# 01.1
Logo lock-up

Index

01.

The logo lock-up

Aurora Solar's logo is the focal point of our brand identity — an instantly recognizable symbol of the Aurora brand. That's why it's important to use the logo exactly as specified in these guidelines.

Our logo lock-up is the combination of a simple and modern wordmark with the brandmark. The brandmark represents a lot of things that are core to our brand — there's the sun, of course, shown in combination with a roof, and the pattern also represents connectivity as well as Aurora's end-to-end offerings.

We are very proud of our logo lock-up and request that you always follow these guidelines to ensure it always looks its best.

Use
The full logo lock-up should be used when it's appearing alone and/or there's no other context to the Aurora brand. Eg. Ads, posters

The logo lock-up

The brandmark
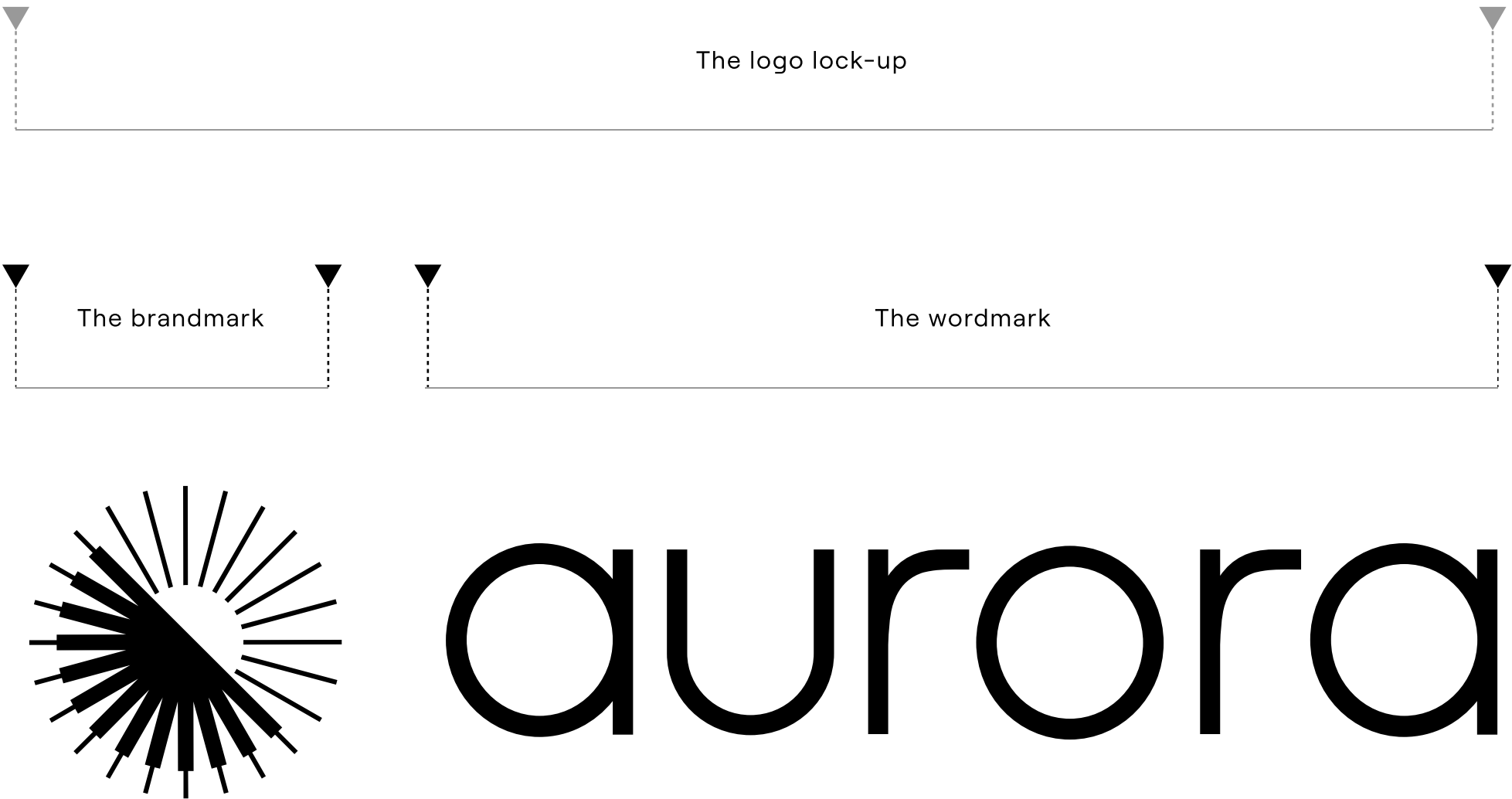
The wordmark

The logo
– spacing

The space between the brandmark and the wordmark is equal to the 1/3 size of the brandmark.
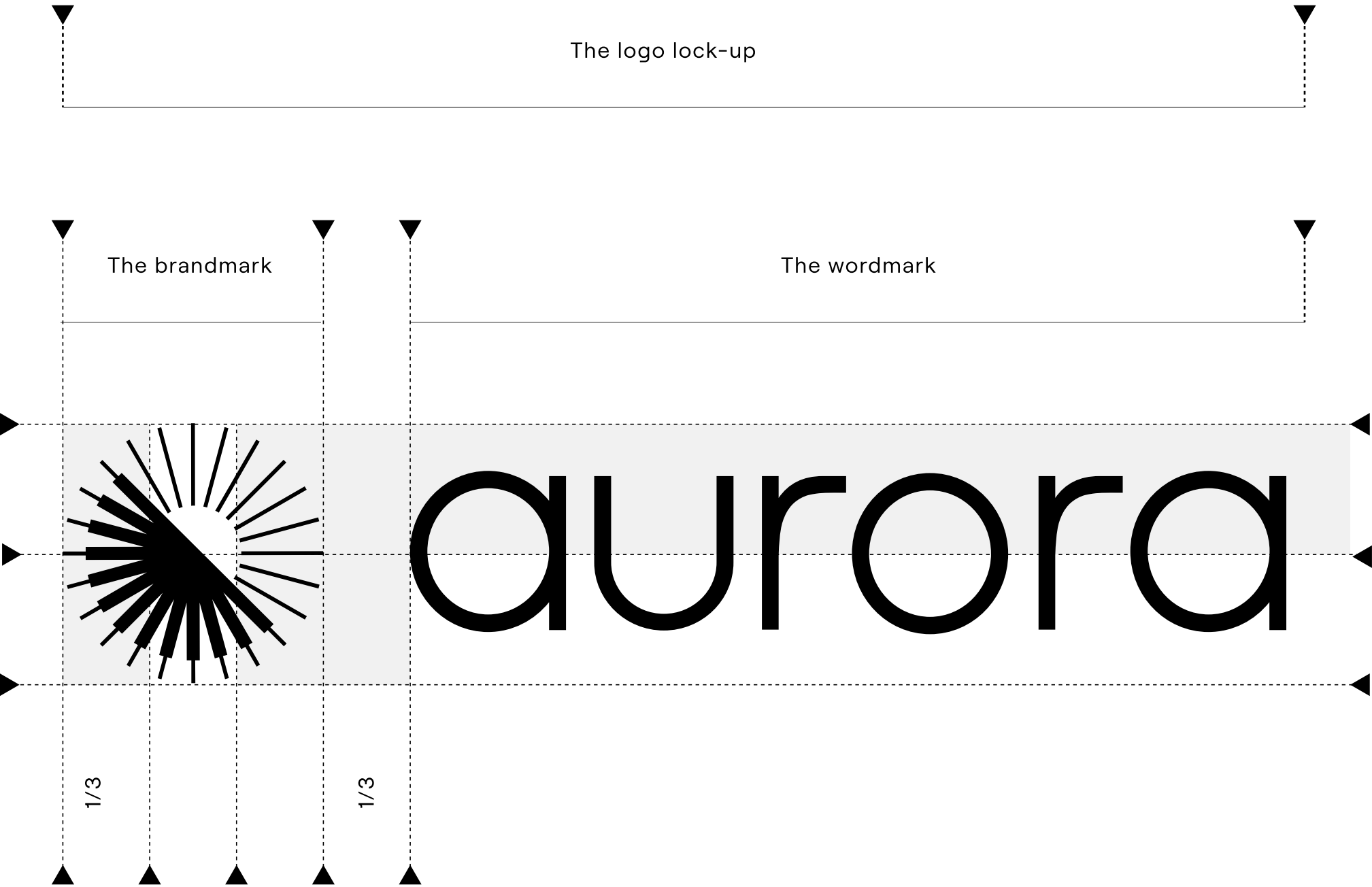
The logo lock-up

The brandmark

The wordmark

aurora

1/3

1/3

The logo:
– the exclusion zone

The exclusion zone ensures the legibility and impact of the logo by isolating it from competing visual elements such as text and supporting graphics.

This zone represents the absolute minimum safe distance between the logo lock-up and other content elements (in most cases the logo lock-up should be given even more room to breathe).

The exclusion zone is equal to the height of the brandmark (marked as × in the diagram).

The logo:
– the exclusion zone examples

These visuals show examples of how
to place content around the logo and
how not to place it.

✅ YES   Both the Aurora logo lock-up and the New York
          Times logo have enough room that they do not
          compete with each other.

✅ YES   The copy has just enough room.
          Remember the Exclusion Zone is the minimum
          space given to the logo lock-up.

❌ NO!   In the example New York Times logo is too
          close to the Aurora logo lock-up.

❌ NO!   The headline is too close to the logo lock-up.

02.

The logo - sizing

The Aurora Solar brandmark comes in two different sizes. The original version (version 1) and a reduced version (version 2) used for only smaller sizes.

Version 1 is the primary logo used for branding and should be used for all touchpoints where the logo is bigger that 200 px. Version 2 is created to ensure legibility and should be used for all touchpoints below 200 px. (eg favicon). It is additionally always displayed without the frame.
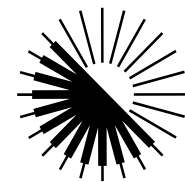
It's important from a legibility standpoint to always use the secondary version for smaller sizes.

Version 1 < 200 px
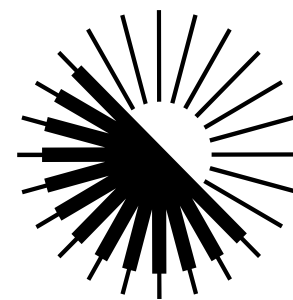
500 px

300 px

200 px

Version 2 > 200 px

150 px

100 px

The logo:
– minimum size

Establishing a minimum size ensures
that the impact and legibility of the
logo is not compromised in
application. Due to the higher
resolution available in print vs. screen
based media (300dpi vs 72dpi
respectively), we are able to
reproduce the logo at a fractionally
smaller size in print without any
graphic deterioration.

Digital
To ensure legibility and impact, the
Aurora logo should never be
reproduced smaller than 100px in any
digital communication.

Print
To ensure legibility and impact, the
Aurora logo should never be
reproduced smaller than 30mm in any
print communication.

✳ aurora

Print: 30 mm

✳ aurora

Digital 100px

Color misuse

Aurora Solar's logo lock-up is the focal point of the brand and that's why it's important to use the logo and colors exactly as specified in these guidelines.

When creating color combinations we should always think about contrast. Choose colors from the primary palette. No attempt should be made to alter the logo in any way.

The following section shows some of the more likely mistakes.

❌ NO!   Never use a white logo on any of the lighter colors. Including yellow, purple and orange.

❌ NO!   Never use any of the digital colors for any logos or other printed materials

❌ NO!   Do not use any non Aurora Solar colors

❌ NO!   Always think about contrast when choosing colors. Eg yellow and white don't go well together

04.

Brand mark - animation

The brandmark animation is inspired by the precision and accuracy.

The logo animation is ideal for preloaders for the website and product, pre-rolls on videos, etc.

It can either loop or be played just once.

(if the animation does not display here, reference the drive fold for brand logos)

05.

Logo misuse

It is important that the appearance of the logo lock-up remains consistent. The logo lock-up should not be misinterpreted, modified, or added to.

No attempt should be made to alter the logo lock-up in any way. Its orientation, color and composition should remain as indicated in this document — there are no exceptions.

To illustrate this point, some of the more likely mistakes are shown in this section.

NO!
Do not stack the logo lock-up, or in any way manipulate the relationship between the brandmark and the wordmark

NO!
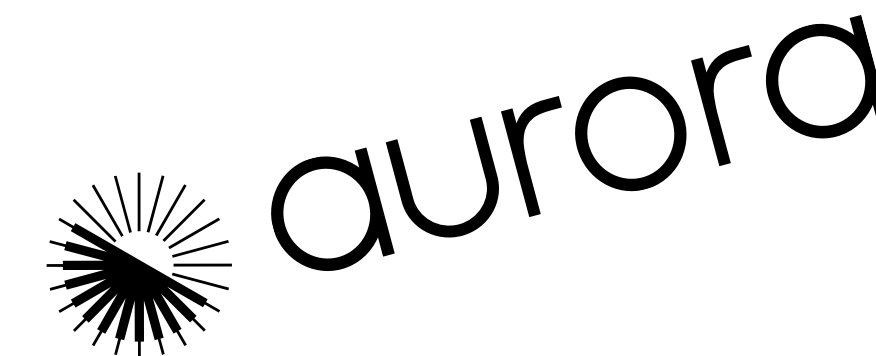Do not apply a gradient to the logo lock-up

NO!
Do not resolve the logo lock-up in two different colors

NO!
Do not outline the logo lock-up

NO!
Do not change the color or tone outside those colors specified in the color section

NO!
Do not rotate the logo lock-up

Logo misuse

It is important that the appearance of the logo lock-up remains consistent. The logo lock-up should not be misinterpreted, modified, or added to.

No attempt should be made to alter the logo lock-up in any way. Its orientation, color and composition should remain as indicated in this document — there are no exceptions.

To illustrate this point, some of the more likely mistakes are shown in this section.

❌ NO!
Do not distorte or wrap the logo lock-up in any way

❌ NO!
Do not rotate the brandmark

❌ NO!
Do not use any type of shadow on the logo lock-up

❌ NO!
Do not change the typeface or otherwise recreate the logo lock-up. Use only the provided files

❌ NO!
Do not crop photos or patterns through the logo lock-up

❌ NO!
Do not manipulate or draw your own logo

Logo misuse

It is important that the appearance of the logo lock-up remains consistent. The logo lock-up should not be misinterpreted, modified, or added to.

No attempt should be made to alter the logo lock-up in any way. Its orientation, color and composition should remain as indicated in this document — there are no exceptions.

To illustrate this point, some of the more likely mistakes are shown in this section.

❌ **NO!**
Do not stack the logo lock-up,
or in any way manipulate the relationship between the brandmark and the wordmark

❌ **NO!**
Do not apply a gradient to the logo lock-up

❌ **NO!**
Do not resolve the logo lock-up in two different colors

❌ **NO!**
Do not distorte or wrap the logo lock-up in any way

❌ **NO!**
Do not rotate the brandmark

❌ **NO!**
Do not use any type of shadow on the logo lock-up

❌ **NO!**
Do not outline the logo lock-up

❌ **NO!**
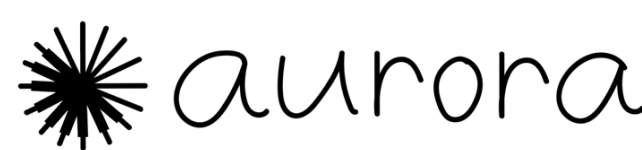Do not change the color or tone outside those colors specified in the color section

❌ **NO!**
Do not rotate the logo lock-up

❌ **NO!**
Do not change the typeface or otherwise recreate the logo lock-up. Use only the provided files

❌ **NO!**
Do not crop photos or patterns through the logo lock-up

❌ **NO!**
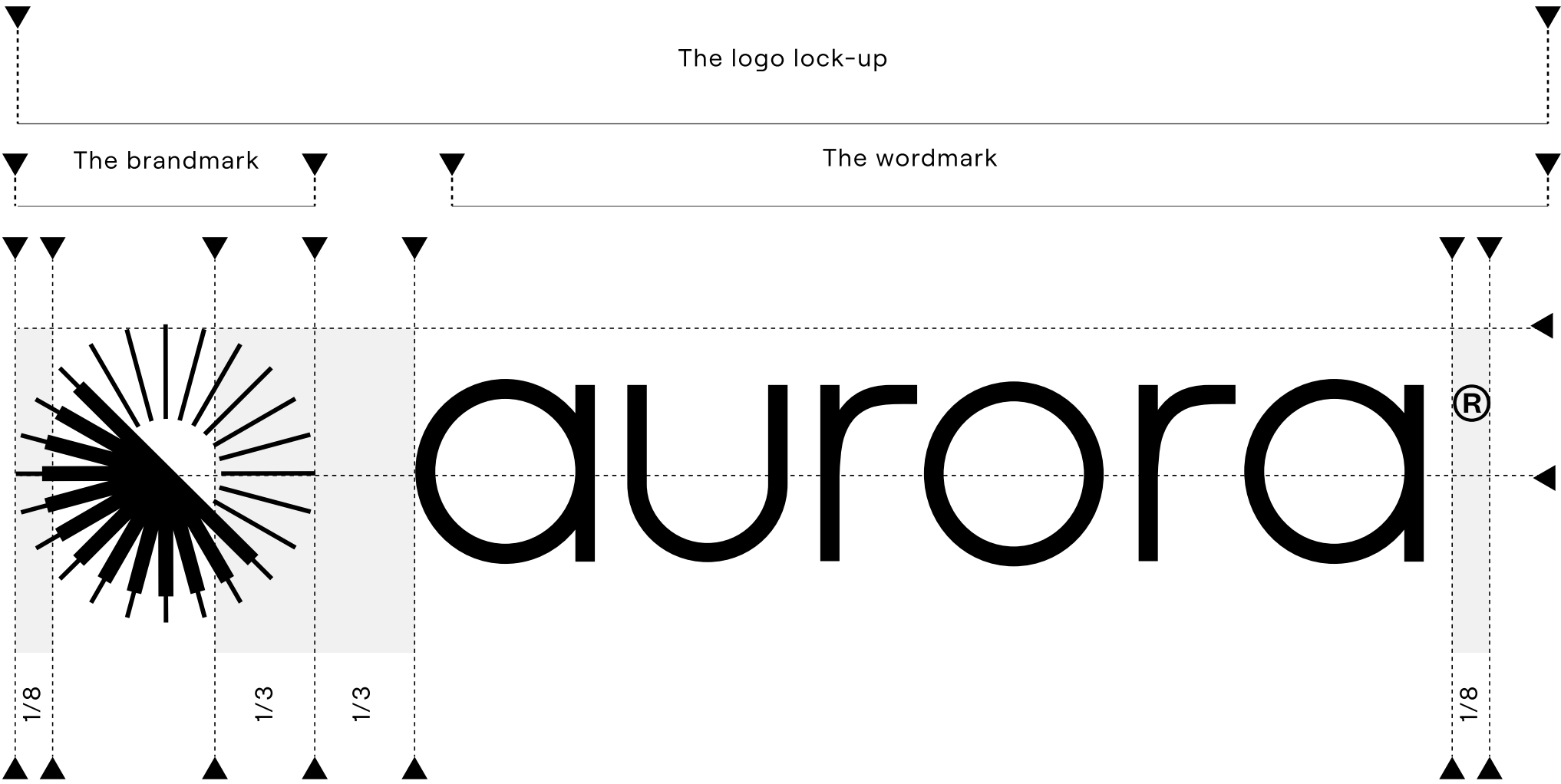Do not manipulate or draw your own logo

06.

Registered logo

In case of future logo registration, this section is illustrating how the ® symbol should be placed.

The size of the ® should be 15px corresponding to 1/8 of the brandmark size.

The logo lock-up

The brandmark   The wordmark

aurora®

1/8   1/3   1/3   1/8

03.

Primary use of logo lock-up

Aurora Solar's Logo Lock-upcan be used in multiple different color combinations. The primary branding however consists of 6 combinations:

- Black lock-up on White background
- White lock-up on Black background
- Warm Sunrise lock-up on Warm Light background
- Warm Sunrise lock-up on Cool Sunset background
- Cool Sunset lock-up on Warm Sunrise background
- Warm Light lock-up on Warm Sunrise background

Please refer to the color section for futher direction on colors.

⬇ Download logo package

Black lock-up on white background

Black lock-up on white background

Warm Sunrise lock-up on Warm Light background

Warm Sunrise lock-up on Cool Sunset background

Warm Light lock-up on Warm Sunrise background

01.2 Wordmark

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01.

The wordmark

Aurora Solar's wordmark is one of the key components in the Aurora branding. That's why it's important to use the wordmark exactly as specified in these guidelines.

Our wordmark is simple, geometric, and modern. We are very proud of our wordmark and request that you always follow these guidelines to ensure it always looks its best.

Use
The wordmark should only be used when it is in the context of the Aurora brand e.g on the website, product, social media etc. This is permissible because in these situations users already have enough context of the brand.

Wordmark

aurora

The wordmark:
– the exclusion zone

The exclusion zone ensures the legibility and impact of the wordmark by isolating it from competing visual elements such as text and supporting graphics.

This zone represents the absolute minimum safe distance between the wordmark and other content elements (in most cases the Wordmark should be given even more room to breathe).

The exclusion zone is equal to the height of the 'o' in Aurora (marked as × in the diagram).
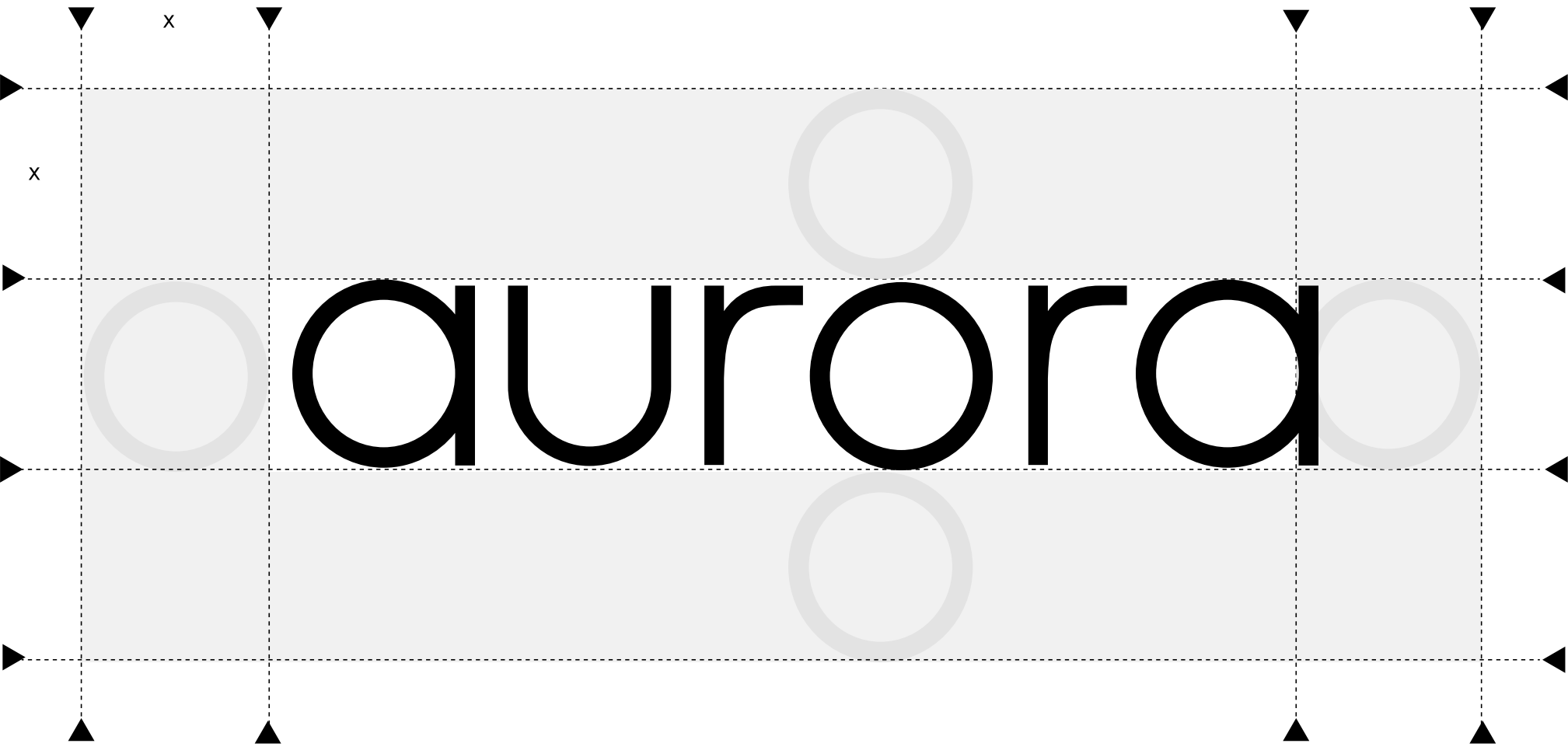
The wordmark:
– the exclusion zone examples

These visuals show examples of how to place content aound the wordmark and how not to.

aurora   The New York Times

✓ YES   Both the Aurora Solar wordmark and the New York Times logo have enough room, ensuring that they do not compete with each other.

aurora   Solar forward.

✓ YES   The copy has just enough room. Remember the exclusion zone is the minimum space given to the wordmark.

aurora The New York Times

✗ NO!   In the example New York Times logo is too close to the Aurora wordmark.

aurora Solar forward.

✗ NO!   The headline is too close to the wordmark.

02.

The wordmark:
– minimum size

Establishing a minimum size ensures that the impact and legibility of the wordmark is not compromised in application. Due to the higher resolution available in print vs. that of screen based media (300dpi vs 72dpi respectively), we are able to reproduce the wordmark at a fractionally smaller size in print without any graphic deterioration.

Digital
To ensure legibility and impact, the Aurora wordmark should never be reproduced smaller than 80px in any digital communication.

Print
To ensure legibility and impact, the Aurora wordmark should never be reproduced smaller than 25mm in any print communication.

aurora

Print: 25mm

aurora

Digital 80px

05.

Wordmark misuse

It is important that the appearance of the wordmark remains consistent. The wordmark should not be misinterpreted, modified, or added to.

No attempt should be made to alter the wordmark in any way. Its orientation, color and composition should remain as indicated in this document — there are no exceptions.

To illustrate this point, some of the more likely mistakes are shown on this page.

aurora

❌ NO!
Do not apply a gradient to wordmark

aurora

❌ NO!
Do not resolve the wordmark in two different colors

aurora

❌ NO!
Do not distort or wrap the wordmark in any way

aurora

❌ NO!
Do not outline the wordmark

aurora

❌ NO!
Do not change the wordmark color or tone outside those colors specified in the color section

aurora

❌ NO!
Do not rotate the wordmark

Wordmark misuse

It is important that the appearance of the wordmark remains consistent. The wordmark should not be misinterpreted, modified, or added to.

No attempt should be made to alter the wordmark in any way. Its orientation, color and composition should remain as indicated in this document — there are no exceptions.

To illustrate this point, some of the more likely mistakes are shown on this page.

aurora

❌ NO!
Do not use any type of shadow on the wordmark

aurora

❌ NO!
Do not manipulate or draw your own wordmark

aurora

❌ NO!
Do not change the typeface.
Use only the provided files

aurora

❌ NO!
Do not crop photos or patterns through the wordmark

06.

Registered wordmark

In case of future wordmark registration, this section is illustrating how the ® symbol should be places.

The size of the ® should be 15px corresponding to 1/8 of the brandmark size.

x

x
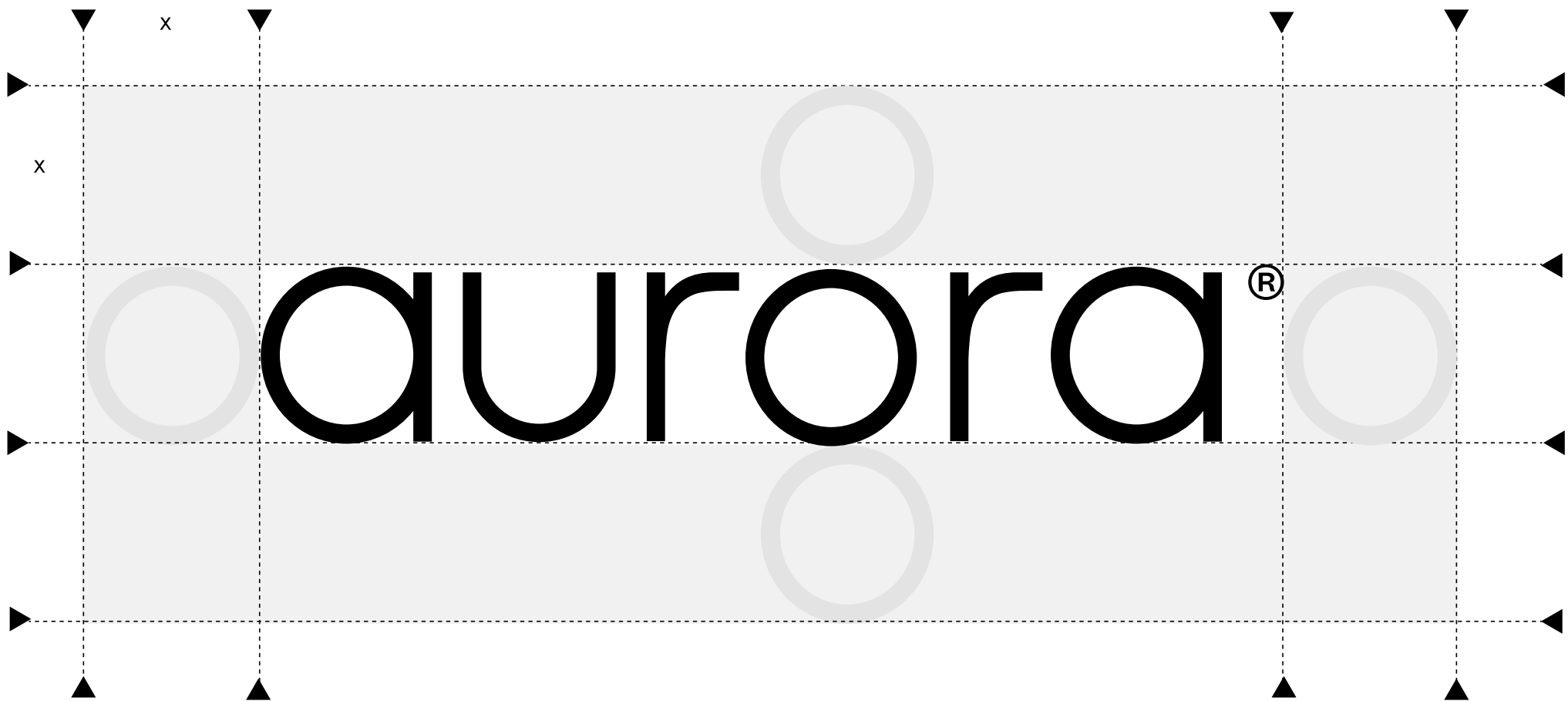
aurora®

03.

Primary use of wordmark

Aurora Solar's wordmark is used in multiple different color combinations. The primary branding however consists of 6 combinations:

- Black wordmark on White background
- White wordmark on Black background
- Warm Sunrise wordmark on Warm Light background
- Warm Sunrise wordmark on Cool Sunset background
- Cool Sunset wordmark on Warm Sunrise background
- Warm Light wordmark on Warm Sunrise background

Please refer to the color section for futher direction on colors.

⬇ Download logo package

aurora

Black wordmark on white background

aurora

Black wordmark on white background

aurora

Warm Sunrise wordmark on Warm Light background

aurora

Warm Sunrise wordmark on Cool Sunset background

aurora

Warm Light wordmark on Warm Sunrise background

Colors misuse

Aurora Solar's wordmark is the focal point of the brand and that's why it's important to use the wordmark and colors exactly as specified in these guidelines.

When creating color combinations we should always think about the contrast. Choose colors from the primary palette. No attempt should be made to alter the wordmark in any way.

The following section list some of the more likely mistakes.

aurora

❌ NO!   Never use a white logo on any of the lighter colors. Including yellow, purple and orange.

aurora

❌ NO!   Never use any of the digital colors for any logos or other printed materials

aurora

❌ NO!   Do not use any non Aurora Solar colors

aurora

❌ NO!   Always think about contrast when choosing colors. Eg yellow and white don't go well together

01.3 Brandmark

Index

01.

The brandmark

Aurora Solar's brandmark is the focal point of the brand identity — an instantly recognizable symbol of the brand. That's why it's important to use the brandmark exactly as specified in these guidelines.

The brandmark represents a lot of things that are core to our brand — there's the sun, of course, shown in combination with a roof, and the pattern also represents connectivity as well as Aurora's end-to-end offerings.

We are very proud of our brandmark and request that you always follow these guidelines to ensure it always looks its best.

