

# Brand Identity Guidelines



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# Introduction



These guidelines have been thoughtfully crafted to empower you in creating a consistent and captivating brand experience.

## How to use this guide:

The Auri Brand Guidelines are your compass to create a consistent and captivating brand experience. By embracing our values, implementing our design principles, and embodying our tone of voice, you will contribute to the growth and success of our brand, captivating audiences seeking sophisticated wellness solutions. Together, we will redefine the world of mushroom gummies and inspire a new wave of holistic well-being, making each day a ritual worth celebrating.

## Values:

At Auri, we uphold a set of core values that form the foundation of our brand identity. Transparency, honesty, and holistic well-being are at the heart of everything we do. As you dive into these guidelines, let our values guide your creative decisions, allowing them to infuse each element with purpose and integrity. We aspire to be a trusted brand, celebrating the wonders of nature and promoting wellness in a mindful and informed manner.



# Introduction

## Design & Copywriting

Within these guidelines, you'll find a meticulously curated color palette, typography recommendations, and a range of visual elements that embody our visual identity. Every design choice you make should seamlessly align with our core values, evoking a sense of refined simplicity and a deep connection to the natural world. Maintain clean lines and embrace the power of whitespace to create balance and harmony. Visual elements should be used thoughtfully, enhancing our brand without overpowering it. In the realm of copywriting, our language should inspire, educate, and ignite curiosity about the transformative benefits of our mushroom gummies. Embrace clarity and conciseness, avoiding jargon or excessive technical terms. Instead, craft compelling narratives that resonate with our audience, empowering them to embrace the wonders of wellness. Prioritize simplicity and authenticity. Ensure that every word we choose amplifies our commitment to health and innovation, empowering individuals to embark on their own wellness rituals.



# Brand vision and story



# Brand Vision

In the next 6 months, we envision Auri Nutrition continuing to make significant strides in the supplement market. Our primary focus will be on expanding our product line, introducing new and innovative mushroom gummy supplements that cater to various health needs and preferences. We aim to deepen our relationships with our existing customer base, ensuring their satisfaction and loyalty through exceptional product quality and customer service.

Looking ahead to the next year, we see Auri Nutrition solidifying its position as a leading brand in the wellness industry. We plan to enhance our brand visibility and reach by establishing partnerships with like-minded influencers, wellness experts, and health practitioners who share our passion for holistic well-being. We will actively engage with our customers through educational content, providing them with the knowledge and resources to embrace the benefits of mushrooms in their daily lives.

In the next three years, our vision for Auri Nutrition is to expand our global footprint and become a household name synonymous with premium mushroom supplements.





# Brand Vision

We will continue to invest in research and development to uncover new mushroom varieties and formulations, pushing the boundaries of innovation in the supplement industry. Additionally, we aim to forge strategic partnerships and collaborations with renowned research institutions to further validate the efficacy of our products and establish ourselves as a trusted authority in the field of mushroom-based wellness.

During this period, we also plan to actively contribute to environmental causes by implementing even more sustainable practices throughout our supply chain. Our commitment to the planet will remain unwavering, and we will explore opportunities to support reforestation efforts and promote ecological awareness.

Overall, our goal is to empower individuals worldwide to embrace the power of mushrooms for their well-being. We envision Auri Nutrition as a transformative force, inspiring people to prioritize their health and live in harmony with nature. With every passing milestone, we strive to make a positive impact on the lives of our customers and contribute to a healthier, happier world.





# Brand Story: Embrace Nature's Power Through Fungi Magic

In the heart of an ancient forest, nestled among towering trees and whispering streams, there was a mystical energy that captivated the senses. It was here that Auri Nutrition was born, an extraordinary supplement brand harnessing the remarkable power of mushrooms. The founders of Auri Nutrition were passionate believers in the healing potential of nature. They had a deep respect for the Earth's bountiful offerings and sought to share their discoveries with the world. Inspired by the wisdom of ancient civilizations and guided by modern science, they embarked on a mission to unlock the secrets hidden within the kingdom of fungi. These remarkable organisms contained a wealth of bioactive compounds that could support overall well-being, boost the immune system, and enhance vitality. Eager to make these benefits accessible to all, Auri Nutrition set out to create innovative, convenient, and delicious supplements.

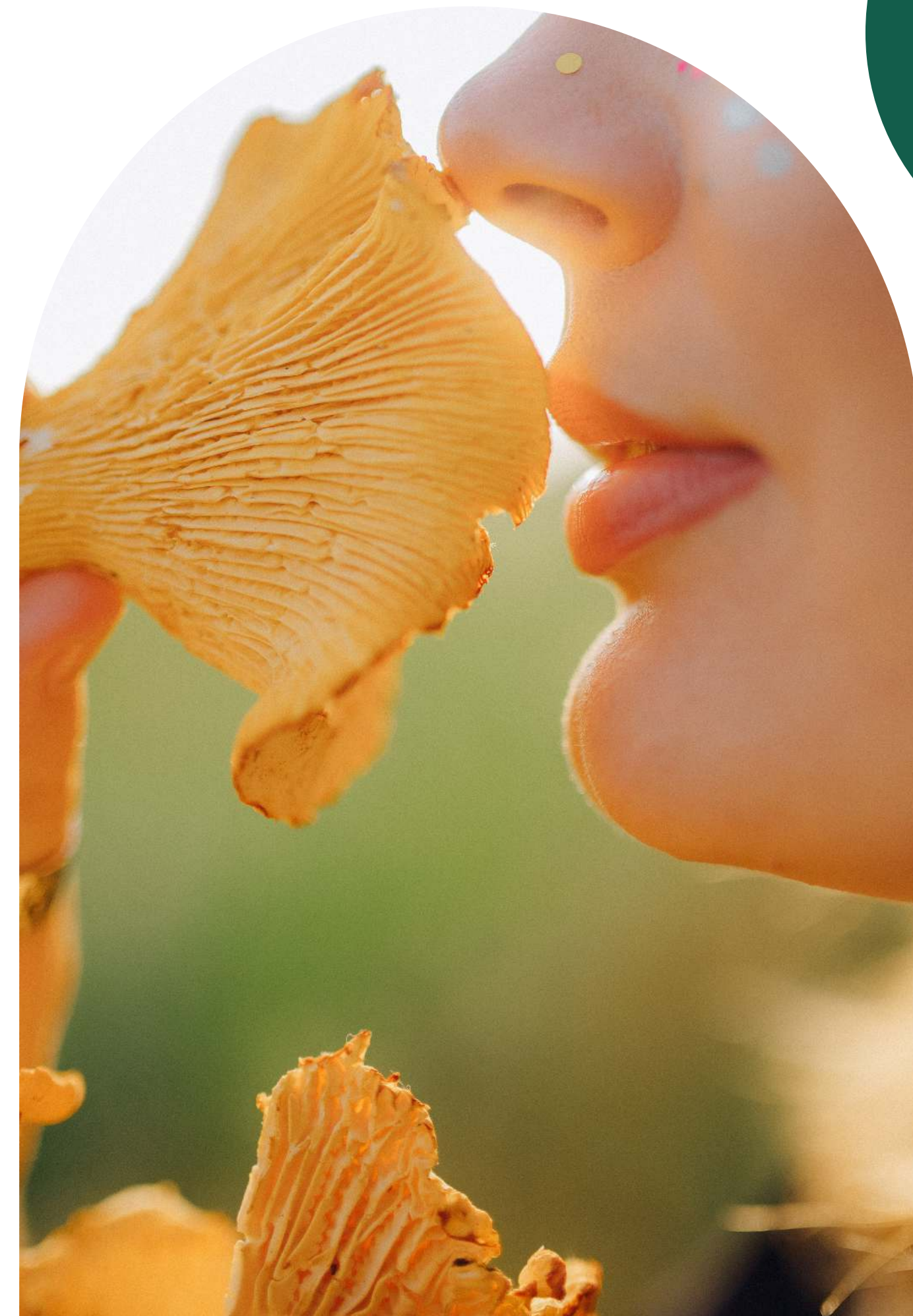
The brand's unique journey involved sourcing the finest, sustainably harvested mushrooms from pristine forests around the globe. Each mushroom was carefully selected for its exceptional quality and potency, ensuring that only the best ingredients made their way into Auri Nutrition's products. With the utmost dedication, the team employed cutting-edge extraction techniques to capture the mushrooms' bioactive compounds, preserving their integrity and maximizing their effectiveness. But what truly set Auri Nutrition apart was their innovative formulation of mushroom gummies. They believed that good health should be a joyous experience, and what better way to achieve that than through a delightful treat? Combining nature's gifts with the art of confectionery, Auri Nutrition crafted irresistibly tasty gummy supplements that made daily wellness routines an indulgent delight.





