



# Primary Color Palette

Color

PMS Black 6c

#101820

100/61/32/96

16/24/32



PMS 7488c

#5deb5a

56/0/91/0

93/235/90



PMS 427c

#D0D3D4

14/8/4/0

208/211/212





# Seondary Color Palette

Color

PMS 266c

#753BBD

71/88/0/0

117/59/189



PMS 2385c

#D539B5

19/82/0/0

213/57/181



PMS FPO

#13383E

89/61/58/52

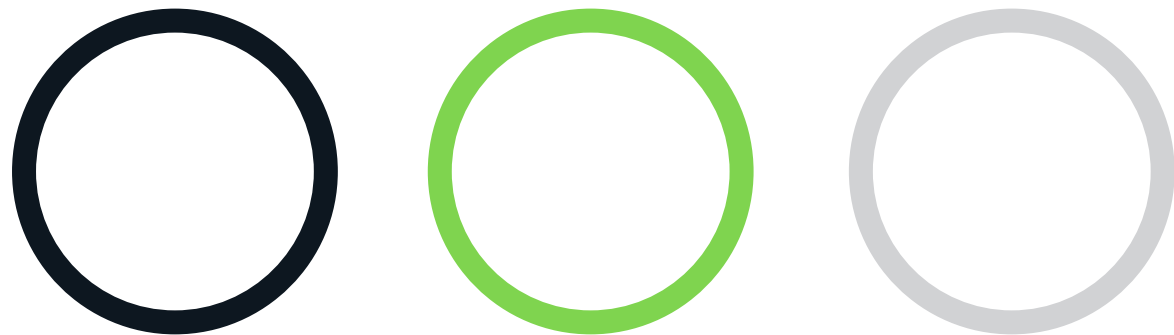
19/56/62



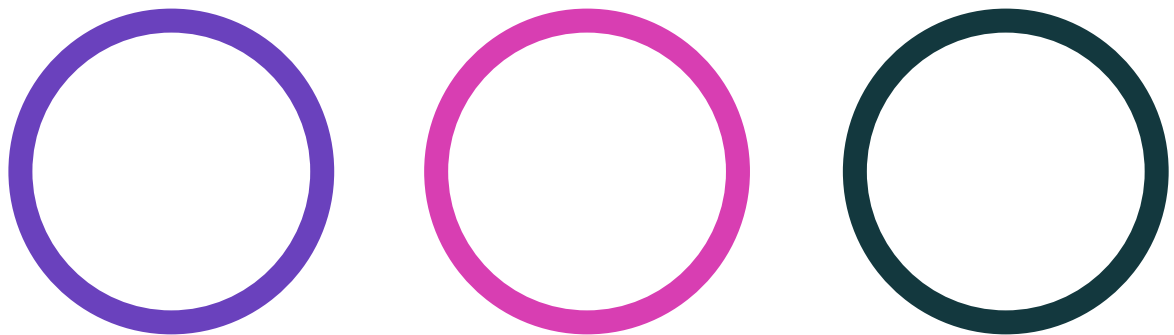


# Aurora Color Palette

Primary  
Colors



Accent  
Colors



Pantone	PMS Black 6c	PMS 7488c	PMS 427c
Hex	#101820	#78D64B	#D0D3D4
CMYK	100/61/32/96	51/0/86/0	14/8/4/0
RGB	16/24/32	120/214/75	208 211 212

Pantone	PMS 266c	PMS 2385c	PMS FPO
Hex	#753BBB	#D539B5	#13383E
CMYK	71/88/0/0	19/82/0/0	89/61/58/52
RGB	117/59/189	213/57/181	19/56/62



# Brand Color Palette

✱ Contrast is key.

## Color Pairings to Avoid

When pairing colors — especially in the context of a series of green hues and tints — creating a hierarchy is paramount.

Never use dark colors on dark backgrounds and light colors on light backgrounds.

Never pair colors of a similar hue.

Do not use pastels assets on top of pastel backgrounds.



Do not pair colors of a similar hue.

