



MEA Airlines

Identity Design Proposal

Innovation

For Seventy three years, MEA has been constantly changing their quality of service and always maintaining high quality standards. MEA travels all over the Middle East, Europe, and America.



**Middle East Airlines Currently
flies to over 55 destinations all
over the world.**

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Black and White Logotype

The company logo was inspired by keeping elements of Lebanon which is the Cedar tree and the use of red,green, and white from the flag. The new combination resulted in a mark that is structured, clean and Fresh.



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Symbol Only

A symbol was designed for MEA to be used on promotional items, social media, and potentially on mobile device.



Stationery

The MEA's Stationery application reflects clarity and company freshness yet still having structure. WE are able to see that through the structured and clean system.

The Logotype is always set on the left side aligning with the adress and letter.





Mea.com.lb

Middle East Airlines

Rafiq Hariri International
Airport Blvd, Beirut,
1107, Lebanon

404.253.3329 O
404.253.3300 F

Feb 12 , 2019

Dennis Muilenburg
CEO of Boeing

The Boeing Company
100 North Riverside
Chicago, Illinois 60606

Dear Mr. Muilenburg,
We are writing to announce exciting news that will benefit both companies
tremendously. Recently, MEA Airlines recently has expanded it's
destinations making customers able to fly all around the world.

With this announcement, we take the time to introduce to you the new
MEA brand identity, a fresh luxurious new start for a company that is
known for it's high level of servicess. We approached a more modern yet
still remaining elements from the heritage and culture of Lebanon.

This identity will be launched on March 2019 along with a series of changes in
the design of our company. We at MEA appreciate your service and thank you.

Sincerely,

Mohammed El-Hout
Chairman of MEA



Middle East Airlines

1600 Peachtree Street
Suite 5000
Atlanta, GA 30309

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Chairman of MEA
Middle East Airlines
Rafiq Hariri International Airport
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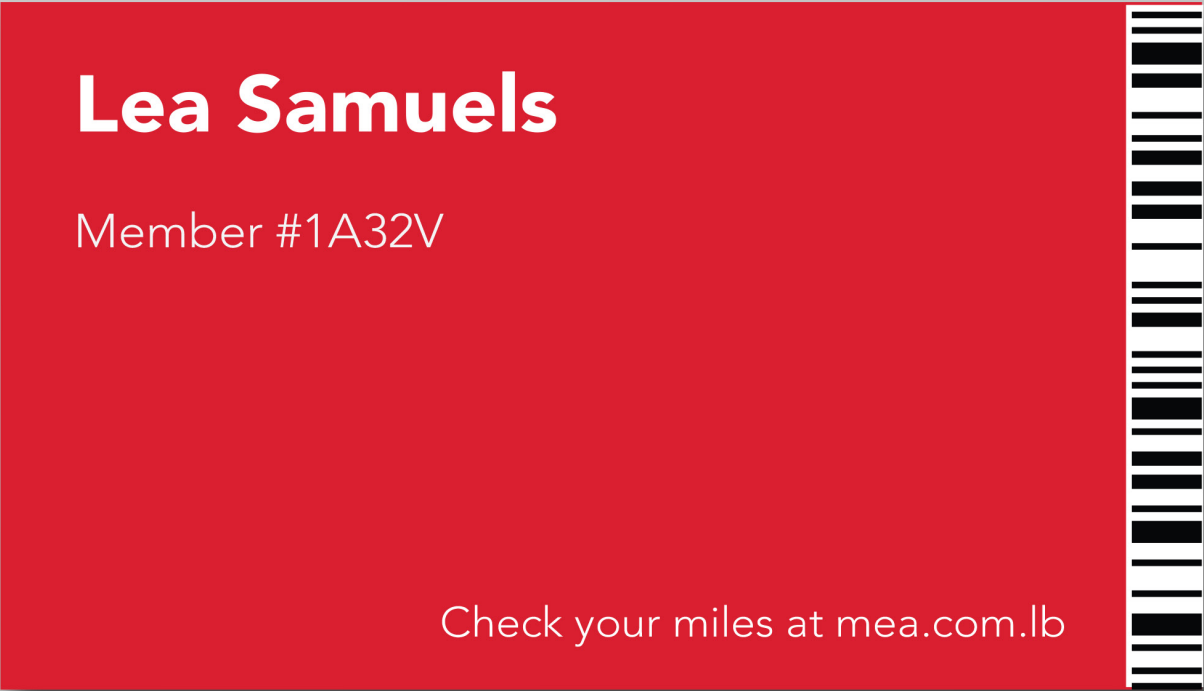
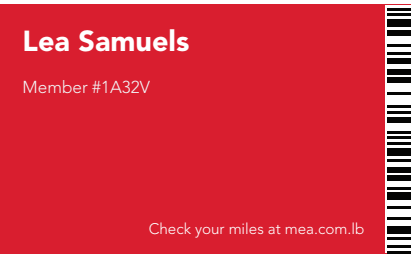
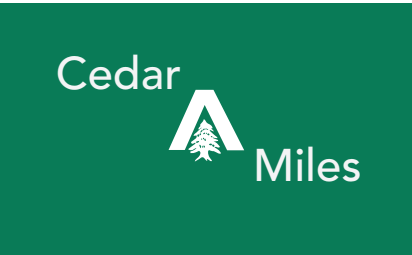




