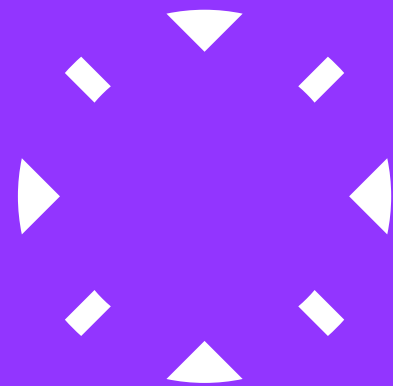


SPECIALIZED HELICOPTERS

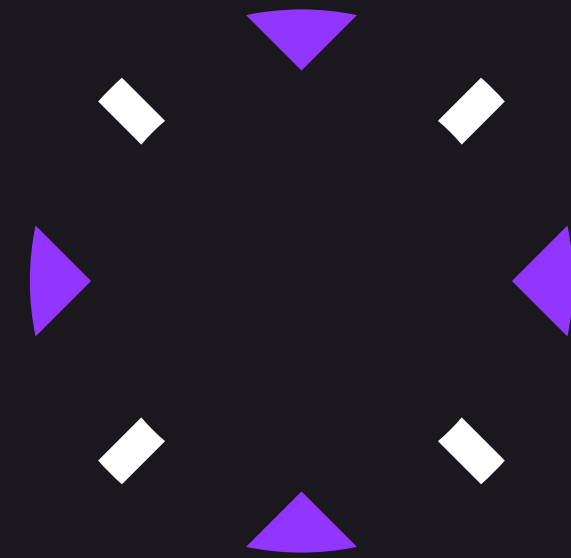
SPECIALIZED HELICOPTERS



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ONE HELL OF A COPTER

Aviation • Excitement • Adventure
• Direction • Experts • Targeted



Picture a helicopter from above. White lines show blades in motion, purple triangles show the air providing lift. Compass-like markings indicate a sense of direction, exploration, and travel.

This design is visible from afar and works well in animation. On a dark background, the logo suggests the sophisticated but utilitarian instrument panel of a helicopter.

Colors are chosen to reflect the vibe of lively San Francisco and the surrounding wine country.

This theme uses a balanced grid, with content in perfectly aligned blocks comprised of one of three colors.

An innovative design that's modern, simplistic, and cutting-edge, displaying both the advanced technology of a helicopter while also capturing your attention.

BRAND GUIDELINE

MASTER LOGOS

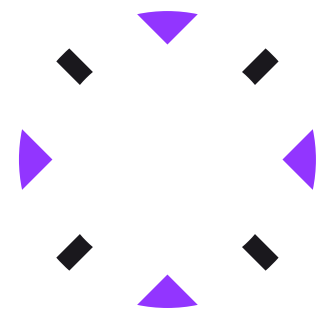
MAIN LIGHT LOGO

Use this theme for legal documents or situations where the preferred dark background is not practical.

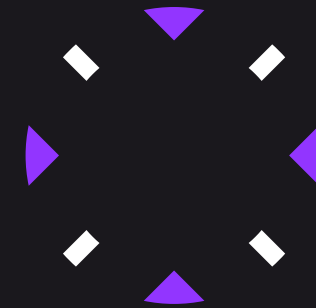
MAIN DARK LOGO

This is the preferred logo and is used for most situations, apart from social media icons.

This style works great for a banner or website that requires context.



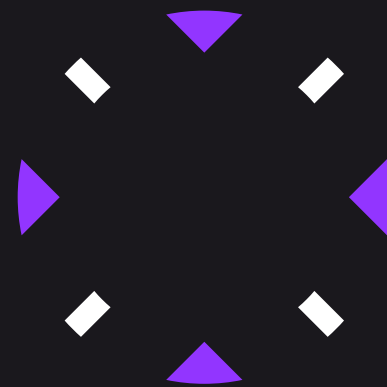
SPECIALIZED HELICOPTERS



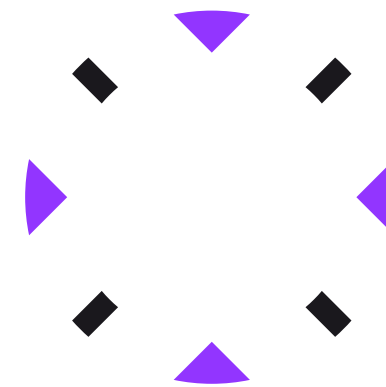
SPECIALIZED HELICOPTERS

The preferred icon style. May not be suitable for most social media icons.

