



BRAND OVERVIEW

VISION + MISSION

Accurate Data. Elevated Perspective.

LoretoGeo delivers accurate, actionable geospatial data for real estate, construction, land management, and planning applications.

BRAND VOICE

The brand speaks with the authority of a technical expert but maintains the accessibility of a trusted partner.

Technical but Relatable: Capable of discussing complex 3D point clouds and orthomosaics without losing the client in jargon.

Structured & Professional: Reflecting a disciplined, "FAA-certified" approach to every flight and data set.

Solution-Oriented: Positioned as a "Swiss Army Knife" for the field—adaptable, resourceful, and focused on simplifying complicated problems.

Aspirational: Capturing the "elevated perspective" that aerial technology provides.

VALUES

Accuracy: Precision is the baseline. We provide data that clients can trust for critical measurements and planning.

Honesty: Transparency in our capabilities, our process, and our results is fundamental to every client relationship.

Safety: Rigorous adherence to FAA standards and best practices to ensure every mission is conducted responsibly and legally.

LOGO

FULL COLOR



SINGLE COLOR FOR DARK



SINGLE COLOR FOR LIGHT



GRAYSCALE



LOGO + ALTS.

MAIN



W/ TAGLINE
ALT.



ICON
(ALT.)



MAIN



W/ TAGLINE
ALT.



ICON
(ALT.)



LOGO USAGE

LOGO

For consistent brand recognition, do not separate or alter the individual elements of the Logo Signature.



LOGO SIZE

The logo in its entirety should never be less than 0.75 inches wide.



CLEAR SPACE

Ensure that enough clear space is left around the logo to avoid visual and brand confusion. The clear space should equal roughly 100% of the width of the bolded "O."



LOGO USAGE

LIGHT BACKGROUND

When the background is light in value, the main full color logo should be used. The full color logo is made up of midnight and gold. The background should be significantly lighter than the Gold in the logo mark.



Only when necessary, the single color version for light background or grayscale version may be used.



LOGO USAGE

DARK BACKGROUND

When needed to be used with a black or dark background, the single color version for dark backgrounds should be used.

Only when necessary, the grayscale version may be used.

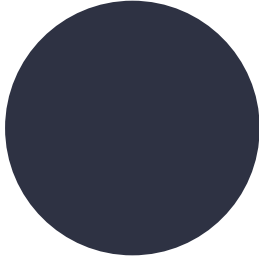
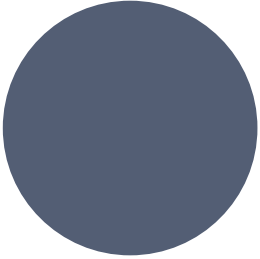
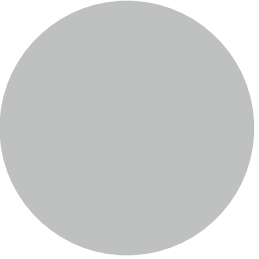
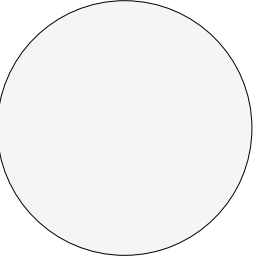
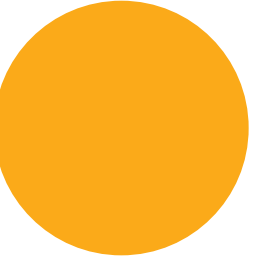
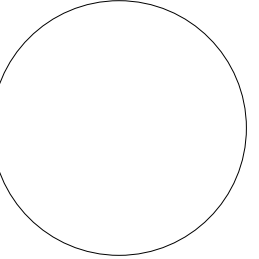
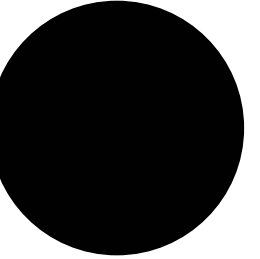


GRAYSCALE
(WHITE &
MED. GREY)



COLOR

COLOR PALETTE

						
DARK #2E3243	MED. DARK #535E74	MED. LIGHT #BFC0C0	LIGHT #F5F5F5	ACCENT #FBAA19	NEUTRAL LIGHT #FFFFFF	NEUTRAL DARK #000000
MIDNIGHT	SLATE	CEMENT	MIST	GOLD	WHITE	BLACK

HIERARCHY

WHITE	MIST	MIDNIGHT	SLATE	GOLD
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TYPOGRAPHY

OSTRITCH SANS BLACK

Headings

A bold, modern, and condensed sans-serif designed for maximum impact. Its elongated letterforms and clean lines make it ideal for authoritative headlines where a strong, sophisticated presence is required.