Use
The brandmark should only be used when it is in context of the Aurora brand e.g. on the website, product, social media etc. This is permissible because in these situations users already have enough context of the brand.
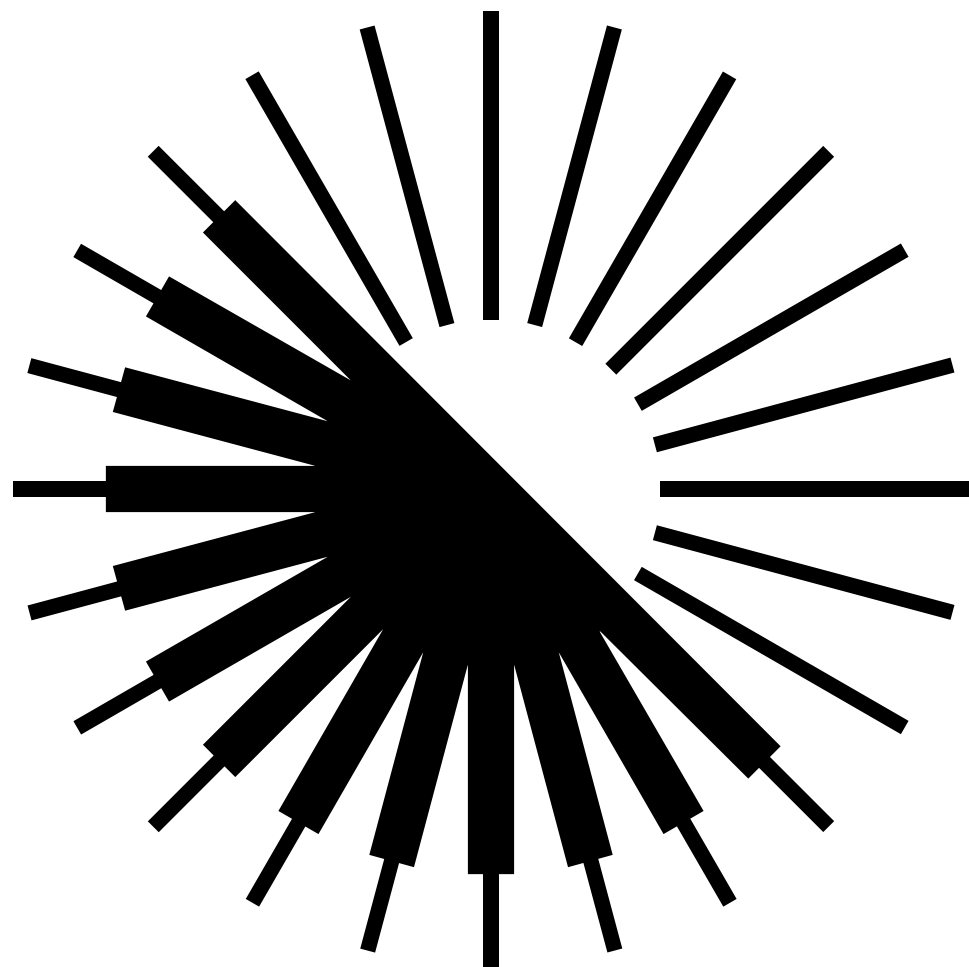
The brandmark:
– the exclusion zone

The exclusion zone ensures the legibility and impact of the logo by isolating it from competing visual elements such as text and supporting graphics.

This zone represents the absolute minimum safe distance between the brandmark and other content elements (in most cases the brandmark should be given even more room to breathe).

The exclusion zone is equal to the 1/2 the scale of the brandmark (marked as × in the diagram).

x

x

Brandmark:
– the exclusion zone examples

These visuals show examples of how to place content aound the brandmark and how not to.

✓ YES — Both the Aurora brandmark and the New York Times logo have enough room that they do not compete with each other.
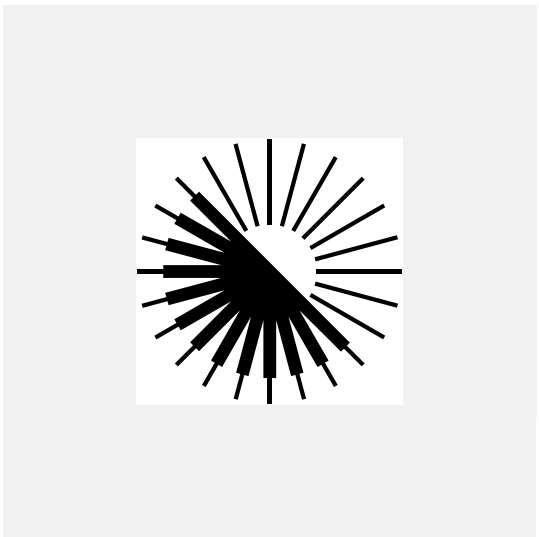
✓ YES — The copy has just enough room. Remember the exclusion zone is the minimum space given to the brandmark.
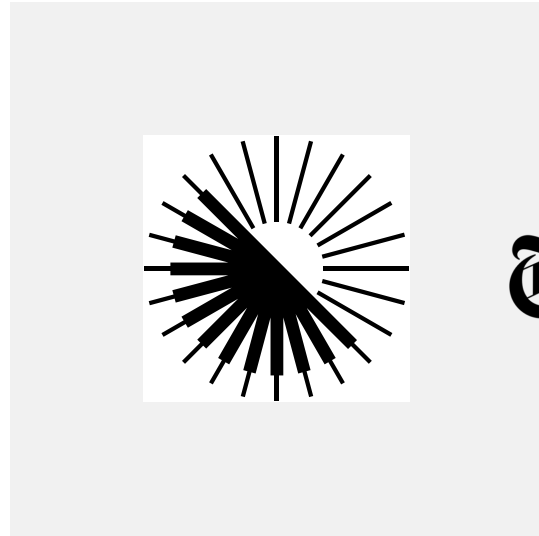
✗ NO! — In the example New York Times logo is too close to the Aurora brandmark.

✗ NO! — The headline is too close to the brandmark.

02.

Brand mark - sizing

The Aurora Solar brandmark comes in two different sizes. The original version (version 1) and a reduced version (version 2) used for only smaller sizes.

Version 1 is the primary brandmark used for branding and should be used for all touchpoints where the logo is bigger that 200 px. Version 2 is created to ensure legibility and should be used for all touchpoints below 200 px. (eg favicon). It is additionally always displayed without the frame.

It's important from a legibility standpoint to alway use the the secondary version for smaller sizes.

Version 1 < 100 px
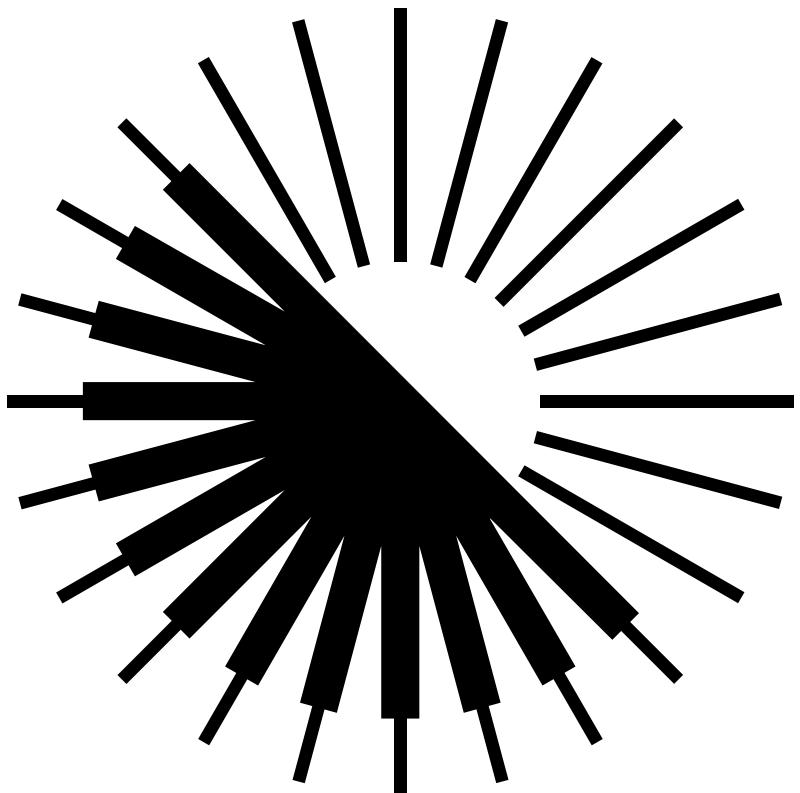
300 px
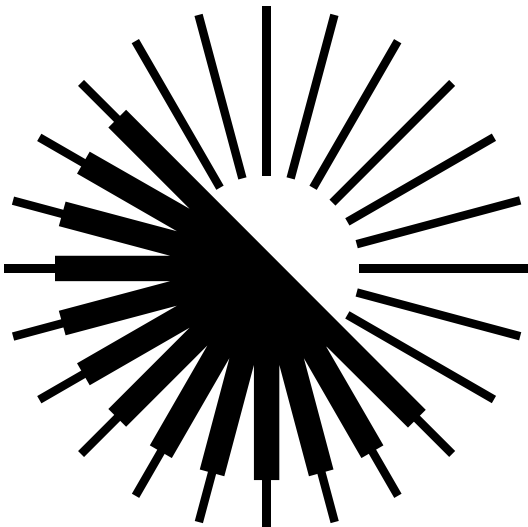
200 px
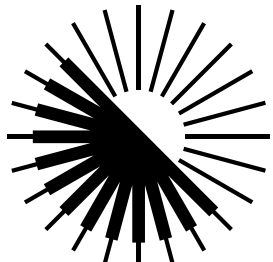
100 px

Version 2 - Simplified
> 100 px

40 px

30 px

20 px

Brandmark:
– Minimum size

Establishing a minimum size ensures that the impact and legibility of the brandmark is not compromised in application. Due to the higher resolution available in print vs. screen based media (300dpi vs 72dpi), we are able to reproduce the brandmark at a fractionally smaller size in print without any graphic deterioration.

Digital
To ensure legibility and impact, the brandmark should never be reproduced smaller than 20 in any digital communication.

Print
To ensure legibility and impact, the brandmark should never be reproduced smaller than 80 in any print communication.
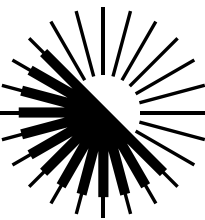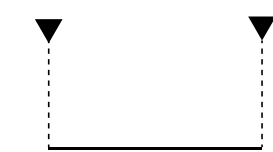
Print: 80mm
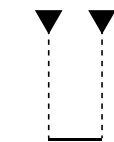
Digital 20px

03.

Primary use of brandmark

Aurora Solar's brandmark is used in multiple different color combinations. The primary branding however consists of 6 combinations:
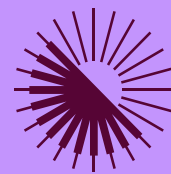
- Black brandmark on White background
- White brandmark on Black backgroud
- Warm Sunrise brandmark on Warm Light background
- Warm Sunrise brandmark on Cool Sunset background
- Cool Sunset brandmark on Warm Sunrise background
- Warm Light brandmark on Warm Sunrise background

Please refer to the color section for futher direction on colors.

⬇ Download logo package

https://contrast-ratio.com/#%23560535-on-%23FEC351

https://contrast-ratio.com/#%23C394FD-on-%23560535
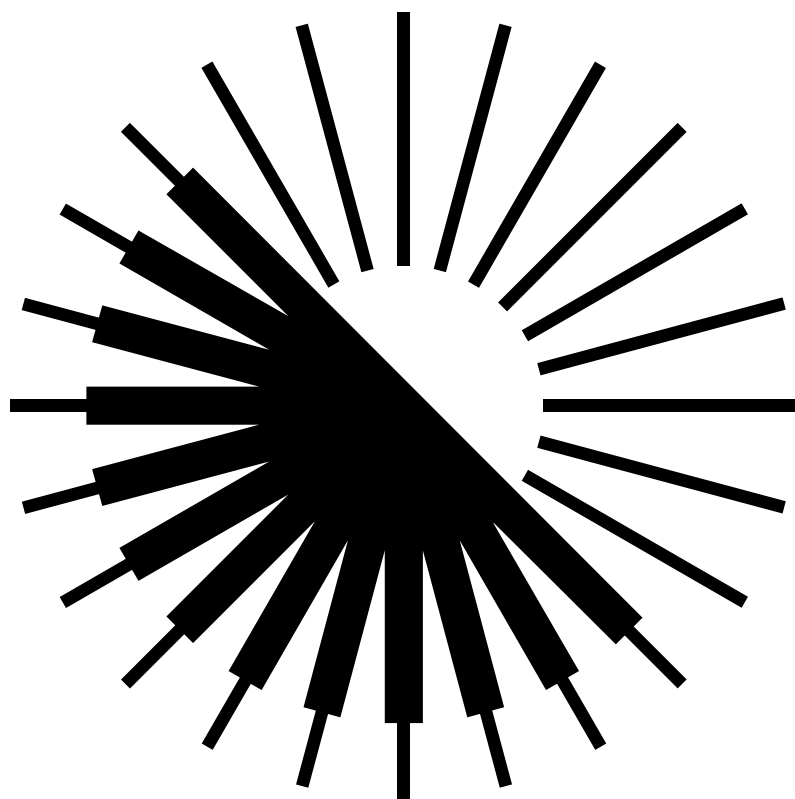
Black brandmark on white background
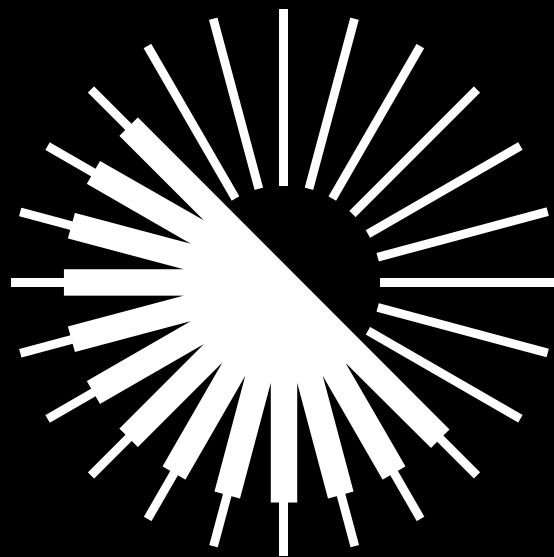
Black brandmark on white background

Warm Sunrise brandmark on
Warm Light background

Warm Sunrise brandmark on
Cool Sunset background

Warm Light brandmark on
Warm Sunrise background

Color misuse

Aurora Solar's brandmark is the focal point of the brand and that's why it's important to use the brandmark and colors exactly as specified in these guidelines.

When creating color combinations we should always think about the contrast. Choose colors from the primary palette. No attempt should be made to alter the brandmark in any way.

The following section list some of the more likely mistakes.

❌ NO!   Never use a white logo on any of the lighter colors. Including yellow, purple and orange.

❌ NO!   Never use any of the digital colors for any logos or other printed materials

❌ NO!   Do not use any non Aurora Solar colors

❌ NO!   Always think about contrast when choosing colors. Eg yellow and white don't go well together

04.

Brandmark misuse

It is important that the appearance of the brandmark remains consistent. The brandmark should not be misinterpreted, modified, or added to.

No attempt should be made to alter the brandmark in any way. Its orientation, color and composition should remain as indicated in this document — there are no exceptions.

To illustrate this point, some of the more likely mistakes are shown in this section.

NO!
Do not apply a gradient to brandmark

NO!
Do not resolve the brandmark in two different colors
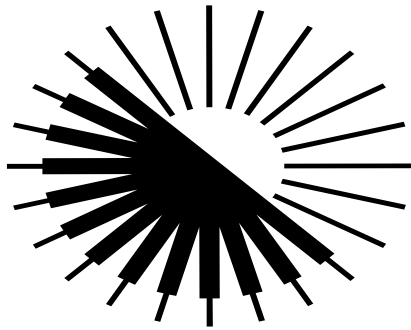
NO!
Do not distort or wrap the brandmark in any way

NO!
Do not rotate the brandmark

NO!
Do not change the brandmark color or tone outside those colors specified in the color section

NO!
Do not crop photos or patterns through the brandmark

Brandmark misuse

It is important that the appearance of the brandmark remains consistent. The brandmark should not be misinterpreted, modified, or added to.

No attempt should be made to alter the brandmark in any way. Its orientation, color and composition should remain as indicated in this document — there are no exceptions.

To illustrate this point, some of the more likely mistakes are shown in this section.
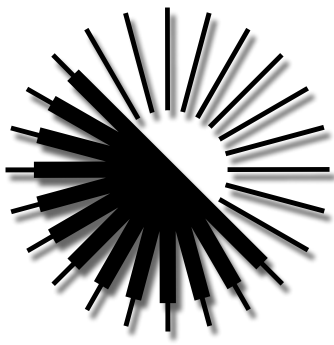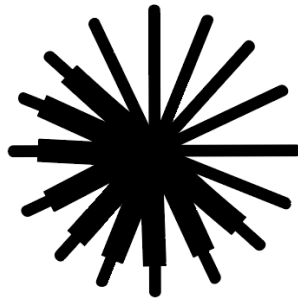

❌ NO!
Do not use any type of shadow
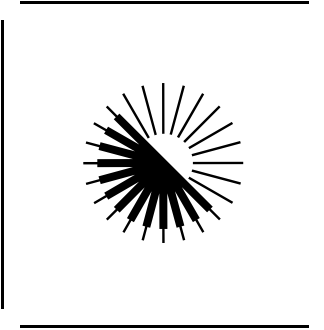
❌ NO!
Do not use the primary brandmark inside the frame alone
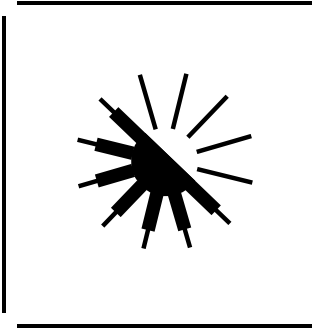
❌ NO!
Do not use the secondary brandmark inside the frame alone
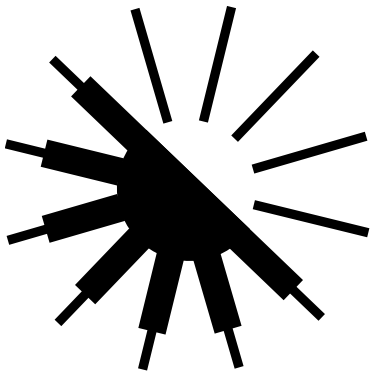
❌ NO!
Do not use the secondary brandmark bigger that 40 px.

❌ NO!
Do not manipulate or draw your own brandmark

02.
Colors

Index

01.

Color palette
– hierarchy

Aurora Solar has a simple, sleek, yet natural graphic style with a diverse and rich visual expression. The colors are inspired by sunsets and sunrise.

We want our people to recognize our colors and associate them with the sun, precision and reliability. The more we adhere to a consistent and balanced use of color, the better we are able to strengthen our association with these attributes.

These blocks of color give you a sense of their order of importance within our visual identity.

The identity is mainly light, but can also be dominated by dark backgrounds.

White -Priumary

Black - Primary

Yellow 200 - Primary

Maroon 800 - Primary

Purple 300 - Primary

Cyan 300 - Primary

Grey 900

Grey 800

Grey 500

Grey 300

Grey 200

#FFFFFF

#010916

#FEC351

#710645

#C294FD

#24AACF

#19202B

#343A45

#99A1A6

#DBDCDD

#EFEFEF

02.

Color palette
– the palette values

Because of the different color reproduction technologies available, you may notice some colors in the palette will change slightly from RGB to Pantone and CMYK. This is because, due to technical reasons, that particular color is not achievable in those colour systems.

To compensate for this, colors have been selected that spiritually match the RGB values, but are achievable with Pantone and CMYK technologies.

To ensure color in communications looks its very best, make sure you are using the correct colors for your medium (RGB for screen vs Pantone or CMYK for print).

Primary

White		Black		Maroon 800	
RGB	255, 255, 255	RGB	1, 9, 22	RGB	113, 6, 69
HEX	FFFFFF	HEX	010916	HEX	710645
PMS C	-	PMS C	-	PMS C	676
PMS U	-	PMS U	-	PMS U	–
CMYK	0, 0, 0, 0	CMYK	81, 72, 60, 80	CMYK	44, 100, 45, 34
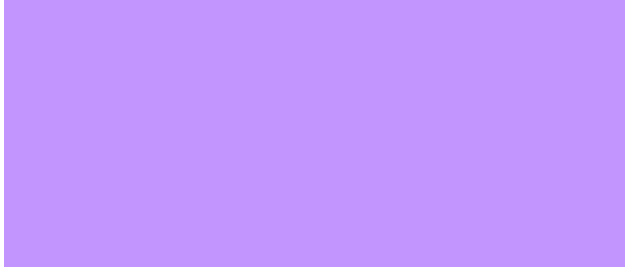
Yellow 200		Purple 300	
RGB	254, 195, 81	RGB	194, 148, 253
HEX	FEC351	HEX	C294FD
PMS C	135	PMS C	2572
PMS U	-	PMS U	–
CMYK	0, 25, 78, 0	CMYK	31, 43, 0, 0

03.

Color palette – digital

UI colors are not to be seen as brand colors and should not dominate any layouts. Their only purpose is to provide clarity and hierachy in user interfaces.
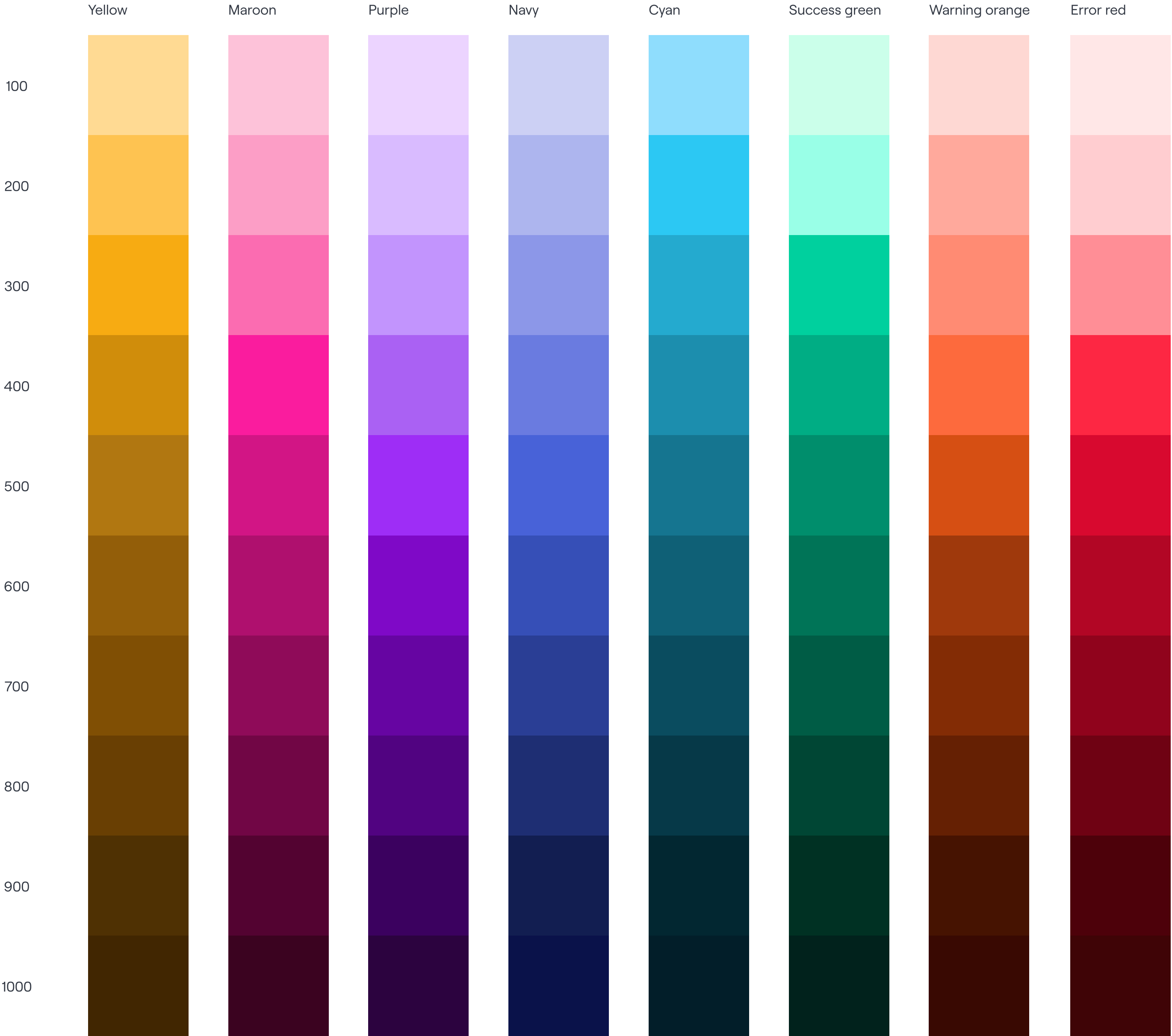
Please refer to the Borealis Design System for futher clarification and definition.

#010916	#FFFFFF
uiHeading Copy	**uiHeading Copy**
• Default mode	• Dark mode

#FFFFFF	#010916
uiBg	**uiBg**
• Base layer default mode	• Base layer dark mode

#343A45	#EFEFEF
uiBody Copy	**uiBody Copy**
• Default mode	• Dark mode

#4C5562	#DBDCDD
uiHelper Copy	**uiHelper Copy**
• Default mode	• Dark mode

#DBDCDD	#4C5562
uiDivider	**uiDivider**
• Default mode	• Dark mode

#C2C6C8	#707681
uiDisabled	**uiDisabled**
• Default mode	• Dark mode

#FEC351

Yellow 200

- Brand color
- Post solar
- Sunpath
- Edit mode

#C294FD

uiLoading

- 3DMS status
- Lidar
- EEP, Positive
- Progress loaders
- Focus states

#1C8EAE	#24AACF
uiLink	**uiLink**
• Default link	• Dark mode link

#FD6A3D	#FF8B73
uiWarning	**uiWarning**
• Warning states • Post solar • Grid, negative, heat, costs, waste • Irradiance	• Dark mode warning • Permits status • Irradiance refresh • Grid

#D8092F	#FD2743
uiError	**uiError**
• Error states only • Destrutive CTAs • Negative currency	• Dark mode

#008E6C	#24AACF
uiSuccess	**uiSuccess**
• Success alerts • Confirmation • Positive currency	• Dark mode

Color palette
– HEX (product only)

The HEX color value should be used to ensure the colors in digital application are the same colors specified to match the primary color palette.

This extended color palette should mostly be used for our product UI.

	Yellow	Maroon	Purple	Navy	Cyan	Success green	Warning orange	Error red
100								
200								
300								
400								
500								
600								
700								
800								
900								
1000								

04.

Color
— good combinations

Color is an important part of our visual identity — it drives recognition and creates associations to the brand.

The Aurora Solar color system is dynamic and can be used in many different ways. The primary colors are yellow, black and white, but we also reccomend using the secondary colors to help communicate the full Aurora brand story.

The rule is that we always use a light and a dark color together when only using two colors.
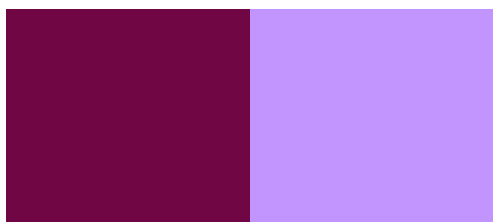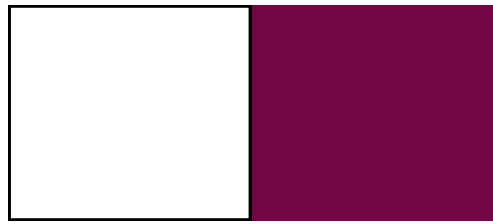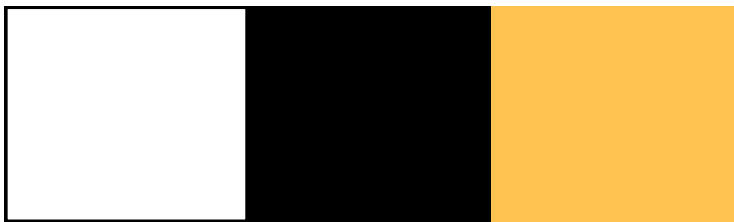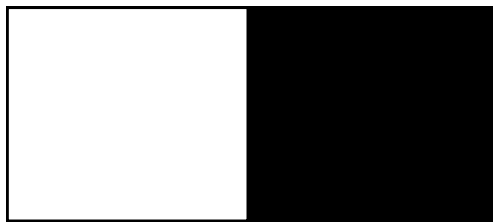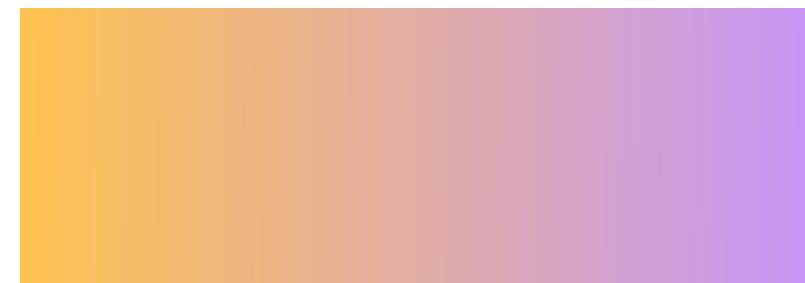
05.

Color misuse

It is important that the appearance of the colors remains consistent.
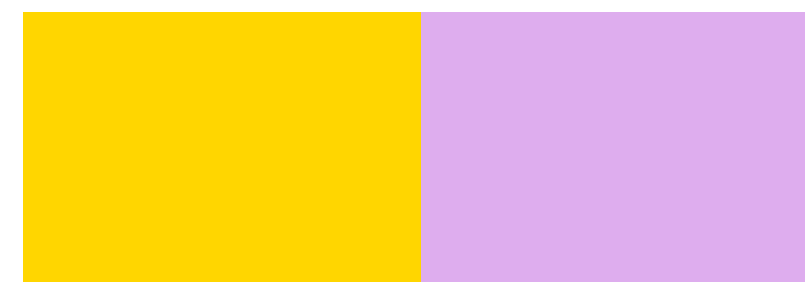The colors should not be misinterpreted, modified, or added to.

To illustrate this point, some of the more likely mistakes are shown in this section
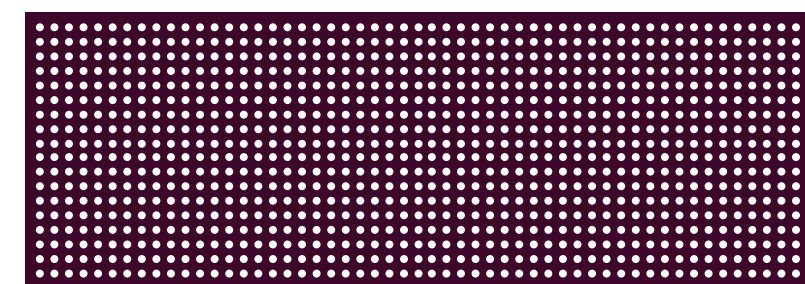
❌ NO!
Do not apply a gradient

❌ NO!
Do not change color tints

❌ NO!
Do match two colors with low contrast

❌ NO!
Do not mix too many bright colors

❌ NO!
Do not use patterns

❌ NO!
Do not match two bright colors

❌ NO!
Do not match a bright color with bright colorful image

❌ NO!
Do not use CMYK and Pantone colors in digital space

❌ NO!
Do not use secondary colors as primary colors.

03.
Typography

Index

Hello!
Meet
Roobert.

01.

Typeface

Nearly all applications will require typography in some form, and this requires careful attention and precision to maintain consistency across all branding. In addition to using the correct typeface, the amount of space between letters, words, and lines also needs adjustment.

The primary typeface used for all Aurora Solar typography is Roobert, designed and released in 2017.

Weight – Bold/ Regular
Size – 70 pt
Line height – 75 pt
Letter spacing – 0%

Roobert typeface is a dynamic, elegant, geometric, clean, timeless, typography with some simple recognisable elements.

02.

Typography - weights

Out primary typeface used is Roobert light and should be used for headlines, subheadlines and potentially also for smaller copy sections. Additionally the typefamily consists of Roobert Regular and Roobert Bold. The use of italics should be limited and only used when necessary.

See next section for examples.

Light. *Light Italic.*
Regular. *Regular Italic.*
Bold.

03.

Roobert
– glyph set

This section gives an overview of some of the characters in the typeface family. Roobert has a good glyph set capable of handling most romance languages, plus basic alphabetics.

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

½ ⅓ ⅔ ¼ ¾ ⅛ ⅜ ⅝ ⅞

(, . : ; ? ¿ ¡ ! . . ¨ · ·) [& @ #] { - – — _ } „ " " , ' ' _ / \ ' " † | ¦ ‡ ° * # © ®

™ M $ ¢ £ ¥ € Π √ µ ∂ × ÷ = ≠ > » < « ≥ ≤ ± ≈ ~ ¬ ^ ∞ ∫ Ω Δ % ‰

↑ ↗ → ↘ ↓ ↙ ← ↖ ↔ ↕ µ π °

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Ŭ ŭ Û û Ü ü Ù ù Ű ű Ū ū Ų ų Ů ů Ũ ũ Ŵ ŵ Ŵ ŵ Ẅ ẅ Ẁ ẁ Ý ý Ŷ ŷ Ÿ ÿ Ỳ ỳ Ź ź

Ž ž Ż ż

IJ ij T T Th T i o ff ffi ffl fi fl rf rt tt

04.

Typography - hierarchy

Headlines:
Roobert Light is the primary headline typefaces for all Aurora's brand communications and should be used for headline copy (2 to 10 words) and larger text. This copy will often be set on top of or in combination with photos and other graphics. As such, their settings shoud be a bit tighter overall for a more graphic look.

Subheadlines:
Roobert Light should be used for subheadlines. Subheadlines are usually a bit longer than headlines (10 - 30 words).

For the full type ladder see our DSP Borealis Marketing Typography - Source file

Headline 1
- font-size: 120px;
- font-weight: 400;
- line-height: 132px;
- letter-spacing: -0.01em;

Lorem ipsum

Headline 2
- font-size: 96px;
- font-weight: 400;
- line-height: 110px;
- letter-spacing: -0.01em;

Lorem ipsum

Headline 3
- font-size: 72px;
- font-weight: 400;
- line-height: 90px;

Lorem ipsum

Headline 4
- font-size: 56px;
- font-weight: 400;
- line-height: 70px;

Lorem ipsum

Headline 5
- font-size: 44px;
- font-weight: 400;
- line-height: 51px;

Lorem ipsum

Headline 6
- font-size: 32px;
- font-weight: 400;
- line-height: 44px;

Lorem ipsum

Headline 7
- font-size: 24px;
- font-weight: 400;
- line-height: 32px;

Lorem ipsum

Subheadline Body 12
- font-size: 12px;
- font-weight: 400;
- line-height: 16px;

Subheadline

Subheadline Body 9
- font-size: 9px;
- font-weight: 400;
- line-height: 12px;
- letter-spacing: 0.03em;

Subheadline

Typography - hierarchy

Body Copy:
Use Roobert Light and Regular for longer copy (10 words and above) and smaller text sizes. The spacing and kerning of these fonts should be adjusted for legibility.

