



The Brand Book

Inside:

Our heritage
Our core values
Our DNA
Our brand promise

Why a brand book

To help you understand Aura Light, who we are and where we're going.

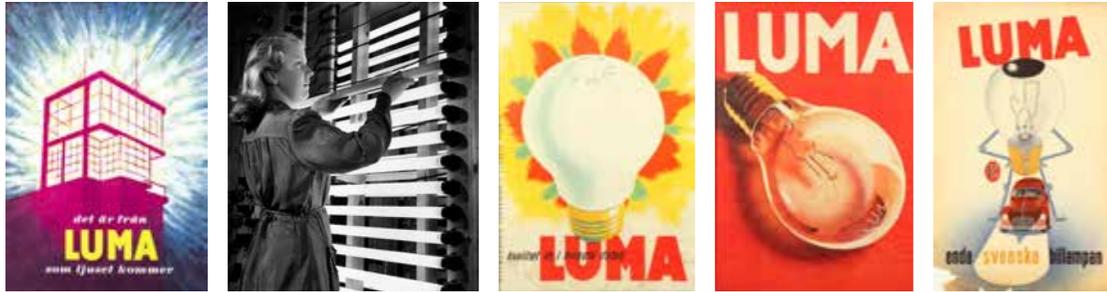
To guide you in everything we at Aura Light do because our brand is the foundation of all interaction.

To inspire you to make our brand stronger so that people take notice and in doing so add value to our company and make us proud.

A small company with a big heart

We're passionate about making the world a better place through sustainable lighting solutions.





