

PRECISION FLIGHT SYSTEMS

 BRAND GUIDELINES

CERTAINTY, AIRBORNE.

01 — INTRODUCTION

ABOUT PRECISION FLIGHT SYSTEMS

ROTARY & FIXED-WING
MEDICAL • UTILITY • SURVEY • TRAINING
[TOLERANCE ± 0.001 IN]

Precision Flight Systems designs and manufactures helicopters and light aircraft for operators who cannot afford to be surprised. We build rotary and fixed-wing airframes for medical transport, utility, survey, and training fleets — the aircraft expected to fly the thousandth hour as reliably as the first.

Our discipline is borrowed from the machine shop, not the marketing floor. Every tolerance is measured in **thousandths of an inch**, every failure mode is engineered out before a single blade turns, and every part is accounted for by tail number and lot. We serve operators who read the spec sheet before the brochure — and who stake lives on the difference.

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BRAND AT A GLANCE

02 — SUMMARY

LOGO



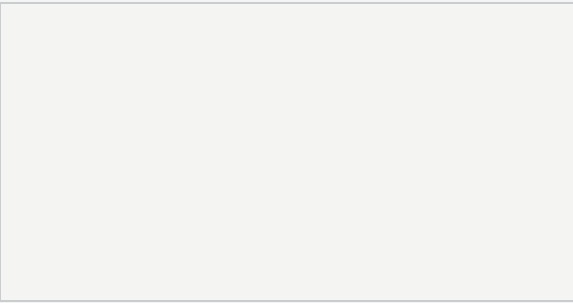
TAGLINE

Certainty, Airborne.

COLOR PALATTE



GRAPHITE
#22262B



AVIATION WHITE
#F4F5F3



HAZARD ORANGE
#E5601F

POSITIONING

Precision Flight Systems builds aircraft the way a machinist holds a tolerance — nothing approximate, nothing left to chance.



01

BRAND STRATEGY

MISSION & VISION

04 — STRATEGY

MISSION

To make certainty something you can fly. We build aircraft to a standard measured in thousandths, so operators trust the airframe the way they trust the laws of physics.

VISION

A sky where the safest aircraft is also the expected one — where precision is not a premium feature but the baseline every operator is entitled to.

[Precision Flight Systems builds aircraft the way
a machinist holds a tolerance — **nothing**
approximate, nothing left to chance.]

BRAND PILLARS

06 — STRATEGY

01

MACHINED TO CERTAINTY

Tolerances measured in thousandths. Every part accounted for, every failure mode engineered out before the first flight.

02

BUILT TO OUTLAST

Designed for the thousandth hour, not the first. Endurance is engineered in at the drawing board, not patched in later.

03

THE PILOT'S INSTRUMENT

Technology that amplifies the pilot's judgment — never replaces it. The human stays at the controls, always.

04

QUIET BY CONSEQUENCE

The safest aircraft never makes the news. Confidence that shows in performance, not in noise.

ATTRIBUTES & PERSONALITY

07 – STRATEGY

A1	PRECISE	Measured in thousandths, not impressions.
A2	INDUSTRIAL	Engineered, never decorated.
A3	RIGOROUS	Nothing approximate, nothing left to chance.
A4	UNDERSTATED	Confidence that shows without noise.
A5	ENDURING	Built for the thousandth hour.
A6	COMPOSED	Calm under load, every time.

VOICE & TONE

08 — STRATEGY

VOICE IS

- + **Spare.**
- + **Technical.**
- + **Declarative.**
- + **Lets the numbers speak.**
- + **Confident without adjectives.**

VOICE IS NOT

- Salesy.
- Superlative-heavy.
- Aspirational fluff.
- Loud.
- "Revolutionary" or "cutting-edge."



02

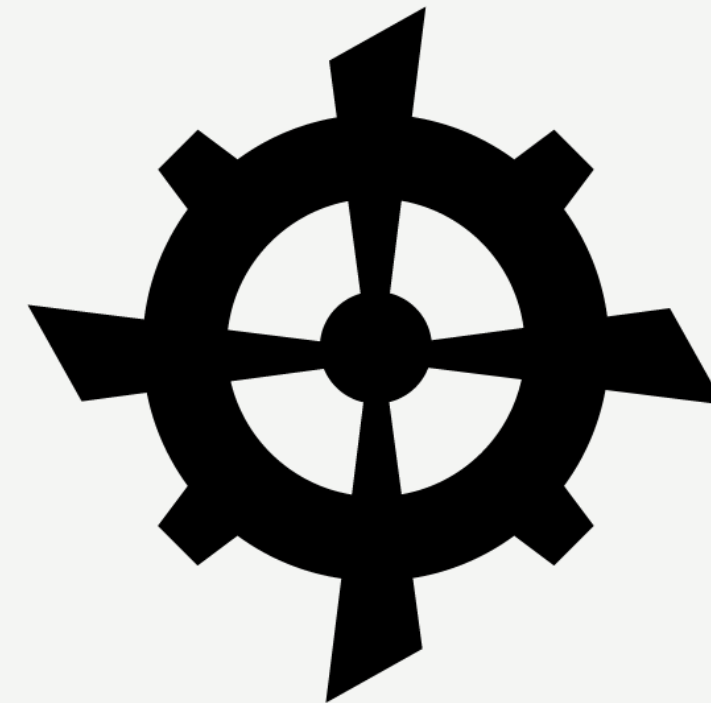
LOGO

THE CONCEPT

ONE MARK, THREE READINGS

The mark holds three ideas in a single geometry. A **crosshair** sights the target — the precision the name promises. A **system gear** rings it, standing for the engineering discipline built around every airframe. And four **propeller blades** break the ring, turning the target into flight.

Nothing is decorative. Each element earns its place, and the whole reads at a glance — on a tail number, a spec sheet, or a hangar door.



CONSTRUCTION

RADIAL GRID • 1X = R30



Hub radius	1x • R30
Gear ring – inner	2x • R60
Gear ring – outer	3x • R90
Blade tip / overall	4x • R120
Blade axes	45° spacing
Gear teeth	4 @ 45°
Blades	4 @ 90° symmetry
Clear space	1x on all sides

PRIMARY MARK

GRAPHITE ON AVIATION WHITE



The mark is the primary identifier. It carries the brand on its own wherever the full lockup will not fit.

- FILL – GRAPHITE #22262B
- SYMMETRY – 4 × 90°
- MIN HEIGHT – 24 PX / 12 MM

STACKED LOCKUP

CENTERED • SQUARE FORMATS



Preferred where the composition is centered or the format is square — covers, badges, avatars, and signage.

- MARK ABOVE WORDMARK
- SHARED VERTICAL AXIS
- WORDMARK — 2 LINES

HORIZONTAL LOCKUP

WIDE • HEADER FORMATS



USE FOR Document headers, email sign-offs, website navigation, and any wide strip. Mark left, wordmark right, aligned on a common baseline.

CLEAR SPACE & MINIMUM SIZE



CLEAR SPACE — MINIMUM "X" ON ALL SIDES
X = WIDTH OF ONE GEAR TOOTH

Keep all type, edges, and other logos outside the dashed boundary. The clear space scales with the mark — it is always one gear tooth wide.

