

FEB 2023

Brand Guidelines





The DroneUp Brand Evolution: A brand strategy and identity rooted in who we are

Founded in 2016 and propelled forward through rapid growth, we set out to evolve our brand to speak to where DroneUp is headed in the future as we continue grow our industry-defining tech platform.

Our strategy and identity are rooted in who we are: our history, our team of experts, our unique offering, and our vision for the future of drone flight.



Charting the path forward: How did we get here?

Our evolved strategy and identity was born out of research and collaboration:

- Brand strategy session in Virginia Beach
- Cross-functional stakeholder interviews
- Immersion into existing brand guidelines and language
- Comprehensive brand messaging and identity competitive audit
- Brand territories exploration
- Ongoing collaboration during strategy and identity development

FEB 2023

Brand Strategy



Brand Strategy: Our core foundation

This brand strategy document is the core foundation that defines who we are, what we do, and how we act both internally and externally.

It is a guide for all future communication, as well as a lens by which we evaluate work and make decisions.

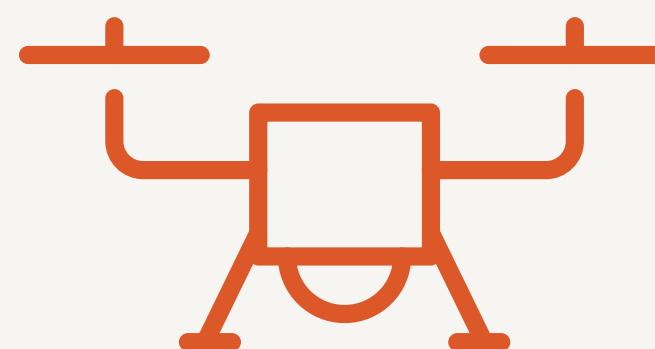
SECTION 1

background
setting the
stage





Culture: It's not a bird... It's not a plane...



INSIGHT

Although drones aren't new, they aren't yet commonplace, resulting in fear of the unknown. Yet the public is curious of new capabilities and conveniences.



Big tech and big brother
breed distrust of new devices

"3 in 5 US adults said they were worried about their personal or data privacy related to using drones for delivery, including deliveries performed by Chinese-made drones."

-Engadget, March 2022



But America has a long history
of adopting new innovation

"Speculation about technologies is different than actual experiences with them. Lots of factors influence how we feel about the technologies in our lives, but something scholars have found repeatedly over for the last sixty years is that familiarity breeds acceptance."

-DroneLife, April 2021



Category: Welcome to the wild west

INSIGHT

Because the drone industry is so new, there is no clear category leader, no comprehensive platform, and no clear vision for the future of drone flight.

The trendy delivery companies

Flytrex
Wing
Matternet
Zipline
Skydrop

The delivery companies tend to feel “of the moment,” rather than industry leaders. They are solving a specific problem and position drones as convenience, not as the future.

The industry-specific services

AgEagle
PrecisionHawk
Eagleview
Datumate

These B2B players tend to lean on industry jargon, which is understandable given their niche purpose in vertical industries. There is no overt vision for the future of autonomous flight.

The flight tech platform

Drone Base
Propeller
DroneDeploy

With Drone Base as our primary competitor, this is the category to watch. With only a handful of platforms getting an FAA endorsement of a certified UTM platform provider, we need to cast a clear vision and deliver to get ahead.



Company: Prepare for takeoff

INSIGHT

We are on the cusp of a regulation inflection point. With the potential removal of “Beyond Visual Line-of-Sight” (BVLOS) constraints, the autonomous flight industry is poised for exponential growth.

The companies whose infrastructure, team, and processes are built for a post-BVLOS world will be best-suited to capture this opportunity.

SECTION 2

opportunity
what problem
are we solving?





WHAT PROBLEM ARE WE SOLVING?

The Problem: What is the future of drone flight?

Without a clear vision of where the drone flight industry could and should go, and without a clear industry leader creating the path, the general public and the drone industry itself are left to their own devices.

The industry may remain fractioned, the public may remain skeptical, and our vision of the future may never materialize.

Now is our time. Let's forge the path forward.



WHAT PROBLEM ARE WE SOLVING?

Opportunity: The path forward is up.

DroneUp was born out of a vision to make autonomous flight good for communities, good for business, and good for the world.

Our founder, Tom Walker, saw a massive, un-tapped opportunity to leverage autonomous flight to revolutionize how the world moves.

To start, we have harnessed the power of airspace technology, analytics platforms, and drone services to transform business operations.

Our long-term mission is to build and deploy the world's safest and most accessible drone ecosystem.

SECTION 3

objective
company
purpose





Our Purpose

Make autonomous flight
good for communities,
good for business, and
good for the world.



Our Mission

To build and deploy the world's safest and most accessible drone ecosystem.



Our Vision

To expand access to autonomous flight technologies for safer, cleaner, and more efficient communities.

SECTION 4

value
proposition
core idea





Our Value Proposition

Elevating industries
through drone flight



Our Value Proposition

Elevating industries through drone flight

Leveraging DroneUp technology, our delivery and flight services transform business operations and improve people's lives within the communities we serve.

Our drone-flight ecosystem enables businesses to make informed decisions and deliver exceptional customer experiences, at scale.

Our sector-specific solutions are deployed across the country through our expert team and nationwide network of 34 drone Hubs - with speed, safety, efficiency, and precision.

SECTION 5

reasons to
believe
delivering on
our promise





Our Offering: Near-term



The DroneUp Flight Ecosystem

Our DroneUp Flight Ecosystem - the most comprehensive airspace management platform in the industry - is accessible to all, the foundation upon which businesses make intelligent decisions and deliver exceptional customer experiences.

From airspace awareness and flight software to education and more, our suite helps flight engineers and customers thrive.

SUITE

- AirMap
- HubOps
- FlightOps
- Ground Infrastructure
- Flight education
- Operations management
- Destination Box



Delivery Services

We build ground-breaking last-mile delivery programs for companies that demand the best in business operations, safety, and customer experience.

Our nation-wide network of 34 drone Hubs in major metropolitan areas allows businesses to go from Hub to home in 30 minutes or less.

INDUSTRIES WE SERVE

- Retail Delivery
- Food Delivery
- Medical Delivery
- Brand Activation



Flight Services

From multi-property facilities to dynamic infrastructure, construction sites to local rooftops, we deliver precise analysis, insights, and aerial imagery so you can make informed decisions for your business.

Our nation-wide network of 34 drone Hubs in major metropolitan areas and FlightOps platform allows us to deliver analytics with precision, efficiency, and safety, at scale.

INDUSTRIES WE SERVE

- Commercial Real Estate
- Construction
- Insurance
- Towers
- Security



Our Offering: Long-term



The DroneUp Flight Ecosystem

INTERNAL NOW, EXTERNAL IN THE FUTURE

Our comprehensive flight and airspace management platform is the open, accessible foundation upon which a safe future autonomous flight economy will be built.

From airspace awareness and flight software to education and more, our suite helps flight engineers and customers thrive.

SUITE

- AirMap
- HubOps
- FlightOps
- Ground Infrastructure
- Flight education
- Operations management
- Destination Box
- Flight Management Platform



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- Insurance
- Towers
- Security



Reasons to Believe



Industry-leading Expertise

As a product-led company, we pride ourselves on hiring the best and brightest, recruiting experts from both the autonomous flight industry and from the industries in which we serve. Why? So that we deeply understand the problems we seek to solve, complemented with the hands-on ability to build new autonomous flight solutions.

Together, our team takes businesses to new heights.



An Engine of Innovation

Our research and development team continuously explores the possibilities of autonomous flight.

While we have already achieved many firsts, we have more work to do to bring our vision to life - one where autonomous flight transforms the way the world moves.



Nation-wide Network

Our nation-wide network of 34 drone Hubs located in major metropolitan areas allows businesses to work with one provider across the country to rapidly deploy new programs with consistency and quality - at scale.

Our DroneUp flight academy is proud to train flight engineers with the highest standards and regulations - ensuring precision and safety every time we take to the skies.

SECTION 6

our values
what we
stand for





Company Values

People matter most

EQ is as important as IQ

See it, own it, solve it, do it

Inspire fast action

Be safe and be exceptional

Do the right thing

Be a person others want to
follow



Company Values

People Matter Most

Our people give flight to our business. Treat them well.

Be Safe and Be Exceptional

While we are fast moving innovators, we are obsessed with executing our work safely and exceptionally.

EQ is as Important as IQ

Our work is a team sport and teams win championships, not individuals. Success is not dependent on one person's intelligence but rather on a lot of smart people figuring out how best to work together to get things done.

Do the Right Thing

Because it's the right thing to do for our people, our company, our reputation, our customers, our society and our environment.

See it, Own it, Solve it, Do it

We don't cower from problems and challenges. We take initiative to solve them. There is no finger pointing here. We're all accountable for success.

Be a Person Others Want to Follow

Titles don't make leaders, trust and influence do. We are down-to-earth, roll up our sleeves, doers that don't let organizational hierarchy get in the way of good ideas and problem solving.

Inspire Fast Action

We are agile and act quickly. We know speed is a market advantage so we don't let perfect get in the way of good enough. We don't let problems fester. Failing is part of innovating, and we fail fast so we can learn and iterate quickly to build better tomorrow.



Brand Pillars

Vision

We see a future where autonomous flight is good for business, good for communities, and good for the world.

Exploration

We explore, build, and launch new flight technologies so that others may benefit from our drone-flight ecosystem.

Expertise

Founded by autonomous-flight experts, we work side-by-side with federal regulators to create the path for a thriving drone-flight industry.

Excellence

If we fail, our industry could fail. We hold ourselves to the absolute highest standards of safety and execution, so that we may bring our vision to fruition.

SECTION 7

our
personality
how we
behave





Brand Essence

The path
forward is up



Our Personality

The Creator

We envision an ecosystem of flight that benefits communities, businesses, and the world. Yet more than visionaries - we have the tools, focus, and expertise to execute.

We're creating the future of airspace, exploring the possibilities of flight technology and taking entire industries to new heights.

SECTION 8

brand
platform
our strategy





Brand platform

WHAT

PURPOSE

Make autonomous flight good for communities, good for business, and good for the world

MISSION

To build and deploy the world's safest and most accessible drone ecosystem

VISION

To expand access to autonomous technologies for safer, cleaner, and more efficient communities

VALUE PROP & POSITIONING

Elevating industries through drone flight

Leveraging DroneUp technology, our delivery and flight services transform business operations and improve people's lives within the communities we serve.

Our drone-flight ecosystem enables businesses to make informed decisions and deliver exceptional customer experiences, at scale.

Our sector-specific solutions are deployed across the country through our expert team and nationwide network of 34 drone Hubs - with speed, safety, efficiency, and precision.

OFFERING

Drone-flight Ecosystem

Delivery Services

Flight Services

REASONS TO BELIEVE

Industry-leading Expertise

An Engine of Innovation

Nation-wide Network

WHY

BRAND PILLARS

Vision

We see a future where drone flight is good for communities, good for business, and good for the world.

Exploration

Dedicated to innovation, we explore, build, and launch new flight technologies so that others may benefit from our flight ecosystem.

Expertise

Founded by drone flight experts, we work side-by-side with federal regulators to pave the way for a thriving drone flight industry.

Excellence

If we fail, our industry could fail. We hold ourselves to the absolute highest standards of safety and execution, so that we may bring our vision to life.

HOW

BRAND ESSENCE

The path forward is up

BRAND PERSONALITY

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We envision an ecosystem of flight that benefits communities, businesses, and the world. Yet more than visionaries - we have the tools, focus, and expertise to execute.

We're creating the future of airspace, exploring the possibilities of flight technology and taking entire industries to new heights.

HOW

VALUES

People Matter Most

EQ is as Important as IQ

See it, Own it, Solve it, Do it

Inspire Fast Action

Be Safe and Be Exceptional

Do the Right Thing

Be a Person Others Want to Follow

WHO

AUDIENCE

Enterprise Customers

Employees

Investors

SECTION 9

snapshot DroneUp overview





Snapshot

DroneUp is a leader in drone flight technology, enabling businesses with data, insights, and expertise to make informed decisions and nation-wide last mile delivery for exceptional customer experiences.

From airspace solutions and flight software to our comprehensive analytics platforms, our intelligence is open to all as we build towards a future of drone flight that benefits communities, businesses, and the world.

FEB 2023

Brand Identity Guidelines





TOC / Intro

CONTENTS

Identity overview

Logo

Color

Typography

Imagery

Graphic Language

Illustration

First round exploration

SECTION 1

Identity Overview





Brand identity and touchpoints (Current)

LOGO

COLOR

IMAGERY

TYPGRAPHY

200 Neue Haas Grotesk Display Pro 25 Thin
300 Neue Haas Grotesk Display Pro 35 Extra Light
400 Neue Haas Grotesk Display Pro 45 Light
500 Neue Haas Grotesk Display Pro 55 Roman
600 Neue Haas Grotesk Display Pro 65 Medium
700 Neue Haas Grotesk Display Pro 75 Bold
900 Neue Haas Grotesk Display Pro 95 Black

HEADLINE Delivery Services
BODY COPY DroneUp offers a wide range of services, from aerial imaging to delivery. Our team of experts is here to help you take your business to new heights.

ILLUSTRATION

ICONS

Collateral

Sales slicks, one pages and postcards, etc

Email/Website/Social

Legacy versions

Advertisements

Pricing and Proposals

Legacy versions



How do we live up to
“The path forward is up”
and our brand platform?



**Elevating a system connected
through a consistent idea...**

Lift up.

Our mark represents moving flight forward, quite literally. Our D wing shows a wing moving forward and up, suggesting our role in creating the future of flight. It's an ambitious mission, but we're bold and up for the task.





Visual tone

PILLARS

Vision

We see a future where autonomous flight is good for business, good for communities, and good for the world

Exploration

Dedicated to innovation, we explore, build, and launch new flight technologies so that others may join us on our mission to transform the way the world moves.

Expertise

Founded by autonomous-flight experts, we work side-by-side with federal regulators to pave the way for a thriving autonomous flight industry.

Excellence

If we fail, our industry could fail. We hold ourselves to the absolute highest standards of safety and execution, so that we may bring our vision to life.

TRANSLATED TO VISUAL ATTRIBUTES

Ingenious

The grid that defines our branded space. A variable visible structure that we build infinite possibilities within.

Agile

A flexible system that allows us to grow, evolve and expand to where ever our company takes us.

Experienced

Typography that is open and engaging, creating an approachable message. Textures and colors that are inspired by the world we have been a part of and helped to define.

Refined

Simple and clear layouts that feel like the leader in the category. Icons and illustrations that evoke precision and elegance.

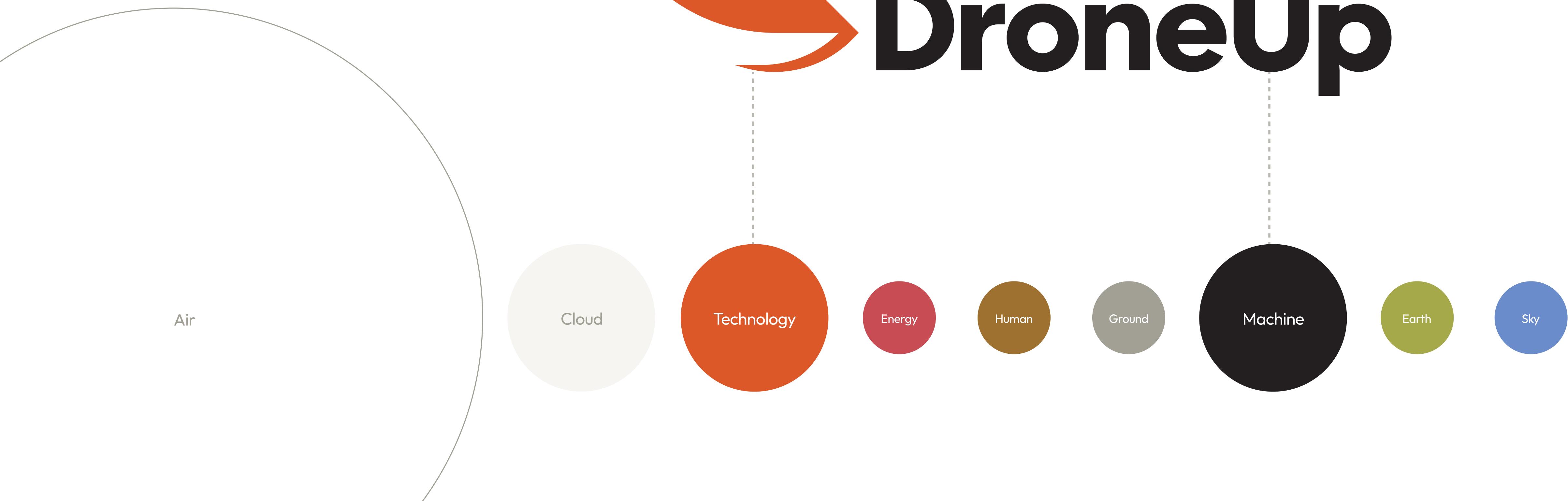


It starts with our logo.
The cornerstone to our identity.





**Our logo inspires our color.
Building on our color palette to reflect
our world and making the brand more
approachable.**





Our logo inspires our message.
With a font that reflects our name.
And accessible to the entire team.

A TECHNICAL TEXTURE TO THE DETAILS

Elevating
our message
with a modern,
optimistic
typeface.

OPEN-SOURCE GOOGLE TYPEFACES:

Aa Aa Aa Aa

OUTFIT LIGHT

OUTFIT MEDIUM

OUTFIT BOLD

CHAKRA PATCH BOLD

AaBbCcDdEeFfGg
HhIiJjKkLlMmNn
OoPpQqRrSsTtUu
VvWwXxYyZz
1234567890



DroneUp



Images that show our vision for the world. And showing our customer's experience.

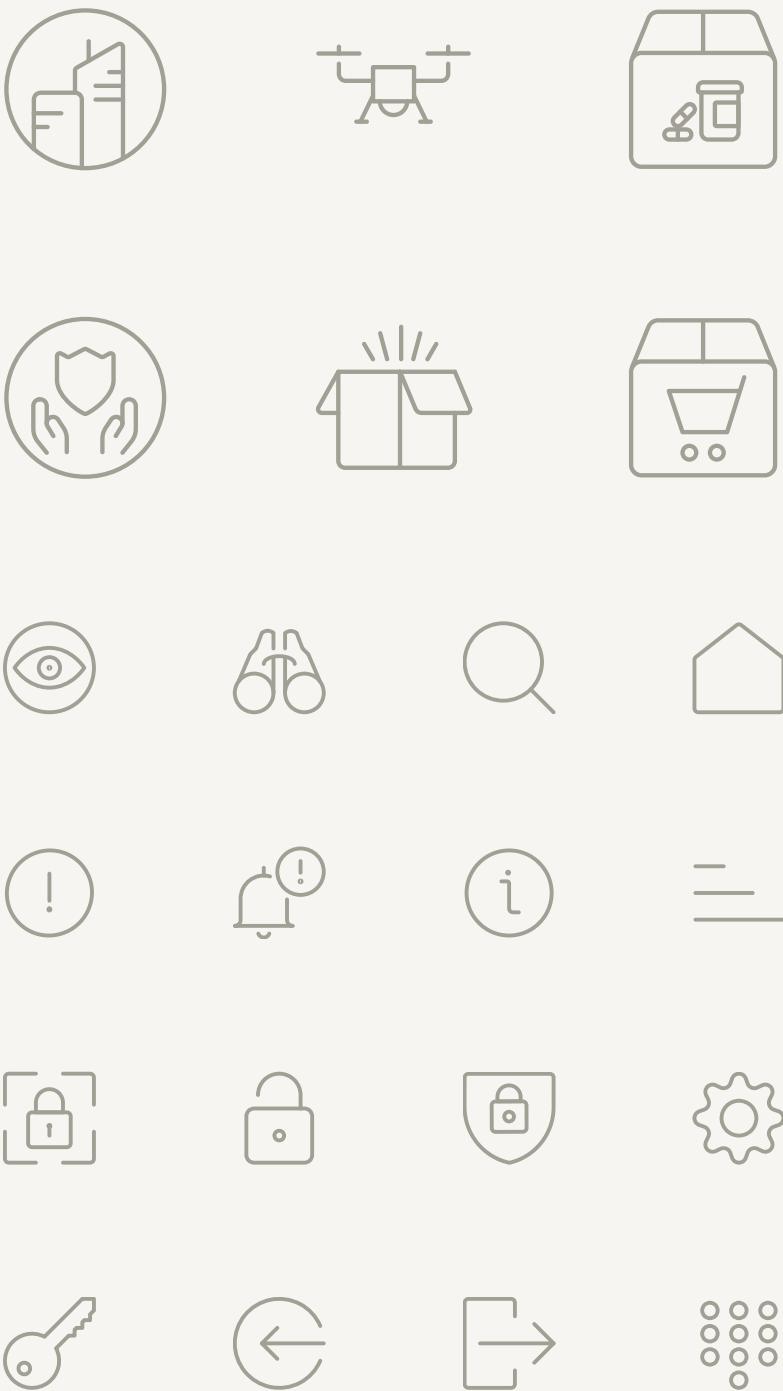




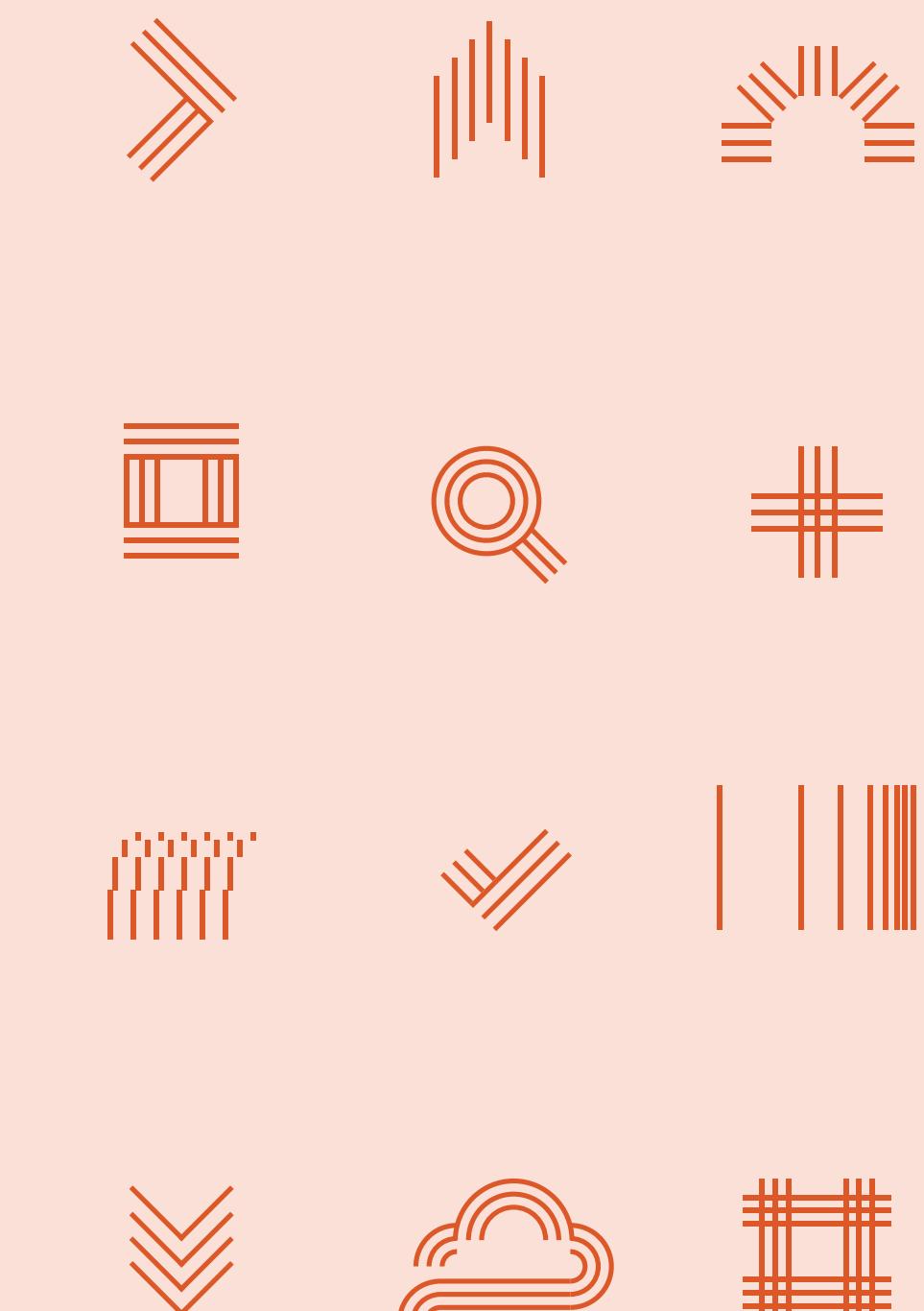
**Elements inspired by the language of invention.
Creating the infrastructure for the future of airspace.**

