

Wing⁺

Brand Guidelines



The Wing brand



Brand expression

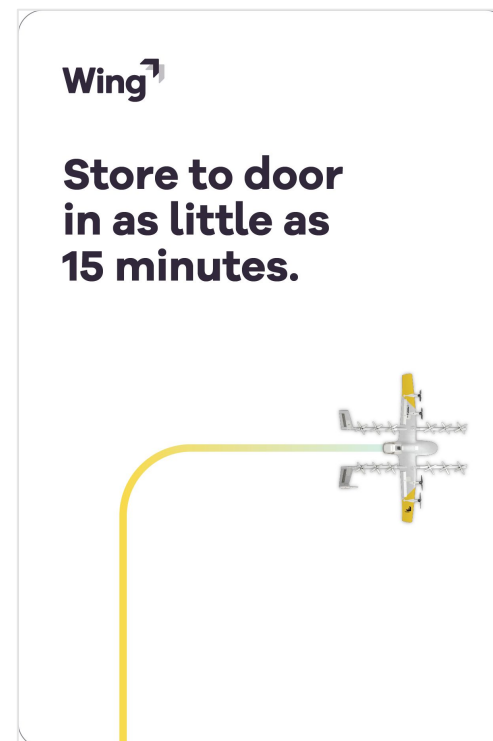
Taking inspiration from the clean lines and expansive views of passenger windows, Wing's visual identity soars with a palette that builds from fields of white and gold.

This light and airy foundation evokes a sense of effortless efficiency. Pops of color, like the signature 'Skyberry', act as waypoints, guiding the eye and adding a touch of playful energy.

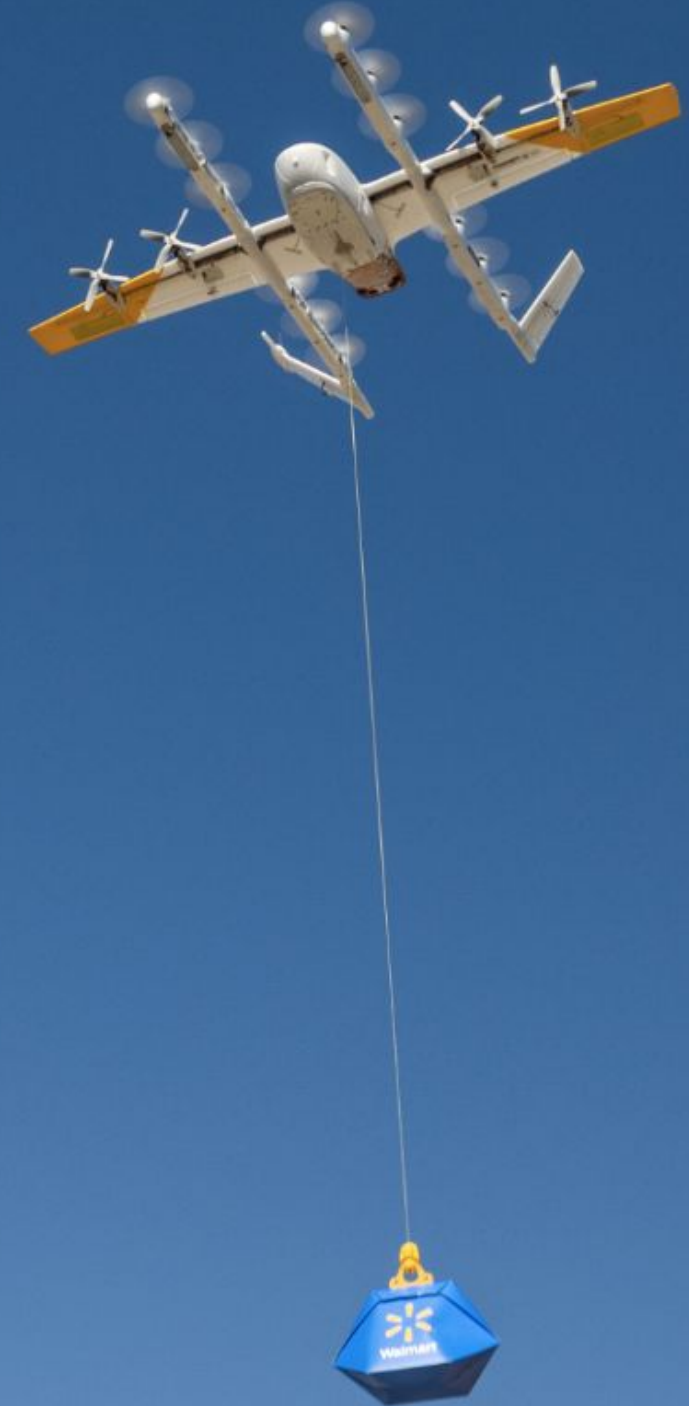
The overall aesthetic is one of elegant simplicity, mirroring the seamless experience Wing drone delivery offers.



