

Brand Guidelines



LOUIS ARMSTRONG
NEW ORLEANS
INTERNATIONAL AIRPORT

**TIMELESS
POSSIBILITY
CELEBRATORY...**

HEY THERE AND WELCOME! READY TO
SEE OUR BRAND GUIDE? LET'S GO!

**Quintessentially
New Orleans.**

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Governance

How to use these brand guidelines.

The information in this document serves as a guide for visual communications representing the Louis Armstrong New Orleans International Airport (MSY) brand identity. The primary goal of these guidelines is to maintain a level of consistency across all applications.

It is important to read and understand these brand guidelines prior to applying the brand. In addition, the airport's Marketing & Communications Department can provide assistance with applications that require more details.

For questions or additional information on the brand mark, these guidelines or for custom application direction, please contact:

Louis Armstrong New Orleans International Airport
New Orleans Aviation Board
Marketing & Communications Department
communications@flymsy.com

Our Brand

Our airport is timeless, modern, innovative, and rooted in our tradition.

Louis Armstrong New Orleans International Airport is the primary commercial airport in the State of Louisiana, serving nearly 85 percent of all passengers flying into the state. Louis Armstrong International Airport is owned by the City of New Orleans.

The Louis Armstrong New Orleans International Airport represents all the things New Orleans is known for—its food, music and culture, as well as the nature and beauty of the surrounding region. Our airport elevates the passenger experience by offering world class amenities, technology, entertainment and more. It has been recognized with awards such as Best Airport in North America with five to fifteen million passengers.

The design of the terminal facility is evocative of the geography of the Delta region and soft curves of the Mississippi River. It is symmetrical in plan, with the building's form incorporating gentle arcs on three sides. A monumental roof rises toward the building's centerline, where it crests over a large central skylight. The terminal facades are primarily glass, allowing for beautiful views out to the airfield.

In 2001, the airport was named after one of New Orleans' most favorite sons, Louis Armstrong. The three letter identifier code is MSY, which stands for Moisant Stock Yards.



SAY HELLO TO OUR LOGO.

Brand Marks

Everything you need to know about logo usage and sizing for seamless placement and application.

Brand Story

New Orleans is a city unlike any other. Its rich history, its people, the food, music and art all play a vital role in defining the spirit of the city. Yet the Louis Armstrong New Orleans International Airport is a gateway to a region beyond its city, and was purposefully designed to reflect modernity and sophistication. Choosing one symbol to represent so many things is no easy task. How do we embrace the future while honoring the past?

The Fleur de Lis is already emblematic for New Orleans and the region. It is a bit enigmatic—having taken on many meanings throughout time. It has been used as a symbol for beauty, nobility, purity, strength, revolution, and rebirth. It is omnipresent—literally hidden in the architecture of the airport.

This brand mark represents many things: a blend of the old and the new, and the spirit of people coming together. It is celebratory and musical in appearance. It is a plane taking flight—pointing up and to the future, representing possibility. It is a Fleur de Lis—but it is not fussy, it is not haughty, it is clean and timeless. It is quintessentially New Orleans, our “Plane de Lis.”



LOUIS ARMSTRONG
NEW ORLEANS
INTERNATIONAL AIRPORT

Logo Anatomy

FLEUR DE LIS,
ALSO REFERED TO AS
THE "PLANE DE LIS"



PLANE TAKING FLIGHT

NEGATIVE SPACES MIMIC THE
INTERIOR ARCHITECTURAL
FEATURES OF MSY

FLOURISHES REFERENCE
FLUIDITY AND INFLUENCE OF
THE MISSISSIPPI RIVER

LOUIS ARMSTRONG
NEW ORLEANS
INTERNATIONAL AIRPORT

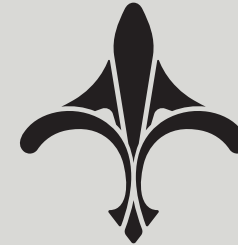
TEXT LOCKUP BLENDS SERIF & SANS-SERIF FONTS TO
REFLECT THE AIRPORT'S COMMITMENT TO BALANCING
NEW ORLEANS' RICH HISTORY AND PROMISING FUTURE

Logo Variations



LOUIS ARMSTRONG
NEW ORLEANS
INTERNATIONAL AIRPORT

Our horizontal logo is great for spaces that are wider than they are tall. This can make it more versatile for use in various platforms like websites, emails, and social media banners to name a few examples. It can also enhance visibility and recognition, especially in digital contexts where horizontal space is often more abundant than vertical.



