

# AIDASH

01	BRAND PLATFORM
02	LOGOS
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06	BRINGING IT ALL TOGETHER

**Founded by serial entrepreneurs in 2019, AiDASH utilizes satellites and AI to transform remote monitoring of geographically distributed assets and provide access to continual, near-real-time streams of critical data for utilities, energy, mining, and other core industries.**

**In this document you'll learn about the tools we have to communicate AiDASH's expertise and exponential growth.**

**AiDASH is at a critical inflection point. After an oversubscribed Series C fundraise, a growing product portfolio with strong product-market fit in multiple categories, and powerful momentum, we are entering a new era for the AiDASH brand.**

**With a new brand strategy platform as our foundation, we've developed a refreshed brand identity system that establishes AiDASH as a visionary leader dedicated to safeguarding our critical infrastructure and building a brighter future for humanity.**

**BRAND PLATFORM**

01

**Brand Idea**

The idea that captures the essence of our story.

01

**Our Purpose**

The reason we exist beyond profit and shareholder value.

02

**Why It’s Right**

Rationale for why it makes sense for us as a brand and a business.

03

**Our Character**

Rationale for why it makes sense for us as a brand and a business.

04

# SECURING TOMORROW

This is a verb for a reason. We are actively working tirelessly to safeguard and prevent problems and disasters from happening to the things we need to live our lives free from interruption.

This is about our future. The things we do today have a lasting impact on the future of humanity and the planet we live on. We give people the power to affect our future in positive ways. Tomorrow needs to be better than today.

We exist to **safeguard our  
critical infrastructure**  
and secure the future of  
**humanAlty™**



Tomorrow isn't guaranteed. If we don't act, there is a very real possibility that our future may not exist the way we need it to. We at AiDASH are motivated by that notion. We build products and services that not only ensure we have a future, but a future that is bright and good for both humanity and our environment.



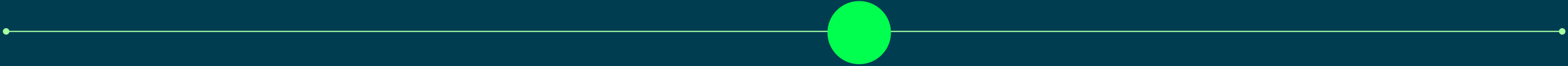
Optimistic

As a business who exists to safeguard the future, we cultivate positivity and hope



Urgent

We move swiftly to make an impact as fast as possible



Bold

We take calculated risks that have potential for massive rewards



Proud

We are confident and self-assured in the positive change we're making

Brand Idea

SECURING  
TOMORROW

01

Our Purpose

We exist to safeguard our critical infrastructure and secure the future of hummanAlty™

02

Why It’s Right

Tomorrow isn't guaranteed. If we don't act, there is a very real possibility that our future may not exist the way we need it to. We at AiDASH are motivated by that notion. We build products and services that not only ensure we have a future, but a future that is bright and good for both humanity and our environment.

03

Our Character

Optimistic  
Urgent  
Bold  
Proud

04

# LOGOS

02

**Our logo and symbol are the most memorable assets we have. They are the first touchpoints people see and our signatures of approval. They should be applied proudly and with care. On the following pages, you’ll learn about our logo, symbol, and how to use them correctly.**

This is our primary logo. It features italicized type with an arrow in the D to convey the near real-time data we provide to our customers. It should be used as a stand-alone mark wherever possible. It should always appear in its original form as it is rendered here and never be recreated using a typeface for any reason.



Our symbol is used when space is limited, particularly on social media and in presentations. It is an abbreviation of our primary logo utilizing a dash in place of the word. It should always appear in its original form as it is rendered here and never be recreated using a typeface for any reason.



To protect the Primary Logo from other visual elements, it must be surrounded by a minimum amount of clear space. No other graphic elements should encroach within this area. The spacing surrounding the Primary Logo is 3/4 of the height of “A” in the logo. Use the Primary Logo no smaller than a minimum size of 100px (digital) or 1” (print).



**AiDASH**

Primary Logo  
Minimum Size  
100px Wide



To protect the Symbol from other visual elements, it must be surrounded by a minimum amount of clear space. No other graphic elements should encroach within this area. The spacing surrounding the Tagline Lockup is 3/4 of the height of “A” Use the Tagline Lockup at a minimum size of 75px (digital) or .75” (print).



**Ai-**



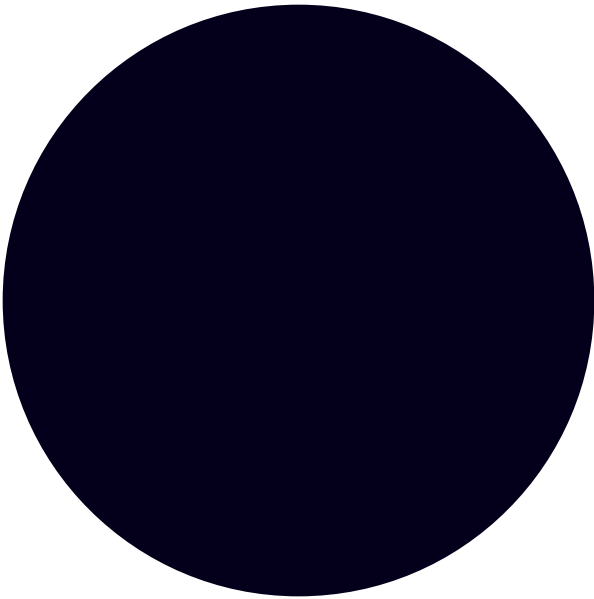
Symbol  
Minimum Size  
75px Wide

COLOR

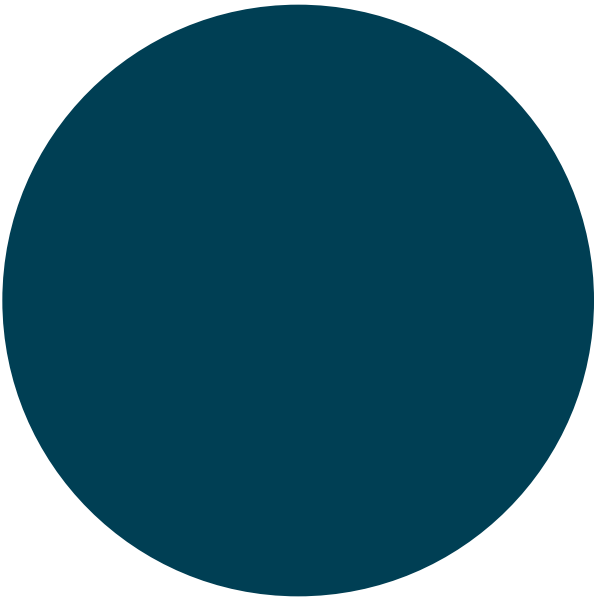
03

The AiDASH brand is multi-hued. While the brand is grounded by a few core colors, it allows for a wide range to add energy and confidence to layouts. While our palette is rich and diverse, it’s important that colors are applied thoughtfully. The following pages define those colors and our recommended pairings.

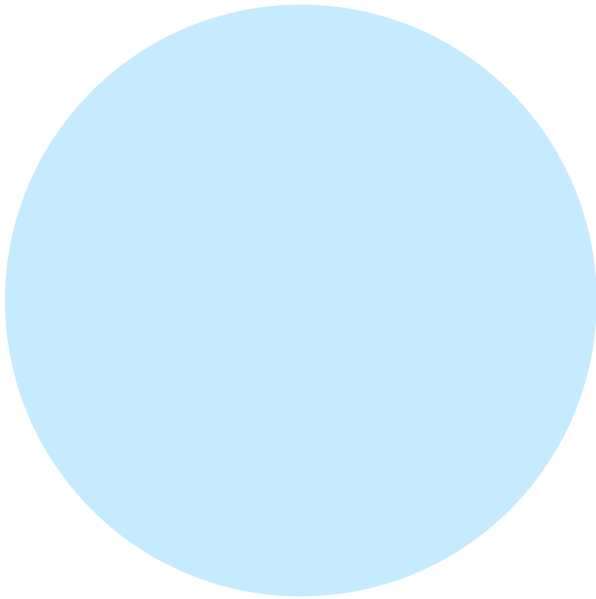
We rely on our palette to tell visual stories. AiDASH is a multi-hued brand that allows for multiple colors to be used throughout brand applications. Our colors are inspired by nature, space, and the environments of our customers. On the following pages, you will learn which colors and combinations should be used in relation to others.



