

**Aurora Lighting Hire are specialist providers of lighting equipment and services to the entertainment media production industry.**

The Aurora logo is the most important visual element of our brand identity. In order to protect against inconsistencies or misuse and to maintain brand continuity across all our activities it is essential that the following logo guidelines are properly adhered to.

The Aurora logo should only appear in the company's corporate colours. It should never be represented in any other colors and should never be manipulated or altered in any way.

The Aurora logo remains the property of Aurora Lighting Hire Limited and may be only be reproduced with the proper permission. A variety of file formats and resolutions are available, please contact us with any logo requests.



## MASTER LOGO COLOURS

### Purple

Pantone: 2597

CMYK: 85, 100, 0, 0

RGB: 82, 46, 145

HEX: #663399



### Black

100% Black



## NON COLOUR USE

In instances where colour reproduction of the logo is not available, the Aurora logo may be printed as solid black or solid white, depending on the background colour. For advice on any other usage, please contact us.

