

LIGHT
DRONES

Brand Guidelines

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Introduction

The following document has been designed as a guideline for the Light Drones' visual and branding identity. It is essential for all persons involved to follow these brand guides strictly to maintain consistency.

The Light Drones logo must not be traced, redrawn, typeset or modified in any form by manual or electronic methods. The relationship between the monogram logo and logotype must not be altered in any way.

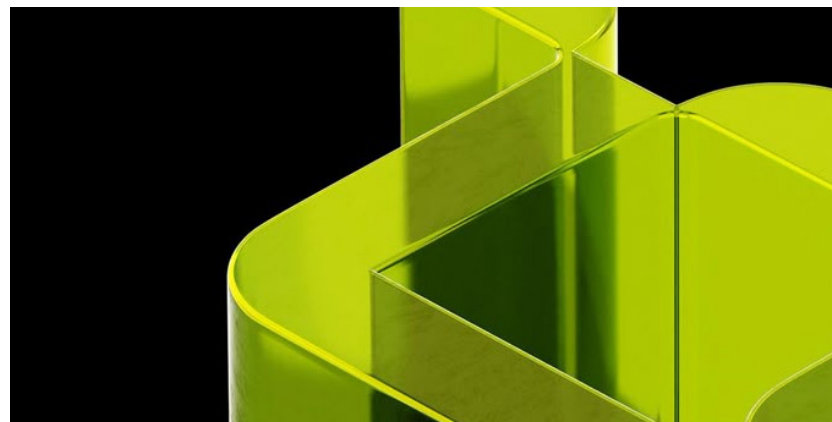
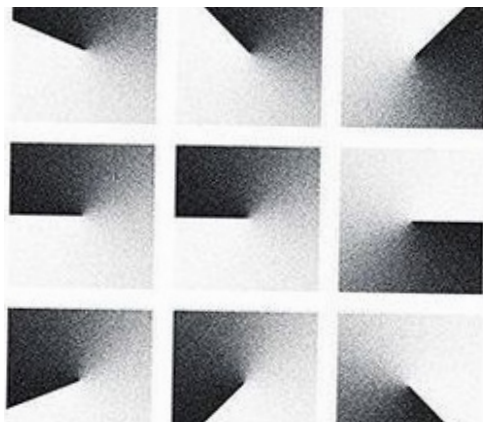
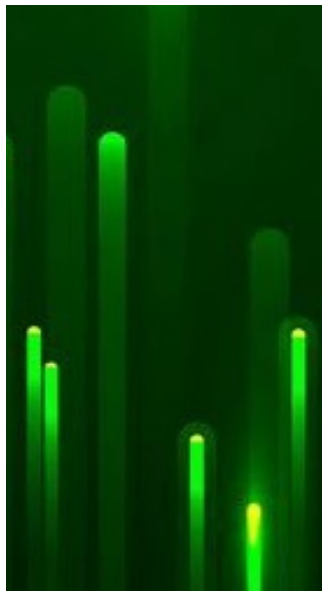
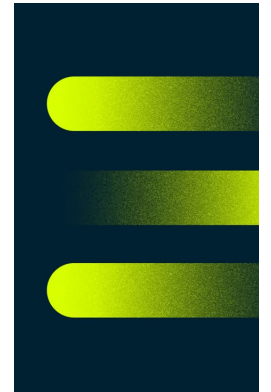
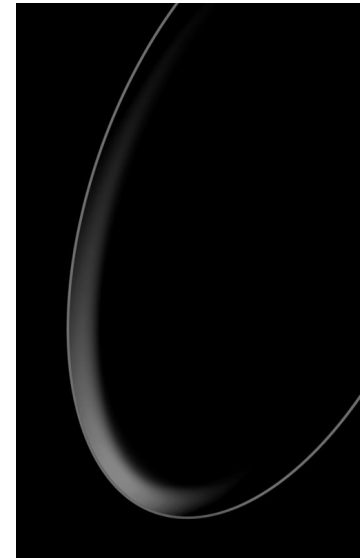
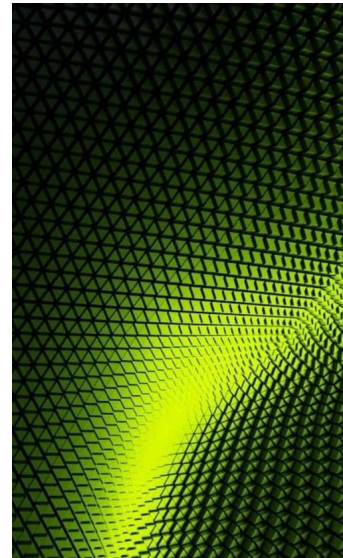
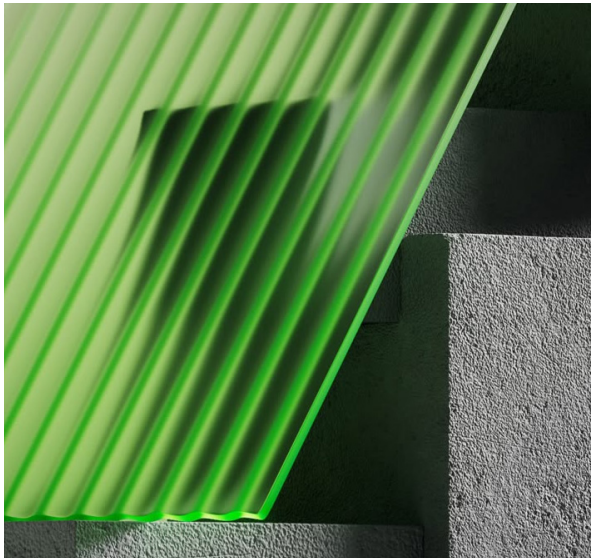
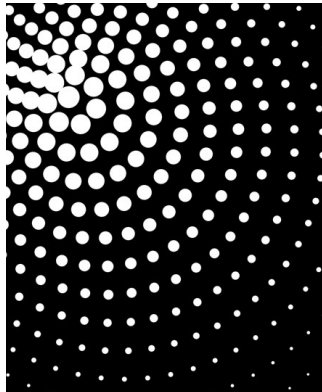
If you need any advice or help to clarify the branding guidelines, please contact White Key Marketing at 1300 577 419.

