

Brand Guidelines

September 2020



A branding refresh for Aurora's future



Introduction

Branding helps us differentiate from competitors. A strong brand is built on trust, authenticity, empathy, respect of privacy and transparency, and puts energy into relationship building. The stronger our brand, the better respected Aurora is likely to be amongst our people, our clients, and other stakeholders.

Aurora's original branding was created when the company began in 2013. Several years on, we are growing quickly, building our profile as the leading and most innovative energy market advisor in Europe and Australia, and soon around the globe. To achieve this, corporate image is a vital consideration for Aurora's future.

Aurora's Characteristics

Recent findings from a survey of Aurora's leadership, employees and a selection of clients indicated several strengths for which we are well known, and we have used these in a new list of Aurora Characteristics found on page 3.

These are suitable for an internal and external audience.

Logo

We also invited respondents to recommend changes, and we have taken these on board to produce a new logo.

In our new design, we use:

- Modernised shades of our iconic yellow and grey
- A more contemporary font, Proxima Nova
- Smaller font size for 'Energy Research', with the longer-term view to drop it completely
- A redesign of our sunrise stamp. The sun is earth's greatest energy source, it sheds light and is positive, and of course Aurora is the Roman goddess of the dawn.

Later in 2020, expect to see a rebrand of our reports, presentations, events, website, and more.



AURORA'S CHARACTERISTICS

Aurora is a **widely-used and trusted provider** of critical power market analysis

Rigorous analysis and quantification underpin everything we do, and is the basis for unique insights and sought-after advice

We are **power market specialists** who strongly believe that dedicated focus on wholesale markets allows us to provide deep market expertise and high-quality insights

Our **proximity to markets and clients** is crucial for providing well-informed and balanced analysis, grounded in reality for major investment, strategic and policy decisions

Aurora's **innovative and cutting-edge approaches** challenge the status quo of power market analysis and bring new tools and methodologies for the benefit of our clients

We are **independent thought partners** who challenge beliefs, assumptions and strategies as well as contributing to and influencing government policy and the wider energy discussion



LOGOTYPE

POSITIVE

The logotype is designed to be simple to use, flexible and with a number of variations to suit different formats and executions.

The positive mark (on white) should be used at all times unless adding to a dark (or colourful) background, where the all-white or negative version should be used.

Please ensure that the mark is positioned with as much clear space as possible. When used very small, the logo can be displayed without the 'Energy Research' component.

Artwork files are available in the brand pack.



ISOTOPE & AVATAR

SOCIAL MEDIA

The logotype translates to a
consistent avatar that can be used
to communicate your brand on
Social Media



AVATAR CIRCLE



AVATAR SQUARE

TYPEFACE

CONSISTENT CONTENT

Our brand typeface 'Lato Regular, size 10' should be used at all times.

Sometimes, a specific execution will require a different typeface. In this case, please proceed with care and ensure that it does justice to the brand values.

System fonts

Arial should be used when a system font is required, for example in Outlook.

Case

Uppercase for headlines.

Sentence case should be used for all body copy unless there is a good reason to change format.

