

# Air India unveils new logo as part of rebranding

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Former national carrier Air India has unveiled its new logo as part of its rebranding journey. The makeover of the now Tata-backed airline has come with new colours along with a change in the logo. However, it is unlikely that the flagship airline will bid goodbye to the signature Maharaja mascot.



In the hours leading up to the reveal of the new logo, Air India's Twitter handle shared its legacy through the evolution of its logos.



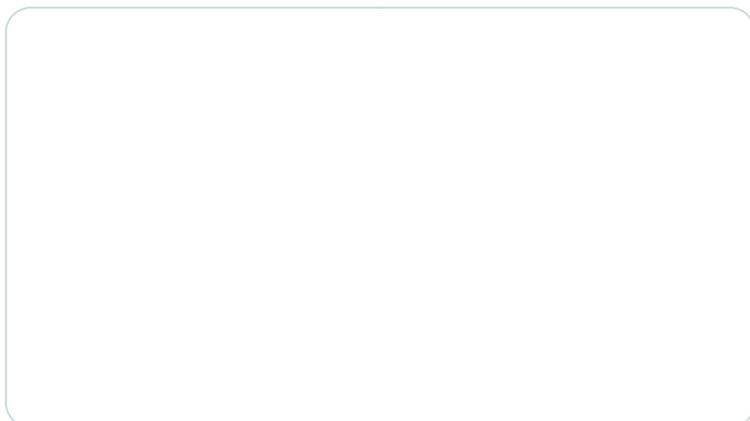
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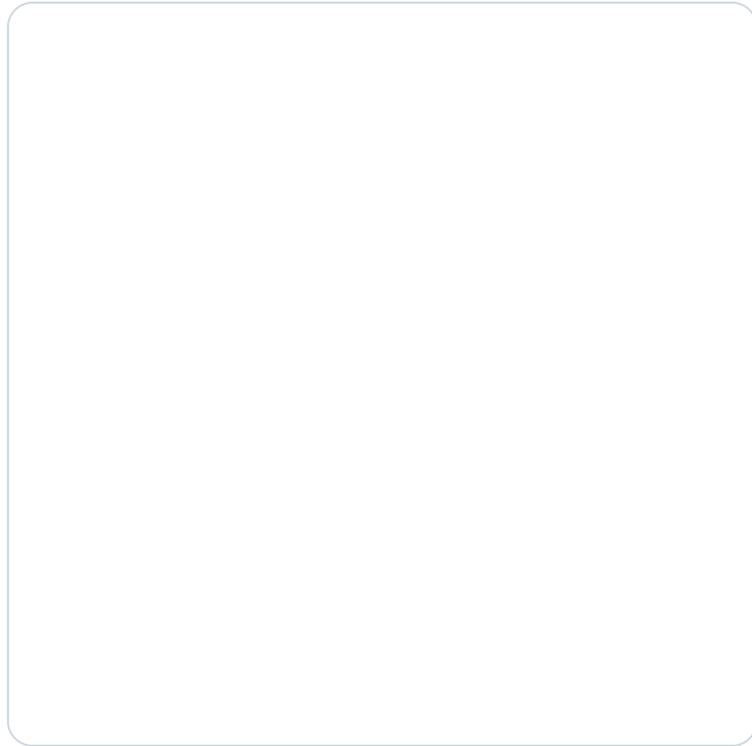


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With this, the airline is getting a new "modern" identity as well as new aircraft livery. The new look sees the Indian window shape that Air India used historically being revamped with a new gold window frame. This, the company said, is central to the new system of the brand design as it is meant to symbolise a window of possibilities.

The new logo symbol of the iconic carrier is called The Vista, and the peak of the gold window frame depicts progressiveness, limitless possibilities and the confident outlook that the airline has regarding the future. The new aircraft livery, on the other hand, consists of deep red, aubergine, and gold highlights brought together in a pattern inspired by the chakra. The new Air India logo, meanwhile, features the airline's name in a custom 'Air India Sans' font.

