MELBOURNE AIRPORT

Hoarding Guidelines

The New Heights campaign showcases the future of Melbourne Airport. The guidelines should be used as a guide when producing hoarding for the New Heights campaign. It outlines the elements which make up the campaign, and provides different examples of how they can be applied.

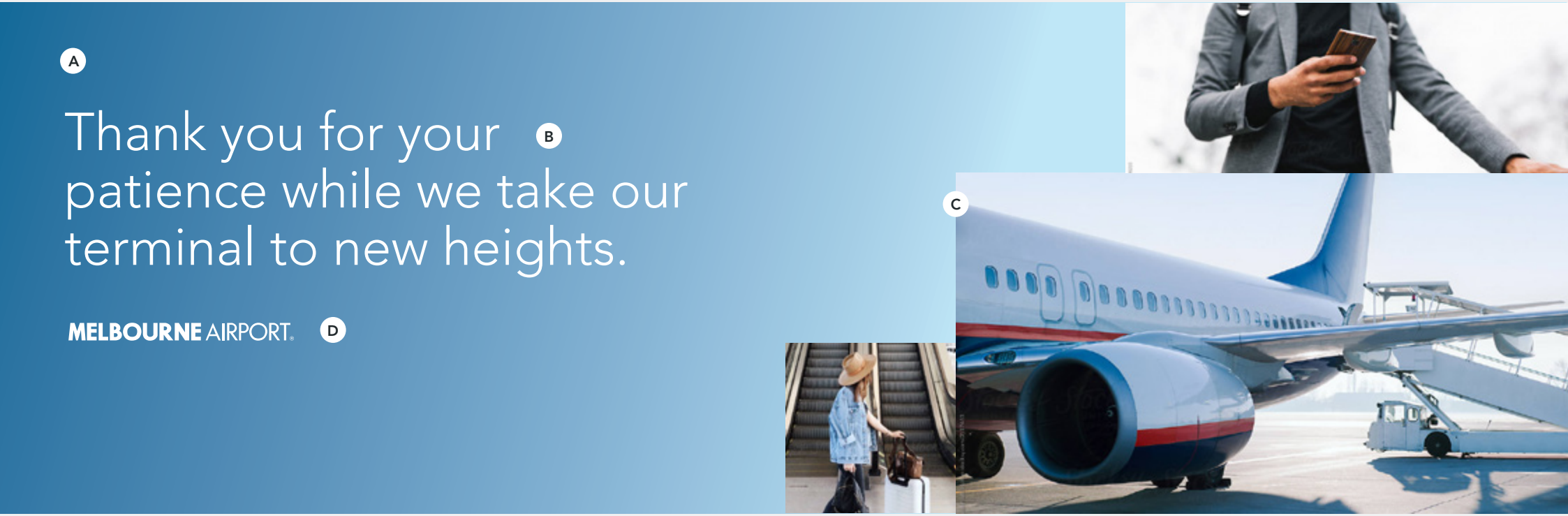
The success of the campaign is dependant on how well we follow these guides. It is crucial that we understand these elements and how they should be used. Please refer to this guidelines when developing any branded items and if you have any questions, contact the marketing team.

New Heights

Our campaign communicates the essence of a brighter future for its visitors by harnessing a sense of aspiration grounded in industry context. Underpinned by a sense of ambition, the overarching idea suggests that you won't simply be reaching new heights on our planes, but seeing our terminals, sustainability and arts & cultural scene taken to the next level, too.

Campaign Elements

Our campaign hoarding comprises a number of elements that come together in a modular grid.



A

Gradient Panel

The gradient panel has three colour variants that can be applied dependent on the message or imagery.

B

Headline

The campaign headline builds on the theme of the campaign, featuring key messages in an aspirational and consumable way.

C

Image Grid

The modular image grid builds on the theme of the campaign whilst being flexible dependent on the amount and type of images required.

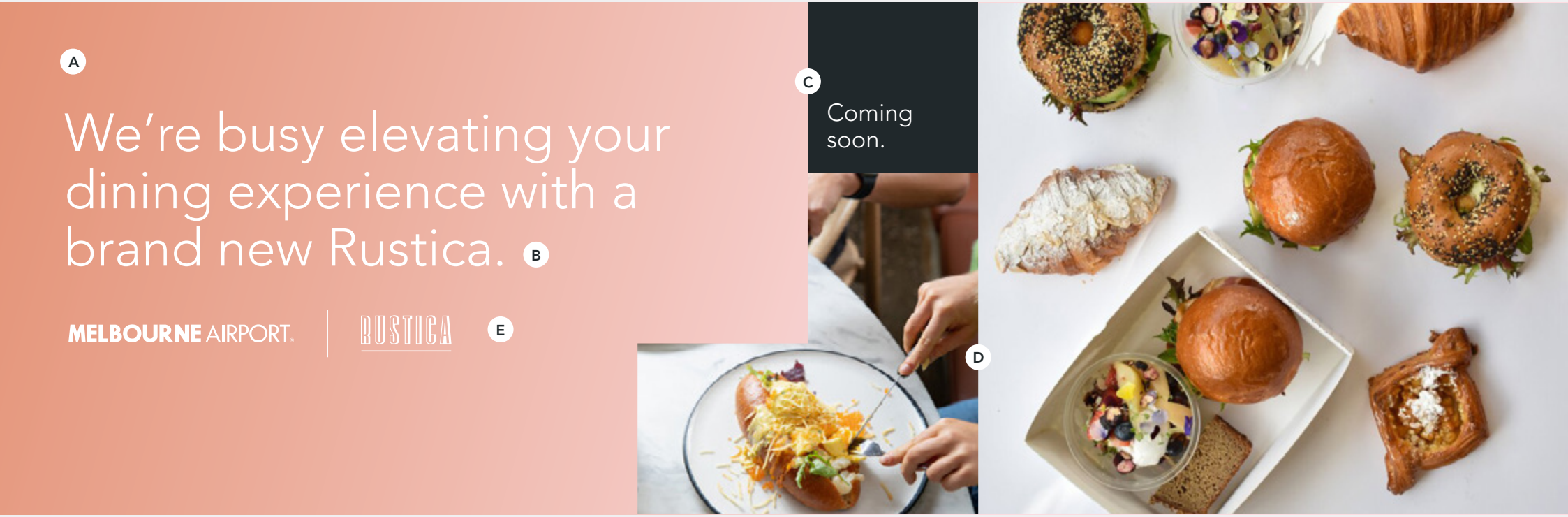
D

Identity

Creating exposure for the Melbourne Airport through clear representation of the corporate identity.