The mission of Middle East Airlines is to properly operate and maintain the facilities of Rafic Hariri International Airport located in Beirut according to international quality standards.

Loyalty Program

The loyalty program uses the symbol only to show a clean and comprehensive loyalty program where the passenger can easily use their benefits whether its from purchasing ticket through miles, going into the lounge or collecting points. The new combination resulted in a mark that is simple, young, fresh and effective.



Boarding Ticket

The boarding ticket is intelligently organized to make the travel easier for the passenger. The events are shown in categories such as class, departure from, flight number, gate number, seat, arrival to, date and boarding time. With its new design, the boarding pass successfully translates clarity and efficiency.



Travel Necessities

The travel neccessities was created to make sure it assists all the passenger’s needs. MEA provides in each inter-national flights a travel kit where the passenger can find toothpaste, toothbrush, hand lotion, eye mask, headset, and flip flops.





Staff Uniform

Staff uniform was designed for the staff that are working in the airport and in the duty free. it is designed using the green color from the flag and the mark on the side of the shirt to keep the consistency.





In 2011, Middle East Airlines changed its frequent-flyer program to a 4-tier-program respectively in preparation for joining the SkyTeam airline alliance.

Crew Uniform

MEA’s crew uniform was inspired by the colors of the flag. All uniforms are dark green followed by a touch of red. Sophistication and cleanliness are the key elements that the passengers perceive from the crew.



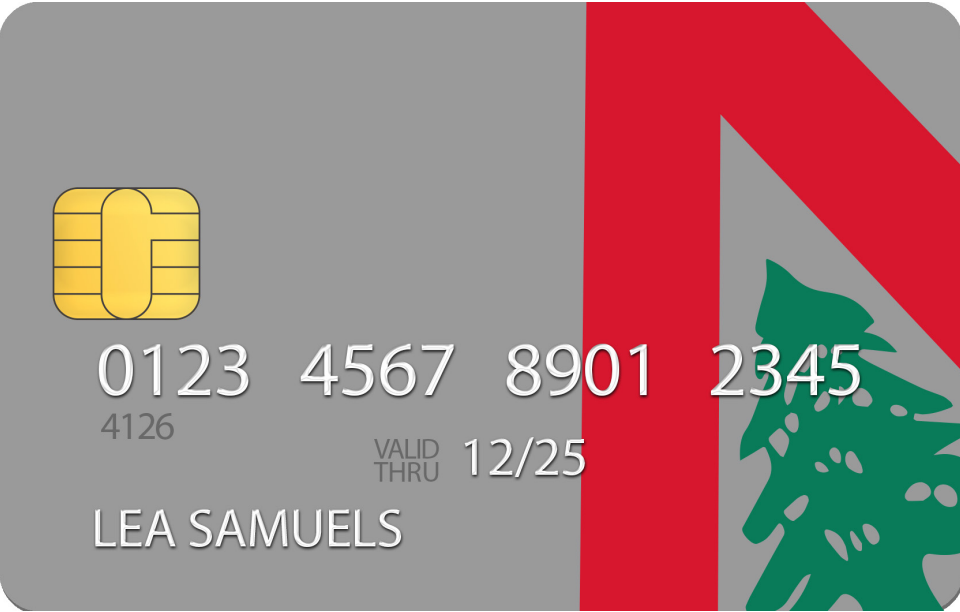
Corporate Offices

The redesign of the interiors communicates grace and style while giving to the MEA family comfortable enviroment. We are able to see that through the use of the reversiable mark on the red wall.



