Designed by @irenenguyen
Version 1.0

AUREUM™

BRAND GUIDELINES

INTRODUCTION

Welcome to the Aureum Brand Guidelines — a testament to the art of quiet luxury.
Aureum represents the harmony between heritage and modern refinement, blending timeless craftsmanship with contemporary grace.
These guidelines serve as a framework to preserve our identity — ensuring consistency, elegance, and purpose across every brand touchpoint.
Through them, we communicate our values of sophistication, authenticity, and confidence, allowing Aureum to speak a universal language of beauty and intention.

Our brand guidelines empower us to create with clarity and meaning.
They allow us to maintain coherence across every visual, verbal, and emotional interaction — from the soft tones of our palette to the resonance of our voice.
By staying true to these principles, we cultivate trust, inspire admiration, and build lasting connections.

Let these guidelines be our compass as Aureum continues to evolve — timeless, inspired, and born exclusive.

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5.0 Brand Application

About the brand — Aureum is a modern luxury label that embodies timeless elegance and refined minimalism.
Rooted in heritage yet driven by contemporary design, Aureum celebrates the art of quiet confidence — where every detail speaks of intention, grace, and lasting value.
Each creation reflects our belief that true luxury lies not in excess, but in the purity of form, craftsmanship, and meaning.

Our aim is to create timeless experiences that embody elegance, confidence, and modern refinement.
Each detail reflects our belief that true luxury lies in intention, not excess.

Our vision is to establish Aureum as a symbol of quiet sophistication —
a brand that inspires authenticity, grace, and lasting admiration.

BRAND VALUES

Timeless Elegance

We believe true beauty endures. Every Aureum piece is designed with balance, grace, and quiet confidence — an expression of luxury that transcends time.

Craftsmanship & Detail

Precision meets artistry in every creation. We honor the process, shaping each form with intention and devotion to refined perfection.

Authenticity & Integrity

Aureum stands for honesty and purpose. We stay true to our origins while embracing evolution, ensuring that every choice reflects genuine value.

Innovation with Poise

We innovate not to impress, but to inspire. Through modern design and mindful restraint, Aureum redefines what it means to be effortlessly extraordinary.

TONE OF VOICE

Elegant

Our voice carries a sense of grace and composure — refined, measured, and effortlessly confident. Every word is chosen with purpose and poise.

Assured

We speak with quiet confidence, grounded in knowledge and authenticity. Our tone conveys trust, clarity, and timeless sophistication.

Inspirational

Aureum's voice uplifts and empowers. Through language that evokes emotion and artistry, we encourage others to see beauty in intention.

