

eVTOL buzz — Brand & Media Kit

eVTOL buzz is a specialist news site covering eVTOL and Advanced Air Mobility (AAM). This kit contains the official logos, social media images, website assets and press badges, plus the rules for using them. Website: **https://evtolbuzz.com**

Contact for brand or press questions: **evtolbuzz@protonmail.com**

1. The name

Always write the name as **eVTOL buzz**:

- lowercase **e**, capital **VTOL**, a space, then lowercase **buzz**
- Correct: *eVTOL buzz*
- Incorrect: *eVTOL Buzz*, *EVTOL Buzz*, *eVTOLbuzz*, *Evtol Buzz*, *eVTOL-buzz*
- The web address is written in lowercase: *evtolbuzz.com*

2. What is in this kit

Folder	What it contains	Use it for
`logos/lockup/`	Full logo: mark + "eVTOL buzz" + tagline "All the buzz about eVTOL aviation"	Media kits, presentations, print, about pages, anywhere there is room
`logos/wordmark/`	Mark + "eVTOL buzz", no tagline	Website headers, partner logo walls, small placements
`logos/icon/`	The V-shaped aircraft mark on its own (square file)	Avatars, app icons, watermarks, very small spaces
`social/`	Ready-sized profile pictures and banners for X, LinkedIn, YouTube, TikTok, Facebook, Instagram, Threads and Bluesky	Upload as-is to each platform

Folder	What it contains	Use it for
`social/_source/`	SVG sources of the social images	Editing or re-exporting
`website/favicon/`	favicon.ico (16/32/48), favicon.svg, 16/32/48 PNG, 180 px Apple touch icon, 192/512 px Android icons, `head-snippet.html`, `site.webmanifest`	Browser tab and home-screen icons
`website/header/`	Header logos (wordmark and lockup) for dark and light site headers, at 1x and 2x, plus SVG	The website header
`website/share/`	1200×630 default share image (PNG, JPG, SVG)	Default link-preview image on X, LinkedIn, Facebook, etc.
`oem-press-kit/badges/`	"As featured in eVTOL buzz" and "Featured on evtolbuzz.com" badges, horizontal and square, light and dark, SVG + PNG 1x/2x	OEMs and partners showing coverage on their press pages
`oem-press-kit/text-logo/`	Plain "eVTOL buzz" text logo, black and white	Text-only press lists ("As seen in…")
`oem-press-kit/embed-code.html`	Copy-and-paste HTML for the badges	OEM web teams

Logo colour variants (every logo comes in all six)

File suffix	Logo colour	Background
`white-on-black`	White	Black `#000000`
`white-on-nearblack`	White	Near-black `#0B0B0B`
`black-on-white`	Black	White `#FFFFFF`
`black-on-offwhite`	Black	Off-white `#F5F5F5`
`white-transparent`	White	Transparent (for dark photos/backgrounds)
`black-transparent`	Black	Transparent (for light backgrounds)

File formats

- **SVG** — vector, any size, preferred for web and design work. All text is converted to outlines, so no font is needed.
- **PDF** — vector, for print and for designers working in Illustrator, InDesign, Affinity, etc.
- **PNG** — 4096, 2048, 1024 and 512 px wide. Use for Word, PowerPoint, Google Slides, social posts, email.

Which one? Website → SVG (or the 2x PNG in `website/header/`). Print → PDF. Office documents and slides → 2048 px PNG. Email signatures → 512 px PNG.

3. Colours

eVTOL buzz is a strictly monochrome brand. There is **no accent colour**.

Name	Hex	RGB	Use
Black	`#000000`	0, 0, 0	Primary background, logo on light
Near-black	`#0B0B0B`	11, 11, 11	Banners, badges, alternative dark background

Name	Hex	RGB	Use
White	`#FFFFFF`	255, 255, 255	Logo on dark, light background
Off-white	`#F5F5F5`	245, 245, 245	Alternative light background
Mid grey	`#A6A6A6`	166, 166, 166	Secondary text on dark (e.g. "evtolbuzz.com" on banners)
Dark grey	`#5F5F5F`	95, 95, 95	Secondary text on light (badge labels)

The badges also use a hairline border (`#D6D6D6` on light, `#2E2E2E` on dark). Banners use a very subtle dark radial gradient (`#1A1A1A` to `#050505`).

4. Typography

- **Logo typeface: Optima** (Hermann Zapf). "eVTOL buzz" is set in Optima Bold, and the tagline is set in Optima Bold.
- **Free alternative used to build this kit: URW Classico**, Zapf's own revision of Optima for URW++. It is free to use and is close to Optima in its proportions and spacing. You can get it from CTAN (the `classico` package).
- In every logo file the lettering is converted to outlines. You do **not** need the font installed to use the logos, and no font files are included in this kit.
- For supporting text such as headlines on graphics, use Optima or URW Classico. If neither is available, use a clean humanist sans-serif.

