Feb 2022

Presagis Brand
Branding Usage Guide

PRESAGIS

Presagis Branding Usage Guide

Presagis values the collaborations and partnerships that help our customers achieve their full potential.

This branding guide is meant to help our partners, resellers, and collaborators leverage stories, assets, and projects in an effective and streamlined manner.

We thank you for your attention is using the Presagis name and brand.

Guidelines

These guidelines set out the rules for your implementation. By following these rules, we'll work collaboratively to protect and amplify the value of this important brand asset for the long term.

1. Partners may apply Presagis and its associated brands only in documents, on web pages, and in other applications where you are also using the Presagis brand.

2. Presagis and its associated brands, should always be in italics and in title case. It should be used only sparingly (once, if at all) in the text of partner-generated materials.

3. Partners may not improvise on the Presagis brand, nor its associated brands. When using Presagis in your own materials, use only the elements of the formal Presagis brand, as outlined in this document.

Partners amplify the impact of *Presagis and its associated brands*.

Guidelines

4. The trademark symbol should be used with the logo on its first appearance in body text, as in: Presagis™ and its associated brands

5. Partner materials should be clearly identified as such. When materials originate from Presagis, they will reflect our brand standards. Similarly, materials produced by partners should reflect their identity system and be clearly perceived as coming from the partner company. To this end, never dilute your own brand with unattributed use of Presagis and its associated brands or its component elements.

Guidelines

6. Co-branding treatments, where appropriate, demonstrate our collaboration. When the Presagis logo appears in a co-branded context, be sure that Presagis's brand visibility is not compromised. The width of the Presagis logo should not be less than the width of the partner logo appearing in the same area.

7. Partners may not use Presagis and its associated brands (or any associated Presagis brand element) in a way that implies endorsement of their own activities and services, unless specifically authorized by Presagis.

Brand Logos

Partners are authorized to use these logos based on their individual partner program authorization. Logos are available upon request.

Standard Versions

PRESAGIS

| PMS 293 | PMS 417 |

PRESAGIS

| PMS 293 | WHITE |

PRESAGIS

| BLACK |

PRESAGIS

| WHITE |

Product Logos

Partners are authorized to use these logos based on their individual partner program authorization. Logos are available upon request.

Standard Versions

VELOCITY5D

| PMS 7451 | PMS 284 |

VELOCITY5D

BLACK

VELOCITY5D

WHITE

Alternate Versions

V5D

| PMS 7451 | PMS 284 |

V5D

BLACK

V5D

WHITE

Product Logos

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Standard Versions

Product Logos

Partners are authorized to use these logos based on their individual partner program authorization. Logos are available upon request.

Standard Versions

UAV CRAFT

PMS 293   PMS 417   PMS COOL GRAY 5

UAV CRAFT

BLACK

UAV CRAFT

WHITE

Product Logos

Partners are authorized to use these logos based on their individual partner program authorization. Logos are available upon request.

Standard Versions

PANORAMA — PMS 417

PANORAMA — BLACK

PANORAMA — WHITE

VEGA PRIME — PMS 417

VEGA PRIME — BLACK

VEGA PRIME — WHITE

Product App Icons

Partners are authorized to use these icons based on their individual partner program authorization. Images are available upon request

Standard Versions

CR Creator

NV Ondulus NVG

FL FlightSim

RD Ondulus Radar

HL HeliSim

ST Stage

Li Ondulus LiDAR

TV Terra Vista

LL Ondulus LLLTV

VP Vega Prime

IR Ondulus Infrared

V5D Velocity 5D

Presagis Logos

This version is ideal for situations where you desire maximum brand impact.

Presagis — Graphic Version
Preferred for high brand impact.
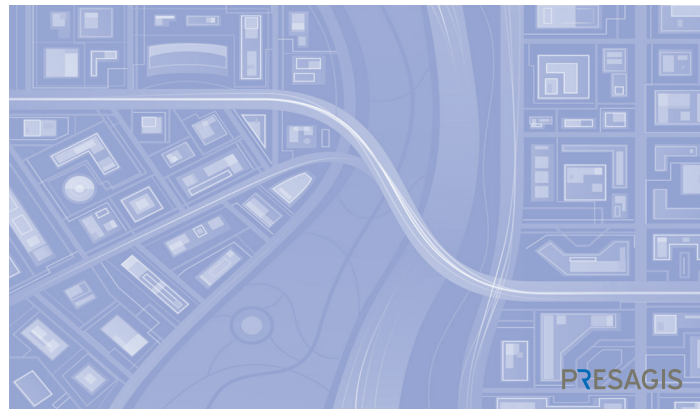
Default logo colors—light background
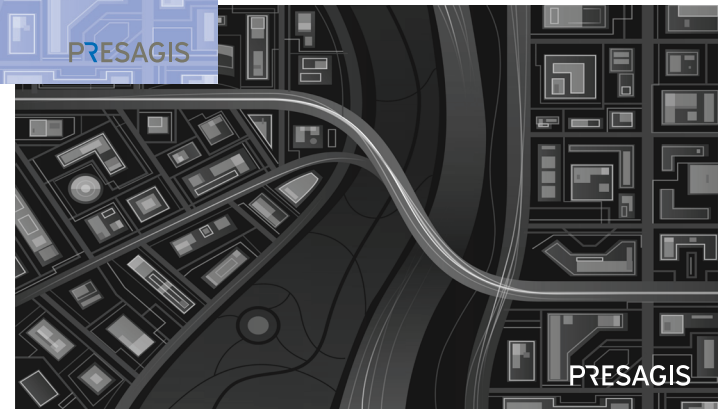
Default logo colors—dark background

Presagis Logos

This version is ideal for situations where you desire maximum brand impact.