# Auri Nutrition's commitment to quality extends beyond their products.

Auri nurtures a deep sense of responsibility towards the planet, embracing sustainable practices and eco-friendly packaging. They strived to minimize their environmental footprint, recognizing that the preservation of nature's gifts was crucial for generations to come. Driven by their vision to transform lives through the power of mushrooms, Auri Nutrition became a trusted name, loved by health-conscious individuals seeking natural solutions. Their dedication to research, quality, and innovation earned them accolades and a loyal community of believers who shared in their passion for holistic well-being. Auri Nutrition stood as a beacon of hope, reminding people of the extraordinary healing potential found in the most unexpected places. With each mushroom gummy consumed, individuals unlocked the vitality and strength that lay dormant within, experiencing a renewed sense of balance and a profound connection with nature.





# Auri Nutrition emerged from the founders deep appreciation for nature's healing potential and their desire to share it with the world.

## How did your brand come to be?

Through years of research and collaboration with mycologists, they discovered the remarkable benefits of mushrooms.

Inspired by this knowledge, they set out to create innovative, convenient, and delicious supplements that made the benefits of mushrooms accessible to all.

## What makes it unique?

Auri Nutrition's uniqueness lies in its approach to harnessing the power of mushrooms. The brand meticulously sources the finest mushrooms from pristine forests worldwide, ensuring exceptional quality and potency. By employing cutting-edge extraction techniques, Auri Nutrition preserves the bioactive compounds found in mushrooms, maximizing their effectiveness. However, what truly sets Auri Nutrition apart is its innovative formulation of mushroom gummies. By combining nature's gifts with the art of confectionery, they create irresistibly tasty supplements that make daily wellness routines an indulgent delight. Furthermore, Auri Nutrition's commitment to sustainability and eco-friendly practices demonstrates their dedication to the planet and the well-being of future generations.





# Our Mission



“ Our mission is to be a beacon of wellness, guiding individuals towards a harmonious existence, where they can embrace their fullest potential, radiate vitality, and thrive in mind, body, and spirit. Together, let us embark on a transformative journey and discover the power of mushrooms to enrich our lives.



# Our Mission

At Auri Nutrition, our mission is to harness the extraordinary power of mushrooms and provide natural, innovative, and delicious supplements that empower individuals to prioritize their well-being. We are committed to creating products of exceptional quality, sourced sustainably from pristine forests around the globe.

We aim to be a trusted companion on our customers' wellness journeys, offering scientifically-backed mushroom gummy supplements that support immune health, overall vitality, and balance. We believe in the holistic connection between nature and human well-being, and we strive to inspire a deeper appreciation for the Earth's gifts.

With unwavering dedication to research, innovation, and sustainability, we endeavor to transform lives by unlocking the vital potential that lies within each individual. We are driven by a profound respect for nature and a deep-rooted belief in its ability to heal and nurture. Through education, transparency, and a commitment to eco-friendly practices, we aim to make a positive impact on the planet and future generations.





# Values

At Auri, we embrace the spirit of transparency, honesty, and recyclability. We want our customers to feel confident in the quality and safety of our products, knowing that they have undergone thorough testing. We are dedicated to honest sustainability practices, continuously seeking ways to improve and minimize our environmental footprint. And by choosing Auri, customers contribute to a greener future, where recycling is a priority. We value well-being and the planet we call home.



**Transparency**

**Recyclability**

**Honesty**

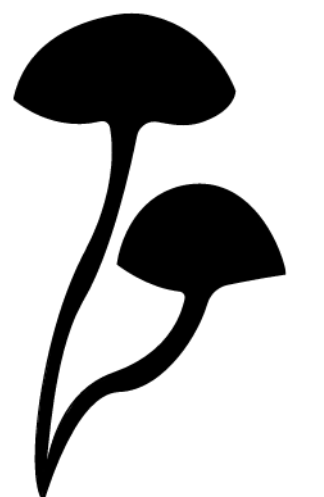
We want our voice to convey expertise, passion, approachability, authenticity, thoughtful, and refined. We strive to establish a connection with our customers, engaging them in meaningful conversations about their well-being and providing them with the knowledge and support they need to make positive choices for their health.

### **Thoughtful**

Every word we choose is carefully considered and thoughtfully crafted. Our tone reflects a deep understanding of our audience's needs and aspirations. We anticipate their questions and concerns, addressing them with empathy and mindfulness. We offer guidance and support, ensuring our messaging resonates on an emotional level, leaving a lasting impression.

### **Refined**

Our tone exudes sophistication and elegance. We pay meticulous attention to detail, refining every aspect of our messaging to create a seamless brand experience. We use language that is precise, concise, and eloquent, showcasing the elegance and sophistication that sets Auri apart. Our refined tone reinforces our commitment to quality and excellence.





