



Aromazla

Made for one.

SPEC

PLAYFAIR DISPLAY / SOURCE SANS 3 + IBM PLEX MONO

PRIMARY

#7E1D2B · GARNET

STYLE

MONOGRAPH

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The foundation.

MISSION

Make one piece for one person: designed with you, cut and set by our own hands, so what you give means exactly what you meant.

VALUES

One at a time

We finish one piece before we start the next. Nothing we sell sat in a drawer waiting for a buyer to walk in.

Gold keeps its word

We work in metal and stone that outlast us. What we make is built to be handed down, not upgraded next season.

Trust is the setting

You are handing us a moment you can't reorder. We earn it in the open: real stones, honest metal, a clear price, and a maker who signs the work.

PERSONALITY

bold · trustworthy · personal · permanent · made-by-hand

VISION

Jewelry that matters gets commissioned, not chosen from a case — made by people you can name, for a moment you can name, and kept long enough to hand down.

Made by our own hands

Family designs it; family cuts and sets it. The hands that quote your piece are the hands that finish it.

Bold on purpose

A commissioned piece should look like a decision, not a default. We design jewelry heavy enough to carry a room and plain enough to wear every day.

TAGLINE CANDIDATES

Made for one.

One piece. One person. One at a time.

Commissioned in gold, made by hand.

How we sound.

Specific over grand

DO Old-mine-cut diamond, reset in 18k we poured this week.

DON'T Timeless luxury, crafted to perfection.

Say who made it

DO My father cut the stone and I set it; we'll show you both steps.

DON'T Ethically sourced through our global network of artisans.

Commission, not catalog

DO Tell us about the person. We'll design to them, then give you a price.

DON'T Shop our signature collection today.

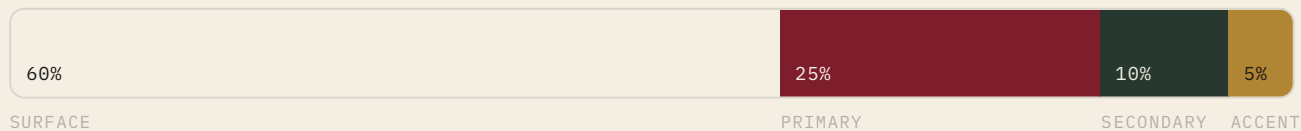
The palette.



	ROLE	NAME	HEX	USAGE
	PRIMARY	Garnet	#7E1D2B	The house color and the one voice in the system. A deep, warm garnet — the red of a stone held to the light, not the red of a warning. Carries the wordmark, the primary mark, and any surface that must read as Aromazla at a glance.
	SECONDARY	Malachite	#26382F	A deep gemstone green that steps in where garnet would shout — section headers, tables, quiet cards. It is structure, never a second brand color.
	ACCENT	Assay Gold	#B08533	The 18k thread. Reserved for the smallest, most deliberate moments — a rule, a numeral, a set stone in the mark. Never body text, never a fill you could miss.
	SURFACE	Parchment	#F5EFE3	Default page. A warm bone the color of a jeweler's bench cloth and a commission ledger. The page should feel like paper you would sign, not a screen.
	INK	Ink	#1C1A17	Body type and headlines. A warm near-black that reads as engraver's ink, never the cold black of a device.
	SUCCESS	Patina	#3E6B4E	Aged-copper green for quiet positive states — a deposit taken, a piece finished, a stone matched. Calm, not celebratory.
	DANGER	Ember	#5E1420	Errors and holds. A darker garnet that stays inside the house red so the palette never breaks register.

The palette, in use.

PROPORTIONS



Surface leads; primary speaks; accent is scarce on purpose.

WORKING PAIRS

● Garnet	Aa PARCHMENT	INK
● Malachite	Aa PARCHMENT	
● Assay Gold	GARNET	Aa INK
○ Parchment	Aa INK	Aa GARNET
		Aa MALACHITE
● Ink	Aa PARCHMENT	
● Patina	Aa PARCHMENT	
● Ember	Aa PARCHMENT	

Pairs showing “Aa” carry text at 4.5:1 or better, measured. Everything else meets only as blocks — fills, rules, plates — never as type.

