



01 Tone of Voice

AUM's tone of voice embodies innovation and modernity, bridging traditional values with forward-thinking ideas. It communicates with clarity, confidence, and a progressive mindset, reflecting the brand's mission to redefine trust and value in the cryptocurrency space.

Innovative and Modern

Forward-thinking, fresh, dynamic, and exciting.

SAMPLE TONE

“Redefining value with the power of blockchain and gold.”

“Welcome to the future of digital wealth with AUM.”

“Innovative solutions for today’s evolving financial landscape.”



02 Logo

The AUM full-colour logo draws inspiration from the iconic shape of gold, reimagined as a sleek and modern symbol. With refined gradient gold tones, it represents elegance, trust, and timeless value while adding depth and dimension. This contemporary design bridges the enduring significance of gold with the cutting-edge nature of cryptocurrency, making it ideal for a tech-forward brand. Perfect for premium applications, the logo seamlessly blends tradition with innovation, embodying AUM's sophisticated identity.



The AUM flat-colour logo is crafted for flexibility and consistent recognition across all applications. Designed without gradients, it retains the brand's sleek and modern aesthetic while ensuring adaptability for any scenario, including digital platforms, merchandise, and situations where gradients may not be feasible. Featuring the three core brand colours, this version is as distinctive and recognisable as the full-colour logo, ensuring a strong and consistent brand presence in any context.



The AUM logo is designed with a foundation rooted in the geometry of rectangles, ensuring consistent spacing and alignment throughout. This meticulous structure creates a harmonious balance between the sleek gold gradient and the modern typography, symbolizing stability, innovation, and precision. The consistent use of rectangular proportions reinforces AUM's commitment to trust and sophistication, while its adaptable design ensures clarity across all applications.



To maintain the visual impact and legibility of the AUM logo, a minimum clear space has been defined. This space is equal to the height of the “a” in the logo’s typeface and should be kept free of any text, graphics, or visual elements.

To ensure the logo is always clear and recognizable, it must not be reproduced at a size smaller than 15mm in height. This size guideline ensures that the intricate details of the geometric icon and typography are preserved across various applications.



15mm

The AUM light colour logo is optimised for use on dark backgrounds, ensuring exceptional visibility and elegance. The refined gold gradient paired with crisp white typography creates a striking contrast, symbolising prestige, clarity, and sophistication. This adaptation maintains the brand's identity while seamlessly integrating into various applications, reinforcing AUM's modern and versatile appeal.



The AUM grayscale logo provides a versatile option for monochromatic applications. By translating the gold gradient into shades of grey, it retains the logo's geometric precision and refined balance. This version ensures clarity and adaptability while maintaining brand integrity. Suitable for both light and dark backgrounds, it embodies AUM's elegance and sophistication in minimal settings.



The AUM monochrome logo is designed for adaptability in applications like embossing, debossing, and black-and-white printing where gradients aren't suitable. This single-colour format ensures clarity and consistency while preserving the logo's geometric precision and strong brand presence.



The AUM logo complements the brand's luxurious gold palette, reflecting stability and sophistication. Variations in Morning Gold, Radiant Gold, and Molten Gold offer versatility while maintaining visual harmony. The white logo contrasts beautifully against the gold tones, ensuring legibility and reinforcing AUM's premium identity across all applications.



MORNING GOLD

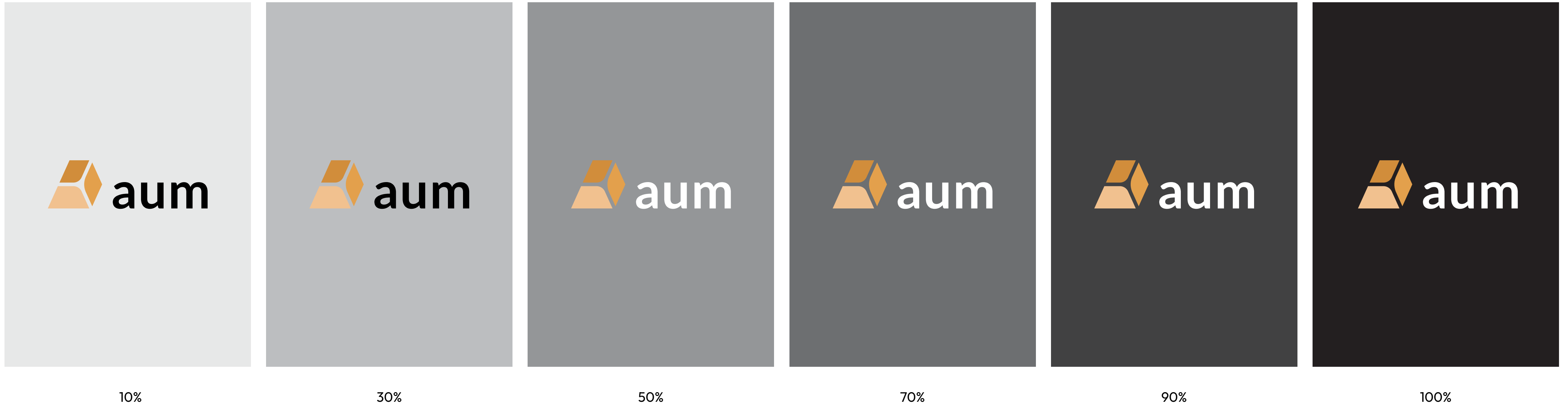


RADIANT GOLD



MOLTEN GOLD

This guide emphasises selecting the correct logo version for maximum visibility on different background shades. Using the wrong version can cause the logo to blend into the background, reducing its clarity. The dark logo is suited for lighter backgrounds, while the light version works best on darker shades. Following these guidelines ensures the logo remains legible and impactful.



When overlaying the AUM logo on images, it is essential to ensure visibility by selecting the appropriate version. Use the lighter logo version on darker images and the darker logo on lighter images. This approach maintains contrast and legibility, ensuring the logo stands out while preserving its clarity and visual impact across different image backgrounds.



To maintain consistency and uphold AUM's brand integrity, avoid the following when using the logo:

1. Do not stretch or distort the logo in any way.
2. Do not apply colours other than the approved palette.
3. Do not alter proportions by enlarging the text or icon independently.
4. Do not outline the logo or its elements.
5. Do not add drop shadows to the logo.

6. Do not apply incorrect gradients or alter the gradient style.

7. Do not add outer glows or additional effects.

8. Do not change the font used in the logo.

9. Do not use capital letters for the logo text.

10. Do not use the text or icon alone; the logo must always be used as a complete unit.

1.



2.



3.



4.



5.



6.



7.



8.



9.



10.



Incorporating motion into the AUM logo enhances its storytelling and brings its identity to life. The dynamic transitions symbolise AUM's balance between tradition (gold's enduring value) and innovation (modern cryptocurrency). Motion captures attention, adds a sense of sophistication, and reinforces the brand's forward-thinking nature, making it more engaging across digital platforms and modern applications.



INITIAL STATE:
A simple golden bar symbolizing AUM's foundation in gold.



TRANSFORMATION:
The bar tilts, adding depth to represent innovation.



TEXT APPEARANCE:
"AUM" text emerges, blending tradition and technology.



ALIGNMENT:
The icon and text align, showcasing brand harmony.



FINAL STATE:
The golden hexagon and text are fully revealed, symbolizing precision and sophistication.

