



OFFICIAL TRAVEL AGENT

# BRAND GUIDELINES

2026

**The Australian Open brand is synonymous with premium experiences. Use it to add authority to your own brand.**

This official marque can be used by trusted tour operators who meet a standard of excellence as high as the AO's.

The marque creates a powerful brand association, but only when applied using the specific brand guidelines included in this document.

All creative using the marque must be sent to your Third Party Manager - Claire Dyett. Please allow three (3) business days for feedback and approvals.





## Official Travel Agent Marque

### Primary

The Official Travel Agent Marque is designed to immediately associate your brand with the premium experiences and excitement of the Australian Open.

The Official Travel Agent Marque has integrated the descriptor text ('Official Travel Agent') to be distinguished, clear and consistent.

This marque lives across a vast number of applications, which is why the simplicity of the shapes and text are key to its impact.

Official Travel Agent Marque - Process Blue



Official Travel Agent Marque - Reversed



Official Travel Agent Marque - Mono





## Official Travel Agent Marque

### Usage

Legibility is key when ensuring brand visibility. If the descriptor text is too small or cluttered, it becomes illegible and irrelevant.

Never apply the marque with a width smaller than 100px on digital or web assets, or 20mm in print.

It's also essential to give the marque breathing room to ensure visibility of the communication. No other elements can enter the exclusion zone, which is the margin of clear space equivalent to 'x' in the image shown.

#### Exclusion Zone



#### Minimum Size - Digital / Web

##### On-air broadcast note:

When using the marque in on-air broadcast application, the minimum size should be 10% of a HD screen size at 1920px x 1080px.



