



# BRAND GUIDELINES

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STONE & VOICE

**STONE & VOICE**

STONE & VOICE



# THOUGHTFUL BOLD COLLABORATIVE

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ONE

**Your voice is your brand's personality.**

The defining traits of your brand make up who you are and what you sound like. When used consistently, your voice shapes the way you talk to your stakeholders, making your communications recognizable and uniquely you.

TWO

**Tone is the emotion or attitude of your writing.**

While a brand voice is consistent across all your writing, the tone may shift to accommodate different situations and scenarios. For instance, your tone may be more casual on social media than it would be on an annual report.

THREE

**Guidelines for tone and voice.**

A tone and voice guide helps to establish the qualities and traits of your brand's communications and builds consistency across your brand's touchpoints.

ONE

**Many writers  
one brand.**

The role of digital writing is by nature decentralized, with responsibilities shared between many different content authors, in many different places. An established tone and voice can bring unity to a decentralized brand.

TWO

**Consistency  
is memorable.**

Think of how your favourite brands express themselves. They don't use default text — they've created a memorable voice to fit their identity and culture. And they made this ubiquitous.

THREE

**Avoid the blah.**

Tone and voice guidelines help establish professionalism and personality without drifting into an abyss of uninteresting and boring writing.

**ONE**

**Let the medium  
guide you.**

Is this a newsletter or a tweet? Content for the software page or promotional material? Our tone should adapt to suit the medium while still remaining true to our voice.

**TWO**

**Context matters.**

What's our relationship with the reader? What are our communication goals? If we're preparing an Investor Deck, our tone is more knowledgeable and formal; if we're writing for social media, we're more approachable and casual.

**THREE**

**Write for the reader.**

Communications are a conversation, so we make sure not to dominate by only talking about ourselves. Our language focuses on our purpose and the benefits our solutions can have to our readers.

WE ARE

# Thoughtful

We are experts in our industry. We build trust by taking an empathetic and purposeful approach to business and to understanding our client's needs.

NOT ENOUGH

JUST RIGHT

TOO MUCH

Cold

Empathetic

Patronizing

Unreliable

Trustworthy

Naive

Rigid

Iterative

Rushed

Careless

Deliberate

Formulaic

WE ARE

# Bold

We're ambitious. We approach all obstacles with creativity and imagination, relentlessly seeking solutions that redefine what it means to be innovative.

NOT ENOUGH

JUST RIGHT

TOO MUCH

Boring

Imaginative

Lofty

Timid

Confident

Arrogant

Stagnant

Ambitious

Unrealistic

Traditional

Innovative

Utopian

WE ARE

# Collaborative

Teamwork and open dialogue are in our DNA. We thrive on courageous perspectives, and our enthusiasm is reflected in the tailored solutions we create for our clients.

NOT ENOUGH

JUST RIGHT

TOO MUCH

Closed Off

Approachable

Overbearing

Siloed

Open

Unfocused

Checked Out

Engaged

Obsessed

Exclusive

Accessible

Overextended



# THOUGHTFUL

## QUICK CHECK:

- Have we considered our audience's or client's perspective?
- Does this communication come across as a genuine and industry informed?
- Does this foster trust with our audience?
- Do our recommendations come from a place of experience and knowledge?

## LESS LIKE THIS



Here at Aura, our team of developers combines service with technology to anticipate your needs, even before you do. Our software conducts a quick analysis of your work environment, and creates a layout plan based on our expert, predetermined formula, so you can get back to work faster.

## MORE LIKE THIS



Aura combines data and software with years of expertise to provide you with simple, deliberate, and flexible solutions to support your workspace. Our team of experts work closely with you to design a work environment tailored to the needs of your employees and your business, allowing your team to thrive.

# BOLD

## QUICK CHECK:

- Do we sound confident in our message?
- Are our ideas and opinions aspirational?
- Are we showcasing our imagination and creativity?
- Does our copy inspire others?

## LESS LIKE THIS



Here at Aura, our team has spent years struggling through common challenges found in the workspace management industry. There are many solutions available, but Aura is one of the best ways for you to optimize your workspace. In these uncertain times, Aura can still help you solve many of your problems today.

