



Brand guidelines

Updated September 2026



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[↑]

Wing[↑]

**Store to door
in minutes.**



Delivery in minutes

wing.com

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.



Brand voice

Our voice is friendly and approachable, yet maintains a confident tone that reinforces a promise: Wing delivers your essentials quickly and safely, freeing you to focus on what matters most.

We write with clear and transparent communication, building a foundation of trust with our key audience.



Guidance



Focus on the key audience

Acknowledge the pain points of traditional shopping methods. Show that we understand our customers' busy lives and the convenience they seek.

Use scenarios that every day consumers can easily relate to, like needing last-minute groceries or snacks before the big game. We actively encourage and embrace feedback from our customers.

Transparent and clear

Clear, jargon-free messages build trust. We'll always be straightforward and honest about what we do and how we do it. Open communication is the foundation of our customer relationships.

Approachable and friendly

We're like a knowledgeable friend, chatting about the wonders of drone delivery. Our everyday language and warm approach make this tech feel approachable for all.

Inspiring and optimistic

Our tone is upbeat and inspiring, highlighting the possibilities of drone delivery. Use language that encourages them to take part in building a more convenient, efficient future.

Even when addressing challenges, the overall message should be optimistic about the benefits of embracing drone technology.

Humble yet assured

We're proud of our innovative service, but we remain humble and approachable. Focus on the benefits and convenience of our service without boasting.

Explain the advantages of our technology with relatable, accurate, and grounded language, avoiding technical jargon as much as possible.

Our confidence should come through our understanding of customer needs and our commitment to meeting them.

Brand audience

Understanding the power of clear communication, Wing's voice adapts to resonate with our key audiences.

Adapting our voice ensures all messaging, regardless of audience, is delivered in a way that fosters trust and understanding.

See the breakdown on the right for more detail.

Audiences

The Modern Family (high emphasis)

We connect with everyday users through a friendly, approachable tone. We focus on convenience, time-saving benefits, and the ease of integrating Wing into their busy lives.

We emphasize the speed and intangible benefits of drone delivery.

Partners / Buyers (high emphasis)

For businesses and partners engaged with Wing's delivery logistics, communication prioritizes clarity and quantifiable benefits.

We emphasize efficiency, cost-effectiveness, and the positive impact on customer satisfaction.

Regulators / Government

For regulatory bodies and government agencies, Wing's communication adopts a professional and transparent tone.

We emphasize our commitment to safety, compliance, and collaboration.

Data-driven insights, and clear explanations of our technology and operations are paramount.

Brand slogans

Wing understands that time is precious.

That's why we've crafted a collection of brand slogans that capture the essence of our lightning-fast delivery service.

These taglines emphasize the speed and efficiency of Wing, making it clear that getting what you need has never been easier.

Approved messaging

[Delivery] in minutes

Groceries delivered in minutes.

Store to door in minutes.

Food delivered in minutes.

Brand do's and don'ts

Comparisons to traditional delivery methods

- ✓ Get your essentials delivered in minutes. No more waiting around for your package to arrive. Spend more time on the things that matter.
- ✓ Wing drone delivery complements existing forms of delivery by providing extra capacity, it does not replace them.
- ✓ With our precise delivery times and real-time tracking, you can rest assured that your package will be safely delivered to your home.
- ✓ We don't break out our cost per delivery or operation, but we firmly believe that cost is an advantage of our approach at scale.

- ✗ **Don't say:** Wing is always faster and more reliable than traditional delivery.
- ✗ **Don't say:** Wing autonomous delivery will replace delivery drivers.
- ✗ **Don't say:** No more porch pirates or drivers messing with your packages or food.
- ✗ **Don't** share specific cost numbers for deliveries, nests, or our aircraft.

Brand copy guidelines

Let's ensure every Wing message lands with clarity and consistency.

This page details the foundation of our writing style, outlining preferred grammar, punctuation, and capitalization practices.

By adhering to these rules, we guarantee a seamless and professional voice across all communication channels.

Capitalization

Sentence case

Punctuation

Add periods at the end of headlines if the copy is a complete sentence, not a fragment.

Use periods at the end of CTAs and supporting copy.

If there are two sentences in a headline, the preference is to use line breaks over periods.

Never use exclamation marks.

Time and date formatting

Include a single space between a stated time and “am” or “pm.”

Example:

The meeting begins at 12 pm.

Time zone abbreviations should be all caps

Example:

Eastern Standard Time is ET.

Oxford comma

We advise against using Oxford commas.

