

Brand Guidelines



This guide is a tool designed to help us project the values and vision behind the Edinburgh Airport brand.

It is important that it is followed carefully so that we can ensure a consistent style and quality of presentation. Everything we do and produce needs to reflect Edinburgh Airport clearly and consistently.



**The only airport
servicing the
world-renowned
city of Edinburgh
as a gateway to
Scotland.**

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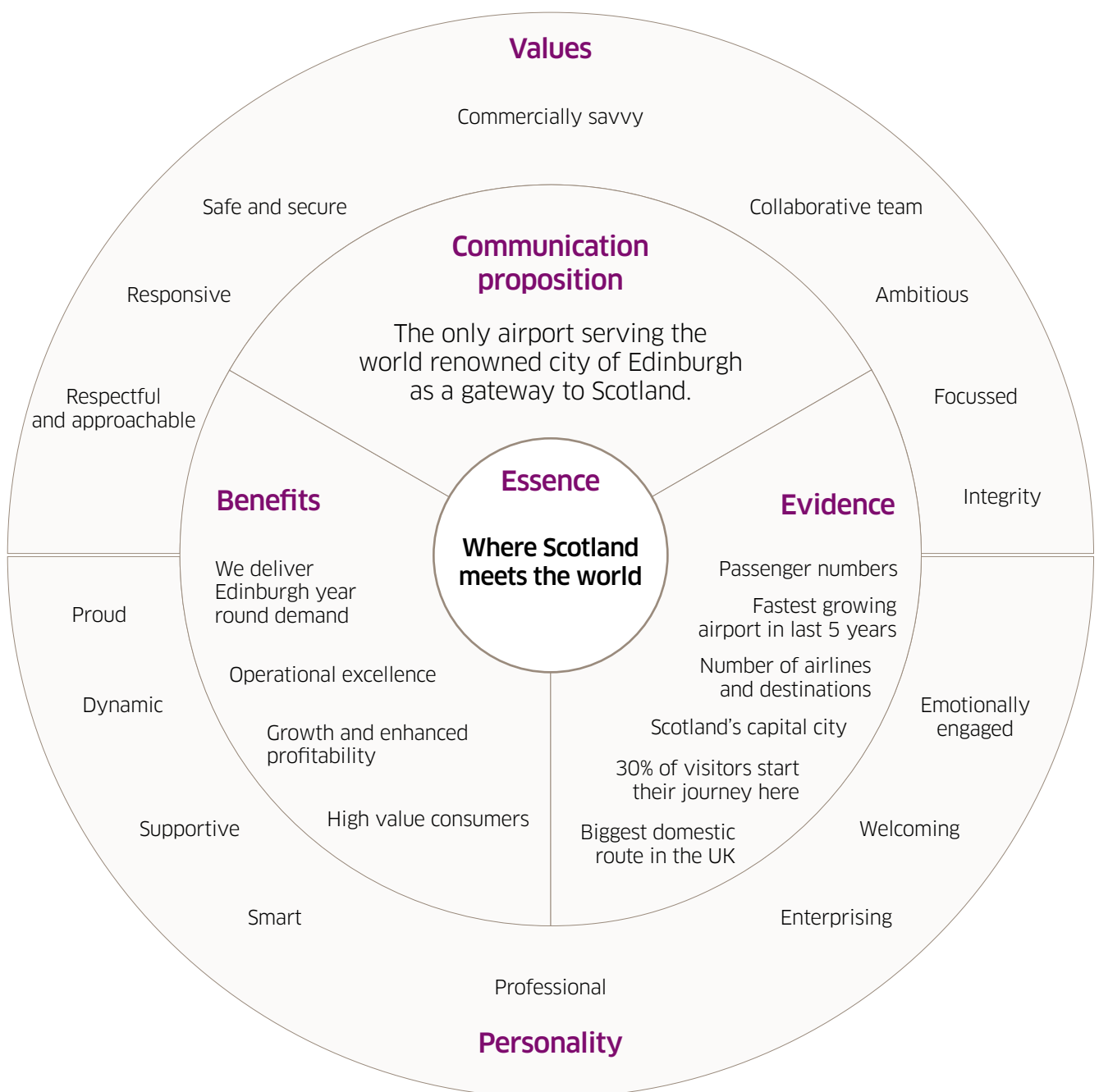
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The background features abstract, layered purple shapes. A large, dark purple triangle points towards the top right. Below it, a lighter purple shape follows a similar path. The bottom portion of the image is a solid, medium purple field.

1.0 **Our brand**

Our mission is simple and founded in service to our customers. Our brand promise talks about what makes us different from our competitors and speaks to the value we provide.



2.0

The Edinburgh Airport logo

Our identity needs to be consistently and correctly applied, and must never be altered or modified in any way. Only ever use an original digital graphic file.

The Edinburgh Airport logo consists of two elements – the Edinburgh Airport symbol and the Edinburgh Airport wordmark.

In the preferred version, the logo appears in Edinburgh Airport Purple. In alternate versions, the logo is reversed out of the badge in Edinburgh Airport Purple. The Edinburgh Airport logo is a unique piece of artwork.

The proportion and arrangement of the symbol and wordmark have been specifically determined. The logo should never be typeset, recreated or altered, which could cause inconsistencies that dilute the impact of the brand's power.

In some instances when physically branding products, where you are not able to optimally show the full Edinburgh Airport logo due to space or process limitations, an exception may be made to allow use of the wordmark and/or symbol on its own.

This exception requires approval on a per item basis by Edinburgh Airport Communications Team.

To maintain consistent use and ensure the integrity of the logo, use only approved electronic art files, available from Edinburgh Airport Communications Team (edcommunications@edinburghairport.com).

Master logo



To preserve the integrity, always maintain a minimum clear space around the logo.

