Aurora Parts™

BRAND IDENTITY

REFERENCE GUIDELINES



Aurora Parts Logo Usage Policy

By using the Aurora Parts™/Aurora Parts To Go™/Pro-Par®/Pro-FIT™/ or FleetPerform® logo(s) you expressly agree to all of the terms and conditions written out in this policy. Permission to use the logo(s) does not grant the user any right of exclusive use or ownership. Aurora Parts retains all rights, title & interest to the logo(s).

- You agree that you will not display the Aurora Parts™/ Aurora Parts To Go™/Pro-Par®/Pro-FIT™/FleetPerform® logo(s) in a manner that is misleading, defamatory, infringing, libelous, disparaging, obscene or otherwise objectionable to Aurora Parts as determined by us in our sole discretion.
- The Aurora Parts logo(s) will be separated from those of competitors by an adequate amount of clear space (see page 3).
- You agree that you will not use the logo(s) to misrepresent Aurora Parts or suggest that Aurora Parts has authorized editorial content (in print or on a website), or that such content is the view/opinion of Aurora Parts.
- You agree that you will use the logo(s) provided in place of any out-dated or obsolete logo(s) associated with Aurora Parts.
- You will provide us with samples of your use of the logo(s) if we request it. You also agree to remove any such logo(s) we deem as incorrect or improper.

At our sole discretion, we may terminate access rights immediately if we deem that you are in violation of these terms or if your usage has violated any applicable laws or regulations.

Aurora Parts™

Logo
Logo usage

Sub-Brands & Colors
Sub-brand logos and primary colors

Artwork Examples
Promotional examples using Aurora Parts logo

Primary Horizontal Logo

The horizontal logo is the primary version and its use should be prioritized over the vertical logo; it should be prominent and immediately noticeable on all publications and online communications.



Secondary Vertical Logo

The secondary vertical logo should be used when the logo needs to be center aligned for square and vertical layout formats.



Primary Horizontal 1-Color Logo Reversed (White)

Use the white 1-color (reversed) logo against black or dark-colored backgrounds.



Secondary Vertical 1-Color Logo Reversed (White)



Logo Clear Space

Make sure the area surrounding the logo is free from other graphics, logos, or typography. **Never let text or graphic elements overlap the logo.** A minimum space equal to or greater than the height of **2 Aurora Parts 'A' logomarks** should be observed around the perimeter of the logo when displaying any Aurora Parts logo(s) with those of competitors (see right).



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Don't Do

Never stretch, distort, or skew the Aurora Parts logos.

Never apply the Aurora Parts color logo on a dark background.

Never apply the Aurora Parts reversed logo on a light background.

Never apply the Aurora Parts color or reversed logo directly to any photo. Logo must always be on a solid dark or light area of color with correct clear space around the logo.





Can Do

Proper application of Aurora Parts color logo on a light background.

Proper application of Aurora Parts reversed logo on a dark background.

Proper application of Aurora Parts color logo to a photo within a light area with proper clear space.



Proper application of Aurora Parts reversed logo to a photo within a dark area with proper clear space.



Note: *do not alter the logo in any way, including changing colors, proportions, typography, or orientation. Always use the approved assets provided.*

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Aurora Parts Sub-Brands

Aurora Parts™

FleetPerform By Aurora | Aurora Parts To Go. | Pro-Par OEM Heavy Duty Parts | Pro-FIT OEM Precision Products | AuroraPay® | Part Exchange.

Download logos here: https://auroraparts.com/brand-guidelines/

Primary Colors

Aurora Blue and Black are the primary colors and should be used across all communications to ensure brand consistency.

Aurora Blue
PANTONE: 647 C
CMYK: C:91 M:63 Y:20 K:4
RGB: R:33 G:96 B:146
HEX: #216092

Black
PANTONE: True Black
CMYK: C:75 M:68 Y:67 K:90
RGB: R:0 G:0 B:0
HEX: #000000

Secondary Colors

Secondary colors include dark gray, light gray, and dark blue. These colors are used to support and complement the primary palette. Use of secondary colors is optional and should be applied as needed to enhance visual hierarchy and flexibility.

Dark Gray
CMYK: C:18 M:8 Y:0 K:75
RGB: R:79 G:86 B:97
HEX: #4F5661

Light Gray
CMYK: C:14 M:8 Y:4 K:0
RGB: R:215 G:221 B:230
HEX: #d7dde6

Dark Blue
CMYK: C:97 M:73 Y:37 K:24
RGB: R:22 G:68 B:102
HEX: #164466

Light Blue
CMYK: C:21 M:0 Y:0 K:0
RGB: R:197 G:233 B:251
HEX: #c5e9fb

Accent Color

Accent Blue is used to highlight key elements such as calls-to-action, links, and interactive components. Use it sparingly to guide attention and emphasize important content.

Accent Blue
CMYK: C:73 M:5 Y:21 K:0
RGB: R:2 G:179 B:200
HEX: #02b3c8

AI-Assisted Brand Creation Policy

All AI-generated outputs – imagery, copy, layouts, and concepts – must be reviewed and refined to align with our brand elements, including color palette, typography, tone, and visual style. Generic AI outputs should never be used as-is, as this risks inconsistency and brand dilution.

Treat all AI-generated assets as a starting point, not a final product. Using established templates and reference materials when working with AI will help ensure final assets meet the same quality and consistency standards as traditionally created work, keeping our brand cohesive, distinctive, and recognizable across all channels.

