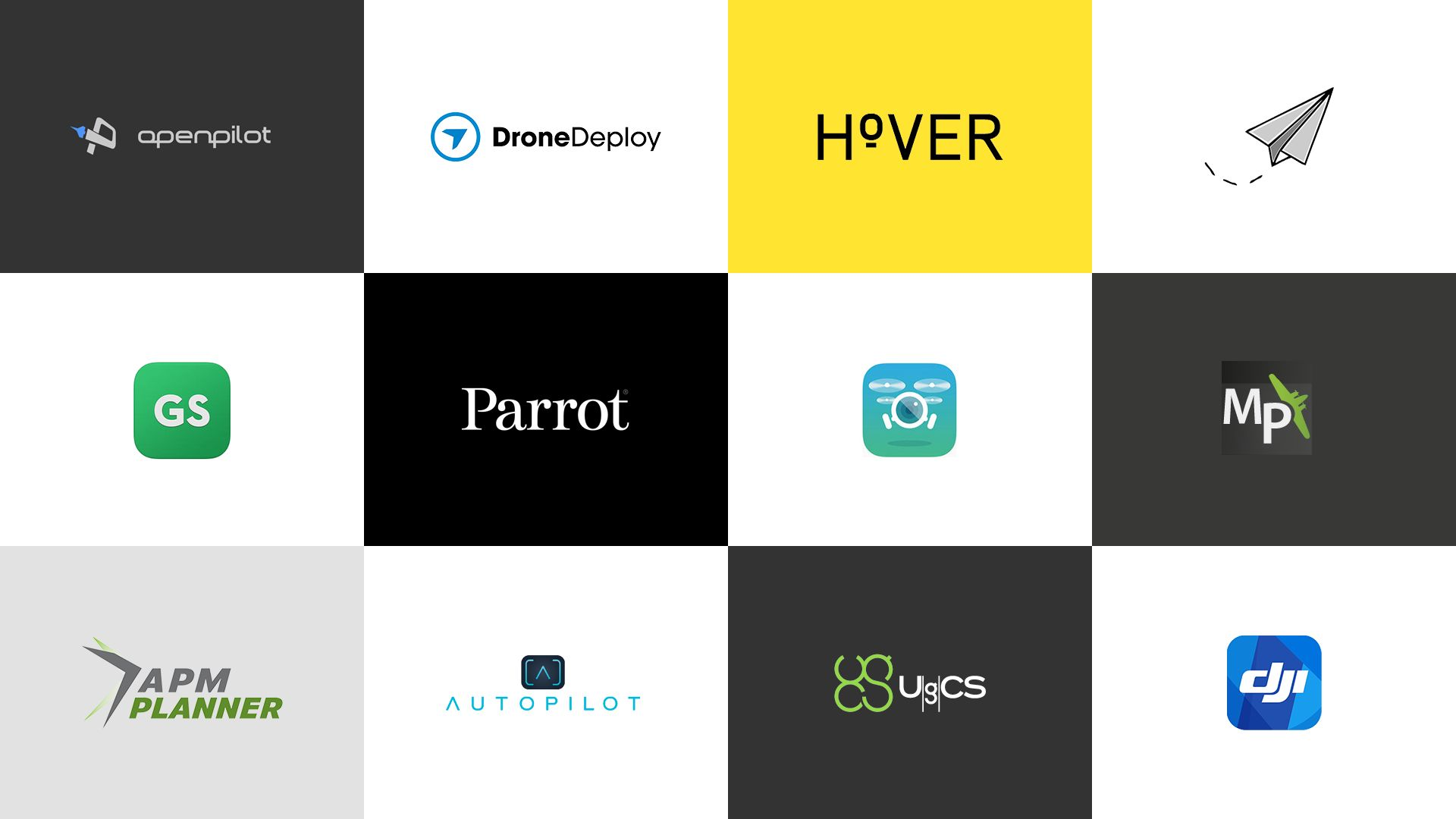
