



Our

Brand



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Understanding our  
brand and its role in our  
company's future growth.

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# Introduction

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## Understanding our brand and its role in our company's future growth.

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Our vision has always been to be a top tier Airport Business Centre in Asia Pacific recognised for delivering exceptional outcomes to our customers, shareholders and community.

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The key to understanding our new brand and identity lies in understanding the business objectives that led to its creation.

The goal was to develop ourselves as a fully diversified company with interests that respects our aviation core business and extends to an integrated property, commercial and retail orientated enterprise.

Our previous brand identity was not aligned to this new business paradigm, thus a new identity was required which reflected our future direction.

This book documents the journey of our new brand identity, from development to final design, in order to help you understand the strategic significance of our brand and how it is meant to be applied.





# 2

section

# About Adelaide Airport Limited

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**Before we can  
begin to understand  
our brand, we need  
to first understand  
who we are as a  
company.**

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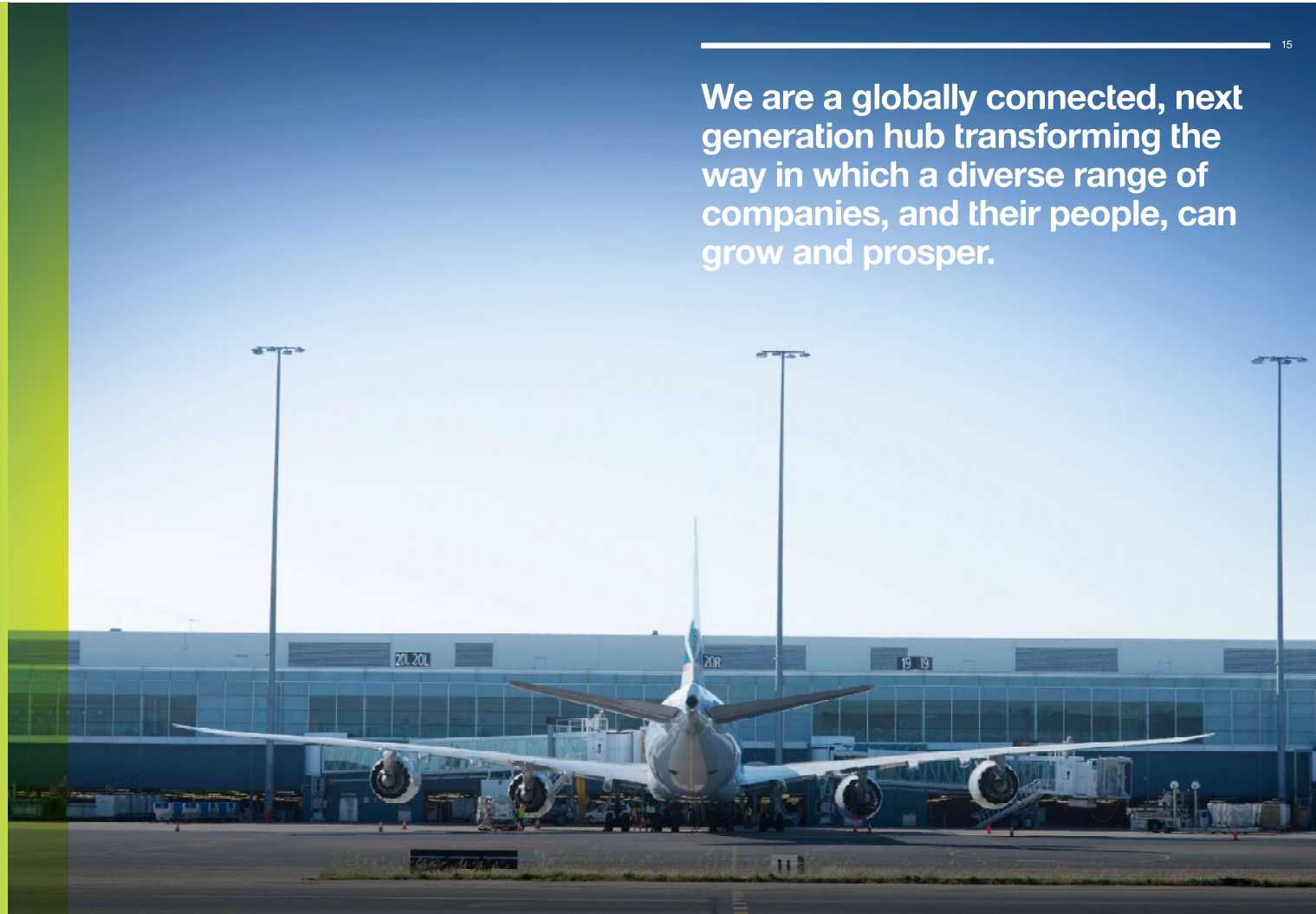
## Our Company

