

# Brand Guidelines

# Welcome to our Brand Guidelines

This is your official reference for creating and/or requesting visual materials that are in line with the Aurora brand, now updated to reflect the way our brand has evolved since our previous release.

This guide provides the information necessary to maintain consistency in the designs and visual experiences of Aurora brand elements across various uses. This includes the proper use of our logo, typography, color palette, iconography, illustration, and photography.

As needs and the brand evolves, so will this guide. Be sure to check the bottom left corner for the release date before referencing.



## CHAPTERS

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# 01 Foundation



# Our Mission

Our mission is to deliver the benefits of self-driving technology safely, quickly, and broadly.

# Our Audience

As a public company, we strive to educate and inspire the public on what we do and its importance to us.

With continuous growth, we not only share our progress with employees, but also consider our audience to include external customers, partners, regulators, media, and investors.



# Our Position

We are luminaries for the dawn of a new era in transportation. We have the team, technology, and belief in our mission to be visionaries in the self-driving industry.

We're building a brand that can inspire and educate the world about what the future of transportation looks like, what benefits self-driving technology will bring, and what role Aurora will play as the leader of this movement.





# 02 Brand



# Our Brand

A brand is the way a product, company, or individual is perceived by those who experience it. Much more than just a name or a logo, a brand is the recognizable feeling these assets evoke.

The core elements of the Aurora brand include our values, personality, position, mission statement, communications voice and tone, and visual identity.

# Objective

au·ro·ra | ə-rôr'ə

Taking our namesake from the goddess of dawn that brings forth the day, Aurora is bringing forth the dawn of a new driver — the Aurora Driver — and ushering in a new era of transportation.

We're building a product that will change the world and a brand that the world can trust to be a source of honesty, integrity, and above all, safety.



# Tone

Brand tone of voice is the mood or emotion we convey in messages to our audience through specific word choice and writing style.

All of Aurora's messaging and communications should express that we want to be perceived as approachable experts in the self-driving domain.

- We are [trustworthy](#) but not stodgy.
- We are [sincere](#) but not soft.
- We are [strong](#) but not intimidating.
- We are [confident](#) but not cocky.
- We are [ambitious](#) but not reckless.
- We [lead by example](#).

# Visual Identity

Aurora's visual identity captures and communicates our brand ethos to the world.

The basic building blocks of our visual identity include the Aurora wordmark, the letter mark, the combination mark, the primary brand palette, and the official typeface.

Wordmark



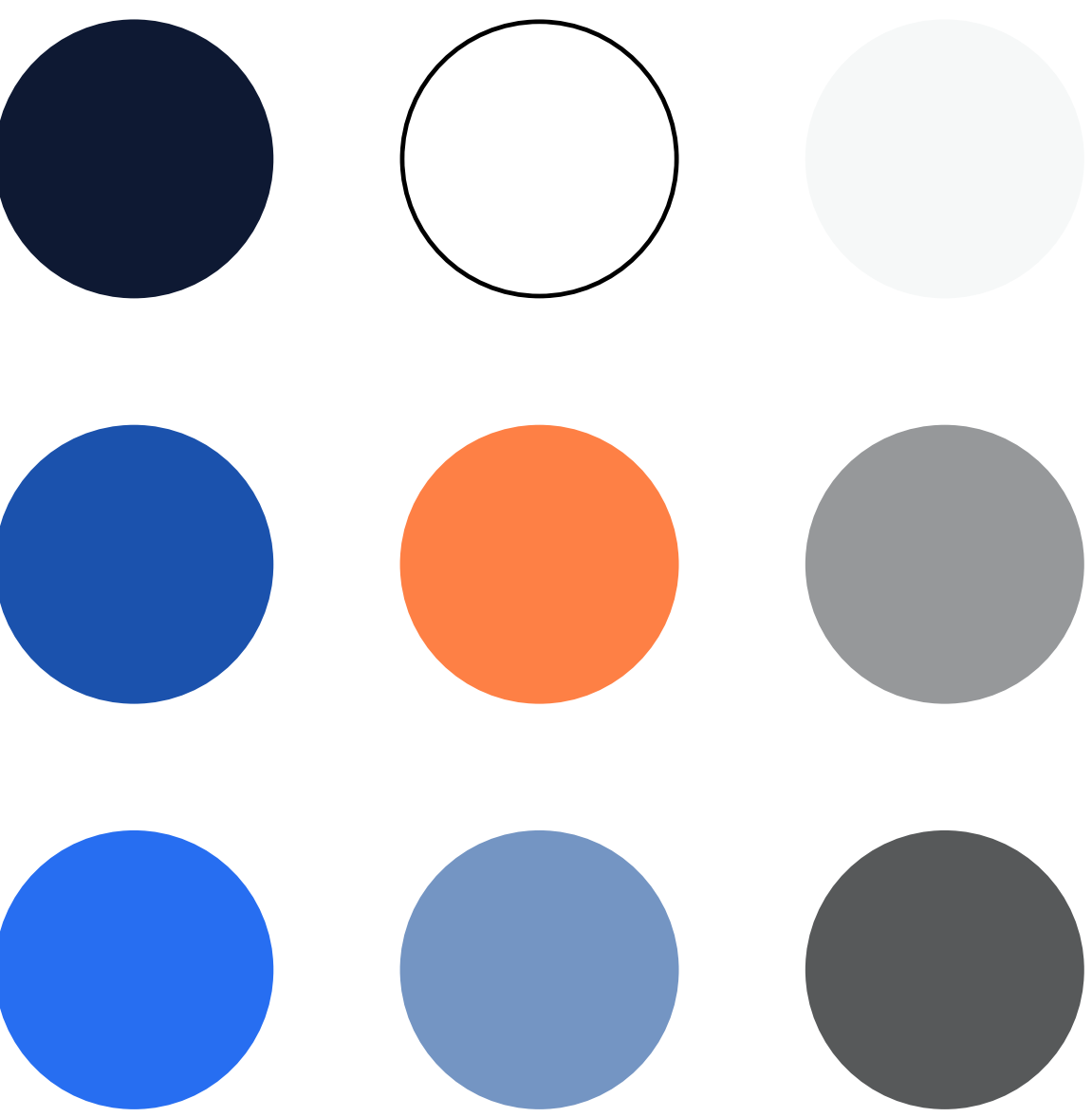
Letter Mark



Type



Color



Arrow



CTA







# 03 Logo



# Our Logo

The Aurora logo is the foundation of our visual identity and the primary expression of our brand.

