

Airline Liveries OVERVIEW //2023

www.la-livery.net

[Introduction 5](#)

[Methodology..... 6](#)

[Airlines data..... 8](#)

[Airline marking 10](#)

[Livery 12](#)

[Tail 52](#)

[Engine cowlings..... 54](#)

[Winglets 54](#)

[Flag 55](#)

[Website..... 55](#)

[Livery colors..... 56](#)

[Options 58](#)

[Trend since 2016..... 59](#)

[Subjective Ranking..... 60](#)

[The Usual suspect..... 61](#)



Introduction

The purpose of this study is to comprehensively identify and classify the various styles of airline liveries used by more than 679 airlines worldwide.

The goal is to create the most comprehensive database possible on the decoration of current airline aircraft.

The airlines studied are those declared in activity, or about to launch their activity, on September 1, 2022.

The selection was made to include a diverse range of global airlines from various countries and regions.

It is important to note that any proposed classifications or naming of liveries in this study are solely the opinions of the author and are not officially recognized.

This study endeavors to be as thorough as possible, however, it's not perfect and may contain errors. Feedback and suggestions are welcome at lalivery.net@gmail.com.

This report is available to the public and if extracts are shared, please give credit to "LaLivery.net".

All trademarks, logos and brand names used in this report are the property of their respective owners.

The use of names, trademarks and brands in this report is for identification purposes only and does not imply endorsement.

Thank you for reading

Guilhem, LaLivery.net



Methodology

The following sources were utilized to gather data for this study:

- The International Air Transport Association (IATA) member airline list
- Skytrax's classified list of airlines
- APEX's classified list of airlines
- AirlineRatings' classified list of airlines
- A list of active airlines listed on Airfleet.com
- Data from airlines' Wikipedia files (not considered reliable)
- Personal data on new airlines established since 2020
- Airlines.net and JetPhotos.com

All types of airlines were considered for inclusion, with the exception of taxi, on-demand business aviation, and MEDEVAC airlines.

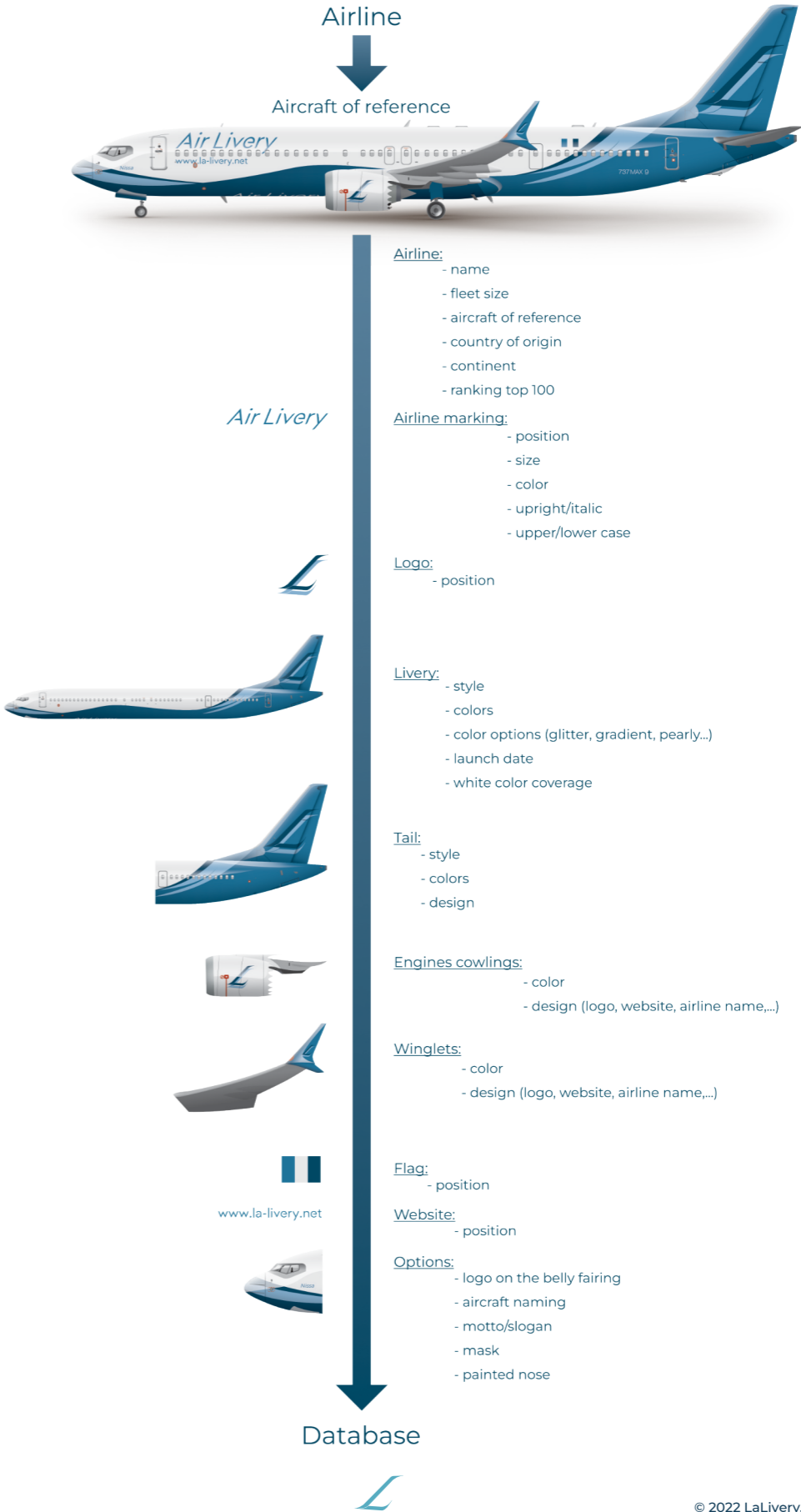
Additionally, only charter airlines that operate a fleet of aircraft capable of carrying at least 19 passengers were selected.

When multiple airlines share similar characteristics such as the same name, decoration, and type of fleet and operate under multiple Air Operator Certificates (AOCs), only one was analyzed (e.g. Avianca, Norwegian, Transavia, etc.).

This study differentiates between airlines that have undergone a change in their livery since January 1, 2016, or that have been established since that date, in order to examine recent developments in livery styles.

Only official standard liveries were analyzed in this study. Special liveries, tributes, advertising liveries, or liveries representing alliances were not included in this study.

Airline livery analysis



Airlines data

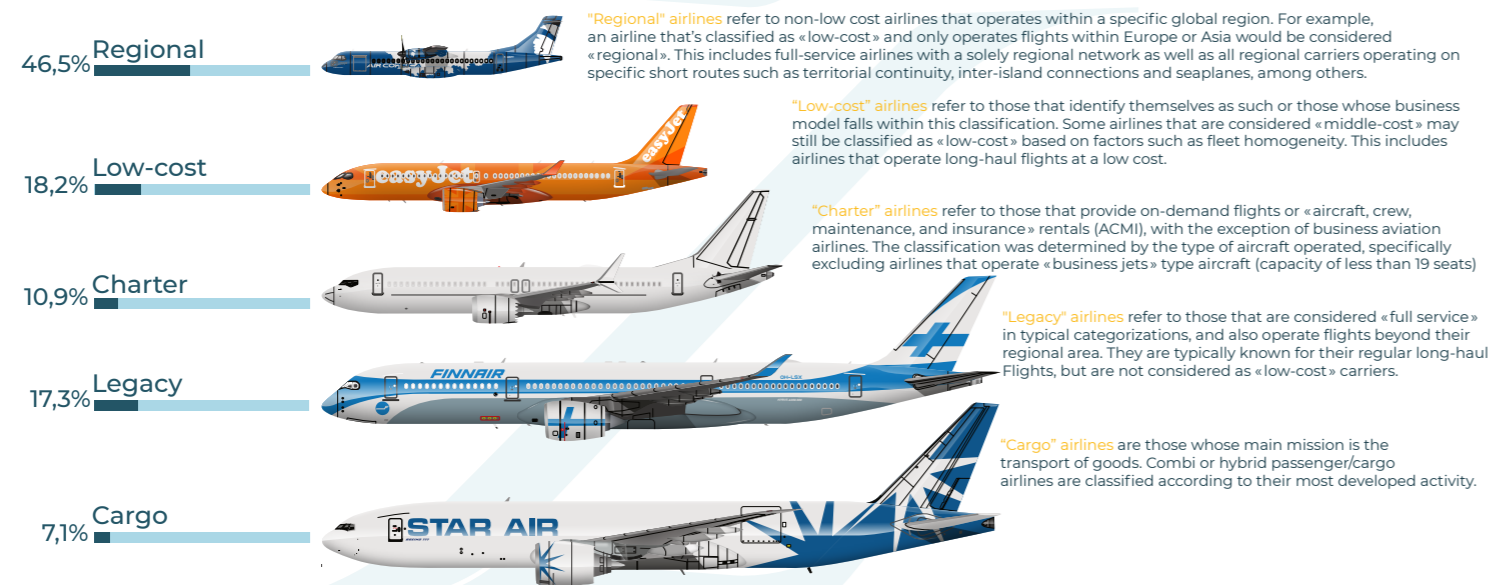
679 airlines*
from 169 countries

*active on September 1, 2022 or about to launch their operations

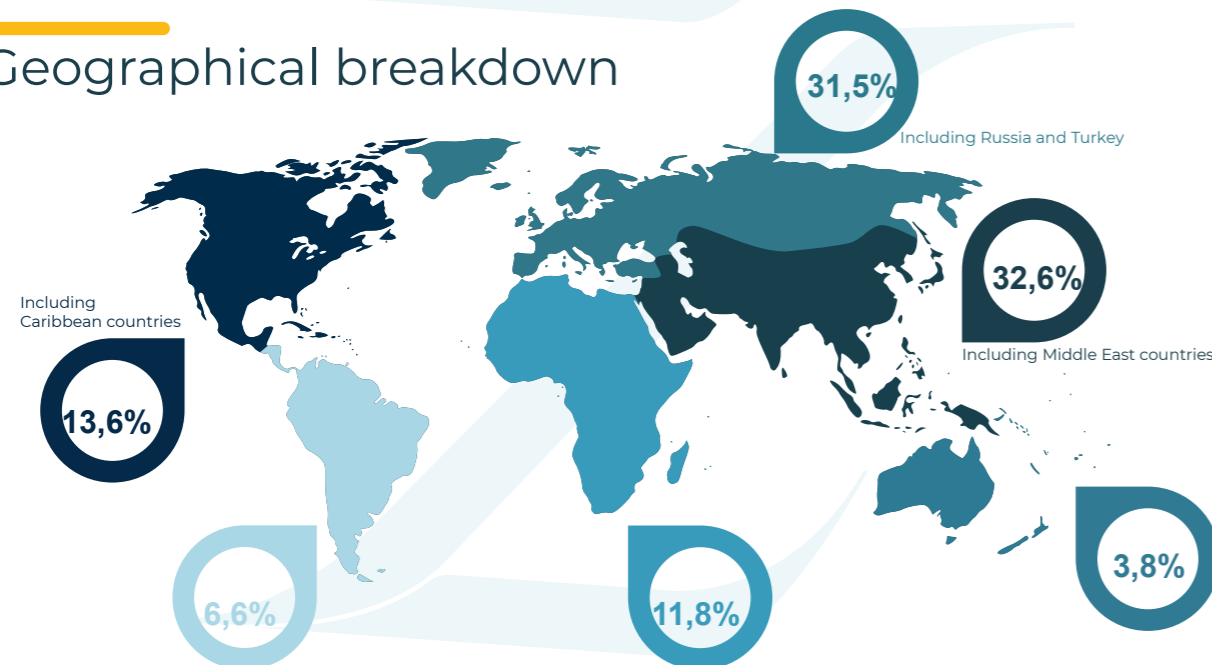
Top 10 countries

China	43
USA	39
Canada	31
Russia	26
France	21
Spain	18
Japan	16
Iran	14
Germany	11
Australia	11

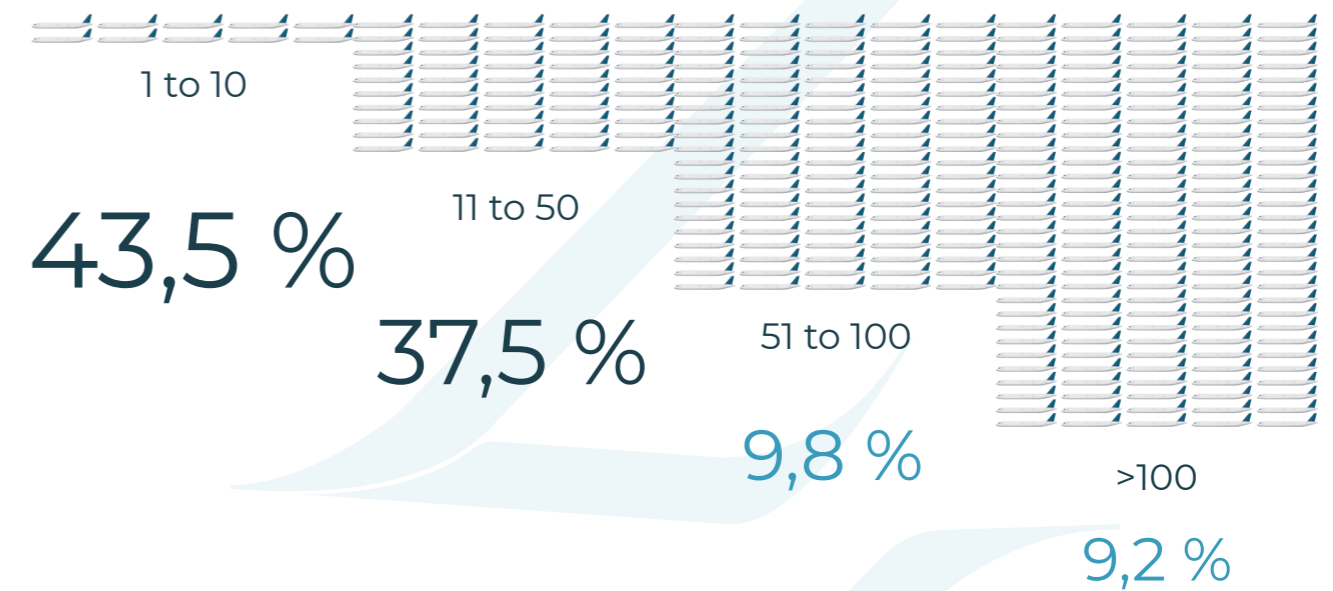
Breakdown by type of airline



Geographical breakdown

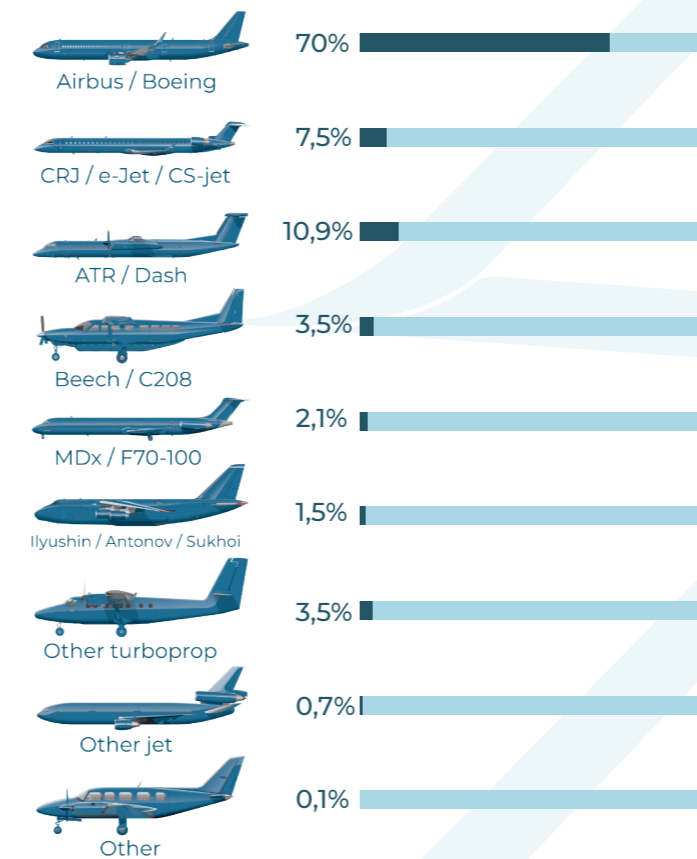


Fleet size



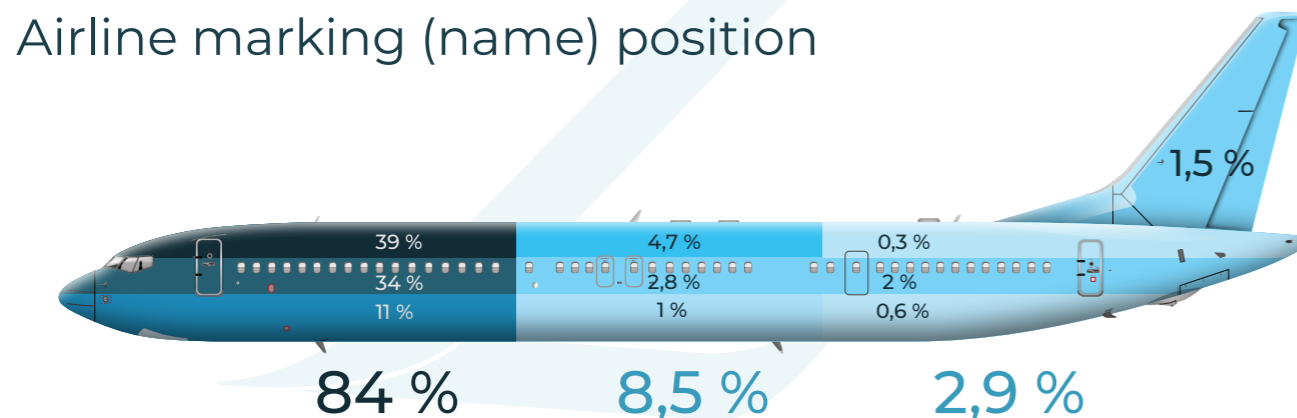
Most representative aircraft in the fleet*