I recommend using this style on business cards, print media, and web.



DARK ICON LOGO



Use for social media profile icons and other situations where a dark background is not practical.

WHITE ICON LOGO

BRAND GUIDELINE

LOGO VARIATIONS

Some alternative versions, use the main dark themed logo for most situations.

For example, only use the solid black logo where color is not an option, such as legal forms.

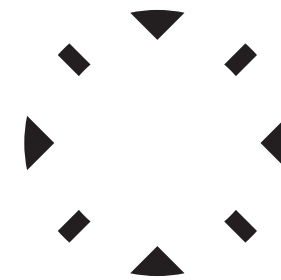


SPECIALIZED
HELICOPTERS

MAIN DARK

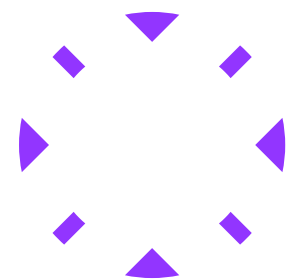


SPECIALIZED
HELICOPTERS

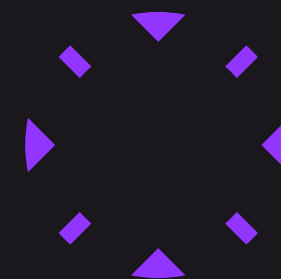


SPECIALIZED
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SOLID BLACK



SPECIALIZED
HELICOPTERS



SPECIALIZED
HELICOPTERS

SOLID COLOR

SOLID WHITE

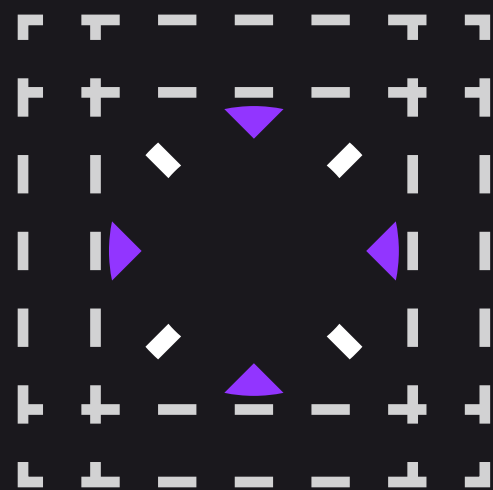
SOLID COLOR

BRAND GUIDELINE

ICON LAYOUT

Size, spacing and alignment is extremely important for this design.

The icon is created to work on both very large and small scales, within reason. Always provide adequate spacing for exclusion zones.



Always add a surrounding exclusion zone equal to $\frac{1}{4}$ of the width of the icon itself.

For example, if the icon is printed at 10 cm wide, allow an exclusion zone of 2.5 cm on all sides.

EXCLUSION ZONES

MAXIMUM WIDTH

There is no maximum size, as long as the icon maintains readability.

Be mindful that at larger scales readability becomes more difficult, but this is dependent on perspective.



The logo minimum width is 45px or 16mm.

Reducing the icon any smaller than this will reduce readability.



MINIMUM WIDTH

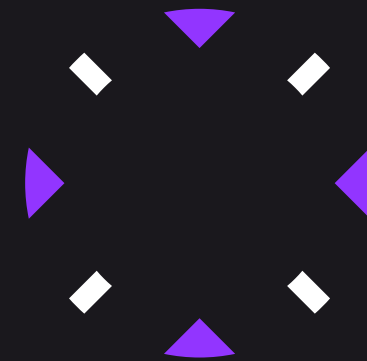
The usage is more limited with the logo, the icon is more flexible. It's extremely important to always make sure the text is readable and not too large or too small.

Always supply adequate spacing for exclusion zones as well.



The maximum size is within reason, the logo should always be readable.

Be mindful that at larger scales readability becomes more difficult, but this is dependent on perspective. Just remember to keep exclusion zones in mind.



SPECIALIZED HELICOPTERS

Always add a surrounding exclusion zone equal to $\frac{1}{4}$ of the height of the logo itself.

For example, if the logo is printed at 10 cm high, allow an exclusion zone of 2.5 cm on all sides.



The logo minimum height is 45px or 16mm.

It's not recommended to go smaller than this minimum.

