



Princess Juliana
International Airport

The BRAND GUIDE

Of Princess Juliana International Airport

Version 2.0

INTRODUCTION

The Princess Juliana International Airport Operating Company N.V. (PJIAE) brand presents our company to the world. It is what we look like, what we say, and it is supported by our behavior. This guideline will serve as a guide on how to use our logo and assets in a cohesive and consistent way. If you work for or with PJIAE, it's likely that at some point you will need to apply our logo to something. To help ensure our look remains consistent, we've put together some specific guidelines for its use. Before you apply the logo to anything - whether electronic, print or otherwise - please refer to this guide **and get approval from the Marketing & Communication Department.**

To whom does this guide apply?

This guide applies to PJIAE employees or suppliers using the Airport Authority logo. This includes marketing and communications professionals designing internal and external communications. It also includes any employee creating electronic, printed or visual materials that will be used to represent PJIAE or will be sent on the behalf of the organization.

Any questions about the logo?

The Marketing & Communication Department of PJIAE is happy to answer your questions. If you can't find the answers in this manual, contact us for assistance.

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01. BRAND IDENTITY

OUR BRAND

Our brand values are the foundation of our vision and purpose.



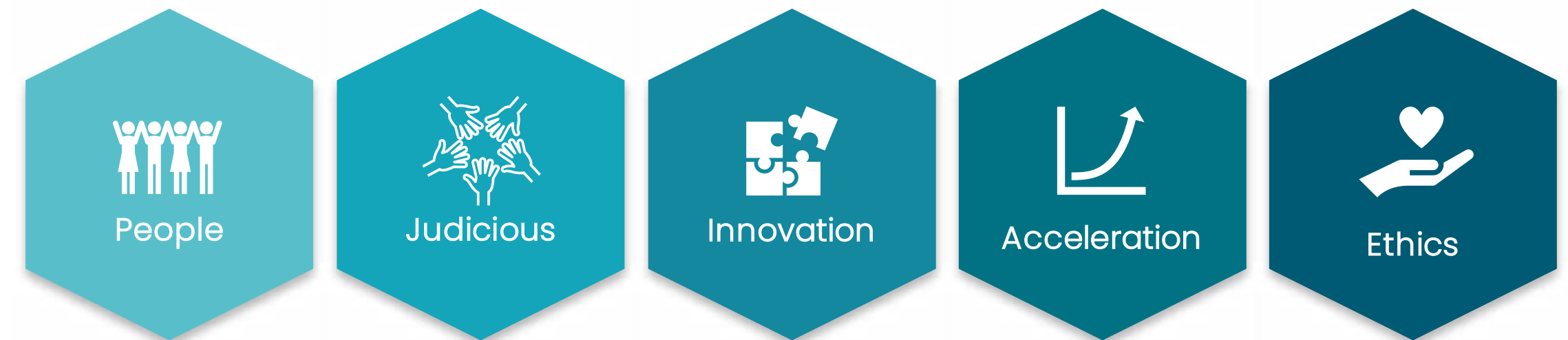
Our Mission

To be the regional leader in providing safe, secure, quality and profitable airport services that contribute to the general economic and tourism development of St. Maarten/St. Martin and the region we serve.

Our Vision

En route to new horizons

Our Values



OUR LOGO

The logo serves as a visual guidepost that is present throughout a customer's journey with PJIAE. To maintain PJIAE's positioning as a world-class airport, it is important to apply consistent and correct usage of the logo across all communications.



LOGO USE FOR OFFICIAL DOCUMENTS



LOGO SIZES



OUR SYMBOL

And what it stands for.

SXM is the IATA airport code for Princess Juliana International Airport, the primary gateway to Sint Maarten. It represents the island's vibrant and essential role in international travel and tourism.

The V on top

The V shape at the top of the symbol represents an airplane. This reflects our core identity linked to aviation and travel.

The mirror V

Beneath the V, there is a mirrored V shape. This represents the reflection of the airplane over water, symbolizing the beautiful, clear waters surrounding Sint Maarten.



LOGO USAGE

To maintain a unified appearance, the logo must always be reproduced in accordance with the rules specified in this style guide. Never create your own logo and always use the supplied artwork.

