



AuAg Brand kit

About this brand kit

This brand kit is a resource for external media to represent AuAg Funds accurately and consistently across all channels. It contains our logo identity, colour palette, and typography, along with guidelines for their correct use. Please refer to this document when producing materials that feature the AuAg brand, including press coverage, partner communications, and third-party publications.

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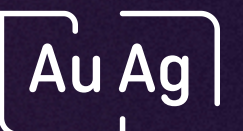
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About the logos

The AuAg logo begins where the brand does: with the elements. Au and Ag — gold and silver — are drawn straight from the periodic table, the foundation of everything we invest in.

Each of our funds are both legally and practically their own entity — not simply a product of the AuAg brand. As such, each fund has its own official logotype and colour scheme. If, however, the AuAg (Funds) logo is present on a page, the fund should be written out — rather than using the funds official logotype.





Logo spacing

The minimum clear space around the AuAg logo is defined as X, equal to half the height of the logomark including its brackets. This space applies to all sides and should remain free of text, imagery, and other graphic elements.

When paired with "Funds" or another suffix, the same X unit applies as the minimum spacing between the logomark and the accompanying text.

Old Mauve
#622b44

Midnight Plum
#231538

Silver Ash
#dbd3d8

Black Chocolate
#19180a

Primary colours

The AuAg colour library is a considered selection of shades that together create an enduring, composed expression. The warm tones of our anchor colour **Old Mauve** express our passion and resolve, while the darker shades reflect a timelessness and permanence, akin to the elements we invest in.

Cherished Green
#004346

Golden
#dcbf85

African Violet
#b68cb8

Indigo Dye
#003d5b

Electric Yellow
#f4d06f

Rose Gold
#db9384

Accent colours

Our accent colours extend the palette with moments of energy and emphasis. Typically used sparingly when highlighting details, the accent colours come to life in various gradient schemes, supporting the Main colours.

Tones like **Golden**, **Electric Yellow** and **Cherished Green** echo elements at the heart of our story: precious metals, electrification and a sound planet.



Midnight Plum
#231538

Old Mauve
#622b44

CIUTADELLA ROUNDED

Aa

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r
s t u v w x y z

ABC DIATYPE ROUNDED

Aa

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p
q r s t u v w x y z

Typography

Our typography pairs character with clarity. **Ciudadella Rounded** leads as our primary typeface — its soft, geometric forms give AuAg a modern and confident voice. **ABC Diatype Rounded** supports it in body and everyday use; lending a warmth that makes detailed content feel human.