LOUIS ARMSTRONG
NEW ORLEANS
INTERNATIONAL AIRPORT

Our vertical logo is designed to be used in instances of prominence. It can be more visually striking and can work well in certain formats such as banners, posters, and specialty signage. Just like our horizontal logo, the vertical variation can be shown in a single color on a colored background or photo. However, remember to reference our color pairing examples, and that high contrast and visibility is the top priority.



Logo Variations

Not sure which logo lockup or color variation to use? Here's our go-to cheat sheet.

Our official color palette will have its proper debut in a later section in this guide, but for now, here's a sneak peak. We pair our colors together so that high contrast and visibility is always achieved to ensure legibility. Our logo can be shown in a single color on a colored background or on a photo, but remember, contrast is key. A white logo may be additionally used in instances on top of a photograph or dark background to ensure the highest level of contrast.



Logo Clear Space

Sometimes we have to play by the rules, but don't worry. Once we've got these down, *laissez les bon temps rouler*.

Having consistent clear space around our logo is essential for maintaining its visibility and impact. The official clear space around the brand mark is at a minimum 50% of the icon on all sides of the lockup as shown in the diagrams on the right.

Clear space ensures our logo stands out and isn't crowded or obscured by other design elements. It aids in recognition and memorability, which contributes to the integrity of our brand identity.



50% OF LOGO MARK SIZE

LOGO MARK



VERTICAL LOGO



HORIZONTAL LOGO

Minimum Logo Size

Can a logo really be too small? Yes, yes it can. Just trust us on that one.

The minimum size of a logo is important for maintaining its legibility and clarity. If our logo is too small, the details can become indistinguishable and our brand's message can be lost. Additionally, a minimum size ensures that our logo remains visible and impactful across all platforms and mediums, whether it's on our signage, business cards, websites, or social media posts. When in doubt, just refer back to this guide!

If you find yourself with an application that needs a logo smaller than what's on this page, we've got you covered. Refer to the "small use logo" at the bottom of this page. Don't forget to reach out to the MarCom team for final approval.

45 PX / 5/8"



120 PX / 1.6875"



110 PX / 1.5"



SMALLER THAN 110 PX / 1.5"



Incorrect Usage

With a great logo comes great responsibility...
A.K.A. please don't do these things.

To maintain consistency and drive brand equity, we should never alter the airport logo in any way. Examples of altering the logo include, but are not limited to, adding drop shadows, removing logo elements, using an unapproved color, squishing or distorting the logo, using a blurry version, adding a stroke, or rotating the logo.

Practices such as these can damage our brand's identity, as they interfere with the consistency and recognition of the logo. To keep our brand story and messaging intact, stick to this guide.

If you have any questions feel free to reach out to the airport MarCom team!



