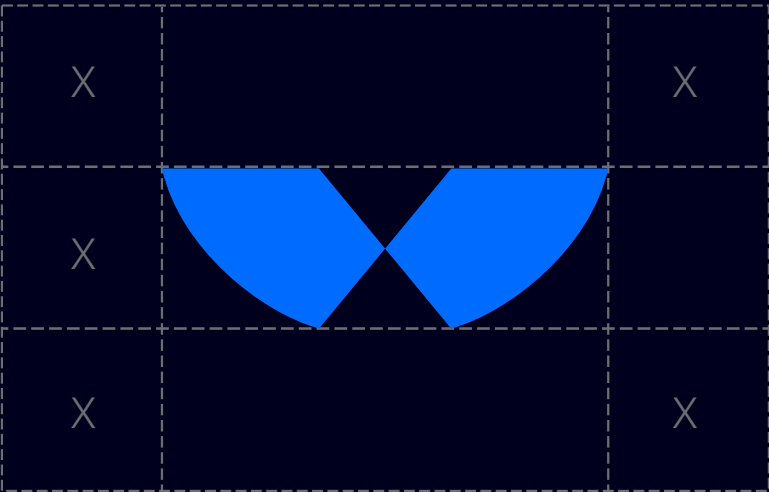


Xwing Logotype

The Xwing logotype suggests structure and simplicity, in a form that is a bold statement, for a powerful identity. The logotype consists of custom drawn letter forms, meaning it is not a typeface, which identifies the name Xwing. The spacing between the letters has been adjusted for maximum effect and legibility and should not be altered.

Clear Space
To ensure its integrity and visibility, the logo should be kept clear of competing text, images, and graphics. All sides must be surrounded by adequate clear space. Clear space should always equal the height of the symbol, or X.

Its height should never appear smaller than .2” when used in print. Always use the original and approved artwork; never alter any aspect of it. Do not attempt to redraw or recreate the Xwing logo in any way.



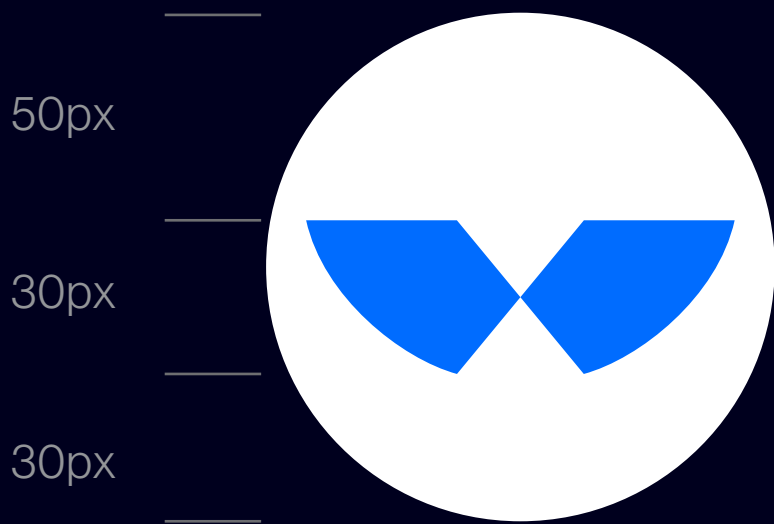
Xwing

Digital Icons

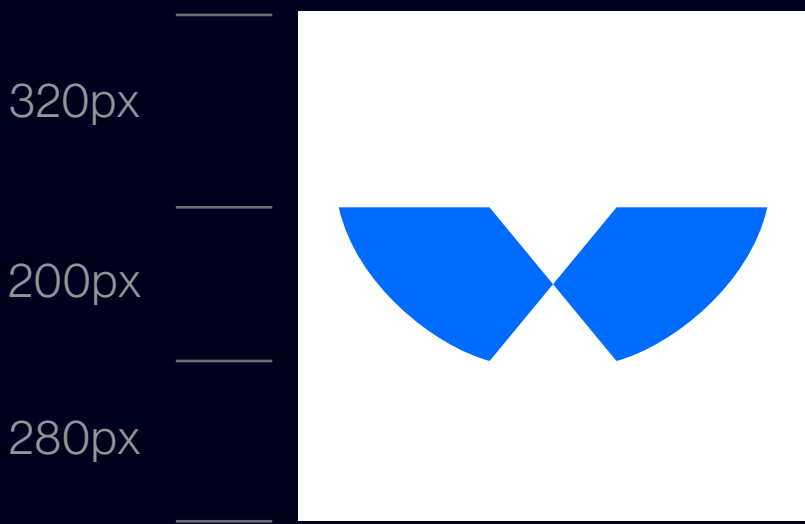
In many instances the Xwing identification will be used as a digital icon. Leave some space around the symbol: it should not touch or bleed to the edge of the allowed space. Do not incorporate the Xwing wordmark when creating icons.

