

Brand Manual

Brno Airport



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Brno Airport

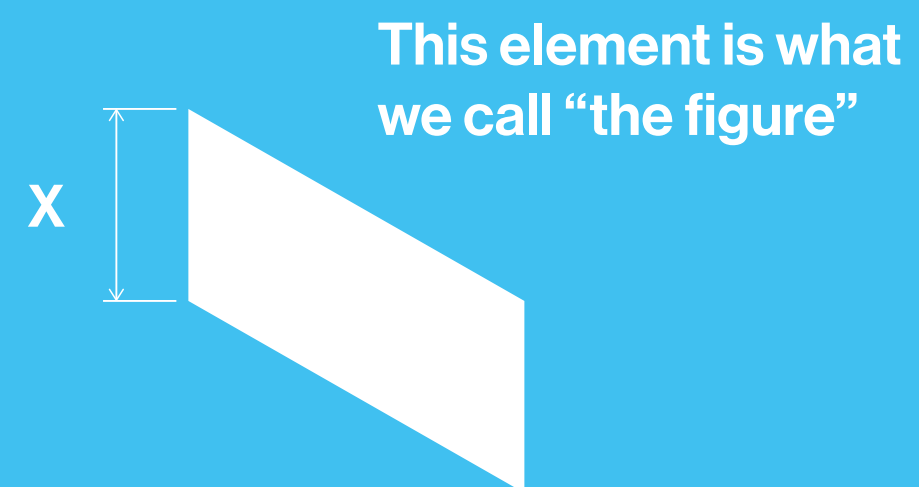
01	Logo
	Proportional Ratios
	Recommended Open Space
	Minimum Open Space
02	Symbol
03	Variants
04	Sizes
05	Incorrect Usage
06	Logo on Images
07	Logo /Powered by Accolade
08	Colour Scheme
09	Colour Scheme for Web
10	Typography
	System Font
11	Patterns
12	Iconography
13	Advertising Posters
14	Social Media
15	Identification Card
16	Vehicle Visualisation
	Passenger stairs (left side view)
	Bus (front view)
	Bus (left side view)
17	Airport Navigation

The basis of the new visual identity is a simplified symbol inspired by the silhouette of an airplane or bird in flight. This shape not only expresses the movement and character of air transport, but also cleverly creates the letter "B," which directly refers to Brno.

The repetition of this symbol creates a sense of air traffic and movement in the sky. These repeating elements form the basis of distinctive and dynamic patterns that reinforce brand recognition across various applications.



Spacing and proportions
of the logo are precisely defined
and must not be modified.

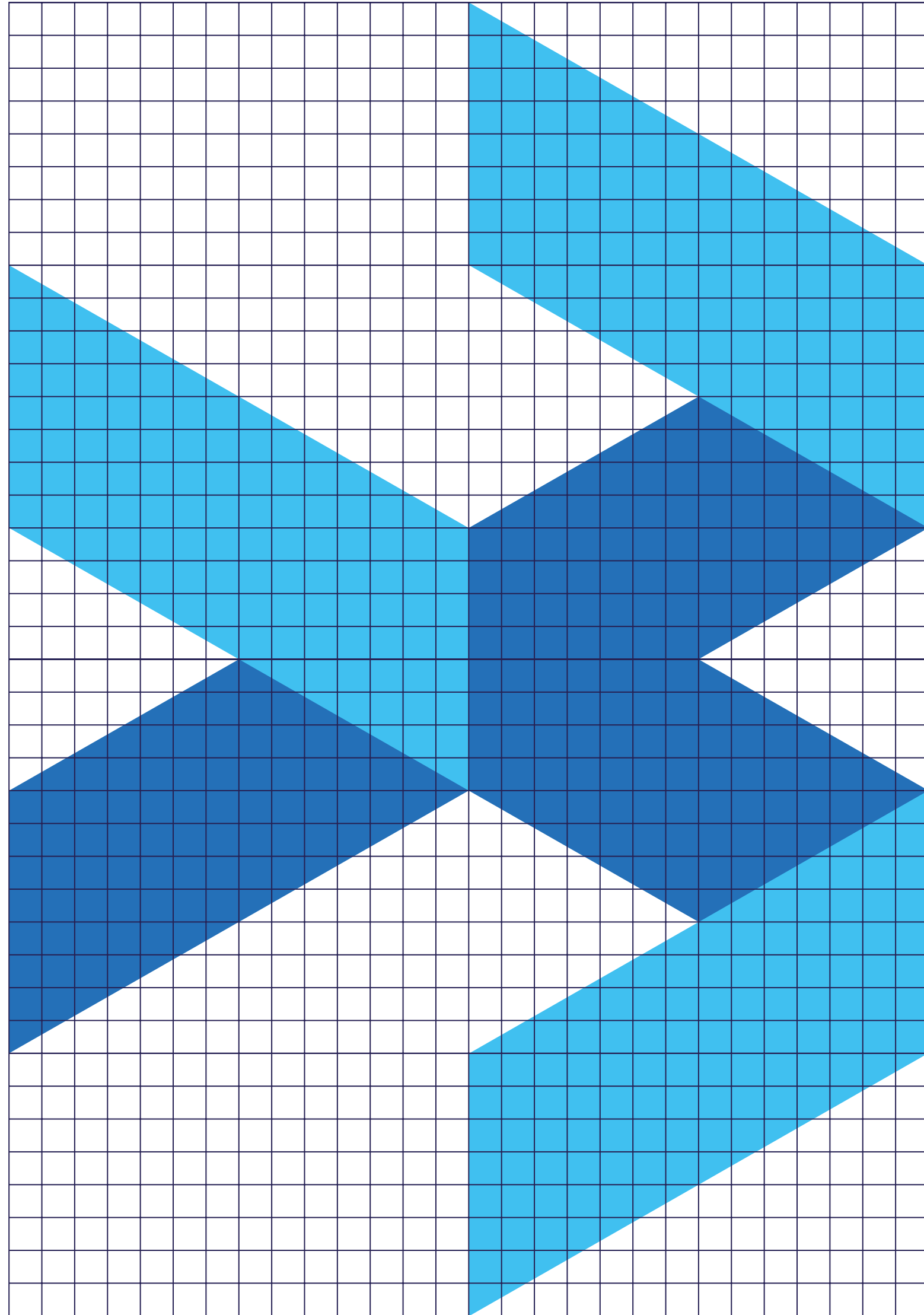


Horizontal recommended open space (X) around the logo is equal to the height of the figure. Vertical recommended open space is the height of the figure and a half.



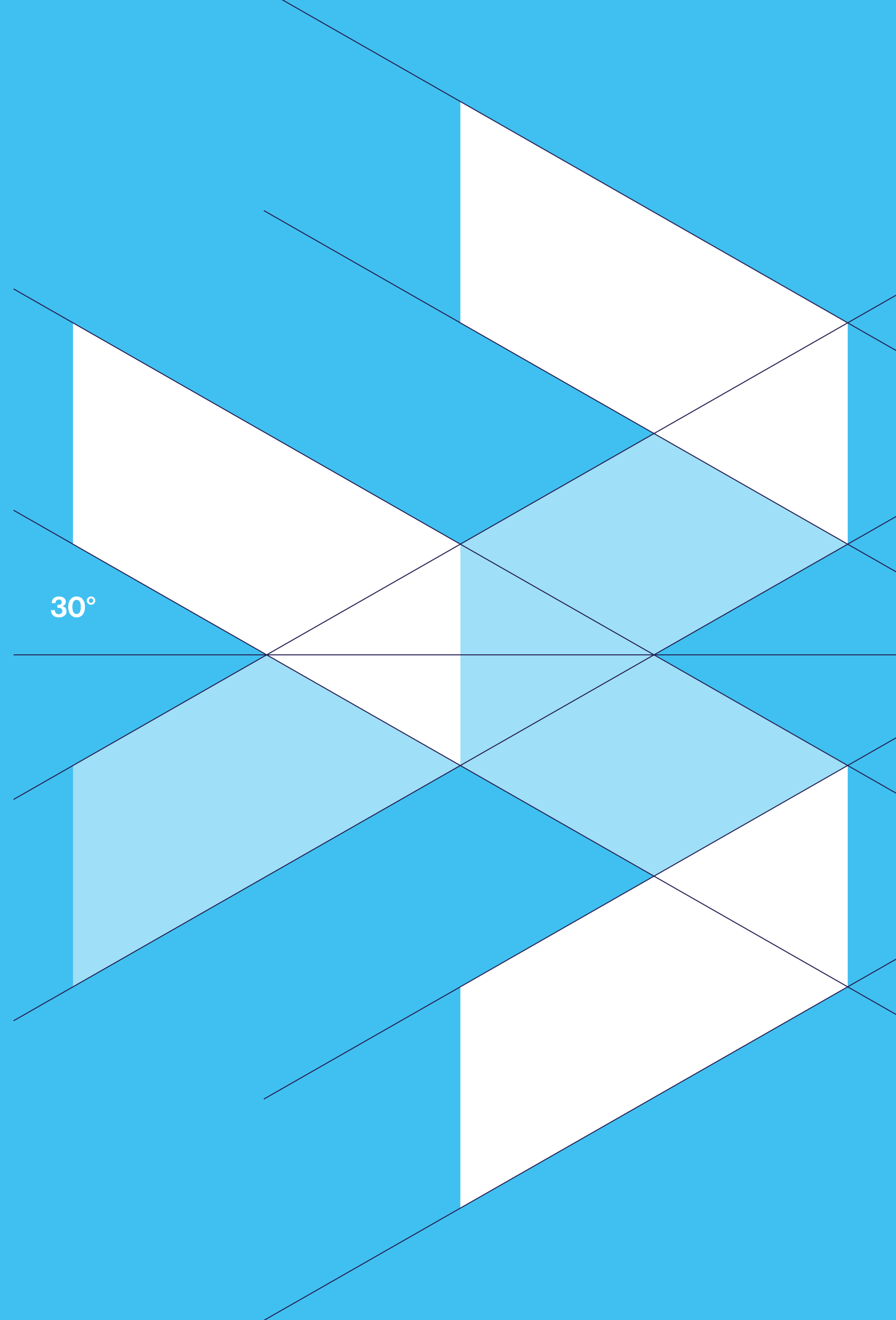
The minimum open space is a protective area around the logo, which defines a boundary that cannot be disturbed by any other element. It is equal to $\frac{1}{2}$ of the recommended open space – both vertically and horizontally.





The symbol is formed by six bevelled rectangles. These are applied to a simple grid and create a dynamic composition. The foreground and background of the symbol are differentiated by the colour.

The direction of the flight is always from left to right and the angle of the figure is 30° to the baseline.



Primary Variant Original Colour

This variant is the most commonly used.