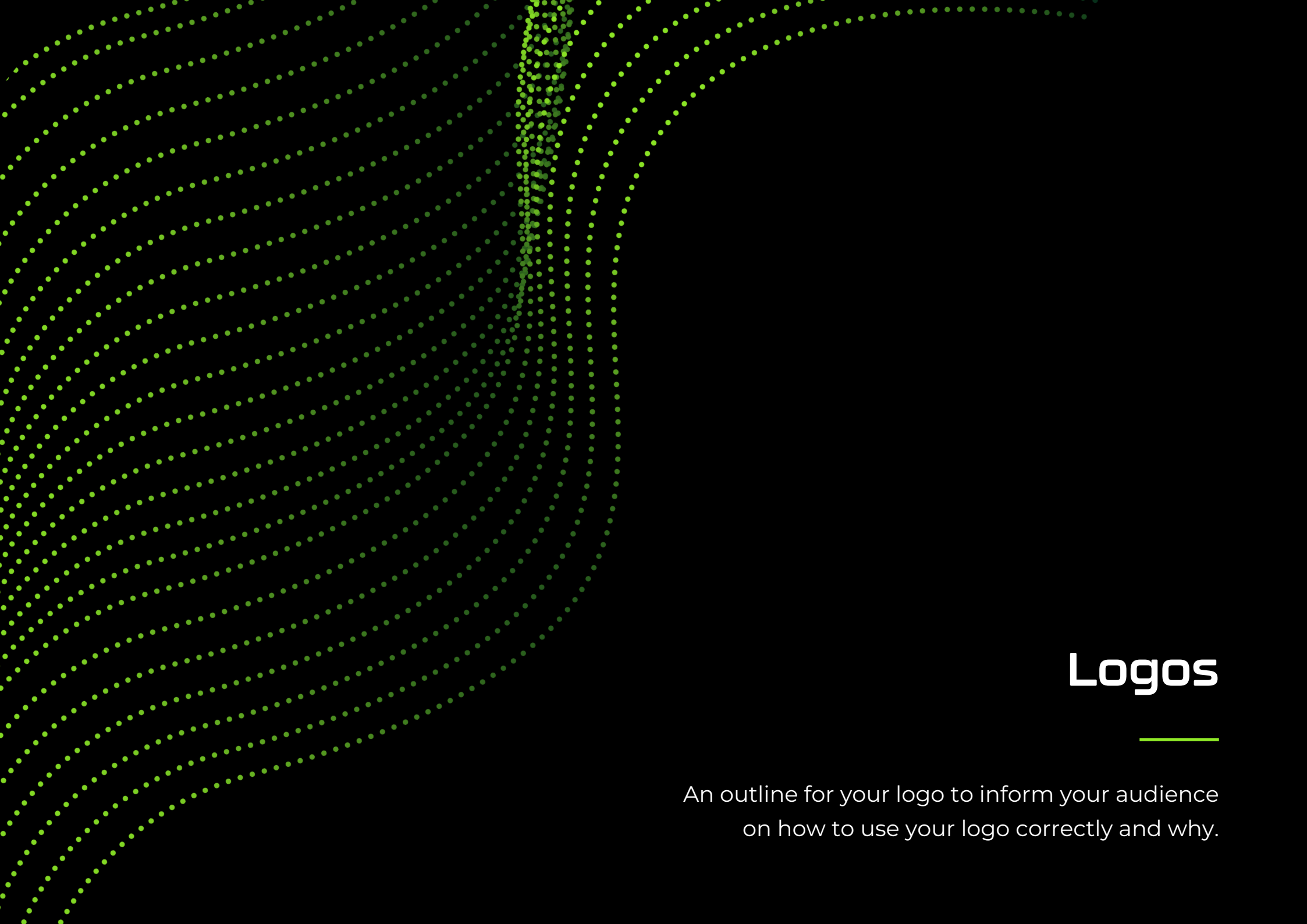


Light Drones brings events to life with breathtaking drone light shows, transforming the night sky into a canvas of colour and movement. Specialising in cutting-edge technology and creative storytelling, we craft unforgettable experiences for celebrations, corporate events, and large-scale productions.

Moodboard

DYNAMIC | RELIABLE | QUALITY | TECHNOLOGICALLY ADVANCED | ENVIRONMENTALLY-FRIENDLY | INNOVATIVE | STRIKING





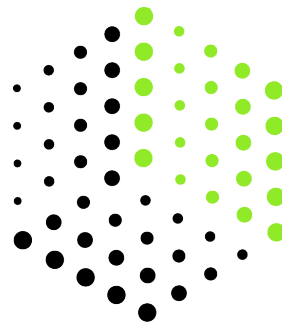
Logos

An outline for your logo to inform your audience
on how to use your logo correctly and why.

Primary Logo

The primary logo features a horizontal design that is simple yet impactful. The brandmark reflects the shapes and formations in a drone show.

Minimal and striking, it reinforces the brand's tone - dynamic, innovative, and reliable. The icon takes into consideration the contexts of a drone display.

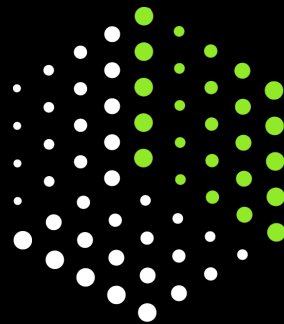


LIGHT
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Colour Variation

This is the Light Drones primary logo variation, this logo is to be used when the primary logo cannot be placed on a white or light background.

