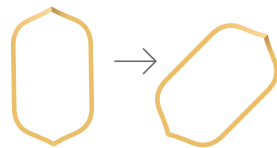
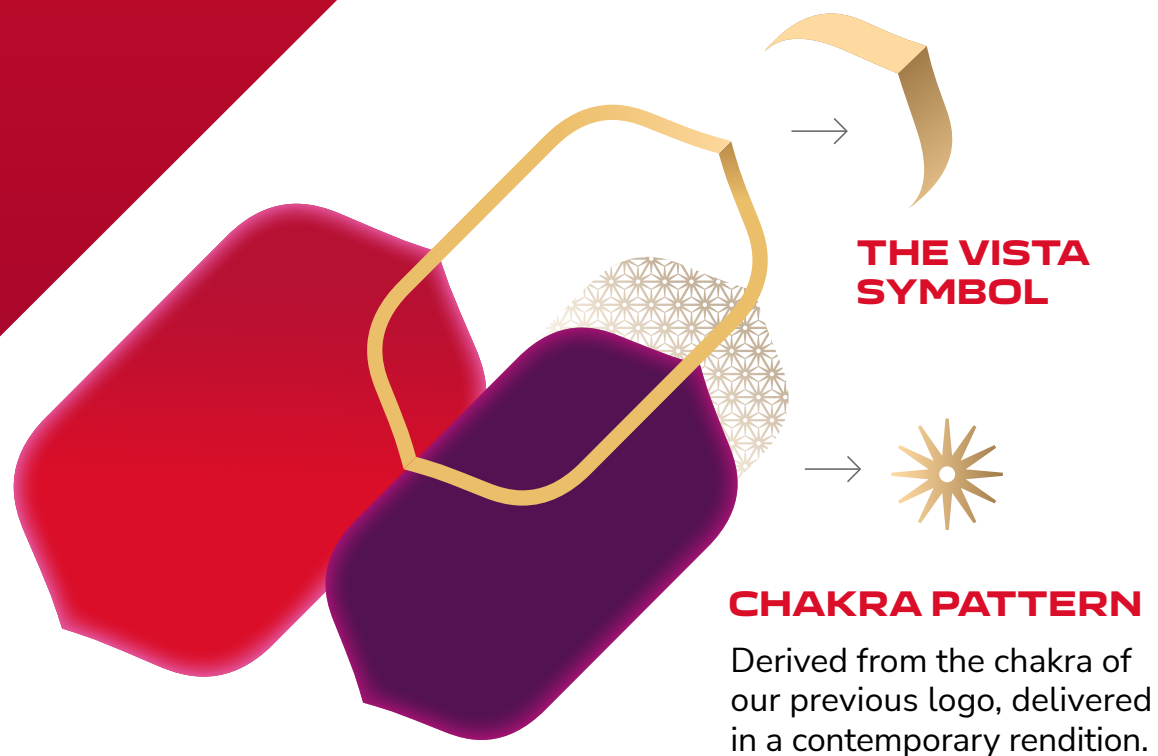


# AIR INDIA

## WELCOME TO OUR NEW BRAND WORLD

Inspired by our heritage but looking to the future, this new brand identity embodies the spirit of India and Air India while symbolising the limitless potential of what lies ahead. Every aspect is rich with meaning and has been crafted to reflect the vision for the brand- one that is bold, progressive, vibrant and warm. Global yet proudly Indian.



### THE WINDOW OF POSSIBILITIES

The new look reimagines the iconic Indian window shape, historically used by Air India, into a gold window frame that becomes central to the new brand design system - symbolizing a 'Window of Possibilities'.

Air India's new logo symbol - 'The Vista' - is inspired by the peak of the gold window frame, signifying limitless possibilities, progressiveness, and the airline's bold, confident outlook for the future.





**A BESPOKE FONT INSPIRED BY INDIC SCRIPT, WITH A GLOBAL APPEAL**

# AIR INDIA SANS

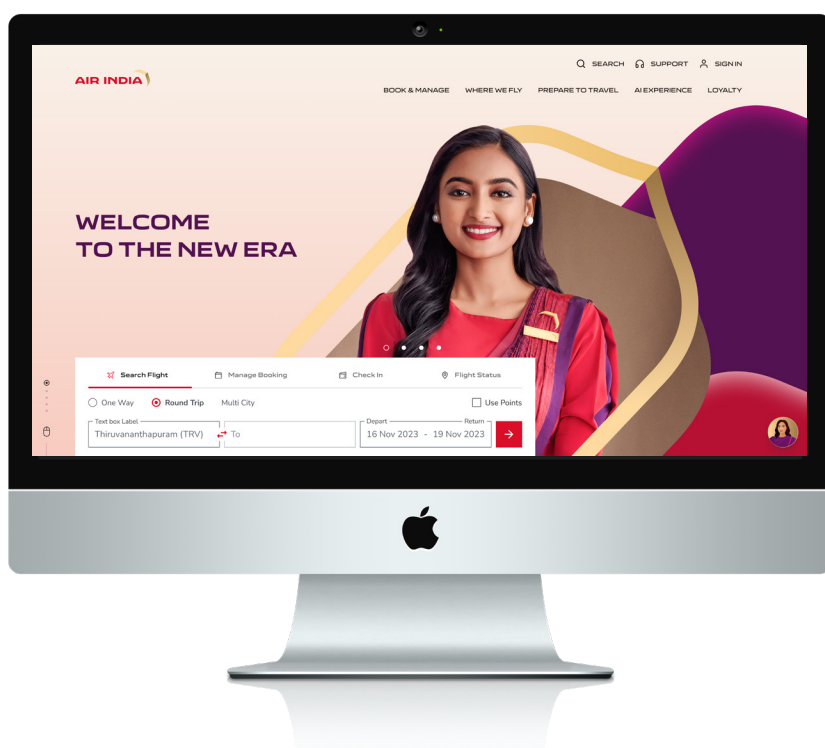
## LIVERY

The tailfin features our iconic window device as a bold, directional statement of progress. Our bold wordmark on the body and the underbelly of the aircraft reflects the renewed confidence and stature that Air India brings to the world.



## WEBSITE & APP

Cutting-edge, responsive and interactive, offering a new Air India digital experience.



**A TIER SYSTEM WITH PREMIUM, RICH & DIFFERENTIATED COLOURS**

A palette that is undeniably Indian at the core, but still modern, adaptable and progressive.



## CREW UNIFORM

Designed to exude the sense of being quintessentially Indian through the silhouettes, colours, patterns and textures, and to leave a lasting impression of flying Air India



## ICONOGRAPHY

Our unique set of icons are inspired by the shapes and soft curves from our gold window frame.