Campaign Elements Co-branded

Our campaign hoarding comprises a number of elements that come together in a modular grid.



A

Gradient Panel

The gradient panel has three colour variants that can be applied dependent on the message or imagery.

B

Headline

The campaign headline builds on the theme of the campaign, featuring key messages in an aspirational and consumable way.

C

Byline / CTA

The campaign byline and CTA is flexible and adapatable depending on the message conveyed.

D

Image Grid

The modular image grid builds on the theme of the campaign whilst being flexible dependent on the amount and type of images required.

E

Brand lockup

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

Colour Palette

The colour palette utilises the primary colours from the Melbourne Airport guidelines. Whilst combining the secondary colours to create unique gradients for the campaign. The gradients capture a sense of movement and elevation and should be used as the background for the hoarding.

Primary Colours

Melbourne Grey

Single colour: 95% Black

CMYK: 55 39 38 83

RGB: 53 55 53

#353735

Pantone: 447

Industrial Green

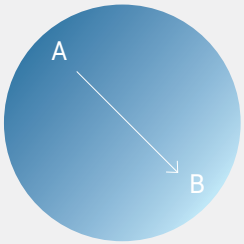
CMYK: 0 0 0 0

RGB: 255 255 255

#FFFFFF

New Heights Gradients

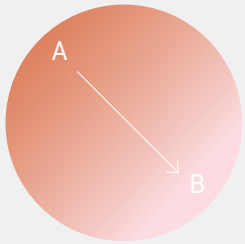
Sky



CMYK:
Point A: 100 76 27 11
Point B: 23 0 2 0

RGB:
Point A: 0 73 123
Point B: 191 231 347

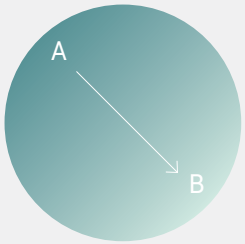
Rose



CMYK:
Point A: 11 62 71 0
Point B: 0 16 4 0

RGB:
Point A: 219 121 85
Point B: 252 220 225

Mint



CMYK:
Point A: 82 37 45 10
Point B: 17 0 12 0

RGB:
Point A: 196 171 122
Point B: 210 235 226

Typography

The Melbourne Airport brand typeface is Avenir and is to be used across the campaign hoarding. It reflects our brand's sophistication, modernity and innovation.

The hoarding uses two weights of Avenir, light and medium for the messaging.

Avenir Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Avenir Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Typography

These are the basic typographic rules
when producing communication materials.

Main headlines:
Avenir light and sentence case

Sub-headlines:
Avenir medium and sentence case

Byline / CTA:
Avenir light and sentence case

We’re busy elevating your retail experience

with a brand new Tech2Go store.

Coming soon.

Main Headlines
Avenir Light 46pt sentence case
Leading: 50pt
Tracking: -10

(size may vary depending on the hoarding size)

Sub-headlines
Avenir Medium 22pt sentence case
Leading: 22pt
Tracking: 0

(size may vary depending on the hoarding size)

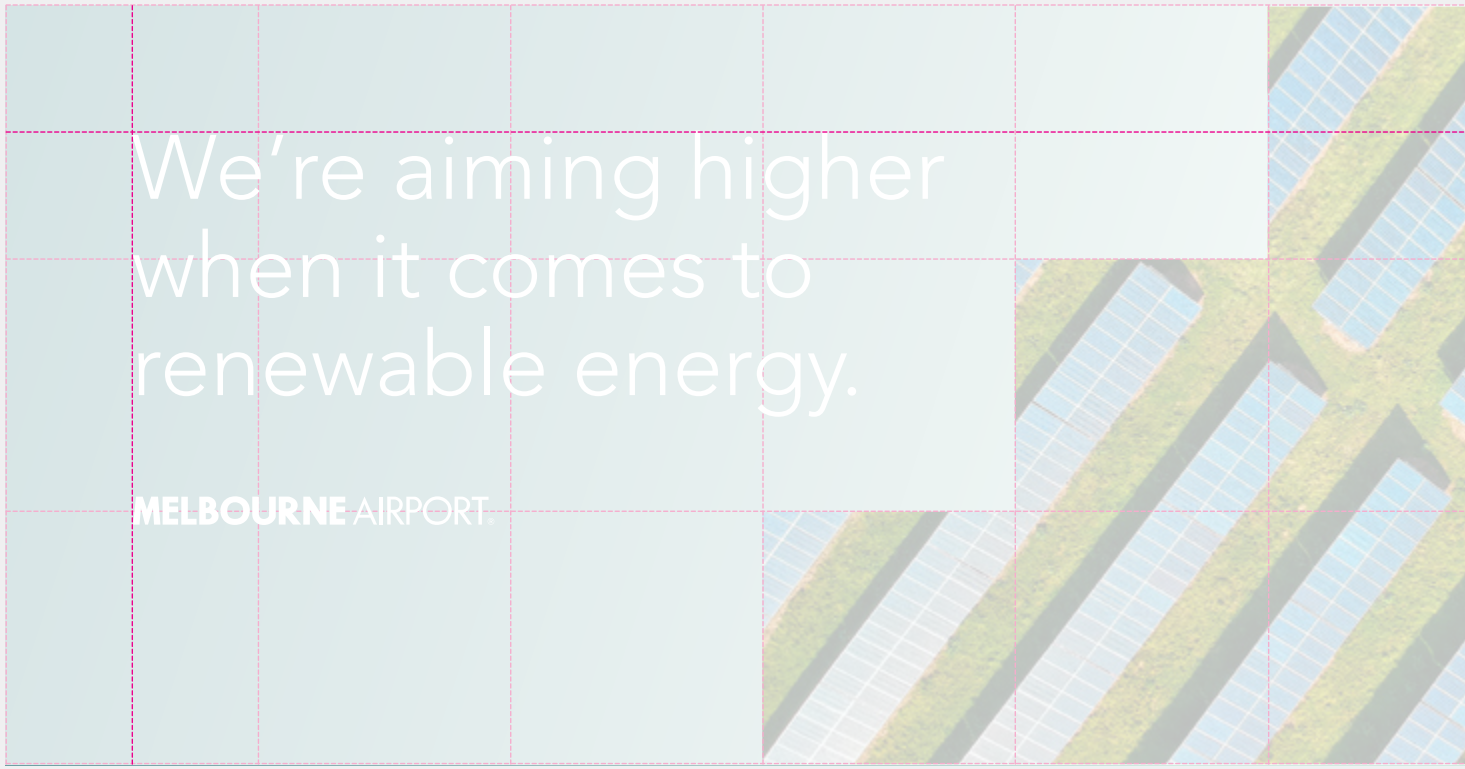
Byline / CTA
Avenir Light 13pt sentence case
Leading: 16pt
Tracking: 0