LORETOGEO

ROBOTO

Body Copy

A highly legible, contemporary sans-serif with a "dual nature"—blending a geometric, mechanical structure with friendly, open curves. This balance ensures a natural reading rhythm that is professional, approachable, and optimized for clarity across both web and mobile screens.

LoretoGeo

ROBOTO MONO

Misc.

A monospaced member of the Roboto family, specifically engineered for high-precision technical data and code-like environments. Its evenly spaced characters and distinct glyph shapes provide an industrial, "tech-first" aesthetic that emphasizes accuracy and reliability.

LoretoGeo

TYPOGRAPHY

TYPE HIERARCHY

HEADER: OSTRICH SANS BLACK

BODY: ROBOTO

H1 **LORETOGEO**

P1 **LoretoGeo**

H2 **LORETOGEO**

P2 **LoretoGeo**

H3 **LORETOGEO**

P3 **LoretoGeo**

H4 **LORETOGEO**

MISC: ROBOTO MONO

MISC **LoretoGeo**

IMAGERY

PHOTOGRAPHY + VIDEOGRAPHY

Primarily aerial, featuring clean geometric lines and wide-angle views. Lighting should be kept natural, high-contrast daylight that emphasizes texture and depth in the terrain. Prioritize imagery that is clean and true-to-life. Avoid heavy filters; aim for a neutral temperature that feels professional and objective. Focus on commercial infrastructure, construction progress, and agricultural patterns. When including people, they should appear in active, professional contexts—never staged.



UI + WEB ELEMENTS

BUTTONS + CALLS TO ACTION

Button hierarchy is designed to guide the user toward key conversions through clear visual weight. All buttons utilize a pill-shaped geometry to maintain a modern, approachable feel. All primary and secondary labels use uppercase Roboto Mono to reinforce a technical, "data-entry" aesthetic.

Primary: Solid background with high-contrast text. Reserved for the most important actions, such as "Book Your Consultation."

Secondary: Outlined (ghost) button. Used for supporting actions like "Learn More."

Tertiary: Plain text link. Used for low-priority navigation or inline links within body copy.

DEFAULT

PRIMARY

HOVER

PRIMARY

SECONDARY

SECONDARY

TERTIARY

TERTIARY

ACCORDION BLOCK

Used primarily on the Services page to organize technical information. The accordion keeps the layout clean and prevents information overload by allowing users to expand specific industries only when needed.



UI + WEB ELEMENTS

FORMS

Forms are designed for professional data collection with a focus on high legibility. Forms maintain a clean, stacked input fields with subtle borders. Labels generally use uppercase Roboto Mono to reinforce a technical, "data-entry" aesthetic. Forms adapt to the section background, utilizing high-contrast fields on dark themes and standard outlined fields on light themes to ensure the user always has a clear path to completion.

NAME
First Name (required) Last Name (required)

EMAIL (required)

MESSAGE (required)

SUBMIT

NAME

First Name (required)

Last Name (required)

EMAIL (required)

Sign up for news and updates

PHONE

BUSINESS NAME

BUSINESS ADDRESS

Country

United States

Address Line 1 (required)

Address Line 2

City (required)

State (required)

ZIP Code (required)

REQUEST YOUR MAP

CONTACT

The LoretoGeo brand is built on precision, clarity, and trust. By following these guidelines, we ensure that every touchpoint—from a 2D map to a client consultation—reflects a commitment to excellence.

CONTACT & SUPPORT

Lead Designer: Paula Piva

For questions regarding brand application, custom asset creation, or technical design support, please reach out directly.

email: paula.m.piva@gmail.com
website: www.paulapivadesign.com

ASSETS

Access the full library of brand assets, including vector logos, via the link below:

https://drive.google.com/drive/folders/1jJmLGBLV7nyjy7jZb-pu5-oeu2tfhXfbr?usp=drive_link