



BA Better World

LOGO GUIDELINES

FLYING IS MAGIC.

But it comes at an environmental cost.

So we're busy building a future that will positively impact the world beneath our wings.

Putting sustainability at the heart of our business.

So that by 2050, we will proudly take to the skies with net zero impact.

A cause as important as BA Better World, deserves its own identity...

RESTRICTED USE

APPROVAL REQUIRED

The 'BA Better World' sub-brand introduces a bespoke colour palette and suite of logos. To maintain British Airways' brand awareness, please always use the British Airways Masterbrand identity in the first instance.

However, if a communication is solely led by 'BA Better World', then the following guidelines can be followed. Any use of this sub-brand **MUST** be approved by the British Airways Brand team, including all proposed designs carrying the colour scheme and logo.


brand.comms@ba.com

I COLOUR PALETTE




AQUA MARINE

PANTONE 2391 C
C:85 M:25 Y:11 K:13
R:0 G:129 B:166



TEAL BLUE

PANTONE 2985 C
C:58 M:00 Y:00 K:00
R:91 G:194 B:231

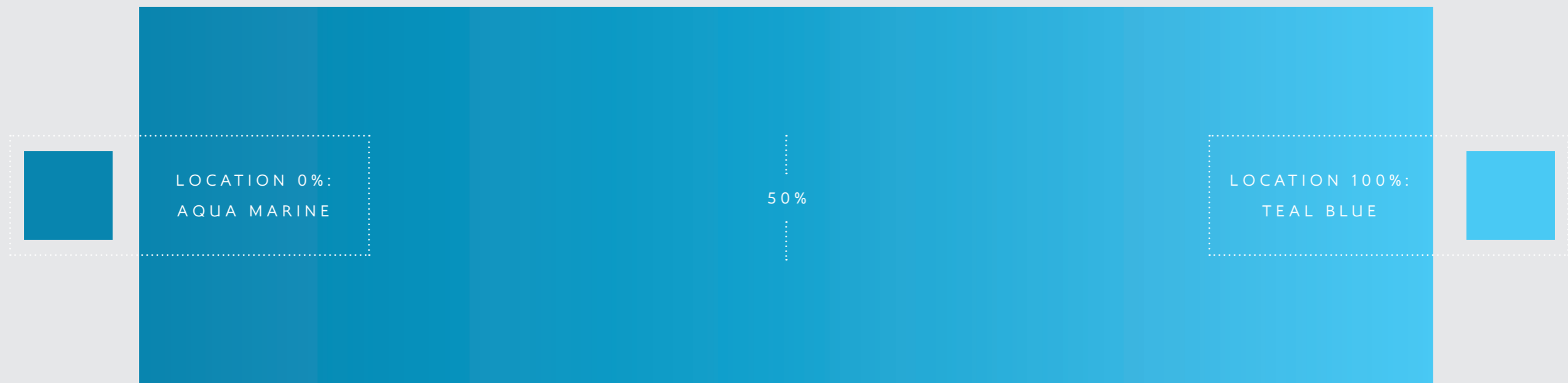


DARK GREY

PANTONE 2331 C
C:00 M:00 Y:00 K:60
R:135 G:135 B:135

The BA Better World colour palette is simple and designed to reflect sustainability. It's light, earthy and fresh.

Text should be set in Dark Grey for legibility.



The colour gradient can add depth to design when imagery is not available. For consistency, please always apply a 50/50 gradient split between Aqua Marine and Teal Blue.

I BA BETTER WORLD PRIMARY LOGO



The Aqua Marine and Teal Blue primary logo is our master logo for BA Better World.

If space allows, please use this version. Wherever possible, it must be centralised on the creative.

Use the positive version against white or light backgrounds only. However, if you have to use the logo over an image or dark background, please revert to the white reverse version.



I BA BETTER WORLD SECONDARY LOGO



Where there is limited space, such as landscape content formats, use this secondary version of the logo where the logotype is laid out alongside the Speedmarque.

Wherever possible, this should be positioned either in the top right or bottom right corner of creative.



