

THE

JET

BRAND
GUIDELINE

COLLECTION

CONTENTS

01 ABOUT		03 TYPOGRAPHY		07 WEBSITE	
BRAND STORY	03	FONTS	24	KEY RULES	32
CORE VALUES	04	TYPOGRAPHY/ POSTS	25	GRID SYSTEM	33
		TYPOGRAPHY/ STORIES	26	BUTTONS DESIGN	35
				JET CARD	36
				BLOCKS DESIGN	38
				FOOTER DESIGN	41
02 LOGOTYPE		04 COLOURS			
PRIMARY LOGOTYPE	05	DIGITAL COLOURS	27		
SECONDARY LOGOTYPE	09				
ALTERNATIVE VERSIONS	12	05 GRAPHIC ELEMENTS			
PRIMARY ICON	16	LINES	27		
SECONDARY ICON	20	TYPOGRAPHY	28		
MINIMUM SIZES	23				
		06 GRID SYSTEMS			
		POSTS	30		
		STORIES	31		

BRAND

The Jet Collection is a premier provider of elite private jets and business aircraft. The company took the best of two worlds – powerful modern tools and technologies and the personalised approach of the small boutique agencies.

The main values are honesty, expertise, transparency and integrity. The aim is to provide clients with personalised and luxury experience, to be fair and safe is company utmost priority.

STORY



CORE

VALUES

HONESTY
EXPERTISE
TRANSPARENCY
INTEGRITY

THE PRIVATE JET COLLECTION BROKERS

PRIMARY LOGOTYPE

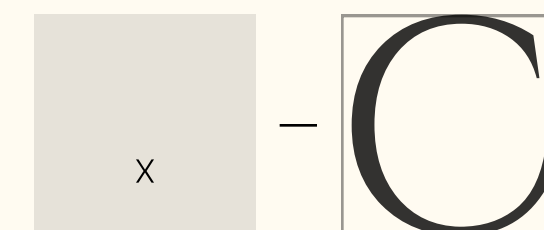
The logotype is clean and simple, it has visible bounds, which makes us feel reliability and power in its silhouette. The space between two parts hints at transparency and honesty of the brand. The font, used for the logo, is very all-sufficient and reminds us of the expertise and experienced brokers of the company.



CLEAR SPACE

Clear space surrounds the logomark, free of any other elements. Clear space is equal to X distance.

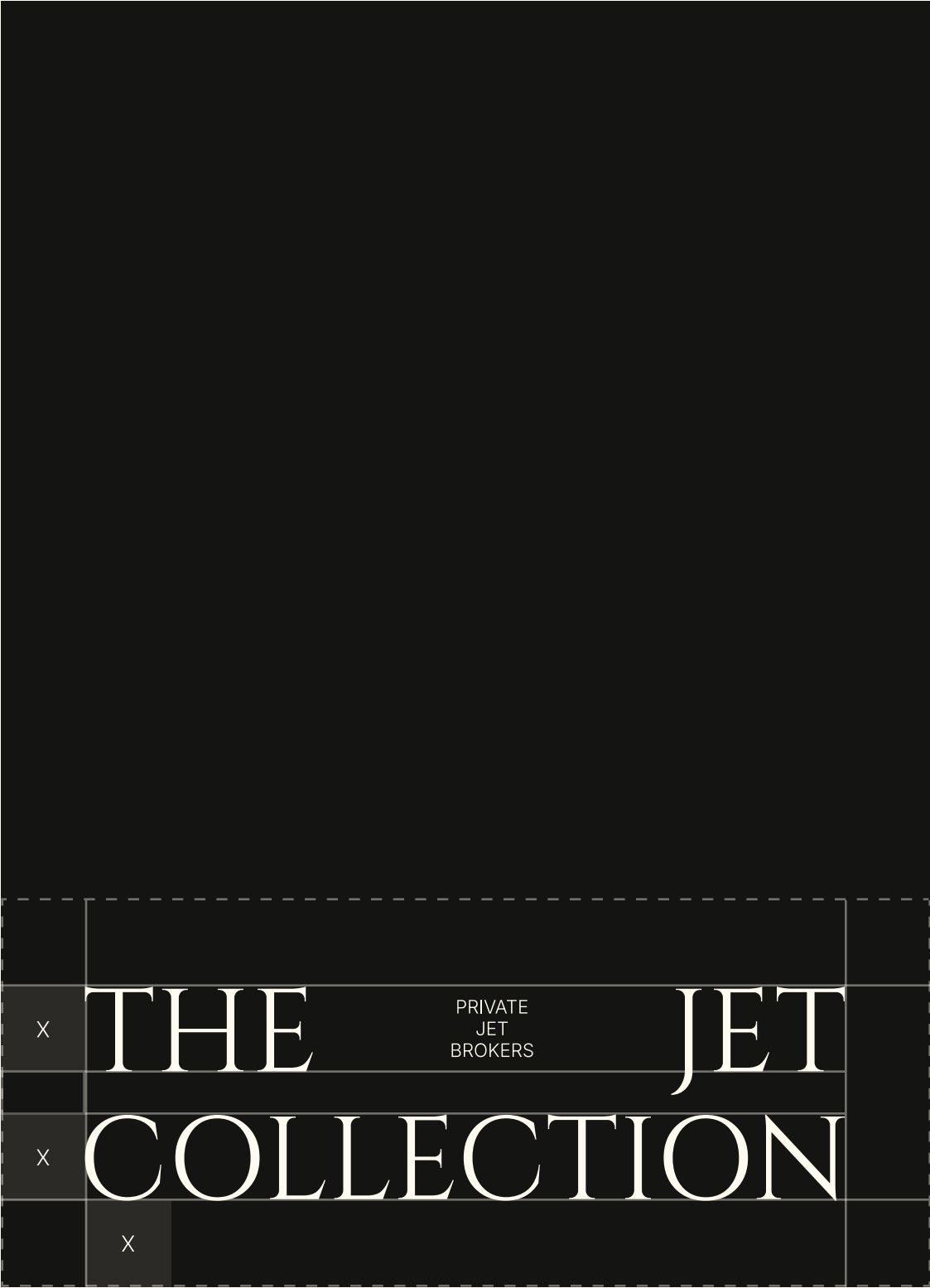
FOR CLEAR SPACE
WE USE LETTER "C" (X)



