

Brand Guidelines

The definitive guide to the SetAura visual identity — logo system, colour palette, typography, and voice. Everything needed to represent our brand correctly.

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— WHO WE ARE

Built for Serious DJs

SetAura is the DJ Set Architect built for real DJs worldwide. We combine professional harmonic mixing principles, energy arc theory, and deep track catalogue knowledge to engineer DJ sets — not guess them.

Our brand reflects that precision: dark, technical, purposeful. Every design decision is intentional. Nothing is decorative for the sake of it.



Precision

Every recommendation is rooted in DJ science, not algorithms guessing.



Credibility

We speak the language of DJs. Technical, accurate, without fluff.



Dark-First

Built for DJ environments — low light, focused, professional.



Transparent

Ads are labelled. AI is disclosed. No hidden agendas.



Community

Built with DJs, for DJs. The tools a working DJ actually needs.



Craft

Set building is a craft. We treat it with the respect it deserves.

— LOGO SYSTEM

The Wordmark

The SetAura wordmark is the primary brand asset. Always use the supplied logo files — never recreate it in type. The wordmark must appear in its approved colour variants only.

- ✓ Use the full wordmark wherever space allows
- ✓ Minimum size: 80px wide on digital, 25mm on print
- ✓ Clearspace: equal to the height of the "S" on all sides
- ✗ Never stretch, rotate, or skew the logo
- ✗ Never apply a drop shadow or outer glow
- ✗ Never place on a busy or low-contrast background

DARK BG · ALL-WHITE · PREFERRED



LIGHT BG



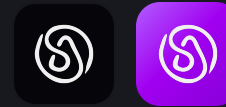
GRADIENT BG · ALL-WHITE



DON'T — GRADIENT TEXT



SetAura

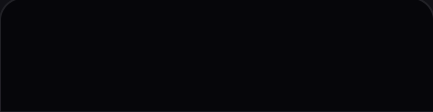
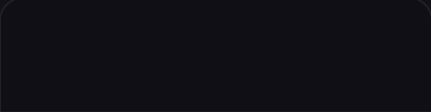
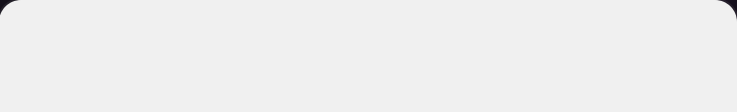


Icon Mark · All-White

The orb symbol alone, for favicons, app icons, social avatars, and anywhere too tight for the full wordmark. All-white artwork — always place on a dark or gradient background, never on light or white.

Logo files (PNG) available at setaura.io/media-kit.html — email hello@setaura.io for an SVG vector or custom size.

The Colours of SetAura

 SetAura Orange #A100F0 Primary · CTAs · Highlights	 Orange Light #BB57FF Gradient pair · Hover states	 Aura Black #06060A Primary bg · Dark surfaces	 Slate Dark #100F16 Cards · Elevated surfaces	 Slate Mid #15151C Secondary surfaces · Inputs
 Off White #F0F0F0 Primary text	 Purple #9664FF Aura gradient · Secondary accent	 Purple Light #B79CFF Aura gradient · Lighter accent		

— TYPOGRAPHY

One Font. Every Weight.

SetAura uses a single typeface — Montserrat — across headings, body copy, and UI. Hierarchy comes from weight (300–900), not from switching typefaces. This replaced an earlier two-font system (Inter body / Space Grotesk display); no other typeface is permitted in SetAura-branded materials.

- ✓ Montserrat — headings, body copy, buttons, nav, data labels, everything
- ✓ Build hierarchy with weight: 800–900 headings, 600–700 emphasis, 400–500 body
- ✓ Free via Google Fonts — self-hosted on setaura.io for performance
- ✗ Never substitute system fonts or a second typeface in designed materials
- ✗ Never use weights below 400 for text under 14px

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ · abcdefghijklmnopqrstuvwxyz ·
0123456789

Montserrat

Weights: 300 · 400 · 500 · 600 · 700 · 800 · 900

Headings · Body copy · Buttons · Navigation · Data labels · Numbers

900 / 800 — Headings & hero type

700 — Buttons, nav, emphasis

500 — Labels, secondary UI

400 — Body copy, descriptions

Weight = Hierarchy

One family, no font-pairing decisions to make per component

— VOICE & TONE

How We Sound

SetAura speaks like a knowledgeable peer — not a corporate brand, not an overhyped startup. We are direct, technically informed, and genuinely invested in DJ craft.

