





THE HOME OF PIONEERING SPIRIT



**EXHIBITION &
CONFERENCE
CENTRE**



Farnborough International runs the world's most prestigious Airshows and hosts business events. We have created a family of brand identities that represent all pillars of the business.

**Technical
specifications**
Farnborough
International
master brand





The master brand identity

The logotype and the airbridge.

The Farnborough International master brand identity consists of two components:

- The Farnborough International logotype
- The airbridge that sits above it

The Farnborough International logotype is not a typeface. It has been specially drawn and must never be recreated or typeset in an alternative font.

The relative sizes and positions of the logotype and the airbridge are fixed and must not be altered.



WHITE ON BLUE

The master brand identity on blue and white

When the Farnborough International master brand identity needs to be applied on a white or blue background please use the appropriate identity.



BLUE ON WHITE



The master brand identity black and white versions

Each of these has been specially drawn for positive and negative use and should never be interchanged. Always ensure that you use the appropriate original.

For master artwork contact Farnborough International marketing team.

Foil blocking

If foil blocking the Farnborough International master brand identity, use this artwork.

IDENTITY AT 30MM



WHEN PRINTED TOO SMALL THE AIRBRIDGE STARTS TO FILL IN



The master brand identity exclusion zone & minimum size

Exclusion zone

When placing the Farnborough International brand identity on materials or imagery it is always surrounded by an exclusion zone which must remain free from other elements (type and graphics).



The minimum exclusion zone area is equal to the height of the 'O' in the Farnborough logotype. The clear space area is proportional at all sizes of brand mark.



Minimum size

Our identity should not be reproduced on any material at a size less than 30mm in width to ensure clarity of both the logotype and airbridge.





**Farnborough
International
master brand
colours**

	Pantone®	CMYK	RGB	Hexadecimal
	Cool grey 4 C	00,00,00,28	203, 201, 202	cbc9ca
	281 C	100,80,00, 35	12, 47, 111	0c2f6f

The master brand identity colour specifications

Colour matching

The Pantone® references should be used to match for correct reproduction of the core colours. Coated colour swatches should be the master colour reference for all colour matching.

Process (CMYK) colour printing

Custom CMYK colour breakdowns have been selected to provide the best possible starting point for process colour reproduction. Where necessary these values should be adjusted for the closest match to their respective Pantone® colour swatches.

On-screen colour

Hexadecimal colour breakdowns have been selected for on-screen applications.



IDENTITY NOT READABLE



IDENTITY NOT CLEAR FROM ELEMENTS



CLEAR FROM ELEMENTS



Master brand identity positioning

Please take care when placing the Farnborough International master brand identity on imagery.

Try to avoid:

- Elements that distract or overlap the identity or break the clear space rules.
- Backgrounds where neither our blue or white coloured identities can be seen clearly.

If you have a specific image that must be used you will need to create a graphic device that the identity can sit in so it is clearly legible.



The airbridge

It's a consistent reminder of what makes Farnborough International unique

Used correctly the airbridge is a distinctive and highly effective visual communication device.

- Please request permission from Farnborough International marketing team before using the airbridge, and follow the guidelines below carefully:
- It only appears where there is sufficient space. It's never squeezed onto an application close to other graphics that would detract from it.
- It acts as a watermark, never as the main message.
- It is mostly used to add texture and depth as a support to the master brand identity.

Do not flip upside down



Not close enough / Too flat



Frame the airbridge so it looks as dynamic as possible



The front and the back of the airbridge are ideal parts to focus on close up



Our design font is

LL Brown

Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Our everyday font is

Arial

Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

LL Brown is available from Lineto Foundry, please ensure you have a license to use this font

The master brand identity & pillars typography

To keep a consistent look and feel we use these typefaces across the Farnborough International master brand and pillars. When used correctly they play an important role in maintaining a consistent look.

Our design font is

LL Brown

(Wherever possible use this typeface.) We use this for professionally produced materials. i.e. those produced by our creative team, external agencies and those using design software.

It has been selected for its exceptional clarity, simplicity and legibility of characters and comes in a range of weights making it a great all rounder for most applications.

Our everyday font is

Arial

(Where 'Brown' is unavailable use Arial.) We use this on all documents including email, Word, Excel and PowerPoint.

It has been selected for its wide use and distribution, meaning that everyone in the team will have it installed on a PC and Mac. Its letter forms are clear, simple and legible - perfect for body copy and word heavy presentations.

Open Sans

For our online font we recommend using Open Sans. This is a google font that can be downloaded from [google.com/fonts](https://www.google.com/fonts).

The Farnborough International master brand and pillars communication elements

The Farnborough International gradient

The gradient is symbolic of our pioneering spirit celebrated from the past & inspiring the future.

The gradient is a very important brand asset. It plays the lead role in communicating our pioneering spirit.

The gradient has been created for CMYK use:

Dark blue CMYK /100,100,00,55

Mid blue CMYK /100,44,00,00

Light blue CMYK /55,00,00,00

OUR BRAND ESSENCE

THE HOME OF PIONEERING SPIRIT

V.1 One line version

THE HOME OF PIONEERING SPIRIT

V.2 Stacked version

Our brand essence

This is the heart and soul of our brand; it helps to give meaning and relevance to everything that we do.

There are two executions: a one line version and a stacked version. These are used to support our brand story of pioneering spirit.