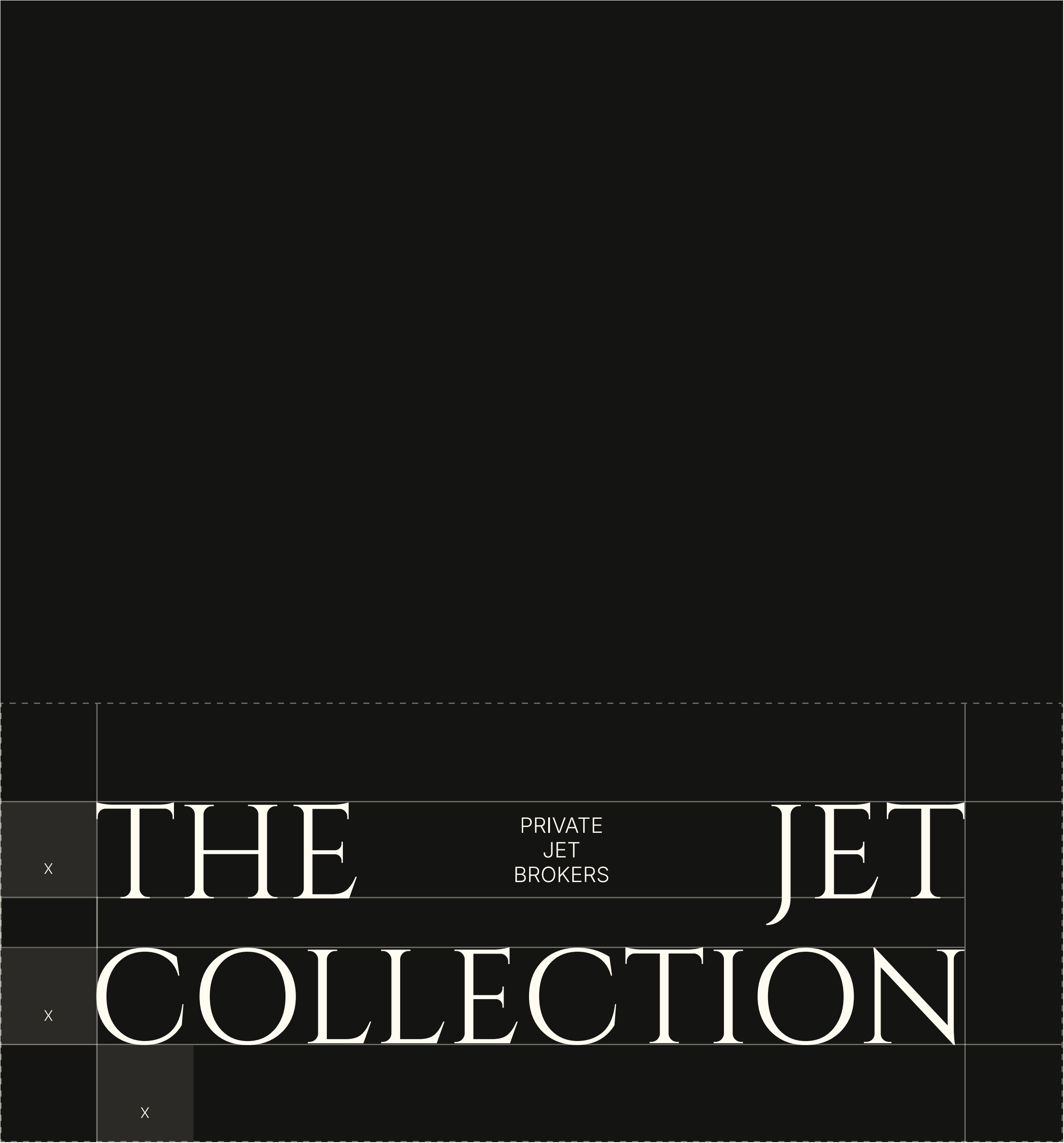
LOGO IN USE

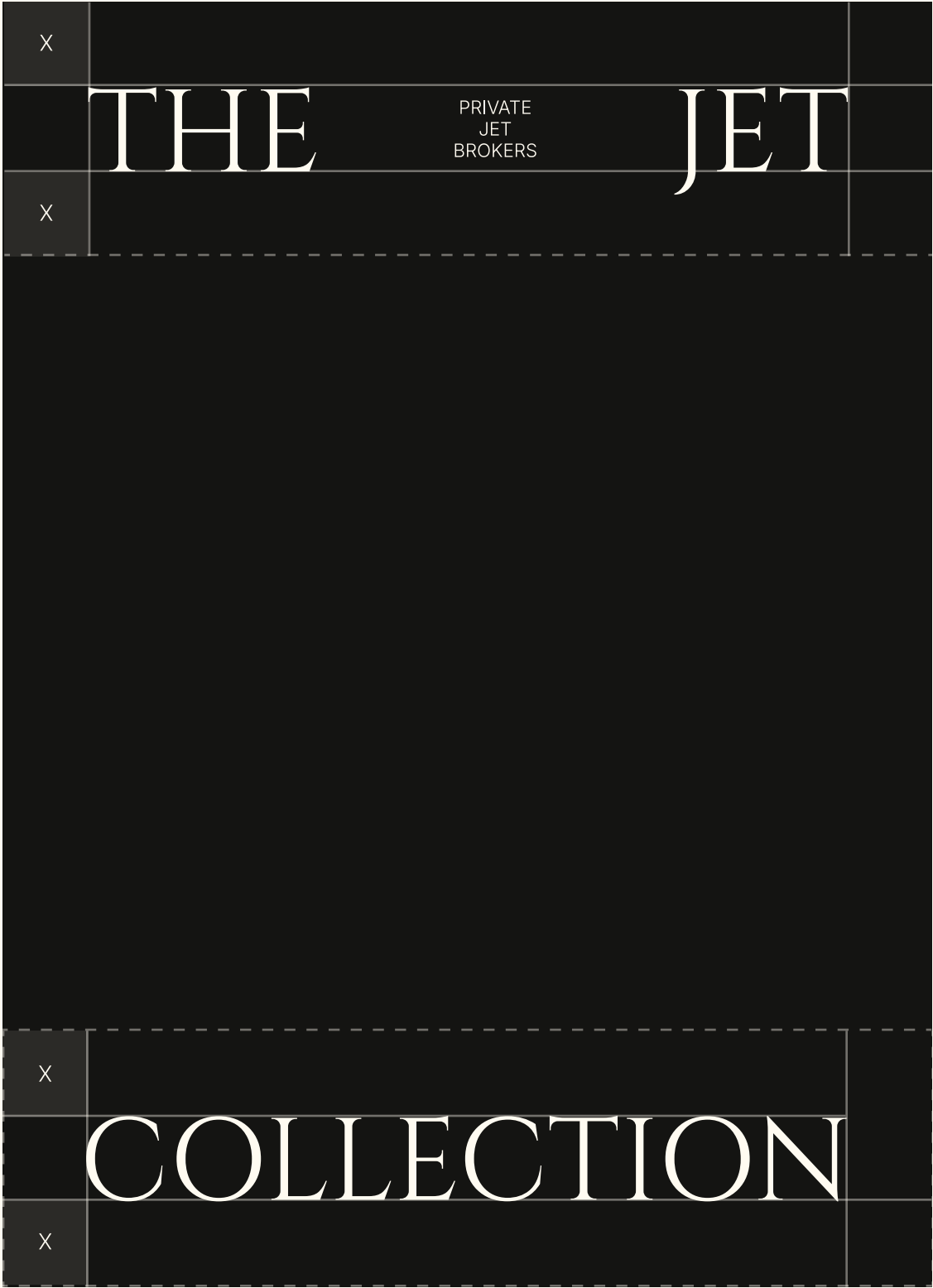
Clear space around the logo is the minimum offset from the edges of the layout. The logo is principally used at the bottom of the layouts.

LOGOTYPE



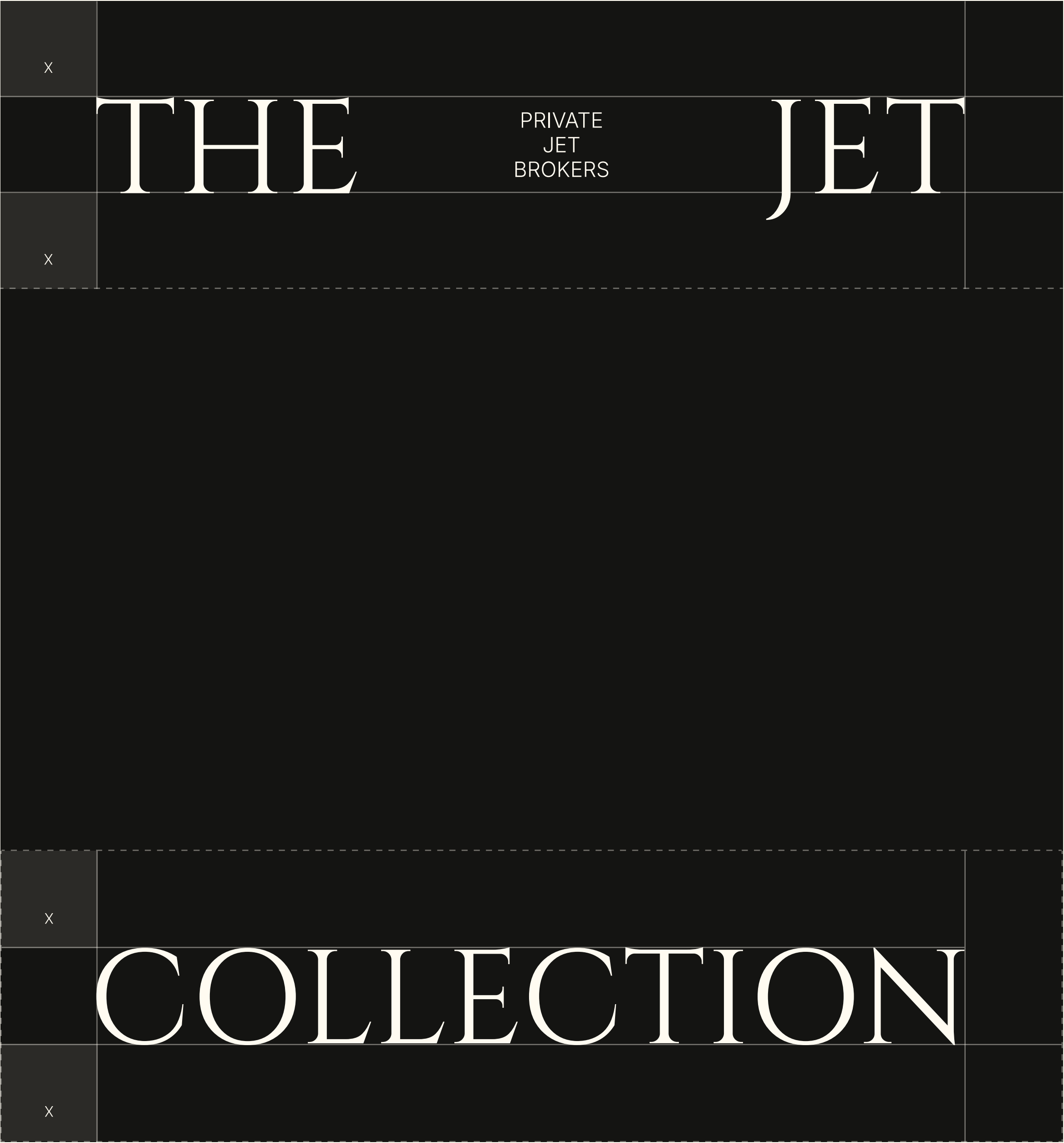
PRIMARY LOGO





ALTERNATIVE LOGO IN USE

Clear space around the logo is the minimum offset from the edges of the layout. The alternative logo is built by dividing primary logo into two parts. Both parts are placed at the top and bottom edges of the layout, taking into account clear space.



THE JET CO.

SECONDARY LOGO

The shortened version of the logo emphasizes the company's alternative name. "The" part is rotated 90 degrees to make the logo more compact and suitable for use on the website.



CLEAR SPACE

Clear space surrounds the logomark, free of any other elements. Clear space is equal to X distance.

FOR CLEAR SPACE
WE USE LETTER "C" (X)

