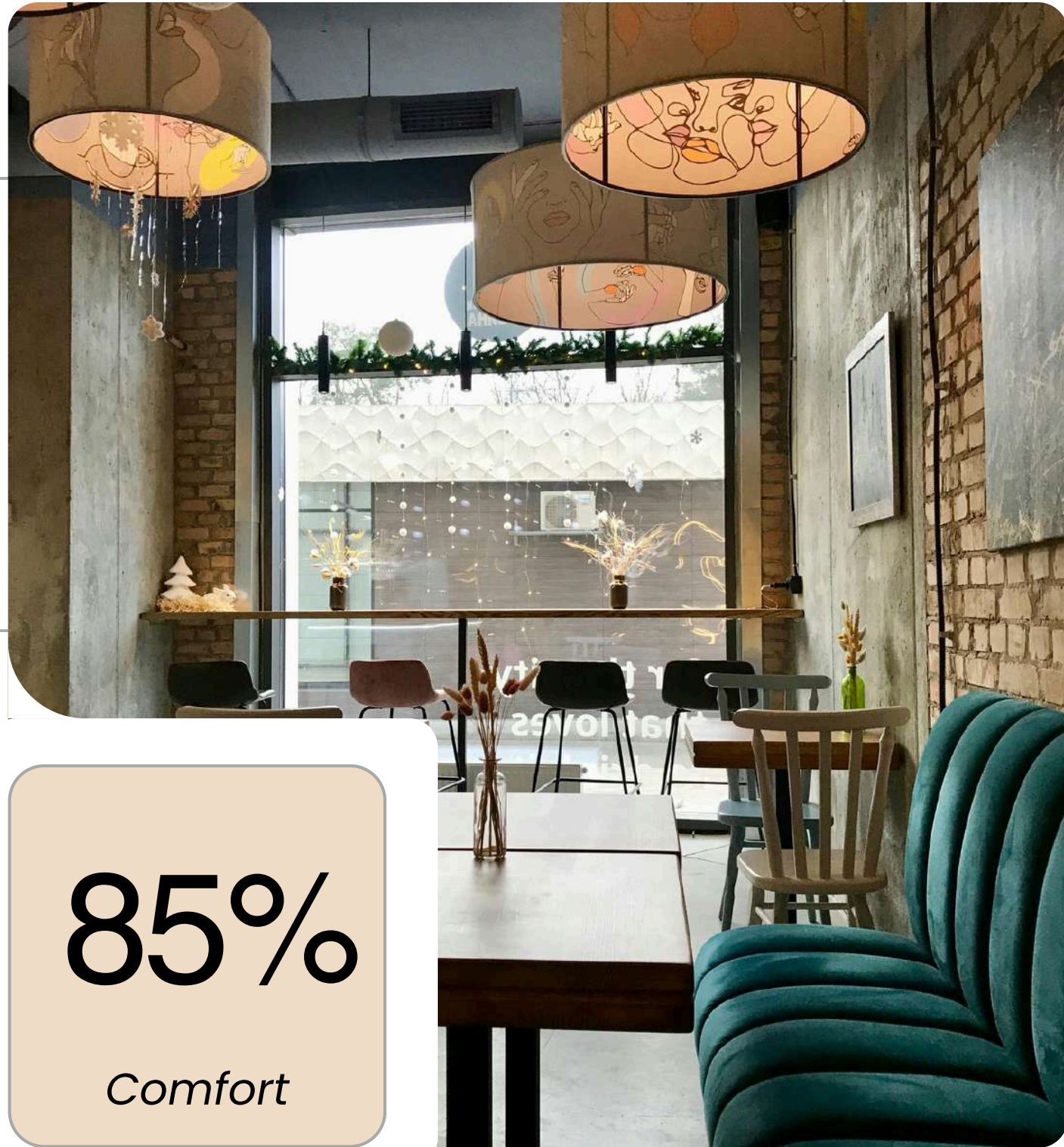


Brand Success



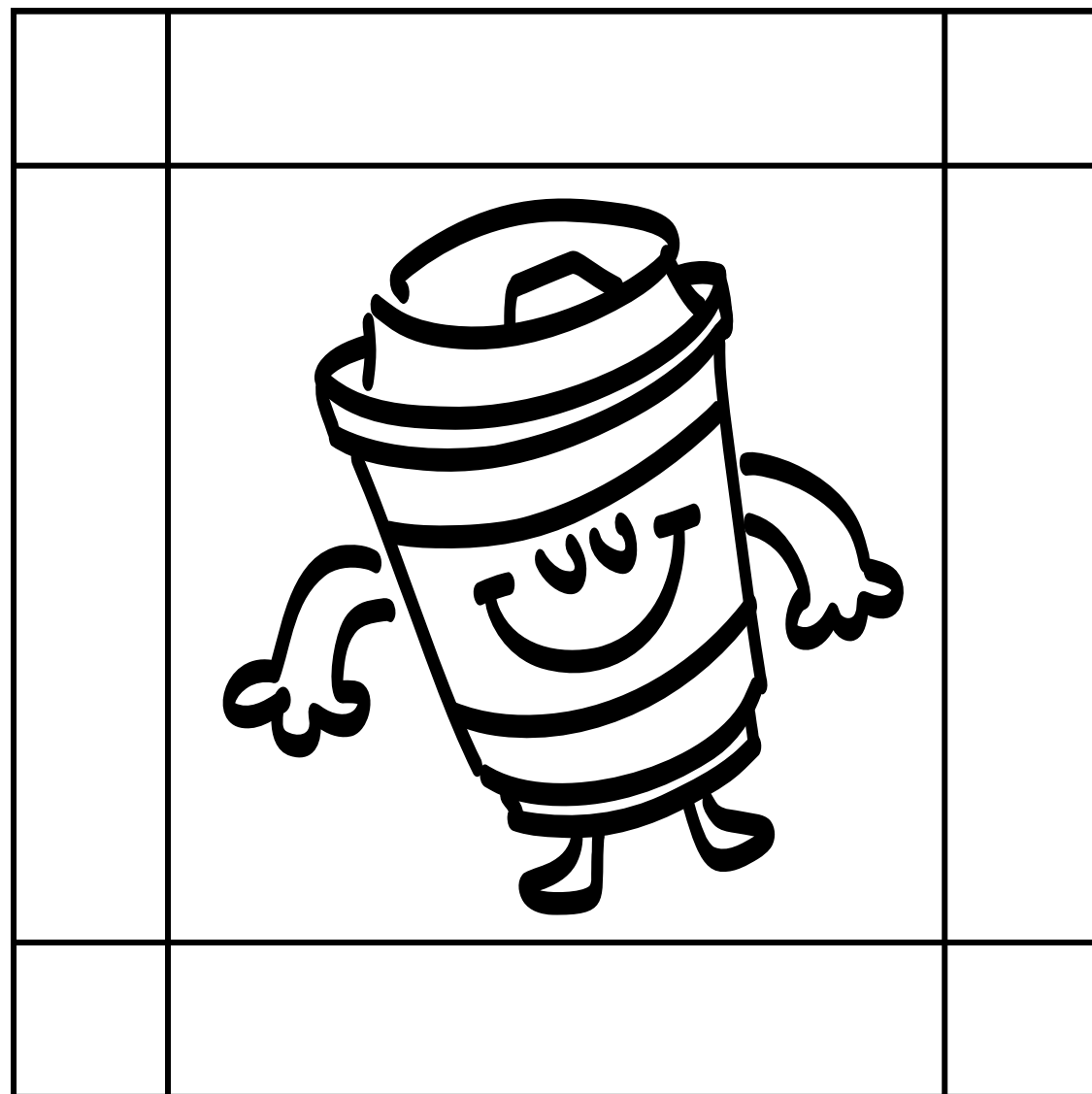
Brewing Identity with Style



Brand Introduction

Aura Coffee Shop is a modern café concept designed to offer more than just coffee. It's a space where comfort meets elegance, creating a calm and welcoming atmosphere. With a focus on quality and simplicity, Aura delivers a refined coffee experience that inspires connection and relaxation.

