

# Basic elements of the Swissair Brand Concept.

# Outstanding Brand Logos...

**swissair** 

**sabena** 



*The Qualiflyer Group*

swissair 

sabena 

# ... need attractive support



sabena

swissair

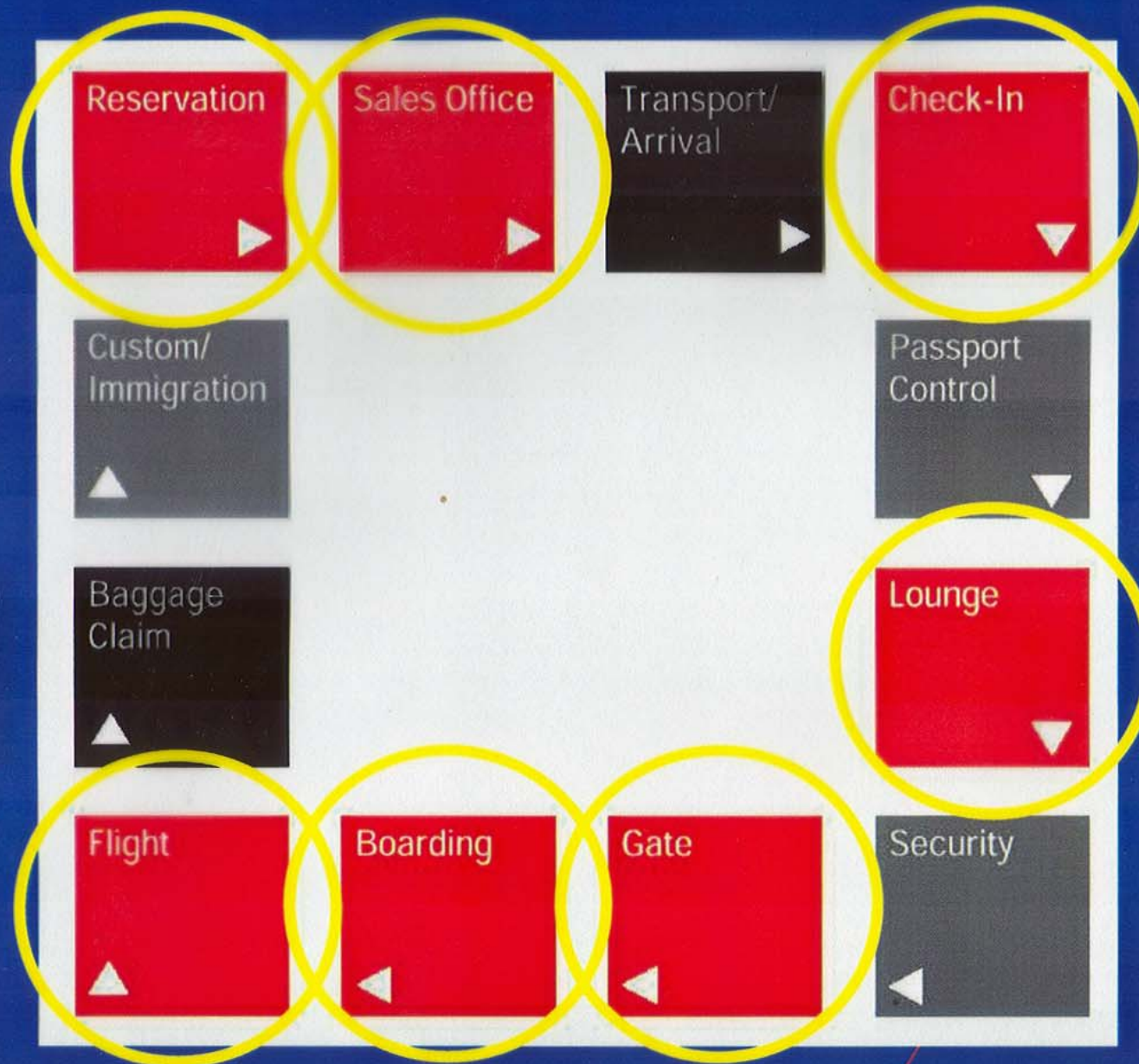


swissair sabena

# Which brands are we talking about?

- Swissair
- Sabena
- Qualiflyer Group

