



2025 Brand Guidelines

We're excited to have you aboard.

Use this resource when writing, designing, and creating for our efforts across all communications channels.

If you have questions about how to apply the Wing brand or have suggestions please reach out to:

branding@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.



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 lockup

For purposes of identification and unaided recognition, we recommend using the Wing drone delivery lockup for advertisement and outbound communications.

The lockup can be arranged horizontally or vertically.

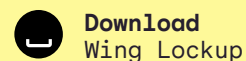
Please observe the relationships and proportions in displayed here. Do not enlarge or reduce the size of “Drone delivery” or change capitalization.



Stacked lockup (preferred)



Horizontal lockup



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.



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Horizontal arrangement
(preferred)



Vertical stack
(use only when space is limited)

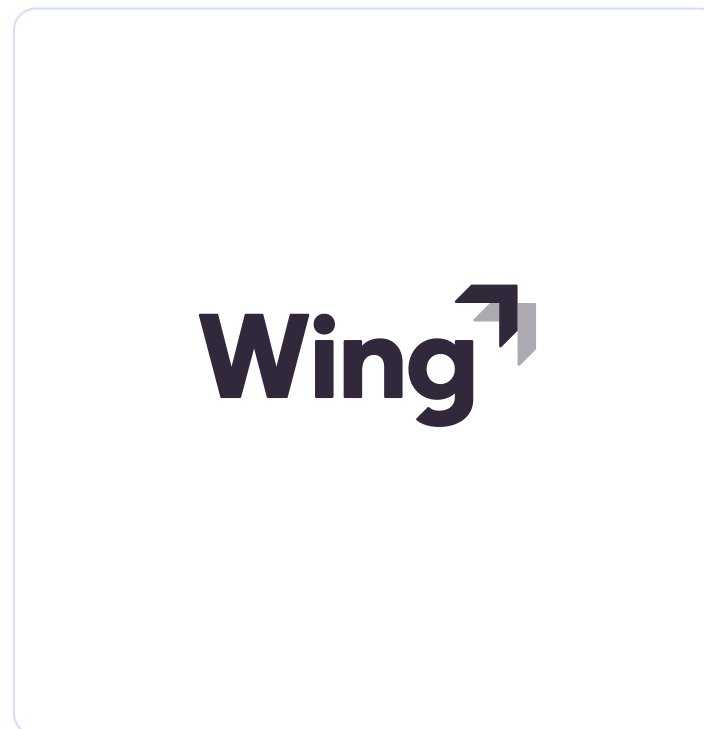


Logo backgrounds

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

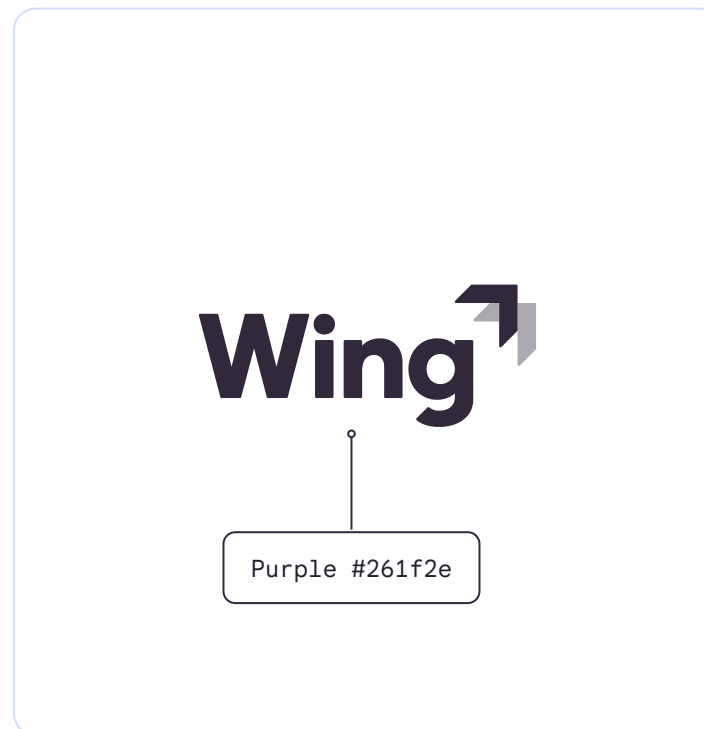
Keeping things clear and consistent, the Wing logo itself should always remain one color.