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 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)

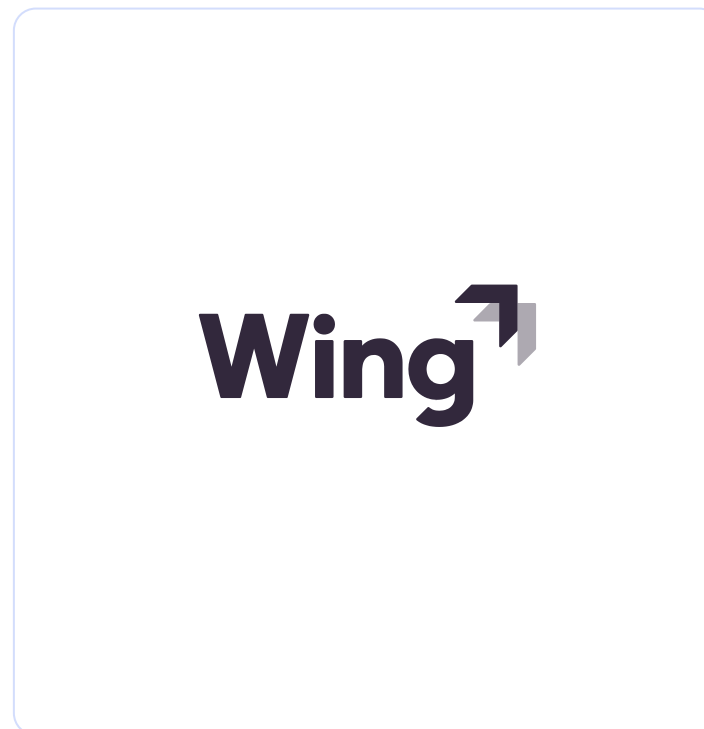


Logo backgrounds

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

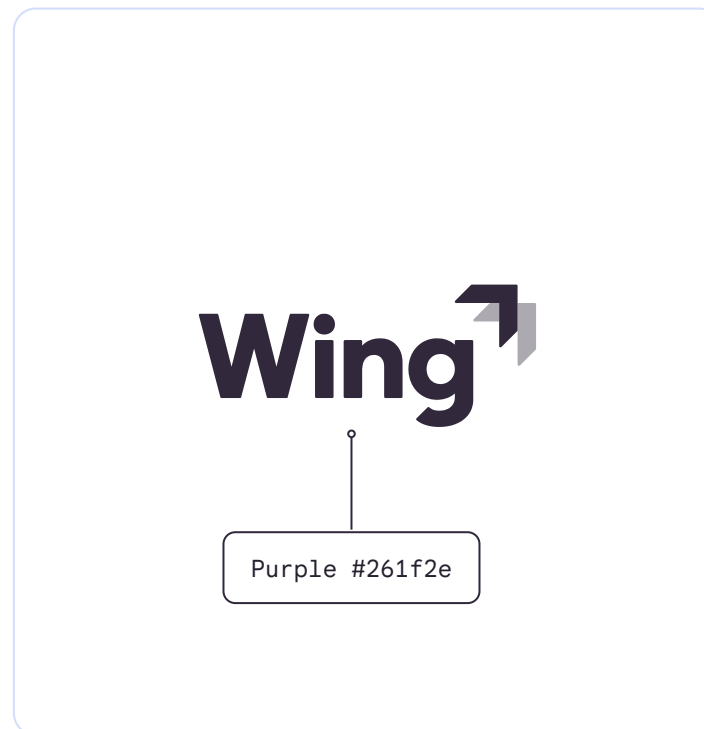
Keeping things clear and consistent, the Wing logo itself should always remain one color.

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.



