



PRIVATE
JETSALES

VISUAL IDENTITY GUIDELINES

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LOGO GUIDELINES

Our logo is the cornerstone of our visual identity and the primary element that defines Private Jet Sales. The logo family consists of multiple variations designed to work across different applications while maintaining consistent brand recognition.



PRIMARY LOGO

The primary logo is our main brand identifier and should be used in most media placements as our first introduction. It features our distinctive script wordmark “PRIVATE JET SALES” with elegant, typography that conveys luxury and precision.

We have two orientations: vertical and horizontal and they should be used appropriately for the media applications. See page 18 for examples.

Usage Guidelines:

- Use as the primary identifier in all major brand applications
- Preferred choice for first brand impressions
- Maintains maximum brand impact and recognition



SECONDARY LOGO

The secondary logo should be used sparingly and only after the primary logo has been established in the communication hierarchy.

Usage Guidelines:

- Use only after the primary logo has been seen
- Appropriate for repeated brand touches in the same piece
- Maintains brand presence without overwhelming

PRIVATE
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WORDMARK

Our wordmark is the most simplified logo treatment, featuring only the typographic elements, without additional design elements. The wordmark should be used when the primary logo becomes too small for the symbol to register in both print and digital applications.

Usage Guidelines:

- Use sparingly and only after the primary logo has been seen
- Ideal for small placements when the primary logo's quality is compromised
- Maintains legibility at reduced sizes

SYMBOL: THE AETHER

Our symbol, The Aether, channels speed, freedom and embodies aspiration, living beyond the material, and embracing the vision beyond the horizon. In Greek mythology, Aether is the pure upper air of the gods, a fitting representation of our brand's core values and the elevated aviation experience we deliver.

Design Philosophy

The oval form suggests a window, an opening to the world. Cutting through it, a bold upward vector signals ascent, momentum, and perspective. Together, they create a timeless emblem of travel and transcendence.

Application

The Private Jet Sales symbol is a distinctive mark that may stand confidently on its own or integrate seamlessly with the wordmark, ensuring clarity and recognition across all brand expressions.

Usage Guidelines:

- Always use the Aether Mark in its approved forms (*solid, monochrome, or brand-approved color*).
- The Aether Mark may stand alone when brand recognition is established, or be paired with the wordmark in formal applications.
- Use the solid mark in contexts that require strong presence and visibility (*e.g., signage, digital headers, print covers*).

PRIMARY



SECONDARY



SECONDARY SYMBOL: AETHER OUTLINE

The Aether Outline is a secondary expression of the brand symbol. It provides a lighter, more minimal alternative to the solid Aether Mark and should only be used in support of the primary symbol.

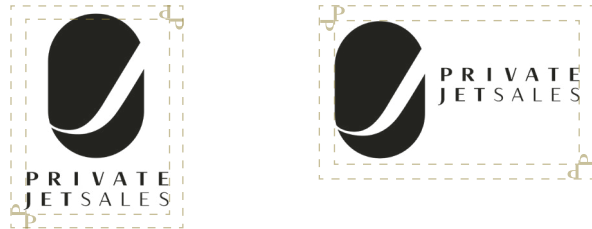
Usage Guidelines:

- Appropriate for subtle applications such as embossing, debossing, or foil treatments.
- Ideal at small scales (e.g., favicons, app icons, understated lockups).
- Never replaces the primary Aether Mark as the core identifier.

MINIMUM CLEAR SPACE

Maintain clear space around the logo equivalent to the height of the letter "P" in the primary logo to ensure optimal visibility and impact.