All digital applications should have the logo in Xwing blue on white. The Xwing blue with logo in white is the only alternate.

Social Media
When creating artwork for a social media and mobile applications, follow the respective specifications for each platform. For identification, the majority of platforms require an icon formatted into either a square or a circle. Shown are examples based on Instagram, Facebook, and iPhone® specifications.



Instagram
110px



Facebook
170px



Facebook
170px



iPhone App
180px



Instagram
110px

(Alternate)



Facebook
170px

(Alternate)



Facebook
170px

(Alternate)



iPhone App
180px

(Alternate)

Xwing

Color Palette

The distinctive use of color is a key element of the Xwing visual identity. The primary color is blue and is supported by the colors mentioned below. Blue should be used for the logo whenever possible.

Accent Color Use
Accent colors should be used sparingly and not in place of the primary color or background colors. The correct application of the colors would be for data, buttons, or smaller typographic elements.

Primary Color			Background Colors			Accent Colors		
<div></div>			<div></div>			<div></div>		
Xwing Blue			White			Navy		
C	80		C	0		C	85	
M	58		M	0		M	80	
Y	0		Y	0		Y	55	
K	0		K	0		K	75	
R	0		R	255		R	0	
G	108		G	255		G	0	
B	255		B	255		B	32	

Xwing Color Use

Shown are examples of the correct way to use the logo on various backgrounds. The Xwing logo in Xwing blue is preferred for general use.

Limited Color Production

When it is not possible to use the color version of the logo because of background color, material, or limited color production, it may be knocked out to all white or reproduced in black. Always make sure that the color of the logo is in sufficient contrast to the background to ensure visibility.

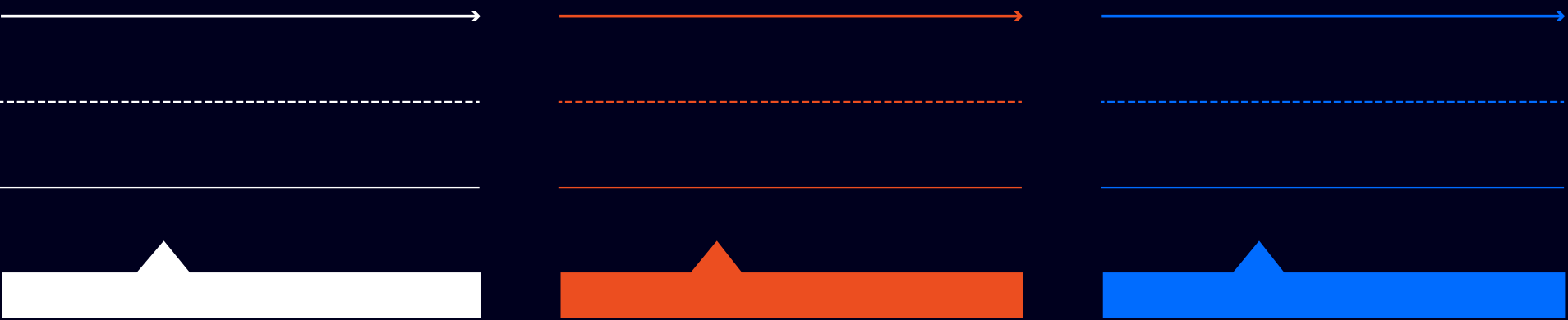


Xwing

Graphic Elements

Shown are examples of graphic elements to use in Xwing material. To ensure the graphic element's integrity and visibility, the colors selected for each element should have enough contrast with background elements. Accent colors are acceptable for all graphic elements.

