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TYPOGRAPHY

Athelas

Athelas Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

* Usage of other weights from the Montserrat
font family are also in line with Anaura's brand
guidelines.

Brand Guidelines

Montserrat

Montserrat Semibold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Montserrat

Brand

BRAND GUIDELINES



ANAURA
FUTURE-PROOF FASHION

ABOUT US

Anaura stands as a pioneering manufacturer of sustainable, innovative and ethical fabrics - catering to current fashion trends, both domestic and overseas. Seamlessly blending environmental consciousness with creative expression, our one of a kind integrated unit recycles 88 lakh PET bottles daily to create essential fashions for every season. The essence of nature permeates our diverse catalogue, operating at a daily production output of 3,20,000 meters, as we establish a new category with the speed of fast fashion but with sustainability, and eco-consciousness at its core. Enduring, long-lasting social impact with eye-catching aesthetics form the backbone of our skin-friendly, comfortable materials that set a new standard for responsible fashion choices - making sustainability the new cool.

Each Anaura offering is more than a mere fabric; it quietly encourages a conscious shift towards a wardrobe that is simultaneously meaningful and stylish.

OUR MISSION

Our mission is to replace unsustainable fabrics in the market with premium, recycled, eco-friendly alternatives that keep the integrity of our planet intact. To provide materials that are not just aesthetically beautiful but also inherently responsible in their creation, while being soft, silky, and breathable. By leveraging our in-house, recycled spun and filament yarn, we reduce reliance on external resources, contributing to a more sustainable supply chain as well. The innovative machinery techniques applied during production ensure a product of superior quality, longevity, and a reduced environmental footprint.

OUR VISION

Our vision is to make each fabric reflect a harmonious fusion of style and nature, where sustainability is not just a feature but a guiding principle. Anaura products not only offer a satisfying visual and tactile experience but also communicate a narrative of thoughtful consumption, contributing to a more eco-conscious future, in the diverse realm of fashion.



LOGO GRID

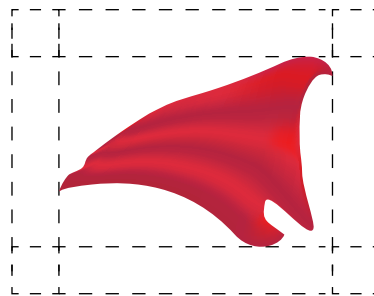
Primary Type



Logomark

Secondary Type

LOGOMARK



Represents a flowing piece of fabric, showcasing the product that is made from recycled PET bottles.



BRAND VALUES



BRAND COLOURS

SATIN RED

Hex: #DD2A3C

RGB: 221, 42, 60

CMYK: 10%, 83%, 59%, 2%

AMERICAN RED

Hex: #B22439

RGB: 178, 36, 57

CMYK: 22%, 85%, 57%, 9%

DYNAMIC BLACK

Hex: #1E1E1E

RGB: 30, 30, 30

CMYK: 67%, 54%, 55%, 65%

LOGO COLOURS

GRADIENT
MESH

HIGHLIGHTS

SATIN RED

Hex: #DD2A3C

RGB: 221, 42, 60

CMYK: 10%, 83%, 59%, 2%

SHADOWS

AMERICAN RED

Hex: #B22439

RGB: 178, 36, 57

CMYK: 22%, 85%, 57%, 9%



SATIN RED

Hex: #DD2A3C

RGB: 221, 42, 60

CMYK: 10%, 83%, 59%, 2%

TYPOGRAPHY

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Athelas Bold

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

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Montserrat

Montserrat SemiBold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Montserrat Medium

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

LOGO TYPE

Athelas Bold

ANAURA
FUTURE-PROOF FASHION

Montserrat SemiBold

LOGO USAGE

✓ 01 Stacking of the logomark and type are allowed.

