity guidelines

SAMPLE

01

Contents

FOUNDATIONS, DESIGN RULES & APPLICATIONS

01	Visual identity guidelines
02	Contents
03	About the brand
04	Identity at a glance
05	Brand foundation
06	Voice & expression
07	Professional personality
08	Primary signature
09	Signature variations
10	Clear space & scale
11	Using the signature
12	Color system
13	Color usage
14	Color & accessibility
15	Typography
16	Typographic hierarchy
17	Layout & rhythm
18	Graphic language
19	Design elements
20	Image direction
21	Brand stationery
22	Print media
23	Packaging concept
24	Merchandising
25	Outdoor applications
26	Mobile app
27	Social expressions
28	Website & presentation
29	Your asset library
30	Version & use notes

02

About the brand

AUREL

Jewelry & accessories

PROPOSED BRAND NARRATIVE

AUREL is a fictional jewelry identity. The study uses a serif wordmark, quiet spacing and a plum palette to connect small printed pieces with digital artwork.

This narrative follows the project brief. Use verified brand-supplied information for founding dates, certifications, company history and product claims.

03

Identity at a glance

AUREL

A detail to make your own.

AU

One identity. Every expression.

The signature, palette, typography and applications share one system. Edit your identity and export again to keep every asset aligned.

Aa

Bodoni Moda

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

A detail to make your own.

#473258	PRIMARY
#F4EFF8	BASE
#B8A0C9	ACCENT
#FFFFFF	LIGHT

04

Brand foundation

POSITIONING

A composed editorial direction for a fictional jewelry and accessories collection.

AUDIENCE

People browsing a considered accessories collection and comparing its visual character.

FROM POSITIONING TO DESIGN

Let the audience determine the information hierarchy. Use the positioning to choose copy, imagery and relevant applications. Keep the signature, typography and palette consistent; let real product information lead the design.

05

Voice & expression

A detail to make your own.

OUR VOICE

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

WRITING PRINCIPLES

Use concrete language about the real business.
Give each sentence one clear thought.
Support product, certification and numerical claims with evidence.

06

Professional personality

CHARACTER & TONE

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

Turn the voice into repeatable behavior, beyond a list of adjectives.

01 **SPEAK CLEARLY**

Explain the product in words your audience uses. Answer their question before introducing the brand.

02 **SHOW UP CONSISTENTLY**

Use the type, palette and spacing in this guide. Start each handoff from the same source files.

03 **MAKE IT CREDIBLE**

Be specific about specifications and scope. Promise only what the business can deliver.

07

Primary signature



The primary signature is typeset in Bodoni Moda and exported as vector outlines, independent of installed fonts.

logos/primary.svg

08

Signature variations

AUREL

PRIMARY

AUREL

REVERSED

AUREL

MONOCHROME

AU

COMPACT

09

Clear space & scale



Give the mark room

X is half the visible mark height. Keep at least 1X clear on every side, free from text or graphics.

AUREL AU

Suggested starting sizes: 120 px full signature; 32 px compact mark. Test complex marks, long names and small print separately.

10

Using the signature



01

KEEP PROPORTIONS

Scale the source uniformly; never stretch one axis.



02

KEEP CONTRAST

Use a dark mark on light surfaces and the reversed version on dark ones.



03

KEEP IT INTACT

Do not rotate it, add outlines or apply arbitrary effects.

11

Color system

01 / PRIMARY

#473258

RGB 71 / 50 / 88

Recognition & emphasis

02 / BASE

#F4EFF8

RGB 244 / 239 / 248

Primary reading surface

03 / ACCENT

#B8A0C9

RGB 184 / 160 / 201

Accent & support

04 / LIGHT

#FFFFFF

RGB 255 / 255 / 255

Space & background

Digital color space: sRGB. Confirm print colors against stock, ink and physical proofs.

12

Color usage

AN ADAPTABLE STARTING POINT



LET THE BASE CARRY CONTENT

Give body copy a calm reading surface with a clear, continuous background.

BUILD RECOGNITION

Use the primary color for signatures, key headings and important actions across channels.

USE ACCENTS WITH RESTRAINT

Use accent color in small areas. Ratios guide composition; verify text contrast separately.

