MELBOURNE AIRPORT

Brand Guidelines

The Melbourne Airport brand presents our company to the world. It is what we look like, what we say, and it is supported by our behaviour.

This brand guidelines should be used as a guide when producing Melbourne Airport branded collateral. It outlines the elements which make up the Melbourne Airport brand, and provides different examples of how they can be applied.

The success of our brand is dependant on how well we follow these guides. It is crucial that we understand our brand and how it should be used.

Please refer to this brand book when developing any branded items and if you have any questions, contact the marketing team, at marketing@melbourneairport.com.au

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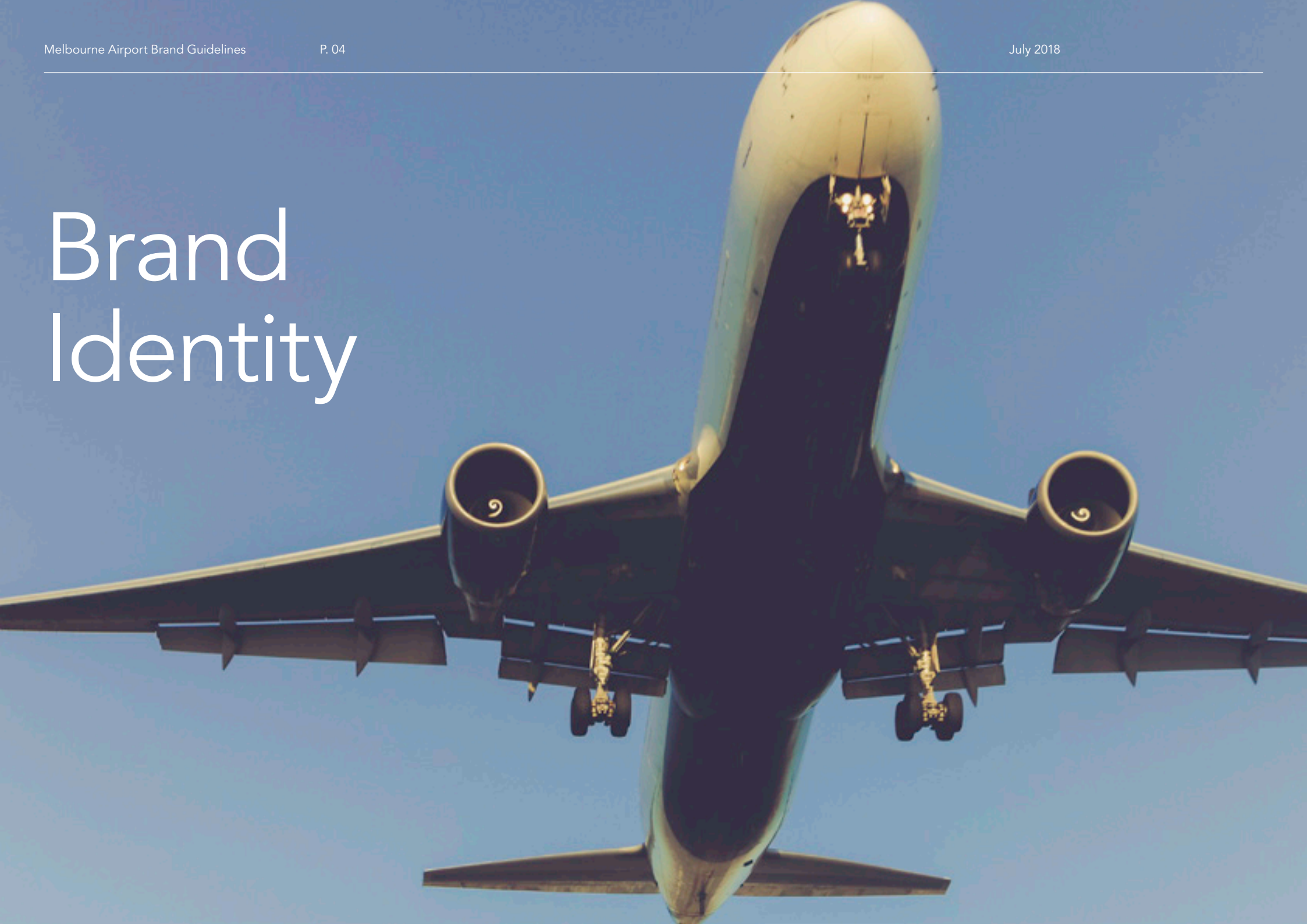
Brand Identity



Primary Logo

The Melbourne Airport primary logo is the main asset and key identifier for our brand. The word mark appears in upper case, it is strong and confident.

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 are only to be used when it is not possible to use the primary logo, for instance to assist with legibility at small sizes.

Common uses for these may be in a logo grid lock-up or small online advertising.

Left aligned lock-up

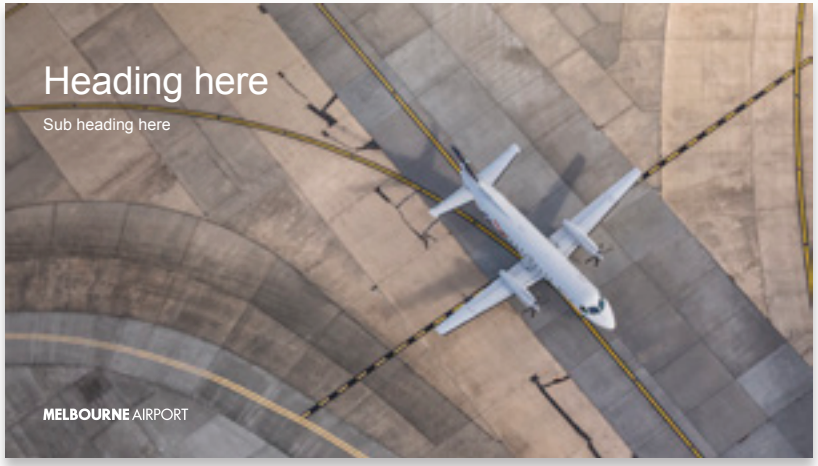
Justified lock-up

Left aligned lock-up reverse

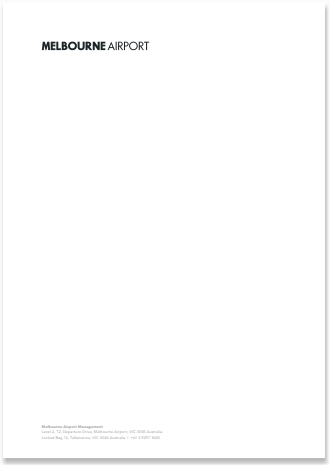
Justified lock-up reverse

Logo Positioning

Just as we adapt to the needs of travellers, our brand needs flexibility to represent us in the best possible way within each context. This is key to the strength and success of our brand. 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.

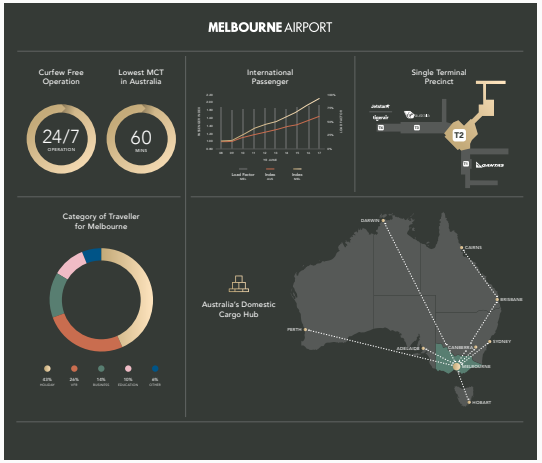


Bottom left of screen presentation



Left aligned with type on letterhead

Centred with type on business cards



Centred with content on banner

Clear space and minimum sizing

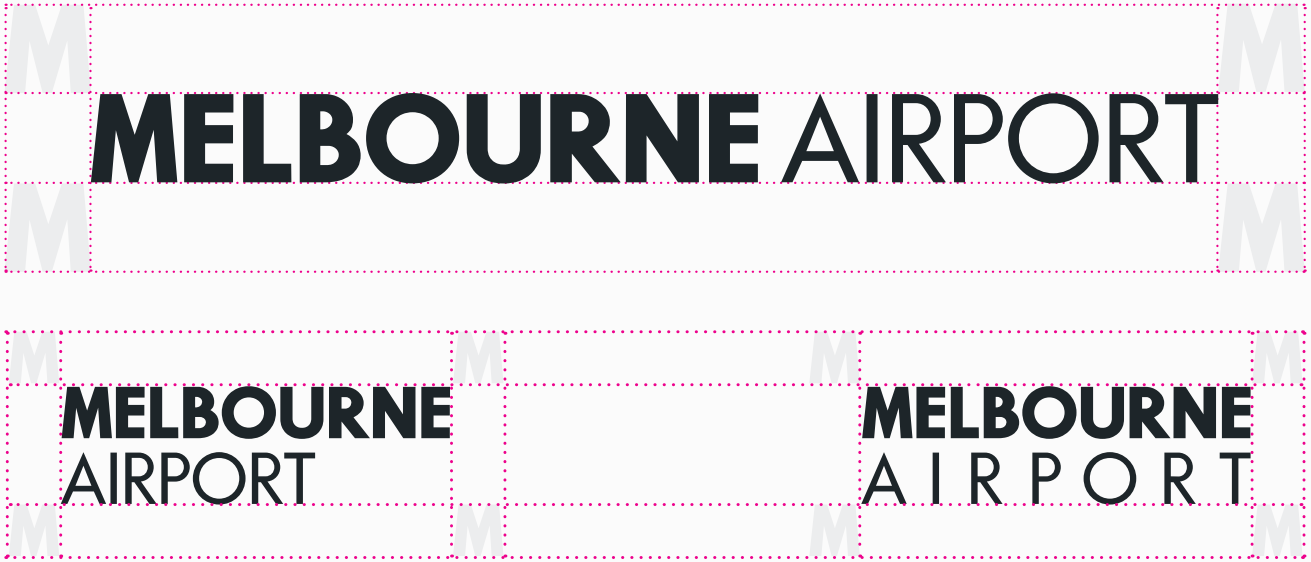
Minimum clear space around logo

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

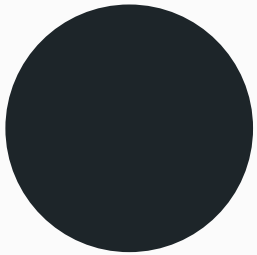
Primary Colour Palette

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 Colours

Charcoal



Single colour: 95% Black

CMYK: 55 39 38 83

RGB: 53 55 53

#353735

Pantone: 447

White

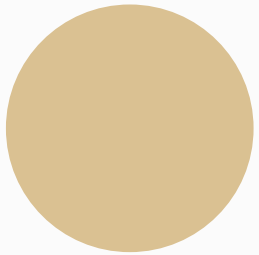
CMYK: 0 0 0 0

RGB: 255 255 255

#FFFFFF

Highlight Colours

Gold



CMYK: 6 15 41 10

RGB: 211 188 141

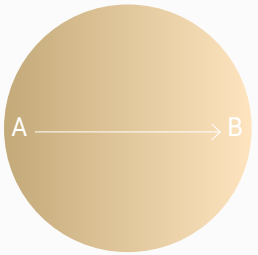
#D3BC8D

Pantone: 466

Pantone Metallic: 10342

Foil: Milford Astor
GFE 001 GOLD

Gold Gradient



CMYK:
Point A: 20 27 56 5
Point B: 0 10 26 0

RGB:
Point A: 196 171 122
Point B: 255 229 192

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 to compliment the primary palette in a conservative manner. Their purpose should be as highlight colours, for instance on charts, icons and maps. They should not be used as background colours.

