



Aurelian

Style Guide



1.0 Color

Primary Colors

Aurelian’s brand colors draw inspiration from the late 1970s, when many of the operational systems supporting public infrastructure were first developed.

Deep blues anchor the palette, reflecting the stability and reliability required in critical environments.

Blues are to be used as accent tones rather than base colors, to provide visual guidance while allowing neutral tones to carry the foundation of the design system.

Brand Colors

Command Blue takes influence from the historic NASA flag, representing coordination and technical precision.

Channel Blue draws from Apollo flight suits and the blue used in the 1977 Voyager mission patch.

Channel Blue

CMYK: 37%.16%.0%.45%
RGB: 88.117.139
HEX: #58758B

Command Blue

CMYK: 83%.42%.0%.75%
RGB: 11.37.64
HEX: #0B2540

Neutrals

These neutral tones in the Aurelian palette provide a calm, stable backdrop for information. They are inspired by materials and documentation common in late-1970s operational environments—control rooms, printed manuals, and technical interfaces.

These neutrals carry most of the visual weight across layouts, allowing typography, content.

Control Charcoal

CMYK: 0%.2%.2%.82%
RGB: 45.44.44
HEX: #2D2C2C

Control Charcoal Lt.

CMYK: 0%. 0%. 0%. 89%
RGB: 29.29.29
HEX: #1D1D1D

Relay Gray

CMYK: 0%.0%.0%.40%
RGB: 153.153.153
HEX: #999999

Field Paper

CMYK: 0%.1%.2%.5%
RGB: 241.238.236
HEX: #F1EEEC

Color in Typography

Our rules about the color of headlines and body copy depend on the background color. Here are a set of primary color combinations that could be a good place to start.

Automate Non-Emergency Calls.

✔ On Aurelian Off -White background #FFFFFF
Use Headline: Color (Black #1D1D1D)

Automate Non-Emergency Calls.

✔ On Aurelian White background #58758B
Use Headline: Color (White #FFFFFF)

Automate Non-Emergency Calls.

✔ On Aurelian Blue background #0B2540
Use Headline: Color (White #FFFFFF)

Automate Non-Emergency Calls.

✔ On Grey 1 background #F1EEEC
Use Headline: Color (Black #1D1D1D)

Automate Non-Emergency Calls.

✔ On Grey 2 background #797979
Use Headline: Color (White #FFFFFF)

Automate Non-Emergency Calls.

✔ On Black background #2D2C2C
Use Headline: Color (White #FFFFFF)

Color Inspiration



2.0 Typography

Primary Typefaces

Neue Montreal serves as the primary typeface for Aurelian. Its clean structure and balanced proportions create a clear and dependable foundation for communication across presentations, interfaces, and brand materials.

Use **Neue Montreal Bold** for strong, confident headings and Neue Montreal Regular for clear, easy-to-read body text.

Neue
Montreal

Headings

Haas Grot Disp Trial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()?+

Body Text

Haas Grot Disp Trial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()?+

Roboto Mono is used to add structure and depth to the type system. Its monospaced form introduces a subtle technical tone, reflecting the structured environments where operational systems and data are often presented.

Use **Roboto Mono** in for some subtitles, quote text, small UI components, and interface labels to create visual depth within pages.

ROBOTO MONO

MEDIUM

Subtitles

Roboto Mono

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&* () ? +

Supporting Typeface

Jersey 25 is a distinctive font that introduces contrast and signal within the typography system, helping guide attention where it matters most.

It is used sparingly for call-to-actions, occasional subheads, and moments that benefit from visual emphasis.

Jersey
25

Subtitles

JERSEY 25

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()?+

A clear typographic hierarchy ensures consistency and recognizability across all Aurelian materials. Each font has a specific role, and maintaining this structure helps create a unified, professional visual system.

Subtitles
Roboto Mono

ABOUT AURELIAN

Headings
Neue Montreal

Automate non-emergency calls.

Body Text
Neue Montreal

Aurelian was built for the people behind the headsets—dispatchers, agents, and operators who are stretched thin. We use AI to handle the repetitive, the routine, and the noise—so your team can stay focused on what matters. Built in partnership with public safety leaders, our system adapts fast, sounds natural, and delivers real relief from day one.

CTAs
Jersey 25

SCHEDULE A DEMO

Grid System

Our typography and type hierarchy establish a clear structure for all text content while reinforcing the Aurelian brand identity. This system is designed for both the Aurelian website and its mobile version.