Refined Warmth

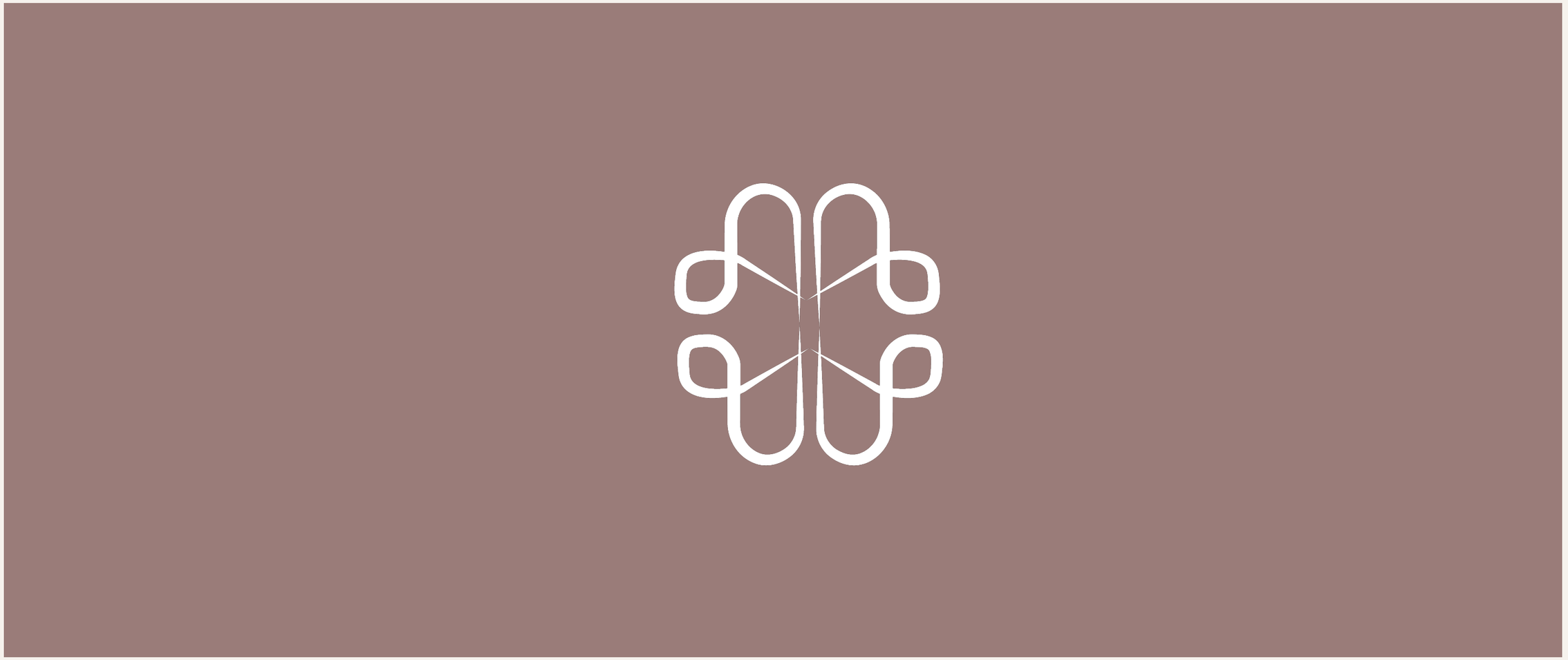
We maintain a calm, welcoming presence — sophisticated yet sincere. Our tone connects through empathy, never excess.

2.1 Logomark
2.2 Logotype
2.3 Lockup
2.4 Clear space
2.5 Minimum sizes
2.6 Common mistakes

LOGOMARK

Aureum's logo embodies the essence of quiet luxury — a seamless fusion of elegance and intention. The monogram "A" forms a balanced composition of soft curves and defined edges, symbolizing harmony between heritage and modern refinement.

This mark represents more than identity; it captures Aureum's philosophy of timeless design, crafted precision, and graceful restraint. Its simplicity invites recognition, while its sculpted form speaks to the enduring sophistication at the heart of the brand.



LOGO CONCEPT

The Aureum logomark is rooted in the purity of form and the elegance of proportion. Inspired by the flowing curvature of the letter “A”, it reimagines the initial as a symbol of balance, sophistication, and continuity. The mirrored geometry extends this motif into a symmetrical emblem, where each line meets in harmony — reflecting Aureum’s pursuit of timeless beauty and measured luxury.

This design language merges classic typographic grace with modern minimalism, allowing the mark to remain versatile yet distinct across applications. It embodies Aureum’s essence: refined, enduring, and effortlessly elevated.

LOGOTYPE

The Bodoni typeface, chosen as the logotype for Aureum, captures the brand's refined and timeless essence through its high contrast and elegant serifs. The type's balanced proportions and graceful structure reflect Aureum's pursuit of modern classicism and understated luxury.

This versatile and free-for-commercial-use font lends a sense of heritage and sophistication to the brand's visual identity, ensuring clarity and consistency across both digital and print applications.

