

∞ aurvana

Brand Guidelines



Logo System

Horizontal lockup

∞ aurvana

∞ aurvana

Stacked version

∞
aurvana

Symbol

∞

Simplification

∞
a

Custom Typography Refinement



The Aurvana wordmark has been carefully refined through custom vector adjustments, optical spacing and letterform modifications to create a more distinctive and balanced identity system.

aurvana





continuity

infinity

flow

connection

Symbol Philosophy

Built from a continuous flowing structure inspired by infinity, connection and scalability across all Aurvana divisions.

Sub Brand System

av aurvanagroup

av aurvana
Leasing

Sub Brand System

av aurvana
creative

av aurvana
wellness suites

Color Palette

RGB
58/58/58

RGB
184/184/180

RGB
0/94/85

RGB
244/229/215

CMYK
67%|58%|55%|61%

CMYK
31%|23%|26%|4%

CMYK
89%|36%|52%|34%

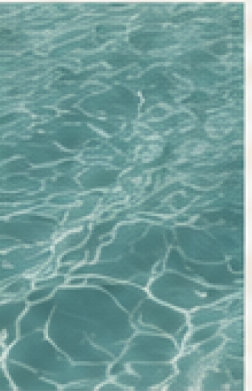
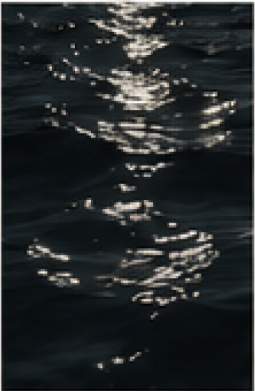
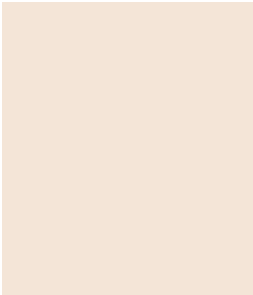
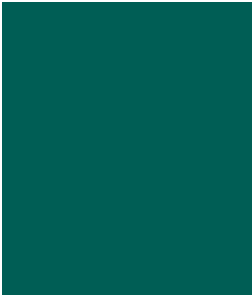
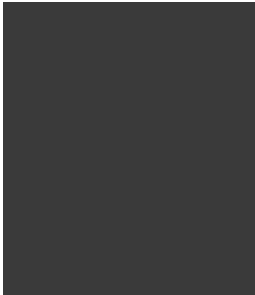
CMYK
4%|11%|17%|0%

#3a3a3a

#b8b8b4

#005e55

#f4e5d7



RGB
211/82/17

CMYK
12%|78%|100%|2%

#d35211



Incorrect Uses

Do not
Stretch

 aurvana

Do not
Change color randomly

 aurvana

Do not
Add Effects

 **aurvana**

Do not
Alter Spacing

aurvana

Do not
Outline

 aurvana

Do not
Rotate

 aurvana

Consistency builds recognition.

To preserve consistency and brand recognition, the Aurvana identity should always be used correctly and without alteration.



 aurvanagroup

 aurvana
Leasing

 aurvana
creative

 aurvana
wellness suites