

MELBOURNE AIRPORT

Brand Guidelines

At Melbourne Airport we are focused on creating connections that matter with our ultimate vision to be Australia's favourite airport destination.

Melbourne Airport is the gateway to Victoria and the world.

The brand attributes of Melbourne Airport are just like the wonderful city we are part of:

- Understated
- Elegant
- Sophisticated
- Warm
- Confident
- Truly Melbourne

Melbourne Airport offers an understated, yet sophisticated experience to be enjoyed by all travellers and business partners.

A warm and generous host that's thoughtful and considered. Whilst uniquely modern Melbourne, we're admired internationally.

These brand guidelines are to be adhered to when producing Melbourne Airport branded materials.

Our brand is a valued asset our shareholders rely on us protecting, and we require your help. Please consult these guidelines when creating any branded material, whether printed, digital or film. Please don't hesitate to reach out to the marketing team if you require further guidance, we're here to help.


Brand Identity




Primary Logo

The Melbourne Airport primary logo is our brand's primary asset and serves as the key identifier for our company. The word mark is displayed in upper case, projecting a strong and confident image.

MELBOURNE AIRPORT



Primary lock-up



Primary lock-up reverse

MELBOURNE AIRPORT

Secondary Logos

In addition to the primary logo, we have two secondary Melbourne Airport logos. These should only be utilised when it is not feasible to use the primary logo, such as in situations requiring improved legibility at small sizes.

MELBOURNE
AIRPORT

Left aligned lock-up

MELBOURNE
A I R P O R T

Justified lock-up

Common uses for these secondary logos may include logo grid lock-ups or small online advertising

Left aligned lock-up reverse

MELBOURNE
AIRPORT

MELBOURNE
A I R P O R T

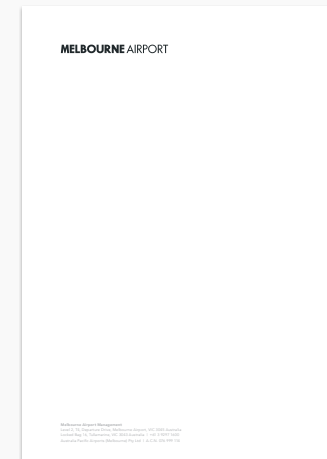
Justified lock-up reverse

Logo Positioning

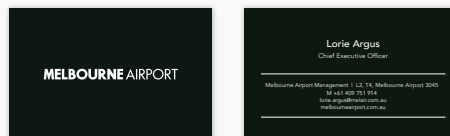
As we adapt to the needs of travellers, our brand requires flexibility to represent our company in the best possible way in different contexts. This is crucial to the strength and success of our brand. The logo may be positioned in any corner of a given design, provided that there is adequate contrast and preferably alignment with other elements. The examples below illustrate alternative logo positioning in various contexts.



Bottom left of screen presentation



Left aligned with type on letterhead



Centred with type
on business cards

Clear space and minimum sizing

Minimum clear space around logo

To ensure bold and clear representation of the Melbourne Airport brand, there should always be an area of clear space around the identity separating it from any other text and graphics. This space should be no less than the height of the 'M' of the Melbourne Airport mark on all sides as demonstrated.

Minimum size

The horizontal Melbourne Airport logo should not be used in any situation at a size smaller than 35mm in overall width. The two stacked versions should not be used at a size any smaller than 20mm in width.

Clear space



Minimum size



Logo Usage

To maintain a unified appearance, the logo must always be reproduced in accordance with the rules specified in this style guide. Never create your own logo and always use the supplied master artwork.

Do



Place the logo on image backgrounds that have sufficient simplicity and contrast



Reverse the logo out on dark tones



Use the logo in Melbourne Airport Charcoal or black on light tones



Use the logo in Melbourne Airport Gold on Melbourne Airport Charcoal



Use the stacked version when small to maximise legibility

Do not



Stretch or pinch the logo



Modify the colour



Use in low resolution



Distort or treat with filters



Reverse out of a busy image



Include any additional elements



Partnerships

When using the Melbourne Airport logo in a partnership or sponsorship context, it is important to give careful consideration to sizing and balance. The size relationship between the Melbourne Airport logo and the organization being endorsed should appear visually balanced.

Ideally, the two logos should be positioned separately. However, in some instances when multiple organisations are involved, there may be a need to align the logos side by side. While this is permitted, the size relationship between the logos should still appear visually balanced, without one logo dominating the other. It is also important to follow the minimum size and clear space guidelines.



Multiple partners logos lock-up example

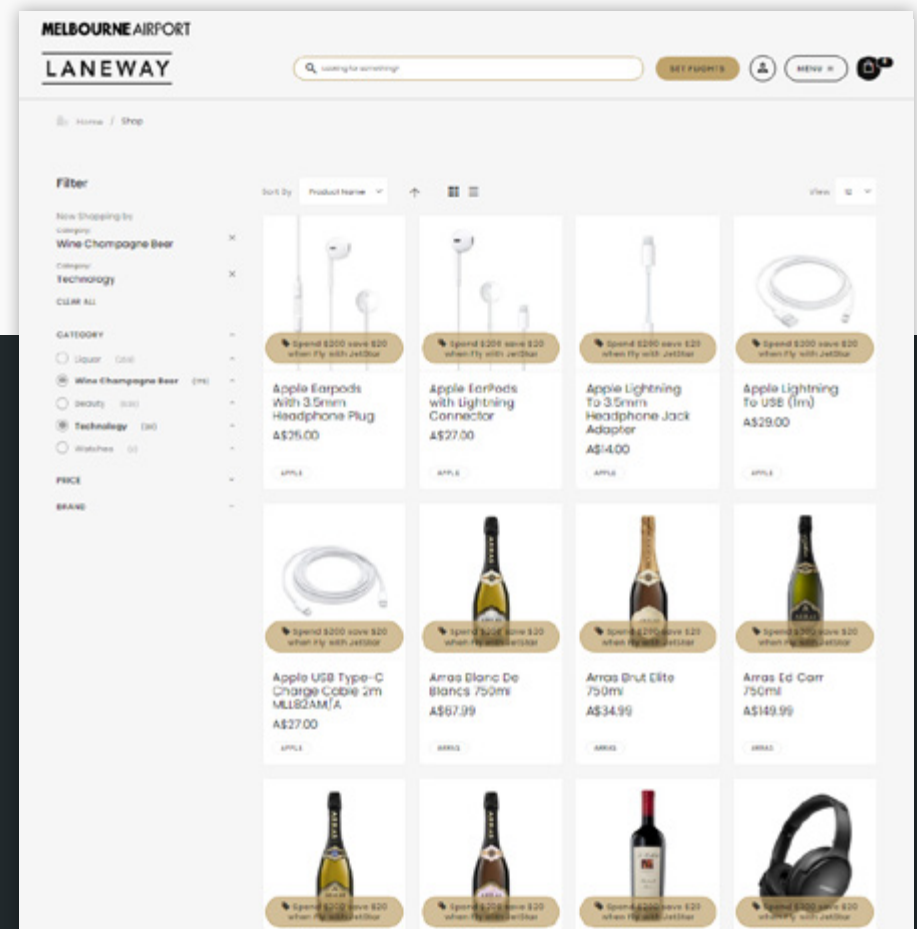
Sub-brands

Melbourne Airport Laneway is our e-commerce duty free platform where passengers can purchase their duty free items online.