Hightlight:
For hightlights we reccomend using Roobert Bold or Roobert Regular in.

Body 20

- font-size: 20px;
- font-weight: 400;
- line-height: 30px;

Starry, starry night. Paint your palette blue and gray. Look out on a summer's day. With eyes that know the darkness in my soul. Shadows on the hills. Sketch the trees and the daffodils. Catch the breeze and the winter chills. In colors on the snowy, linen land

Body 16

- font-size: 16px;
- font-weight: 400;
- line-height: 24px;
- color: 800;

Starry, starry night. Paint your palette blue and gray. Look out on a summer's day. With eyes that know the darkness in my soul. Shadows on the hills. Sketch the trees and the daffodils. Catch the breeze and the winter chills. In colors on the snowy, linen land

Body 14

- font-size: 14px;
- font-weight: 400;
- line-height: 20px;
- color: 800;

Starry, starry night. Paint your palette blue and gray. Look out on a summer's day. With eyes that know the darkness in my soul. Shadows on the hills. Sketch the trees and the daffodils. Catch the breeze and the winter chills. In colors on the snowy, linen land

Body 12

- font-size: 12px;
- font-weight: 400;
- line-height: 16px;

Starry, starry night. Paint your palette blue and gray. Look out on a summer's day. With eyes that know the darkness in my soul. Shadows on the hills. Sketch the trees and the daffodils. Catch the breeze and the winter chills. In colors on the snowy, linen land

Type tips:

Make sure to adjust the line height leaving plenty of room between lines, especially when doing longer lines of text to ensure legibility. The exact line height should be determined individually.

05.

Setting type
– examples

Roobert has 3 weights to ensure that the type performs optimally across the wide variety of touchpoints where the typeface will be used.

These are:
Roobert Light
Roobert Regular
Roobert Bold

While no typeface is perfect for every situation, a lot of work has gone into ensuring that this typeface comes as close as possible. When used correctly it will lift much of the designer's burden.

Light:
Roobert Light should be used for headline copy and larger text. It will often be set on top of colors, photos and other moderately complex graphics and therefore their settings are, overall, tighter and more graphic. Roobert Light can also be used for subheadlines and smaller copy pieces.

Regular:
You should use Roobert Regular for longer copy and smaller text sizes because the spacing and kerning of this weight have been adjusted towards legibility

Bold:
Roobert Bold should be used for hightlights and smaller labels.

The following examples to the right show good use of the typography, especially what weights to use when. Additionally it's shows examples of sizes, hight and spacing. These are however for inspirational purposes only.

Example 01 - Headline and bodycopy

Continuously creating innovative solar solutions you can trust to move you forward. Aurora brings the future closer.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam blandit urna quis dolor elementum, vitae suscipit lectus aliquet. Sed euismod eros nisi, quis ultricies nunc vehicula sit amet. Phasellus ultrices turpis a ligula tristique, auctor porttitor justo imperdiet. Curabitur sit amet est commodo, dapibus erat bibendum, semper augue. Cras viverra sit amet dui quis semper. Aenean fermentum ac libero sit amet consequat. Maecenas sed leo sed ante consequat auctor.

Curabitur sit amet est commodo, dapibus erat bibendum, semper augue. Aenean fermentum ac libero sit amet consequat. Maecenas sed leo sed ante consequat auctor.

Example 02 - Headline, subheadline and bodycopy

Powerful Software for Solar Design and Sales

Create a complete engineering design and sales proposal with just an address and an electric bill.

Curabitur sit amet est commodo, dapibus erat bibendum, semper augue. Aenean fermentum ac libero sit amet consequat. Maecenas sed leo sed ante consequat auctor.

Example 03 - List and CTA example

Save 15% and get 1-on 1 training with an annual subscription.

- Residential design
- 3D visualizations
- Sales proposals
- Financial analysis
- Annual shade values
- Automatic system design
- Split-screen street view integration
- Access to 3D modeling service (on-demand)

Button CTA

Example 04 - highlights

Weight – Light / Bold
Size – 50 pt
Line height – 50 pt
Letter spacing – 0%

Basic
$ 135

We light the way

Weight – Bold / Light
Size – 10 pt
Line height – 15 pt
Letter spacing – 0%

Users / Mont

Billed annually –
Save $288 per year

06.

Setting type
– headline & text examples

It is important that the appearance of the typeface remains consistent. The following examples illustrate how we believe the typeface should be used vs how we wouldn't reccomend using it.

Weight – Light
Size – 50 pt
Line height – 55 pt
Letter spacing – 0%

This copy is set in Roobert Light.

✅ YES

Weight – Light
Size – 25 pt
Line height – 30 pt
Letter spacing – 0%

This copy is set in Roobert Light. Donec efficitur elit sit amet neque pellentesque cursus.

✅ YES

Weight – Light
Size – 12 pt
Line height – 17 pt
Letter spacing – 0%

This copy is set in Roobert Light. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam blandit urna quis dolor elementum, vitae suscipit lectus aliquet. Sed euismod eros nisi, quis ultricies nunc vehicula sit amet. Phasellus ultrices turpis a ligula tristique, auctor porttitor justo imperdiet. Curabitur sit amet est commodo, dapibus erat bibendum, semper augue.

✅ YES

Weight – Bold
Size – 50 pt
Line height – 55 pt
Letter spacing – 0%

This copy is set in Roobert Bold.

❌ NO!

Weight – Regular
Size – 25 pt
Line height – 30 pt
Letter spacing – 0%

This copy is set in Roobert Regular. Donec efficitur elit sit amet neque pellentesque cursus.

❌ NO!

Weight – Light Italic
Size – 12 pt
Line height – 17 pt
Letter spacing – 0%

This copy is set in Roobert Light. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam blandit urna quis dolor elementum, vitae suscipit lectus aliquet. Sed euismod eros nisi, quis ultricies nunc vehicula sit amet. Phasellus ultrices turpis a ligula tristique, auctor porttitor justo imperdiet. Curabitur sit amet est commodo, dapibus erat bibendum, semper augue.

❌ NO!

07.

Setting type – misuse

It is important that the appearance of the typeface remains consistent. Roobert should not in any way be misinterpreted or modified.

Its orientation, appearence and color should remain as indicated in this document — there are no exceptions.

To illustrate this point, some of the more likely mistakes are shown in this section.

WE LIGHT THE WAY

❌ NO!
Don't use uppercase letters for headlines

We light the way

❌ NO!
Don't use expressive fonts, including display, handwritten, and script styles for copy.

We light the way

❌ NO!
The brand should always feel light and breathable and therefore we should never use bold for headlines.

We light the way

❌ NO!
Do not use any type of shadow or other effects on text

We light the way

❌ NO!
Don't outline any text

We light the way

❌ NO!
Don't use italic for headlies, subheadlines or bodycopy.

We light the way

❌ NO!
Do not use any colors outside the Aurora Brand colors specified in the color section

We light the way

❌ NO!
Always think about legibility when choosing the color for text

03.1
Typography
for G-suite

Index

Hello!
Meet
Darker
Grotesque.

01.

Typeface

Nearly all applications will require typography in some form, and this requires careful attention and precision to maintain consistency across all branding. In addition to using the correct typeface, the amount of space between letters, words, and lines also needs adjustment.

The primary typeface used for all Aurora Solar typography is Roobert, designed and released in 2017.

Darker Grotesque is a dynamic, elegant, humanist, clean, timeless, typeface that pairs with Roobert well.

02.

Typography – weights

Out primary typeface used is Roobert light and should be used for headlines, subheadlines and potentially also for smaller copy sections. Additionally the typefamily consists of Roobert Regular and Roobert Bold. The use of italics should be limited and only used when necessary.

See next section for examples.

Regular.
Medium.
Extra Bold.

03.

Roobert
– glyph set

This section gives an overview of some of the characters in the typeface family. Roobert has a good glyph set capable of handling most romance languages, plus basic alphabetics.

Glyph set - Primary

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

½ ⅓ ⅔ ¼ ¾ ⅛ ⅜ ⅝ ⅞

(, . : ; ? ¿ ¡ ! . . . ¨ · ·) [& @ #] { - – — _ } „ ” “ , ‚ ' _ / \ ' " † |

¦ ‡ ° * # © ® ™ M $ ¢ £ ¥

€ µ × ÷ = ≠ > ≫ < ≪ ± ~ ¬ ^ Ω % ‰ ↑ → ↓ ← µ π º

Glyph set - Secundary

a Æ Á á á Ă ă ă Â â â Ä ä ä À à à Ā ā ā Ą ą ą Å å å å ´Å ´å å ´Ã ã ã æ ´æ ´æ ´Ć ć Č č Ç ç C ˆc ˆĊ ċ Đ ð Ď ď Đ đ E É é E ˘E ˘e Ĕ Ě ě Ê ê Ë Ë ë Ė Ė ė È È è Ē Ē ē Ę Ę ę É ə g Ğ ğ ğ G ˆg ˆg Ĝ ǵ ǵ Ġ ġ ġ Ħ ħ H ˆh ˆÍ í I ˇı ˆÎ î Ï ï İ i Ì ì Ī ī Į į Ĩ ĩ J ˆj ˆĶ ķ Ĺ Ĺ Í Ľ Ľ ľ Ļ Ļ | Ŀ Ŀ ŀ L ł Ł Ń ń Ñ ň Ņ ņ Ŋ ŋ Ñ ñ Ó ó O ˘o ˘Ô ô Ö ö Ò ò Ő ő Ō ō Ø ø Õ õ Œ œ Þ þ Ŕ ŕ Ř ř Ŗ ŗ Ś ś Š š Ş ş S ˆs ˆŞ ş ß ẞ Ə Ŧ ŧ Ť ť Ţ ţ Ţ ţ Ú ú U ˘u ˘Û û Ü ü Ù ù Ű ű Ū ū Ų ų Ů ů Ũ ũ Ẃ ẃ Ŵ ŵ Ẅ ẅ Ẁ ẁ Ý ý Ŷ ŷ Ÿ ÿ Ỳ ỳ Ź ź Ž ž Ż ż

04.

Typography - hierarchy

Headlines:
Darker Grotesque regular is the primary headline typefaces for all Aurora's brand communications and should be used for headline copy (2 to 10 words) and larger text. This copy will often be set on top of or in combination with photos and other graphics. As such, their settings shoud be a bit tighter overall for a more graphic look.

Subheadlines:
Darker Grotesque medium should be used for subheadlines. Subheadlines are usually a bit longer than headlines (10 - 30 words).

Headline 1
- font-family: Darker Grotesque;
- font-size: 120px;
- font-weight: 400;
- line-height: 108px;
- letter-spacing: -0.01em;

Headline 2
- font-family: Darker Grotesque;
- font-size: 96px;
- font-weight: 400;
- line-height: 86px;
- letter-spacing: -0.01em;

Headline 3
- font-family: Darker Grotesque;
- font-size: 72px;
- font-weight: 400;
- line-height: 65px;

Headline 4
- font-family: Darker Grotesque;
- font-size: 56px;
- font-weight: 400;
- line-height: 50px;

Headline 5
- font-family: Darker Grotesque;
- font-size: 44px;
- font-weight: 400;
- line-height: 40px;

Headline 6
- font-family: Darker Grotesque;
- font-size: 32px;
- font-weight: 400;
- line-height: 29px;

Headline 7
- font-family: Darker Grotesque;
- font-size: 24px;
- font-weight: 400;
- line-height: 22px;

Subheadline Body 12
- font-family: Darker Grotesque;
- font-size: 12px;
- font-weight: 400;
- line-height: 15px;

Alternate font

Alternate font

Alernate font

Alternate font

Alternate font

Alternate font

Alternate font

Subheadline

Typography - hierarchy

Body Copy:
Darker Grotesque regular and medium for longer copy (10 words and above) and smaller text sizes. The spacing and kerning of these fonts should be adjusted for legibility.

Hightlight:
For hightlights we reccomend using Darker Grotesque bold and extra bold.

Body 20

- font-family: Darker Grotesque;
- font-size: 20px;
- font-weight: 400;
- line-height: 25px;

Starry, starry night. Paint your palette blue and gray. Look out on a summer's day. With eyes that know the darkness in my soul. Shadows on the hills. Sketch the trees and the daffodils. Catch the breeze and the winter chills. In colors on the snowy, linen land

Body 16

- font-family: Darker Grotesque;
- font-size: 16px;
- font-weight: 400;
- line-height: 20px;

Starry, starry night. Paint your palette blue and gray. Look out on a summer's day. With eyes that know the darkness in my soul. Shadows on the hills. Sketch the trees and the daffodils. Catch the breeze and the winter chills. In colors on the snowy, linen land

Body 14

- font-family: Darker Grotesque;
- font-size: 14px;
- font-weight: 400;
- line-height: 18px;

Starry, starry night. Paint your palette blue and gray. Look out on a summer's day. With eyes that know the darkness in my soul. Shadows on the hills. Sketch the trees and the daffodils. Catch the breeze and the winter chills. In colors on the snowy, linen land

Body 12

- font-family: Darker Grotesque;
- font-size: 12px;
- font-weight: 400;
- line-height: 15px;

Starry, starry night. Paint your palette blue and gray. Look out on a summer's day. With eyes that know the darkness in my soul. Shadows on the hills. Sketch the trees and the daffodils. Catch the breeze and the winter chills. In colors on the snowy, linen land

Type tips:

Darker Grotesque renders smaller and thinner than Roobert. When setting with Darker Grotesque and trying to match a design in Roobert, consider going one type style darker (light to regular) and increasing the type size until the cap and x heights are similar.

04.
Frame

Index

⚠ Note: All Images in this guide is placeholder and for inspirational purposes only. These should be replaced before use in any public or commercial context.

01.

Aurora's frame
— function

The frame is the unique feature of
Aurora's brand and should therefore
be used carefully.

The frame is used as a dynamic visual
element, bringing the idea of the grid
system into the brand story. The idea
of the grid is blended with inspiration
from nature's elements and the way
solar panels are constructed.

The frame is a celebration of
community, the solar industry, and
precision.
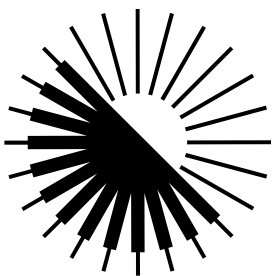
Aurora's frame
— build

To build the frame you should be using this simple guide:

1. Choose the format of your frame: square, horizontal or vertical rectangle
2. Divide the width by 4 - defining the size of the brandmark that will be placed in the top right corner.
3. Add a 17px square to all corners, this will be the safe space and end of the lines which essentially build the frame.

When creating horizontal frame (fig.5):
1. Use full size of the brandmark that will be placed on the left.

17 px

17 px

17px

17 px

1/4 (100px)

17px

17px

17 px

17px

17 px

17 px

17 px

17 px

17px

1/4 (100px)

17px

17 px

17px

03

17 px

17px

17px

1/4 (100px)

17px

17px

17px

17px

1/4 (100px)

17px

17px

17px

04

05

17 px

17 px

17 px

17 px

17px

17px

17px
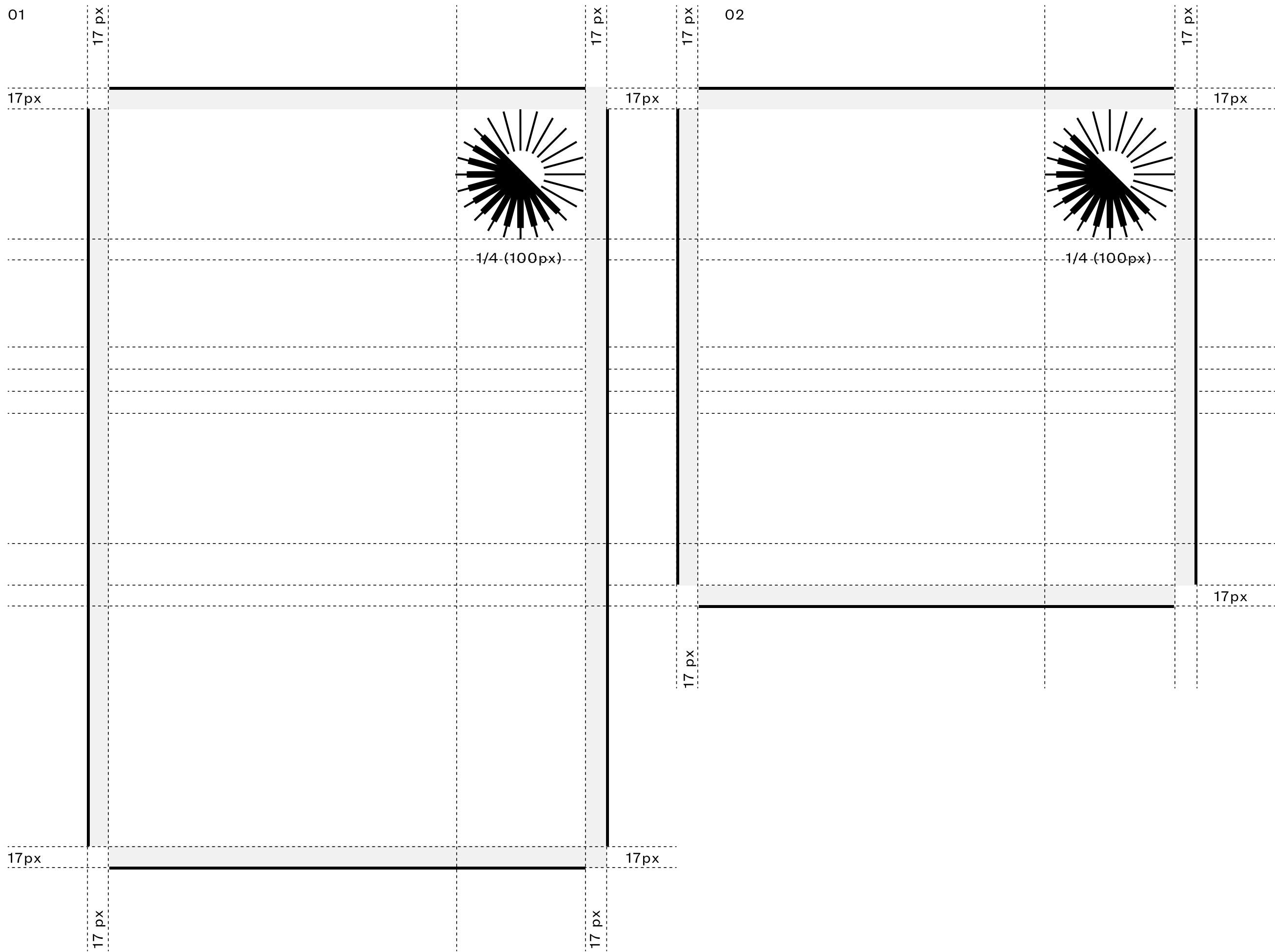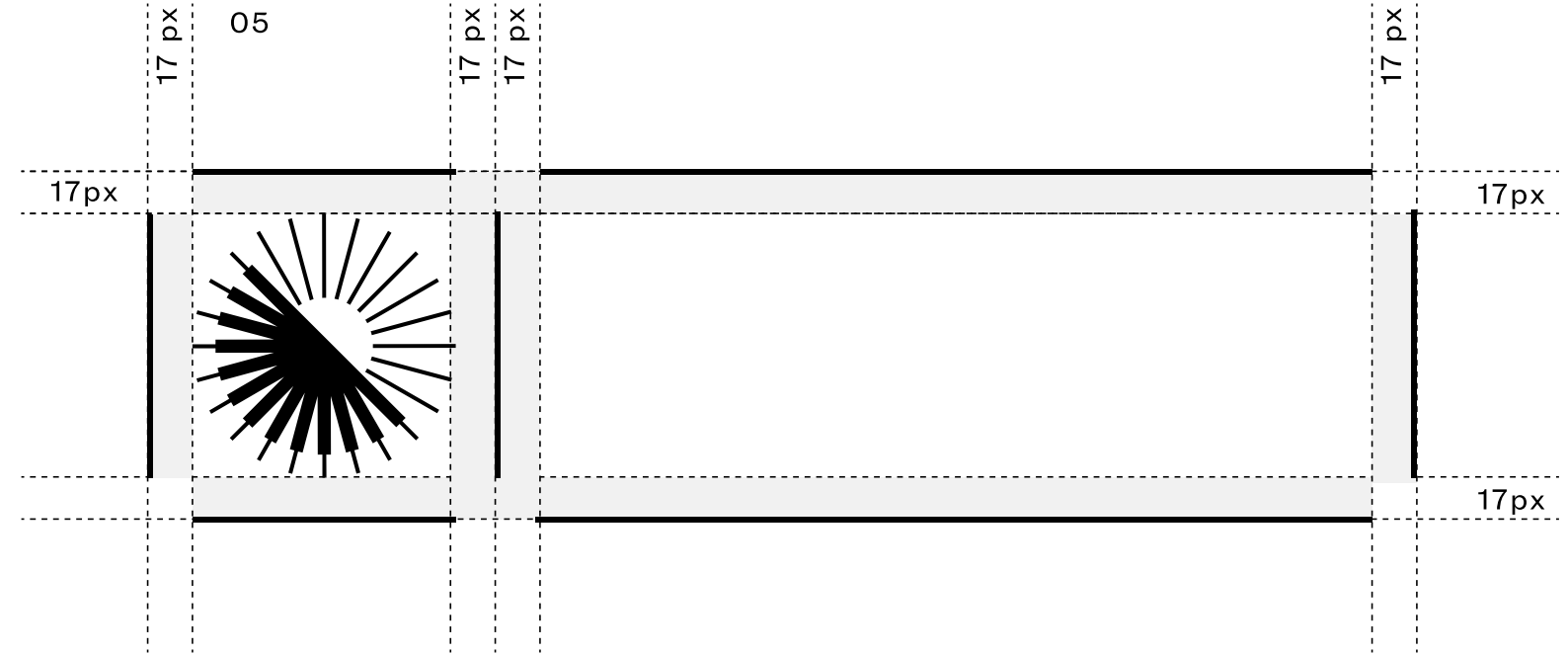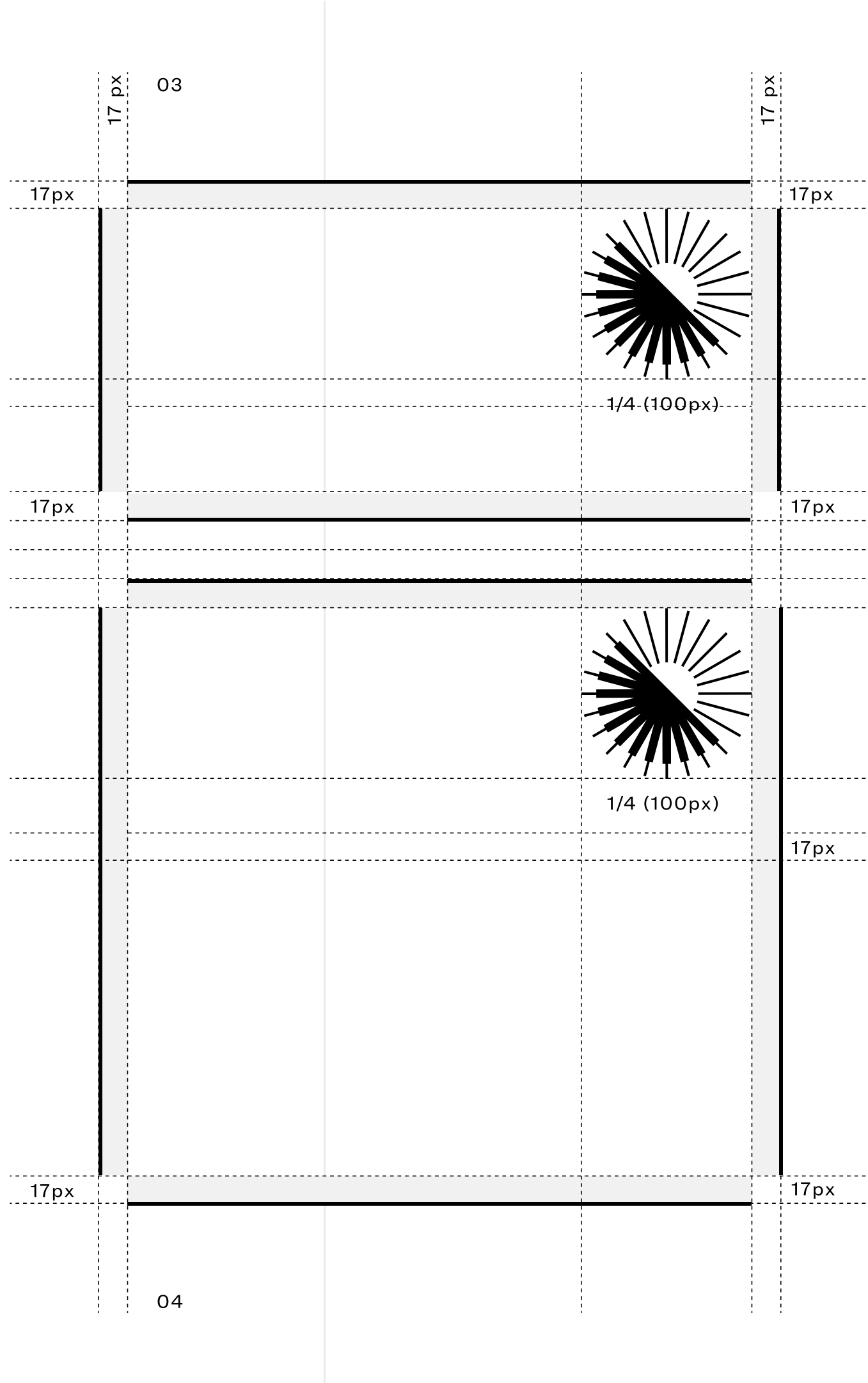
Aurora's frame
— sizing

When setting the right size, make sure to use full numbers, in this case, we used ratio 400x600 px and 400x400 px for the square option.

When building the frame without typography, use ratio (height:width):
 1. For vertical rectangle: 1:2
 2. For horizontal rectangle: 2:1
 3. For square: 1:1

When using typography within the frame, the height of the frame will be determined by the amount of text that will be used. You can find more information on this in the next section of this brand guide.

400 px

600 px

400 px

400 px

400 px

200 px 200 px

400 px

366 px

482 px

134 px
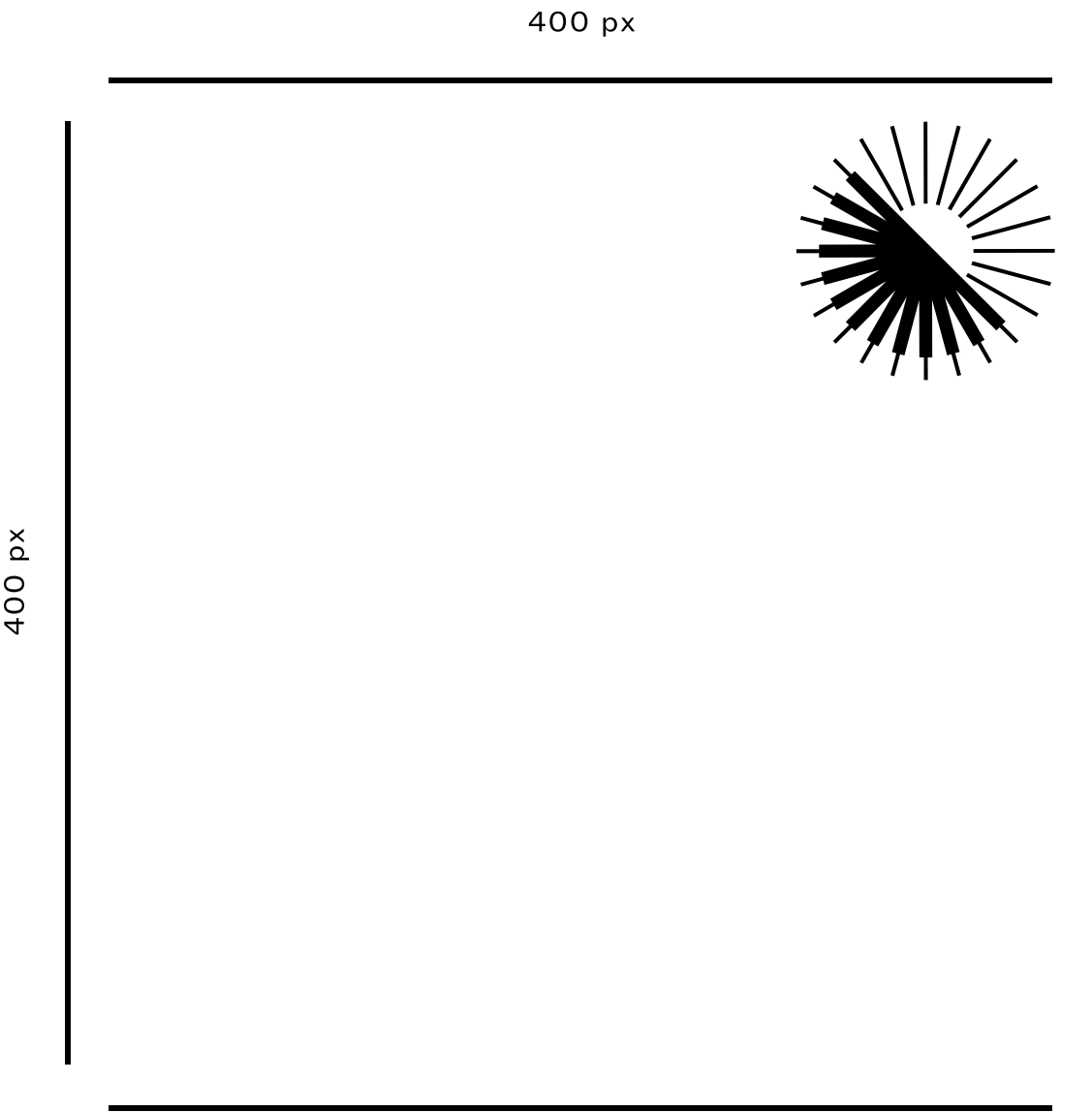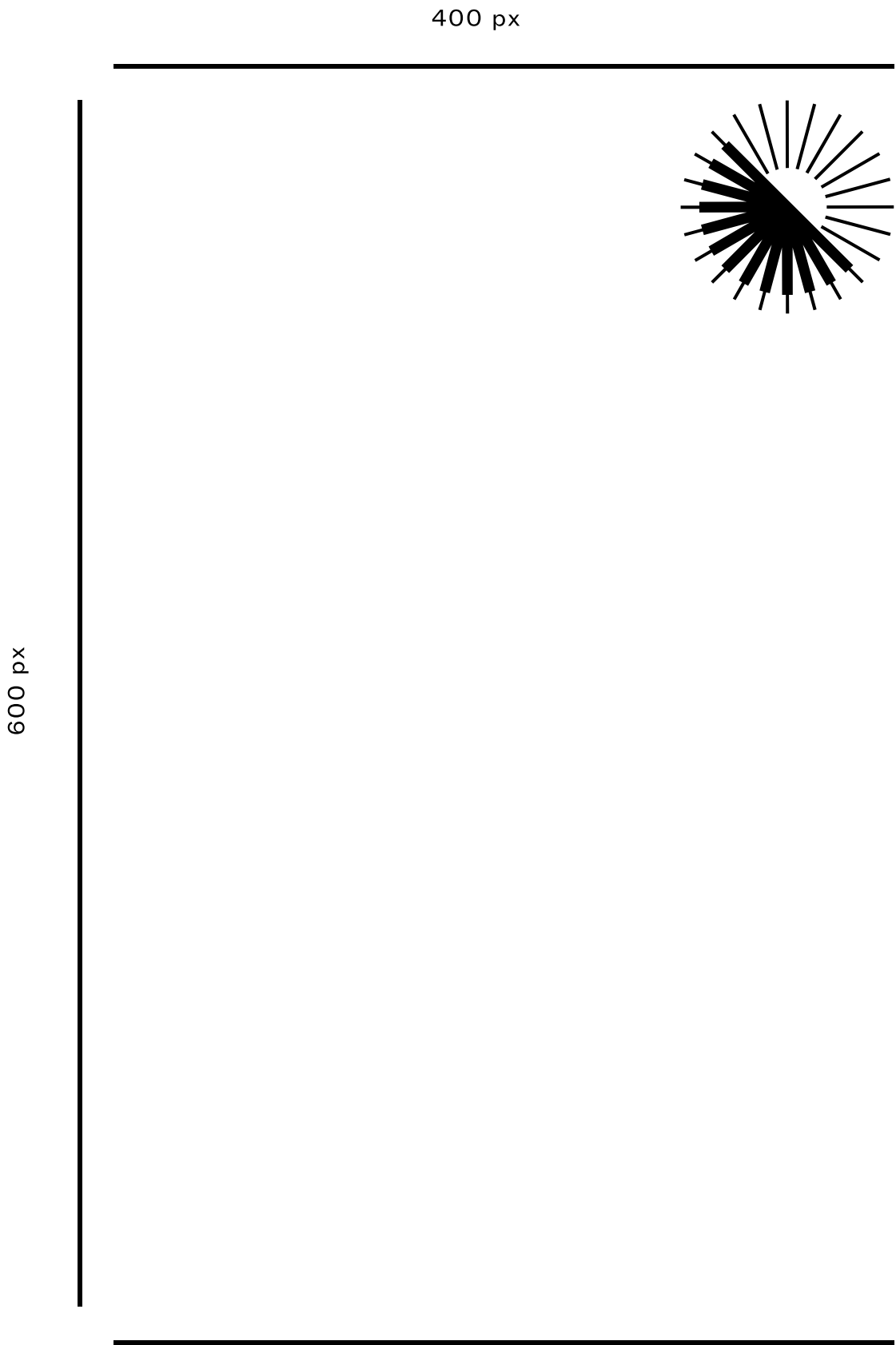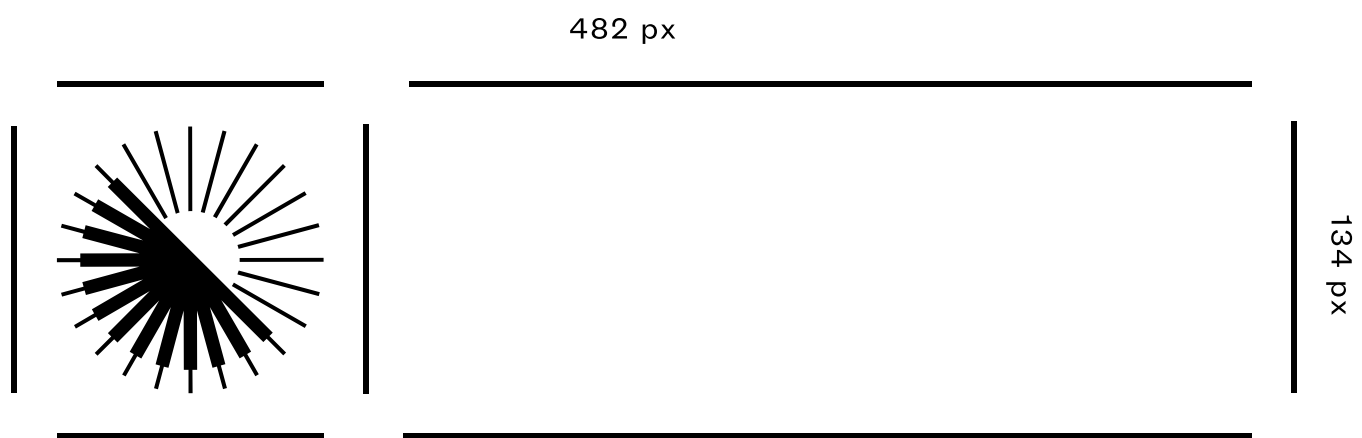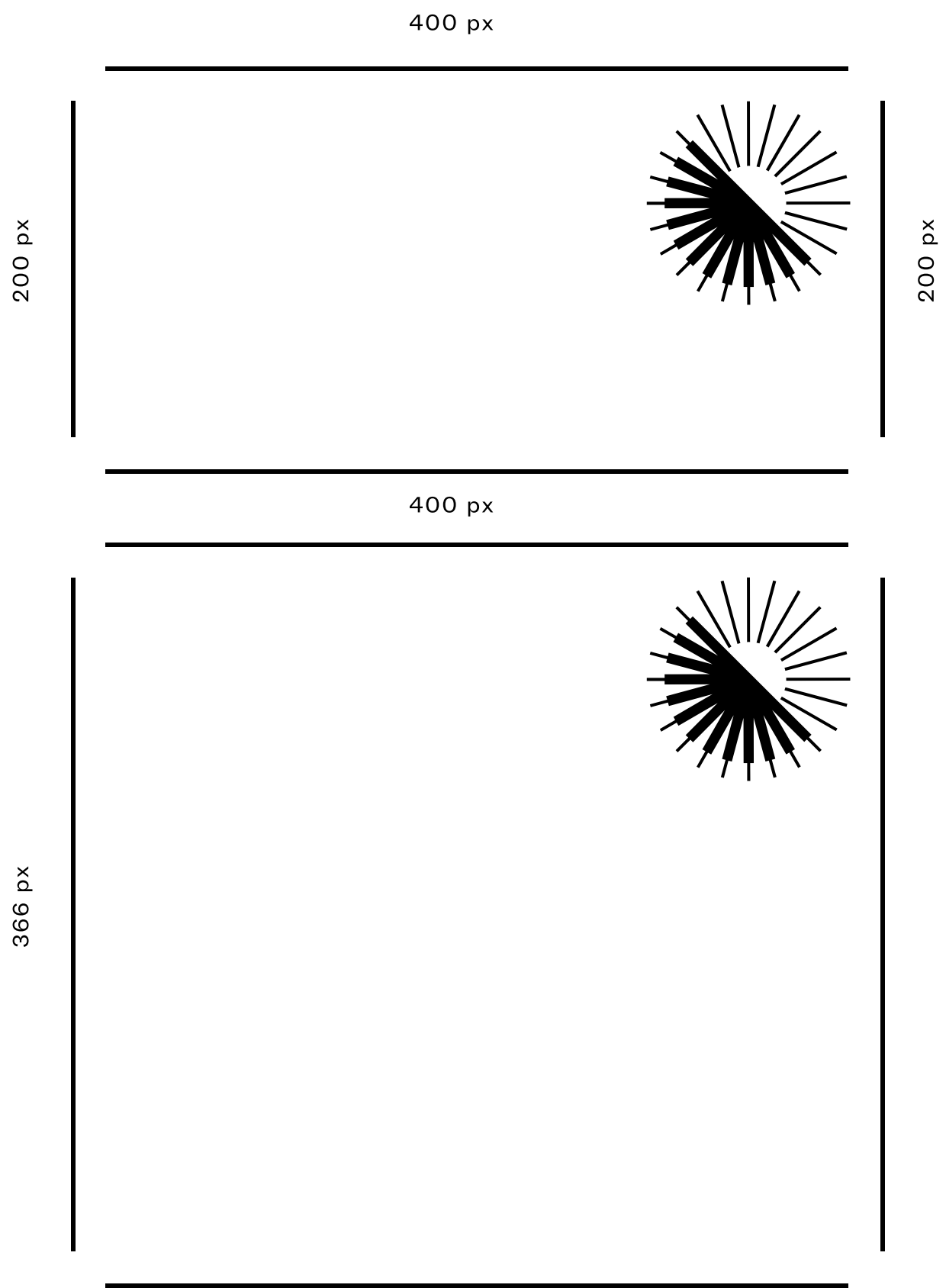
02