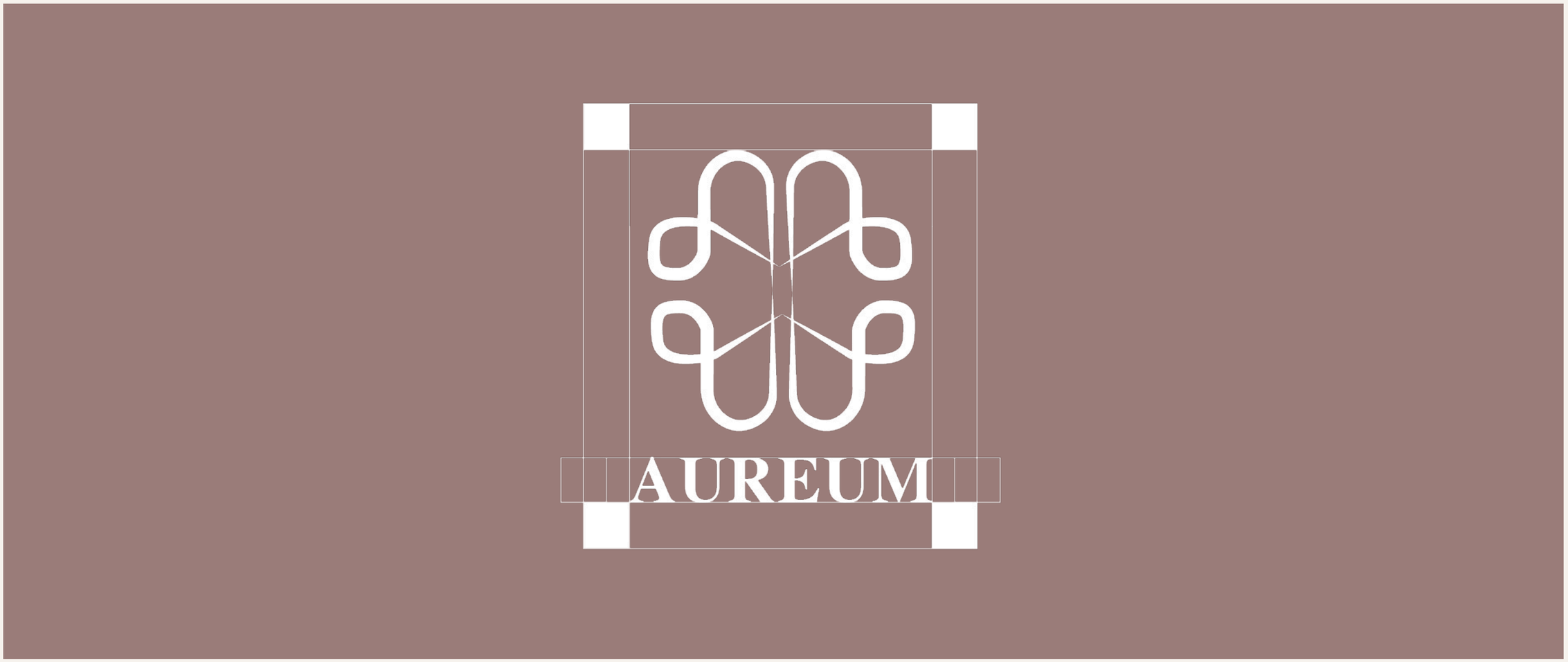
AUREUM

LOGO LOCKUP

The combination of the Aureum logomark and Bodoni logotype creates a unified and instantly recognizable visual identity. This lockup ensures balance and consistency across all applications, harmonizing the flowing emblem with the structured typography.
Together, they embody Aureum's commitment to refined elegance and modern luxury, presenting a cohesive expression of the brand's timeless sophistication across both digital and print platforms.

CLEAR SPACE

To maintain the elegance and legibility of the Aureum logo, a minimum clear space must be preserved around it at all times. This ensures that no text, image, or graphic element interferes with the logo's visual impact.
The minimum clear space is defined by the height of the letter "A" in the logotype (denoted as x). This measurement should be applied evenly on all sides of the logo to maintain balance, clarity, and sophistication across every use.
Within the logo itself, the spacing between the monogram and the wordmark follows a proportional rule of 0.5x, providing visual harmony between the emblem and the typography.