Adelaide Airport Limited is an unlisted public company whose shareholders in the main are Australian Superannuation Funds. Adelaide Airport Limited was the successful bidder for the rights to lease and operate Adelaide and Parafield Airports for an initial term of 50 years, with a right of renewal for a further 49 years from the date effective 28 May 1998.

Adelaide Airport is the major gateway for passengers and freight to South Australia and the south central region of Australia. It has been identified as an 'existing key industry area' and a 'specialist centre' by the 30 year State Strategic Plan.

Adelaide Airport is also the hub airport for major regional areas within South Australia and has direct services to all mainland capital cities and significant tourism destinations.

We are a globally connected, next generation hub transforming the way in which a diverse range of companies, and their people, can grow and prosper.



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Our Vision

**To be a top tier Airport Business in Asia Pacific, recognised for delivering exceptional outcomes to our customers, partners, shareholders and community.**

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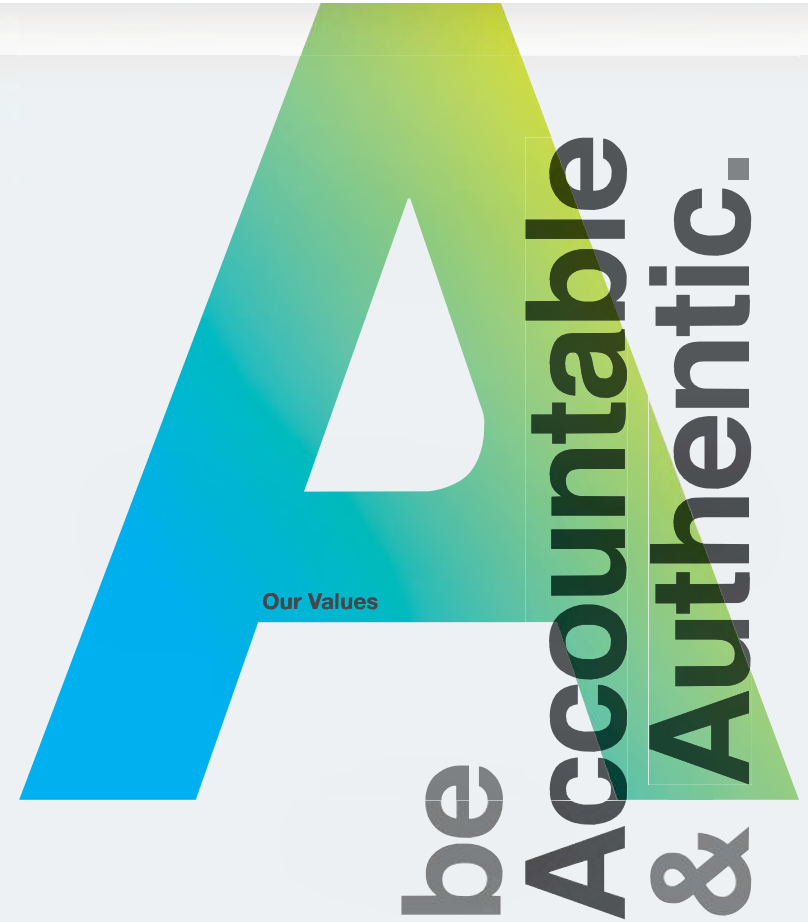
Our Mission