In addition to the Melbourne Airport brand, we also have sub-brands that should only be used where applicable. The sub-brand logos are only to be applied on specified communications that relate directly to the sub-brand or a travel partner that has an association with Melbourne Airport.



Any use of the sub-brands will require approval, and the same Melbourne Airport brand guidelines apply.



Our Melbourne Airport Brand

Community usage

Any use of the Melbourne Airport brand will require approval prior to usage, and the same Melbourne Airport brand guidelines apply.

Melbourne Airport Stepping Forward, under the banner of Our Melbourne Airport is a program that provides a foundation of service training for our broad Melbourne Airport family.

Primary

MELBOURNE AIRPORT
Stepping Forward

Secondary

MELBOURNE AIRPORT
Stepping Forward

The Melbourne Airport Excellence Awards honours and rewards anyone who contributes excellence to the airport, delivering on our vision to become 'Australia's favourite airport destination'. The awards are open to individuals, organisations, contractors, suppliers, partners and volunteers.

MELBOURNE AIRPORT

Excellence

AWARDS

Primary

MELBOURNE AIRPORT
Stepping Forward

Secondary

MELBOURNE AIRPORT
Stepping Forward

MELBOURNE AIRPORT

Excellence

AWARDS

Primary Colour Palette

Our primary colour palette is refined and sophisticated, inspired by the design of the airport. The Melbourne Airport Charcoal is our key brand colour and should be used in the majority of branded applications.

When it is appropriate to use a highlight colour, gold is our preferred option. We recommend using a Pantone colour or foil for the gold to achieve the most sophisticated finish. For digital applications the gold gradient should be used.

PRIMARY

CHARCOAL

PMS 447 C
CMYK 55 39 38 83
HEX # 353735

WHITE

PMS N.A
CMYK 0 0 0 0
HEX # FFFFFFFF

GOLD GRADIENT

CMYK 24 30 59 0
HEX # C6AB7A

CMYK 0 10 26 0
HEX # FFE4BF

GOLD FLAT

PMS 466 C
CMYK 6 15 41 10
HEX # DC940E

Secondary Colour Palette

The secondary colour palette has been inspired by Melbourne. A colour palette that is as diverse as the city.

These colours should be used conservatively to complement the primary palette as highlight colours, such as on charts, icons, and maps.

SECONDARY

SKY BLUE

PMS 551 C
CMYK 35 6 4 0
HEX # A1CFE3

SUNSET PINK

PMS 494 C
CMYK 4 27 8 0
HEX # EEC2CD

MINT GREEN

PMS 3385 C @85%
CMYK 45 0 40 0
HEX # 8ECFAE

ELECTRIC BLUE

PMS 2369 C
CMYK 89 75 0 0
HEX # 3555A6

INDUSTRIAL RED

PMS 2345 C
CMYK 0 67 52 0
HEX # F3766C

INDUSTRIAL GREEN

PMS 7719 C @75%
CMYK 78 0 45 35
HEX # 008377

DEEP CBD BLUE

PMS 534 C
CMYK 100 45 0 65
HEX # 00345E

TERRACOTTA

PMS 7625 C
CMYK 0 78 73 0
HEX # F15F4B



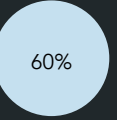

DARK GREEN

PMS 3292 C
CMYK 91 10 52 52
HEX # 005E55



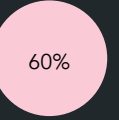

Half-tone Colours

Half-tone colour palette is to be used only when a broader palette is required such as for graphs and tables.





Sky Blue

			
100%	80%	60%	40%
RGB 161 207 231 #A1CFE7	RGB 179 216 235 #B3D8EB	RGB 197 224 239 #C5E0EF	RGB 215 233 243 #D7E9F3





Sunset Pink

			
100%	80%	60%	40%
RGB 247 170 191 #F7AABF	RGB 248 187 203 #F8BBCB	RGB 250 203 214 #FACBD6	RGB 252 220 226 #FCDCE2




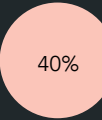
Mint Green

			
100%	80%	60%	40%
RGB 142 207 174 #8ECFAE	RGB 164 215 188 #A4D7BC	RGB 186 224 204 #BAE0CC	RGB 208 234 219 #D0EADB





Electric Blue

			
100%	80%	60%	40%
RGB 53 85 166 #3555A6	RGB 92 109 179 #5C6DB3	RGB 126 135 194 #7E87C2	RGB 163 168 212 #A3A8D4





Industrial Red

			
100%	80%	60%	40%
RGB 243 119 108 #F3776C	RGB 246 144 131 #F69083	RGB 248 170 156 #F8AA9C	RGB 251 197 185 #FBC5B9





Industrial Green

			
100%	80%	60%	40%
RGB 0 131 119 #008377	RGB 63 150 140 #3F968C	RGB 109 171 164 #6DABA4	RGB 153 195 189 #99C3BD




Deep CBD Blue

			
100%	80%	60%	40%
RGB 21 54 93 #00345E	RGB 0 79 120 #004E78	RGB 68 110 147 #446E93	RGB 118 146 179 #7692B3

Terracotta

			
100%	80%	60%	40%
RGB 241 95 75 #F15F4B	RGB 244 127 102 #F47F66	RGB 247 157 132 #F79D84	RGB 250 188 168 #FABC8A

Dark Green

			
100%	80%	60%	40%
RGB 0 94 85 #005E55	RGB 23 116 109 #17746D	RGB 84 142 138 #548E8A	RGB 153 187 207 #85ACAA

Typography

To ensure clarity of all brand communications, the Melbourne Airport brand's typography and its use should be consistent. The brand typeface is Avenir and is to be used across all communication material. It reflects our brand's sophistication, modernity and innovation.

Main headlines:

Avenir Heavy and sentence case

Large statement paragraphs:

Avenir Medium and sentence case

Body copy:

Avenir Book and sentence case

For further information and any bespoke items not covered off in these guidelines please contact the Marketing team.

Avenir
Book^{80pt}
Medium^{80pt}
Heavy^{80pt}

Below is a statement in Avenir 15pt Medium

Lorem ipsum dolor sit amet, viderer lobortis usu, consulatu
comprehensam sit cu. Duo officiis nominati argumentum eu,
ornatus offendit quaerendum no vis an sonet forensibus.

Typography

These are the basic typographic rules when producing communication materials.

Main Headlines

Avenir Heavy 40pt sentence case
Leading: 40pt
Tracking: -15

Large statement or pull out
quote uptae pliquod ut et
modist, et doluptam ea vent
harum quae provit dolut et

Avenir Medium 25pt sentence case
Leading: 28pt
Tracking: -15

Aximuscidunt quibusam, sus, con rem rerio. Uptus vendes ad maxim nem
sundandi cullibu sapediciis dis ulparib usdae. To est esciaes doluptatibus
plab ipsam vent et laut adiosa volum laccull essinum latur, quodi cus, cum
a id est et endi ut et quiam quatatumem adiscit, ium etur sunt endit, is con
et as dolest occus, sus, imagnimpel imet labo.

