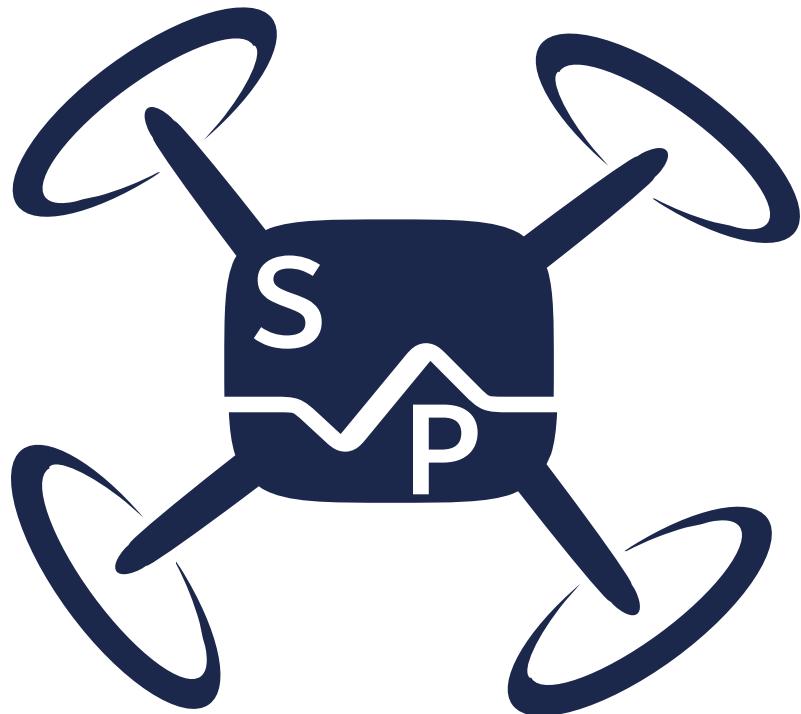


# SkyPulse Drones

## Brand Guidelines

Version 1.0 – 2025



# SkyPulse Drones

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## Introduction

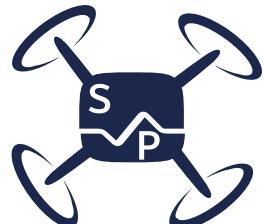
Welcome to the official brand guidelines for SkyPulse Drones. This document provides the essential information needed to use our brand assets correctly and consistently across all communications. Following these guidelines ensures that we maintain a strong, recognizable, and professional brand identity.

SkyPulse Drones is a leading drone technology firm dedicated to innovation, quality, and reliability. We specialize in providing high-tech, professional aerial solutions. Our mission is to be an established leader in the technology sector, building trust and delivering excellence through cutting-edge drone services.

## Logo Usage

Our logo is the primary identifier of our brand. It consists of a stylized drone icon incorporating the letters 'S' and 'P' with a pulse wave, paired with the "SkyPulse Drones" wordmark.

- i. Primary Logo / Full Color Logo:



SkyPulse Drones

This is the preferred version of the logo and should be used whenever possible. It is designed for use on light or white backgrounds.

- ii. Logo Variation (Reversed)



For use on dark or brand-colored backgrounds, the reversed (white) version of the logo should be used to ensure visibility and contrast.

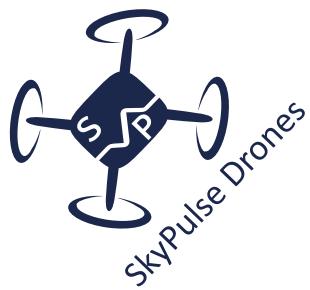
## Incorrect Logo Usage / Don'ts

To maintain brand integrity, never use the logo in the following ways:

- ✗ Do not stretch or distort the logo.



- ✗ Do not rotate the logo.



- ✗ Do not change the colors of the logo.



- ✗ Do not outline or add effects to the logo.



## **Clear Space & Minimum Size**

Always maintain a minimum clear space around the logo equivalent to the height of the "S" letter in the icon. This ensures visibility and prevents crowding.

Minimum Size:

- Print: 20mm width
- Digital: 100px width



## Color Palette

Primary and secondary brand colors extracted from the logo:

Color	HEX	RGB	CMYK
SkyPulse Navy	#1C274C	RGB(28, 39, 76)	C63 M49 Y0 K70
White	#FFFFFF	RGB(255, 255, 255)	C0 M0 Y0 K0
Black	#000000	RGB(0, 0, 0)	C0 M0 Y0 K100

## **Typography**

Consistent typography helps unify our brand's voice. We recommend using a clean, modern, and readable sans-serif font family.

Primary Typeface: Montserrat

(This is a suggestion. You can choose any font that fits your brand, but Montserrat is a great free option from Google Fonts that pairs well with your logo.)

Montserrat Bold - For Headlines

This is a Headline

Montserrat Regular - For Body Copy

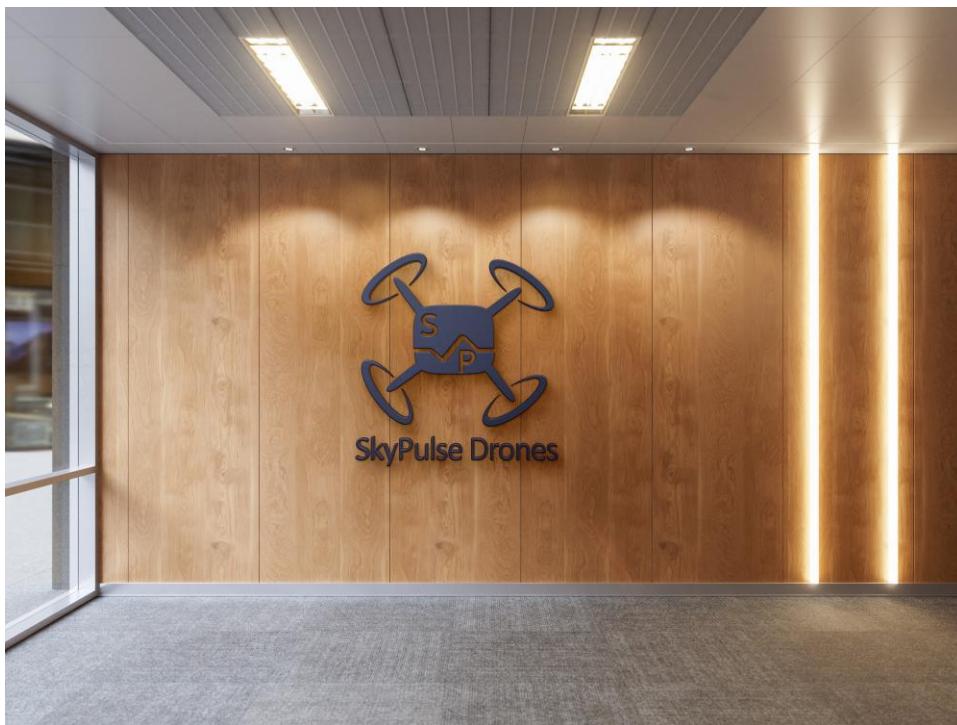
This is for paragraphs and longer text. It is clean, legible, and professional, making it perfect for web copy and marketing materials.

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## Brand Applications

Our logo, colors, and typography should be applied consistently across all branded materials, including:

- Business Cards
- Stationery
- Digital and Web Presence
- Exterior & Interior Signage





## **Contact Information**

For approvals, logo files, or brand-related inquiries, please contact:

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