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# Every angle. One visit.

How to use the Happy Drones logo, colours, fonts and name. Files and the latest version: happydrones.co.uk/media

Happy Drones · North East England

wayne@happydrones.co.uk · 07888 625623

# Pick the version that suits the background.



**Full colour**
The main logo, on white or light backgrounds.



**Reversed**
For navy, dark or photo backgrounds.



**One colour, white**
For orange or dark backgrounds.



**One colour, navy**
One-colour printing on light backgrounds.



**One colour, black**
Only when colour isn't possible.



**Drone mark**
For small spaces, once people know the name.

## Clear space and size

- Leave a margin at least a quarter of the logo's height on every side.
- Full logo no smaller than 8 mm tall in print or 24 px on screen.
- Below that, use the drone mark (at least 5 mm or 16 px).

## Please don't

- Stretch, squash, tilt or rotate it, or change its colours.
- Add shadows, outlines or glows.
- Put the colour logo on orange or busy photos, or crowd it with other words.

# Navy leads. Orange flies.

#003366

**Happy Drones Navy**

Main colour

RGB 0, 51, 102
CMYK 100, 50, 0, 60 (approx.)

#FF6B35

**Drone Orange**

Accent

RGB 255, 107, 53
CMYK 0, 58, 79, 0 (approx.)

#D9531F

**Deep Orange**

Orange text on white

RGB 217, 83, 31
CMYK 0, 62, 86, 15 (approx.)

#001A33

**Night Navy**

Dark backgrounds

RGB 0, 26, 51
CMYK 100, 49, 0, 80 (approx.)

#46617E

**Slate**

Secondary text

RGB 70, 97, 126
CMYK 44, 23, 0, 51 (approx.)

#EAF1F8

**Mist**

Light backgrounds

RGB 234, 241, 248
CMYK 6, 3, 0, 3 (approx.)

Aa

## Blinker

Headings, numbers and labels. SemiBold 600, Bold 700, ExtraBold 800. Free from Google Fonts.

Aa

## Lato

Body text, forms and long reading. Regular 400, Bold 700. Free from Google Fonts.

Drone Orange is too light for small text on white: use Deep Orange for orange text. CMYK values are converted from the screen colours, so ask your printer to match them on a proof.

# Happy Drones: two words, capital H and D.

### About Happy Drones

Happy Drones provides drone and ground photography and video across North East England. Run by pilot Wayne Fox, it shoots property photos, aerials and walkthrough video in a single visit, close-up roof inspections without ladders, and month-by-month records of building sites and empty buildings. CAA registered and insured for £10m.

### How we sound

- Plain and friendly, like a good tradesperson
- Specific: prices, times and what you get
- Calm and careful about safety, never boastful

### Using these files

You're welcome to use the logo and words to write about Happy Drones, link to us, or show that you work with us. Please use them as they are, and don't use them to suggest we endorse something without asking first.

### Media contact

Wayne Fox
wayne@happydrones.co.uk
07888 625623
happydrones.co.uk/media