



Brand Guidelines

Aurora Development
Design Standards & Practices

2022
Ver.1





Brand Guidelines Content

Introduction	03	Illustration	32
Logo	04	Patterns	38
Color Palette	14	Application: Print	41
Brand Typography	22	Application: Digital	45
Brand Imagery	29	Conclusion	48



What is Aurora?

Aurora is a product that helps Ethereum users and dApps to easily move to the NEAR blockchain. It allows to do two distinct things: upload and interact with Solidity smart contracts on NEAR blockchain and move assets from Ethereum to NEAR (including ERC-20 tokens).

Intro

AURORA

aurora.dev

Build on Aurora.
Simple. Fast.
Affordable.

AURORA

~1 sec
Avg block time

~2 sec
Transaction finality

~0.02
Transaction cost

01

Logo Signature

- Inline Logo Signature
- Stacked Logo Signature
- Avatar / Token Icon
- Logo Scaling
- Logo Clear Space
- Minimum Sizes
- Logo Don'ts





Inline Logo Signature



Inline Logo Light
Primary color scheme
File name: aurora-horiz-rev (.png/.svg/.pdf)



Inline Logo Dark
Secondary color scheme
File name: aurora-horiz (.png/.svg/.pdf)



Stacked Logo Signature



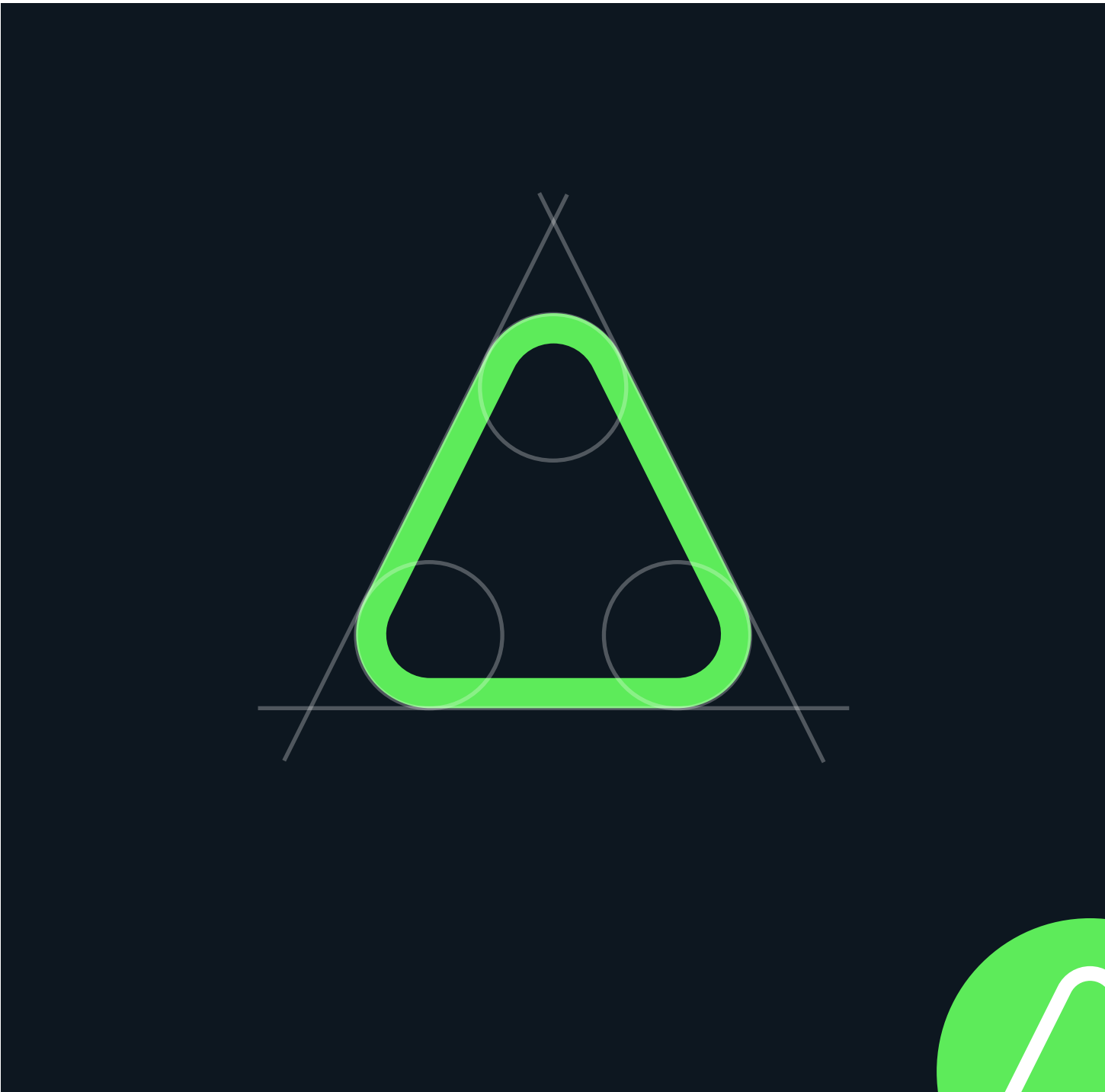
Inline Logo Light
Primary color scheme
File name: aurora-stack-rev (.png/.svg/.pdf)



Inline Logo Dark
Secondary color scheme
File name: aurora-stack (.png/.svg/.pdf)



Token Logo Mark



Mark Only / Token Icon
Primary color scheme
File name: aurora-stack (.png/.svg/.pdf)



Previous Token Avatar





Logo Clear Space

Margin is equal to half the width of the logo mark.



Spacing – Inline

A healthy amount of clear space around the logo creates proper brand awareness and ensures consistency. When possible, ensure that the logo has a margin equal to at least 1/2 the width of the token logo mark on all sides.

Spacing – Stacked

A healthy amount of clear space around the logo creates proper brand awareness and ensures consistency. When possible, ensure that the inline logo signature has a margin equal to at least 1/2 the width of the token logo mark on all sides.



Each logo file is prepared with a proper margin.

Margin is equal to half the width of the logo mark.





Logo Scaling

A responsive logo system keeps the brand agile and allows for easy implementation. The primary mark is a stacked logotype, and the secondary logo lockups give the brand inline, and mark over logotype options.

When space allows, try to use the primary inline logo signature. This could include website logo header, digital banners, signage, and PPT cover pages. For more portrait layout applications with a smaller width, use the stacked secondary lockup. Stacked portrait applications could include social media graphics, banner ads, and apparel.

Lastly when the space is very limited, use the mark only (token icon) variation.

Primary Signature



Secondary Lockup



Mark Only





Logo Clear Space

.5"



Logo Mark

Minimum Size

The logomark should never be less than .5" in width for print and 36px for web applications.

2"



Inline Signature

Minimum Size

The inline logo should never be less than 2" in width for print and 144px for web applications.

1"



Stacked Signature

Minimum Size

The inline logo signature should never be less than 1" in width for print and 72px for web applications.



Logo Usage Don'ts



Never change the color of the logo to a color other than your brand colors. See pg.18



Never squish the logo



Never stretch the logo



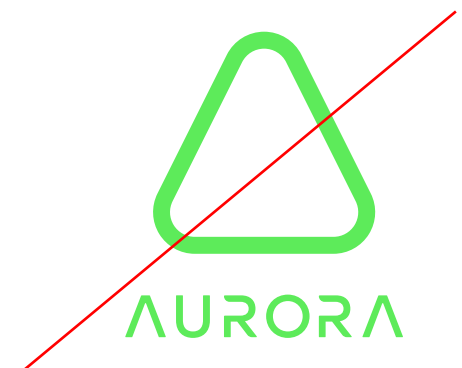
Never change the angle of the logo



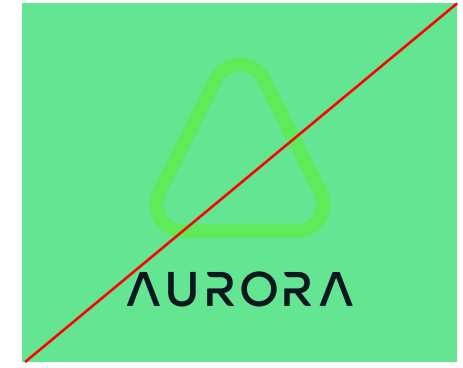
Never change the letter spacing within the Aurora wordmark



Never use an outlined version of the logotype (unless otherwise specified)