The difference between the primary logo and the variation is the black type is substituted for a white so it is visible on a dark or black background.



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Logo Principles

Clearspace around the logo allows for it to stand apart from other images, text and page edges. This enhances legibility and balance. Always surround logo with clearspace, as shown in the diagram.

Do not place any other elements within the clearspace zone specified.

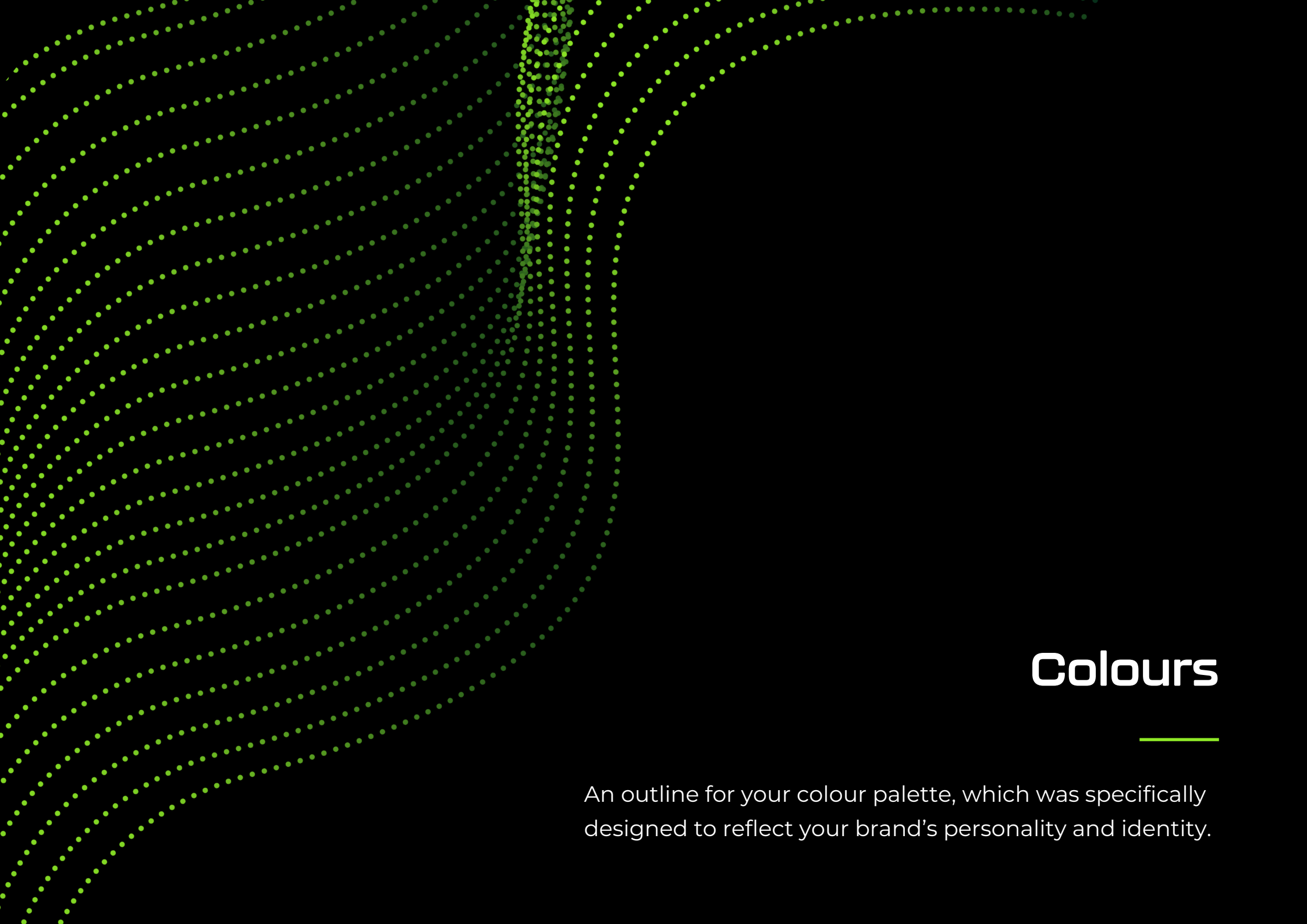
Clearspace

X		X
		
X		X

Minimum Size



Print: 35 mm W
Digital: 132 px W



Colours

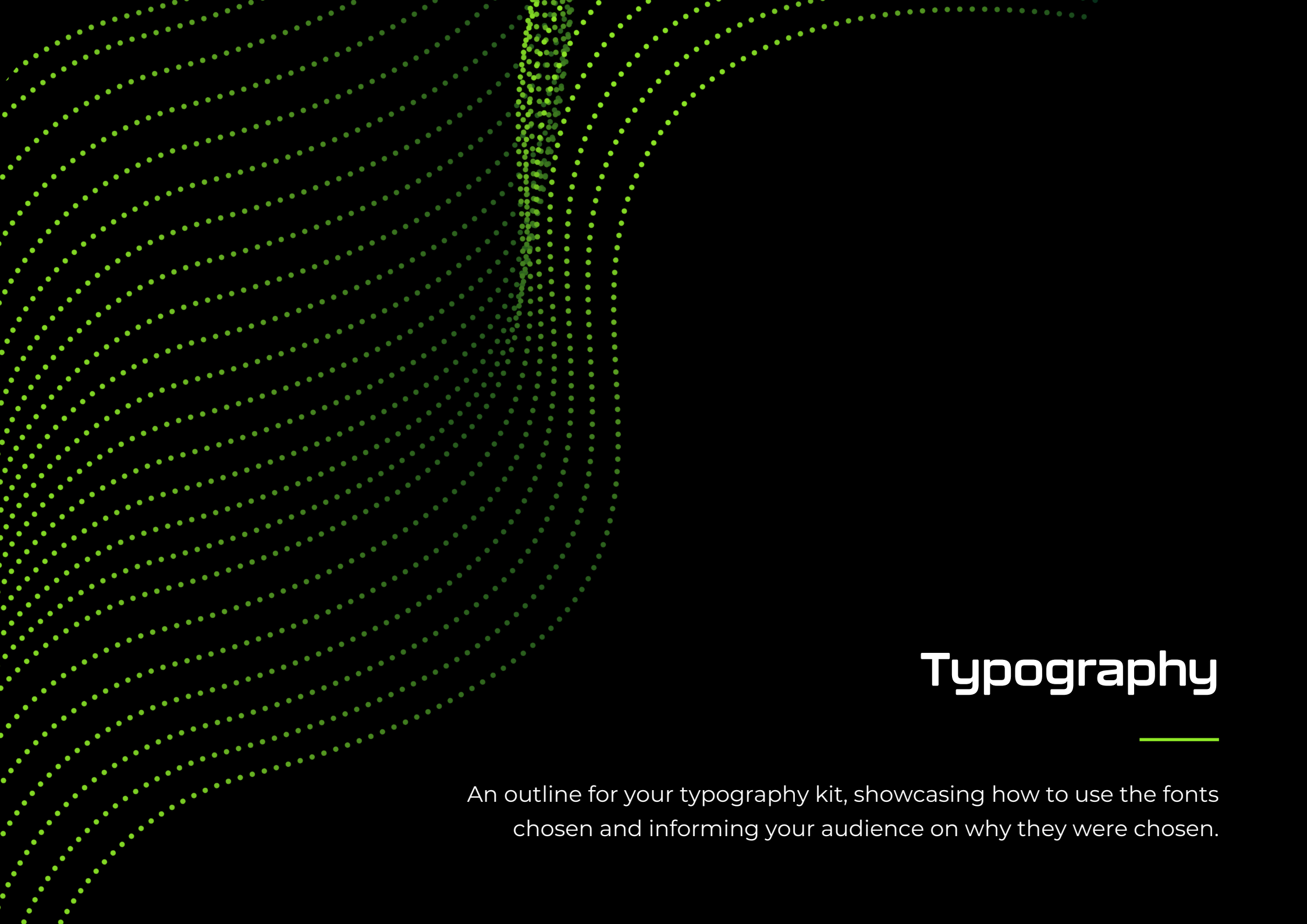
An outline for your colour palette, which was specifically designed to reflect your brand's personality and identity.

