



Contents

01	The name	03
02	Strategy and voice	04
03	Logo	06
04	Construction and use	07
05	Colour	09
06	Typography	10
07	Icons and motion	11
08	Aircraft livery	12
09	Applications	13
10	Digital	15

SKYLARK is a fictional company created as a demonstration. Names, checks and figures are illustrative.

The name

SKYLARK

The lark climbs almost straight up and sings as it rises. Two syllables, said the same way in English and in Hebrew, and “sky” explains the business before a line is read.

Chosen

MERIDIAN

Navigational and calm. Set aside: already used by many companies in aviation, finance and hotels.

Set aside

HALCYON

Calm, clear days. Set aside: hard to spell after hearing it once, and awkward to say in Hebrew.

Set aside

Trademark	Search in classes 39 (air transport, charter) and 43
Domains	skylark.aero · flyskylark.com
Hebrew	סקיילארק · no unwanted meaning
Radio	Call sign to be confirmed with the aviation authority

Checks are illustrative. A real engagement ends with a clearance search by trademark counsel.

Strategy

On-demand charter on light and midsize jets, from Tel Aviv to Europe and the Gulf. One price before booking, and one person responsible for each trip.

Executives

Day trips to Cyprus, Athens and Istanbul. The time saved is the product.

Families

Summer islands, the Riviera, ski weeks in the Alps. Children, luggage, sometimes a dog.

Private clients

Discretion, the same crew, the same car at the stairs.

Clear

The price and the time come first.

Exact

Wheels up at 07:40 means 07:40.

Quiet

No noise in the cabin, the app or the brand.

Voice

Names and plain facts. Times, prices and people, stated once. No superlatives, no exclamation marks.

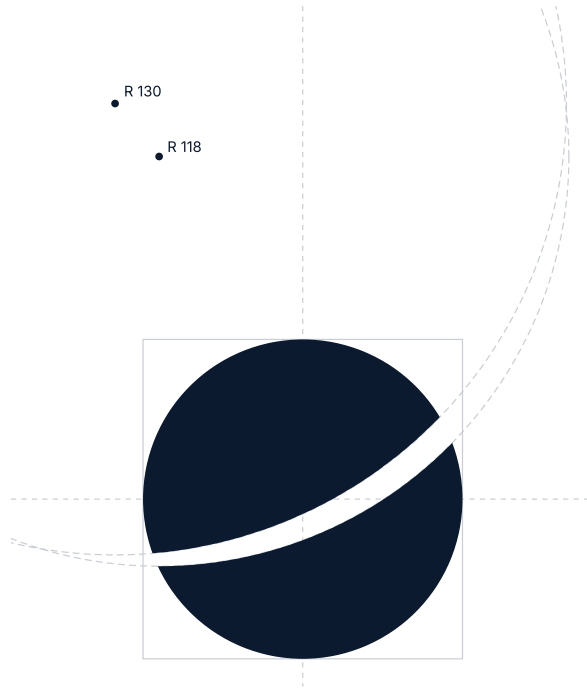
SAY	NOT
Wheels up 07:40 from Ben Gurion, private terminal.	Experience the ultimate in luxury travel.
Your price is €41,230, all fees included.	Unbeatable prices!
Captain Avidan will meet you at the car.	Our world-class crew will pamper you.
The light jet seats six. For eight, choose the midsize.	Upgrade your experience today.

Logo

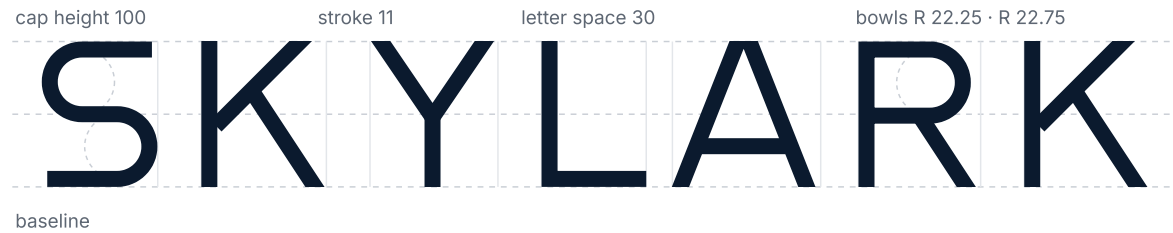


The symbol is a disc cut by one curved line: the horizon seen from cruising altitude, and the climb of the lark. The wordmark is drawn in one stroke weight, extended and openly spaced.