Never use the primary green for the Aurora logotype



Do not place the logo on conflicting color floods

Logo



02

Color Palette

- Primary Colors
- Secondary Colors
- Color Pairings
- Color Usage
- Gradients



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

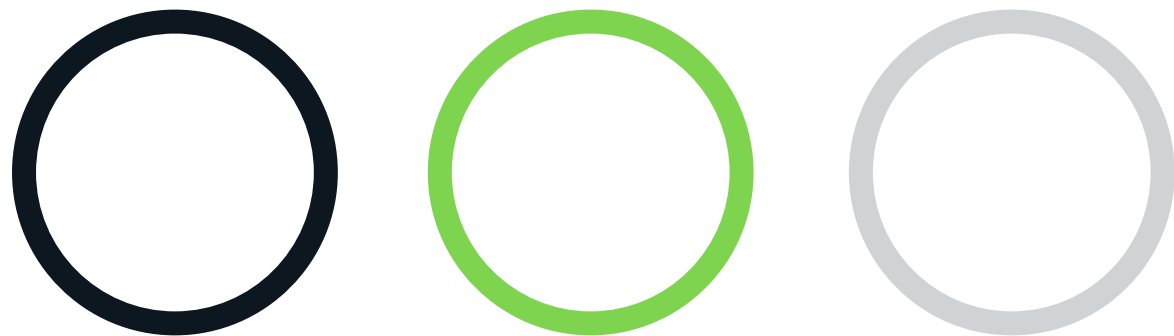
19/56/62



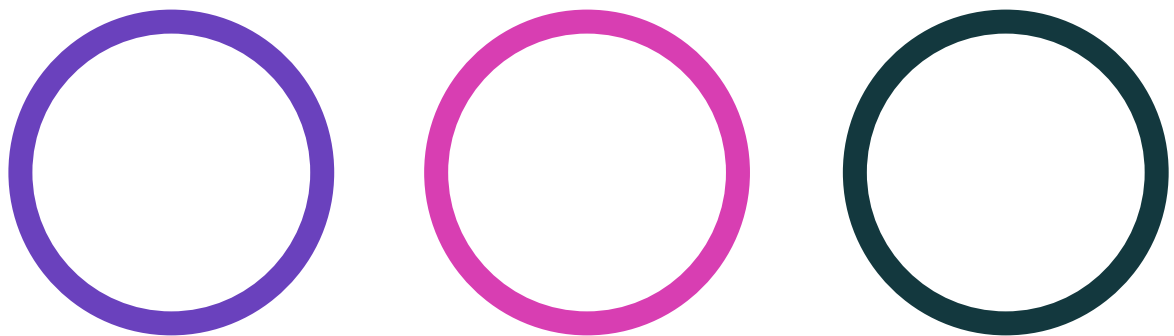


Aurora Color Palette

Primary
Colors



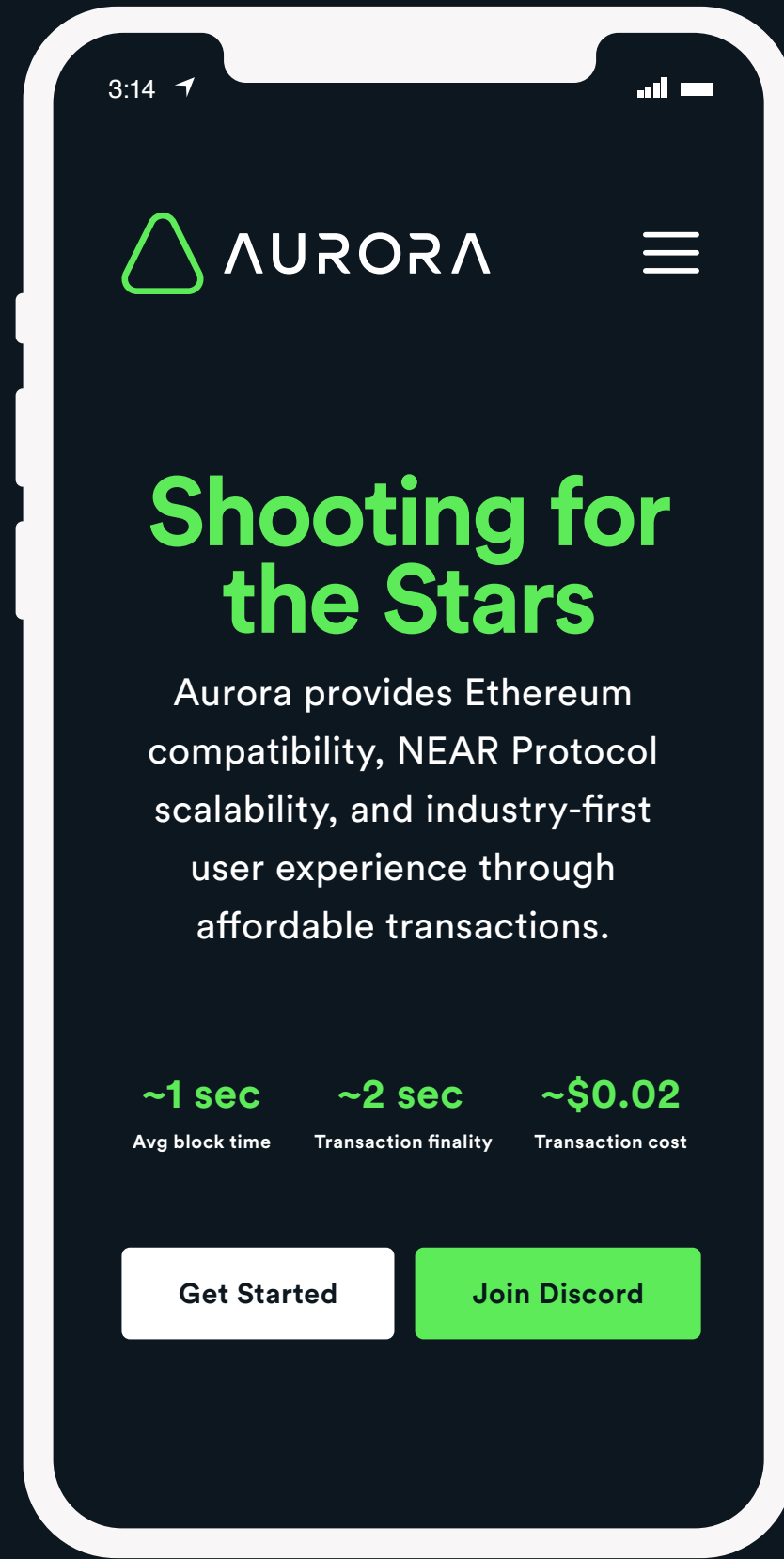
Accent
Colors



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

Color





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.

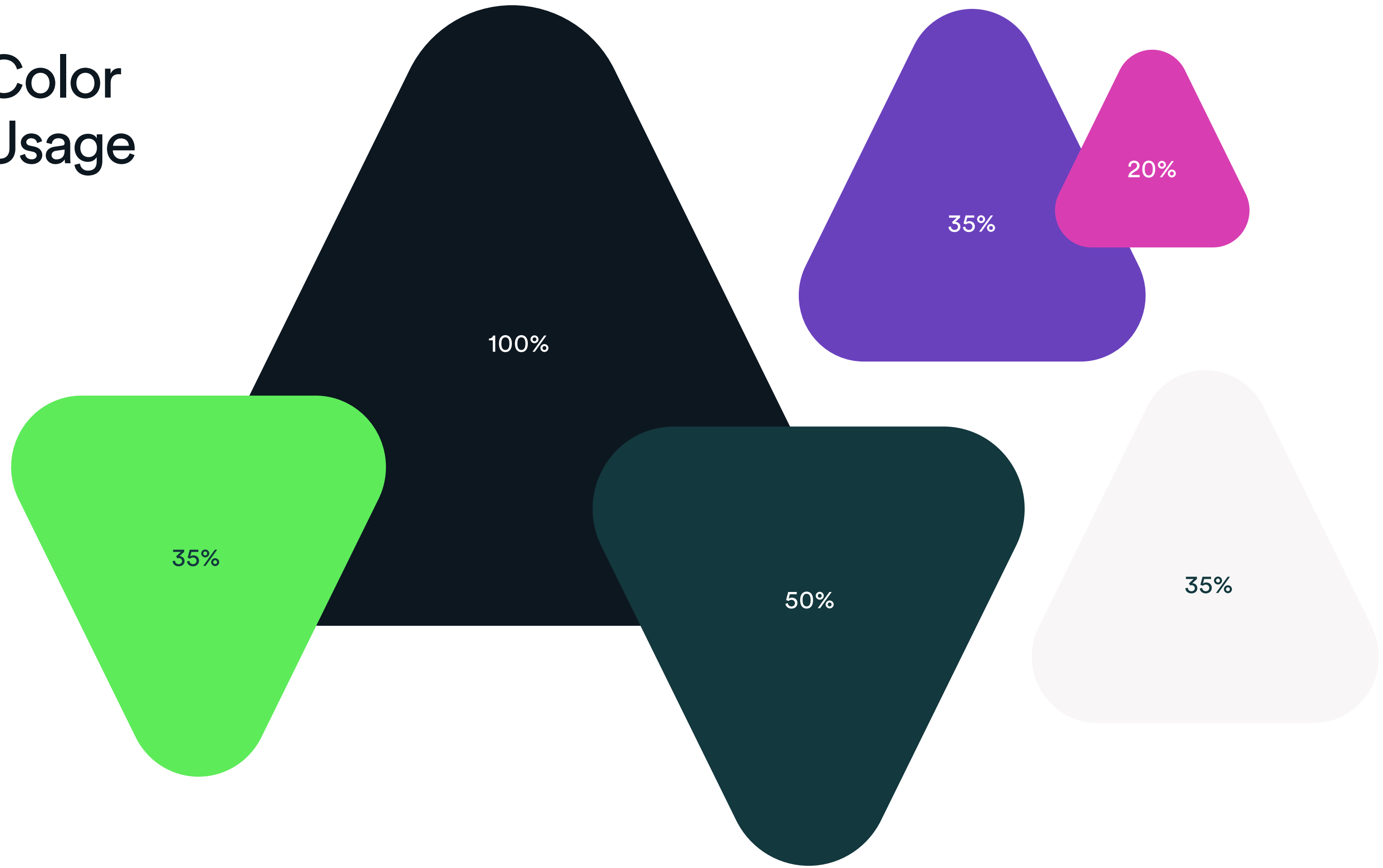


Always use the Aurora triangle mark in the brand color green (preferably on the dark background)





Color Usage



Color

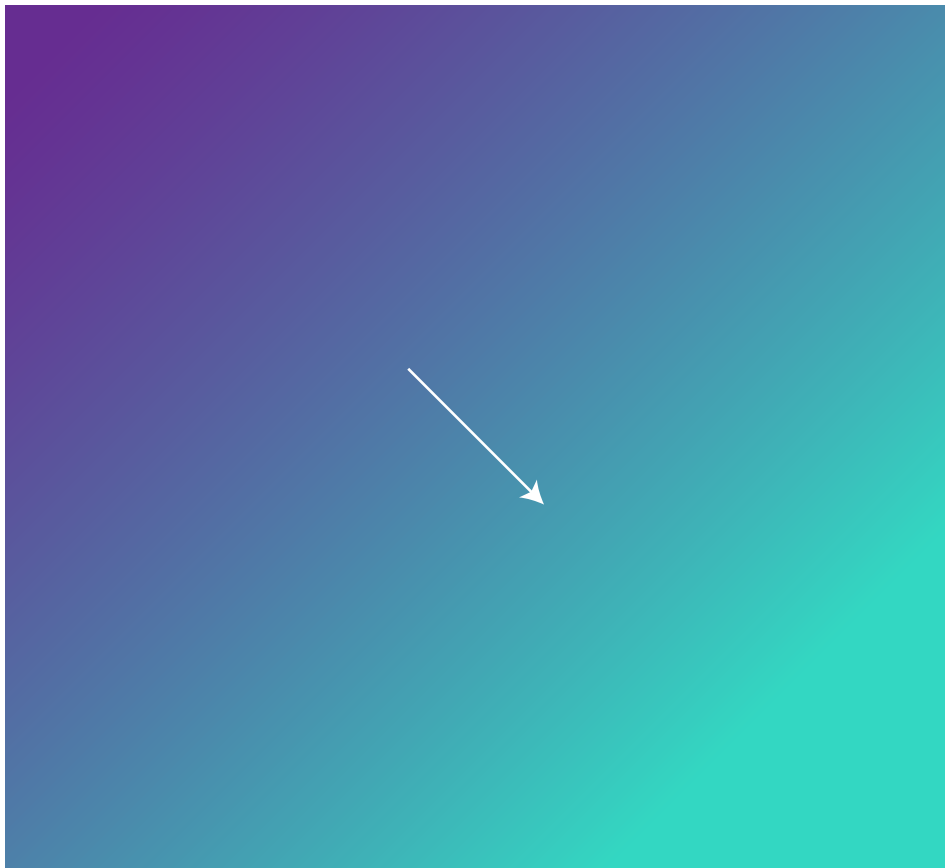


Gradients



Gradients are included in working vector file for use.