This clear space isolates the logo from competing graphic elements such as other logos, copy, photography or background patterns that may create a distraction. The minimum clear space for the Edinburgh Airport logo and the alternate horizontal logo is defined as the height of the 'E' in the wordmark.

This minimum space should be maintained as the logo is proportionally enlarged or reduced in size.



The Edinburgh Airport logo retains its visual strength in a wide range of sizes.

In order to achieve legibility the minimum size of the logo is set, so that even when scaled down its impact is not diminished. The minimum size of the logo for print is determined by the width of the Edinburgh Airport wordmark, which should not be reproduced in

a size smaller than 35mm in width for the logo with the strapline, 30mm width for the logo without the strapline, and 10mm width for the alternate logo, as illustrated.

With strapline



Without strapline



Destination or staff facing only (use must be approved by Edinburgh Airport Communications Team)



Actual size



The Edinburgh Airport logo should be reproduced in colour whenever possible.

For specific colour values to use when reproducing the logo (spot or PANTONE®, 4-colour process, RGB), refer to section 3.2 Colour palette.

White is the most effective background on which to reproduce the colour logo because it provides a clean, crisp contrast. If colour reproduction is not available or is not a viable option, the logo should be reproduced in solid black or as reversed out in white against a colour background.

When the Edinburgh Airport logo is placed on a photographic image, the image behind must be light enough to provide contrast for the positive logo or dark enough to provide contrast for the reverse logo.



Spot logo, 4-colour logo, RGB logo – for use on a white background or where there is sufficient contrast between the logo and the background for reproduction.



Black logo – for use when colour reproduction is not an option.



Full-reverse logo – for use when full-colour reproduction is not an option or viable solution on dark or black backgrounds.



Full-reverse logo – for use on dark image backgrounds.

Printed material

All printed material that reference Edinburgh Airport products and services must contain the Edinburgh Airport logo. For specific size requirements please see below:

a) Promotional material

All other promotional material (including, but not limited to: advertising, direct mail, point-of-sale displays, collateral, multimedia, etc) that reference Edinburgh Airport material by default is branded with our logo, but if a partner logo is required it must be displayed at a reasonable size. In this circumstance the Edinburgh Airport logo should be displayed at a minimum of 75% the size of the Partner's logo. However, if the word 'Edinburgh Airport' appears in the main headline of the promotional material and/or the Edinburgh Airport wordmark is prominently displayed, the Edinburgh Airport logo can appear at a minimum of 50% of the size of the Partner's logo.

b) Co-branding

All co-branded Edinburgh Airport material must display the Edinburgh Airport logo at a comparable size to (approx 75%), and frequency of, the Partner's logo. See example below.

Please note, for all uses of the Edinburgh Airport logo, regardless of the medium, minimum logo size requirements still apply for legibility purposes. See sections 2.2 Clear space and 2.3 Minimum size for more detail about the Edinburgh Airport logo clear space and minimum size requirements.

To ensure you have the correct Edinburgh Airport logo, please always use the JPEG or EPS file available from Edinburgh Airport Communications Team (edcommunications@edinburghairport.com).

Co-branding example



The Edinburgh Airport logo should be reproduced in colour whenever possible.

Incorrect use of the Edinburgh Airport logo compromises its integrity and effectiveness. The examples of logo misuse below are not comprehensive; they are only a small sample of possible misuses of the Edinburgh Airport logo.

To ensure accurate, consistent reproduction of the Edinburgh Airport logo, never alter, add to, or attempt to recreate it.

Always use the approved digital artwork, available from Edinburgh Airport Communications Team (edcommunications@edinburghairport.com).

Edinburgh Airport
Where Scotland meets the world



Don't typeset the wordmark.

Edinburgh Airport
Where Scotland meets the world



Don't use a pattern within the logo.
Never change the badge colour.

Edinburgh Airport
PARKING



Don't combine the logo with other text.

Edinburgh Airport
Where Scotland meets the world



Don't change the colour of the logo.

Edinburgh Airport
Where Scotland meets the world



Don't change the proportions
of logo elements.

Edinburgh Airport
Where Scotland meets the world



Don't stretch the logo disproportionately.

Whenever possible, the Edinburgh Airport logo should appear in the top right-hand corner, in full colour, on a white background.

Consistent placement in this location on communications materials helps build awareness of the Edinburgh Airport brand.

Clear space from the bottom and right edge is equal to three times the height of the letter 'E' as illustrated in

the diagram. If the logo cannot be placed in the lower right corner, an acceptable alternate placement is the top left corner.

Be sure to maintain the same amount of clear space from the top and left edges.

Preferred placement



Spacing for preferred placement





3.0 Graphic style

The Edinburgh Airport brand's graphic style is a flexible system of elements that visually represent immediate access to the flow of information.

This is conveyed through the use of colour, photography, typography and Tower Patterns. The Tower Patterns can be used across all communication when applied in conjunction with appropriate colours and photography.

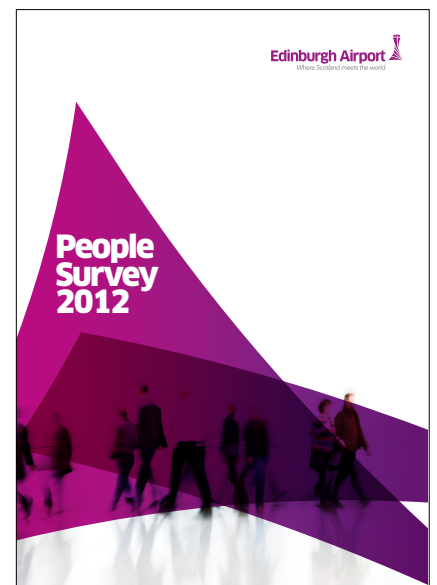
The five sections of the tower (Tower Patterns) can be used as dynamic graphic devices. They can be used to dramatic effect to support narratives, stories, facts and timelines. The illustrations below and on the following page show how, when used correctly, they create an impact and recognition in brand communications.