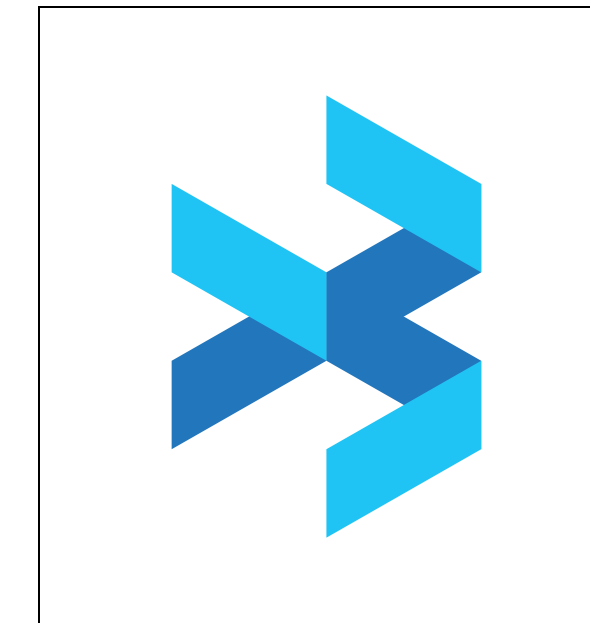
Secondary Variant Original Colour

The vertical variant can be used if the format or composition requires it. Possibly on promotional materials.



Symbol Original Colour

The symbol can stand alone, in cases such as social media avatar, app avatar, favicon etc.



Primary Variant Original Negative

This variant should be used
when the background is dark.



Secondary Variant Original Negative



Symbol Original Negative

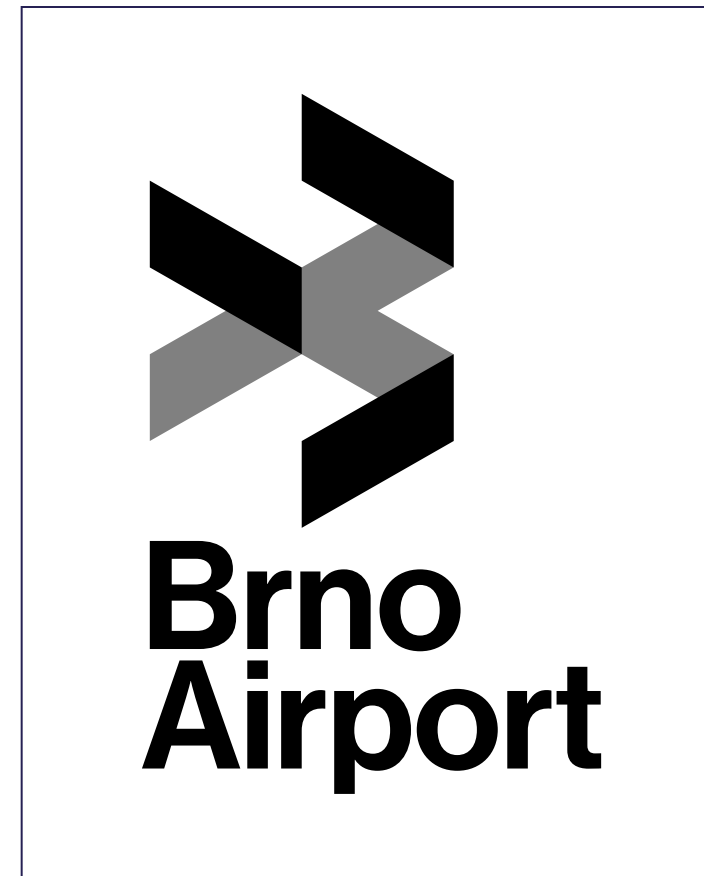


Primary Variant Grey Scale (Black)

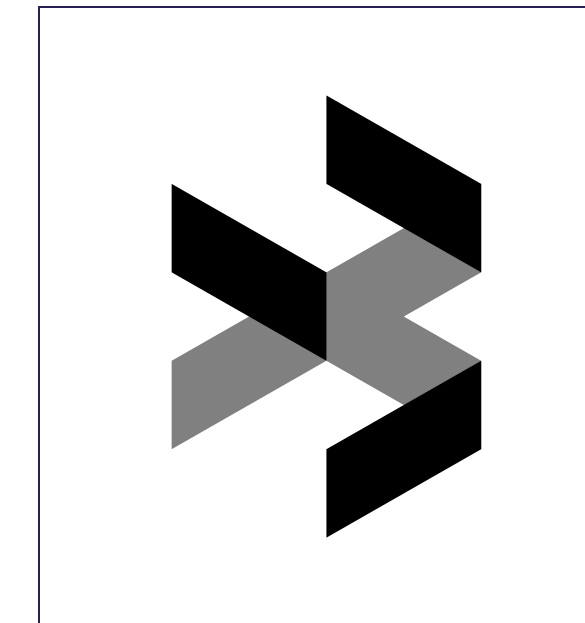
Opacity of the background figures
(grey tones) of the symbol is set to 50%.



Secondary Variant Grey Scale (Black)



Symbol Grey Scale (Black)



Primary Variant Grey Scale (White)

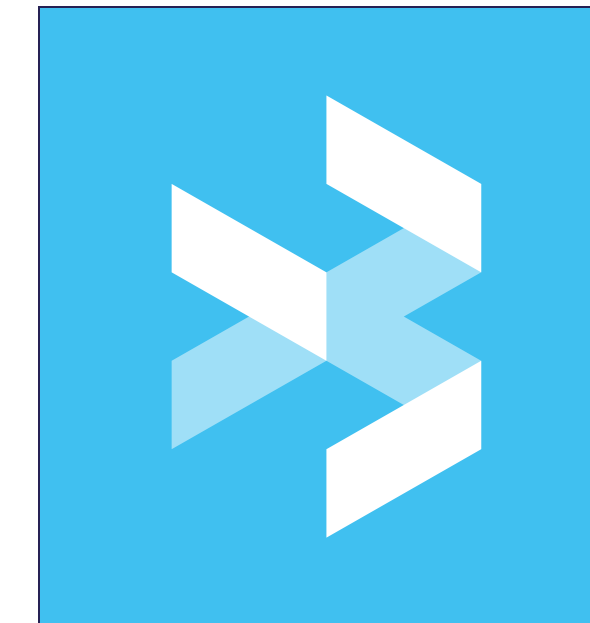
Opacity of the background figures
(grey tones) of the symbol is set to 50%.



Secondary Variant Grey Scale (White)

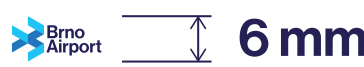


Symbol Grey Scale (White)



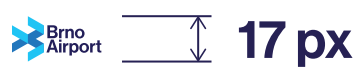
Minimum Logo Size in Print

6mm height



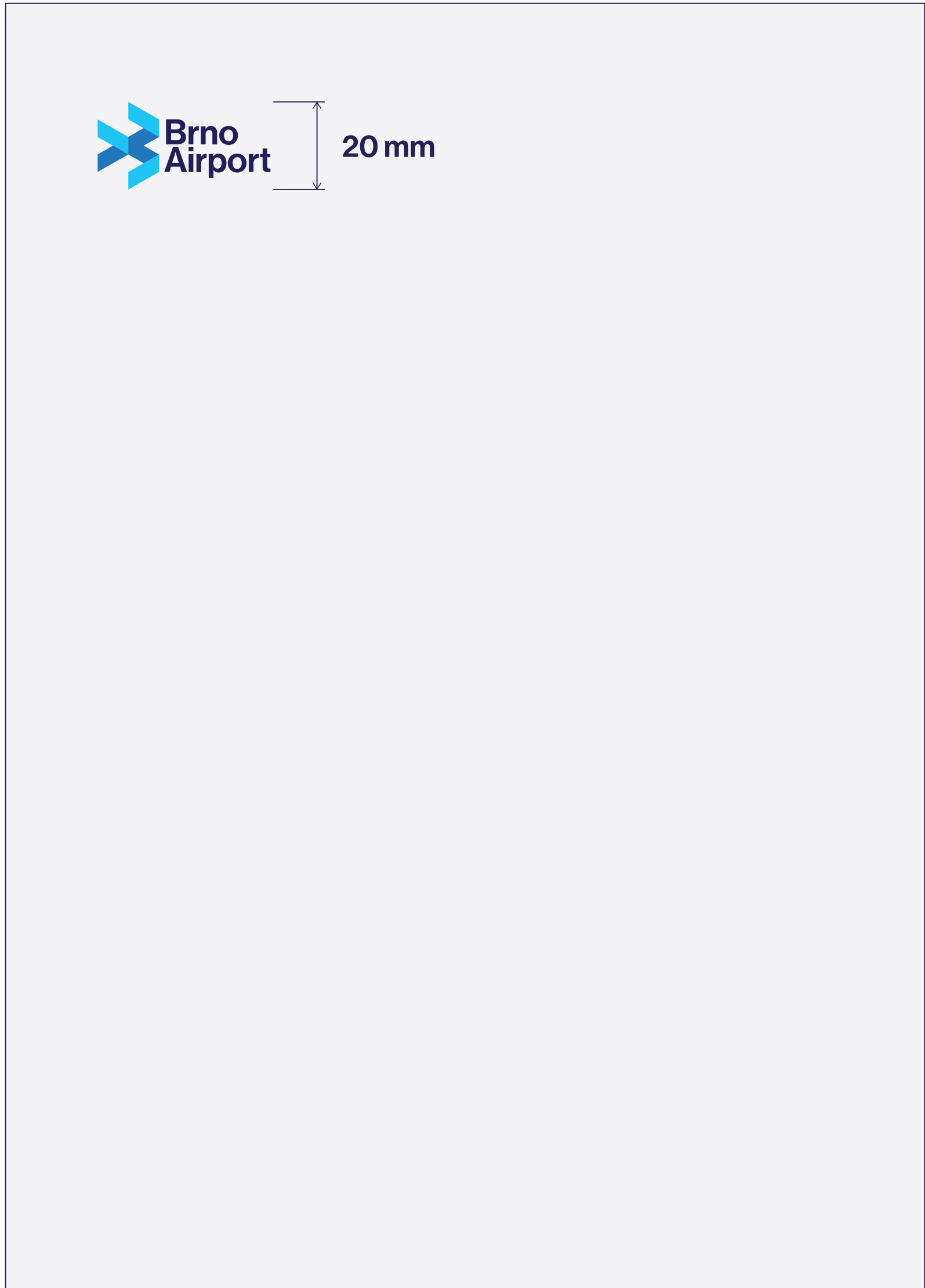
Minimum Logo Size in Digital

17px height



Default Logo Size in Print (A4 format)

20mm height



Don't change the colour



Don't change the proportions



! The examples of prohibited practices apply to all variations of the logo.