13

Color & accessibility

Aa / Text

9.95:1 AA PASS

#473258 on #F4EFF8

Aa / Text

11.26:1 AA PASS

#473258 on #FFFFFF

Aa / Text

2.08:1 NOT FOR TEXT

#B8A0C9 on #F4EFF8

Aa / Text

11.26:1 AA PASS

#FFFFFF on #473258

Aa / Text

2.08:1 NOT FOR TEXT

#F4EFF8 on #B8A0C9

Aa / Text

4.78:1 AA PASS

#B8A0C9 on #473258

14

Typography

Aa

Bodoni Moda

Display face / signatures, titles and key expressions

Inter

Clarity in every line.

Noto Sans SC

Body copy uses Inter; Chinese uses Noto Sans SC. Bundled fonts include SIL OFL licenses.

DISPLAY 56 / 1.1

HEADING 32 / 1.25

BODY 16 / 1.6

15

Typographic hierarchy

SPECIMEN / ONE MESSAGE, CLEAR HIERARCHY

JEWELRY & ACCESSORIES

A detail to make your own.

A composed editorial direction for a fictional jewelry and accessories collection.

AUREL

01 / EYEBROW

12-14 px / Inter

02 / DISPLAY

40-56 px / Bodoni Moda

03 / BODY

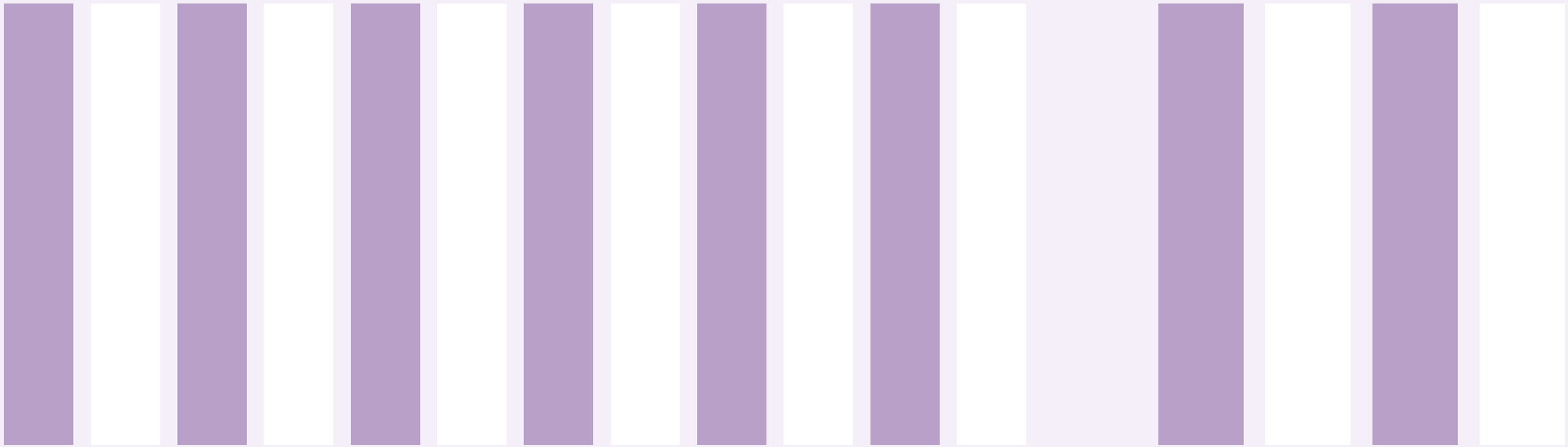
16-20 px / Inter

04 / CAPTION

12-14 px / Inter

16

Layout & rhythm



12 COLUMNS / DESKTOP

4 COLUMNS / MOBILE

Use an 8 px spacing rhythm: 8 / 16 / 24 / 32 / 48 / 64. Establish order through alignment and distinguish hierarchy through space.

17

Graphic language



Repeat, with room.

The graphic motif connects applications. Keep it within the palette, control its density and protect the signature’s clear space.

18

Design elements

MOTIF / NONE

Build from one visual vocabulary.

AUREL 01

LABELS & DIVIDERS

KEEP INFORMATION ALIGNED

Repeat the motif, fine dividers and clear labels. Keep line weight and alignment consistent. Avoid unrelated decoration and keep graphics clear of copy and signatures.

19

Image direction

IMAGE SPACE / ADD YOUR PRODUCT PHOTO

Photograph the real piece at useful scales. Preserve the actual stone color, metal finish and proportions.