*Only one aircraft category selected per airline



Airline marking

Airline marking (name) position



No marking: 3,1 %

Font style

Airline
Lowercase

52,5 %

AIRLINE
Capital letters

47,5 %

Font size

54 %

37 %

9 %

Airline

Airline

Font color

AIRLINE 46 %

AIRLINE 14,5 %

AIRLINE 14 %

AIRLINE 6 %

AIRLINE 5,4 %

AIRLINE 4 %

AIRLINE 3 %

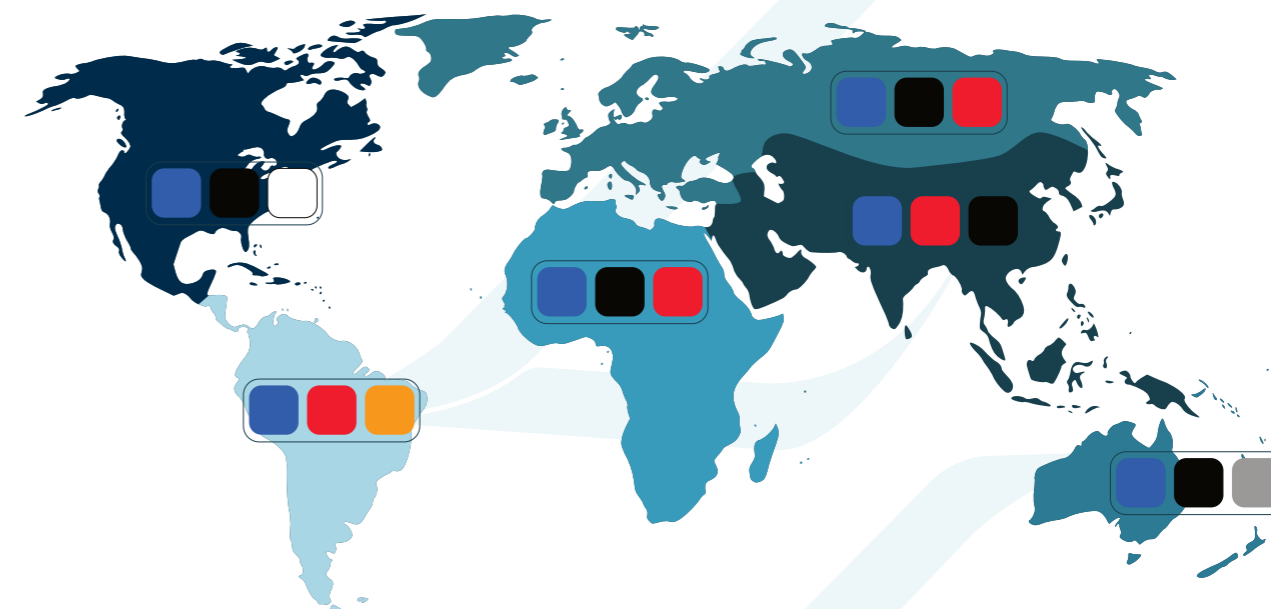
AIRLINE 2 %

AIRLINE 2 %

AIRLINE 1,6 %

AIRLINE 1,5 %

Airline name top 3 color by continent



Airline name top 3 color by airline category



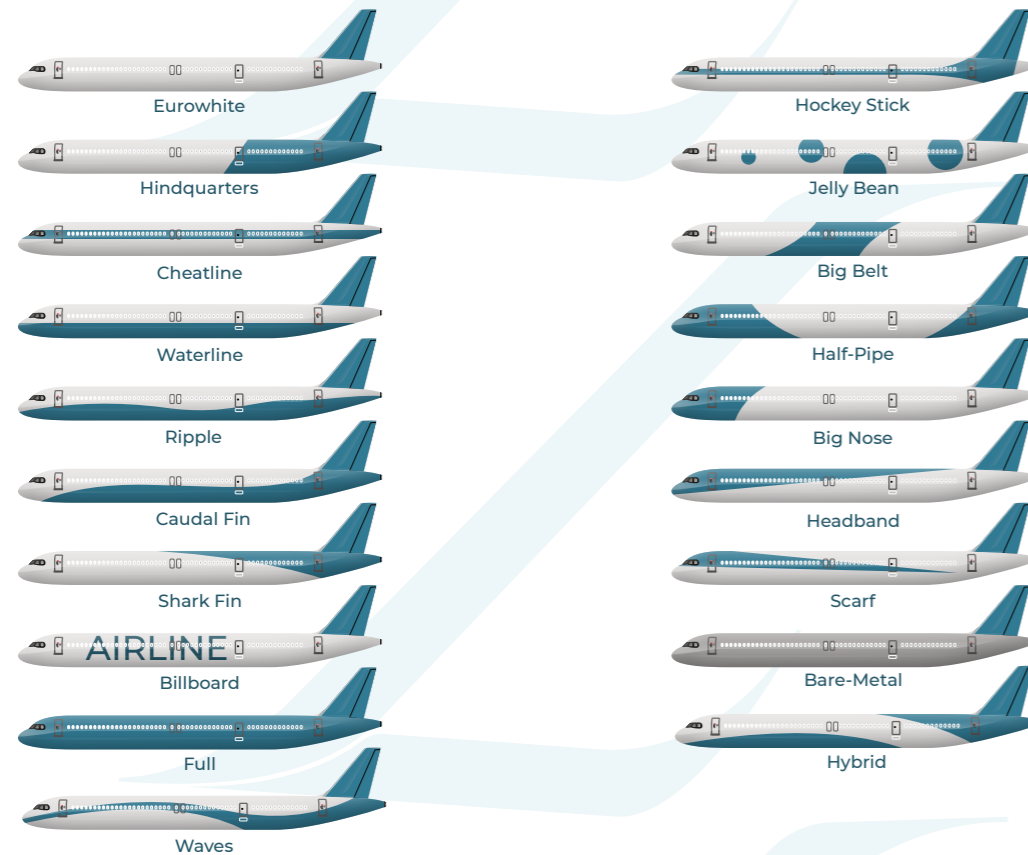
Livery

Livery style

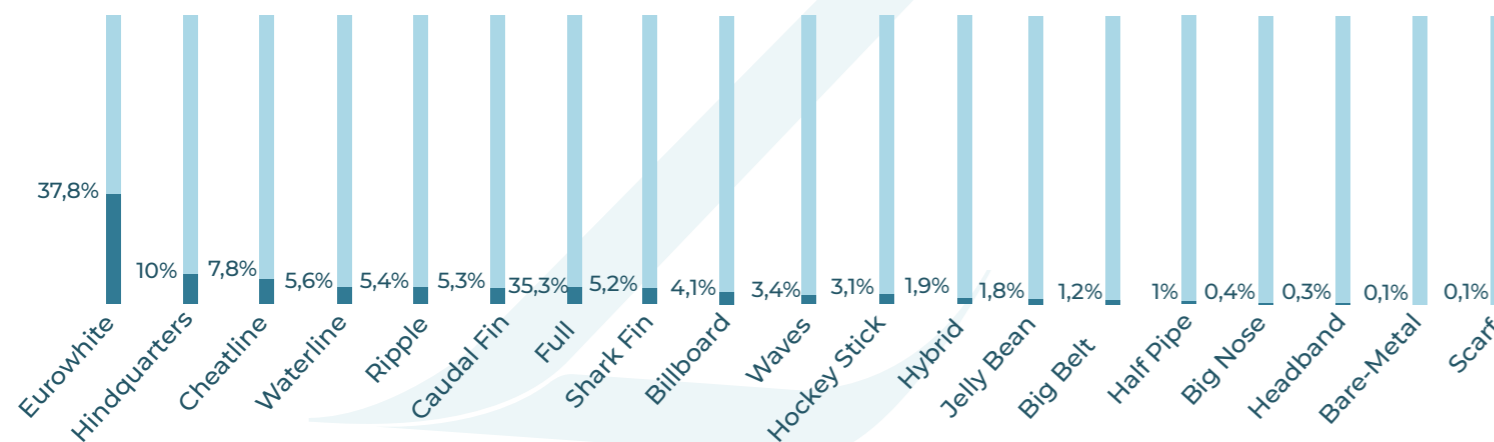
Based on the analysis of the liveries of 200 airlines made prior to this study, a list of 19 livery styles has been produced.

Each airline was therefore assigned a style among these 19.

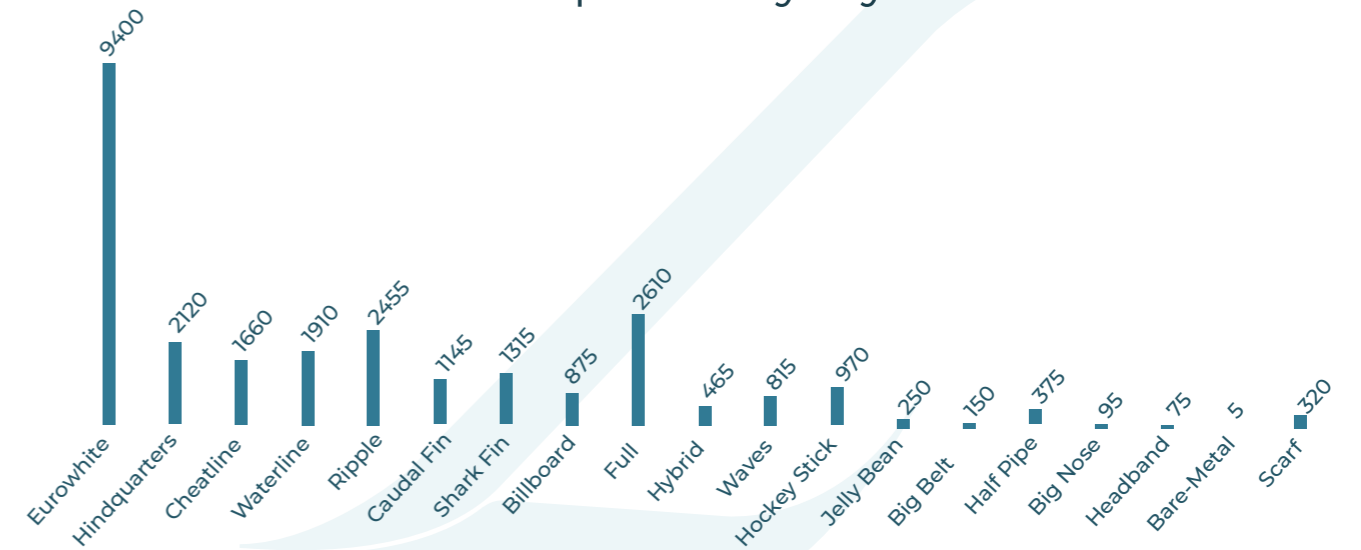
The classification criteria for each style are detailed on the following pages



Share per livery style



Estimated total fleet per livery style

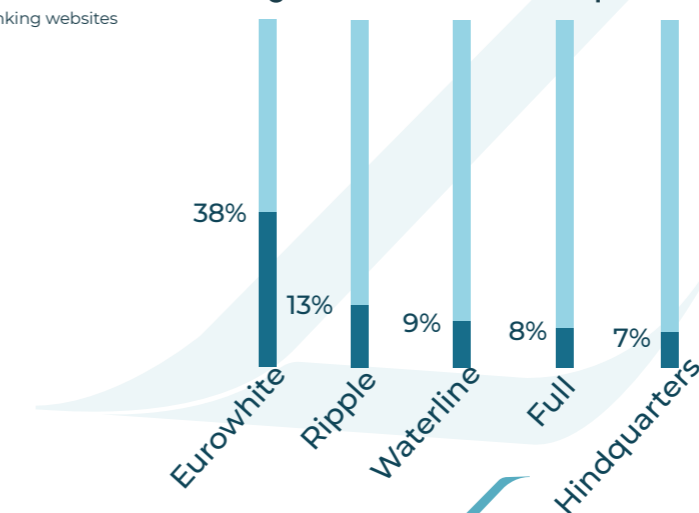


Share of liveries styles in major alliances



Share of liveries styles in the top 100* world airlines

*Average of major ranking websites



Eurowhite

Design data

Total share: 37,8 % (1/19)

Estimated total fleet: 9400

Number of airlines with this design: 257

Major Airlines: Air France, Air Canada, Vueling...

Average white paint coverage: 75-100%

Share by fleet size:

0-10	11-50	51-100	>100
41,7%	35,6%	31,8%	34,9%

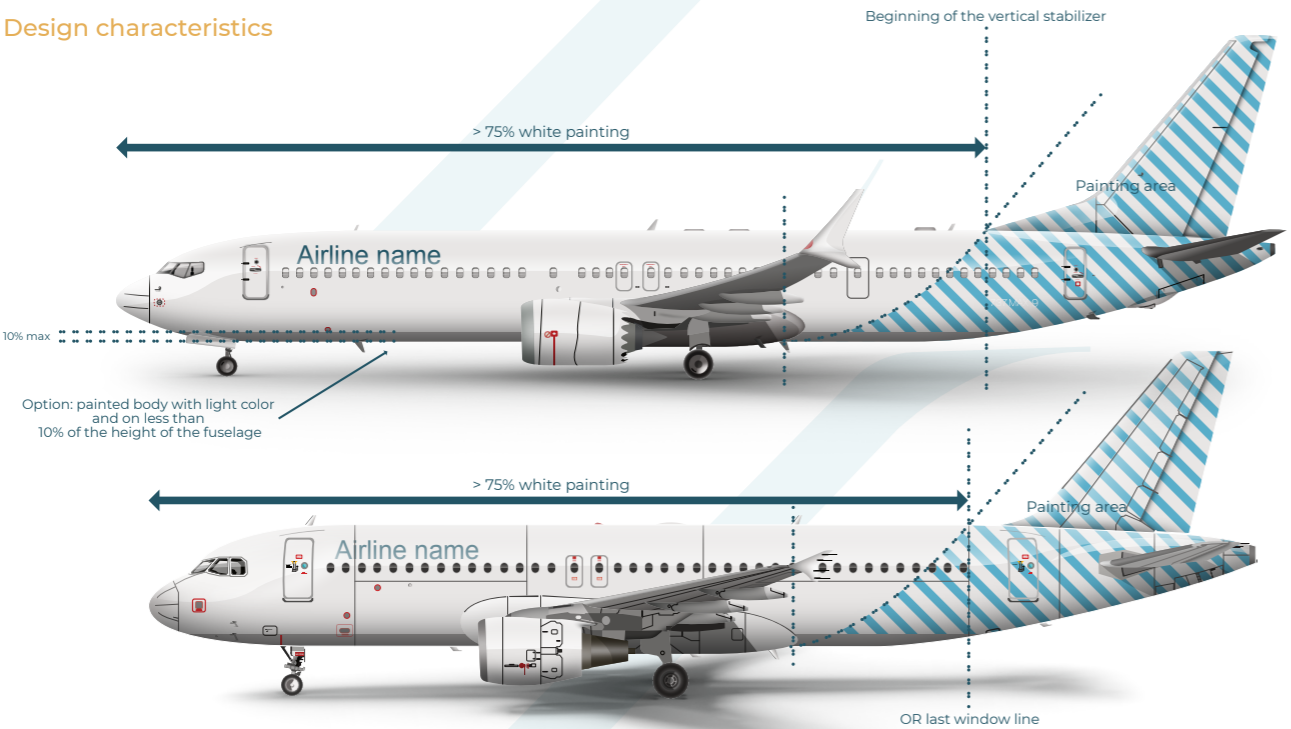
Share by airline category:

Regional	Low Cost	Legacy	Charter	Cargo
36%	39%	36,7%	48%	33,3%

Share by continent:

Africa	Europe	Asia	Oceania	North America	South America
38,7%	38,6%	34,3%	57%	33,7%	46,6%

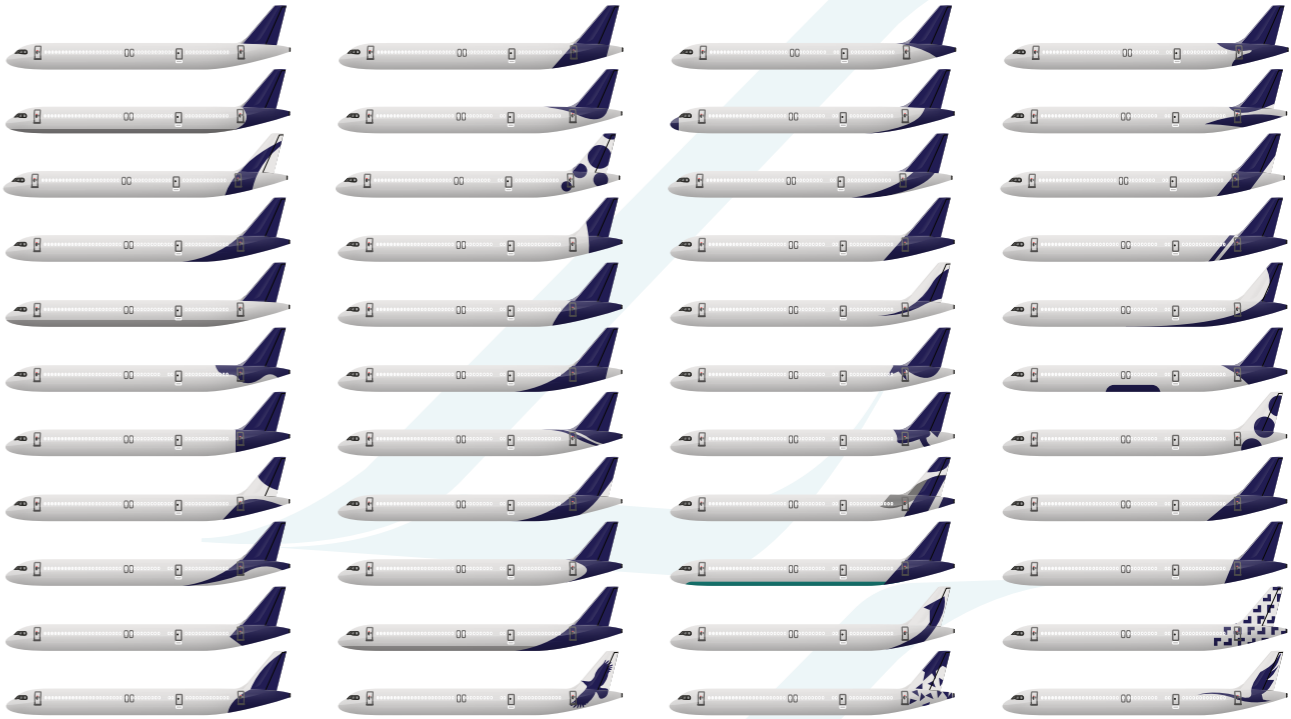
Design characteristics



- 1 Design located at the extreme rear part of the fuselage
- 2 >75% white painting
- 3 Painted belly with light color and <10% of the height of the fuselage

