



# BRAND GUIDELINES

Version 1.1

**TLCJET** 



# AGENDA

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# OVERVIEW

Experience smarter private travel with TLC Jet. Fly on your schedule with seamless, personalized jet charters for business or leisure. Backed by ARGUS Platinum ratings, elite pilots, and FAA/Wyvern-certified operators, we deliver world-class service with safety at the center. From tailored itineraries to on-demand convenience, every journey is designed around you.



CORPORATE LOGO



# CLEARSPACE

Always maintain clear space around the TLC Jet logo to preserve visibility and impact—no text, graphics, or edges inside this protected area. This follows the same principle used in the reference guide's clearspace rule.



**Clearspace rule (TLC Jet):**

Minimum clearspace = height of the “T” in TLC (or the height of the icon/mark if used alone) on all sides.

# LOGO USE

Use the TLC Jet logo consistently in these primary formats (mirroring the “horizontal vs. vertical” structure used in the reference guide).



## **Horizontal lockup**

Preferred for web headers, documents, signage.



## **Vertical lockup (Secondary Use)**

This is a secondary logo option for vertical or tight spaces. It should not be used as the primary logo when the standard lockup fits.



## **Icon/mark only**

Favicons, social avatars, app icons, aircraft/vehicle markings.

# LOGO USE

To ensure clarity and consistent brand presentation, the TLC Jet logo should be selected based on background contrast. Use the reversed (white) logo on dark backgrounds, including black, navy, charcoal, or dark imagery. Use the primary full-color logo on light backgrounds such as white or light gray. On TLC Jet blue backgrounds, always use the reversed (white) logo. When placing the logo over photography or complex images, use the reversed (white) logo and position it over areas with minimal visual detail; a subtle overlay may be added if needed for legibility.



# Fonts & Colors



# FONTS

Typography

Oraniembaum

Aa Bb Cc Dd Ee Ff GgHh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
 1 2 3 4 5 6 7 8 9 0


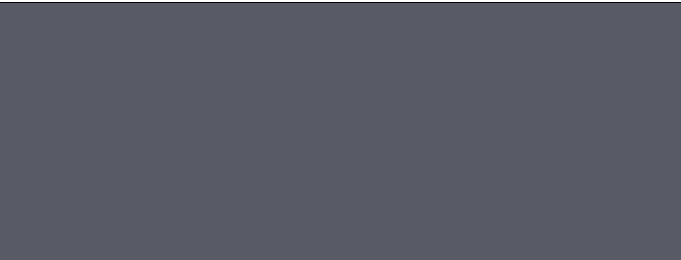
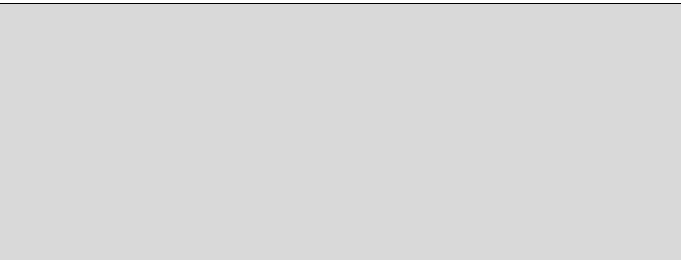
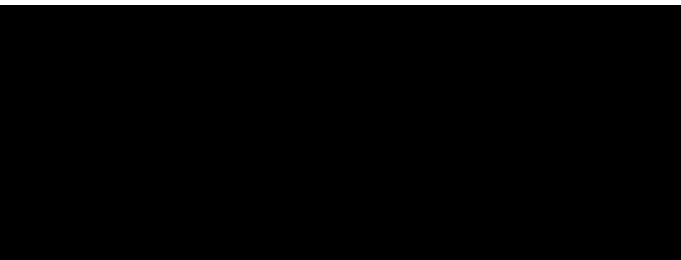
Montserrat Family

Aa Bb Cc Dd Ee Ff GgHh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
**1 2 3 4 5 6 7 8 9 0**

Inter Family

Aa Bb Cc Dd Ee Ff GgHh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
 1 2 3 4 5 6 7 8 9 0

# COLORS

	WEB	RGB	CMYK	PANTONE
	#436A7A	65, 106, 122	47, 13, 0, 52	Pantone 7699 C Pantone 7699 U
	#625E61	98, 94, 97	0, 4, 1, 62	Pantone 425 C Pantone 425 U
	#D9D9D9	217, 217, 217	0, 0, 0, 15	Pantone Cool Gray 2 C Pantone Cool Gray 2 U
	#000000	0, 0, 0	0, 0, 0, 100	Pantone Black C Pantone Black U

# BRAND APPLICATIONS

# APPLICATION

The TLC Jet logo should be used consistently across print, apparel, and promotional materials. The primary logo is preferred whenever space allows, with clear space and proper contrast maintained at all times. Backgrounds must support legibility and align with the brand palette. These examples demonstrate how the logo adapts across applications while preserving a clean, premium appearance.





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# MOODBOARD



# QUESTIONS?

Email Address

[Email fly@tlcjet.com](mailto:fly@tlcjet.com)

Office Number

[+1 \(954\) 999-2738](tel:+19549992738)

Text Message

[+1 \(954\) 250-7800](tel:+19542507800)

**Office Address**

TLC Jet Center @ FXE

3000 NW 59th St

Fort Lauderdale, FL 33309

**Miami Office**

4816 SW 72nd Ave

Miami, FL 33155