(size may vary depending on the hoarding size)

Typography Placement

The typography should be positioned half of a box height from the side and top of the hoarding. Using this rule will ensure that the hoarding is consistent through out the airport.

There may be instances where the width of the hoarding may require the placement of the typography to change.



Messaging

The messaging for the campaign is intended to capture the essence of a brighter future for the airport's visitors. Highlighting the improvements taking place in an approachable yet succinct way.

Depending on the objective of the hoarding the tiered messaging allows the flexibility to showcase to the project, brand or partnerships within the terminals and the airport as a whole.

OVERARCHING MESSAGE

Thank you for your patience while we take our terminal to new heights.

BRAND

We're aiming higher when it comes to sustainability by going plastic-free by 2021.

We're aiming higher when it comes to renewable energy by powering all four terminals with our own solar farm.

We're aiming higher when it comes to environmental protection by [cutting carbon emissions by X% in 20XX].

We're aiming higher when it comes to supporting Victorians by [hiring locally].

PARTNERSHIP

THEATRE & ARTS

Witness the height of live entertainment with Melbourne's [Moulin Rouge].

SPORTS

Witness the height of international sport at Melbourne's [2022 Australian Open].

CONCERTS

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

Project Messaging

PROJECT		
TERMINAL 1 – QANTAS	**TERMINAL 3 – VIRGIN**	**TERMINAL 4 – JETSTAR / REX**
RETAIL		
We’re busy elevating your retail experience with a new [L’Occitane] store.	We’re busy elevating your shopping experience with a new [Tech2Go] store.	We’re busy elevating your shopping experience with a new [Tech2Go] s store.
DINING		
We’re busy elevating your culinary experience with a new [Billie Chu].	We’re busy elevating your dining experience with a new [Hawker Bar].	We’re busy elevating your dining experience with a new [Boost Juice].
FACILITIES		
We’re busy elevating your guest experience with a new [lounge].	We’re busy elevating your travel experience with a new [bathroom].	We’re busy elevating your travel experience with a new [charging station].

Messaging Example Terminal 1

MESSAGING EXAMPLE: TERMINAL 1

Thank you for your patience while we take our terminal to new heights.

We're aiming higher when it comes to sustainability by going plastic-free by 2021.

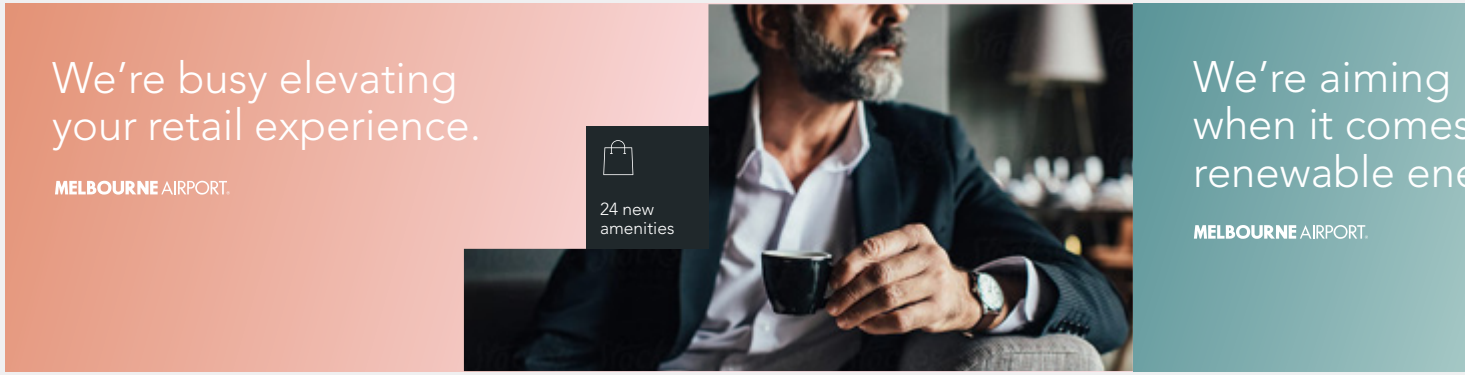
We're aiming higher when it comes to supporting Victorians by [hiring locally].

We're aiming higher when it comes to environmental protection by [cutting carbon emissions by X% in 20XX].

We're aiming higher when it comes to renewable energy by powering all four terminals with our own solar farm.

Hoarding Panels

When using multiple panels along a stretch of hoarding please ensure that the same colour, imagery or messaging aren't repeated next to one another.



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.

