



AURO REALTY™



# Brand Ideology

INFUSING LIFE TO SPACES

With the advent of progress in technology, real estate favors those who excel in execution. Auro Realty represents an ambitious and new-age real estate company that offers residential and commercial properties. With a forward-thinking outlook, Auro Realty guarantees an enchanted customer experience complemented by world-class standards through its novel projects. Auro Realty strives in bringing vibrance with value statements to create a moral compass as we Infuse Life to Spaces.



# Brand Philosophy

To provide differentiated services in the real estate sector with a primary focus on our core values coupled with advancing technology. With promising perseverance towards sustainability, we desire to build a real estate realm that extends extensive customer experience. Our enriching spaces are like testaments to our enduring efforts to flourish our living and working experience worthwhile. We endeavour to co-create timely-improved environs offering you infinite delights as a symbol of promise by our brand along with our resilient group of stakeholders.

## VISION

To provide innovative, modern, and healthier spaces to our customers and become a leading and reputed leader in the real estate industry.

## MISSION

To work on improving customer experiences through innovation, focus on quality, and on-time delivery. We aim to create a learning organization with our pillars rooted in the satisfaction of all our stakeholders. As we create places to live, work and grow, we aim to build strong relationships that solidify our reputation as one of the premier real estate companies across the country.



# Corporate Identity

The brand identity acts as a torch way that provides direction, purpose, and significance to a brand. The primary objective is to safeguard the brand's fortune, ensuring its continued value creation for the company.

The brand manual acts as a management tool for consistently communicating the unique attributes of the company. This manual of information accomplishes the objective of elucidating the brand's importance by offering guidance on the legitimate utilization of the brand elements with elevated standards. During the accurate usage of the brand, trust is nurtured that ultimately leads to achieve customer royalty.

Explore the brand guidelines to communicate the essence of the brand effectively!

## CORE VALUES



Innovation



Trust



Excellence



Integrity



Customer Centricity



A hand holding a wooden block with a stylized 'A' logo inside a circle. The background is a blurred image of a person's face and hands.

# Personality

Auro Realty takes strides with honesty and uprightness to create modernized spaces, which in turn inspires the competition to blossom. Adhering to our values, we aspire to grow collectively and channel our energy into creating an eco-system that's ethical, prosperous, and sustainable.

We promise to set higher order of standards for our customers, and our perseverance always helps us deliver the same, at the right time.



# Logo

Logotype

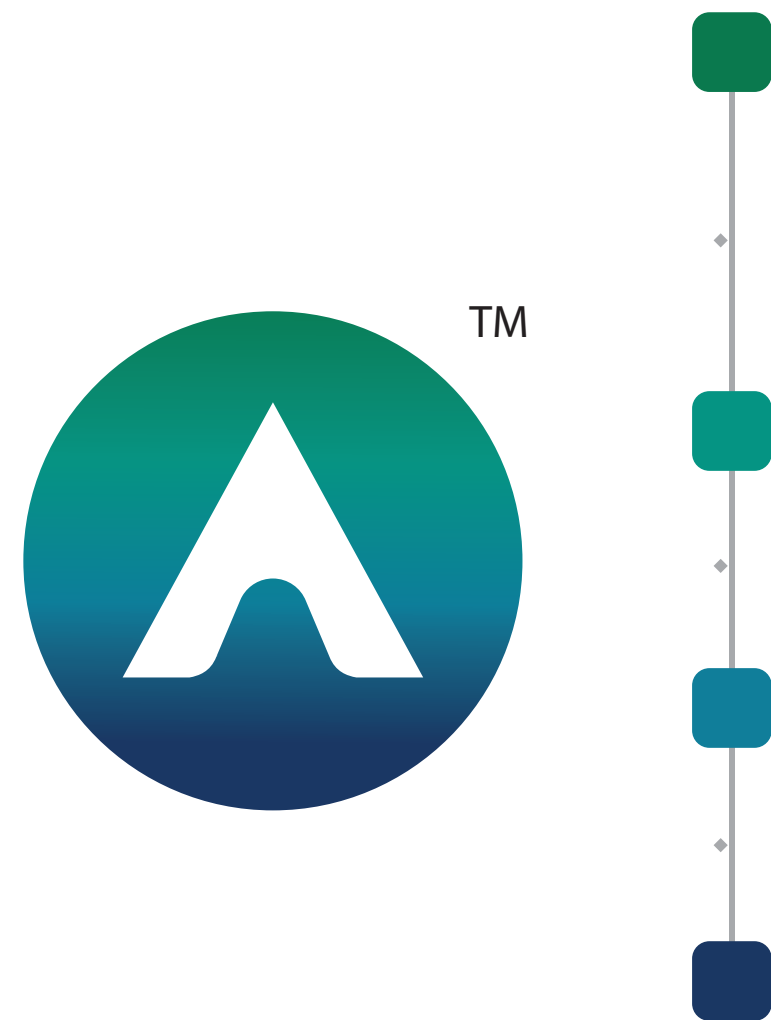


Emblem

Emblem



Logotype





## Color Scheme



The gradient that is used in the logo is a combination of blue and green colour. The colours connote attributes like blue standing for trust & royalty and green signifying sustainability and prosperity.

## Elements Illustration



Alphabet "A":

The letter 'A' is associated with a sense of affirmation alongside a symbolic belief that it is compared to the universe itself. Being the first letter of the set of alphabets, it represents a rising above the rest and the beginning of all things too. The graphical representation of "A" gives it a sense of stability reinforcing strength & equilibrium. It epitomizes excellence and one's conviction towards being an achiever. It is visually synonymous with nouns like apex, growth, and progress.

Nonetheless, "A" stands for Auro!

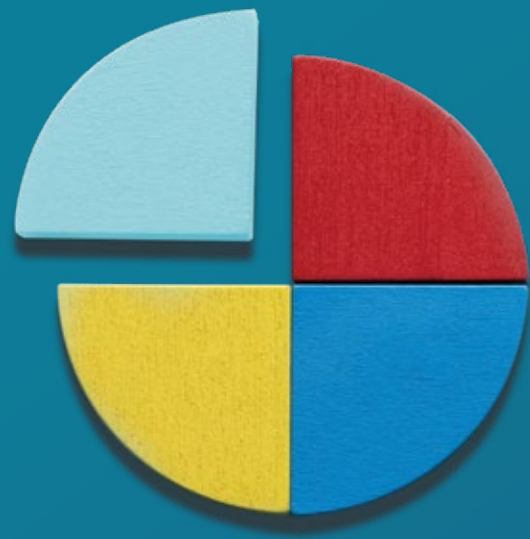


Circle:

The Circle represents unity, infinity, wholeness, the universe, balance, stability, and perfection, among others. It depicts an ecosystem with an equilibrium.

# Brand Colors

There should be uniformity in the colour representation of the logo when produced on different media collaterals. The diverse media classified into print, web, and offline applications are segregated utilizing colour codes that are mentioned hereby and need to be followed without any exemption. In cases where specific swatches are required for desired applications, please refer to the beside section.



## Primary Colors



Offset Color CMYK  
100-40-95-00

Digital Color RGB  
00-122-76  
#007A4C

PANTONE solid Coated  
PANTONE 7726 C



Offset Color CMYK  
90-35-40-00

Digital Color RGB  
00-133-148  
#008594

PANTONE solid Coated  
PANTONE 321 C

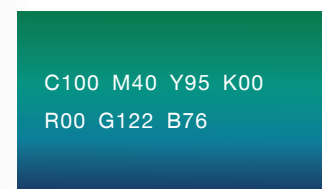


Offset Color CMYK  
100-85-00-30

Digital Color RGB  
14-49-120  
#0E3178

PANTONE solid Coated  
PANTONE 288 C

## Secondary Shades



C100 M40 Y95 K00  
R00 G122 B76



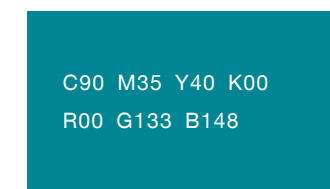
C67 M27 Y63 K00  
R100 G152 B121



C33 M13 Y32 K00  
R173 G195 B178



WHITE



C90 M35 Y40 K00  
R00 G133 B148



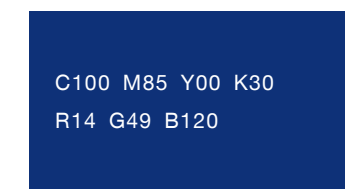
C60 M23 Y27 K00  
R108 G163 B176



C30 M12 Y13 K00  
R177 G201 B209



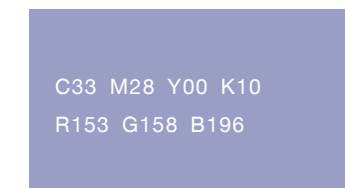
WHITE



C100 M85 Y00 K30  
R14 G49 B120



C67 M57 Y00 K20  
R84 G95 B153



C33 M28 Y00 K10  
R153 G158 B196



WHITE



# Sizing & Spacing

As an important factor to keep the corporate marks clear of any other graphic elements, an exclusion zone has been established around the corporate mark to regulate. This exclusion zone indicates the closest any other graphic element or message can be positioned concerning the mark of the symbol itself and as the company name - they have a fixed relationship that should never be changed in any way.