DO



Reverse the logo out on dark tones



Color reproduction

DON'T



Do not reproduce the color logo on dark backgrounds



Do not use the logo with the dark blue V color, teal is the color of the sea, not dark blue



Distort



Stretch or pinch the logo

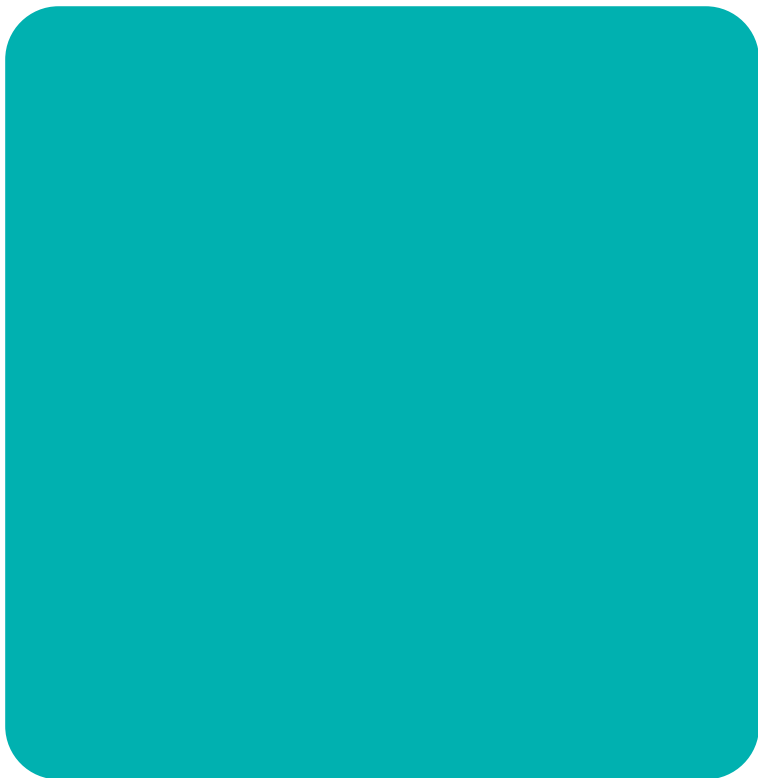
PRIMARY COLOR PALETTE



NAVY BLUE

Pantone: 2767C
CMYK: 100-78-0-54
RGB: 0-35-93

#00235D



TEAL

Pantone: 236C
CMYK: 87-0-38-0
RGB: 0-177-176

#00B1B0

SECONDARY COLOR PALETTE



CMYK:
56-5-0- 21
RGB:
88-191-202

#58BFCA



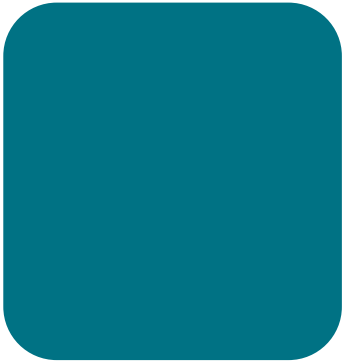
CMYK:
89-11-0-27
RGB:
20-165-186

#14A5BA



CMYK:
88-14-0-37
RGB:
19-136-159

#13889F



CMYK:
100-14-0-48
RGB:
0-114-132

#007284

TYPOGRAPHY

To ensure clarity of all brand communications, the PJIAE brand's typography and its use should be consistent.

MAIN HEADLINES

Poppins Semi Bold

HEADLINES

Poppins Regular

BODY COPY

Interstate

POPPINS SEMI BOLD

POPPINS

INTERSTATE

Lorem ipsum dolor sit amet, viderer lobortis usu, consulatu comprehensam sit cu. Duo officiis nominati argumentum eu, ornatus offendit quaerendum no vis an sonet forensibus.

EMAIL SIGNATURE

Our email signature is the most widespread and shared brand asset. For this reason, it's extremely important to ensure that the Princess Juliana International Airport brand is represented in a clear and structured way.

Always use the primary Princess Juliana International Airport logo with the banner provided by the Marketing & Communication department.

We don't allow personal social media handles in email signatures. Your email account represents PJIAE, so all social links should be to the official airport accounts.

Stick to the **Veranda** font for your email signature.

Veranda 9

Kind Regards,

Name
Function, Department

Veranda 7,5



P.O. Box 2027, St. Maarten
Mobile: 1-721-520-XXX
Office: 1-721-546-7542 etx 2717
www.SXMairport.com



A1-A3, B Gates



02.

