



VERSION 1.1 · AUGUST 2026

BRAND GUIDE

Precision made visible.

Aviation precision, quiet luxury. Lumis protects the condition, presentation, and perceived value of private aircraft through meticulous, aircraft-safe care delivered with discretion.

CALM · EXACTING · AVIATION-NATIVE

C O N T E N T S

The brand turns meticulous care into visible confidence. This guide keeps the system coherent from airside to aftercare.

01 Brand Foundation

02 Audience

03 Personality

04 Logo System

05 Colour

06 Typography

07 Graphic Language

08 Photography

09 Voice

10 Messaging

11 Applications

12 Brand Architecture

13 Governance

14 Assets & Downloads

A specialist aircraft-care partner at the intersection of aviation precision and quiet luxury service — not a cleaning company, and not automotive detailing adapted to aircraft.

MISSION

Protect the condition, presentation, and perceived value of every aircraft entrusted to Lumis.

PROMISE

Every surface is handled correctly. Every cabin is presentation-ready. Every handoff feels effortless.

POSITIONING

A specialist aircraft-care partner at the intersection of aviation precision and quiet luxury service.

ESSENCE

Precision made visible.

02 AUDIENCE Trust is earned differently

SEGMENT	WHAT THEY VALUE	WHAT EARNS TRUST
FBOs & handlers	Operational reliability	On-time execution, airside discipline, seamless coordination
Operators & fleets	Consistency at scale	Repeatable standards, reporting, recurring care
Owners & representatives	Asset confidence	Discretion, material safety, immaculate presentation
Flight departments	Cabin readiness	Predictable handoffs around live aircraft schedules

PRECISE

Specific, controlled,
technically credible.

DISCREET

Calm, private, never
performative.

ASSURED

Confident without
bravado.

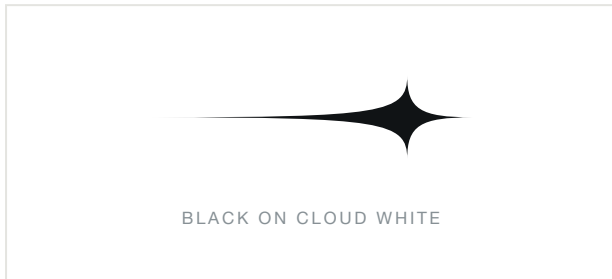
CONSIDERED

Measured, polished,
never excessive.

THE BRAND NEVER FEELS

Flashy · Loud · Automotive · Generic luxury · Casual about safety

A controlled line resolving into a polished reflection — a visual shorthand for finish quality, inspection, and readiness. Use the complete lockup for websites, proposals, service reports, uniforms, vehicles, and formal partner communications. The mark alone is the compact form for favicons, app icons, and moments where the audience already knows Lumis.



CLEAR SPACE & MINIMUM SIZE

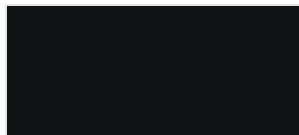
- **Clear space:** at least the height of the reflection point on every side
- **Print minimum:** 35 mm wide (full lockup)
- **Digital minimum:** 180 px wide (full lockup)
- Below minimum, use the reflection mark alone

APPROVED

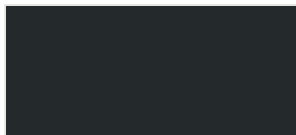
- White on Lumis Black
- Black on Cloud White
- Single-colour reproduction only

DO NOT

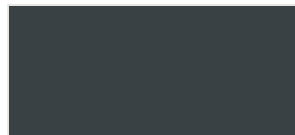
- Stretch, compress, rotate, or redraw the mark
- Change wordmark tracking or its relationship to the tagline
- Add shadows, bevels, glow, gradients, or metallic effects
- Place over busy aircraft imagery without a controlled field
- Use Aviation Blue as the default logo colour



LUMIS BLACK
#101315



HANGAR CHARCOAL
#24292C



RUNWAY GRAPHITE
#3A4145



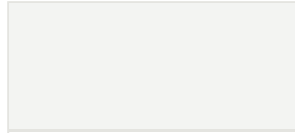
TITANIUM GREY
#879095



LUMIS PLATINUM
#B8B7B0



SIGNAL IVORY
#D8D4CA

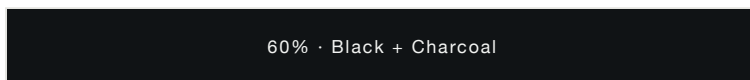


CLOUD WHITE
#F3F4F2

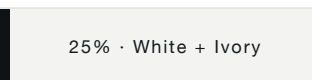


AVIATION BLUE
#527588

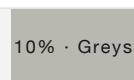
DARK NEUTRALS LEAD; BLUE SIGNALS ACTION



60% · Black + Charcoal



25% · White + Ivory



10% · Greys



5%

PAIRINGS

Primary — Cloud White on Lumis Black
Editorial — Lumis Black on Cloud White
Operational accent — Aviation Blue on white or charcoal