Don't tilt the angle



Don't use the logotype without the symbol

Brno
Airport

Don't apply any kind of shadow effect



Don't change the font



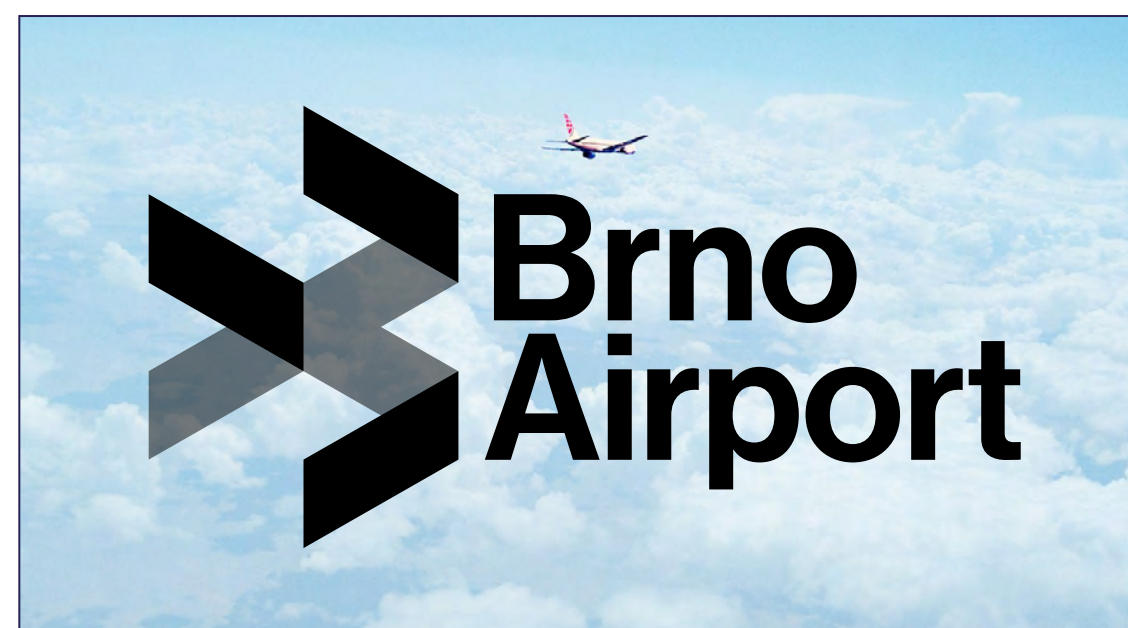
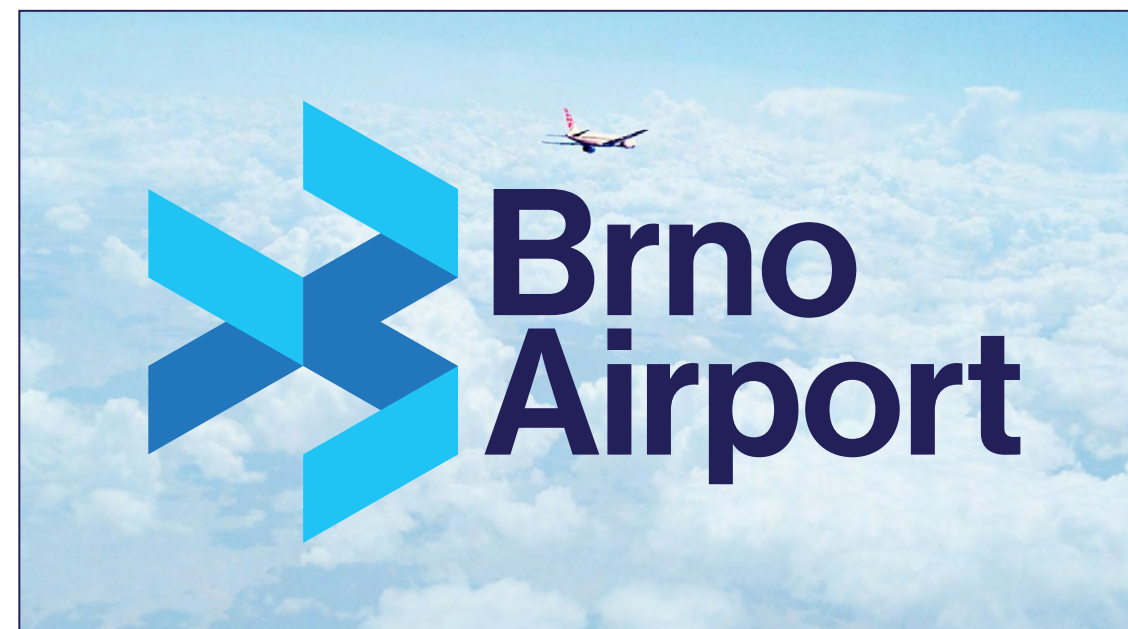
Don't change the spacing or kerning



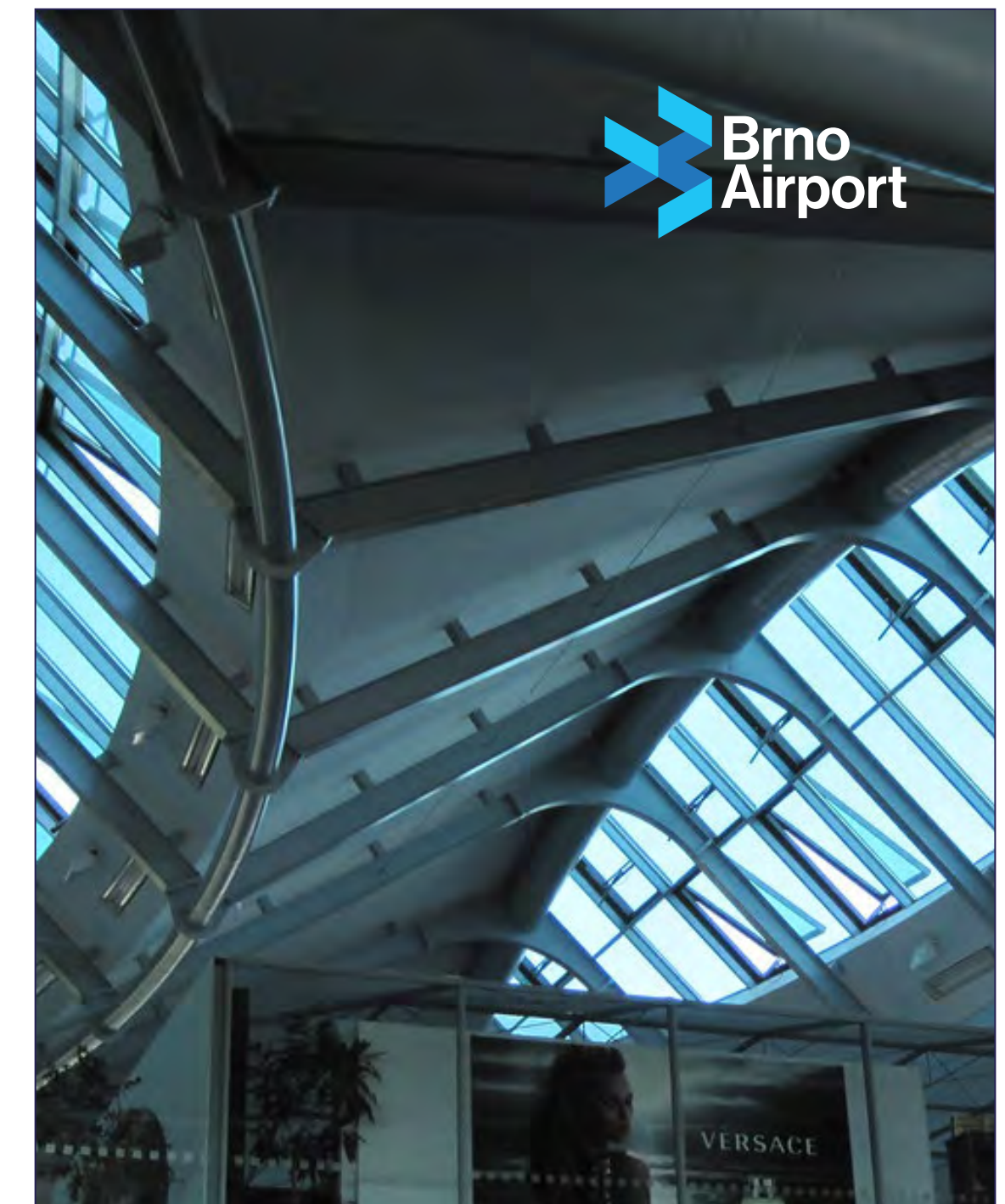
Don't deform the edges



Depending on the darkness of the background image, choose one of the logo variants.



When using a smaller size image, position the logo in a way that the logo is clearly visible on the background.



For specific cases, there is a logo with the addition of **Powered by Accolade**.

Original Colour
Primary Horizontal 1



Secondary
Vertical



Secondary
Horizontal 2



This logo variant is intended for communication where it is relevant to emphasize the ownership or corporate background of the airport.

Original Colour Negative
Primary Horizontal 1



Secondary
Vertical



Secondary
Horizontal 2

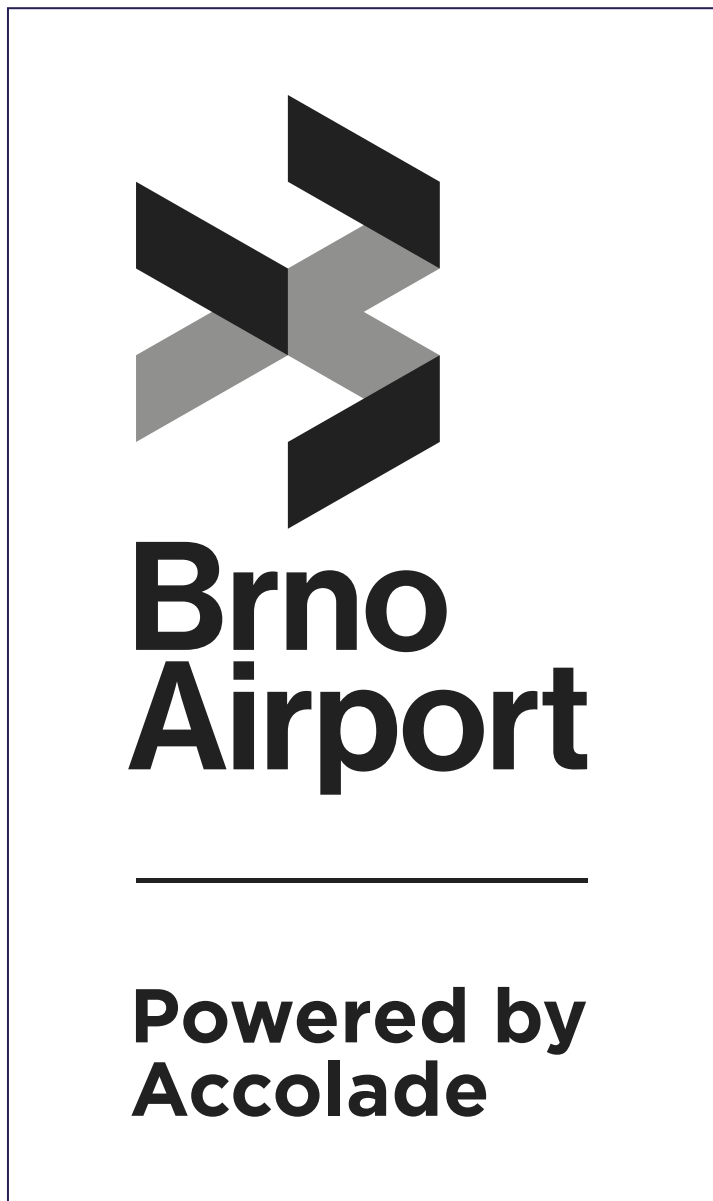


The use of the “powered by Accolade” endorsement does not represent a change of the Brno Airport brand name or its visual identity. Brno Airport remains the primary brand in all applications.