Verify product shape, labels and materials against the source. Review AI images against originals; missing images are never counted as delivered assets.

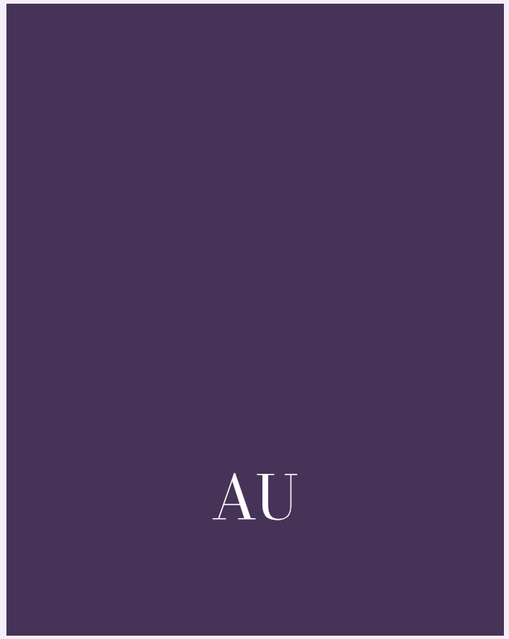
20

Brand stationery

AUREL

A detail to
make your own.

Jewelry & accessories



EDITABLE SVG / 1050 × 600

AUREL

AUREL

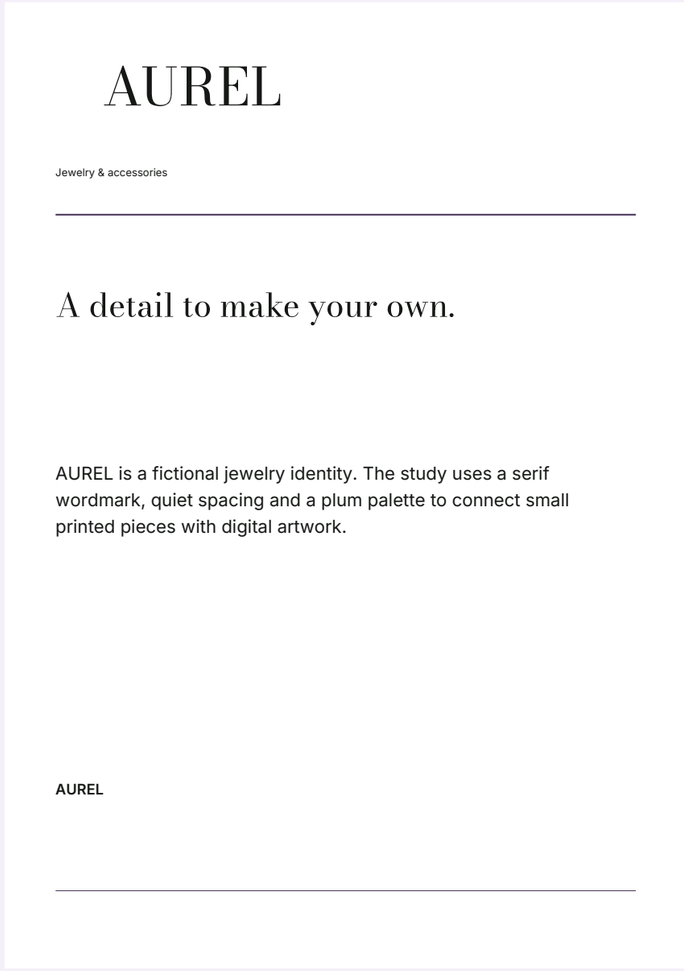
Jewelry & accessories

A detail to make your own.

Every introduction
is part of the brand.

21

Print media





LETTERHEAD & ENVELOPE

Carry the signature, contact details and shared alignment into print. SVGs are sRGB concept sources; confirm physical size, bleed, paper and CMYK conversion with the printer, then proof.

22

Packaging concept



Carry the identity onto the package.

An editable label concept establishes signature, headline and information hierarchy.

Before production, supply real specifications, ingredients, barcodes and regulatory text, then confirm dielines and materials with your supplier.

23

Merchandising



TOTE / PRINT AREA



MUG / FLAT WRAP ARTWORK

Artwork demonstrates the identity on merchandise. Confirm supplier templates, printable areas, seam placement and process limits before production.

