



Brand Guidelines

August 2019

In our toolbox, we have a wide variety of elements and assets at our disposal to create a rich and unique brand experience.

How we use these tools requires a deeper knowledge. In here, you will find a few must-follow rules and guiding principles to help bring our brand to life in a consistent way. Take a moment to familiarize yourself with all aspects of our brand before embarking on any branding exercise.

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1

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Brand Positioning

- 1.1 Mission Statement
- 1.2 Mission Statement in Practice
- 1.3 Values and Actions
- 1.4 Brand Stewardship

Aviation that benefits everyone.

Aviation that benefits everyone.

At Wing, we do more than air
deliver the things people need.

We empower communities—
helping the businesses we know
and love service more customers
and employ more people.

We cater to the environment—
by passing the exhaust-heavy
delivery of the past centuries.

And we give our fellow neighbors
the opportunity to shop in their
city with more **convenience and
accessibility**.

Simply put, we're aviation that
benefits everyone.

Aviation that benefits everyone.

Expressed as
a Sign Off

Do

- Use this line as a sign-off in advertising (i.e. next to or near logo)
- Use this as a bio for Wing’s social accounts (IG and Twitter)

Don’t

- Use it without proper context
- (For example: a smoothie shop owner packaging a smoothie in a Wing box)

Aviation that benefits everyone.

Expressed as
Headlines

For Public

The freedom of flight = endless opportunities on the ground.

More accessible, sustainable, and seamless delivery is here.

For Businesses

Air delivery for your ambitions.

Elevate your business as the local go-to with Wing.

For Users

Skip the traffic. Let your order soar. What you need, rises above the rest.

Values

Actions

- 1
- Thriving local commerce makes for thriving communities.
- 2
- Users and nonusers are equally important.
- 3
- People should have access to the things they want, where, and when they want them.

- 1
- Prioritize safety above all.
- 2
- Listen first, act second.
- 3
- Create simple, fair, and frictionless experiences.

Brand Stewardship

1

We're a human brand meant for humans.

2

We represent aviation that benefits everyone.

3

Our self-awareness helps with trust.

We are welcoming and enthusiastic about the locations we serve, and where we'll go in the future. When it comes to getting into our technology and how it all works, we're thoughtful, humble, and detailed where it matters. We often infuse our stories with an earnestness about using the boundless resource of the sky.

2

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Visual Identity

- 2.1 Primary Logo
- 2.2 Secondary Logo
- 2.3 B&W Logo
- 2.4 Mark Construction
- 2.5 Mark Color Use
- 2.6 Logo Clearspace
- 2.7 Logo Minimum Size
- 2.8 Logo Incorrect Usage
- 2.9 Co-branding

Visual Identity
Wing Logo

In its simplest interpretation, the Wing logo represents flight. The wing-shaped symbol and ground shadow give a sense of depth and levity to the mark. The implication of the upwards-right symbol direction positions Wing as positive

and forward-facing. Emboldened with this momentum, we find parallel meaning with Wing’s ability to elevate customers and businesses both literally and metaphorically.



Visual Identity
Secondary Logo

To ensure legibility and consistency, there are universally appropriate color use cases for our logo. It should primarily appear in white when placed on dark backgrounds, and in Wing Purple when placed on light backgrounds.



Visual Identity
Secondary Logo

When placing our logo on top of imagery, simplicity is key. Photos with ample negative space and uncomplicated background textures are ideal, and the logo color with the highest contrast should be chosen.



Visual Identity
Logo Black & White

For printing restrictions and other scenarios where branded colors must be omitted, our logo can be rendered in black or white.



2.4

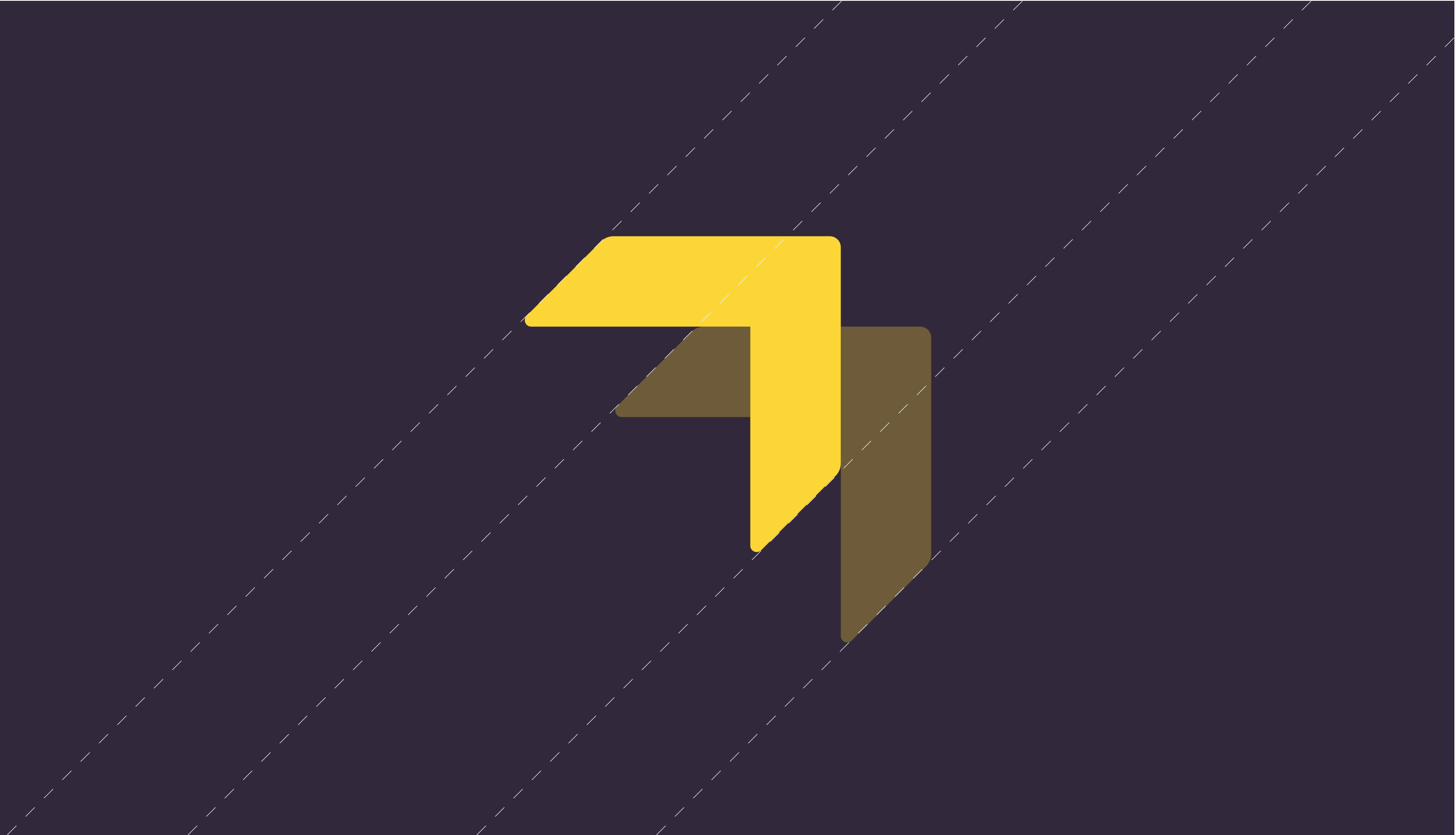
Visual Identity

Mark Construction

The Wing mark symbolizes flight, and upward momentum, suggesting optimism and forward progress. The wing-shape and ground shadow are constructed on a 45 degree angle, laying the foundation for other visual expressions to utilize this grid.

→

45°
Angle



2.5

Visual Identity

Mark Shadow

The shadow is rendered in a 30% tint of the foreground color. Below are specific color values that correspond to each tint combination.

- 1

30% tint on Wing Purple

HEX #6e5c3b

RGB 110/92/59

CMYK 21/40/90/64

PMS 7561 C / U
- 2

30% tint on Wing Yellow

HEX #bfa238

RGB 191/162/56

CMYK 2/22/100/8

PMS 110 C / U
- 3

30% tint on White

HEX #c2bfc5

RGB 194/191/197

CMKY 26/22/2/9

PMS 5295 C / U
- 4

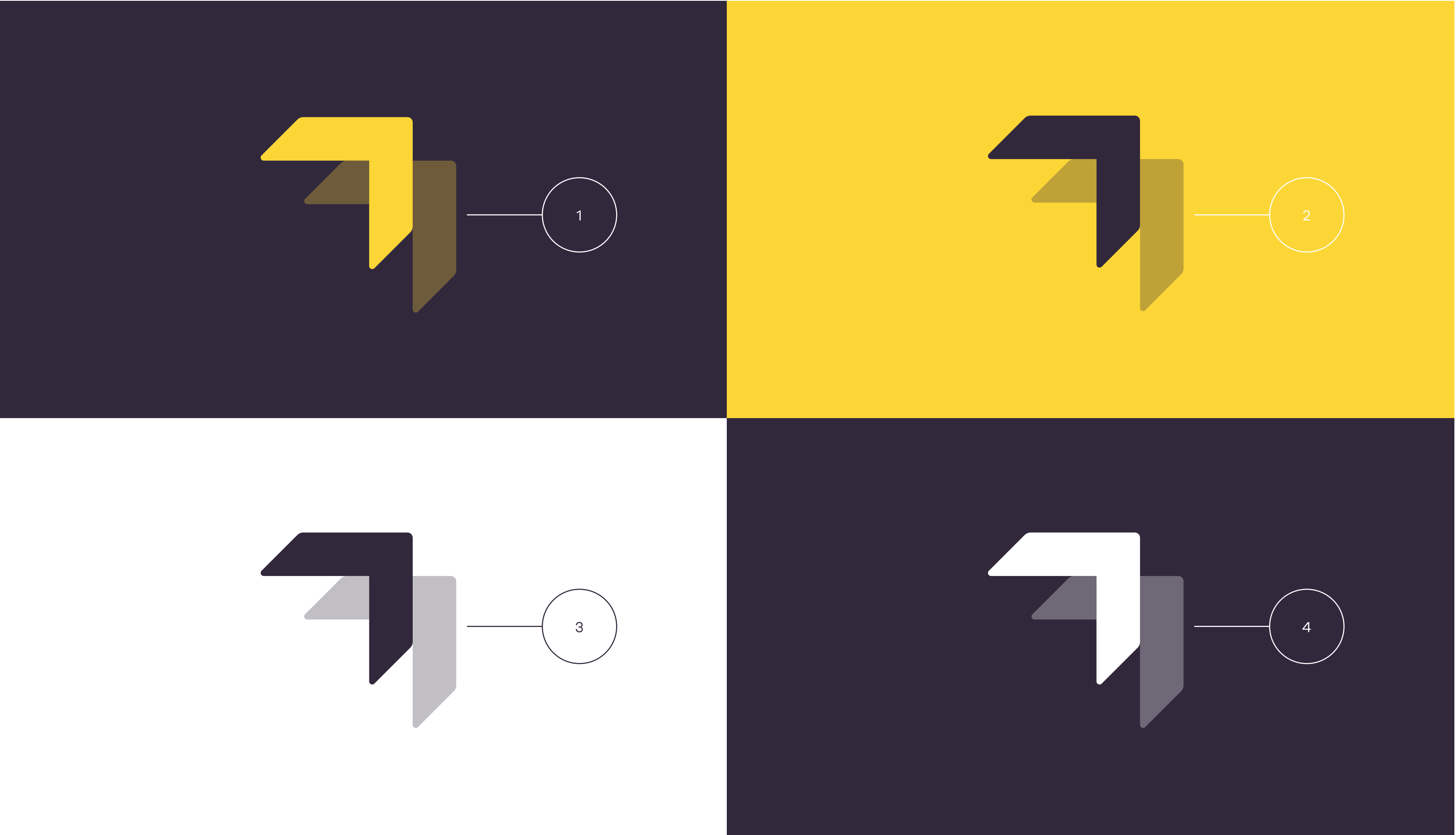
30% tint on White

HEX #5c5461

RGB 92/84/97

CMKY 64/63/45/25

PMS 7666 C



2.5

Visual Identity

Mark on Image

To create enough contrast, adjustments to the shadow's tint may be necessary when placing the logo against an image. 30%, 40% and 50% tints are appropriate depending on the image.



