

Malaysia Airlines' logo change part of strategy

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THE change in Malaysia Airlines' (MAS) logo was to present a modern and contemporary look for its new Airbus A380 fleet, Prime Minister Datuk Seri Najib Razak said yesterday.

In a written reply to Wee Choo Keong (Ind-Wangsa Maju), Najib said the colour of the logo was changed to blue to attract customers.

"Rebranding MAS products and services is an MAS Recovery Plan strategy to ensure the airline remains competitive in a tough market."

Najib, who is also finance minister, said in line with its strategy, MAS' board of directors had agreed on May 22 to introduce the new logo.

"The logo is also intended to commemorate the launch of the superjumbo aircraft, which started operations on July 1," he said, adding that other MAS planes would retain the old red and blue corporate logo.

Meanwhile, the Home Ministry yesterday denied that its enforcement officers resold seized firecrackers and fireworks to the public.

Its deputy minister, Datuk Abu Seman Yusop, said claims by members of the public that they obtained firecrackers from the Customs Department and the police's Anti-Smuggling Unit were not true.

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