

 AERIALSPHERE

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# LOGO GUIDELINES

Understanding and  
Managing Brand Identity



# Logos

# AerialSphere Logo

The AerialSphere logo is the key building block of our brand and the primary visual element that identifies us. It embodies our movement and velocity in innovation. To maintain its integrity, the logo should always be used according to these guidelines.

It is available in both horizontal and vertical formats. In addition the logo symbol (or logo bug) can be used when there is sufficient context for the viewer to know that it represents AerialSphere.

Horizontal Logo



Vertical Logo



Logo Bug



## Logo Clear Space

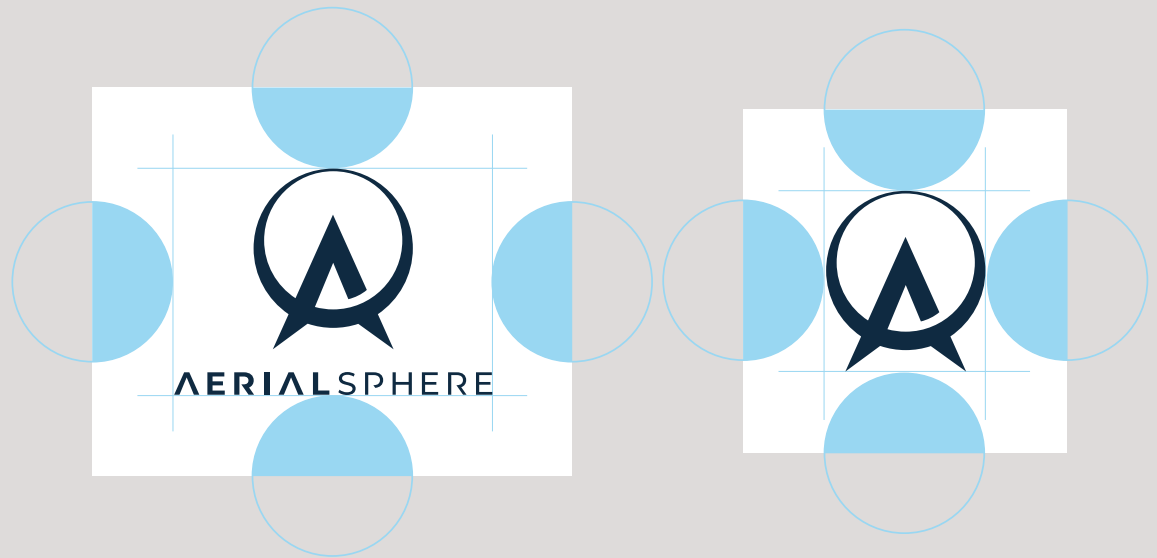
To preserve the visual impact of the AerialSphere logo, always maintain a buffer of space around it. This clear space insulates the logo from distracting graphic elements such as other logos, copy, etc.

### Minimum padding guidelines for clear space:

- Keep area around logo completely clear.
- No other logos, type, or any other graphic elements should infringe on the clear space
- Minimum clear space for horizontal logo: use the height of the letter "E" in AerialSphere as a guide
- Minimum clear space for vertical logo: use half disc of the same size as the circle in the "A" symbol" as a guide.



**Horizontal Logo** To determine the minimum clear space, use the capital "E" height as a guide, ingnoring the height of the "A" symbol.



**Vertical Logo: and Logo Bug:** To determine the minimum clear space, use half disc of the "A symbol" as a guide.

# Minimum Size

Using the appropriate size of a logo ensures that it will be legible. The minimum width of the logo is 1.5 inches for print and 110 pixels for digital applications.



1.5 in

MINIMUM PRINT SIZE



110 px

MINIMUM DIGITAL SIZE

# Incorrect Usage

The AerialSphere logo should never be compressed, stretched, altered, or otherwise manipulated. Keep the logo consistent throughout communications. Here are some examples of how the logo **shouldn't** appear.



Do not use excessive drop shadows or other effects



Do not rotate logo



Do not outline the logo



Do not stretch, modify or distort the logo



Do not break apart the name



Do not change the color of the logo.



