The SkySpecs Brand Guidelines

SKYSPECS

Renewable energy? We're big fans! *pun intended* In fact, we're on a mission to simplify the management of renewable energy assets in order to make them the most efficient energy source in the world.

Here at SkySpecs, we are one company, one team, all powered by one common purpose. We believe that we can make wind turbines all the more cost-effective and energy efficient through non-intrusive ways of monitoring and maintaining them across their lifecycle. From surveying and infrastructure planning, to design, logistics and operational support, we've got you covered.

Year-to-date, we've managed to make a global impact of $42 billion assets under management, 118 gigawatts served globally, 45% of North American blades monitored annually, and 300,000+ blades inspected.

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Section 1
The brand

Section 1.1

Our vision

OUR VISION:

A renewable energy playbook that wins every time.

OUR MISSION:

Simplify the management of renewable energy assets so less can do more for the planet.

OUR PURPOSE:

A lot of money is needed to solve climate change, so we're focused on making renewable energy the most profitable, sustainable energy source in the world. The more resources and people that join the fight, the better we all are.

We are at an inflection point in the renewable energy industry. As consumers increasingly call for action to address climate change, renewables are taking center stage. Demand is exploding and the renewable energy sector is ready for its next stage of growth. However, infrastructure investors are also taking harder looks at asset performance and management.

So, how do operators scale aggressively enough to meet growing demand and our global 2050 net-zero goals?

That's what we're here to help with.

We want to make it easier for our customers to maximize clean energy output, increase power production in their portfolios, and extend the life of their existing assets.

That's our vision: **A renewable energy playbook that wins every time.**

OUR STRATEGY:
Redesigning the renewable energy industry of tomorrow.

We invented the market for blade asset management and autonomous drone inspections because we wanted to solve the hard problems the industry was facing. Now, with our customers, we're building the playbook on how to solve the biggest problem of all. **Redesigning the renewable energy industry of tomorrow.**

Yes, owners of large renewable energy asset portfolios need a platform to consolidate their data and drive better decisions, but they also need the expertise to drive industry insights and best practices to help make everyday decisions. All of this, to optimize the production, cash, lifetime health and value of their assets.

Our playbook is a mixture of:

1. Our highly flexible platform that ingests data about the assets, makes sense of it and answers the "so what" questions every operator has; and

2. Customized services provided by industry experts that leverages Horizon to go the extra mile for customers

In order to create the ultimate industry leading playbook we need to build great products under the Horizon banner that when used together make one heck of a platform. We'll also need to keep expanding our capabilities by purchasing expertise where it speeds up our time to market or it just fits with our mission.

Core to our strategy is building the right team across the globe that believes in the mission, puts customers first and has the knowledge to write the playbook, so we can ultimately make a difference in the world.

Section 1.2

Our brand positioning

One Liner

At SkySpecs, we're collaborating with our customers to simplify renewable energy asset management so they can deliver industry-leading efficiency, productivity and returns.

Company Descriptor

SkySpecs is simplifying renewable energy asset management by offering purpose-built technologies and services that help our customers deliver industry-leading productivity, efficiency and returns. Every day we help our customers unlock the power of their data so they can make confident, informed decisions. Our team brings deep industry experience and a willingness to get our hands dirty to first understand and then solve customer problems on the ground. Learn more about our best-in-class technologies and how we're helping the renewable energy industry realize its potential at www.skyspecs.com.

How We're Different

Collaborating with our customers to co-create the renewable energy playbook. We work closely with our customers to solve their immediate problems today and co-create solutions for tomorrow. Collectively these constitute the industry's leading playbook for renewable energy operations.

Helping you make confident, data-driven decisions. We analyze, synthesize and connect your data across assets so you get insights you can action.

World class team with deep industry experience and on-the-ground expertise. Our team has worked all across the wind and renewable energy industry, from the field, to engineering, to AI development, to the C-suite.

One-of-a-kind pioneering technologies that are purpose-built to simplify renewable energy operations. Our offering features tools designed to address the challenges faced by operators so they can deliver industry leading productivity, efficiency and returns.

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Section 1.3

Our brand character

The characteristics associated with SkySpecs

Trustworthy
Quality-Driven
Effortless
Visionary

Candid

We're not afraid to say what needs to be said and we are truthful and upfront about what we can deliver, and what we cannot.

Knowledgeable

We share our deep expertise freely, but have the humility to know we don't have all the answers and have much to learn alongside our customers.

Innovative

We share our deep expertise freely, but have the humility to know we don't have all the answers and have much to learn alongside our customers.

