



VANTAGE

AVIATION

WEBSITE STYLE GUIDE

COLORS



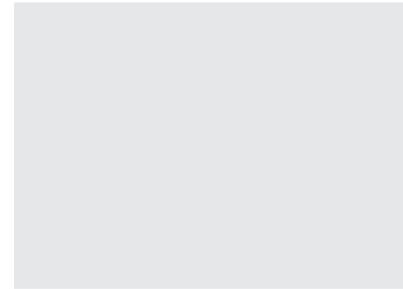
Red
RGB 189, 32, 46
WEB #BD202E



Blue
RGB 34, 49, 63
WEB #22313F



White
RGB 255, 255, 255
WEB #FFFFFF



Light Gray
RGB 230, 231, 232
WEB #E6E7E8

COLOR USES WITH TYPE



FONTS

ITC Avant Garde Gothic - Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ITC Avant Garde Gothic - Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Calibri - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Calibri - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BODY COPY

Cailibri - Regular 18px/28px, Blue; Link Bold Red

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam
nonummy nibh euismod tincidunt **ut laoreet dolore** magna.

Cailibri - Regular 18px/28px, White; Link Bold Red

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam
nonummy nibh euismod tincidunt **ut laoreet dolore** magna.

Cailibri - Regular 18px/28px, White; Link Bold Blue

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam
nonummy nibh euismod tincidunt **ut laoreet dolore** magna.

