



BRAND IDENTITY GUIDELINES

V1_072023



INTRODUCTION

LEADING AEROSPACE CAPABILITIES.

ISS Aerospace is a UK-based UAS manufacturer specialising in the design, development and production of high-performance integrated UAV platforms. ISS Aerospace's product portfolio includes a range of multi-rotor UAVs.

The ISS Aerospace brand guidelines are your guide to how we look, talk, and communicate. Our new brand look is bold and bright, using a brand new colour palette.

These guidelines will help maintain consistency across all our communications as we cement our position as a trusted, well-respected manufacturer of high-precision and cost-effective applications.

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MANIFESTO

Creative UAS design, manufacturing and operations using autonomy to deliver wide area actionable intelligence.

With state-of-the-art facilities, our focus is given to the wider value of the integrated system rather than the unmanned vehicle alone. This includes development of autonomous air, marine and land carriers designed for challenging day-to-day operations.



VISION STATEMENT

We are committed to manufacturing high-precision, reliable and cost-effective solutions for a range of applications, including mapping, surveying, inspection and surveillance. Our brand has to show our professional attitude and attention to detail in our builds and services.

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BRAND VALUES

What is ISS?

ISS stands for Inertial Stability Systems. A company founded by Ryan Kempley in 2015.

ISS Aerospace has since grown to become a full service unmanned aerial vehicle and systems manufacturer - serving both the civilian and defence markets. ISS Aerospace designs, manufactures and supports Unmanned Air Systems (UAS).

Producing cutting edge, bespoke, cost effective solutions as an end-to-end service as well as operational services.

- Defence
- Energy
- Agriculture
- Logistics
- Mining
- Nucelar
- Utilities



INERTIAL



STABILITY



SYSTEMS



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tone of voice

Our tone of voice is something that can set us apart from our competitors in the industry. Our expertise is trusted globally, and our reputation is constantly expanding. We're proud of our reputation and fierce on its protection. We're great at what we do and we're not afraid to show it.

We provide a great range of products, services and expertise in the industry because we employ the best and most passionate people. Our experienced team work closely with our clients on a personal level to understand specific requirements to develop customised solutions that suit their needs.

ISS Aerospace has a strong focus on research and development and is continuously improving our products.

We should therefore write the way we would usually like to portray our company and show our personalities off to our clients.

We are

- Experts
- Bold
- Confident
- Academic
- Passionate
- Developing
- Supportive
- Experienced
- Recognised
- Technical

We provide

- Custom design
- Engineering
- Training
- Technical Support
- Research

Our products and services are

- Precise
- Developed
- Outstanding
- Unique
- Engineered



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WRITING STYLE

This copy demonstrates how we apply our tone of voice to a typical example of short form copy. This copy example could be applied to a social media post, a snippet of copy for a website feature or a small brochure feature amongst others.

Headlines should be kept brief, getting straight to the point in order to draw people in at an instance, showcasing our products and services at a glance.

We want to draw people in who may be considering taking the leap to join us in their career path, talking to existing customers or people who have a passion in our industry and take a serious interest on our products. So we support our attention grabbing headline with an aspirational sub heading and direct body copy.

Headline ———
Here at ISS Aerospace we couldn't wait to share some images of our newly designed avionics carrier board for our Sensus M V5.

Sub-heading ———
It forms a step change in reliability, performance, ease of maintenance and feature set up.

Body copy ———
Hidden away on the underside of the board is a rugged gigabit ethernet switch along with an Intel i7 NUC. Completely modular, it also simultaneously supports a Nvidia Jetson Orin NX carrier board.



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VISUAL ELEMENTS



LOGO

Our logo consists of a bespoke, contemporary icon with our company name accompanying it. You should never alter the logo in any way or change the relationship between the logotype and icon. Always use the supplied artwork unless otherwise advised by our design department.

The logo is available in a range of colour-ways as shown on page 10 of this documents.



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LOGO VARIANTS

For maximum flexibility across a range of marketing materials and collateral, the ISS Aerospace logo can appear in any of the colour ways shown.

Always use the colours specified in the guidelines on page 14. Always use supplied artwork files provided to you and never recreate our logo in anyway.