Construction



Symbol: a disc of radius 46 cut by two arcs, R 130 and R 118. Their centres sit off the disc, so the gap opens from 1 to 9 units.



Wordmark: cap height 100, one stroke of 11, terminals cut flat to the cap line and baseline, 30 units between letters. The S and the R share the same round bowl.

Clear space and use



Clear space

Half the symbol's diameter on every side.

Minimum size

Symbol 16 px · lockup 96 px wide · print 20 mm.

On photographs

White only, on the quiet part of the image.



Do not stretch



Do not recolour



Do not rotate



Do not fade

Colour

Midnight

#0B1A2E
RGB 11 26 46
CMYK 100 80 40 60

White

#FFFFFF
RGB 255 255 255
CMYK 0 0 0 0

Graphite

#1D232B

Steel

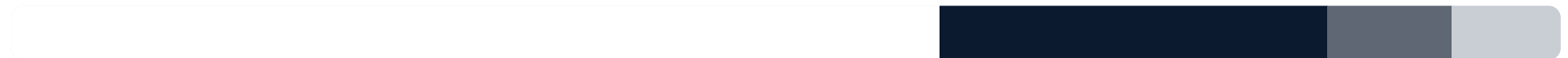
#5E6773

Cloud

#C9CED5

Mist

#EEF0F2



Proportion: white 60, Midnight 25, greys 15. No warm tones: no cream, sand or gold.

Typography

Aa

Archivo Expanded

Headlines, numbers, flight codes.

TLV → NCE · 3h 51m

Aa

Inter

Text, the app, documents.

Wheels up 09:00 · Private terminal

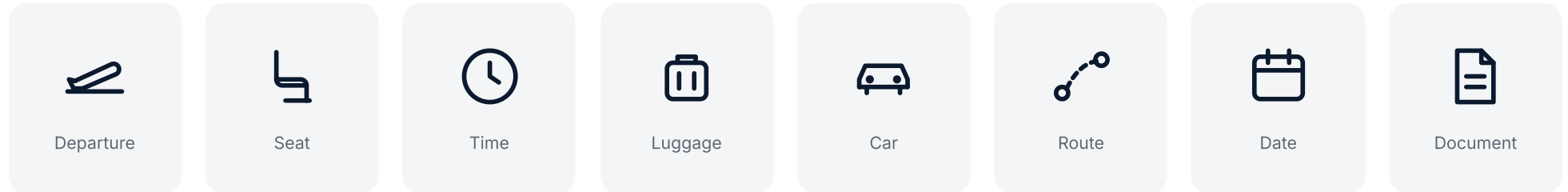
אב

Heebo

Hebrew, matched in weight to Inter.

המראה 09:00 · טרמינל פרטי

Icons and motion



24 px grid, 1.5 px stroke, round joins, no fills.

Climb, then settle

Ease out, 600 to 900 ms, no bounce.

One axis at a time

Up or across, never both. The wordmark is drawn stroke by stroke.

Nothing loops

Only live status indicators pulse.



