

LEVIATE®
AIR GROUP

BRAND & VISUAL STYLE GUIDE



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THE MISSION & VISION

The Leviate brand is synonymous with transparency, integrity, and trust. Brand recognition is incredibly important. As the company continues to grow, consistency and intentionality will carry the brand forward.

Leviate's dedication to uniformity and cohesion will continue to establish a reputation of stability, further solidifying our influence in this dynamic industry.

THE LOGO



Established in 2014, and formerly known as HORIZON AIR CHARTER, this dynamic company began to receive recognition in this private aviation industry. However, after a cease and desist was issued by ALASKA AIRLINES in early 2018, who held the rights to HORIZON AIR, HORIZON AIR GROUP decided to re-brand under an original name. Thus, LEVIATE AIR GROUP was conceived. LEVIATE is a compilation of multiple words. These consist of “aviator,” “elevate,” and “levitate.” All alluding to an upward motion.

A unique name calls for a unique pronunciation, which can be easily derived from the word “levitate” but without the middle ‘t.’

This Logo Is derived entirely out of straight lines, representing a culture of rectitude and best industry practices.

LEVIATE®
AIR GROUP

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LEVIATE®
AIR GROUP
CHARTER | SALES & ACQUISITIONS | MANAGEMENT

LEVIATE®
CHARTER

LEVIATE®
JET SALES

LEVIATE®
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JET SALES

LEVIATE®
JET MANAGEMENT



This logo tells the story of progression and growth that similarly depicts the natural progression any one client in this industry might embark. LEVIATE began as an air charter brokerage in 2014, later incorporating a whole-aircraft-sale division in 2016 and subsequently obtaining a PART 135 air carrier certificate with full world-wide operating authority in 2017.

Likewise, a client might start with chartering a flight, as his demand for private travel increase, there comes a point when aircraft ownership make financial sense. This progression naturally follows chartering the aircraft during down times to help off-set operational cost via an FAA PART 135 certificate under a qualified air carrier.



** Custom logo utilized
on an italian leather
passport holder.*

This brand spans three [separate but equal] branches of service, as depicted in the Logo Subtitles.

There will be instances where legalities require that each distinct entity utilize their respective logo on internal documents or correspondence. –

There will be instances where a customized logo might need to be generated for an optimized display of our brand. For this please consult our in-house graphic design team.

However, for most and all other instances, the user must make sure to utilize the “AIR GROUP” logos with or without the secondary subtitle line delineating our three services.

There is strength in unity

Yes, there are three different entities, but it is our synergies that will allow us to continue to grow and provide our clients with the best service this industry has to offer.

THE COLORS

03

Colors are an extremely powerful on the human psyche. They set the mood of the brand expression.

Colors influence emotions and emotions, in turn, have an effect on decision making. Here are some emotions and adjectives we wish to pin on our brand when our trusted clients, business partners, and competitors alike are presented with our brand.

TRUST
SAFETY
LUXURY
VITALITY
ELEGANCE
FRIENDLINESS
PROFESSIONALISM

As mentioned previously, trust and safety are two cornerstones on which this company is built. These two feelings are summoned when utilizing bright blues and whites. Consider these to be our **PRIMARY COLORS**: Vivid Sky Blue and Pure White.

Our **SECONDARY COLORS** invoke a feeling of professionalism, elegance, and luxury. These are considered to be our Battleship Gray and Eerie Black and Prussian Blue. These secondary colors work well as backgrounds to cover pages or font colors for presentations for which a luxurious feel is being sought.

Our **TERTIARY COLORS** are to be used seldomly and scarcely to bring some contrast. To invoke the feelings of vitality, spontaneity, and friendliness. There is fun in coloring outside the lines once in a while, but please use these colors to do so.