DO NOT REMOVE ANY ELEMENTS FROM THE LOGO



DO NOT SQUISH, STRETCH, OR CONDENSE THE LOGO



DO NOT USE BLURRY OR PIXELATED VERSIONS OF THE LOGO



DO NOT ROTATE OR CHANGE THE ORIENTATION OF THE LOGO



DO NOT ADD DROP SHADOWS OF ANY KIND



DO NOT DISTORT THE LOGO



DO NOT USE COLORS OUTSIDE THE BRAND PALETTE



DO NOT ADD AN OUTLINE TO THE LOGO

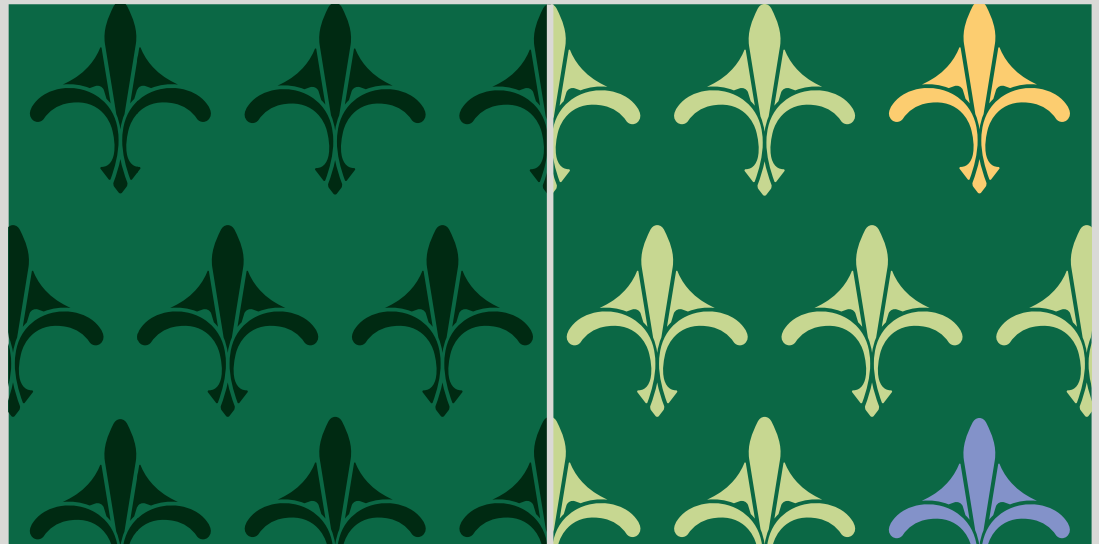
Specialty Patterns

For when we need to
spice things up a little,
you'll really love this.