WHITE
CMYK 0 0 0 0
#ffffff

PANTONE 375 C
CMYK 45 0 100 0
#90EA28

PANTONE 567 C
CMYK 85 50 84 67
#09311D

BLACK
CMYK 100 100 100 100
#000000



Typography

An outline for your typography kit, showcasing how to use the fonts chosen and informing your audience on why they were chosen.

Brand Fonts

Typography serves many purposes in design. Not only does it promote legibility, it also helps communicate the messaging, tone and sentiment of a brand.

The typography chosen for Light Drones uses two sans serif font families. Kallisto was chosen as it's a super legible and simple font that also reflected the brand's overall quality and image. It was chosen in the font kit to be used for any headings and as well as any supporting subheadings. Montserrat was chosen for body copy to compliment due to its cleanliness and readability.

It is important to follow the guide for typographic hierarchy to ensure consistency within the branding.

Kallisto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Kallisto Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Montserrat Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Headings

Kallisto

Bold

Sentence Case

Tracking: Metrics 0

Body Copy

Montserrat Regular

Sentence Case

Tracking: Metrics 0

Subheadings

Kallisto

Medium

Sentence Case

Tracking: Metrics 0

Call to Action

Montserrat Regular

Sentence Case

Tracking: Metrics 0

Headings

Light Drones

Painting the Sky with Light and Motion

Body Copy

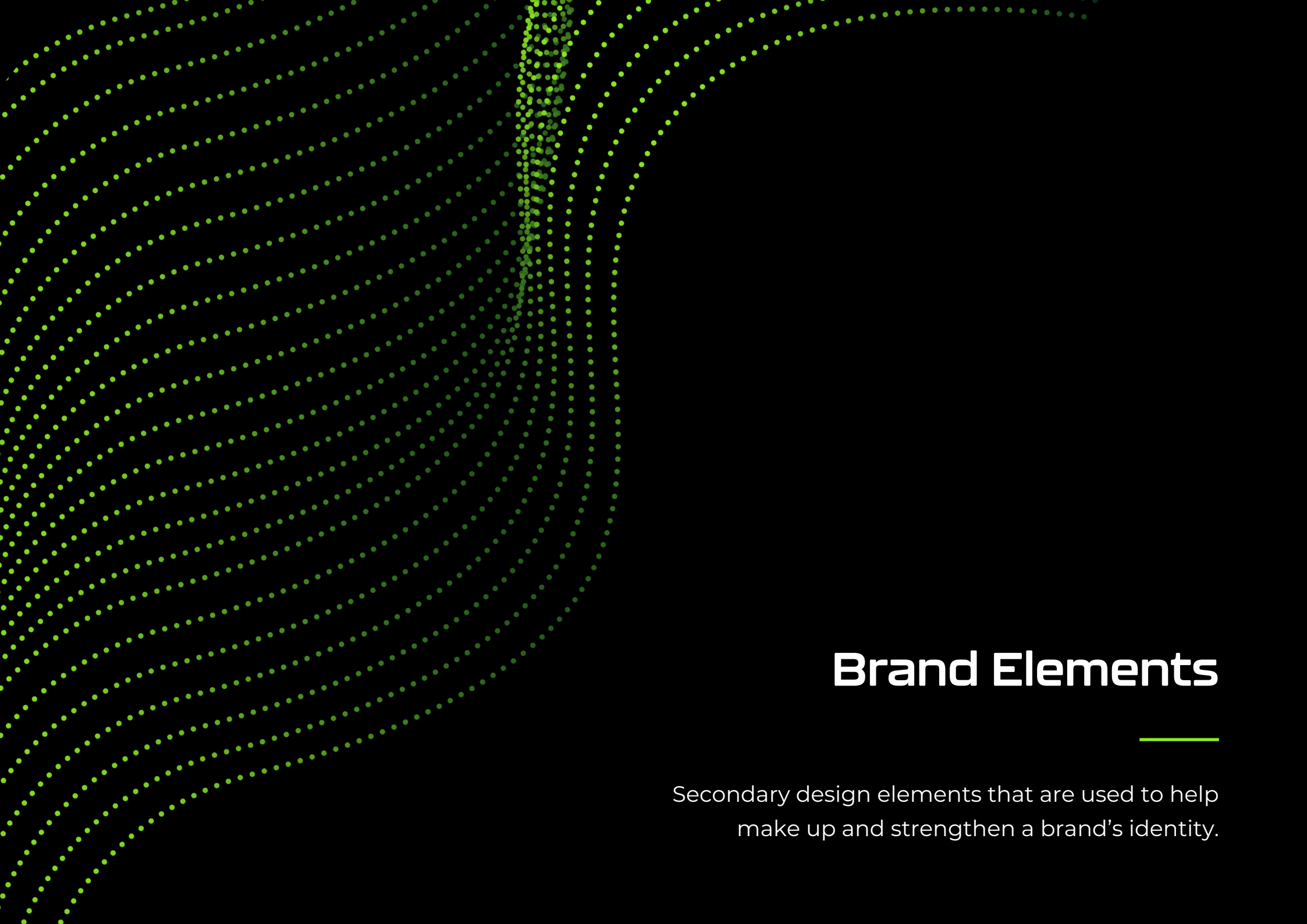
Accum reptatia doluptat doloreribea vendi consedis aut ut plictemquam consed quiat pliquist enimagn im. Officid ma simporeiur? Cillaut aut estionseque volupta quas expereptates essi offic temporibus, ut qui dis repratiusam sit acepers.