#### Minimum Size - Print



## Official Travel Agent Marque

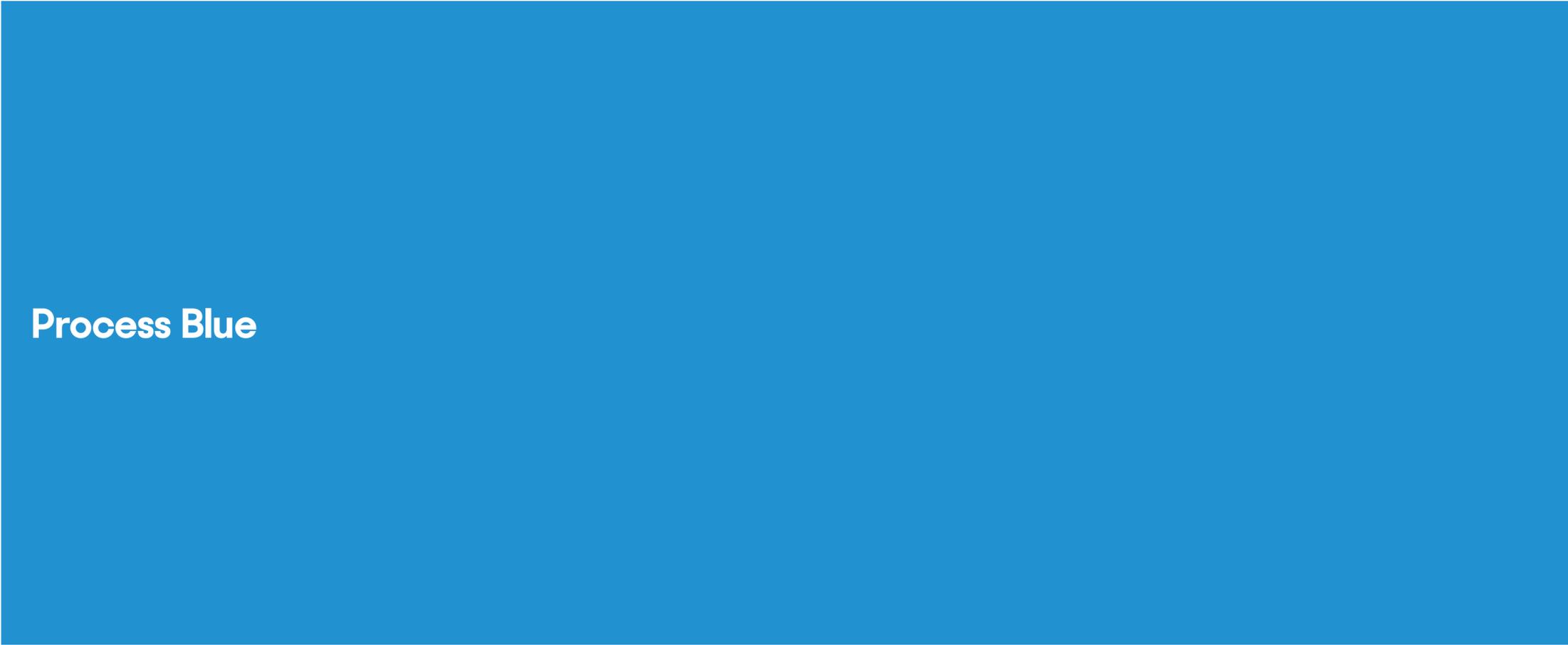
### Colour Palette

The Australian Open colour palette is playful yet premium. Use it to remind audiences of the once-in-the-lifetime experiences they'll have at "The Happy Slam."

When applying the marque to different applications, please use the specific breakdowns on this page to ensure accurate colour production.

Note that Lime Green is not an acceptable colour for the marque itself, but available for use when developing artwork.

When printing on different substrates, use the core PMS colour as the main reference colour to ensure accuracy.



## Process Blue

**PMS** Process Blue C / Process Blue U

**CMYK** 100 / 15 / 0 / 0

**RGB** 0 / 145 / 210

**HEX** #0091D2

## Official Travel Agent Marque

### Marque selection

The Australian Open Official Travel Agent Marque is available for use on advertising collateral.

The clarity of the marque is the highest priority when selecting colour and placement.

When placing the Official Travel Agent marque on an image or texture, please ensure clear space is honoured and it is placed within an area of even colour tone. This way the marque stands out clearly, as shown.

### Light Backgrounds

Process Blue is the primary colour of the AO brand identity, therefore the preferred option.

The mono Marque may also be used where the tone is light yet has distracting elements, and higher contrast is required to support legibility.

### Dark Backgrounds

The reversed (white) marque on dark backgrounds offers neutral clarity and legibility.

Process Blue is also acceptable as a secondary option if it is complementary to the overall design, and allows for high contrast and legibility.

### Mid tone Backgrounds

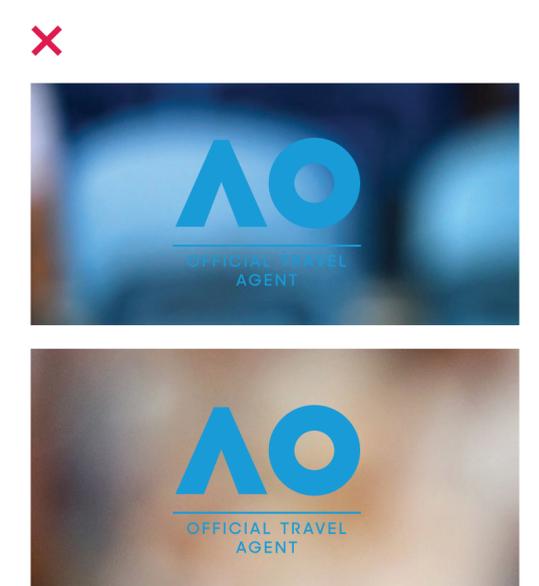
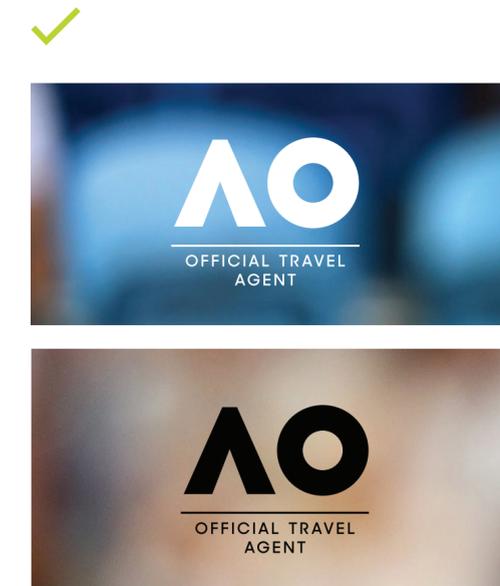
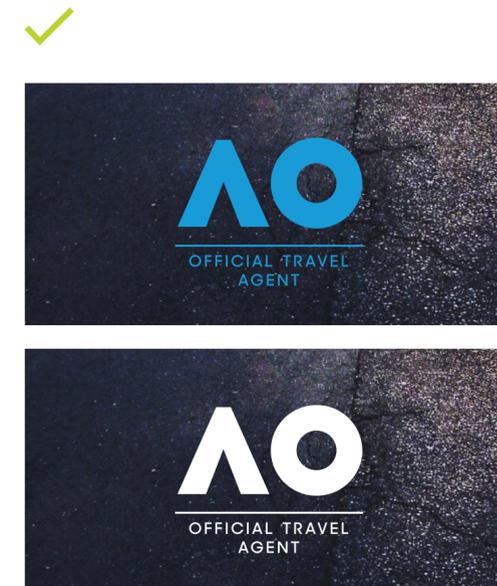
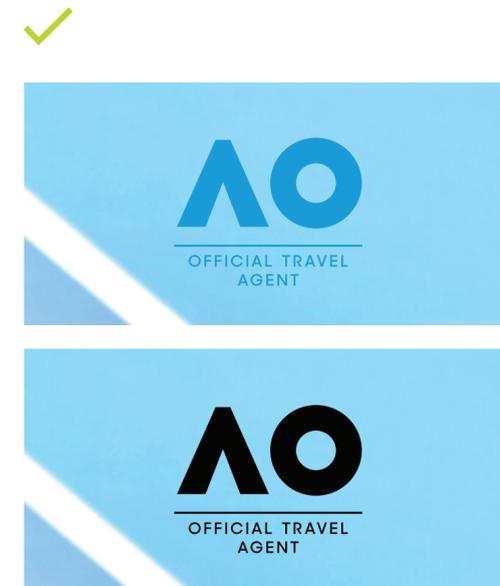
Using the reversed (white) marque on mid tone colour backgrounds will increase the contrast between the background and marque, which will ensure legibility of the marque.