Value-Oriented

We share our deep expertise freely, but have the humility to know we don't have all the answers and have much to learn alongside our customers.

Forward Looking

We believe in the renewable energy industry and are always stretching and innovating to support the industry's growth. We're constantly thinking about the challenges of tomorrow and how we can support operators in capturing the market opportunity in front of them.

Galvanizing

We provoke action and change, not just within our company but across the industry.

Reliable

We provoke action and change, not just within our company but across the industry.

Approachable

We provoke action and change, not just within our company but across the industry.

Section 1.5
Our solutions

Purpose-built asset management solutions that enable efficient renewable energy generation Our solutions are designed to help our customers solve today's problems, like understanding asset health, predicting failures, prioritizing repairs, and extending useful asset life.

They're also designed to address the challenges of tomorrow, the ones that will influence whether operators can capture the huge market opportunity in front of them.

A renewable energy operator that can access, analyze, and synthesize data across all their assets can make smarter decisions about everything from maintenance to production to risk to capital. Communication gets easier. Resources get optimized. Then, just as critically, returns grow in turn. This all starts with high quality data – and so do our solutions.

Our six solutions are designed for three core areas of a renewable energy organization. They include:

Engineering & Monitoring

SkySpecs & Inspections

SkySpecs' Inspections solutions provides on-shore and-offshore inspections of wind turbine blades and other renewable energy assets using our purpose-built drone and rover technologies. This enables producers to achieve efficient and timely asset inspections, create detailed records of assets throughout their entire lifecycle and avoid catastrophic asset failure.

- Reduce downtime of onshore and offshore turbines, with industry leading 15-minute autonomous drone inspections.

- Assess blade health easily using Horizon to review the results of your inspections.

- Visually map and assess the internal state of your turbine blades using our Rover technology.

Horizon CMS

Horizon CMS is an advanced condition monitoring solution for wind turbine operators. Using AI-based fault detection technology, we enable much earlier and more robust fault detection than any other CMS solution in the market. Horizon CMS simplifies and super-charges the monitoring discipline, so that maintenance organizations can focus on optimizing for maximum uptime and asset lifetime, at the lowest cost.

- Connect any vibration or SCADA sensor data stream.

- AI library for drivetrain fault detection.

- Earlier fault detection and 90% fewer false alarms.

- Integrates work order systems.

- Modern cloud software built for CMS engineering teams.

Operations & Asset Management

Horizon Blade Management

Horizon Blade Management gives you the ability to centralize, manage, configure and track all inspections and maintenance work associated with wind turbine blades. Create records of all work done on your blades from their first operational days to end-of-life. Make smarter, more informed decisions using data from across your blade fleet.

- Manage and track all blade inspections and repairs.

- Upload blade inspection and repair data from SkySpecs and third-party vendors.

- Complete administrative planning, track budgets and spending and audit completed work.

- Collaborate on work execution with internal and external stakeholders.

- Create and share data visualizations and reporting across your organization.

Horizon Fleet Management

Horizon Fleet Management gives you the ability to centralize, manage and track asset health, inspections and maintenance work associated with a renewable energy fleet. Consolidate your engineering and maintenance data to create a full 'electronic medical record' for your fleet. Make smarter, more informed decisions using data from across your renewable energy portfolio.

- Manage and track all inspections, repairs and maintenance tasks.

- Upload repair, inspection and other asset data from SkySpecs and third-party vendors.

- Configure the software to your fleet requirements so you know the make, model and history of every component.

- Complete administrative planning, track budgets and spending, and audit completed work.

- Collaborate on work execution with internal and external stakeholders.

- Triage and address incoming alerts from field inspections, tests, diagnostic systems, etc.

Finance & Risk Management

Horizon Finance

Horizon Finance is a SaaS financial management system purpose-built for the renewable energy industry. It gives you confidence in your numbers and enables you to forecast your cash position for greater capital efficiency. Horizon Finance integrates with on-site, market and budgeting data so you can stay in control and drive consistency across your portfolio.

- Leverage full general ledger capabilities.

- Support financial workflow management across your portfolio.

- Apply cash forecasting and analysis.

- Create customizable financial statements and reports at a project or portfolio level.

- Integrate third-party financial data from outside vendors or joint venture partners.

- Simplify revenue reconciliation and sales invoicing.

- Handle supplier management and budget uploading and management.

Financial Services

We offer a full suite of Financial Services custom-designed for renewable energy assets. These are available at any stage of development or operation.

SPV administration

- We manage your portfolio using our Horizon Finance.

- Full scope of financial services including P2P, OTC and R2R.

- Detailed cash reporting.