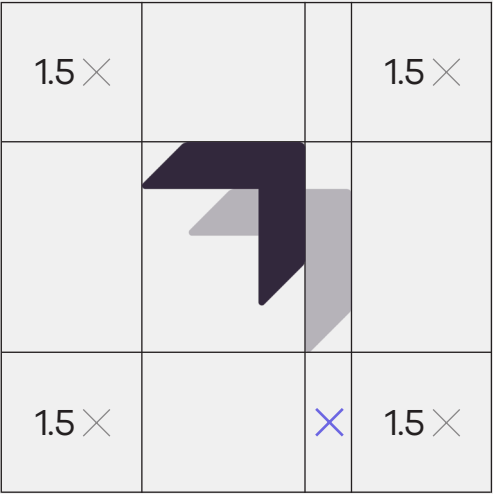
2.6

Visual Identity

Logo Clear Space

A little space can make a big difference. A minimum area of clear space allows it to stand out by ensuring that any copy, artwork, or other visual elements are kept clear out of the way. For our logotype, this clear space is defined by the

height and width of mark. When the mark stands alone, the clear space is equal to 1.5x the width of the shadow. These spaces are relative to the size of the logo and apply to all variations.



Our logo is only impactful if people can read it. Minimum sizes for both print and digital help retain legibility in all communications.

Print

For print applications, the minimum width of the logo is 0.75in, and 0.25in for the mark.

Wing



0.75 in



0.25 in

Digital

For digital applications, the minimum width of the logo is 100 px, and 35 px for the mark.

Wing



100 px



35 px

2.8

Visual Identity

Logo Incorrect Usage

The success of the Wing logo depends on its ability to maintain a consistent appearance across the board. In order to preserve our logo’s integrity, the following examples illustrate how it should not be used. These rules apply to both the logotype and logo mark.



⊘
Do not change the typeface of the logo



⊘
Do not rotate or change the angle of the logo



⊘
Do not add effects or treatments



⊘
Do not warp, stretch or change proportions



⊘
Do not place the logo on a complex background



⊘
Do not place logo inside a container device



⊘
Do not place yellow logo on a white background due to insufficient contrast



⊘
Do not change the color of the logo

2.9

Visual Identity

Co-branding

In many instances, it will be necessary to co-brand materials between Wing and our partners. A plus sign (+) should be used between the two logos as a dividing element.

If a partner utilizes a typographic logo, the cap height should align with ours. Otherwise, partner logo marks without typography should be aligned optically at the maker’s discretion.

Wing  + Uber Eats



*For illustrative purposes only.

3

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Color & Typography

- 3.1 Primary Brand Palette**
- 3.2 Supporting Brand Palette**
- 3.3 Hierarchy**
- 3.4 Brand Palette Usage**
- 3.5 Illustration Palette**
- 3.6 Illustration Palette Usage**
- 3.7 Typography Overview**
- 3.8 Typography Usage**
- 3.9 Tracking & Letting**

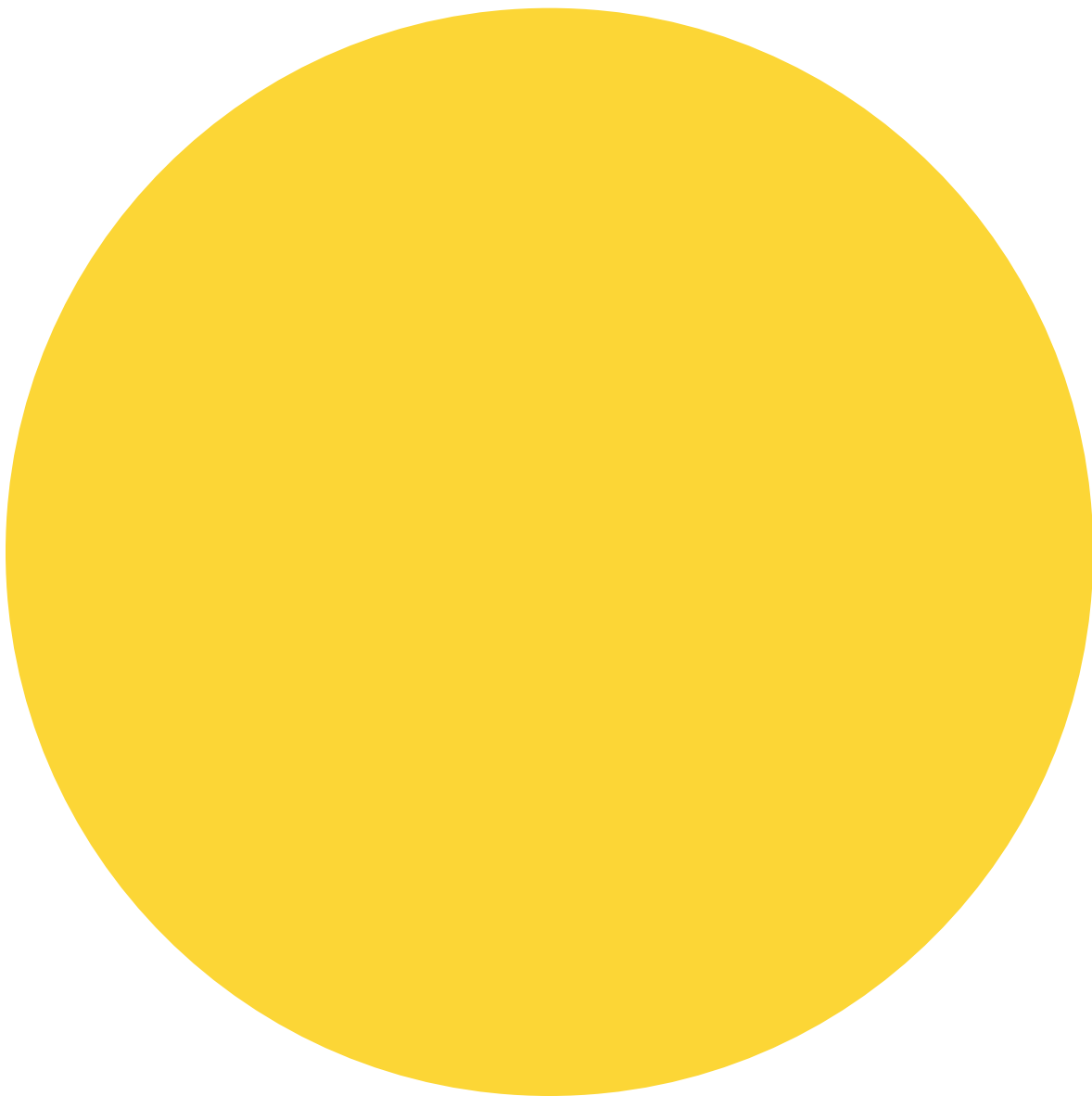
Color & Typography

Brand Palette

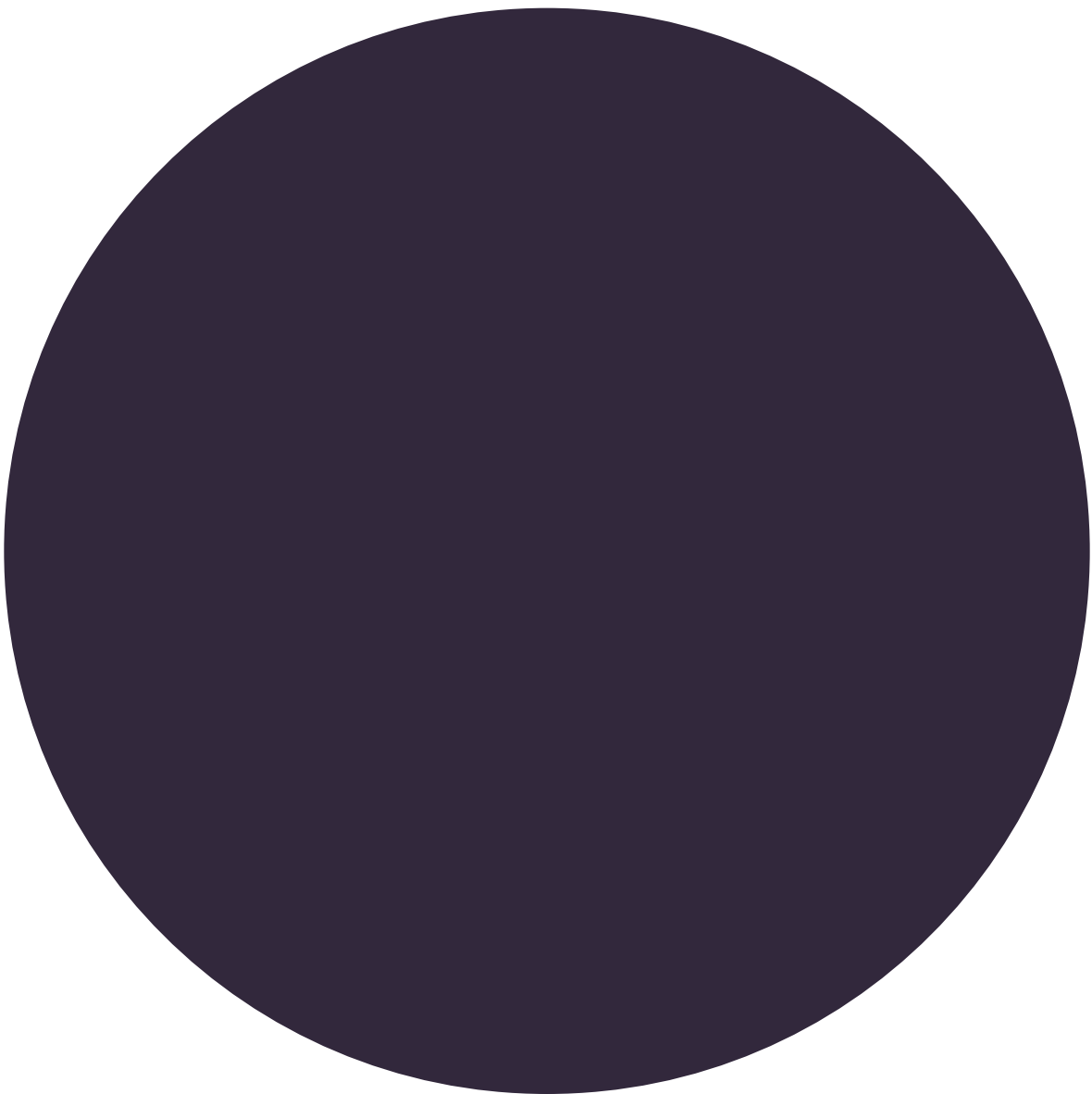
Primary

It's important that our colors are as distinctive as our brand. The Wing primary brand palette consists of Wing Yellow, Wing Purple, and white.

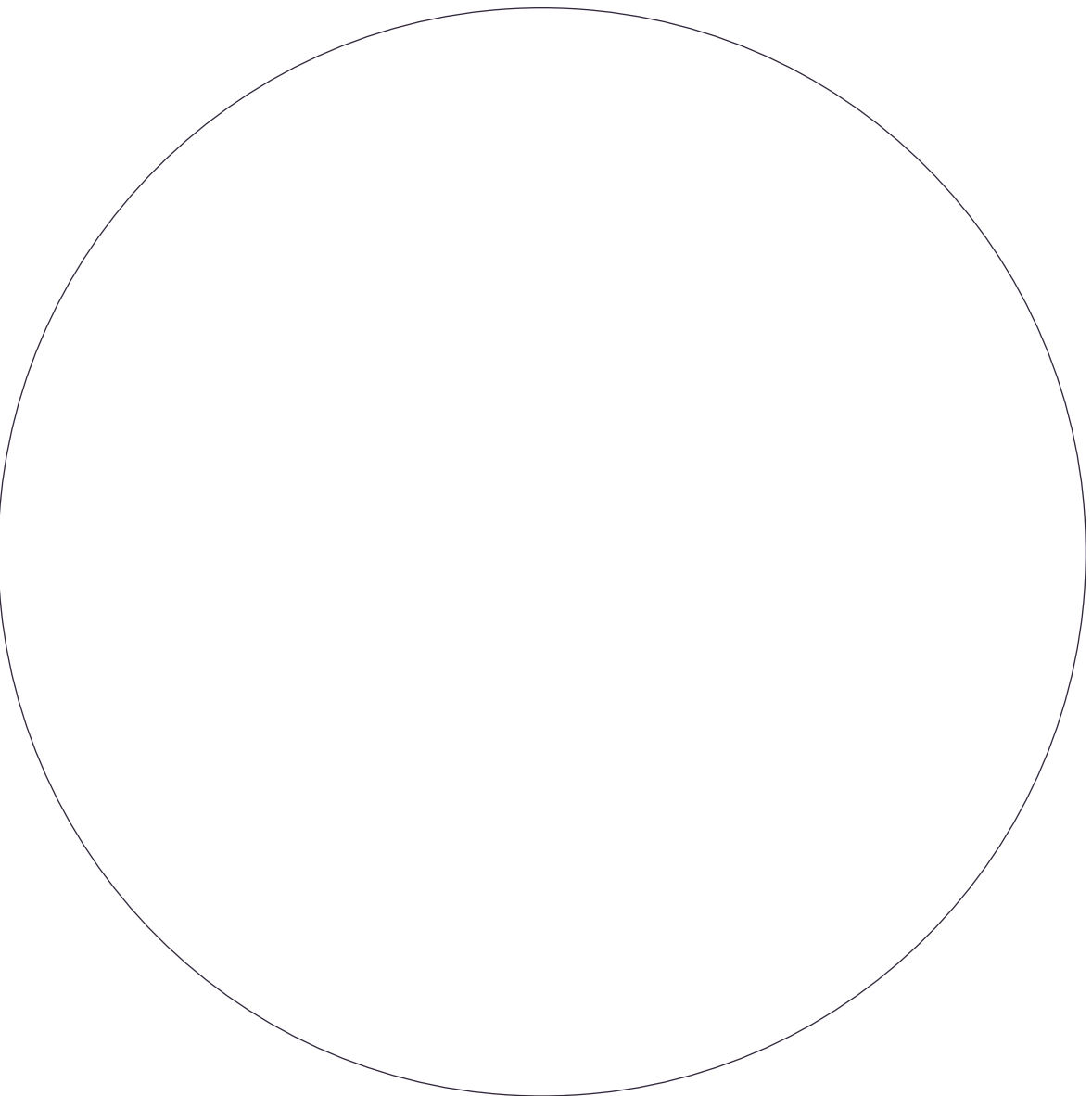
Please note that when using CMYK values it should always be matched to the PMS (Pantone) when printing.



