PHL PNE

PHILADELPHIA INTERNATIONAL AIRPORT
NORTHEAST PHILADELPHIA AIRPORT

BRAND OVERVIEW

Summer 2023

The Logos

Philadelphia International Airport and Northeast Philadelphia Airport are within one airport family, and should be equally named and advertised when advertising for one or the other. The PHL PNE Adjacent Logo is the preferred brand logo, followed by the secondary PHL PNE short logo.

PHL PNE
PHILADELPHIA INTERNATIONAL AIRPORT
NORTHEAST PHILADELPHIA AIRPORT

PHL-PNE adjacent blue is the preferred logo for corporate identity materials, branding and general advertising. This should be used on marketing materials and signage throughout PHL and PNE as well as on PHL.org and other digital assets. PHL and PNE are one airport system, so this logo should be utilized except for in very specific circumstances.

PHL PNE

PHL-PNE short blue is the preferred logo for digital media, when space is limited or when the art will appear small.
This logo can also be used for sponsorship material or partners' marketing materials when used alongside other logos.

All logos should be displayed in PHL Blue unless not possible based on dark background color, in which case logos should be displayed in White. The logo may only appear in black when working with black & white advertisements.

Logo Usage

Transparency & Color

The logo should always be displayed with a transparent background. When on an image, consider the color scheme of the image when choosing between a PHL Blue or white logo. If the logo is placed alone on a solid background, the background color must be white or PHL Blue.

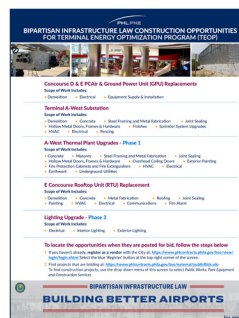**This is right.**

This is right.

This is wrong.

Placement & Orientation

The logo can sit on any corner or be centered on the asset, but the logo must either proceed or follow the content. The logo should always be straight, never displayed at an angle or turned on its' side.

This is right.

This is right.

This is wrong.

Logo Usage

Adjacent Logos

Whenever the logo is used in conjunction with other logos, it should always appear level and equal size of all other logos.

Sizing

The logo should be prominent, but not the focus of the asset in most cases. The logo should always be sized appropriately depending on the asset at hand. Never stretch, crop or distort the logo. Do not use the adjacent logo unless there is ample space to allow for legibility.

This is right.   **This is right.**   **This is wrong.**

Space Surrounding the Logo

Using the height of the PHL PNE copy in the logo helps to determine the amount of space needed to be left around the logo for legibility. Copy and other creative assets should be spaced within reason and the logo should not feel crowded. The logo should also be sized to be legible on the given art.

This is right.

Subbrands at the Airport

Cargo Brand

The Cargo logo should only be utilized in the case of Cargo-only events and materials.

Wingmate Pass

The PHL Wingmate Pass lock-up alters the PHL logo by not using the arch. This can only be used with the Wingmate logo.

Brand Fonts

Lato is PHL's preferred font for all brand communications. Lato is an Adobe font and should be used whenever it is available.

Open Sans is a typeface that is more widely available and can be used as an alternative when Lato is unavailable. Open Sans should also be used when art and copy will be small, such as on digital mediums like social media and websites.

- Bold in either Lato or Open Sans is best used for titles, subtitles and bullet points.
- Regular weight in either Lato or Open Sans is best used for the body of the text.
- Italics in either Lato or Open Sans is best used for bullet points or call outs, or a person's title.

Lato Bold
ABCDEDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Lato Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Lato Regular
ABCDEDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Lato Italic
ABCDEDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Italics for Job Title

Body copy in regular weight

Headline in bold

Logo spaced and sized properly

Brand Colors

Primary Color Palette

PHL's primary colors are key indicators of the PHL brand. PHL's primary colors are PHL Blue and white.

PHL Blue

HEX: 072C62
RGB: 7 44 98
CMYK: 100 91 33 26
PMS: 280 C

White

HEX: FFFFFF
RGB: 255 255 255
CMYK: 0 0 0 0

Secondary Palette

PHL's secondary colors are supporting colors used to bring color and flare to any asset. PHL's secondary colors are Jetberry, Sunport Yellow, Skyburst Blue, Lite Cloud Blue and Midnight Blue

Jetberry Magenta

HEX: 840A54
RGB: 132 10 84
CMYK: 43 100 39 21
PMS: 2355 C

Sunport Yellow

HEX: FCA311
RGB: 252 163 17
CMYK: 0 42 100 0
PMS: 137 C

Skyburst Blue

HEX: 0176E0
RGB: 1 118 224
CMYK: 81 53 0 0
PMS: 2727 C

Lite Cloud Blue

HEX: 86BBD7
RGB: 134 187 215
CMYK: 46 14 7 0
PMS: 636 C

Midnight Blue

HEX: 0D630
RGB: 13 6 48
CMYK: 91 89 47 65
PMS: 296 C

Brand Colors

Color Usage

All body copy should be in PHL Blue, Midnight Blue or white, depending on the background color. Jetberry Magenta can also be used for call-out.

ADA Color Compliance

All assets produced should be ADA compliant. Please note, some of our brand colors cannot be utilized together to ensure compliance.

Midnight Blue

Midnight Blue on PHL Blue fails ADA

Jetberry Magenta

Jetberry Magenta on PHL Blue fails ADA

Skyburst Blue

Skyburst Blue on PHL Blue fails ADA

Lite Cloud Blue

Lite Cloud Blue on white fails ADA

Sunport Yellow

Sunport Yellow on white fails ADA