Case study

BOEING EDGE

LET’S TALK

We’d love to help you achieve your goals.

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BOEING EDGE

Every Advantage Counts

When Boeing decided to reposition their commercial aviation services, our latest collaboration with the aviation giant began. The challenge was to create a service mark that was differentiating and unique and at the same time consistent with the Boeing One brand system we created in 2009.

A new concept in service

The new service’s mark unites Boeing’s complete offering—Material Services, Fleet Services, Flight Services and Information Services—under one name, reinforcing Boeing’s commitment to customer success.

The name, Boeing Edge, communicates the unique competitive advantages gained by working directly with an original equipment manufacturer. By combining their strengths, from the passion of their people to the unparalleled integration of their services, Boeing Edge differentiates the company and brings customers what no other single service company can deliver.

Defining the system

Methodologie crafted a brand system that visually represents the hard work Boeing’s services teams do every day to make their customers’ fleet, operations and businesses successful, flight after flight.

We designed a word mark that supports the integrity of the Boeing logo and leveraged the corporate palette to create a range of four primary colors unique to Boeing Edge. Black-and-white photography, including dramatic portraits of employees, is used to emphasize key messaging.

Our deliverables included website design templates, sales collateral, an iPad app, video, posters, T-shirts and other launch materials that supported the global introduction of Boeing Edge at the 2012 Singapore Air Show.

Designing AERO magazine

For more than six years, Methodologie has worked with Boeing to create the popular AERO magazine, as online and print versions, to distribute to Boeing Edge customers and prospects. It features clear, informative writing and dramatic original photography that showcases the beauty and elegance of the airplanes. AERO is a technical magazine with style, keeping customers and other audiences up to date in a way that is as engaging as it is informative.
Combining our strengths creates your advantage. That’s the Boeing Edge.

The award-winning AERO magazine is available in print and online. Dramatic photography and informative content engage and delight Boeing Edge customers and prospects.

Leveraging the brand system, Methodologie designed brochures and magazine inserts to support the Boeing Edge market introduction.

Large-scale posters supported the launch of the Boeing Edge offering internally and at global airshows.

The bold color palette allows each of the Boeing Edge services to be distinct while also unifying them as an integrated offering available only from Boeing.