**To realise our vision, we will consistently:**

- nurture strong relationships with our stakeholders;**
- offer a great customer experience;**
- develop the expertise of our talented team;**
- deliver high quality facilities and services that are regarded as best in class, safe, secure & sustainable;**
- strive for innovative solutions and continuous improvement;**
- and partner responsibly with our community.**

## Our Values

**Values define behaviour.**  
Behaviour shapes culture. And culture is what sets us apart. The following pages showcase the values that we live by as a company, and how they are meant to inform our conduct, both within the organisation and with clients and customers.



conduct  
ourselves  
with  
Integrity.

Our Values

Our Values

be Responsive,  
efficient and  
Respectful.

**take Pride  
in our  
achievements.**

Our Values

**be Open and  
friendly and  
encourage  
diversity.**

Our Values

**Relationships  
based on trust.**

**build**

Our Values

**foster great  
Teams.**

Our Values

# Key drivers of our business

The following have been identified as key business drivers in Adelaide Airport's Strategic Objectives:

- Property Estate Development / Management
- Infrastructure
- Airline Capacity and Business Development
- Customer and Commercial Services

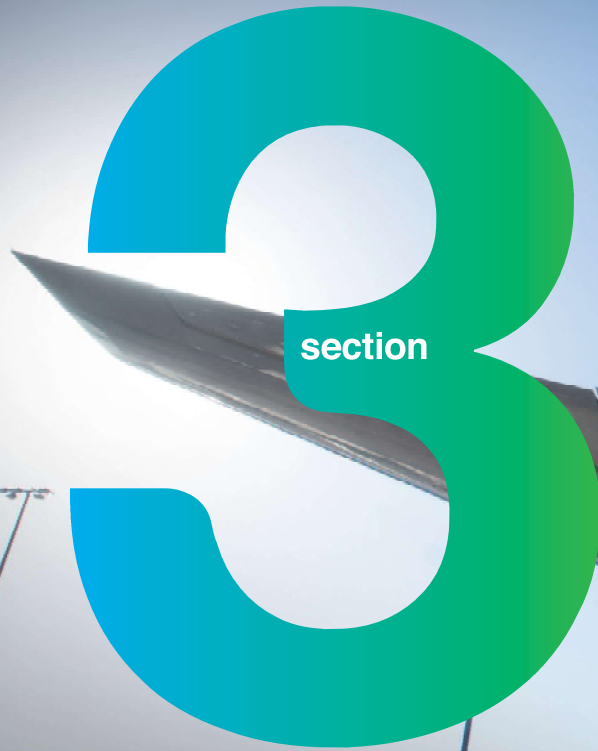
The challenge in developing the new brand was to develop an identity that would assist the organisation across all key business drivers without being skewed towards any business driver in particular.

**Property Estate  
Development/  
Management**

**Infrastructure**

**Airline  
Capacity and  
Business  
Development**

**Customer and  
Commercial  
Services**



section



The  
Strategic  
Intent of  
our Brand





# Journey through the evolution of our brand.

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In this section, we will look at the strategic factors that informed the development of our new brand and identity.



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# A bold new vision

## The context of our rebrand

With the unveiling of Adelaide Airport's 30-year vision, along with the 2014 Master Plan, it was clear that the future of Adelaide Airport would extend beyond an aviation facility to become a destination for commercial activities, retail opportunities and leisure pursuits

The Airport's brand identity at the time was not aligned with this new vision, having been created at a time when Adelaide Airport was functioning within a largely aviation-based paradigm. Clearly, there was a need for a new identity that would be more suited to the future vision of the company.

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## Stakeholder Research

Research of Brand Perceptions was undertaken to gain a better understanding of the brand attributes associated with Adelaide Airport, in order to inform the review of the Airport's brand and identity.

The key findings from the research showed that the word people used to describe Adelaide Airport was, 'Easy'. Getting around Adelaide Airport was a relaxed and easygoing experience, with none of the stress and congestion encountered in larger airports such as Sydney and Melbourne.

