

# AURORA ONE BRAND IDENTITY

## PARENT LOGO

LOGO

AURORA ONE  
LIGHTING



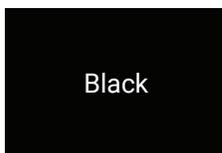
ICON



## ALTERNATE LOGO



## COLOR PALETTE



Black

C75 M68 Y67 K90  
R0 G0 B0  
Hex #000000



White

C0 M0 Y0 K0  
R255 G255 B255  
HEX #FFFFFF



Jordy Blue

C49 M20 Y0 K0  
R126 G176 B222  
Hex #7ab0ec



Tangerine

C0 M60 Y90 K0  
R245 G130 B50  
HEX #F58335

## TYPEFACES

### RALEWAY REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### RALEWAY MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890