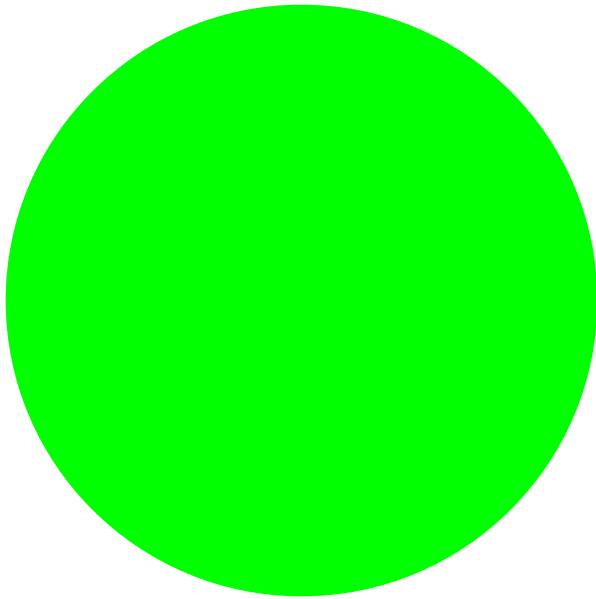
**SPACE BLACK**  
RGB 05 00 27  
HEX 05001B  
CMYK 82 78 59 78  
PMS BLACK 6 C



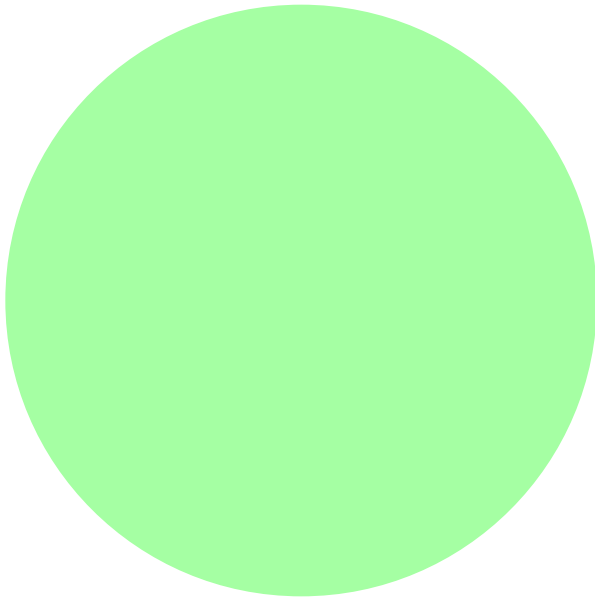
**AURORA TEAL**  
RGB 00 62 81  
HEX 003E51  
CMYK 97 67 48 38  
PMS 3035 C



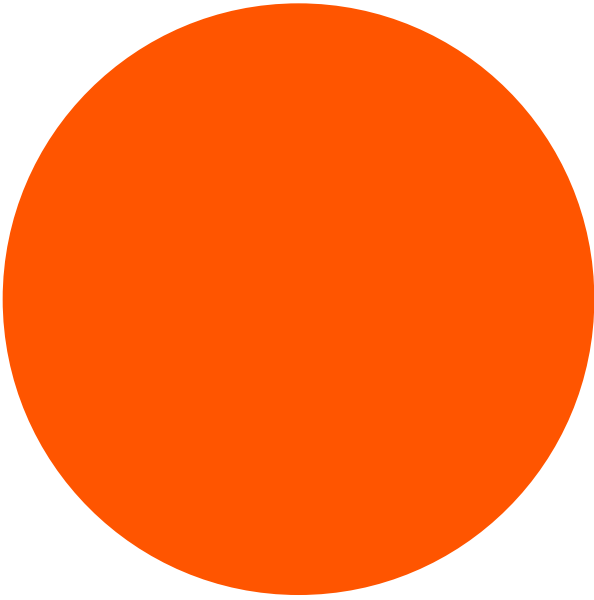
**SKY BLUE**  
RGB 198 236 255  
HEX C6ECFF  
CMYK 20 00 00 00  
PMS 656 C



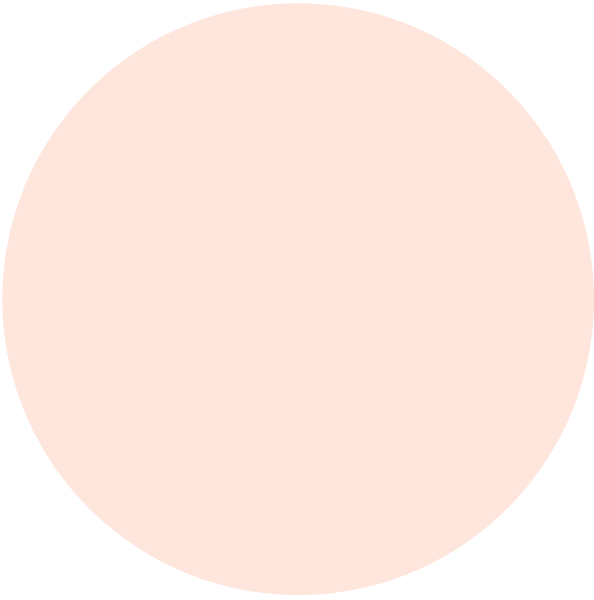
**VOLT GREEN**  
RGB 00 255 78  
HEX 00FF4E  
CMYK 61 00 100 00  
PMS N/A



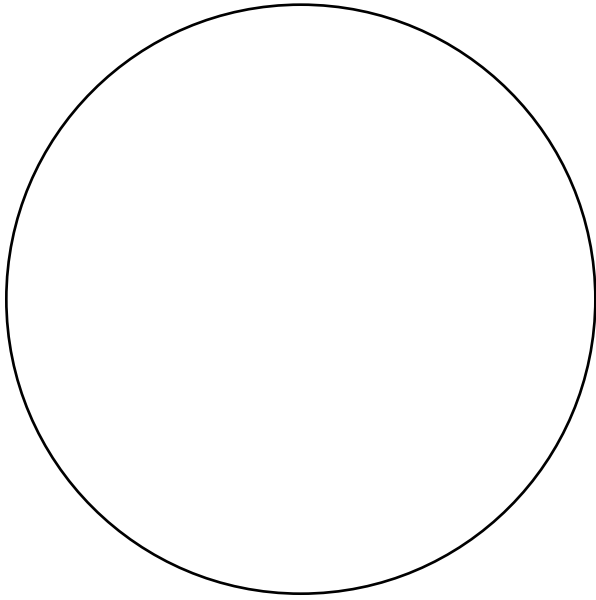
**MINT GREEN**  
RGB 166 255 163  
HEX A6FFA3  
CMYK 33 00 52 00  
PMS 2267 C



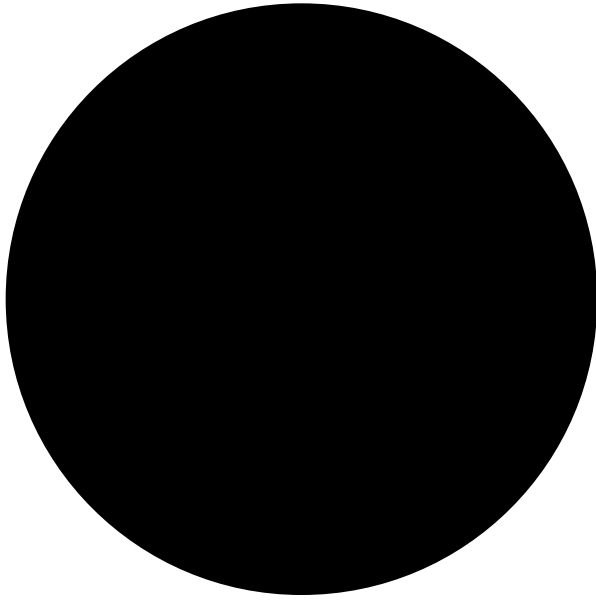
**SAFETY ORANGE**  
RGB 255 86 00  
HEX FF5600  
CMYK 00 81 100 00  
PMS ORANGE 016 C