Confidential and Proprietary

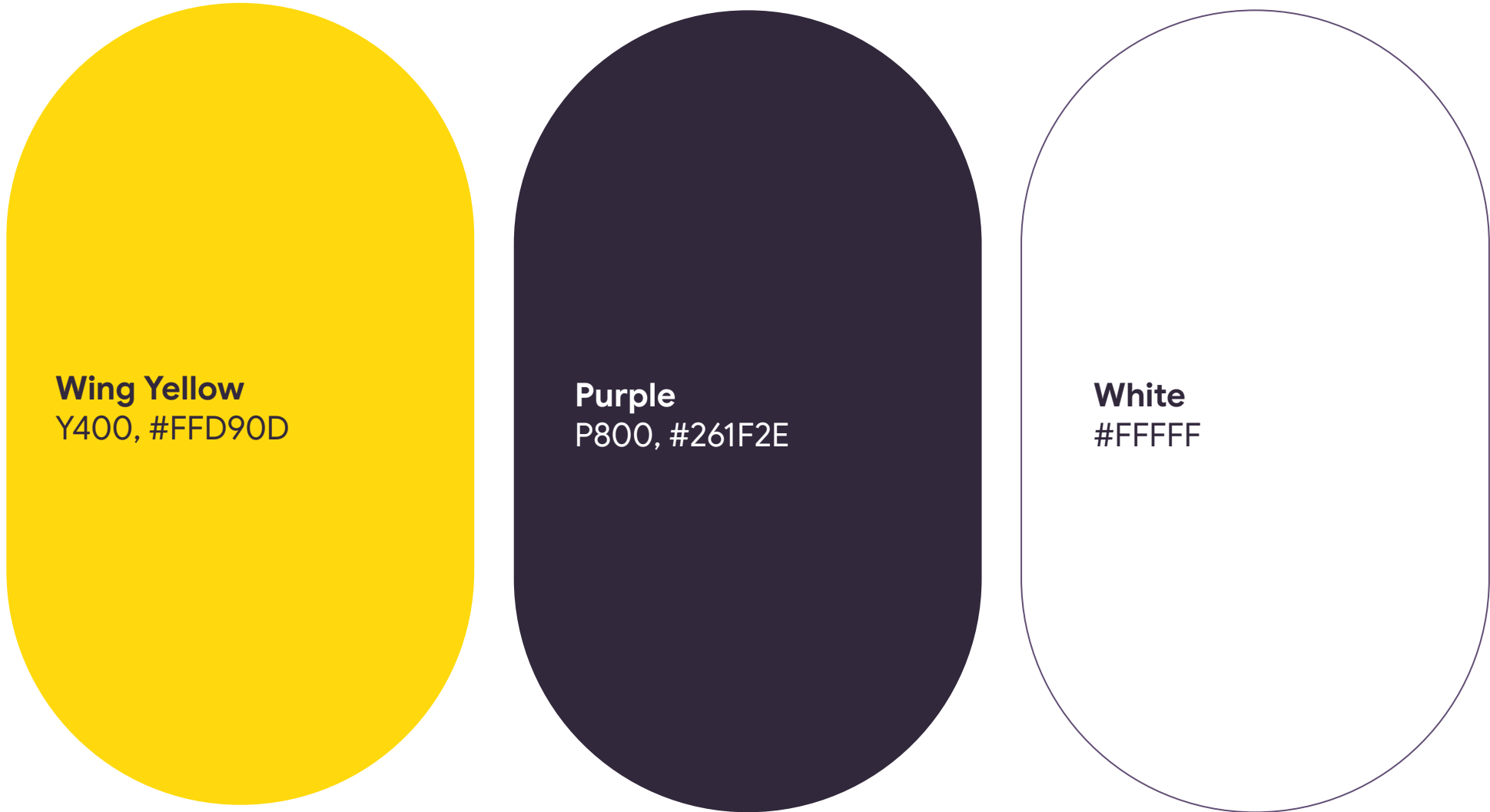


Wing color



Primary Colors

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



Wing Yellow
Y400, #FFD90D

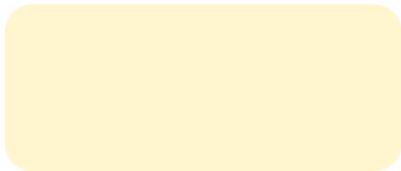
Purple
P800, #261F2E

White
#FFFFFF

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



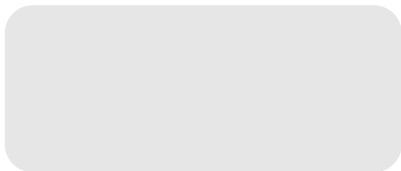
Y100
#F8E398
PMS: 7401 C



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

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 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