Holding company administration

- Confirmations and consolidations to agreed standards.

Additional services

- Banking reports.

- Investor reports.

- Audit management.

Section 2

The brand elements

This section details the brand's core elements, how to use them and how they all work together to create a unified brand.

Section 2.1
Logo

This section is an overview of the SkySpecs logo. It covers how to use it, how to scale it and the space it occupies. Consistent use of the logo is key to a uniform brand across all mediums and formats.

The logo

Our logo is carefully constructed to maintain ownable characteristics while allowing for perfect legibility at any size on any application. Where you position the logo is up to you, depending on what best suits the application and tone.

Never try to recreate the logo.

The SkySpecs logo is constructed in two formats: horizontal and vertical. While horizontal is the preferred format, either format can be used depending on the available space or layout.

When using the logo at smaller sizes on printed material take care that it does not go below 25mm in length for the horizontal format, and 15mm in height for the vertical format. In digital media take care that it does not go below 70px in length for the horizontal format, and 42px in height for the vertical format.

Note: Our solutions do not have their own logos (e.g. Horizon Finance, Horizon CMS, etc.). These are treated as text.

Exclusion zone

The clear space around the logo (exclusion zone) depends on the size of the logo. A larger logo will require a proportionately larger exclusion zone. In most scenarios the exclusion zone should be at least the height of the logo icon.

It should never be less than 10mm in print and 16px digital formats.

Incorrect Usage

Our logo has been carefully crafted and should not be altered or edited in any way.

Do not use the logo without it's icon

SKY**SPECS**

Do not apply any visual effects

Do not manipulate the logo

Do not use frames or borders

Do not alter proportions

Do not us an alternate typeface

SKYSPECS

Do not alter the spacing

Do not use a color

The logo color

The logo should only be used in black or white. When using the logo on imagery or colors other than black and white, use the version with the highest contrast.

The logo color

This example shows the logo on a dark colored background. It is used in white to achieve the highest amount of visibility.

The logo color

This example shows the logo on a light colored
background. It is used in black to achieve the
highest amount of visibility.

Section 2.2
Typography

This section goes into detail on typefaces, their sizes, and how they all work together.

All text is aligned left for simplicity and legibility. Where possible text should be placed on the left side of the media whilst keeping layouts balanced.

The typefaces

We use two different fonts for our messaging; Open Sans for headlines and Inter for body copy.

Open Sans Regular is our preferred weight for headlines. Open Sans Light and Open Sans Semi Bold can be used to achieve greater hierarchy where needed.

An example of where this may be applicable is a small format flyer with a large amount of headlines and sub headlines. In this case scaling text may not be possible so using multiple weight can help create better hierarchy.

Inter Regular is our preferred weight for body copy. Inter Semi Bold can be used for body copy that needs more impact, and Inter light can be used for captions or secondary text.

Where none of the fonts mentioned above are available, Arial Regular and Bold should be used as an alternative.

Open Sans Light
Open Sans Regular
Open Sans Semi Bold

Inter Light

Inter Regular

Inter Semi Bold

Inter can be downloaded from the creator at
https://rsms.me/inter/

or from Google Fonts at
https://fonts.google.com/specimen/Inter

Type sizes & pairing

Our copy sizes are determined by our base body copy. Typically printed body copy is set 10pt and 12pt on digital formats.

Small copy is set at .8x the body copy size.
Large copy is set at 1.2x the body copy size.
H4s are set at 1.8x the body copy size.
H3s are set at 2.2x the body copy size.
H2s are set at 3x the body copy size.
H1s are set at 4x the body copy size.
Font sizes can be rounded to avoid fractional sizes.

The body copy size can change depending on formats, purpose and available space. A presentation slide may need a larger base copy size as it will need to be seen from a distance. However, no font sizes should go below 7pt.

The number of type sizes in any given document should be kept to a minimum, three or four sizes is usually sufficient.

Header 1
Header 2
Header 3
Header 4

Large copy

Base copy

Small copy

Set in Open Sans Regular at 4x the Body copy size, 40pt

Set in Open Sans Regular at 3x the Body copy size, 30pt

Set in Open Sans Regular at 2.2x the Body copy size, 22pt

Set set in Open Sans Regular at 1.8x the Body copy size, 18pt

Set in Inter Regular at 1.2x the Body copy size, 12pt

Set in Inter Regular, 10pt

Set in Inter Regular at 0.8x the Body copy size, 8pt

Typesetting

The correct letter spacing, kerning, leading and alignment help us to speak clearly.