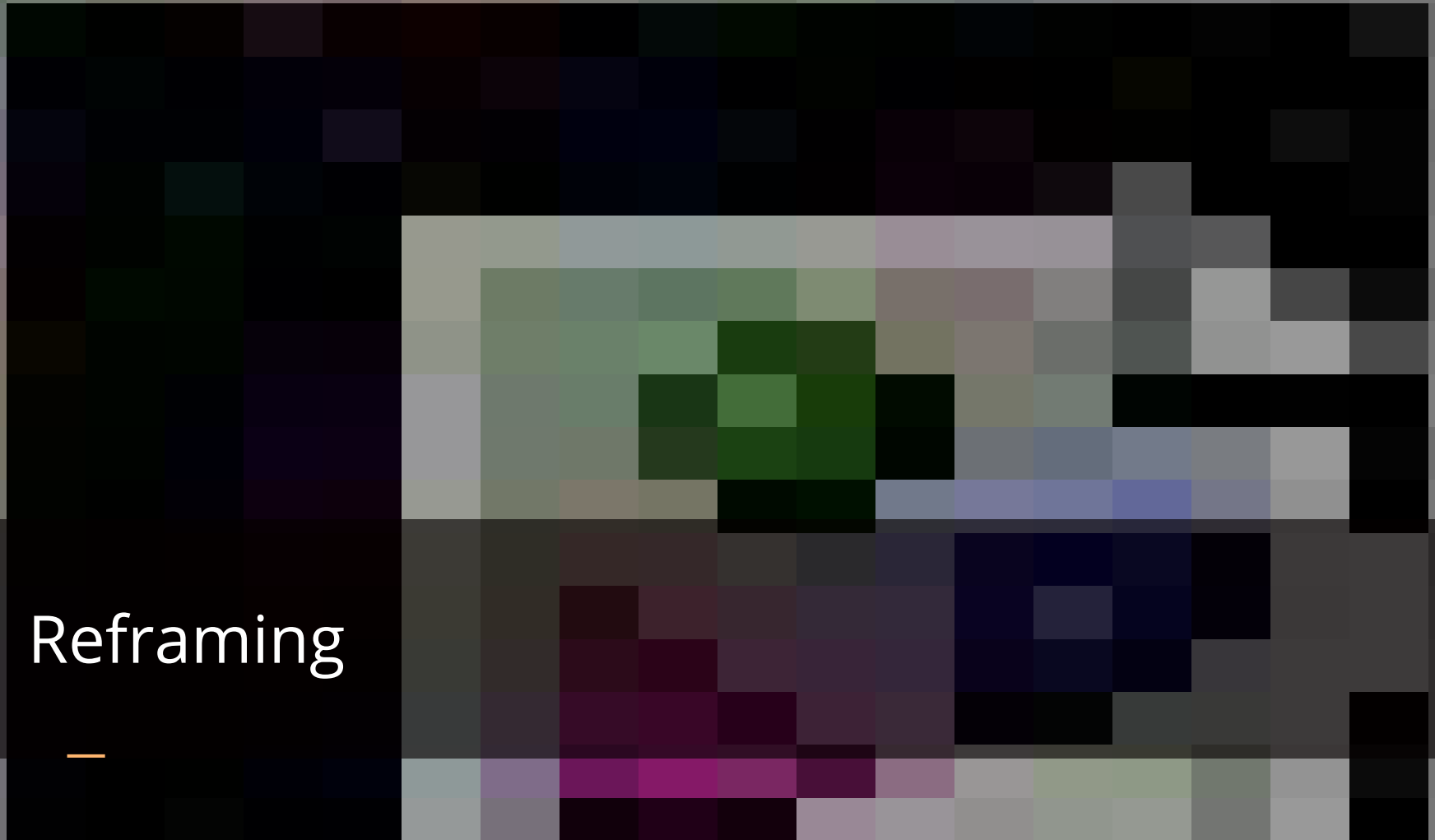
Branding Proposal

