



# Brand Guidelines



Our identity

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# 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.





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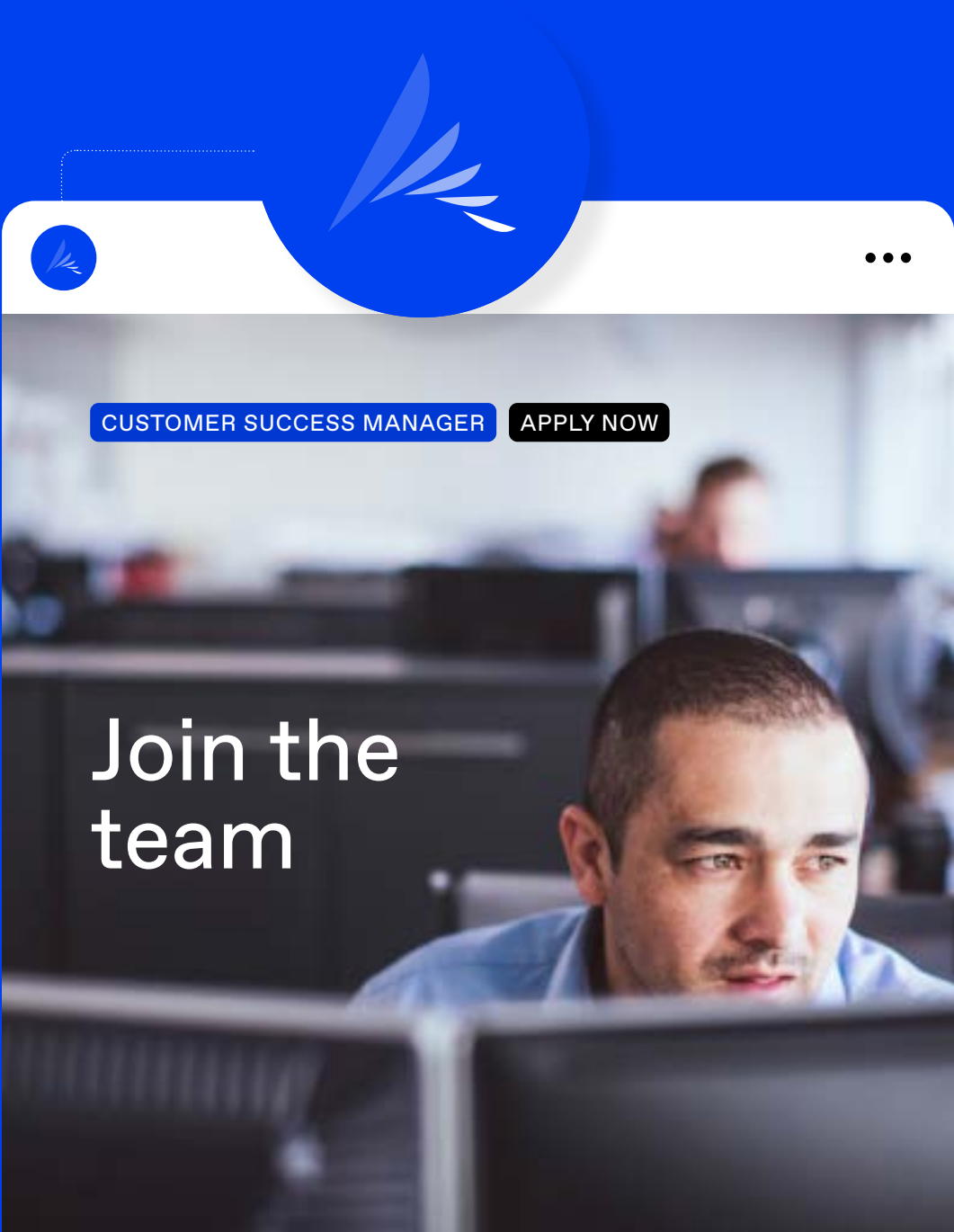
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# Logo overview

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



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# 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**.



ALTITUDE  
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# 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.



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# 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.

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# 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.



