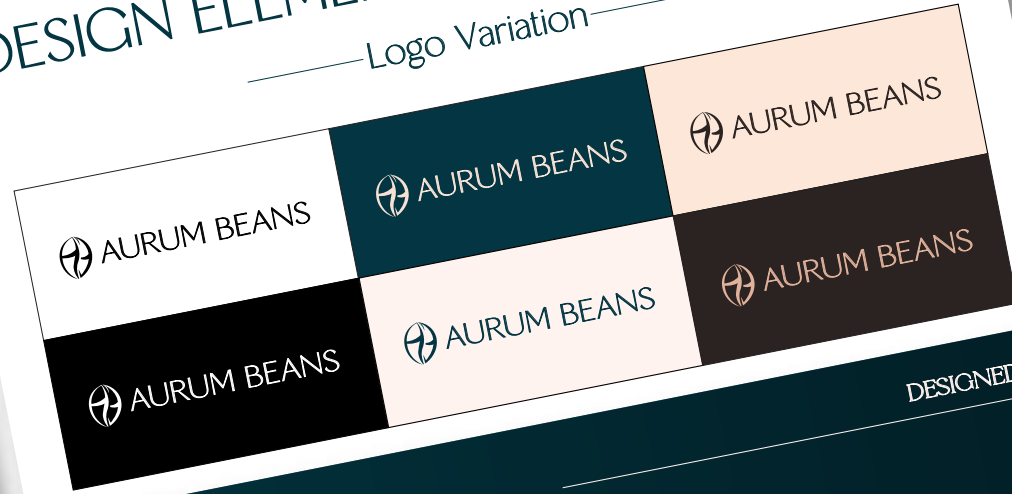


DESIGN ELEMENTS

Logo Variation



DESIGN ELEMENTS

Social Media

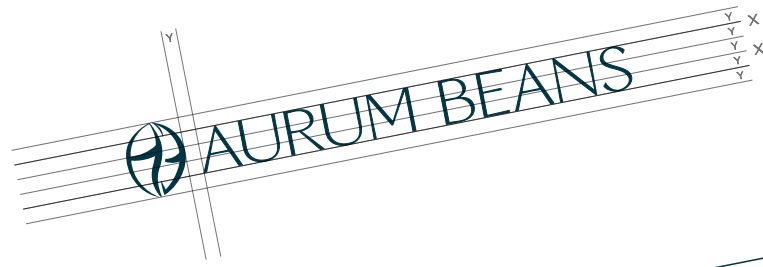
- Profile picture: 180 x 180 px
- Profile picture: 110 x 110 px
- Profile picture: 400 x 400 px
- Profile picture: 400 x 400 px

Website

- Header: Min: 200 x 50 px, Max: 400 x 100 px
- Footer: Min: 150 x 30 px, Max: 300 x 75 px
- Favicon: Min: 16 x 16 px, Max: 96 x 96 px
- Retina: Min: 400 x 100 px, Max: 800 x 200 px

DESIGN ELEMENTS

Clear Space

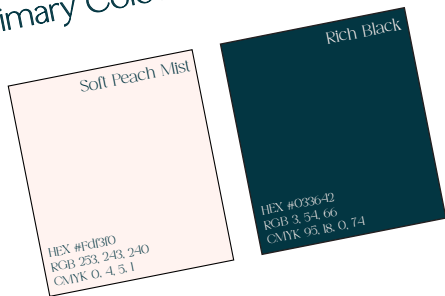


Brand Guidelines

DESIGNED BY MALIHA NASIR

A LITTLE LUXURY IN EVERY CUP

Primary Colours



Secondary Colours



DESIGN ELEMENTS

Iconography



Pattern



Media Posts

Social Media

General Terms
Merchandise
Trade Dress

Terms &

Brand Guidelines

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	Our Mission	Our Team

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Our Story
Our Mission
Our Values
Our Team



About
US

ABOUT US

Our Story

Aurum Beans was born out of a passion for great-tasting coffee and a desire to make a positive impact on the environment. Our journey began with a simple yet ambitious goal: to craft unique, high-quality coffee blends that inspire and energize. Today, we're proud to be a part of a community that shares our values and passion for sustainable coffee.