Confidential and Proprietary



Wing is creating what we believe can become the **preferred mode of delivery** for the millions of small packages that are delivered every day around the world.*



Brand Welcome Aboard

With Wing, your deliveries take flight, arriving fast and secure at your doorstep.

It's a transformation of the delivery experience, making every order effortless and empowering you to focus on what truly matters.

Wing brings the freedom and speed of air travel into your daily life, seamlessly.



Wing logo



Logo


The Wing logo embodies the brand's spirit of effortless flight. Its simplicity and clean lines evoke a sense of efficiency and trust.

The logo incorporates a subtle yet significant element: an upwards pointing arrowhead.

This simple detail carries a powerful message. It pays homage to Wing's history, referencing the flying wing design of our first prototype aircraft.

This symbolizes not just the upward trajectory of your delivery, but also Wing's constant focus on innovation and pushing the boundaries of what's possible.




 [Download Wing Logo](#)

Logo clear space

To ensure the Wing logo remains clear and prominent in all applications, a designated amount of breathing room is required.

This clear space is equal to the x-height of the Wing logo typeface itself. Maintaining this consistent padding prevents visual crowding and allows the logo to stand out in all communications.



 [Download
Wing Logo](#)

Logo lockup

For purposes of identification and unaided recognition, we recommend using the Wing drone delivery lockup for advertisement and outbound communications.

The lockup can be arranged horizontally or vertically.

Please observe the relationships and proportions in displayed here. Do not enlarge or reduce the size of “Drone delivery” or change capitalization.




Stacked lockup (preferred)



Horizontal lockup



 Download
Wing Lockup

Logo co-branding

Co-branded packing is a key way to directly reach consumers utilizing Wing services.

User experience with Wing products will play a large role in shaping public opinion about Drone Delivery technology, so it is important to ensure that consumers know that they've received a Drone Delivery from Wing and our partner.

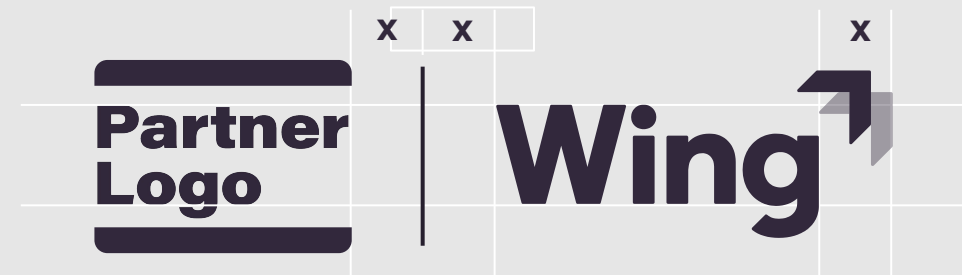
The template here is intended to provide a framework to customize co-branded packages while still retaining Wing wordmark and copy.

Use a 1 or 2pt rule in black or Midnight 500 to apply appropriate visual separation between brands.