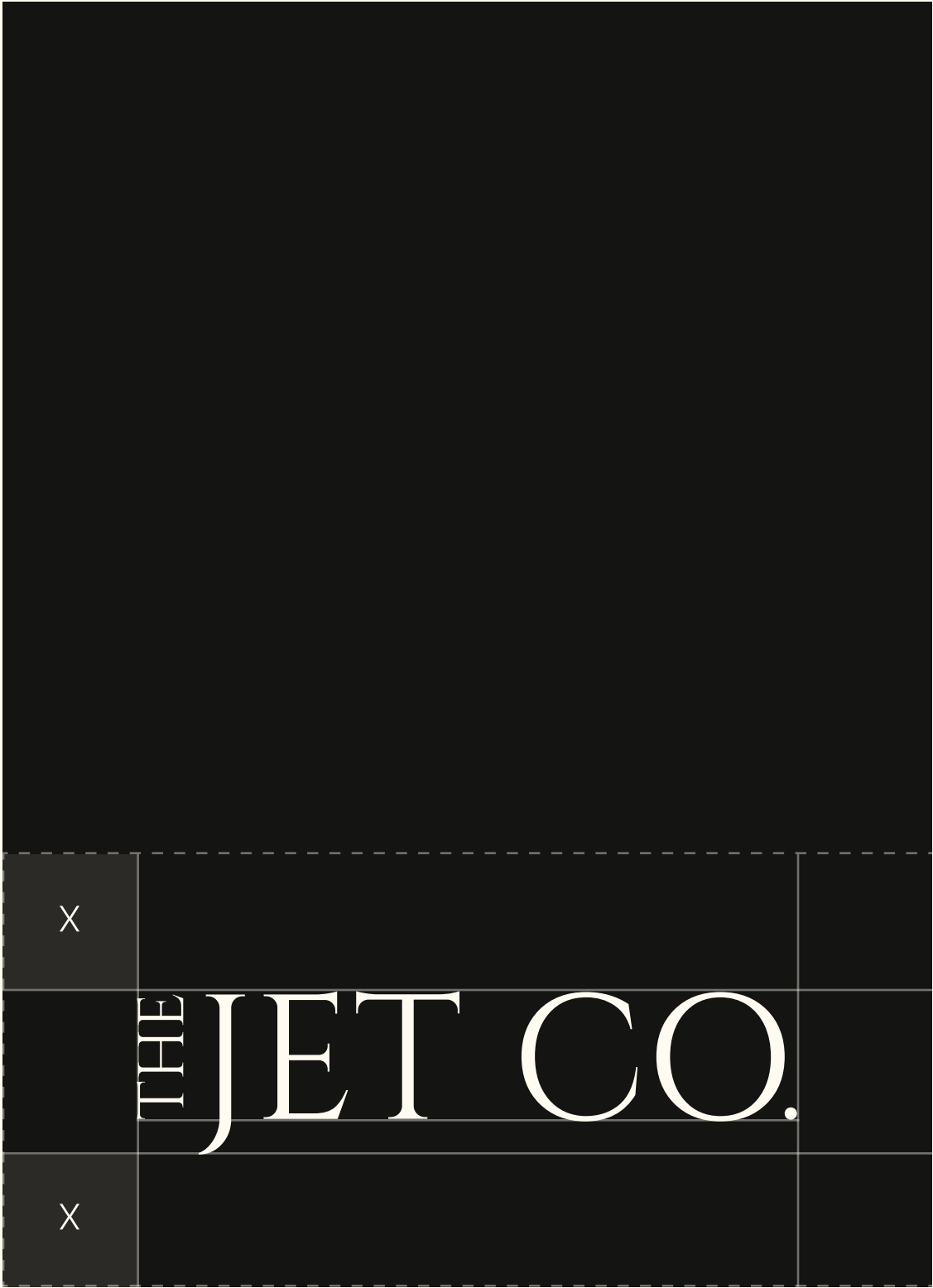




LOGO IN USE

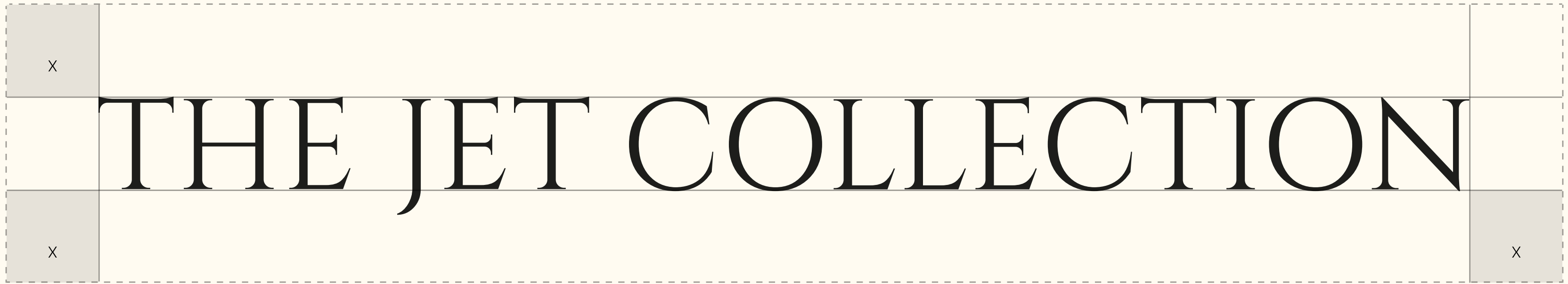
Clear space around the logo is the minimum offset from the edges of the layout. The logo is principally used at the top of the layouts, centered, but can also be used in the centre of layout and at the bottom.

LOGOTYPE



SECONDARY LOGO

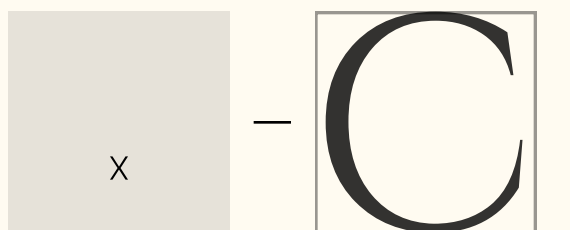




CLEAR SPACE

Clear space surrounds the logomark, free of any other elements. Clear space is equal to X distance.

FOR CLEAR SPACE
WE USE LETTER "C" (X)





LOGO IN USE

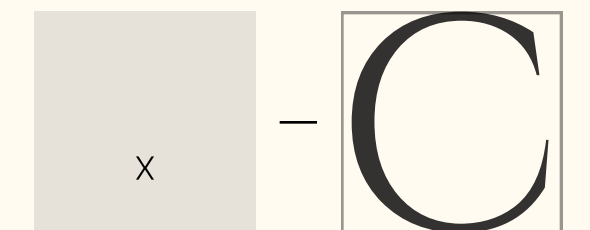
Clear space around the logo is the minimum offset from the edges of the layout. The logo is principally used at the bottom of the layouts, centered, but can also be used in the centre of layout. Use this logo only for layouts where the width is greater than the height.



CLEAR SPACE

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FOR CLEAR SPACE
WE USE LETTER "C" (X)





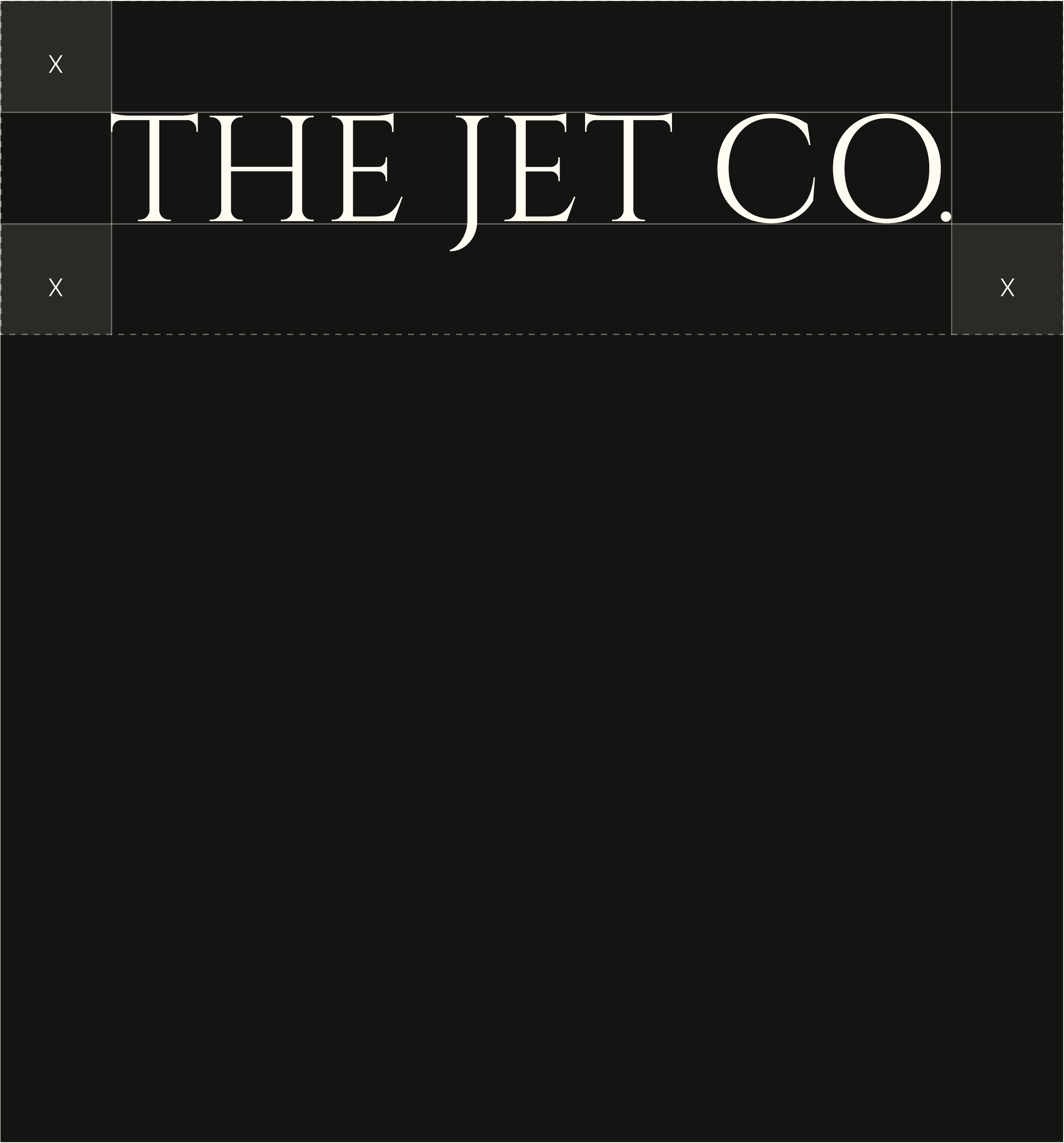
LOGO IN USE

Clear space around the logo is the minimum offset from the edges of the layout. The logo is principally used at the top of the layouts, centered, but can also be used in the centre of layout and at the bottom.