5. Clear space

Keep an empty area around the logo at least as large as **X**, where X is the height of the capital **T** in "eVTOL". Don't place text, other logos, image edges or busy detail inside that space. The logo files already include a small margin of half of X. Leave extra room on top of that.

6. Minimum sizes

Logo	Digital minimum	Print minimum
Full lockup (with tagline)	240 px wide	50 mm wide
Wordmark	140 px wide	30 mm wide
Icon / mark	32 px	10 mm

Below 48 px, use the favicon files in `website/favicon/`. They use a simplified mark without the fine panel lines, so it stays legible at that size. Below the lockup minimum, switch to the wordmark. Below the wordmark minimum, use the icon.

7. Do's and don'ts

Do - Use the files supplied, unchanged. - Use the white logo on black or dark backgrounds, and the black logo on white or light backgrounds. - Scale the logo proportionally. In design tools, hold Shift; in HTML, set only the width or only the height. - Keep enough contrast. Over photos, place the logo on a calm, dark or light area.

Don't - Stretch, squash, skew or change the logo's proportions. - Recolour the logo. Don't use colours, gradients or different colours for different parts. - Add effects: no shadows, glows, outlines, bevels, 3D or textures. - Rotate or flip the logo or the mark. - Rearrange, resize or remove parts of the lockup, or swap the lettering for another font. - Fill in the fine lines inside the mark or redraw it. - Place the logo on busy backgrounds or backgrounds with low contrast. - Write the name incorrectly (see section 1).

8. Social media images

Platform	Profile	Banner / cover
X	`social/x/…avatar-400x400.png`	`…header-1500x500.png`
LinkedIn	`social/linkedin/…logo-400x400.png`	Company page: `…company-cover-1128x191.png`. Personal profile: `…personal-banner-1584x396.png`
YouTube	`social/youtube/…profile-800x800.png`	`…channel-art-2560x1440.png` (logo sits inside the 1546×423 safe area)
TikTok	`social/tiktok/…avatar-200x200.png` / `…1080x1080.png`	—
Facebook	`social/facebook/…profile-170x170.png` / `…720x720.png`	`…cover-1640x624.png` (displays at 851×315)
Instagram	`social/instagram/…profile-1080x1080.png`	—
Threads / Bluesky	`social/threads-bluesky/…avatar-400x400.png`	`…banner-1500x500.png`

All profile images use the mark on near-black and are designed to survive a circular crop. Banners keep the logo away from the areas where profile photos overlap.

9. Guidance for OEMs, partners and press

eVTOL buzz is glad to see its coverage shared. When you mention or show coverage from eVTOL buzz on your website, press page, investor deck or social channels:

1. **Use a badge.** Choose one from `oem-press-kit/badges/`:
2. *"As featured in eVTOL buzz"* — horizontal (320×100) or square (200×200)
3. *"Featured on evtolbuzz.com"* — horizontal or square
4. Use the **light** badge on light pages and the **dark** badge on dark pages. Use the `@2x` PNG or the SVG for sharp results on high-resolution screens.
5. **Link to the article.** Wherever possible, link the badge or logo to the specific eVTOL buzz article that covers you. Otherwise, link to https://evtolbuzz.com. The ready-made HTML is in `oem-press-kit/embed-code.html`.
6. **Credit correctly.** Credit the publication as **"eVTOL buzz"**, for example: *"Source: eVTOL buzz"* or *"As featured in eVTOL buzz"*, with a link to the article.
7. **Quoting.** Short quotes with credit and a link are welcome. To reproduce an article in full, contact us first: **evtolbuzz@protonmail.com**.
8. **Press logo walls.** On logo walls, use the wordmark (`logos/wordmark/`). On text-only lists, use the text logo (`oem-press-kit/text-logo/`).

9. Don't edit the badges, combine them with your own logo into a single graphic, or imply endorsement of your products beyond the coverage itself.

Example embed code

```
<a href="https://evtolbuzz.com" target="_blank" rel="noopener" title="As featured in eVTOL
buzz">
  <img src="https://evtolbuzz.com/wp-content/uploads/brand-kit/oem-press-kit/badges/evtolbuzz-
badge-as-featured-in-horizontal-light.png"
       srcset="https://evtolbuzz.com/wp-content/uploads/brand-kit/oem-press-kit/badges/
evtolbuzz-badge-as-featured-in-horizontal-light@2x.png 2x"
       width="320" height="100" alt="As featured in eVTOL buzz" loading="lazy">
</a>
```

Replace `https://evtolbuzz.com` in the `href` with the article URL when you link to a specific story.

10. Contact

Brand, licensing and press enquiries: **evtolbuzz@protonmail.com** Website: https://evtolbuzz.com

---

© eVTOL buzz. The eVTOL buzz name, logo and mark belong to eVTOL buzz. You may use them only to refer to eVTOL buzz and its coverage, as described in this guide.