

Brussels Airlines launches new look, eyes Africa



Brussels Airlines aircraft will get a new look inside and out

Last week, [Brussels Airlines](#) launched a new brand identity and touted its ties to Africa and its role in serving the continent for the Lufthansa Group

Updated colors, a new logo and aircraft livery are the visual token of the airline's new chapter," said a release from Brussels Airlines. "stating its readiness for future challenges and reemphasizing the importance of the Belgian brand."

As a consequence of the COVID-19 crisis, Brussels Airlines accelerated and intensified in 2020 its transformation plans called Reboot Plus in a buildup and improvement phase. Brussels Airlines now turns its attention to strategic investments in an improved customer experience, new technologies, digitization and the development of its employees.

"We want to clearly mark the start of the new Brussels Airlines. For our customers, who deserve the best, but also for our employees, who are committed to the transformation that we're pushing forward and to which they contribute every day," said Peter Gerber, CEO of Brussels Airlines. "That is why today we present the visual translation of our new start. With this new brand identity, we are ready to show our customers, our employees, our partners and all other stakeholders that we are turning a page. As one of the four Lufthansa Group network airlines, we are building the way towards a promising future. We see this new brand identity as a symbol of confidence in our company - re-emphasizing our identity as Belgium's home carrier."

During the coronavirus crisis, the African network of Brussels Airlines remained an important market for the company, with the most stable flight offer. Also in the future, Brussels Airlines will continue to serve as the African connection center for the [Lufthansa Group](#) and continue to invest in the continent.

The first A330 aircraft - the aircraft type that Brussels Airlines operates to Africa - that will be painted in the new colors will be ready in May 2022. Other changes include new cabin interiors, digitized processes and fleet renewal with A320neos.

The new brand identity includes a new version of the Brussels Airlines signature red and blue colors, now a deeper red and a darker shade of blue. The dotted "b", which today adorns the tails of its fleet, makes way for nine dots of different sizes in the form of a square, to represent the diversity of its

customers, its destinations and its employees. No dot is alike. The updated logo also makes use of a new, more modern type font. The two words of the brand name are now stacked, with the word “brussels” gaining more importance with its larger size to emphasize the airline’s Belgian identity. The new aircraft livery, shows a zoom on the dotted logo on the tails, a fresh white body and a continuation of dots in different shades of blue and grey.

Next to the new visual identity, the new brand identity also translates into a new tagline: “You’re in good company.”