1 **Wing Yellow**
RGB 252 / 214 / 54 CMYK 2 / 13 / 89 / 0
HEX #FCD637 PMS Yellow 012 C / 108 U



2 **Wing Purple**
RGB 50 / 40 / 60 CMYK 76 / 79 / 49 / 53
HEX #32283C PMS 276 C / 276 U



3 **Wing White**
RGB 0 / 0 / 0 CMYK 0 / 0 / 0 / 0
HEX #FFFFFF PMS N / A

3.2

Color & Typography

Brand Palette

Supporting

Secondary colors, neutrals, and accents complement our primary colors and enhance our system overall. How these colors are implemented depends on the communication vessel, but they should always be paired with the primary

palette to ensure the Wing brand is clearly communicated. Please note that when using CMYK values it should always be matched to the PMS (Pantone) when printing.

2	Secondary	Secondary colors are used in conjunction with the primary colors, reserved for situations when Wing Purple or Yellow are at risk of being overused.
3	Neutrals	The neutral palette creates visual breaks, acting functionally in scenarios that need breathing room such as the website or text-heavy collateral.
4	Accent	Our accent palette, which is a tonal complement to the primary palette, works well for eye-catching components such as CTA buttons and web links.

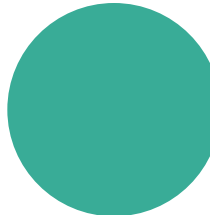
2 **Green**

RGB 120 / 175 / 159

HEX #39AC97

CMYK 73 / 9 / 50 / 0

PMS 339 C / 339 U



3 **Cool Gray 1**

RGB 240 / 240 / 240

HEX #F0F0F0

CMYK 4 / 3 / 3 / 0

PMS Cool Gray 1 C /

Cool Gray 1 U

Cool Gray 3

RGB 226 / 226 / 226

HEX #F5F5F5

CMYK 10 / 7 / 8 / 0

PMS Cool Gray 3 C /

Cool Gray 6

RGB 196 / 196 / 196

HEX #C4C4C4

CMYK 23 / 18 / 19 / 0

PMS Cool Gray 6 C /

Cool Gray 6 U



Cool Gray 9

RGB 101 / 101 / 101



HEX #646464

CMYK 60 / 52 / 51 / 21

PMS Cool Gray 9 C /

Cool Gray 9 U



4	Bright Yellow	
	RGB 255 / 245 / 98	
	HEX #FFF562	
	CMYK 3 / 0 / 73 / 0	
	PMS 100 C / 3955 U	
	Soft Purple	
	RGB 99 / 80 / 118	
	HEX #635076	
	CMYK 68 / 74 / 31 / 13	
	PMS 2094 C / 2093 U	

Violet

RGB 197 / 111 / 255

HEX #C56FFF

CMYK 39 / 60 / 0 / 0

PMS 814 C / 266 U



Bright Purple

RGB 108 / 102 / 226

HEX #6C66E2

CMYK 68 / 65 / 0 / 0

PMS 2725 C / 2366 U



3.3

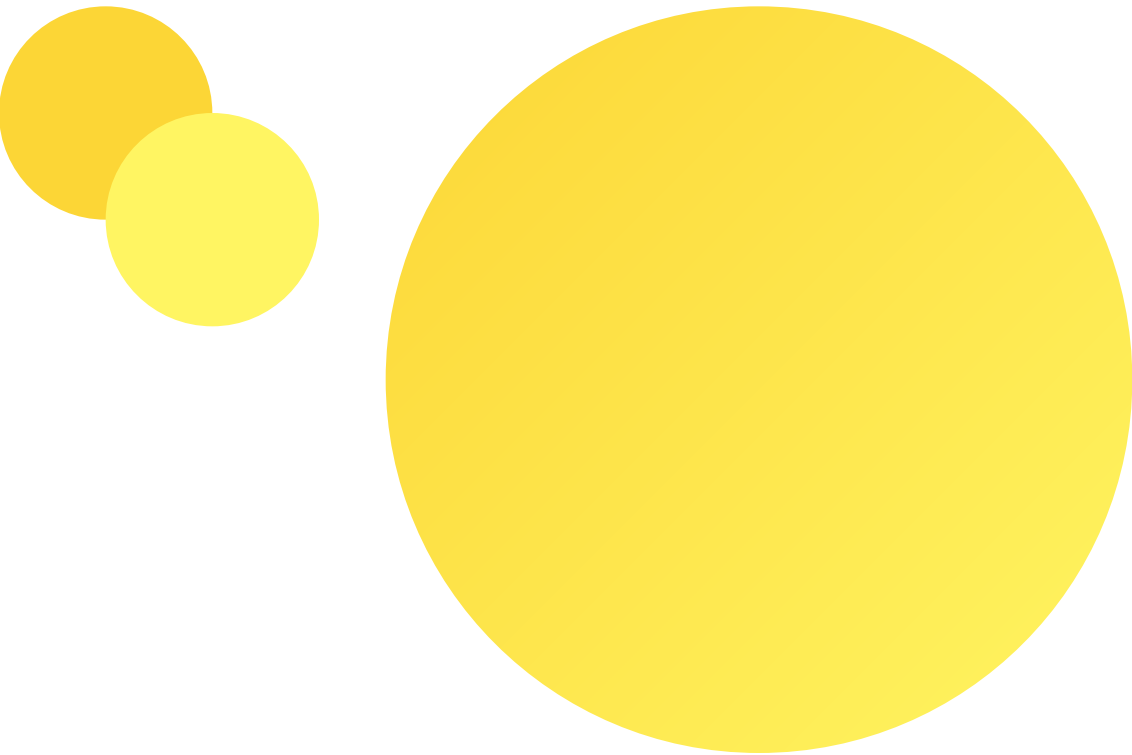
Color & Typography

Brand Palette

Supporting

Using the primary and accent palettes, these gradients can be used to create highlight and depth, specifically within UI components such as buttons.

