



JET AVIATION INTRODUCES NEW LOGO AND BRANDING TO COMMEMORATE ITS 50TH ANNIVERSARY

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Jet Aviation unveils a new corporate logo and branding initiative as part of the company's 50th jubilee anniversary celebrations next year. The new corporate logo retains the color elements of the company's current mark, while introducing a more modern design. The branding initiative also features a stand-alone emblem that replaces the deer-head symbol. Amongst other celebratory activities planned to commemorate 50 years of successful business aviation service provision next year, Jet Aviation will launch a new company logo and corporate emblem on January 1, 2017. The company has also designed a 50th anniversary logo that will be featured in all communications throughout the company's anniversary year.



The new corporate branding initiative demonstrates the innovative culture that defines Jet Aviation and signals the company's readiness to embrace the future. At the same time, design elements are retained in the new corporate logo and brand identity to honor Jet Aviation's half-century legacy. One of the most notable changes in the branding initiative is the deer-head symbol giving way to a stand-alone monogram with the word "JET" inscribed.

"Jet Aviation has steadfastly built up its service and network capabilities over the course of its 50-year-long history, and we have developed a reputation for excellence," said Heinz Aebi, senior vice president of Group Marketing and Communications. "We wanted the new logo and branding initiative to visually reflect the strength and stability of our trusted brand name as we turn to face and welcome future opportunities."





Jet Aviation Group President Rob Smith said he's delighted to be part of Jet Aviation's 50-year anniversary celebrations. "Milestones such as this provide an excellent opportunity to reflect on the past as we look to the future. We wanted to do something special in honor of the occasion and I believe our new branding initiative really makes a statement. As we continue to grow and expand our capabilities, it's important for our customers to recognize the strength and consistency of our standards, culture and service philosophy no matter where we are. I'm very proud to represent the employees of Jet Aviation, and I look forward to building upon the traditions of quality, service and continuous improvement that make Jet such a great company."

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