

Spanish airline **Gestair** gets makeover from Twelve Stars

By Emma Germain

Spanish aviation company Gestair is relaunching its branding ahead of a global expansion drive, with a cohesive rethink by Twelve Stars.

The consultancy was hired to make its multitude of sub-brands work as one monolithic brand, encompassing all of its bespoke services.

'We are uniting the company under the name Gestair, previously the airline service's title,' says Twelve Stars chief executive Nicolas De Santis.

Twelve Stars is also creating the logo, website, interiors and uniforms for the company as part of the six-figure project. The colour scheme being used in the airline interiors and website is orange, cream, white and black.

Eight designers from Twelve Stars' London and Madrid offices, led by creative directors Egor Jovic and Juan Erquicia, developed the ideas.

The consultancy has created the tagline, The Sky In Your



Hands, to amalgamate Gestair's services, which include a pilot academy, a fleet of aircraft for private and commercial passengers, and cabin crew services for other airlines.

The logo uses the letter 'g', applied to the website, aircraft fuselages and interiors, and departure lounges.

The website, www.gestair.com, contains 'easy links to each sub-brand' – Gestair previously had seven websites.

'The site is designed to allow for the growth of the company and the addition of more

sub-brands,' says De Santis.

Twelve Stars has also developed an advertising campaign, and worked with Spanish fashion designer Elio Berhanyer to develop the uniforms.

Gestair appointed the consultancy last year after it took part in 'a five-way international pitch', according to De Santis.

De Santis was previously the marketing and sales director of Opodo, the travel portal for various European airlines.

He also project managed the rebranding and relaunch of British Airways in the 1980s.