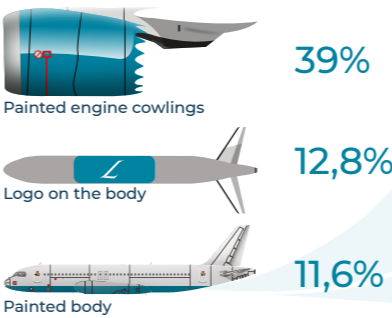


Design versions

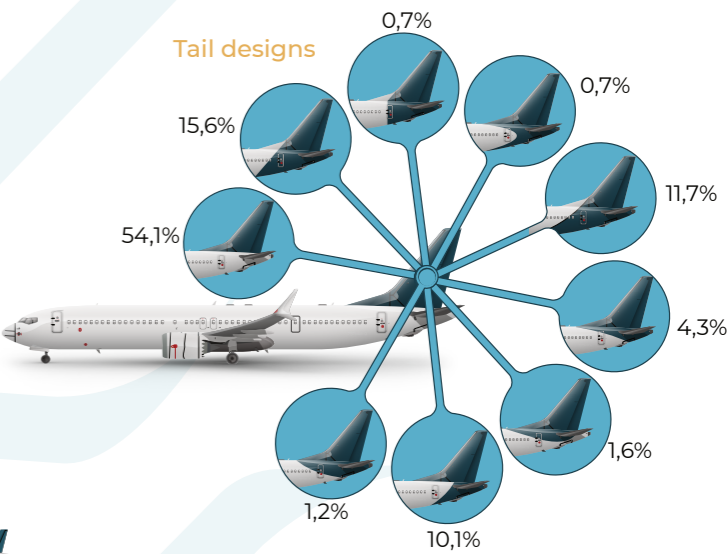


44 versions

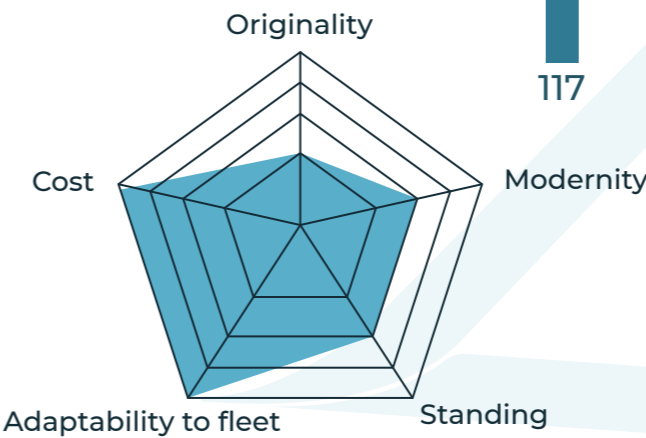
Options



Tail designs



LaLivery rating



Number of airlines per eurowhite versions



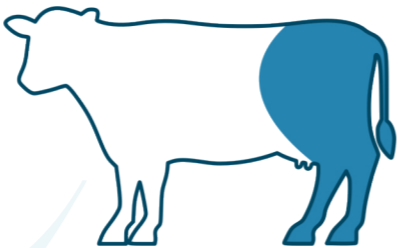
Trend since 2016



Hindquarters

Design data

Total share: 10 % (2/19)
Estimated total fleet: 2120
Number of airlines with this design: 68
Major Airlines: WizzAir, Air New Zealand, MEA...
Average white paint coverage: 50-75%



Share by fleet size:

0-10	11-50	51-100	>100
11,5%	9%	10,6%	6,3%

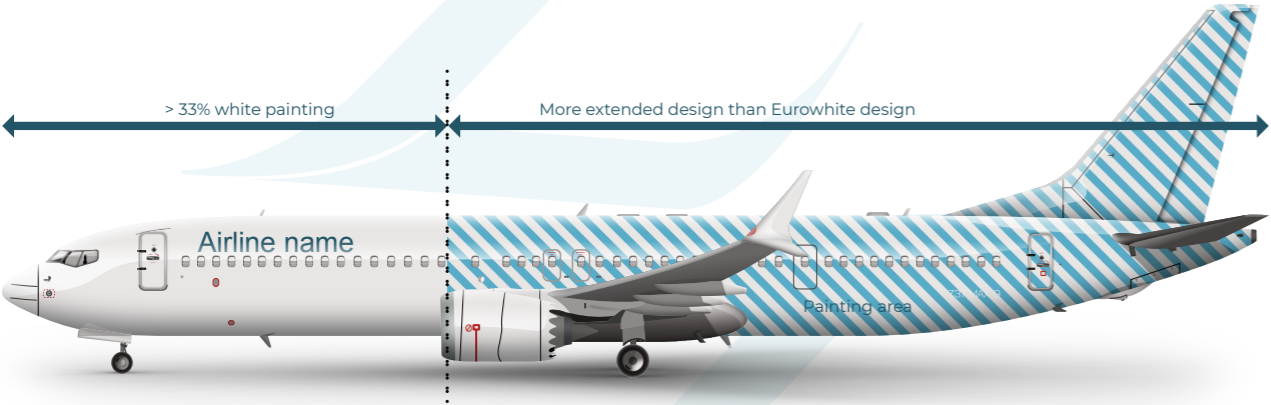
Share by airline category:

Regional	Low Cost	Legacy	Charter	Cargo
10,1%	15,4%	8,5%	6,6%	4,1%

Share by continent:

Africa	Europe	Asia	Oceania	North America	South America
15%	8,3%	11,3%	11,5%	7,6%	6,6%

Design characteristics



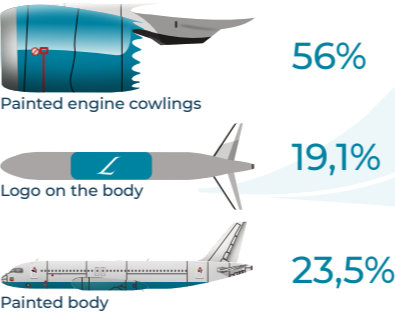
- 1 Design located mainly at the rear part of the fuselage
- 2 More than 33% white painting at the front part of the fuselage
- 3 More extended design on the fuselage than for the Eurowhite design

Design versions

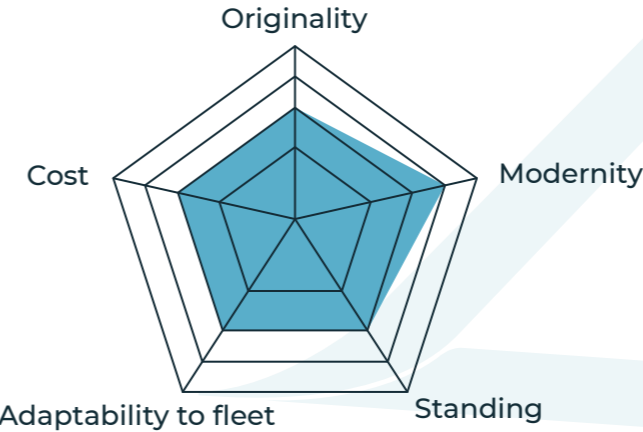


50 versions

Options



LaLivery rating



Trend since 2016

+60%

Cheatline

Design data

Total share: 8% (3/19)
Estimated total fleet: 1660
Number of airlines with this design: 53
Major Airlines: Cathay Pacific, Singapore Airlines...
Average white paint coverage: 75-100%

Share by fleet size:

0-10	11-50	51-100	>100
9,8%	7,5%	3%	6,3%

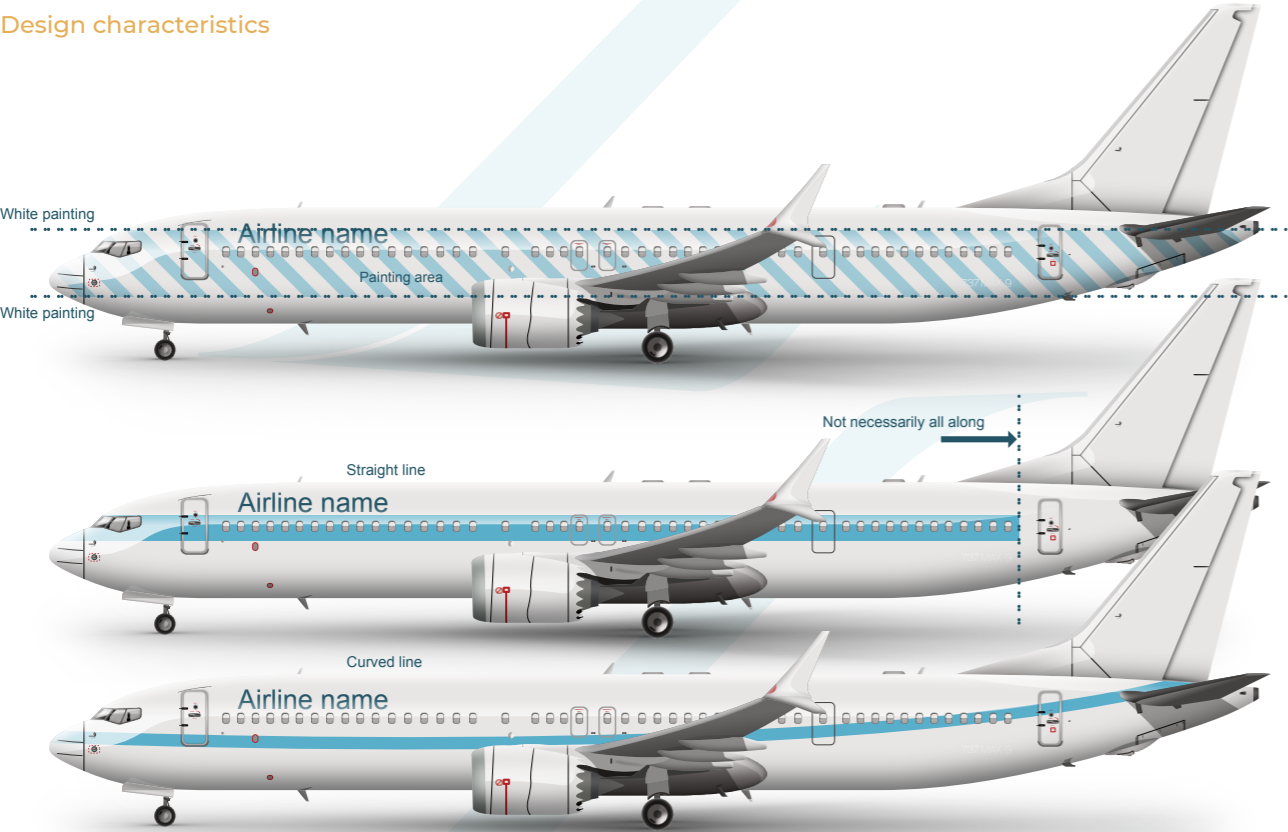
Share by airline category:

Regional	Low Cost	Legacy	Charter	Cargo
10,7%	0,8%	6%	6,6%	14,6%

Share by continent:

Africa	Europe	Asia	Oceania	North America	South America
10%	5,6%	9,5%	3,8%	8,7%	8,9%

Design characteristics



- 1 Straight or curved line in the longitudinal direction of the fuselage but not necessarily all along
- 2 White painting above and below

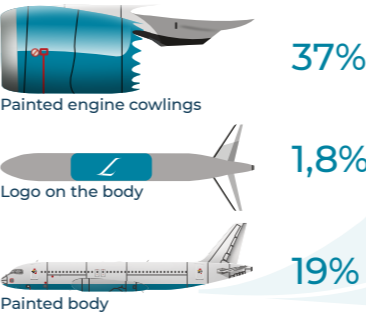


Design versions

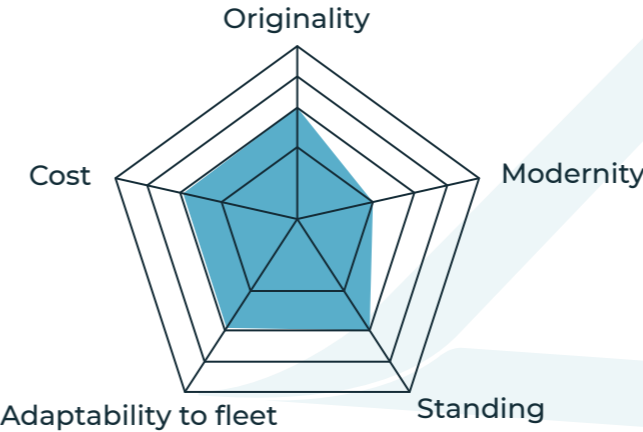


34 versions

Options



LaLivery rating



Trend since 2016

-48%



Waterline

Design data

Total share: 5,6% (4/19)
Estimated total fleet: 1910
Number of airlines with this design: 38
Major Airlines: British Airways, Saudi Arabian...
Average white paint coverage: 25-75%

Share by fleet size:

0-10	11-50	51-100	>100
3,4%	7,8%	4,5%	7,9%

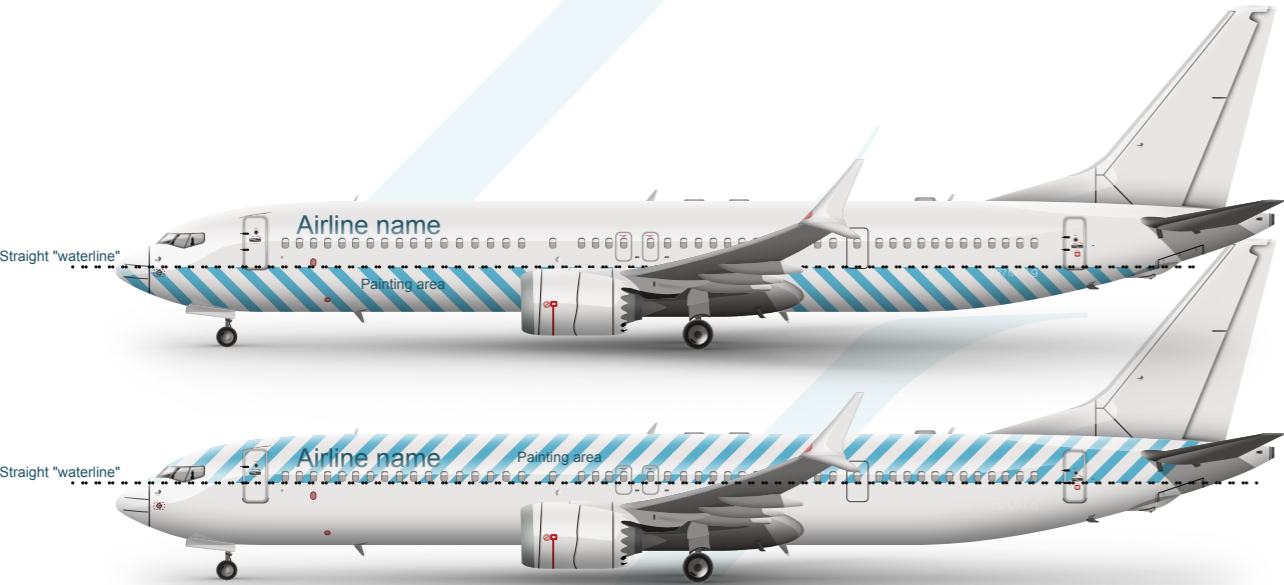
Share by airline category:

Regional	Low Cost	Legacy	Charter	Cargo
6%	4%	8,5%	0,4%	2%

Share by continent:

Africa	Europe	Asia	Oceania	North America	South America
1,2%	7,4%	6,8%	0%	2,2%	8,9%

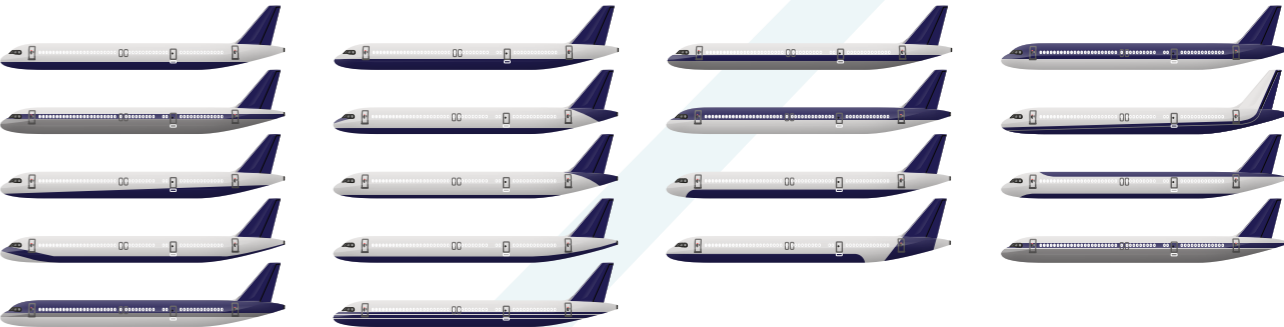
Design characteristics



1 Wide straight paint strip above and/or below the fuselage

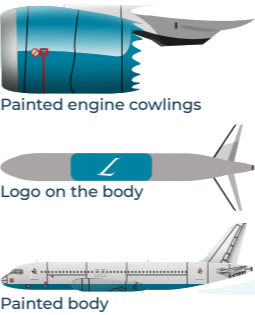


Design versions

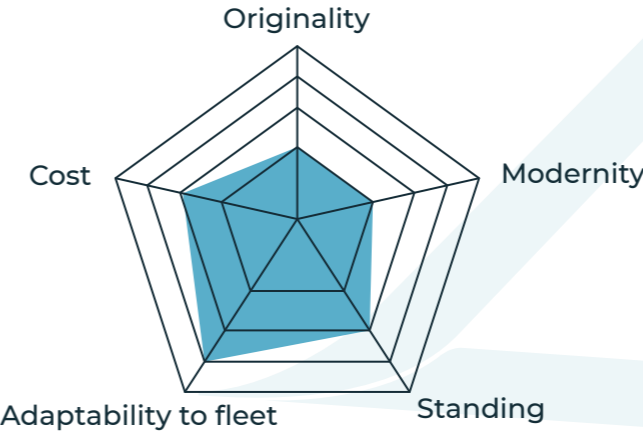


18 versions

Options



LaLivery rating



Trend since 2016
-83%



Ripple

Design data

Total share: 5,6% (5/19)

Estimated total fleet: 2455

Number of airlines with this design: 36

Major Airlines: Ryanair, Delta, United...