MINIMUM SIZE

DIGITAL

Mark 24 px
min height

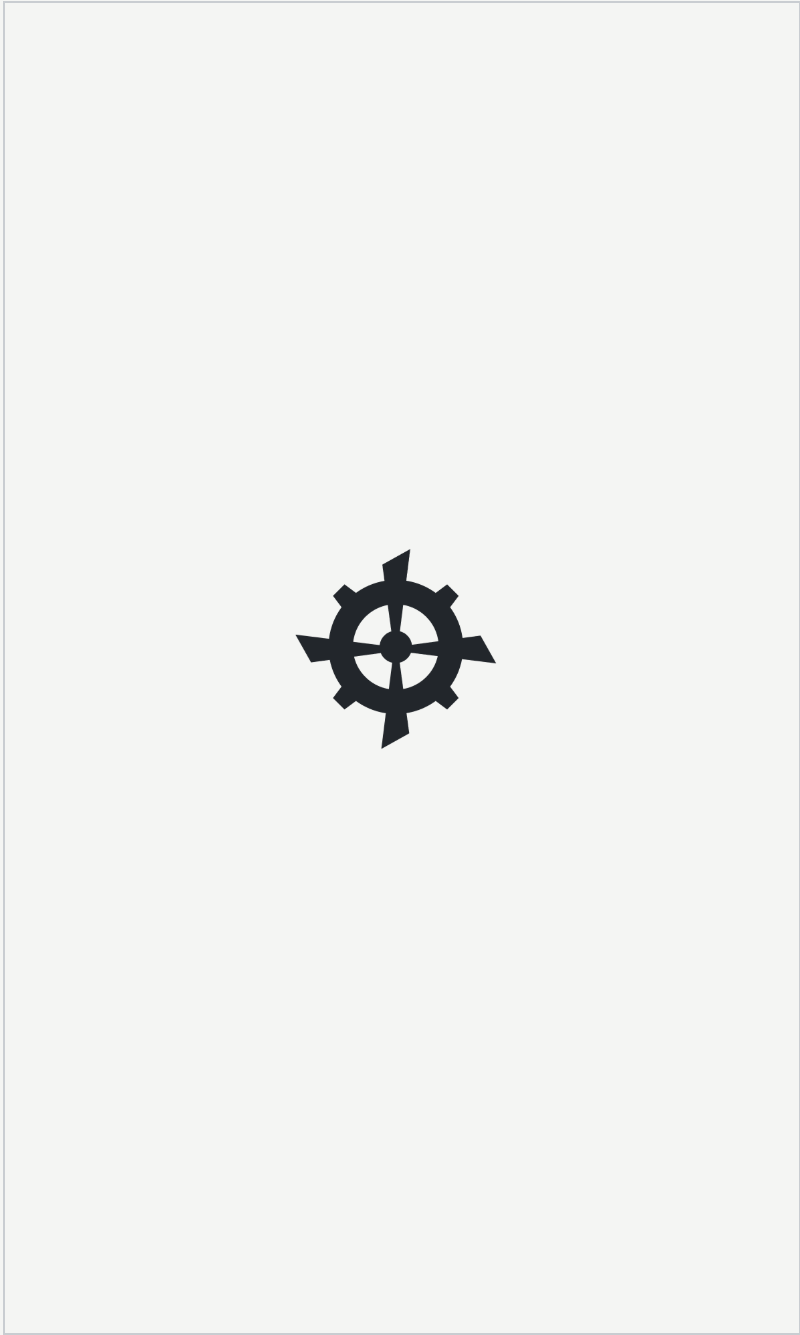
PRINT

0.5 in / 12 mm
mark min

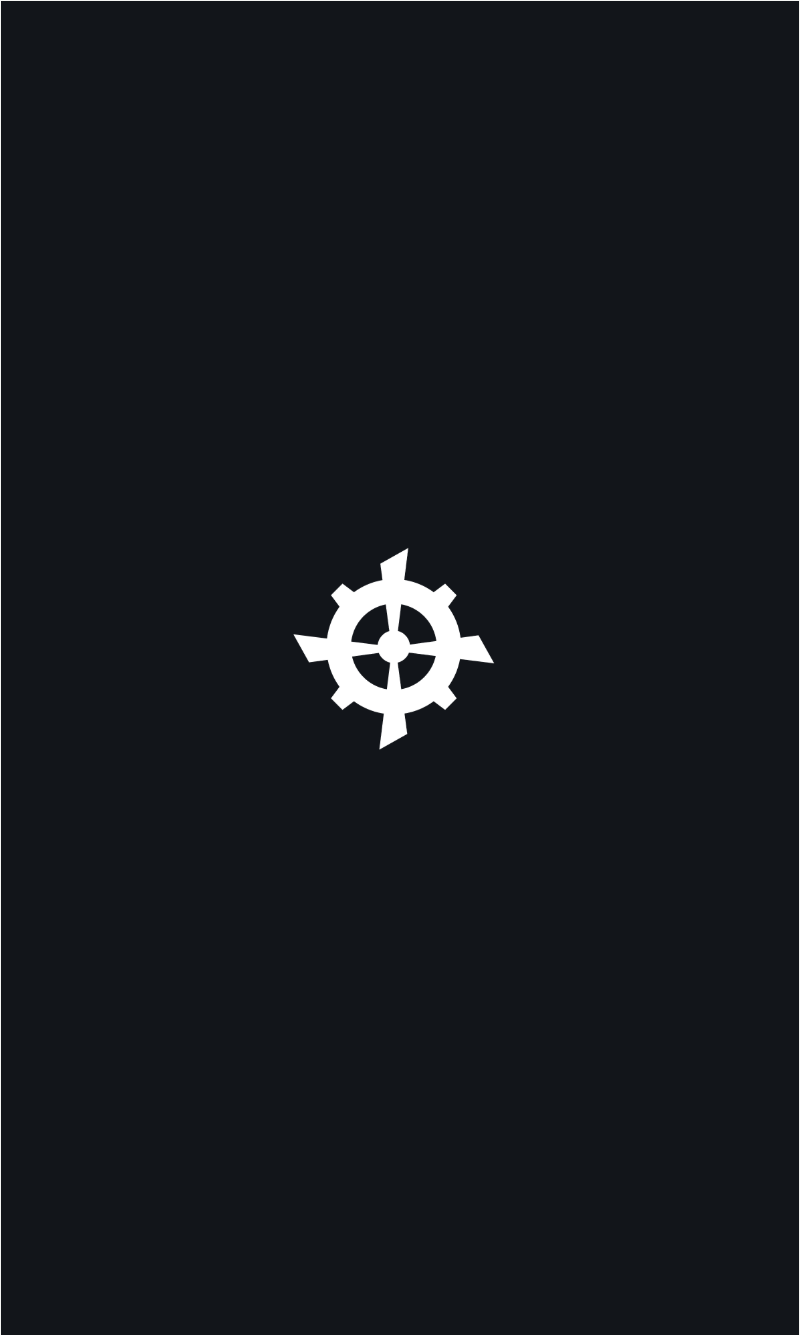
Below 100 px wide, drop the wordmark — use the mark alone.