## Clear Space Area & Size Consistency

Clear space area is designed as the empty space around the logo that needs to be kept around the logo in order to give it a clear demarcation with respect to other elements surrounding it. The exclusion area can be determined by the following steps. Measure the height of the first letter 'A' of the brand logo.

### 1:6 Ratio



## Logo Grid

The logo grid is created to avoid ambiguities in terms of proportions with respect to the elements of the logo. For hand painting and other usage, this grid needs to be followed strictly so as to maintain the proportions and visual aesthetics of the symbol and the logotype.



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### 2:5 Ratio



## Logo Grid

The logo grid is created to avoid ambiguities in terms of proportions with respect to the elements of the logo. For hand painting and other usage, this grid needs to be followed strictly so as to maintain the proportions and visual aesthetics of the symbol and the logotype.



# Typography

There are two fonts used in communications - one that belongs to the logotype family (to be used as headlines, descriptors and headers) and the other to be used for body text.



## Primary Typeface

We use “adobe hebrew” family font for headlines, standard sized text and introductory copy. It should appear as uppercase for headlines and sentence case in the majority of situations.

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9

## Secondary Typeface

We can use “Garamond” font for tag lines and basic information. This can be used with a tracking of 10 - 200pt. When the font is used for tag lines or subheadings, it can be used as all caps.

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9

## Tertiary Typeface

We can use “Raleway” font for tag lines and basic information. This can be used with a tracking of 10 - 200pt. When the font is used for tag lines or subheadings, it can be used as all caps.

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9

# Uses on Images

If the communication is employing a lighter coloured background or images with light tones, it is mandatory to stick to the original logo.

Light background



Average background



Dark background



# Uses on Colored Background



# Do's & Dont's

The ratio and alignment of the logo must remain unchanged. Regardless of the size or format of communication, the logo should not be resized, edited, or have any part omitted. Additionally, the spacing must be consistently maintained, as it is a trademarked property of Auro Realty.



## Proportion



## Orientation



## Logo Elements



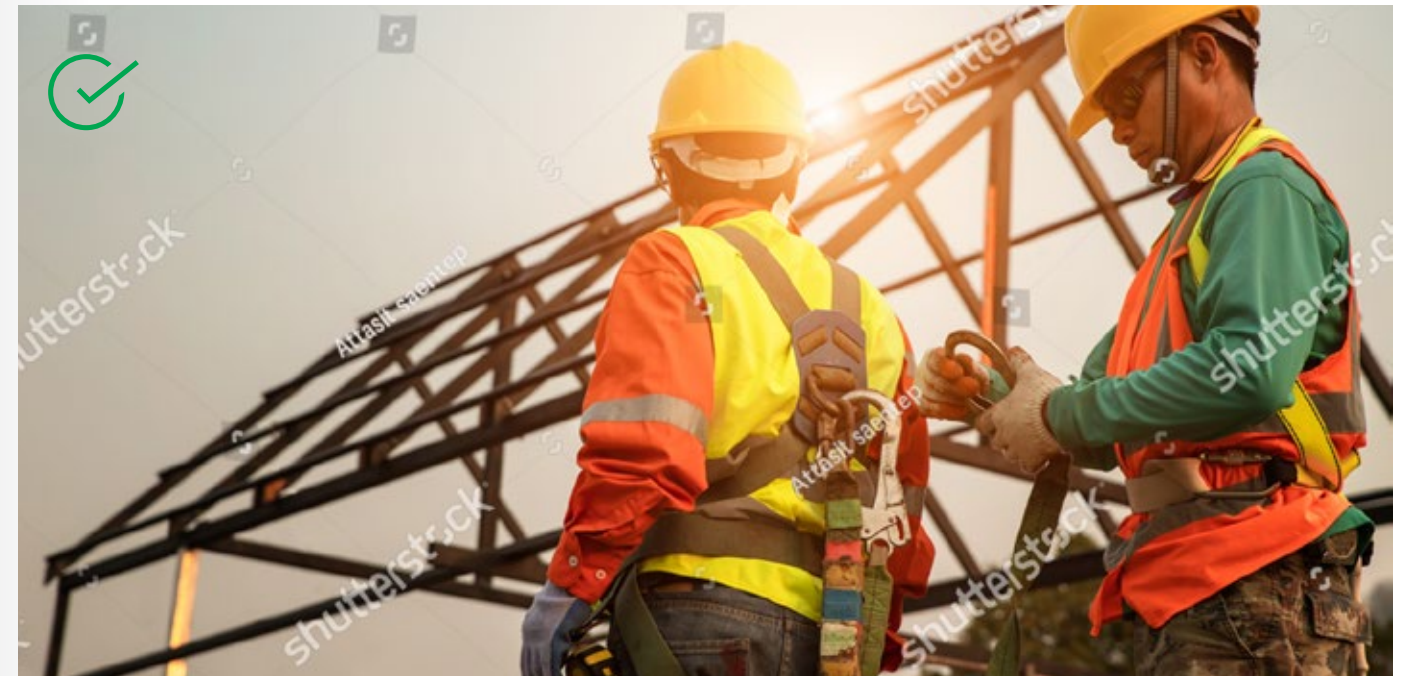
# Visual Language

Photographs used for the brand communication should not contain competitor logo/product or inappropriate context. The minimum permissible image resolution for print media and digital media is 300 dpi and 72 dpi respectively.

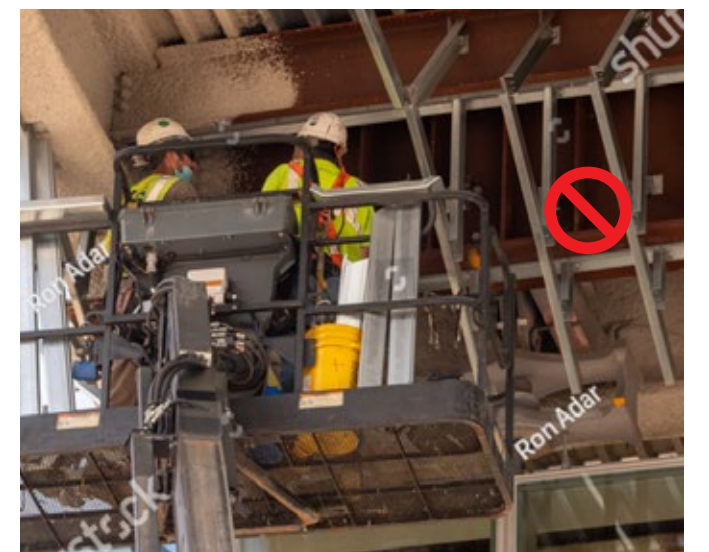
If there is a need to use stock photographs, please source photographs only from the recommended stock photo sites.

All purchased stock photographs (royalty free or rights managed) that meet the minimum resolution quality should be used for any creative that is intended for commercial use (e.g., product brochure, EDM, etc.)

Try to use well composed, energetic images. Avoid camera facing potrait images.



Avoid poorly composed & cluttered images.

