

Austrian Airlines Presents New Boarding Pass

- **Improved readability for passengers**
- **Optimized for digital applications**
- **Adapted to reflect the new Austrian Airlines branding**

Austrian Airlines announced a modernization of its brand identity in the middle of 2018. The underlying objective was to make the Austrian Airlines brand fit for the future. The new brand is already incorporated in the logo, aircraft livery and signage at the airports, and should be gradually extended to encompass all communication channels of the Austrian flag carrier. Now customers will also get their mobile boarding passes in the new design after checking in online.

Austria's home carrier started presenting its mobile boarding pass, home printed boarding pass, App boarding pass and the related Apple Wallet version in the new brand design on May 16, 2019. In the context of the relaunch project, all design elements were adapted to today's needs in cooperation with the Viennese branding agency "brainds", which is responsible for the new integrated brand presence of Austrian Airlines. The customer is at the heart of the changeover. For this reason, the new boarding pass has a clear structure and an improved readability. Important information such as the boarding time, seat number and departure gate are now much larger and more visible to passengers. Passengers are able to identify their travel class by the color used on the approximately 500,000 mobile boarding passes issued each month. Economy and Premium Economy are red, whereas the color on the Business Class boarding pass is dark blue.

"In line with our philosophy, the design should support functionality and at the same time strengthen the presence of the Austrian Airlines brand. We left nothing to chance in the design, and particularly focused on clarity, usability and simplicity", says Amir Aghamiri, Austrian Airlines Head of Brand Management & Uniform Services, in describing the priorities of the rebranding drive.

As a next step, Austrian Airlines plans to present its entire inflight entertainment as well as the WLAN portal "FlyNet" and the Jetshop Website, where passengers can buy branded merchandise, in the new design.

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Austrian Airlines

Austrian Airlines is Austria's leading airline. The once state-owned and still convincing red-white-red airline operates a route network of around 130 destinations. Thanks to its favourable geographical location and Austrian history as a melting pot of the former crown lands, its home airport Vienna Schwechat is still a hub between East and West today. About 120 of the 360 daily flights lead to Central and Eastern Europe. "AUA", as it is often abbreviated in Austria, transports around 14 million passengers a year and employs 7,000 staff from 58 nations. AUA has been part of the Lufthansa Group since 2009. Austrian Airlines is also a member of the Star Alliance, the first global alliance of international airlines. Austrian Airlines has been in the black since 2012. It celebrated its 60th anniversary in 2018.

Here you can find pretty nice photos of AUA and its charming crew: <https://www.flickr.com/photos/austrianairlinespress/albums>

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