

Aurum Private Wealth

About the brand.

Aurum is 'gold' in the latin language. Aurum is positioned in the Asian market, aimed at high-net worth individuals.

Aurum Private Wealth Logo



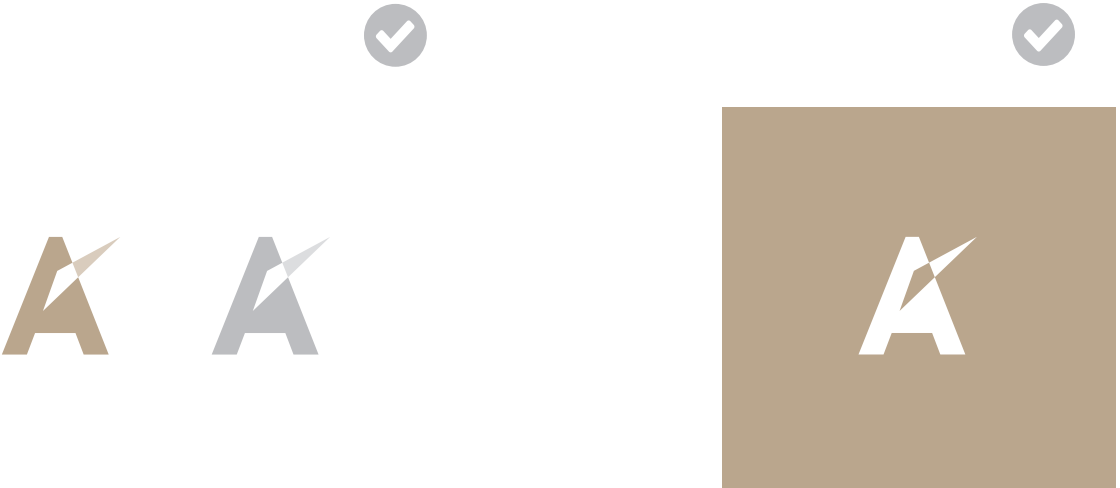
Attention

Use of any stylized, animated, hand drawn or other versions of an inofficial logo is not permitted. This undermines the logo system.

Aurum Private Wealth Logo Usage



Aurum Assets



Typography

Aa

AaBbCcDd EeFfGg
HhIi0123456789

Didot

Typography plays an important part in communicating an overall tone and quality of the brand.

Content Text and Headlines

Didot

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789

Didot Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789**

Primary Typeface Weights

Headline Text

Aurum

Didot
30 pt Type / 26 Leading

Body Text

Example of body text.

Avenir 45 Book
8.5 pt Type / 12 Leading

Caption Text

Source: Aurum

Avenir 55 Roman
7 pt Type / 10 Leading

Typography

Aa

AaBbCcDd EeFfGg
HhIi0123456789

Avenir

Is a secondary typeface for Aurum is Avenir.

Primary Typeface Weights

Avenir 45

Vit moluptatem de dolorer
feriate mporeptiorat magnati
officab inihilla vollanditiae es
andam quae sum as eiuriorum
cusae. Apid magnim quam
autatus daepero totatum.

Avenir Heavy

**Vit moluptatem de dolorer
feriate mporeptiorat
magnati officab inihilla
vollanditiae es andam quae
sum as eiuriorum cusae.
Apid magnim quam autatus
daepero totatum.**

Avenir Light

Vit moluptatem de dolorer
feriate mporeptiorat magnati
officab inihilla vollanditiae es
andam quae sum as eiuriorum
cusae. Apid magnim quam
autatus daepero totatum.