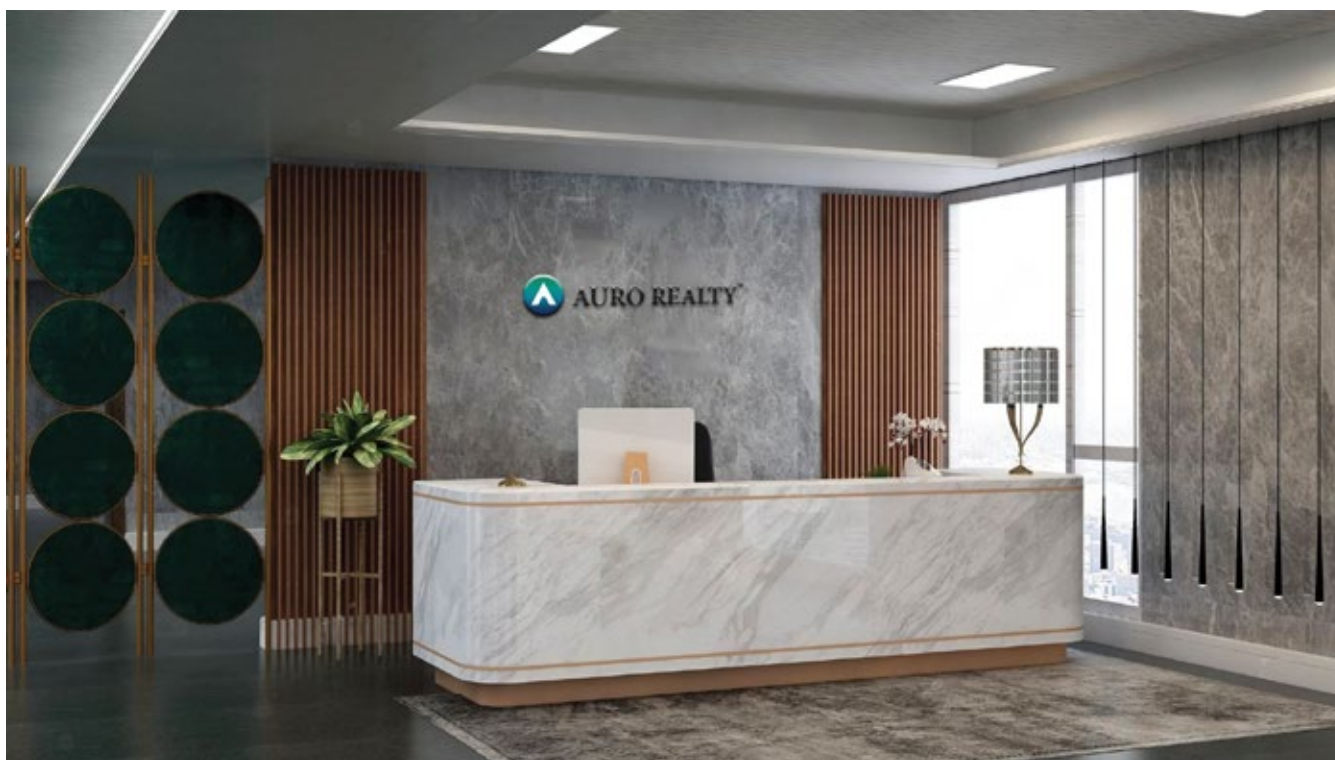


# Brand Applications





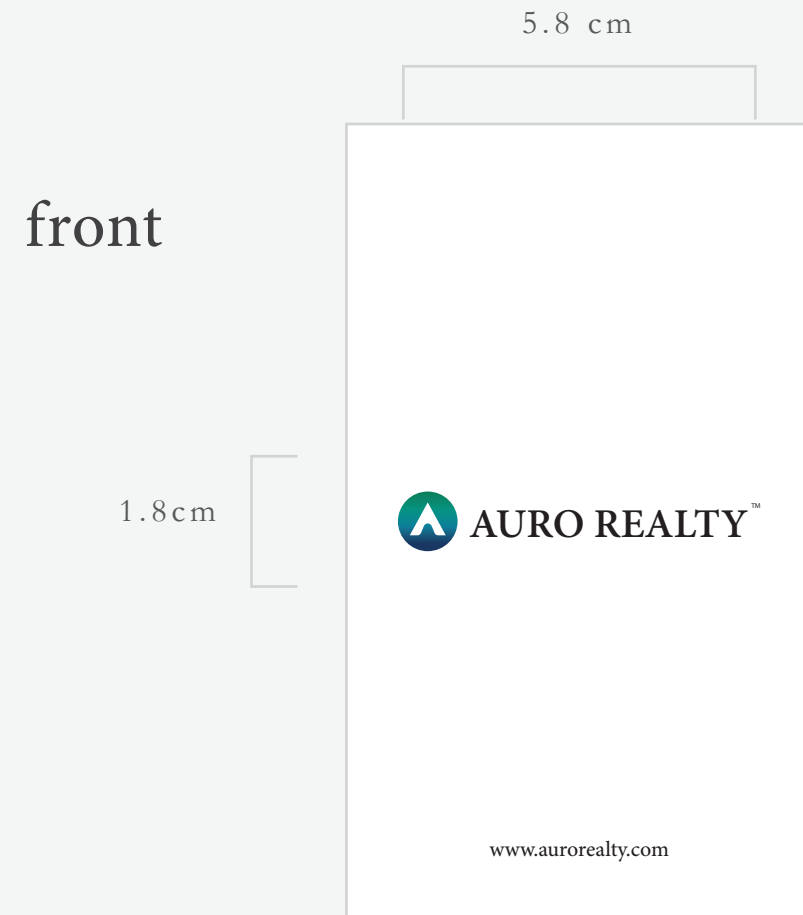
# Building Signage



# Stationary



# Visiting Card



# Visiting Card

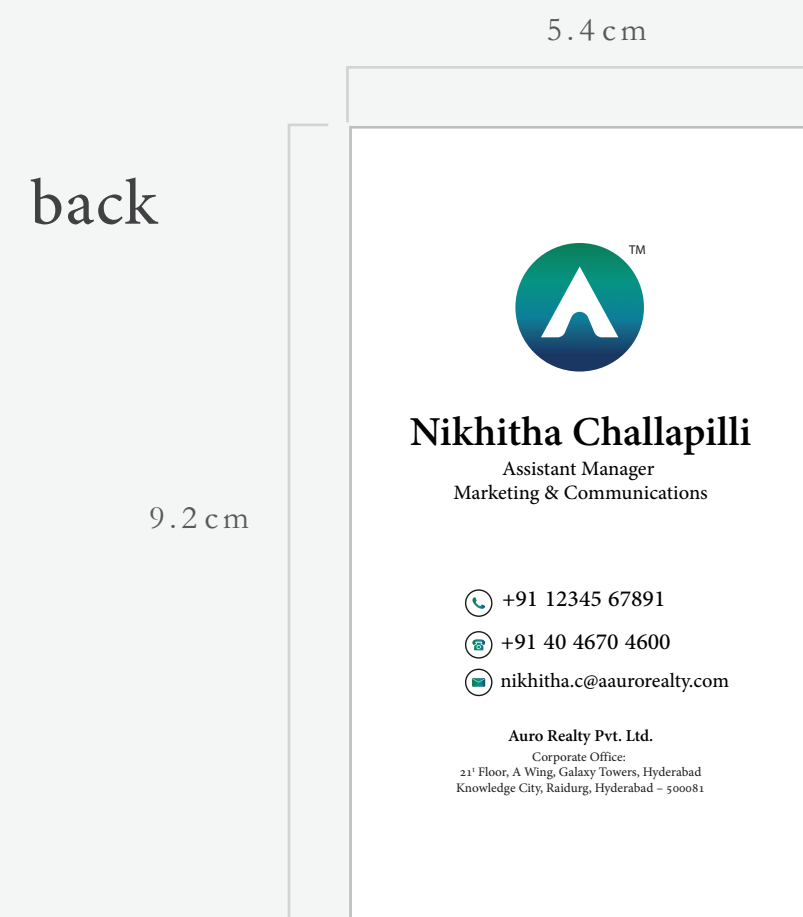
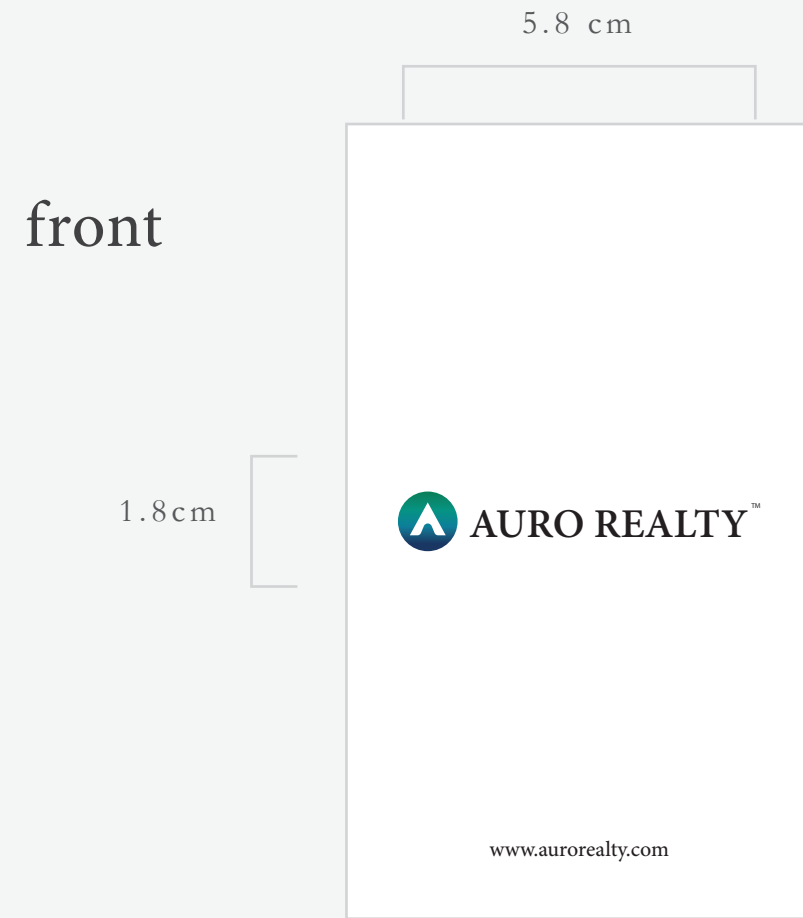
front