Melbourne Grey

CMYK: 30 20 19 58
RGB: 112 115 114
#707372
Pantone: 424

Industrial Green

CMYK: 69 12 30 36
RGB: 72 122 123
#487A7B
Pantone: 7475

CBD Blue

CMYK: 100 45 0 45
RGB: 0 85 135
#005587
Pantone: 7692

Terracotta

CMYK: 12 63 72 0
RGB: 198 110 78
#C66E4E
Pantone: 7618

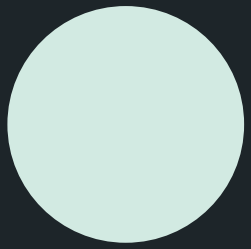
Gold

CMYK: 6 15 41 10
RGB: 211 188 141
#D3BC8D
Pantone: 466
Pantone Metallic: 10342

Industrial Grey

CMYK: 13 8 11 26
RGB: 178 180 178
#B2B4B2
Pantone: 421

Mint

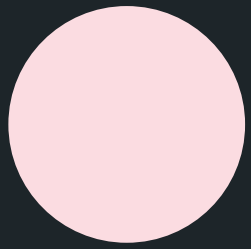


CMYK: 17 0 12 0
RGB: 185 220 210
#B9DCD2
Pantone: 566

Sky Blue

CMYK: 23 0 1 0
RGB: 185 217 235
#B9D9EB
Pantone: 290

Rose



CMYK: 0 16 4 0
RGB: 242 212 215
#F2D4D7
Pantone: 698

Half-tone Colours

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

Melbourne Grey

100%
CMYK: 30 20 19 58
RGB: 112 115 114
#707372

80%
CMYK: 24 16 15 46
RGB: 141 143 142
#8D8F8E

60%
CMYK: 18 12 11 35
RGB: 169 171 170
#A9ABAA

40%
CMYK: 12 8 8 23
RGB: 198 199 199
#C6C7C7

Industrial Green

100%
CMYK: 69 12 30 36
RGB: 72 122 123
#487A7B

80%
CMYK: 55 10 24 29
RGB: 109 149 149
#6D9595

60%
CMYK: 41 7 18 22
RGB: 145 175 176
#91AFB0

40%
CMYK: 28 5 12 14
RGB: 182 202 202
#B6CACA

CBD Blue

100%
CMYK: 100 45 0 45
RGB: 0 85 135
#005587

80%
CMYK: 80 36 0 36
RGB: 59 119 159
#33779F

60%
CMYK: 60 27 0 27
RGB: 102 153 183
#6699B7

40%
CMYK: 40 18 0 18
RGB: 153 187 207
#99BBCF

Terracotta

100%
CMYK: 12 63 72 0
RGB: 198 110 78
#C66E4E

80%
CMYK: 10 50 58 0
RGB: 209 139 113
#D18B71

60%
CMYK: 7 38 43 0
RGB: 221 168 149
#DDA895

40%
CMYK: 5 25 29 0
RGB: 232 197 184
#E8C5B8

Gold

100%
CMYK: 6 15 41 10
RGB: 211 188 141
#D3BC8D

80%
CMYK: 5 12 33 8
RGB: 220 201 164
#DCC9A4

60%
CMYK: 4 9 25 6
RGB: 229 215 187
#E5D7BB

40%
CMYK: 2 6 16 4
RGB: 237 228 209
#EDE4D1

Industrial Grey

100%
CMYK: 13 8 11 26
RGB: 178 180 178
#B2B4B2

80%
CMYK: 10 6 9 21
RGB: 193 195 193
#C1C3C1

60%
CMYK: 8 5 7 16
RGB: 209 210 209
#D1D2D1

40%
CMYK: 5 3 4 10
RGB: 224 225 224
#E0E1E0

Mint

100%
CMYK: 17 0 12 0
RGB: 185 220 210
#B9DCD2

80%
CMYK: 14 0 10 0
RGB: 199 227 219
#C7E3DB

60%
CMYK: 10 0 7 0
RGB: 213 234 228
#D5EAE4

40%
CMYK: 7 0 5 0
RGB: 227 241 237
#E3F1ED

Sky Blue

100%
CMYK: 23 0 1 0
RGB: 185 217 235
#B9D9EB

80%
CMYK: 18 0 1 0
RGB: 199 225 239
#C7E1EF

60%
CMYK: 14 0 1 0
RGB: 213 232 243
#D5E8F3

40%
CMYK: 9 0 0 0
RGB: 227 240 247
#E3F0F7

Rose

100%
CMYK: 0 16 4 0
RGB: 242 212 215
#F2D4D7

80%
CMYK: 0 13 3 0
RGB: 245 221 223
#F5DDDF

60%
CMYK: 0 10 2 0
RGB: 247 229 231
#F7E5E7

40%
CMYK: 0 6 2 0
RGB: 250 238 239
#FAEEEF

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 quatatustem adiscit, ium etur sunt endit, is con et as dolest occus, sus, imagnimpel imet labo.

Axim nullum ne aceribus nobitia num nobis eumquam nos unturem oluptae voluptatem facea aut atium debisitae 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.

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

Fall-back Typography

Our fall-back brand font is Arial and is to be used whenever Avenir is unavailable for instance on PC driven applications like PowerPoint and Word. The same basic typography rules apply as on the previous page.

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

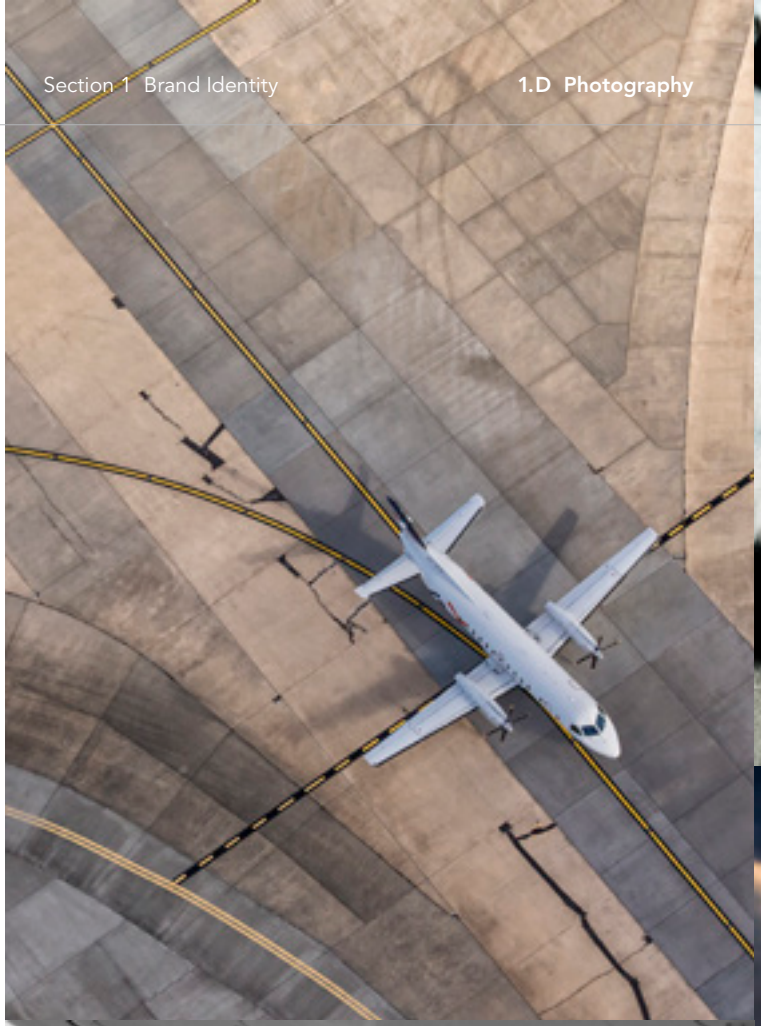
Bold 80pt

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

The photography should be used to support the brand and show Melbourne Airport in a dynamic 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 sophisticated place.



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

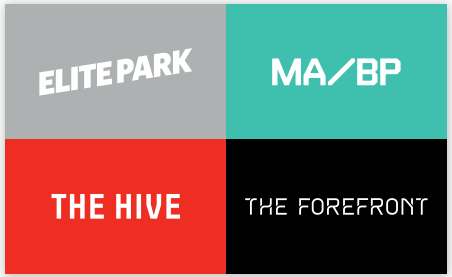
We have a separate approach to business cards for the property team incorporating their asset portfolio branding.

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)



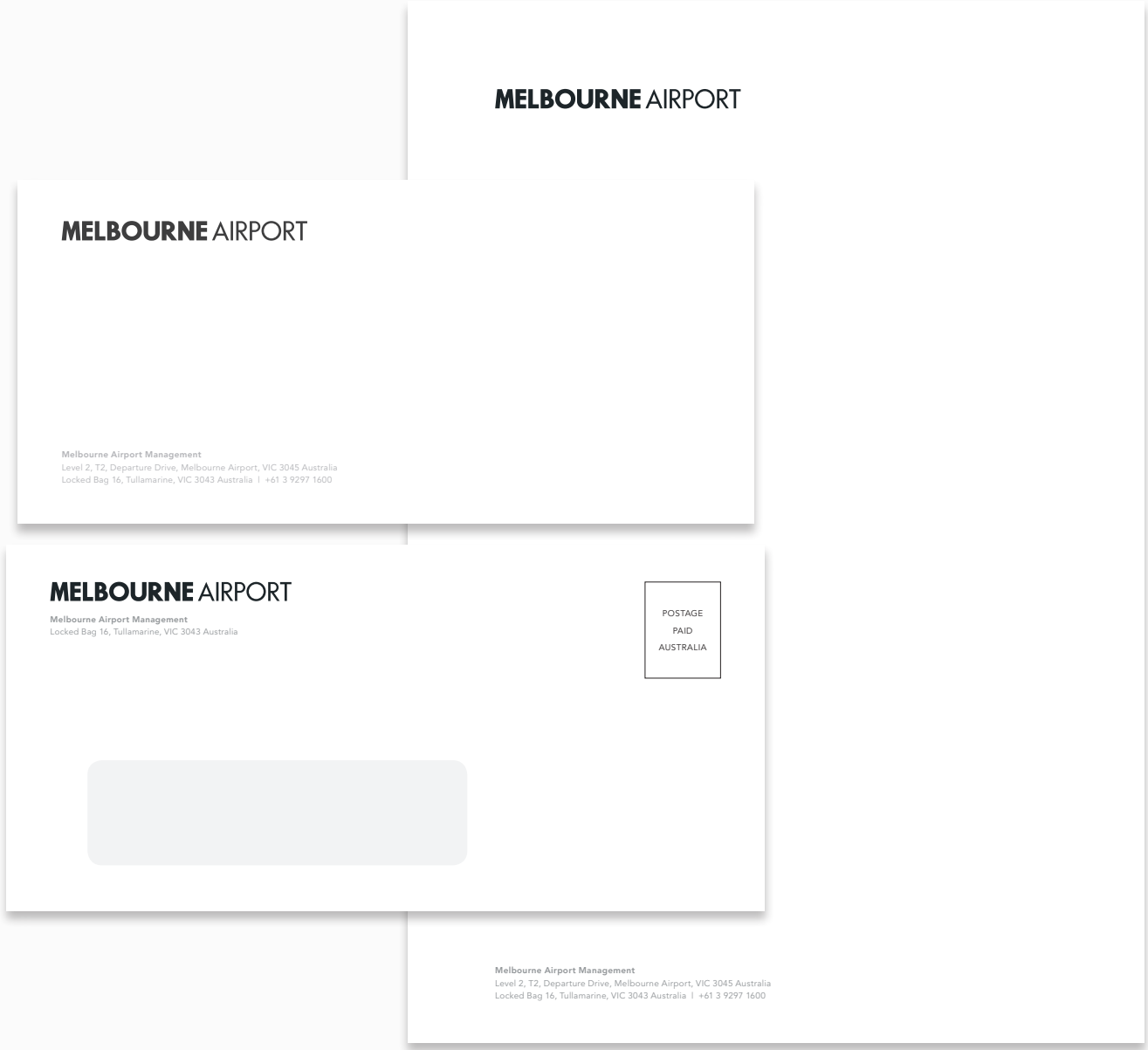
Corporate Stationery

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.