Frame + typography

The frame is flexible — it can be used on top of images or the 3D element (see 3D elements section), and it can also be used to frame content in other instances. The frame can be used with and without text. The concept is very dynamic. The vertical line should be moved upward if more text is added. We however recommend only adding a maximum of 3 lines per headline, and 4 lines for additional copy showed in example 3.

For additional information about the typography setting please refer to the typography section.

Sizing

The following section shows how to apply typography in the frame.

Headline + short text.

1. Start with placing a 1px stroke line in 1/3 of the height.
2. Add 17x safe space below the line.
3. Place 'SUBHEADLINE' underneath the safe space.
4. Add extra safe space: 3 x 17px= 51px
5. Place 'Headline'
6. Add safe space 2 x 17px= 34px
7. Place 'body text'
8. Add safe space 17px.

Following the above rules, lift all typographic elements to the point where the last body text will reach the bottom safe space of the frame.

400 px

17 x

51 px

34 px

17 px

17 px
17 px

SUBHEADLINE

Headline

This is a short text.

Panel 1:

400 px

17 x

51 px

SUBHEADLINE

Headline

34 px

This is a short text.

17 px

17 px 17 px

Panel 2:

400 px

17 x

51 px

SUBHEADLINE

Headline in two lines

34 px

This is a short text in two lines.

17 px

17 px

Panel 3:

400 px

17 x

51 px

SUBHEADLINE

Headline in two lines... okay, maybe three.

34 px

This is a longer text that goes in several lines. This is a longer text that goes in several lines.

17 x

17 px 17 px

03.

Solar cell inspired grid

The concept of the frame is very dynamic. It's inspired by solar cells and similar to these cells, the frame can be combined and hold more information. Additional frames or "cells" can be applied horizontally or vertically, but never diagonally.

Horizontally:
For consistency reasons, it's important that we don't manipulate the order of information in the cells. The Aurora brandmark should always be placed on the top. Secondly, the subheadline and headline. And lastly the smaller text using the same weight as a subheadline.

Vertical:
When using the vertical option the brandmark should always be placed to the left. When choosing this option, it is only possible to add more frames vertically.
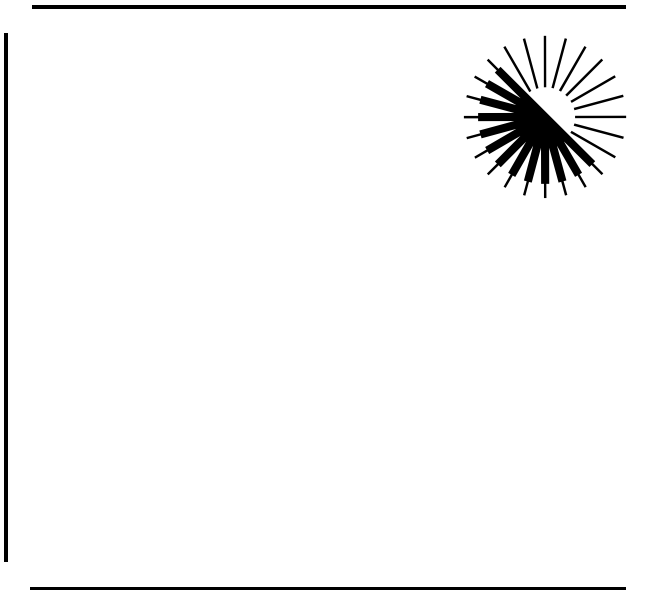
Single default frame – Vertical
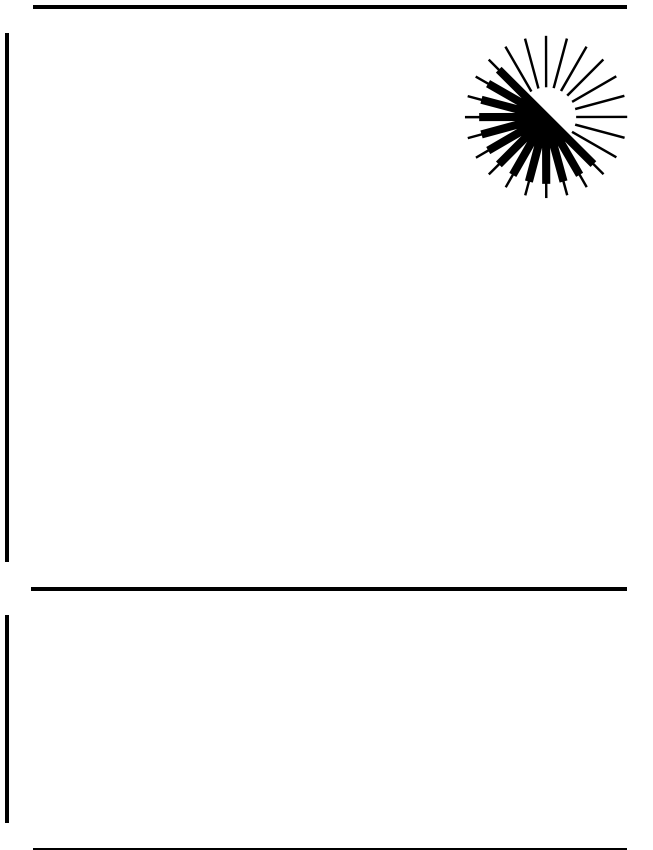
Frame. 2 cells – Vertical
(the height and width of each cell is dynamic)
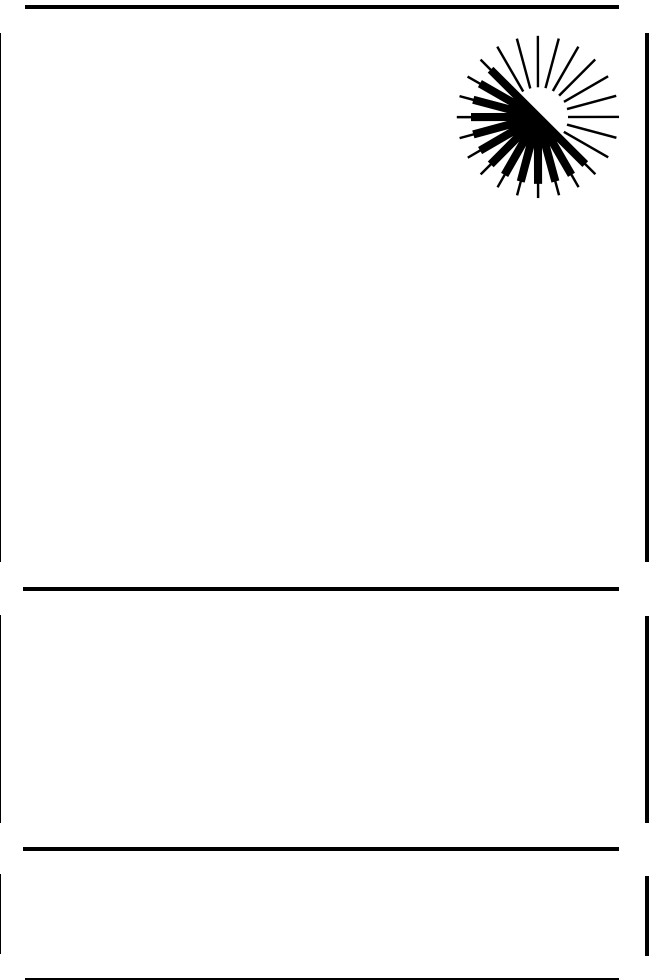
Frame. 3 cells – Vertical
(the height and width of each cell is dynamic)
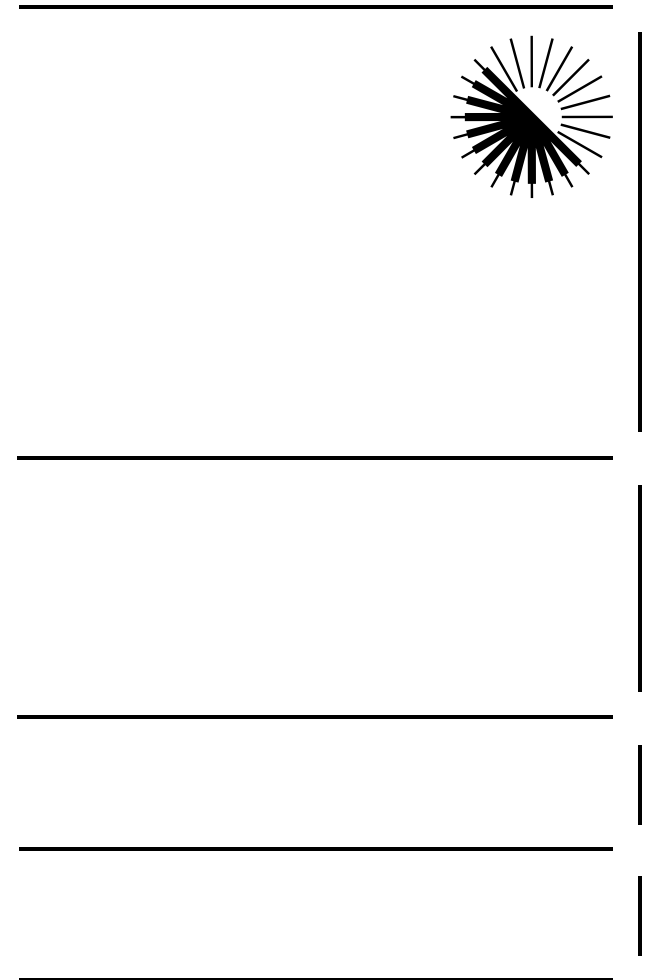
Frame. 4 cells – Vertical
(the height and width of each cell is dynamic)
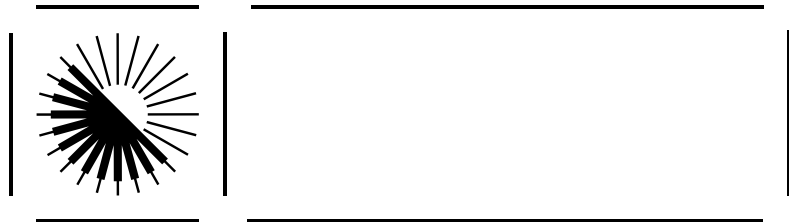
Frame. 2 cells – Horizontal
(the height and width of each cell is dynamic)
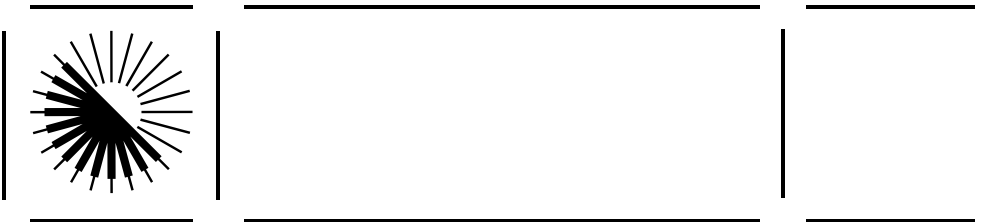
Frame. 3 cells – Horizontal
(the height and width of each cell is dynamic)

04.

Examples
– typography

The following section shows a few examples
of typography use within the frame. The use
is dynamic and is therefore not limited to
these 5 examples.

400 px

600 px

17 x

4 x 17 px

51 px

SUBHEADLINE

Headline in
two lines

17 px

1/3 h

17 px
17 px

400 px

400 px

17 px

4 x 17 px

51 px

SUBHEADLINE

Headline

1/3 h

17 px
17 px

400 px

17 px

4 x 17 px

51 px

SUBHEADLINE

Headline

17 px
17 px

This is a very short text that
goes in two lines.

17 px

17 px
17 px

---

400 px

200 px

17 px

4 x 17 px

51 px

SUBHEADLINE

Headline

17 px
17 px

This is a very short text that
goes in two lines.

200 px

17 px

1/2 h

17 px
17 px

---

400 px

200 px

SUBHEADLINE

Headline
two lines

17 px
17 px

This is a longer text
that goes in several
lines. This is a longer
text that goes in
several lines.

17 px
17 px

05.

Colors in use

Only use a black or white frame when placed on bold colors. At the end of this section, you will find some examples of how to use a frame on images and 3D elements.
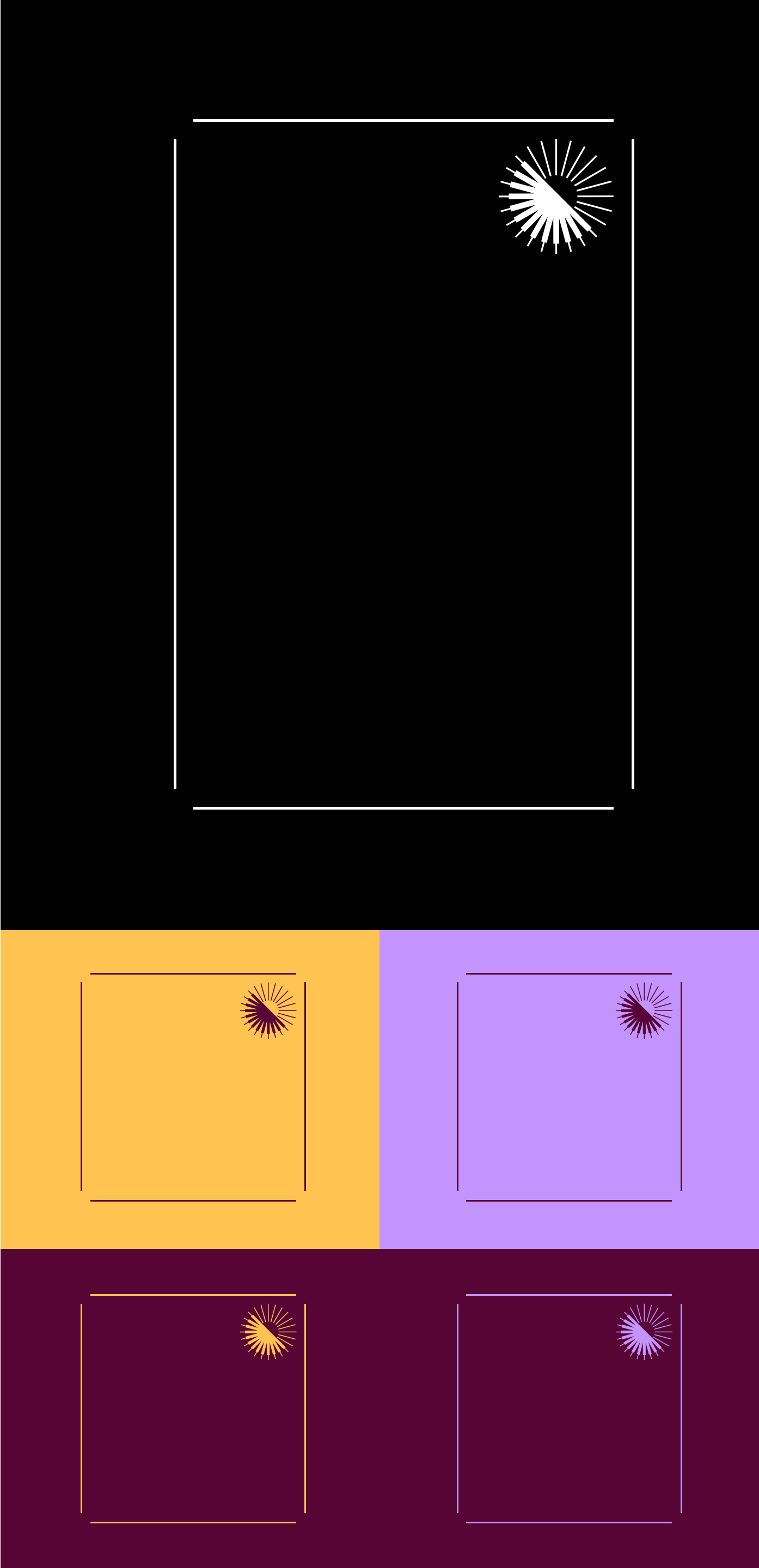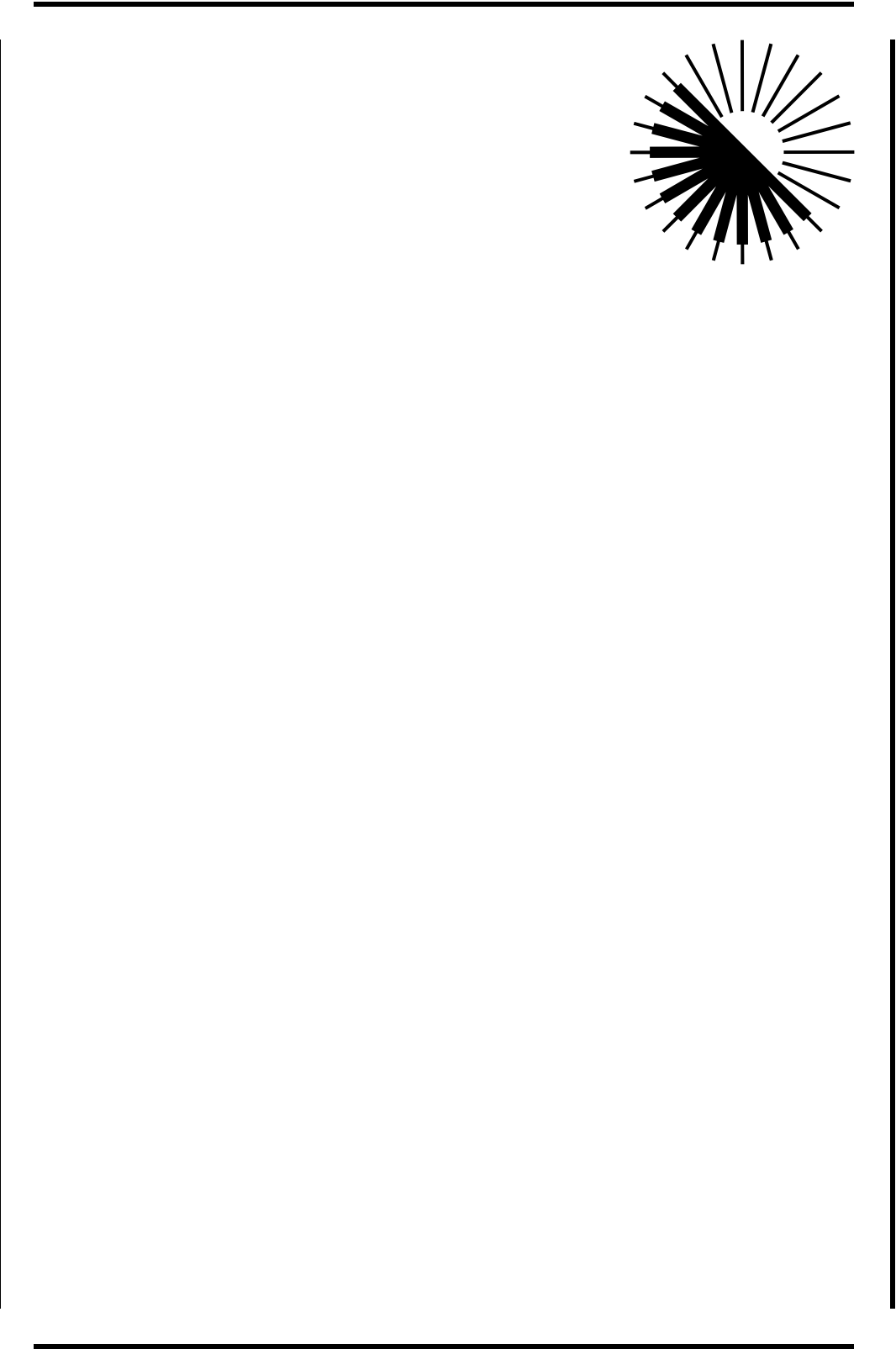
Frame + Photography

NOTE: It is only possible to use the yellow frame on dark images and 3D elements. Always make sure the contrast is visible enough.
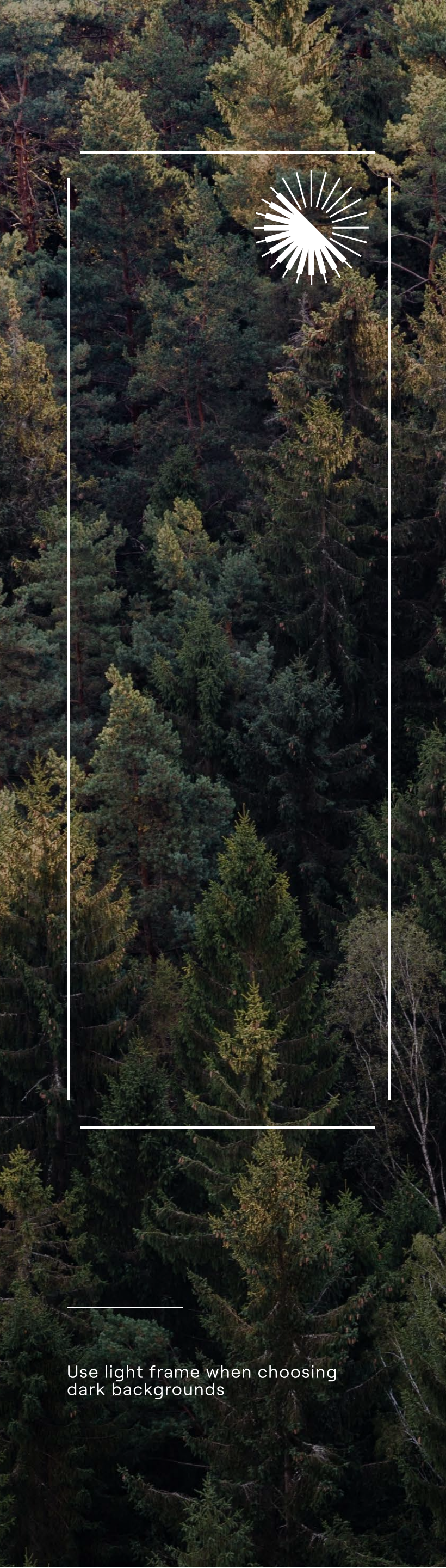
Use light frame when choosing dark backgrounds

Use light frame when choosing dark backgrounds

Use dark frame when choosing light backgrounds

Color misuse

When creating color combinations you should always think about contrast. Choose colors from the primary palette. No attempt should be made to alter the frame or brandmark in any way.

The following section list some of the more likely mistakes.

❌ NO! Never use any of the secondary colors as color of the frame

❌ NO! Never use any of the digital colors for any frame elements

❌ NO! Do not use any non Aurora colors

❌ NO! Never use yellow frame on any secondary colors.
It is only possible to use a yellow frame when used with photography
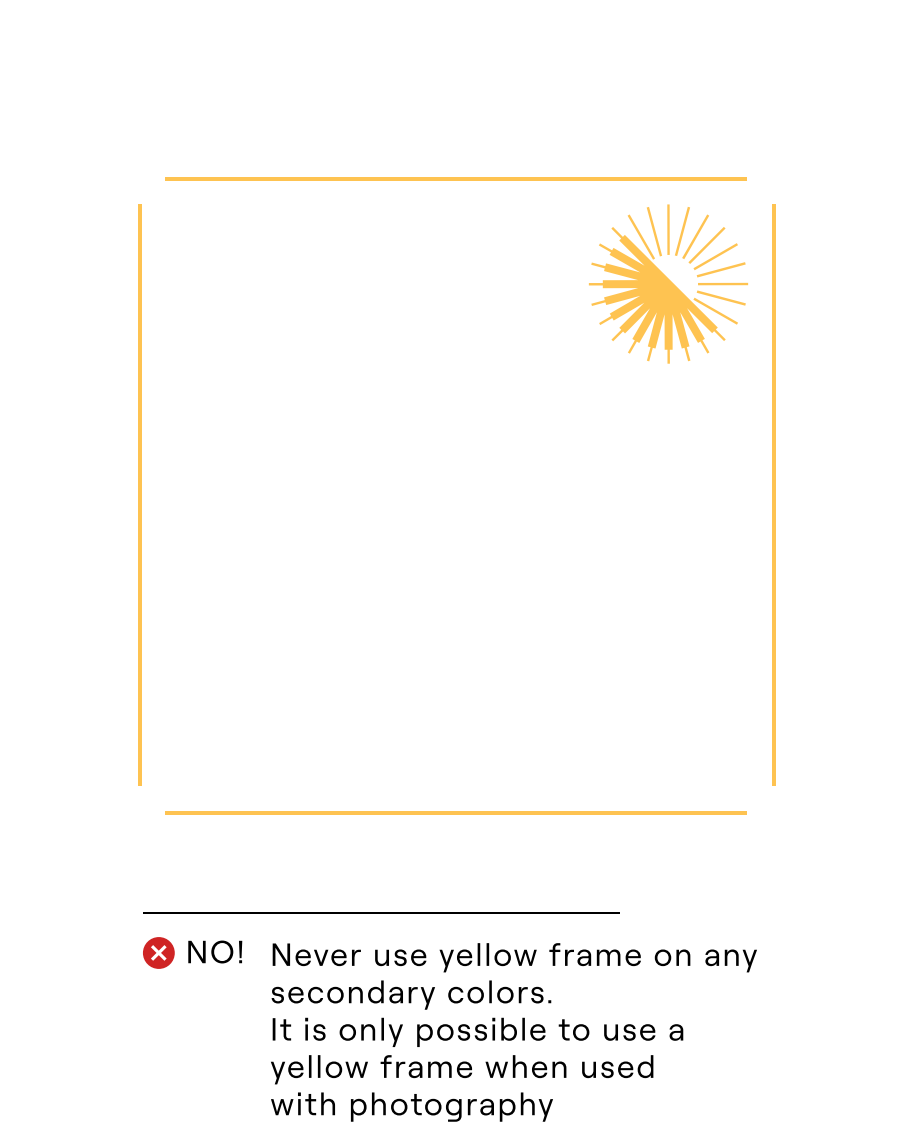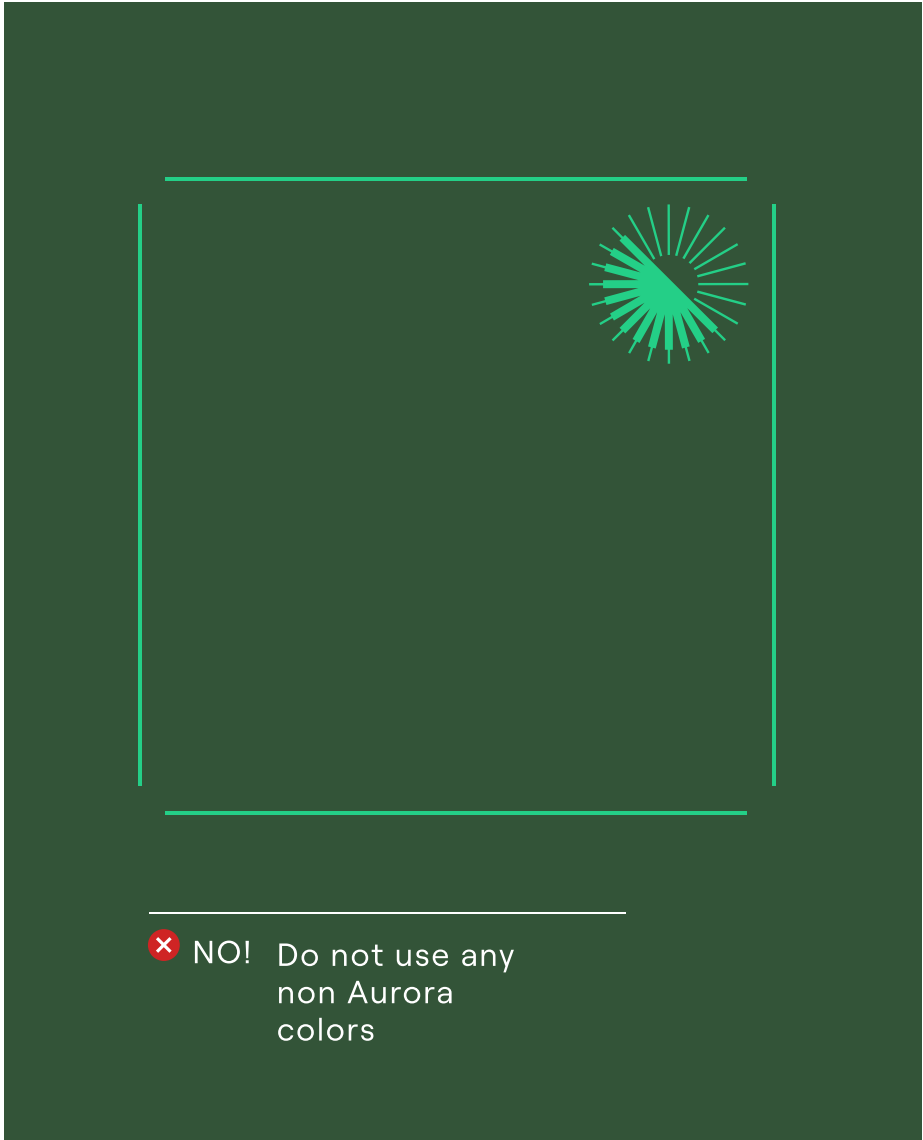
Frame + Photography construction

When using the frame over top of an image using this layered construction to insure that brand a

Frame ·······································

Overlay ·······································

Image ·······································

06.