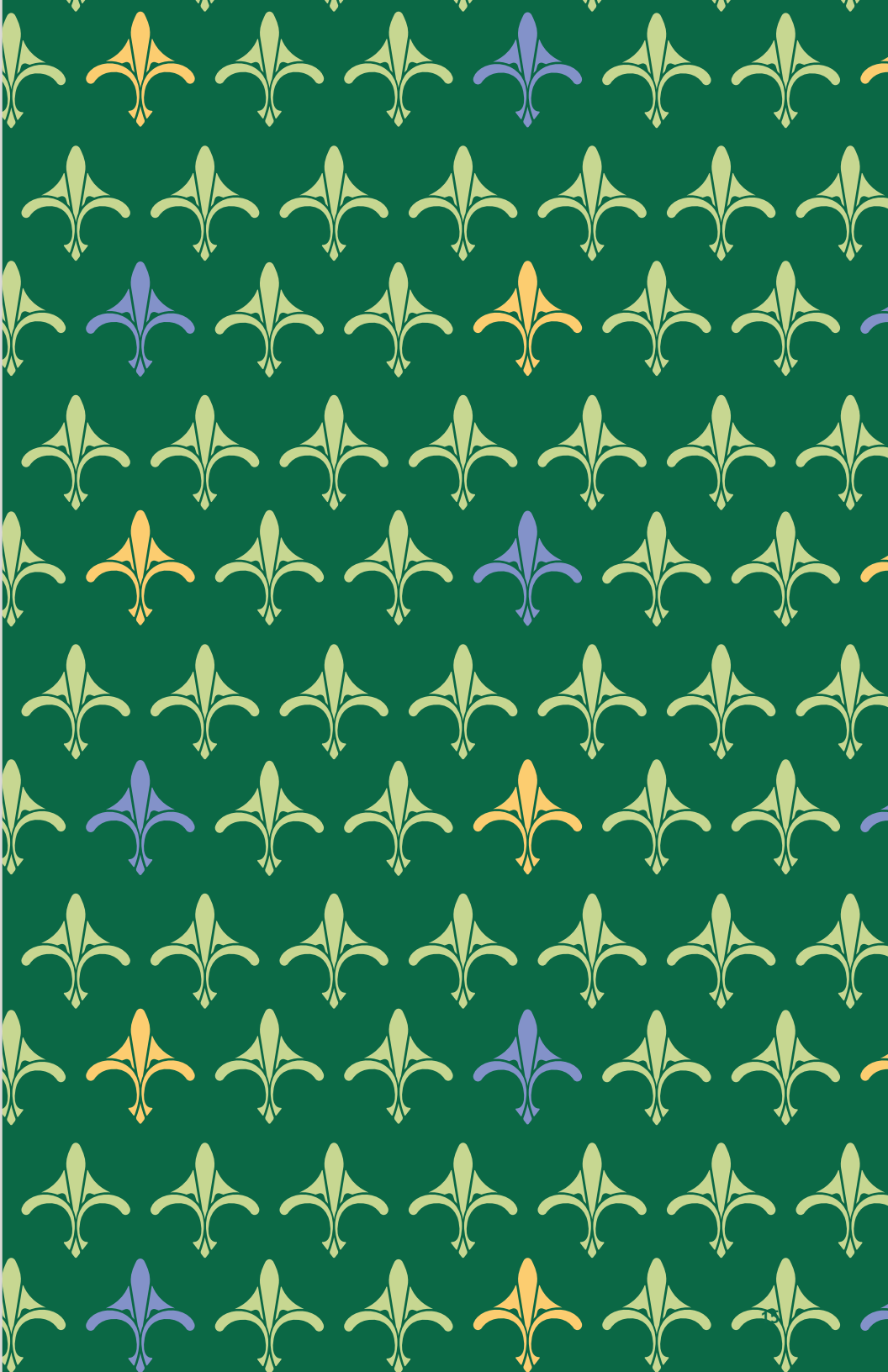
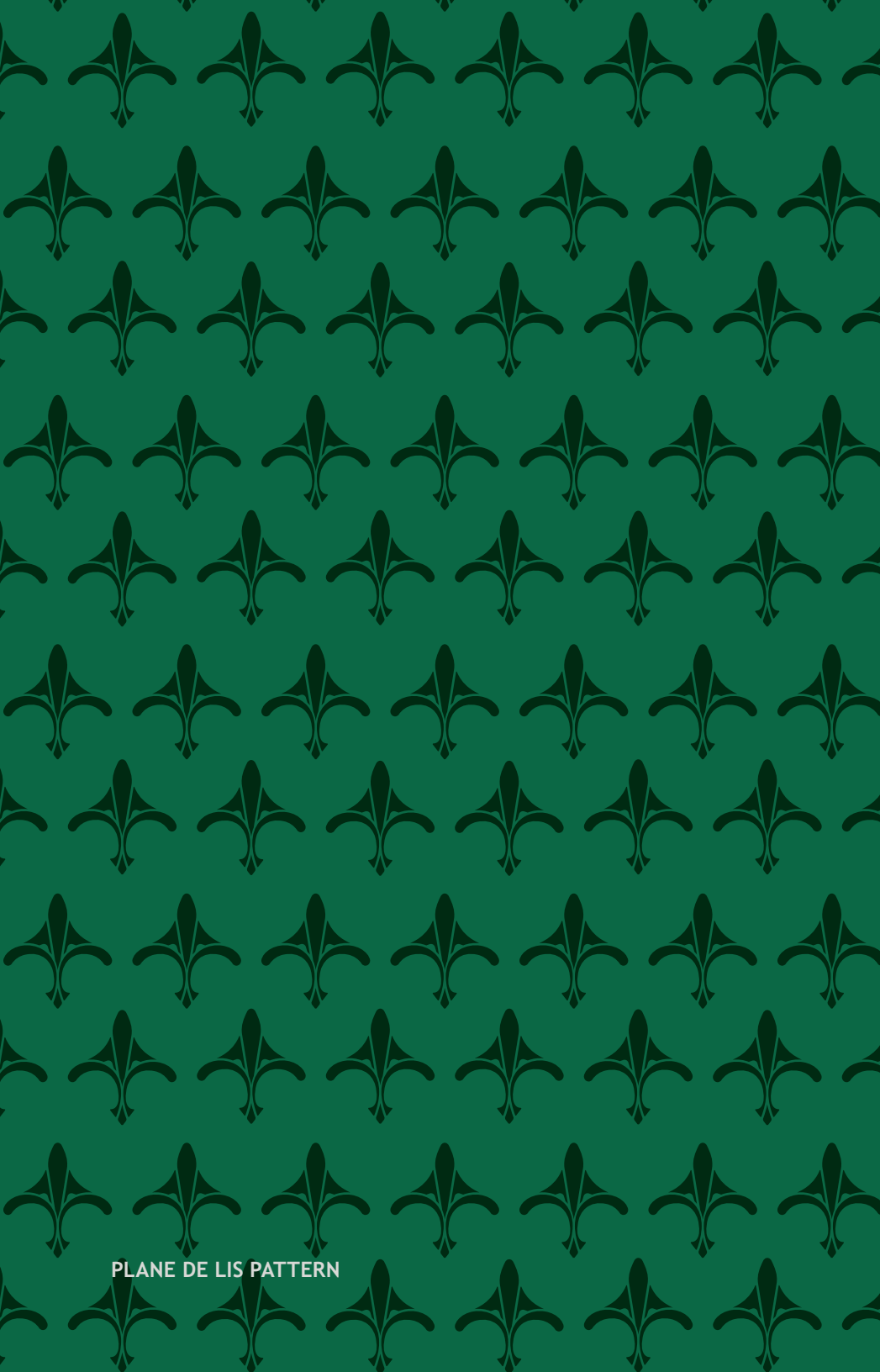
Having a brand pattern is a dynamic and versatile addition to our brand assets for a few reasons. It adds to the number of ways our travelers can recognize Louis Armstrong International Airport's unique visual identity and adds to our overall brand personality. Properly utilizing these patterns will also help promote consistency across all marketing materials and platforms—from social media to websites, from print ads to signage.

