Brand Guidelines

phl

Philadelphia
International
Airport

Ready? Let's do this.

This Brand Guide is a resource for future implementation of the PHL Airport brand. The brand guidelines contained in this document describe the essential elements of the brand along with examples to help build brand recognition and unity across all marketing materials.

We want to ensure that every facet of PHL Airport — from the way we describe ourselves to our signage and branded items — conveys the same sentiment. Adherence to these guidelines will ensure consistency and recognition of the brand. This document will be periodically refined and assessed to account for necessary changes and evolutions to the brand to ensure there is always a single standard usage.

For questions or additional information, please contact **brand@phl.org**.

Visual Brand
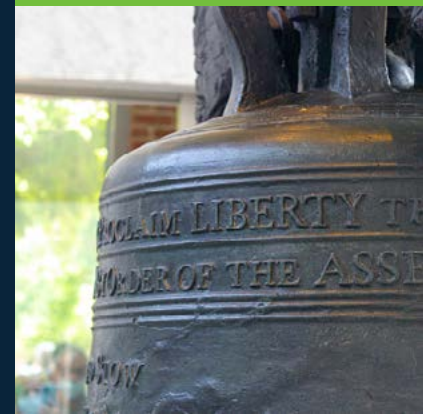
Our refreshed brand story

The starting point
Philadelphia is a city of beginnings, rooted in a legacy of firsts and innovation. Just like how PHL is more than an airport — it's a starting point for extraordinary journeys, both personal and professional.

Our refreshed identity reflects this vision, establishing PHL as a gateway to new experiences and a bold signal of progress, all with a modern design built for what's next.

Because at PHL, good things start here.

Logo anatomy

A logo is more than just a symbol — it's the foundation of a brand's identity. Every element, from color to typography, plays a critical role in shaping perception and ensuring clarity across different touchpoints.

An inverted color palette balances distinction and cohesion. The two shades of blue evoke both the open sky and PHL's iconic deep blue, reinforcing PHL's role as a global gateway while maintaining strong ties to the city and brand equity.

An evolved jet stream graphic to symbolize movement, connectivity, and PHL as the starting point of every journey.

phl

Philadelphia International Airport

Pp

Title case type adds professionalism while conveying a welcoming, vibrant sense of travel. Additionally, lowercase offers approachability, friendliness, and warmth from a global perspective.

Typeface Museo Sans reflects Philadelphia's strength, resilience, and craftsmanship. Its clean, modern lines ensure clarity and impact across all applications.

Logomark usage

It is important to follow guidelines for logomark usage to ensure consistency across materials.

PHL Airport logo is for any public-facing 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.

PNE Airport logo is for any public-facing marketing materials and signage throughout Northeast Philadelphia Airport.

PHL & PNE Airport combined logo is for corporate materials (e.g., corporate stationery, PowerPoint files) as well as any public-facing advertising or materials where both Philadelphia International Airport and Northeast Philadelphia Airport are represented.

PHL logo color usage

PHL primary logo

The primary logo should be used in most touchpoints, particularly those that appear inside the airport. It is available in horizontal and vertical configurations to provide flexibility across various applications and layouts.

Additionally, the logos are each available in black and reverse versions which should only be used in cases where it is not possible to use the preferred full-color versions.

PHL primary logo — vertical

Color

Color — Reverse

Black

Reverse

PHL primary Logo — horizontal

Color

Color — Reverse

Black

Reverse

PNE logo Color Usage

PNE primary logo
The primary logo is available in horizontal and vertical configurations, to provide flexibility across various applications and layouts.

The logos are available in black and reverse versions, and should only be used in cases where it is not possible to use the preferred full-color versions.

PNE primary logo — vertical

Color

Color — Reverse

Black

Reverse

PNE primary logo — horizontal

Color

Color — Reverse

Black

Reverse

Secondary logo color usage

Secondary logo

Use the secondary logo when the primary logo appears too small for the airport title to remain legible.

PHL secondary logo

Color

Color — Reverse

Black

Reverse

PNE secondary logo

Color

Color — Reverse

Black

Reverse

PHL & PNE combined logo color usage

The PHL & PNE combined logo is available in these color versions.

Secondary logos are available for instances when the airport title is too small to remain legible.

Primary combined logo

Color

Color — Reverse

Black

Reverse

Secondary combinedlogo

Color

Color — Reverse

Black

Reverse

Spacing and size

It is important that the PHL lockup and logo are used at sizes that will maintain their integrity.

Clear space
Ensure that the space around the lockup and logo is at least the height of the "P" letter. The size of the space will vary depending on the actual size of the lockup or logo used.

Minimum size
Ensure the lockup is sized at a minimum width of .75". If a smaller size is needed, use the secondary logo (airport identifier) at a minimum width that is specified.