Always keep in mind which market segment a design is meant to communicate with, and apply the Edinburgh Airport brand's house style to create the most effective application possible.

Remember, these are guidelines, not intended to restrict creativity.



Examples of use



The tower patterns should be created to illustrate connections and give a dynamic appearance. On occasion, and to create consistency, these shapes may need contained within banner shapes.

Examples of use



Banner examples



Our chosen colour palette was inspired by Edinburgh and the surrounding area. The colours reflect not only the culture and history of Scotland but also the vibrancy and energy of modern life in the city region.

The Edinburgh Airport primary colour palette consists of EDI Purple and EDI Grey with a secondary palette of Nation, Elegant, Coast, Tranquility, Heritage, Passion and Style. These colours can be applied across Edinburgh Airport communications to headlines, titles, primary messaging, backgrounds and the Tower Patterns. These should only be used as supporting colours to the primary palette.

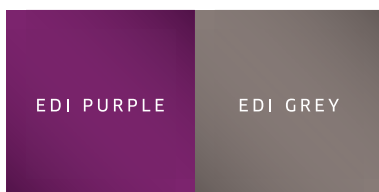
The accent colour palette is intended to complement the primary colours in the supporting design elements such as headers, subheaders, secondary messaging and the Tower Patterns, when appropriate. These colours are equivalent to the PANTONE® colour values cited in the table, the standards for which may be found in the current edition of the PANTONE® Colour Formula Guide.

For 4-colour process printing, refer to the CMYK values shown here. For on-screen and web applications (PowerPoint®, video, broadcast, websites, intranets, extranets), refer to the RGB/HEX values specified.

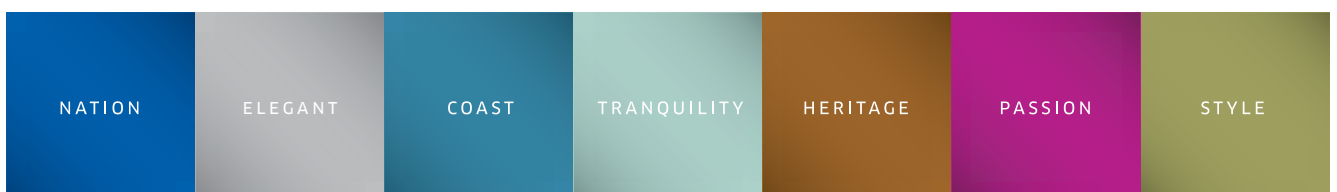
The colours shown throughout this manual have not been evaluated by PANTONE, Inc. for accuracy and may not match the PANTONE Colour Standards. PANTONE is a registered trademark of PANTONE, Inc.

It is important to try to match the Edinburgh Airport colour palette as closely as possible. For 4-colour printing, use the CMYK values for reference, as a starting point. Print vendors may have their own values and formulas for matching PANTONE® colours in 4-colour process, but the goal should always be to match the PANTONE® standard of the Edinburgh Airport colour palette. Colour variations may also occur on-screen as a result of different screen calibrations and/or the software application being used.

Primary palette



Secondary palette



Primary palette

	EDI PURPLE	EDI GREY
Pantone®	249	Warm Grey 7
CMYK*	40 100 0 28	0 11 20 47
RGB	126 12 110	154 139 125
HEX (web)	7E0C6E	9A8B7D

Secondary palette

	NATION	ELEGANT	COAST	TRANQUILITY	HERITAGE
Pantone®	286	421	314	324	1535
CMYK*	100 66 0 2	0 0 0 26	100 0 9 30	28 0 12 0	0 53 100 38
RGB	0 93 170	196 198 200	0 132 169	181 225 225	167 96 12
HEX (web)	005DAA	C4C6C8	0084A9	B5E1E1	A7600C

	PASSION	STYLE
Pantone®	241	618
CMYK*	27 100 0 2	00 3 87 30
RGB	181 26 138	192 175 44
HEX (web)	B51A8A	C0AF2C

To help provide a consistent, unified look in the Edinburgh Airport brand's use of typography, the Clan typeface should be used on all communications.

The various weight of Clan's sans serif characters is simple yet distinctive and supports the modern and dynamic attitude of the Edinburgh Airport brand.

The recommended weights of Clan are Thin, Thin Italic, and Book. Thin and Thin Italic or Book and Book Italic can be used for body copy, while Clan Medium and Clan Bold, are more suitable for headlines or captions.

To use Clan, you must obtain a copy of the font from Edinburgh Airport Communications Team (edcommunications@edinburghairport.com).

In the case of Word documents or PowerPoint presentations, the Calibri font may be used if the Clan font is unavailable.

Clan Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!

Clan Thin Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!

Clan Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!

Clan Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!

Clan Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!**

Clan Medium Italic

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!**

Clan Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!**

Clan Bold Italic

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!**

The medium and bold weights are only suitable for headline type in applications such as advertising, posters, signage or publishing. Do not use them for regular collateral material.

Imagery should be impactful and where possible focus on people.

Imagery should concentrate on people, whether it be staff or customers, shown in the airport environment. This will help us to tell the Edinburgh Airport story and bring the brand to life.

If photography is to be used in a publication or presentation, it is preferable to commission it either from a photo library or a photographer, rather than rely on existing imagery which may lack relevance and the quality we strive to maintain.