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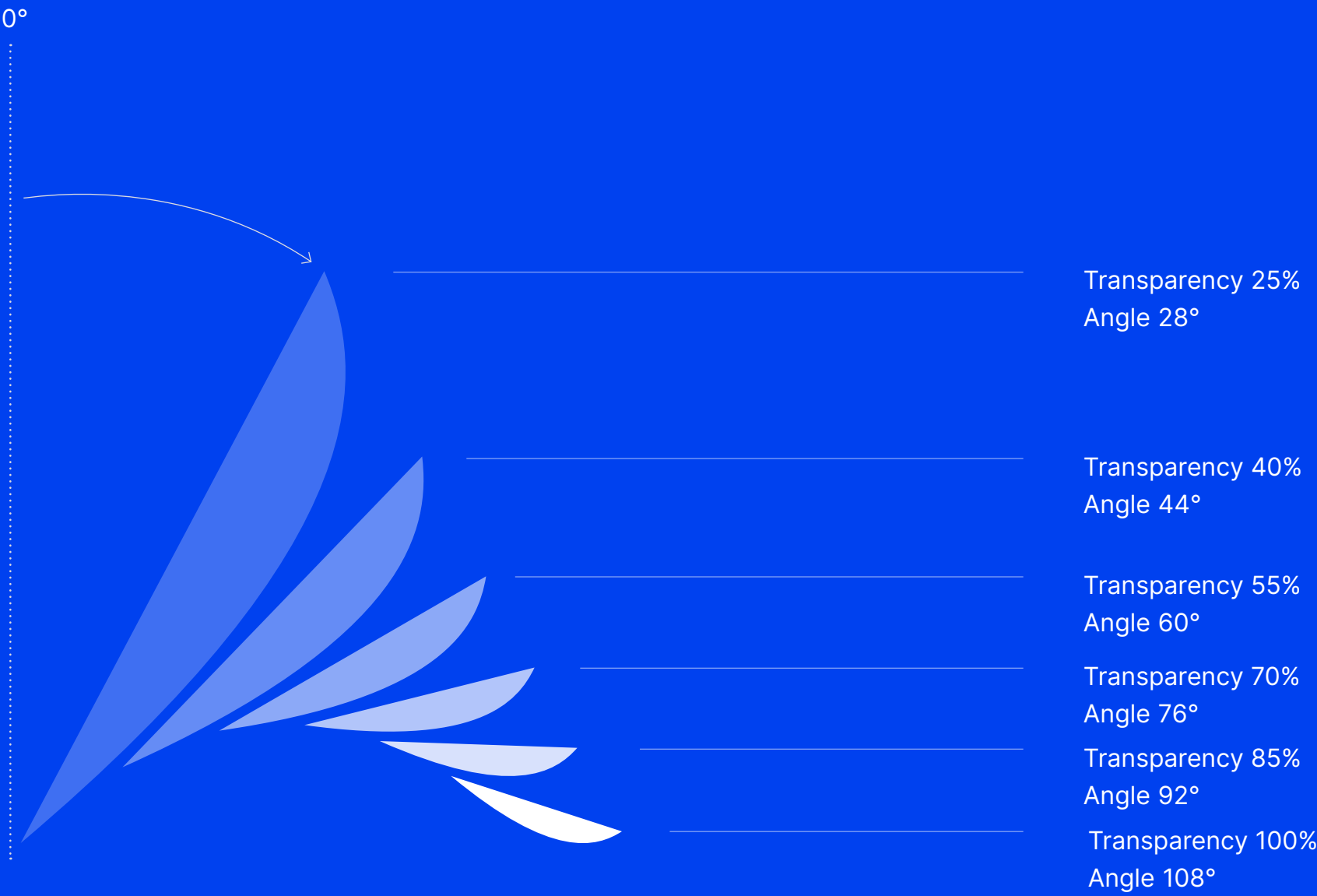
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# Brand mark construction

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.





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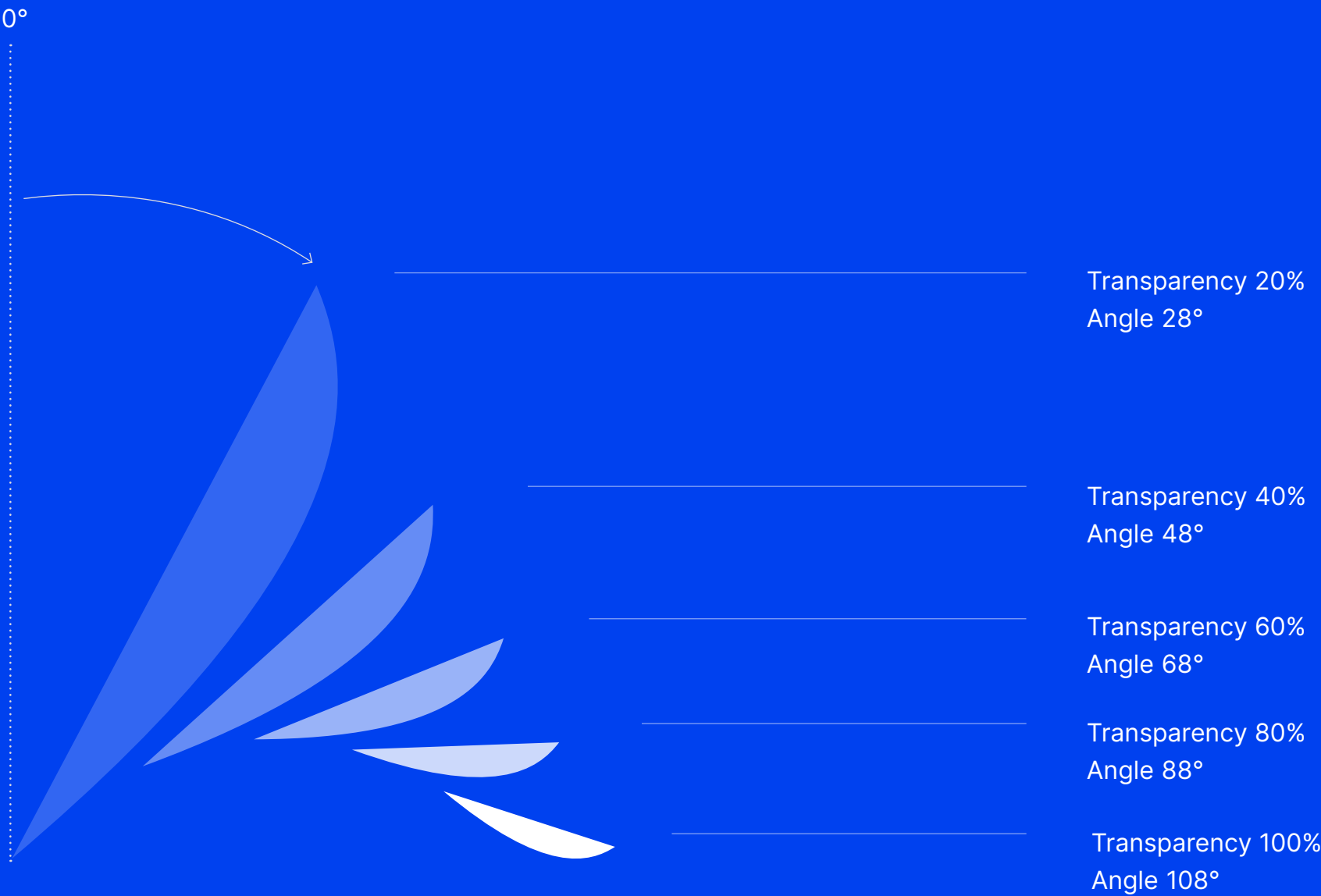
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# Small brand mark construction