The type.

DISPLAY · PLAYFAIR DISPLAY

Aromazla

TEXT · SOURCE SANS 3

Make one piece for one person: designed with you, cut and set by our own hands, so what you give means exactly what you meant.

MONO · IBM PLEX MONO

aromazla.com · v1.0 · hello@aromazla.com

CHARACTER SET · PLAYFAIR DISPLAY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 &?!%()

Aa 400 **Aa** 700 **Aa** 900

Playfair Display is a high-contrast Didone — the exact thick-to-thin modulation an engraver cuts into a signet or a hallmark, and the register that has meant ‘fine jewelry’ since the first shop windows carried it. It gives Aromazla authority without ornament. Source Sans 3 is the working body face: clean, trustworthy, deferential, so a quote or a care note reads plainly and the display face keeps its occasion. IBM Plex Mono carries the small print — carat weights, metal fineness, edition numbers — where precision is the whole point.



Aromazla



VERTICAL



SYMBOL



MONO-POSITIVE



MONO-REVERSE

Tested where logos die: the tab bar.



APP ICON



32 PX



16 PX — ACTUAL SIZE

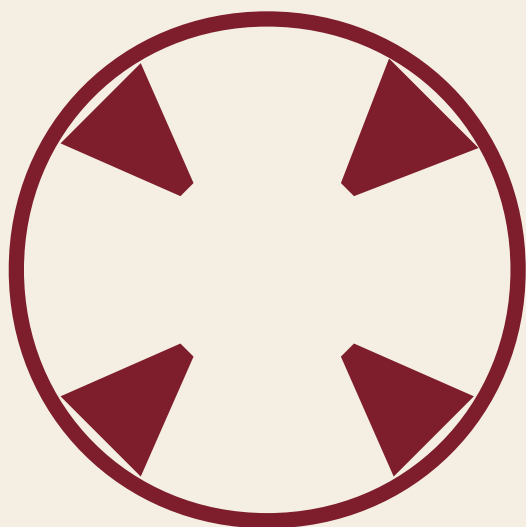
01 · APEX · RECOMMENDED PRIMARY

We built the A of Aromazla as a setting, so the name and the work are one object rather than a letter with a gem glued beside it. The peak flattens into a collar and holds a single stone; the thin crossbar is the girdle line, the place a real bezel meets the widest edge of the stone. It is cut in the same high-contrast Didone as the wordmark — heavy diagonals, a fine bar, flat feet — so the mark reads as the initial pulled out of the name and made dimensional. Take the color away and the stone becomes a cut void still held in the letter's peak; shrink it to a favicon and the same A holds the same stone. One letter, one stone, one setting.

REMEMBER A high-contrast capital A with one gold stone seated in its flattened peak, the crossbar drawn as the girdle.

CHOOSE THIS WHEN the name should lead everywhere: the initial is the setting, and the same A holds the same stone down to favicon size.

File · concept-1-apex.svg



Aromazla



Aromazla

VERTICAL



SYMBOL



Aromazla

MONO-POSITIVE



Aromazla

MONO-REVERSE

Tested where logos die: the tab bar.



APP ICON



32 PX



16 PX — ACTUAL SIZE

02 · CROWN

A solitaire seen straight down: four claws inside a struck collet ring, gripping a stone we never draw. The blank center is the whole point, because every commission's stone is different, so the mark holds a place rather than a product. The claws sit on the diagonals instead of the compass points, the way a punch goes in at a confident tilt, and the upper-right keeper claw is cut a touch heavier, the way a jeweler thickens one prong for security. One color, struck, not rendered. At favicon size the hairline ring drops and the claws open wider so the held center stays bright.

REMEMBER Four claws set on the diagonals grip a bright empty center; the stone is never drawn.

CHOOSE THIS WHEN every commission's stone is different and you'd rather promise the setting than picture one piece, knowing the mark carries no letter.