When using photography it is important to take the following into consideration:

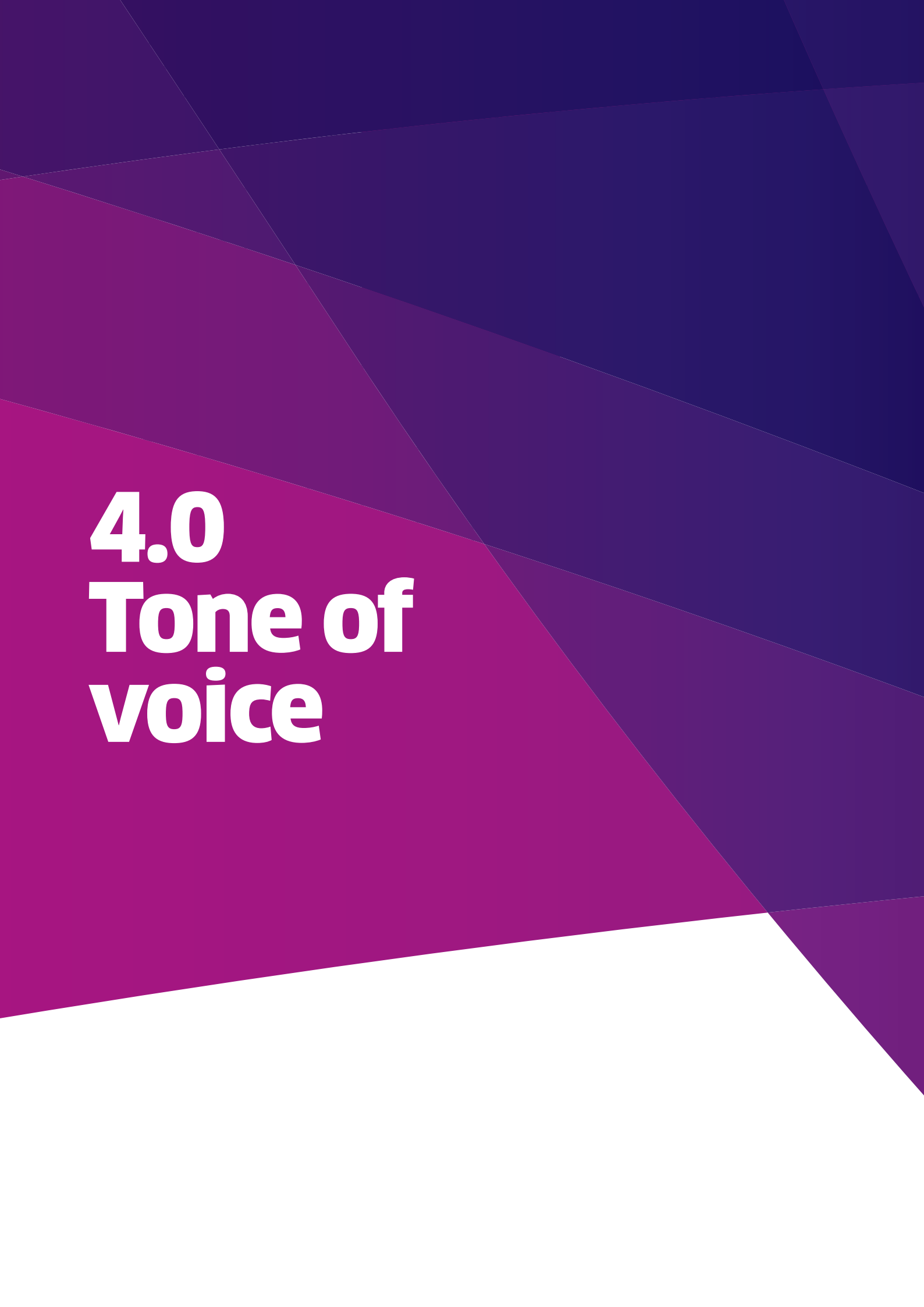
- Does the image say anything to the viewer as opposed to simply being background wallpaper?

- Does the subject matter give a positive image of the company, and is it interesting? If not, why not?

The photographs shown on this page are good examples of appropriate images for use in Edinburgh Airport materials. The subject matter is relevant, gives us good visual information and is colourful.

Always make sure you have permission before using any images. Please contact Edinburgh Airport Communications Team for details on the availability of commissioning photographers or sourcing stock photography.





4.0

Tone of voice

When speaking we think about who we are talking to. The content, the story, stays the same but the way we tell it depends on our relationship with the audience. It's not just what you say but the way you say it. In this section we explore the importance of choosing the right words.

Knowing our audience

It's good to think about who we are writing for:

Our passengers

Over 9 million people a year pass through our airport. We have the biggest domestic route in the UK, with business travellers benefiting from regular, frequent, reliable flights. Others arrive here for the first time, with 30% of visitors to Scotland starting their journey by flying into Edinburgh. Whether flying for business or leisure, all passengers are likely to be met or seen off by friends and family who we also count amongst visitors to our airport.

Our airline customers, retailers and other tenants:

40 airlines and 26 retailers have chosen to operate from Edinburgh.

Our local community

Though our aspirations are global, we work hard to be a good neighbour to local residents. We aim to be open and proactive in our communication, and engage with communities affected by noise or our business operations.

Our people

2,500 people work at Edinburgh Airport. With that in mind, it's good to let your colleagues know what you are doing and why.

Other people and organisations who are affected by, or can affect, our business

For example: suppliers, regulators, the City of Edinburgh Council, business and tourism, the Scottish Government and the UK Government.

Although you may have one or more of the above to think about, remember that our audience also includes past and future colleagues, competitors and the media. We are a constant source of interest.

Our tone of voice

Edinburgh Airport is made up of people. Many of us are involved in writing material. When it comes to communicating on behalf of Edinburgh Airport whose voice will the reader hear? We want it to be Edinburgh Airport's and that means you need to make sure your writing reflects the Edinburgh Airport personality.