Follow these principles:

1. Neue Montreal is used for main headings and body text — it defines the overall tone of communication.
2. Roboto Mono is used for some subtitles and small UI elements.
3. Jersey 25 is used for CTAs, come subheads, and small UI elements, always in uppercase, to emphasize structure and precision.

H1 - Neue Montreal Bold82px

H1 / Headline

H2 - Neue Montreal62px

H2 / Headline

H3 - Neue Montreal35px

H3 / Headline

H4 - Neue Montreal20px

H4 / Headline

H4 - Neue Montreal18px

Body / Text 1

Body - Neue Montreal14px

Body / Text 2

Subtitle - ROBOTO MONO CAPS18px

SUBTITLE 1

Subtitle - ROBOTO MONO CAPS16px

CTA & UI ELEMENTS

JERSEY 25 MONO CAPS16px

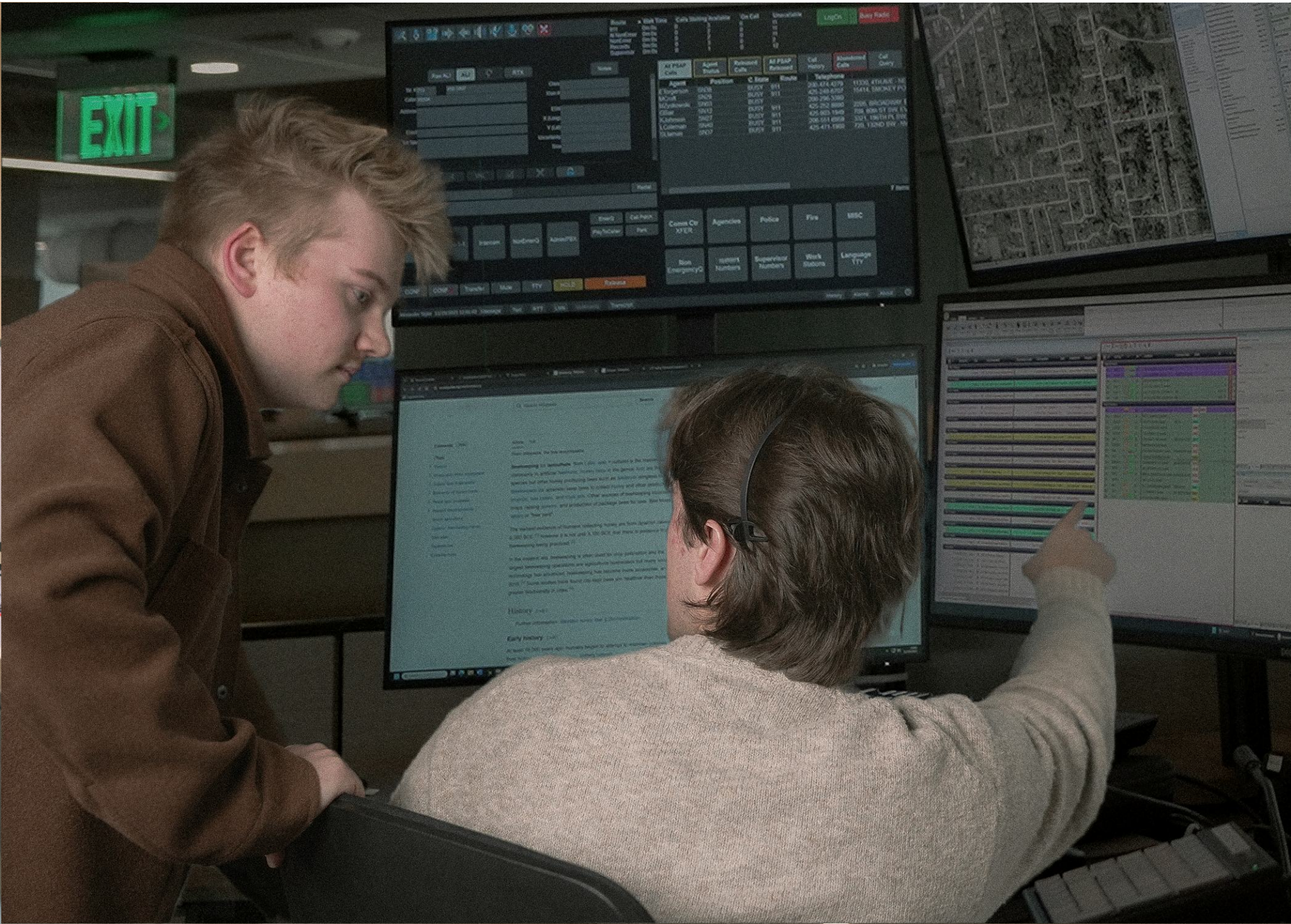
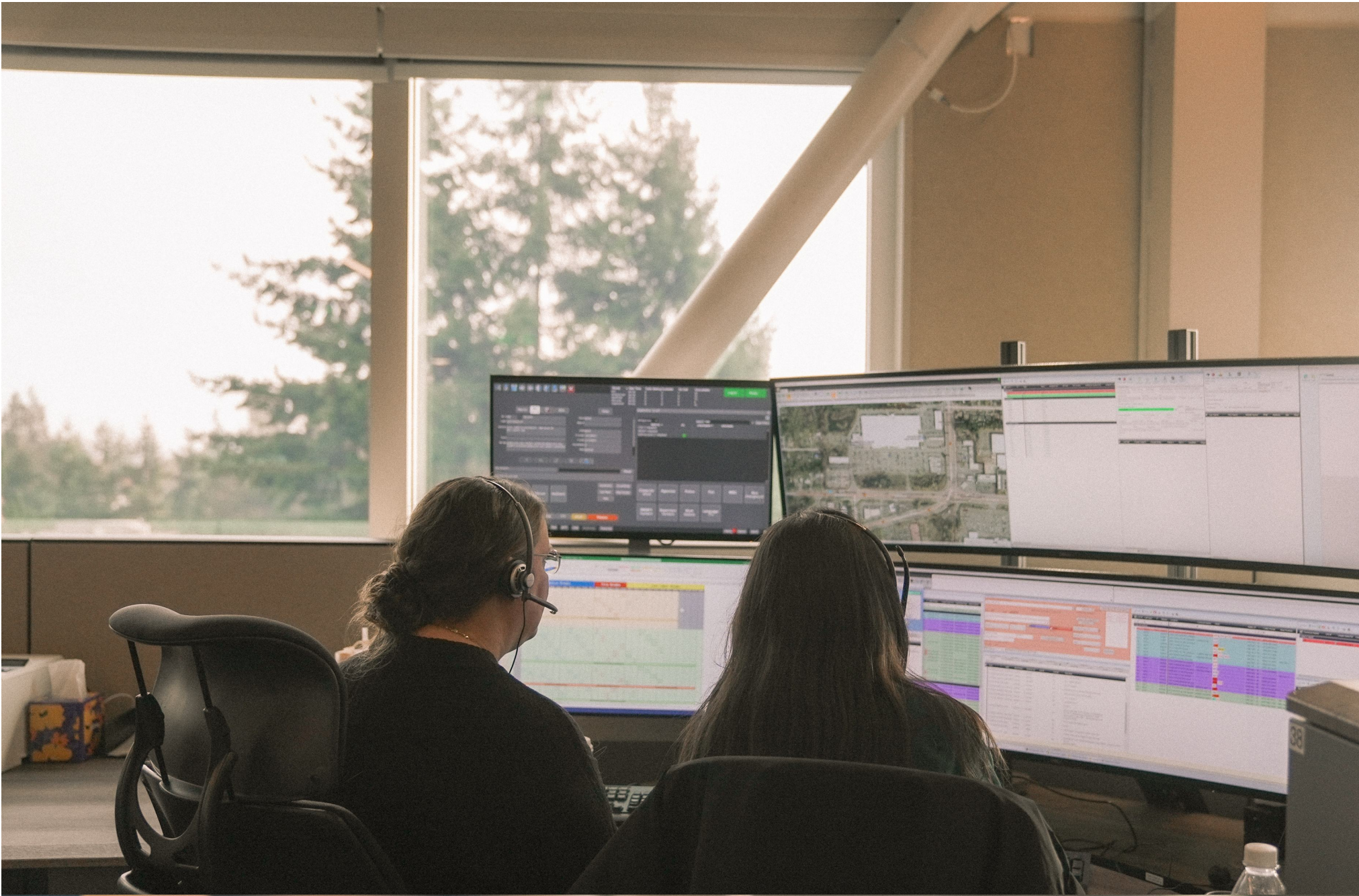
3.0

Photography

Photography

All photography should be in warmer tones, and either shot on film or edited to look like it was shot on film to bring a nostalgic feeling to the brand.

All photography should center around people as they are the reason that we create these products.