BRAND APPLICATIONS

CORPORATE STATIONERY

Here are some examples of Princess Juliana International Airport corporate stationery.



BUSINESS CARDS

Our business cards are a key element of our professional identity and a vital tool for networking and establishing connections.



DIGITAL BUSINESS CARDS

In our effort to embrace modern technology and sustainability, we introduce the use of the Blinq app for digital business cards. This app allows you to share your contact information seamlessly and efficiently, reducing our reliance on traditional paper business cards.

If you have any questions about the Blinq app or need assistance with its installation, please do not hesitate to reach out to the marketing department.



PROMOTIONAL ITEMS

Our merchandise plays a vital role in extending the reach of the Princess Juliana International Airport brand beyond the confines of the airport. It serves as a tangible reminder of the friendly, vibrant, and welcoming spirit that defines our island.



CORPORATE CLOTHING

PJIAE's corporate clothing is an important part of the brand identity. As the first point of contact for many travelers, our staff's attire plays a crucial role in creating a positive and lasting impression. Designed for both style and functionality.

Current Standards



CORPORATE CLOTHING



Security

CORPORATE CLOTHING



Fire Department

LOOK OF THE TEAM

Ensuring a consistent and professional appearance for our team is essential for maintaining the integrity and recognition of our brand. These are the guidelines for the look of the team, particularly at events.

Professional Attire

Team members should wear business or business-casual attire that aligns with the professional image of our airport.

Grooming: Personal grooming should be neat and professional. This includes well-maintained hairstyles and minimal, tasteful makeup for those who choose to wear it.

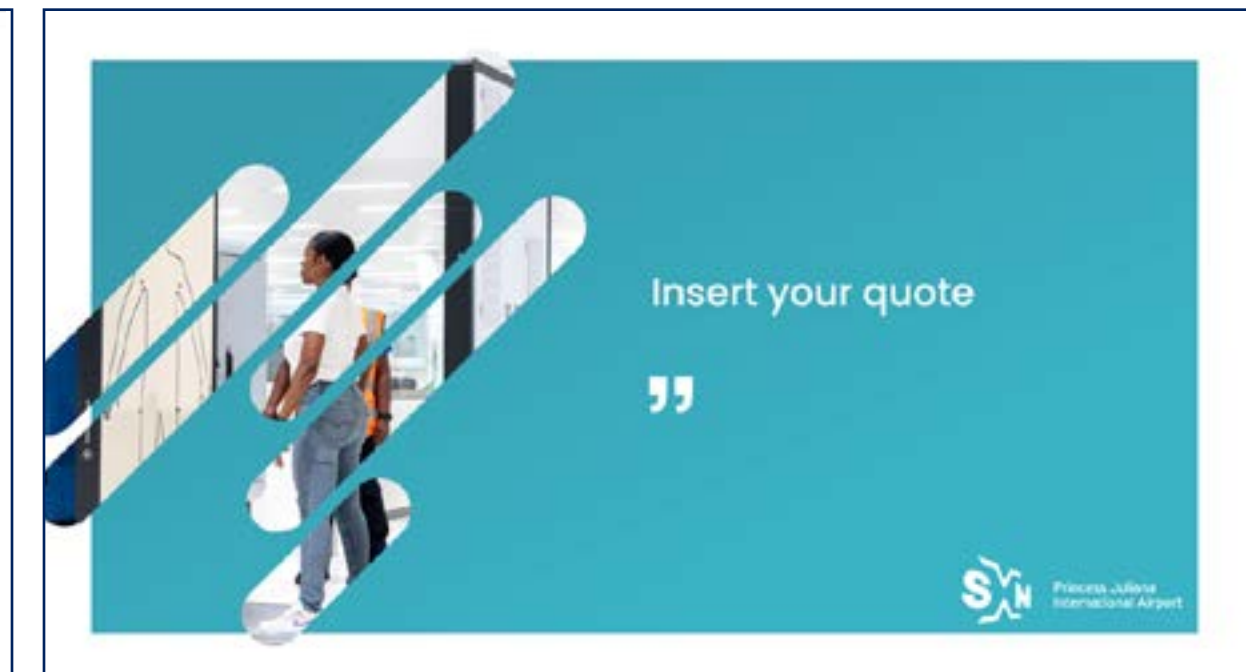
Broche: The broche must be worn during official events, ceremonies, and any public engagements where the team is representing the airport. The broche should be worn on the left side of the chest for visibility and uniformity.