QGroundControl
February 2016

Actual Logo

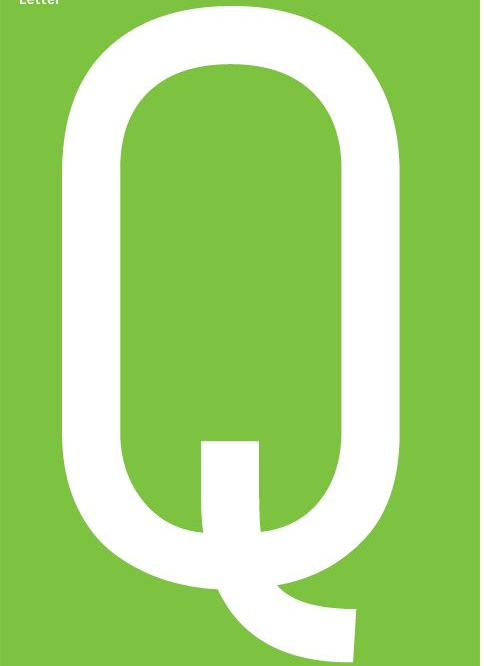
Benchmark


openpilot
DroneDeploy
HOVER
GS
Parrot
Mp
APM PLANNER
AUTOPILOT
UgCS
dji

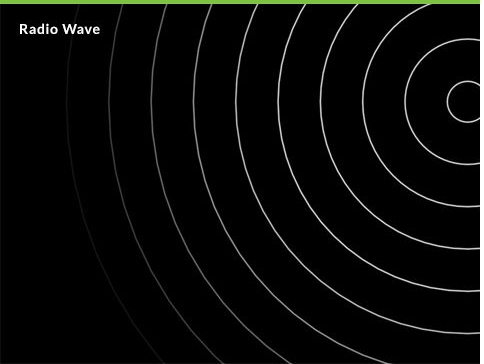


Reframing

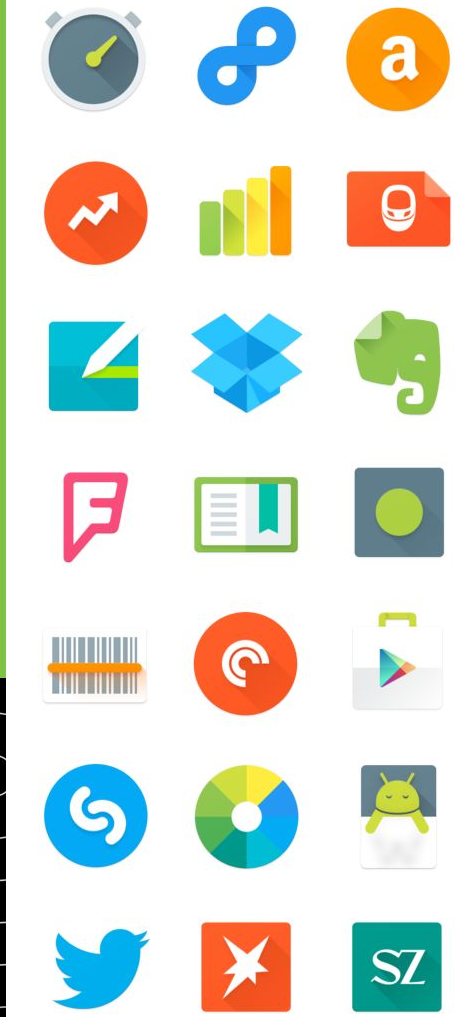
Letter



Radio Wave