Confidential and Proprietary

Horizontal arrangement
(preferred)



Vertical stack
(use only when space is limited)

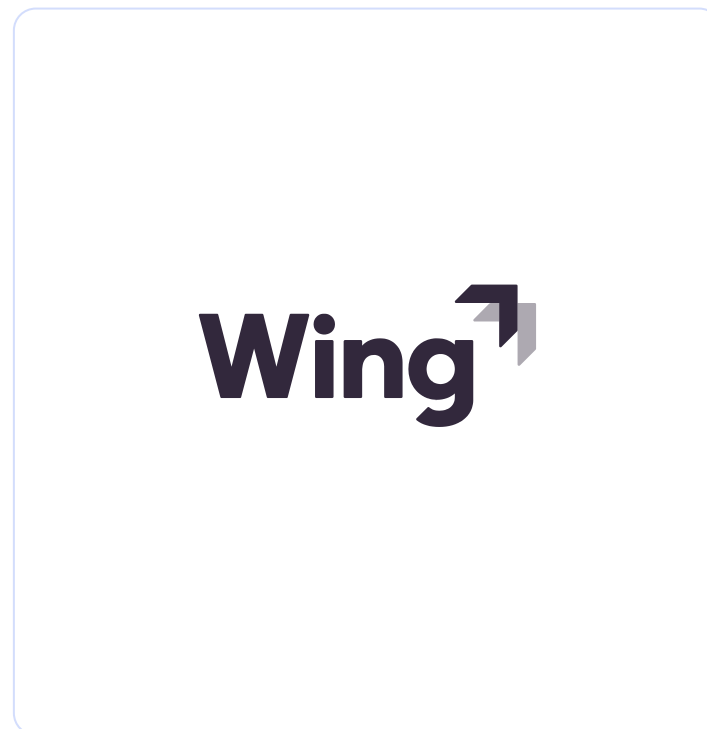


Logo backgrounds

The Wing logo can be applied across a select range of background colors.

White, Wing Yellow, and in very limited cases, midnight are permitted. Each color provides optimal contrast and frames the Wing logo in a suitable colorspace.

For video applications, ensure the logo maintains sufficient contrast with the moving visuals. This ensures clear brand recognition across all communication channels.



Logo color values

Keeping things clear and consistent, the Wing logo itself should always remain one color.

This simple system allows for easy creation of communication pieces while maintaining a unified and recognizable visual identity.

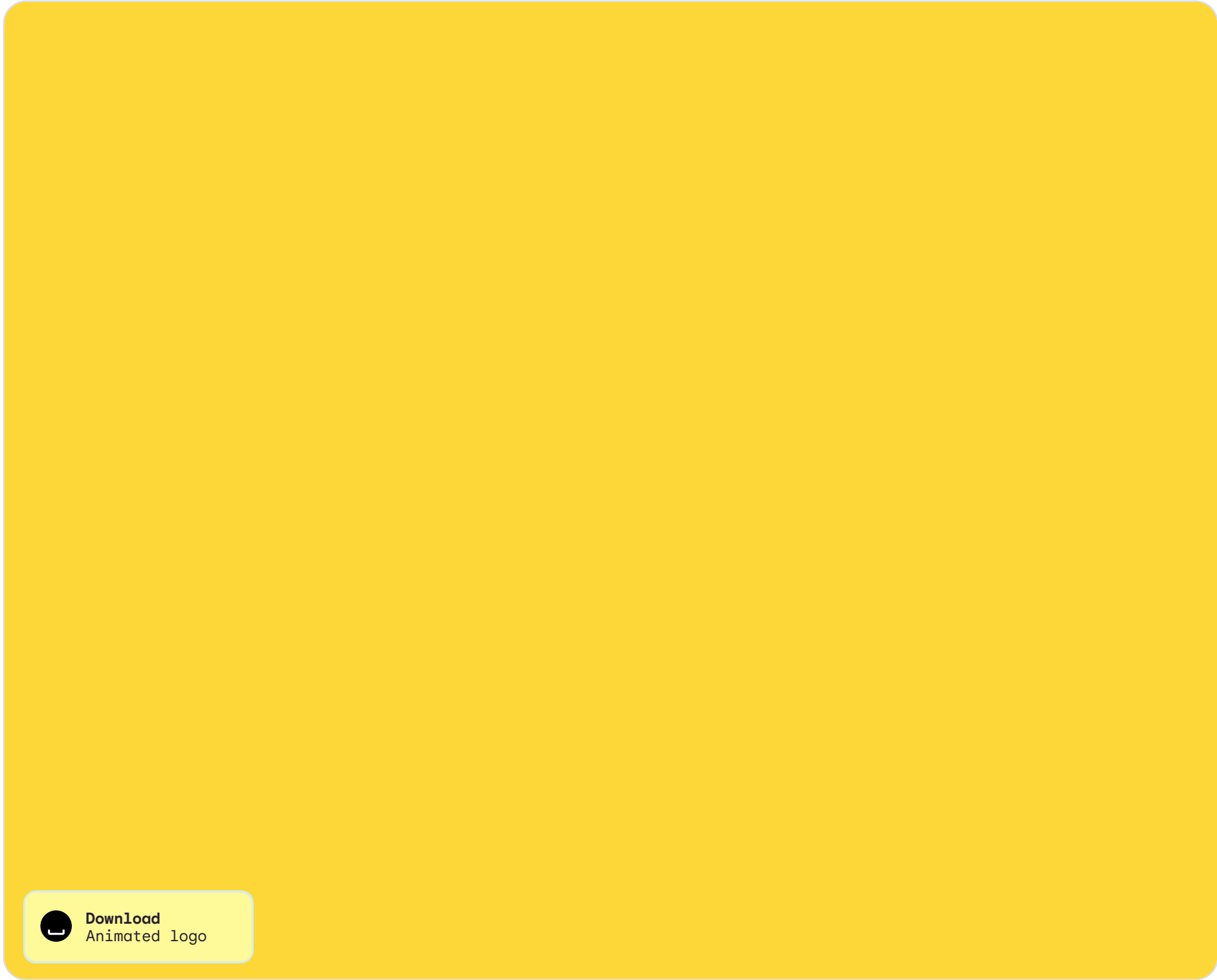
It's important to note, the arrowhead shadow within the logo always appears as a 50% opacity tint of the logo's base color.