Grid System

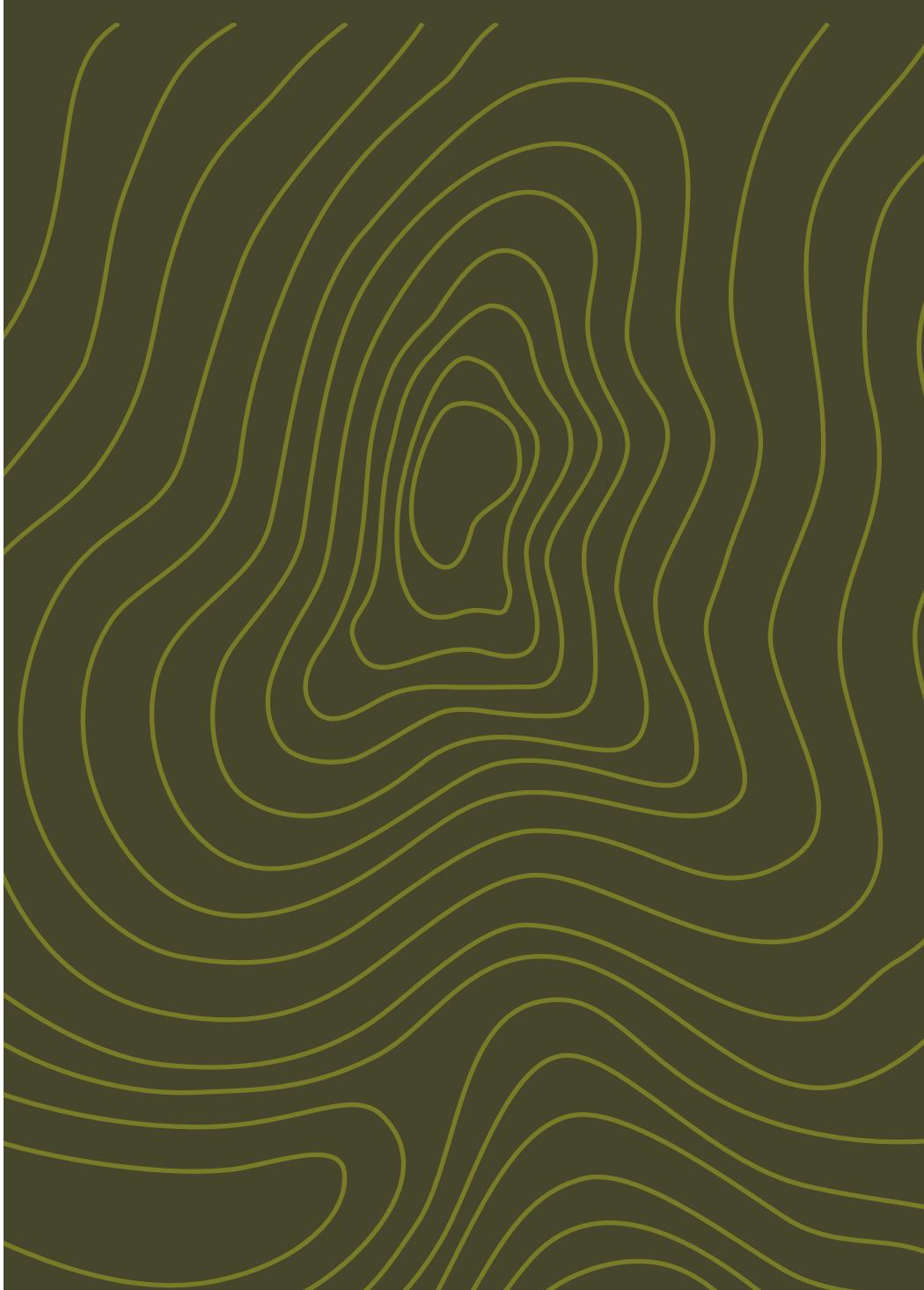
ICONOGRAPHY



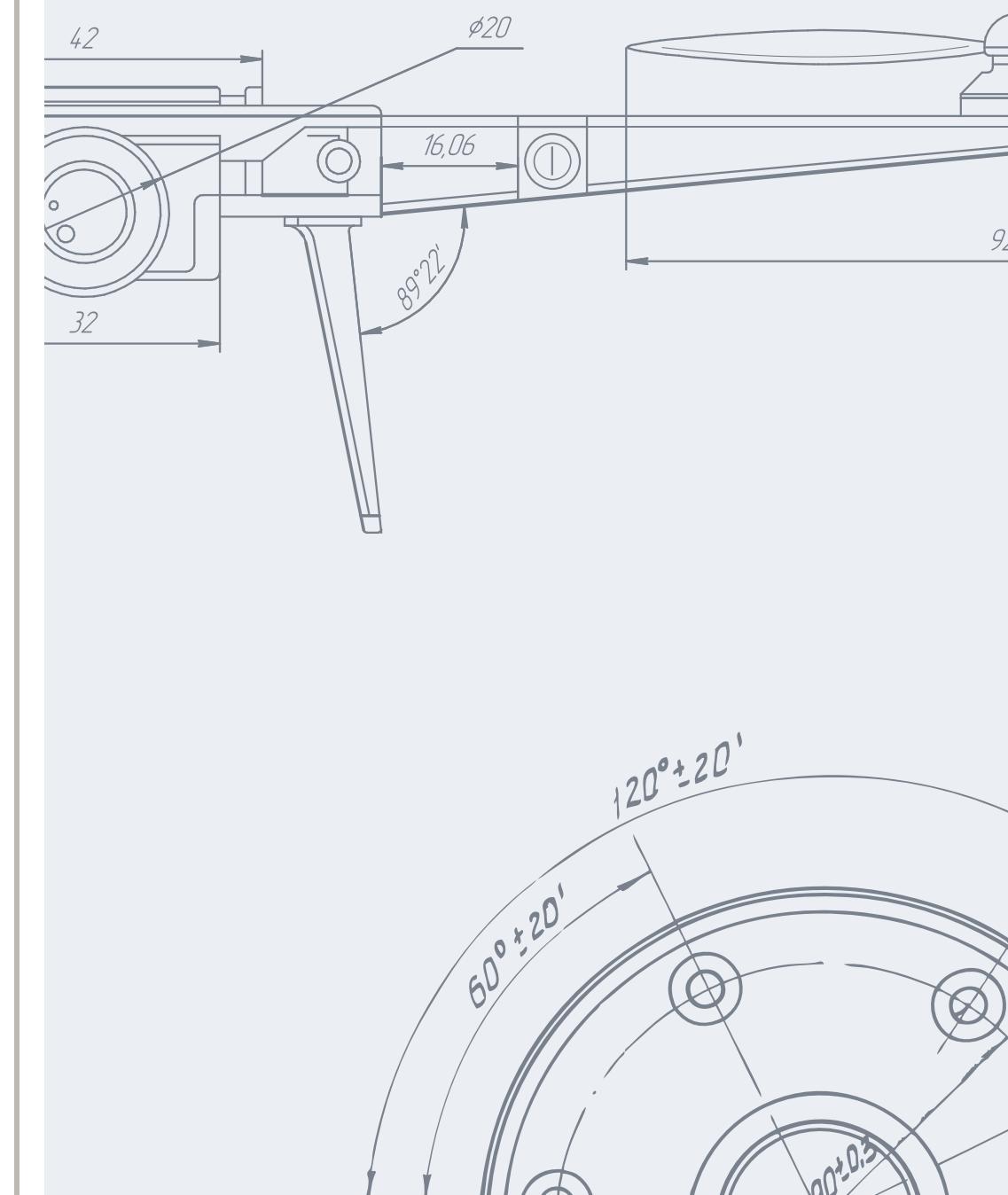
PICTOGRAMS



TEXTURES



TECHNICAL DRAWINGS



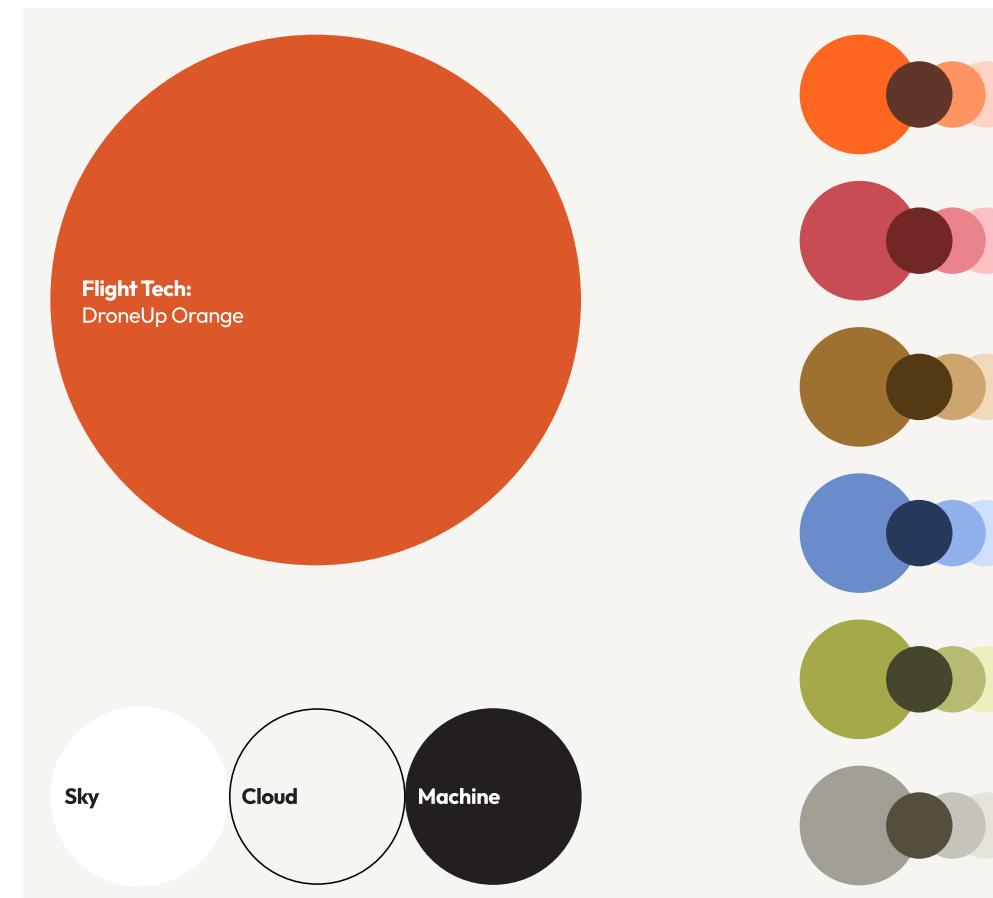


Brand identity elements

LOGO



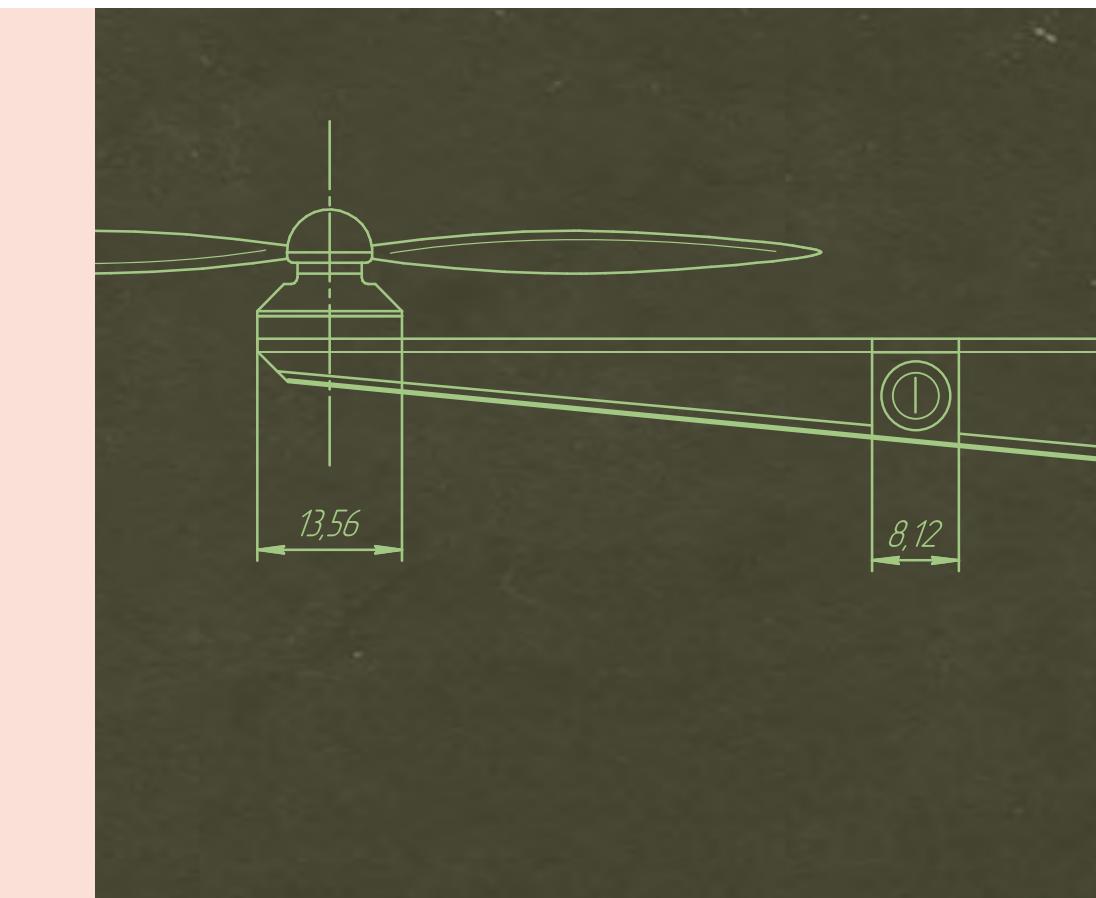
COLORS



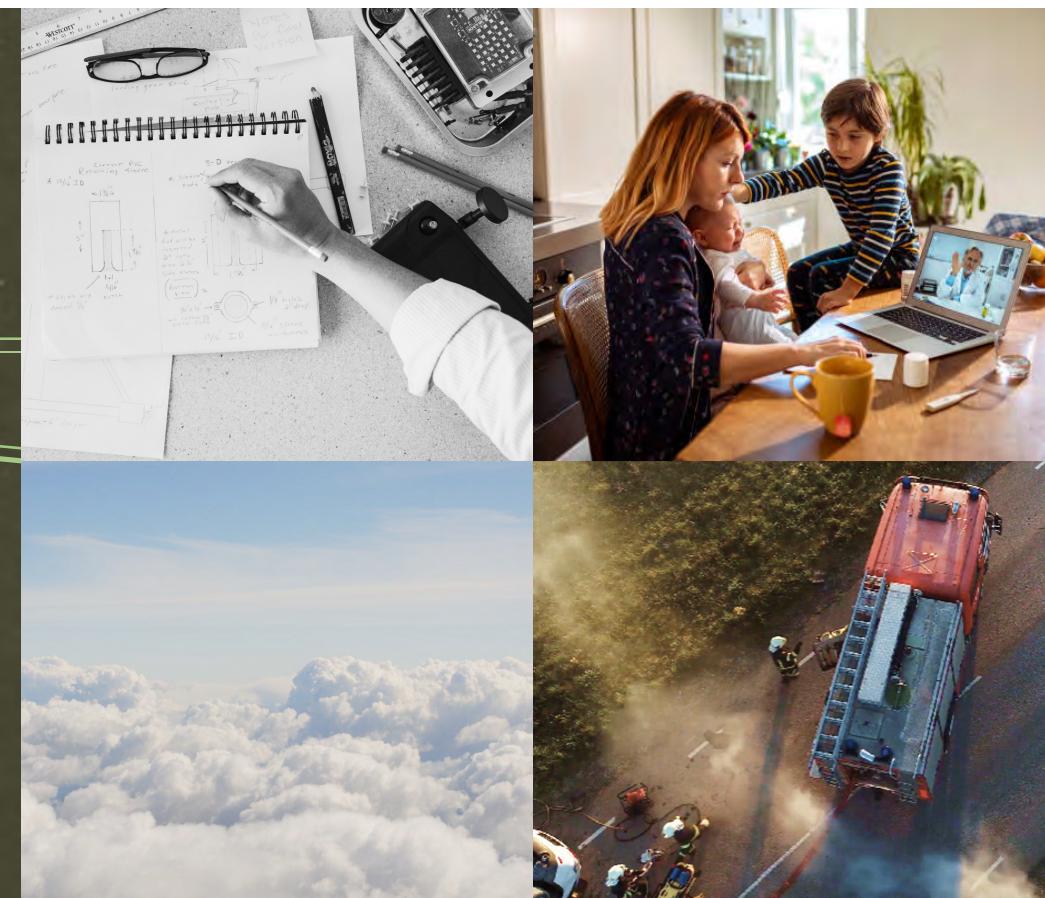
ICONOGRAPHY



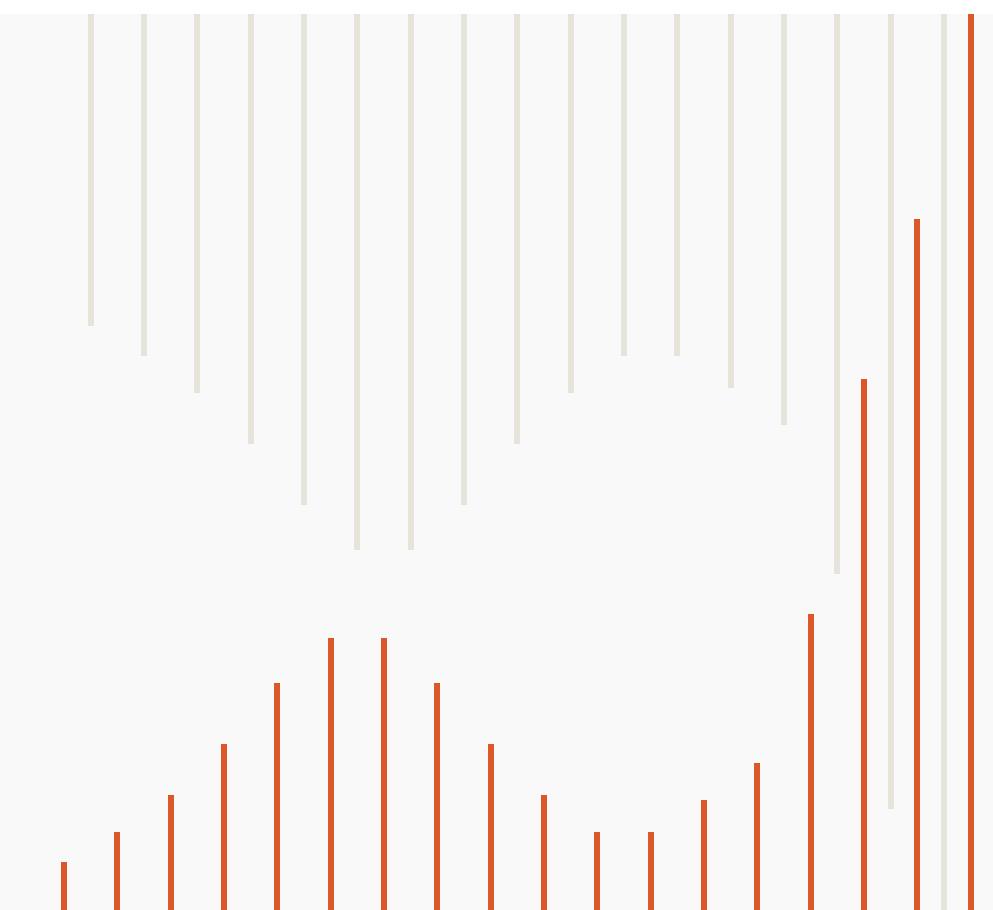
INFOGRAPHIC



IMAGERY



GRAPHIC LANGUAGE



TYPOGRAPHY

The path forward is up.

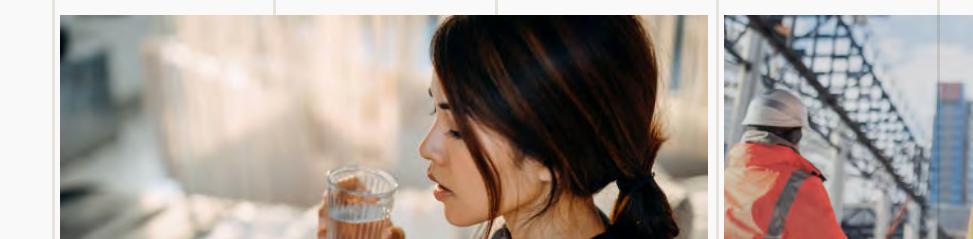
To create comprehensive flight technologies, leveraging our open platform to elevate industries and improve the communities we serve.

TYPE & LAYOUT

02a

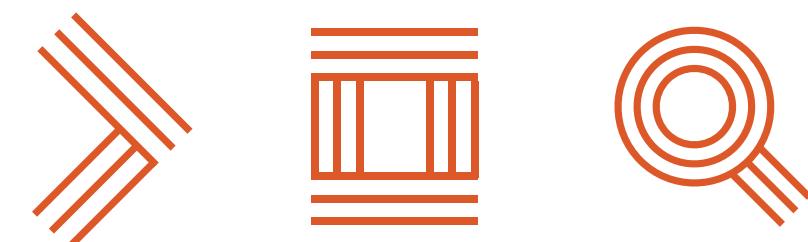
Delivery

To create comprehensive flight technologies, leveraging our open platform to elevate industries and improve the communities we serve.

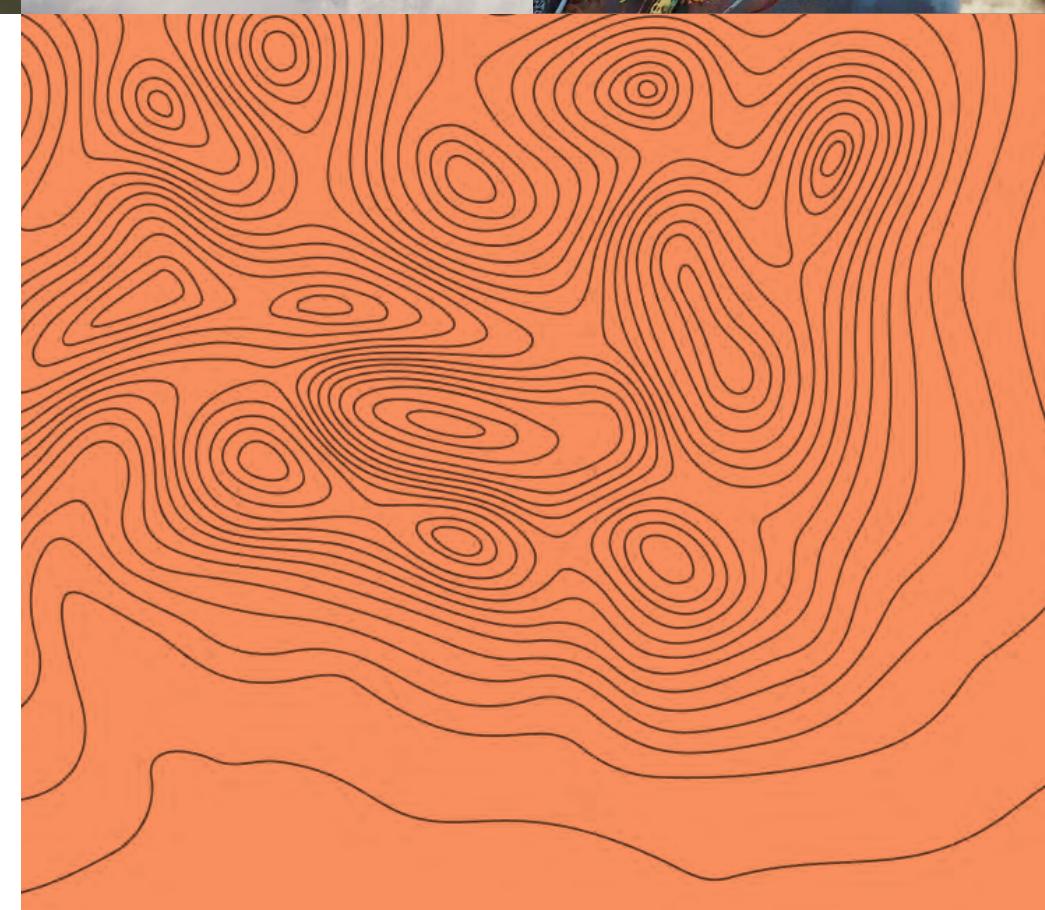


Flight

To create comprehensive flight technologies, leveraging our open platform to elevate industries and improve the communities we serve.