back



# Visiting Card

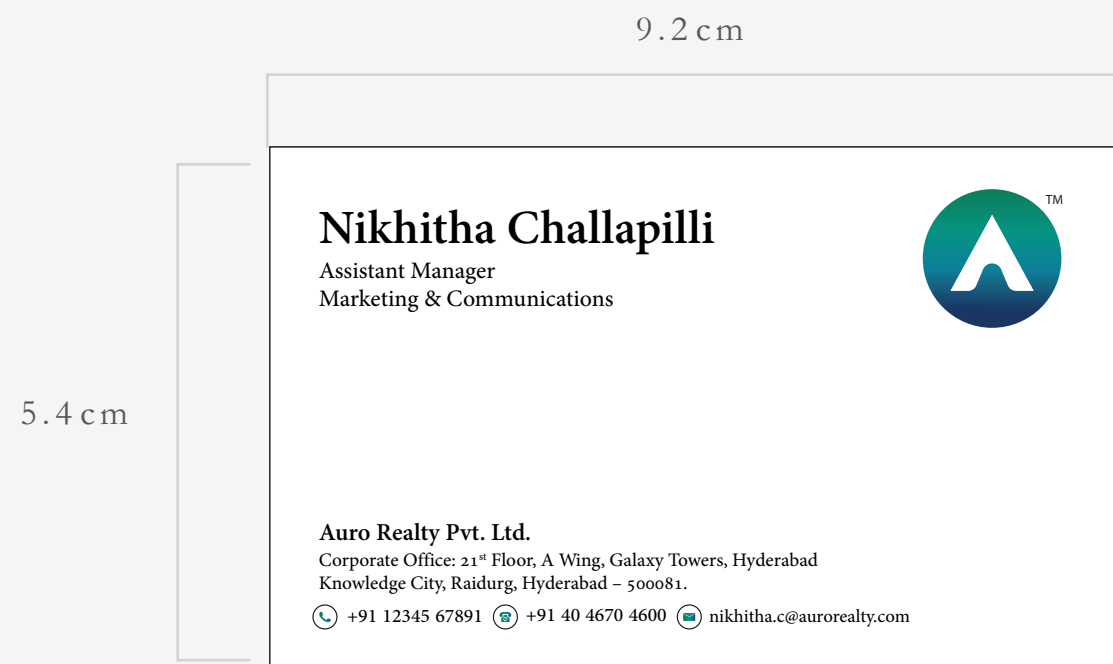


# Visiting Card

front



back



# Letter Head

6.2 CM

2 CM



2.8 CM

2.6 CM

**Auro Realty Pvt. Ltd.**  
Corporate Office: 21<sup>st</sup> Floor, A Wing, Galaxy Towers, Hyderabad Knowledge City, Raidurg, Hyderabad – 500081.  
CIN: U45100TG2012PTC084829 | Tel. No: +91 40 4670 4600 | [www.aurorealty.com](http://www.aurorealty.com)



# Envelope

9.2 CM

2 CM



1.25 CM

**Auro Realty Pvt. Ltd.**  
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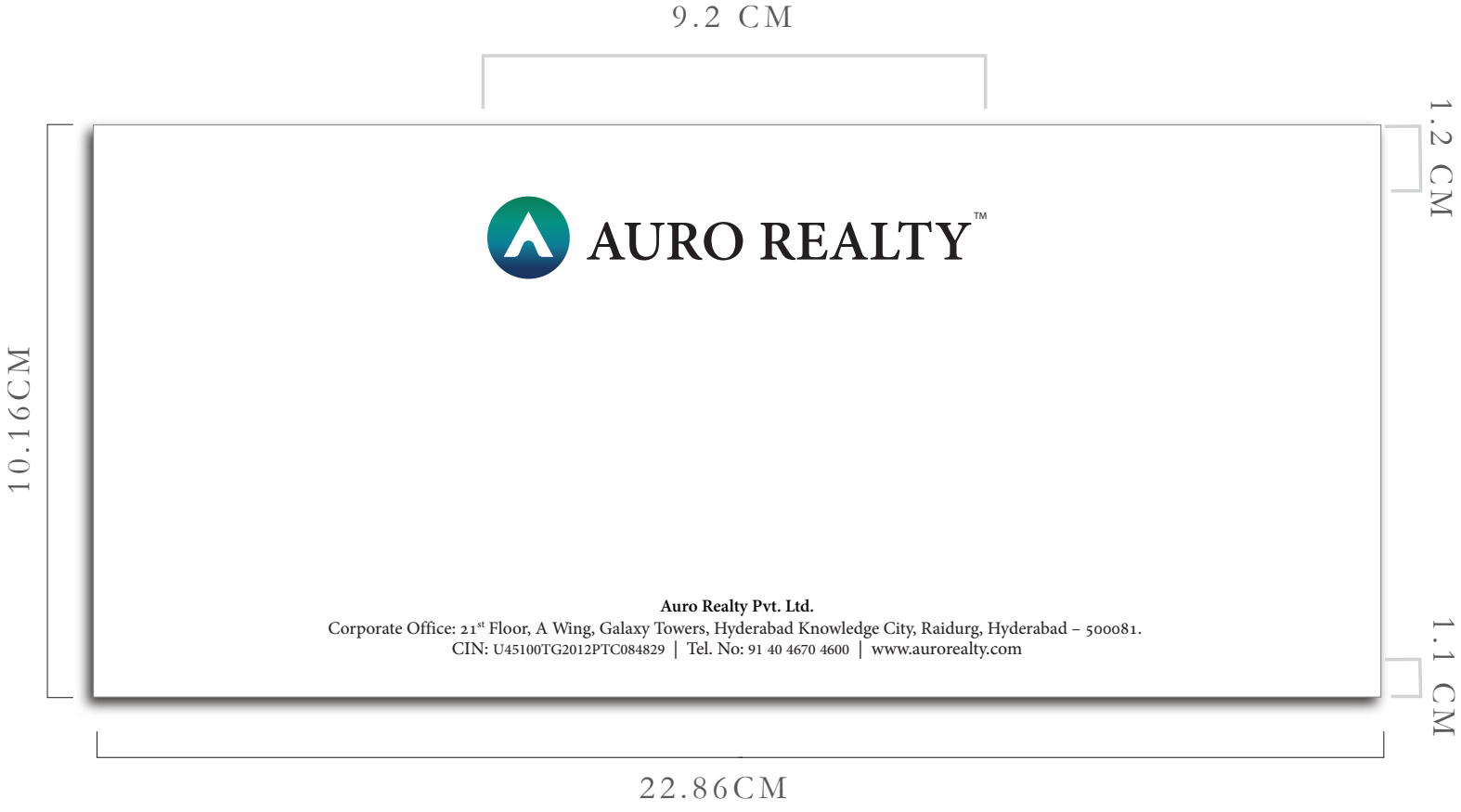
1.25 CM



