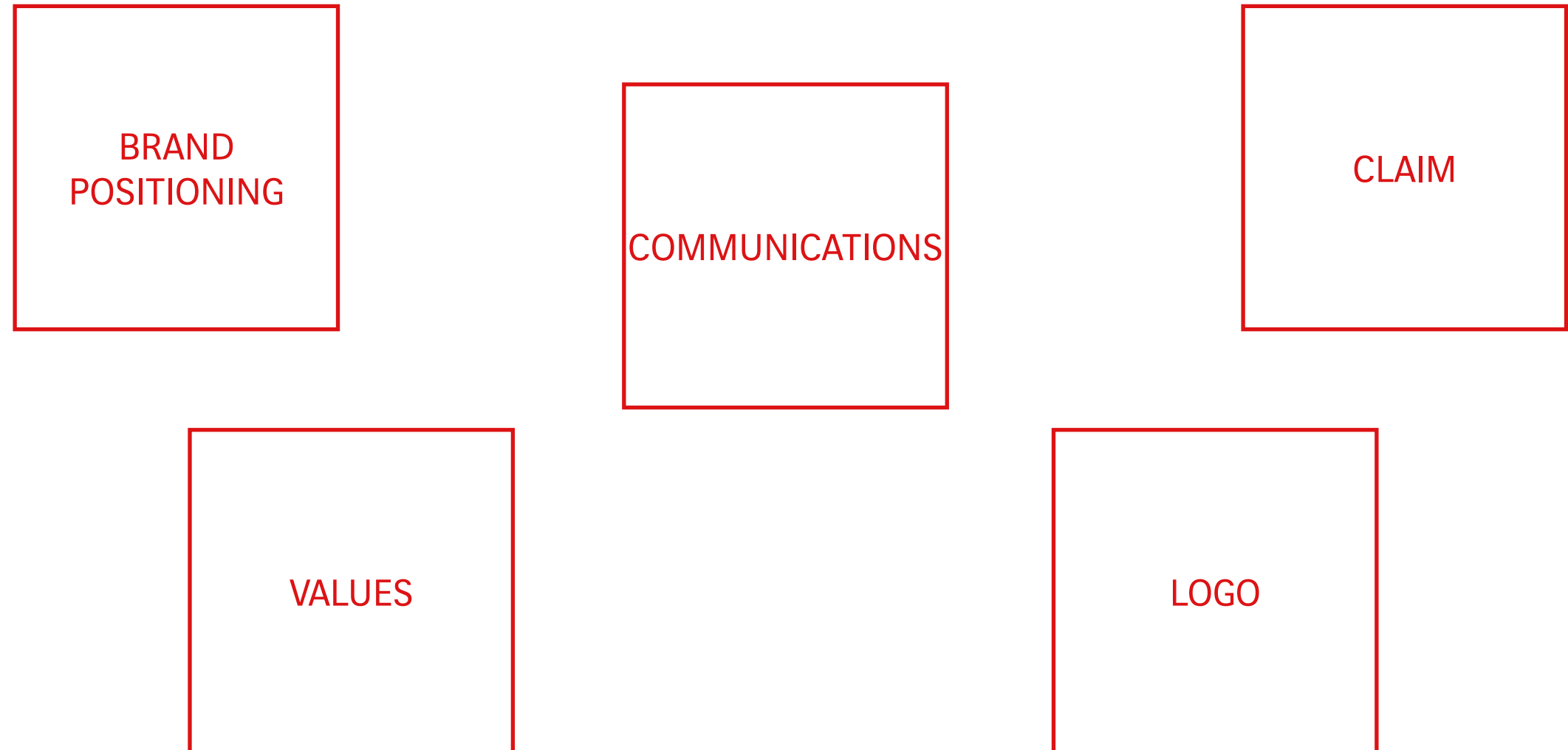