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.



# Brandmark usage

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



# 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.



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# 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 legibiliy.

 <p>Electric Blue</p>		 <p>White</p>
 <p>Electric Blue Tint 01</p>	 <p>Electric Blue Tint 02</p>	 <p>Light Grey</p>
 <p>Electric Blue Tint 03</p>	 <p>Electric Blue Tint 04</p>	

# Logo black

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





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# 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.



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# 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.

Electric Blue

#0041ef

R 0

G 65

B 239

C 100

M 70

Y 0

K 0

White

#ffffff

R 255

G 255

B 255

C 0

M 0

Y 0

K 0

Light Grey

#dbdbe1

R 219

G 219

B 225

C 13

M 10

Y 6

K 0

Red

#e22c3d

R 226

G 44

B 61

C 0

M 99

Y 80

K 0

Black

#000000

R 0

G 0

B 0

C 60

M 40

Y 40

K 100

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# Tints

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

Electric Blue Tint 04  
#ccd9fb

R 204  
G 217  
B 251

Light Grey Tint 04  
#f7f7f9

R 247  
G 247  
B 249

Electric Blue Tint 03  
#99b3f8

R 153  
G 179  
B 248

Light Grey Tint 03  
#f0f0f3

R 240  
G 240  
B 243

Electric Blue Tint 02  
#668df5

R 102  
G 141  
B 245

Light Grey Tint 02  
#e9e9ed

R 233  
G 233  
B 237

Electric Blue Tint 01  
#3367f2

R 51  
G 103  
B 242

Light Grey Tint 01  
#e2e2e7

R 226  
G 226  
B 231

Electric Blue  
#0041ef

R 0  
G 65  
B 239

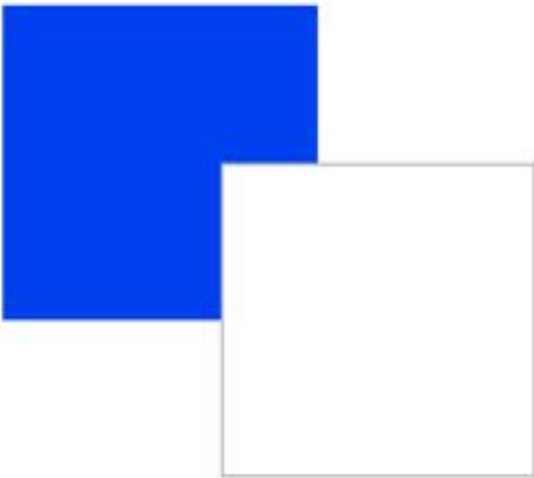
Light Grey  
#dbdbe1

R 219  
G 219  
B 255

# 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.



AAA Large text  
AA Small text



AAA Large text  
AA Small text



AA Large text  
Fail Small text



AAA Large text  
AA Small text



AA Large text  
Fail Small text



AAA Large text  
AA Small text



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# 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](#).

