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New Finnair Identity Revealed

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FunFlying From Finland, joined Jul 2001, 181 posts, RR: 0
Posted Mon Dec 20 2010 05:55:06 your local time (2 days 3 hours 26 minutes ago) and read 15638 times:

Finnair renews its identity in line with its vision
FINNAIR PLC STOCK EXCHANGE RELEASE 20.12.2010 11.15

Finnair will renew its entire visual and service identity in line with its Vision 2020 plan, which was published last spring. The visual reform covers the company 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 Finnair's President & CEO Mika Vehviläinen.

Finnair's vision is to grow to become number one in the Nordic countries and to be the most desired [airline](#) and among the top three in Asian traffic. Finnair's fleet investments and route network development support this growth strategy. Finnair's service offering is based on its own high-quality production 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. Success in this highly competitive international market requires that we stand out positively and boldly both externally and in terms of service content."

The service identity renewal will be launched next January. This will include a reform of service principles from the standpoint of customer expectations, based on individuality and design thinking. Finnair wishes to respond to customer needs and expectations with open-minded and innovative solutions. The travel experience will be developed into an enjoyable, easy and fresh package.

Frequent flyers will be offered reliable and easy-to-use services that make business [travel](#) efficient and enjoyable. Leisure travellers will receive 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," adds Vehviläinen.

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Updating, streamlining and freshening the corporate identity as well as the company's design heritage have guided the renewal of Finnair's entire visual identity. Finnair's new logo has been developed from the present logo. The blue and white colouring has been preserved, but the modern look is lighter than before, with white and silver complementing the distinguished dark blue of the logo.

The Finnair name logotype and F symbol have been an effective combination for decades, but through the identity renewal they have received a more dynamic and modern role as distinct elements. Finnair's partner in the identity renewal has been the advertising agency SEK&Grey.

The cost of the identity renewal is approximately ten million euros, of which a significant portion, such as the redesign of uniforms and aircraft livery, would in any case have taken place in the next few years. Finnair's fleet will be painted according to the new look by 2013, and long-haul aircraft during 2011.

Finnair Plc
Communications
20.12.2010

<http://www.finnair.com> -> See our new plane

<http://www.finnair.com/gallery>

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B735 From Denmark, joined Oct 2010, 4 posts, RR: 0
Reply 1, posted Mon Dec 20 2010 06:00:29 your local time (2 days 3 hours 21 minutes ago) and read 15624 times:



The worst I've seen in a very very long time.... terrible...

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virginblue4 From United Kingdom, joined Jun 2008, 460 posts, RR: 0
Reply 2, posted Mon Dec 20 2010 06:01:51 your local time (2 days 3 hours 19 minutes ago) and read 15646 times:

So this wasn't an interim livery? It just looks cheap

Jordan

The amazing tale of flight!!

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noelg From United Kingdom, joined Apr 2002, 2468 posts, RR: 22
Reply 3, posted Mon Dec 20 2010 06:01:54 your local time (2 days 3 hours 19 minutes ago) and read 15618 times:

I don't like it. Too white. The billboard design is quite nice but needs at least some more blue somewhere.

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Flyingsottsmen From Australia, joined Oct 2010, 59 posts, RR: 0
Reply 4, posted Mon Dec 20 2010 06:02:29 your local time (2 days 3 hours 19 minutes ago) and read 15593 times:

Please Please Please NO MORE EURO WHITE!!!!!!!!!!!! looking forward to seeing the new Finnair livery but I hope its not going to be the one that was shown on here a few weeks ago. I really hope they put a lot of imagation into this livery. Good luck to Finnair I hope they will be around for decades to come.

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B735 From Denmark, joined Oct 2010, 4 posts, RR: 0
Reply 5, posted Mon Dec 20 2010 06:04:35 your local time (2 days 3 hours 16 minutes ago) and read 15567 times:



Quote:
looking forward to seeing the new Finnair livery but I hope its not going to be the one that was shown on here a few weeks ago. I really hope they put a lot of imagation into this livery. Good luck to Finnair I hope they will be around for decades to come.

Dude, this IS the new livery,...