MINIMUM SIZES

The Aureum logo is optimized for clarity and balance across both print and digital formats. To maintain its legibility and refined stroke contrast, the logo must not be reproduced smaller than 0.75 inches in height for print or 50 pixels in height for digital applications.
At sizes smaller than this threshold, the monogram “A” should be used independently to ensure visual integrity and brand recognition. This guideline preserves the elegance and precision of Aureum’s identity across all scales.

PLACEMENT

As a vertically structured logo, the Aureum lockup is best positioned where its balanced proportions can be fully appreciated. It should be placed centrally or along the primary vertical grid line, maintaining ample clear space to preserve its refined presence.

For documents or layouts with horizontal orientation, the monogram may be used independently to ensure optimal visibility and spatial harmony. Detailed stationery and collateral layouts follow these same principles, ensuring a consistent expression of Aureum's elegant and sophisticated identity across every medium.

3.1 Color pallet
3.2 Combinations
3.3 Shades

Color Palette
Colors

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White

C: 0
M: 0
Y: 0
K: 0

R: 255
G: 255
B: 255

Black

C: 0
M: 0
Y: 0
K: 100

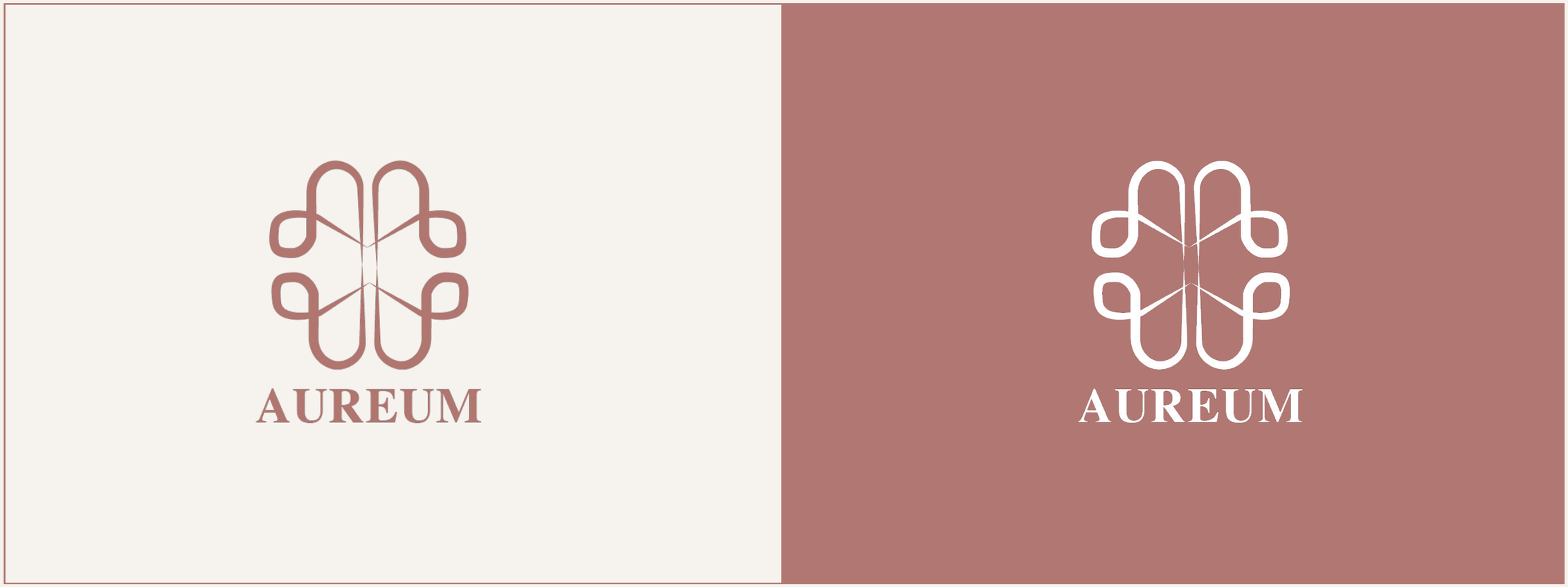
R: 0
G: 0
B: 0

20%	20%
40%	40%
60%	60%
80%	80%

PRIMARY COMBINATION

Consistent color use reinforces Aureum's refined identity and emotional depth. Each approved pairing preserves clarity, balance, and elegance across both print and digital formats.
These combinations define Aureum's signature look — soft, timeless, and modern.

