On Screen Principles

July 18th, 2014

AIRBUS GROUP

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WELCOME TO OUR BRAND

THE AIRBUS BRAND IS NOT JUST A LOGO, IT IS THE REASON WHY PEOPLE CHOOSE US. IT REPRESENTS OUR CULTURE, OUR PERSONALITY, OUR SERVICES AND THE WAY THESE ARE DELIVERED.

OUR BRAND IS IN YOUR HANDS

WE WANT OUR AUDIENCES TO RECOGNISE AND GET TO KNOW OUR BRAND. THAT CAN ONLY HAPPEN IF OUR BRAND IS ALWAYS EXACTLY THE SAME, WHEREVER WE ARE IN THE WORLD. OUR GOAL IS TO CREATE A CONSISTENT, COMPELLING BRAND STORY THAT OUR AUDIENCES CAN UNDERSTAND AND BELIEVE IN.

THESE PRINCIPLES

THE ON SCREEN PRINCIPLES ARE PART OF THE THE FOUNDATION OF OUR BRAND. THEY PROVIDE THE FRAMEWORK FOR ALL OUR COMMUNICATIONS AND GIVE ORIENTATION.

1. Basic brand elements

2D Blue

White

Black

3D Blue

3D Silver

The Airbus Group logo is the core element of our branding. It is important to respect its shape and colours to avoid damage to the Airbus Group brand.

The logo is a registered trademark. Its use is restricted to Airbus Group documents (print, digital and audio-visual), signage, aircraft and merchandising products.

Without exception, all other use requires authorisation from the Corporate Identity department.

The logo type and brand name that compose the Airbus Group logo should never be altered or changed. Any exceptions require explicit authorisation by the Corporate Identity department.

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

Blue (Airbus Blue): This logo is available in four colour and Pantone 281C and should be used on images.

Black: For light images and backgrounds.

White: When reversing out on dark backgrounds.

3D Blue: Should only be used if a high quality reproduction can be enabled. Internal desktop printouts should never use 3D logotypes.
To be used only on light technical backgrounds and signs.

3D Silver: Should only be used if a high quality reproduction can be enabled. Internal desktop printouts should never use 3D logotypes.
To be used on dark images and backgrounds.

#01
Basic brand elements

2D Blue

White

Black

3D Blue

3D Silver

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 logo is a registered trademark. Its use is restricted to Airbus documents (print, digital and audio-visual), signage, aircraft and merchandising products.

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The logotype and brand name that compose the Airbus logo should never be altered or changed. Any exceptions require explicit authorisation by the Corporate Identity department.

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

Blue (Airbus Blue): This logo is available in four colour and Pantone 281C and should be used on images.

Black: For light images and backgrounds.

White: When reversing out on dark backgrounds.

3D Blue: Should only be used if a high quality reproduction can be enabled. Internal desktop printouts should never use 3D logotypes.
To be used only on light technical backgrounds and signs.

3D Silver: Should only be used if a high quality reproduction can be enabled. Internal desktop printouts should never use 3D logotypes.
To be used on dark images and backgrounds.

#01
Basic brand elements

Logo variants

Airbus Helicopters

2D Blue

White

Black

3D Blue

3D Silver

Airbus Helicopters division's logo is the core element of our branding. It is important to respect its shape and colours to avoid damage to the Airbus Helicopters brand.

The logo is a registered trademark. Its use is restricted to Airbus Helicopters documents (print, digital and audio-visual), signage, aircraft and merchandising products.

Without exception, all other use requires authorisation from the Corporate Identity department.

The symbol and brand name that compose the Airbus Helicopters logo must never be separated. Any exceptions require explicit authorisation by the Corporate Identity department.

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

Blue (Airbus Blue): This logo is available in four colour and Pantone 281C and should be used on images.

Black: For light images and backgrounds.

White: When reversing out on dark backgrounds.

3D Blue: Should only be used if a high quality reproduction can be enabled. Internal desktop printouts should never use 3D logotypes.
To be used only on light technical backgrounds and signs.

3D Silver: Should only be used if a high quality reproduction can be enabled. Internal desktop printouts should never use 3D logotypes.
To be used on dark images and backgrounds.

#01
Basic brand elements

Logo variants

Airbus Defence and Space

2D Blue

White

Black

3D Blue

3D Silver

Airbus Defence and Space division's logo is the core element of our branding. It is important to respect its shape and colours to avoid damage to the Airbus Defence and Space brand.

The logo is a registered trademark. Its use is restricted to Airbus Defence and Space documents (print, digital and audio-visual), signage, aircraft and merchandising products.

Without exception, all other use requires authorisation from the Corporate Identity department.

The symbol and brand name that compose the Airbus Defence and Space logo shall never be separated. Any exceptions require explicit authorisation by the Corporate Identity department.

Colour variants
The Airbus Defence and Space logo is available in different colour variants to fit on various backgrounds and applications:

Blue: This logo is available in 4 colour and Pantone 281C and should be used on images.

Black: For light images and backgrounds.

White: When reversing out on dark backgrounds.

3D Blue: Should only be used if a high quality reproduction can be enabled. Internal desktop printouts should never use 3D logotypes.
To be used only on light technical backgrounds and signs.

3D Silver: Should only be used if a high quality reproduction can be enabled. Internal desktop printouts should never use 3D logotypes.
To be used on dark images and backgrounds.

#01
Basic brand elements

Main brand colours

Main colour Airbus Blue

Gradient

C 0 M 0 Y 0 K 0	C 100 M 85 Y 5 K 36	C 85 M 45 Y 10 K 35	C 65 M 45 Y 30 K 18	C 40 M 28 Y 20 K 10	C 11 M 8 Y 9 K 0	Special colour: Silver
R 255 G 255 B 255	R 0 G 32 B 91	R 13 G 88 B 129	R 90 G 111 B 131	R 144 G 153 B 167	R 224 G 224 B 223	
#ffffff	#00205b	#0d5881	#5a6f83	#9099a7	#e0e0df	
Pantone **White**	Pantone **281 C**	Pantone **647 C**	Pantone **7544 C**	Pantone **429 C**	Pantone **420**	Pantone **Silver C**
RAL **9003**	RAL **5013**	RAL **5009**	RAL **5008**	RAL **7046**	RAL **9002**	RAL **9006**

Additional web colour

For typography only

R 51 G 51 B 51
#333333

Highlight colour palette

C 87 M 12 Y 10 K 22	C 45 M 95 Y 0 K 0	C 5 M 100 Y 90 K 0	C 0 M 70 Y 95 K 0	C 12 M 0 Y 100 K 0	C 40 M 0 Y 100 K 0
R 0 G 133 B 173	R 154 G 51 B 147	R 227 G 30 B 48	R 243 G 112 B 41	R 233 G 230 B 17	R 166 G 206 B 57
#0085ad	#9a3393	#e31e30	#f37029	#e9e611	#a6ce39
Pantone **7704 C**	Pantone **248 C**	Pantone **1795 C**	Pantone **152 C**	Pantone **396 C**	Pantone **375 C**

Secondary colours

C 15 M 0 Y 0 K 5	C 12 M 15 Y 0 K 0	C 0 M 20 Y 5 K 0	C 5 M 10 Y 20 K 0	C 0 M 10 Y 40 K 0	C 20 M 5 Y 15 K 0	
R 201 G 227 B 240	R 219 G 212 B 233	R 251 G 212 B 218	R 204 G 196 B 188	R 255 G 227 B 166	R 203 G 221 B 214	
#c9e3f0	#dbd4e9	#fbd4da	#ccc4bc	#ffe3a6	#cbddd6	

The colour palette developed for the Airbus Group visual identity consists of 19 colours sorted into three palettes. Using these colours helps guarantee a coherent Airbus Group visual identity across all tools.The palettes are:

1. Main brand colours
2. Highlight colours
3. Secondary colours

The main brand colours provide recognition and association with the Airbus Group brand.

The highlight colours are derived from the division colours and work as subtle touchpoints while pro-viding the flexibility to work as highlight colours. There should be only one highlight colour per page.

The secondary colours can be used flexibly in editorial situations like graphs, charts or diagrams.

#01
Basic brand elements

Primary colours

C 0 M 0 Y 0 K 0	C 50 M 0 Y 12 K 0	C 68 M 1 Y 8 K 8	C 87 M 12 Y 10 K 22	C 42 M 7 Y 8 K 8	C 72 M 9 Y 9 K 13	C 100 M 18 Y 12 K 59	C 100 M 85 Y 5 K 36	C 0 M 0 Y 0 K 100
R 255 G 255 B 255	R 116 G 210 B 231	R 72 G 169 B 197	R 0 G 133 B 173	R 141 G 185 B 202	R 66 G 152 B 181	R 0 G 86 B 112	R 0 G 32 B 91	R 0 G 0 B 0
#ffffff	#74d2e7	#48a9c5	#0085ad	#8db9ca	#4298b5	#005670	#00205b	#000000
Pantone **White**	Pantone **2197 C**	Pantone **7702 C**	Pantone **7704 C**	Pantone **550 C**	Pantone **7459 C**	Pantone **7708 C**	Pantone **281 C**	Pantone **Black C**
RAL **9003**								

Additional web colour

For typography only

R 51
G 51
B 51

#333333

Highlight colours

C 90 M 0 Y 93 K 0	C 54 M 0 Y 100 K 0	C 4 M 0 Y 100 K 0	C 0 M 65 Y 100 K 0	C 0 M 93 Y 79 K 0	C 1 M 92 Y 4 K 0	C 42 M 100 Y 0 K 0	C 100 M 31 Y 0 K 0	C 100 M 0 Y 20 K 0
R 0 G 159 B 77	R 132 G 189 B 0	R 239 G 223 B 0	R 254 G 80 B 0	R 228 G 0 B 43	R 218 G 24 B 132	R 165 G 24 B 144	R 0 G 119 B 200	R 0 G 142 B 170
#009f4d	#84bd00	#efdf00	#fe5000	#e4002b	#da1884	#a51890	#0077c8	#008eaa
7482 C	**376 C**	**3955 C**	Orange **021 C**	**185 C**	**219 C**	**248 C**	**3005 C**	**3135 C**

Secondary colours

C 57 M 8 Y 9 K 21	C 35 M 3 Y 8 K 7	C 45 M 16 Y 9 K 24	C 16 M 6 Y 1 K 2	C 6 M 7 Y 10 K 11	C 12 M 8 Y 9 K 23	C 14 M 19 Y 21 K 39	C 20 M 14 Y 12 K 40
R 107 G 164 B 184	R 163 G 199 B 210	R 122 G 153 B 172	R 206 G 217 B 229	R 203 G 196 B 188	R 187 G 188 B 188	R 165 G 156 B 148	R 151 G 153 B 155
#6ba4b8	#a3c7d2	#7a99ac	#ced9e5	#cbc4bc	#bbbcbc	#a59c94	#97999b
Pantone **549 C**	Pantone **551 C**	Pantone **5425 C**	Pantone **650 C**	Pantone **Warm Gray 2 C**	Pantone **Cool Gray 4 C**	Pantone **Warm Gray 6 C**	Pantone **Cool Gray 7 C**

The colour palette developed for the Airbus visual identity consists of 26 colours sorted into four colour palettes. Using these colours helps guarantee a coherent and flexible Airbus visual identity across all tools.

The palettes are:
1. Primary colours
2. Highlight colours
3. Secondary colours

The main colours of each set are complemented by secondary colours. The secondary colours of each set provide different shades for editorial usage and one highlight colour for colour accents. **There should be only one colour palette per page.**

Alternatively, the main brand colours of Airbus Group can also be used as the dominating colour palette. Avoid pairing colours of Airbus Group with divisions' main or secondary colours in order to produce a clear and uncluttered design.

#01
Basic brand elements

Airbus Group colours

Main colour Airbus Blue

Gradient

C 0 M 0 Y 0 K 0	C 100 M 85 Y 5 K 36	C 85 M 45 Y 10 K 35	C 65 M 45 Y 30 K 18	C 40 M 28 Y 20 K 10	C 11 M 8 Y 9 K 0	Special colour: Silver
R 255 G 255 B 255	R 0 G 32 B 91	R 13 G 88 B 129	R 90 G 111 B 131	R 144 G 153 B 167	R 224 G 224 B 223	
#ffffff	#00205b	#0d5881	#5a6f83	#9099a7	#e0e0df	
Pantone **White**	Pantone **281 C**	Pantone **647 C**	Pantone **7544 C**	Pantone **429 C**	Pantone **420**	Pantone **Silver C**
RAL **9003**	RAL **5013**	RAL **5009**	RAL **5008**	RAL **7046**	RAL **9002**	RAL **9006**

Additional web colour

For typography only

R 51 G 51 B 51
#333333

The colour palette developed for the Airbus Helicopters visual identity consists of 22 colours sorted into four colour palettes. Using these colours helps guarantee a coherent and flexible Airbus Helicopters visual identity across all tools. The palettes are:

1. Primary colours (Airbus Group colours)
2. Four secondary colour palettes

The main colours of each set are complemented by secondary colours. The secondary colours of each set provide different shades for editorial usage and one highlight colour for colour accents. **There should be only one colour palette per page.**

Alternatively, the main brand colours of Airbus Group can also be used as the dominating colour palette. Avoid pairing colours of Airbus Group with divisions' main or secondary colours in order to produce a clear and uncluttered design.