The mono marque can be used where darker contrast is needed, as in cases where a lighter background makes the reverse marque more legible.

### Incorrect colour selection

Do not use a marque that has low colour contrast to the background, as this will become illegible.

If the surrounding design is complex and colourful, therefore classified as a mid tone background, it will diminish the integrity or legibility of the Process Blue marque. In these cases, please use the reversed (white) colour option and ensure all clear space rules are honoured.





## Official Travel Agent Marque

### Incorrect usage

The bold and lasting impact of this marque comes from its consistent application. Never recreate or modify the marque in any way, including adjusting its proportions, shapes or colours.

- ❶ Don't use drop shadows
- ❷ Don't use an image within the marque
- ❸ Don't re-scale elements of the marque
- ❹ Don't move elements of the marque
- ❺ Don't angle the marque
- ❻ Don't recreate the marque
- ❼ Don't use the marque as a key line
- ❽ Don't distort the marque



❶ X



❷ X



❸ X



❹ X



❺ X



❻ X



❼ X



❽ X



## Key Messages

### How to reference Australian Open AO27

Australian Open 2027

### Example language for promotions

Get ready for the Australian Open 2027! Watch the action unfold with baseline seats, enjoy luxurious accommodation. Book your exclusive package now!

Experience AO27 like never before! Cheer from prime courtside seats, relax in top-tier accommodation – secure your exclusive package today!

## Imagery Style

### How to reference Australian Open

- Use only the images provided in your kit. Do not use any imagery that hasn't been supplied.
- Do not crop, recolour, or alter the images in any way.
- Place the logo only where it doesn't interfere with the visual. It can appear in corners or the centre, as long as it does not obstruct the main content of the image.
- Ensure the logo stands out against the background. Avoid placing it over busy or clashing areas.
- Use the same style of imagery across campaigns (e.g., photography style, lighting, colour tone).

## Approval Process

Prior to using, producing, releasing, publishing, broadcasting or erecting any advertising and promotional material, artwork must be submitted to AO Travel & Experiences for approval. Creative must be uploaded to your individual Hightail account, and a minimum of three (3) business days is required to obtain approval from AO Travel & Experiences.

If you are experiencing any issues with Hightail, please contact [claire.dyett@ausopentravel.com](mailto:claire.dyett@ausopentravel.com).

## Support & Contacts

For all queries including Marketing Approval, please contact Claire Dyett (Third Party Manager) [claire.dyett@ausopentravel.com](mailto:claire.dyett@ausopentravel.com).

**AO**

**THANK  
YOU**