Credit Card

The Airline Credit Card can be used to purchase good and services from MEA Airlines and the Duty Free. The passenger gets bonus miles for every purchase made.





71
Puerto Rico
69-70
Puerto Rico
68
Puerto Rico
67
Puerto Rico

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Airport Interior

The airport interior where MEA's waiting departure arec and walking area towards gates and escalator area.



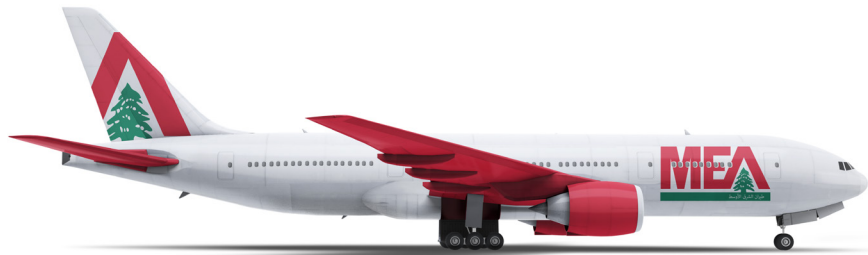
Airplane Design

MEA's airplane design showcases the mark in an elegant and structured way. The MEA airlines planes are easily identified by the mark and color choice shown for the reversible as well. Clarity and freshness are shown with a clean look showcasing the logotype as the main graphic component of the airplane.



Airplane Design In Arabic

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Transportation

Transportation such as buses are used to take passengers to the plane and from the plane to the airport. MEA's transportation design showcases the mark as the center of the bus to keep the passenger continuously in touch with the brand even when they are outside of the plane.





