

Application Style Guide



Aurora | algae™

growing natural solutions

Drawing on years of industry presence and having recently renamed the company, Aurora Algae™ is embarking on building its brand anew.

A brand is power. A brand greatly increases a company's chance for success. Consistent usage of the new Aurora Algae trademarks are a crucial aspect in building our strong brand.

The purpose of this Corporate Identity Application Style Guide is to help us sustain a unified corporate voice by synthesizing Aurora Algae's visual vocabulary into a cohesive program. As we grow, this carefully defined design system will be applied to our corporate collateral, product marketing material, Web site, facilities, and all internal and external communications.

Corporate Identity can be looked at in two parts: The visible part of the program—the trademark, and the strategy behind the design. At the core of this assemblage is our trademark, the primary representation of Aurora Algae and its products to our customers, employees, marketing channels, and the broader industry at large. Since continuity of identity is so crucial in building and sustaining recognition of our company and products, it is critical that the integrity of the Aurora Algae trademark be preserved.

All of our communications are designed for maximum impact and visual continuity in delivering a consistent brand image. Explaining the strategy that informs the design, as well as relating the rules that govern it, is the reason for this Style Guide.

Opportunities to expose corporate identity are vast. Every public contact you make represents an impression. From letterhead to signage, from advertising to packaging, to how the phone is answered—all are a form of media, all have the capacity to affect how a company is perceived. Please assist us in our efforts by following these guidelines. Refer to them when conveying graphics specifications to vendors or internal departments, and use them as a benchmark for any visual communications you produce.

Thank you,
Gloria Consola
Director, Corporate Marketing



Trademark

Letterform Trademark

The letterform trademark consists of a typographic presentation of the words “Aurora algae”. In addition, the letter “g” of “algae” is filled with Aurora green.

Each individual letter in the words “Aurora Algae” have been custom drawn for visual flow and balance throughout the word. The custom letterform is clean and modern, presents a strong corporate image, and is easy to read and reproduce. Negative spaces are open and balanced.

“Aurora” is based on Avant Garde, while “algae” is derived from Trebuche.

The “TM” trademark protection is a part of the corporate trademark and must never be removed. It may be enlarged as required to maintain readability.

This letterform trademark may stand alone, but preferably would only be used when the Aurora Element and/or tagline are delivered elsewhere in context with this primary trademark.

Editorial Usage

In text (editorial), initial-cap is the case convention for the company name “Aurora Algae”.

Copyright

Aurora Algae must carry the “TM” trademark protection at the first occurrence of “Aurora Algae™” in the body text (headlines excluded) of any printed piece or digital communication.

An Aurora Algae copyright notice must appear on any document displaying an Aurora Algae corporate trademark.

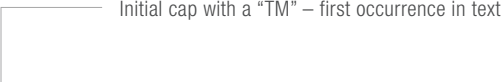
AURORA ALGAE CORPORATE TRADEMARKS MUST NEVER BE ALTERED OR MODIFIED IN ANY WAY.

Letterform Trademark > file Aurora1.1



Editorial

Lorem ipsum dolor sit amet, **Aurora Algae™** consectetur adipiscing elit, sed diam nonummy nibh. Duis autem vel eum iriure **Aurora** dolor in hendrerit in vulputate velit esse molestie consequat.



Copyright Notice

©2010 Aurora Algae™, Inc. Aurora Algae, and the Aurora Algae logo design are trademarks of Aurora Algae, Inc. in the U.S. and other countries. All rights reserved.

Trademark

Preferred Letterform Trademark with Tagline

A corporate tagline has been designed to be displayed with the letterform trademark, creating a single, unified Aurora Algae trademark. The size and position of the tagline relative to the letterform trademark should never be modified in any way.

This combination clearly and quickly delivers Aurora Algae’s brand with it’s core value statement. As such this is the preferred Aurora Algae trademark version. It is used most appropriately when the Aurora Element appears elsewhere in context with it.

Note, this preferred trademark version appears on the first page of this brand manual.

Aurora Algae Corporate Tagline

A corporate tag line, “*growing natural solutions*” used to help position Aurora Algae in the minds of it’s customers.

