



**PALADIN**

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**BRAND STYLE GUIDE**



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# Brand Style Guide

PALADIN DRONES

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## Brand Purpose

# Our Story

Paladin founder Divy Shrivastava spent most of his childhood in a town 25 minutes north of Columbus, Ohio. In 2016, just as he was readying to attend Berkeley for engineering, a close friend's house caught fire and burned down. This event had a massive impact on Divy and the community as a whole.

After talking to the local fire chief, he learned two important facts: 1) a fire doubles in size every 30 seconds. 2) First responders never have enough information when they arrive on the scene. This is because when someone calls 911, they're usually panicked or not trained to assess a scene. He knew there had to be a better way.

After another fire burned down a campus church during his first year at Berkeley, Divy set out to found Paladin with a single mission - Send autonomous drones to 911 calls to give first responders a live overhead view of an emergency before they arrive, helping to increase situational awareness, decrease response times, and save lives.





Brand Purpose

## Mission Statement

Our mission is to equip first responders with the latest in LTE-enabled drone technology, so they can increase their situational awareness, decrease response time, and ***save lives.***

## LOGO

## LOGO IDENTITY

Paladin Drones' logo is divided into two parts. The left side features a shield, calling back to its namesake and the famed knights of Charlemagne's court. The right side features a feathered wing, alluding to flight. Both sides together represent a mission to utilize the best in drone & LTE technology to enable first responders to protect their communities effectively.

## LIGHT BACKGROUNDS



## DARK BACKGROUNDS





LOGO

## LOGO POSITIONING

Paladin's logo should not be superimposed on top of any other logos, designs, or complicated backgrounds. To maintain the integrity of the logo, it should also have adequate margins around the logo when positioning it for use.

SPACE AROUND LOGO



SPACE AROUND LOGO





LOGO

## LOGO VARIATIONS

Paladin's logo comes in two varieties: 1) vertically stacked for use cases AND 2) Horizontal, in certain scenarios where vertical space is limited, as shown in the examples. Any deviations from these two variations is incorrect and should be avoided.

VERTICALLY STACKED



HORIZONTAL





LOGO

## INCORRECT USAGE

The Paladin Drones' logo colors should not be altered and the background color should not be changed to a non-brand color.

The logo also shouldn't be rotated in any way.

DO NOT CHANGE LOGO COLORS



**PALADIN**

DO NOT CHANGE BACKGROUND COLOR TO NON-BRAND COLOR



DO NOT ROTATE LOGO







LOGO

## INCORRECT USAGE

When displaying the logo on a complex background that's dark, the white logo should be used and conversely the black logo should be used for lighter backgrounds to achieve maximum contrast and readability

DO NOT USE LOW-CONTRAST COLORS ON COMPLEX BACKGROUNDS





## COLOR PALETTE

# PRIMARY COLORS

Paladin Drones' brand colors feature a friendly, optimistic, and modern palette that sets itself apart from other players within the drone industry.



MINE SHAFT  
#232323



BURNT SIENNA  
#EC764C



WHITE  
#FFFFFF



BOULDER  
#7D7D7D

HEADLINE TYPEFACE  
TYPOGRAPHY

# MONTSERRAT

**Bold**      **ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#\$%^&\*()\_**

**AaBbCc123**

Montserrat  
Extra Bold

**USA Made Drone as a  
First Responder (DFR)**

Regular      ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()\_

AaBbCc123

Montserrat  
Semi-Bold

**USA Made Drone as a  
First Responder (DFR)**

AaBbCc123

Montserrat Regular

USA Made Drone as a  
First Responder (DFR)



BODY TYPEFACE  
TYPOGRAPHY

# OPEN SANS

**Bold**            **ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#\$%^&\*()\_**

Regular            **ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#\$%^&\*()\_**

## AaBbCc123

Open Sans Bold            **With one computer click, Paladin’s autonomous drone deploys to a 911 call from its remote home base and arrives on-site before first responders.**

## AaBbCc123

Open Sans Regular            **With one computer click, Paladin’s autonomous drone deploys to a 911 call from its remote home base and arrives on-site before first responders.**

## AaBbCc123

Open Sans Light            **With one computer click, Paladin’s autonomous drone deploys to a 911 call from its remote home base and arrives on-site before first responders.**



CONTENT

## BRAND PERSONALITY

Paladin Drones is a company of action and results through and through. We do what we say we'll do and are committed to developing the latest in LTE-enabled drone technology and software to help first responders and other industries fly further and gain better situational awareness than ever before.

In the spirit of this mission, our brand voice inspires confidence, builds trust, and is no nonsense. We don't rely on flashy marketing or in-your-face sales tactics to achieve results. We tell our story and let the hardware and software speak for themselves.





## VOICE & TONE

Our content guidance covers our voice and tone, and the mechanics of our grammar and style. We use clear, concise and conversational language to craft the messages teams need to know, to get them to where they need to go.

### **Bold**

Use bold text to draw the reader's eye to key phrases and statements in your email and web content. For product copy or help articles, use bold for static UI elements like menu items, buttons, screen headings, and anything else you want to call attention to.

