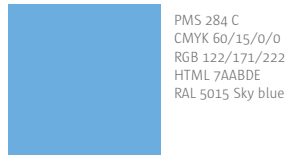
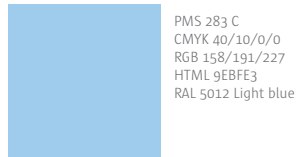
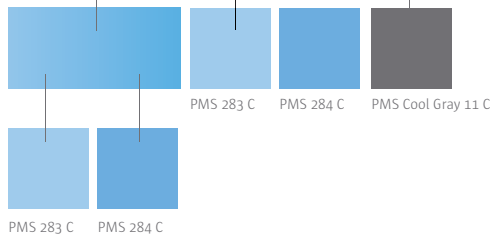


Brussels Airport logoguidelines



Main logo

Explanation of the logo
The new logo represents meridians or airplane trails meeting at a central point representing Brussels Airport, in the capital and heart of Europe.

The logo should never be reproduced from a website or previously printed publication and cannot be redrawn, re-set, re-proportioned or distorted.

The correct Brussels Airport logo can be found online (visual guidelines website) where it is available in different file formats and colour versions. The correct Brussels Airport logo can be found online, where it is available in different file formats and colour versions (www.brusselsairport.be/logos)

Colours used
The choice for sky blue isn't only because we're in the airport business. It is not the standard institutional airline blue. It is a more modern, dynamic and welcoming shade of blue. The stylish dark gray communicates efficiency and quality.

The Brussels Airport colour palette is composed of 3 primary colours, plus a range of 17 secondary colours that complement and contrast the primary colours.

Primary colours
The 3 primary colours used in the Brussels Airport logo are: PMS 283, PMS 284 en PMS Cool Gray 11. Each colour is expressed as a Pantone Matching System (PMS) solid "spot" colour, CMYK colour for traditional four-colour printing, RGB/HTML colour for on-screen and the RAL value.

Please be sure to use the correct formula for your reproduction method and application.

Logo variations

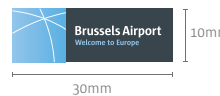


1 colour logo black & white
The black & white logo can be placed on a white or coloured background. Use these when the main Brussels Airport logo is not a printing option. (i.e. faxsheet)

Using the logo



exclusion zone around logo



Exclusion zone
An exclusion zone is the blank space or margin surrounding the logo. Exclusion zones give the logo breathing space for maximum visibility. The logo must stand clear of any other elements. No other graphic or text should appear within the exclusion zone. Exceptions are authorized corporate marks (i.e., business partner logo, etc.) and non-blurring or contrasting backgrounds.

Minimum size
The Brussels Airport logo can appear no smaller than the size specified here in any marketing or informational materials.

File Formats
The file format that should be used will vary depending on the application. The JPG format should only be used for digital applications such as Web. A JPG may also be printed to an inkjet, or in-house laser printer, but may not be used in traditional printing on press (offset printing). Only the EPS files should be used when offset printing. The JPG file should never be scaled up in size. It should be placed and used at actual size or reduced in size only, never enlarged or the resolution and image quality will suffer.



Scaled up JPG, fixed resolution: pixels
Colours in a JPG can be in CMYK and RGB



Scaled up EPS, maximum resolution: vectors
Colours in an EPS can be in CMYK, PMS, RGB