ILLUSTRATION



GRAPHIC TEXTURE



DELIVERY

FLIGHT SERVICES

COMPANY

Let's fly.

We make drone flight good for business
and essential for communities.



DroneUp is a leader in autonomous flight technology, enabling businesses with data, insights, and expertise to make informed decisions and deliver exceptional customer experiences.



Solutions Overview (Current)

Construction Services



Drones provide the safety and innovation your site needs to operate more efficiently. By keeping your team grounded, you're eliminating unnecessary risk while also capturing more precise data and insights.



Drones in the construction industry have seen an **increased adoption rate of over 239%** year after year.* Utilizing drone technology streamlines project timelines by improving inventory management, site organization, and more.

Immediate Benefits:

- Increased site safety
- Cost & time-savings
- Real-time insight
- Improved communication

Long-Term Benefits:

- Faster & more accurate bids
- Eliminate rework liability
- More confident handoffs
- Better project documentation

*Source: CNBC

Build at the Speed of Flight Get in touch with our team: sales@droneup.com

Protecting margins while, more importantly, protecting your team.



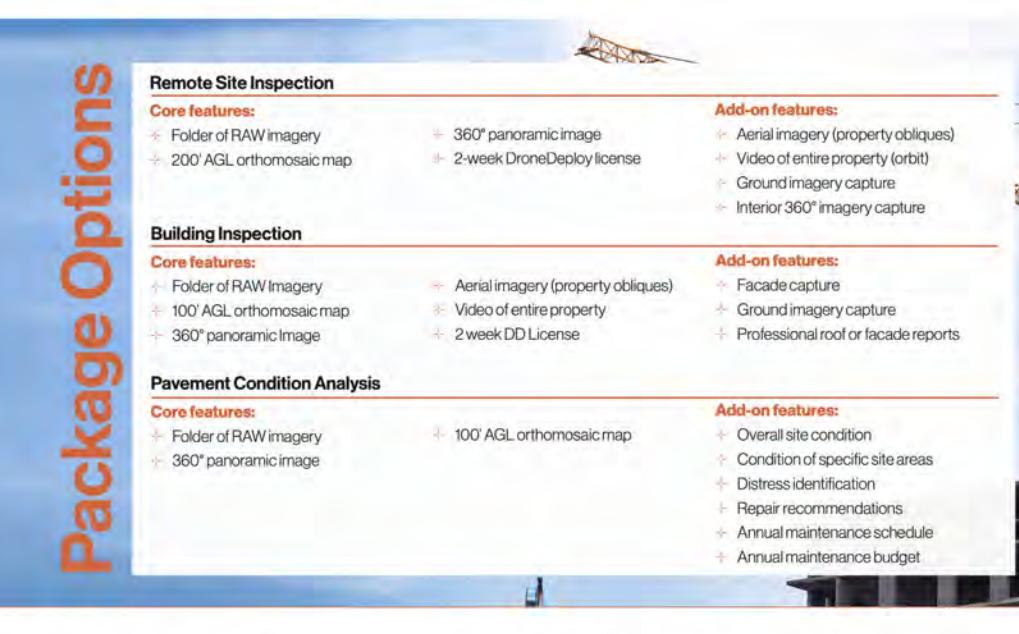
Not only do drones help capture a bird's-eye view to give you unique angles, they also help keep your teams on the ground while investigating dangerous, hard-to-reach areas. Studies show **34% of work related fatalities** are associated with falls, and utilizing drones has helped reduce these numbers and provide workers a safe alternative to traditional inspection methodologies.*

Source: United States Bureau of Labor Statistics

55% Drones have increased safety by 55% by putting together hard-to-reach measurements on workers' behalf and tracking for falls and accidents.
Source: DroneDeploy

\$32,000 Construction firms can save an average of \$32,000 for every medically consulted injury they prevent from happening.
Source: ISHN

Package Options



Remote Site Inspection

Core features:

- Folder of RAW imagery
- 200' AGL orthomosaic map

Add-on features:

- 360° panoramic image
- 2-week DroneDeploy license

Building Inspection

Core features:

- Folder of RAW imagery
- 100' AGL orthomosaic map
- 360° panoramic image

Add-on features:

- Aerial imagery (property obliques)
- Video of entire property
- 2 week DD License

Pavement Condition Analysis

Core features:

- Folder of RAW imagery
- 360° panoramic image

Add-on features:

- 100' AGL orthomosaic map

Build at the Speed of Flight Get in touch with our team: sales@droneup.com



Drone mapping and capturing imagery from a bird's-eye view allows construction professionals to quickly perform a visual survey of large or hard-to-reach areas of any project.

Additional capabilities:

<ul style="list-style-type: none">Elevation reportVolumetric stockpile analysisCut & fill report3D modelingInterior capture	<ul style="list-style-type: none">Solar shading analysisPhotovoltaic inspection reportFacade inspectionRoof inspectionPavement conditioning
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High resolution capture with elevation analysis

"It is pretty simple, in fact, the process is great due to the simplicity. Communication, customer service, deliverables. And while the **deliverables provide very valuable and useful data, the communication and customer service are what helps set DroneUp apart."**

— Jim Marquette, Project Manager, Kotarides Builders

Build at the Speed of Flight Get in touch with our team: sales@droneup.com



DroneUp products always include a highly trained FAA Part 107 pilot supported by a team of industry experts that plan each mission. Our experts create autonomous solutions to provide the same capture every time, helping you track data consistently and reliably. The data captured, like orthomosaics (essentially a series of seamlessly stitched photos), is able to be easily shared for better project health.



Why DroneUp:

- Shareable robust data platform
- Certified Part 107 pilots
- Nationwide pilot network
- Access to unique Hub model
- Licensed and insured flights
- Best-in-class analytics

Why DroneUp:

- Precise and repeatable capture
- Scalable operations
- Turnaround time of <5 days
- 101,000+ flights

Mitigate risk, save time, and improve efficiencies with our end-to-end drone solutions.

Contact us today to get started

Call: **877.601.1860**
Email: **sales@droneup.com**
Website: **droneup.com**



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Solutions Overview (Updated)

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- 360° panoramic image

Add-on features:

- 360° panoramic image
- 2-week DroneDeploy license

Add-on features:

- Aerial imagery (property obliques)
- Video of entire property (orbit)
- Ground imagery capture
- Interior 360° imagery capture

Add-on features:

- Facade capture
- Ground imagery capture
- Professional roof or facade reports

Add-on features:

- Overall site condition
- Condition of specific site areas
- Distress identification
- Repair recommendations
- Annual maintenance schedule
- Annual maintenance budget

*Source: United States Bureau of Labor Statistics

Get in touch with our team: sales@droneup.com

Construction Services

Protecting margins while, more importantly, protecting your team.

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Get in touch with our team: sales@droneup.com

Construction Services

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Additional capabilities:

- Elevation report
- Volumetric stockpile analysis
- Cut & fill report
- 3D modeling
- Interior capture
- Solar shading analysis
- Photovoltaic inspection report
- Facade inspection
- Roof inspection
- Pavement conditioning

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- Nationwide pilot network
- Access to unique Hub model
- Licensed and insured flights
- Best-in-class analytics
- Shareable robust data platform
- Precise and repeatable capture
- Scalable operations
- Turnaround time of <5 days
- 101,000+ flights

Mitigate risk, save time, and improve efficiencies with our end-to-end drone solutions.

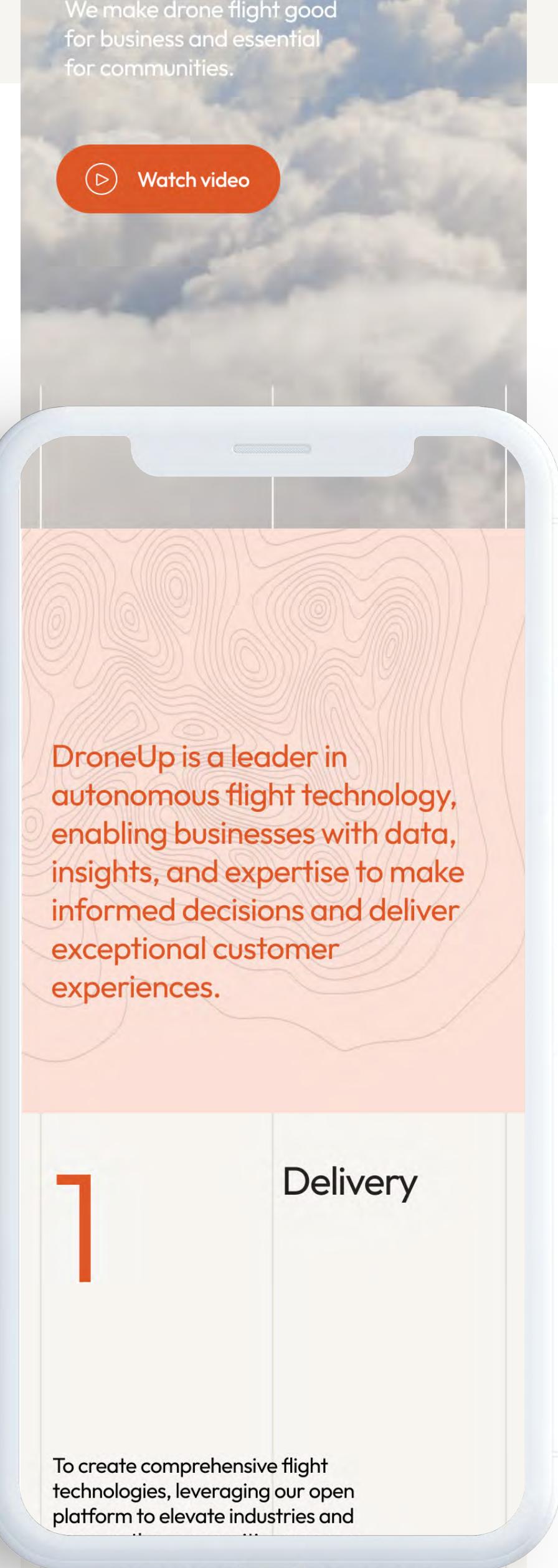
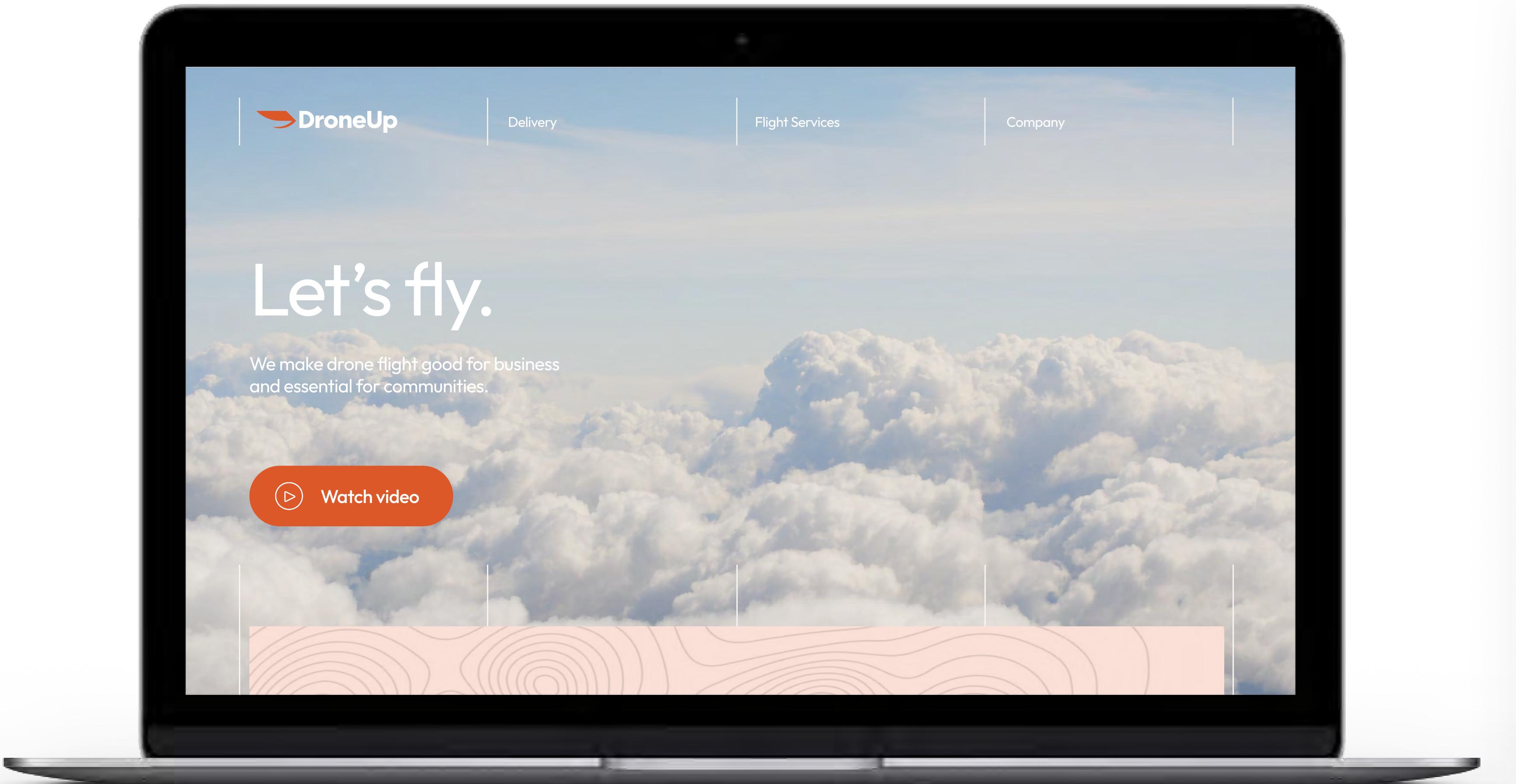
Contact us today to get started

877.601.1860
sales@droneup.com
droneup.com

Get in touch with our team: sales@droneup.com

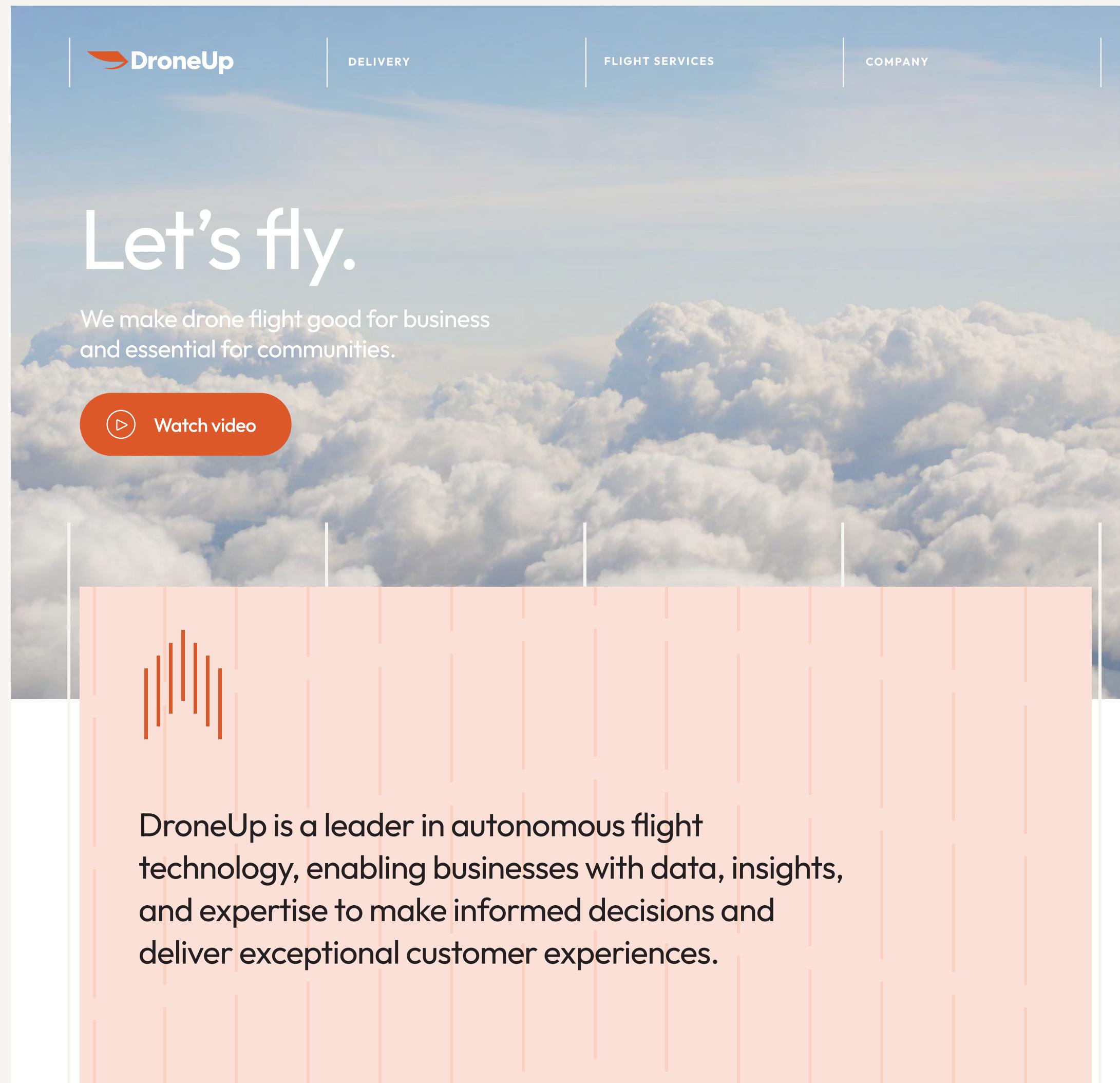


Website





Website



DroneUp

DELIVERY FLIGHT SERVICES COMPANY

Let's fly.

We make drone flight good for business and essential for communities.

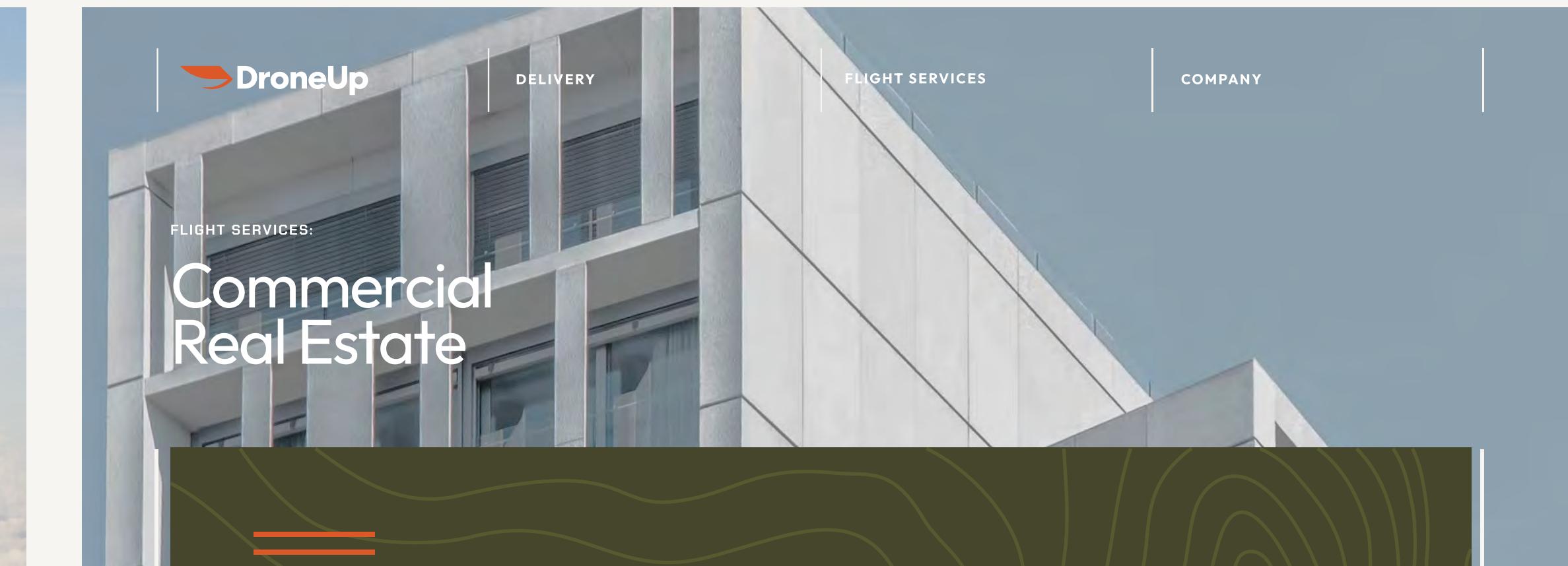
 Watch video

WHAT WE DO:

DroneUp is a leader in autonomous flight technology, enabling businesses with data, insights, and expertise to make informed decisions and deliver exceptional customer experiences.



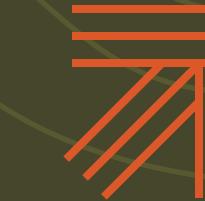
Delivery



DroneUp

DELIVERY FLIGHT SERVICES COMPANY

FLIGHT SERVICES:
Commercial Real Estate

 Drive value for your most important investment. Together, we can collect precise data on your properties to make the most accurate representation of your portfolio and maximize your building life and performance over time.

WHAT WE DO:

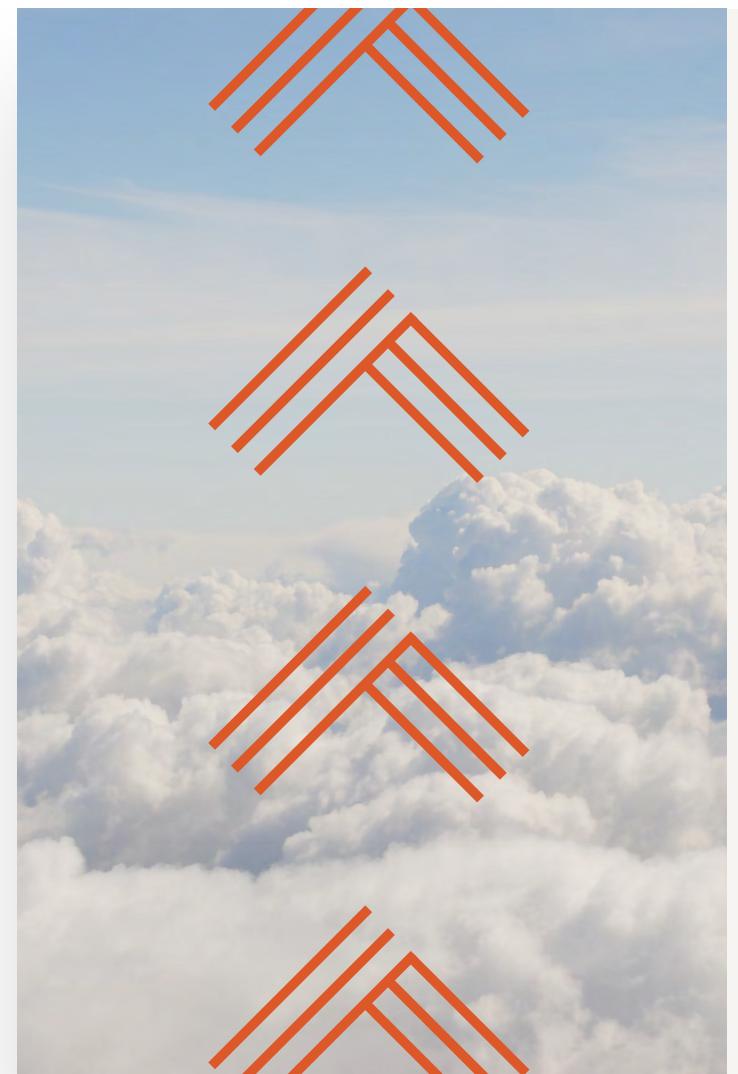
 Access Every Detail at Any Moment

Advanced data capture gives you 3D mapping and computer vision that's more reliable than the naked eye. DroneUp delivers accurate, high-resolution imagery so you can collect detailed information at scale from two, two hundred, or even two thousand properties.