Average white paint coverage: 25-75%

Share by fleet size:

0-10	11-50	51-100	>100
5%	5%	3%	12,7%

Share by airline category:

Regional	Low Cost	Legacy	Charter	Cargo
6,9%	1,6%	7,7%	4%	4,2%

Share by continent:

Africa	Europe	Asia	Oceania	North America	South America
3,7%	7,4%	4,5%	3,9%	7,6%	2,2%

Design characteristics



1 Wide curved paint strip above and/or below the fuselage

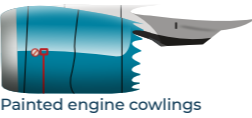


Design versions



27 versions

Options



Painted engine cowlings

60,5%



Logo on the body

21%



Painted body

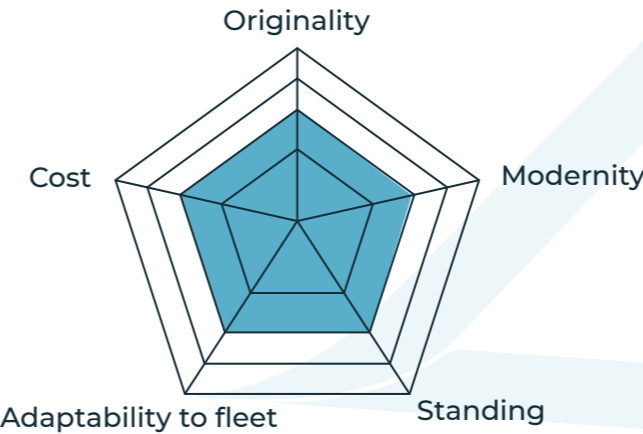
73,7%



73,7%

26,3%

LaLivery rating



Trend since 2016



-54%



Caudal fin

Design data

Total share: 5,3% (6/19)

Estimated total fleet: 1145

Number of airlines with this design: 37

Major Airlines: EVA Air, Rwandair...

Average white paint coverage: 25-75%

Share by fleet size:

0-10	11-50	51-100	>100
6,4%	3,9%	7,5%	3,2%

Share by airline category:

Regional	Low Cost	Legacy	Charter	Cargo
6,3%	7,3%	3,4%	2,7%	2%

Share by continent:

Africa	Europe	Asia	Oceania	North America	South America
2,5%	4,7%	7,7%	7,7%	3,2%	4,4%

Design characteristics



1 Wide curved or straight paint strip below the fuselage linked directly to the tail painting.

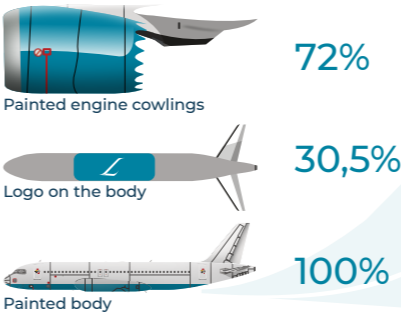


Design versions

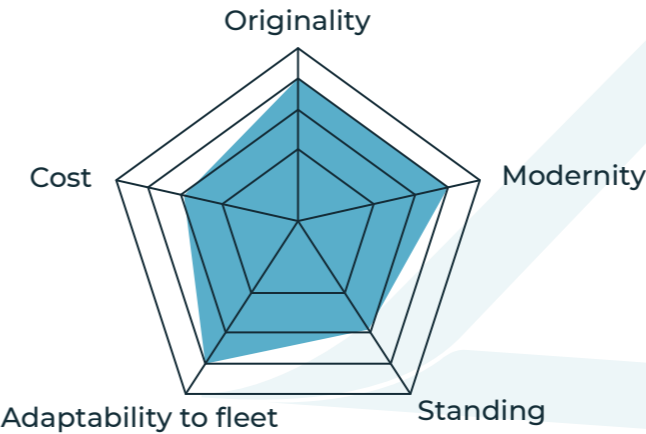


23 versions

Options



LaLivery rating



Trend since 2016



+45%



Full

Design data

Total share: 5,3% (7/19)

Estimated total fleet: 2610

Number of airlines with this design: 36

Major Airlines: ITA Airways, Air Greenland,...

Average white paint coverage: 0-100%

Share by fleet size:

0-10	11-50	51-100	>100
3,4%	5,5%	6%	12,7%

Share by airline category:

Regional	Low Cost	Legacy	Charter	Cargo
3,8%	6,5%	5,9%	6,7%	8,3%

Share by continent:

Africa	Europe	Asia	Oceania	North America	South America
6,3%	7,9%	1,8%	3,8%	9,8%	0%

Design characteristics



- 1 100% color(s) coverage (including tail)
- 2 OR 100% white coverage (including tail)

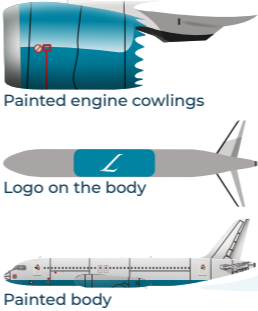


Design versions



25 versions

Options



72%

36%

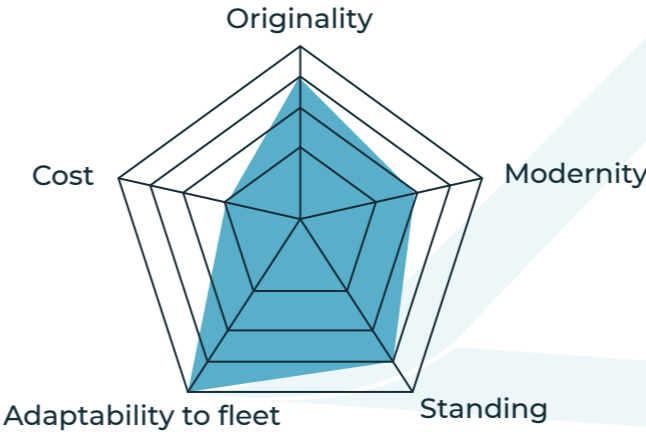
91,7%



91,7%

8,3%

LaLivery rating



Trend since 2016



-10%



Shark Fin

Design data

Total share: 5,2% (8/19)

Estimated total fleet: 1315

Number of airlines with this design: 35

Major Airlines: Luxair, Air India,...

Average white paint coverage: 75-100%

Share by fleet size:

0-10	11-50	51-100	>100
5%	5,5%	4,5%	4,7%

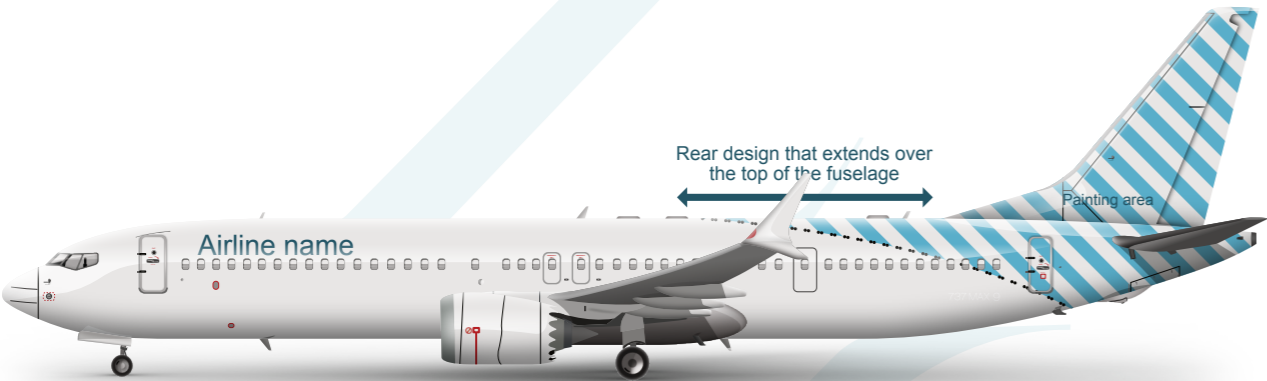
Share by airline category:

Regional	Low Cost	Legacy	Charter	Cargo
5,3%	4%	4,3%	8%	4,2%

Share by continent:

Africa	Europe	Asia	Oceania	North America	South America
7,5%	4,7%	5,9%	0%	4,3%	4,4%

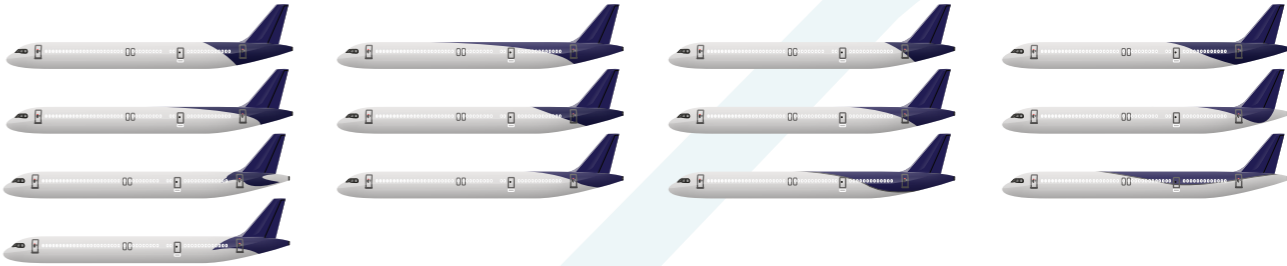
Design characteristics



- 1 Rear design that extends over the top of the fuselage
- 2 >75% white painting

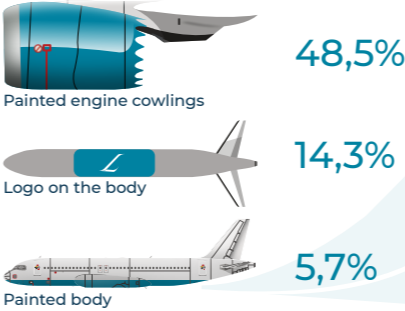


Design versions

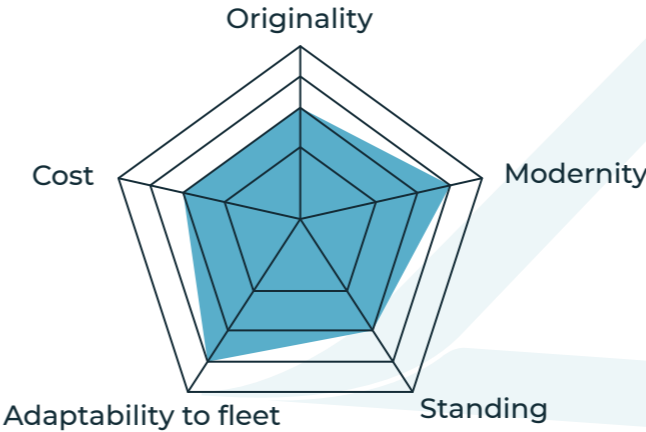


13 versions

Options



LaLivery rating



Trend since 2016

-7%



Billboard

Design data

Total share: 4,1% (9/19)

Estimated total fleet: 875

Number of airlines with this design: 28

Major Airlines: Finnair, Nouvelair,...

Average white paint coverage: 75-100%

Share by fleet size:

0-10	11-50	51-100	>100
3,7%	4,3%	7,5%	1,6%

Share by airline category:

Regional	Low Cost	Legacy	Charter	Cargo
1,9%	6,5%	5,1%	2,7%	12,5%

Share by continent:

Africa	Europe	Asia	Oceania	North America	South America
5%	6%	0,9%	0%	7,6%	4,4%

Design characteristics



- 1 Airline marking length >50% of the length of the fuselage AND width >50% of the width of the fuselage
- 2 OR airline marking width >80% of the width of the fuselage

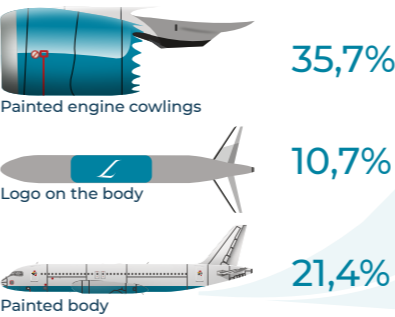


Design versions

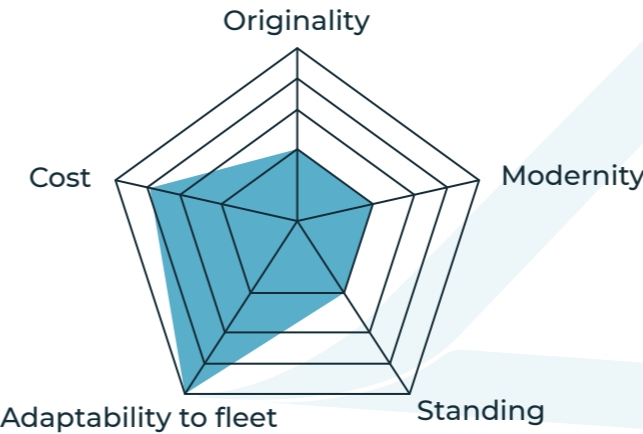


6 versions

Options



LaLivery rating



Trend since 2016



+32%



Waves

Design data

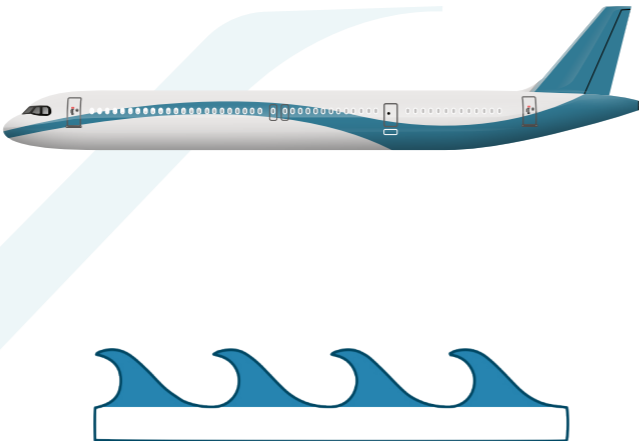
Total share: 3,4% (10/19)

Estimated total fleet: 815

Number of airlines with this design: 23

Major Airlines: Oman Air, Lucky Air,...

Average white paint coverage: 50-75%



Share by fleet size:

0-10	11-50	51-100	>100
1,4%	5,1%	6%	1,6%

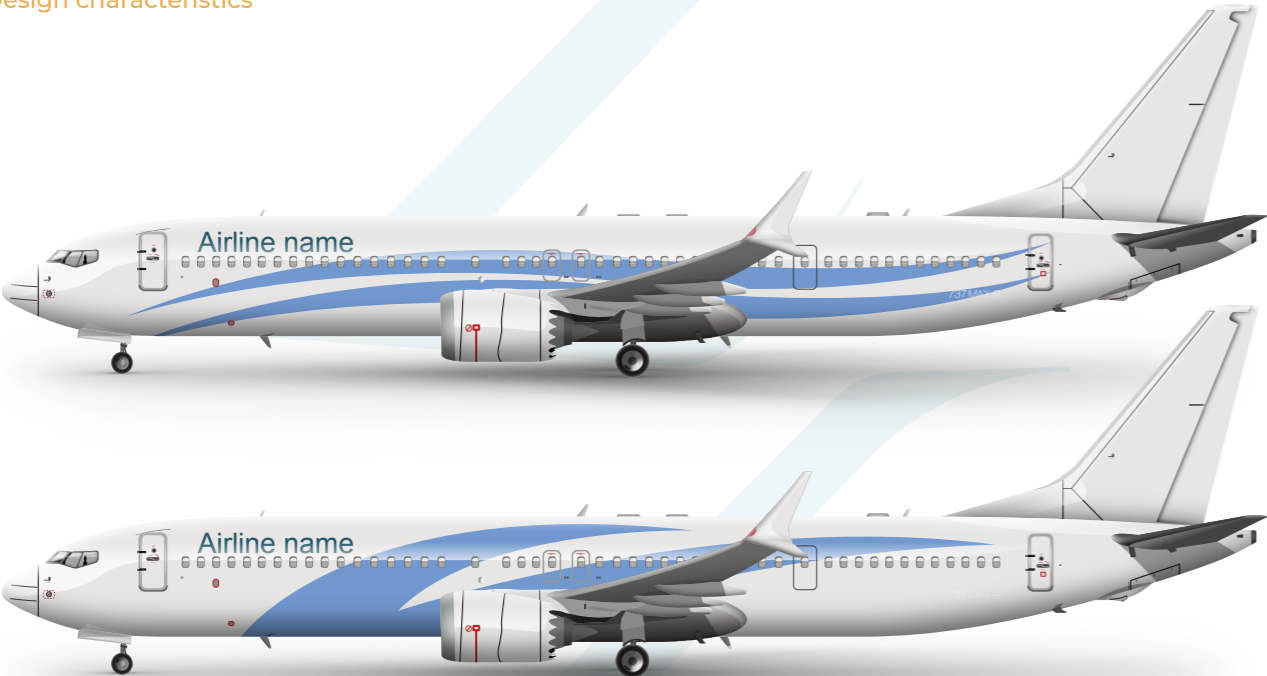
Share by airline category:

Regional	Low Cost	Legacy	Charter	Cargo
4,7%	1,6%	1,7%	0%	6,3%

Share by continent:

Africa	Europe	Asia	Oceania	North America	South America
3,8%	0,5%	5,9%	3,9%	3,3%	2,2%

Design characteristics



- 1 Single or multiple wave-like lines on the fuselage.
- 2 Could be very similar to “hockey stick” or “cheatline” designs.

