

LanChile

The star of the Latin American skies

LanChile is one of the rare success stories in an industry plagued with structural challenges and constant restructuring. Not content with their financial and operational success, the airline's future goal is to become Latin America's leading regional carrier and one of the world's ten best airlines.



LanChile's identity, created by FutureBrand in the late 90's, had been very successful in establishing a world-class image for the airline and was later extended to their other operational brands: LanPeru, Lan Ecuador, LanDominicana, LanExpress and LanCargo. In addition to increasing their footprint in the region and joining the **oneworld** alliance, the airline has been focused on the consistent delivery of superior service on the ground and in the air.

In 2003, management challenged FutureBrand to create a new regional brand that would signal the airline's achievements and aspirations. The recommendation was to launch a network brand, LAN, which stands for Latinamerican Airline Network. In terms of visual identity, the distinctive southern star symbol has been restaged to become the central icon of the system. The new aircraft livery proudly showcases the star on the tail and a sweeping curve over the fuselage visually connects it to the bold LAN logotype at the front. The new identity will also be featured across all passenger items and corporate communications. The new tag line, "**a marvel in flight,**" builds upon the airline's core positioning attributes of reliability and enchantment.

Date: 2004



FutureBrand