Clear space

Clear space guidelines apply to both the PNE logo and the PHL & PNE combined logo.

Minimum size

75"
(54 pixels)

75"
(54 pixels)

.375"
(27 pixels)

.453"
(33 pixels)

1.375"
(99 pixels)

.8633"
(62 pixels)

"P" logomark

The "P" logomark is a visual wink to PHL Airport — simple, iconic, and instantly recognizable. While it captures the spirit of the airport without the full airport title, it should always be paired with the full logo on the touchpoint to ensure clear recognition.

There are three versions:

1. **PHL & PNE P**, uniting the PHL and PNE airports in Sky Blue

2. **PHL P**, mirroring the 2-color "P" from the PHL logo

3. **PNE P**, mirroring the 2-color "P" from the PNE logo

1. PHL & PNE P

2. PHL P

3. PNE P

Typography

Museo Sans

The Museo typeface brings a bold and welcoming style, capturing the dynamic and vibrant enjoyment of travel. Its distinctive letterforms create a strong visual identity that draws attention while still providing clarity and readability.

SOUTH PHILADELPHIA

Germantown & Chestnut Hill & Mt. Airy

University City

East Falls & Manayunk & Roxborough & Andorra

Point Breeze

INDEPENDENCE HALL

PORT RICHMOND & FISHTOWN & NORTHERN LIBERTIES

Bella Vista & Hawthorn

THE GREATER NORTHEAST

Spring Garden & Fairmount & Brewerytown

PENN'S LANDING

Color palette

Color is a big part of our brand, and this vibrant palette was designed to reflect PHL Airport's well-recognized deep blue, the open sky, and the lively energy that makes Philadelphia so iconic.

Color palette

Primary colors

The PHL primary blues work in harmony to evoke both the open sky and PHL's iconic deep blue, reinforcing PHL's role as a global gateway while maintaining strong ties to the city and brand equity.

Corporate and internal materials should mainly use the primary color palette, with secondary colors being used sparingly.

PHL Deep Blue

Hex: #0b2539
RGB: 11/37/57
CMYK: 95/78/50/56
Pantone: 539 C

PHL Sky Blue

Hex: #00aeef
RGB: 0/174/239
CMYK: 100/0/0/0
Pantone: Process Cyan C

Color palette

Secondary colors

The secondary palette further connects PHL to the essence of Philadelphia. Inspired by the rich green of Rittenhouse Square, the soft pink of cherry blossoms in spring, the bold orange of the Broad Street Line, and the vibrant statues found in Logan Square, this thoughtful combination of colors brings the city's dynamic energy to life, reinforcing PHL's commitment to both global connectivity and local pride.

Logan Fountain

Hex: #09a89e
RGB: 9/168/158
CMYK: 78/10/45/0
Pantone: 326 C

Broad Street Line

Hex: #ef6923
RGB: 239/105/35
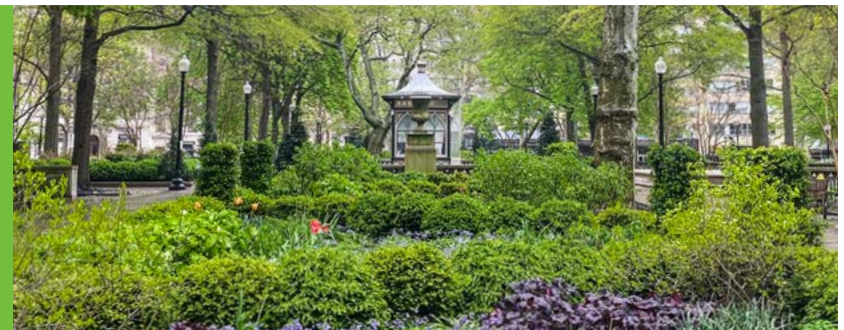CMYK: 1/73/100/0
Pantone: 158 C

Cherry Blossoms

Hex: #d82e92
RGB: 216/46/146
CMYK: 10/94/0/0
Pantone: 233 C

Rittenhouse Square

Hex: #75bd46
RGB: 117/189/70
CMYK: 59/1/98/0
Pantone: 360 C

Color palette

Tertiary colors

The tertiary color palette builds on the city's vibrant energy, drawing inspiration from its art, architecture, and the beloved "Go Birds" green — a tribute to Philadelphia's deep-rooted sports pride.

Neutral tones, like City Hall and Comcast Tower, should be used sparingly to maintain the bold and colorful look of the brand.