Our logo's bold yet friendly appearance symbolizes the journey of the Aurora Driver. The geometric shapes and lines mimic the roads that the Aurora Driver travels, the maneuvers it makes, and an overlap of engineering and transportation.



# Wordmark

The Aurora wordmark is designed to characterize boldness and strength while remaining friendly and welcoming.

The geometric construction embodies the visual language of directional signage and the roads that the Aurora Driver travels on.

Our wordmark files are available for use as outlined in this guide in the [Aurora Logos](#) folder in our Press Kit.



# Letter Mark

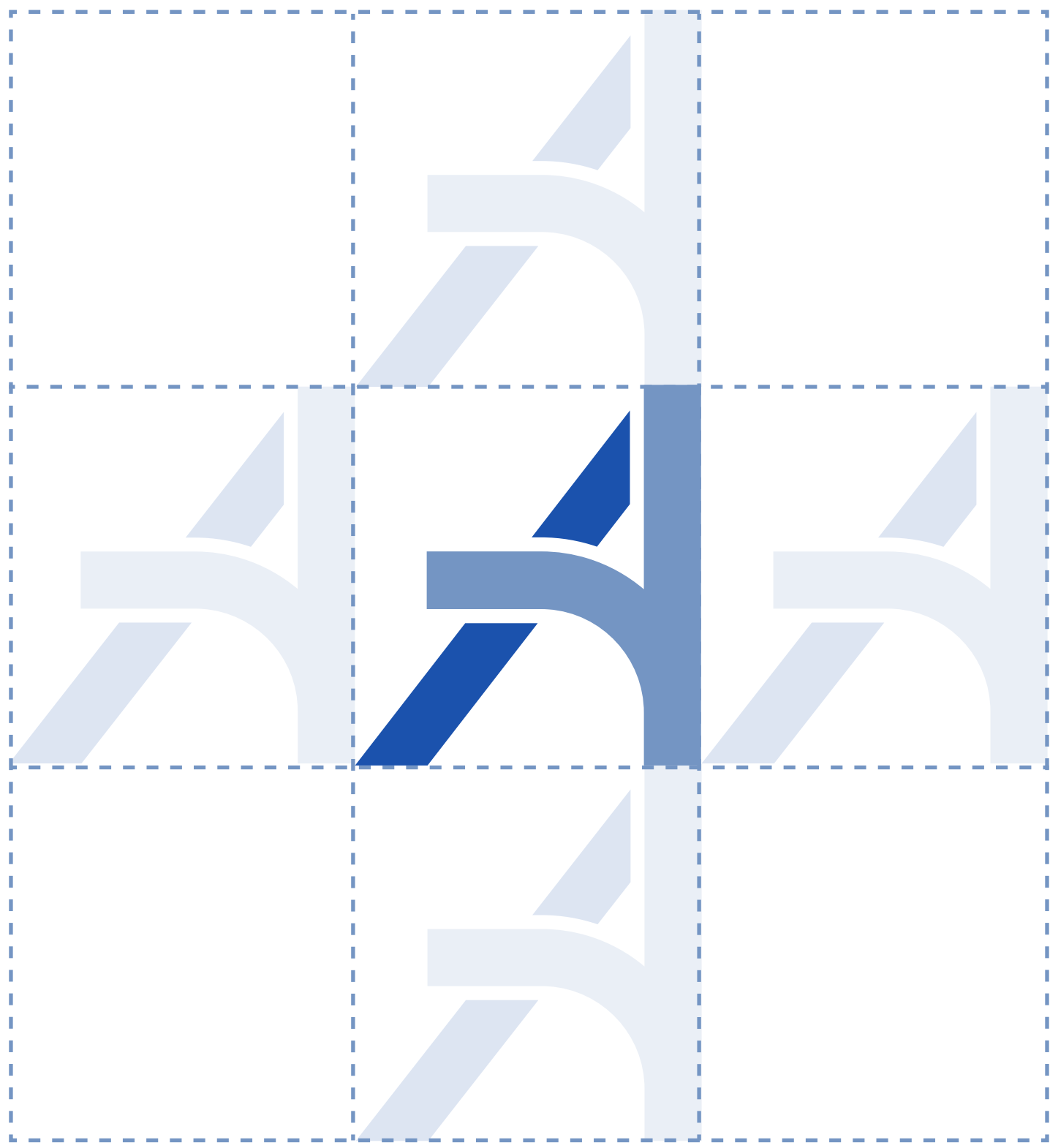
Typically used for internal applications, the singular letter mark can add branding in situations where company identification isn't explicitly required.

For public-facing applications, always use the wordmark or secondary logo lockup with the Aurora name displayed.

Our letter mark files are available for use as outlined in this guide in the [Aurora Logos](#) folder in our Press Kit.



# Spacing



When using the wordmark and letter mark, consider a buffer of invisible A's surrounding the wordmark.

# Color Combinations

These are the approved and preferred logo and background color combinations.

Our full-color logo should predominantly be used on white or light backgrounds.

The white logo should be used on darker color backgrounds and over media, like photography or film.





# Color Combinations

Typically used for internal applications, the singular letter mark can add branding in situations where company identification isn't explicitly required.

For public-facing applications, always use the wordmark or secondary logo lockup with the Aurora name displayed.

The full-color letter mark is for use on white and light backgrounds, and the white letter mark is for use on darker color and over media, like photography or film.