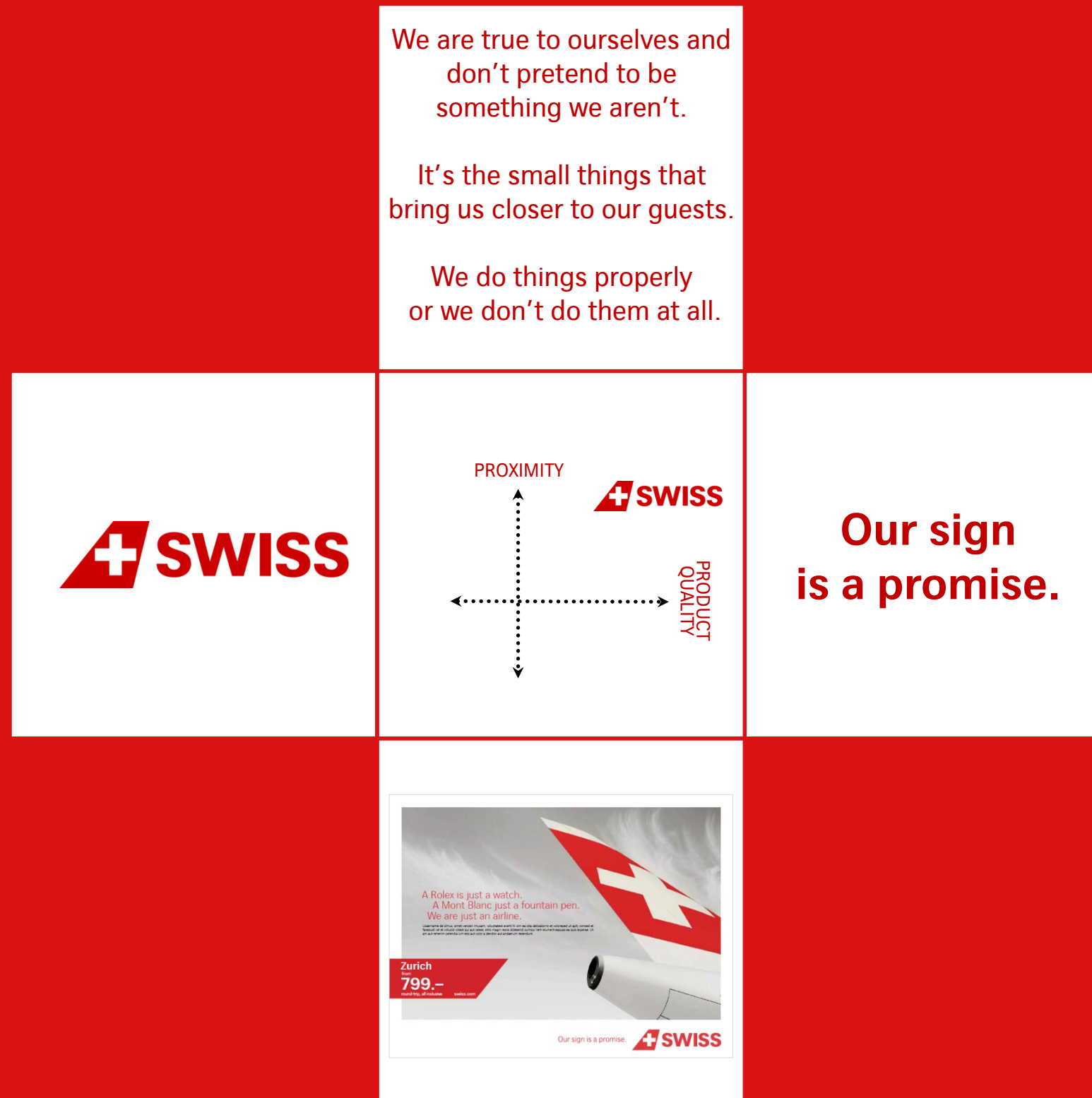


