



EADS READY FOR TAKE OFF

To mark its 10-year anniversary, EADS recognised a unique opportunity to unite its five divisions from a branding perspective, with the objective being to create a more cohesive impact in the marketplace. A new brand architecture was developed to enable a consistent look and feel across the organisation and a design system was created to showcase their newly integrated family of brands.

The new look and feel reflects EADS's brand values whilst also highlighting their diversity and stature in the aerospace and defence industry. The re-brand launched on 17/9/10 to widespread media coverage and is gradually being implemented globally across all marketing channels.