### **Abbreviations**

Don't use internal abbreviations in customer-facing copy.

Don't use apostrophes for plural abbreviations.

Don't use i.e. or e.g.; they are not localization-friendly.

**Yes:** Beyond visual line of sight , Drones as first responders

**No:** BVLOS, DFR i.e., e.g.



# CAPITALIZATION

Use sentence case in all titles, headings, menu items, labels, and buttons.

**Yes:** Paladin is a one-stop solution. We make and provide the drone, software, and data management platform, but we don't stop there.

**No:** Paladin is a ONE-STOP SOLUTION. We make and provide the drone, software, and data management platform, but we DON'T STOP THERE.

## Style

Five great guidelines for clear, concise writing:

- Don't use a metaphor, simile, or other figures of speech that you commonly see.
- Don't use a long word if a shorter one will do.
- If you can omit a word, do it.
- Use active voice.
- Don't use foreign phrases, scientific nomenclature, or jargon if there's an everyday word you can use instead.

## List

Use lists to draw the reader's eye and make items easier to scan and follow. Use proper punctuation in your items if they are complete sentences. Try to limit lists to six items or less. If you need more items, see if you can split the list into multiple lists.



## CONTENT

# CAPITALIZATION

### **Bulleted List**

Use bulleted lists for options, or a list where the order of the items doesn't matter. Phrase each item in a parallel way. If the bullets complete the introductory sentence, start the fragments with lowercase and skip the periods.

#### **Yes:**

Due to security concerns, all employees are now required to:

- wear an identification tag in the building
- identify themselves when answering the phone

#### **No:**

Due to security concerns, all employees are now required to follow the regulations below:

- Wear an identification tag when in the company building
- Employees who answer the phone must first identify themselves

### **Titles and headings**

Use sentence case. Don't use bold, italics, or standard punctuation in headings. It's ok to use question marks and exclamation points if they fit the criteria for those two marvelous pieces of punctuation.

- Capitalize the first word of a title or heading (sentence case)
- Capitalize proper nouns and any trademarked names (Solution, countries, people's names, etc...)
- Don't use full stops

### **Articles**

The use of articles (the, a, an) in headings depends on whether the message is conversational or action-based microcopy. Avoid articles in buttons and labels.





CONTENT

## ICONOGRAPHY

Icons play a significant role in the construction of the a brand's visual identity, especially in digital media. Keep in mind that icons should not be allegorical or exaggerated. Their function is to facilitate communication, not to confuse.

Construction of the icons should follow certain rules to ensure uniformity of application. Following the brand concept, icons should explore the form/counterform relationship. Icons should be built on a 100 x 100 px grid, where at least one of the dimensions of the icon (height or width) must be equal to 100 px. Whenever possible, present an element that projects at 45 degree.

Avoid using lined icons and utilize simple and easy-to-read icons with a fill.

Icons can be applied as illustrations in certain parts of the communication, illuminated by traces of colors from the main palette.

### Icon Examples:





IN CONTEXT

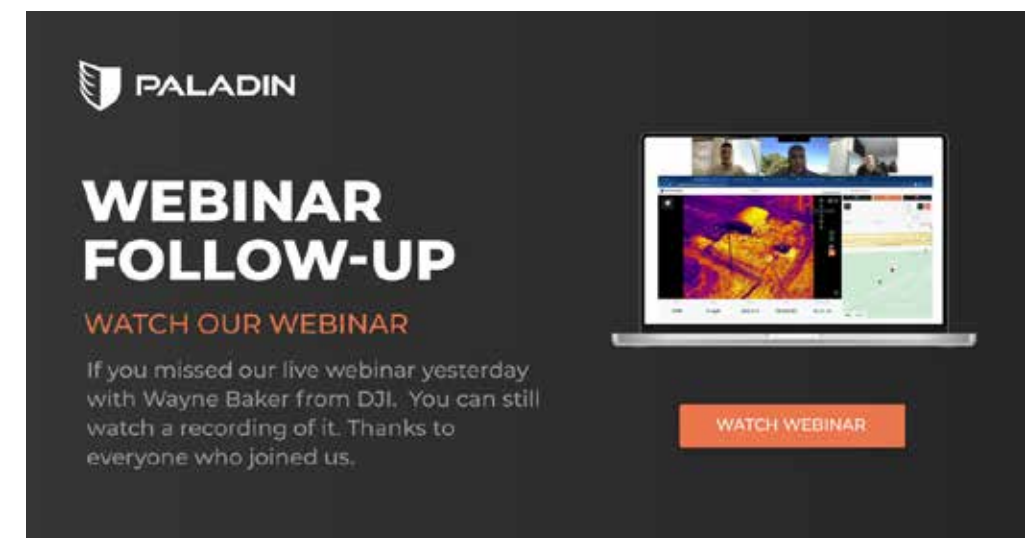
# SOCIAL MEDIA

## Standard Posts:



Standard or traditional posts on Facebook, Instagram, or Twitter should not contain the logo or any unnecessary text and rely on the caption of the post to give context or tell the story.

