HIAL Brand Information

Background

The purpose of this document is to provide initial design guidelines ahead of the branding project being finalised and approved.

A suite of logos has been developed for HIAL and the 11 regional airports. This document details colour and typography details for these logos.

Please send any assets to the Communications team for review ahead of design going to print for final review.

Logo

If you require any of the 11 airport logos or HIAL logo please email communications@hial.co.uk for the relevant logo.

Logos are available in different formats depending on the graphic being used in the design.

These are:

- Transparent
- White
- RGB
- EPS

Font

The branding guidelines are currently being developed but we are working with a suite of logos that use the Tondo Font, a sans serif font available in Adobe Fonts. This font or a similar font should be used for any text in design work.

Tondo Light
The quick brown fox jumps over the lazy dog

Tondo Regular
The quick brown fox jumps over the lazy dog

Tondo Bold
The quick brown fox jumps over the lazy dog

Tondo Signage
The quick brown fox jumps over the lazy dog

Colour Palette

C100 M55 Y0 K55
R0 G56 B101
Pantone 540

C68 M34 Y0 K0
R75 G146 B219
Pantone 279

C51 M0 Y9 K0
R130 G206 B230
Pantone 305

C32 M50 Y6 K0
R183 G143 B181
Pantone 521

C64 M41 Y8 K17
R94 G122 B166
Pantone 646

C36 M4 Y0 K18
R150 G190 B212
Pantone 549 (70% opacity)