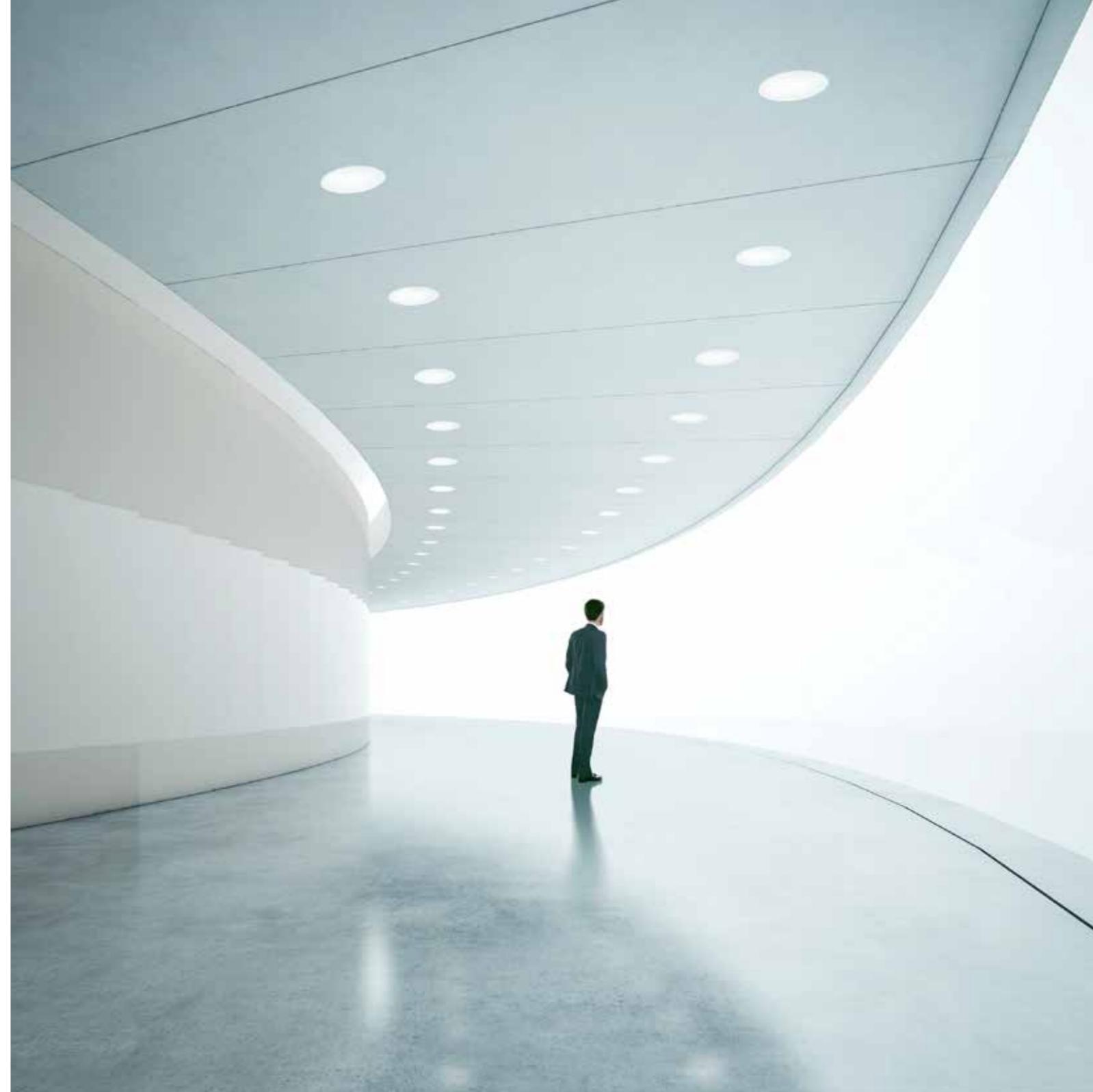
Looking back, looking ahead

We started making light bulbs in 1930. From the beginning, we set out to challenge the competitors and bring the best quality lighting at the best possible prices to our customers.

As trustworthy lighting experts, we still have the same rebel spirit and humble goal: to provide better, longer-lasting, economical lighting solutions.

We continue to work hard to live up to our legacy according to our core values:

dedicated, innovative and agile.



Dedicated

Give it our all

We put all of our energy into opportunities to do good. For more sustainable lighting solutions. For more satisfied customers. For more inspired partners and colleagues. And for a better world.



Our core values guide our everyday behaviour, drive our decisions, express our shared beliefs and spur us on to perform at the highest possible level wherever in the world we happen to be.

A photograph of a forest path at night, illuminated by several warm, glowing lights. The path is covered in moss and ferns, and the surrounding trees are dark and silhouetted against the night sky. The lights create a magical, ethereal atmosphere.

Innovative

Make magic

We're curious, adventurous and open-minded. We feel empowered to put our talents to good use and discover new ways of doing things. By aiming high, we are bound to push creative boundaries further.

Our core values guide us to do the right thing to effect real change. To keep a step ahead of the industry, we must invent new ways of addressing customer challenges while ensuring quality in everything we do.

Agile

Move swiftly and surely

We are in constant motion, never still. We are willing to adapt quickly to changing customer requirements. Being quick, alert and able to exercise good judgment means we are responsive to opportunities while reducing risk.

Our core values are the backbone of our company culture and define how we aspire to do business every day. We rely on our instincts and adapt quickly to gain competitive advantage.

Our DNA

It is important that we are true to our DNA – in what we say, how we say it and how we appear to customers, partners and stakeholders. We are reliable partners who provide our customers with the lighting expertise they need.

Our vision

To be the global leading partner for sustainable lighting solutions to professional customers.

Our mission

To design and supply sustainable lighting solutions for professional customers, enabling them to reduce costs, energy consumption and environmental impact.

Our look and feel

Visual imagery also reflects our values and brand personality. It shapes what people think about our brand, gives them confidence in all that we do, and enhances their experience of Aura Light.

Our tone of voice

Our tone of voice expresses our values and brand personality. It's about the people who are behind our brand – the way we write and speak when we interact with customers, partners and colleagues regardless of the channel used to communicate. We are genuine, sincere, straightforward – trusted friends who are experts in sustainable lighting solutions.



Our brand promise

Brighter

Lighting

Our place in the world

We pledge to make life easier and more sustainable for businesses around the world through our smart lighting solutions that are economical, long-lasting and energy efficient.



www.auralight.com