Color Tones



PRESENTATION TEMPLATE

Our presentation template is designed to reflect the professional and vibrant spirit of our airport. It ensures consistency in our visual and verbal communication, reinforcing our brand identity across all internal and external presentations.



PRESS RELEASE

This is an example of a Princess Juliana International Airport press release.



THE COUNTDOWN HAS BEGUN: PRINCESS JULIANA INTERNATIONAL AIRPORT ANNOUNCES ARRIVAL HALL PROGRESS AND COMPLETION TIMELINE

Simpson Bay, St. Maarten (May 2, 2024) – The Princess Juliana International Airport Operating Company N.V. (PJIAE) is thrilled to announce significant progress on the new terminal building project. Following the successful opening of the check-in area and departure hall in January 2024, the focus has now shifted to the completion of the much-anticipated Arrival Hall.

Passengers can look forward to a more welcoming and efficient arrival experience. The new Arrival Hall will include:

- Improved baggage handling systems for faster retrieval
- Streamlined immigration and customs processes to minimize waiting time
- Enhanced passenger facilities for a more comfortable arrival

This phase III of construction aligns with PJIAE's commitment to optimizing passenger flow. By the end of the third quarter of 2024, the entire terminal building – including the Arrival Hall – will be operational, well in time for the peak holiday season which kicks off in November.

CEO Brian Ming comments: "I'm incredibly proud of everything our team has accomplished so far. We're now ready to start the countdown to our grand opening in November this year. In a few months from now our Princess will shine like a diamond. St. Maarten will once again be one of the leading destinations in the region. More and more passengers will visit our beautiful island, and this will be beneficial for the whole community."

Prioritizing a Seamless Travel Experience

PJIAE understands the importance of minimizing disruptions during this final phase. The team is dedicated to careful planning and collaboration to ensure ongoing airport operations are unaffected, and travelers continue to enjoy an -as smooth as possible- travel experience.

...to employees, travelers, and the entire airport community for their... Together, we are building a brighter future for Princess Juliana... with Excellence."

Princess Juliana Airport

...its 80th birthday, preparations are underway for a royal celebration... is set to honor the airport's rich legacy of connecting people and... a blend of historical reverence and forward-looking optimism, the 80th... royal celebration, reflecting the airport's enduring commitment to... stability in the years to come.

Princess Juliana Airport

...port is the second busiest airport in the Northeast Caribbean and serves... Eustatius, St. Barthélemy, Anguilla, Dominica, Nevis, and Tortola. The... est employees on the island, with 315 workers employed directly and a... entire airport community. In 2024, Sint Maarten Airport expects to... 54,000 aircraft movements. Reconstruction efforts at the airport... with the new terminal hall scheduled for completion in Q3 of 2024.

Contact:

...other content you can contact:

...port Operating Company N.V. (PJIAE)

...Communications Specialist pr@sjmairport.com



03.

PHOTOGRAPHY
STYLE

PHOTOGRAPHY

The photography should be used to support the brand and showcase Princess Juliana International Airport in a dynamic way, with an emphasis on angles, perspective, and movement. Focusing on airport infrastructure, people, and the environment, the photography should portray Princess Juliana International Airport as a contemporary and sophisticated place.

We use high-resolution photos to ensure a modern, clean look.