HEADLINES

ITC Avant Garde Gothic - Demi

H1 78/80px
MOBILE H1 42/46px

ITC Avant Garde Gothic - Demi

H2 48/54px
MOBILE H2 33/40px

ITC Avant Garde Gothic - Demi

H3 40/46px
MOBILE H3 28/32px

ITC Avant Garde Gothic - Book - All Caps - Tracking 50

SUBHEAD 30/38px
MOBILE 24/29px

ITC Avant Garde Gothic - Book - All Caps - Tracking 150

EYEBROW 20/24px
MOBILE 20/24px

MAIN NAVIGATION

Top Nav

ITC Avant Garde Book

16px, White, All caps

Rollover Blue

Background Red

Links

ITC Avant Garde Book

16px, White, All caps, Tracking 50

Dropdown Menu

Calibri Regular, 16px White

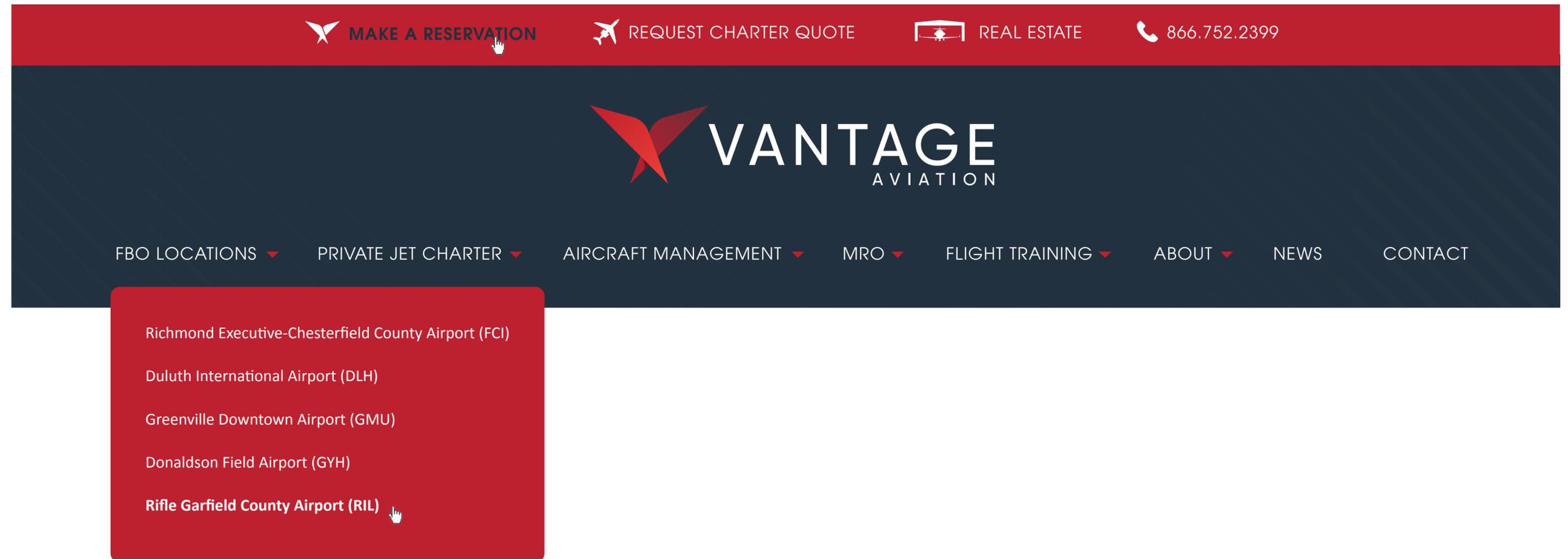
Rollover Calibri Bold

Rollover

ITC Avant Garde Demi

Dropdown Background

Red, Border Radius 10px



MOBILE MENU

Top Nav