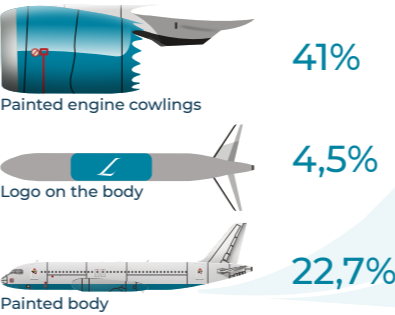


Design versions

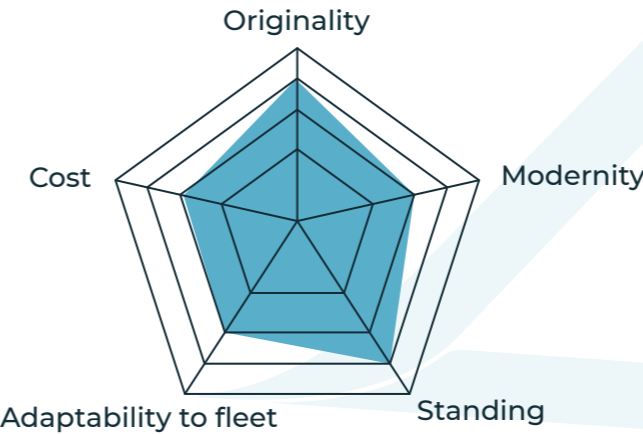


21 versions

Options



LaLivery rating



Trend since 2016



Hockey Stick

Design data

Total share: 3,1% (11/19)

Estimated total fleet: 970

Number of airlines with this design: 21

Major Airlines: ANA, Air Algérie,...

Average white paint coverage: 50-75%

Share by fleet size:

0-10	11-50	51-100	>100
1,3%	4,7%	4,5%	3,2%

Share by airline category:

Regional	Low Cost	Legacy	Charter	Cargo
2,8%	1,6%	4,3%	4%	4,2%

Share by continent:

Africa	Europe	Asia	Oceania	North America	South America
3,8%	1,9%	4,1%	0%	4,3%	2,2%

Design characteristics



1 Cheatline linked directly to the tail design. The overall design resembles a hockey stick.

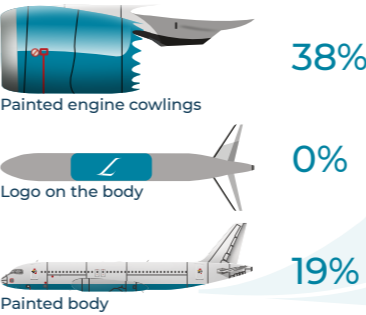


Design versions

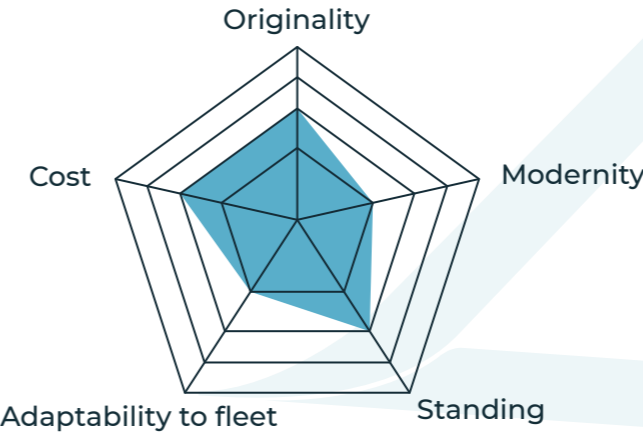


19 versions

Options



LaLivery rating



Trend since 2016
↓
-90%



Hybrid

Design data

Total share: 1,9% (12/19)

Estimated total fleet: 465

Number of airlines with this design: 13

Major Airlines: Flair, Air Caraïbes,...

Average white paint coverage: 50-75%

Share by fleet size:

0-10	11-50	51-100	>100
1,7%	2,4%	1,5%	1,6%

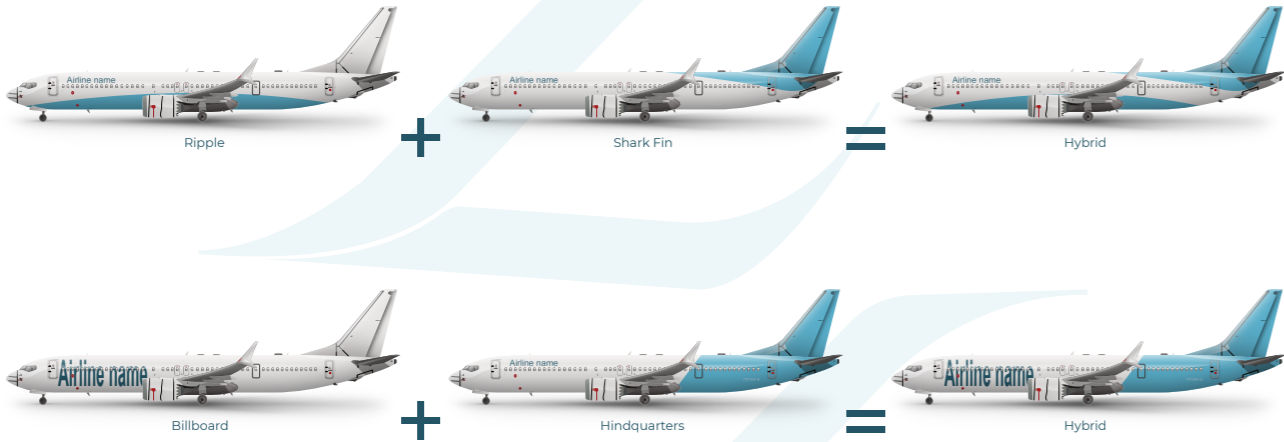
Share by airline category:

Regional	Low Cost	Legacy	Charter	Cargo
1,9%	1,6%	0,9%	2,7%	2%

Share by continent:

Africa	Europe	Asia	Oceania	North America	South America
1,3%	1,8%	1,8%	0%	3,2%	2,2%

Design characteristics



1 Combination of several designs.

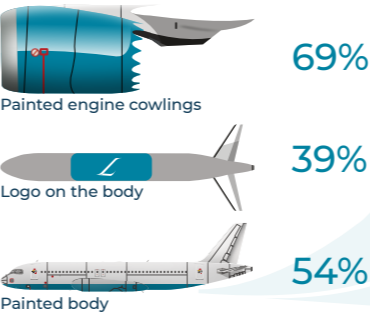


Design versions

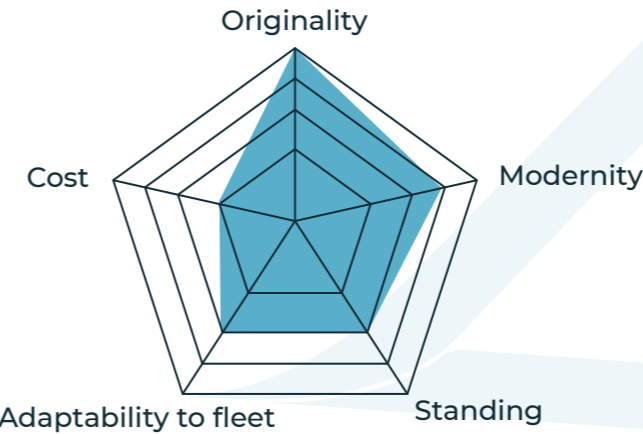


13 versions

Options



LaLivery rating



Trend since 2016

-6%



Jelly Bean

Design data

Total share: 1,8% (13/19)

Estimated total fleet: 250

Number of airlines with this design: 12

Major Airlines: Brussels Airlines, Orbest, Condor...

Average white paint coverage: 25-75%



Share by fleet size:

0-10	11-50	51-100	>100
2%	1,6%	3%	0%

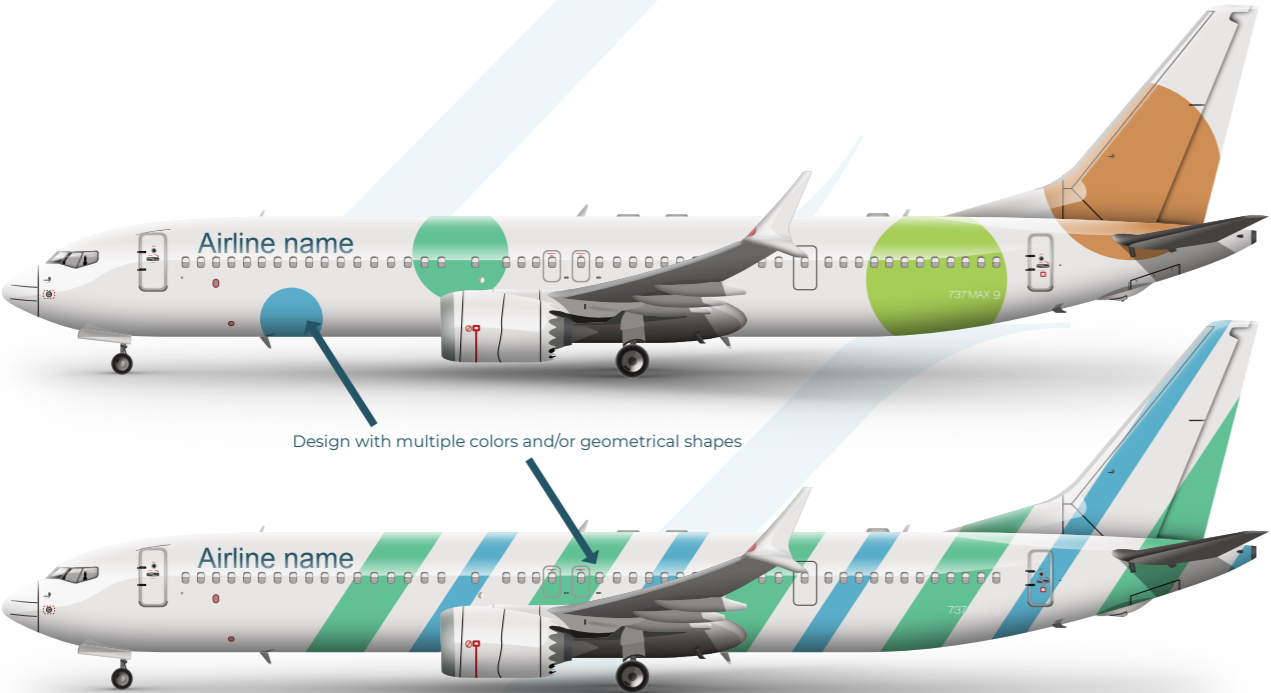
Share by airline category:

Regional	Low Cost	Legacy	Charter	Cargo
1,3%	1,6%	2,6%	4%	0%

Share by continent:

Africa	Europe	Asia	Oceania	North America	South America
0%	2,3%	2,2%	0%	1%	2,2%

Design characteristics



- 1 Combination of colorful patterns.
- 2 Combination of colorful shapes.
- 3 Livery in the shape of an object/animal/monument...

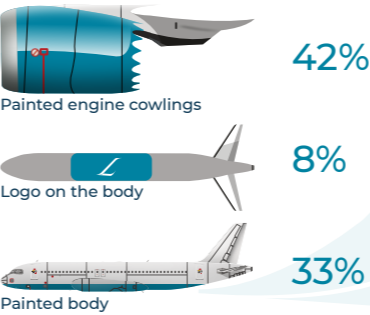


Design versions

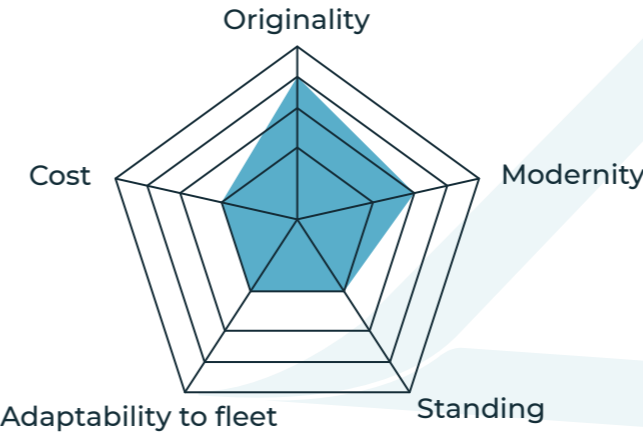


10 versions

Options



LaLivery rating



Trend since 2016

↑

+107%



Big Belt

Design data

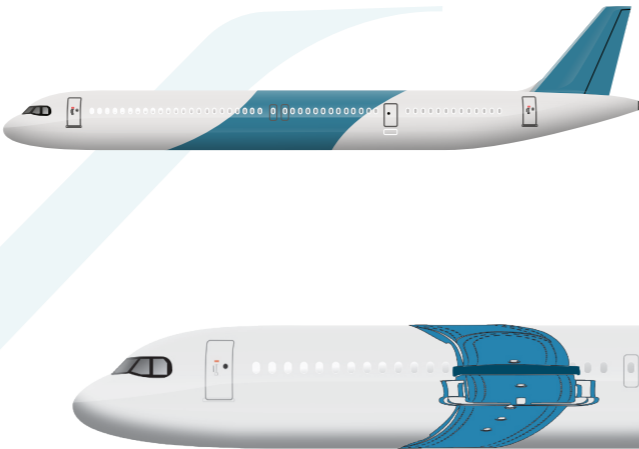
Total share: 1,2% (14/19)

Estimated total fleet: 150

Number of airlines with this design: 8

Major Airlines: Air Belgium, Malaysia Airlines,...

Average white paint coverage: 50-75%



Share by fleet size:

0-10	11-50	51-100	>100
1,4%	1,2%	1,5%	0%

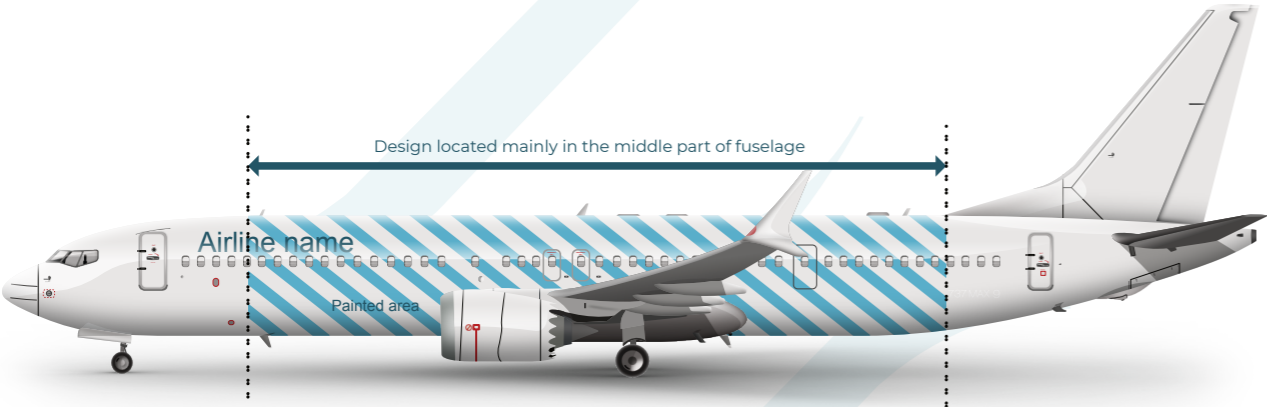
Share by airline category:

Regional	Low Cost	Legacy	Charter	Cargo
1,3%	1,6%	1,7%	0%	0%

Share by continent:

Africa	Europe	Asia	Oceania	North America	South America
1,3%	0,5%	2,3%	3,8%	0%	0%

Design characteristics



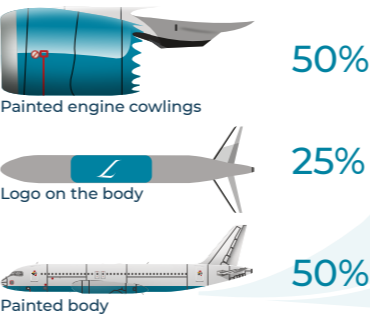
1 Design located in the center of the fuselage, and oriented rather vertically.

Design versions

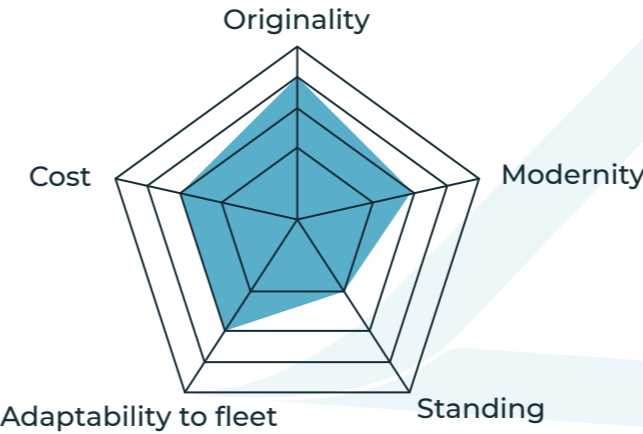


7 versions

Options



LaLivery rating



Trend since 2016

↑

+214%

Half Pipe

Design data

Total share: 1% (15/19)

Estimated total fleet: 375

Number of airlines with this design: 7

Major Airlines: Air Asia, Peach,...