 Do More with Less –

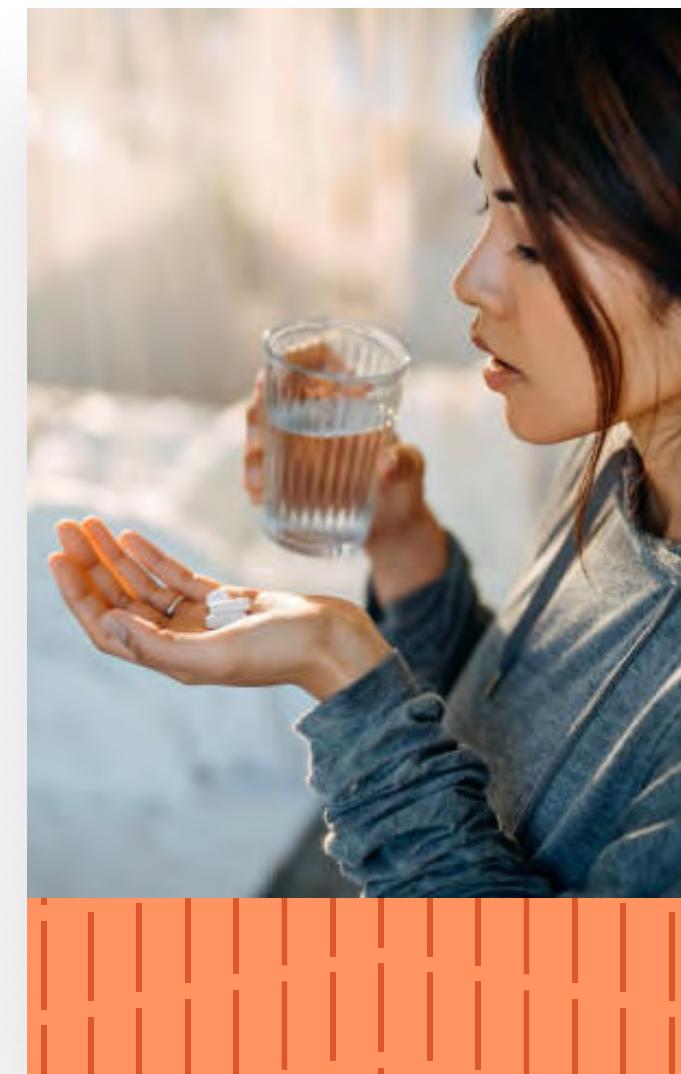


Postcards



The path
forward
is up.

 **DroneUp**

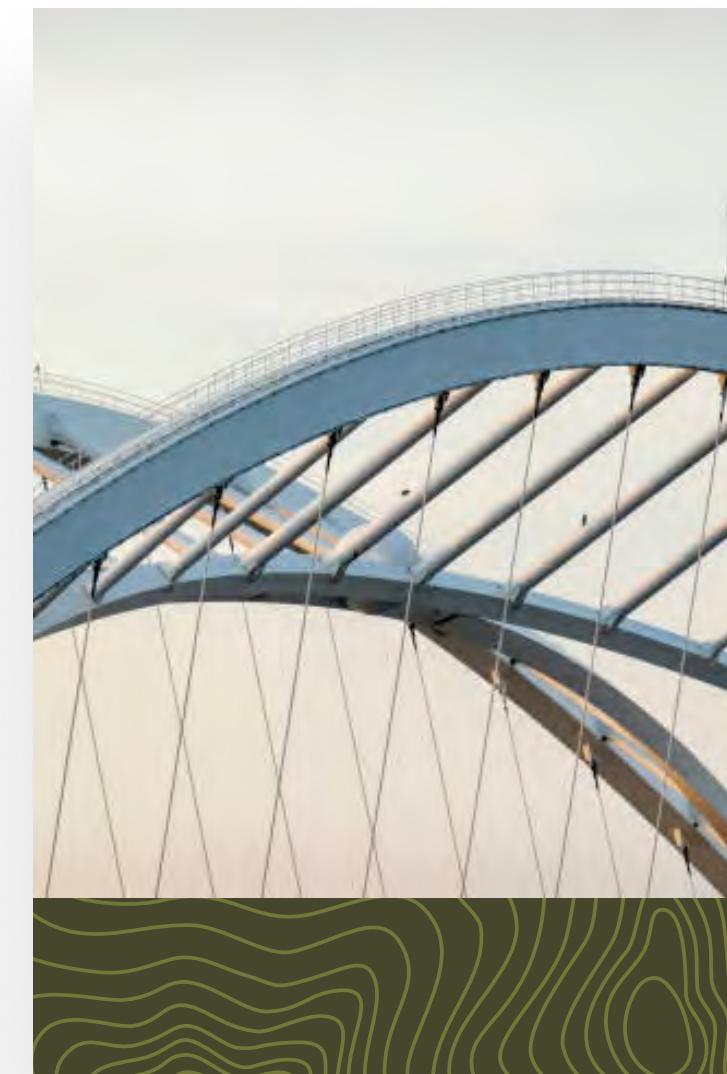


RETAIL DELIVERY

Droned.
Dropped.
Delivered.

Accelerate your retail delivery and
find the future of retail operations.

 **DroneUp**



COMMERCIAL REAL ESTATE

Surveyed.
Spotted.
Solved.

Accelerate your retail delivery and
find the future of retail operations.

 **DroneUp**



Ad

FOOD DELIVERY

Delivered.

DRONED
DELIVERED

droneup.com

Every.
Last.
Mile.

The advertisement is displayed on a digital screen mounted on a wall in a modern, minimalist interior space with a grid ceiling and grey panels. The screen itself has a thin black border.



Ad

COMMERCIAL REAL ESTATE

Surveyed.
Spotted.
Solved.



droneup.com

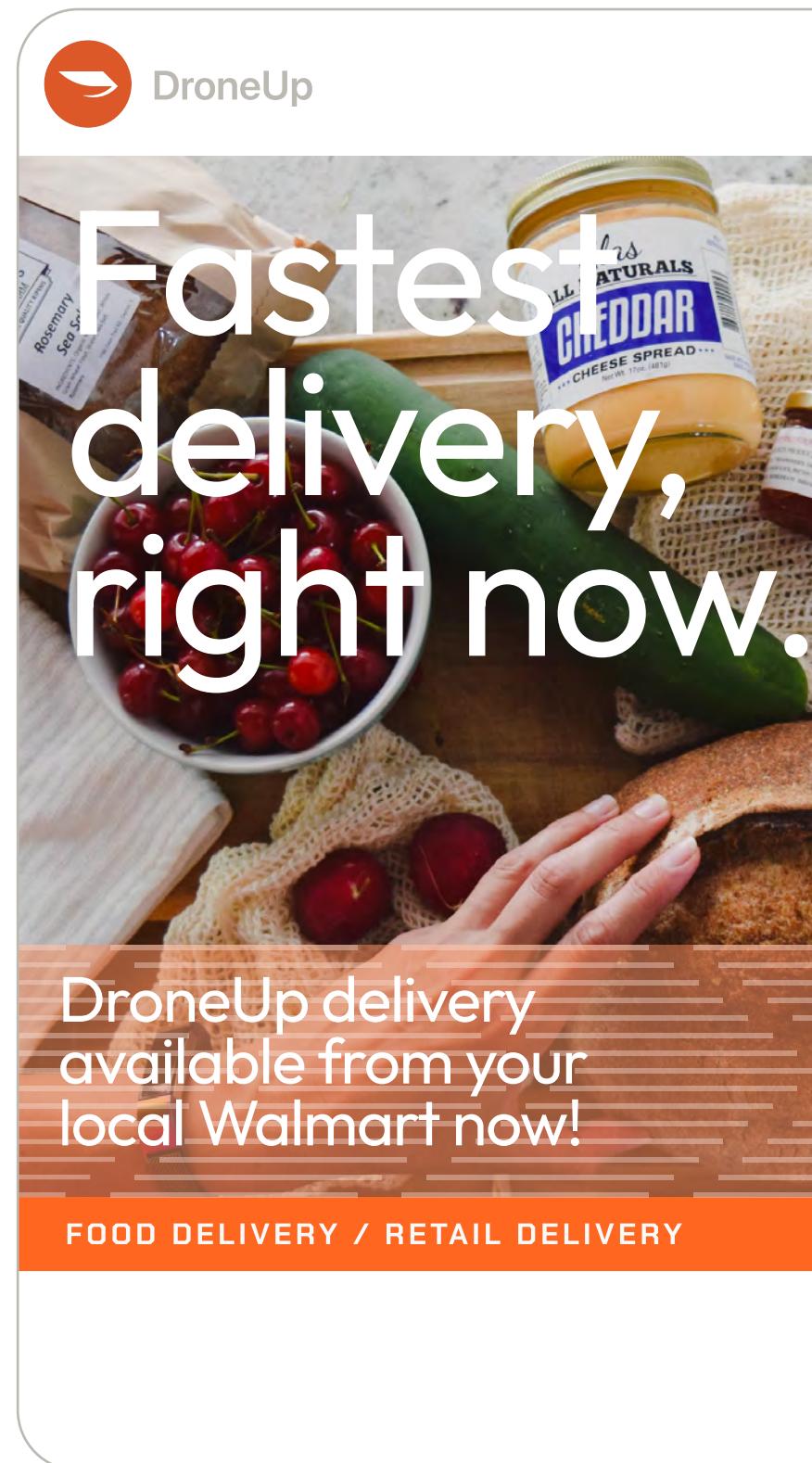
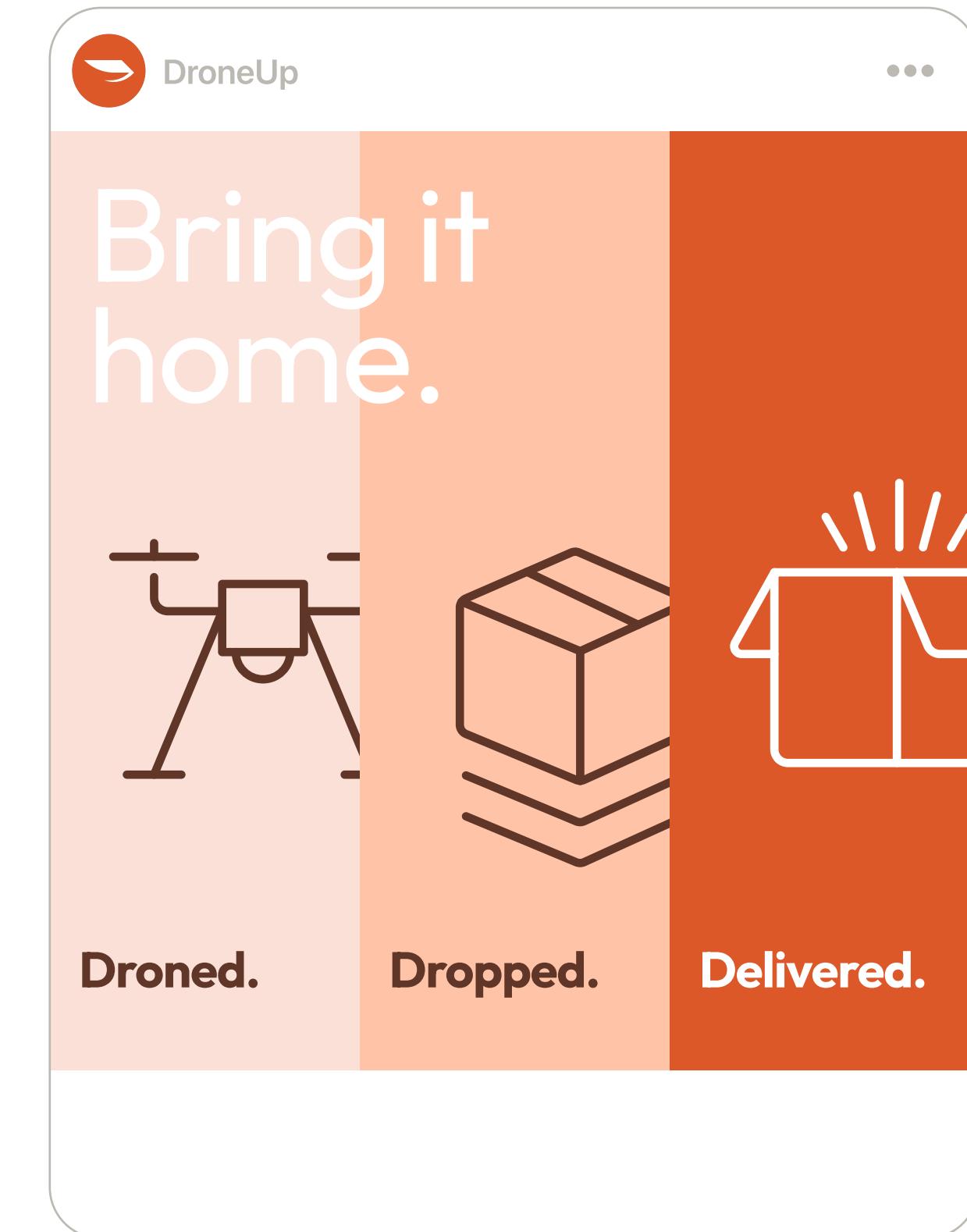
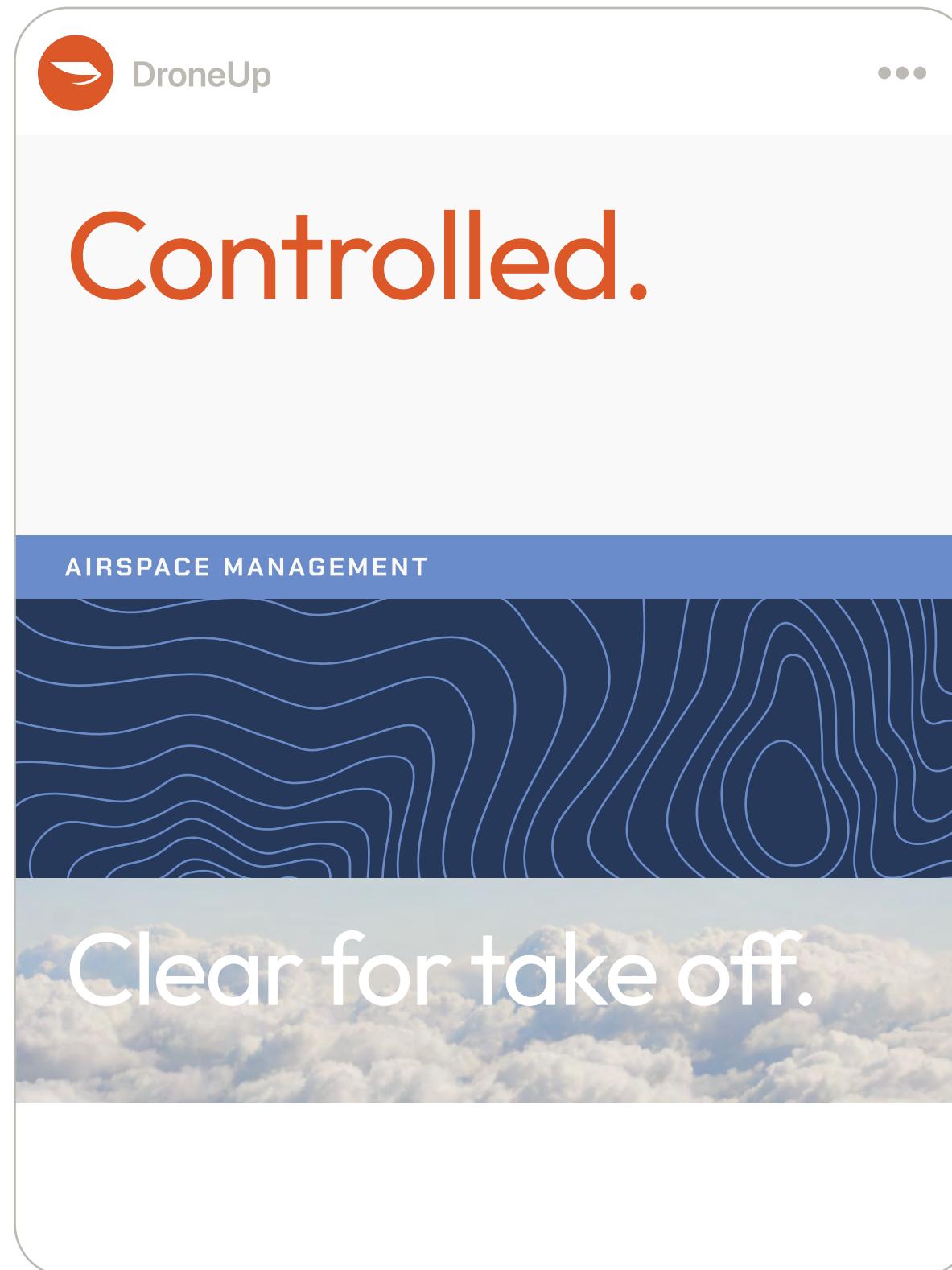


EVERY.
LAST.
ANGLE.



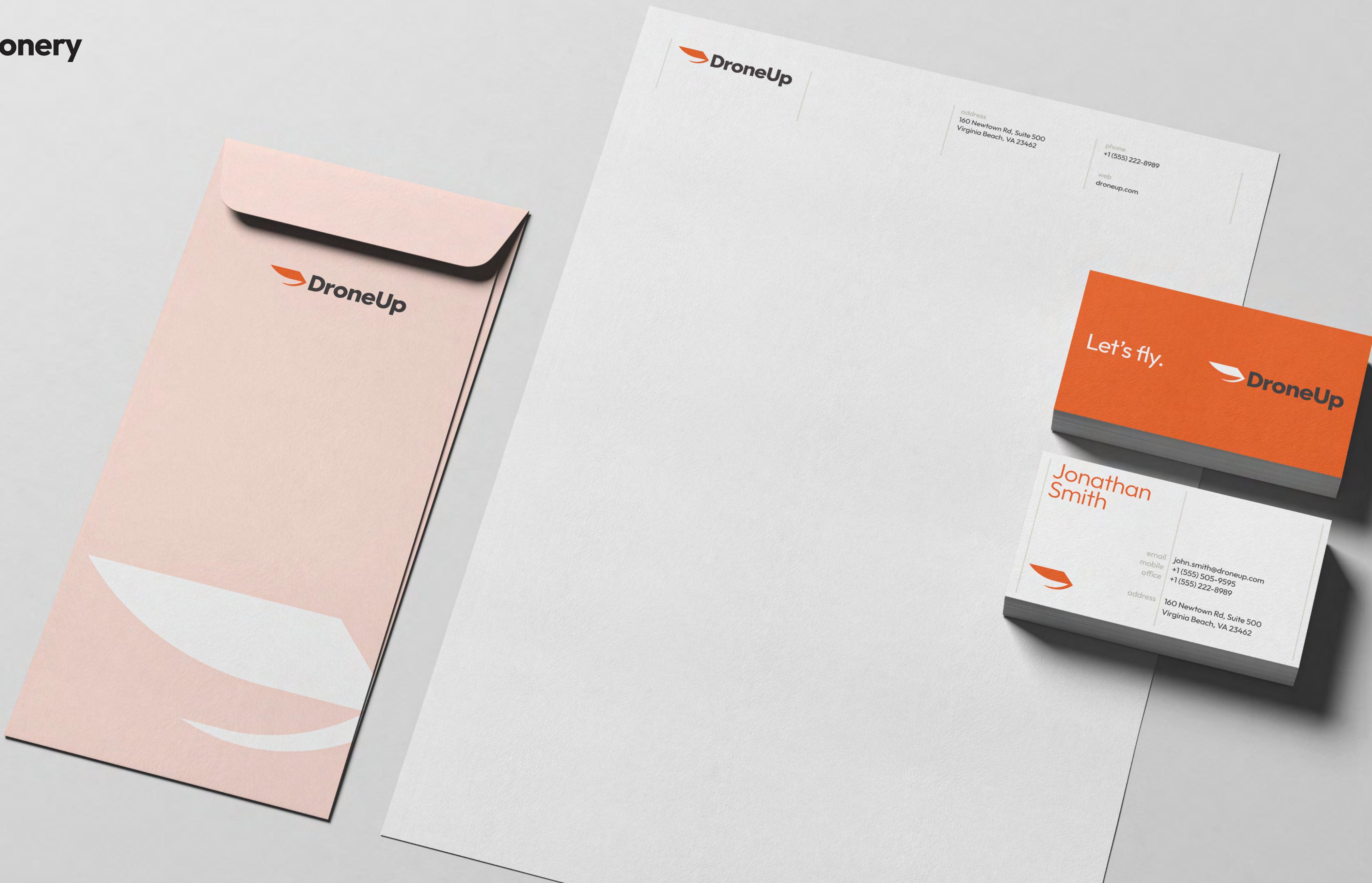


Social post





Stationery



SECTION 2

Logo





Logo

PRIMARY LOGO



D WING SYMBOL





Logo color ways





Logo usage

CLEARSPACE



LOGO MINIMUM SIZE

Print:
0.5 in

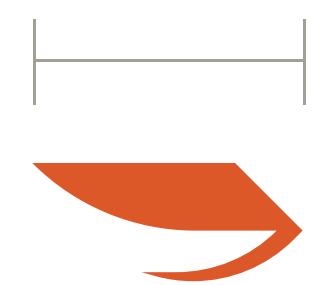


Digital:
150 px

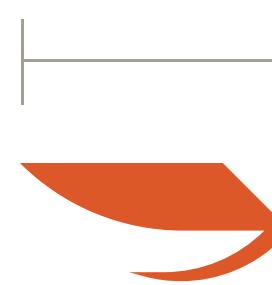


SYMBOL MINIMUM SIZE

Print:
0.15 in



Digital:
42 px





Logo misuse

 **DO NOT**
Rearrange the elements of the logo



 **DO NOT**
Use the wordmark alone

DroneUp

 **DO NOT**
Stack or separate our name into two parts



 **DO NOT**
Recolor our logo



 **DO NOT**
Replace our wordmark with alternative treatments



 **DO NOT**
Change the size relationship of the logo elements



 **DO NOT**
Stylize our logo with special effects



 **DO NOT**
Distort our logo in any way





Brand architecture

NAME TAG

FOOD DELIVERY

RETAIL DELIVERY

COMMERCIAL REAL ESTATE

INFRASTRUCTURE & UTILITIES

INSURANCE

CONSTRUCTION

SECURITY

SYMBOL BLOCK & NAME TAG

FOOD DELIVERY

RETAIL DELIVERY

COMMERCIAL REAL ESTATE

INFRASTRUCTURE & UTILITIES

INSURANCE

CONSTRUCTION

SECURITY

FULL LOGO & CATEGORY NAME ALIGNMENT

DroneUp

FOOD DELIVERY

DroneUp

RETAIL DELIVERY

DroneUp

COMMERCIAL REAL ESTATE

DroneUp

INFRASTRUCTURE & UTILITIES

DroneUp

INSURANCE

DroneUp

CONSTRUCTION

DroneUp

SECURITY

SECTION 3

Color





Color overview

PRIMARY COLORS

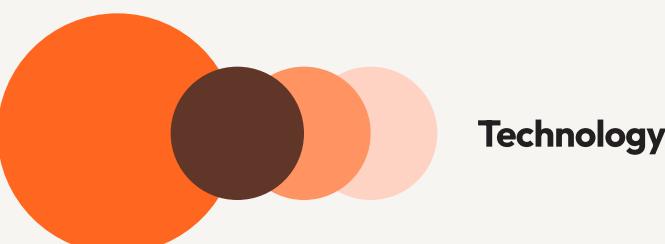


Air

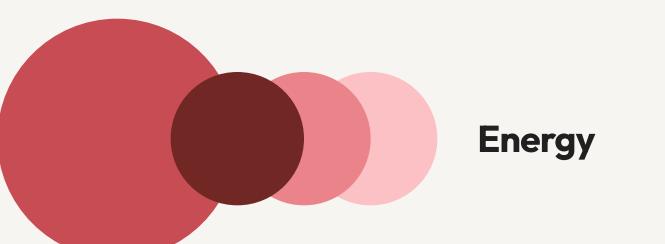
Cloud

Machine

SECONDARY COLORS



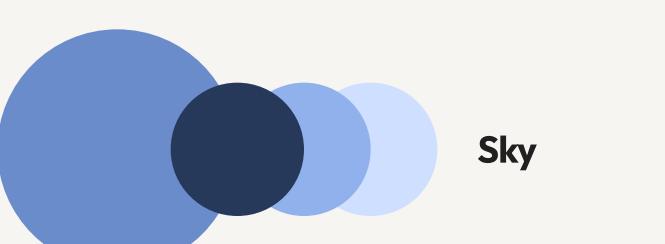
Technology



Energy



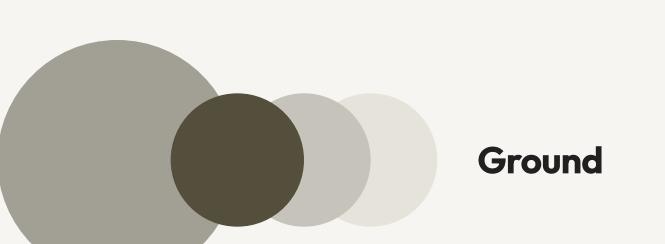
Human



Sky



Earth

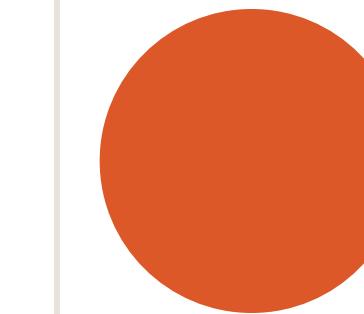


Ground

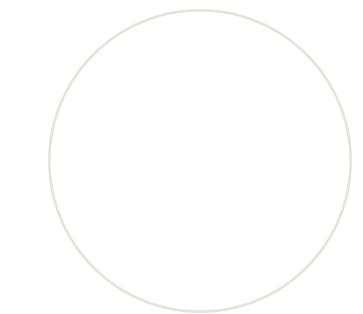


Color palette

PRIMARY PALETTE

**DroneUp Orange:**

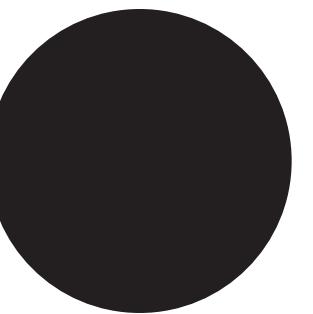
Pantone 7579 C
HEX: DD5829
RGB: 221 - 88 - 41