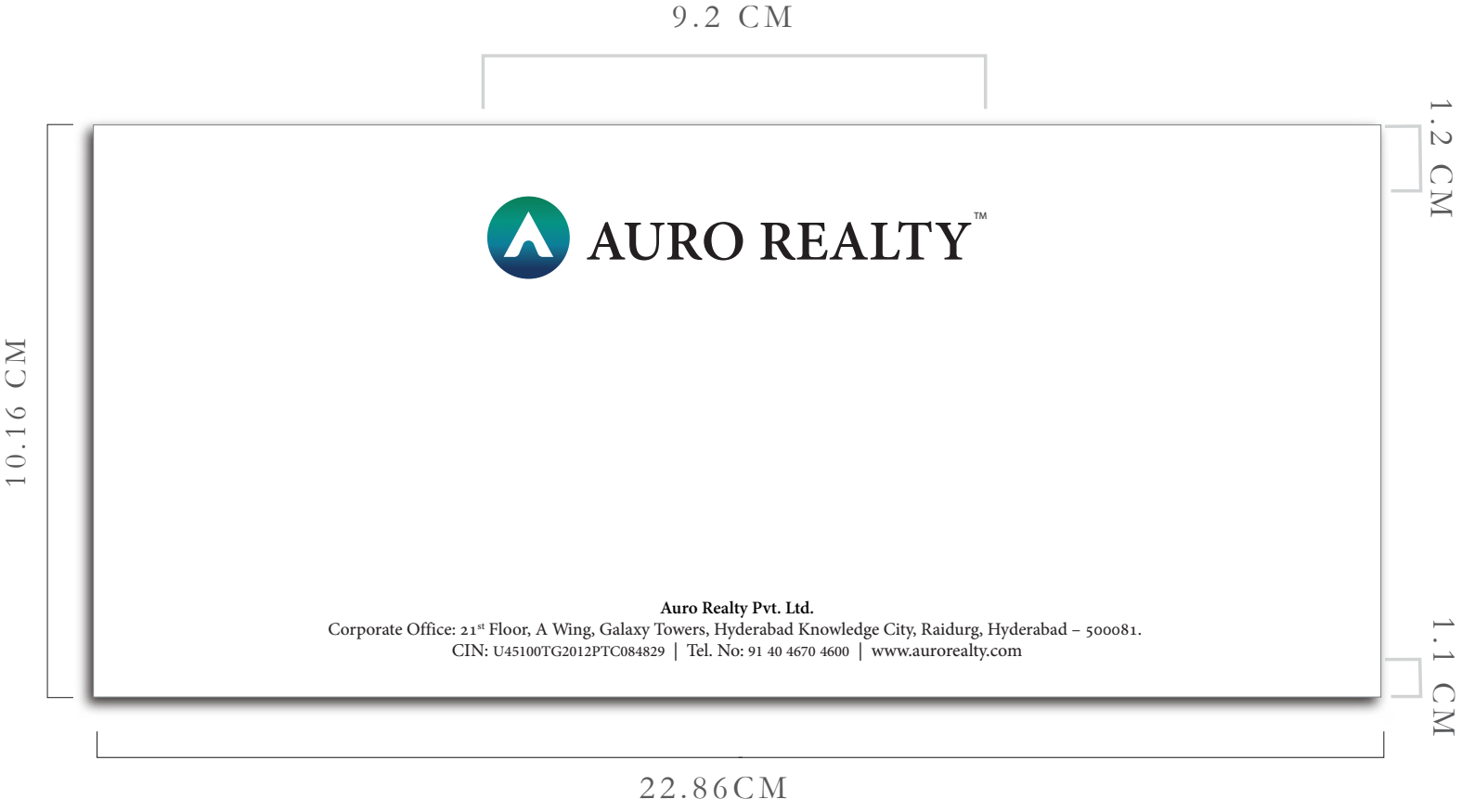
**Auro Realty Pvt. Ltd.**  
Corporate Office: 21<sup>st</sup> Floor, A Wing, Galaxy Towers, Hyderabad Knowledge City, Raidurg, Hyderabad - 500081.  
CIN: U45100TG2012PTC084829 | Tel. No: +91 40 4670 4600 | www.aurorealty.com