When the logo is used with the tagline “The Future of Digital Wealth,” proper alignment and spacing are crucial to maintaining a cohesive visual identity. This version reinforces AUM’s vision and is ideal for materials requiring additional context, ensuring a polished and professional appearance.



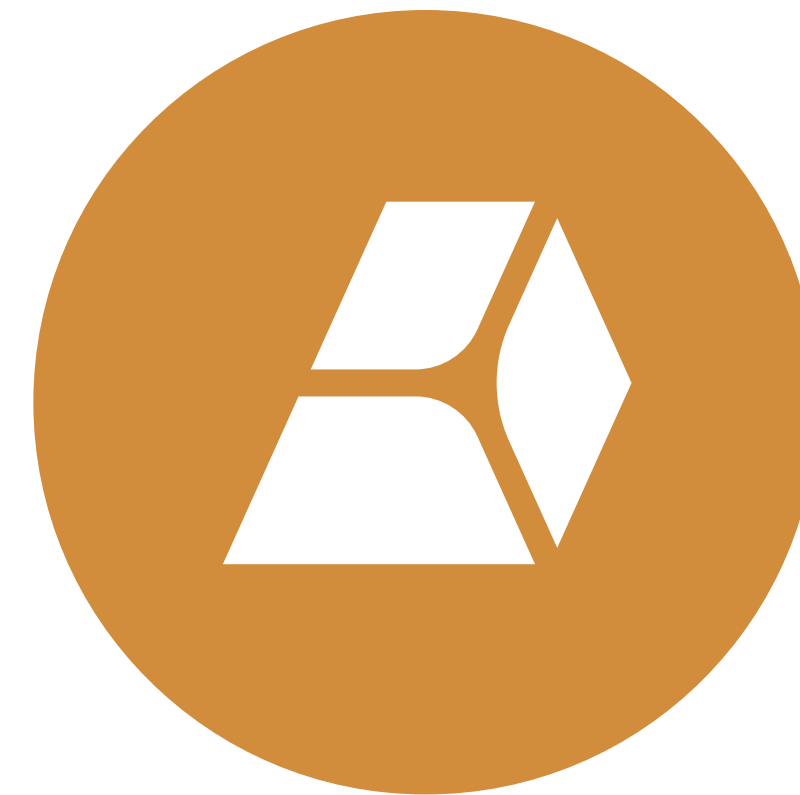
The full colour icon represents AUM's essence with its refined gold gradient and geometric precision. Designed to symbolise stability, innovation, and sophistication, it works as a standalone graphic for use in digital, print, or material applications where simplicity and brand recognition are key. The gradient enhances depth and visual impact, reinforcing AUM's premium identity.



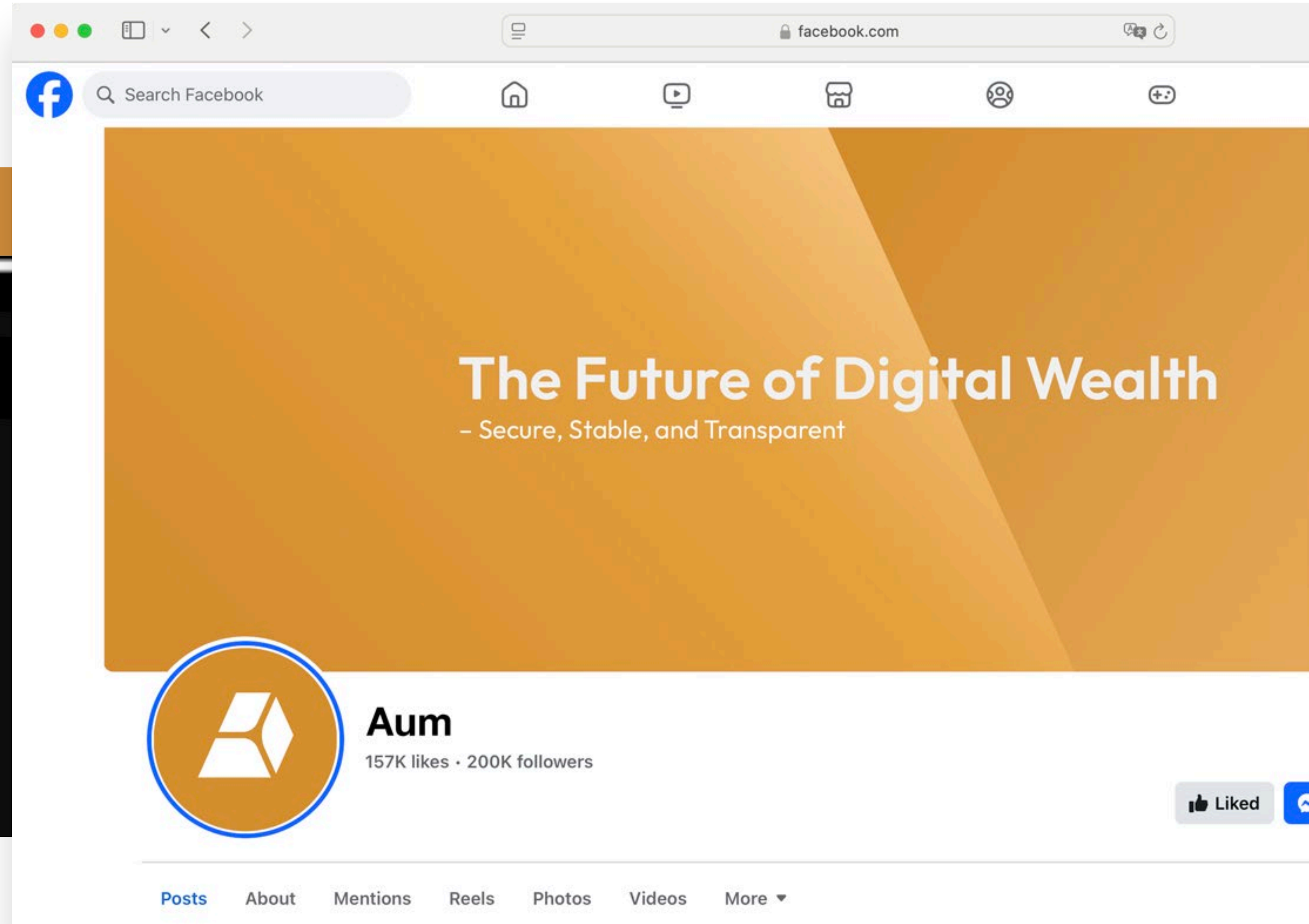
The flat colour icon simplifies AUM's design while retaining its geometric precision and strong visual identity. Without gradients, this version ensures clarity and adaptability, making it ideal for applications like embossing, debossing, or minimalist digital and print designs. It maintains AUM's essence of stability and innovation in a clean, modern form.