01

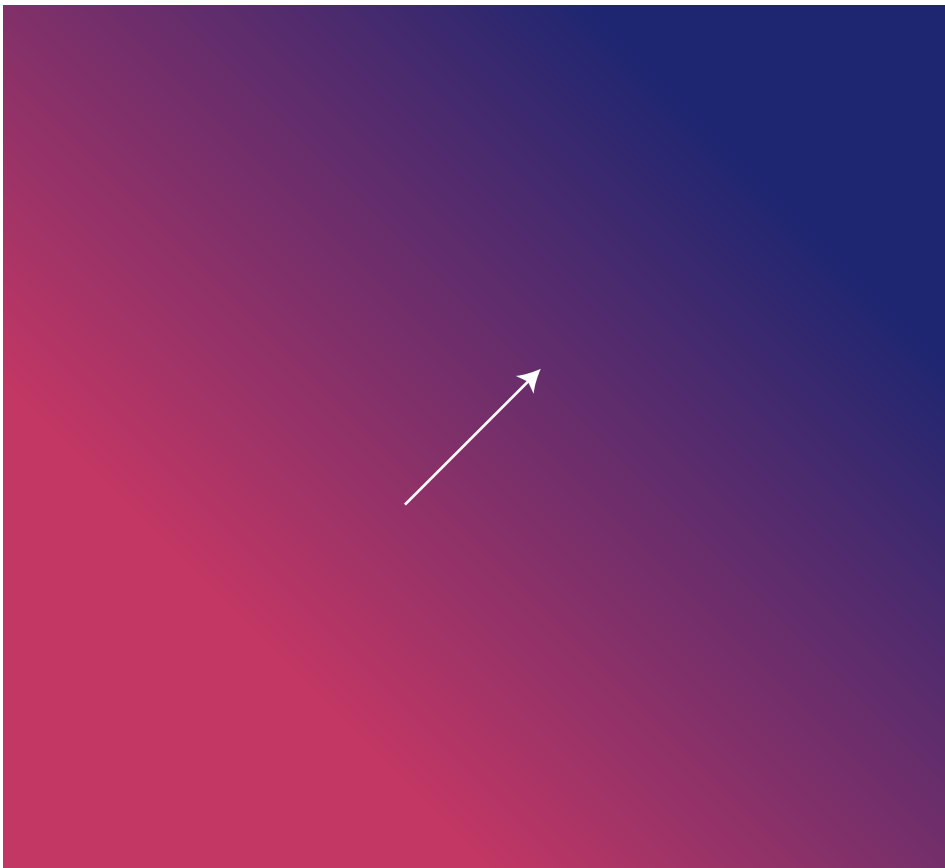


#773dbd
67/83/0/0
119/61/189



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

02

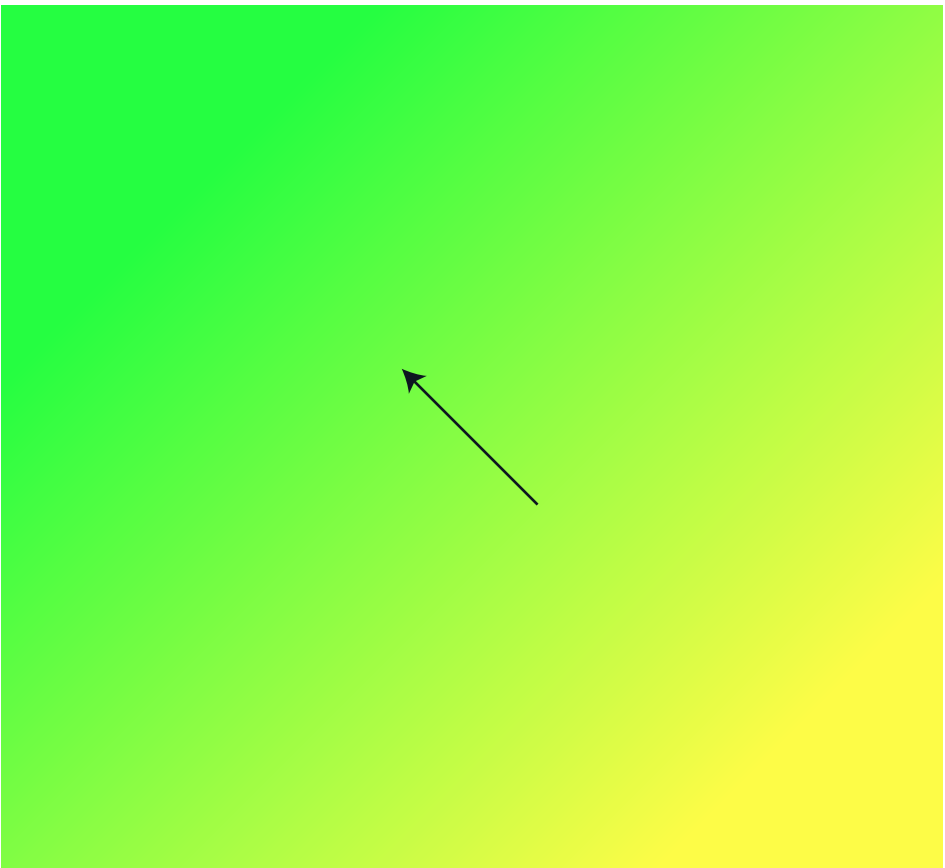


#1d2671
100/98/26/12
29/38/113



#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

03

Typography

Headlines Font
Body Copy Font
Hierarchy
Type Specs



**Build on Aurora.
Simple. Fast.
Affordable.**



Headlines _____ LL Circular Bold

Circular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

About this Font

LL Circular is a geometric sans-serif font family in eight weights. It is Laurenz Brunner's second official release after the critically acclaimed, immensely popular LL Akkurat. First begun in 2008, LL Circular's design evolved from a purely geometric approach to a more complex formal conception by the time of its 2013 release. The result is a geometric sans serif that marries purity with warmth and strikes a balance between functionality, conceptual rigour, skilled workmanship and measured idiosyncrasy.



Body Copy _____ LL Circular Regular

Circular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

About this Font

LL Circular is a geometric sans-serif font family in eight weights. It is Laurenz Brunner's second official release after the critically acclaimed, immensely popular LL Akkurat. First begun in 2008, LL Circular's design evolved from a purely geometric approach to a more complex formal conception by the time of its 2013 release. The result is a geometric sans serif that marries purity with warmth and strikes a balance between functionality, conceptual rigour, skilled workmanship and measured idiosyncrasy.



Type Application

- 1 Headers are set in LL Circular Bold. For hierarchy and prominence, the heading font color should have the highest contrast with the background color.
- 2 For simplicity, the subheads are set in LL Circular Regular, same as the body copy, but twice as large.
- 3 For paragraphs of body copy, LL Circular should be used in the Regular weight.

Circular is a Gorgeous Sans-Serif Font Built for Headlines

This is an example of a sub header

LL Circular Regular weight is great for both headlines and body copy, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero.



Typography

Type Application

Headline

FONT: CIRCULAR
WEIGHT: BOLD
SIZE: 52PT
KERNING: -20
LINE HEIGHT: 55

Sub head

FONT: CIRCULAR
WEIGHT: REGULAR
SIZE: 34PT
KERNING: -20
LINE HEIGHT: 32

Body copy

FONT: CIRCULAR
WEIGHT: REGULAR
SIZE: 16PT
KERNING: 20
LINE HEIGHT: 26

Circular is a Gorgeous Sans-Serif Font Built for Headlines

This is an example
of a sub header

LL Circular Regular weight is great for both headlines and body copy, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero.



Headline Gradients

✱ Contrast is key.

01

Build on Aurora.
Simple. Fast.
Affordable.

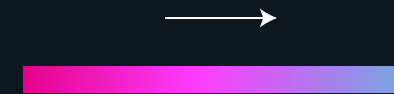


#773dbd
67/83/0/0
119/61/189

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

02

Build on Aurora.
Simple. Fast.
Affordable.



#e5028b
4/100/1/0
229/2/139

#ff3cff
24/76/0/0
255/60/255

#75a7e1
53/25/0/0
117/167/225

03

Build on Aurora.
Simple. Fast.
Affordable.



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

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

04

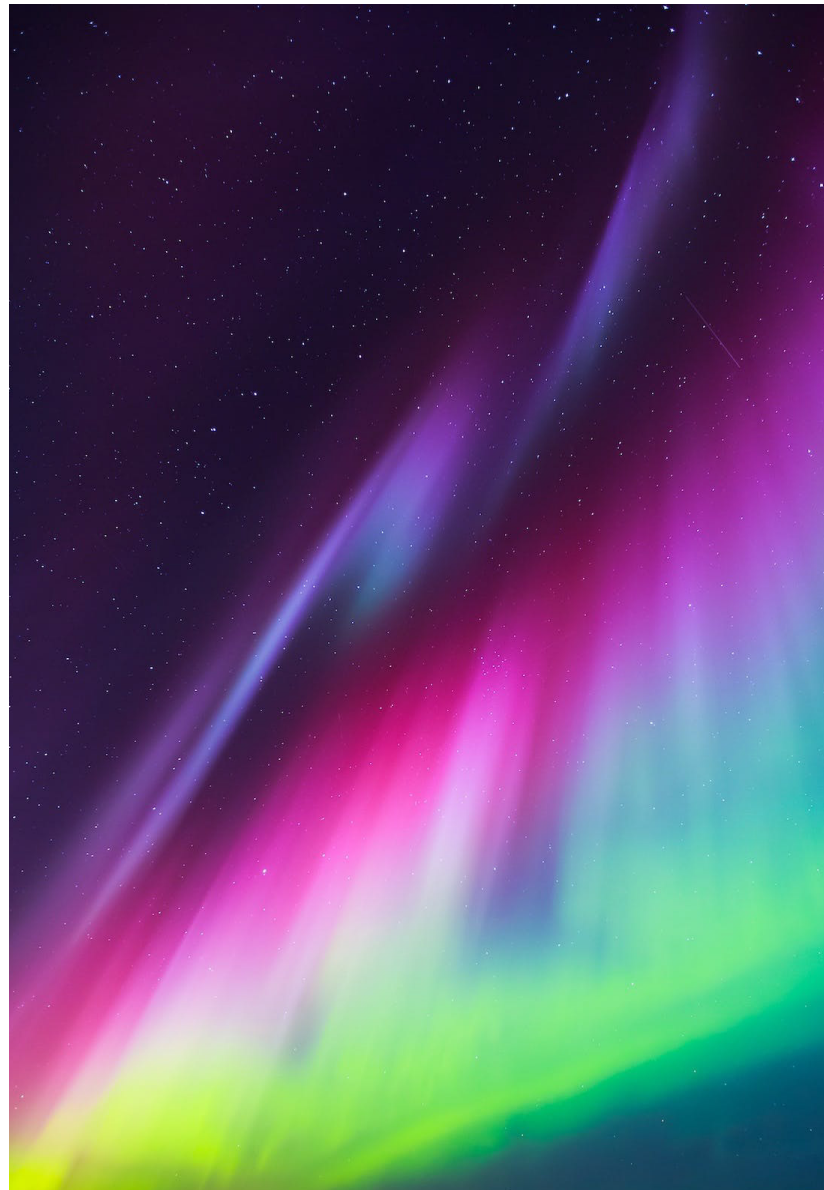
Brand Imagery

Image Library
Photography Usage



Brand Imagery

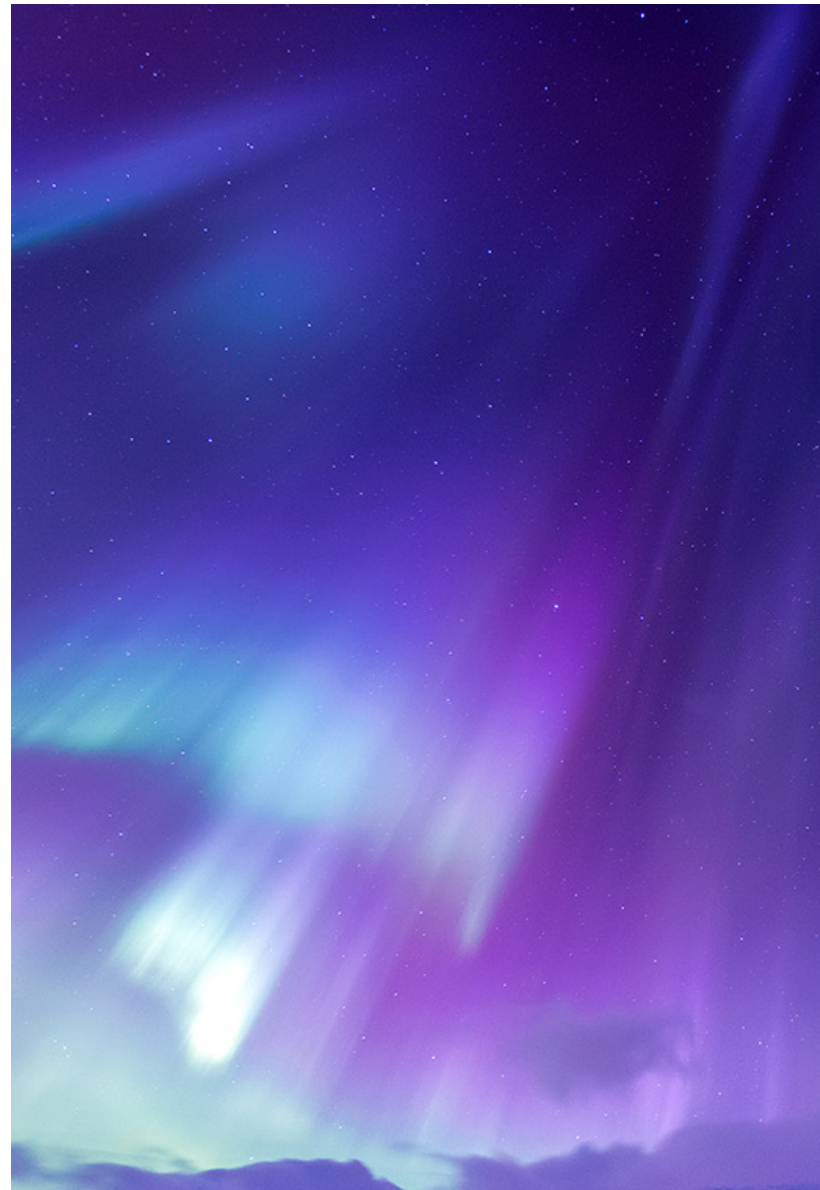
01



Aurora Photo 1

File name: aurora-photo-1 (.png/.jpg)

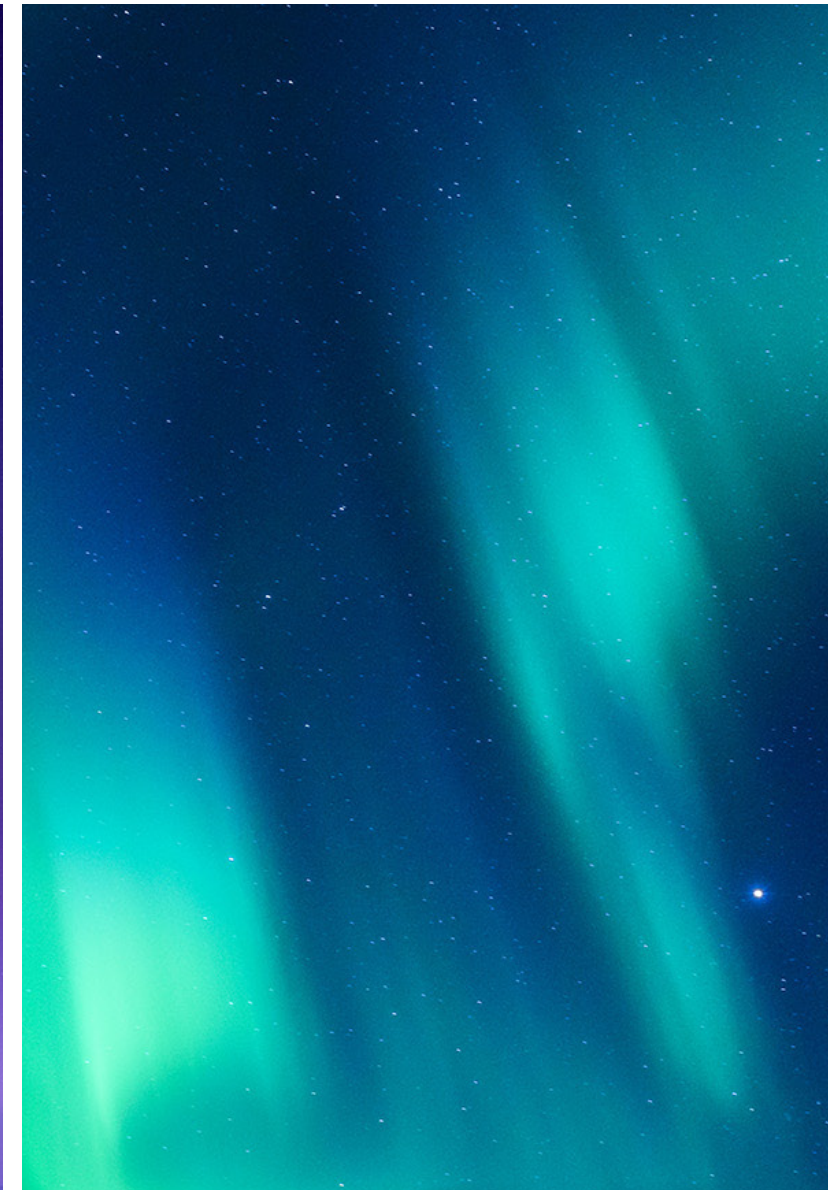
02



Aurora Photo 2

File name: aurora-photo-2 (.png/.jpg)

