AURUM DEFENSE

BRAND MANUAL

THE GOLD STANDARD FOR DEFENCE AND SECURITY SOLUTIONS



VERSION 1.0 // CORPORATE IDENTITY // PRAGUE, CZECH REPUBLIC

WHO WE ARE

Aurum Defense is a Czech export organization operating on international markets in the field of aerospace, defence and security industry. With the know-how of more than 30 years of experience, the company provides its customers with turn-key solutions supplying state-of-the-art technologies, unique solutions and comprehensive services for both military and civilian markets.

BRAND CLAIM

THE GOLD STANDARD FOR DEFENCE AND SECURITY SOLUTIONS

RELIABILITY

Reserved capacity, regular reporting and predictable schedules — 98 % of contracts completed on time.

DISCRETION

Anonymous visual language, non-disclosure as standard, no product or customer disclosed without consent.

INTEGRATION

Products from audited partners assembled into one system with a single point of responsibility.

LIFE CYCLE

Spare parts, repairs, overhauls and modernization for the full service life of delivered equipment.

COMPLIANCE

Export licences, customs regimes and defence documentation handled end to end.

PRECISION

Engineering-grade documentation traceability, verifiable during an entry audit.

THE EMBLEM

The mark combines three elements: the hexagonal PERIMETER (shield), the golden AURA (radial rings of the protective field) and the MONOGRAM — a faceted letter A with an integrated arrow, signalling upward capability and technical precision.



PRIMARY MARK — GOLD ON CARBON

CLEAR SPACE Minimum clear space equals half the width of the shield on every side.

MINIMUM SIZE 24 px digital / 8 mm print for the mark, 120 px for the full lock-up.

LOCK-UP Mark plus two-line wordmark: AURUM (foreground) over DEFENSE (gold, letter-spaced 0.42em).

DO NOT Do not recolour, rotate, outline, add drop shadows or place the mark on busy light imagery.

PALETTE

Gold is the accent, never the surface. Carbon carries every layout; olive and steel structure it; paper is reserved for text on dark backgrounds.

METALLIC GOLD
#C5A45D

Accent, emblem, rules, key figures

TACTICAL OLIVE
#4E563B

Secondary surfaces, photo grading

CARBON BLACK
#111411

Primary background

BRUSHED STEEL
#A4AAA2

Body copy, technical labels

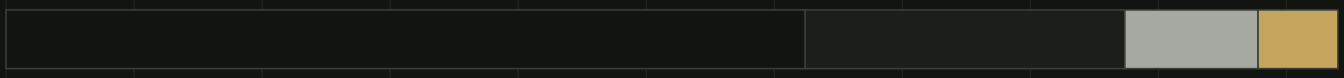
TECHNICAL PAPER
#E7E2D5

Headlines on dark surfaces

SURFACE
#1B1F1B

Cards, panels, tiles

USAGE RATIO



TYPOGRAPHY

Barlow Condensed Bold sets every headline in uppercase. Barlow carries body copy. JetBrains Mono is reserved for labels, coordinates, figures and technical data.

DISPLAY / HEADLINES — Barlow Condensed Bold

READINESS WITHOUT COMPROMISE

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

BODY COPY — Barlow Regular

Turn-key delivery, on schedule and in confidence.

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

LABELS / DATA — JetBrains Mono

01 // PORTFOLIO 50.0929 N, 14.4508 E

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

SCALE & TRACKING

H1 — Condensed Bold 56/58, uppercase, tracking 0.02em
H2 — Condensed Bold 32/36, uppercase, tracking 0.02em
H3 — Condensed Bold 20/24, uppercase
Body — Barlow 16/26, sentence case, max 68 characters per line
Label — JetBrains Mono 11, uppercase, tracking 0.34em, gold

GRAPHIC SYSTEM

The layout language is a technical HUD: a 72 px steel grid, gold corner brackets, hairline gold rules and monospaced coordinate labels. Motion is proof of system — radar sweep, technical scan and aura pulse, each slow, looped and reduced-motion safe.