Grey Scale (Black)
Primary Horizontal 1



Secondary
Vertical



Secondary
Horizontal 2



In terms of usage, color, and prohibited practices, the same rules apply as for the primary version of the logo.

Grey Scale (White)
Primary Horizontal 1



Secondary
Vertical



Secondary
Horizontal 2



Primary colours

Use light blue when an element needs to be highlighted against the rest of the composition.

Dark blue can be used for elements that are intended to be contrasting, such as text, or if you are aiming for a dark background.

The third (most neutral) blue tone is used to balance both light and dark blue tones mentioned. It can also serve as an intermediate step in case we want to create a certain sequence.

Secondary colours

To make some components of the infographics (or other media needed) stand out in terms of colour, we use the secondary palette.

CMYK65-0-0-0 RGB65, 192, 240 HEX#40C0F0 PANTONE306 C RAL5012 (Lichtblau)											
CMYK84-50-0-0 RGB36, 113, 184 HEX#2470B8 PANTONE2174 C RAL5017 (Verkehrsbau)						CMYK100-100-30-30 RGB39, 33, 84 HEX#262154 PANTONE2748 C RAL5022 (Nachtblau)					
CMYK0-88-85-0 RGB222, 41, 32 HEX#DE2920		CMYK84-0-74-0 RGB0, 159, 103 HEX#009F67		CMYK0-9-90-0 RGB255, 204, 39 HEX#FFCC27		CMYK0-36-0-0 RGB255, 173, 214 HEX#FFADD6		CMYK61-83-0-0 RGB120, 67, 144 HEX#77438F		CMYK0-50-80-0 RGB255, 140, 184 HEX#FF8C45	
CMYK0-0-0-100 RGB0, 0, 0 HEX#000000						CMYK0-0-0-0 RGB255, 255, 255 HEX#FFFFFF					



Colour Combinations for Online

Examples above depicts colour and contrast combinations that are allowed for use on the website.

BACKGROUND COLOR
RGB 255, 255, 255
HEX #FFFFFF

TEXT COLOR
RGB 38, 33, 84
HEX #262154

LINK COLOR
RGB 36, 112, 184
HEX #2470B8

Brno Airport

Airport coordinates:
49°09'05"N 16°41'38"E

[Go to this Link](#)

Active

Hover

Disabled

BACKGROUND COLOR
RGB 36, 112, 184
HEX #2470B8

TEXT COLOR
RGB 255, 255, 255
HEX #FFFFFF

BACKGROUND COLOR
RGB 0, 79, 154
HEX #004F9A

TEXT COLOR
RGB 255, 255, 255
HEX #FFFFFF

BACKGROUND COLOR
RGB 214, 214, 214
HEX #D6D6D6

TEXT COLOR
RGB 107, 107, 107
HEX #6B6B6B

BACKGROUND COLOR
RGB 36, 112, 184
HEX #2470B8

TEXT COLOR
RGB 255, 255, 255
HEX #FFFFFF

LINK COLOR
RGB 38, 33, 84
HEX #262154

Brno Airport

Airport coordinates:
49°09'05"N 16°41'38"E

[Go to this Link](#)

Active

Hover

Disabled

BACKGROUND COLOR
RGB 64, 192, 240
HEX #40C0F0

TEXT COLOR
RGB 38, 33, 84
HEX #262154

BACKGROUND COLOR
RGB 155, 227, 255
HEX #004F9A

TEXT COLOR
RGB 38, 33, 84
HEX #262154

BACKGROUND COLOR
RGB 214, 214, 214
HEX #D6D6D6

TEXT COLOR
RGB 107, 107, 107
HEX #6B6B6B

BACKGROUND COLOR
RGB 38, 33, 84
HEX #262154

TEXT COLOR
RGB 255, 255, 255
HEX #FFFFFF

LINK COLOR
RGB 64, 192, 240
HEX #40C0F0

Brno Airport

Airport coordinates:
49°09'05"N 16°41'38"E

[Go to this Link](#)

Active

Hover

Disabled

BACKGROUND COLOR
RGB 64, 192, 240
HEX #40C0F0

TEXT COLOR
RGB 38, 33, 84
HEX #262154

BACKGROUND COLOR
RGB 155, 227, 255
HEX #004F9A

TEXT COLOR
RGB 38, 33, 84
HEX #262154

BACKGROUND COLOR
RGB 214, 214, 214
HEX #D6D6D6

TEXT COLOR
RGB 107, 107, 107
HEX #6B6B6B



Prohibited Colour Combinations for Online

Examples above depicts some colour and contrast combinations that are prohibited for use on the website.

BACKGROUND COLOR
RGB 255, 255, 255
HEX #FFFFFF

TEXT COLOR
RGB 64, 192, 240
HEX #40C0F0

LINK COLOR
RGB 155, 227, 255
HEX #004F9A

Brno Airport

Airport coordinates:
49°09'05"N 16°41'38"E

Go to this Link

Active

Hover

Disabled

BACKGROUND COLOR
RGB 36, 112, 184
HEX #2470B8

TEXT COLOR
RGB 38, 33, 84
HEX #262154

BACKGROUND COLOR
RGB 0, 79, 154
HEX #004F9A

TEXT COLOR
RGB 38, 33, 84
HEX #262154

BACKGROUND COLOR
RGB 155, 227, 255
HEX #004F9A

TEXT COLOR
RGB 255, 255, 255
HEX #FFFFFF

BACKGROUND COLOR
RGB 64, 192, 240
HEX #40C0F0

TEXT COLOR
RGB 255, 255, 255
HEX #FFFFFF

LINK COLOR
RGB 155, 227, 255
HEX #004F9A

Brno Airport

Airport coordinates:
49°09'05"N 16°41'38"E

Go to this Link

Active

Hover

Disabled

BACKGROUND COLOR
RGB 255, 255, 255
HEX #FFFFFF

TEXT COLOR
RGB 64, 192, 240
HEX #40C0F0

BACKGROUND COLOR
RGB 155, 227, 255
HEX #004F9A

TEXT COLOR
RGB 255, 255, 255
HEX #FFFFFF

BACKGROUND COLOR
RGB 214, 214, 214
HEX #D6D6D6

TEXT COLOR
RGB 255, 255, 255
HEX #FFFFFF

BACKGROUND COLOR
RGB 38, 33, 84
HEX #262154

TEXT COLOR
RGB 36, 112, 184
HEX #2470B8

LINK COLOR
RGB 36, 112, 184
HEX #2470B8

Brno Airport

Airport coordinates:
49°09'05"N 16°41'38"E

Go to this Link

Active

Hover

Disabled

BACKGROUND COLOR
RGB 36, 112, 184
HEX #2470B8

TEXT COLOR
RGB 64, 192, 240
HEX #40C0F0

BACKGROUND COLOR
RGB 0, 79, 154
HEX #004F9A

TEXT COLOR
RGB 64, 192, 240
HEX #40C0F0

BACKGROUND COLOR
RGB 0, 0, 0
HEX #000000

TEXT COLOR
RGB 64, 192, 240
HEX #40C0F0

09 Colour Scheme for Web

Neue Haas Grotesk Display Pro 65 Medium & 45 Light

65 Medium, Size 62b

Roku 1946 bylo
přijato rozhodnutí
o stavbě nového
letišť v Brně
v lokalitě Tuřany.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz0123456789
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz0123456789

65 Medium & 66 Medium Italic, Size 36b

Historie brněnských letišť
začíná v roce 1923, kdy se
o zřízení státního letiště začalo
zajímat ministerstvo veřejných
prací. Jako nejvýhodnější
byl nakonec vybrán katastr
Černovic.

45 Light & 46 Light Italic, Size 36b

Dne 23. května 1926 přistálo
na tomto letišti první letadlo
Farman – Goliath pro 12 cestujících.
Následujícího dne odpoledne
přilétlo z Prahy letadlo *De Havilland*,
imatrikulační značky L-BAHE,
se 4 cestujícími. Tento den je
považován za zahájení letecké
dopravy do Brna.



! As a system font use:

Helvetica Neue Bold & Light

Bold, Size 62b

Roku 1946 bylo
přijato rozhodnutí
o stavbě nového
letišť v Brně
v lokalitě Tuřany.

Bold & Bold Oblique, Size 36b

Historie brněnských letišť
začíná v roce 1923, kdy se
o zřízení státního letiště začalo
zajímat ministerstvo veřejných
prací. Jako nejvýhodnější
byl nakonec vybrán katastr
Černovic.

Light & Light Oblique, Size 36b

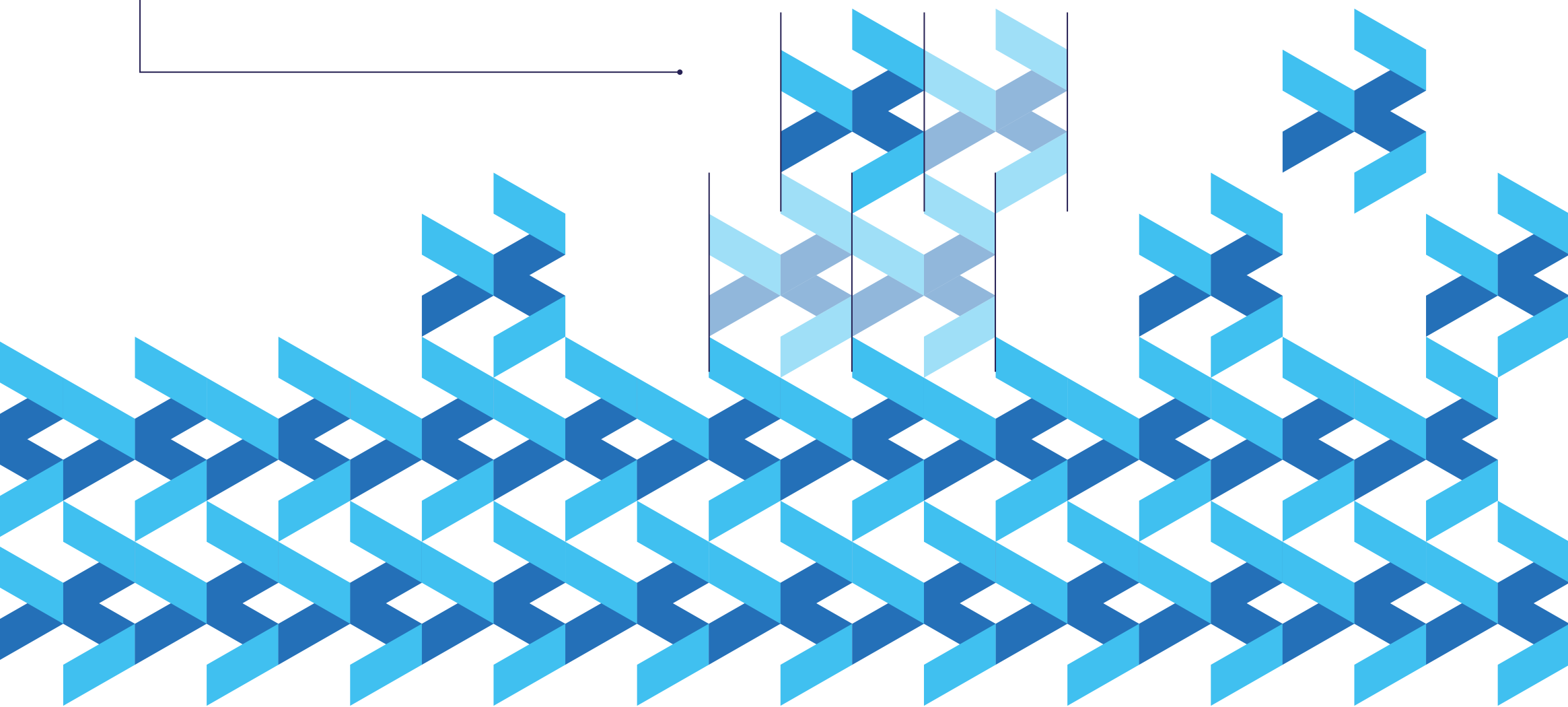
Dne 23. května 1926 přistálo
na tomto letišti první letadlo
Farman – Goliath pro
12 cestujících. Následujícího dne
odpoledne přilétlo z Prahy letadlo
De Havilland, imatrikulační značky
L-BAHE, se 4 cestujícími. Tento
den je považován za zahájení
letecké dopravy do Brna.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz0123456789
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz0123456789



When the symbols are multiplied and used as a part of a pattern, minimum two bottom lines must be complete. Any symbols used above the mandatory two lines can be used arbitrarily.