LOGOTYPE



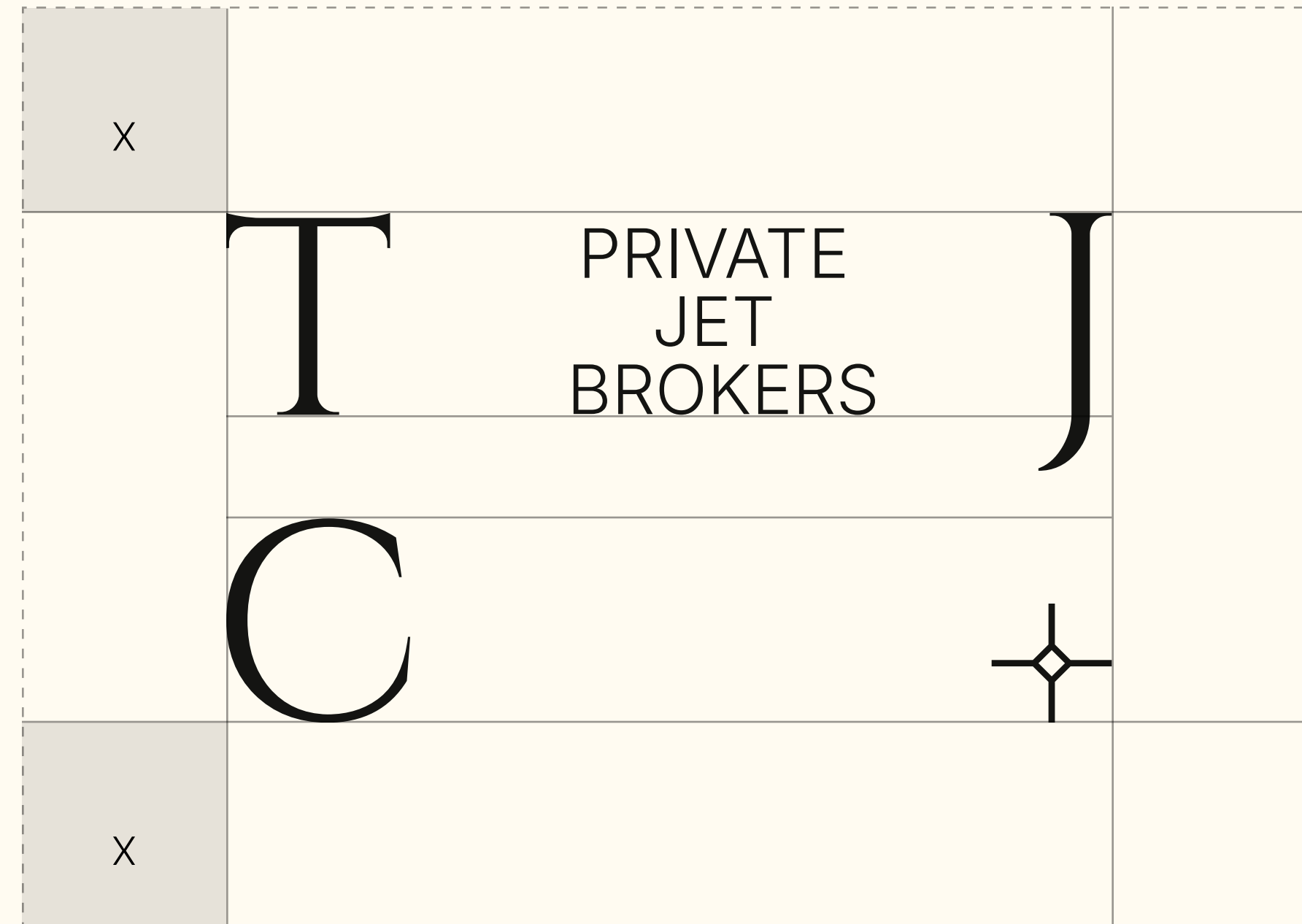
ALTERNATIVE VERSION





PRIMARY ICON

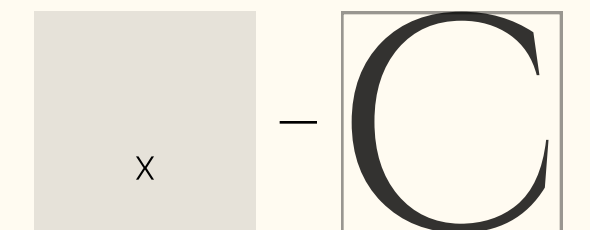
The symbol is also clean and consists of the first letters of the words from the name. It has the same descriptor centered between letters. The “plus” symbol at the corner refers to navigation monitors of the aircrafts, horizon and altitude lines.

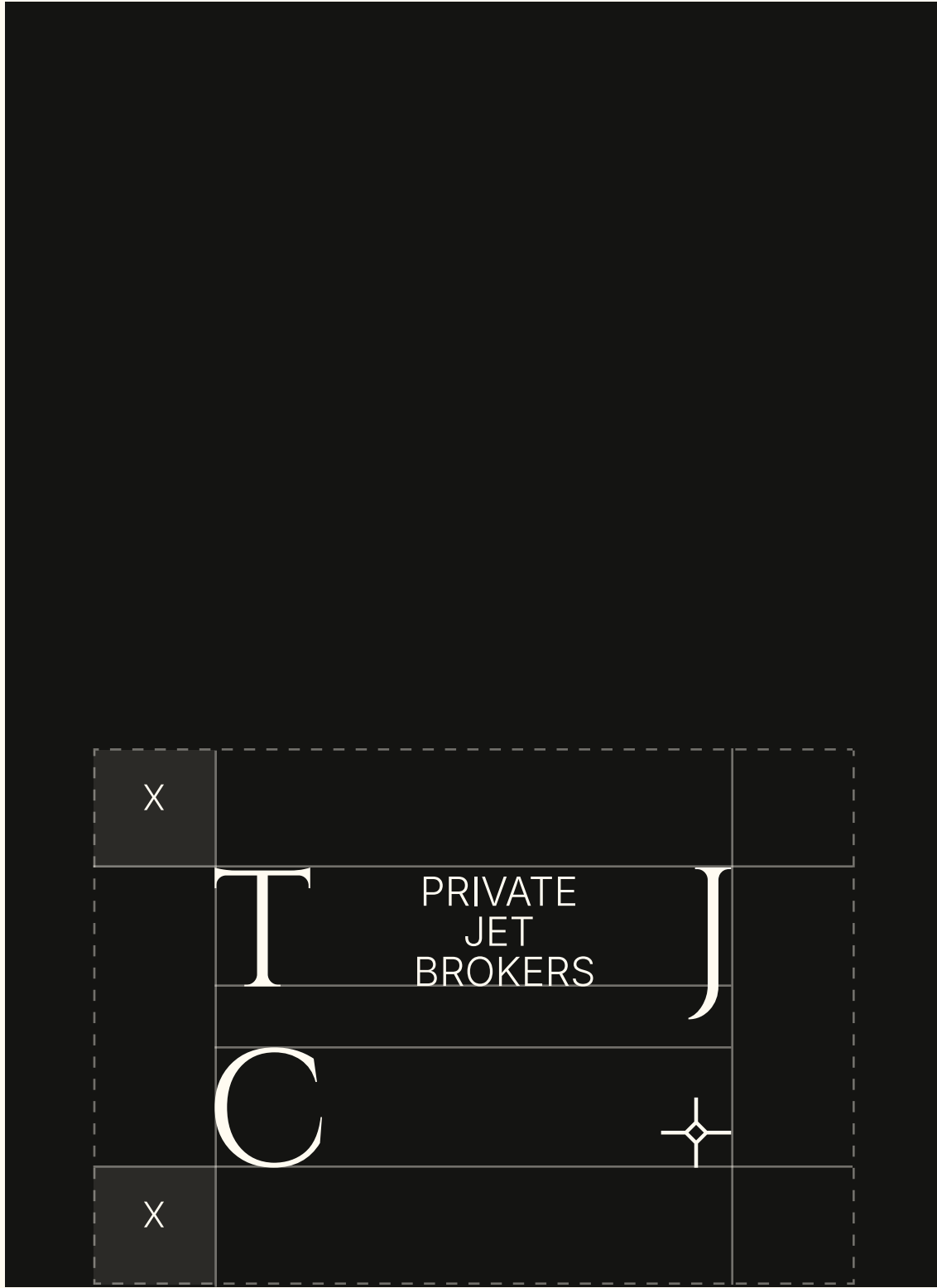


CLEAR SPACE

Clear space surrounds the logomark, free of any other elements. Clear space is equal to X distance.

FOR CLEAR SPACE
WE USE LETTER "C" (X)