Logo animation

For the purposes of animated communications and locking-out media pieces we've created an animated logo.

This logo is intended only for use in limited applications. Please receive approval before using any animated logo in your creative.

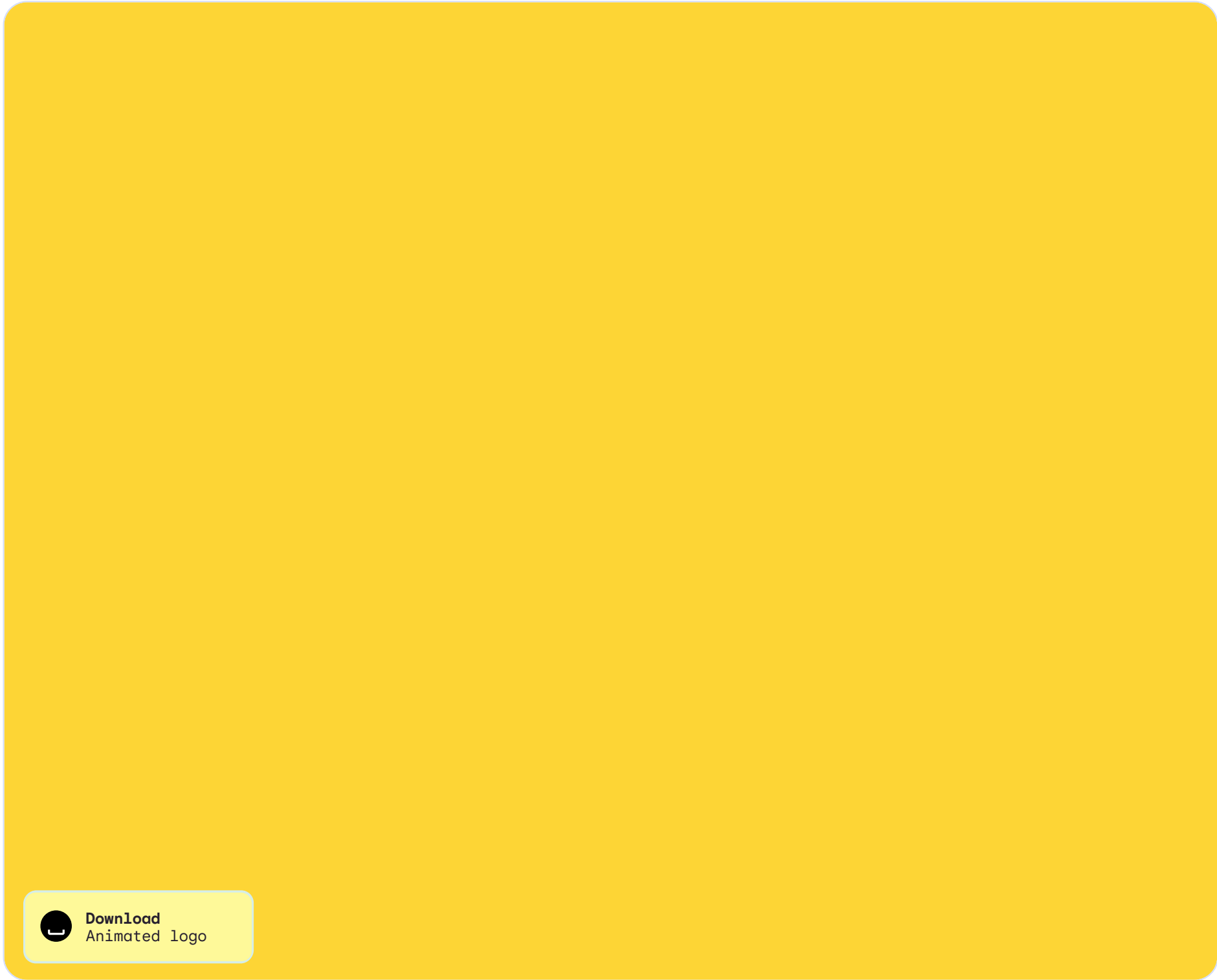


Download
Animated logo

Logo lockup animation

For the purposes of animated communications and locking-out media pieces we've created an animated lockup.

This logo is intended only for use in limited applications. Please receive approval before using any animated lockup in your creative.



Download
Animated logo

Wing color



Primary Colors

Our brand leads with a vibrant color palette that reflects our brand identity.



Wing Yellow
Y400, #FFD90D



Purple
P800, #261F2E



White
#FFFFFF

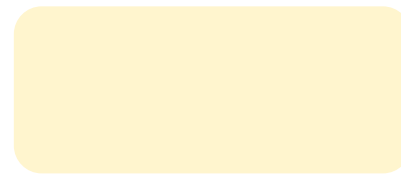
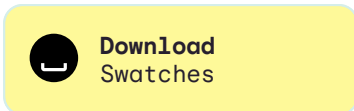


Download
Swatches

Primary color tints