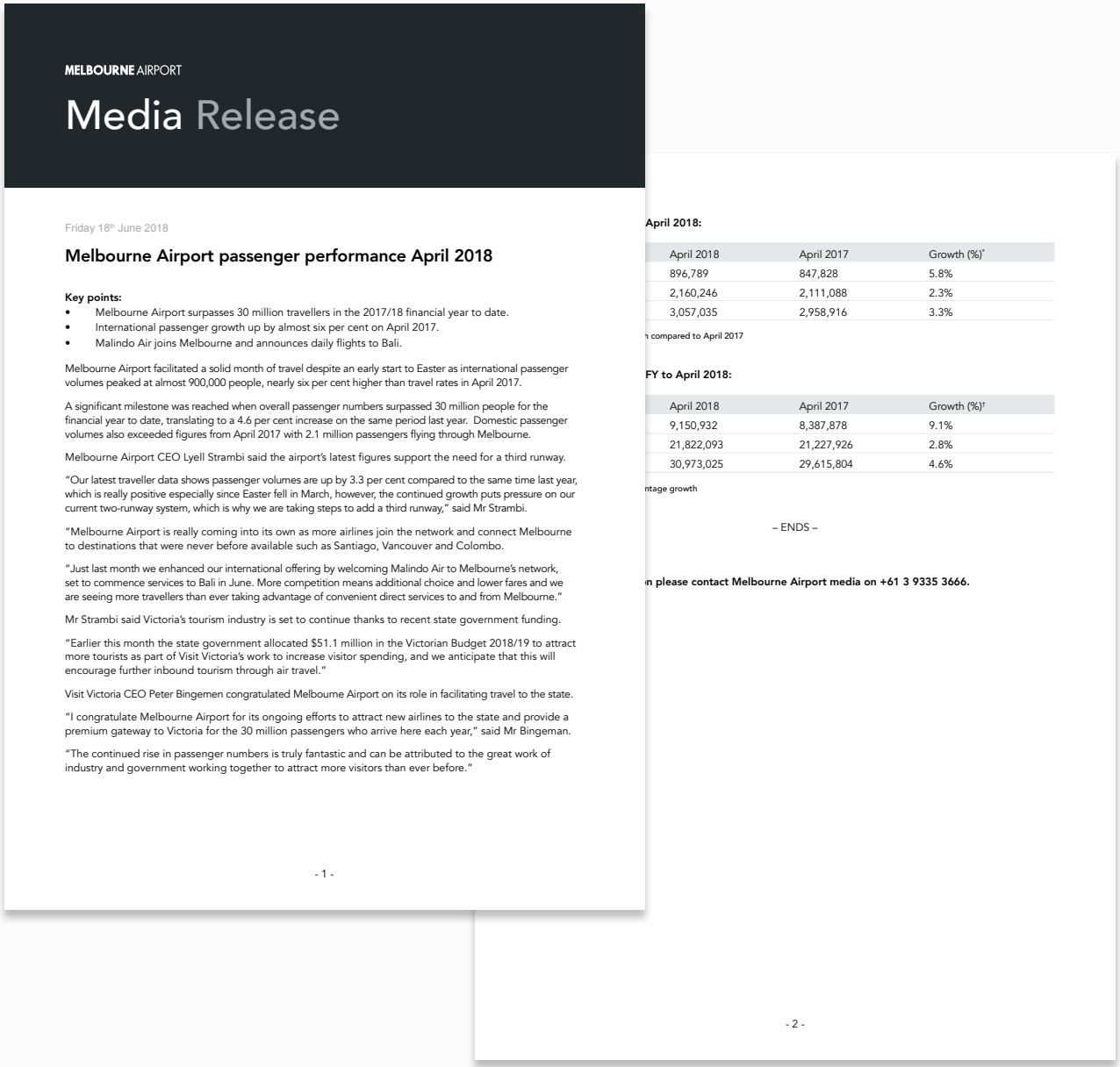
Avenir is the primary typeface, however when this is not possible, Arial is the fall-back font.

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 2018

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 Bingemen 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 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 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 –

n please contact Melbourne Airport media on +61 3 9335 3666.

- 2 -

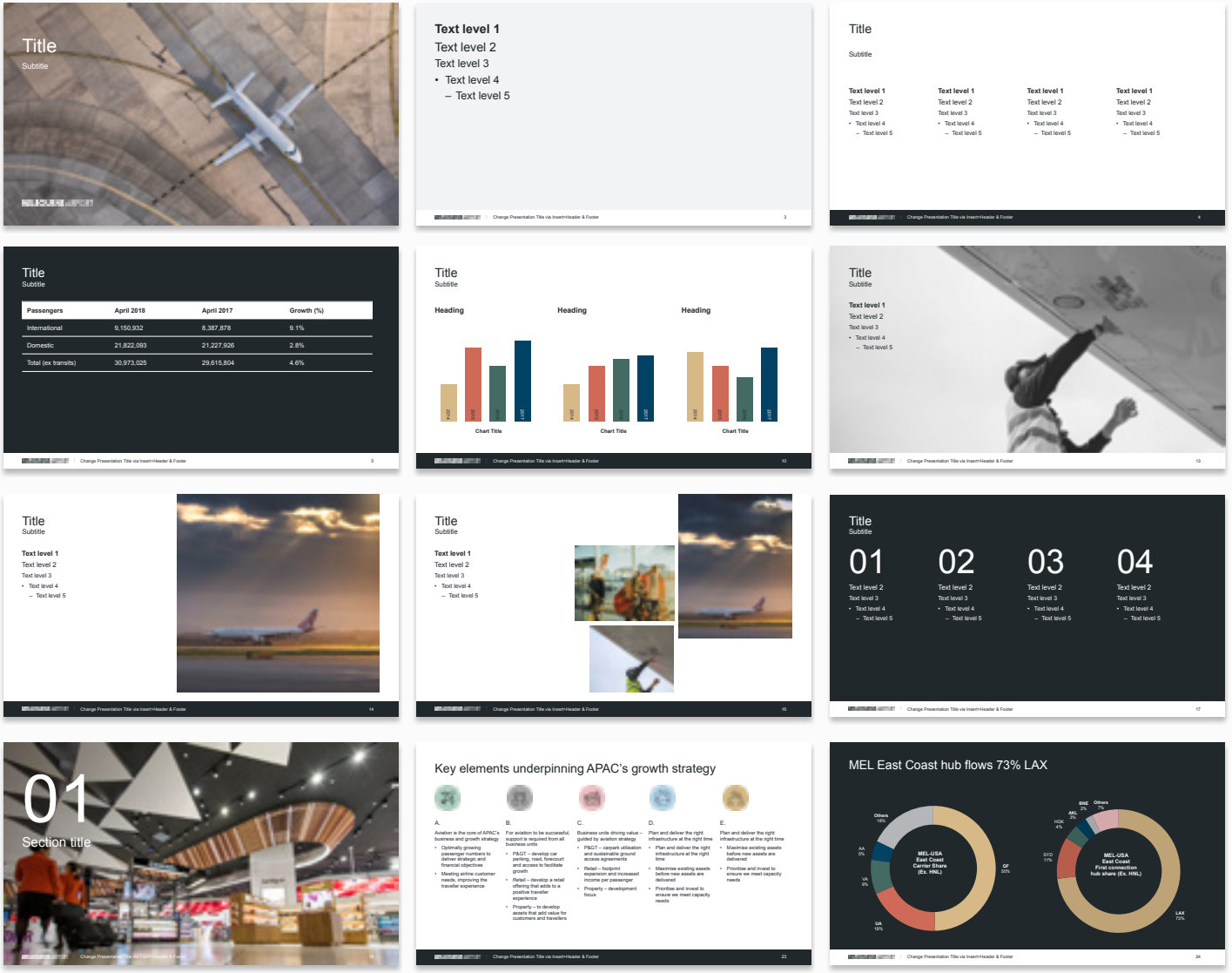
Presentation template

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.

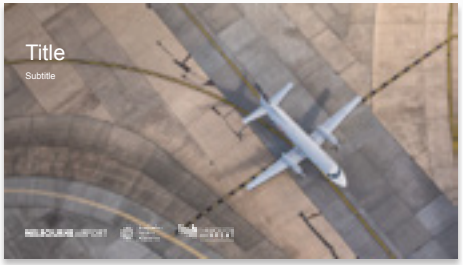
These examples demonstrate the correct principles of using the graphic elements in combination for PowerPoint covers. Please always use the templates provided. It is not a requirement that an image always appears on the cover. If no suitable image is available the graphic cover is a good alternative.

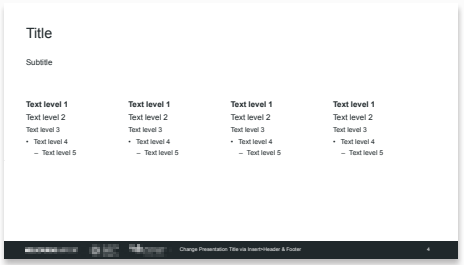
The template opposite includes the Melbourne Airport brand only.

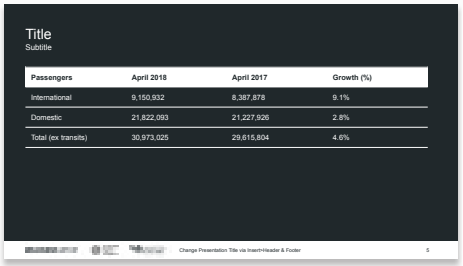


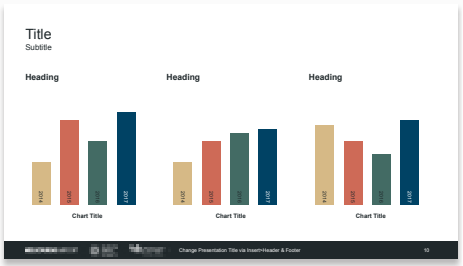
Presentation template

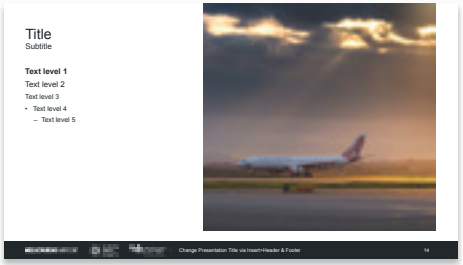
The template opposite includes the Melbourne Airport brand in conjunction with the Australia Pacific Airports and Launceston Airport brands.