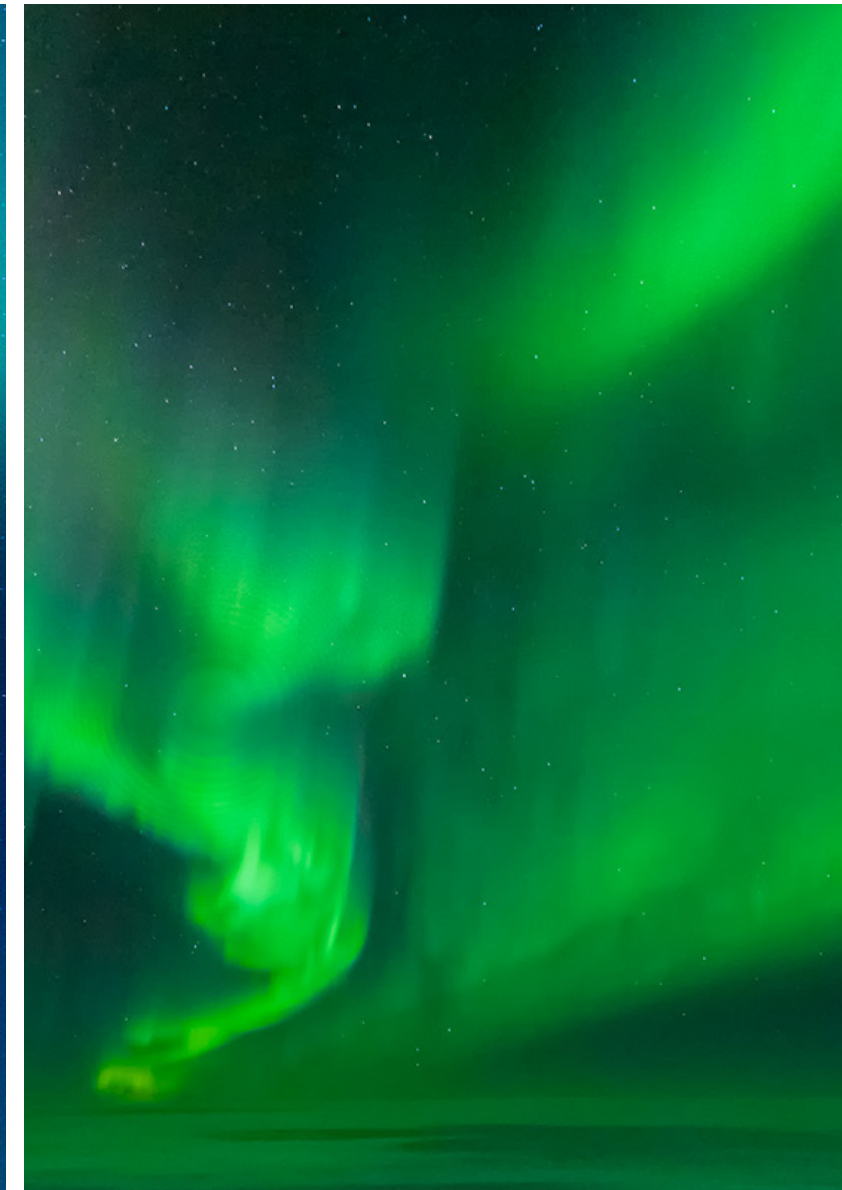
03



Aurora Photo 3

File name: aurora-photo-3 (.png/.jpg)

04



Aurora Photo 4

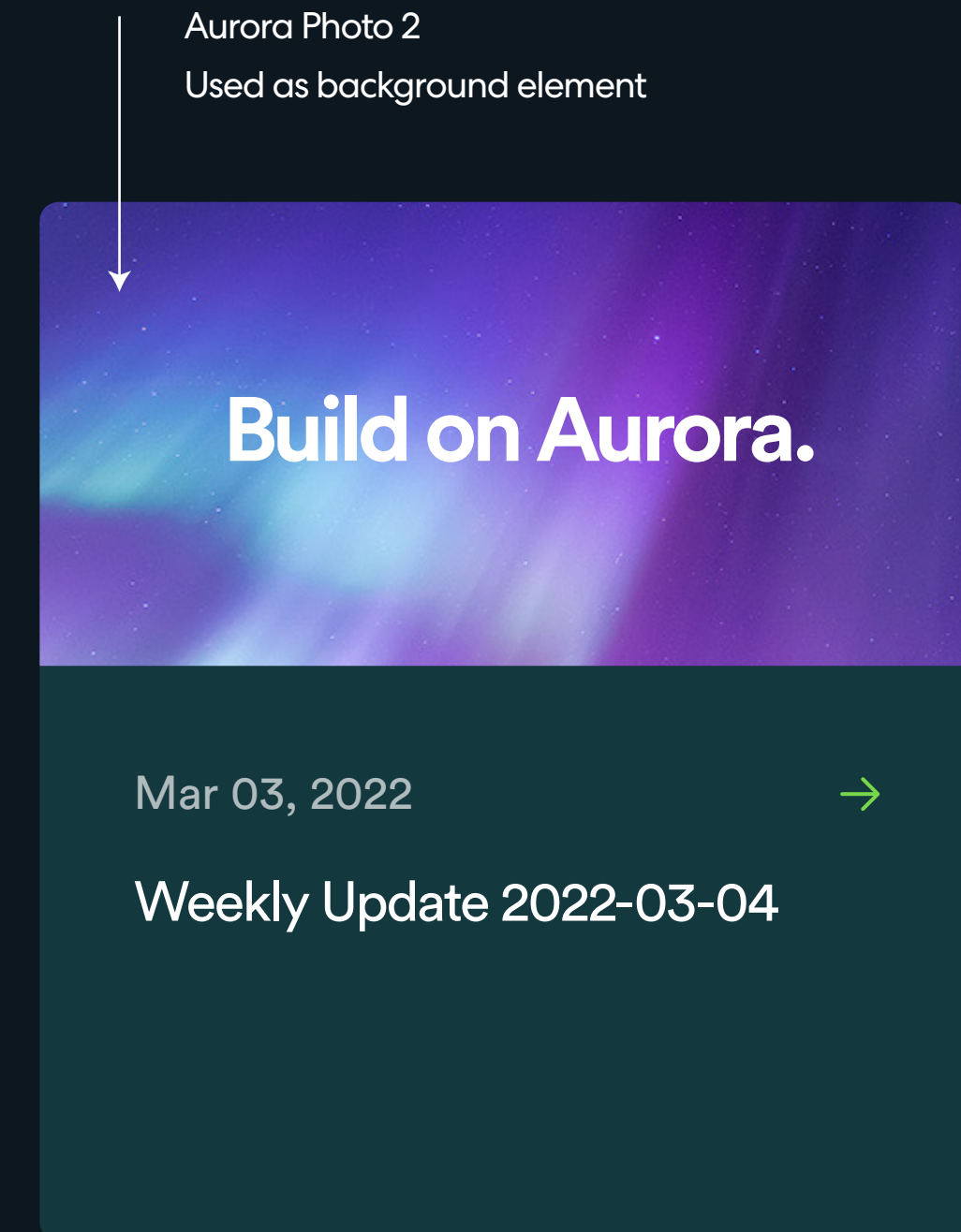
File name: aurora-photo-4 (.png/.jpg)



Photography Usage

The Aurora photography library is made up of a range of brightly colored aurora sky stock imagery. These photos have been chosen based on the brand colors and will act as a great background resource to add more texture to your designs.

In the example to the right, the Aurora Photo 2 is used as a background asset behind headline text. Unlike the intricate aurora illustrations, the photos work great behind text to add depth to the marketing pieces.



05

Illustration

Illustration Style
Illustration Usage
Pattern Library



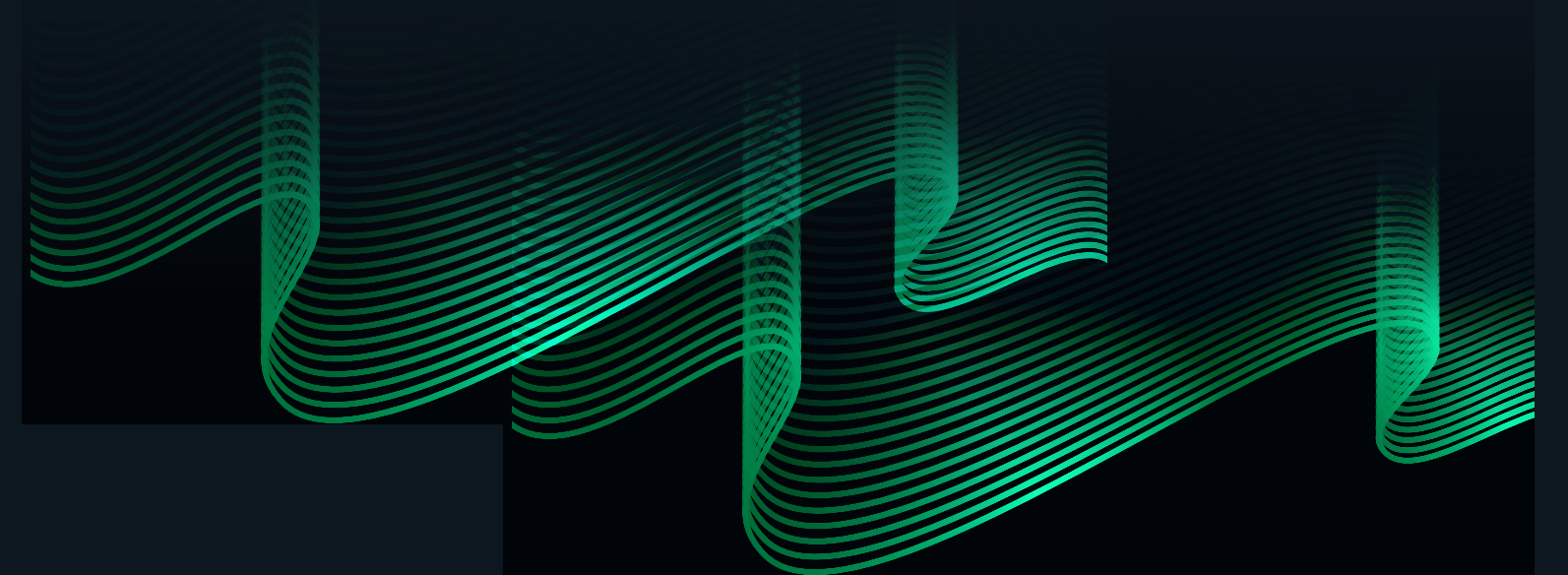
Illustration

Aurora Illustrations

The elegant Aurora illustrations are built as vectors and are meant to scale and layer more easily than photography can. The Aurora illustrations are built in four different shapes, each with multiple gradient/color options.

These illustrations are meant to be used as a focal point for marketing and social assets, as well as a section break graphic on web/mobile.

