A Trusted Name in UAV Hardware, Software, AI, Sensors & Services

draganFLY™ INC

Brand Guidelines

NASDAQ : $DPRO • CSE: DPRO • FSE: 3U8

ABOVE ALL ELSE

Overview

Draganfly Inc.
Draganfly Innovations Inc.
USA and CDN Guidelines

Draganfly's Trademark Guidelines (the "Guidelines") have been created to help our partners, licensees, and other authorized third parties understand how to use Draganfly's brand assets correctly, including Draganfly's logos, trademarks, service marks, and any other word, name, phrase, image, or other designation that identifies the source or origin of any of Draganfly's products or services **("Draganfly's Brand Assets").** You are permitted to use the Draganfly Brand Assets only in accordance with these Guidelines and the Draganfly Style Guide. Any use of the Draganfly Brand Assets contrary to the Guidelines or Style Guide is prohibited. Draganfly reserves the right to revise or update the Guidelines and Style Guide at any time in its sole discretion.

The Draganfly Brand Assets are valuable Draganfly intellectual property. By using or making reference to any Draganfly Brand Asset, you agree to comply with the Guidelines and the Draganfly User Terms of Service. You also acknowledge that Draganfly is the sole owner of the Draganfly Brand Assets, agree not to challenge or interfere with Draganfly's rights in its Brand Assets, and agree that all goodwill derived from use of the Draganfly Brand Assets inures only to the benefit of Draganfly. We may review use of our Brand Assets at any time, and we reserve the right to terminate or modify any permissions granted by Draganfly.

If you have a separate written agreement with Draganfly or any other partnership agreement, that agreement may include different or additional terms concerning the use of the Draganfly Brand Assets. If so, please follow the specific guidelines in your agreement as well as these Guidelines. To the extent these terms differ, the specific guidelines in your agreement will control.

How to Use and Not to Use Draganfly Brand Assets

For purposes of clarification, the **Draganfly Brand Assets** include both registered and unregistered trademarks and service marks of Draganfly, including the Draganfly word mark, the Draganfly vertical logo and horizontal logo, and the Draganfly logo comprised of NASDAQ ticker symbol. You may only use the **Draganfly Brand Assets** in the most current form provided in the **Draganfly Style Guide** and in accordance with these Guidelines, including the do's and don't's outlined below:

Do not use the **Draganfly Brand Assets** as part of any of your own trademarks, logos, company names, icons, product or feature names, domain names, social media handles, or avatars. For example, do not physically combine or intermingle any Draganfly Brand Assets with your own trademarks or logo; they must remain separate.

Do not modify the **Draganfly Brand Assets** in any way, including by changing any colors or dimensions, obstructing or printing over any part of the asset, or adding your own design elements.

When you are designing your own website and marketing materials, **do not imitate the distinctive look and feel** of any of Draganfly's website, apps, logos, trade dress, slogans, taglines, color scheme, icons, or marketing materials. Also, do not register or use a domain name that incorporates "Draganfly" or any confusingly similar term in the domain name itself.

Do not use any Draganfly Brand Asset in a **damaging or derogatory way,** or in connection with any social media or website that violates any law or Draganfly's User Terms of Service.

When you reference Draganfly, your reference must **clearly and accurately indicate your relationship to Draganfly.**

If you have questions about these Guidelines or proper use of the Draganfly Brand Assets, please **contact your Draganfly Project Manager.**

Logos

draganFLY™ INC

Primary logo

Broad, extensive implementation

Secondary logo

Promotional implementation

Tertiary logo

High-profile setting implementation

Logo Variations

Default logo on white and pale backgrounds

Default logo on black and dark backgrounds

Logo Variations

Black or white version to solely be used on layouts that are **black and white.**

Black or white version to solely be used on layouts that are **black and white.**

Scale & Clearspace

To make sure our logo is legible, and to maintain its integrity, keep the area surrounding it **free of other elements.**

The minimum clearspace is the width of the **'d' x 2.**

The minimum size of our logo is **.25 in (6.35mm)** in print, or **21px** on screen.

On rare occasions, smaller sizes for print may be necessary. Legibility is a top priority. Ensure the text is clearly visible.

Logo Usage

Do not distort the logo in any way.

Do not modify the logo in any way.

Do not make the logo illegible.

We want to protect our logo, please follow the guidelines outlined in our brand policies.
Do not modify or distort our logo. The logo should be legible and not cut off by text or additional imagery.

Do you have questions about how to properly use our logo or other brand features?
Please do reach out to your **Draganfly Project Manager** for clarification.

Typography

Primary Typography

Muli is a minimalist Sans Serif. Muli is designed mainly for use as a display font but is useable as a text font too.

Muli has been designed to be used freely across the internet by web browsers on desktop computers, laptops and mobile devices.

Light

Muli

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@$%&*

Character tracking - 20

Regular

Muli

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@$%&*

Character tracking - 20

Bold

Muli

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@$%&*

Character tracking - 20

Typography

Secondary Typography

Roboto is a clean, crisp, and simple typeface that is easy to read and follow: it is meant to be used as a suporting typeface in smaller print, such as disclaimers and footnotes.

Light

Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@$%&*

Character tracking - 20

Regular

Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@$%&*

Character tracking - 20

Bold

Roboto

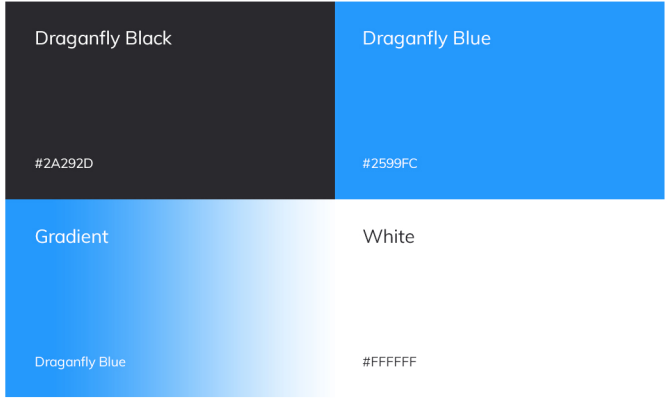
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@$%&*

Character tracking - 20

Color Palette

Colors

Draganfly Black and Blue palette is bold and high-constrast; it should be used against white and accented with Draganfly Blue Gradient where applicable.



Photography

Corporate photography should feature **Draganfly Products, Services, and Custom Solutions prominently,** in high-resolution, and always complementary to brand colors, typography, and language.

Any imagery provided by Draganfly **should not be modified or changed without written consent.**

Images of product line when the product is being referenced should contain the **complete product image.**

draganFLY™ INC

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