

Logotype & tagline

Guidelines

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Document control

Company	Amadeus Global Travel Distribution S.A.
Department	Global Brand Management
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Introduction

The corporate signature is the most prominent part of the Amadeus visual identity. It consists of our logotype and our new corporate tagline: Your technology partner.

The tagline should always appear below the Amadeus logotype in its fixed relationship of size and position unless specified otherwise.

Approved logotype versions

figure 1: range right tagline

figure 2: reversed white out
(with or without tagline)

figure 3: range left tagline (only to be used
when logo is aligned left in the layout)

figure 4: logotype without tagline. To be
used in signage, gifts or when the logo is
smaller than 36 mm.

figure 5: vertical and horizontal alignment

figure 6: Registered Trademark. Use only if
legally required.



Protecting the brand

It is important to maintain consistency in the application of the Amadeus visual identity across all media. To ensure this, the logotype and tagline should not be changed or distorted in any way.

In order for the logotype and tagline to be effective, they must stand within a clear space into which no other elements may intrude. This space is referred to as the exclusion zone.

The exclusion zone is illustrated in figure 7. The distance 'D' is equal to the height of the capital letter 'D' within the logotype.

The minimum size is illustrated in figure 8. The logotype and tagline must not appear smaller than 36mm in width nor must the tagline be reduced to less than 8pt. If space restrictions require that the logo be smaller than this, the tagline should not appear with it. In such a case, the logotype must not appear smaller than 15mm in width.

Figure 7

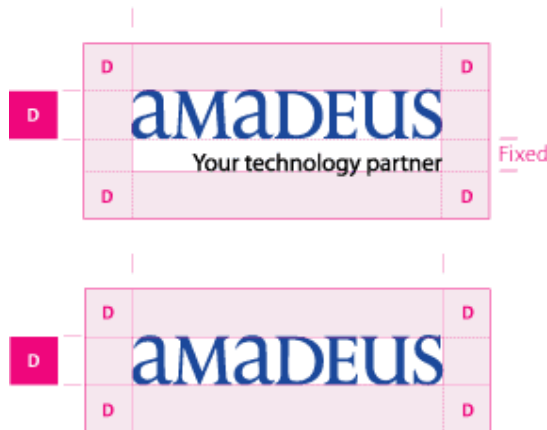


Figure 8



What not to do

Common sense should prevail when using the logotype. Clearly there are many alternatives possible, but only the examples shown above are allowed. The following examples illustrate what not to do with the Amadeus logotype.

figure 9: vertically aligning the logotype with tagline



figure 10: repositioning the tagline around the logotype



figure 11: replacing the tagline with another element



figure 12: altering the proportions of tagline and logo



figure 13: reversing the logo out of an image with lots of detail or poorly contrasting tone



figure 14: reversing the logo out of a colour or tint that does not contrast sufficiently



figure 15: printing the logo in another colour other than the approved colours



figure 16: repeating the logotype



figure 17: distorting the logotype in any way



figure 18: aligning the logotype on the diagonal



If you have any questions regarding the use of the Amadeus logo or require it in another size than published on the Amadeus corporate website, please contact [Global Brand Management](#).