Avenir Book 10pt sentence case
Leading: 13pt
Tracking: -15

Axim nullum ne aceribus nobitia num nobis eumquam nos untorem oluptae
voluptatem facea aut atium debisita doloreptam quatur ra ium rem et il
idelliam, comnis min nonseri aectio. Ed quam, volupti re cusa et doluptis
voluption ne plabore vel is dolo cusam rererae.

Web and digital Typography

Our web and digital brand font is Poppins, and it should be used for any online publishing, such as on websites, apps, and display advertising. The same basic typography rules as on the previous page apply.

Main headlines:
Poppins Medium and sentence case

Large statement paragraphs:
Poppins Regular and sentence case

Body copy:
Poppins Light and sentence case

For further information and any bespoke items not covered off in these guidelines please contact the Marketing team.

Poppins 80pt
Light 80pt
Medium 80pt

Below is a statement in Poppins 15pt Light

Lorem ipsum dolor sit amet, viderer lobortis usu, consulatu
comprehensam sit cu. Duo officiis nominati argumentum eu,
ornatus offendit quaerendum no vis an sonet forensibus.

Fall-back Typography

Our fallback brand font is Arial and should be used when Avenir is unavailable, such as on Windows Operating System driven applications like PowerPoint and Word. The same basic typography rules as on the previous page apply.

Main headlines:

Arial Bold and sentence case

Large statement paragraphs:

Arial Regular and sentence case

Body copy:

Arial Regular and sentence case

For further information and any bespoke items not covered off in these guidelines please contact the Marketing team.

Arial 80pt

Regular 80pt

Bold 80pt

Below is a statement in Arial 15pt Regular

Lorem ipsum dolor sit amet, viderer lobortis usu, consulatu
comprehensam sit cu. Duo officiis nominati argumentum eu,
ornatus offendit quaerendum no vis an sonet forensibus.

Photography

Photography should be used to support the brand and showcase Melbourne Airport in a dynamic way with an emphasis on angles, perspective, and movement. The focus should be on airport infrastructure, people, and the environment, portraying Melbourne Airport as a contemporary and sophisticated place.

Photography is a key component in telling the stories of Melbourne Airport.



Image style

Choose the appropriate style of photograph for the story you want to tell, from the panoramic grandeur of the aviation shots or lifestyle model poses to a close up of a funky restaurant.

Aviation



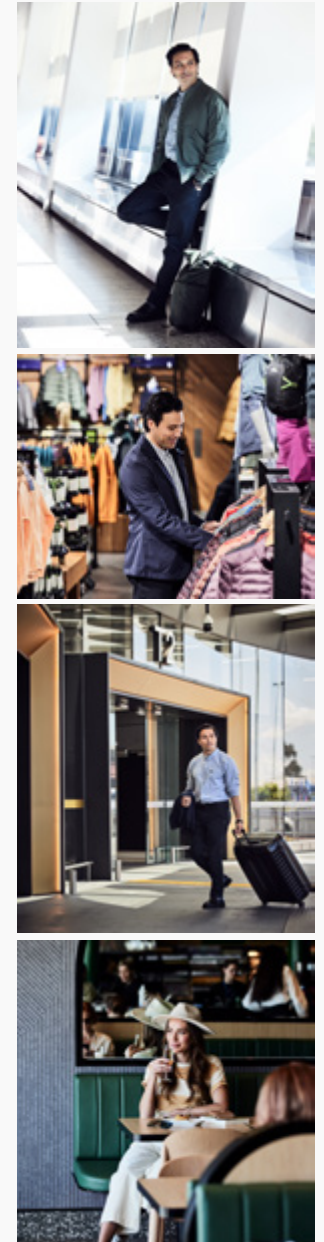
Retail



Terminal



Lifestyle



Brand Applications



Business Cards

We have two versions of the business cards, one tailored toward local clients and the other toward our Asian clients.

Standard business card

Printed on Colorplan Ebony Black. White foil logo. White printed text.



Asia business card (combination)

Printed on Colorplan Dark Grey. Gold foil logo both sides. White printed text both sides (one side English, one side Mandarin).



Asia business card (English only)

Printed on Colorplan Dark Grey. Gold foil logo. White printed text.



Property Team Business Cards

We have a separate approach to business cards for the property team incorporating their asset portfolio branding.

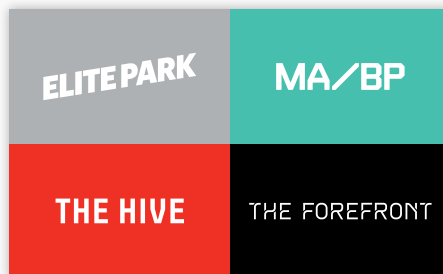
Property business card

Details on Colorplan Ebony Black. White foil logo. White printed text. Asset branding printed CMYK on white stock. Duplex mounted.

Front



Back (5 x variations)