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Inter

Google font





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# Typography example

# 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.



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# 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



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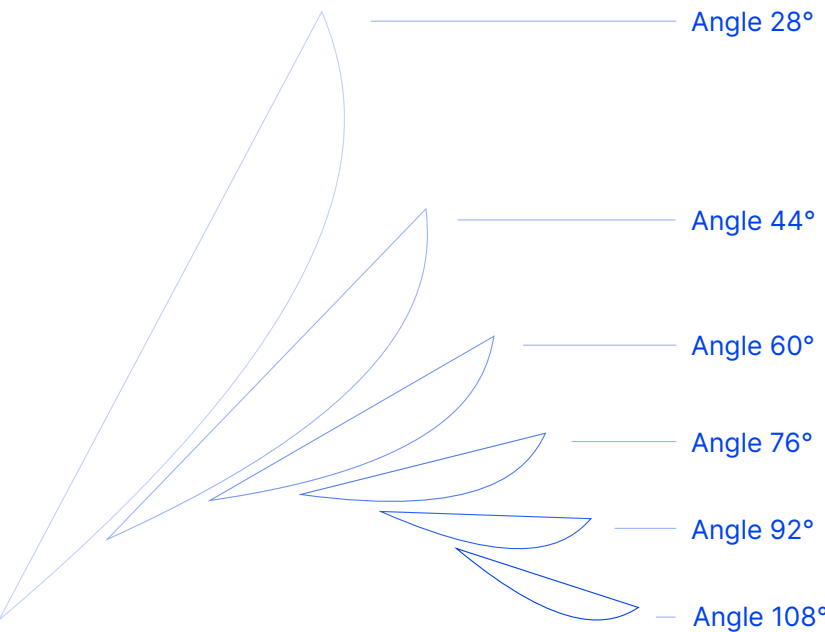
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# Graphic device

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.



Angle 28°



Angle 60°





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# 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.





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# 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.





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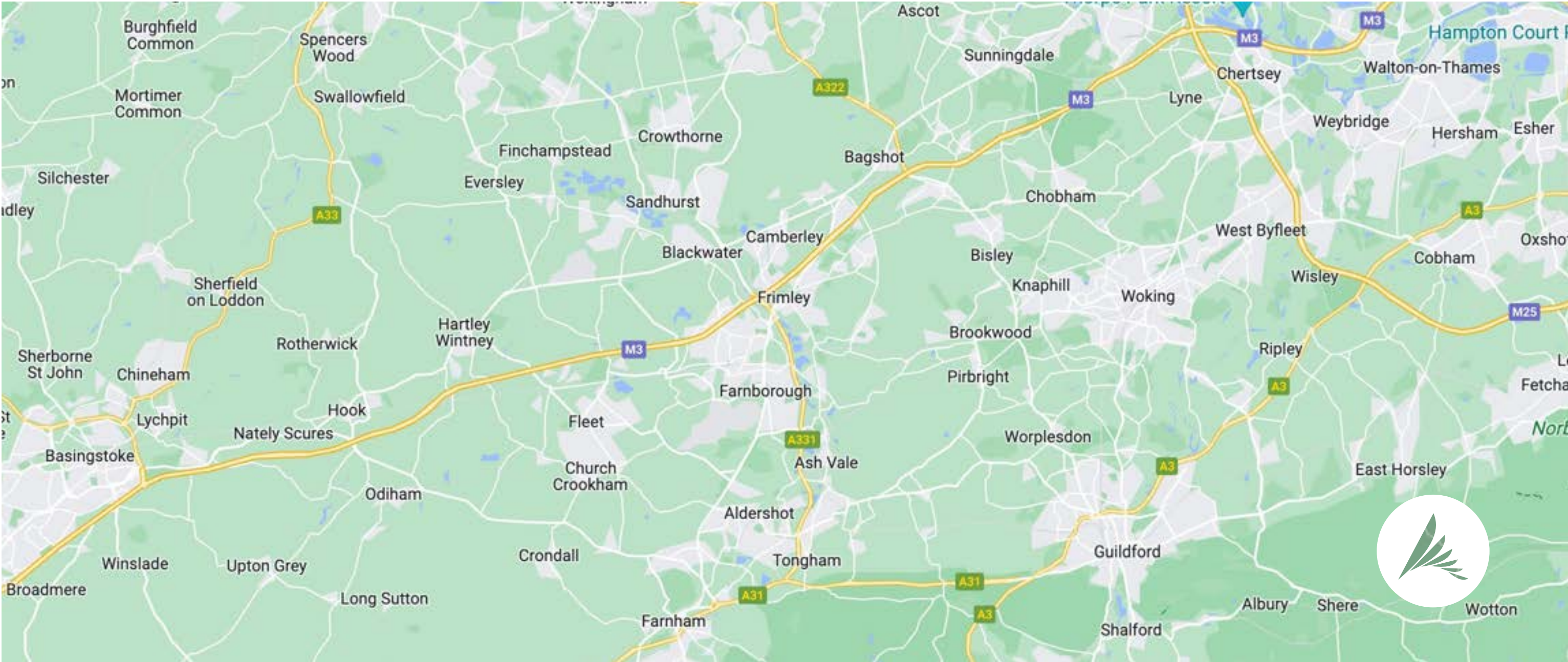
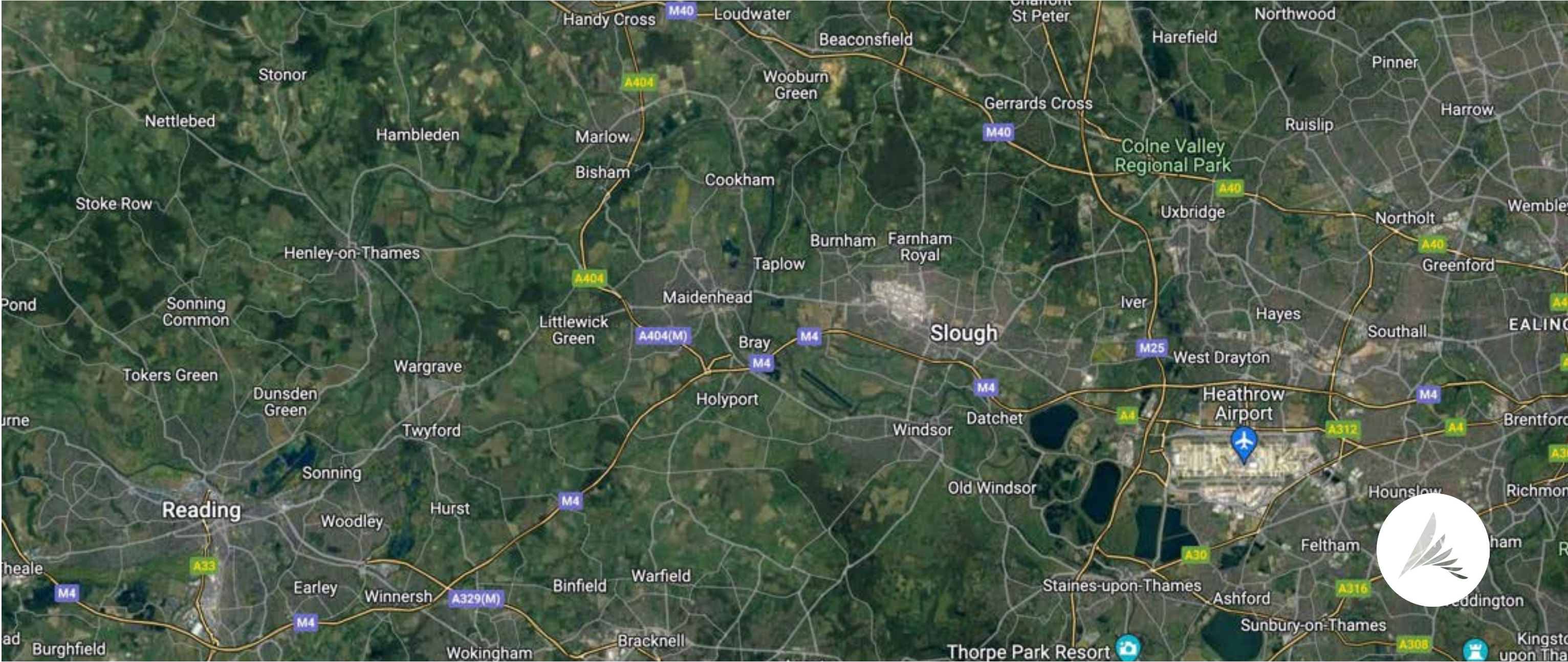
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# Maps

