

AEROSCAN

Logo & brand guide

VERSION 1.0 · NOVEMBER 2026

01 · THE LOGO

A roof, an A and a scan line

The symbol draws a house as the letter A. A curved line sweeps through it — the drone's flight path and the scan that reads the roof and facade. It says who we serve (property), what we are (Aeroscan) and how we work (from the air) in one shape.

The wordmark is a tall, condensed sans in two tones: **AERO** carries the brand colour; **SCAN** steps back in a secondary tone, so the name reads as two clear parts.

Always use the supplied artwork. Never retype the name in a font.



Primary · on light



Primary · on dark

Four arrangements, one family



Horizontal — default for web headers, documents, signage · `aeroscan-horizontal-*`



Wordmark — when the symbol is used nearby



Symbol — icons, avatars



Stacked — square and tall spaces, covers, merch · `aeroscan-stacked-*`

Aeroscan Navy

HEX	#001B3D
RGB	0 27 61
CMYK	100 56 0 76
Pantone	≈ 282 C

Aeroscan Sky

HEX	#C2CDFF
RGB	194 205 255
CMYK	24 20 0 0
Pantone	≈ 2706 C

Aeroscan Slate

HEX	#686D88
RGB	104 109 136
CMYK	24 20 0 47
Pantone	≈ 7668 C

How they pair

Navy is the brand. Sky is the accent on dark backgrounds. Slate replaces Sky on light backgrounds, where Sky would disappear.

- **Aa** White on Navy · 17.2 : 1 ✓
- **Aa** Sky on Navy · 11.0 : 1 ✓
- **Aa** Navy on White · 17.2 : 1 ✓
- **Aa** Slate on White · 5.1 : 1 ✓
- **Aa** Sky on White · 1.6 : 1 ✕ never

Pantone values are the nearest matches — confirm against a physical swatch book before print runs.

Proportion

Lots of white space and navy; Sky and Slate are accents, never the main surface.



Pick the version by the background

White / light → `on-light`

Navy / dark → `on-dark`



One colour → `navy`

Fax, stamps, engraving → `black`

Mid-tone colour → `white`

Give it room

Keep a free zone around the logo equal to **X = the width of the letter E** in the logo (about 37 % of the logo's height). No text, edges or other graphics inside it.



Minimum sizes

VERSION	SCREEN	PRINT
Horizontal	120 px wide	30 mm wide
Stacked	80 px wide	20 mm wide
Wordmark	90 px wide	22 mm wide
Symbol	48 px	12 mm
Symbol – small cut	16–47 px	6–12 mm



Master · 48 px + Small cut 32 px 16 px

The small cut has heavier strokes so the thin swoosh survives at icon sizes. Use it only below 48 px.