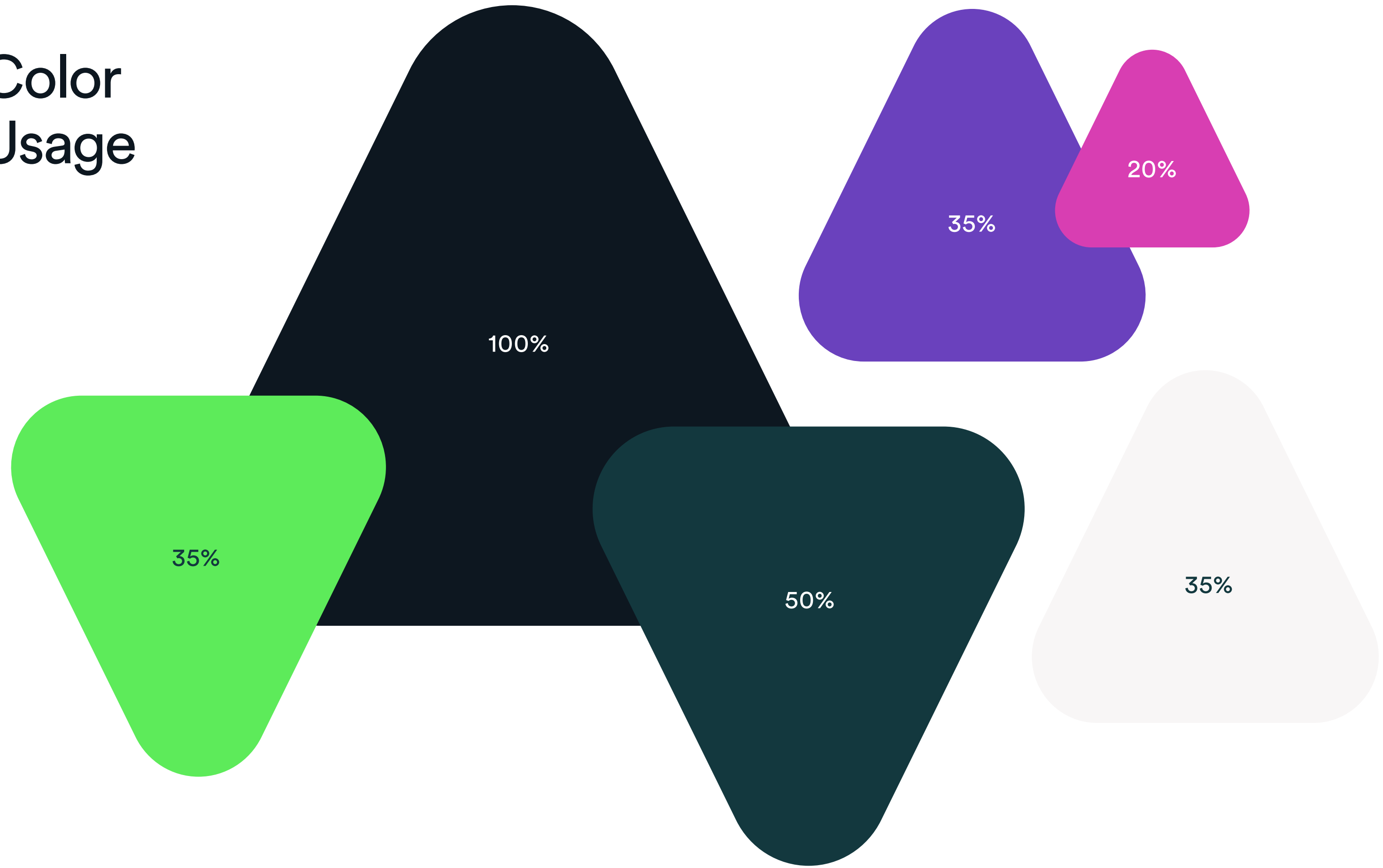


Always use the Aurora triangle mark in the brand color green (preferably on the dark background)





## Color Usage



# Color

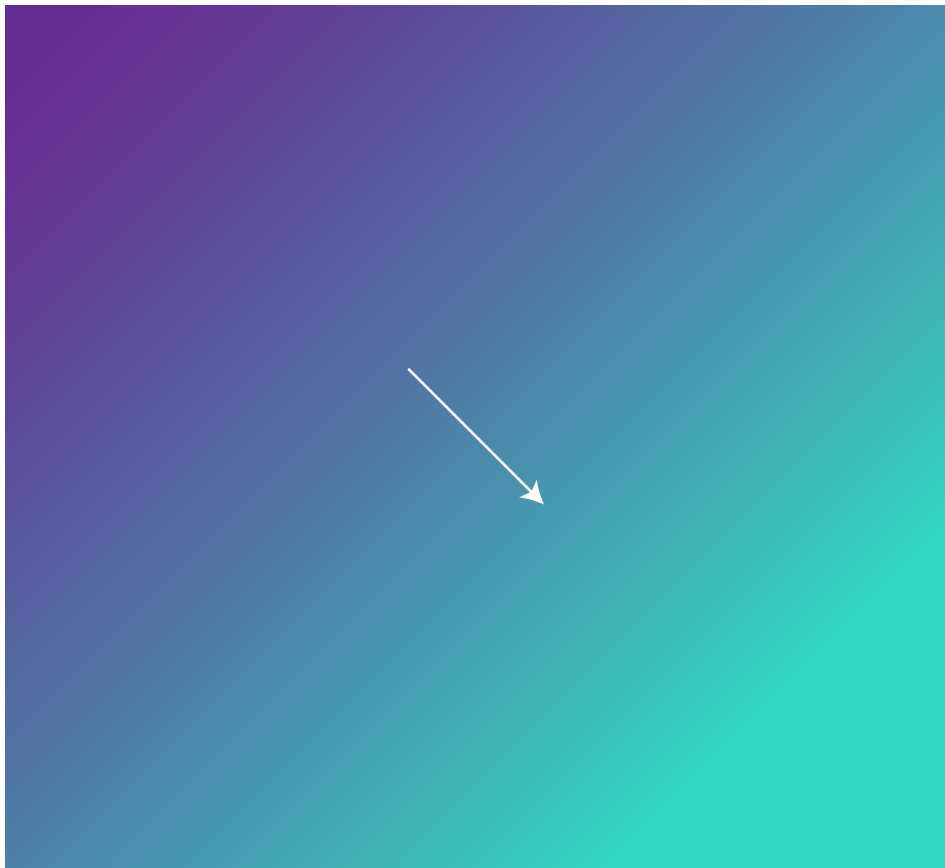


# Gradients



Gradients are included in working vector file for use.

