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.
CHAPhERS

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01 Foundation
Our Mission

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

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.
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.
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.
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.
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.
When using the wordmark and letter mark, consider a buffer of invisible A’s surrounding the wordmark.
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.
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.
# 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.
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
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.
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.
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.
06 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.
This is our recommendation for applying our primary colors to text on white and other light backgrounds in 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.
Text Color Accessibility

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

This is our recommendation for applying our primary colors to text on Midnight and other dark backgrounds in 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.
07 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 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
Brand Hierarchy

DAY MODE

Main

Products

Sub-Products

Products

Sub-Products
Brand Hierarchy

NIGHT MODE

Main

Products

Sub-Products
APPENDIX > ACCESSIBILITY ON WHITE

BACKGROUND
White

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## Appendix > Accessibility on Pre-Dawn

### Background

**Pre-Dawn**

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January 2023
## Background

### Day Glow

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# Appendix > Accessibility on Safety Blue

## Background

### Safety Blue

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**Pass 7.35:1**

**Pass**

**Fail 2.93:1**

**Fail**

**Pass 2.39:1**

**Fail**

**Pass 2.36:1**

**Fail**

**Pass 1.6:1**

**Fail**

**Normal text**

**Fail**

**Larger text**

**Fail**

**Graphics**

**Fail**

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## Background

### Midnight

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### Accessible Text

- **Normal text**: Passed for all colors.
- **Larger text**: Passed for all colors except Day Glow.
- **Graphics**: Passed for all colors.

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**Appendix > Accessibility on Midnight**
For further information or updates concerning the information in this document, please contact the Marketing Creative team:

marketing@aurora.tech