



# Brand Guidelines

REVISED OCTOBER 2022



## A BETTER WAY TO REWARD LOYALTY AND A BETTER WAY TO BE REWARDED

Aura seeks to better align the needs of members with those of merchants by combining the best of group buying discounts, loyalty, micro-investing and philanthropy to create the world's most engaging loyalty program.



# REDEFINING CUSTOMER LOYALTY

To become the category defining loyalty program by putting our members first.

AURA BRINGS NEW CUSTOMERS TO BRANDS

AURA MEMBERS ARE MORE LOYAL



## AURA VALUES

Member and Partner First Ethos

Fiercely Determined to be the Force for Positive Change

Honesty / Transparency / Integrity

Simplicity

We Win Together

Blue Sky Thinking with Decisions Driven by Data and Insights

Global Ambition

Loyalty to all Stakeholders



VISUAL IDENTITY - PRIMARY

**aura**<sup>TM</sup>

**Buy Invest Donate**

VISUAL IDENTITY - REVERSED - SOLID BACKGROUND



**Buy Invest Donate**

VISUAL IDENTITY - REVERSED - GRADIENT BACKGROUND



VISUAL IDENTITY - SYMBOL



# Typography

## WEB/APP

**ABCDEFGH abcdefg 1234567**

**Montserrat ExtraBold**

**ABCDEFGH abcdefg 1234567**

**Montserrat Bold**

**ABCDEFGH abcdefg 1234567**

**Montserrat SemiBold**

**ABCDEFGH abcdefg 1234567**

**Montserrat Medium**

**ABCDEFGH abcdefg 1234567**

**Montserrat Light**

## PRINT/PRESENTATION

**ABCDEFGH abcdefg 1234567**

**Acumin Pro Bold**

**ABCDEFGH abcdefg 1234567**

**Acumin Pro SemiBold**

**ABCDEFGH abcdefg 1234567**

**Acumin Pro Medium**

**ABCDEFGH abcdefg 1234567**

**Acumin Pro Regular**

**ABCDEFGH abcdefg 1234567**

**Acumin Pro Light**

# Colours

## PRIMARY



**PMS**

PANTONE 123 C

**CMYK**

0 19 100 0

**RGB**

255 204 0

**HEX**

FFCC00



**PMS**

PANTONE 419 C

**CMYK**

70 67 64 74

**RGB**

35 31 32

**HEX**

231F20

## SECONDARY



**PMS**

PANTONE 2190 C

**CMYK**

59 7 0 0

**RGB**

78 189 236

**HEX**

4EBDEF

# AURA - Tone of Voice Guidelines

AURA is a growing company with big ambitions and a clear vision for the future. Aura will be the Most Valued Loyalty Program helping to transform our Members' financial futures.

Expectations in this sector are very high, but language is a powerful tool that will help us reach our goals. Whether written or spoken, our words shape our actions and leave a lasting impression on our audience.

We've developed our tone of voice to explain how we use language. It's who we are when we speak or write – the words we choose, and the way we use them.

Key principles underpin our tone of voice and provide clear direction for how we create our communications.

These principles will help us sound the same across print, on our website and in our advertising. The more consistently we use our tone of voice, the stronger our brand will become.

## 1 / Our writing style

Be direct. What we have to say is important, so we shouldn't bury it in language.

Make the words we use on paper as bold as our goals and achievements – both are impressive statements of who we are and what we do. We are confident, but our tone of voice falls short of arrogance.

A more sensitive way to express our confidence is to write in the first person and in the present or future tense. This is direct without being aggressive.

Focus on positive words that lift our language. Avoid clichés, qualifiers like 'could' or 'might' and tentative terms such as 'in our opinion' or 'basically' as these lack conviction.

And, if you think something can be written with fewer words, then it probably should.

## 2 / Team thinking

We can achieve more together than by ourselves. This open culture of collaboration calls for a tone of voice that is inviting and inclusive.

We use language with a human feel rather than the cold touch of a corporation. We use the first person and active verbs, and we avoid clichés and grandiose language.

What's more, we emphasise our process of working together by using trigger words to accompany our visual language. For example, we 'combine' experience, we 'reshape' conventions, and we 'share' insights.

Experience and real data driven decisions steer our creativity, insight guides our expertise.

## 3 / Keep it lively, happy & positive

We are full of energy and enthusiasm. The words we choose allow us to add colour and keep people engaged long after the opening lines.

We describe desires and outcomes with personality, and the language we use defines us.

## 4 / Be bold

We are confident. And when you look at our founders and track record, you'll agree that we have every right to be. That's not to say that there's any arrogance or ego involved, but it is important that we are always direct and to the point.

# AURA - Tone of Voice Guidelines

Simple sentence structures and no-nonsense language that's easy to understand and impossible to doubt.

## 5 / **Keep it simple**

Use straightforward, no-nonsense language to get our point across with the most impact.

Write in the active voice, and keep sentence structures simple.

Sentences should be long enough to provide the relevant information, but always short enough to get people to read them in the first place.

In fact, they work best when you mix them up and use clear punctuation. Commas and full stops, for example, will help our members understand where we want to direct their focus and attention.

Sometimes, there is a lot to say, but always look for ways to keep Aura's audience focused on what we want them to take in. And, if it's not clear the first time, rewrite it rather than add to it.

## 6 / **Our writing style**

We set our sights high and look to one another to adapt and adjust to new challenges. All across the globe, the power of loyalty and collaboration brings us closer to our colleagues, partners and communities.

Sometimes, there are challenges, but that's no reason to dwell on the doom and gloom. If it is bad news, clearly explain what's happened, what we've learned and what we're going to do as a result.

## 7 / **Use a human voice**

People are important to us, so it's equally important that we sound human.

A human tone of voice comes from using language in a simple, everyday manner. Nothing complicated or cluttered, just natural good conversation.

Using words to build rapport is key, so avoid bureaucratic language that makes us sound aloof. Jargon can also be at odds with a human tone if it excludes a wider audience, is clichéd or sounds pretentious. However, jargon is effective when it's simply the way your audience discuss your subject among themselves – feel free to use jargon, but only when it is understood and expected.

The key to writing with a human voice is to write as if you're speaking. Read it aloud, how does it feel? This will help your writing sound more like a person, and less like a corporation. This will also keep our message conversational rather than cold, as well as highlight any confusing parts.

## 8 / **Show character**

Inject a little emotion or personality into what we write.

Vivid language grabs attention and keeps our members involved, even when there is a lot to read.

We believe in ground breaking ideas and we know that nothing is beyond our grasp.

# Aura App



## Invite your friends

Give your friends and family \$5 to start investing with Aura. Once your invitee has made their first purchase, \$5 will be added to both accounts.



SHARE YOUR INVITE CODE 

[Referral Terms](#)

# Icon Style





## CONTACT

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## MARKETING ASSETS

<https://aura.club/marketing/>

## Leading brands with Aura.

