

New Logo, Identity, and Livery for Chair by Branders

Noted

Sitting in a Chair in the Sky



Noted Jun. 24, 2019 by Armin

Comments (6)

INDUSTRY / AVIATION

TAGS / #AIRLINE #BLUE #LIVERY #LOWERCASE #RED #SWITZERLAND

About

(Est. 2019, previously Germania Flug) “At Zurich Airport, Chair Airlines operates a fleet of three Airbus A319s, each with 150 Economy Class seats. The average age of the aircraft is 10 years. As a charter airline, we offer our passengers flight connections for beach holidays to hot water destinations and short city trips. We also build the bridge between Switzerland and the home of our passengers on special routes. Chair Airlines is also a reliable partner for special flights and ad-hoc charters, for example for sports clubs, special events or companies. At Chair Airlines, the focus is on people - our passengers, our more than 150 employees and our partners. Our experienced pilots and competent flight attendants on board as well as a highly qualified administration team on the ground ensure safe and smooth flight operations and do their utmost to make the flight experience as pleasant as possible for the passengers.”

Design by

Branders (Zurich, Switzerland)

Related links

(Est. 2019, previously Germania Flug) “At Zurich Airport, Chair Airlines operates a fleet of three Airbus A319s, each with 150 Economy Class seats. The average age of the aircraft is 10 years. As a charter airline, we offer our passengers flight connections for beach holidays to hot water destinations and short city trips. We also build the bridge between Switzerland and the home of our passengers on special routes. Chair Airlines is also a reliable partner for special flights and ad-hoc charters, for example for sports clubs, special events or companies. At Chair Airlines, the focus is on people - our passengers, our more than 150 employees and our partners. Our experienced pilots and competent flight attendants on board as well as a highly qualified administration team on the ground ensure safe and smooth flight operations and do their utmost to make the flight experience as pleasant as possible for the passengers.”

Design by

Branders (Zurich, Switzerland)

Related links

Branders project page

Relevant quote

The name Chair - the English term for "chair" - has been deliberately decided. The chair is emblematic of the seat in the plane, while the color separation of the red "ch" and the blue "air" in the logo alludes to the Swiss origin of the airline. With the name, we also bring the brand essence of the airline into focus: It is a young, uncomplicated and dynamic company, which maintains a happy, humorous and respectful and familiar with its partners, customers and employees and here and there once something cheeky appearance. This dynamic spirit is also felt and visible in the new appearance.

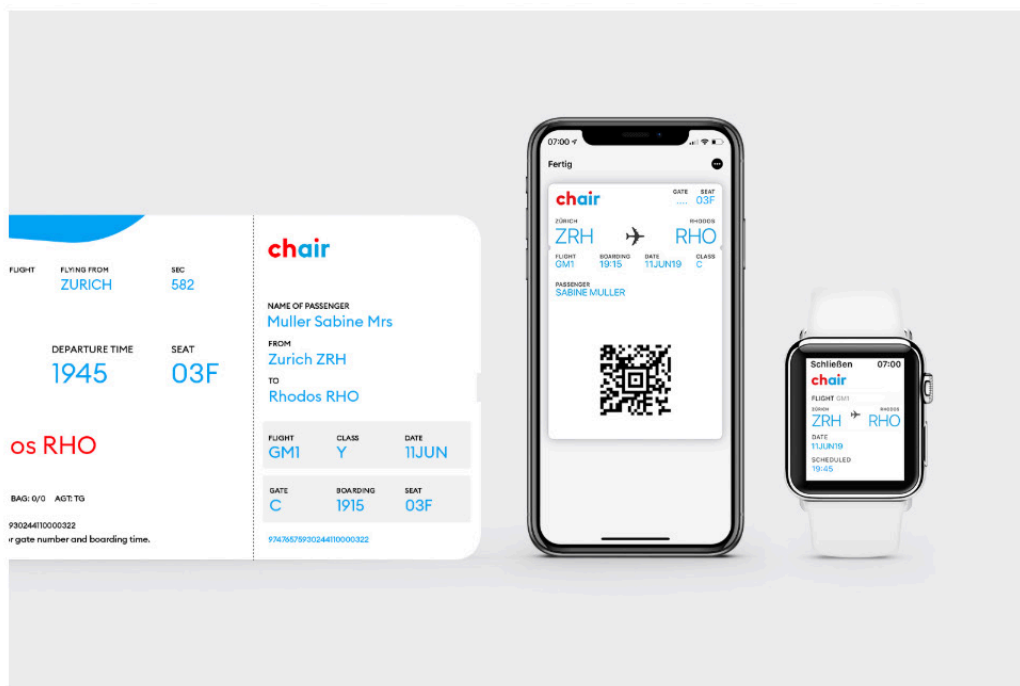
Chair's font communicates with its round forms of closeness and modernity and is red as Switzerland and blue as the sky. The "i", whose red dot establishes the connection to the Swiss logo "ch", becomes a super sign: a symbol of a relaxed passenger leaning back in the aircraft seat is a red dot and a blue line as the basis of a dynamic and flexible design system.