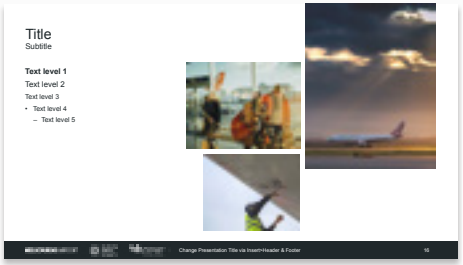


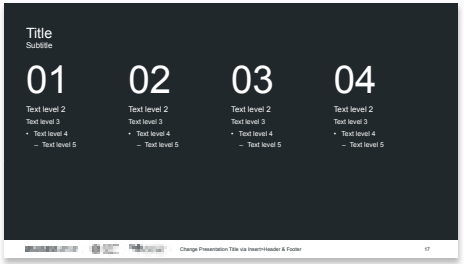


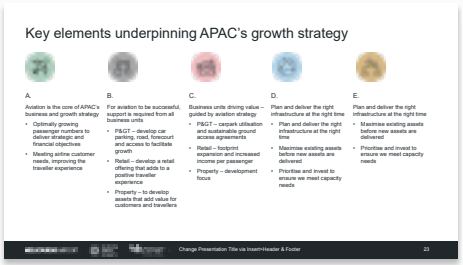


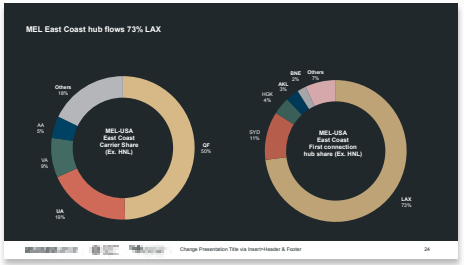








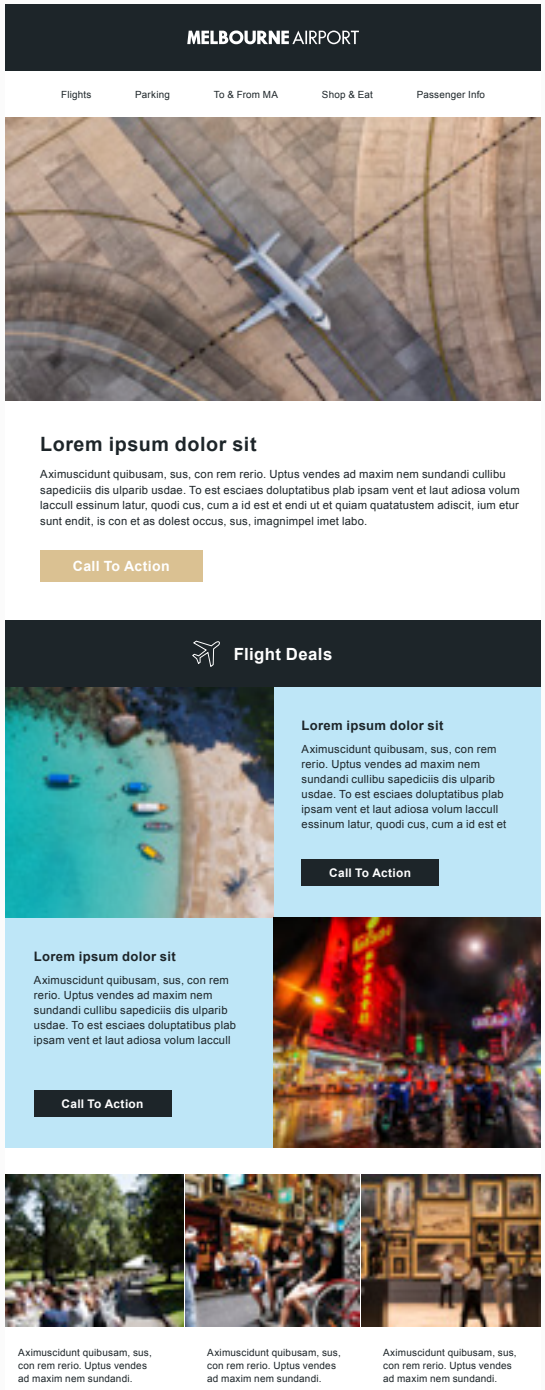


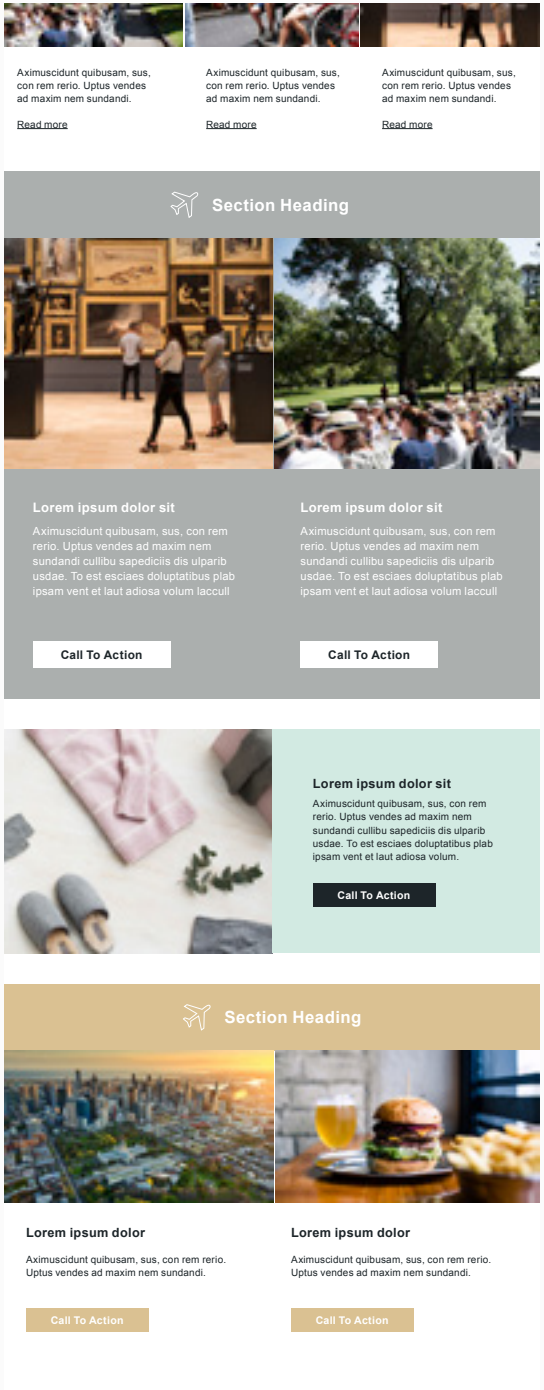


EDM template

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.





EDM template

EDM specifics

Logo Treatment

Size: 198 x 40 px

MELBOURNE AIRPORT

Font(s)

Headline	Arial Regular (28px, bold)
Heading 1	Arial Regular (20px, bold)
Heading 2	Arial Regular (18px, bold)
Section heading	Arial Regular (20px, bold)
Body copy	Arial Regular (14px, regular)
CTA copy	Arial Regular (16px, regular)
Text link	Arial Regular (16px, regular, underlined)
Footer link	Arial Regular (12px, regular, underlined)
Footer copy	Arial Regular (12px, regular)

Colour(s)

Background colour	#FFFFFF
Module Industrial Grey bg	#B2B4B2
Module Melbourne Grey bg	#707372
Module CBD Blue bg	#005587
Module Sky Blue bg	#B9D9EB
Module Industrial Green bg	#487A7B
Module Mint bg	#B9DCD2
Module Terracotta bg	#C66E4E
Module Rose bg	#F2D4D7
CTA bg colour 1	#D3BC8D
CTA bg colour 2	#353735
CTA bg colour 3	#353735
Body copy	#353735
Section heading	#353735
Footer copy	#B2B4B2

Call-To-Action (CTA) treatments

Hero CTA button
Size: 230 x 50 px
Colour: #D6B986

Call To Action

Standard gold CTA button
Size: 160 x 45 px
Colour: #D6B986

Call To Action

Standard charcoal CTA button
Size: 160 x 45 px
Colour: #353735

Call To Action

Standard white CTA button
Size: 160 x 45 px
Colour: #FFFFFF

Call To Action

EDM template

EDM specifics continued

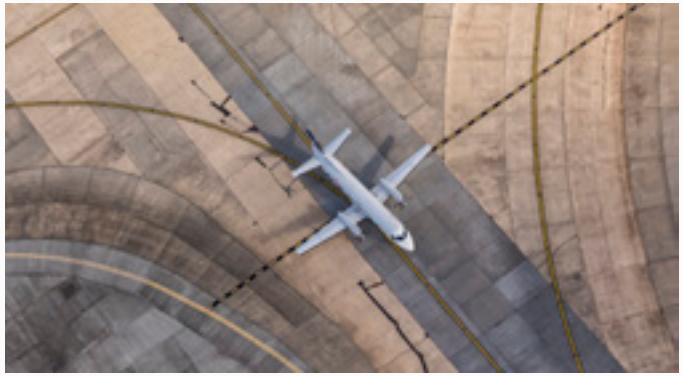
1. Header Module

Logo centred within header panel
Logo: 220 px W
Header Panel: 600 W x 80 px H

Unless otherwise specified, the pre-header text (Having difficulty...) will be auto-populated with correct email address and click through URL

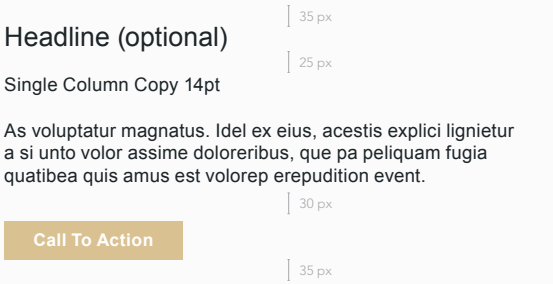
2. Single Column Image

Image is full width (600 px wide) and can be of any height.



3. Single Column Copy with CTA

Spacing requirements as indicated, text and CTA are left aligned.
Copy uses Headline font and body copy font. Character limit 400.



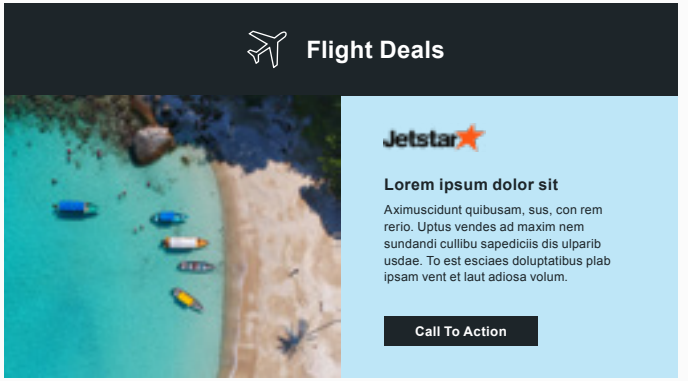
4. Flight Deal

Flight heading sits centred within 600 W x 80 px H panel.

Heading 2 is used, followed by airline logo and body copy text.

Body copy and CTA / text links are left-aligned. Image is 265 px width x varied height.

Character limit 340.



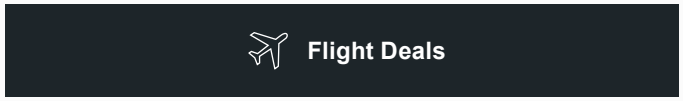
EDM template

EDM specifics continued

5. Section Heading

Section heading options. Each section heading stack differently responsively, please refer to mobile version. Icon size is varied width x 35 px height.

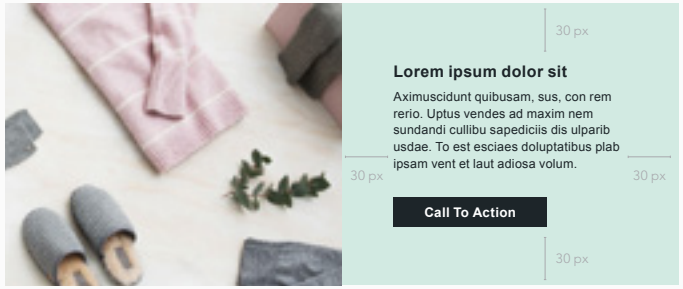
Character limit 25.



6. Article Image Left

Spacing requirements as indicated. Image is 300 px wide. Background colours will differ depending on the section. CTA button will be white if against coloured background, and gold / charcoal against white background.

Character limit 280.



7. Article Image Right

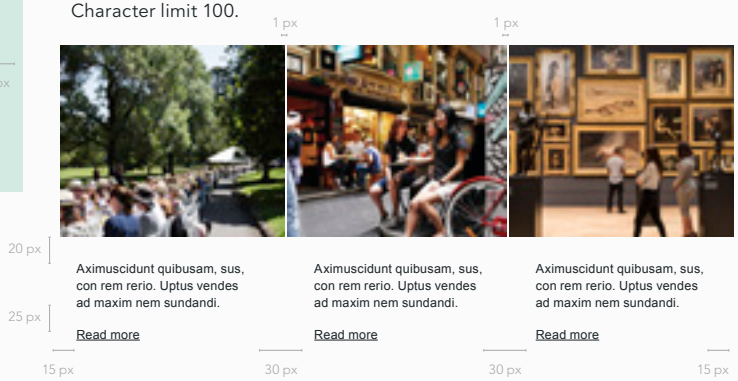
Spacing requirements as indicated. Image is 300 px wide. Background colours will differ depending on the section. CTA button will be white if against coloured background, and gold / charcoal against white background.

Character limit 280.

8. Three Column

Spacing requirements as indicated. From left to right, images are 200 px wide, 198 px wide, and 200px wide. Background colours will differ depending on the section. CTA button will be white if against coloured background, and gold / charcoal against white background.