BA Better World



| PRIMARY AND SECONDARY LOGOS - CLEAR SPACE



The minimum clear space for all logos is the height of the Speedmarque as shown with the 'x' in the graphics on this page.

We recommend that you increase the space wherever possible to give our branding prominence and visibility.



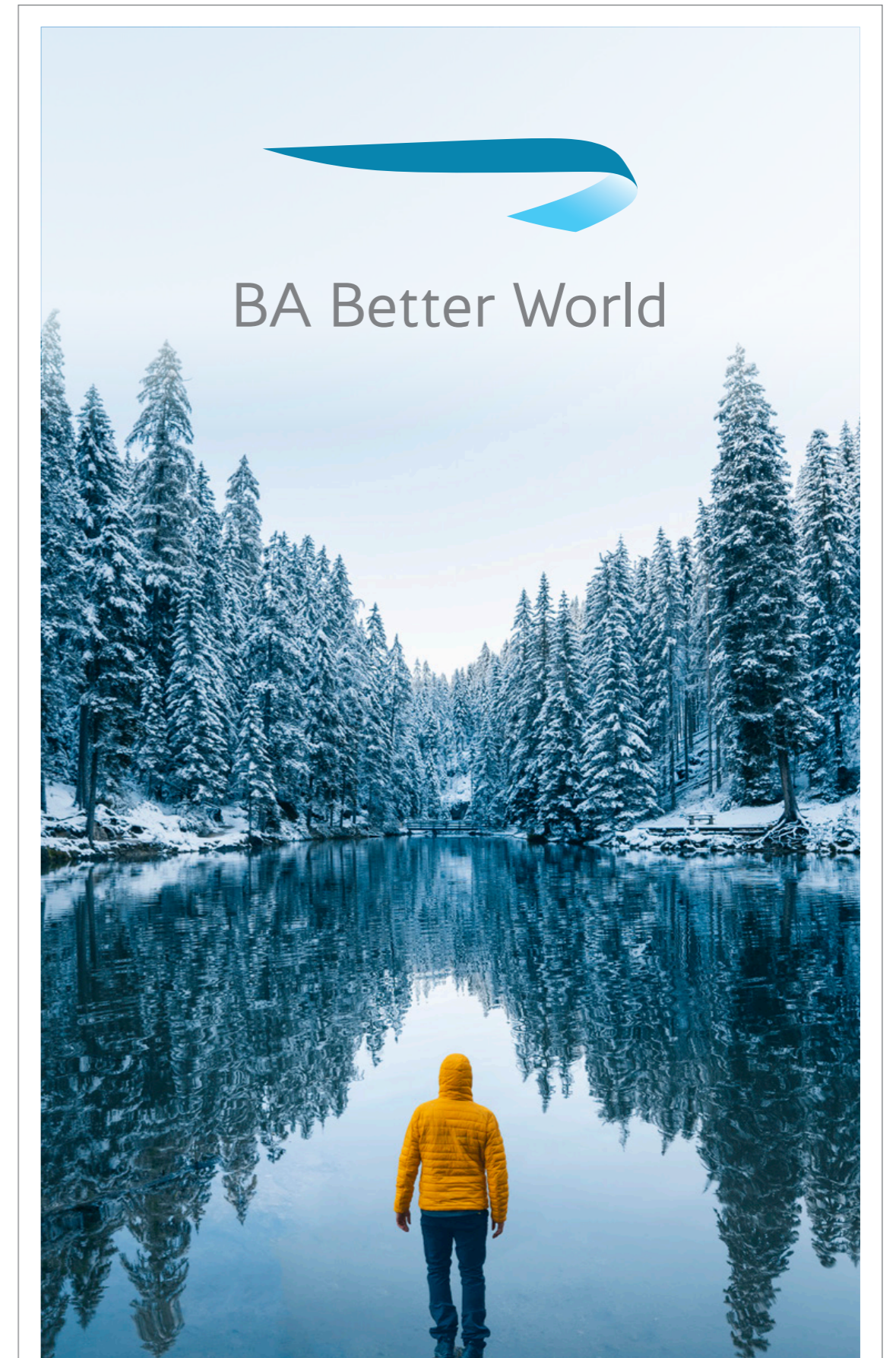
I CREATIVE APPLICATION



When you position the logos on an image, always use the correct version depending on the background colour.

