

The B2C logo variant featuring “Austria” is another well-balanced combination of text and visuals. The claim “arrive and revive” is an integral part of this logo. It may be used only in this form on campaign visuals.

A bold logo variant ensures adequate readability on all advertising materials, including in OOH advertising. This logo must be used with all advertising materials which should have a good remote impact.

All other rules of use apply to both logos equally.

Given its better readability, the bold logo variant should be used preferably on partner material in advertising cooperations.



B2C-Logo für den Print-Bereich



B2C-Logo für den OOH-Bereich