

BRAND GUIDELINES
11.2024



ASPEN
AERO GROUP

Logo Variations

The Aspen Aero Group logo, featuring a Vireo in flight, was chosen to symbolize freedom, agility, and connection to nature. The Vireo, a bird native to Aspen trees, represents precision and adaptability—qualities essential in private aviation.

Its upward flight conveys a sense of aspiration, innovation, and exploration, while its connection to the Aspen trees reflects the brand's roots and dedication to growth.

This image captures Aspen Aero Group's commitment to helping clients reach new heights with elegance, reliability, and a touch of nature-inspired sophistication.



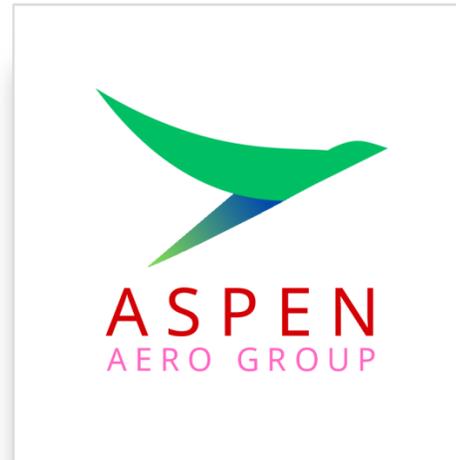
Logo Usage

Our logo is a symbol of our brand's prestige and quality. To keep it consistent, please avoid:

1. Altering Colors: Use only approved brand colors.
2. Distorting Proportions: Maintain the original shape without stretching or compressing.
3. Rotating or Tilting: The logo should remain upright and in its intended orientation.
4. Adding Effects: Avoid shadows, gradients, or other visual modifications.
5. Using Busy Backgrounds: Ensure the logo is on a solid, neutral background for clarity.

These guidelines help us present a refined, cohesive brand image at all times.

1



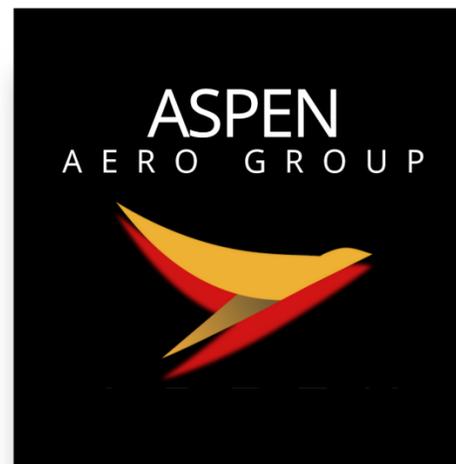
2



3



4



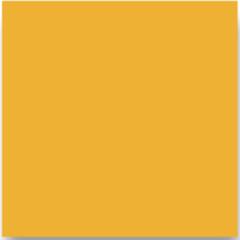
5



Color Palette

Aspen Aero Group's color palette of Aspen Gold, Sky Blue, and Black was chosen to represent luxury, freedom, and professionalism. Aspen Gold adds a touch of prestige and optimism, symbolizing high-quality service. Sky Blue evokes the open sky, representing trust, tranquility, and a sense of limitless possibility. Black grounds the palette with sophistication and strength, adding a timeless, authoritative touch.

Together, these colors capture the brand's commitment to elegance, reliability, and the adventurous spirit of private aviation.

	RGB: <u>238,177,51</u>
	CMYK: <u>0,26,79,7</u>
	HEX: <u>#eeb133</u>

Cadmium Yellow -It's a warm, vibrant yellow with hints of orange, giving it a rich, golden tone. This color is often used to evoke feelings of energy, warmth, and optimism.

	RGB: <u>93,148,194</u>
	CMYK: <u>52,24,0,24</u>
	HEX: <u>#5d94c2</u>

Air Superiority Blue -It's a medium-light shade of blue with a slightly cool, muted tone, often used in designs to convey a calm, professional, or trustworthy feel.

	RGB: <u>118,95,52</u>
	CMYK: <u>0,19,56,54</u>
	HEX: <u>#765f34</u>

Dark Khaki -It's an earthy, muted brown with greenish undertones, often associated with natural, rustic, or vintage aesthetics. This shade gives a grounded and stable feel in design.

	RGB: <u>245,246,241</u>
	CMYK: <u>0,0,2,4</u>
	HEX: <u>#737373</u>

Stone Grey- Was chosen for its stability and timeless sophistication, grounding the brand with a sense of reliability and resilience.

	RGB: <u>245,246,241</u>
	CMYK: <u>0,0,2,4</u>
	HEX: <u>#000000</u>

Black -The darkest possible color and is often associated with elegance, sophistication, and power in design.

Font

Noto is a global font collection for writing in all modern and ancient languages. Noto Sans is an unmodulated (“sans serif”) design for texts in the Latin, Cyrillic and Greek scripts, which is also suitable as the complementary choice for other script-specific Noto Sans fonts.

It has italic styles, multiple weights and widths, and 3,741 glyphs.

HEADING

Noto Sans Bold 700
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345678.,,:!@#\$%^&*()

SUBHEADING

Noto Sans Regular 600
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345678.,,:!@#\$%^&*()

Paragraph

Noto Sans Light 300
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345678.,,:!@#\$%^&*()

Mood Board

The Vireo in flight, inspired by its habitat in Aspen trees, represents agility and aspiration, while photos of sleek interiors and clients reinforce the high-end experience.

The color palette, combining warm Cadmium Yellow -and Air Superiority Blue, reflects elegance and trustworthiness, aligning with the spirit of aviation.



Vireo in Aspen Tree Habitat

Aspen trees

Vireo in Flight

“THE LURE OF FLYING IS THE LURE OF BEAUTY.”

-Amelia Earhart

“Paint the flying spirit of the bird rather than its feathers.”

- Robert Henri



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