Wing's primary colors are the cornerstone of our visual identity and should be used consistently across all materials to ensure immediate recognition.

These colors should be the most prominent in the brand's designs, guiding the overall color scheme and reflecting its personality.



Y50
#FFF5CE
PMS: 7499 C



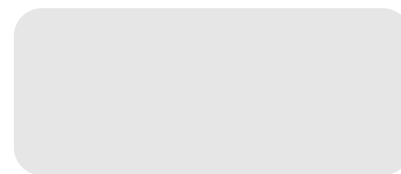
Y100
#F8E398
PMS: 7401 C



Y200
#F4CB5F
PMS: 141 C



Y400
#FFD90D
PMS: Yellow C



P50
#E6E6E6
PMS: Cool
Gray 1 C



P300
#807C86
PMS: Cool
Gray 8 C



P500
#666369
PMS: Cool Gray
10 C

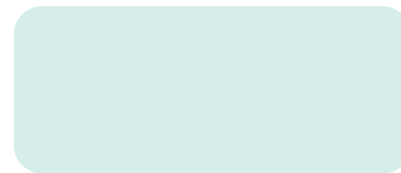
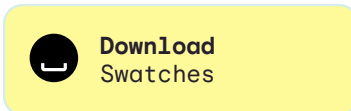


P800
#261F2E
PMS: 276 C

Accent Colors and tints

Wing's **accent colors** are designed to complement our primary palette, adding depth, emphasis, and visual interest to our communications.

They should be used strategically to highlight key information, create calls to action, or introduce dynamic elements that enhance the overall design without overwhelming the primary brand colors.