PRIMARY	SECONDARY		TERTIARY
<p>Vivid Sky Blue</p> <p>C: 81% M: 20% Y: 0% K: 0%</p> <p>R: 48 G: 202 B: 254</p> <p>HEX: #30CAFE</p>	<p>Pure White</p> <p>C: 0% M: 0% Y: 0% K: 0%</p> <p>R: 255 G: 255 B: 255</p> <p>HEX: #FFFFFF</p>	<p>Eerie Black</p> <p>C: 0% M: 0% Y: 0% K: 89%</p> <p>R: 28 G: 28 B: 28</p> <p>HEX: #1C1C1C</p>	<p>Battleship Grey</p> <p>C: 0% M: 0% Y: 0% K: 46%</p> <p>R: 137 G: 137 B: 137</p> <p>HEX: #898989</p>
			<p>Purssian Blue</p> <p>C: 22% R: 37 HEX: #253D5C M: 12% G: 61 Y: 0% B: 92 K: 64%</p>
			<p>Chinese Red</p> <p>C: 0% R: 163 HEX: #A33422 M: 44% G: 52 Y: 51% B: 34 K: 36%</p>
			<p>Mikado Yellow</p> <p>C: 0% R: 255 HEX: #FFC709 M: 22% G: 199 Y: 96% B: 9 K: 0%</p>
			<p>Blanched Almond</p> <p>C: 22% R: 251 HEX: #FBE6C2 M: 12% G: 230 Y: 0% B: 194 K: 64%</p>

THE
FONTS

A large, white, sans-serif outline font is displayed against a solid blue background. The characters '0' and '4' are shown in a very large size, with a subtle drop shadow effect behind them, giving them a three-dimensional appearance. The '0' is a simple, clean circle, and the '4' is a modern, geometric design with a diagonal stroke.

Good typography should establish a strong visual hierarchy, promote legibility, provide a graphic balance and set the overall tone and sentiment of whatever message is being communicated.

We seek to rely on fonts that will convey a sense of honesty and modernity.

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Montserrat

Montserrat is a geometric sans-serif typeface designed by Julieta Ulyanovsk, inspired by posters and signage from her historic Buenos Aires neighborhood of the same name. Comparable fonts are Gotham and Proxima Nova, but Montserrat exudes formality.

This is the PRIMARY font for all LEVIATE marketing materials and web design seen across the web page and printed materials.

Chosen primarily for the similarity in the logo when typed in all capital letters.

TITLE - BOLD
SUBTITLE - MEDIUM
Body - Medium

Century Gothic

Bb

Aa Bb Cc Dd
Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy
Zz 0123456789

Century Gothic is a digital sans-serif typeface in the geometric style, released by Monotype Imaging in 1991.

This typeface has circular attributes and balloon like look that compliments the linear nature of the LEVIATE logo.

Century Gothic should be considered a SECONDARY font to be used on less informal scenarios.

TITLE - BOLD
Body - Regular

Similar allowable font is "QUICKSAND"

CC BEBAS NEUE

AA BB CC DD EE FF GG HH II

JJ KK LL MM NN OO PP QQ RR

SS TT UU VV WW XX YY ZZ

0123456789

BEBAS NEUE IS A SANS SERIF FONT DEVELOPED BY RYOICHI TSUNEKAWA. THIS NEUE VERSION IS DISTINGUISHED FROM THE ORIGINAL BEBAS BY CURVED DIAGONALS IN ‘R’ AND ‘2’ AND PERPENDICULAR TERMINALS IN ‘J’ AND ‘S’ AMONG OTHER THINGS.

THIS TYPE IS CLEAN, BLOCKY PERFECT FOR TITLES AND HEADINGS AS IT IS AN UPPER CASE ONLY FONT.

TITLE - BOLD

SIMILAR ALLOWED FONTS ARE “ANTON”, AND “IMPACT”

Dd

Aa Bb Cc Dd Ee Ff Gg

Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv

Ww Xx Yy Zz

0123456789

Moon Time

Moon Time is a modern calligraphy script font. It has been attentively written with gentle curves to produce a font that's completely distinctive and original. It contains a full set of lower & uppercase letters, a large range of punctuation, numerals, and multilingual support.

Title - Upper & Lower Case

Ee

Aa Bb Cc Dd Ee
Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
0123456789

Century Gothic Italic

Century Schoolbook is a modern serif typeface designed by Morris Fuller Benton in 1924. Many Americans first learned to read with books set in Century Schoolbook, which can give the typeface a pleasant, nostalgic feeling.

This font is perfect for captions and added footnotes.