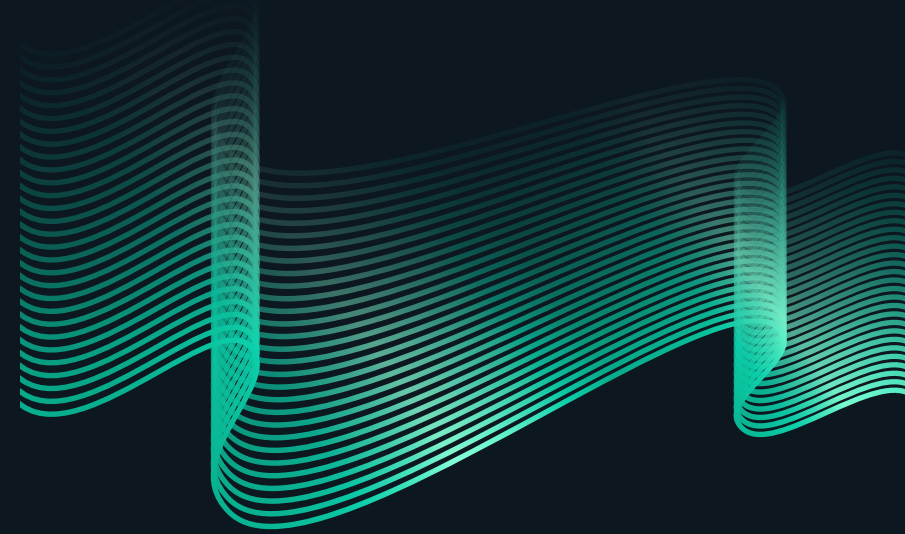
Aim to not overlay type as the detailed line work in the illustration can make headlines and body copy harder to read.



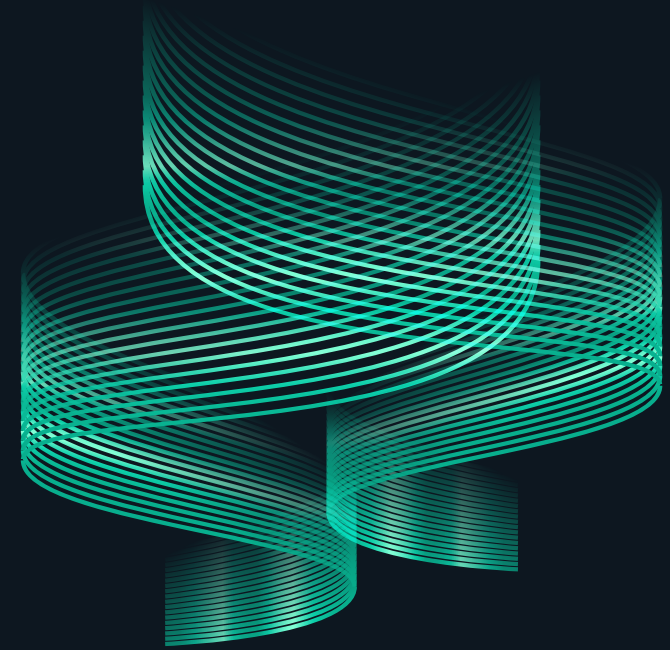


Illustration

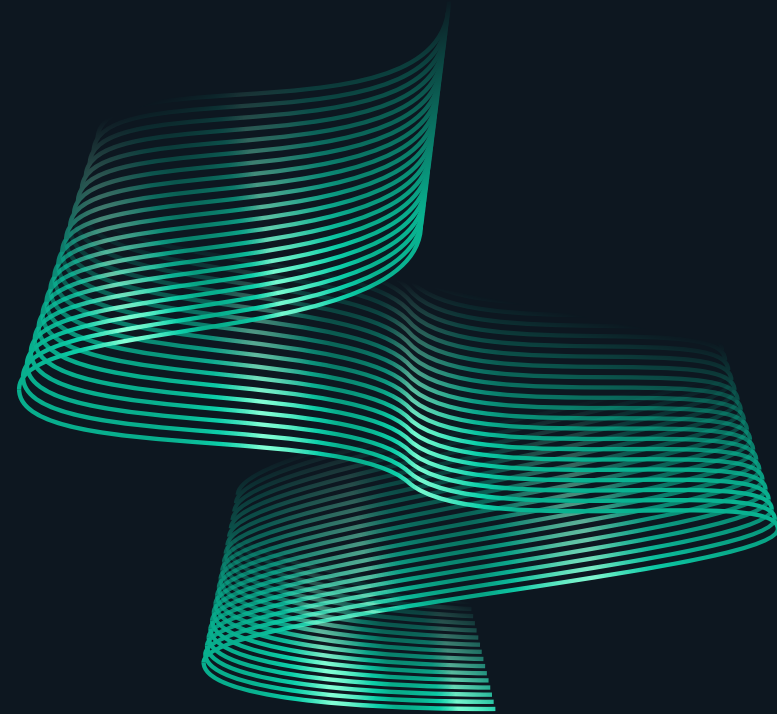
Aurora Pattern
Style 01



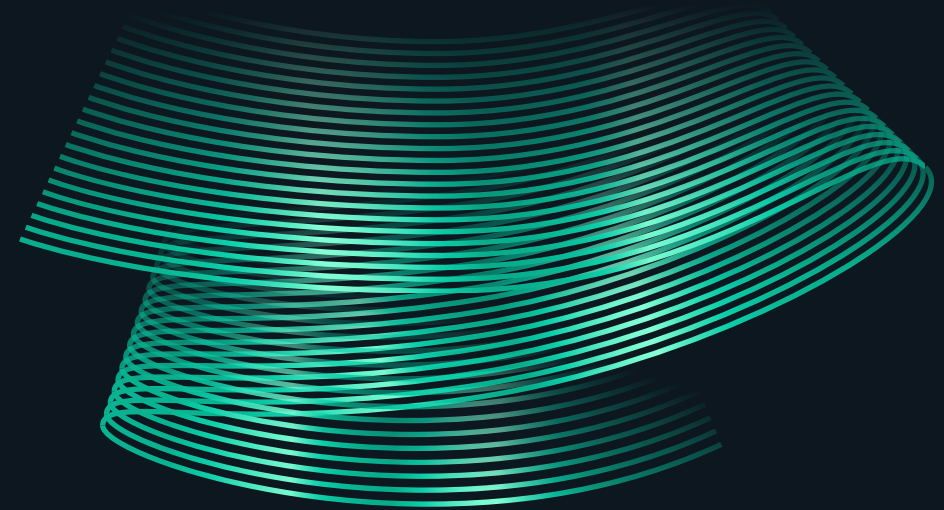
Aurora Pattern
Style 02



Aurora Pattern
Style 03



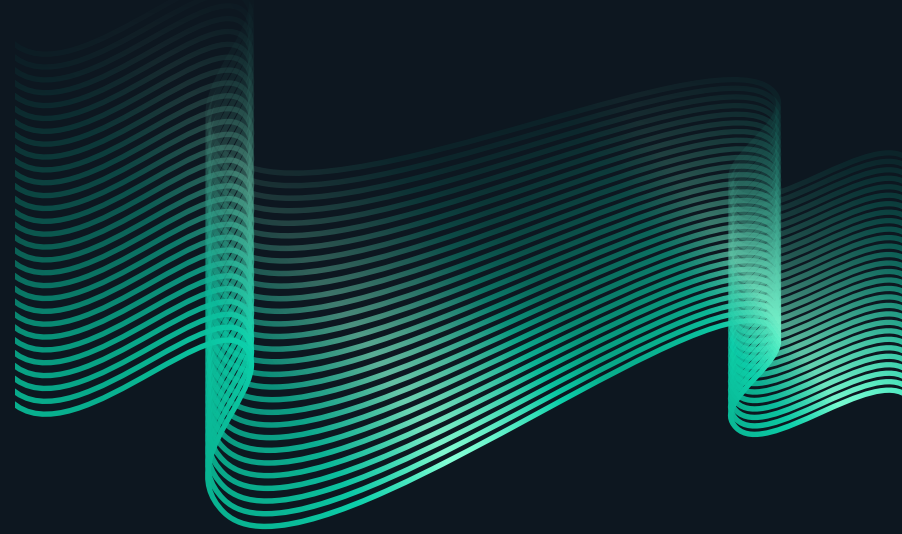
Aurora Pattern
Style 04



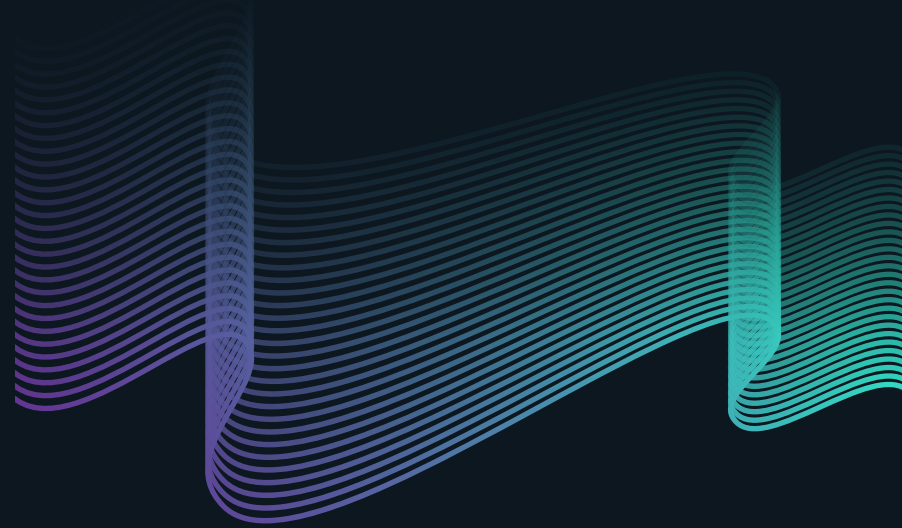


Illustration

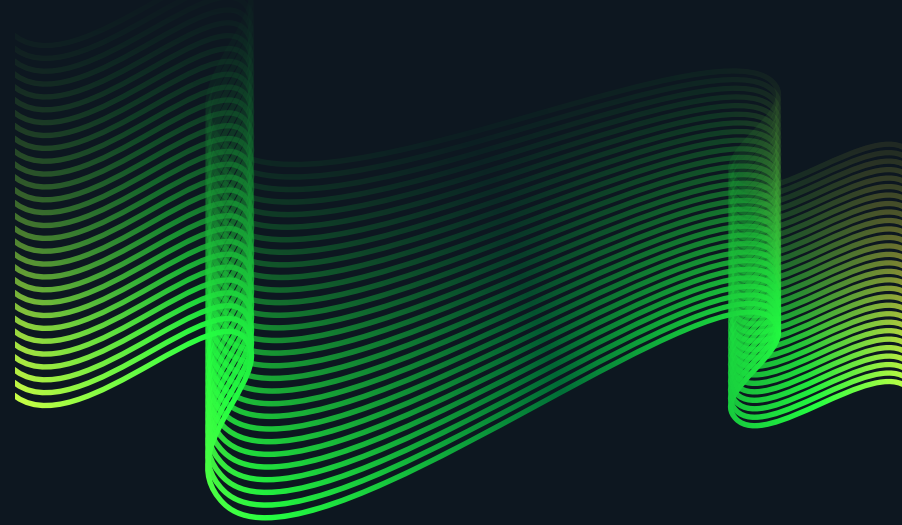
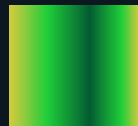
BASE
GREEN
COLOR



