LATAM UNVEILS COMPREHENSIVE REBRANDING WITH GLOBAL FOCUS

News / Airlines

After revealing its new joint brand logo last year, LATAM has followed through with a comprehensive rebranding of customer touch-points from the ground up.

The new branding will be incorporated in service counters and airline lounges, aircraft liveries, new crew uniforms, membership loyalty cards, and digital touch-points including the airline's website, apps, and in-flight entertainment systems.

"In the coming days, aircraft with the new LATAM image will take to the skies, representing an historic milestone for the leading airline group in Latin America,"said Enrique Cueto, CEO of LATAM Airlines Group. "It will be a gradual change with the principal objective of simplifying and improving the travel experience of our passengers."

Interbrand, responsible for developing the new LATAM brand image portfolio has described the lines of the new logo as inspired by the region's geography and the "dynamism of Latin America," but "not really concerned with a literal representation."

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The new brand also incorporates visual and aural representations of the LATAM ethos, including LATAM Sans original typography, the work of typographer Daniel Sabino; a new photographic style and corporate image bank produced by photographer Claudio Edinger; and a sound branding project developed in collaboration with B Sound Thinking.

The indigo used in the new brand image derives from a blend of the airline's previous flagship colors: TAM's red and LAN's blue.

"This has been a process full of challenges and paradigm-breaking," said Daniella Bianchi, managing director at Interbrand São Paulo. "Starting with the commitment to take dreams and people always further and to bring the best of Latin America to the world, we have worked for the last two years on an intense implementation process that comes to light as of today."

The coming together of the two distinct airlines from different nations, speaking different languages has been a delicate process of coordination since the founding of LATAM Group in 2012. LATAM has consolidated operations in seven domestic markets, regional networks within South America, and international passenger and cargo services.

LATAM has also renewed its fleet with state-of-the-art aircraft, adding both Boeing 787 Dreamliner and Airbus A350, in fact becoming the first airline in the Americas to take delivery of an A350-900XWB aircraft.

The airline's aircraft interiors have also benefited from an update, with new designs and onboard services, and the introduction of three service classes: Premium Business, Premium Economy, and Economy.

Technology upgrades have included the launch of new LATAM Entertainment wireless streaming of films, series, children's programming and flight map direct to passenger devices.

Pilots and crew were issued more than 3,000 tablets for paperless flight operations and on-board services enhancements.

The process of LATAM's renewal and repositioning is ongoing.

"We will continue to optimize the most extensive route network in Latin America, the most modern fleet in the region and invest in digital solutions to offer our passengers a more personalized travel experience," Cueto said.

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