# The contact points we can influence



# Brand Management & Corporate Identity

Gudrun Hediger  
Antonio Lisboa

*IN SEARCH OF EXCELLENCE*

swissair 

sabena 

# Swissair Double Branding.



swissair 

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## Framing

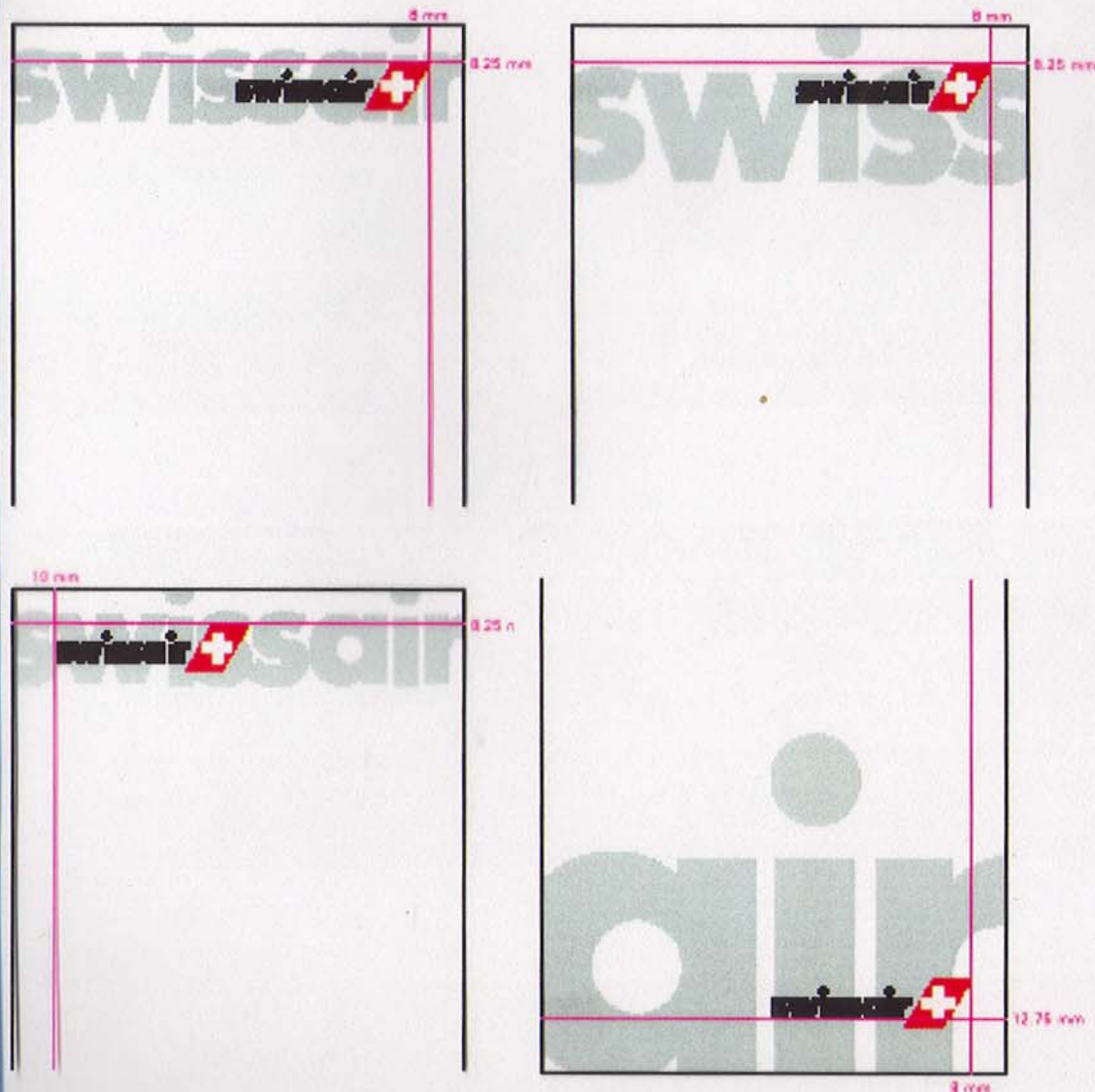
Framing:  
Standard flyer format.