Military

Main colour — Secondary colour palette

C 35 M 5 Y 70 K 35	C 85 M 48 Y 65 K 20	C 35 M 15 Y 45 K 30	C 20 M 5 Y 15 K 0	C 0 M 70 Y 95 K 0	C 10 M 5 Y 50 K 5
R 121 G 144 B 82	R 63 G 108 B 90	R 128 G 143 B 116	R 203 G 221 B 214	R 243 G 112 B 41	R 220 G 214 B 143
#799052	#3f6c5a	#808f74	#cbddd6	#f37029	#dcd68f
Pantone **5767 C**					

Civil

Main colour — Secondary colour palette

C 90 M 10 Y 5 K 0	C 80 M 55 Y 0 K 0	C 40 M 10 Y 0 K 0	C 15 M 0 Y 0 K 5	C 0 M 70 Y 95 K 0	C 10 M 25 Y 5 K 0
R 0 G 165 B 218	R 61 G 113 B 184	R 146 G 197 B 245	R 201 G 227 B 240	R 243 G 112 B 41	R 224 G 194 B 211
#00a5da	#3d71b8	#92c5f5	#c9e3f0	#f37029	#e0c2d3
Pantone **639 C**					

Service

Main colour — Secondary colour palette

C 0 M 20 Y 100 K 0	C 0 M 22 Y 70 K 0	C 0 M 10 Y 40 K 0	C 10 M 0 Y 0 K 70	C 87 M 12 Y 10 K 22	C 30 M 10 Y 10 K 0
R 255 G 203 B 5	R 255 G 202 B 102	R 255 G 227 B 166	R 96 G 106 B 112	R 0 G 133 B 173	R 176 G 204 B 217
#ffcb05	#ffca66	#ffe3a6	#606a70	#0085ad	#b0ccd9
Pantone **107 C**					

VIP

Main colour — Secondary colour palette

C 0 M 0 Y 0 K 95	C 30 M 0 Y 0 K 50	C 5 M 100 Y 90 K 0	C 0 M 10 Y 40 K 0
R 51 G 49 B 50	R 100 G 133 B 150	R 227 G 30 B 48	R 255 G 227 B 166
#333132	#648596	#e31e30	#ffe3a6
Pantone **447 C**	Pantone **10262 C Metallic**	Pantone **1795 C**	Pantone **7401 C**

#01

Basic brand elements

Airbus Group colours

Main colour Airbus Blue

Gradient

C 0 M 0 Y 0 K 0	C 100 M 85 Y 5 K 36	C 85 M 45 Y 10 K 35	C 65 M 45 Y 30 K 18	C 40 M 28 Y 20 K 10	C 11 M 8 Y 9 K 0	Special colour: Silver
R 255 G 255 B 255	R 0 G 32 B 91	R 13 G 88 B 129	R 90 G 111 B 131	R 144 G 153 B 167	R 224 G 224 B 223	
#ffffff	#00205b	#0d5881	#5a6f83	#9099a7	#e0e0df	
Pantone **White**	Pantone **281 C**	Pantone **647 C**	Pantone **7544 C**	Pantone **429 C**	Pantone **420**	Pantone **Silver C**
RAL **9003**	RAL **5013**	RAL **5009**	RAL **5008**	RAL **7046**	RAL **9002**	RAL **9006**

Additional web colour

For typography only

R 51
G 51
B 51

#333333

Highlight colours

C 45 M 95 Y 0 K 0	C 0 M 70 Y 95 K 0	C 40 M 0 Y 100 K 0	C 12 M 0 Y 100 K 0
R 154 G 51 B 147	R 243 G 112 B 41	R 166 G 206 B 57	R 233 G 230 B 17
#9a3393	#f37029	#a6ce39	#e9e611
Pantone **248 C**	Pantone **152 C**	Pantone **375 C**	Pantone **396 C**

Secondary colours

C 50 M 80 Y 0 K 30	C 35 M 90 Y 85 K 30	C 10 M 80 Y 80 K 10	C 80 M 20 Y 75 K 20	C 60 M 10 Y 95 K 0	C 50 M 40 Y 50 K 10	C 20 M 30 Y 100 K 10	C 50 M 35 Y 75 K 5	C 20 M 5 Y 50 K 0	C 0 M 0 Y 50 K 0	C 20 M 5 Y 15 K 0	C 15 M 0 Y 0 K 5
R 108 G 59 B 122	R 131 G 46 B 43	R 200 G 81 B 60	R 0 G 127 B 90	R 118 G 176 B 73	R 129 G 130 B 119	R 190 G 157 B 38	R 136 G 141 B 92	R 208 G 217 B 151	R 246 G 234 B 146	R 203 G 221 B 214	R 201 G 227 B 240
#6c3b7a	#832e2b	#c8513c	#007f5a	#76b049	#818277	#be9d26	#888d5c	#d0d997	#f6ea92	#cbddd6	#c9e3f0

The colour palette developed for the Airbus Defence and Space visual identity consists of 16 colours sorted into two colour palettes. Using these colours helps guarantee a coherent and flexible Airbus Defence and Space visual identity across all tools. The palettes are:

1. Primary colours (Airbus Group colours)
2. Highlight colours
3. Secondary colours

The main colours of each set are complemented by secondary colours. The secondary colours of each set provide different shades for editorial usage and one highlight colour for colour accents. **There should be only one colour palette per page.**

Alternatively, the main brand colours of Airbus Group can also be used as the dominating colour palette. Avoid pairing colours of Airbus Group with divisions' main or secondary colours in order to produce a clear and uncluttered design.

#01

Basic brand elements

Helvetica Neue LT

Airbus Group

45 Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !»%&’(),-./:;?

Airbus Group

55 Roman

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !»%&’(),-./:;?

Airbus Group

75 Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !»%&’(),-./:;?

The typeface’s roundness and stability reflects Airbus’ modern, high-tech character. The form of the letters gives our company an aerial, structured feel. Its diverse range of weights makes ranking information clear and straightforward.

For on screen usage a smaller selection of font weights is recommended: Light, Roman and Bold.

When Helvetica Neue is not available or suitable, Arial is authorised as a substitute typeface in certain digital media.

Arial should only be used online and in desktop applications such as Microsoft Word and PowerPoint.

Arial

Airbus Group

Arial Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !»%&’(),-./:;?

Airbus Group

Arial Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !»%&’(),-./:;?

Arial family

Arial

Arial Italic

Arial Bold

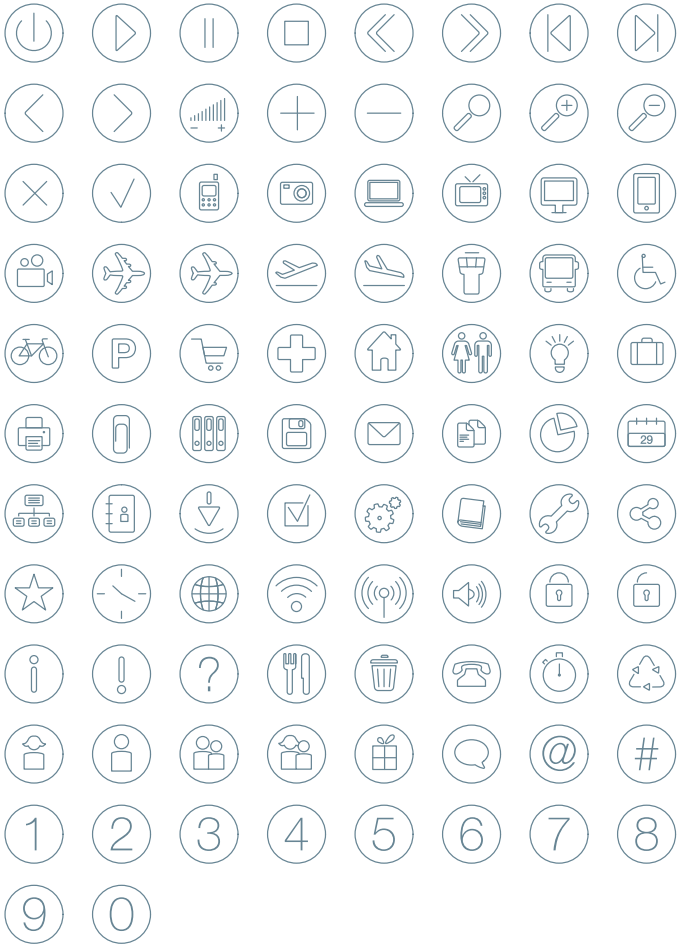
Arial Bold

Arial Black

#01
Basic brand elements

Colour

Outline

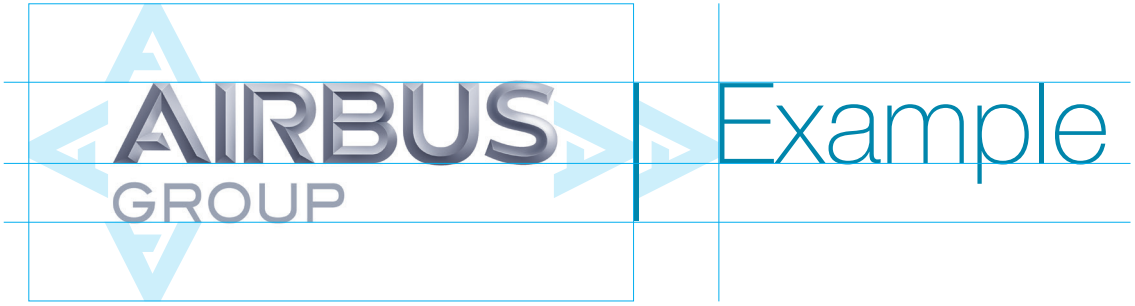


A dedicated icon set for the visual identity covers the most common needs. If you need specific icons, please address a request to Corporate Design.

#01
Basic brand elements

The label system is created from the Airbus Group logo, a separating line and the name.

The separating line extends from the top to the bottom of the logo and is the width of the stems in the font. The text is set in Helvetica Neue LT 35 Thin. Both line and text should be reproduced in the same highlight colour.

