

SkyChefs unveils refreshed brand identity rooted in aviation heritage



The redesigned SkyChefs catering truck features a bold, modern look with high-visibility branding designed to stand out across the airport ramp

[SkyChefs](#) has unveiled a refreshed brand identity, marking a new chapter for the airline catering and culinary solutions provider as it approaches nearly 85 years in operation.

The rebrand removes the “LSG” name and introduces a brighter, more modern visual identity that reflects the company’s U.S. heritage dating back to 1942 while positioning the business for future growth. The updated branding is already being introduced across the SkyChefs network, including its website, social media platforms, catering trucks, ground support equipment, signage, and employee uniforms.

According to the company, the refreshed identity is centered around three core commitments: delivering operational reliability, creating memorable passenger dining experiences, and driving continuous innovation across its services.

“For nearly 85 years, the SkyChefs name has represented trust, credibility, and operational

excellence. This refreshed brand reflects the pride we take in our work and the people behind it, while reinforcing our commitment to deliver, delight, and innovate for our airline partners. Through every era of aviation, SkyChefs has played an important role in inflight dining by supporting airline partners, delivering millions of meals, and helping shape the passenger experience,” he said. “That history remains the foundation of who we are as we continue moving forward.” said Erik Olund, Chief Executive Officer of SkyChefs.

The updated brand introduces a new color palette inspired by aviation and classic American design. Heritage Red reflects the company’s legacy and resilience, while Pride Red is intended to convey confidence and optimism. Standard Blue emphasizes trust and precision, and Clarity White represents openness and modernity.

“We have entered an exciting new era at SkyChefs, and we are looking ahead with confidence. While our brand has evolved, our focus on safety, quality, reliability, and our people remains unchanged.” Olund added.