**Sky (White)**

HEX: FFFFFF
RGB: 255 - 255 - 255

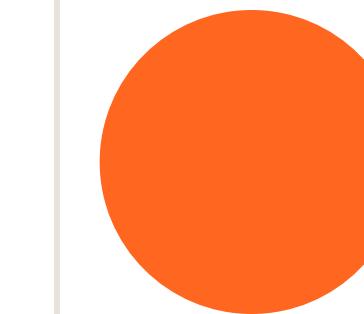
**Cloud (Beige)**

HEX: F6F5F2
RGB: XX - XX - XX

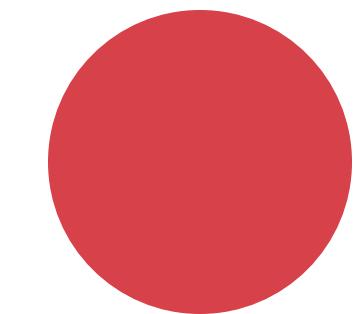
**Machine (Rich Black)**

HEX: 231F20
RGB: XX - XX - XX

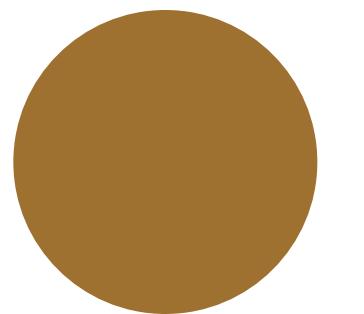
SECONDARY PALETTE

**Technology**

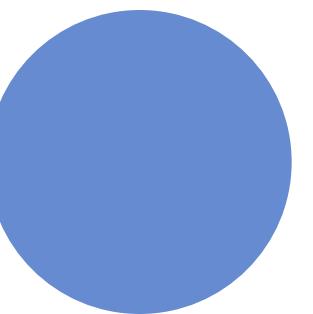
Pantone 165 C
HEX: FF6720
RGB: 255 - 103 - 31
CMYK: 0 - 61 - 91 - 0

**Energy**

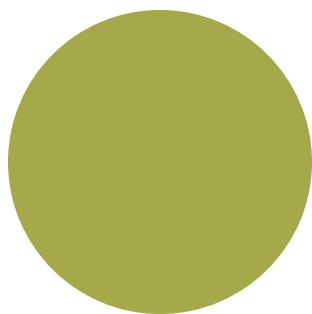
HEX: C84C53
RGB: XX - XX - XX

**Human**

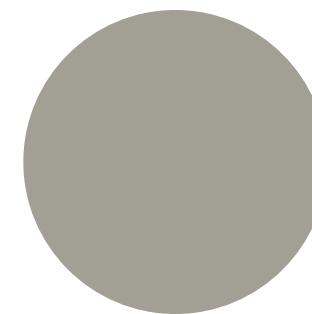
HEX: 9F7131
RGB: XX - XX - XX

**Air**

HEX: 6B8CCA
RGB: XX - XX - XX

**Earth**

HEX: A5A94A
RGB: XX - XX - XX

**Ground**

HEX: A29F94
RGB: XX - XX - XX



Tints & shades



SECTION 4

Typography





Typography overview

DroneUp
Elevating our
message.

PRIMARY TYPEFACE:
OUTFIT

Aa

AaBbCcDdEeFfGg
HhIiJjKkLlMmNn
OoPpQqRrSsTtUu
VvWwXxYyZz
1234567890

Aa

AaBbCcDdEeFfGg
HhIiJjKkLlMmNn
OoPpQqRrSsTtUu
VvWwXxYyZz
1234567890

Aa

AaBbCcDdEeFfGg
HhIiJjKkLlMmNn
OoPpQqRrSsTtUu
VvWwXxYyZz
1234567890

SECONDARY TYPEFACE:
CHAKRA PETCH

Aa

AaBbCcDdEeFfGg
HhIiJjKkLlMmNn
OoPpQqRrSsTtUu
VvWwXxYyZz
1234567890



Typographic roles

FUNCTIONAL

PRODUCT CATEGORY

02a

Delivery

To create comprehensive flight technologies, leveraging our open platform to elevate industries and improve the communities we serve.

EXPRESSIVE: LIFTING

The path forward is up.

Flight Services



Typographic styles

HEADLINES

114.44px

H1 Outfit Light

91.55

H2 Outfit Light

73.24

H3 Outfit Light

58.59

H4 Outfit Light

46.88

H5 Outfit Light

37.50

H6 Outfit Regular

30.00

H7 Outfit Regular

PARAGRAPHS

30.00

P1 Outfit Regular

30.00

P1 Outfit Medium

30.00

P1 Outfit Bold

24.00

P2 Outfit Regular

24.00

P2 Outfit Medium

24.00

P2 Outfit Bold

19.20

P3 Outfit Regular

19.20

P3 Outfit Medium

19.20

P3 Outfit Bold

15.36

P4 Outfit Regular

15.36

P4 Outfit Medium

15.36

P4 Outfit Bold

UTILITY

24.00

U1 Chakra Patch Medium

19.20

U2 CHAKRA PATCH BOLD

15.36

U3 CHAKRA PATCH BOLD

12.29

U4 CHAKRA PATCH BOLD

SECTION 5

Imagery





Imagery overview

FLIGHT INNOVATION
PURPOSE DRIVEN MESSAGES



CUSTOMER PERSPECTIVE
IMPACT AND BENEFIT MESSAGES



DRONE PERSPECTIVE
HOW WE DO IT MESSAGES

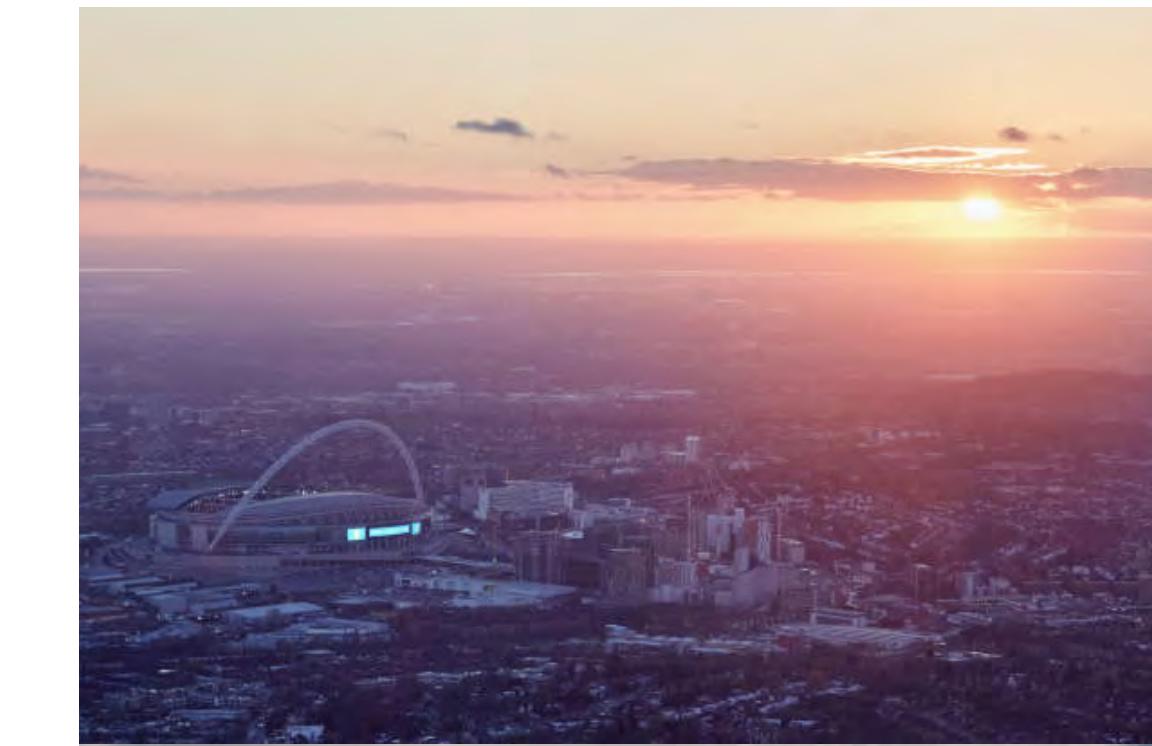


EVIDENCE
ABOUT US & HERITAGE MESSAGES



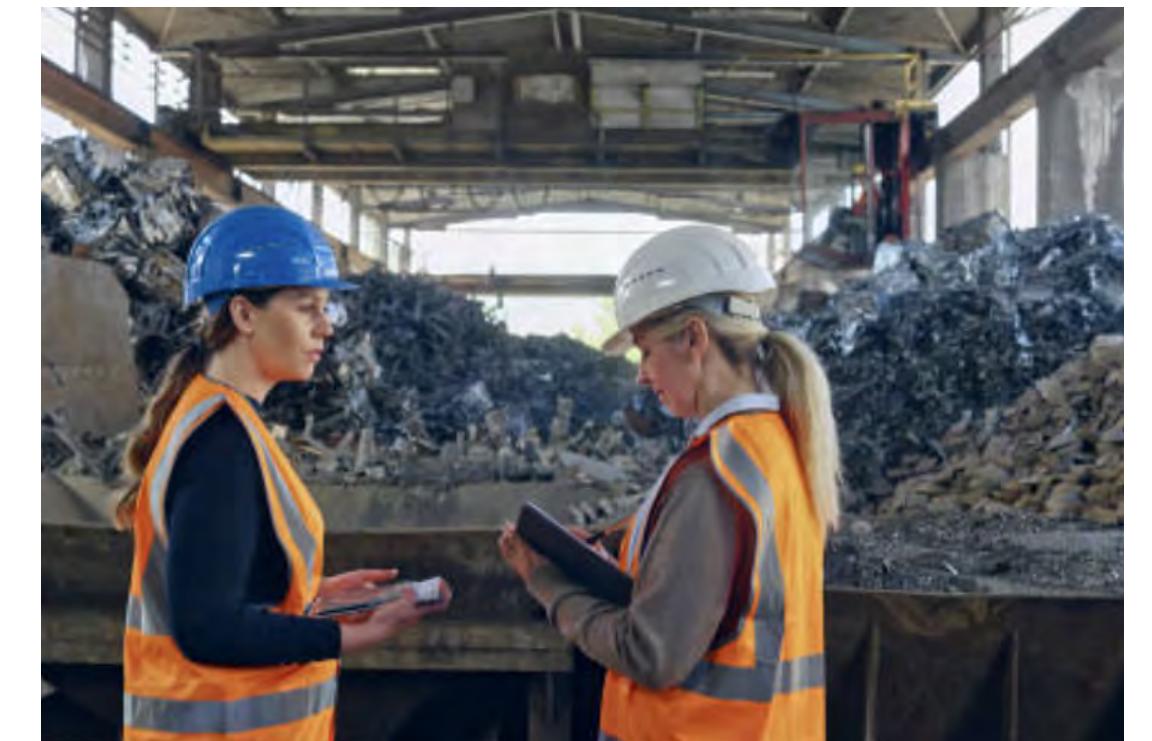
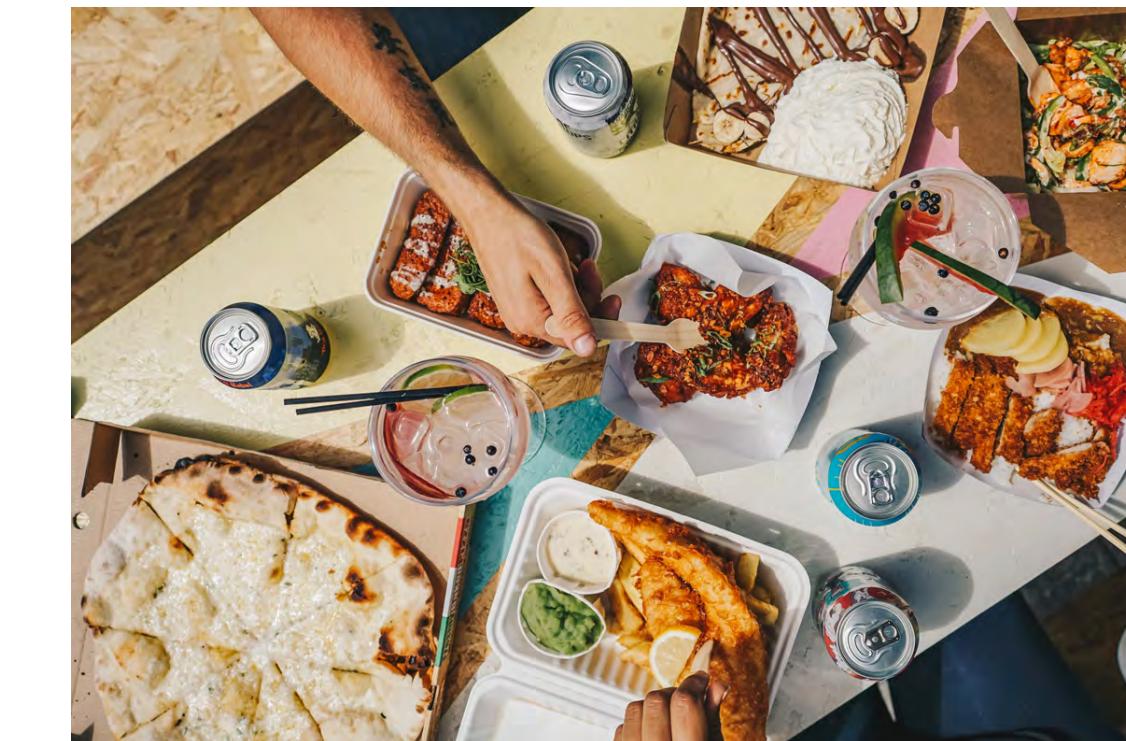


Flight Innovation



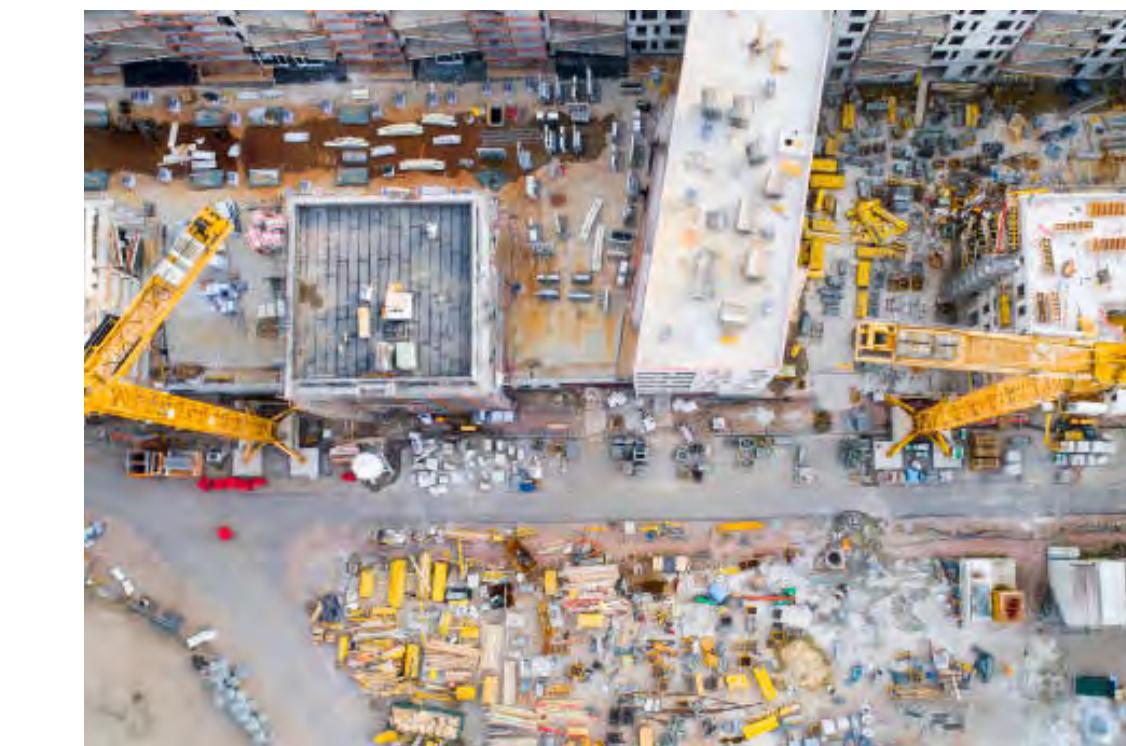
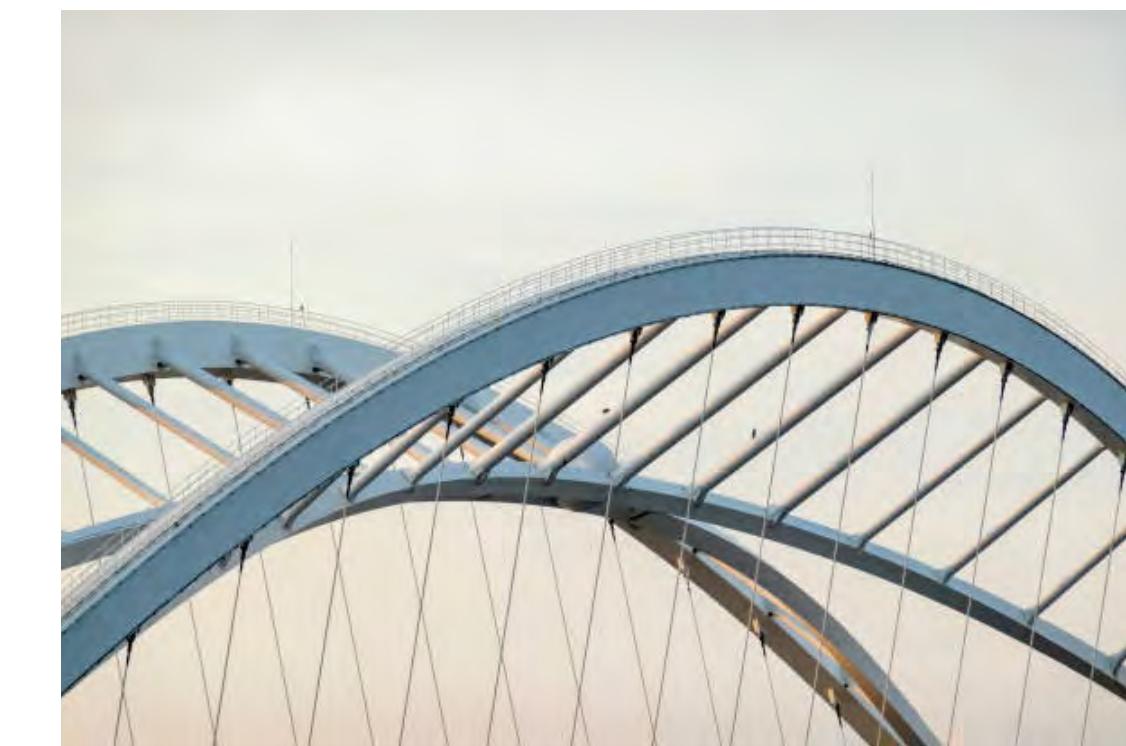