## MORE LIKE THIS



Imagine an office environment where workers see coming into the office as an opportunity and not an obligation. At Aura, we're creating the most innovative, digital workspace management experience on the market, so you can continue to inspire innovation and growth for your company and your staff.

# COLLABORATIVE

## QUICK CHECK:

- Is our tone friendly?
- Do we sound approachable?
- Does this message emphasize our commitment to fostering partnerships?
- Is this content informed by diverse perspectives?
- Does our messaging emphasize solutions over silos?

## LESS LIKE THIS



At Aura, we've spent years solving the industry's challenges. As experts in office management solutions, we know what's best for you. By implementing every piece of our industry-leading solutions, you can revolutionize your operations and partner with a market leading innovator like us.

## MORE LIKE THIS



Whether your office is built for less than 50 employees or over 100, the team at Aura is ready to learn about your unique workspace challenges and find a solution not just for you but with you. Diverse perspectives are the foundation of our holistic approach to designing truly tailored workspace solutions.

— **TONE & VOICE** • USING THE RIGHT TONE

The tone you choose to write with depends on many different factors.

When determining the right tone for a piece of content, consider the audience that will read it, the type of platform or media that it will be displayed in, its purpose, and the context or situation.

Try and put yourself in the shoes of your reader. For example, if you're crafting a company factsheet, think about how a reader might come across your work. What might they be expecting or looking for? What are they looking to get out of reading your work?

|                 |   |
|-----------------|---|
| <b>AUDIENCE</b> | <b>Who's going to read it?</b><br>(e.g. Business Leaders)   |
| <b>PLATFORM</b> | <b>Where are they going to read it?</b><br>(e.g. Our website or social media, laptop or mobile)   |
| <b>PURPOSE</b>  | <b>Why are they reading it?</b><br>(e.g. To learn how to manage the needs of their business and their employees.)                                   |
| <b>CONTEXT</b>  | <b>What situation or context might someone be in when reading your work?</b><br>(e.g. Managing the uncertainty of a constantly evolving workspace.) |

# TIPS FOR SUCCESS

## ONE

### Avoid Silos

A critical part of Aura's offering is its unique combination of data, technology, and people expertise. At all times, we should emphasize that Aura approaches solutions from a holistic perspective, and that imagination, creativity, and collaboration are crucial for success.

## TWO

### Be ambitious, but not arrogant

We know the value that we bring to our clients, and truly believe in the technology that supports our industry-leading platform. It is crucial that Aura positions itself as both imaginative and realistic. Our clients need solutions that push boundaries, but also solutions that show resilience in the face of workspace evolution.

## THREE

### Balance expertise with innovation

When communicating our expertise and industry-leading platform, it's important to keep our deliberate and empathetic approach front and centre. Over emphasis on our expertise can connote rigidity, while over emphasis on innovation can make the brand feel rushed and not trustworthy.

## FOUR

### Live the brand

At the end of the day, the most powerful pieces of content come from organizations whose actions live up to their brand promise. Familiarize yourself with Aura's core brand principles and use them as a guide for all decisions, actions, and communications.



LOGO USAGE

**LOGO USAGE**

LOGO USAGE



## — LOGO USAGE

**The logotype is a central element in Aura's visual communications system. A visual shorthand, which identifies the company and embodies its activities, achievements, and goals.**

SECTION 1  
LOGOTYPE

SECTION 2  
COLOURS

SECTION 3  
TAGLINE

SECTION 4  
NO TAGLINE



## LOGO USAGE • LOGOTYPE

The logotype is a central element in Aura's visual communications system and is comprised of three elements: The logomark, the wordmark, and the tagline.

The logomark can be used on its own, in various creative ways.

The wordmark is never used without the logomark.

The tagline can be reproduced in the brand typeface (Raleway) in various creative ways, however, within the logo context it should not be altered in anyway and always be used with the logomark and wordmark combined.

### LOGOTYPE



### BREAKDOWN





## LOGO USAGE • COLOURS

When using the Aura logo on different background colours, we have three scenarios to consider.