1 Wing Yellow + Bright Yellow



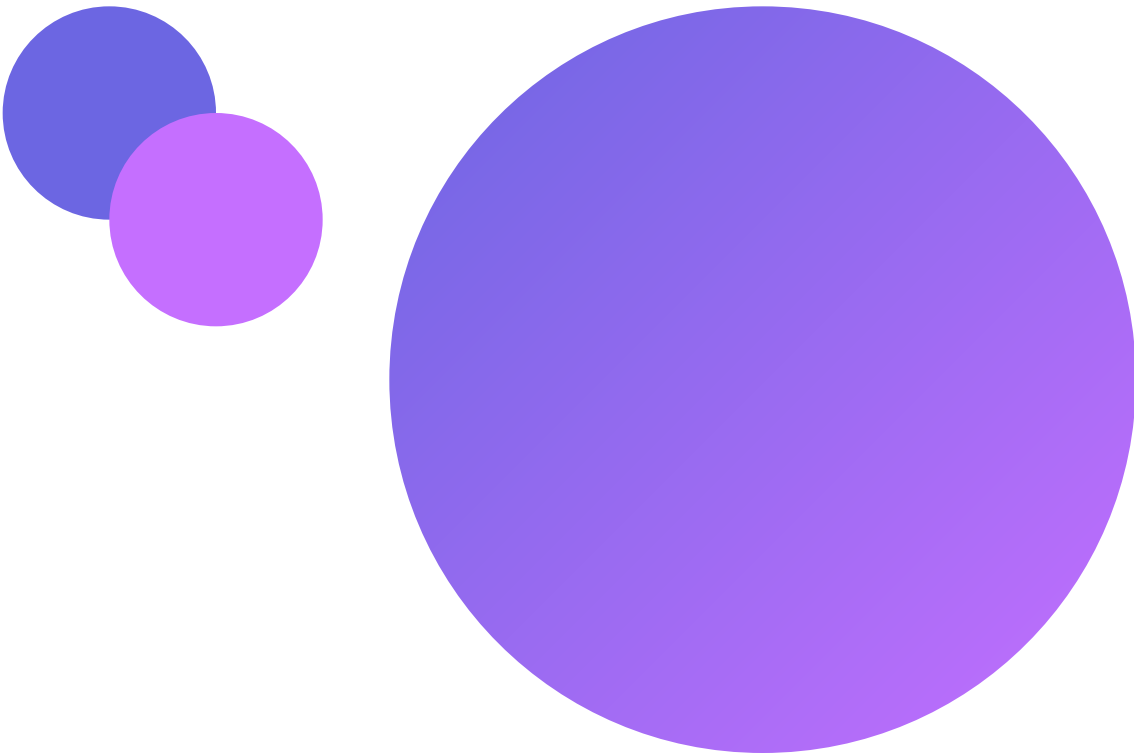
Wing Yellow

RGB 252 / 214 / 54
HEX #FCD637
CMYK 2 / 13 / 89 / 0
PMS Yellow 012 C / 108 U

Bright Yellow

RGB 255 / 245 / 98
HEX #FFF562
CMYK 3 / 0 / 73 / 0
PMS 100 C / 3955 U

2 Bright Purple + Violet



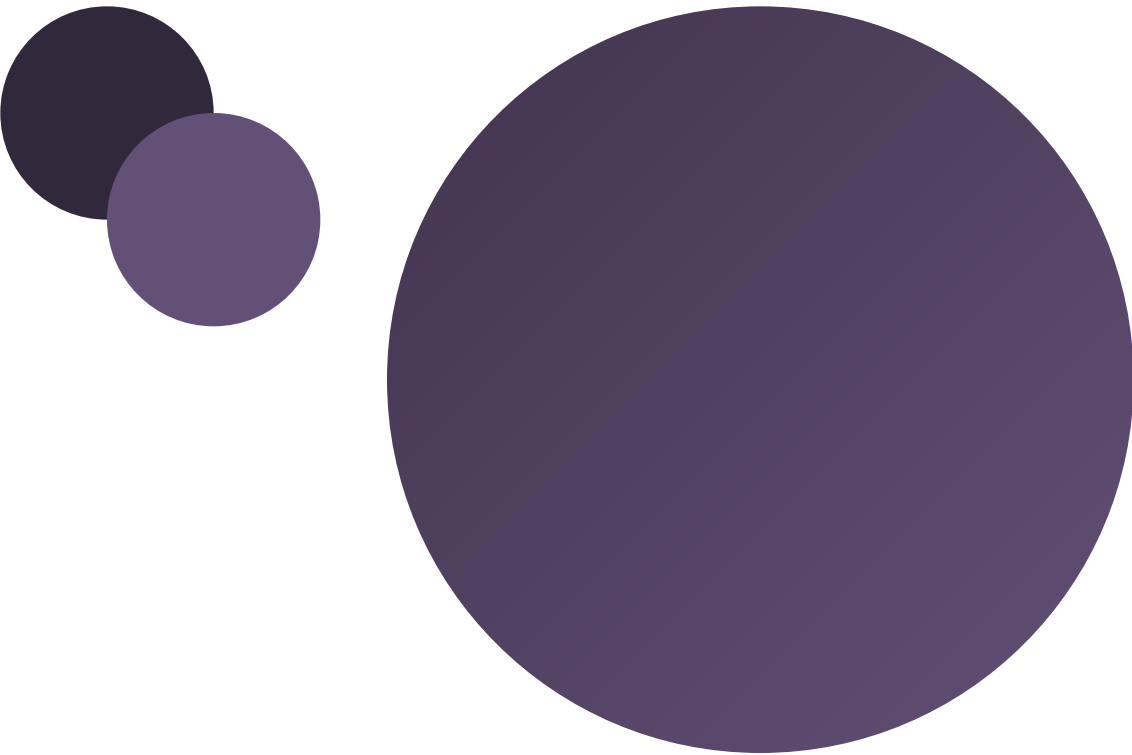
Bright Purple

RGB 108 / 102 / 226
HEX #6C66E2
CMYK 68 / 65 / 0 / 0
PMS 814 C / 266 U

Violet

RGB 197 / 111 / 255
HEX #C56FFF
CMYK 39 / 60 / 0 / 0
PMS 2725 C / 2366 U

3 Wing Purple + Soft Purple



Wing Purple

RGB 50 / 40 / 60
HEX #32283C
CMYK 76 / 79 / 49 / 53
PMS 276 C / 276 U

Soft Purple

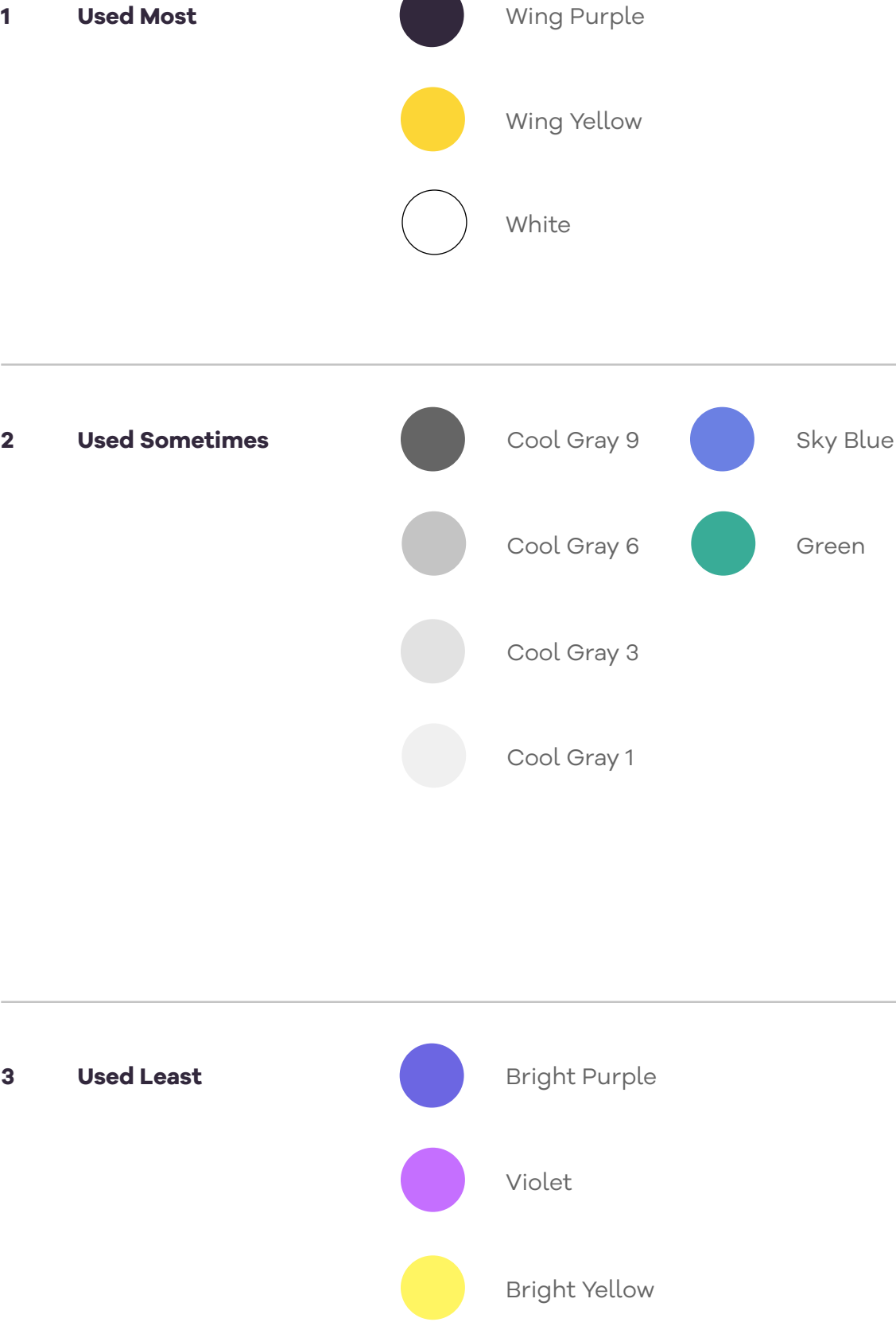
RGB 99 / 80 / 118
HEX #635076
CMYK 68 / 74 / 31 / 13
PMS 2725 C / 2366 U

3.3

Color & Typography

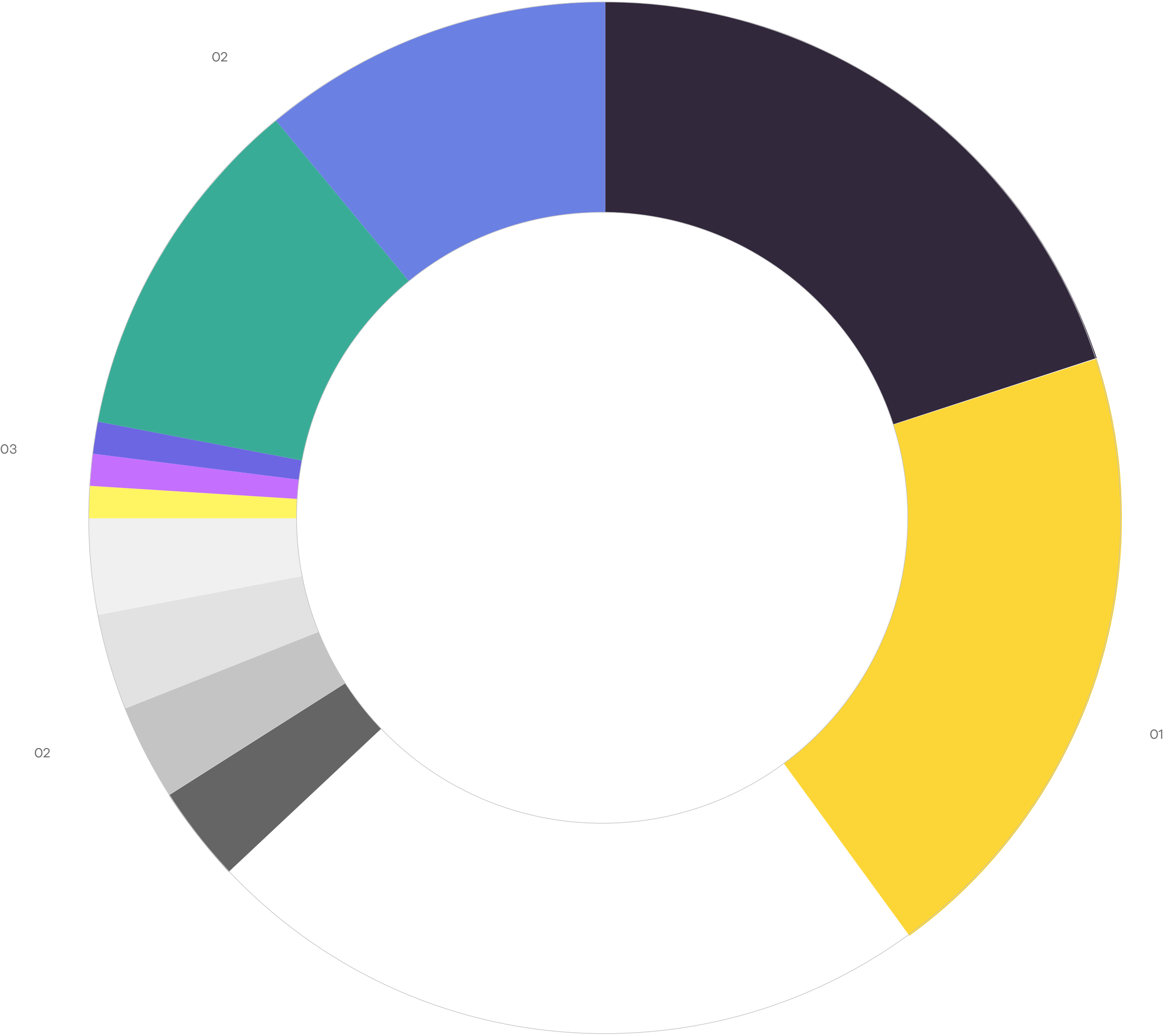
Brand Palette

Hierarchy



To accurately express our brand personality, a careful balance of colors should be maintained. This color chart shows which colors to prioritize in compositions and in approximately what amounts. This is a rough guideline and every color does not need

to be represented at the same time or in the precise amount reflected here. This chart includes our primary, neutral, accent and secondary palettes. It does not include the gradients or illustration palette.



3.4

Color & Typography
Brand Palette
Usage

Do stick to our three primary brand colors for the most important touchpoints like packaging or employee uniforms.



3.4

Color & Typography

Brand Palette

Usage

Do use the secondary colors to create visual interest and break up usage of the primary palette.

Don't use the secondary palette by itself; the primary palette should always be present.