File · concept-2-crown.svg



Aromazla



Aromazla

VERTICAL



SYMBOL



Aromazla

MONO-POSITIVE



Aromazla

MONO-REVERSE

Tested where logos die: the tab bar.



APP ICON



32 PX



16 PX — ACTUAL SIZE

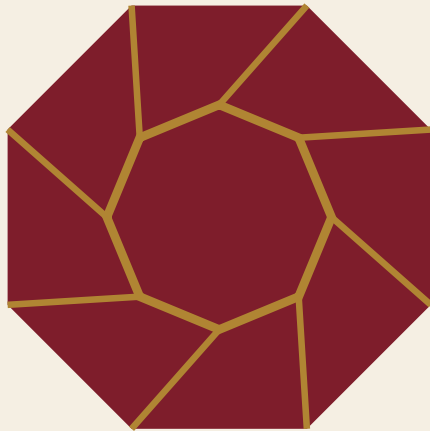
03 · LOZENGE

This one is the maker's punch. Aromazla's A struck through a gem-cut cartouche — an elongated octagon that reads as a step-cut stone and an assay shield at once, taller than wide so it never becomes a tech hexagon. On gold, an assay office and the maker each strike a shaped stamp to certify the metal and name who made it; here that certification is the monogram. The letter is the gold that shows where the die bit the surface. Trust you can see the edge of.

REMEMBER A gold capital A punched through a tall garnet octagon, like a stamp bitten into metal.

CHOOSE THIS WHEN certification should lead: it reads as an official maker's stamp first and a jewel second.

File · concept-3-lozenge.svg

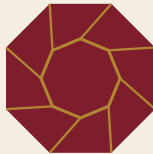


Aromazla



Aromazla

VERTICAL

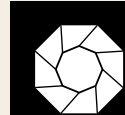


SYMBOL



Aromazla

MONO-POSITIVE



Aromazla

MONO-REVERSE

Tested where logos die: the tab bar.



APP ICON



32 PX



16 PX — ACTUAL SIZE

04 · CUT

A step-cut stone from directly above, drawn as the facet chart a cutter actually follows — the plan, not a glossy rendered diamond. A garnet body, the table rotated inside it, and eight gold facet lines running girdle to table, all turning the same way. A cut is a deterministic map from rough stone to finished piece, which is the argument for designed first, then made by hand. At small sizes the linework drops and the table fills solid: two stones nested, still a cross-section.

REMEMBER A step-cut stone seen from above: garnet body, rotated inner table, eight gold facet lines turning one way.

CHOOSE THIS WHEN the method is the sell: a cutter's chart says designed first, made by hand, but it demands the closest look.

File · concept-4-cut.svg



Aromazla



Aromazla

VERTICAL



SYMBOL



Aromazla

MONO-POSITIVE



Aromazla

MONO-REVERSE

Tested where logos die: the tab bar.



APP ICON



32 PX



16 PX — ACTUAL SIZE

05 · EDITION

1/1. The promise, struck as an inscription. A serialized maker can't honestly put this on its own work; Aromazla can, because it never makes the same piece twice. Two numerals in garnet, the cut between them a single bar of gold, set inside a chamfered engraver's die. Read it as an edition of one — this is the only one — the way a print or a unique casting is inscribed by the hand that made it.

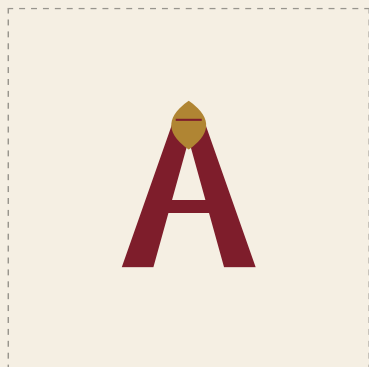
REMEMBER The numerals 1/1 struck inside a chamfered die, the slash between them a single bar of gold.

CHOOSE THIS WHEN one-of-one is the entire promise and you'll state it in numbers, trusting people to read the mark rather than see a gem.

File · concept-5-edition.svg

Using the mark.