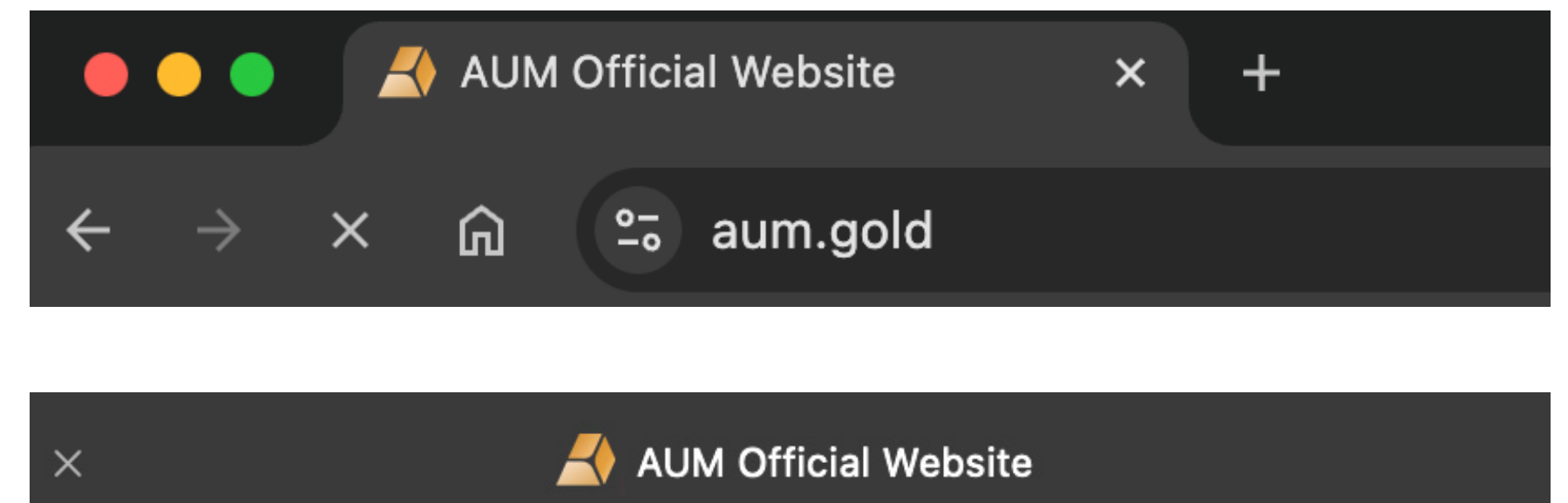
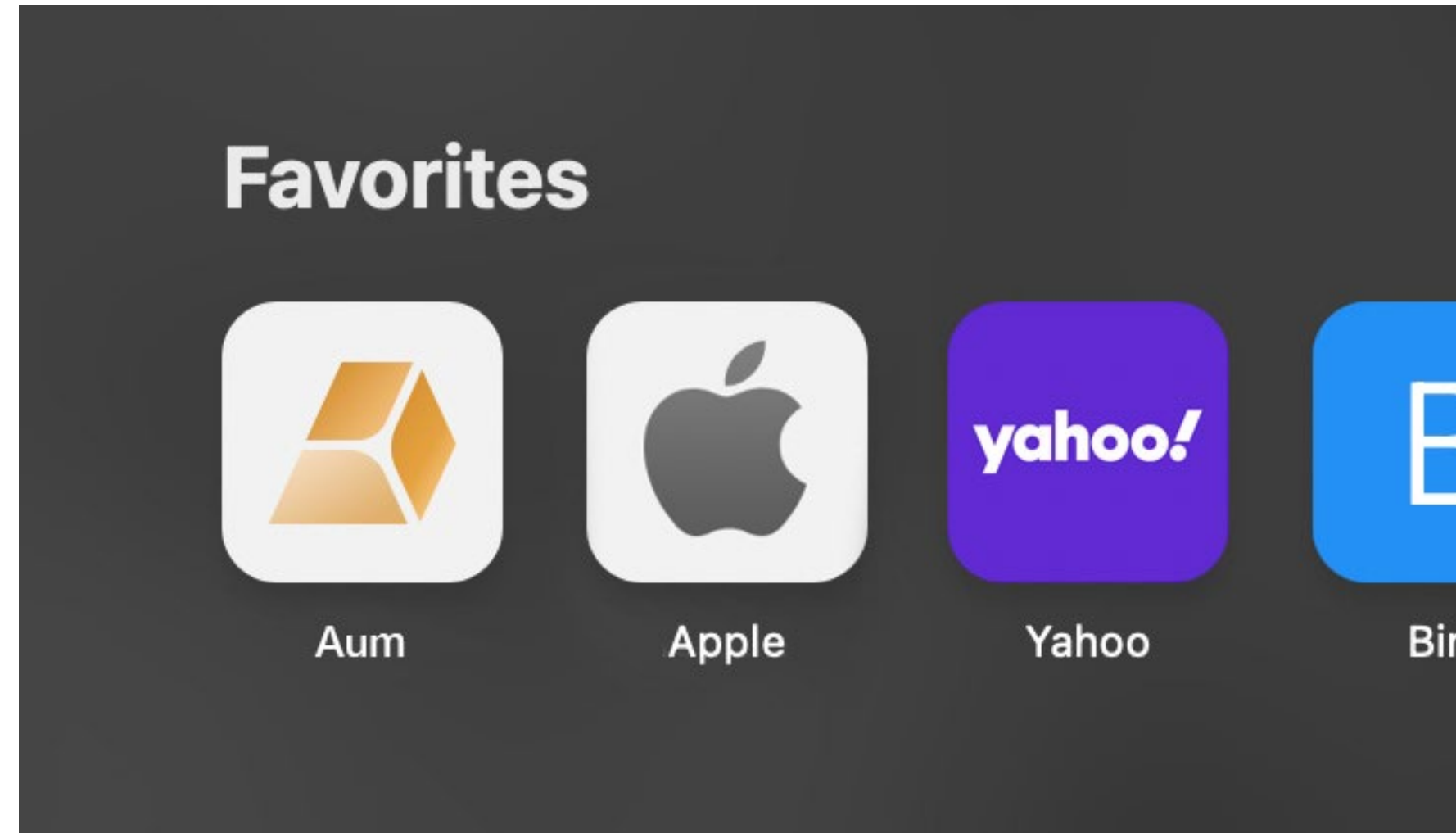
The flat colour icon offers versatility for various applications. It can be used independently in contexts where simplicity or minimal branding is required, such as social media avatars, app icons, or embossed materials. The icon adapts seamlessly to different background colours, ensuring visibility and maintaining brand integrity. Consistent usage of the approved colour variations reinforces AUM's identity across all platforms.



The AUM icon adapts seamlessly across digital platforms. It functions effectively as a mobile app icon, retaining clarity at small scales, and as a social media profile picture, ensuring consistent and professional branding. These examples highlight AUM's versatility and strong visual identity across various platforms.



The AUM icon functions effectively as a favicon, ensuring recognisability at small sizes in web browsers and bookmarks. Its clean, minimal design retains clarity and aligns with AUM's brand identity, whether displayed in a favourites menu or browser tab. This versatile application reinforces the brand's professional and cohesive digital presence.



These coin icons are designed for use in market cap listings, representing specific currencies or assets. Each icon variation incorporates the AUM symbol, paired with colours reflecting the associated country's flag for clear identification. Examples include TROY, AUAE, and USD, with their respective colours representing global recognition and alignment.