Reverse logo on dark image backgrounds. And positive logo on pale image backgrounds.

- The BA Better World logo should always be placed where it has prominence and visibility.
- In print, the preferred positioning of the primary logo is top or bottom right of the creative. And centred for the stacked version.
- The positioning in digital channels depends on the channel and the purpose of the logo.
- Be mindful of the amount of logos you're using on the creative. It must be limited to one logo per creative, and cannot be used in the same creative as BA Masterbrand logos.



I SPEEDMARQUE



The Aqua Marine and Teal Blue Speedmarque is our simplified logo mark. It has less brand recognition on it's own without the 'BA Better World' copy, so should only be used when space is very limited.

Use the full colour version against white or light backgrounds only.

However, if you have to use the Speedmarque over an image or dark background, please revert to the white version, with Aqua Marine shadow on the return.



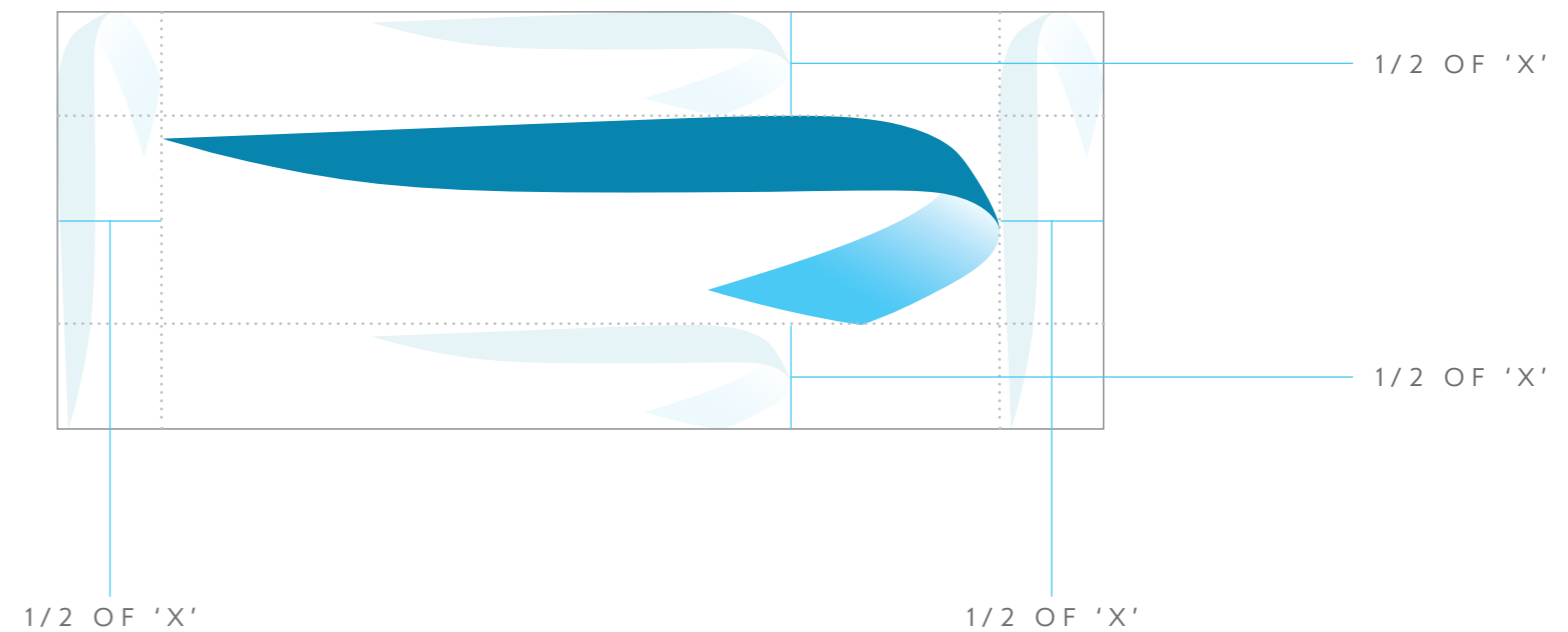
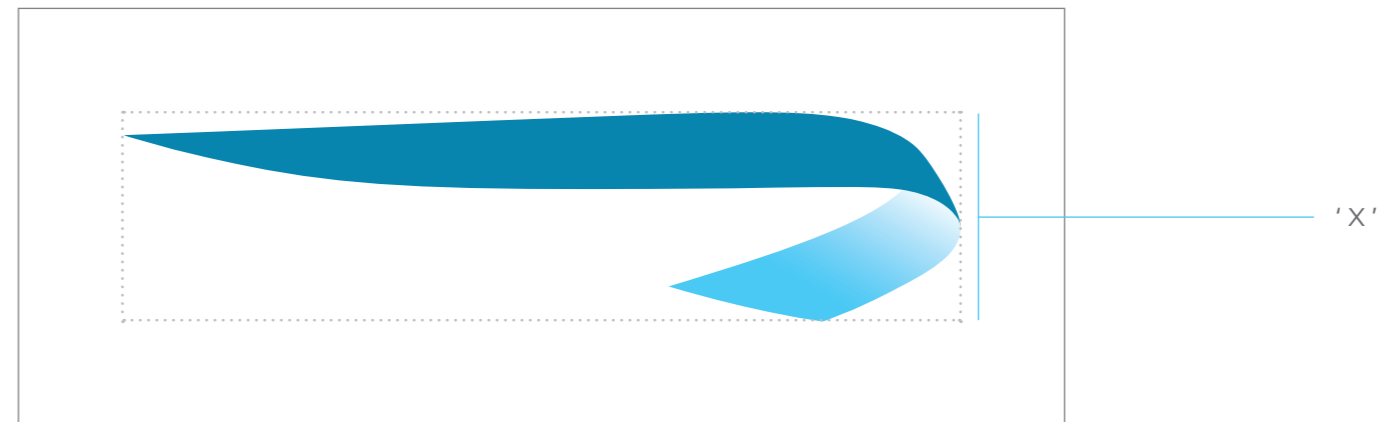
I SPEEDMARQUE - CLEAR SPACE



