PriestmanGoode and AEGEAN Airlines unveil new brand identity, livery and cabin interiors

- PriestmanGoode has designed a new brand identity for Greek national airline AEGEAN.
- The new brand is being rolled out across all physical and digital products, including a new livery.
- PriestmanGoode has created a brand book for the airline, which will guide all communications going forward.
- The new brand identity is inspired by Greek cultural and architectural heritage.
- PriestmanGoode also designed cabin interiors and onboard products.
- High resolution images are available here.
- Movies introducing the new brand and interiors are available here.

PriestmanGoode has designed a new brand identity, livery and aircraft interiors for national Greek airline AEGEAN. The London-based studio worked closely with the airline to develop a vision for the new brand going forward. The work spans everything from logo design, livery, graphic items and digital products to cabin interiors including soft items, amenity kits and meal services.

Luke Hawes, Director at PriestmanGoode says: ‘AEGEAN have shown great ambition with this project, which has been one of our quickest turnovers. Working over approximately 12 months, we’ve worked together on a complete overhaul of AEGEAN, tying in with the airline’s new fleet of A320neo aircraft, and delivered an elegant, contemporary brand that encapsulates the airline’s values.’

Anthony Morgan, Head of Brand at PriestmanGoode says “This has been one of our most comprehensive branding projects to date. It has been truly rewarding working alongside AEGEAN to see how we can carry forward their brand heritage and design a new identity that will take the airline into the future as one of Europe’s most loved carriers.”

“The world has changed immeasurably since the last iteration of the airline’s brand identity, and airlines now need to have a strong online presence. We have designed a distinct identity that can apply across both physical and digital touchpoints.”

PriestmanGoode wanted to nod to AEGEAN’s former gull logo, which was widely loved both by customers as well as by AEGEAN staff. The team transformed it into a modern form that references the brand’s heritage, but also references the landscape and the architecture of Greece more broadly.

The new AEGEAN logo consists of two elements: the AEGEAN wordmark and the twin-gull symbol. The designs reflect the design heritage of Greece, with its classical forms, bold design and purity of symmetry. The wordmark combines clean and sharp angles with rounded details that add softness of form, reminiscent of classical Greek architecture. The twin-gull symbol embraces AEGEAN’s key values of harmony and symmetry taking inspiration from the balance between the Aegean Sea and surrounding skies that unite the Greek nation.
The new brand identity further represents the Greek spirit through a core colour palette of AEGEAN Blue, Silver Blue and White, and celebrates the whites and silver-blues of the Greek skies, and the vibrant blue of the Aegean Sea.

PriestmanGoode has also designed all new cabin interiors for AEGEAN’s new fleet of A320neo, which further reflect Greece’s cultural heritage, and translate the new brand into an onboard environment. Brand motifs have been transformed into subtle patterns to use on textiles, while a signature brand panel sits at the front and back of the cabin. All material finishes have been custom-designed and are unique to AEGEAN.

PriestmanGoode has worked across every element of the aircraft interiors including:

- Seat fabrics in both Business Class and Economy, which feature a stitch pattern inspired by the symmetry of Greek architecture, and the duality between the sky and the Aegean Sea
- Headrests which feature the twin gull logo as a stitch detail
- Antimacassars and Business Class cushions, which further inject the new brand patterns into the cabin
- Carpets and cabin décor foils featuring abstracted patterns inspired by the Greek landscape
- Brand panels, which bring the brand to life through an immaculate 3D representation of the twin gull logo
- Business and Economy class meal services

Marina Valvi, Marketing Director at AEGEAN says: ‘Working with PriestmanGoode has been an incredibly fruitful partnership. They worked closely with us throughout the process, to understand our needs and to create a new brand identity that was respectful of our much-loved existing identity and reflected our vision for the future. We’re thrilled with the end result and are looking forward to rolling this out across all our products and services.’
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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