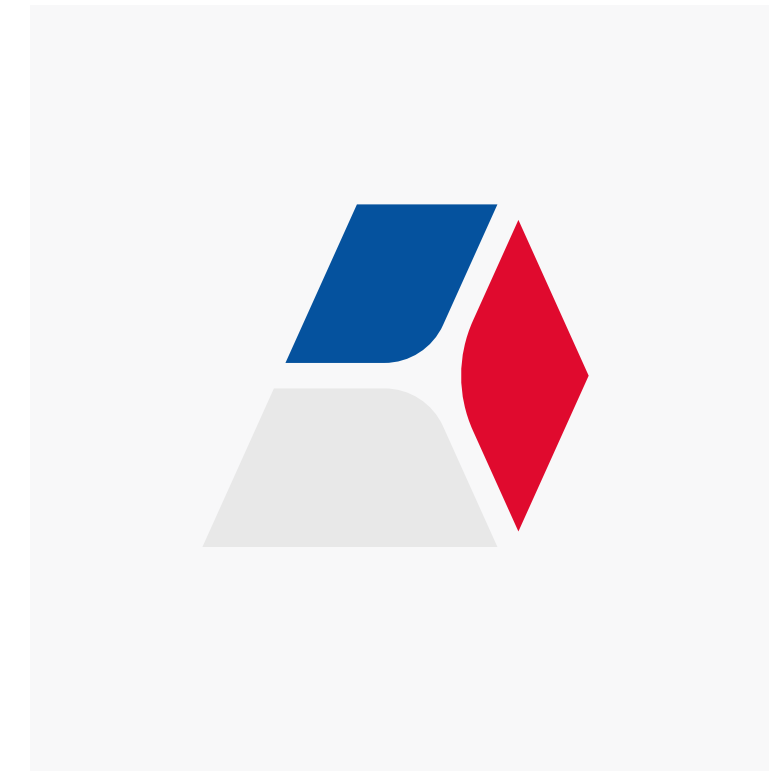
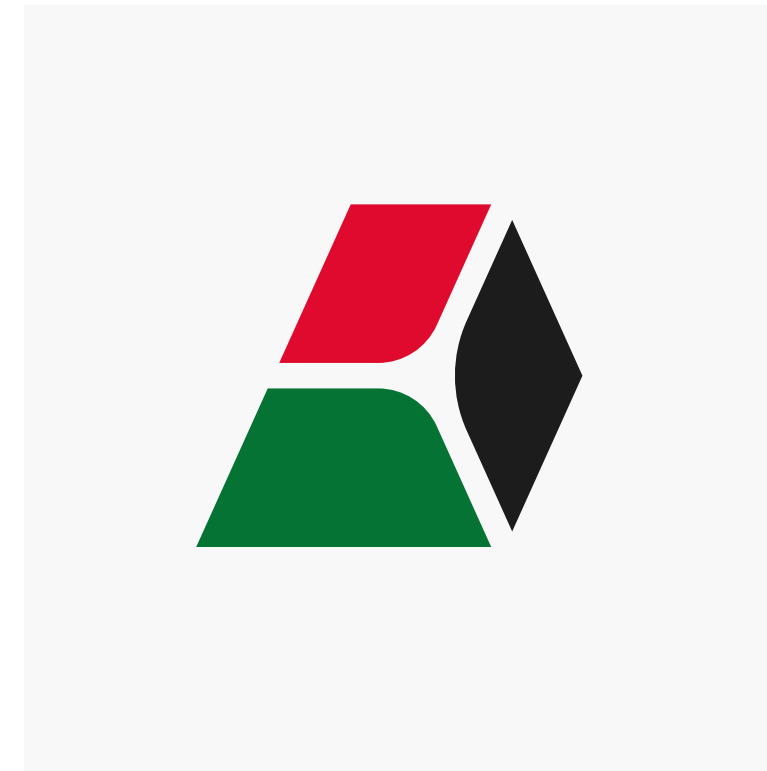
This consistent yet flexible design ensures clarity and branding continuity across international markets.

TROY

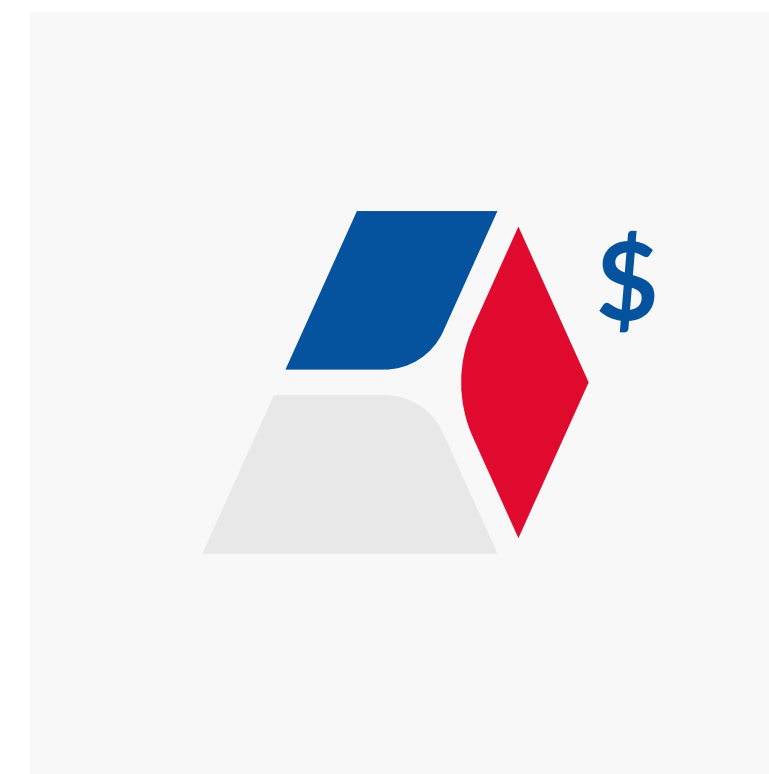
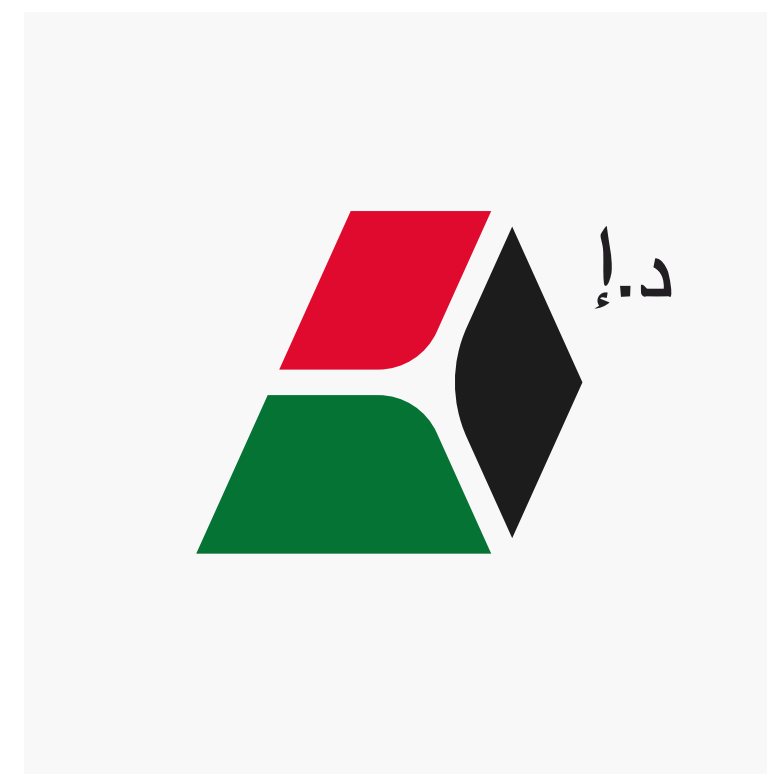
AUAE

USD

WITHOUT CURRENCY



WITH CURRENCY



The AUM coin icons are optimised for display on market cap platforms, ensuring clarity and recognisability. Each icon integrates seamlessly into the interface, with currency-specific colours and symbols, such as TROY and AUAE, enhancing identification.