The layouts shown here are examples  
of suitable solutions for double-branding  
applied to standard flyer formats.

Format: A6/S (210 mm x 105 mm)

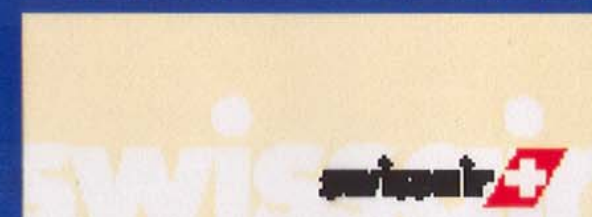
Logo size: 5 (45 mm)

These two side-cropping formats are  
available as EPS files (Illustrator® 6.0)  
on this CD-ROM.



# Framings of the Double Branding and position of the Swissair logo.

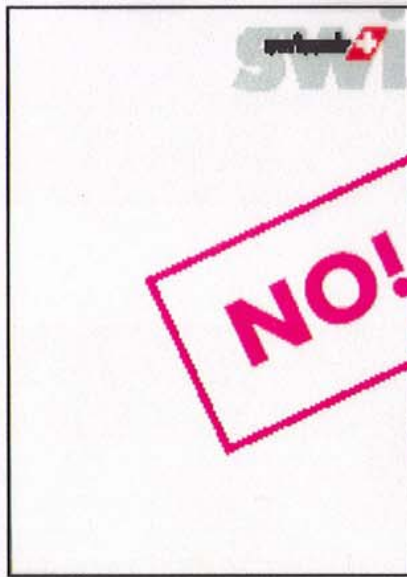
# Loves to fly colors....



... and looks good on photos.