PRIMARY



SECONDARY



WORDMARK

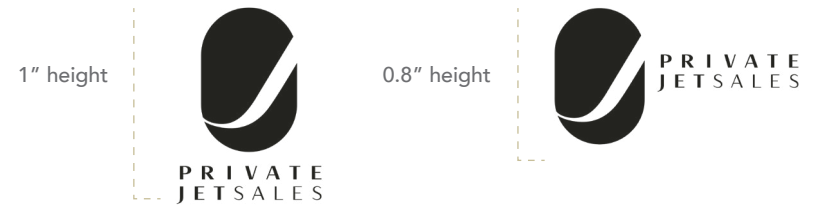


MINIMUM SIZE REQUIREMENTS

Print Applications: No smaller than 1" in height

Digital Applications: No smaller than 80 pixels in height

PRIMARY



SECONDARY



WORDMARK



LOGO PROTECTION & USAGE



DO
Always use master artwork files



DO
Use appropriate file formats (SVG for web, EPS for print)



DO
Maintain proper clear space around all logo variations



DO NOT
Stretch, compress, or distort logo proportions



DO NOT
Rotate the logo or use at angles



DO NOT
Use transparency effects on the logo



DO NOT
Use low contrast colors, nor over complex backgrounds



DO NOT
Break apart or rearrange logo elements



DO NOT
Use non-brand colors

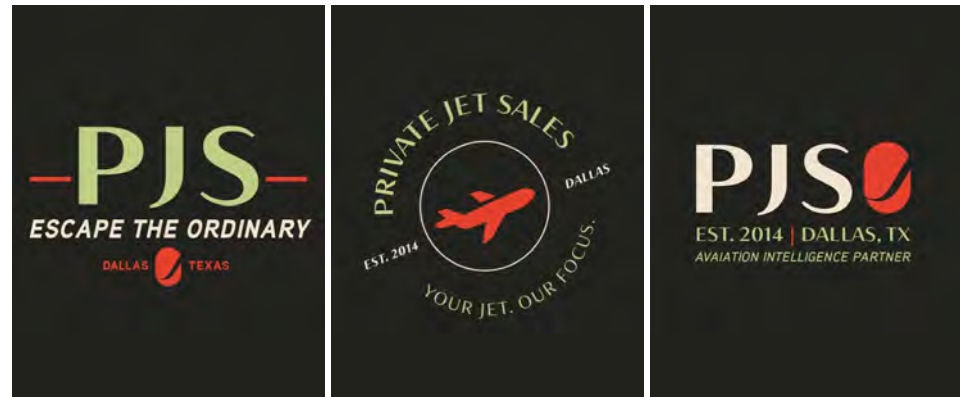




SUPPLEMENTARY MARKS

Our brand will continue to grow as we do. To support this initiative are several marks to help spread brand awareness, create an “insider” feeling for our clients, and help us remain agile in all we do.

These assets may appear in a single color or multiple brand colors, depending on the placements.



[ACCESS LOGOS & MARKS](#)

COLORS & PATTERNS

Color is fundamental to the Private Jet Sales identity; it is carefully selected to convey luxury, sophistication, and aviation excellence. Our palette balances earth-inspired tones with vibrant accents, creating a premium yet approachable brand presence.

COLORS & PATTERNS

PRIMARY COLOR

BOREAL

CMYK: 71, 64, 68, 72

RGB: 35, 36, 32

HEX: 232420

SECONDARY COLORS

FRESCA

CMYK: 27, 7, 57, 0

RGB: 192, 206, 137

HEX: C0CE89

Fresh Accent

BUCK

CMYK: 45, 53, 73, 25

RGB: 122, 99, 72

HEX: 7A6348

Sophisticated Neutral

CRÉMANT

CMYK: 4, 8, 17, 0

RGB: 239, 228, 209

HEX: EFE4D1

Primary Light Color

ACCENT COLORS

PIMENTO

CMYK: 5, 90, 91, 0

RGB: 226, 65, 48

HEX: E24130

OLIVE

CMYK: 41, 40, 94, 13

RGB: 146, 129, 55

HEX: 928137

WHITE

CMYK: 0, 0, 0, 0

RGB: 255, 255, 255

HEX: FFFFFFFF

BLACK

CMYK: 100, 100, 100, 100

RGB: 0, 0, 0

HEX: 000000

COLOR USAGE GUIDELINES

Hierarchy:

- Boreal is our primary brand color, but it is used most often as a background to create maximum impact
- Fresca and crémant provide excellent contrast
- Pimento should be used sparingly for important calls to action and icons

Contrast Considerations:

- **ALWAYS** ensure that accessibility standards are met
- Use black and white intentionally, **NOT** as default choices
- Opacity may be used **ONLY** with crémant, white, and black