The design ensures legibility at various sizes, allowing users to easily track market data and trends. This consistent branding reinforces AUM's professional presence in digital currency markets.

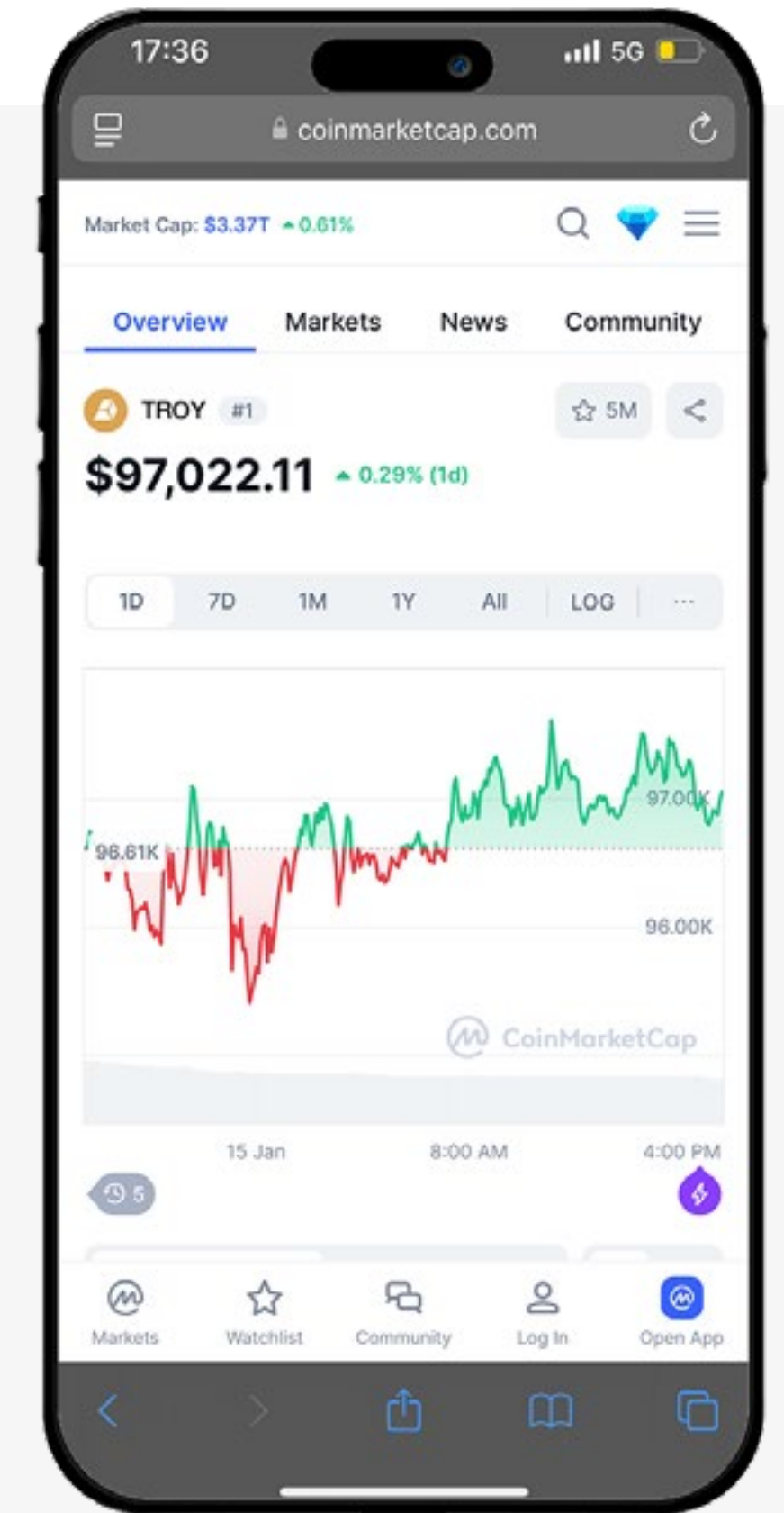
TROY #1 ☆ 327K 🔗

\$2,400 ▲ 13.82% (1d)

Market cap ⓘ \$1.24B ▲ 13.82%	Volume (24h) ⓘ > \$353.24M ▼ 9.51%
FDV ⓘ \$1.65B	Vol/Mkt Cap (24h) ⓘ 28.49%
Total supply ⓘ 1B APE	Max. supply ⓘ 1B APE

AUAE #1

1.00 ▲ 13.82% (1d)



03 Colour

AUM's colour palette reflects the brand's core attributes of trust, sophistication, and innovation. The combination of pure white and jet black ensures clarity and contrast, providing a clean and modern foundation. Shades of gold, from Morning Gold to Molten Gold, symbolise luxury, wealth, and stability, aligning with AUM's gold-backed cryptocurrency identity. The gradient adds depth and versatility, creating a dynamic and premium visual appeal suitable for various

applications. This cohesive palette enhances the brand's consistency and recognisability across all platforms.

<p>PURE WHITE</p> <p>CMYK : 0, 0, 0, 0 RGB : 255, 255, 255 #FFFFFF</p>	<p>JET BLACK</p> <p>CMYK : 0, 0, 0, 100 RGB : 0, 0, 0 #000000</p>	<p>MORNING GOLD</p> <p>CMYK : 4, 26, 47, 0 RGB : 244, 199, 147 #F4C793</p>	<p>RADIANT GOLD</p> <p>CMYK : 9, 40, 80, 1 RGB : 230, 163, 67 #E6A343</p>	<p>MOLTEN GOLD</p> <p>CMYK : 14, 47, 88, 4 RGB : 214, 143, 47 #D68F2F</p>	<p>GRADIENT</p>
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04 Typography

Typography is crucial in shaping AUM's identity, and Outfit was selected for its modern, clean, and professional look. Its versatility across weights, from Thin to Bold, ensures consistency and readability, reinforcing AUM's values of innovation and stability. The geometric design complements the logo, creating a strong, confident brand presence in both digital and print applications.

Outfit

Building A Golden Future

Thin

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890@#%^&*

Light

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890@#%^&*

Regular

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890@#%^&*

Medium

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890@#%^&*

SemiBold

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890@#%^&*

Bold

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890@#%^&*

AUM's typography follows a clear hierarchy to ensure readability and emphasis. Headers are set in Bold to create prominence, while Subheaders use Medium to provide a balanced tone that supports the header. Body text in Regular ensures optimal readability for detailed content, creating a clean, cohesive design that guides the reader's attention effectively.

Outfit Bold

Invest In a Secure Future

Outfit Medium

AUM is your bridge between gold and blockchain innovation.

Outfit Regular

With AUM, you can confidently protect and grow your wealth. By leveraging the transparency of blockchain and the stability of gold, we provide an unparalleled financial ecosystem that's built to last.

This section demonstrates how to apply text on various brand images, ensuring legibility and consistency. It shows how to select text colours for light or dark backgrounds, maintaining readability and a professional appearance across different scenarios and applications.

