

BRAND GUIDELINES





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Elevate Aviation Group

Elevate Aviation Group, established in 2003, provides air transportation, travel consultancy, aircraft acquisitions, maintenance and management services to some of the most recognized names in business, sports, entertainment, government and higher education.

Whether clients require charter flights or large group travel through Private Jet Services, est. 2002 or

management, maintenance or acquisition services through Elevate Jet, est. 1995, our team delivers highly personalized aviation solutions to meet each client's unique needs. Our wholly-owned, fully integrated divisions are committed to unsurpassed service, safety and counsel to aircraft owners and flyers.



PRIMARY LOGO



Primary logo comprises of the Elevate Aviation Group logomark and text mark, elements are aligned on horizontal axis.

Can be used in full color; letters in white and mark in blue; or full white.

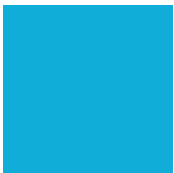
MARK



Logomark can be used in blue or white.



ALLOWED COLORS



HEX: #00ADD8
OR 173G 216B
86C 0M 9Y 0K



HEX: #59595B
89R 89G 91B
60C 50M 46Y 39K



Any element around the logo should be placed no less than the proportionate height.



Minimum width of logo is 1.5" for legibility. Proportions should not be changed to fit small size.



LOGO DON'TS



Do not change color.



Do not change the proportions



Do not change position



Do not use elements in separate



Do not distort in any way

In order to keep the brand message intact, please follow these simple rules when using the Elevate Aviation Group logo.



LOGO FONT

GOOD TIMES

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

!"\$%&'()*+,-./:;<=>?

HEADLINES FONT

GRAVESEND SANS FINE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

124567890

!"\$%&'()*+,-./:;<=>?

BODY TEXT FONT

Proxima Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

124567890

!"\$%&'()*+,-./:;<=>?

SUBHEADLINES FONT

Proxima Nova Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

124567890

!"\$%&'()*+,-./:;<=>?



BUSINESS CARDS



LETTER HEAD

ELEVATE
— AVIATION GROUP —

EAG.AERO

MONTH XX, XXXX

Dear John Doe,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam ac massa vulputate, consectetur dui quis, faucibus dui. Nam blandit quis urna eu bibendum. Nulla in volutpat nulla. Vivamus sagittis varius fells, et pulvinar sem rutrum in. Praesent tristique blandit iaculis. Nunc diam nisl, interdum in ultricies ultricies, lacinia sit amet tellus. Etiam sem libero, porta eget orci eget, consequat egestas ipsum. Ut fringilla sapien non justo aliquam lacinia.

Duis non tortor in arcu accumsan mattis. Nunc feugiat at felis eu mattis. Phasellus luctus porttitor eleifend. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Sed condimentum purus dictum, porttitor felis et, ullamcorper nisl. Suspendisse facilisis dictum sagittis. Suspendisse mollis pulvinar justo, vitae venenatis ipsum elementum quis. Nam tempor viverra tellus eu euismod. Integer hendrerit gravida tellus vitae accumsan. Sed dignissim augue velit, quis vulputate neque ornare a. Suspendisse potenti. Donec cursus ut mi nec hendrerit. Proin a elit turpis. Pellentesque aliquet quam vel sodales euismod.

Nulla vitae metus tempus sem vulputate maximus in nec libero. Nam nec fermentum massa, eget viverra purus. Cras id mattis velit. Fusce semper finibus est, sed suscipit elit blandit ut. Nam mattis tortor id egestas tristique. In erat nibh, ultrices ut sagittis in, facilisis ut purus. Aenean mauris urna, venenatis et lacus vel, efficitur eleifend odio. Sed ipsum ex, porta sit amet nisl et, pharetra tempor felis. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.

Sincerely,



PRIMARY LOGO



Primary logo comprises of the Private Jet Services logomark and text mark, elements are aligned on horizontal axis.

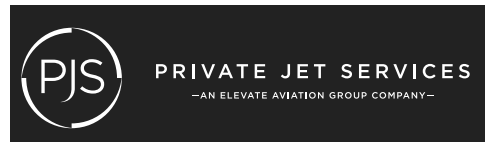
The logo can also be used without the text “AN ELEVATE AVIATION GROUP” COMPANY.

Can be used in black, silver or white.

MARK



Logomark can be used in black, silver or white.



ALLOWED COLORS



HEX: #2C2926
44R 41G 38B
67C 64M 66Y 68K



HEX: #59595B
165R 168G 169B
36C 28M 28Y 0K



HEX: #00ADD8
0R 173G 216B
86C 0M 9Y 0K



Any element around the logo should be placed no less than the proportionate height.



Minimum width of logo is 1.5" for legibility. Proportions should not be changed to fit small size.



LOGO DON'TS



Do not change color.



Do not change the proportions



Do not change position



Do not use elements in separate



Do not distort in any way

In order to keep the brand message intact, please follow these simple rules when using the Private Jet Services logo.



LOGO FONT

G O T H A M

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

!"\$%&'()*+,-./:;<=>?

HEADLINES FONT

G O T H A M T H I N

ABCDEFGHIJKLMNOPQRSTUVWXYZ

124567890

!"\$%&'()*+,-./:;<=>?

2ND SUBHEADLINES FONT

G o t h a m M e d i u m

abcdefghijklmnopqrstuvwxyz

124567890

!"\$%&'()*+,-./:;<=>?

SUBHEADLINES FONT

G o t h a m T h i n

abcdefghijklmnopqrstuvwxyz

124567890

!"\$%&'()*+,-./:;<=>?

BODY TEXT FONT

G o t h a m b o o k

abcdefghijklmnopqrstuvwxyz

124567890

!"\$%&'()*+,-./:;<=>?



PRIMARY LOGO



Primary logo comprises of the Elevate Aviation logomark and text mark, elements are aligned on horizontal axis.

The logo can also be used without the text “AN ELEVATE AVIATION GROUP” COMPANY.

Can be used in full color; letters in white and mark in blue; or full white.

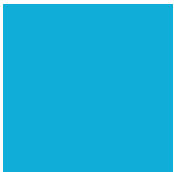
MARK



Logomark can be used in blue or white.



ALLOWED COLORS



HEX: #00ADD8
OR 173G 216B
86C 0M 9Y 0K



HEX: #59595B
89R 89G 91B
60C 50M 46Y 39K



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LOGO DON'TS



Do not change color.



Do not change the proportions



Do not change position



Do not use elements in separate



Do not distort in any way

In order to keep the brand message intact, please follow these simple rules when using the Elevate Jet logo.



LOGO FONT

GOTHAM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

!"\$%&'()*+,-./:;<=>?

HEADLINES FONT

GRAVESEND SANS FINE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

124567890

!"\$%&'()*+,-./:;<=>?

BODY TEXT FONT

Proxima Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

124567890

!"\$%&'()*+,-./:;<=>?

SUBHEADLINES FONT

Proxima Nova Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

124567890

!"\$%&'()*+,-./:;<=>?



BUSINESS CARDS



