



Delta Brand Fact Sheet 2007

Updated Corporate Brand

- Delta unveiled its updated brand and aircraft livery on April 30, 2007 in conjunction with its emergence from Chapter 11 restructuring. The new brand honors Delta's heritage, while at the same time reflecting a modern look for an airline that is focused on the overall customer experience.
- Delta's updated brand is the culmination of months of research from employees and customers.
- The previous "flowing fabric" design required eight different colors (four shades of blue, two shades of red, one white and a clear coat), whereas the new livery requires only four.
- To paint Delta's first B-757 in the updated livery took 54 gallons of paint.
- There is less paint layering on the new livery, which saves on weight and cuts down on erosion on the tail.
- The new livery saves Delta at least a day in the paint cycle. The new design reduces by 20 percent the man-hours and out-of-service time required to paint Delta aircraft.
- With the advent of next-generation non-metal, composite aircraft, Delta needed a livery solution that covered the belly of the fuselage, which is currently polished. Painting the belly of a Boeing 777 adds about 177 lbs., or the equivalent of one passenger. NOTE: Delta has made no decisions regarding future aircraft purchases.
- Delta expects to update signage in all its airport locations by the end of 2007 and to accelerate its paint schedule to complete the repainting of its entire fleet within four years.

Brand History

- In 78 years, Delta has had 19 logos. A "delta-shaped" triangle was incorporated in all of them except the "Flying D" logos from 1945-1959. Early logos also featured the Norse god Thor and the Roman god Mercury.
- Past livery designs have included black, orange and grey but have been predominantly blue and red over the years. White didn't appear until 1953 but has been the dominant color ever since.
- The first red, white and navy blue triangle emblem was introduced in 1959, when Delta entered the jet era with the introduction of the DC-8. Its shape resembles the swept wing appearance of a jet seen overhead.
- The longest duration of any livery was 30 years, which was introduced in 1967.
- Delta's many memorable slogans have evolved with the company throughout its 78 years. From "Airline of the South" to "The Air Line with the Big Jets," "We Love To Fly, And It Shows," and "Good Goes Around," Delta's voice has grown more confident and global as it has continued to expand its routes and enhance its customer service offerings.
- During March 2000, Delta's mark for half a century was given a modern touch. The widget's traditional angle at the top of the red triangular base was replaced with a curved line.



- Based on employee feedback from road shows with CEO Jerry Grinstein, as well as nostalgia surrounding the 75th anniversary, Delta replaced the softer widget with the traditional heritage design on July 29, 2004.

###

For more information, contact Delta Air Lines Media Relations at 404-715-2554