Frame in use

Here are some examples of frames in use across different touchpoints. Next to the frame, you will find typographic dimensions:

1. Typeface weight
2. Typeface size
3. Line height
4. Letter spacing

UPPERCASE
Weight – Light
Size – 13 pt
Line height – 18 pt
Letter spacing – 7%

Weight – Regular
Size – 40 pt
Line height – 38 pt
Letter spacing – 0%

AURORASOLAR.COM

The future of solar, today.
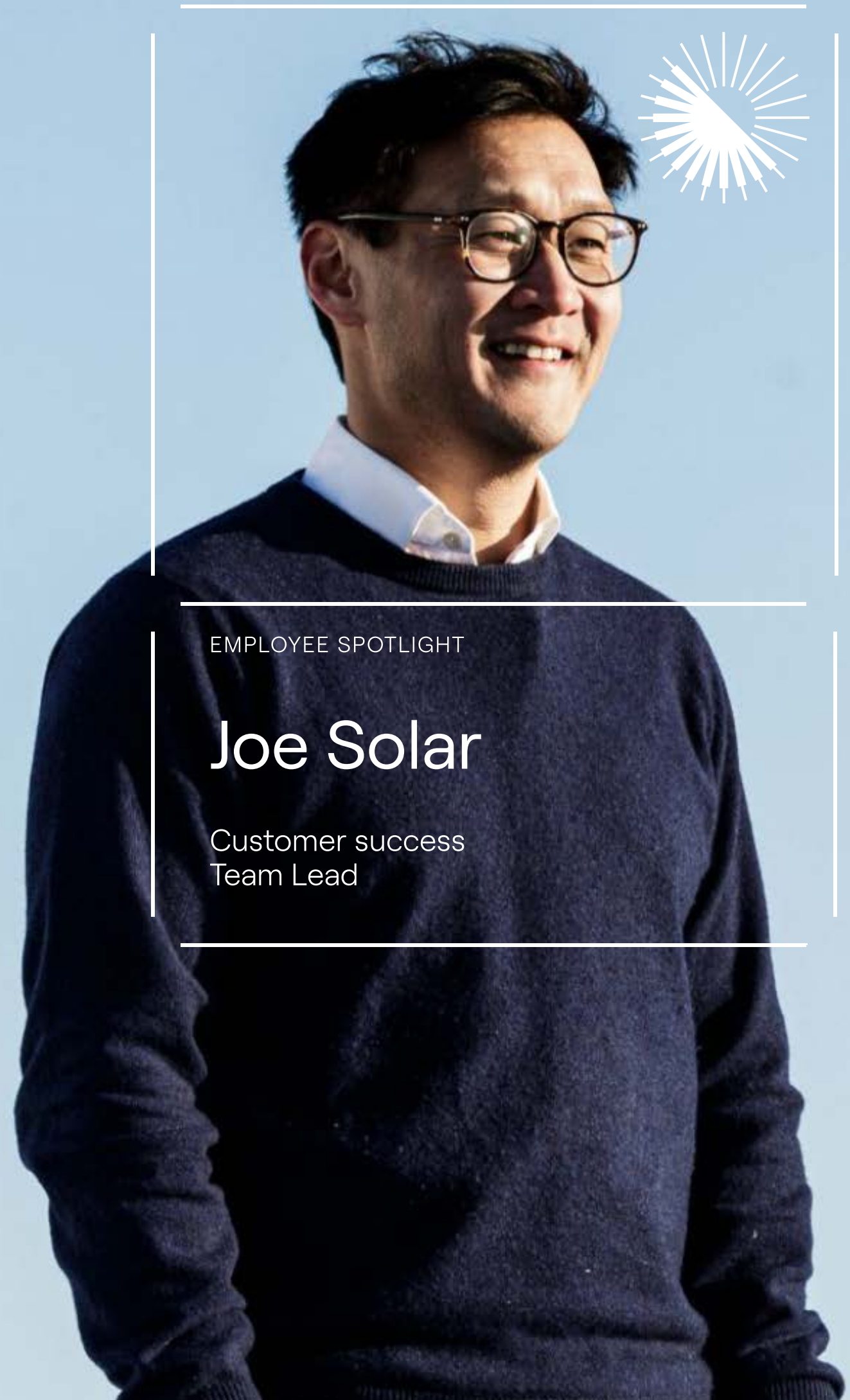
EMPLOYEE SPOTLIGHT

Joe Solar

Customer success
Team Lead

SUBHEADLINE

The future of
solar, today.

This is a longer text
that goes in several
lines. This is a longer
text that goes in
several lines.

UPPERCASE
Weight – Light
Size – 13 pt
Line height – 18 pt
Letter spacing – 7%

Weight – Regular
Size – 40 pt
Line height – 38 pt
Letter spacing – 0%

Weight – Light
Size – 18 pt
Line height – 20 pt
Letter spacing – 0%

07.

Frame misuse

It is important that the appearance of the frame remains consistent. The frame should not be misinterpreted or modified.

No attempt should be made to alter frame in any way. Its orientation, color and composition should remain as indicated in this document — there are no exceptions.

To illustrate this point, some of the more likely mistakes are shown on this page.

❌ NO!
Do not apply a gradient to to the frame
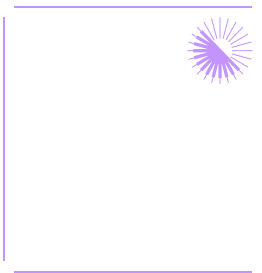
❌ NO!
Do not resolve the frame or brandmark in different colors. Use only primary colors.
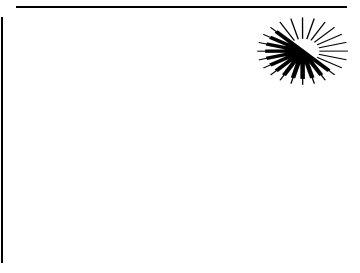
❌ NO!
Do not distorte or wrap the frame in any way

❌ NO!
Do not rotate the brandmark
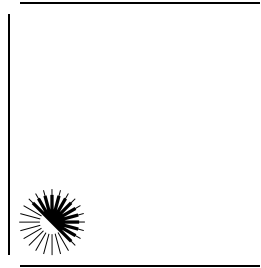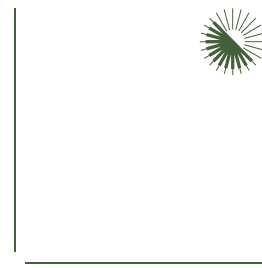
❌ NO!
Do not change the frame color or tone outside those colors specified in the color section
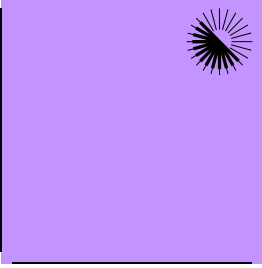
❌ NO!
Do not use solid backgrounds within the frame

Frame misuse

It is important that the appearance of
the frame remains consistent.
The frame should not be
misinterpreted or modified.

No attempt should be made to alter
frame in any way. Its orientation, color
and composition should remain as
indicated in this document — there
are no exceptions.

To illustrate this point, some of the
more likely mistakes are shown on this
page.
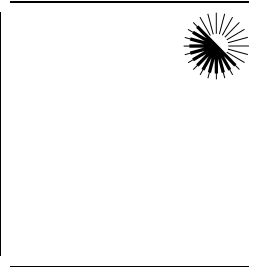
NO!
Do not use any type of shadow
on the frame

NO!
Don't use the wordmark inside
the frame
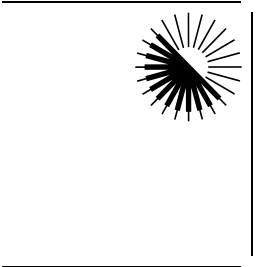
NO!
Don't not scale the brandmark
inside the frame. The size of the
brandmark should be 1/4 of the
frame size.

NO!
Do use the frame without the
brandmark (unless used as grid)

NO!
Don't use more than 3 lines
of text in the headline.
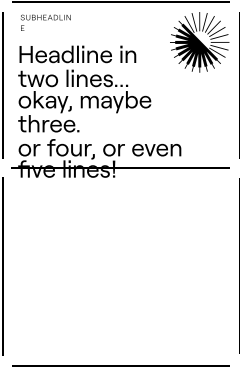
NO!
Don't place typography in
the upper section

SUBHEADLIN
E
Headline in
two lines.

SUBHEADLIN
E
Headline in
two lines...
okay, maybe
three.
or four, or even
five lines!

SUBHEADLIN
E
Headline in
two lines...
okay, maybe
three.
or four, or even
five lines!

aurora

05.
Iconography

Index

01.

Iconography
- system

Icons are made with 1.5 px stroke and are constructed on a 20x20px grid. They then resize to the other sizes from there.

Please utilize this construction technique if creating new icons.

20 px

20 px
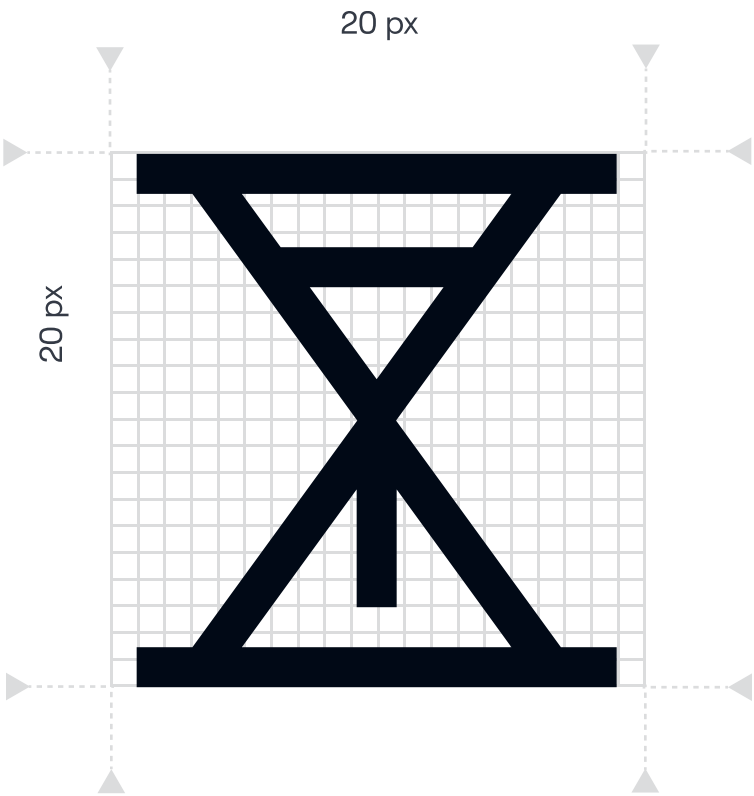
Each icon is reduced to its minimal form, expressing essential characteristics.

- A main motif is to communicate as clearly as possible by stripping away unnecessary details and appearing simple.
- Keep motifs in context of what it should communicate.
- Avoid overly abstract motifs.

02.

Iconography
- set

A selection of initial icons has been created to show the system behind it. This selection is meant for inspiration for the futher development of icons.

If none of the icons that have already been developed meet a specific requirement, a graphic designer will need to develop new icons based on the guidelines outlined in the previous section.

03.

Iconography
– sizing functional UI

When using an icon from the library. consult the this chart. If you have more questions consult the Borealis Design System.

	DEFAULT	Build at this size	Status & Avatar	Avatar
+	+	+	+	+
12x12px	16x16px	20x20px	24x24px	32x32px

Functional UI

Functional product UI icons.

Decorative pictogram

Decorative pictograms are reference to page views and are not functional.

⊠

12px icon

@Sp-3

Body 12

⊠ Button CTA

XS Components

Input	⌄
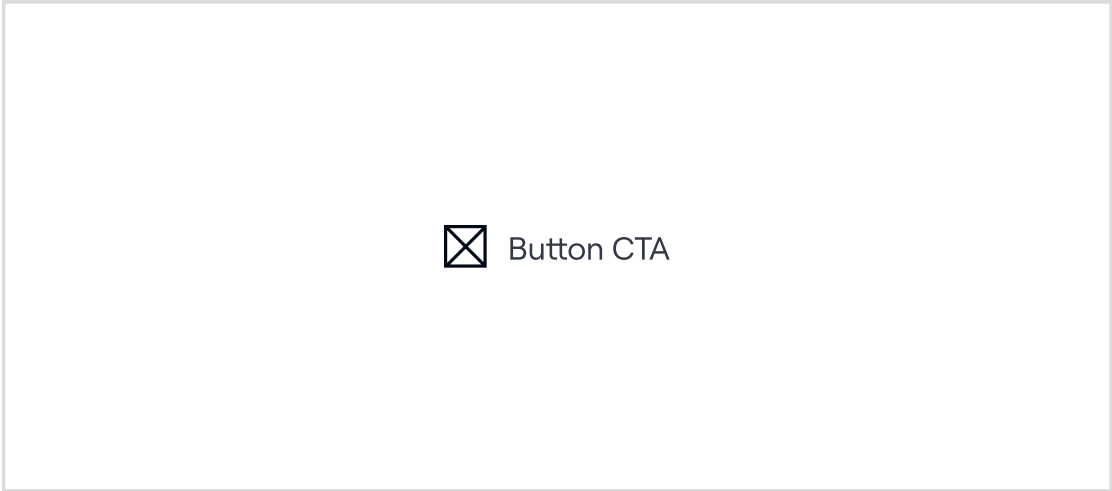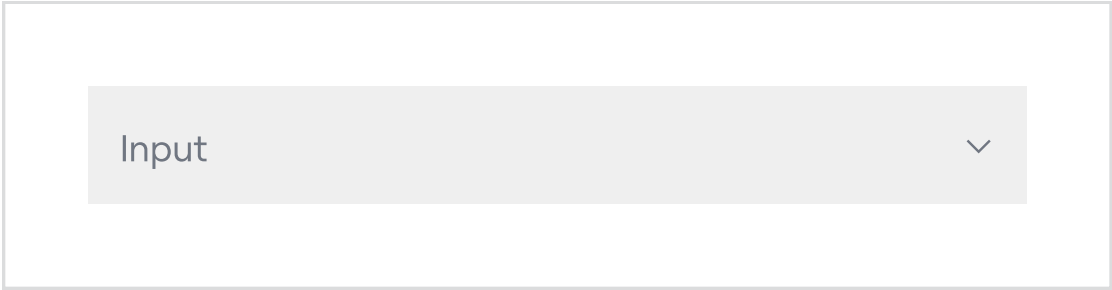
- 32px size components
- Basic & standard UI controls such as close icon dropdow ui, breadcrumb trails, and simple non obtrusive uses of larger UI.

⊠

16px icon

@Sp-4

Body 14

⊠ Button CTA
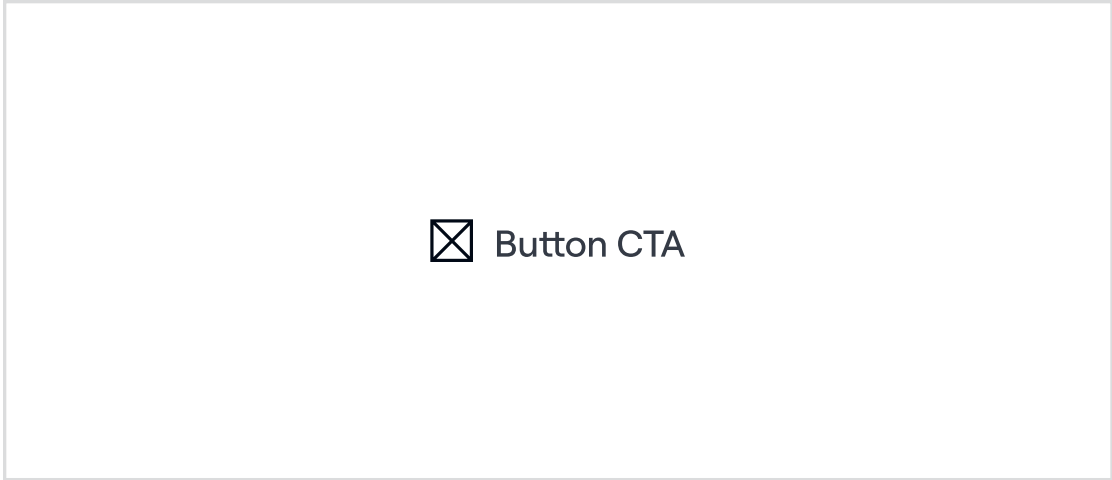
Body 14 always paired with a 16px icon

SM Components

Title

🔍 Placeholder   ⊠ Button CTA

Title

🔍 Placeholder   ⊠ Button CTA
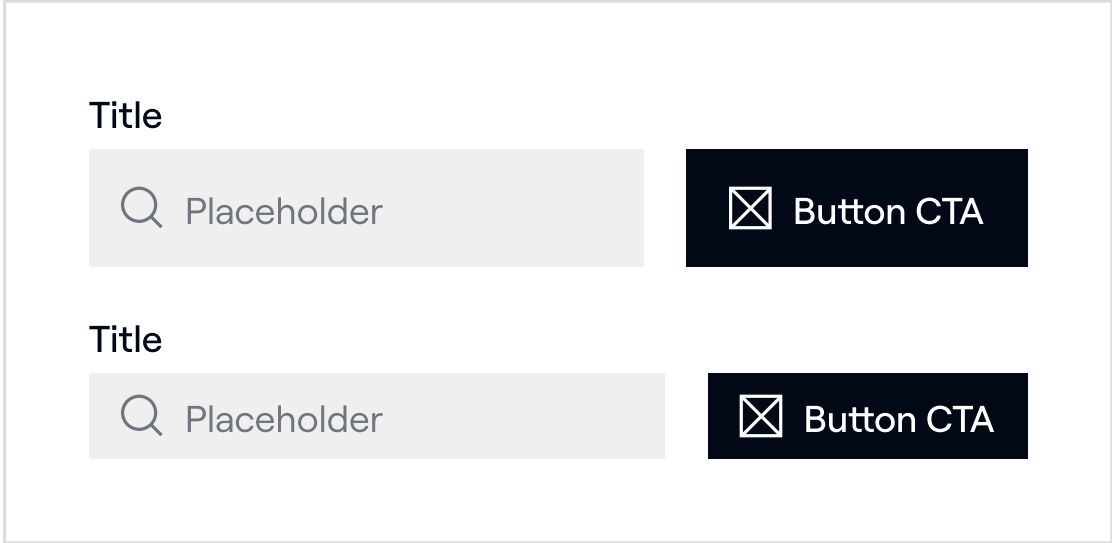
44px size components always paired with a 16px icon

04.

Iconography – examples

The following example of icons are for inspirational purposes only. Please refer to Borealis Design System. for further clarification.

☐ Button

☐ Button →

☐ Button ⌄

Performing action...

✓ Action complete   ✕

✕ Action complete   Try again   ✕

Request Expert Model Support

Get your design modeled by 3D modeling expert.

Button

☐ Edit   ▭ Sales   ⋮

Design 1
Last edited 1 min. ago

Cost   Size   Offset
$33,093   8.3 kWh   98 %

Draft   👁 ⤓

Projects

🔍 Search   ⏚

☐	Name ↓	Updates
☐	Jay Anderson	📄 Sent
☐	Penelope Gomez	✦ In progress
☐	Waterworks Inc.	
☐		✦ Accepted
☐	Mc Donalds, Santa Ana	In progress
☐		
☐	Mario Pagano	📄 Error

1 2 3 4 5 … →   Showing XX of XXX results.

06.
Photography

Index

⚠ Note: All Images in this guide is placeholder and for
inspirational purposes only. These should be replaced
before use in any public or commercial context.

01.

Concept

The photography style is inspired by sunrise and sunset. These times of day are all about the sun — they are literally characterized by it — but they are more distinct and ownable than that full midday sun we see everywhere. Think of scenes washed in warm but softer light, creating almost an ombre effect.

This lower light also helps to create shadows, which only serve to further emphasise the light, and draw the eye to where the sun is breaking through.

Brand images can be found in the Brand Photos Library
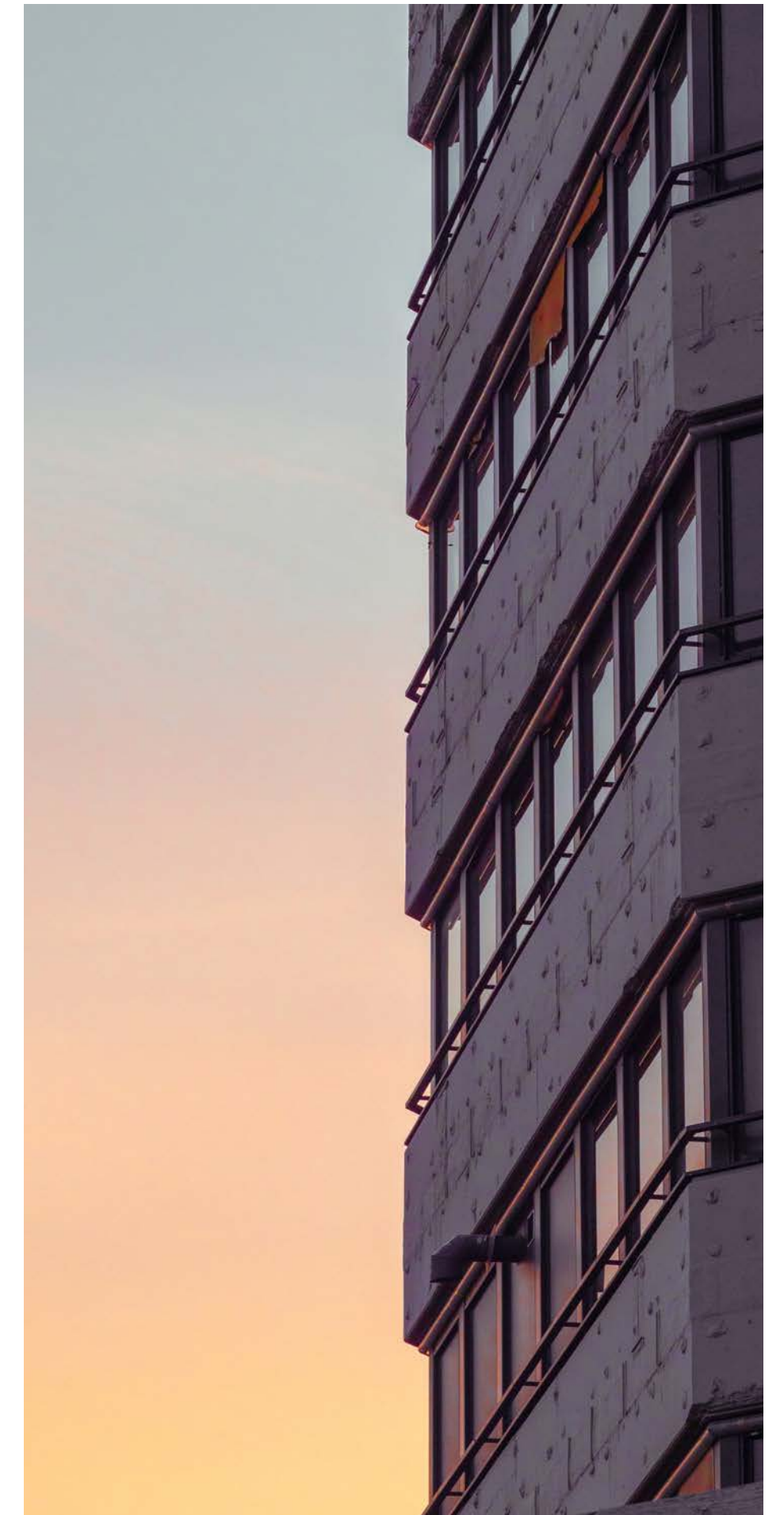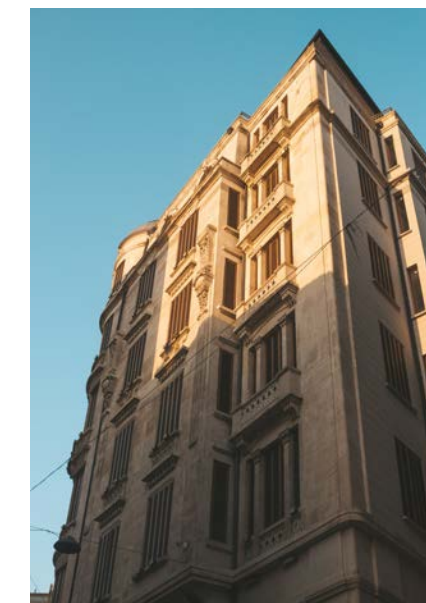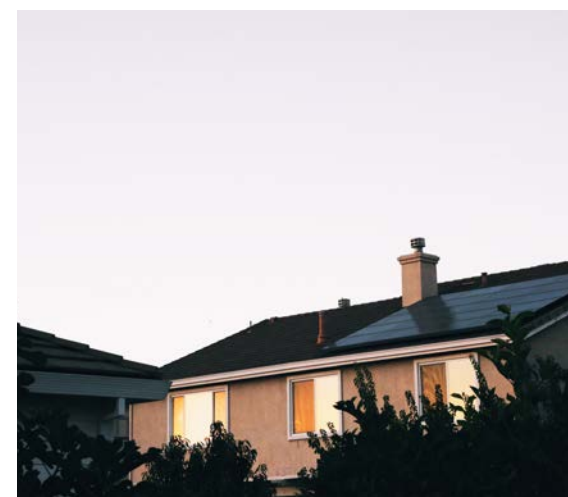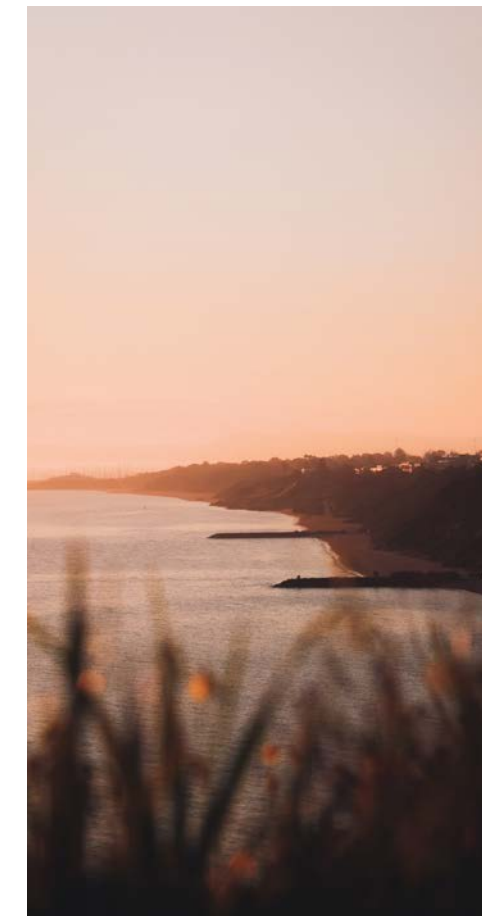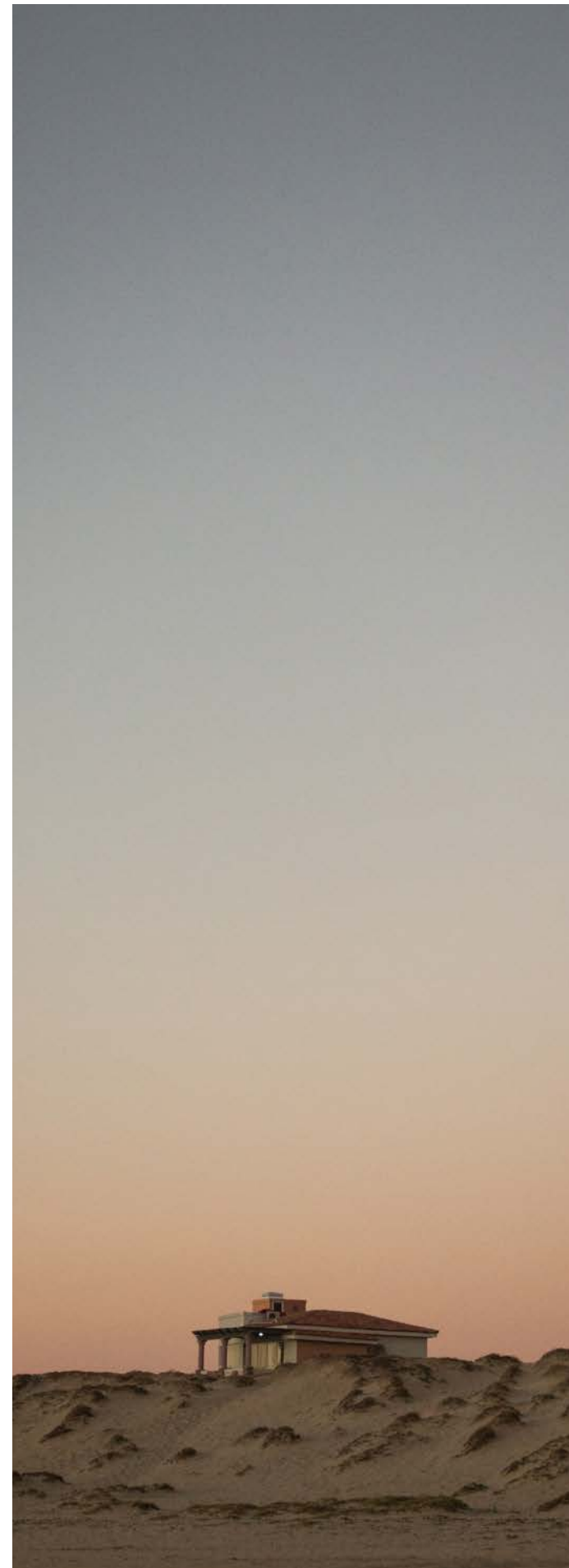
02.

Settings
— homes

Showing high-end but "real" and accessible homes.