Captions - Italicized

BEBAS NEUE BOLD

MONTSERRAT

Montserrat Light. This example shows how to effectively use these fonts in tandem with one another. All of the fonts being used are 'sans serif' which is French and Dutch for 'without' and 'pen-stroke,' respectively. This means that each letter does not include 'ornamental pen-strokes,' making these pairings have a modern look and feel without compromising on class and elegance.

One should have the freedom to utilize Montserrat font and Gothic Century interchangeably, for the body of the piece. Gothic Century could also be used as a title.

(Century Gothic Italic) However, Bebas Neue should never be used in the body.

Moon Time

CENTURY GOTHIC

Centruy Gothic. This font is a secondary font to be used in the body. Additionally, this example shows how to utilize Moon Time as a heading in the instance where a more sophisticated, classy and elegant message is to be portrayed.

As a script title, this font works well to advertize special events such as social colaboration events, holiday greeting cards, ect.

Moon Time should only be used as a title in the Uppercase-Lowercase format and never in the body of any proffesional communication, unless used in a personal letter where a hand written look is desired.

SOCIAL
MEDIA

05

Although LEVIATE does not rely on social media to render services, we utilize social media as way to bring brand awareness, connect with aviation fans, stay in the back of people's minds.

Business is derived mostly from personal connections/referrals and social events.

Nevertheless, LEVIATE understands the net positive impact an on-line presence brings to any organization, and will continue to allocate efforts to maintain and grow our influence within the private aviation industry.

Crafting the right message for the right audience is of most importance. Since each platform consists of different audience types, tactics and strategies must differ slightly.

For example, LinkedIn is for business professionals. One must make sure to keep a corporate audience in mind, and craft a professional tone to the message.

Facebook and Instagram, which under the META umbrella are mostly leisure platforms where the audience seeks visual stimulation, via engaging video and stunning images.

YouTube as owned by Alphabet is strictly a video sharing platform and more often than not used as a sort of encyclopedia. Utilizing this platform is of most importance as it delivers many benefits simply by its strong integration to the widely known search engine that is GOOGLE.

YouTube - @leviateairgroup
Instagram - @leviateair
Twitter - @leviateairgroup
Facebook - Leviate Air Group
LinkedIn - Leviate Air Group

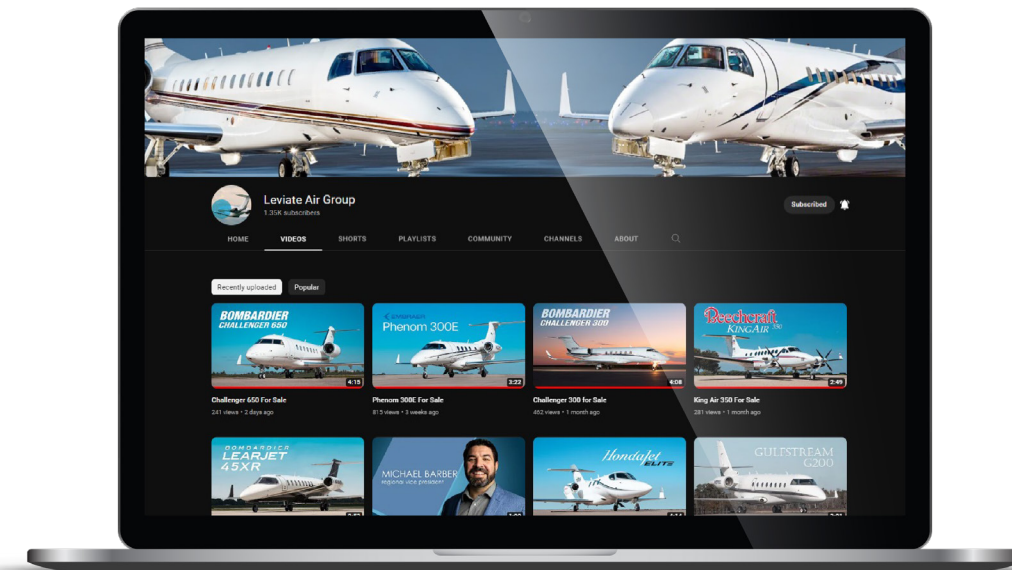
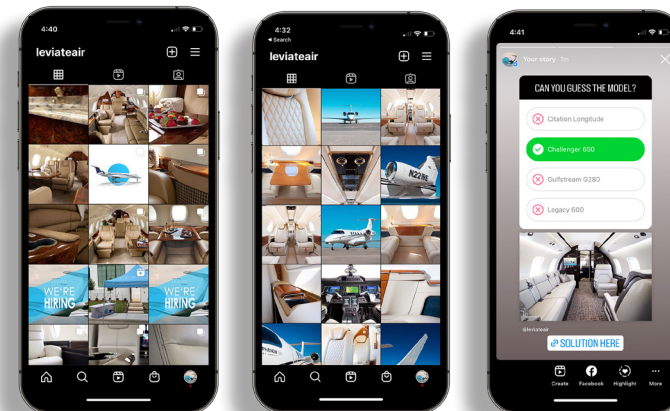