# NO !



# Examples of Swissair Subbrands.

## Always show it with the Swissair logo.



# Basic elements of the new Sabena Brand concept.

**The logo stays as it is.**

**sabena** 

swissair



sabena 

**A new design element is born.**  
**The Sabena *Supergraphic*.**



swissair 

sabena 

# Sabena logo on the Supergraphic or shown separately



swissair 

sabena 

If shown on *Supergraphic* at least two characters must be fully placed upon



The "s" and the "a" are fully positioned on the supergraphic = two characters

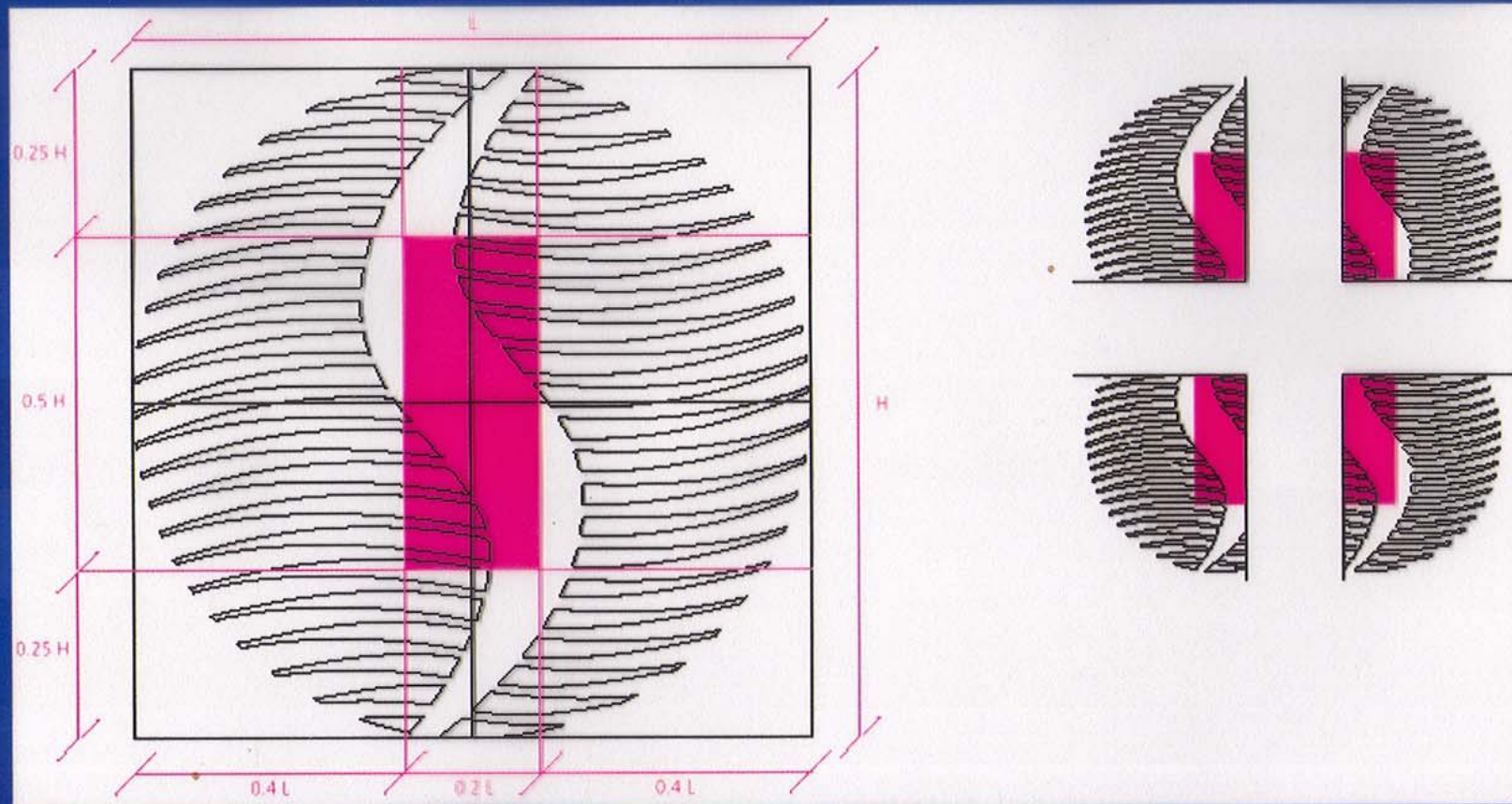


"e", "n", "a" and the logo symbol are fully positioned on the supergraphic > two characters

