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Finnair Unveils New Livery in Major Re-Branding Program

by Staff on December 20, 2010

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Finnair is renewing its entire visual and service identity in line with its Vision 2020 plan, which was published last spring.

The visual reform covers the company's logo, aircraft livery and cabin look, as well as uniforms and service areas.

“Our clientele changes continually and expectations of our service and identity change accordingly. We want to enhance our attractiveness as a company not only among our Finnish customers but also in the Asian and Central European markets,” says Mika Vehviläinen, Finnair's president & CEO.

[Finnair](#) says its vision is to grow to become the number one carrier in the Nordic countries, including being customers' most-desired Nordic airline and among the top three carriers between Europe and Asia in terms of passenger traffic.



This is how Finnair's long-haul A330s and other aircraft will look in the new livery the airline is adopting starting in January 2011

The airline says its fleet investments and route network development support this growth strategy. Finnair's service offering is based on its own high-quality operation and also on a network of carefully selected partners.

"Finnair's growth will come mainly from Europe-Asia traffic. We have studied our level of recognition in the Asian market," says Vehviläinen. "Success in this highly competitive international market requires that we stand out positively and boldly both externally and in terms of service content."

The airline is launching its service- and brand-identity renewal in January. It will include a reform of service principles from the standpoint of customer expectations, based on individuality and design thinking. Finnair says it wants to respond to customer needs and expectations with open-minded and innovative solutions and to develop the travel experience into an enjoyable, easy and fresh package.

Finnair plans to offer frequent flyers reliable and easy-to-use services that make business travel efficient and enjoyable. It says it will offer leisure travellers a price-competitive product, which can be supplemented by the quality additional services they need.

"All customers are important to us. Our primary target group, however, consists of the passengers who travel in their work between Asia and Europe irrespective of travel class," says Vehviläinen.





Finnair's visual-identity and service re-branding includes designing new uniforms for its cabin crews and flight crews. This is how Finnair's flight attendants will look in their new uniforms

Finnair says the renewal of its entire visual identity has been guided by its desire to update, streamline and freshen the airline's corporate identity, while taking into account Finnair's design heritage. Finnair has developed its new logo from its current logo and has preserved its blue-and-white coloring, but overall the airline's new look is lighter than the existing livery, with white and silver complementing the dark blue of its logo.

The airline says its Finnair name logotype and 'F' symbol have been an effective combination for decades, but in its new branding they have become more dynamic, modern and distinct elements. Finnair's partner in renewing its visual identity has been the advertising agency SEK&Grey.

The identity renewal is costing Finnair approximately €10 million (\$13.18 million). However, the airline says it would have had to spend a significant portion of this amount anyway in the next few years on items such as buying new uniforms and repainting aircraft.

Finnair expects to repaint all its long-haul aircraft in the new livery during 2011 and to complete repainting its entire fleet by 2013.

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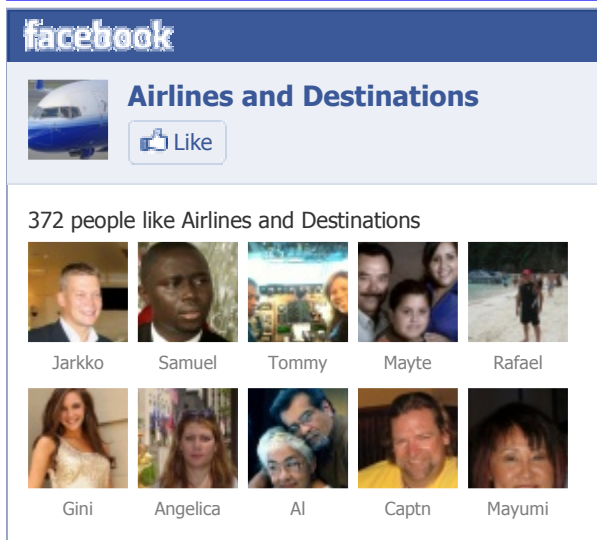
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