Our voice is distinctive, and differentiates us from our competitors – we sound different, we sound like us, we sound like Edinburgh Airport.

How would we describe our personality?

The Edinburgh Airport personality represents our brand values (see section 1.1 Brand wheel), and is:

Proud
Dynamic
Supportive
Smart

Professional
Enterprising
Welcoming
Emotionally engaged

It is important that we are consistent in the way we express ourselves. A consistent tone tells the audience it is in the right place – whether visiting the website, reading the annual report or standing in front of the flight departure board. We want all our communication to sound like it's coming from Edinburgh Airport.

If in doubt always go back to the brand values. Ask yourself, whose voice will the reader hear? Do you sound proud, professional, dynamic, enterprising, supportive, welcoming, smart and emotionally engaged?

What we sound like

Our voice is meant to be engaging with its conversational, friendly and straightforward tone. We take care to write in a way that gives our audience the information it is looking for but also offer a wider view – sharing our insight as the only airport servicing Edinburgh, the gateway to Scotland. We always know what is happening, we take great care to write copy that is useful and interesting without telling people what to do. We sound upbeat, fresh and energetic and talk as one adult to another.

How to find the right tone

We express ourselves in the way we use words, including the language we use, the way we structure sentences and our writing style.

Our writing should be engaging and accessible, taking into account the audience and our aims. The language we use should be clear and straightforward, using plain English. There isn't a one-size-fits-all approach, and tone of voice leaves you free to add personality to your writing, but we do suggest you make an effort to:

- Use active voice and verbs.
- Keep sentences short and language simple.
- Write in a friendly but professional tone.
- Choose words with only one definition or connotation.
- Use measurements that are familiar to our audience.
- Choose familiar terms, and use them consistently.
- Use acronyms and abbreviations with caution.
- Limit use of jargon, technical, or scientific language.
- Avoid stereotypes and bias and use inclusive language.

We also have a responsibility to explain complex, technical or sensitive information to members of the public. The average reading age of the British public is between 8 and 10 years. Clear and concise writing helps reach as many people as possible.

Your writing reflects your attitude towards the reader. Here are some of the ways to avoid giving the wrong impression, and bring the tone of voice to life:

Use we/you

Use 'you and 'we' to address your audience directly.

Instead of:

"New routes to Egypt are available to passengers flying from Edinburgh Airport."

you'll sound more friendly and informal if you say:
"We are pleased to give you more choice than ever with new routes to Egypt."

Now the reader feels you are talking to them one-to-one.

Active verbs

Active is when you are doing something. Passive is when it's being done to you.

For example:

"Additional information can be found by passengers visiting our website."

can be improved by saying:

"Visit the website for more information."

Active makes your words stronger by showing who is responsible for doing what. It's clear in this example what steps the passengers need to take. Use the active to make your words more direct, personal and less formal. Passive tends to look shifty as though we're hiding behind a corporate mask.

Avoid jargon, clichés and acronyms

Unless you are communicating with experts use everyday language and explain complicated terms.

Consider:

"Edinburgh Airport aims to facilitate onward PAX transit for PWRM."

when what you mean is:

"We are always happy to help passengers who are less able."

Communicate in a way that can be understood the first time around.

But be precise

When you speak you can see your audience's response, and explain if anything is unclear. You need to be more precise in writing, and using concrete language can help – use nouns to describe what you can touch, see, smell, hear and taste – to paint a picture for the reader. Use real examples where possible.

It is the difference between:

"The airport duty manager helped a boy who had fallen and was hurt."

and

"The airport duty manager helped a three year old boy who had a nasty tumble and burst his lip."

A 'nasty tumble' is more exact than 'fallen' and 'burst his lip' tells us how he was 'hurt'. [We can almost feel his pain.]

TOP TIP

Read your writing aloud. If it doesn't make sense when read aloud, then it won't to our readers. Does it sound like you are addressing an individual?

Quickly engage the reader by using the following structure when writing for print:

Headlines	You only have a few seconds to grab the reader's attention. Engage them with short (less than 7 words if possible), subject-specific descriptions that tell the reader what to expect.
Intro paragraph	Give the most important information first. Fulfil the reader's need for specific information.
Body copy	<p>After the introduction the following paragraphs expand on the main point, providing more detail and spelling out benefits.</p> <p>Keep paragraphs short. Use sub headings and bulletpoints to break up the text.</p> <p>Move any 'nice to know' but not essential content into sidebars, tables and panels.</p>
Conclusion	Finish by tying together the themes. Include a clear call to action – tell the reader what the next steps are e.g. to visit the website for more information. Provide contact details.

Writing for the web/online

Put the main point first when writing for the web. Users skim paragraphs. They will pick up the point from the first sentence. Many will not read any further. This paragraph is a good example.

Most will scan for information they require, so online copy must be written with this in mind.

- Use meaningful headings and subheadings.
- Use lists and bullet points where possible.
- Make sure every sentence adds value (users read onscreen copy 25% more slowly than hard copy).

Social media

Social media is about engaging on forums such as Twitter, LinkedIn, Facebook and Google+ to connect, answer questions, solve problems and give news updates. The key is to have a conversation, and the best writing has the ease and informality of speech.

As with online, social media presents a particular challenge because users don't focus on a single document but shift attention from one thing to another. When someone pays attention we must aim to reward them with content – a blog post, tweet or status update – that adds value.

Edinburgh Airport Communications Team handles our website and social media presence with our official Facebook and Twitter accounts (@edi_airport).

For information about the different ways you can engage using social media see Edinburgh Airports Communications Team.

You should always be conscious of your duty as an Airport employee to act in good faith and in the best interests of both your employer and the wider Airport as a whole. The Airport will not countenance criticisms in weblogs, Twitter or other social media postings including Facebook. Even where they are true and not defamatory, they could be deemed to be a breach of your duties and could lead to action such as the removal of your Airport I.D. pass.