Don't

Stretch or squash it

Change the colours

Rotate or tilt it

Add shadows, glows or effects

Use the dark version on white

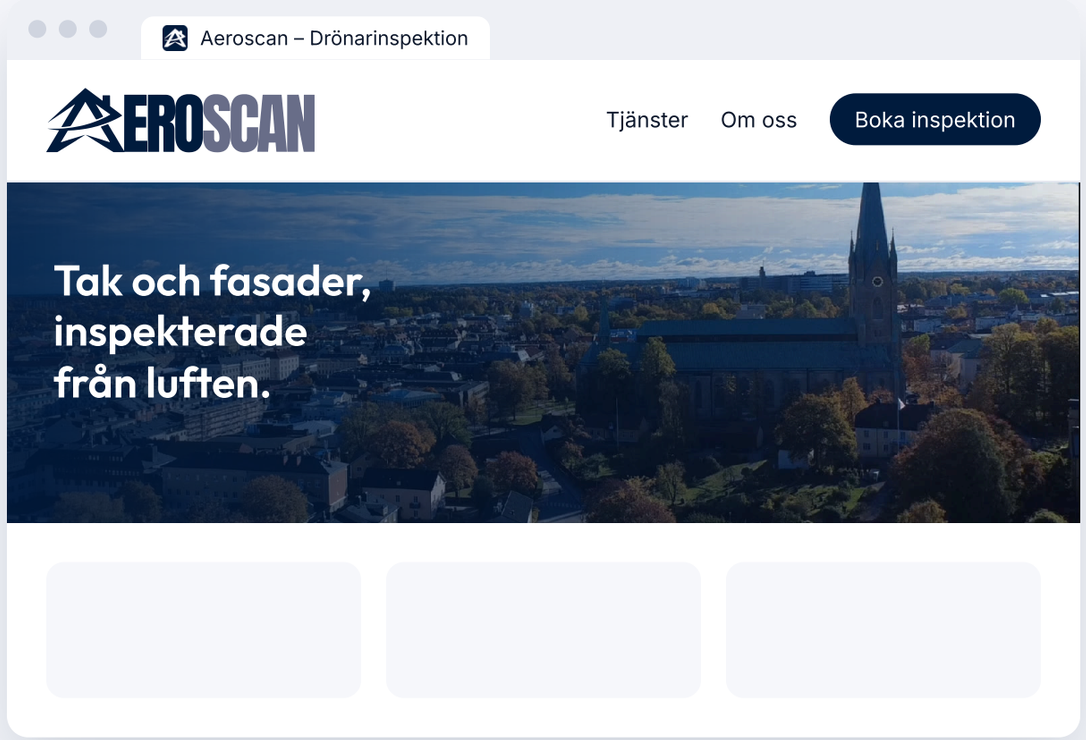
Rebuild or rearrange the lockup

Retype the name in a font



Place it on busy photos without contrast

Where the logo lives



Website header & favicon



Business cards



Drone case sticker

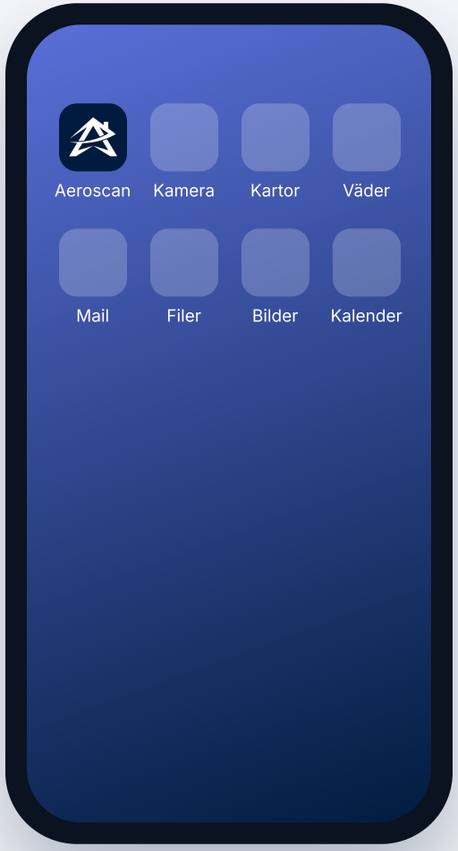
Reports, vehicles, phones



Inspection report cover



Service vehicle



Home-screen icon

Type

The logotype is artwork — its letters are outlines, not a font.
Next to it, use the website's typefaces:

Outfit

Headlines · 500–700 · Google Fonts (free, OFL)

Inter

Body text, forms, reports · 400–600 · Google Fonts (free, OFL)

Which file?

`svg/`	Masters. Website, print shops, signage, anything scalable.
`png/`	Transparent images for Word, PowerPoint, email, social.
`web-icons/`	Favicon, app icons and manifest — copy to the site root and paste `head-snippet.html` into `<head>`.
`social/`	Ready-made share image, profile picture, LinkedIn banner, email signature.
`…-on-light / on-dark`	Two-colour versions for light or navy backgrounds.
`…-navy / black / white`	One-colour versions.
`symbol-small-*`	Heavier symbol for 16–47 px.