CLEAR SPACE



Keep one quarter of the symbol's height clear on every side. Nothing enters this zone — no type, no rules, no page edge. The dashed line marks the minimum; more is better.

MINIMUM SIZE



10 MM PRINT • ACTUAL
SIZE



16 PX SCREEN •
ENLARGED

Below these sizes, switch to the favicon file — its geometry is drawn for 16–32 px rendering. Never scale the full lockup below 40 mm in print.

ONE COLOR

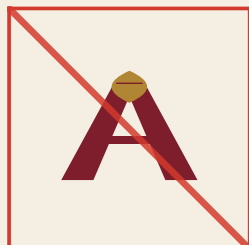


ON LIGHT • MONO-
POSITIVE

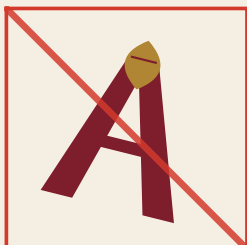


ON DARK • MONO-
REVERSE

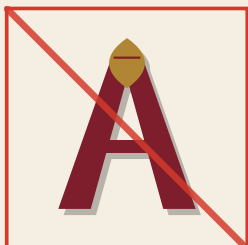
NEVER



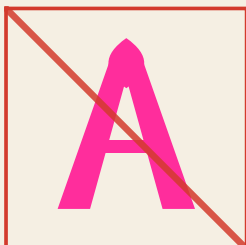
DON'T STRETCH OR
SQUASH



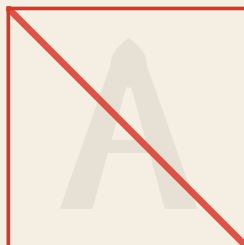
DON'T ROTATE THE MARK



DON'T ADD DROP SHADOWS



DON'T RECOLOR OUTSIDE
THE PALETTE

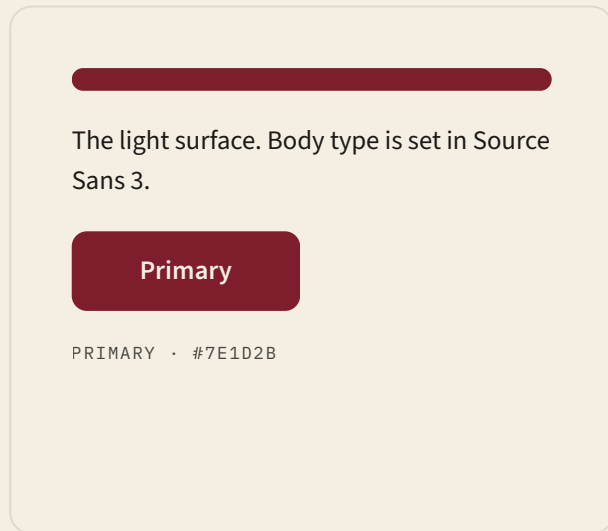


DON'T USE LOW-CONTRAST
COLOR COMBINATIONS

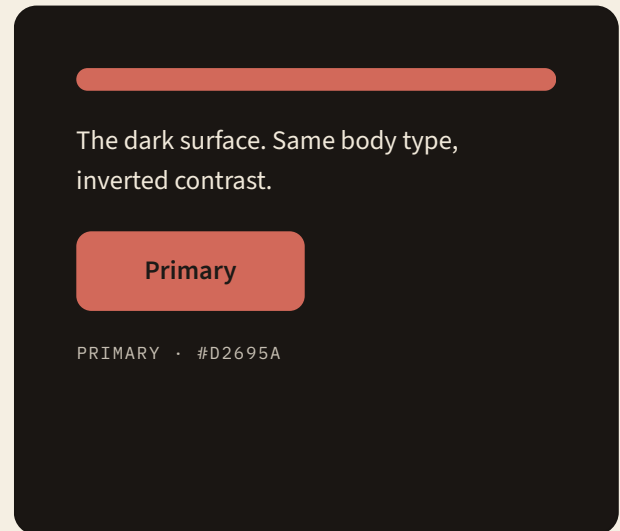
- × REDRAW THE WORDMARK IN ANOTHER TYPEFACE, OR SET IT IN A BANNED FACE.
- × PLACE THE FULL-COLOR MARK ON PHOTOGRAPHY WITHOUT A SURFACE-COLORED PLATE BEHIND IT.

The system.

LIGHT MODE



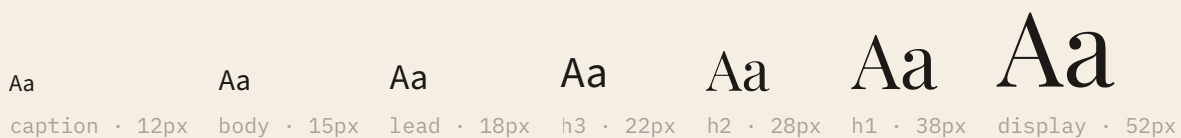
DARK MODE



SPACING SCALE

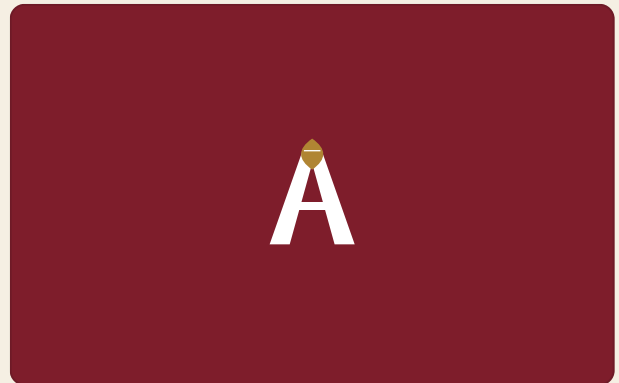


TYPE SCALE



In the wild.

BUSINESS CARDS · 85.6 × 54 MM



APP ICON



180 PX

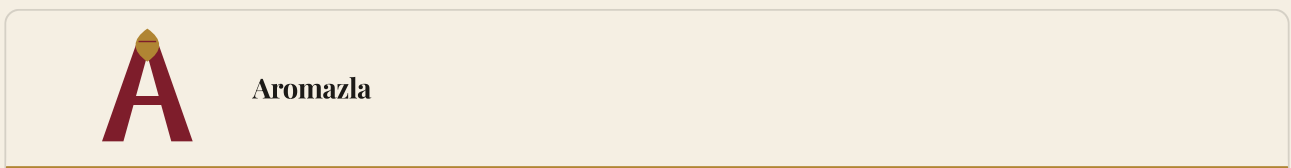


64 PX



32 PX

EMAIL HEADER



The story.

The commission

Most jewelry is made before anyone knows who will wear it. Rows of the same ring wait in a case for a buyer to walk in and pick the one that fits. That is fine for most days. It is the wrong way to mark the days that aren't most days — the engagement, the anniversary, the stone from a grandmother that should become something her granddaughter will actually wear.

Aromazla starts the other way around. You tell us the person and the moment. We design to them, then we make it. Nothing we sell was sitting in a drawer.

Made by us, one at a time

We are a family. The hands that quote your piece are the hands that cut the stone and set it. There is no floor of anonymous subcontractors between you and the work, and there is no second identical piece — we finish one before we start the next.

That is slower. It is also the only way we know to make something that carries a name.

What we work in

Gold and gemstones, because they keep their word. A piece we make is meant to outlast the occasion that prompted it and get handed down, not upgraded next season. We will show you the metal's fineness and the stone's real grade, in writing, before you decide anything.

How it goes

You bring the idea, or just the feeling and the person. We sketch, we quote a clear price, we agree, and then we make it — and we will show you the steps along the way, the stone before it is set and the piece before it is finished. You are trusting us with a moment that can't be reordered. We would rather earn that in the open than ask you to take it on faith.

The mark

The Aromazla A is a setting. Its peak holds a single stone the way a bezel holds a gem — the name and the craft are the same object. It is the smallest version of the whole idea: one letter, one stone, made for one person.



Aromazla