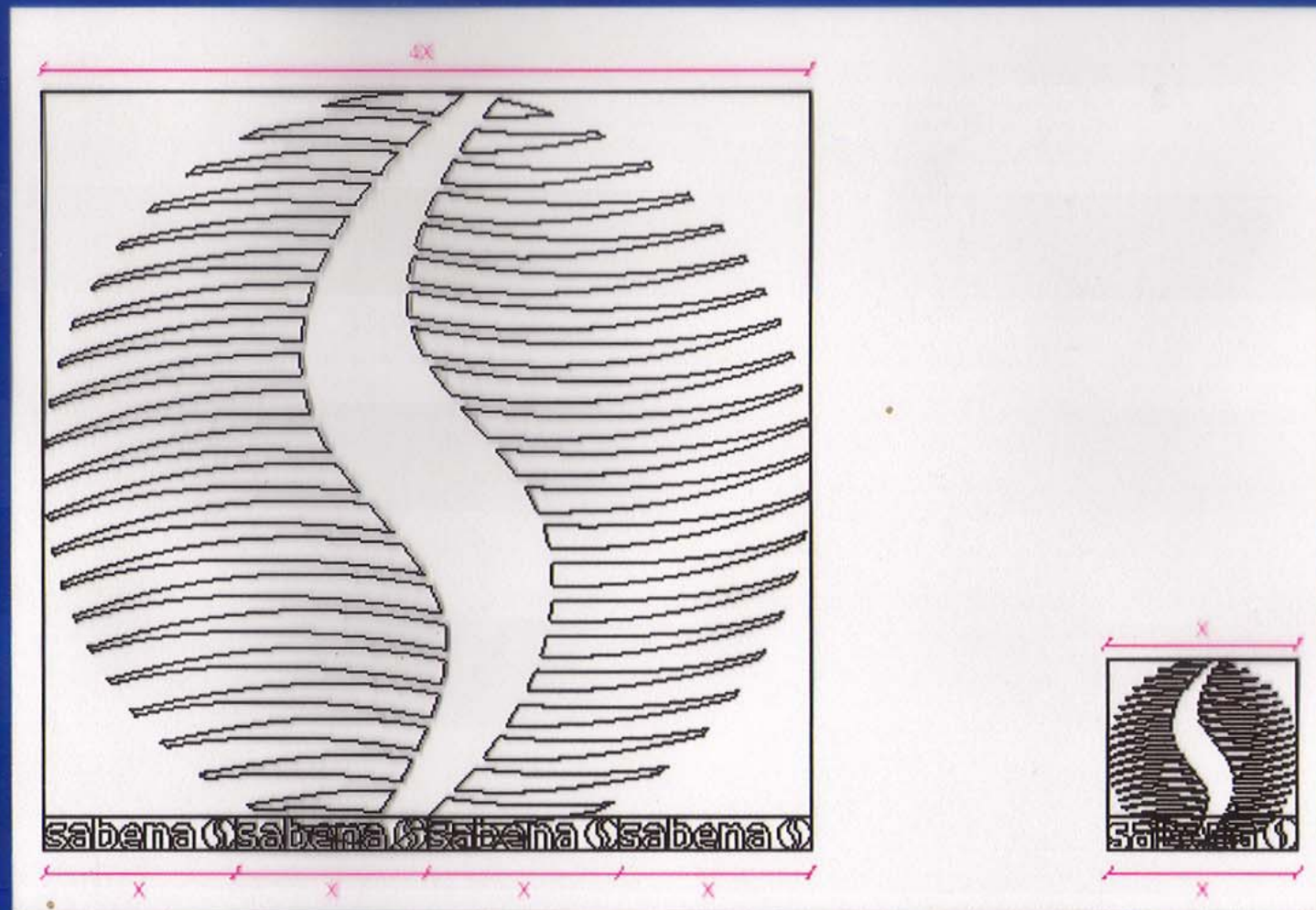
swissair 

sabena 

**Can you crop the Supergraphic ? Do it.**  
**No more than 2 sides.**  
**Never crop the red area.**



# Logo and *Supergraphic*. Size relationship.



# QFG important signage rules

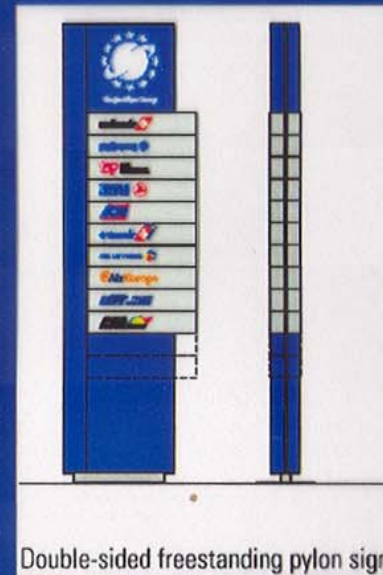
## Homemarket marketing signage

- In a QFG Home market (i.e. Switzerland, Belgium, Portugal) at customer contact points the CI of the home carrier is prior to the signage of the QFG
- But the “blue ribbon” of the QFG must be applied for certain signage areas (i.e screens at check-in, back walls where special Westiform signs cannot be applied)
- In order to signalize the alliance relationship only certain QFG signage elements of Westiform may be used

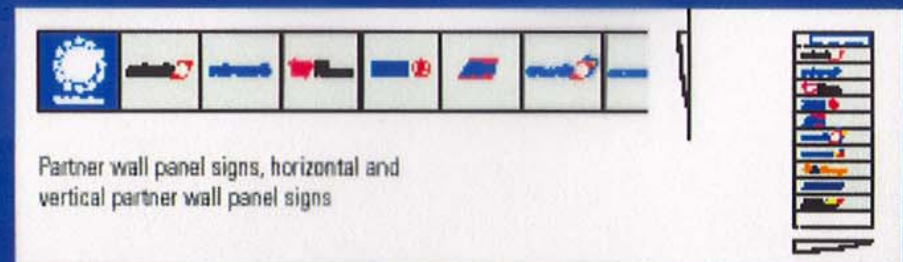
# QFG signage rules home markets

## Examples for customer contact points

- Wall mounted or freestanding pylons (i.e. lounges, City and airport ticket offices, check-ins, gates if dedicated and allowance from airport authorities)



