

BLINK AERONAUTICS

BRAND GUIDE

GROUP 2

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LOGO

We decided to revamp Blink Aeronautics' brand as we rebuild our image and create a new communications plan, to reflect the new version of our organization. This sans-serif, all-caps word-mark communicates clarity, strength, and precision (using one typeface in two font weights).

BLINK **BLINK**
AERONAUTICS AERONAUTICS

BLINK
AERONAUTICS

LOGO (CONT.)

In addition to the new Blink Aeronautics wordmark, we've designed a BAMS (Blink Aeronautics Maneuvering System) wordmark to separate itself as its own identity. BAMS uses the same typeface as Blink Aeronautics for consistency, but includes a subheader to further identify the acronym in a more legible, well-recognized font that will appear in body text.

BAMS
BLINK AERONAUTICS
MANEUVERING SYSTEM

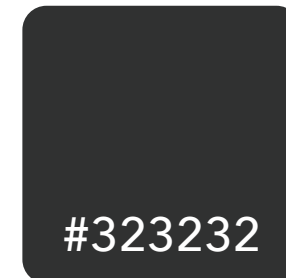
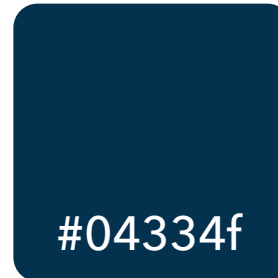
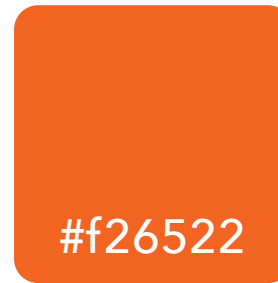
BAMS
BLINK AERONAUTICS
MANEUVERING SYSTEM

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COLOR PALETTE

For Blink Aeronautics' brand revamp, we will maintain the staple orange for brand awareness, recognition, and consistency. This hue communications innovation, energy, and enthusiasm.

In addition, we'll begin integrating a deep navy as an accent color, background color (replacing black), and placing in a few other instances. This hue communicates trust, stability, and reliability, which will be instrumental while rebuilding our image.



TYPOGRAPHY

ANTONIO BOLD

WORDMARK + HEADERS / ALL CAPS

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

ANTONIO LIGHT

WORDMARK / ALL CAPS

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Avenir Next Medium

Sub-Headers + Body Text

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz