



# Airline Visual Identity 1945-1975

*M. C. Huhne*

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**A super stylish journey: The ultimate sourcebook for the best airline graphic design**

This edition rounds up the most imaginative, influential and surprising designs of the airlines' commercial art from the "golden age of flying." It provides an unprecedented outline of the development of the visual identities of thirteen pioneering airlines, combining innovative research and stunning presentations of hundreds of spectacular aviation posters, other illustrations and photos.

Conceived by some of the world's top creative minds, such as Ivan Chermayeff, Otl Aicher, Massimo Vignelli, Academy Award winner Saul Bass, or advertising titan Mary Wells Lawrence, the designs found in the book's case studies also illustrate the shift from traditional methods of corporate design and advertising to comprehensive modern identity branding programs which took place in the same period.

The Standard Edition of the successful Premium Edition of *Airline Visual Identity 1945-1975* contains all of the information and almost all of the images, but in a leaner format and at a more affordable price. In its Premium Edition, the book has received glowing reviews in leading media around the world, including The New York Times, Newsweek, CNN, New Republic, Slate, Adweek, and dozens of others in the United States, France, Britain, Germany, China, Japan, Switzerland, Austria, Australia, Spain, Italy, Norway, etc.

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