On light backgrounds, the Aura logo should be displayed in Deep Blue.

On dark or highly saturated backgrounds, the Aura logo should be displayed in White.

On neutral backgrounds, the Aura logo should be displayed in either White or Deep Blue— we should be using whichever colour has the most contrast on its respective background.



## LOGO USAGE • TAGLINE

When using the Aura logo with its tagline, it's important to consider its legibility. The minimum size for using the Aura logo with its tagline is 72 px in height for digital applications and .75" in height for print.

That being said, there is no maximum in size for using the logo with its tagline.

The suggested use of the Aura logo with its tagline is when the marketing collateral will be of larger scale. Proposal covers, billboards, and any large scale collateral would be good examples of when to use the logo with its tagline.



MINIMUM SIZE FOR DIGITAL 72 PX

MINIMUM SIZE FOR PRINT .75 IN





## LOGO USAGE • NO TAGLINE

No tagline should be present in the logo if the respective application already has the tagline in it in some capacity.

Shown here is two cases when it should be used and when it should not.

The suggested use of the Aura logo without it's tagline is when the marketing collateral will be of smaller scale OR when it will be used repetitively. Small merchandise like pens and notepads, or repetitive uses like contracts would be good exmaples of when to use the logo without its tagline.





COLOUR USAGE

**COLOUR USAGE**

COLOUR USAGE



## — COLOUR USAGE

The colour palette and its proportional usage is an integral part of the Aura brand. It must be applied uniformly throughout print and web. To ensure consistency, the brand colours have been provided in many formats to be used for specific applications.

SECTION 1  
PALETTE

SECTION 2  
PROPORTIONS



## COLOUR USAGE • PALETTE

Hex & RGB colour codes are used for web and digital purposes. CMYK colour codes are used for offset or digital printing in full colour only. These include items such as: professional posters, brochures, and

business cards. PMS stands for Pantone Matching System, which is a consistent colour profile used for offset printing only.



### Baby Blue

HEX #8FD4F2  
 RGB 143 212 242  
 CMYK 41 12 0 5  
 PMS 636 C

### Carolina Blue

HEX #29A7DF  
 RGB 41 167 223  
 CMYK 82 25 0 13  
 PMS 298 C

### Deep Blue

HEX #254769  
 RGB 37 71 105  
 CMYK 65 32 0 59  
 PMS 2377 C

### Midnight Blue

HEX #272E3A  
 RGB 39 46 58  
 CMYK 33 21 0 77  
 PMS 2380 C

### Off Black

HEX 1A1919  
 RGB 26 25 25  
 CMYK 0 4 4 90  
 PMS 419 C

### Platinum

HEX #E7E7E7  
 RGB 231 231 231  
 CMYK 0 0 0 9  
 PMS COOL GRAY 1 C

### White

HEX #FFFFFF  
 RGB 255 255 255  
 CMYK 0 0 0 0  
 PMS N/A

## COLOUR USAGE • PROPORTIONS

**Midnight Blue** is the brand's primary colour, followed by **White** as the secondary colour. **Deep Blue** is used mainly as a tertiary colour for backgrounds, headers, subheaders, and subtitles on white backgrounds. **Off-black** is used solely for body copy on white backgrounds.

We use **Carolina Blue** for accents and very minor designs. It is intended to be used sparingly.

Finally, **Baby Blue** and **Platinum** are used to either emphasize or de-emphasize a design element.

30%

20%

15%

15%

10%

5%

5%



TYPOGRAPHY

**TYPOGRAPHY**

TYPOGRAPHY





## — TYPOGRAPHY

**Typography plays a pivotal role in the Aura brand. Using a range of headlines, subheaders, subtitles, and body copy allows us to create easily identifiable messaging that is clear from distraction.**

SECTION 1  
TYPEFACE

SECTION 2  
HIERARCHY

Aa

# Raleway

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&\*()?

## TYPEFACE DETAILS

Raleway is an elegant sans-serif typeface, designed in a single thin weight. It is a display face that features both old style and lining numerals, standard and discretionary ligatures, a pretty complete set of diacritics, as well as a stylistic alternate inspired by more geometric sans-serif typefaces than its neo-grotesque inspired default character set.