## **Knowledgeable**

We want to sound well-informed and credible, demonstrating our deep understanding of mushrooms, their benefits, and the science behind our products. We aim to provide accurate and reliable information to empower our customers to make informed decisions about their well-being.

## **Passionate**

We want to convey our genuine enthusiasm for mushrooms and their potential to transform lives. Our passion drives us to create exceptional products and share our knowledge with customers, inspiring them to embrace the power of nature for their health and vitality.

## **Approachable**

We want to sound friendly, welcoming, and relatable. We understand that our customers have diverse backgrounds and levels of familiarity with mushrooms, so we strive to communicate in a way that is inclusive and easily understood by all. We encourage questions, engagement, and dialogue to foster a supportive and informative environment.

## **Authentic**

We want to sound genuine and sincere in our communication. We aim to build trust with our customers by being transparent, honest, and accountable. We want them to feel confident in our brand and confident in the quality and effectiveness of our products.

# Tone & Voice

At Auri, our tone of voice is carefully crafted to embody a set of pillars that define our brand identity. These pillars serve as guiding principles for every word we write, allowing us to connect with our audience on a deeper level and create meaningful conversations about the transformative power of our mushroom gummies.

**Knowledgeable**

**Passionate**

**Approachable**

**Authentic**

**Thoughtful**

**Refined**



# Logotype

NUTRITION   
Auri™

The logo features the word "Auri" in a large, bold, black serif font. Above the "u" and "r" of "Auri", the word "NUTRITION" is written in a smaller, black, uppercase sans-serif font. To the right of "NUTRITION" is a stylized black icon of a plant with two leaves and a stem. To the right of the "i" in "Auri" is a small "TM" trademark symbol.

Auri<sup>TM</sup>  
NUTRITION

Using the Auri logo properly is critical as it serves as the visual embodiment of our brand identity, instantly recognizable and representing the essence of who we are.



19 Logotype black & white regular and reverse

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NUTRITION   
Auri™

NUTRITION   
Auri™

# Correct application

## 1. Preferred use

Wherever possible, use the logo in its primary color or monochrome on a clear background.

## 2. Minimum size

Please check the wordmark's readability and legibility. The smallest dimension is 150×75 pixels.

## 3. Symbol

Can be used as a stand-alone icon on brand-related items such as tote bags or Canva presentation covers.

1.



2.



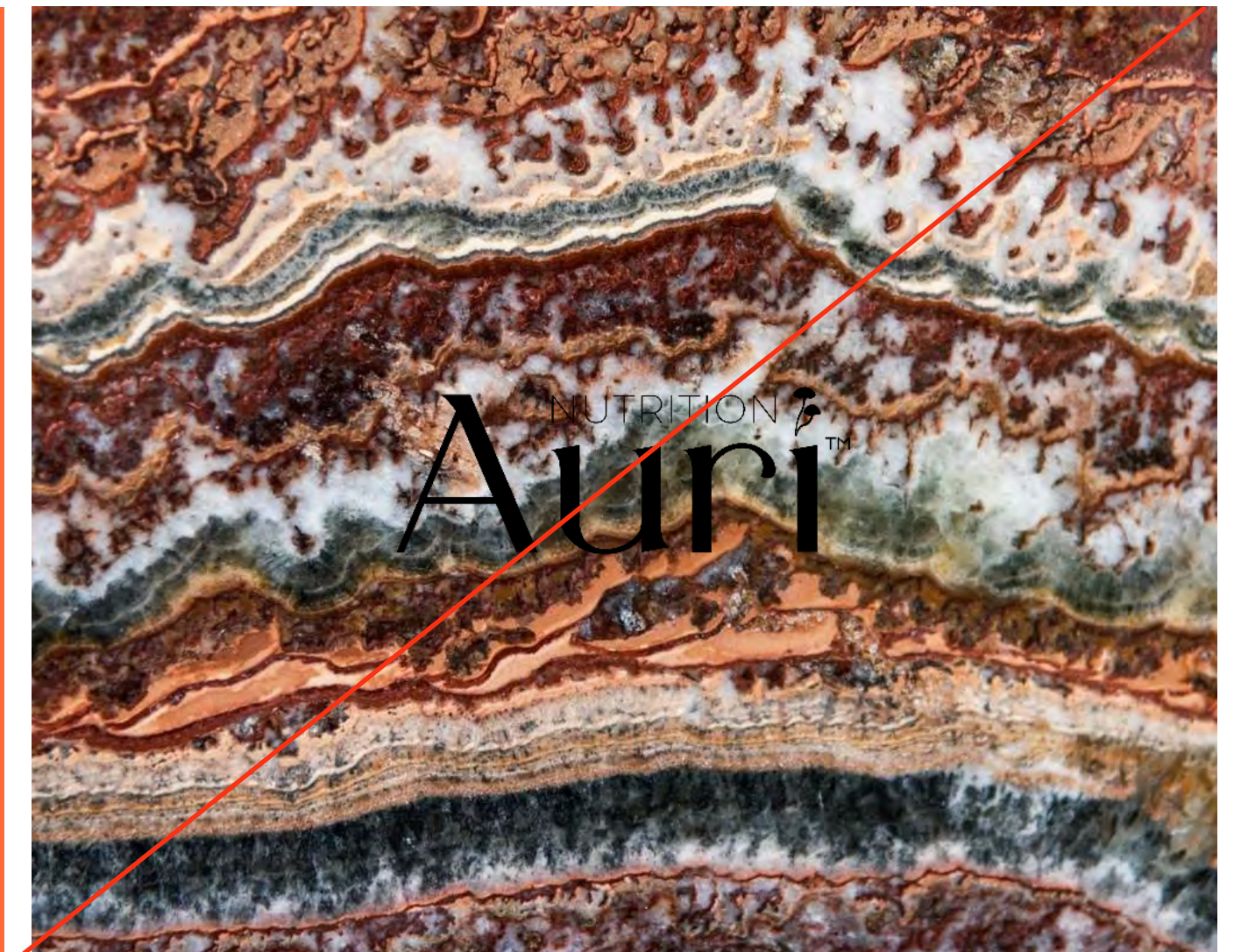
3.