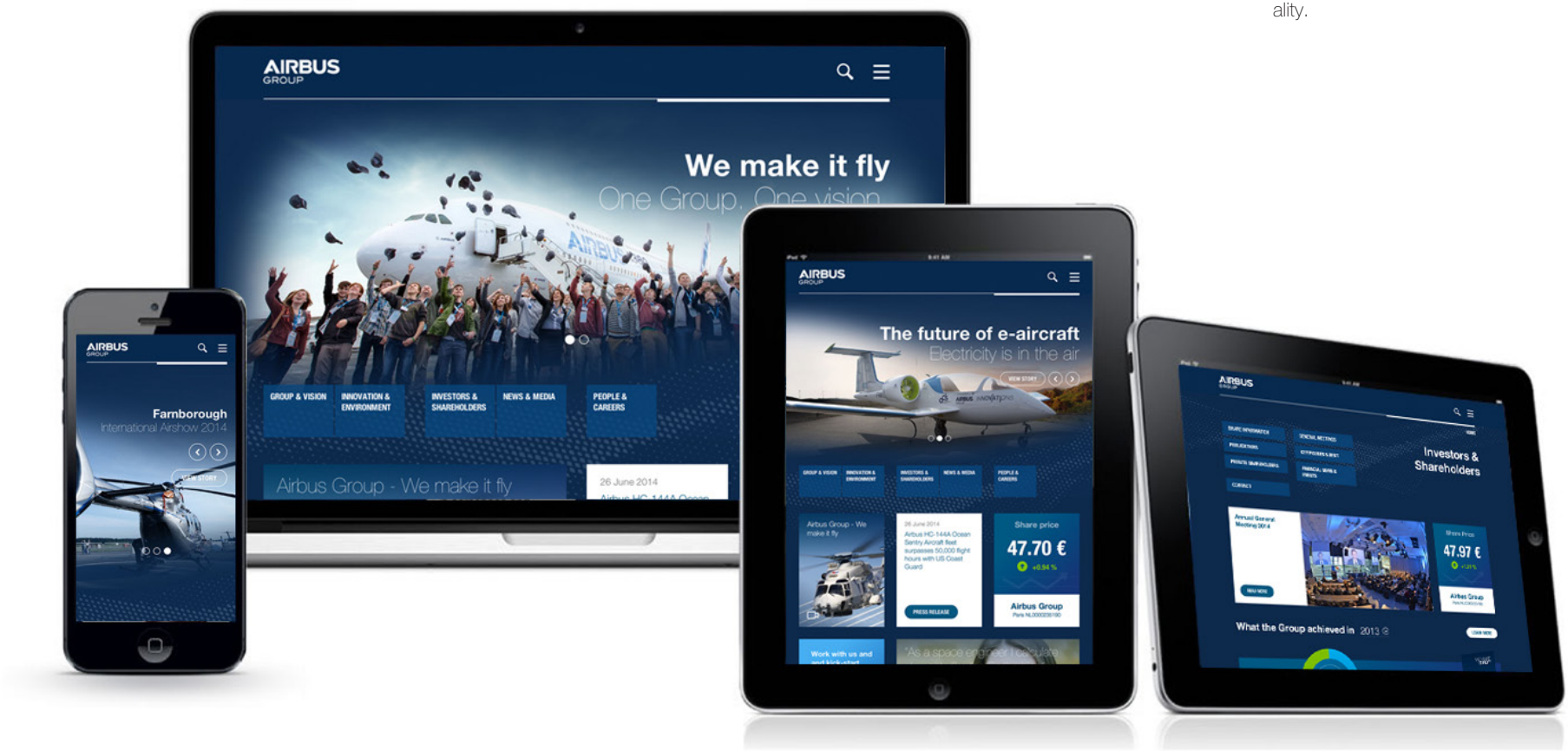


#01
Basic brand elements

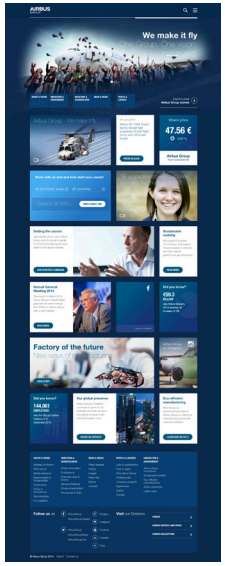
2. Web design

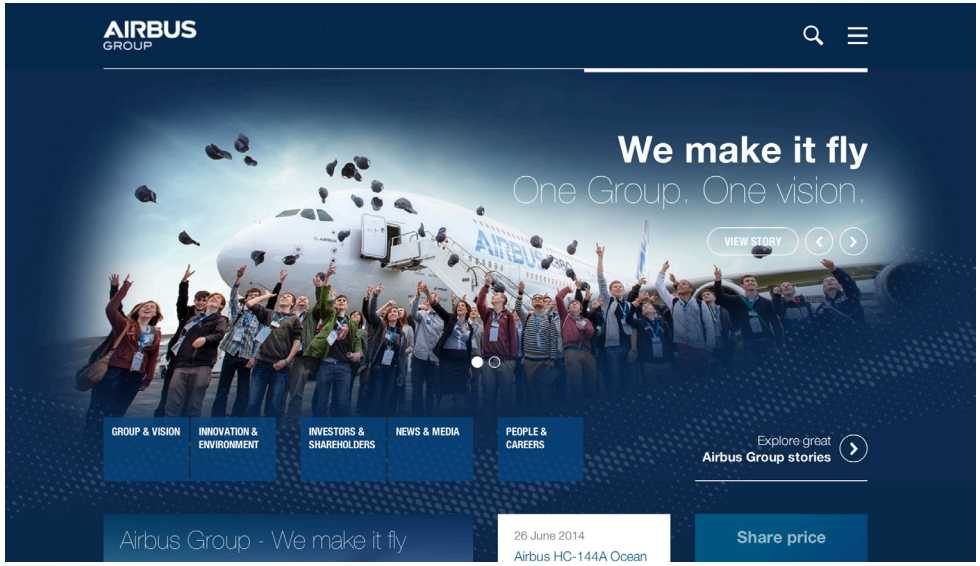
The Airbus Group website represents the whole Group in one unifying voice, smartly connecting with its Divisions, and reaching all audiences with direct and relevant content.

It employs a touch-friendly flat design, and is fully responsive across devices. The site communicates with clear relevant targeted content and functionality.



#02
Web Design





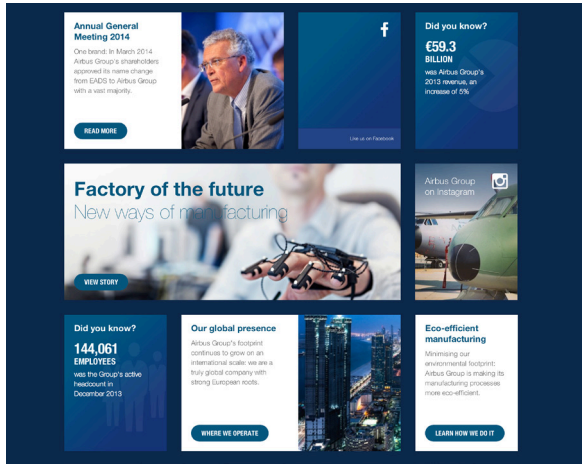
A

The homepage consists of a top brand area, where the spirit and culture of the company is portrayed in rich editorial stories.

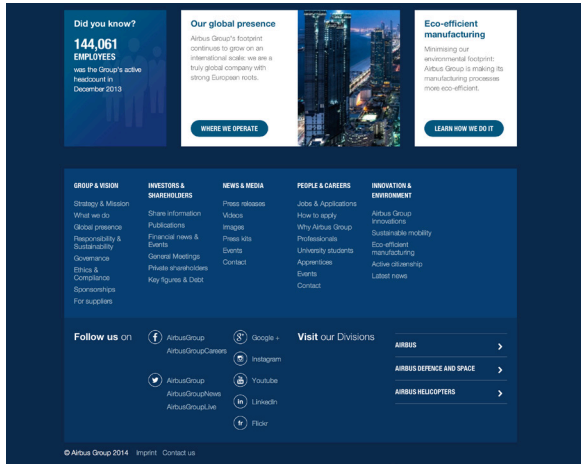
The center area of the homepage employs a flexible grid system of teasers which feature news, financial figures, jobs, editorial stories, rich media and social media.

The footer area provides direct access to main parts of the website.

B



C



D

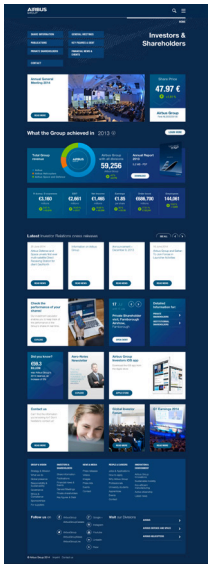
#02 Web Design

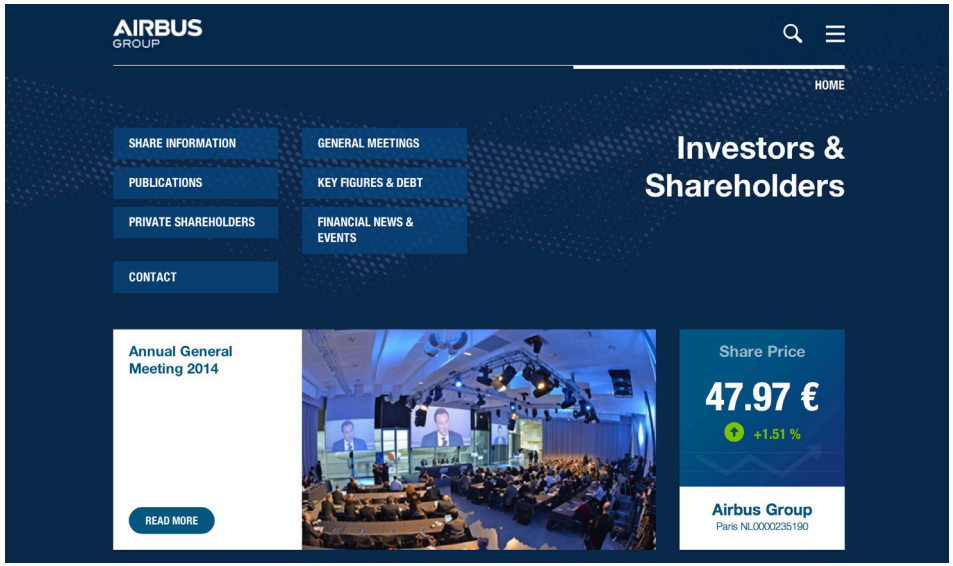
Category landing page

Airbus Group

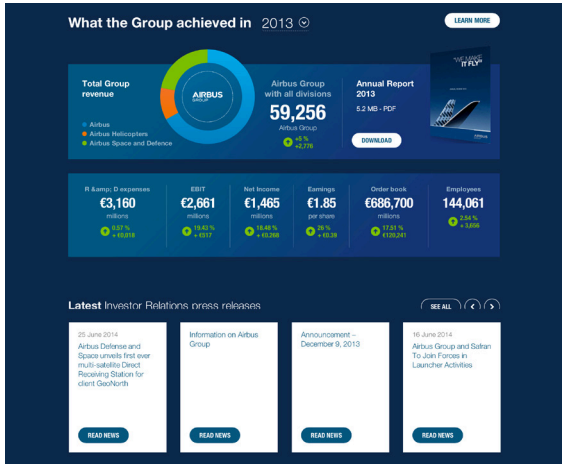
The category landing pages of the site gives an overview of the contents and functionalities available in this category.

Different sized teasers and placement provide information hierarchy to help steer and ease the user's path.

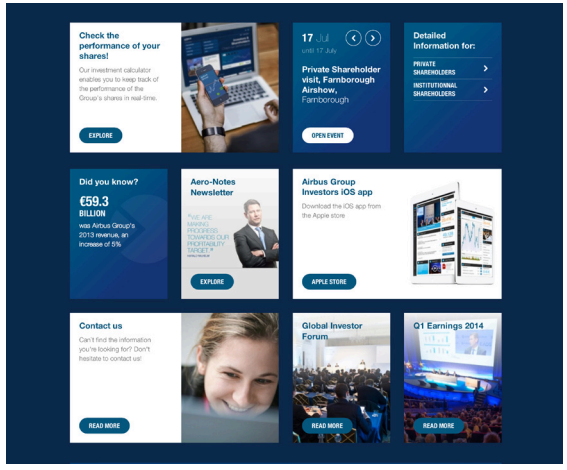




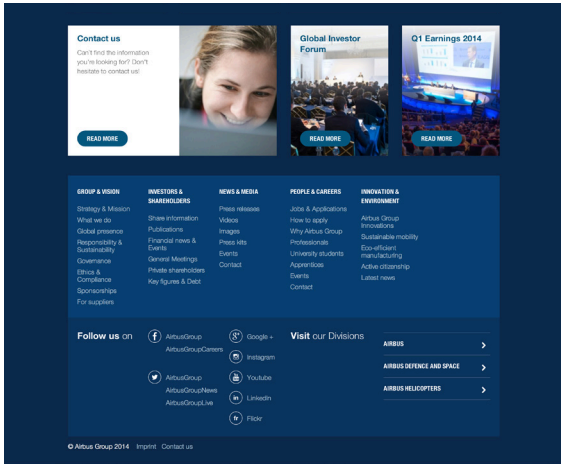
A



B



C



D

#02 Web Design

Article page

Airbus Group

The article pages of the site provide a variety of content features such as large visuals, image galleries, videos, quotes, figures highlights, tables, social sharing functions. Premium use of typography enhances aesthetic as well as readability of the article.

A

B

A

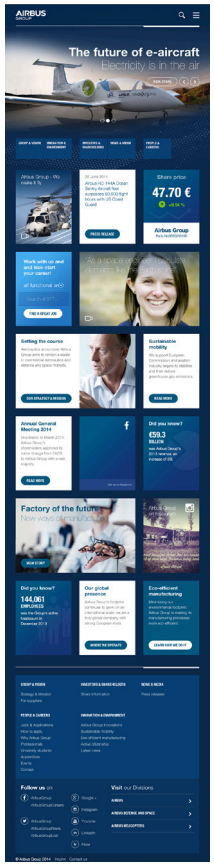
B

#02
Web Design

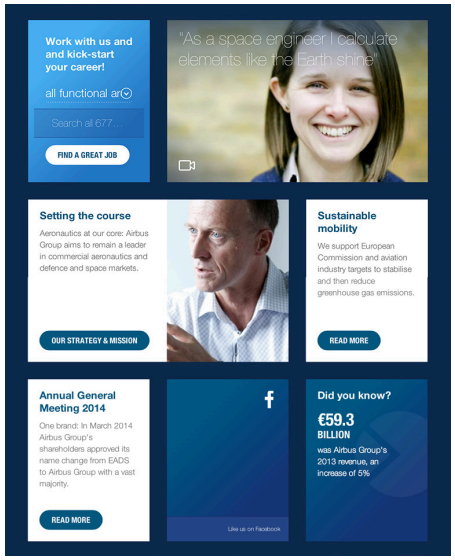
Tablet homepage

Airbus Group

On smaller tablet devices the whole site is reduced responsively to a three column grid system, while maintaining all contents and usability, as well as the original aesthetic of the site.



A



B

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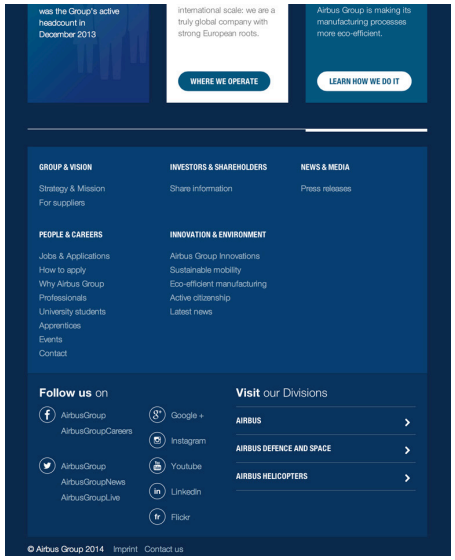
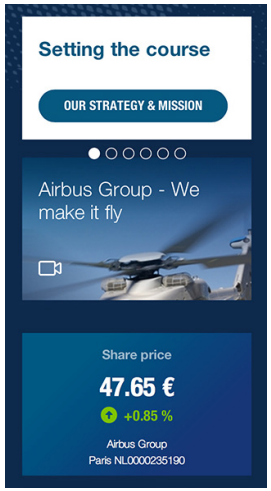


D

#02
Web Design

A



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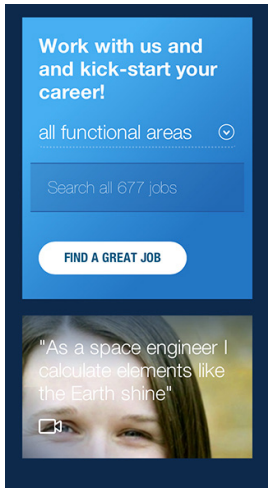
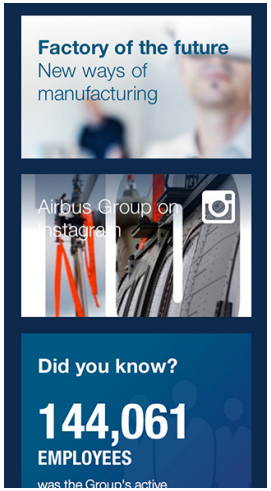


C

D



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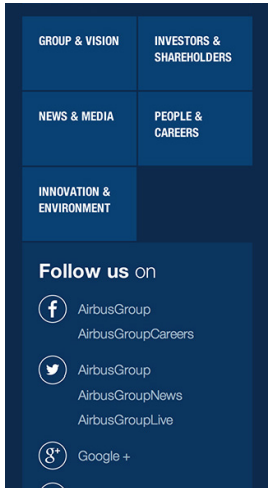
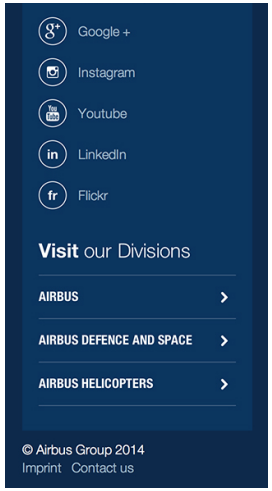


G



H

On smart phone devices the whole site is reduced to a one column grid system while maintaining all contents and usability of the site.