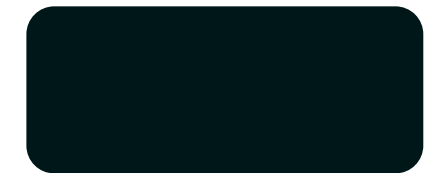
B50
#D5EEEA
PMS: 621 C



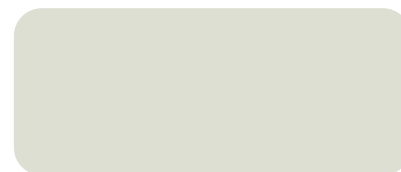
B300
#45676C
PMS: 7545 C



B500
#123439
PMS: 546 C



B700
#001619
PMS: 5395 C



G50
#DCDFD3
PMS: 621 C



G300
#A8AF97
PMS: 7537 C



G500
#73835E
PMS: 5773 C



G700
#586147
PMS: 7763 C

Utility Colors and tints

Wing's **utility colors** serve a functional purpose in our designs, primarily for elements like alerts, notifications, and interactive states (e.g., success, warning, error messages).

These colors are chosen for their clear communicative properties and should be used sparingly and consistently to guide users and convey important system feedback.

Success



S50
#E3F9C6

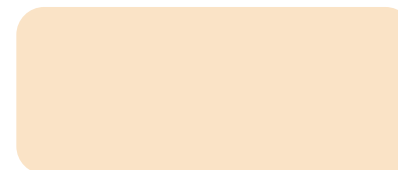


S400
#99DE40



S700
#435F1E

Warning



W50
#F9E3C6



W400
#F67423



W700
#80431D



Download
Swatches

Color gradients

While our primary focus is on solid colors, gradients can be used sparingly for path artwork to add depth and dynamism. Please note, gradient application is restricted to paths only.

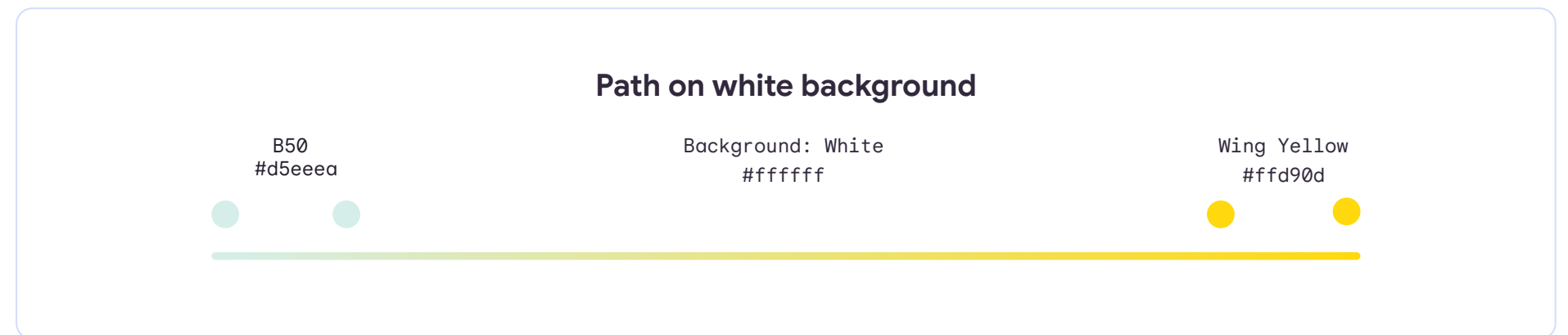
Color Combinations:

Acceptable gradients utilize colors from the color values outlined here. This ensures consistency and avoids clashing tones.

Direction and Style:

Gradients should flow naturally, typically following the path they're applied to. Avoid long transitions and any added gradient steps.

The goal is to enhance path elements, not overwhelm them. See the design elements section for more detail.



Color typography

Our use of color in type prioritizes clarity and consistency across all marketing channels.

Midnight blue serves as the primary color for body copy and headlines, ensuring readability on various backgrounds.

Important note: black is never used for Wing's type or any other visual elements.