# Don'ts

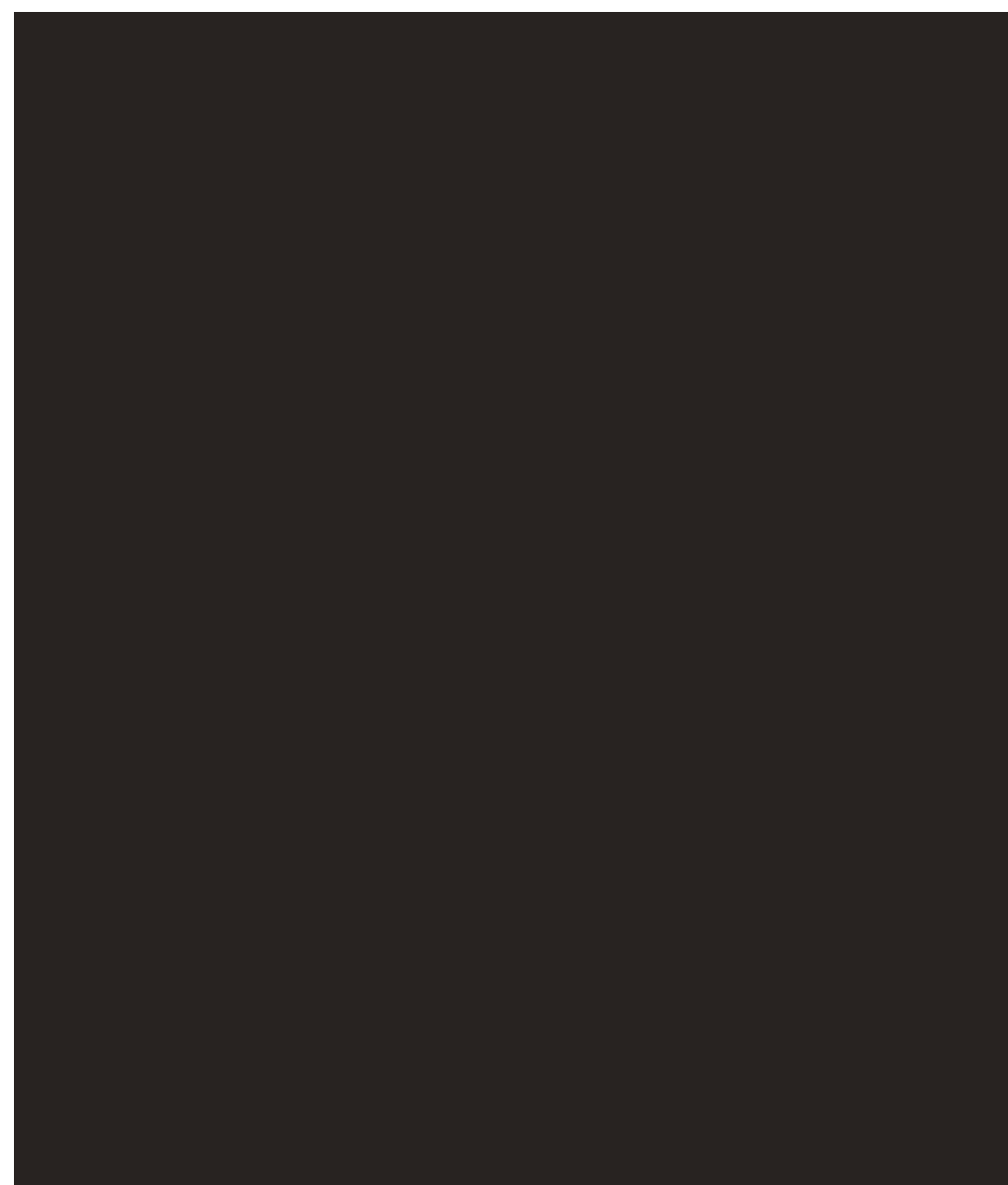
- Don't place on top of any other color from the tertiary color palette or on black or white
- Don't place over images which make the logomark illegible or use in any color other than black or white when being placed on top of an image
- Don't disproportionately stretch or warp the logo
- Don't change the colors of the logotype or the symbol



# Colors

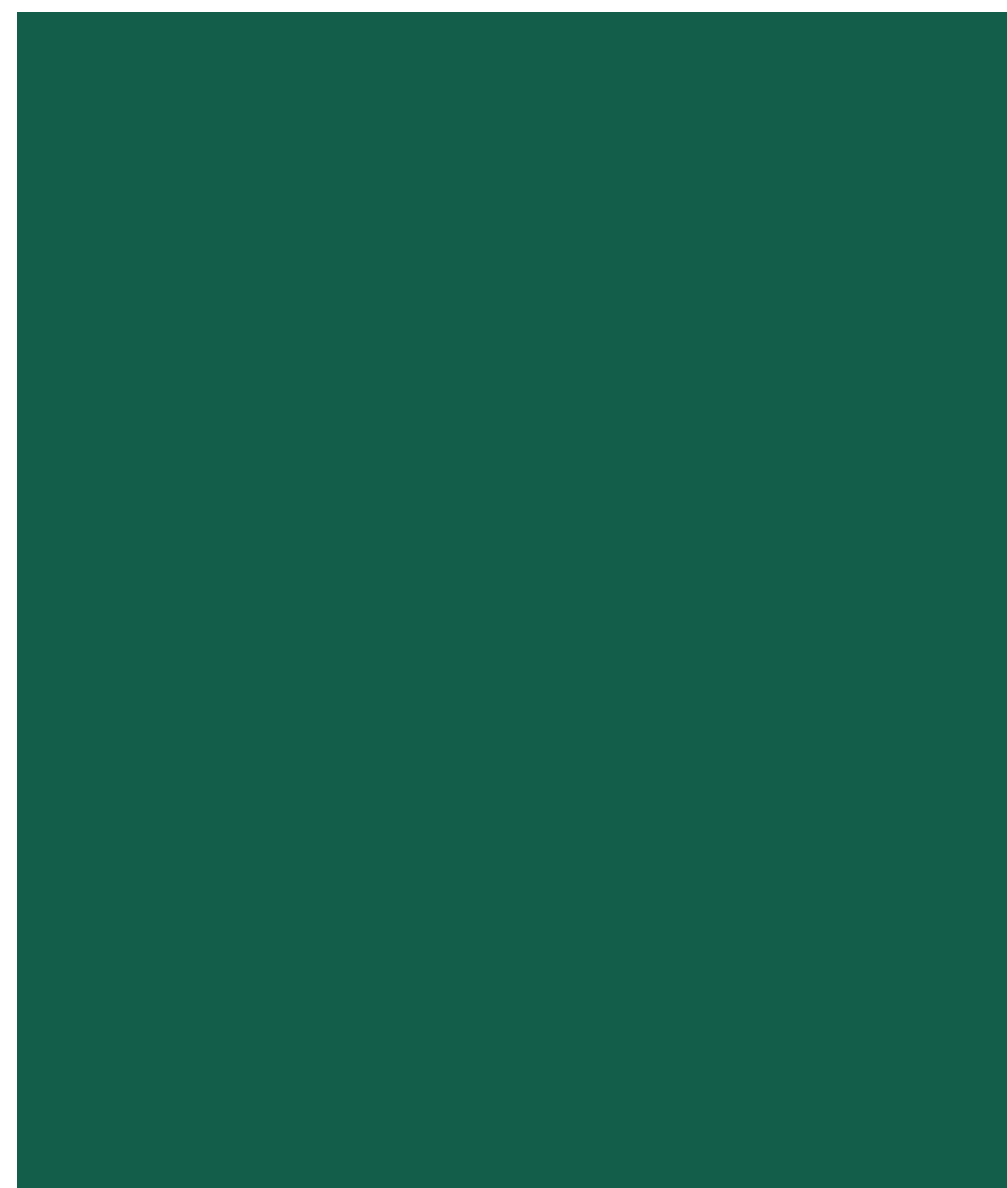
# Primary

Our colors are centered around our primary colors, plus black and white. Other colors should be used in associations with our primary colors.