Character limit 100.



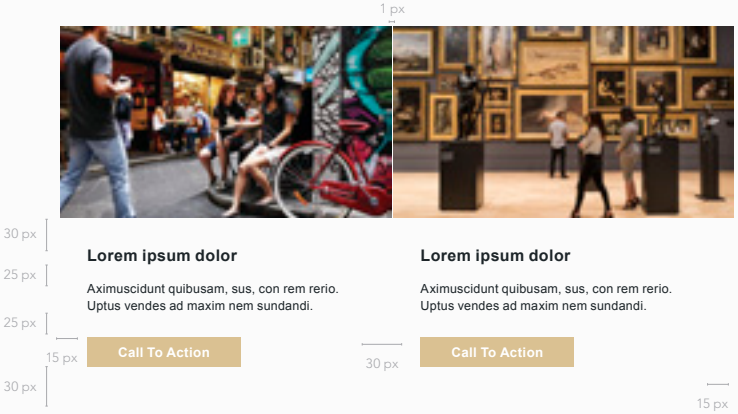
EDM template

EDM specifics continued

9. Two Column

Spacing requirements as indicated. From left to right, images are 300 px wide and 299px wide. Background colours will differ depending on the section. CTA button will be white if against coloured background, and gold / charcoal against white background.

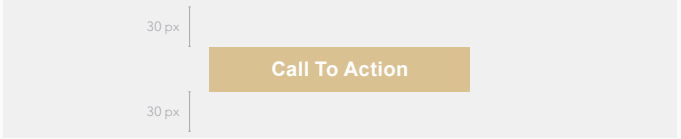
Character limit 160.



10. Centre CTA

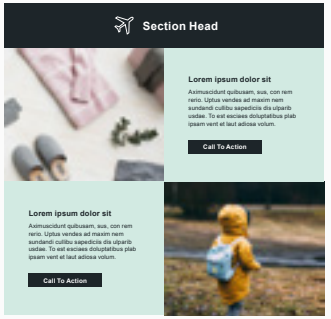
Uses Hero CTA Button size in gold, charcoal or white. Light grey background is optional depending on the use.

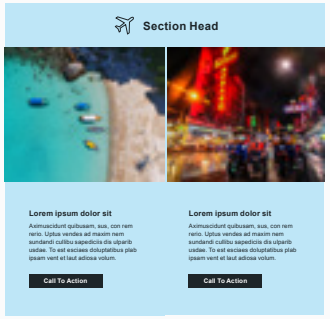
Character limit 20.

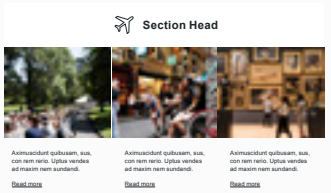


11. Module Examples

Examples of different coloured modules built using ‘Section Heading’, ‘Three Column’, ‘Article Image Left’, ‘Article Image Right’, and ‘Two Column’ modules . Please refer to those module’s specifications.

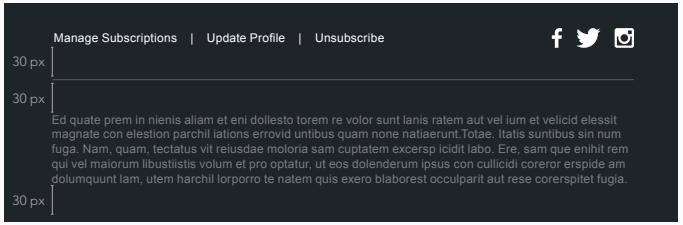






12. Footer

Uses footer copy size. Icons size are varied width x 23 px.



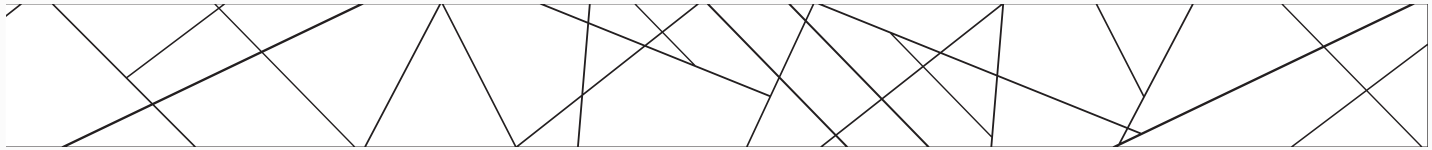
Vision Strip

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.

Minimum height: 100mm



Colour application

Detail

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

Melbourne Airport Aviation

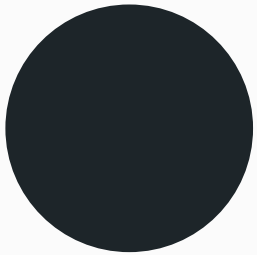
Aviation Primary Colour Palette

Aligned with the corporate colour palette, the primary palette consist of charcoal and white with gold for highlights.

In a similar vein to the corporate palette, when we have the opportunity to add a highlight colour, gold is our preferred option. When using gold we prefer to incorporate it as a Pantone colour or as a foil to achieve the most sophisticated and refined finish.

Primary Colours

Charcoal



Single colour: 95% Black

CMYK: 55 39 38 83

RGB: 53 55 53

#353735

Pantone: 447

White

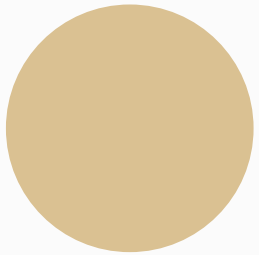
CMYK: 0 0 0 0

RGB: 255 255 255

#FFFFFF

Highlight Colours

Gold



CMYK: 6 15 41 10

RGB: 211 188 141

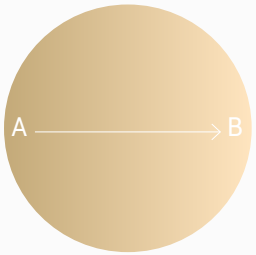
#D3BC8D

Pantone: 466

Pantone Metallic: 10342

Foil: Milford Astor
GFE 001 GOLD

Gold Gradient



CMYK:
Point A: 20 27 56 5
Point B: 0 10 26 0

RGB:
Point A: 196 171 122
Point B: 255 229 192

Aviation Secondary Colour Palette

Our secondary palette has been inspired by Melbourne, a colour palette that is as diverse as the city the airport calls home. When you require additional colours for graphs and tables, please use a half-tone colour of the secondary colour, these should be used at 80%, 60% and 40%.

Melbourne Grey

CMYK: 30 20 19 58
RGB: 112 115 114
#707372
Pantone: 424

Industrial Green

CMYK: 69 12 30 36
RGB: 72 122 123
#487A7B
Pantone: 7475

CBD Blue

CMYK: 100 45 0 45
RGB: 0 85 135
#005587
Pantone: 7692

Terracotta

CMYK: 12 63 72 0
RGB: 198 110 78
#C66E4E
Pantone: 7618

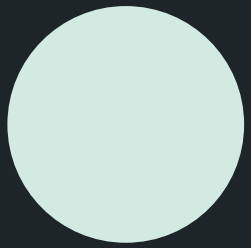
Gold

CMYK: 6 15 41 10
RGB: 211 188 141
#D3BC8D
Pantone: 466
Pantone Metallic: 10342

Industrial Grey

CMYK: 13 8 11 26
RGB: 178 180 178
#B2B4B2
Pantone: 421

Mint

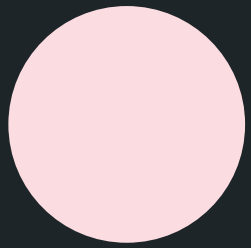


CMYK: 17 0 12 0
RGB: 185 220 210
#B9DCD2
Pantone: 566

Sky Blue

CMYK: 23 0 1 0
RGB: 185 217 235
#B9D9EB
Pantone: 290

Rose



CMYK: 0 16 4 0
RGB: 242 212 215
#F2D4D7
Pantone: 698

Aviation Typography

Aviation has it's own distinctive rules for utilising the Melbourne Airport's brand font Avenir. Primarily featured in a Light weight to ensure the airport is portrayed in a sophisticated manner that showcases us as the benchmark within the sector.

Lead in:
Avenir Medium in all caps

Headings and large statement paragraphs:
Avenir Light and sentence case

Body copy:
Avenir Light and sentence case

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

LEAD IN

Avenir Medium 9/13 all caps
Tracking: 100

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

Avenir Light 30/35 sentence case
Tracking: -15

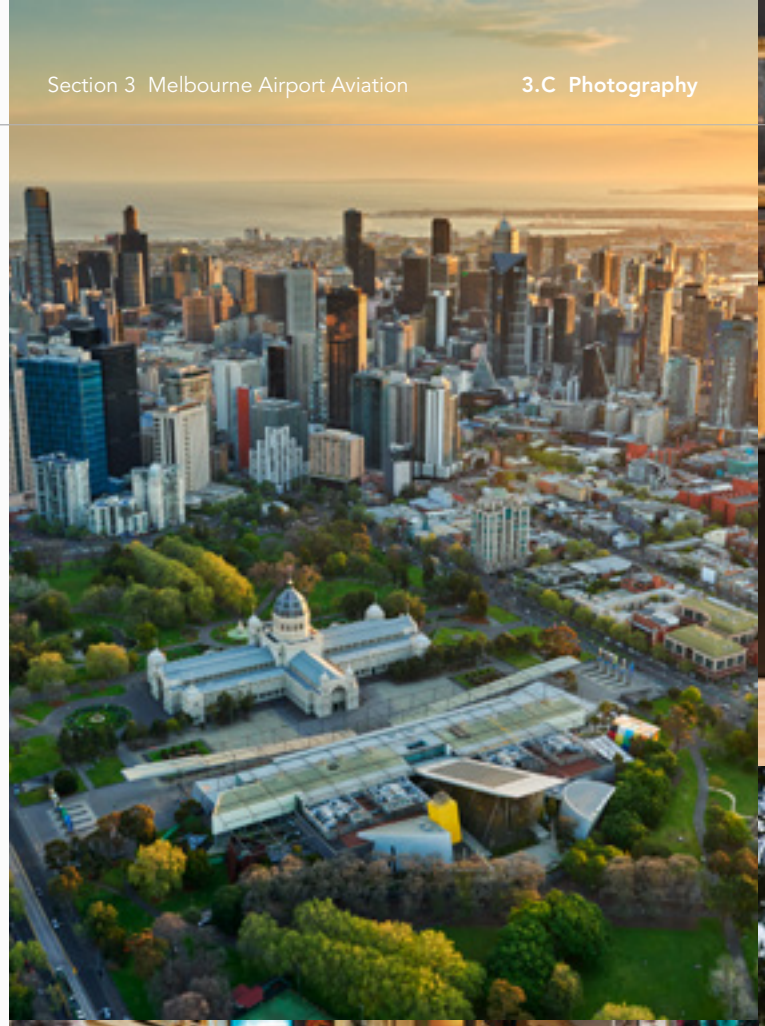
Aximuscidunt quibusam, sus, con rem rerio. Uptus vendes ad maxim nem sundandi cullibu sapediciis dis ulparib usdae. To est esciaes doluptatibus plab ipsam vent et laut adiosa volum laccull essinum latur, quodi cus, cum a id est et endi ut et quiam quatatustem adiscit, ium etur sunt endit, is con et as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

Axim nullum ne aceribus nobitia num nobis eumquam nos unturem oluptae voluptatem facea aut atium debisitae 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. Otam num atiossed quisitatv

Avenir Light 10/13 sentence case
Tracking: -15

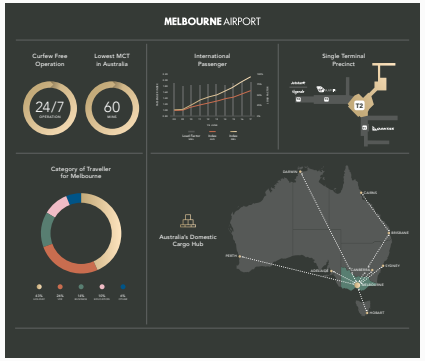
Aviation Photography

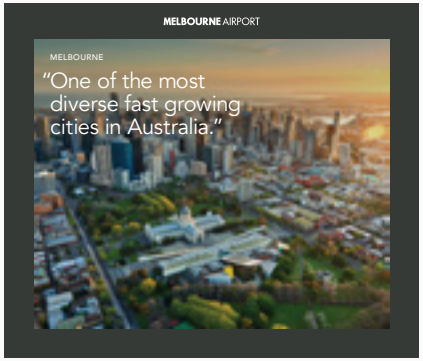
Our photography principles are built around Melbourne's unique lifestyle, people and environment. The imagery should feature iconic landmarks and events that are distinctly Melbourne. Our images should portray Melbourne as a vibrant, sophisticated and cultural rich city.