Leading
Our leading size is +4 of the type size being used. For example type set at 10pt would have leading size of 14pt, 32pt type would be set on 36pt, 54apt type would be set on 58pt etc.

Tracking
All type should be set to optical kerning and body text should be set to -10 tracking to help with legibility.

Alignment
Left aligned text is our first preference for a natural reading experience. Centre aligned text can be used sparingly and in isolated instances.

Case
We always use sentence case.

This is 40pt type set on 44pt leading.

This is 22pt type set on 26pt leading.

All of our copy use -10 tracking, in sentence case and aligned left. This paragraph is set in 12pt on 16pt leading.

Hierarchy

We vary the use of our fonts depending on when we want to be expressive or functional.

Expressing our voice
We use Open Sans when we need to speak at our loudest or most expressive. We also use it to signify ownership of our communications. See example **a**.

Defining a hierarchy
In most instances we will use both fonts together Use Open Sans to highlight the most important information. Use Inter to support our leading statements and headings. See example **b**.

While we can use Open Sans more than once within an application, we must use it sparingly, or it will lose its impact.

Functional purposes
When our information is functional, we use Inter, using different weights to define a clear hierarchy. See example **c**.

a

Simplify the management of renewable energy assets.

b

Understand the health of all your assets. Know what's working and what's not. In real-time.

Stop wondering. Start knowing. Our Horizon CMS and Inspections solutions give you the ability to comprehensively assess your assets, so you can minimize false alarms – and know what needs repair and what can wait.

c

Engineering & Monitoring
Our purpose-built solutions give renewable energy companies the ability to understand the day-to-day health of their assets and minimize false alarms. With everything from drone inspections of blades to real-time sensor data access, SkySpecs lets you know what's working and what's not.

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Headline combinations

When combining headlines and sub headlines, sub headlines should always be set in a smaller type size. Sub headline type size should have a visual balance with the main headline. Where possible, headlines and sub headlines should be created in the same text box to ensure consistent spacing between them across all applications.

We started with autonomous drone blade inspections. Now we offer renewable asset management solutions for your entire organization.

Engineering & Monitoring

Get back and middle-office solutions for the full asset lifecycle.

The name of the game in renewable energy – from initial investment to final transaction - is capital efficiency. Our Horizon Finance solution helps you standardize your data & insights, puts you in control of your NAV and helps you protect your investments.

Section 2.3
Color

Our color palette is simple, black and white for headlines & backgrounds and a range of neutrals for text, borders and dividers.

A range of secondary colors and gradients accompany our core brand colors and can be used across all applications.

Primary brand colors

The primary color palette consists of teal, green, blue and magenta. CMYK values are used for all printed communications and RGB / HEX values are used in digital formats. Secondary colors should be used sparingly and primarily for highlighting purposes.

Magenta should only be used in a single instance on an application, to drive action.

Note: Print media require careful consideration when it comes to color. Complex CMYK colors may not be appropriate for low quality print application such as web offset (e.g.. in newspapers). Please consider the medium when selecting and using colors.

Print
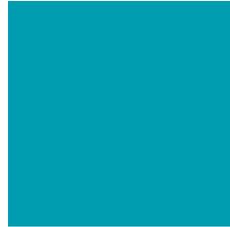
Teal
C96 M0 Y31 K2
PMS 320 C
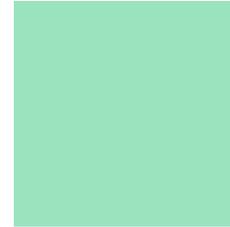
Green
C28 M0 Y25 K0
PMS 7478 C
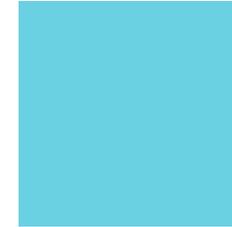
Blue
C48 M0 Y9 K0
PMS 310 C
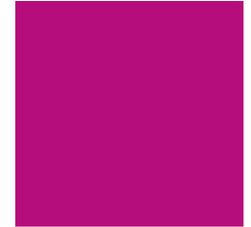
Magenta
C30 M100 Y2 K2
PMS 241 C

Digital

Teal
R36 G164 B171
HEX #24A4AB
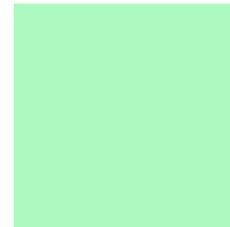
Green
R174 G249 B192
HEX #AEF9C0
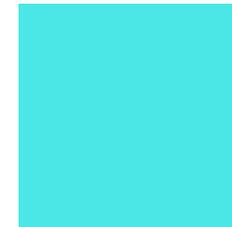
Blue
R75 G231 B231
HEX #4BE7E7

Magenta
R202 G44 B146
HEX #CA2C92

Expanded secondary brand colors

In some cases our secondary colors my not be sufficient. An example of this would be larger visual components like pie charts and other graphs. In these scenarios we can use our expanded secondary color palette.