Our Mission

Our mission is to fuel our customers' passions and pursuits with great-tasting, sustainable coffee. We're dedicated to sourcing and roasting only the finest coffee beans, while promoting eco-friendly practices throughout our supply

Our Values

- Quality
- Sustainability
- Innovation
- Devotion
- Community

Our Team

Our team is comprised of passionate coffee enthusiasts who share our vision for a more sustainable coffee industry. From our expert roasters to our dedicated customer service team, we're all committed to delivering an exceptional experience for our customers.

Primary Logo

Logomark

Clear space

Logo variation

Logo sizes

Don'ts



Logo

DESIGN ELEMENTS

Primary Logo



Logomark



DESIGN ELEMENTS

Clear Space



DESIGN ELEMENTS

Logo Variation

 AURUM BEANS

 AURUM BEANS

 AURUM BEANS

 AURUM BEANS

 AURUM BEANS

 AURUM BEANS

DESIGN ELEMENTS

Logo Sizes

Social Media



Profile picture: 180 x 180 px



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Footer:

Min: 150 x 30 px

Max: 300 x 75 px

Retina:

Min: 400 x 100 px

Max: 800 x 200 px

DESIGN ELEMENTS

Don'ts



The text "AURUM BEANS" in a dark teal, sans-serif font. A red diagonal line is drawn across the text.