“*Growing*” refers both to literally growing algae, and growing a business, product lines, and bottom lines. “*Natural*” refers both to the organic basis of growing plant products, and as a logical conclusion of engineering with sustainable processes. “*Solutions*” points to the sustainable production of a wide range of high-value proteins and biofuels.

The tagline is easy to understand, and reflects Aurora Algae’s primary brand position and brand personality.

The tagline has been typeset in ITC Avant Garde Gothic Book Oblique, the same type font family the Aurora Algae trademark design is based on.

THE AURORA ALGAE CORPORATE TAG LINE IS A PART OF THE CORPORATE TRADEMARK AND AS SUCH MUST NEVER BE ALTERED OR MODIFIED IN ANY WAY.

Preferred Letterform Trademark with Tagline > file Aurora2.1



Aurora Algae Corporate Tagline



The Aurora Element > file Aurora5.1



Trademark

The Aurora Element

The Aurora Element is designed as a stand-alone corporate icon, an abstraction of the Aurora Algae letterform trademark identity. Conceptually, it is derived from the Periodic Table of Elements and is in fact suggestive of a new element in the Periodic Table – “Aurora Algae”.

Concept:

The Periodic Table represents an arrangement of fundamental chemical elements, providing a comprehensive organization of our understanding of chemical behavior.

Aurora Algae, using its deep understanding of fundamental chemical and biological behavior, has engineered proprietary, sustainable processes for the creation of biofuels and high-value organic products.

Aurora Algae is serving as an original or generating source for “*growing natural solutions*”, hence an icon suggestive of a new fundamental element: “A|a” – “Aurora Algae”.

Usage:

The Element, being an abstraction of the Aurora Algae trademark identity, can stand alone in a graphic field but only when the primary Aurora Algae trademark appears elsewhere in context with it. Within this flexible framework, the Element can serve as a powerful and versatile icon.

If you have any questions regarding usage of the Aurora Element, please contact the Aurora Algae Marketing department.

**AURORA ALGAE CORPORATE TRADEMARKS
MUST NEVER BE ALTERED OR MODIFIED IN
ANY WAY.**

Trademark

Letterform Trademark with the Aurora Element

A graphic symbol, the “Aurora Element”, has been developed as a corporate icon suggestive of a new element in the Periodic Table – Aurora Algae.

In this iteration the Aurora Element is combined with the primary letterform trademark, together creating a single, unified trademark.

Letterform Trademark with the Aurora Element and Tagline

This is the fully-realized version of the Aurora Algae trademark, encompassing all aspects of the trademark brand identity.

The corporate tagline now appears in conjunction with the primary letterform trademark and the Aurora Element. This iteration is most appropriate for situations where the Aurora Algae tagline and the Aurora Element do not appear elsewhere in context with it, and there is a requirement to deliver the fully-realized identity.

AURORA ALGAE CORPORATE TRADEMARKS
MUST NEVER BE ALTERED OR MODIFIED IN
ANY WAY.

Letterform Trademark with the Aurora Element > file Aurora3.1



Letterform Trademark with the Aurora Element and Tagline > file Aurora4.1



Trademark Reversed

Letterform Trademark, Reversed

The letterform trademark may appear reversed out of a solid color background. In this iteration the letter form “Aurora Algae” reverses out to print white while the color fill in the “g” of “algae” remains pms389.

Letterform Trademark with Tagline, Reversed

The letterform trademark with tagline may appear reversed out of a solid color background. In this iteration the letter form “Aurora Algae” reverses out to print white while the color fill in the “g” of “algae” remains pms389.

Care must be taken not to place any reversed Aurora trademark over backgrounds where the white type will not be clearly readable. If there is any doubt, contact the Aurora Algae Marketing department.

AURORA ALGAE CORPORATE TRADEMARKS
MUST NEVER BE ALTERED OR MODIFIED IN
ANY WAY.

Letterform Trademark, Reversed > file Aurora1.2

Aurora | algae™

Letterform Trademark with Tagline, Reversed > file Aurora2.2

Aurora | algae™
growing natural solutions

Trademark Reversed

The Aurora Element, Reversed

The Aurora Element may appear reversed out of a solid color background. In this iteration the Element box and “TM” appear white while the “A|a” inside the box prints pms7533.

