



BT4Europe

European Network of Business Travel Associations

BT4Europe Logo explained

The logo is often to be seen with other logos - like Skyteam and Star Alliance and must therefore:

- be recognised even when it is quite small
- fit with a lot of different logo graphics, so the overall shape has to be quite simple and geometric
- fit with a lot of different logo graphics colours, so the colour has to be neutral



The logo is made on the basis of a circle.

The circle stands for inclusion, togetherness and a whole. But also for something changeable and a cycle - and of course for the wheel, which is essential to most transport.

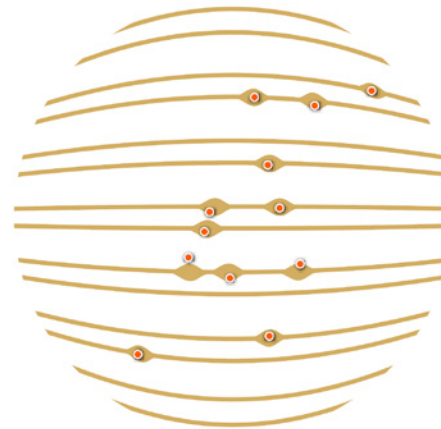
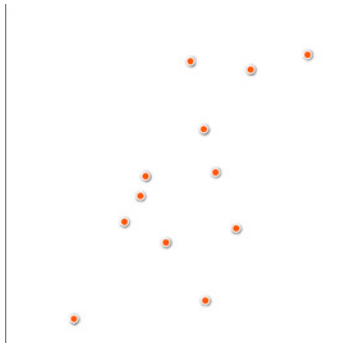
The goal has also been to make an exclusive quality "stamp" for the members to put beside their own logos, as part of something bigger.

Therefore the gold colour is chosen.

The font is modern, tall and slender - has some character without stealing too much attention. And still it is very readable, also in small sizes.

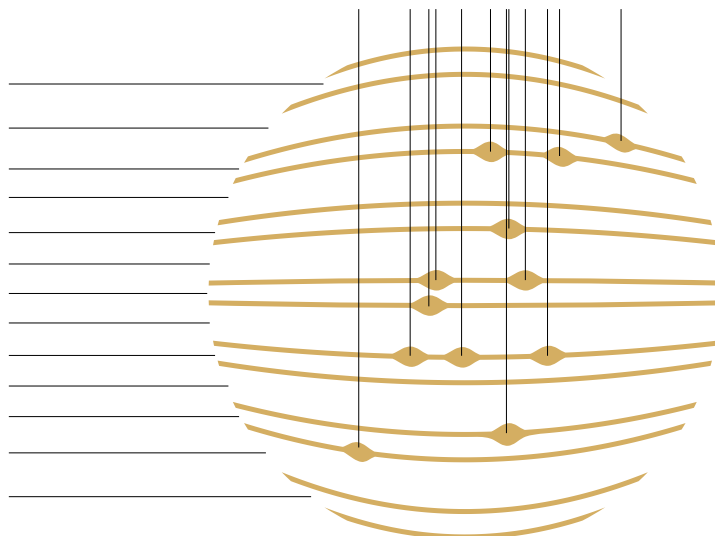
The space between the characters is adding elegance and quality.

BT4Europe Logo explained



Every "bleep" represents the 12 founding member countries (by capital cities)

Every white line in the logo represents the 13 founding member associations



Every logo is a simplification and abstraction - a symbol of a company or networks core (intension, mission, vision).

This logo shows 12 European countries, united cross country, to a whole; BT4Europe.

Every "bleep" represents the 12 founding member countries (by capital cities).

Every white line in the logo represents the 13 founding member associations.

The golden lines may be interpreted as the actual underlying network, BT4Europe provides for its members.