

Primary logo

Auris One’s primary logo consists of an icon and a wordmark, set in a horizontal layout.

The primary icon is constructed from 8 tuning fork elements distributed on a circle, forming a circular symbol that is symetricall on all axes.

The wordmark is set in the Reckless typeface, with mild modifications on the r and i letters. All the letters are lowercase and it’s set in one line.

The primary logo should be used in most cases, when the space allows and especially in materials where the consumer has first contact with the brand.