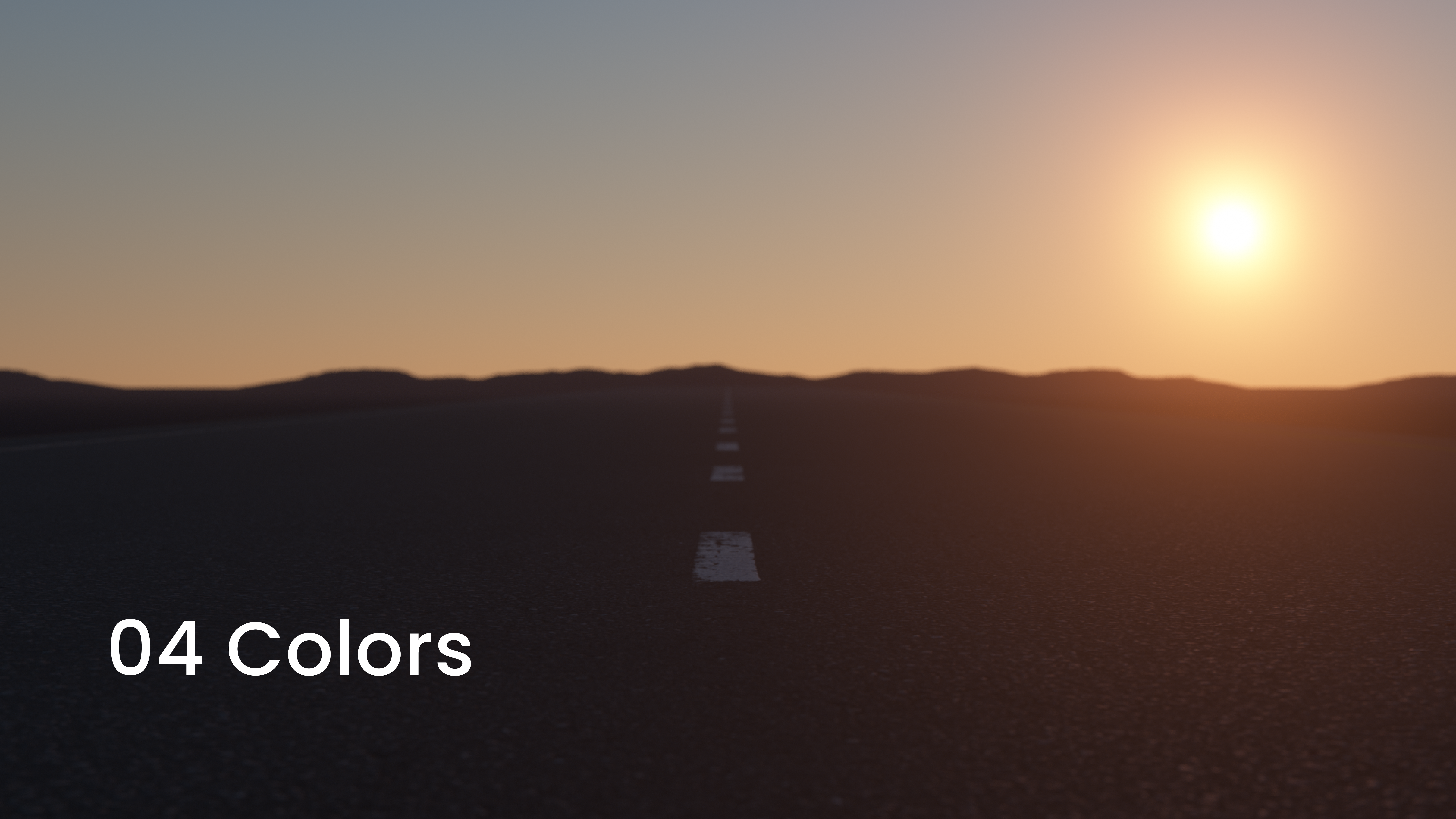


# Do-Not's

The examples provided on this page show several things you should never do to the Aurora wordmark or letter mark.







04 Colors



# Our Colors

The Aurora color palette is inspired by the dawn.

The predominantly blue hues represent the sky, evoking feelings of safety, security, and trust.

The orange accent is a direct complement of blue and represents the first light of a new day – evoking warmth, creativity, determination, and success.

# Primary Palette

The Aurora primary color palette should be used for all branded materials and collateral.

This page shows the appropriate proportional use of the palette, with white and Midnight functioning as our background colors.

Color hierarchy, medium of use, and the context of the message should all be considered when choosing the colors for a composition.

<div>Daybreak #FE8045</div> <div>R: 254 G: 128 B: 69 C: 0 M: 62 Y: 78 K: 0 Pantone: 1575 C</div>	<div>Midnight Blue #0E1933</div> <div>R: 14 G: 25 B: 51 C: 94 M: 84 Y: 49 K: 62 Pantone: 282 C</div>
<div>Day Glow #276EF1</div> <div>R: 39 G: 110 B: 241 C: 79 M: 59 Y: 0 K: 0 Pantone: 2727 C</div>	
<div>Safety Blue #1B52AD</div> <div>R: 27 G: 82 B: 173 C: 93 M: 76 Y: 0 K: 0 Pantone: 2133 C</div>	
<div>Pre-Dawn #7495C3</div> <div>R: 116 G: 149 B: 195 C: 31 M: 18 Y: 0 K: 24 Pantone: 652 C</div>	



# Secondary Palette

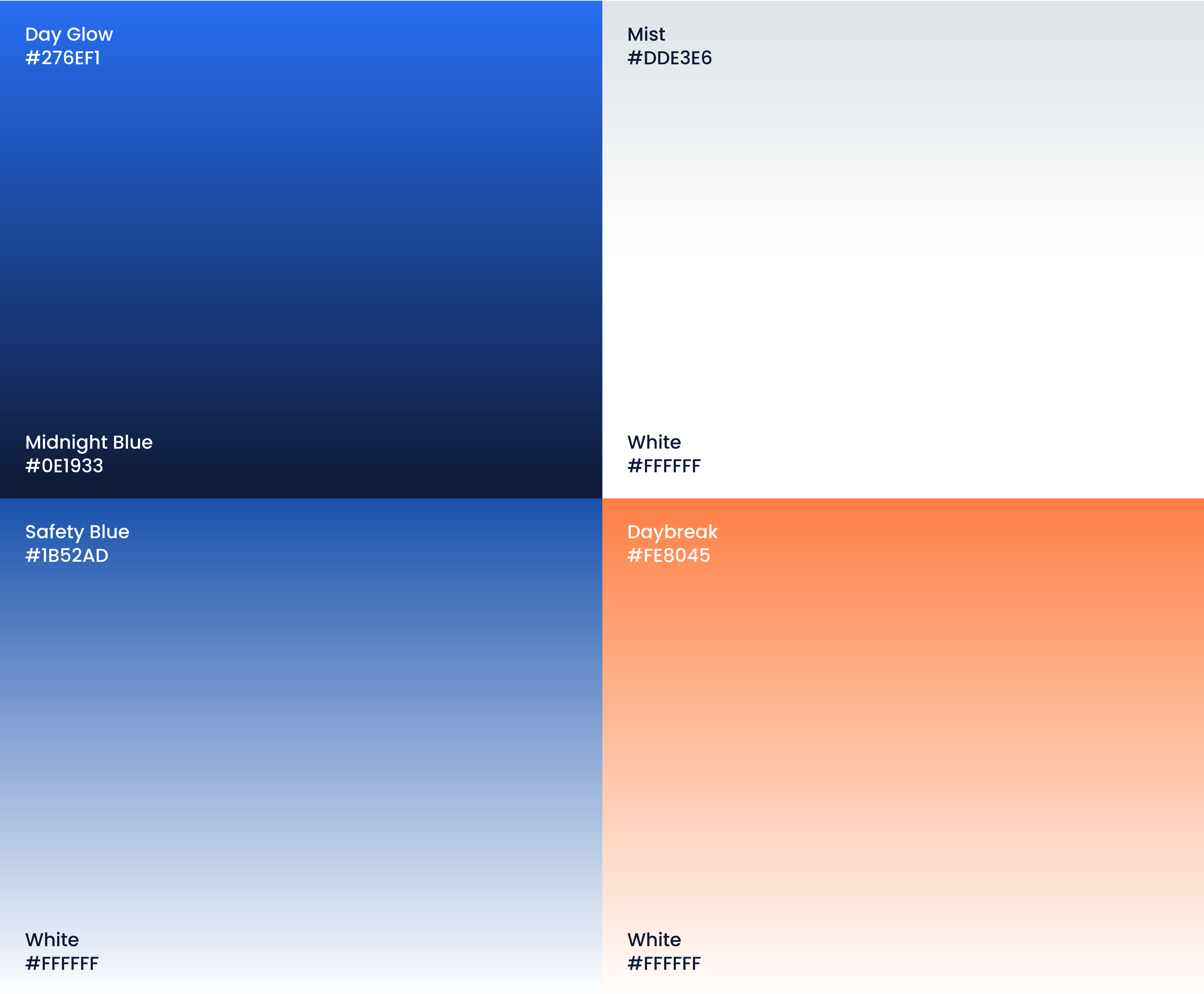
The Aurora secondary color palette offers a full range of values for charts, graphics, and illustrations for use in situations where the Aurora brand is already clearly defined.

