



Brand Overview

The meaning behind the logo mark of
Ember Flash Aerospace.

Our Brand Logo





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Logo History

The Evolution of the Ember Flash Aerospace.
Logo

This second iteration of our logo incorporates elements that represent where we see ourselves in the climate, tech and disaster ecosystems.



Ember Flash Aerospace



 **Ember Flash Aerospace**

 **Ember Flash Aerospace**





About the Logo

Ember Flash Aerospace Logo Today

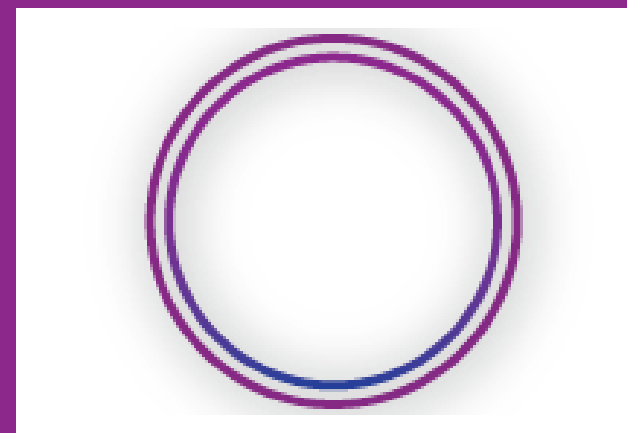
The second and current iteration of our company mark. This logo is intended to represent our commitment to facing and tackling global issues around climate change and the response to the disasters it causes. Elements represented in this mark include purple rings to help first responders recognize us as an integral part of their air operations and communications infrastructure. Our central diamond represents the widely recognized symbols for both fire for our wildfire mitigation and prediction assets and water to represent our flooding and sea level rise capabilities. Finally our leaves represent regrowth and renewal and our commitment to using technology to help the global effort to mitigate the negative effects of climate change.





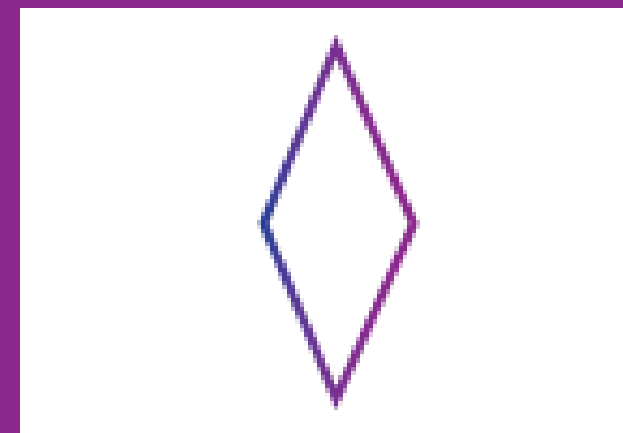
Symbols and Meanings

Parts of the Ember Flash Aerospace. Logo



Purple Rings

Our purple rings are inspired by the current ICS 956 emergency response symbology and our place within air operations



Diamond

Our diamond represents the symbols for fire and water stacked on top of one another.



Leaves

Our central leaves represent regrowth and a commitment to reducing the effects of climate change through advanced technology.





The Ember Flash Aerospace. Colors

Our color palette for logo usage

A collection of jewel tones for use in a variety of different applications. These colors will be used to identify different product and project segments as well as provide various backgrounds acceptable for our mark.



Air Ops 8C278C	Copper #C84E00	Persimmon #E89923	Dandelion #FFD960
Piedmont #A1B70D	Eno #339898	Magnolia #1D6363	Prussian Blue #005587
Shale Blue #0577B1	Ironweed #993399	Hatteras #E2E6ED	Kittyhawk #F3F2F1
Ginger Beer #FCF7E5	San Lorenzo #988675	Shackleford #DAD0C6	Cast Iron #262626
Graphite #666666	Granite #B5B5B5	Limestone #E5E5E5	Snow #FFFFFF



Logo Font

Our official logo font

The font used in our logo has a slight forward tilt. this is to convey a sense of moving forward. The bold typeface indicates confidence in our abilities while its short stature implies stability and steadfastness.