Unveiling the logo, Air India CEO & MD Campbell Wilson said, "Our transformative new brand reflects an ambition to make Air India a world class airline serving guests from around the globe, and that represents a new India proudly on the global stage. The new Air India is bold, confident, and vibrant, but also warm and deeply rooted to its rich history and traditions that make Indian hospitality a global benchmark for standards in service."

The visibility of the new logo on the airline's carriers would begin from December 2023 with the debut of Air India's first Airbus A350.

## AIR INDIA LIVERY OVERVIEW

### AIR INDIA WORDMARK

Our bold wordmark reflects the renewed confidence and stature that Air India brings to the world. It is a hand-crafted asset which reflects world-class standards, while retaining an Indian flavour inspired by the shape of our hero signature window frame shape. The position is large in scale over the front half of the fuselage, purposeful and confident to be clearly legible at distance.

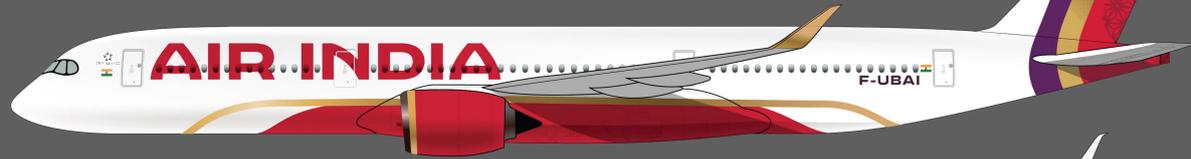
### WINDOW FRAME WINGTIPS

On the inside of the wingtips, the tailfin design is replicated on a smaller scale for added personality and storytelling for passengers to enjoy. On the outside of the wingtip, a simple solid gold is used to convey premium cues and link to the hero gold frame.



### HERO WINDOW FRAME TIP TAILFIN

The tailfin uses the tip of the window frame as a bold directional statement of progress. It is applied in premium metallic gold, and has shadows to give it depth and lift. The hero gold frame shape is supported by two dynamic supporting window frame shapes in Air India red and purple. The Jaali pattern detail is inspired by the chakra from the original logo.



### GOLD FRAME UNDERBELLY

The hero gold frame is applied as surrounding highlight element to the solid Air India underbelly red frame shape (which holds the Air India wordmark). This gold frame detail adds storytelling and premium cues, while bringing extra attention to the underbelly wordmark.

### RED ENGINE HOUSINGS

The engine housings are painted in solid Air India red. The visual story of the hero gold window frame is also continued with a simple gold band which is applied around the front of the engine housing.

### UNDERBELLY WORDMARK

The Air India wordmark is also applied at large scale to the underbelly. It sits on an Air India red window shape applied to the underside of the fuselage to allow our aircraft to be recognised easily from below when flying at low altitude.



*New Air India livery | Image: Air India*

## Impending merger

The rebranding comes soon after the Tata Sons and its strategic partner Singapore Airlines announced the impending merger of sister full-service carriers Air India and Vistara, in the run up to which Singapore Airlines is also investing into Air India.

The new livery seems to be an amalgamation of the signature colours of Air India and Vistara, which had served as Tata Group's sole full-service carrier before Air India was bought back by the group. While the details of the merger are largely unknown, this revised livery seems to indicate that the merger might mark the end of the Vistara brand, with its legacy being slated to continue under the Air India banner.

Another fact lending support to this speculation is the introduction of Premium Economy Class in the Air India offerings. Vistara is known to be the only full-service carrier in India to provide the Premium

Economy Class. With the merger in sight, however, Air India getting this addition is indicative of the likely phasing out of its sister entity, especially as Vistara is not yet offering First Class, the only remaining seating difference between the two.

Recently, Air India CEO Campbell Wilson had said that a host of new services would be introduced by the airline under its rebranding journey.