

# MELBOURNE AIRPORT

Hoarding Guidelines

March 2023

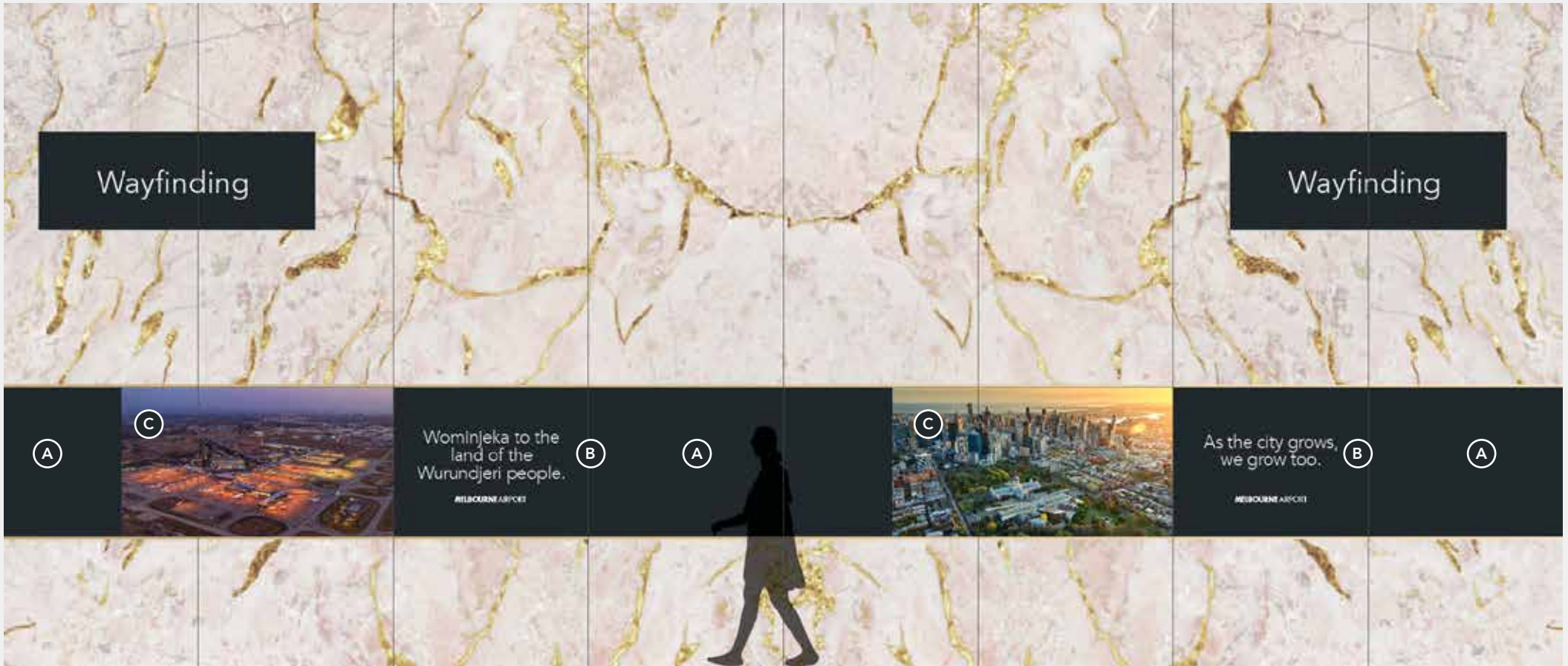
# Meanwhile Melbourne

Designed to tell a story of Melbourne. Sophisticated and engaging - construction disappears behind the marble facade, showcasing messaging tapped into modern Melbourne – the city's growth, first peoples, fresh new retail, sustainability, and Melbourne's passions - live entertainment, theatre, and sport.



## Full Skin Option

Application options for hoarding timeline 8 weeks+



A

### Charcoal Band

The background panel has two colour variants that can be applied dependent on the message or imagery.

B

### Message

The headline features key messages in an aspirational and consumable way.

C

### Hero Image

The hero image builds on the theme of the headline whilst being flexible dependent on the size of the space available.