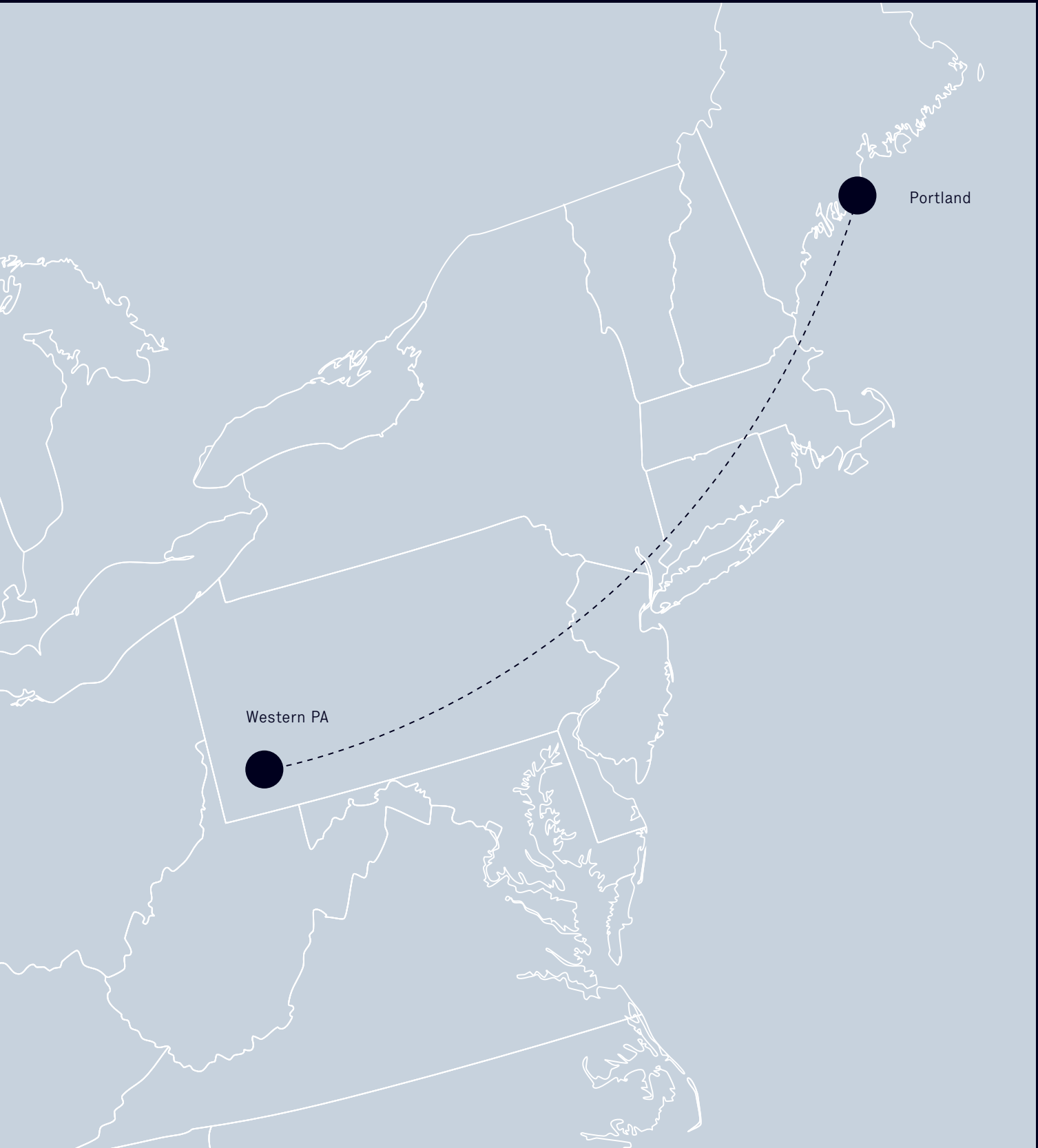
Arrows & Lines



Buttons & Boxes



Data Points



Xwing
Typography

Typography is the voice of the brand. Careful consideration to leading, tracking, and kerning should be taken when using the Xwing typeface.

Söhne and Executive are the only fonts used in branding materials.

Headline

Söhne Kraftig
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

Subtitles & Captions

Executive Light
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

Long Format Body Copy

Söhne Buch
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

Lorem ipsum dolor sit amet,
consectetuer adipiscing elit,
sed diam nonummy nibh

20pt/ (1.5x) 30pt Leading

Lorem ipsum dolor sit amet,
consectetuer adipiscing elit, sed
diam nonummy nibh euismod

15pt/ (1.5x) 22pt Leading

Xwing

Typography

Grid

Shown are examples of the correct way to use typography on in various layouts. These are general grids to be used through out Xwing material.

This is a multi-line headline.

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

Ut wisi enim ad minim veniam, nonummy nibh euismod tincidunt ut quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea quis nostrud exerci tation ullamcorper.

This is a headline.

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

Our flight navigator updates every 4 mins.