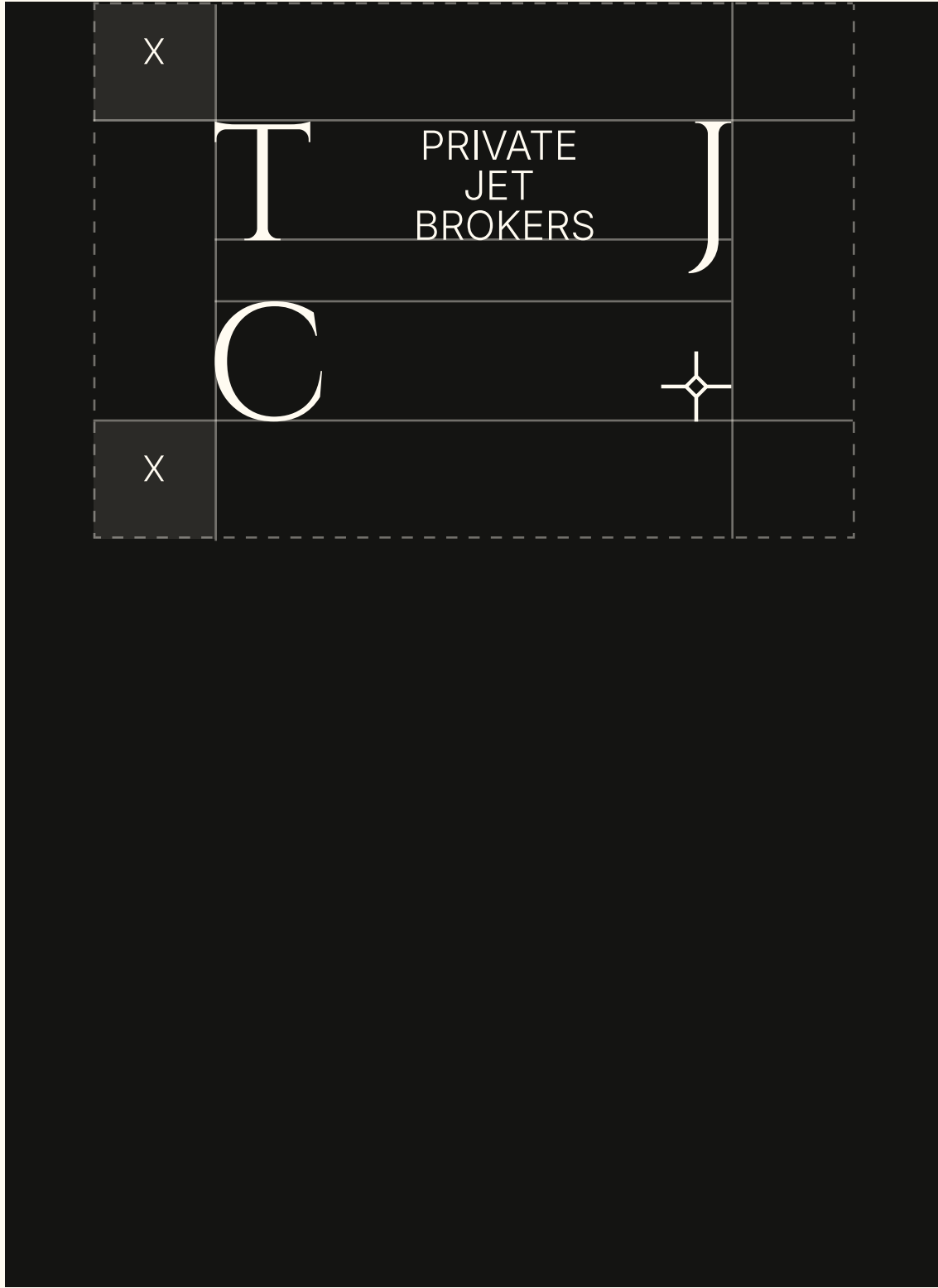




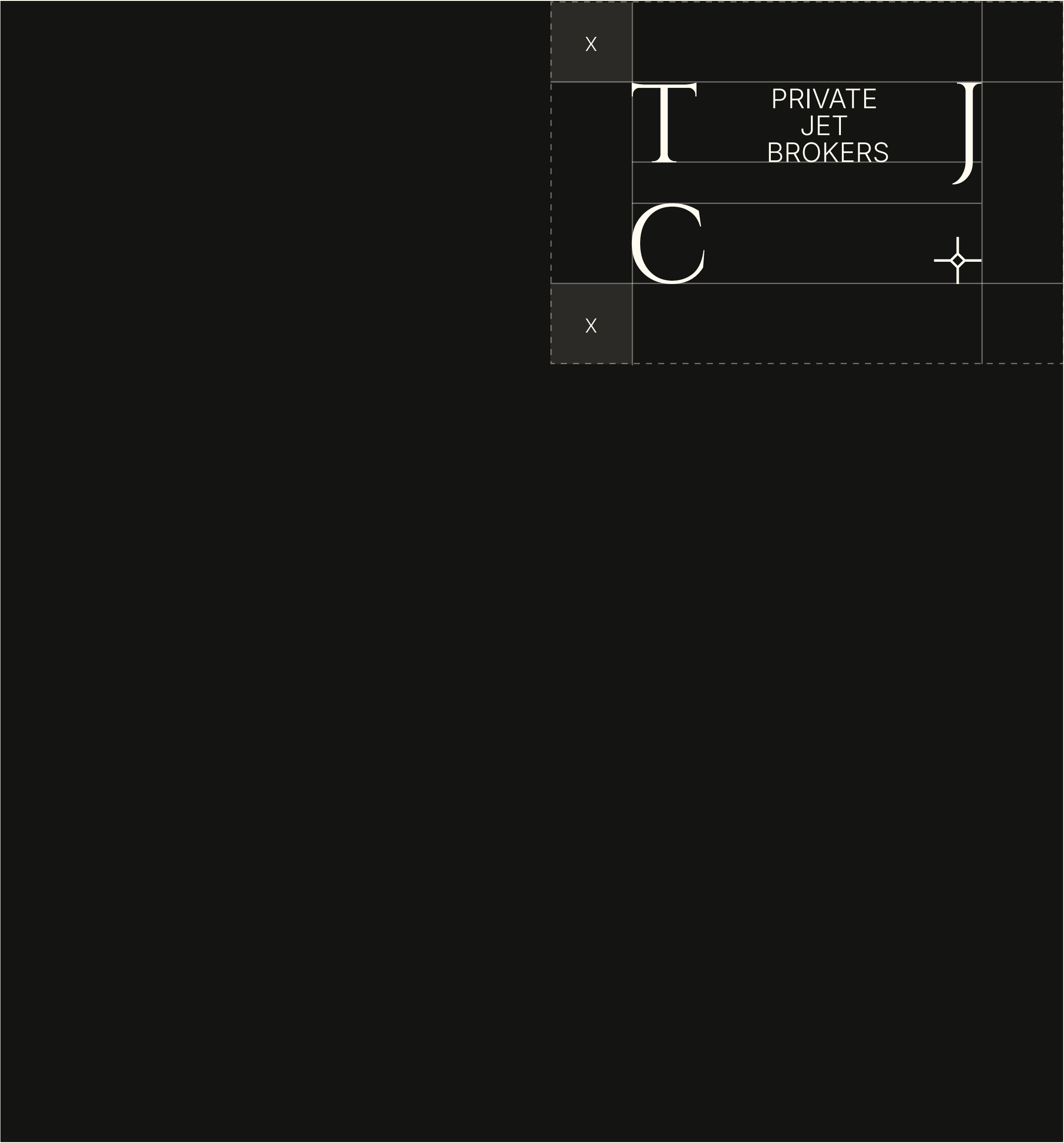
PRIMARY ICON IN USE

Clear space around the logo is the minimum offset from the edges of the layout. The logo is principally used at the top of the layouts, centered, but can also be used at the top right corner and at the bottom center, taking into account clear space.

LOGOTYPE



PRIMARY ICON

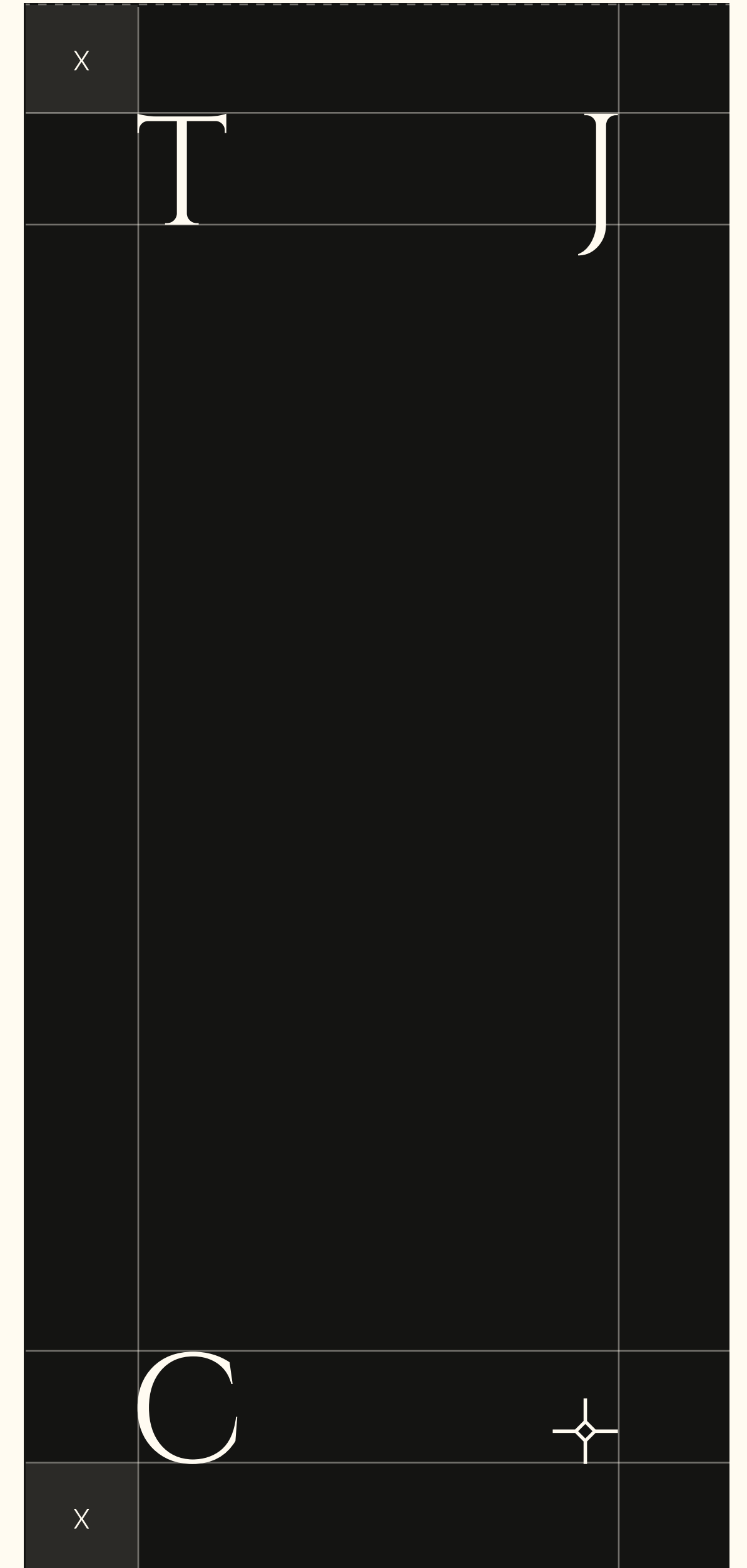
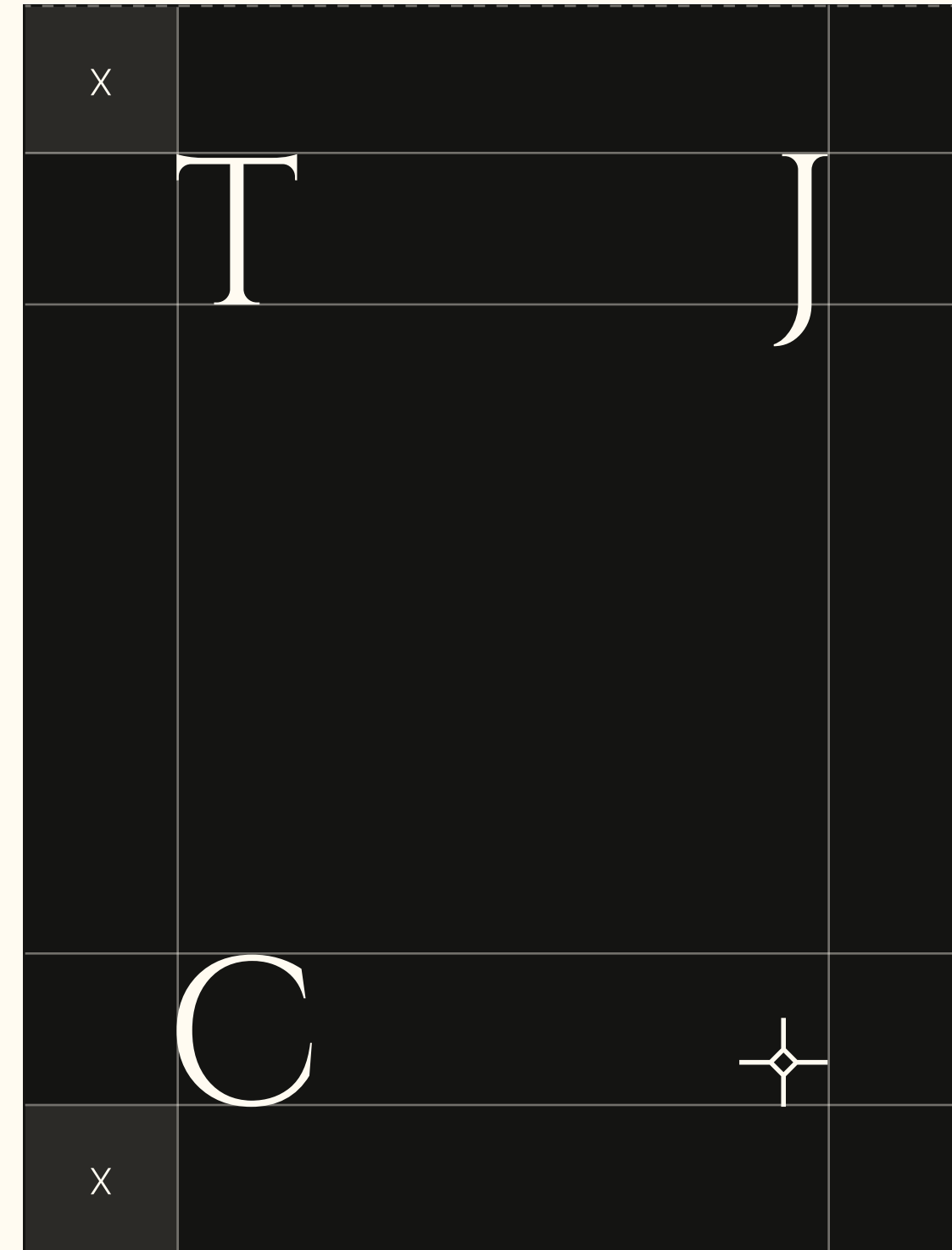


