Our identity

Our identity reflects our brand and its principles in a visual form. Throughout these guidelines we will introduce you to the components of the Altitude Angel brand. We will provide guidance on how to use them, to ensure we retain a consistent look and feel across all touch points.

Our identity reflects our brand and its principles in a visual form. Throughout these guidelines we will introduce you to the components of the Altitude Angel brand. We will provide guidance on how to use them, to ensure we retain a consistent look and feel across all touch points.
Logo overview

One of the most important brand assets is our logo. We use different iterations of the logo for different touchpoints.
Logo

The primary logo uses the wordmark and brandmark together in a lock-up, as shown here. The brand mark can be used independently from the word mark where space is at a premium.

On no account must it ever be redrawn or modified.

You can download a copy of our logo here.
Logo horizontal

This can be used when the available space or page format does not allow the use of the primary logo.

On no account must it ever be redrawn or modified.
Logo construction

The brandmark has been carefully constructed and anchored on a 28° angle. This angle is used in the bespoke typography in the word mark and can be used as a graphic device as demonstrated on page 20.
Brand mark

The brandmark can be used independently from the word mark where space is at a premium. Examples of this are shown in the implementation on pages 26 onwards.
Brand mark construction

The brandmark is anchored from a 28° angle and each segment is rotated by an additional 16° to create the fanned effect. The precise angles and transparencies are noted in the annotations and should not be altered.
Small brand mark construction

When the brandmark is required at a small scale, we can use this simplified version to ensure the mark is legible.

The brandmark is anchored from a 28° angle and each segment is rotated by an additional 20° to create the fanned effect. The precise angles and transparencies are noted in the annotations and should not be altered.

Contact
Implementation
Photography
Graphic device
Typography
Colour
Logo
Our identity
Brandmark usage

The brandmark can be framed in a square or circular holding device for use on social media and other applications.
Our identity

Logo

Colour

Typography

Graphic device

Photography

Implementation

Contact

Logo clearspace

To ensure legibility and brand integrity, there should be a clear space between the wordmark/brandmark and any other graphical element. This area is based on the vertical height of the "A" of the Altitude Angel wordmark.

For clarity, neither the wordmark nor brandmark should be used any smaller than 64 pt and 12 pt respectively, and for such cases we recommend using the small scale brandmark.
Logo colour

The logo can be used in either Electric Blue or White depending on the background colour. Use these examples as a guide to ensure there is good contrast between the background colour and the logo for the best legibility.
Logo black

The logo can also be used in our gradient black and full black when colour is not an option.
Product Logos

We have a full product suite of logos that are used in our products. The same rules apply to these as our main Altitude Angel logo.

To use these, please get in contact with us.
Colours

Colour provides a strong visual link to the brand identity across a wide range of applications. For digital applications, the RGB or HEX values should be used. For print applications, refer to the CMYK values.

Please note: Pantone references are available on request.
## Tints

Tints of both the Electric Blue and Light Grey can be used for backgrounds to add warmth and contrast.

<table>
<thead>
<tr>
<th>Electric Blue Tint 01</th>
<th>Light Grey Tint 01</th>
</tr>
</thead>
<tbody>
<tr>
<td>#3367f2</td>
<td>#e0e0e0</td>
</tr>
<tr>
<td>R 51</td>
<td>R 226</td>
</tr>
<tr>
<td>G 103</td>
<td>G 226</td>
</tr>
<tr>
<td>B 242</td>
<td>B 231</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Electric Blue Tint 02</th>
<th>Light Grey Tint 02</th>
</tr>
</thead>
<tbody>
<tr>
<td>#668df5</td>
<td>#e0e0e0</td>
</tr>
<tr>
<td>R 102</td>
<td>R 233</td>
</tr>
<tr>
<td>G 141</td>
<td>G 233</td>
</tr>
<tr>
<td>B 245</td>
<td>B 237</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Electric Blue Tint 03</th>
<th>Light Grey Tint 03</th>
</tr>
</thead>
<tbody>
<tr>
<td>#99b3f8</td>
<td>#e0e0e0</td>
</tr>
<tr>
<td>R 153</td>
<td>R 240</td>
</tr>
<tr>
<td>G 179</td>
<td>G 240</td>
</tr>
<tr>
<td>B 248</td>
<td>B 243</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Electric Blue Tint 04</th>
<th>Light Grey Tint 04</th>
</tr>
</thead>
<tbody>
<tr>
<td>#ccd3fb</td>
<td>#e0e0e0</td>
</tr>
<tr>
<td>R 204</td>
<td>R 247</td>
</tr>
<tr>
<td>G 217</td>
<td>G 247</td>
</tr>
<tr>
<td>B 251</td>
<td>B 249</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Electric Blue Tint 04</th>
<th>Light Grey Tint 04</th>
</tr>
</thead>
<tbody>
<tr>
<td>#3367f2</td>
<td>#e0e0e0</td>
</tr>
<tr>
<td>R 51</td>
<td>R 226</td>
</tr>
<tr>
<td>G 103</td>
<td>G 226</td>
</tr>
<tr>
<td>B 242</td>
<td>B 231</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Electric Blue Tint 02</th>
<th>Light Grey Tint 02</th>
</tr>
</thead>
<tbody>
<tr>
<td>#668df5</td>
<td>#e0e0e0</td>
</tr>
<tr>
<td>R 102</td>
<td>R 233</td>
</tr>
<tr>
<td>G 141</td>
<td>G 233</td>
</tr>
<tr>
<td>B 245</td>
<td>B 237</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Electric Blue Tint 03</th>
<th>Light Grey Tint 03</th>
</tr>
</thead>
<tbody>
<tr>
<td>#99b3f8</td>
<td>#e0e0e0</td>
</tr>
<tr>
<td>R 153</td>
<td>R 240</td>
</tr>
<tr>
<td>G 179</td>
<td>G 240</td>
</tr>
<tr>
<td>B 248</td>
<td>B 243</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Electric Blue Tint 04</th>
<th>Light Grey Tint 04</th>
</tr>
</thead>
<tbody>
<tr>
<td>#ccd3fb</td>
<td>#e0e0e0</td>
</tr>
<tr>
<td>R 204</td>
<td>R 247</td>
</tr>
<tr>
<td>G 217</td>
<td>G 247</td>
</tr>
<tr>
<td>B 251</td>
<td>B 249</td>
</tr>
</tbody>
</table>
Accessibility