**CALCITE ORANGE**  
RGB 255 230 220  
HEX FFE6DC  
CMYK 00 11 10 00  
PMS N/A

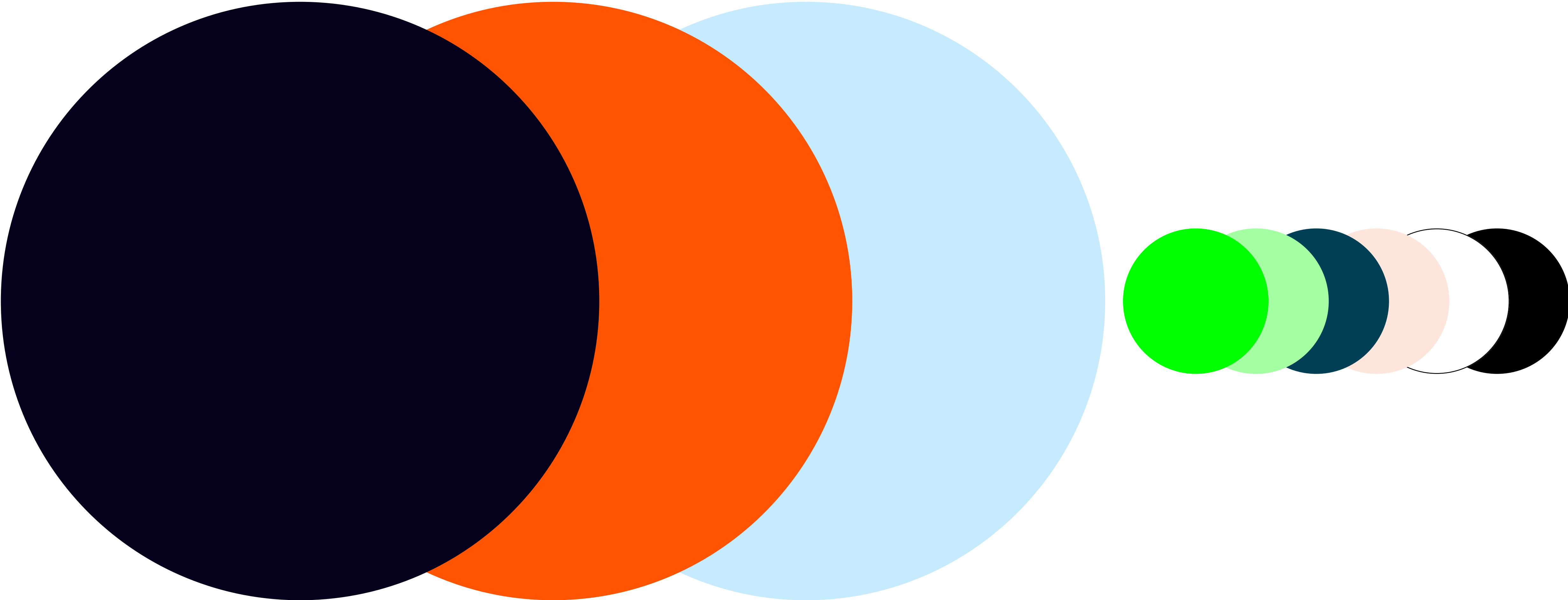


**WHITE**  
RGB 255 255 255  
HEX FFFFFFFF  
CMYK 00 00 00 00  
PMS N/A

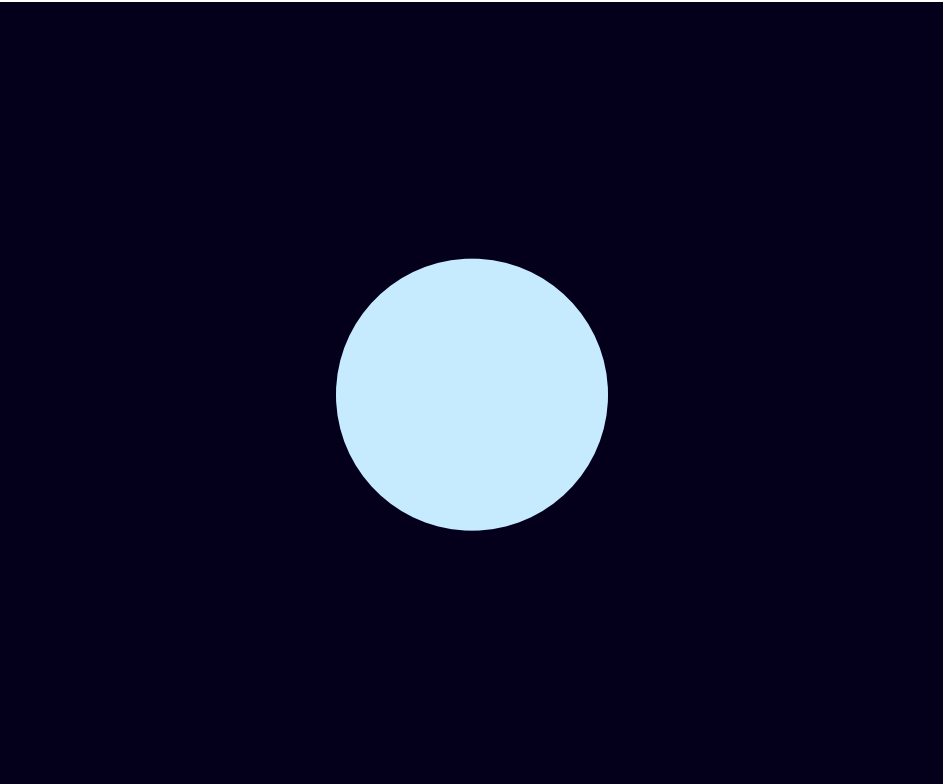


**BLACK**  
RGB 00 00 00  
HEX FFE6DC  
CMYK 75 68 67 90  
PMS N/A

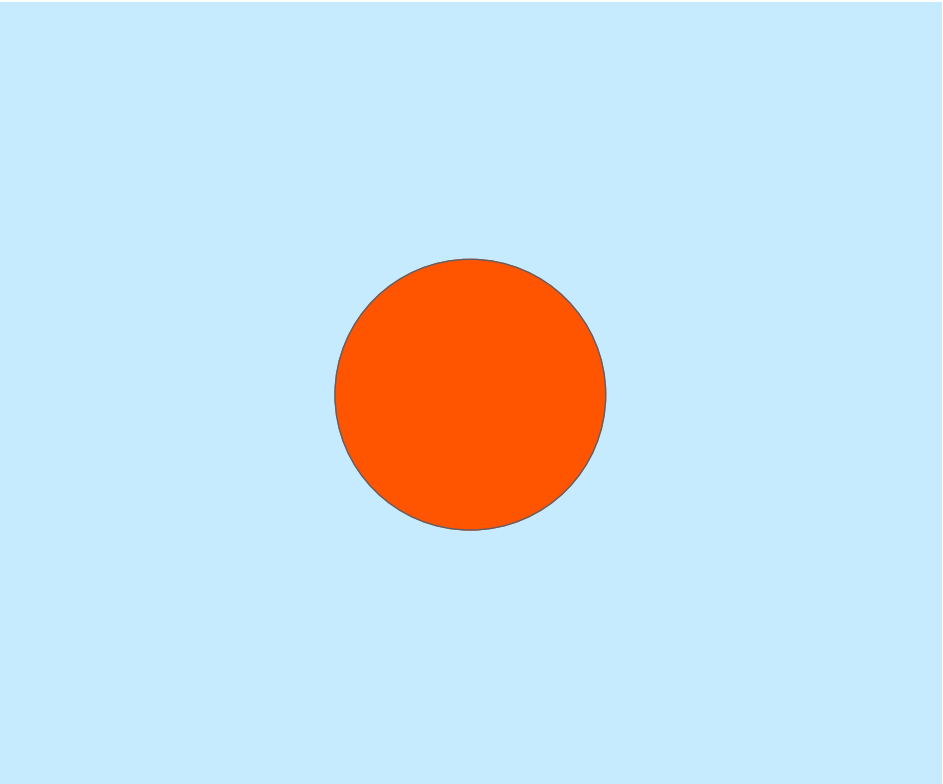
Here is a color proportion guide for AiDASH. It is a reference for how often colors should be used throughout the brand (not for one specific piece of creative).



