

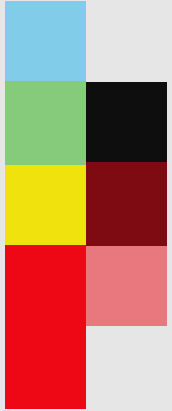
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# Visual ID Recommendations



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# TraceAir Visual ID



The visual identity for TraceAir should be designed to convey professionalism, clarity, and innovation. By consistently applying these visual elements (through color, logotype, typography, imagery, and iconography) across all touchpoints, TraceAir will strengthen its brand recognition, effectively communicate its value proposition, and foster trust with its target audience.

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# Color Palette

The choice of colors should align with the brand personality (confident, innovative, reliable, customer-centric) and evoke feelings associated with the construction industry (strength, stability, progress).

**Primary color:** A deep, rich blue conveys trust, reliability, and innovation.

**Secondary colors:** Consider incorporating shades of gray for balance and sophistication, and a complementary accent color (e.g., orange or green) for energy and contrast.

**Contrast colors:** Use black and white for iconography and contrast, keeping color use minimal apart from photography, product representation, and video footage.



**Deep Navy #003366**  
Represents clarity, trust,  
and innovation

**Sky Blue #00A9E0**  
Conveys professionalism,  
stability, and reliability

**Soft Green #6DC066**  
Symbolizes growth, balance,  
and land development

**Light Grey #F2F2F2**  
Used for backgrounds and to  
highlight important information

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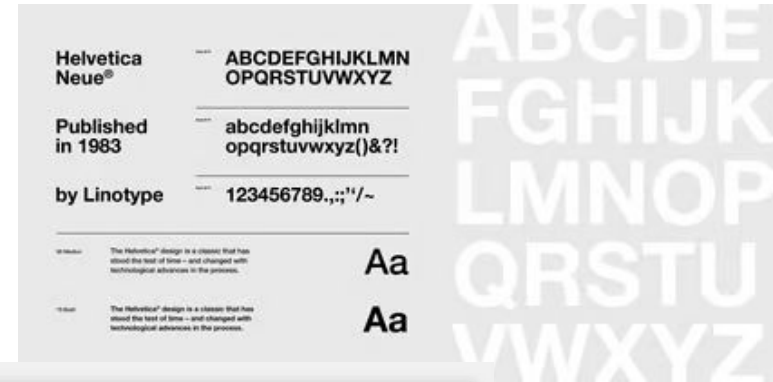
# Typography



The typeface should be clean, modern, and easily legible, reflecting the brand's focus on efficiency and clarity.

**Primary font:** A bold, sans-serif font for strong visual impact and readability. Helvetica Neue or similar, for its clean and modern look. This font will be used for headings and key messages.

**Secondary font:** A clean, sans-serif font for easy reading and consistency. Open Sans or similar, chosen for readability and versatility. This font will be used for body text and detailed information.



## Open Sans

The quick brown fox  
jumps over the lazy  
dog.

Light  
Light Italic  
Regular  
Regular Italic  
Semi-Bold  
Semi-Bold Italic  
Bold  
Bold Italic  
Extra-Bold  
Extra-Bold

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# Logo



The logo should be simple, memorable, and representative of the brand's essence. Consider incorporating elements that symbolize construction, technology, or data visualization.

**Primary Logo:** A sleek and modern design incorporating an abstract representation of topographic lines, suggesting elevation and land mapping. The logo should include the name "TraceAir" in a bold, sans-serif typeface that conveys professionalism and technological sophistication.

**Secondary Logo:** A simplified version of the primary logo for use in smaller sizes or as an icon.

*I think the stylized "T" in the logo works, but I would experiment with a different letter style for the name, as the current style looks dated, and the broken letters counteract some of the brand values and brand voice.*

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# Imagery



Visual assets should reinforce the brand's message and evoke the desired emotions.

**Photography:** High-resolution images of construction sites, land development projects, and drone footage. These should capture the scale and detail of the projects TraceAir works with, emphasizing clarity and precision.

**Illustrations:** Simple, line-based illustrations that mimic topographic lines or blueprints can be used to explain complex data and processes in an accessible way or as visual relief from heavier content.

**Video:** Actual drone footage, development site footage, and software screen capture capture attention, create emotional connection, and provide a more immersive experience.



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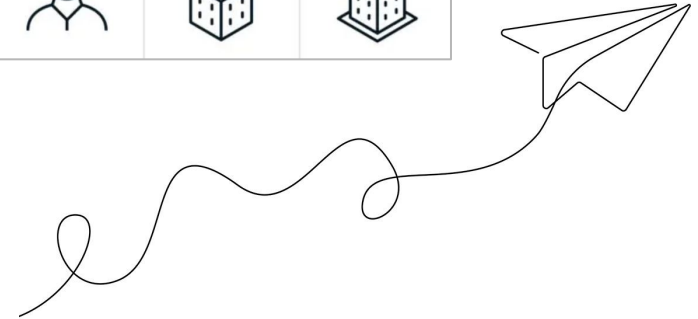
# Iconography



Icons create a visual shorthand that helps the audience quickly identify and understand information while contributing to a cohesive visual identity that reinforces brand recognition.

**Icon Set:** A comprehensive set of icons used to represent key features and benefits, i.e., an icon depicting a stylized construction site with topographic lines can instantly communicate TraceAir's precise site data.

**Illustrative Icons:** Icons that symbolize more broad concepts like flight, mapping, or collaboration can be used as design elements, to invoke mood, or to cue the audience to take action (i.e., in place of a button).



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# Visual ID Example



MEASURE TWICE  
CUT ONCE.

TraceAir empowers teams with one source of truth for reduced risk, more productive work, and faster, data-driven decision-making.

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