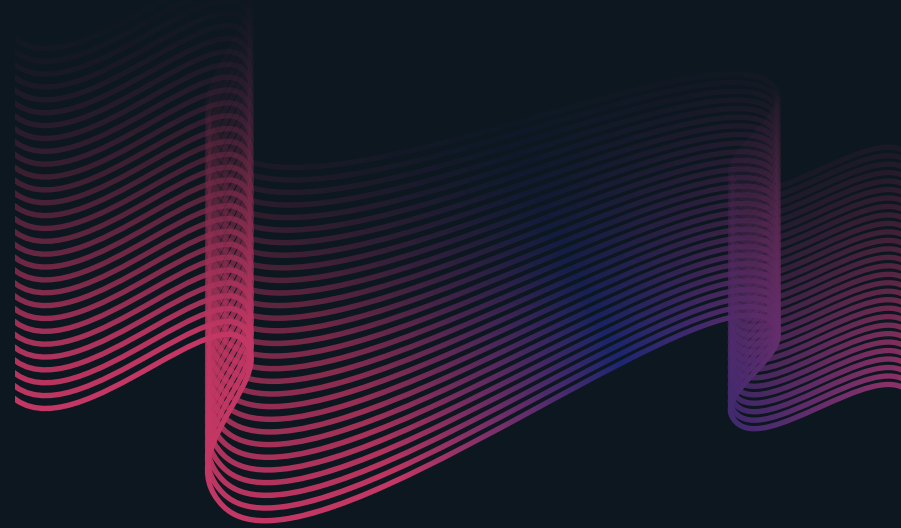
COLOR 1



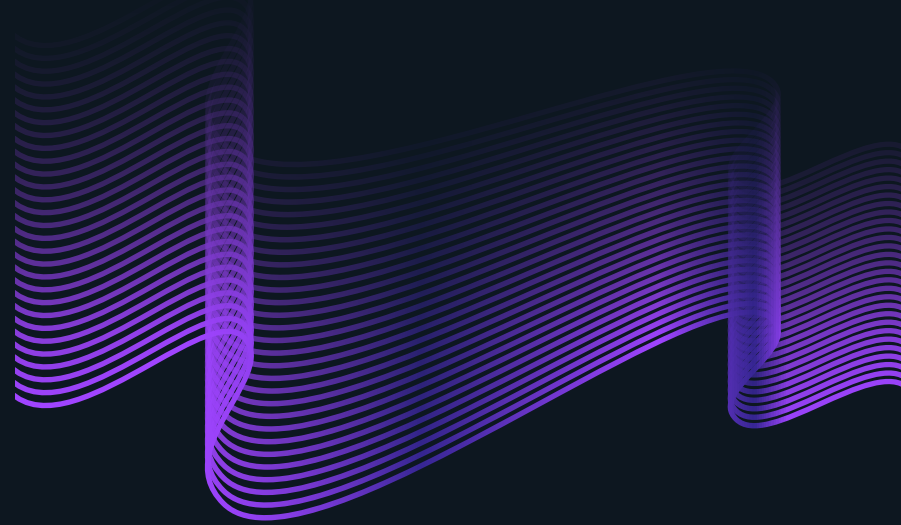
COLOR 3



COLOR 2



COLOR 4



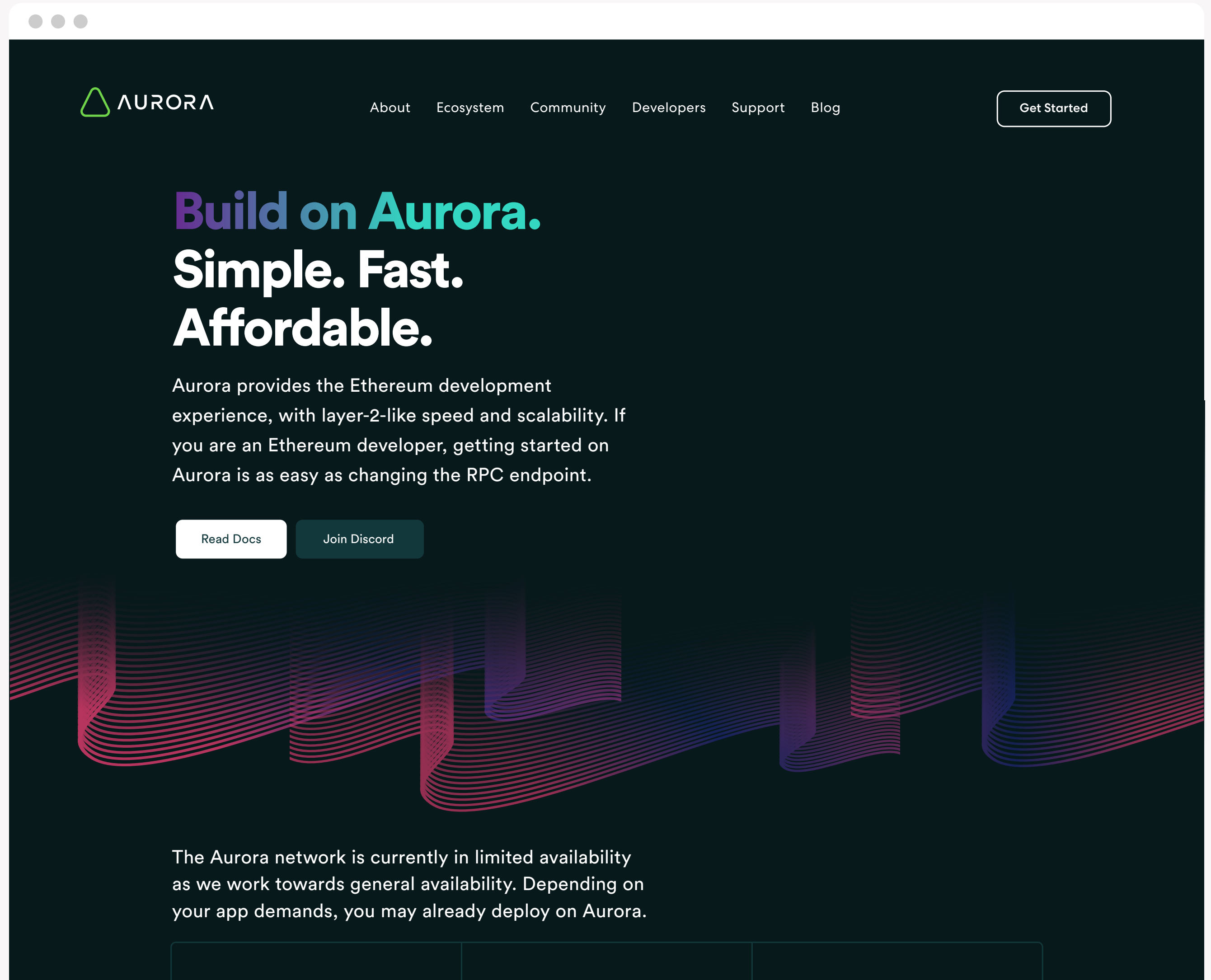


Illustration





Illustration



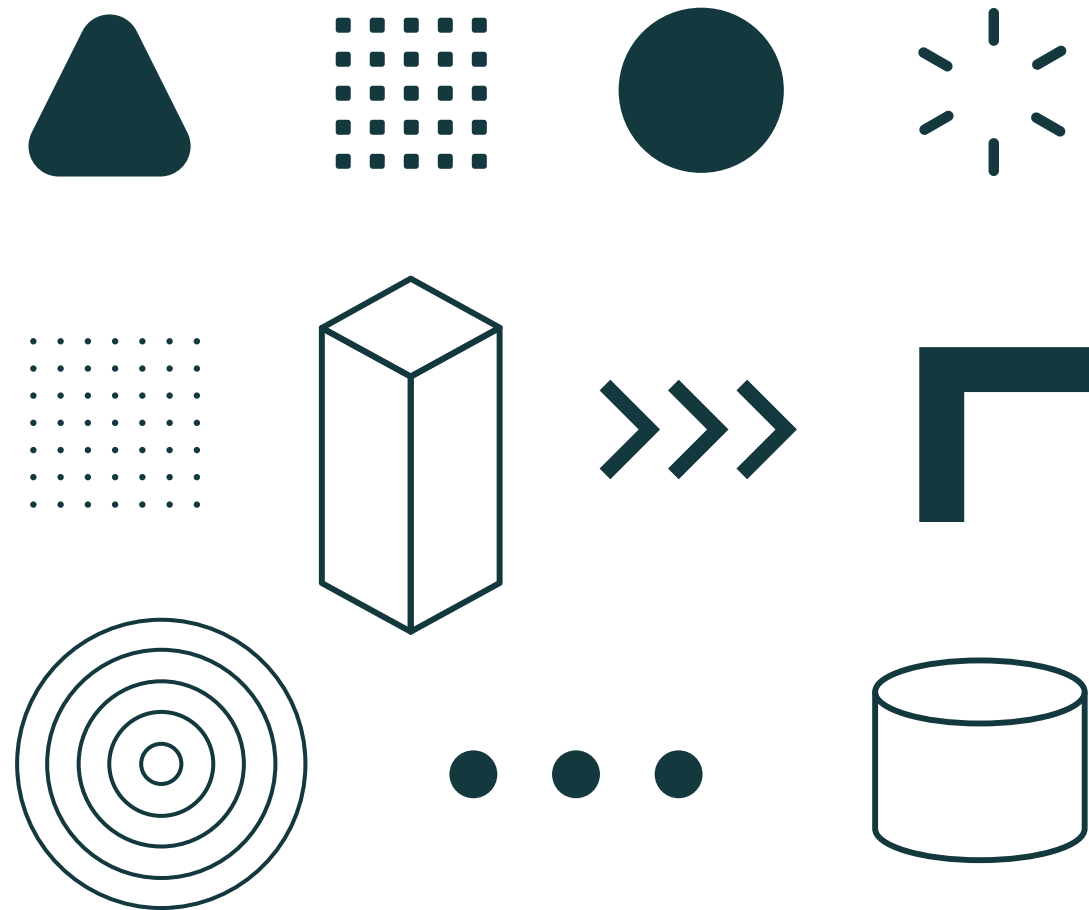
06

Patterns

Pattern Shapes
Pattern mockup



Brand Imagery



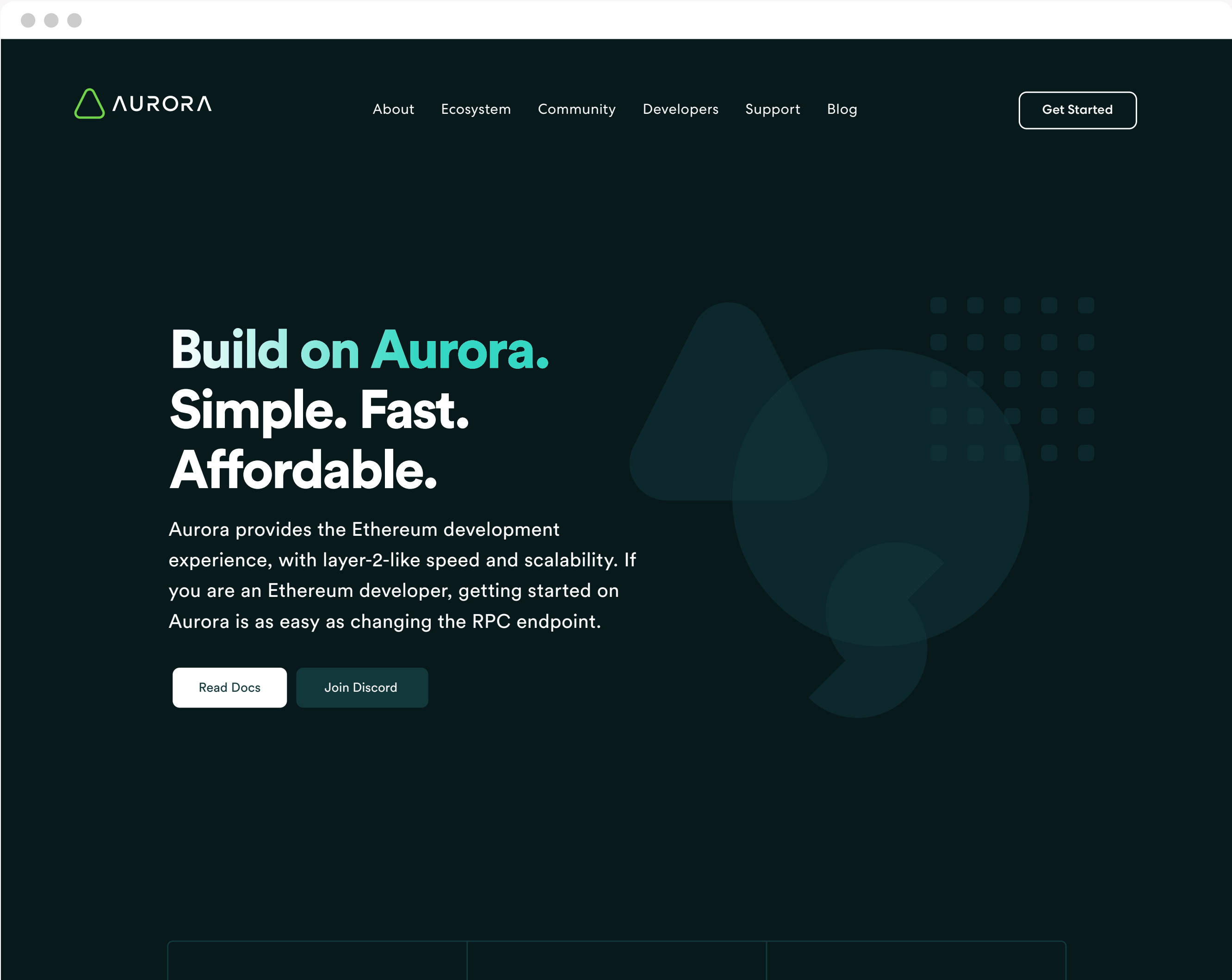
The momentum is building

Your guide to what's live today and coming soon on the Aurora network!

