BRAND BOOK

Aurum Capital (sample)

“Built on counsel, not commerce.”

Project BRD-SAMPLE
Plan Professional (sample)
Issued 18 November 2026
Studio Grupo BMP — Brand Studio · Sharjah, UAE

01 — BRAND VOICE

How the brand speaks.

> *“Your firm speaks with the calm precision of a senior partner — deliberate, never showy, with the gravity of long-term stewardship.”*

Approved tagline candidates

01 Built on counsel, not commerce.

02 Where wealth meets institutional memory.

03 Quiet rigour, generational vision.

04 The standard, refined.

05 Aurum. The discipline of patient capital.

02 — COLOUR SYSTEM

The visual signature.

These hex values are the single source of truth for digital and print. Use them in CSS variables, design tokens and print spec sheets.

Primary
#0F2538
background

Secondary
#1B3556
surface

Accent
#C9A65B
cta

Neutral Light
#F4F1EA
background

Neutral Dark
#0A1622
foreground

03 — TYPOGRAPHY

How the brand reads.

The brand combines **Cormorant Garamond** for display and headings with **Inter** for body copy. Source both from the Google Fonts library at the highest weights you need (400 for body, 600+ for display).

> *Editorial serif for headings + neutral sans for body. Conveys gravitas without ostentation.*

Display / Headings

Cormorant Garamond

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789

Body

Inter

The quick brown fox jumps over the lazy dog. 1234567890

04 — LOGO SYSTEM

Marks and acceptable variants.

Use the primary mark whenever possible. Use the monochrome variant for single-colour print, faxes and embossing. The icon variant is reserved for favicons, app icons and small social avatars where the wordmark cannot render.



Primary | **Monochrome** | **Icon**

05 — SOCIAL KIT

Sample post compositions.

These three 1080×1080 reference posts illustrate the visual rhythm. Brand voice, palette and typography rules must hold across every new piece.



06 — USAGE NOTES

Do's and don'ts.

Do

• Keep generous whitespace around the primary mark — at least the height of the wordmark on all sides.

• Use the palette hex values as design tokens. Never approximate.

• Pair display and body typefaces only as specified above.

• Treat the tagline as part of the mark whenever the audience is meeting the brand for the first time.

Don't

• Don't recolour or stretch the logo.

• Don't place the mark on busy photography without a solid backplate.

• Don't introduce additional typefaces beyond this brand book.

• Don't translate the wordmark.

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