DISCLAIMER

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Altitude Angel offers a range of solutions tailored to industries and businesses which have an interest in managing airspace, or building next-gen drones to travel through it. Our products enable both fleet and airspace management capabilities, by bringing together the world’s most accurate drone navigation data.

Our brand is important and we need to manage how it is represented across all visual media in various different situations.

A brand identity represents the values, services, ideas and personality of an organisation. It is designed to increase recognition and build perceptions of the organisation in its chosen marketplace.
Rationale

Our logo is the core of our visual brand. When using the logo there are some simple guidelines to follow.

**Vertical logo:**
Our preferred logo format. Please use this version where possible.

[Logo images]

**Horizontal logo:**
This can be used when the available space or page format does not allow the use of the vertical logo.

[Logo images]

**Social media icon:**
Our vertical full colour logo should be used with a white background.

[Logo images]

Where possible, our full colour logo should be used.

When using the logo over a coloured background, please use the reversed option (white logo).

If you would like a copy of our logo, please visit our page here. Alternatively please contact us.
Favicon logo:
Our vertical full colour logo should be used, cropping the last third of the logo and using a white background.

Other uses

- The logo graphic can be used as a watermark where appropriate. A watermark graphics is created by making the white logo 20% transparent, and cropping the last third of the logo.
- The logo graphic can be used as a pattern where appropriate.
- The graphic part of the logo can be used on its own in certain applications.

Exclusion zone

The exclusion zone is equivalent to the height of the triangle graphic in the logo. Whenever possible, this should be the minimum amount of clear space between the logo and another object.
Logo rules

• Leave space around the logo. Allow the logo some space to breathe by placing the logo accordingly to the size of the element. Often, we will place the logo on either the bottom right or top left.

• If you need to use the logo, ask for it, NEVER try and rebuild it.

• Please do not rotate, stretch or change the logo font. This includes not adding any embellishments like drop-shadows, embossing etc. to the logo.

• Think about the colours. Always make sure the logo is legible, being careful when placing the logo over photos and coloured backgrounds.
Where possible, the logo should be reproduced in the CMYK colour process. Equivalent colours can be composed using the RGB and HEX references included when the logo is used digitally.

**Primary**

These are the corporate primary colours for our logo, text and headers.

- **Dark Blue**
  - CMYK: 98 78 26 11
  - RGB: 27 71 122
  - HEX#: 1b477a
- **Light Blue**
  - CMYK: 68 11 0 12
  - RGB: 51 198 225
  - HEX#: 33c6e1
- **Black**
  - CMYK: 0 0 0 100
  - RGB: 0 0 0
  - HEX#: 000000
- **White**
  - CMYK: 0 0 0 0
  - RGB: 255 255 255
  - HEX#: ffffff
- **Light Aqua**
  - CMYK: 50 0 25 0
  - RGB: 115 213 206
  - HEX#: 73d5ce
- **Light Blue**
  - CMYK: 68 11 0 12
  - RGB: 51 198 225
  - HEX#: 33c6e1
- **Dark Blue**
  - CMYK: 98 78 26 11
  - RGB: 27 71 122
  - HEX#: 1b477a
- **Light Blue**
  - CMYK: 68 11 0 12
  - RGB: 51 198 225
  - HEX#: 33c6e1
- **Black**
  - CMYK: 0 0 0 100
  - RGB: 0 0 0
  - HEX#: 000000
- **White**
  - CMYK: 0 0 0 0
  - RGB: 255 255 255
  - HEX#: ffffff
- **Light Aqua**
  - CMYK: 50 0 25 0
  - RGB: 115 213 206
  - HEX#: 73d5ce

**Secondary and accent colours**

These are the corporate secondary and accent colours. The colours are used to support graphics and documents.

- **Red**
  - CMYK: 13 100 100 5
  - RGB: 204 9 47
  - HEX#: cc0921
- **Green**
  - CMYK: 55 0 99 0
  - RGB: 128 195 65
  - HEX#: 80c341
- **Light Green**
  - CMYK: 29 0 52 0
  - RGB: 185 222 151
  - HEX#: b9de97
- **Aqua**
  - CMYK: 76 4 43 0
  - RGB: 0 178 166
  - HEX#: 00b2a6
- **Light Aqua**
  - CMYK: 50 0 25 0
  - RGB: 115 213 206
  - HEX#: 73d5ce
- **Teal**
  - CMYK: 89 43 39 10
  - RGB: 0 113 132
  - HEX#: 007184
- **Purple**
  - CMYK: 57 98 1 0
  - RGB: 134 44 145
  - HEX#: 862c91
- **Light Purple**
  - CMYK: 25 51 0 0
  - RGB: 189 139 195
  - HEX#: bd8bc3
- **Grey**
  - CMYK: 14 10 6 0
  - RGB: 219 219 225
  - HEX#: dbdbe1

**Scale of use**
Main font

Our corporate typeface is Montserrat. This full font family comes in a range of weights to suit a multitude of purposes. It was optimised for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.*

- Montserrat Regular is used as our main body text, not going below 9 pt in size.
- Montserrat Bold is used for headings and small parts of text. It should be used sparingly, taking into account the hierarchy of the text when deciding to use this weight and the size.
- Montserrat Regular Italic is used for quotes, footnotes and small sections of data. For this, the font size can go down to size 7 pt.
- Montserrat Medium is used sparingly, often for contact details and sub-headings in graphical content.

Secondary font

When technology allows for it, Montserrat should be used in any application. The default fall-back corporate font is Arial which should be utilised to ensure acceptable degradation when Montserrat is unavailable.

This is used for emails, Word and Excel.

Using Colour

Any content produced should refer back to our brand colour palette. All body text should be black, unless highlighting a key point where our corporate dark blue or light blue can be used.

For titles, dark blue is our default, with white our colour choice if against a coloured background.
Using Colour

Only headings and some graphical content should be fully capitalised. Sub-headings should not be capitalised unless used within an info-graphic and sentence case should be used instead.

**Montserrat**

Regular

| A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | V | W | X | Y | Z |
| a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r | s | t | u | v | w | x | y | z |
| 0123456789 |

Regular Italic

| A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | V | W | X | Y | Z |
| a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r | s | t | u | v | w | x | y | z |
| 0123456789 |

**Arial**

Regular

| A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | V | W | X | Y | Z |
| a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r | s | t | u | v | w | x | y | z |
| 0123456789 |

Regular Italic

| A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | V | W | X | Y | Z |
| a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r | s | t | u | v | w | x | y | z |
| 0123456789 |
Brand design style

Black body text should normally be used unless reversed out/white copy is more aesthetically appropriate. Limiting colour use to our corporate palette will serve to strengthen our brand message.

Use the primary colour palette where possible for pull out text and statistics. The secondary and accent colour palette can be used when the design benefits from the wider selection of colours.

Photographic style

All photography used must be of high quality regardless of whether they are black and white or colour. Images need to be clean, crisp, in focus with strong colour/vibrance and contain subject matter relevant to our organisation.

Our visual style includes drone shots, city skylines, and aviation photographs. At times, computer generated drone images can be used if they best represent the subject.

Support graphics

Our graphics help to support text. We use a mix of simple line vectors and more detailed 3D vectors, keeping each element to as few colours as possible.

We do not recommend the use of detailed illustrations or clip art as support graphics, but rather simple vector shapes.
so as not to detract from other layout elements. When creating tables and charts, our full colour palette can be used.

Data visualisation

Icons and vectors