

Austrian Airlines unveils refreshed brand identity ahead of 70th anniversary

The updated brand platforms, “Feels like Flying,” and the newly developed “Austrian Touch” design strategy are at the heart of the airline's transformation

Ahead of its 70th anniversary in 2027, Austrian Airlines is unveiling its refreshed brand identity, marking the next step in the evolution of the brand. At the heart of this transformation are the updated brand platforms, “Feels like Flying,” and the newly developed “Austrian Touch” design strategy.

[Austrian Airlines](#) is choosing to focus on human connection, ease, warmth and authentic Austrian hospitality, the national carrier said in its May 18 press release. The airline's ambition is to become the global benchmark for appreciative and relaxed travel experiences.

“Flying is far more than simply getting from A to B. Every flight marks the beginning of a personal story – a reunion, an adventure, or a new chapter in life. These are exactly the emotions we want our guests to experience even more strongly in the future,” said Ingrid Gogl, Senior Director Brand & Communication, Austrian Airlines.

Introducing a brand mindset

With “Feels like Flying,” Austrian Airlines is creating an emotional framework for its entire brand communication. The platform represents the sense of ease and appreciation passengers are intended to experience throughout the entire journey, from booking to arrival at their destination.

Rather than reinventing the brand entirely, the new positioning builds on Austrian Airlines' existent strengths while introducing a more modern and emotionally engaging identity. The airline's long-term ambition is to establish itself as an international “love brand.”

Latest design concept brings the “Austrian Touch” to life

At the same time, Austrian Airlines will gradually introduce its new “Austrian Touch” design strategy over the coming months leading up to the airline's 70th anniversary next year. The concept will shape the creative foundation for all brand experiences moving forward – from lounges and cabin interiors to new uniforms and onboard service elements.

The evolved design language combines Austrian Airlines' iconic red with additional accents such as deep burgundy and vibrant rosé tones, creating a modern and emotional brand world. Distinctive “hand-drawn lines,” inspired by airflow patterns, will appear across numerous touchpoints, including new amenity kits and the premium check-in area. A newly developed corporate typeface, “Austrian Sans,” will also become part of the refreshed visual identity.

Launch of the 360° campaign with “Austrian Original Stories”

The national 360° brand campaign launched on May 18 and includes TV, digital video, social media, out-of-home, digital out-of-home, numerous owned media channels and activations at Vienna International Airport.

“For the campaign launch, we are deliberately focusing on emotional storytelling. Our ‘Austrian Original Stories’ tell real stories from guests and employees – stories about special encounters, small

gestures, and touching moments of travel,” said Lisa Trillsam, Head of Brand Strategy & Design.

The launch film “OS 001” tells the story of a young girl flying alone with Austrian Airlines for the first time – accompanied by her favorite toy and many caring moments throughout her journey. Inspired by the real experience, the film marks the beginning of many more “Austrian Original Stories” to come.

With its updated brand identity, Austrian Airlines underlines its ambition not only to connect people, but also to make travel emotionally meaningful – through warmth, quality, and a uniquely Austrian sense of ease.