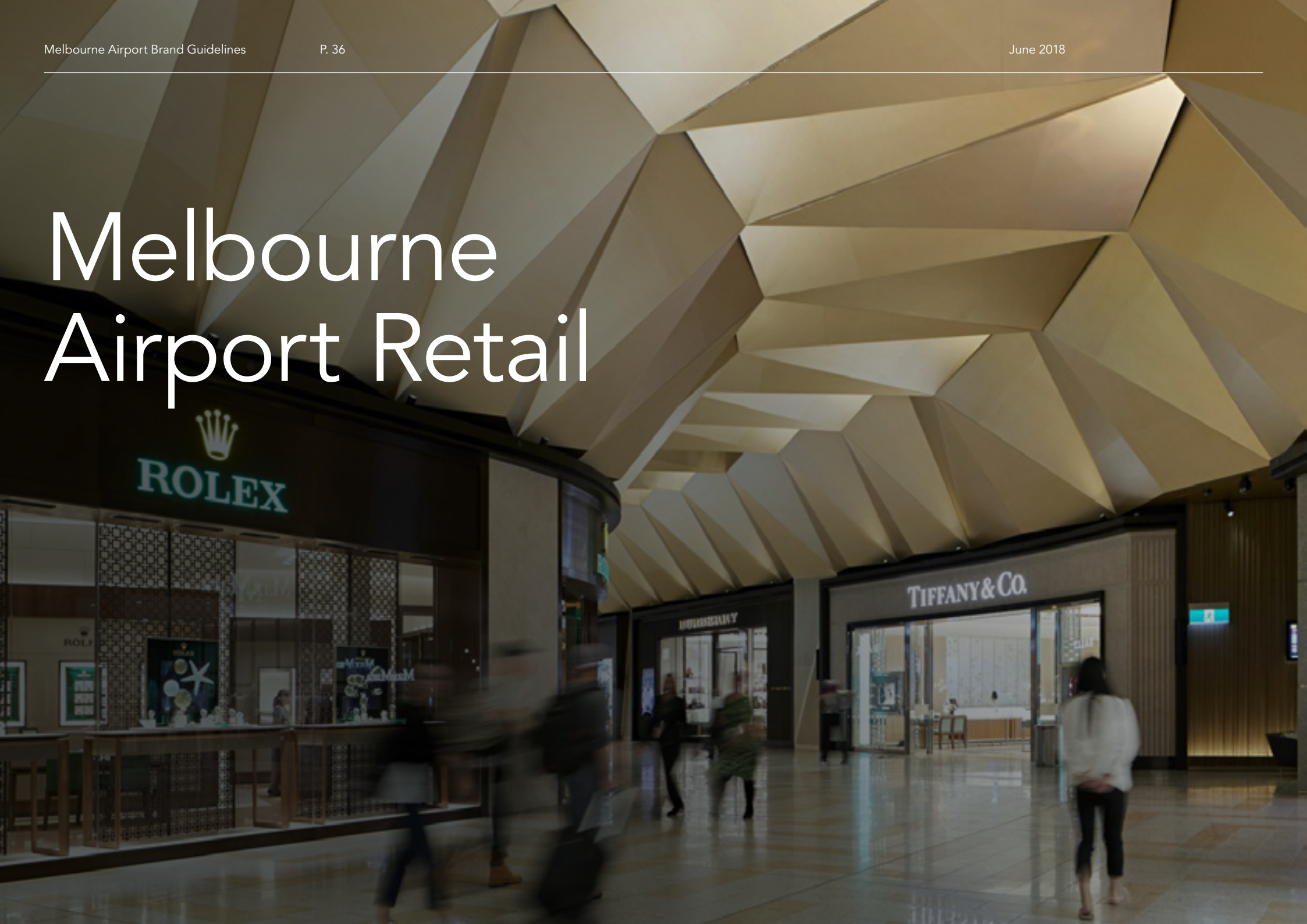
Aviation Applications

Here is an example of the way our brand elements come together to create a dynamic and engaging conference booth.





Melbourne Airport Retail



Retail Primary Colour Palette

Our colour palette is made up of Melbourne Airport Charcoal supported by Industrial Grey with highlights of white.

Melbourne Airport Charcoal is our key brand colour. We like to use it as the foundation of our retail messaging as a background, for instance on our signage.

Industrial Grey is used for the base layer of content and messaging, with white then used as a contrasting highlight for important focus points or calls to action.

Gold should be utilised when promoting the luxury precinct, it should be used a highlight colour and 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 Colours

Charcoal

Single colour: 95% Black

CMYK: 55 39 38 83

RGB: 53 55 53

#353735

Pantone: 447

Industrial Grey

CMYK: 12 8 9 21

RGB: 181 182 179

#B5B6B3

Pantone: 421

White

CMYK: 0 0 0 0

RGB: 255 255 255

#ffffff

Luxury Highlight Colour

Gold

CMYK: 17 25 53 0

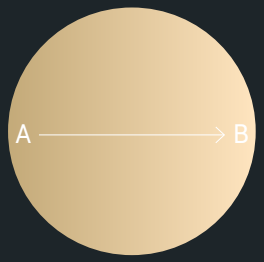
RGB: 214 185 134

#d6b986

Pantone: 10340

Foil: Milford Astor GFE 001 GOLD

Gold Gradient



CMYK:
Point A: 20 27 56 5
Point B: 0 10 26 0

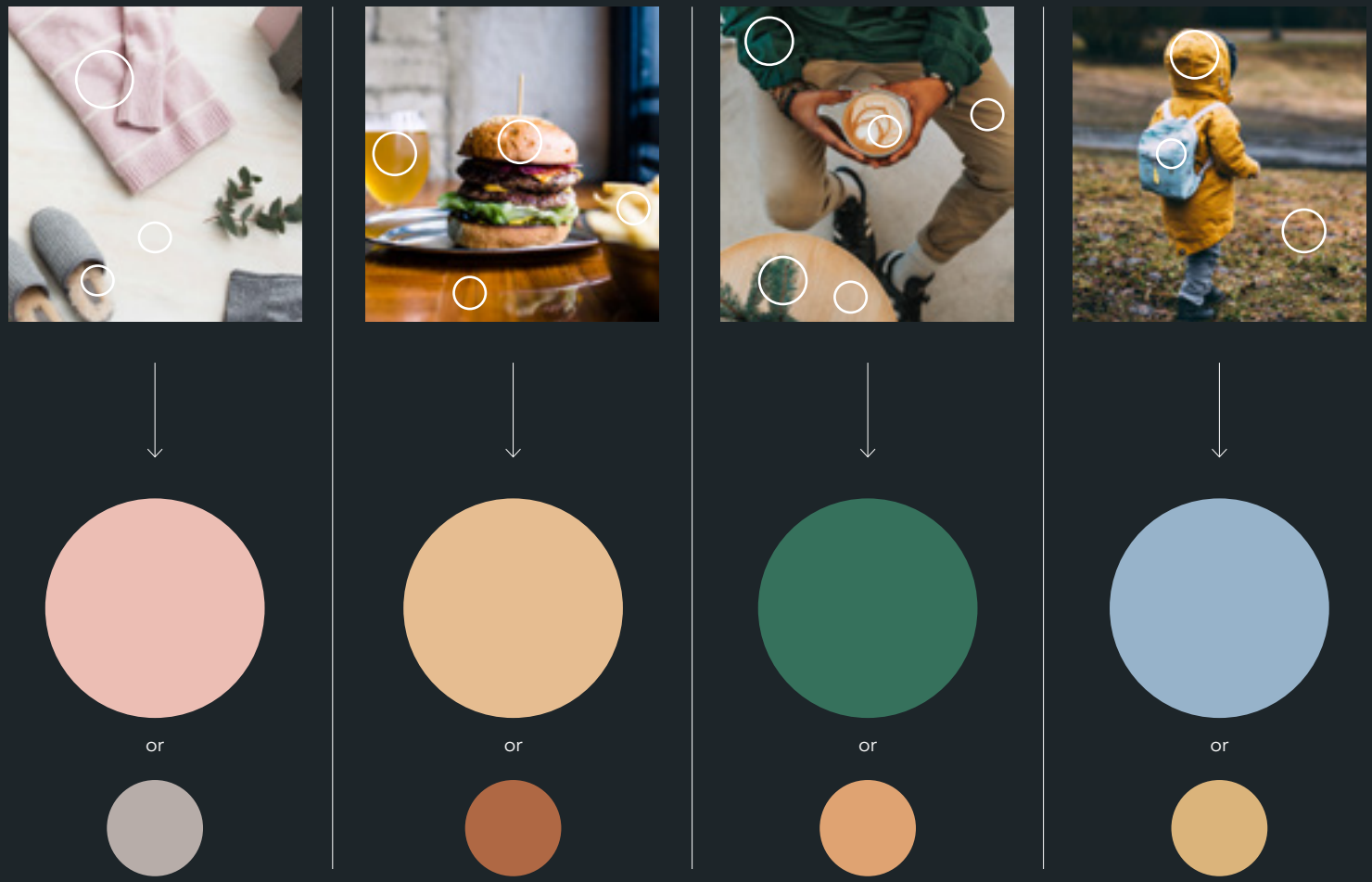
RGB:
Point A: 196 171 122
Point B: 255 229 192

Retail Secondary Colour Palette

Our secondary palette for Retail involves a flexible system to support our imagery by deriving colour values from imagery subject matter. These colours are to be used in a very minimal fashion, and should only be used as accent colours for elements that would benefit from a subtle highlight, i.e. call to actions.

Colours sampled from imagery can be appropriated to suit our photography style of natural, authentic, candid and editorial. The resulting colour should feel dusty and refined rather than bright, and allow enough contrast between it and the background charcoal.

As per the examples to the right, the whole image should be looked at for inspiration for the highlight colour. The most prominent colour doesn't necessarily have to be the chosen highlight colour, a broad average of multiple tones can also work well.



Retail Typography

This is how we create hierarchy within our headline.

Avenir Light 40/40 sentence case
Tracking: -15

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

Avenir Light 10/13 sentence case
Tracking: -15

A conversational tone of voice is used with our retail level of messaging. A highlight can be applied to add interest to a particular word or section with a white colouring in contrast to the Industrial Grey.

Melbourne Airport Retail uses primarily Avenir Light across the board, and is flexible in alignment, either left, centred or right aligned depending on application.