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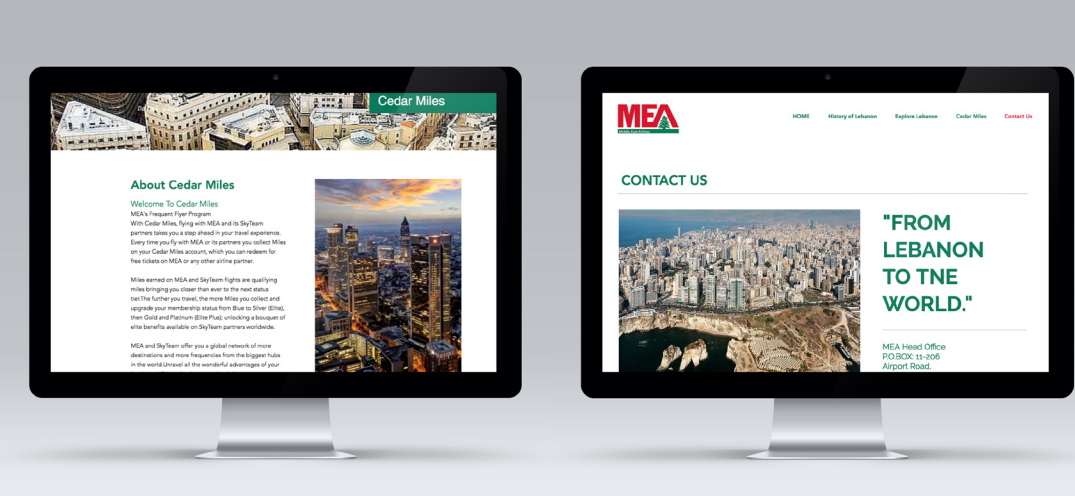
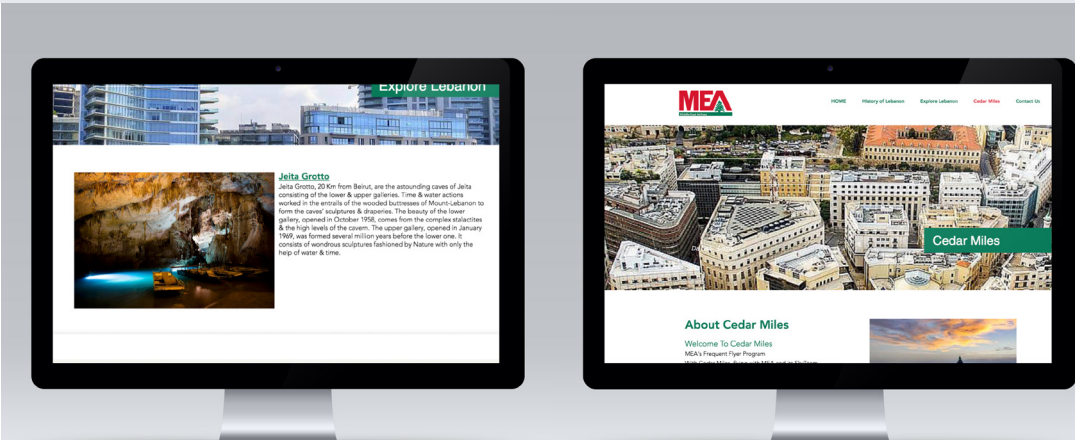