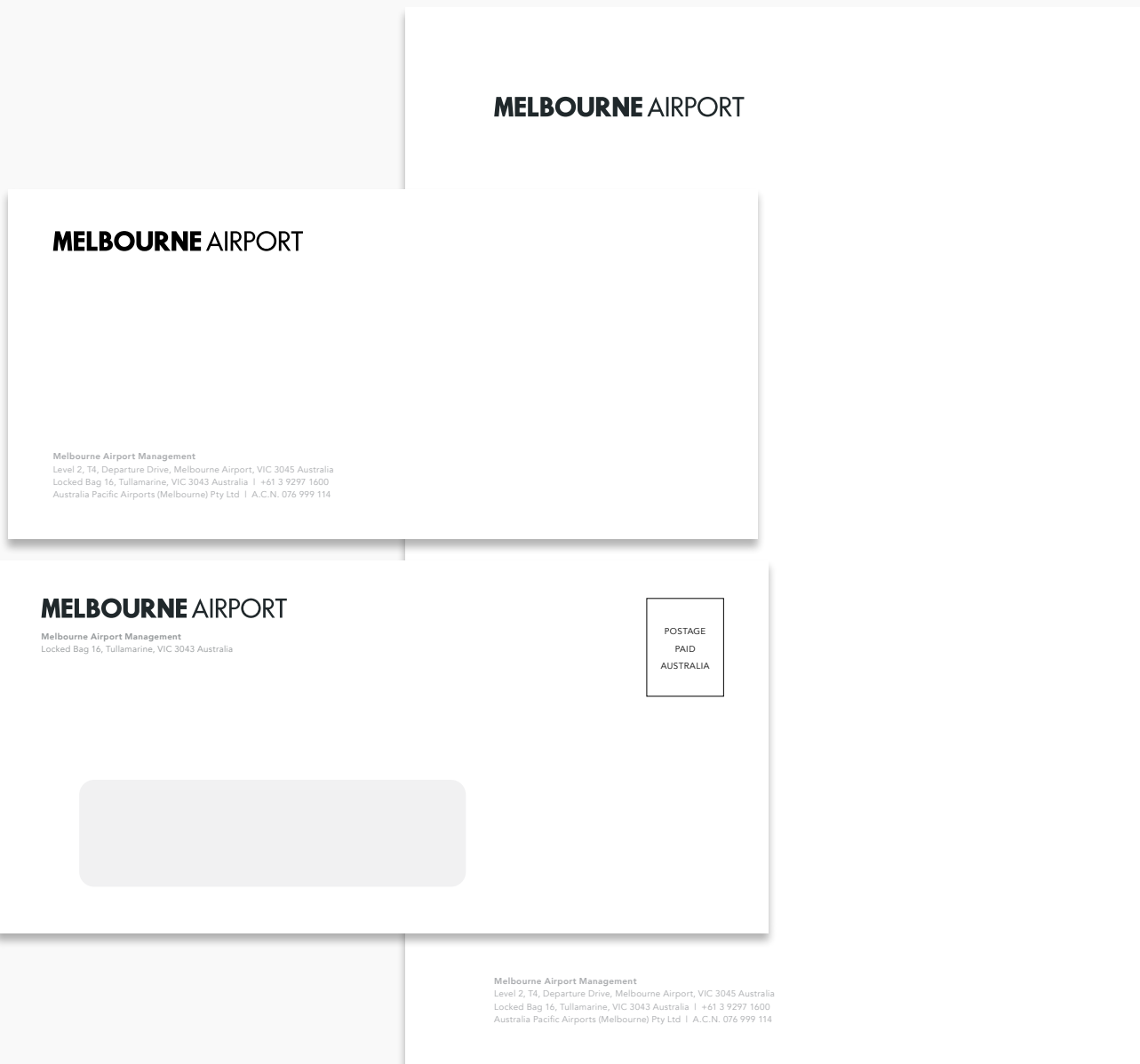
Corporate Stationery

Here are some examples of Melbourne Airport corporate stationery.

On our corporate stationery we generally position our logo top left. We position our contact information at the bottom of the page left aligned with our logo. Our logo colour is Melbourne Airport Charcoal and our contact information is Melbourne Airport Charcoal at 40% tint.

Avenir is the primary typeface, however when this is not possible, Arial is the fall-back font.

We generally set our body copy at 10pt with 13pt leading to give it a little more space than standard.



Media Release

Here is an example of an official Melbourne Airport Media Release.

MELBOURNE AIRPORT

Media Release

Friday 18th June 2018

Melbourne Airport passenger performance April 2023

Key points:

- Melbourne Airport surpasses 30 million travellers in the 2017/18 financial year to date.
- International passenger growth up by almost six per cent on April 2017.
- Malindo Air joins Melbourne and announces daily flights to Bali.

Melbourne Airport facilitated a solid month of travel despite an early start to Easter as international passenger volumes peaked at almost 900,000 people, nearly six per cent higher than travel rates in April 2017.

A significant milestone was reached when overall passenger numbers surpassed 30 million people for the financial year to date, translating to a 4.6 per cent increase on the same period last year. Domestic passenger volumes also exceeded figures from April 2017 with 2.1 million passengers flying through Melbourne.

Melbourne Airport CEO Lyell Strambi said the airport's latest figures support the need for a third runway.

"Our latest traveller data shows passenger volumes are up by 3.3 per cent compared to the same time last year, which is really positive especially since Easter fell in March, however, the continued growth puts pressure on our current two-runway system, which is why we are taking steps to add a third runway," said Mr Strambi.

"Melbourne Airport is really coming into its own as more airlines join the network and connect Melbourne to destinations that were never before available such as Santiago, Vancouver and Colombo.

"Just last month we enhanced our international offering by welcoming Malindo Air to Melbourne's network, set to commence services to Bali in June. More competition means additional choice and lower fares and we are seeing more travellers than ever taking advantage of convenient direct services to and from Melbourne."

Mr Strambi said Victoria's tourism industry is set to continue thanks to recent state government funding.

"Earlier this month the state government allocated \$51.1 million in the Victorian Budget 2018/19 to attract more tourists as part of Visit Victoria's work to increase visitor spending, and we anticipate that this will encourage further inbound tourism through air travel."

Visit Victoria CEO Peter Bingeman congratulated Melbourne Airport on its role in facilitating travel to the state.

"I congratulate Melbourne Airport for its ongoing efforts to attract new airlines to the state and provide a premium gateway to Victoria for the 30 million passengers who arrive here each year," said Mr Bingeman.

"The continued rise in passenger numbers is truly fantastic and can be attributed to the great work of industry and government working together to attract more visitors than ever before."

- 1 -

April 2018:	April 2017	Growth (%)
896,789	847,828	5.8%
2,160,246	2,111,088	2.3%
3,057,035	2,958,916	3.3%

compared to April 2017

FY to April 2018:	April 2017	Growth (%)
9,150,932	8,387,878	9.1%
21,822,093	21,227,926	2.8%
30,973,025	29,615,804	4.6%

ntage growth

- ENDS -

For more information please contact Melbourne Airport media on +61 3 9335 3666.

- 2 -

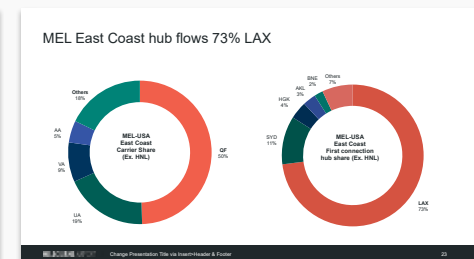
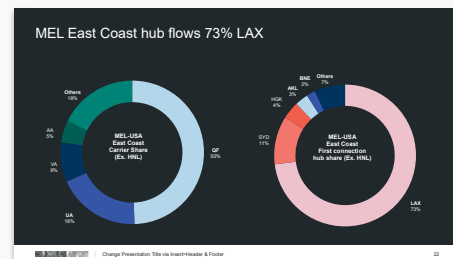
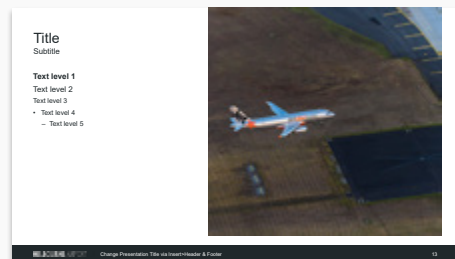
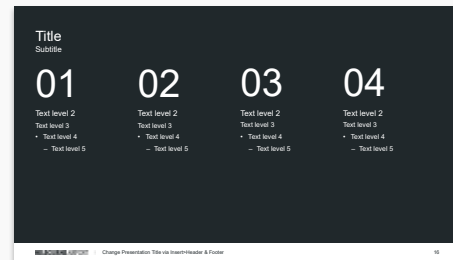
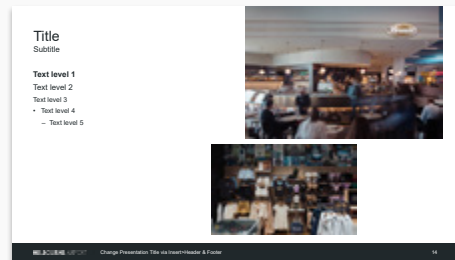
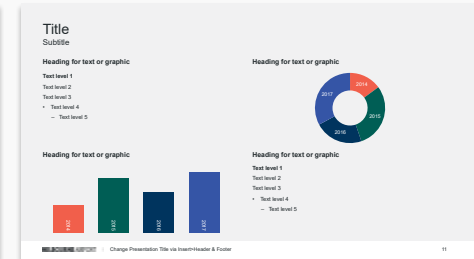
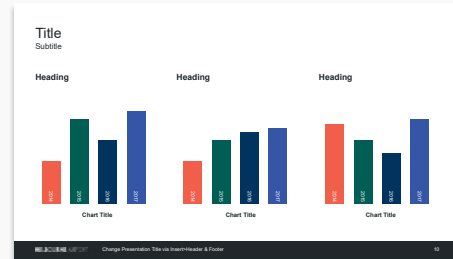
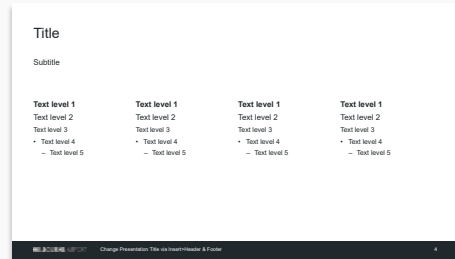
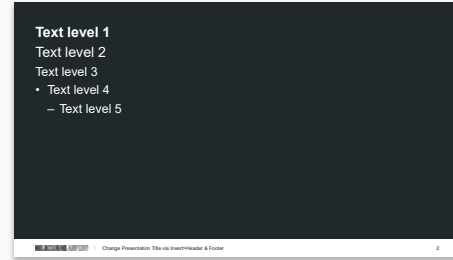
Presentation template