Care must be taken not to place any reversed Aurora trademark over backgrounds where the white type will not be clearly readable. If there is any doubt, contact the Aurora Algae Marketing department.

AURORA ALGAE CORPORATE TRADEMARKS
MUST NEVER BE ALTERED OR MODIFIED IN
ANY WAY.

The Aurora Element, Reversed > file Aurora5.2



Trademark Reversed

Letterform Trademark with the Aurora Element, Reversed

The letterform trademark with the Aurora Element may appear reversed out of a solid color background. In this iteration the letter form “Aurora Algae” reverses out to print white while the color fill in the “g” of “algae” remains pms389.

Letterform Trademark with the Aurora Element and Tag Line, Reversed

This is the fully-realized version of the Aurora Algae trademark, encompassing all aspects of the trademark brand identity.

The letterform trademark with the Aurora Element and tagline may appear reversed out of a solid color background. In this iteration the letter form “Aurora Algae” reverses out to print white while the color fill in the “g” of “algae” remains pms389.

Care must be taken not to place any reversed Aurora trademark over backgrounds where the white type will not be clearly readable. If there is any doubt, contact the Aurora Algae Marketing department.

AURORA ALGAE CORPORATE TRADEMARKS
MUST NEVER BE ALTERED OR MODIFIED IN
ANY WAY.

Letterform Trademark with the Aurora Element, Reversed > file Aurora3.2



Letterform Trademark with the Aurora Element and Tag Line, Reversed > file Aurora4.2



Trademark Architecture

Letterform Trademark with Tagline

Proportions

The letterform trademark with tagline is constructed with an aspect ratio (length to height) of 3.75:1. This proportion must never be altered. Particular care should be taken when placing the corporate trademark in an application such as Microsoft Word, or PowerPoint where the image proportions are easily changed by dragging the corners of the picture box. Doing so can change the aspect ratio of the trademark and is to be avoided.

Minimum Clear Space Protection

The letterform trademark with tagline may appear in the same graphic field with other logos, graphics, and type. Therefore it is important to maintain a minimum amount of clear space protection around the logo to avoid confusion of the brand identity. This clear space helps establish the importance of the logo in environments where it competes for attention with other graphic elements or logos.

The unit of measure "X" equals the height of the word "algae" in the trademark. The minimum required clear space protection extends the distance 1 X above, below, to the right, and to the left of the trademark.

Minimum Size

The minimum size the letterform trademark may be reproduced is .75 in. wide without the Aurora tagline, and 1.875 inches wide with the Aurora tagline.

THE AURORA ALGAE CORPORATE TRADEMARK MUST NEVER BE ALTERED OR MODIFIED IN ANY WAY.

Proportions



Minimum clear space protection



Minimum size



Trademark Architecture

Letterform Trademark with the Element and Tagline

Proportions

The letterform trademark with the Aurora Element and tagline was constructed with an aspect ratio (length to height) of 1.45:1. This proportion must never be altered. Particular care should be taken when placing the corporate trademark in an application such as Microsoft Word, or PowerPoint where the image proportions are easily changed by dragging the corners of the picture box. Doing so can change the aspect ratio of the trademark and is to be avoided.

Minimum Clear Space Protection

The letterform trademark with the Aurora Element and tagline may appear in the same graphic field with other logos, graphics, and type. It is important to maintain a minimum amount of clear space protection around the logo to avoid confusion of the brand. This clear space helps establish the importance of the logo in environments where it competes for attention with other graphic elements or logos.

The unit of measure "X" equals the height of the Aurora Element. The minimum required clear space protection extends the distance 1 X above, below, to the right, and to the left of the trademark as shown.

Minimum Size

The minimum size the trademark with the Aurora Element may be reproduced is .75 in. wide without the Aurora tagline, and 2 inches wide with the Aurora tagline.

THE AURORA ALGAE CORPORATE TRADEMARK MUST NEVER BE ALTERED OR MODIFIED IN ANY WAY.

Proportions



Minimum clear space protection



Minimum size



Trademark Color

Two Color Trademark

Careful application of corporate colors is critical to maintaining consistency, continuity, and effectiveness of the corporate identity system.

The only approved background for two color Aurora Algae trademarks is white. Never display a two color trademark over a colored or textured background or photograph.