It is a display face and the download features both old style and lining numerals, standard and discretionary ligatures, a pretty complete set of diacritics, as well as a stylistic alternate inspired by more geometric sans-serif typefaces than its neo-grotesque inspired default character set.

— TYPOGRAPHY • HIERARCHY

Hierarchy of text is important in a design because it allows the reader to understand, at a glance, the order of importance of the information at hand.

This element is of equal importance to any other design element as it makes the information conveyed easier to read and to understand, guiding the reader from one piece of information to the next with visual ease.

Note: This slide is to showcase the font hierarchy and does not show all the potential sizes, to decide on a size the pt size should ideally be a multiple of 8.

|                  |                             |  |
|------------------|-----------------------------|--|
| H1               | SIZE 144 PT<br>LEADING 100% | <b>BUILD</b>   |
| H2               | SIZE 96 PT<br>LEADING 100%  | <b>Solutions</b>   |
| H3               | SIZE 72 PT<br>LEADING 100%  | <b>Brick &amp; Mortar</b>  |
| H4               | SIZE 48 PT<br>LEADING 120%  | <b>Tried, tested &amp; true</b>  |
| H5               | SIZE 36 PT<br>LEADING 120%  | <b>Delivering on time and budget</b>   |
| SUBTITLE: LARGE  | SIZE 24 PT<br>LEADING 100%  | <b>COMPLETE TURNKEY SOLUTIONS</b>  |
| SUBTITLE: MEDIUM | SIZE 18 PT<br>LEADING 100%  | <b>FOR YOUR UNIQUE NEEDS</b>   |
| SUBTITLE: SMALL  | SIZE 16 PT<br>LEADING 100%  | <b>DELIVERING DESIGN-BUILD SOLUTIONS FOR YOUR OFFICE</b>                       |
| BODY: LARGE      | SIZE 24 PT<br>LEADING 150%  | <b>Leader in workplace strategy &amp; office design</b>                        |
| BODY: SMALL      | SIZE 16 PT<br>LEADING 160%  | <b>Over 1K + unique design-build projects to successful clients in Canada.</b> |
| CAPTION          | SIZE 12 PT<br>LEADING 140%  | <b>AURA INTEGRATED EXPERIENCE</b>  |



IMAGERY

**IMAGERY**

IMAGERY



## — IMAGERY

**Imagery is a key component in defining the Aura brand. Selecting the right images can convey specific messages about Aura as an organization. This often occurs on an intangible level, building trust and confidence over time and repeated exposure.**



## IMAGERY • CONSIDERATIONS

Images should be selected carefully, with thought and purpose, and include the following characteristics:

### DYNAMIC OFFICE SETTINGS

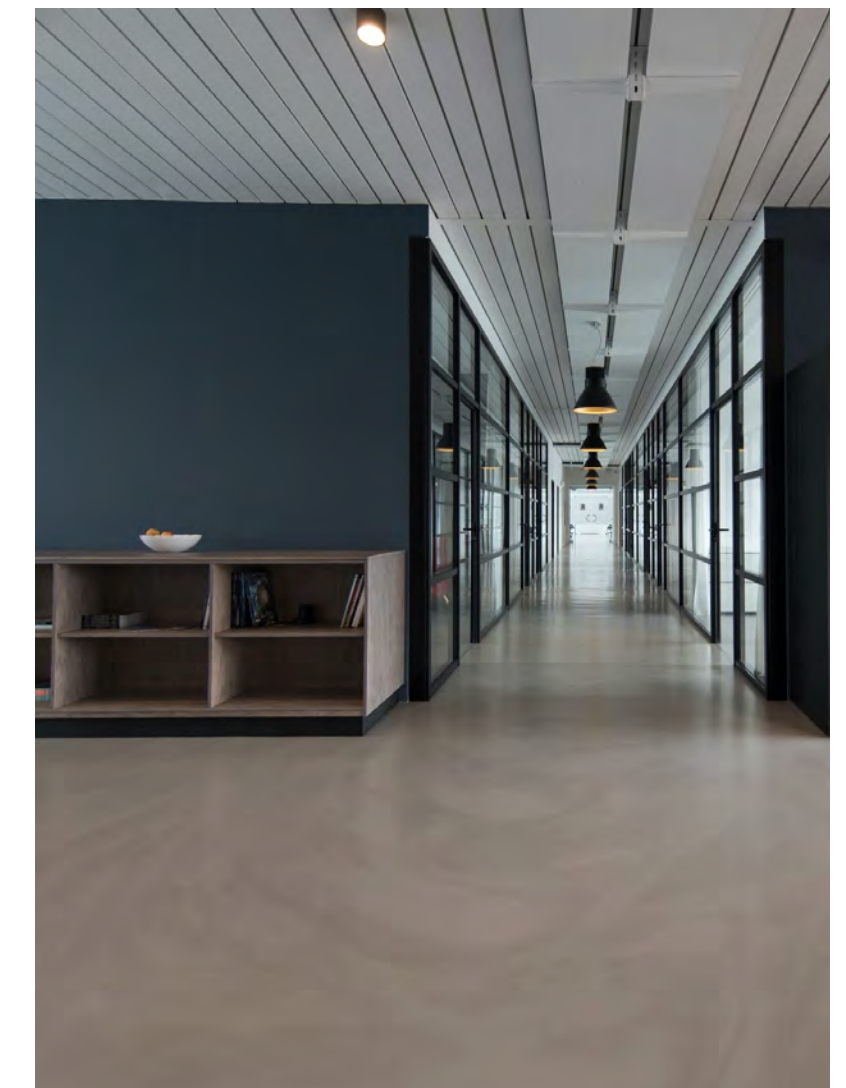
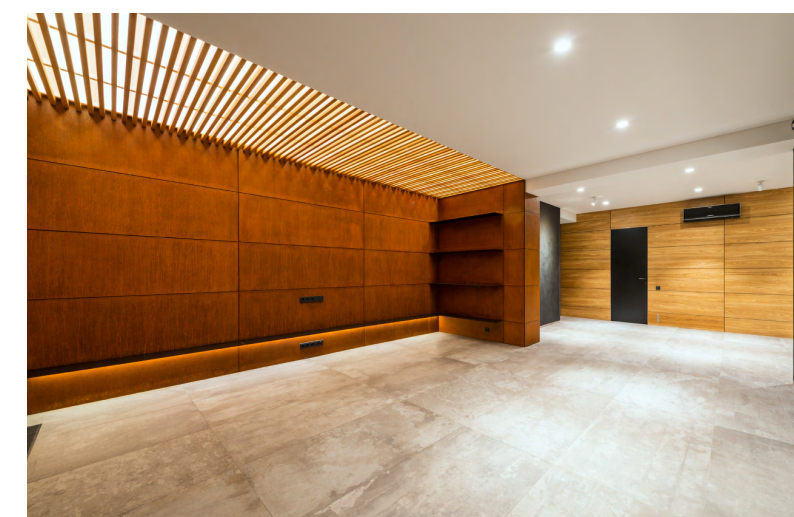
All images should be of dynamic office settings, showcasing the depth and range of Aura's experience.

### HIGH-END FINISHES

Imagery should highlight the high-end finishes Aura uses, conveying the superior quality of product and build Aura procures in its projects.

### MOOD-SET LIGHTING

The lighting in each image should capture the mood that the office embodies, thus elevating the Aura brand and its message.