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.





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# Image treatment

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





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# 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.





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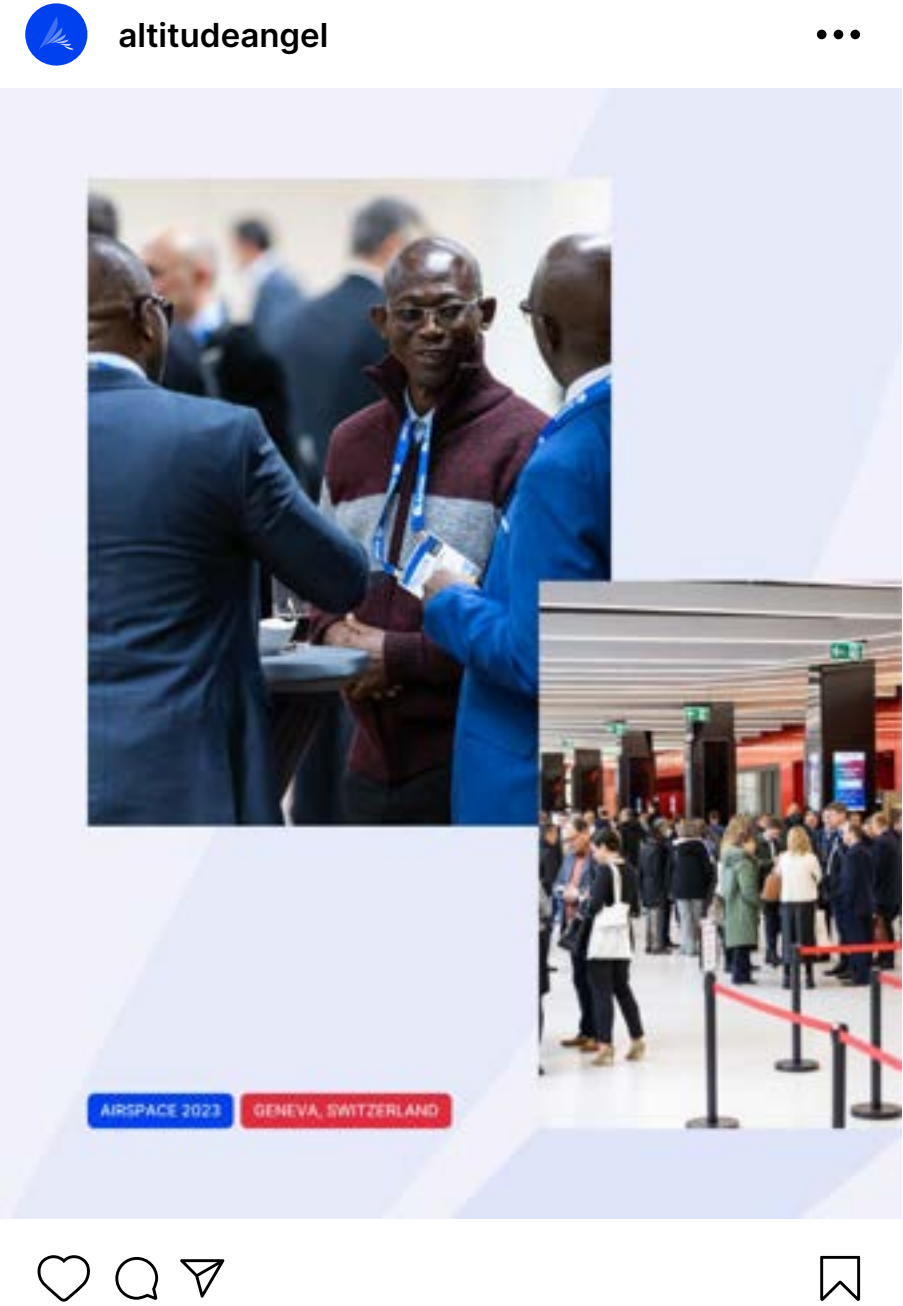
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# Implementation overview

