

Client:

Atlas Air

Golden, Colorado

Objective:

Create and maintain
the corporate brand for
a start-up airline.

Atlas Air was created as
a solution for airlines to
expand their air freight

capacity. By outsourcing

The demand for air
to Atlas Air's fleet of 747s,
freight capacity is
the airlines avoid steep costs
expected to triple in
associated with expanding
the next twenty years.
their own fleets. As a new

company, Atlas Air needed to
demonstrate a solid presence
as a viable partner for major
international airlines.

Monigle Associates

crafted the Atlas Air name and visual identity to reinforce a core positioning strategy as the strong long term partner supporting airlines' global freight operations. In addition to providing a legally protectable name with positive connotations across cultures, the mythological Atlas

provides an ideal metaphor for their corporate business strategy. The corporate identity was translated across all applications, including

aircraft fleet, print system, capabilities brochures, trade show exhibits, promotional items and advertising.

Within its first five years of operation, Atlas Air has risen to become the world's third largest carrier of air freight.

This solid transportation brand has positioned Atlas Air as a true international carrier poised for future growth.



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