Partner Imagery

When using partner supplied imagery, please ensure it is professional in nature and sympathetic to the Melbourne Airport imagery guidelines.

Modular Grid System

All hoarding advertising should be created using our modular grid system. It is designed to be flexible in its use, but adhering to some simple rules will ensure consistency across all applications.

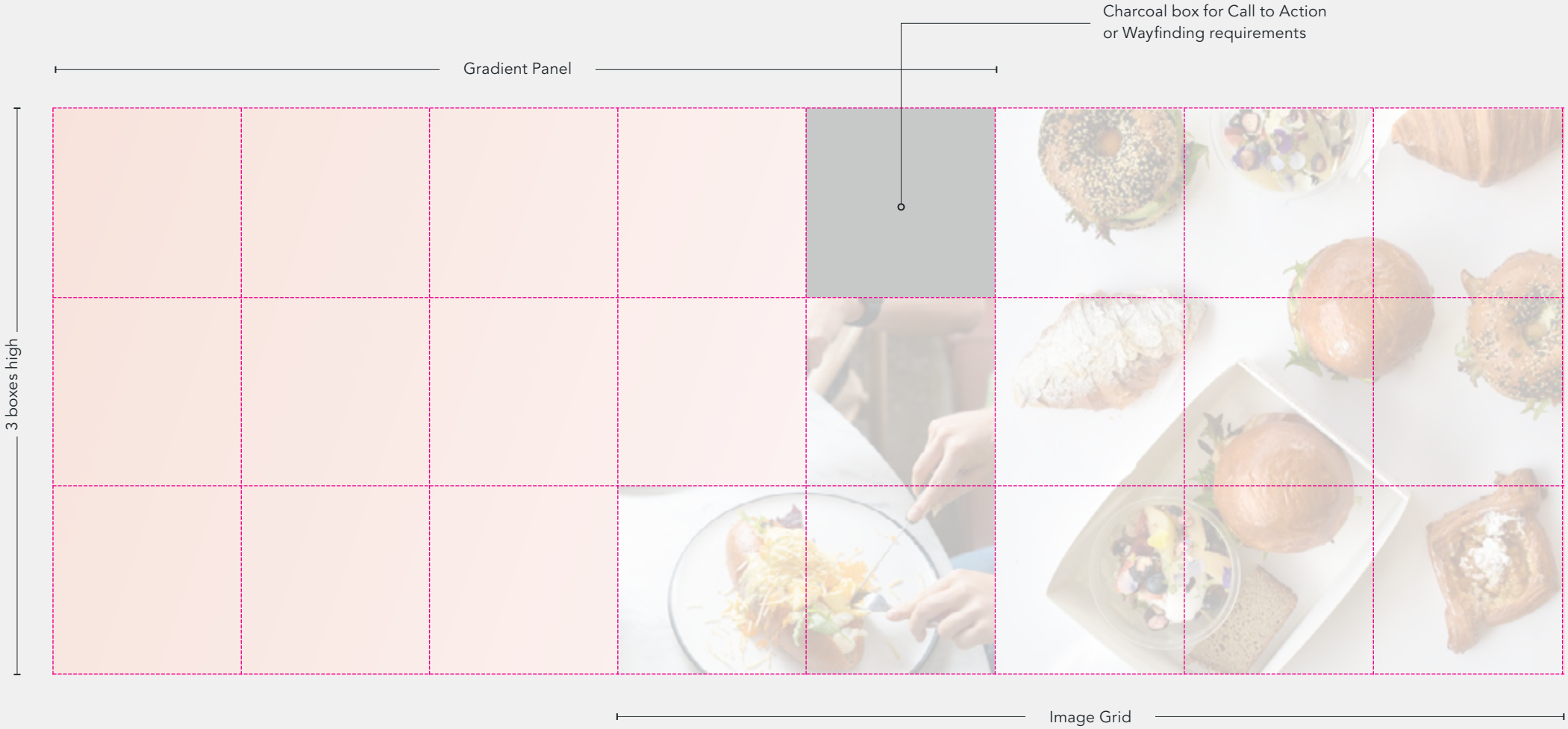
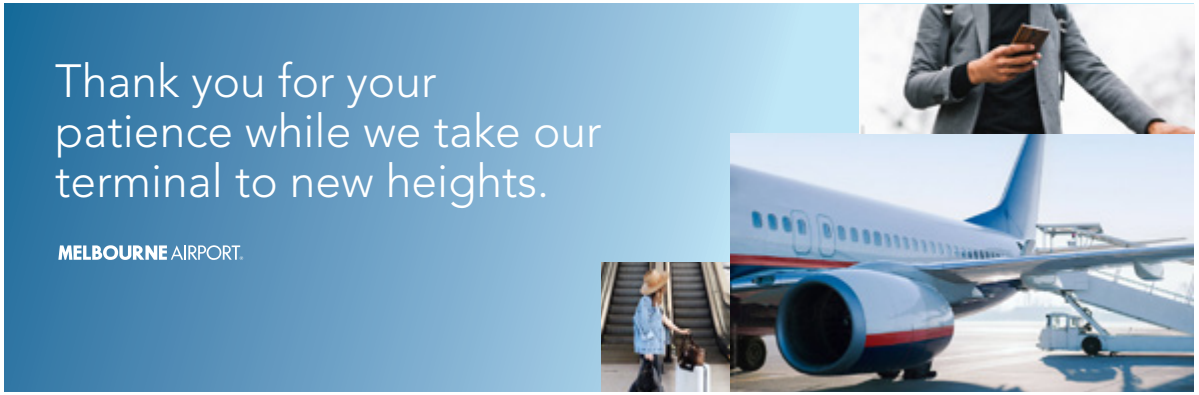