# Envelope



# Envelope



# Leather Folder



# Waterbottle



# Diary



# Identity Card



# Pen



# Pencil



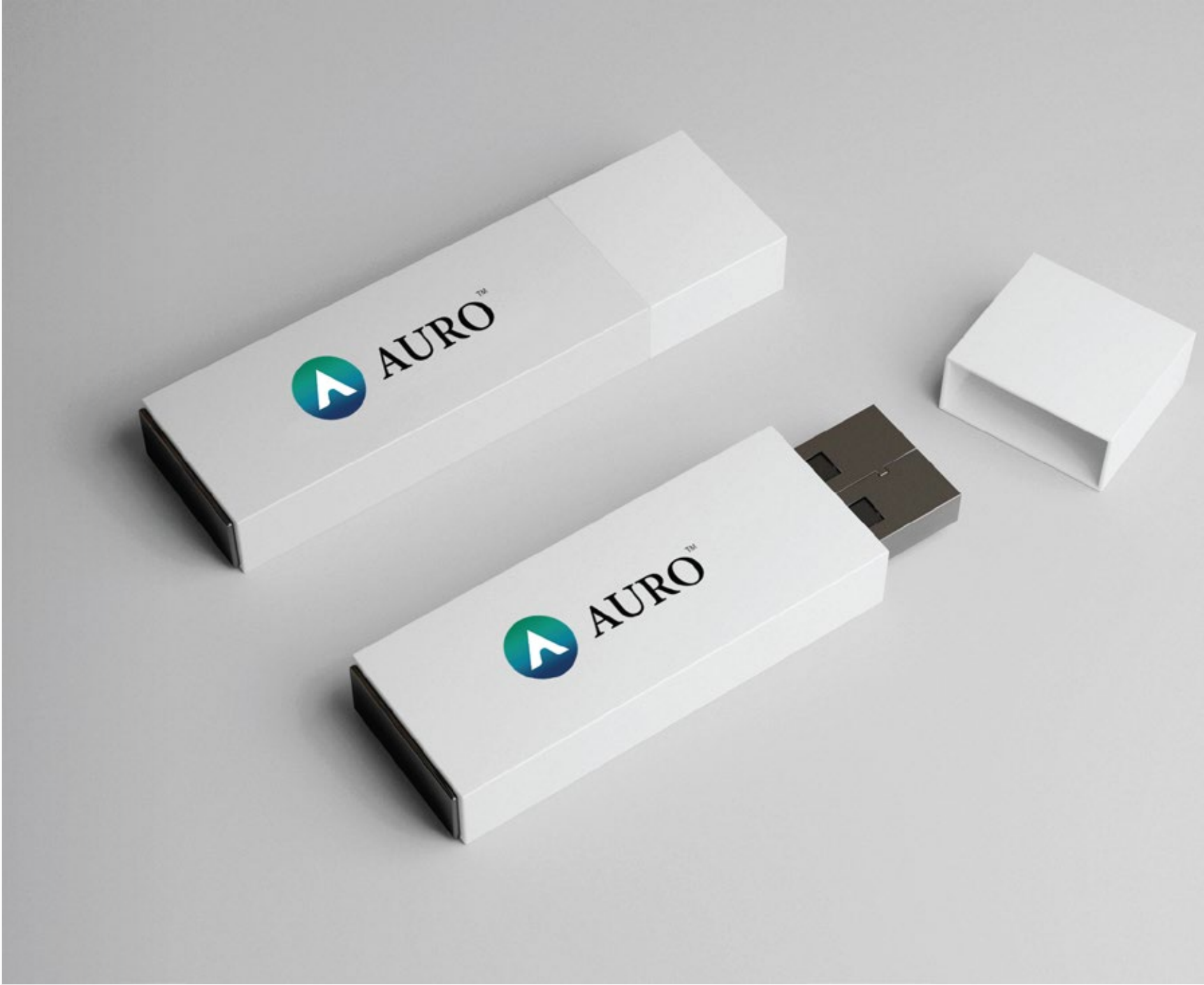
# Eraser



# Coffee Mug



# Pendrive





# Laptop Sticker



# Paper Bag



# T-Shirt & Cap

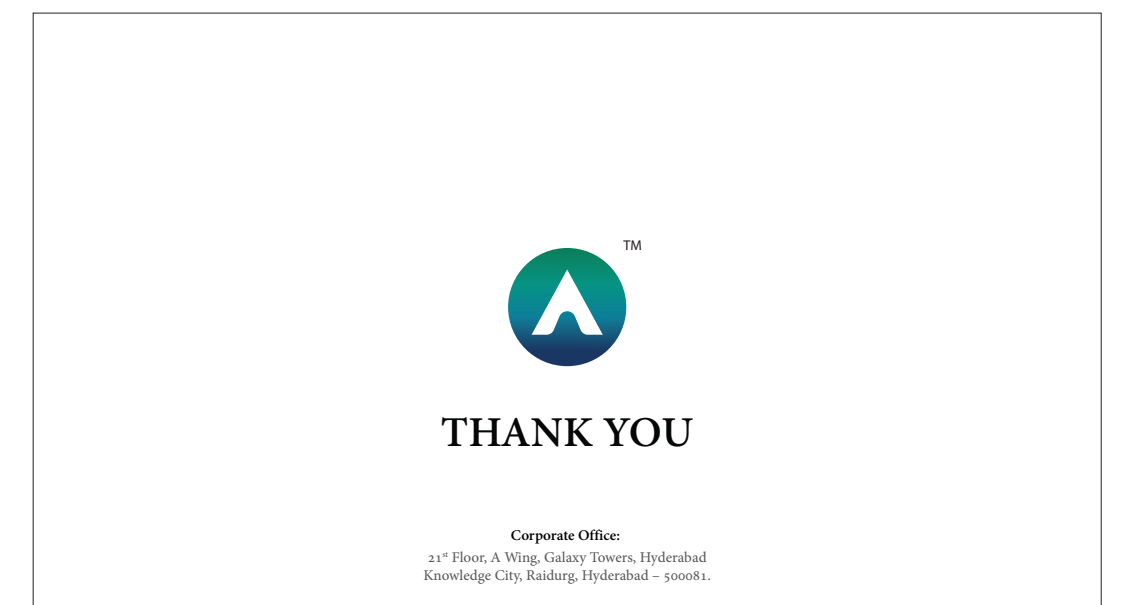
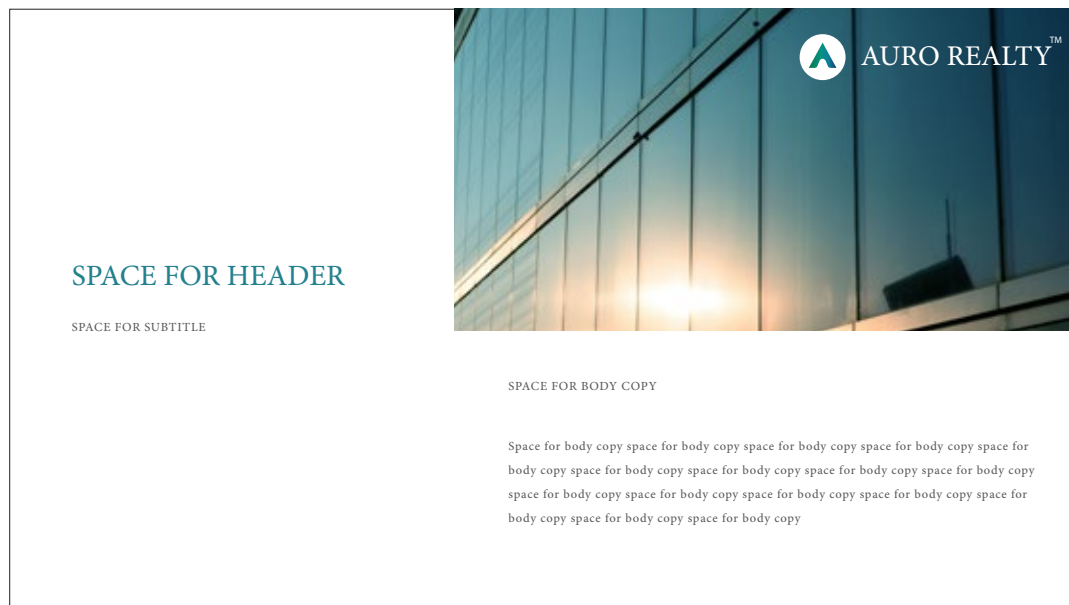
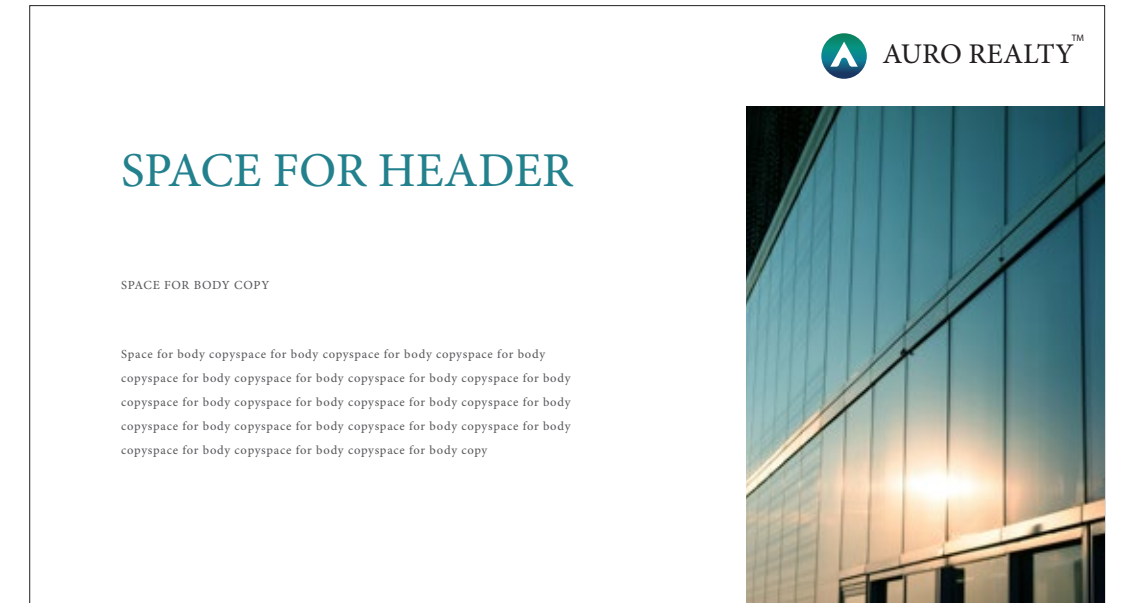