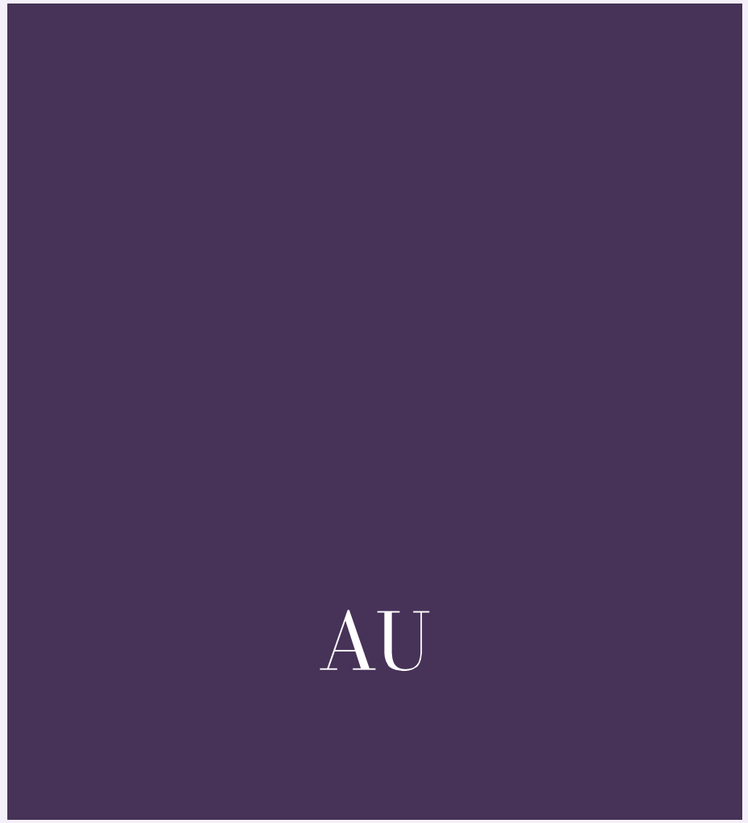
24

Outdoor applications

AUREL

A detail to make your own.

Jewelry & accessories



KEEP THE DISTANCE MESSAGE SIMPLE

Use one headline, one signature and one destination. Test type at the actual viewing distance; prepare size, bleed and installation files to the media supplier’s specifications.

25

Mobile app

AUREL

DISCOVER

A detail to make your own.

Jewelry & accessories

Explore the brand

Bring the identity into everyday interfaces.

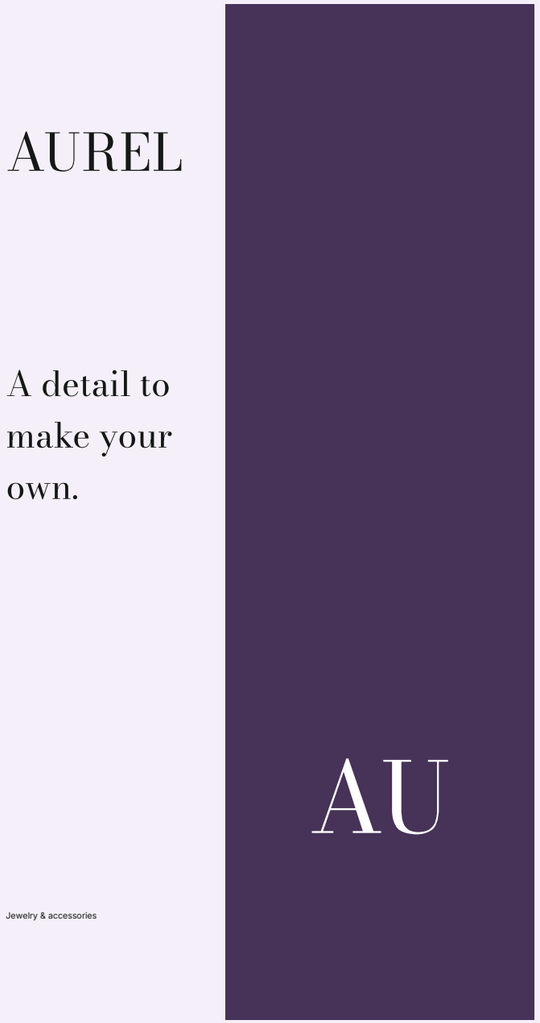
The concept carries the signature, type, palette and action hierarchy into a mobile screen. Use a four-column layout and an 8 px spacing rhythm, with a clear primary action.