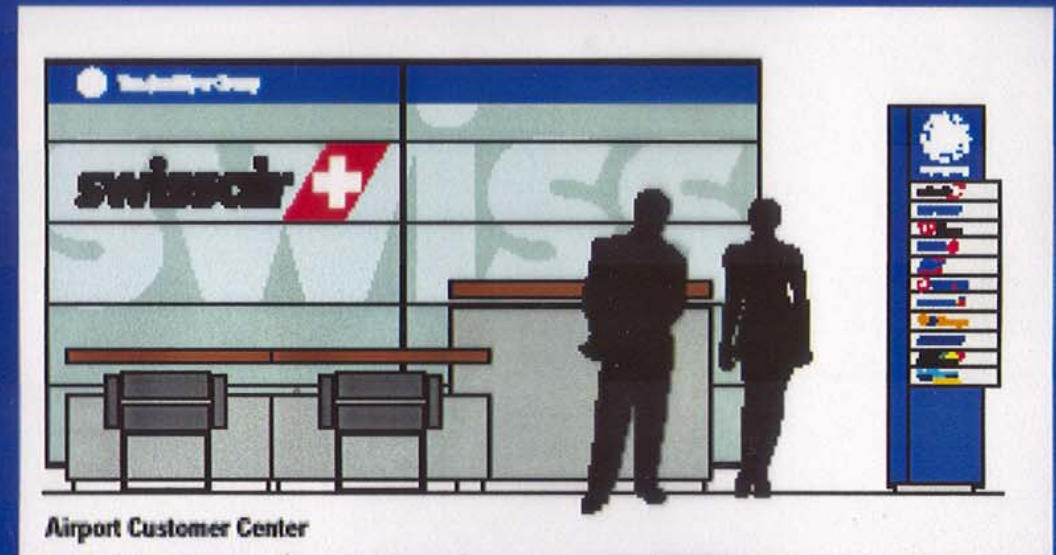
- Special facias (i.e. lounges, City and airport ticket offices, check-ins, gates if dedicated and allowance from airport authorities)



- The use of pylons or facias depends on available space

# QFG signage rules home markets

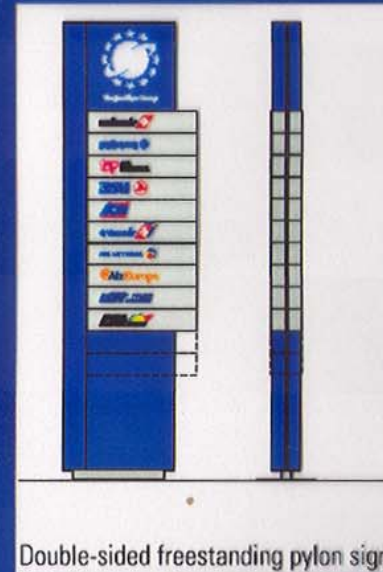
## Examples of the "blue ribbon"



# QFG signage rules third markets

## Examples for customer contact points

- Wall mounted or freestanding pylons (i.e. lounges, City and airport ticket offices, check-ins, gates if dedicated and allowance from airport authorities)

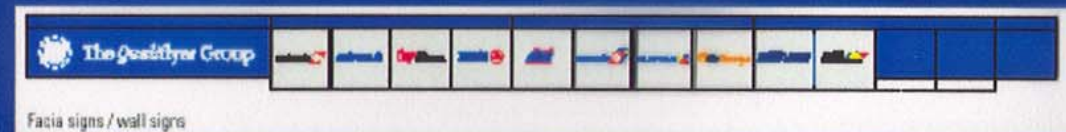


Double-sided freestanding pylon signs



One-sided wall-mounted pylon signs, long and short

- Special facias (i.e. lounges, City and airport ticket offices, check-ins, gates if dedicated and allowance from airport authorities (**third markets!!!**))



