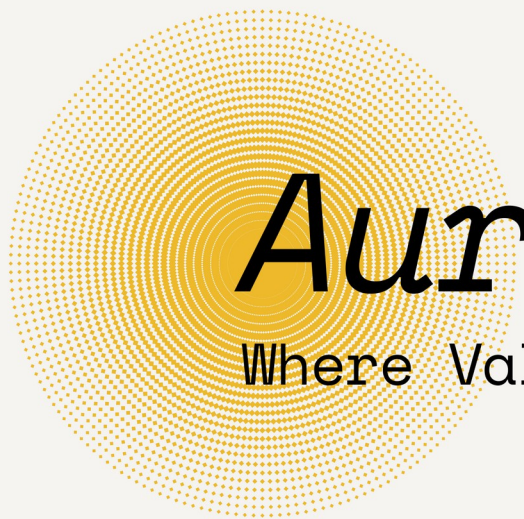




Aurivum

Where Value Becomes Verifiable

BRAND GUIDELINES

PROVISIONAL IDENTITY SYSTEM / VERSION 01

Exceptional Objects. Enduring Proof.

A concise visual and verbal system for the digital identity of exceptional objects.

AURIVUM at a Glance

Where Value Becomes Verifiable

Brand idea

AURIVUM gives every exceptional physical object a living digital identity. It connects the object's evidence, history and ownership journey in one enduring record - making value easier to understand, preserve and verify.

VERIFIABLE Facts, evidence and provenance are organised into a record people can review.	ENDURING The identity is designed to remain with the object as its story evolves.
EXCEPTIONAL The brand serves objects whose rarity, craft, history or meaning sets them apart.	TRUSTED The voice is precise, restrained and grounded in credible records - never hype.

Positioning

A premium digital identity and provenance platform for collectors, buyers, auction houses, brands and specialists who need stronger continuity between an exceptional object and the proof behind it.

The Digital Identity of Exceptional Objects

Why AURIVUM

Aurivum

AURUM Latin for gold – a symbol of enduring value, rarity and permanence.	ARCHIVUM Archive or permanent record – the preservation of identity, evidence and story.
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ENDURING VALUE + PERMANENT RECORD

AURIVUM is a coined name that unites the value of an exceptional object with the record that protects its meaning. It expresses the central promise of the brand: preserve what makes the object valuable, and make the proof behind it enduring.

WRITTEN NAME	GUIDANCE Use AURIVUM in uppercase in editorial copy, headings and product naming.
VISUAL WORDMARK	GUIDANCE Use the supplied Aurivum artwork exactly as created. Never retype or reconstruct the logo.

The Primary Lockup



The primary lockup combines the radial identity mark, the Aurivum wordmark and the line Where Value Becomes Verifiable. These elements form one approved composition and should not be rearranged.

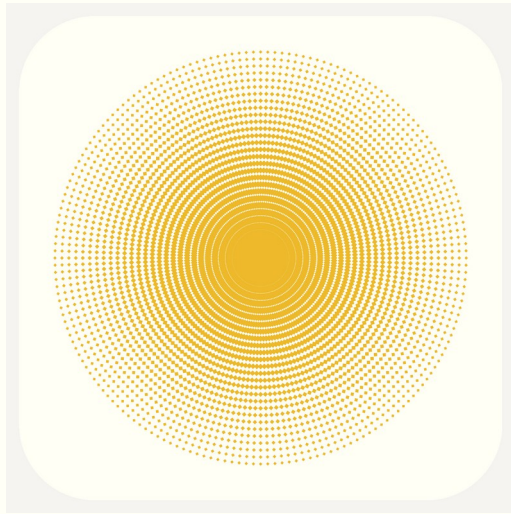
RADIAL MARK	WORDMARK	SIGNATURE LINE
The visual identifier and app symbol.	The distinctive Space Mono Italic name treatment.	The brand promise in Space Mono Regular.

Usage rules

CLEAR SPACE	RULE Keep free space around the lockup equal to at least the height of the lowercase u in the wordmark.
MINIMUM SIZE	RULE Digital: 240 px wide for the complete lockup. Print: 40 mm wide. Use the app icon below these sizes.
APPROVED BACKGROUND	RULE Use the current lockup only on Proof Ivory or clean white backgrounds until a reverse master is produced.
INTEGRITY	RULE Do not stretch, rotate, recolour, add effects, alter the dot field or change the wording or typography.

04 / SYMBOL MEANING

A Digital Fingerprint for Exceptional Objects



OBJECT DNA

A living sequence of identity and proof.

DIGITAL FINGERPRINT

Each object is treated as having a distinct identity.

RADIATING RINGS

Evidence and life events accumulate outward as the story grows.

GOLDEN CENTRE

The exceptional object remains the source of value and meaning.

CIRCULAR CONTINUITY

Provenance travels across time and ownership without breaking the record.

DOT / PIXEL LANGUAGE

The mark connects luxury value with digital precision and verifiable data.

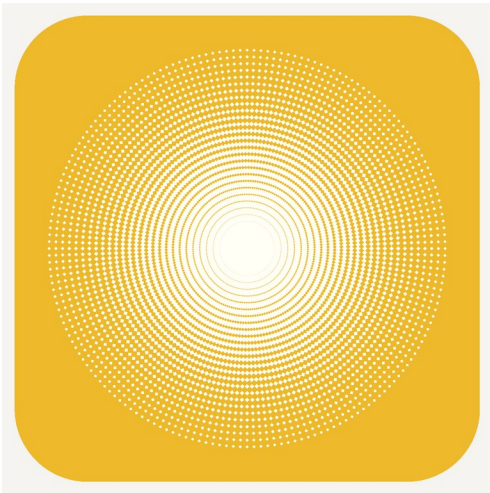
Concept statement

The symbol is not a literal fingerprint or DNA helix. It is a proprietary visual metaphor for the unique, evolving identity of an exceptional object - its AURIVUM DNA.