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gardermoen From Australia, joined Jul 1999, 1422 posts, RR: 1
Reply 6, posted Mon Dec 20 2010 06:05:37 your local time (2 days 3 hours 15 minutes ago) and read 15557 times:

This is what...their third update in 10 years? The current (ie: now previous) livery with the stylised "F" with the Midnight sun blue background was the best of the lot - very professional and classy.

The move to Euro white is tasteless. They now look like a charter outfit trying to go upmarket.

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Flyingsottsmen From Australia, joined Oct 2010, 59 posts, RR: 0
Reply 7, posted Mon Dec 20 2010 06:14:01 your local time (2 days 3 hours 7 minutes ago) and read 15482 times:

Well B735 what a let down my friend at least they could have put some Blue on the tail or in the body of the aircraft I agree with gardermoen their last livery was very classy indeed, this one just looks so cheap.

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| <p>Vasu  From United Kingdom, joined Apr 2005, 3345 posts, RR: 0 Reply 8, posted Mon Dec 20 2010 06:35:42 your local time (2 days 2 hours 45 minutes ago) and read 15313 times:</p> <p>Oh god that looks horrible... how utterly BORING! The current(old) one is a hell of a lot better!</p> | | | | | |
| <p>HBGDS  From United States of America, joined Nov 2009, 87 posts, RR: 0 Reply 9, posted Mon Dec 20 2010 06:37:41 your local time (2 days 2 hours 43 minutes ago) and read 15295 times:</p> <p>The thread already existed here, with illustration...</p> <p>Finished With Finnair? Is It Out Of Control? (by Jana Dec 2 2010 in Civil Aviation)</p> | | | | | |
| <p>A520  From Switzerland, joined Jun 2006, 99 posts, RR: 0 Reply 10, posted Mon Dec 20 2010 06:39:52 your local time (2 days 2 hours 41 minutes ago) and read 15277 times:</p> <p>I don't agree with previous comments: very stylish and lean, fits marvelously with the A330! Congratulation</p> | | | | | |
| <p>FunFlying  From Finland, joined Jul 2001, 181 posts, RR: 0 Reply 11, posted Mon Dec 20 2010 06:43:36 your local time (2 days 2 hours 37 minutes ago) and read 15242 times:</p> <p>Quoting HBGDS (Reply 9): <i>The thread already existed here, with illustration...</i></p> <p>Finished With Finnair? Is It Out Of Control? (</p> <p>Yes, true. Maybe the part regarding the new identity could be integrated into this thread? I did not find the previous title suitable for this topic.</p> <p><i>Leaving on a Jetplane...</i></p> | | | | | |
| <p>BA319-131  From United Kingdom, joined Jan 2001, 7088 posts, RR: 56 Reply 12, posted Mon Dec 20 2010 06:46:19 your local time (2 days 2 hours 35 minutes ago) and read 15197 times:</p> <p>What on earth are they thinking? - It's as dull as dishwater, lacks any imagination.</p> <p>Visually you'll never miss it, but I'd rather have something worth looking at than these bland billboard titles.</p> <p>A real shame.</p> <p><i>Flown: 111,737-2,3,4,5,7,8,BBJ,741,742,743,744,752,762,763,764,772,773,L15,D10,30,40,AB3,AB6,A312,313,319,320,321,332,333</i></p> | | | | | |
| <p>ogre727  From Switzerland, joined Feb 2005, 511 posts, RR: 3 Reply 13, posted Mon Dec 20 2010 06:49:08 your local time (2 days 2 hours 32 minutes ago) and read 15177 times:</p> <p>Once again, all A-netters hating a new livery... it's so predictable.</p> <p>Me? I love it... yes it is too white, yes some people were bound to find it boring, but I find it very stylish and better than the previous one.</p> <p>My opinion.</p> <p><i>Favorite planes: 727,747,A380</i></p> | | | | | |
| <p>slz396  From Belgium, joined Oct 2001, 2906 posts, RR: 23 Reply 14, posted Mon Dec 20 2010 07:03:49 your local time (2 days 2 hours 17 minutes ago) and read 15094 times:</p> <p>It's definitely too white: they should have added some colour, for instance by conserving their current very nice tail livery. The new Finnair livery looks like something you'd come up with for a wetleased plane.</p> <p>Besides, it immediately made me think of PAN AM's last livery: all white, huge blue billboard letters across the fuselage, nothing but a blue logo on an all white tail. Definitely no need for any advertising agency for this!</p> <p>One advantage: SWISS officially no longer has the most boaring all-white livery out there any longer... In this context, it is interesting to note that the 2 people that are liking the livery, are actually from... switzerland. Seems you can actually get used to all-white liveries!</p> <p>Now it's just waiting for an airline to go the full lenght and present us a livery completely white (including the tail) but for their name! I guess a advertising company able to come up with a credible story behind this ridiculous idea can make millions from it too...The hardest thing to do these days is not to come up with a nice looking livery, but to brew a credible marketeers story to go with whatever dull idea you may try to sell.</p> <p>[Edited 2010-12-20 04:12:21]</p> | | | | | |
| <p>SAS A340  From Sweden, joined Jul 2000, 573 posts, RR: 0 Reply 15, posted Mon Dec 20 2010 07:11:54 your local time (2 days 2 hours 9 minutes ago) and read 15035 times:</p> <p>O please,take it away....i liked the older one much better.....</p> <p><i>It's not what u do,it's how u do it!</i></p> | | | | | |
| <p>CrimsonNL  From Netherlands, joined Dec 2007, 985 posts, RR: 29 Reply 16, posted Mon Dec 20 2010 07:17:06 your local time (2 days 2 hours 4 minutes ago) and read 14972 times:</p> <p>I gotta say I like the big letters. But that's it, they should have included a cheatline or anything to make the plane less "white". I think it looks like a half finished job..</p> <p><i>If it ain't Boeing, I'm probably still going!</i></p> | | | | | |