When using the ISS Aerospace logo on an image background, always ensure that it sits on a relatively uncluttered part of the image, where the contrast and clarity can be maintained as shown.



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Exclusion zone

To maintain clarity always allow a clear space equivalent for the 'A' in the Aerospace wordmark around the logo.

Minimum size

To maintain legibility, the minimum width for the logo should always be no less than 35 mm for printed applications. Digital is dependant on the size of the file it is being displayed on.

Alternate logo

An alternate version of the logo is available for applications where space may require a stacked logo to fill the space accordingly (clothing, stickers etc)
The alternate stacked logo is also available in the same colour variations as the main horizontal logo and should be treated in the same way.

Always use supplied artwork for our alternate logo.
Never recreate it in any way.

Exclusion zone



Exclusion zone - alternate logo





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To compliment the ISS Aerospace core logo we also have access to our brandmark which is a triangular device with our ISS lettering in it, created from a continuous line and portrays the technical, modern industry we're in.

The ISS Aerospace brand mark is common to all logos used and is also used on our social media accounts as the icons / favicons for instant brand recognition.

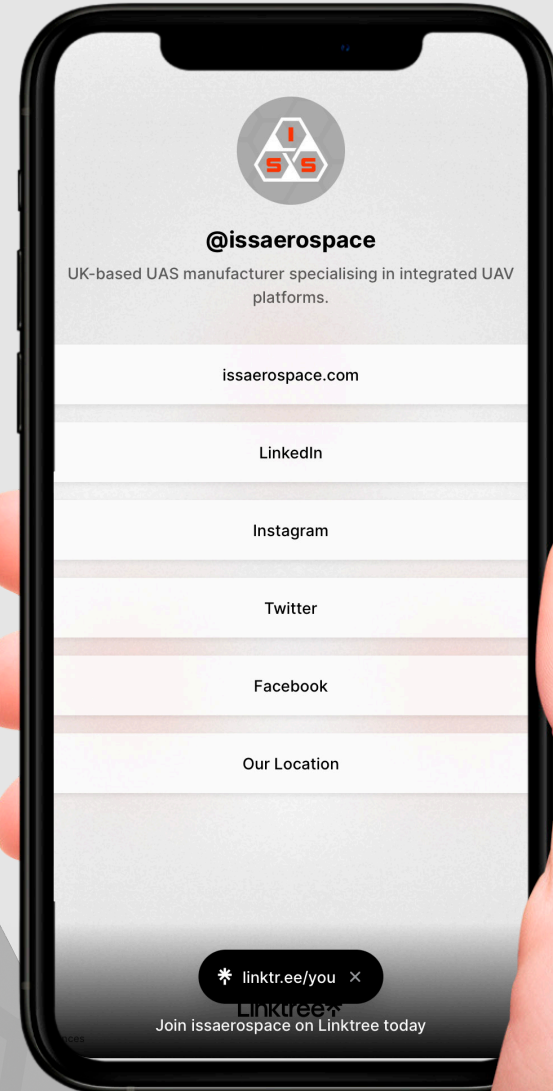
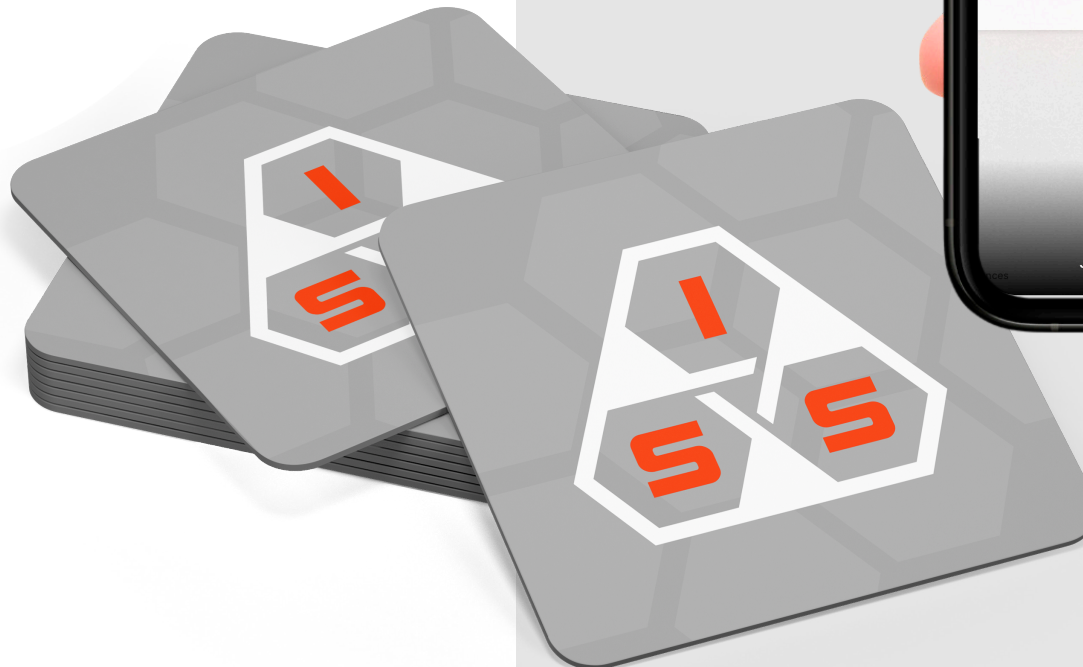