Go Birds

Hex: #015159
RGB: 1/81/89
CMYK: 93/53/53/32
Pantone: 3165C

Mummer's Parade

Hex: #732a8e
RGB: 115/42/142
CMYK: 67/100/0/1
Pantone: 526 C

Whiz

Hex: #f9c21a
RGB: 249/194/26
CMYK: 2/24/98/0
Pantone: 123 C

Love Park

Hex: #ea3e32
RGB: 234/62/50
CMYK: 2/91/89/0
Pantone: 1795

City Hall

Hex: #ccc4b9
RGB: 204/196/185
CMYK: 20/19/25/0
Pantone: 406 C

Comcast Tower

Hex: #b5c5ca
RGB: 181/197/202
CMYK: 29/15/16/0
Pantone: 5435 C

Iconography system

Our icon system is designed to be versatile, covering everything from Philly's character to travel and internal business needs. With a clean, simple style, each icon is instantly recognizable while keeping our brand cohesive. Whether highlighting landmarks, travel essentials, or business tools, these icons work seamlessly across all touchpoints, making communication clear and consistent.

Brand Application
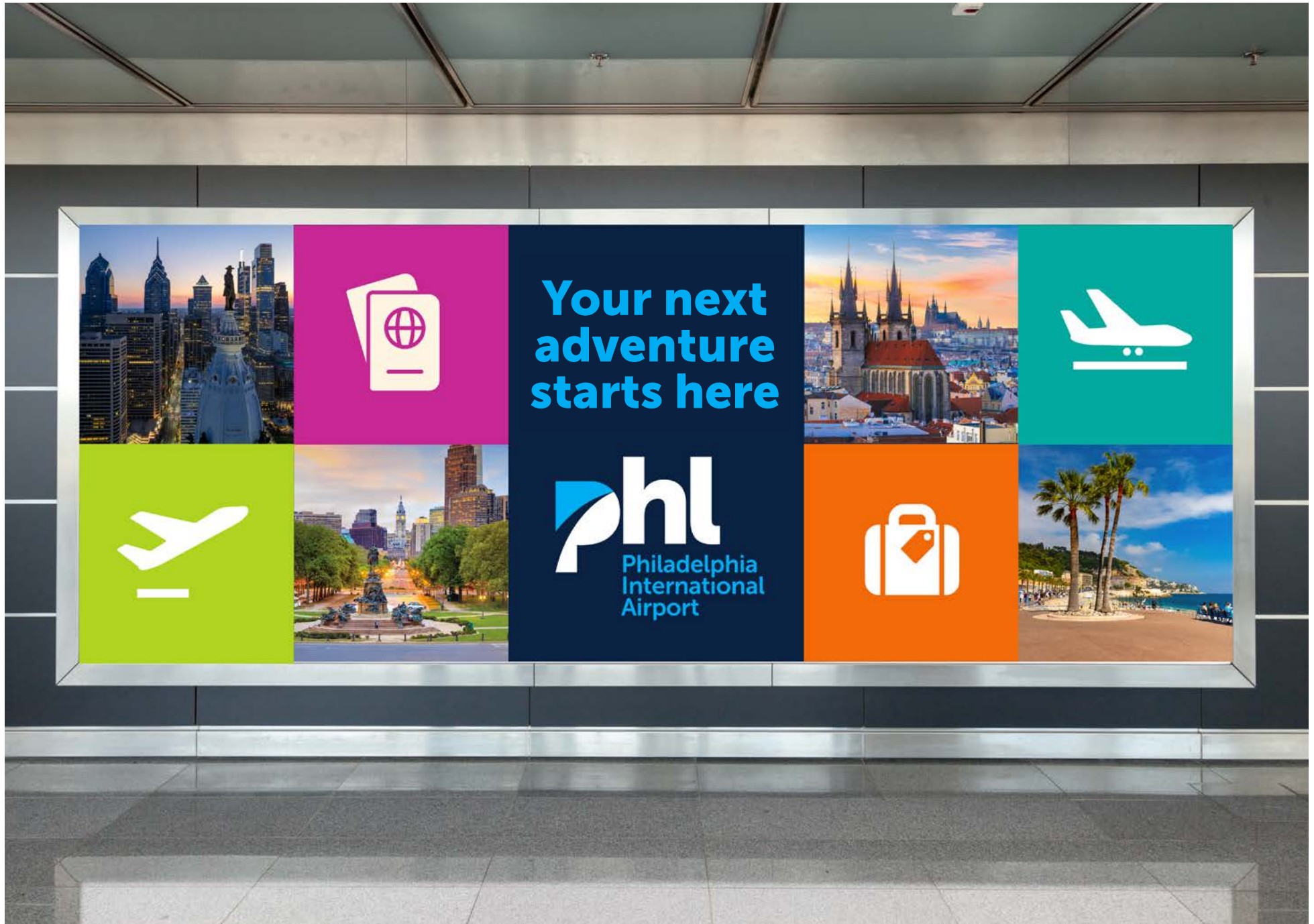
This is just the beginning.

This brand guide is a living, breathing document — designed to grow and evolve with us. As our brand continues to develop, so too will these guidelines.

phl.org

phl

Philadelphia International Airport