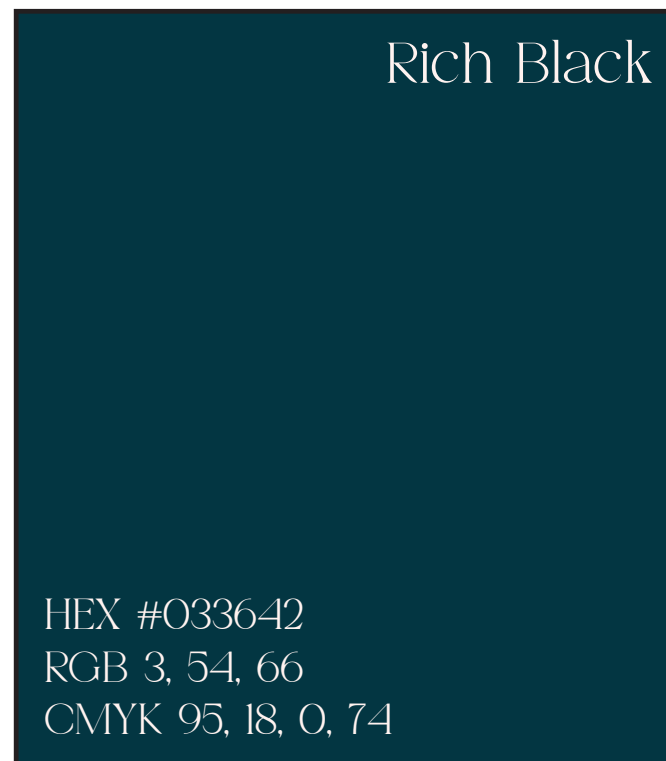


Primary Colours
Secondary Colours

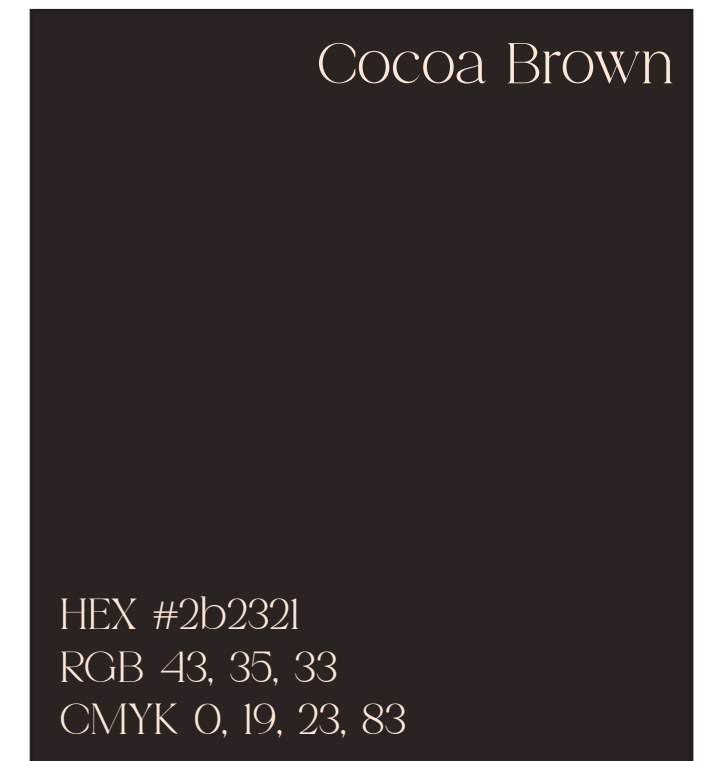
Colours

DESIGN ELEMENTS

Primary Colours



Secondary Colours



Primary Text

Secondary Text

Typeface

DESIGN ELEMENTS

Primary Text

Typeface

Cairo

Font

Light Regular Bold *Italic*

Heading

Lorem Ipsum

Text

A quick brown fox jumps
over a lazy dog.

Symbols

@ # \$ % ^ & *

DESIGN ELEMENTS

Secondary Text

Typeface

Century Gothic

Font

Light Regular **Bold** *Italic*

Heading

Lorem Ipsum

Text

A quick brown fox jumps
over a lazy dog.

Symbols

@ # \$ % ^ & *

Iconography
Pattern

Icons &
Visuals

DESIGN ELEMENTS

Iconography



DESIGN ELEMENTS

Visuals

Pattern



Social Media Posts



Social
Media

MERCHANDISE

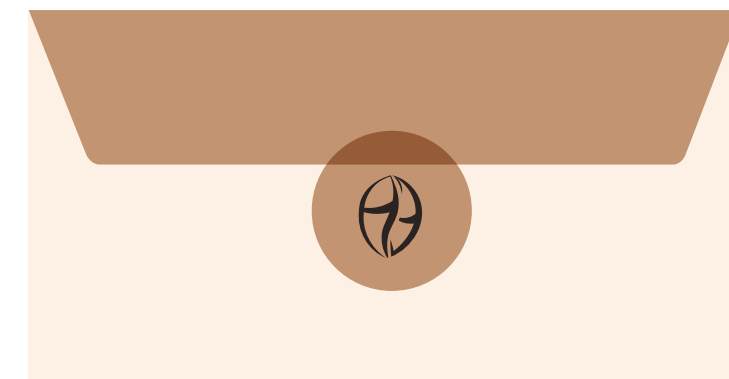
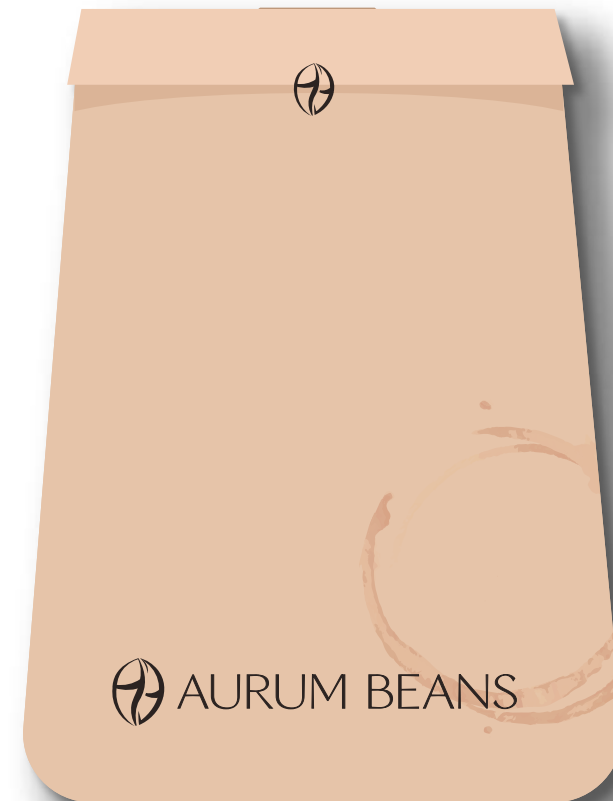
Social Media Posts



