Smart Content, Simplified Delivery

The Blueprint for Flawless Knowledge Foundation

Aura Apps | Enabled by Aura Formatting and Karma

Polished Confluence Pages with Aura Formatting & Karma

While Confluence is a powerful collaboration hub, its native editor often struggles to meet the visual and structural demands of scaling organizations. Aura and Karma bridge this gap, transforming functional pages into high-impact, professional corporate content.

The shortcomings of native Confluence often manifest as:

Limited layout options

Struggles with creating modern, responsive, multi-column structures.

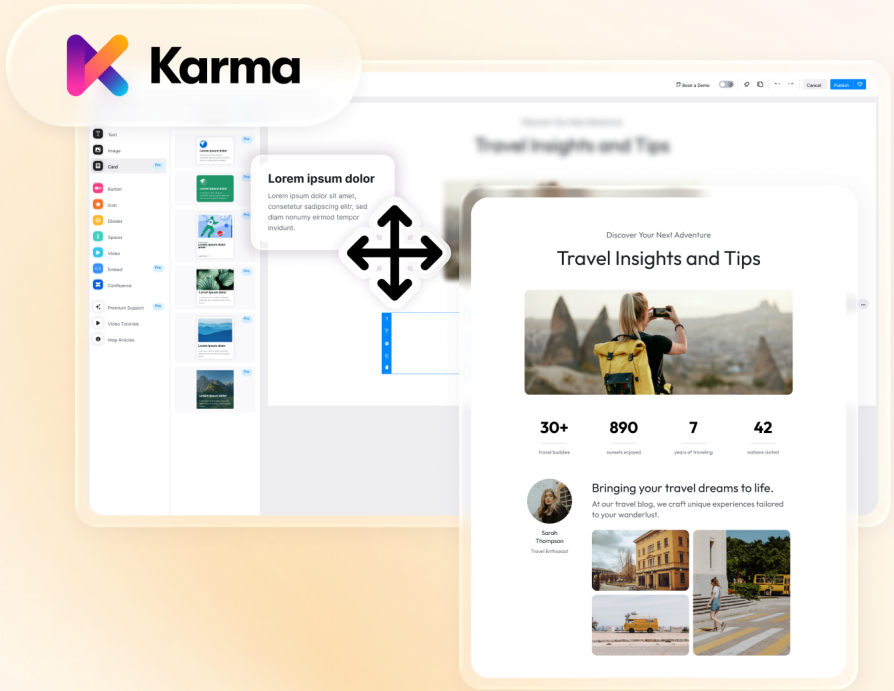
Lack of visual appeal

Monotonous, text-heavy pages reduce readability and user interest.

Weak structure for complex content

Difficulty effectively organizing complex documentation or specifications.





What is Aura Formatting?

Aura enhances Confluence with a powerful collection of formatting and interactive macros. It offers granular control for building sophisticated pages with a focus on design and structural consistency.

Key Benefits

Transforms heavy documentation into modern, interactive pages while enforcing consistent design standards for teams.

Visual Structure

- Panels, Status Indicators, Progress Bars, Backgrounds, Titles, User Profiles, Numbered Headings
- Clearly delineate information sections and visualize progress.

Interactivity

- Buttons, Cards, Tabs / Child Tabs, Countdowns, Embed Features
- Improve user experience by creating dynamic, digestible content flows.

Utility

- Migration Hub
- Streamlines the process of updating or moving content.

Advanced Features

- LaTeX, Org Charts, Color Palettes, Dynamic Content
- Enable specialized documentation and complex content integration.

What is Karma?

Karma is an intuitive visual page builder focused on overarching design and cohesive page structures. It prioritizes usability, providing a seamless, visually driven editing experience. It focuses on page-level design and structure, ensuring that the foundation of your content is both beautiful and functional.

Design & Layout

Intuitive drag-and-drop editor for creating modern templates.

Visual Elements

Enhances aesthetics with cards, buttons, and custom styling.