These colors should only be used if the main secondary colors have been exhausted. The colors **should not** be used for any primary brand components such as the twirl, icons, or typography.

Note: Print media require careful consideration when it comes to color. Complex CMYK colors may not be appropriate for low quality print application such as web offset (e.g.. in newspapers). Please consider the medium when selecting and using colors.

Print
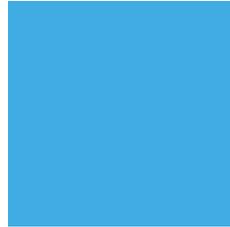
Sky Blue
C68 M13 Y0 K0
PMS 298 C
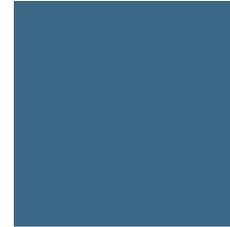
Navy
C75 M42 Y22 K27
PMS 7699 C
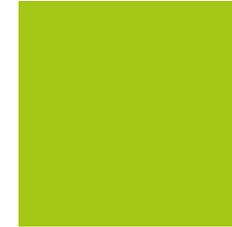
Lime
C44 M0 Y100 K0
PMS 375 C
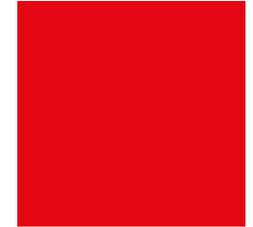
Alert Red
C0 M100 Y100 K0
PMS P 45-16 C

Digital
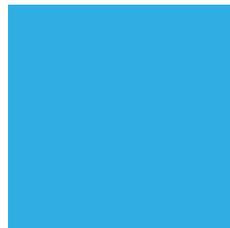
Sky Blue
R48 G174 B228
HEX #30AEE4
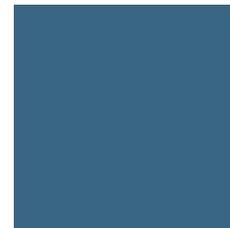
Navy
R57 G102 B131
HEX #396683

Lime
R156 G203 B59
HEX #9CCB3B
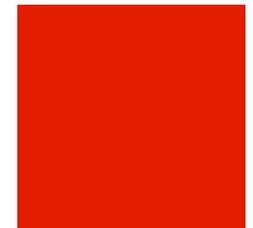
Alert Red
R226 G29 B0
HEX #e21d00

Use only in analytics to represent failure rates or negative scores

Color

Neutral brand colors

The neutral palette consists of shades of gray. These colors are used for text and page furniture such as dividers or functional components like forms.

Print
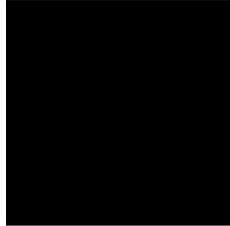
Black
C0 M0 Y0 K100
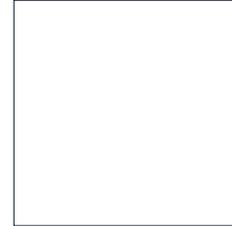
White
C0 M0 Y0 K0

## Digital

Black
R2 G:14 B: 30
HEX #020E1E

White
R255 G255 B255
HEX #FFFFFF

Gray Text
C23 M16 Y13 K46
PMS Cool Gray 8 C
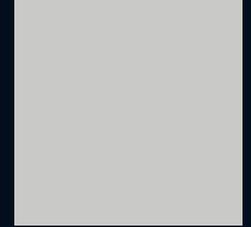
Gray Text
C8 M5 Y7 K16
PMS Cool Gray 3 C

Gray Text
R132 G132 B132
HEX #848484

Gray Text
R193 G193 B193
HEX #C1C1C1

Typography color

Our first preference for headline colors are white or black depending on the background color. Primary colors can be used for headlines and sub headlines if strong hierarchy can not be achieved with type sizes and weights. Body copy should not be set in secondary colors.

Depending on format of the project, greys may not create enough contrast for legibility. In these cases revert to white or black text. Care should be taken for text legibility and consistency on every application.

The global need for renewable energy is clear.

Investors have hundreds of billions in capital they want to put into renewable energy companies in the coming years. But they're also taking a harder look at those companies.

And the truth is – the industry needs to change.
To realize the true promise of renewables, companies need to manage their asset fleets more effectively from day one. They need to manage risk. They need to optimize their operations.