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.



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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



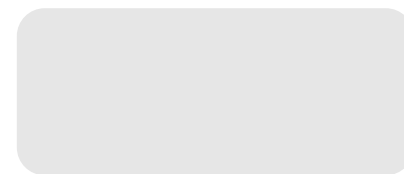
Y100
#F8E398



Y200
#F4CB5F



Y400
#FFD90D



P50
#E6E6E6



P300
#807C86



P500
#666369

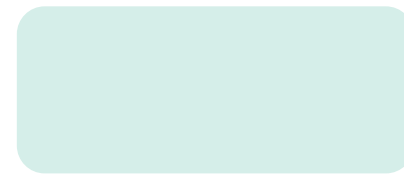


P800
#261F2E

Accent Colors and tints

Wing's **accent colors** are designed to complement our primary palette, adding depth, emphasis, and visual interest to our communications.

They should be used strategically to highlight key information, create calls to action, or introduce dynamic elements that enhance the overall design without overwhelming the primary brand colors.



B50
#D5EEEA



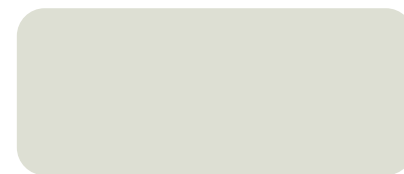
B300
#45676C



B500
#123439



B700
#001619



G50
#DCDFD3



G300
#A8AF97



G500
#73835E



G700
#586147

Utility Colors and tints

Wing's **utility colors** serve a functional purpose in our designs, primarily for elements like alerts, notifications, and interactive states (e.g., success, warning, error messages).

These colors are chosen for their clear communicative properties and should be used sparingly and consistently to guide users and convey important system feedback.

Success



S50
#E3F9C6



S400
#99DE40



S700
#435F1E

Warning



W50
#F9E3C6



W400
#F67423



W700
#80431D

Color gradients

While our primary focus is on solid colors, gradients can be used sparingly for path artwork to add depth and dynamism. Please note, gradient application is restricted to paths only.