Connectivity

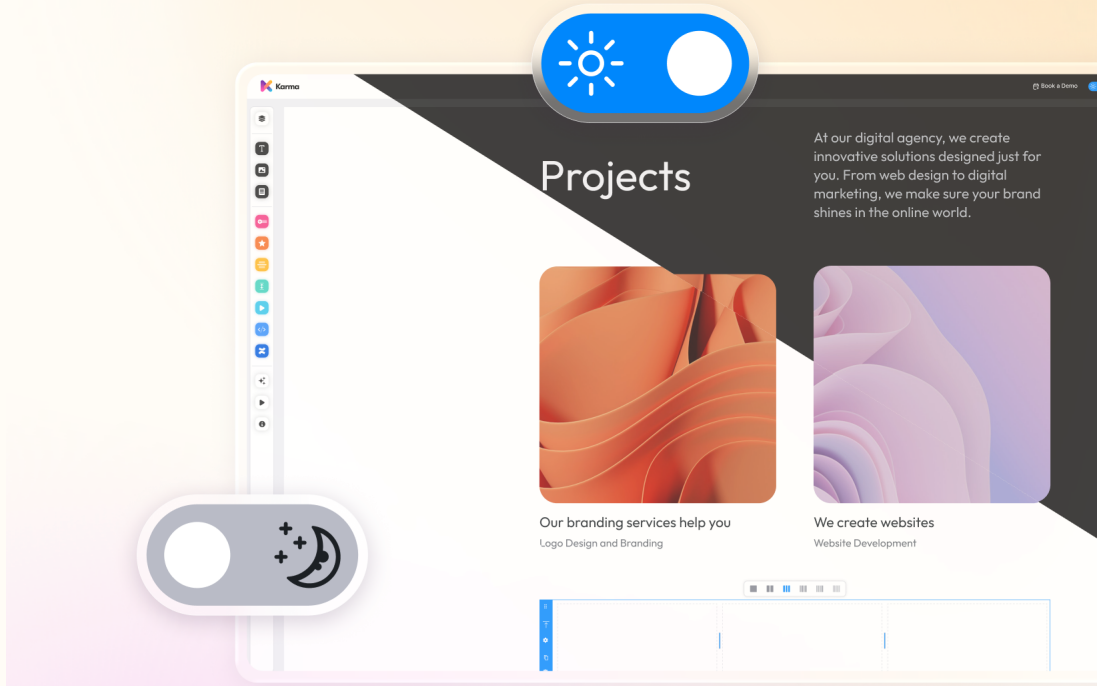
Seamlessly embeds external media (e.g., Microsoft Suite) and Confluence content.

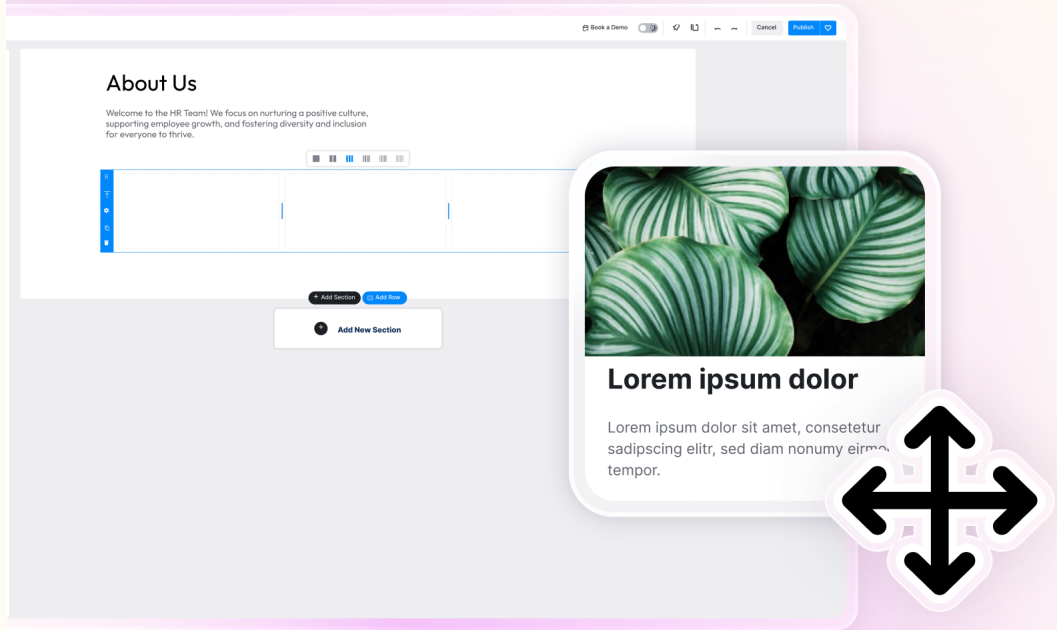
Usability

Improves navigation with a dynamic, space-filtering search bar.

Structure

Rapidly builds homepages, portals, and dashboards.





Why Use Aura and Karma Together?

Aura and Karma are complementary forces, not competitors. Together, they form an unparalleled content creation ecosystem within Confluence:

Karma

Builds the outer shell – the overarching page structure, hero blocks, columns, and section layouts.

Aura Formatting

Enhances the inner content – providing the deep formatting, interactivity (tabs, panels, cards), and structural elements inside those Karma-built sections.

By integrating both Aura and Karma into your Confluence ecosystem, your organization achieves three critical competitive advantages:

Brand Consistency

Enforce corporate identity via custom assets and governance.