They need to produce the world's most efficient energy.

## We're here to help them do it.

Gradients

In addition to the primary color palette we have two gradient styles. These gradients are made using the colors from the primary color palette.

The Green to Blue is used for image overlays, illustrations and the twirl (**see page 36**). It can be used on large text, provided the text is driving an action.

The Black to Blue gradient should only be used on black backgrounds and image overlays.

Note: Print media require careful consideration when it comes to color. Complex CMYK colors may not be appropriate for low quality print application such as web offset (e.g. in newspapers). Please consider the medium when selecting and using colors.

Green to Blue Gradient

Top	**Bottom**
Green	Blue
100% Opacity	100% Opacity

Black to Blue Gradient

Top	**Bottom**
Black	Blue
0% Opacity	50% Opacity - Print
	15% Opacity - Digital

Monotone imagery

Images that are used for decorative purposes can be set in monotone or duo tone.

Monotone images are created using the Teal color.

Print
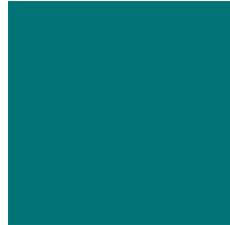
Teal
C97 M9 Y39 K34
PMS 322 C

Digital

Teal
R9 G116 B112
HEX #097470

Duo tone imagery

Images that are used for declarative purposes can be set in monotone or duo tone.

Duo tone images are created using the Black and Blue color.

Print
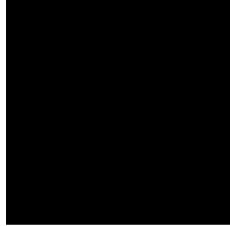
Black
C0 M0 Y0 K100

Blue
C34 M0 Y5 K0
PMS 2975 C

Digital

Black
R2 G14 B30
HEX #020E13
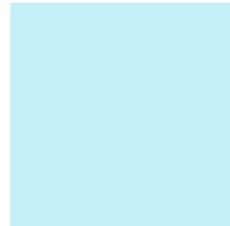
Blue
R195 G240 B248
HEX #C3F0F8

Gradient overlay & imagery

Gradients can be applied to monotone and duo tone imagery to create more visual impact. This effect should be used sparingly

The Green to Blue gradient can be applied to monotone images in full opacity with the blending mode set to Multiply.

The Black to Blue gradient can be applied to duo tone images in full opacity with the blending mode set to Multiply.

Section 2.4
Twirl

This section is an overview of the SkySpecs twirl. It covers how to use it, how to position it and the space it occupies. Consistent use of the twirl is key to uniform brand material across all mediums and formats.

Twirl

Our twirl is our primary graphic element. It can be used as a primary graphic or as a background element behind images.

It should not appear behind text. In formats where the twirl is responsive and can flex, care should be taken that any text overlay is kept to a minimum.

Our twirl can be used in our Green to Blue gradient, black or white depending on the background it sits on. It can be used at different opacities but it can not change color.

Where possible the twirl should extend beyond the visual artboard/frame, or fade at the ends.

Twirl variations

We can use different twirls to avoid repetitive usage and keep backgrounds varied.

We can rotate the twirl in any direction to create a of variety of expressions.
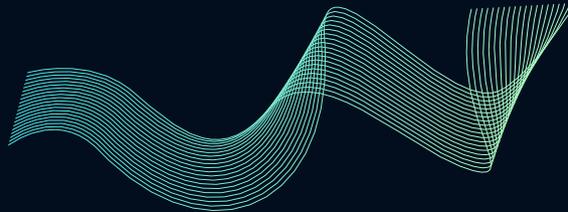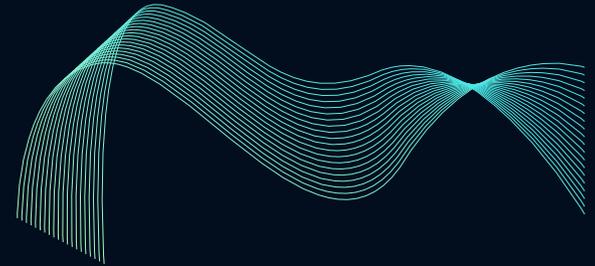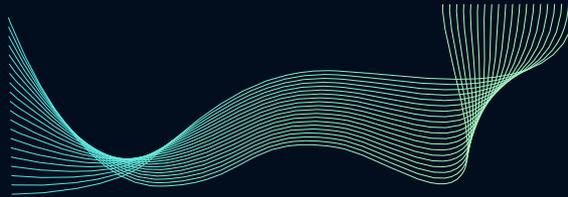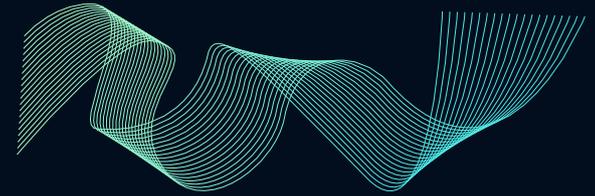
Twirl scale

We can scale the twirl to produce limitless impactful crops.

