

# OUR BRAND

## Melbourne Airport Brand Guidelines

This document outlines the core elements of the Melbourne Airport brand, including key visuals and design elements. For additional clarification on brand applications, please contact us at: [jackie.thian@melair.com.au](mailto:jackie.thian@melair.com.au)

Version 1.1 — 2025

**MELBOURNE AIRPORT**

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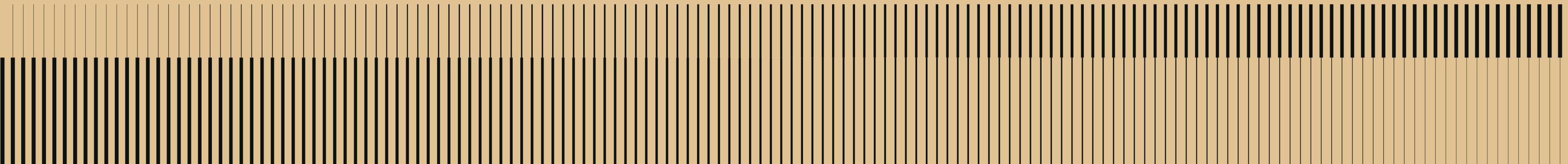
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Our brand strategy sets a foundation for everything we do, from our daily operations to our creative expression and the experiences we provide.

# 1.0 STRATEGY

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## 1.1 BRAND VISION

A vision statement  
is what we want to be.

# Australia's favourite airport destination.

Our vision is to be Australia's favourite airport destination. We aim to deliver seamless experiences and create a positive legacy in everything we do, whether helping people reach their destinations, welcoming the world, or empowering Victoria's economy.

Beyond being a place for holiday adventures and business travel, we're a dynamic hub where careers are built and businesses thrive. As Melbourne continues its journey as the country's fastest-growing city, so do we, with a third runway arriving soon. And as our airport evolves, we remain committed to putting people first, caring for every traveller and making every connection count.

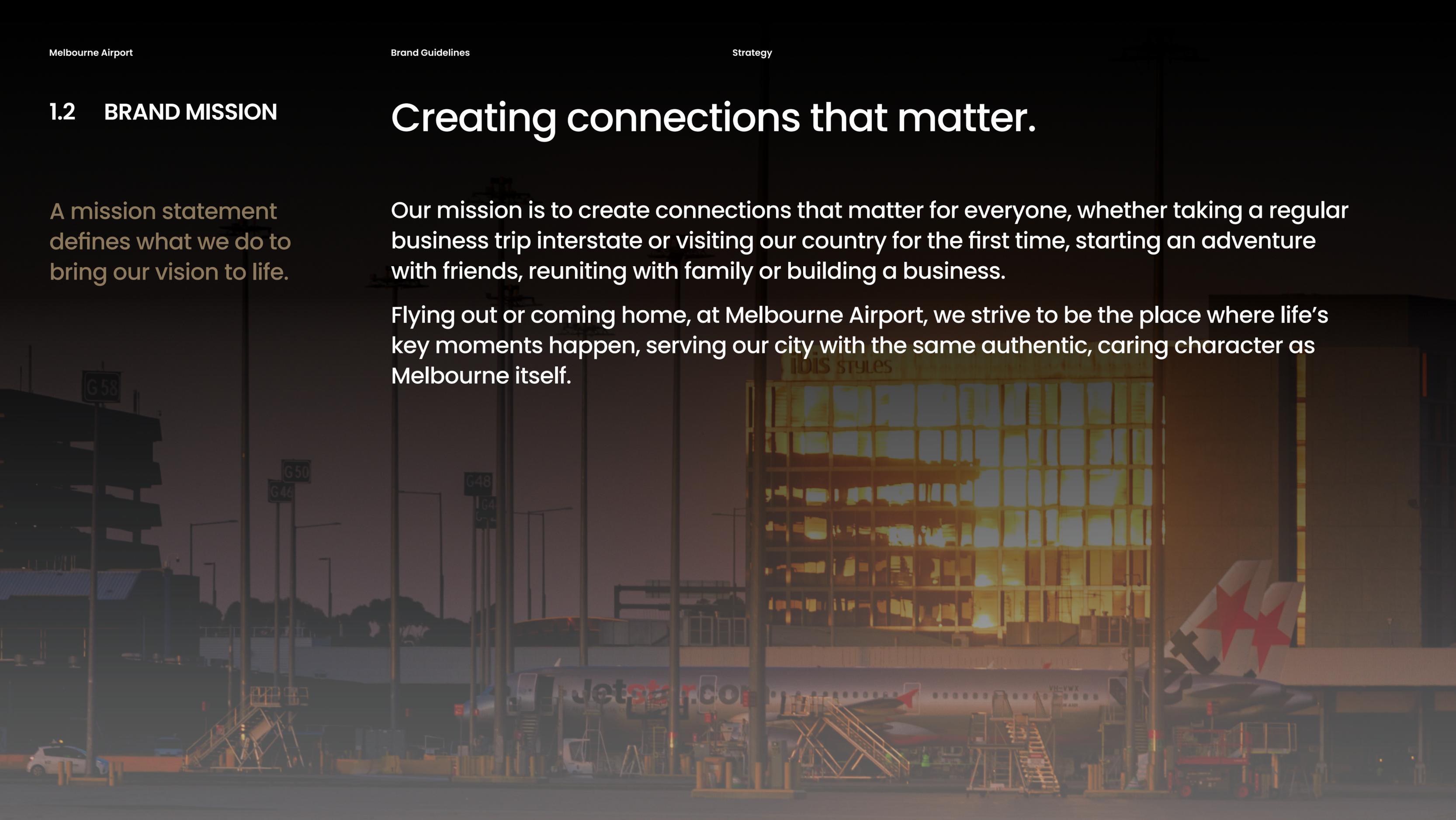
## 1.2 BRAND MISSION

A mission statement defines what we do to bring our vision to life.

# Creating connections that matter.

Our mission is to create connections that matter for everyone, whether taking a regular business trip interstate or visiting our country for the first time, starting an adventure with friends, reuniting with family or building a business.

Flying out or coming home, at Melbourne Airport, we strive to be the place where life's key moments happen, serving our city with the same authentic, caring character as Melbourne itself.



## 1.3 BUSINESS VALUES

At Melbourne Airport, our values shape everything we do. They guide how we work, connect, and grow together as a team. Our people bring these values to life every day, making this a truly unique and inspiring place to be.

### Think Big

Thinking big is all about being passionate. At Melbourne Airport, we innovate and work hard to achieve our goals. When you work here, you are empowered to focus on the customer experience and look for ways to be agile.

### Own It

We back you to use your skill and own it. We value accountability and give you the space to 'own it'. We own our work by aligning performance with clear objectives that are tied to our corporate strategy. By having regular progress discussions with your manager, you are empowered to make informed decisions and take actions that make a difference.

### Be You

You are our greatest asset. We want you to 'be you' while working at Melbourne Airport. We know that when people are comfortable being themselves, they perform at their best. The people who work here want to keep learning and ignite high performance in others. We embrace diversity and actively encourage people to be their best, most authentic selves at work.

### Work Together

Working together is how we move forward. We work together and communicate openly to achieve shared goals at Melbourne Airport. You'll find that we create opportunities for teamwork, connections, and collaboration. In a business with so many stakeholders and moving parts, teamwork is crucial; it fosters improved problem-solving and the potential for innovation, and contributes both to business growth and your growth.

## 1.4 STRATEGIC DRIVERS

By incorporating our strategic drivers into every part of our enterprise, we can ensure Melbourne Airport upholds its mission and delivers on its vision.

### Grow

We continuously pursue opportunities for sustainable and profitable growth, enhancing overall business resilience. To do this, we:

- Grow the number and frequency of airline services and carriers.
- Deliver the right infrastructure, at the right time, to accommodate growth.
- Maintain a strong financial position and deliver a competitive cost structure for airlines and tenants.
- Grow property developments to enhance revenue diversity and business resilience.

### Inspire

Through our actions, we inspire our partners and communities to a greater level of social connection and environmental performance.

- The safety, security and health of travellers and team members comes first.
- We inspire our partners and communities through our industry-leading position on sustainability and environmental performance.
- We promote the airport's economic and social value on the path to securing community, industry and government support to grow.
- We develop, inspire and support our team members to lead with purpose and achieve high performance.

### Delight

We provide our partners, travellers and team members with access to the tools, data and spaces to make engagement with us delightful. To do this, we:

- Relentlessly prioritise the traveller across all aspects of our business.
- Continuously improve our technology and digital assets to support our people and partners.
- Develop strong working relationships with our partners to set them up for success.
- Keep pace with airport innovation to create experiences which are memorable and that delight.

## 1.5 BRAND PROMISE

# Uniquely Melbourne

Our brand essence is at the heart of every expression. How we connect, communicate, and present ourselves, through language, visuals, interactions, and experiences, this quality underpins everything Melbourne Airport.

Our airport reflects our city. Authentic and adventurous, dynamic and diverse, Melbourne has a rich culture and a strong identity unlike anywhere else. Whether in sport, food, fashion, design, technology, art or ideas, we are a place where connections are made, opportunities thrive and people are passionate. That's the character of our airport too: proudly our own, open to the world, and caring deeply about making a difference. We are uniquely Melbourne.

## 1.6 BRAND VALUES

Our brand values define our difference.

They guide not only how we work, but how we express that brand and ultimately, how our brand is experienced by others.

### Innovation

Innovation starts with creativity, connecting ideas, people, and possibilities. By fostering collaboration and embracing diverse perspectives, we create experiences that inspire. Our commitment to fresh thinking, creative problem-solving, and bold progress positions us among the world's leading airports, and Australia's most loved.

### Ambition

Our ambition reaches new heights. With a vision to become Australia's largest and most loved airport, we strive to exceed expectations at every turn, enhancing every traveller's experience, connecting Melbourne to the world, and creating opportunities that elevate our city and its communities.

### Care

In everything we do, we take care. Our airport welcomes people in a safe and inclusive environment. We step forward with genuine respect and kindness, always seeing the human experience, and always working with meticulous attention to every detail. We go above and beyond.

## 1.7 BRAND PILLARS

Our brand pillars provide a framework for our communication.

We guide conversations by building on these core pillars, ensuring consistency and clarity in how we share our story.

### Our Experiences

We're a vital part of Melbourne's infrastructure, but we choose to lead our storytelling with a focus on the human experience. We highlight the difference we make for individuals. Uplifting moments. Shared connections. Moments that matter.

### Our Future

We tell stories of progress with pride, celebrating our forward-thinking approach and the impact we're creating for tomorrow. Always innovating and evolving, we are energised by the future and inspired by the opportunity to always do better.

### Our People

People come first. We celebrate the expertise and experience of our team, built on a foundation of diversity and collaboration. Our storytelling highlights the vibrant community of individuals who step forward to make a difference every day.

## 1.8 BRAND TONE

How we communicate is as important as what we communicate.

While we speak to many audiences, about many different things, the core of our brand's expression uses these three tonal qualities as a guide.

### Inclusive

Our brand is built on collaboration, reflecting a spirit of teamwork, connection, and unity. As a place that welcomes all people, we welcome all ideas.

### Positive

Our tone is infused with energy and optimism. We celebrate the possibility, awe and joy of air travel through confident, vibrant and forward-thinking expression.

### Thoughtful

Our work is considered and intelligent, empathetic in design and clear in execution. Every detail is purposeful, reflecting a balance of insight, creativity and care.

## 1.9 BRAND STORY

How we summarise our story in one line:

**Melbourne Airport is where we connect.**

How we summarise our story in one paragraph:

What	Melbourne Airport is where we connect to the world, to each other and to a future we're building with pride.
How	For more than fifty years, we've been more than a gateway to the country. We're a place that reflects our city's character of ambition, innovation and care, renowned not only for our comprehensive aviation services but also for our people who step forward every day to make a difference.
Why	As Melbourne grows, so do we, building an airport that will continue to empower our state, create boundless opportunities, and connect us all as Australia's favourite airport destination.

## 1.10 BRAND ESSENCE

Our brand essence is at the heart of how we present our story to the world. This is an 'organising concept' internally, and a master tagline which leads external storytelling.

# Our Melbourne. Your Airport.

## We celebrate Melbourne Airport's role as a gateway to the world and a reflection of our city's unique character.



## 1.11 BRAND LADDER

### Business

Guiding the people and operations of our business.

Vision	Australia's favourite airport destination.			
Mission	Creating connections that matter.			
Values	Be You	Think Big	Own It	Work Together
Drivers	Grow	Delight	Inspire	

### Brand

Guiding the expression and experience of our brand.

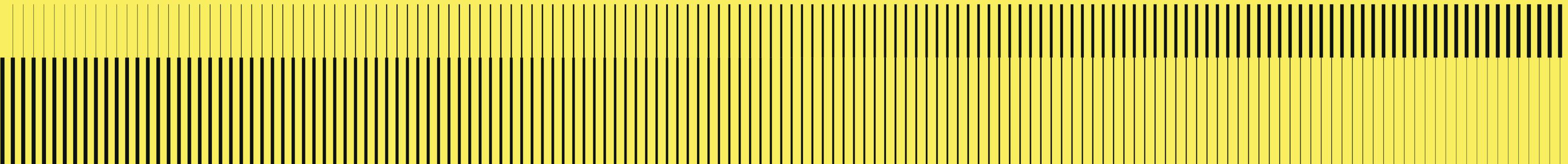
Promise	Uniquely Melbourne			
Values	Innovation	Ambition	Care	
Pillars	Our Experiences	Our Future	Our People	
Tone	Inclusive	Positive	Thoughtful	

Essence	Our Melbourne. Your Airport.			
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The brand section outlines essential brand elements, from logo usage and colour variations to adaptable lockups and guidelines for partnerships. Each element is designed to ensure a consistent, distinctive brand presence across all touch-points.

# 2.0 IDENTITY

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- 2.2 Secondary Logomark
- 2.3 Tertiary Logomark
- 2.4 Logo without Elevate Bar
- 2.5 Colourways
- 2.6 Progression Lines
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Melbourne Airport is the gateway to your journey—whether you're reuniting with loved ones, creating unforgettable memories abroad, or unlocking new opportunities. We're here to connect you to the world, every step of the way.

Creating connection, bridging distances, bringing you closer to what matters most.

## 2.1 PRIMARY LOGOMARK

The Melbourne Airport logomark has evolved with the addition of the Elevate Bar, creating stronger visual impact and a sense of movement.

The housing device enhances contrast, ensuring the Melbourne Airport brand stands out across all applications.

The logomark has two components:

01 The Logotype

02 The Elevate Bar

## DOWNLOAD

Files provided in the following formats:  
EPS, PNG, JPG

01 Logotype

02 Elevate Bar



MELBOURNE AIRPORT

Minimum Scale



MELBOURNE AIRPORT

Print: 40 mm

Digital: 143 x 30 px

## 2.2 SECONDARY LOGOMARK

The secondary logo features a stacked Melbourne Airport wordmark housed within the Elevate Bar. While this variation provides flexibility for specific layouts, it should be used sparingly to preserve the integrity of the primary logo.

Wherever possible, we recommend using alternative layouts that incorporate stacked Progression Lines to maintain the dynamic and connected brand aesthetic.

## DOWNLOAD

Files provided in the following formats:  
EPS, PNG, JPG



### Minimum Scale



Print: 40 mm  
Digital: 143 x 67 px

## 2.3 TERTIARY LOGOMARK

The tertiary logo features a stacked Melbourne Airport wordmark within the Elevate Bar, which is width-justified. This variation is recommended for use when displayed alongside a group of logos, such as in sponsorships or brand collaborations.

## DOWNLOAD

Files provided in the following formats:  
EPS, PNG, JPG



### Minimum Scale



Print: 40 mm  
Digital: 143 x 67 px

## 2.4 LOGO WITHOUT ELEVATE BAR

For the majority of cases we always use the logo with the elevate bar. However, there are instances that call for using the logomark without it.

For these specific instances we must always make sure to keep adequate clear space, equalling 1x of the logo X-height.

## DOWNLOAD

Files provided in the following formats:  
EPS, PNG, JPG

### Primary Logomark

Without Elevate Bar



### Stacked Logomark

Without Elevate Bar



## 2.5 COLOURWAYS

The logomark can only appear in one of the two core brand colours – black or white.

The colour choice depends on the background or image tone.

- On a light background, use the dark logomark.
- On a dark background, use the light logomark for maximum contrast.

## DOWNLOAD

Files provided in the following formats:  
EPS, PNG, JPG

Dark Logomark



Light Logomark



**Note:** The dark logomark is the primary mark and should be used where possible. In cases where the background or image does not support the primary mark, the white logo may be used on a dark background to ensure strong legibility.

## 2.6 PROGRESSION LINES

The Progression Lines are a key component of the Melbourne Airport logomark and visual identity, serving as a dynamic brand element that works in conjunction with the Elevate Bar. They are categorised by the direction in which they move: left to right is called 'Departure,' while right to left is called 'Arrival.' The 'Departure' lockup is the preferred and primary lockup.

See section [5.0 Graphic Language](#) for more information.

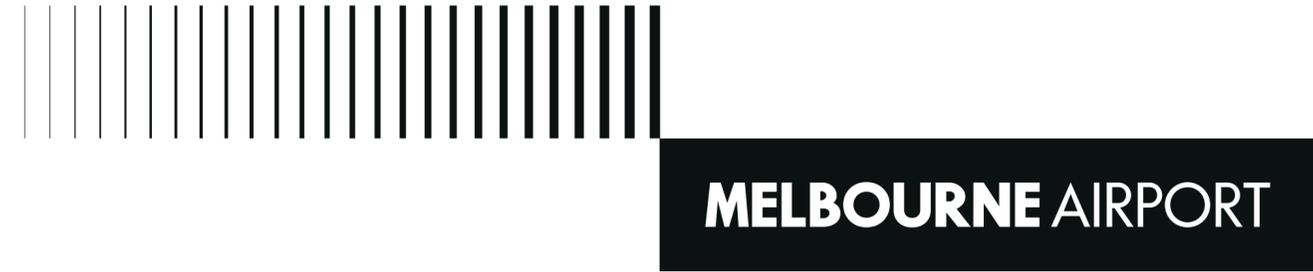
## DOWNLOAD

Files provided in the following formats:  
EPS, PNG, JPG

Progression Lines — Departure  
Primary Lockup A



Progression Lines — Departure  
Primary Lockup B



**Note:** Shown here is the primary orientation of progression lines (thin to thick) as they depict a forward motion.

## 2.6 PROGRESSION LINES

The Progression Lines are a key component of the Melbourne Airport logomark and visual identity, serving as a dynamic brand element that works in conjunction with the Elevate Bar. They are categorised by the direction in which they move: left to right is called 'Departure,' while right to left is called 'Arrival.' The 'Departure' lockup is the preferred and primary lockup.

See section [5.0 Graphic Language](#) for more information.

## DOWNLOAD

Files provided in the following formats:  
EPS, PNG, JPG

Progression Lines — Arrival  
Secondary Lockup A



Progression Lines — Arrival  
Secondary Lockup B



## 2.7 ALTERNATIVE LOCKUPS

The alternative lockups combine the Elevate Bar and the Progression Lines to form a stacked version of the Melbourne Airport logomark.

These lockups are designed to be used sparingly, only in situations where space is constrained or requires a vertical arrangement, such as digital banners or other landscape formats where the primary logomark would not be suitable or legible.

The 'Departure' lockup is the preferred and primary lockup.

## DOWNLOAD

Files provided in the following formats:  
EPS, PNG, JPG

**Alternative Lockup**  
Departure Vertical



**Alternative Lockup**  
Departure Horizontal



**Alternative Lockup**  
Arrival Vertical



**Alternative Lockup**  
Arrival Horizontal



## 2.8 LOGO CLEARSPACE

The intent of the Elevate Bar lies in its built-in clear space, making it easier to use across different applications.

By default, we prioritize a clear space of **1x the X-height** around the logotype for optimal visibility and impact.

**Minimum**  
1x the X-height



In limited cases, we allow flexibility by increasing the clear space to **2x the X-height** above or beside the logotype.

**Maximum**  
2x the X-height

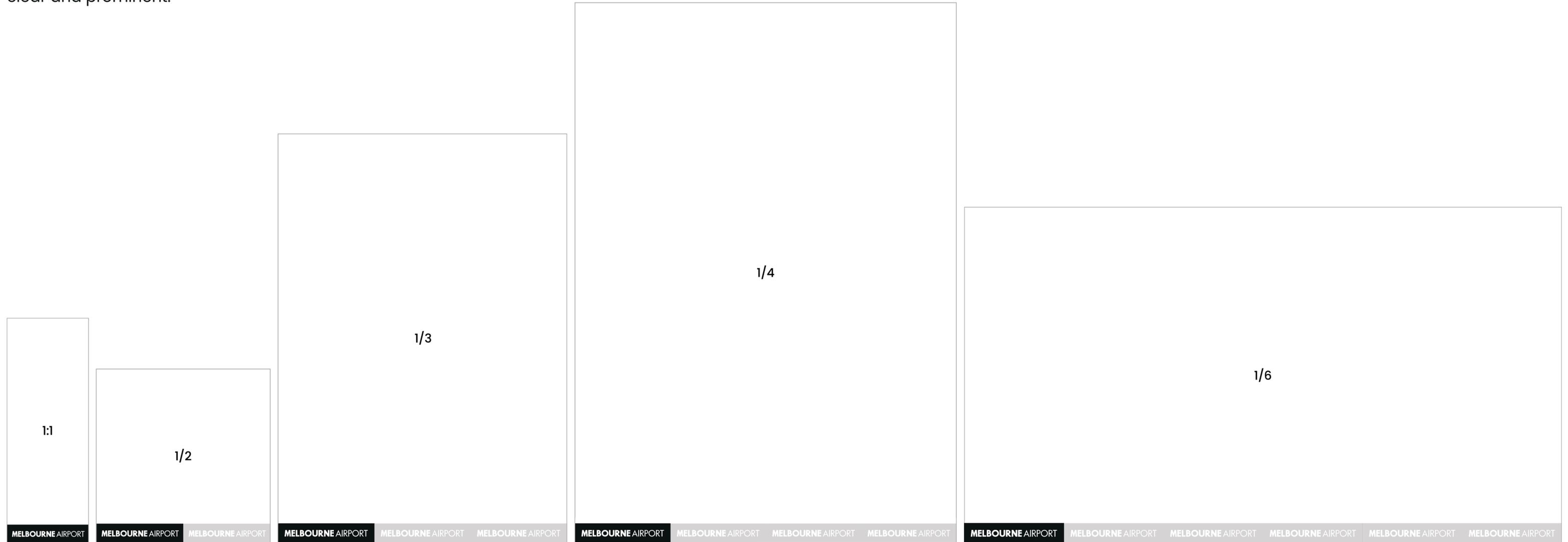


**Note:** In applications where the Elevate Bar is used as a dominant design feature, it may expand to fill the entire available space, creating a bold background for the brand. This application will mainly be reserved for digital and motion.

## 2.9 SCALE

The Melbourne Airport logo should be scaled using specific ratios to maintain consistency and legibility across applications.

Acceptable ratios include 1:1, 1/2, 1/3, 1/4, and 1/6 of the layout space. Choose the scale that best suits the composition, ensuring the logo remains clear and prominent.



**Note:** Use your design judgment to determine the appropriate size for each format. The repeated grey logos shown are guides only and should not be printed.

## 2.10 PLACEMENT ELEVATE BAR

The logo should always be placed at the bottom in either the left or right corner.

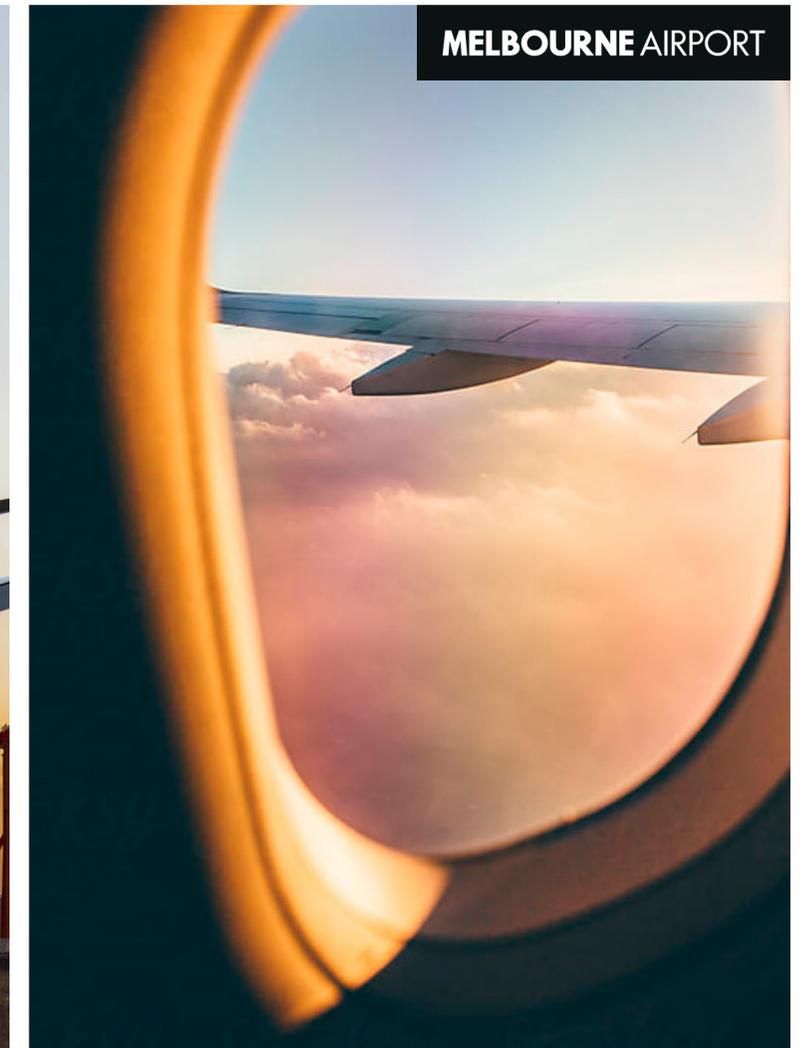
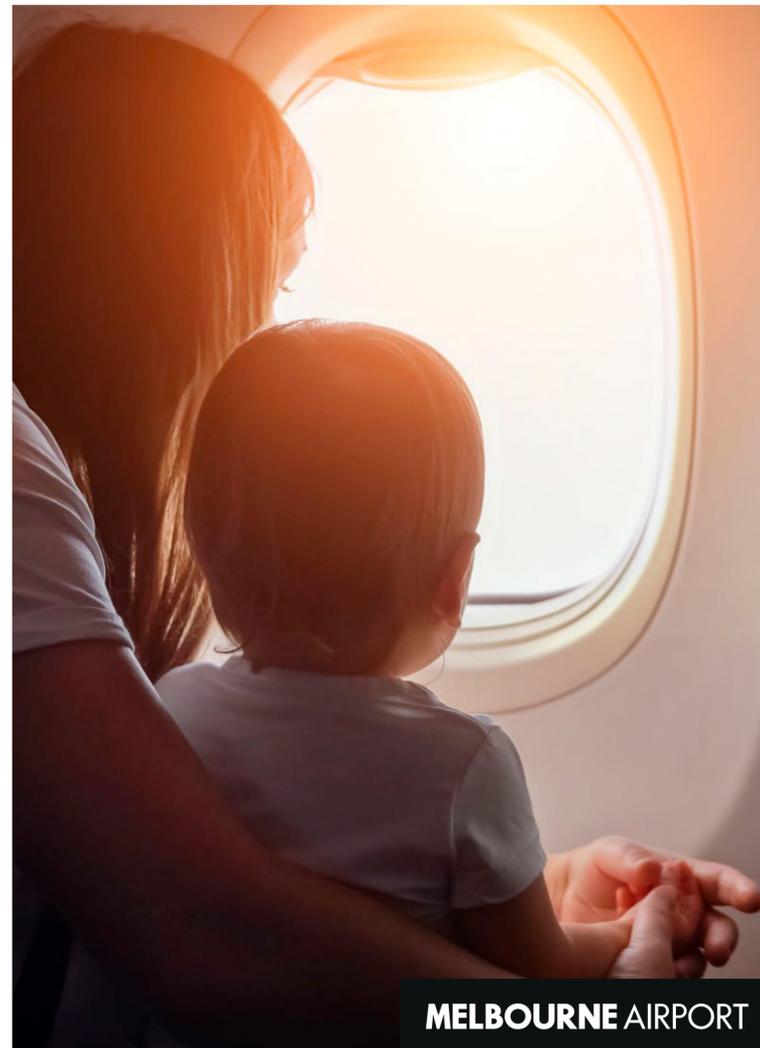
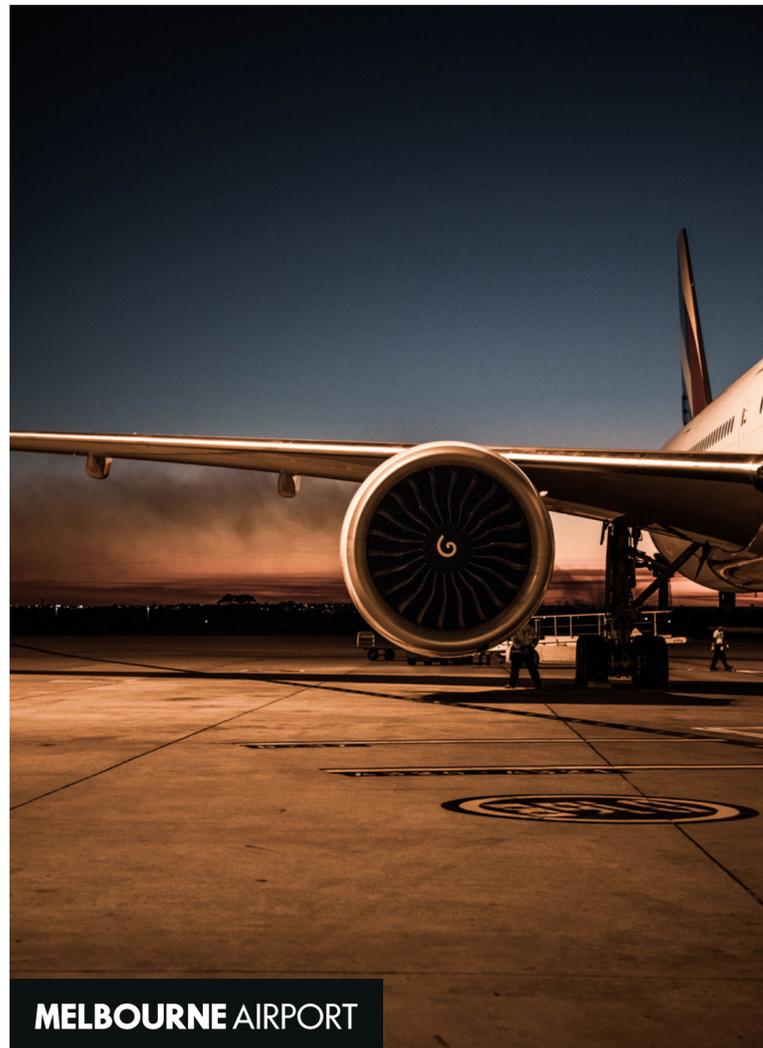
If content or layout constraints prevent this, the top left or top right corner can be used as an alternative. However, the bottom left and right corners should always be prioritised.

Primary  
Bottom Left

Bottom Right

Secondary  
Top Left

Top Right

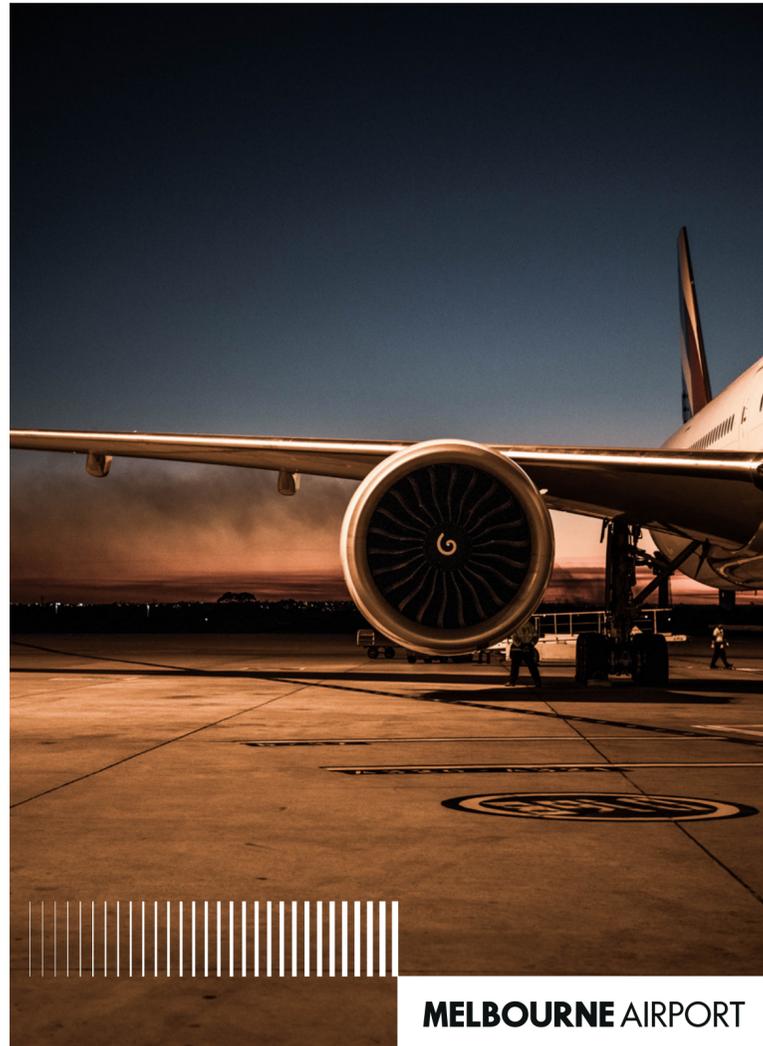


## 2.10 PLACEMENT PROGRESSION LINES

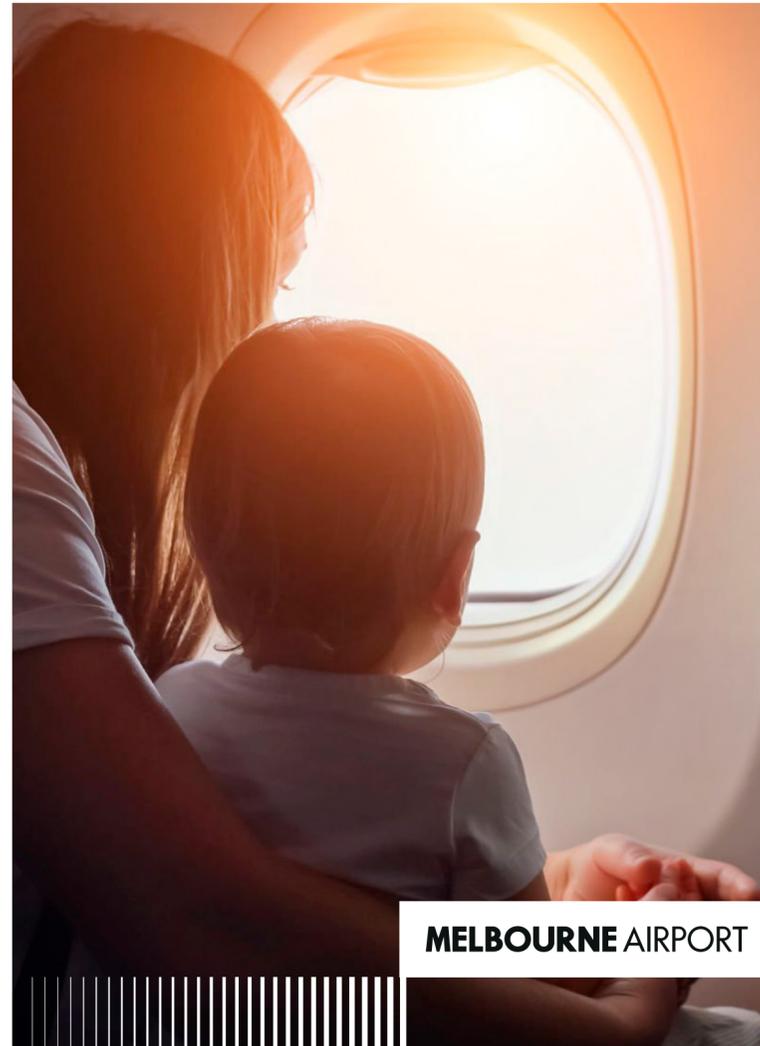
When using the Progression Lines we prioritise the Departure lockups.

For secondary lockups we can use Arrival.

Primary  
Departure Above



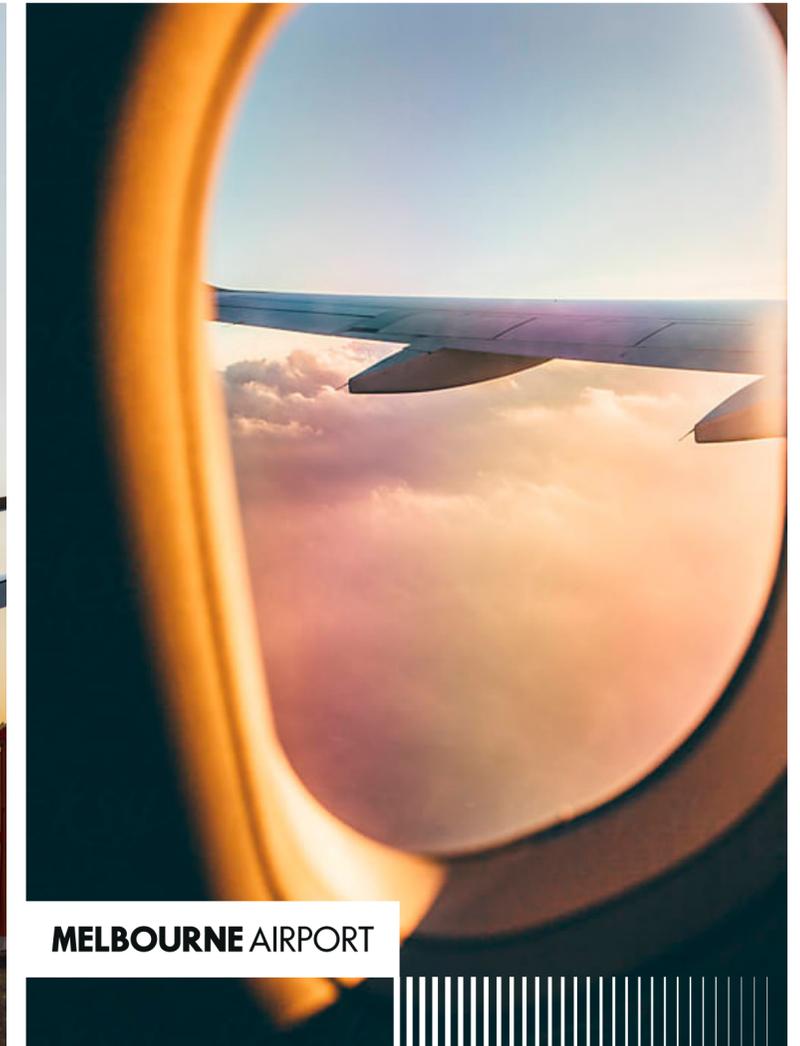
Primary  
Departure Below



Secondary  
Arrival Above



Secondary  
Arrival Below



## 2.10 PLACEMENT ELEVATE BAR HALF-PAGE

For executions that require heavy amounts of copy content, a half page rule can be applied.

Tertiary  
Below Half Left



**MELBOURNE AIRPORT**

Tertiary  
Below Half Right



**MELBOURNE AIRPORT**

Tertiary  
Above Half Left



**MELBOURNE AIRPORT**

Tertiary  
Above Half Right



**MELBOURNE AIRPORT**

## 2.10 PLACEMENT PROGRESSION LINES HALF-PAGE

For executions that require heavy amounts of copy content, a half page rule can be applied.

Tertiary  
Departure Above Half



**MELBOURNE AIRPORT**

Tertiary  
Departure Below Half



**MELBOURNE AIRPORT**

Tertiary  
Arrival Above Half



**MELBOURNE AIRPORT**

Tertiary  
Arrival Below Half



**MELBOURNE AIRPORT**

## 2.11 ON PHOTOGRAPHY

The logo should always be placed at the bottom in either the left or right corner.

If content or layout constraints prevent this, the top left or top right corner can be used as an alternative. However, the bottom left and right corners should always be prioritised.

### Dark Elevate Bar

On light busy imagery we use the dark Elevate Bar.



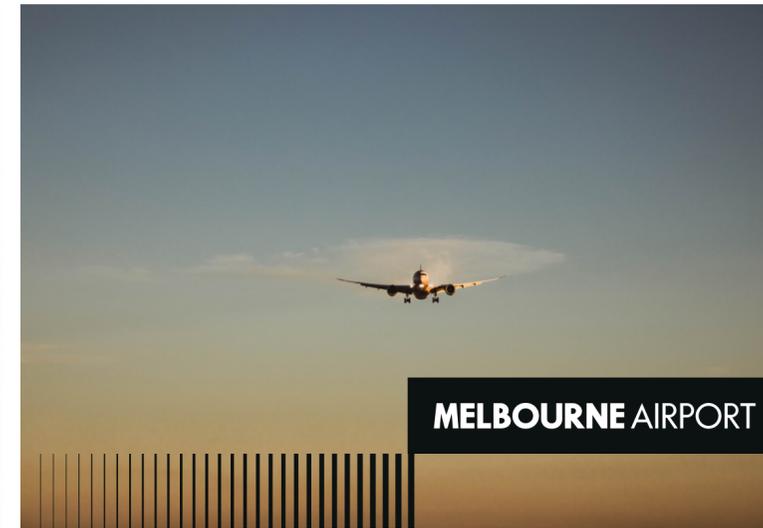
### Light Logomark

On dark busy imagery we use the light Elevate Bar.



### Dark Progression Lines

On light calmer imagery we use the dark Progression Line.



### Light Progression Lines

On dark calmer imagery we use the light Progression Line.



## 2.12 PARTNERSHIPS

### INTERNAL FOCUS

For internal partnership lockups created by Melbourne Airport, the Melbourne Airport logo should always take precedence.

#### Single Partner Logo

When paired with a single partner logo, the partner logo should be scaled to **80%** of the Melbourne Airport logo.

#### Multiple Partner Logos

For multiple partner logos, they should be scaled to **50%** of the Melbourne Airport logo to maintain balance and clarity. Considered spacing between all logos is essential to avoid visual clutter.

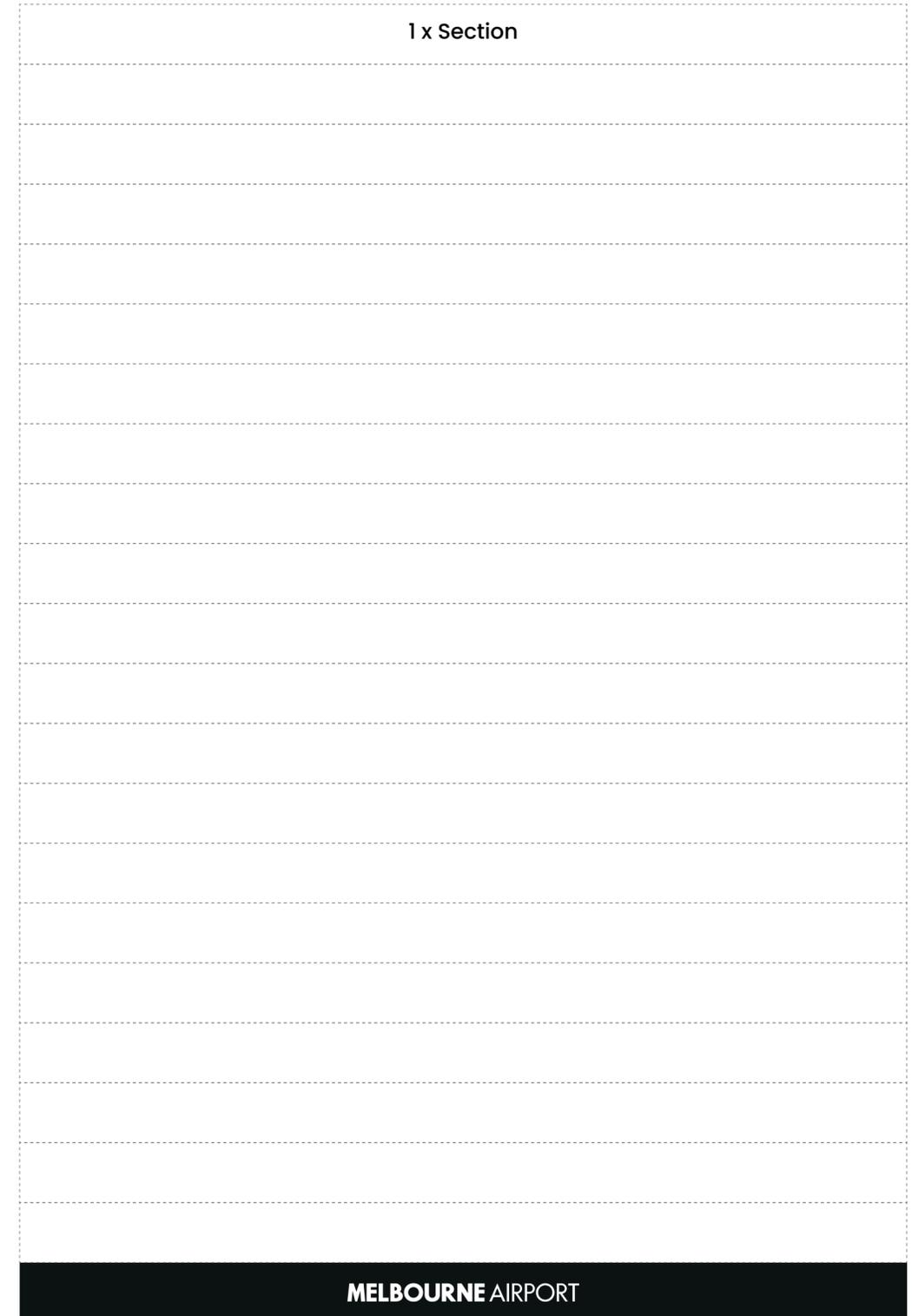


## 2.12 PARTNERSHIPS

### EXTERNAL FOCUS

For external partnership lockups created by other brands, Melbourne Airport plays a supporting role anchored to the base within an extended Elevate Bar, allowing for strong brand consistency across any co branded collateral.

The size of the Elevate Bar is determined by the format height. For vertical applications, the height is divided into 22 sections to define the Elevate Bar's size, while for horizontal formats, 12 sections are used.



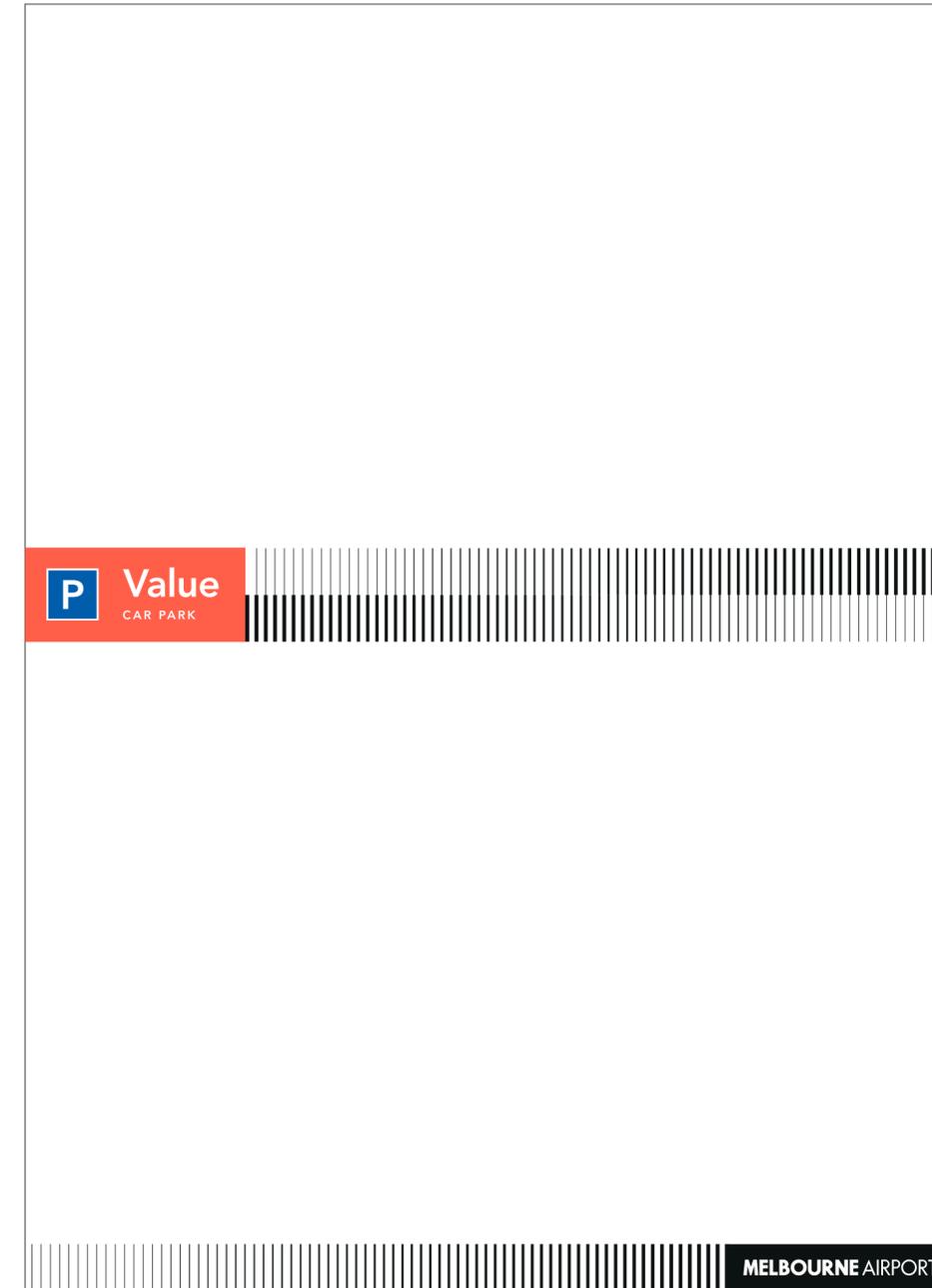
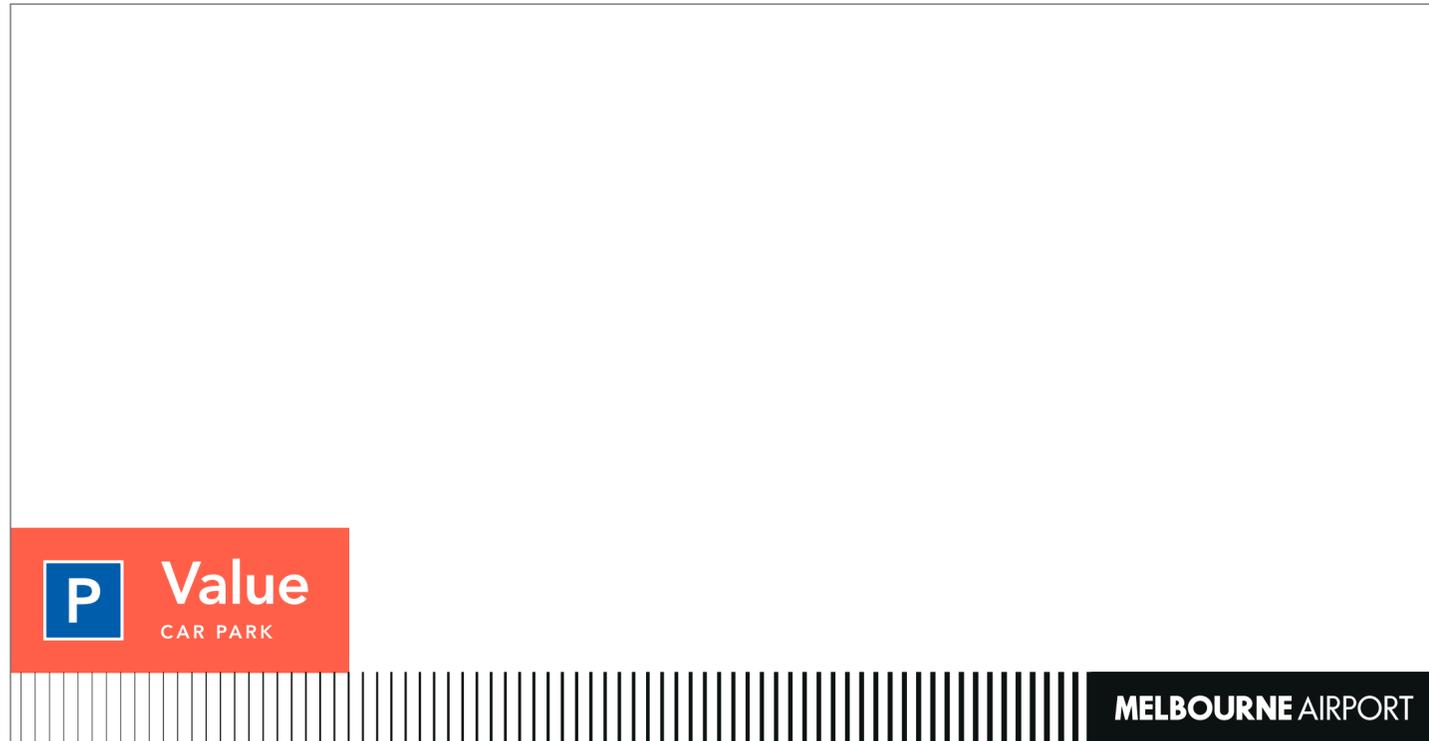
## 2.13 CO-BRANDING

For business unit lockups, we give the unit double-weight. The business unit brand can be emphasised by applying the Elevate bar.

For more on co-branding please see section [8.0 Business Units](#).

When creating any business unit marketing the focus is to remain on the specific business unit.

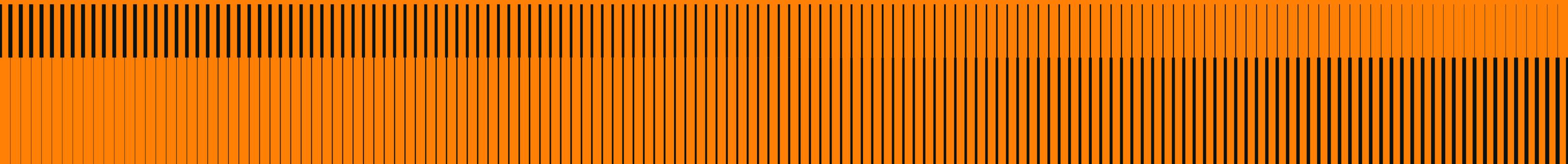
Melbourne Airport always plays a supporting role and this can be achieved by scale and the progression lines.



Our colour palette reflects the vibrancy and sophistication of Melbourne Airport. This section outlines our primary and secondary colours, detailing their roles and providing guidelines for consistent application across all brand materials.

# 3.0 COLOUR

- 3.1 Colour Moodboard
- 3.2 Primary Palette
- 3.3 Primary Hierarchy
- 3.4 Secondary Palette
- 3.5 Primary & Secondary Hierarchy
- 3.6 Primary Pairings
- 3.7 Primary Pairings – Typography
- 3.8 Primary & Secondary Pairings
- 3.9 Colour Volumes



Colour has the power to evoke a sense of belonging, much like the warm embrace of home. As you step off the plane and into the welcoming hues of the airport and its surroundings, it's a comforting reminder that you've arrived.



### 3.1 COLOUR MOODBOARD

Our colour palette captures the essence of Melbourne, its architecture, movement, and light. It reflects a city in motion and the warmth of welcome, grounded in place yet open to the world.

Note: Photography shown here are found stock resources or supplied assets from Melbourne Airport. They form the overall aesthetic as a visual style.



## 3.2 PRIMARY PALETTE

Our palette harmonises contemporary Melbourne's character with vibrant, energising tones, creating a dynamic connection to the city's pulse and the energy of Melbourne Airport.

This colour story balances sophistication and contrast, embodying the lively interchange between urban culture and the gateway to new journeys, all while offering a high level of flexibility.

CHARCOAL	HEX #151818	RGB 21, 24, 24	CMYK 75, 66, 66, 82	PANTONE Black 3 Coated / Black 6 Uncoated
WHITE	HEX #FFFFFF	RGB 255, 255, 255	CMYK 0, 0, 0, 0	PANTONE Not Applicable
GOLD	HEX #D8C294	RGB 216, 194, 148	CMYK 12, 21, 46, 0	PANTONE 468 Coated / 4685 Uncoated
HORIZON ORANGE	HEX #F07F20	RGB 240, 127, 32	CMYK 0, 62, 97, 0	PANTONE 164 Coated / 144 Uncoated
TRANSIT YELLOW	HEX #F5EE6B	RGB 245, 238, 107	CMYK 6, 0, 75, 0	PANTONE 3935 Coated / 585 Uncoated
EVENING BLUE	HEX #CDDCDF	RGB 205, 220, 223	CMYK 20, 5, 9, 0	PANTONE 538 Coated / 643 Uncoated

### 3.3 PRIMARY HIERARCHY

Colour hierarchy ensures strong brand consistency when applied across numerous applications. An established, clear, and cohesive colour system helps create a unified visual identity that enhances brand recognition and unifies user experiences.

CHARCOAL

40%

WHITE

20%

GOLD

10%

HORIZON ORANGE

10%

TRANSIT YELLOW

10%

EVENING BLUE

10%

## 3.4 SECONDARY PALETTE

These colours should be used conservatively, primarily as accent or highlight colours to complement the primary palette. Their application should be reserved for specific elements like charts, icons, and maps, where they can help draw attention to key information without overwhelming the overall design.

DEEP CBD BLUE	HEX #00345E	RGB 0, 52, 94	CMYK 100, 45, 0, 65	PANTONE 534 Coated / 540 uncoated
ELECTRIC BLUE	HEX #295DA8	RGB 41, 93, 168	CMYK 99, 67, 2, 0	PANTONE 2133 Coated / 2935 uncoated
TERRACOTTA	HEX #F15F4B	RGB 241, 95, 75	CMYK 0, 78, 73, 0	PANTONE 7416 Coated / 7417 uncoated
SALMON	HEX #FF8E79	RGB 255, 142, 121	CMYK 0, 57, 45, 0	PANTONE 2339 Coated / 487 uncoated
DARK GREEN	HEX #0B5054	RGB 11, 80, 84	CMYK 100, 49, 58, 35	PANTONE 7722 Coated / 323 uncoated
INDUSTRIAL GREEN	HEX #008377	RGB 0, 131, 119	CMYK 78, 0, 45, 35	Pantone 7717 Coated / 327 uncoated

### 3.5 PRIMARY & SECONDARY HIERARCHY

#### Primary Palette

Should make up 70% of the colour usage across the brand, keeping the primary colours as the main focus and reinforcing brand recognition.

#### Secondary Palette

Limited to 30% of colour usage, adding variety and depth while allowing the primary colours to stay dominant.

CHARCOAL

70%

WHITE

GOLD

HORIZON ORANGE

TRANSIT YELLOW

EVENING BLUE

ELECTRIC BLUE

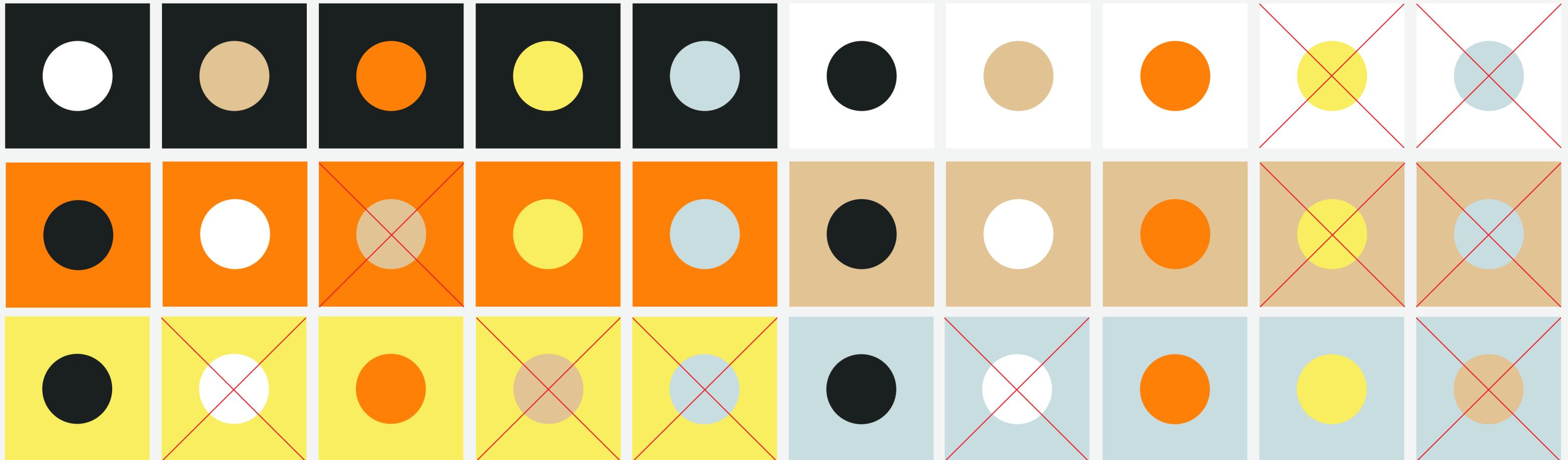
TERRACOTTA

INDUSTRIAL GREEN

30%

### 3.6 PRIMARY COLOUR PAIRINGS

Colour pairings need to be carefully considered. When selecting colours please ensure each pairing has a minimum of 70% contrast to be effective for legibility and visibility.



### 3.7 COLOUR PAIRINGS

#### TYPOGRAPHY

Colour pairings need to be carefully considered. When selecting colours please ensure each pairing has a minimum of 70% contrast to be effective for legibility and visibility.

**Text vs. Background:**

Ensure there's a strong contrast between the text colour and the background. Dark text on a light background or light text on a dark background works best.

**Hierarchy and Emphasis:**

Use different colours or shades to create a visual hierarchy, guiding the reader's attention to important information.

**Saturation and Brightness:**

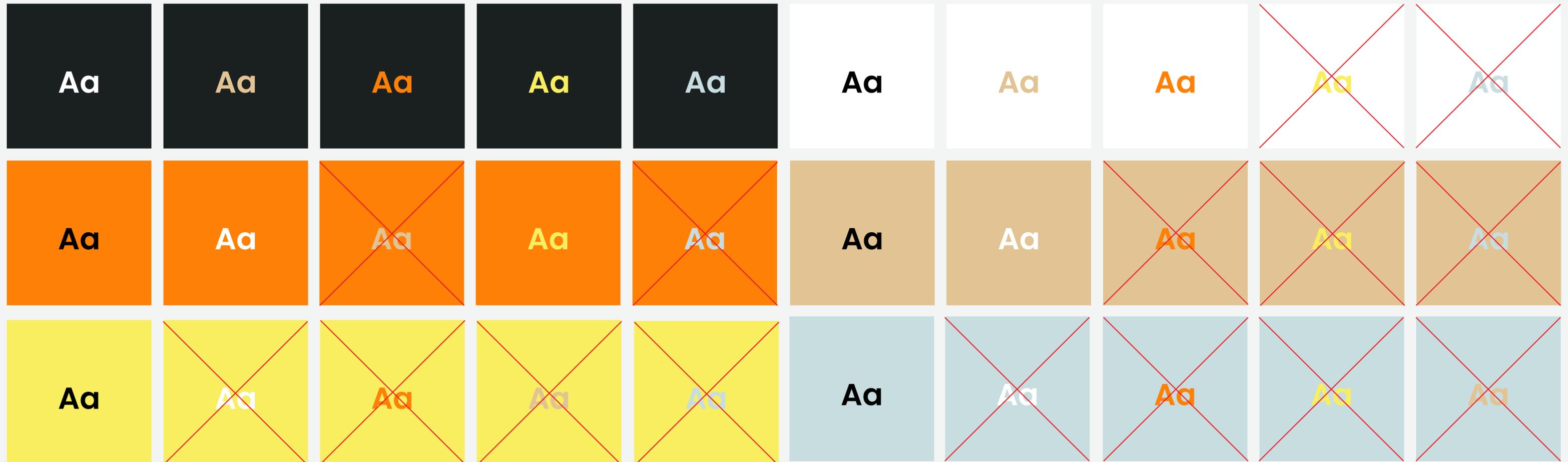
High saturation and brightness can make text hard to read. Muted colours often provide better legibility.

**Context:**

Consider where the text will be viewed. Screen lighting and ambient light can affect how colours appear.

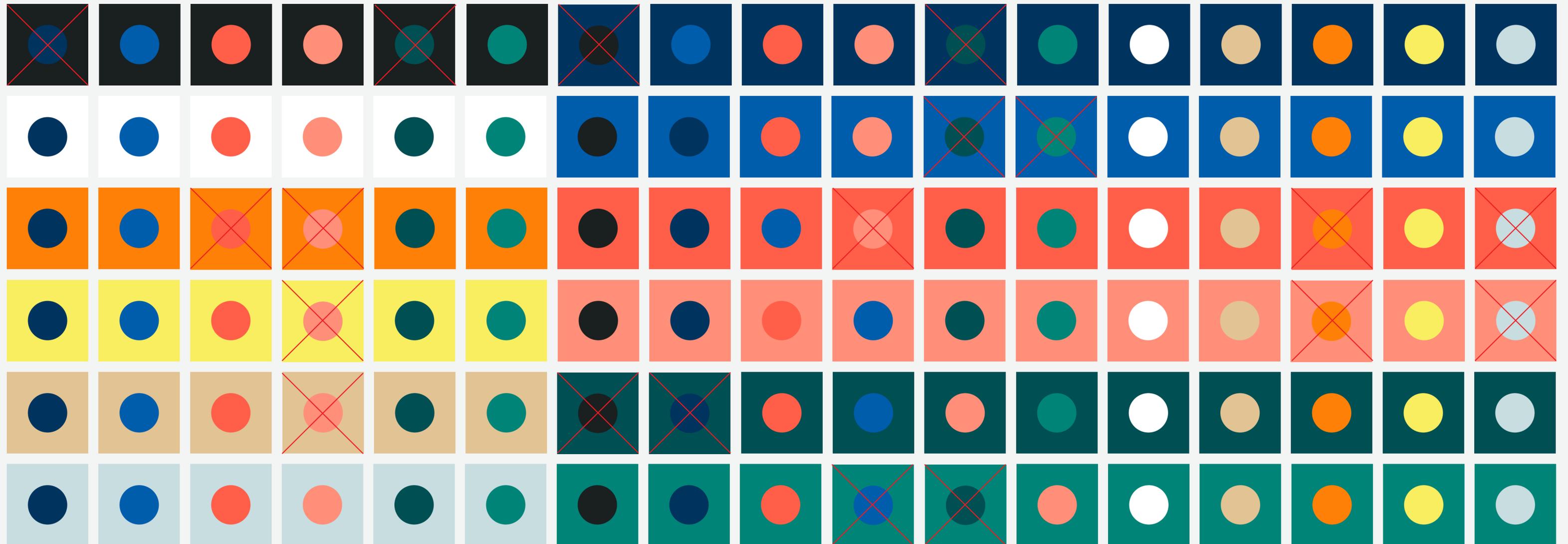
**Scale:**

Scale of typography should determine the colour usage and legibility. The contrast for large scale headlines can be lower, where as contrast for smaller body copy is to always to remain on the higher scale.



### 3.8 PRIMARY & SECONDARY COLOUR PAIRINGS

Colour pairings need to be carefully considered. When selecting colours please ensure each pairing has a minimum of 70% contrast to be effective for legibility and visibility.



### 3.9 COLOUR VOLUMES

Colour plays a vital role in expressing a brand's personality, evoking emotions and associations that significantly influence consumer perception.

Subtle shifts in colour can adjust a brand's persona, softening or intensifying its message. A brighter palette conveys energy and vibrancy, while muted tones communicate sophistication and reliability.

Restrained

Confident

Vibrant

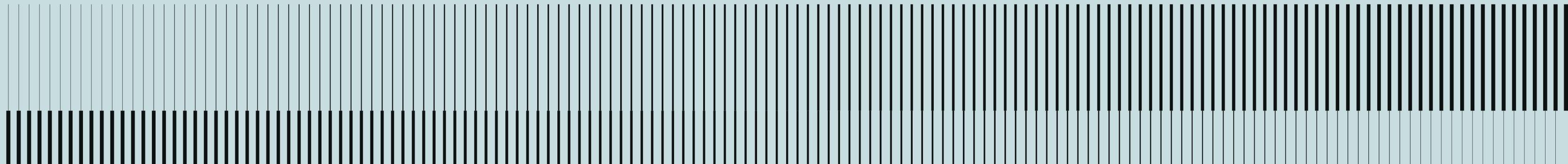
Expressive



This section covers the primary and web typefaces, type styling, tracking, margins, clearspace, and alignment to ensure a unified, balanced, and professional presentation in both print and digital applications.

# 4.0 TYPOGRAPHY

- 4.1 Primary Typeface
- 4.2 Web-safe Typeface
- 4.3 Type Styling
- 4.4 Punctuation
- 4.5 Type System
- 4.6 Tracking
- 4.7 Margins
- 4.8 Layout Clearspace
- 4.9 Alignment



## 4.1 PRIMARY TYPEFACE

Poppins is a clean, modern font that offers excellent readability with an approachable, contemporary style.

As a Google Font, it ensures accessibility for all users across platforms.

# POPPINS

ABCČĆDĎEFGHIJKLMNOPQRSŠTU  
VWXYZŽžabcčćdďefghijklmnopq  
rsštuvwxyzžΔΩǺǻÊÔǻǻêô0123456  
7890'?"'""!"(%)[#] {@}/& \ < + ÷ × = > ®  
©\$€£.\*

### Weights We Use

**Semibold**

Medium

Regular

## 4.2 WEB-SAFE TYPEFACE

In instances where Poppins is not available, Arial should be used as the alternative. Arial is a widely supported, web-safe typeface that maintains clarity and legibility across all devices and browsers.

# ARIAL

ABCČĆDĎEFGHIJKLMNOPQRSŠTU-  
 VWXYZŽabcčćdďefghijklmnopqrsštuv  
 wxyzžΔΩǺǻÊÔǻêô1234567890‘?’“!”(%)  
 [#]{@}/&\ $\lt$ +÷×=⇒®©\$€£.\*

**Note:** Web-safe fonts are typefaces that are globally supported across different browsers and operating systems, ensuring consistent display on various devices. These fonts are typically pre-installed on almost all computers and devices, making them highly reliable choices. Using these fonts helps ensure that your text looks the same for almost all users, regardless of their country of origin, device or operating system.

### Weights We Use

**Bold**

Regular

## 4.3 TYPE STYLING

The set out type styles allow for an even distribution of hierarchy.

Weight  
Case  
Size  
Leading  
Tracking

Semibold  
All Caps  
144pt  
100%  
-40

TITLE

Weight  
Case  
Size  
Leading  
Tracking

Semibold  
Sentence or Title  
144pt  
100%  
-40

Heading

Weight  
Case  
Size  
Leading  
Tracking

Medium  
Sentence  
100pt  
100%  
-40

Subheading

Weight  
Case  
Size  
Leading  
Tracking

Medium  
Sentence  
80pt  
110%  
-20

Body 01

Weight  
Case  
Size  
Leading  
Tracking

Regular  
Sentence  
56pt  
110%  
-20

Body 02

Weight  
Case  
Size  
Leading  
Tracking

Semibold  
All Caps  
24pt  
150%  
-10

SMALL 01

Weight  
Case  
Size  
Leading  
Tracking

Medium  
Sentence  
16pt  
150%  
-10

Small 02

## 4.4 PUNCTUATION

To ensure clear, consistent and professional communication across all brand touchpoints, we have outlined how punctuation and capitalisation should be used in headlines, advertising, and documentation.

<b>Use Case</b>	High-impact labels, small text, or campaign lines needing punch.
<b>Punctuation</b>	No full stops.

**ALL CAPS**

<b>Use Case</b>	Section headings, navigation labels, short titles or subheadings.
<b>Punctuation</b>	No full stops.

**Title Case**

<b>Use Case</b>	Body copy, long headlines, full sentences, captions, or conversational content.
<b>Punctuation</b>	Full stops.

**Sentence case.**

**Note:** These are brand-aligned recommendations to ensure clarity and consistency across touchpoints. However, use your best judgment based on the tone, layout, and context of the communication.

## 4.5 TYPE SYSTEM

### TITLE

Shown here is an example of the hierarchical type system in practice across different formats.

**THIS IS A TITLE**

**THIS IS  
A TITLE**

**THIS IS A TITLE**

## 4.5 TYPE SYSTEM HEADING

Shown here is an example of the hierarchical type system in practice across different formats.

**THIS IS A TITLE**  
This is a heading.

**THIS IS  
A TITLE**  
This is a heading.

**THIS IS A TITLE**  
This is a heading.

## 4.5 TYPE SYSTEM

### SUB-HEADING

Shown here is an example of the hierarchical type system in practice across different formats.

**THIS IS A TITLE**

**This is a heading.**

This is a sub-heading.

**THIS IS  
A TITLE**

**This is a heading.**

This is a sub-heading.

**THIS IS A TITLE**

**This is a heading.**

This is a sub-heading.

## 4.6 TYPE SYSTEM

### BODY

Shown here is an example of the hierarchical type system in practice across different formats.

**THIS IS A TITLE**

**This is a heading.**

This is a sub-heading.

This is body copy. This is where I write more information. This is body copy. This is where I write more information.

**THIS IS  
A TITLE**

**This is a heading.**

This is a sub-heading.

This is body copy. This is where I write more information. This is body copy. This is where I write more information.

**THIS IS A TITLE**

**This is a heading.**

This is a sub-heading.

This is body copy. This is where I write more information. This is body copy. This is where I write more information.

## 4.5 TYPE SYSTEM

### SMALL TEXT

Shown here is an example of the hierarchical type system in practice across different formats.

**THIS IS A TITLE**

**This is a heading.**

This is a sub-heading.

This is body copy. This is where I write more information. This is body copy. This is where I write more information.

THIS IS SMALL TEXT

**THIS IS  
A TITLE**

**This is a heading.**

This is a sub-heading.

This is body copy. This is where I write more information. This is body copy. This is where I write more information.

THIS IS SMALL TEXT

**THIS IS A TITLE**

**This is a heading.**

This is a sub-heading.

This is body copy. This is where I write more information. This is body copy. This is where I write more information.

THIS IS SMALL TEXT

## 4.6 TRACKING

Tracking is the spacing given to all letters in a word. Tracking should be quite tight. Too loose or too tight tracking should always be avoided. Below are some guidelines to follow.

✔ Correct Tracking  
-40pt

MELBOURNE AIRPORT

✘ Too Tight Tracking  
-100pt

MELBOURNE AIRPORT

✘ Too Loose Tracking  
0pt

MELBOURNE AIRPORT

✘ Far Too Loose Tracking  
100pt

MELBOURNE AIRPORT

## 4.7 MARGINS PRIMARY PRINTED/DIGITAL MEDIA

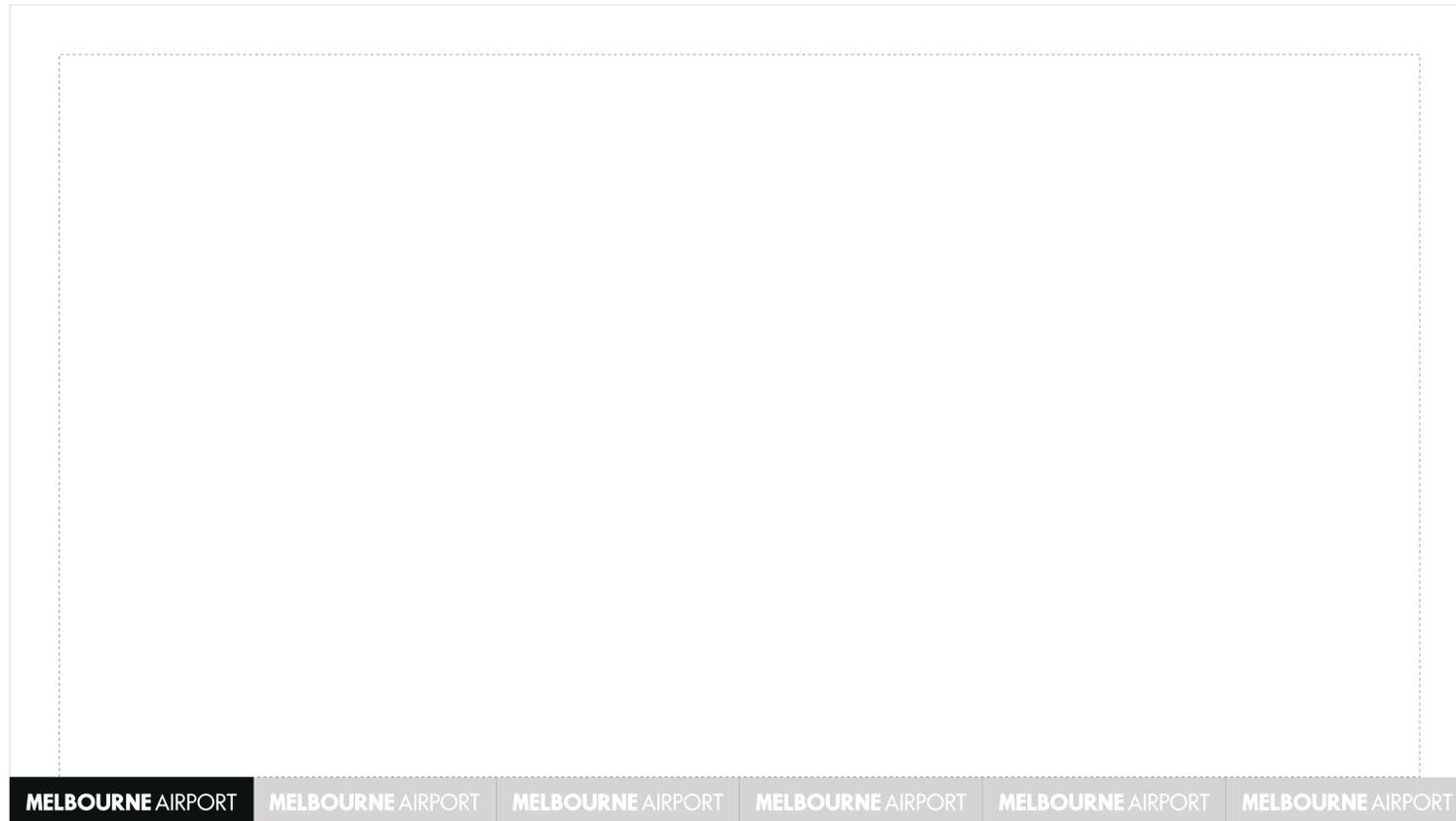
For most applications, margin size is based on the height of the Elevate Bar, following the predetermined logo scale method.

*The repeated grey logo is not to be printed, it serves only as a guide to logo scaling.*

Usage: **Outdoor Media**

Close proximity

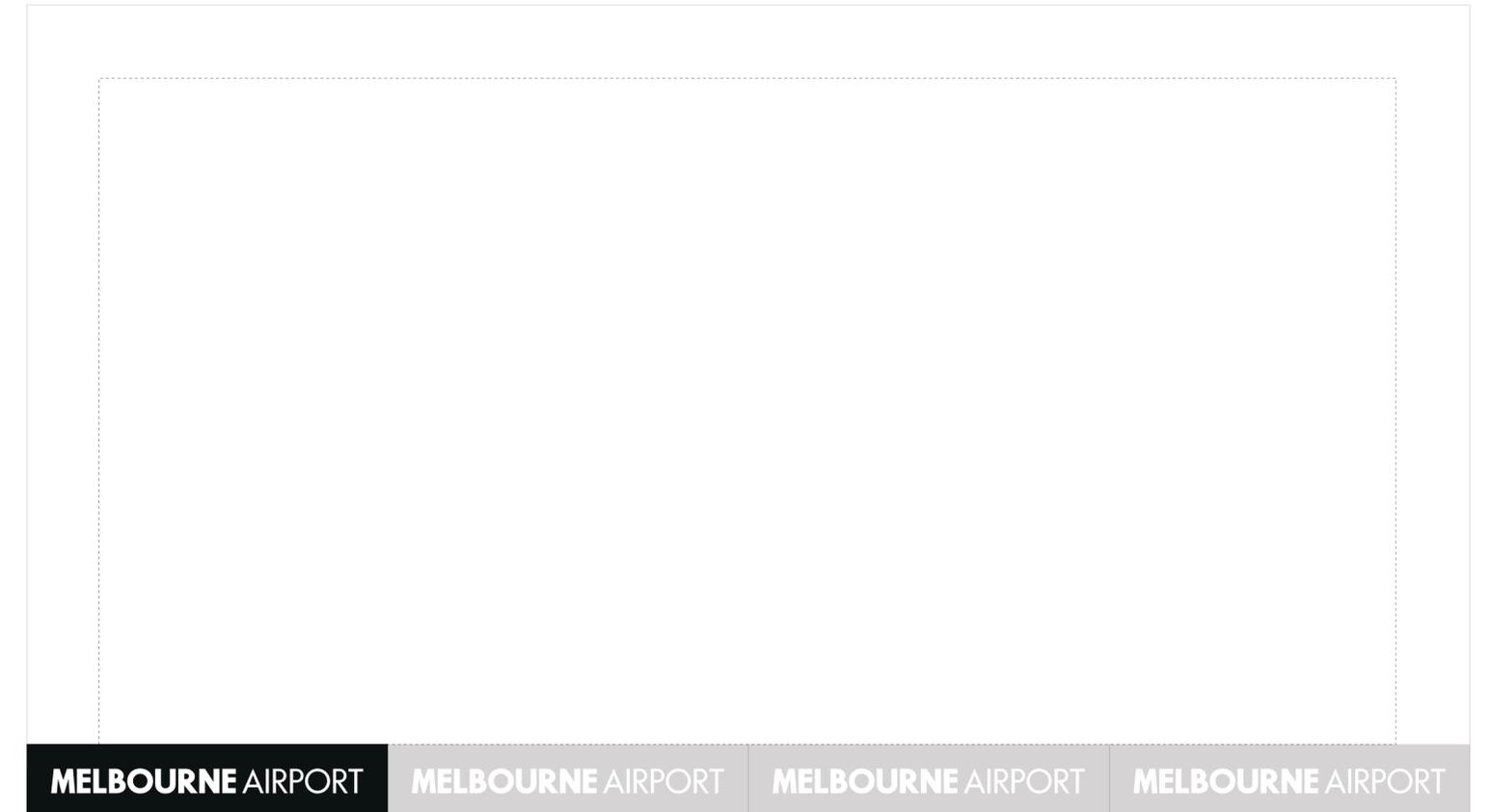
6 x Logo Rule



Usage: **Outdoor Media**

Distant proximity

4 x Logo Rule



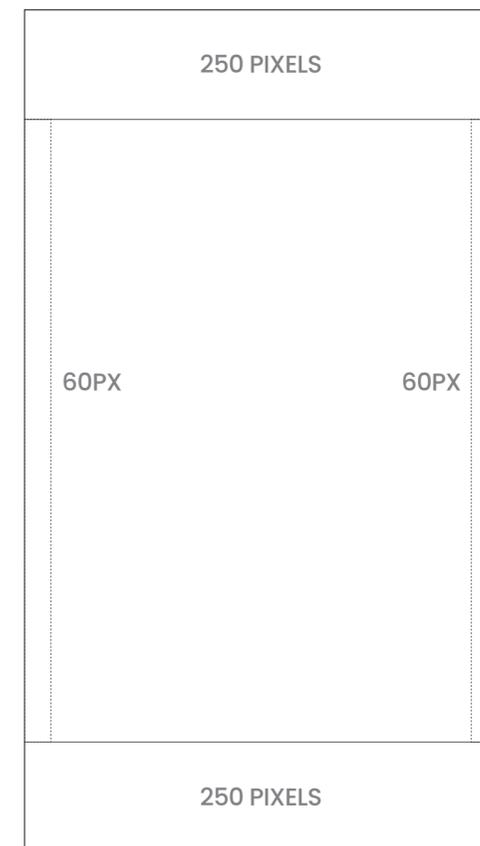
## 4.7 MARGINS SECONDARY SOCIAL APPLICATIONS

In the case of digital marketing across social channels the set out guides are complementary to those provided by social platforms allowing for all content to fit within what is deemed safe zones.

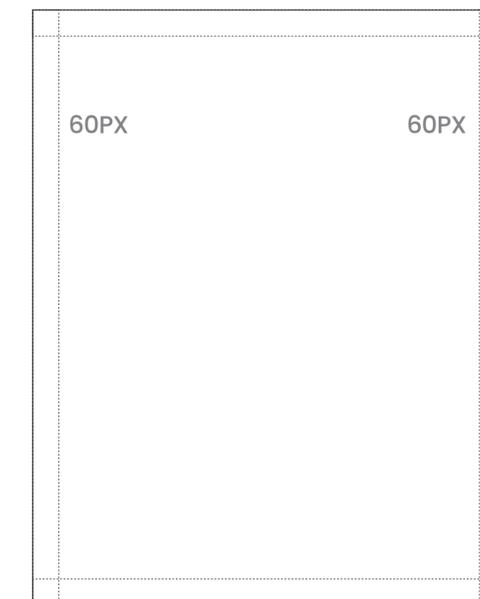
Usage: Digital Media — Reels  
1920px X 1080px



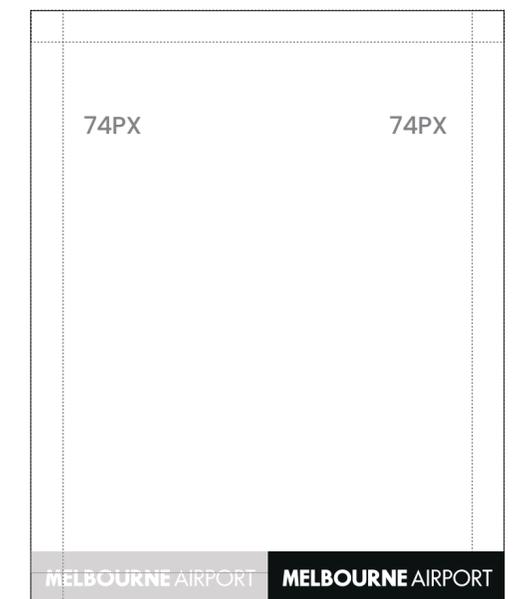
Usage: Digital Media — Stories  
1920px X 1080px



Usage: Digital Media — Organic Post  
1350px X 1080px



Usage: Digital Media — Paid Post  
1350px X 1080px

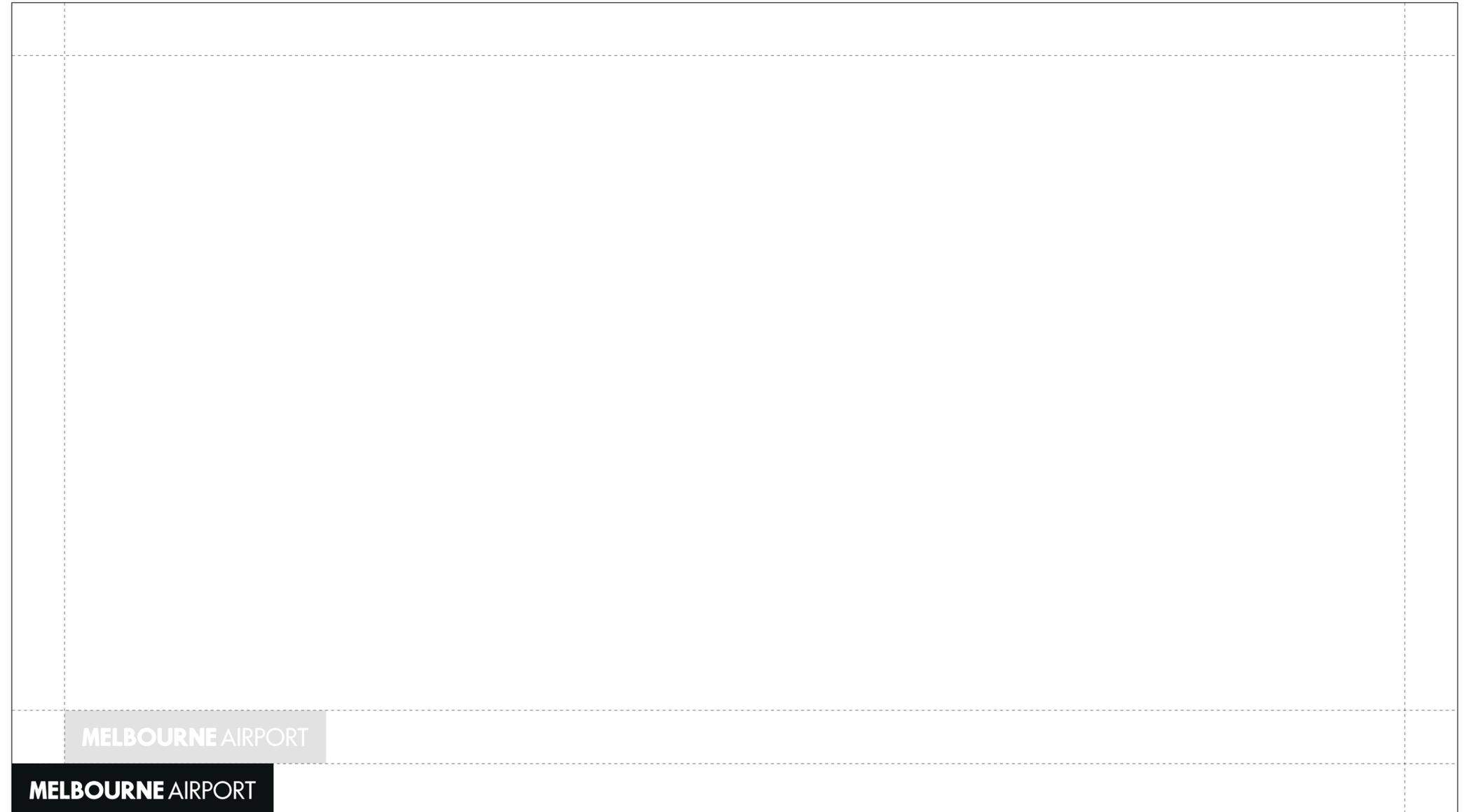


## 4.8 LAYOUT CLEARSPACE

Always ensure there is a clear space around the Melbourne Airport logo that is equal to the height of the logo itself.

This space should remain free of any content or design elements. For the rest of your layout, standard content follows the margin, but anything near the logo must respect this clear space to keep the design balanced and uncluttered.

*The repeated grey logo is not to be printed, it serves only as a guide to clear space.*



## 4.9 ALIGNMENT

We always left-align our text.

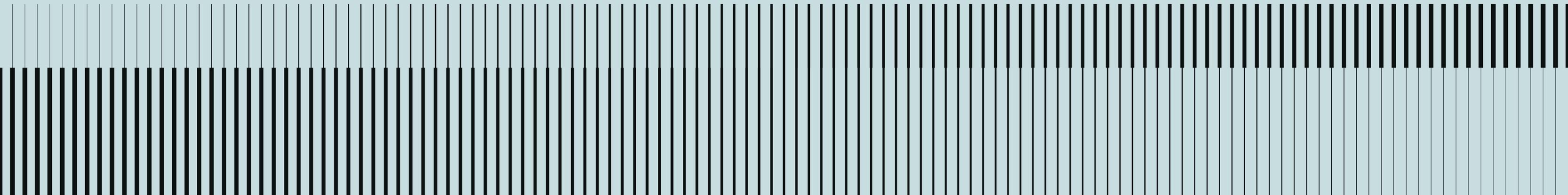
**Australia's favourite  
airport destination.  
Creating connections  
that matter.**

**MELBOURNE** AIRPORT

Our graphic language is centred around the Progression Lines. This section provides detailed guidelines on how to create and apply these lines, ensuring they achieve a cohesive look that reinforces the brand's identity across various applications.

# 5.0 GRAPHIC LANGUAGE

- 5.1 Creating the Progression Lines
- 5.2 Horizontal Progression Lines
- 5.3 Rules
- 5.4 Volume
- 5.5 Expression
- 5.6 Icons



# 5.1 CREATING THE PROGRESSION LINES

## 01. The Base – Elevate Bar

The Elevate Bar is used as the foundation for the Progression Lines. It must always serve as the starting point for creating Progression Lines. **The Elevate Bar equates to one section.**



## 02. Stroke Weight:

Create two lines of varying thickness. The **thick stroke is based on the stem of the 'L' in the logomark**, and the **thin stroke is set to 0pt**, ensuring a smooth, cascading gradient effect.



The thinnest stroke is set to 0.Pt. This allows for a smooth motion blend.

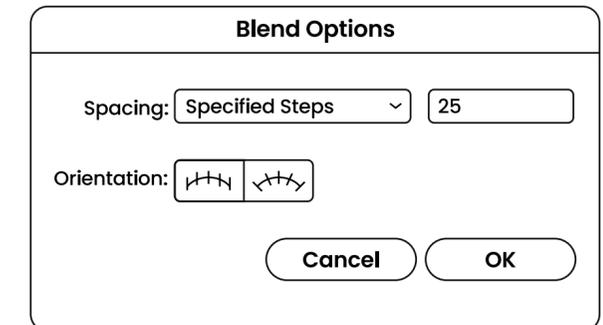


## 03. Blend Tool Application:

The blend tool is used to create the lines:

- 1 section = 25 steps.
- 2 sections = 50 steps.
- 5 sections = 125 steps.

These steps ensure a seamless transition from thick to thin, keeping the visual flow consistent.



## 5.1 CREATING THE PROGRESSION LINES

### 04. Proportion and Placement:

The Elevate Bar can occupy 1/2, 1/3, or 1/6 of the page, depending on the layout and design requirements.

### 05. Consistency Across Designs:

The selected proportions, stroke weights, and number of steps should remain consistent in every application to preserve a cohesive visual language across all brand touch-points.

**1 Section equates to 25 steps.**  
Using the blend mode, set the specified steps to 25 steps.

**2 Sections equates to 50 steps.**  
Using the blend mode, set the specified steps to 50 steps.

**3 Sections equates to 75 steps.**  
Using the blend mode, set the specified steps to 75 steps.

**4 Sections equates to 100 steps.**  
Using the blend mode, set the specified steps to 100 steps.

**5 Sections equates to 125 steps.**  
Using the blend mode, set the specified steps to 125 steps.

**6 Sections equates to 150 steps.**  
Using the blend mode, set the specified steps to 150 steps.

1 Section - 25 Steps

2 Section - 50 Steps

3 Section - 75 Steps

4 Section - 100 Steps

5 Section - 125 Steps

6 Section - 150 Steps

**MELBOURNE AIRPORT**

## 5.2 HORIZONTAL PROGRESSION LINES

### 01. The Base – Elevate Bar

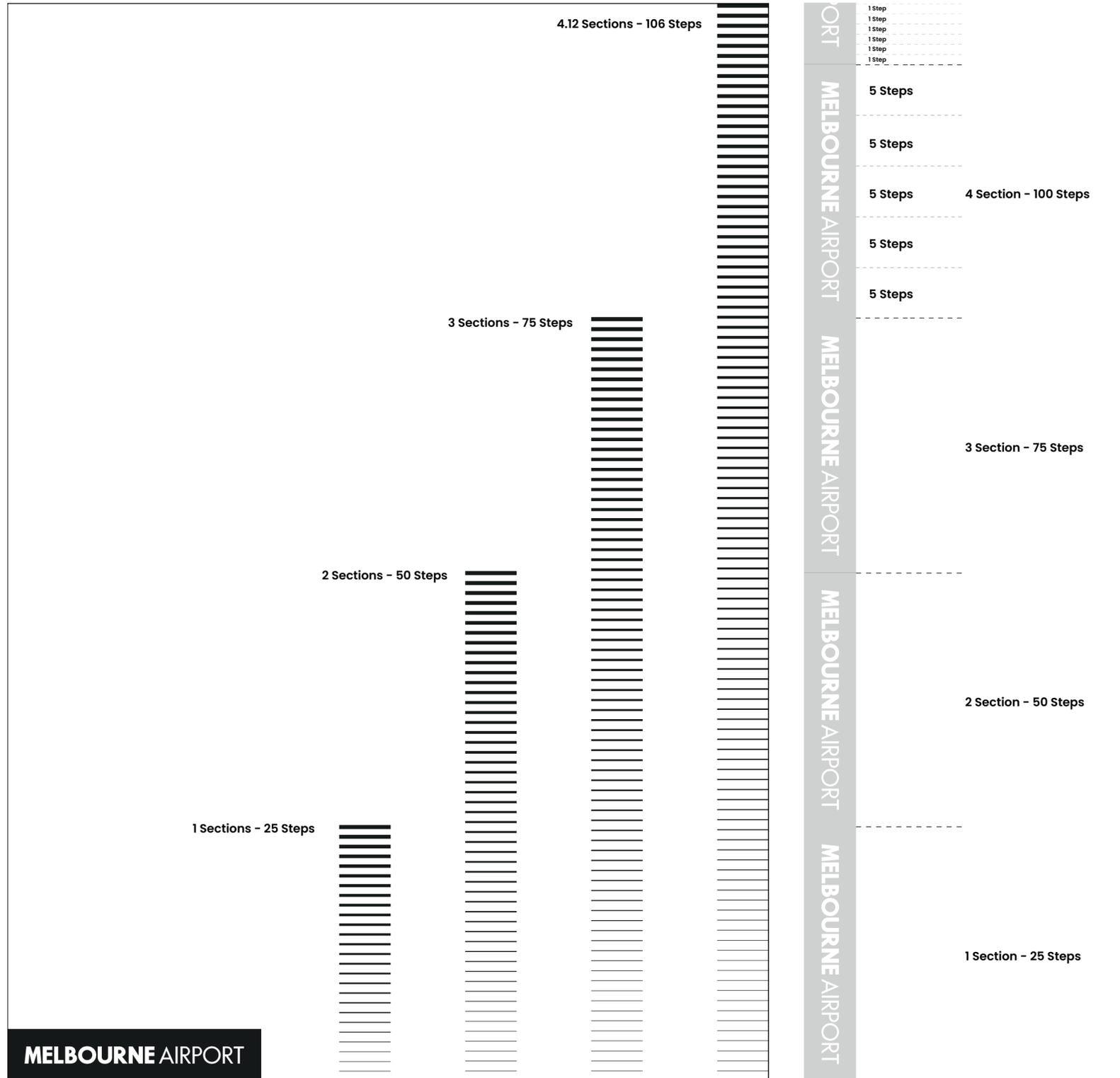
Begin with the horizontal Elevate Bar, scaled according to the brand’s established scale rules, which equate to 25 steps.

### 02. Maintaining Consistency:

Use the same scaling system for both horizontal and vertical Progression Lines to ensure consistency across layouts. As the width and height of the working area may vary, adjustments may be needed to keep proportions accurate.

### 03. Blend Tool Application:

Align the logo vertically to define the area being worked on. Divide this area into 5 equal segments for 5 steps per segment. If a finer level of detail is required, divide each segment further into 5 smaller steps, providing a single-step measurement. This method ensures each step is measured consistently across all layouts.



## 5.3 RULES

### ALTERNATING DIRECTIONS

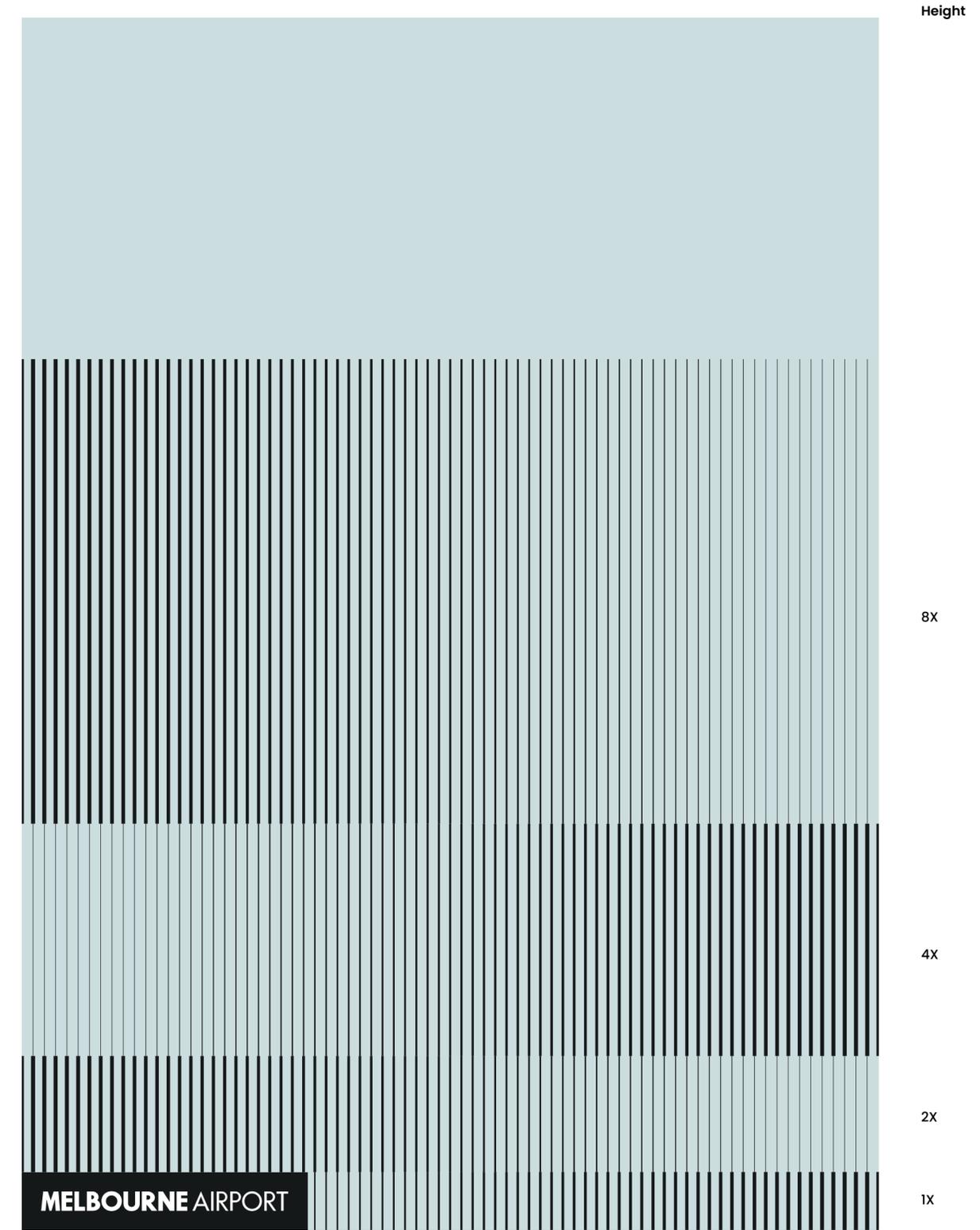
When we use the Progression Lines we always use them in alternating directions. This ensures that we capture the feeling of movement.



## 5.3 RULES

### DETERMINING HEIGHT

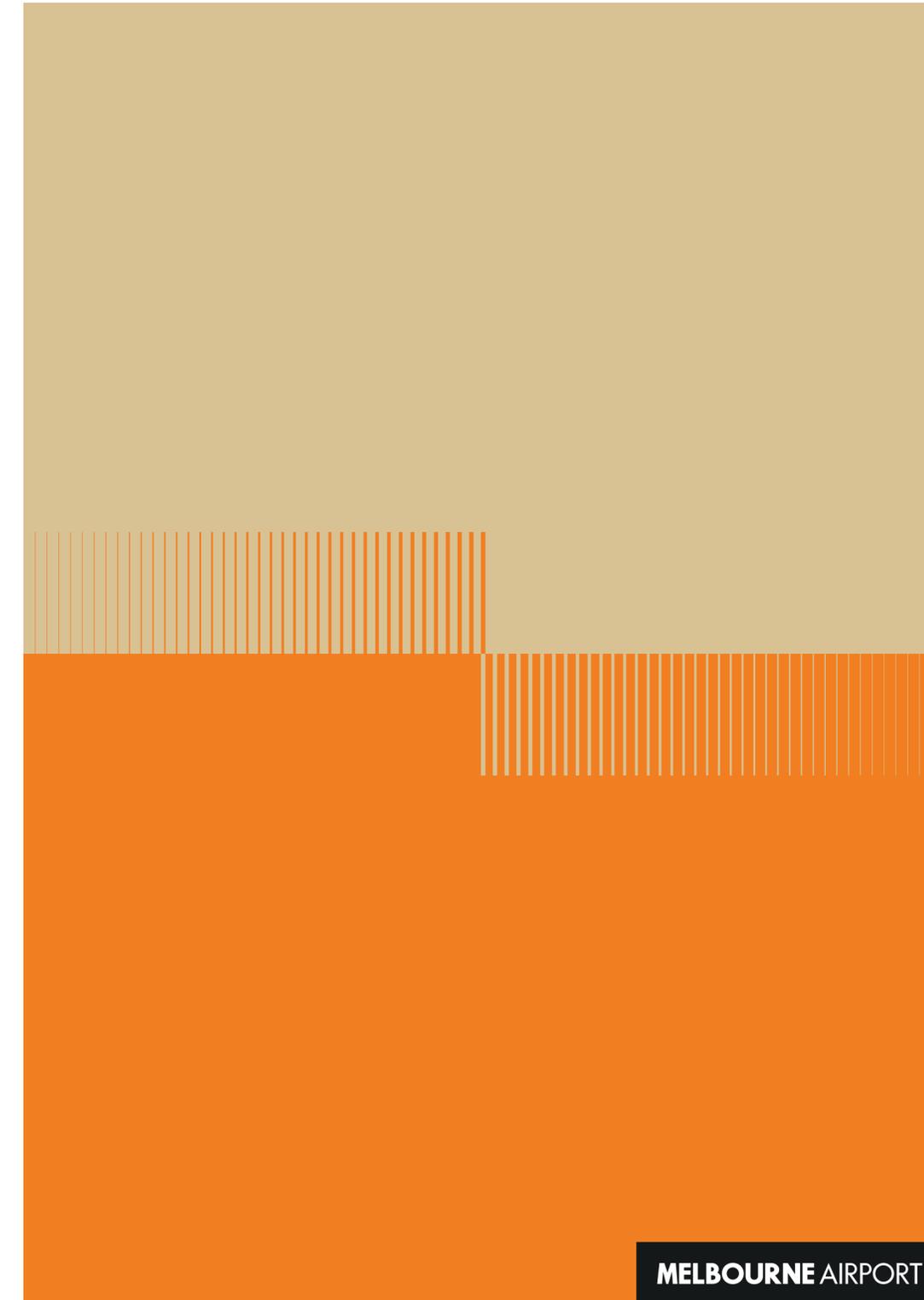
Use the same scaling system for both horizontal and vertical Progression Lines to ensure consistency across layouts. As the width and height of the working area may vary, adjustments may be needed to keep proportions accurate.



## 5.3 RULES

### MEETING IN THE MIDDLE

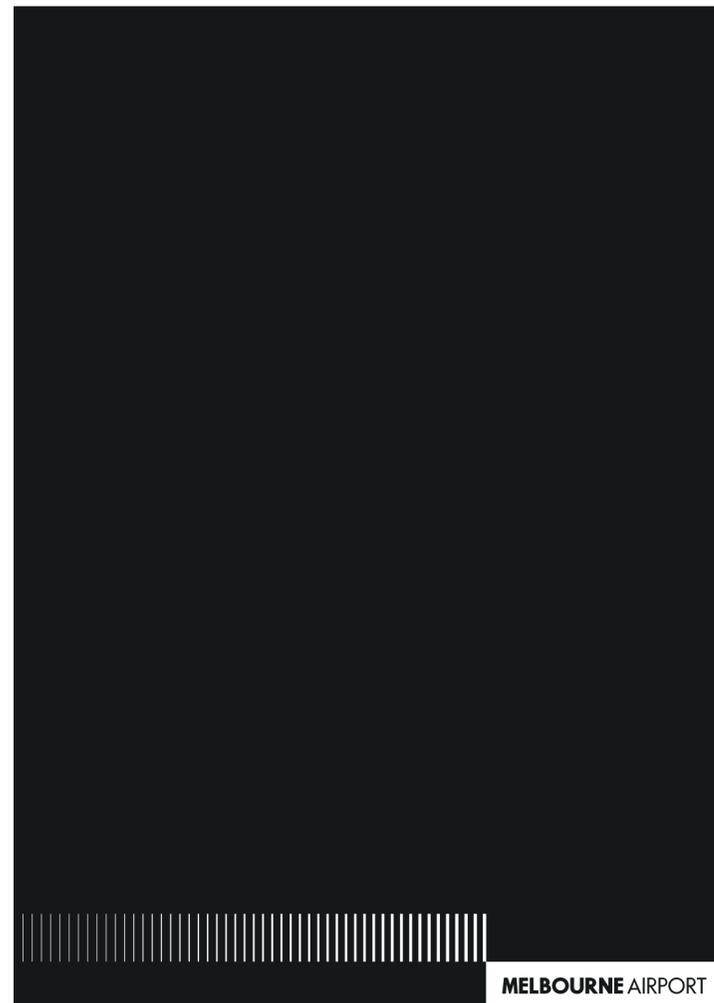
When the Progression Lines meet at a central point, they must be precisely aligned at the centre to create a seamless and balanced transition. This alignment symbolizes the brand's themes of arrival and departure, enhancing a sense of connection.



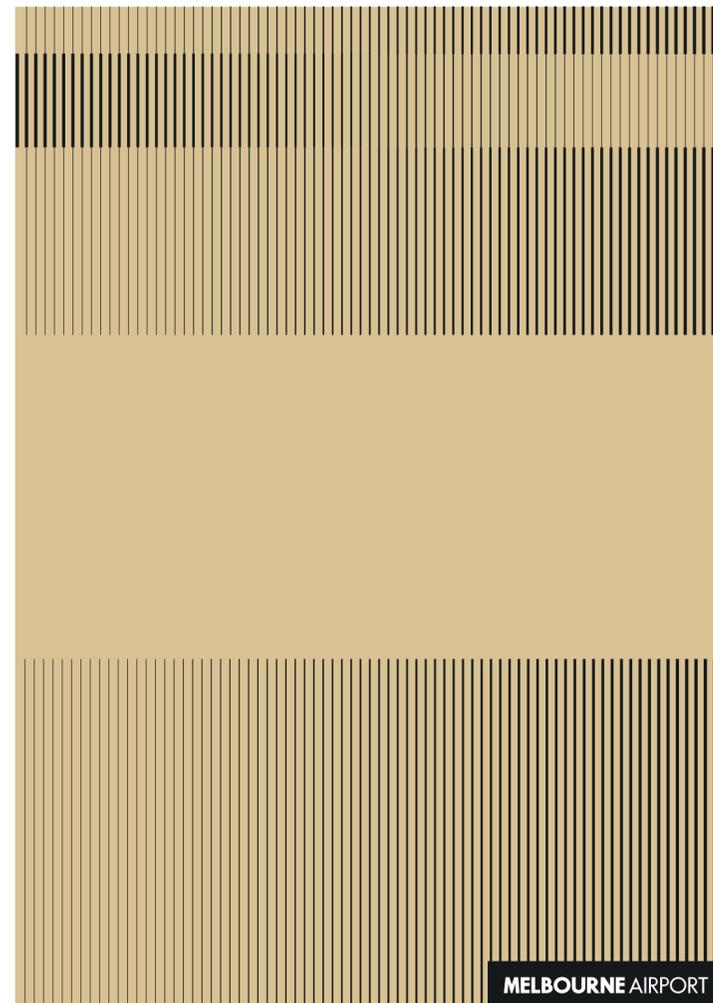
## 5.4 VOLUMES

The Progression Lines can be adjusted across four distinct volumes, Restrained, Confident, Vibrant, and Expressive, to suit various communication needs while staying true to the brand's visual language.

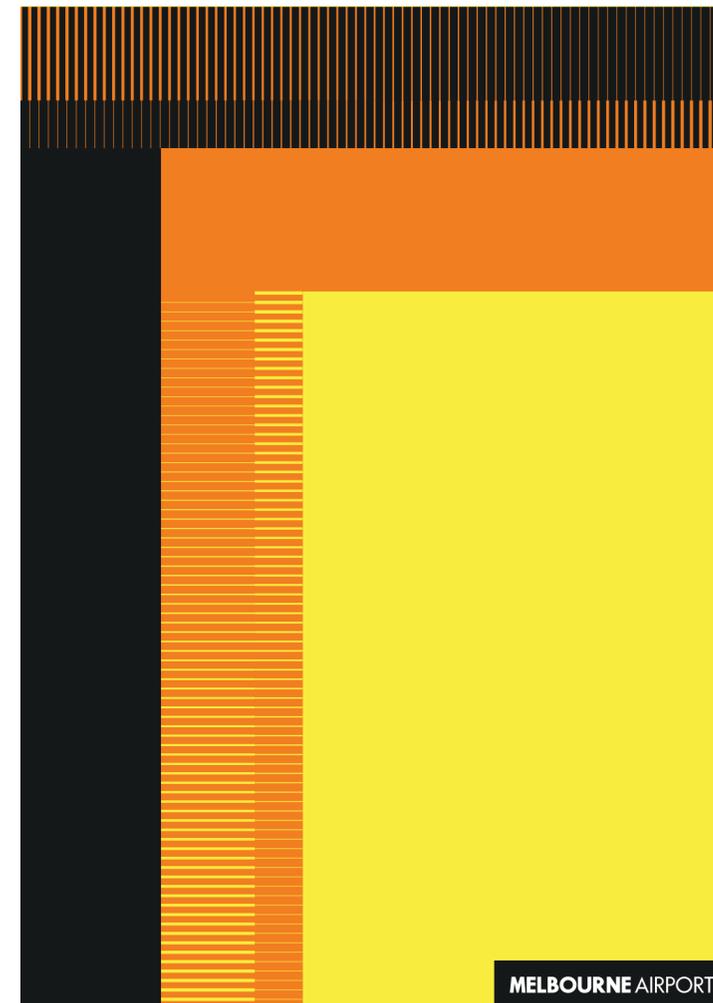
Restrained



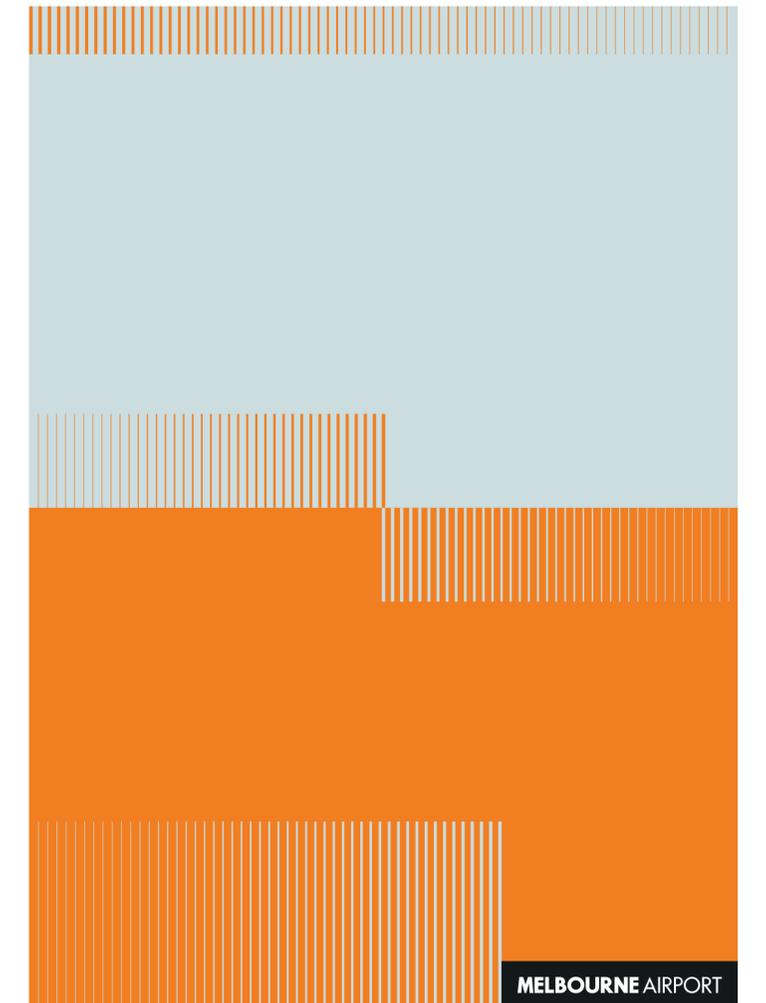
Confident



Vibrant



Expressive



## 5.5 EXPRESSIONS

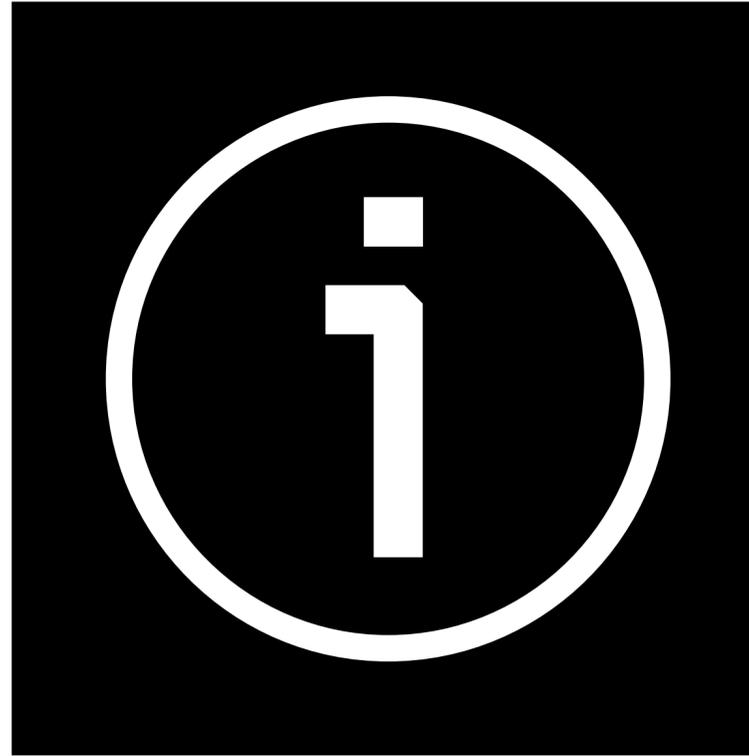
Expressions allow for creative flexibility within the established brand guidelines.

This offers unique variations of the core elements to represent the diversity within the Melbourne Airport brand. When building upon the foundational rules, adjustments may include cropping, scaling, or rotating visual elements to reflect a broader range of areas under the Melbourne Airport umbrella.

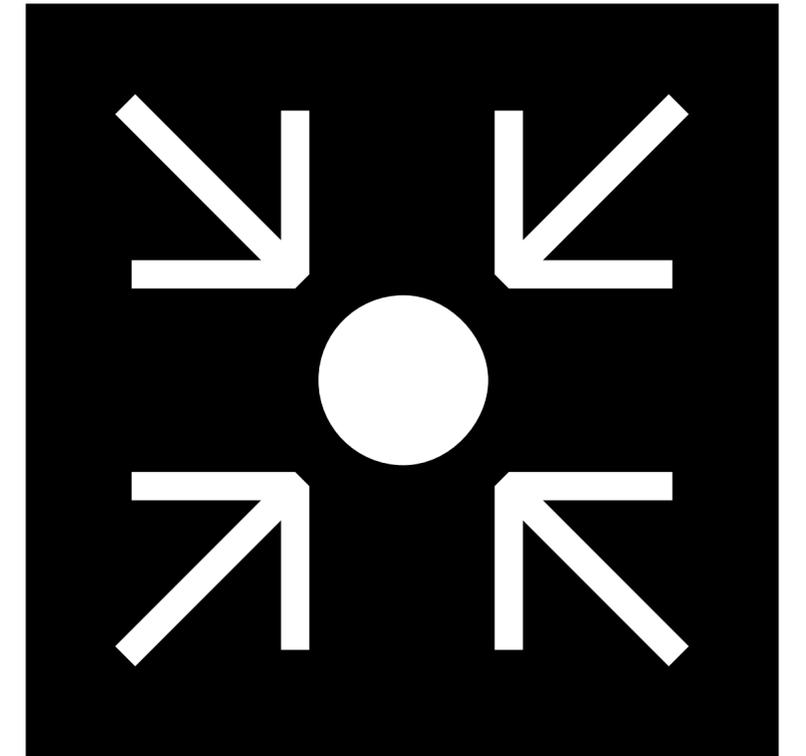


## 5.6 ICONS

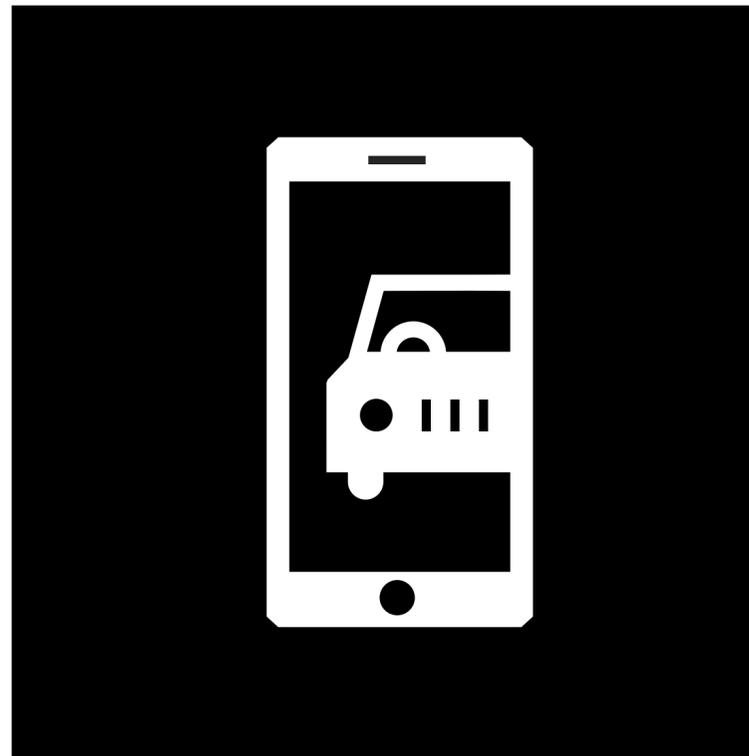
Our icons are designed to seamlessly integrate with Melbourne Airport's existing way-finding system, ensuring a cohesive visual language throughout the entire airport environment and its marketing. This reinforces the overall brand identity, providing a consistent and intuitive experience for passengers and consumers.



Information



Meeting Point

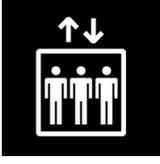
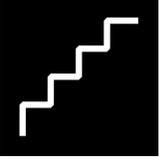
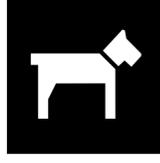
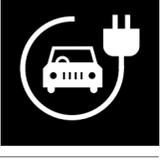
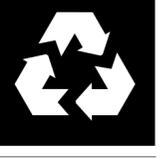
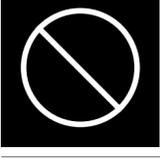
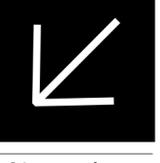
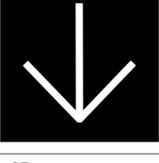
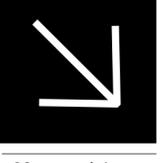
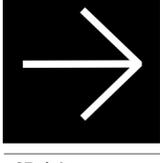


Rideshare



Shuttle Bus

# 5.6 ICONS

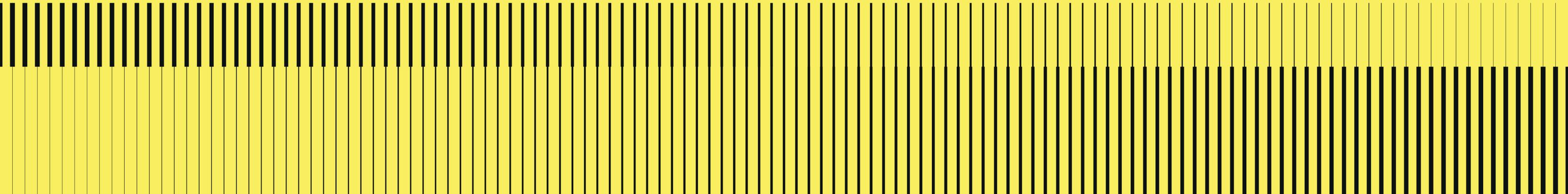
							
Female	Male	Male & Female	Accessible	Male Ambulant	Female Ambulant	Baby Change	Changing Places
							
Feeding Room	Lift	Stair	Escalator	Way Out	Information	Meeting Point	Telephone
							
Hotel	Departures	Arrivals	Trolley	Car Rental	Bus	Car	Shuttle Bus
							
Paystation	Car Park	Public Pick-up	Rideshare	Valet	Rubbish	CCTV	Pet Relief
							
Loading Area	Car Charging	Slippery	Recycling	Wifi	Motorcycle	No Entry	No Pedestrian Entry
							
No Cars	Smoking Area	No Smoking	No Photography	Help Phone	Sharps	Multi-faith Room	Safe Refuge
							
A01 Up	A02 Up Left	A03 Left	A04 Down Left	A05 Down	A06 Down Right	A07 Right	A08 Up Right

This section outlines how to work with the grid, organise elements according to their importance, and adjust their scale for the correct visual balance.

By following these guidelines, each design will feel cohesive, clear, and unmistakably part of the Melbourne Airport brand.

# 6.0 COMPOSITION

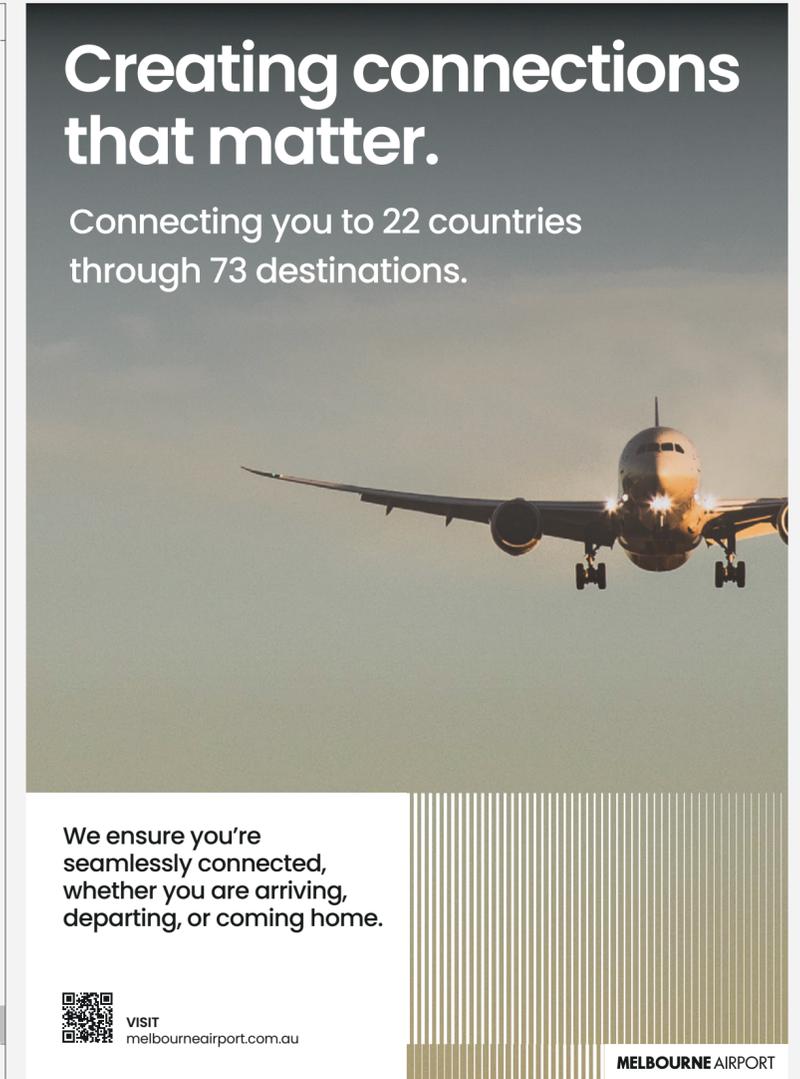
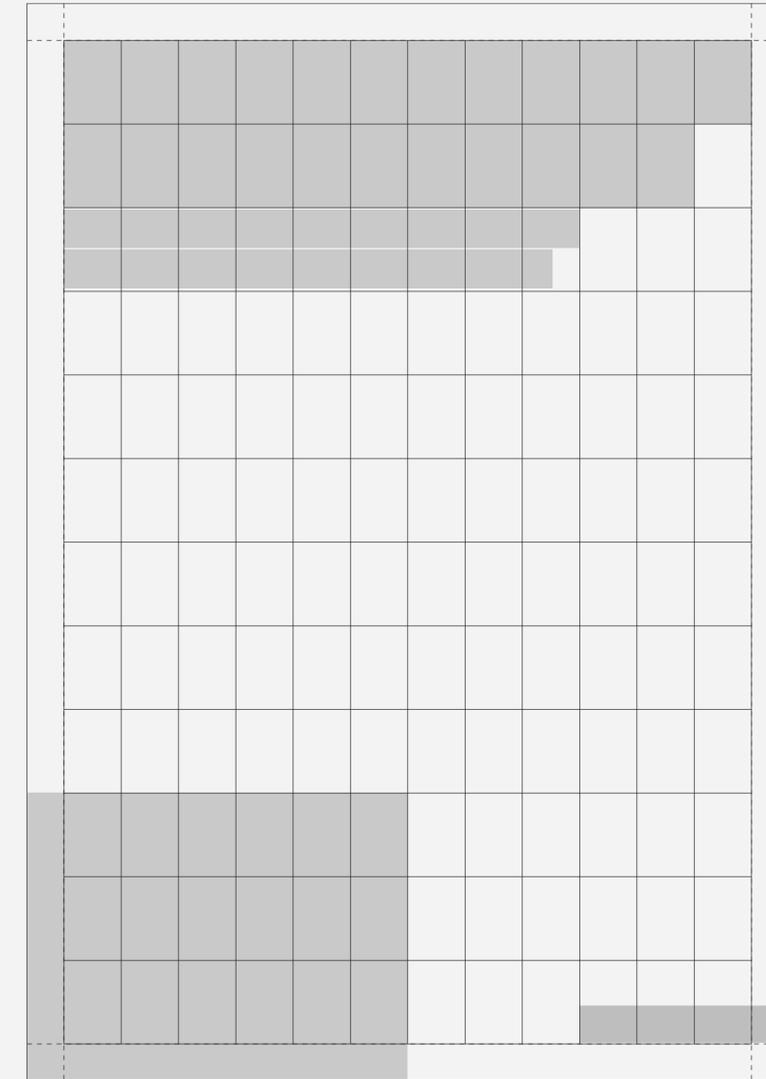
- 6.1 **Grid**
- 6.2 **Elements**
- 6.3 **Hierarchy**
- 6.4 **Volumes**



## 6.1 GRID

Grids are a foundational design tool that help create consistent, organised, and visually appealing layouts.

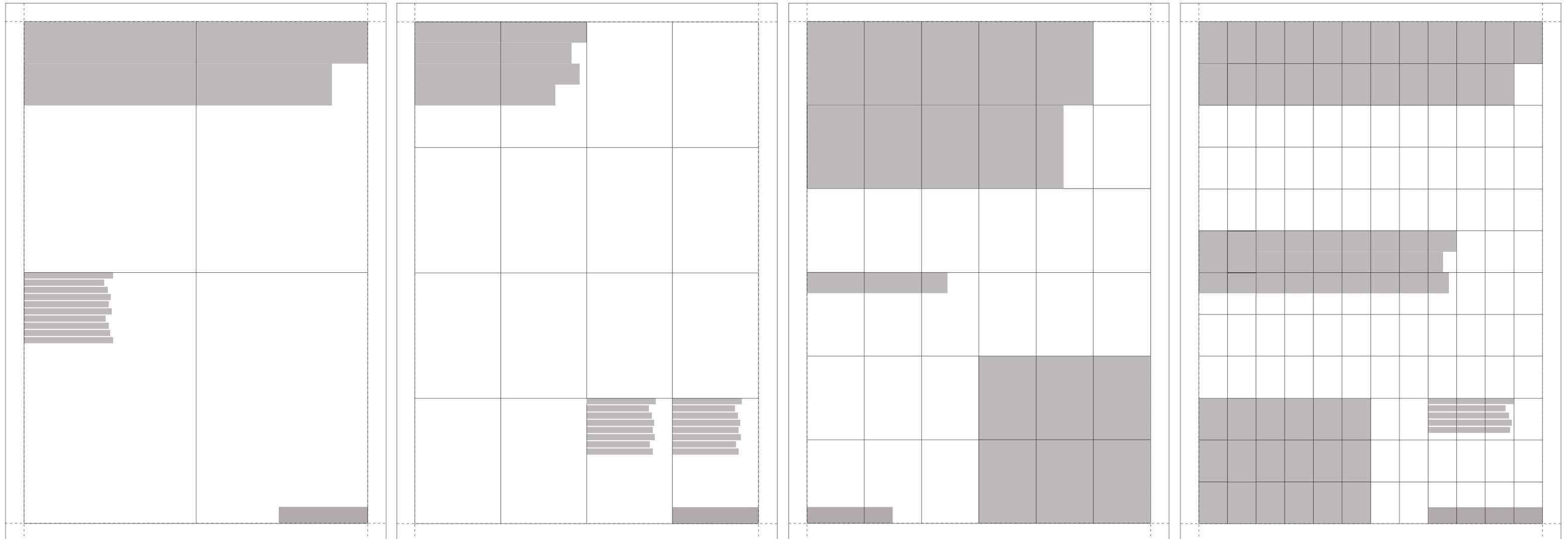
Shown here is an example of how the grid informs the design, placement, hierarchy, and overall design aesthetic of any Melbourne Airport communication.



# 6.1 GRID

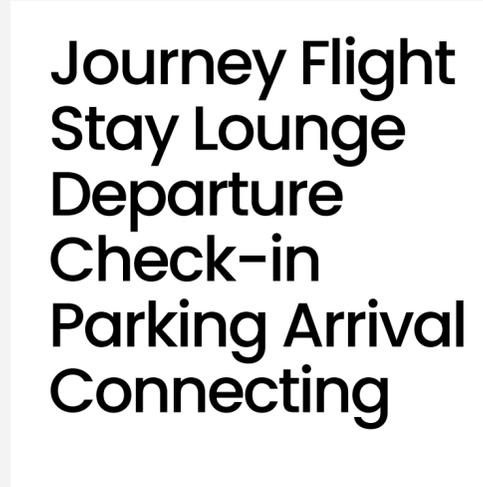
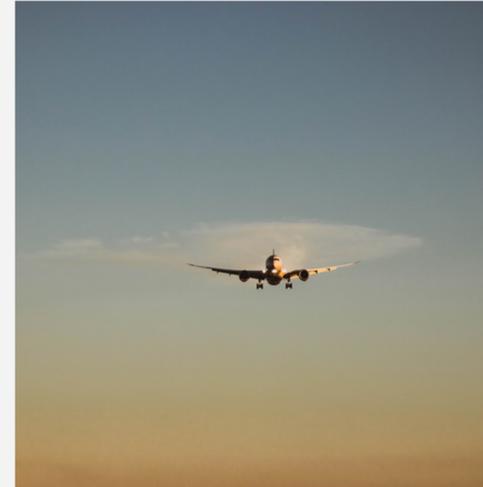
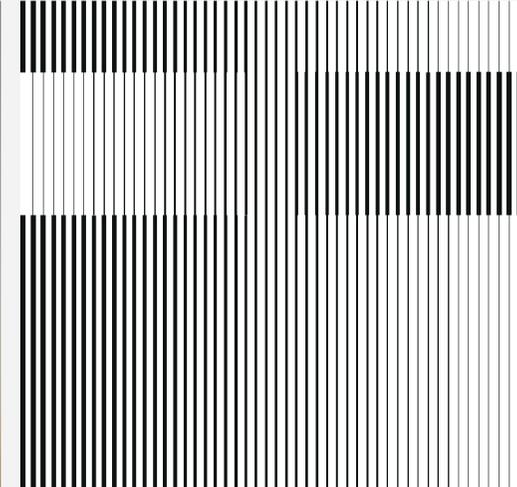
The Melbourne Airport grid system is a foundational design tool that ensures layouts are consistent, organised, and visually appealing.

This grid is structured with 12 vertical columns and 12 horizontal rows. For lighter content applications, such as social media tiles, the grid can be simplified to use 2, 4, or 6 columns to maintain flexibility while upholding a cohesive look.



## 6.2 ELEMENTS

Each element in our visual system works harmoniously within a composition. Always consider the purpose and content of each element, ensuring the composition conveys a clear and intentional message.

Logo	Colour	Typography	Imagery	Graphics
				

# 6.3 HIERARCHY

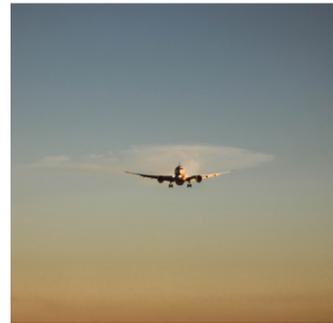
Each piece of communication will always have a different focus.

To create strong and clear communication, it's imperative that a hierarchy is implemented based on the type of message, ensuring that key information stands out and is easily understood by the audience. This structured approach helps guide the viewer's attention and supports the overall effectiveness of the message.

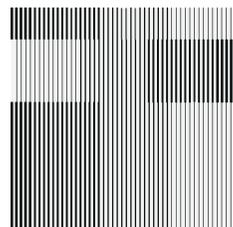
Restrained  
Image led

Hierarchy

- 01 Imagery
- 02 Typography
- 03 Graphic
- 04 Logo



Journey  
Flight Stay  
Lounge  
Departure  
Check-in  
Parking

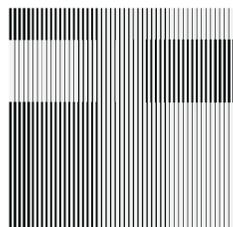
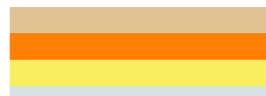
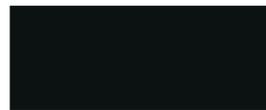


Confident  
Typography led

Hierarchy

- 01 Typography
- 02 Colour
- 03 Graphic
- 04 Logo

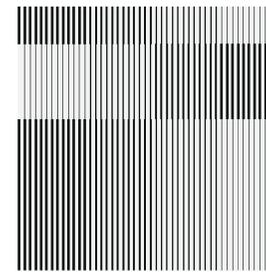
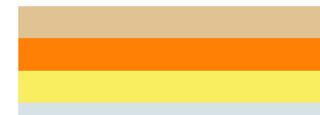
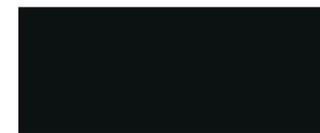
Journey  
Flight Stay  
Lounge  
Departure  
Check-in  
Parking



Vibrant  
Colour led

Hierarchy

- 01 Colour
- 02 Graphic
- 03 Typography
- 04 Logo



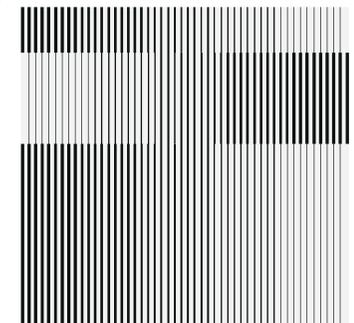
Journey  
Flight Stay  
Lounge  
Departure  
Check-in  
Parking



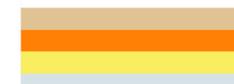
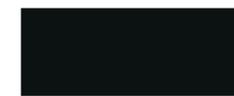
Expressive  
Graphic led

Hierarchy

- 01 Graphic
- 02 Typography
- 03 Colour
- 04 Logo



Journey  
Flight Stay  
Lounge  
Departure  
Check-in  
Parking



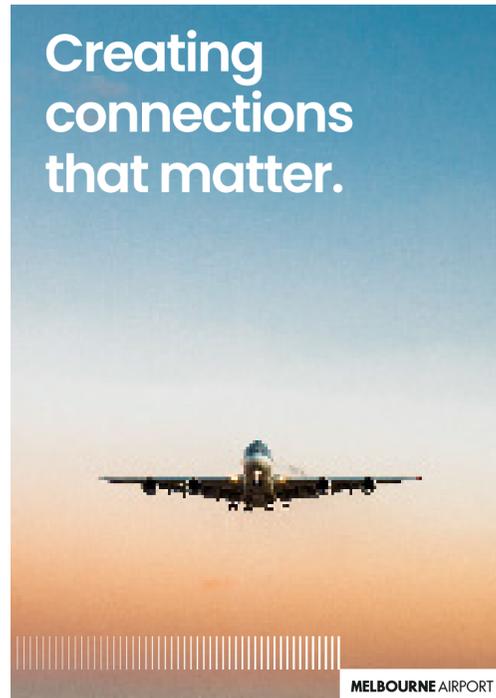
# 6.4 VOLUME

Here are examples of how your design can change depending on the emphasis placed on key elements such as typography, colour, graphics, and imagery.

Restrained  
Graphic led

Hierarchy

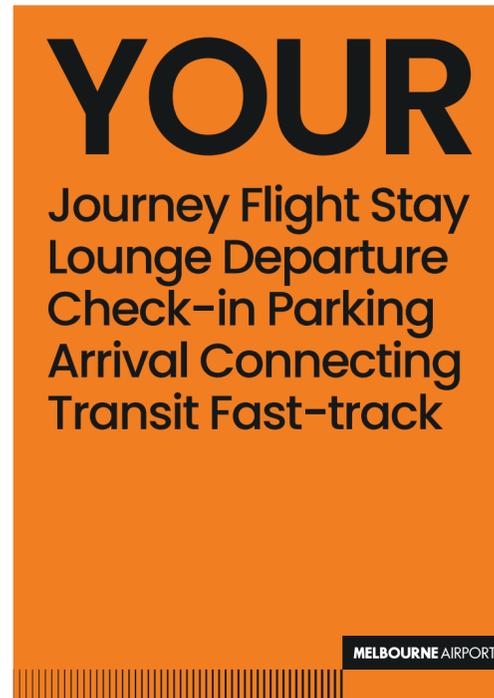
- 01 Imagery
- 02 Typography
- 03 Graphic
- 04 Logo



Confident  
Typography led

Hierarchy

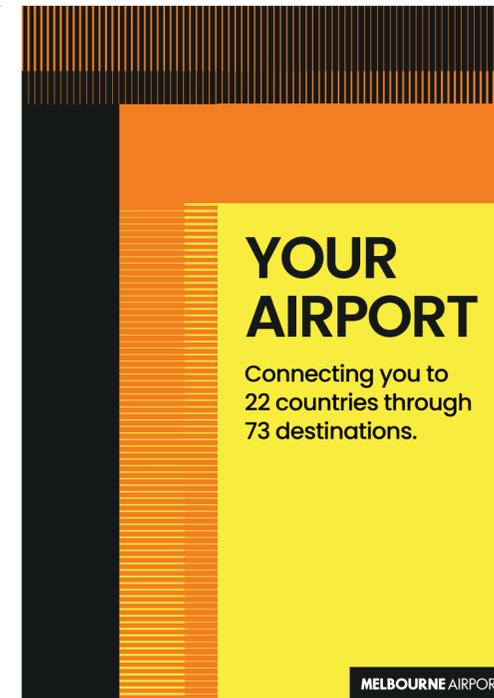
- 01 Typography
- 02 Colour
- 03 Graphic
- 04 Logo



Vibrant  
Colour led

Hierarchy

- 01 Colour
- 02 Graphic
- 03 Typography
- 04 Logo



Expressive  
Image led

Hierarchy

- 01 Graphic
- 02 Typography
- 03 Colour
- 04 Logo

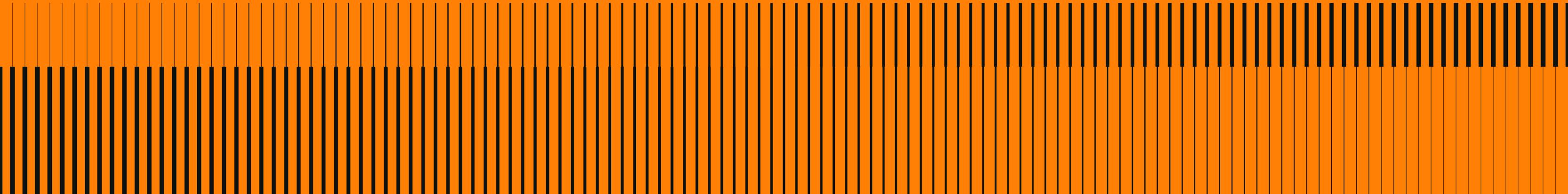


In applying the Melbourne Airport brand system, consistency and clarity come from following established rules, design elements, and hierarchy.

Each brand application should be guided by its specific purpose, with careful attention to how hierarchy is structured to communicate effectively. This approach ensures every application aligns seamlessly with Melbourne Airport's cohesive brand identity.

# 7.0 APPLICATIONS

- 7.1 **Print Ads**
- 7.2 **Billboards**
- 7.3 **Socials**
- 7.4 **Digital Ads**



# 7.1 PRINT ADS



Graphic  
10%

Image  
45%

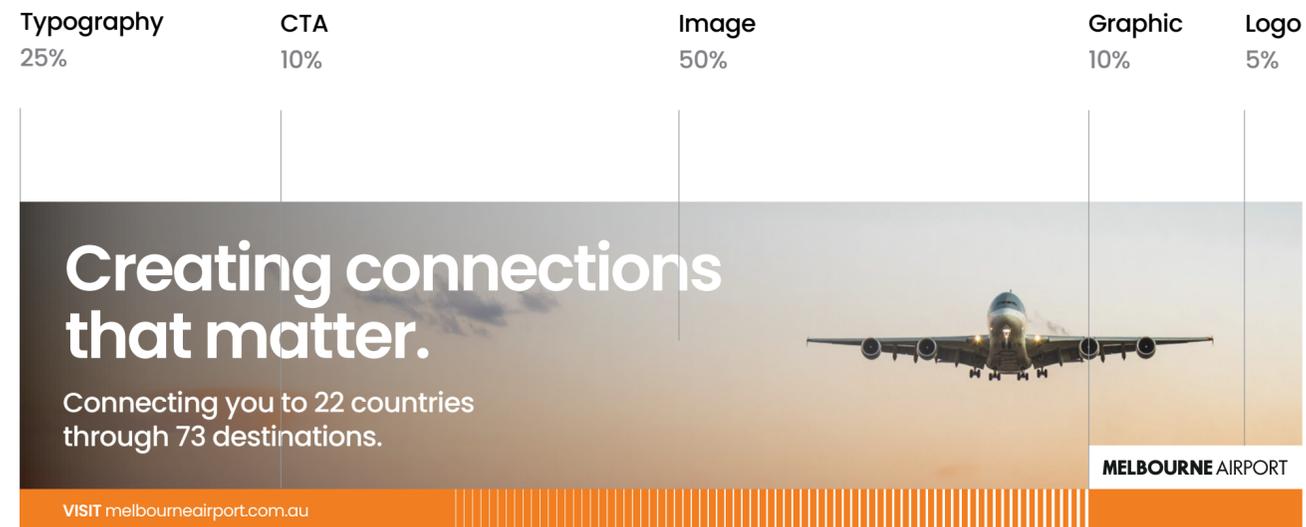
Logo  
5%

Typography  
25%

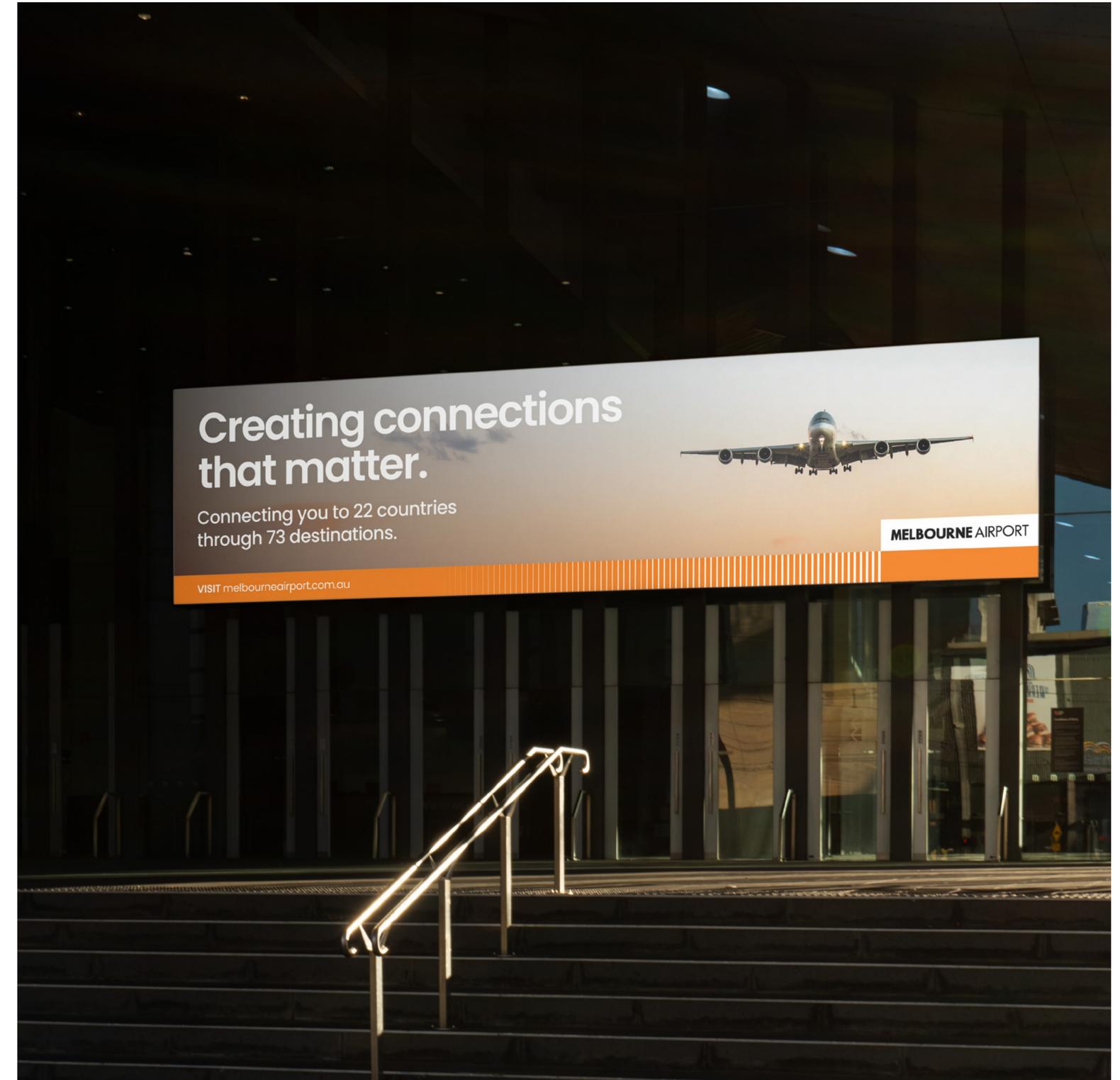
CTA  
15%



## 7.2 BILLBOARDS



Note: Photography shown here are found stock resources or supplied assets from Melbourne Airport. They form the overall aesthetic as a visual style.

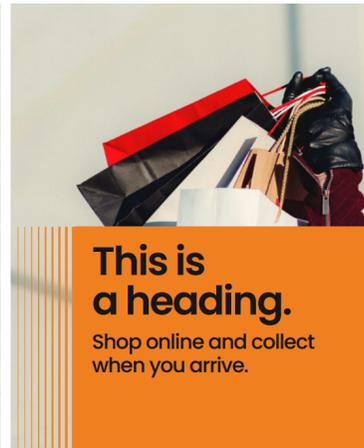


# 7.3 SOCIALS CONTENT STRUCTURE

Social Post  
Conversational



Social Post  
Conversion



Social Post  
Good to Know

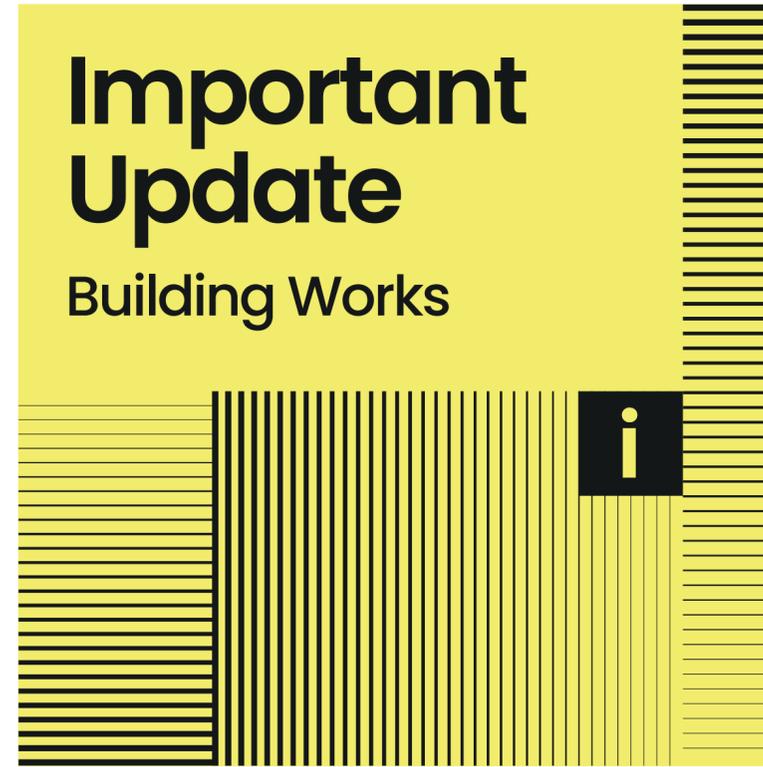


Social Post  
Must Know

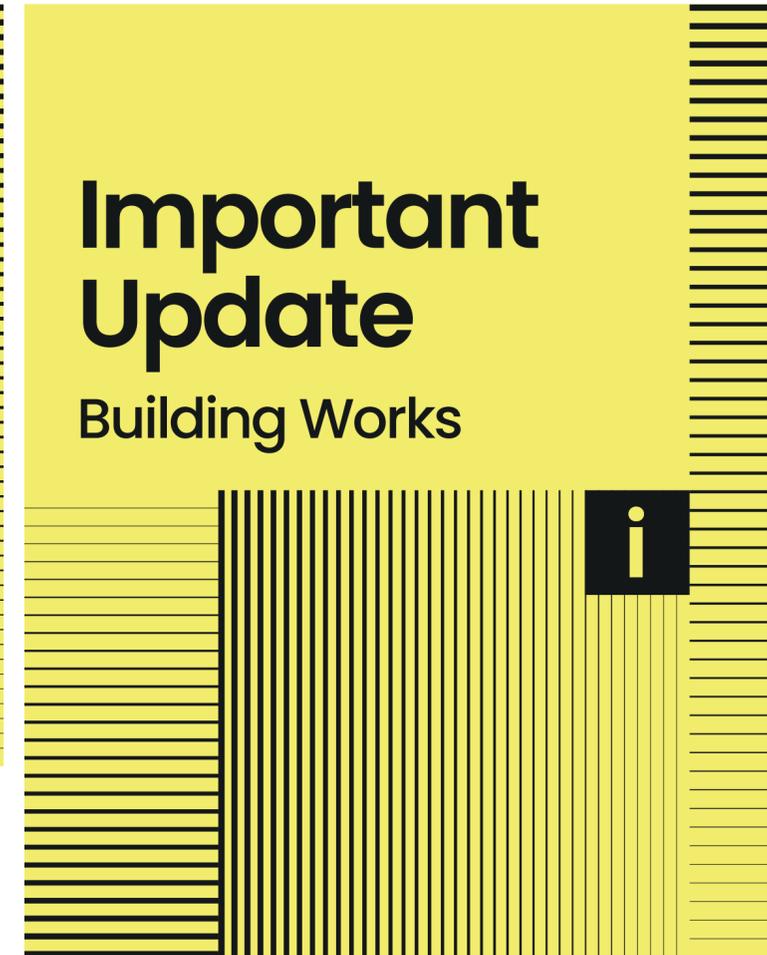


## 7.3 SOCIALS FORMATS

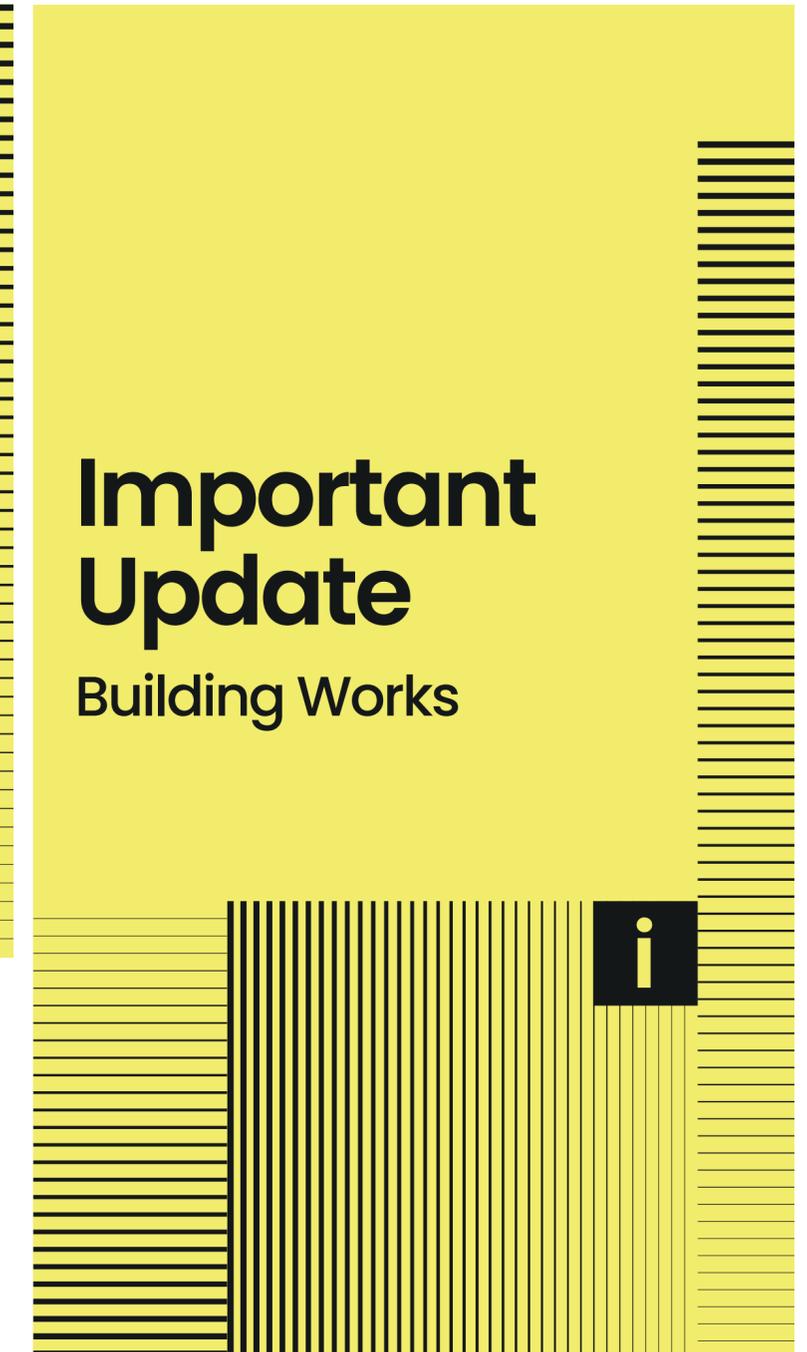
Social Post  
1080x1080 px (1:1)



Social Post  
1080x1350 px (4:5)



Social Story  
1080x1920px (9:16)

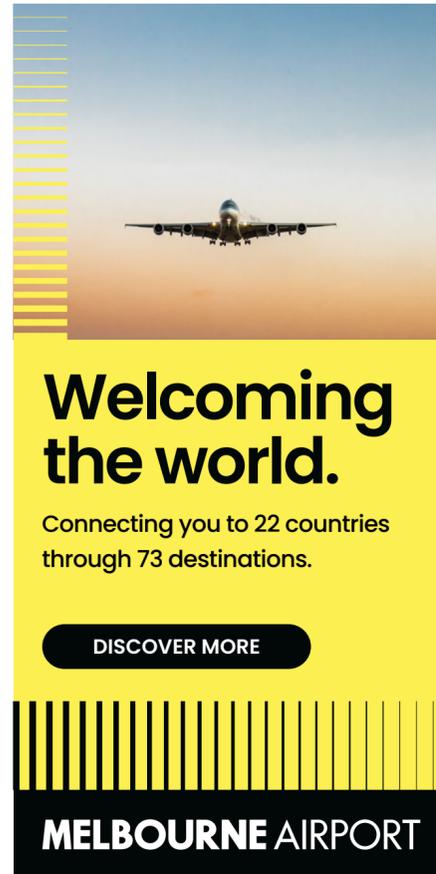


# 7.4 DIGITAL ADS

Skyscraper  
160x600 px



Half Page  
300x600 px



Billboard  
970x250 px



Leaderboard  
728x90 px



MREC  
300x250 px



The Business Units section builds on the core Melbourne Airport brand, offering tailored guidance for specific areas of the organisation. These sections reflect the shared identity of our airport while highlighting the unique role each team plays in delivering seamless, meaningful experiences.

Whether focused on aviation, property, retail or people, these pages show how your unit connects to our city, supports our travellers and brings the brand to life, in your way.

# 8.0 BUSINESS UNITS

8.1

**Overview**

8.2

**Aviation Business Development**

8.3

**Ground Transport**

8.4

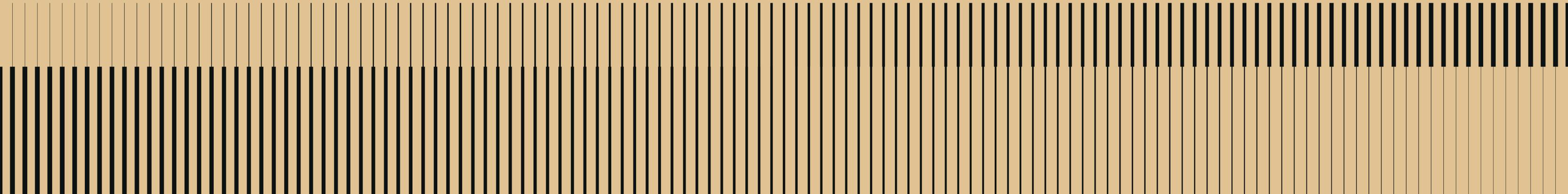
**People & Culture**

8.5

**Property**

8.6

**Retail**



# 8.1 OVERVIEW

Each business unit outlined in this guide has its own colour system and approach to using the graphic language.

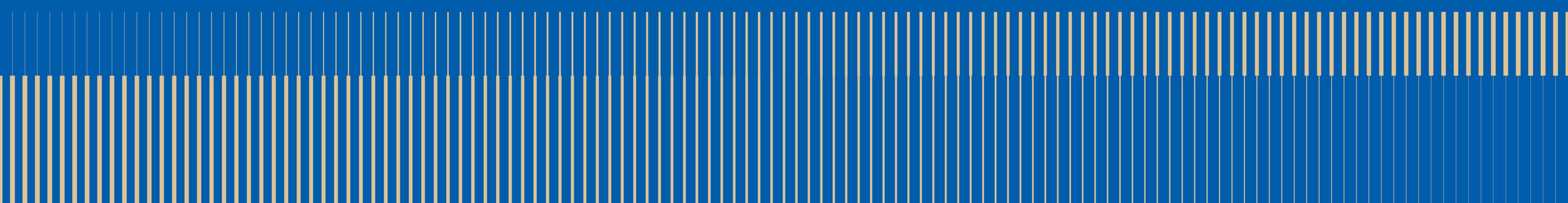
The table below provides a high-level overview of which unit uses which colours and graphic devices.

Corporation	APAC / APAM						
Asset	Melbourne Airport						
Business Unit	Masterbrand	Aviation Business	Ground Transport	People & Culture	Retail	Property	Airport Development
Strategic Direction	Our Melbourne. Your Airport.	Welcome to Melbourne. Connect to more.	Many options for your journey.	With you all the way.	So much more for you to explore.	Advance	Building Your Airport.
Colour Palette							
Graphic Device							
Foundation	Progress	Connect	Plan	Elevate	Journey	MA/BP <b>MA/BP</b>	Build
Imagery Style							

This section outlines the key brand elements, and overall look and feel for the Aviation Business Development team to use when talking about our airport and city as a business opportunity to airlines and aviation stakeholders.

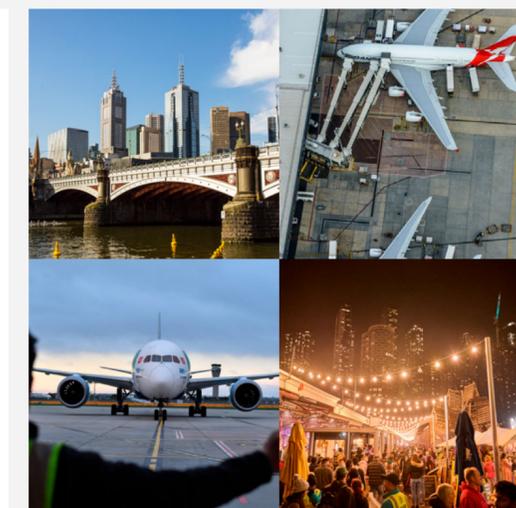
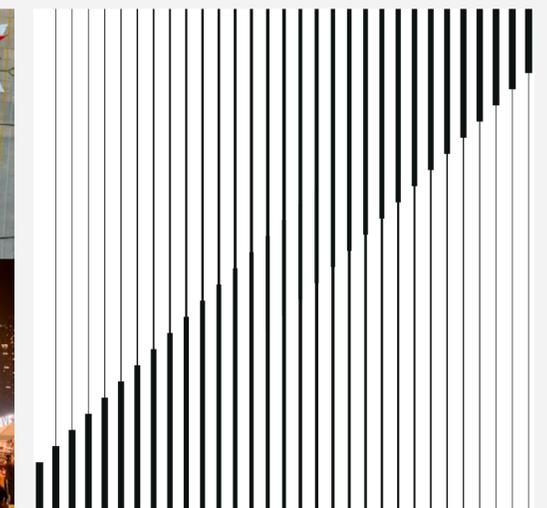
# 8.2 AVIATION BUSINESS DEVELOPMENT

- 8.2.1 Brand Overview
- 8.2.2 Strategy
- 8.2.3 Colour
- 8.2.4 Co-Partnerships
- 8.2.5 Graphic Device
- 8.2.6 Information Hierarchy
- 8.2.7 Execution



## 8.2.1 BRAND OVERVIEW

Each element in the Aviation Business Development Unit’s visual system is designed to work in harmony. Always consider the purpose and content of each component to ensure the overall composition is clear, intentional, and aligned with the message.

Brand	Colour	Typography	Imagery	Graphics
		<p><b>POPPINS</b></p> <p>Weights Semibold Medium Regular</p>		

Please refer to **Section 6.0** of the Master Brand Guide for all composition, scale rules, and progression line guidelines.

Please refer to **Section 4.0** of the Master Brand Guide for typographic rules, styling and general hierarchy.

Any photography shown throughout is for illustrative purposes only and may either be purchased or commissioned.

## 8.2.2 STRATEGY

How we summarise our strategy for Aviation Business Development.

Concept

# Uniquely Melbourne

Key Message

Welcome

Connect

Grow

Story

Melbourne Airport is Australia's largest 24/7 airport.

With no curfews, a single terminal precinct, and seamless access to Australia's largest domestic network, Melbourne Airport is the strategic choice for global airlines expanding their reach not only to our city but to our region.

As the country's cultural and events capital, Melbourne is internationally recognised for its tourism, education, food, sport, and celebrated creative industries.

And, as we're the gateway to Australia's fastest-growing city, we're building a world-class airport for the future. With two new on-site hotels, a third runway (set for completion by 2031) and terminal expansions underway we're delivering the infrastructure to match our ambitions.

Making Melbourne Airport your gateway to Australia means more than opportunities. It means making deep connections with dedicated partners and a city that's going from strength to strength.

Hard Comms

Australia's largest 24/7 airport .

Curfew-free.

Building a world-class airport for the future.

Soft Comms

Welcome to Melbourne.  
Connect to more.

This is Melbourne.  
Gateway to Growth.

Welcome. Connect. Grow.  
Melbourne means more.

Call to Action

Discover more. Grow with us.

## 8.2.3 COLOUR

CHARCOAL	20%	HEX #151818	RGB 21, 24, 24	CMYK 75, 66, 66, 82	PANTONE Black 3 Coated / Black 6 Uncoated
WHITE	20%	HEX #FFFFFF	RGB 255, 255, 255	CMYK 0, 0, 0, 0	PANTONE Not Applicable
ELECTRIC BLUE	20%	HEX #295DA8	RGB 41, 93, 168	CMYK 99, 67, 2, 0	PANTONE 2133 COATED / 2935 UNCOATED
EVENING BLUE	10%	HEX #CDDCDF	RGB 205, 220, 223	CMYK 20, 5, 9, 0	PANTONE 538 Coated / 643 Uncoated
GOLD	20%	HEX #D8C294	RGB 216, 194, 148	CMYK 12, 21, 46, 0	PANTONE 468 Coated / 4685 Uncoated
TRANSIT YELLOW	10%	HEX #F5EE6B	RGB 245, 238, 107	CMYK 6, 0, 75, 0	PANTONE 3935 Coated / 585 Uncoated

## 8.2.4 PARTNERSHIPS

For internal partnership lockups created by Melbourne Airport, the Melbourne Airport logo should always take precedence.

### Single Partner Logo

When paired with a single partner logo, the partner logo should be scaled to **80%** of the Melbourne Airport logo.

### Multiple Partner Logos

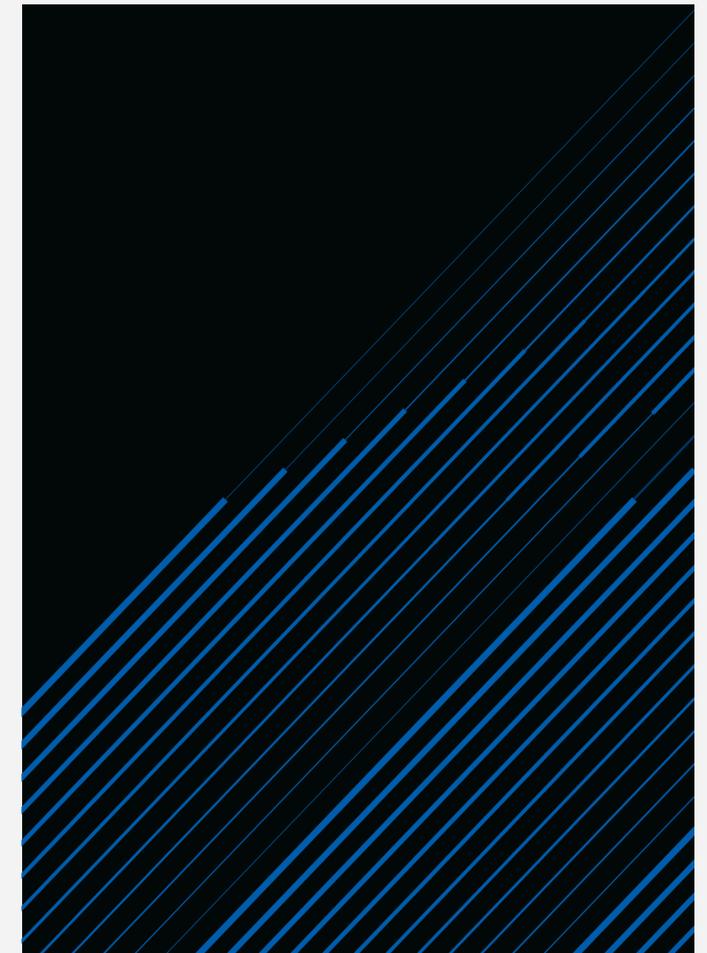
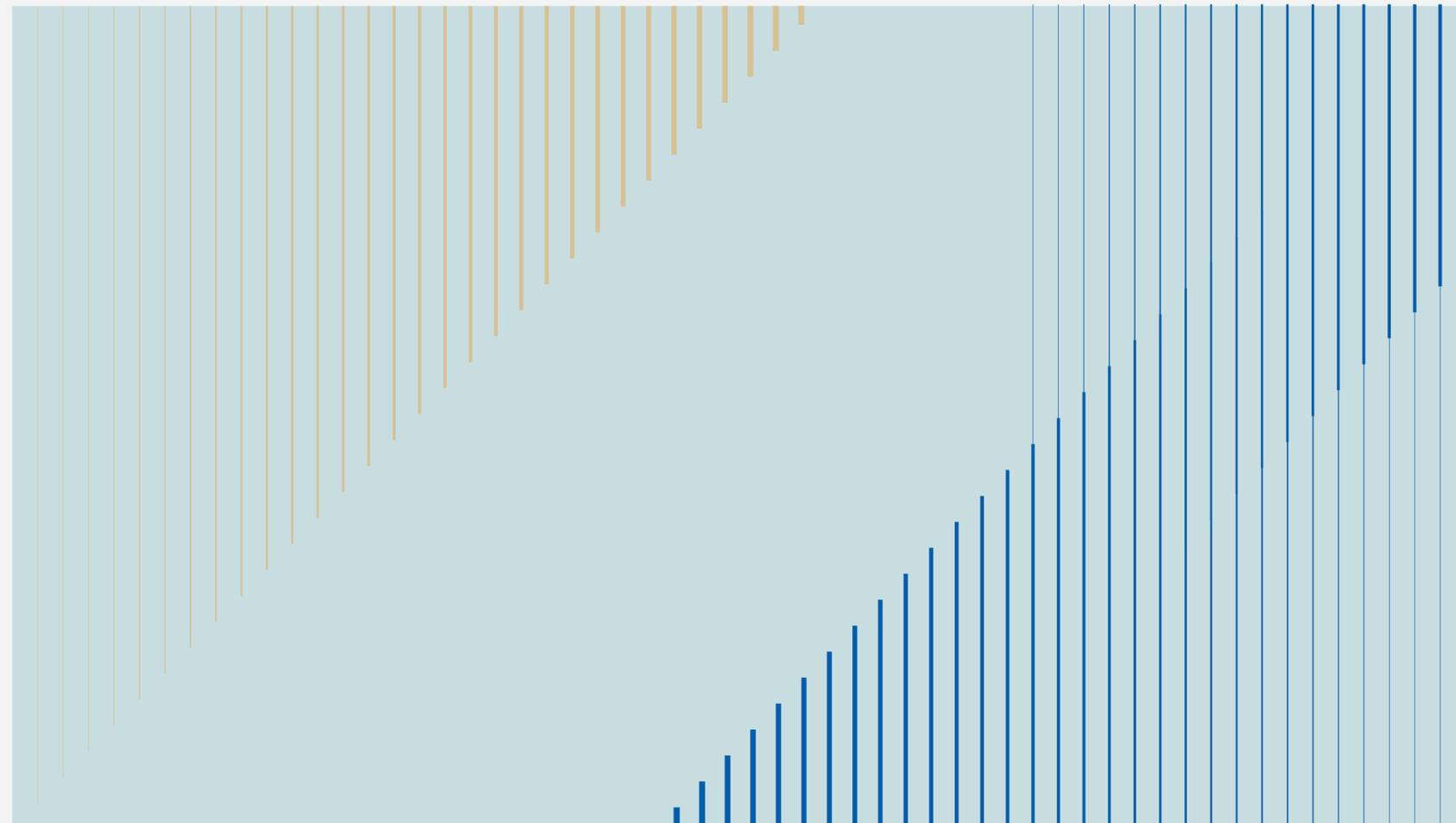
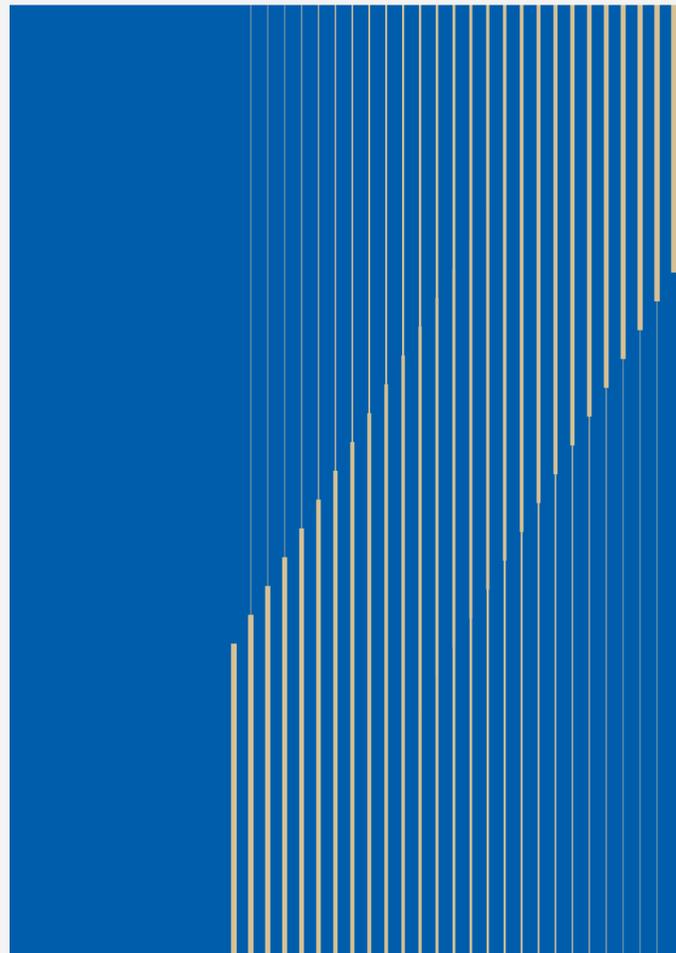
For multiple partner logos, they should be scaled to **50%** of the Melbourne Airport logo to maintain balance and clarity. Considered spacing between all logos is essential to avoid visual clutter.



## 8.2.5 GRAPHIC DEVICE

The Aviation Business Development extension of the progression lines embodies the essence of the department. Growth, connection, pathways are all themes that are represented through the device. We use angled lines that meet in the middle to create a unique identifier for the department.

The lines can be used running vertically with the lines rising in height. These lines can also be turned on an angle to create even more visual interest and dynamic patterns.



# 8.2.6 INFORMATION HIERARCHY

Clear and effective communication relies on well-structured content attribution, where specific information takes a leading role based on the intended purpose of the communication. The following guide applies to these three approaches and their specific content breakdown.

01

Informative: Message and brand device led.

50% Imagery

20% Message

20% Brand Device

10% CTA

Welcome to Melbourne.  
Connect to more.

More flights.  
More passengers.  
More reliability.

LEARN MORE  
melbourneairport.com.au

02

Informative: Image led.

10% Brand device

60% Brand Imagery

20% Message

10% Campaign

This is Melbourne.  
Gateway to growth.

OUR MELBOURNE - YOUR AIRPORT

03

Brand awareness: Brand device led.

60% Brand device

30% Message

10% Master Brand

Welcome.  
Connect.  
Grow.

Melbourne means more.

MELBOURNE AIRPORT

Note: Photography shown here are found stock resources or supplied assets from Melbourne Airport. They form the overall aesthetic as a visual style.

## 8.2.6 INFORMATION HIERARCHY

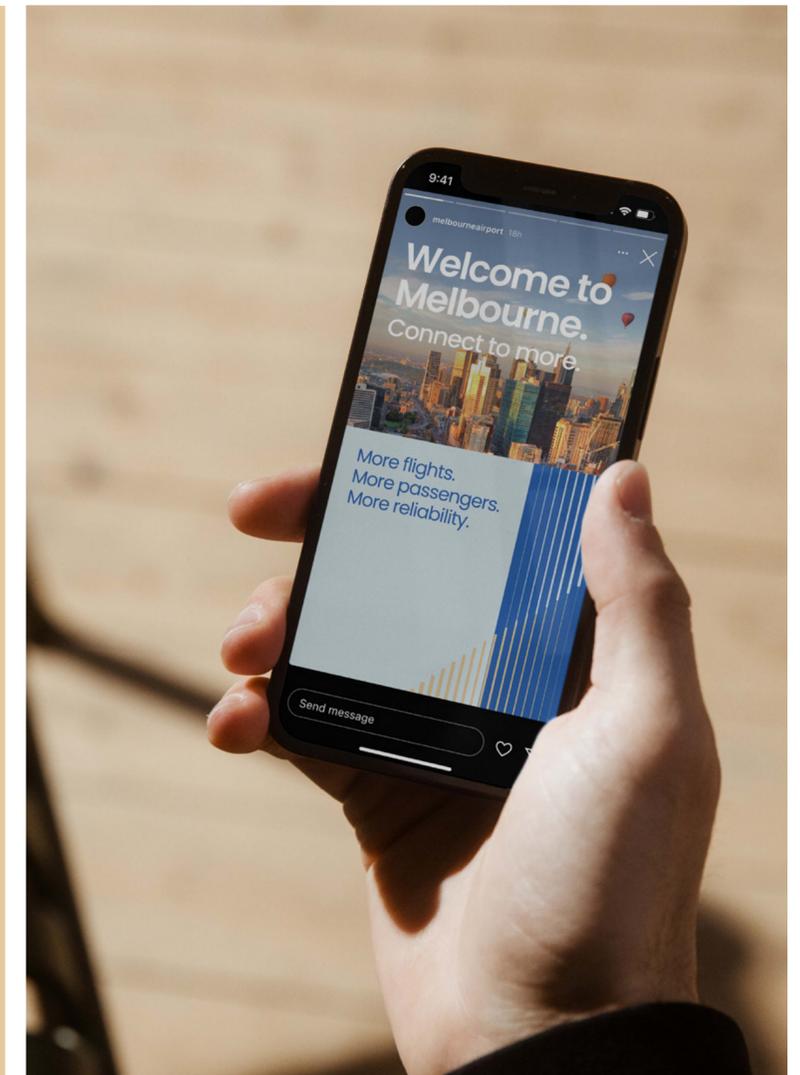
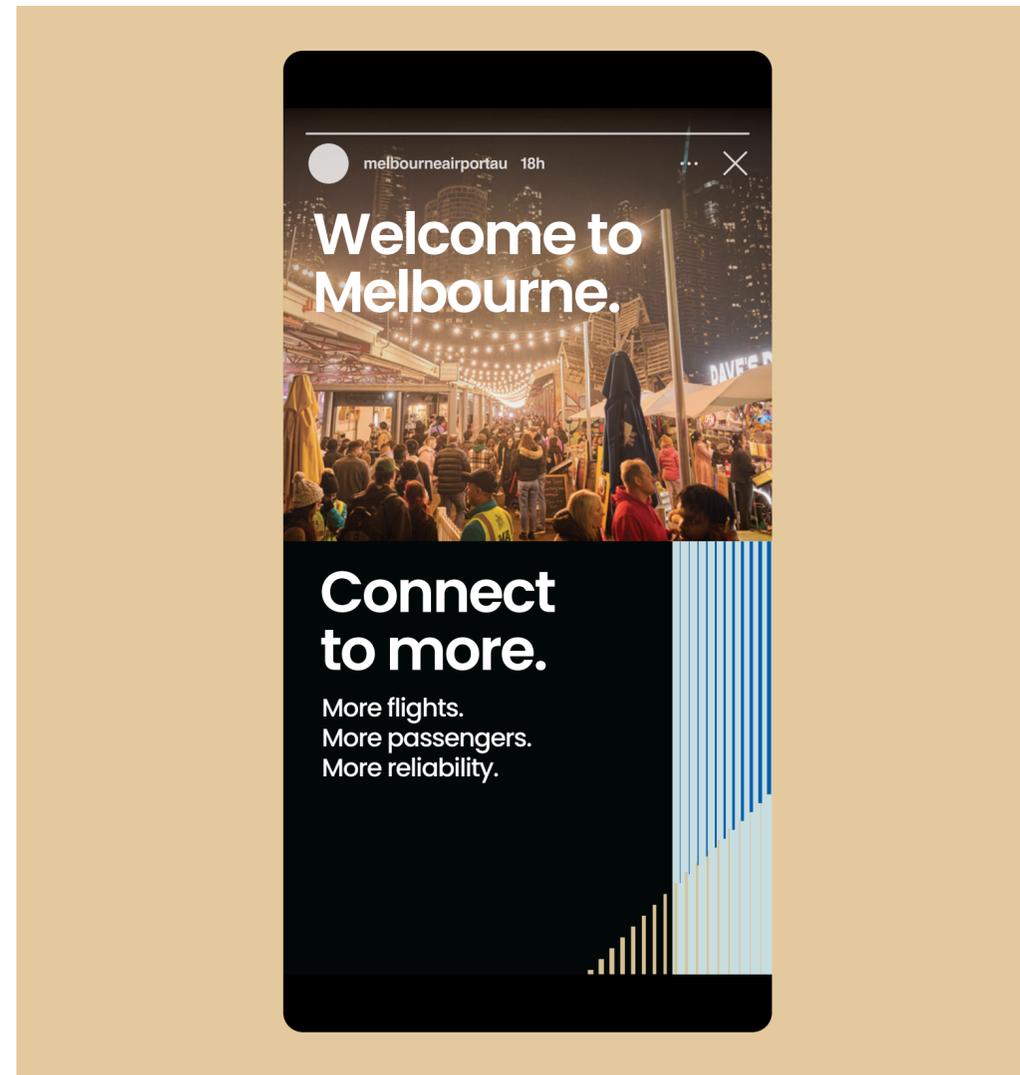
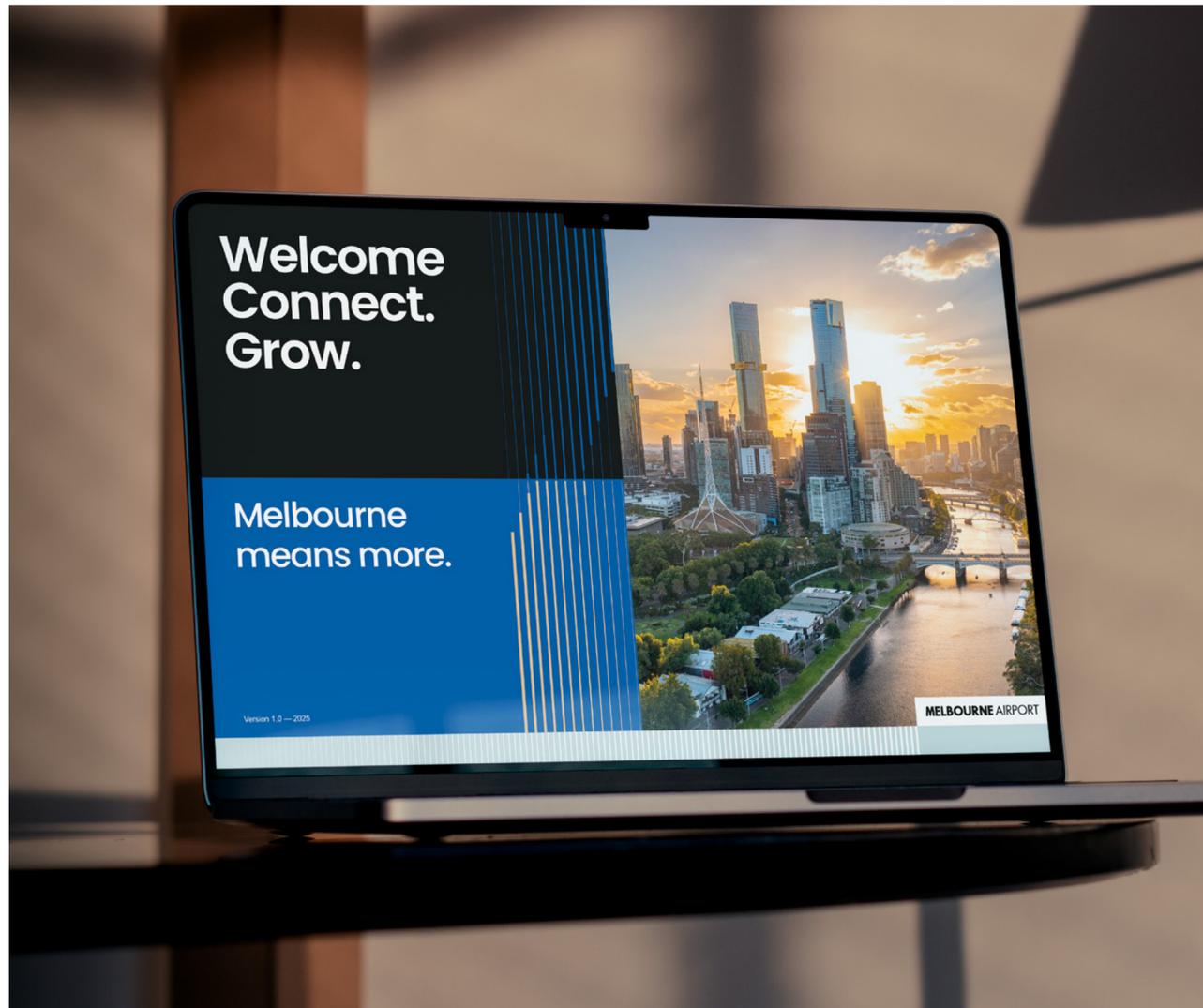
Clear and effective communication relies on well-structured content attribution, where specific information takes a leading role based on the intended purpose of the communication. The following guide applies to these three approaches and their specific content breakdown.



Note: Photography shown here are found stock resources or supplied assets from Melbourne Airport. They form the overall aesthetic as a visual style.

## 8.2.7 AVIATION BUSINESS DEVELOPMENT EXECUTION

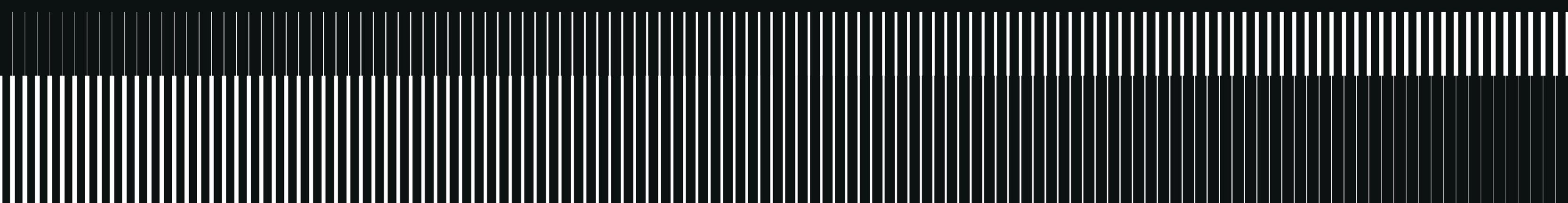
Here, we showcase a variety of examples where the brand brings its distinct personality to life. These executions demonstrate how the style of the brand is expressed in different ways, ensuring consistency and engagement with the target audience. These examples reflect how the brand's personality connects with consumers, reinforcing the brand's identity in a meaningful and positive way.



This section outlines the key brand elements, and overall look and feel for the Ground Transport team to use when talking about parking in general, parking products, bus access and other revenue generating initiatives. When talking about Naarm Way and the Forecourt, the Building Your Airport templates should be used.

# 8.3 GROUND TRANSPORT

- 8.3.1 Brand Overview
- 8.3.2 Strategy
- 8.3.3 Colour
- 8.3.4 Parking Logo
- 8.3.5 Graphic Device
- 8.3.6 Information Hierarchy
- 8.3.7 Execution



### 8.3.1 BRAND OVERVIEW

Each element in the Ground Transport Unit’s visual system is designed to work together seamlessly. Consider the role and content of each component to ensure the composition communicates with clarity and intent.

Resources

Brand



Please refer to Section 6.0 of the Master Brand Guide for all composition, scale rules, and progression line guidelines.

Colour



Typography



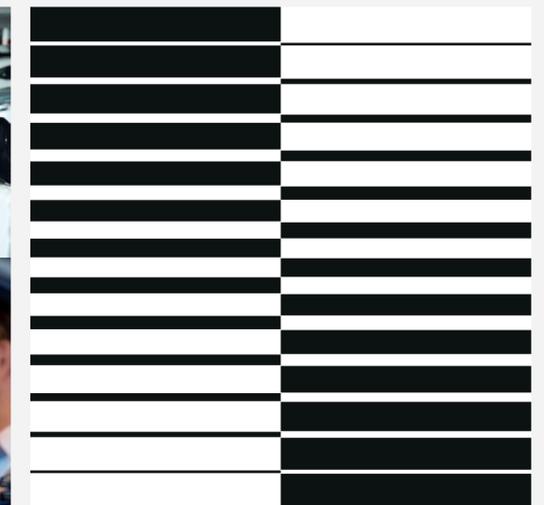
Please refer to Section 4.0 of the Master Brand Guide for typographic rules, styling and general hierarchy.

Imagery



Any photography shown throughout is for illustrative purposes only and may either be purchased or commissioned.

Graphics



## 8.3.2 STRATEGY

This is our strategy matrix for Ground Transport. It covers General, Value, Terminal, and Premium-specific messaging, creating a robust and adaptable communication toolkit.

Key Message	More parking options.	Experience better parking.	We are building the future.
General	<p>Find more parking options.</p> <p>More parking choices. More parking convenience.</p> <p>When you book online, your car park is ready and waiting.</p>	<p>Better parking leads to better flights.</p> <p>More parks. Less stress.</p> <p>Book early. Fly easy. Experience better parking.</p>	<p>Parking is limited while we build.</p> <p>Plan your parking. Travel smarter.</p> <p>We are upgrading our car parks. We appreciate your patience.</p>
Value Specific	Great Value Parking is here. From \$12 parking a day.	More parks. More value. Less stress.	We are building a better Value Car Park experience.
Terminal Specific	More parking options close to your Terminal.	Discover Terminal Car Parks. Seamless parking is here.	We are building a better Terminal Car Park experience.
Premium Specific	Premium Parking is right on your doorstep.	Experience Valet Parking. We'll park for you.	We are building a better Premium Car Park experience.
Call to Action	Plan ahead. Book online.		
Taglines	Our Melbourne. Your Airport.	Our Melbourne. Your Airport.	Building Your Airport.

### 8.3.3 COLOUR ARCHITECTURE

Our colour system covers the separate departments that fall under the broader Ground Transport umbrella. Deep CBD Blue signifies Premium Parking, representing a luxury parking experience. Industrial Green represents Terminal Parking, ensuring a seamless link to airport navigation. Terracotta defines Value Parking, reinforcing affordability.

#### DEEP CBD BLUE

#### VALET PARKING



#### PREMIUM PARKING



#### BUSINESS PARKING



#### INDUSTRIAL GREEN

#### TERMINAL PARKING



#### TERRACOTTA

#### VALUE PARKING



### 8.3.3 COLOUR GENERAL

CHARCOAL

40%

HEX  
#151818

RGB  
21, 24, 24

CMYK  
75, 66, 66, 82

PANTONE  
Black 3 Coated / Black 6 Uncoated

WHITE

40%

HEX  
#FFFFFF

RGB  
255, 255, 255

CMYK  
0, 0, 0, 0

PANTONE  
Not Applicable

EVENING BLUE

20%

HEX  
#CDDCDF

RGB  
205, 220, 223

CMYK  
20, 5, 9, 0

PANTONE  
538 Coated / 643 Uncoated

### 8.3.3 COLOUR TERMINAL

CHARCOAL	20%	HEX #151818	RGB 21, 24, 24	CMYK 75, 66, 66, 82	PANTONE Black 3 Coated / Black 6 Uncoated
WHITE	20%	HEX #FFFFFF	RGB 255, 255, 255	CMYK 0, 0, 0, 0	PANTONE Not Applicable
TERRACOTTA	40%	HEX #F15F4B	RGB 241, 95, 75	CMYK 0, 78, 73, 0	PANTONE 7416 Coated / 7417 Uncoated
SALMON	20%	HEX #FF8E79	RGB 255, 142, 121	CMYK 0, 57, 45, 0	PANTONE 2339 Coated / 487 Uncoated

### 8.3.3 COLOUR TERMINAL

CHARCOAL

20%

HEX  
#151818

RGB  
21, 24, 24

CMYK  
75, 66, 66, 82

PANTONE  
Black 3 Coated / Black 6 Uncoated

WHITE

20%

HEX  
#FFFFFF

RGB  
255, 255, 255

CMYK  
0, 0, 0, 0

PANTONE  
Not Applicable

INDUSTRIAL GREEN

40%

HEX  
#008377

RGB  
0, 131, 119

CMYK  
78, 0, 45, 35

PANTONE  
7717 Coated / 327 Uncoated

DARK GREEN

20%

HEX  
#0B5054

RGB  
11, 80, 84

CMYK  
100, 49, 58, 35

PANTONE  
7722 Coated / 323 Uncoated

### 8.3.3 COLOUR PREMIUM

CHARCOAL	20%	HEX #151818	RGB 21, 24, 24	CMYK 75, 66, 66, 82	PANTONE Black 3 Coated / Black 6 Uncoated
WHITE	20%	HEX #FFFFFF	RGB 255, 255, 255	CMYK 0, 0, 0, 0	PANTONE Not Applicable
DEEP CBD BLUE	40%	HEX #00345E	RGB 0, 52, 94	CMYK 100, 45, 0, 65	PANTONE 534 Coated / 540 Uncoated
ELECTRIC BLUE	20%	HEX #295DA8	RGB 41, 93, 168	CMYK 99, 67, 2, 0	PANTONE 2133 Coated / 2935 Uncoated

## 8.3.4 PARKING LOGO

For internal partnership lockups created by Melbourne Airport, the Melbourne Airport logo should always take precedence.

### Digital 'P' Icon

The white outlined 'P' is used in digital applications to maintain a cleaner and more brand-aligned icon.



### Blue 'P' Icon

The blue 'P' icon is used in physical signage and airport advertising to align with the airports way-finding system, ensuring consistency in how parking is visually communicated on-site.



## 8.3.4 PARKING LOGO PLACEMENT

When using the Parking icon we use it in two ways. It can either be used aligned top left or aligned with heading. The placement of the icon will be dictated by the content and where it is most legible.

### Aligned Top Left



### Aligned With Heading



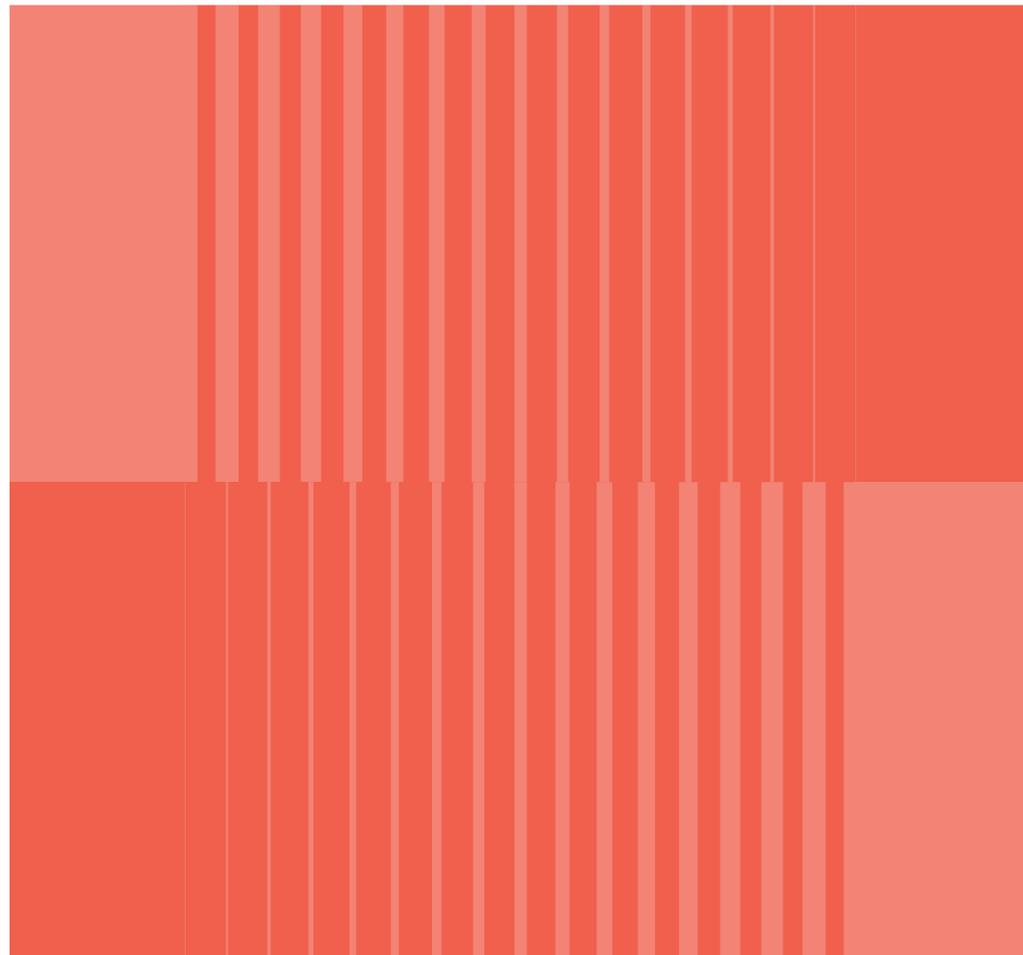
**This is a  
heading.**

You can align your  
icon to headings.

### 8.3.5 GRAPHIC DEVICE

The Progression Lines for Ground Transport visually represent movement, destination, and journeys. The device features both vertical and horizontal lines in alternating directions, emphasizing continuous motion. We also utilize three lines of varying heights to symbolize different travel pathways.

The stroke weight is thicker than the masterbrand, reinforcing the functionality and reliability of this critical airport service.



### 8.3.6 INFORMATION HIERARCHY

Our information hierarchy ensures clear, purposeful communication by balancing key elements: messaging, brand devices, imagery, and CTA's. Each component is weighted to suit the objective, whether it is directly targeted ad's, conveying messaging, or future plans.

Direct Ad: Image focused

60% Image

5% P Icon

20% Message

10% Brand device

5% CTA

Message Ad: Message focused

5% P Icon

50% Message

40% Brand device

5% Campaign

Direct Ad: Brand focused

5% P Icon

30% Message

40% Brand device

25% Image

Direct Ad: Image and message focused

5% P Icon

40% Image

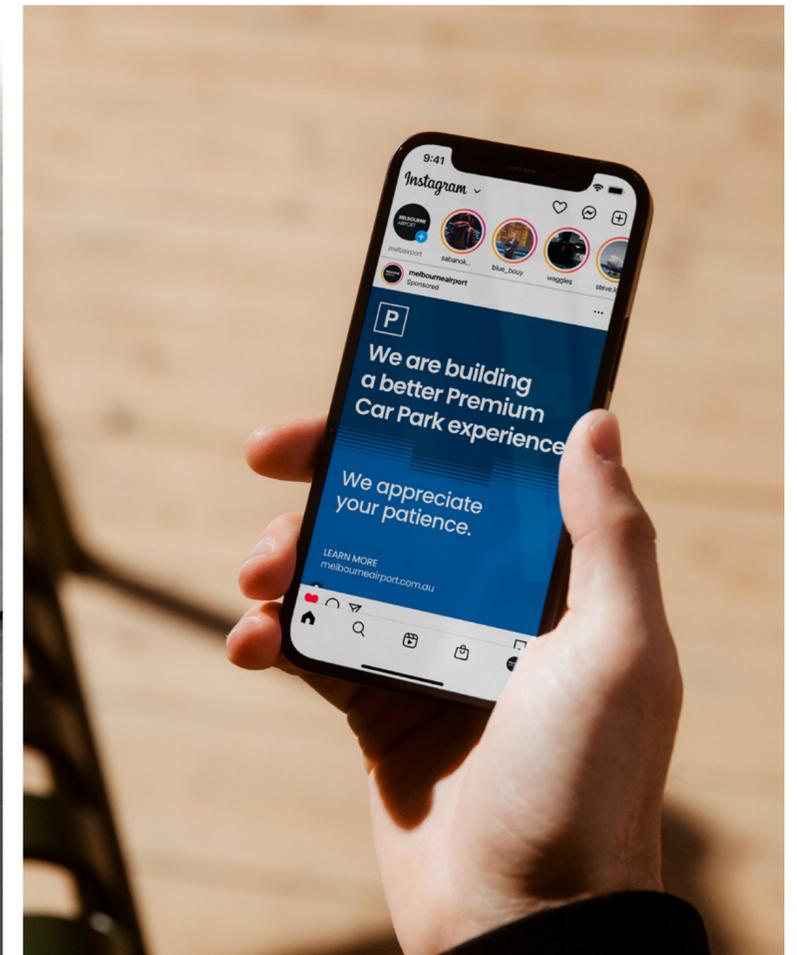
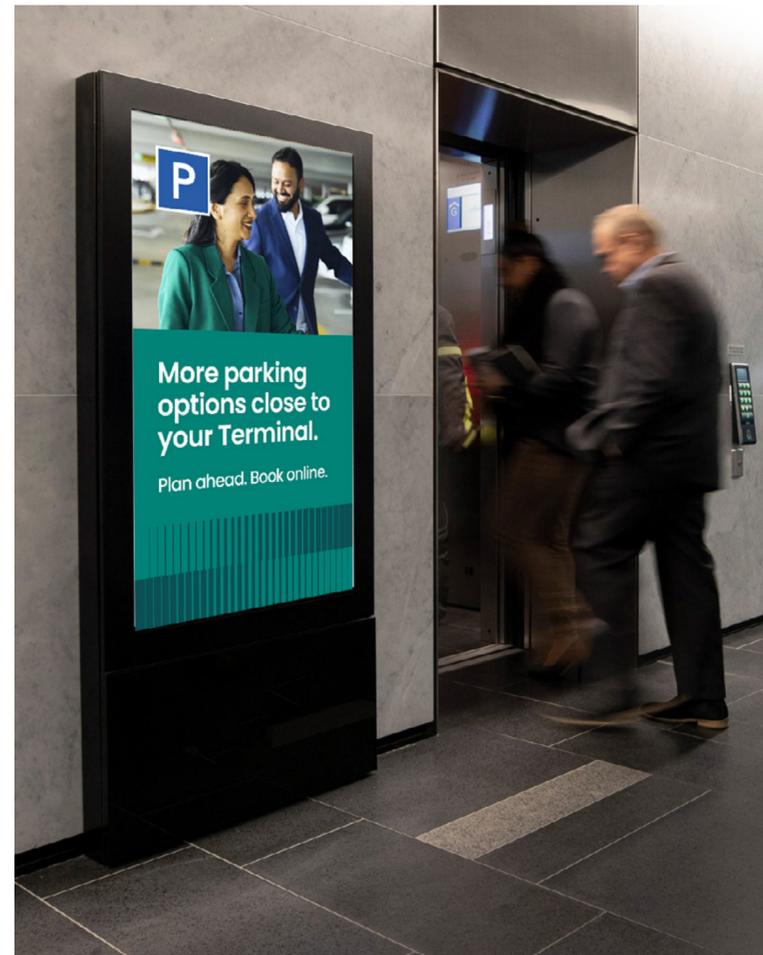
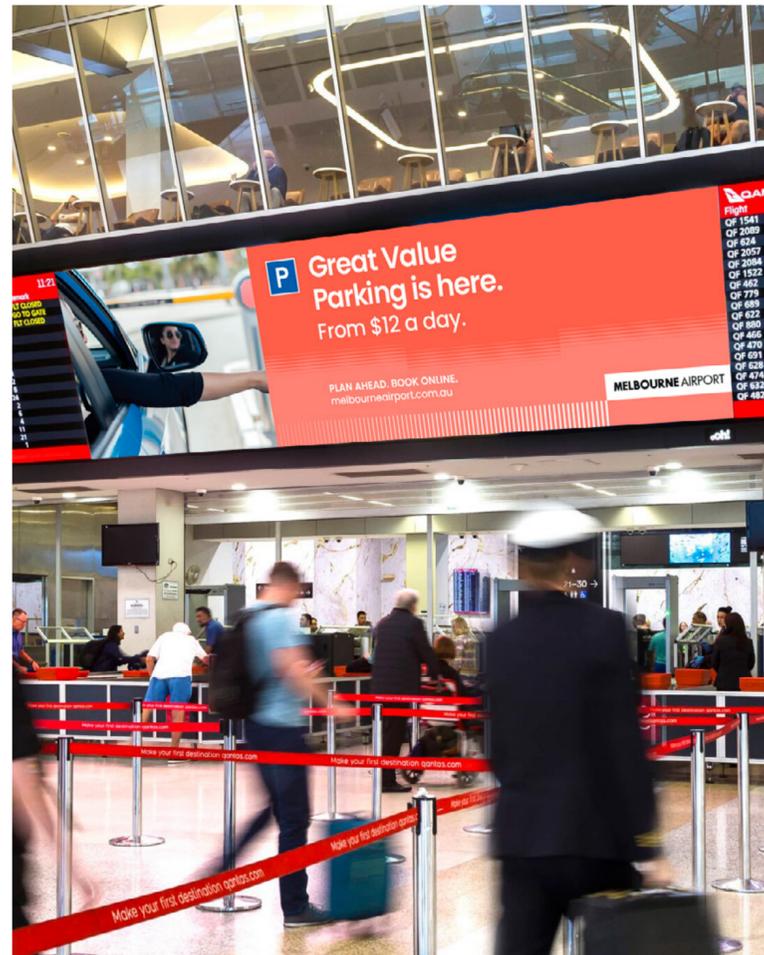
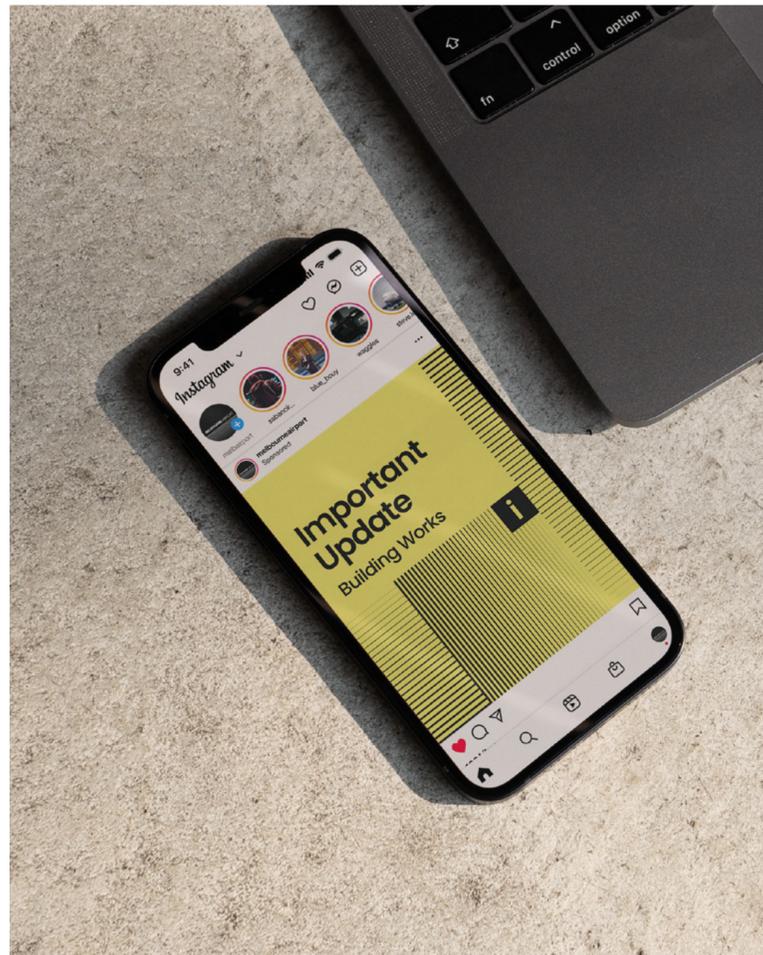
40% Message

15% Brand Device

Note: Photography shown here are found stock resources or supplied assets from Melbourne Airport. They form the overall aesthetic as a visual style.

### 8.3.7 GROUND TRANSPORT EXECUTION

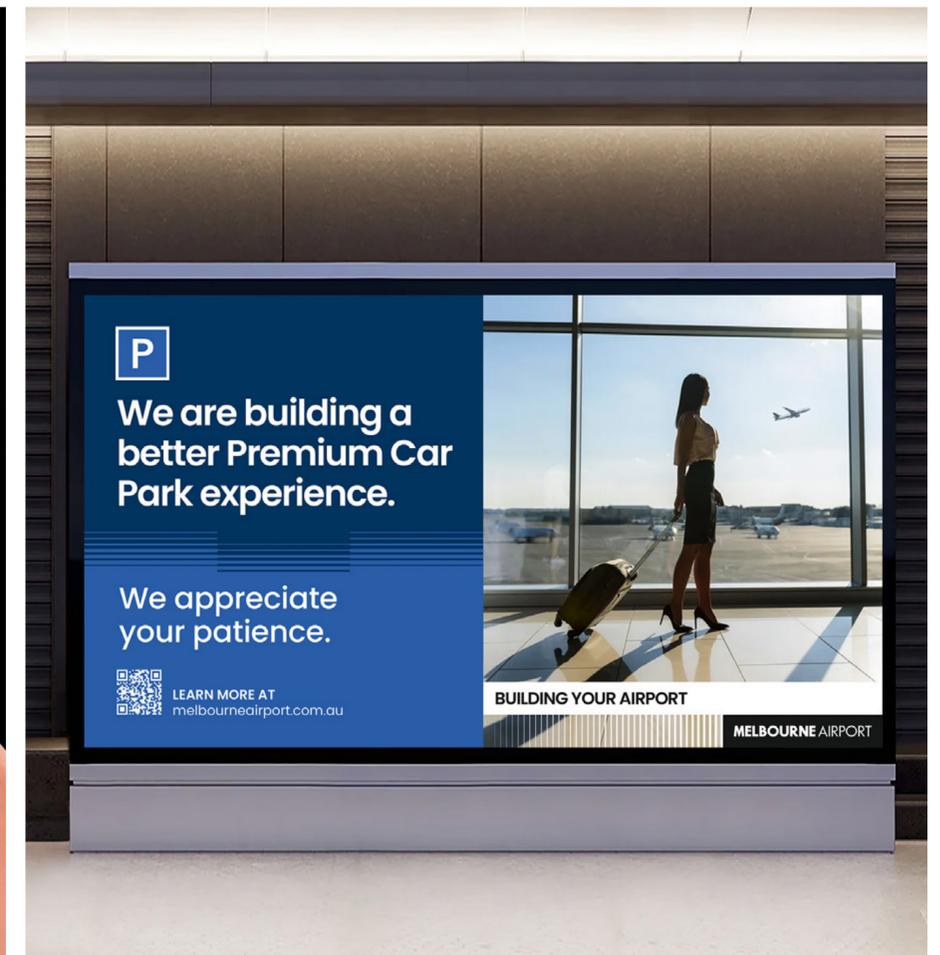
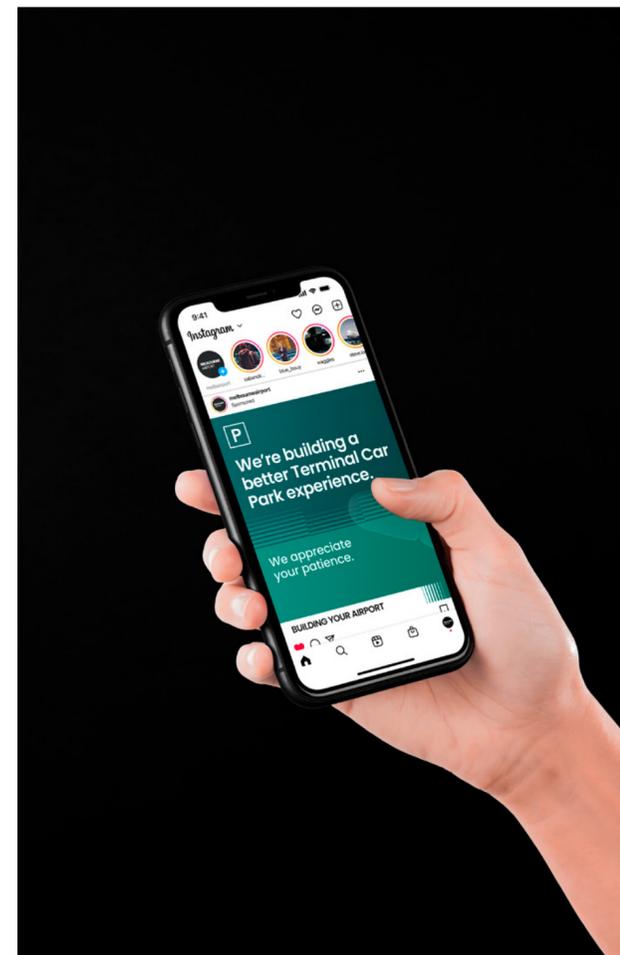
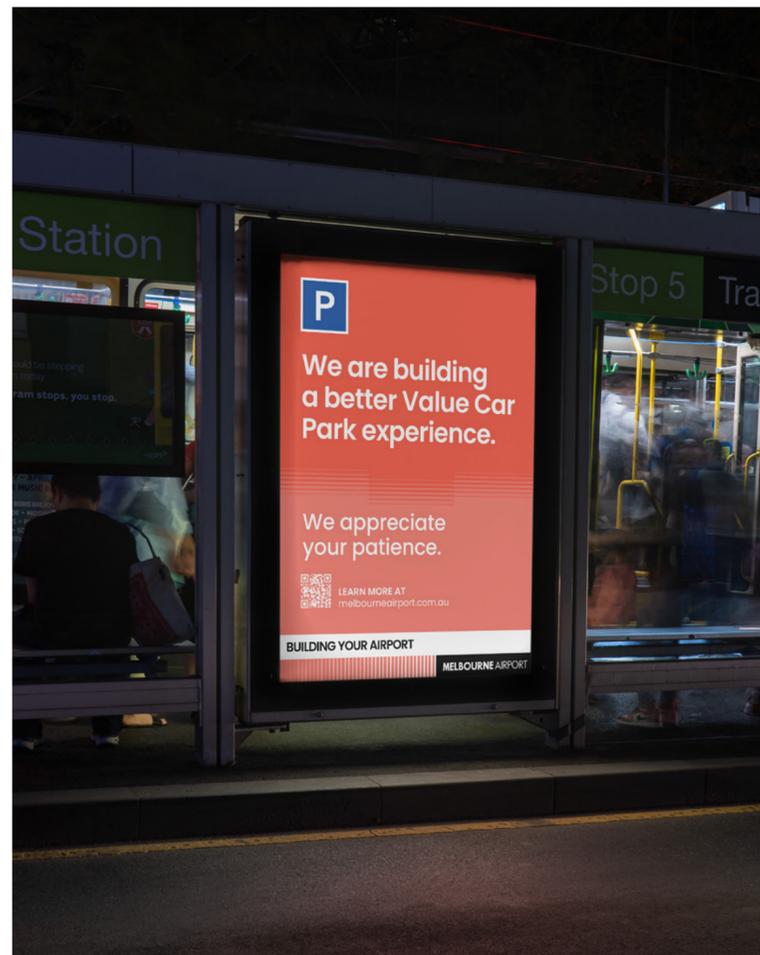
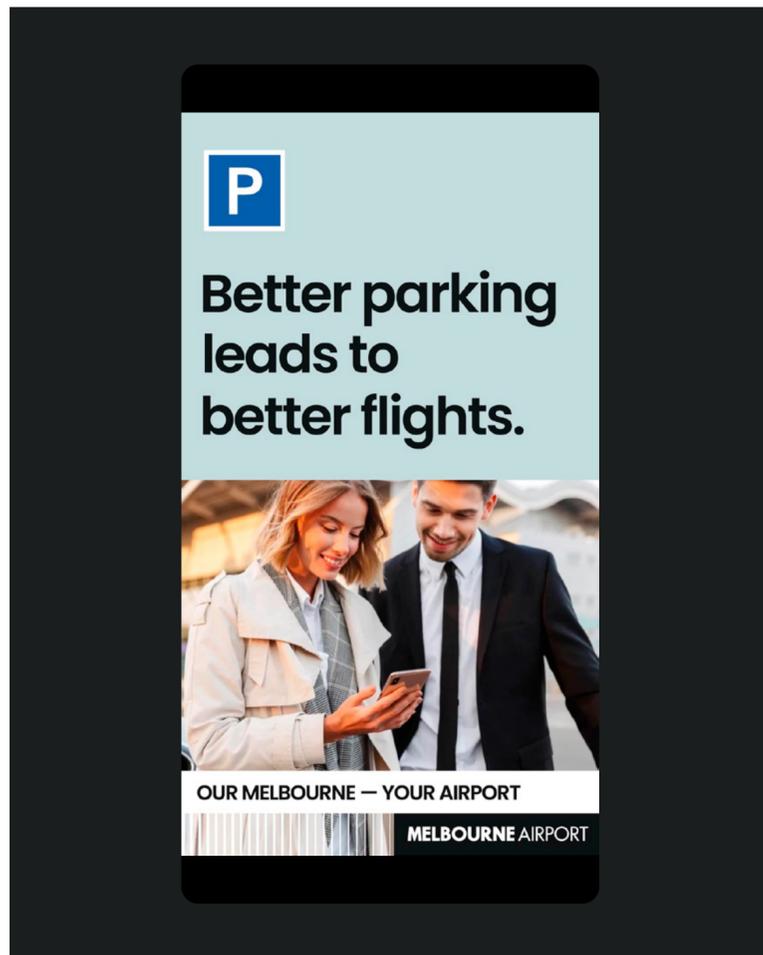
Here, we showcase the Ground Transport brand in context, demonstrating how key elements such as colour, typography, graphic devices, and messaging, come together across real-world applications.



Note: Photography shown here are found stock resources or supplied assets from Melbourne Airport. They form the overall aesthetic as a visual style.

### 8.3.7 GROUND TRANSPORT CAMPAIGN EXECUTION

Here, we showcase the Ground Transport brand in context, demonstrating how key elements such as colour, typography, graphic devices, and messaging, come together across real-world applications.

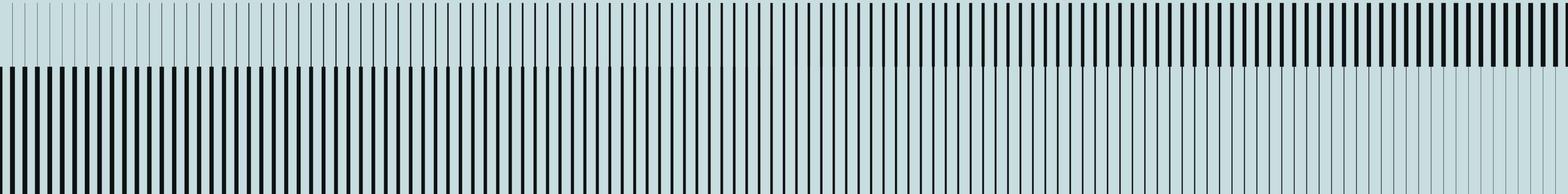


Note: Photography shown here are found stock resources or supplied assets from Melbourne Airport. They form the overall aesthetic as a visual style.

This section outlines the key brand elements, and overall look and feel for the P&C team to use when talking about the work they do to attract, nurture, retain and support prospective and current employees at both Melbourne Airport and Launceston Airport.

# 8.4 PEOPLE & CULTURE

- 8.4.1 Brand Overview
- 8.4.2 Strategy
- 8.4.3 Colour
- 8.4.4 Type Styling
- 8.4.5 Co-Partnerships
- 8.4.6 Graphic Device
- 8.4.7 Information Hierarchy
- 8.4.8 Execution



## 8.4.1 BRAND OVERVIEW

Each element in the People & Culture visual system is designed to work together with clarity and purpose. Consider the intent and content of each component to ensure the overall composition feels cohesive, human, and meaningful.

Resources

Brand



Please refer to **Section 6.0** of the Master Brand Guide for all composition, scale rules, and progression line guidelines.

Colour



Typography

**POPPINS**  
Weights  
Semibold  
Medium  
Regular

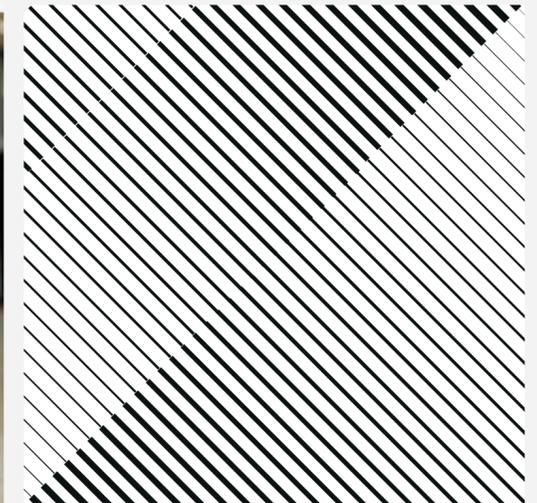
Please refer to **Section 4.0** of the Master Brand Guide for typographic rules, styling and general hierarchy.

Imagery



Any photography shown throughout is for illustrative purposes only and may either be purchased or commissioned.

Graphics



## 8.4.2 STRATEGY

How we summarise our strategy for Melbourne Airport People & Culture:

EVP Tagline

**With you all the way.**

EVP Message

**See where your career at Melbourne Airport can take you.**

Story

**At Melbourne Airport, your career path is one that's supported in every way and open to a world of opportunities.**

**Our People & Culture team is here to make sure you're heading in the right direction.**

Pillars

Your Experience

Your Future

Your Connections

## 8.4.3 COLOUR ALLOCATION

Colour hierarchy ensures strong brand consistency when applied across numerous applications. An established, clear, and cohesive colour system helps create a unified visual identity that enhances brand recognition and unifies user experiences.

EVENING BLUE	40%	HEX #CDDCDF	RGB 205, 220, 223	CMYK 20, 5, 9, 0	PANTONE 538 Coated / 643 Uncoated
GOLD	20%	HEX #D8C294	RGB 216, 194, 148	CMYK 12, 21, 46, 0	PANTONE 468 Coated / 4685 Uncoated
WHITE	20%	HEX #FFFFFF	RGB 255, 255, 255	CMYK 0, 0, 0, 0	PANTONE Not Applicable
CHARCOAL	10%	HEX #151818	RGB 21, 24, 24	CMYK 75, 66, 66, 82	PANTONE Black 3 Coated / Black 6 Uncoated
TRANSIT YELLOW	10%	HEX #F5EE6B	RGB 245, 238, 107	CMYK 6, 0, 75, 0	PANTONE 3935 Coated / 585 Uncoated

## 8.5.4 TYPE STYLING

For People & Culture we introduce Poppins Regular for headings.

Weight	Regular
Case	Sentence or Title
Size	144pt
Leading	100%
Tracking	-20

# Heading

Weight	Semibold
Case	Sentence
Size	100pt
Leading	100%
Tracking	-20

## Subheading

Weight	Medium
Case	Sentence
Size	80pt
Leading	110%
Tracking	-20

### Body 01

Weight	Regular
Case	Sentence
Size	56pt
Leading	110%
Tracking	-20

### Body 02

Weight	Semibold
Case	All Caps
Size	24pt
Leading	150%
Tracking	-10

#### Small 01

Weight	Medium
Case	Sentence
Size	16pt
Leading	150%
Tracking	-10

#### Small 02

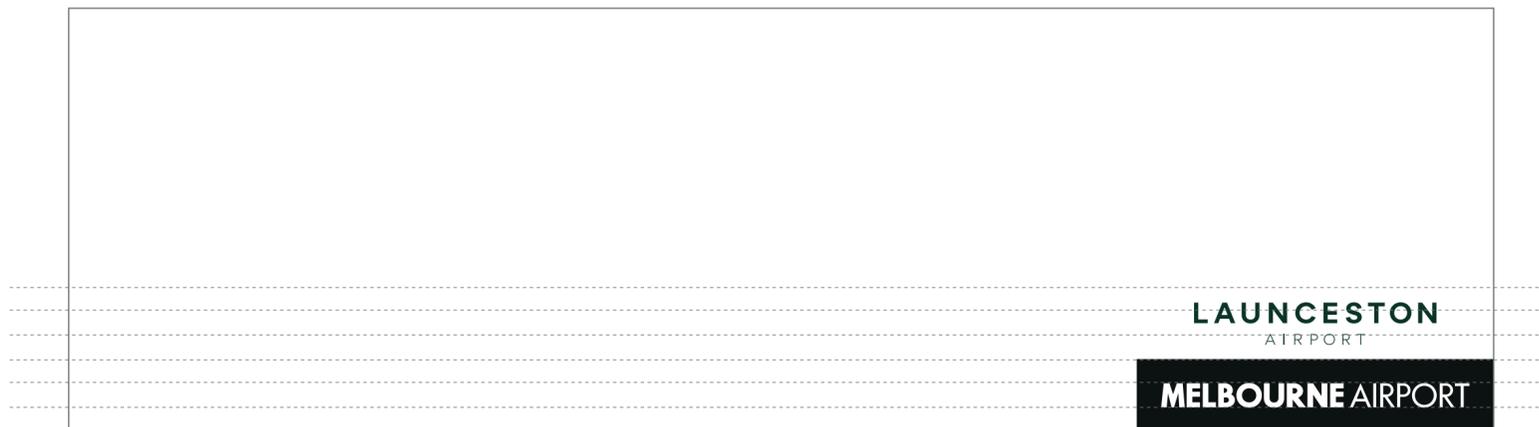
**Note:** These are brand-aligned recommendations to ensure clarity and consistency across touchpoints. However, use your best judgment based on the tone, layout, and context of the communication.

## 8.4.5 CO-PARTNERSHIPS

For internal partnership lockups created by Melbourne Airport, the Melbourne Airport logo should always take precedence.

### Single Partner Logo

When paired with a single partner logo, the partner logo should be scaled to **80%** of the Melbourne Airport logo.



Note: Photography shown here are found stock resources or supplied assets from Melbourne Airport. They form the overall aesthetic as a visual style.



## 8.4.6 GRAPHIC DEVICE

Angled and diagonal lines are dynamic visual elements that symbolise Melbourne Airport's commitment to empowering and uplifting its people. These elements can be applied in varied directions, densities, and colours to suggest movement, connection, and elevation.



# 8.4.7 INFORMATION HIERARCHY

01 Cover

40% Image

30% Brand device

20% Title / Message

10% Brand / Graphics



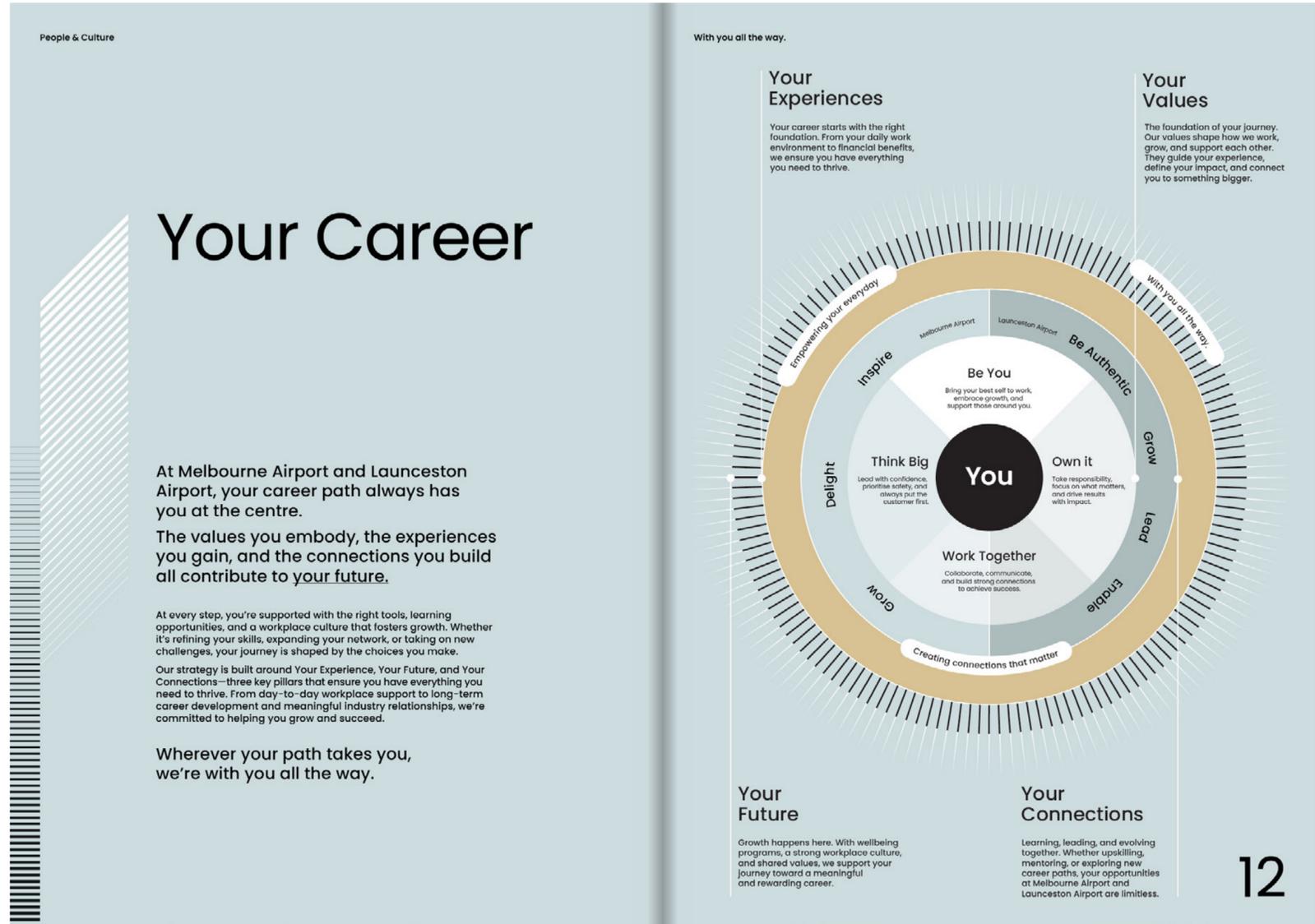
Note: Photography shown here are found stock resources or supplied assets from Melbourne Airport. They form the overall aesthetic as a visual style.

02 Spread

15% Title

30% Body copy

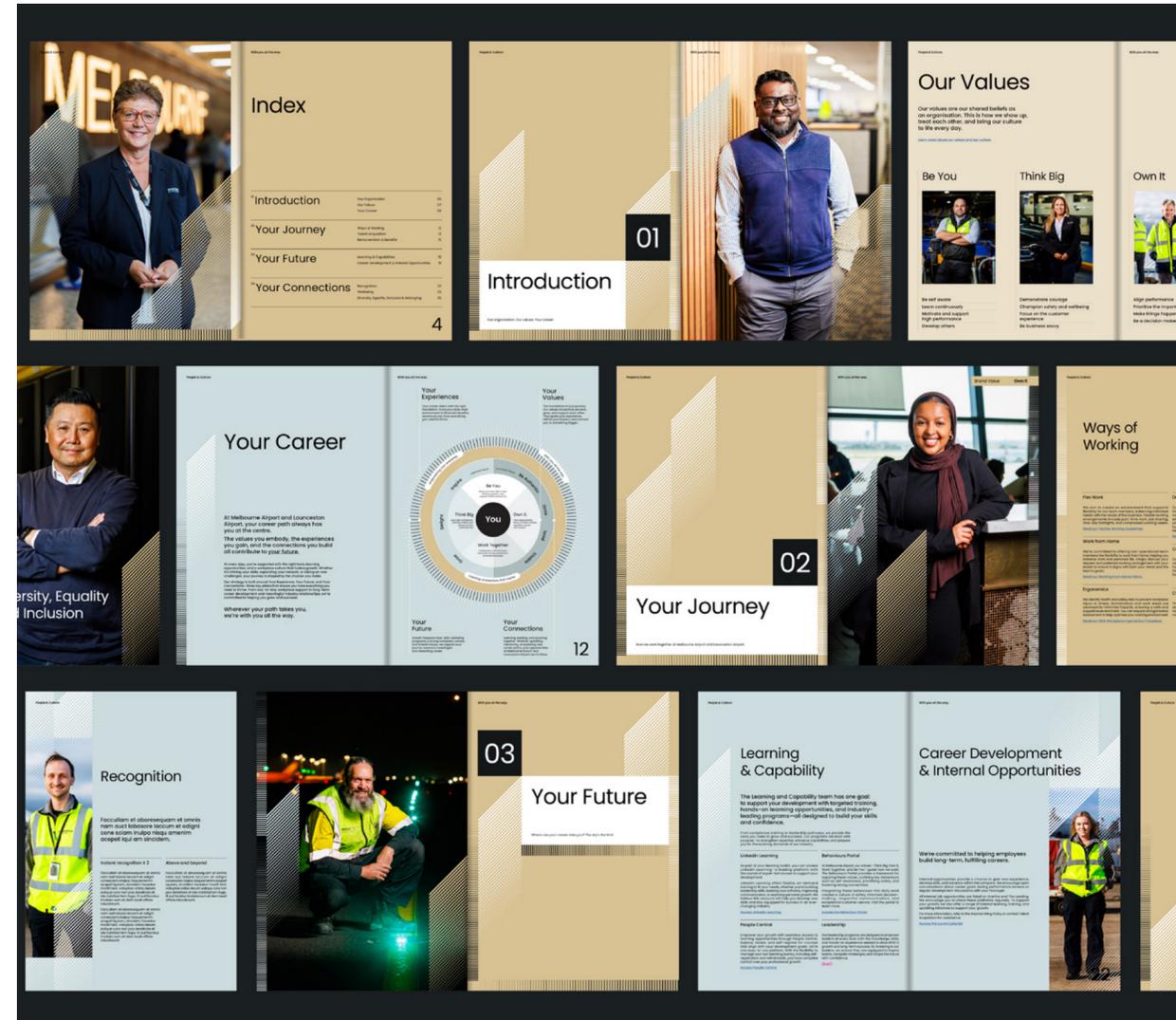
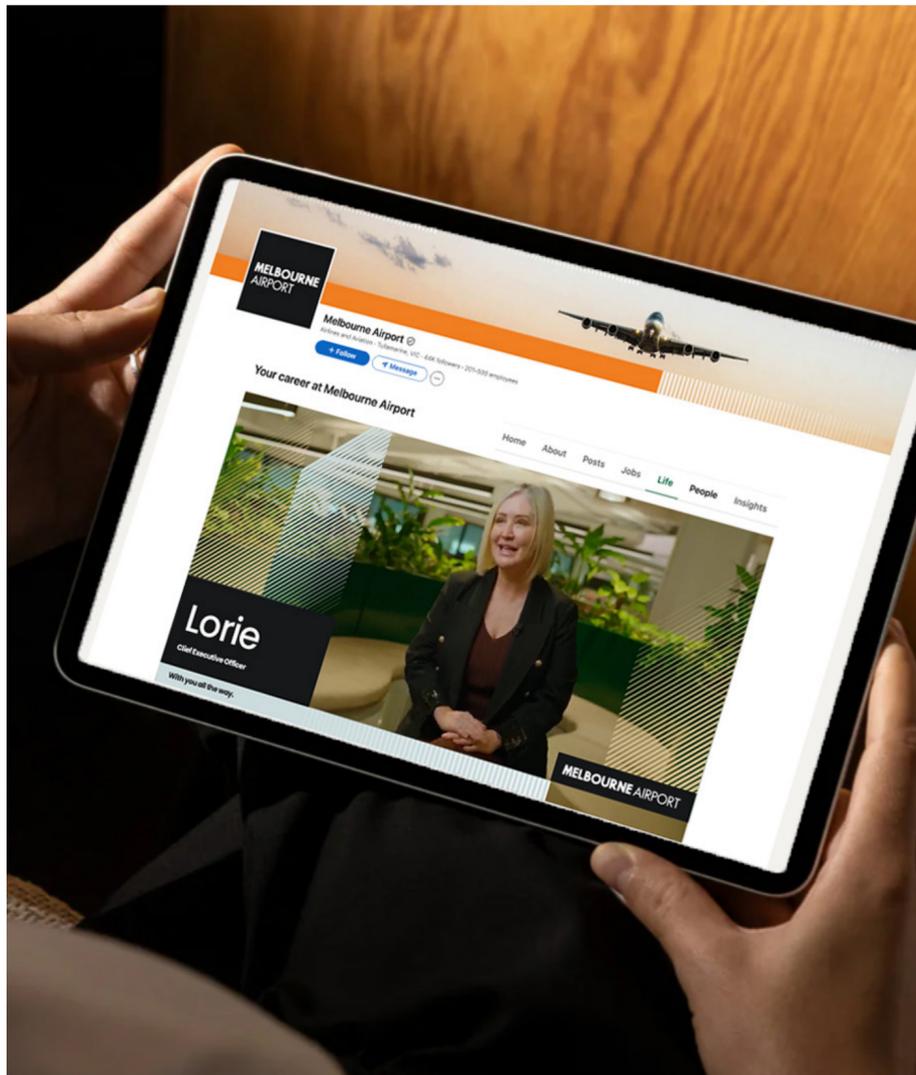
15% Brand / Graphics



40% Infographic

# 8.4.8 PEOPLE & CULTURE EXECUTION

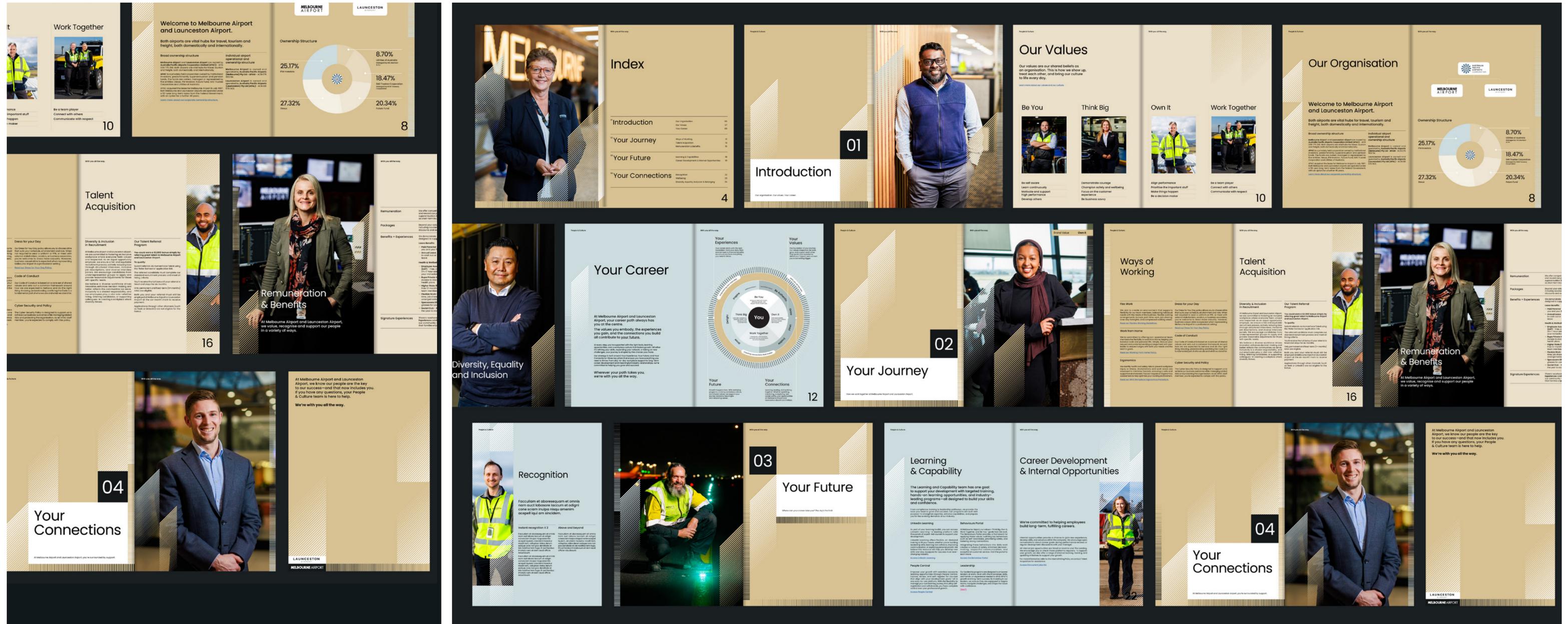
Here, we showcase a variety of examples where the brand brings its distinct personality to life. These executions demonstrate how the style of the brand is expressed in different ways, ensuring consistency and engagement with the target audience. These examples reflect how the brand's personality connects with consumers, reinforcing the brand's identity in a meaningful and positive way.



Note: Photography shown here are found stock resources or supplied assets from Melbourne Airport. They form the overall aesthetic as a visual style.

# 8.4.8 PEOPLE & CULTURE EVP EXECUTION

Here, we showcase the EVP document. The documents design demonstrates how the People and Culture brand is expressed across typography, colour, photograph and graphic language in an editorial context.

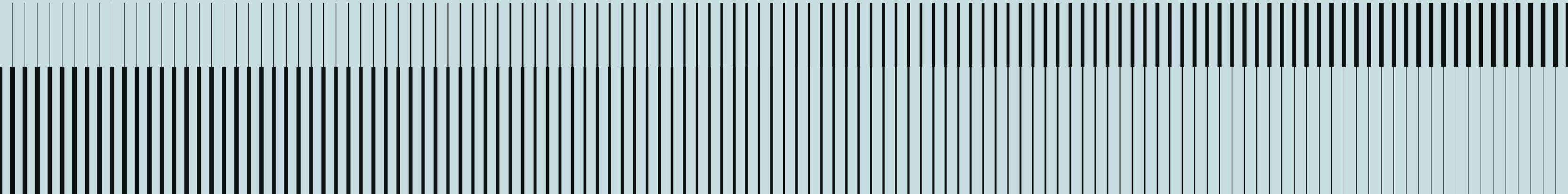


Note: Photography shown here are found stock resources or supplied assets from Melbourne Airport. They form the overall aesthetic as a visual style.

This section outlines the key brand elements, and overall look and feel for the Property team to use when talking about their overall approach to Property, Melbourne Airport Business Park and Elite Park.

# 8.5 PROPERTY

- 8.5.1 Brand Overview
- 8.5.2 Strategy
- 8.5.3 Colour
- 8.5.4 Colour Hierarchy
- 8.5.5 Type Styling
- 8.5.6 Graphic Device
- 8.5.7 Information Hierarchy
- 8.5.8 Execution
- 8.5.9 Campaign Execution



## 8.5.1 BRAND OVERVIEW

Each element in the Property visual system is designed to work in balance and alignment. Consider the role and content of each component to ensure the composition is structured, purposeful, and visually clear.

Resources

Brand

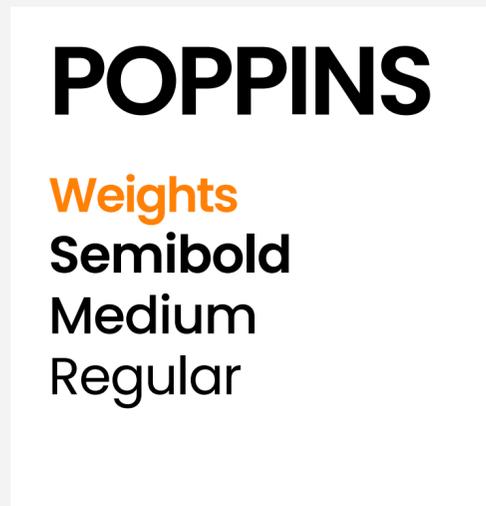


Please refer to **Section 6.0** of the Master Brand Guide for all composition, scale rules, and progression line guidelines.

Colour



Typography



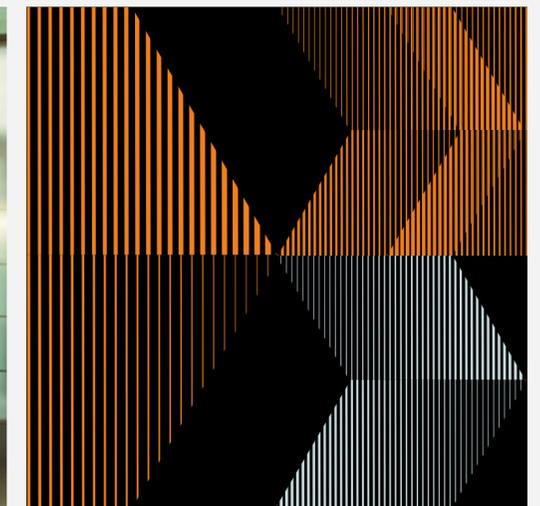
Please refer to **Section 4.0** of the Master Brand Guide for typographic rules, styling and general hierarchy.

Imagery



Any photography shown throughout is for illustrative purposes only and may either be purchased or commissioned.

Graphics



## 8.5.2 STRATEGY

How we summarise our strategy in one line

**Move ahead.**

In context.

At Melbourne Airport Property, progress is built into everything we do.

Our strategic location, where the airport and the city's arterial transport network meet, positions us for a future full of potential.

We're creating places for businesses that don't just wait for change but drive it. Forward-thinking spaces and elevated experiences designed for the visionary.

The right place. The right people.  
Melbourne Airport is where we move ahead.

## 8.5.3 COLOUR ALLOCATION

Colour hierarchy ensures strong brand consistency when applied across numerous applications. An established, clear, and cohesive colour system helps create a unified visual identity that enhances brand recognition and unifies user experiences.

CHARCOAL

40%

HEX  
#151818

RGB  
21, 24, 24

CMYK  
75, 66, 66, 82

PANTONE  
Black 3 Coated / Black 6 Uncoated

90%

Percentage-based colours can be incorporated to create a more restrained personality when needed.

80%

70%

60%

50%

WHITE

25%

HEX  
#FFFFFF

RGB  
255, 255, 255

CMYK  
0, 0, 0, 0

PANTONE  
Not Applicable

HORIZON ORANGE

25%

HEX  
#F07F20

RGB  
240, 127, 32

CMYK  
0, 62, 97, 0

PANTONE  
164 Coated / 144 Uncoated

EVENING BLUE

10%

HEX  
#CDDCDF

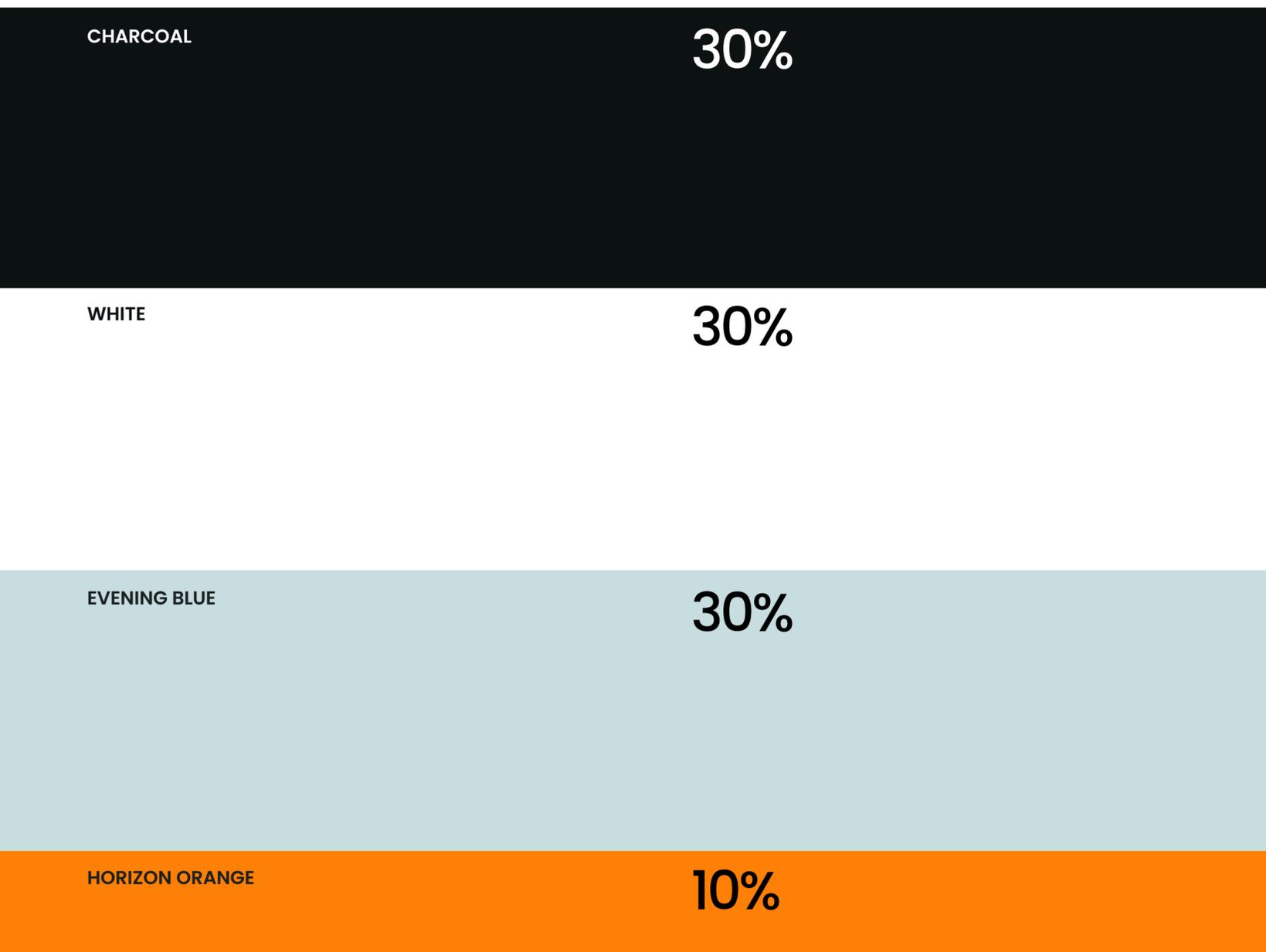
RGB  
205, 220, 223

CMYK  
20, 5, 9, 0

PANTONE  
538 Coated / 643 Uncoated

## 8.5.4 COLOUR HIERARCHY

As part of the property business unit portfolio, it manages several precinct brands, each with its own unique identity and look. When showcasing other brands and utilising their assets, the property colour hierarchy shifts to adopt a more subdued palette to ensure the colours complement each other and don't compete.



Precinct Brands



## 8.5.5 TYPE STYLING

Property is the only time we use Poppins bold.

Weight  
Case  
Size  
Leading  
Tracking

Bold  
All Caps  
144pt  
100%  
-40

TITLE

Weight  
Case  
Size  
Leading  
Tracking

Bold  
Sentence or Title  
144pt  
100%  
-40

Heading

Weight  
Case  
Size  
Leading  
Tracking

Semibold  
Sentence  
100pt  
100%  
-40

Subheading

Weight  
Case  
Size  
Leading  
Tracking

Medium  
Sentence  
80pt  
110%  
-20

Body 01

Weight  
Case  
Size  
Leading  
Tracking

Regular  
Sentence  
56pt  
110%  
-20

Body 02

Weight  
Case  
Size  
Leading  
Tracking

Semibold  
All Caps  
24pt  
150%  
-10

SMALL 01

Weight  
Case  
Size  
Leading  
Tracking

Medium  
Sentence  
16pt  
150%  
-10

Small 02

**Note:** These are brand-aligned recommendations to ensure clarity and consistency across touchpoints. However, use your best judgment based on the tone, layout, and context of the communication.

## 8.5.6 GRAPHIC DEVICE

Graphic arrows are a strong visual symbol for 'Move Ahead' as they represent direction, progress, and forward momentum, clearly conveying the idea of moving toward a business goal. Their simplicity makes the message of advancement instantly clear, while closely aligning to the Masterbrand through the use of progression lines.

These devices can be used individually, overlapping or at varying scales and colours to create a distinct and engaging visual language.



# 8.5.7 PROPERTY INFORMATION HIERARCHY

Clear and effective communication relies on well-structured content attribution, where specific information takes a leading role based on the intended purpose of the communication. The following guide applies to these three approaches and their specific content breakdown.

01

Informative: Message and brand device led.

30% Message

# Move ahead, elevate your business.

Melbourne Airport Property

40% Brand device



Find out more

MELBOURNE AIRPORT

15% CTA

15% Brand

02

Informative: Message and image led.

25% Message

# Smarter business. Growing tomorrow.

Melbourne Airport Property

55% Brand device & Imagery



[melbourneairport.com.au/property](http://melbourneairport.com.au/property)

10% CTA

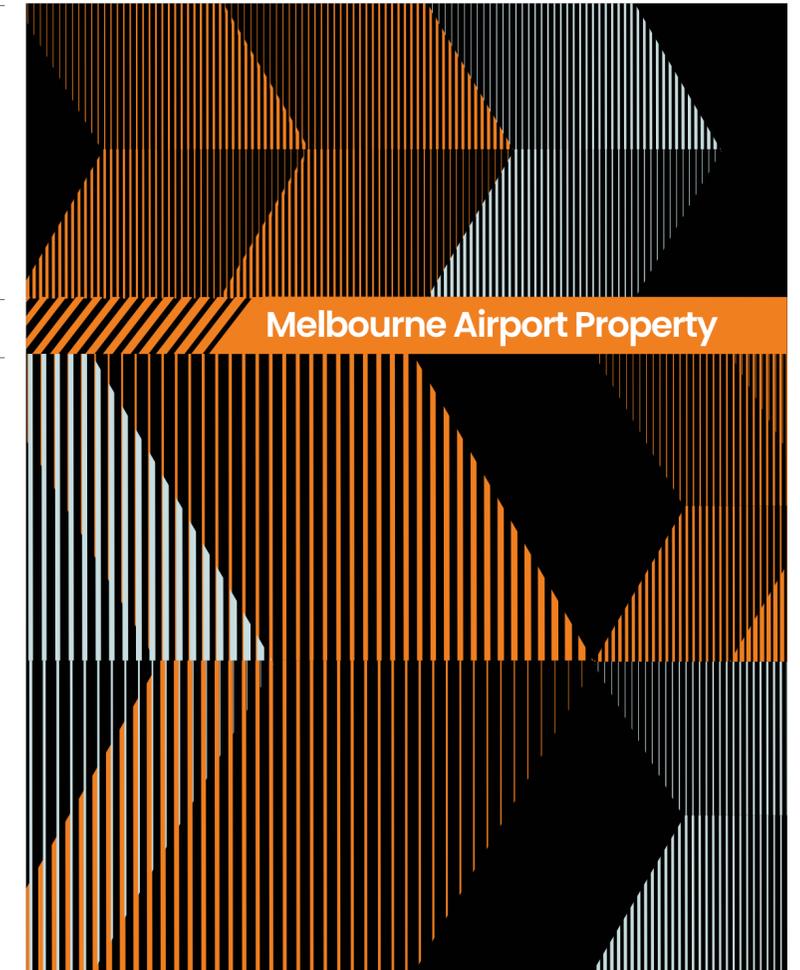
10% Brand

MELBOURNE AIRPORT

03

Brand awareness: Brand device led

65% Brand device



Melbourne Airport Property

15% Message

[melbourneairport.com.au/property](http://melbourneairport.com.au/property)

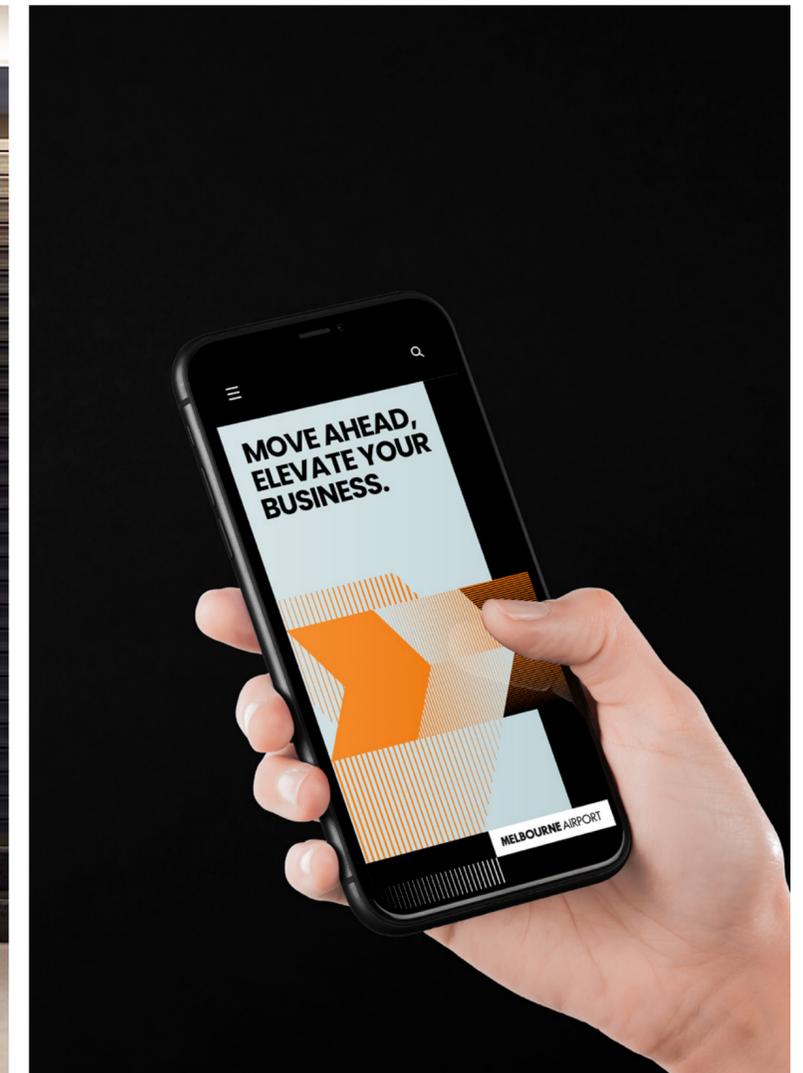
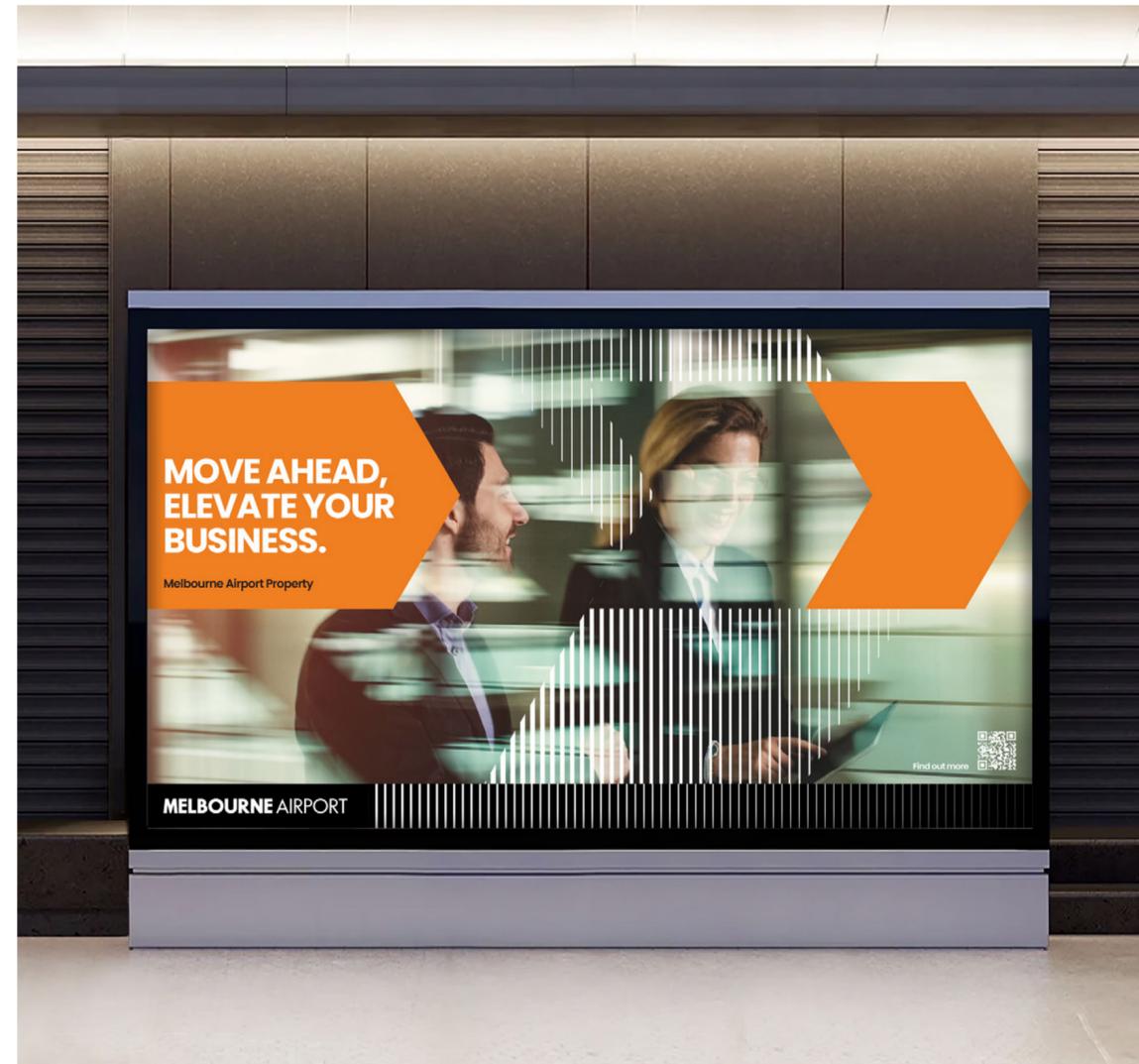
MELBOURNE AIRPORT

20% Brand & CTA

Note: Photography shown here are found stock resources or supplied assets from Melbourne Airport. They form the overall aesthetic as a visual style.

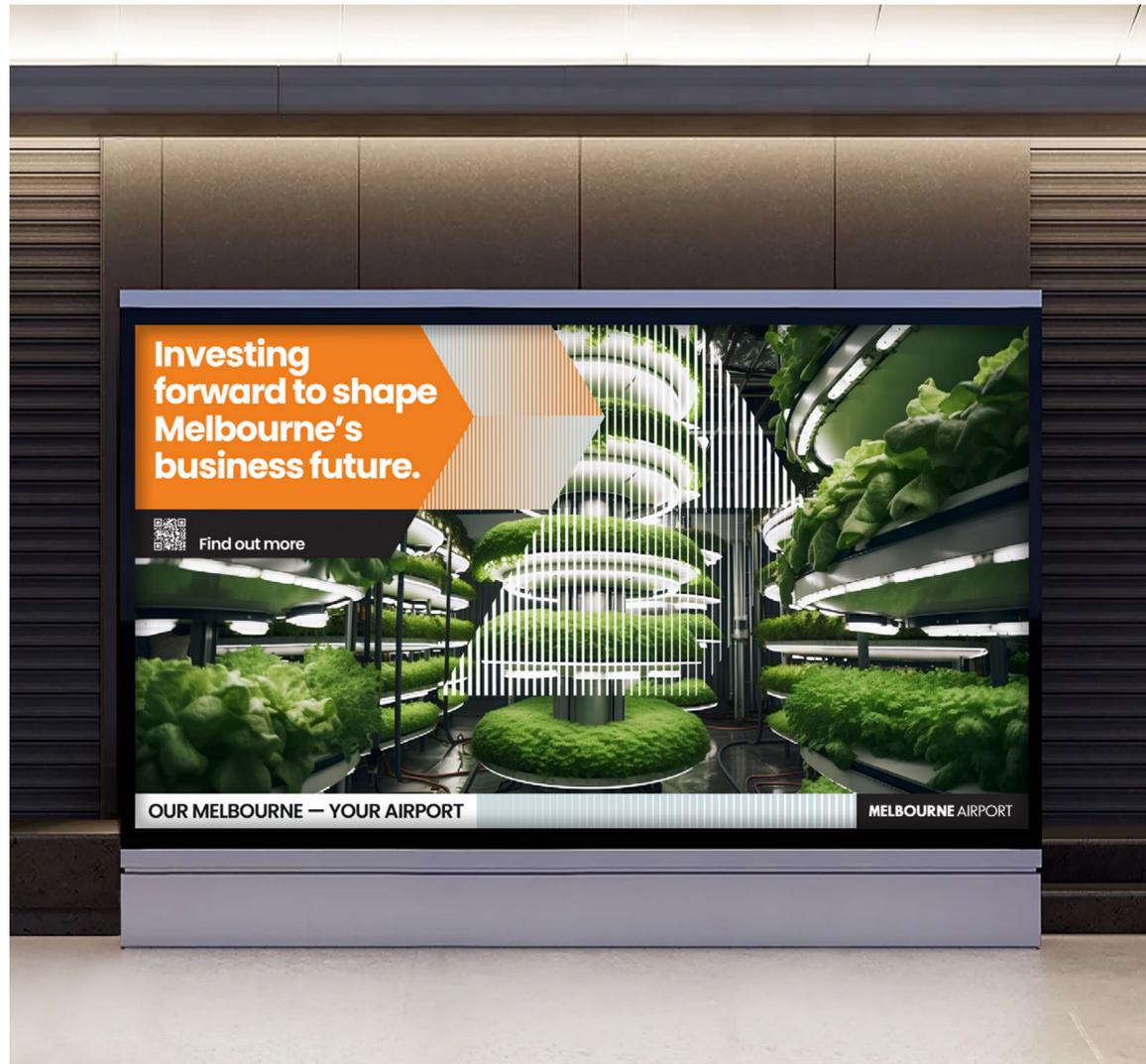
## 8.5.8 PROPERTY EXECUTION

Here, we showcase a variety of examples where the brand brings its distinct personality to life. These executions demonstrate how the style of the brand are expressed in different ways, ensuring consistency and engagement with the target audience. These examples reflect how the brand's personality connects with consumers, reinforcing the brand's identity in a meaningful and positive way.



## 8.5.9 PROPERTY CAMPAIGN EXECUTION

The 'Our Melbourne. Your Airport.' campaign celebrates Melbourne Airport's dual role as both a gateway to the world and a unique reflection of Melbourne's vibrant character. This campaign connects travellers with the essence of the city while showcasing the airport as a destination in its own right, where people can unwind, shop, dine, connect, and, in the case of the property unit, conduct business.

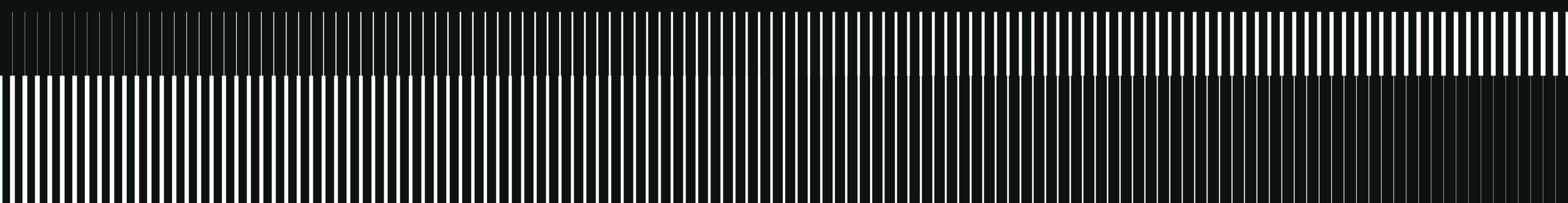


Note: Photography shown here are found stock resources or supplied assets from Melbourne Airport. They form the overall aesthetic as a visual style.

This section outlines the key brand elements, and overall look and feel for the Retail team to use when talking about their overall approach to Retail to either retailers or travellers.

# 8.6 RETAIL

- 8.6.1 **Brand Overview**
- 8.6.2 **Strategy**
- 8.6.3 **Colour**
- 8.6.4 **Graphic Device**
- 8.6.5 **Information Hierarchy**
- 8.6.6 **Execution**
- 8.6.7 **Campaign Execution**



# 8.6.1 BRAND OVERVIEW

Each element in the Retail Business Unit visual system works harmoniously within a composition. Always consider the purpose and content of each element, ensuring the composition conveys a clear and intentional message.

Resources

Brand



Please refer to Section 6.0 of the Master Brand Guide for all composition, scale rules, and progression line guidelines.

Colour

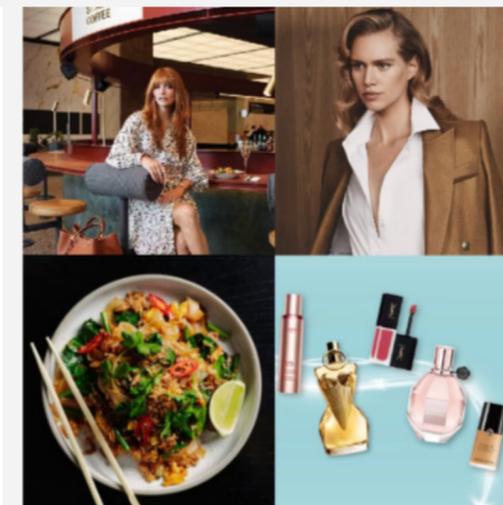


Typography



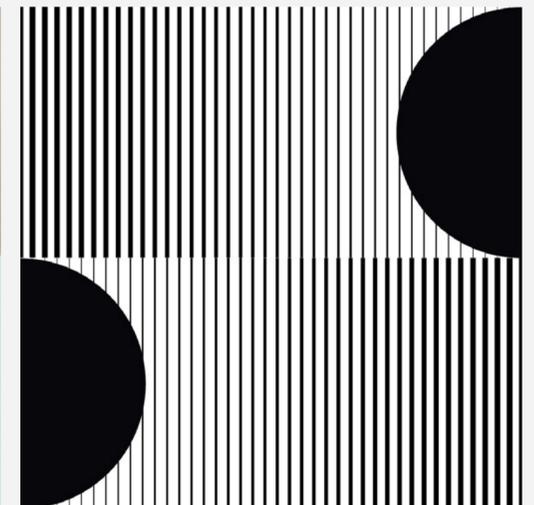
Please refer to Section 4.0 of the Master Brand Guide for typographic rules, styling and general hierarchy.

Imagery



Any photography shown throughout is for illustrative purposes only and may either be purchased or commissioned.

Graphics



## 8.6.2 STRATEGY

How we summarise our strategy for Melbourne Airport Retail:

Conceptual Direction  
(this is not a tagline)

# Explore & Experience

Overview

This strategic direction is inspired by common elements of travel – ‘exploring and experiencing’ – which also relate to the concept of laneway discovery in ‘Our Melbourne’.

This core message then resolves in the use of ‘find’. Finally, using second-person voice makes retail messaging more personal.

Story

At Melbourne Airport, the city’s favourite flavours meet the world’s best brands.

Explore Australian-made gifts, pick up last-minute essentials for the flight, or just sit back and experience a taste of Melbourne.

You’ll find what you need at Melbourne Airport.

Voice

Explore	Experience	Melbourne
Lead with words that evoke discovery, movement, adventure and the joy of finding something new.	Use sensory language and the second-person voice to invite readers to imagine themselves in the moment.	Highlight Melbourne’s culture, brands, landmarks and iconography (not always but sometimes).
Word bank: Explore, uncover, discover, navigate, journey, unearth, find, Seek out, there’s more, dig deeper, endless possibilities...	Word bank: Experience, savour, indulge, immerse, taste, feel, recharge, delight in, soak up, breathe in, dive into, enjoy now, relish in...	Word Bank: Laneways, culture, crafted, handmade, authentic, homegrown Melbourne-made, local flavour, hidden gems, essence of...

## 8.6.3 COLOUR ALLOCATION

Colour hierarchy ensures strong brand consistency when applied across numerous applications. An established, clear, and cohesive colour system helps create a unified visual identity that enhances brand recognition and unifies user experiences.

CHARCOAL

40%

HEX  
#151818

RGB  
21, 24, 24

CMYK  
75, 66, 66, 82

PANTONE  
Black 3 Coated / Black 6 Uncoated

WHITE

20%

HEX  
#FFFFFF

RGB  
255, 255, 255

CMYK  
0, 0, 0, 0

PANTONE  
Not Applicable

GOLD

10%

HEX  
#D8C294

RGB  
216, 194, 148

CMYK  
12, 21, 46, 0

PANTONE  
468 Coated / 4685 Uncoated

HORIZON ORANGE

5%

ELECTRIC BLUE

5%

SALMON

5%

TRANSIT YELLOW

5%

TERRACOTTA

5%

INDUSTRIAL GREEN

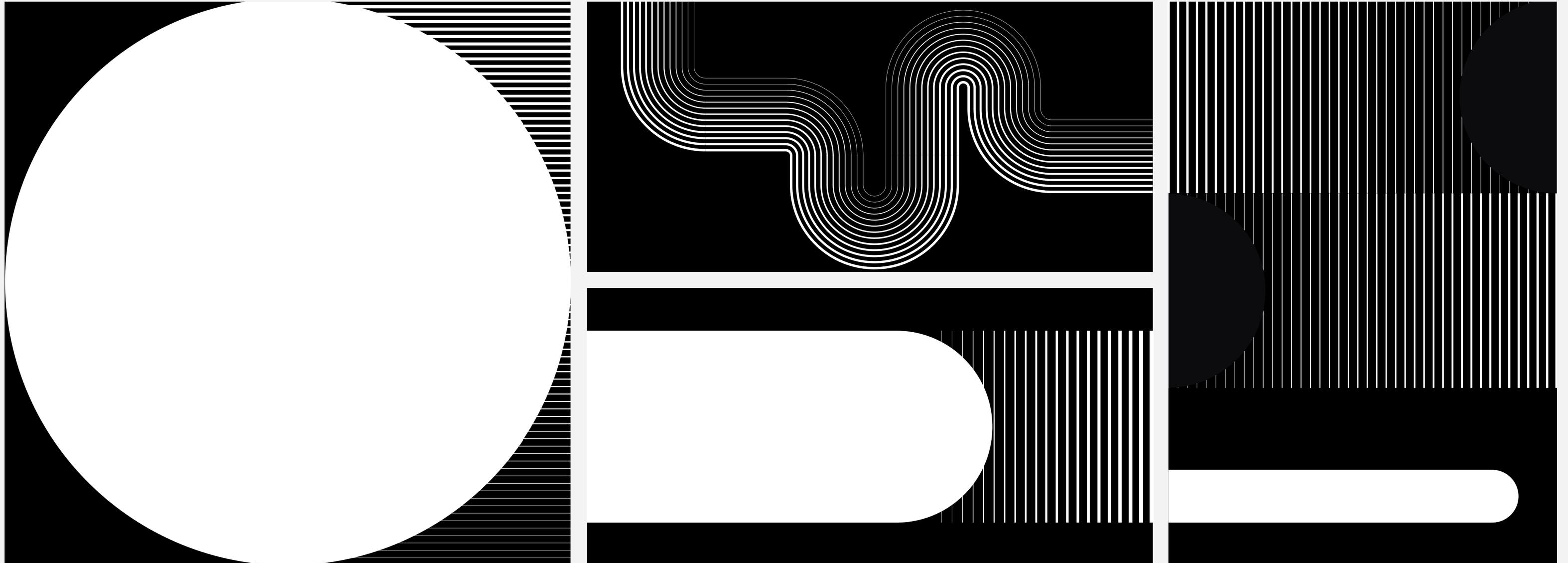
5%

## 8.6.4 GRAPHIC DEVICE

Building upon the Melbourne Airport visual language, Retail has a unique graphic language that focuses on exploring your own journey through the retail experience.

Building on the themes of discovery and connection, with emphasis on exploration, the individuals journey and finding what you're looking for.

These devices can be used individually, overlapping or at varying scales and colours to create a distinct and engaging visual language.



# 8.6.5 INFORMATION HIERARCHY

Clear and effective communication relies on well-structured content attribution, where specific information takes a leading role based on the intended purpose of the communication. The following guide applies to these three approaches and their specific content breakdown.

01

Informative: Message and brand device led.

50%  
Brand device  
& Imagery



Explore Australian-made gifts,  
pick up last-minute essentials,  
or just sit back and experience  
a taste of Melbourne.

CTA Headline / URL

MELBOURNE AIRPORT

30%  
Message

10%  
CTA

10%  
Brand

02

Informative: Message and image led.

10%  
Brand

55%  
Brand Imagery



Experience 10% off  
for Virgin members  
at Duty Free.

CTA Headline / URL

25%  
Message

10%  
CTA

03

Brand awareness: Retail brand device led.

60%  
Brand device



Discover more  
dining options.

CTA Headline / URL

MELBOURNE AIRPORT

20%  
Message

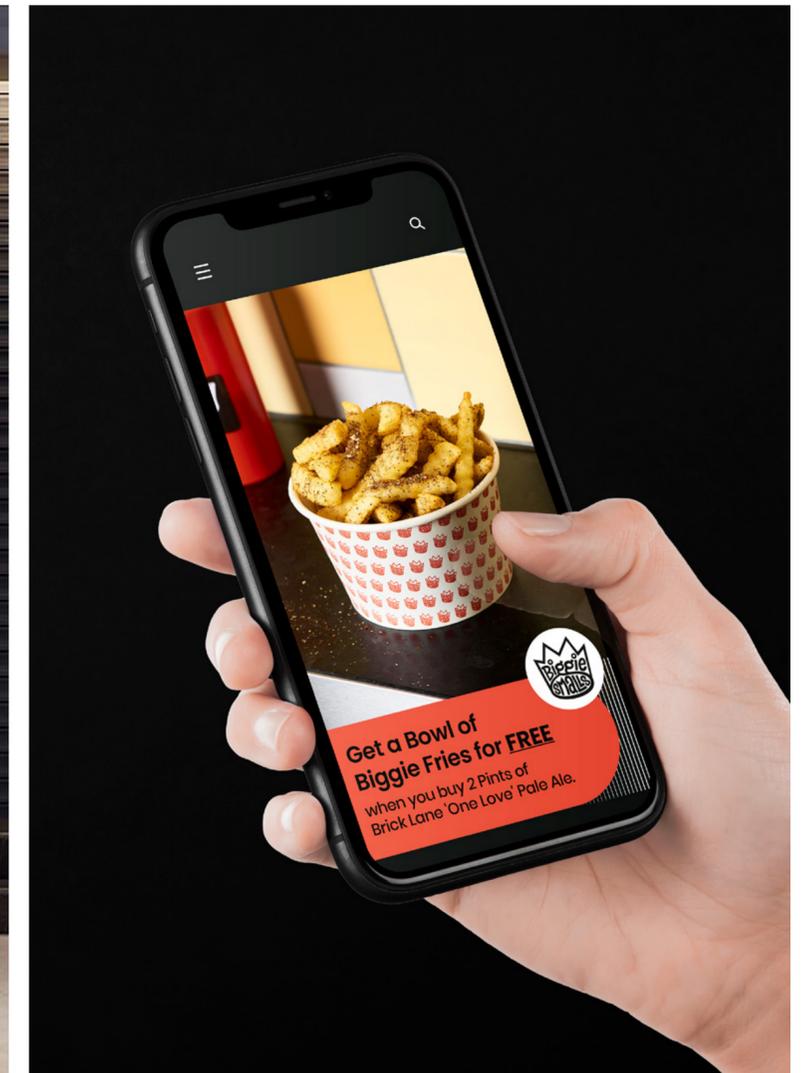
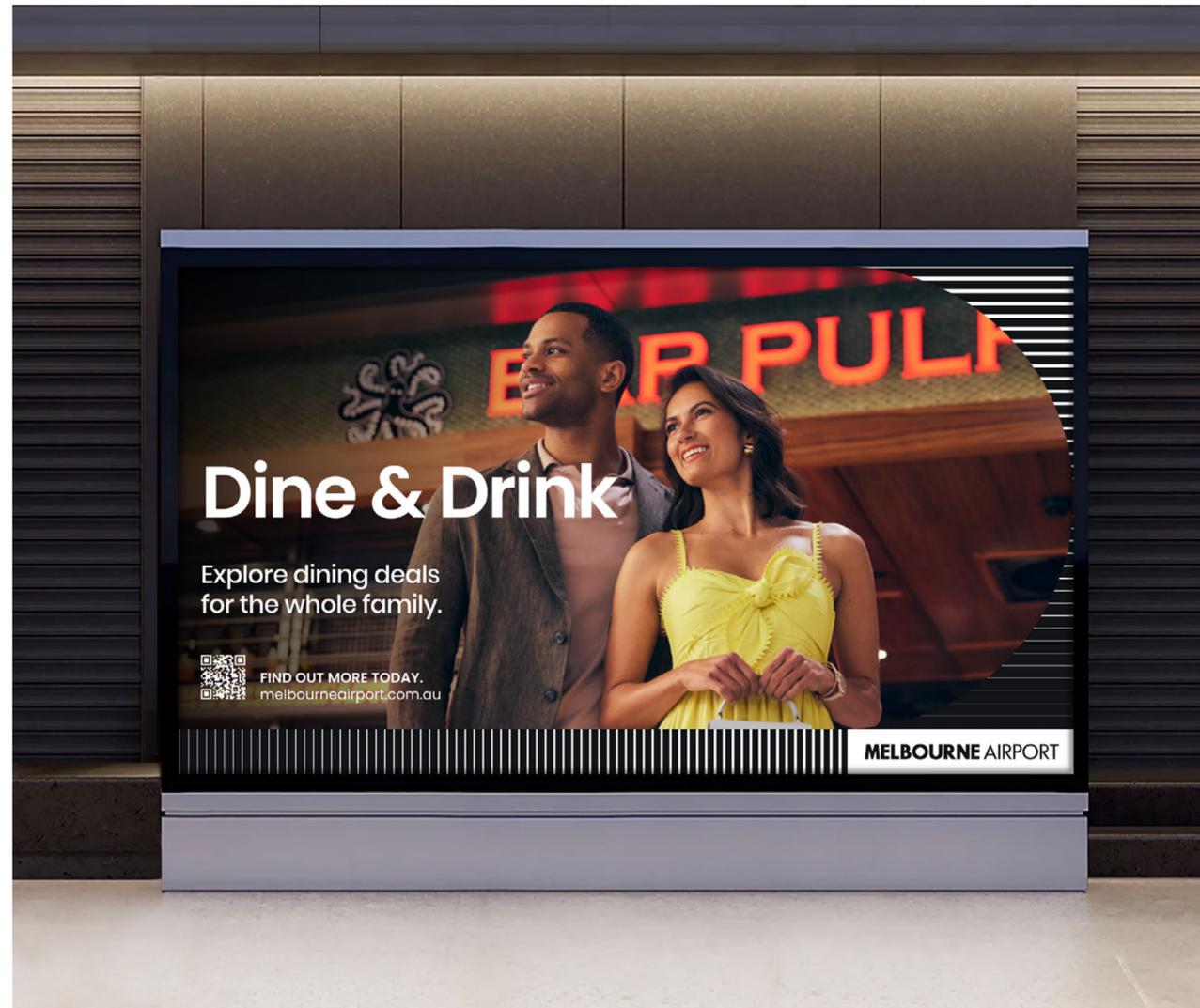
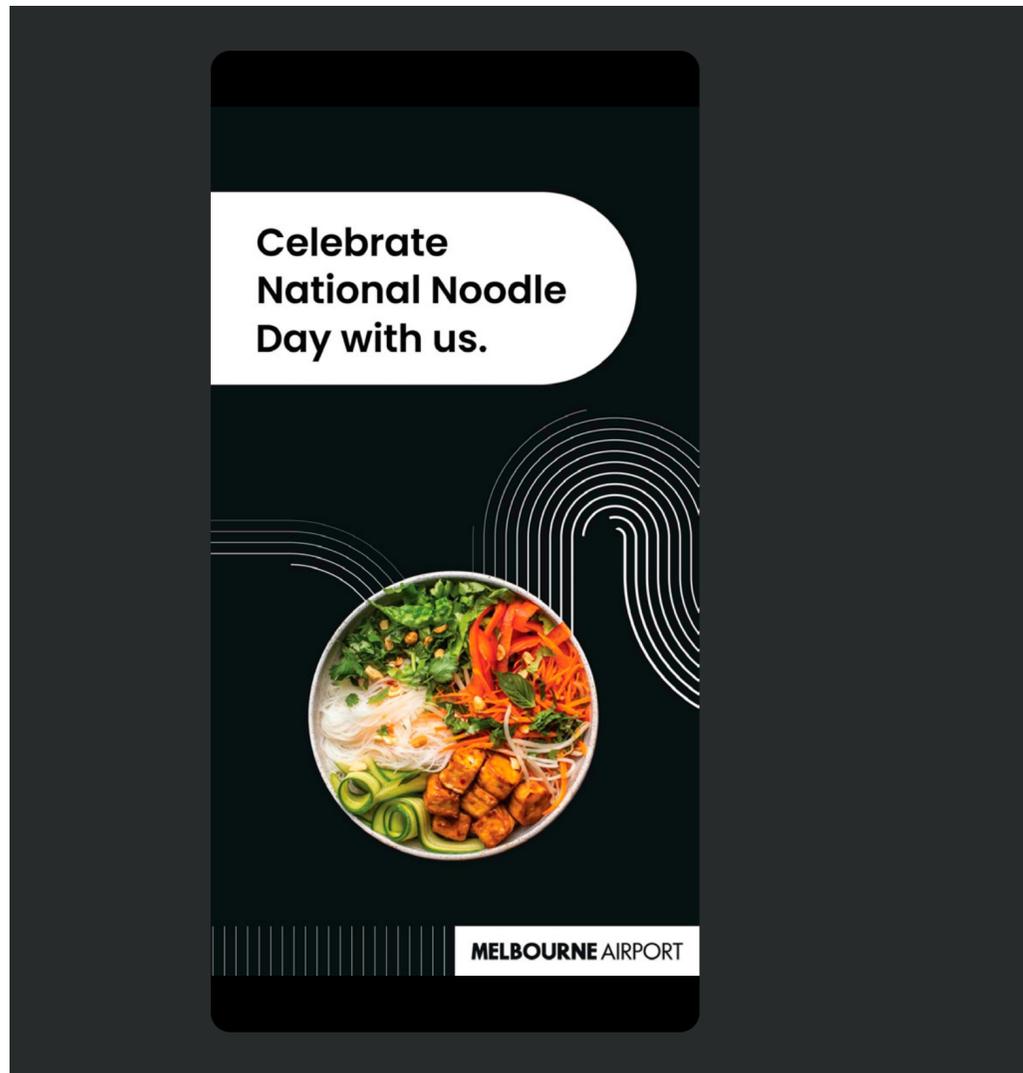
10%  
CTA

10%  
Brand

Note: Photography shown here are found stock resources or supplied assets from Melbourne Airport. They form the overall aesthetic as a visual style.

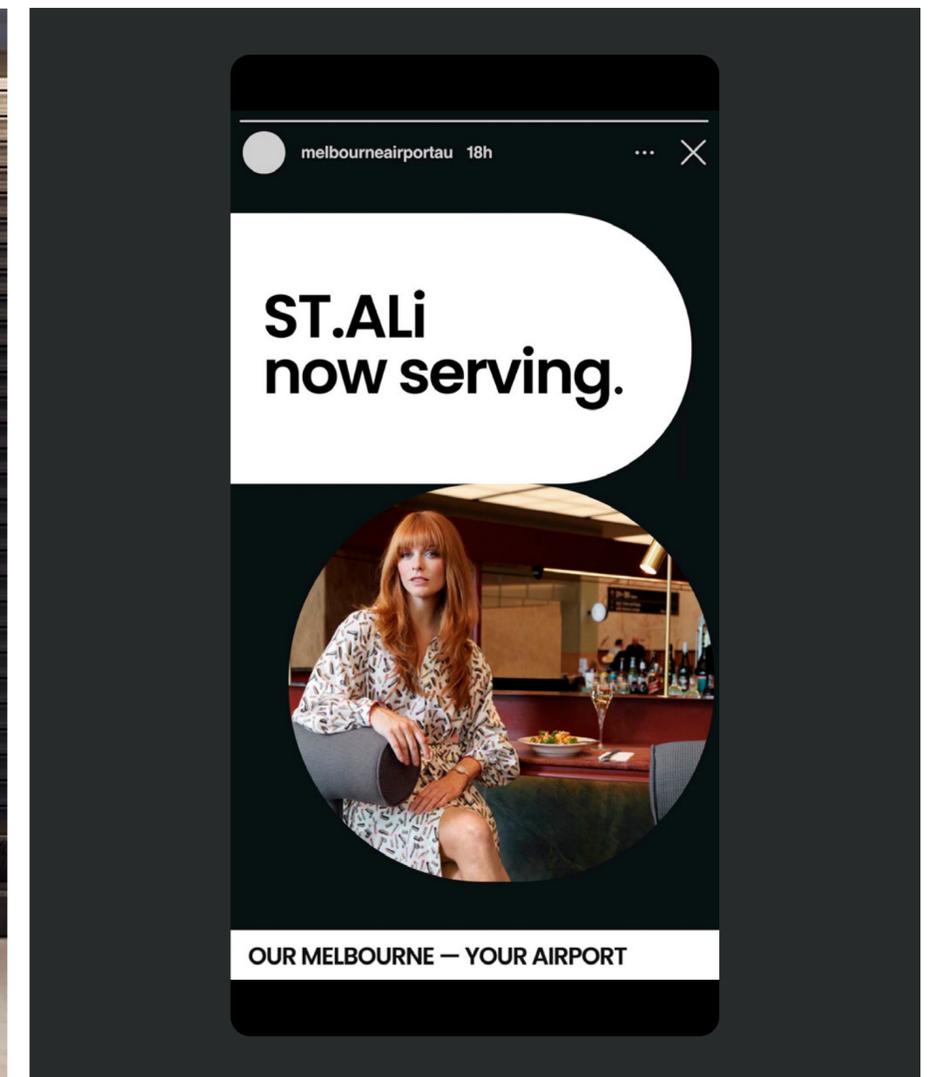
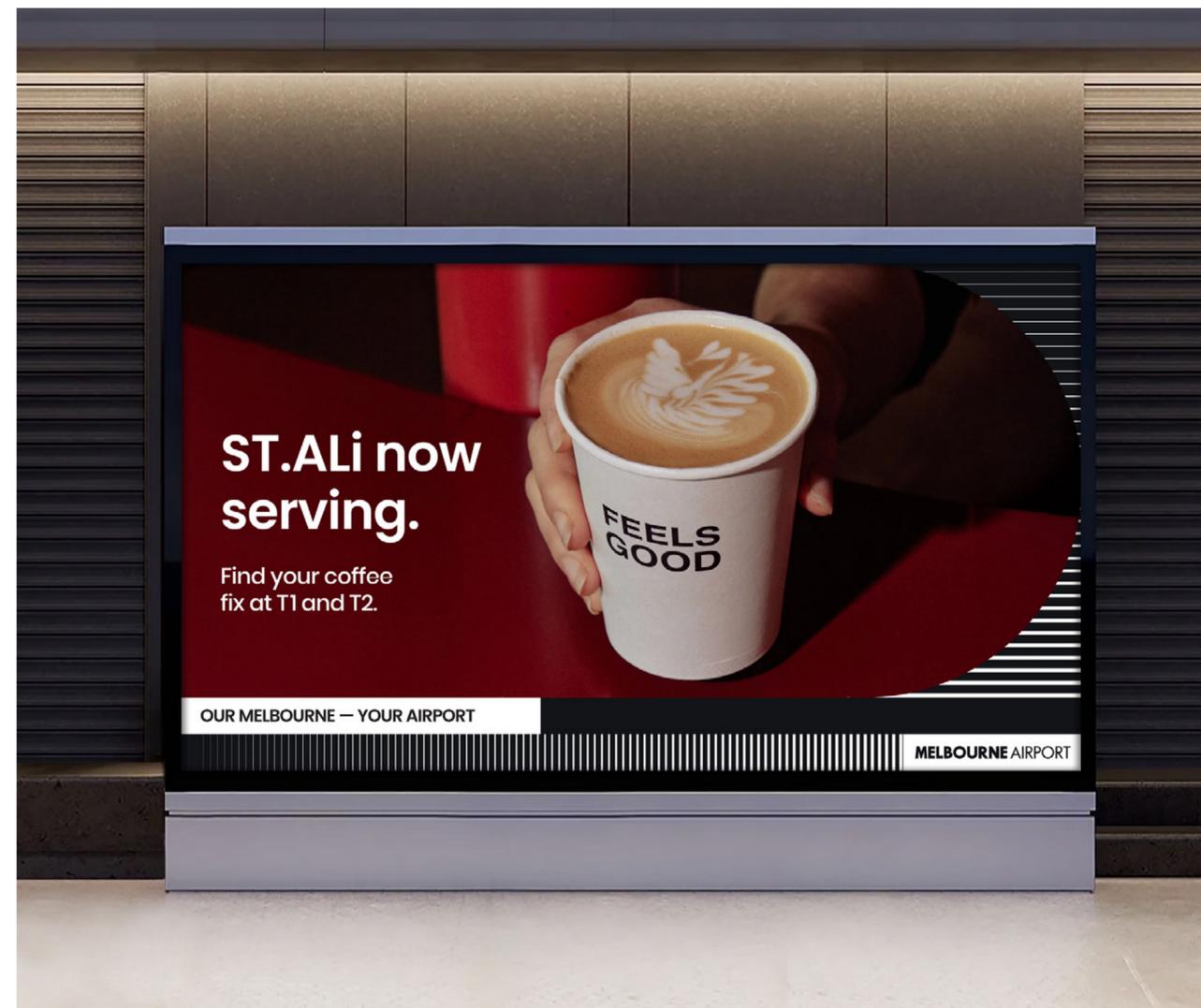
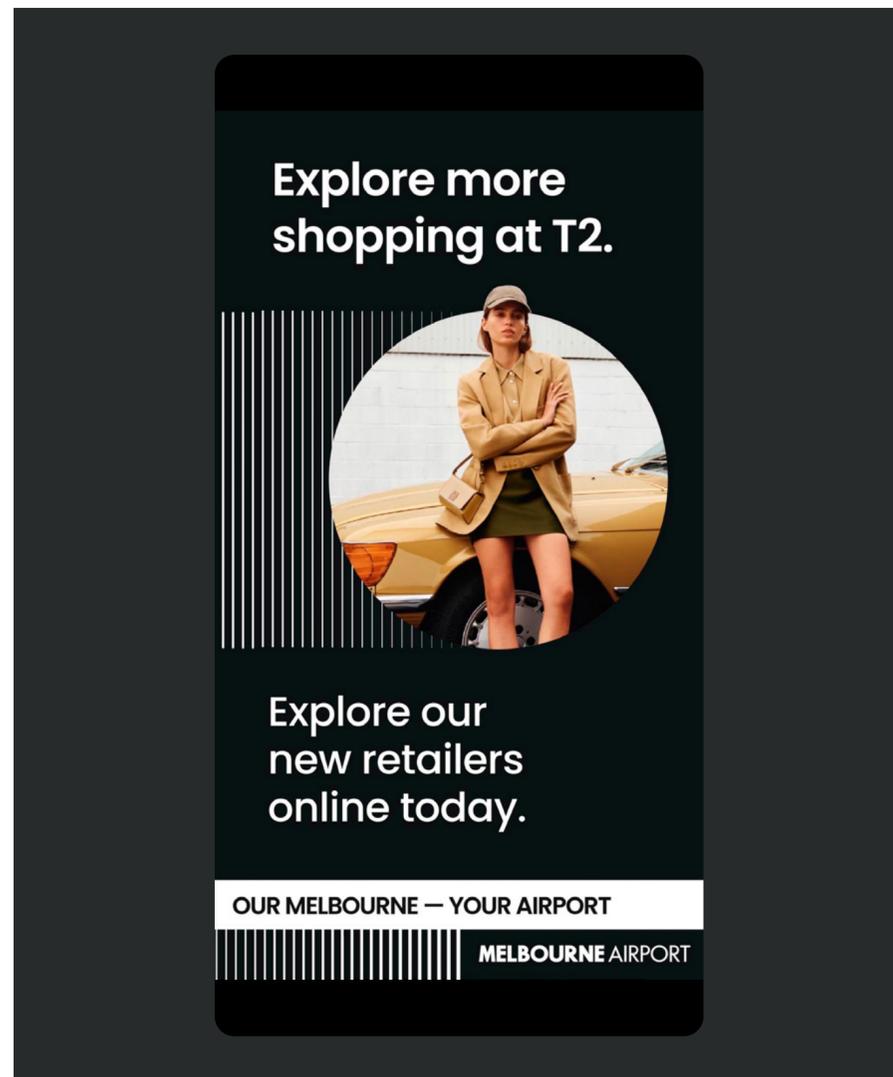
## 8.6.6 RETAIL EXECUTION

Here, we showcase a variety of examples where the brand brings its distinct personality to life. These executions demonstrate how the style of the brand are expressed in different ways, ensuring consistency and engagement with the target audience. These examples reflect how the brand's personality connects with consumers, reinforcing the brand's identity in a meaningful and positive way.



## 8.6.7 RETAIL CAMPAIGN EXECUTION

The 'Our Melbourne. Your Airport.' campaign positions Melbourne Airport as a retail destination that captures the spirit of the city. From duty free to local favourites, the campaign highlights how our retail experiences delight travellers and drive value for the airport and its partners.



As the airport continues to grow and expand to meet increasing consumer demands, clear communication becomes essential. Two campaigns have been developed to keep travellers informed about ongoing work and progress, while also fostering a sense of ownership and connection to the Airport.

# 9.0 CAMPAIGNS

9.1

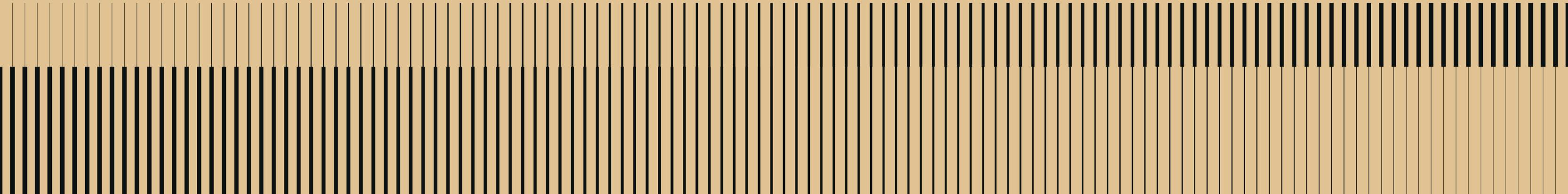
Overview

9.2

Building Your Airport

9.3

Our Melbourne. Your Airport



## 9.1 CAMPAIGN

To support the diverse messaging needs across Melbourne Airport, we've developed a series of campaigns that can be leveraged by various business units. This chart serves as a quick reference guide, outlining which campaigns are suitable for each unit's specific communication requirements.

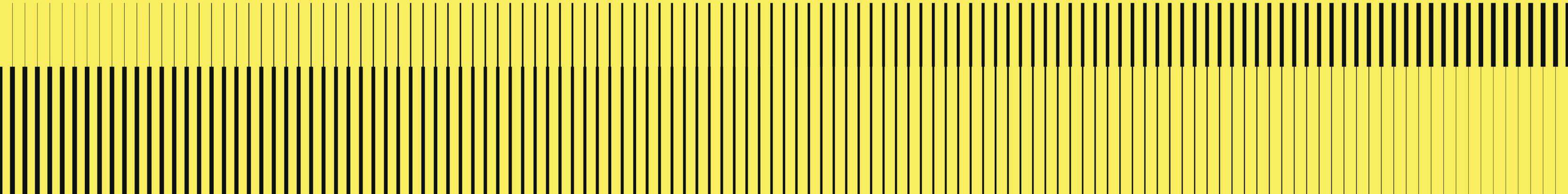
Campaign	Our Melbourne. Your Airport.	Building Your Airport	Customised
Melbourne Airport	●	●	
Aviation Business Development			●
Ground Transport	●	●	
People & Culture			●
Retail	●		
Property	●		

This section outlines the key brand elements, and overall look and feel for the 'Building Your Airport' campaign.

Campaign elements are available for use by the business units listed in the campaign matrix. Please refer to the matrix to confirm which campaign applies to your team. Once confirmed, choose the message intention that best fits your objective and use it as the major heading.

# 9.2 BUILDING YOUR AIRPORT CAMPAIGN

- 9.2.1 Brand Overview
- 9.2.2 Strategy
- 9.2.3 Message Matrix
- 9.2.4 Colour
- 9.2.5 Graphic Device
- 9.2.6 Campaign Hierarchy
- 9.2.7 Execution



## 9.2.1 BRAND OVERVIEW

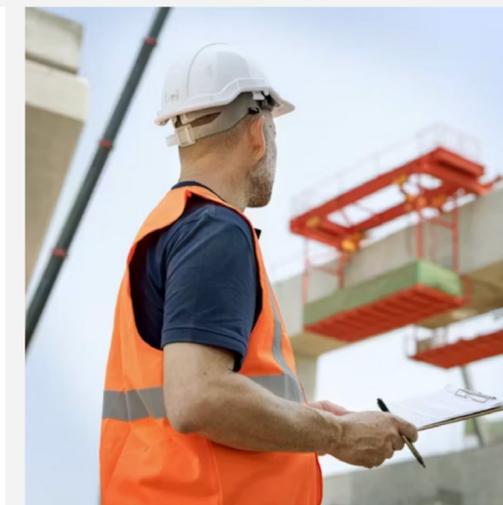
Each element of the 'Building Your Airport' campaign works harmoniously within the composition. Always consider the purpose and message of each element to ensure the composition conveys a clear, intentional message.



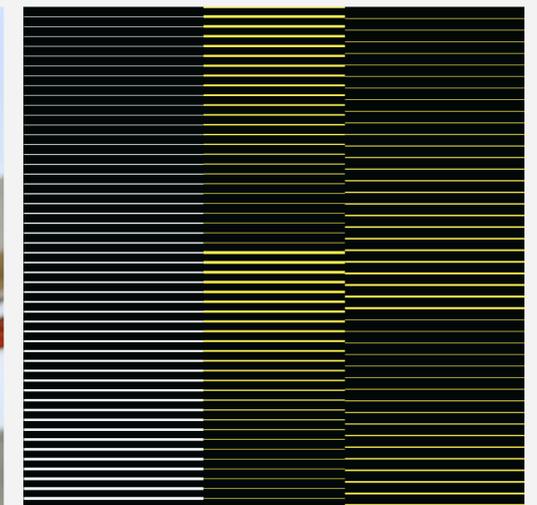
Please refer to **Section 6.0** of the Master Brand Guide for all composition, scale rules, and progression line guidelines.



Please refer to **Section 4.0** of the Master Brand Guide for typographic rules, styling and general hierarchy.



Any photography shown throughout is for illustrative purposes only and may either be purchased or commissioned.



## 9.2.2 STRATEGY

'Building Your Airport' is one of two leading campaign messages for Melbourne Airport. This short guide summarises how we use this message, and examples of what we communicate.

### Using 'Building Your Airport' as a headline.

A wide suite of major projects are underway or in planning at Melbourne Airport. We use Building Your Airport as a headline when we want to encapsulate the big picture.

For example:	
<b>Building Your Airport</b>	Headline
We're planning for a bigger future of global travel with a new international terminal at Melbourne Airport.	Message

### Using 'Building Your Airport' as a sign-off.

Within our major projects, there are many stories to share. We use Building Your Airport as a sign-off to these proof points.

For example:	
<b>A new international terminal will increase capacity.</b>	Headline
Planning is now underway to expand our check-in, baggage claim halls and passenger waiting areas. Adding up to five new widebody gates will mean more flights and more convenience for travellers.	Message
<b>Building Your Airport</b>	Sign-off

## 9.2.3 MESSAGE MATRIX

'Building Your Airport' content matrix

We're embarking on a significant construction program to ensure Melbourne Airport has the capacity to serve projected increases in population, travel, exports and imports. The following content matrix organises this program into messages for communication. You can find more details on the [Building Your Airport](#) area of our website which is regularly updated.

<p><b>A major upgrade for our international terminal</b></p>	<p><b>Meeting increased demand</b></p> <p>A major terminal expansion will meet the increasing demand from passengers and airlines.</p>	<p><b>Making your baggage experience better</b></p> <p>A \$500 million upgrade will let you check in and store baggage early.</p>	<p><b>Increased capacity for more flights</b></p> <p>Up to five new widebody gates will accommodate more flights for greater traveller convenience.</p>	<p><b>Enhanced passenger experience</b></p> <p>More capacity for lounges, retail outlets, means improved departure and arrival experiences.</p>	<p><b>Enhanced road network</b></p> <p>Completing the airport's elevated road network by 2026 will improve terminal accessibility to support this expansion.</p>	<p><b>Looking ahead</b></p> <p>We're aiming to have plans formalised by mid-2025, ensuring that construction can begin ASAP.</p>
<p><b>A third runway is on its way</b></p>	<p><b>Delivering more for Victoria</b></p> <p>Our third runway will deliver much-needed aviation infrastructure capacity for Victoria.</p>	<p><b>Thousands of new jobs</b></p> <p>The runway will secure 51,000 jobs and add almost \$6 billion to the state economy every year.</p>	<p><b>Understanding flight</b></p> <p>We've developed a tool to help understand likely flight paths and predicted noise.</p>	<p><b>Answering your questions</b></p> <p>Find fact sheets and have your questions answered at our website.</p>		
<p><b>Building for smoother pick-ups and drop-offs</b></p>	<p><b>Building for less road congestion</b></p> <p>We're building an express loop road network to separate public traffic from commercial transport operators.</p>	<p><b>There will be impact while we build</b></p> <p>Travellers may need to add 30 minutes to their travel time. Parking will also be reduced.</p>	<p><b>A new road straight to T4 is open</b></p> <p>Opened in 2023, this road benefits everyone flying out of Terminal 4.</p>	<p><b>Direct freeways connections to T1, T2 and T3 are coming</b></p> <p>Easier and safer connections from the freeway to new dedicated pick-up and drop-off zones for Terminals 1, 2 and 3.</p>	<p><b>A dedicated pick-up and drop-off zone for taxis, rideshares and Skybus</b></p> <p>The main forecourt is reserved for commercial vehicles (such as Skybus, taxis, etc) with a new dedicated area enjoying direct terminal access.</p>	

## 9.2.3 MESSAGE MATRIX

### 'Building Your Airport' content matrix

<b>Better terminals for travellers</b>	<p><b>Qantas (T1) retail is improving</b></p> <p>New body and baggage screening technology improves the experience.</p>	<p><b>New baggage system for International (T2)</b></p> <p>We're increasing the capacity and capability of this system.</p>	<p><b>Duty Free is expanding</b></p> <p>We're working with Lotte to improve and expand the T2 Arrivals Duty Free store.</p>	<p><b>Terminal 2 toilet facilities upgrade</b></p> <p>Upgrading to existing amenities and a new amenity block will improve inclusivity and the overall passenger experience.</p>	<p><b>Baggage hall upgrade for Virgin Australia (T3)</b></p> <p>We're doubling the size of this arrivals hall, including a new baggage carousel with 85% more space.</p>	<p><b>Terminal 4 landside toilet facilities upgrade</b></p> <p>You'll soon find new amenities and improving existing facilities at T4.</p>
<b>A new rail link for the future</b>	<p><b>We support an above-ground station</b></p> <p>This will ensure it's in place for the millions more passengers using the airport when the third runway opens.</p>	<p><b>We're ready to talk with government</b></p> <p>We welcome discussions on the design, construction sequencing and redress for required land.</p>	<p><b>Preparing for capacity doubling</b></p> <p>Melbourne Airport currently welcomes around 100,00 passengers daily. This will increase to over 210,00 in less than 20 years.</p>			
<b>Improving sustainability</b>	<p><b>Australia's biggest airport solar farm</b></p> <p>All new commercial developments in our business park are structurally ready for rooftop solar.</p>	<p><b>A smarter business park</b></p> <p>When the second solar farm is complete, around 40% of the airport's total energy needs will be met.</p>	<p><b>Powering our airport</b></p> <p>When the second solar farm is complete, around 40% of the airport's total energy needs will be met.</p>	<p><b>A GreenPower® approved provider</b></p> <p>Melbourne Airport retailers, tenants and partners can enjoy accredited solar power generated on-site.</p>		
<b>Check in to new hotels by T4</b>	<p><b>Two new hotels opened in 2024</b></p> <p>They're only a 5-minute walk to Terminals 3 and 4 and a 10-minute walk to Terminal 2 (international) and Terminal 1.</p>	<p><b>Novotel Melbourne Airport is open</b></p> <p>Discover 248 rooms, a health and wellbeing club, pool, gym, meeting spaces and more.</p>	<p><b>ibis Styles Melbourne Airport is open</b></p> <p>Experience 216 rooms, and Higher State including a pool, gym and wellness services.</p>	<p><b>Elevating your work day at Aerofoil</b></p> <p>A premium coworking space designed for executives and frequent travellers.</p>		

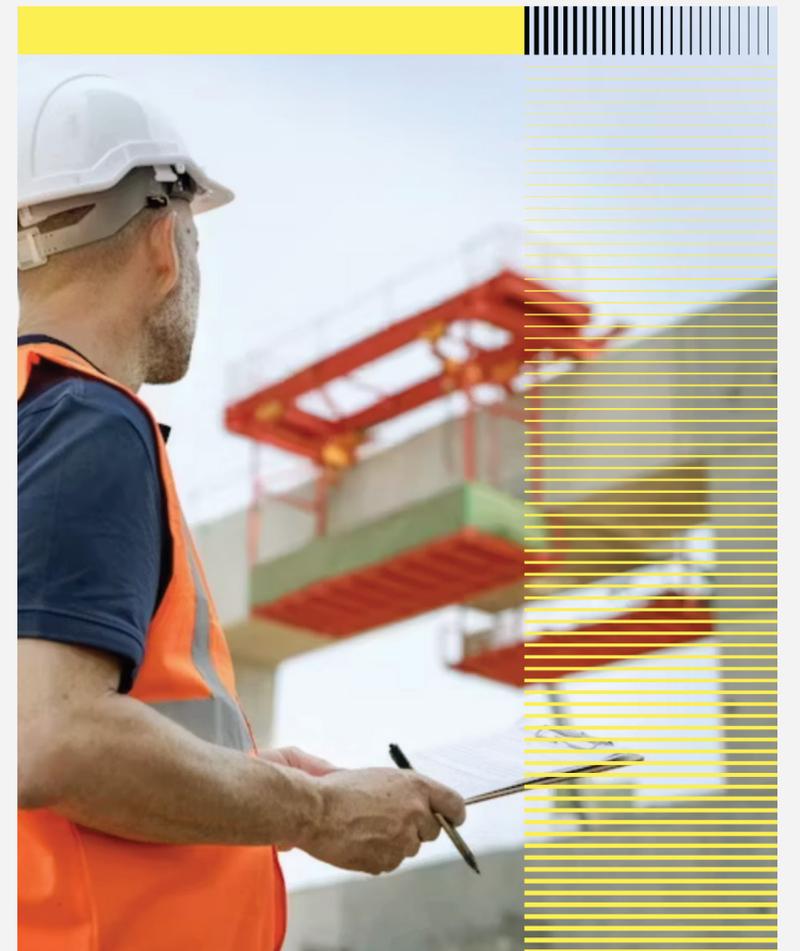
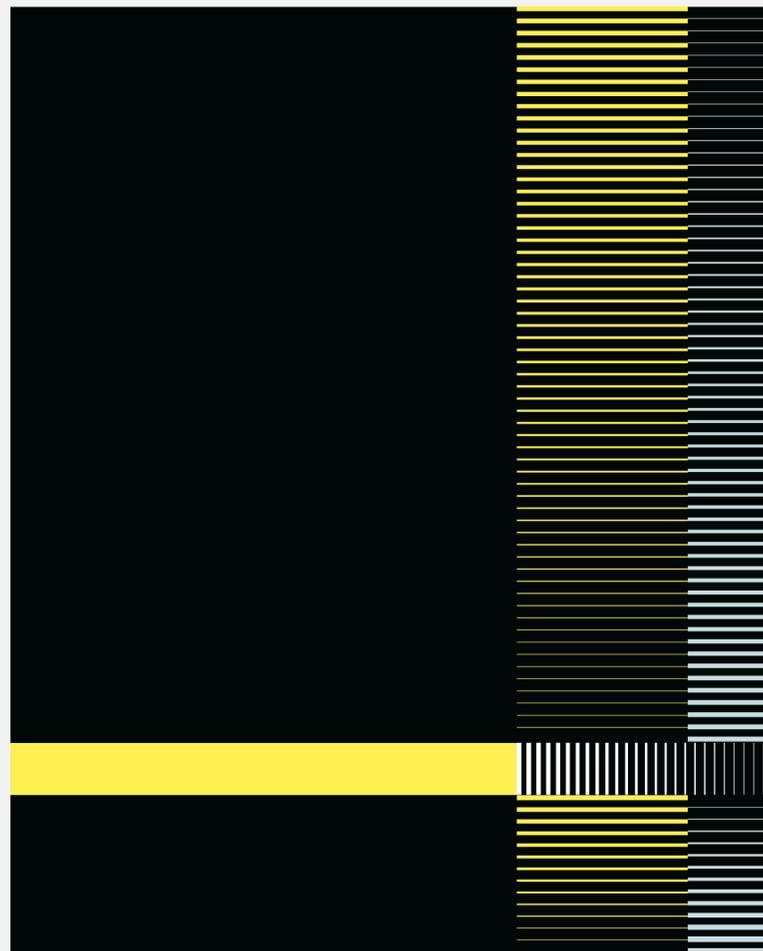
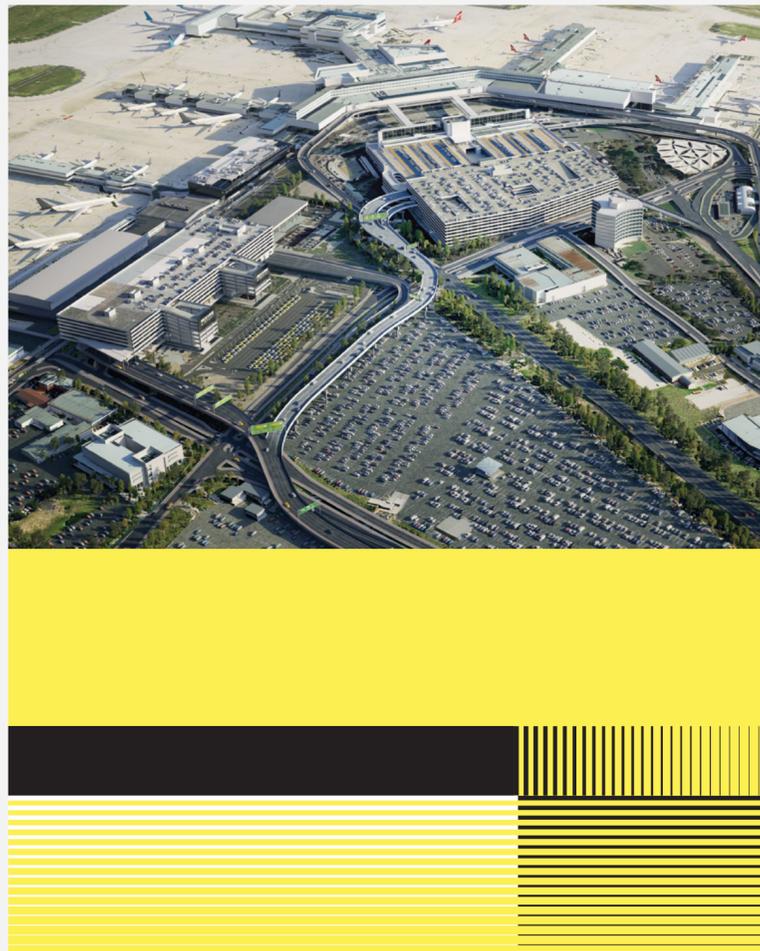
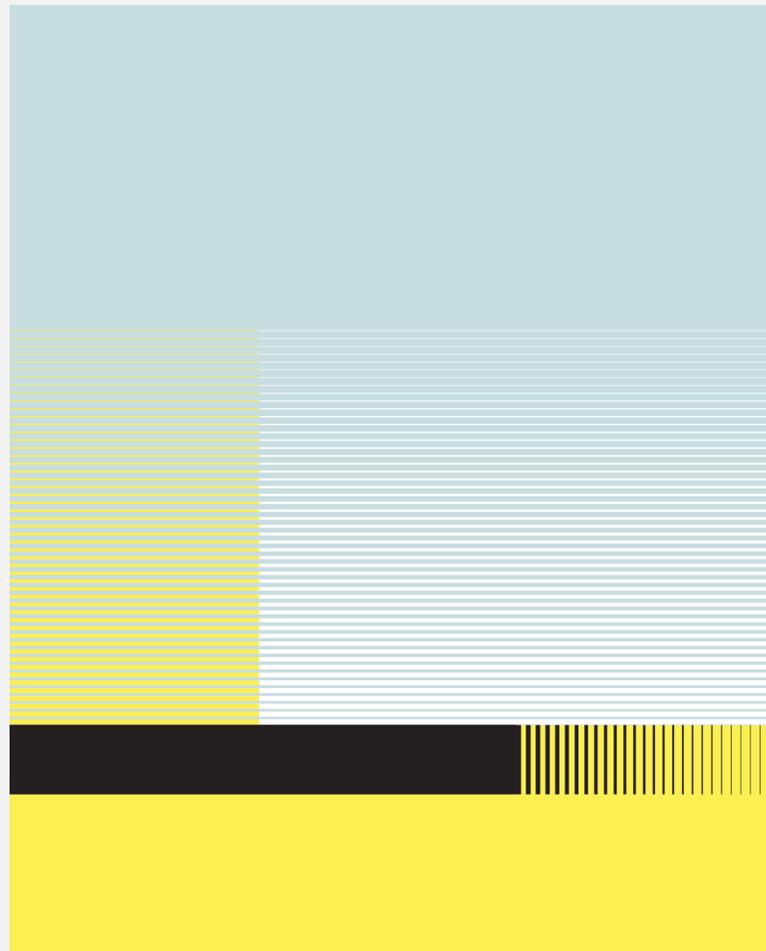
## 9.2.4 COLOUR ALLOCATION

Colour hierarchy ensures strong brand consistency when applied across numerous applications. An established, clear, and cohesive colour system helps create a unified visual identity that enhances brand recognition and unifies user experiences.

**CHARCOAL****30%****HEX**  
#151818**RGB**  
21, 24, 24**CMYK**  
75, 66, 66, 82**PANTONE**  
Black 3 Coated / Black 6 Uncoated**TRANSIT YELLOW****25%****HEX**  
#F5EE6B**RGB**  
245, 238, 107**CMYK**  
6, 0, 75, 0**PANTONE**  
3935 Coated / 585 Uncoated**EVENING BLUE****25%****HEX**  
#CDDCDF**RGB**  
205, 220, 223**CMYK**  
20, 5, 9, 0**PANTONE**  
538 Coated / 643 Uncoated**GOLD****10%****HEX**  
#D8C294**RGB**  
216, 194, 148**CMYK**  
12, 21, 46, 0**PANTONE**  
468 Coated / 4685 Uncoated**WHITE****10%****HEX**  
#FFFFFF**RGB**  
255, 255, 255**CMYK**  
0, 0, 0, 0**PANTONE**  
Not Applicable

## 9.2.5 GRAPHIC DEVICE

For any 'Building Your Airport' communication, the progression line runs vertically to suggest the nature of construction and progress. This vertical direction mirrors the step-by-step process of planning, constructing, and expanding the airport, symbolising growth and forward movement.



## 9.2.6 BUILDING YOUR AIRPORT CAMPAIGN HIERARCHY

When the campaign is the primary focus, it follows a single message approach, positioning the campaign as the hero. This strategy aims to raise awareness and build brand equity.

The campaign shifts to a secondary focus when other key messages take precedence, such as specific construction works underway. In this case, the secondary campaign locks up with the Melbourne Airport Elevate Bar to create a cohesive brand and campaign appearance as shown in these examples.

Campaign execution: Primary focus



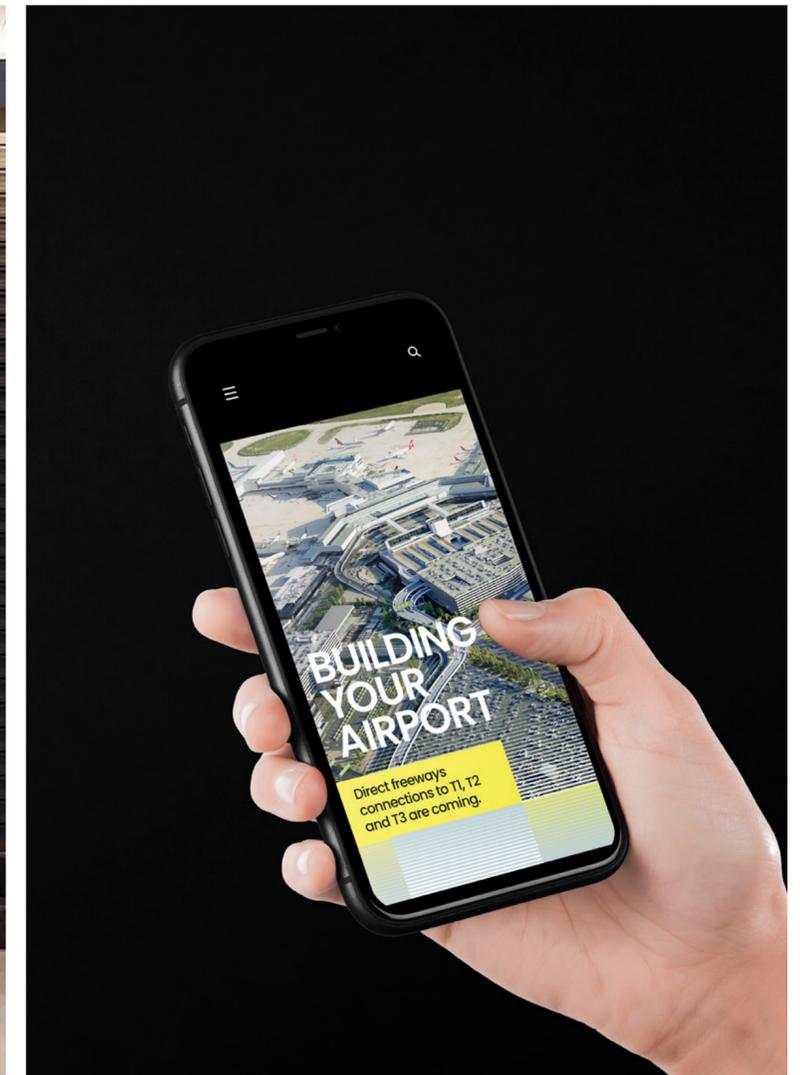
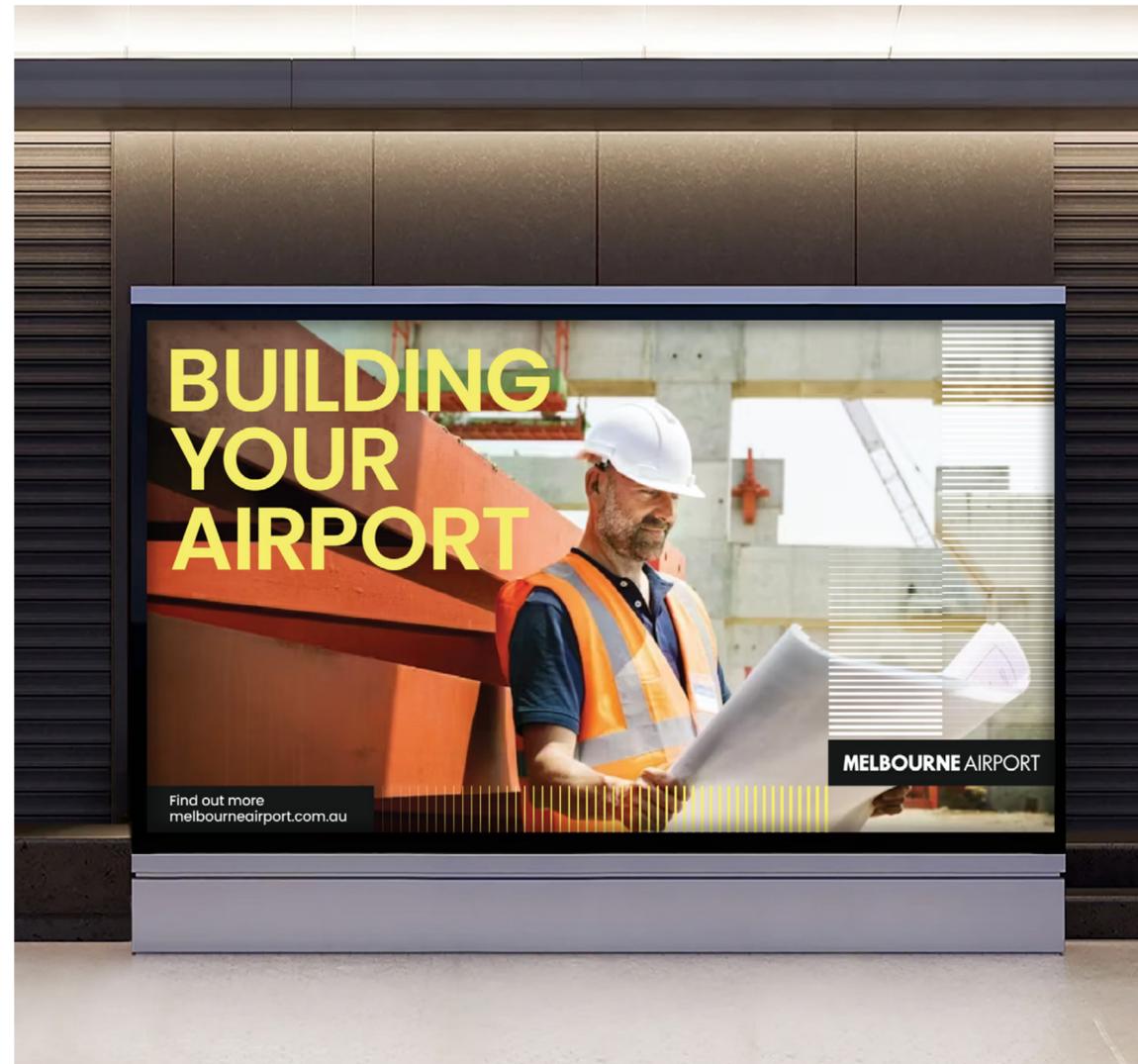
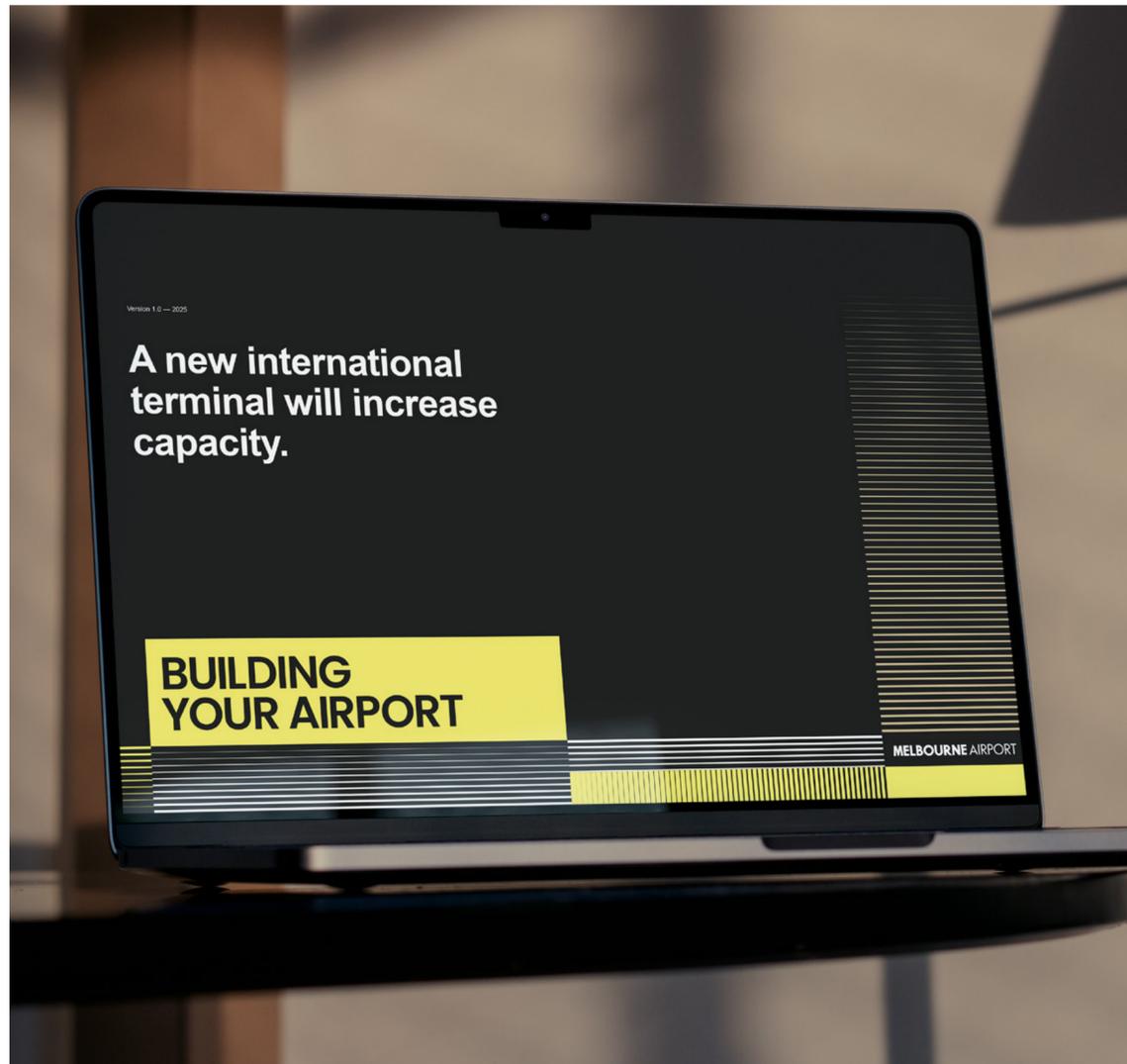
Campaign execution: Secondary focus



Note: Photography shown here are found stock resources or supplied assets from Melbourne Airport. They form the overall aesthetic as a visual style.

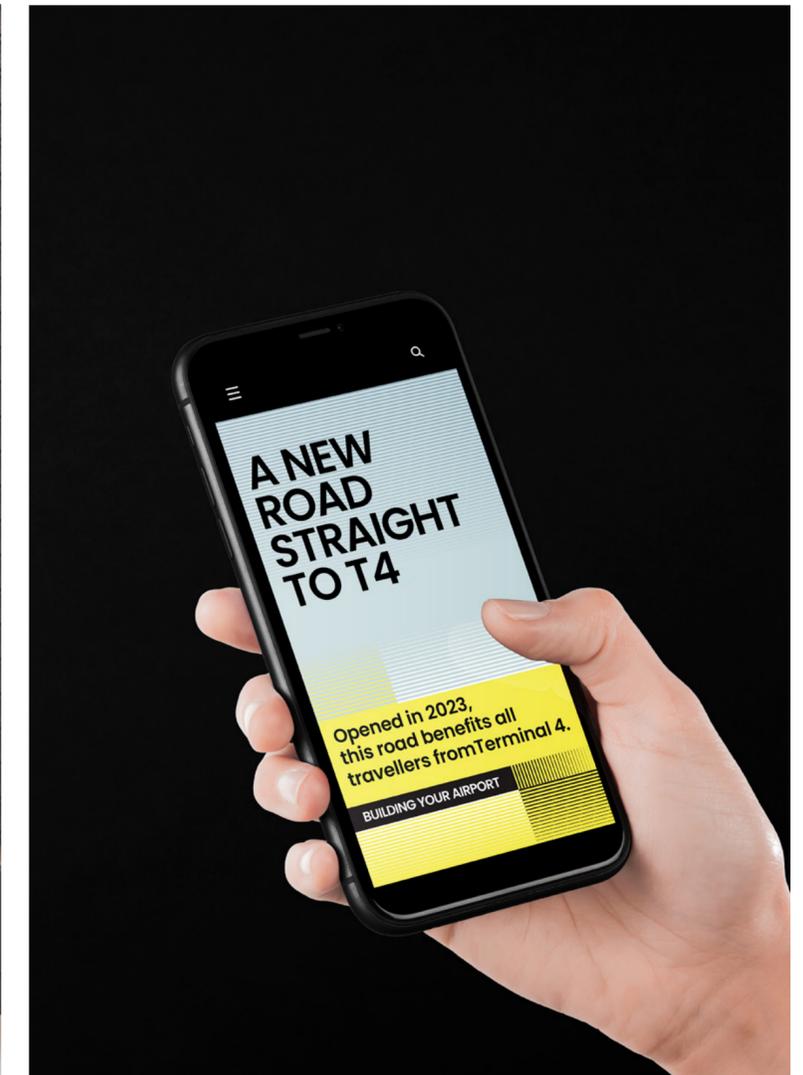
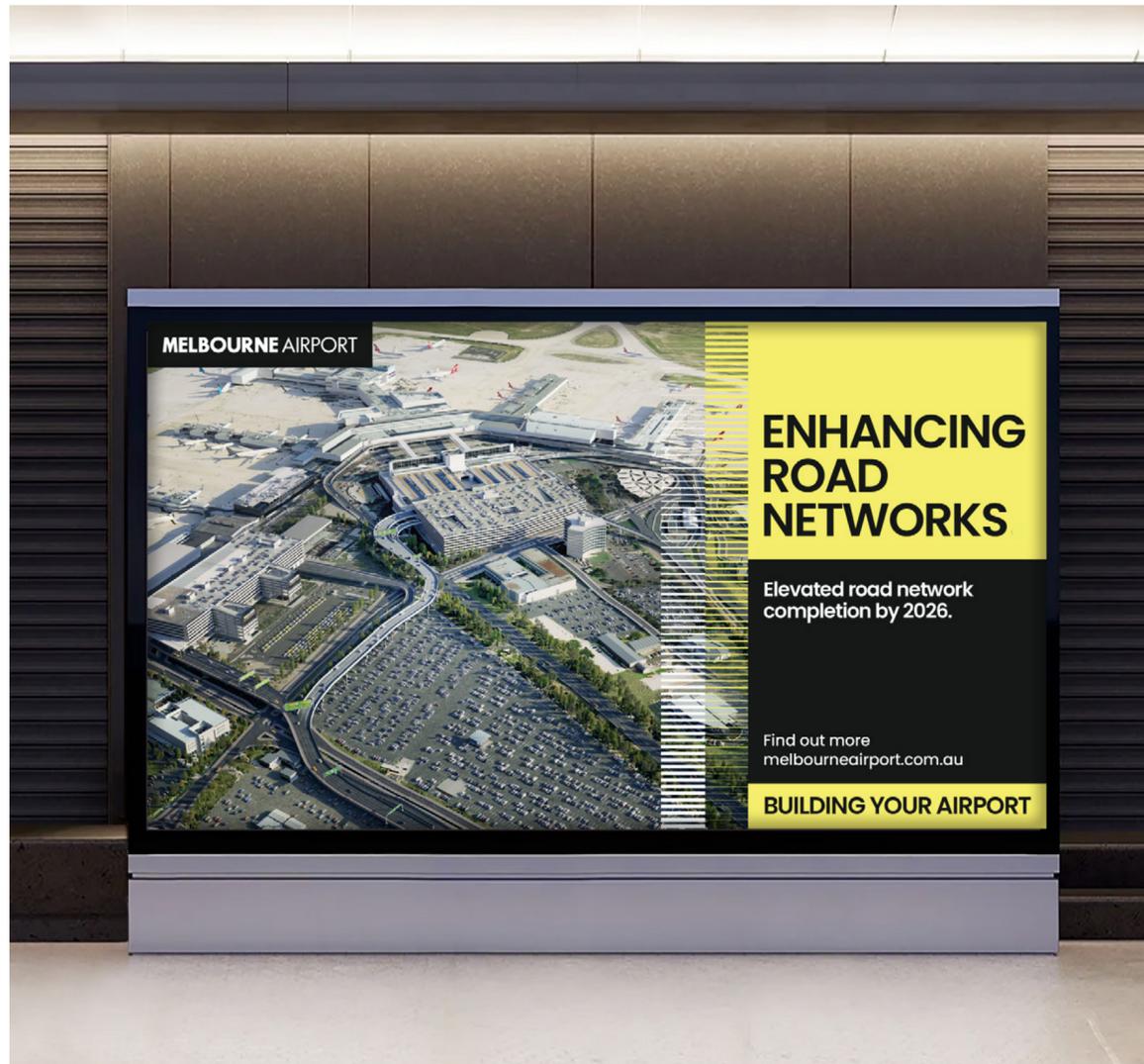
## 9.2.7 BUILDING YOUR AIRPORT EXECUTION: PRIMARY

Here, we showcase a variety of examples where the brand brings its distinct personality to life. These executions demonstrate how the style of the campaign are expressed in different ways, ensuring consistency and engagement with the target audience.



## 9.2.7 BUILDING YOUR AIRPORT EXECUTION: SECONDARY

Within our major projects, there are many stories to share in more detail. We use Building Your Airport as a sign-off to these expanded proof points.



Note: Photography shown here are found stock resources or supplied assets from Melbourne Airport. They form the overall aesthetic as a visual style.

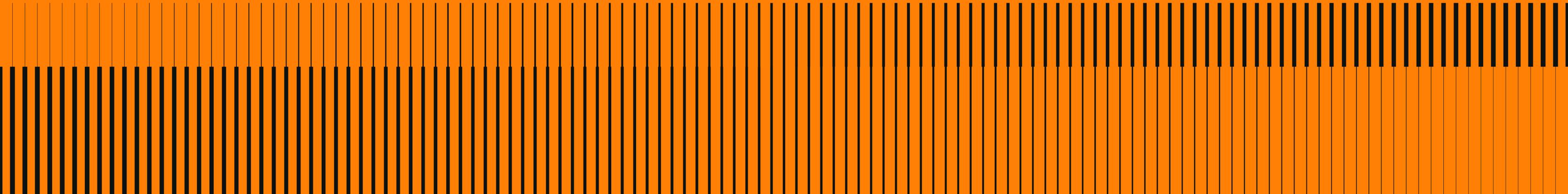
This section outlines the key brand elements and overall look and feel of the 'Our Melbourne. Your Airport.' campaign. These creative assets are designed to reflect our connection to Melbourne, its people, businesses and unique culture.

Campaign elements may be used by the business units listed in the campaign matrix. If your team is included, select the message intention that best suits your objective and apply it as the major heading.

These elements are particularly useful when highlighting our role as part of the city's fabric, welcoming travellers, supporting local communities and championing Melbourne's identity.

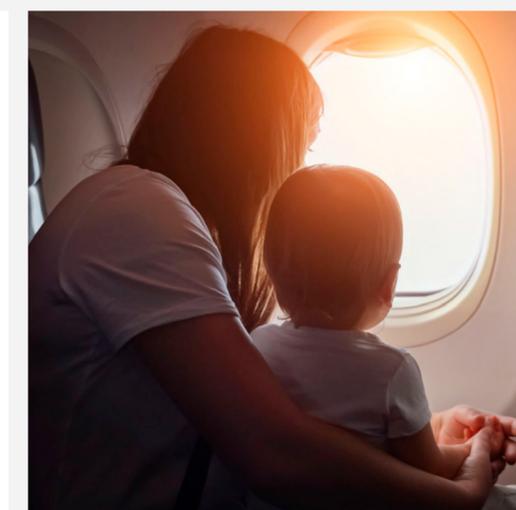
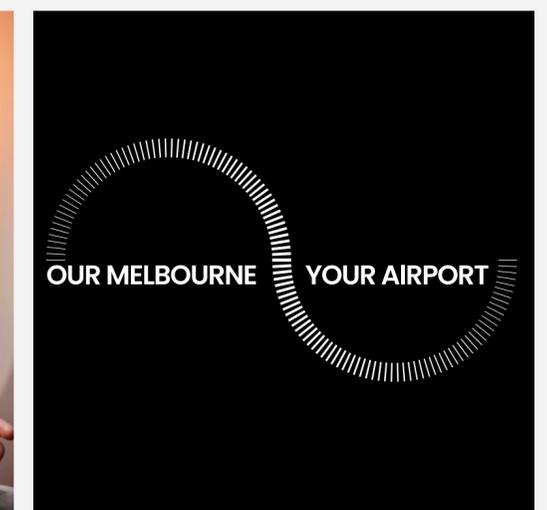
# 9.3 OUR MELBOURNE. YOUR AIRPORT. CAMPAIGN

- 9.3.1 Brand Overview
- 9.3.2 Strategy
- 9.3.3 Colour
- 9.3.4 Messaging Lockup
- 9.3.5 Graphic Device
- 9.3.6 Campaign Hierarchy
- 9.3.7 Execution



### 9.3.1 BRAND OVERVIEW

Each element of the 'Our Melbourne. Your Airport.' campaign works harmoniously within the composition. Always consider the purpose and message of each element to ensure the composition conveys a clear, intentional message.

Brand	Colour	Typography	Imagery	Graphics
				

Please refer to **Section 6.0** of the Master Brand Guide for all composition, scale rules, and progression line guidelines.

Please refer to **Section 4.0** of the Master Brand Guide for typographic rules, styling and general hierarchy.

Any photography shown throughout is for illustrative purposes only and may either be purchased or commissioned.

## 9.3.2 STRATEGY

How we summarise our strategy in one line

**OUR MELBOURNE. YOUR AIRPORT.**

In context.

The 'Our Melbourne Your Airport.' campaign celebrates Melbourne Airport's dual role as both a gateway to the world and a unique reflection of Melbourne's vibrant character. This campaign connects travellers with the essence of the city while showcasing the airport as a destination in its own right, where people can unwind, shop, dine, and connect.

### 9.3.3 COLOUR ALLOCATION

Colour hierarchy ensures strong brand consistency when applied across numerous applications. An established, clear, and cohesive colour system helps create a unified visual identity that enhances brand recognition and unifies user experiences.

CHARCOAL

30%

HEX  
#151818

RGB  
21, 24, 24

CMYK  
75, 66, 66, 82

PANTONE  
Black 3 Coated / Black 6 Uncoated

GOLD

30%

HEX  
#D8C294

RGB  
216, 194, 148

CMYK  
12, 21, 46, 0

PANTONE  
468 Coated / 4685 Uncoated

HORIZON ORANGE

30%

HEX  
#F07F20

RGB  
240, 127, 32

CMYK  
0, 62, 97, 0

PANTONE  
164 Coated / 144 Uncoated

WHITE

10%

HEX  
#FFFFFF

RGB  
255, 255, 255

CMYK  
0, 0, 0, 0

PANTONE  
Not Applicable

## 9.3.4 MESSAGING LOCKUP

While the official campaign reads 'Our Melbourne. Your Airport.', we use 'Our Melbourne — Your Airport' in campaign designs and materials to align more stylistically with the brand.

**OUR MELBOURNE — YOUR AIRPORT**

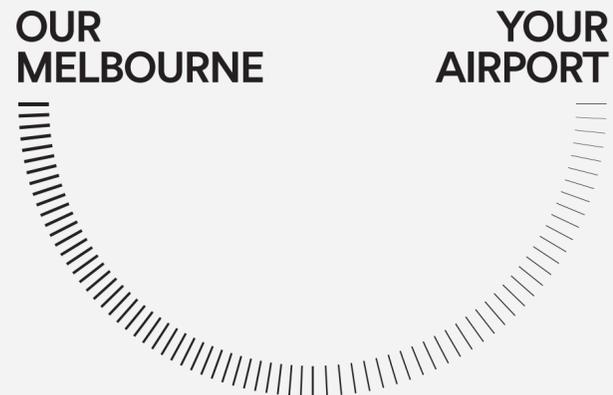
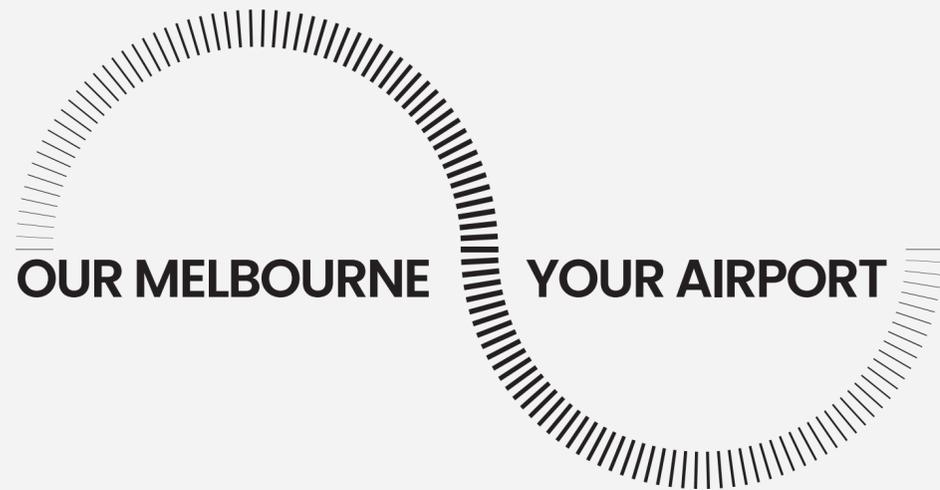
### 9.3.5 GRAPHIC DEVICE

The tagline 'Our Melbourne. Your Airport.' captures two key aspects of the experience. 'Our Melbourne' represents the pride and richness of the city, while 'Your Airport' emphasises the airport as a space for you. A place where travellers make the most of their time, whether shopping, dining, or connecting with loved ones.

To unify the 'Our Melbourne. Your Airport.' message visually, the campaign includes lockups that use the Progression Lines to connect the messaging. These lines act as a dynamic bridge, symbolising movement and connectivity between the two sides of the message. They can be used to suit your specific needs and formats.

Used for wider and taller executions where space is a luxury such as large format banners or hoarding.

Used for landscape or elongated executions such as billboards and leaderboard banners.



Used for square or vertical banner executions, such social tiles and oOh!media screens.

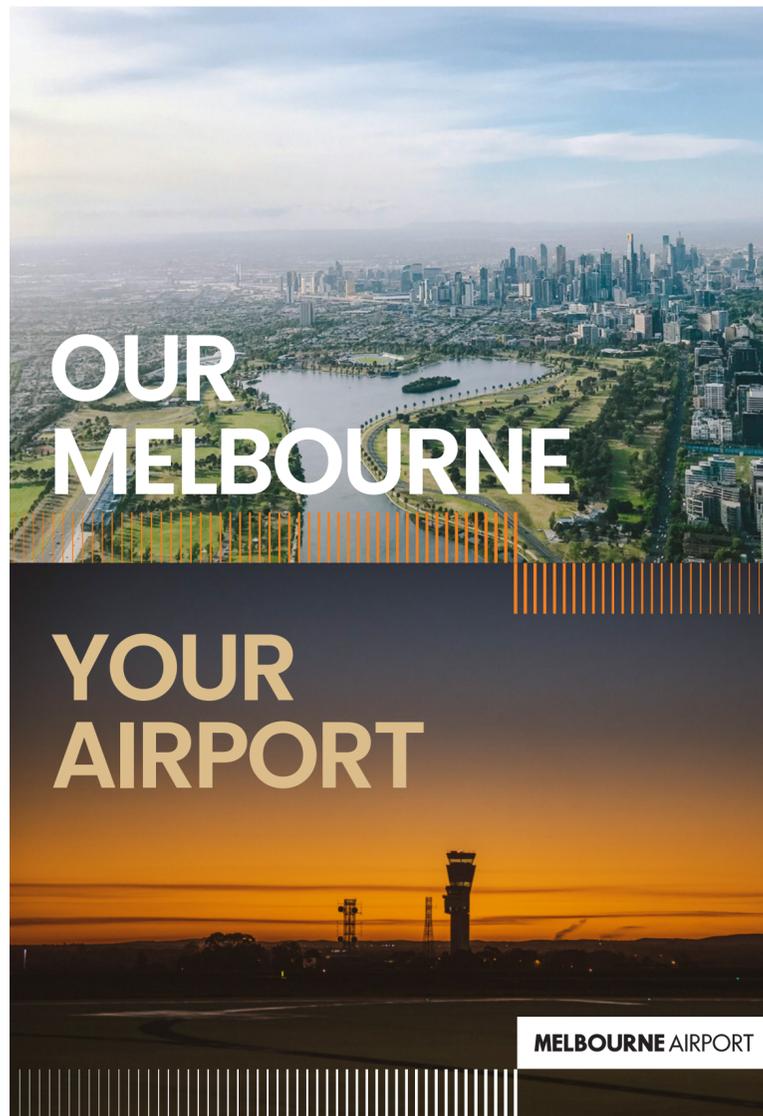


### 9.3.6 OUR MELBOURNE. YOUR AIRPORT. HIERARCHY

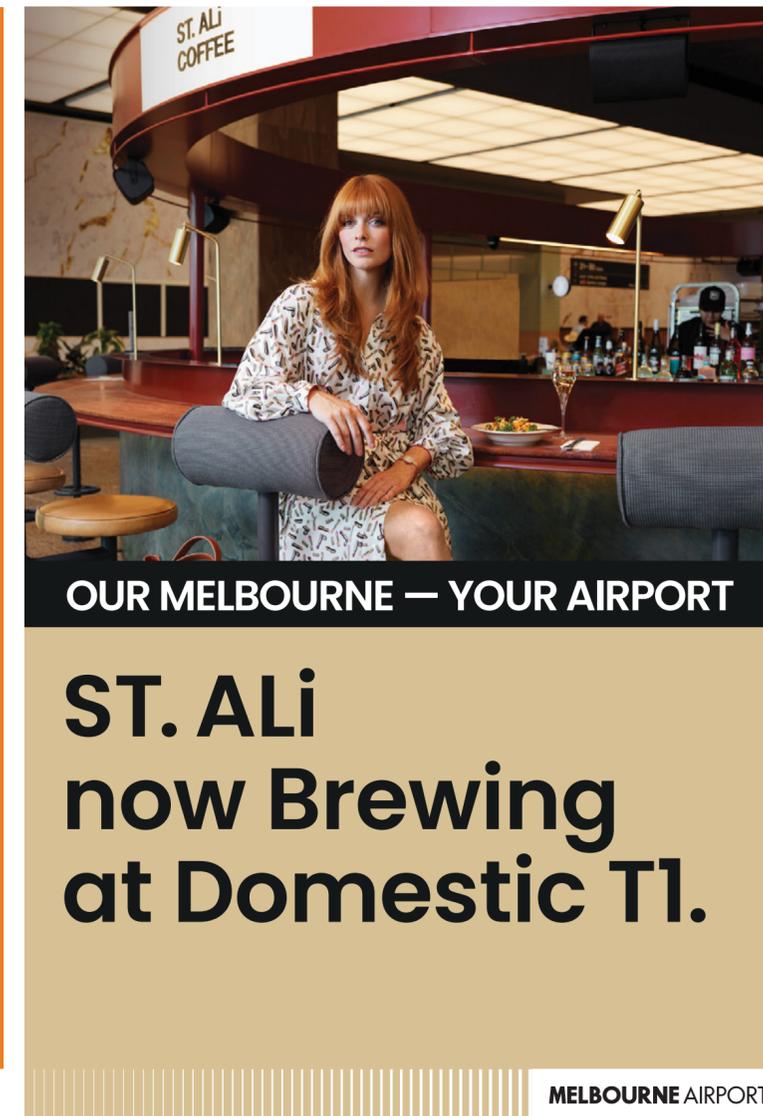
When the campaign is the primary focus, a single-message approach is used, positioning the campaign as the hero. This helps build awareness and reinforce brand equity.

When other key messages take precedence, the campaign takes on a secondary role. These examples demonstrate how flexible the system can be, supporting a dynamic and cohesive brand experience.

Campaign execution: Primary focus



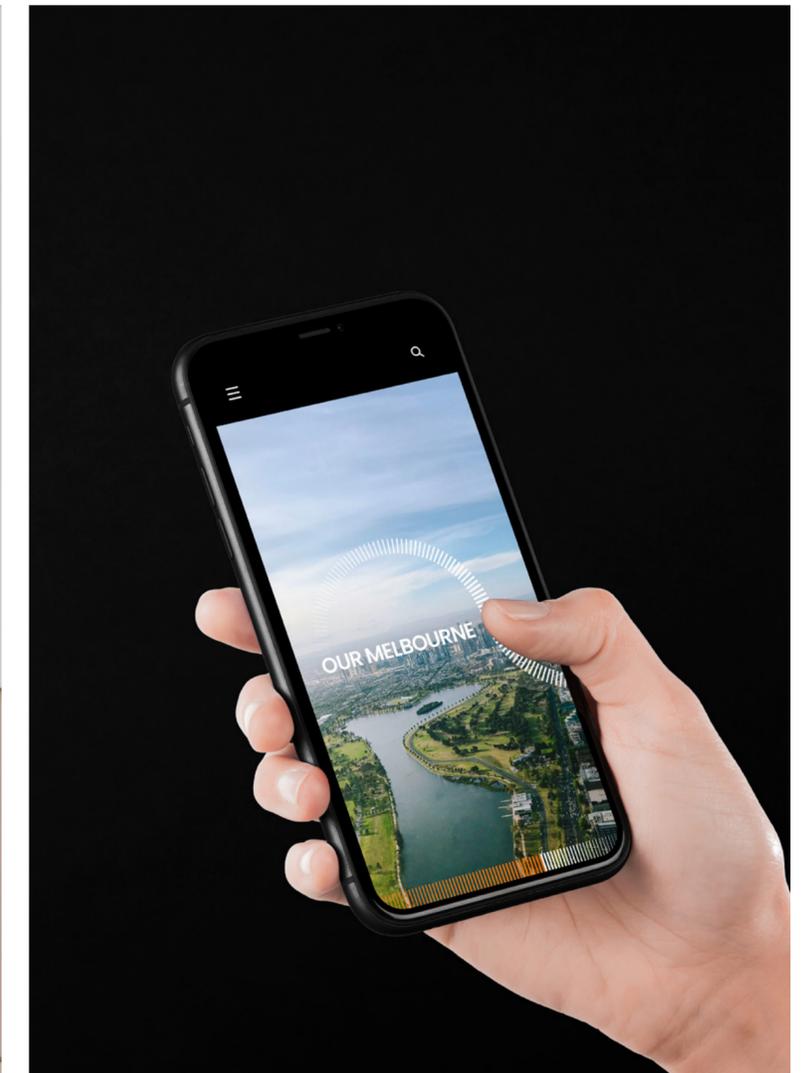
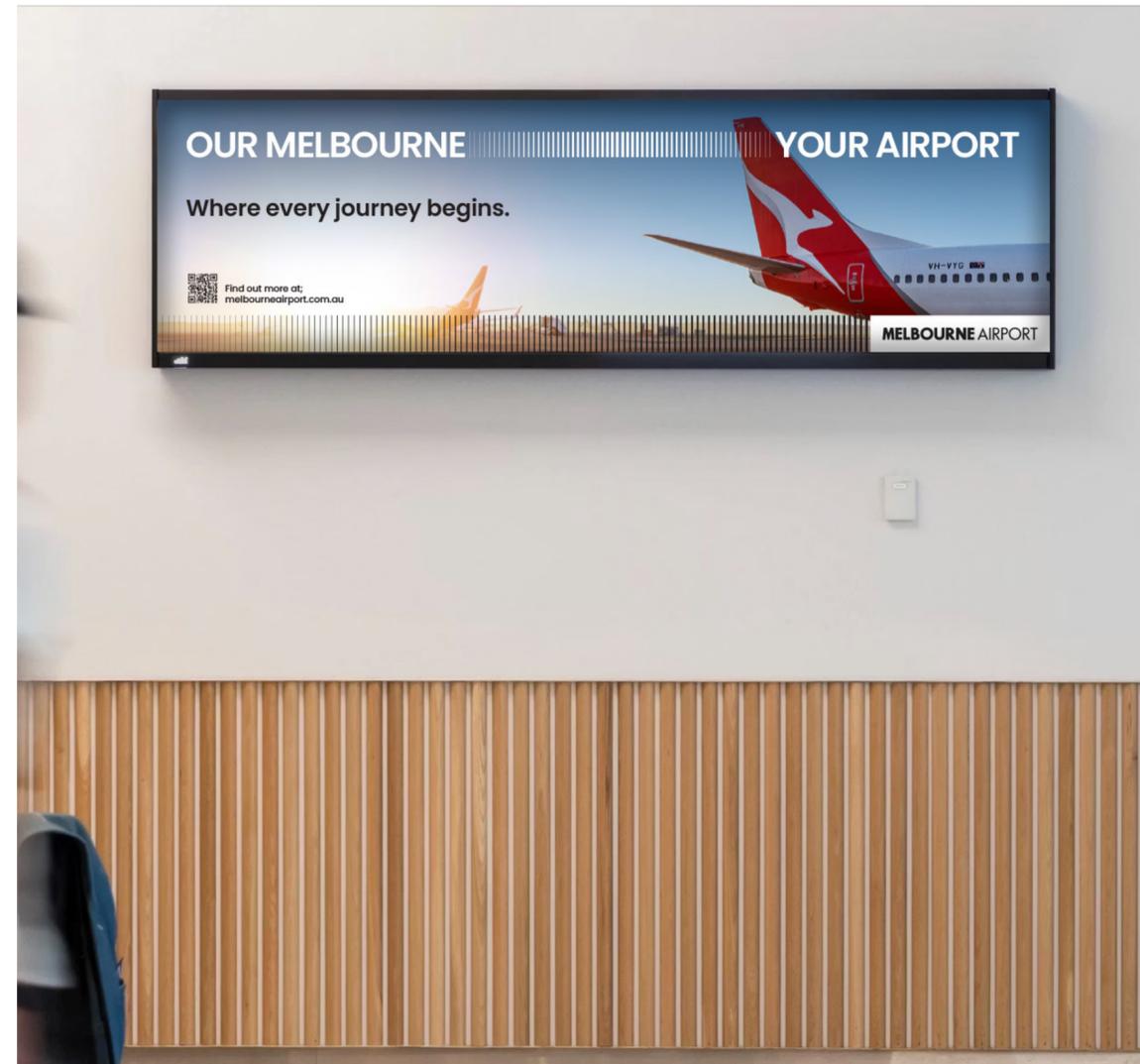
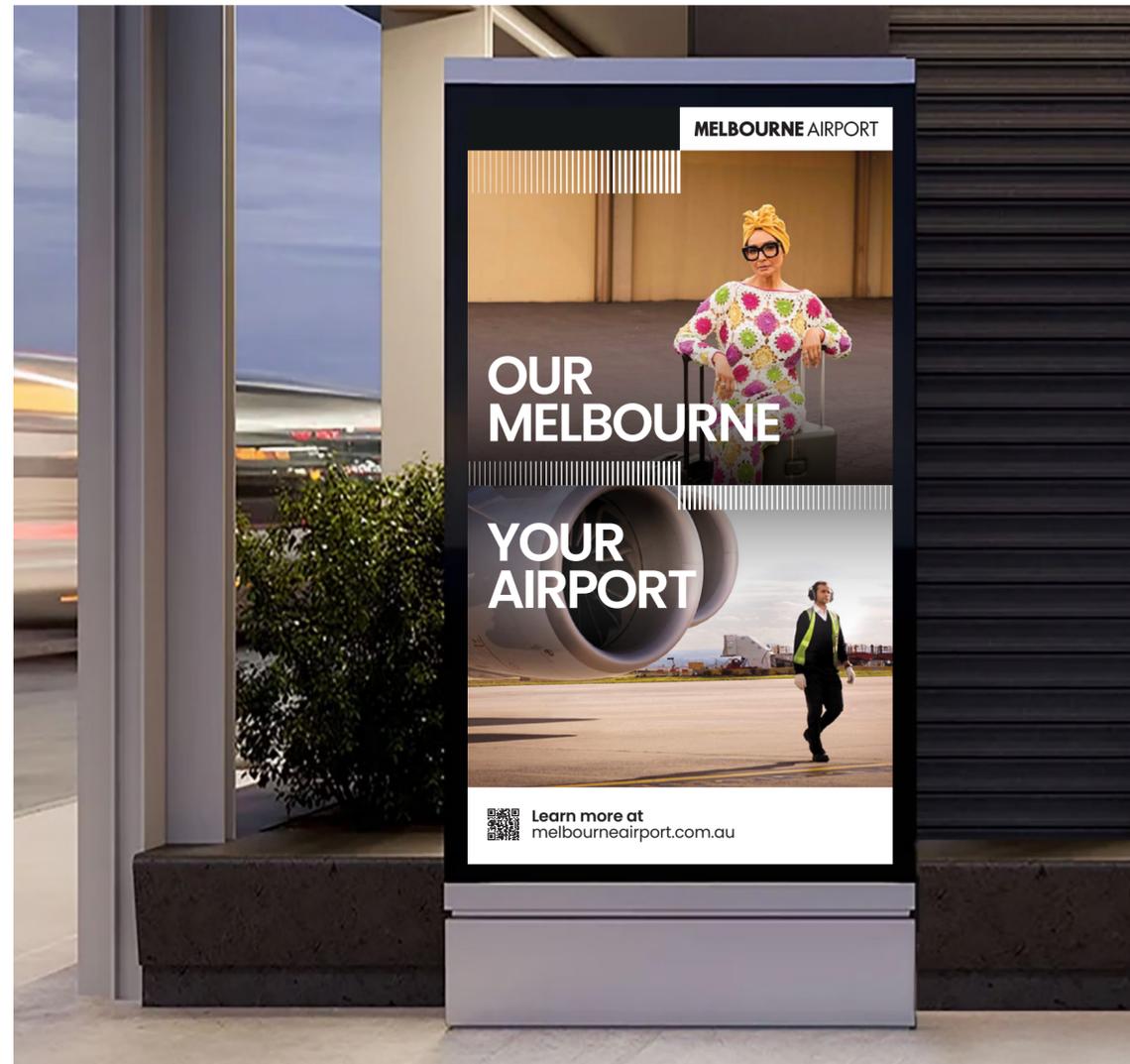
Campaign execution: Secondary focus



Note: Photography shown here are found stock resources or supplied assets from Melbourne Airport. They form the overall aesthetic as a visual style.

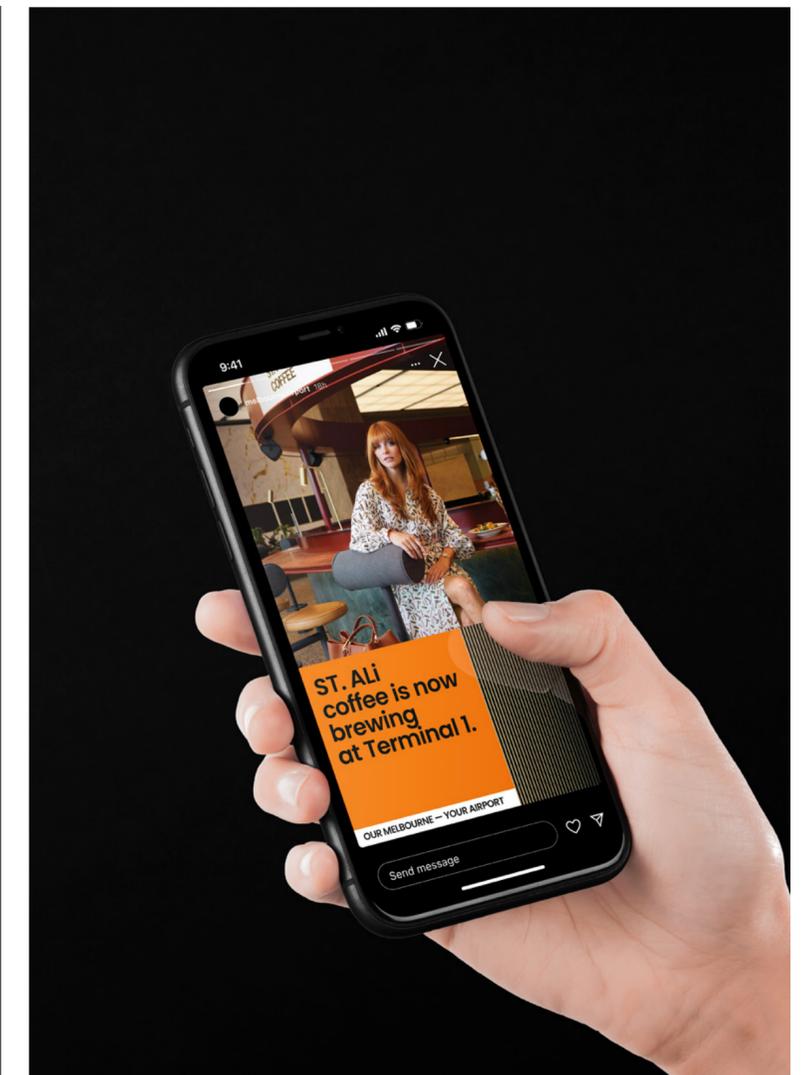
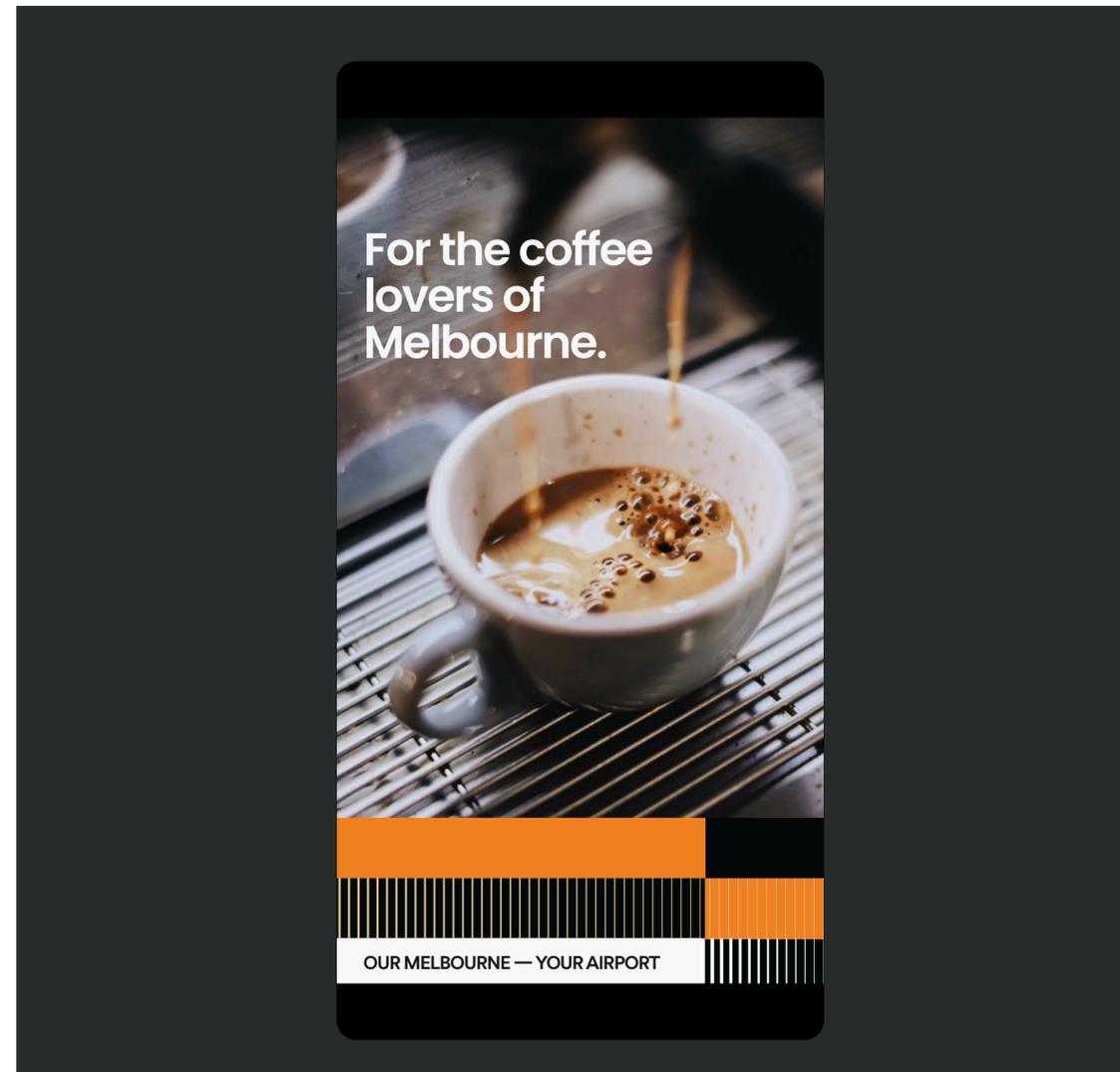
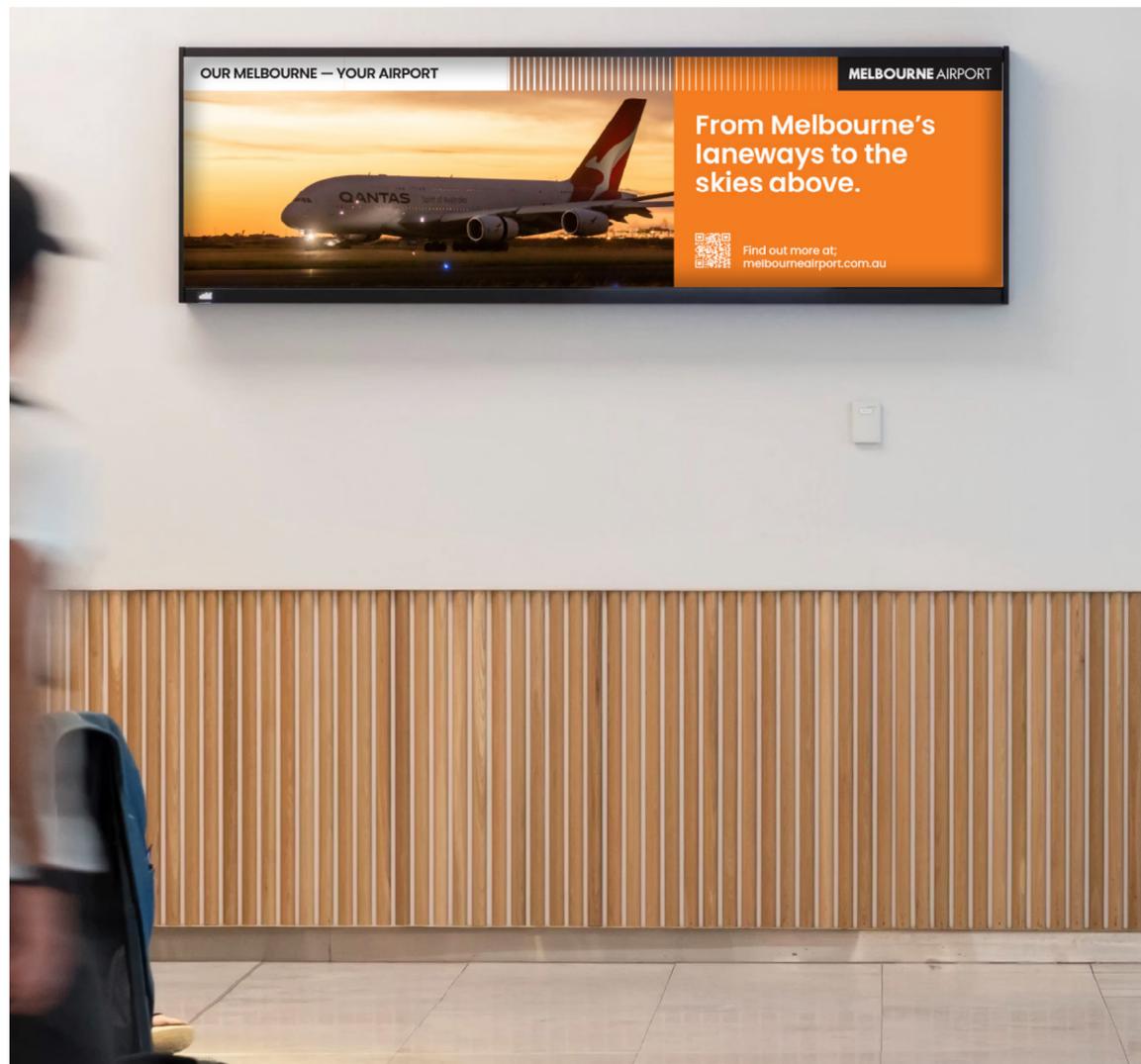
### 9.3.7 OUR MELBOURNE. YOUR AIRPORT. EXECUTION: PRIMARY

Here, we showcase a variety of examples where the brand brings its distinct personality to life. These executions demonstrate how the style of the campaign are expressed in different ways, ensuring consistency and engagement with the target audience.



### 9.3.6 OUR MELBOURNE. YOUR AIRPORT. EXECUTION: SECONDARY

The 'Our Melbourne. Your Airport.' campaign celebrates Melbourne Airport's dual role as both a gateway to the world and a unique reflection of Melbourne's vibrant character. This campaign connects travellers with the essence of the city while showcasing the airport as a destination in its own right, where people can unwind, shop, dine and connect.



Note: Photography shown here are found stock resources or supplied assets from Melbourne Airport. They form the overall aesthetic as a visual style.

At Melbourne Airport, we understand that every traveller experiences the world differently. That's why we prioritise visual accessibility to ensure a smooth, stress-free journey for everyone. From clear, high-contrast signage to visually sympathetic digital displays, every detail is designed with care to support those while enhancing the overall experience for all our passengers. Because creating a welcoming and inclusive environment is at the heart of what we do.

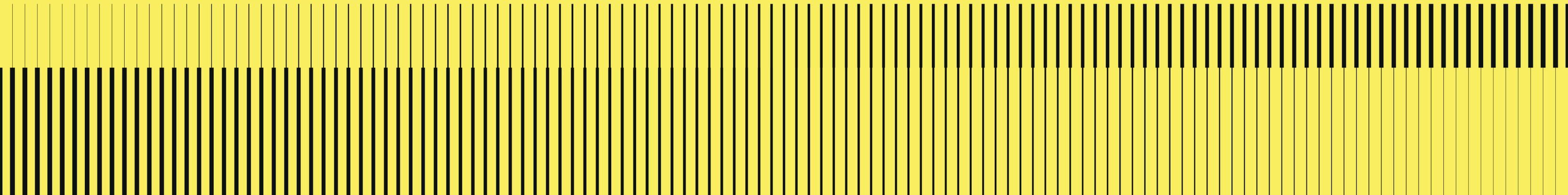
# 10.0 ACCESSIBILITY

## 10.1

**Welcome Wall Introduction**

## 10.2

**Accessibility Recommendations**



## 10.1 WELCOME WALL INTRODUCTION

Melbourne Airport has unveiled a groundbreaking full-motion immersive digital walkway, the first of its kind. Spanning 66 meters in length and 2.25 meters in height, the floor-to-ceiling installation matches the length of an Airbus A350 and greets international arrivals just before Duty-Free. As Australia's largest 24-hour international gateway, this dynamic platform offers brands a powerful opportunity to engage global audiences and make a lasting first impression.

To ensure inclusivity, the digital display is to incorporate accessibility guidelines, including high-contrast visuals, large legible fonts, and motion pacing designed to minimise sensory overload. These features help create an engaging and welcoming experience for all travellers, including those with visual or cognitive impairments.



## 10.2 ACCESSIBILITY RECOMMENDATIONS

Here are some key recommendations to help ensure that any advertising minimises the risk of harm while also creating a positive and enjoyable experience for the audience.

### WARNINGS

Warnings should be clearly displayed before travellers reach the Welcome Wall. A suggested message could be: 'Caution: Large visual screens ahead. If you are sensitive to bright light, consider wearing sunglasses.' This helps ensure individuals have time to prepare and can manage any discomfort caused by light exposure.

### ADVERTISER RECOMMENDATIONS

To ensure a safe, inclusive, and enjoyable experience for all travellers, we recommend the following creative best practices:

#### 1 – Minimise cognitive load

Use clear, plain language and follow a logical visual and narrative flow. Avoid sudden or unexpected visual elements that may cause confusion or discomfort.

#### 2 – Reduce visual clutter

Design visuals that are clean and easy to interpret. Use sufficient white or black space to provide visual rest and enhance overall clarity.

#### 3 – Use considerate animation

Where animation is used, avoid filling the full screen. This helps reduce brightness and visual intensity, making content easier to process.

#### 4 – Avoid rapid transitions and flashing effects

To prevent discomfort or potential health risks, do not include flashing, strobing, or fast-paced transitions.

#### 5 – Pace content for readability

Allow adequate time for travellers to process both text and visuals. Slower transitions and motion are preferred to ensure accessibility and comprehension.

#### 6 – Align with WCAG 2.2 Accessibility Standards

All creative must adhere to the Web Content Accessibility Guidelines (WCAG) 2.2, including but not limited to:

1.3.4 – Use of sufficient colour contrast

1.4.11 – Non-text element contrast

2.3 – Avoidance of content that may trigger seizures or physical reactions

**FOR FURTHER INFORMATION AROUND  
ACCESSIBILITY GUIDELINES PLEASE [CLICK HERE](#).**

# Your Questions? Our Support.

If you have any questions or need further guidance,  
please reach out – [jackie.thian@melair.com.au](mailto:jackie.thian@melair.com.au)