Ember Flash

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
1 2 3 4 5 6 7 8 9 0

Eras Demi



Exclusion Zones

The safe distance to put your logo in

It is important that our mark stand apart from any other logos or design elements. for this reason we must ensure proper spacing around our logo





Logo Variations

Vertical



Ember Flash Aerospace

The color mark should only be shown on a white background. the company name in Eras Demi can be displayed below the .5px line.

Horizontal



The white logo can be presented on a solid color background while the color logo should only be shown on a white background.

Icon



The white mark can be presented on a solid background as long as that background is one of our official colors



Business Cards



Ember Flash Aerospace

Joseph M. Norris

Co-Founder

Boulder Creek, California

650.538.7383

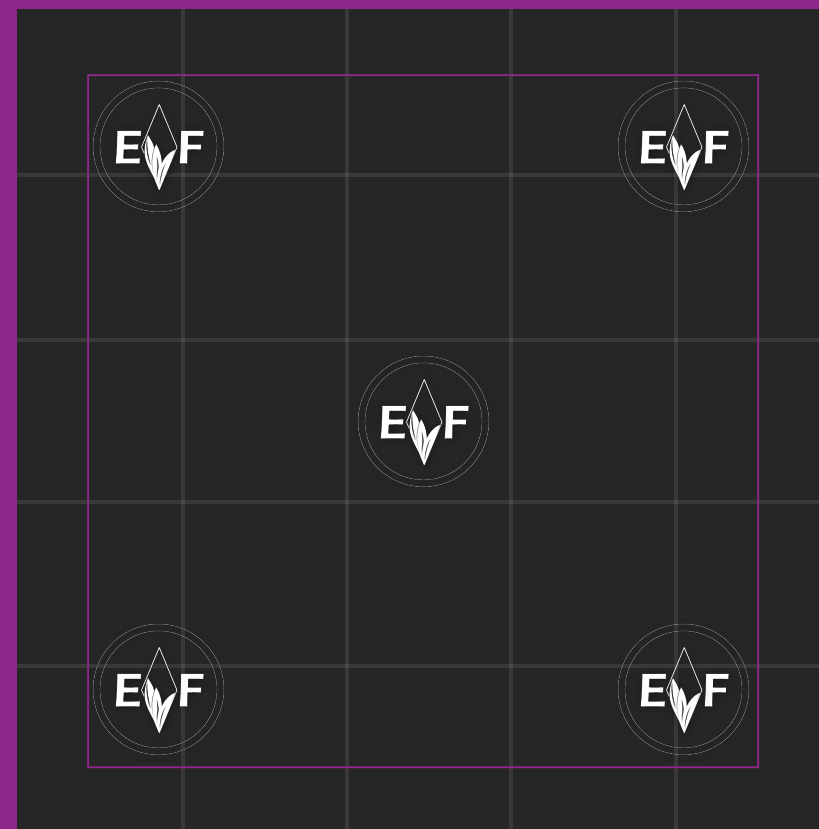
joseph.norris@emberflash.com

www.emberflash.com

Logo Positioning

The safe distance to put your logo in

When placing our logo it is important to use the following example to ensure proper spacing around each element.



Square



Landscape



Portrait





Logo Application

The rules on proper positioning

Sometimes it will be appropriate to use our mark or logo as an element of a photograph. It is important that our color mark be placed in an open space clear of any background noise. Our white mark should be placed in the darkest area of an image while also paying attention to logo positioning as shown on the previous page.





Reminders

Rules on logo use to keep in mind



DO NOT change the color.
Use only the colors in the palette.



DO NOT crop
the logo.



DO NOT add shadows
or effects.



DO NOT rotate
the logo.



DO NOT put over
another illustration.



DO NOT use tint
or opacity.



About Ember Flash.

www.emberflash.com

Ember Flash Aerospace Group is working towards in-the-field climate and disaster related support solutions that not only include advanced unmanned air systems (UAS), but also the data, analytics, decision making assistance, and user interface needed to create a previously unimaginable level of situational awareness. . While UAS have the potential to revolutionize the disaster response industry, additional tools are necessary to ensure the first responder's needs are met. We will ensure seamless deployment and operational support so that the information provided can then be used to make informed decisions in real-time.



Download the Resources



www.emberflash.com/brand