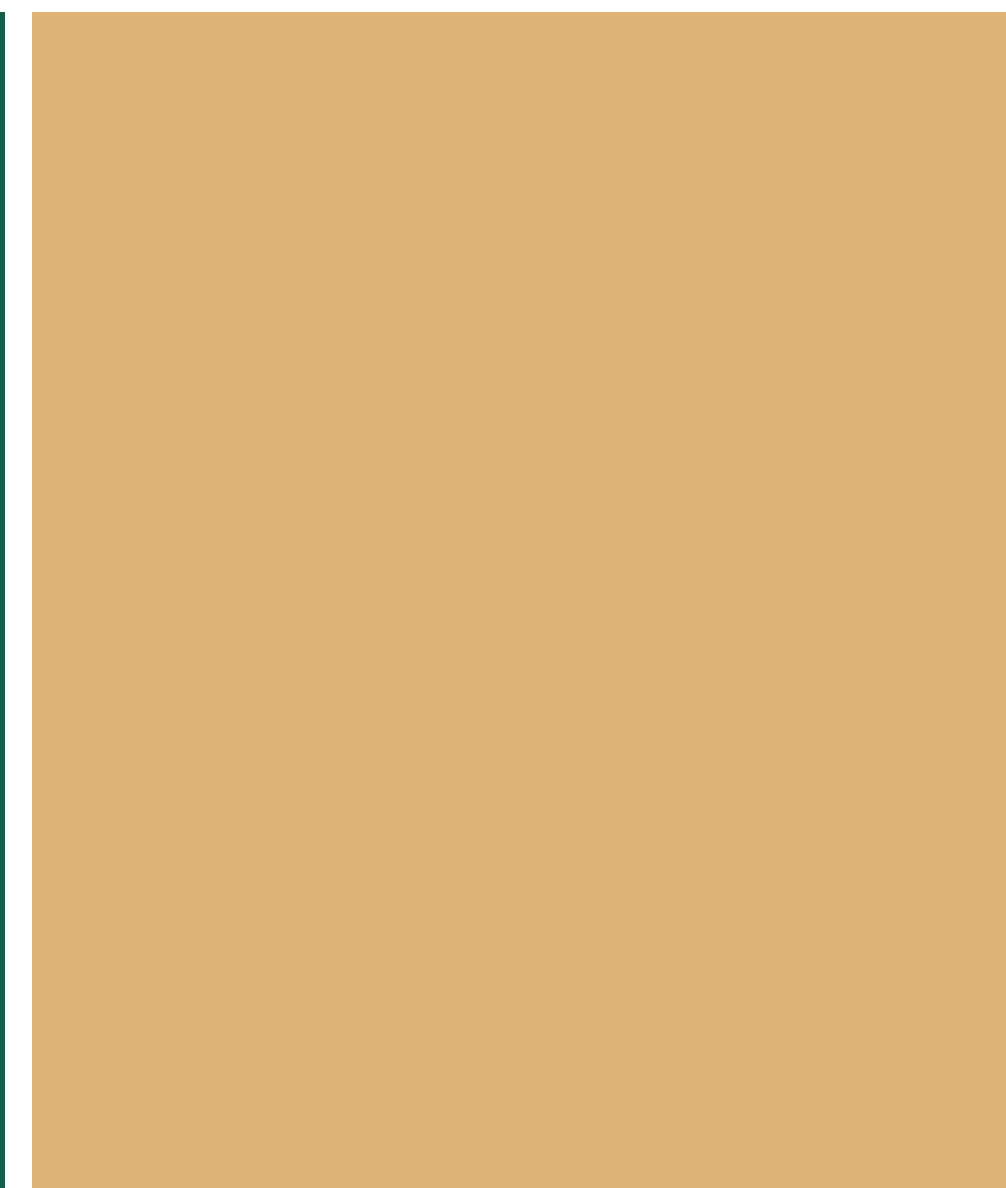
## Raisin black

CMYK: 0%, 0%, 0%, 93%  
RGB: 17, 17, 17  
Web: #111111



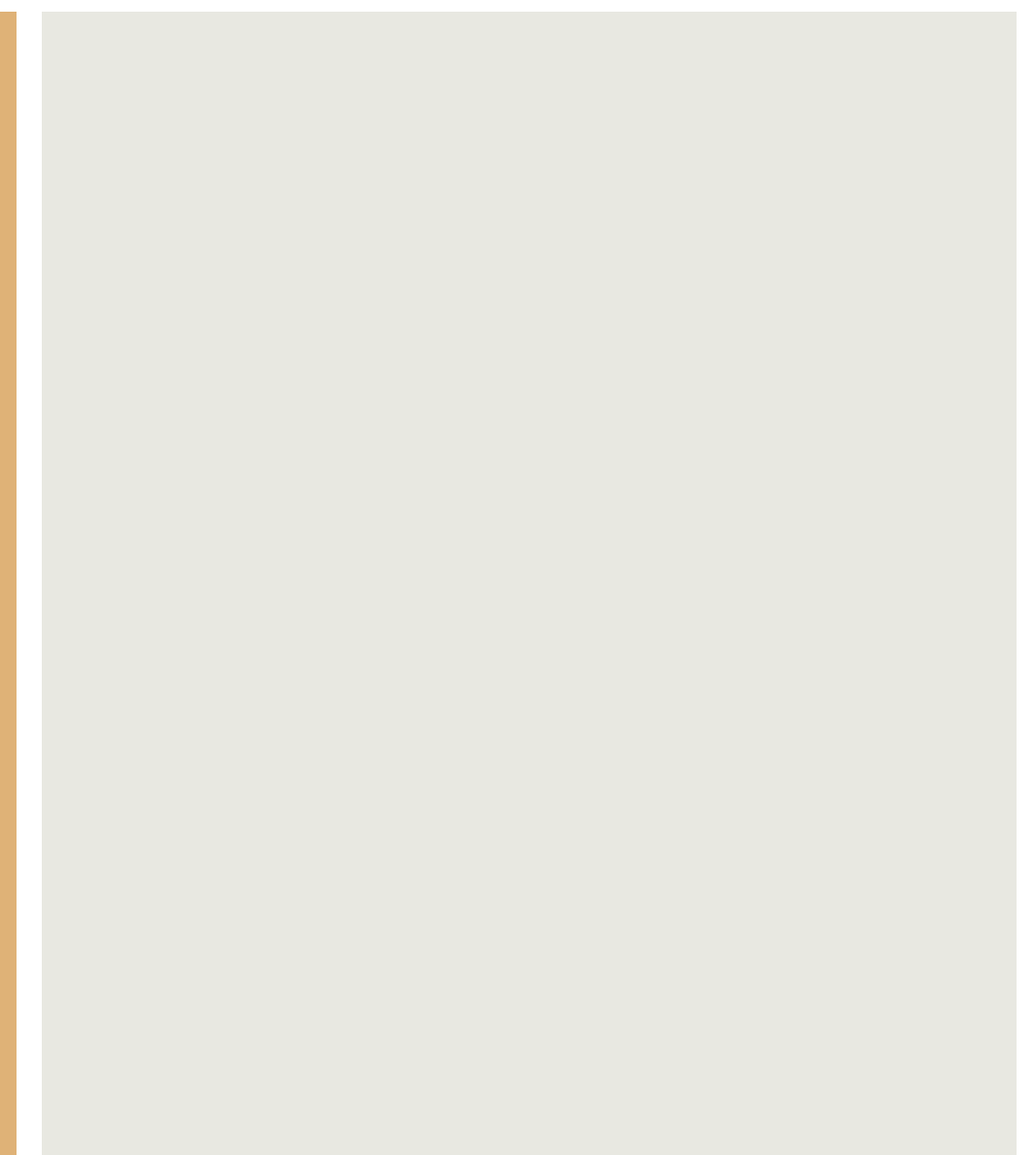