USING THE BRAND MARK

The brand mark is bold and dynamic and a visual signifier for ISS Aerospace. It can be used across all brand touch points, both online and in print and is particularly striking on our social media accounts.

Artwork is available for both a stand alone brand mark or a version contained in a coloured block.



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COLOUR PALETTE

We have updated our brand colours and moved away from the solid turquoise colour. Colour is integral to the ISS Aerospace brand identity. Grey in particular has become synonymous with our brand look. Our colour palette retains grey as a core colour, with an extended palette that incorporates a bolder, brighter orange to contrast the grey.

Primary colours

Our primary colours are grey and orange - they should appear in all of our communications. The combination of these core colours will make our communications distinctive and unique.

Secondary colours

Our accent colours are usually set as white and black. Use them accordingly to compliment the core colours of our brand.

Colour usage

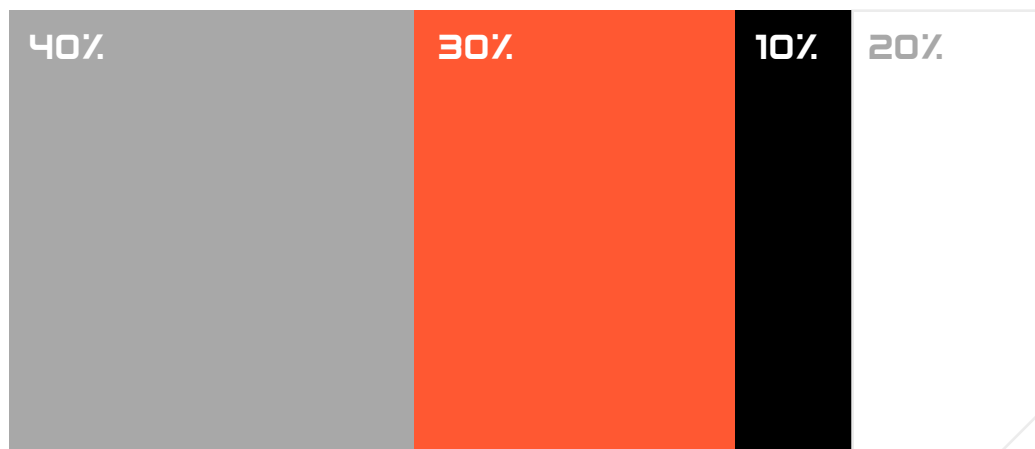
As a general rule, follow the suggested colour ratios when producing materials for ISS Aerospace. Always allow for plenty of colour space.

To achieve optimum vibrancy always use our RGB or HEX values for anything viewed digitally. All colours are given an RGB, HEX, CMYK and Pantone® value for maximum flexibility across all online and offline media. Always follow the values in this document.