Purple #261f2e

**Store to door
in 30 minutes.**

With intelligent flight planning, a lightweight aircraft design, and a broad range of built in redundancies, we believe we have created the **safest mode of delivery in the world.**

Learn more

CTA:White #ffffff

Purple #261f2e

**Store to door
in 30 minutes.**

With intelligent flight planning, a lightweight aircraft design, and a broad range of built in redundancies, we believe we have created the **safest mode of delivery in the world.**

Learn more

CTA:Wing Yellow #32283c

Color application

In summary, Wing's color palette is more than just good looks; it's a strategic tool for building brand identity and fostering connections.

Each color selection is intentional, working together to evoke specific emotions and communicate core brand values.

This color strategy is most effective when applied across all communication channels, ensuring consistency from physical branding materials to the digital world.

Wing[↑]

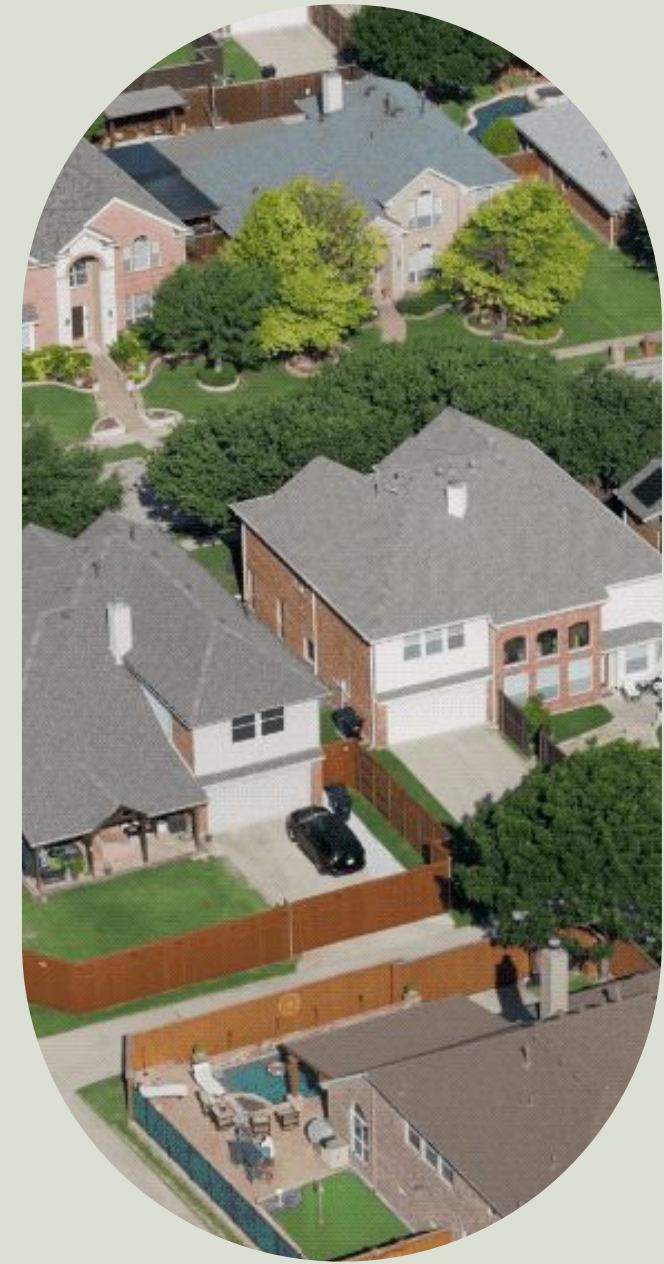
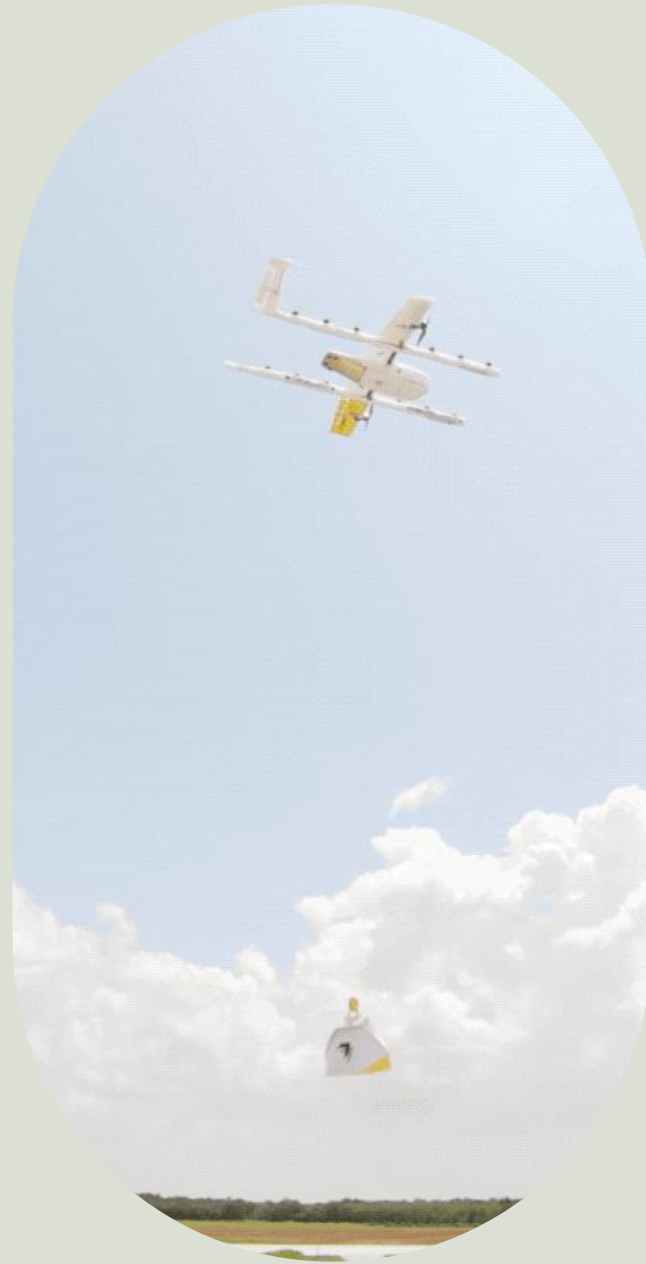