Discover A Golden Stardard

Discover A Golden Stardard

Discover A Golden Stardard

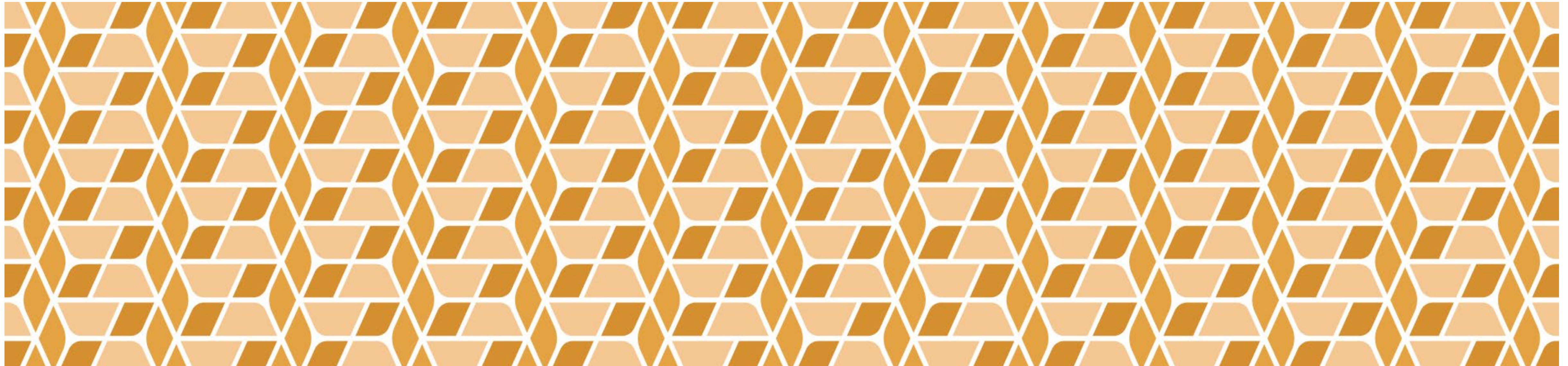
Discover A Golden Stardard

Discover A Golden Stardard

Discover A Golden Stardard

05 Applying

The pattern is formed by repeating the AUM icon, creating a dynamic and cohesive structure. Its geometric design ensures balance and flexibility, making it suitable for various applications such as backgrounds and packaging, while reinforcing the brand's identity.



This page explores how AUM's design is adapted for mobile and UX/UI interfaces, using a smartphone as an example. The focus is on ensuring that the logo, typography, and key visual elements remain clear, user-friendly, and engaging across small screen formats. Testing the design in these environments ensures that the branding is visually appealing and functional, enhancing the user experience while maintaining consistency with the overall brand identity.



This page shows how AUM's design is applied to advertising on the F1 circuit. The branding is tested for visibility and impact on large-scale, high-traffic environments, ensuring it captures attention while maintaining clarity and consistency with the overall brand identity.



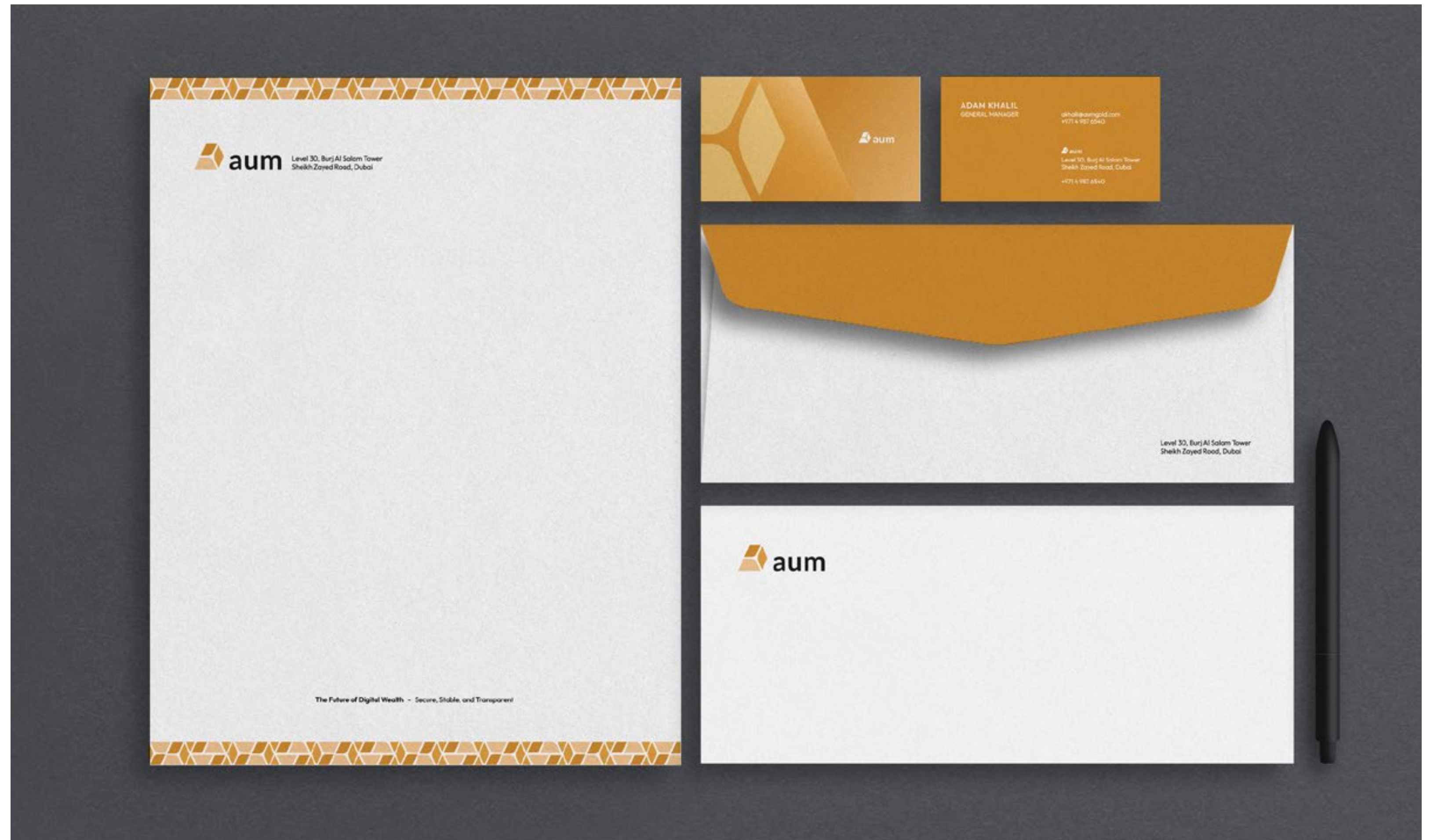
The AUM icon is applied to a 6-panel cap, ensuring clarity and recognisability across all panels. The design maintains a balanced and stylish look, reinforcing the brand's identity while demonstrating the logo's versatility in wearable merchandise.



