

Evolving an icon Changes to Qantas' livery

Qantas Logotype

The new typeface for the word Qantas - which will measure 1.5 metres tall on larger aircraft - was handcrafted. Like the Kangaroo on the tail, it's more streamlined than before. The colour has changed to a lighter charcoal tone.

Spirit of Australia

This typeface has been refined and simplified, complementing other aspects of the new identity.

Flying Kangaroo Wingtips

The Qantas flying kangaroo has been added to the aircraft wingtips so they are visible to passengers inflight and will appear within photographs taken from the aircraft windows.

Qantas Flying Kangaroo

The Kangaroo itself has been simplified for a cleaner, more modern look. On the tail, it's been made more streamlined, with shading to give it a sense of depth and movement. The classic red and white tail colours remain unchanged.



Qantas Vintage Kangaroo

We've re-introduced the iconic 'winged Kangaroo' that featured on Qantas tails in the 1960s all the way through to the 1980s. It sits proudly underneath the cockpit's window, paying tribute to Qantas' rich history.

Flying Kangaroo

The red Qantas flying kangaroo has been added to the engines of most of the Qantas aircraft.

Qantas Logotype on Belly

The new logotype has been added to the belly for increased visibility when aircraft are flying overhead.

Silver Edge

A silver band has been added to the rear of the aircraft, flowing from the tail through to the rear of the fuselage. Offering a more premium feel, it also creates depth and contrast between the red tail and the rest of the aircraft.