Connect the symbols only as shown in the example below. It is allowed to trim the pattern on the sides.



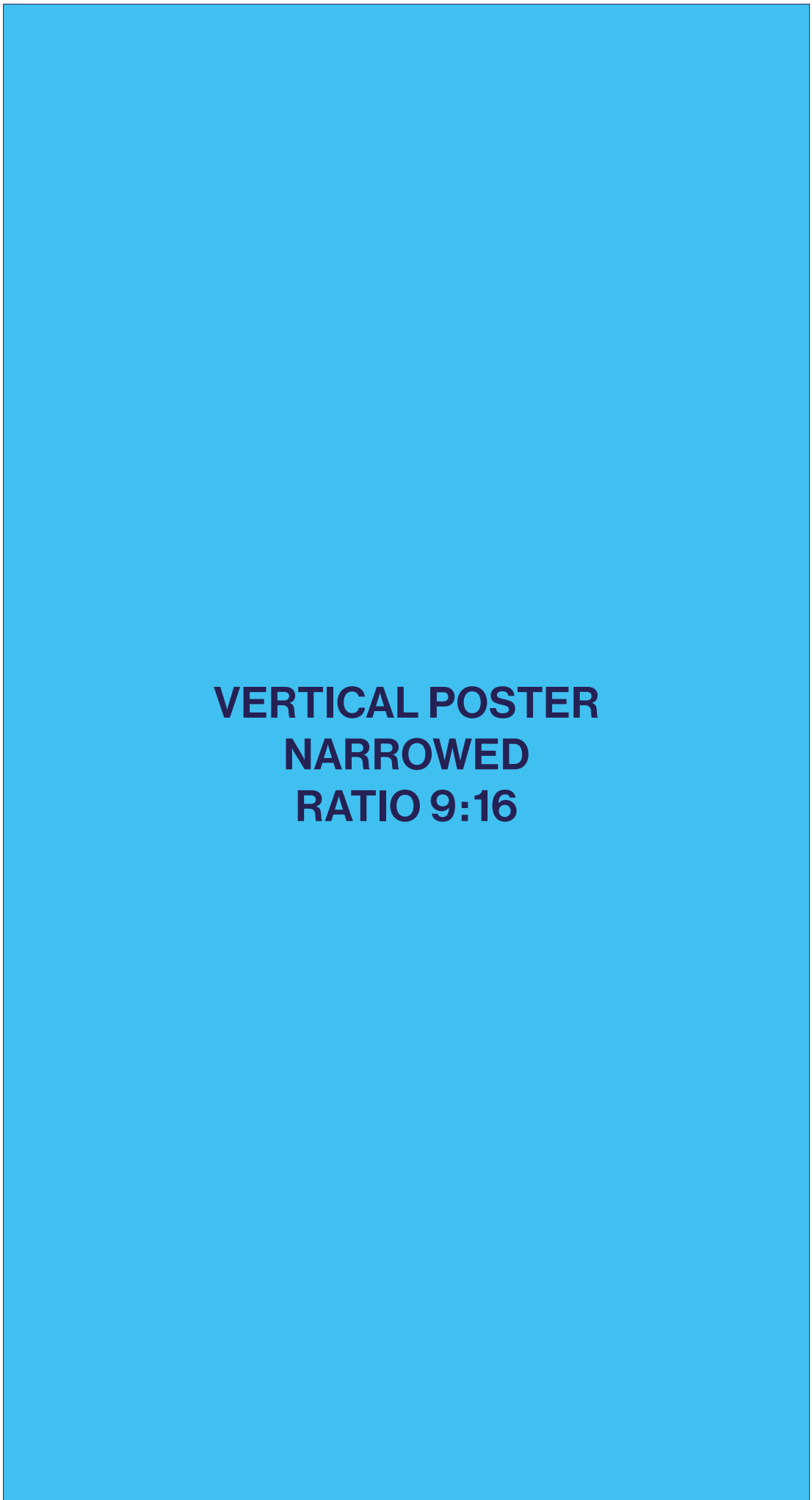
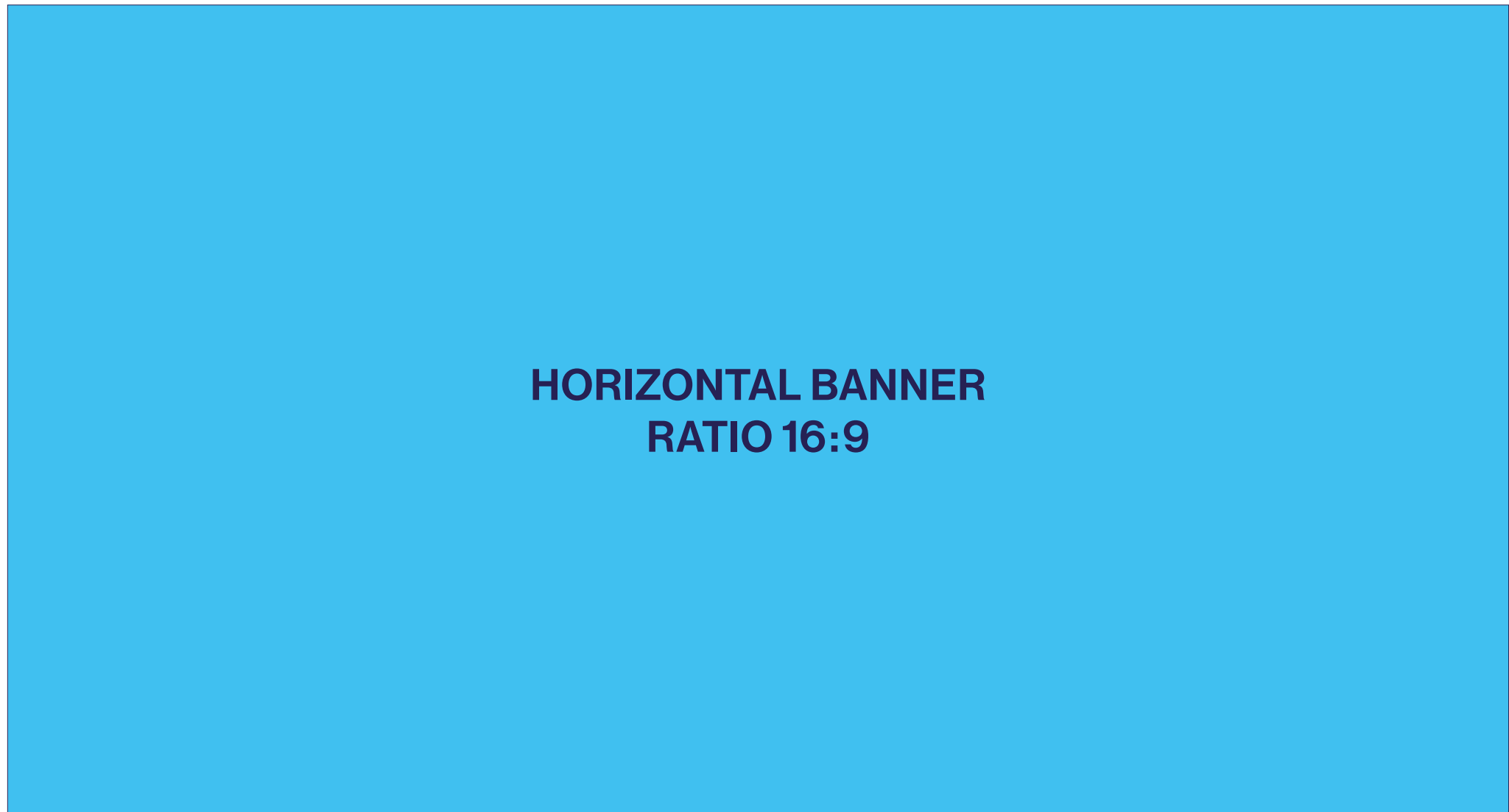
The visual style will be
complemented by a set of icons.
(Work in Progress)