ITC Avant Garde Book

16px, White, All caps

Background Red

Separators Med Red

Links

ITC Avant Garde Book

22px, White, All caps, Tracking 50

Subnav

ITC Avant Garde Book

16px, White

Back link

ITC Avant Garde Book

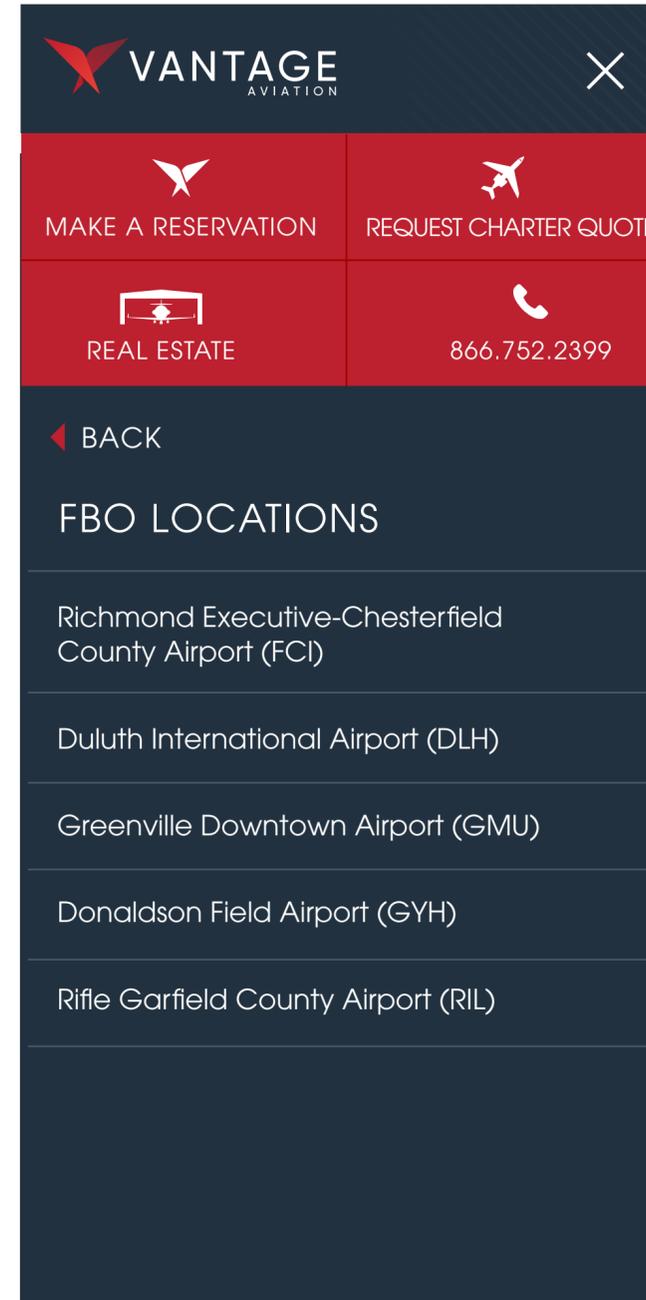
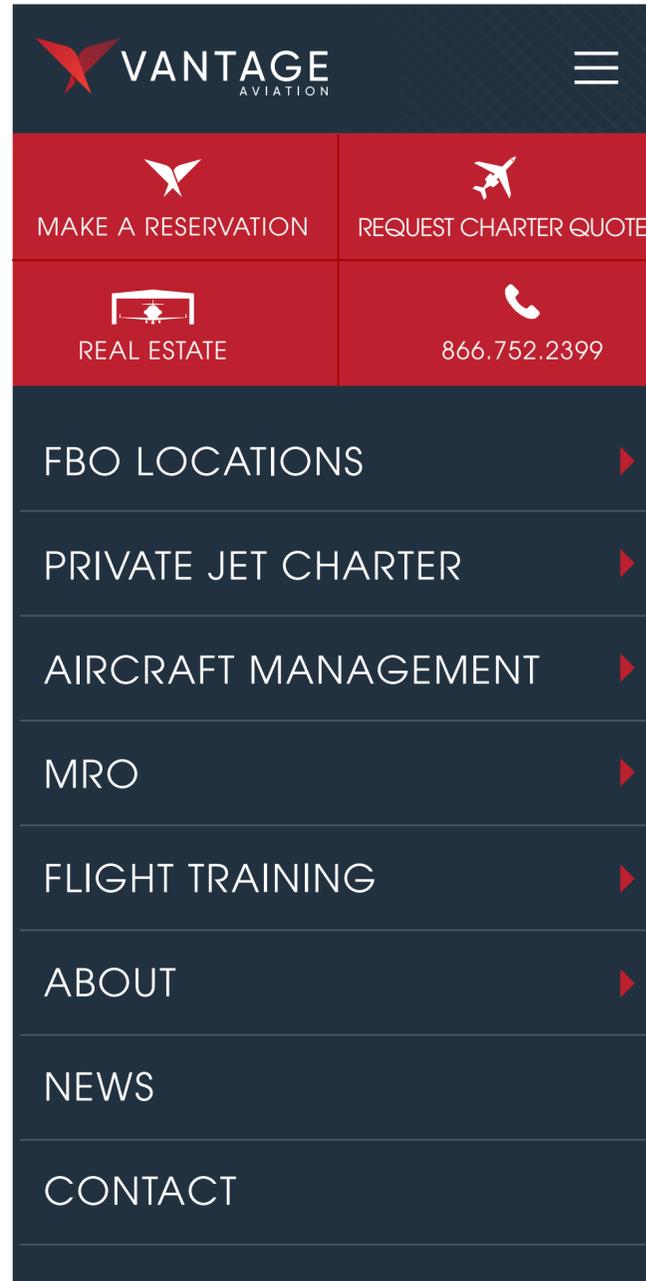
16px, All Caps, White

Dropdown Background

Red and Blue

Separators

#4E5A65 1 px



FOOTER

Main Links

ITC Avant Garde Book
16px, White

Phone

ITC Avant Garde Book
34px, White

Address

ITC Avant Garde Book
18px, White

Copyright

Calibri Regular
16px, White

Social

40px Red, Border Radius 10px

Background

Pattern

Mobile Footer



VANTAGE
AVIATION

866.752.2399

228 Park Ave S, PMB 73997
New York, NY 10003

[CONTACT](#) [in](#)