PATTERN EXAMPLES

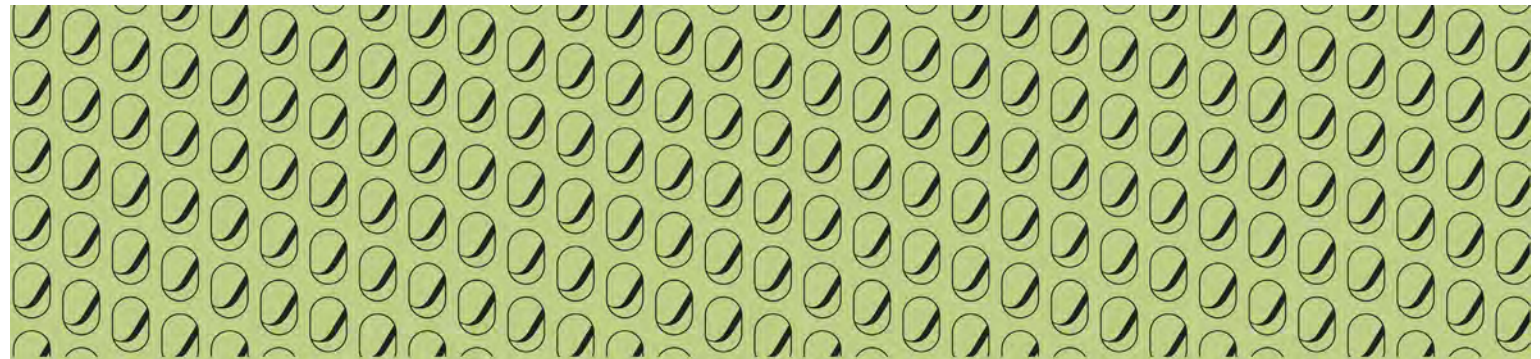
A step-repeat pattern composed of our icons may be used as a background element.



Displaying key messages in a repeating pattern over imagery gives a contemporary feeling.



A step-repeat of our symbol in reverse provides a unique way to divide content.



TYPOGRAPHY

Typography reinforces our brand's premium positioning while ensuring clarity and accessibility across all communications.

Our font families balance intelligence and sophistication with readability.

ARSENAL

Brand display font: provides elegant contrast to bold headers while maintaining brand consistency. Used to introduce sections, bigger ideas, pull quotes, and important information. Conveys strength and authority.

*Headers, Brand Statements,
and Calls to Action:*

**ARSENAL BOLD
(ALL CAPS)**

*Subheads and
Secondary Information:*

Arsenal regular
(sentence case)

[DOWNLOAD FONT](#)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

!@#\$%&?+

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%&?+



AVENIR

Clear, professional styling for content organization.

Adds subtle emphasis while maintaining readability.

Body text and supporting copy: used for body copy, fine print, legal language, and fiduciary language

Ensures optimal legibility across all applications.

Body Headers: **Avenir Medium**

Body Subheads: *Avenir Medium Oblique*

Body Copy: Avenir Roman

[DOWNLOAD FONT](#)



ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%&?+

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%&?+

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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!@#\$%&?+

ICONOGRAPHY

Visual elements that support and enhance the Private Jet Sales brand identity while maintaining luxury and aviation themes.

ICONOGRAPHY PRINCIPLES

Aviation-Inspired Elements:

- Clean, geometric shapes reflecting aircraft precision
- Minimal line work suggesting speed and efficiency

Style Guidelines:

- Simple, obvious icon designs
- Easily distinguishable at various sizes
- High contrast with solid backgrounds
- Contained within consistent geometric shapes

Color Application:

- Pimento is our primary icon color, but icons may appear in any brand color, depending on application and background color
- Use fresca or crémant for dark backgrounds

Application Guidelines:

- Icons should never compete with our logos
- Use subtly to enhance layouts and create visual interest
- Maintain brand-color palette consistency
- Ensure that icons remain legible at all reproduction sizes



[ACCESS ICON LIBRARY](#)