The following pages feature examples of how the brand can be used in different ways and across various touch-points. 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.





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# 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.

Lorem ipsum

## 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 functionality through Altitude Angel's world-leading UTM.

GUARDIANUTM

GUARDIANUTM™

GUARDIANUTM™

GUARDIANUTM™ DATASHEET





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# 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. Content 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.





DATASHEET

# Scalable airspace management solution

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.

altitudeangel.com  
hello@altitudeangel.com



DATASHEET

# Scalable airspace management solution

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.

altitudeangel.com  
hello@altitudeangel.com  
+44 (0) 118 391 3503

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## internal pages

Summary

### An introduction to GuardianUTM™

GuardianUTM™ is an intuitive, cost-effective solution for providing a consolidated integrated airspace view. The solution gives greater situational awareness and the ability to manage flight plans and access for unmanned aerial vehicles (UAVs), enabling the airspace to be opened to more flights as UAV-use continues to increase.

Hosted on a secure and stable cloud environment, GuardianUTM™ is rapidly deployable and configurable by organisations of any size; providing a flexible platform for enabling UAVs to be safely integrated for greater operational control and unlocking a wide variety of use-cases.

#### 1 Highly configurable

GuardianUTM™ gives managers of airspace, whether this be around airports, property or other infrastructure, the ability to easily provide digital approval to drone operation within defined airspace zones. Offering high levels of automation, including routing and approvals of certified operations, keeping costs down. The solution is also able to integrate with aerial surveillance equipment as required.

#### 2 Easy to use

Designed to quickly and easily give an overview of the sky around your enterprise location, GuardianUTM™ features a simple, easy-to-use interface, which requires minimal training, and no additional on-site hardware to be deployed. An intuitive top-down view allows users to clearly distinguish authorised and unauthorised UAVs in real-time and take appropriate actions.

#### 3 A broader airspace economy

One of the key challenges is funding the work of reviewing and approving UAV flights in restricted airspace. GuardianUTM™ solves this problem by welcoming drone operators into the wider airspace economy, with Approval Service fees. Ensuring those who benefit from opening up restricted airspace contribute towards keeping it safe.

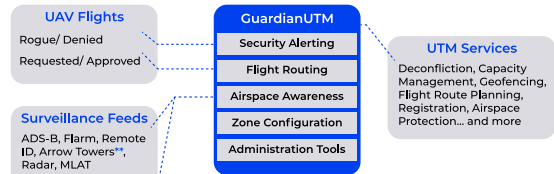
#### 4 Constantly evolving

Cloud-based infrastructure allows GuardianUTM™ to continuously update with the latest and most accurate aeronautical data available. The platform offers unlimited scalability, able to respond to growing numbers of UAV flights or increased areas of responsibility. Whilst our approval workflows can automate common tasks, enabling scalable UAV operations by minimising manual processes.

#### 5 Safety through situational awareness

GuardianUTM™ provides a single source-of-truth which provides a moment-to-moment situational awareness of airspace regions, enabling direct engagement with approved UAV operations, and quick identification of rogue incursions from unidentified aircraft. This helps ensure UAVs and other airspace users are safely managed and deconflicted, contributing to safer, more efficient operations.

## Key points



\*Requires a deployment of Altitude Angel's Arrow Drone Zone technology. Contact our sales team to find out more.