Subheadings

Contact Us

CTA

lightdrones.com.au



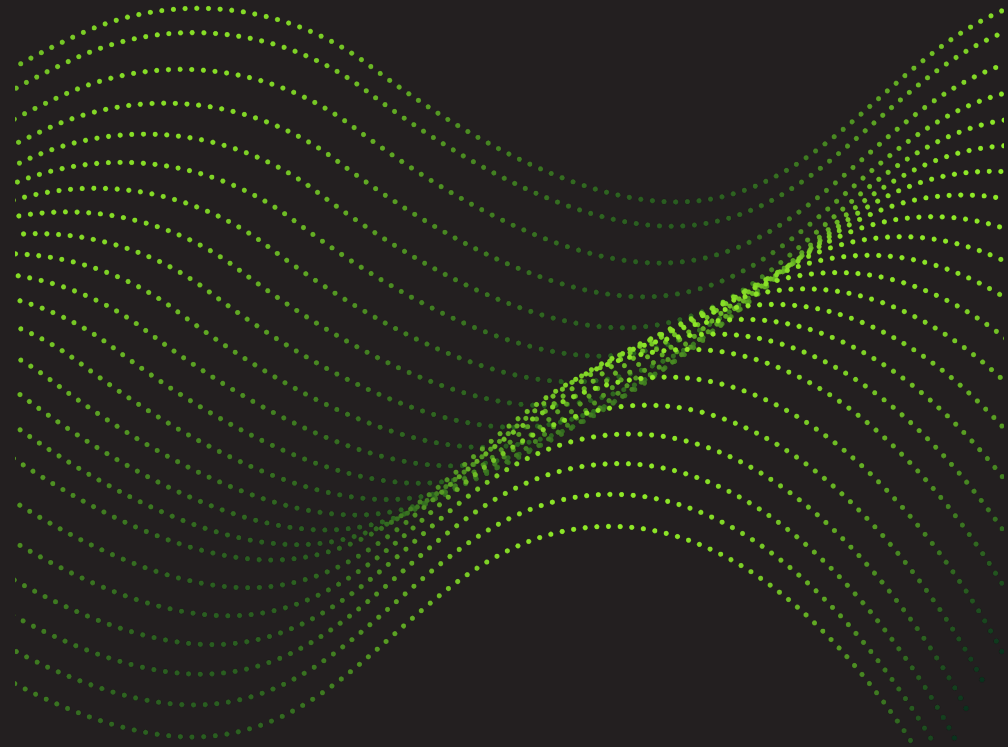
Brand Elements

Secondary design elements that are used to help make up and strengthen a brand's identity.

Brand Pattern

The brand pattern takes inspiration from the brand icon. It had been designed to complement the brand and further extend it's visual language.

The brand element is intended to be used for marketing mediums such