



01. Logo



02. Packaging



03. Airplane

Velvet Airlines TOTAL CONSUMER EXPERIENCE - 2008

The logo of Velvet Airlines has been inspired by the elegant flying movement of the birds.

Dot Kite | Lab is responsible for the Brand Strategy and Development.

Dot Kite | Lab proposed an innovative, high class, stylish brand identity that has never been used within the aviation industry till today. Velvet Airlines is a new passenger carrier that does not only want to offer a high quality service on the skies but to offer a whole new experience.

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Dot Kite - Lab offers professional design services in many different areas, from furniture to consumer electronics, from packaging solutions to graphics, and design identity/branding programs.

Through our high design process, deep understanding of people, culture and societies we are able to deliver appropriate solutions to improve peoples lives and deliver new design value for companies.

For further informations or to arrange interviews, please visit: www.dotkitelab.eu

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