# Co-Branding

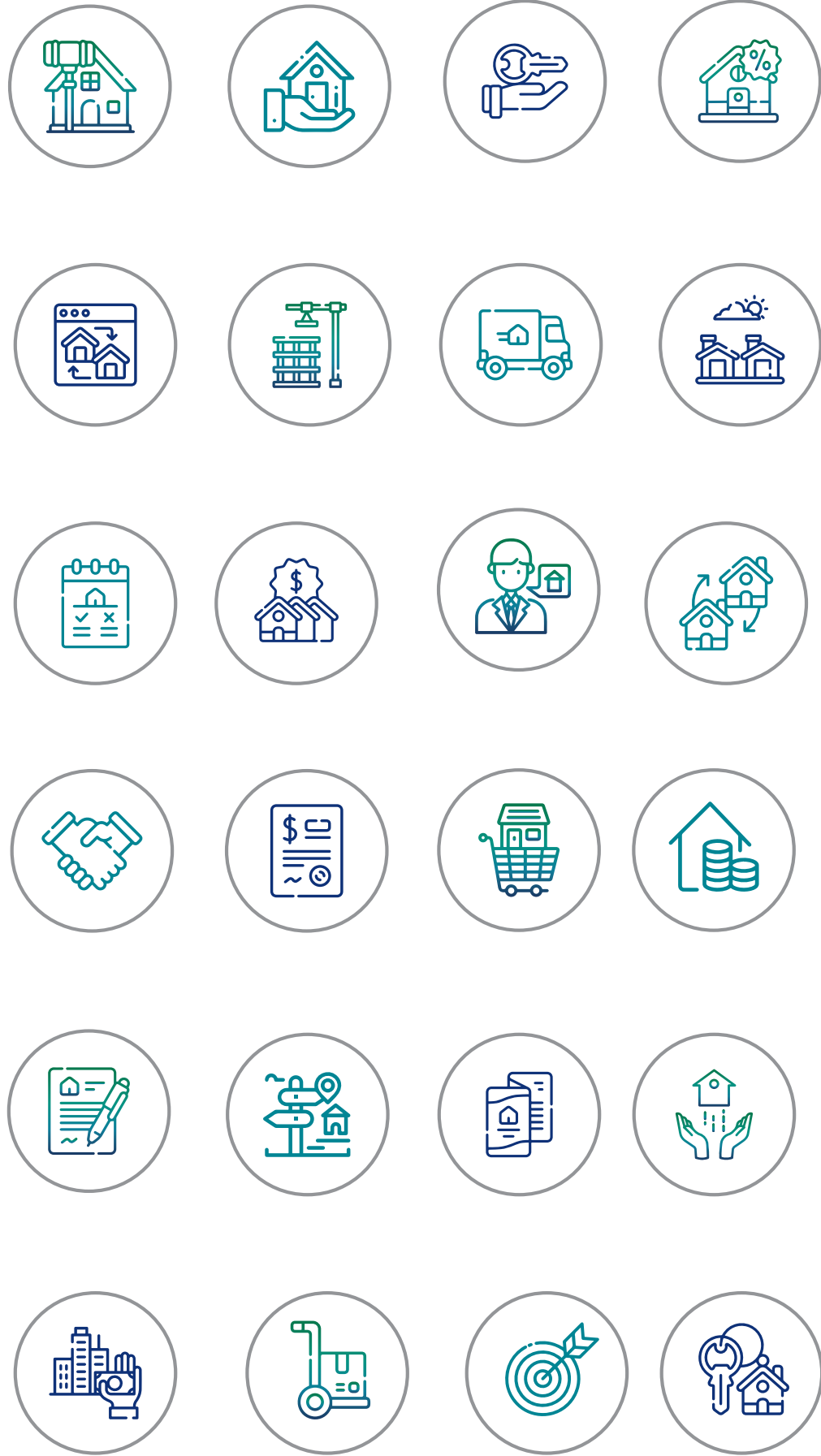
In case of co-sponsored events, it needs to be ensured that the Auro Realty logo is more prominent than the co-sponsor. Depending on the requirement use the Auro Realty logo.



