



Brand Guidelines

1. Brand Introduction

1.1. Our Mission

At Aura Play, our mission is to merge cutting-edge technological power with human emotion and connection. We believe gaming is a universal art form and strive to create hardware and experiences that are deeply immersive, elegantly simple, and socially connected.

1.2. Our Vision

To be the leading interactive entertainment brand that redefines the relationship between players and technology, making state-of-the-art gaming experiences accessible and inspiring for everyone.

1.3. Our Values

- ▶ **Innovation with Purpose:** Technology in service of the experience.
- ▶ **Elegance and Simplicity:** Beauty in design and clarity in function.
- ▶ **Human Connection:** Gaming is about sharing, creating, and laughing together.
- ▶ **Sustainability:** Responsible innovation for the planet.

1.4. Target Audience

The Immersives

(25-40 years old): Seek deep narrative experiences and design that complements their lifestyle.

The Connectors

(16-25 years old): Live for competition and online socialization. They value performance and social features.

Creative Families

(30-45 years old): Look for a unified, creative, and safe entertainment platform for everyone at home.

1.5. Voice and Tone

Clear and Direct:

Avoids unnecessary technical jargon.

Inspiring and Optimistic:

Appeals to emotion and possibility.

Accessible and Friendly:

Like a friend recommending the best technology.

Sophisticated, Not Pretentious:

Knows its worth but doesn't show off.

Tone Example:

No: "Our console features a 16-teraflop GPU and 16 GB of GDDR6 RAM."

Yes: "Immerse yourself in stunningly beautiful worlds and experience adventures with a smoothness that makes you forget you're even gaming."



2. Visual Identity

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2.1. The Logo



2.1.1. Logo Construction

- ▶ The Aura Play logo consists of a symbol (icon) and the word "AURA PLAY" (wordmark). They are designed to work in perfect harmony but can also function independently.
- ▶ **Symbol (Icon):** It represents the fusion of a "play" triangle (drive, start, action) with an aura effect (energy, expansion, immersion). Its geometric and fluid shape conveys dynamism and advanced technology.
- ▶ **Wordmark:** It uses the ROCKETWILDNESS in its Regular & Semi Bold weight. Its geometric structure and all-capitals form convey strength and modernity.



2.1.2. Official Versions

Primary Version (In Color): Symbol and AURA Word with gradient + Play in Carbon Black



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White Version: For dark or colored backgrounds.



Symbol Only Version: To be used when the brand is already well-established (e.g., favicon, merchandise).





2.1.3. Incorrect Logo Usage

Distort or stretch the logo.
Or Change the official colors.



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Add effects like shadows, embossing, or outlines that are not specified.

Or Place the logo on complex or low-contrast backgrounds.



Rotate the Symbol



3.

Typography

To ensure consistency across all communications, we use the variable-weight typeface family Aspekta for its legibility, versatility, and modern geometry, which complements our logo.

Aspekta

Aa

Headings (H1, H2, H3): Aspekta 700 / 600

Used for high-impact titles. Conveys authority and modernity.

abdefghi abdefghi
jklmnopqr jklmnopqr
stuvwxyz stuvwxyz

Body Text and Subtitles: Aspekta 500 / 300

For long paragraphs and information. Optimized for on-screen reading.

A t et velesequae prem sit, sed ercimagnatus
nostrum quant ea dit landes ius, quiant ute dolesti
to ex et volore re possin re dollignis .

Modionseque voluptin nis nia ipsam quo et omnis
vita atium facculliqui quatquo essitatati rem lacessi
maionem odiscip sapiciu sciliqu atibusc iatur.

Buttons and CTAs: Aspekta 550

Used to create contrast and hierarchy for important actions.

Contact Us

4. Color Palette

Our palette is modern, vibrant, and reliable. It defines our digital and emotional personality.

<p>Electric Blue</p> <p>CMYK 100, 60, 0, 0</p> <p>RGB 0, 102, 255</p> <p>HEX #0066FF</p> <p>Pantone PMS 285 C</p>	<p>Sapphire</p> <p>CMYK 100, 60, 0, 25</p> <p>RGB 0, 77, 192</p> <p>HEX #004DC0</p> <p>Pantone PMS 286 C</p>	<p>Neo Cyan</p> <p>CMYK 60, 0, 20, 0</p> <p>RGB 0, 255, 255</p> <p>HEX #00FFFF</p> <p>Pantone PMS 319 C</p>
<p>Light Gray</p> <p>CMYK 0, 0, 0, 7</p> <p>RGB 238, 238, 238</p> <p>HEX #EEEEEE</p> <p>Pantone -----</p>	<p>Carbon Black</p> <p>CMYK 0, 0, 0, 100</p> <p>RGB 17, 17, 17</p> <p>HEX #111111</p> <p>Pantone PMS Black 6 C</p>	<p>Gradient</p> <p>HEX #0066FF</p> <p>#00FFFF</p>

Official Gradient: Electric Blue (#0066FF) -> Neo Cyan (#00FFFF). It is used exclusively on the logo symbol and as a graphic accent in interfaces and marketing materials.

5. Brand Applications





An overview

This manual is the bible of Aura Play's identity. Its consistent application across all customer touchpoints is crucial for building a strong, recognizable, and trustworthy brand. Any deviation from these guidelines must be approved by the Aura Play Marketing Department.

For inquiries regarding this manual, please contact:
Brand & Design Department | Aura Play

Note: Conceptual project without official affiliation |
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