Here are some example pages from the Melbourne Airport presentation template. This is designed to be an visually engaging and dynamic document. Varying the scale of objects and images and use of negative space gives the document energy.

We avoid using large slabs of copy, preferring to use images, charts and icons to communicate with short, concise messages.

These examples demonstrate the correct principles of using the graphic elements in combination for PowerPoint covers. Please always use the templates provided. It is not a requirement that an image always appears on the cover. If no suitable image is available the graphic cover is a good alternative.

The template opposite includes the Melbourne Airport brand only.



EDM template

We send regular updates to our customers using our custom designed EDM template. The elegant template ensures our brand look and feel remains across all platforms.

Here is an example showing how our EDM is made up of various elements and modules.

Flight deals



New Year Take Off Sale



Satisfy your wanderlust in 2023 with Singapore Airlines 'New Year Take off deals. Book special fares to selected destinations including Singapore, Thailand, Japan, USA, India and more. Fly from Melbourne to Singapore from as low as **\$733*** return, economy class.

Sale ends 29 January 2023. Travel between 01 May 2023 – 30 November 2023. T&Cs apply.

BOOK NOW

International Flight deals



Explore Asia Sale*



Plan your next 2023 holiday to your favourite destinations including Japan, South Korea, Thailand, Philippines, Malaysia and Vietnam with Cathay Pacific. Save on fares such as Melbourne to Tokyo from as low as **\$1,120*** return, economy class.

Sale ends 28 February 2023. Travel between 1 February – 10 June 2023.

BOOK NOW



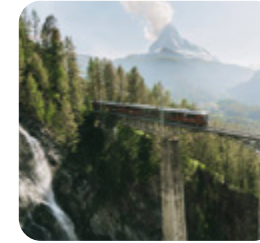
Fly a Friend for FREE[^] Holiday Packages



Book one of Jetstar's great-value package deals from Melbourne to a range of great destinations – like Bali, Cairns, or Darwin – and you can bring a friend for free[^]!

[^]Sale ends 11.59pm AEDT 30 January 2023, unless sold out prior. Selected packages. Conditions apply.

BOOK NOW



Discover Europe



Plan ahead and enjoy amazing offers to trending destinations across Europe including, Germany, Italy, France, Greece, Spain and more from **\$1,989*** return.

Book by 31 January 2023 for travel between 25 January – 3 April 2023. *Terms and conditions apply.

BOOK NOW



Singapore and beyond from \$220*



Checking off your 2023 travel bucket list at low fares? Scoot from Melbourne to destinations such as Singapore, Tokyo and Phuket from as low as **\$220*** one-way.

*Taxes included. Terms and travel periods apply.

BOOK NOW

Domestic Flight deals



Gold Coast from \$99*



Looking for a change of scenery? Take advantage of Rex's midweek promo fares and fly Melbourne to Gold Coast from **\$99*** one-way, economy. Save when you travel Tue, Wed, and Thu. Baggage allowance and refreshments included.

Subject to availability. T&Cs apply.

BOOK NOW



Cairns from \$169*



Whether you're looking for a relaxing getaway or an adventure filled vacation, Cairns has it all. Fly Melbourne to Cairns from **\$169*** one-way, Economy Lite.

Sale ends 14 February 2023. Travel between 4 May – 4 June 2023, 20 July – 19 September 2023, 9 October – 8 November 2023.

BOOK NOW



EDM template

Here is an example showing our EDM on dark background.

Flight deals



New Year Take Off Sale



Satisfy your wanderlust in 2023 with Singapore Airlines 'New Year Take off' deals. Book special fares to selected destinations including Singapore, Thailand, Japan, USA, India and more. Fly from Melbourne to Singapore from as low as \$733* return, economy class.

Sale ends 29 January 2023. Travel between 01 May 2023 – 30 November 2023. T&Cs apply.

BOOK NOW

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BOOK NOW



Singapore and beyond from \$220*

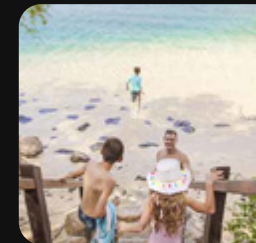


Checking off your 2023 travel bucket list at low fares? Scoot from Melbourne to destinations such as Singapore, Tokyo and Phuket from as low as \$220* one-way.

*Taxes included. Terms and travel periods apply.

BOOK NOW

Domestic Flight deals



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Subject to availability. T&Cs apply.

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Sale ends 14 February 2023. Travel between 4 May – 4 June 2023, 20 July – 13 September 2023, 9 October – 8 November 2023.

BOOK NOW



Vision Strip

Our vision strip has been designed to help all airport visitors safely navigate around the terminals and extend our brand across the airport.

Vision Strip

Repeating pattern design visible from both sides of glazing. Colour application requires minimum 30% contrast to environment/built-form.



