

## Requirements for the use of Airbus Brand

### **PURPOSE:**

The Airbus Brand Directive (the 'Directive') defines the governance and management of the Airbus Brand and brands owned by Airbus, its legal entities and majority-controlled subsidiaries.

The purpose of the Directive is to establish a company-wide framework and common understanding for all brand-related matters and to ensure a consistent and harmonised use of our brands across Airbus and its Divisions.

It shall support the strengthening of the brand reputation and value of the company. Processes, rules and responsibilities related to the creation and use of any brand are defined herein.

It ultimately provides employees with a single and unique reference work and guide to the subject.

### **SCOPE:**

- This Directive is applicable to all Airbus employees, including all Airbus subsidiaries.
- This Directive must be applied by each Division. Each Division shall implement it as such within its respective Business Management System.

### **Document Owner:**

Head of Brand Management

Name:

Holger SCHUBERT

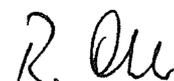


### **Authorised for Application:**

SVP Airbus Corporate Communications

Name:

Rainer OHLER



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## **Requirements for the use of Airbus Brand**

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### **1. PREAMBLE**

- a) The Airbus Brand is not just a sign; it is the reason why people choose us. It represents our ambition, performance, culture, personality, products and services and the way these are delivered. It is the sum of all the experiences people have of us.
- b) The Airbus Brand, including all sub-brands, is a valuable asset that is key for providing a strong and resilient representation of our businesses' success to our external stakeholders and employees.
- c) We want our audiences to recognise and get to know our brand. That can only happen if our brand is clearly, consistently and coherently applied, wherever in the world. Our goal is to create a coherent, compelling and authentic brand story that our audiences can understand and believe in.
- d) At Airbus, we will do our best to build and strengthen our brand (and owned brands), brand awareness and brand recognition.
- e) We need to protect this brand identity. We need to safeguard consistency internally as well as externally and to maintain a clear, recognizable, unambiguous brand identity and hierarchy.
- f) The Directive thus defines the rules, roles and responsibilities that applying to any brand-related topic. It aims to provide a 'single voice' to our communities, external as well as internal, thereby protecting our identity and supporting our Airbus strategy.
- g) Only the Comms Board or the CEO of Airbus are allowed to amend or replace the Directive.
- h) This Directive has been developed by the Head of Branding and the Comms Board. The Head of Brand Management is in charge of the maintenance of this Directive.

### **2. APPLICABILITY OF THE DOCUMENT**

- a) The Directive applies worldwide to the company, its Divisions, its entire majority-controlled subsidiaries, partnerships through joint ventures, all entities, shared services, consolidated or trans-divisional functions and all employees.
- b) The Directive also applies to independent entities with their own governance and boards, whether as independent legal entities or not, for example Airbus Foundation and Airbus Bank.
- c) The principles of the Directive are mandatory for all. The Divisions shall be responsible for brand-related matters in the scope of their own businesses perimeter (products and services). In case of doubt and if a brand-related matter concerns (i) more than one Division or (ii) the Commercial Aircraft business and one or more Divisions, Airbus shall be responsible.
- d) This Directive overrules and replaces any existing brand-related Directive of Airbus (including the Divisions) if the provisions are conflicting. Any creation of and/or changes to Airbus or Divisions' Brand Policies/Directives and Trademark Policies/Directives need the approval of the Comms Board.

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## 3. ONE AIRBUS BRAND

### 3.1 THE BRAND SIGN (LOGO)

a) The Airbus Trademark (wordmark) is the core brand and the Airbus Logo displays this as our unified corporate brand for all our worldwide Airbus activities and businesses. It represents the whole company's brand identity both internally and externally, including its Divisions or other subsidiaries worldwide. It is also our global employer brand.



b) The Airbus Logo is a carefully crafted brand sign reflecting our common brand identity.

c) The logo is always displayed in the bespoke 'Airbus' typeface. The size, colour, position and arrangement of the elements are fixed and defined in our Brand Standards. They may not be altered nor changed without prior written consent from the Comms Board or the CEO of Airbus.

d) The logo may only be applied in its entirety; resizing it or removing any part of it is not permitted.

e) It is not permitted to create and/or use any other corporate brands without prior written permission of the Brand Management Team.

f) It is not allowed to create any combination, variation or derivatives of the brand sign.

g) It is not allowed to create any other brand signs using or mimicking the Airbus Logo's typeface characters.

h) For any request related to the creation and use of any brand, it is mandatory to contact the Brand Management Team.

i) Further information (Brand Standards) is available from the brand community section on the Airbus Hub.

### 3.2 BRAND ARCHITECTURE

Our Brand Architecture describes how we organise and structure our brands in our company and throughout all our businesses. A clear, uncluttered Brand Architecture helps us to build strong distinctive brands and market recognition. It is fundamental to ensure brand strength, orientation, protection and value creation in the relevant market environment.

a) Any branding or naming development and decisions related to our Brand Architecture and brands may only be conducted in alignment with and with the approval of the Brand Management Team.

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b) The Airbus Logo is used to represent all major legal and/or main business structures of Airbus: mainly Airbus SE in the Netherlands, Airbus central corporate organisation, the Divisions and other legal entities without stand-alone brand market approaches (e.g. Bank, Foundation).

c) Airbus does not allow, unless specifically authorised by the Comms Board or the CEO of Airbus, that functions, departments, projects or initiatives create, communicate or market any brand derivative or combinations of Airbus, as well as any new brands, brand names or logos.

d) In case of specific business needs, a formal request needs to be submitted to the Brand Management Team ([brandrenovation@airbus.com](mailto:brandrenovation@airbus.com)) who will assess it and make a decision.

e) Our Brand Architecture consists of the Airbus Trademark name as the core brand and the Airbus Logo as the corporate brand. Distinctions with regards to Divisions and other major business entities or Sectors can be identified and indicated by means of name descriptors (defined in the Company Brand Standards).

f) Airbus does not allow, unless specifically authorised by the Comms Board or the CEO of Airbus, that functions, departments, projects or initiatives create and communicate or market any additional corporate descriptors not stipulated and defined in the Brand Standards.