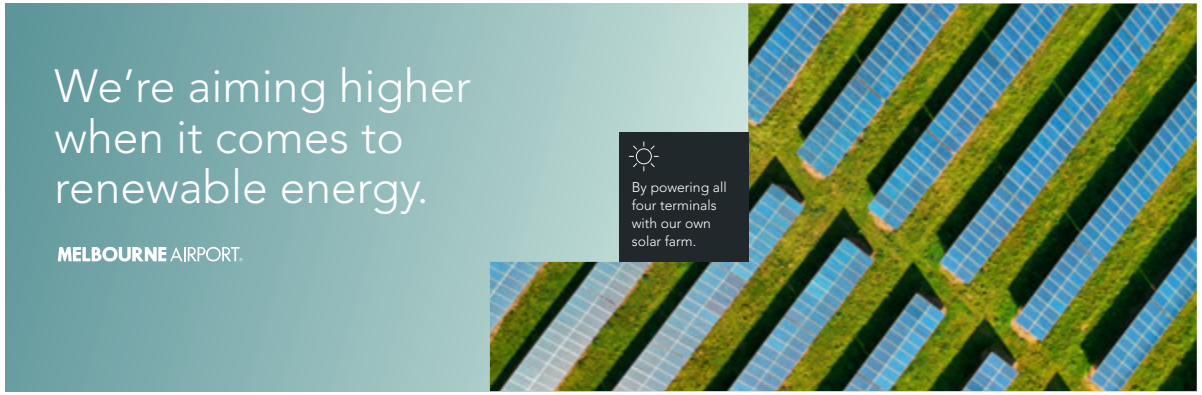
Image Grid

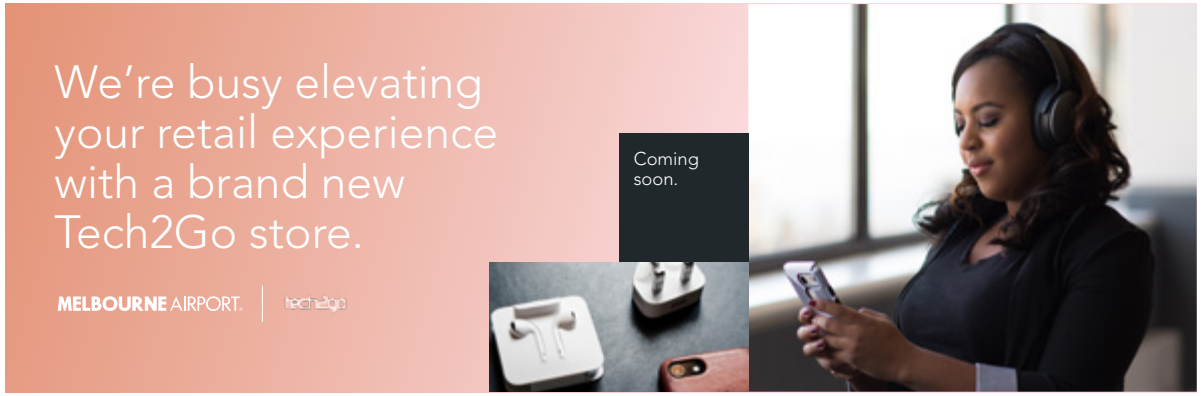
The image grid can be used to enhance the idea of elevating and stepping forward. The grid has the flexibilty to include one image or a number grouped together.

When placing the images within the grid be mindful of the cropping of images to make sure that it is legible and if multiple images are used they sit well as a composition. When combining multiple images a combination of images zoomed in and out will allow for contrast between them.

To the right are a few execution examples of the image layout





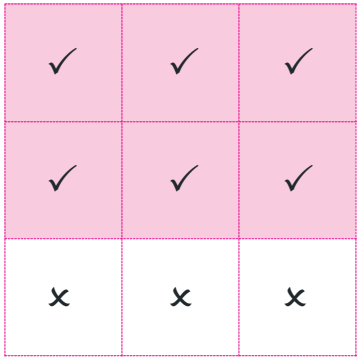


Call to Action Box

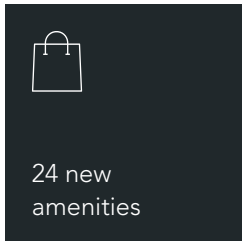
Key information such as a call-to-action or campaign byline should appear in a charcoal box within the modular grid. Melbourne Airport branded messaging may be supported by a simple line icon. Retailer or Parter branded messaging should be displayed as text only.

Only one Call to Action box should appear within a single hoarding execution.

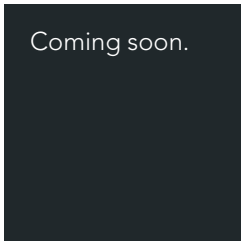
Grid placement



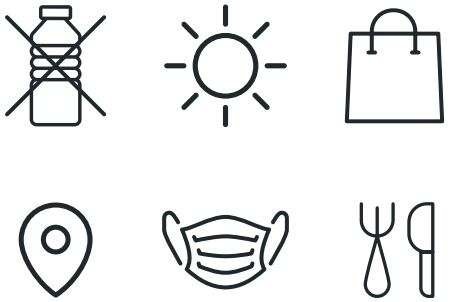
With icon
(for MA brand applications)



Text only
(for partner applications)



Icon examples



Spacing

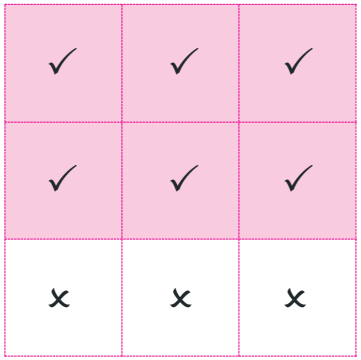
Please ensure all items within the call to action box have a consistent space from the edge.

Wayfinding Box

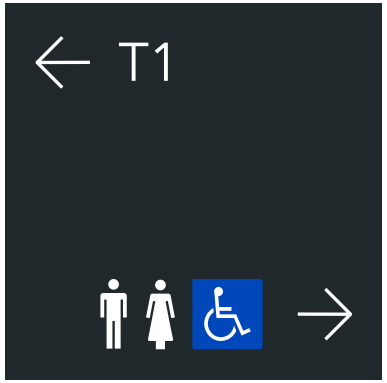
Where Wayfinding is required, it should appear housed in a charcoal box within the modular grid similar to a Call to Action. Where more complex Wayfinding messaging is required, multiple boxes may be used with a white dividing stroke.