AVOID

Large blue fields
Decorative gold or metallics
Saturated brights
Low-contrast grey-on-grey body copy

Helvetica Neue is the primary brand typeface — Light or Regular for display, Medium for functional labels. **Arial** is the system fallback for documents, forms, emails, and environments where brand fonts cannot be controlled. Display tracking runs +160 to +240; body tracking stays at 0.

48–64 PT · HERO

Precision made visible.

32–40 PT · TITLE

Cabin readiness, without compromise

20–24 PT · SUBHEAD

Aircraft-safe care

14–18 PT · BODY

Detailed enough to inform; concise enough to feel calm.

10–12 PT · LABEL

SERVICE REPORT / AIRCRAFT ID

THE RUNWAY RULE

A thin horizontal line creates direction, inspection, and calm forward motion.

THE REFLECTION POINT

Use once per composition as a highlight, endpoint, or moment of reveal.

Spacing is generous. Corners are controlled. Lines are thin. Effects are minimal.

Surfaces

Aircraft reflections, polished finishes, clean geometry

People

Hands, uniforms, and process — never staged hospitality clichés

Details

Cabin materials, inspection points, finishing touches

Calm

Short sentences. No hype.

Specific

Name the surface, process, timing, or outcome.

Assured

State standards clearly; avoid exaggerated claims.

Service-led

Make coordination feel easy and dependable.

SAY

"Prepared for the next departure."

"Aircraft-safe care for every visible surface."

"Scheduled around your operation."

AVOID

"Ultimate luxury."

"Car-detailing finish."

"Best in class."

Primary line — Private Aircraft Detail Specialists.

ONE-SENTENCE POSITIONING

Lumis Aviation delivers meticulous, aircraft-safe exterior and cabin care for owners, operators, flight departments, and FBO partners.

SERVICE LANGUAGE

Cabin-ready · Surface protection · Finish enhancement · Aircraft-safe products · Presentation preparation · Recurring care

PRIORITY COLLATERAL

- Quote template
- Service report
- Inspection checklist
- Pricing sheet
- Partner proposal
- Uniform and vehicle livery

LIVE TEMPLATE SET

Lumis maintains branded builders for the **Service Brief**, **Quote / Invoice**, **Business Plan**, and **Operations Guide** — all built on this system.

CUSTOMER-FACING

Lumis Aviation

Website, proposals, service materials, uniforms, vehicles, social media, and partner presentations.

LEGAL / OPERATING

Privé International s.r.o.

Contracts, invoices, insurance, payroll, tax, supplier relationships, and airport-access documentation.

Required legal line — Lumis Aviation is a specialist aviation-services division of Privé International s.r.o.

- Does it feel aviation-native rather than automotive?
- Is the logo intact, legible, and surrounded by clear space?
- Do dark neutrals dominate and Aviation Blue remain an accent?
- Is the language calm, specific, and operationally credible?
- Does the legal entity appear only where required?
- Would an owner, operator, or FBO trust this at first glance?

Approved logo files are available to partners, FBOs, operators, and press directly from the website. Use vector (SVG) for print and screen wherever possible; use the high-resolution PNG for presentations and office documents.

ASSET	FORMAT	USE
Primary lockup	SVG · PNG (black / white)	Websites, proposals, letterhead, partner communications
Reflection mark	SVG · PNG (black / white)	Favicons, app icons, compact and social contexts
Brand guide	PDF	Reference for anyone producing Lumis-branded material

DOWNLOAD

Partner brand assets — lumisaviation.com/brand.html

PERMISSION & USAGE

Assets are provided for accurate representation of Lumis Aviation in an approved partnership context. Do not alter, recolour, or reconstruct the mark. Questions: hello@lumisaviation.com.



THE NORTH STAR

Precision **made visible.**

Lumis Aviation — Private Aircraft Detail Specialists · Brand Guide v1.1
A division of Privé International s.r.o. · Prague · hello@lumisaviation.com · lumisaviation.com