- Dusty Rose on Ivory – conveys quiet femininity and gentle warmth, ideal for editorial and minimal layouts.
- Ivory on Dusty Rose – creates elegant contrast, perfect for packaging, stationery, or promotional design.

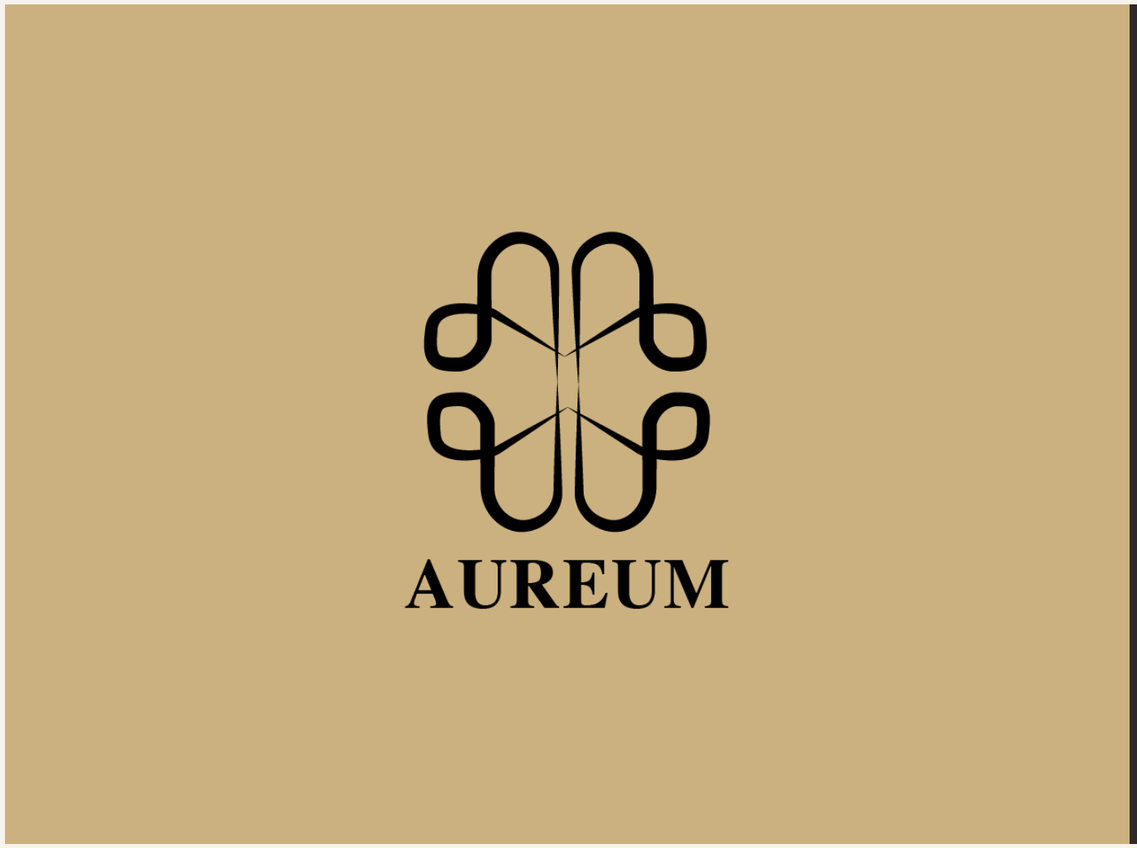


ALTERNATIVE COMBINATION

The secondary palette introduces versatility and luxury for elevated contexts.

- Gold Accent logo on Charcoal background – creates a refined, high-end presence suited for embossed, metallic, or formal executions.
- Black logo on Gold background – presents a modern, minimal, and timeless option for digital, stationery, or corporate use.

Together, these pairings allow Aureum to adapt gracefully across every medium while maintaining a cohesive, luxurious brand experience.



