



**Brand Guidelines 2020**

Last Updated: 7/23/2020



# Logo Guide

## APPROVED LOGOS

A. PHL\_Stacked [\(Blue\)](#) [\(White\)](#)

PHL\_Stacked is the preferred logo for corporate identity materials, brand or general advertising, as well as marketing materials, including the phl.org website, videos specific to PHL and signage throughout the airport.



B. PNE\_Stacked [\(Blue\)](#) [\(White\)](#)

PNE\_Stacked is the preferred logo for marketing materials and signage throughout Northeast Philadelphia Airport.



C. PHL-PNE\_Adjacent [\(Blue\)](#) [\(White\)](#)

PNE-PHL\_Adjacent should be used for general advertising when both Philadelphia International Airport and Northeast Philadelphia Airport are represented. It should also be used when talking about the Division of Aviation and most presentations/corporate level initiatives for the C suite.



### DIGITAL AND SPONSORSHIPS ONLY



D. The PHL Only\_short logo should be used for digital media (website, social media etc.) when there is limited space available. This logo can also be used for sponsorships when it is alongside other logos. Do NOT mistake this logo for the PHL Only logo, which has a higher/longer arc and is no longer an approved logo.



E. The PHL-PNE\_short logo should be used for digital media when there is limited space available. This logo should also be used for sponsorship when it is alongside three (3) other logos.

## COLOR USAGE

A standard airport blue or white logo should be used for all products, business stationery, corporate literature (data sheets, brochures, etc.) and promotional items whenever possible.

The logo may only appear in black when working with required black & white advertisements



HEX: #072C62  
RGB: 7, 4, 98  
CMYK:

100%  
91%  
33%  
26%

HEX: #FFFFFF  
RGB: 255, 255, 255  
CMYK:

91%  
89%  
47%  
65%

## BACKGROUNDS

On pictures, the logos should always be displayed with a transparent background (as shown on page 5).

If the logo is placed alone on a solid background, the background must either be white or PHL airport blue (opposite of the logo color). This mostly applies to signage.



## SPACING

Ample space must surround the logo. Dimensions indicated below are the minimum space requirements when positioning the logo.



## MISUSE

- A. Do not cut off the arc or any part of the logo
- B. Don't place the logo on a busy background that interferes with visibility
- C. Don't change the color
- D. Don't place text or images inside of the logo's clear space (please refer to the "Spacing" section on page 6)
- E. Don't add drop shadows
- F. Don't remove the arc or other elements
- G. Don't rotate the logo
- H. Don't stretch the logo
- I. Don't use the logo with a solid background on pictures
- J. Don't use PHL stacked for sponsorships when surrounded by other logos



## HOW TO USE THE LOGO

A. Advertising - PHL\_Stacked is always the preferred logo when representing Philadelphia International Airport, but it must be legible. If the logo is paired with three (3) or more logos, then PHL Only\_Short must be used (refer to pages 3 and 7).



B. Social Media - A logo is not necessary for every image that is posted on social media, but when a logo is used and when deciding which one to use, factors such as subject matter (PHL, PNE or PHL and PNE), space, and visibility should be considered (refer to page 3).



C. Website - For visibility purposes, the PHL Only\_short logo should be used when limited space is available. The PHL Stacked logo may be used at the bottom of each page where there is more space.



D. Signage - The logo must be easy to read and adhere to the proper spacing guidelines. Although there are more than three other logos on this sign, the PHL logo is separated from the others and is legible.



E. Letterhead - PHL-PNE\_Adjacent should be used on all letterheads and located in the top right corner of the page.

