Guidelines

Horizontal Lockup Alignment

For horizontal alignment, the logotype is aligned to the logomark so that the letter "A" is vertically centered relative to the logomark.

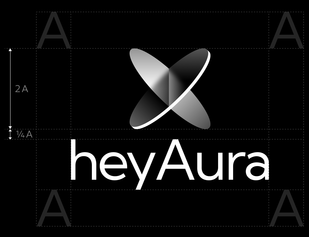
The size of the symbol is 1 ½ times "A".

½A spacing rule applies between the symbol and the logotype to horizontal orientation.

Horizontal Lockup

heyAura

Vertical Lockup Alignment



The space between the logomark and the logotype is ¼A,where A is the height of the letter "A" in the logotype.

The size of the symbol is 2 times "A".

Vertical Lockup

heyAura

Typefaces

LOGOTYPE

Kumbh Sans

heyAura

TITLE

Geologica Black

UT ENIM Ad Quis Veiam

BODY

Geologica Light

Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam.

Colors

The primary grayscale palette reflects the clarity and focus of AI-driven experiences, inspired by the clean, distraction-free environments commonly associated with intelligent systems and AI agents. Using black, white, and neutral tones, it emphasizes precision, logic, and efficiency while ensuring strong contrast and consistency. This minimal approach reinforces heyAura's identity as a smart, reliable, and technology-driven brand.

The green accent color represents growth, trust, and innovation at the heart of heyAura. Strongly tied to financial stability and forward-thinking technology, it communicates reliability while signaling opportunity, progress, and long-term value in the digital era.

MONOCHROME

B&W

R0 G0 B0
#000000

R255 G255 B255
#FFFFFF

ACCENT PALETTE

Evergreen / Mint

Dark
R0 G39 B21
#002715

Accent
R95 G255 B99
#5FFF63

Light
R208 G255 B209
#D0FFD1