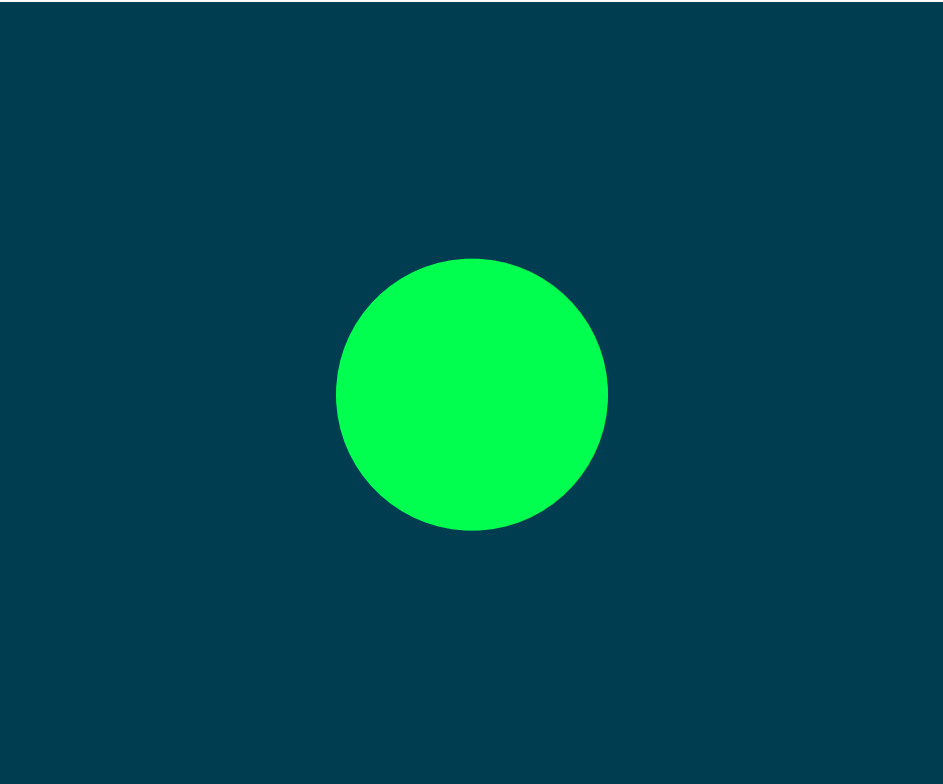
Here are the recommended color pairings for the AiDASH brand. Color pairings are not limited to these shown. however when combining colors, there should not be more than three colors used.