* Profile Pic



LEVIATE has had the opportunity to feature images that are in full propriety, allowing us to better control our online presence.

Seeking to imitate larger companies, the use of unedited stock images is discouraged although not prohibited. As resources become available, LEVIATE will continue to ensure all of its online content is original and unique.



PHOTOGRAPHY
& VIDEOGRAPHY



LEVIATE takes pride in having an inhouse media team that ensures continuity and cohesiveness across multiple projects further solidifying brand expectations by meeting JCStandards.



Exterior Shots

The motif is clear, clean, and blue skies, shifting blue hues to more of a turquoise tone, increasing sky saturation and muting down greens to mitigate clashing.

Photos are to be taken from low angles and at 15 to 20 ft from the aircraft. These are to be touched up to do away with any distractions in the foreground and background.

[Jonathan Carrera Standards or JCStandards]



** Raw shot straight from the camera*



** Edited to JCStandards*



** Raw shot straight from the camera*



** Edited to JCStandards*

Interior Shots

Interior shots feel open and fresh with all shades open and all cabin lights on and shifted towards cooler tones, as some headliners tend to be warm in nature.

When at all possible, interior shots are to be taken in mid-day light with the aircraft's nose oriented straight at the sun as to minimize the amount of harsh lighting coming into the cabin.

These are known as the "Jonathan Carrera Standards." in the aviation industry, or JCStandards for short.



Interior Detail Shots

Interior detail shots are taken with a micro-lens. An external flash is used to exentuate textures.

These closeups help the viewer get a good idea of the condition and current wear-and-tear of the aircraft. We seek to always give a true representation of the product.

These shots end up being the decisive factors for many prospects.

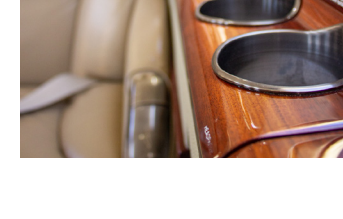
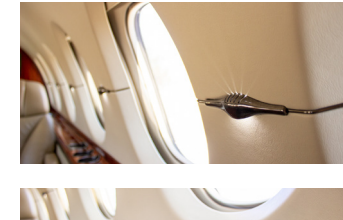
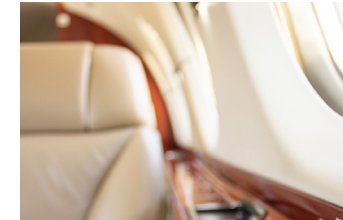
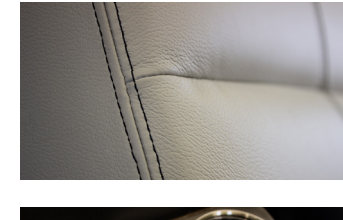
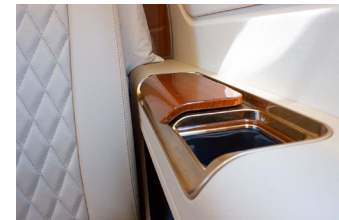


