



DIGITAL MARKETING

logo



Fonts:

rez

LEMON/MILK

RGB

R: 236
G: 34
B: 39

R: 254
G: 223
B: 0

R: 4
G: 165
B: 79

R: 64
G: 100
B: 175

R: 237
G: 35
B: 122

R: 204
G: 204
B: 203

CMYK

C: 0.39
M: 98.83
Y: 96.88
K: 0

C: 1.95
M: 7.81
Y: 9.22
K: 0

C: 82.81
M: 7.03
Y: 96.09
K: 0.39

C: 82.03
M: 64.450
Y: 0
K: 0

C: 0
M: 96.48
Y: 20.31
K: 0

C: 19
M: 15
Y: 16
K: 0

The Aura logo uses the font “Rez” font as it allows for us to work with the curves of the symbol in the logo. “Lemon Milk” is a bold San Serif Font that breaks with the modern look of the Rez font while still providing rounded letters that align with the curves of the symbol

The symbol is that of a Yogi. We blended the letter U in such a way that you can still read the word but also see the Yogi in a spiritual pose. The arrow is showing direction. It connects to our mission which is to use the business aura color to determine marketing direction.

logo variations



description

AURA DIGITAL MARKETING



Dear Valued Client,

A letterhead refers to the heading at the top of a sheet of letter paper. It usually consists of a name and an address, or a logo. This often appears in letters created by companies and individuals for communicating messages, whether it's within the team, business partners, or with clients.

Letterheads are important branding tools as well, as they are sent out to a wide audience. They can set the tone for messages while showcasing your company's expertise and professionalism. This makes it important for you to create a letterhead that captures your brand's identity while presenting important details. It helps to create a template that you can use for different occasions, from inter-office memos to customer correspondences.

Kind regards,

C.E.O OF AURA, STEPHANIE JOST

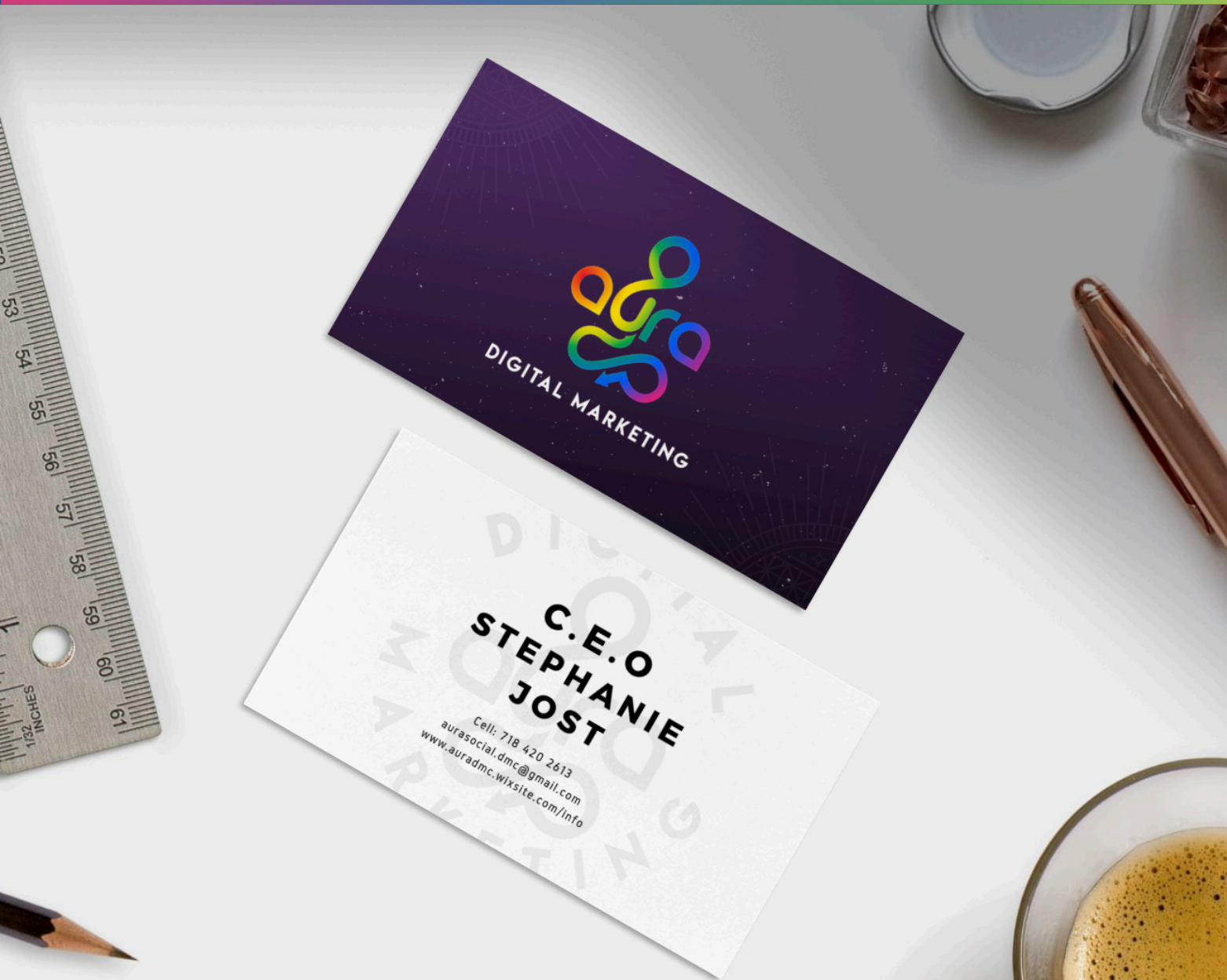
EMAIL: AURADMC.WIXSITE.COM/INFO
MOBILE: 718 420 2613
ADDRESS: 290 ST MARKS PL, STATEN ISLAND NY 10301

Aura Digital Marketing is a VE firm specializing in social media marketing. Aura develops social media marketing strategies by way of competitive analysis, improving SEO, content creation and post analytics. Our process is what sets us apart from our competition. We provide a survey to potential clients and use their response to determine the color of their business aura. We then use this color as the focus on how best to represent them to and attract their target market. Weekly analytics help to determine market strategy strengths and weakness as well allows for timely adjustments when necessary.

MISSION STATEMENT:

Our mission is to create tangible feelings in the minds of consumers by exploring a company's aura and using it to attract their target market. We celebrate self expression and do our best to help your business glow.

business card



Our business card was designed with 2 variations of our Logo. This is intentional as we want to be sure that our brand variations are recognizable regardless of which we use.

The gradient in the logo works well in both white and dark backgrounds so using the purple galactic background complements the colors in the logo and allows the logo to stand out on the back. The front of the card features a tinted logo that is subtle but visible without drawing the eyes away from the content.

applications