<div>Purple</div> <div>#99488F</div> <div>R: 153 G: 72 B: 143</div> <div>C: 0 M: 32 Y: 4 K: 40</div>	<div>Gray 5</div> <div>#57595A</div> <div>R: 87 G: 89 B: 90</div> <div>C: 1 M: 0 Y: 0 K: 65</div>
<div>Red</div> <div>#C22408</div> <div>R: 194 G: 36 B: 8</div> <div>C: 0 M: 62 Y: 73 K: 24</div>	<div>Gray 4</div> <div>#808080</div> <div>R: 128 G: 128 B: 128</div> <div>C: 0 M: 0 Y: 0 K: 50</div>
<div>Pink</div> <div>#E84673</div> <div>R: 232 G: 70 B: 115</div> <div>C: 0 M: 64 Y: 46 K: 9</div>	<div>Gray 3</div> <div>#96989A</div> <div>R: 150 G: 152 B: 154</div> <div>C: 2 M: 1 Y: 0 K: 40</div>
<div>Yellow</div> <div>#F29922</div> <div>R: 242 G: 153 B: 34</div> <div>C: 0 M: 35 Y: 82 K: 5</div>	<div>Gray 2</div> <div>#EAEFF1</div> <div>R: 234 G: 239 B: 241</div> <div>C: 3 M: 1 Y: 0 K: 5</div>
<div>Lime</div> <div>#85D47F</div> <div>R: 133 G: 212 B: 127</div> <div>C: 31 M: 0 Y: 33 K: 17</div>	<div>Gray 1</div> <div>#F6F8F8</div> <div>R: 246 G: 248 B: 248</div> <div>C: 1 M: 0 Y: 0 K: 3</div>
<div>Green</div> <div>#388B5C</div> <div>R: 56 G: 139 B: 92</div> <div>C: 33 M: 0 Y: 18 K: 45</div>	<div>White</div> <div>#FFFFFF</div> <div>R: 255 G: 255 B: 255</div> <div>C: 0 M: 0 Y: 0 K: 0</div>