LATO

Lato Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Lato Regular Italic

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789*

Lato Bold

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789**

Lato Bold Italic

***abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789***

Lato Black

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789**

COLOUR

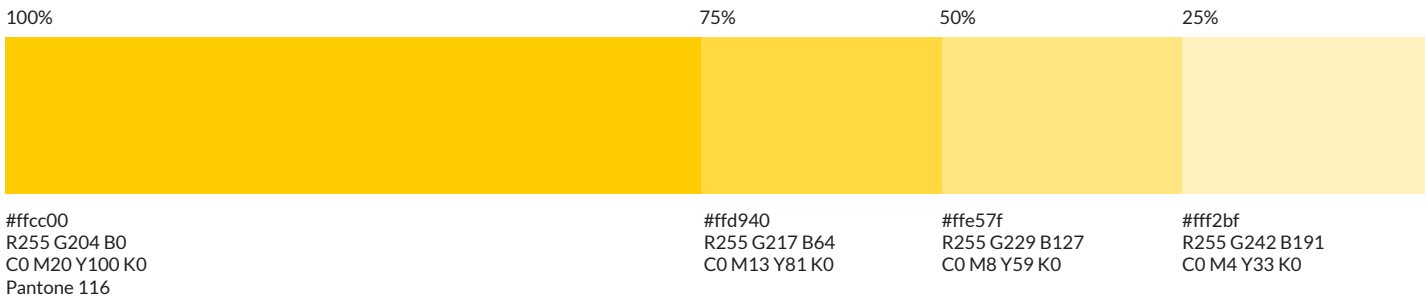
VISUAL IDENTIFICATION

Aurora Yellow plays an important part in building a brand and consistency is vital throughout the execution.

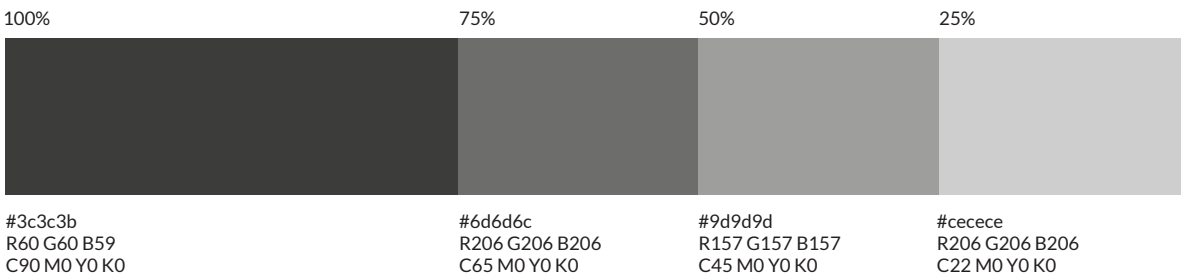
White space should always be embraced and unofficial colours should be used with care.

When using tints, please set the artwork to a percentage of the official brand colour values to ensure consistency.