Average white paint coverage: 50-75%

Share by fleet size:

0-10	11-50	51-100	>100
1%	0,8%	1,5%	1,6%

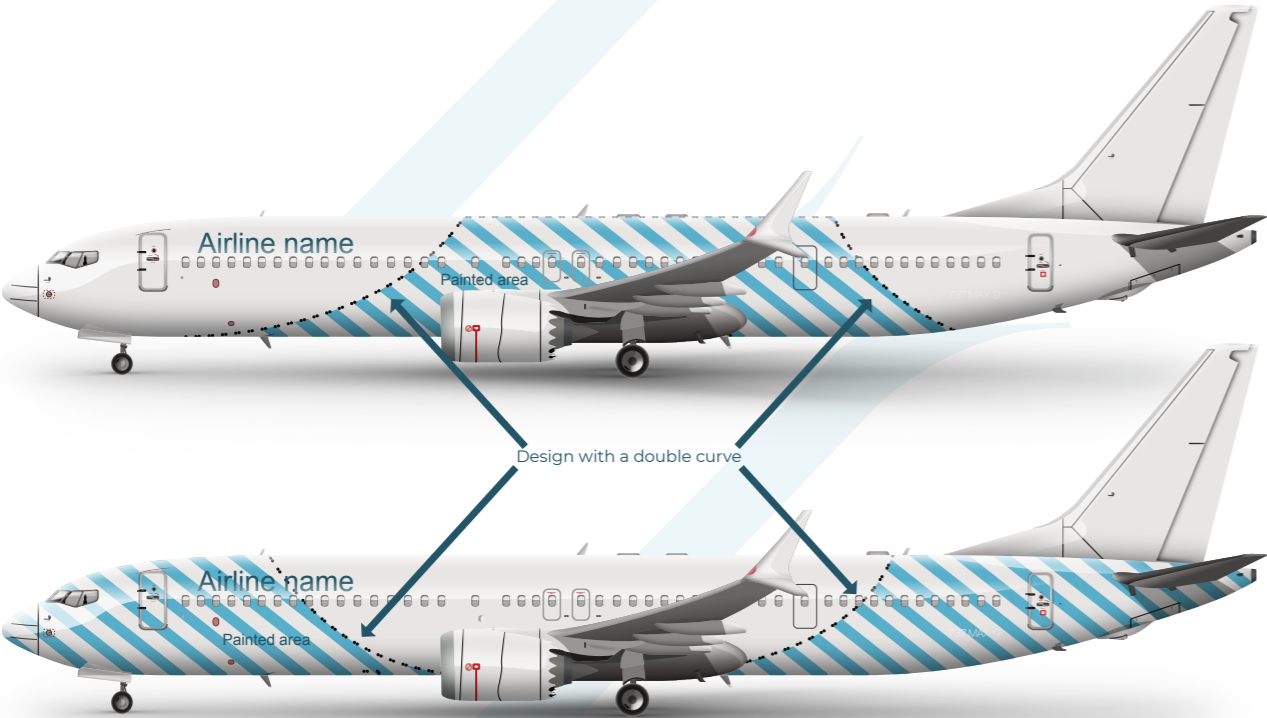
Share by airline category:

Regional	Low Cost	Legacy	Charter	Cargo
1,3%	1,6%	1,7%	0%	0%

Share by continent:

Africa	Europe	Asia	Oceania	North America	South America
1,3%	0,5%	2,3%	3,8%	0%	0%

Design characteristics



1 Design consisting of two quarter-pipes arranged face to face or back to back.

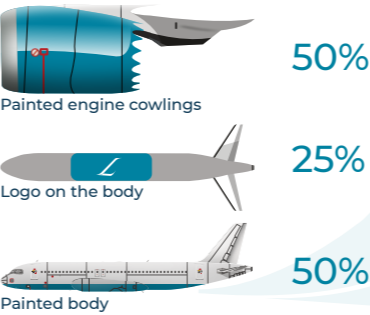


Design versions

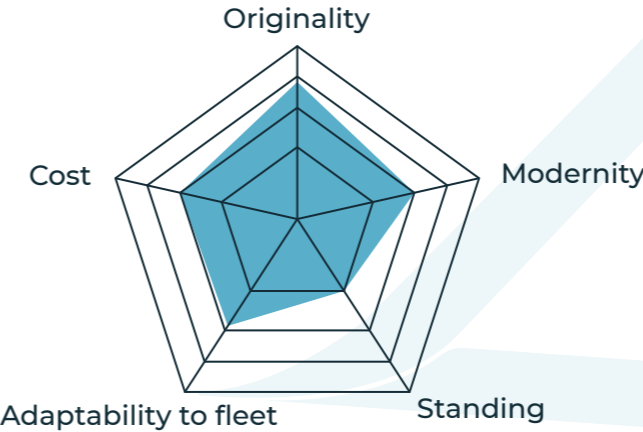


7 versions

Options



LaLivery rating



Trend since 2016



+44%



Big Nose

Design data

Total share: 0,4% (16/19)

Estimated total fleet: 95

Number of airlines with this design: 3

Major Airlines: Norwegian, Edelweiss,...

Average white paint coverage: 75-100%

Share by fleet size:

0-10	11-50	51-100	>100
N.R.	N.R.	N.R.	N.R.

Share by airline category:

Regional	Low Cost	Legacy	Charter	Cargo
N.R.	N.R.	N.R.	N.R.	N.R.

Share by continent:

Africa	Europe	Asia	Oceania	North America	South America
N.R.	N.R.	N.R.	N.R.	N.R.	N.R.

Design characteristics



1 Design located in the front first third of the fuselage.

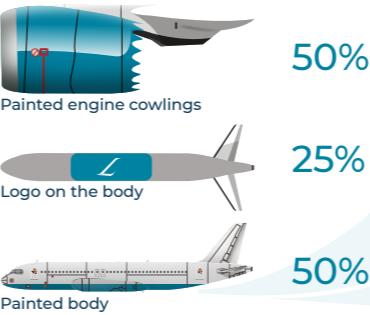


Design versions

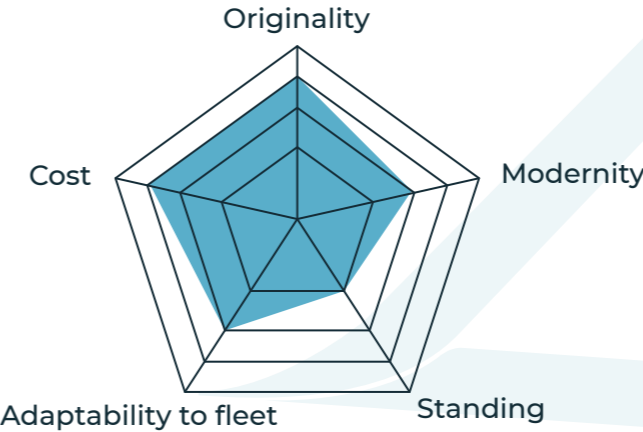


3 versions

Options



LaLivery rating



Trend since 2016



0%



Headband

Design data

Total share: 0,3% (17/19)

Estimated total fleet: 75

Number of airlines with this design: 2

Major Airlines: Air Moldova, Aerolineas Argentinas

Average white paint coverage: 75-100%

Share by fleet size:

0-10	11-50	51-100	>100
N.R.	N.R.	N.R.	N.R.

Share by airline category:

Regional	Low Cost	Legacy	Charter	Cargo
N.R.	N.R.	N.R.	N.R.	N.R.

Share by continent:

Africa	Europe	Asia	Oceania	North America	South America
N.R.	N.R.	N.R.	N.R.	N.R.	N.R.

Design characteristics



1 Wide design at the front of the fuselage tapering towards the rear and top of the fuselage.

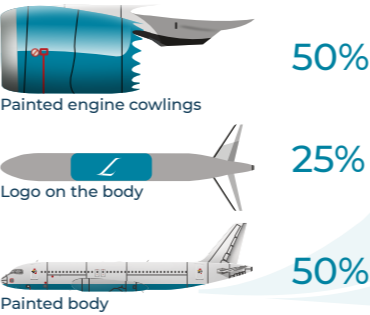


Design versions

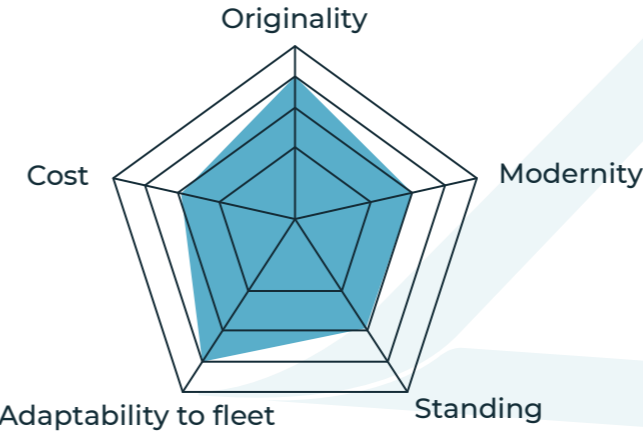


2 versions

Options



LaLivery rating



Trend since 2016

↓

-100%



Bare-Metal

Design data

Total share: 0,1% (18/19)

Estimated total fleet: 5

Number of airlines with this design: 1

Major Airlines: RedAir

Average white paint coverage: 0%

Share by fleet size:

0-10	11-50	51-100	>100
N.R.	N.R.	N.R.	N.R.

Share by airline category:

Regional	Low Cost	Legacy	Charter	Cargo
N.R.	N.R.	N.R.	N.R.	N.R.

Share by continent:

Africa	Europe	Asia	Oceania	North America	South America
N.R.	N.R.	N.R.	N.R.	N.R.	N.R.

Design characteristics



- 1 Paintless fuselage with bare polished metal.

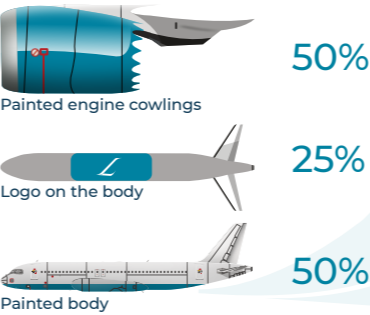


Design versions

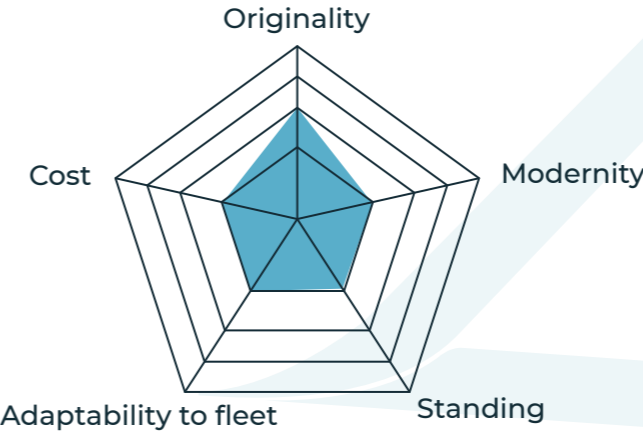


1 version

Options



LaLivery rating



Trend since 2016
↓
-100%



Scarf

Design data

Total share: 0,1% (19/19)

Estimated total fleet: 320

Number of airlines with this design: 1

Major Airlines: Easyjet

Average white paint coverage: 75-100%

Share by fleet size:

0-10	11-50	51-100	>100
N.R.	N.R.	N.R.	N.R.

Share by airline category:

Regional	Low Cost	Legacy	Charter	Cargo
N.R.	N.R.	N.R.	N.R.	N.R.

Share by continent:

Africa	Europe	Asia	Oceania	North America	South America
N.R.	N.R.	N.R.	N.R.	N.R.	N.R.