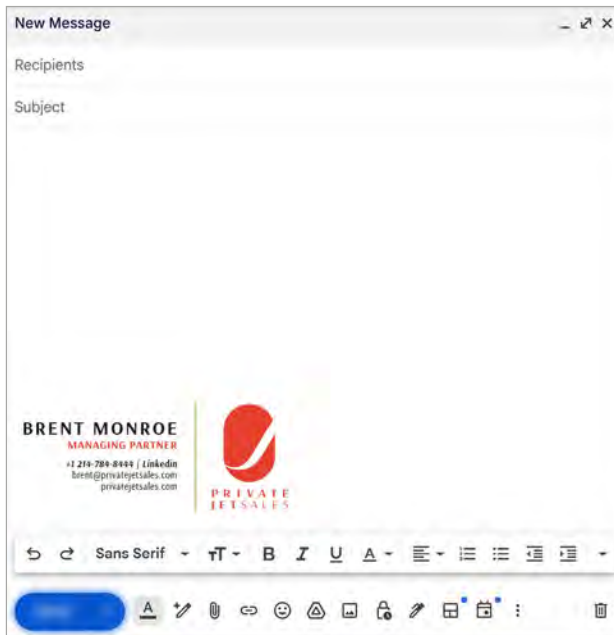
APPLICATIONS

Consistent application of visual identity elements across all brand touchpoints ensures cohesive brand recognition and professional presentation.

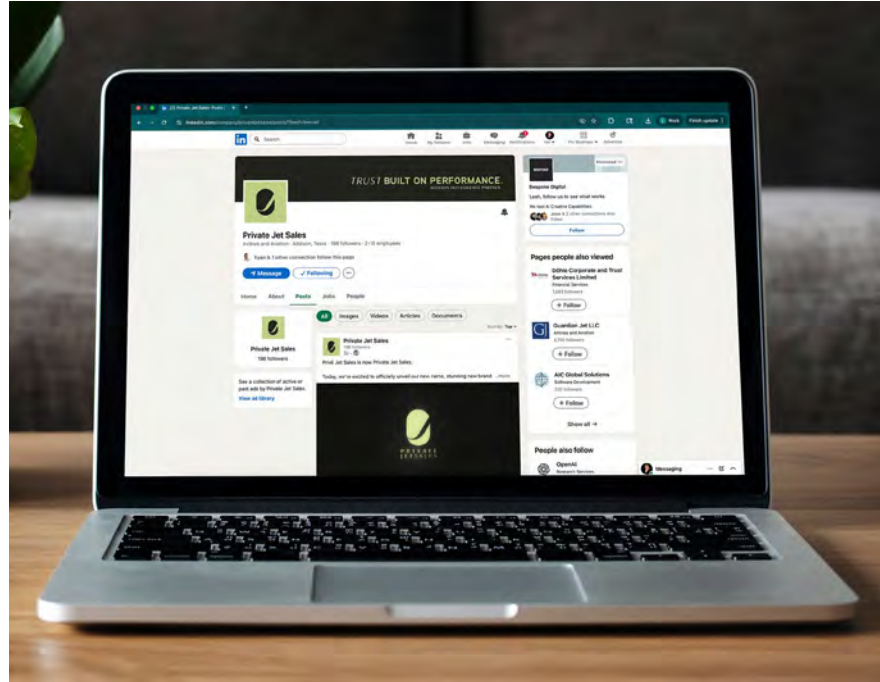
APPLICATIONS

BUSINESS APPLICATIONS

- Letterhead and envelope maintaining brand colors and typography
- Business cards featuring vertical logo with appropriate contact hierarchy
- Email signature incorporating vertical logo, brand colors, and contact information

