

Brand Guidelines.





TOGETHER WE ARE STRONGER.

What We Stand For

ARPAS-UK is the only non-commercial professional body solely representing Small Unmanned Aircraft (SUA) operators and manufacturers in the UK. The association has no commercial interests; all income is used to further the interests of the membership and to ensure that the industry remains fair, safe and open.

ARPAS-UK and its members believe that using an SUA commercially should be both safe and legal. The association supports a culture of best practice and promotes the highest levels of professionalism amongst all its members.

Together we are stronger and through our unified voice we are better placed to promote the industry and influence those who regulate it.

The ARPAS-UK logo is a key part of our identity and it has grown to represent our organisation as stalwarts of the SUA industry.

It is therefore imperative that reproduction of the logo is carried out correctly and consistently.

Although the stylised 'A' or the 'Paper Plane' may be used as design features independently of the full logo, they should always be supported by the full logo elsewhere in the design.



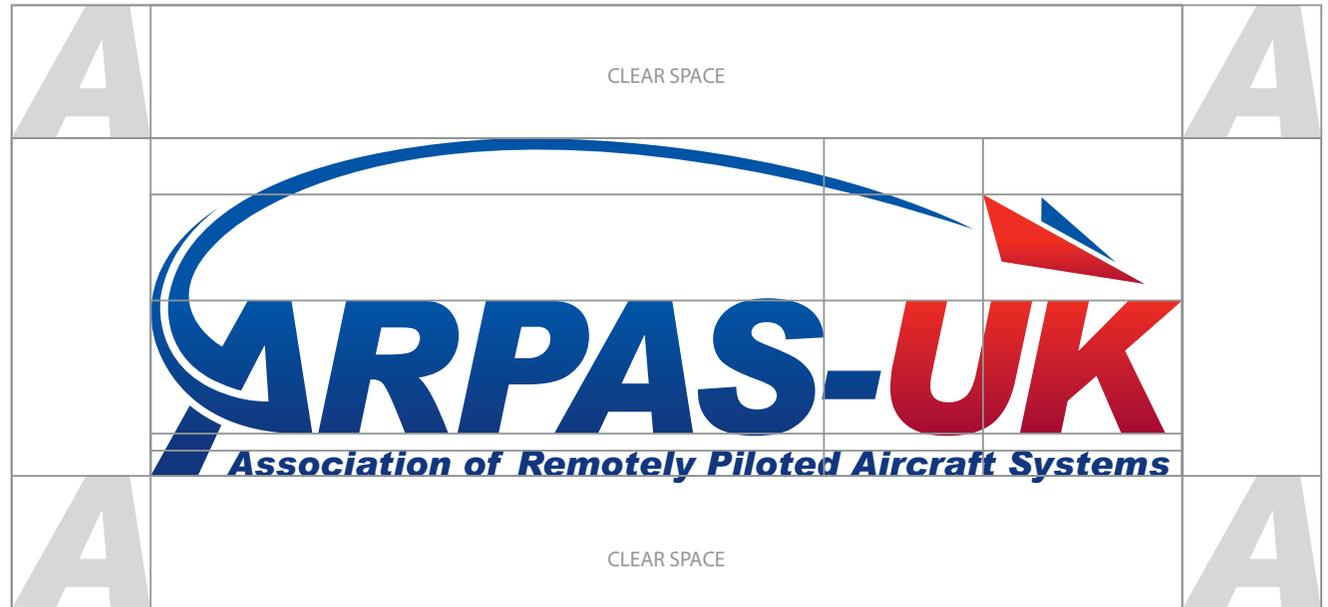
ARPAS-UK_master



The ARRPAS-UK logo has been carefully crafted to be scalable to all sizes required, however the logo should always be surrounded by a minimum area of space. The area of isolation ensures that headlines, text or other visual elements do not encroach on the logo.

The exclusion zone size is based on the non-stylised letter 'A' from the 'ARPAS' wordmark and applies to all applications of the logo. The exclusion zone is scaled proportionally with the size of the logo.

This exclusion zone is the minimum distance the logo should be positioned from any surrounding elements, though the logo can be positioned farther away if required.



ARRPAS-UK_master



Primary Logo

Where possible the appropriate version of ARPAS-UK logo should be reproduced in full colour.



ARPAS-UK_master

Black Logo

Use the black logo version on light backgrounds.



ARPAS-UK_master

White Logo

Use the white logo version on dark backgrounds.



ARPAS-UK_master



White Logo On Colour

Use the appropriate white version of ARPAS-UK logo on colour backgrounds.

Future publicity and adverts may use the primary brand colours as backgrounds.

White Logo On Imagery

Take care when placing the logo over an image. Always use the reversed logo version and never obscure the subject of the image. Except where the colour of the background requires the definition of the full colour logo.



ARRPAS-UK logo should not be modified in any way. Use the master or black or white versions. This prevents confusion and ensures consistency across all communications.

The examples opposite illustrate how NOT to use the logo.

Distorted



The logo should never be manipulated, stretched, distorted or cropped.

Colour



The brand colours should never be replaced, with the exception of using the reverse versions.

Tint



The logo should never be used as a tint.

Amended



The logo elements should never be changed adapted or re-arranged.

Proportions



The proportions of the logo elements should never be changed.

Imagery



The reverse logo should never be used on a busy background.



ARRPAS-UK brand has two master colours which are used for branding and backgrounds. Tints of these colours can be used where required.

These colours can be reproduced consistently across a wide range of applications. Colour references are provided for the Pantone Matching System, in CMYK (for 4-colour printing), in RGB (for use on-screen).

Pantone 286

RGB 0 51 160
HEX 0033A0
CMYK 100 75 0 0

Pantone 280

RGB 1 33 105
HEX 012169
CMYK 100 85 5 22



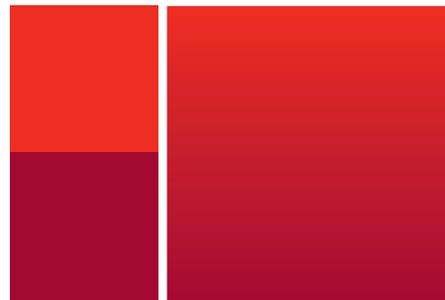
Blue text Gradation:
Pantone 286 to
Pantone 280

Pantone 485

RGB 218 41 28
HEX DA291C
CMYK 0 95 100 0

Pantone 201

RGB 157 34 53
HEX 9D2235
CMYK 7 100 68 32



Red text Gradation:
Pantone 485 to
Pantone 201

Typography

ARRPAS-UK brand uses one typeface, Arial, with variants in weight.

Arial Black Italic is a thoroughly modern, angular typeface and is used exclusively within ARRPAS-UK logo. **Arial Black Italic should be used only in Bold and only uppercase.**

Arial regular is a versatile lighter variant within the Arial family. Where possible, use lower-case headings and sub-headings and capitalise each word.

Fonts Used

ARIAL REGULAR

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789&#@?£'«!»)

ARIAL BLACK ITALIC

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789&#@?£'«!»)



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Further **Information**

If you have any queries on these guidelines,
please contact ARRPA-UK team at:

marketing@arpas.uk

or Intimation Creative at:

studio@intimation.uk

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