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| <p>Pacific  From Hong Kong, joined Mar 2000, 1001 posts, RR: 0 Reply 17, posted Mon Dec 20 2010 07:20:14 your local time (2 days 2 hours 1 minute ago) and read 14944 times:</p> <p>Lacks colour. At least AC did the toothpaste which we all hated at first, yet works great in the snow and makes it differentiated from the rest.</p> <p>The current (old) livery is also rather white but at least it had some shades and colours. I don't find the "new" livery attractive at all.</p> <p>Quoting ogre727 (Reply 13): <i>Once again, all A-netters hating a new livery... it's so predictable.</i></p> <p>I think a lot of Anutters liked the new NWA, UAL and Aeroflot schemes when they came out!</p> | | | | | |
| <p>Severnaya  From Russia, joined Jan 2009, 1007 posts, RR: 0 Reply 18, posted Mon Dec 20 2010 07:24:06 your local time (2 days 1 hour 57 minutes ago) and read 14906 times:</p> <p>I like the livery quite a lot, it resembles Finland quite well, cold, blue and simple.</p> <p>Quoting CrimsonNL (Reply 16): <i>they should have included a cheatline or anything to make the plane less "white".</i></p> <p>Yes, I agree with that.</p> <p><i>Всяк глaдит, да не всяк видит.</i></p> | | | | | |
| <p>baguy  From UK - England, joined Mar 2006, 426 posts, RR: 1 Reply 19, posted Mon Dec 20 2010 07:50:52 your local time (2 days 1 hour 30 minutes ago) and read 14741 times:</p> <p>What happened to the cowling 'F' detail that was on the A340 on the other thread? I really liked that!</p> <p>I don't think it's that bad! - It's quite retro and I like that.</p> <p>BAguy</p> | | | | | |
| <p>Asturias  From Spain, joined Apr 2006, 1380 posts, RR: 13 Reply 20, posted Mon Dec 20 2010 07:58:31 your local time (2 days 1 hour 22 minutes ago) and read 14707 times:</p> <p>I'm not crazy about it, but it's not that bad either. I don't mind the white, in fact white is very nice! It's the logotype... I'm seriously dampens my excitement. But for Finnair, this is a good look in all other respects. Clean, minimalistic and cold.</p> <p>Sort of like Finland 😊</p> <p>asturias</p> <p><i>Tonight we fly</i></p> | | | | | |
| <p>FunFlying  From Finland, joined Jul 2001, 181 posts, RR: 0 Reply 21, posted Mon Dec 20 2010 08:00:55 your local time (2 days 1 hour 20 minutes ago) and read 14687 times:</p> <p>Here's the new look on YouTube:</p> <p>http://www.youtube.com/watch?v=9Uwo33RiE-I http://www.youtube.com/watch?v=scT-k-vXC14 http://www.youtube.com/watch?v=2kKJjNRkIA</p> <p><i>Leaving on a Jetplane...</i></p> | | | | | |
| <p>slz396  From Belgium, joined Oct 2001, 2906 posts, RR: 23 Reply 22, posted Mon Dec 20 2010 08:07:09 your local time (2 days 1 hour 14 minutes ago) and read 14651 times:</p> <p>Quoting Asturias (Reply 20): <i>But for Finnair, this is a good look in all other respects</i></p> <p>That's true, the livery before the one with the darkblue midnight sun was very dull too... they seem to have a tradition of very boaring liveries and they sure keep up with this one.</p> <p>Another almost all white livery that springs to mind when seeing this AY..... version, and one that didn't stay around for long either, is this one:</p> <p style="text-align: center;">View Large View Medium</p>  <p style="text-align: center;">Photo © Felix Sieder</p> <p>in fact, it was even more minimalistic, as the billboard letters were in very light gray....</p> <p>[Edited 2010-12-20 05:10:01]</p> | | | | | |