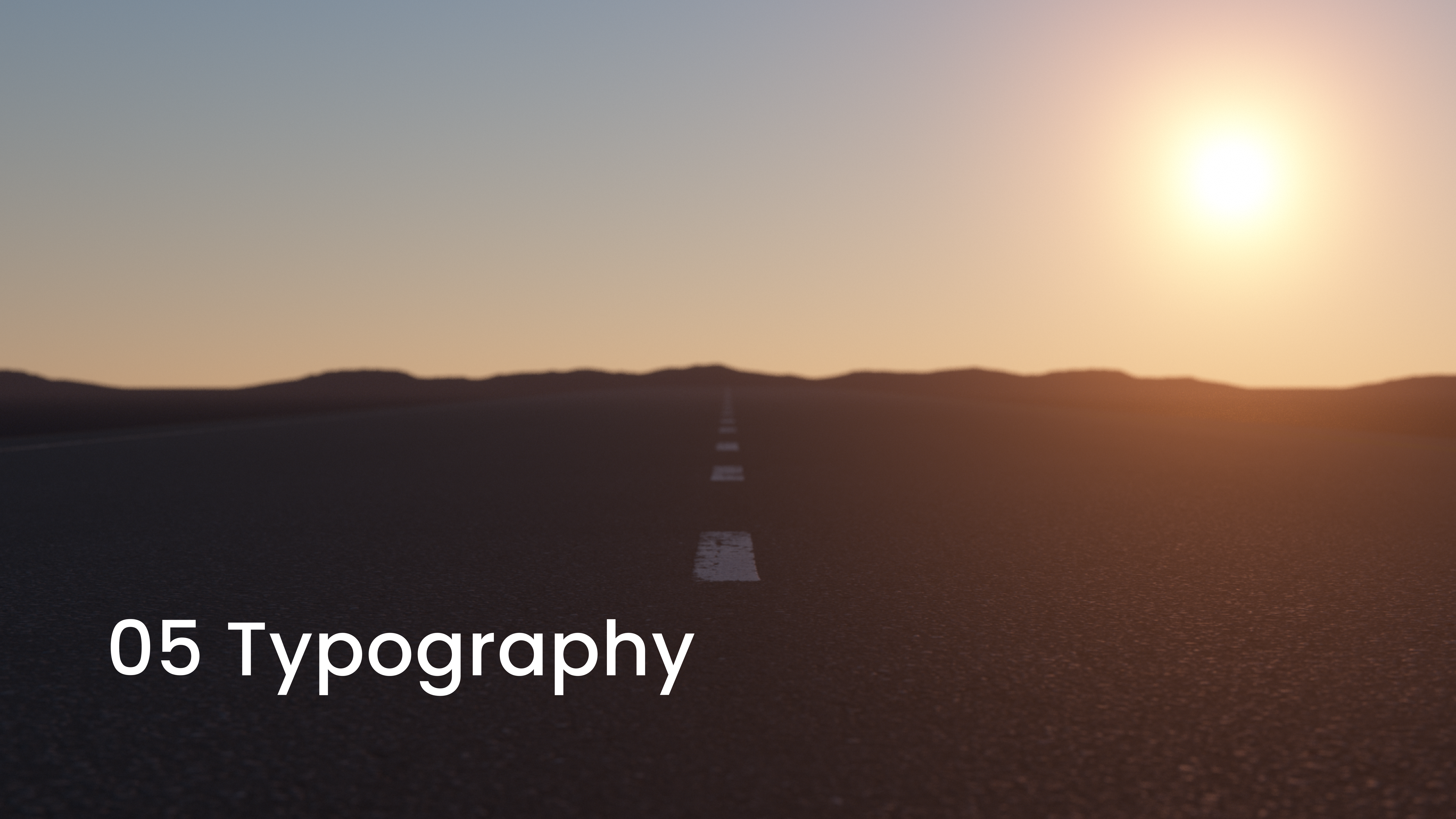
# Gradients

The use of gradients for backgrounds gives the composition a dynamic look and feel.

The gradients shown here represent the approved pairings from our primary palette.







# 05 Typography



# Our Typography

Aurora uses two different families of typography to bring our brand and voice to life in a style that feels both modern and human.

Poppins is our primary font and is preferred for use in most instances.

Libre Franklin is a legible typeface that we use in place of Poppins for long-form documents and secondary body text.

## Primary Font

# Poppins

Poppins is a versatile Google Font that is used as Aurora's primary type family. We use Poppins for most of our communications: headlines, overlines, sub-headings, pull quotes, and as body text for shorter blurbs.

## Secondary Font

# Libre Franklin

Libre Franklin is a versatile sans-serif font that is easy to read. We use Libre Franklin as a secondary font, specifically for long-form copy such as blogs and business communications.



# Styles

Heading & Titles

Font: Poppins  
Weight: Medium

Ad

Body Text

Font: Poppins  
Weight: Regular

Ad

Long Form Text

Font: Libre Franklin  
Weight: Regular

Aa

Small Caps

Font: Poppins  
Weight: Semibold  
Letter Spacing: 10%

AB

Here are a few examples of how we utilize the different font weights and cases of our fonts.

Libre Franklin is only used for long-form copy in places like business documents and blogs.



A wide-angle photograph of a desert landscape at sunset. A paved road with a dashed white center line stretches from the foreground into the distance, leading the eye towards the horizon. The sky is a gradient of warm colors, from a pale blue on the left to a bright, glowing yellow and orange on the right where the sun is setting. The sun is a large, bright orb, partially obscured by a soft, hazy glow. In the background, a range of dark, silhouetted mountains or hills spans the horizon. The overall mood is serene and contemplative.

# 06 Color Accessibility



# Color Accessibility

Color accessibility enables people with visual impairments to interact with digital experiences in the same way as their non-visually-impaired counterparts.

We support Aurora's mission to deliver the benefits of self-driving broadly by prioritizing the uniform interpretation our materials across experiences.



# Text Color Accessibility

DAY MODE

This is our recommendation for applying our primary colors to text on white and other light backgrounds in Day Mode.



Midnight text on white background



Safety Blue text on white background



Day Glow text on white background



Pre-Dawn text on white background



Daybreak subtitles on white background

# Graphics Color Accessibility

## DAY MODE

This is the collection of our primary and secondary colors most appropriate for use in graphics on white and other light backgrounds in Day Mode.

<div>Day Glow #276EF1</div> <div>R: 39 G: 110 B: 241 C: 79 M: 59 Y: 0 K: 0 Pantone: 2727 C</div>	<div>Midnight Blue #0E1933</div> <div>R: 14 G: 25 B: 51 C: 94 M: 84 Y: 49 K: 62 Pantone: 282 C</div>	<div>Purple #99488F</div> <div>R: 153 G: 72 B: 143 C: 0 M: 32 Y: 4 K: 40</div>	<div>Gray 5 #57595A</div> <div>R: 87 G: 89 B: 90 C: 1 M: 0 Y: 0 K: 65</div>
<div>Safety Blue #1B52AD</div> <div>R: 27 G: 82 B: 173 C: 93 M: 76 Y: 0 K: 0 Pantone: 2133 C</div>		<div>Red #C22408</div> <div>R: 194 G: 36 B: 8 C: 0 M: 62 Y: 73 K: 24</div>	<div>Gray 4 #808080</div> <div>R: 128 G: 128 B: 128 C: 0 M: 0 Y: 0 K: 50</div>
<div>Pre-Dawn #7495C3</div> <div>R: 116 G: 149 B: 195 C: 31 M: 18 Y: 0 K: 24 Pantone: 652 C</div>		<div>Pink #E84673</div> <div>R: 232 G: 70 B: 115 C: 0 M: 64 Y: 46 K: 9</div>	<div>Gray 3 #96989A</div> <div>R: 150 G: 152 B: 154 C: 2 M: 1 Y: 0 K: 40</div>
		<div>Green #388B5C</div> <div>R: 56 G: 139 B: 92 C: 33 M: 0 Y: 18 K: 45</div>	



# Text Color Accessibility

NIGHT MODE

This is our recommendation for applying our primary colors to text on Midnight and other dark backgrounds in Night Mode.



White text on navy background



Daybreak subtitles on navy background



Pre-Dawn text on navy background



Day Glow text on navy background



Safety Blue text on navy background

# Graphics Color Accessibility

## NIGHT MODE

This is the collection of our primary and secondary colors most appropriate for use in graphics on Midnight & other dark backgrounds in Night Mode.