# Presentation Template

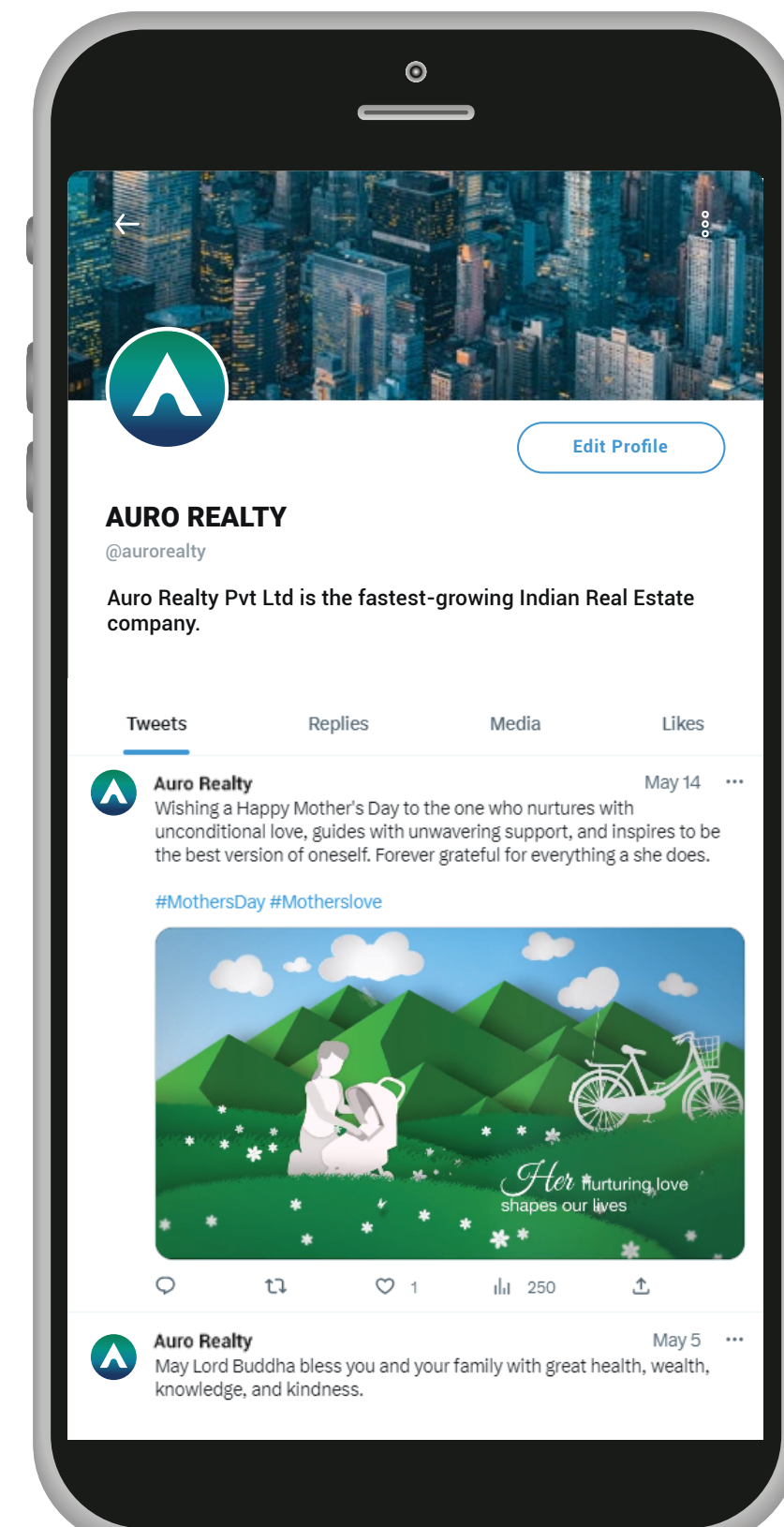


# Iconography



# Social & digital sites

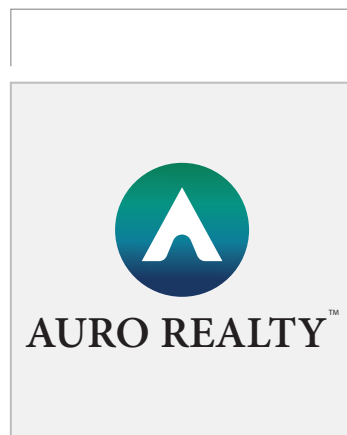
## TWITTER MOBILE APP



# Social Sites

## FACEBOOK

170X170 PX



Home

About

Reviews

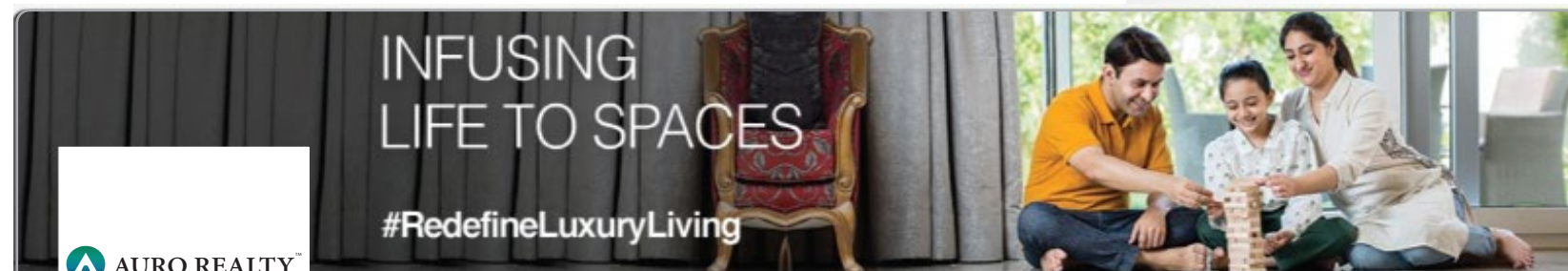
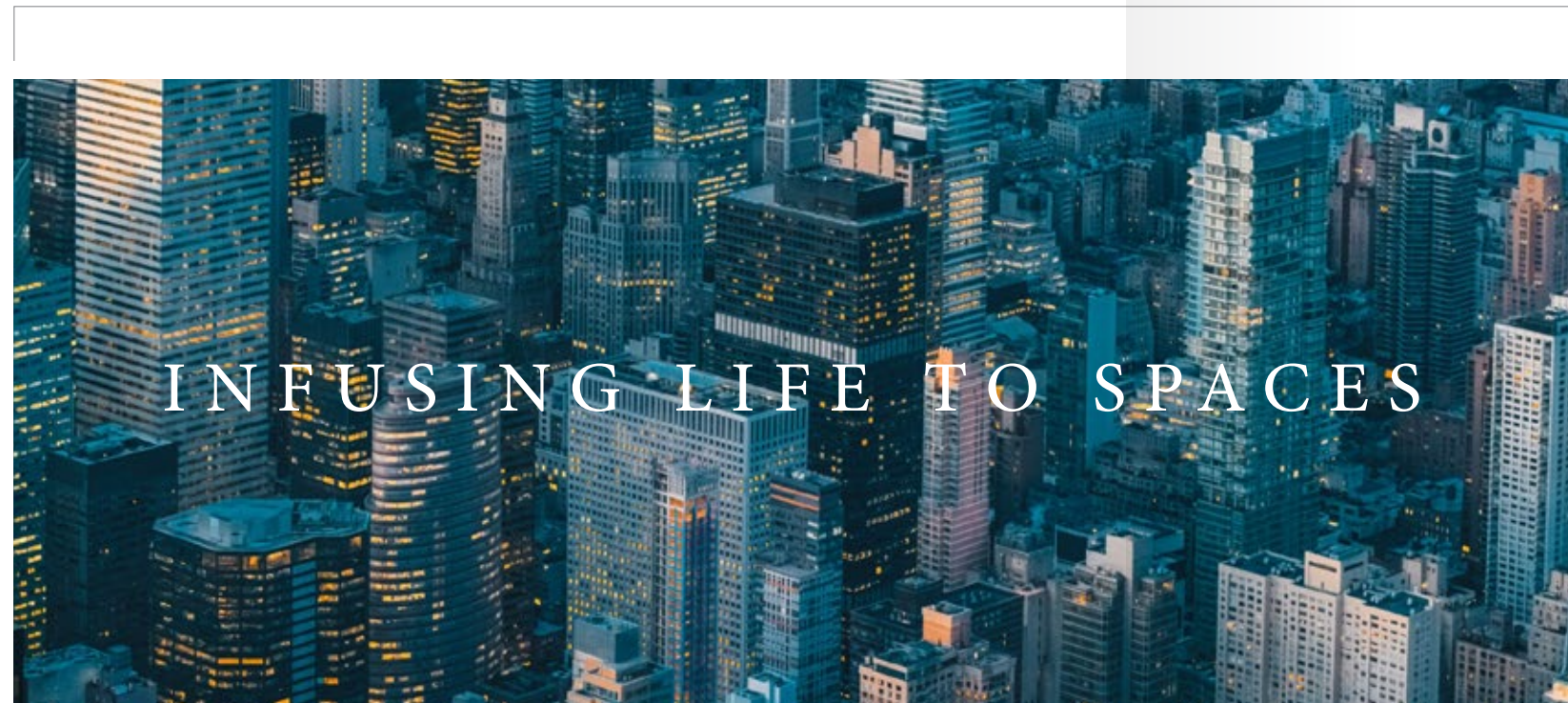
Photos

Likes

Posts

Create a Page

820X312PX



### Auro Realty Pvt. Ltd.

Infusing life to spaces

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 Damodar follows this page

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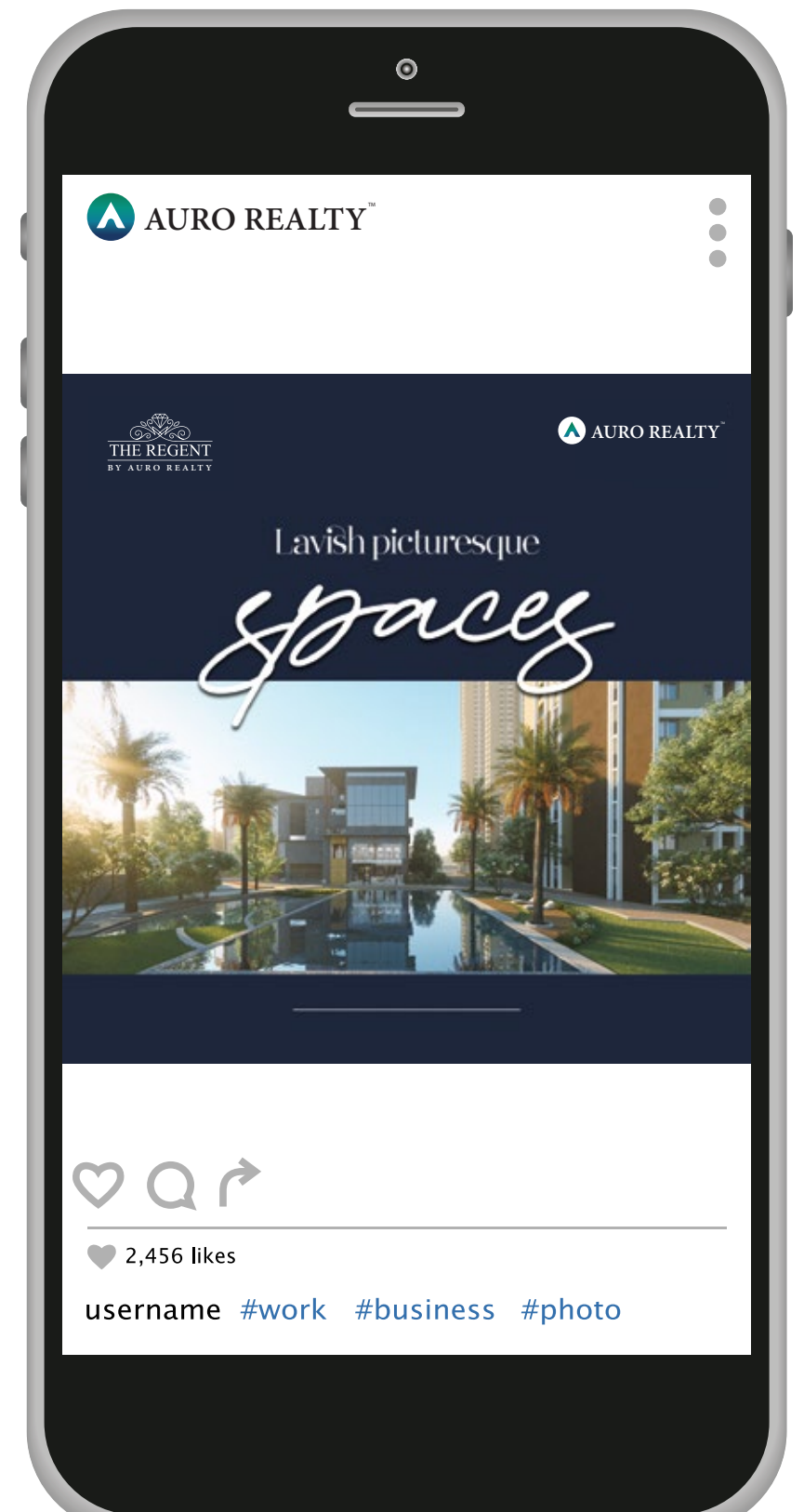
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# Email Signature

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# U n i f o r m



## INDUSTRIAL SAFETY



# SITE EQUIPMENT