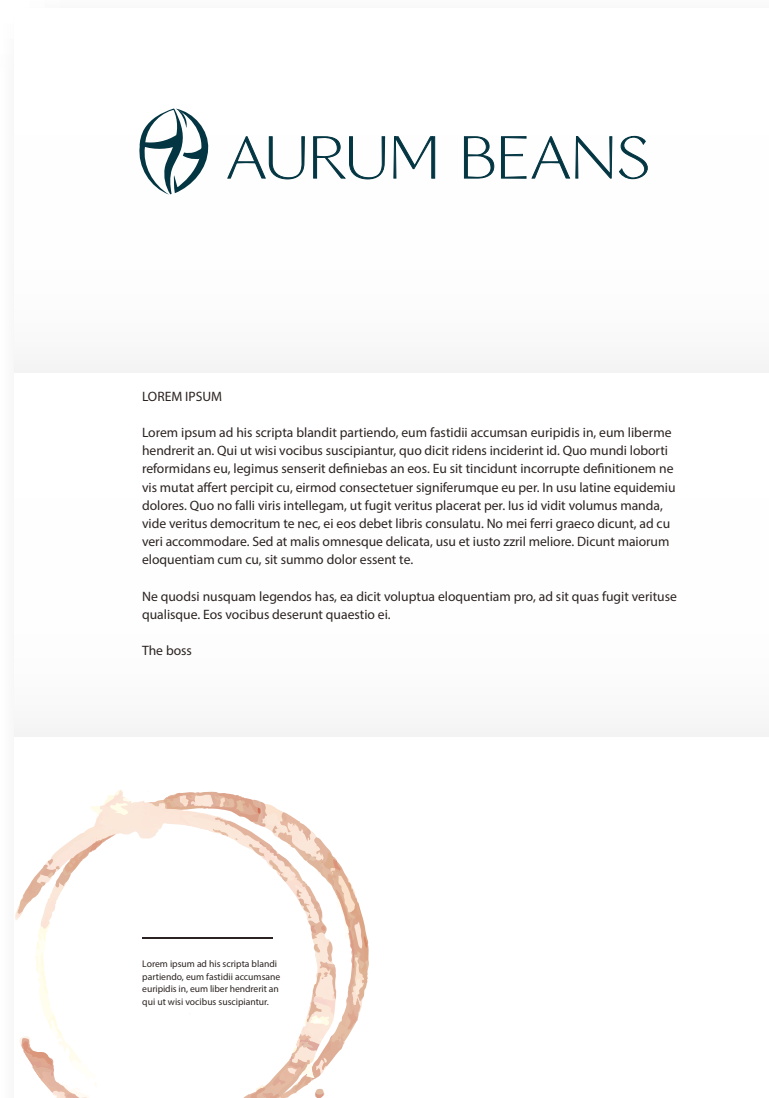
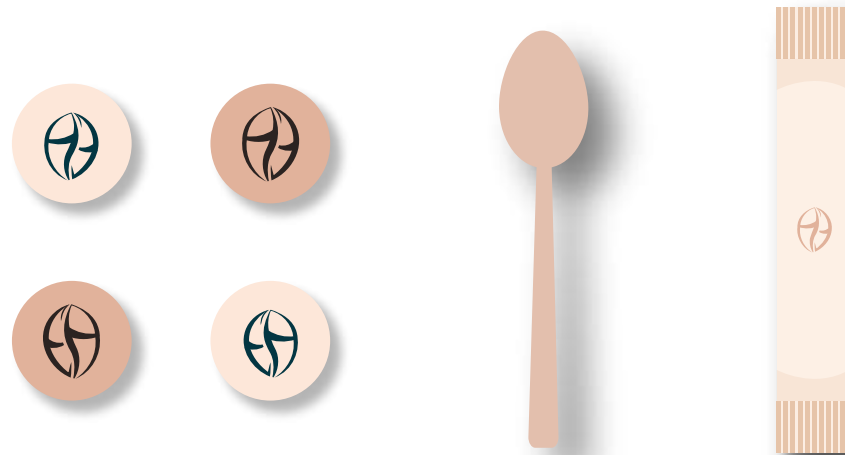
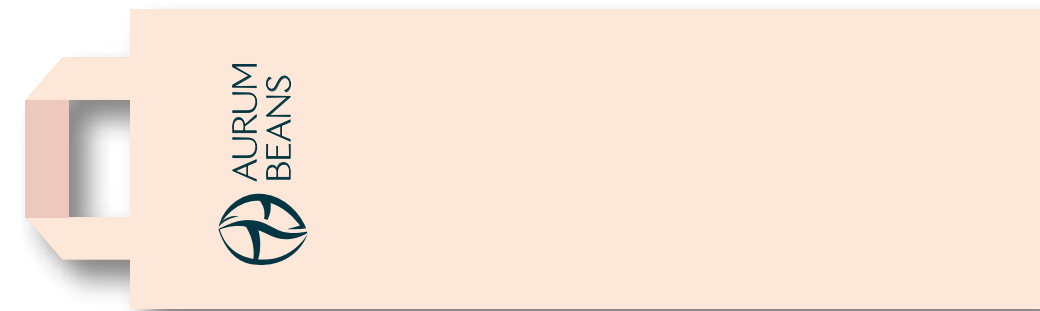
Merchandise