<div>Day Glow #276EF1</div> <div>R: 39 G: 110 B: 241 C: 79 M: 59 Y: 0 K: 0 Pantone: 2727 C</div>	<div>White #FFFFFF</div> <div>R: 255 G: 255 B: 255 C: 0 M: 0 Y: 0 K: 0</div>	<div>Purple #99488F</div> <div>R: 153 G: 72 B: 143 C: 0 M: 32 Y: 4 K: 40</div>	<div>Gray 1 #F6F8F8</div> <div>R: 246 G: 248 B: 248 C: 1 M: 0 Y: 0 K: 3</div>
		<div>Pink #E84673</div> <div>R: 232 G: 70 B: 115 C: 0 M: 64 Y: 46 K: 9</div>	
<div>Pre-Dawn #7495C3</div> <div>R: 116 G: 149 B: 195 C: 31 M: 18 Y: 0 K: 24 Pantone: 652 C</div>		<div>Yellow #F29922</div> <div>R: 242 G: 153 B: 34 C: 0 M: 35 Y: 82 K: 5</div>	<div>Gray 2 #EAEFF1</div> <div>R: 234 G: 239 B: 241 C: 3 M: 1 Y: 0 K: 5</div>
<div>Daybreak #FE8045</div> <div>R: 254 G: 128 B: 69 C: 0 M: 62 Y: 78 K: 0 Pantone: 1575 C</div>		<div>Lime #85D47F</div> <div>R: 133 G: 212 B: 127 C: 31 M: 0 Y: 33 K: 17</div>	<div>Gray 3 #96989A</div> <div>R: 150 G: 152 B: 154 C: 2 M: 1 Y: 0 K: 40</div>
		<div>Green #388B5C</div> <div>R: 56 G: 139 B: 92 C: 33 M: 0 Y: 18 K: 45</div>	



A photograph of a long, straight asphalt road stretching towards a bright sun on the horizon. The road has a dashed white line down the center. In the distance, there are low mountains or hills. The sky is a gradient of orange and yellow, suggesting a sunset or sunrise. The overall mood is serene and contemplative.

# 07 Visual Language



# Our Visual Language

The Aurora visual language is the graphic fingerprint that identifies our brand through consistent design motifs.

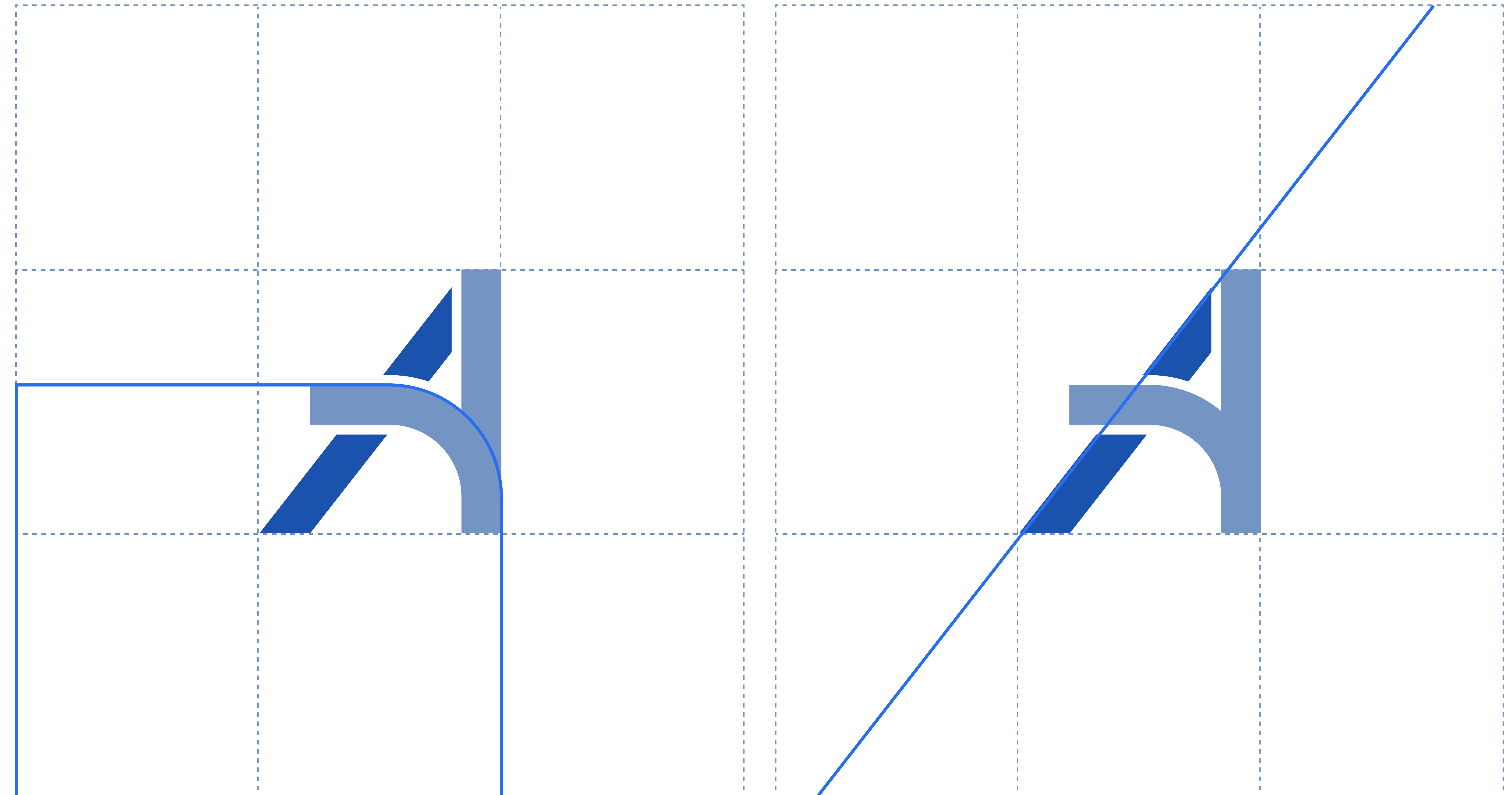
Through the mediums of form and color, we have formed a visual style that echoes the Aurora logo and brand story in a cohesive and identifiable way.



# Road Lines

Two graphic elements that dominate our overall visual language are the 'rounded tab' and 'forward strike'.

These two elements borrow their geometric shapes from our logo and evoke that same spirit of highway roads and signage.





# Photography

Photography allows us to depict the benefits that our self-driving technology has and will continue to bring to the people and world around us.

Typically used for the website, announcements, and press kits, we also use photography to give our potential recruits a glimpse of life as an Auroran.

All approved images that are available for external use can be found in the [Aurora Photography](#) folder in our Press Kit.