Colour application



Detail



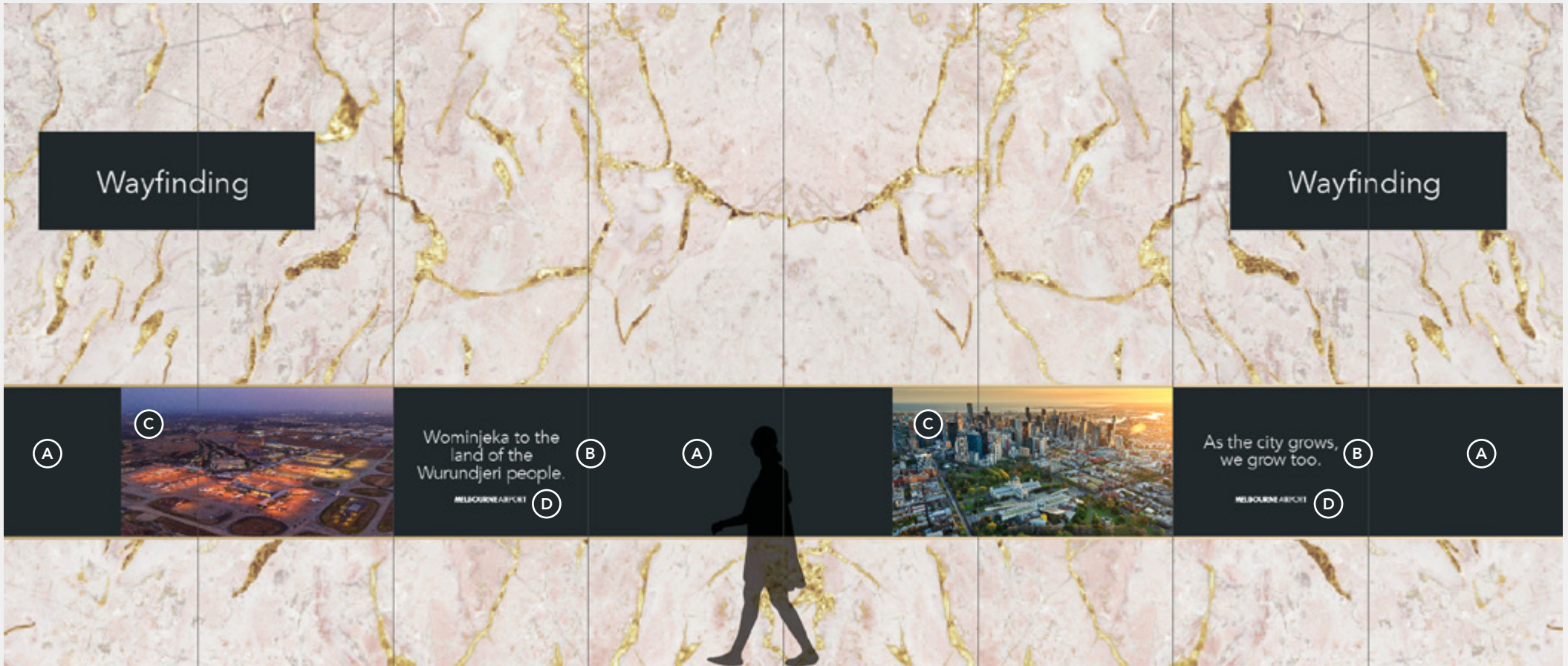
NB: As at 27.07.18, compliance and access requirements are still to be confirmed. The above details design layout only.

Hoarding Guidelines



Full Skin Option

Application options for hoarding timeline more to 8 weeks



A

Charcoal Band

The background panel is charcoal with top and bottom border in gold

B

Message

The headline features key messages in an aspirational and consumable way.

C

Hero Image

The hero image builds on the theme of the headline whilst being flexible dependent on the size of the space available.

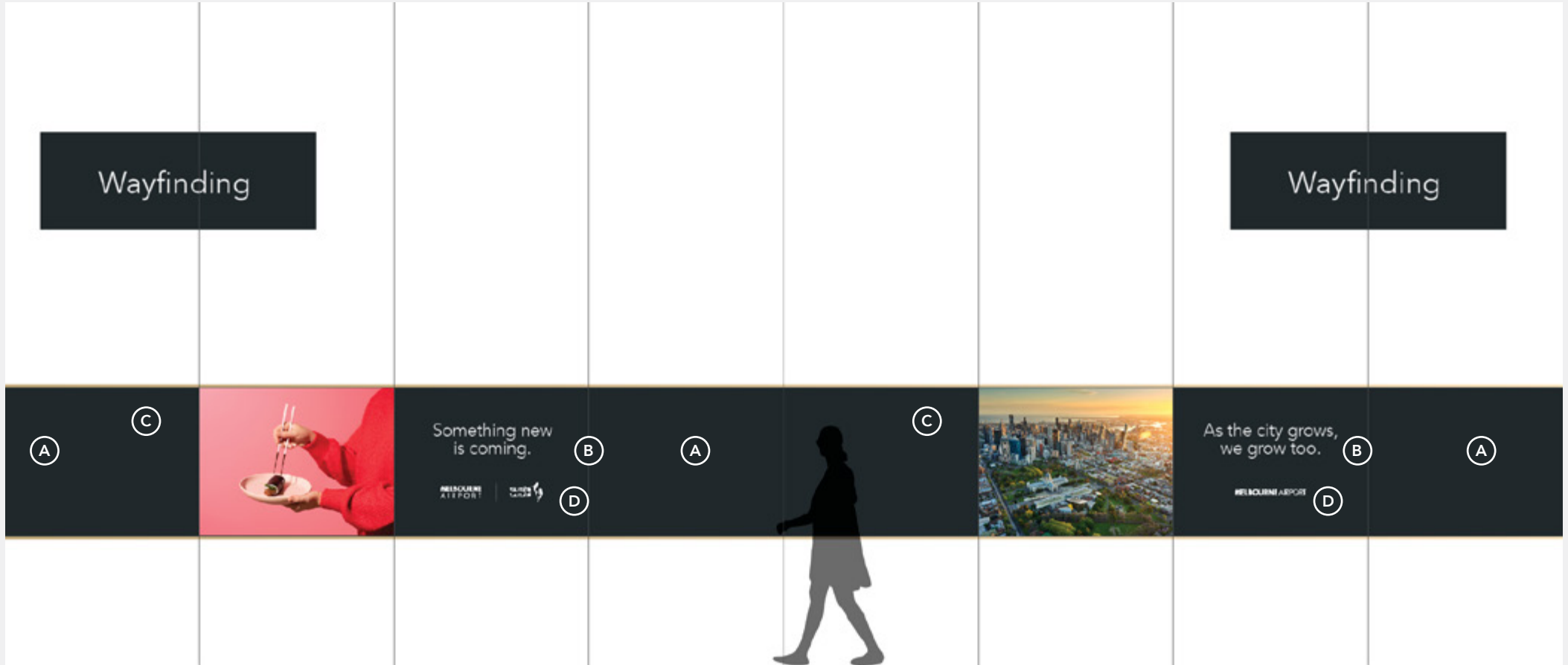
D

Identity

Creating exposure for the Melbourne Airport and it's partnership with the leading retailers within the terminals.

Partial Skin Option

Application options for hoarding timeline up to 8 weeks



A

Charcoal Band

The background panel is charcoal with top and bottom border in gold

B

Message

The headline features key messages in an aspirational and consumable way.

C

Hero Image

The hero image builds on the theme of the headline whilst being flexible dependent on the size of the space available.

D

Identity

Creating exposure for the Melbourne Airport and it's partnership with the leading retailers within the terminals.

Hoarding Messaging

The messaging on the hoarding is designed to convey the idea of a brighter future for the airport, highlighting the ongoing improvements in a clear and approachable manner.

Depending on the specific objective of the messaging, a tiered approach may be used to showcase projects, the brand, or partnerships within the terminals and across the airport.

