



Brisbane Airport Video Guidelines

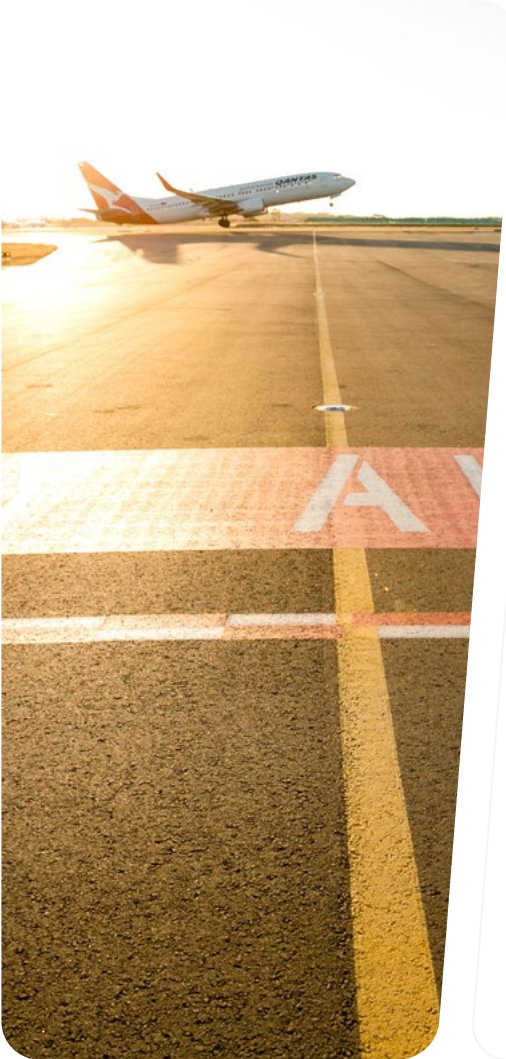
Version 2.0 – June 2026



An aerial photograph of Brisbane Airport, showing the terminal building, runways, taxiways, and surrounding green fields. The airport is situated in a valley with hills in the background. The sky is clear and blue.

We acknowledge the traditional owners of the Meanjin/Brisbane region and recognise their continuing connection to lands and waters.

We pay our respects to all Aboriginal and Torres Strait Islander peoples of the places Brisbane Airport connects.



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Videography is an essential part of our communication efforts to convey the stories connected to the airport and share our dynamic world view with our community.

The videography is inspiring and welcoming, confidently communicating the brand personality and tone of voice.

Like photography, our videos should convey a sense of connection, be welcoming and authentic.

Lighting should feel natural, and locations clean, spacious, and impactful.

Personalities and voices are subject matter experts that deliver our values and can deliver the story in an inclusive and passionate way.

Our brand at a glance

Master Logo



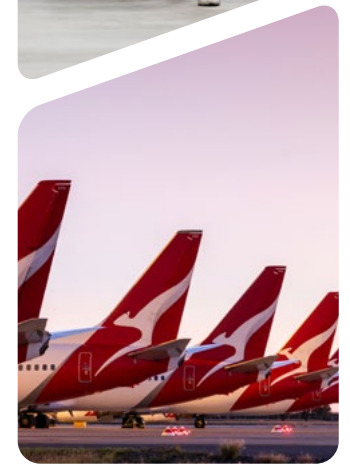
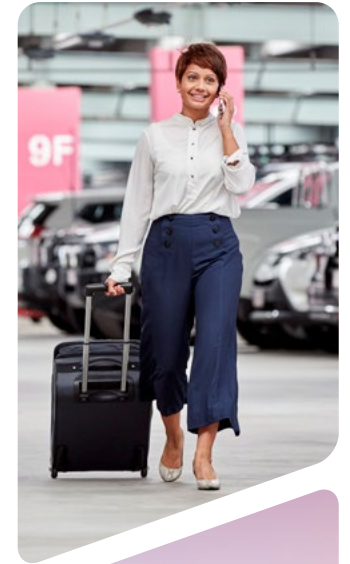
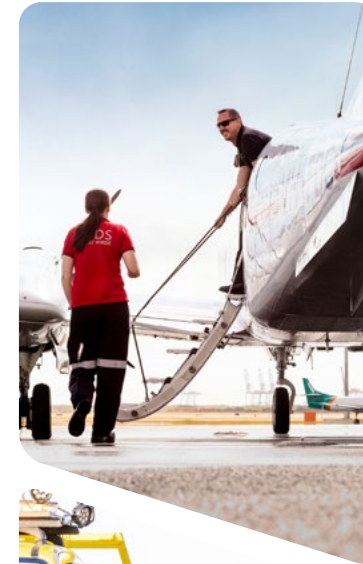
Primary Typeface

Aeonik Light
Aeonik Regular
Aeonik Medium
Aeonik Bold

Brand Colour Palette

Navy Blue	Pantone: 289 CMYK: C100 M66 Y00 K76	RGB: R13 G36 B64 HEX: #0d2440
Sky Blue	Pantone: 2389 CMYK: C70 M15 Y00 K00	RGB: R41 G171 B227 HEX: #29abe3
Sunshine Yellow	Pantone: 3514 CMYK: C00 M20 Y100 K00	RGB: R255 G189 B0 HEX: #ffbd00
Lime Green	Pantone: 376 CMYK: C41 M00 Y95 K00	RGB: R139 G205 B00 HEX: #8bcd00
Cloud Grey	Pantone: 663 CMYK: C03 M02 Y02 K00	RGB: R245 G245 B245 HEX: #f5f5f5
Ocean Blue	Pantone: 286 CMYK: C100 M91 Y02 K01	RGB: R0 G51 B160 HEX: #0033a0
Sunrise Orange	Pantone: 2028 CMYK: C05 M85 Y100 K01	RGB: R230 G73 B00 HEX: #e64900
Field Green	Pantone: 2426 CMYK: C86 M19 Y100 K06	RGB: R0 G142 B34 HEX: #008e22
Carbon	Pantone: 433 CMYK: C80 M69 Y46 K66	RGB: R29 G37 B45 HEX: #1d252d

Visual Selects



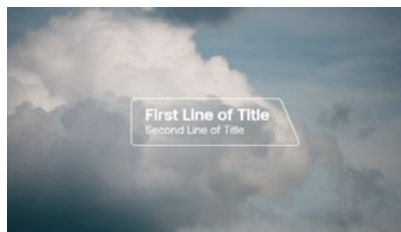
Video titles

For video titles, this page outlines the style guidelines and options.

Best practice:

- Sentence case text should be used for narration style videos, instructional videos and long sentences.

Preferred – centred – Bento shape A



Font: Aeonik

Text colour: White

Font size:

Top line – Bold – 70

Second line – Regular – 50

Alignment:

Centred on screen (vertical and horizontal).

Text should be left aligned within the shape.

Animation:

Border slides up from hard edge matte over 1 second. Easing to a stop.

First line of text 3 frames later, second line of text 6 frames later.

Background block colour (if needed):

Carbon (opacity 70%)

Alternative – centred – Bento shape B



Font: Aeonik

Text colour: White

Font size:

Top line – Bold – 70

Second line – Regular – 50

Alignment:

Centre aligned, centred vertically

Animation:

Border slides up from hard edge matte over 1 second. Easing to a stop. First line of text 3 frames later, second line of text 6 frames later.

Background block colour (if needed):

Carbon (opacity 70%)

Face to camera intro

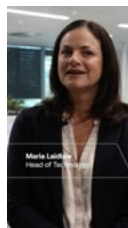
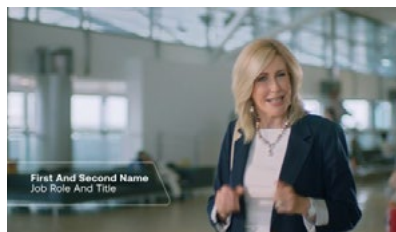
When introducing a speaker for the first time in a video, apply a nameplate on screen.

Best practice:

- Sentence case text should be used for first and last names and job role or organisation names.
- No capitalised text should be used in a nameplate except if it is required to be presented in the organisation name or in the title of the person.

Note: A single, consistent style should be used throughout a video piece (or series).

Preferred – white text with white keyline



Name font: Aeonik Bold

Position or Organisation font:
Aeonik Regular

Text colour:
White / Navy Blue

Font size: 60

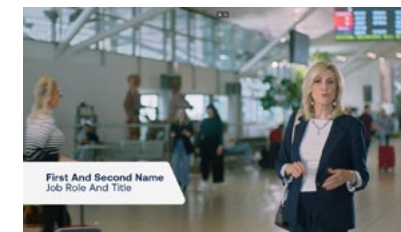
Text alignment:
200px from left or right edge of frame

Background:
Transparent / Cloud Grey (opacity 100%)

Design system border:
Border slides in from edge of screen over 1 sec.
Easing to a stop.
Text starts slide 3 frames after box.



Alternative – coloured text with cloud grey background block



Name font: Aeonik Bold

Position or Organisation font:
Aeonik Regular

Text colour:
White / Navy Blue

Font size: 60

Text alignment:
200px from left or right edge of frame

Background:
Transparent / Cloud Grey
(opacity 100%)

Design system border:
Border slides in from edge of screen over 1 sec. Easing to a stop. Text starts slide 3 frames after box.

Text supers

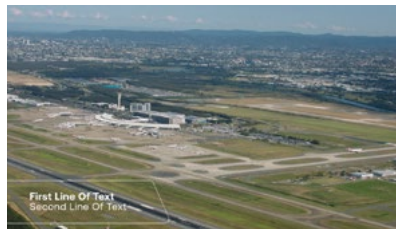
For text supers, this page outlines the applicable style guidelines and options.

Best practice:

- Sentence case text should be used for narration style videos, instructional videos and long sentences.

Note: All text supers need to finish on screen prior to end frame sequence commencing.

General supers



Font: Aeonik Bold & Aeonik Regular (secondary text)

Text colour: White

Font size: 60

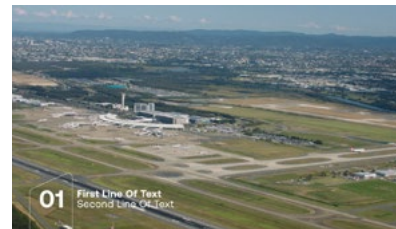
Alignment:
125 pixels in from side, 965 pixels up from bottom of frame

Animation:
Border slides in from edge of screen over 1 sec. Easing to a stop. Text starts slide 3 frames after box.

Background block colour (if needed):
Carbon 70% transparency

Note: Text supers to be applied over a maximum of three lines only.

Numbered or icon list supers



Font: Aeonik Bold & Aeonik Regular (secondary text)

Text colour: White

Font size:
Number – 143
Text – 60 (over 2 lines)

Icon:
From icon library

Number format:
Border slides up from off frame over 1 sec, easing to a stop. Number slides up from edge of frame, revealed by border matter over 1 sec, easing to a stop.

After 10 frames first line of text slides in from edge of border, eases to a stop. Second line after 13 frames.

Supers with background block



Font: Aeonik Regular

Text colour: White

Font size: 60

Background block colour: Carbon

Background opacity: 70%

Captions

All video content that contains voice over should include captions.

This page outlines the applicable style guidelines for captions.

Best practice:

- Sentence case should be used for captions.
- Captions can also be used for content that requires translation for other language channels.

Landscape captions



Font: Aeonik Regular

Text colour: White

Font size: 40

Alignment:

100 pixels up from bottom of frame, centred (within title safe region)

Background block colour:

Carbon (70% opacity)

Portrait captions



Font: Aeonik Regular

Text colour: White

Font size: 25

Alignment:

480px up from the bottom of the frame

Background block colour:

Carbon (70% opacity)

Call out treatments

When calling out locations, features or additional information within videos the following style options and guidelines apply.

Aerials – location call out (standard)



Aerials – alternative call out (block colour)



Highlighting locations



Font: Aeonik Bold

Text colour: White / Navy blue

Font size: 60

Background block colour: Transparent / Cloud Grey

Animation:

Border slides down over 18 frames, shape stretching out to full length.

Text slides down from edge of frame over 18 frames, easing to a stop. Covered by border element matte.

Dotted line draws in after 12 frames. Animation lasts 13 frames.

Stroke is 15px.

Background block colour: Navy Blue

Marking location:

White outline 10px width

Call out treatments continued

Location call out – right aligned



Icon: Location marker

Top line font (business name):
Aeonik Bold

Second line font (suburb, state):
Aeonik light

Screenshot:
Location icon call out

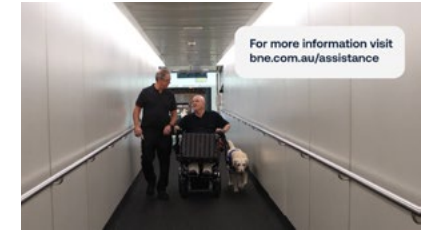
Highlighting locations – Sunshine yellow alternative



Marking location:
Sunshine yellow outline 10px width

Location label:
Sunshine yellow block colour,
navy blue text

Extra information call out



Font: Aeonik Bold

Text: Navy Blue

Font size: 60+

Background block colour:
Cloud Grey in rounded rectangle
bento shape

Animation:
Place on left or right of the screen
without covering main vision. Leave
on screen long enough to read.

Use screenshot:
Assistance education video
information bento image

High impact treatments

To keep attention within videos, high impact elements can be applied and the following guidelines apply.

Best practice:

- Capitalised text should have minimal use for short statement copy. Can be used with block colour for high impact.
- Design system shapes can be used in a sequence to show multiple views to provide quick momentum.

High impact text



Font: Aeonik Bold

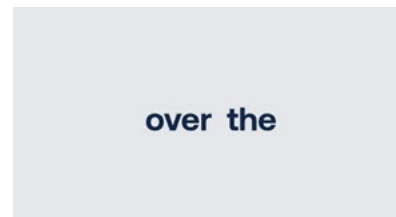
Text colour:

White on a block colour

Coloured text on a white background

Font size:

210px min – 430px max (for single words)



High impact text – colour combination



Font: Aeonik Bold

Background colour:

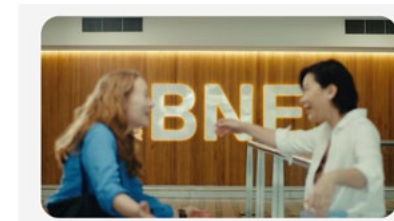
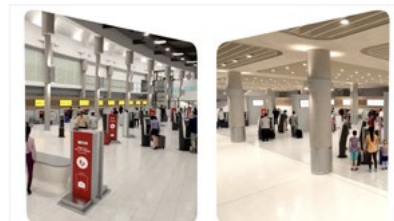
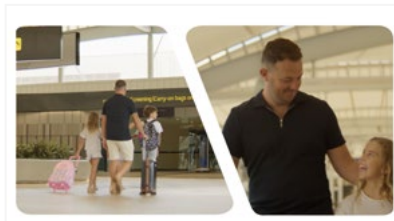
White or Cloud Grey

Font colour:

Colour combinations that complement Navy Blue or Carbon can be used to highlight key text

Bento design treatments

Dynamic design system frames



Background block colour:

Cloud Grey or White

Animation:

Angled edge sliding either towards or away from flat edge.

Animate shape path only, not scale properties, so the rounded corners remain a consistent shape.

Slow consistent speed over the duration of the shot.

End frame

Videos should finish with an end frame, following these guidelines:

Preferred: .mov end frame

Use a ribbon transparency so the final video frame shows through.

Alternative: .mp4 end frame

Requires two separate layered files to render correctly.

See instructions below for compositing RGB with a matte.

Import: Add both the RGB video and matte video into your editor.

Layering: Place the RGB video on the bottom layer and the matte on top.

Compositing: Use the matte to control the RGB video's transparency.

Example: In After Effects, apply the 'Track Matte' effect and toggle the alpha-luma setting to achieve the desired result.

For access to the endframe animation files, contact the Communications & Brand Marketing team.



BNE video animated end frame

Inclusions (within Title Safe region):

- 16:9
- 9:16
- BNE logo and brand tag
- URL

Note: Please ensure all text supers have finished on screen before end frame sequence begins.



BNE video animated end frame with partner logo/s

Inclusions (within Title Safe region):

- 16:9
- 9:16
- BNE logo and brand tag on left, partner logo on right
- URL

Note: Please ensure all text supers have finished on screen before end frame sequence begins.

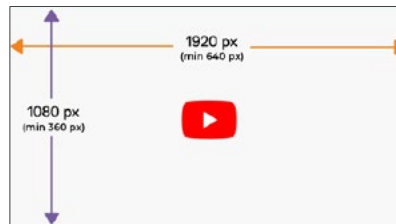
Social deliverables

Videos created for social media should follow these style guidelines.

Video outputs required vary based on channel and audience. In general, the following outputs should be provided:

- Master high resolution file – .mp4 format preferred
- Sub-title caption version
- PowerPoint presentation quality – 720px wide
- Linked In file size > 1000MB for uploading
- If possible, please provide download link with multiple file size selector.

YouTube and LinkedIn



Landscape video:
16:9 (1920 x 1080px)

Max file size:
4GB (smaller file size preferred)

Format:
.MP4 or .MOV

B-roll vision:
Please supply any agreed upon b-roll / prores vision via Dropbox.

Facebook and Instagram



Portrait video:
9:16 (1080 x 1920px)

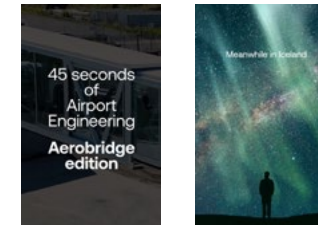
Safe Zones:
See zones indicated above

Max file size:
4GB – smaller file size is preferred

Format:
.MP4 or .MOV

B-roll vision:
Please supply any agreed upon b-roll / prores vision via Dropbox.

Organic reel content



For natively created reel content

Font:
Classic – Sentence case. Only use bold when there is a need to highlight important information

Font size:
Standard

Colour:
White with no background if suitable, or an on brand block-coloured background when needed



Brisbane Airport Brand Guidelines

Version 2.0 – June 2026

For any questions regarding the Brand, or application of guidelines or access to resources, contact the Communications & Brand Marketing team:

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T: +61 7 3406 5770