PRIMARY ICON IN USE/ ALTERNATIVE VERSION

The icon can be used without descriptor, each letter sticks to the edges of the layout, taking into account clear space. Keep the letter size equal to ~ 7-10 % of the height/width of the layout (relative to the letter “C”).

LOGOTYPE

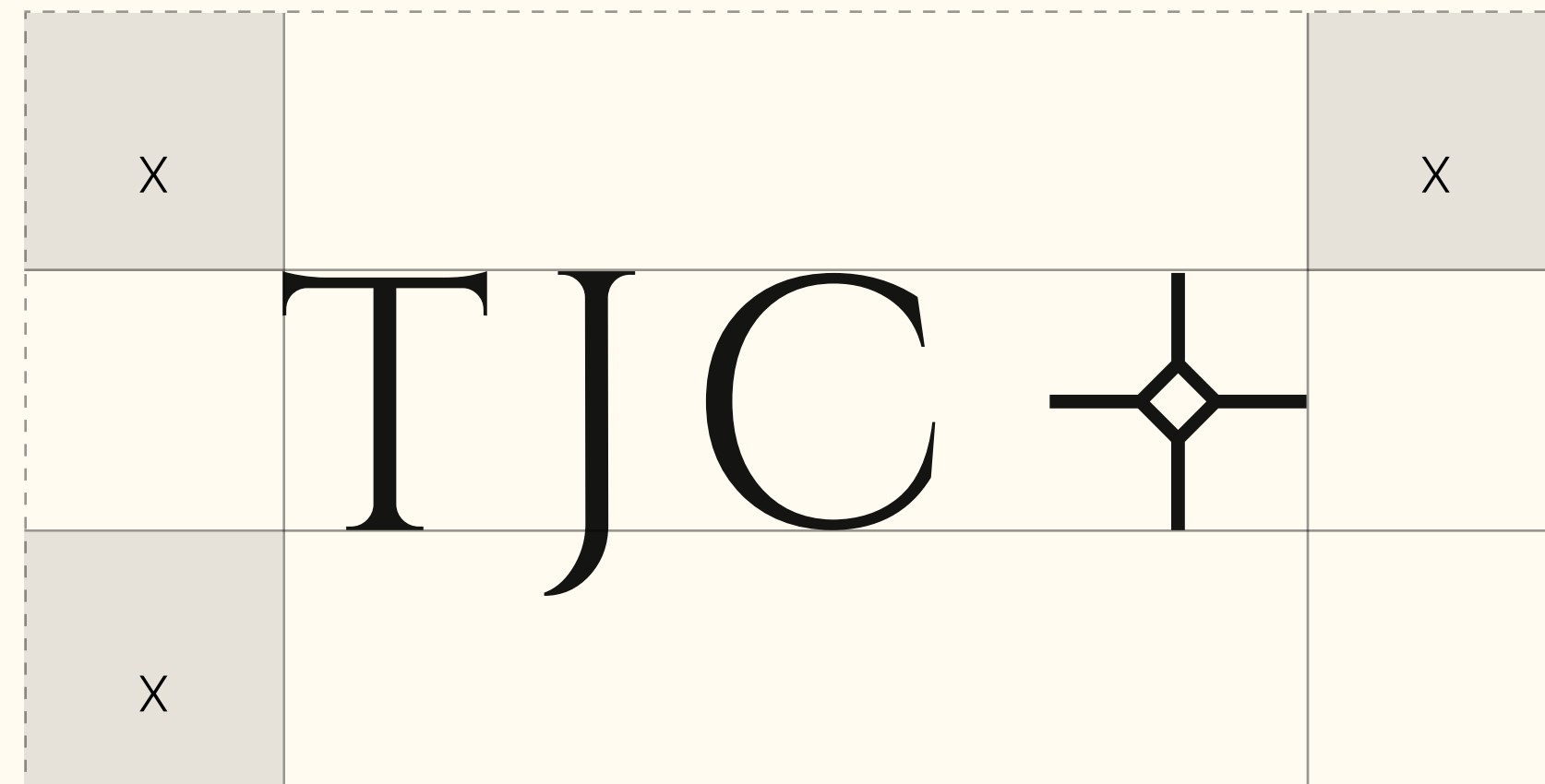
ALTERNATIVE VERSION



TJC +

SECONDARY ICON

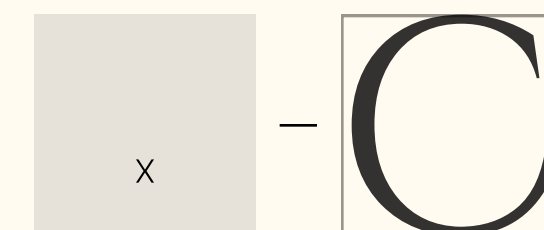
Designed for details, compact and neat.



CLEAR SPACE

Clear space surrounds the logomark, free of any other elements. Clear space is equal to X distance.

FOR CLEAR SPACE
WE USE LETTER "C" (X)



SECONDARY ICON IN USE

Clear space around the logo is the minimum offset from the edges of the layout. The logo is principally used at the left bottom corner of the layouts, taking into account clear space.

LOGOTYPE

SECONDARY ICON



THE PRIVATE JET
COLLECTION BROKERS

WEB 430*120 PX
PRINT 100 MM (WIDTH)

T PRIVATE JET
C BROKERS J
✦

WEB 180*100 PX
PRINT 40 MM (WIDTH)

THE JET CO.

WEB 160*40 PX
PRINT 50 MM (WIDTH)

TJC ✦

WEB 180*60 PX
PRINT 25 MM (WIDTH)

THE JET COLLECTION

WEB 457*39 PX
PRINT 70 MM (WIDTH)

THE JET CO.

WEB 243*40 PX
PRINT 40 MM (WIDTH)

MINIMUM SIZES

Take into account the logo size when placing the logo on web layouts and print materials.

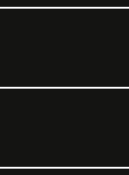
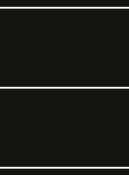
HEADING/ CINZEL REGULAR UPPERCASE

PINNACLE OF
PRIVATE AVIATION

DETAILS/ INTER LIGHT UPPERCASE

GULFSTREAM

G700



PARAGRAPH TEXT/ INTER LIGHT

The aircraft's spacious cabin, one of the largest in its class, is meticulously designed to provide utmost comfort and is adaptable to a variety of bespoke configurations.

HEADING/ POSTS

PINNACLE
OF PRIVATE AVIATION

CINZEL REGULAR UPPERCASE
SIZE: 52
LINE HEIGHT: 112-115%
LETTER SPACING: 0%
LEFT/RIGHT ALIGNMENT

PARAGRAPH TEXT/ POSTS

Discover our selection of the finest
aircrafts for charter.

INTER LIGHT/ MEDIUM
SIZE: 20
LINE HEIGHT: 120%
LETTER SPACING: 0%
LEFT ALIGNMENT

DETAILS/ POSTS

PRIVATE ULTIMATE LUXURY

INTER LIGHT/ MEDIUM UPPERCASE
SIZE: 17
LINE HEIGHT: 130%
LETTER SPACING: 0%
LEFT/ RIGHT ALIGNMENT

HEADING/ STORIES

PINNACLE OF PRIVATE AVIATION

CINZEL REGULAR UPPERCASE
SIZE: 84
LINE HEIGHT: 112-115%
LETTER SPACING: 0%
LEFT/RIGHT ALIGNMENT

PARAGRAPH TEXT/ STORIES

The largest cabin. Small yet sleek, the plane’s luxurious cabin is the largest in its class. It feels more like you’re riding in a luxury car than an aircraft.