OVERARCHING MESSAGE

Our city is growing, and we are too.

T2 WELCOME

Wominjeka to the land of the Wurundjeri, the First Nations people of this land.

T2/T4 MEANWHILE

As our city is growing, we are growing too

As our city grows, we grow too

T2/T3/T4 RETAIL

Something new is about to land.

Watch this space. (Retailer's Name/Logo)
is coming soon.

MELBOURNE EVENTS

THEATRE & ARTS

Experience Melbourne's
passion for live entertainment
(or live theatre)

SPORTS


Experience Melbourne's
passion for sport

CONCERTS

Witness the height of world-
class music at [KISS]'s Melbourne
concert/s.


Hoarding Panels

When using multiple panels along a stretch of hoarding, please ensure that the same color, imagery, or messaging is not repeated next to one another.




Wominjeka, Welcome to the land of the Wurundjeri people.

MELBOURNE AIRPORT



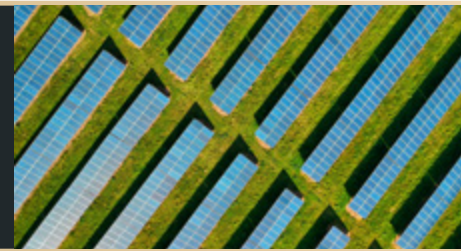
As our city is growing, we are growing too

MELBOURNE AIRPORT




Our city is growing, and we are too.

MELBOURNE AIRPORT




We're powering all four terminals with our own solar farm.

MELBOURNE AIRPORT




Something new is about to land.

MELBOURNE AIRPORT | sushi sushi




As our city is growing, we are growing too

MELBOURNE AIRPORT



Axil is getting a new look.

MELBOURNE AIRPORT | AXIL



As our city is growing, we are growing too

MELBOURNE AIRPORT

Hoarding Photography

The photography should be used to support the campaign and show Melbourne Airport in a transformative way with an emphasis on angles, perspective and movement. Focusing on airport infrastructure, people and the environment, the photography should portray Melbourne Airport as a contemporary and innovative place.



Parking Brand Guidelines



Logo Guidelines

Master Melbourne Airport Logo is the primary and official logo of Melbourne Airport, which must be used consistently and appropriately on all on-site signage and wayfinding. The guidelines for its usage and application should be followed to maintain the consistency and integrity of the brand.

The image shows the Melbourne Airport Master Logo, which consists of the words "MELBOURNE AIRPORT" in a bold, black, sans-serif typeface. The text is centered within a light gray rectangular background.

MELBOURNE AIRPORT

Melbourne Airport Parking Colour Guide



'Accessible' Blue
C100 M69 Y0 K4
Pantone 293C
HEX # 0058A4

MELBOURNE AIRPORT

Premium
CAR PARK

Terminal
CAR PARK

Value
CAR PARK

MA Charcoal
C55 M39 Y38 K83
Single Colour Print:
C0 M0 Y0 K95
Pantone 447C
HEX # 353735

Deep CBD Blue
C100 M45 Y0 K65
Pantone 534C
HEX # 00345E

Deep Industrial Green
C78 M0 Y45 K35
Pantone 7719C @75%
HEX # 008377

Deep Terracotta
C0 M78 Y73 K0
Pantone 7625C
HEX # F15F4B

Parking Signage Guidelines

- Melbourne Airport branding should only be applied to wayfinding signage located at the perimeter of the Melbourne Airport site.
- When the Melbourne Airport logo appears, it should appear over charcoal colouring
- Once visitors enter the carpark, wayfinding to locate the desired product location becomes the objective. Melbourne Airport branding and the parking icon 'P' are removed
- The parking icon 'P' is always housed within a white bordered square with 'Accessible Blue' background. Lock-up provided.
- Ideally all signage text is centre aligned. In cases where this direction isn't achievable or results in an unfavoured layout, revert to left aligned
- 'Avenir' font should be used throughout the signage only and the broader visual identity should be consistent with the Melbourne Airport master brand guidelines and Wayfinding Guidelines



Terminal Car Park Entry Sign Example

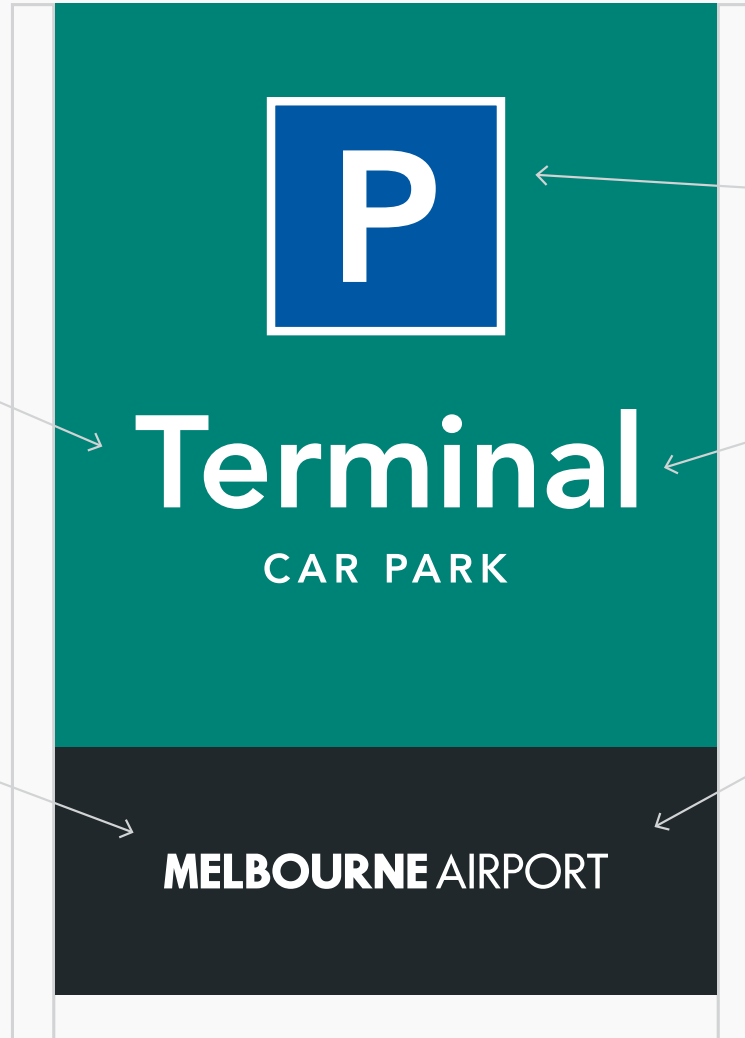
Parking Signage Guidelines in Practice

Avenir Font

– Outlined lock-ups of the product names/types have been created and are linked into this document

MA Branding

– When MA branding is in use the charcoal block should take up no more than 40% of the overall signage area. In this example it is approximately 25% of the sign's height.
– The MA logo should always be applied with a generous amount of space around it, always centre aligned



Messaging Hierarchy:

1

"I'm looking for Parking"

2

"I'm seeking the particular type of parking that suits my needs"

3

"I'm reconfirming this is a Melbourne Airport parking offering"

APAC Brand Guidelines



Primary Logo

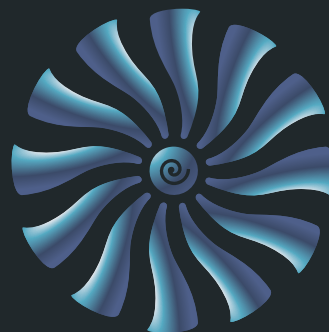
The APAC primary logo is the main asset and key identifier for our brand. The word mark appears in upper case, it is strong and confident, supported by the bold brand mark depicting a modern jet engine turbine.