Main headlines:
Avenir Light and sentence case

Large statement paragraphs:
Avenir Light and sentence case

Body copy:
Avenir Light and sentence case

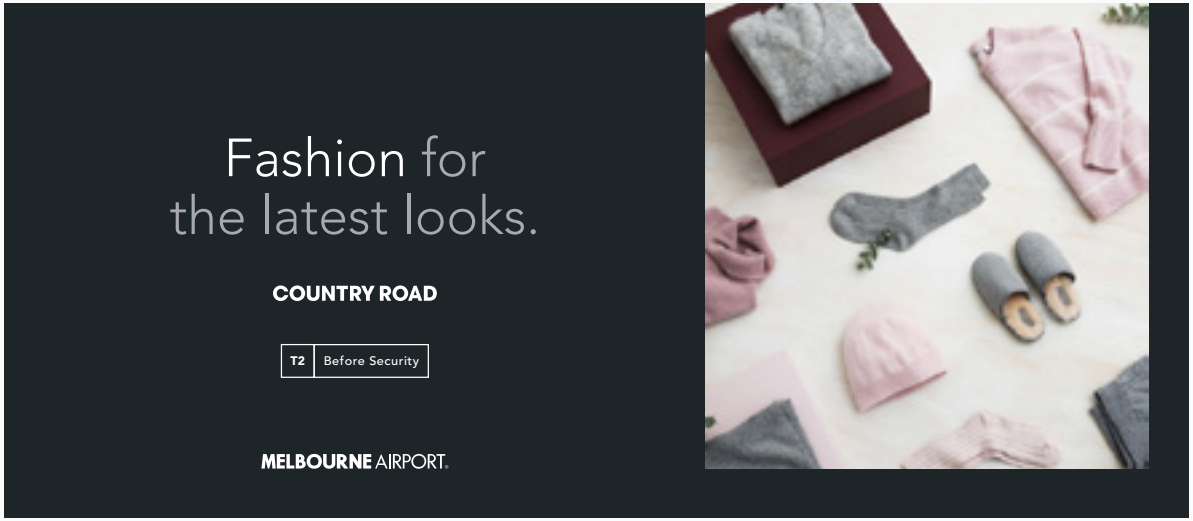
For further information and any bespoke items not covered off in these guidelines please contact the Marketing team.

Call to Action Device

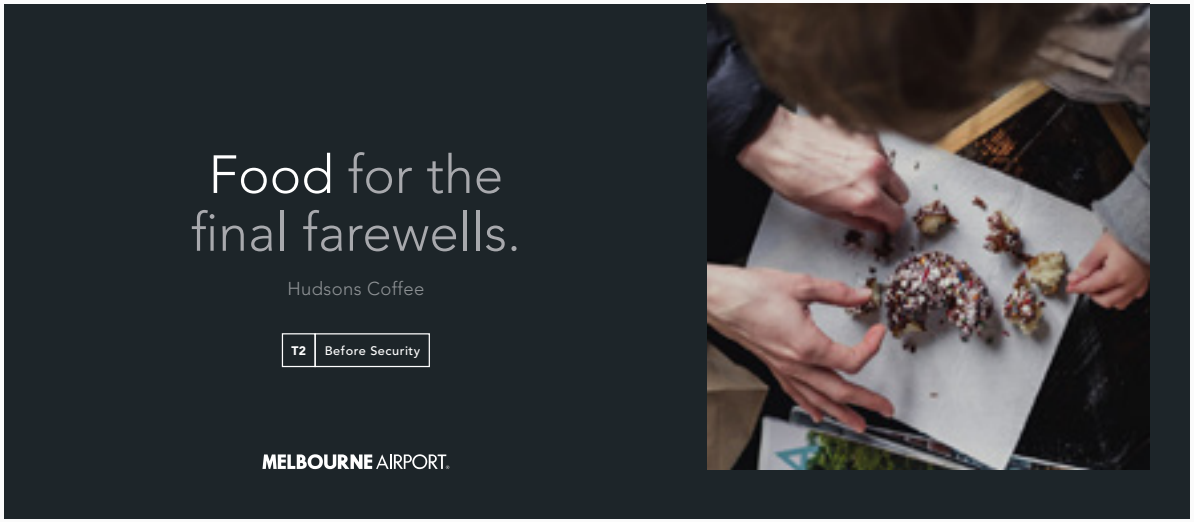
A flexible graphic device that can be used to display the Melbourne Airport web address, social media icons or as a directional locator on collateral.

Retailer branding

Our Retail level messaging will often incorporate retailer branding and photography. For this level of messaging, retailer logos are to be placed in mono reversed white to compliment the core message and call to action. If the Retailer logo is not available, the retailer name can be used in place using the Melbourne Airport standard brand typography.



With retailer logo



Without retailer logo

Retail Photography

The retail photography style is built around the principles of people, movement, product focus and inclusiveness. Our images should portray Melbourne Airport as a contemporary, dynamic and sophisticated place. We seek to use images with interesting crops and angles, shot with a candid, authentic tone to feel iconically Melbourne.

Products highlighted in our photography should feel natural and un-posed, often with short depth of field. Faces are often avoided in order to hero the product and lifestyle, depicting a scene that customers can realistically place themselves in.

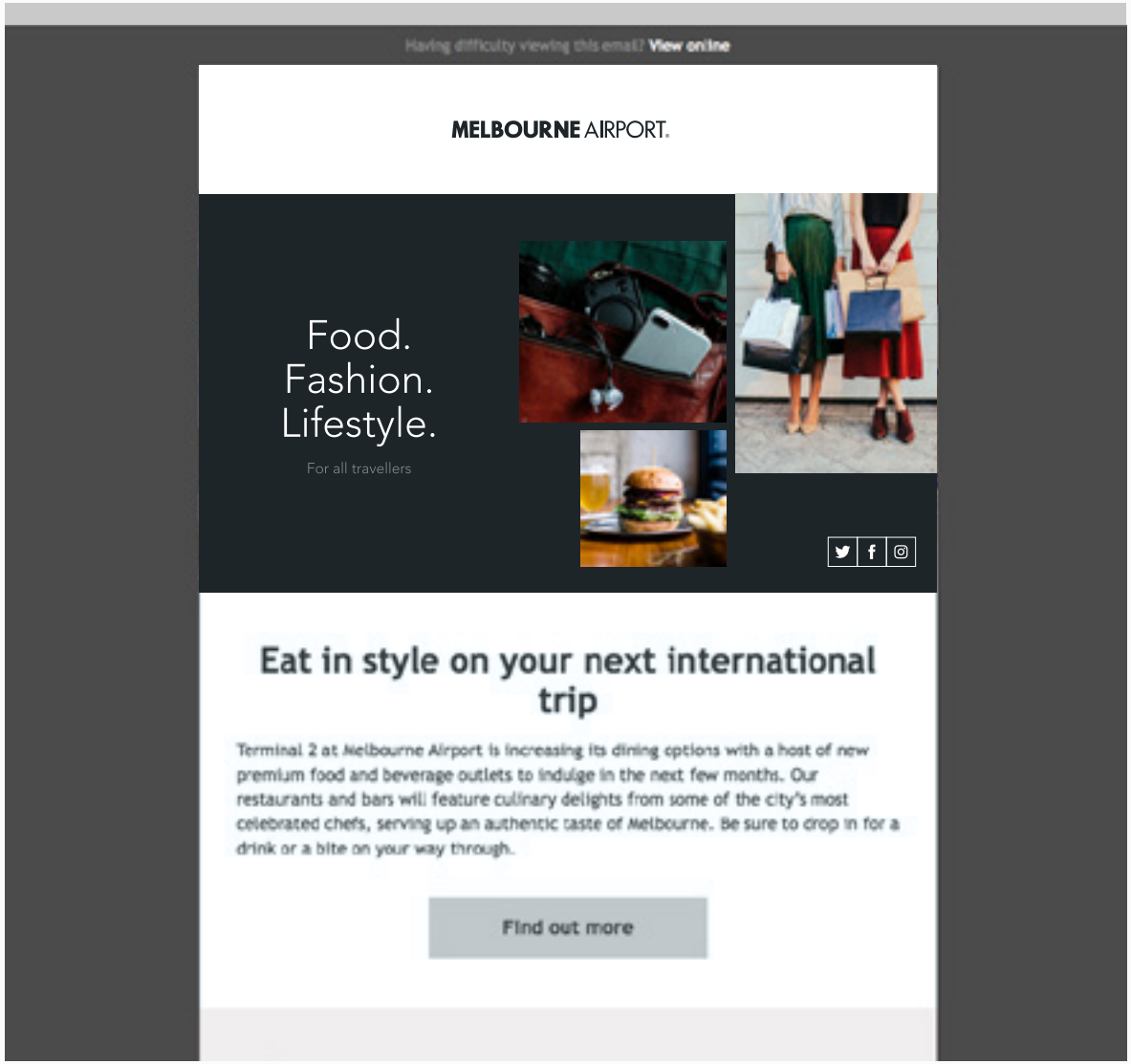
Colour in the photography should aim to feel natural and without artificial saturation. If the colour composition feels too bright overall, or working with images with too much colour vibrancy, the saturation should be reduced to ensure the tone is maintained.

Retail Photography Composition

The composition for multiple images within the retail campaign is flexible like the Melbourne Airport brand. The gallery composition should use a variety of sizes for the images to create interest and movement within the collateral. The composition can change from one application to the next dependent on the size of the artwork and best crop for the images. On the following pages you will see a variety of different compositions that can be utilised.

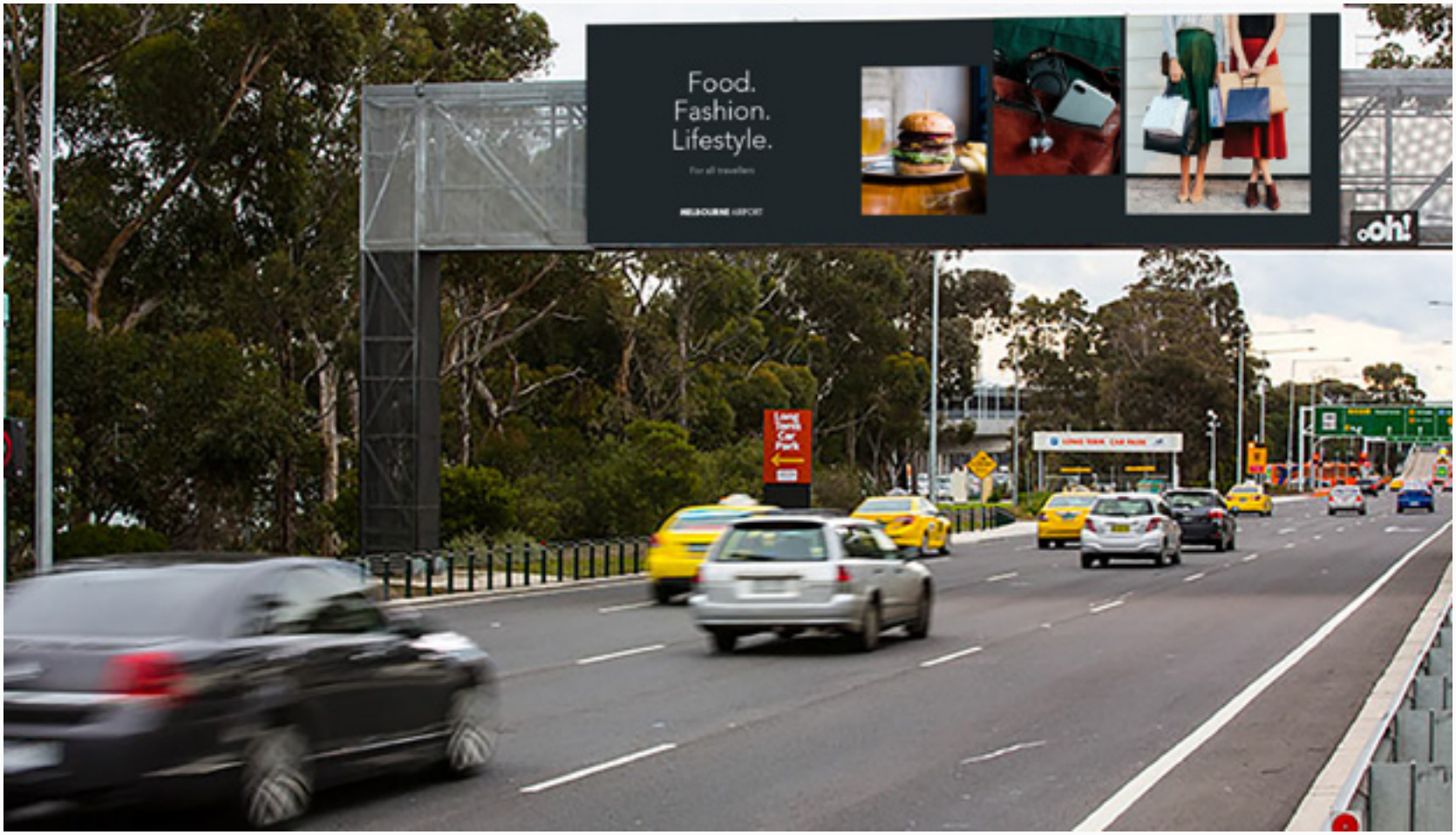
Retail Campaign

EDM example



Retail Campaign

Brand level billboard example.