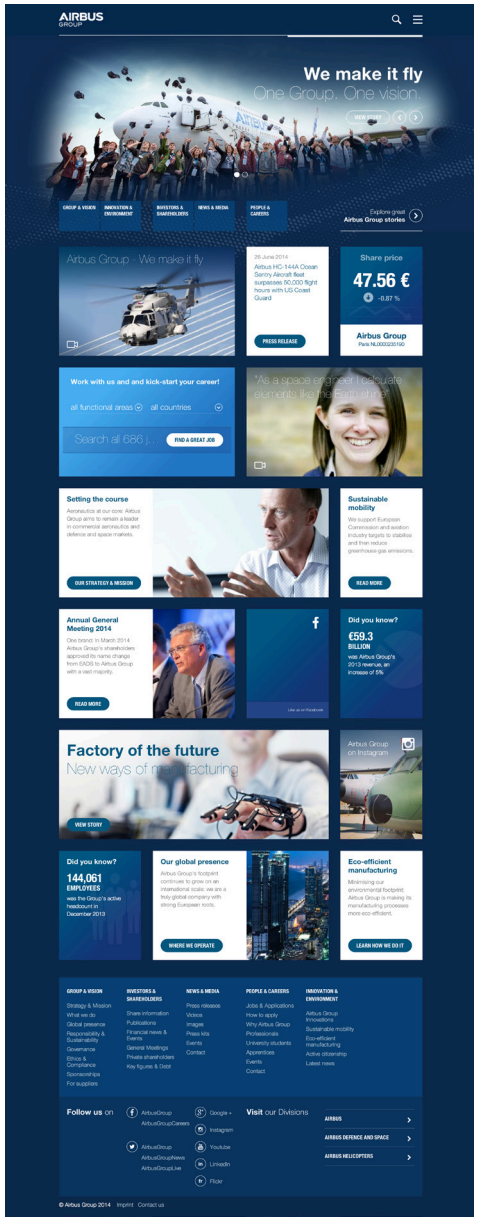
Specific considerations such as file size heavy contents are automatically reduced or taken away for mobile versions of the site.

Interface elements are kept at a large size to be touch-friendly and easy legibility.

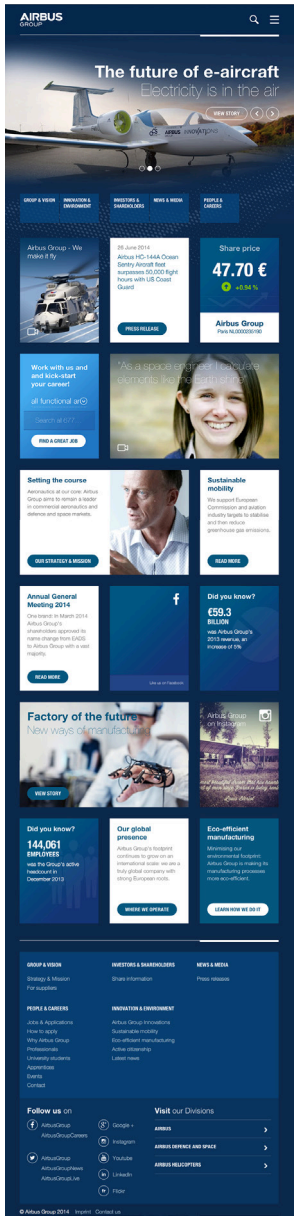
#02
Web Design

Using the flexible grid system, the fully responsive website automatically reduces elements such as images and text sizes to fit the grid variations.

This allows site editors to easily only maintain one content set which fits to multiple devices and channels.



Web

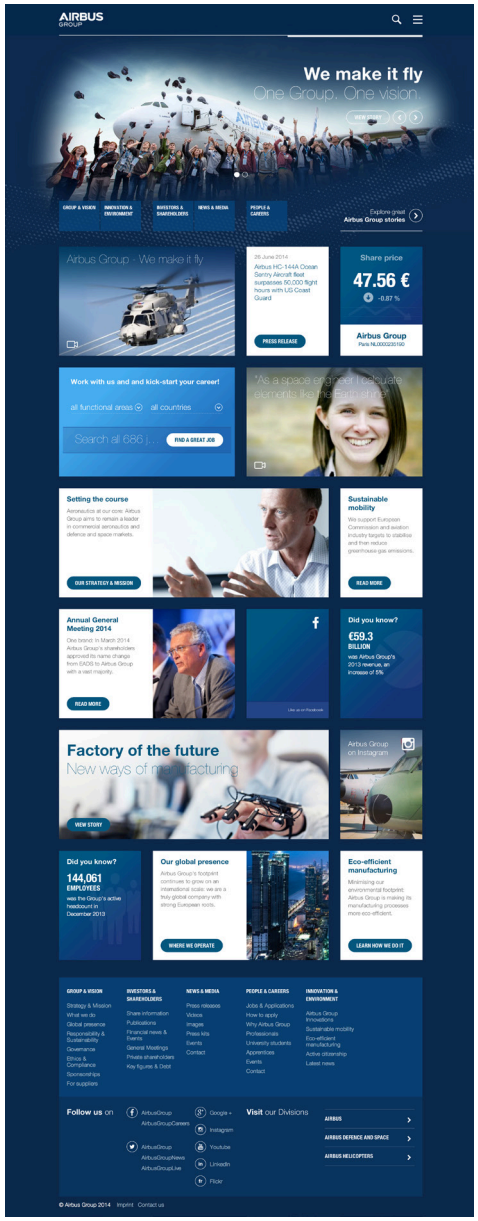


Tablet

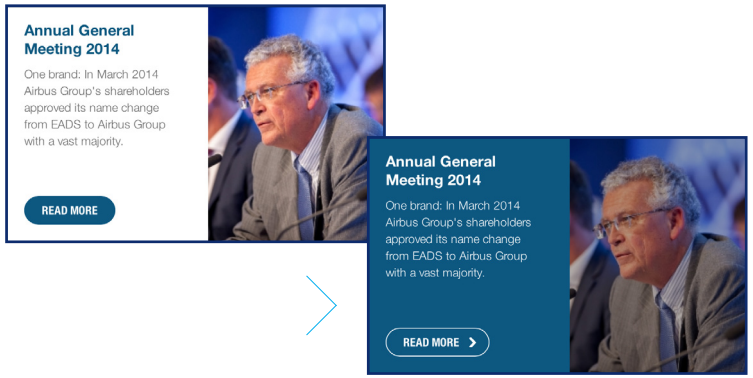
Smartphone

#02
Web Design

User interaction response is an important factor of the usability of the site. Clear rollover states and other action responses give the user a sense of clear control of the website.



A



B

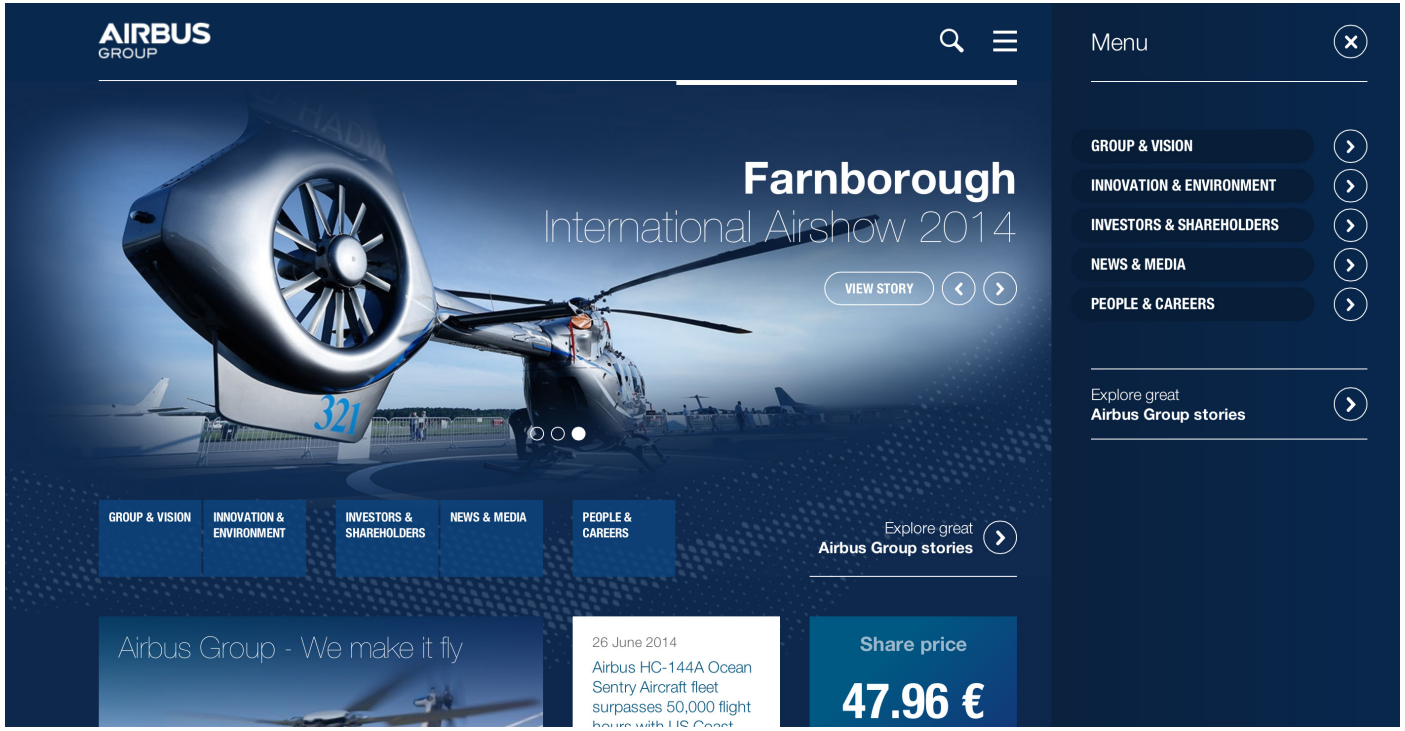
#02
Web Design

Menu flyout

Airbus Group

The fly out navigation system reduces visual clutter when closed, and gives the site clear multiple level navigation paths when open.

The top navigation and brand bar stays consistently on the top of the page when scrolling down so that the brand and navigation tools are constantly available.

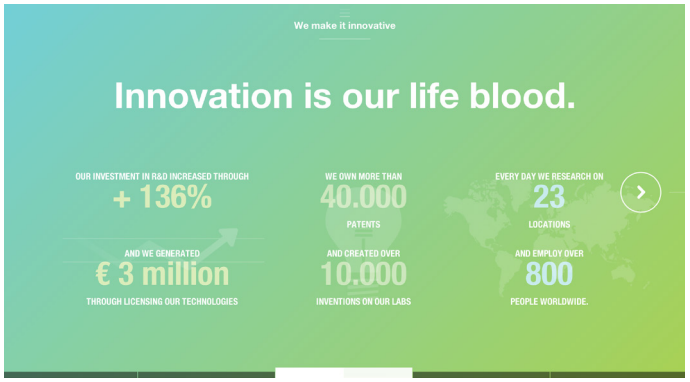


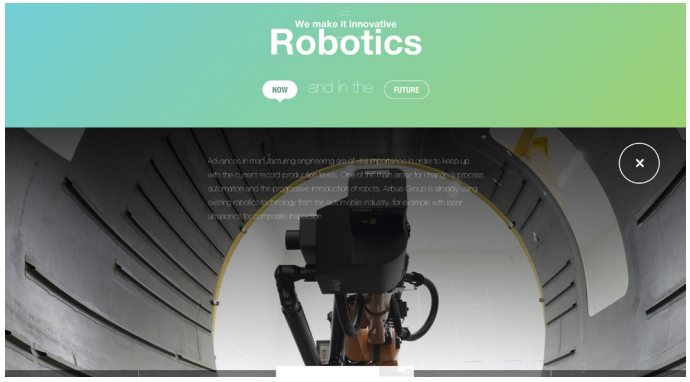
#02
Web Design

Interactive feature stories

Airbus Group

Rich interactive stories are specifically concepted based on unique topics, and developed to give a user a whole different experience from the regular website. The experience is immersive and entertaining, employing a variety of mix mediums. These stories are never built on a template, each one being an unique experience.