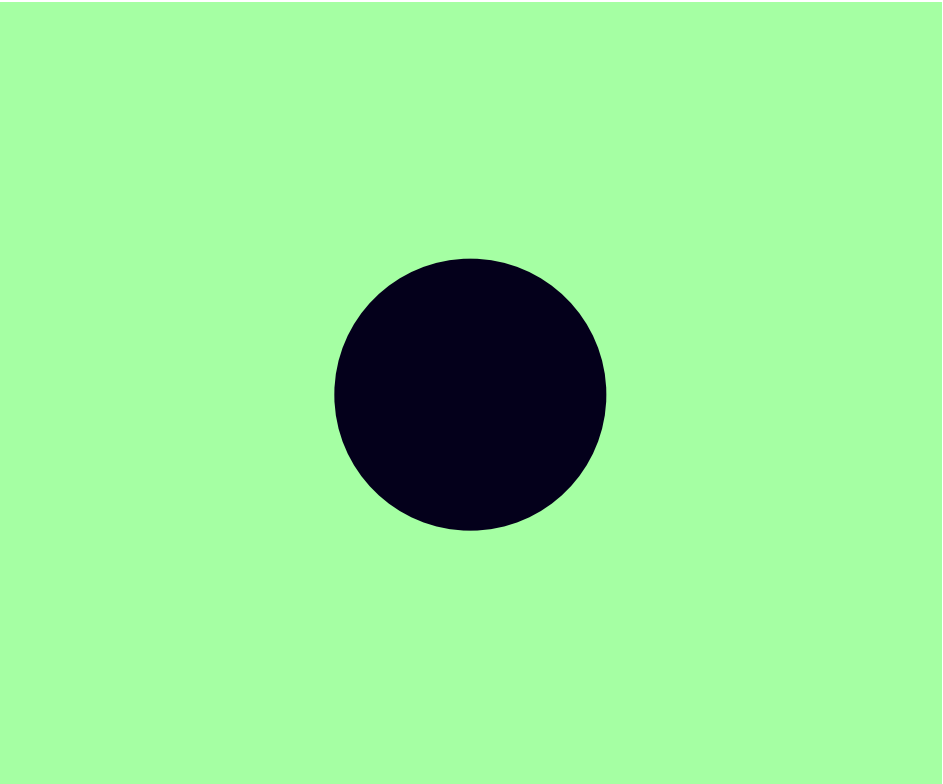
Space Black / Sky Blue



Sky Blue / Safety Orange



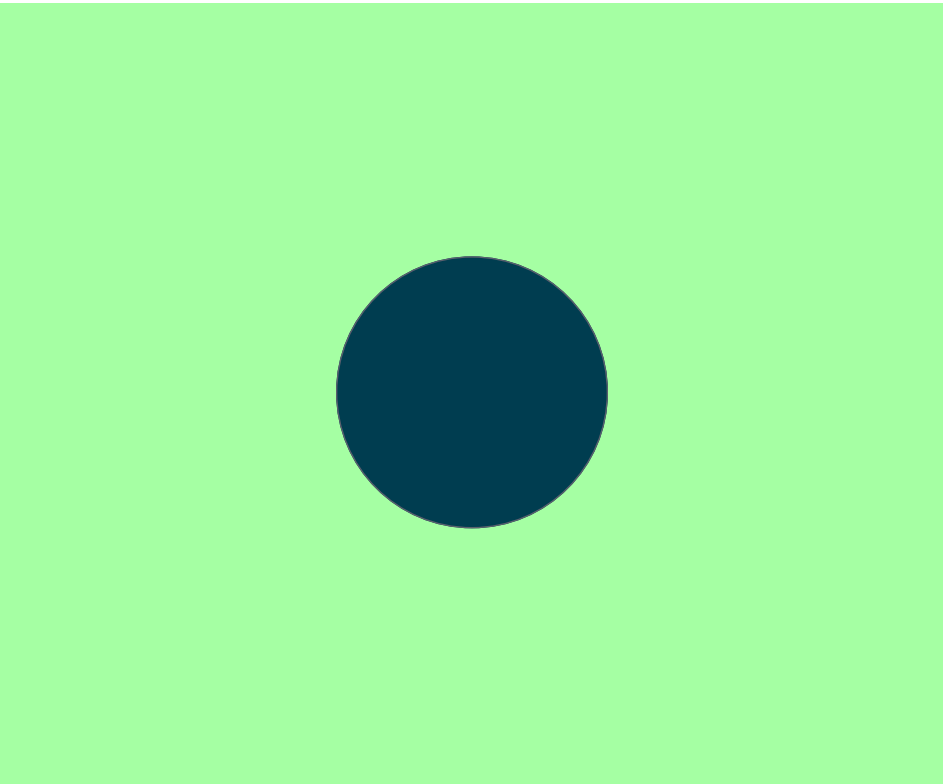
Aurora Teal / Volt Green



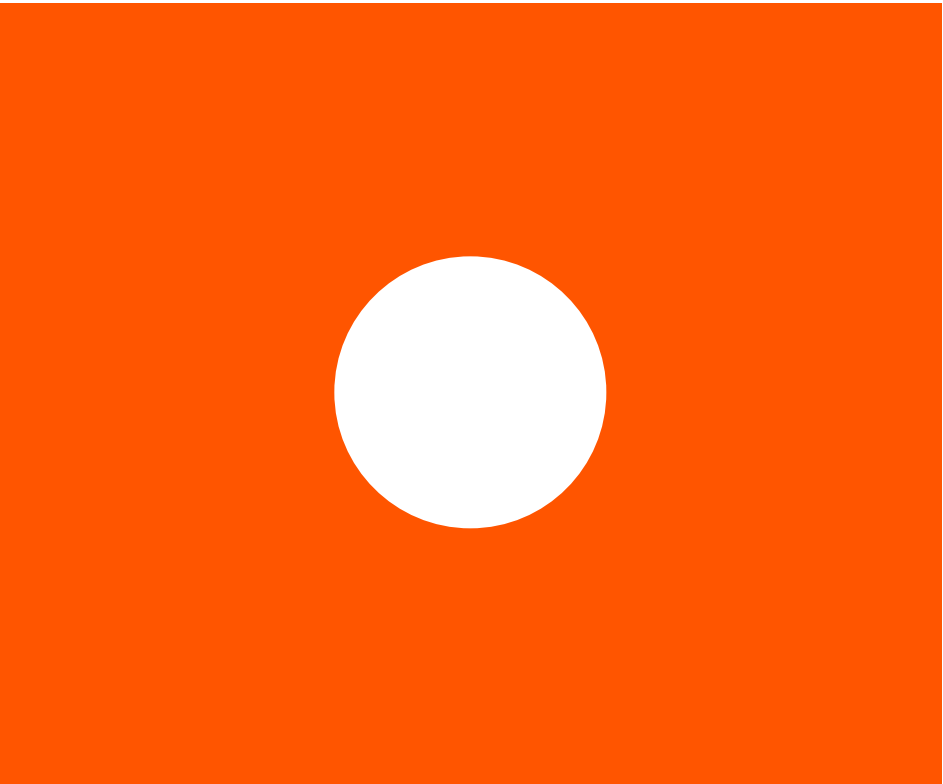
Mint Green / Space Black



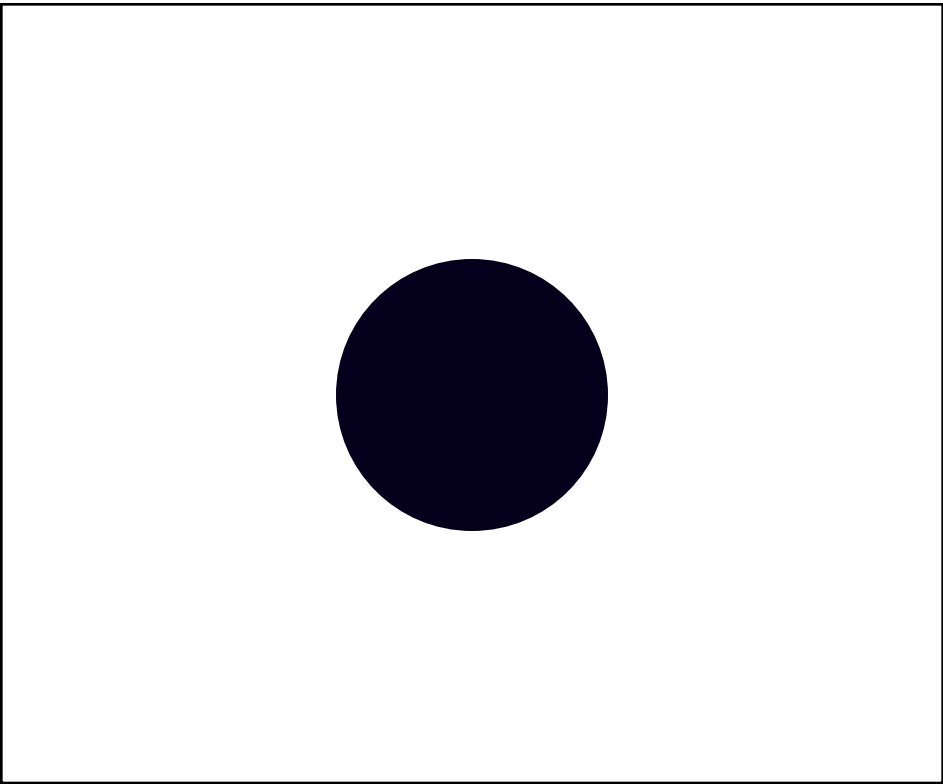
Calcite Orange / Safety Orange



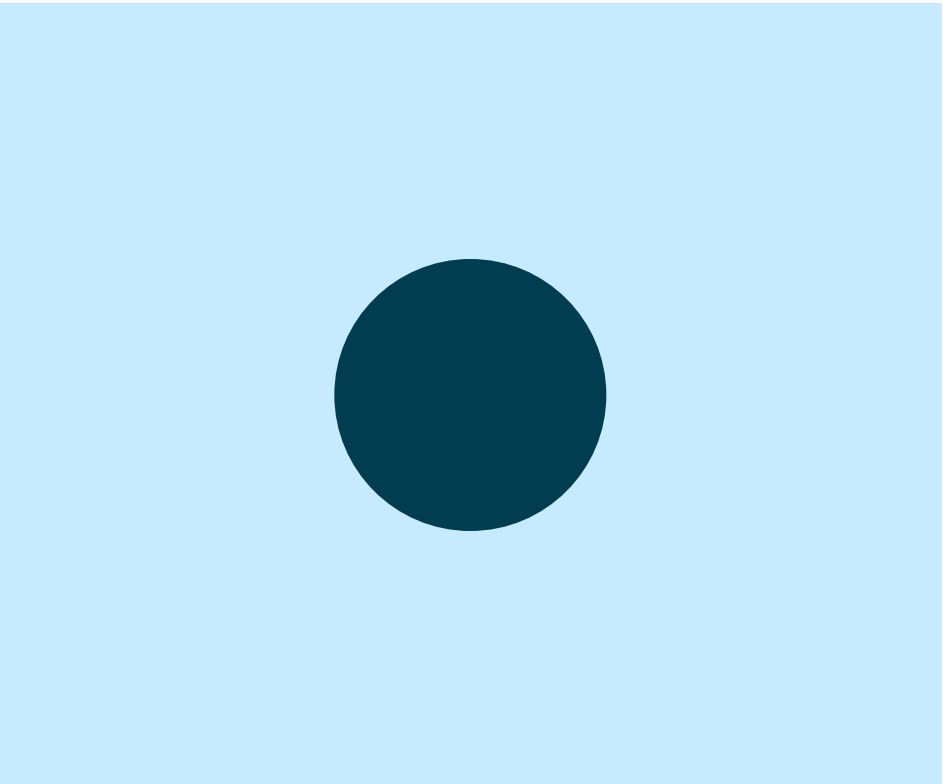
Mint Green / Aurora Teal



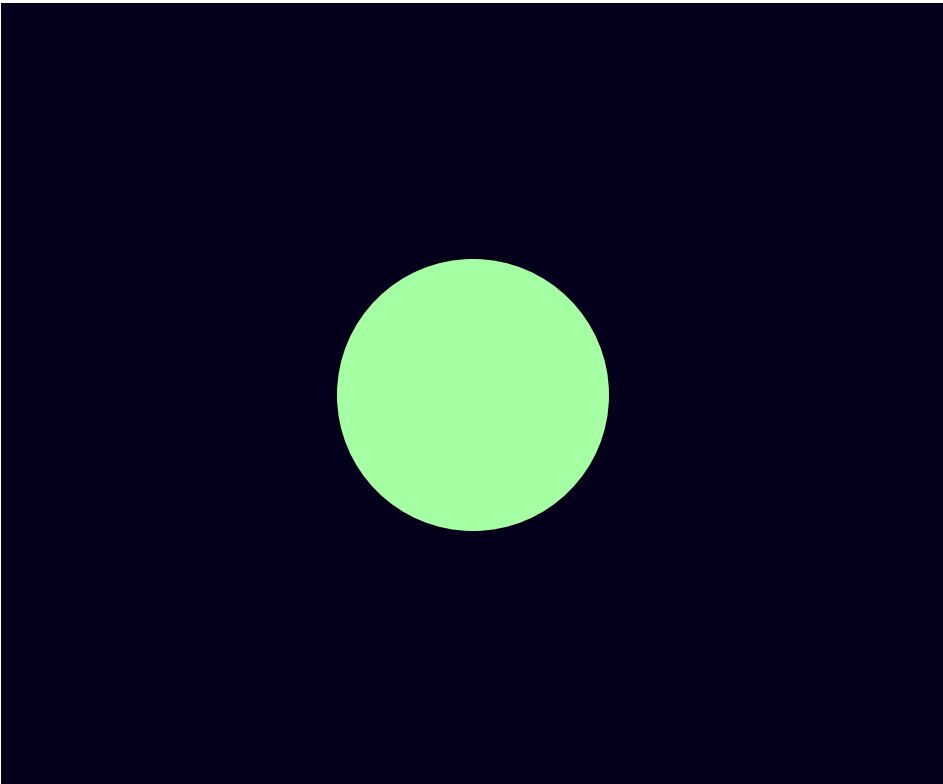
Safety Orange / White



White / Space Black



Aky Blue / Aurora Teal



Space Black / Mint Green

**TYPOGRAPHY**

04

**Our typographic palette features one typeface with various weights and widths. This allows for our brand personality to shine brightly and confidently. Much like our color palette, it is important to use fonts selectively and with intention.**



Our type family is divided into two categories, each with specific uses. The combinations of these fonts allows for precise customization, offering flexibility and creative control while maintaining readability and a distinctive look.

