



JETPOINT®

Brand book GUIDES



JETPOINT[®]

**Fly With Confidence
and Easy**

03.
Contents

- 01 INTRODUCTION
- 02 ABOUT THE BRAND
- 03 VOICE & STYLE
- 04 BRAND LOGO
- 05 BRAND COLORS
- 06 TYPOGRAPHY
- 07 IMAGERY
- 08 BRAND STATIONERY

Defining Our Identity: The Jetpoint Brand

Welcome to the brand book for Jetpoint. This comprehensive guide is designed to ensure consistency across all communications and platforms. Whether you are a team member, partner, or collaborator, this brand book will help you understand and convey the essence of Jetpoint.

At Jetpoint, we pride ourselves on offering unparalleled services in private aviation. Our brand identity reflects our commitment to luxury, reliability, and exceptional customer service. Each element of our brand has been carefully crafted to embody these core values.

This brand book serves as a roadmap to our visual and verbal identity. It includes detailed guidelines on our logo, colors, typography, and imagery, as well as our voice and tone. By adhering to these guidelines, you help maintain a cohesive and recognizable brand presence. A strong brand identity is crucial in building trust and credibility with our clients and stakeholders. Thank you for being a part of Jetpoint and for your dedication to upholding our brand standards.

01.

Introduction

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02.

ABOUT

Comprehensive private jet service
designed to exceed your expectations.

VIEW NEXT



It All Started Over 30 Years Ago

About us

Jetpoint is the premier luxury aviation solutions provider for individuals and corporations seeking the most efficient and productive travel tool. We analyze each customer's unique needs to determine the ideal private air travel solution, offering options from one-time aircraft charters and jet card (hour block) purchases to shared and sole ownership.

Our comprehensive approach ensures a seamless and personalized experience for every client.

For charter customers, we provide access to global booking software with over 6,000 aircraft and 2,000 operators worldwide. Jetpoint also offers comprehensive management and expert sales and acquisitions consulting for current and future aircraft owners.

As the first complete private aviation service provider in the Dominican Republic, our concierge services meticulously arrange all aspects of your jet travel experience. Founded by an industry veteran with extensive experience as a professional pilot and manager of flight operations, Jetpoint is built on a foundation of expertise and dedication to excellence.

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03.

VOICE & STYLE

Our brand voice is professional, informative, and approachable. We aim to communicate clearly and effectively, providing valuable insights and solutions.

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Voice & Tone

Our style reflects our commitment to excellence and innovation in the field of testing and analysis.

The tone of our communications is confident yet empathetic. We speak with authority on technical matters while remaining considerate of our audience's needs and concerns. Our tone adapts to different contexts, from formal reports to engaging social media posts, always maintaining a balance between professionalism and accessibility.

OUR BRAND SPEAKS WITH CONFIDENCE AND CLARITY, BLENDING A SLEEK, MODERN STYLE WITH A TONE THAT IS BOTH AUTHORITATIVE AND INVITING, REFLECTING JETPOINT'S DEDICATION TO PREMIUM SERVICE AND RELIABILITY.





04.

THE LOGO

Our logo is a key element of our brand identity and should be used consistently across all applications.

Logo

Primary Logo

Our logo is a visual representation of Jetpoint's core principles. The design is sleek and modern, reflecting our forward-thinking approach and high standards in private aviation. Through its clean and elegant appearance, the logo communicates our unwavering commitment to luxury and precision.



Our logo combines modern design elements with a clean and professional aesthetic.

Clear Space

Logo Secure Zone

To maintain the integrity and visibility of our logo, it is essential to provide adequate clear space around it. This secure zone ensures that the logo remains unobstructed and prominent. The minimum clear space should be equal to the height of the logo's primary element, creating a buffer that prevents other design elements from encroaching on the logo.

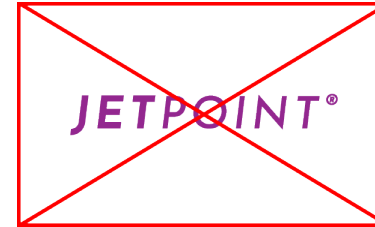


Common Errors



Rotating the Logo

Rotating the logo can distort its intended presentation and affect brand recognition.



Changing the Color

Altering the logo's colors can dilute brand identity and cause inconsistencies in branding.



Distorting the Logo

Stretching or squeezing the logo can distort its proportions, making it look unprofessional.



Rearranging the Text Layout

Rearranging the text elements of the logo, such as moving the tagline to a different position, can confuse the visual hierarchy and brand message.



Adding Effects

Adding effects like drop shadows, glows, or bevels can alter the logo's original design and make it look less professional.



Inappropriate Backgrounds

Placing the logo on backgrounds that clash with its colors or obscure its visibility can diminish its impact and readability.

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05.