Images should look clean, and the solar panels should be evidently visible, but not necessarily always front and center.
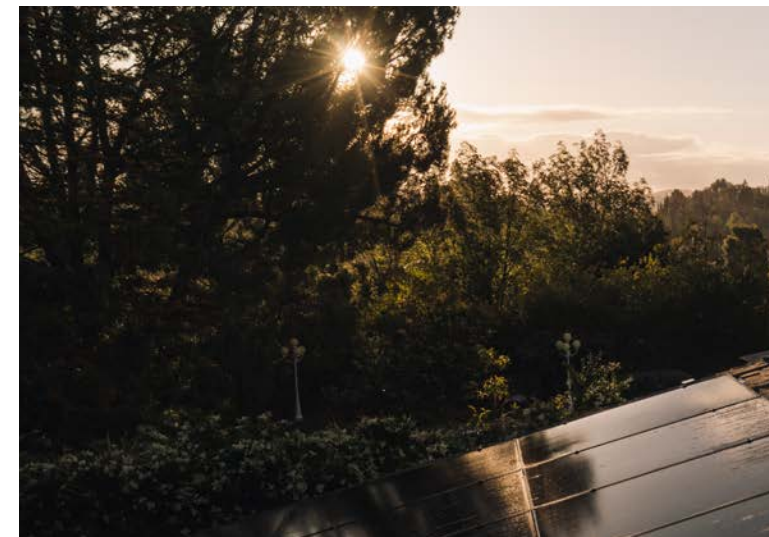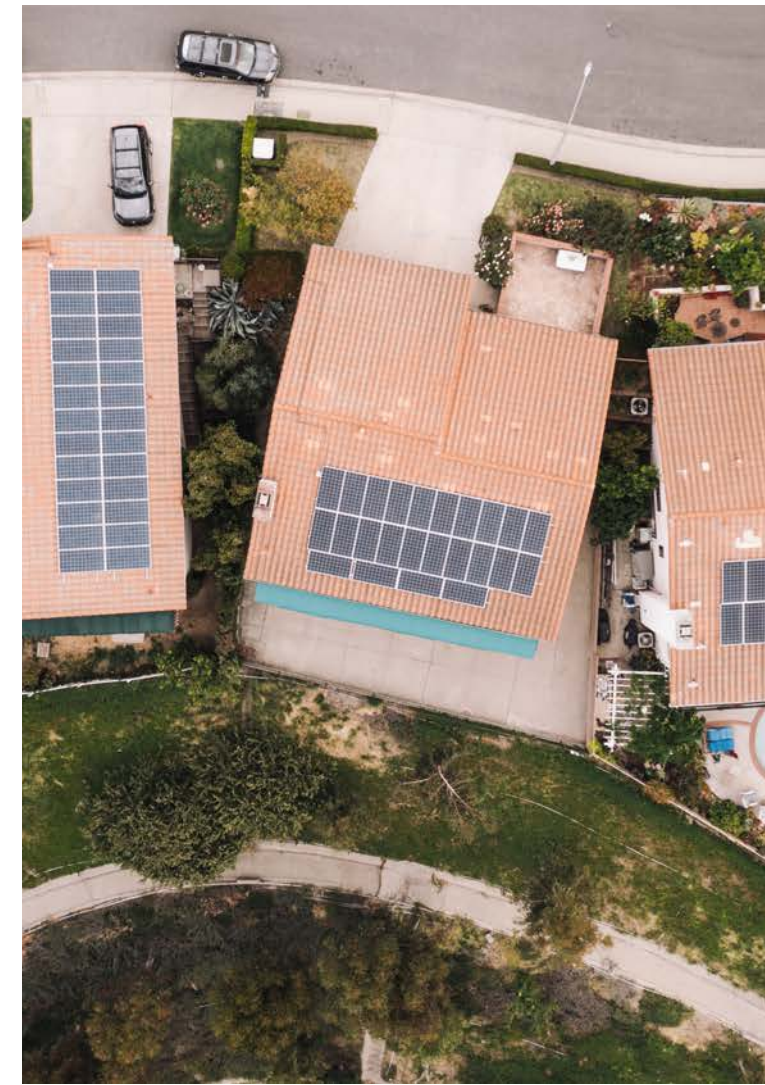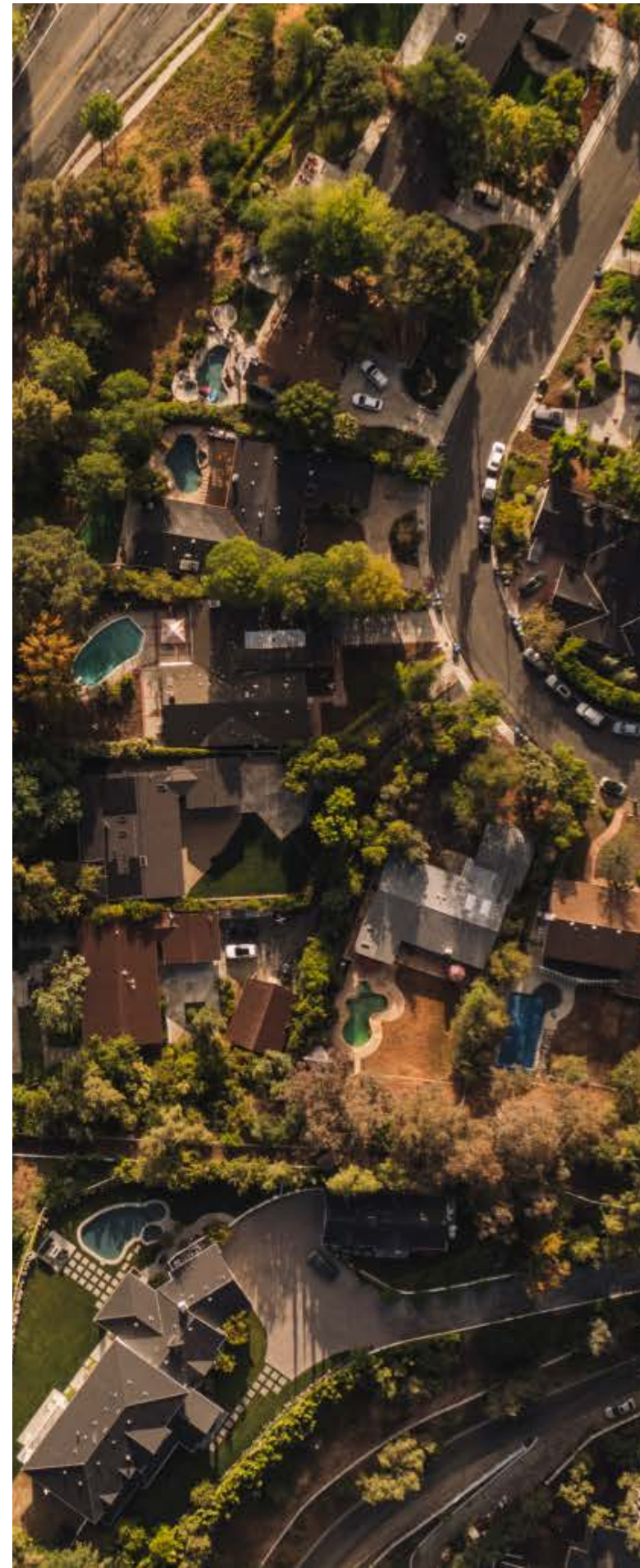
Settings
-communities

There is an opportunity to show
community by zooming out to show
multiple homes. This reinforces the
idea of several things coming
together to accomplish or affect
something bigger together.

03.

Settings
-light

Photos should use lighting that feels natural and welcoming and adds a little bit of character to the image – without making it seem staged or distanced.

Lighting should reinforce the overarching sun set / sunrise concept. Avoid a full midday type of light.

04.

Settings
–People

When photographing people it's important to capture honest moments, so that we can avoid the cheesy stock feeling. We want to show real people in their natural environments, whether this is at work or on site. This can be in the context of the office, sales, installation, etc.

When we do portraits, we are still careful to show people in their natural workplace surroundings. The images should be used to set a scene and create a mood, while reinforcing the core branding parameters: premium, authentic, human, simple. This approach is inspired by our honest and straightforward approach to Solar.

In the future this can evolve to include homeowners, when Aurora Solar grows their B2C offering.

Avoid fashion models and over-styling – the goal is to show real people in real contexts.

05.

Image treatment

Imagery is an essential element of our branding and used to communicating the technical and human side of Aurora Solar. As such, we recommend using them generously, while always ensuring they're appropriate for the task at hand.

- Avoid using any objects to mask an image (no circles, no frame). Always use square or rectangular images
- Only use one images at the time. Make sure the imagery is given the required space.
- Be intelligent with any overlaying typography.

06.

Stock photos
- general guidelines

Where possible, Aurora's own photography should be used, to avoid an over-reliance on stock photography.

In cases where stock photography is needed to supplement existing photography assets, make sure browse the Approved Stock Photo Library first for images

When those resources have been exhausted, use one of the apprvied stock vendros and search for photos with a good color scheme that fit the overarching concept of never using photos taken in 100% daylight. If that is not possibe we reccomend going for photos slightly desaturated.

If using photos of people, make sure they look 'real' and natural. No fashion models, no over-styling - only real people.

Avoid generic images of solar farms of solar installation — available stock images for this are often very staged and cheesy.

Make sure the quality of the photo selected is good.

General > Brand Assets > Photography and Videography ▾

Name ↑	Last modified	File size
📁 Approved Stock Photography	Jun 8, 2022	—
📁 Aurora Brand Photography	Jun 13, 2022	—
📁 Aurora Brand Video	Jun 14, 2022	—

Links

This is a list of good websites to find stock images that follow the general guidelines.

⬈ https://unsplash.com/

⬈ https://stock.adobe.com/

07.

Photos – misuse

It is important that the appearance of photos remains consistent.
Photos should not be taken in 100% daylight, or in dark light. Do not change photos to black and white.

No attempt should be made to present 3D rendered images.

When presenting homes, try to avoid using photos of overly lavish or expensive homes.

Avoid generic images of solar farms and of solar installation — available stock images for this are often very staged and cheesy.

To illustrate these points, some of the more likely mistakes are shown on this page.

❌ NO!
Do not use photos in 100% daylight

❌ NO!
Do not use photos where it's too dark

❌ NO!
Do not use 3D rendered images

❌ NO!
Do not use generic images of customers in solar panel context

❌ NO!
Do not use black and white images

❌ NO!
Do not use photos of expensive homes.

❌ NO!
Do not use generic stock images of solar instalers in solar panel context

❌ NO!
Do not use generic images of solar farms

07.
Product on the Web

Index

⚠ Note: All Images in this guide is placeholder and for inspirational purposes only. These should be replaced before use in any public or commercial context.

01.

Ratios

How we represent our product matters. One goal of this work is to provide the viewer with a clear context for how our product works. The other goal was to provide a storytelling method that can describe specific features, workflows and functions.
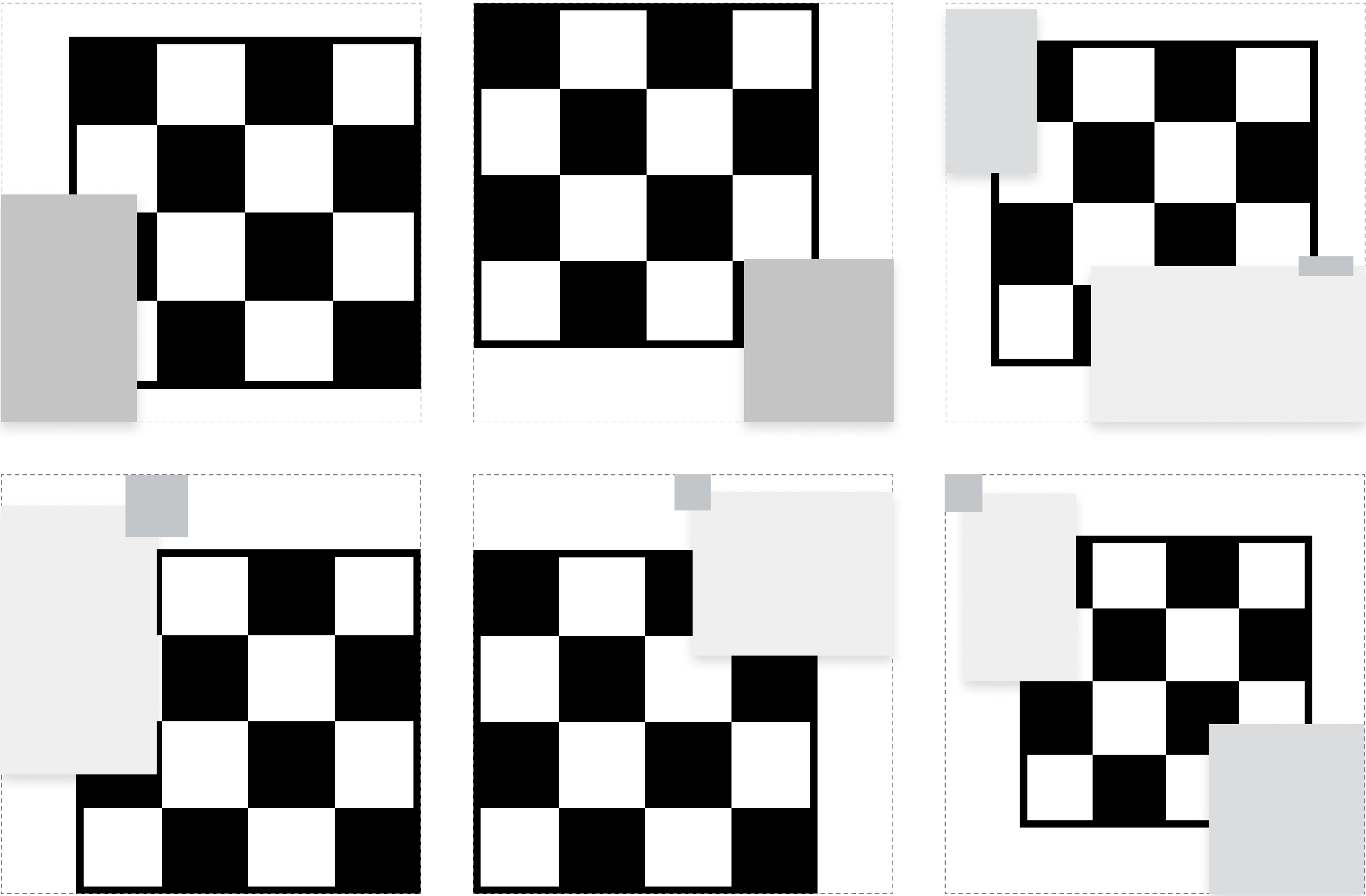
1:1

Image or product base

02.

Composition - ~50% overlap rule

Although this is not an absolute rule, the ~50% overlap rule can help to make these collages feel as if they are created by the same hand. When crafting the layout of a product collage follow these composition steps:

1. Select a base image and an aspect ratio that best fits the image that you have selected (1:1, 4:3, or 16:10). This ratio will become the area of the composition. The Base Layer should be scaled propotionally within the compostion area.

2. Add the UI/UX layers and the Ionic layer if applicable within and up against the compostion area. Not all of these elements should touch the boundry but they should be composed to use as much space as possible while still looking well balanced and appealing.

3. Resize each element, including the base layer, propotionatly to meet the ~50% overlap rule. This rule is defined by a ~50% overlap of one edge of the UX/UI layers over the base image. The Iconic layer should be ~50% overlaped with its associated UI/UX layer.

~50%

~50%
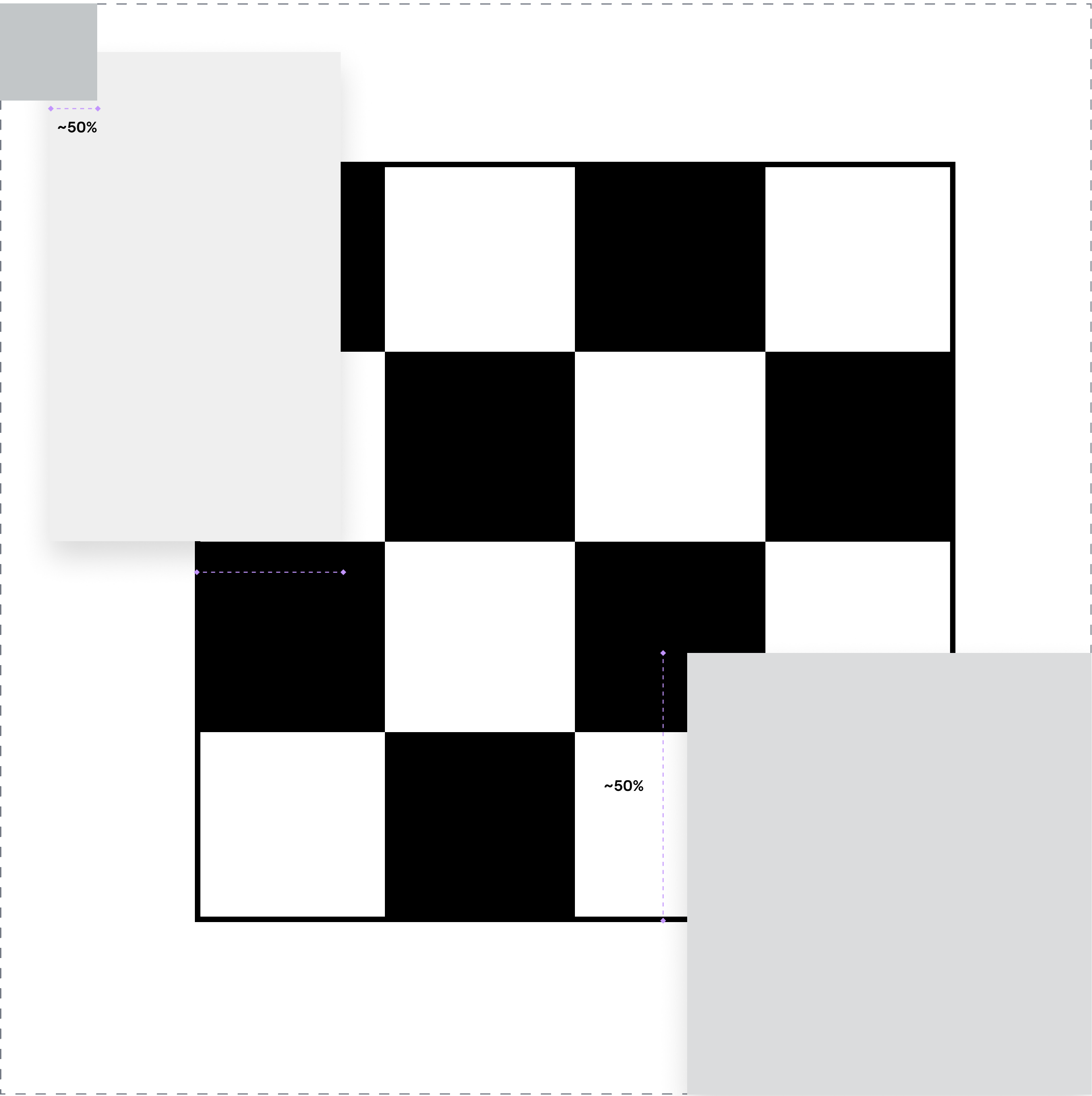
03.

How to layer images

When creating layered product collages use this layering guide to inform the drop shadows in the composition.
The Web – 04 drop shadow has been optimized for use on the web. It should be applied where appropriate.

Edit style   ✕

Web – 04

Description

Properties   +

☀ Drop shadow ⌄   👁 —

Drop shadow   ◌   ✕

X 0   Blur   32
Y 16   Spread 0
▓ 000000   15%

✓ Show behind transparent areas
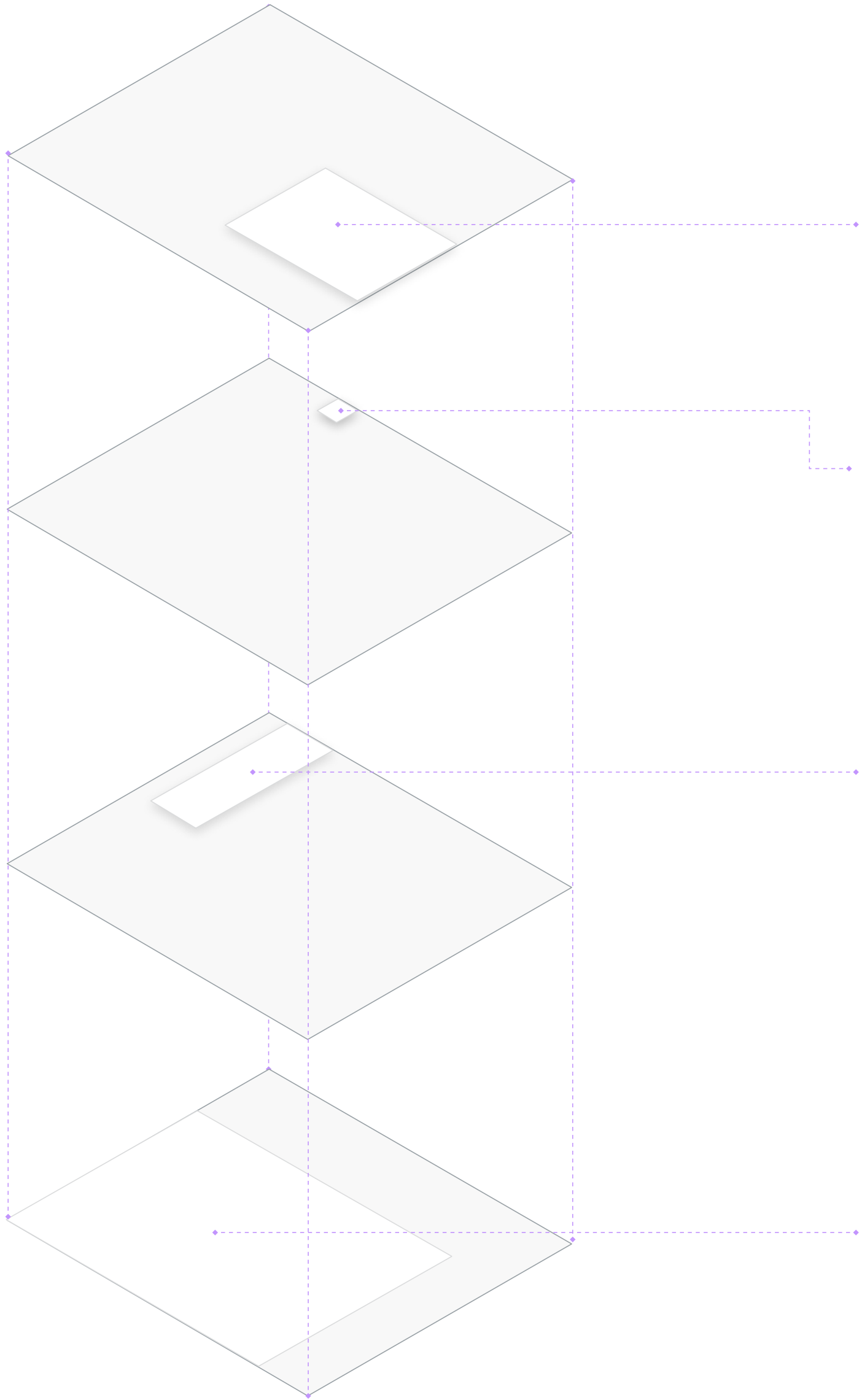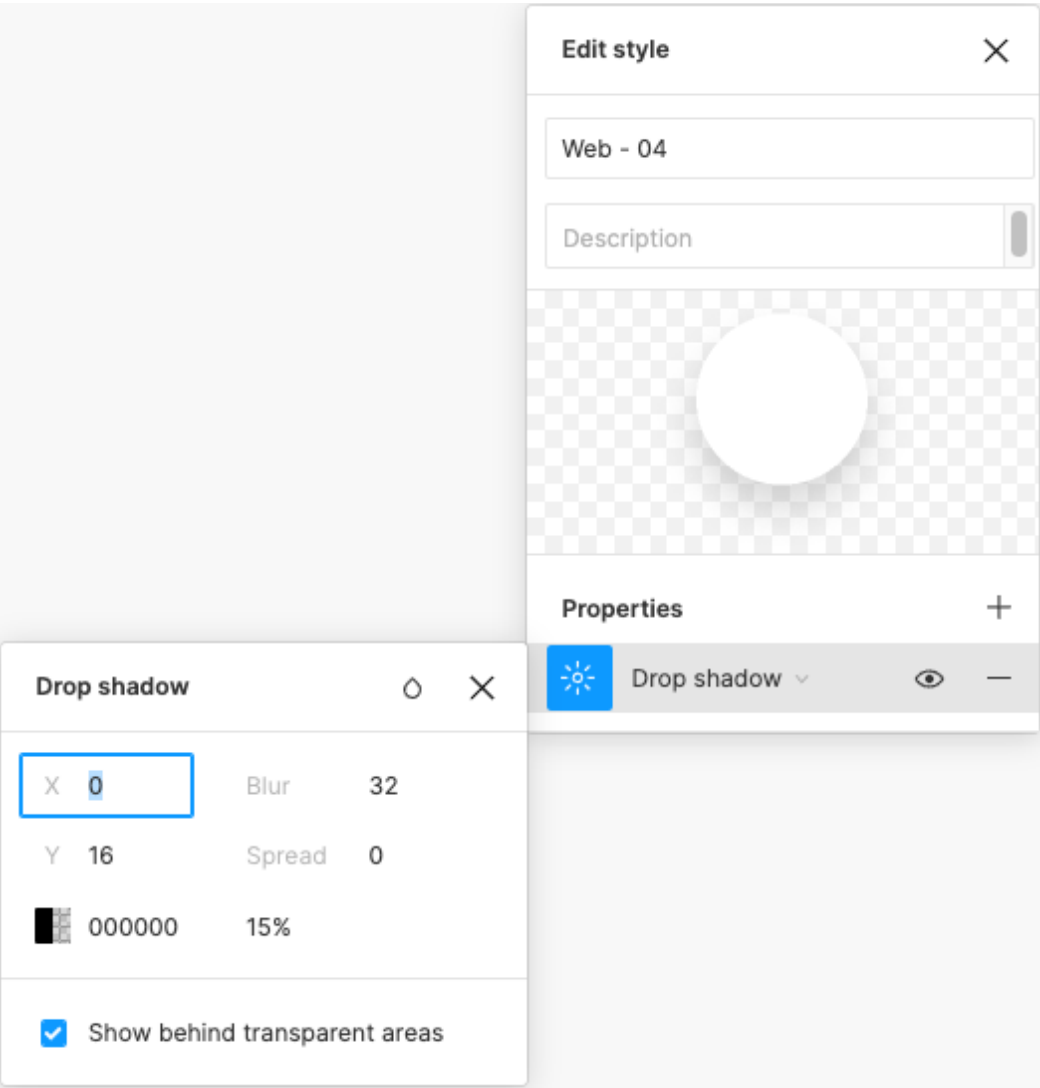
2nd UI/UX Layer (optional)

This layer is optional. If your visual story telling needs more depth this layer can be applied to provide more context or imply a next step in the workflow.

Iconic Layer (optional)

This top layer is intended to hold the smallest least information dense part of the UI/workflow. This element can hold items like icons, approvals, buttons etc.

If your collage has one UI/UX layer, this Iconic layer should be lock up with the 1st UI/UX layer and follow the 50% composition rule.

1st UI/UX Layer

This layer is required. It is intended to tell the next step in your workflow or draw attention to an element within the base UI/UX screen.

If you find that you are are not going to need a layered collage, considering using just an image or UI/UX screen on a device.

Base Layer

When composing a collage, you have two options for a base layer. A photo from the photo library or a complete single UI/UX screen can occupy this layer. This image sets the visual story telling grounding and is the most important image for establishing the visual context.
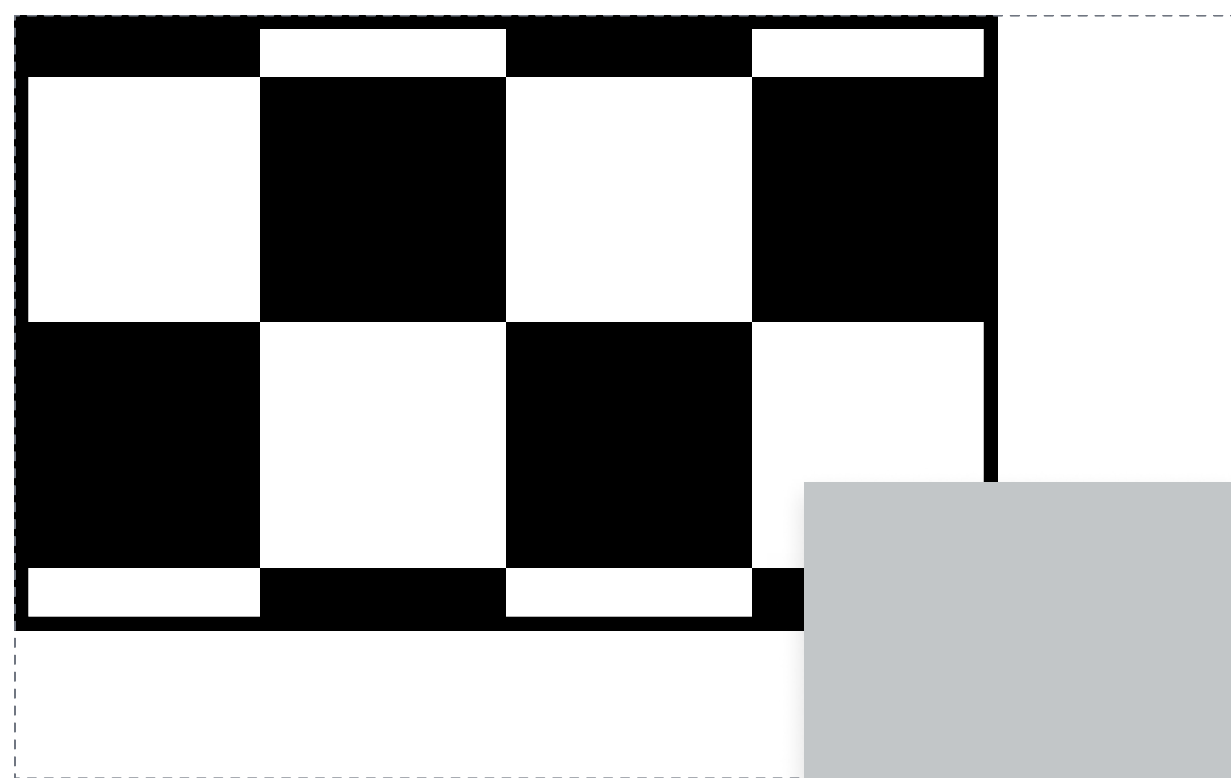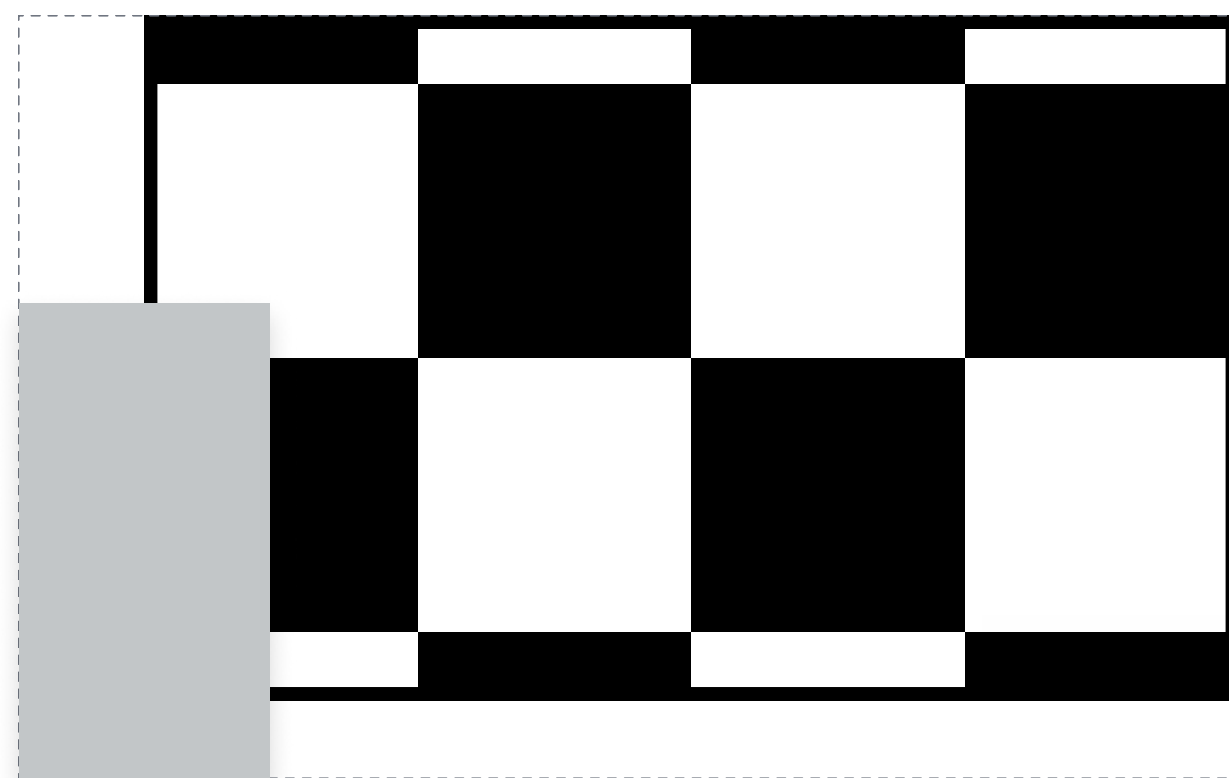
04.