- Richmond Executive-Chesterfield County Airport (FCI)
- Duluth International Airport (DLH)
- Greenville Downtown Airport (GMU)
- Donaldson Field Airport (GYH)
- Rifle Garfield County Airport (RIL)
- Private Jet Charter
- Aircraft Management
- MRO Services
- Flight Training
- Careers
- News

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BUTTONS

On White Background

Border Radius 10px
ITC Avant Garde Demi, All Caps 18px, White
Red Background

On Rollover

Border Radius 10px
ITC Avant Garde Demi, All Caps 18px, White
Blue Background

On Red Background

Border Radius 10px
ITC Avant Garde Demi, All Caps 18px, White
Blue Background

On Rollover

Border Radius 10px
ITC Avant Garde Demi, All Caps 18px, White
White Background

On Blue Background

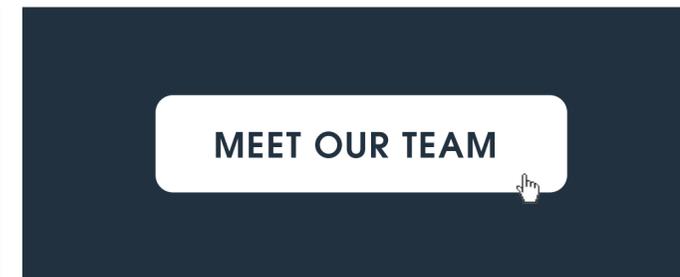
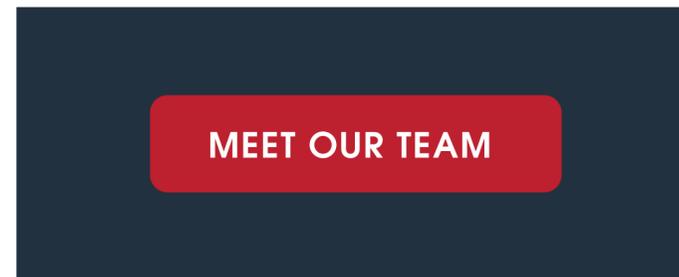
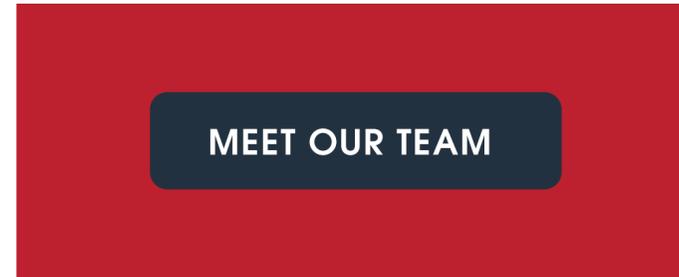
Border Radius 10px
ITC Avant Garde All Demi, All Caps 18px, White
Red Background

On Rollover

Border Radius 10px
ITC Avant Garde Demi, All Caps 18px, White
White Background

Padding

Top/Bottom - 20px
Left/Right - 30px



FORMS

Headlines

H2 & Eyebrow

Labels

ITC Avant Garde Demi
35px, White

Button

ITC Avant Garde Demi
All Caps 16px, White
Border Radius 10px

Image/Blue Background

Border Radius 20px

OUR SERVICES

Complete Aviation Solutions



FBO Locations

FIND LOCATION NEAR YOU

The image shows a modern, multi-story building with large glass windows and a dark facade, illuminated at night. A dark SUV is parked in front of the building. The sky is a deep blue.



Private Jet Charter

PLAN YOUR NEXT FLIGHT

The image shows a private jet on a tarmac at sunset. The sun is low in the sky, creating a warm glow. Several people are walking on the tarmac in the foreground.



Aircraft Management

DISCOVER OWNER BENEFITS

The image shows a close-up view of the nose and cockpit of a white aircraft. A person in a red shirt is visible on the aircraft's upper deck, possibly performing maintenance or inspection.