Secondary Typeface Weights

Avenir Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,;:_*"")

Avenir Heavy

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,;:_*"")**

Avenir 45

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,;:_*"")

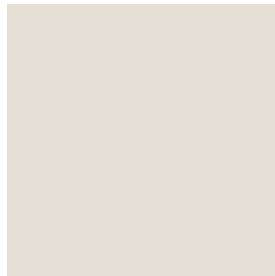
Colour Palette

Primary Colours



Gold

CMYK 28 32 45 0
RGB 187 166 141
HEX #bba68d



Light Grey

CMYK 21 5 12 0
RGB 199 221 220
HEX #c7dddc



White

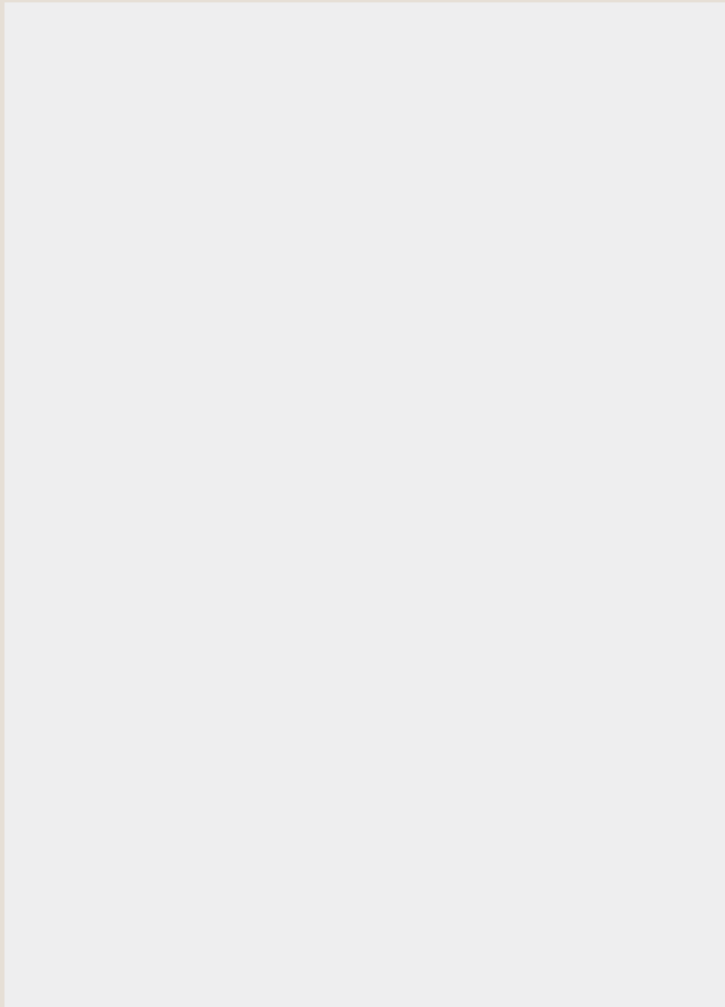
CMYK 0 0 0 0
RGB 255 255 255
HEX #ffffff



Dark Grey

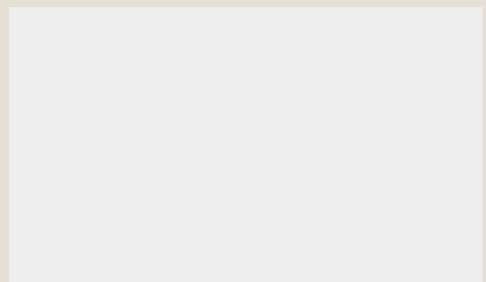
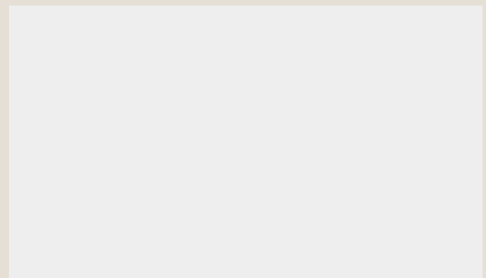
CMYK 00 00 00 70
RGB 109 110 113
HEX #6d6e71

Letterhead and Business Cards



Business Card Parameter

Card Dimensions
85 x 55 mm
Paper Weight
260 gram white
Print Color Format
CMYK



Letterhead Parameter

Card Dimensions
297 x 210 mm

Paper Weight
120 gram white

Print Color Format
CMYK