For the purposes of this directive, social media is a type of interactive online media that allows parties to communicate instantly with each other or to share data in a public forum. This includes online social forums such as Twitter, Facebook and LinkedIn. Social media also covers blogs and video- and imagesharing websites such as YouTube and Flickr.

Airport employees should be aware that there are many more examples of social media than can be listed here and this is a constantly changing area. Employees should follow these guidelines in relation to any social media that they use. You should be aware that social networking websites are a public forum and should not assume that entries on any website will remain private.

We follow The New Oxford Dictionary's main entries (ignore variants, particularly those with 'z' instead of 's'). If a particular word cannot be found our next reference of choice is The Guardian Style Guide and The Economist Style Guide.

Abbreviations and acronyms

consider whether abbreviations are likely to be familiar to the reader, otherwise spell them out in full at first use with the abbreviation or acronym given in brackets, and thereafter simply provide the abbreviation or acronym.

For example, 'A report has examined the impact of the latest increase in Air Passenger Duty (APD). The consequences of any future rise in APD will be to...'

Stops are not used: CAA, GIP.

Avoid the use of apostrophes in the plural form: CEOs.

'No.' for 'number' should always have a full point to distinguish it from the negative 'no'; plural: 'Nos.' or 'nos.' with full points.

'e.g.' 'etc.' 'i.e.'

(see list of acronyms)

Addresses and phone numbers

No comma between the city and the postcode. For example: 'Administration Building, Edinburgh Airport, Edinburgh EH12 9DN'.

Commas should not be used at the end of lines, only to separate lines of an address written all on one line.

Do not abbreviate street names, e.g. 'street', 'road', 'avenue', should be written in full.

External phone numbers: area codes are grouped separately but not in brackets, e.g. '0131 344 3174' not '(0131) 344 3174'.

International codes should be preceded by a '+'. For example: '+44 131 344 3174'.

Internal phone numbers, pre-fix with an 'x' or make clear for example 'x5555', 'dial internal 5555', 'call internal phone 5555'.

Americanisms

Edinburgh Airport publications are written in British English and use normal British spellings and terms where they exist, e.g. 'centre' not 'center'; 'holiday' not 'vacation'.

Ampersand (&)

use only when part of a formal name, e.g. 'Shop & Collect'. Use 'and' in all other instances e.g. 'immigration and passport'.

Bullets	<p>all very long lists (more than five items) should be bulleted. Shorter lists containing very detailed points can also be bulleted for clarity. Bulleted lists should not have fewer than three items; if they do they can usually be better expressed in a full sentence.</p> <p>If the list is comprised of long clauses, long phrases or sentences on separate lines, use an initial capitalisation and full stop after each bulleted item. A shorter bulleted list should use lower-case letters and a full stop only at the end of the list. Do not separate bullet points with commas, dashes or semicolons.</p> <p>Where each bullet point is a sentence in its own right, use initial caps and a full stop at the end. Where each bullet point is related to the sentence above the list of bullet points, do not use initial caps and only place a full stop at the end of the last bullet point. An example of this can be found under lists.</p>
Capitals	<p>avoid all unnecessary use of uppercase. Lower case airport when it stands alone (e.g. 'passengers arriving from international airports'). Initial capital when part of an official name ('passengers from Glasgow Airport'). While titles when accompanied by a personal name are capitalised they are lowercase when standing alone; thus, 'Queen Elizabeth...', 'the Queen...', a queen...'</p>
Contact details	<p>if a telephone number is given there should also be an email address. It is not necessary to include the UK dialling code unless the text is intended for a global audience.</p> <p>Where a named individual is given as the contact, permission should be sought – they may prefer a more general contact for fielding general enquiries, one that will not change with staff changes, e.g. 'enquiries@edinburghairport.com'</p>
Dates	<p>are used in the format '1 October 2010' and decades in the format '1980s'. As a rule, 'nineteenth century' not '19th century'; 'the 90s' not 'the 90's'.</p>
Days of the week	<p>always capitalised. Do not abbreviate, except in tabular format ('Sun, Mon, Tue, Wed, Thu, Fri, Sat').</p>
Government	<p>lower case 'government' except when talking about the 'Scottish Government' or the 'UK Government'. Be specific to avoid confusion.</p>
Headings and titles	<p>never use all capital letters. In report titles, heading and subheadings should be in sentence case.</p>
Job titles	<p>are lower case unless citing a specific person when you can use initial caps. So for example, 'speak to your manager' and 'John Smith, Project Manager'.</p>

Lists

Edinburgh Airport style is to use lower case after each numbered or bulleted point, and only to punctuate the final point. However, note the following difference:

'Whilst it is not appropriate for this Masterplan to explain the standards in fine detail, it is worth noting that these cover such matters as:

- the layout, separation and widths of runways and taxiways
- aircraft stand sizes and apron layouts
- airport fire service facilities
- the height and design of buildings and structures.'

'Our 3 commitments to the local community

- We'll invest in good causes and local projects covering education, the environment and sport.
- We'll be open and proactive in communicating with local residents, through our community newsletter.
- We'll fund improved glazing solutions for local residents.'

Quantities

Write in full e.g. £40 million and 13 million passengers. However, abbreviate thousands to K e.g. £100K.