3.4

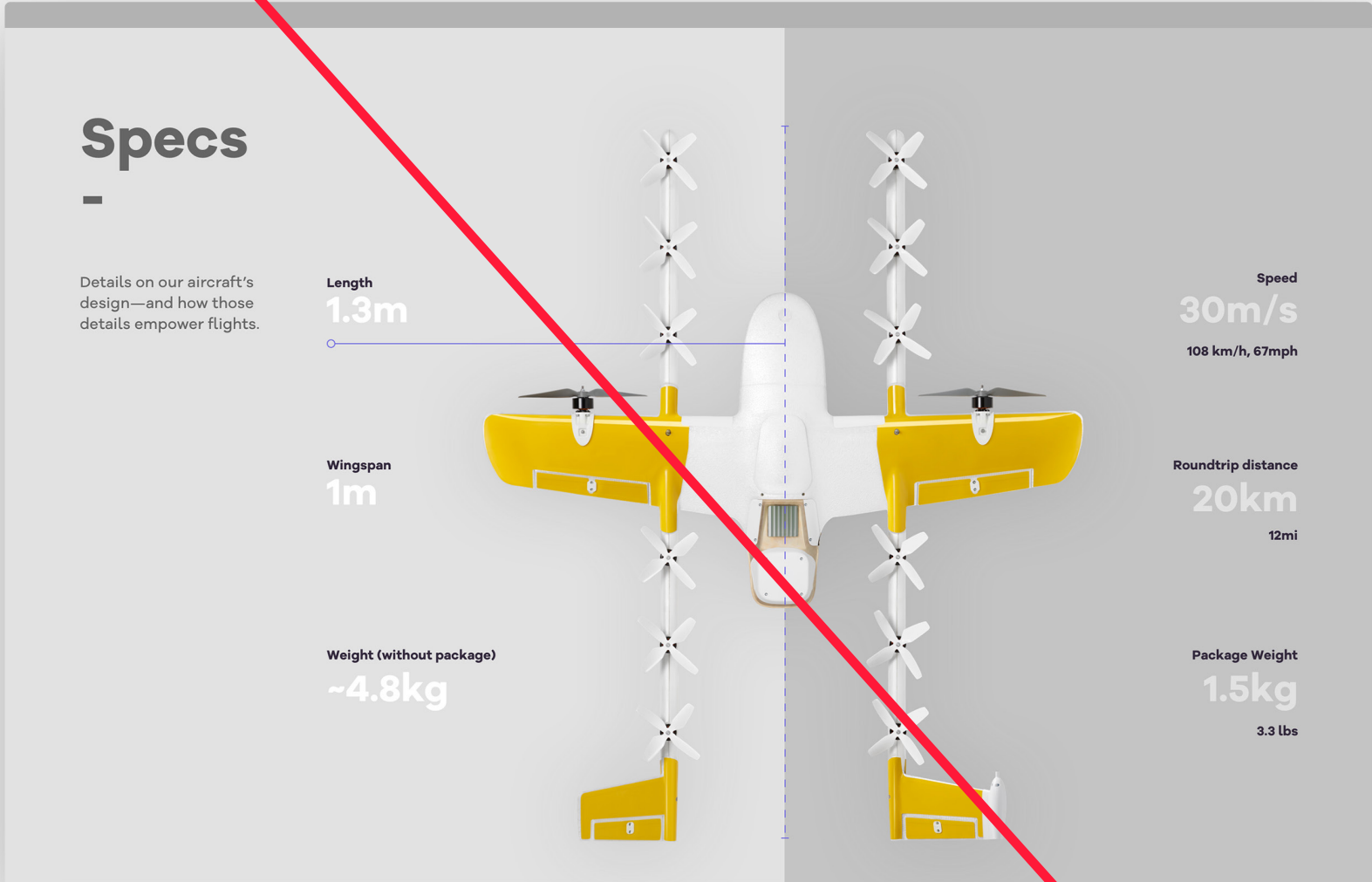
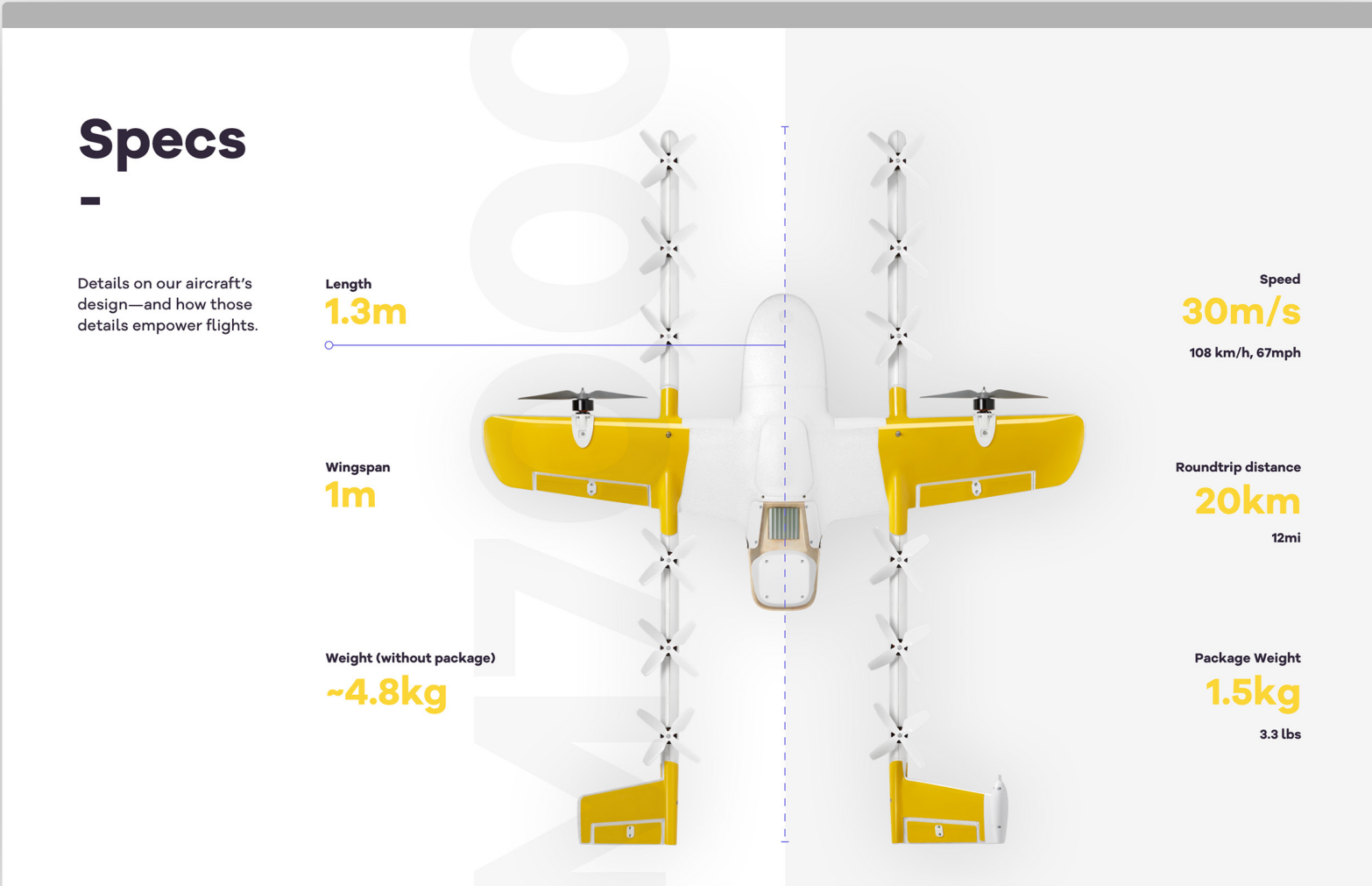
Color & Typography

Brand Palette

Usage

Do use neutrals as a light visual break when Wing Purple or Yellow may be too overwhelming.

Don't rely too heavily on the neutral palette; the overall feel should remain bright, light, and energetic.



3.4

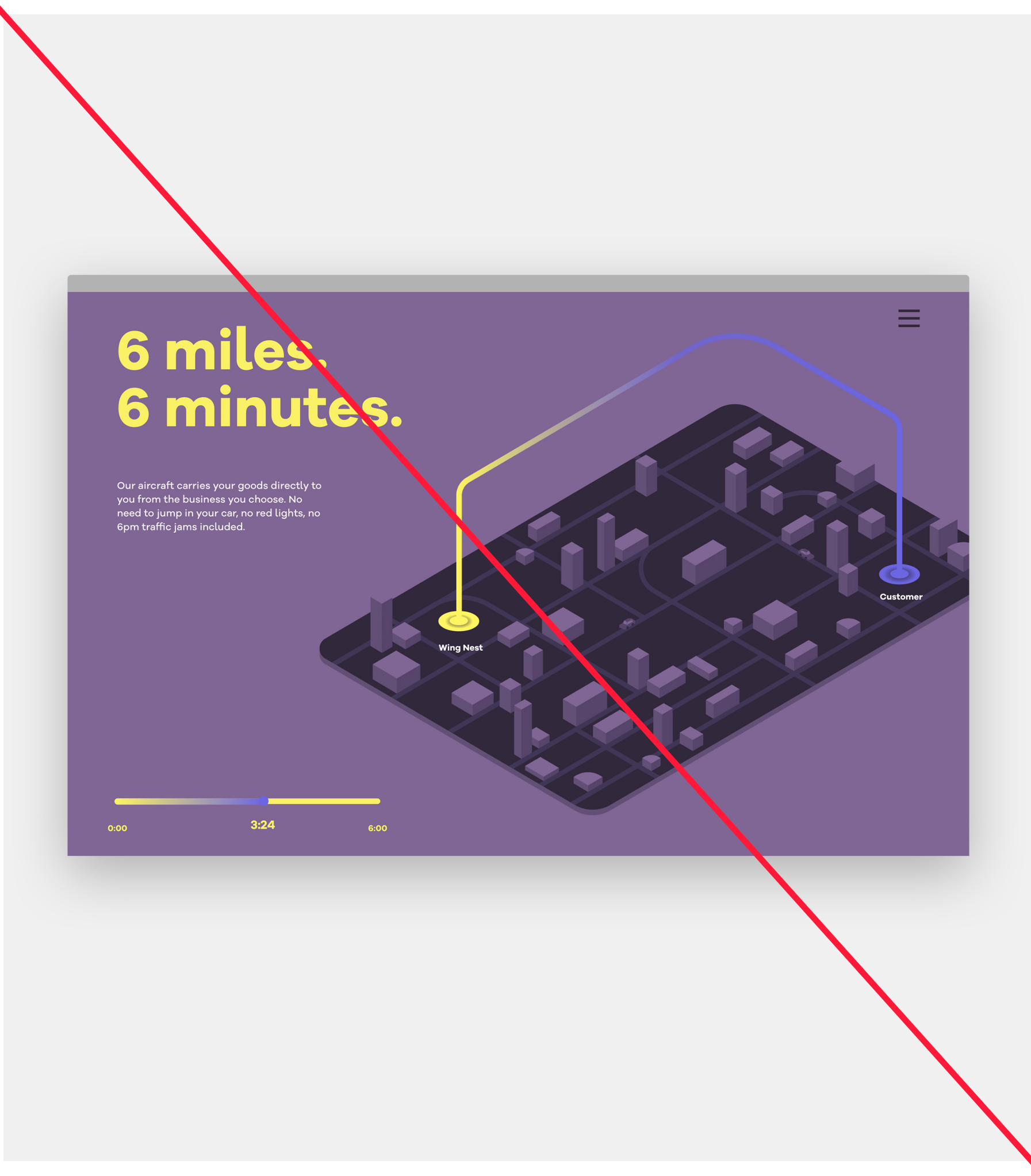
Color & Typography

Brand Palette

Usage

Do use the accent colors for unique scenarios that benefit from a sense of tonality or variation.

Don't dilute the accent colors' meaning by overusing them; their presence should call attention to no more than 1-2 elements at a time.



3.5

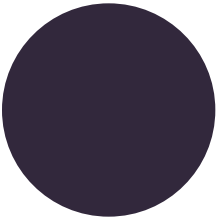
Color & Typography

Illustration Palette

The Illustration palette is separate from the brand palette, reserved for illustrations and data visualizations only. These colors should not be used on brand touchpoints unless they have an illustrative element.

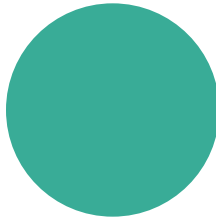
Wing Purple

RGB 50 / 40 / 60
HEX #32283C
CMYK 76 / 79 / 49 / 53
PMS 276 C / 276 U



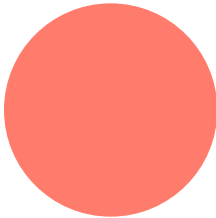
Green

RGB 120 / 175 / 159
HEX #39AC97
CMYK 73 / 9 / 50 / 0
PMS 339 C / 339 U



Coral

RGB 255 / 124 / 108
HEX #FF7C6C
CMYK 0 / 65 / 52 / 0
PMS 2344 C / 2344 U



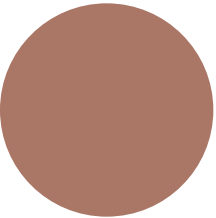
Sky Blue

RGB 42 / 101 / 150
HEX #6B80E3
CMYK 62 / 50 / 0 / 0
PMS 2125 C / 2728 U



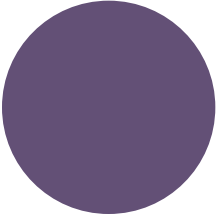
Natural Tan

RGB 235 / 219 / 209
HEX #AA7666
CMYK 30 / 56 / 58 / 8
PMS 4715 C / 7526 U



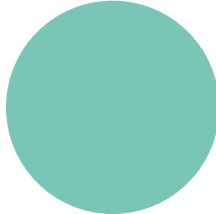
Soft Purple

RGB 99 / 80 / 118
HEX #635076
CMYK 68 / 74 / 31 / 13
PMS 668 C / 7680 U



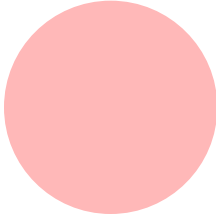
Green 2

RGB 166 / 192 / 182
HEX #79C6B6
CMYK 52 / 2 / 34 / 0
PMS 563 C / 563 U



Coral 2

RGB 255 / 206 / 205
HEX #FFB8B8
CMYK 0 / 35 / 16 / 0
PMS 2337 C / 2337 U



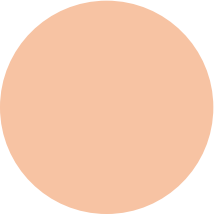
Sky Blue 2

RGB 138 / 121 / 234
HEX #5C9CFF
CMYK 59 / 34 / 0 / 0
PMS 2727 C / 2172 U



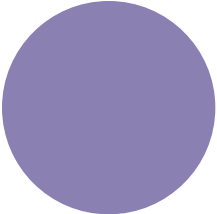
Natural Tan 2

RGB 247 / 195 / 163
HEX #F7C3A3
CMYK 1 / 26 / 34 / 0
PMS 481 C / 7513 U



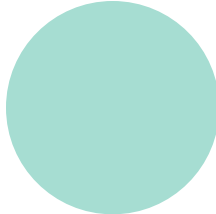
Soft Purple 2

RGB 161 / 128 / 185
HEX #8A80B2
CMYK 50 / 51 / 7 / 0
PMS 2094 C / 2093 U



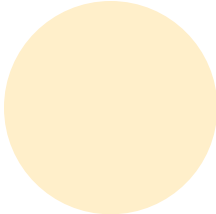
Green 3

RGB 203 / 218 / 212
HEX #35AC97
CMYK 33 / 0 / 21 / 0
PMS 572 C / 566 U



Coral 3

RGB 255 / 239 / 202
HEX #FFEFC A
CMYK 0 / 4 / 22 / 0
PMS 9141 C / 9064 U



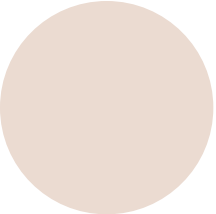
Sky Blue 3

RGB 221 / 238 / 250
HEX #DDEEFA
CMYK 12 / 2 / 0 / 0
PMS 9420 C / 9400 U



Natural Tan 3

RGB 170 / 118 / 102
HEX #EBDBD1
CMYK 7 / 13 / 15 / 0
PMS 4755 C / 9223 U



3.6

Color & Typography

Illustration Palette

Usage

Do use the illustration palette in the context of the broader brand palette. When paired with our brand colors, it creates a sense of depth and tonality.

