

Lufthansa Group launches updated brand identity



Lufthansa Group introduces updated brand identity with service offerings bundled under the Group brand, making them more clearly recognizable

The [Lufthansa Group](#) has introduced a new visual identity. According to its December 10 press release, the refreshed branding is designed to better highlight the Group's overall strength. For passengers, the change means that more services will now be presented under the unified Lufthansa Group brand, making them easier to recognize.

Dieter Vranckx, Chief Commercial Officer Lufthansa Group, said, "The Lufthansa Group is evolving from a group of airlines into an integrated airline group. The new brand identity is therefore more than just a redesign; it is a strategic milestone. In a challenging environment, this step creates a visual anchor of trust for our customers. A visual identity in aviation must do much more than just create an eye-catching appearance. It will reflect our strategic brand values and a promise we want to make to our passengers across all our brands. The new brand identity enables a holistic brand experience, provides orientation, and strengthens identification with the Lufthansa Group."

The updated brand identity is recognizable by crane logo, which will be used for the Group in the future without the surrounding circle. In addition, there is a new font and a color palette expanded by six new tones. The latter represents different heights from the ground to the sky to reflect the diversity of the Lufthansa Group. The airlines of the Lufthansa Group will keep their own brands under the umbrella of the strengthened group brand. The endorsement of "Member of Lufthansa Group," which will appear on all aircraft belonging to the Group's airlines, signals the unity of the individual airlines that operate under a brand name other than Lufthansa.

The addition was already introduced this year on digital boarding passes, websites and 160 aircraft of various Lufthansa Group airlines. Next year, the Lufthansa Group brand will also be visible at lounge entrances worldwide, as is already the case in Rome, Milan and Brussels. The “Member of Lufthansa Group” label will also be visible on materials at airports, such as baggage tags, and on board of aircraft.