ILLUSTRATION STYLE & ICON SET

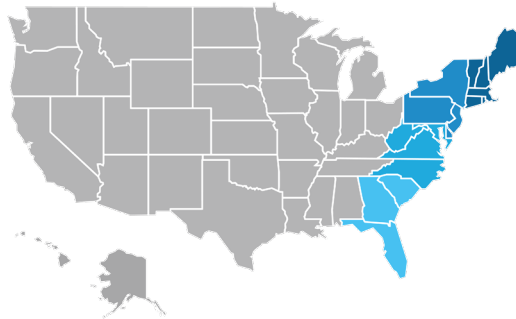
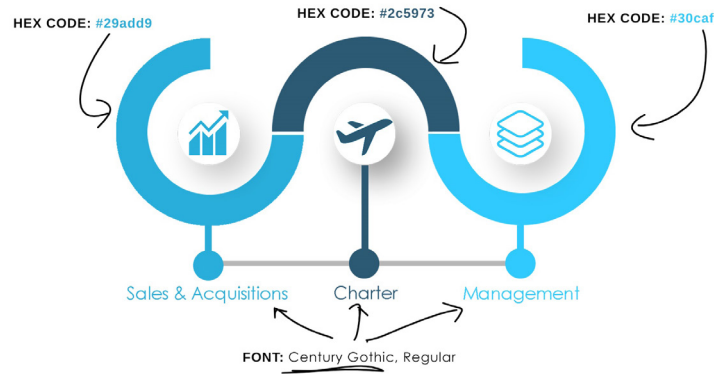


To stand out from the competition, the LEVIATE brand has incorporated the famous and now renowned BLUE CIRCLE, behind a flying, generic aircraft, or a specific profile shot of a listed aircraft.

LEVIATE has also implemented the use of simple infographics and call outs in its printed and video production.

It is encouraged to think in terms of circles and round elements to compliment the linearity of the LEVIATE logo.

Drop shadows are also encouraged to add a three-dimensional sense to whatever composition.



LEVIATE AIR GROUP

YOUR AVIATION ECOSYSTEM

- Hassle-free Aircraft Ownership
- Top Safety Ratings
- Reduce Operating Cost

- Safe & Secure
- Bespoke Flight Experience
- Best Value, Effortless Booking

- Experienced Aviation Consultants
- Unmatched Research & Analysis
- Maximize Your Aviation Investment

+1 (877) 407-8507 | fly@leviateair.com | leviateair.com



These are a few examples of digital assets used on printed and digital presentations.

The motif being an emphasis on rounded edges to compliment the linearity of the LEVIATE logo.

STATIONERY



Stationery design encompasses business cards, envelopes, letterheads, labels, postcards, flyers, brochures and other similar marketing emissaries, such as office supplies, pens, notepads, etc.



*Charter Signature Image



*Aircraft Sales Signature Image

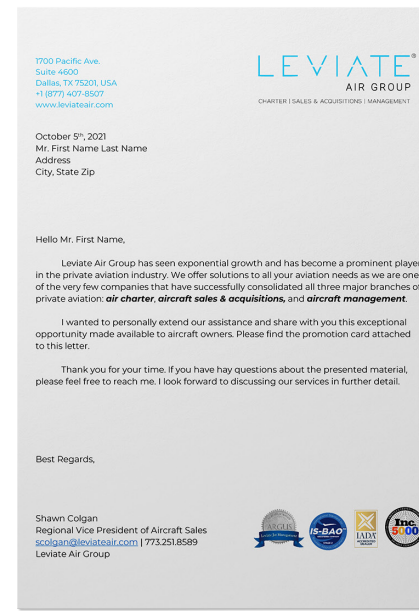
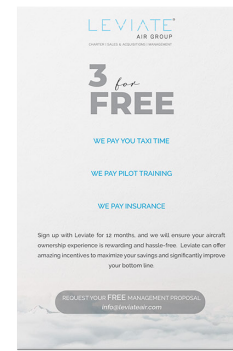


*Management Signature Image

Each company has its respective badges & credentials. For example, the Jet Management Company has certain industry standards it must meet from regulatory bodies like IS-BAO and ARG/US. The Aircraft Sales and Air Charter companies are governed by distinct bodies and networks that correspond to those services within the industry, i.e., the Air Charter company to the Wyvern Registry and the Aircraft Sales to the IADA network of brokers.

Thus, each company's team members must utilize the email signature that corresponds to their respective company.

Stationery mock-ups on page 35 depict the simplicity, cleanliness, and sleekness of the LEVIATE brand and the type of image sought to convey to all electronic and mail recipients.





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www.leviateair.com