FLIGHT	AIRLINE	DEPARTING TO	TIME	GATE	STATUS
WM 657	InterCaribbean Airways	ST. BARTHELEMY	14:50 PM	B9	On Time
WM 659	InterCaribbean Airways	ST. BARTHELEMY	14:55 PM	B5	On Time
B6 2878	B6	BOSTON	15:23 PM	C4	On Time
PV 252	Caribbean Airlines	ST. BARTHELEMY	15:30 PM	C2	On Time
DL 1873	Delta	ATLANTA	15:40 PM	A3	On Time
NK 101	Spirit	FT. LAUDERDALE	15:48 PM	B1	On Time
WM 663	InterCaribbean Airways	ST. BARTHELEMY	15:50 PM	B5	On Time
WM 667	InterCaribbean Airways	ST. BARTHELEMY	15:50 PM	B4	On Time
B6 788	B6	JOHN F. KENNEDY	15:50 PM	B3	On Time
WM 3314	InterCaribbean Airways	ST. BARTHELEMY	15:55 PM	B5	On Time
AA 2208	American Airlines	MIAMI	15:56 PM	C1	On Time
WM 671	InterCaribbean Airways	ST. BARTHELEMY	16:00 PM	B4	On Time
PV 256	Caribbean Airlines	ST. BARTHELEMY	16:00 PM	B5	On Time
WM 839	InterCaribbean Airways	ANTIGUA	16:00 PM	B5	On Time
WM 859	InterCaribbean Airways	DOMINICA	16:00 PM	B5	On Time
WS 2653	WestJet	TORONTO	16:00 PM	B5	On Time
KL 777	KLM	PORT OF SPAIN	16:00 PM	B5	On Time
DL 1886	Delta	JOHN F. KENNEDY	16:00 PM	B5	On Time
Q3 641	Qatar Airways	ANGULLA	16:00 PM	B5	On Time
PV 264	Caribbean Airlines	ST. BARTHELEMY	16:00 PM	B5	On Time
UA 1223	United	WASHINGTON DULLES	16:00 PM	B5	On Time
WM 675	InterCaribbean Airways	ST. BARTHELEMY	16:00 PM	B5	On Time
WM 677	InterCaribbean Airways	ST. BARTHELEMY	16:00 PM	B5	On Time
WM 441	InterCaribbean Airways	SABA	16:00 PM	B5	On Time
WM 681	InterCaribbean Airways	ST. BARTHELEMY	16:00 PM	B5	On Time
AF 499	Afriklink	CHARLES DE GAULLE	16:00 PM	B5	On Time
AA 1912	American Airlines	MIAMI	16:00 PM	B5	On Time
WM 673	InterCaribbean Airways	ST. EUSTATIUS	16:00 PM	B5	On Time





E-Passport Control

04.

AIRPORT
SIGNAGE

SIGNAGE

Pictograms make life easy for everyone. They also comply with our Way Finding Performance Standard. Don't recreate them or design new ones without permission from the Marketing & Communication Department.



Current Standards



Restaurant



Immigration



Departures



Arriving Flights



Customs

TERMINAL LOOK AND FEEL

At PJIAE, we are committed to providing a clean, state-of-the-art environment that reflects our high standards and dedication to excellence. The overall aesthetic of our airport plays a crucial role in shaping the experiences of our passengers and visitors.

State-of-the-art facilities

Our airport is designed with modern architecture and advanced technology to ensure a seamless and enjoyable experience for all users.



CONTROLLED SIGNAGE AND ADVERTISING

While safety is our top priority, we avoid overloading the airport with excessive warning signs. Essential safety information will be clearly displayed, but we aim to minimize visual clutter.

We limit the amount and placement of advertisements to ensure they do not overwhelm the airport's aesthetics.

Avoiding a 'Circus' look

We deliberately avoid creating a chaotic or overly busy environment.

Serene and welcoming atmosphere

All visual elements, from signage to digital displays, will follow a consistent design language that aligns with our brand identity.





05.
OUR
TONE OF VOICE

VERBAL AND WRITTEN

At the Princess Juliana International Airport, our tone of voice reflects our commitment to delivering an exceptional travel experience infused with Caribbean warmth. As the gateway to the **"Friendly Island,"** we set the tone for travelers' entire visit, ensuring we meet and exceed their expectations from the moment they arrive.

The easiest way to visualize our tone of voice is to think how a Passenger Ambassador would speak.

Our language is:

WARM

WELCOMING

APPROACHABLE

PROFESSIONAL

FRIENDLY

CARING

RESPECTFUL

CONCISE

WORD PURPOSE

Think of a busy passenger rushing through the terminal. Does your writing speed them on or slow them down? Can they get straight to the information they need or do they have to work their way through an irrelevant explanation?

If your story's not useful or too long, don't say it!

Are your words helping to achieve the purpose or the vision?

Is your writing *on the way* or *in the way*?

Do your words make a better journey or contribute to the best airport service?

Example

Not useful: "Please ensure that you have all necessary travel documents ready for inspection at the security checkpoint to expedite the screening process."

Useful: "Have travel documents ready at security."

