



PRESS RELEASE

Noumea, July 3, 2026

AIRCALIN UNVEILS ITS NEW VISUAL IDENTITY

A stronger hibiscus, a bolder name and New Caledonia fully integrated into the brand, AIRCALIN today launches its new visual identity, reflecting a company in transformation and resolutely open to the world. The first A350-900 to join the fleet later this year will be the first aircraft to proudly carry this new graphic identity with a brand-new livery.

AN EVOLUTION, NOT A REVOLUTION

This rebrand reflects a clear ambition: to assert more powerfully what the airline truly is, a company deeply rooted in New Caledonia, uncompromising in its craft, and resolutely open to the world, as captured by its tagline "New Caledonia, it's in our nature." This new logo is not a break with the past; the fundamentals that make AIRCALIN unique are preserved and strengthened.

From



To



www.aircalin.com

Media Contact : presse@aircalin.nc





PRESS RELEASE

4 KEY CHANGES

A name that stands tall

AIRCALIN is now written in capital letters. This typographic choice reflects the image of a company that asserts its identity with clarity and confidence.

A cleaner, stronger hibiscus

AIRCALIN's emblematic flower remains at the heart of the identity, now with greater clarity. It gains a fifth petal, a meaningful symbolic gesture that strengthens its presence and distinctiveness. Its outline has been simplified and its pistil lightened for stronger instant recognition.

The territory fully part of the brand

"New Caledonia" is now fully integrated into the logotype. It is no longer a mere geographical descriptor or a route designation — AIRCALIN is an expression of New Caledonia itself.

Colours preserved

The blue of the lagoon, the red of the flora, the orange of the earth — our traditional colours endure and remain what sets us apart wherever we fly.

A REVEAL WORTHY OF THE AMBITION: THE A350-900

The new logo will make its debut on our fleet on the livery of our first A350-900, arriving in New Caledonia in December 2026. The new visual identity will then be rolled out progressively across all company touchpoints over the coming months: fleet, uniforms, agencies, digital channels and communication materials.

"This new logo embodies who we are and where we are headed: a deeply Caledonian airline, proud of our origins and determined to carry New Caledonia's colours onto the international stage. The imminent arrival of our first A350 in December is the perfect symbol of this renewed ambition." **Georges Selefen, CEO and Chairman of the Board, AIRCALIN**

www.aircalin.com

Media Contact : presse@aircalin.nc



PRESS RELEASE

About AIRCALIN - Founded in 1983, the airline today employs 550 people. Aircalin carried 297,592 passengers in 2025 across more than 100 destinations, including 10 operated by the airline itself, making it a key connectivity hub in the Pacific linking the region to Europe. The launch in late 2024 of its own ultra-long-haul route to Paris via Bangkok is a prime example of this ambition in action, with over 30,000 passengers carried in 2025 and a load factor exceeding 80%. Aircalin is currently the only airline connecting the French territories of the Pacific.

THE COMPANY'S LOGO HISTORY

1983

1st logo – Company founded with the first Melbourne–Nouméa flight.



1991



1996



2012



2026



www.aircalin.com

Media Contact : presse@aircalin.nc



PRESS RELEASE

www.aircalin.com

Media Contact : presse@aircalin.nc