#### 6 Accessible anywhere, online always

As a cloud-based SaaS solution, GuardianUTM™ provides remote access everywhere. Users may approve, reject or amend flights within pre-defined zones from anywhere in the world, through a secure online platform. The solution also enables airspace managers to directly interface with drone operators mid-flight, allowing them to declare emergencies or request immediate landing of UAVs.

#### 7 Enable the skies of tomorrow, today

GuardianUTM™ gives organisations the ability to offer drone operators critical safety features and priority access to airspace for commercial purposes. Through a central access platform connected to Altitude Angel's comprehensive global UTM network, organisations can be ready as UAV use increases by directly accessing Altitude Angel's unrivalled deconfliction services and AI-guided routing of aircraft to support highly-automated flights.

How do we do things differently?

Lorem ipsum dolor sit, consectetur adipiscing, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Lorem ipsum

### 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 functionality through Altitude Angel's world-leading UTM.

How do we do things differently?

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Mattis aliquam faucibus purus in massa tempor nec. Amet cursus sit amet dictum sit amet justo donec enim. Ut diam quam nulla porttitor massa id. Non arcu risus quis varius quam quisque id diam. Voluptat sed cras ornare arcu dui vivamus. Ut faucibus pulvinar elementum integer enim. A erat nam at lectus urna duis convallis convallis tellus. Faucibus pulvinar elementum integer enim neque volutpat ac tincidunt vitae. Faucibus a pellentesque sit amet porttitor eget dolor morbi. Nisi nisi scelerisque eu ultrices vitae auctor eu augue ut. Aliquam faucibus purus in massa. Eu scelerisque felis imperdiet proin fermentum. Convallis a cras semper auctor neque vitae.

Mauris rhoncus aenean vel elit scelerisque mauris pellentesque pulvinar. Id velit ut tortor pretium viverra. Ut aliquam purus sit amet. Ductus vestibulum morcus nisi pellentesque elit ut aliquam orci dignissim cras tincidunt. Aenean vel elit scelerisque mauris pellentesque pulvinar pellentesque habitant. Maecenas accumsan lacus vel facilisis. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt, explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia molestias et id quod autem vel illum, aliquid consequuntur. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia molestias et id quod autem vel illum, aliquid consequuntur.

Turpis in eu mi bibendum neque egestas congue quisque. Massa ultricies mi quis hendrerit dolor. Amet porttitor eget dolor morbi non arcu risus quis varius. Libero nunc mattis aliquam faucibus purus in massa tempor nec feugiat. Nunc mi ipsum faucibus vitae. Lacinia non curabitur gravida arcu ac tortor dignissim. Leo integer malesuada nunc vel. Sed adipiscing diam donec adipiscing tristique risus. Tincidunt at erat pellentesque adipiscing. Convallis convallis tellus id interdum velit laoreet id. Ut consequat, semper viverra nam libero justo laoreet sit. Nisi scelerisque eu ultrices vitae auctor eu. Sit amet nulla facilis morbi tempus auctor. Vivamus cras sed felis eget velit aliquat sagittis. Neque egestas congue quisque egestas diam in arcu cursus euismod.

Sociis natoque penatibus et magnis dis parturient montes nascetur. Interdum velit laoreet id donec ultrices tincidunt arcu non. Eu augue ut lectus arcu bibendum. Faucibus et molestie ac feugiat sed lectus. Voluptat blandit aliquam elitam erat velit scelerisque in dictum. Esi ante in nibh mauris cursus. Justo nec ultricies dui sapien.



Lorem ipsum

Lorem ipsum dolor sit consectetur

SLA-assured	Supported by a guaranteed SLA of 99.99% uptime.
Integration Agnostic	GuardianUTM Cloud surveillance API readily integrates with 3rd party systems.
Hosting	Microsoft Azure cloud, deployable to additional regions if needed. Further information: <a href="https://azure.microsoft.com/en-gb/global-infrastructure/regions/">https://azure.microsoft.com/en-gb/global-infrastructure/regions/</a>
Security	SSO enabled login, MFA and comprehensive user management tools.
Real-time data feeds	Data displayed through GuardianUTM is received directly from Altitude Angel's suite of real-time APIs which aggregate the most accurate data available to industry and deliver them directly into the solution.
C-UAS Compatibility	O/J Aeronautical "Insel", "Droner", "Asterix", Asterix CAT48, Asterix CAT62, Asterix CAT21, FRQ vnet55, Drones*, DroneShield (others available on request)
Surveillance & Telemetry Integration	ADS-B (including CAT21), Radar* (including CAT48, CAT62, MLAT, FLARM, RF, Optical, LIDAR, GCS, On-board Telemetry)

\*Optional integration only.

## Contact

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Reading, RG1 3BE United Kingdom

**EU Operations**  
Altitude Angel (Netherlands) B.V., Kraijenhoffstraat 137  
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ALTITUDEANGEL.COM



The information contained in this document is intended to provide a general overview of Altitude Angel's GuardianUTM™ solution. Details and specifications are subject to the terms of publication and may be subject to change. The information in this document may not be used without written permission of Altitude Angel.