INTER LIGHT/ MEDIUM
SIZE: 32
LINE HEIGHT: 120%
LETTER SPACING: 0%
LEFT ALIGNMENT

DETAILS/ STORIES

PRIVATE ULTIMATE
LUXURY

INTER LIGHT/ MEDIUM UPPERCASE
SIZE: 17
LINE HEIGHT: 130%
LETTER SPACING: 0%
LEFT/ RIGHT ALIGNMENT

HEX #141412
RGB: 20, 20, 18

HEX #FFFBF1
RGB: 255, 251, 241

GRAPHICS

Graphic elements include lines from aircraft's navigation systems (horizon and altitude lines, the centered crossing of the aircraft's alignment). These lines make up composition with text and photos. The lines and other elements must stick to grids according to created templates for social media.

Lines stroke for posts/ stories: 1.0 px

PRIVATE

JET

LUXURY



Discover our selection of the finest
aircrafts for charter.



A VARIETY

OF

BESPOKE
CONFIGURATIONS

This graphic element lies in words' distribution to layout width. It gives more spacious and airy impression, causes transparent effect and reflects in honest approach.

INSTAGRAM POST 4:5

GRID SYSTEMS

Grid system observance is crucial, you will find it in templates for social media.



INSTAGRAM STORIES 9:16

GRID SYSTEMS

Grid system observance is crucial, you will find it in templates for social media.



KEY RULES

1. For the website we use secondary version of the logo. It must be placed in the center of the page.
2. Every image and block (jet model, flights) has thin stroke (1px - desktop, 0.5 px - mobile version). Other line elements has stroke 0.5 px.
3. The headline has left alignment.
4. All the forms use solid black background.
5. For the website we use #FFFFFF and #000000 colours.

CHARTER

FLY

SALES

THE JET CO.

ABOUT US

CONTACT

A QUINTESSENCE OF GLOBAL LUXURY AVIATION

BOOK A FLIGHT

1 2

FROM

TO

DAY

TIME

PASSENGERS

CITY

CITY

DD/MM/YY

--/--

COUNT

NEXT

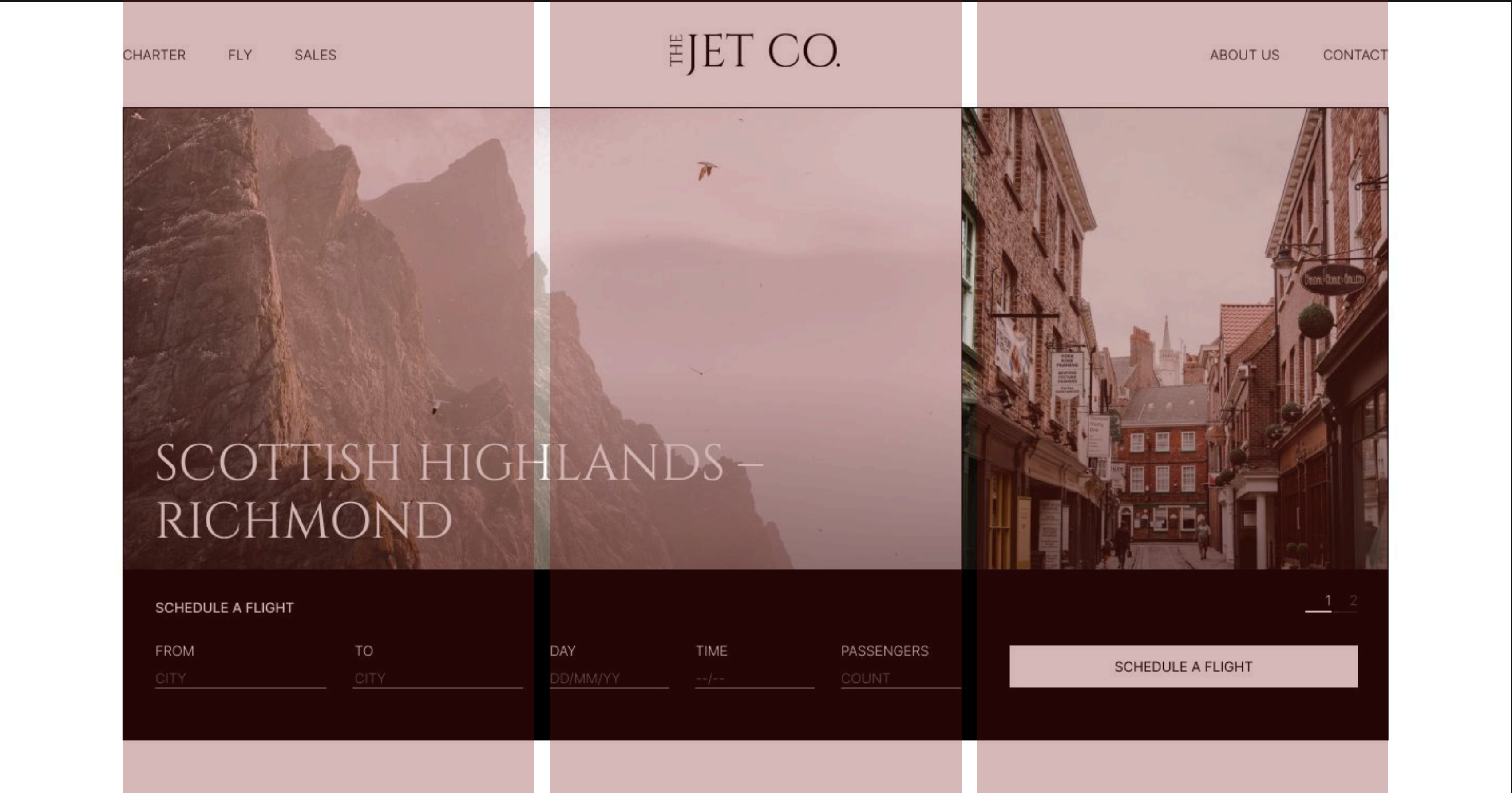
GRID SYSTEM

The grid system consists of 3 equal columns (width - 390 px, gutter - 15 px), offset from the edges - 120 px.



GRID SYSTEM

When placing two pictures, the left one takes 2/3 of the page, the right one - 1/3 of the page.



