AEROQUELL

HIGHER. FASTER. SAFER.

Brand guidelines

Identity, logo standards and practical assets for a developing aerial firefighting concept.

SEPTEMBER 2026

Purpose, expressed with precision.

Use these statements as the starting point for consistent brand communication.

BRAND DESCRIPTION

AEROQUELL is a developing aerial firefighting concept exploring how drone technology could support emergency response.

POSITIONING DIRECTION

A clear, capable aerospace identity built around precision, protection and the potential of aerial response.

Precise

Explain what the concept does in direct, concrete language.

Protective

Put people, responders and the fire-safety purpose first.

Forward-looking

Communicate ambition while distinguishing plans from proven results.

Messaging standard: HIGHER. FASTER. SAFER. is the brand tagline. Do not present it as a tested performance guarantee or certification.

The approved logo.

Angular arms and defined propellers establish the aerospace identity; the flame identifies the fire-safety purpose.



PRODUCTION MASTER

Angular quadcopter + flame
AEROQUELL wordmark
HIGHER. FASTER. SAFER.

ARTWORK DIMENSIONS

Canvas: 1574 x 1045 units

Visible artwork: 1350 x 821

Symbol: 641 x 589 units

Wordmark: 1350 x 112 units

Tagline: 912 x 31 units

Dimensions describe the master SVG coordinate system. Scale proportionally. Version 2 uses the newly approved angular drone symbol and matching stencil-style wordmark.

One identity. Six useful layouts.

Choose the layout for the available space. Keep the supplied proportions and spacing.



01 / Primary with tagline



02 / Stacked without tagline



03 / Symbol only



04 / Horizontal with tagline



05 / Horizontal without tagline



06 / WORDMARK

Give the identity room.

Clear space protects recognition. Minimum sizes are recommended starting points; proof the final medium.



x = 1/8 of the visible symbol width. Leave at least x free around every edge of the complete lockup. For wordmark-only use, x is the wordmark cap height.

RECOMMENDED MINIMUM WIDTH

Layout	Digital	Print
Primary + tagline	600 px	100 mm
Stacked, no tagline	280 px	45 mm
Horizontal + tagline	760 px	130 mm
Horizontal, no tagline	320 px	55 mm
Wordmark only	180 px	30 mm
Symbol only	64 px	16 mm

16-32 px favicons are browser utility assets. Fine flame and rotor detail will soften; use the larger symbol whenever possible.

Navy for trust. Orange for fire.

Flat production colours remove the tonal variation in the approved raster reference.



Midnight Navy

#05223F

RGB 5, 34, 63

CMYK 92/46/0/75

Primary identity



Fire Orange

#EF4A04

RGB 239, 74, 4

CMYK 0/69/98/6

Flame / accents



Slate Grey

#62686E

RGB 98, 104, 110

CMYK 11/5/0/57

Supporting text

Mist

#F3F5F7

RGB 243, 245, 247

CMYK 2/1/0/3

Soft surfaces

White

#FFFFFF

RGB 255, 255, 255

CMYK 0/0/0/0

Primary canvas

HEX and RGB are the digital standards. CMYK values are mathematical starting points, not press-certified matches. Print assets are RGB vectors; your printer should convert with the target ICC profile and approve a physical proof.

Strong identity. Clear communication.

The supplied logo lettering is outlined artwork. It is not a typeset font and must not be recreated by typing.

LOGOTYPE / USE THE SUPPLIED PATHS

AEROQUELL

SUPPORTING TYPE / ARIAL OR HELVETICA

Clarity comes first.

Use bold weights for headings and regular weights for body copy. Keep paragraphs short and sentence case natural.

H1 / 40-48 px

Bold, compact headlines

H2 / 24-32 px

Bold section headings

Body / 16-18 px

Regular, 1.5 line height

Labels / 12-14 px

Bold, short labels

Web fallback: Arial, Helvetica, sans-serif. Use installed, licensed fonts; no font files are distributed. The guide uses Helvetica as the matching fallback.

Use contrast deliberately.

Choose full colour on light surfaces and the reversed signature on dark surfaces.



Full colour / white



One colour / pale surface



Reversed / navy



White / dark neutral

Keep the system consistent.

Use the exported files directly. Select another supplied layout when the available space changes.

01 Preserve proportions

Scale width and height together. Never stretch or squeeze the drone, wordmark or flame.

02 Preserve the palette

Keep the flame orange in the full-colour mark. Use supplied one-colour files for single-ink work.

03 Preserve relationships

Keep the symbol, name and tagline positions intact within each supplied layout.

04 Protect legibility

Avoid busy photography, low contrast, clipped rotor tips and small tagline text.

05 Keep artwork clean

Do not add shadows, bevels, textures, outlines or decorative badges.

06 Use the approved wording

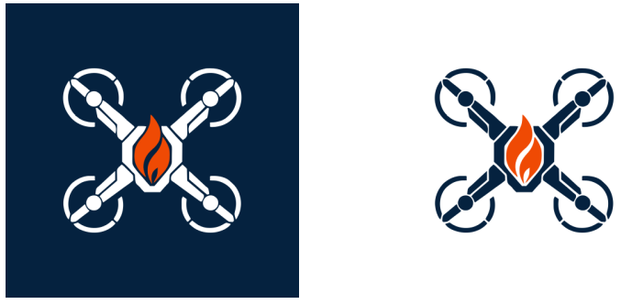
AEROQUELL and HIGHER. FASTER. SAFER. Do not restore the removed long subtitle.

Ready for everyday use.

Included assets provide a consistent starting point for presentation covers, profiles and social posts.



PRESENTATION COVER / 1920 x 1080



PROFILE ICONS / LIGHT + DARK



SOCIAL CARD / 1200 x 630

Also included: a 1080 x 1080 social tile, square avatar exports, browser icons and editable SVG versions of the brand-only compositions.

Find the right file quickly.

Dimensions include the built-in transparent margin. SVGs can be scaled without a fixed output resolution.

Layout	SVG canvas	Ratio W:H	PNG widths
Primary	1574 x 1045	1.506	1024 / 2400 / 4800*
Stacked	1574 x 982	1.603	1024 / 2400 / 4800*
Horizontal + tagline	1335 x 380	3.513	1024 / 2400 / 4800*
Horizontal	1335 x 380	3.513	1024 / 2400 / 4800*
Wordmark	1574 x 336	4.685	1024 / 2400 / 4800*
Icon	841 x 789	1.066	1024 / 2400 / 4800*

*4800 px is supplied for full colour. Every layout has full-colour, reversed, navy, black and white SVGs, plus transparent PNGs at 1024 and 2400 px. Exact raster heights are listed in image-dimensions.csv.

Use the master. Choose the format.

Version 2.0 / September 2026

SVG	Editable vector paths for designers and websites. All lettering is outlined; no embedded raster.
PNG	Transparent raster for slides and documents. White/reversed artwork needs a dark background.
PDF / EPS	Vector exchange formats for print workflows. Full-colour RGB masters; convert for the target press.
JPG / WebP	White-background exports for systems that need flattened images.
ICO / icons	Browser favicon plus square profile assets. Platform cropping should retain the full emblem.

Production note: the source supplied was a raster image. These masters are vectorised reconstructions of its contours, with flat standard colours and preserved stencil-style lettering. They are not original native vector files. Preserve the supplied master geometry for future exports.