

Saudia unveils new brand identity, livery

- A Monitor Desk Report

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Dhaka: Saudi Arabian Airlines (Saudia) unveiled its new visual identity on September 30, marking a significant milestone in its history.

The official presentation of Saudia's new identity took place at the airlines' headquarters and was attended by dignitaries, government and private sector officials, experts from the aviation and air transport industry as well as members of the media.

Additionally, Saudia launched groundbreaking developments in its guest services system and incorporated artificial intelligence (AI) into its operational processes.

The date chosen for the launch holds special significance as it commemorates the anniversary of the late King Abdulaziz's first flight aboard a "Saudi Arabian" DC-3 aircraft from Afif to Taif.

Saudia's new identity represents a stronger connection with the

Kingdom of Saudi Arabia, characterized by three distinct colors.



Green embodies the pride and honor of the national flag, as well as the generosity, culture, and hospitality of Saudi Arabia represented by the palm tree.

Blue symbolizes the Kingdom's seas and skies, drawing inspiration from them for future groundbreaking initiatives.

Read More: [Saudia inaugurating flights at Red Sea Int'l Airport in 2023](#)

Lastly, sandy brown signifies the richness and authenticity of the homeland, highlighting its deep-rooted heritage.

Director General of Saudia Group Ibrahim bin Abdulrahman Al-Omar, in

his address, emphasized that the airline is embarking on a new era and entering a distinctive phase.

He highlighted the humble beginnings of Saudia with a single aircraft and its subsequent growth to a fleet of over 140 planes, connecting regions within the Kingdom and serving more than 100 destinations across four continents.

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