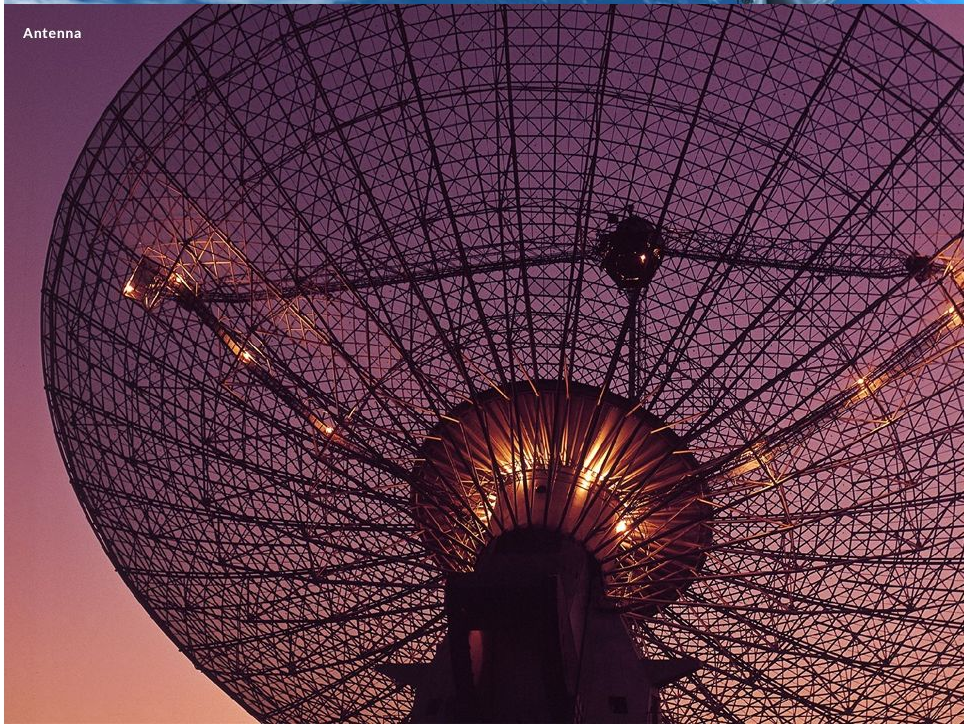


Icons



Satellite

Antenna



- A simple and strong icon, usable without the type
- Keep the same idea of the old logo
- Upper and lower cases to help on product's pronunciation
- Unusual color to differentiate from other players