Don't use the illustration palette in a way that feels overwhelming or illogical. These colors should feel integrated, not forced.





Galano
Grotesque
Alt →

Bold
Medium
Regular
Light

3.8

Color & Typography

Type Hierarchy

The different weights and sizes of Galano Grotesque Alt have been chosen to differentiate hierarchy of information within any running text and copy. The layouts on this page illustrate how the different weights should be used and at what level.

When designing a given composition, be mindful of the number of typefaces within a given layout.

01	Super	Galano Grotesque Alt Bold — 144 / 130 pt
01	Eyebrow	Galano Grotesque Alt Bold — 20 / 20 pt
02	Headline 1	Galano Grotesque Alt Bold — 90 / 90 pt
03	Headline 2	Galano Grotesque Alt Bold — 60 / 60 pt
04	Headline 3	Galano Grotesque Alt Bold — 40 / 40 pt
05	Body	Galano Grotesque Alt Bold — 16 / 22 pt
06	Details	Galano Grotesque Alt Bold — 14 / 18 pt

01

Galano Grotesque Alt.

02

Australia.
Finland.

04

Coming Soon.

↓

01

Take Flight

03

In flight status

—

05

See where your order is and keep up-to-date on its arrival time, in real time.

06

Flight tracker

↑

Track our brand typeface, Galano Grotesque Alt, comfortably close. Don't track the letterforms too tightly, but make sure they feel optically even-spaced.

Australia

Finland

United States

3.9

Color & Typography

Tracking & Leading

The headline leading for Galano Grotesque Alt should be one to one. The smaller the typefaces get within our type styles, the leading increases in relation to the type point size for legibility and readability purposes.

Galano Grotesque Alt
Bold — x / x pt

x

Australia

x

Finland

United States

4

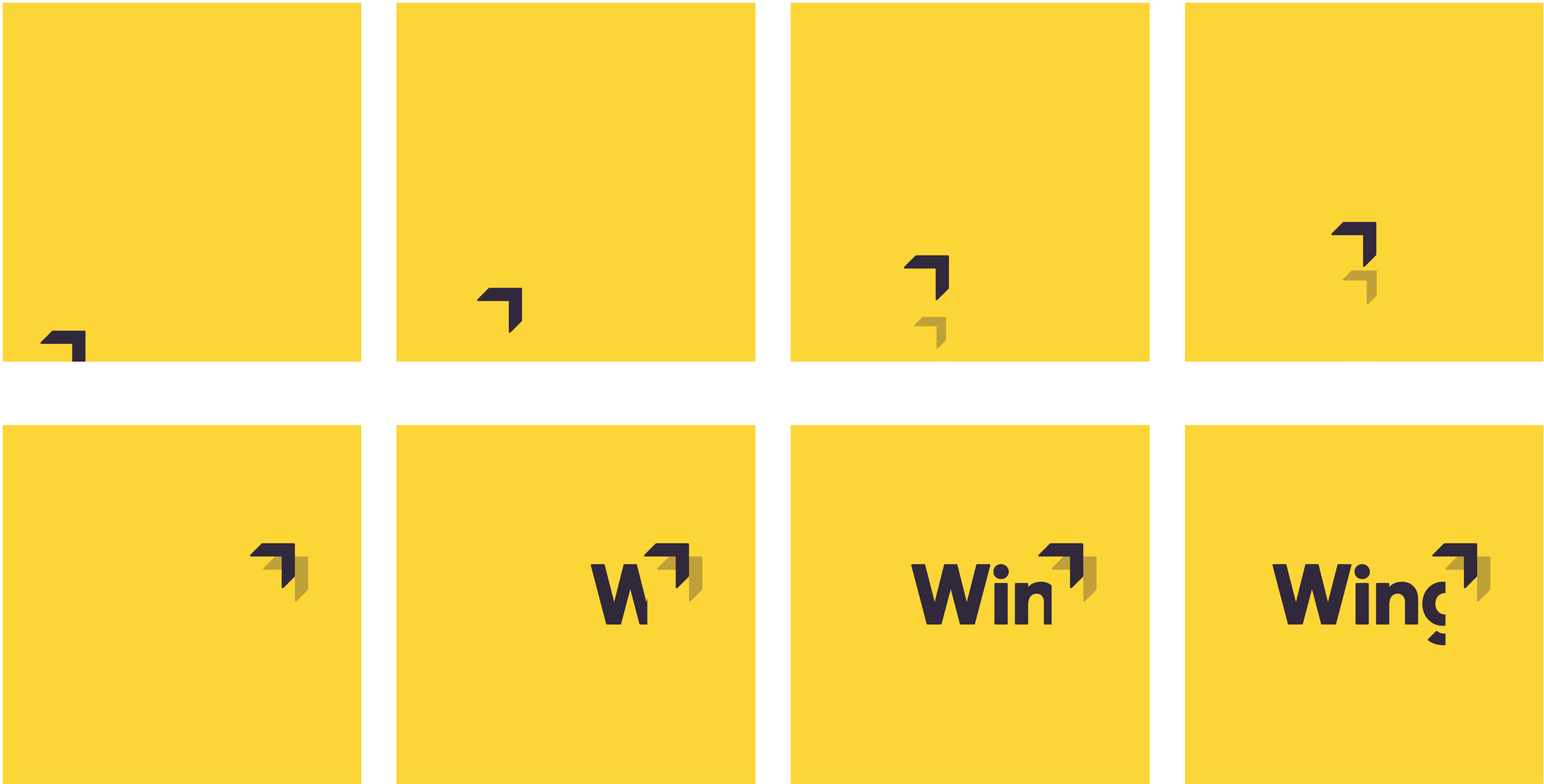
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Visual Language

- 4.1 Motion Principles
- 4.2 Type as Texture
- 4.3 Illustration Overview
- 4.4 Graphic Symbols
- 4.5 Illustrative Symbols
- 4.6 Iconography

Visual Language
Motion Principles

This is an example of how we show our brand within motion.
We want our animations and transitions to be energetic, following some sense of upward lift. When animating on an angle, use a 45° angle moving upwards.



4.2

Visual Language

Type as Texture

The Wing visual system employs typography as texture for bold expression. Language communicating destination, delivery, etc. alludes to flight while allowing for variation. The type size should scale according to application or brand touchpoint

using x / x point size to leading. The Galano Grotesque Alt
Alt arrow glyph is used to display location → location.



45°
Angle

Galano Grotesque Alt
Bold — x / x pt

45°



4.2

Visual Language

Type as Texture

The Wing visual system employs typography as texture for bold expression. Language communicating destination, delivery, etc. alludes to flight while allowing for variation. The type size should scale according to application or brand touchpoint

using x / x point size to leading. The Galano Grotesque Alt arrow glyph is used to display location → location.

Color

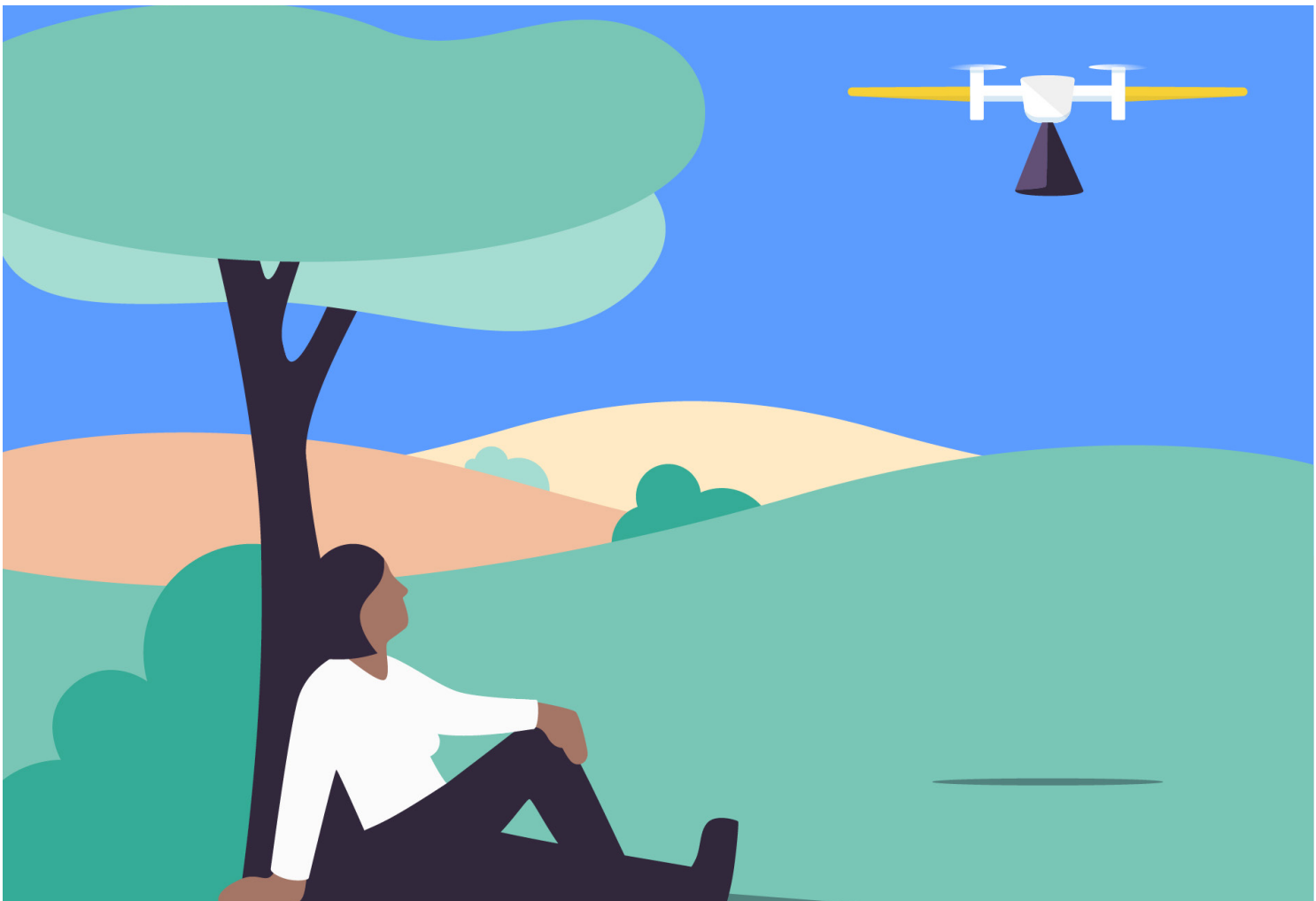
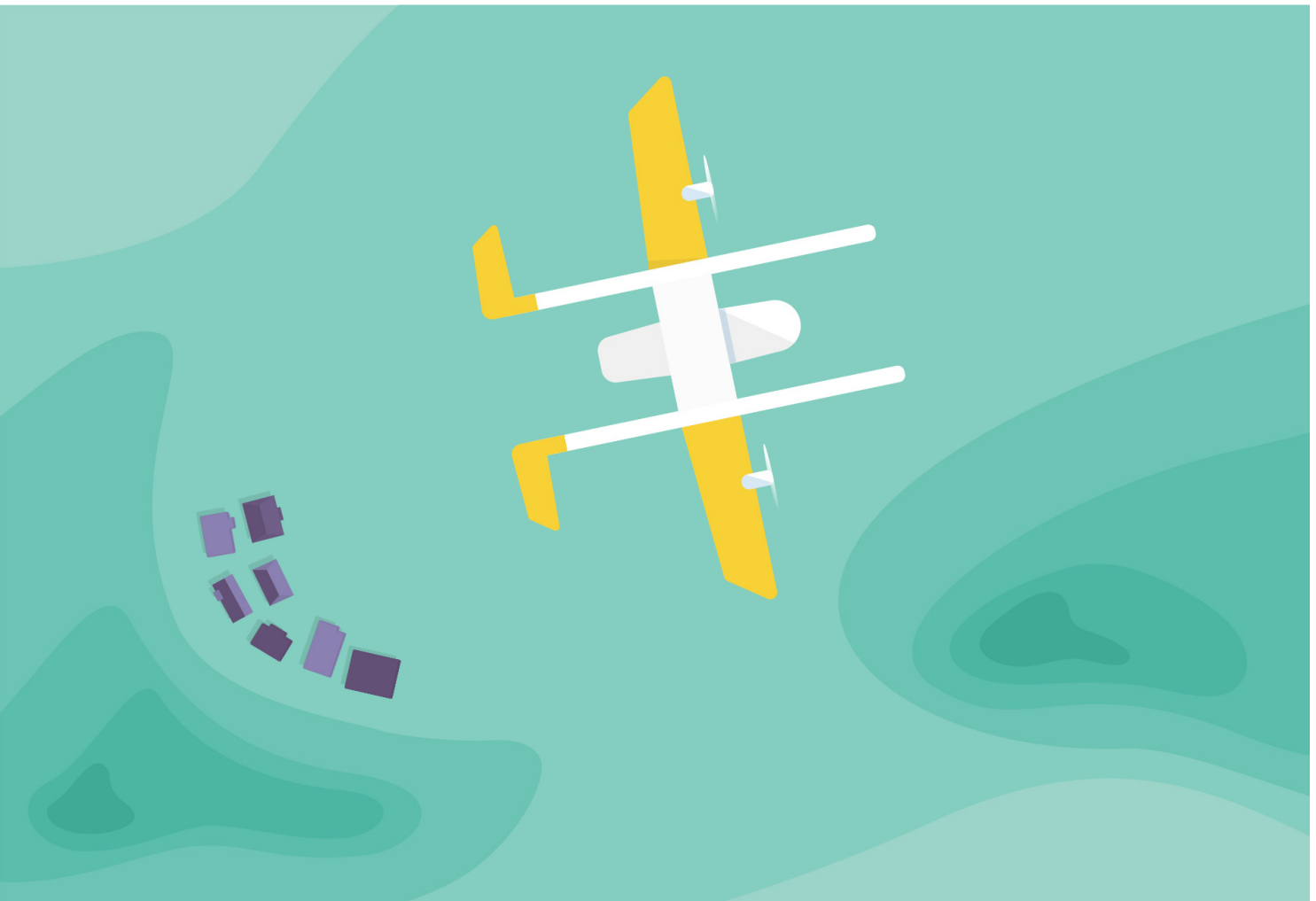
Variations