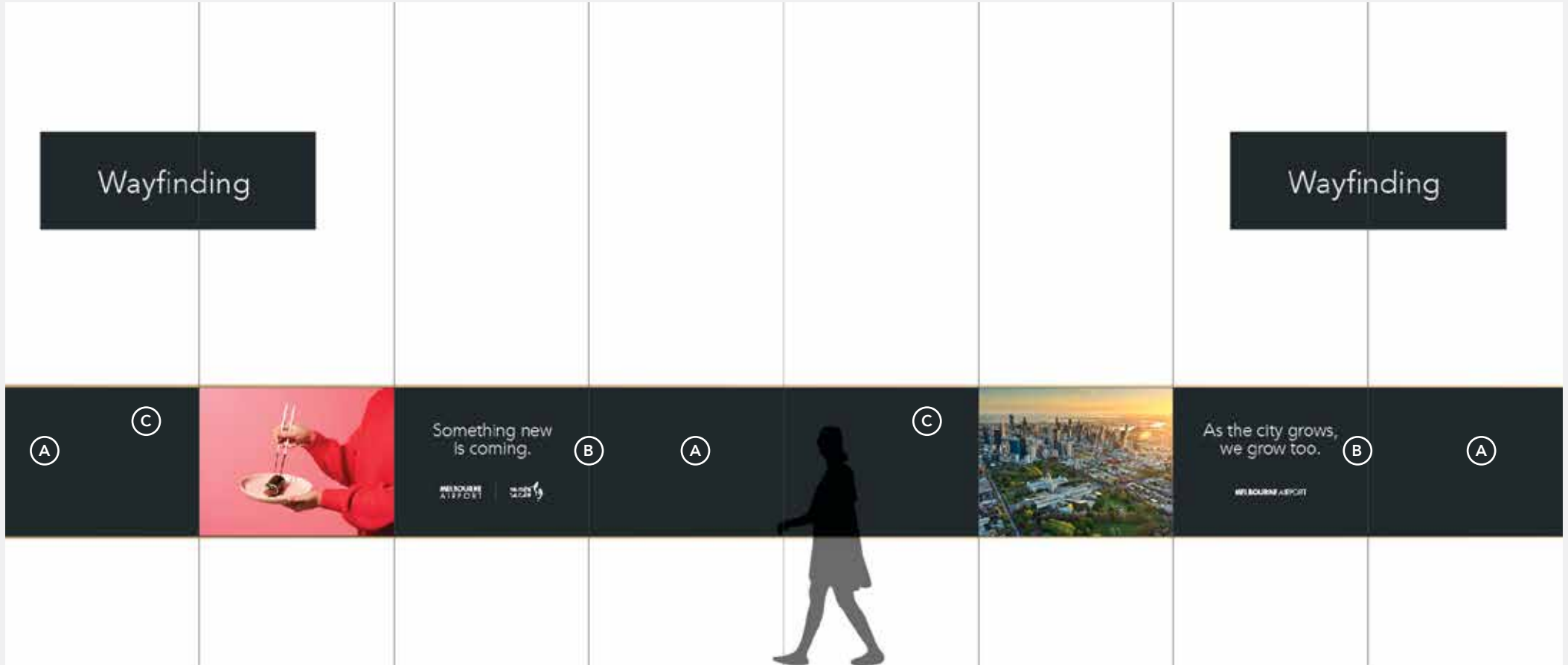
D

### Identity

Creating exposure for the Melbourne Airport and it's partnership with the leading retailers within the terminals.

## Partial Skin Option

Application options for hoarding timeline up to 8 weeks



A

### Charcoal Band

The background panel has two colour variants that can be applied dependent on the message or imagery.

B

### Message

The headline features key messages in an aspirational and consumable way.

C

### Hero Image

The hero image builds on the theme of the headline whilst being flexible dependent on the size of the space available.

D

### Identity

Creating exposure for the Melbourne Airport and it's partnership with the leading retailers within the terminals.

## Typography

The Melbourne Airport brand typeface is Avenir and is to be used across the campaign hoarding. It reflects our brand's sophistication, modernity and innovation.

The hoarding uses two weights of Avenir, light and medium for the messaging.

# Avenir Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

# Avenir Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

## Messaging

The messaging is intended to capture the essence of a brighter future of the airport. Highlighting the improvements taking place in an approachable yet succinct way.

Depending on the objective of the hoarding the tiered messaging allows the flexibility to showcase to the project, brand or partnerships within the terminals and the airport as a whole.

### OVERARCHING MESSAGE

Our city is growing, and we are too.

#### T2 WELCOME

Wominjeka to the land of the Wurundjeri, the First Nations people of this land.

#### T2/T4 MEANWHILE

As our city is growing, we are growing too

#### T2/T3/T4 RETAIL

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Something new is about to land.

Watch this space. (Retailer's Name/Logo) is coming soon.

#### MELBOURNE EVENTS

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##### THEATRE & ARTS

Experience Melbourne's passion for live entertainment (or live theatre)

##### SPORTS

Experience Melbourne's passion for sport

##### CONCERTS

Witness the height of world-class music at [KISS]'s Melbourne concert/s.

# Hoarding Panels

When using multiple panels along a stretch of hoarding please ensure that the same colour, imagery or messaging aren't repeated next to one another.



Wominjeka, Welcome to the land of the Wurundjeri people.  
MELBOURNE AIRPORT



Our city is growing, and we are too.  
MELBOURNE AIRPORT



Our city is growing, and we are too.  
MELBOURNE AIRPORT



We're powering all four terminals with our own solar farm.  
MELBOURNE AIRPORT



Something new is about to land.  
MELBOURNE AIRPORT | SUSHI SUSHI



Our city is growing, and we are too.  
MELBOURNE AIRPORT



Axil is getting a new look.  
MELBOURNE AIRPORT | AXIL



Our city is growing, and we are too.  
MELBOURNE AIRPORT

## Photography

The photography should be used to support the campaign and show Melbourne Airport in a transformative way with an emphasis on angles, perspective and movement. Focusing on airport infrastructure, people and the environment, the photography should portray Melbourne Airport as a contemporary and innovative place.





# Applications

Wayfinding

Wayfinding



Wominjeka, Welcome  
to the land of the  
Wurundjeri people.

MELBOURNE AIRPORT



As the city grows,  
we grow too.

MELBOURNE AIRPORT

Wayfinding

Wayfinding



Something new is  
about to land.



Our city is growing,  
and we are too.

MELBOURNE AIRPORT

[MelbourneAirport.com.au](https://MelbourneAirport.com.au)