Strengthening our positioning
and brand profile

Our brand identity consists of 5 elements.

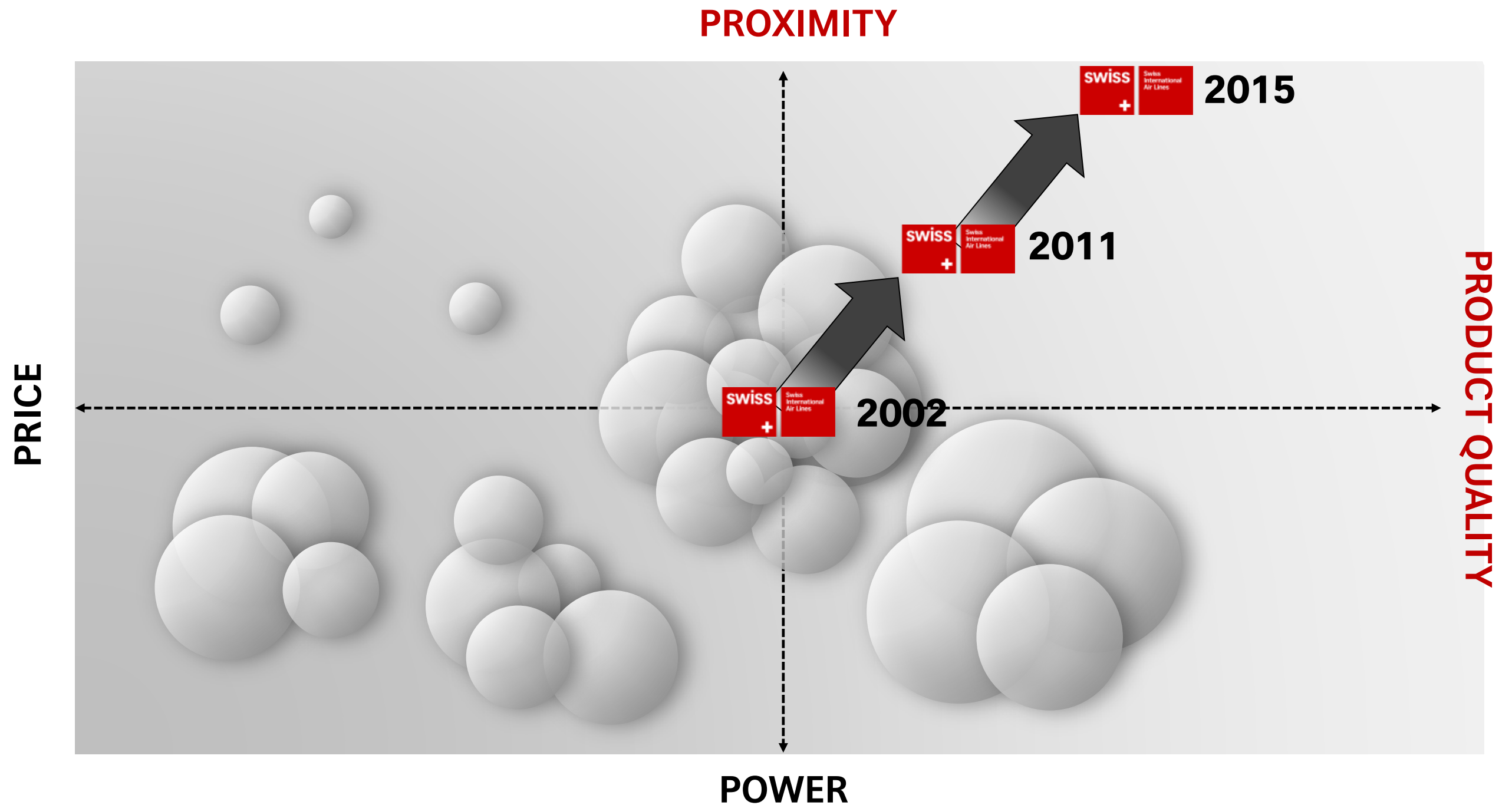


Our brand strategy at a glance.



We are the airline of Switzerland.

Development of our competitive position based on customer intimacy and product-/service quality.



Our brand positioning statement:

We are the airline of Switzerland.

Our Swiss commitment to quality means we can deliver a consistent, high-grade product and service at all touch points.

Because we are smaller, we can better emphasize personal service and customer intimacy.

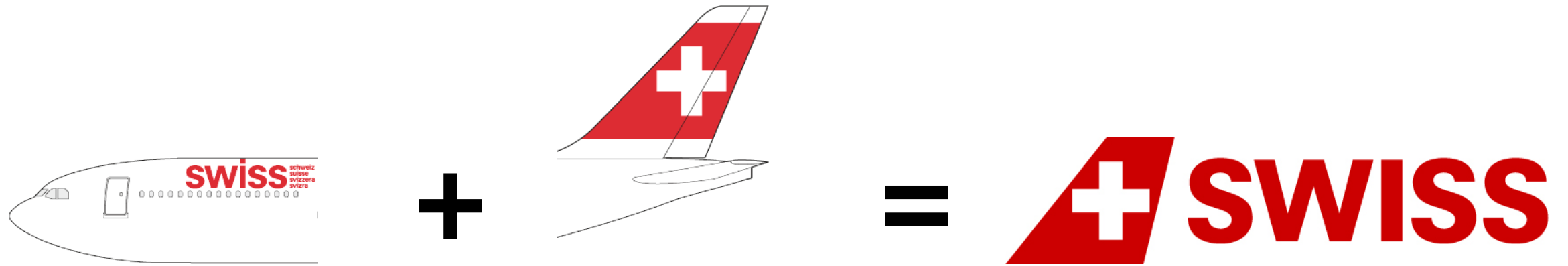
The values we stand for:

We are true to ourselves
and don't pretend to be something we aren't.

We do things properly or we don't do them at all.

It's the small things that bring us closer to our guests.

We are the airline of Switzerland.



Old Logo. New Logo.



New logo – new claim.

Our sign is a promise.

