

## THE BRIEF

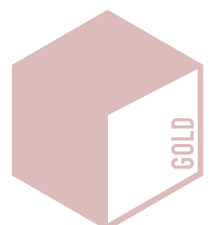
The clients background is in architecture. However he was adamant he didn't want his brand to look like a typical architectural one. From many conversations we could gather some crucial key words to put together the initial logo, these were: *Aura (symbols) Gateway, Drama, Rarity, Reveal, Positivity, Organic, Flow, Process, Atmosphere, Movement, Emotional, Personal, Thoughtful, Conversations, Venn Diagram, Entrance, Building together.*

## THE LOGO

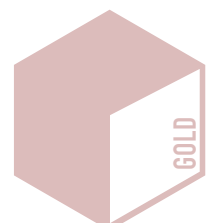
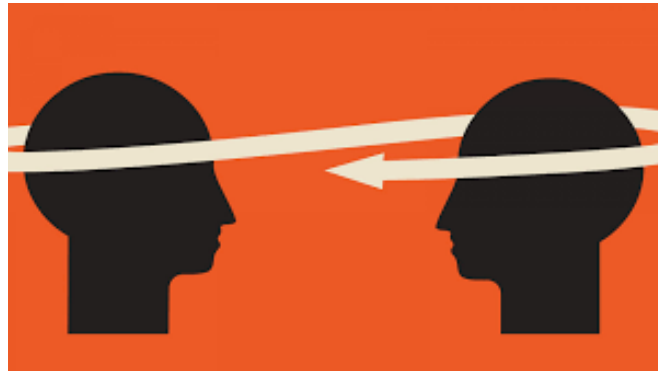
The type of the final logo was overlapped, each word overlapping each other, representing the process of Burland Aura Planning. The secondary 'B' logo can run alone or with the logo and strapline.

## THE COLOURS

The 3 colours compliment each other and tints of these can also be used in the websites illustrations.

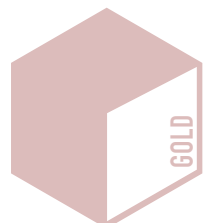


# MOOD BOARD



INITIAL LOGO IDEAS

BURLAND AURA PLANNING



# LOGO DEVELOPMENT

BURLAND AURA PLANNING



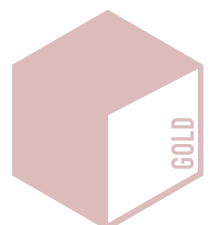
 BURLAND AURA PLANNING

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PLANNING

BURLAND AURA PLANNING 



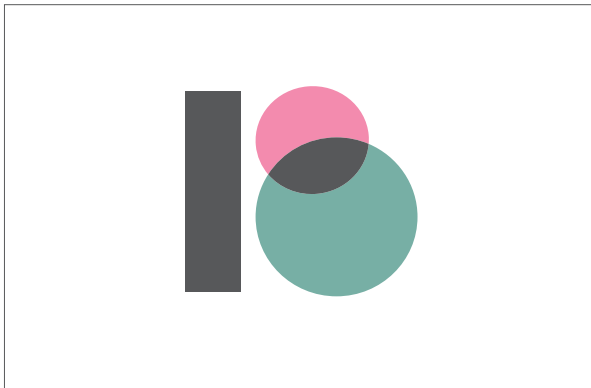
BURLAND AURA PLANNING



## FINAL LOGO

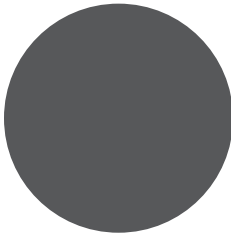


## BUSINESS CARD

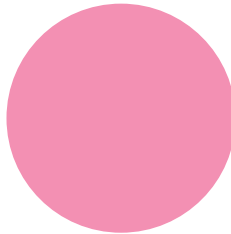


## BRAND COLOURS

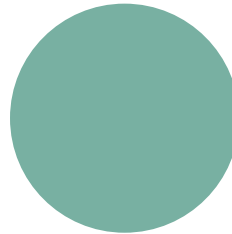
### SOLID COLOUR



c0% m0% y0% k80%  
R79 G79 B79

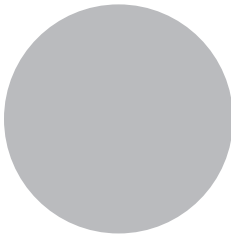


c0% m55% y5% k0%  
R241 G147 B183

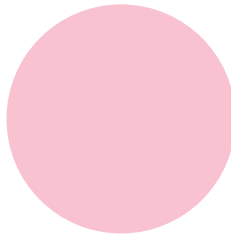


c55% m15% y4%  
R129 G178 B160 k0%  
4

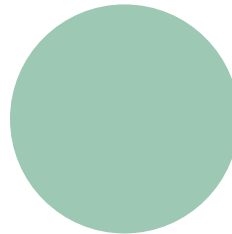
### TINT



c0% m0% y0% k30%  
R196 G196 B196



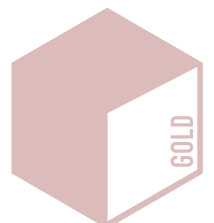
c0% m29% y5% k0%  
R248 G202 B217



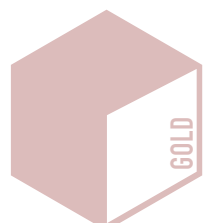
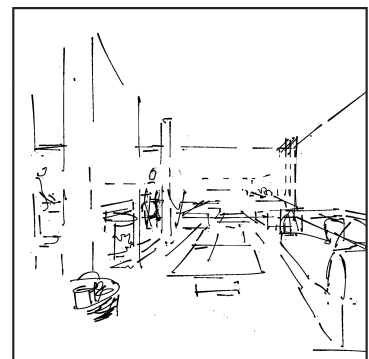
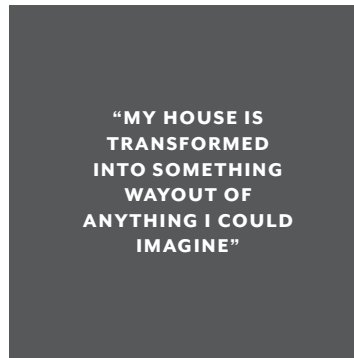
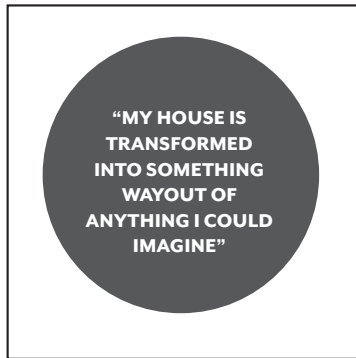
c39% m6% y3%  
R169 G204 B 3% k0%  
183

## BRAND TYPEFACES

**MR EAVES**



# INSTAGRAM TEMPLATES



# LETTERHEAD



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# WEBSITE