**Store to door
in as little as
15 minutes.**

[Learn more](#)



Wing typography



Typography families

Our primary font families are chosen for optimal readability across various surfaces.

Headlines & CTAs: Galano Grotesque takes center stage for headlines and calls to action, offering a bold presence and guiding users through the Wing experience.

Body Copy: Inter steps in for body copy, ensuring effortless reading with its clean lines and high legibility.

Footnotes & Captions: A touch of personality is injected for footnotes and small captions with Google Sans Mono, providing a visual linkage with the X family of companies.

Galano Grotesque

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 0123456789

Bold

Inter

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 0123456789

ExtraBold Medium

Google Sans Mono

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 0123456789

Bold Regular

 Download Fonts

Typography hierarchy

Wing's typography utilizes a clear hierarchy to guide users through our communication channels.

Headlines: We utilize Galano Grotesque Bold for all headlines, ensuring a strong presence and easy readability.

Body Copy: Clarity reigns supreme for body copy. Inter Medium and Inter Extra Bold are used interchangeably, offering a clean and legible reading experience.

Small Text & Captions: For footnotes, disclaimers, and small captions, have some flexibility. Inter Medium remains the primary option, while Google Sans Mono can be introduced for a touch of contrast and personality for callouts and captions.

Headlines are set in Galano

Inter Medium serves as the workhorse font, ensuring effortless comprehension across various communication pieces. For added emphasis on crucial points, **Inter Extra Bold** makes an appearance, highlighting key messages without disrupting the overall visual flow.*

*Optionally, use Google Sans Mono for footnotes, captions and other bite-sized items.

Typography

Google slides substitutions

Google workspace doesn't support custom fonts. For the purpose of Google Slides, Docs and Sheets, use Google sans as a substitute for all typefaces.

The weights and styles shown on the right are all acceptable. Set headlines and emphasis copy in Google Sans Bold. All other copy is set in Google San Regular.

For small captions and visual accents use Google Sans Mono, Bold and Regular weights.

**Google
Sans**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 0123456789

Bold

**Google
Sans**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 0123456789

Regular

Google Sans
Mono

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 0123456789

**Bold
Regular**



Thank you

Questions?
branding@wing.com

