

The logo for Dronedefence, featuring the word "DRONEDEFENCE" in a bold, sans-serif font. The letter "O" is replaced by a stylized drone icon consisting of a circle with four dots representing propellers. The text is white and blue.

DRONEDEFENCE

SMART SECURED AIRSPACE

BRAND GUIDELINES

VERSION 01 / 2022

[DRONEDEFENCE.CO.UK](https://dronedefence.co.uk)

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“EVERYTHING
WE DO IS ABOUT
ENABLING DRONE
TECHNOLOGY AND
DEMONSTRATING
ITS POTENTIAL.”

ABOUT US

Drone Defence

When used safely, drones are an excellent resource, providing additional eyes from above with added benefits of thermal imaging etc. Drones are often an extremely useful and insightful tool. However, when used irresponsibly, drones can breach boundaries and cause nuisance, property violation, trespass or privacy infringement.

Drone Defence is here to alleviate these issues and we are committed to promoting and facilitating the safe use of drones in authorised airspaces. Our products and technology solutions have been designed to suit a wide variety of situations and environments.

What we protect

Our products and solutions provide protection from drones in a range of situations and locations including:

- Prisons
- Stadiums and event venues
- Critical infrastructure
- Super-yachts
- VIPs and high net worth individuals
- Airports
- Corporate buildings

VOICE & TONE

Committed and strong

By working alongside our customers, Drone Defence are committed to ensuring a safe and secure future for the aviation industry.

Our relationships with our clients are built on a mutual trust, and Drone Defence's brand experience helps to build that trust by connecting with our audience in an authentic and professional way.

Our brand voice conveys our overall personality and our tone expresses our mood, to reflect the context of each communication. This helps us to speak with our audience in a way that is consistent, clear, honest, and in a voice that embodies the very nature of Drone Defence and our people.

Trust is everything

In order to build and maintain long-lasting relationships with our clients, we want to speak in way that maintains our authority as drone security experts, speaking with intelligence that is rooted in experience.

We want to make sure that our messaging is consistent, and avoids coming across as insincere, defensive, or aggressive. We also want to reassure our customers of our reliability by avoiding language that is hyperbolic, we want our relationships to be built on honesty and confidence, rather than relying on fear, uncertainty, and doubt.

Our customers are our partners

Part of maintaining trust is our commitment to our customers as partners. This means that our messaging shows that we are on the side of our customers, working with them to ensure the protection of what is most important to them. We do not want to alienate our audience by using overly technical language, however we also want to make sure that our language is informative.

WRITTEN COMMUNICATION

We are authentic, honest, and reliable

Building and maintaining trust is essential to building long-lasting relationships with our clients. We want to work alongside our clients and keep them at the forefront of everything we do. Our approach to security focuses on the future of aviation - protecting people, information, and assets. We are proud to undertake the responsibility of drone security, and this drives us to continually innovate and optimise.

We are confident, focused and ready

Our solutions follow the rapid advancements of the drone industry. We are fluid and flexible in our innovations and can adapt to the needs and requirements of our clients. We are confident in our ability to deliver proper solutions for our clients. We are committed to protecting what matters most to our customers.

We convey not only our expertise, but passion for our mission to liberate the skies. Our positive and engaging language is grounded in evidence and experience. We show our strength through practicality and our confidence is rooted in our ability to deliver.

We deliver on our promises

We are dedicated to helping our customers and this is demonstrated in our steadfast work ethic. Our approach mirrors the drone industry - constantly advancing.

Our voice and tone should affirm that our solutions are superior. We demonstrate an unquestioning, quiet confidence in our capability, and demonstrate our commitment to security with a clear, assuring confidence, that is supported by well-written and intelligent content.

DO's & DON'Ts

BE STRONG - *NOT DOMINEERING*

Speak in a way that conveys strength and power of the brand, without sounding aggressive or pressuring.

BE CONFIDENT - *NOT ARROGANT*

Communicate confidence in our ability, whilst being honest about the challenges. Maintain positivity by outlining these challenges alongside viable solutions.

BE KNOWLEDGEABLE - *NOT CONDESCENDING*

Our content should be informative and rooted in the knowledge and experience. We shouldn't alienate our audience with overly-technical language - unless our audience requests it, of course.

SPEAK IN AN ACTIVE VOICE - *NOT IN A PASSIVE VOICE*

Our content should be informative and rooted in the knowledge and experience. We shouldn't alienate our audience with overly-technical language - unless our audience requests it, of course.

CORE LOGO

Our logo is instantly identifiable and makes us stand out from the crowd.

It represents who we are as a business - it is simple yet effective. It mirrors our expertise, our values, our people, and what we can do for our customers.

Our design language is inspired by futuristic technology and the skies we protect. We use a clean design style, precise lines, symmetry and colour to define our presence.

The style of logo needs to be selected carefully, to ensure that the logo stands out against the relevant background imagery and colour scheme.

DRONEDEFENCE

For use on white or pale backgrounds.

Colours: Midnight / Sky

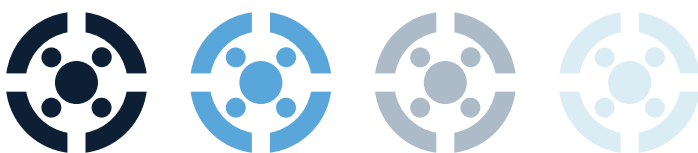
DRONEDEFENCE

For use on dark backgrounds.

Colours: White / Sky

LOGO ICON

The logo icon is to be used as a design accent or watermark where applicable. Use the icon to add detail, depth or texture to a design layout. Can also be used in white.