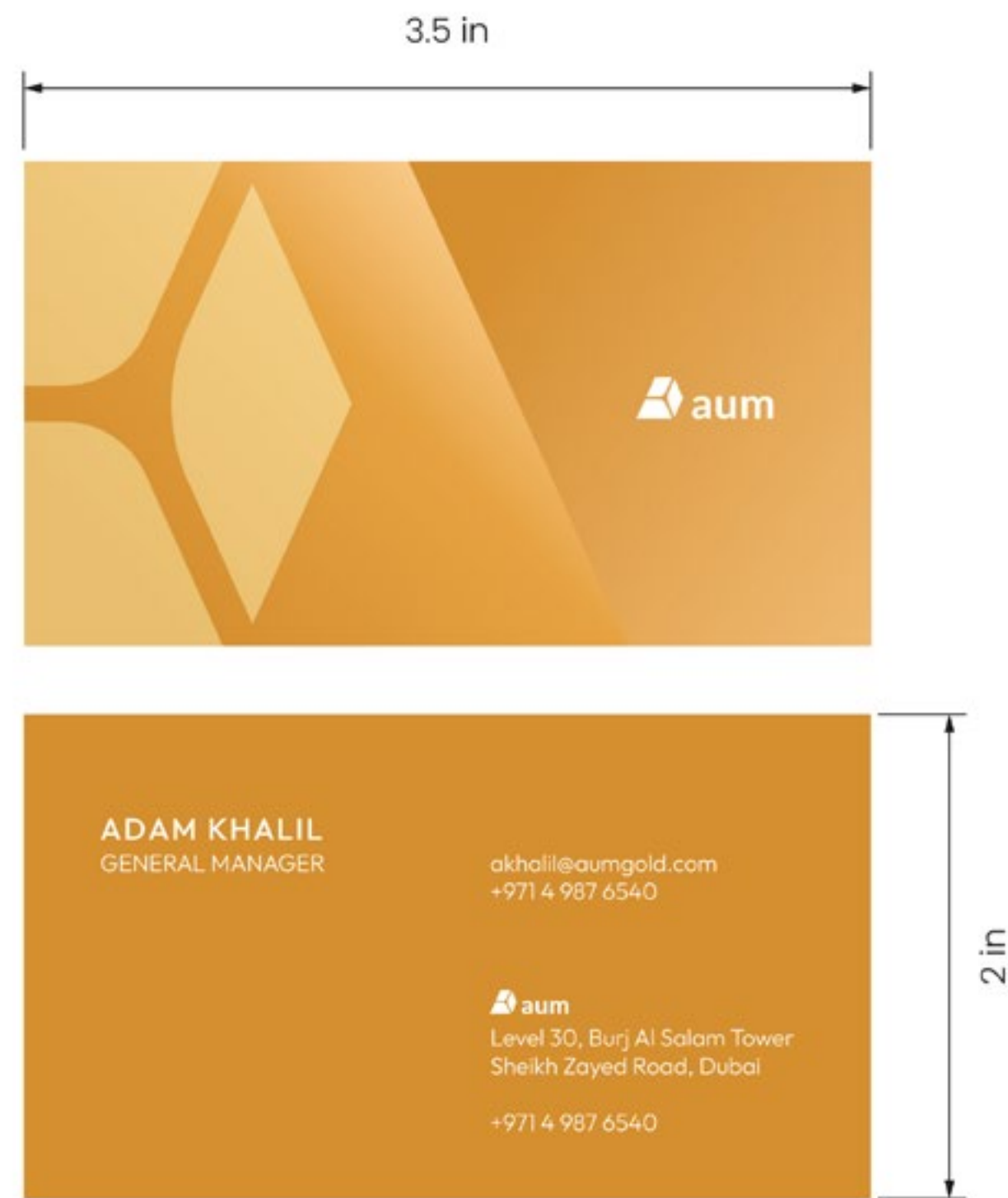
06 Stationary

Branding applied to stationery, such as letterheads, business cards, and envelopes, plays a crucial role in creating a professional and cohesive image. Consistent use of the AUM logo, typography, and colour scheme reinforces the brand's identity and establishes trust with clients and partners. These elements ensure that every piece of communication, from formal letters to business introductions, reflects the brand's values of sophistication, reliability, and modernity. Effective stationery

design helps create a lasting impression and enhances brand recognition in every interaction.



The business card creatively uses AUM's brand colours, maintaining consistency while adding visual interest. The bold contrast of Morning Gold, Radiant Gold, and Jet Black reinforces the brand's premium identity. The layout ensures all details are clear and easy to read, striking a balance between elegance and creativity to portray AUM's professional yet dynamic presence.



07 Social Template

The graphic post design incorporates AUM's brand elements—iconography, typography, and colour palette—to ensure consistency across social media platforms. While the layout isn't overly structured, a flexible framework is established to guide future designs. The header and body text are placed strategically, ensuring clarity and emphasis. A subtle frame around the post reminds of the brand, reinforcing its identity without overwhelming the content. This approach

offers creative freedom for designers while maintaining a cohesive, recognisable brand presence in future social media artworks.



1:1



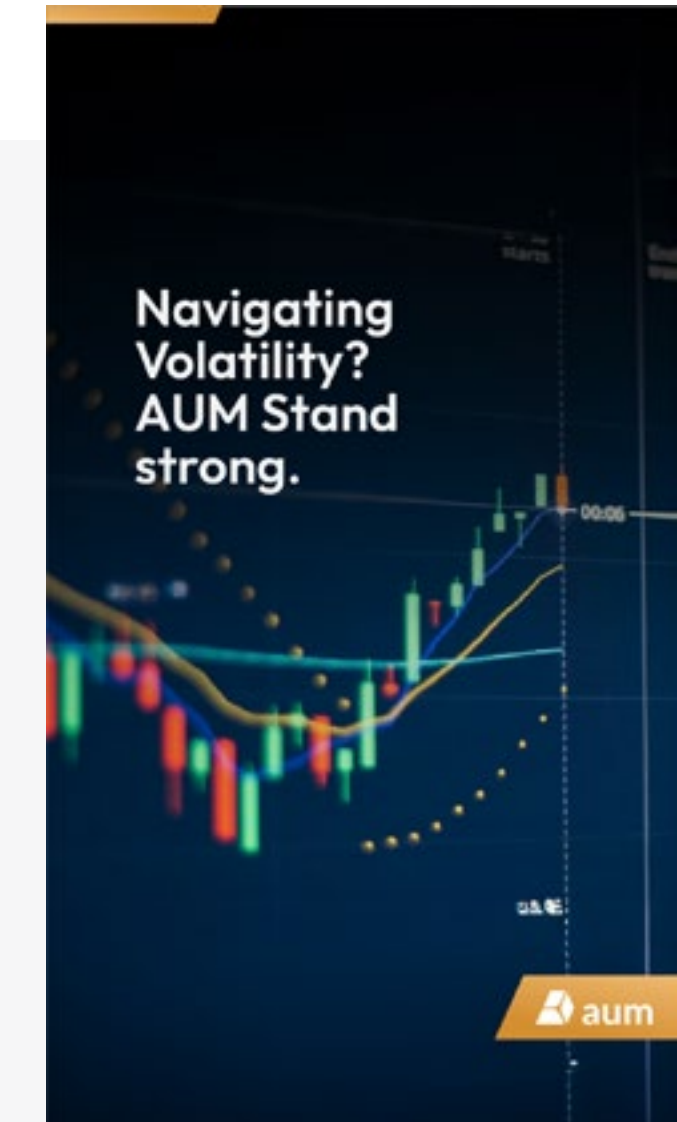
16:9



9:16



For image posts, text is placed to ensure readability and contrast with the background. Headers and body text are spaced for clarity, while a subtle brand-coloured frame reinforces AUM's identity. This approach maintains flexibility for designers while ensuring brand consistency across image-based posts.



