

Plane & Simple Instagram Style Guide

Photography Style:

- Clean hangar or runway backgrounds (no clutter).
- Highlight gloss, reflections, and close-up detail.
- Stick to brand colors: Navy (#001126) + Gold (#D4AF37).

Captions:

- Keep them short, elegant, and professional.
- Lead with luxury positioning: 'Every detail, perfected ■'.

Post Mix:

- 50% before/after detail shots.
- 30% lifestyle aviation content.
- 20% promotional/package posts.

Content Calendar (Launch Month):

Mon: Before/After Brightwork Polish.

Wed: Interior leather detail close-up.

Fri: Wide shot on runway with logo overlay.

Sun: Lifestyle reel with music + detail clips.