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| <p>Jana From Finland, joined Sep 2009, 72 posts, RR: 0 Reply 23, posted Mon Dec 20 2010 08:19:30 your local time (2 days 1 hour 2 minutes ago) and read 14540 times:</p> <p>At least that Sabena livery was creative with the large bill board sized font in pale blue beneath the small full blue titles. The new Finnair fuselage titles are a bit overdone and positioned too much forward where it starts to battle with the cockpit. The titles, which bend over the roof, are figurally and literally over the top... Not my taste.</p> <p>[Edited 2010-12-20 05:21:13]</p> | | | | |
| USER PROFILE | SEND INSTANT MSG | ADD TO RESP MEMBERS | SUGGEST DELETION | QUOTE SELECTED TEXT |
| <p>icebird757 From United States of America, joined Feb 2001, 526 posts, RR: 3 Reply 24, posted Mon Dec 20 2010 08:20:15 your local time (2 days 1 hour 1 minute ago) and read 14535 times:</p> <p>And I thought that Finnair had more creativity than this.....</p> <p><i>LGB...where you can watch the grass grow because the traffic is so slow.</i></p> <p>25 morvious: I think the problem is that FinnAir tested it on the A330 model and thought... This doesn't look to bad! The pro</p> <p>26 Jana: That's why Air Finland recently went to the Netherlands for a livery improvement... View Large View MediumP</p> <p>Show next 25 posts Hide 25 posts above</p> <p>27 airevents: And that new Air Finland livery is indeed a big improvement while Finnair's... Don't know. Will take some time</p> <p>28 AA777223: I very much like it. The font has a retro kind of cool to it. I think it looks great. Perhaps a cheatline would be r</p> <p>29 solnabo: So it wasn't a cruel joke after all... I'm lost for words //Mike</p> <p>30 okay: What can I say, a sad day in Finnish aviation. Planes with new livery will look like as if the text and F-logo were lin</p> <p>31 us330: As I said in the thread when this livery was only thought to be temporary: it looks like someone took a sharpie an</p> <p>32 Delta777Jet: Horrible , horrible , horrible ! The current one looks so much better , this looks like a subleased A-330 oper</p> <p>33 The777Man: Reminds me of Pan Am's final livery. I much prefer the current one but it's not too bad.It could have been w</p> <p>34 ManekS: I was looking forward to spotting Finnair's beautiful A340's approaching SIN starting next year - not anymore. I</p> <p>35 Giancavia: lol@it being stylish.. we all have our own opions thats fair. This is simply a white plane with LARGE BLUE we</p> <p>36 macsog6: They must have a shortage of blue paint in Finland! Only reason I can think of for a design that is this bland</p> <p>37 Giancavia: Its the best summary of this livery. Simple as that for me.</p> <p>38 CO 757-300: i kinda like it. it's very simple and bold, and with something very retro about it.</p> <p>39 ABQopsHP: It appears the consensus is, that it's a bland scheme. Im so over the "Billboard" look. Its so 90's. Heaven fo</p> <p>40 jetMARC: Wish they would just be honest about it... nothing to do about new or fresh. Short of simply being black and w</p> <p>41 FatmirJusufi: First off I thought they were doing some tests with that livery design! This livery is cheap -- welcome to the</p> <p>42 jetblue777: Oh well, what can we do about it? It's boring, plain and too white but it's not that bad. It just looks like a ch</p> <p>43 Goblin211: What is Finnair doing to itself? Ugh!