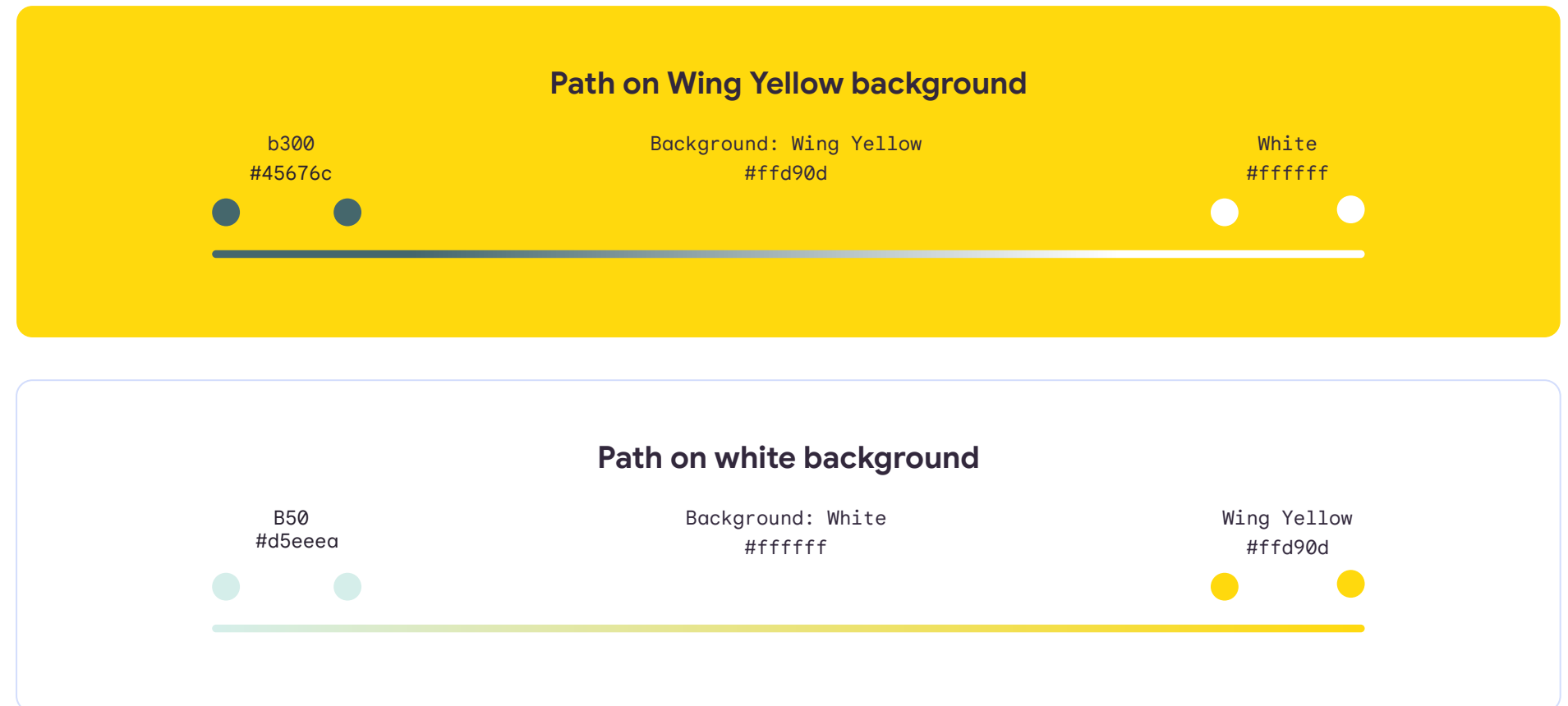
Color Combinations:

Acceptable gradients utilize colors from the color values outlined here. This ensures consistency and avoids clashing tones.

Direction and Style:

Gradients should flow naturally, typically following the path they're applied to. Avoid long transitions and any added gradient steps.

The goal is to enhance path elements, not overwhelm them. See the design elements section for more detail.



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 30 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 30 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

Color application

In summary, Wing's color palette is more than just good looks; it's a strategic tool for building brand identity and fostering connections.

Each color selection is intentional, working together to evoke specific emotions and communicate core brand values.

This color strategy is most effective when applied across all communication channels, ensuring consistency from physical branding materials to the digital world.