Design characteristics



1 Wide design at the front of the fuselage tapering towards the rear and bottom of the fuselage.

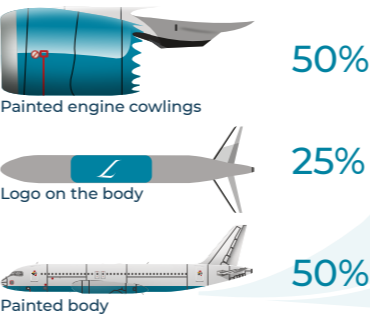


Design versions

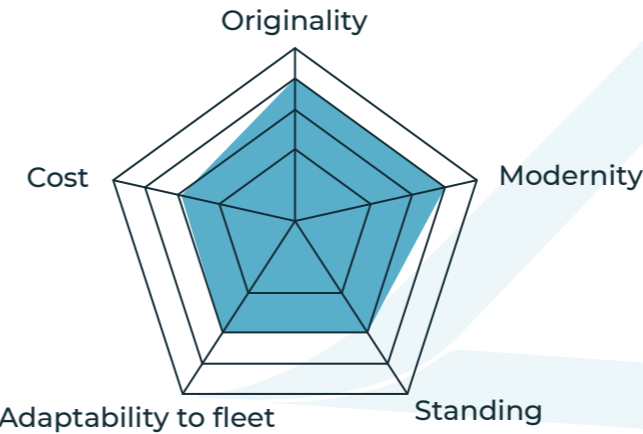


1 version

Options



LaLivery rating

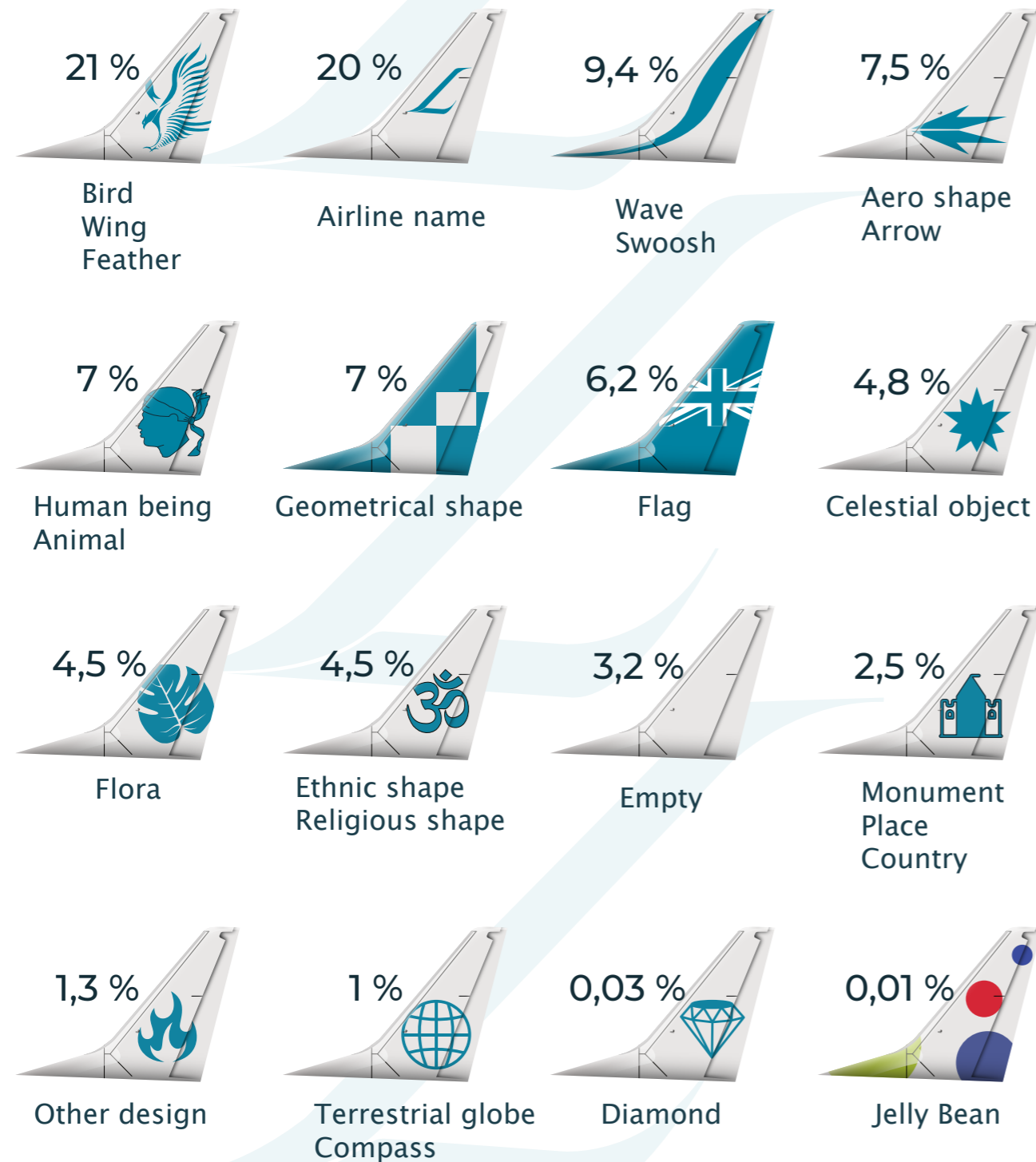


Trend since 2016
↓
-100%

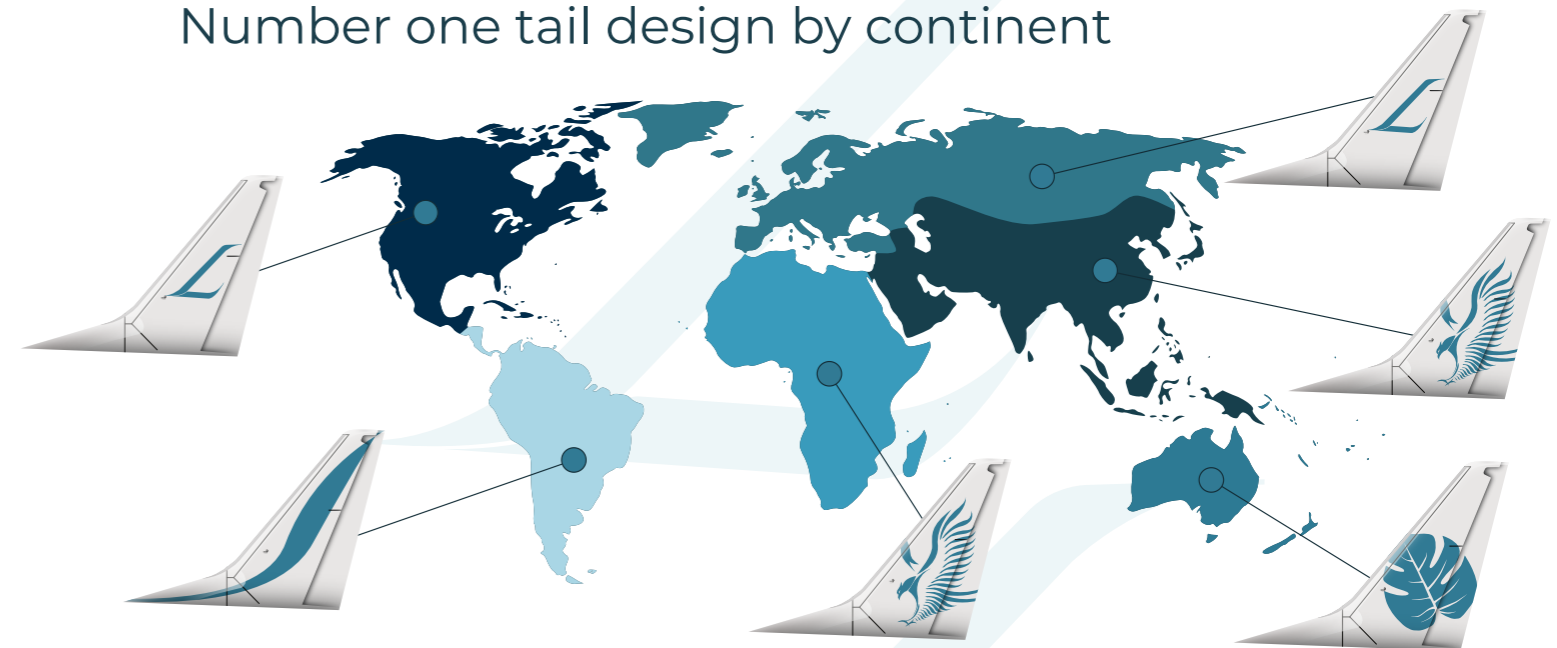


Tail

Design



Number one tail design by continent



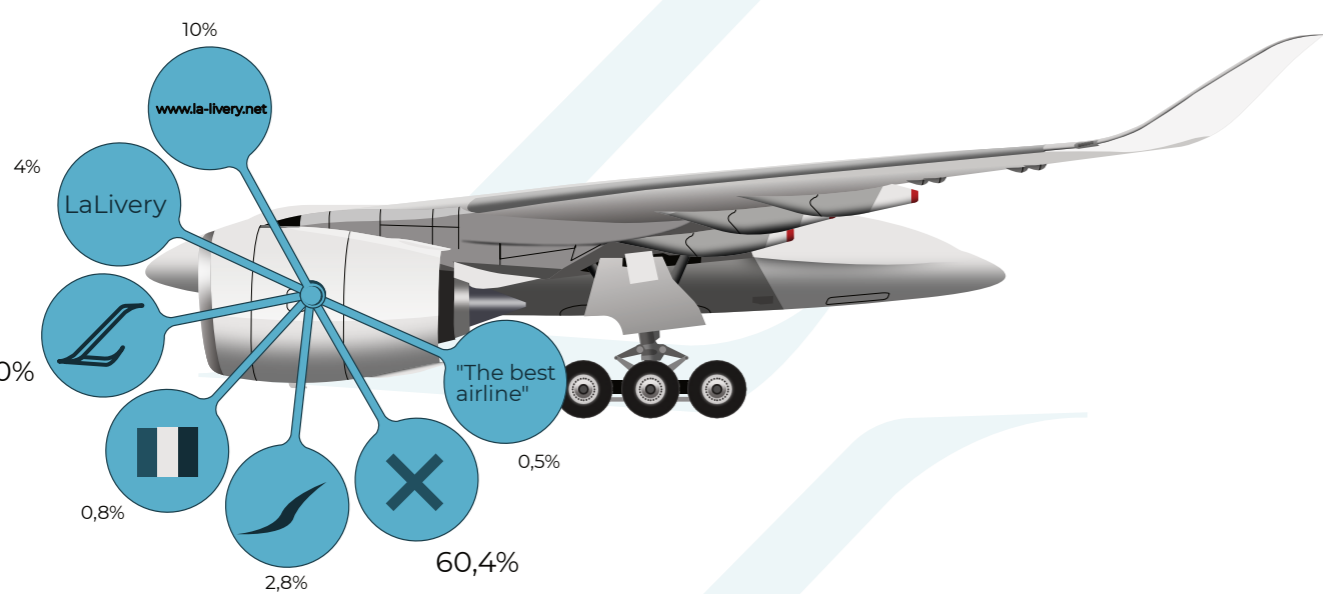
Number one tail design by airline category



Engine cowlings

Outboard side cowlings decoration

No data available for inboard side



Engine cowlings painting



Winglets

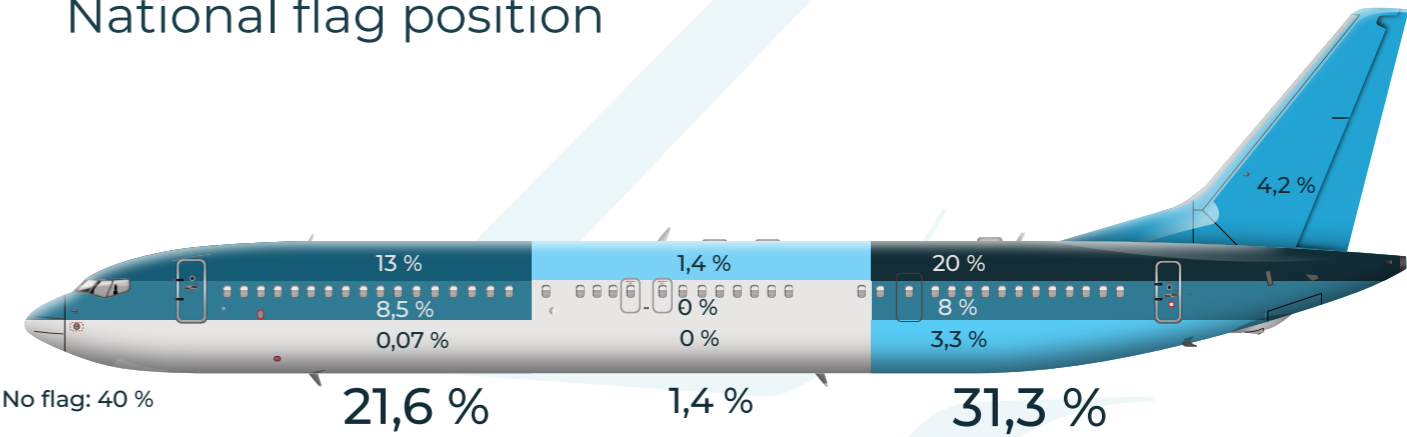
Outboard side decoration

No data available for inboard side.
Only applicable to airline operating aircraft equipped with winglets.



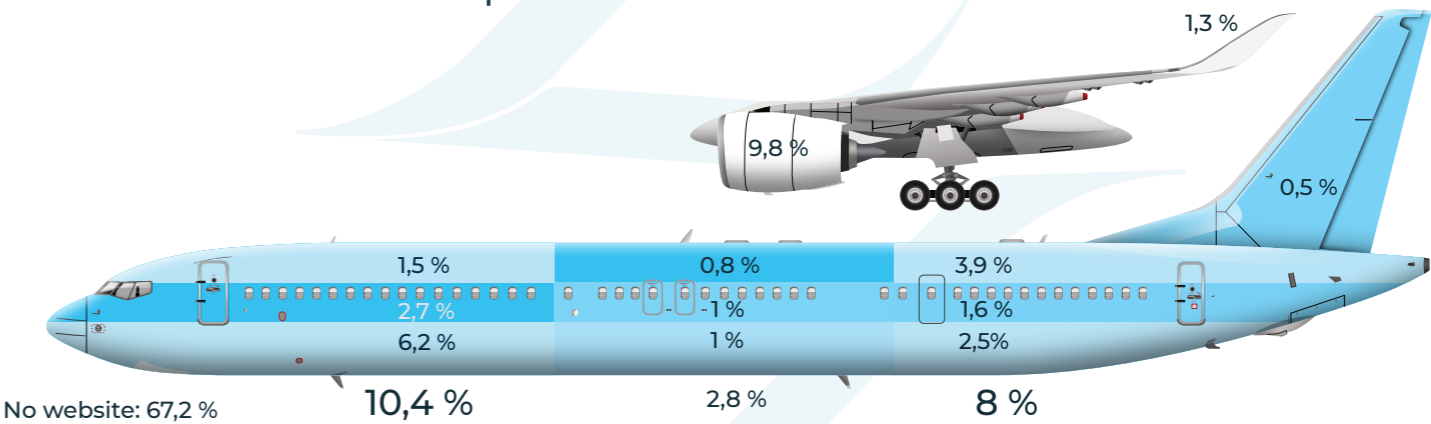
Flag

National flag position



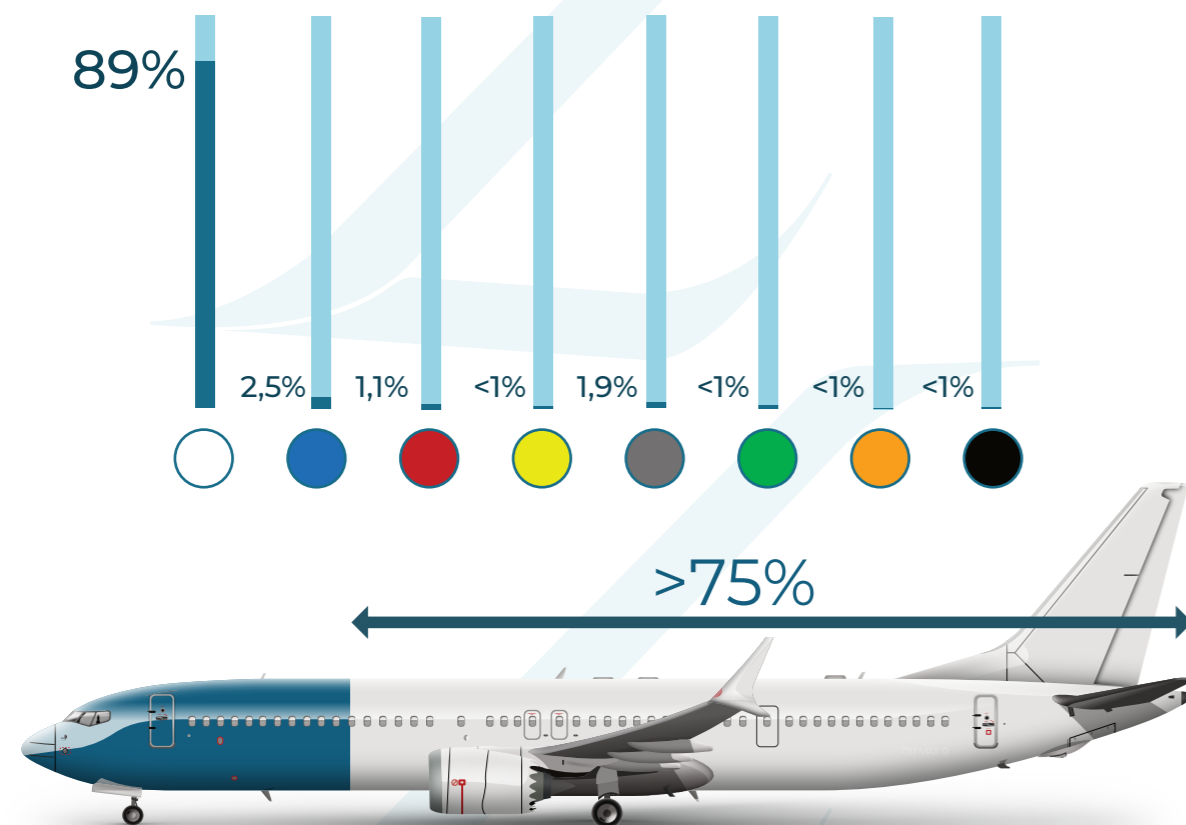
Website

Airline website position



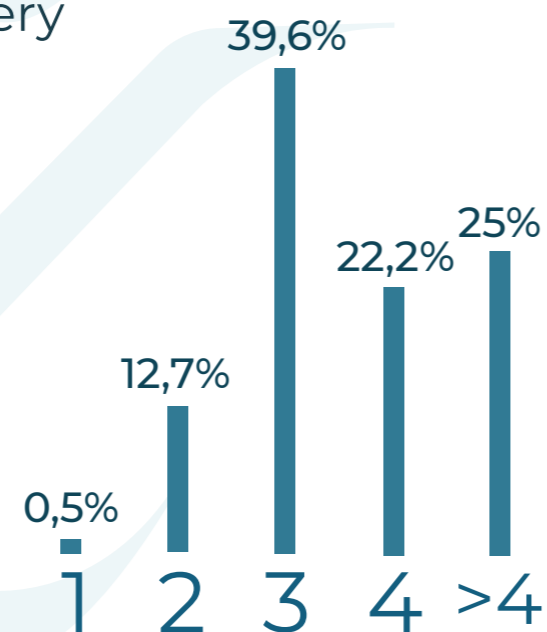
Livery colors

Main color

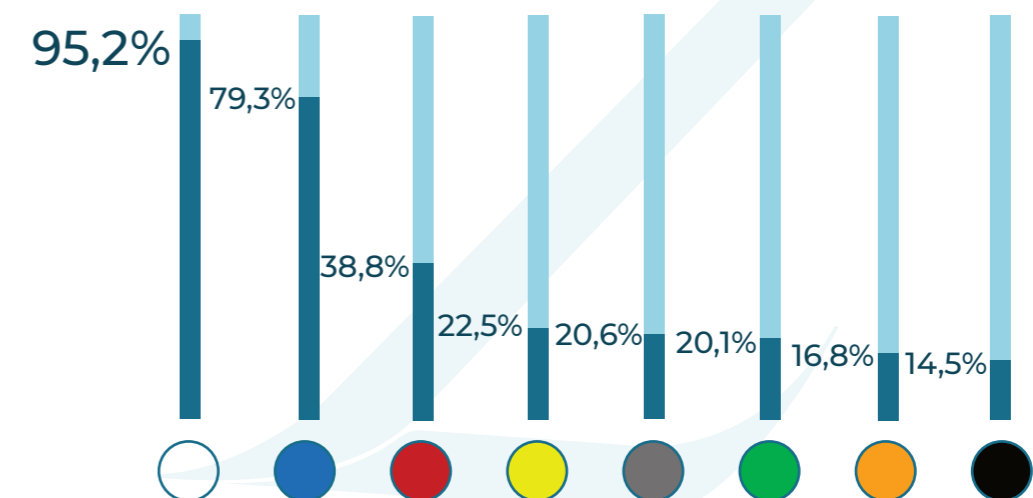


74% of airlines have planes covered over 75% in white color

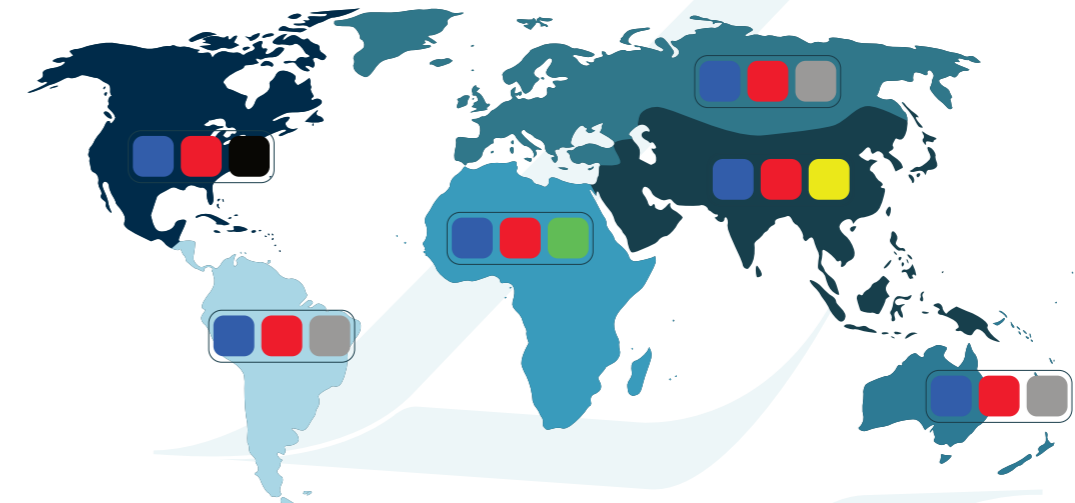
Number of colors on the livery



Most used colors



Most used colors excluding white color (continent)

