# PeakJet Brand Guidelines for Distribution Partners

Short version for travel agencies and distribution partners · Version 1.0 (draft) · September 2026 · Supplements clause 17 of the Agency Access Portal Terms of Use

## 1 · LOGO



Primary: charcoal + orange on light backgrounds



White + orange on charcoal



White + orange on black



Monochrome black / grey / white (premium applications)

- Use only the original files from the Media Library – never redraw, retype or copy from screenshots.
- Clear space around the logo: at least the height of the "P".
- Minimum width: 25 mm in print, 100 px on screen.
- Do not: stretch, rotate, recolour, add effects or shadows, place on busy images, or merge with the agency logo.
- The operating carrier's logo may not be used next to or instead of the PeakJet logo.

## 2 · COLOURS & TYPE

| Peak Orange | Charcoal | Black | White | Warm Gray | Light Gray | Soft Orange |
|---|---|---|---|---|---|---|
| #E77338 | #544F4D | #000000 | #FFFFFF | #6B6766 | #F5F5F5 | #FFB583 |
| Accents, buttons, highlights | Text, logo on light backgrounds | Premium backgrounds | Text on dark, surfaces | Secondary text | Backgrounds, cards | Hover states, gradients |

Typeface: **Roboto** (Bold for headlines, Regular for body, Light for captions). Where Roboto is unavailable: Arial or Helvetica. Generous white space, few and clear headlines.

## 3 · HOW TO DESCRIBE PEAKJET

> *"PeakJet is the platform and travel brand for premium shared private aviation in Europe. Customers book a single seat or the exclusive Club area on scheduled flights from private terminals – with a 45-minute check-in time."*

Mandatory before every booking: "This flight is operated by [Operator], whose conditions of carriage apply." PeakJet is the platform and sales brand, not the airline.

Spelling: **PeakJet** (one word, capital J). Products: Prime, Club, Prime Convenience, Club Family, Club Clique. Category: "premium European mobility" or "shared private aviation" – not "luxury", not "private jet charter".

## 4 · TONE OF VOICE

**Do**

- Clear, direct, active language
- Name the benefit and outcome (time saved, calm terminal, more space)
- Warm and quietly confident – we do not need to shout
- Short sentences; specific about value

**Don't**

- Hyperbole, superlatives, "luxury"
- Stuffy corporate language or jargon
- Promises on aircraft type, seat, times or prices that differ from the Booking Platform
- Any impression that the agency is PeakJet or the operator

## 5 · NOT PERMITTED

- PeakJet or the logo in domain names, social media handles, app names or as a paid search keyword
- Promoting or presenting the flights under the operating carrier's brand
- Presenting own prices or promotions as the "PeakJet price"; agency fees must be shown separately
- Press releases, co-branding or paid campaigns using the brand without prior approval

## 6 · ASSETS & APPROVAL

Logos, images and copy: **peakjet.com/de/media** (Media Library). Product facts, fares and FAQ: peakjet.com/en/help. Use current files only – remove all material when the cooperation ends.

Co-branded material, ads, newsletters carrying the PeakJet logo, press copy: send as PDF to **agencies@peakjet.com** beforehand. Approval normally within 3 business days.