Examples
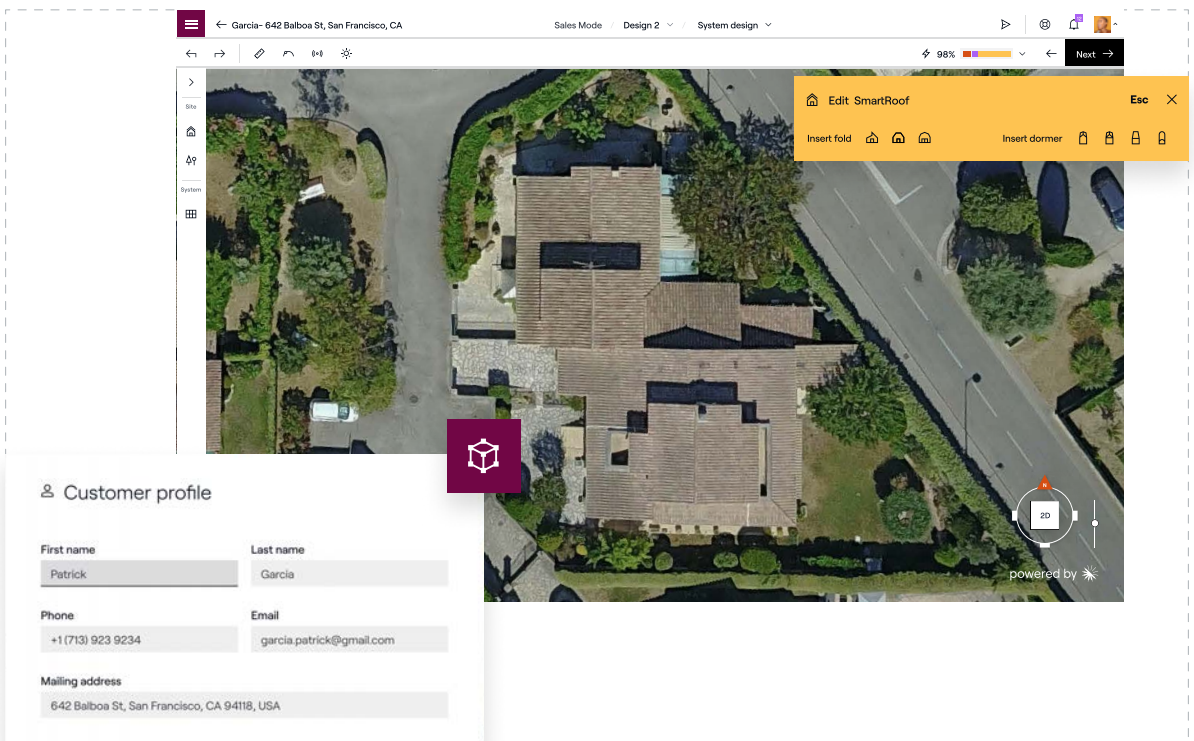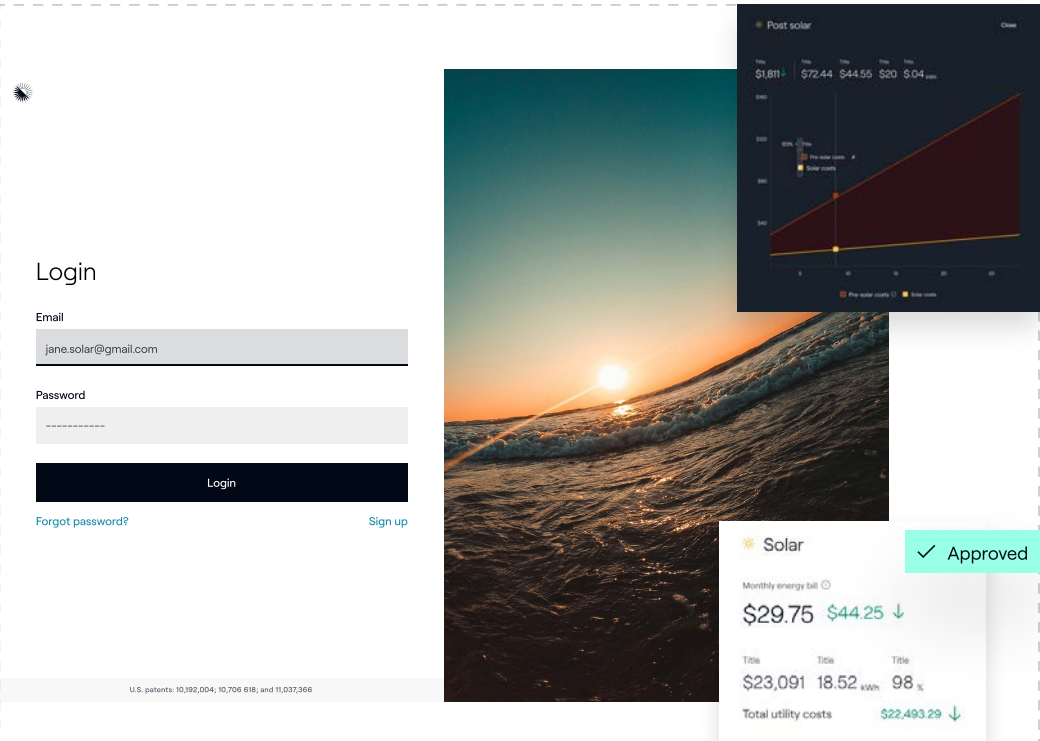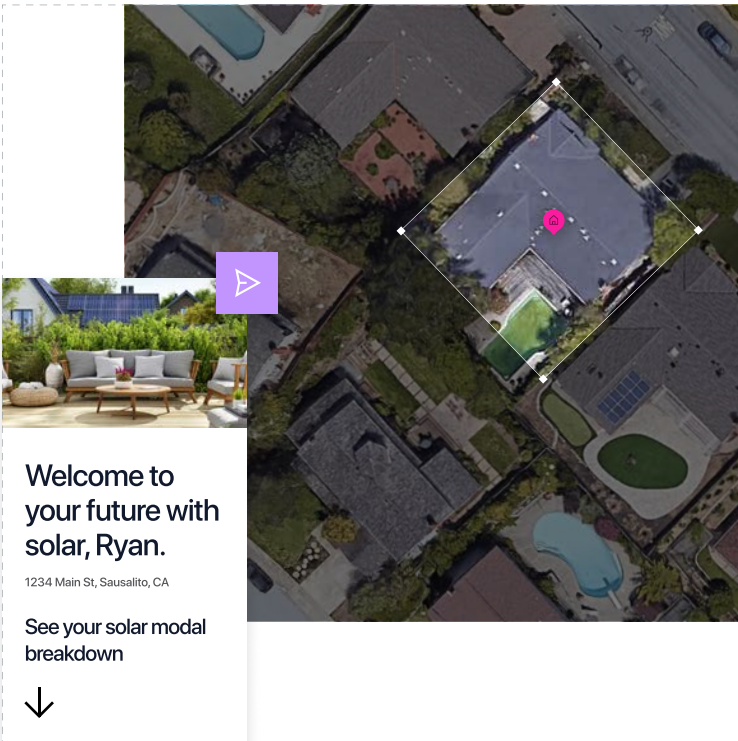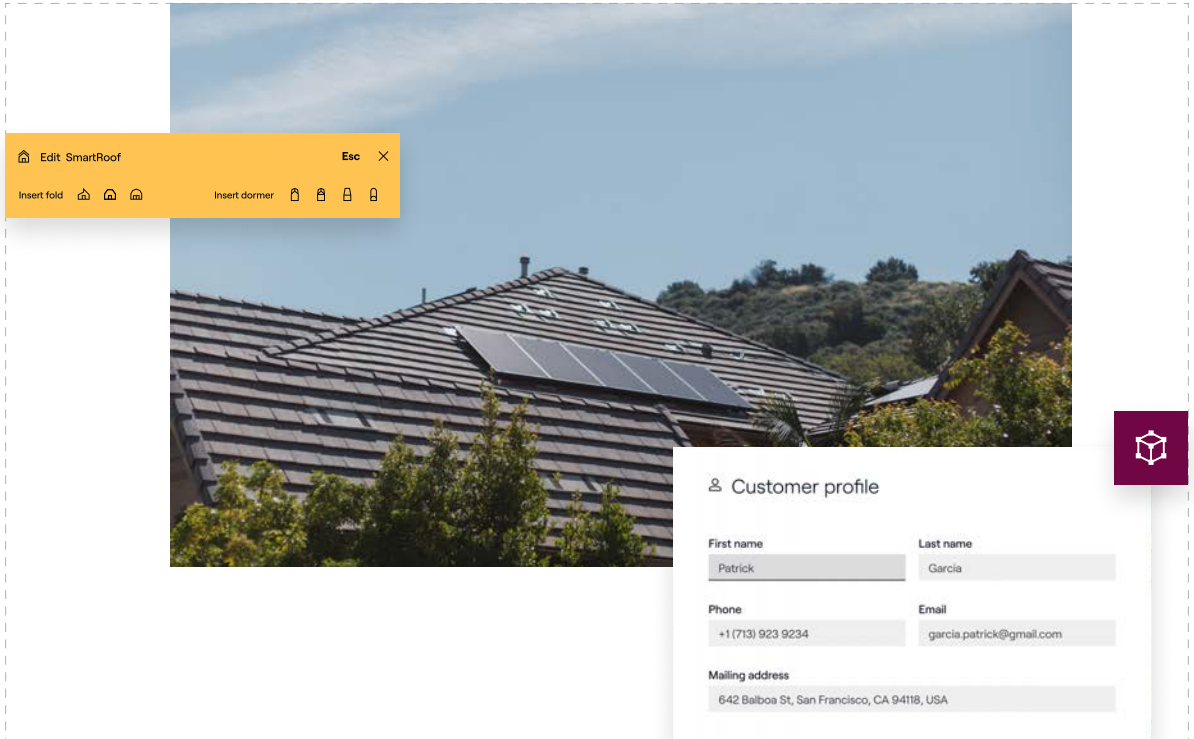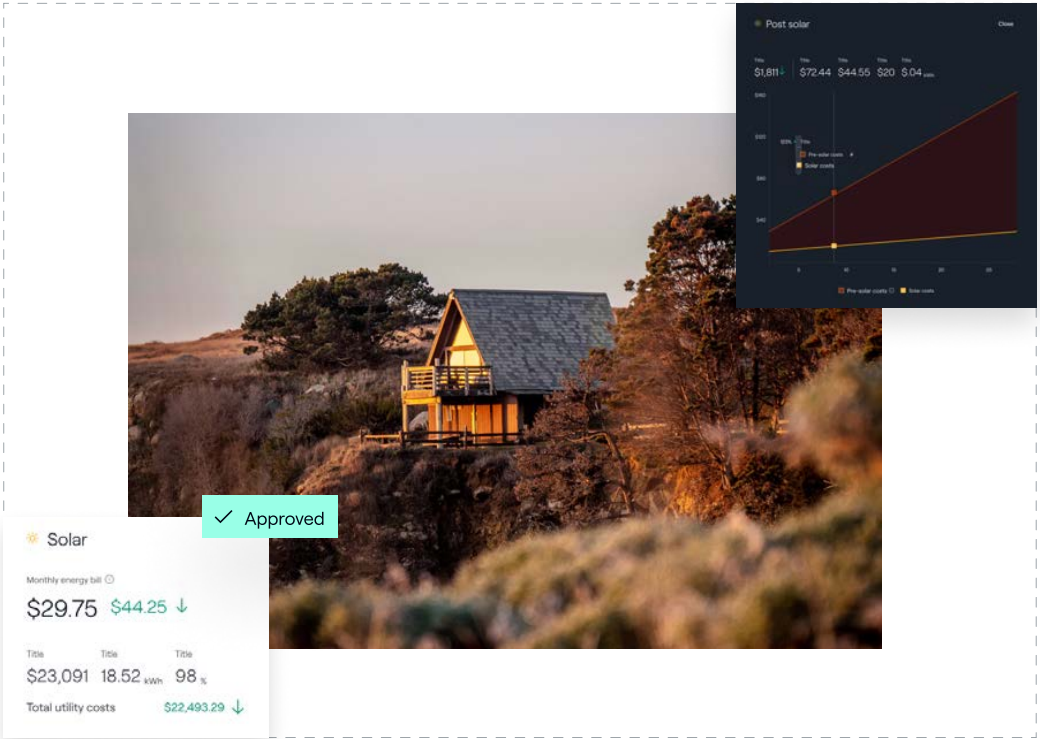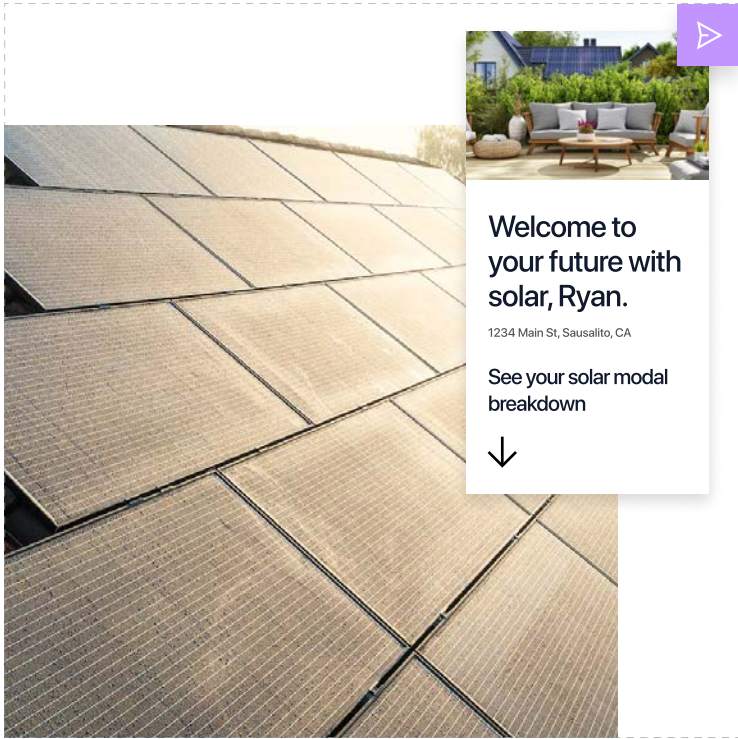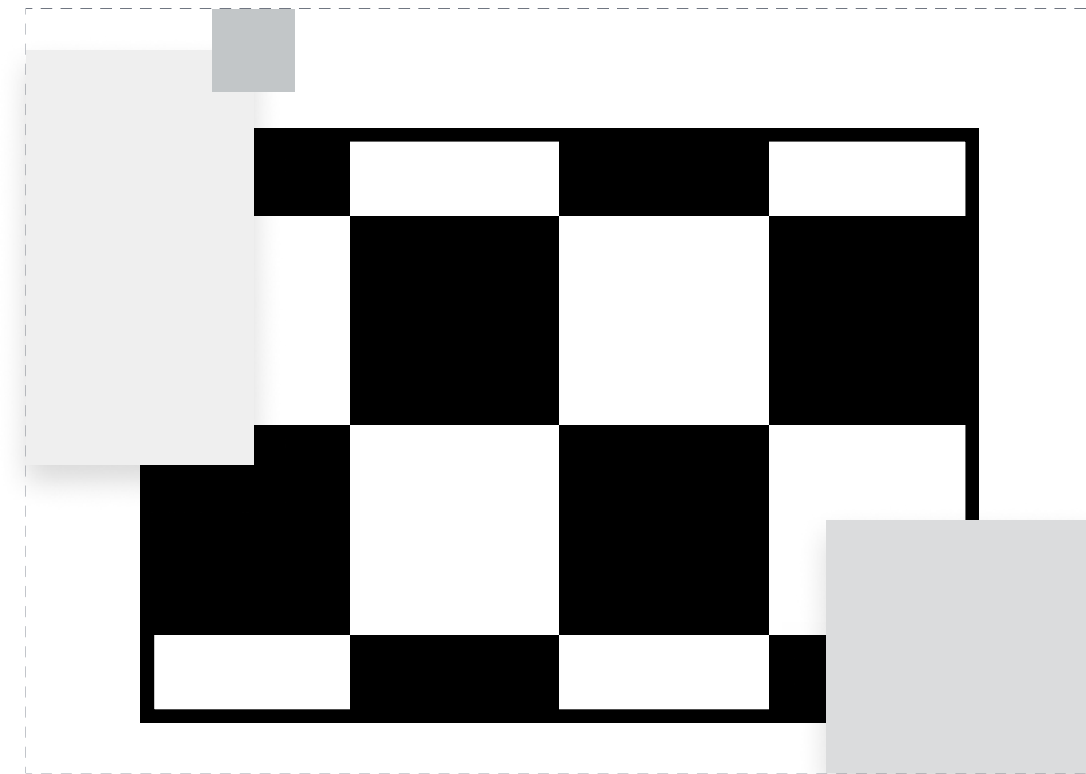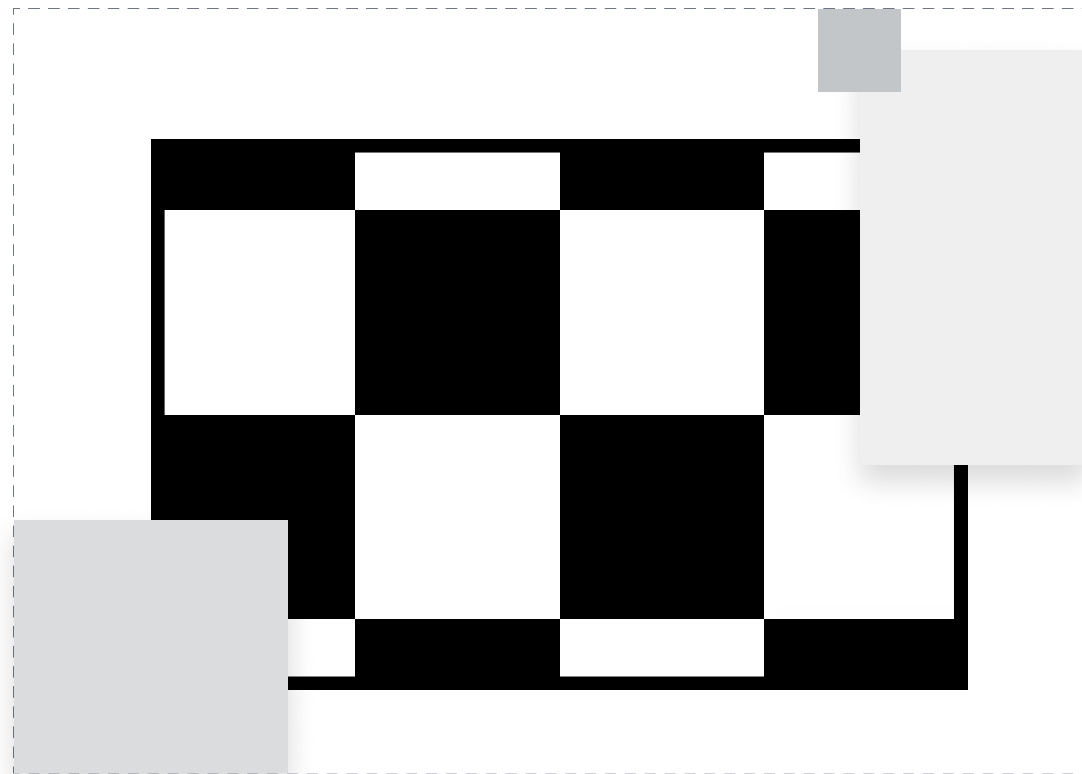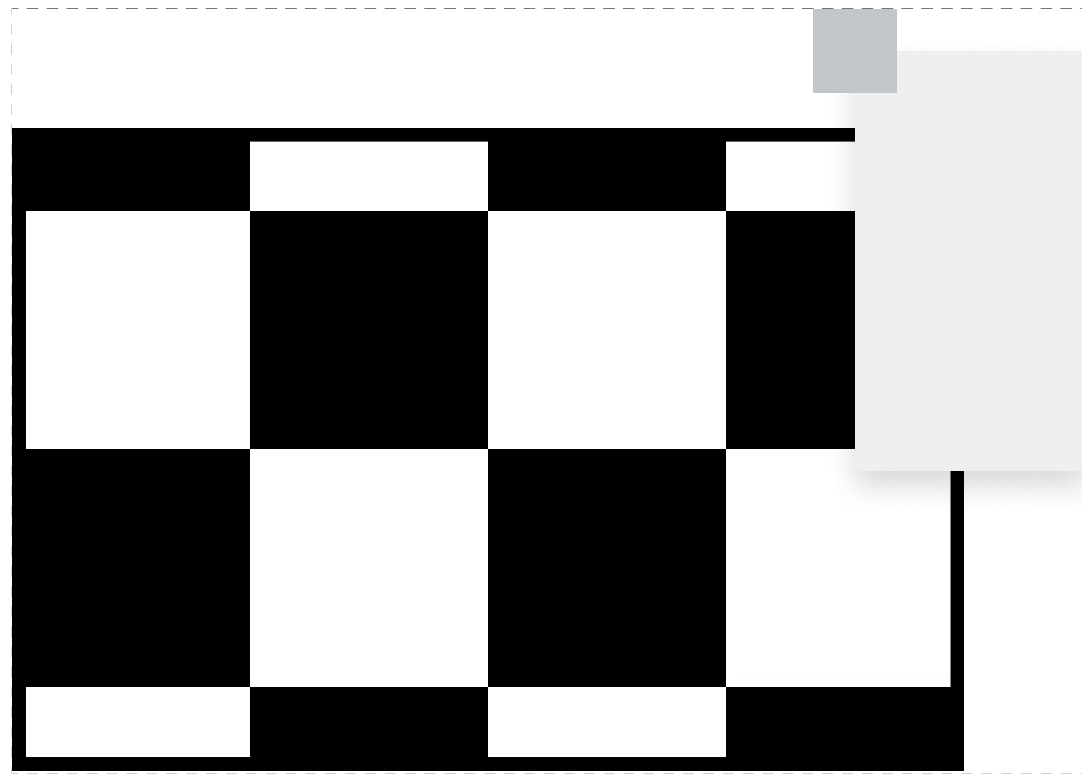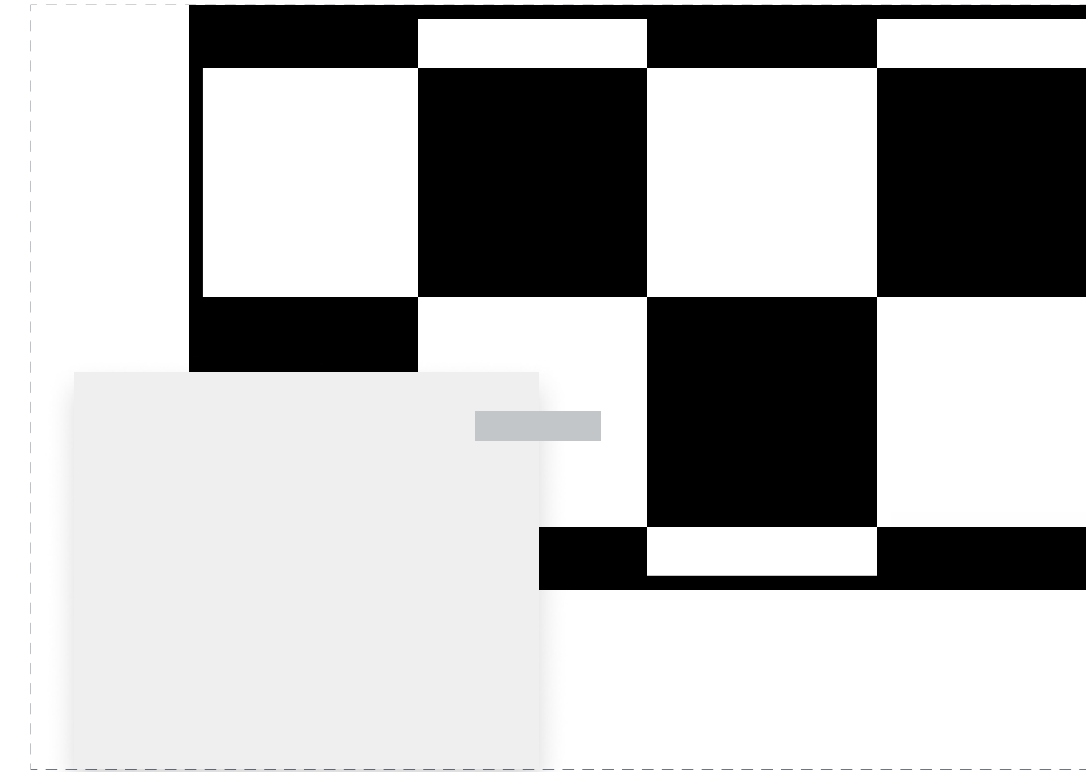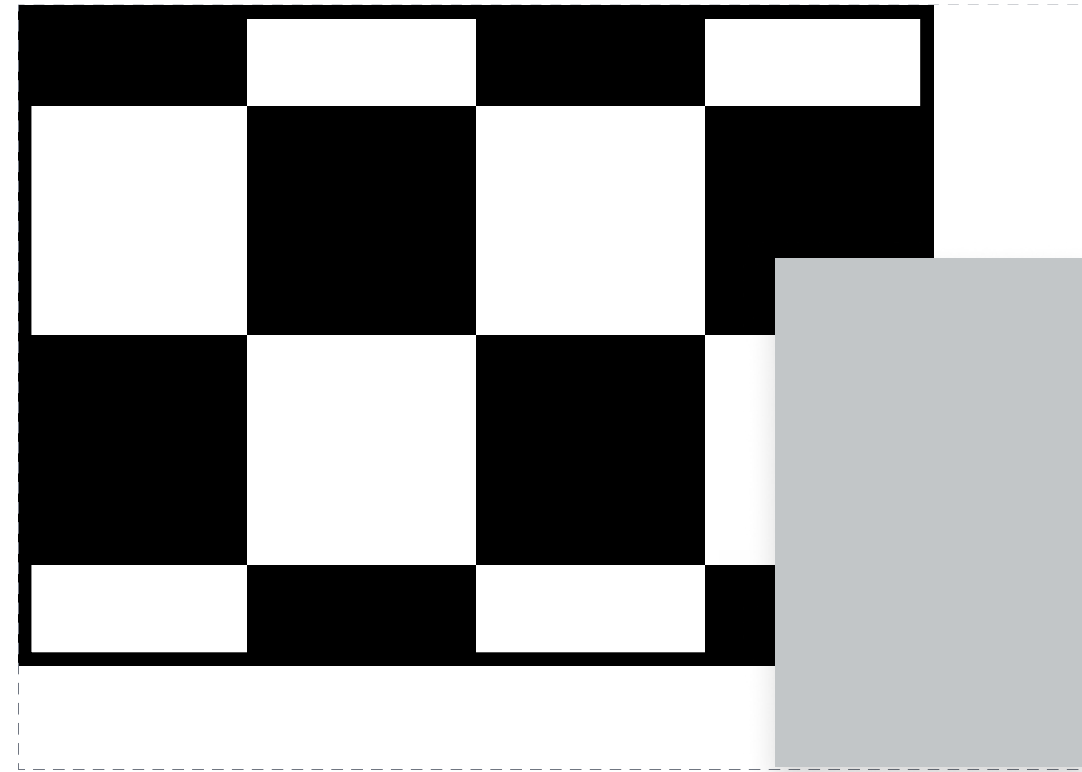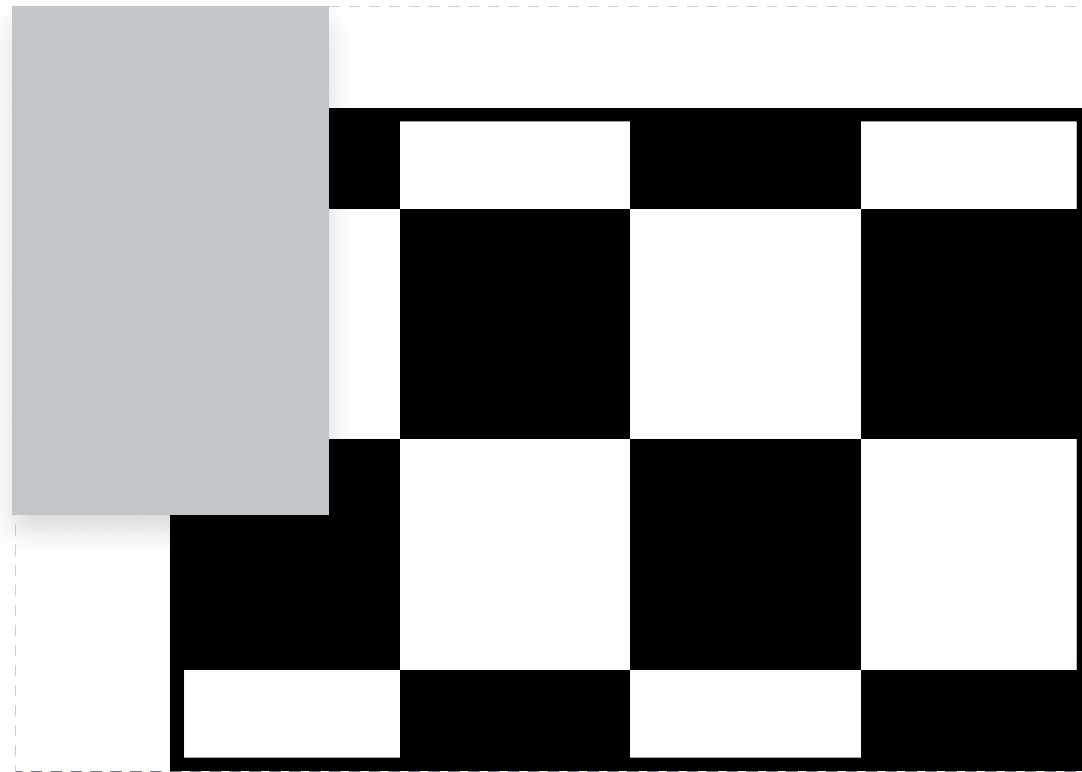
4:3

Image or product base
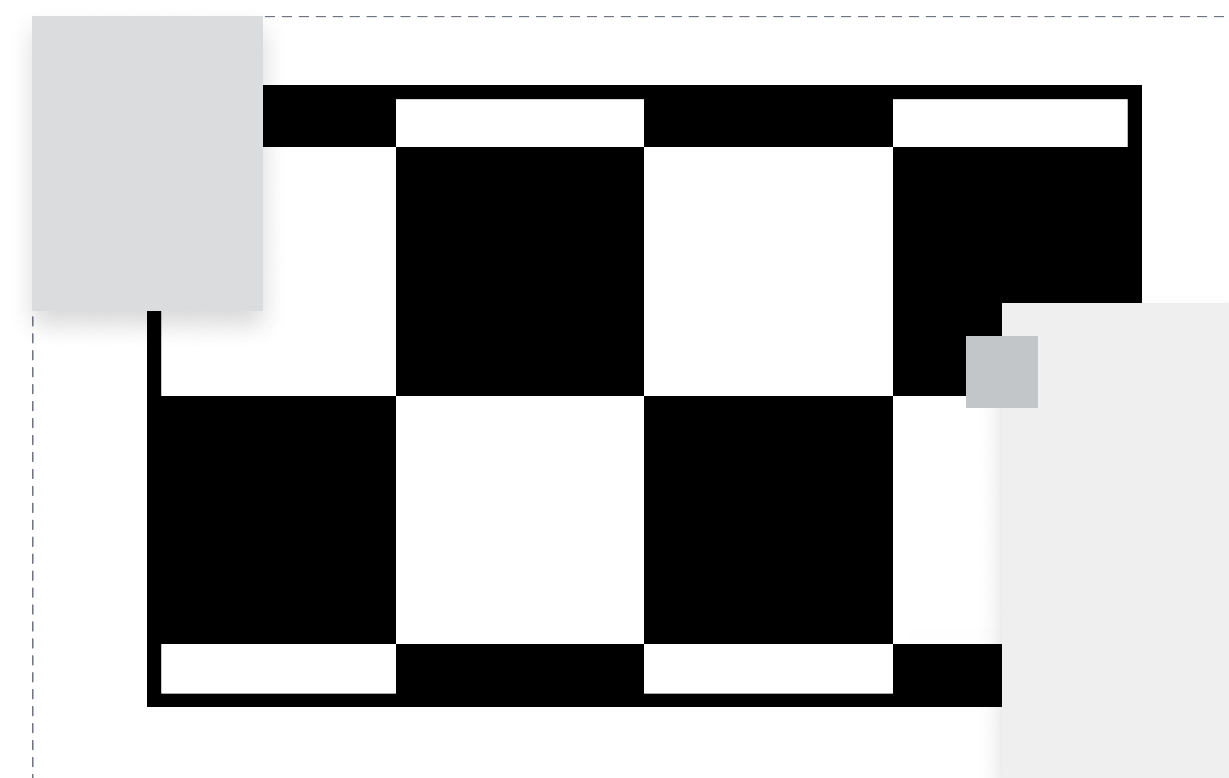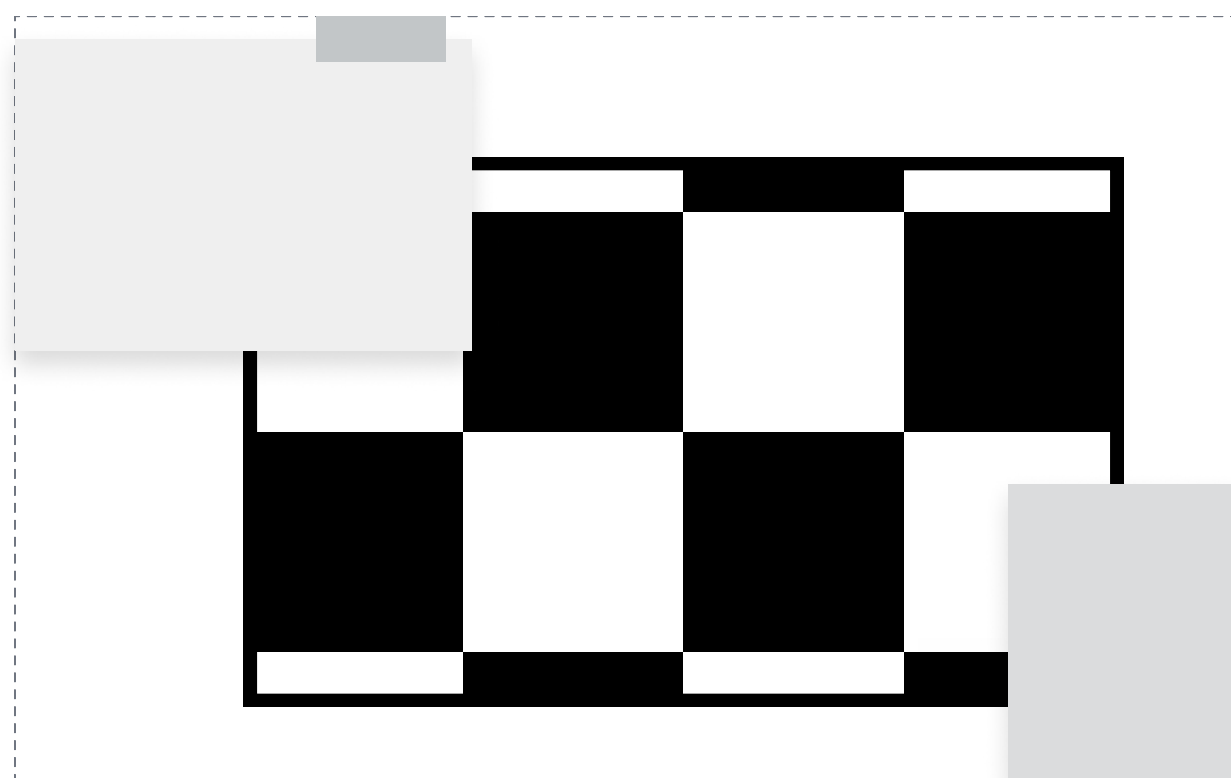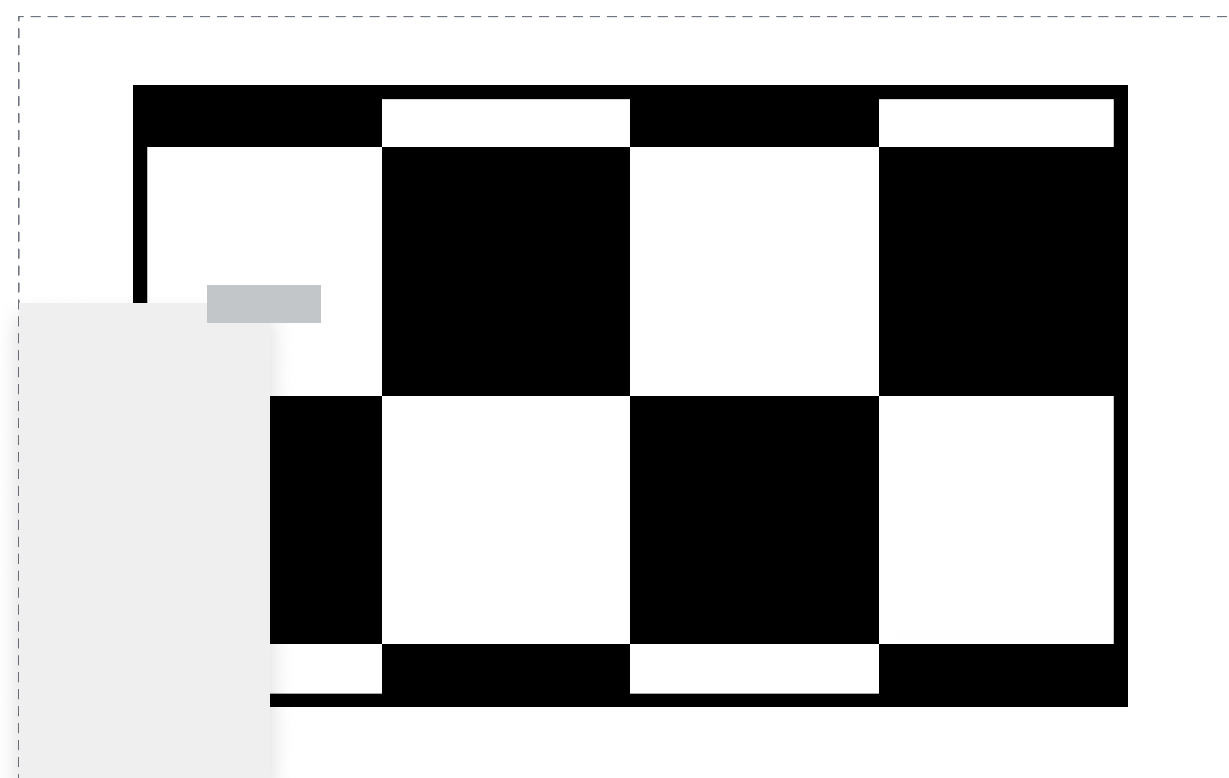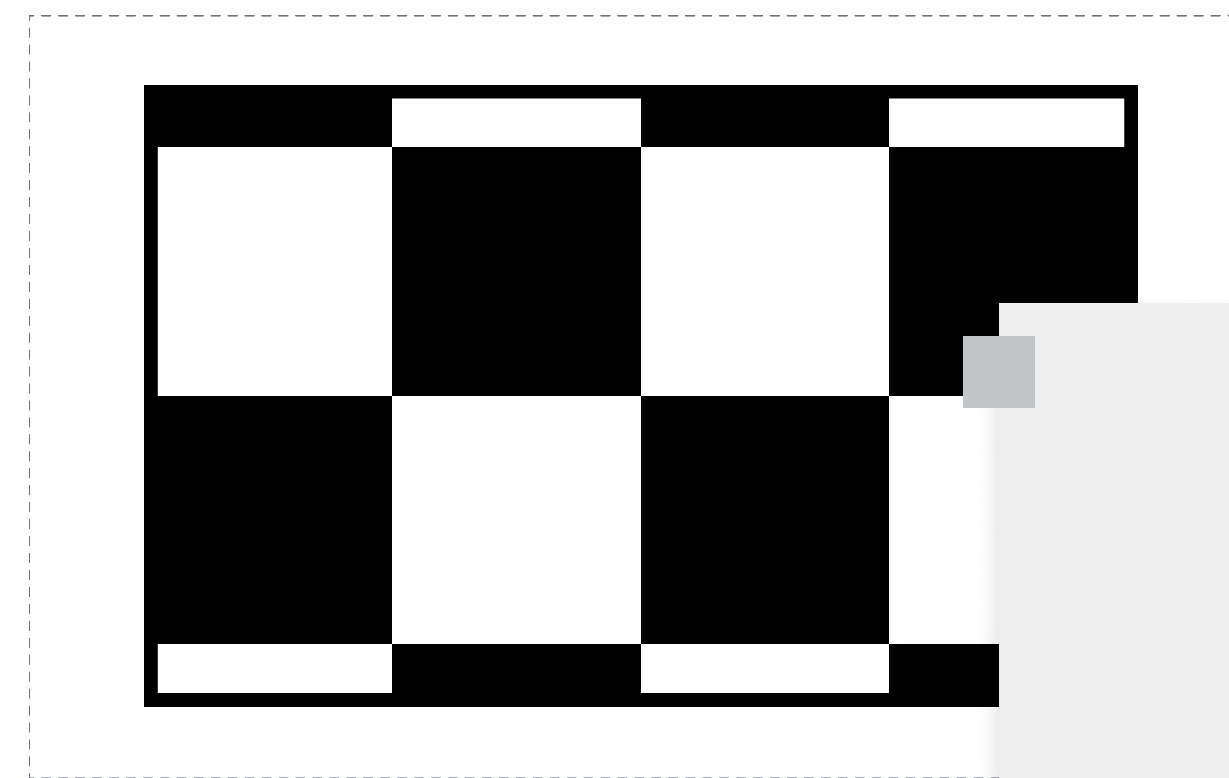
16:10