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Promo Examples Using Aurora Parts Logo



DESCRIPTION	PART #	QTY	PRICE
(N) PROTECTO GLADHAND SEAL-RUB	GLBGT-2604	73	$0.21
(N) 2IN NYLON ROLLER	TRGTG-3228	3	$0.93
(N) 1 1/16IN-25IN STEEL SPRING	TRS34017	15	$4.61
(N) GLADHAND-STRAIGHT EMERGENC	GDVG2808	1	$2.16
(T) SHOCK ABSORBER 1.38" BORE	HENS-24088	8	$31.43
(T) HINGE-3 HOLE ALUM 4IN X9.6	HYU1000-9668	5	$10.67
(T) PANEL-SIDE FLAT ALUM PPW	PNL70123	47	$79.12
(T) SPRAY PAINT PAINT, SPRAY B	GDSGQ1672	35	$6.77
(T) AIR SPRING ALUMINUM PISTON	HENS-20223	4	$100.41
(T) SUBFRAME W/HNGR H9801-48,	HUT29083-03	1	$1,162.24
(T) 18IN WAND SPRAY GUN	APPM125	1	$270.49
(T) CROSSMEMBER 4" X 102", PRI	CMB4X102P	1	$25.07
(T) AIR SPRING ALUM PISTON, HE	HENS-20010	7	$103.26
(T) EZEDGE SKIRT SET-19FT-32IN	TTXEZ-1932T	1	$947.46
(T) AIR SPRING-FIR8852	CTT64339	3	$109.16
(N) HOLDBACK POST-DOOR CURVED	EBE6603-50-13	20	$1.86
(N) SPRAY PAINT PAINT, SPRAY F	GDSGQ1433	33	$4.94
(T) ROOF BOW-STEEL CAMBERED 99	UTI03-1600-0-053	21	$16.02
(T) 14IN-72IN WIDE OVERSIZED L	DOL28000008	4	$8.67
(T) CARGO BAR HOLDER	DOL33200025	8	$16.35
(N) AXLE KIT-HOLLOW WWELDED CA	HOL50616043	20	$4.52
(T) SKIRT SUPPORT KIT-16 BRACK	TTXT-FLEX-16	29	$29.66
(T) SCUFFBAND-PLASTIC BLACK	GDA5/8X18X52B	3	$186.68
(T) DOOR BLANK-IMPORT .75IN X4	GDAML5010-25X	2	$112.69
(N) WIDE TURNS SIGNS	JJK948	5	$3.86
(N) ROLLER HINGE COMPLETE	TRGTG-1209-A	4	$2.00
(T) AIR SPRING-FIR9307	CTT64439	3	$80.99
(T) AIR SPRING-FIR8829	CTT64312	2	$124.05
(N) SEAL PIN--10 GAUGE-.135 TH	POWP40125	46	$1.12
(N) 2IN NYLON ROLLER	TRGTG-3228	75	$0.87

DESCRIPTION	PART #	QTY	PRICE
(T) SPRING-3 LEAF HIGH ARCH	GDATRA2726	7	$60.94
(N) SEAL PLATE-HDG	POWP40115	72	$2.03
(N) CENTER HINGE	TRGTG-61196	91	$1.06
(T) DOOR BLANK-.75IN X49IN X12	GDAML5020-25	19	$137.27
(N) BOTTOM FIXTURE	TRGTG-61352	31	$1.41
(T) OPTIONAL CURVED BRUSH FOR	FTG 031 01536	3	$57.82
(T) THREE-HOLE HINGE-DRY FREIG	FTG 022 01046	12	$7.70
(T) THREE-HOLE HINGE-PINES STY	FTG 022 00995	20	$6.29
(T) THREE-HOLE HINGE-TRAILMOBI	FTG 022 00966	30	$7.35
(N) THREE-HOLE HINGE WITH STAM	FTG 022 00490	20	$4.06
(T) THREE-HOLE HINGE-STRICK ST	FTG 022 01013	25	$8.17
(T) THREE-HOLE HINGE-MANAC STY	FTG 022 01041	12	$9.75
(T) THREE-HOLE OFFSET HINGE-GR	FTG 022 01058	20	$10.11
(T) FOUR-HOLE HINGE-WABASH STY	FTG 022 01182	30	$7.27
(T) THREE-HOLE HINGE-GREAT DAN	FTG 022 01412	20	$9.81
(T) FIVE-HOLE HINGE-MINER STYL	FTG 023 02009	40	$10.23
(T) THREE-HOLE HINGE-KENTUCKY	FTG 022 00614	20	$9.74
(T) FIVE-HOLE HINGE-FRUEHAUF S	FTG 022 01004	12	$8.68
(T) THREE-HOLE HINGE-REEFER-GR	FTG 023 00562	20	$9.71
(T) FOUR-HOLE HINGE-REEFER-WAB	FTG 022 01047	30	$7.41
(T) THREE-HOLE HINGE-GREAT DAN	FTG 022 01007	20	$8.09
(T) FOUR-HOLE HINGE-DORSEY STY	FTG 022 00888	15	$7.82
(T) THREE-HOLE HINGE-HYUNDAI S	FTG 023 01657	20	$10.40
(T) THREE-HOLE HINGE-GREAT DAN	FTG 023 01656	30	$9.01
(T) HINGE UTILITY STYLE THREE-	FTG 022 01056	30	$9.09
(T) FOUR-HOLE HINGE-GREAT DANE	FTG 022 01009	30	$8.24
(T) DECORATIVE STRIPS FOR SPRA	FTG 031 01655	8	$52.25
(T) THREE-HOLE HINGE-MONON STY	FTG 022 01185	20	$10.24
(T) THREE-HOLE HINGE-VANGUARD	FTG 022 01407	30	$7.55
(T) THREE-HOLE HINGE-DORSEY ST	FTG 022 00391	20	$10.58





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