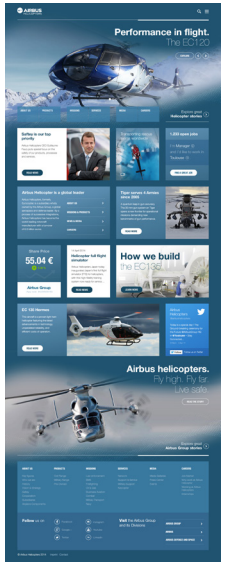


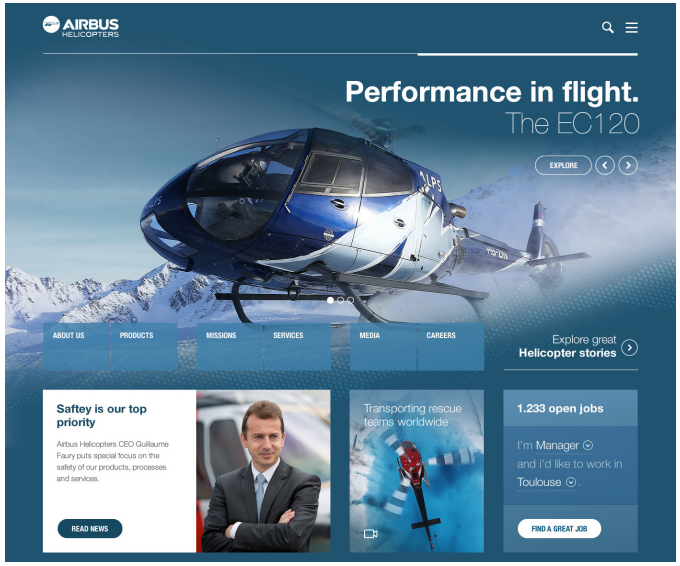


#02
Web Design

AirbusHelicopters.com utilises the same site templates as AirbusGroup.com, but with a unique CSS front end style to project the Airbus Helicopters brand. The content editorial process and targets are also unique to Airbus Helicopters.

Some teaser modules such as the Stock Price, and Job Search are shared between both sites, with the Job Search content pre-filtered to Airbus Helicopters criteria.





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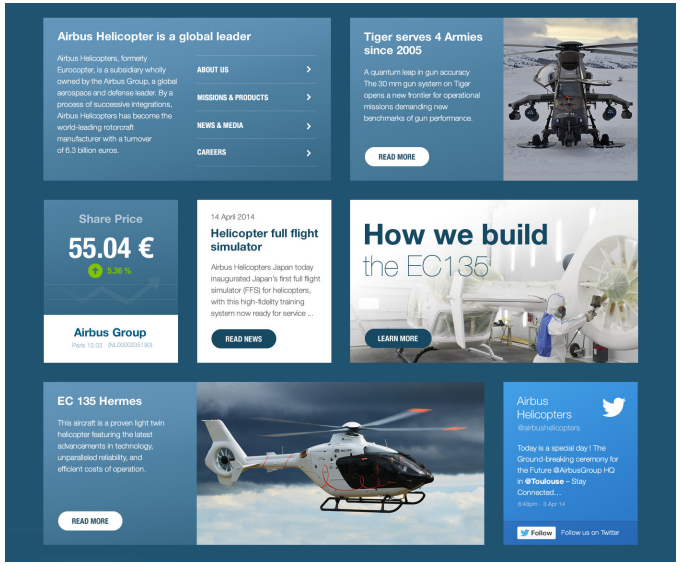

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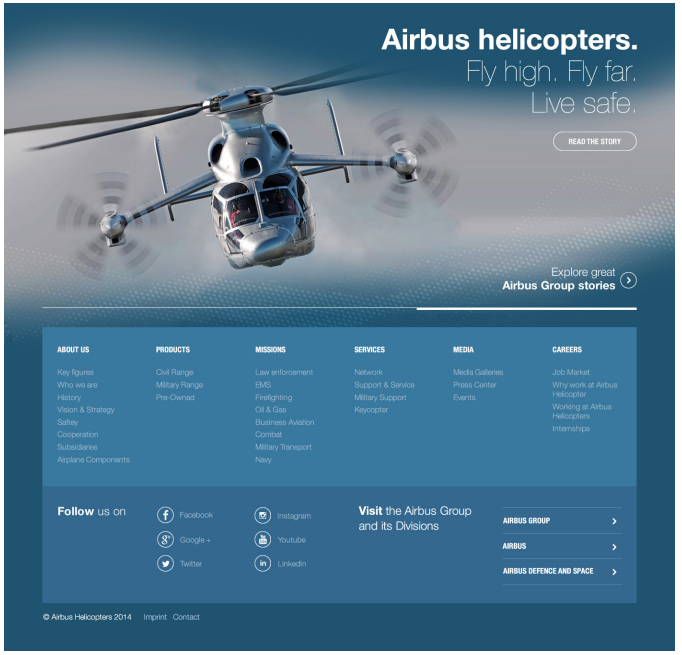
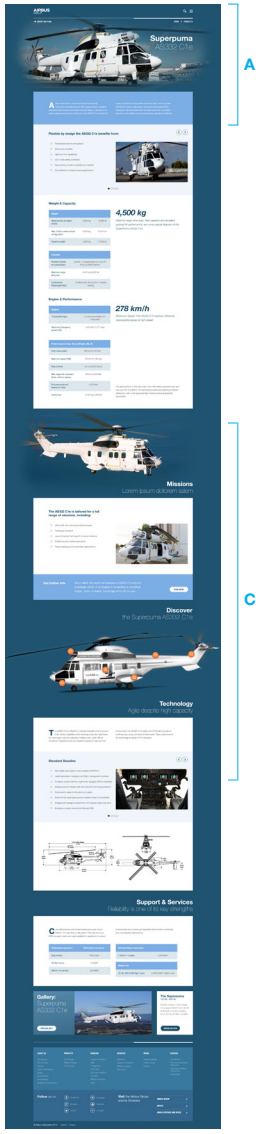


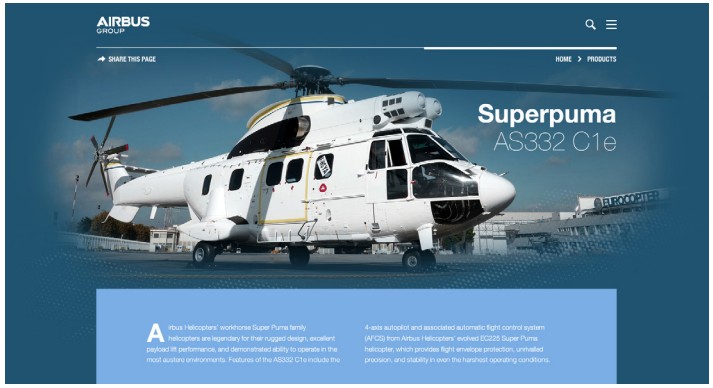
C

#02
Web Design

The product pages showcase the variety of platforms from Airbus Helicopters, using a colour coded system to sub-categorise civil, defense, service, and VIP product sectors.

Large imagery, videos, galleries, and detail specifications provide comprehensive coverage of the product and capabilities.





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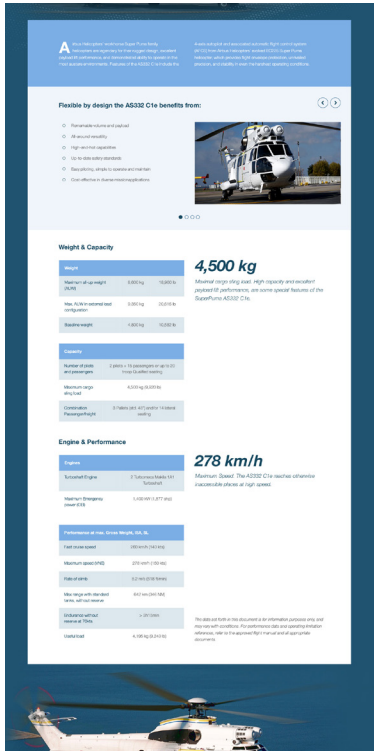
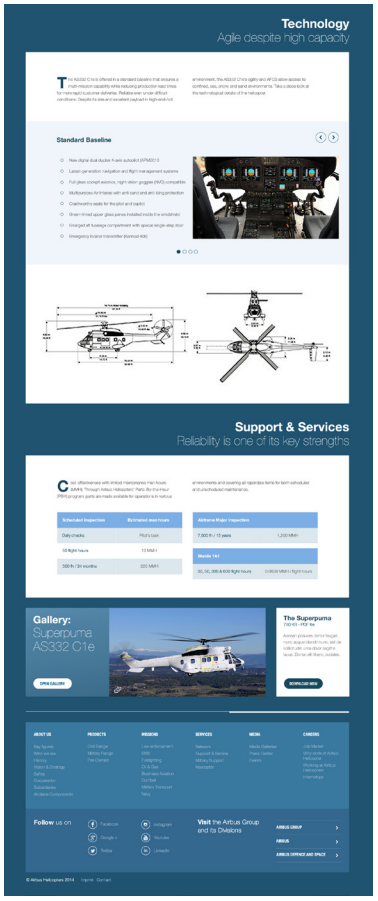


B

C



D

Civil Range

Military Range

Service

VIP

#02
Web Design

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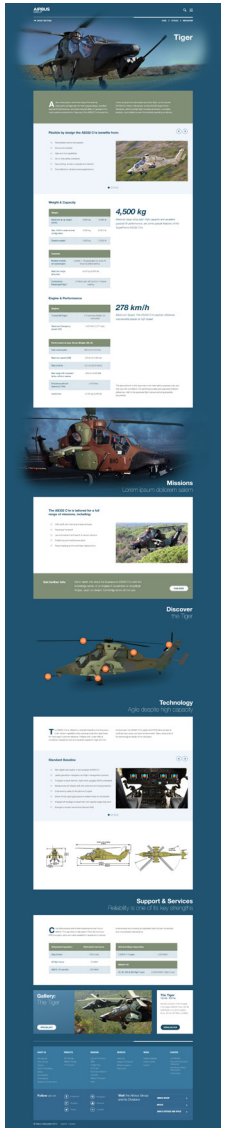

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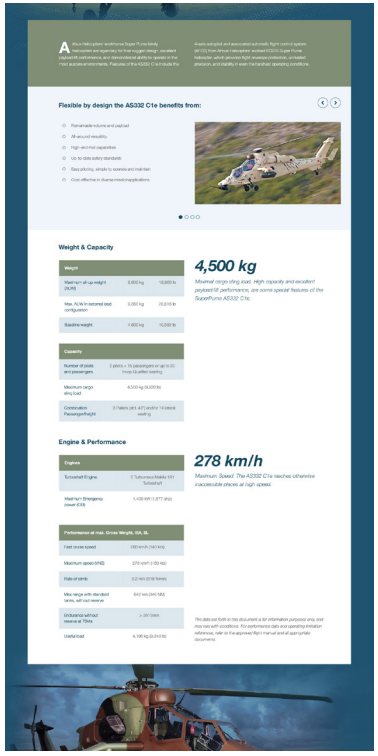

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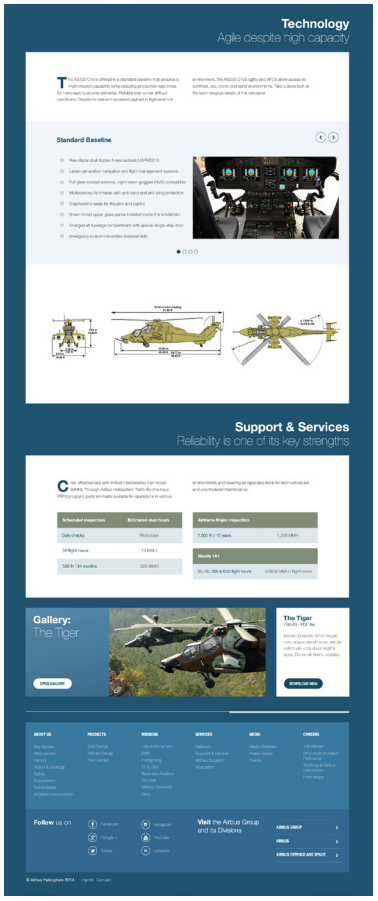


D

Civil Range

Military Range

Service

VIP

#02
Web Design

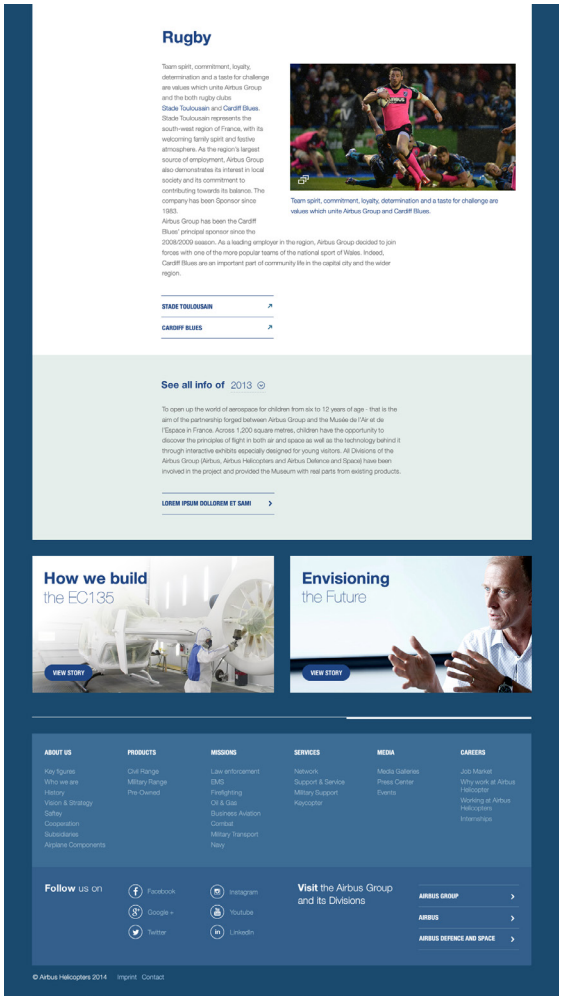
Airbus Helicopters

Storytelling is a very important part of the site, article pages with a full range of content types are used to provide informative and entertaining stories to the products, people, and missions.