New Flights

HARTFORD → BANGOR

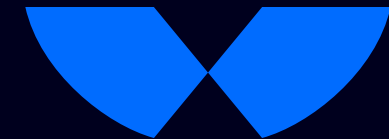
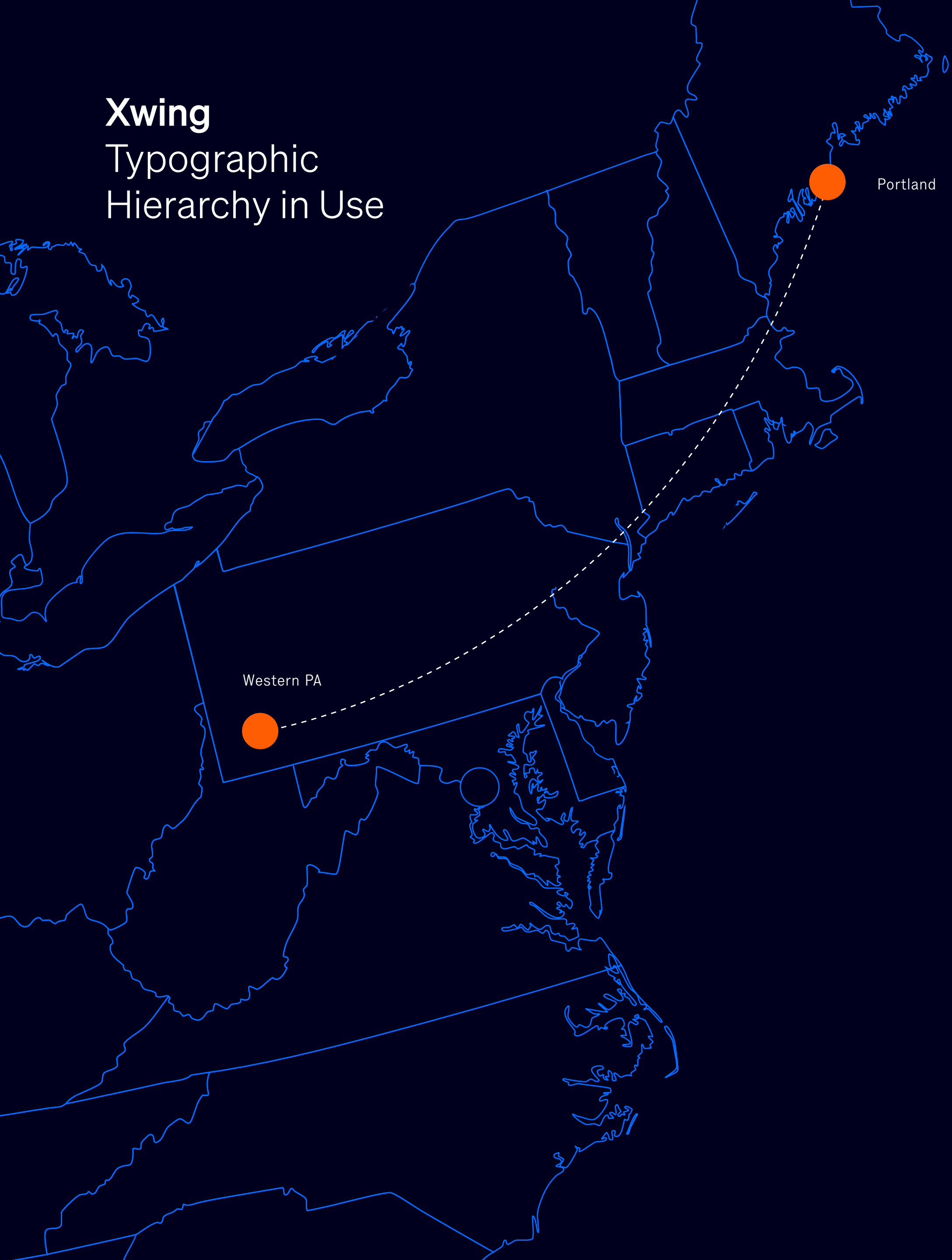
PHILADELPHIA → PORTLAND

RICHMOND → PITTSBURGH

OTHER REGIONS

Xwing

Typographic Hierarchy in Use



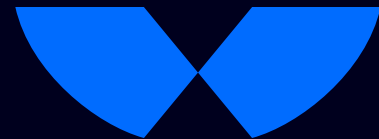
Tracking Our Flights

OUR FLIGHT NAVIGATOR UPDATES EVERY 4 MINS.

Lorem ipsum dolor sit amet, consectetur 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 suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et

- TRI-STATE
- OTHER REGIONS

HARTFORD → BANGOR	41.7658° N, 72.6734° W	3h27m
PHILADELPHIA → PORTLAND	41.7658° N, 72.6734° W	01h09m
RICHMOND → PITTSBURGH	41.7658° N, 72.6734° W	04h54m
CHARLESTON → BURLINGTON	41.7658° N, 72.6734° W	00h51m



QUICK
FACTS

Aircraft
Certification

ARP4754
DO-178C
DO-254
DO-160G

Additional
Investors

Kirsten Bartok
Managing Director
High Lift Capital

John Collison
Co-Founder
Stripe

Patrick Collison
Co-Founder
Stripe

Nat Friedman
CEO
Github

Our
Partnerships

We are excited to explore partnership opportunities at different levels. If you have regional air cargo needs, we are launching our service soon. Please do reach out. Otherwise, we are also interested in hearing from you if you develop avionics for aircraft (sensors, certified computers, communication equipment etc.), or if you are an academic institution doing research on certifiable autonomy for aviation.

Safety
Analyses

FHA
FTA
FMEA