FBO SLIDER

Headlines

H2 & Eyebrow

Background

Blue Background Pattern

FBO Name

ITC Avant Garde Demi
35px, White

FBO Link

ITC Avant Garde Demi
All Caps, 16px, Red

Corners

Border Radius 20px

NETWORK HIGHLIGHTS

Built Around You

Each Vantage location is designed to cater to the specific needs of our customers.



Duluth (DLH)

- U.S. Customs on-site
- Rapid turns for tech stops
- Strategically positioned for transatlantic overflight

[VISIT DULUTH](#) >



Greenville (GMU)

- Closest GA access to downtown
- Tax-friendly basing
- Support for piston to Part 135 operators

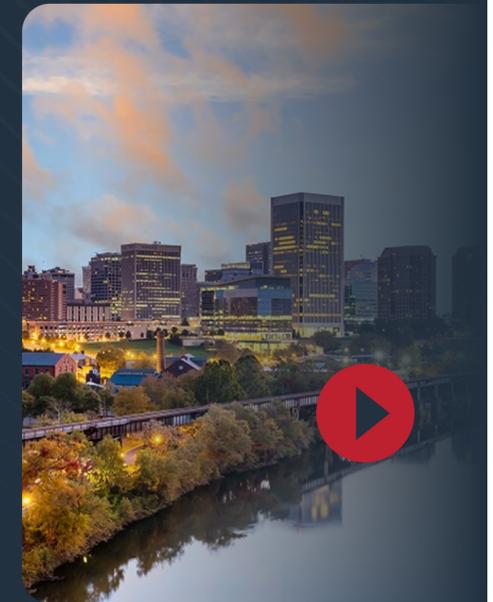
[VISIT GREENVILLE](#) >



Greenville (GYH)

- Closest GA access to downtown
- Tax-friendly basing
- Support for piston to Part 135 operators

[VISIT DONALDSON](#) >



Richmond (FCI)

- Private, secure hangars
- Car detailing and concierge
- Southern service, without

[VISIT RICHMOND](#) >

NEWS

Headline

H2

Article Headline

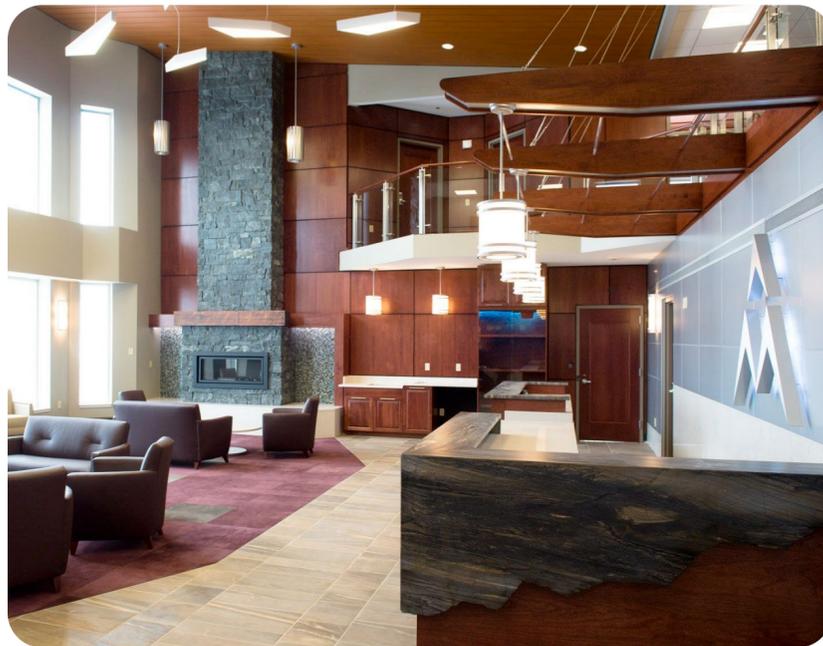
ITC Avant Garde Book
24px/30px, Blue

View All / Read More

ITC Avant Garde Demi
All Caps, 16px, Red

Latest News

[VIEW ALL ▶](#)