4.1 Typeface
4.2 Weights
4.3 Type Scaling
4.4 Common mistakes

PRIMARY TYPEFACE

Libre Bodoni captures the essence of Aureum's visual voice — refined, elegant, and timeless. Its classic serif structure and balanced contrast embody the brand's quiet luxury and sophistication.
Used primarily for headlines, logotypes, and key brand expressions, Libre Bodoni adds character and depth, ensuring every message feels poised and intentional.

LIBRE BODONI

SECONDARY TYPEFACE

Inter complements Aureum's serif tone with modern clarity and approachability. Its clean, versatile form enhances legibility across digital, print, and interface design, bringing balance to the brand's visual hierarchy.
Used for body copy, captions, and small text applications, Inter supports Libre Bodoni with understated elegance and consistency.

INTER

WEIGHTS - LIBRE BODINI

Libre Bodoni serves as Aureum's primary typeface, used for headings and brand expressions.
Its timeless serif forms balance elegance and authority, making it ideal for print and luxury applications.

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789° (!"#$%&?@)

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789° (!"#$%&?@)

Demi-Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789° (!"#$%&?@)

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789° (!"#$%&?@)

WEIGHTS - INTER

Inter is Aureum's secondary typeface, used for digital and editorial content. Its clean, geometric form ensures readability and balance when paired with Libre Bodoni's elegance.

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789° (!"#$%&?@)

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789° (!"#$%&?@)

Demi-Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789° (!"#$%&?@)

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789° (!"#$%&?@)

TYPE SCALING

Aureum's type hierarchy balances elegance and readability.
Libre Bodoni defines headings with timeless sophistication,
while Inter supports body content for clarity across print and digital use.

64 Px

Heading 1

48 Px

Heading 2

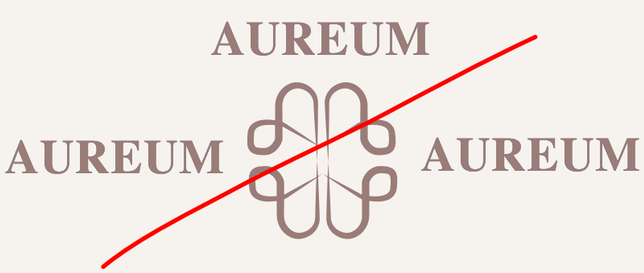
36 Px

Heading 1

24 Px

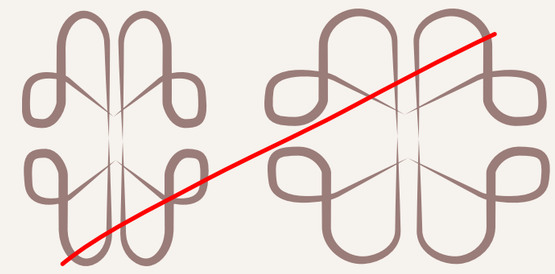
Heading 1

COMMON MISTAKES

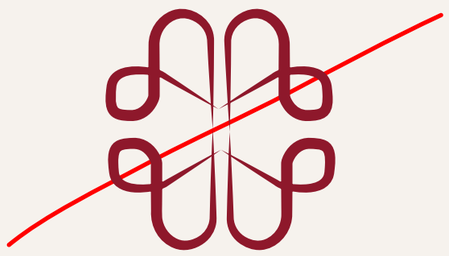


Incorrect word mark positions

Italicized work mark

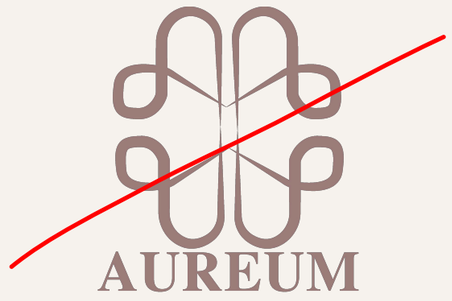


Distorted / Stretched Logo



Incorrect colour usage

Incorrect letterspacing



Misplaced Logo Clear Space