Wing⁷



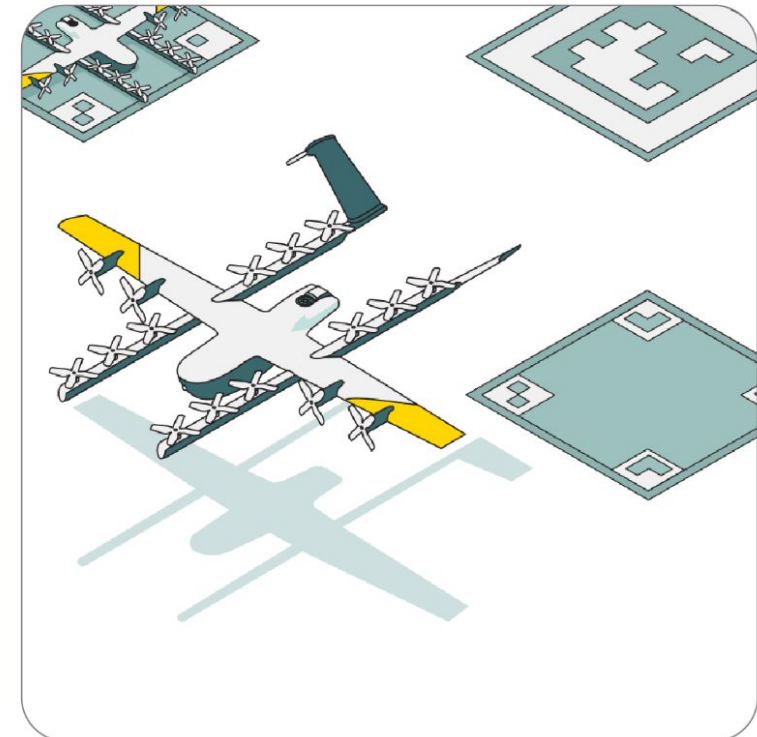
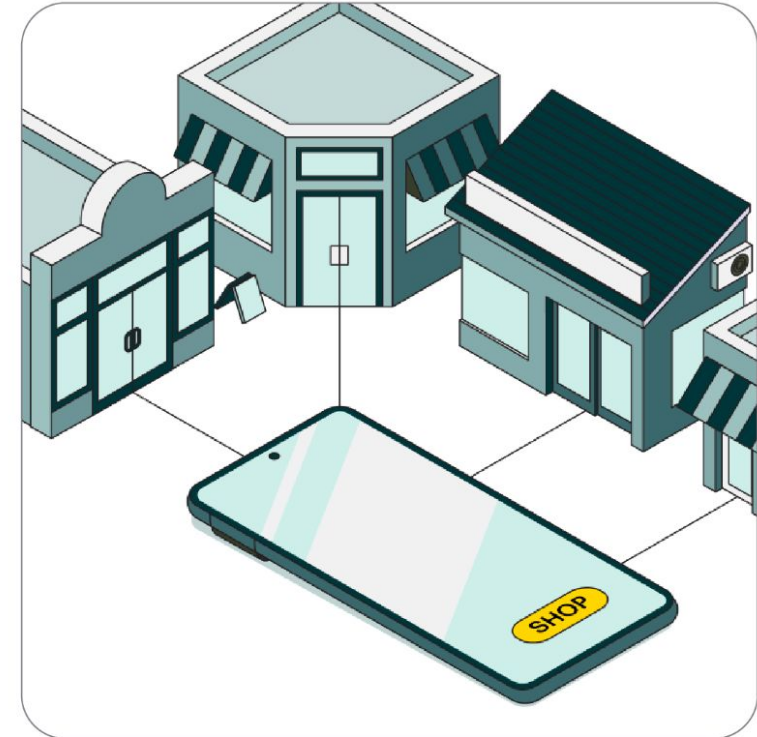
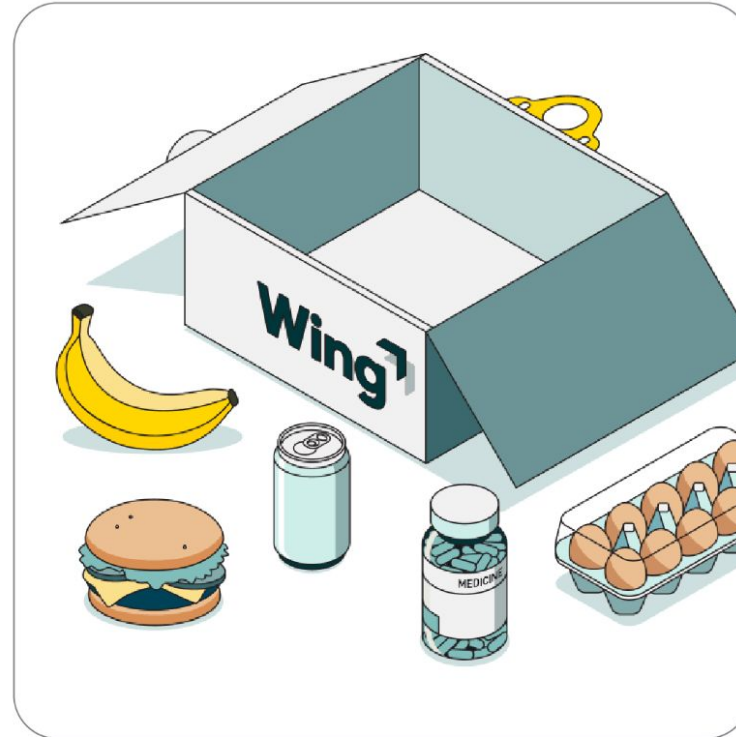
**Store to door
in as little as
15 minutes.**

[Learn more](#)



Color application: Illustrations

Our illustrations leverage a refined application of Wing's color palette, focusing on a harmonious blend of our primary and accent colors to create clear, engaging, and instantly recognizable visual narratives.



