



AURA



# INTRODUCTION

«Aura» is not just a music streaming app; it's a gateway into the future of auditory experiences. Designed to connect deeply with each listener's personal frequency, Aura creates a unique sensory journey, powered by cutting-edge sonic technology.

Inspired by the purity and essence of sound, Aura's minimalistic logo symbolizes an intimate connection between listener and music, represented by stylized sound frequencies surrounded by a subtle, futuristic headphone shape. Aura is about exploring new realms of sound, unlocking emotions, and discovering music's profound resonance within our futuristic reality.

# LOGO ANALYSIS

Logo features two primary visual elements:

- Vertical Frequency Bars: Abstract vertical lines resembling sound-wave frequencies, symbolizing the unique, personal, and dynamic nature of music experiences offered by Aura. They represent sound and technology in its purest form—simple yet powerful.
- Headphone Shape (Circular Arc): A partial circular line surrounding these frequency bars, visually suggesting a futuristic headphone or auditory experience. This symbolizes immersion, personal connection, and intimacy, positioning Aura as a direct







# TYPOGRAPHY

AVAPORE

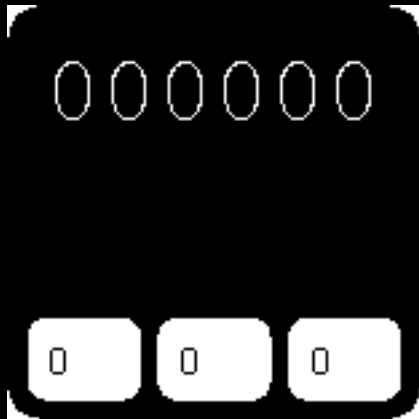
Logo & Titles: Avapore Bold or Medium (uppercase recommended).

UI Elements & Subheadings: Avapore Medium or Regular.

Body Text: Avapore Regular for readability.



# COLOR PALETTE



**THANK YOU**