## Event Posts:



Posts for promoting events, such as webinars or trade shows can contain logos and any partnership branding, so long as the design isn't too busy or crowded. Leave plenty of room for macro and micro whitespace.

PALADIN DRONES





# IN CONTEXT EMAILS

Email designs shouldn't be overly flashy or colorful and utilize Paladin's main three colors: Black, white, and orange, with orange reserved for CTA's and key sections.

Email copy should be kept short, concise, and to the point.

PALADIN DRONES

**PALADIN | DJI**



**INTRODUCING LTE FOR DJI**  
LIVE WEBINAR

Join us for a virtual live webinar with DJI discussing our new EXT module, integrating LTE with DJI Matrice 30 and 300 series.


[REGISTER NOW](#)

**REGISTER NOW TO WIN A FREE DFR PROGRAM**  
Attend our webinar for a chance to win:


- An EXT LTE Module for DJI M30 or M300
- A one-year subscription to Watchtower DFR
- BVLOS waiver with the FAA

[REGISTER NOW](#)


**OUR PRESENTERS**



**WAYNE BAKER**  
Director/Public Safety Integration DJI



**LUIS FIGUEIREDO**  
Detective Elizabeth PD



**TYLER ROBERTS**  
Growth Lead Paladin Drones

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**PALADIN**

**EXT** LTE MODULE  
Limitless Range. Unlimited Possibilities.

[LEARN MORE](#)



**UNLOCK LTE FOR DJI**



Extend the operating distance of your DJI M30 or M300 with Paladin's new Ranger LTE Module.

With a quick and simple installation of the LTE module to the drone's PSDK port, you can now teleoperate DJI drones with the click of a button and navigate it using keyboard controls and/or using a remote controller all over LTE.

[LEARN MORE](#)

**LTE VS RF COVERAGE**

Radio-Based Coverage



LTE Coverage




With an LTE connection, your DJI drone is able to safely travel a 3 mile radius from its home base. (limit set forth by the FAA for BVLOS operations).

Traditional radio-based drones have real world condition ranges. By leveraging the power of LTE, you can eliminate the need for larger fleets and RPIC's on rooftops and cut down on unnecessary costs to cover the same area.

[LEARN MORE](#)

**DRONE-AS-A-FIRST-RESPONDER JUST GOT EASIER**




Users can have a centrally located command center anywhere with an internet connection and control their drone and broadcast a live video feed from anywhere in the country with an LTE connection.

**BUILD A SUCCESSFUL DFR PROGRAM**

Paladin is a one-stop solution. We provide the drone, software, and data management platform, as well as any waivers from the FAA on behalf of your department to ensure you are compliant and can operate legally, when you're ready.

[LEARN MORE](#)

**SCHEDULE A DEMO**



Our demos are conducted via zoom, while the participants control a real-time live stream of an active drone in the field. [Ready to Learn More?](#)

[SCHEDULE DEMO](#)

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IN CONTEXT  
PRINT

PALADIN DRONES

**PALADIN**

**LTE Enabled UAVs Empowering Public Safety**

Drone as a First Responder (DFR) technology giving first responders a live overhead view before they arrive on scene

Paladin EXT

**EXT** LTE MODULE

**LIMITLESS RANGE. UNLIMITED POSSIBILITIES**

Extend the operating range of your DJI M30 or M300 with Paladin's new EXT LTE Module.

With a quick and simple installation of the LTE module to the drone's PSDK port, you can now leverage the stable connection of LTE to fly further and see more without relying on traditional radio frequencies. Starting a DFR program no longer requires a Remote Pilot in Command stationed on the roof of the department.

Introducing the **new frontier in LTE drone technology.**

- Extend the operating range of your DJI M30 or M300
- Eliminate the need for a Remote-Pilot-in-Command (RPIC) on the roof
- Quick and simple installation via the PSDK port. Plug and play.
- With DFR, safely travel a 3-mile radius from your home base

paladindrone.io

LTE-ENABLED UAVS

**CRUCIAL TO BVLOS AND DFR**

**LTE VS RF**

The difference between using an LTE based drone and a radio-based drone for DFR is substantial in terms of area coverage and logistics. The oranges circles show what coverage of Odessa, TX looks like. The epicenter are real PD or fire stations. The grey circles represent radio-based drones.

**JURISDICTION**

Odessa, TX Jurisdiction

**LTE-BASED**

Coverage would take ~ 3 LTE-enabled drones (3-mile radius)

**RADIO-BASED**

Coverage would take ~ 10 radio-based drones with RPIC's on rooftops (1.5-mile radius)

paladindrone.io

Schedule a Demo

**SCHEDULE A LIVE DEMO**

Our mission is to equip first responders with the latest in LTE-enabled drone technology, so they can increase their situational awareness, operate more effectively with short staffing, and **save lives.**

We can't wait to show you how Paladin Drones can help your organization.

Visit us at [paladindrone.io](http://paladindrone.io) to learn more or schedule a live demo. Our demos are conducted via Zoom while the participants control a real-time live stream of an active drone in the field.

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LEARN MORE

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