Customer Perspective





Drone Perspective





Evidence



SECTION 6

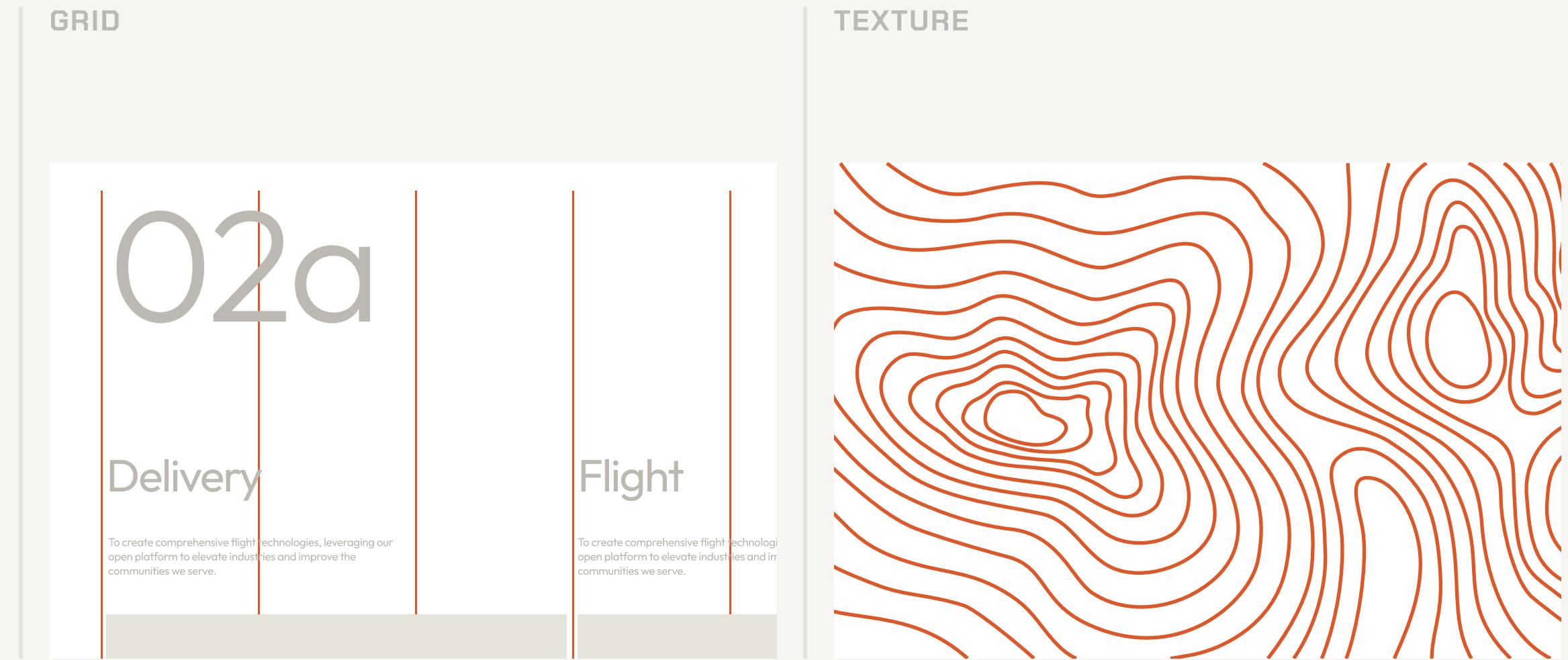
Graphic language





Graphic language overview

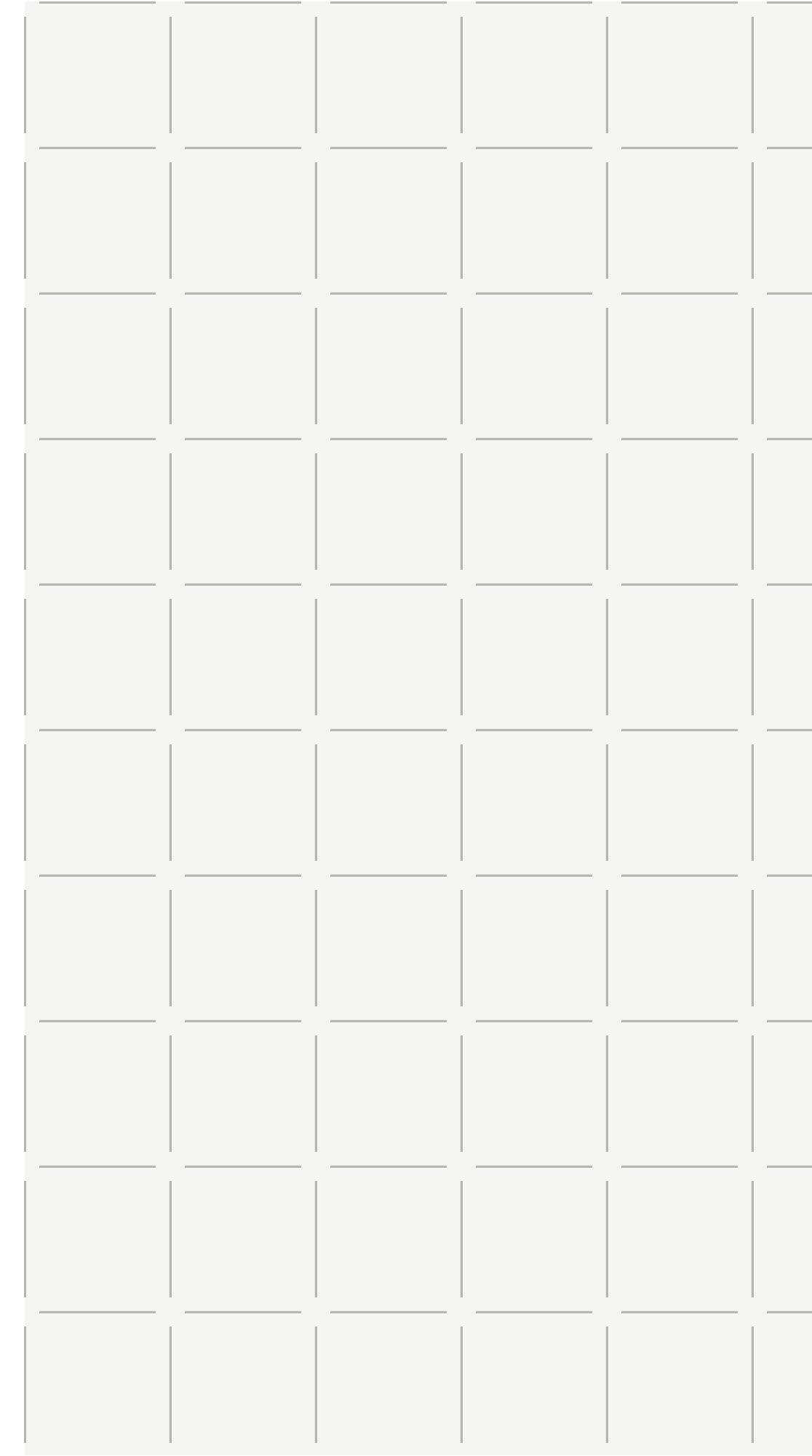
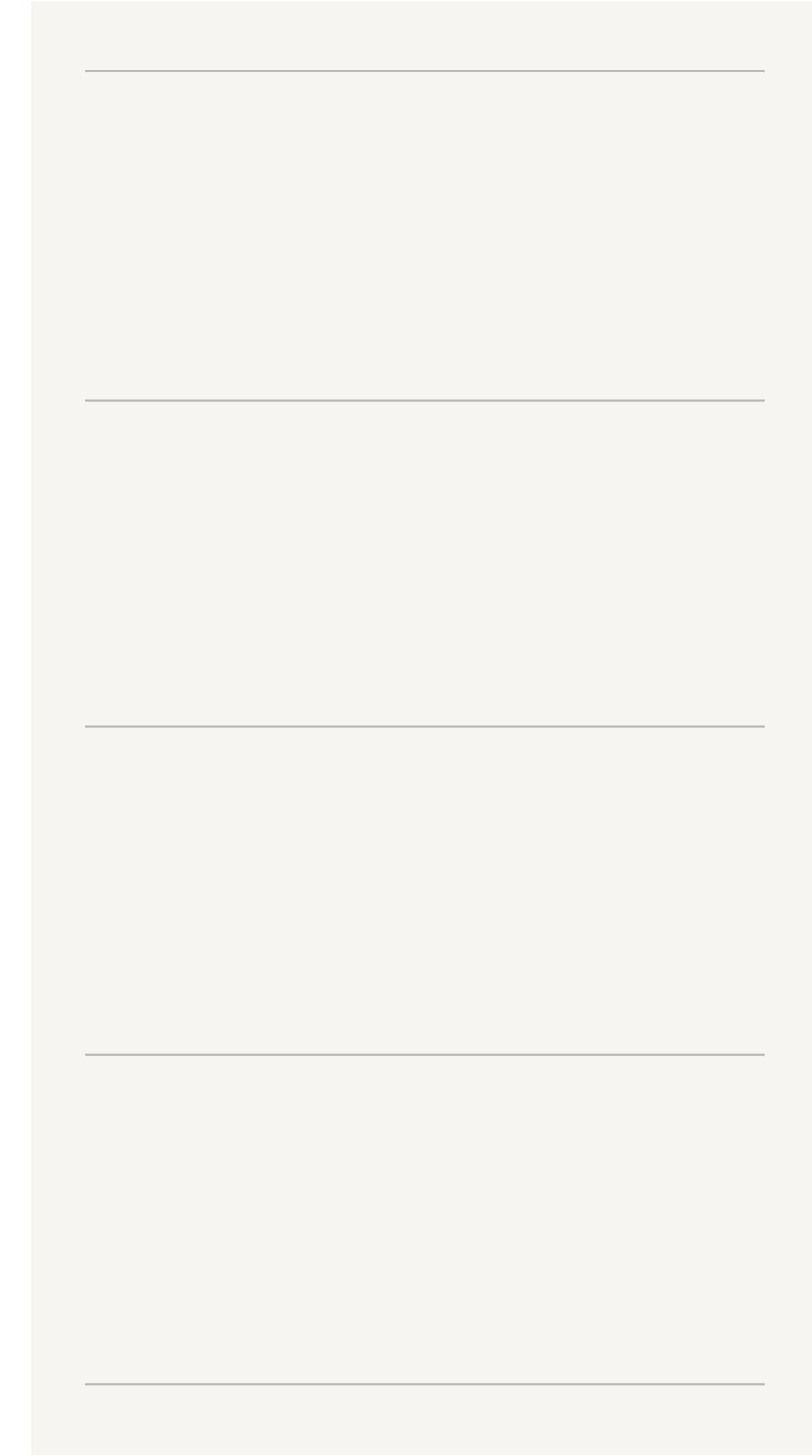
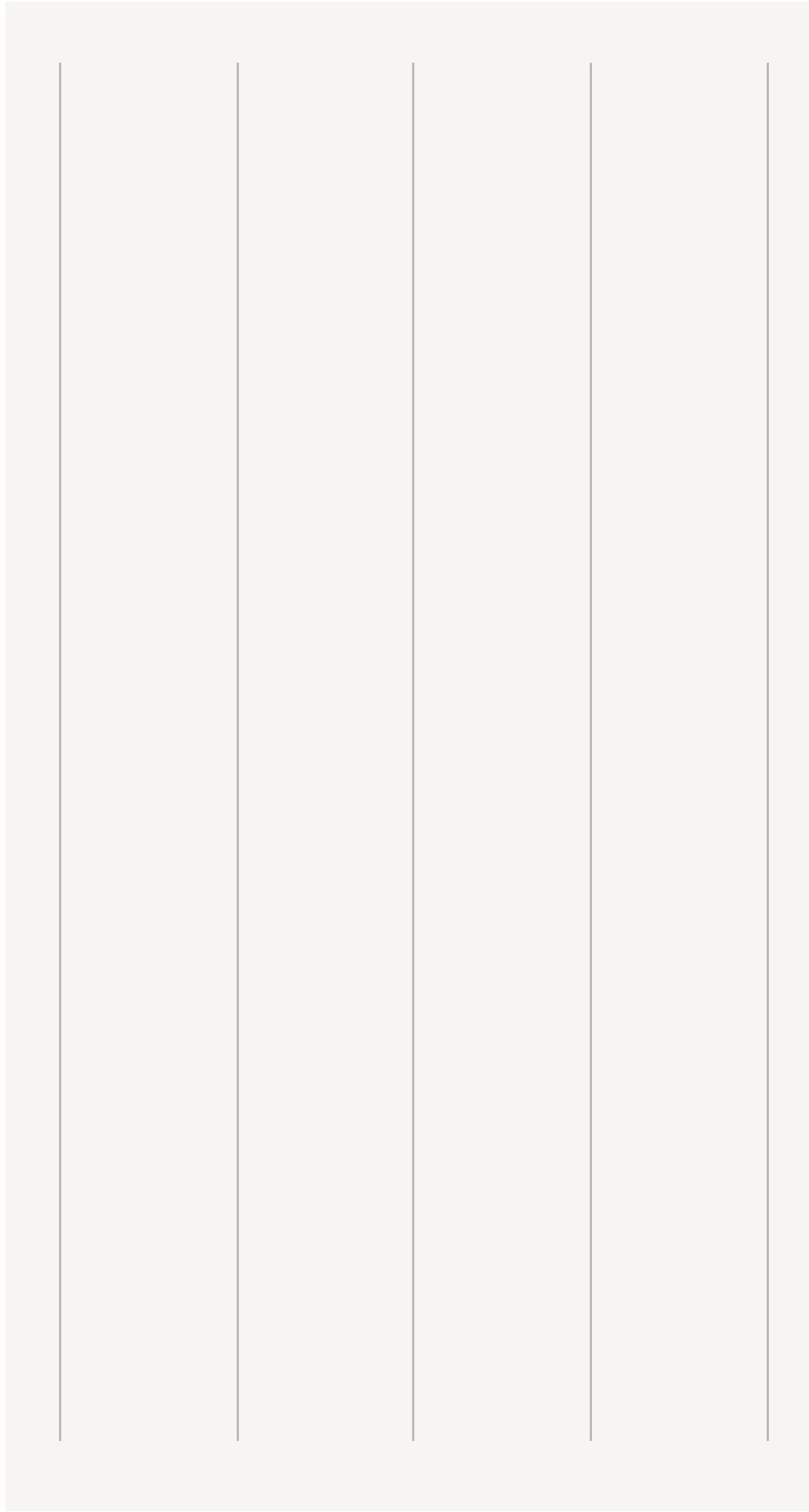
GRID



TEXTURE

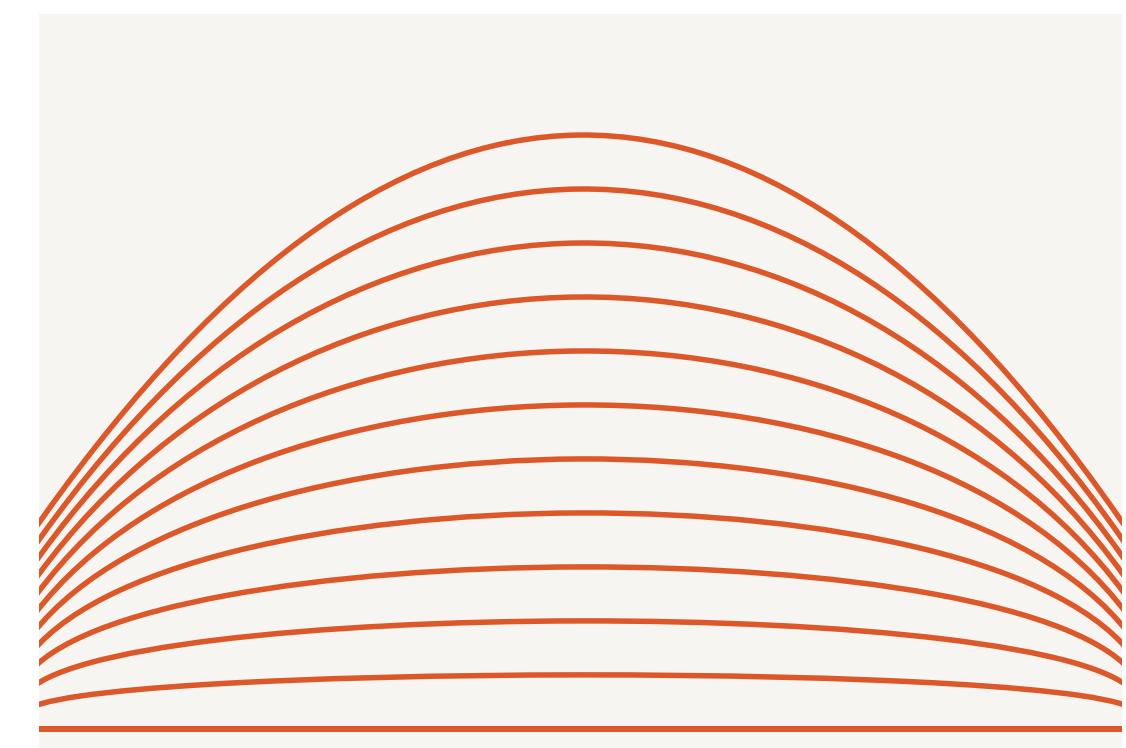
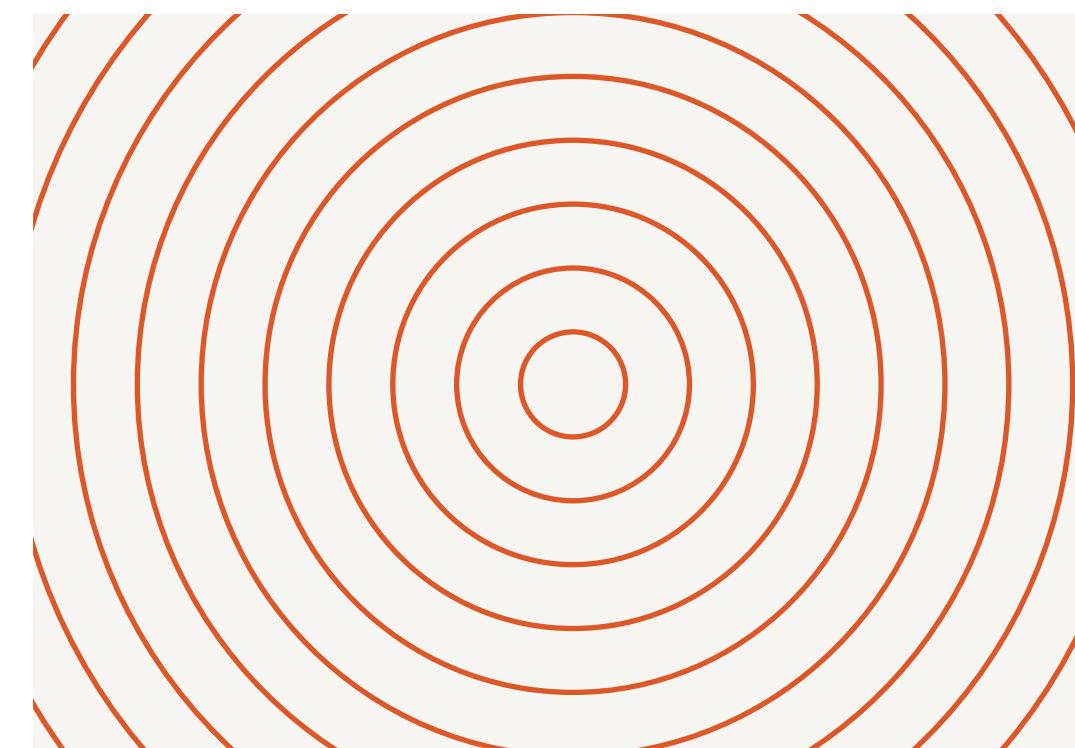
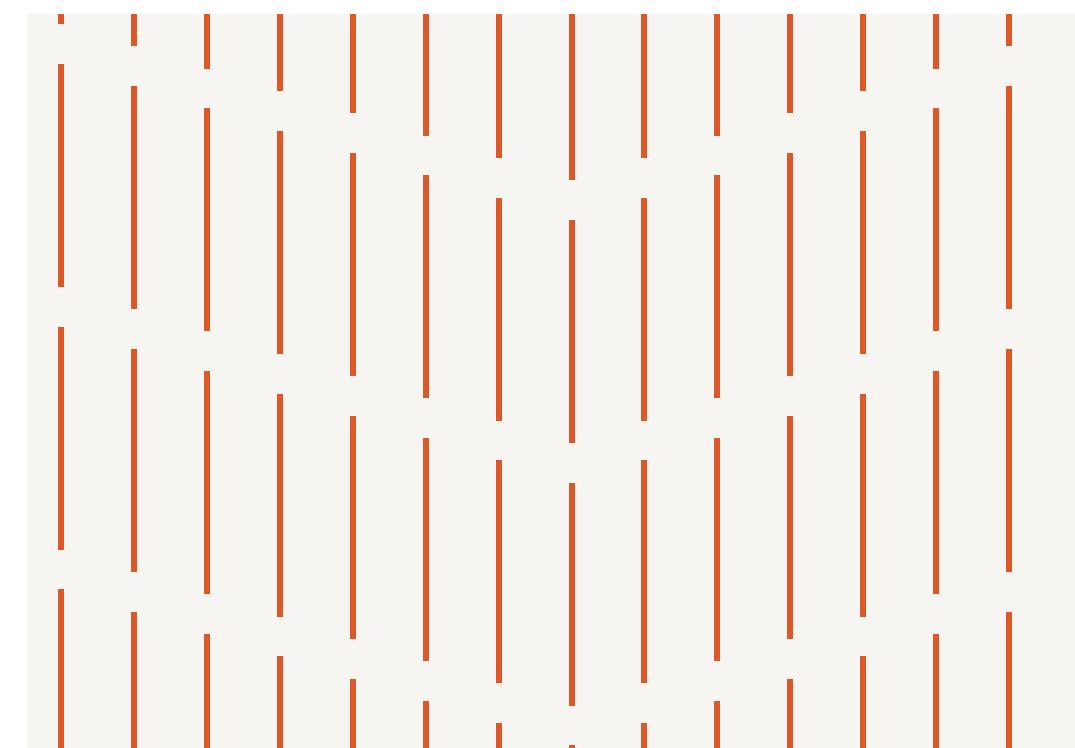
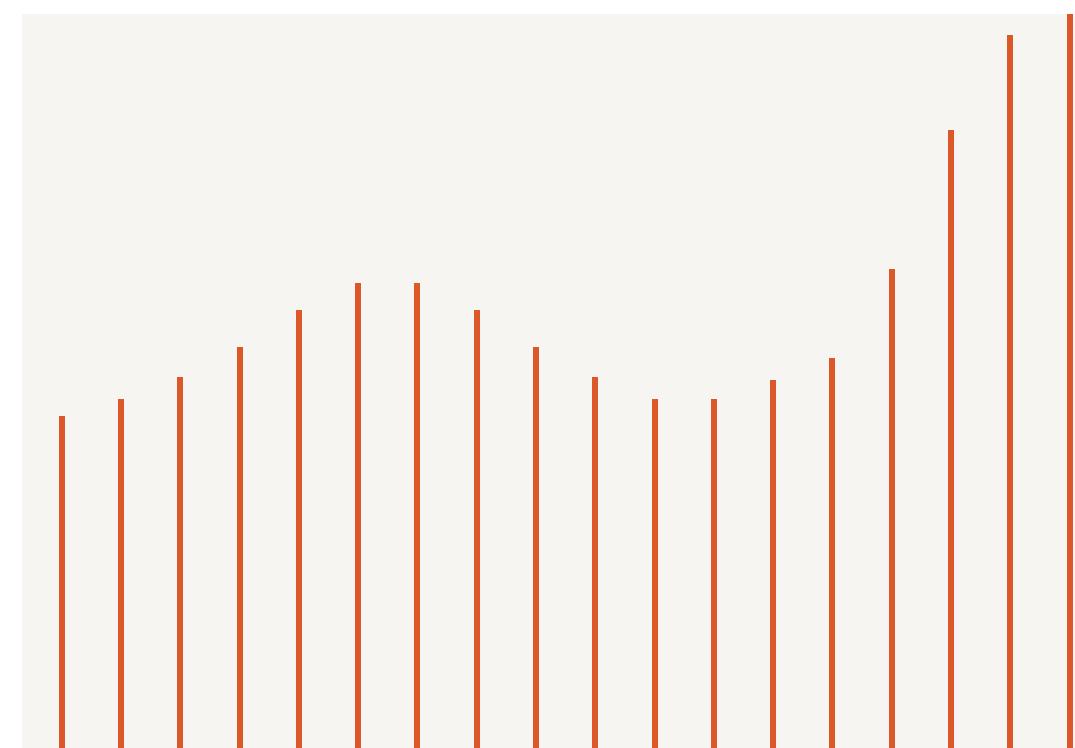
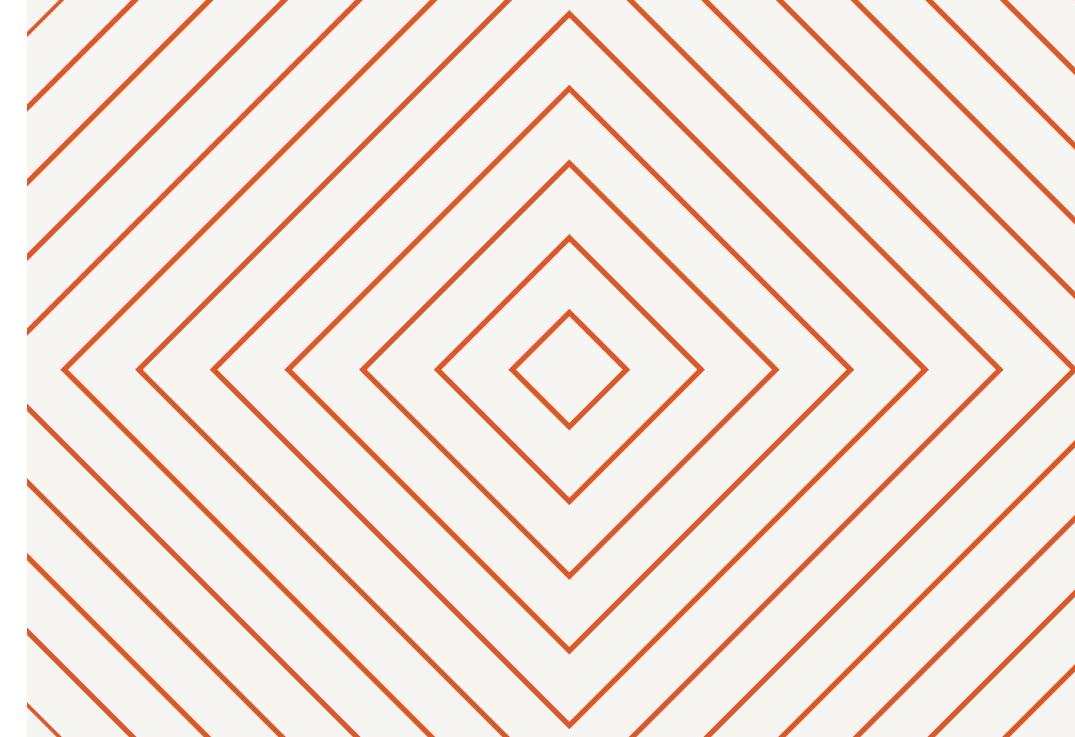
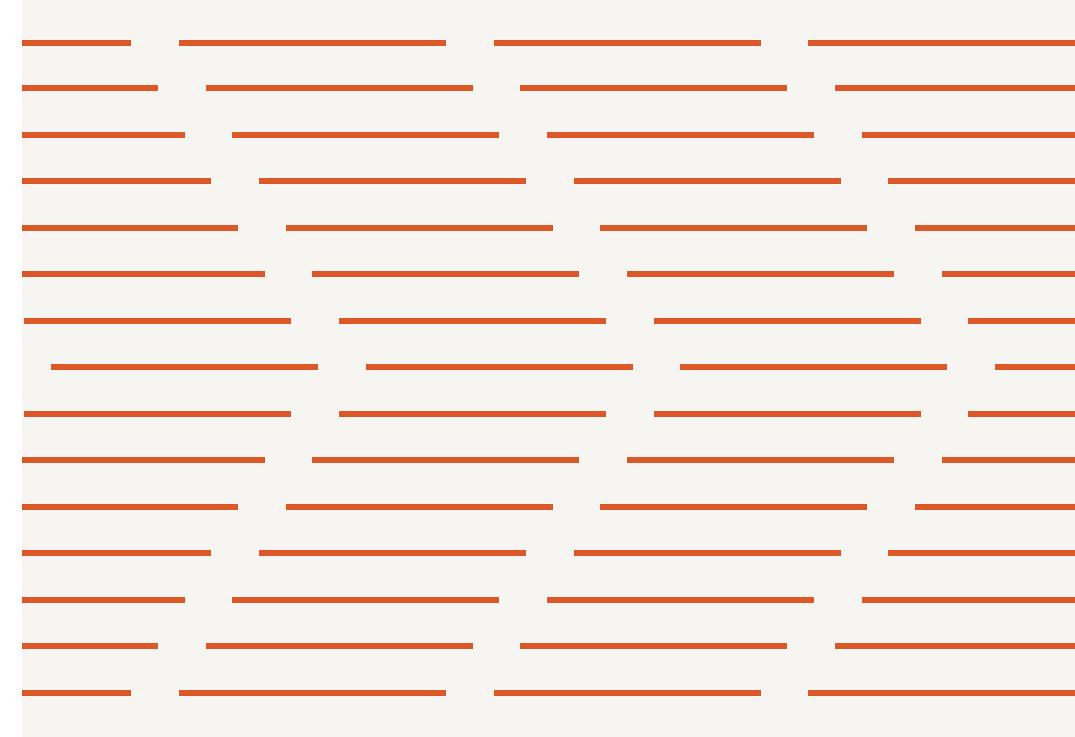