Do not place the logo on distracting backgrounds



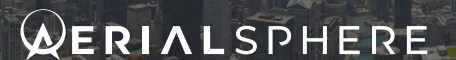
Do not put the blue logo on colored backgrounds



## Correct Usage

There are 2 primary ways to use the AerialSphere logo: set in AerialSphere Blue on a white or light-colored background or set in white on a dark-colored background.

The logo may also be set in white or AerialSphere Blue on a brand approved image with adequate contrast settings.



# XP360 Logo

The XP360 logo represents our primary product. The logo represents earth and sky, warping geometry, and freedom of movement. To maintain its integrity, the logo should always be used according to these guidelines.

**Note:** The current version of the XP360 Logo still uses the old AerialSphere blue (PMS 295). This is likely to change in a future release.



VERTICAL FORMAT

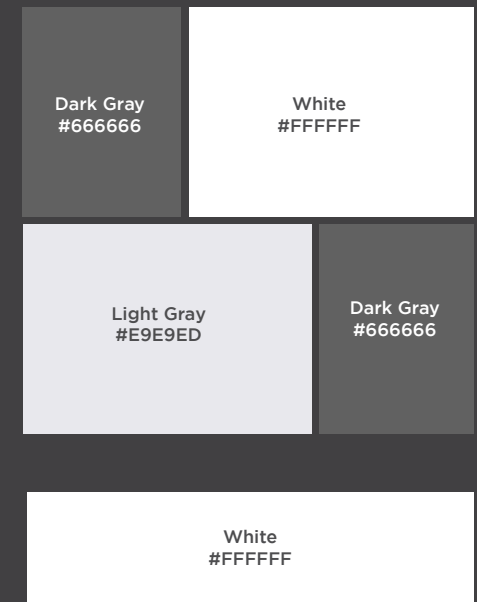
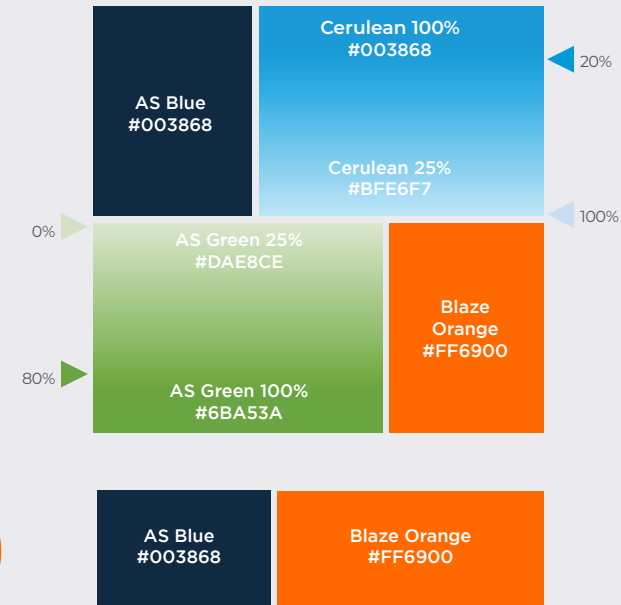


HORIZONTAL FORMAT



# XP360 Logo Colors

In addition to the horizontal and vertical formats, the XP360 logo comes in different formats depending on its placement and use. If you need a logo for a special application (e.g. embroidery, silkscreen, etc.), please contact marketing.



# XP360 Logo Variations

In addition to the horizontal and vertical formats, the XP360 logo comes in different formats depending on it's placement and use. If you need a logo for a special application (e.g. embroidery, silkscreen, etc.), please contact marketing.

## LIGHT BACKGROUNDS: UP TO 25% TONE

XP360 API  
Full Color Mark  
No Outline  
Two-Color Text



Grayscale Mark  
No Outline  
Gray Text



## DARK BACKGROUNDS: MORE THAN 25% TONE

XP360 Partner Program  
Full Color Mark  
White Outline  
Reverse Text



Grayscale Mark (Light)  
White Outline  
Reverse Text