COLOR VARIATIONS

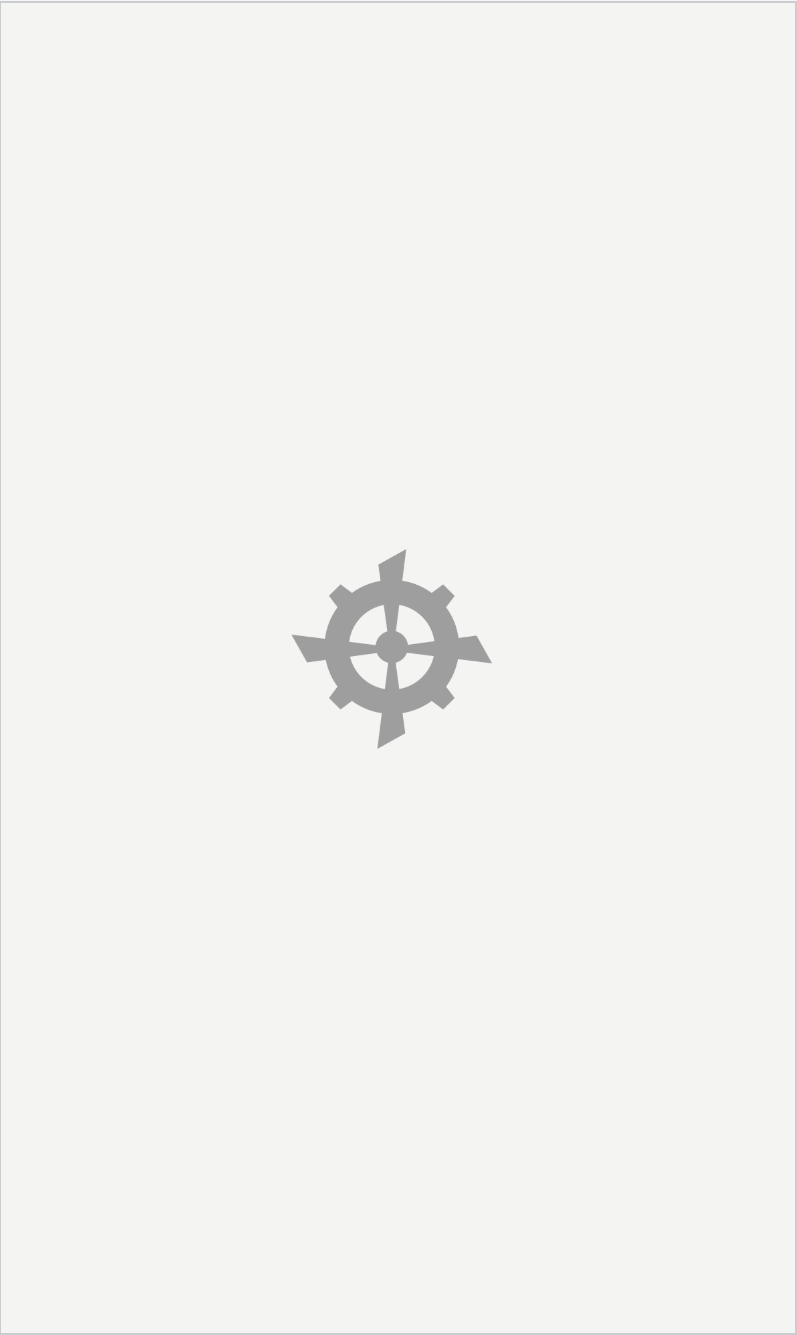
FOUR APPROVED TREATMENTS



PRIMARY / BLACK
Graphite on white



REVERSED
White on carbon



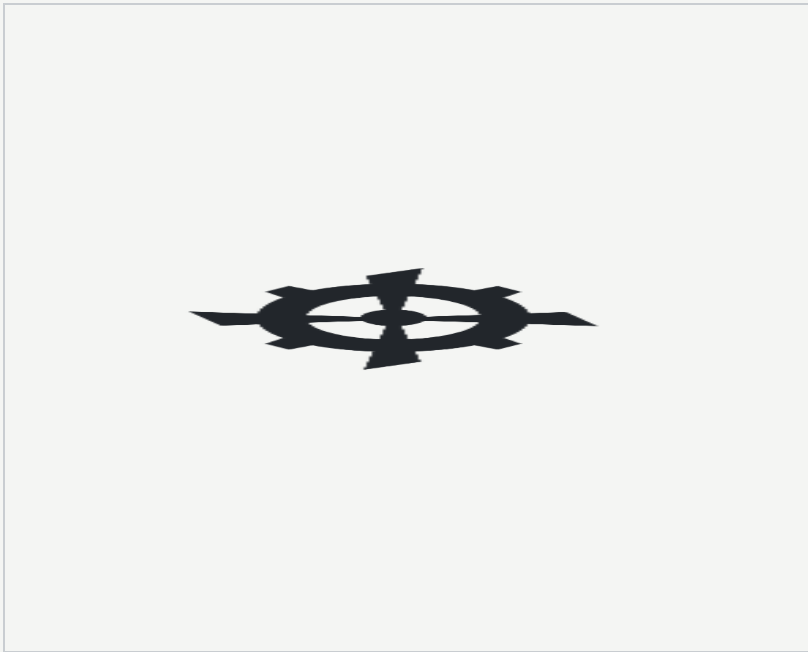
ONE-COLOR
Single-ink / Titanium



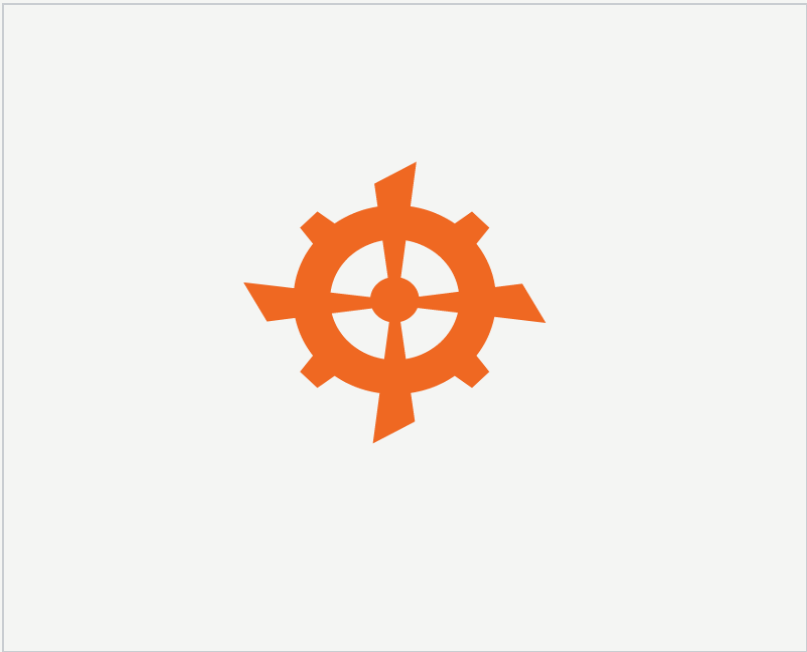
ON PHOTOGRAPHY
Reversed over 40% scrim

MISUSE

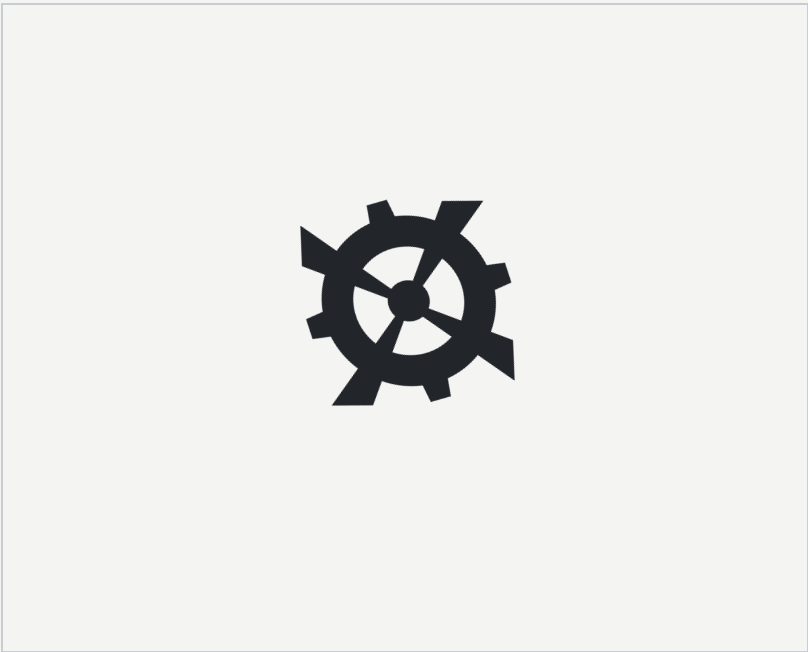
NEVER DO THIS



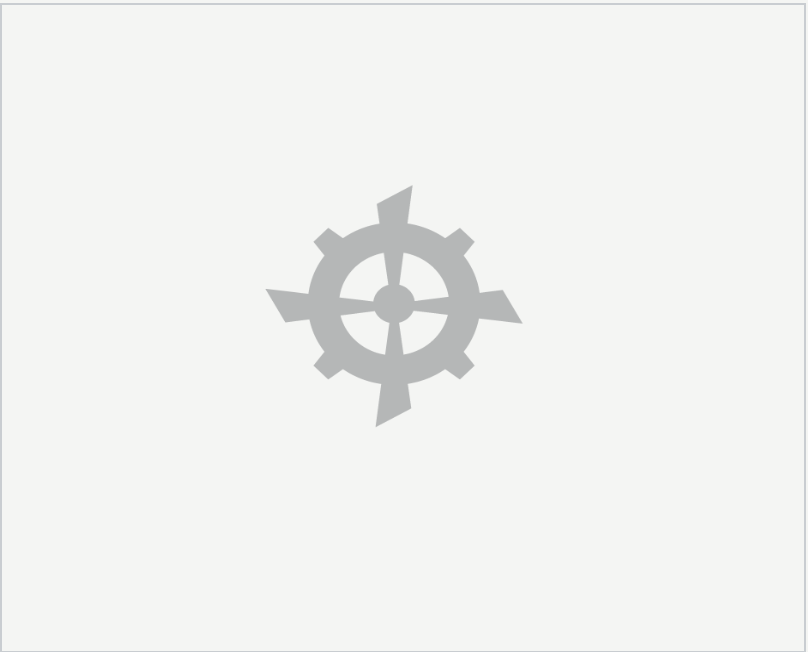
✗ DON'T STRETCH OR DISTORT



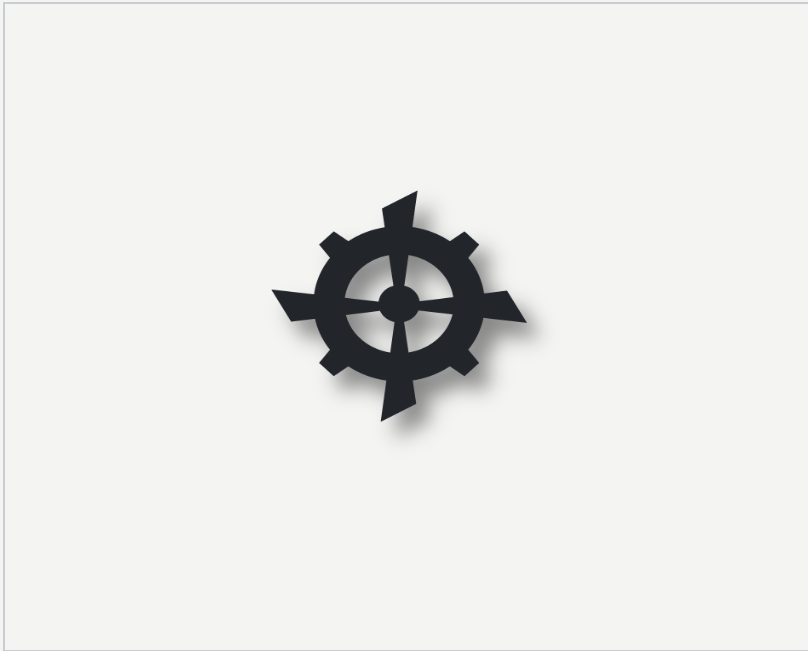
✗ DON'T RECOLOR THE MARK



✗ DON'T ROTATE