This is an editable interface design SVG. Interactions, accessible states, responsive behavior and functionality need implementation and device testing.

26

Social expressions





One system.
Two formats.

1080 × 1080
1080 × 1920

Keep signature, title and motif hierarchy consistent.

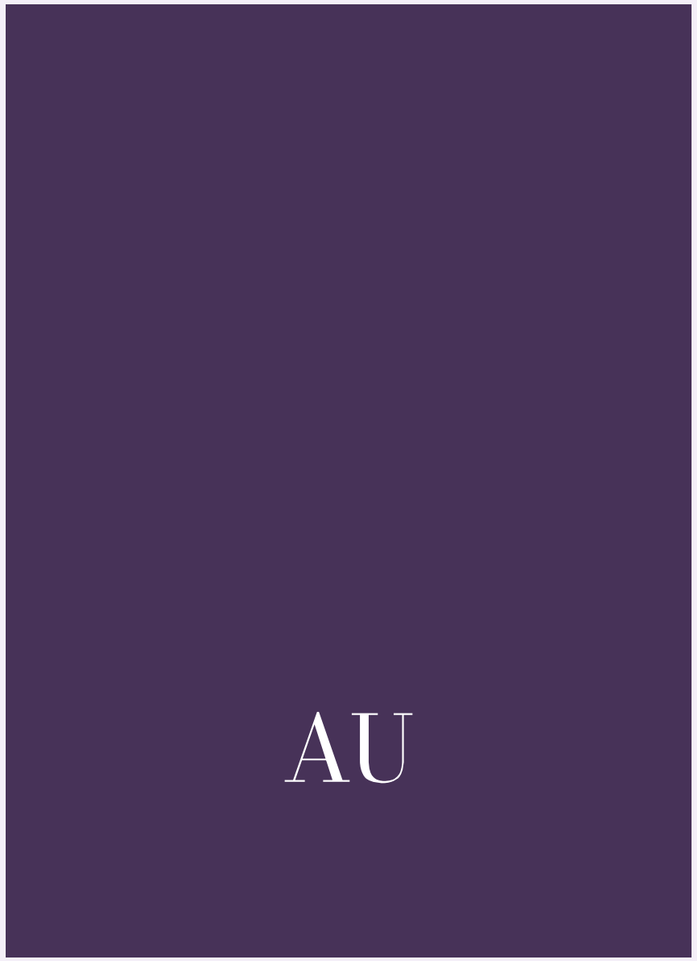
27

Website & presentation

AUREL

A detail to make your own.

Jewelry & accessories



AUREL

A detail to make your own.

Jewelry & accessories



Website & presentation

Applications are editable SVG design sources. Website behavior belongs to implementation.

28

Your asset library

Inside your complete source package:

01 / GUIDE & SIGNATURES

brandbook.pdf
brand-board.pdf
brand-board.svg
brand-system.json
palette.css
logos/primary.svg
logos/reversed.svg
logos/black.svg
logos/compact.svg

02 / APPLICATIONS

applications/card-front.svg
applications/card-back.svg
applications/social.svg
applications/story.svg
applications/packaging.svg
applications/letterhead.svg
applications/web.svg
applications/presentation.svg
applications/envelope.svg
applications/tote.svg
applications/mug.svg
applications/outdoor.svg
applications/mobile.svg

03 / FONTS & NOTES

fonts/BodoniModa-400.ttf
fonts/Inter-400.ttf
fonts/Inter-600.ttf
fonts/NotoSansSC-Regular.ttf
fonts/LICENSES.txt
README.txt

PDF, SVG, JSON, CSS and font licenses are included.

29

Version & use notes

ABOUT THIS GUIDE

Version 1 / 2026-11-03
This is an editable fictional-brand sample used to demonstrate the system.

The signature is a typographic proposal. Check name and mark availability in your market. Fonts use SIL Open Font License 1.1; licenses accompany the source package.

BRAND-SUPPLIED INFORMATION

A fictional jewelry and accessories brand needs an editorial identity for collection announcements, a presentation card and a packaging label study. The brief leaves metals, stones, dimensions and prices unspecified.

Source: Original fictional Brandfolia demonstration brief. Curated sample settings; no customer data or live AI analysis.

Digital artwork uses sRGB. Print files, dielines and materials require separate proofing. Customer review does not replace legal or production approval.