</p> <p>44 SXDFC: Maybe the snow is hiding all the good parts to the livery? View Large View MediumPhoto © Mikko Gustafss</p> <p>45 aeringus: Eh it looks kinda like LOs livery...which is fine...but even that livery itself is really old.</p> <p>46 Giancavia: Heh it depends about "whats inside that matters" .. alot of ppl will agree and others who are photographers o</p> <p>47 Aloha717200: Guess they lied to us when they told us the interim livery was only "temporary".</p> <p>48 sandroZRH: Oh come on, why couldn't they follow their competitors Blue1 and Air Finland and come up with something</p> <p>49 Viper911: booooooring... I love the old Finnair livery, yes you need to refresh your product from time to time, but god, don</p> <p>50 nclmedic: Absolutely disgusting cheap looking livery. The previous livery was almost iconic, and very attractive. This nov</p> <p>51 KPDx: Exactly... I think with the F on the engine cowlings it looked decent.. at least on the A340. Without it? It seems m</p> <p>Show next 25 posts Hide 25 posts above</p> <p>52 Eagleboy: Really a downward revision..... Typical marketing spin...</p> <p>53 AirCalSNA: I like the billboard titles, but the tail leaves something to be desired. How about a "U" after the "F"?</p> <p>54 Aeroflot777: I totally disagree. I think the new livery is fresh, crisp and clean. I really like the way it looks - and I think the</p> <p>55 Giancavia: Im having some of what he is drinking^</p> <p>56 MIAspotter: OMG, disgusting, horrid, boring, tasteless.... way to go AY! I prefer the current one. Reminds me of.... Vi</p> <p>57 jmbarros12: What a disaster!!! It looks terrible!! The older one was way prettier... A poor job, indeed.</p> <p>58 virginblue4: Haha, made my day! Seriously though, it will be sad to see the Finnair livery to go</p> <p>59 HOONS90: Well, I certainly hope that the livery suffers the same fate as these:</p> <p>60 Palmjet: awful update from AY. What's wrong with the current scheme - it has aged very well and still looks very classy a</p> <p>61 aridian: I definitely feel sad. This new design doesn't reflect anything with Finland whatsoever. I don't think it's hideous, ir</p> <p>62 klmd11: I for one loved the new liveries of Air India, Kenya Airways, TAAG, TAM, TAP, Thai, etc... and I don't recall a</p> <p>63 BOACCunard: I don't think it's bad. I don't love it, but I don't hate it either. Blue on white is, after all, the color of the F</p> <p>64 rikkus67: Amazing what a difference just a slight bit of colour does. The AC toothpaste fuselage always stands out in a s</p> <p>65 braynfeeble: Sorry, Finnair - but as soon as I saw this photo, I immediately added it to my "Ugly Ducklings" airliners.net a</p> <p>66 matthew11: I am one of the very few that think that it is actually I nice bold livery. I like it a lot, very nice, simple, strong b</p> <p>67 Braybuddy: I'm not one of the a.netters who automatically hates any new livery introduced -- I've probably approved of n</p> | | | | |