LOGO USAGE

CLEAR SPACE



PROHIBITED PRACTICE

DRONEDEFENCE

DO NOT:

Modify the letter spacing of the logo

DRONEDEFENCE

DO NOT:

Stretch or warp the logo in any way

DRONEDEFENCE

DO NOT:

Add drop shadows or effects to the logo

DRONEDEFENCE

DO NOT:

Tilt, skew or rotate the logo

TYPOGRAPHY

Primary Typeface

Museo Sans

Our primary font has been chosen for its clean and legible appearance and versatile weight profile.

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
0 1 2 3 4 5 6 7 8 9 ? ! @ () . ,

Museo Sans 900

Museo Sans 700

Museo Sans 700 Italic

Museo Sans 500

Museo Sans 500 Italic

Museo Sans 300

Museo Sans 300 Italic

Museo Sans 100

Museo Sans 100 Italic

Secondary Typeface

Avenir

Our secondary font should only be used when the primary font is unavailable.

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
0 1 2 3 4 5 6 7 8 9 ? ! @ () . ,

Avenir Black

Avenir Black

Avenir Heavy Oblique

Avenir Medium

Avenir Medium Oblique

Avenir Roman

Avenir Oblique

Avenir Light

Avenir Light Oblique

TYPOGRAPHY

Type Treatment

Header 1

HEADER 2A

HEADER 2B

Tenimint am sumqui conseqno te cusaerum ut omnimai onsequodit, sum et deliqui beaquos et expliquam.

Ibus rehene ped mo et is doluptation non renim fugia experundis doluptation re sequi volore res aliam faci ra, aboreium quost audae dolest, ut aspernam volla quas.

Headline

Museo Sans 700. At least 2x the size of the body copy.

Subhead A

Museo Sans 500/700.

Subhead B (Wide)

Museo Sans 500/700 / 250pt Tracking.

To be used when sub head is only a few words. Use discretion.

Body Copy

Intro body copy - Museo Sans 500

Standard body copy - Museo Sans 100/300

COLOUR

Core Palette

Our colour palette is designed stand out, be consistent and have a futuristic and technological feel.



Pale Sky

CMYK 13 / 2 / 2 / 0

RGB 229 / 241 / 249

Hex e5f1f9

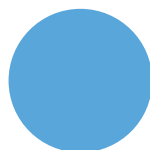


Overcast

CMYK 20 / 5 / 5 / 17

RGB 186 / 197 / 207

Hex bac5cf



Sky

CMYK 61 / 21 / 0 / 0

RGB 102 / 170 / 221

Hex 66aadd



Midnight

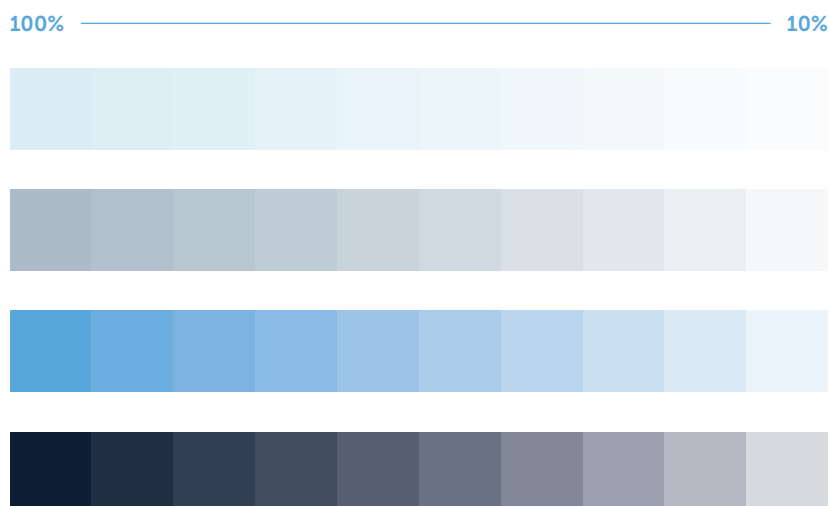
CMYK 80 / 60 / 30 / 75

RGB 27 / 37 / 54

Hex 1a2536

Tints

Tints can be used to add depth to a design when needed. Consider clarity and contrast when using tints.



ICONOGRAPHY

We have created a core set of icons to be used throughout our marketing material. These icons have been designed in a clean and concise style utilising consistent line weights. Any new icons created should be designed in sympathy with the core icon set and follow the same style and line weight.

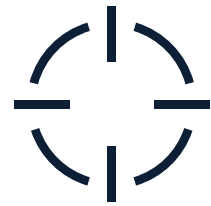
DRONE



SIGNAL



TARGET



WARNING/IMPORTANT



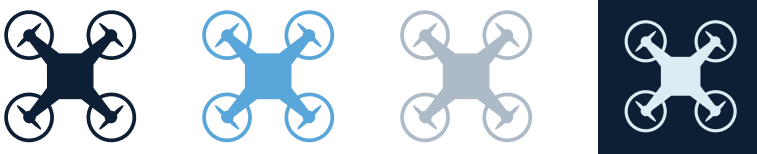
VERIFIED



SHIELD



Icons can be used in various colours from the core colour palette but contrast should always be considered.



SUMMARY

Our brand guidelines communicate the brand identity and design language of our company, to ensure that we are consistent and clear in everything that we do.

We are committed to enabling the future of autonomous aviation and providing peace of mind for our customers. Through our voice, we convey our commitment to our customers, to our partnerships, and our vision. We leave no doubt in our customer's minds that we can guarantee their security and privacy in a timely and efficient manner. We are trusted and ready.

Like our voice, our design language shows our personality as a brand. Bold, contrasting colours show that we are purposeful and deliberate. The images used in our messaging reflect the futuristic vision of the company and technology focused business.



DRONEDEFENCE

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