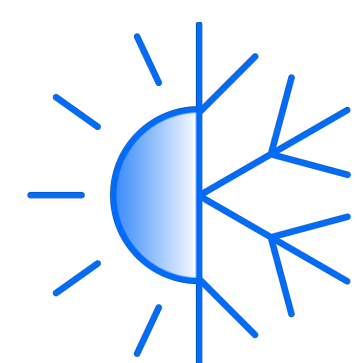


# Iconography

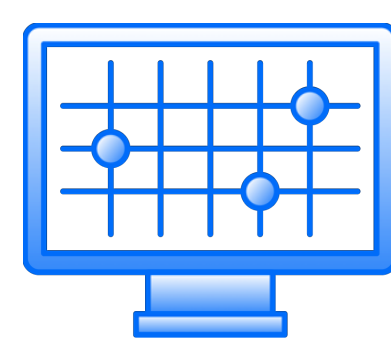
DAY MODE



Time



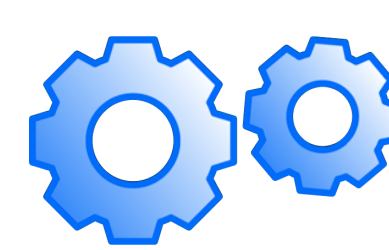
Thermal



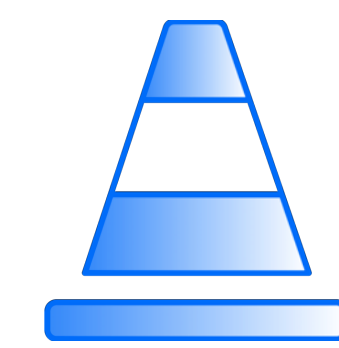
Fleet Monitoring



Laptop



Hardware



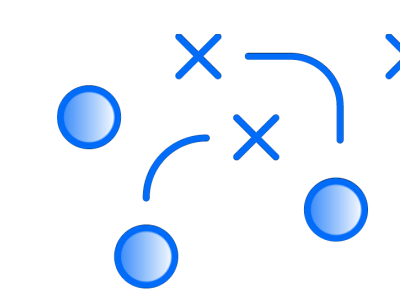
Construction



Interns



Subscribe



Strategic Investments



Vehicle Support



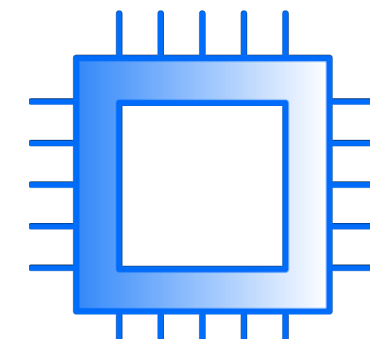
Safety



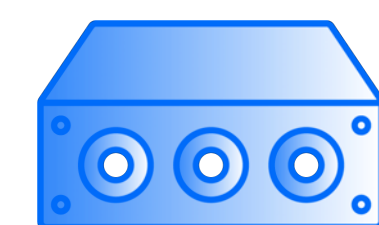
Checklist



Scheduling



Computer



Computer



Wellness



Sensors



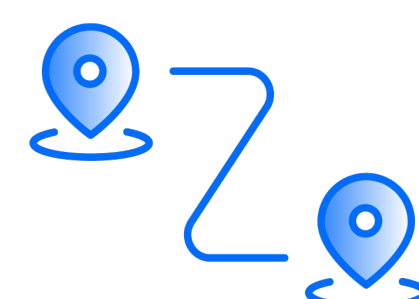
Self-Driving Car



Emergency Vehicle



Loading Bay



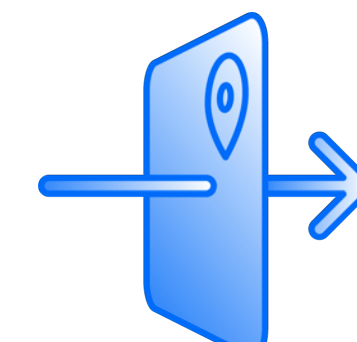
Get Moving



Unlocked



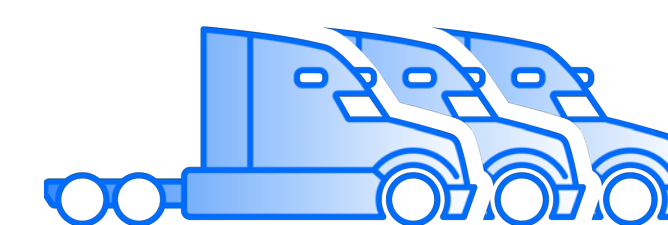
Pedestrian



Out Of Odd



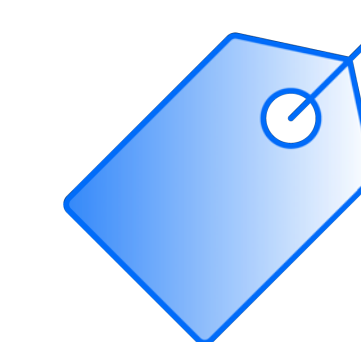
Side Profile



Fleet



Self-Driving Semi Truck



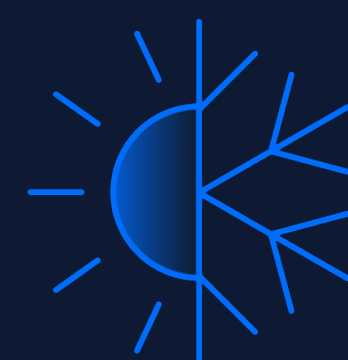
Secure A Truck

# Iconography

## NIGHT MODE



Time



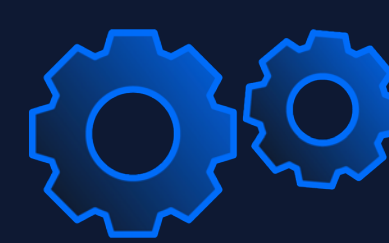
Thermal



Fleet Monitoring



Laptop



Hardware



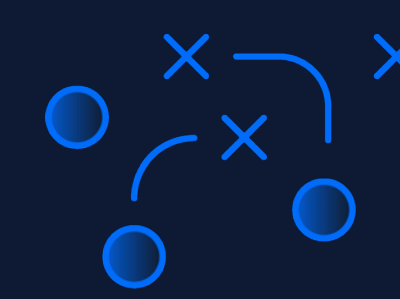
Construction



Interns



Subscribe



Strategic Investments



Vehicle Support



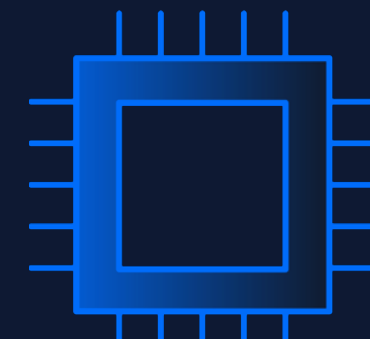
Safety



Checklist



Scheduling



Computer



Computer



Wellness



Sensors



Self-Driving Car



Emergency Vehicle



Loading Bay



Get Moving



Unlocked



Pedestrian



Out Of Odd



Side Profile



Fleet



Self-Driving Semi Truck



Secure A Truck



# Brand Hierarchy

## DAY MODE

Main



Products



Products



Sub-Products



Sub-Products





# Brand Hierarchy

## NIGHT MODE

Main



Products



Products



Sub-Products



Sub-Products





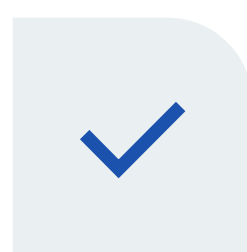
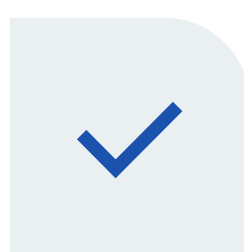
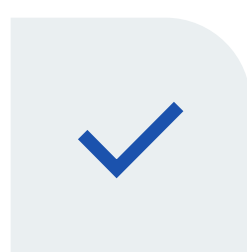






A wide-angle photograph of a long, straight asphalt road stretching towards a bright sunset. The sun is a large, glowing orb in the upper right corner, casting a warm, golden light across the sky and the road. The road has a dashed white line down the center, which recedes into the distance. The horizon is marked by a range of low, dark mountains or hills. The overall mood is serene and contemplative.

# 08 Appendix



BACKGROUND







White

									
Midnight Pass 17.41:1		Safety Blue Pass 7.35:1		Day Glow Pass 4.57:1		Pre-Dawn Fail 3.07:1		Daybreak Fail 2.5:1	
WCAG AA		WCAG AA		WCAG AA		WCAG AA		WCAG AA	
Normal text	Pass	Normal text	Pass	Normal text	Pass	Normal text	Fail	Normal text	Fail
Larger text	Pass	Larger text	Pass	Larger text	Pass	Larger text	Pass	Larger text	Fail
WCAG AAA		WCAG AAA		WCAG AAA		WCAG AAA		WCAG AAA	
Normal text	Pass	Normal text	Pass	Normal text	Fail	Normal text	Fail	Normal text	Fail
Larger text	Pass	Larger text	Pass	Larger text	Pass	Larger text	Fail	Larger text	Fail
