



NORTHWEST *Airlink*



*The Spirit of Partnership*

**T**he new Northwest Airlink identity successfully communicates a direct relationship with Northwest Airlines, emphasizing precision, technological strength and safety, and providing a distinctive profile which is uniquely our own.

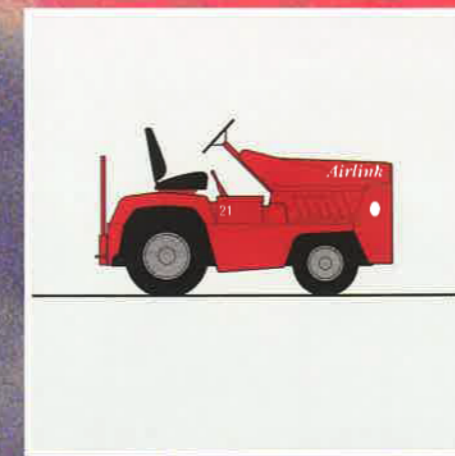
This streamlined and straightforward identity system offers a strong visual message which is memorable, friendly and inviting to our customers. The succinct relationship of color, logotype and symbol provides a compact and impactful statement which places emphasis on the Airlink name.

The new Airlink identity system is adapted and translated onto each and every environment or item the customer sees and carries. From baggage tags to marketing brochures and airport signage to ground vehicles, our identity is applied consistently and our signature is readily identifiable.



**O**ur new identity expresses the personality of a carrier dedicated to superior performance and excellence in service. The simple, clear and direct message is that there is a consistent level of quality our clients can depend upon and a commitment to achieving customer satisfaction.

The Northwest Airlink logotype is a natural extension of the Northwest Airlines signature. It provides a deliberate and unmistakable association between the two entities, expressing their collaboration and cooperation, their combined strength and capability.





Saab 340



**Fokker F.27 Friendship**

Our image maximizes the impact of Northwest Red and Northwest Gray by redefining the proportionate relationship of these colors applied consistently on a diverse group of aircraft fuselages. The use of the proprietary Northwest compass symbol on the tail of every aircraft punctuates the design scheme with a strong familial statement.



Jetstream 31



**Dornier 228**

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