BUTTONS DESIGN

STATIC STATE



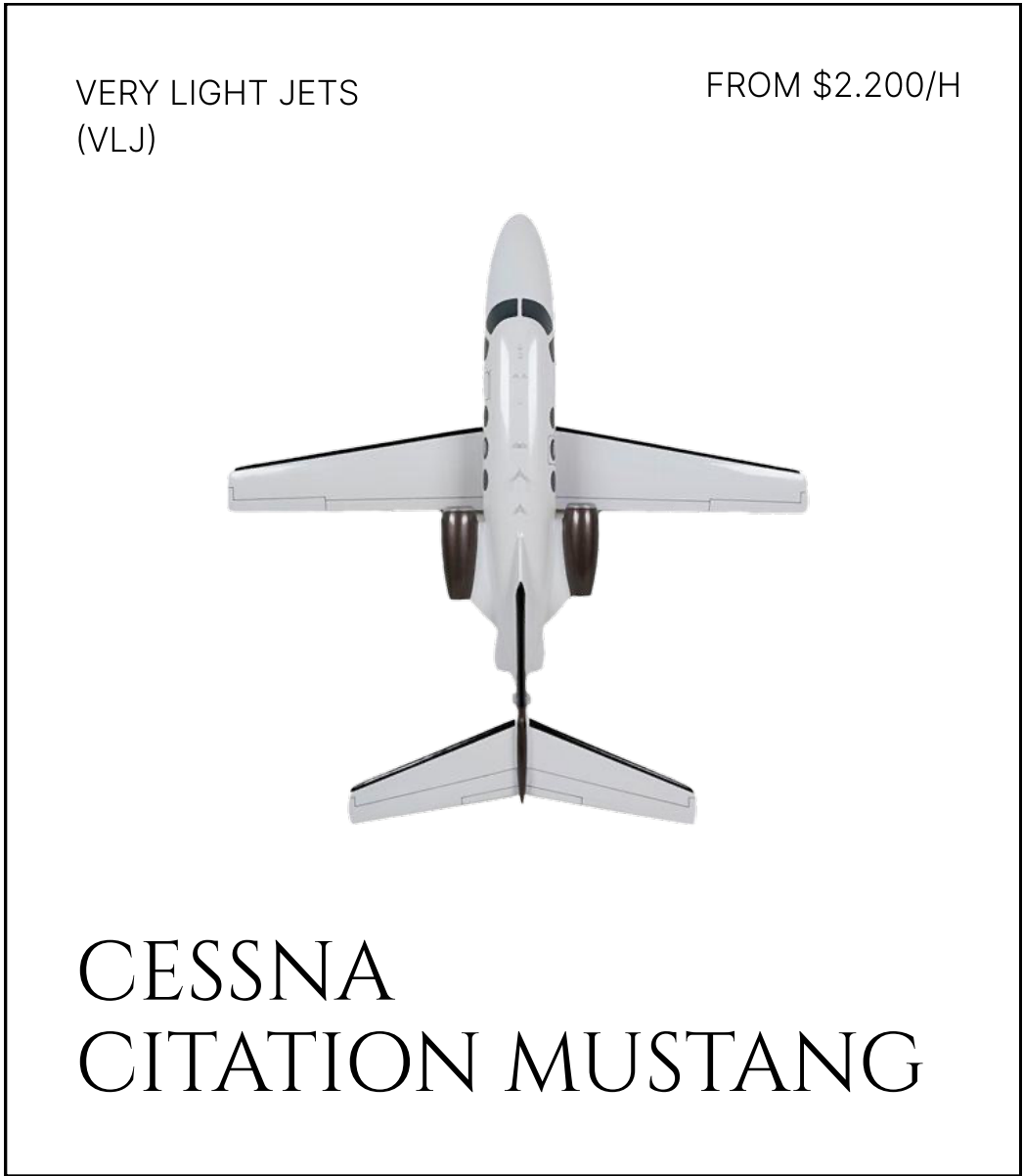
WHILE HOVERING



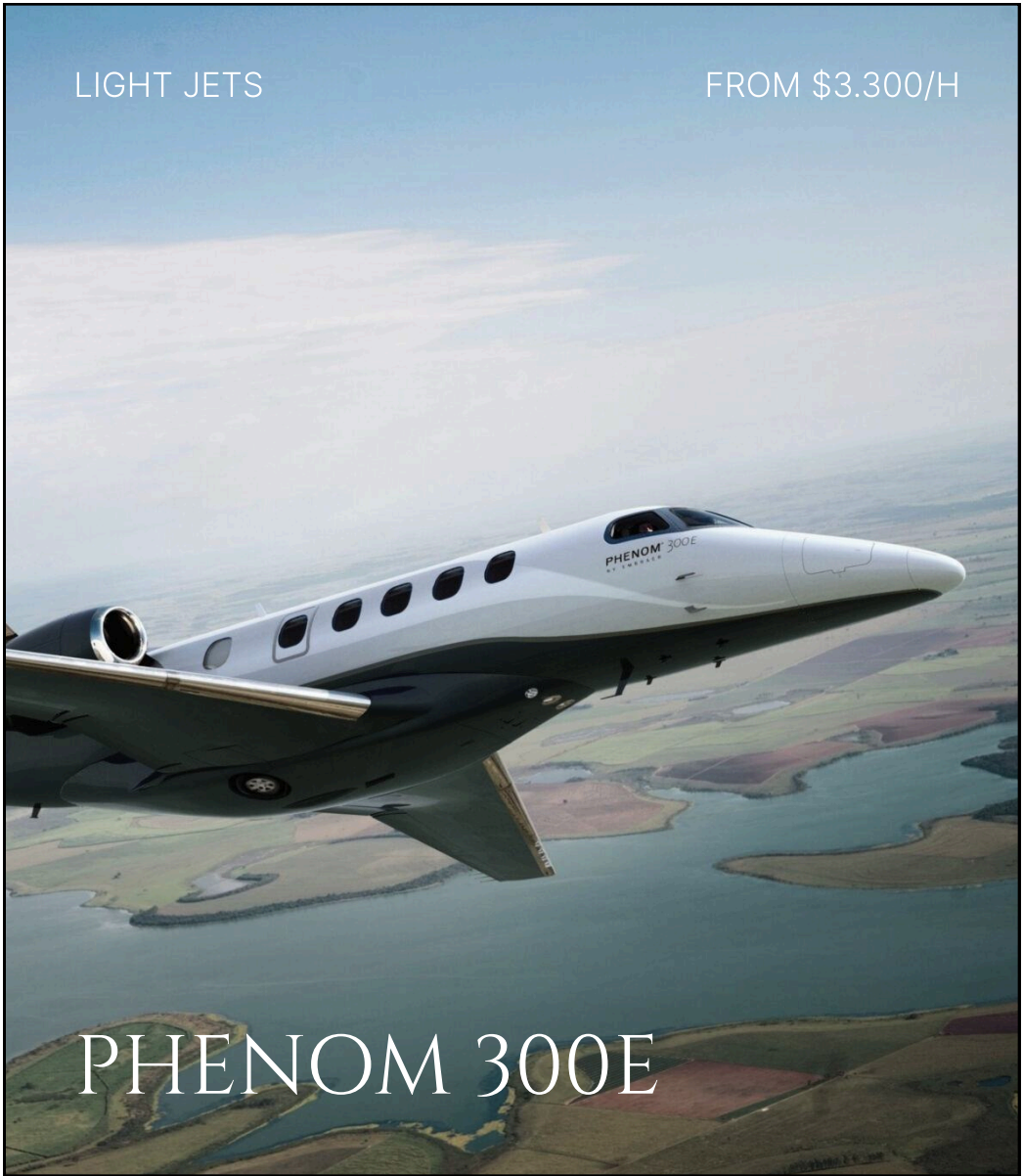
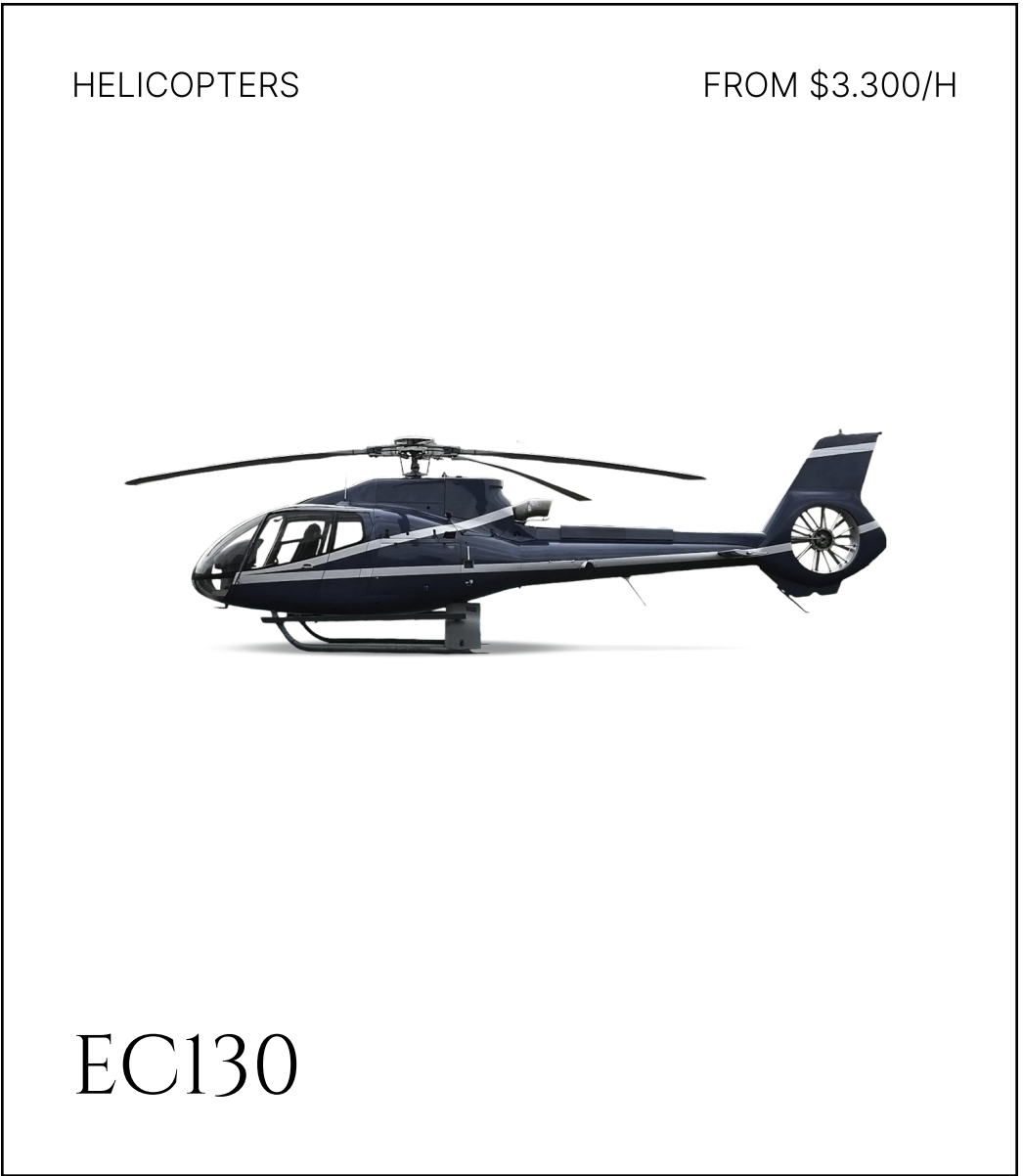
BUTTONS

The buttons are rectangular, WITHOUT corner fillets, without strokes in static state, solid black or white background, uppercase text.
While hovering colour changes depending on background, appears stroke (1 px).

STATIC STATE



WHILE HOVERING



JET CARD

Use top or side view of the aircraft, headline with left alignment, details at the top corners, solid white background, 1 px stroke.
While hovering, rectangle becomes filled with a picture, text's colour changes, if it's necessary.



CESSNA CITATION
MUSTANG

VERY LIGHT JETS FROM \$2.200/H



PHENOM 300E

LIGHT JETS FROM \$2.200/H



CHALLENGER 300

MIDSIZE JETS FROM \$6.000/H

JET CARD

Use a picture of an aircraft, headline with left alignment, details at the bottom corners, solid white background, 1 px stroke.

AIRCRAFTS FOR CHARTER

Discover our selection of the finest
aircrafts for charter.



CESSNA CITATION MUSTANG

VERY LIGHT JETS

FROM \$2.200/H



PHENOM 300E

LIGHT JETS

FROM \$2.200/H



CHALLENGER 300

MIDSIZE JETS

FROM \$6.000/H

[MORE AIRCRAFTS](#)

JET MODELS BLOCK

In each block there is headline with left alignment,
paragraph text, line graphics, jet cards and a button
with right alignment.
Pay attention to interactive text, when hovering, the
underline appears.

EMPTY LEGS

Discover our selection of the most popular private jet flights.



FROM: PARIS
TO: NAPA
DURATION: 9H15
DATE: 03/04/2025

AIRCRAFT: LEGACY 500
PRICE: \$12.284

PARIS – NAPA



FROM: MADRID
TO: CANNES
DURATION: 9H15
DATE: 03/04/2025

AIRCRAFT: LEGACY 500
PRICE: \$12.284

MADRID – CANNES



FROM: PARIS
TO: NAPA
DURATION: 9H15
DATE: 03/04/2025

AIRCRAFT: LEGACY 500
PRICE: \$12.284

PARIS – NAPA



FROM: PARIS
TO: NAPA
DURATION: 9H15
DATE: 03/04/2025

AIRCRAFT: LEGACY 500
PRICE: \$12.284

PARIS – NAPA

MORE AIRCRAFTS

EMPTY LEGS BLOCK



In each block there is headline with left alignment, paragraph text, line graphics, jet cards and a button with right alignment.
Pay attention to interactive text, when hovering, the underline appears.

LUXURY JET CHARTER

Discover our selection of the most popular private jet flights.



ZURICH – PRESCOTT

FROM: \$13.098





MANAMA – CAPE TOWN

FROM: \$34.639



SALT LAKE CITY – CHELYABINSK

FROM: \$21.434



MORE ROUTES

EMPTY LEGS BLOCK

In each block there is headline with left alignment, paragraph text, line graphics, jet cards and a button with right alignment.
Pay attention to interactive text, when hovering, the underline appears.



FOOTER DESIGN

Equal spaces between columns, the logo aligned to the left.

THE JET COLLECTION

BRAND
GUIDELINE