YELLOW



GREY



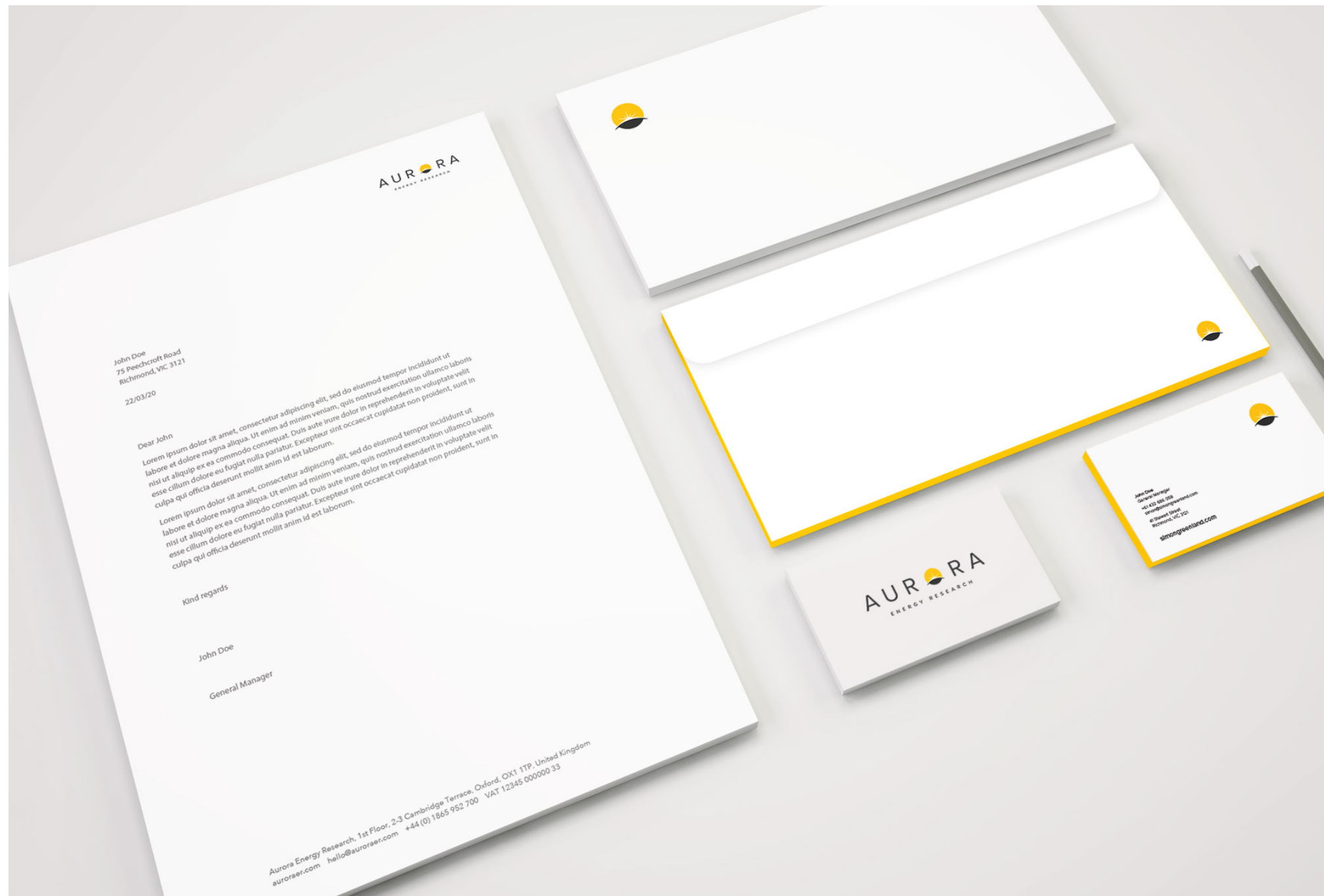
EXECUTION

BRAND RESOURCES

Whilst the logo mark should never be changed, our brand is flexible to ensure our marketing collateral goes out with punch, creativity and professionalism.

Different types of collateral will require a range of different brand assets to be used.





AURORA
ENERGY RESEARCH

John Doe
75 Peedcroft Road
Richmond, VIC 3121
22/03/20

Dear John

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Kind regards

John Doe
General Manager

Aurora Energy Research, 1st Floor, 2-3 Cambridge Terrace, Oxford, OX1 1TP, United Kingdom
auroraer.com hello@auroraer.com +44 (0) 1865 952 700 VAT 12345 000000 33



AURORA
ENERGY RESEARCH

John Doe
General Manager
+44 (0) 1865 952 700
hello@auroraer.com
61 St James Street
Richmond, VIC 3121
sinonguonao.com



EVENTS

SUITE

The events logotype ties in with the core Aurora brand to ensure consistency and easy of use across the identity.

The positive mark (on white) should be used at all times. Please ensure that the mark is positioned with as much clear space as possible.

Artwork files are available in the brand pack.

A U R  R A
Spring Forum
Oxford 2021

A U R  R A
Battery Conference
London 2021

A U R  R A
Renewables Summit
London 2021

A U R  R A
Renewables Summit
Berlin 2021

A U R  R A
Renewables Week
Germany 2021 | Virtual

Spring Forum



#ffcc00
R255 G204 B0
C0 M20 Y100 K0
Pantone 116

Renewables



#00BE86
R0 G190 B134
C73 M0 Y60 K0
Pantone 339

Battery



#00B6ED
R0 G182 B237
C70 M15 Y0 K0
Pantone 299



Brand enquiries

Caroline Oates / caroline.oates@auroraer.com