Galano Grotesque Alt
Bold — x / x pt



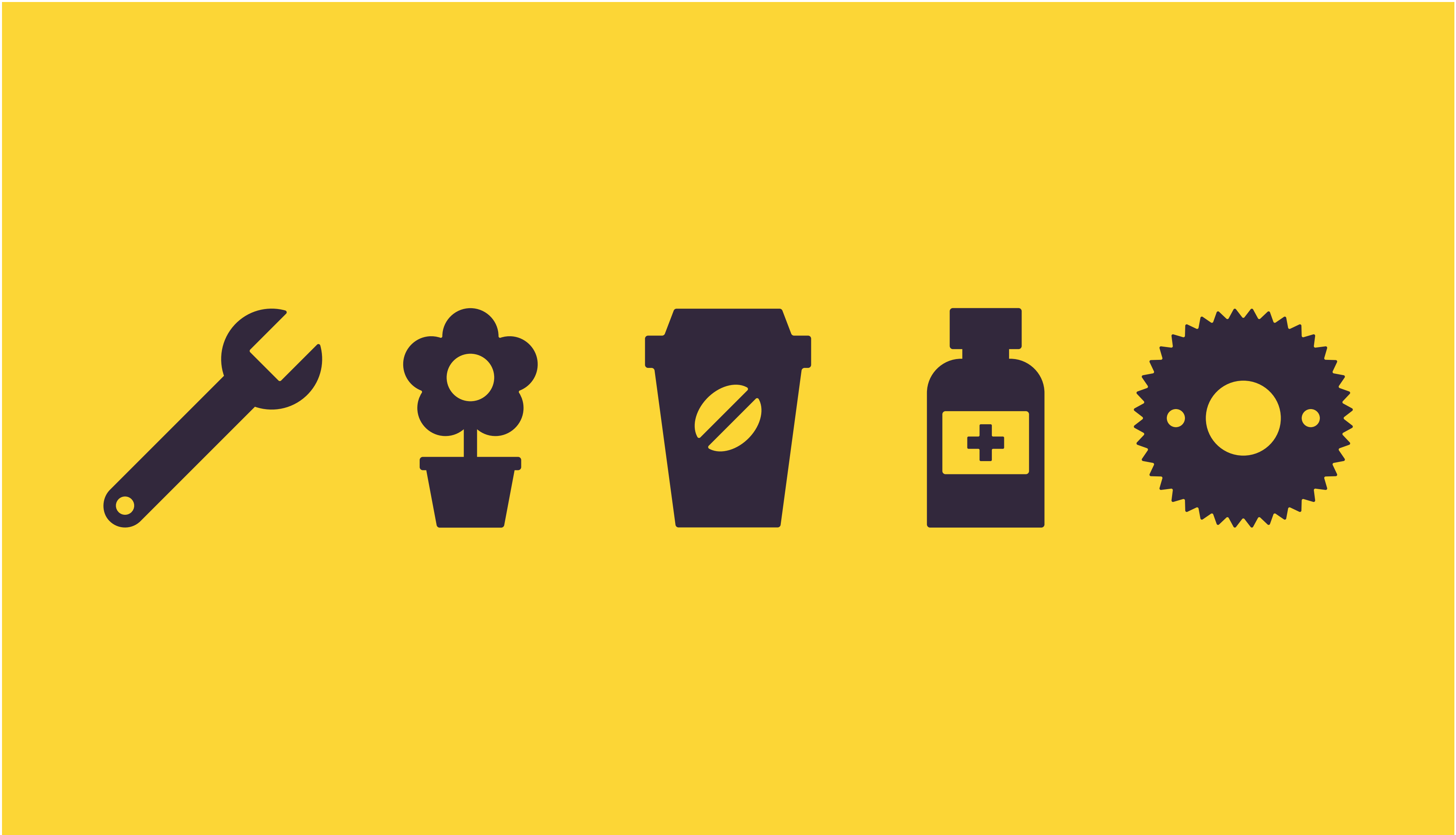
Visual Language
Illustration Overview

Illustration is a powerful tool for communicating key messages and imparting the right mood. Our illustration style is graphic and colorful, with a balance of simplicity and detail.



Visual Language
Graphic Symbols

Graphic symbols are used to quickly express items that are eligible for delivery (i.e. a plant or cup of coffee). These flat graphics can be used in functional or expressive touchpoints.



Visual Language
Illustrative Symbols

In terms of visual complexity, illustrative symbols fall in between our other two types of illustrated elements. Because illustrative symbols convey simple objects rather than full

ideas, avoid using these symbols alone; this element is at its best when seamlessly integrated into our illustration style.



Visual Language
Iconography

Iconography provides the opportunity for a functional and minimal style within digital applications. These icons should be comprised of simple mono-weight shapes and should employ only the most necessary strokes to convey an idea.



5

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Identity Applications

- 5.1 Wild Posting
- 5.2 Billboard
- 5.3 Website
- 5.4 Instagram
- 5.5 Aircraft
- 5.6 Package
- 5.7 Employee Apparel
- 5.8 Headquarters
- 5.9 Wild Posting

Our robust visual language can come together in a myriad of ways. The following application concepts expand on this system's flexibility, each with its own variation on our graphic element hierarchy depending on the medium and message.