Stationary

MERCHANDISE



MERCHANDISE



Branding on products

Mockups

BRANDING

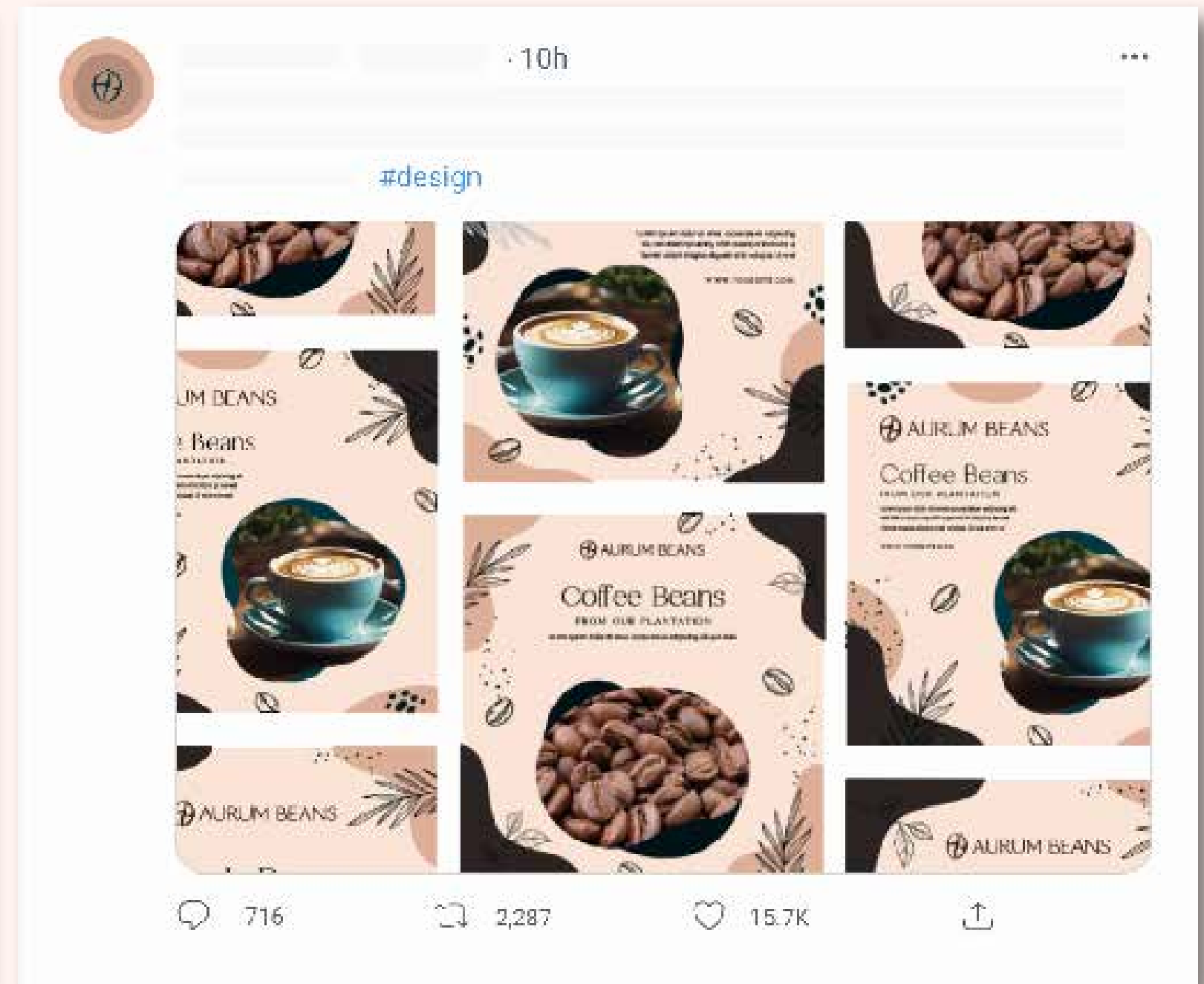
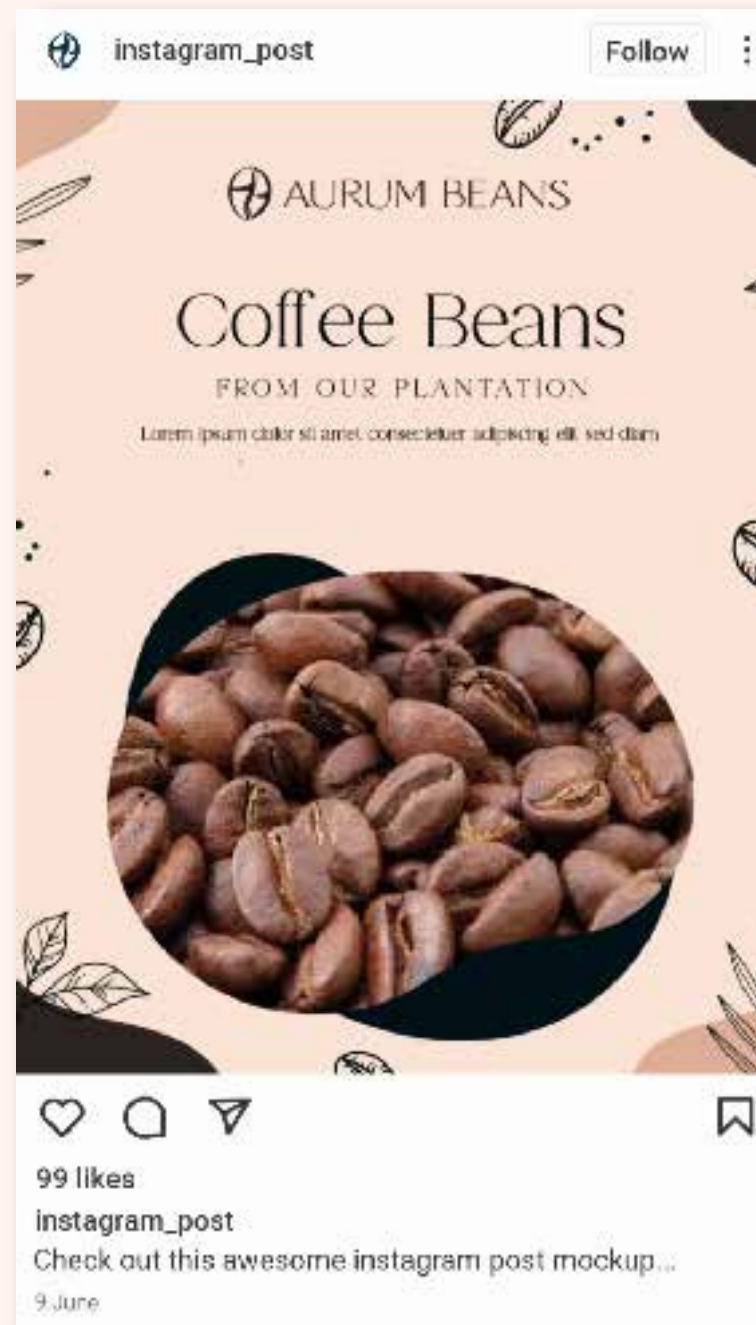


Digital Branding



Digital
Apps

BRANDING



General Terms
Merchandise
Trade Dress



Terms & Conditions

TERMS & CONDITIONS

General Terms

- Governs website, social media, and online platforms.
- Users agree to Terms by accessing platforms.
- Aurum Beans reserves right to modify Terms.

Merchandise

- Protected by intellectual property laws.
- No unauthorized creation/sale of merchandise.
- Explicit permission required.

Trade Dress

- No substantially similar products.
- Aurum Beans reserves right to take action.