Amadeus logo

Guidelines

Global Brand

Amadeus logo

A new design for a more modern look

aMaDEUS

Amadeus logo

Versions

Negative version

Silver option (merchandising)

Registered trademark (US & Chile)

Black & white version (when we are not working with colour)

Vertical alignment
(when size restrictions)

aMaDEUS

Amadeus logo

Don'ts

Placing logo on busy backgrounds

Changing the colour of the logo

Align the logo on the diagonal

Blue logo on black background

Place logo inside a frame

Distorting the logo

Not enough contrast

Signing with the grey palette
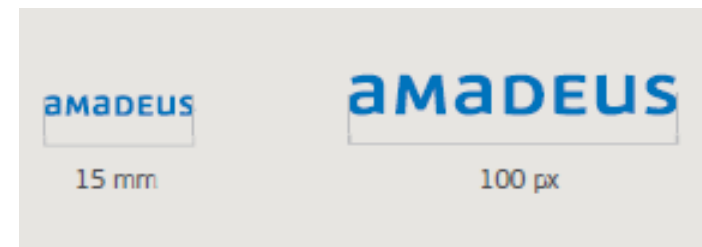
Repeating the logo

amaDEUS

Amadeus logo

Clear space (restricted area)

Clear space

- It is the height of the "u" from our logo

- It must always be respected

Minimum size

- Minimum size 15mm for offline

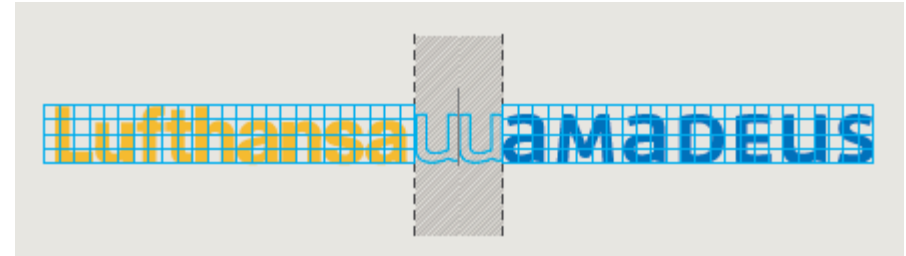- Minimum size 100px for online

AMADEUS

Amadeus logo

Co-branding

— The Amadeus logo and partner logo should occupy the same total area (50-50)

— They must be separated by a simple grey vertical line
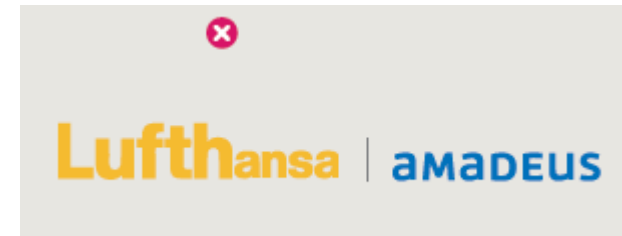
Don'ts

Build in horizontal	Use the same style dividing line	Respect the normal size of the logo

AMADEUS

If you have any questions regarding the use of the Amadeus logo please contact Global Brand Management – brand@amadeus.com

Thank you

You can follow us on:
AmadeusITGroup

amadeus.com/blog
amadeus.com

amaDEUS