Expanding National Footprint with Acquisition of Monaco Air Duluth and Fly Duluth

[READ MORE ▶](#)



Acquisition of Two Greenville, SC FBOs

[READ MORE ▶](#)



Vantage Aviation and Business Aviation Group Unveil Landmark Hangar Development Plan

[READ MORE ▶](#)

HOMEPAGE HEADERS

Headlines

H1 & Eyebrow Blue

1900 x 870

Homepage Desktop



Headlines

H1 & Eyebrow White

Homepage Mobile



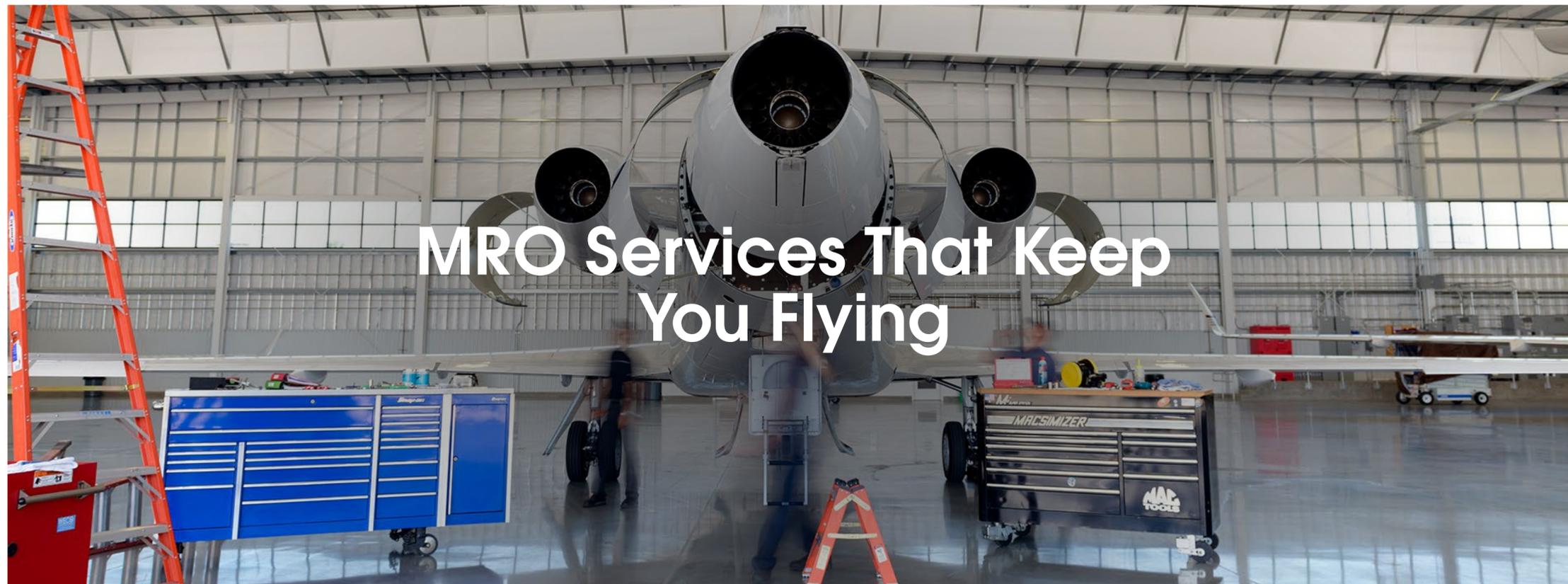
HEADERS

Headlines

H1 White

1900 x 700

Desktop



Mobile



FLEET

Aircraft Name

ITC Avant Garde Demi 35/43px

Specifications

ITC Avant Garde Book 18px

Red Line

1px



Gulfstream G500

Seating	13
Range	5,800 NM
Aircraft Size	Heavy

CTA

Border

Red, Solid 1px Radius 20px

Headline

H2

Start Your Vantage Experience

Explore our high-quality, reliable and efficient aviation services tailored for owner-operators, charter flyers and global business travelers. One network, one standard – an enhanced experience.