For digital applications, every colour combination has an accessibility score based on its contrast. The results detailed here have been measured against the WCAG (Website Content Accessibility Guidelines) standards, and should be adopted, in the main, on websites.

'Small text' relates to anything 16px regular weight or above while 'large text' is 18px bold / 24px regular and above.

Consideration should be given to applications where colour combinations may not have to rigorously adhere to standard accessibility guidance. For larger text sizes used in presentations and other documents, consider which colour combinations will make the right impact for the message being delivered.
Typography

Our identity is defined by a strong typographic workmark. It was important to choose a font that sits nicely with the brandmark but is also accessible and readily available.

Inter is a variable font family carefully crafted & designed for computer screens. It features a tall x-height to aid in readability of mixed-case and lower-case text.

The font family is licensed under the Open Font License and is available to download here.

0123456789

ABCDEFHGIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
Unified traffic management

Whether you’re flying, building or managing next-gen aircraft, our proven, instant-deploy solutions get you up and running quickly, with full backup from the world’s leading experts.
Typography back-up

Arial is our back-up font and should be used when our primary typeface 'Inter' is not available.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial
Graphic device

To support the main brand assets, the brandmark and angles from the brandmark can be used to create a clipping mask.

Some usage examples are shown here.
Landscape

Photography is a key component of the Altitude Angel brand, profiling both the landscape and the end consumer.

It is important that we create a consistent look and feel for the imagery, by combining stock imagery and new imagery.
People

Imagery of the team and the end user should appear informal but professional, capturing the member of the team looking natural and not posed. The composition and content should be clean, airy and uncluttered.
Maps

When using off the shelf maps we can overlay the brandmark roundel as a stamp. The brandmark is cut out to allow the map to show through.
Image treatment

In large scale formats and digital applications we can be experimental with image treatments, using the brandmark as a cutting mask.
Image treatment

In circumstances whereby we need to use imagery and copy, we can use an image duo-tone to allow copy to sit over the top of an image whilst still being legible.
Implementation overview

The following pages feature examples of how the brand can be used in different ways and across various touchpoints. They demonstrate the flexibility of the brand identity whilst still retaining a consistent look and feel.

Some of the visuals included in this document are only indicative designs.

GuardianUTM™

in brief

- Enables organisations of all sizes to manage airspace safely and efficiently.
- Provides an intuitive visual user interface.
- Able to automatically approve UAV operations using automated approval workflows, in lower risk environments, reducing costs while letting you focus on what’s important.
- Delivers uncompromising safety features and next-generation UAV services functionality through Altitude Angel’s world-leading UTM.

Reduces operational expenditure and training burden by increasing efficiency cost-effectively.
Trademark

The first headline that references to the product uses our TM version, from then on, we do not reference the TM.

Please contact us to use our TM version of our product logo suite.

GuardianUTM™ in brief

- Enables organisations of all sizes to manage airspace access in definable zones (facilities or regions).
- Provides an end to end solution for UAV operations, supporting the creation and submission of flight plans through to review, approval and collection of Approval Service fees all on a single platform.
- A single cloud-based platform ensures the platform is able to be deployed live from day one and anywhere in the world.

Reduces operational expenditure and training burden by increasing efficiency cost-effectively.

- Contributes to existing UAV management strategies, protecting from costly disruption by quickly distinguishing unauthorised UAVs from approved operations.
- Provides increased overview of UAVs through an intuitive visual user interface.
- Able to automatically approve UAV operations using automated approval workflows, in lower risk environments, reducing costs while letting you focus on what’s important.
- Delivers uncompromising safety features and
- Next-generation UAV services functionally through Altitude Angel’s world-leading UTM.
Datasheet

All collateral and marketing material is built upon an 8 column grid. To ensure precise type alignment, document dimensions should be set to points (pt).