Every Object Has a Story. Make It Verifiable.

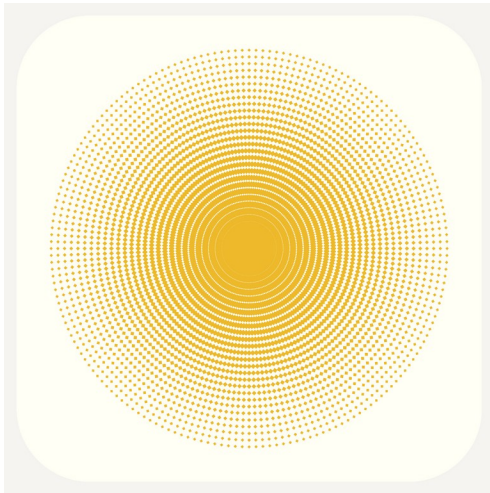
The AURIVUM App Icon

The icon distils the identity into one recognisable asset. The fingerprint remains the hero; no letters, wordmark or additional symbols should be added inside the icon.



PRIMARY APP ICON

Gold field / ivory identity mark. Use for app stores, device home screens and launch materials.



LIGHT-SURFACE ICON

Ivory field / gold identity mark. Use in presentations, documentation and light editorial contexts.

Production guidance

MASTER EXPORT	GUIDANCE Prepare a 1024 x 1024 px square master. Let the operating system apply its official corner mask.
SMALL SIZES	GUIDANCE Use the simplified icon without the wordmark or brand line. Minimum recommended display size: 48 px.
CONSISTENCY	GUIDANCE Preserve the exact centre, density and radial rhythm of the supplied dot field. Do not redraw it manually.

Aurum, Proof and Ink

The palette is deliberately narrow. Gold signals exceptional value, ivory creates quiet space around the object, and black brings precision and authority.

AURIVUM GOLD	#EEBA2B RGB 238 / 186 / 43	Primary accent, icon field and key brand moments
RADIANT GOLD	#F2CB5D RGB 242 / 203 / 93	Radial transitions and supporting highlights
SOFT GOLD	#F7E19F RGB 247 / 225 / 159	Subtle glow and secondary tonal detail
PROOF IVORY	#F6F4F1 RGB 246 / 244 / 241	Primary background and negative space
ICON IVORY	#FFFFFF6 RGB 255 / 255 / 246	Light mark, icon contrast and premium surfaces
INK BLACK	#0F0F0F RGB 15 / 15 / 15	Wordmark, headings, copy and high-contrast fields

Recommended balance

60% PROOF IVORY	25% INK BLACK	15% GOLD
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Use the gold tonal range only inside the radial mark or as a controlled highlight. Avoid metallic gradients in body text, tables or large background fields.

07 / TYPOGRAPHY

Space Mono

Space Mono is the sole brand typeface in the supplied identity. Its monospaced structure communicates precision and digital proof, while the italic wordmark adds a more editorial, collectible character.

Aurivum
SPACE MONO ITALIC / WORDMARK & DISPLAY

Where Value Becomes Verifiable
SPACE MONO REGULAR / HEADLINES, COPY & LABELS

Type hierarchy

Display	30-40 pt / Italic	Wordmark moments, covers and major brand statements
Heading	18-24 pt / Regular	Section titles and campaign headlines
Body	9.5-11 pt / Regular	Explanations, app concept and editorial copy
Micro	7.5-8.5 pt / Regular	Navigation, metadata, captions and technical labels

Visual language

QUIET SPACE Use generous ivory fields.	ONE FOCAL MARK Let the radial symbol lead.	PRECISE RHYTHM Use grids and consistent spacing.	HIGH CONTRAST Pair ink with ivory and gold.
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The Language of Enduring Proof

PRIMARY BRAND LINE	Where Value Becomes Verifiable
BRAND PROMISE	Exceptional Objects. Enduring Proof.
CATEGORY DESCRIPTOR	The Digital Identity of Exceptional Objects

Supporting campaign lines

Preserve the Value. Prove the Story.
Every Object Has a Story. Make It Verifiable.
Provenance Made Permanent.
Own the Story. Prove the Original.

Voice principles

PRECISE	ASSURED	REFINED	HUMAN
Make clear, supportable claims.	Confident without exaggeration.	Short sentences and quiet authority.	Lead with the object and its story.

Claim discipline: AURIVUM records and organises trusted evidence. Do not claim that the platform authenticates an object unless the statement is supported by a verified brand, expert or approved partner attestation.

The Digital Identity of Exceptional Objects

THE CONCEPT

AURIVUM is a digital identity and provenance application for watches, art, jewellery, antiques and other exceptional physical objects. Each object receives a living digital passport that brings identity, supporting evidence, ownership history, lifecycle events and transfer into one trusted record.

AURIVUM DNA

ORIGIN / IDENTITY / EVIDENCE / PROVENANCE / LIFE
EVENTS / TRANSFER

REGISTER Create the object's digital passport.

DOCUMENT Attach certificates, invoices, images and scans.

TRACE Review provenance and material life events.

MANAGE Organise exceptional objects in one portfolio.

TRANSFER Move the record when ownership changes.



AURIVUM preserves the identity, evidence and story that make an exceptional object valuable.