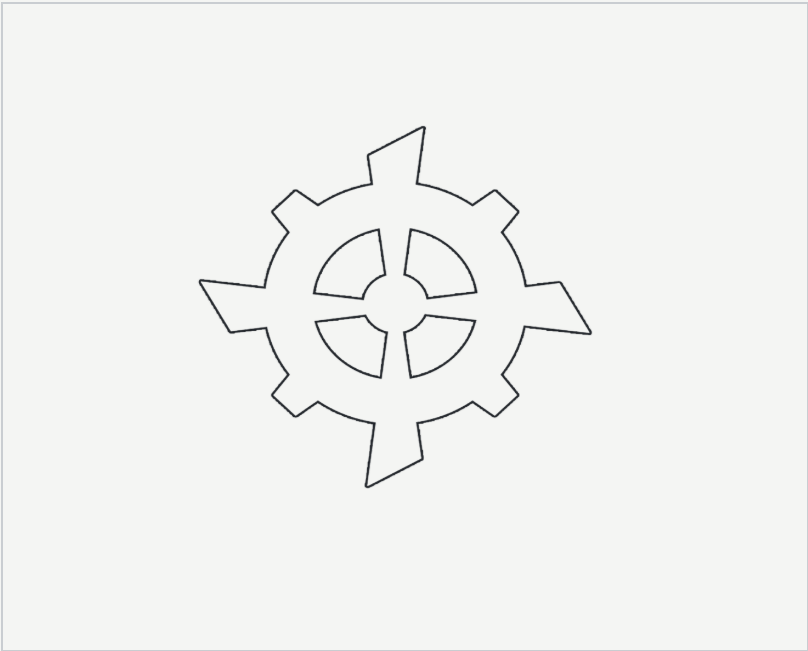
✗ DON'T REDUCE OPACITY



✗ DON'T ADD SHADOWS OR EFFECTS



✗ DON'T SWAP THE TYPEFACE



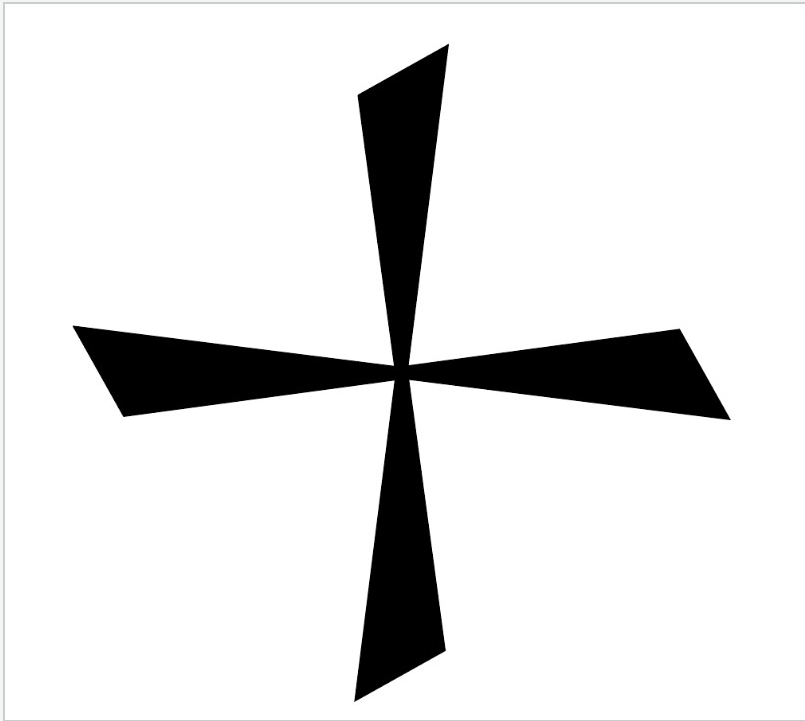
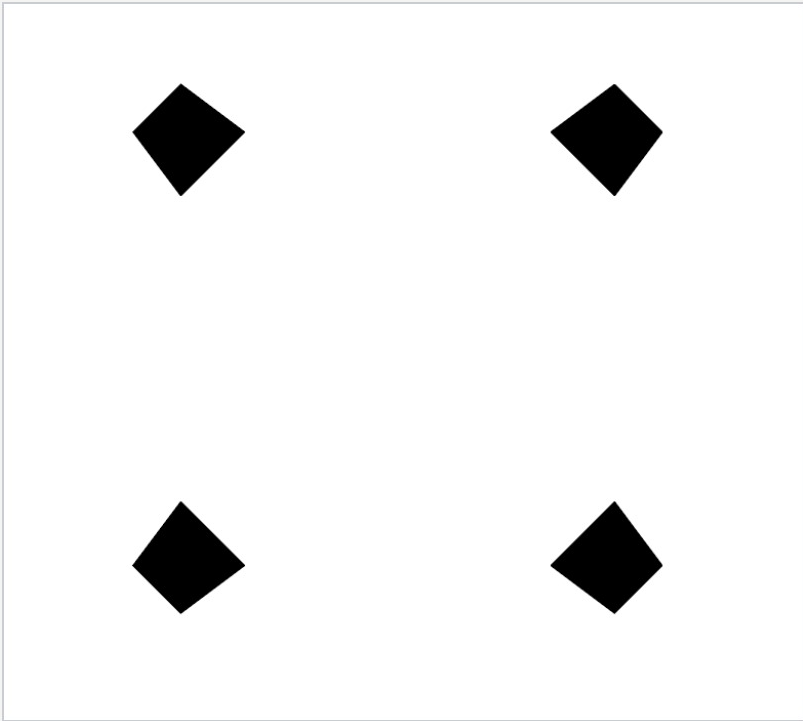
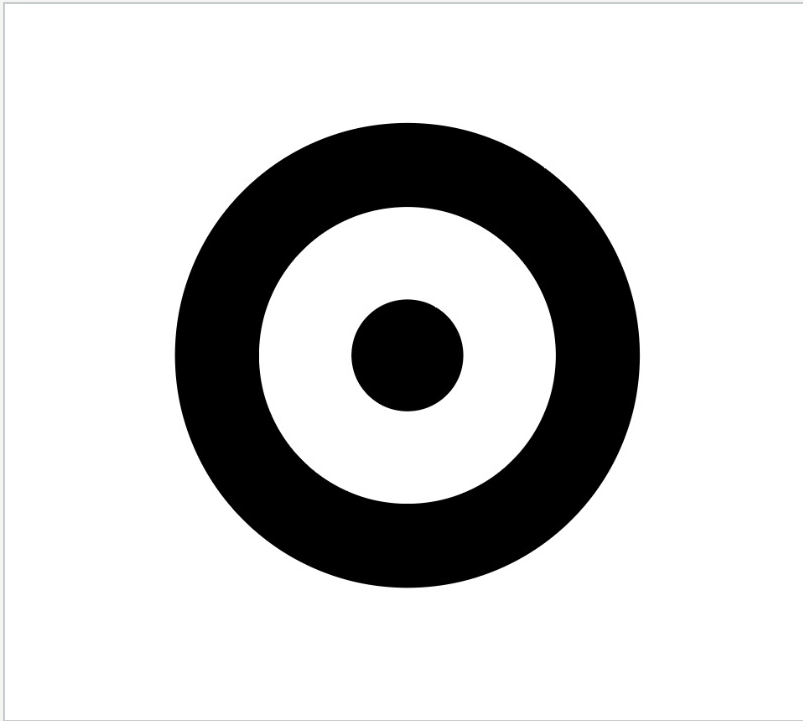
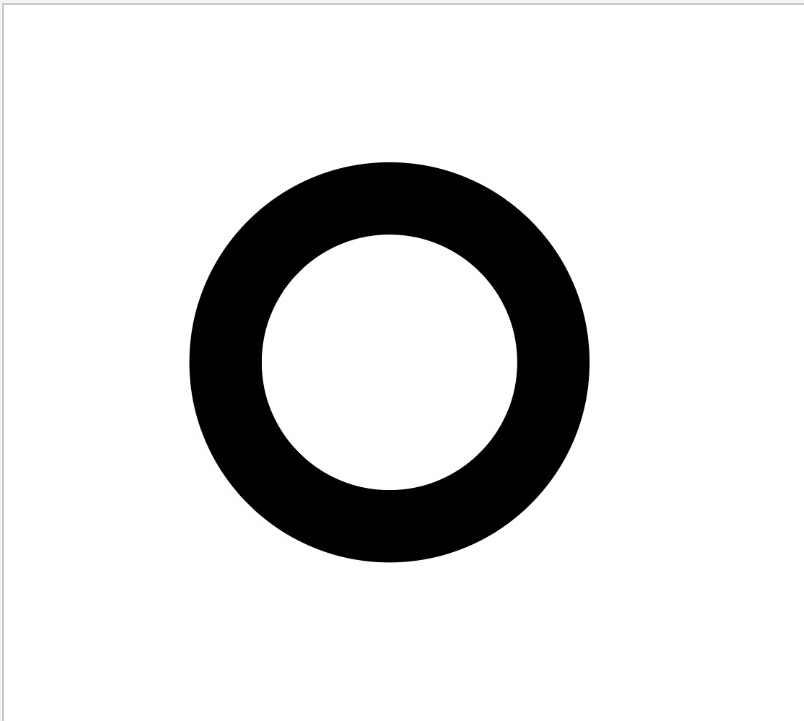
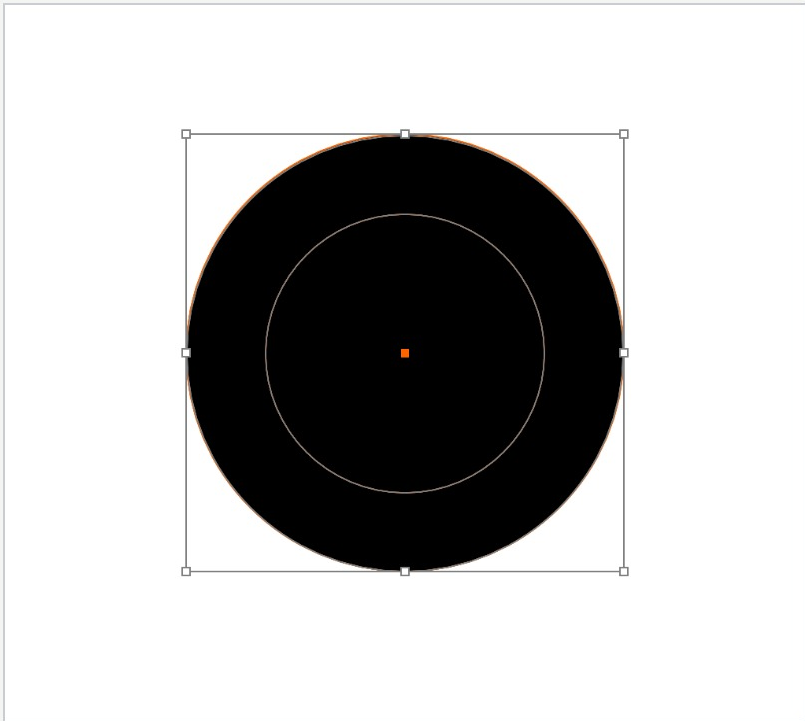
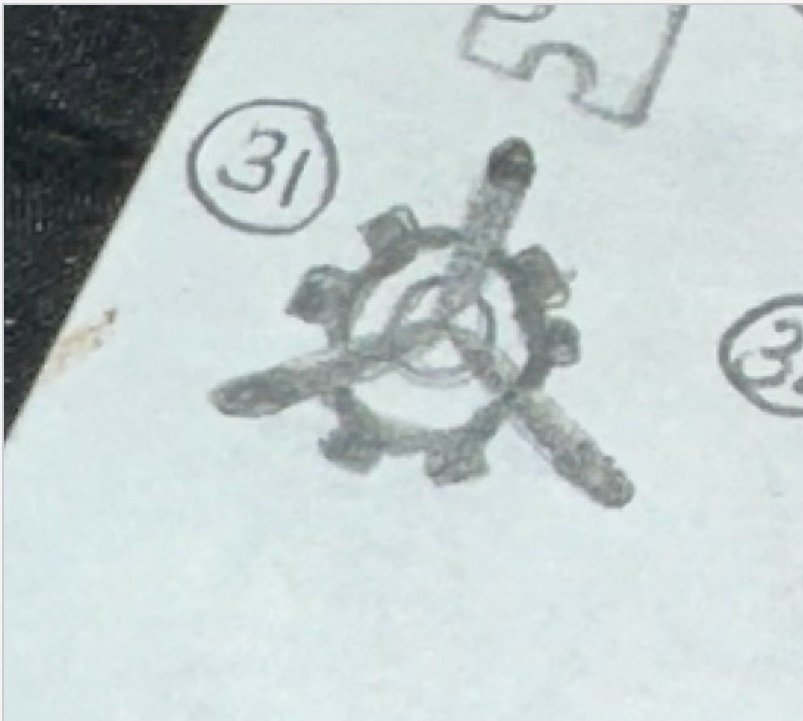
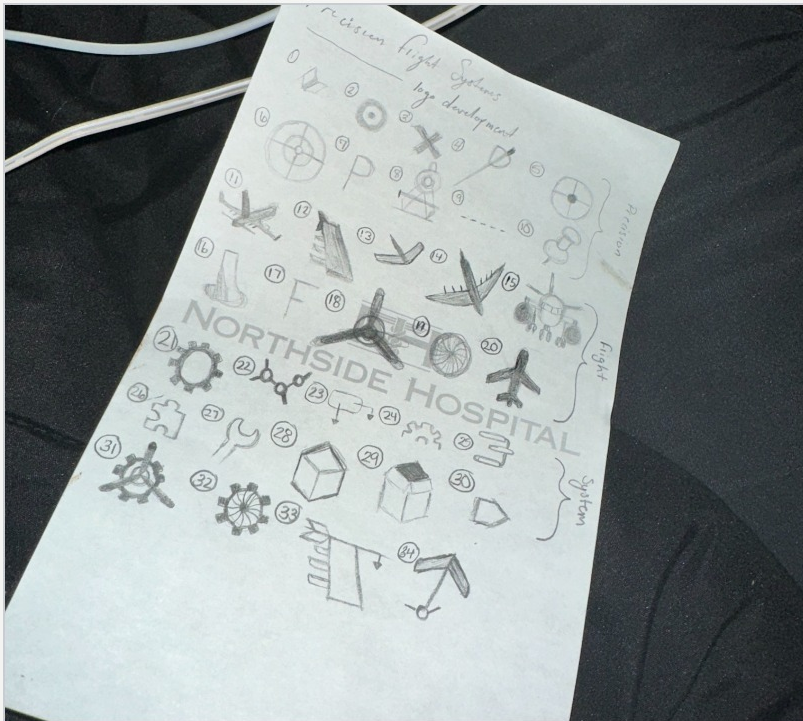
✗ DON'T OUTLINE THE MARK



✗ DON'T CROP THE MARK

PROCESS

EIGHT ITERATIONS TO THE MARK



FINAL – 08



03

COLOR

PRIMARY PALETTE

TWO COLORS, MOST OF THE TIME

GRAPHITE

#22262B

RGB 34 · 38 · 43

Primary ink. Carries the logo, headlines, and body text. Reads as machined metal — weight and gravitas without color.

AVIATION WHITE

#F4F5F3

RGB 244 · 245 · 243

Ground and negative space. The room the mark needs to breathe. A hint of warmth keeps it from feeling clinical.

Why it works: graphite and white alone read as engineered, not decorated. Restraint is the point — the palette gets out of the way of the numbers.