[Submit your project](#)



Patterns



07

Application

Signage
Stationary
Business Cards
Blog Post Heros
Web Banners
Website Hero

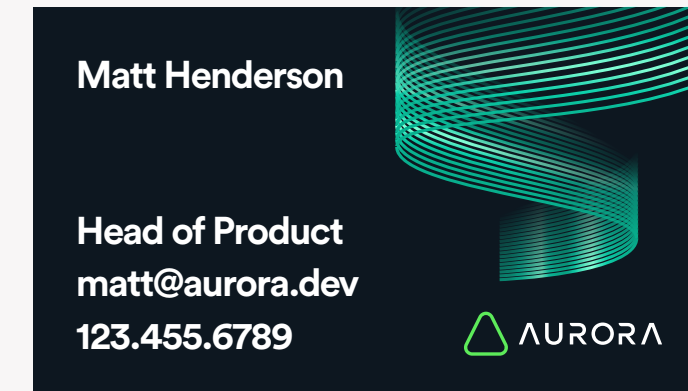
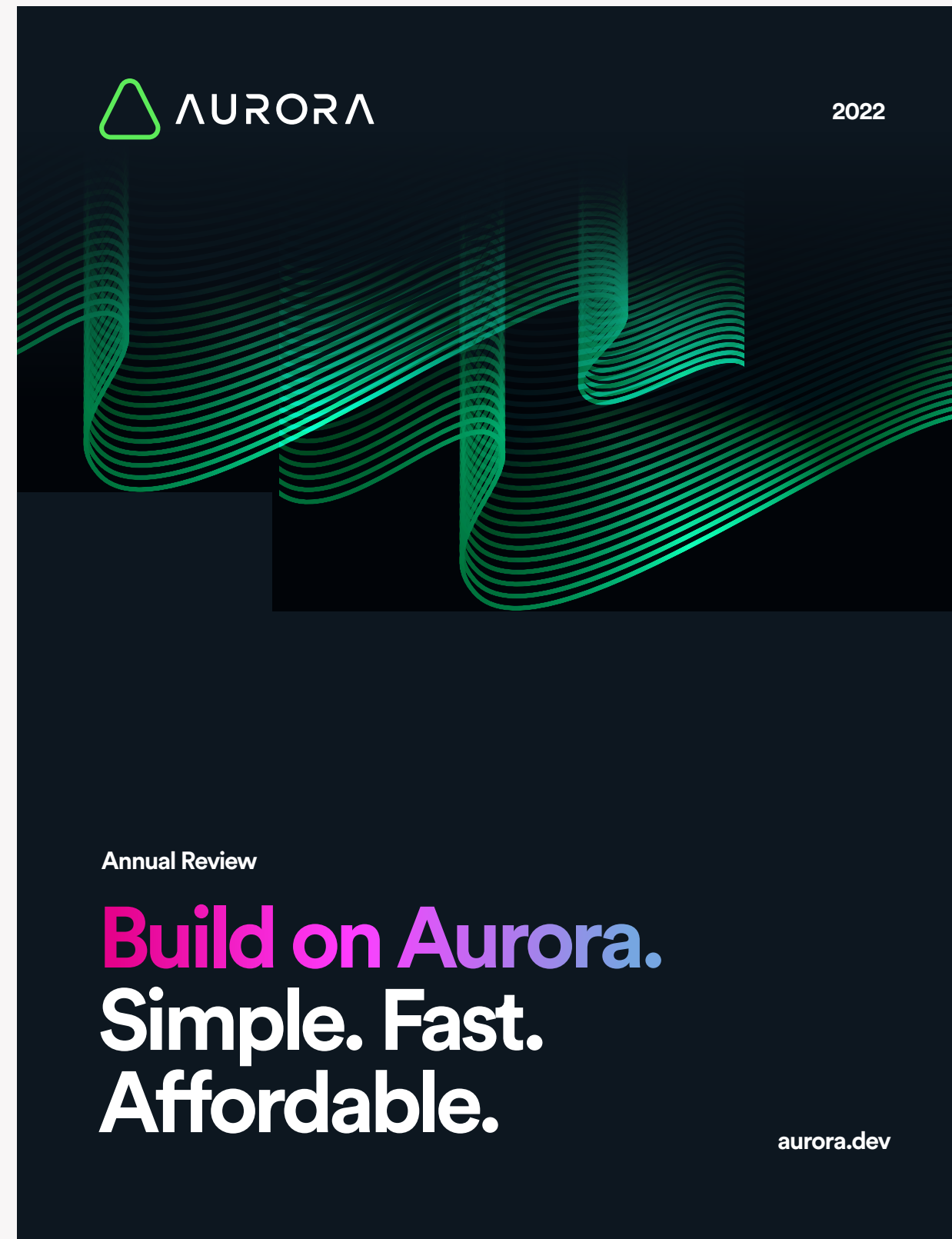


Application



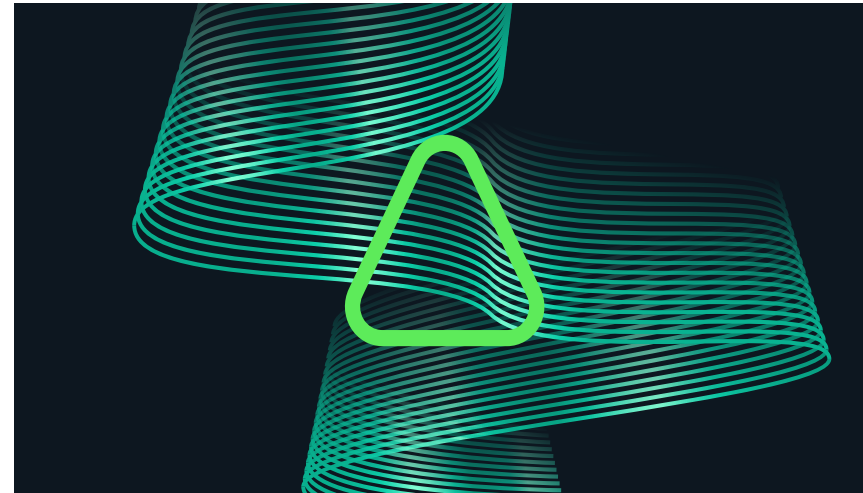


Stationary

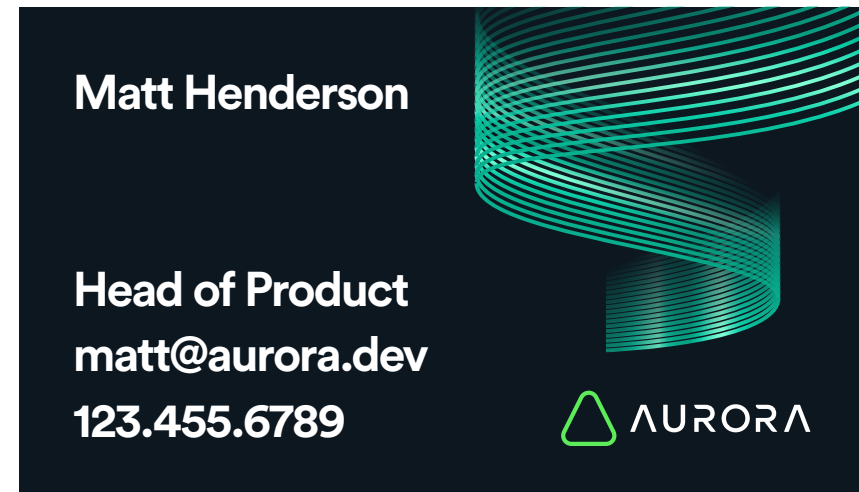




Business Cards



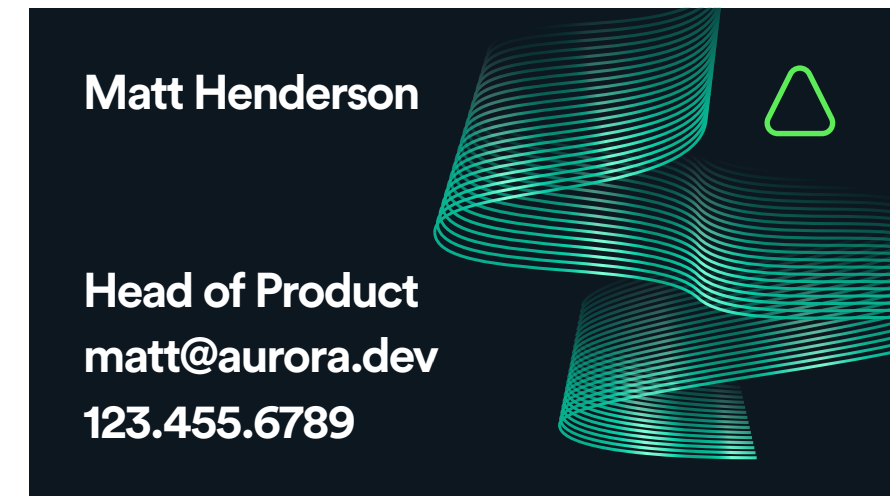
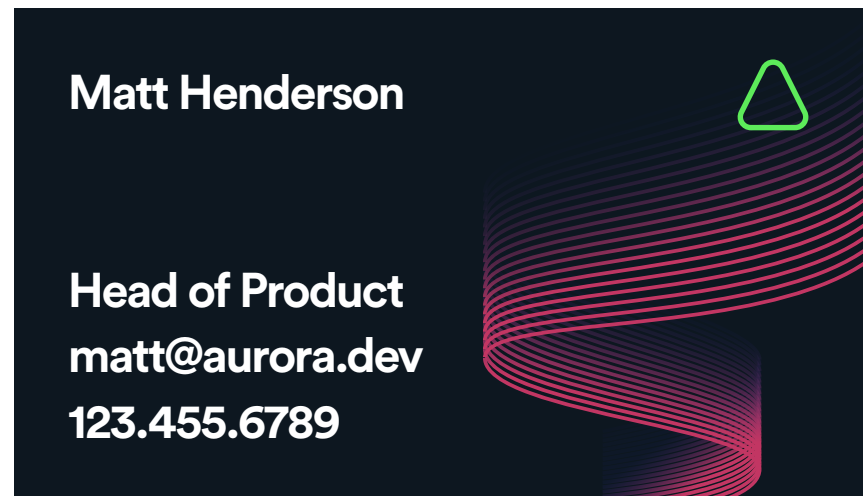
01