All Wayfinding should adhere to the Melbourne Airport Wayfinding guidelines.

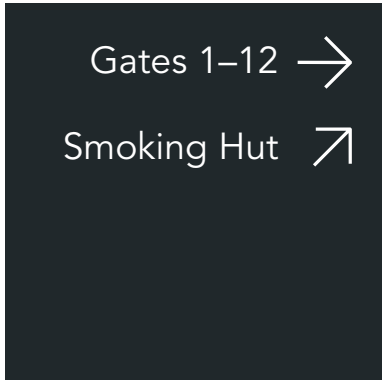
Grid placement



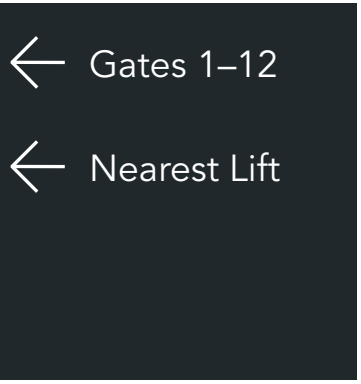
Single box - left and right



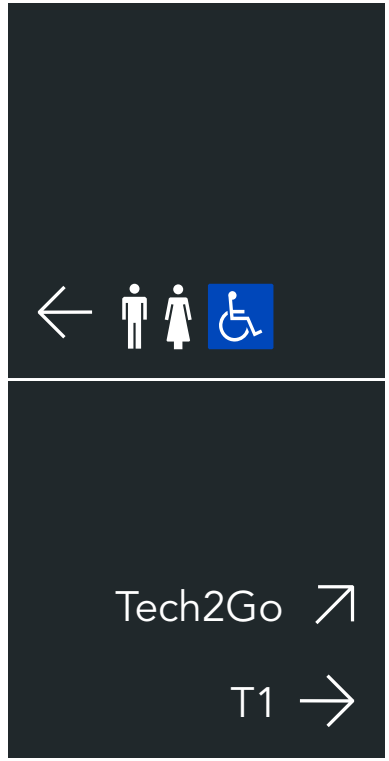
Single box - right



Single box - left



Double box



Box Placement

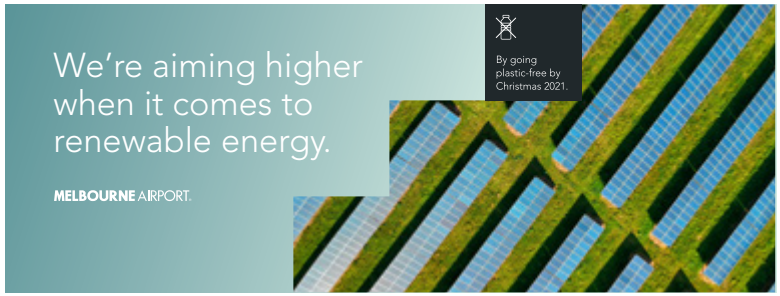
On the right are three different examples where the charcoal box can be placed. The box should be anchored to the edge of the image and sit within the top two levels of the grid.

The position may change depending on the length of copy and the width of the hoarding.

