

PriestmanGoode.



PriestmanGoode creates holistic brand concept for HNA

HNA and PriestmanGoode have been collaborating for two years to bring to life an enhanced passenger experience and holistic brand vision. PriestmanGoode, the world's leading design studio, was brought in for its expertise in aviation and customer experience, as well as our ability to create designs that reflect a sense of place and appeal to international passengers.

The new Dream Feather concept is inspired by the richness of Chinese culture and HNA's distinct brand elements. The Garuda has acted as the starting point for the design. It references both the brand and the idea of flight. The shape of a feather has a beautiful, flowing movement within it, and can be abstracted to create simplified shapes that we have applied to every element of the cabin, as well as throughout the ground services. We have combined these distinct brand elements with tones of gold and red, which are emblematic of Chinese culture.

The Dream Feather design is being rolled out across the entire brand, giving passengers a holistic journey from home to destination, as well as demonstrating the extent to which HNA have invested in creating an outstanding passenger journey, down to the smallest detail.

Branding

PriestmanGoode's branding department has worked extensively on every element of the brand vision, from developing the logo, brand font and the new HNA brandmark design to creating patterns translating the Dream Feather concept for application on graphic items, as well as developing iconography for onboard the aircraft and ground services.

A new brandmark has been created, translating the Dream Feather concept for 2D application. The brandmark features an abstracted feather shape with the new HNA logo at its centre. This work includes development for application of the brandmark to a wide range of uses, including on ground services, graphic items including tickets and luggage tags, meal items, menus, wayfinding and digital screens.



Meanwhile, the team worked closely with PriestmanGoode's CMF department to design patterns and select colourways for each class and guidelines for use on product and service items. The patterns all take the Dream Feather concept as their starting point, using abstracted feather shapes to create distinct patterns that form a single design family and unified brand vision.

Finally, the branding team developed an extensive set of iconography for use across the whole passenger journey, from ground services, to the lounge and onboard the aircraft including on passenger control units as well as menus.

Cabin interiors

PriestmanGoode worked across the entire aircraft to deliver a beautiful and coherent cabin environment encompassing everything from entrance areas to aircraft seats, curtains, lavatories and beyond. The interiors include trim and finish development for all classes, as well as lighting scenarios.

PriestmanGoode has designed a wide range of service items including sleepwear and meal items. All items use the Dream Feather concept as their starting point. PriestmanGoode's expertise in product design has allowed us to design each individual item, including ergonomically designed glassware.

Seat fabrics were specially created as one of the key elements to improve the passenger journey. As the single item that passengers will have direct contact with for an extended period of time, it's crucial that it feels nice to the touch. The seat fabrics in every class feature a linear ribbon motif running horizontally across the seats. This combined with a 3D weave helps create a greater depth and comfort. Metallic yarns running throughout the fabric catch the light and sparkle under cabin lighting, adding a sense of quality and luxury to the interiors.

The importance of cabin lighting in creating a relaxing onboard environments has been widely documented, and extensive research exists into which colours help to create a stress-free atmosphere on board. As a result, we have created different lighting scenarios that allow crew to tailor the cabin environment to suit a particular time of day, and to create the right atmosphere to put passengers at ease. We looked at how light changes in the natural environment, around sunset and dawn, and interpreted this into a lighting scenario to enhance the passenger journey. As a result, one of our lighting scheme gently takes passengers from a warm, golden tone at dinner, and gradually moves through shades of pinks and purples to deeper blues for night time.

The new Business Class seats have been enhanced by the addition of low-level ambient side lights to create a more welcoming interior atmosphere. The cabin features tones of luxurious gold, while soft items are represented by warm grey and taupe colours. An additional palette of light champagne colours is used for VIP products and services. Meanwhile, Premium Economy features a spectrum of cool grey tones and Economy Class is earmarked by the use of bold reds.