3.0

Texture & Backgrounds

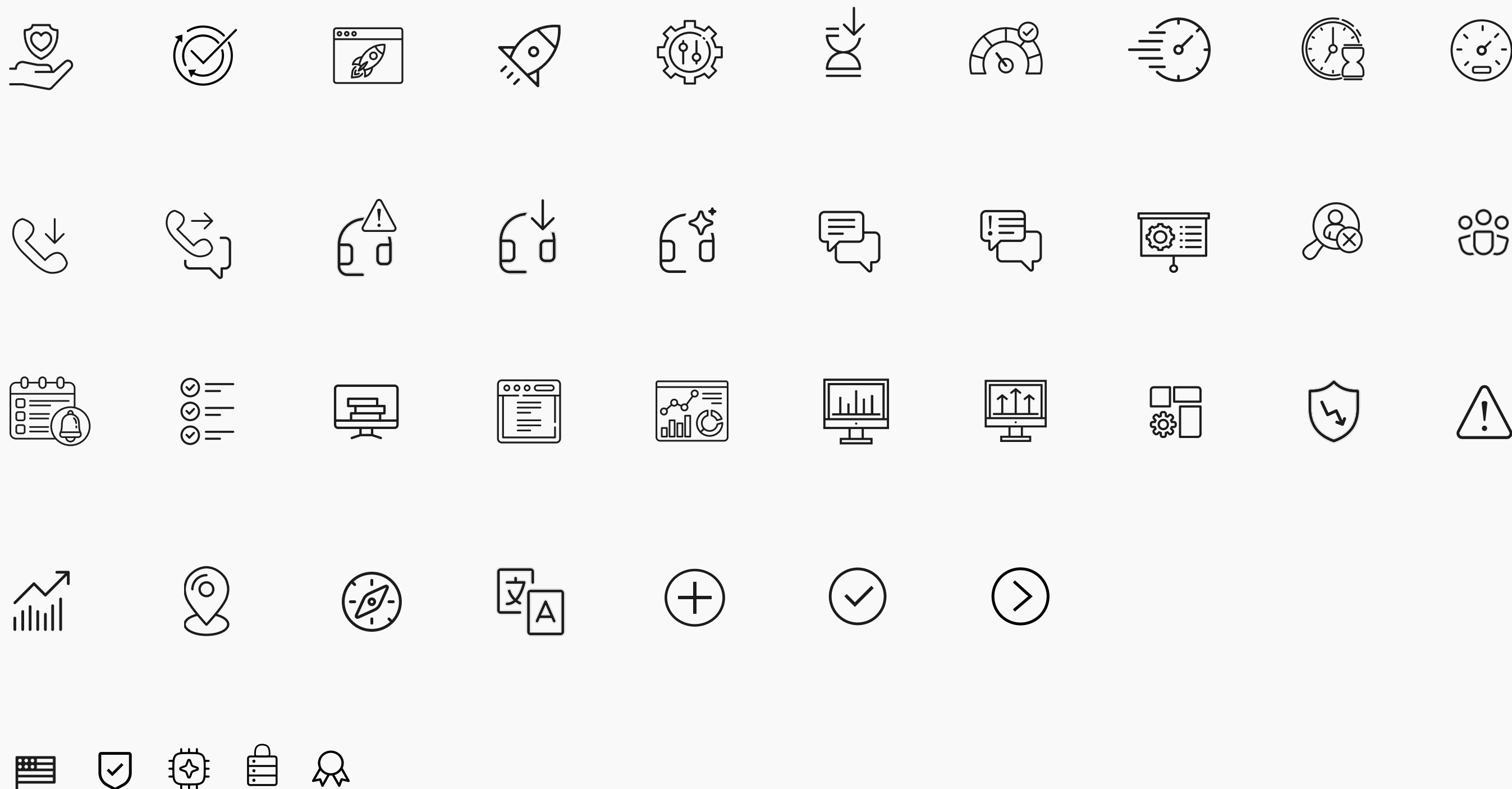
Texture & Backgrounds

Texture can add depth to assets and create a more nostalgic feeling. Texture Should be used at **~18% opacity.**

Aurelian logotype can be increased in size and used as a background on various assets at **~10% opacity.**

5.0

Icons



Brand Colors

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Open Line

CMYK: 0%.0%.0%.0%
RGB: 255.255.255
HEX: #FFFFFF

Field Paper

CMYK: 0%.1%.2%.5%
RGB: 241.238.236
HEX: #F1EEEC

Relay Gray

CMYK: 0%.0%.0%.40%
RGB: 153.153.153
HEX: #999999

Control Charcoal Lt.

CMYK: 0%.2%.2%.82%
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