A

B

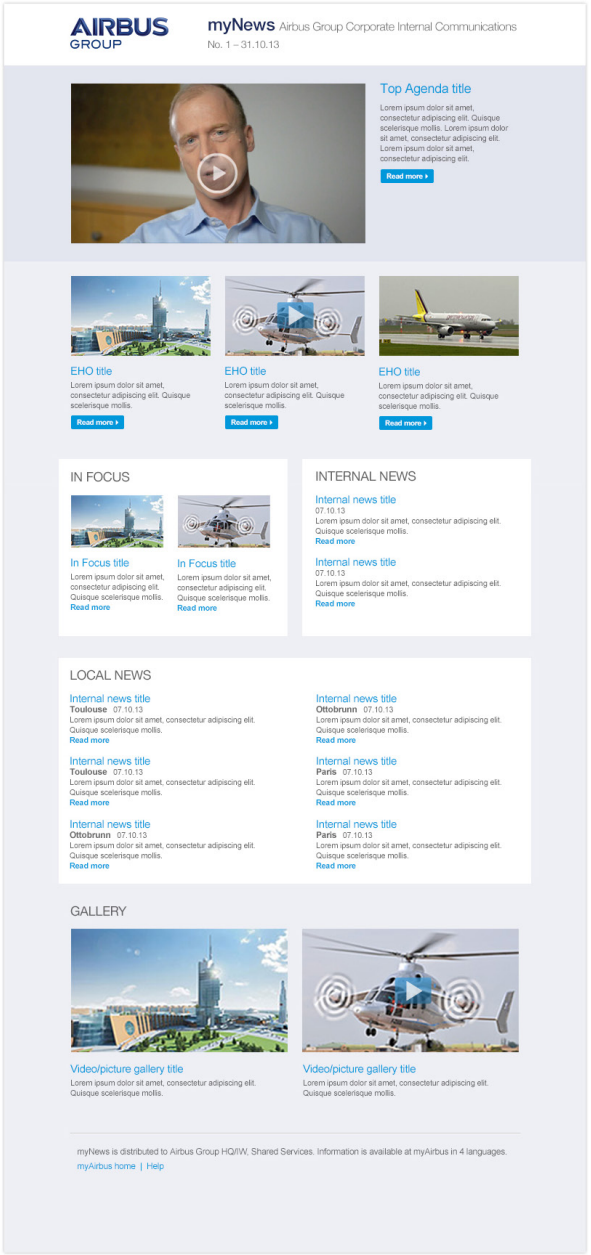
A



B

#02
Web Design

#02
Web Design



#02
Web Design

3. Online media

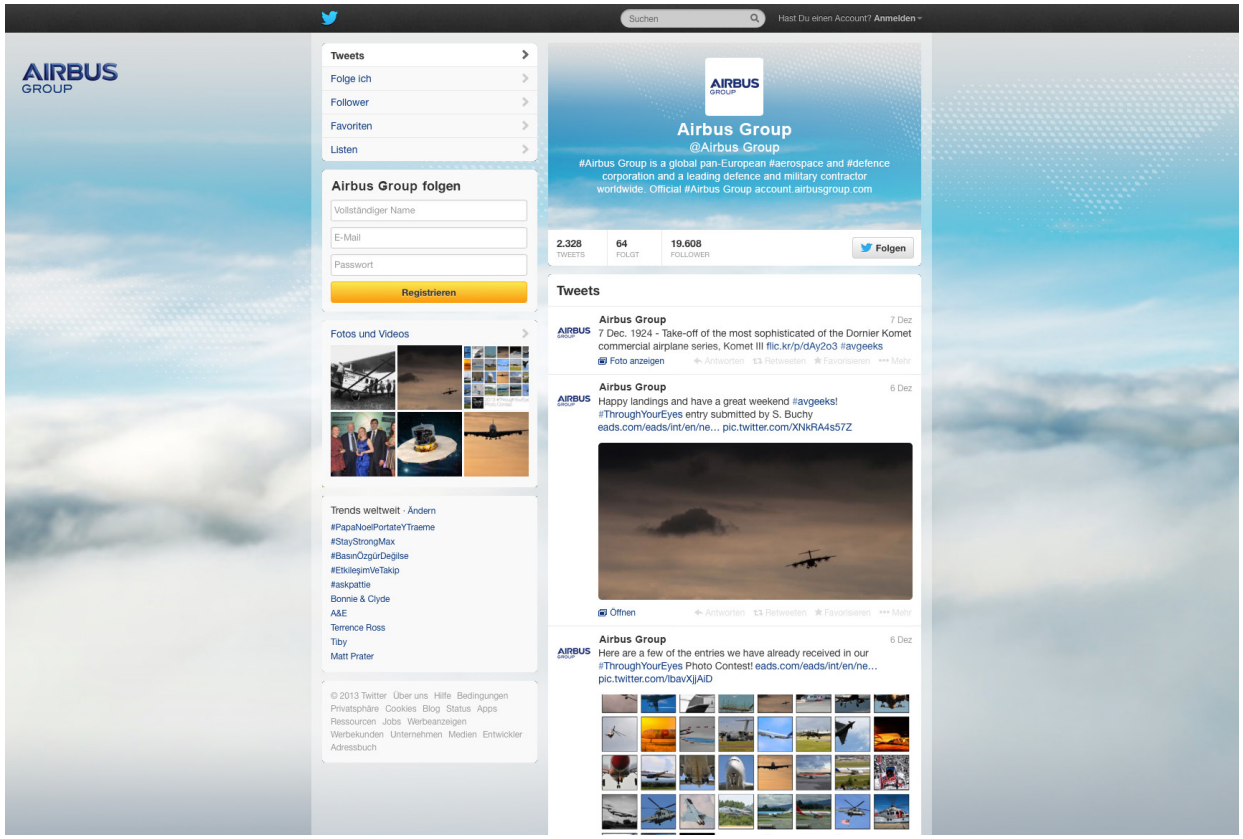
Avatar and images

The Airbus Group and divisions facebook pages should utilize the large iage area to display pre approved images communicating company activities, social and community activities, products, news, events.

All content published must follow the Airbus Group social media guidelines.

#03
Online media

Airbus Group: avatar and background image

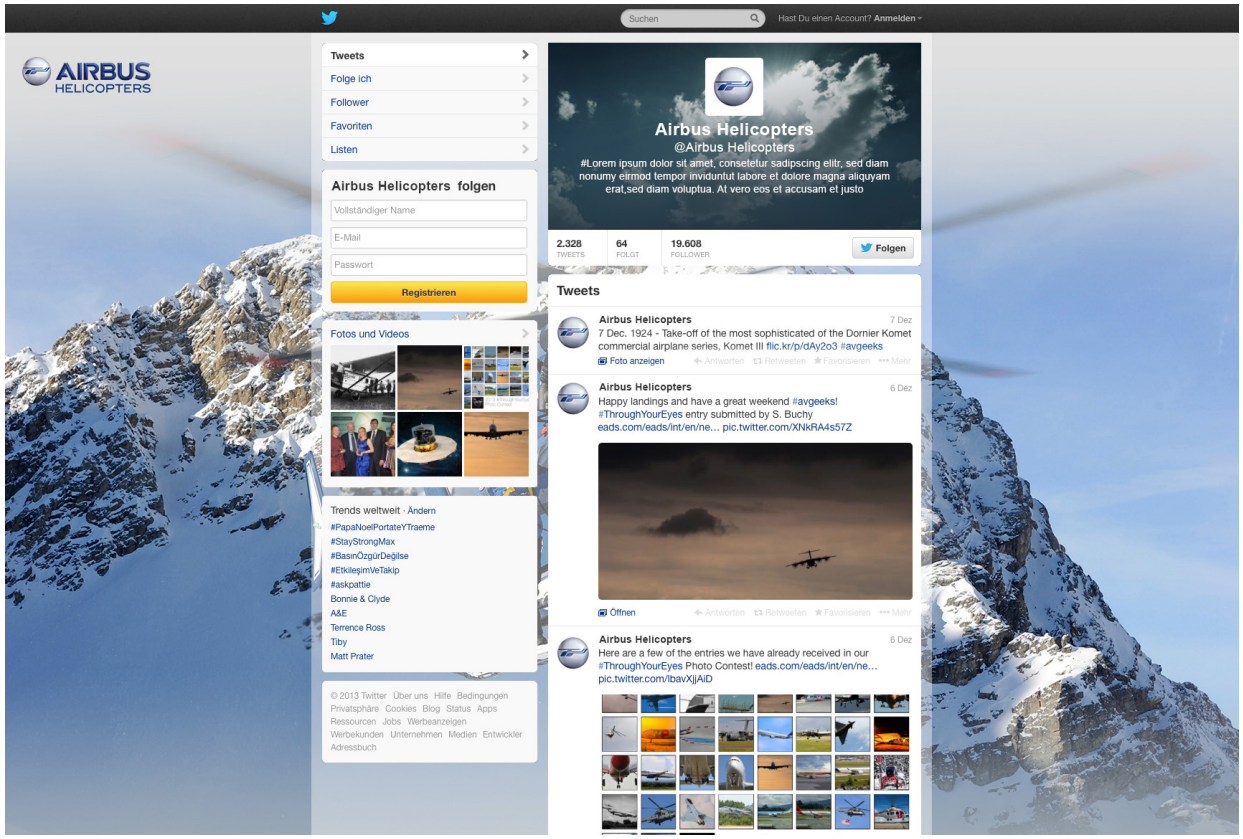


The Airbus Group Twitter page should utilize the background image area to display pre approved images communicating company activities, social and community activities, products, news, events.

Other Aibus Group social media channels are advertised on the left side of the background image. All content published must follow Airbus Group social media guidelines.

#03
Online media

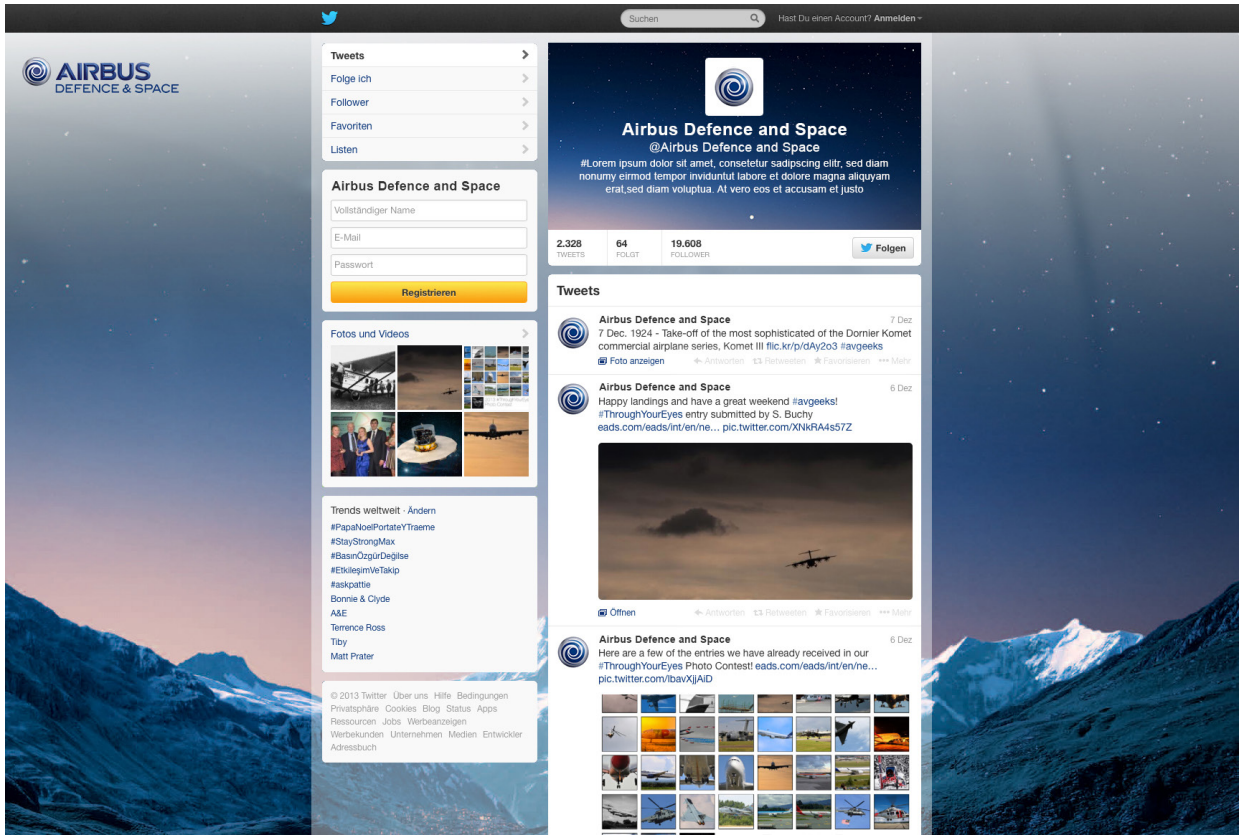
Airbus Helicopters: avatar and background image



The Airbus Helicopters Twitter page should utilize the background image area to display pre approved images communicating company activities, social and community activities, products, news, events.