## Castleton Green

CMYK: 0%, 53%, 98%, 15%  
RGB: 217, 103, 4  
Web: #d96704



## Buff

CMYK: 0%, 20%, 47%, 13%  
RGB: 223, 178, 119  
Web: #DFB277



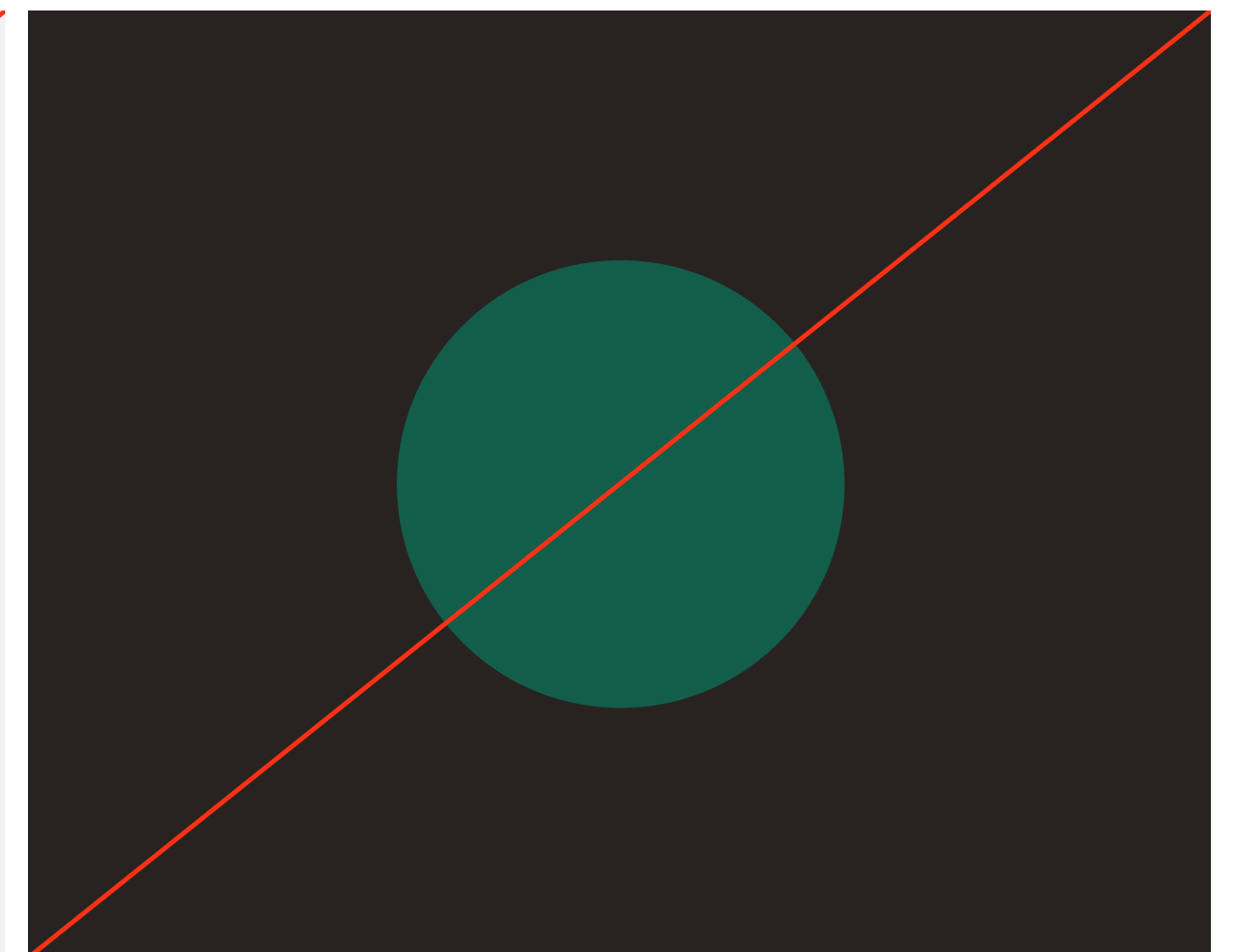
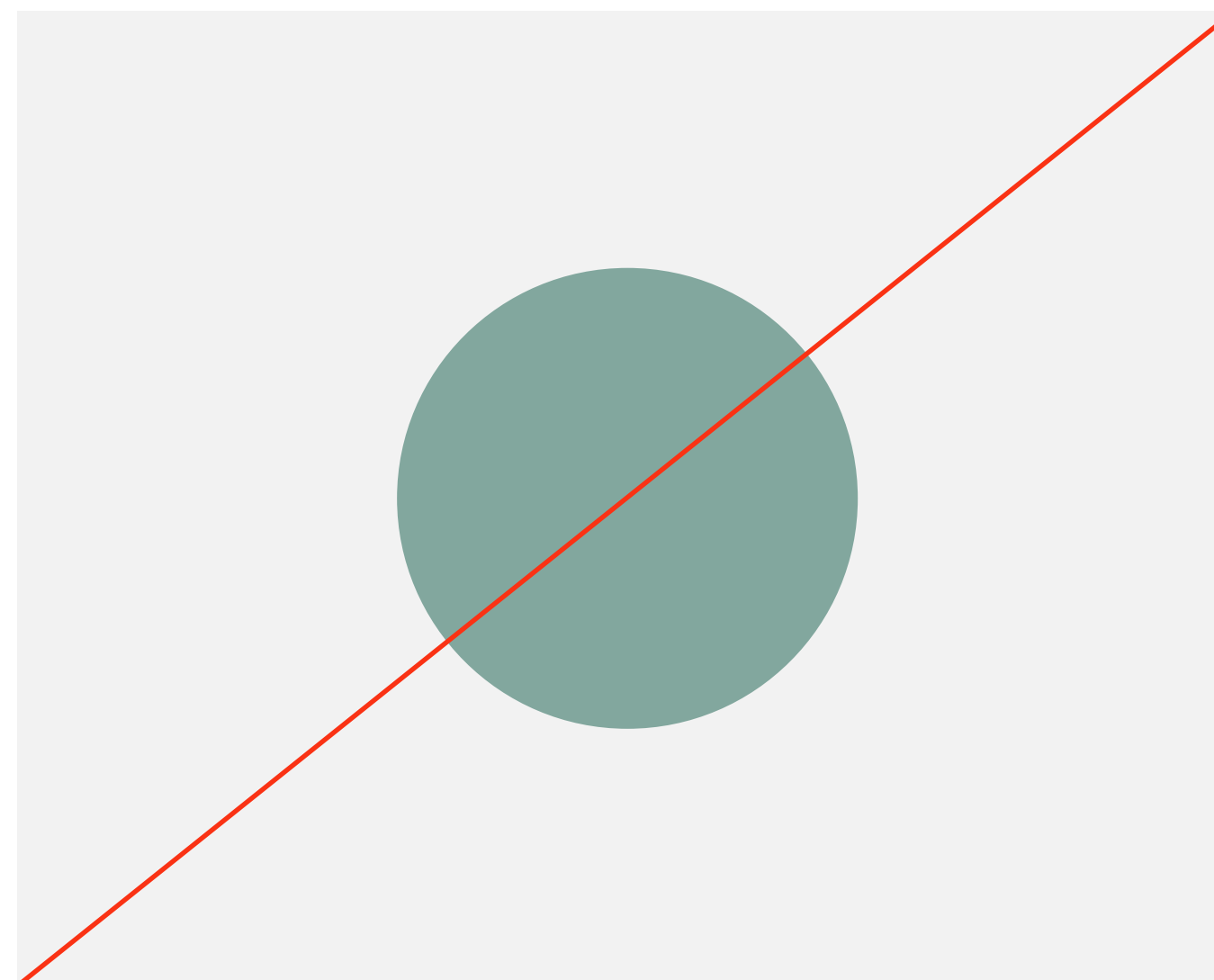
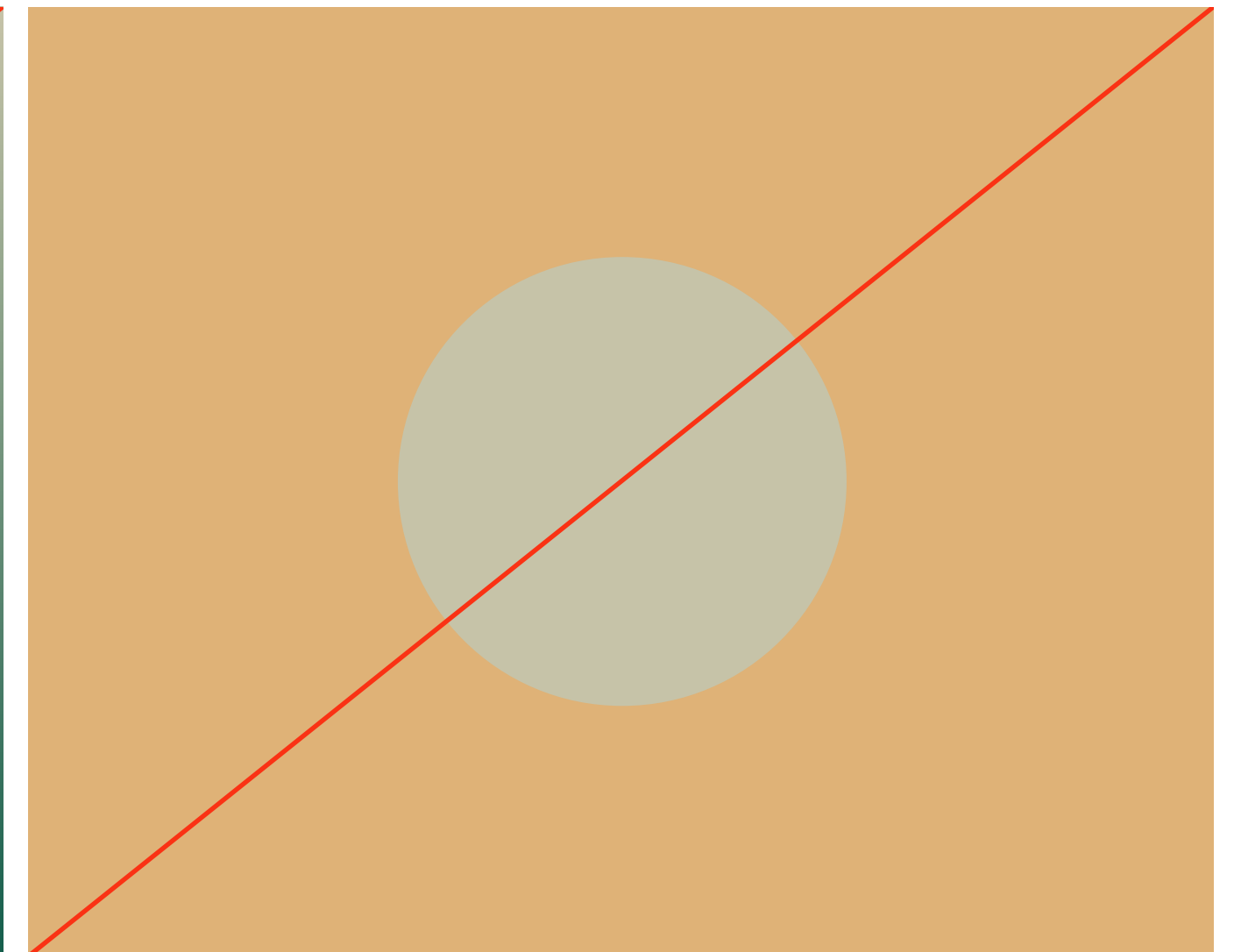
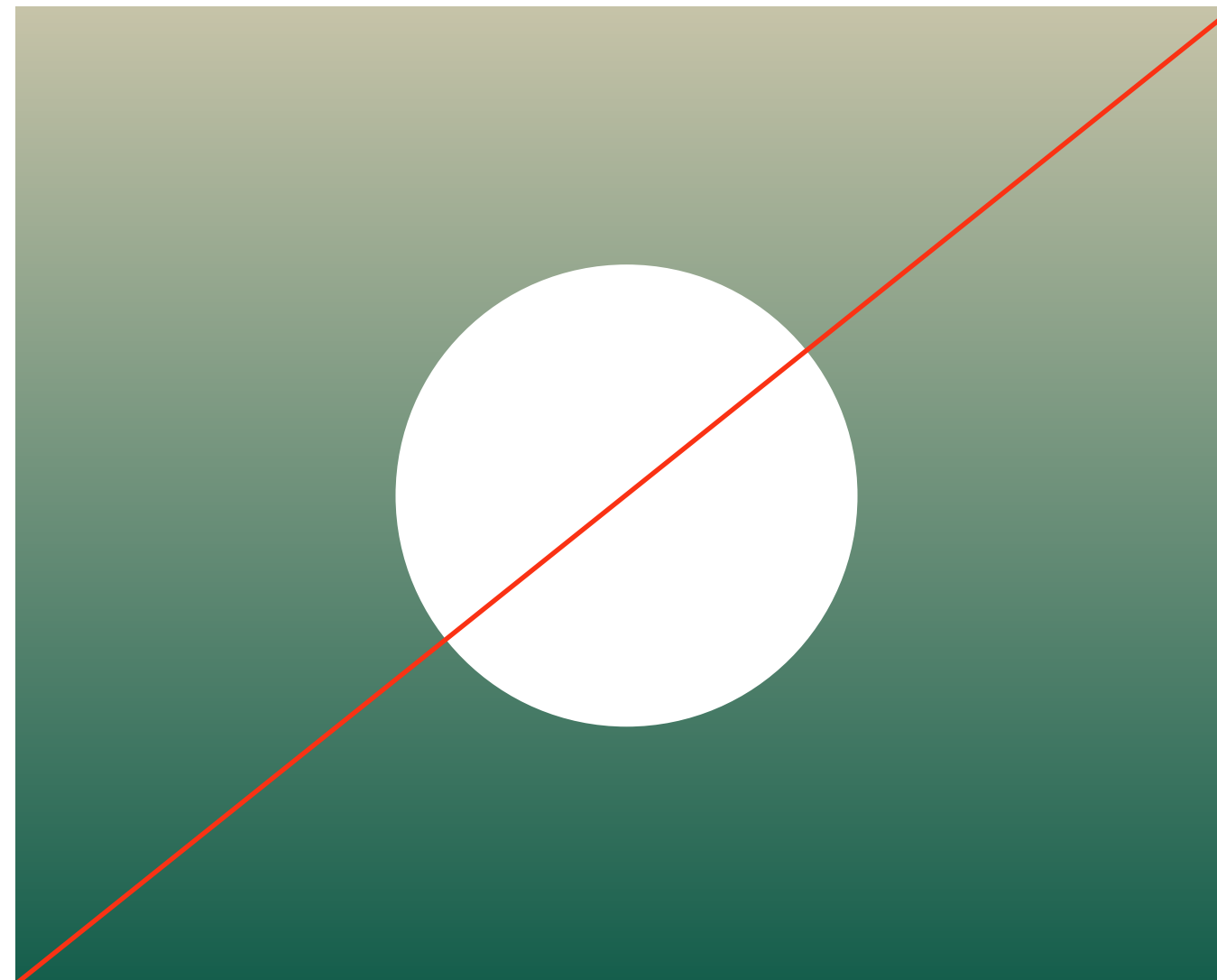
## Alabaster