Give the Speedmarque as much clear space as possible. Don't clutter it with surrounding artwork, images or the edge of a page.

The minimum clear space for the solus Speedmarque is half of 'x' shown on the guides on this page.

We recommend the you increase the space wherever possible to give our branding prominence and visibility.



I SPEEDMARQUE - SPLITLINE



This version of the Speedmarque can only be used in restricted circumstances, when printed artwork is limited to one colour only. For example, on stitched fabric.

The Splitline is a thin line that separates the top and bottom half of the Speedmarque. It ensures that the shape of the Speedmarque is maintained in a graphically aesthetical way and gives the logo a 3D effect.

The positive version of this Speedmarque is only available in Pantone 2391C. If digital printing is available, then the full colour version should be used.

If only monochrome printing is required, please refer to British Airways Masterbrand Splitline logos.



I BRITISH AIRWAYS STACKED LOGO WITH CORPORATE PROGRAMME STRUCTURE



If a communication is led by British Airways, or in a non-British Airways environment such as sponsorship event, then this stacked joint logo should be used.

Please note, this logo cannot be used in conjunction with any of the BA Better World logos. It must be used on its own in a creative.

This is laid out in the corporate programme structure and ensures brand consistency for the British Airways Masterbrand, as well as exposure for BA Better World.



BA Better World



BRITISH AIRWAYS STACKED LOGO WITH CORPORATE PARTNERSHIP STRUCTURE



If a strategic partner needs to be included in a logo lock-up, please follow the same principles as the British Airways corporate initiative co-branding.



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