Pantone® Color

Aurora brown: pms7533
Aurora green: pms389
Background: white

Process (CMYK) Color Equivalents

Aurora brown: c0 m22 y85 k85
Aurora green: c22 m0 y100 k0

Digital (RGB) Color Equivalents

Aurora brown: r63/g38/b0
Aurora green: r204/g237/b51

One Color (black) Trademark

Black
20% black
White background

THE AURORA ALGAE CORPORATE TRADEMARK COLORS MUST NEVER BE ALTERED OR MODIFIED IN ANY WAY.

Two Color Trademark



One Color Trademark



Trademark Color Reversed

Two Color Trademark

Solid pms7533 is the preferred background for two color reversed trademarks.

Pantone® Color

Trademark: white
Aurora green: pms389
Background: pms7533

One Color Trademark

One color trademarks may reverse out of other colors and textures, including photographs, but special attention must be paid to ensure there is adequate contrast for the white trademark to be easily read, and without ambiguity

Trademark: white

A fill color is not applied to the “g” of “algae”. The background color is allowed to show through.

THE AURORA ALGAE CORPORATE TRADEMARK COLORS MUST NEVER BE ALTERED OR MODIFIED IN ANY WAY.

Two Color Trademark, Reversed















One Color Trademark, Reversed



Corporate Color Palette

Extended Aurora Corporate Colors

Pantone® Color

	pms7533 brown	corporate colors
	pms389 green	
	pms303	extended color palette
	pms308	
	pms322	
	pms3435	
	pms356	
	pms362	
	pms376	
	pms374	
	pms1805	accent color
	pms5803	neutral color

Extended Aurora Corporate Colors

An extended palette of corporate colors has been established for use wherever the Aurora Algae brand is delivered. These additional colors are designed to provide a color foundation for the extended brand look-and-feel. The palette is versatile while also delivering a unique Aurora Algae identity.

Draw from this color scheme when creating illustrations, graphics, and anywhere additional colors are needed.

AURORA ALGAE EXTENDED CORPORATE COLORS MUST NEVER BE ALTERED OR MODIFIED IN ANY WAY.

Corporate Color Palette

Color Equivalencies

When reproducing colors in process ink or digital mediums, refer to the table at the left for color equivalencies of the Pantone colors:

Process color (cmyk)

RGB color (r/g/b)

These numbers are intended to be a guidelines. Always use the source Pantone pms specification and color chips as the standard color reference.

Note: Color variance will occur across a wide range of circumstances:

1. application programs (such as PowerPoint)
2. output displays (due to monitor settings)
3. printers (due to printer settings)
4. printed color vs. projected (displayed) color

If you have any questions or concerns over the proper application of color, contact the Aurora Marketing department.

AURORA ALGAE EXTENDED CORPORATE COLORS MUST NEVER BE ALTERED OR MODIFIED IN ANY WAY.

Color Equivalencies

PROCESS Color (cmyk)

7533	c0 m22 y85 k85
389	c22 m0 y100 k0
303	c100 m11 y0 k74
308	c100 m5 y0 k47
322	c100 m0 y33 k33
3435	c100 m0 y81 k66
356	c95 m0 y100 k27
362	c70 m0 y100 k9
376	c50 m0 y100 k0
374	c24 m0 y57 k0
1805	c0 m91 y100 k23
5803	c2 m0 y12 k11

RGB Color (r/g/b)

7533	63/38/0
389	204/237/51
303	0/63/84
308	0/96/124
322	0/114/114
3435	2/73/48
356	0/122/61
362	51/158/53
376	140/198/63
374	186/232/96
1805	175/38/38
5803	223/225/206

Corporate Color Palette

Color Equivalencies

Color equivalencies for RGB have been specially formulated for use within the Microsoft PowerPoint application, which has a “unique” way of handling color.

These values can be referred to when building additional colors in the PowerPoint color palette.

If you have any questions or concerns over the proper application of color, contact the Aurora Marketing department.

AURORA ALGAE EXTENDED CORPORATE COLORS MUST NEVER BE ALTERED OR MODIFIED IN ANY WAY.