Advertising Posters

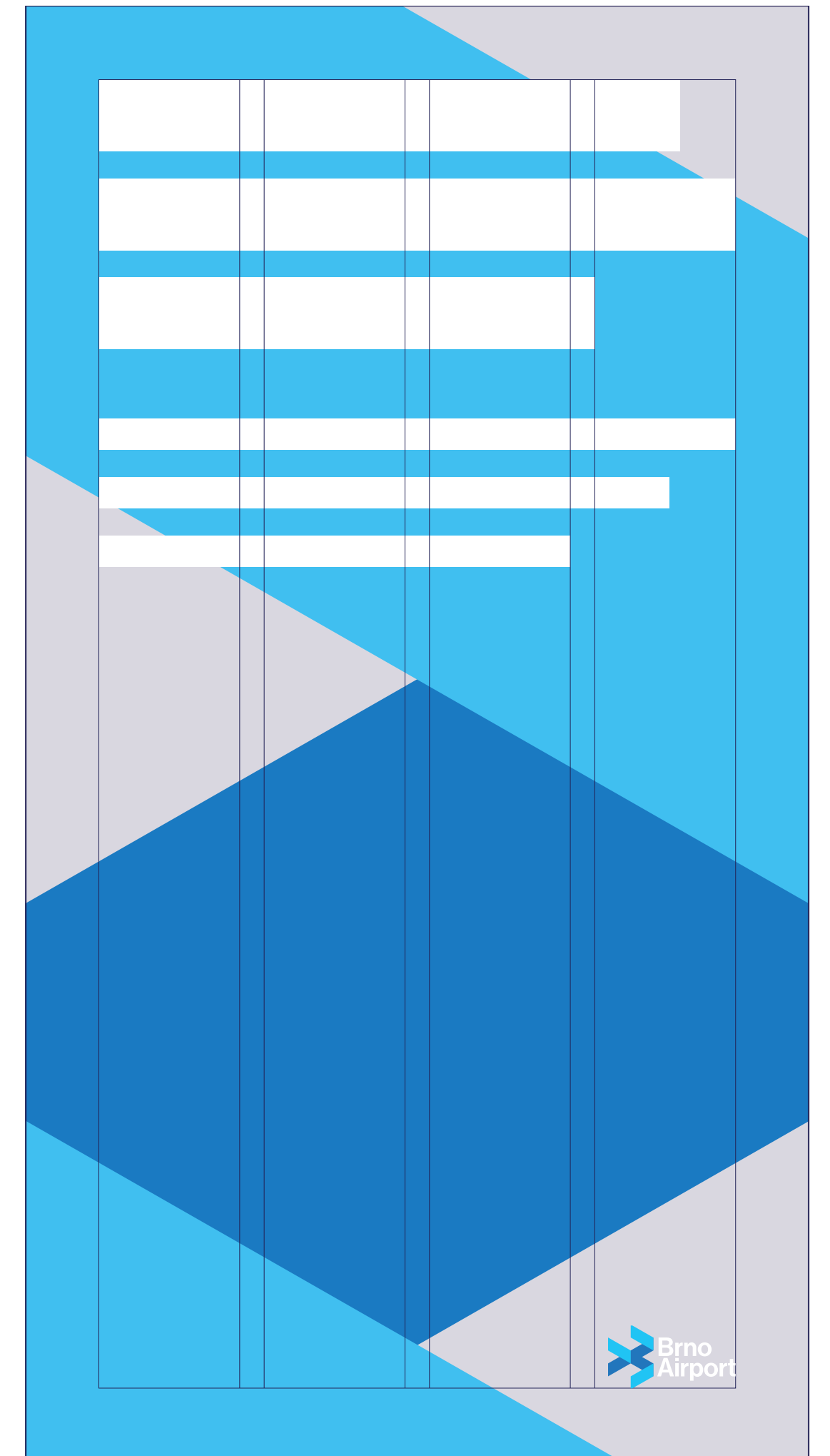
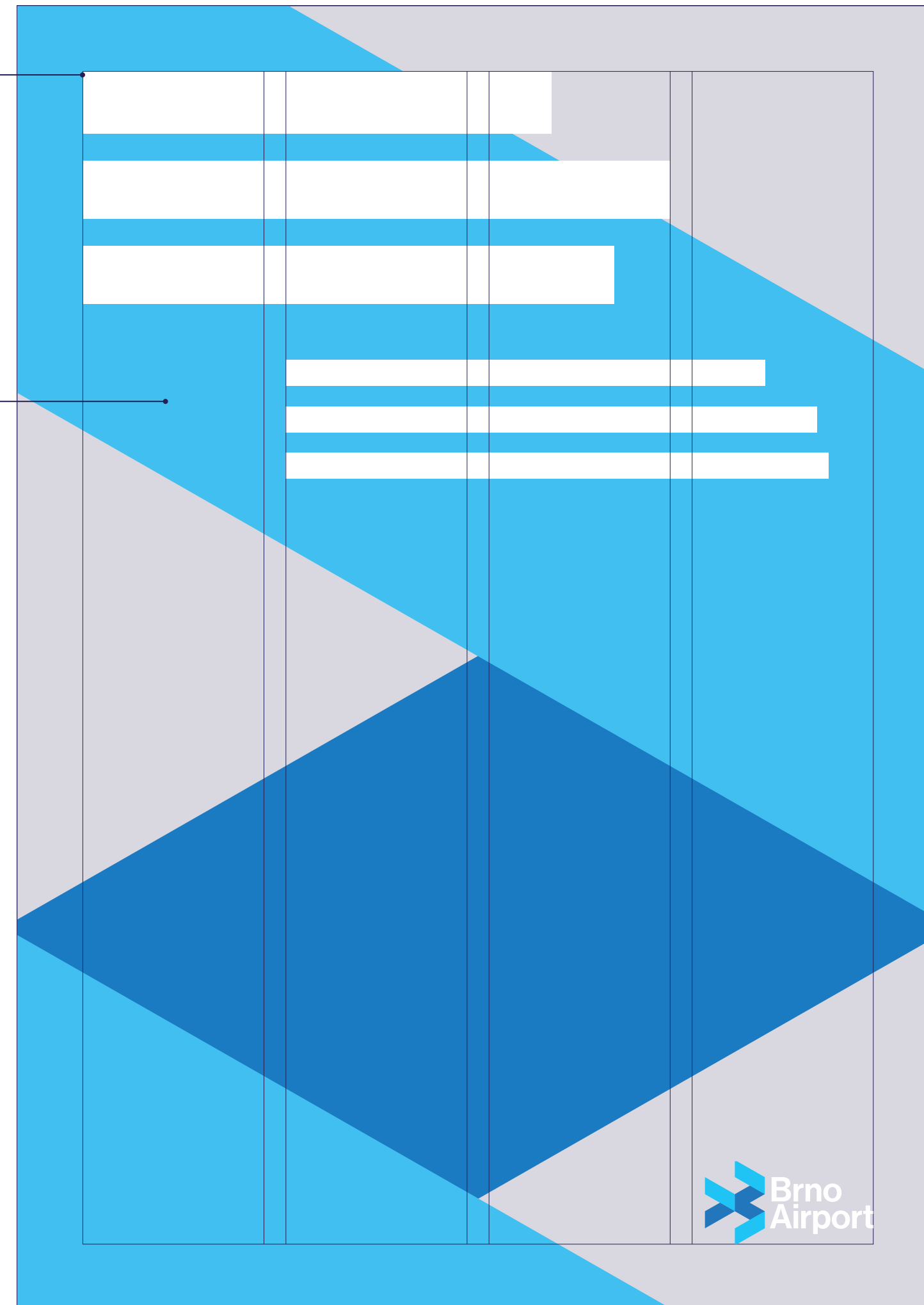
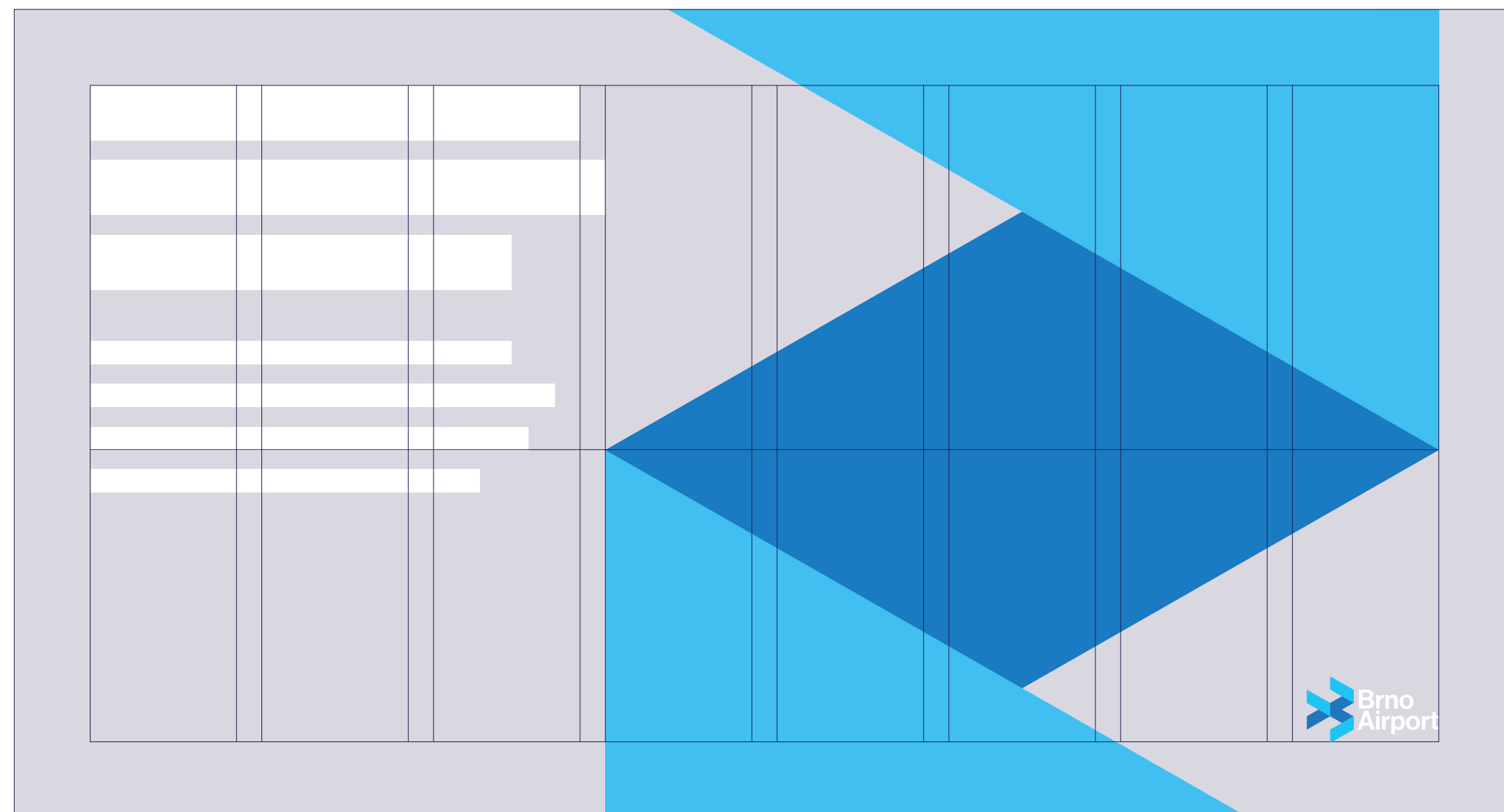


The poster dimensions may vary,
so please follow the grid rules
mentioned.



All the elements of the composition are aligned to the grid. Vertical formats have 4 columns, horizontal formats have 8 columns. Logo is aligned in the corner.

The symbol is the dominant element of the composition and extends to the bleed area of the format.



You can add icons by your choice to the subtitle. The icons should be distinguished by a contrasting colour.

Letiště Brno Něco jste si zapomněli?

S naší aplikací budete mít po ruce všechno  co potřebujete a čas na letišti nebudete muset strávit ve stresu. 



Rezervujte si prázdninový let z Letiště Brno!

Vychutnejte si oběd 
 nápoje nebo chutnou svačinu
v naší restauraci  na letišti.



Rezervujte si prázdninový let z Letiště Brno

Vychutnejte si oběd  nápoje 
nebo chutnou svačinu v naší
restauraci  na letišti.



There are several possible compositions from which you can choose the one that suits the content.

Odlete na dovolenou do teplých krajín!
Letiště Brno

Vychutnejte si oběd ☑ nápoje nebo chutnou svačinu v naší restauraci ☑ na letišti.



Rezervujte si prázdninový let z Letiště Brno!

