

easyJet

For my assignment I choose EasJet airline logo. Tempting airline prices but bad service are experience of many. I feel like it is a time for the brand to choose a new strategy. Orange colour is a warm colour, it means spontaneily and energy, it is optimistic and uplifting and that was probably the reason why the brand chose it in the first place. The problem is that it is also associated with cheap (which was what EasyJet probably wanted as well). I feel like people love it or hate it, there is nothing in the middle.

My suggestion is rebrandind esayJet by only changing the main colour to blue. The blue color communicates significance, importance, and confidence without creating somber or sinister feelings. This is where the corporate blue power suit and the blue uniforms of police officers and firefighter came from. Considered a highly corporate color, blue is often associated with intelligence, stability, unity, and conservatism. Blue also represents meanings of depth, trust, loyalty, sincerity, wisdom, confidence, stability, faith, heaven - sky, and intelligence.

New colours would mean for the brand new beginning. It would show the clients – passangers that EasyJet can be trusted and can be safe in this uncertain times.