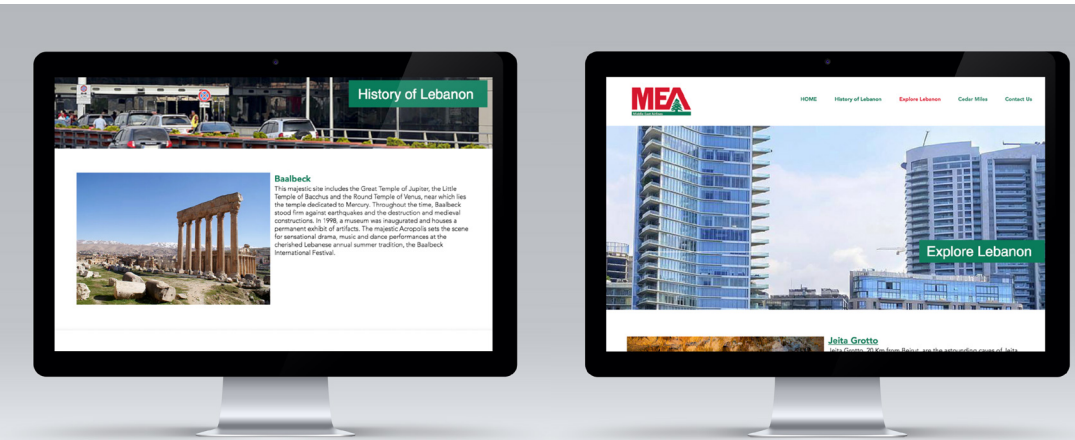
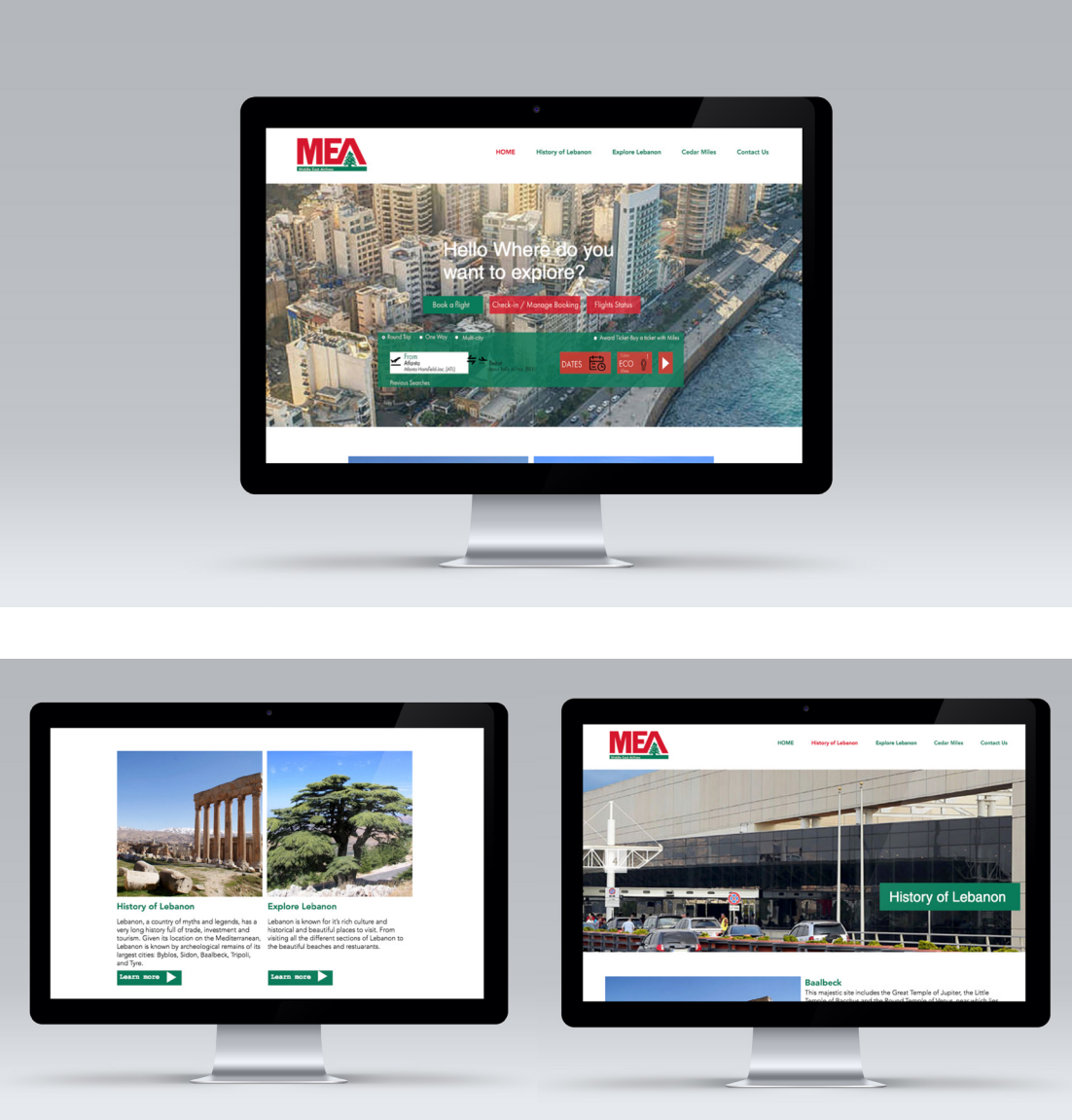
Social Media