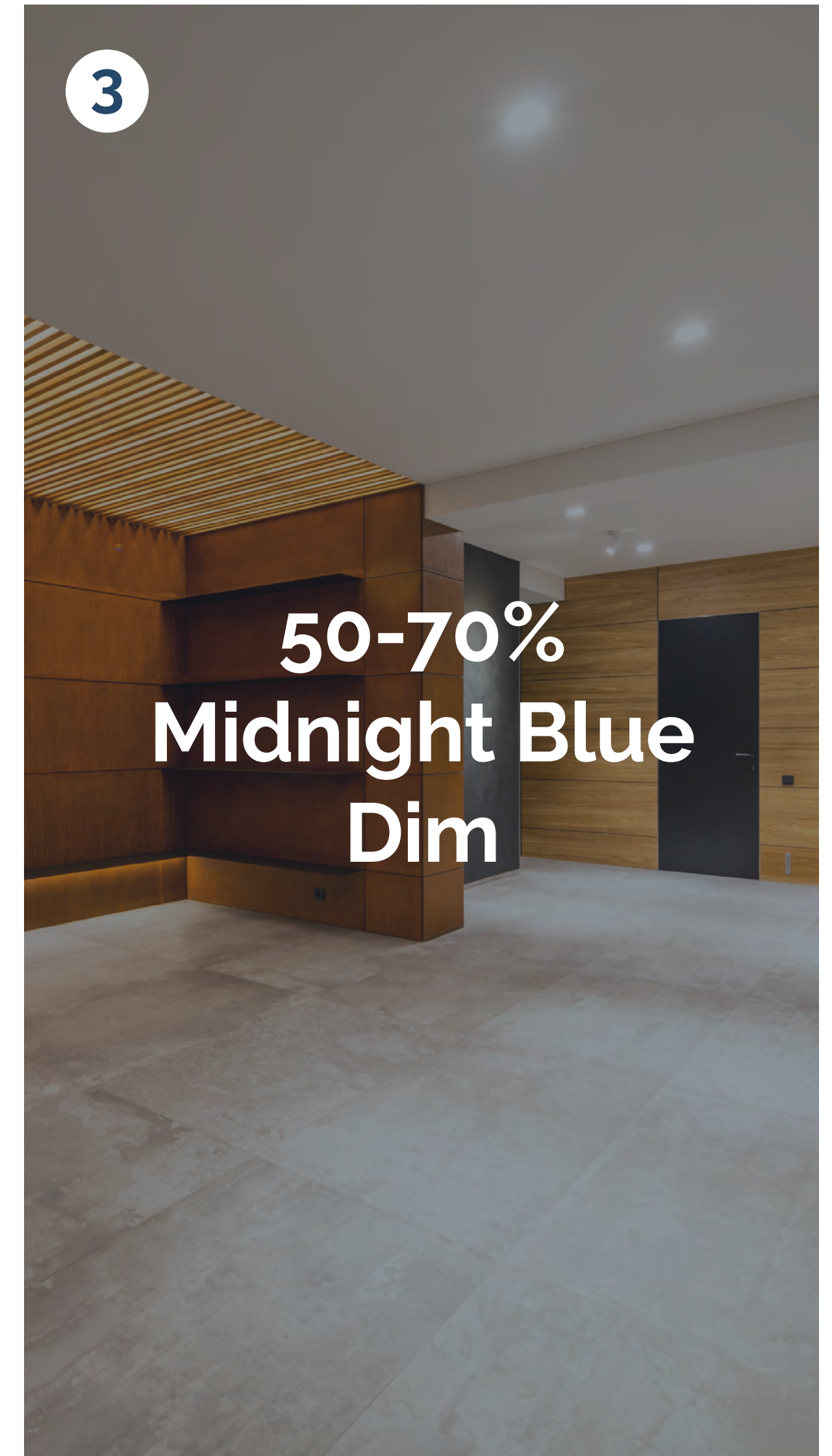




## IMAGERY • TREATMENT

There are three types of image treatments the Aura brand uses:

- 1 NO TREATMENT**  
Aura uses images that are untreated when capturing the spirit or emotion of a certain subject. Using the prospective clients images would be a good example of this.
- 2 GRAYSCALE**  
Grayscale images are used with team member bios and candid internal office shots. An internal office meeting would be a good example of this.
- 3 50-70% MIDNIGHT BLUE DIM**  
When placing text over an image, a slight dimming effect is used to give the text more prominence. The brand colour Midnight Blue is used, ranging from 50-70% opacity (at the designer's discretion) over top of the image. A cover page, social post, or advertisement would be a good example of where to use this.





# BRAND GUIDELINES