

The SERVAIR brand is rewarded two TOP/COM prizes:

GOLDEN TOP/COM, Logo Creation category
SILVER TOP/COM, B to B Advertising category

Paris, 23 February 2011 – SERVAIR, French leader and 3rd international player in catering and air transport logistics received two prizes at the 2011 Corporate Business TOP/COM, the Communication Congress that rewards the best initiatives and creations of the year.

→ GOLDEN TOP/COM, Logo Creation category

The Servair flame, blending the air industry and the art of entertaining, is rewarded.

The new Servair logo, designed in collaboration with the agency Teymour Corporate, embodies modernity; the flame's movement conveys dynamism and refinement. The colours selected also carry meaning. Blue symbolises escape and balance; it is a soothing colour that conjures up the sky. Red, an expansive colour, emphasises Servair's dynamism and its international vocation. Together, the blue and red express Servair's commitment to French culture. The typography, chosen for its readability, simplicity and elegance, also reflects the spirit of Servair. The panel of judges, made up of communication professionals from major companies, was particularly impressed by the company's risk-taking in terms of changing their logo at a time of economic unrest to lend extra value and visibility to the brand and to give a new boost to the network and sales.

→ SILVER TOP/COM,

Business to Business Advertising Category

“A taste of the world”


The new B to B press advertisement, developed by Servair in collaboration with the agency Teymour Corporate, conveys and emphasises the two key points of SERVAIR's external communication strategy: the international vocation of its network and its culinary identity. By way of a striking, surprising and appealing visual, SERVAIR hopes to convey an image that is resolutely modern and dynamic.

SERVAIR is France's leading airline catering and cleaning service. Ranked third in the world and boasting near 60 sites, together with its partners and subsidiaries, SERVAIR offers airlines a range of essential services in air transport and passenger comfort. Its high standards in terms of quality and expertise place SERVAIR in an ideal position to make suggestions to its 120 clients so that they can improve their offers to passengers while scrupulously respecting air transport constraints.

www.servair.fr


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A taste of the world

53 destinations worldwide
Servair brings you a taste for the world – a taste journey into four continents for our airline, company and group clients.
What's more, we prioritise great service and the respect of local specificity in order to better meet our clients' needs.
Finally, we offer our clients the highest possible quality professional restaurant and airport standards, see we meet their service expectations.

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