Brisbane Airport Brand Guidelines

Version 1.0 – May 2025

Brisbane Airport

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May 2025

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Overview

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Welcome to the Brisbane Airport Brand Guidelines.

This document is a best practice guide to how we implement our brand identity – built off well considered and articulated strategic foundations – throughout the business in a seamlessly consistent manner.

As an entity, our visual standards are of vital importance to us, and therefore must be carefully maintained. So please, follow these guidelines closely.

After all, we are all custodians of something incredibly precious that belongs to all the people of our great state.

Brand positioning

Brisbane Airport is forging into an exciting future and our brandmark reflects this dynamic trajectory.

One that is simply and confidently known as Brisbane Airport. That identifies as evolving and inspiring; personable and engaging; and as a pioneering visionary.

Our core values of communication, collaboration, courage and care provides a strong foundation to deliver our brand personality. Our brand and people are inspiring, diligent, welcoming and curious.

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Brand Snapshot

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Brand Vision	Connect the world. Create the future.
Brand Purpose	Create value for our 4 bosses (Employees, Customers, Community, Shareholders)
Brand Promise	We are a conduit for connection that facilitates economic development, builds relationships, and finds common goals that develop mutually beneficial opportunities for our community.

Brand Pillars

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Brand Pillars	Substantiation	Values	Personality	Tone of Voice
Big Picture Activators	We see infinite potential, seeking opportunities to create vibrant spaces and harnessing innovation. We make an impact at every encounter, exceeding expectations and setting the benchmark.	**Courage**	**Inspiring**	**Decisive**
Impassioned Connectors	We enable community connection, finding commonalities to shared goals that deliver a legacy for generations to come. We inspire and nurture the potential for extraordinary opportunities.	**Collaboration**	**Curious**	**Intuitive**
Steadfast Guardians	We take our duty of care seriously and understand the privilege of being trusted with such critical national infrastructure. We are ever vigilant, ensuring we oversee the maintenance and creation of spaces that allow people to feel safe and secure.	**Care**	**Diligent**	**Empathetic**
Community-Centred Champions	We create spaces of belonging, engaging, enhancing and inspiring community connections. We act with clear intent and concise language to ensure we are understood by our diverse audiences.	**Communication**	**Welcoming**	**Inclusive**

Our brand at a glance

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Master Logo

Brisbane Airport

Primary typeface

Aeonik Light

Aeonik Regular

Aeonik Medium

Aeonik Bold

Brand Colour palette

Navy Blue Pantone: 289 CMYK: C100 M66 Y00 K76 RGB: R13 G36 B64 HEX: #0d2440	**Sky Blue** Pantone: 2389 CMYK: C70 M15 Y00 K00 RGB: R41 G171 B227 HEX: #29abe3	**Sunshine Yellow** Pantone: 3514 CMYK: C00 M20 Y100 K00 RGB: R255 G189 B0 HEX: #ffbd00	**Lime Green** Pantone: 376 CMYK: C41 M00 Y95 K00 RGB: R139 G205 B00 HEX: #8bcd00	**Cloud Grey** Pantone: 663 CMYK: C03 M02 Y02 K00 RGB: R245 G245 B245 HEX: #f5f5f5
	Ocean Blue Pantone: 286 CMYK: C100 M91 Y02 K01 RGB: R0 G51 B160 HEX: 0033a0	**Sunrise Orange** Pantone: 2028 CMYK: C05 M85 Y100 K01 RGB: R230 G73 B00 HEX: #e64900	**Field Green** Pantone: 2426 CMYK: C86 M19 Y100 K06 RGB: R0 G142 B34 HEX: #008e22	**Carbon** Pantone: 433 CMYK: C80 M69 Y46 K66 RGB: R29 G37 B45 HEX: #1d252d

Photography selects

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Brandmark

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Creative Territory

This bold creative direction pays homage to our past while looking to the future.

Our brandmark still draws inspiration from jet streams and condensation trails and evokes a sense of moving forward with freedom.

The brandmark also calls to mind an osprey in flight, navigating the skies, and the four ribbons, which form a B, create a visual connection to the diverse experiences found at the airport.

These ribbons follow a colour gradient that reflects the transformation from land to sea to sky, mirroring the experience of flight.

And like the open skies, our brand is fresh, vibrant and always changing.

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Primary brandmark

The Brisbane Airport brandmark has been designed for dynamic impact and carefully crafted for optimal legibility.

The primary or ‘master’ brandmark is the **preferred brandmark** in most applications where it is a prominent design feature.

The full colour version is to be used only on white backgrounds, while the full colour reverse application is only on Navy or Carbon backgrounds.

Full colour versions can be used on suitable images where there is clear backgrounds.

The Mono reverse logo should be used on all other block colours and imagery.

Always use the supplied files and never attempt to recreate or modify the brandmark in any way.

Full Colour Logo

Full Colour Reversed Logo

Mono Reversed Logo

Clear space and minimum size

Clear space for the brandmark is defined by the value of ‘2X’, where ‘X’ is the equivalent width between the ribbon and the ‘B’. To maintain visual integrity, no other external elements should be placed within this space.

The brandmark should never be used below the minimum size specified on this page to maintain clear legibility across print and digital.

Minimum Size

30mm/110px

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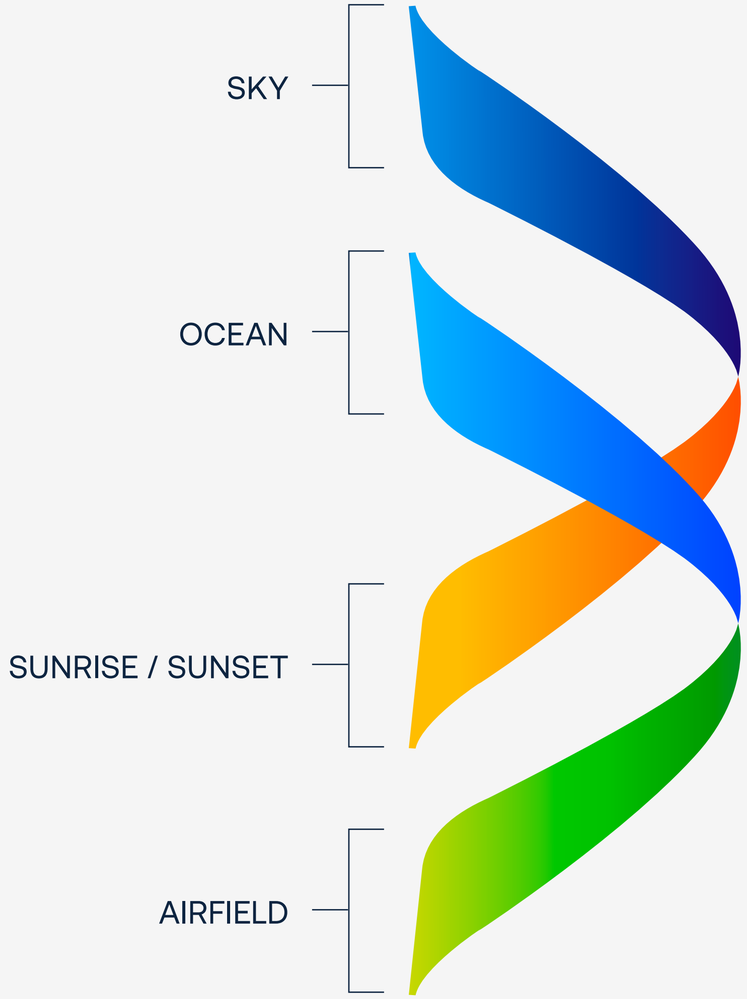
Ribbon

The ribbon is crafted with contours and soft edges that provide a feeling of momentum and flow and purposely leaves room for interpretation.

These ‘ribbons’ follow a colour gradient that reflects the transition from land to sea, to sky, mirroring the experience of flight.

Use of the ribbon as a stand-alone device has limited and carefully curated use.

Any use of the ribbon in this manner must be approved by the Communications & Brand Marketing team.



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Secondary brandmark

The Brisbane Airport secondary brandmark (a horizontal version) was created to make sure the identity can be adapted to any application.

The secondary brandmark should only be used when the space available is more suited to a horizontal format.

The full colour version is to be used only on white backgrounds, while the full colour reverse application is for use on Brand Navy or Carbon backgrounds.

The Mono reverse logo should be used on all other block colours and imagery.

Full Colour Logo

Full Colour Reversed Logo

Mono Reversed Logo

Clear space and minimum size

Clear space for the brandmark is defined by the value of ‘2X’, where ‘X’ is the equivalent width between the ribbon and the ‘B’. To maintain visual integrity, no other external elements should be placed within this space.

The brandmark should never be used below the minimum size specified on this page to maintain clear legibility across print and digital.

Minimum Size

45mm/170px

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Mono brandmark

The Brisbane Airport logo suite includes mono variations of the brandmark, intended for situations where full colour application is not feasible.

This provision ensures versatility across diverse mediums while also serving as a safeguard for reproduction consistency.

Mono brandmarks offer a practical solution for maintaining brand visibility and recognition in various contexts, regardless of limitation in colour reproduction capabilities.

The Greyscale version of the mono logo is the **preferred version** for use on white backgrounds, with the use of the gradients through the ribbon, that replicates the full colour brandmark

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Mono Primary Logo – Greyscale

Mono Primary Logo

Mono Reversed Primary Logo

Mono secondary brandmark

The horizontal version of the mono brandmark can be used when the space is more suited to a horizontal format.

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Mono Secondary Logo – Greyscale

Mono Secondary Logo

Mono Reversed Secondary Logo

Brandmark applications

Adhering to a few simple rules for how the logo should be used will maintain a clear and consistent brand presence.

Note: Always use the supplied files and never attempt to recreate or modify the logos in any way.

Still not sure? Check with the Communications & Brand Marketing team.

E: brand@bne.com.au

T: +61 7 3406 5770

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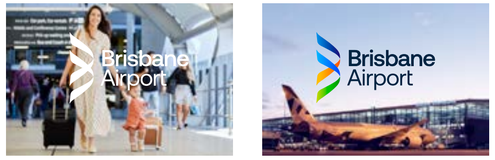
Use the correct version of the logo on coloured backgrounds



When placing the logo on an image ensure the image has clear space for legibility.

Only use the logo in it's approved form. Do not reposition or change the scale of any elements.

DO NOT distort, stretch or rotate the logo.

DO NOT outline or apply a stroke to the logo.

DO NOT add additional elements or text to the logo.

DO NOT change the colour of any of the elements.

Co-branding

There will be occasions when the Brisbane Airport brandmark will appear beside partner logos. Always use the Brisbane Airport primary (master) logo.

In mono applications, use of the greyscale version is preferred.

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Partner Logo Examples – Colour

Partner Logo Examples – Mono

Corporate entity

The master brandmark has been designed to allow for entity application, through the addition of a wordmark.

The corporate entity has a limited application to ensure that we retain and deliver a consistent singular brand to our audiences.

The brandmark should never be used below the minimum size specified to maintain clear legibility across print and digital.

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Full Colour Logo

Full Colour Reversed Logo

Mono Reversed Logo

Minimum Size

40mm/150px

Service & product entities

The brandmark design enables a cohesive visual framework with the development of a unified lock-up device for approved product and service entities.

This application has limited use and is not to be recreated or modified in any way without prior approval from the Communications & Brand Marketing team.

The brandmark should never be used below the minimum size specified to maintain clear legibility across print and digital.

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Service Centre – Full Colour Logo

Service Centre – Full Colour Reversed Logo

Service Centre – Mono Reversed Logo

Minimum Size

40mm/150px

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Typography

Primary font
Secondary fonts
Digital fonts

Primary typeface

Aeonik is the primary brand typeface used for **external marketing and campaign communications**. It has a clean and legible design with a contemporary aesthetic.

Aeonik is used for both headlines and body copy. To create hierarchy in layouts, type size and weights can be varied using the four weights; Light, Regular, Medium, and Bold.

Always use a weight that best suits the message and media environment. For example, the bold or medium weight for headlines and billboards, and the regular or light weights for body copy in a brochure. We use Aeonik for professional print and digital design work, as well as other applications and media where appropriate.

Aeonik is a licensed font. For access, contact the Communications & Brand Marketing team:

E: brand@bne.com.au

F: +61 7 3406 5770

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Aeonik

Aa Aa **Aa** **Aa**

Aeonik Light | Aeonik Regular | **Aeonik Medium** | **Aeonik Bold**

Aeonik Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Corporate / system font

Arial is the everyday font for use in corporate communications including email, Word documents and PowerPoint.

It is also the fall-back font for use where brand fonts are not available.

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Arial

Aa

SYSTEM FONT

Arial Regular

ABCDEFHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

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Campaign/ headline font

Gistesy is available for use in marketing communications where a stylised font may be required. It lends character to headlines and brand statements **but should be used sparingly**. Use for single words within a headline should be avoided.

Gistesy is a licensed font. For access, contact the Communications & Brand Marketing team:

E: brand@bne.com.au

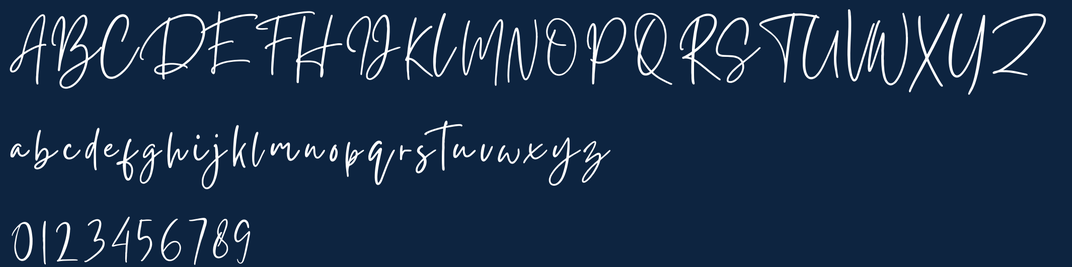
F: +61 7 3406 5770

Web/digital font

DM Sans – a Google font is the primary font selected for usage across website and digital applications.

Gistesy

CAMPAIGN/HEADING FONT



Gistesy Regular

DM Sans

Aa

WEB FONT

ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

DM Sans Regular

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Colours

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Gradients

Colour palette

The Brisbane Airport colour palette stands out with its connection to land and sky echoing the tones of the Queensland landscape.

The colour palette incorporates the legacy of our history and draws the vibrant colours from within the gradients of the ribbon.

Considering colour is crucial, especially when integrating images. The choice of colours significantly influences the visual impact and overall perception.

Note: to ensure colour consistency in all design applications, Adobe Swatch Exchange (.ase) files have been developed for all colour palettes for use in Illustrator, Photoshop and InDesign.

For a copy of the .ase files, contact the Communications & Brand Marketing team:

E: brand@bne.com.au

F: +61 7 3406 5770

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Navy Blue
Pantone: 289
CMYK: C100 M66 Y00 K76
RGB: R13 G36 B64
HEX: #0d2440

Sky Blue
Pantone: 2389
CMYK: C70 M15 Y00 K00
RGB: R41 G171 B227
HEX: #29abe3

Sunshine Yellow
Pantone: 3514
CMYK: C00 M20 Y100 K00
RGB: R255 G189 B0
HEX: #ffbd00

Lime Green
Pantone: 376
CMYK: C41 M00 Y95 K00
RGB: R139 G205 B00
HEX: #8bcd00

Cloud Grey
Pantone: 663
CMYK: C03 M02 Y02 K00
RGB: R245 G245 B245
HEX: #f5f5f5

Ocean Blue
Pantone: 286
CMYK: C100 M91 Y02 K01
RGB: R0 G51 B160
HEX: 0033a0

Sunrise Orange
Pantone: 2028
CMYK: C05 M85 Y100 K01
RGB: R230 G73 B00
HEX: #e64900

Field Green
Pantone: 2426
CMYK: C86 M19 Y100 K06
RGB: R0 G142 B34
HEX: #008e22

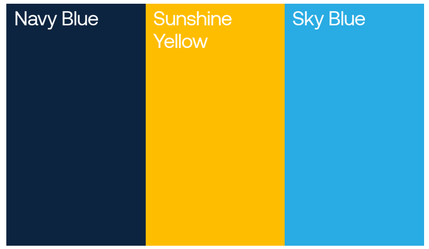
Carbon
Pantone: 433
CMYK: C80 M69 Y46 K66
RGB: R29 G37 B45
HEX: #1d252d

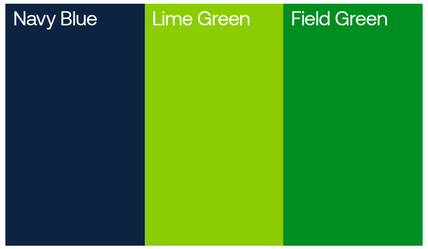
Complementary colour combinations

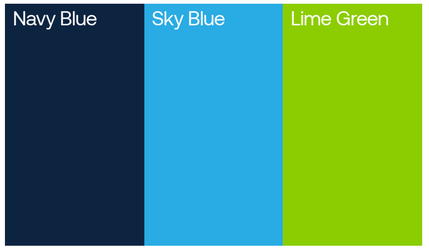
It is recommended to use navy blue in most executions complemented by pops of other colours.

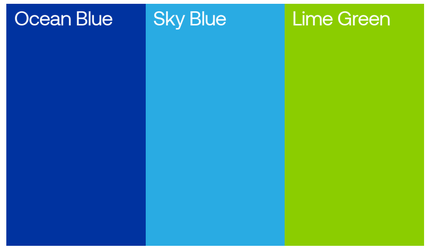
These colour combinations have been provided to ensure a fresh and vibrant use of colour.

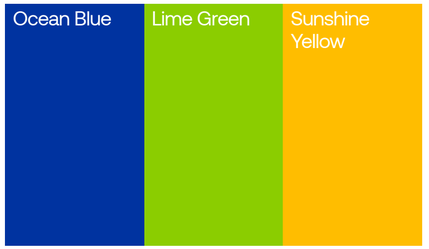
Best practice is to use no more than three colours in a communications piece, or in a segment of a larger piece (e.g., a report).

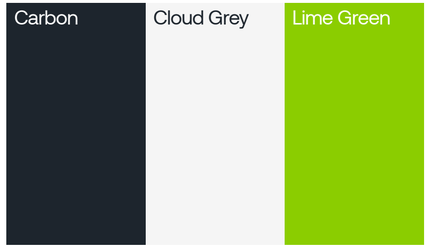


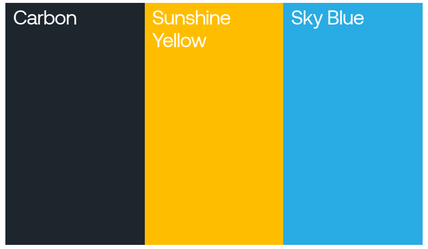


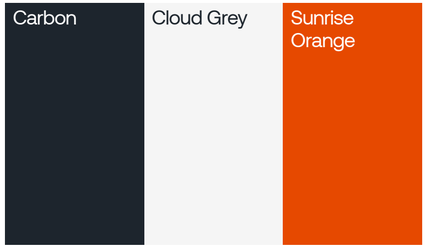












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Gradients

The gradients used in Brisbane Airport's branding are derived from the ribbons in the master logo. These gradients can be utilised in backgrounds and integrated into the geometric shapes found within the design system.

This approach ensures a cohesive visual identity, seamlessly blending various design elements and reinforcing the brand's overall aesthetic.

'Three-colour graduations' typically refer to a colour technique where three different colours blend smoothly into each other. Each colour in the gradient contributes to the overall aesthetic and can evoke different emotions or convey specific meanings depending on the colours chosen and how they are blended.

Note: Gradients are limited to graphic design applications only.

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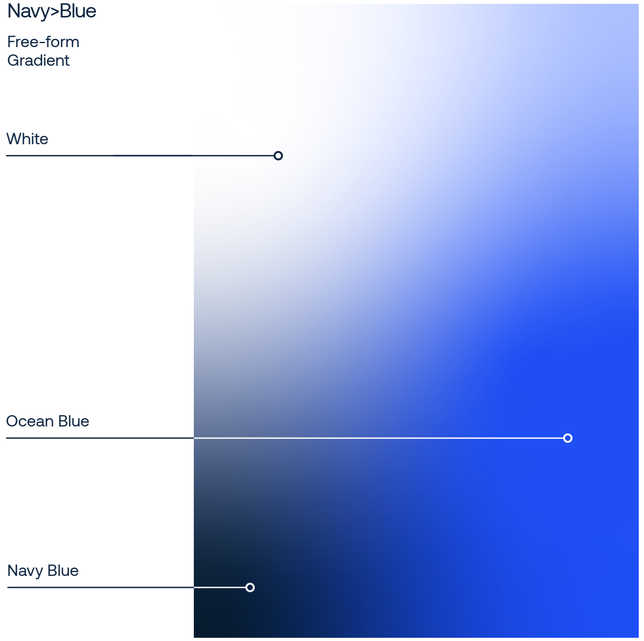
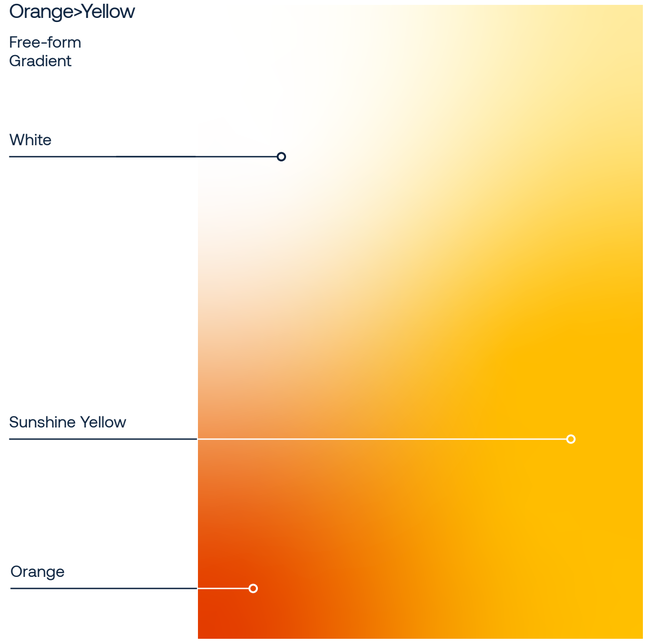
Navy>Blue

Free-form
Gradient



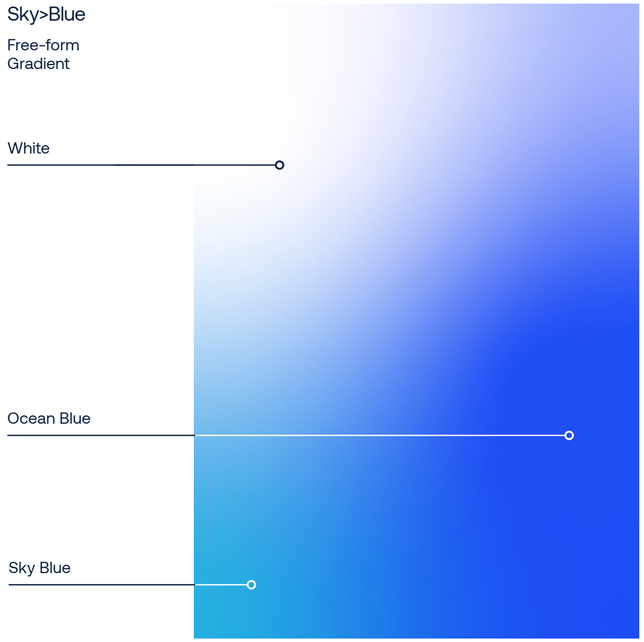
Orange>Yellow

Free-form
Gradient



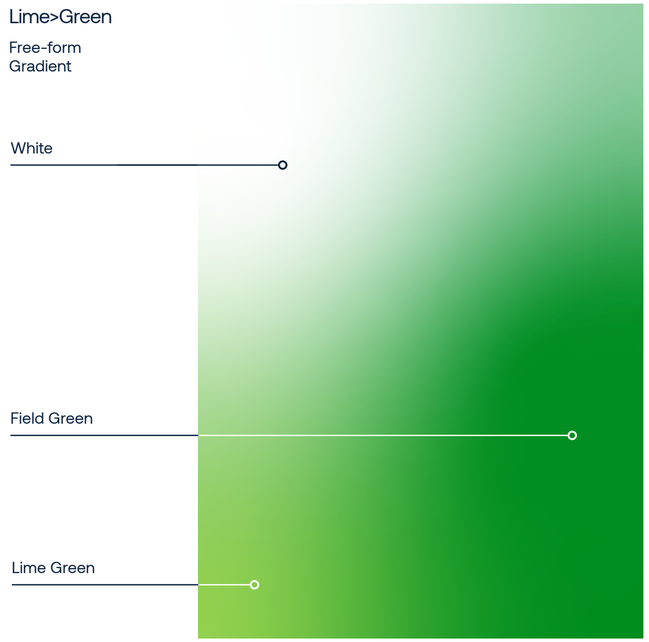
Sky>Blue

Free-form
Gradient



Lime>Green

Free-form
Gradient



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Visual language

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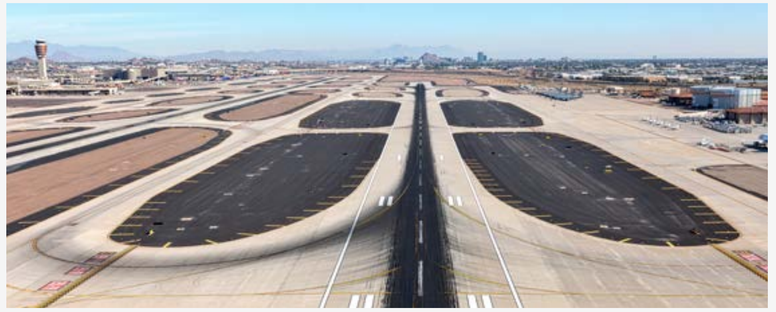
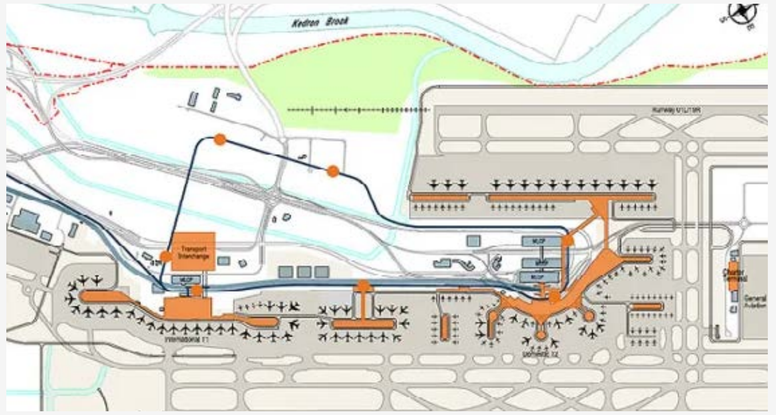
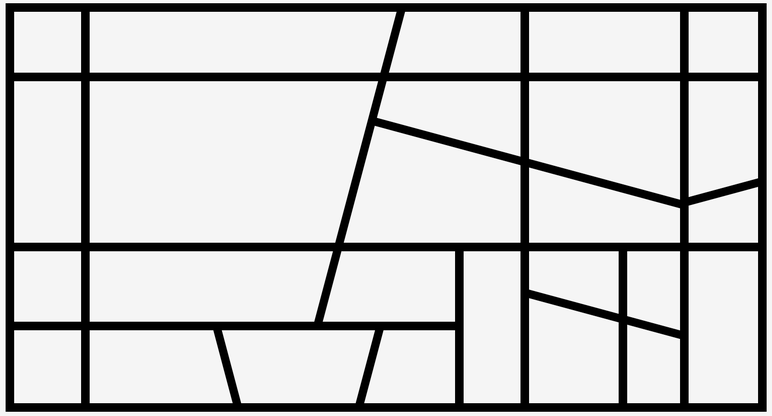
Visual language introduction

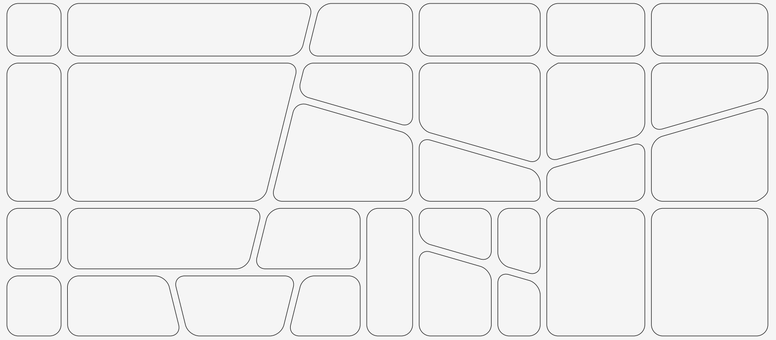
Brisbane Airport's innovative design system draws inspiration from the dynamic shapes of the airport precinct, forming containers for essential information across communications pieces.

Consistent throughout the brand experience, it encompasses text, imagery, signage, marketing, corporate communications, and both digital and physical interactions.









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Ribbon application

The ribbon has the flexibility to be used as a design ‘flourish’ in applications showcased on this page, including merchandise and transportation vehicles.

The ribbon’s versatility allows it to adapt to different design needs. When used as a dominant graphic device, it can create a striking visual impact and draw attention creating a strong focal point.

Using the ribbon in a smaller, more subtle way can add a touch of elegance and cohesion without overwhelming the design.

If you are unsure how to appropriately use the ribbon, please contact the Communications & Brand Marketing team.

E: brand@bne.com.au

P: +61 7 3406 5770

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Gradient application

The Brisbane Airport gradients can be used as a feature in backgrounds, panels and headlines.

Use the gradients sparingly as they should be used as an accent in the design to help create visual interest and draw the eye in to important elements. It should not be heavily used in huge blocks of the design.

If you are unsure how to appropriately use the brand gradients, contact the Communications & Brand Marketing team.

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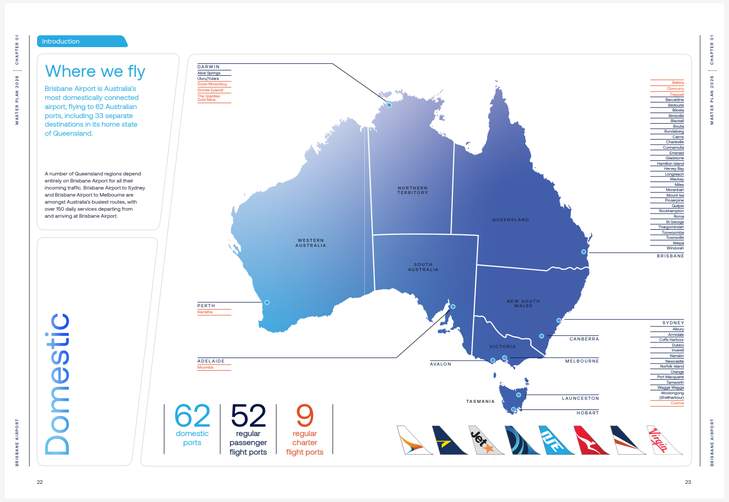
Gradient – Used as background feature

Gradient – Used as background with text overlay

Gradient – Used as headline feature and text box

Gradient – Used as map feature



Maps

A map style has been developed to depict location data around the world. Maps of both the world and Australia have been designed with colour gradients to complement the other brand assets.

Any of the approved gradients can be used within the maps.

For access to the Map files, contact the Communications & Brand Marketing team.

E: brand@bne.com.au

P: +61 7 3406 5770

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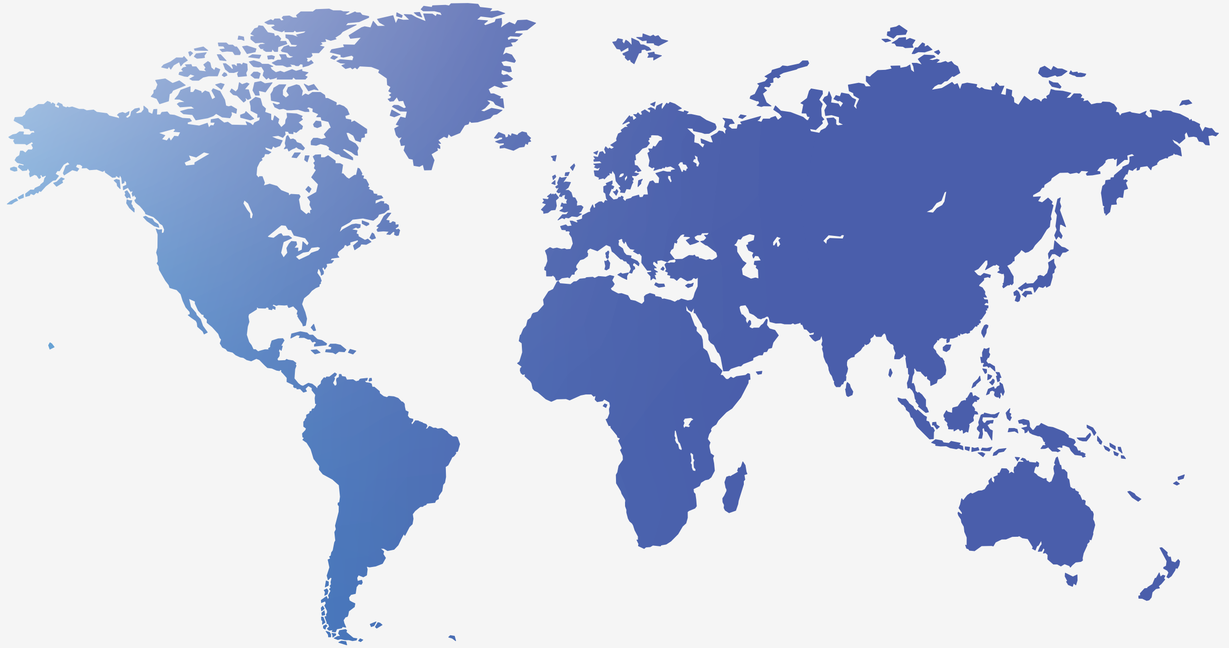
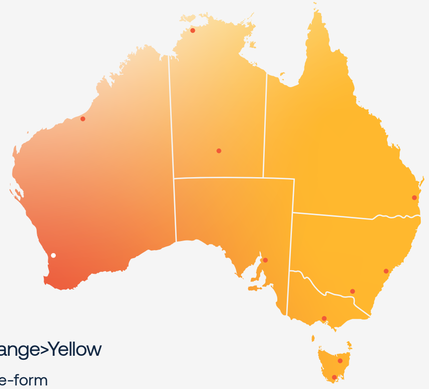
Map examples



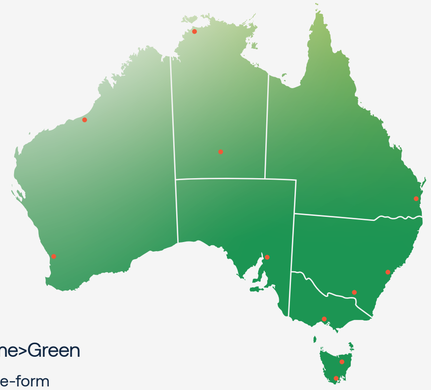
Navy>Blue

Free-form
Gradient



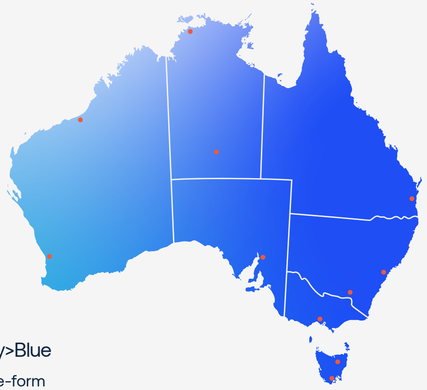
Orange>Yellow

Free-form
Gradient



Lime>Green

Free-form
Gradient



Sky>Blue

Free-form
Gradient

Infographics

Ideally, you should have a single, coherent message that the entire infographic serves to deliver. Think of it as a story told with data and icons but maintaining design structure.

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Icons

A variety of icons have been created to improve visualisation across a range of collateral. The icons feature a modern, minimalist line style. When using icons, consider their final size and complexity levels to ensure interest and balance.

For access to the SVG icon files, contact the Communications & Brand Marketing team.

E: brand@bne.com.au

P: +61 7 3406 5770

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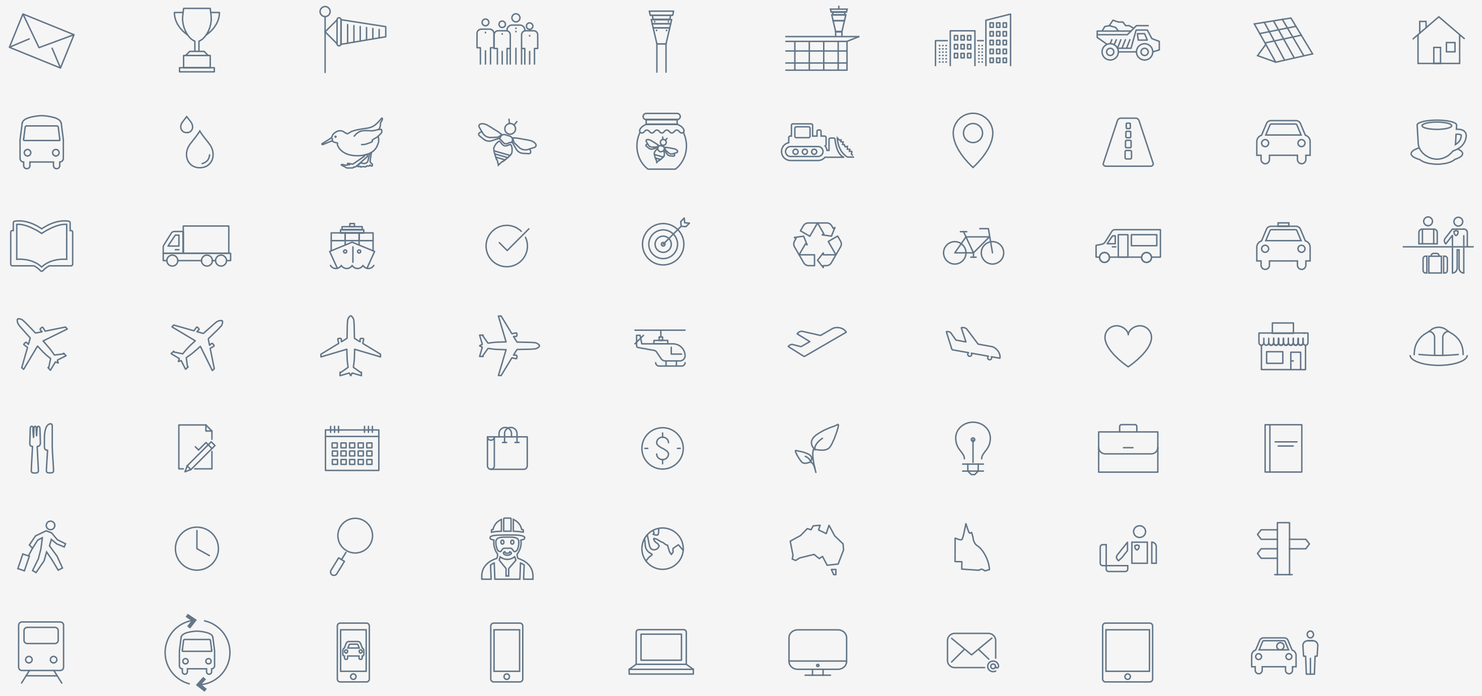

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Photography

Overview

Photography focus:

- Airport
- Passenger experience
- Food
- Retail
- Parking & transport
- Sense of place
- Staff
- Projects & construction

Photography overview

The photography is friendly and colourful, subtly incorporating the brand's colour palette to ensure consistency across all marketing interactions.

Photography plays a big part in communicating the brand's values. Images should convey a sense of connection, be welcoming and authentic. Lighting should feel natural, and locations clean, spacious, and well lit.

Note: Photography not directly commissioned by Brisbane Airport, must be licensed or permission granted by the owner for use by Brisbane Airport.

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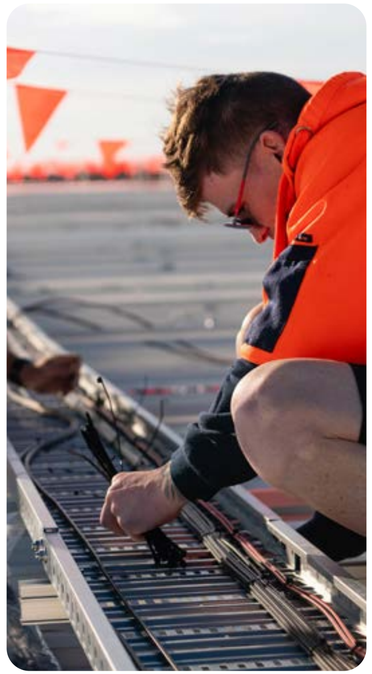
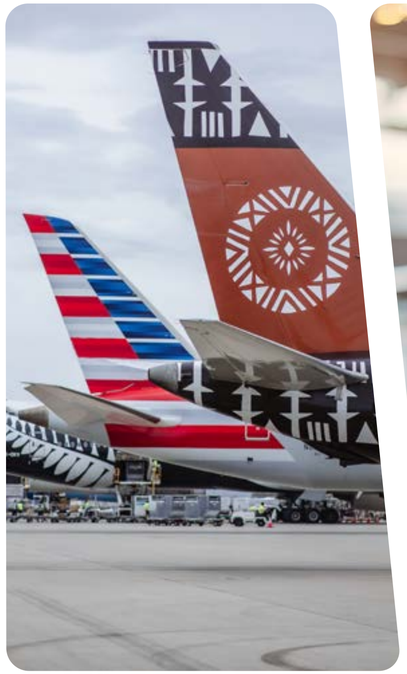
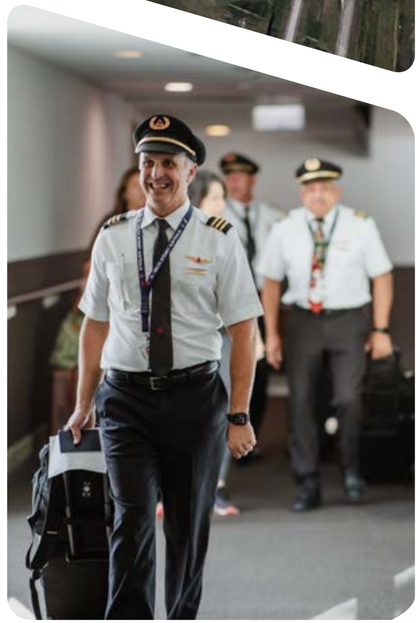




Focus: Airport

When creating photographs that showcase the airport environment including terminals, operations or passenger journey, capture images that make the location feel welcoming, light and airy. Choose times where you can capture movement or action. Locations shouldn't be overly crowded, nor empty but show the bustle of everyday airport life.

Photography plays a key role by featuring our people, partners, and customers. Our people are always smiling, bright, and optimistic, making connections whenever possible and always looking forward and upward.



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Focus: Passenger experience

When creating photographs where people are the focus aim to capture images that are natural and not overly staged.

Look to capture people in a moment in time, and in the context of their location or role. Lighting should appear natural to the environment or setting and images should be true to life and not overly edited. Incorporate colour from the brand palette where appropriate.

Note: Talent release forms should be signed for any photography where the person or people are the primary focus.

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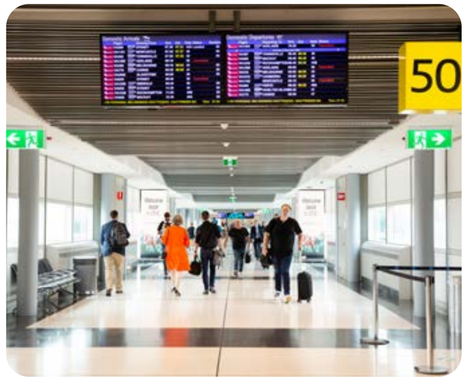
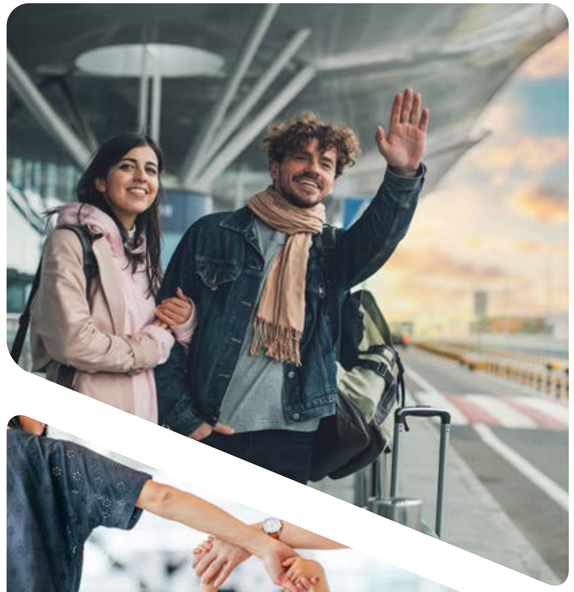
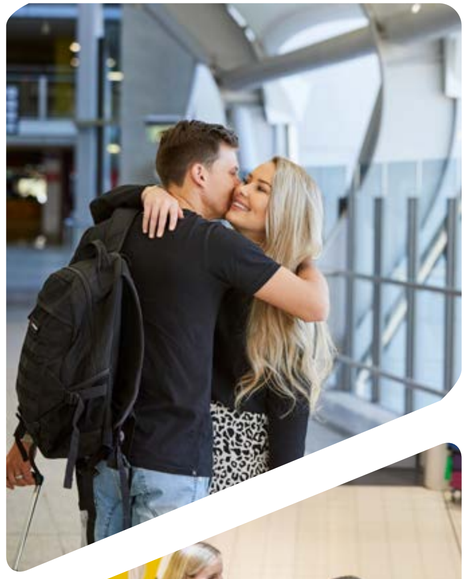
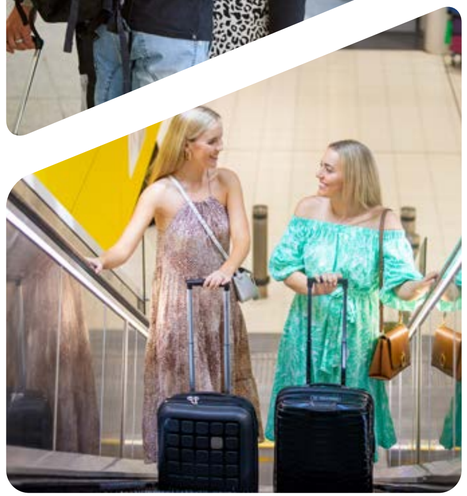






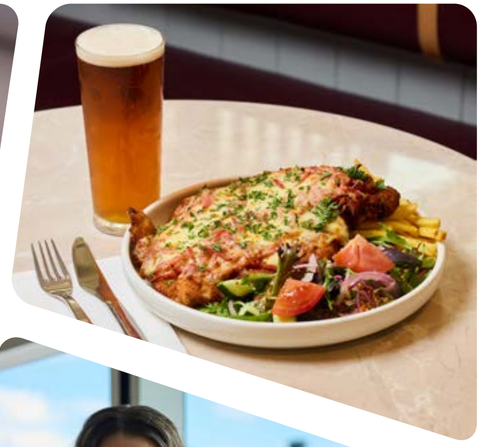


Focus: Food

For close up photography of food, the key is to keep it simple. Use minimal depth of field and natural lighting and clean or uncluttered backgrounds.

Photography should evoke the food's best traits and its inherent appeal. When including people, ensure their inclusion is natural and not overly staged.

The photography should be inspiring and colourful, subtly incorporating the brand's colour palette where practical.



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Focus: Retail

The photography is friendly and colourful, subtly incorporating the brand's colour palette to ensure consistency across all marketing interactions.

Retail photography should capture the businesses in the terminal in a welcoming and appealing fashion. Whether it be customers engaging with staff or product, or an snapshot of the venue. Keep imagery clean and uncluttered.

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Focus: Parking & transport

Photography plays a key role by featuring our people, partners, and customers. Our people are always smiling, bright, and optimistic, making connections whenever possible and always looking forward and upward.

Keep imagery clean and uncluttered. Capturing people moving to or from vehicles or carparks will add to the image dynamics.

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Focus:
Sense of place

Photography that captures buildings, elements of architecture or design should consider leadings lines, the varying angles, detail and the scale of the building or design elements. Choose the time of day that provides the best possible lighting.

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Focus: Staff

Photography plays a key role by featuring our people, partners, and customers. Our people are always smiling, bright, and optimistic, making connections whenever possible and always looking forward and upward.

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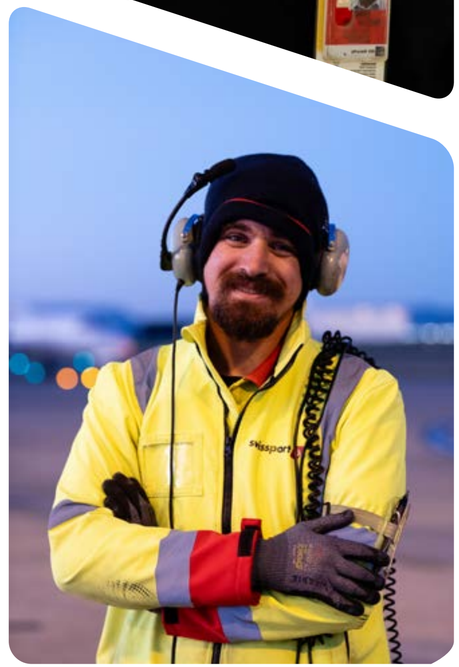

Focus: Projects & construction

Photography plays a key role by featuring our people, partners, and customers. Our people are always smiling, bright, and optimistic, making connections whenever possible and always looking forward and upward.

Photography that captures projects and construction should consider the varying angles, detail and the scale of the building or site under construction. Choose the time of day that provides the best possible lighting.

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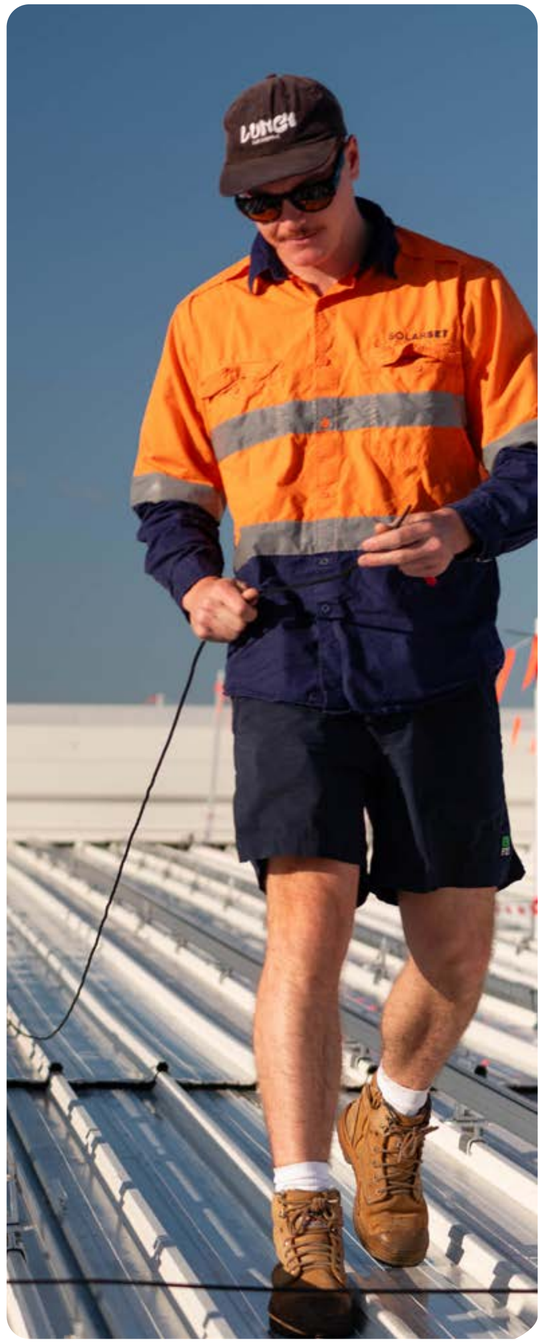

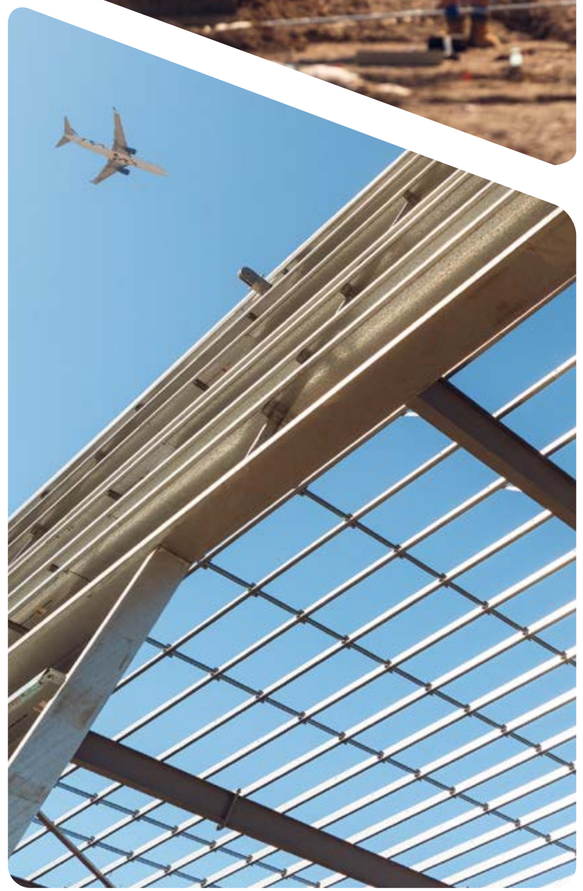

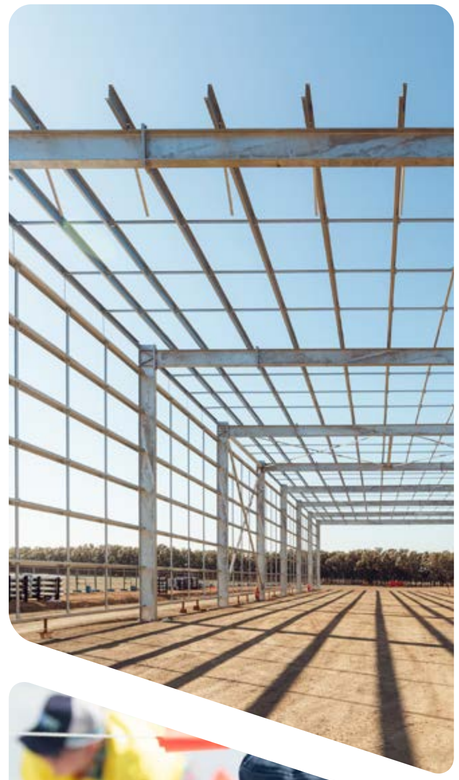

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Marketing & promotions
Displays & banners
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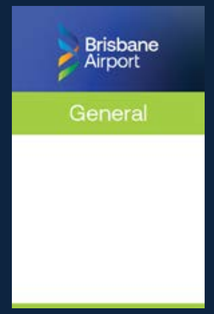
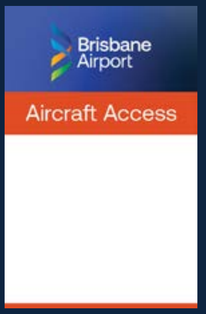
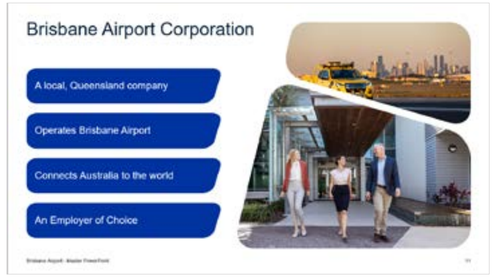
Documents

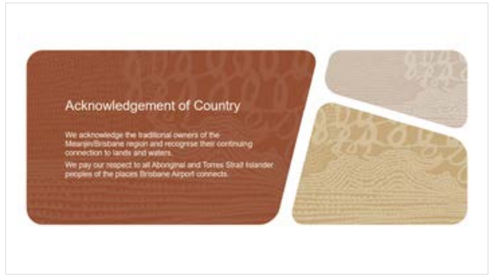
Brisbane Airport Photo ID & access card

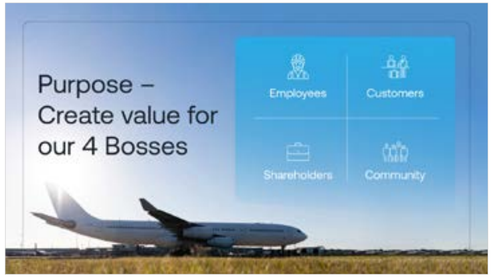




Power Point Templates







Publications

Digital & social

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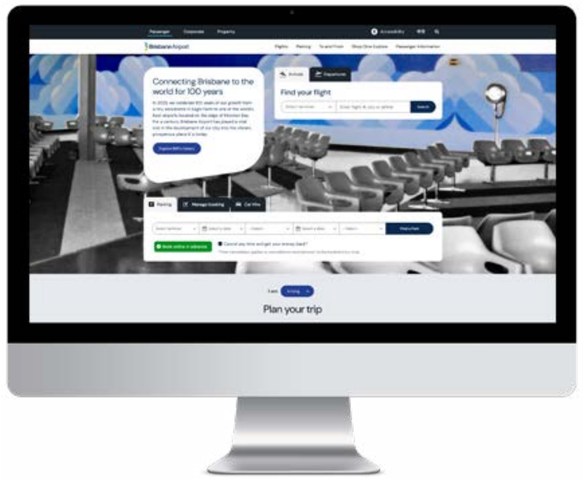
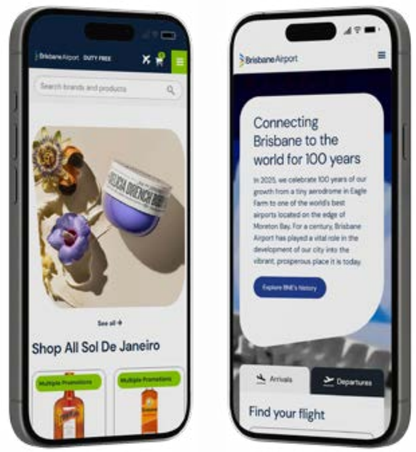
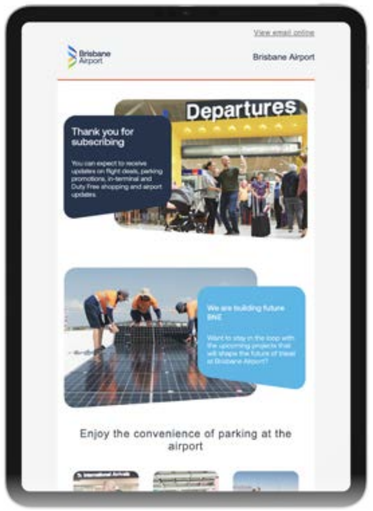
Website

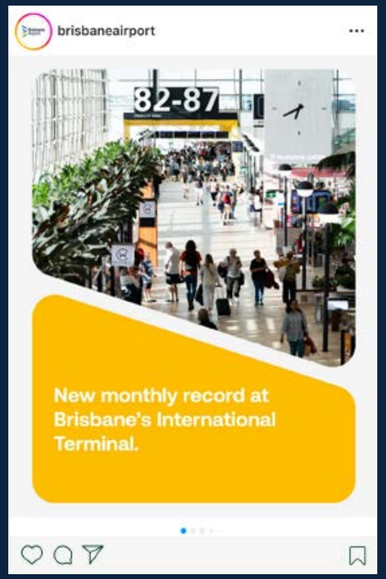


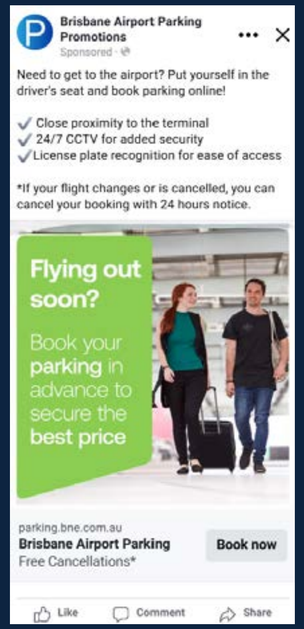


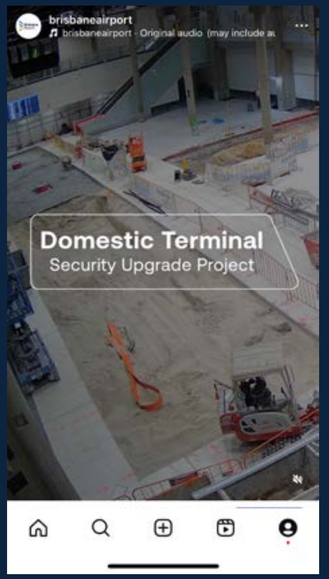
eDM



Social Media







Marketing & promotions

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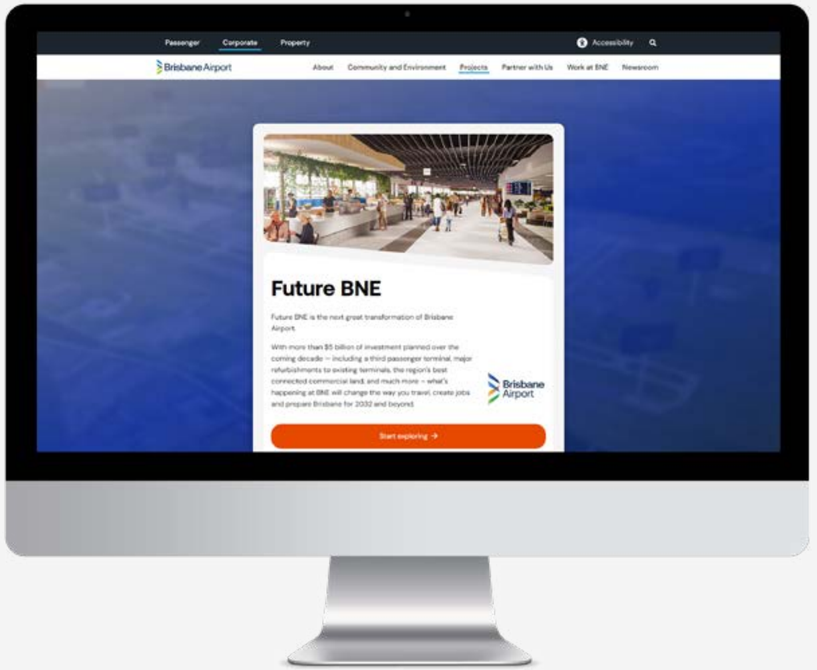

Displays & banners

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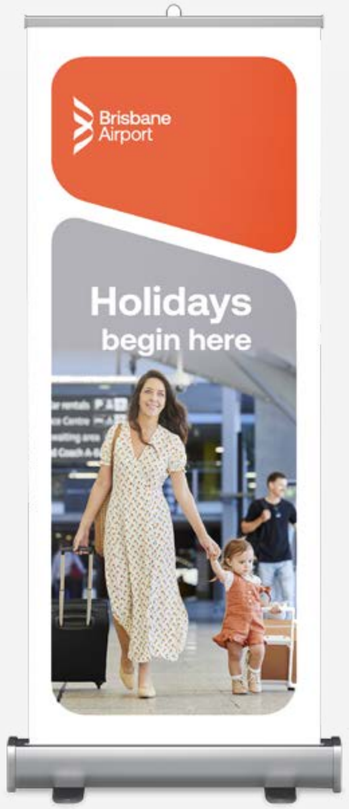
Pull Up Banners



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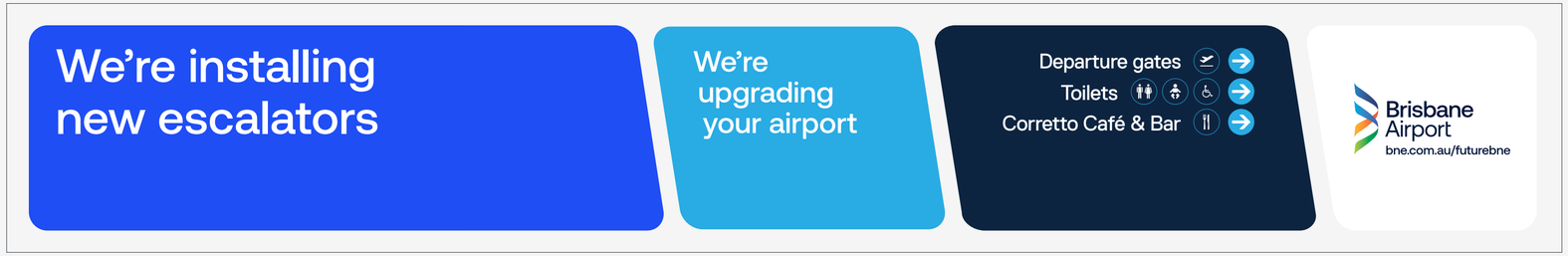

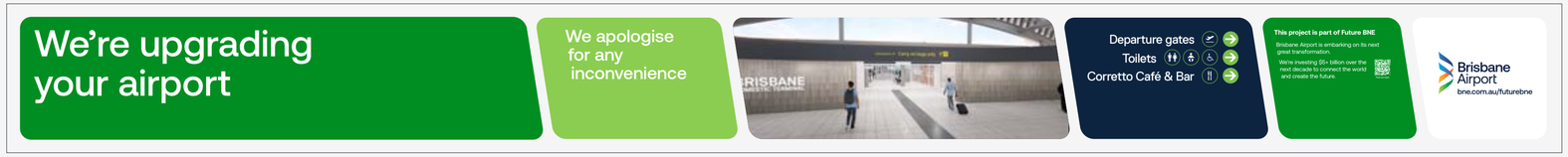

Brand standards

These brand guidelines are to be consulted in collaboration with the other specification documents, production guidelines and brand resources available.

For access to dedicated production guidelines and specifications contact the Communications & Brand Marketing team.

E: brand@bne.com.au

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Brand image library

Register at https:/brisbaneairport.imagegallery.me/

Video & photography guidelines

Hoarding guidelines

Land, Sea & Sky artwork guidelines

Brisbane Airport

Brisbane Airport Brand Guidelines

Version 1.0 – May 2025

For any questions regarding the Brand, or application of guidelines or access to resources, contact the Communications & Brand Marketing team:

E: brand@bne.com.au

T: +61 7 3406 5770