Facia signs / wall signs

- The use of pylons or facias depends on available space

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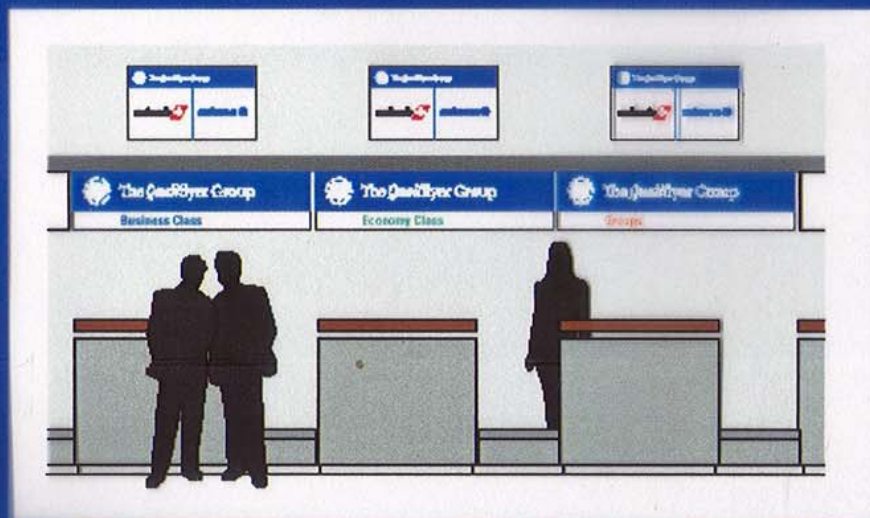
# QFG signage rules third markets

## Examples of the "blue ribbon"

Airport Customer Center - 4 operating partners



Check-in: 2 operating partners



# QFG-Signage elements

- Signage elements can be ordered with order form to Westiform based on separate order brochure
- ➔ Planned: Ordering via the CI-Net (end Nov. 2000)
- ➔ Please use the standard signage elements of Westiform!

# QFG Signage at airports

## "Bad examples"

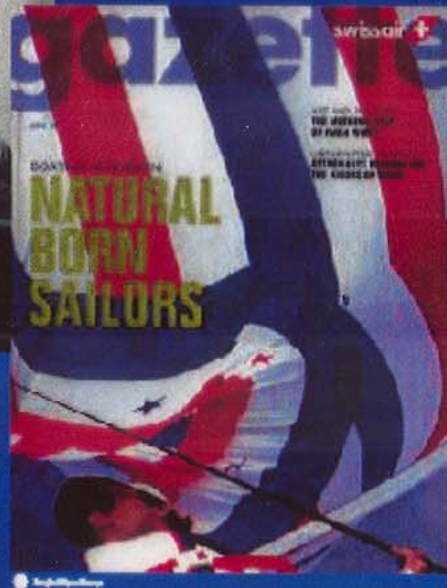
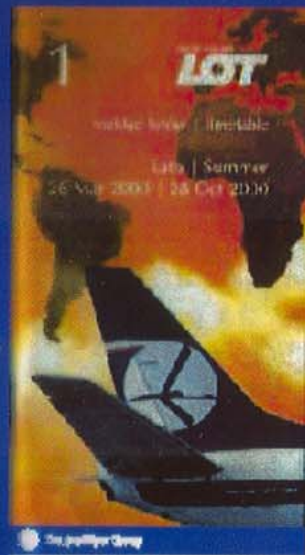


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# QFG - other examples of the blue ribbon application

Timetables, product brochures, advertising campaigns, passenger items etc.  
see preliminary Blue ribbon guideline on CI-Net



sabena BUSINESS		sabena BUSINESS	
Accounting year:	BUSINESS	Accounting year:	BUSINESS
Intelligence:		Intelligence:	
Costs of sale:		Costs of sale:	
Marketing:		Marketing:	
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➔ Final and detailed blue ribbon guidelines will be provided

# QFG aircrafts blue belly implementation



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