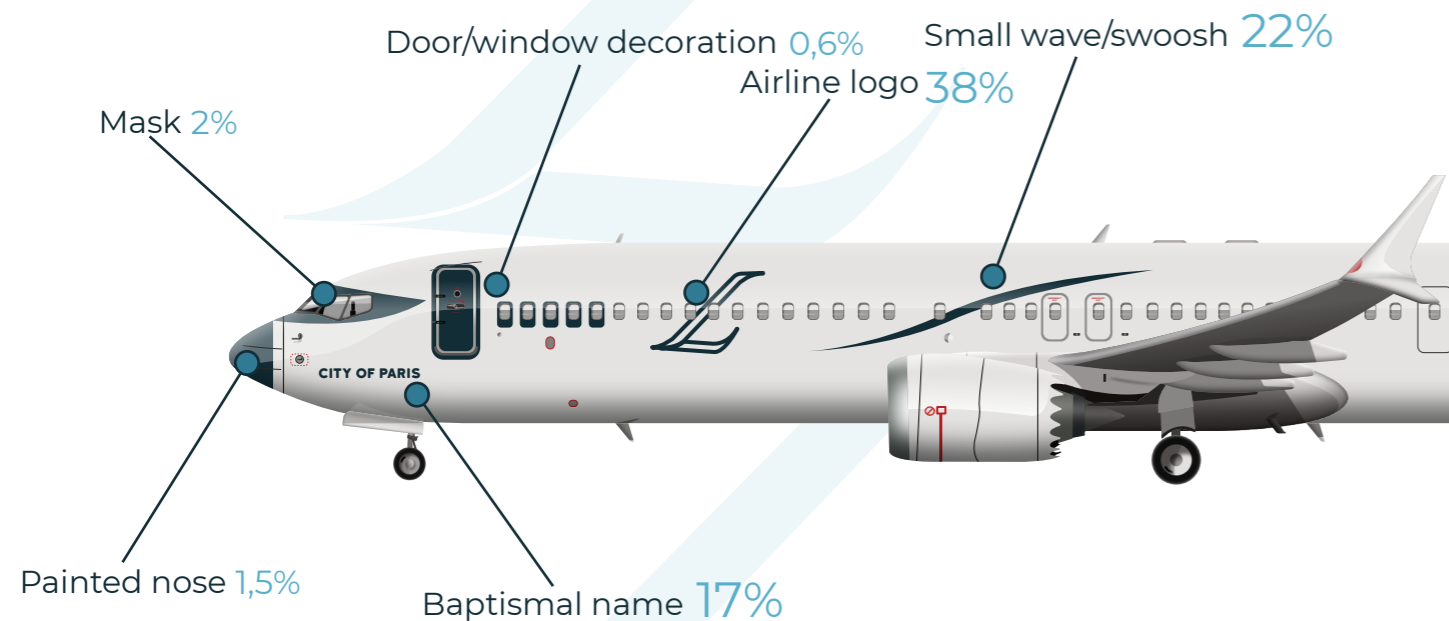


Most used colors excluding white color (airline category)

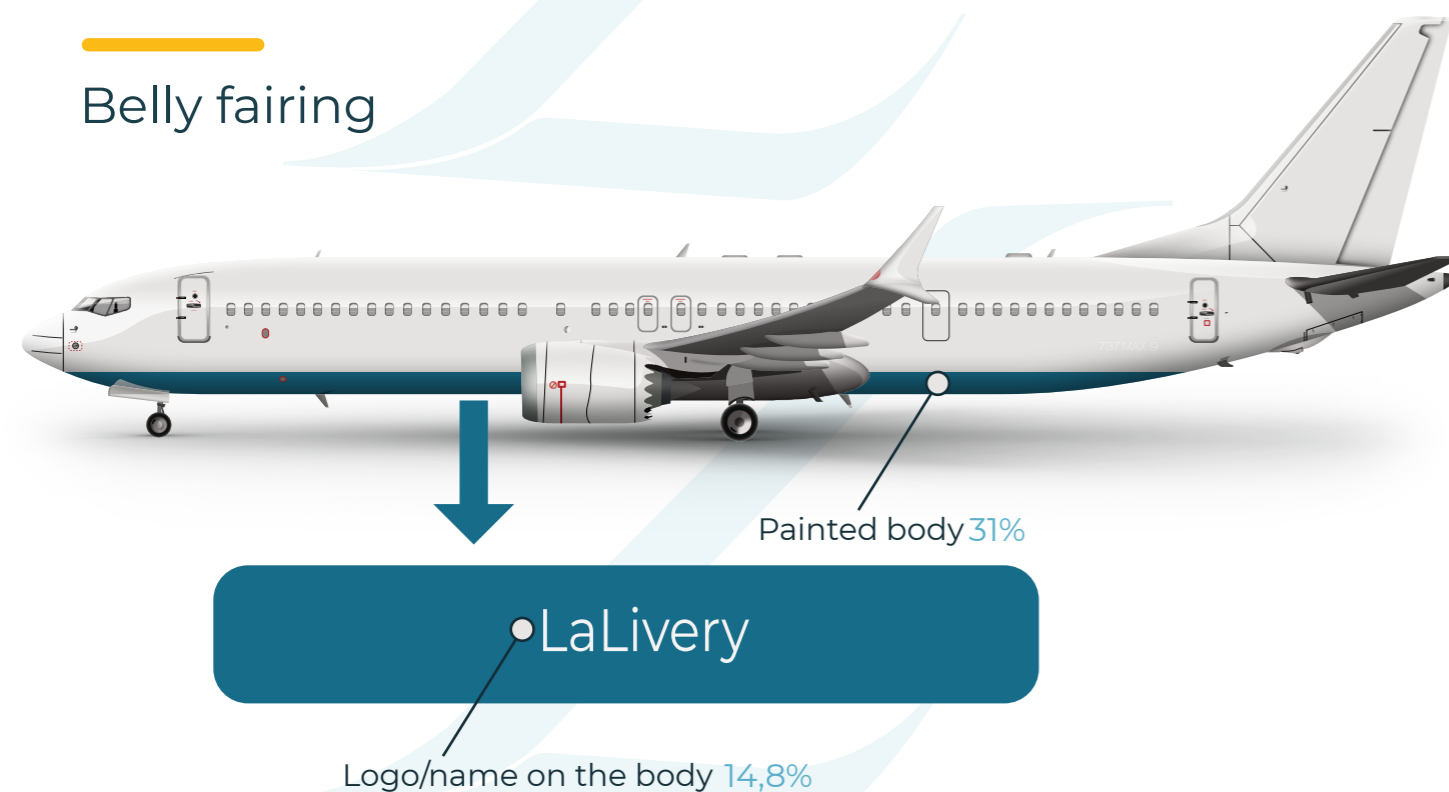


Options

Fuselage side

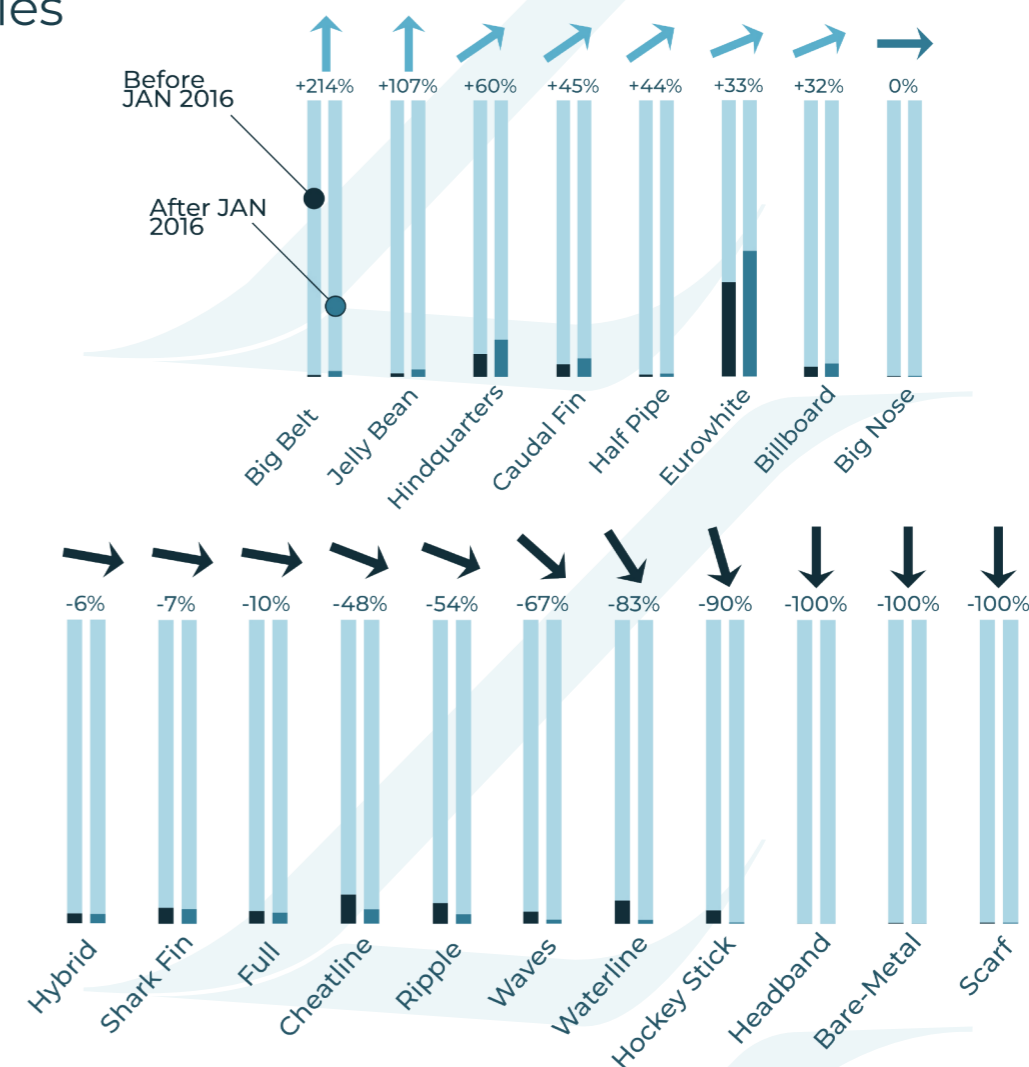


Belly fairing

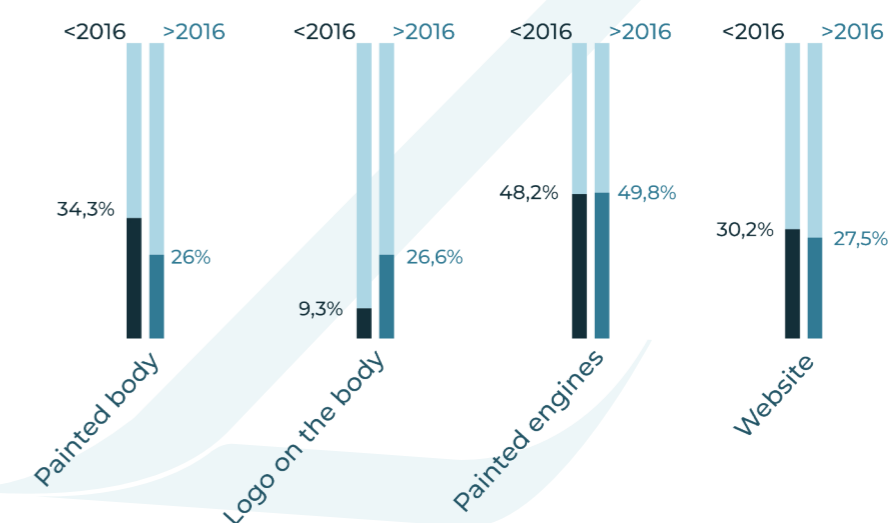


Trend since 2016

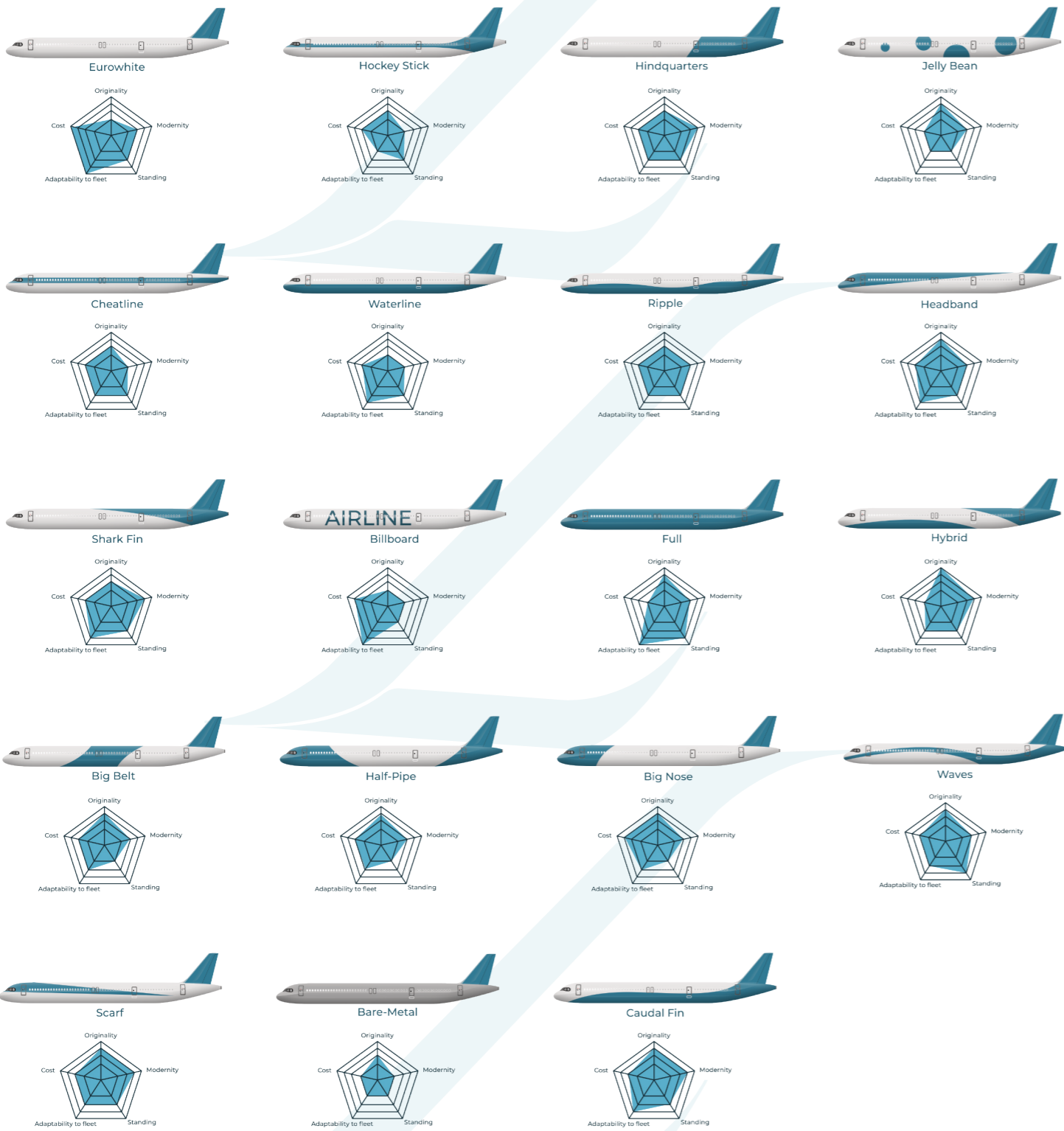
Liveries



Options

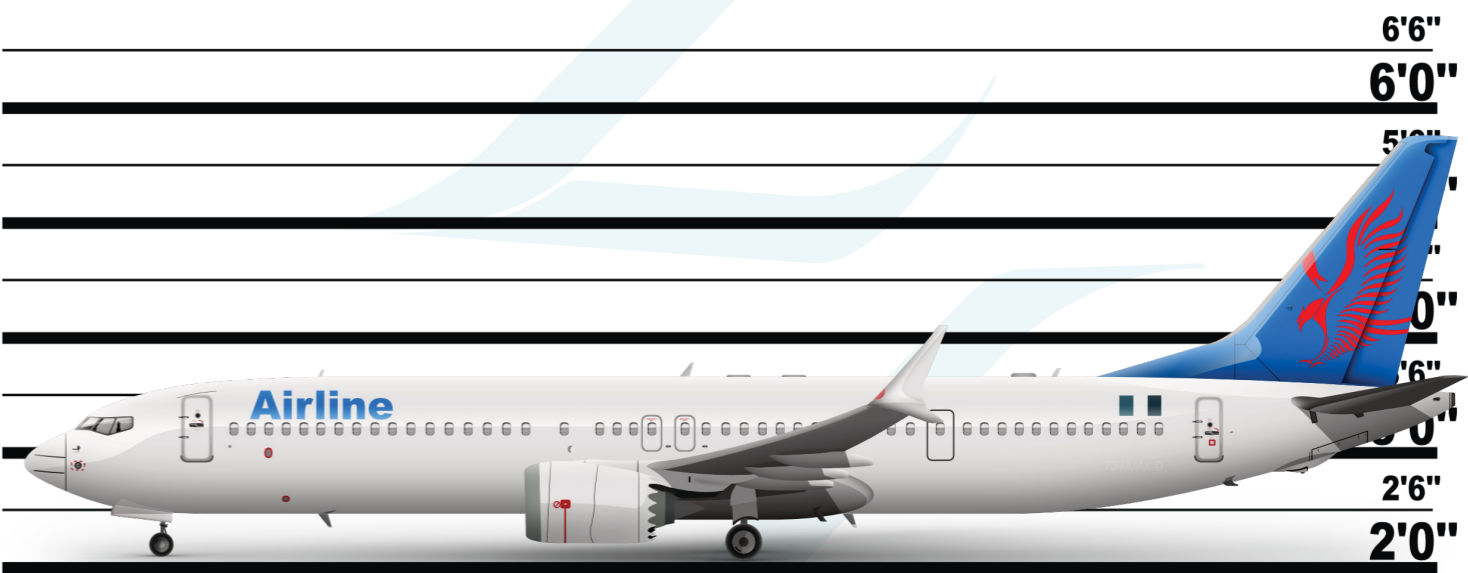


Subjective Ranking



The usual suspect

The most common livery design



Conclusion

Thank you for taking the time to read this document to the end.

Please note that this is version 1.0, which is subject to improvement and revision.

In the next phase, we plan to analyze the data presented, providing historical context, anecdotes, and more accurate information. (However, please note that this may take some time.)

We welcome any comments, suggestions, or critiques. We apologize in advance for any errors in the English translation.

If you notice any mistakes, please feel free to contact us at lalivery.net@gmail.com or via the @la_livery account on Twitter.

Please note that due to the volume of messages we receive, we may not be able to respond to everyone, but rest assured that all messages will be read.