Headlines **(ALWAYS all caps)**

SECURING  
TOMORROW

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789? !@#\$%^&\*() . , ' ”

FOUNDERS GROTESK X-CONDENSED SEMIBOLD  
FOUNDERS GROTESK X-CONDENSED MEDIUM

Subheadlines + Body Copy **(NEVER all caps)**

Lorem ipsum dolor sit amet,  
consectetuer adipiscing elit, sed  
diam nonummy nibh euismod  
tincidunt ut laoreet dolore magna  
aliquam erat volutpat. Ut wisi enim  
ad minim veniam, quis nostrud  
exerci tation ullamcorper.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789  
? !@#\$%^&\*() . , ' ”

Founders Grotesk Bold  
*Founders Grotesk Bold Italic*  
Founders Grotesk Semibold  
*Founders Grotesk Semibold Italic*  
Founders Grotesk Medium  
*Founders Grotesk Medium Italic*  
Founders Grotesk Regular  
*Founders Grotesk Regular Italic*  
Founders Grotesk Light  
*Founders Grotesk Light Italic*

Below is an example of a set of typography where our palette is showcased. Headlines set in Founders Grotesk X-Condensed should be large, **always all caps**, and succinct. Subheadlines, body copy, and CTAs should be significantly smaller and set in sentence case. This insures that information is communicated correctly and in the correct order.

# FIND YOUR ADVANTAGE FROM SPACE

Accessible. Actionable. Compliant.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper.

Get a demo

**Headline (ALWAYS all caps)**  
Founders Grotesk X-Condensed Semibold  
Size: 195 pt  
Leading: 140 pt (70%)

**Subheadline (NEVER all caps)**  
Founders Grotesk Medium  
Size: 50 pt  
Leading: 50 pt (100%)

**Body Copy**  
Founders Grotesk Regular  
Size: 30 pt  
Leading: 34 pt (114%)

**Call to Action**  
Founders Grotesk Medium  
Size: 20 pt

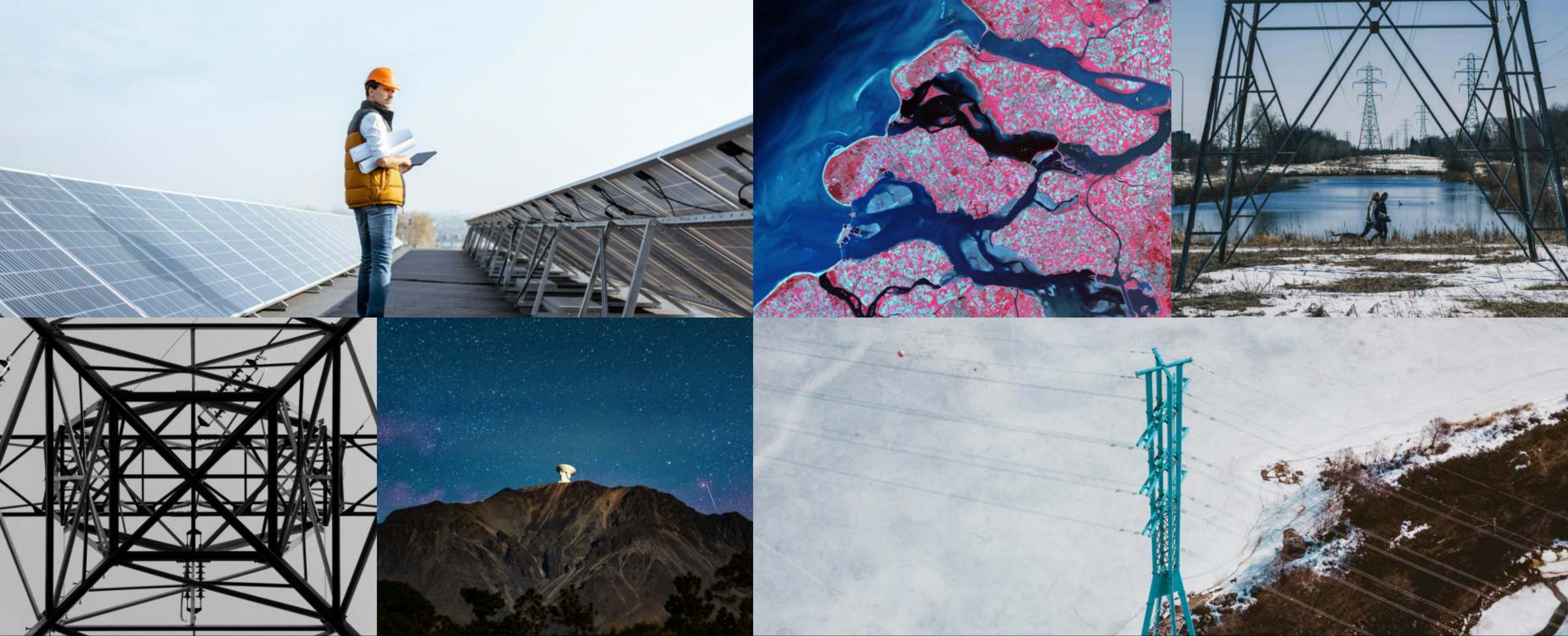
# VISUAL ASSETS

# 05

Aside from our logo, symbol, color palette, and typography, our brand features a range of visual assets that help to further convey our expertise and confidence. They include photography, patterns, and iconography. As you will see in the next section, using these elements along with our core graphic assets brings our brand to life.

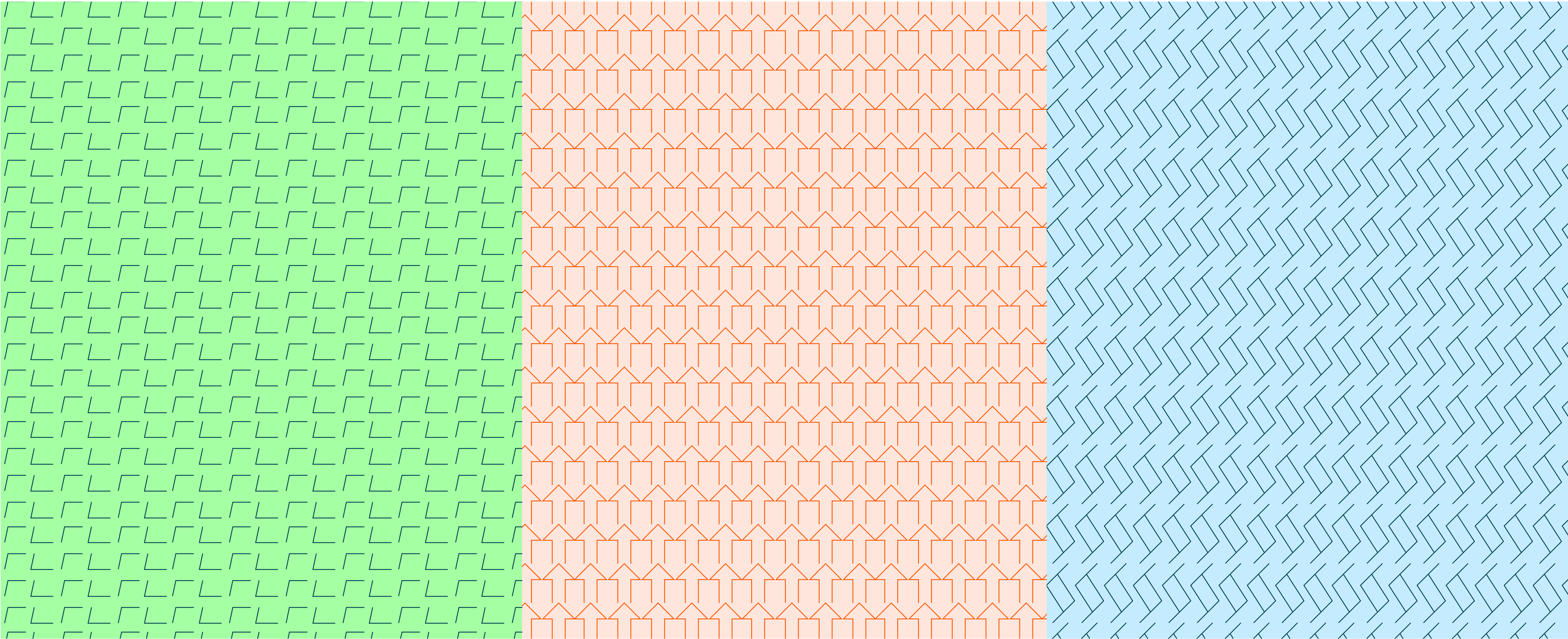


Our photography is graphic, expansive, in-the-moment, and simple. We highlight our customers, utilities, and satellite imagery. Additionally, we use textural images that provide space for copy. Photos should never look overly stylized and subjects should never appear stiff and posed.