- 68 chootie:what a shame to waste 10million euros for a kindergarten/child care poster.....
- 69 NoUFO: I usually do like "eurowhite" concepts, as other liveries often appear too colorful in my book. This, however, is ju
- 70 Lightbug: Not sure if it is cheaper than the old livery to maintain, but the new livery looks cheaper when you compare the
- 71 BOACCunard: It certainly should be (fewer colors). The old tail looks rather expensive to me.
- 72 jetblue777: On the positive side, 8 or 10 years from now, they'll introduce a new livery (hopefully) and hopefully it'll be
- 73 Giancavia: damn I hope it doesnt take them that long to realize what a pathetic decision they have made. To bad the sta
- 74 planemanofnz: This is utterly disgusting. It looks like some charter airline gone wrong.
- 75 WROORD: My thoughts exactly. Another photo shop livery - no style and no brand recognition...
- 76 faro: Soul-less, drab and over-white; an albino of a livery, God only knows what was going through the minds of manage

- 77 Giancavia: "Wonder whats for dinner tonight" .. coz it sure wasnt .. "lets make something stunning to represent our comp
- 78 FlyNWA727: Wow, I nearly fell asleep looking at this mess... after I nearly threw up in utter disgust. Yet another airline
- 79 7673mech: I said the same thing in the last thread. (May have thrown the word nerd around -- didn't mean to hurt any
- 80 caleb1: There are no words to convey just how horrible this new livery is! I'm speechless.
- 81 pylon101: SAS livery is superior. White on white with additiional blue and red. Maybe FINNAIR wanted to distance itself
- 82 Oshkosh1: Since there wasn't music in the background during the video...I've attached my own...The "losers" theme fro
- 83 IndianicWorld: Im dissapointed the grey colour wasnt kept on the bottom atleast. It looks much better than plain white
- 84 smi0006: When will we see their new uniforms, look at the livery they maybe on the tad bland side. I must say I don't
- 85 slz396: I see many people in Finland are shocked after seeing this new livery too!?! Why don't you guys start an onlin
- 86 AirGabon: AY livery looks like a cheap ACMI contract for the Hajj ! Why they decided to change their current identity whi
- 87 navigator: This is the worst I have seen for a while. Why those too large letters? Imagine when this one gets a bit dirty
- 88 teme82: They had help
- 89 Garpd: The design agency have the cheek to call this a modern and dynamic livery. Perhaps if this was 1994 then yes. E
- 90 Owleye: The basic, "minimalism" idea is good (less is more) but the performance on the aircraft (too, too, too large titles
- 91 Garpd: Spot on Norbert. We should put our heads together and form a rescue package.
- 92 CHRISBA777ER: You lot make me laugh. Its not about a livery - AY do not really care what their planes actually look lik
- 93 Garpd: I have to disagree. This is about image and the image their aircraft will convey to the mass public in this livery is
- 94 CHRISBA777ER: Who cares what the planes look like? And who makes the judgement that the livery looks low cost or l
- 95 Garpd: The airline should. Their aircraft represent their company and its values. The travelling public, rightly or wrongly,
- 96 columba: I have to say that livery reminds me a lot on Pan Am
- 97 Owleye: I agree with this line. The new logo is very okay, I have faith in it aswell. Though the livery does not meet this q
- 98 ardian: According to FlightGlobal, this is the new interior and the new uniforms: Source
- 99 ABQopsHP: Yikes! That is certain to wake you up. At least the uniforms are dark so you wont see how messy it gets, an
- 100 Garpd: Lufthansa's new interior just became colourful!
- 101 Giancavia: I dont get it... thread after thread of new livery discussions people come on and say who cares. Its baffling .

- 102 airlittoralguy: Great livery. Simple, extremely elegant, and at least in my view this represents much more Finland than t
- 103 EnviroTO: The focus on the stylized F makes sense to me as it looks very classy. The revised ribbon font is goofy, esp
- 104 cgnnrw: With all the posts about their new livery (I agree it's terrible) nobody noticed this little bit of "airlinespeak"
- 105 toobz: as somebody that just came back to Finland for the holidays off an AY flight....i have to say YUCK!! its not per se
- 106 toobz: omj...this just gets worse
- 107 Lightbug: That is so correct. Millions are spent every year on image and branding. This is the primary way any compan
- 108 legoguy: Simple and effective. Those that travel remember the airline by the service they receive on board, not by the c
- 109 Rafabozzolla: It's been said before, but what the heck!!! Sabena anyone? That was well over 10 years ago, and they a
- 110 slz396: Those uniforms are also very old fashioned: just shapeless blue aprons, with white sholders... Welcome bac

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