Color application: wing.com

The **primary colors** should be used most frequently for large areas like backgrounds and foundational elements to establish a strong brand presence.

Secondary and accent colors should be applied more sparingly to guide the user's eye, highlight important information, and create clear calls to action, such as buttons and links.

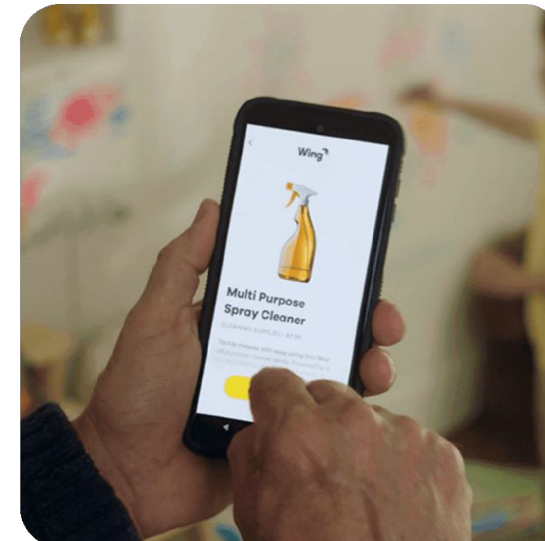
Get what you need.
get back to what matters

Life moves fast. So do we. Whether it's a well-deserved coffee on a busy day or popcorn for movie night, Wing delivers groceries, food, and more in as little as 15 minutes.