COLORS

Our color palette is designed to reflect our brand's professionalism and modernity.

VIEW NEXT >>>

Primary Color

Color Palate

It consists of two tones of dark blue, gray, and white, each carefully selected to convey stability, neutrality, and clarity. These colors form the foundation of our visual identity, ensuring a cohesive and recognizable brand presence.

White

RGB: 255 255 255
CMYK: 00 00 00 00
HEX: #FFFFFF

Gray 7540 C

RGB: 75 79 84
CMYK: 69 59 53 33
HEX: #4B4F54

Ocean Blue 2768 C - 80%

RGB: 7 29 73
CMYK: 100 92 38 45
HEX: #071d49

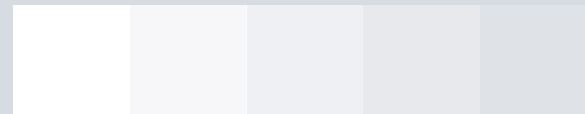
Ocean Blue 2768 C

RGB: 7 29 73
CMYK: 100 92 38 45
HEX: #071d49

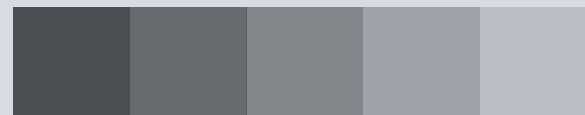
Color Expanded

WE USE VARIATIONS OF THE PRIMARY TONES TO ADD DEPTH AND FLEXIBILITY TO OUR DESIGNS.

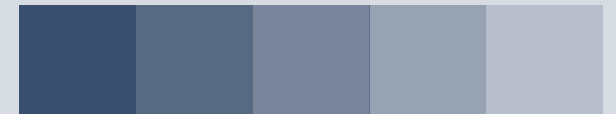
Lighter and darker shades of blue and gray can be employed to create visual interest while maintaining brand consistency. These variations allow for adaptability across different mediums and applications.



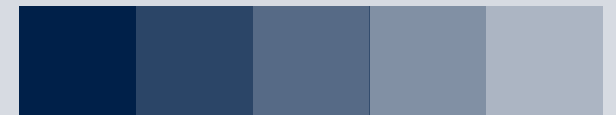
White



Gray



Blue



Ocean Blue



06.

THE TYPO

Our chosen typography is modern and clean, reflecting the cutting-edge nature of our work.

[VIEW NEXT](#)



Used Font

ARE BOUND TO EQUAL
BLAME BELONGS TO
THOSE. IN A FREE HOUR,

Josefin Sans Font Family combines readability with a contemporary feel, ensuring that our communications are both effective and visually appealing. Consistent use of this font reinforces our brand identity and enhances the overall aesthetic of our materials.

Josefin Sans Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Josefin Sans Regular

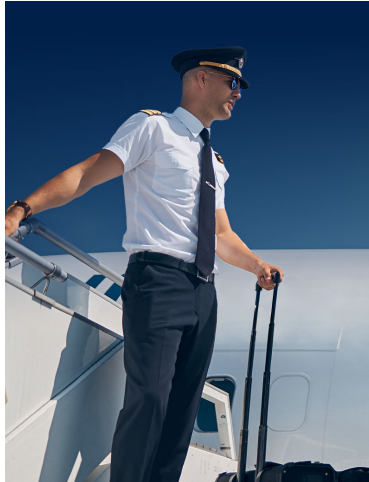
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789



07.

IMAGERY

Imagery plays a crucial role in conveying the professionalism and expertise of Jetpoint.



High-quality Images

We use high-quality, professional photos that align with our brand's visual language.

Imagery

Professional Photos

Our imagery showcases professional environments and dedicated individuals, emphasizing the human element behind our technical work.



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08.

STATIONERY

From business cards to letterheads, our stationary elements are designed to be clean, modern, and consistent with our overall brand identity.

VIEW NEXT >>>

Professional Stationery Suite

Our stationery design reflects the professionalism and elegance of our brand. Every element, from the color palette to the typography, is chosen to convey our commitment to excellence and attention to detail.

Our stationery items are designed to make a lasting impression, enhancing our brand identity with every correspondence.

Brand Stationery



Business Card

Networking Essentials

The business card is a powerful networking tool that represents our brand at a glance. Our design features a clean layout with our logo prominently displayed, ensuring brand recognition.



Letterhead

Official Letterhead Elements

Our letterhead design ensures that all official communications are aligned with our brand identity. Featuring our logo, contact information, and a consistent design theme, the letterhead provides a polished and cohesive look.



Envelope

Distinctive Envelopes

The envelope design complements our overall stationery suite, providing a cohesive and professional appearance. The design is simple yet sophisticated, making a strong first impression and enhancing the overall presentation of our correspondence.



JETPOINT[®]

Leading the Way in
Private Aviation Solutions

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