ENR 05 2022

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# Datasheet grid example

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

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altitudeangel.com

Lorem ipsum

GuardianUTM™  
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Social banner & profile example



Search

Home

My Network

Jobs


Messaging

Notifications

Me

For Business

Try Premium for free



Unified traffic management

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

Andrew & 1 other connection follow this page

✓ Following

Visit website

More

Home

About

Posts

Jobs

People

Events

About

We don't make drones, we make them safe. Our technologies help unlock the potential of drones to revolutionise businesses, and transform lives, by providing the digital infrastructure required to deliver UTM services, globally.

Contact info

altitudeangel.com/

+441183913503

Funding via Crunchbase

Series unknown

US\$ 6M

Promoted

NINJA THEORY

Ninja Theory are Hiring!

We're looking for Designers at all levels!

Learn more

LinkedIn Learning

Contact sales today

Empower your employees to advance their careers with the right skills

Learn more

Pages people also viewed

Sky-Drones

Aviation and Aerospace Component Manufacturing

7,746 followers

Jason follows this page

+ Follow

OneSky

Aviation and Aerospace Component Manufacturing

4,028 followers

Jason follows this page



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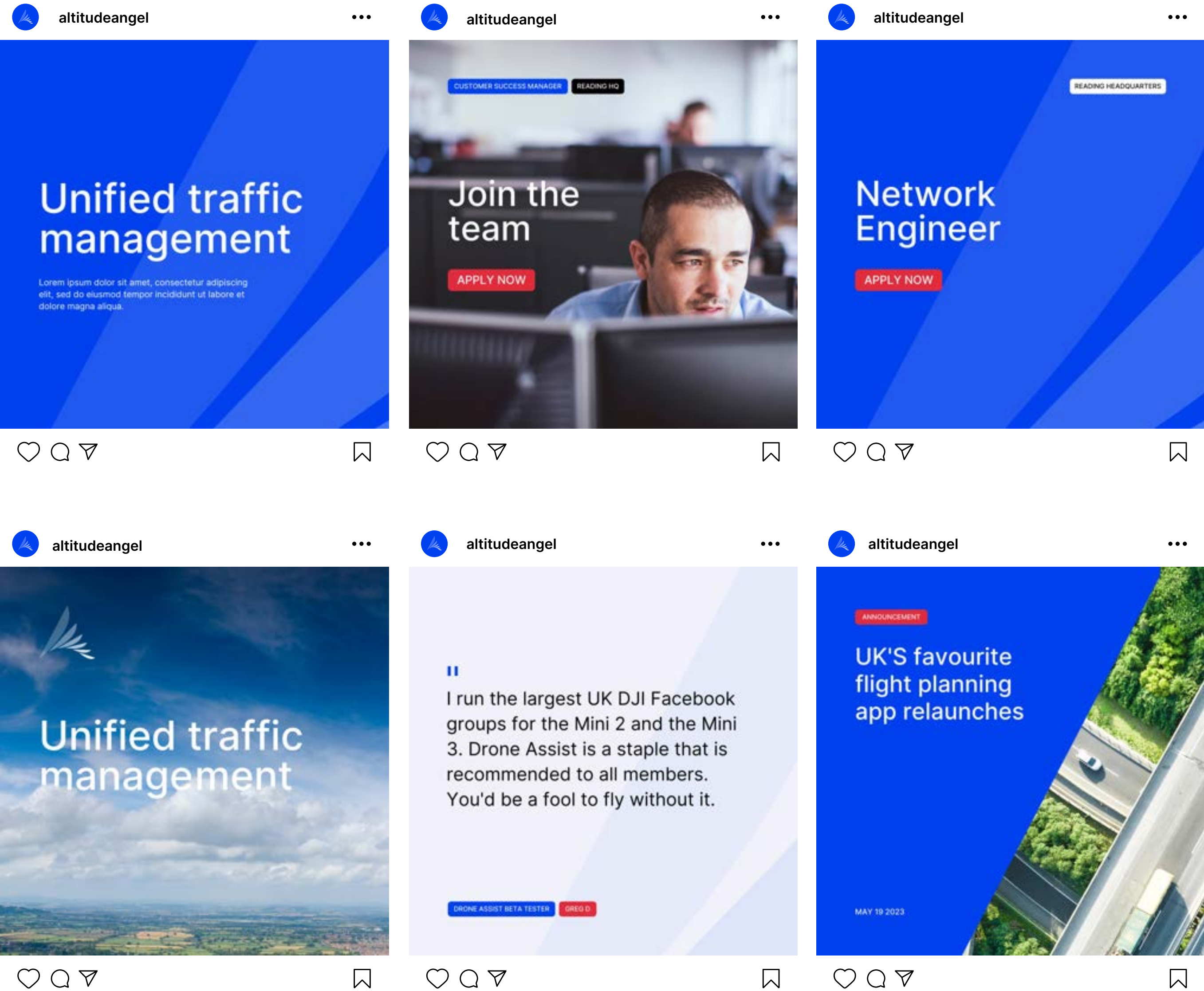
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# Social examples





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# Social examples





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# Internal document creation

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



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

Cosima Wagner  
Marketing Manager

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ALTITUDEANGEL.COM