CMYK: 0%, 0%, 3%, 9%  
RGB: 232, 232, 225  
Web: #E8E8E1



# Don'ts

- Don't use the our color palette to form gradients.
- Don't use light combinations of incorrect combinations or ratios of the color. Legibility is critical.
- Don't use transparency or tints of our color palette.
- Don't use dark combinations of incorrect combinations or ratios of the color. Contrast is key.



# Typography

NUTRITION  
Auri™



# Avegas Royale

Aa

Custom font for Auri

Avegas Royale Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
W XYZabcdefghijklmnopqrstuvw  
xyz1234567890 ?!()[ ]{}&\*^%  
\$#@~

Avegas Royale Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
W XYZabcdefghijklmnopqrstuvw  
xyz1234567890 ?!()[ ]{}&\*^%  
\$#@~

Avegas Royale Regular

Regular

Avegas Royale Bold

Bold

Avegas Royale Regular Italic

*Regular*

Avegas Royale Bold Italic

*Bold*

We carefully selected our fonts to ensure a cohesive and impactful brand experience.



Headline

# Avegas Royale

Subheadline

It's elegant and modern  
and designed for larger  
font sizes.

Our custom serif font beautifully captures the essence of our brand—the harmonious connection between elegance, modernity, and the wonders of nature. Its timeless charm reflects the enduring beauty found in the natural world.

# Montserrat

A a

Google font Montserrat is free to download and easy to read.

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
UVWXYZabcdefghijklmnopqrstuvwxyz  
1234567890 ?!() [] {}  
&\*^%\$#@~

Montserrat Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**UVWXYZabcdefghijklmnopqrstuvwxyz**  
**1234567890 ?!()**  
**[] {}&\*^%\$#@~**

Montserrat Regular

Regular

Montserrat Regular Italic

*Regular*

Montserrat Bold

**Bold**

Montserrat Bold Italic

***Bold***

We carefully selected our fonts to ensure a cohesive and impactful brand experience.



Headline

# Montserrat

Subheadline

**It's modern, minimal,  
and readable**

Paragraph Text Size

Montserrat is a versatile and legible sans serif font with a balanced and contemporary design, ideal for various text sizes and maintaining clarity.

With its clean and crisp letterforms, Montserrat ensures that every word is effortlessly readable, allowing our content to be easily consumed by our audience. Its contemporary aesthetic adds a touch of modern sophistication to our brand, reflecting our commitment to staying current and relevant. The minimalistic nature of Montserrat provides a sense of simplicity and clarity, allowing the focus to be on the content itself.

# Brand moodboard









Our moodboard for Auri encapsulates the essence of our brand, serving as a visual tapestry that evokes a sense of wellness, modern health, and mindful living.









The End.

NUTRITION  
Auri™