Grid





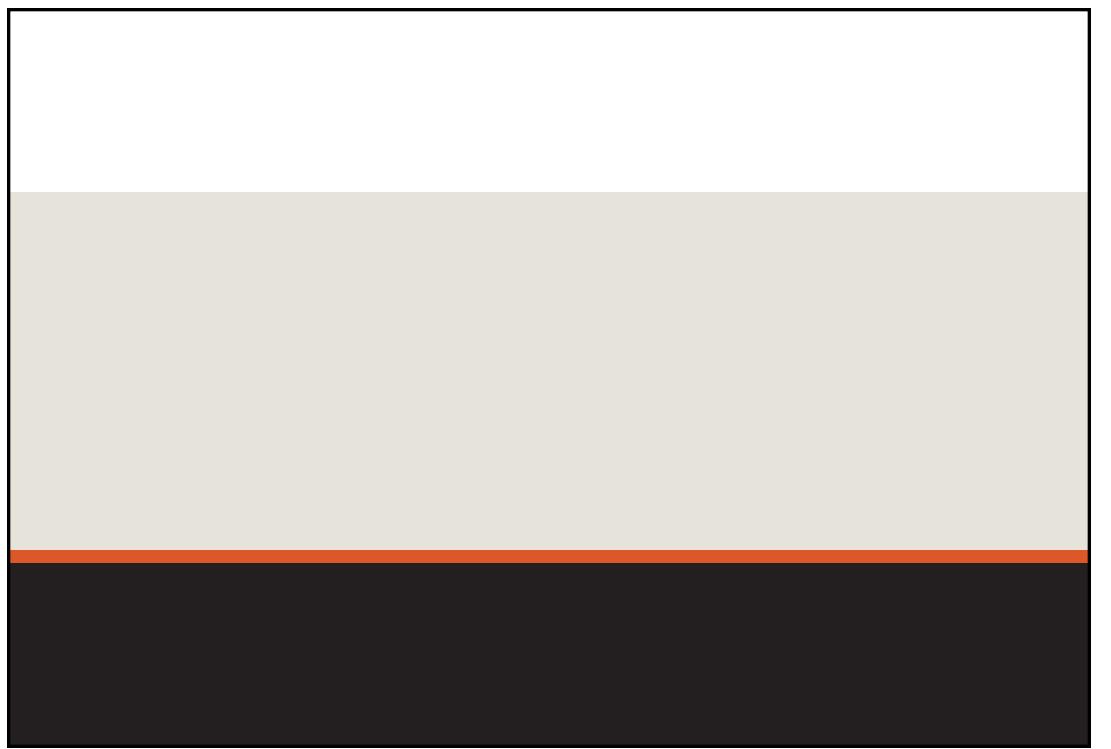
Textures



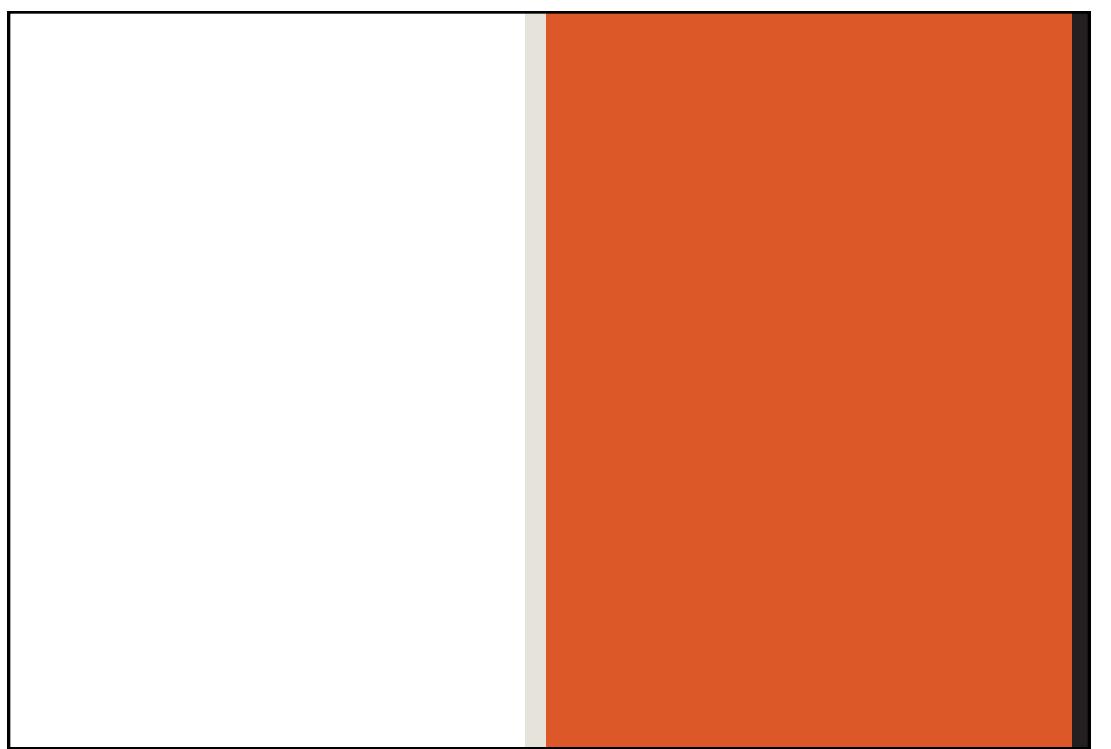
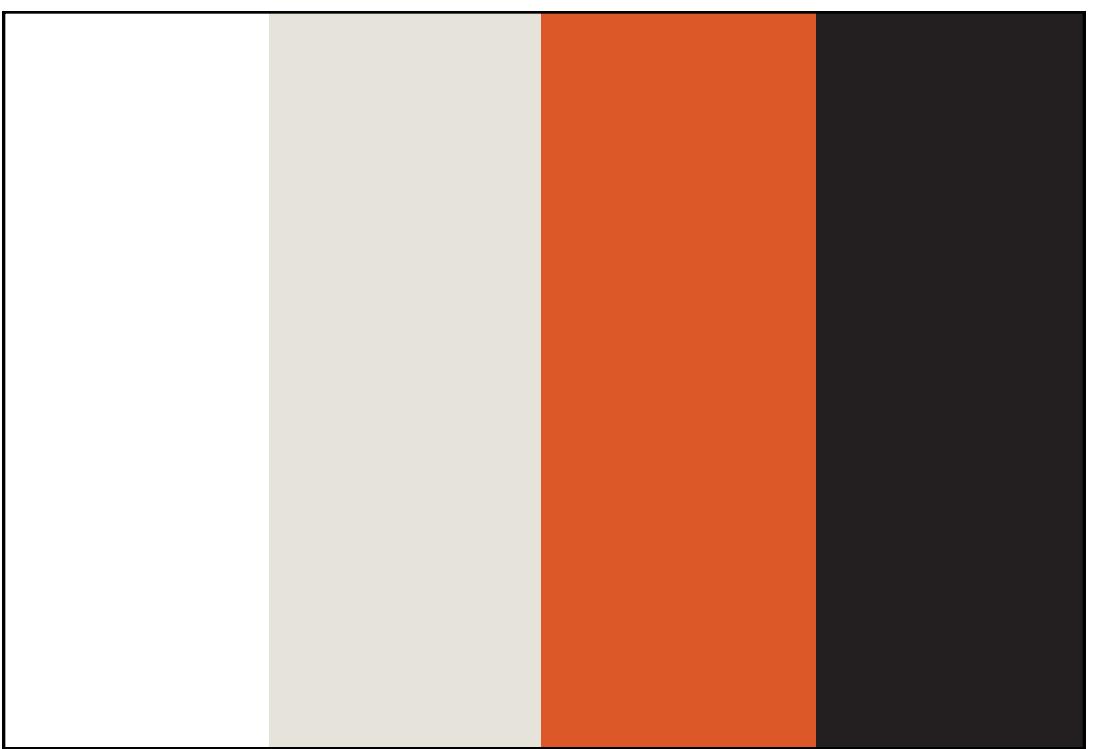