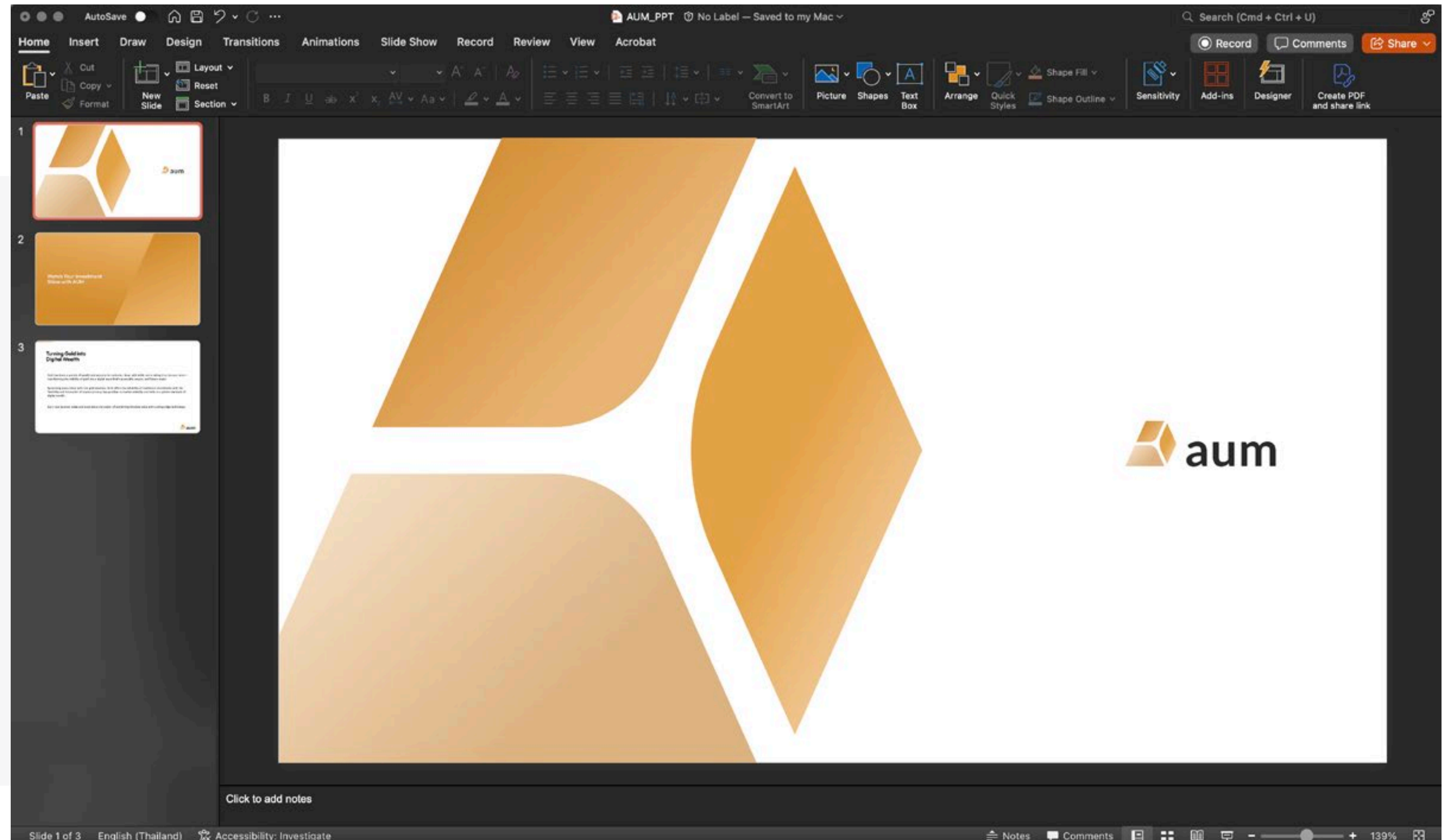
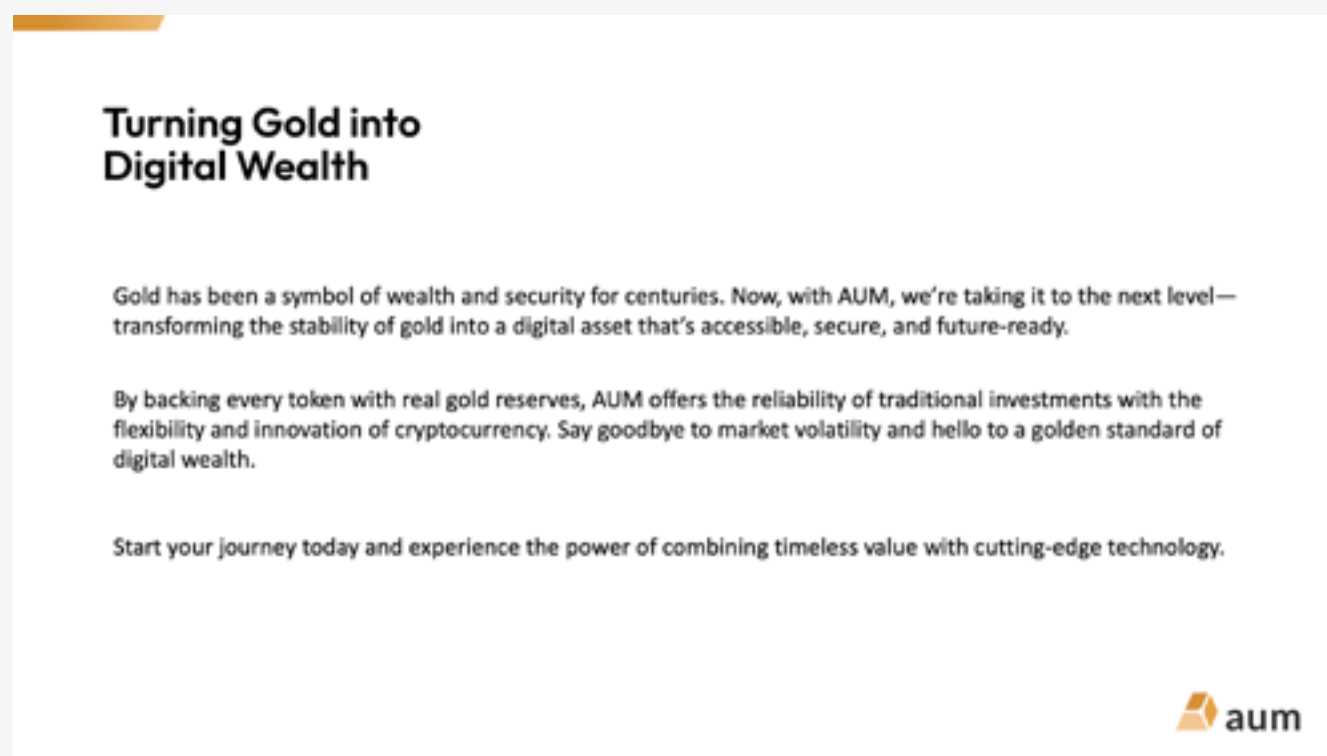
1:1

16:9

9:16

08 Powerpoint Template

The PowerPoint slide template uses AUM's brand identity to ensure consistency across presentations. It incorporates brand colours, typography, and logo placement, creating a cohesive and professional look while allowing flexibility for content. This ensures every presentation maintains brand recognition and visual impact.



09 Email

The email template features AUM's logo in the header and contact details with social media links in the footer, maintaining brand consistency. The signature includes the sender's name, title, and company logo, using consistent typography for clarity. This design ensures all future emails, whether EDMs or corporate, reflect a professional and cohesive brand identity.



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10 Credit Card

The AUM credit card comes in three versions: Gold, Silver, and Metal. Each features a shiny, sophisticated finish, with the card value prominently displayed. The Gold and Silver versions offer a reflective surface, while the Metal version has a refined matte texture. A digital version is also available for use with digital wallets, maintaining the same luxurious aesthetic.

DIGITAL CARD