Further stakeholder consultation revealed two more words – 'Seamlessness' and 'Connectivity' – that captured the essence of Adelaide Airport, which were also used as a platform for developing the new identity.

## Identity Insights

Desktop research was conducted into best practices within airport branding in order to identify any emerging trends to adopt or avoid while creating the new identity for Adelaide Airport. This was to ensure that Adelaide Airport's new brand would have the right balance of being distinct while being aligned to global industry best practice.

Brand identities of 75 leading airports (from the Skytrax World Airport Awards 2013) were examined in order to set the benchmark for Adelaide Airport.

Brand identities for these airports were evaluated against parameters such as Symbols, Typography, Colour, Positioning Statements and Messaging, Brand Structure and Communication were also examined for Changi, Toronto-Pearson and Auckland.



## Key audiences of our business.

Being an airport, our audiences are as diverse as the needs they have

- Airport users (Travellers)
- Domestic and international airline carriers
- Retailers
- On-airport tenants
- Tourism operators
- Exporters and importers
- Freight handling agents
- Ground handling agents
- Sponsorship partners
- Local community
- State & Federal Politicians
- Media
- Retailers
- Taxis, buses, limo drivers

### Stakeholders of Adelaide Airport

- Staff (AAL, contractors, other airport businesses)
- Shareholders
- AAL Board
- Business and employer groups (Tourism, Freight, Commerce, Mining etc.)
- State & Federal government agencies

### Our brand architecture

Brand architecture refers to the hierarchy of relationships that may exist within a brand in terms of sub-brands and/or line extensions.

Adelaide Airport is a single brand represented by an identity that has two variations, one of which has a sub-brand, Airport Business District, which adopts elements of the Corporate brand identity.

Whilst the Corporate and Traveller brand identities are designed to be used by themselves, the Airport Business District logotype should only ever appear along with the Corporate brand identity.



Traveller logo



Corporate logo

Airport Business District graphic device

### Our Brand Attributes

As mentioned earlier, research has revealed that Adelaide Airport is set apart by three distinct characteristics — Ease, Seamlessness and Connectivity — which form our Brand Attributes. These attributes are part of a larger set of attributes, as shown in the diagram below.

Together, our Brand Attributes provide us with a yardstick for evaluating the appropriateness of any potential brand-related activity.



# Trust Me

## Business Development & Corporate

- Accountable • Authentic • Integrity
- Responsive • Relationships • Teamwork
- Visionary • Leadership

What this means, essentially, is that any brand-related activity needs to convey all (or some combination of) these attributes. Conversely, this also means that any potential brand-related activity that contradicts these attributes should not be undertaken.

The diagram outlines the dual nature and personality of the brand, and is foundational to all brand-related activities and communication. The end objective is that Adelaide Airport seeks to elicit responses of credibility (Trust Me) and emotional affinity (Love Me) from its audiences by engaging them with the relevant attributes.

Whilst the 'Trust Me' side of the business is primarily focussed on commercial returns, it's the 'Love Me' aspect of the brand that provides maximum opportunity for creating brand awareness by engaging the millions of visitors who come through our terminal every year. Thus, both sets of attributes are equally important to the brand.

Hence, while planning any communication activity, it is important to determine which audience group is being addressed, and what sort of outcome is expected, so as to determine the correct set of attributes to be applied.

Once the relevant audience group and attribute set have been determined, the appropriate functional elements of the brand identity can be applied so as to maximise brand impact.

