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# A Comparative Study Concerning Airlines Logos

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**Abstract**

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## 1. Introduction

## 2.The Logo: Its Attributes, Functions and Typology

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## 3.The Essential Principles for Designing Logos

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## 4.The Research Study




**Figure 1. Thirty-two design symbols captured from airlines complex logos. (a) Singapore Airlines. (b) Carribbean Airlines. (c) Surinam Airways. (d) Aero Condor (condor). (e) Avianca. (f) Aerolineas Argentinas.**

**(g) Wideroe. (h) Turkish Airlines. (i) Macedonian Airlines. (j) Montenegro Airlines. (k) Austrian. (l) Condor. (m) Lufthansa (flying crane). (n) German wings. (o) Air One. (p) Air Madagascar. (r) Air Mauritius. (s) Air Zimbabwe. (t) Nigerian Arik Air. (q) Kuwait Airways. (u) Gulf Air (hawk). (v) Air India (red flying swan with the wheel of Konark sun temple painted in orange). (w) Sri Lankan Airlines (stylised, colourful peacock). (x) Ariana Afghan Airlines. (y) Air China (phoenix). (z) Malaysia Airlines. (a1) Garuda Indonesia. (b1). Japan Airlines (a crane with extended wings). (c1) Air Uganda (red-crested crane). (d1) Air Algerie. (e1) Romanian Air Transport (tarom). (f1) American Airlines.**

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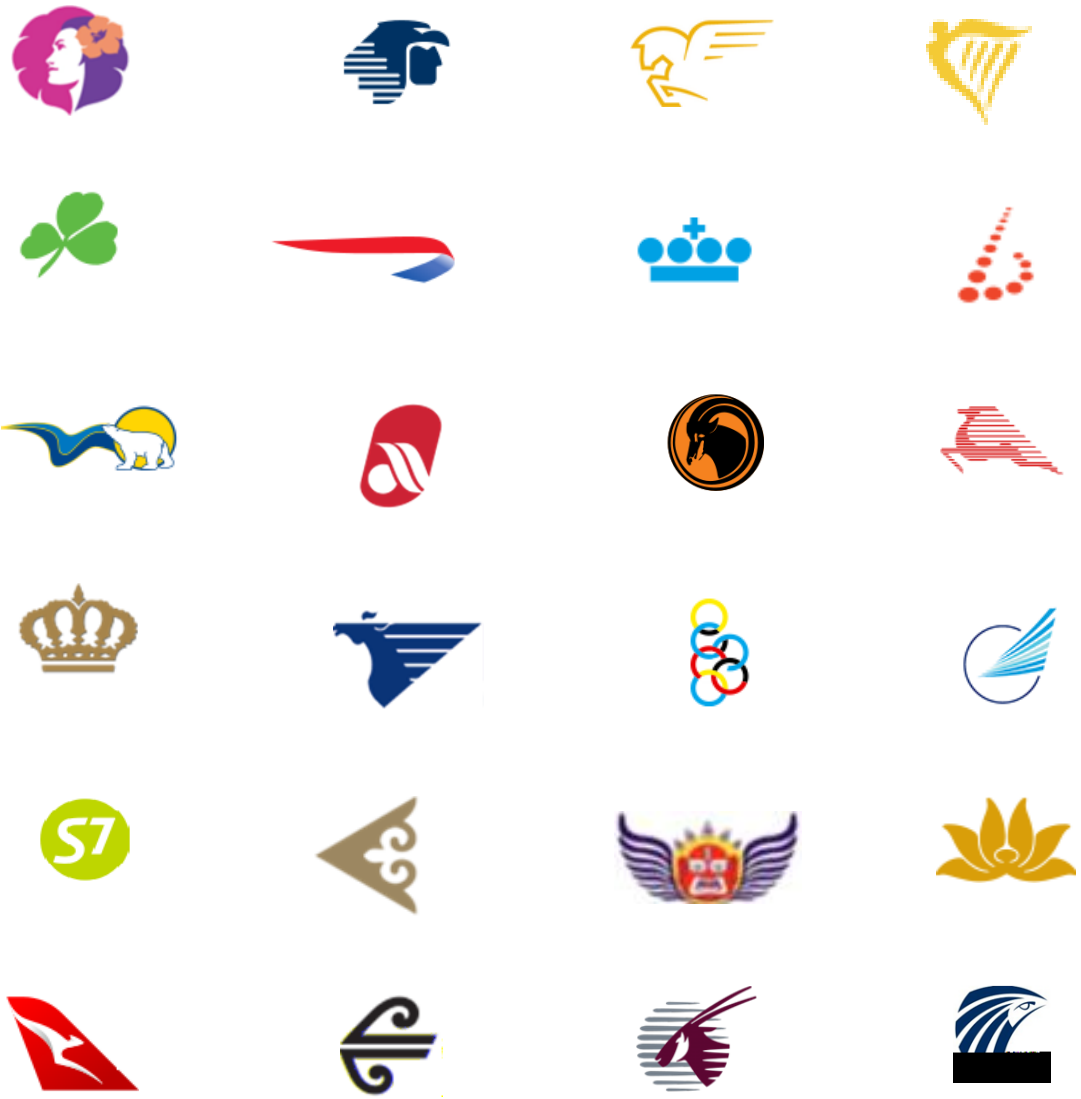




**Figure 2. Some interesting symbols and their meanings. (a) Hawaiian Airlines (island girl, called flower of the sky). (b) AeroMexico (the head of an Aztec eagle warrior). (c) Air Iceland (flying horse). (d) Ryanair (combination of an angel and a harp). (e) Aer Lingus (shamrock). (f) British Airlines (red and blue coloured ribbon). (g) KLM (blue crown). (h) Brussels airlines (signage for a take-off area). (i) Canadian North (bear, midnight sun, 'the lights of North'). (j) airberlin. (k) TAAG (giant sable antelope). (l) Tunisair (dama gazelle). (m) Royal Jordanian (crown). (n) Mongolian Airlines (a flying horse). (o) Olimpic Airlines. (p) Azerbaijan Airlines. (r) S7 Airlines. (s) Air Astana. (t) Nepal Airlines (the Hindu god of sky protection). (u) Vietnam Airlines (a water lily). (v) Qantas (kangaroo). (w) Air New Zealand (Maori symbol). (x) Qatar Airways (oryx-national animal of Qatar). (y) EgyptAir (the head of Horus, the god of sun). (z) Air Canada (maple leaf). (a1) THAI (magnolia blossom). (b1) Ethiopian. (c1) DragonAir (red dragon). (d1) SWISS (a white cross). (e1) Iberia. (f1) Delta (a 3D illusion for a triangle). (g1). Southwest (heart).**




**Figure 3. A few examples of airline logotypes**






**Figure 4. A few examples of airline logos**

## 5.Conclusions

## References

*Design de logo*

*Design de limbaj grafic-vizual*

*The complete book of flight*