**AUSTRALIA
PACIFIC
AIRPORTS
CORPORATION**

Primary lock-up

Primary lock-up reverse



**AUSTRALIA
PACIFIC
AIRPORTS
CORPORATION**

Secondary Logos

In addition to the primary logo, the APAC logo can also appear in a secondary, condensed version using just the APAC acronym, for applications where the identity of APAC is already known and established and/or when the application size is too small for legible reproduction of the primary logo.



Secondary lock-up

Secondary lock-up reverse



Mono Logos



In applications where colour output is reduced for simplicity or practicality, a mono version of either the primary or secondary logos should be used, in any one of the brand colours.

Light background

Reversed - Dark background



Clear space and minimum sizing

Minimum clear space around logo

To ensure bold and clear representation of the APAC brand, there should always be an area of clear space around the identity separating it from any other text and graphics. This space should be no less than the height of 3 x the central part of turbine from the brandmark.

Minimum size

The primary APAC logo should not be used in any situation at a size smaller than 30mm in overall width. The Secondary acronym version should not be used at a size any smaller than 20mm in width.

Clear space



Minimum size



Logo Usage

To maintain a unified appearance, the logo must always be reproduced in accordance with the rules specified in this style guide. Never create your own logo and always use the supplied master artwork.

Do



Place the mono logo on image backgrounds that have sufficient simplicity and contrast



Reverse the logo out on dark tones



Use the colour logo where possible on plain backgrounds



Use the logo in colour on the Melbourne Airport Charcoal



Use the secondary version when small to maximise legibility

Do not



Stretch or pinch the logo



Modify the colour



Use in low resolution



Distort or treat with filters



Reverse out of a busy image, or use the colour version over an image



Include any additional elements

Melbourne Airport Lockup



MELBOURNE AIRPORT



MELBOURNE AIRPORT



MELBOURNE AIRPORT



MELBOURNE AIRPORT

A lockup including the APAC and Melbourne Airport logos has been created to display the relationship of the two brands in equal weighting. This lockup is available in all variants as per the core logo.

Light background

Reversed - Dark background



MELBOURNE AIRPORT



MELBOURNE AIRPORT



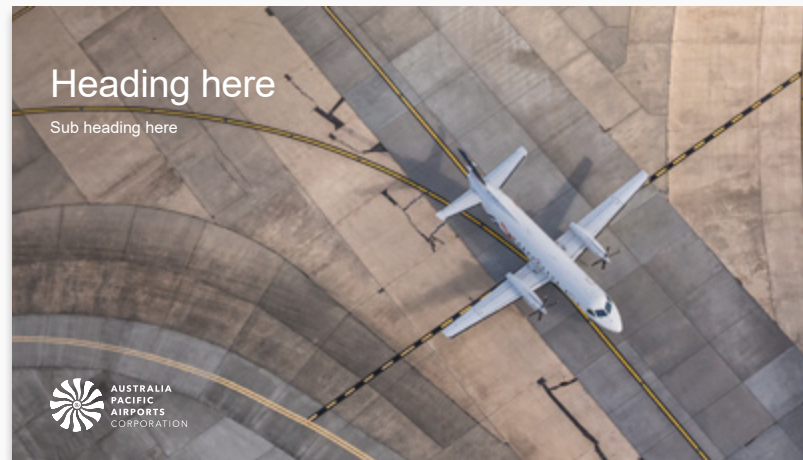
MELBOURNE AIRPORT



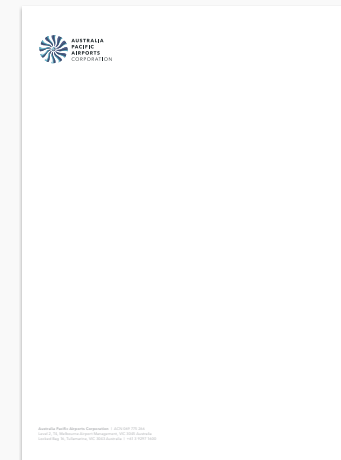
MELBOURNE AIRPORT

Logo Positioning

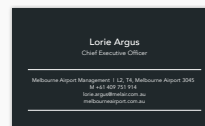
As per the flexibility of the Melbourne Airport brand, the APAC brand can be adaptable to represent in the best possible way within each context. The logo can be positioned in any corner of a given design provided there is sufficient contrast and preferably alignment with other elements. The examples below show alternative logo positioning in different contexts.



Bottom left of screen presentation



Left aligned with type on letterhead



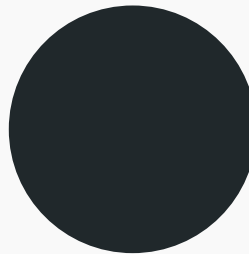
Centred with type on business cards

Colour Palette

The APAC primary colour palette is formed on the foundation of the key Melbourne Airport Charcoal with highlight tones of Navy and Cyan used to depict the metallic tones of modern jet engine turbine rotors.

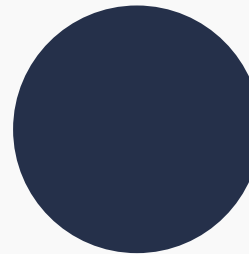
Primary Colours

Charcoal



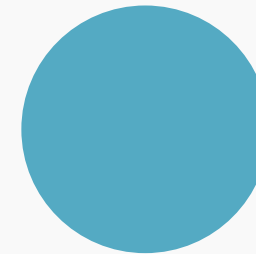
Single colour: 95% Black
CMYK: 55 39 38 83
RGB: 53 55 53
#353735
Pantone: 447

Navy



CMYK: 62 44 9 74
RGB: 39 49 72
#273148
PANTONE: 533

Cyan



CMYK: 54 0 16 20
RGB: 97 166 195
#61A6C3
PANTONE: 7702

Typography

To ensure clarity of all brand communications, APAC uses the same typography suite as the core Melbourne Airport brand. The brand typeface is Avenir and is to be used across all communication material. It reflects our brand's sophistication, modernity and innovation.

Main headlines:

Avenir Heavy and sentence case

Large statement paragraphs:

Avenir Medium and sentence case

Body copy:

Avenir Book and sentence case

For further information and any bespoke items not covered off in these guidelines please contact the Marketing team.

Avenir
Book^{80pt}
Medium^{80pt}
Heavy^{80pt}

Below is a statement in Avenir 15pt Medium

Lorem ipsum dolor sit amet, viderer lobortis usu, consulatu
comprehensam sit cu. Duo officiis nominati argumentum eu,
ornatus offendit quaerendum no vis an sonet forensibus.

MelbourneAirport.com.au