FULL PALETTE

ACCENT + NEUTRALS

ACCENT — USE SPARINGLY



HAZARD ORANGE

#E5601F
RGB 229 · 96 · 31

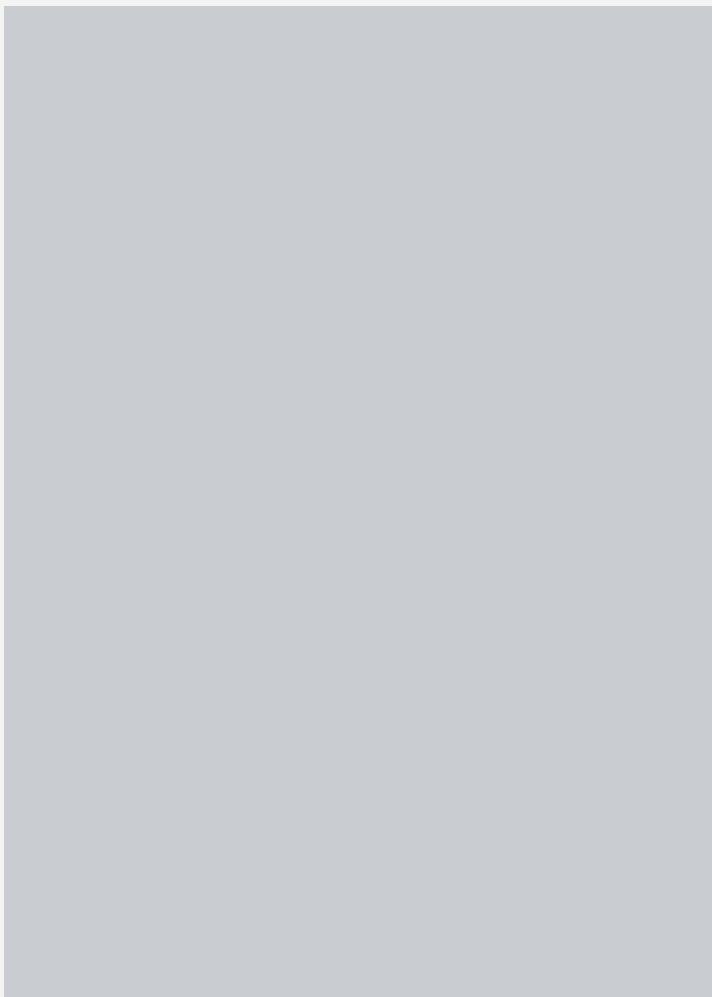
Signal only — highlights, one key figure, a single CTA.
Never structural.

NEUTRALS — SUPPORTING



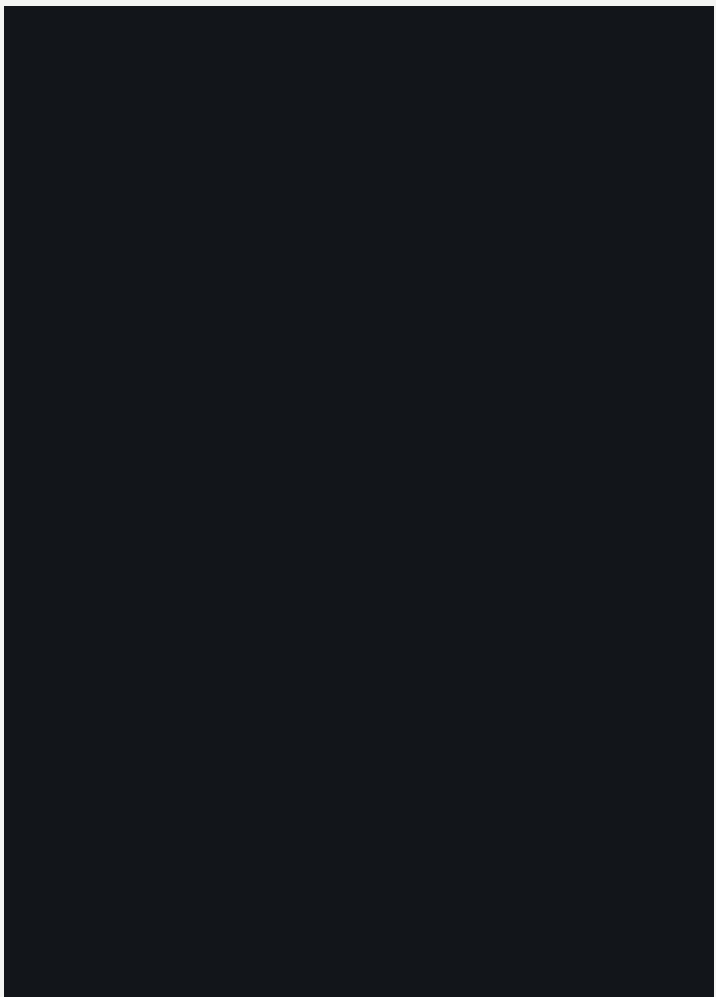
TITANIUM

#8C9298
Secondary text, rules.



FOG

#C9CDD1
Dividers, fills.



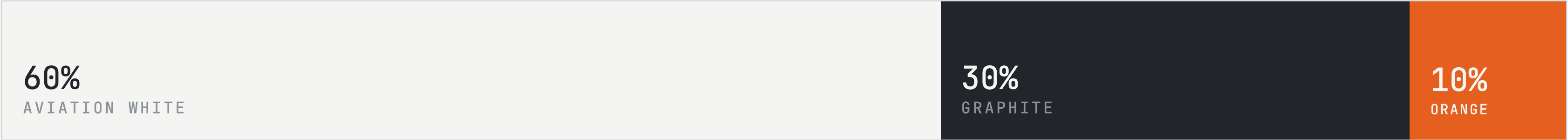
CARBON

#12151A
Reversed backgrounds.

Why it works: the neutrals give the system range without introducing new hues, so a single warm orange stays unmistakable as the signal.

COLOR USAGE

THE 60 • 30 • 10 RATIO



DO

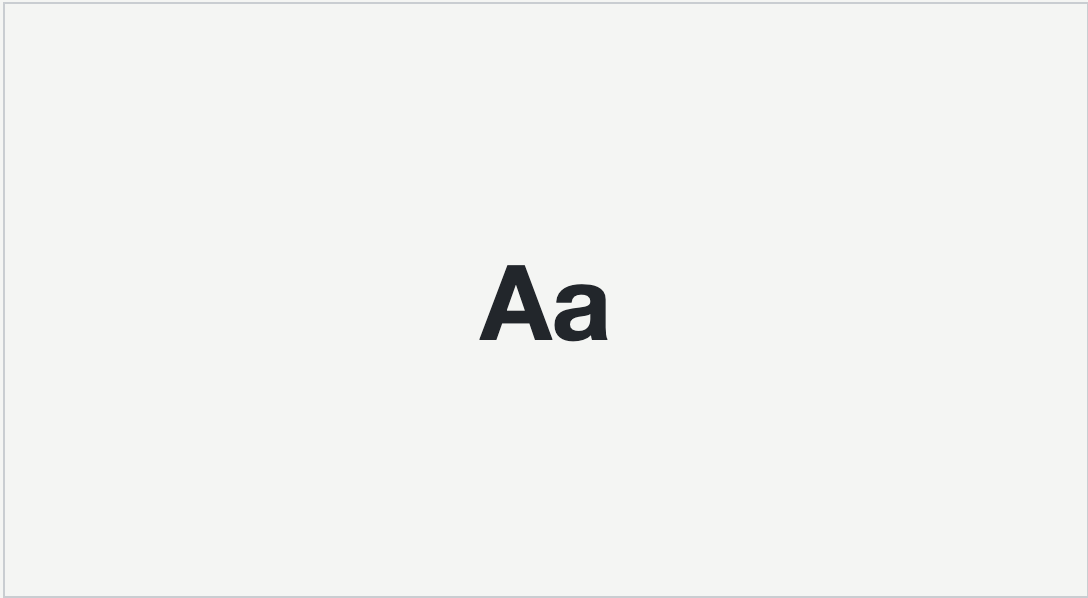
- + Let white lead — give every composition room to breathe.
- + Reserve orange for one thing per view — the one that matters.
- + Build structure from graphite and the neutrals.

DON'T

- × Push orange past 10% — it stops being a signal.
- × Fill large areas or backgrounds with orange.
- × Introduce hues outside the palette.