Presagis with product — Graphic Version
Preferred for high brand impact.

Default logo colors—light background
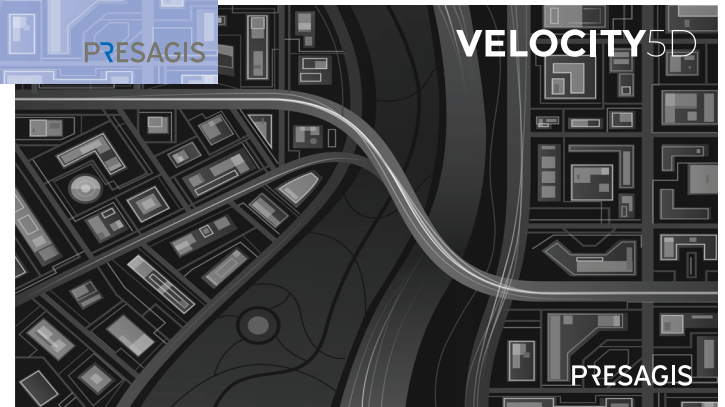
Default logo colors—dark background

Logo Files

Logos are provided in many color versions and file formats in order to serve many use cases. The files are named with these abbreviations:

RGB: standard color for anything viewed on a screen

4C: standard color space for professional printing

1C: 1 color (black)

Rev: reversed text (white)

Files are available upon request.

Use these versions on light backgrounds

Presagis Logo **4C.eps**   PRESAGIS

Presagis Logo **RGB.eps**   PRESAGIS

Presagis Logo **1C.eps**   PRESAGIS

Use these versions on medium backgrounds

Presagis Logo **4CRev.eps**   PRESAGIS

Presagis Logo **RGBRev.eps**   PRESAGIS

Presagis Logo **Rev.eps**   PRESAGIS

Use this version on dark backgrounds

Presagis Logo **Rev.eps**   PRESAGIS

Logo Files

Logos are provided in many color versions and file formats in order to serve many use cases. The files are named with these abbreviations:

RGB: standard color for anything viewed on a screen

4C: standard color space for professional printing

1C: 1 color (black)

Rev: reversed text (white)

Files are available upon request.

Use these versions on light backgrounds

Velocity5D **4C.eps**　　VELOCITY5D

Velocity5D **RGB.eps**　　VELOCITY5D

Velocity5D **1C.eps**　　**VELOCITY**5D

Use these versions on medium backgrounds

Velocity5D **Rev.eps**　　**VELOCITY**5D

Use this version on dark backgrounds

Velocity5D **Rev.eps**　　**VELOCITY**5D

Colored Backgrounds

PRESAGIS

PRESAGIS

Use color logo over light backgrounds

Presagis Logo **4C.eps**
Presagis Logo **RBG.eps**

Use reverse logo over dark backgrounds

Presagis Logo **REV.eps**

VELOCITY5D

VELOCITY5D

Use color logo over light backgrounds

Presagis Logo **4C.eps**
Presagis Logo **RBG.eps**

Use reverse logo over dark backgrounds

Presagis Logo **REV.eps**

Clear Spaces

To ensure the logo remains completely legible and is presented in the best possible manner, a minimum buffer zone of clear space should always be maintained around the perimeter of the logo. Other logos, graphics, and copy should be kept out of this zone.

PRESAGIS

1x

1x

The clear space should be at least 1x, where x is a unit of measurement that equals the width of the large letter "E".

Minimum Size

Care should be taken when reproducing the logo at smaller sizes. Follow these minimum size guidelines to maintain clarity.

PRESAGIS ⬍ 0.25 inches

PRESAGIS ⬍ 28 pixels

← 152 pixels →

**Minimum printed size is 0.25" high.
Minimum digital size is 28 px high.**

Dos and Don'ts

Presagis logos and brands should be used in their entirety as provided, without modification.

Do . . .
use the appropriate logo file as provided.

Don't . . .
create variations on the logo.

Don't . . .
remove parts of the logo.

Don't . . .
put the logo in a containing shape.

Don't . . .
place the logo over an area of a photo that would obscure the logo.

Don't . . .
place other objects inside the minimum space boundary.

Don't . . .
use old logos.

Using Presagis Logos with Your Company Logo

Your company's logo should appear equal to or larger than the Partner logos. The Partner logo should not be smaller than the minimum size (see preceeding pages for details).

Stacked example

The clear space between both logos should be at least 1x, where x is a unit of measurement that equals the height of the large letter "E". There should be a single stroke line bisecting the two logos at a size of 125% of the largest logo width-wise for the stacked example and 125% or the largest logo height-wise for the landscape example.

Landscape example

Thanks.

Have Questions?

marketing@presagis.com

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