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New livery but the same 'F' in Finnair

By David Kaminski-Morrow on December 20, 2010 12:00 PM | [Permalink](#) | [Comments \(0\)](#) | [TrackBacks \(0\)](#) | [ShareThis](#)

Perhaps it's coincidence that the [publicity pictures accompanying Finnair's livery](#) show its aircraft from the left-hand side, but I suspect a bit of visual spin.

When Finnair last repainted its fleet, and started featuring a stylised 'F' on the ve quickly became apparent that the design wouldn't easily work on both sides.

Finnair awkwardly chose to preserve the symmetry and reverse the 'F' on the sta decision which didn't go down well in all camps. Even then-chief executive Keijo questioned about the backwards 'F', quietly admitted to me that he wasn't exactly

Like it or hate it, the 'F' logo hasn't been pulled over by the livery police. And muc [general chat in the spotter community](#) suggests that, with the new colour scheme identity offences might have to be taken into consideration.

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