These patterns should be used as an additional brand accent. Please reach out to the MarCom team for approval when using a brand pattern.

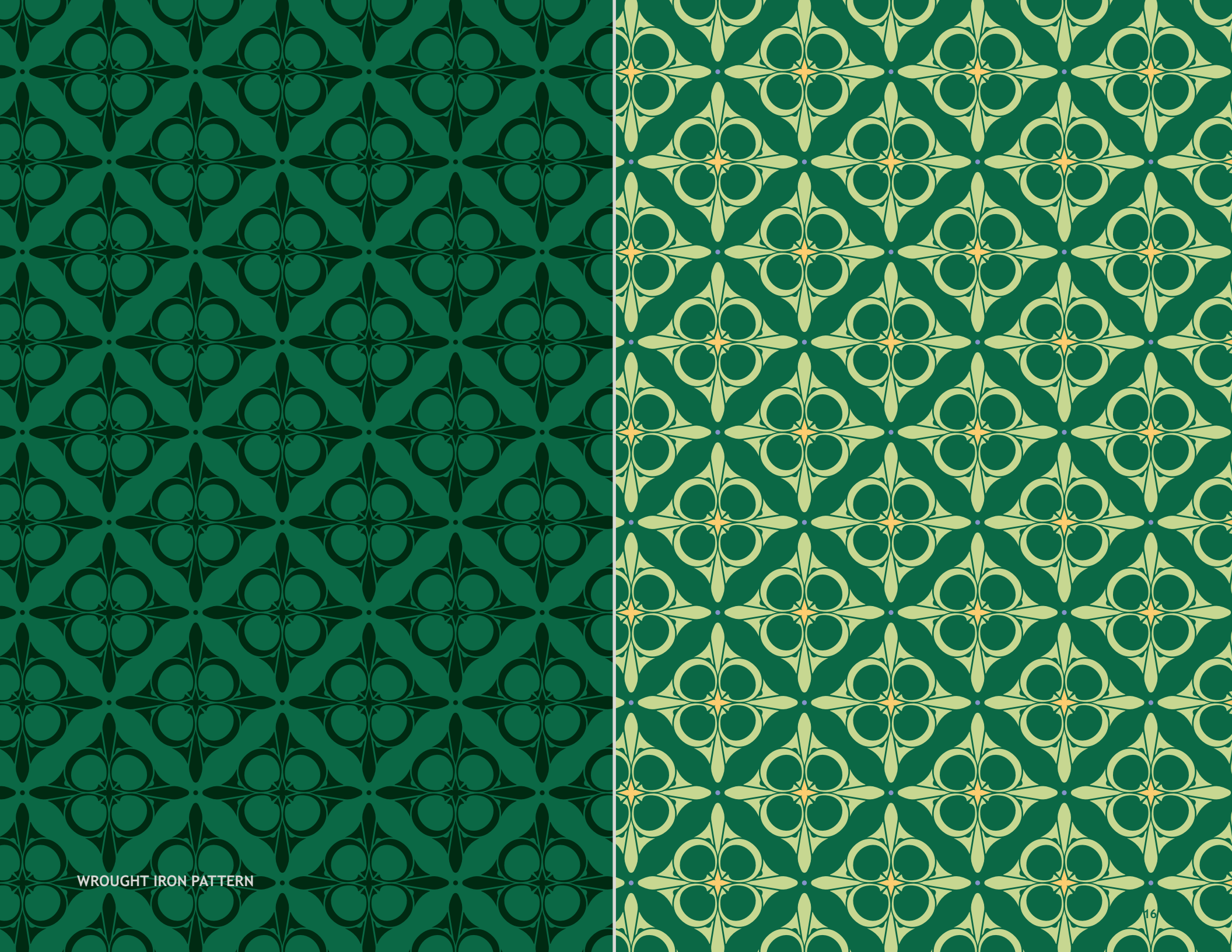
WROUGHT IRON PATTERN



PLANE DE LIS PATTERN



PLANE DE LIS PATTERN

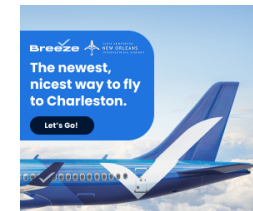
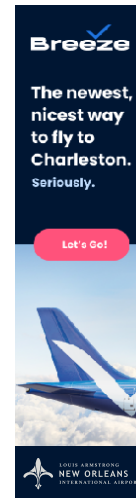
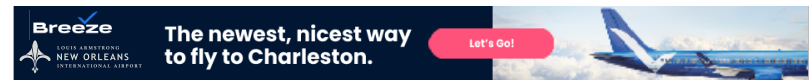
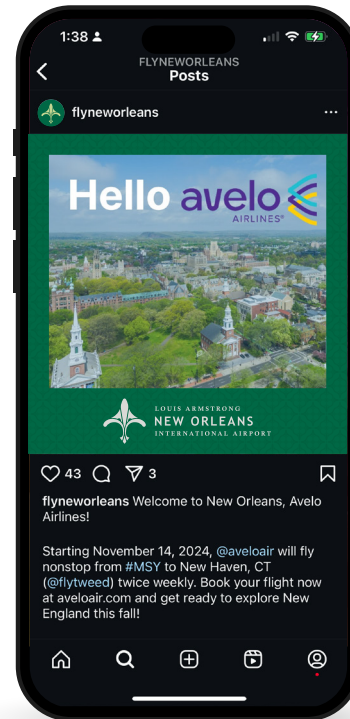


WROUGHT IRON PATTERN

Partner Brands

Our brand should always be at the forefront. That's why we're all here!

When partnering with other brands, our airport's logo should always carry the same visual weight as any partner brand's logos. Maintaining this consistency celebrates and validates Louis Armstrong International Airport in the eyes of our travelers. So, don't forget to add our brand footprint to everything from social media posts to airline advertisements!



WHO DOESN'T LOVE A GOOD TYPEFACE?

Typography

Meet tradition and modernity, a pairing of serif and sans-serif typefaces that's ready to tell the story of our airport.

Headings & Bold Statements

Meet our serif typeface Calisto MT. An elegant reflection of the past that speaks to New Orleans' rich history. Use for headings and bold statements throughout Louis Armstrong Airport's print and digital collateral.

The quick fox jumps over the lazy dog.

