

aena

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## **Application manual**

june 2025

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# How to use the Aena Brand



Whenever the initiative is produced by Aena.

When it is to be applied to high quality media.



When it will have negative repercussions on the company image and may trigger controversy.

# Graphic brand

## Main

Aena has two versions of its main logo.

Without the claim

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With the claim

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# Graphic brand

## Airports

Each airport has its own logo, also with and without a claim.

Without the claim

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With the claim

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# When to use the brand with and without the *claim*?

Use the brand with the claim when the support to which it is applied guarantees its legibility and it complies with the initial rules governing the use of the Aena brand.



Advertising messages	✓
Marketing messages	✓
PowerPoint presentations	✓
E-mail	✓
Digital stationery	✓
Printed stationery	✓
Aena 360 magazine	✓
Corporate communication	✓
Fairs with own stands	✓
Mechandising*	✓
Events in collaboration with other organisations	✓
Signs on buildings	✓
Publications	✓
Stamps	✓

\*Whenever the product is large enough to ensure legibility.  
If not, use the main logo without the claim.

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Always use the logos available on the intranet.  
If you have any questions, please address them  
to [imagencorporativa@aena.es](mailto:imagencorporativa@aena.es)

# Graphic brand – Without the claim

## Colour behaviour

### Main versions



On white



On corporate green



On corporate blue

### Other versions depending on the background



White on medium colour



Black on light colour



White on dark or black background

# Graphic brand – Without the claim

## Clear area

To ensure the visual impact of the logo and that it is readable, keep any other graphics, texts, and complex items such as photographs, outside the clear area. To create the clear area, use the height of the “a” of Aena as shown in the illustrations. For all versions of the logo, keep the proportions the same as the clear area described here.



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# Graphic brand – With the claim

## Colour behaviour

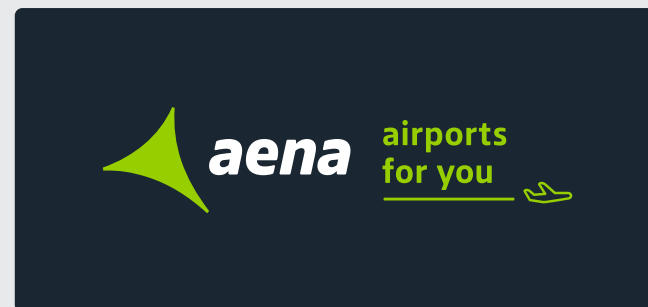
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# Graphic brand – With the claim

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# Sub-brands – Coexistence with the corporate claim

## Aena Brasil

Horizontal

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Vertical

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# Sub-brands – Coexistence with the corporate claim

## Aena Vip

Horizontal

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Vertical

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# Sub-brands – Coexistence with the corporate claim

## Aena Parking

Horizontal

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Vertical

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# Sub-brands – Coexistence with the corporate claim

## Aena Club

Horizontal

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Vertical

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# Sub-brands – Coexistence with the corporate claim

## Aena Travel

Horizontal

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Vertical

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# Sub-brands – Specific claim for the Organisation and People Direction

## Las personas cuentan

The Aena brand also has another claim which is used solely for communications issued by the Organisation and People Direction.

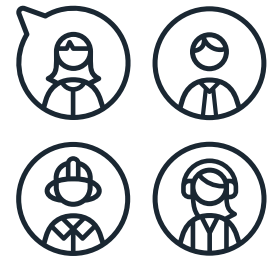
las  
**PERSONAS**  
cuentan



las  
**PERSONAS**  
cuentan



las  
**PERSONAS**  
cuentan



# Thank you

A brand lives through its applications. Its success depends on the professionalism with which they are executed.

Corporate Image Department

June - 2025