Web addresses

Omit the www when used in a sentence e.g. 'If you'd like more information, go to edinburghairport.com'

Omit the www when the address stands alone, for example:
edinburghairport.com

Some words follow a format specific to Edinburgh Airport. For example, we hyphenate 'check-in' but not 'drop off'. This is inconsistent but correct. Here's a guide to the common words and the format (including the use of capitals and lower case) that should be followed:

Admin Building	
Airport Control Centre	
baggage hall	
cargo village	
Celebrating Success Awards Dinner	
check-in desks	
check-in facilities	
Community News (cn)	
Community Board	
Community Fund	
Conference Room	
drop off	no hyphen
Engineering Building	
Environment Fund	
Fast Track Parking	
Fast Track Security	
firefighters	one word not two i.e. fire fighters
fuel farm	
GreenPrint	
Healthy Working Lives	
The Hub	
Masterplan	one word, not two i.e. not master plan
mirror stands	
mobile app	
multistorey	
One Campus team approach	
pick up	no hyphen
policymakers	one word, not policy makers
runway	
Service and Operations Improvement Forum	
Shining Stars awards	
south-east ramp	
taxiway	
Team Brief Newsletter (tbn)	
Team Edinburgh Newsletter (ten)	
toolkit	
Twitter, but tweets	
WI-FI	
worldwide	
X-ray	

ACI	Airports Council International
ACI	Active Carbon Injection
ADS	Airport Development Strategy
AOS	Airport Operating System
APD	Air Passenger Duty
ASQ	Airport Service Quality
ASU	Airside Support Unit
BAA	British Airport Authority
CAA	Civil Aviation Authority
CATM	Cargo Air Transport Movements
CEC	City of Edinburgh Council
CI	Continuous Improving
CSA	Central Search Area
DfT	Department for Transport
EBITDA	Earnings Before Interest, Tax, Depreciation and Amortisation
FBLB	First Bag Last Bag
FIDS	Flight Information Display Screen
GIP	Global Infrastructure Partners
GVA	Gross Value Added
HOSS	Home Owner Support Scheme
ILS	Instrument Landing Facilities
JBP	Joint Business Plan
JUF	Joint Union Forum
KPI	Key Performance Indicators
LBP	Lothian and Borders Police
LDP	Local Development Plan
LPA	Local Planning Authority
NATS	National Air Traffic Services
PMSS	Property Market Support Scheme
PRM	Passengers with Reduced Mobility
PSZ	Public Safety Zone
QSM	Quality Service Metric
RHASS	Royal Highland Agricultural Society of Scotland
SINC	Sites of Importance for Nature Conservation
TIE	Transport Initiatives Edinburgh
VDAS	Vortex Damage Assistance Scheme
WHO	World Health Organization n.b. 'z' not 's' in organisation, as takes the American spelling.