Acceptable sizes
The scale of the crop should show enough of the twirl tot get a sense of flow and adequate blank space to house copy. See **a** and **b.**

Too small
The size of the twirl is too small for the artboard. It looses it's impact and causes the lines to blur. See **c.**

Too large
The scale of the crop is too large for the artboard. The viewer can not see a sense of flow and there is not enough blank space to add messaging. See **d**.
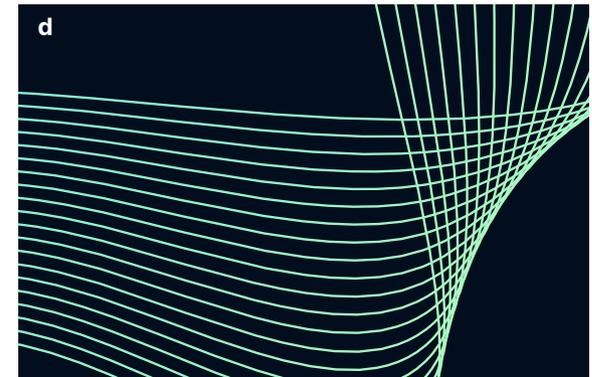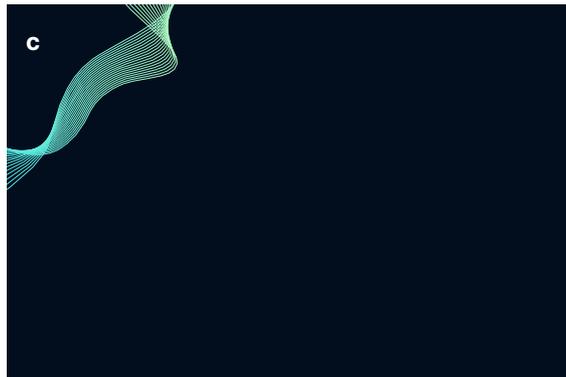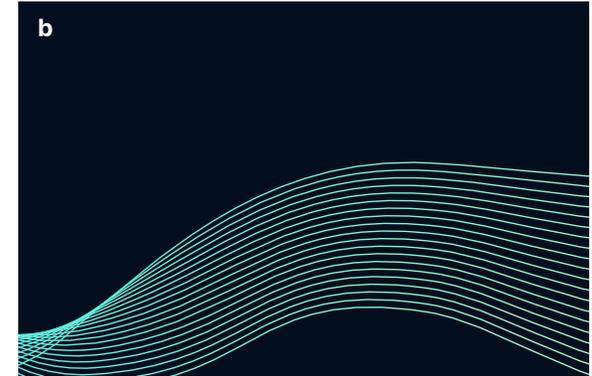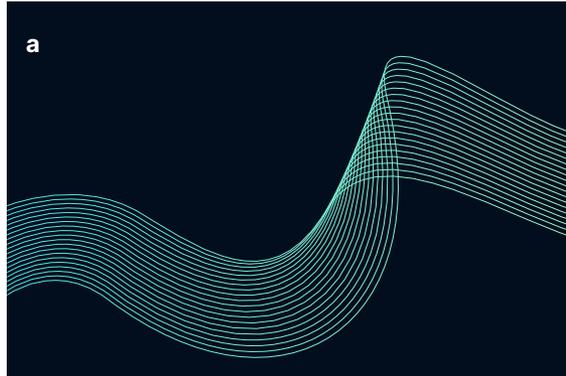
Twirl & imagery

Our twirl can be used behind images as a holding device and it can also be used as an image overlay. It should not be used as an overlay and as a background simultaneously.

Section 2.5

Icons

Icons

We have a set of icons for each of our different solutions. Icons should be used with headers or sub-headers.

When building an icon, the outer line weight should be consistent with the icon stroke. Icon corners and stroke ends should be rounded. Our first preference for icon colors is teal.