The quick fox jumps over the lazy dog. Waltz, bad nymph, for quick jigs vex. Sphinx of black quartz, judge my vow. How vexingly quick daft zebras jump! The quick fox jumps over the lazy dog.

Calisto MT Bold

Aa

A serif typeface that nods to New Orleans' history and tradition.

ABCDEFGHIJKLMNO
PQRSTUVWXYZ

abcdefghijklmnopqrstu
vwxyz

123456789£\$?!<>{}[]#¢™®

Calisto MT is a transitional serif typeface, known for its elegance and readability. Calisto MT is characterized by its rounded, gently curved serifs which give it a softer, warmer appearance compared to other serif

fonts. It's a versatile font that works well in both text and display sizes, making it a popular choice for a wide range of applications, including books, magazines, and websites.

Body Copy

Give a warm welcome to this sans-serif typeface, Trebuchet MS. With its clean and friendly appearance, this typeface is ideal for body copy or larger areas of text. It reflects Louis Armstrong Airport's spirit of innovation and possibility.

The quick fox jumps over the lazy dog.

The quick fox jumps over the lazy dog. Waltz, bad nymph, for quick jigs vex. Sphinx of black quartz, judge my vow. How vexingly quick daft zebras jump! The quick fox jumps over the lazy dog.

Trebuchet MS Bold

Aa

A sans-serif typeface that speaks to our modern timelessness.

ABCDEFGHIJKLMNO
PQRSTUVWXYZ

abcdefghijklmnopqrstu
vwxyz

123456789£\$?!<>{}[]#¢™®

Trebuchet MS is a humanist sans-serif typeface designed to enhance its legibility and provide a distinctive character, making it a popular choice for both text and display use. Its features include a large x-height, slightly condensed letterforms, a mild

diagonal stress, open counters and a unique blend of curves and sharp edges. Trebuchet MS is widely used across digital platforms due to its clean, friendly appearance and clear readability on screens.

Logotype Anatomy



GET READY FOR SOME CREATIVE COLOR NAMES.

Color

A unique, versatile color palette that reflects everything the city of New Orleans has to offer.

Color Palette

From digital to print, Instagram posts to tote bags, these custom colors express the airport's brand in a way that's uniquely New Orleans.

GET TO KNOW OUR BRAND...

PRIMARY

Julep

PANTONE 7728 C
CMYK C:89 M:33 Y:80 K:25
RGB R:4 G:104 B:70
HEX #006845

Fresh Fern

PANTONE 4205 C
CMYK C:29 M:4 Y:53 K:0
RGB R:198 G:214 B:146
HEX #C6D692

White Willow

PANTONE COOL GRAY 1 C
CMYK C:18 M:12 Y:15 K:0
RGB R:217 G:217 B:214
HEX #D9D9D6

SECONDARY

Beignet

PANTONE 1225 C
CMYK C:0 M:22 Y:64 K:0
RGB R:253 G:206 B:111
HEX #FDCE6F

Dawn

PANTONE 7452 C
CMYK C:55 M:39 Y:0 K:0
RGB R:128 G:148 B:221
HEX #8094DD

SPECIAL OCCASIONS

French Quarter Rouge

PANTONE 7625 C
CMYK C:5 M:79 Y:76 K:0
RGB R:225 G:82 B:61
HEX #E1523D

Fleury Pink

PANTONE 503 C
CMYK C:9 M:29 Y:16 K:0
RGB R:233 G:196 B:199
HEX #E9C4C7

A MODERN, BUT TIMELESS MIX OF COLORS.

Drawing inspiration from architecture, nature, and food, the airport's color palette takes cues from many aspects of the city to evoke the energy of New Orleans.

**LIKE WHAT YOU
SEE SO FAR?**

SEE YOU SOON! GET READY FOR EVEN
MORE AS OUR BRAND COMES TO LIFE!

**Great! We're just
getting started.**

That's a wrap!

Our brand is pretty cool, right?



LOUIS ARMSTRONG
NEW ORLEANS
INTERNATIONAL AIRPORT

PREPARED BY  Gresham
Smith