

Lounge

WHAT HAS HAPPENED TO THE “FRIED EGG”?

After 30 years, Lufthansa has taken on a new look. The most marked change: the yellow circle on the tail fin – which was sometimes likened to a fried egg – has disappeared, and the crane symbol now appears on a darker blue background.

Boeing 747-8 (2018)



Boeing 747-400 (1989)



1,100 liters

of paint are needed to paint a Boeing 747-8.

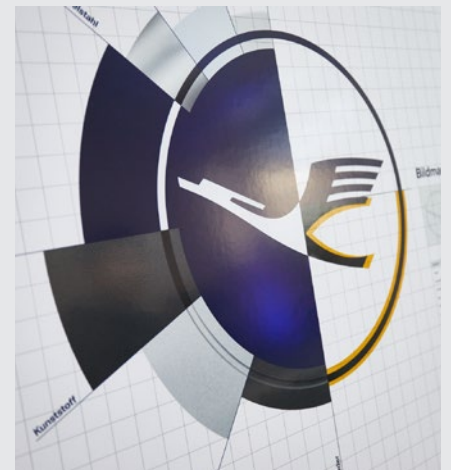
7 years

is the time span it will take until all the aircraft in the Lufthansa fleet are flying in the new design.



52 versions

of the letter “a” were tried out before the final version was decided upon.



Color scheme

The blue/yellow color combination will remain in use. However, the use of these primary colors has been redefined – the blue is a little darker, more high-class, and will become the leading brand color. The yellow will be reduced in quantity but, in terms of quality, it is being upgraded and can therefore serve to a greater extent as a means of orientation – whether it is used at the airport or in the aircraft itself.

100 years of the crane symbol

In 1918, the graphic designer and architect Otto Firlé designed a stylised bird for the “Deutsche Luft-Reederei”, a predecessor airline of Luft Hansa. Over the past 100 years, the crane has become the unmistakable symbol of the Lufthansa brand – and Germany’s ambassador across the whole world.