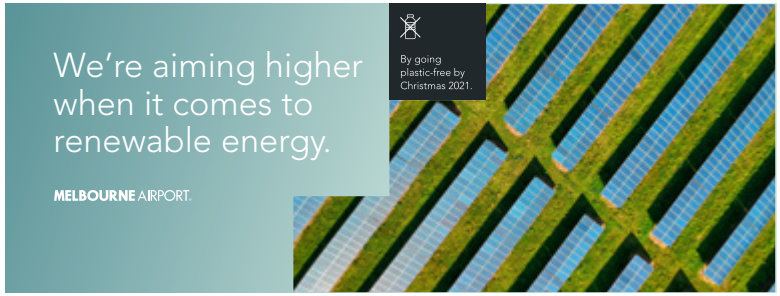
Grid placement

✓	✓	✓
✓	✓	✓
✗	✗	✗

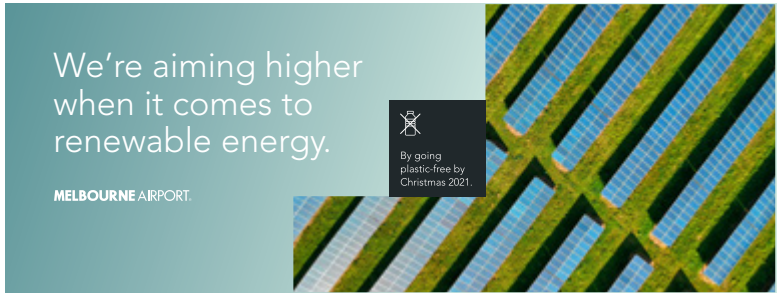
Placement Top A



Placement Top B



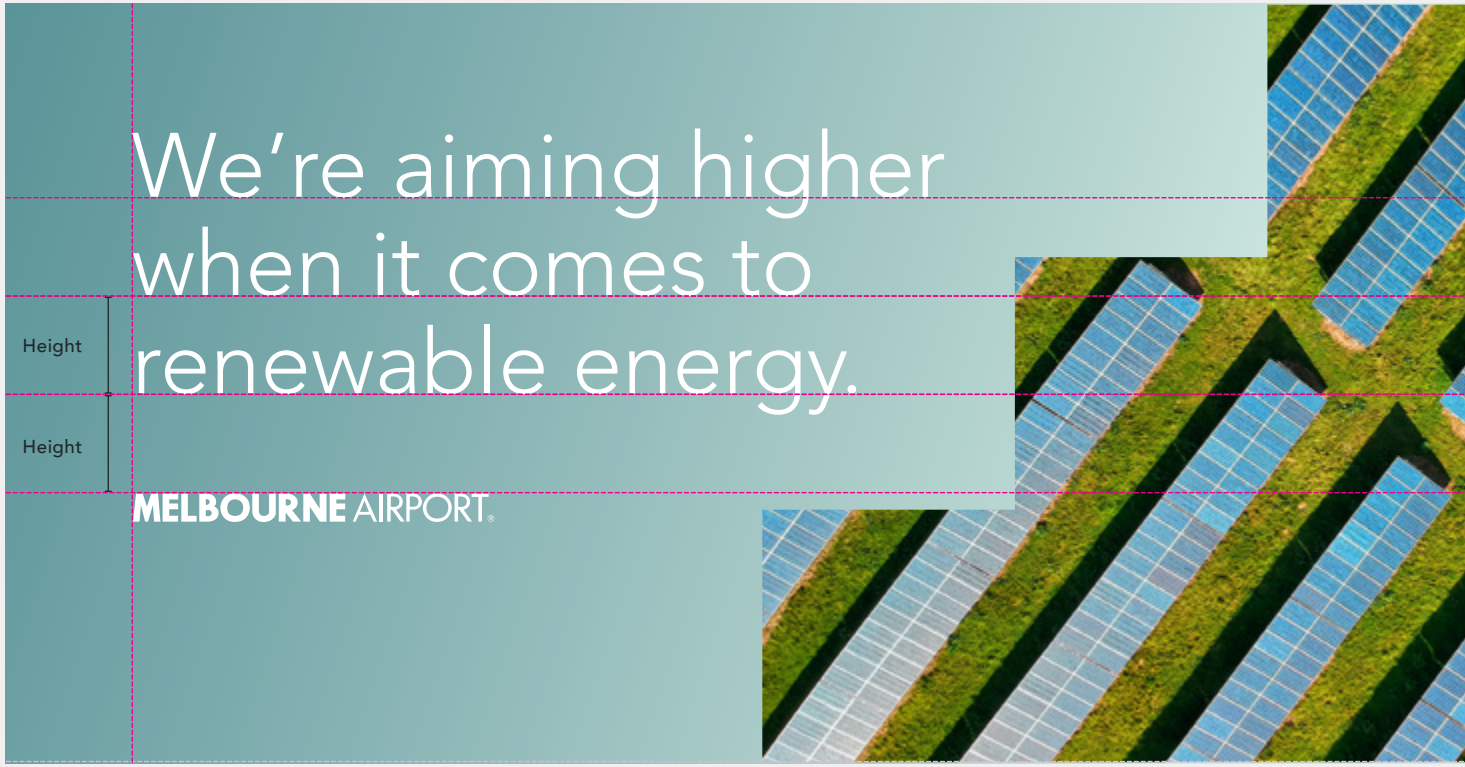
Placement Middle A



Logo Placement

To ensure there is a consistent placement of the Melbourne Airport logo, it should sit the baseline height away from the messaging. Please use the formula on the right when creating the hoarding.

There may be instances where the height of the hoarding may require the placement of the logo to change.



Co-branding

All campaign examples should include the Melbourne Airport wordmark in white on the Gradient Panel.

When creating a Retailer or Partner example, the partner logo should be displayed in white to the right of the MA wordmark with a pipe separator dividing the two.

A formula for calculating the size relationships is detailed opposite.

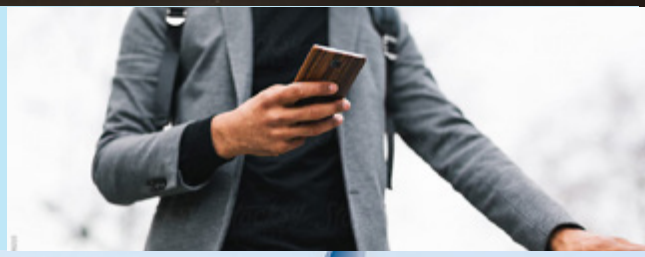
X-height formula

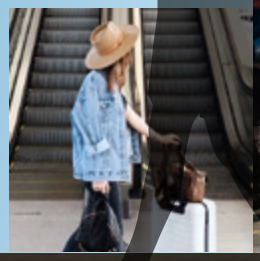
In-situ example

Applications

Thank you for your patience while we take our terminal to new heights.

MELBOURNE AIRPORT.