QGroundControl

Colors

RGB: 255 255 255
#FFFFFF

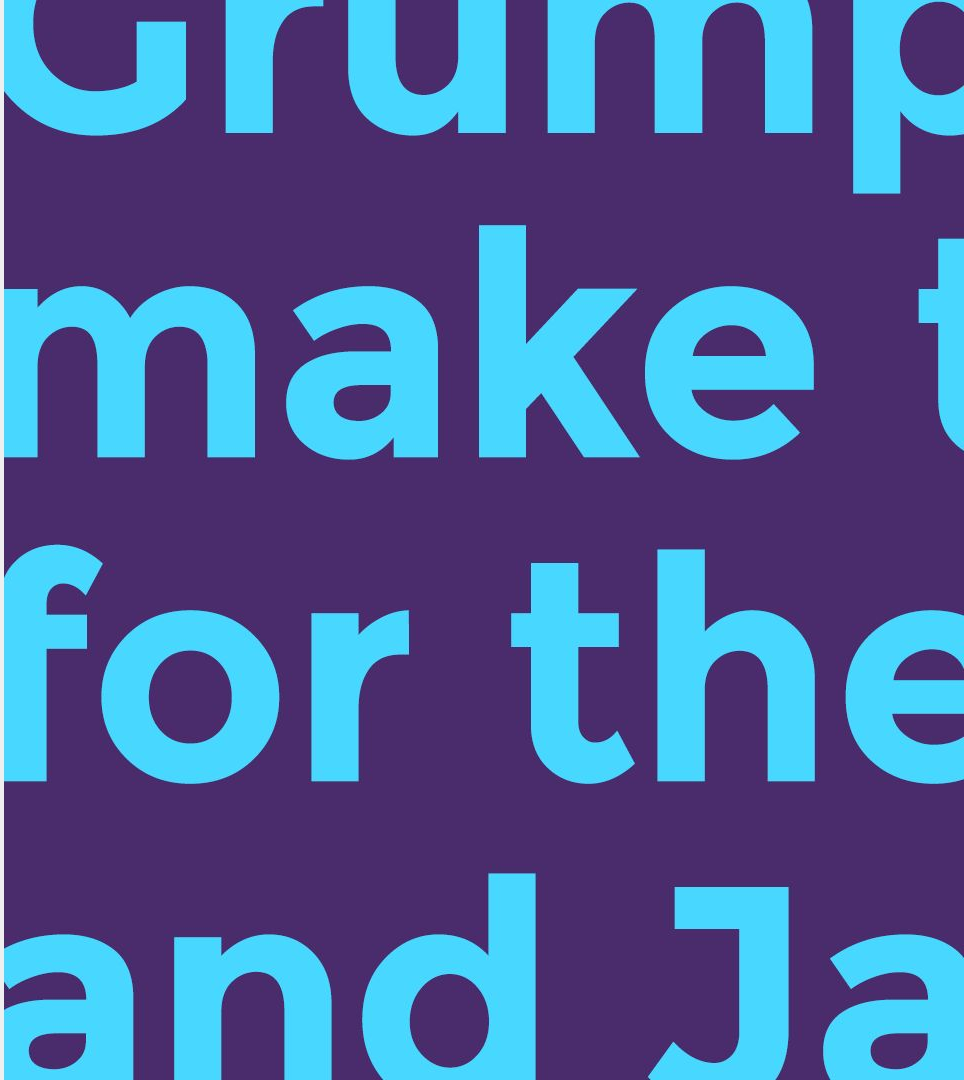
RGB: 74/44/110
#4A2C6D

RGB: 72/214/255
#48D8FF

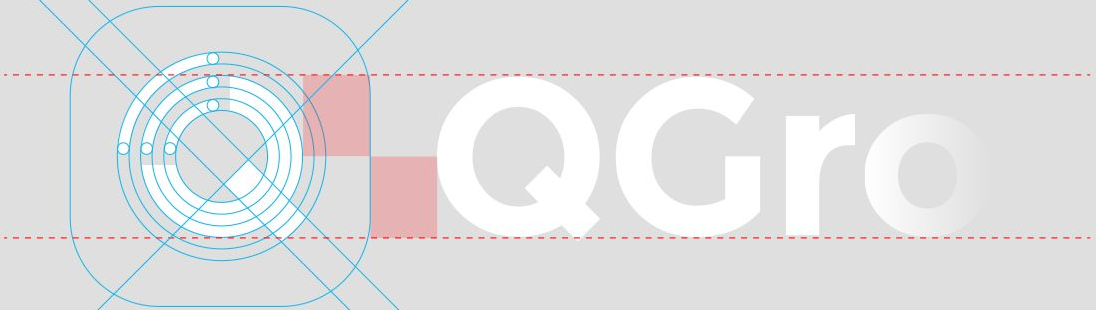
RGB: 38/38/28
#262626

MONTSERRAT, an Open Font by Julieta Ulanovsky

http://www.fontsquirrel.com/fonts/montserrat