BRANDERS PROJECT PAGE (GOOGLE-TRANSLATED)

Images (opinion after)

chair

Logo.



Boarding passes.

Der Dackel hat, als der wegen seiner rötlich-jagdbunten Färbung als "Jack" bekannter Familienhund, seinen Namen bekommen und sich 1997 ein Exemplar im Stadtmuseum, bei einer Säkularfeier, machen lassen. Die erste Schenkung kam von der Mutter des Hundes, die ihn als Geschenk für den Bürgermeister von Zürich geschenkt hatte. Der Dackel hat sich später in der Schweiz als "Bündner Dackel" etabliert. Er ist ein Symbol für die Schweiz und die Bündner Kantone. Er ist ein Symbol für die Schweiz und die Bündner Kantone. Er ist ein Symbol für die Schweiz und die Bündner Kantone.

Menschen auf herkömmliche Weise bis zu einem gewissen Grad zu verstehen. Neben der Maschine aber wird es möglich zu sein, auf die Art und Weise zu kommunizieren, die wir heute nicht können. Die Maschine wird es möglich zu sein, auf die Art und Weise zu kommunizieren, die wir heute nicht können. Die Maschine wird es möglich zu sein, auf die Art und Weise zu kommunizieren, die wir heute nicht können.

Niemand träumt von einer Puppe, die mechanisch ins Schlafzimmer taumelt.

Wenn die Maschine auch, dass sie nicht denken und die Empfindungen in der Qualifikation ihrer verschiedenen Funktionen besitzen. Wir sind mit der Maschine verbunden, aber nicht mit der Maschine verbunden. Wir sind mit der Maschine verbunden, aber nicht mit der Maschine verbunden.

McKellen ist nicht die Diktatorin von so viel oder so wenig Realität. Die Maschine ist nicht die Diktatorin von so viel oder so wenig Realität. Die Maschine ist nicht die Diktatorin von so viel oder so wenig Realität. Die Maschine ist nicht die Diktatorin von so viel oder so wenig Realität.

Beach chair, park bench or family sofa? We fly you there.



chair.ch

chair



Ads.



Route sheet.



Safety card.



Flight attendant accessories.



Snack bag.



Cup.





Livery.

Opinion

There isn't much of a point in delving too deep into the old logo as the Germania brand has disappeared but let's assume that the opinion would not have been favorable in any way. The new airline brand kicks things off with a very unusual name, Chair. As in the English word for the things you sit on. For a Swiss brand it's interesting that they opted for such an English name but the playfulness of the "ch" embedded in the name — CH is the country code (and top level domain for websites) of Switzerland, standing for *Confoederatio Helvetica* — and highlighted in the logo is a fun payoff. I wish there was something more unique to the logo than what looks like either a bolded Lineto Brown or another lookalike. I mean, it's fine and the "ch" properly stands out, but it somehow feels unfinished. One detail that isn't fully evident in the application is that the "i" in the logo, used at an angle outside of it, is meant to be a person reclining on a seat — which in some of the applications it looks like it's reclining on a La-Z-Boy and not a 3-degree-recline airplane seat. The bright blue and red combo look peppy on the generous use of white space and create a proper low-cost carrier vibe with a few nice details here and there, like the cups and livery that use an extra large cropped version of the "i" that becomes more of a set of abstract shapes. Overall... unexpected but good, in a quirky, charming way.

NB. I don't usually explain the titles of the post but this one is a little more obscure: [Louis CK on people complaining about flying.](#) /IDN

Your opinion...

On Name

Great

Fine

Bad

VOTE

VIEW RESULTS

On Logo

Great

Fine

Bad

VOTE

VIEW RESULTS

On Livery

Great

Fine

Bad

VOTE

VIEW RESULTS

Comments

6 Comments Brand New

Login

Recommend

Tweet

Share

Sort by Oldest



Join the discussion...

LOG IN WITH



OR SIGN UP WITH DISQUS

Name



Emunah Winer · an hour ago

I can't get over the awkwardness of saying "I'm flying Chair." But I'm American so maybe in this case I don't count.

Also this is reminiscent of Micheal Bierut's "Ted" branding for United Airlines.

1 ^ v · Reply · Share



JustJoeDesign · 32 minutes ago

They have the name chair and didn't try to turn the 'h' into one. That alone deserves credit.

^ v · Reply · Share



Sandy34 · 20 minutes ago

Loathe the new name, but I'm digging the applications and livery. Especially that pretzel bag. And am I the only one that thinks that this could have benefited from a monogram?

^ v · Reply · Share



jessemac · 15 minutes ago

I like this! I think they nailed "young and uncomplicated".

1 ^ v · Reply · Share



Antofiete · 12 minutes ago

I quite like it. For a non-native english speaker (nor german or french, for that matter). I think it's a great naming job. extremely

^ v · Reply · Share



Corey Kent · 12 minutes ago

Looks nice, colors might be a little elementary or unsophisticated. Also, in my opinion it looks like the tittle is a little too small.

^ v · Reply · Share

Subscribe

Add Disqus to your site

Disqus' Privacy Policy

DISQUS