No-Code Polish

Professional, stunning pages accessible to everyone.

Superior Flow

Maximize engagement by combining Karma's layouts with Aura's interactivity.

Unlock Karma Pro

License both Aura and Karma to automatically unlock Karma Pro – at no extra cost.

Gradients

Add gradients to texts, images, cards, and buttons

Aura Color Palettes

Use your Aura palettes directly in Karma

Custom Fonts & Icons

Apply your brand typography and icon sets

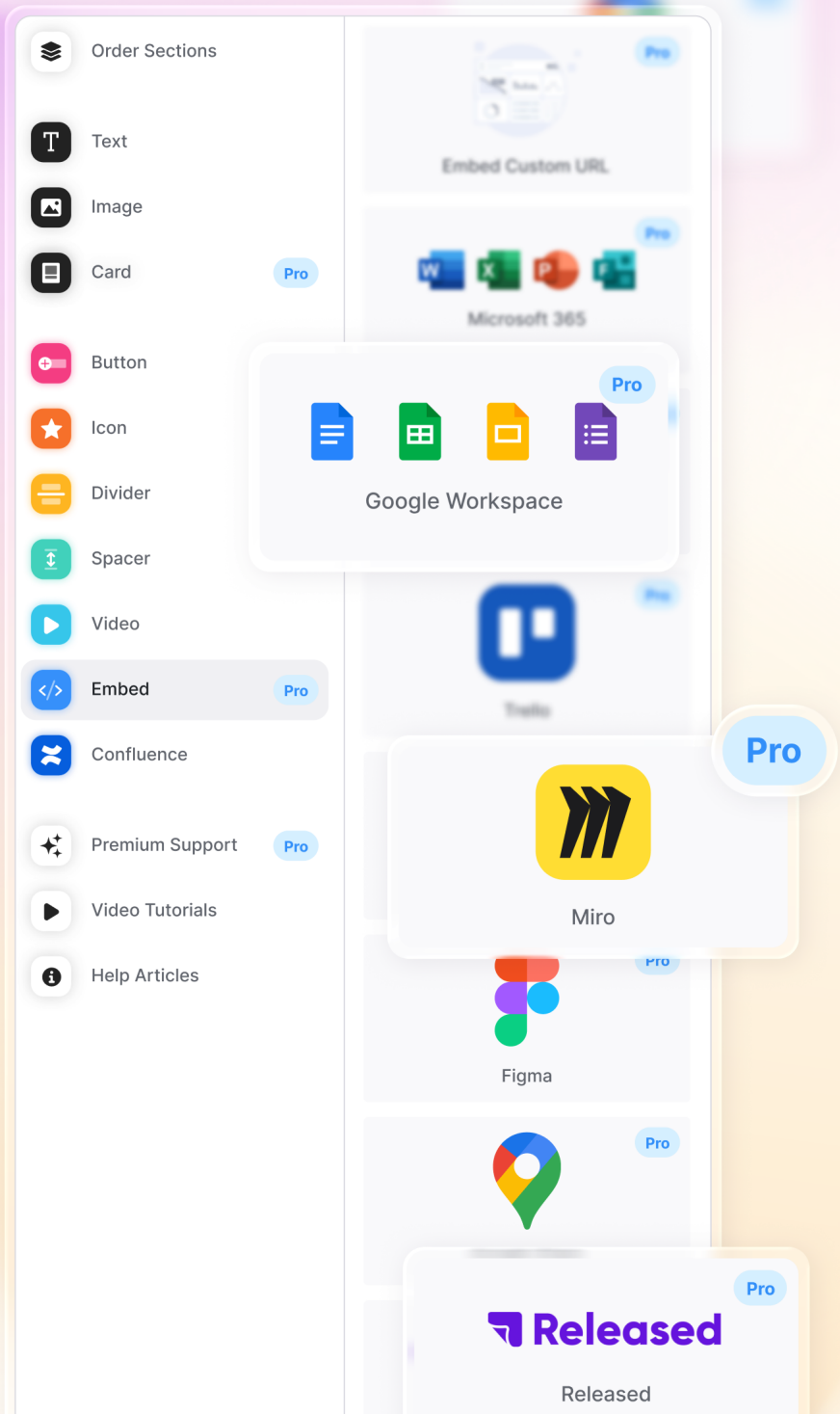
Super Users

Assign roles to manage presets and maintain design standards

Page & Section Presets

Create and share templates that ensure consistent corporate design

One ecosystem.
More possibilities.



Join the Success.

Learn More



Aura Apps

CLOUD FORTIFIED

SIMPLIFY WORK. AMPLIFY CONFLUENCE.