02 Do not use type elements without each other.

03 Do not change the orientation of the typography and mark.

04 Do not flatten the colour on the mark.

01



02



03



04



LOGO USAGE

05 Do not use a drop shadow on the logo.

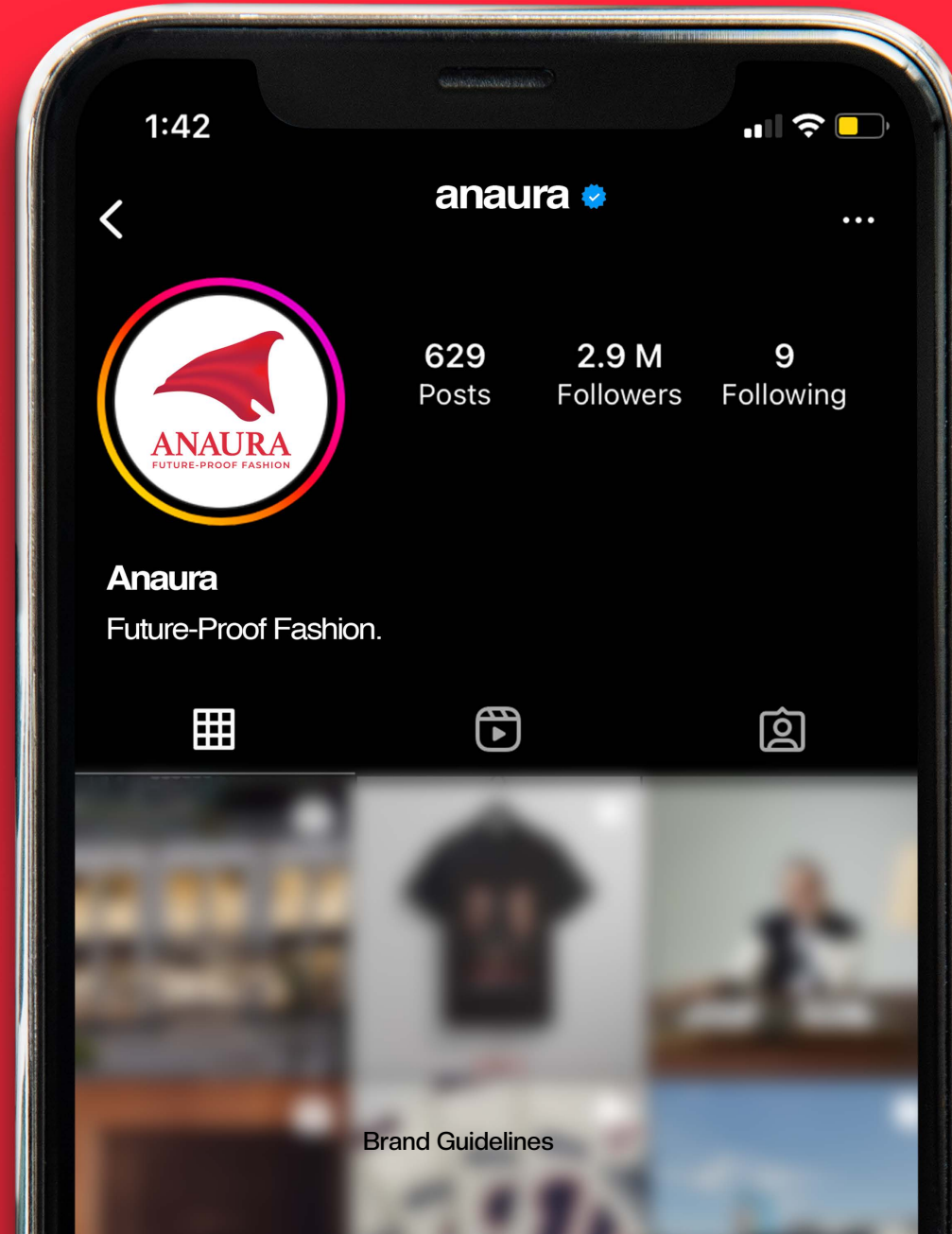
06 Do not use a stroke on the logo.

07 Do not rotate the logo.

08 Do not skew the logo proportions.







BRAND PACKAGE

The Anaura Brand Package will include the following:

- 01 Anaura Brand Guidelines
- 02 Anaura Logo (.svg, .png)
- 03 Anaura Logo Open File (.ai)
- 04 Athelas Bold Font (.otf)
- 05 Montserrat Font Family (.otf)

CONTACT US



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