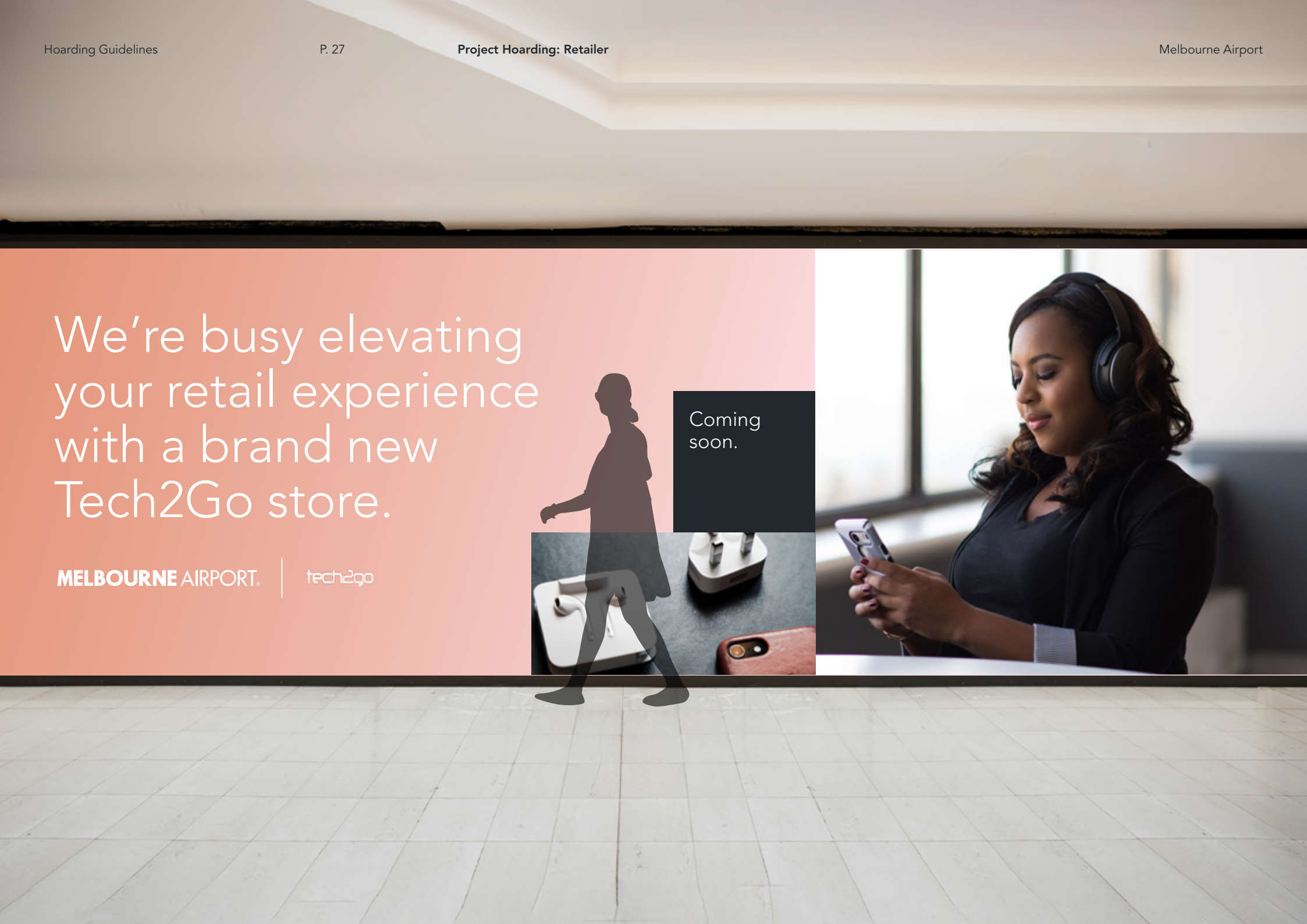


We’re aiming higher when it comes to sustainability.
MELBOURNE AIRPORT
By going plastic-free by Christmas 2021.
quokka

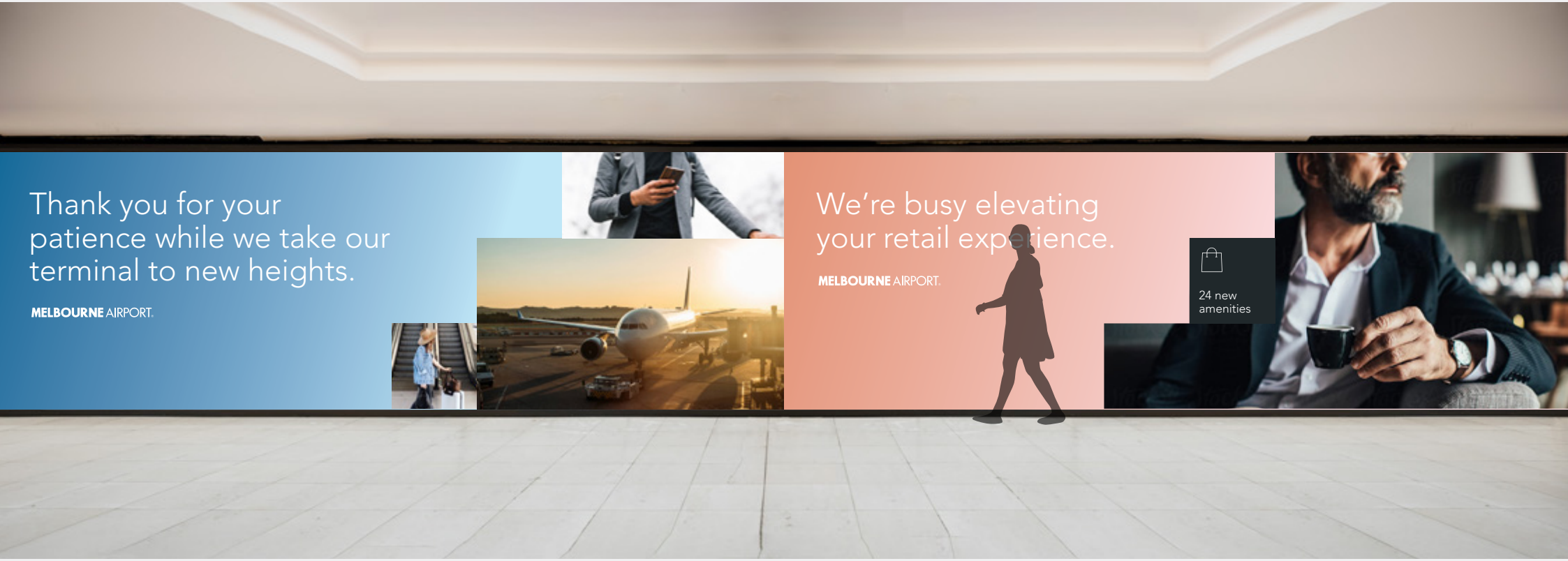
Witness the height of live entertainment with Moulin Rouge! The Musical Melbourne.

MELBOURNE AIRPORT

Now Playing: The Regent Theatre Melbourne


We’re busy elevating your retail experience with a brand new Tech2Go store.
MELBOURNE AIRPORT
tech2go
Coming soon.

We’re aiming higher when it comes to renewable energy.
MELBOURNE AIRPORT
By powering all four terminals with our own solar farm.
T1


Thank you for your patience while we take our terminal to new heights.
MELBOURNE AIRPORT.
We're busy elevating your retail experience.
MELBOURNE AIRPORT.
24 new amenities

MelbourneAirport.com.au