Exclusion zone

ISS GREY Hex A8A8A8 R168 G168 B168 C37 M28 Y29 K7 PMS 421C	ISS ORANGE Hex FF5832 R255 G88 B50 C0 M76 Y77 K0 PMS Orange 021C	ISS BLACK Hex 00000 R0 G0 B0 C30 M30 Y30 K100 PMS BLACK	ISS WHITE Hex FFFFFF R255 G255 B255 C0 M0 Y0 K0 PMS WHITE
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Suggested colour ratio





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TYPOGRAPHY

Brand typeface

The ISS Aerospace brand typeface is 'Round Control' - an iconic, contemporary, sci-fi style font with distinctive rounded corners. 'Round Control' is reserved for use on headlines or campaign strap lines where the font needs to stand out.

Sub headings and body copy

We use a font family called 'Elza' for our sub headings and body copy text. We ensure to make use of all of its entire weight range from thin to black. For body copy we usually use regular and increase the leading to +4 above the font size (example: font size is 7pt, leading size is 11pt)

Bullet points and glyphs

Use simple, solid, rounded bullet points or dashed lines where required. If possible the bullet point should be an alternate colour to the text that follows (example: orange bullet point with black text following)

Elza is a standard Adobe® font and should be downloaded directly from the Adobe® Cloud.

System preset fonts

For Microsoft® applications such as Word, Excel and PowerPoint and where Elza is not a supported font (websites) we recommend using standard Roboto font in all its weights.

Headlines - Round Control

ROUND CONTROL IS USED FOR HEADINGS.

Sub-headings and body copy - Elza

We use a mixture of Elza font in our subheadings but usually make them bolder than the body copy to differentiate the copy.

Regular Elza is primarily used for the body copy of any documents in the ISS media and will only usually use a bolder font for sub-headings or important words or statements.

Bullet point style example

- Example bullet point 1
- Example bullet point 2
- Example bullet point 3
- Example bullet point 4

Sample character styles

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()_ = + ?



BRAND SHAPES

The overall style of ISS Aerospace is quite futuristic and must be treated in a way that makes you think 'cyber', 'futurism', or even 'science lab'. Use shapes accordingly where you think necessary and always stick to simple, clear shapes.

We have developed a small bank of examples we can use on our media, from hexagonal groups through to futuristic dividers and icons.

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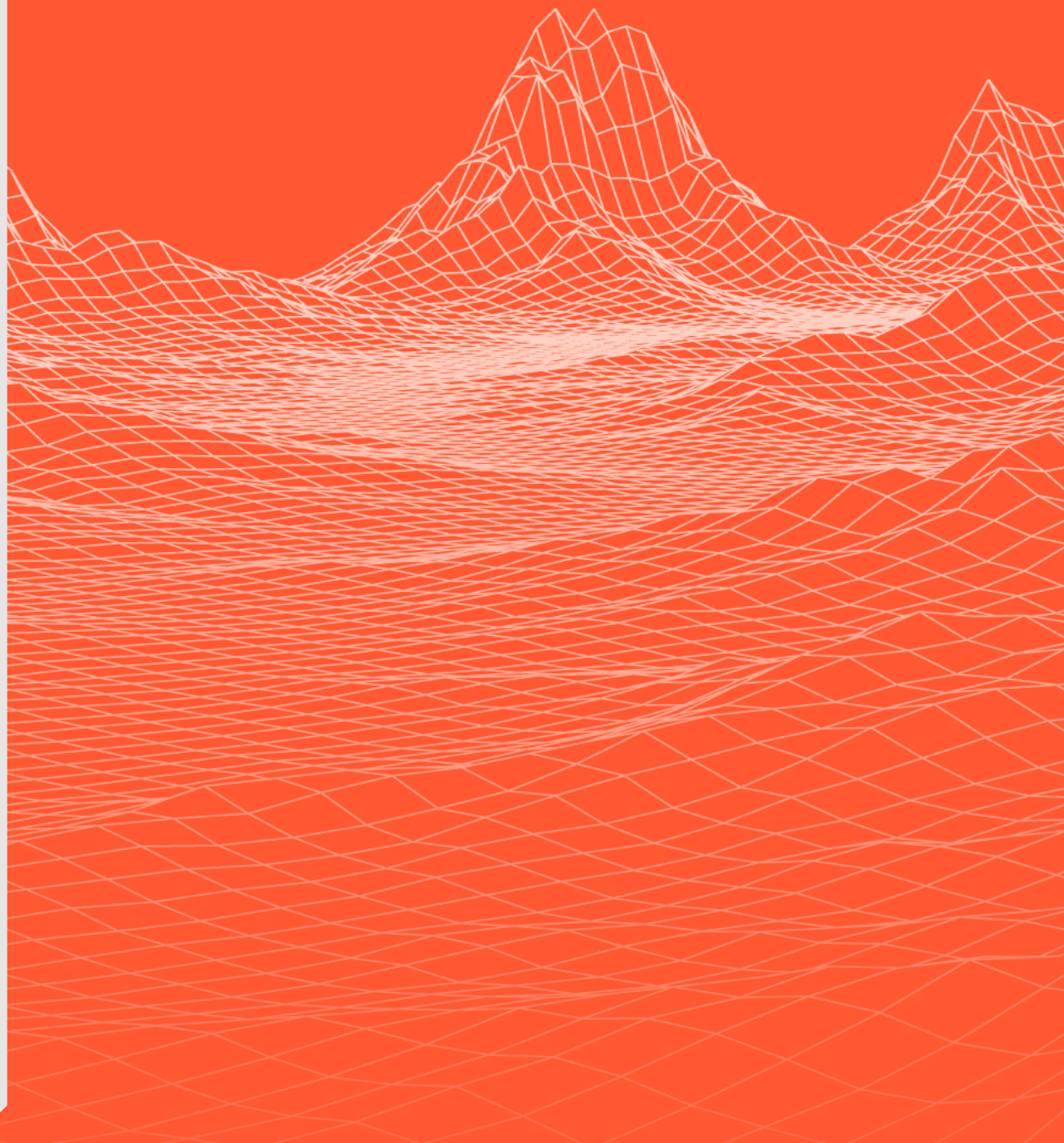
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Sometimes the concepts that we talk about are complex, abstract and difficult to express through photography. Illustration is a great way of adding variety to our visual expression, allowing us to communicate in a more conceptual way.

