

Aura Brand Kit

Naming

"Aura" is a single word, always spelled with a capital "A" and never pronounced or referred to as "Aurora" or "Go Aura."

Wordmark



Logo



Colors

Neptune

75, 107, 221
#4B6BDD

Crater

240, 240, 240
#F0F0F0

Cosmos

28, 28, 28
#1C1C1C

Nebula
151, 48, 255
#9730FF

Martian
244, 149, 80
#E09550