

Narita Airport Unveiled a New Brand Logo!



- Trademark pending -

The Narita Airport brand logo has undergone a complete makeover to appeal strongly to the growing number of foreign visitors and transit passengers from across the globe. The new logo aims to emphasize Narita Airport's continued commitment to growth and development in its role as the gateway connecting Japan and the world by pursuing to become an airport of world's highest standards acknowledged as offering the finest level services.

The logo will be introduced gradually, starting with the Narita International Airport official website which features a new design released today. From 1 January next year, it will also be incorporated on the lapel pins worn by NAA Group staff.



Lapel pin



"Connect" – The Underlying Message in Narita Airport's New Brand Logo

The word "connect" incorporates a variety of meanings to us at Narita Airport in addition to expressing its functionality as an aviation network hub connecting Japan and the world.

In support of promoting interaction of people and diverse cultures around the world and contributing to the advancement of the global economy and culture:

- We connect Japan and cities across the world as the gateway.
- We connect the Tokyo Capital Area and cities throughout Japan as a key airport.
- With that, we link Japan and the world, its cities, people, goods and thoughts.
- In pursuing the safety, confidence and satisfaction of its users and offering services that exceed expectations, we bridge the aspirations and pride of the local communities residents and the airport staff who underpin the country's gateway functionality in the drive to achieve co-existence and co-prosperity with the local communities.



As a connecting point in the vast and boundless skies, we will steadily and surely achieve each of these aims and, with a view to passing on the benefits to future generations, fulfill its role as one of the major international hub airport and receive affection from all its stakeholders.



Design Concept

The logo comprises three sweeping, dynamic lines drawn in a traditional color of indigo to represent Japan, blue to represent the sky, and light blue to represent planet Earth. The three are drawn together in a braid that resembles a traditional Japanese *kumihimo* cord to signify our steady progress one step at a time from the past to the present and from the present to the future.

At the same time, the colors represent flight paths: blue for departing flights, light blue for arriving flights and indigo for transit flights. These symbolize Narita's most important roles and responsibilities as an international hub airport.

The indigo line is also subtly designed in the shape of the letter "N" in the word, Narita.



Design Concept Diagram