2 min 47
secs

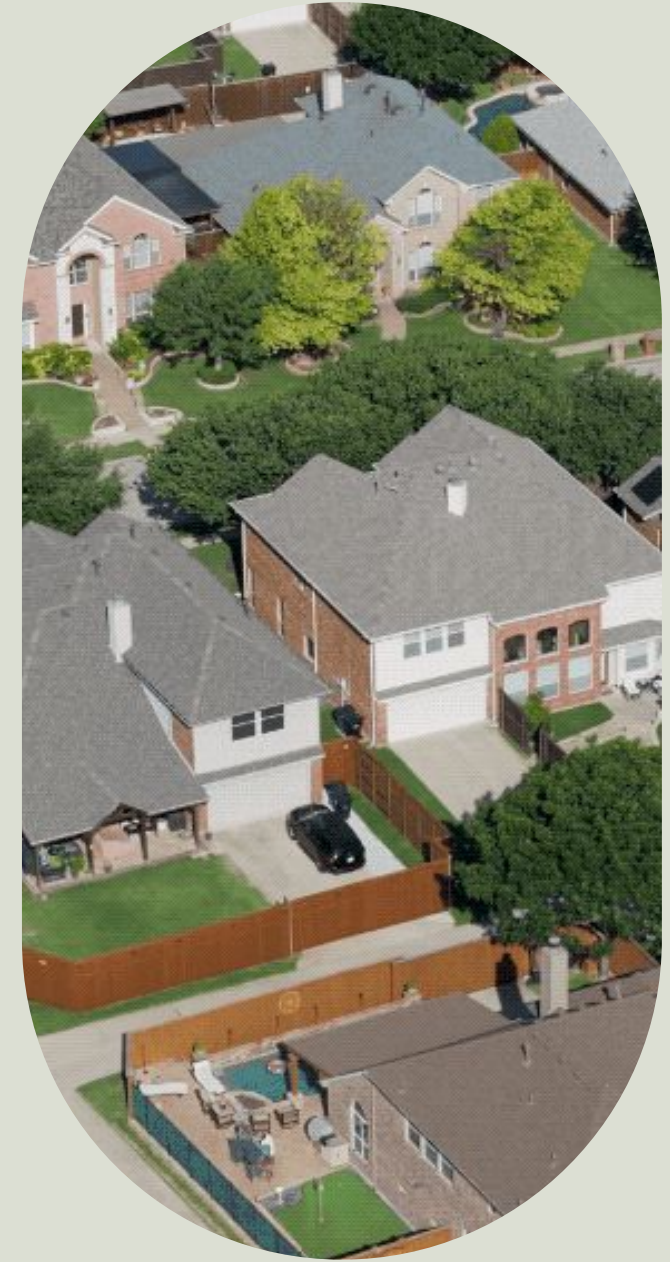
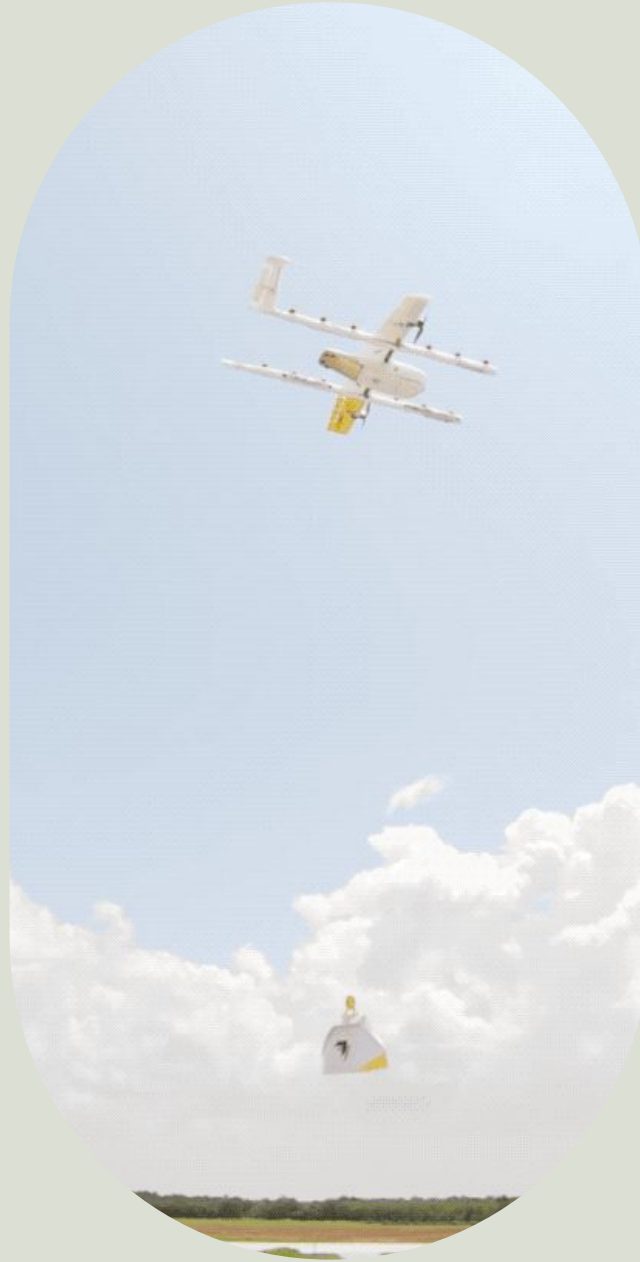
Fastest delivery time



450,000+

Residential deliveries completed
across 3 continents

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

Download Fonts

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

Wing¹

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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.

Typography

Google slides substitutions

Google workspace doesn't support custom fonts. For the purpose of Google Slides, Docs and Sheets, use Google sans as a substitute for all typefaces.

The weights and styles shown on the right are all acceptable. Set headlines and emphasis copy in Google Sans Bold. All other copy is set in Google San Regular.

For small captions and visual accents use Google Sans Mono, Bold and Regular weights.

Google Sans

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

Google Sans

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

Regular

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

Wing look/feel