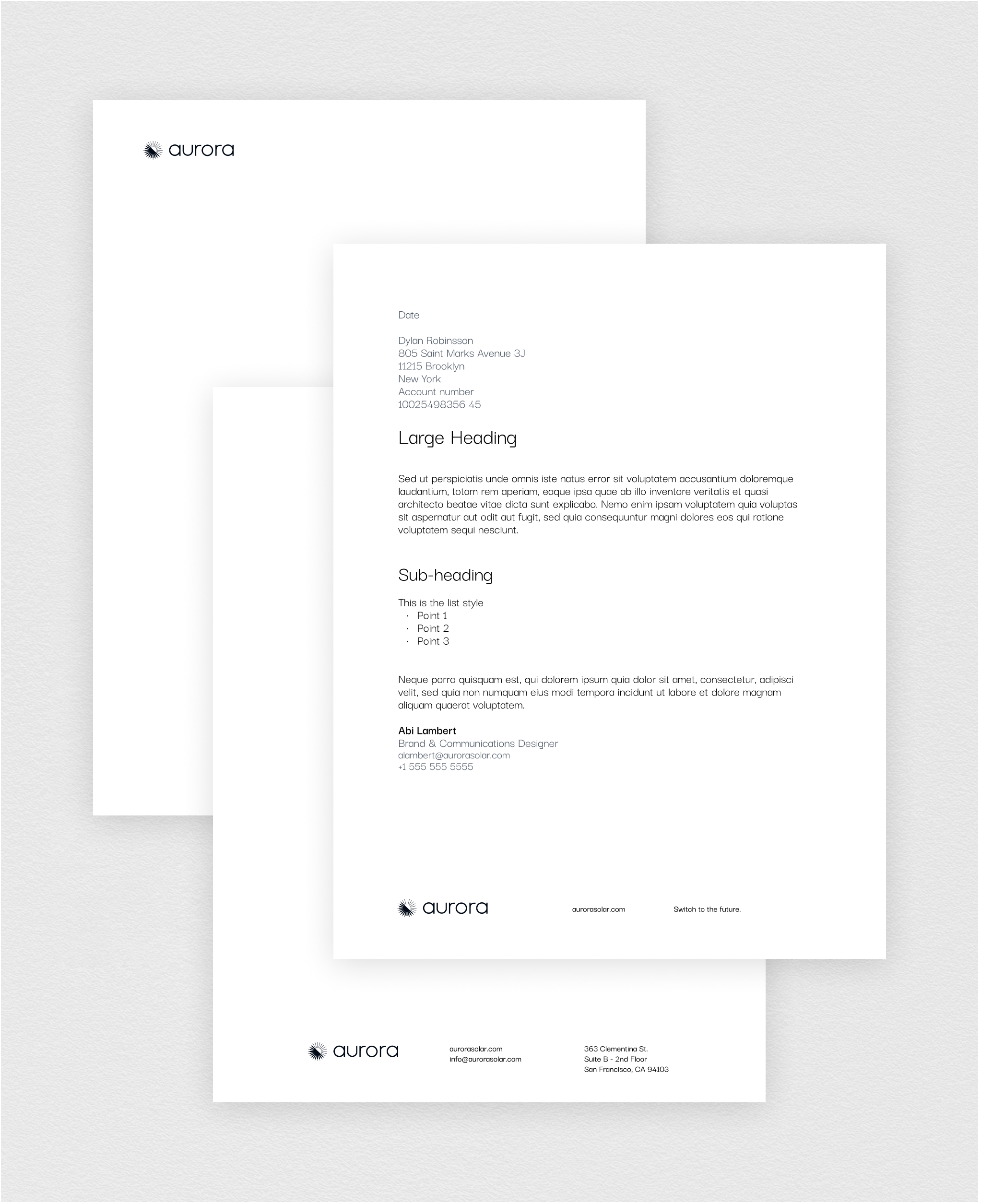Image or product base

07.
Application examples

Index

⚠ Note: All Images in this guide is placeholder and for inspirational purposes only. These should be replaced before use in any public or commercial context.
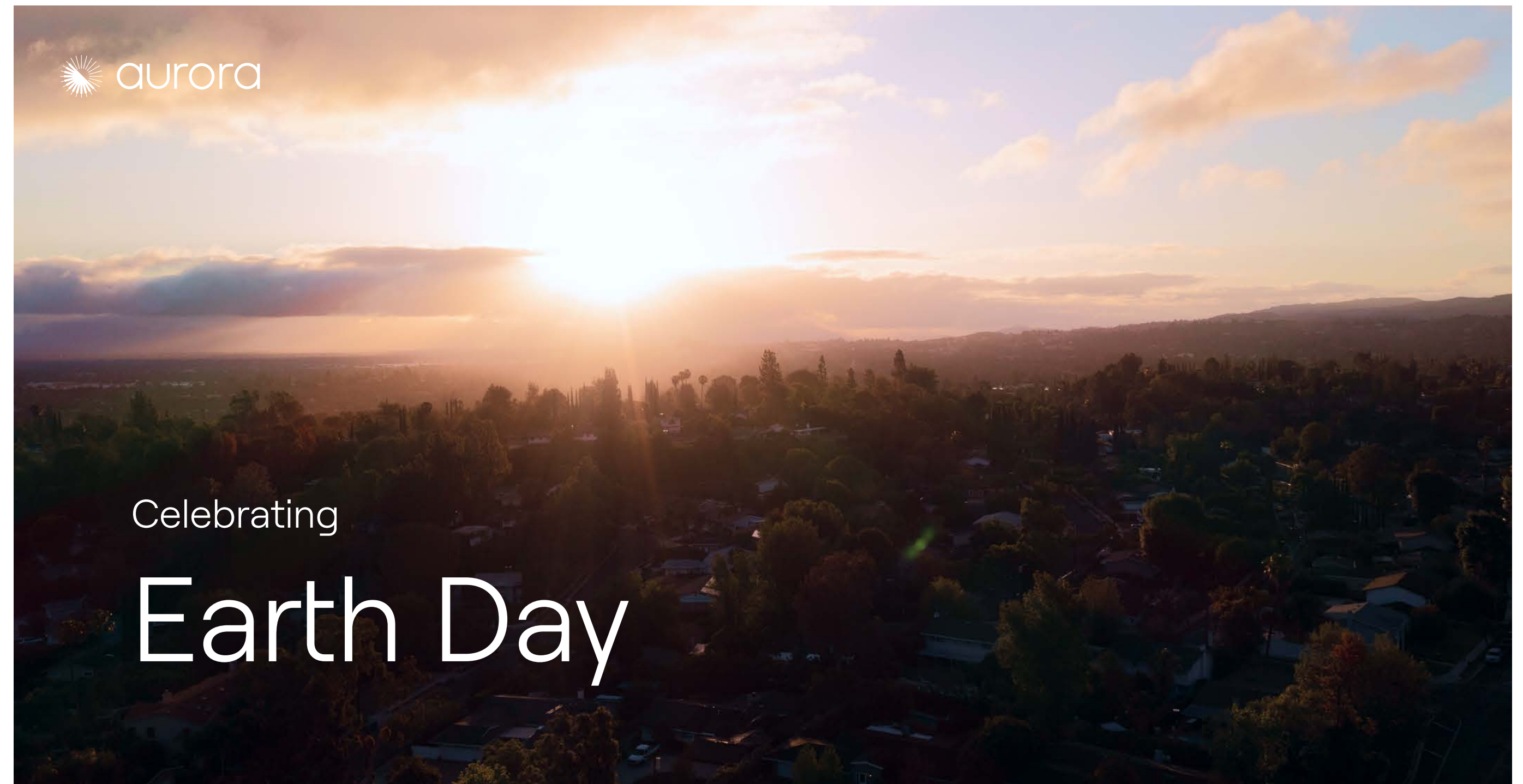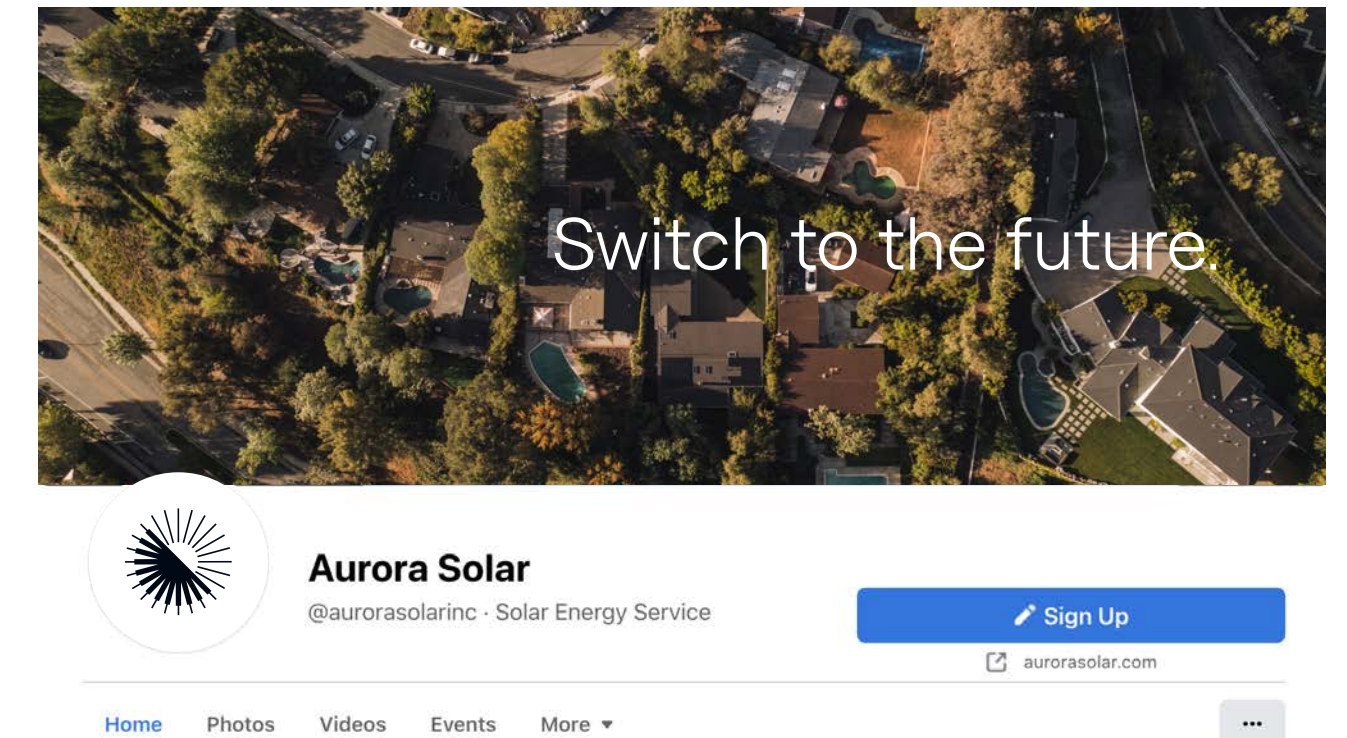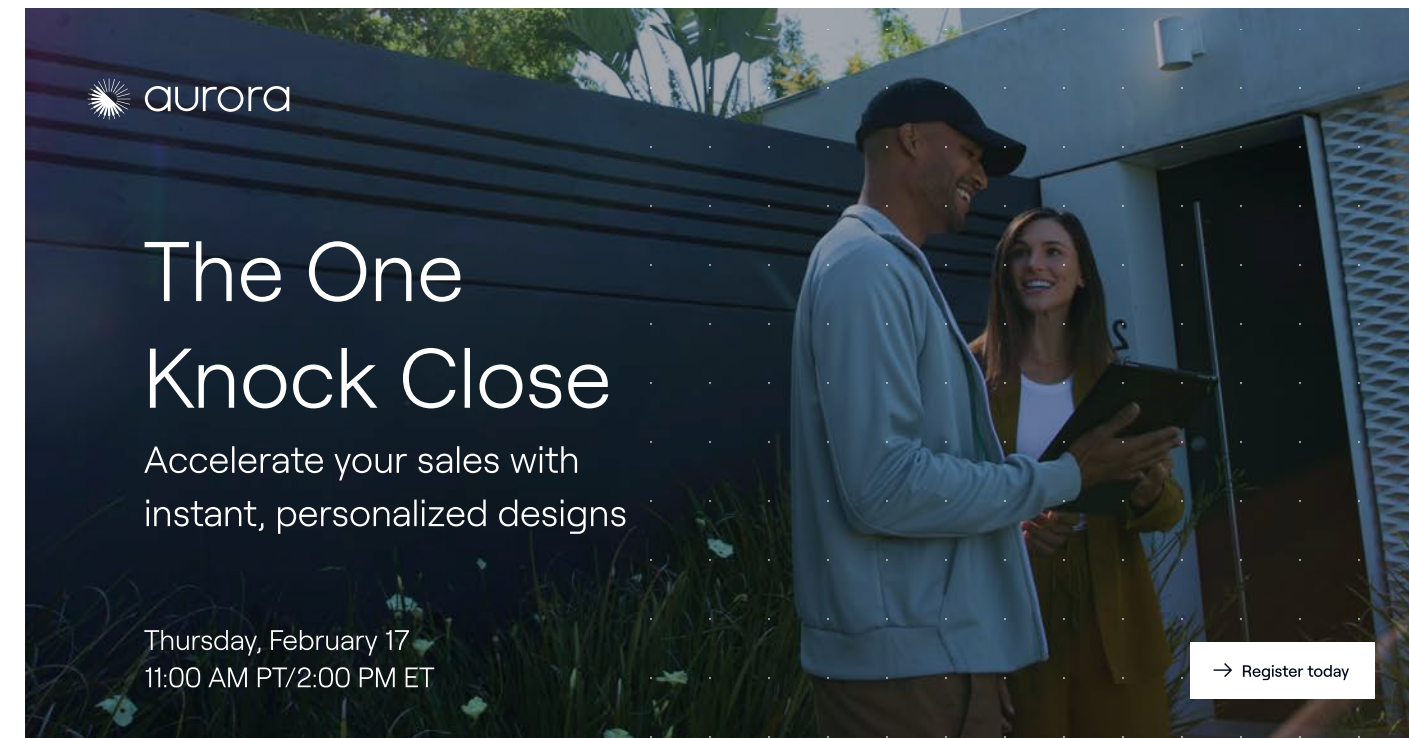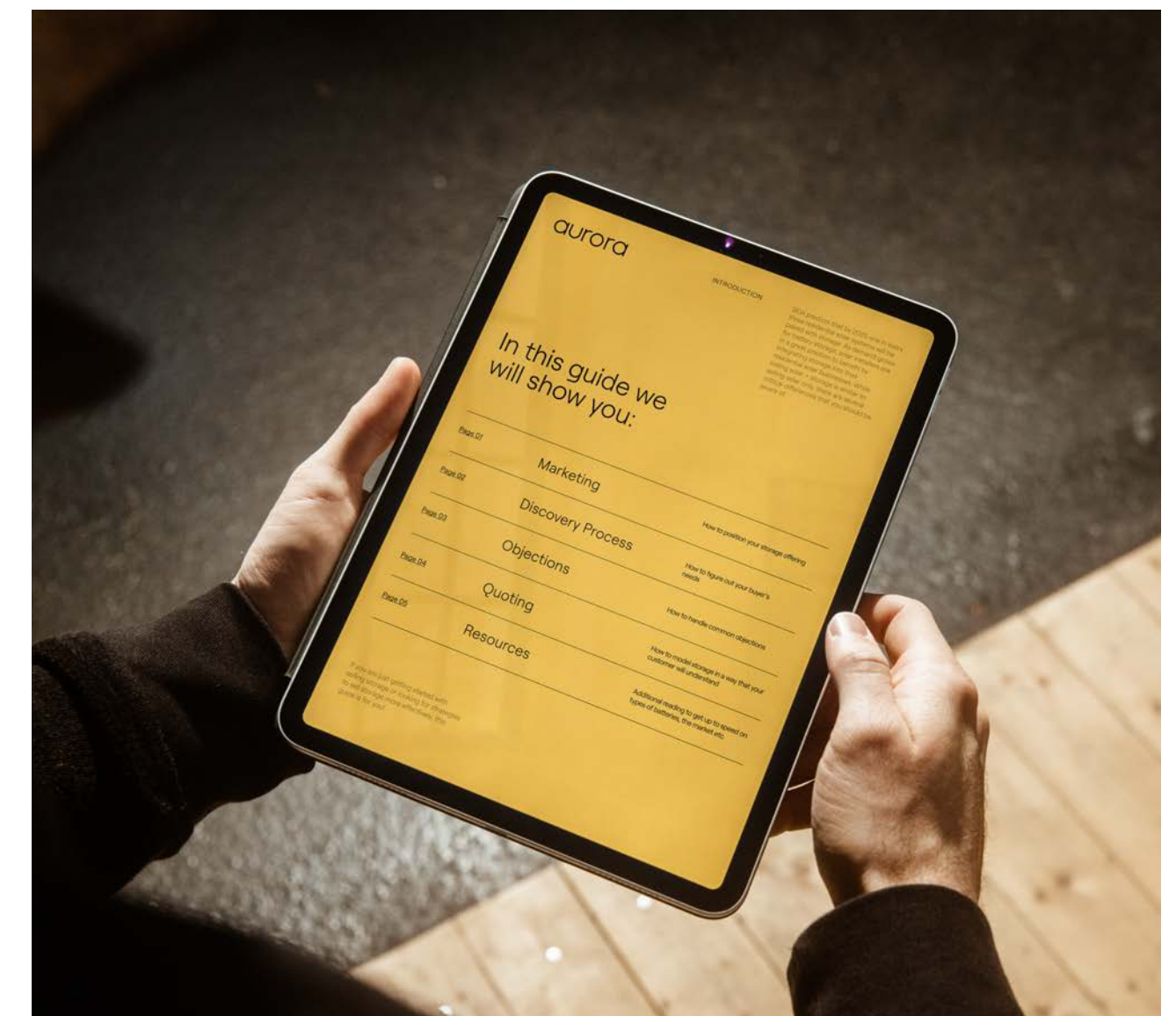
01.

Stationary

02.

Employee Apparel

03.

Posters / ad's
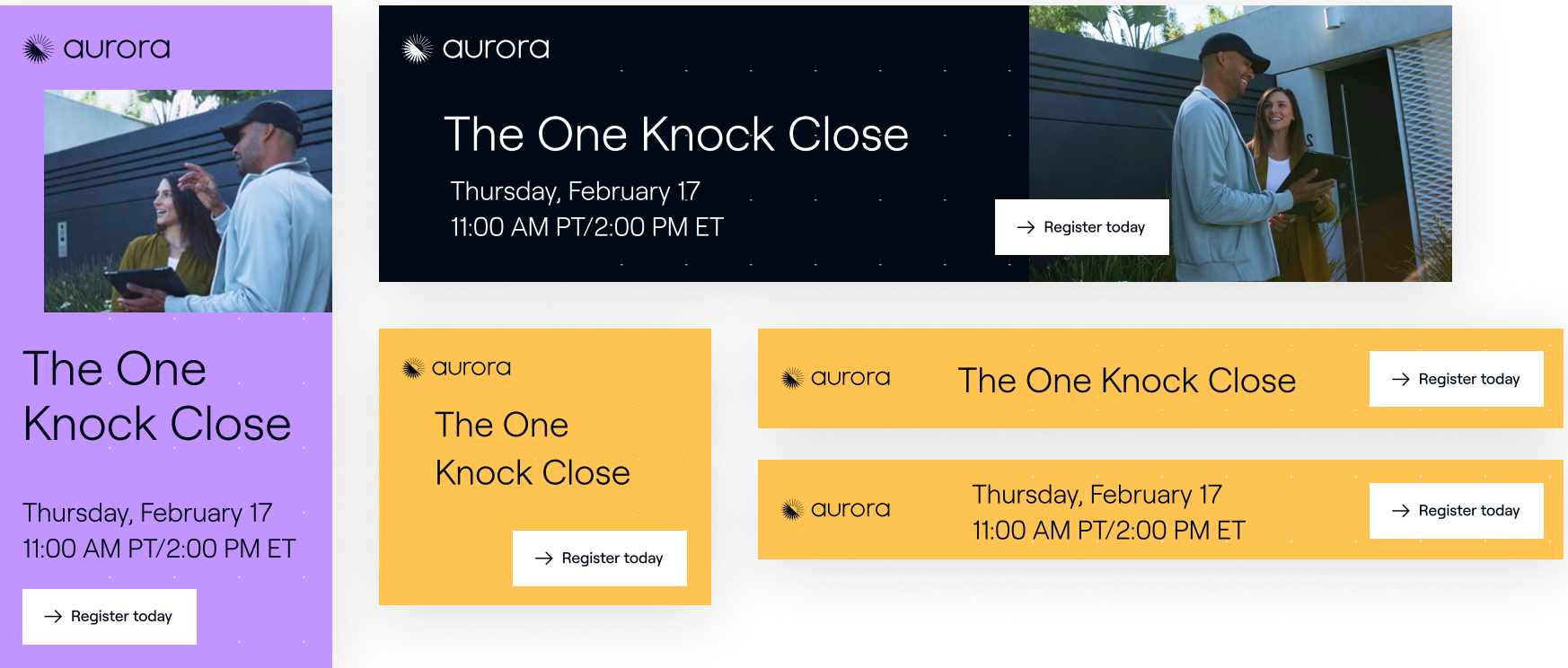
04.

Social Media

05.

E-book

06. Product

aurorasolar.com

How it works

GET YOUR FREE SAVINGS ESTIMATE

See solar on your home in minutes.

Bring solar to life on your home and learn how much you could save with solar in just a few simple steps.

No sign up or email required.

Get started

aurorasolar.com

Login

Email

jane.solar@gmail.com

Password

Login

Forgot password?   Sign up

U.S. patents: 10,192,004; 10,706 618; and 11,037,366
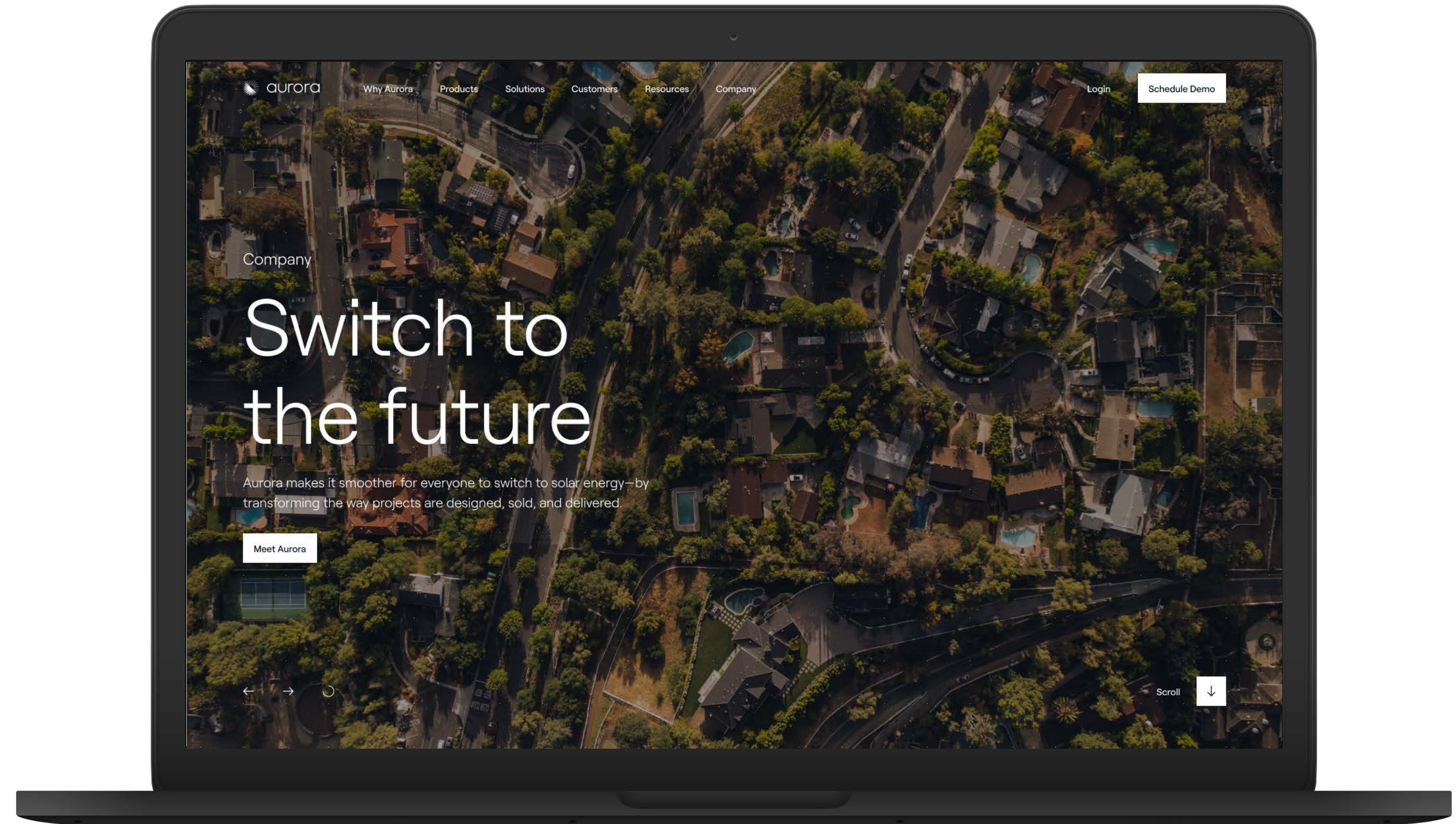
07. Website

Website
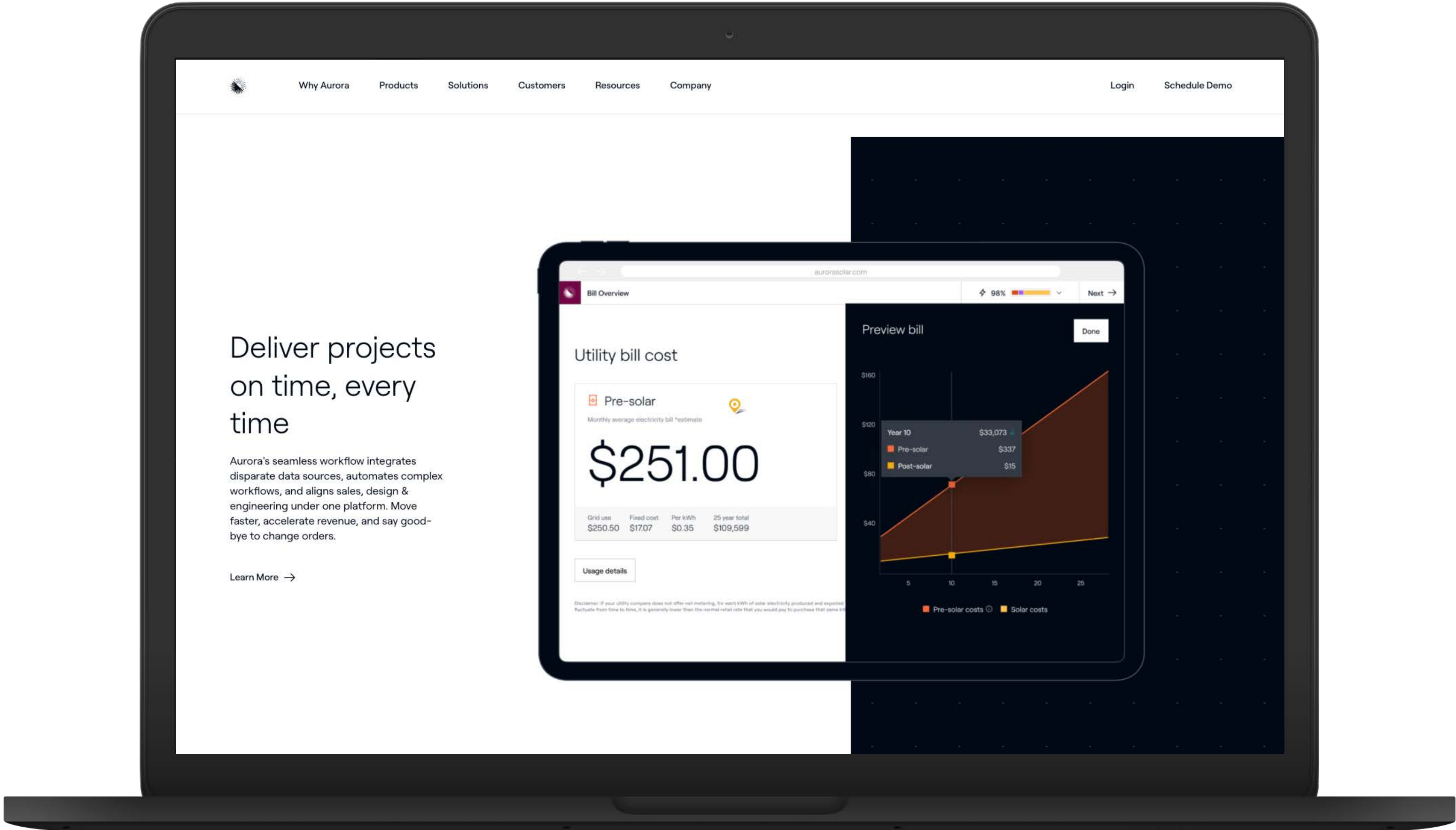
08.

Presentations slides