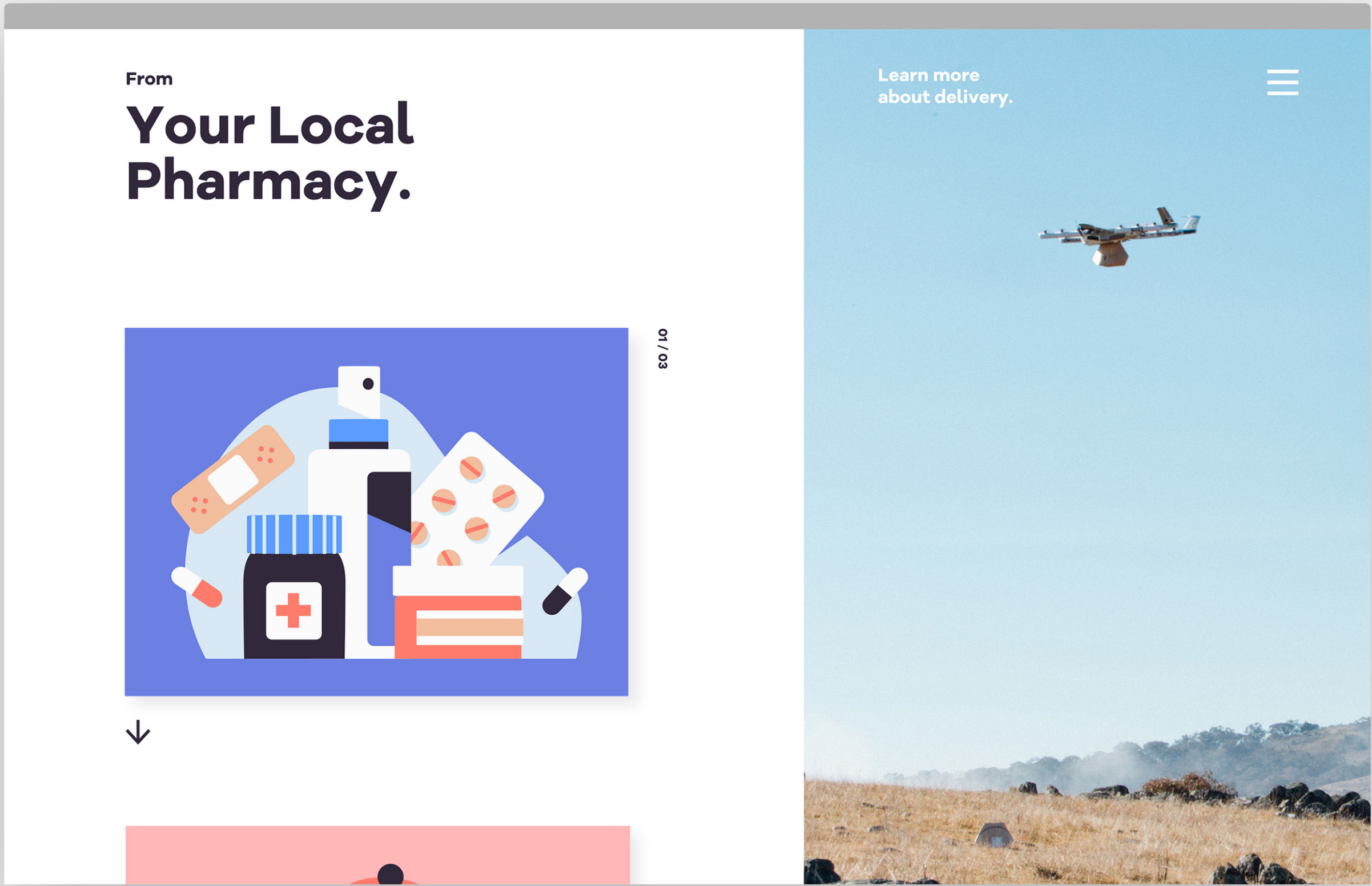


5.2

Identity Applications

Billboard

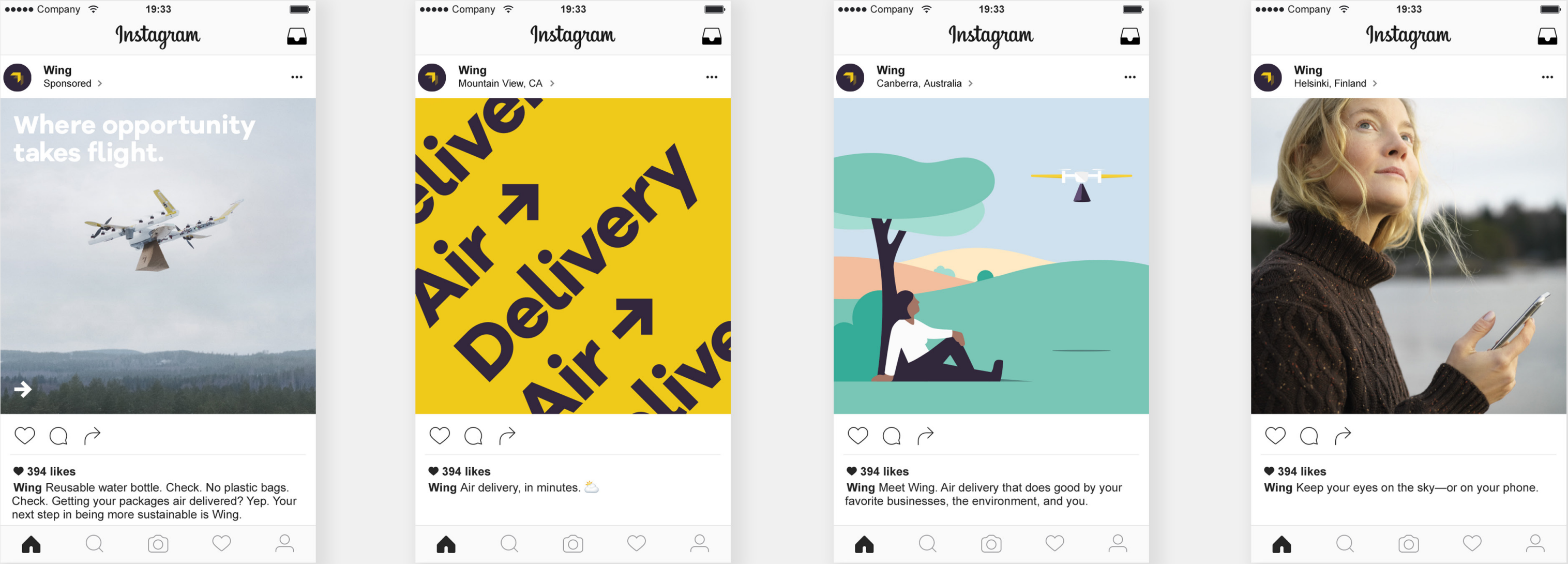




5.4

Identity Applications

Instagram



5.5 Identity Applications

Aircraft



5.6

Identity Applications

Package



5.7 Identity Applications
Employee Apparel







6

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Art Direction

- 6.1 Delivery
- 6.2 Flight
- 6.3 Aircraft
- 6.4 Businesses
- 6.5 Locations
- 6.6 People
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- 6.8 Individual Product

Our photographic approach conveys Wing as authentic, inspirational, and trustworthy. Championing real people and a sense of place is what connects us to a community and inspires engagement with our service. Execution is key; it's important that our images are high quality, natural, optimistic, and honest.

6.1

Art Direction

Delivery

Delivery is a central moment of connection between our brand and our customers, and this interaction should be conveyed in a way that feels effortless, straightforward, and delightful. The actual delivery process encompasses other

aspects of our art direction approach, from depicting real people to flight to location. By showing these moments together, we craft a thorough narrative, culminating in a delivery, that can both inform and inspire customers.

For more specific executional guidelines around Delivery art direction, refer to sections 6.2-6.8.



6.2

Art Direction

Flight

Photography depicting flight allows us to celebrate both the aircraft and the environments we fly in. It's important to capture the aircraft from various perspectives, and hierarchy is key: mid-level vignettes with lots of visual noise should be avoided in favor of wide compositions with strong horizon lines

and ample negative space. Always hero the aircraft, but do these locations justice by highlighting their natural beauty at the same time. Warm natural light, regional weather, aerial landscape textures, and various times of day are good tools for leveraging a location's authentic beauty. Please note: these images are for art

direction only. All aeral images must have drone in shot for final assets.



6.3

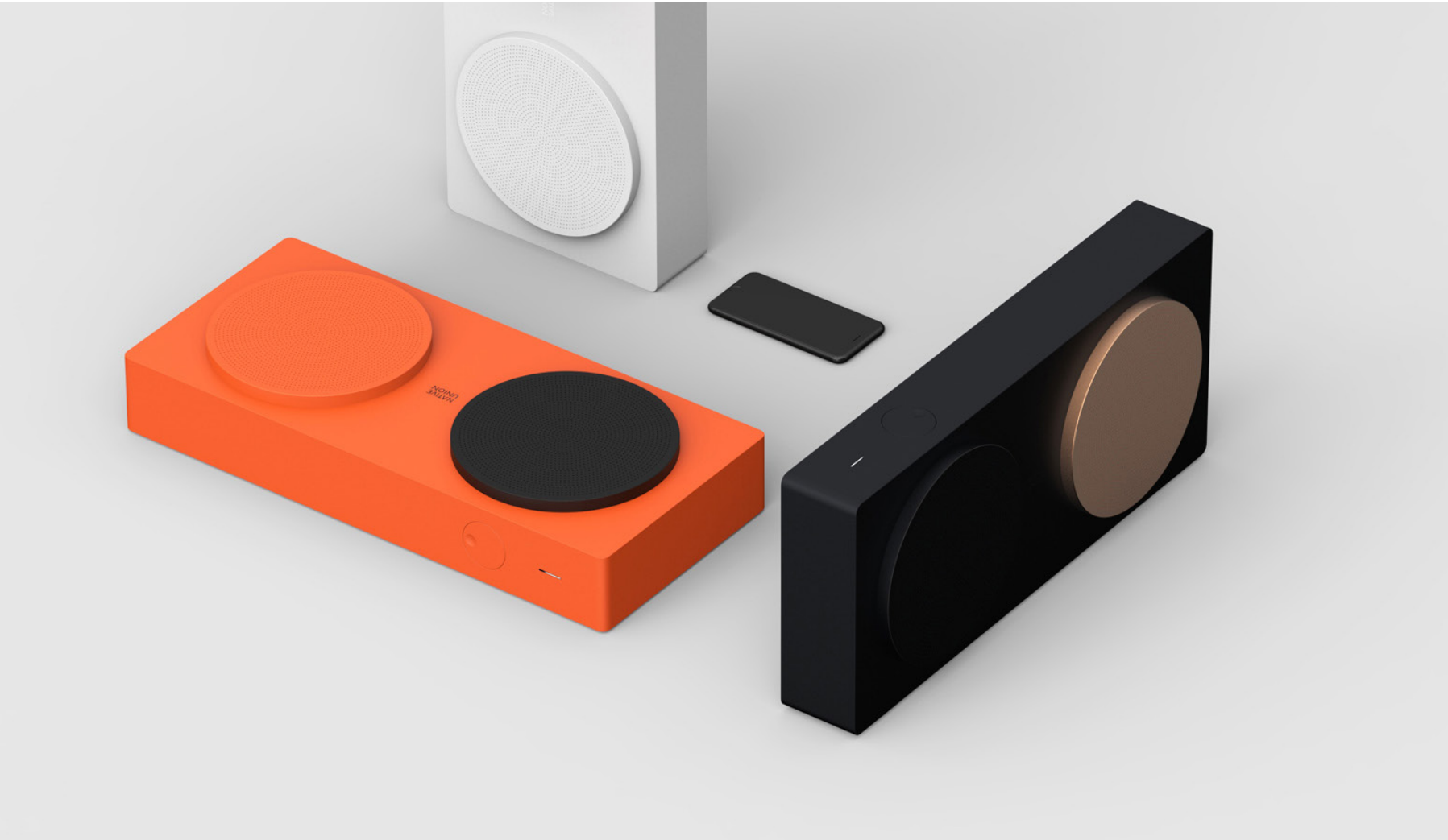
Art Direction

Aircraft

The Wing aircraft is designed with intention, and our imagery should hero that. A neutral, seamless studio background allows the aircraft to sit front and center, conveying pride, transparency, and intentionality in our design.

Mimicking flight, we can integrate a sense of levity and weightlessness through positioning and strong directional shadow. While straight-on angles and/or human touch may sometimes be needed to tell a broader story about

the aircraft, our photography should take advantage of closeup shots at dynamic angles to artfully highlight the precise construction and high-quality materials.



6.4

Art Direction
Businesses

When capturing a local business, we should elevate the environment. Incorporate a variety of contexts including atmosphere, people, and products in dynamic compositions and angles. Pay special attention to highlighting the aspects

that customers can still enjoy at home, such as the goods themselves and the care that goes into crafting them. We want to capture employees and owners in engaged, realistic moments—avoid stiff poses and overly-styled surroundings.

Feature these establishments in their best natural lighting, usually in early sunrise or soft evening directional light.



6.5

Art Direction

Locations

While flight imagery (page 61) enables us to depict broad landscapes that speak to range and region, location shots provide richer storytelling opportunities for the communities Wing engages with. The goal is to capture facets of a

place that its locals hold dear: a secluded pond, a sun-drenched vista point, a favorite cafe, a popular bike route. Simplicity is key, and it's helpful to avoid compositions that are densely populated or have multiple focal points.

Keep the mood energetic and inviting with dynamic angles and authentic natural lighting. Please note: these images are for art direction only. All aerial images must have drone in shot for final assets.



6.6

Art Direction

People

To accurately represent Wing as a company that benefits everyone, we should communicate this commitment in our photography. Diversity in age, gender, and cultural or ethnic background is paramount. Capture individuals

who are engaged in joyful, authentic activities—these portraits should feel more casual lifestyle, less professional headshot. To keep the mood inviting, utilize warm, natural, directional morning or evening light.



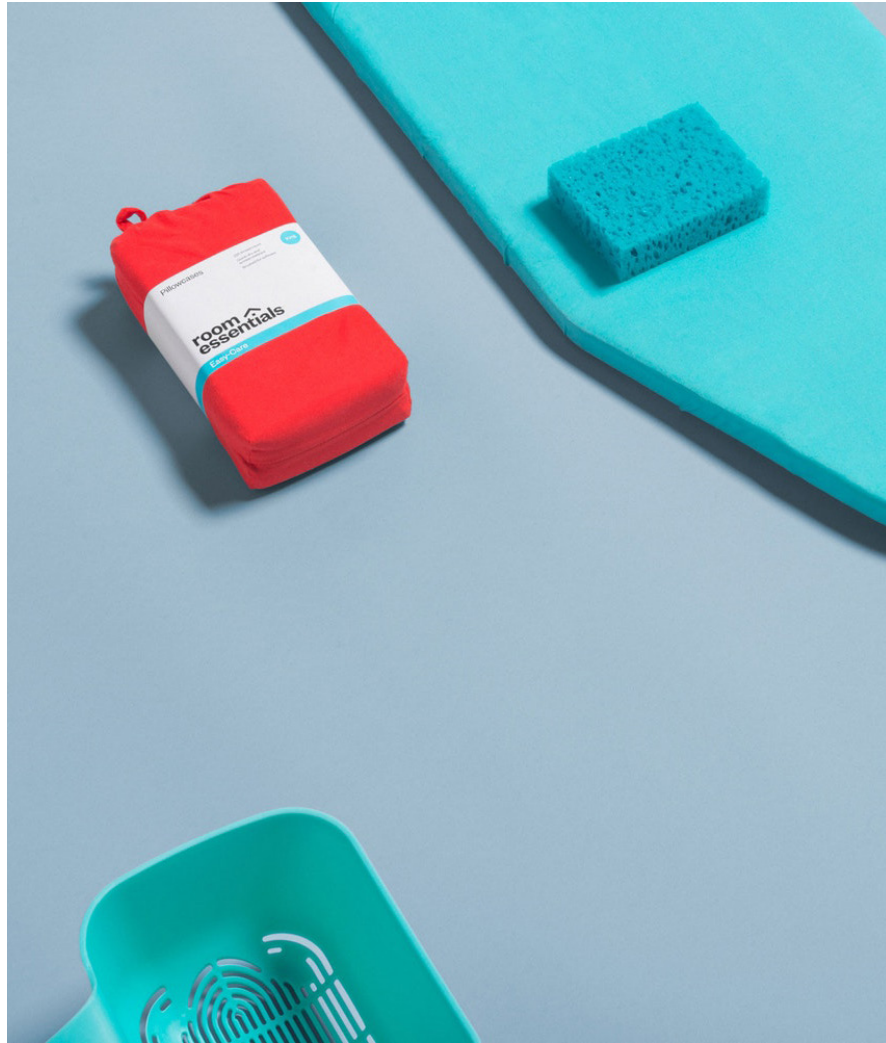
6.7

Art Direction

Product Feature

The goal of product feature imagery is to provide a clean, contextual overview of Wing’s offerings. To hero the products, utilize crisp, tonal surfaces and strong directional shadows. Groupings should feel considered, focused and mindfully

composed rather than lined up or cluttered. Overhead camera angles work well for showing carefully strewn elements, and high 3/4 angled shots are best for products that benefit from seeing multiple sides at once.



6.8

Art Direction

Individual Product

Single product shots should focus entirely on the product, avoiding propping and cluttered styling. Use a light grey background sweep with soft, diffused directional light. Center products in the composition and shoot these straight-on.



Thank you



For more information about
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