BRAND GUIDELINE

MOCKUPS 1-5



SPECIALIZED
HELICOPTERS

EXPLORE THE
GOLDEN GATE
BRIDGE FROM
A WHOLE NEW
PERSPECTIVE

FLY TO: SPECIALIZEDHELI.COM

BRAND GUIDELINE

MOCKUPS 2-5

FLY TO: SPECIALIZEDHELI.COM

SPECIALIZED
HELICOPTERS
STUCK IN TRAFFIC?
LET'S PICK YOU UP...



BRAND GUIDELINE

MOCKUPS 3-5

FLY TO: SPECIALIZEDHELI.COM

**SPECIALIZED
HELICOPTERS**

REACH OUT: 831-763-2244

BRAND GUIDELINE

MOCKUPS 4-5



BRAND GUIDELINE

MOCKUPS 5-5

This branding is heavily reliant on strong contrasts.

Square blocky chunks are the goal here, so refrain from using rounded shapes, except for the logo itself.

Don't be afraid to use big blocks of Pure White,

with blocks of Alien Black side by side.

Use the Hyperactive Violet sparingly - mostly to draw attention to important aspects of the designs.



Use for headline and titles,

This font works best in Pure White or Alien Black.
Never use this font in a paragraph.

Play

Character Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789!@#\$%^&*()_+="':?><

Only use for paragraphs or legal docs.

Never use this font for titles or headings.
Works well with pure white color on top of Alien Black.

It is recommended that this font be at least 30%
smaller than the headline Play font.

Avenir LT

Character Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$%^&*()_+="':?><

BRAND GUIDELINE

COLOR PALETTE

HEX: #9235ff
RGB: 146, 53, 255
CMYK: 43, 79, 0, 0

HEX: #FFFFFF
RGB: 255, 255, 255
CMYK: 100, 100, 100

Pure White

Used to contrast with Alien Black.

HEX: #1a181d
RGB: 26, 24, 29
CMYK: 10, 17, 0, 89

Hyperactive Violet

The primary color scheme, use as a bold and prominent accent piece to your brand, for example, website buttons or headline backgrounds.

Example Contact Button

CONTACT US

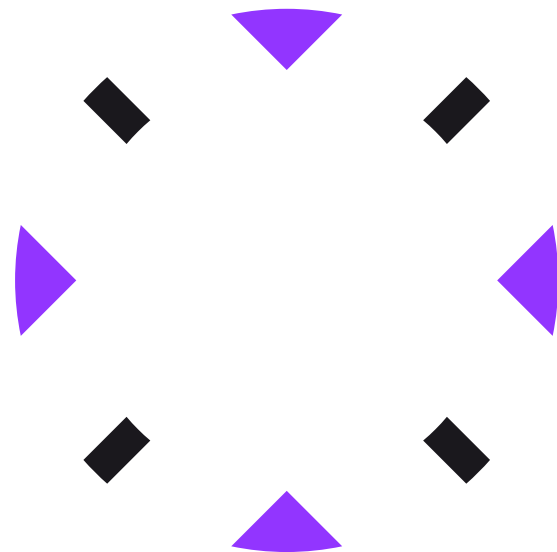


SPECIALIZED HELICOPTERS

Alien Black

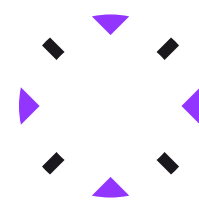
Do not confuse Alien Black with Pure Black, as it contains notes of Hyperactive Violet and it's slightly lighter than a pure black but darker than most grays.

Works best as a background color to draw attention to white text.



BRAND GUIDELINE

THINGS TO AVOID



SPECIALIZED
HELICOPTERS

To retain the integrity of your new brand identity, never:

1. Change the logo's orientation or rotation.
2. Disproportionately scale or resize the logo.
3. Change the logo's colors.
4. Display the logo with color combinations not previously specified.
5. Display the logo in a configuration not previously specified.
6. Attempt to recreate the logo.
7. Make alterations to the logo's text.
8. Add special effects to the logo (this includes shadows).
9. Add an outline to the logo or display the logo as an outline.
10. Use the logo on top of busy or dark photography.
11. Display other elements within the logo's designated exclusion zone.
12. Crop the logo in any way.
13. Use a low resolution/highly compressed format.
14. Use incompatible-colored elements, for example Alien Black text on a Hyperactive Purple background. (Use Pure White text in this situa-