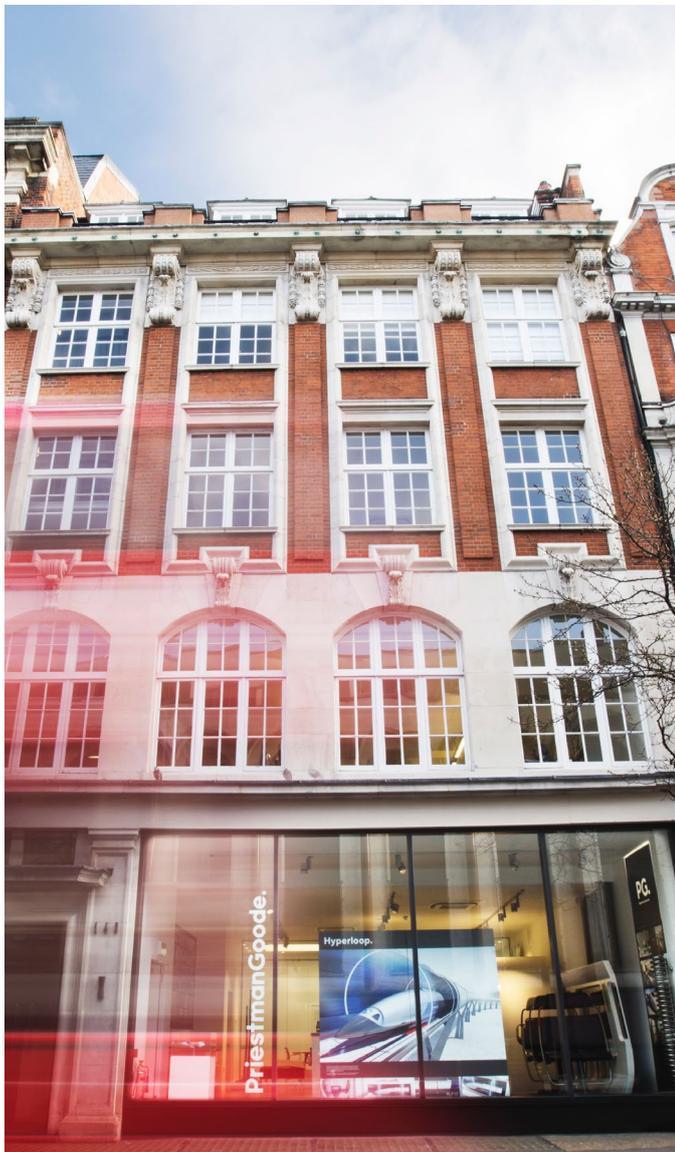
Ground services

PriestmanGoode has translated the Dream Feather concept to ground services, providing distinctive and welcoming check in areas as well as wayfinding that visually link the airport experience to the cabin interiors.

The Premium check in area for Business and VIP passengers features branded back walls, custom desk designs, lighting and ceiling design, totems and wall finishes that incorporate the flow of the Dream Feather concept. The colours and materials reflect those onboard the aircraft, with tones of warm gold and beige.

The Economy class check in also picks up on the finishes and colours onboard the aircraft and includes tones of greys and reds. The back wall features the Dream Feather landmark while custom desk designs incorporate the flowing patterns of the Dream Feather motif. PriestmanGoode also designed the framework for the GUI on all self-service ticket machines.

Finally, PriestmanGoode designed the HNA passenger transfer buses, including a dedicated VIP and Business passenger bus. The new livery features the Dream Feather design, while the interiors of the bus reflect the design language, materials and finishes from onboard the aircraft to create a holistic passenger journey.



NOTES TO EDITORS

About PriestmanGoode

PriestmanGoode is a design consultancy that specialises in delivering exceptional brand experiences for a roster of leading international companies.

Using design as a strategic tool to transform businesses, we use our unique global viewpoint to deliver solutions that are tailored to place brands and cultures on the world stage, helping our clients achieve holistic brand experiences and customer loyalty.

From aircraft interiors, airports, public transport and high speed trains to hotels and consumer products, our diverse portfolio enables us to draw from our experience across different sectors to deliver new innovations. This unique way of thinking has led us to become brand and innovation partners with a number of leading companies around the world.

Our designs are about people: from end users to maintenance staff, they are used by millions every year. We're interested in how things work and how to improve them. We believe great design should be simple, elegant, intuitive, easy to maintain and efficient to manufacture.

Our company is steeped in the tradition of great British design, but our experience over the years, our interest in the new and our ambition to redefine expectations of great design has led us to become leaders in our field. We define future trends and are at the forefront of global design today.

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For further information, high resolution images or to request an interview, please contact:

Anna Meyer
anna@PriestmanGoode.com
+44 (0)7747 000 898