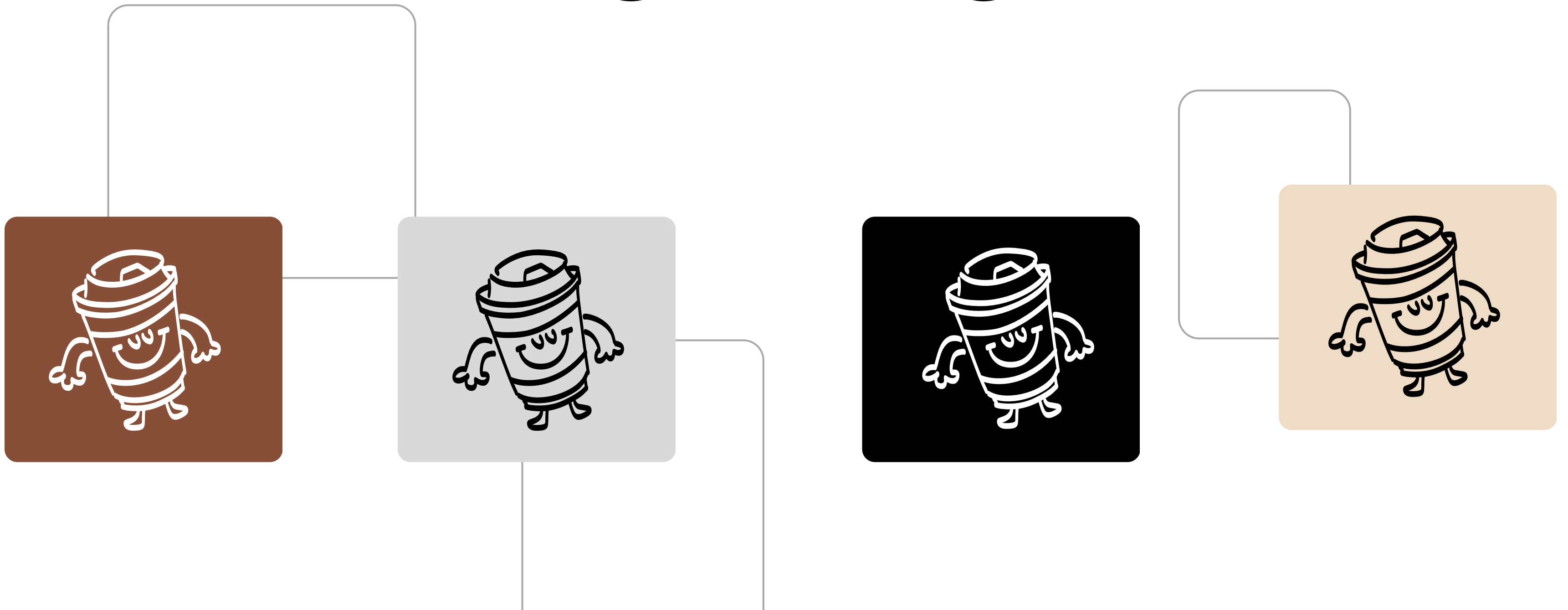
Brand Logo



This cheerful cup logo perfectly fits Aura Café as it conveys warmth, friendliness, and approachability—values at the heart of the brand. Its playful character makes the café feel welcoming to all ages, while still emphasizing coffee as the core experience.

- Use only approved versions
- Ensure proper spacing
- Avoid distortion or unauthorized color changes

Logo Usage



Seamless Pattern



This playful pattern is a perfect fit for Aura Café, as it brings a fun, approachable vibe that aligns with the brand's warm and friendly identity. The cheerful coffee and pastry characters add personality and charm, making the café feel inviting to all ages while reinforcing its focus on joyful coffee moments.

Color Palette

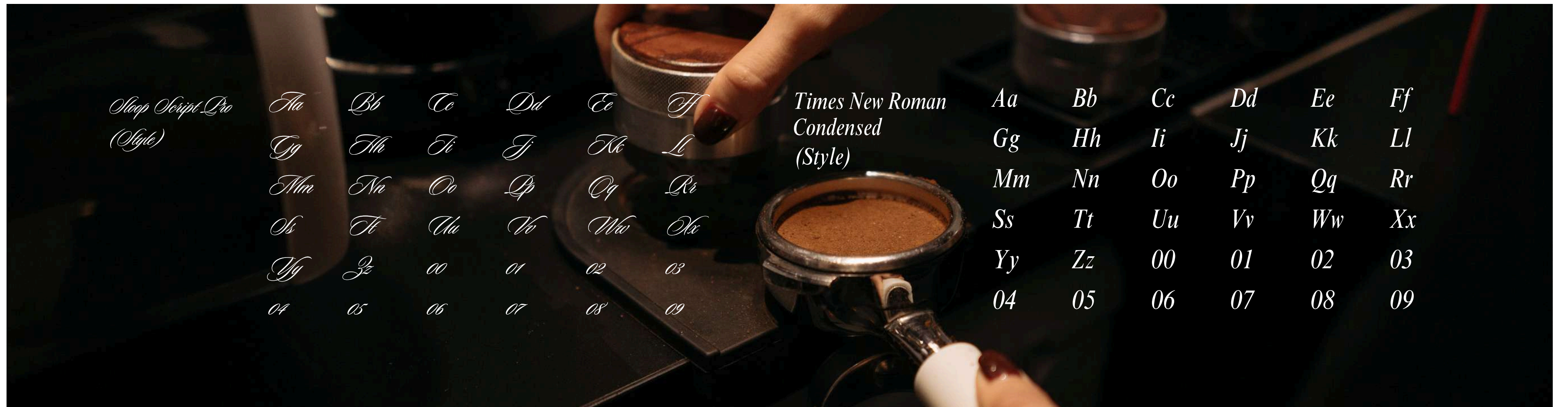
Coffee Brown
#874F38

Vanilla Cream
#F0D8BE

Espresso Black
#000000

Warm Gray
#A5A9A8

Typography



Visual and Photography Style

*“Brewing Moments,
Not Just Coffee.”*



*“Sip Slow.
Stay Awhile.”*



*“Where Every Cup
Feels Like Home.”*



Tone of Voice



*Friendly, thoughtful,
slightly poetic*



*Emphasizes quality,
craft, and connection*



*Warmly
conversational*



Thank You.

Brewing Identity with Style