Construction



Positive & Negative

Black & White

Reductions

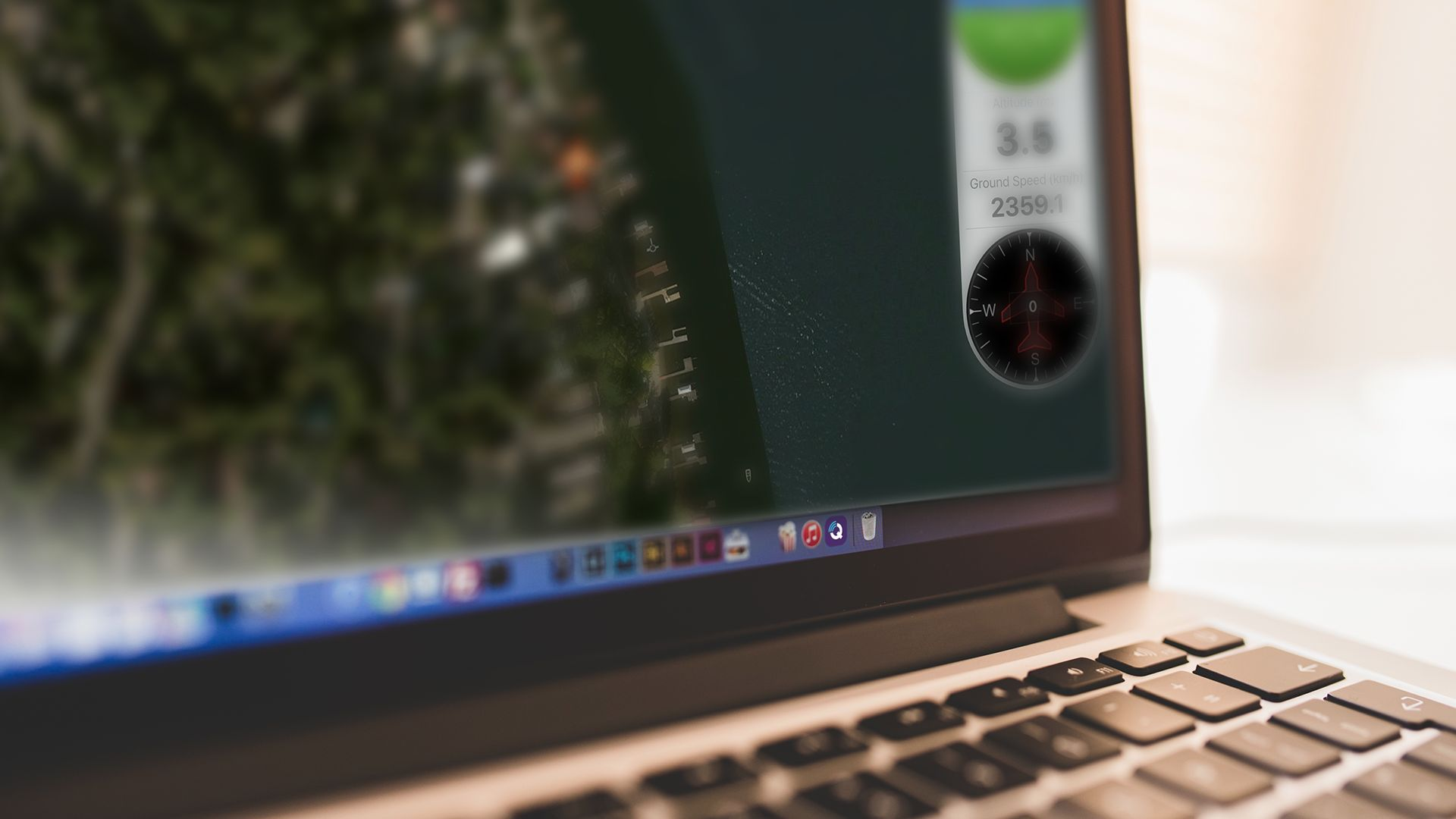
QGroundControl

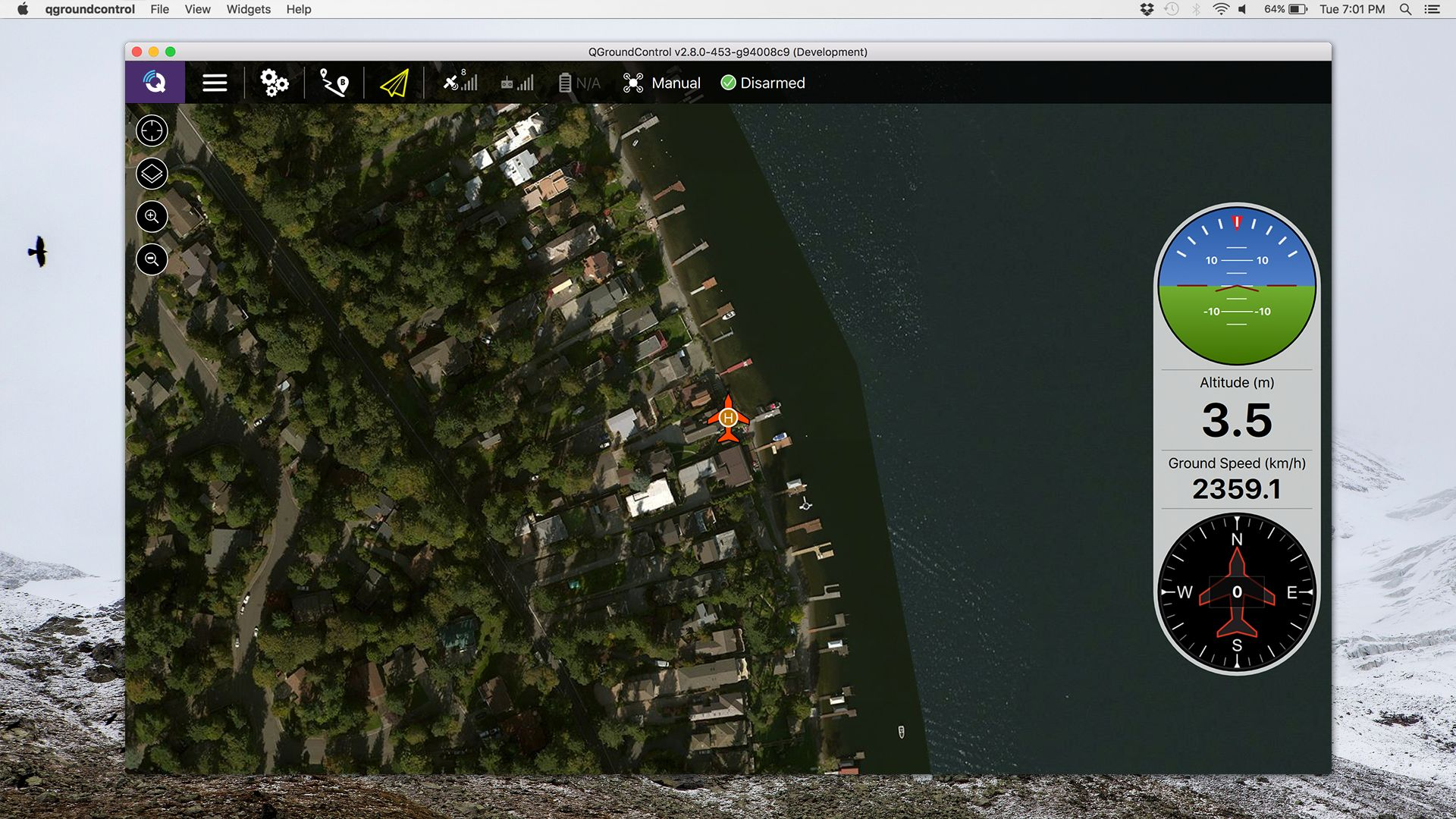
Vertical Version

QGroundControl

QGroundControl

QGroundControl


3.5
Ground Speed (km/h)
2359.1
N
W
E
S


qgroundcontrol File View Widgets Help
64% Tue 7:01 PM
QGroundControl v2.8.0-453-g94008c9 (Development)
N/A
Manual
Disarmed
10
10
-10
-10
Altitude (m)
3.5
Ground Speed (km/h)
2359.1
N
W
E
S

Google
1:19
SAT 01 NOV
Games
Social
BETA
Google

Thank you

Beatriz Palmeiro
Carlos Felipe
Fabrício Novak