The Airbus logo, consisting of the word "AIRBUS" in a bold, blue, sans-serif font.

DEFENCE AND SPACE  
HELICOPTERS

The naming of our company's legal entities shall be aligned as closely as possible to the brand strategy. Combinations and derivatives of names shall be avoided wherever possible. Any combination that is likely to create ambiguity or misinterpretation must be avoided.

### **3.3 AIRBUS DIVISIONS' ROUNDELS**

Airbus divisional roundels are not a part of our corporate brand system but can be used as an accompanying distinctive visual identification device in product marketing for each Division. Roundels can be used as a visual distinction to leverage existing divisional market or product recognition. They can be applied in the context of the corporate brand standards but not as a stand-alone identifier.

Roundels do not state any brand identity per se and may only be placed on marketing material in accordance with the Brand Standards.

A divisional roundel may only be applied in applications representing one division at a time; they cannot be combined or lined up. Roundels may not be locked to the Airbus Logo or any written element as a fixed combined device. It is not allowed to re-design existing roundels or to create and implement any new ones.

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## **3.4 SUBSIDIARY BRANDS AND JOINT VENTURES**

- a) Airbus subsidiaries and/or Airbus Divisions' subsidiaries can only be branded with the defined Airbus Brand or create an independent brand identity without any close link to the Airbus Brand.
- b) Brand hierarchy is clear, with no sub-branding. Only legal and contractual agreements (e.g. Airbus Tianjin) overrule this principle.
- c) Brand identity of joint ventures is related to each specific business case and market approach. General guidance can thus only reflect overall interests to protect Airbus Brand integrity.
- d) In general, derivatives of Airbus Brands shall be avoided. Misleading or ambiguous brand messages diluting the Brand Architecture of Airbus will not be accepted.
- e) Only endorsement devices, such as straplines, can be adapted as a marketing message device. The Airbus endorsement lines may not be locked to subsidiaries' or joint ventures' logos in a fixed design (logo subheadings such as 'by Airbus' or 'an Airbus company').
- f) In the above-mentioned cases, the request for a brand shall be brought to the attention of the Comms Board and the Brand Management Team.

## **3.5 CO-BRANDING**

- a) Whenever more than one Division is represented at an event, a digital presence, a site or other occasions, the brand shall be displayed jointly and solely as Airbus without any descriptors.
- b) Further information is available in the Brand Standards, and the Brand Management Team can be contacted.
- c) Any co-branding with third parties is subject to the design principles.

## **3.6 USE OF BRAND BY THIRD PARTIES**

- a) No third party is allowed to use the Airbus Brand in conjunction with any other brand, except with prior written authorisation from the Brand Management Team.
- b) Authorisation to use the Airbus Brand may be given to trusted and selected partners in the following cases:
  - Through licensing, including merchandising and sponsorships,
  - In reference lists or tables, in which case only the Airbus Brand or written brand name is allowed to be used. References of suppliers shall be checked by Procurement.

The user shall apply disclaimers, legal notices and rules (e.g. copyrights) where appropriate and requested.

## 4. BRAND GOVERNANCE ORGANISATION

a) With one name across the company, corporate brand creation, auditing, protection, management and strategy are performed and assured solely by the Brand Governance Organisation.

b) The **Brand Governance Organisation** consists of:

The **Comms Board** – the decision-making body for all strategic brand issues, including

- Defining the management of all brands, including the Airbus Brand and Logos, and any other brand of Airbus, including specific product and service brands (brand architecture, brand strategy, naming and any other brand governance topics),
- Defining and governing the Brand Directive Process, design principles and guidelines,
- Defining the management of the domain architecture for all brands, trademarks and entities in close cooperation with ICT and the business and legal departments of Airbus,
- Defining Airbus-branded social media tools across the company.

c) **Brand Management** – the acting body of the Brand governance and brand design-related topics. It is responsible for

- Management of all brands, including the Airbus Brand and any other brand of Airbus, including specific product and service brands (branding, brand guardianship, naming)
- Managing and leading the Brand Directive Process
- Managing domain name architecture for all brands, trademarks and entities in close cooperation with Divisions, Digital Comms, ICT and the business and legal departments of Airbus,
- Managing and providing up-to-date principles, information and advice as well as maintaining alignment of brand-related topics.
- The Brand Governance organisation is advised and supported by Legal.
- Legal protection, maintenance and enforcement of all relevant brands shall be assured through appropriate and effective legal measures, for which the respective legal department is responsible.

## 5. REFERENCED DOCUMENTS

<b>Doc reference</b>	<b>Title</b>
	Airbus Code

## 6. GLOSSARY

<b>Abbreviation</b>	<b>Term</b>
CEO	Chief Executive Officer
Comms Board	Communications Board
The company	Airbus, including all Divisions, subsidiaries and majority-owned entities

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### 7. CONTRIBUTORS

<b>Name</b>	<b>Function</b>
Tim ORR	Head of Airbus Brand
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Heike BLUM	Senior Legal Counsel Intellectual Property
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### 8. RECORD OF REVISIONS

<b>Issue</b>	<b>Date</b>	<b>Reasons for revision</b>
1	First issue	New Airbus Brand Supersedes CDS 117