Our illustrations are reflective of ISS Aerospace's capabilities and show our business in a more abstract way. The landscape mesh frame gives the effect of a survey or a mesh landscape scan.





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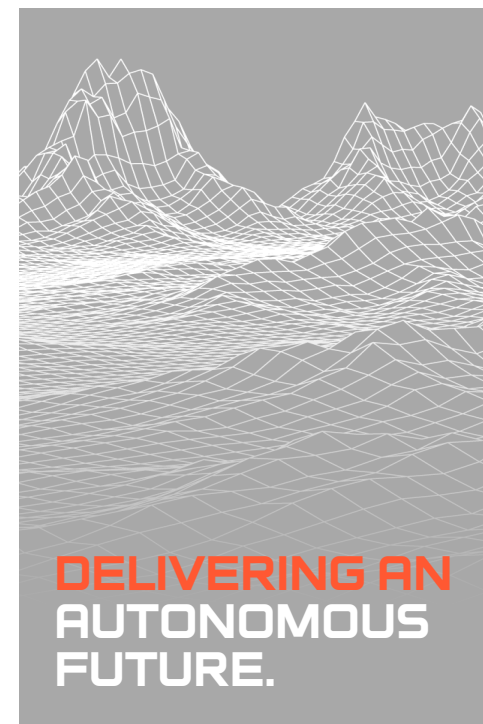
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USING ILLUSTRATION

A bold, graphic approach, our illustrations always feature the wire frame landscape in a range of colours of your choice from our colour palette. Feel free to use them to support a specific message or as a decorative feature.

The examples shown here are indicative of how our illustrations could be used.

New illustrations can be developed or downloaded, but they must adhere to the ISS style.





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Photography and videography is primarily that of our products and will usually display our drones inside our hanger, outside or we will have a design render available.

Photographing our flight sessions is essential for building our bank of imagery and plays a huge factor on our social media feed.

Supporting imagery can be used for our applications and for example may be used on websites, social media or any printed media, but the supporting imagery must be over shadowed by our products. Supporting imagery can be places, people, landscapes or other application shots as an example on this page.





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BRAND APPLICATIONS



STATIONERY

To maintain a professional and consistent approach across our communications we have developed a standardised suite of stationery. Always use the supplied documents or templates.