02

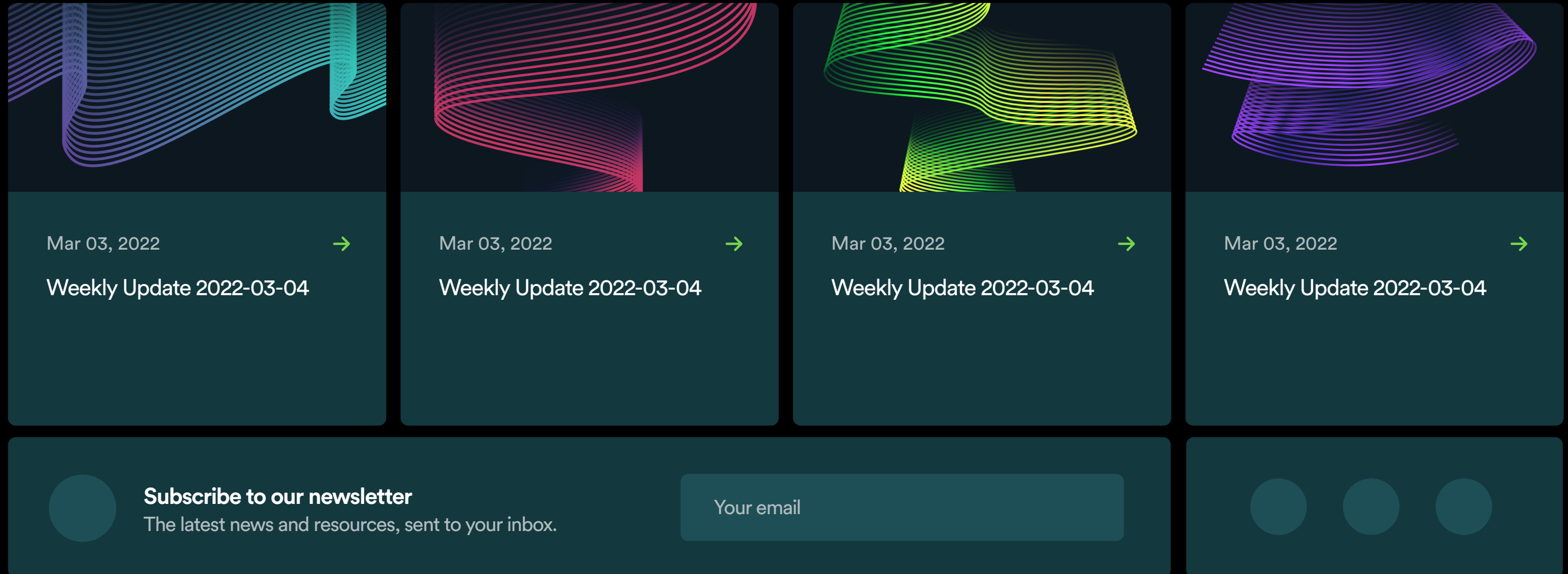


03

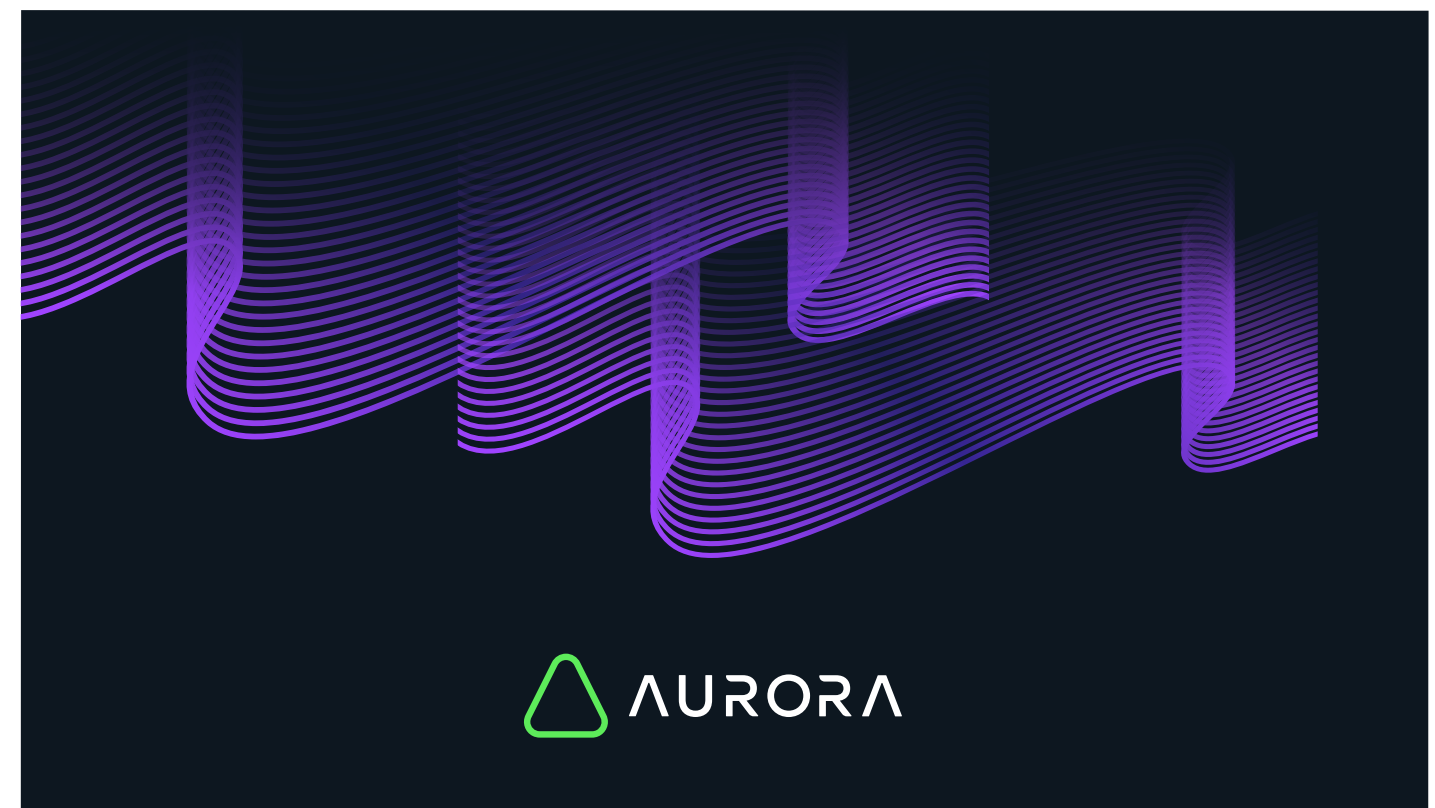
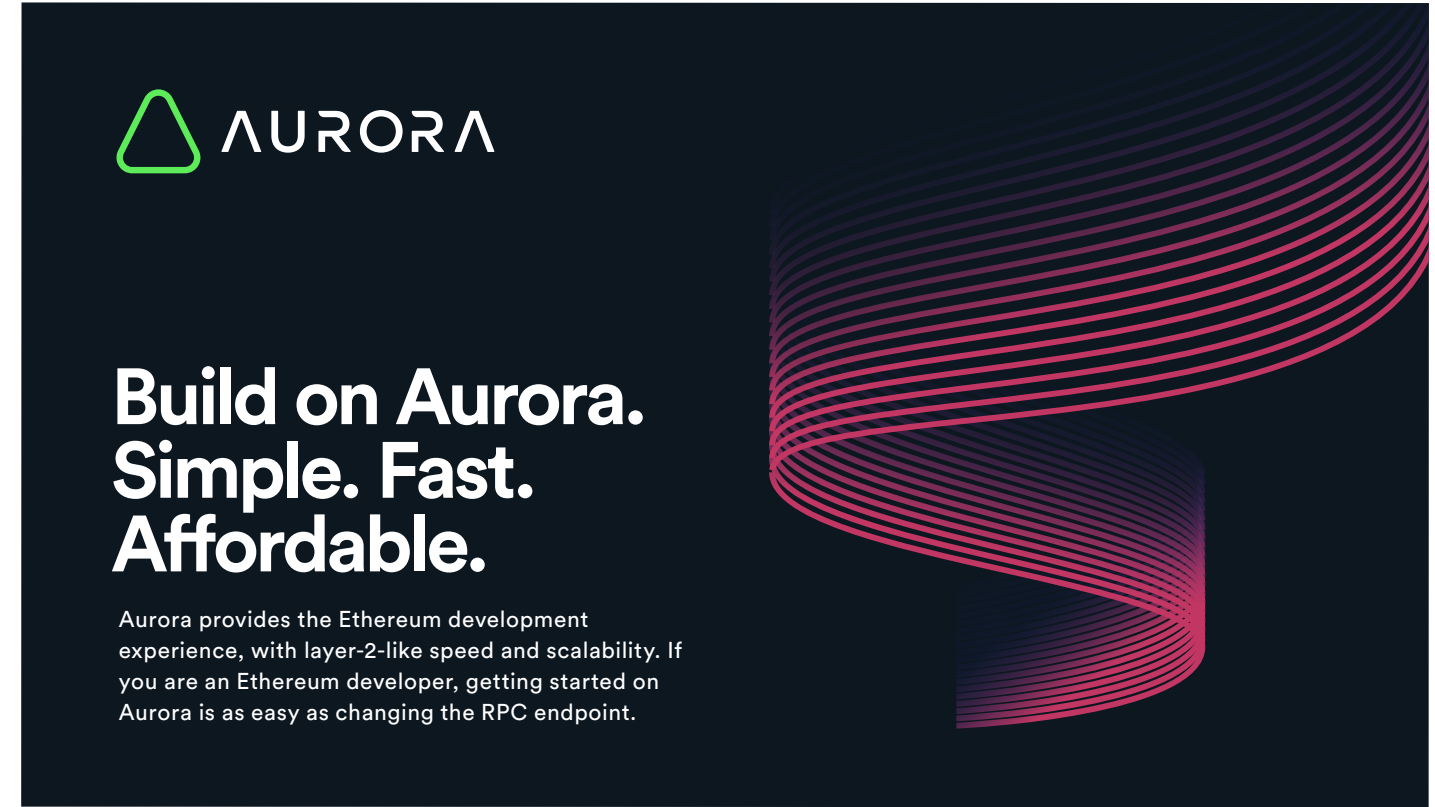


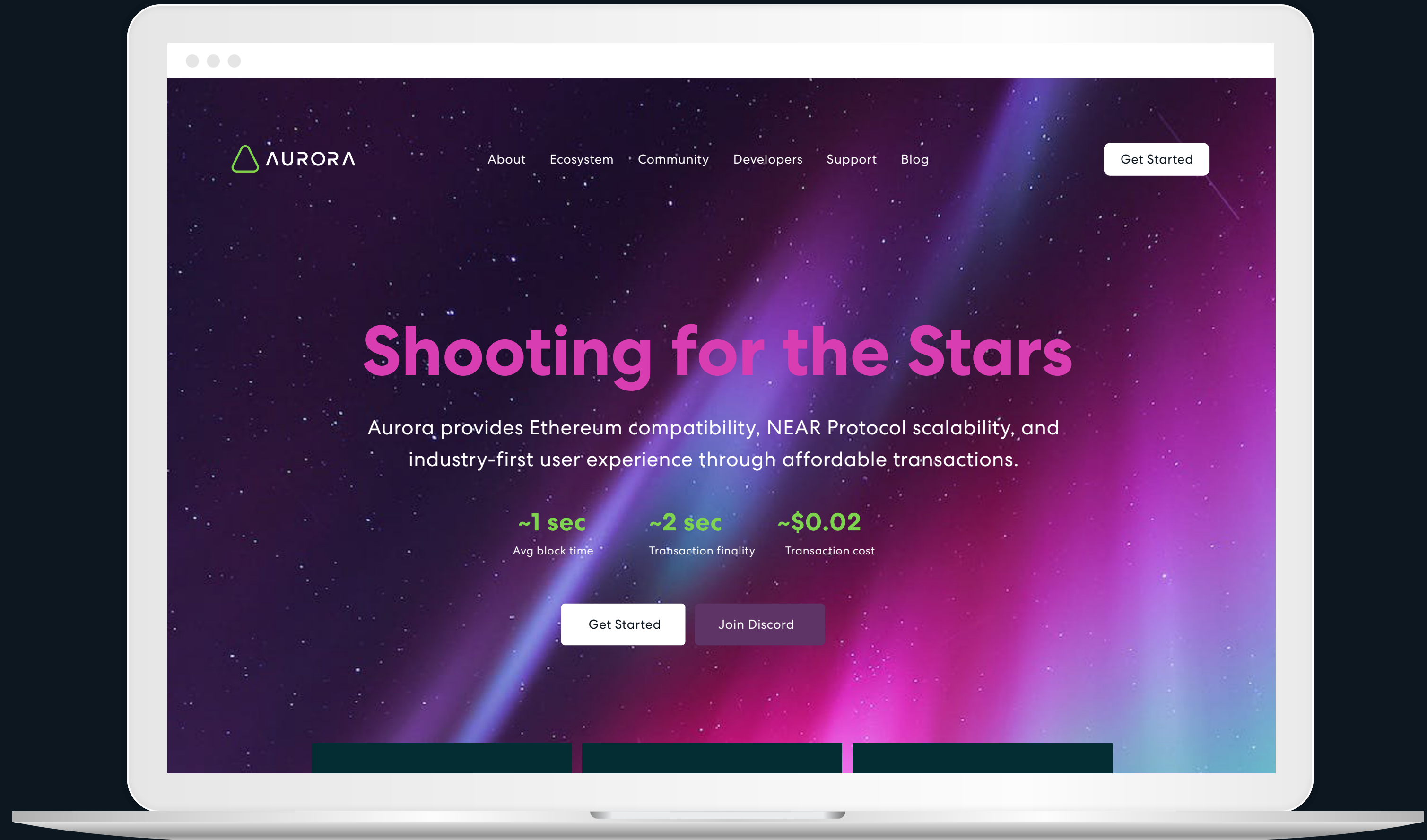


Blog Post Banner Examples



Application





08

Conclusion

Brand Assets
Press Kit
Conclusion



Brand Assets

Brand assets are saved to a Dropbox folder that will be delivered to the Aurora Labs team.

Colors, logo files, and fonts are included as well as these Brand Guidelines to demonstrate how to maintain the brand's look and feel.



You can find and download all files from [Dropbox.com](#)



Publicly Downloadable Brand Kit available on our website at: [aurora.dev](#)

Information

These guidelines are for the Aurora Labs team only and have been created to help keep brand awareness and consistency. If you ever have any questions, please refer to this document for help.

We've worked hard to create a flexible brand system. The scalable logo mark and vector-based aurora illustrations are meant to give the brand room to grow while remaining grounded. Please respect the integrity of the brand and the thoughtfulness behind why it was built.

For any future questions that are not referenced here in this document, please reach out to Wells Collins Design: hello@wellscollins.com



Contact Info

Matt Henderson
matt@aurora.dev
123.455.6789

Aurora Labs
P.O. Box 199, Madison Building
Queensway, Gibraltar GX11 1AA