Graphics	Pass	Graphics	Pass	Graphics	Pass	Graphics	Pass	Graphics	Fail













BACKGROUND

Pre-Dawn

									
Midnight Pass 5.66:1		White Fail 3.07:1		Safety Blue Fail 2.39:1		Day Glow Fai 1.48:1		Daybreak Fail 1.22:1	
WCAG AA		WCAG AA		WCAG AA		WCAG AA		WCAG AA	
Normal text	Pass	Normal text	Fail	Normal text	Fail	Normal text	Fail	Normal text	Fail
Larger text	Pass	Larger text	Pass	Larger text	Fail	Larger text	Fail	Larger text	Fail
WCAG AAA		WCAG AAA		WCAG AAA		WCAG AAA		WCAG AAA	
Normal text	Pass	Normal text	Fail	Normal text	Fail	Normal text	Fail	Normal text	Fail
Larger text	Fail	Larger text	Fail	Larger text	Fail	Larger text	Fail	Larger text	Fail
Graphics	Pass	Graphics	Pass	Graphics	Fail	Graphics	Fail	Graphics	Fail

BACKGROUND



# Day Glow

									
White Pass 4.57:1		Midnight Fail 3.8:1		Safety Blue Fail 2.36:1		Daybreak Fail 1.82:1		Pre-Dawn Fail 1.48:1	
WCAG AA		WCAG AA		WCAG AA		WCAG AA		WCAG AA	
Normal text	Pass	Normal text	Fail	Normal text	Fail	Normal text	Fail	Normal text	Fail
Larger text	Pass	Larger text	Pass	Larger text	Fail	Larger text	Fail	Larger text	Fail
WCAG AAA		WCAG AAA		WCAG AAA		WCAG AAA		WCAG AAA	
Normal text	Fail	Normal text	Fail	Normal text	Fail	Normal text	Fail	Normal text	Fail
Larger text	Pass	Larger text	Fail	Larger text	Fail	Larger text	Fail	Larger text	Fail
Graphics	Pass	Graphics	Pass	Graphics	Fail	Graphics	Fail	Graphics	Fail













BACKGROUND

# Safety Blue

									
White Pass 7.35:1		Daybreak Fail 2.93:1		Pre-Dawn Fail 2.39:1		Midnight Fail 2.36:1		Day Glow Fail 1.6:1	
WCAG AA		WCAG AA		WCAG AA		WCAG AA		WCAG AA	
Normal text	Pass	Normal text	Fail	Normal text	Fail	Normal text	Fail	Normal text	Fail
Larger text	Pass	Larger text	Fail	Larger text	Fail	Larger text	Fail	Larger text	Fail
WCAG AAA		WCAG AAA		WCAG AAA		WCAG AAA		WCAG AAA	
Normal text	Pass	Normal text	Fail	Normal text	Fail	Normal text	Fail	Normal text	Fail
Larger text	Pass	Larger text	Fail	Larger text	Fail	Larger text	Fail	Larger text	Fail
Graphics	Pass	Graphics	Fail	Graphics	Fail	Graphics	Fail	Graphics	Fail

BACKGROUND

# Midnight

									
White		Daybreak		Pre-Dawn		Day Glow		Safety Blue	
Pass 17.41:1		Pass 6.95:1		Pass 5.66:1		Fail 3.8:1		Fail 2.36:1	
WCAG AA		WCAG AA		WCAG AA		WCAG AA		WCAG AA	
Normal text	Pass	Normal text	Pass	Normal text	Pass	Normal text	Fail	Normal text	Fail
Larger text	Pass	Larger text	Pass	Larger text	Pass	Larger text	Pass	Larger text	Fail
WCAG AAA		WCAG AAA		WCAG AAA		WCAG AAA		WCAG AAA	
Normal text	Pass	Normal text	Fail	Normal text	Fail	Normal text	Fail	Normal text	Fail
Larger text	Pass	Larger text	Pass	Larger text	Pass	Larger text	Fail	Larger text	Fail
Graphics		Graphics		Graphics		Graphics		Graphics	
Pass		Pass		Pass		Pass		Fail	



# Contact

For further information or updates concerning the information in this document, please contact the Marketing Creative team:

[marketing@aurora.tech](mailto:marketing@aurora.tech)