Other Aibus Helicopters social media channels are advertised on the left side of the background image. All content published must follow Airbus Group social media guidelines.

Airbus Defence and Space: avatar and background image

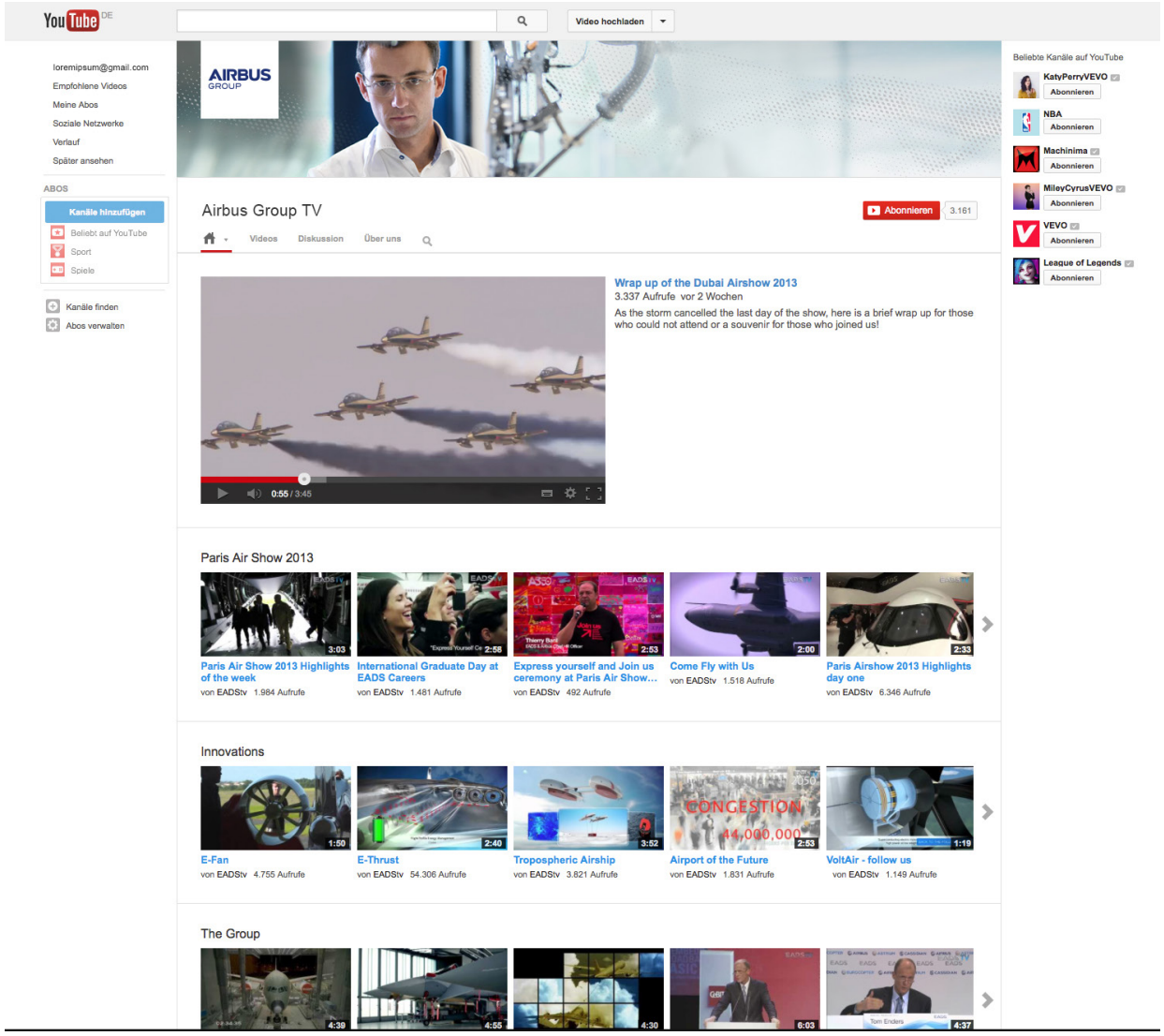


The Airbus Defence and Space Twitter page should utilize the background image area to display pre approved images communicating company activities, social and community activities, products, news, events.

Other Aibus Defence and Space social media channels are advertised on the left side of the background image. All content published must follow Airbus Group social media guidelines.

#03
Online media

Airbus Group: avatar and images

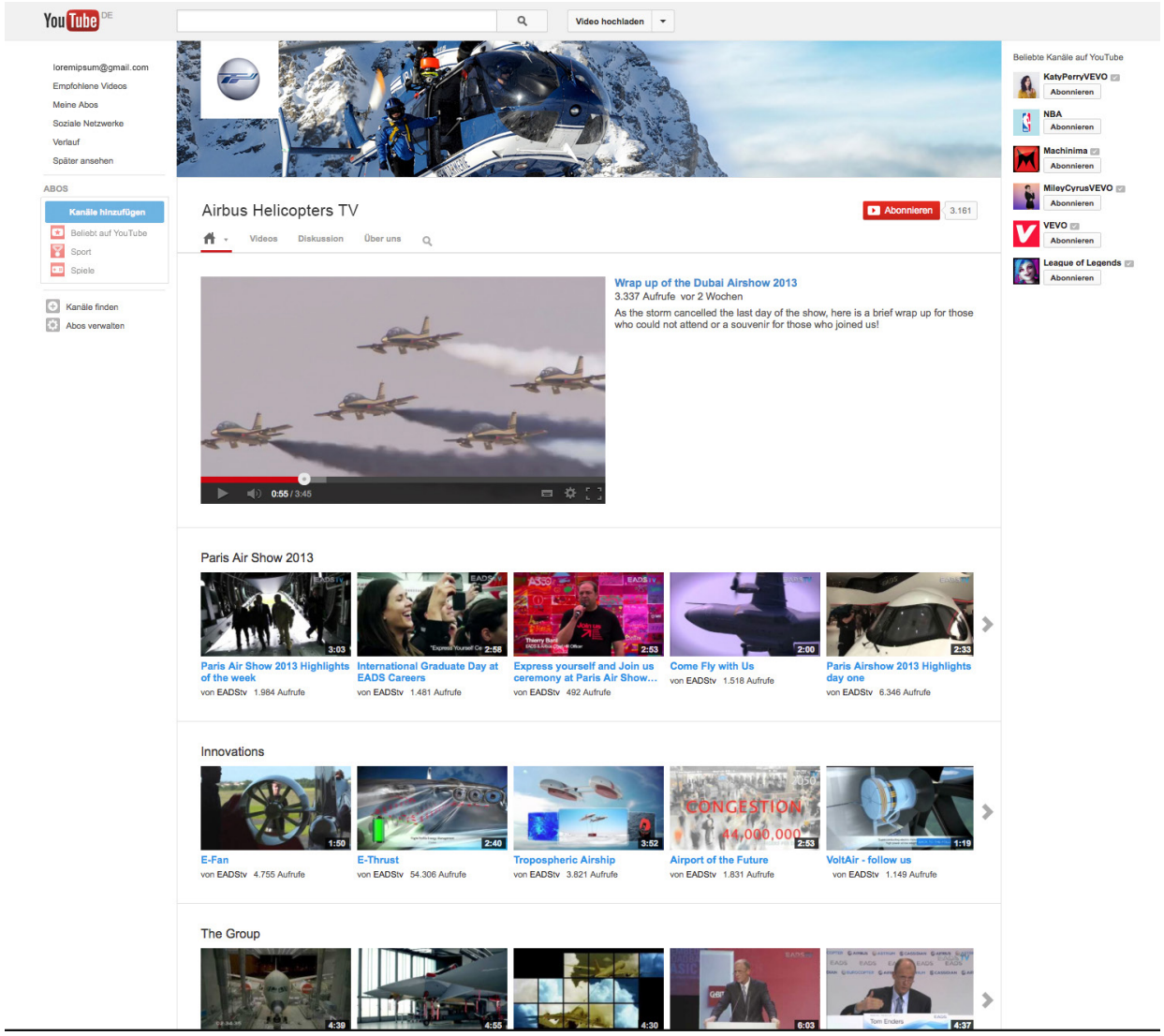


The Airbus Group TV Youtube page should utilize the background image area to display pre approved images communicating company activities, social and community activities, products, news, events.
Other Airbus Group social media channels are advertised on the left side of the background image.

All content published must follow Airbus Group social media guidelines.

#03
Online media

Airbus Helicopters: avatar and images



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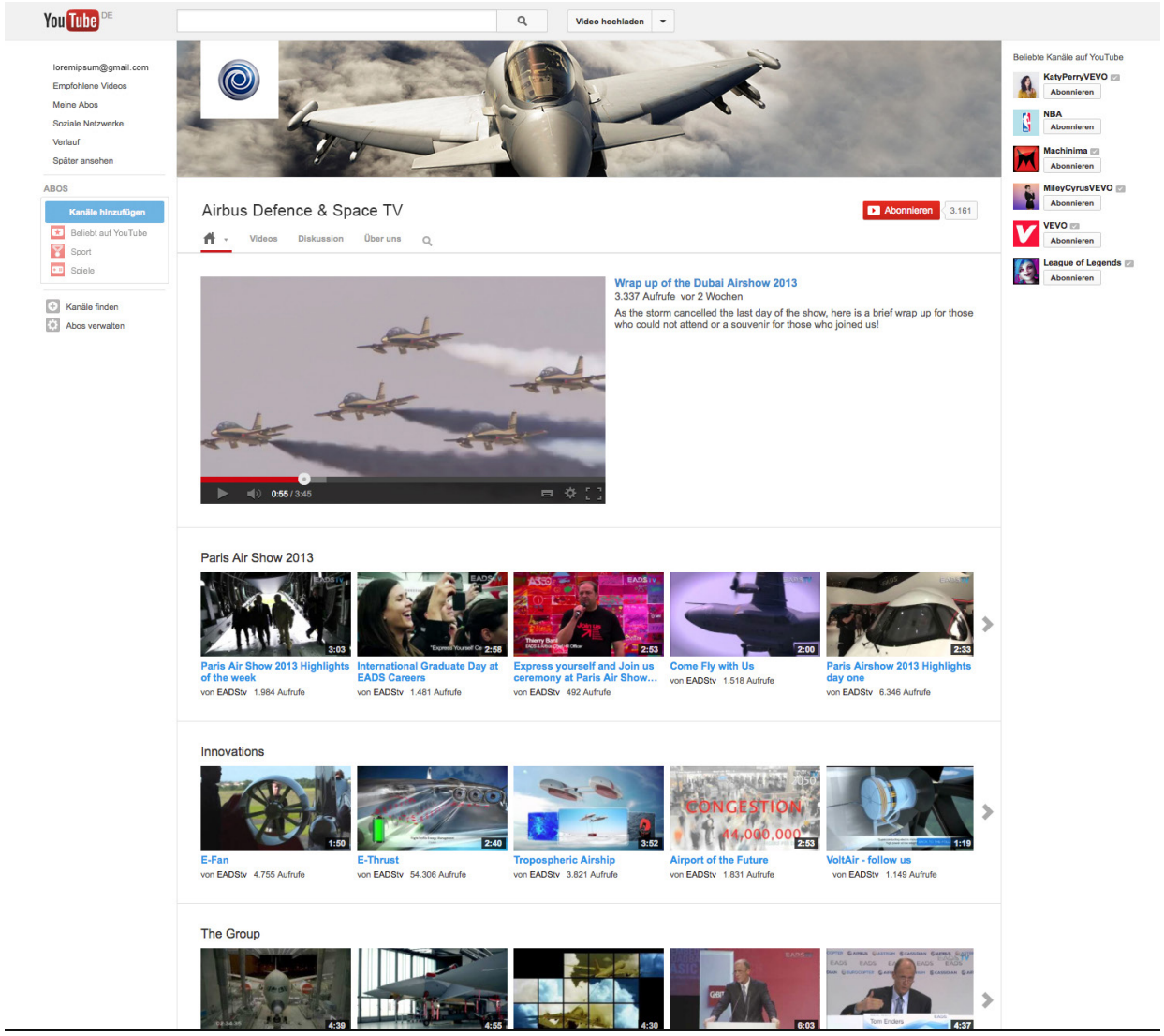
#03
Online media

Airbus Defence and Space: avatar and images



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#03
Online media

What is the difference between Powerpoint and Prezi?

Powerpoint

An easy to use presentation tool ubiquitous across all professional fields.

A long established industry standard.

Contains a wide array of functions and elements native to the program which allows most content to be created within the program itself.

Slides and elements can be copied and utilized in other powerpoint presentations.

Prezi

A frame by frame story telling tool allowing very creative and unique narrative and movement of storyline.

Macro and micro (pan and zoom), non linear, presentation views on topics and ideas.

New player to industry, does not have a wide authoring usership.

Creative contents and assets need to be created outside of Prezi using creative tools such as photoshop. Amendments will also need to involve external specialists.

Prezi is mainly an online based tool. Creating and editing, as well as storing of Prezi materials are all online stored on servers based in the US. Confidential materials should not be stored on Prezi servers.