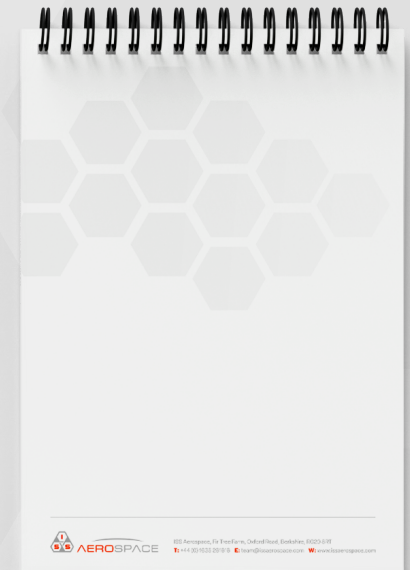
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Mr. John Smith,
15 Example
Road,
Oxfordshire,
OX21 9CL
United Kingdom

Dear Mr. Smith

Tem eum sed undes con re, aciae. Ut dolupis si dellasp erspellignit asse simi, none nat adit, officite velestibus corisii ommolor uptaturioris enimet am consequatis aliqui numquia dendum harum nam a quation sequaer iberquis dolorpore re veles sum velli- quia dolor molore mod es altaerupta inist, idus el min porum et ellic tent rem dolectur? Mollignam net lauditi oditorrem quas quod et fugitiam es et aped eue porum quati to coressequi dolorem ligenet aut alis natur sitate que perro ent laut dolenim nonsecum nobitate dolupta poribusant fuga. Nequi conserorum fugitaquas sit dolor ant aribus as aturibus velessi tatestrum que lam fugit est eum fuga. Ita volorest, si sam et ant occuptur magnit eligenda cus, accupti onsenda con prorum doluptas enditest, iumque et libus eos am se simusan damus, quam, officio quibus sum sed qui cus, que qui con nullo ea diorem nupta alicat apleni diem none nescipitquia quo quas inctur, officitem simi, tent ipsum harum dolessincium hit rem erci cus, consequidus esti am non prerun- to conseru ntius.

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La dolenih icient faccum, omnimus. Cab id eosa voluptae et molupta spercid quamus assimol oribus dolit adi ut ommoluptis quat undametur auditem. Itate magni- quaturepat ut uta sa nobis eictate

Yours Sincerely,
ISS Aerospace Ltd





BUSINESS CARDS

We have a set format for our business cards, featuring the ISS Aerospace logo and a SPOT UV varnished hexagonal shape on both sides - filled on the front and stoked on the reverse along with any personal details.

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To keep our email communications consistent and professional, we have developed a standard email signature that must be used on all personnel's outbound emails and replies. We usually use option 1 for our non-executive directors and senior staff members, while option 2 is for other staff members and managers.

- Name
- Position/job title
- Mobile number (if applicable)
- Phone number
- Email address
- Website URL
- Disclosure copy

Always use the supplied email signature.

Option 1

Kind regards,
Mike

MIKE AZANCOT
CHAIRMAN

M: +44 (0) 7740 432883
T: +44 (0) 1635 261616
E: m.azancot@issaerospace.com
W: www.issaerospace.com



AEROSPACE



ISS Aerospace is the trading name of ISS Group Ltd, a limited company number 09752527 registered in England. Our registered office is Unit 3, The Farrowing, Fir Tree Farm, Oxford Road, Chieveley, Berkshire, RG20 8RT. This message is intended solely for the addressee and may contain confidential information or be proprietary. If you have received this message in error, please contact the sender on receipt and without delay, permanently delete it. Do not use, copy, disclose or disseminate the information contained in this message or in any attachment. Although we operate an anti-virus scan, the recipient should ensure this e-mail and any attachments are virus free before opening them.

Option 2

Kind regards,
Ryan

RYAN KEMPLEY
CEO & FOUNDER

M: +44 (0) 7950 519968
T: +44 (0) 1635 261616
E: r.kempley@issaerospace.com
W: www.issaerospace.com



AEROSPACE



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CONTACT

For more information on applying the ISS Aerospace brand identity or to receive any artwork files, please contact Luke Reed in our design department:

l.reed@issaerospace.com

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