CORNER FRAME

14 px gold brackets on the top-left and bottom-right of every panel.

HUD GRID

72 px steel grid at 22 % opacity behind hero and section backgrounds.

GOLD RULE

1 px gradient rule fading right — separates eyebrow from headline.

EYEBROW LABEL

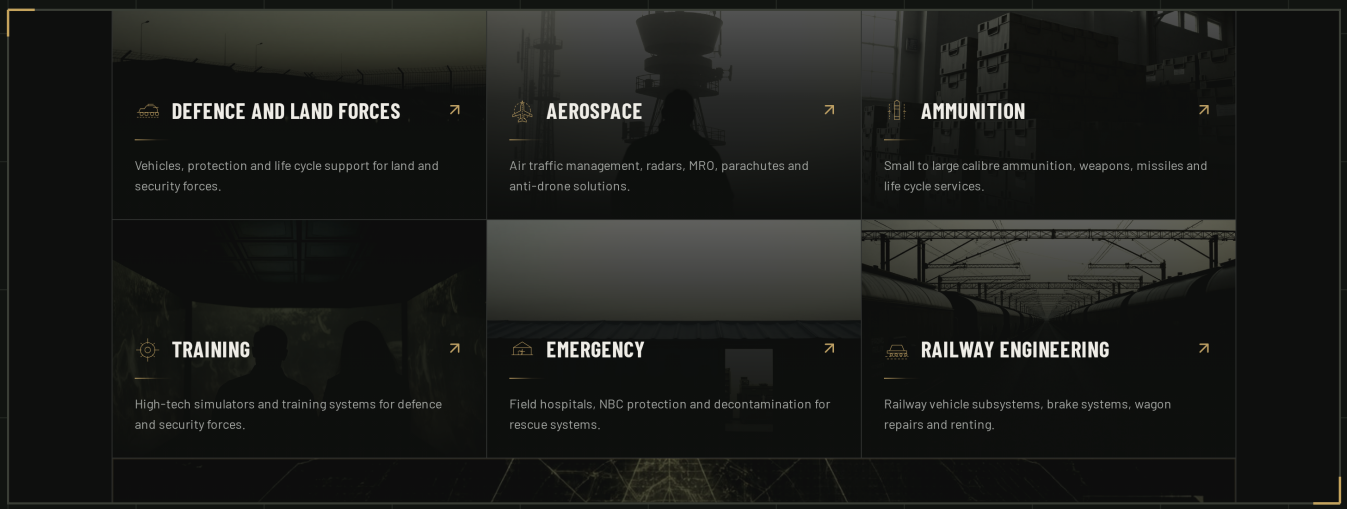
Monospace numbering: 01 // PORTFOLIO, 02 // ABOUT US.

SEGMENT ICONS

Thin-line tactical pictograms, 1.2 px stroke, gold on carbon.

CURSOR UAV

Gold line-art combat drone trailing the pointer, banking into direction of travel.



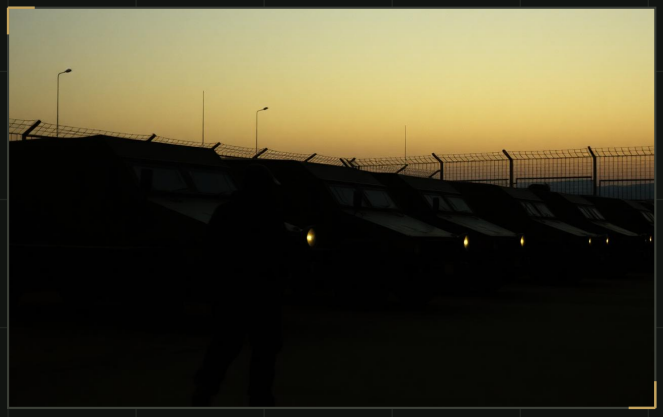
APPLIED SYSTEM — SUPPLY SEGMENT TILES

IMAGE STYLE

Photography is documentary, never illustrative. No face is fully visible, no concrete product or customer marking is shown. Every image carries the military filter: desaturated with an olive cast, raised contrast and a soft vignette.