5.0

Wayfinding



Telephone



Mail



Currency exchange



Cashier



First aid



Lost property



Cloakroom



Left baggage



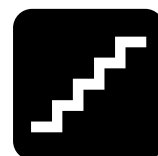
Escalator



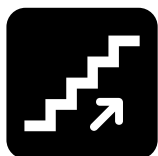
Escalator up



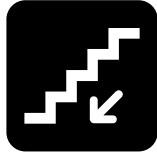
Escalator down



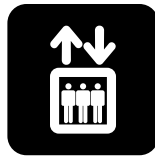
Stairs



Stairs up



Stairs down



Elevator



Male toilet



Female toilet



Toilets



Baby change



Water fountain



Waiting room



Information



Hotel information



Heliport



Taxi



Bus



Road transportation



Rail transportation



Tram



Water transportation



Car rental



Drop off



Coffee shop



Bar



Shops



Beauty salon



Restaurant



Baggage check-in



Baggage reclaim



Trolley



Oversize baggage



Baggage queries



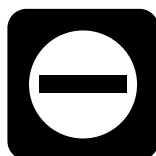
Ticket purchase



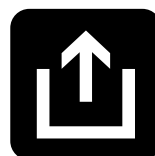
No parking



Parking



No entry



Exit



No dogs



Forward right arrow



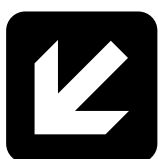
Forward arrow



Forward left arrow



Left arrow



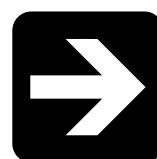
Down Left arrow



Down arrow



Down right arrow



Right arrow



Arrivals



Departures



Flight connections



Air transportation



Passport control



Customs



Security



Flight crew



Accessible



Elderly or infirm



Hearing loop



Visually impaired



ATM



Tax reclaim



Pay point



Litter



Cycle



Walk



Smoking



Web access



Fire extinguisher



Prayer room



No smoking



Wi Fi



Text phone

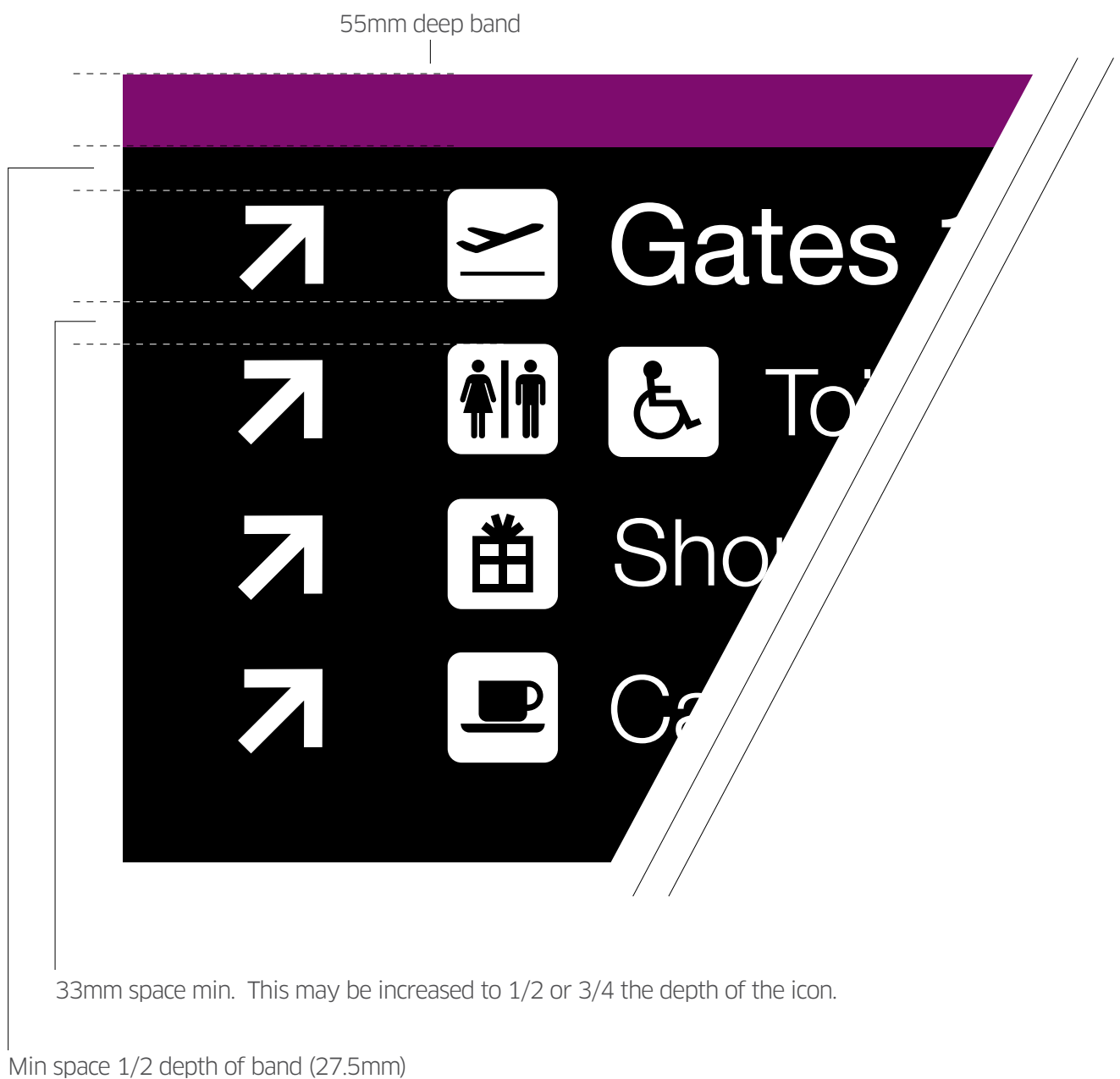
To preserve the consistency of the wayfinding signage at Edinburgh Airport, templates have been supplied and should be used wherever possible.

Horizontal spacing



Vertical spacing

Medium and large signs (450mm deep or more)



Small signs (up to 450mm deep)



Min space 1/2 depth of band (16.5mm)

Sub-text



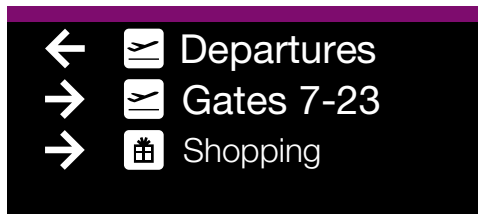
Exceptions

In some exceptional circumstances the standard sizes may be too large or small. In this case the text and icons should be reproduced at 80% smaller, 140% larger or in extreme cases 200% larger. Spacing should be the same proportions as the standard size signage.

80% - ■
140% - ■
200% - ■



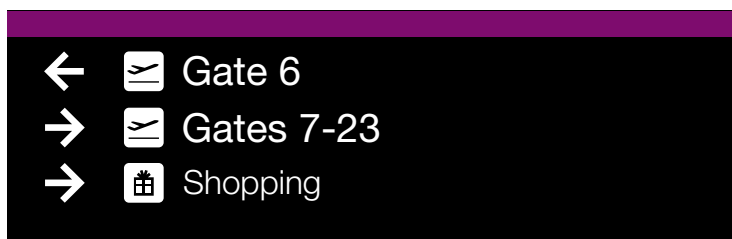
Templates



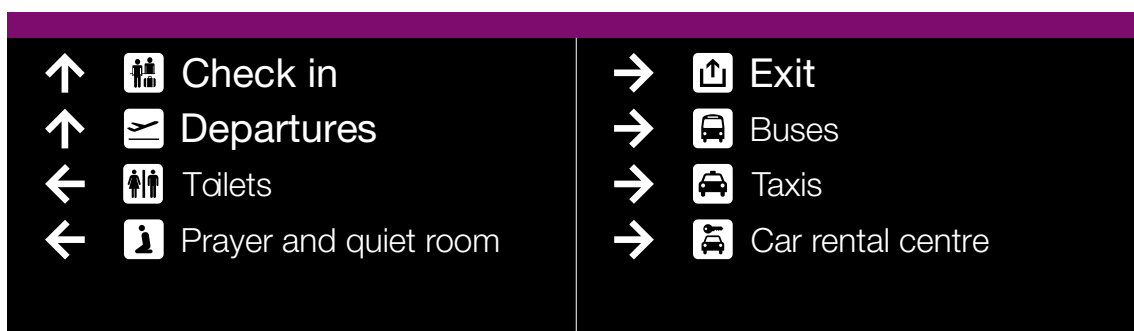
SMALL_33mmBand.ait



SMALL_33mmBand_singleline.ait



MED-LGE_55mmBand.ait



MED-LGE_55mmBand_double.ait



The success of our brand Where Scotland meets the world relies on how consistently we deliver it.

This booklet sets out the guidelines we'd like you to follow in your communications. It is not a rule book, more a way for us to consistently deliver our brand promise.

The most up-to-date version of this guide is available at edinburghairport.com/ourbrand