Vychutnejte si oběd ☑ nápoje nebo chutnou svačinu v naší restauraci ☑ na letišti.

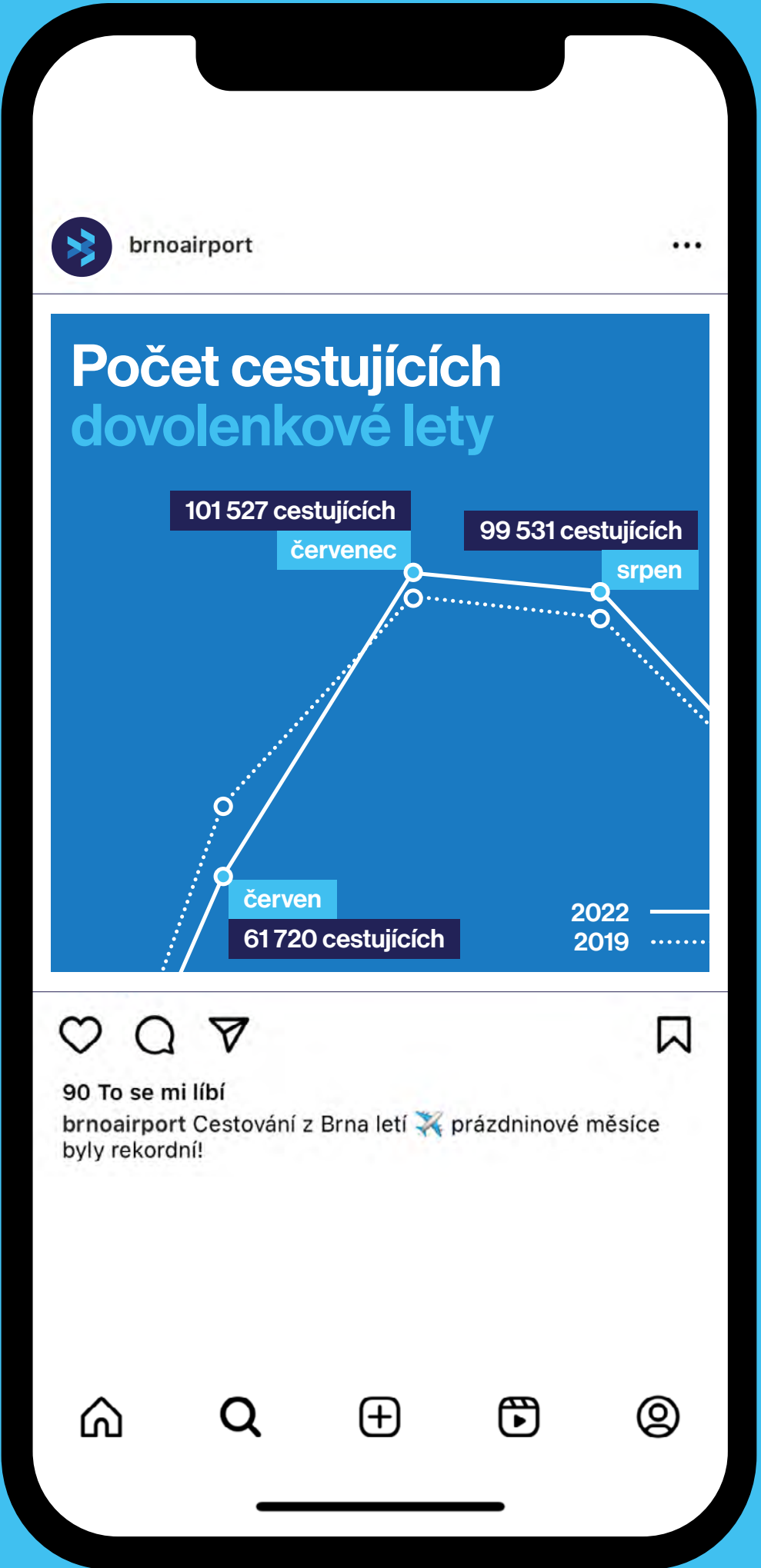
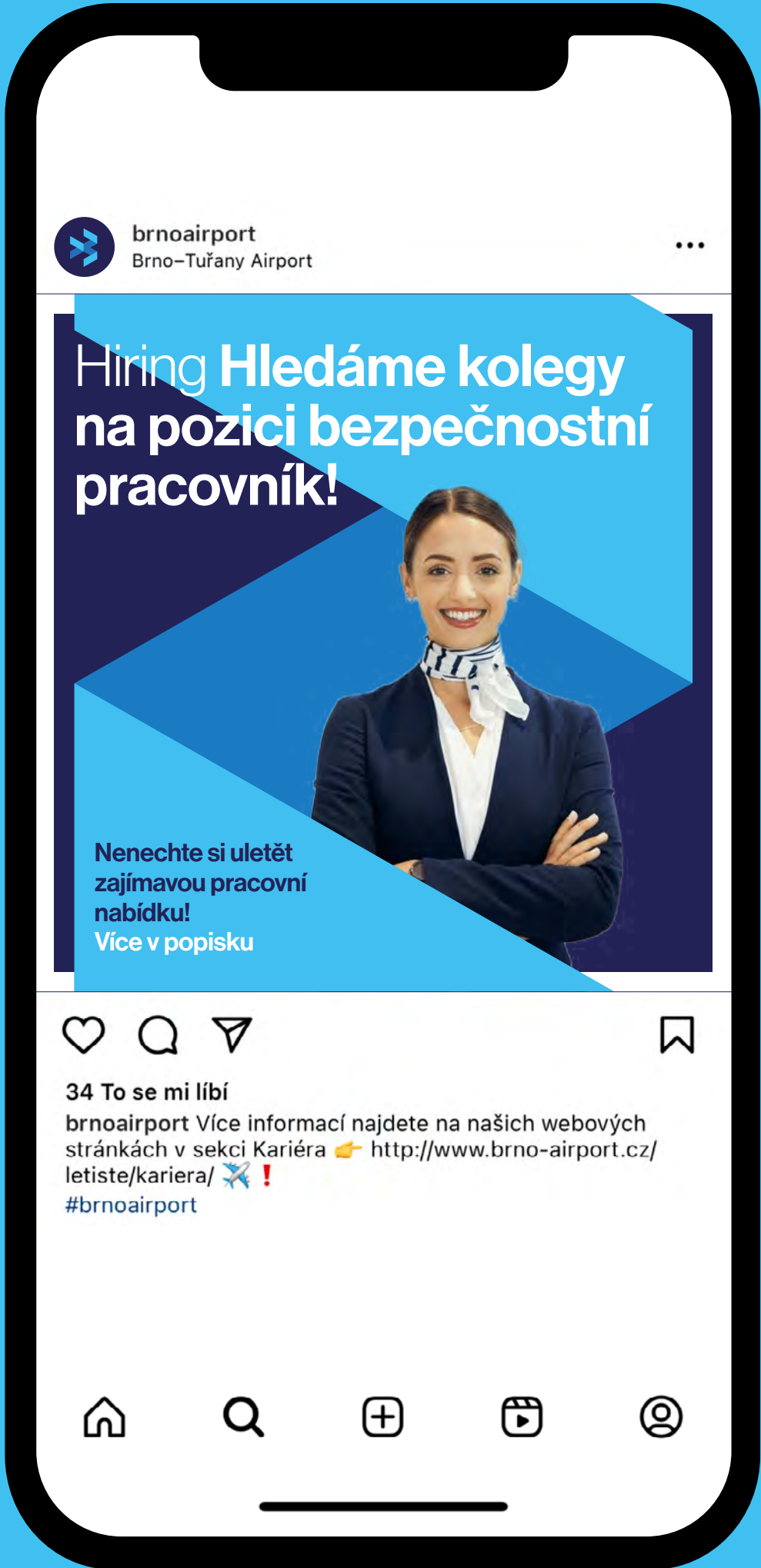


Rezervujte si prázdninový let z Letiště Brno

Vychutnejte si oběd ☑ nápoje ☑ nebo chutnou svačinu v naší restauraci ☑ na letišti.



Instagram Posts



Identification Card



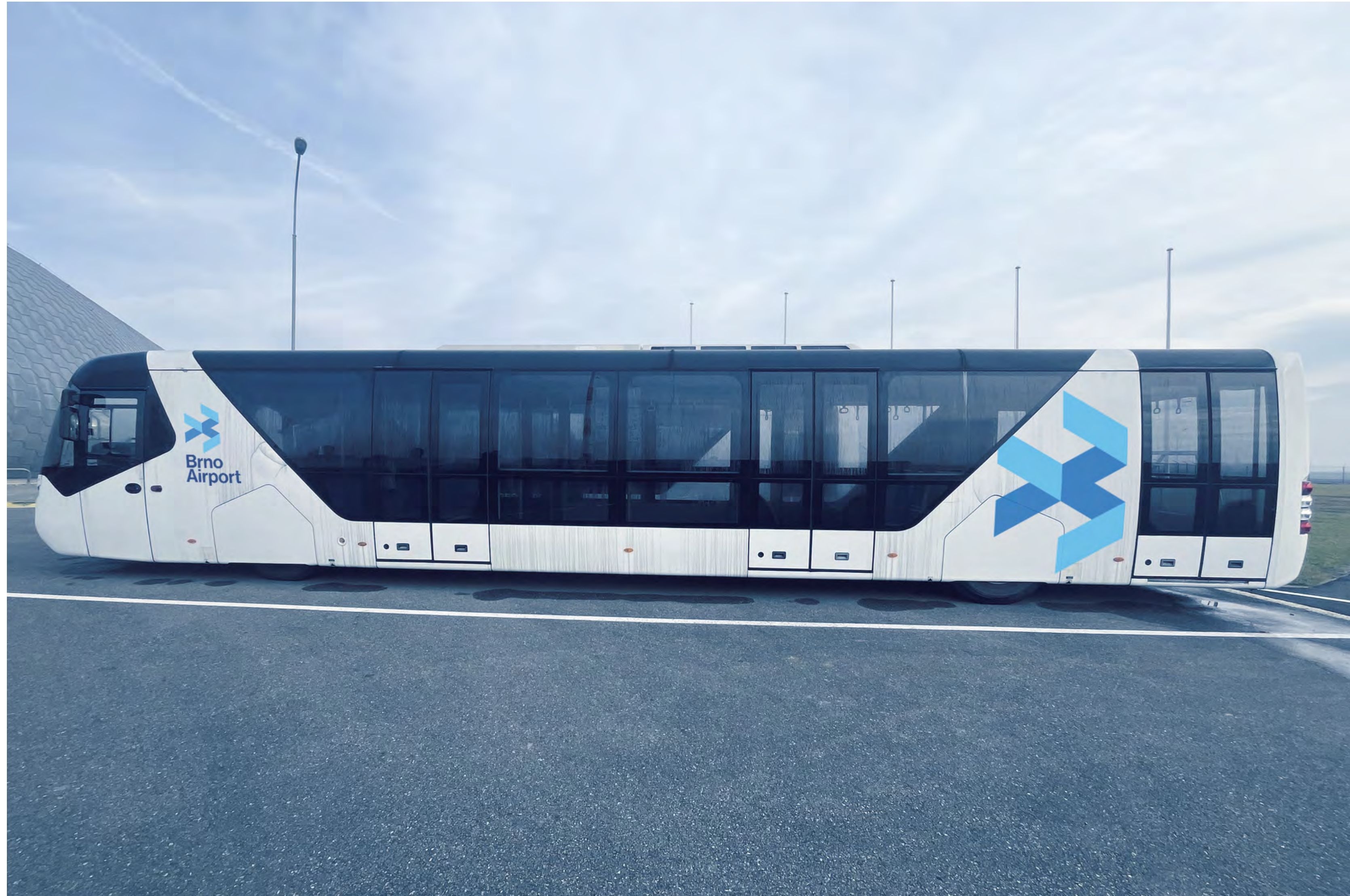
Passenger stairs (left side view)