GET IN TOUCH

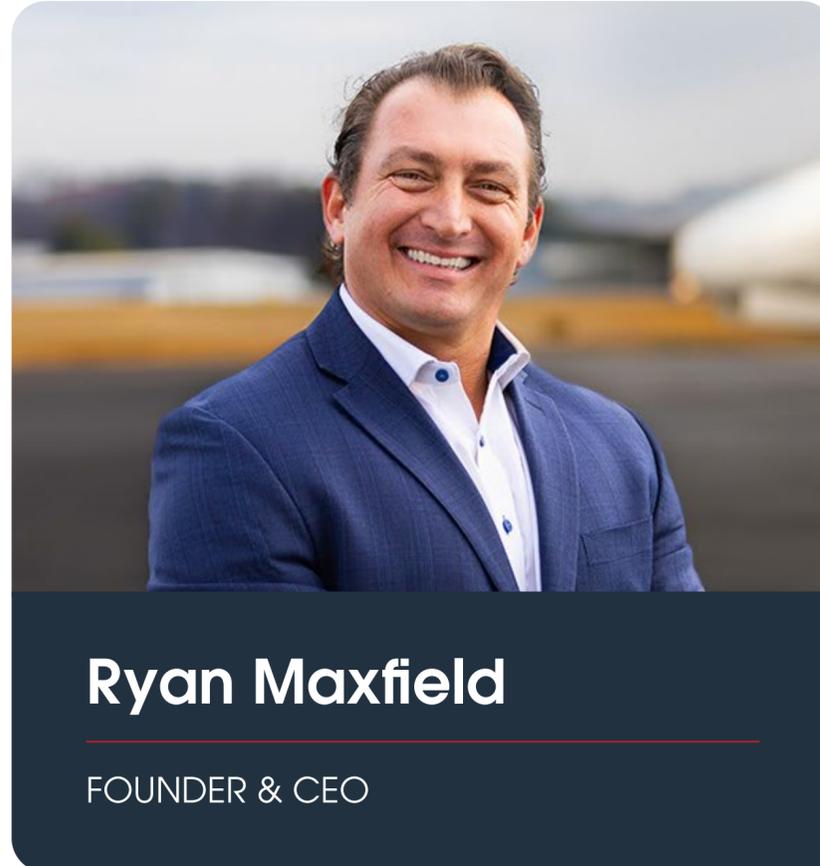
LEADERSHIP

Name

ITC Avant Garde Demi 35/43px

Title

Eyebrow



BIO

Name

H2

Title

Subhead

Line

Red 1px

EMAIL 

Ryan Maxfield

FOUNDER & CEO

Ryan is a lifelong aviator and commercial pilot who began flying at the age of 15. Prior to founding Vantage Aviation, Ryan was a founding member of the Jet Access Group and acted in the capacity of Chief Revenue Officer and Partner. His entrepreneurial drive and strong business and sales acumen quickly established Jet Access as a preferred FBO chain, charter operator, 145-repair station, and premier flight training schools.

Before entering the world of private aviation, he held multiple roles in aviation administration including Chief Airport Inspector for the state of Indiana and Airfield/Operations Manager for the Indianapolis Airport Authority. Ryan holds a BS from Indiana State University with double majors in Professional Flight Technology and Aviation Administration. Ryan also holds an MBA from the University of Indianapolis and is a Certified Member of the American Association of Airport Executives. In 2017 Ryan was named 40 under 40 by Airport Business Magazine.