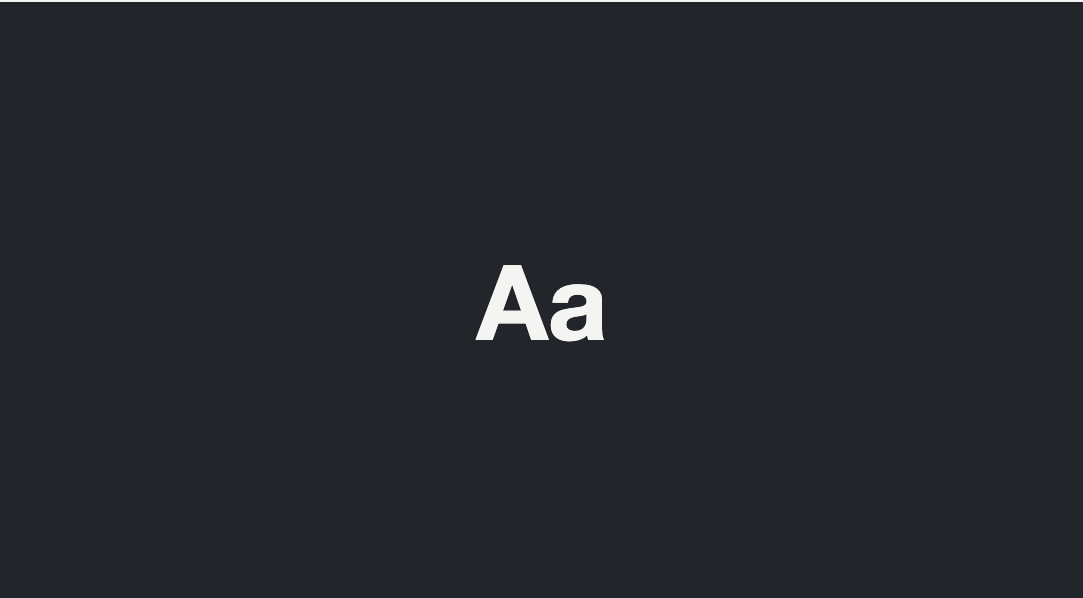
ACCESSIBILITY

CONTRAST PAIRINGS • WCAG



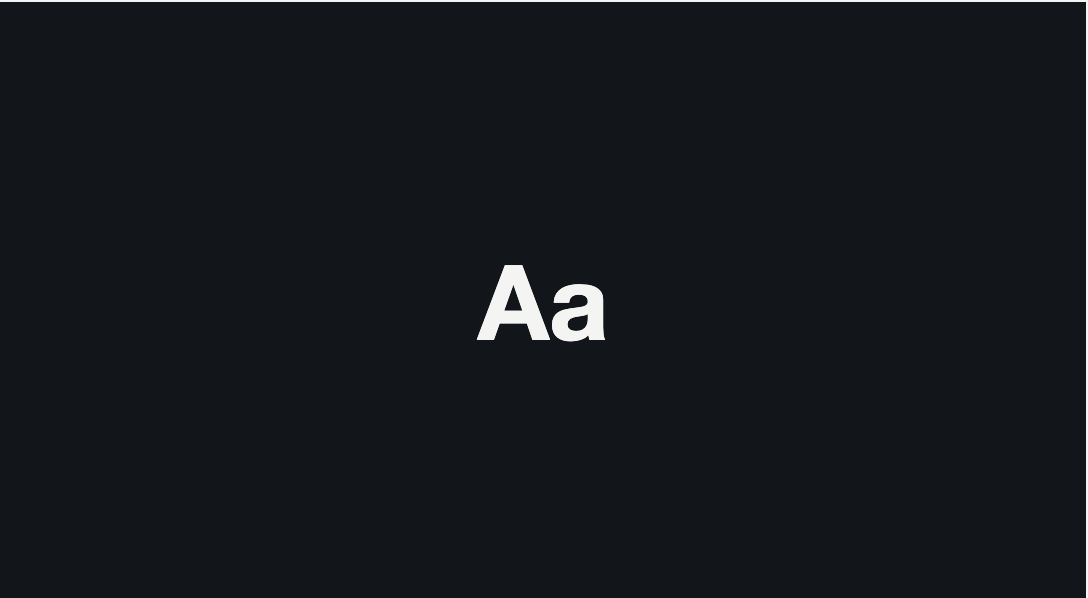
GRAPHITE / WHITE
Body, headlines – anywhere.

AAA • 13.8:1



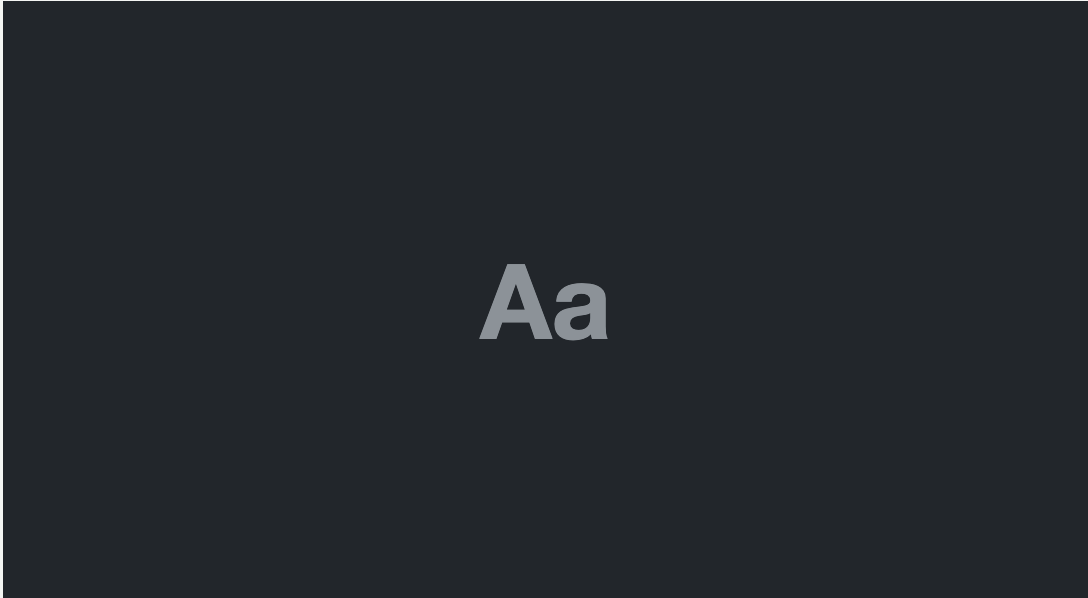
WHITE / GRAPHITE
Reversed body, headlines.

AAA • 13.8:1



WHITE / CARBON
Dark surfaces, covers.

AAA • 15.3:1



TITANIUM / GRAPHITE
Secondary text on dark.

AA • 4.9:1



ORANGE / GRAPHITE
Large text & accents only.

AA LARGE • 4.4:1



ORANGE / WHITE
Non-text accents only.

3.2:1 • AVOID



04

TYPOGRAPHY

TYPEFACES

THREE CUTS

Aa

DISPLAY / HEADLINE

Neue Haas Grotesk Display

Medium & Bold · ALL CAPS · tracking +80–120. Logo and titles.

Aa

BODY / RUNNING TEXT

Neue Haas Grotesk Text

Roman & Medium · sentence case. Paragraphs, captions, UI.

Aa

DATA / SPECS

JetBrains Mono

Tail numbers, tolerances, part codes, dimensions.

TYPE SCALE & HIERARCHY ~1.4x STEPS

Display ·
48/52

PRECISION

H1 · 32/38

ENGINEERED CERTAINTY

H2 · 22/28

Human at the controls

Body · 16/26

Every tolerance accounted for, from the thousandth flight hour to the first.

Spec · 13/18

PFS-4B · TOL ±0.002" · TAIL N412PF

TYPE IN USE

PAIRING EXAMPLES

MODEL 4B • LIGHT TWIN

ENGINEERED FOR THE THOUSANDTH HOUR

Every tolerance accounted for and every failure mode designed out before the first blade turns. The airframe you trust like physics.

TOL ±0.002" TAIL N412PF PFS-4B

SPECIFICATION

Rotor diameter	11.28 m
Max gross	2,450 kg
Cruise	241 km/h
Tolerance	±0.002"

Headline in Display caps, body in the Text cut, every figure in mono — the hierarchy reads before a word is.

TYPE DO'S & DON'TS

DO

ENGINEERED CERTAINTY

Headlines in Display caps, tracked +80–120.

Body copy sits in sentence case at a comfortable reading size.

Text cut for paragraphs, not the Display cut.

TOL ±0.002" • TAIL N412PF

Specs and figures in mono, tracking 0.

DON'T

Precision Flight

✗ Don't use serifs or any off-brand typeface.

Cramped italic condensed

✗ No italics, no negative tracking, no faux styles.

OVER-TRACKED BODY COPY SET IN ALL CAPS

✗ Don't set paragraphs in caps or track body text.

Too many mixed sizes

✗ Don't blend many close sizes with no hierarchy.

