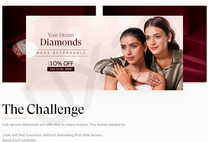


The Challenge

Lab-grown diamonds are still new to many buyers. The brand needed to:

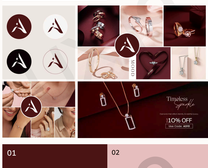
- Look and feel luxurious without alienating first-time buyers
- Build trust instantly
- Create a visual identity that feels as timeless as fine jewelry, but also modern enough for a digital audience.

Our Approach

With Aurelia Diamonds, our goal was to create a brand and website that felt premium, elegant, and easy to trust. The design combines soft tones, clean typography, and minimal layouts to reflect the brand's philosophy. We used rich colors, refined fonts, and warm visuals to bring out the feeling of sophistication.
On the website, we kept things clean, clear, and conversion-friendly — adding features like Shop by Budget, consultation options, and visible trust markers to make shopping confident and reassuring.
The result is an experience that looks beautiful, feels personal, and helps people feel more confident.

Logo

We designed the logo with the intention that it would speak for the brand on its own. Inspired by the sharp edges of a diamond and the letter 'A' for Aurelia, we integrated diamond motifs into the design, creating a mark that feels premium, elegant, and clearly reflects what the brand stands for.



GT SUPER DS
Primary Font

A modern, high-contrast typeface with sharp edges and balanced proportions. Its clean structure and strong presence reflect the brand's focus on precision, quality, and confidence. It works well for headings and key visual elements, giving the brand a bold and refined first impression.

Where we use this typeface in the image of Aurelia's website:

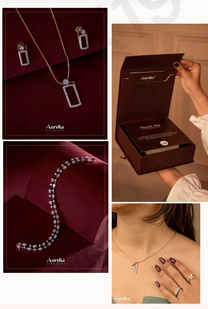
- Headings
- Hero text
- Section titles
- Key UI elements

NUNITO SANS
Secondary Font

To complement the more structured feel of GT Super, we chose Nunito Sans for its soft, rounded forms. This typeface adds a touch of warmth and approachability, ensuring readability and a friendly, trustworthy tone across longer text and interface elements.

Where we use this typeface in the image of Aurelia's website:

- Body text
- Subtitles
- Labels
- Form fields
- Long-form content

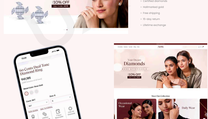


The UI Challenge

Buying fine jewelry online is already a big step — and with lab-grown diamonds being a newer concept for many, building trust was the key.

What we need to solve?

- **Clarity:** What makes Aurelia different?
- **Ease:** How do we help people explore without overwhelming them?
- **Emotion:** Can we make the experience feel special and personal, not just transactional?



UI Approach

Our approach focuses on clarity and trust, using simple structure and clear visual cues to guide users through a confident buying experience.

Why Education as Trust at the Center Point?

- Lasting ownership
- Gold-based gold
- Free shipping
- 15-day return
- Lifetime exchange

Home
Your Dream
Diamonds
MADE AFFORDABLE
Timeless Elegance
10% OFF
Use Code: UX19
Shop by Budget
Under $500
$500 - $1000
$1000 - $2000
$2000 - $5000
Shop by Shape
Round
Oval
Pear
Emerald
Marquise
Princess
Shop by Size
0.5 ct
1 ct
1.5 ct
2 ct
Shop by Color
D
E
F
G
H
I
Shop by Clarity
VS1
VS2
SI1
SI2
Shop by Cut
Ideal
Excellent
Very Good
Good
Fair
Shop by Metal
Platinum
Rose Gold
White Gold
Yellow Gold
Shop by Ring Size
4
5
6
7
8
9
Shop by Earring Size
Small
Medium
Large
Shop by Necklace Length
16"
18"
20"
22"
Shop by Bracelet Size
6.5"
7"
7.5"
8"
Shop by Bracelet Type
Tennis
Bangle
Cuff
Chain
Shop by Ring Type
Solitaire
Halo
Three Stone
Eternity
Shop by Earring Type
Stud
Hoop
Drop
Dangle
Shop by Necklace Type
Pendant
Chain
Choker
Shop by Pendant Type
Solitaire
Cluster
Geometric
Shop by Collection
Classic
Modern
Vintage
Bestsellers
Gift Sets
Shop by Occasion
Engagement
Anniversary
Gift
Everyday
Shop by Gender
Women
Men
Unisex
Shop by Age
Gen Z
Millennial
Gen X
Boomer
Shop by Lifestyle
Minimalist
Classic
Bold
Vintage