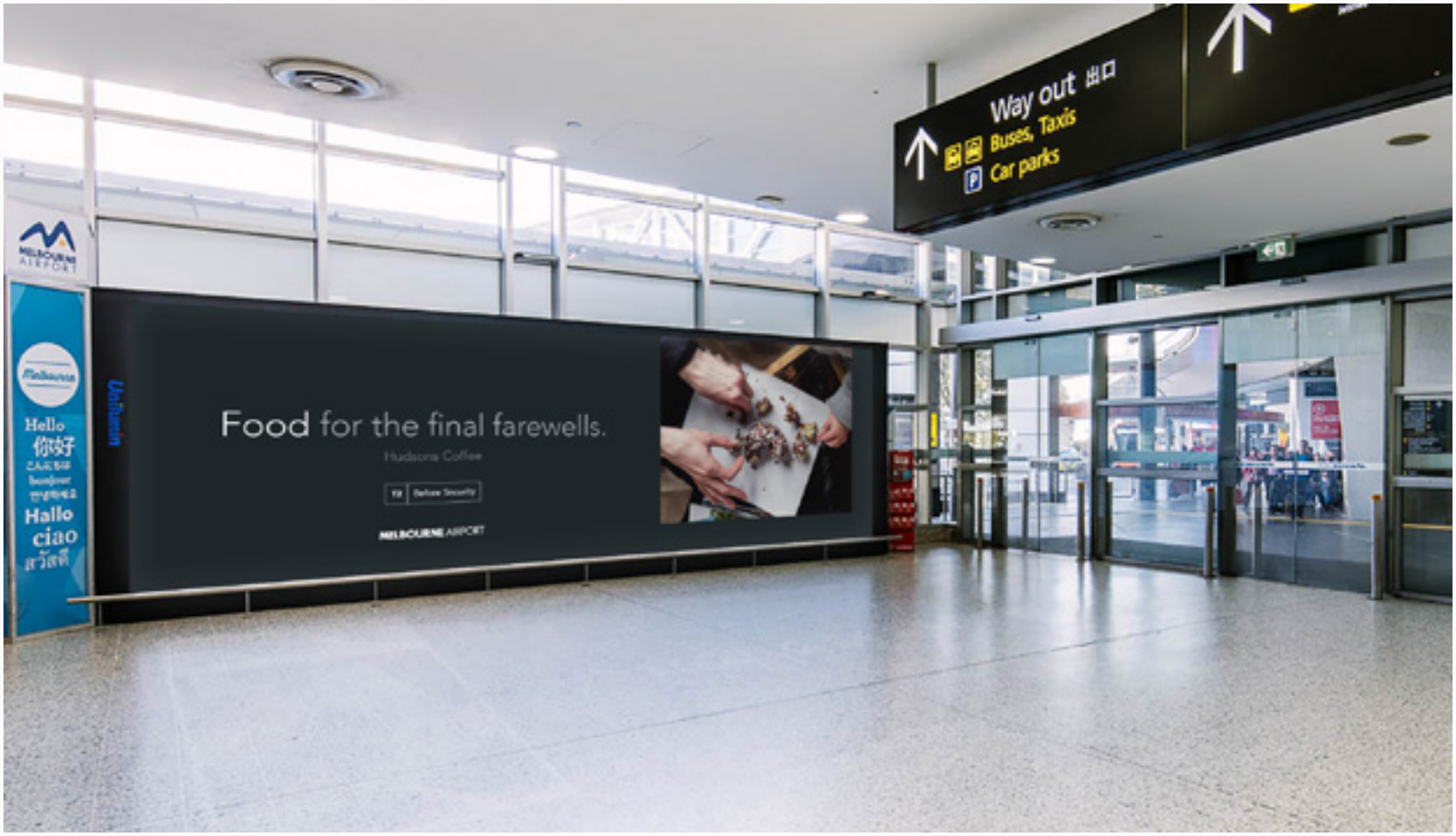


Retail Campaign

Category Level Poster set example.

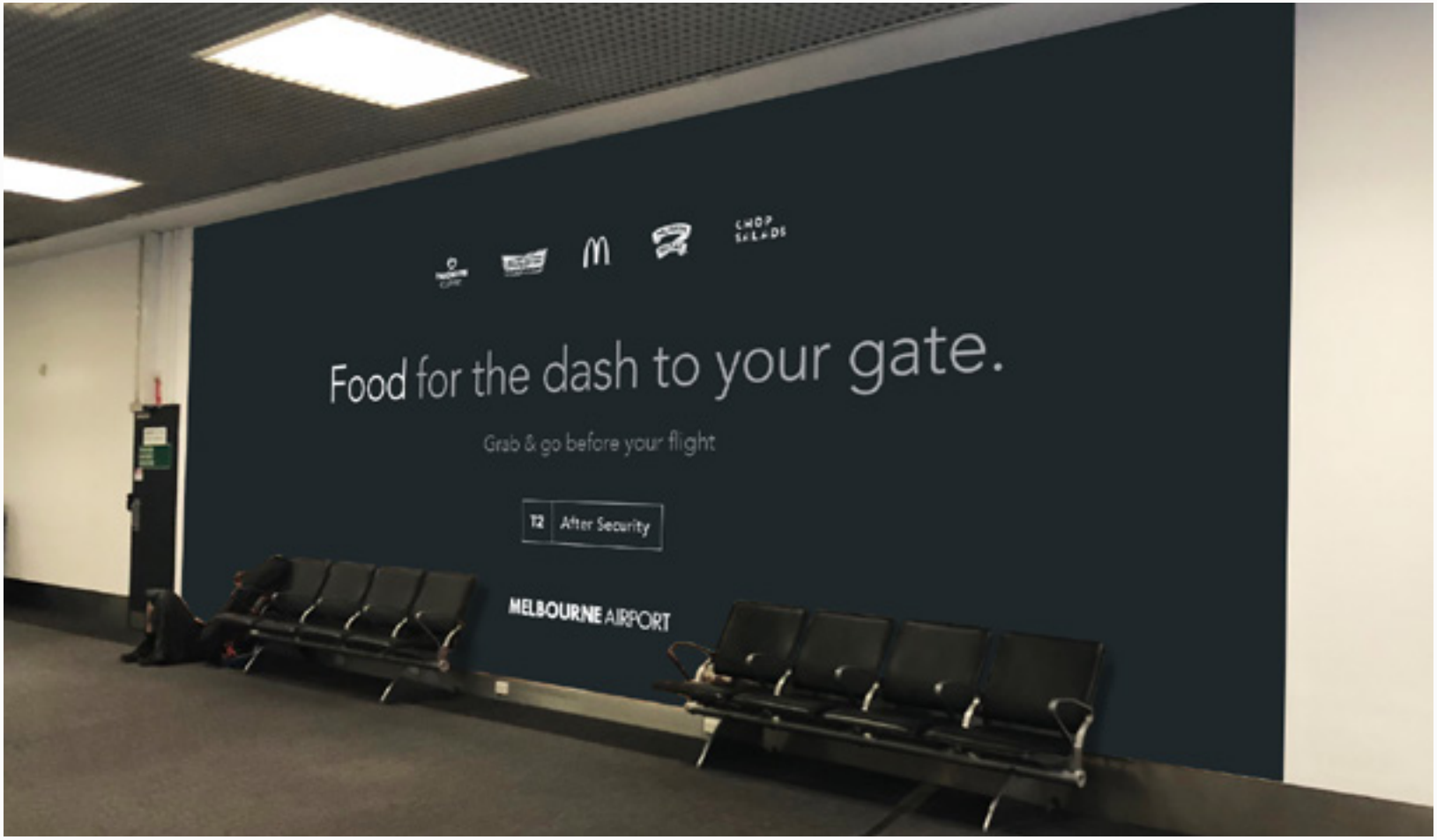
Retail Campaign

Retailer level LCD Screen example.



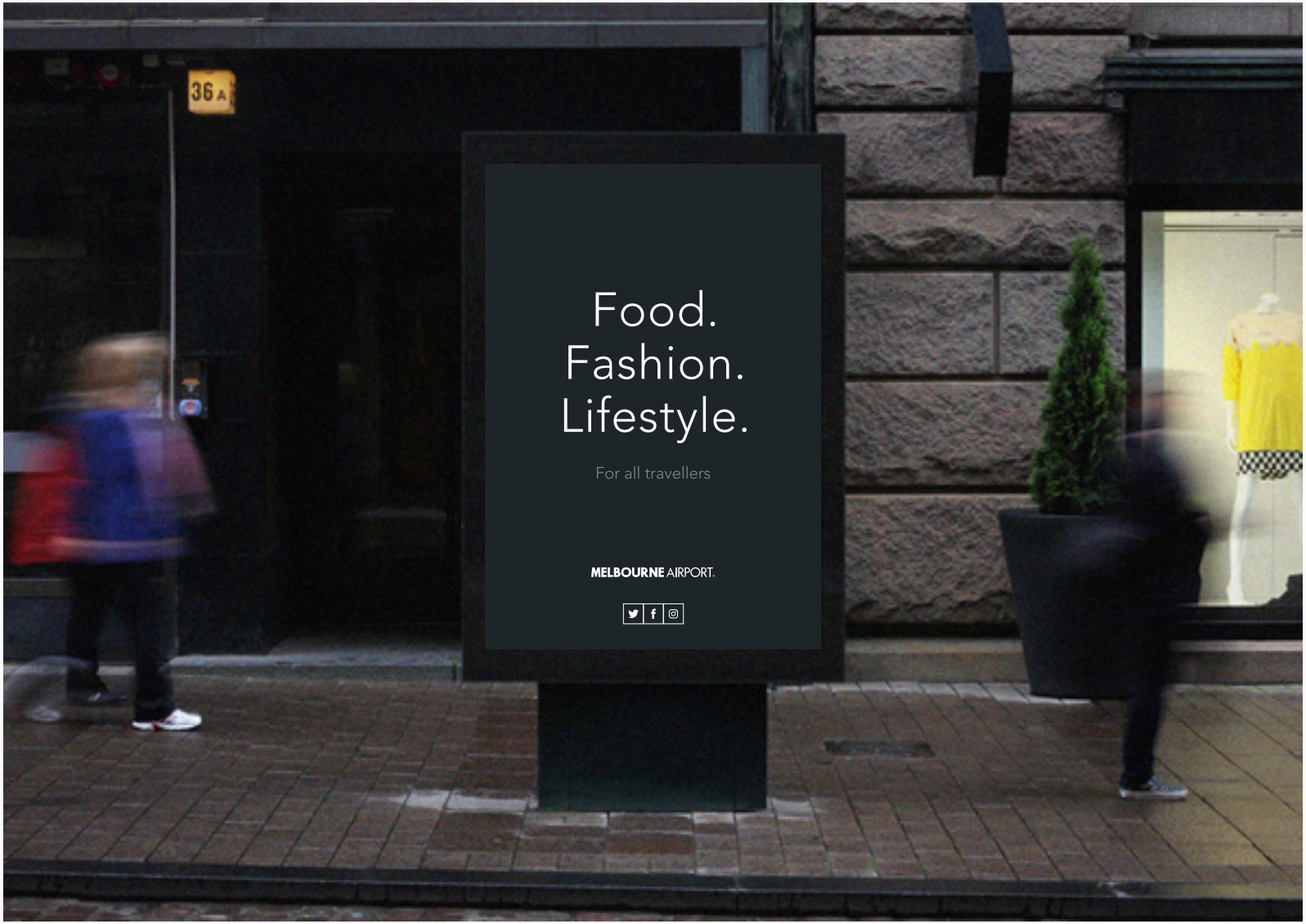
Retail Campaign

Category level hoarding example.



Retail Campaign

Brand level metro sign example.



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