GRAPHIC LANGUAGE

A REPEATING SYSTEM



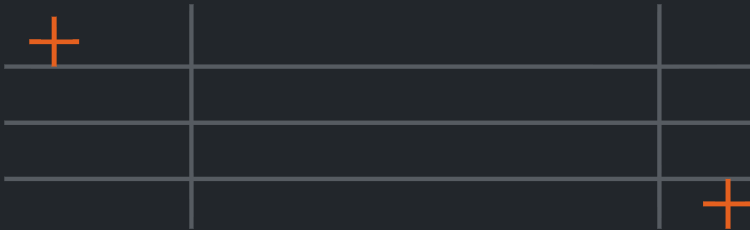
Gear-tooth rhythm

Tooth profile repeated as a border, footer edge, or divider.



Blade angle

The 45° blade slant as diagonal cuts, photo crops, page motion.



Datum lines

Thin registration rules and crosshairs, from blueprint drafting.



Tolerance brackets

Brackets framing key figures, in the accent color.



Blade-hatch pattern

Repeated diagonals as background texture or fill.

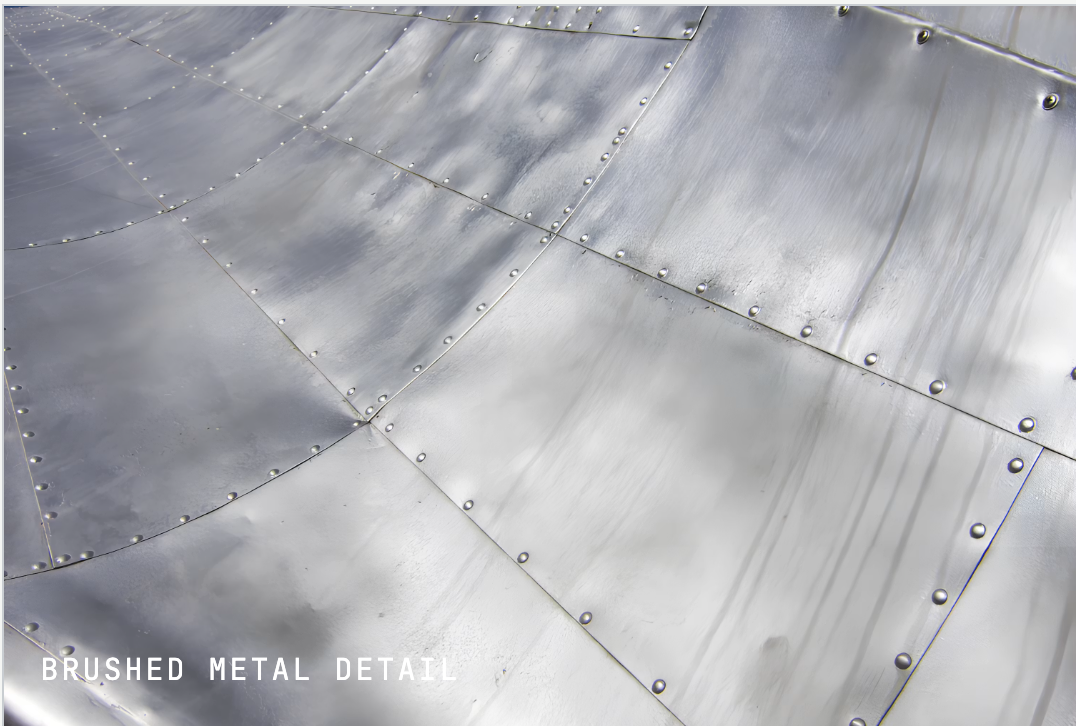


Hub crosshair

Registration mark as bullet, target, or focal accent.

PHOTOGRAPHY DIRECTION

CONCRETE • METAL • TARMAC



THE MOOD

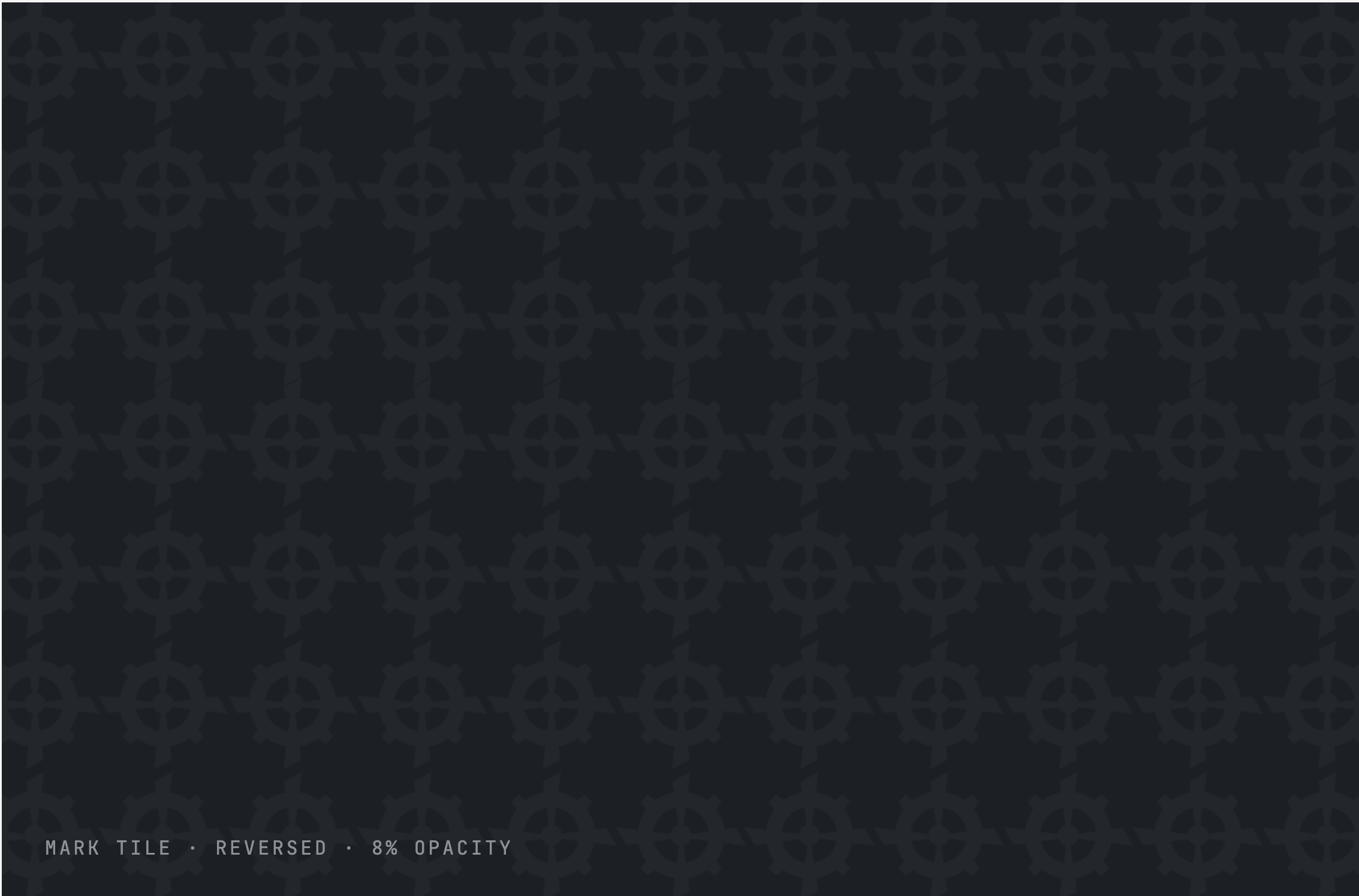
Cool light, hard edges, no staging. Show the machine and the material; never the lifestyle.



DESATURATED • COOL CAST
NATURAL / OVERCAST LIGHT
DETAIL OVER DRAMA

PATTERN & TEXTURE

DERIVED FROM THE MARK



The mark, tiled on its own construction grid, becomes a quiet field texture for endpapers, packaging, and dark backgrounds.

TILE — 1 MARK / GRID UNIT
OPACITY — 6-10% MAX
NEVER OVER BODY TEXT

MARK TILE • REVERSED • 8% OPACITY



06

APPLICATIONS

BUSINESS CARD & LETTERHEAD

STATIONERY



FUSELAGE LIVERY — FLAT PROFILE

SIDE ELEVATION • 1:50



FUSELAGE — GRAPHITE BELLY — AVIATION WHITE DATUM STRIPE + TAIL NO. — ORANGE



IN CONTEXT

FUSELAGE LIVERY ON THE RUNWAY

SIGNAGE & ENVIRONMENTAL



EXTRAS

TOUCHPOINTS



ID BADGE



DOCUMENT FOLIO



MERCH



DATA PLATE



CERTAINTY,
AIRBORNE.

 THANK YOU