Recommendations on usage of Prezi for official EADS presentations

An official EADS Prezi account has been set up. Only those with access to this account can use the “EADS branded template” to create high quality, on brand presentation material.

Prezi presentations should be produced only by creative and content specialists in order to utilize the special story telling attributes of the Prezi presentation tool in order to uphold brand standards.

Prezi presentations should be planned carefully with clear story telling, attractive visuals, and executed by a Prezi specialist.

Prezi should be used only for high quality presentations facing important high level audiences, large audiences, and cases when unique Prezi features really contribute to the purpose of the presentation.

Confidential material should not be placed on the Prezi online server.

#03
Online media

Airbus Group tablet sites and apps should all consist of similar user experience optimized for tablets.

The layout should be based on a landscape orientation with easy left right page movement, clear navigational elements, and easily accessible table of contents. Rich media content should be utilized for tablet apps.

WORK IN PROGRESS

#03
Online media

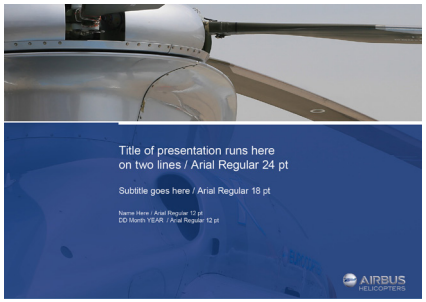
4. PowerPoint

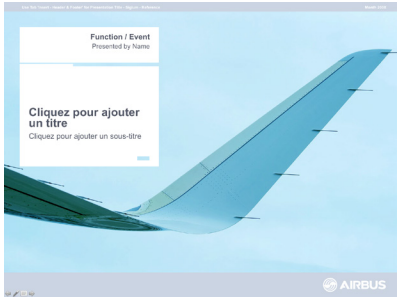
PowerPoint template

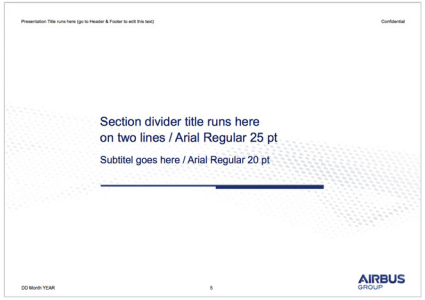
Our PowerPoint template has been created to ensure content is presented consistently to all audiences. A range of slides have been created for a variety of content so please select the most suitable layout.

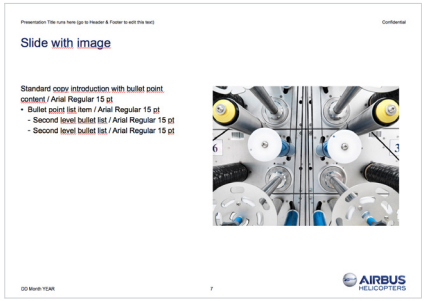
Title slide imagery can be changed to reflect the content of the presentation if required.

More information on font sizes and weights is given in the PowerPoint template. Please adhere to recommendations to retain optimum legibility.









#04
PowerPoint

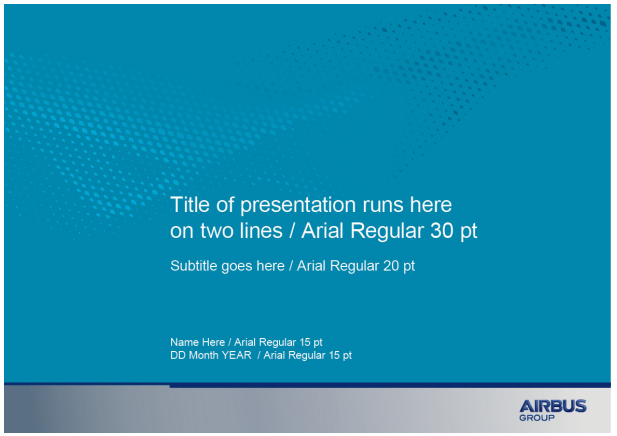
The format for PowerPoint slides is DIN A4. The logo is placed bottom right on all slides.

There are two title slide versions available: with and without image.

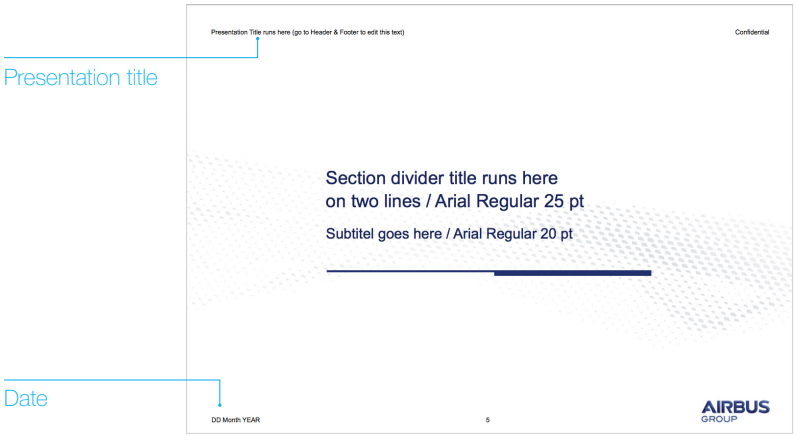
On all divider and content slides a header with the name of the presentation is placed top left and if required a disclaimer (e.g. 'Confidential') is placed top right. The date is placed bottom left and the page number is aligned with the date.

Logo
The logo always appears at the bottom right. It can appear on the brand bar or on a white background. The size and position of the logo should never change.

Image title slide



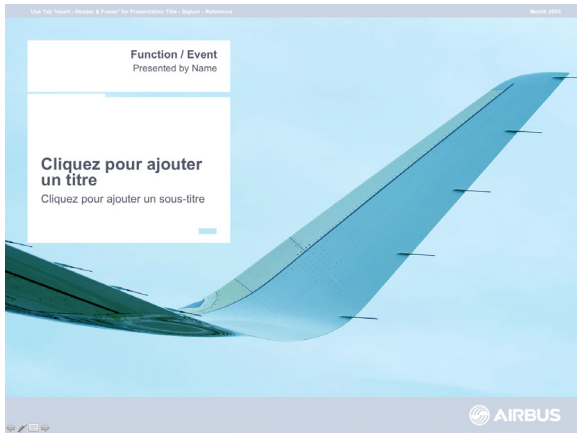
Generic title slide



Divider slide

Content slide

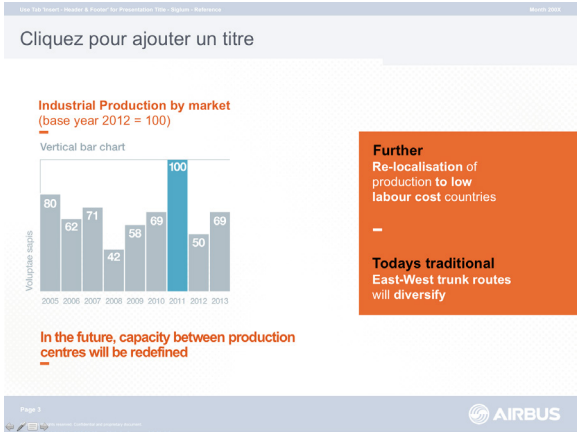
#04 PowerPoint



Title slide

Content slide

Content slide



Content slide

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PowerPoint

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Logo
The logo always appears at the bottom right. It can appear on the brand bar or on a white background. The size and position of the logo should never change.

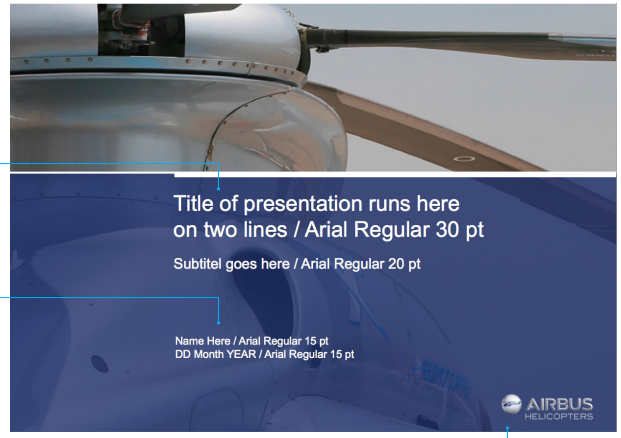
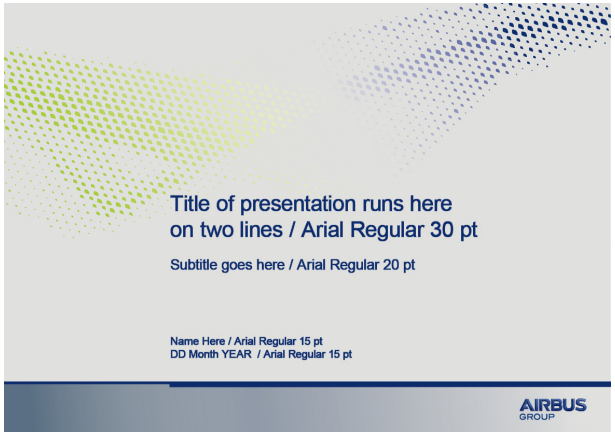
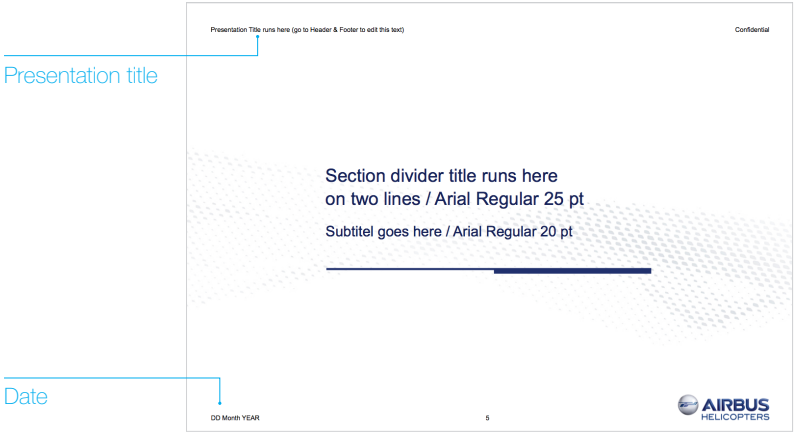


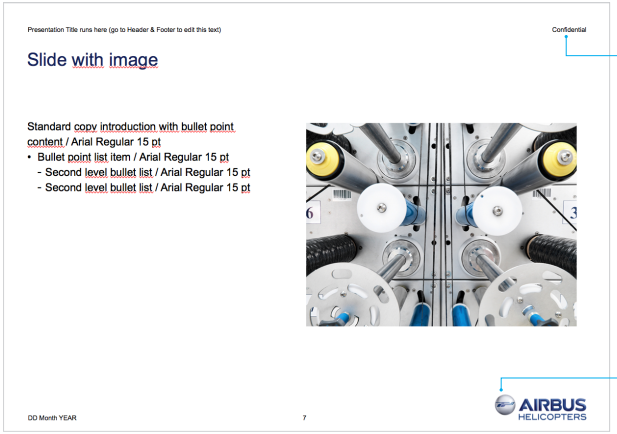
Image title slide



Generic title slide



Divider slide



Content slide

#04 PowerPoint

The format for PowerPoint slides is DIN A4. The logo is placed bottom right on all slides.

There are two title slide versions available: with and without image.

On all divider and content slides a header with the name of the presentation is placed top left and if required a disclaimer (e.g. 'Confidential') is placed top right. The date is placed bottom left and the page number is aligned with the date.

Logo
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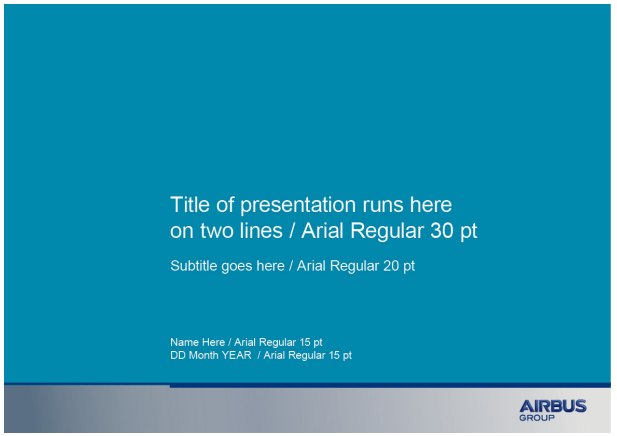
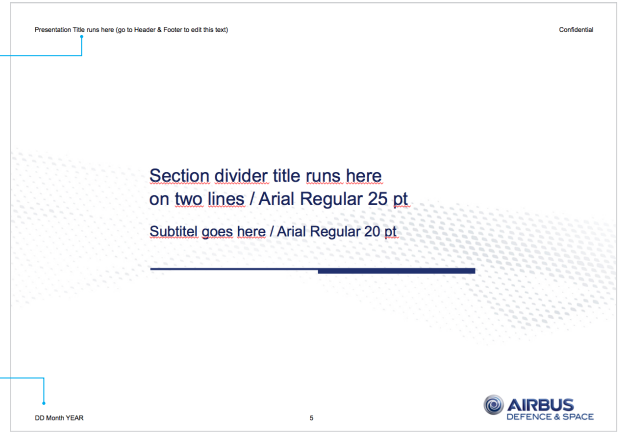
Image title slide



Generic title slide



Divider slide

Content slide

#04 PowerPoint

Contact

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