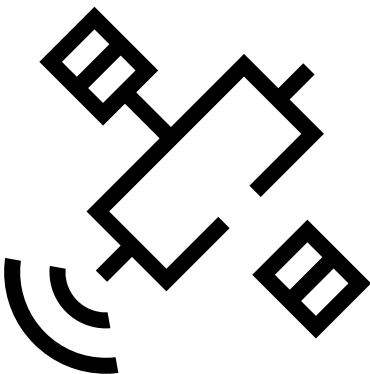
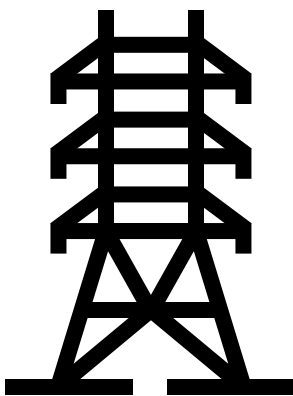
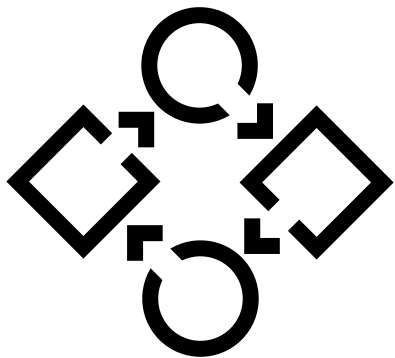
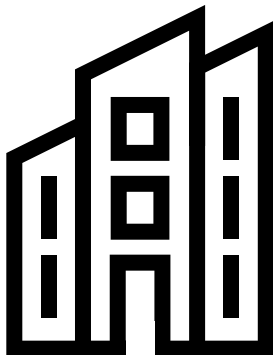
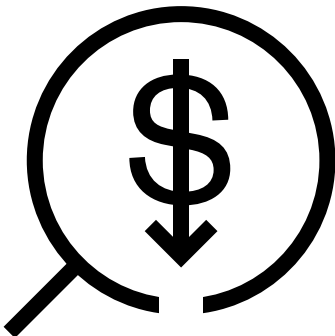
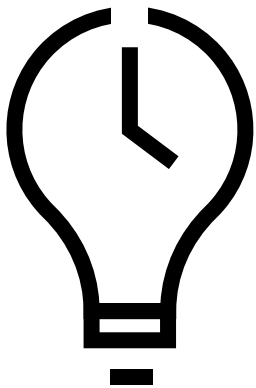
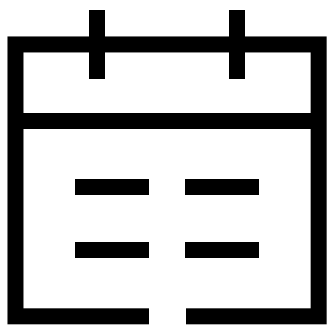




Our patterns add to the story of our brand by creating texture and provide another resource to divide content within a layout. They are built from our logo and connote the speed of our data and the materials our customers experience. They should be used in subtle tone-on-tone color combinations and only one pattern should be used at a time in a single layout.



Our iconography is defined by simple strokes with the angularity and spacing featured in our logo. They are decidedly simple, suited for identifying singular messages at smaller sizes. These icons can be used in any of our brand colors but should only ever be shown in one color.



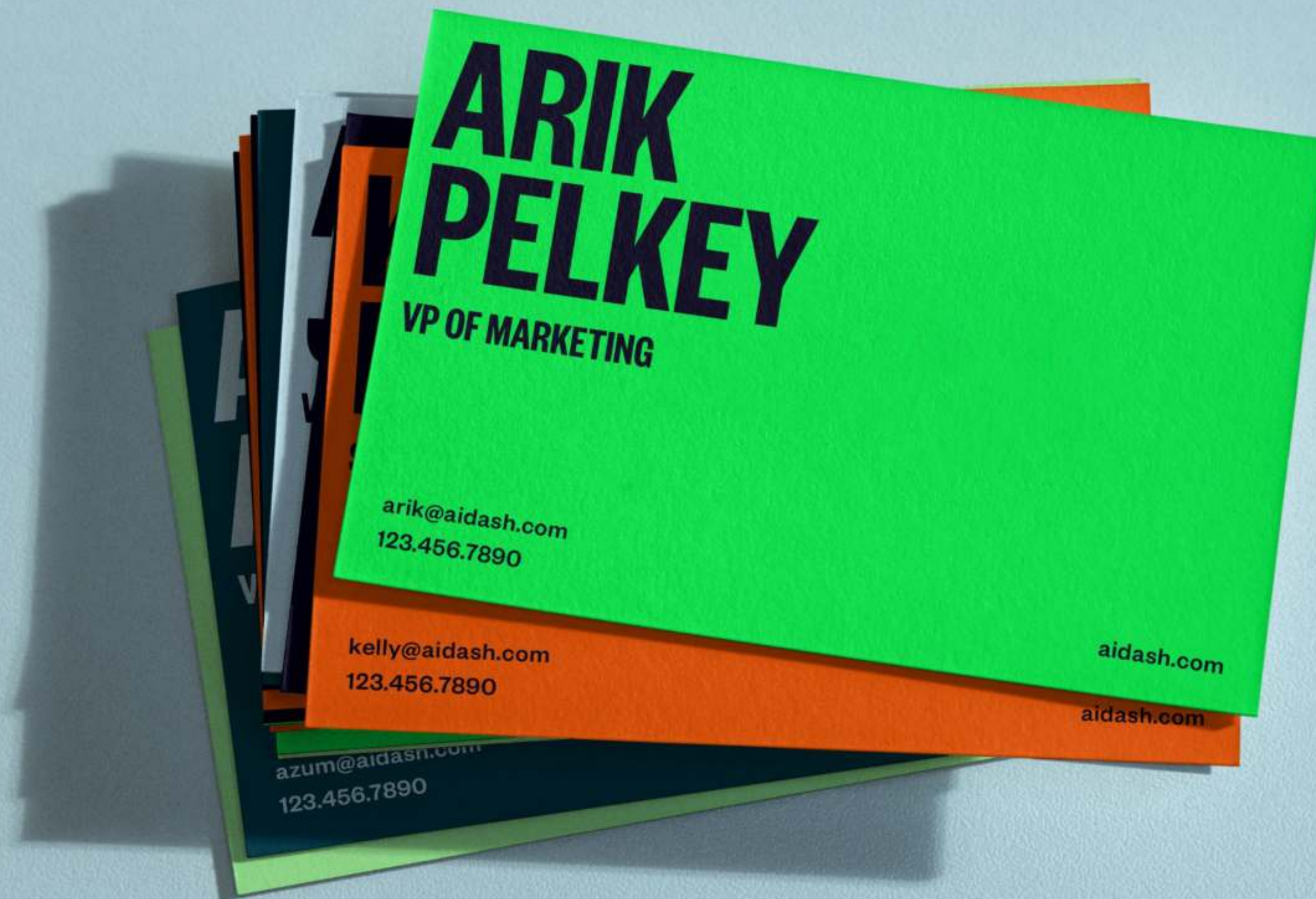
**BRINGING IT ALL  
TOGETHER**

06



**With all of our brand assets defined, now it’s time to see how they can and should be brought together to communicate a variety of messages. It’s important to maintain consistency and that the elements follow their corresponding approaches detailed in this document.**