The baseline grid is set to 4pt, and gutters to 8pt. Credit should always align to the columns where possible to ensure consistency.

Whilst the grid is very structured, elements such as imagery and quotations can be offset to copy to add visual interest.
Summary

An introduction to GuardianUTM™

GuardianUTM™ is a cloud-based software as a service (SaaS) platform designed to enable the setup and management of fully configurable flight plans for unmanned aerial vehicles (UAVs). It provides a hosted solution on a secure and stable cloud environment, giving greater situational awareness and the ability to manage flight plans and access for any size; providing a flexible platform for organisations of all sizes to manage flight plans and access for any size; providing a flexible platform for organisations of all sizes to deploy and configure in any environment, GuardianUTM™ is rapidly becoming a go-to solution for organisations looking to integrate UAVs into their operations.

Key points

1. Highly configurable
2. Key features
3. A 24/7 customer support
4. Safe flight operations
5. Accessible anywhere, online always
6. Accessible anywhere, online always
7. Smart workflow management

How do we do things differently?

GuardianUTM™ in brief

GuardianUTM™ is a single platform that enables organisations of all sizes to manage flight plans and access for any size; providing a flexible platform for organisations of all sizes to deploy and configure in any environment. It integrates with a wide variety of systems and APIs, including those provided by drone operators, and offers a comprehensive suite of features that are designed to make it easy for organisations to manage their UAV operations.

C�UAS Compatibility

SSO-enabled login, MFA and comprehensive user-management tools.

Lidar, GCS, On-board Trackers.


Supported by a guaranteed SLA of 99.95% uptime.

Accurate data available to industry and deliver them directly into the solution.

Receives data directly from Altitude Angel’s suite of integration integrations. Further additional regions if needed. Further additional regions if needed.

It integrates with 3rd party systems.

GuardianUTM™ is the go-to solution for organisations looking to integrate UAVs into their operations. It is designed to be easy to use, with a low learning curve and minimal training required. It provides a range of features that are designed to make it easy for organisations to manage their UAV operations, including a hosted solution on a secure and stable cloud environment, constant evolution, and access to data from Altitude Angel’s suite of integration integrations.

Enables organisations of all sizes to manage flight plans and access for any size; providing a flexible platform for organisations of all sizes to deploy and configure in any environment. It is designed to be easy to use, with a low learning curve and minimal training required. It provides a range of features that are designed to make it easy for organisations to manage their UAV operations, including a hosted solution on a secure and stable cloud environment, constant evolution, and access to data from Altitude Angel’s suite of integration integrations.

www.guwardianutm.com
Datasheet grid example

1. Margin top + bottom 35pt, left + right 34pt
2. 8 column grid
3. Outers 8pt + baseline 4pt
4. Title Int Medium 36pt/44pt
5. Large body copy Inter Regular 10pt/16pt
6. Pull out copy Inter Semibold 20pt/26pt
7. Small caps Int Medium 8pt/10pt

GuardianUTM™

in brief

Enables organisations of all sizes to manage airspace access in definable zones (facilities or regions).

Provides an end to end solution for UAV operations, supporting the creation and submission of flight plans through to review, approval and collection of Approval Service fees all on a single platform.

A single cloud-based platform ensures the platform is able to be deployed live from day one and anywhere in the world.

Reduces operational expenditure and training burden by increasing efficiency cost-effectively.

Contributes to existing UAV management strategies, protecting from costly disruption by quickly distinguishing unauthorised UAVs from approved/operations.

Provides increased overview of UAVs through an intuitive visual user interface.

Able to automatically approve UAV operations using automated approval workflows. lowers risk environments, reducing costs while letting you focus on what's important.

Delivers uncompromising safety features and next-generation UAV services functionality through Altitude Angel’s world leading UTM.
Social banner & profile example

Altitude Angel
Unlocking the potential of drones to transform lives and revolutionise business. #UTM #DronesForGood
Airlines and Aviation · Reading, Berkshire · 6,962 followers · 45 employees

Contact

Unified traffic management
Social examples

Unified traffic management
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla facilisi. Sed erat

Join the team

Network Engineer

I run the largest UK DJI Facebook groups for the Mini 2 and the Mini 3. Drone Assist is a staple that is recommended to all members. You’d be a fool to fly without it.

UK's favourite flight planning app relaunches
Social examples
Internal document creation

Microsoft PowerPoint and Word templates should be used for the creation of all internal and external presentations and documentation.
Our identity

Logo

Typography

Graphic device

Photography

Implementation

Contact

All artwork bearing brand assets must be approved by Altitude Angel prior to publishing.

Cosima Wagner
Marketing Manager

0737 688 5440
Cosima.Wagner@altitudeangel.com
altitudeangel.com
Altitude Angel, The Blade, Abbey Square
Reading, RG1 3BE

ALTITUDEANGEL.COM