Social media for MEA is important to keep frequent flyers and passengers up to date with the promotions, featured destinations and related news which promotes the brand.



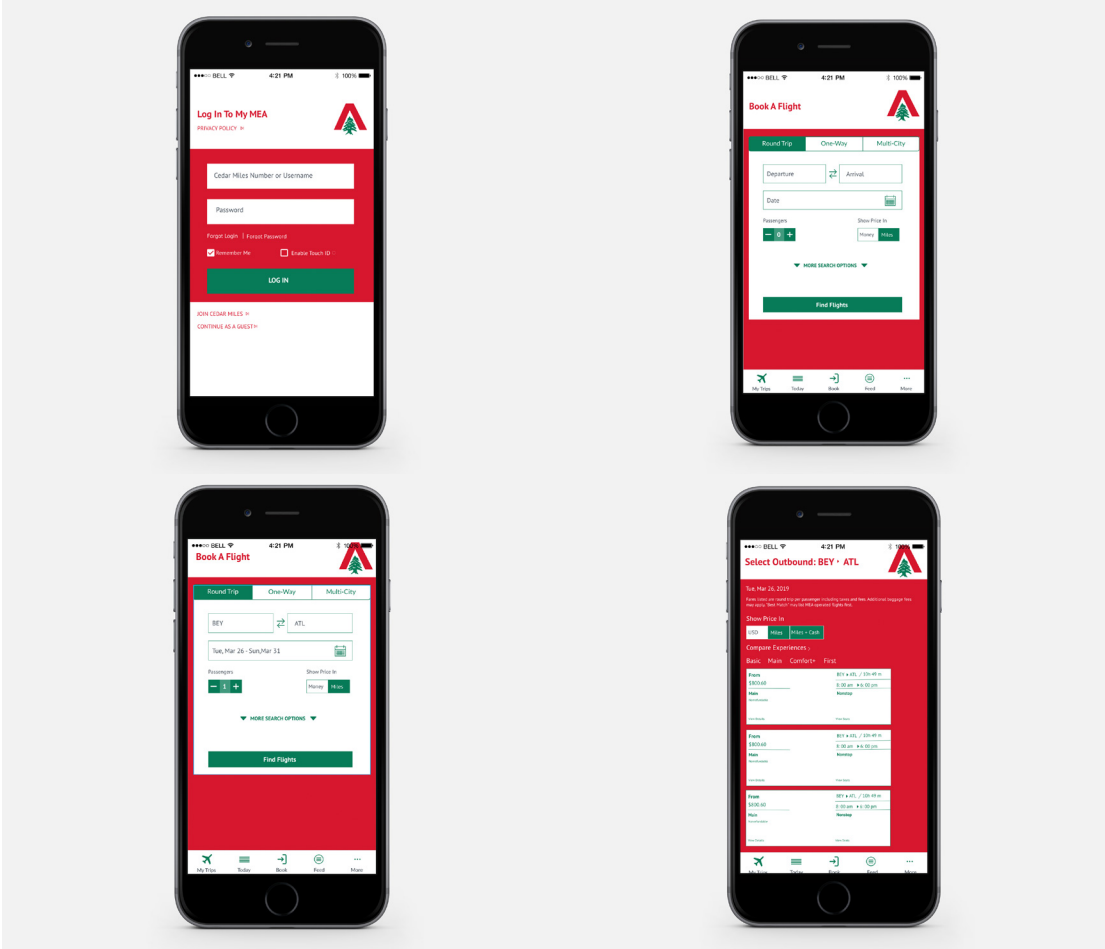
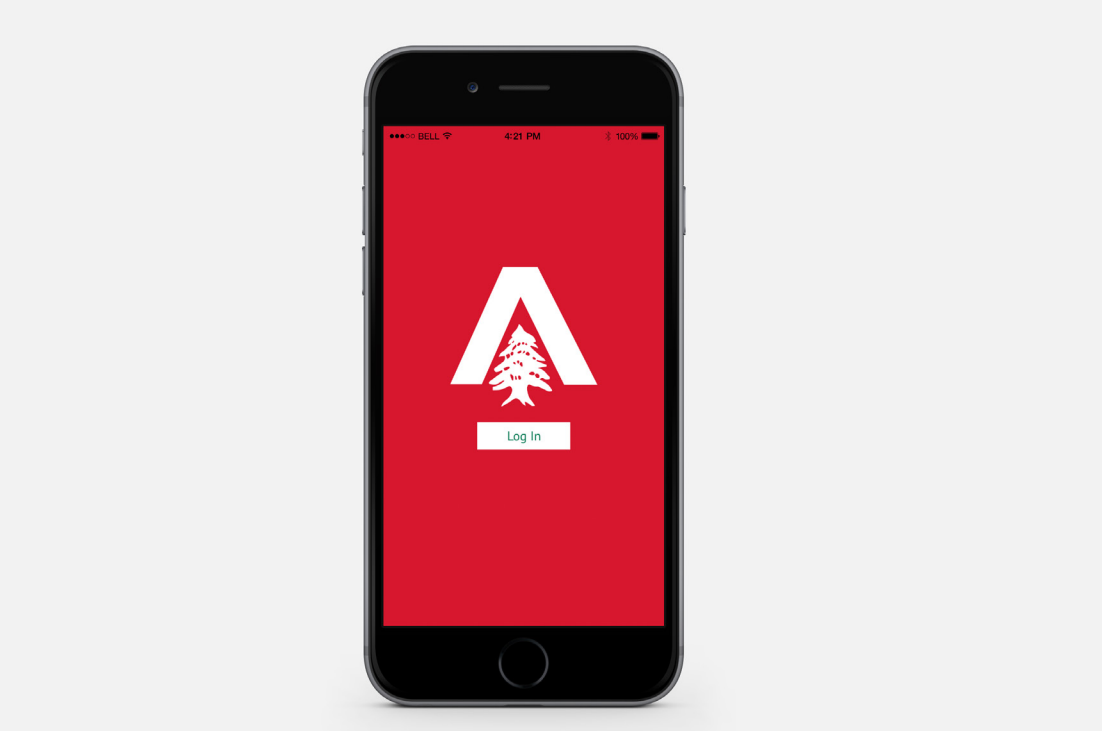
Website

The website was designed for clarity and practicality. A passenger will easily be able to navigate through MEA's website. Through the website, the passenger will be able to know more about the history and places to visit in Lebanon and also book their destinations. They can also learn about flight status, MEA's services such as on board dining and accessibility, as well as reaching customer services before buying a ticket.



Application Design

The application was designed for clarity and practicality.A passenger will easily be able to navigate through MEA;s application.Through the application, the passenger will be able to book their ticket,check in and many more.



Disclamer

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Lynnmaarouf.com