Engineering & Monitoring

Planning & Construction

Early Operations

Long Term Operations

Finance & Risk Management

Investment, Planning & Construction

Long Term Operations

Asset Sale

Operations & Asset Management

Investment, Planning & Construction

Early Operations

Long Term Operations

Section 3
The application

Section 3.1
Layout

Layouts are flexible. The logo and copy can be positioned around images/focal areas to create balanced and interesting compositions. Our logo should remain in the top left corner of media where possible but it can be positioned in the bottom left, top centre, or bottom centre depending the media/format. Text should be aligned to left but it's position can vary to create balanced layouts. Centred text should be used sparingly.

This section illustrates a selection of landscape and portrait layouts that adapt to the content within them.

Balanced compositions

Most pages open on the top left with our logo. Structured asymmetrical layouts are easily read, as they are logical conclusions of how our language Wand vision work. We aim for balance and clarity in every composition.

Note the typography is always left aligned, regardless of its position.

We simplify renewable energy asset management.

SkySpecs is simplifying renewable energy asset management by offering purpose-built technologies and services that help our customers deliver industry-leading productivity, efficiency and returns. Every day we help our customers unlock the power of their data so they can make confident, informed decisions. Our team brings deep industry experience and a willingness to get our hands dirty to first understand and then solve customer problems on the ground.

Learn more about our best-in-class technologies and how we're helping the renewable energy industry realize its potential at **skyspecs.com.**

Type layout

We use left aligned type to achieve purity and clarity in our compositions We announce each message clearly in our own voice. Headings and images should usually be the next element to be read, we are drawn in by their position, scale or color. Body copy follows.

04 | SKYSPECS BROCHURE 2021

Automating Wind Farms of the Future.

SkySpecs enables you to work faster, more efficiently and confidently while arming your organization with better data to maximize the value of your assets over their lifetime.

Our solutions range from automated robotic inspections to fully realized repair campaigns run on Horizon, our asset management platform. Our wind energy experts and seasoned engineering, customer service, operations, and solutions staff deliver a powerful blend of technology, software, analytics, and blade expertise to help our customers make the best decisions every single time.

Split layouts

Split layouts can also be used in portrait formats, for example here with a color block at the bottom.

---

06 | SKYSPECS BROCHURE 2021

Our solutions.

We offer purpose-built technologies and services that help our customers make confident data-driven decisions about their renewable assets.

The results: industry-leading productivity, efficiency and returns.

Our solutions range from automated robotic inspections to fully realized repair campaigns run on Horizon, our asset management platform. Our wind energy experts and seasoned engineering, customer service, operations, and solutions staff deliver a powerful blend of technology, software, analytics, and blade expertise to help our customers make the best decisions every single time.

We have inspected over **70,000 wind turbines in 26 countries**, becoming the world leader in understanding the health of turbine blades.

SkySpecs envisions a world where wind energy is the most affordable form of electricity and therefore available to all. We are helping to make this possible by automating the operations and maintenance of wind farms using advanced robotics paired with our asset performance management software, Horizon.

SkySpecs launched the world's first completely autonomous blade inspection product in 2016 with a custom designed drone system.

Section 3.2

Partner branding

Partner branding

When the SkySpecs brand is presented alongside those of our partners, scale and positioning must all be considered. If a partner does not provide guidelines the following points should be observed. If the partner logo is taller than it is wide we pair it with our stacked logo. The partner logo height must match that of our logo, as in **a**. If the partner logo is wider than it is tall we pair it with our inline logo. The partner logo must not be taller than ours, as in **b**. The exclusion zone should be observed when using partner branding, see **page 17** for further details on the exclusion zone.

a

b

Partner branding application

White versions of partner logos should be used on dark applications. Partner logo sizes and positioning should be in line with our logo and the application format should be considered.

Headline statement.

Sub headline.

Section 3.3
Use of color

SKYSPECS

Multiple secondary colors in use.

This page uses secondary colors: teal, green, and magenta. Secondary colors can be used on their own or in combination, as long as the main black or white is predominant.

$45B
assets under contract

118 GW
gigawatts served

45%
of North American blades monitored annually

300k
blades inspected

See the full scope of our solutions online. Scan the QR Code with your smartphone camera or visit:
go.skyspecs.com/our-solutions

skyspecs.com   **+1 734 413**   **info@skyspecs.com**

Use of color makes the impact of this layout lower.

Using a secondary color block gives a less intense brand presence, when appropriate.

Note: the twirl does not need to be used in every situation.

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Disclaimer

This document aims to provide a guide for the implementation of the SkySpecs brand for print and digital media. Following these instructions will create output which adheres to the SkySpecs brand but doesn't guarantee legibility, readability or functionality. Please treat each project with due care and consideration and apply the guidelines as appropriate to achieve best results in any given situation.

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