# 4

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## The Functional Elements of our Brand

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# Up close and personal with our brand identity

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**A brand identity is so much more than a logo or symbol. Rather, it comprises all graphic elements that are associated with the brand.**

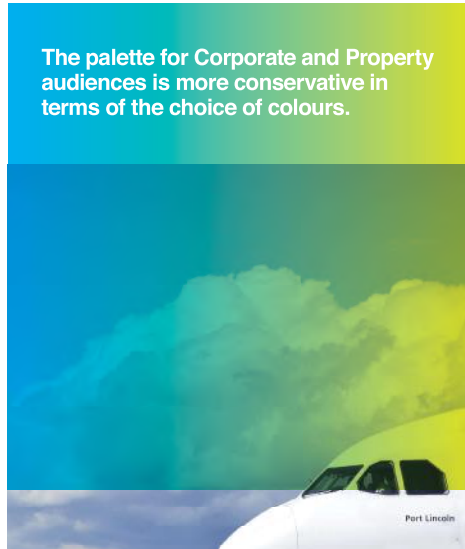
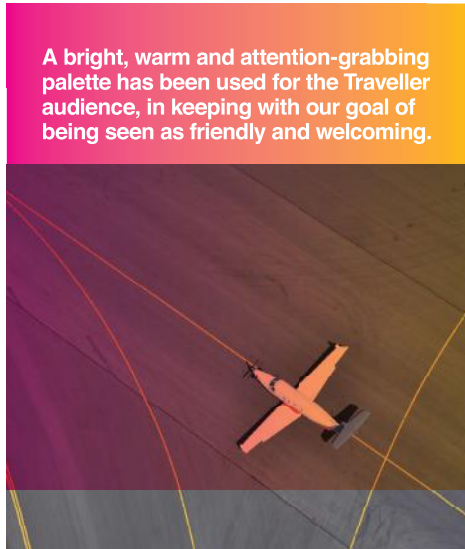
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This section deals with the various graphic elements that, when taken together, represent our brand identity.

### Our brand colours and how they work

The colour strategy for our brand has been informed by the audience segmentation, as well as the need to convey a friendly and welcoming personality.

However, the shades chosen are still quite bright and friendly, thus presenting ourselves as a visionary and modern organisation. Correct usage of the brand identity has been detailed in the Guidelines document.



### Our preferred typefaces

Whilst the custom typeface, Airvetica, has been developed as a headline face for the Adelaide Airport brand, a secondary typeface, Helvetica Neue, has been chosen for regular text. Three weights (Bold, Regular and Light) have been chosen to provide flexibility in the way content can be presented.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890 !@#\$%^&\*()\_+**

Airvetica

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890 !@#\$%^&\*()\_+**

Helvetica Neue

Adelaide Airport has a large archive of photographic and computer generated visual assets that can be categorised as follows:

- Aircraft, carrier and airside activity imagery
- Property-related imagery
  - Terminal interior, Plaza and Parking
  - Airport Business District
- Traveller-related
- Corporate-related

Whilst the preferred method for acquiring photographic imagery is by commissioning a photo shoot, sometimes this is not feasible owing to cost and/or time considerations. In such cases purchasing stock imagery can be a viable solution. At other times, e.g. Airport Business District, suitable imagery is not available because the subject is yet to be constructed. In such cases, special computer generated imagery (CGI) is required based on architectural plans and artistic vision.



Choosing the right image for your communication is vital since the mood, composition, lighting and subject material of the image all play a role in how the audience responds.



**How we represent ourselves through imagery**

This is especially true online (including social media), in magazines and newspapers, and on billboards. Every picture does indeed speak a thousand words. However, it's up to you to ensure that each picture says all the right things about our company!

Speak to the Marketing Team about your imagery requirements. All photo shoots stock imagery purchase, or CGI imagery development need to be authorised by the Marketing Team before commencement of any project requiring these assets.



The matter of image selection should not be treated lightly, but should be approached strategically regardless of where the image is meant to appear.

## The visual language we use across our communication

The purpose of using such visual elements is that they provide a distinct aesthetic for the brand, making it instantly recognisable.

A suite of these lines has been developed for use in collateral which can be obtained from the Marketing Team.



The visual language being employed by Adelaide Airport involves the use of flowing lines rendered in gradients with either the Traveller or Corporate/ Property colour palettes. These lines can either be used over photographic imagery, or by themselves, as shown in the examples provided here.

Visual language refers to the unique visual elements that make up Adelaide Airport's brand identity.