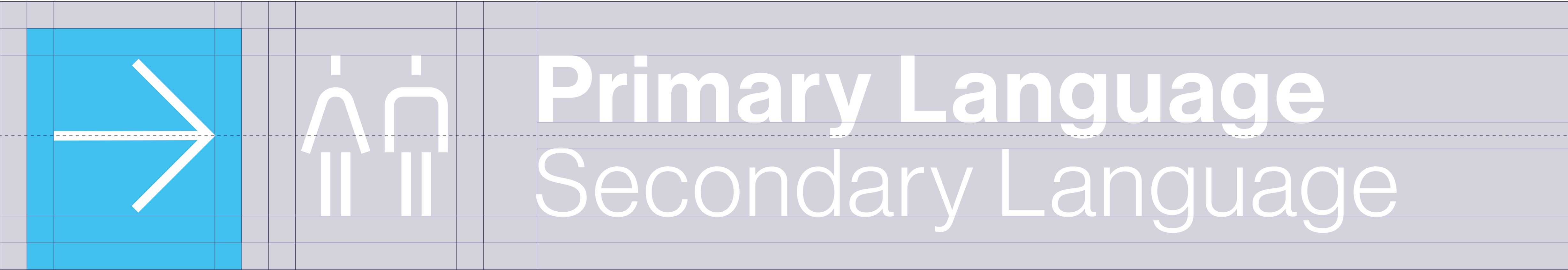
Bus (front view)



Bus (left side view)

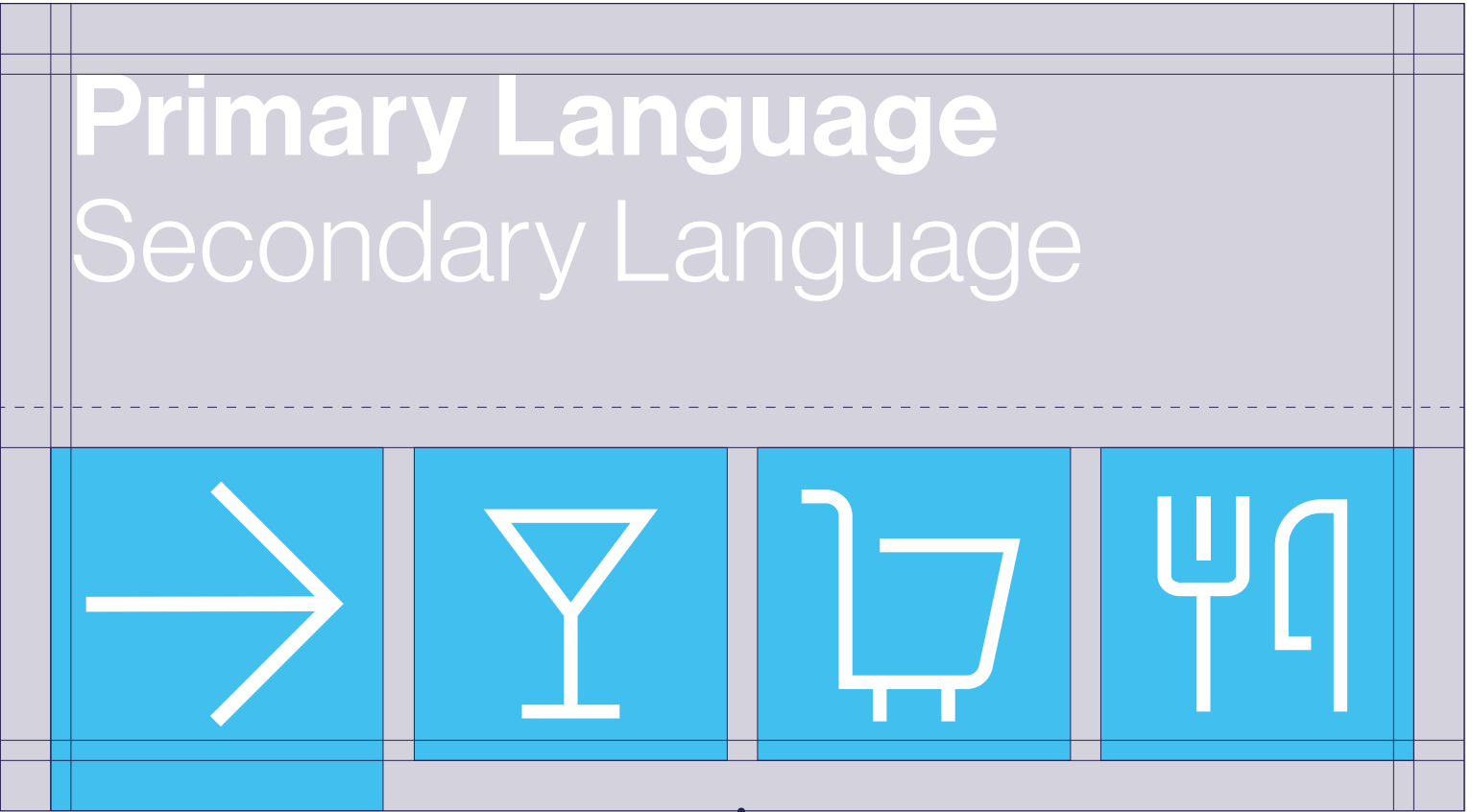
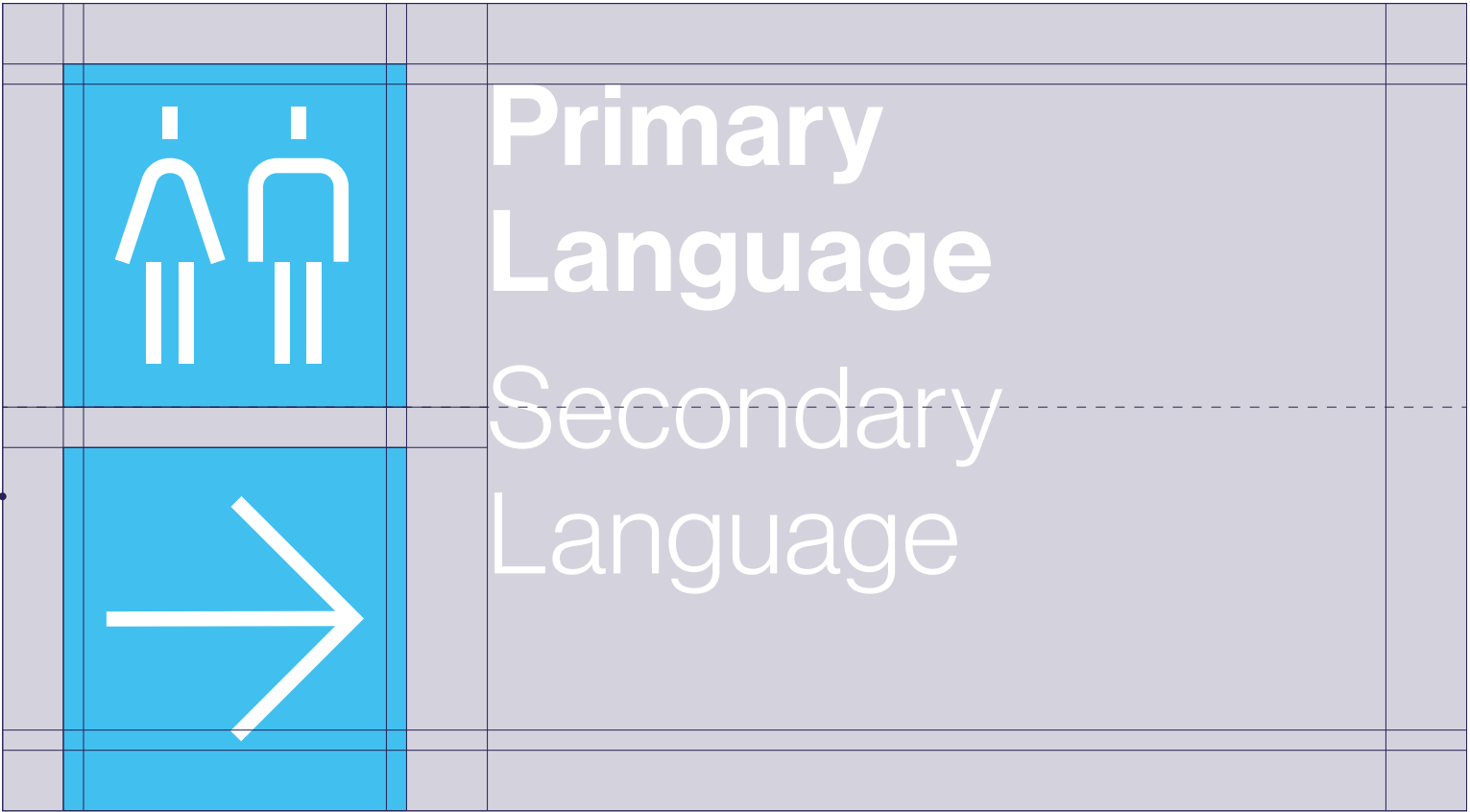


Navigation Signs



This composition allows for a maximum of five lines of text, one icon, and a row that indicates the direction.

If multiple icons are needed, use this optional composition. The maximum number of icons is three.



Horizontal Sign



**Východy**
5, 6, 7
Exits
5, 6, 7



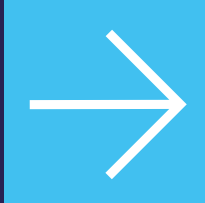
**Salonky leteckých společností**
Airline lounges



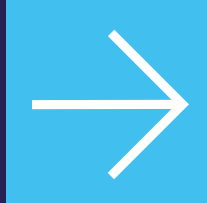
**Obchody Bary**
Shops
Bars



**Připravte si pasy a letenky**
Prepare your passport and airline tickets



**Nadměrná zavazadla**
Oversize baggage



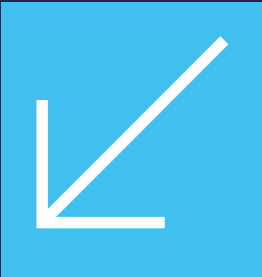


Extended Horizontal Sign





Únikový východ
Emergency exit



Informace
Info point



Odletová hala
Departures



Toalety
Toilets



Restaurace
Restaurant



Nadměrná zavazadla
Oversize baggage





Visualio

info@visualio.cz

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2025

