The Airbus logo is available in three colour variants to fit on various backgrounds and applications:

**Blue:** The blue variant is to be prioritised. This logo is available in CMYK, Pantone 281C and RGB.

**Black:** For greater flexibility, percentages of black are permitted from 90% to 10%.

**White:** When reversing out on dark backgrounds.

**Exclusion zone**
Our logo must always be surrounded by clear space to maintain its impact and importance. To regulate this, we have defined an exclusion zone equal to the size of the Airbus “A” around the logo as illustrated. It is important to keep this zone around the logo clear of any graphic elements.

**Minimum size**
The Airbus logo is used in different sizes on a range of applications. As it is important to retain logotype quality when applied to each application, we have established a minimum size for our logo to retain quality and legibility. Measurements are based on the height of the Airbus “A” as illustrated. For on-screen and digital applications minimum sizes please refer to the on-screen principles.

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The logo is a registered trademark. Its use is restricted to Airbus documents and applications: print, on-screen, signage, Airbus products and Airbus merchandising products. Without exception, all other use requires authorisation from the Branding department.

The Airbus logo is the core element of our branding. It is important to respect its shape and colours to avoid damage to the Airbus brand. The characters that compose the Airbus logo should never be separated. Any exceptions require explicit authorisation by the Branding department.

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**Basic Design Principles**

**Colour variants**

- Blue: CMYK, Pantone 281C, RGB
- Black: 90% - 10%
- White: Reversing out on dark backgrounds

**Exclusion zone**

- Clear space around the logo

**Minimum size**

- Based on the height of the Airbus “A”

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For on-screen and digital applications, please refer to the on-screen principles for minimum sizes.