as; website, business cards, web banners, uniform and any major marketing collateral where required.



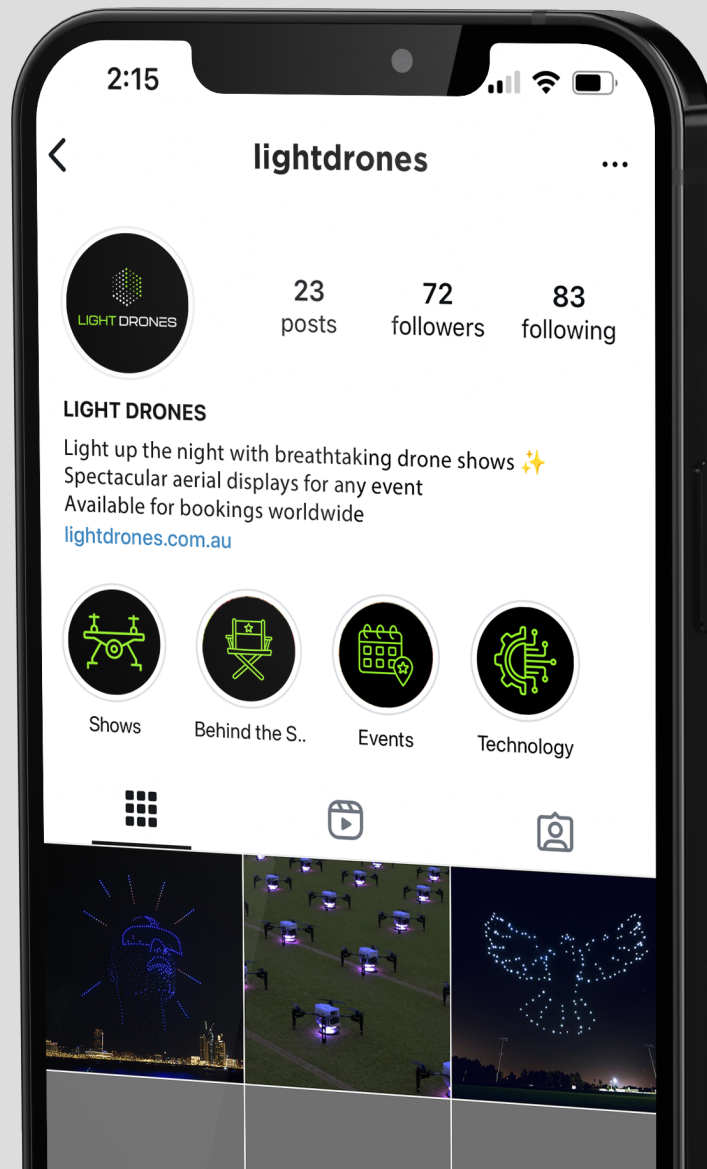


Brand Application

A representation of how the brand may look on
different mediums of marketing collateral.







This brand guideline was prepared by White Key Marketing. Should you have any queries regarding this guide, contact us at 1300 577 419 or team@whitekeymarketing.com.au