Layout

LEVELS



STAGES



SECTION 7

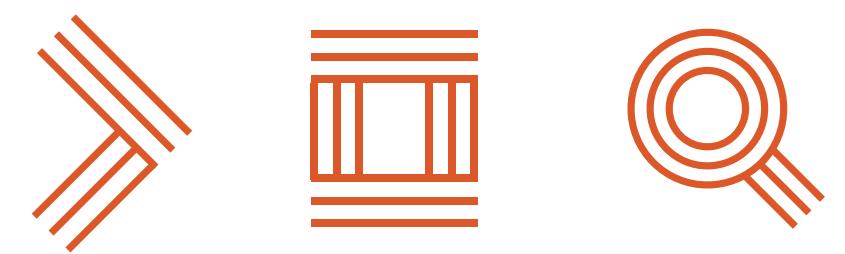
Illustration & Iconography



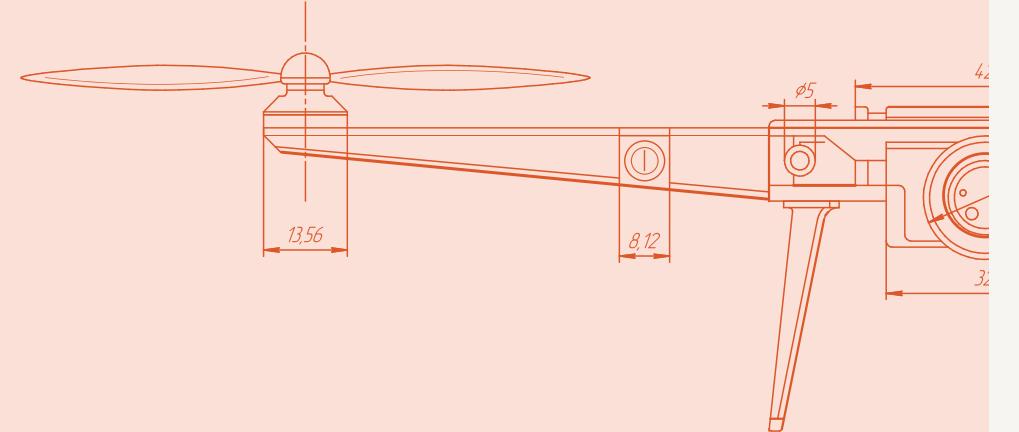


Illustration & Iconography overview

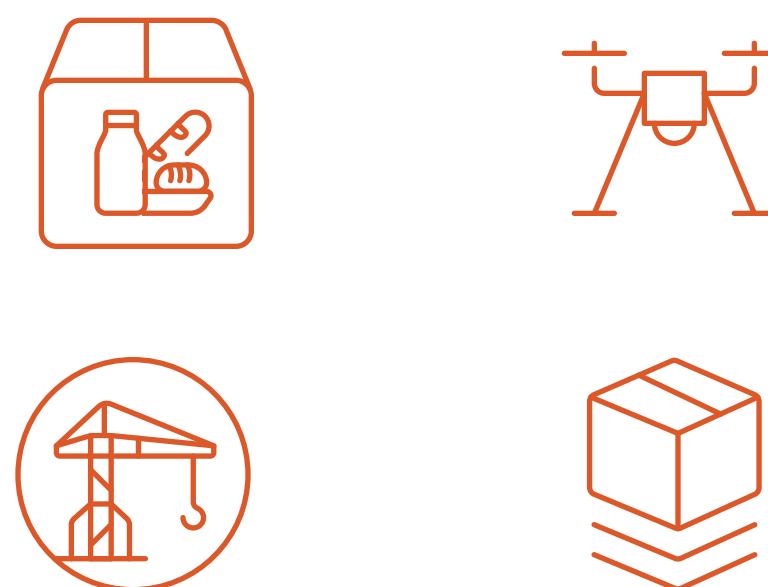
PICTOGRAMS



TECHNICAL DRAWINGS



BRAND IDENTIFIERS



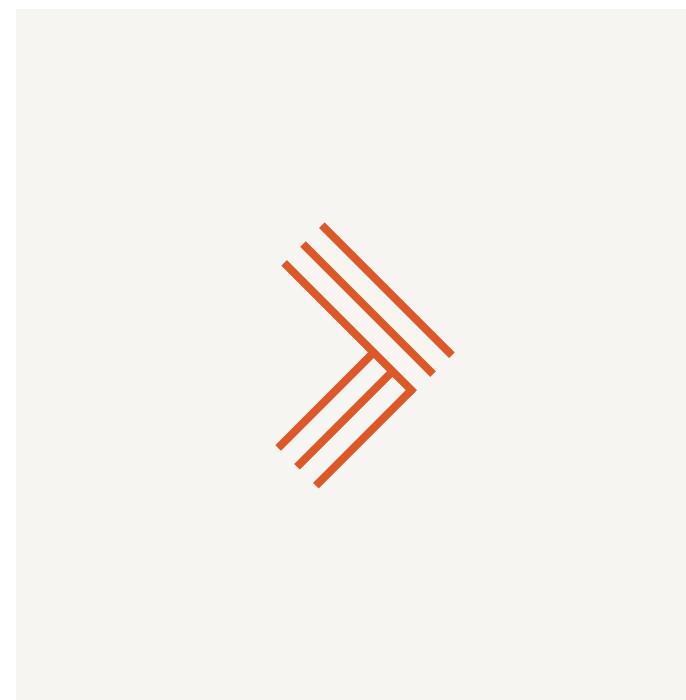
FUNCTIONAL



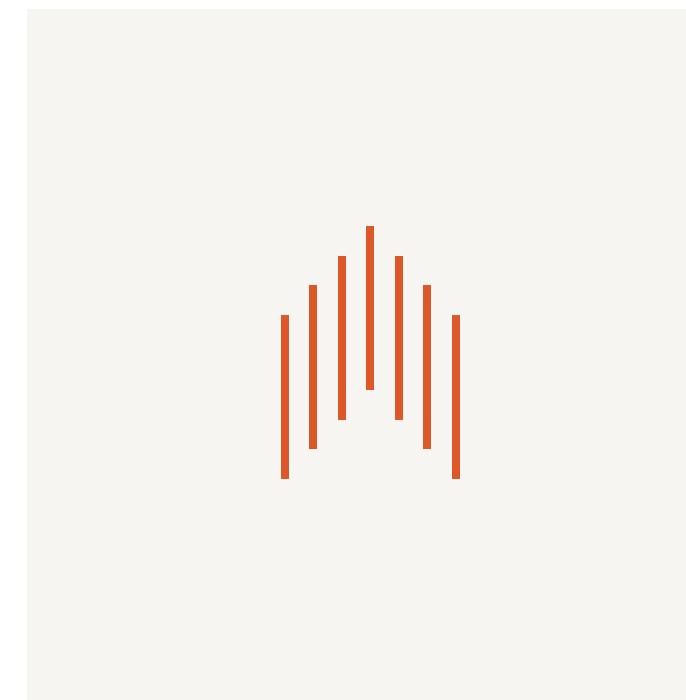


Pictograms

FORWARD



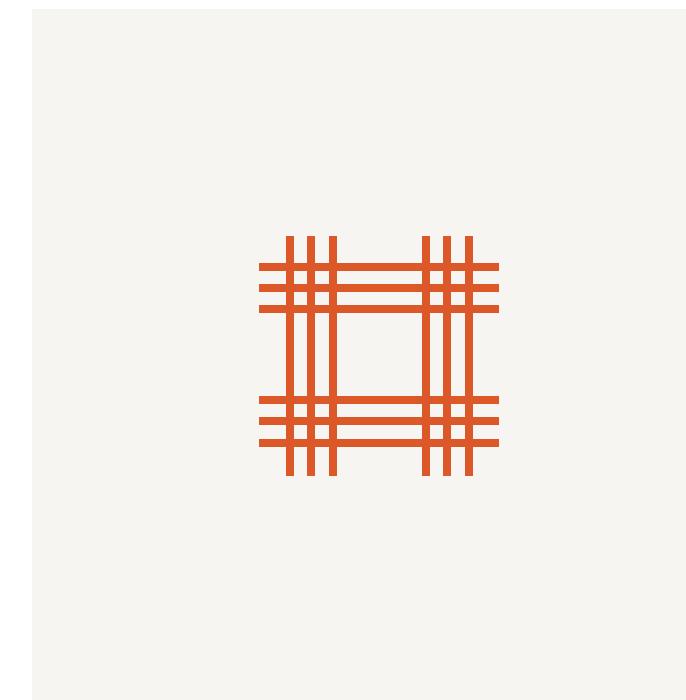
RISE



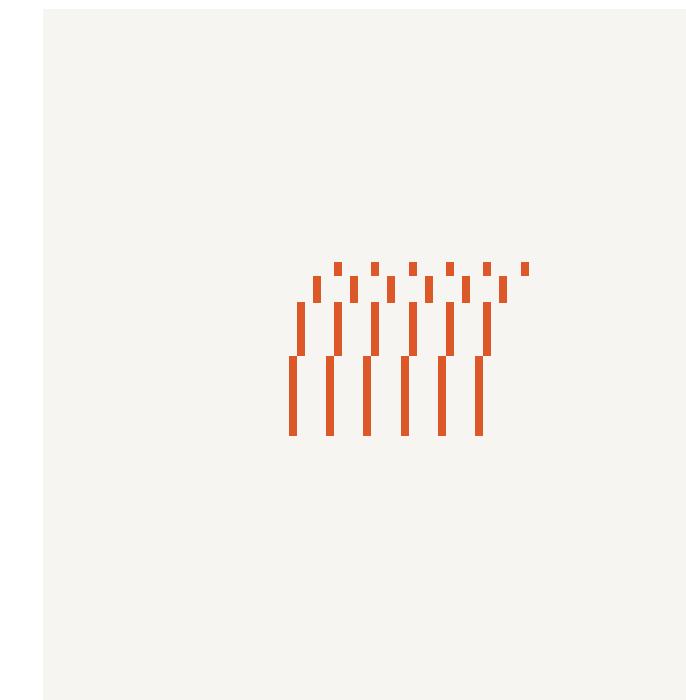
MOMENTUM



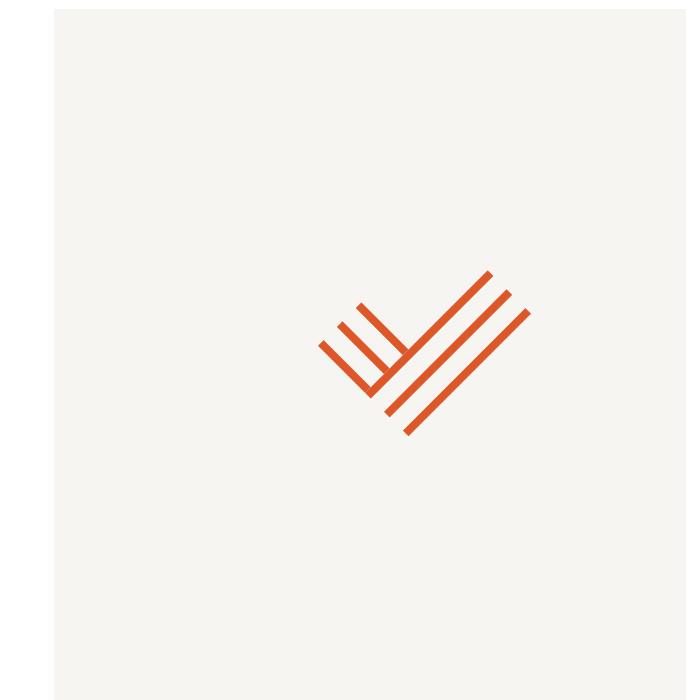
TEAMWORK



WIND



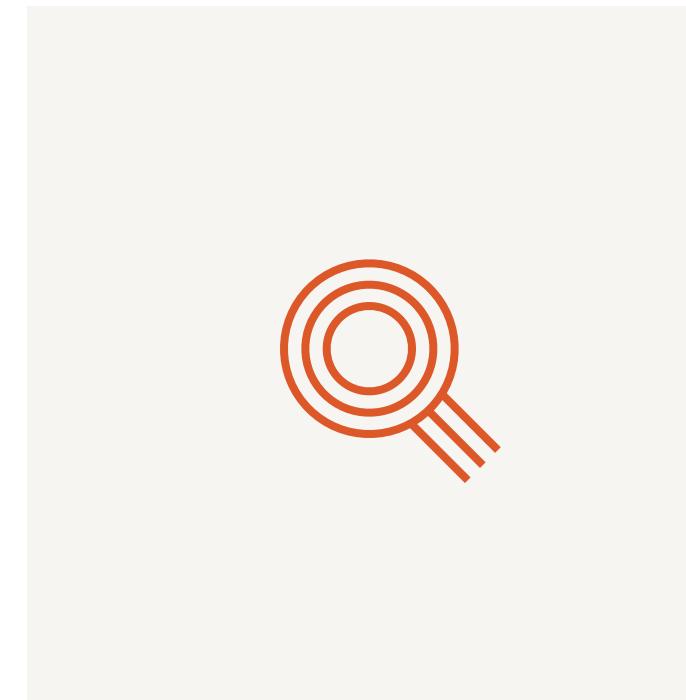
CONFIRM



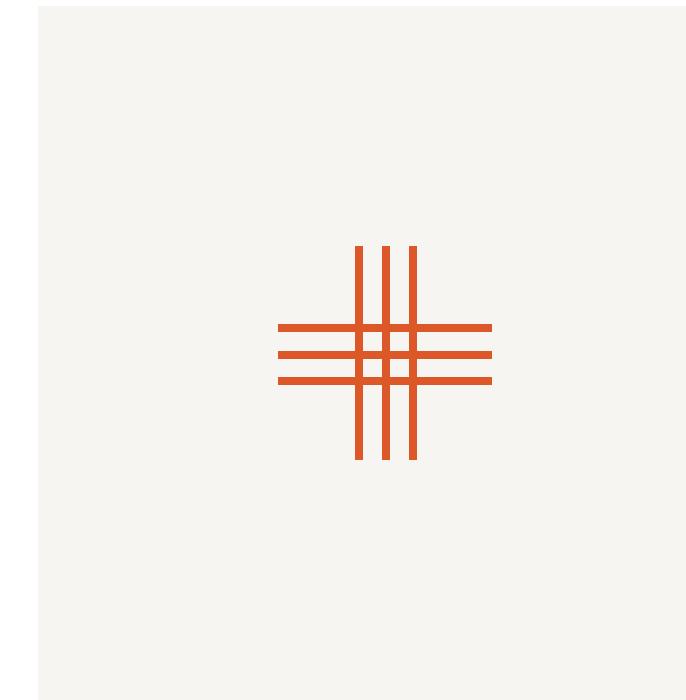
BUILD



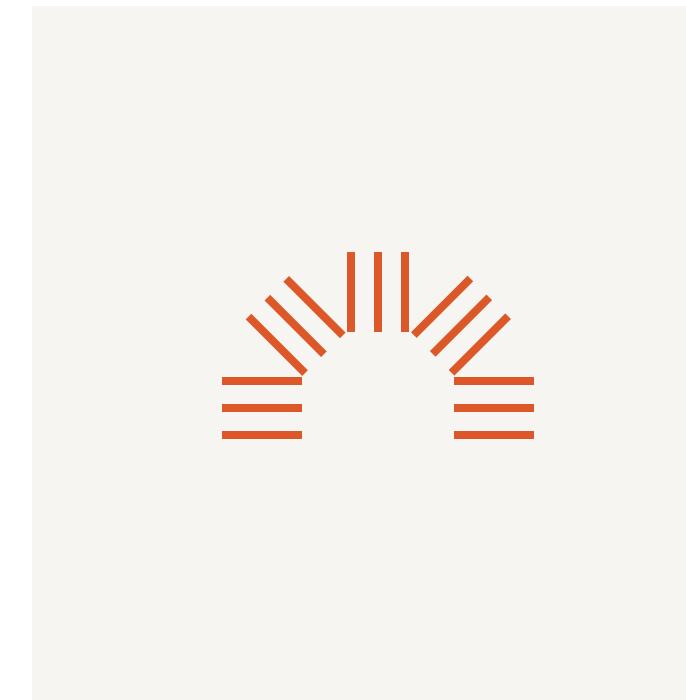
DISCOVER



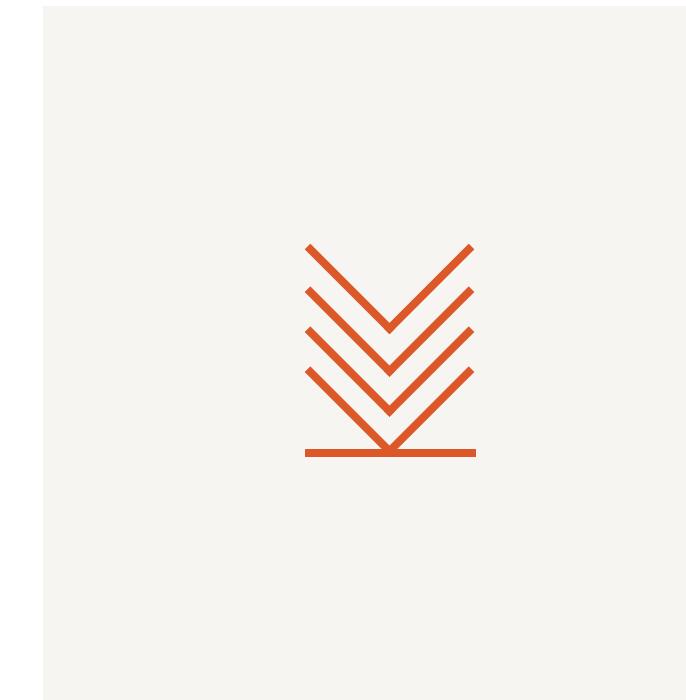
PARTNERSHIP



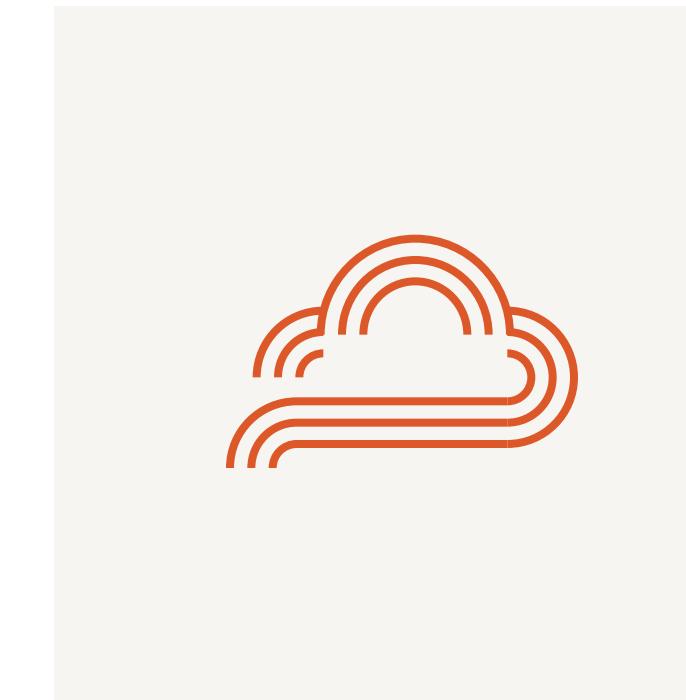
FUTURE



LAND



CLOUD





Brand Icons

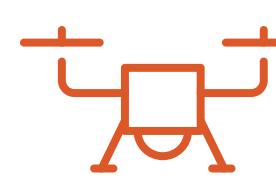
COMMERCIAL REAL ESTATE



CONSTRUCTION



DRONE



FOOD BEV DELIVERY



MEDICAL DELIVERY



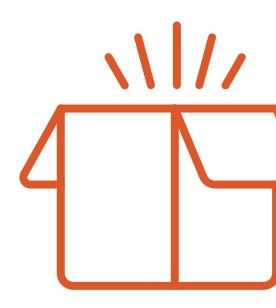
MARITIME



INSURANCE



DELIVER



RETAIL DELIVERY



RESTAURANT DELIVERY



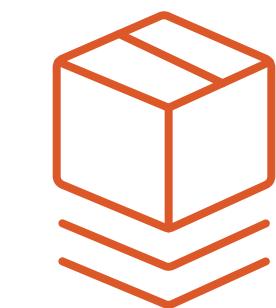
INFRASTRUCTURE & UTILITIES



SECURITY



DROP

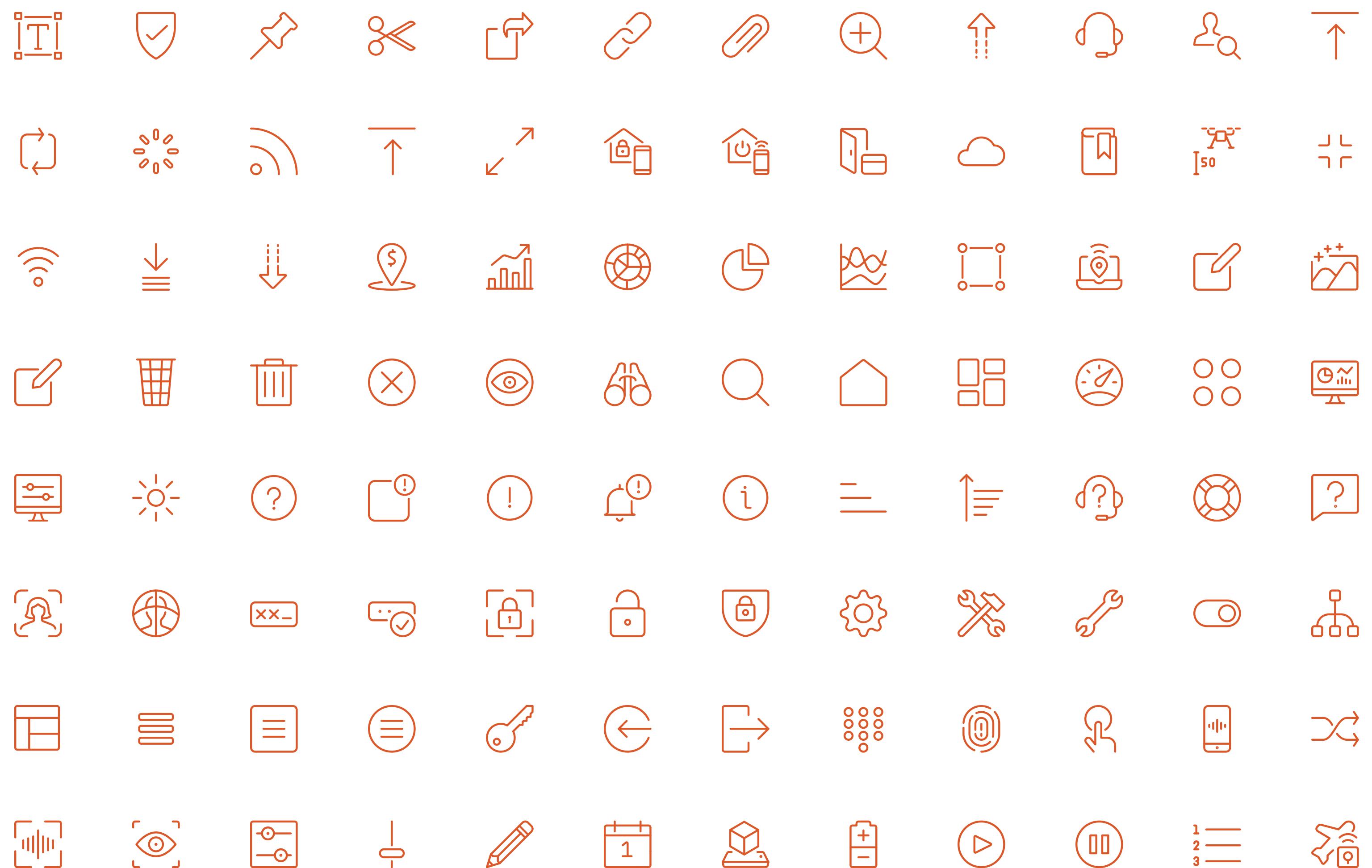


DISASTER AID



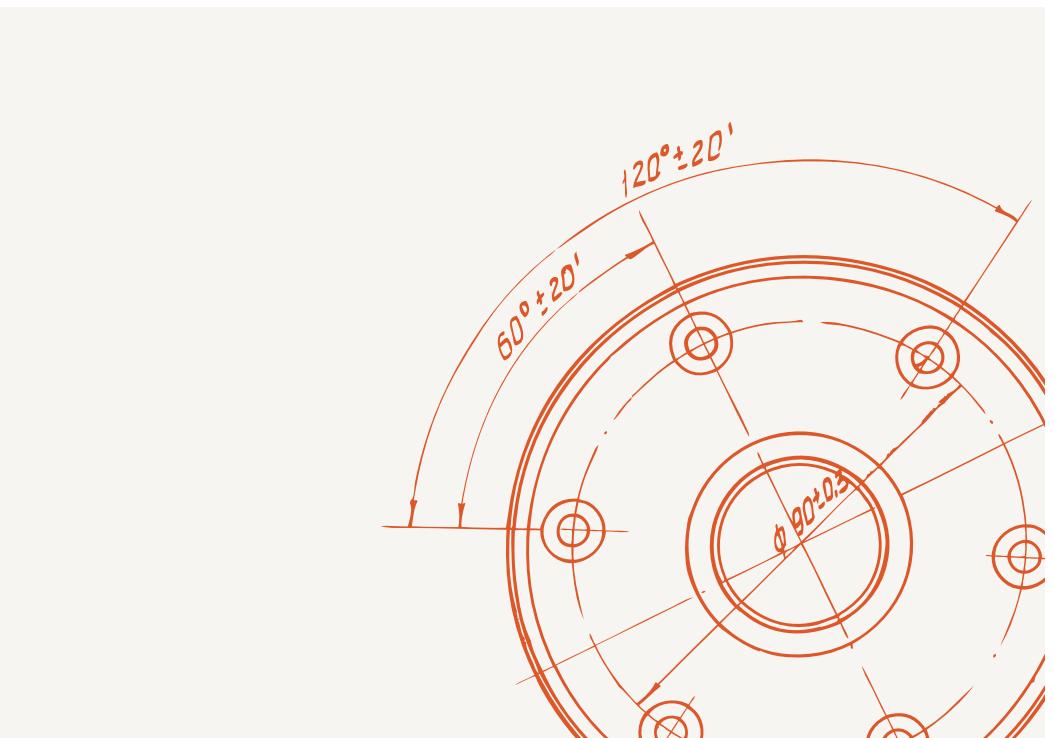
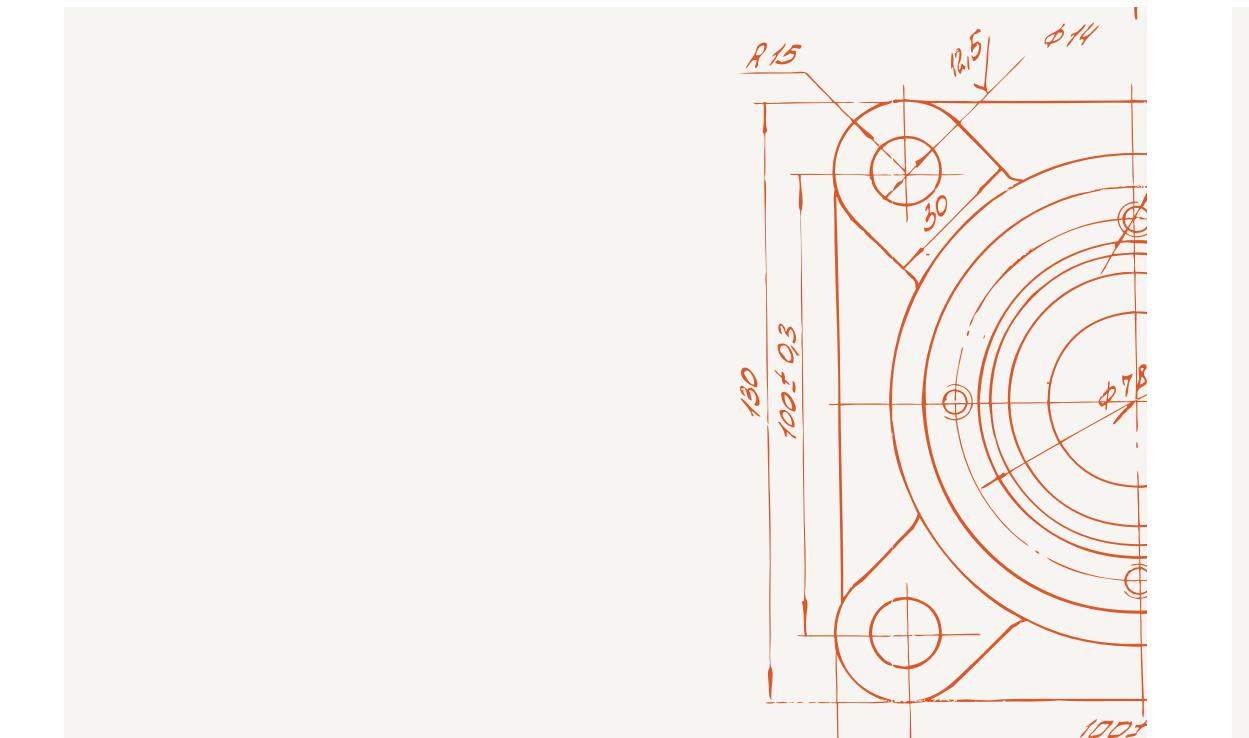
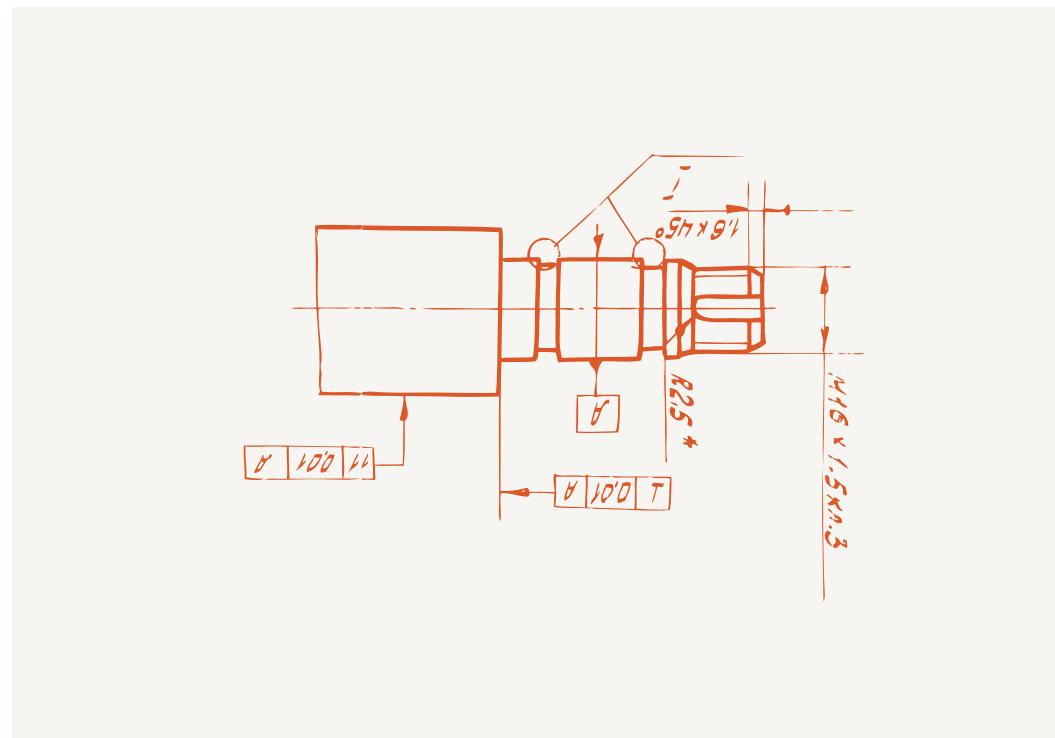
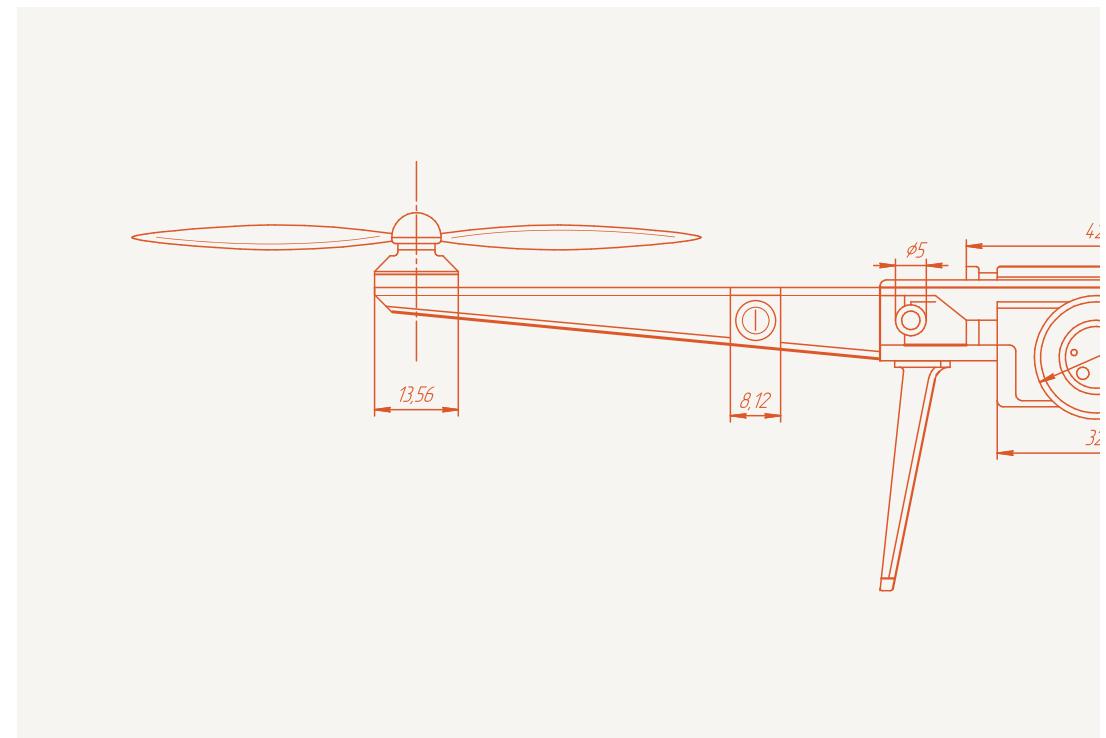


Functional Icons





Technical Drawings



SECTION 8

Video





Corporate Interview

OBJECTIVES

- Deliver the authenticity and expertise of our people
- Communicate the story of our company, our customers, or our products in an approachable way

GENERAL GUIDANCE

Keep length between 30 seconds and 3 minutes. Ask speakers to be succinct and stay on topic.

A soundtrack can be used for longer interviews to help hold interest.

Shoot the interview in an appropriate setting that is relevant to the topic or person.

The wardrobe should be natural for the person (if they always wear suits, then a suit is fine). Avoid thinly striped shirts, sloppy sweaters, and excessive brand colors since they may compete with graphics.

Keep the subject's eyeline just off camera – avoid having them look directly into camera.

EXAMPLES

[Jim Farley, CEO of Ford: The Morgan Stanley Interview](https://www.youtube.com/watch?v=vLv_KST-5_E)

TIPS

CONVERSATION

Make the interview a conversation rather than a performance. Avoid giving the subject technical direction, and always ensure that the interview is conducted by someone other than the camera operator. We want our subjects to be relaxed, confident, and natural.

KEEP THINGS BRIGHT

You may need to add lighting to the background setting if the overall shot feels dark. We aim for an optimistic and light feel to our staged environments.

KEEP DISTRACTIONS DOWN

Everything that appears in frame says something about us. If you're in a real environment, watch out for distractions in the background that could pull attention away from your subject. Stage things carefully in a real environment or shot on a backdrop.

BRAND COLORS KEPT TO ON SCREEN GRAPHICS

Don't use brand-colored backdrops to avoid clashing with any on-screen graphics. Wardrobe should avoid oranges and browns to not clash with brand colors

DIRECTION

Out-of-focus background



3-point “dimensional” lighting of subject

Authentic wardrobe,
avoiding primary brand
colors

Composition using the rule
of thirds



Lifestyle

OBJECTIVES

- Connect emotionally with an audience.
- Tell honest stories about personal experiences.
- Explain the real impact and benefits of our products on real people.

GENERAL GUIDANCE

Since we want to tell a compelling emotional story, the length can vary between 1.5 and 5 minutes.

Always capture extra B-roll footage of the subject's surroundings to help add character and dimension to the story.

If the subject is delivering general information (as opposed to specific product information), lightly branded visuals can be used.

Music can be used under the whole video to help add to the emotional impact and keep the story engaging.

Keep the subject's eyeline just off camera – avoid having them look directly into camera.

EXAMPLES

[Home - Walmart Global Tech](#)
<https://www.youtube.com/watch?v=flbBxpVDVek>

TIPS

KEEP IT NATURAL

Your time with the subject will be limited, so plan ahead. During the interview, avoid using technical jargon or distracting the subject by adjusting any equipment. Try to have a real conversation as if the camera isn't there, and maintain eye contact to put the subject at ease. always ensure that the interview is conducted by someone other than the camera operator.

SUPPORTING B-ROLL

Use the suggested pre-interview conversation with your subjects to plan any supporting B-roll stories ahead of time. Scout the real locations, props, and scenes ahead of the shoot day. That way, if any location can't be used, you'll be able to find an alternative. Any interactions should feel natural and authentic.

PROPPING

You may need to add or remove objects and furniture found in the background of your shot. If you aren't able to declutter the shot, position the subject and choose an appropriate lens to blur the background using a shallow depth of field.

LIGHTING THE SCENE

You may need to add a substantial amount of light to the interior environment to make the room feel bright and positive. This is in addition to lighting your subject for the interview.

WARDROBE

The wardrobe should be natural for the person in the setting. Avoid thinly striped shirts, sloppy sweaters, and excessive brand colors since they may compete with graphics.

DIRECTION



Our subjects are wearing smart but casual clothing without distracting graphics or patterns