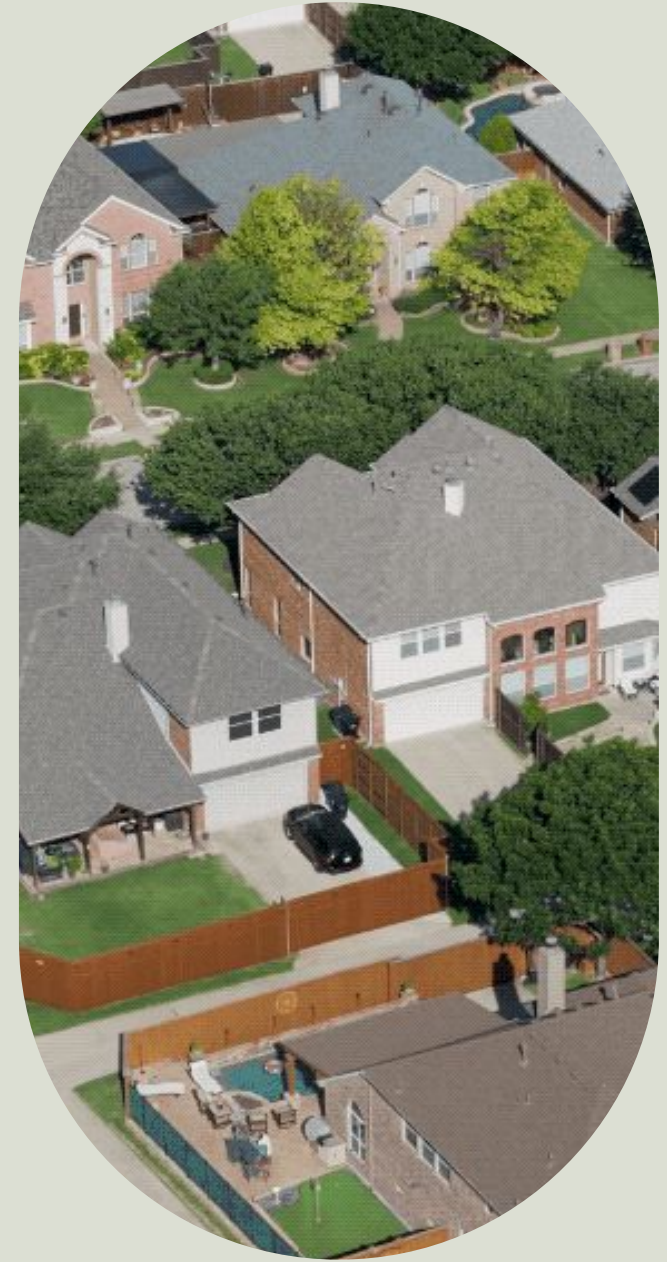
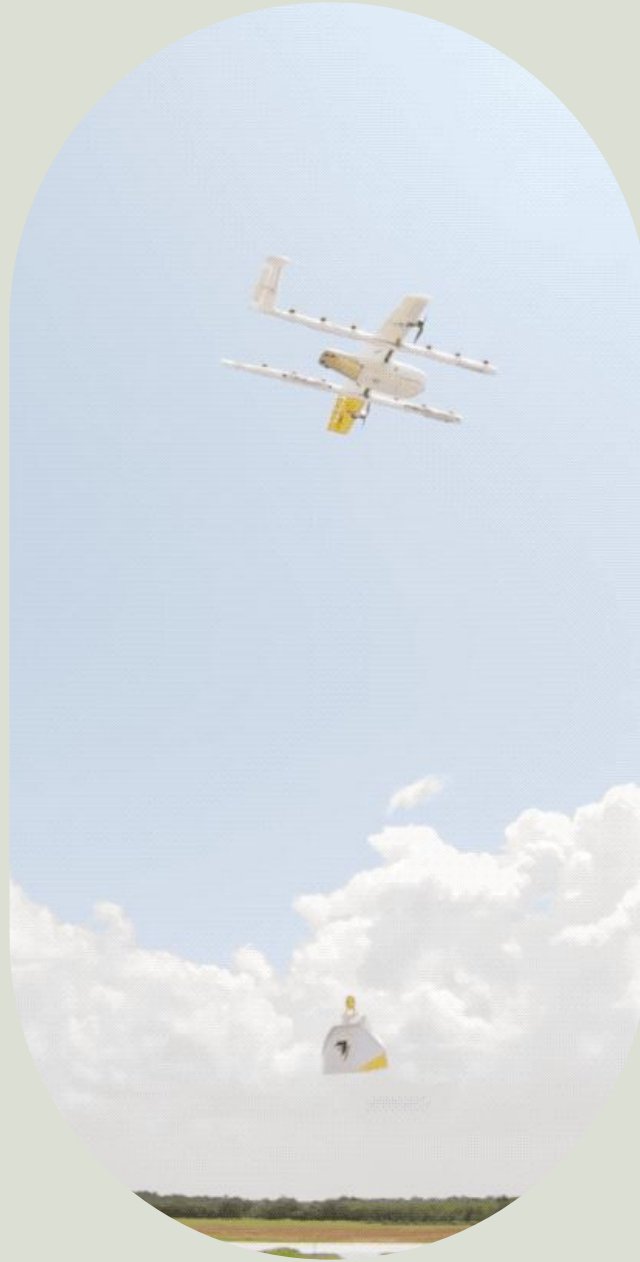
**Store to door
in minutes.**

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

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**

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.



Thank you

Questions?
branding@wing.com