Fuselage

Gloss white

Tail and nacelles

Midnight #0B1A2E

Tail symbol

White, 60% of fin chord

Wordmark

Midnight, aft of the cabin door



Crew
Midnight wool, white enamel pin



Paper
Boarding card, luggage tag, amenity pouch



Terminal
Wall logo in brushed Midnight metal



Cabin

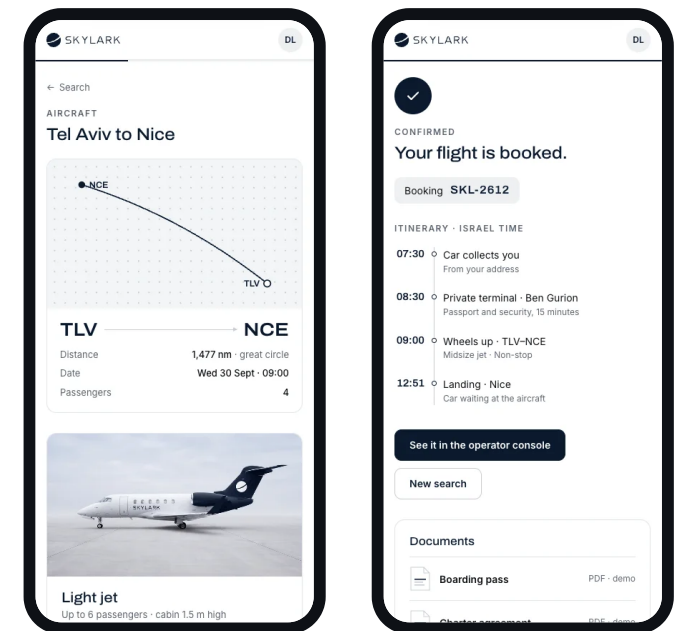
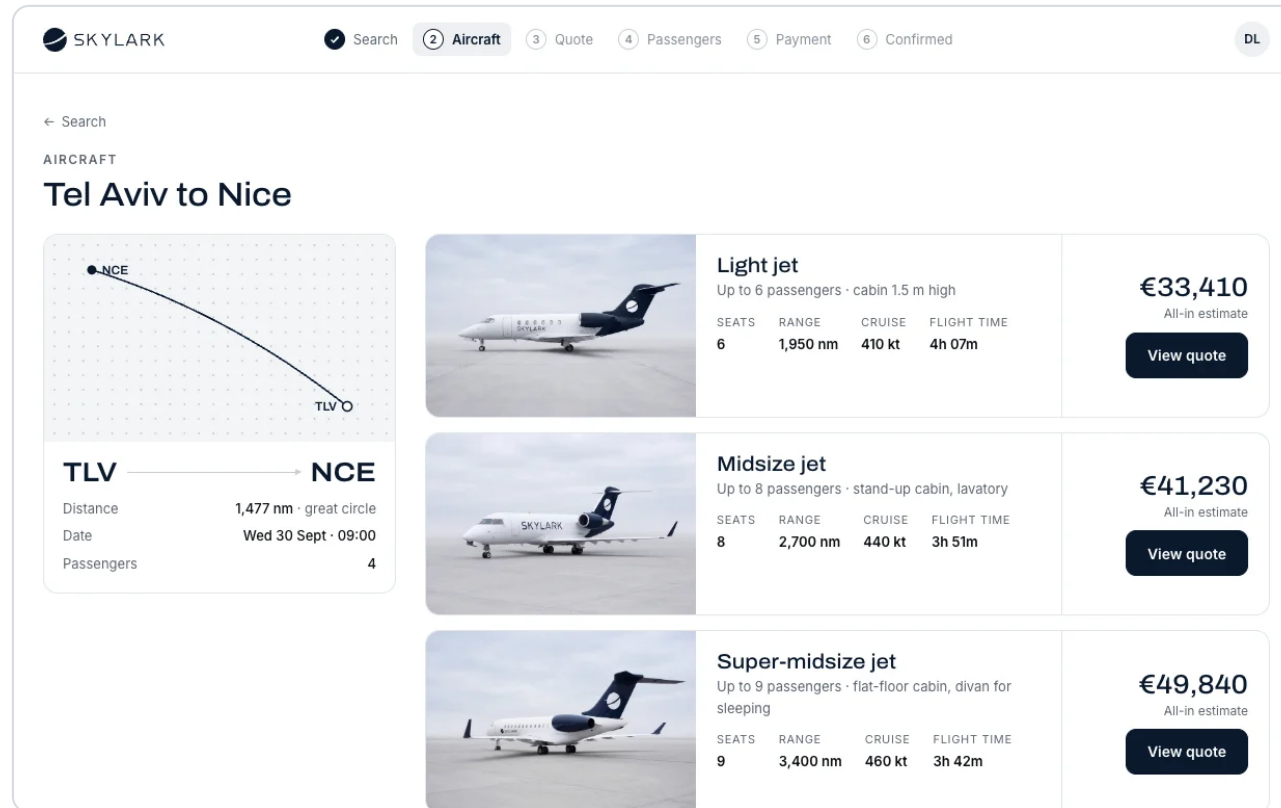
Grey leather, Midnight textiles, no warm veneers



Ground

Black car at the stairs, no badges

Digital



The client booking app and operator console follow the same colour, type and icon rules. Demo at skylark.aero (concept).