**ARIK  
PELKEY**

**VP OF MARKETING**

arik@aidash.com  
123.456.7890

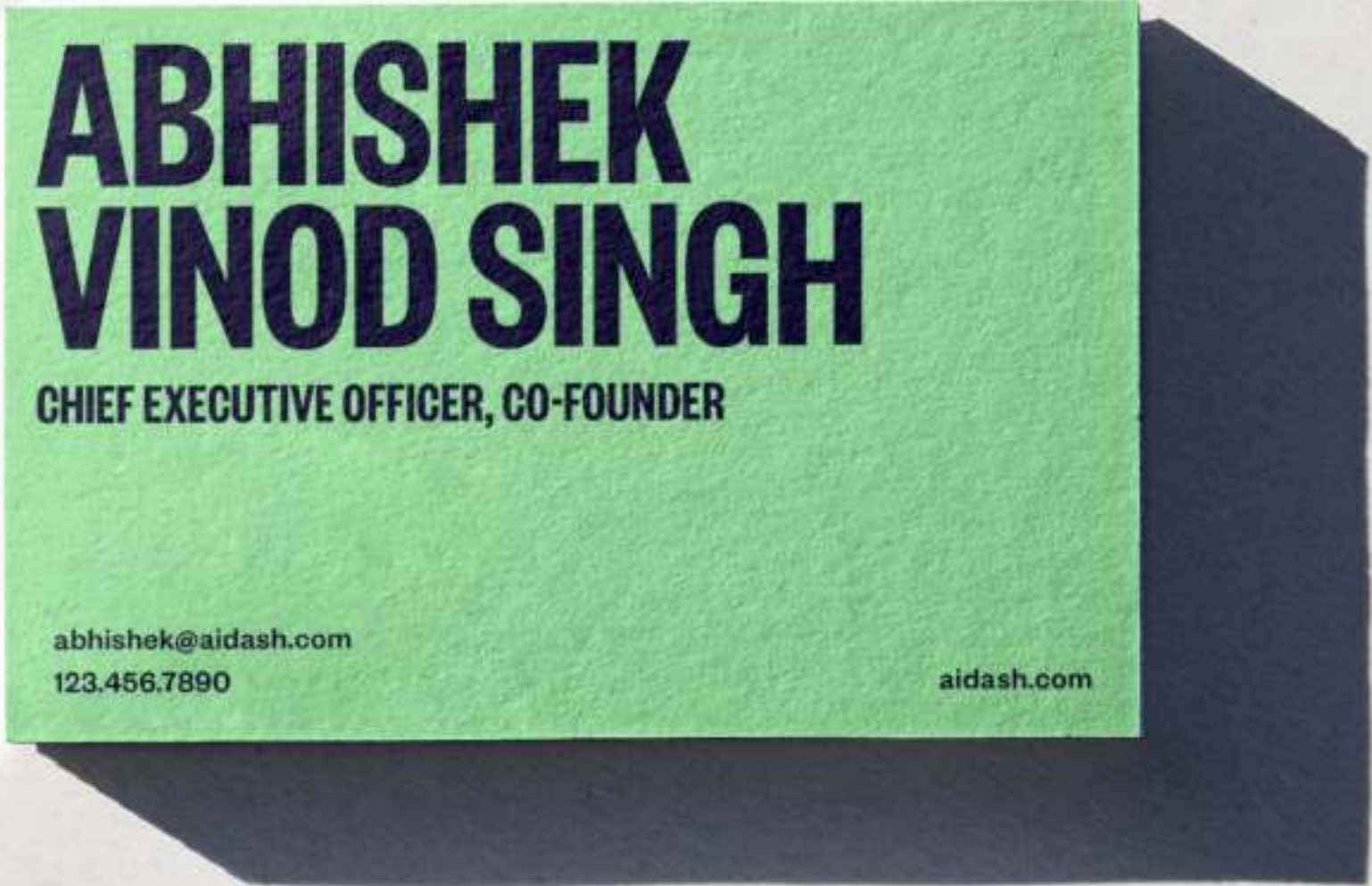
aidash.com

kelly@aidash.com  
123.456.7890

aidash.com

azum@aidash.com  
123.456.7890







# ELECTRIC UTILITIES

Build grid resilience  
with satellites and AI

Vegetation and climate disasters – like storms  
and wildfires – are two of the biggest and costliest  
threats to transmission and distribution lines.

[Learn more](#)

GAS UTILITIES

ENERGY

WATER AND WASTEWATER

TRANSPORATION

MINING



[ELECTRIC UTILITIES](#)[GAS UTILITIES](#)[ENERGY](#)[WATER AND WASTEWATER](#)[TRANSPORATION](#)

# MINING

Plan mine resources, improve safety,  
and reduce risks with satellites

Ongoing, detailed mine monitoring to protect workers,  
manage assets, and measure advancement is possible  
as AiDash revolutionizes the mining industry with  
actionable insights from satellites and AI.

[Learn more](#)



MINING

**20% LOWER  
ASSESSMENT  
COST**



Offering

AiDash Demo

**Ai-**



01.01.25

OUR FULL-STACK  
PLATFORM

Subheadline words go here  
and so on and so forth

AiDASH

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Ai-

AiDash Demo

03

OBJECTIVES

1

Ai-

AiDash Demo

04

Mining

20% LOWER  
ASSESSMENT  
COST



Ai-

AiDash Demo

08

PRODUCTS

3

Ai-

AiDash Demo

22

Impacts

There needs to be a better way to prepare for storms and mitigate damage

Extreme weather events create extreme impacts:

\$339B

Extreme weather events create extreme impacts:

300%

Increase in extreme rainfall

33%

Increase in hurricane severity

Longer Storm Duration

Slowing hurricanes lead to longer durations, increasing damage

Increased Storm Frequency

30 named storms, 13 hurricanes in 2020

Billion Dollar Disasters

200% increase in \$1B disasters 2010-2020

Ai-

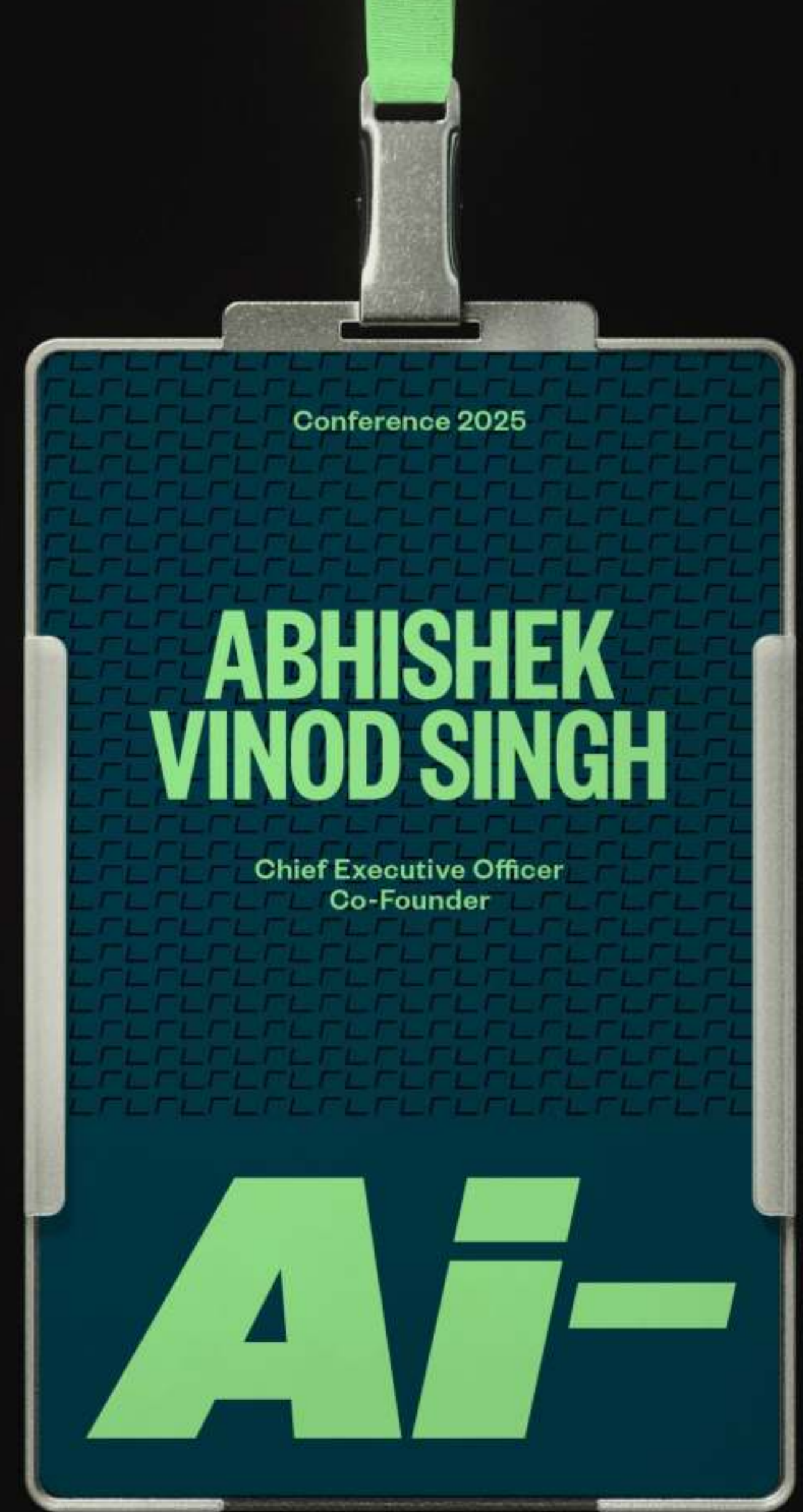
AiDash Demo

26



Ai-









**AiDASH**