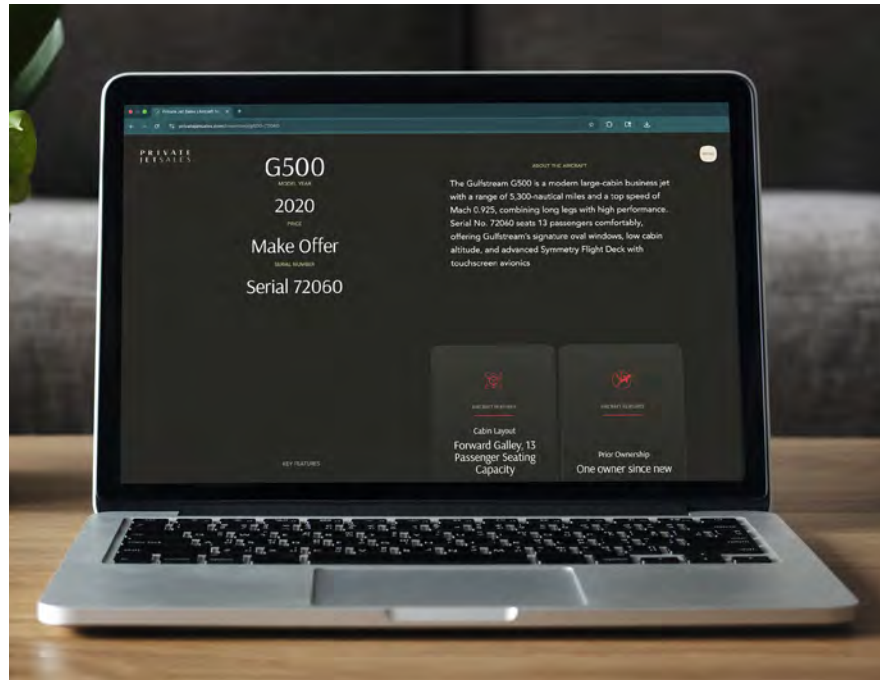


APPLICATIONS

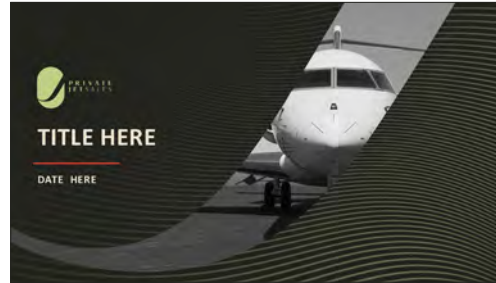


DIGITAL APPLICATIONS

- Social media profile consistency across platforms
- Website utilizing logo family and brand colors

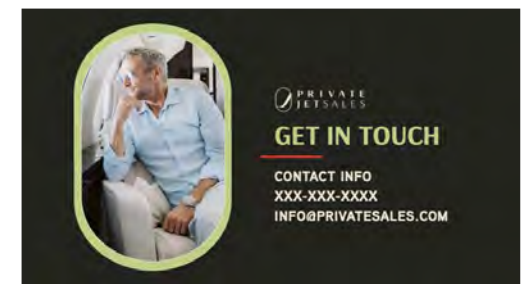
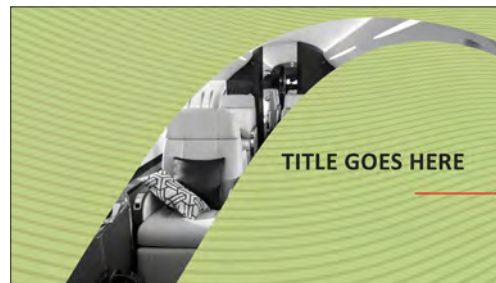
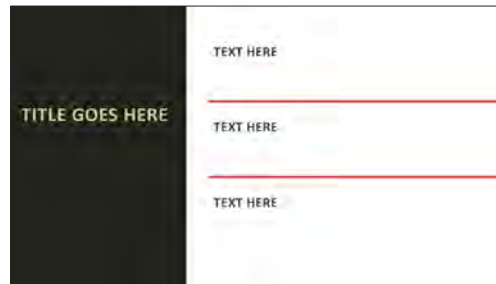


APPLICATIONS



MARKETING MATERIALS

- PowerPoint



BRAND CONSISTENCY CHECKLIST

Every Application Should Include:

- Appropriate logo variation for context
- Size and clear-space standards for logo
- Consistent, high-contrast color-palette usage
- Clear and understandable typography hierarchy
- Adequate white space and breathing room
- High-quality imagery that supports brand positioning

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TEXAS**



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