Color Equivalencies

PPT Color (r/g/b)

7533	56/33/0
389	204/233/45
303	0/63/84
308	0/96/124
322	0/114/114
3435	2/73/48
356	0/122/61
362	51/158/53
376	140/198/63
374	186/232/96
1805	175/38/38
5803	223/225/206

Corporate Typography

Helvetica Font Family

Helvetica is the Aurora Algae corporate typeface, offering one of the largest and most diverse font families available

Helvetica is also one of the most popular typefaces of all time. It was designed by Max Miedinger in 1957 for the Haas foundry of Switzerland. The design is based on the grotesques of the late nineteenth century, but new refinements put it in the sans serif sub-category of neo-grotesque.

Helvetica is an all-purpose type design that can deliver practically any message clearly and efficiently.

Franklin Gothic Font Family

Because presentation programs are authored by individuals in the company outside of the Marketing department, a standard type font resident on PCs and Macs is needed to provide consistency.

Franklin Gothic has been identified as the Aurora Corporate font for use with presentation programs such as PowerPoint. This is the only authorized usage of Franklin Gothic.

Open Type Recommended Font format

OpenType® is a new cross-platform font file format developed jointly by Adobe and Microsoft. Adobe has converted the entire Adobe Type Library into this format and now offers thousands of OpenType fonts.

The two main benefits of the OpenType format are its cross-platform compatibility (the same font file works on Macintosh and Windows computers), and its ability to support widely expanded character sets and layout features, which provide richer linguistic support and advanced typographic control.

For more information on Open Type format:
<http://store1.adobe.com/type/opentype/index.html>

Helvetica Font Family

Helvetica thin

The quick brown fox jumps over the

Helvetica light

The quick brown fox jumps over the

Helvetica light italic

The quick brown fox jumps over the

Helvetica roman

The quick brown fox jumps over the

Helvetica medium

The quick brown fox jumps over the

Helvetica bold

The quick brown fox jumps over the

Helvetica heavy

The quick brown fox jumps over the

Helvetica black

The quick brown fox jumps over the

Franklin Gothic Font Family – for presentation applications only

Franklin Gothic book

The quick brown fox jumps over the

Franklin Gothic book italic

The quick brown fox jumps over the

Franklin Gothic demi

The quick brown fox jumps over the

Trademark Usage Violations

Violations

Any variation from the guidelines covered in the Aurora Algae Application Style Guide would be incorrect and should not be used.

The following are some examples of unacceptable modifications – violations in the application of the Aurora Algae trademark.

1. Never move, delete, or rearrange any elements of the corporate trademark from their respective positions.
2. Never attach words or graphics to the corporate trademark.
3. Any distortion of proportions (height or width) of the corporate trademark is incorrect.
4. Never make another logo using elements of the corporate trademark.
5. Never utilize the trademark with the Aurora Element in a graphic field that also includes the Aurora Element.
6. Never place the primary two color trademark over a colored or a textured background. Use a reversed trademark if there is adequate contrast.
7. Never place the two color corporate trademark over a photographic background. Use a reversed trademark if there is adequate contrast.
8. Never use a reversed Aurora trademark on a light background.

IF YOU HAVE ANY QUESTIONS OR CONCERNS REGARDING APPLICATION OF THE AURORA ALGAE CORPORATE TRADEMARK, CONTACT THE MARKETING DEPARTMENT.

Violations

1. Violation



5. Violation



2. Violation



6. Violation



3. Violation



7. Violation



4. Violation



8. Violation



Corporate Collateral

Corporate Brochure

The Aurora corporate brochure delivers the Aurora corporate position and strategic direction in it's markets. It establishes a future-direct vision and establishes who Aurora Algae is in the eyes of it's audience.

The Aurora Algae corporate brochure defines the motivating essence of it's position speaking directly to it's audience

As with the corporate folio, the Aurora Algae logo is delivered in a large field of white over a closeup of an algae pond. This signature watermark "g" is situated in the same position as on the corporate folio.

Corporate Brochure



front cover



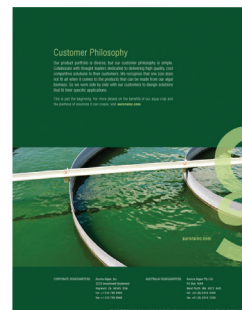
first spread



inside spread



back spread



back cover

Aurora|algae™
growing natural solutions

CORPORATE HEADQUARTERS

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