BRAND VOICE IN ONE LINE

"Technically brilliant. Musically literate. Zero bullshit."

TONE ADAPTS BY CONTEXT

📖 Educational content

⚡ Set building

👥 Partner comms

📊 Data & analytics

Clear · Patient · Thorough

Precise · Energetic · Confident

Professional · Warm · Honest

Factual · Specific · No hype

DIRECT

Say what you mean

No filler, no corporate-speak. Get to the point. DJs don't have time for padding.

INFORMED

Know the craft

Use correct DJ terminology — harmonic keys, BPM, energy arc. Never dumb it down.

CONFIDENT

Own your expertise

Don't hedge. If a mix will clash, say that. Back every claim with knowledge.

HUMAN

Not robotic

Built with algorithms, written by humans. Warm, with personality. We love music too.

PRECISE

Data over hype

"Key-matched, BPM-blended set" beats "a great mix of music". Name the method. Be specific. Always.

HONEST

Transparent always

Ads are labelled. AI is disclosed. Trust is our most valuable asset.

DESIGN PRINCIPLES

Design That Earns Trust

Every SetAura design decision is made against three principles. If a UI element, layout, or visual doesn't serve all three, it doesn't ship.



Dark-First

DJs work in dark environments. Our UI is native to that. Dark mode is the default — light mode is the adaptation.



Function Over Form

Beautiful only if it works. No decorative elements unless they serve a clear informational purpose. Clarity always wins.



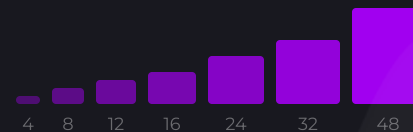
Energy Through Restraint

Orange on near-black hits harder than neon on white. Visual energy through contrast and precision — not animation or decoration.

BORDER RADIUS SYSTEM

Micro (badges, tags)	4px · 6px
Small (buttons, inputs)	8px · 10px
Cards	12px · 14px
Large panels	18px · 20px
Pills / chips	20px – 9999px

SPACING SCALE (BASE 4PX)



All spacing uses multiples of 4px. Avoid arbitrary values.

— USAGE RULES

Do's & Don'ts

These rules apply to all external use of the SetAura brand — press coverage, partner content, sponsored posts, and third-party integrations.

When in doubt, ask before publishing. We review and approve all brand use quickly.

Brand Approvals: Contact **hello@setaura.io** before publishing any content using the SetAura name, logo, or visual identity.

✓ Do

Use official logo files from media-kit.html

Write "SetAura" — one word, capital S and F

Use #A100F0 for the brand orange colour

Label AI-generated content as such

Credit SetAura when sharing set screenshots

Maintain logo clearspace on all sides

✗ Don't

Write "SetAura", "SetAura", or "SF"

Recreate the logo in other software or typefaces

Imply endorsement without written agreement

Use assets in competitor comparisons

Alter logo colours, proportions, or add effects

Place the logo on busy or low-contrast backgrounds

How We **Appear** Across Platforms

SetAura

Digital / Web

Dark backgrounds preferred. Orange as accent only. PNG with transparency for logos.

SetAura

Print / Light

Dark wordmark on light backgrounds. Minimum clearspace. Never below 25mm wide.

SetAura

Social / Events

White wordmark on purple gradient. Approved templates available on request.



Social Media

1:1 and 16:9 formats. Orange dominant. Bold Montserrat headlines.



Events & Flyers

Dark backgrounds always. Logo with clearspace. Approved palette only.



Email / Newsletter

Dark-mode native. Montserrat body copy. Orange CTAs on dark surface.

— QUESTIONS & APPROVALS

Representing SetAura Well

These guidelines keep our brand consistent and credible across every touchpoint. If you need assets, have questions, or want approval before publishing — reach out.



Asset Downloads

setaura.io/media-kit.html



Brand Approvals

hello@setaura.io



Partnerships

setaura.io/advertise.html