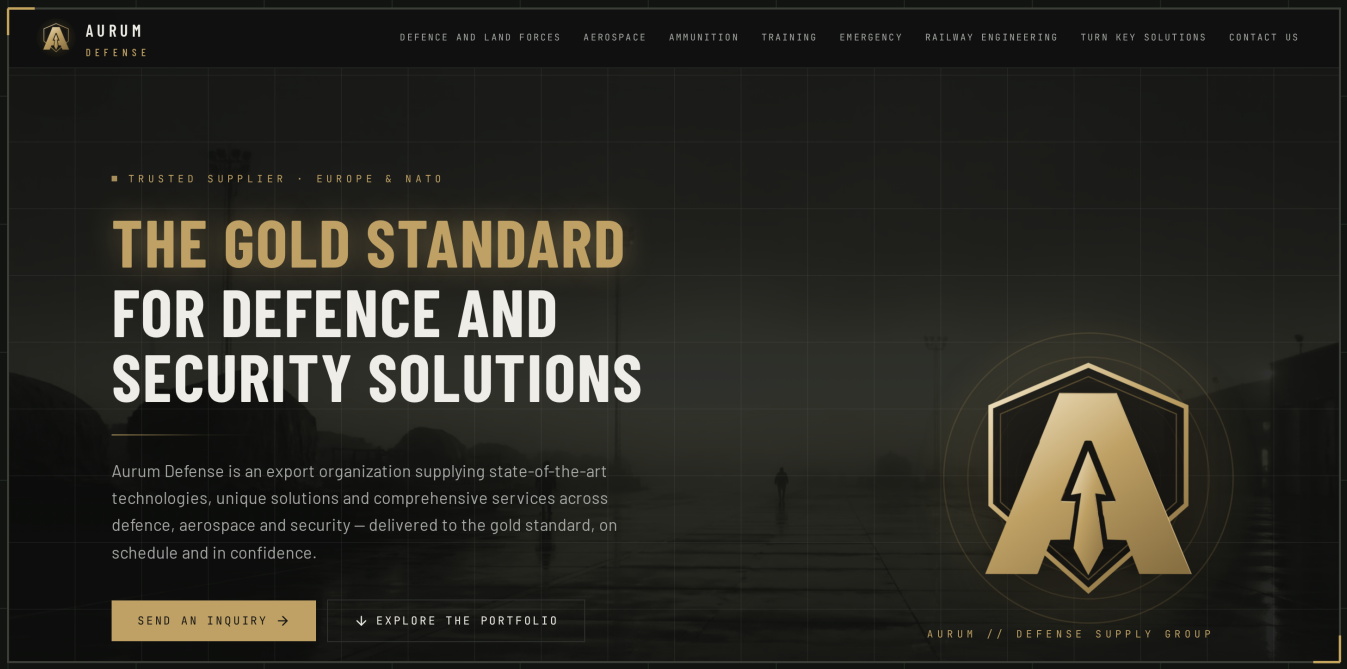




RULES

Anonymity — silhouettes, backs of heads, cropped gear. No identifiable faces.
Covert subject matter — covered cargo, unmarked crates, no visible product type.
Filter — grayscale 0.5, sepia 0.28, hue-rotate 18deg, saturation 0.85, contrast 1.14, brightness 0.9.
Framing — wide, level horizon, subject off-centre, generous negative space for HUD overlays.
The gold A monogram may appear as an embroidered patch or a raised emblem on equipment.

BRAND IN USE



WEB — HERO SECTION

Voice: factual, engineering-grade, quietly confident. Short sentences, verifiable figures, no adjectives that cannot be audited. Always English on international materials.

CONTACT

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