01

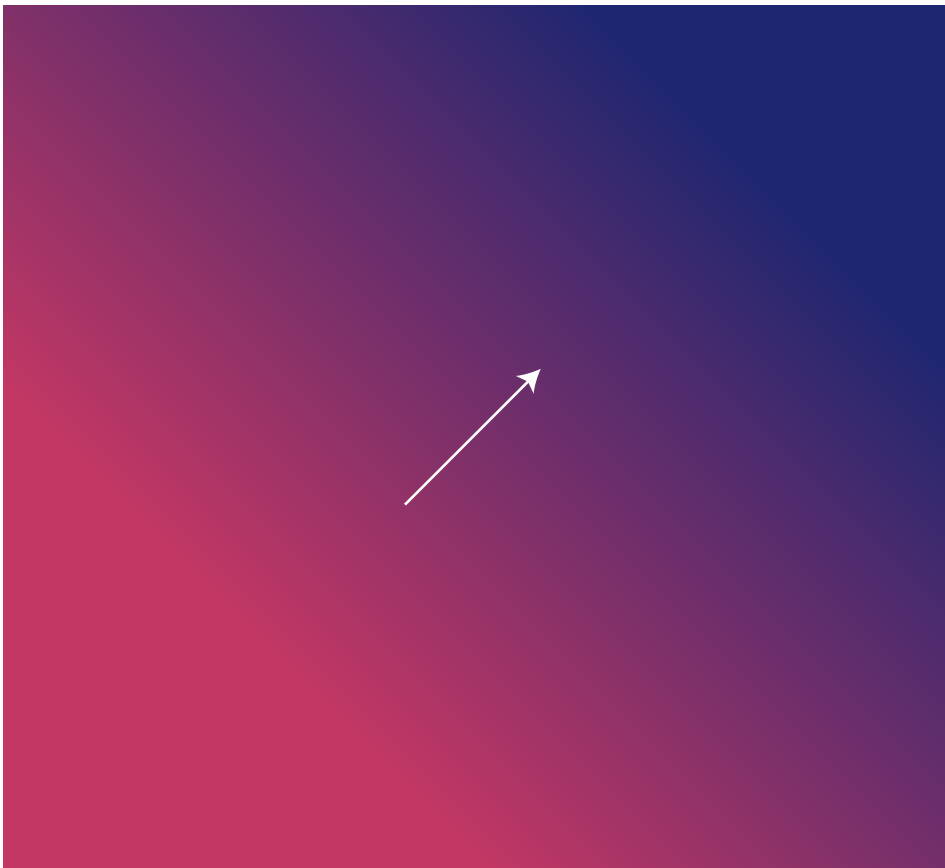


#773dbd  
67/83/0/0  
119/61/189



#33d8c2  
62/0/35/0  
51/216/194

02

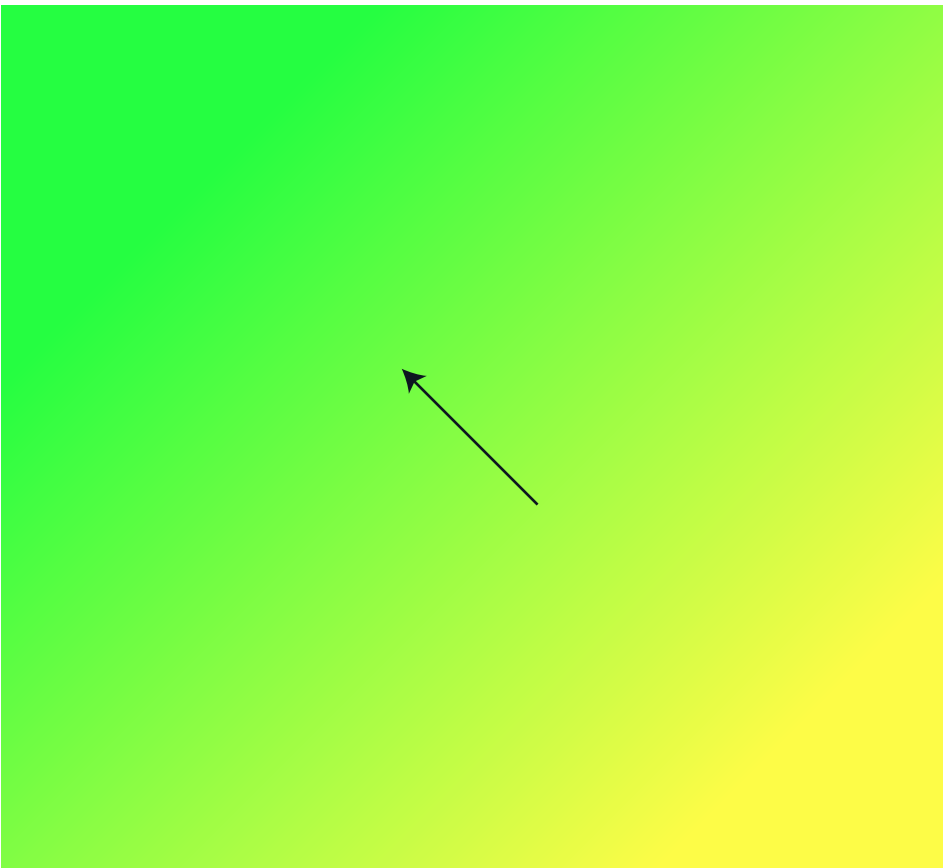


#1d2671  
100/98/26/12  
29/38/113



#c33764  
20/93/44/2  
195/55/100

03



#fdfc47  
6/0/81/0  
253/252/71



#101820  
100/61/32/96  
16/24/32