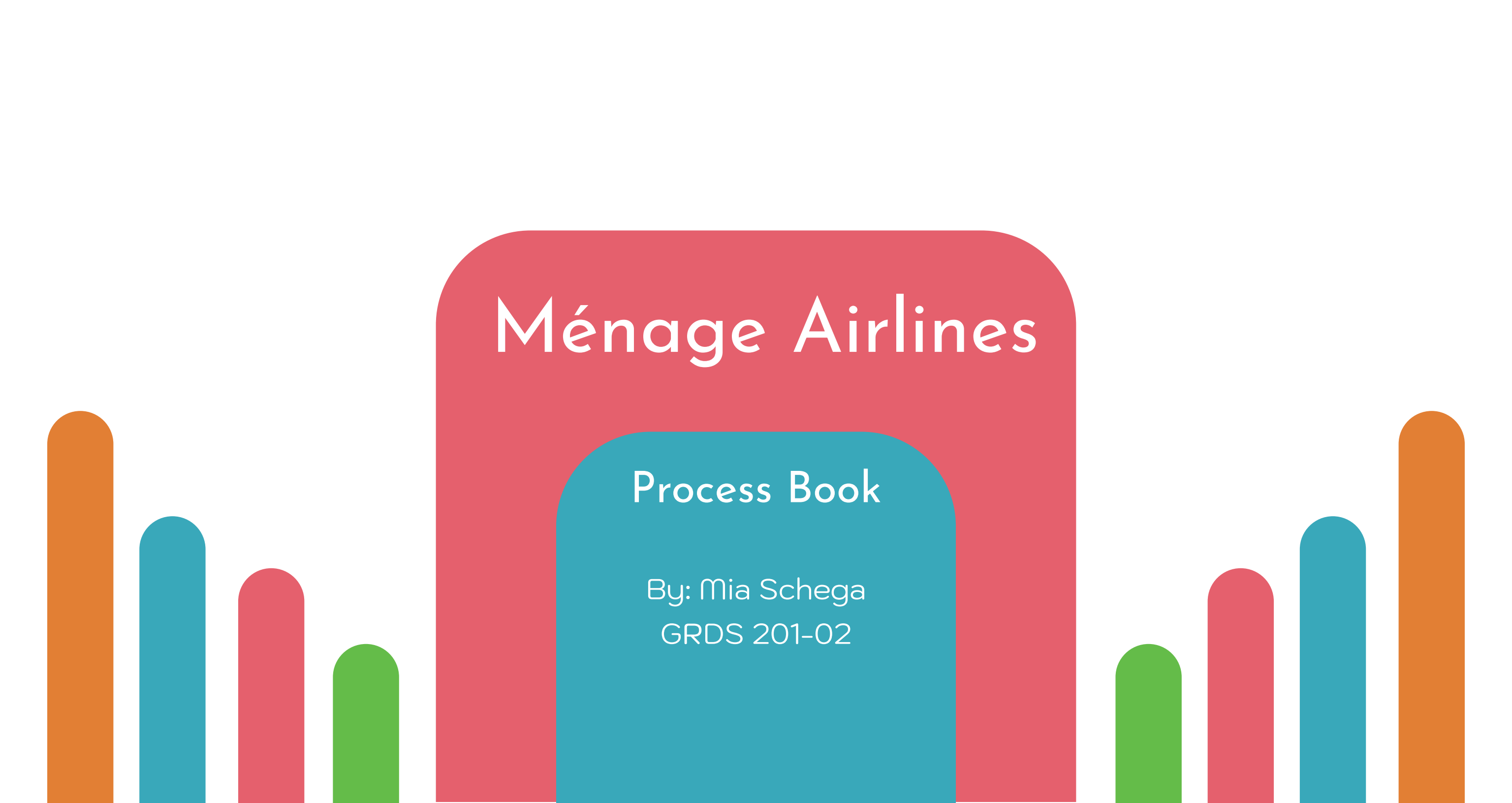




Ménage Airlines

Process Book

By: Mia Schega
GRDS 201-02

Name and History

Ménage Airlines was created to make traveling with children easier and more accessible to families. Ménage directly translates from French to English as “household”. The word has been used in the English language defined as “members of a household.”



Personality and Unique Features

Ménage Airlines caters to families, especially those with younger children that might add extra stress to travelling as a group. Menage embraces families and children with open arms and a positive attitude. On every flight, many activities such as coloring and games. On each television, there will be a plethora of kid and family-friendly movies available for the passengers. On every plane, there will also be designated areas for children to get up and move around during the flight when it is safe to do so. The seating on the planes will be very spacious, with options for carriers for infants and toddlers.

Mood and Tone

The mood of Ménage Airlines will be very positive, energetic, and optimistic. The tone will be very bright, youthful, friendly, and playful.

Market and Competition

Ménage Airlines is a major airline in competition with airlines such as Delta, Southwest, United Airlines, American Airlines, Spirit Airlines, and more.



Trends: Data shows that only about 50% of families travel by plane as airlines do not cater to families.



Target Audience

The target audience is parents with children and family travelers. This would include people around the ages of 20-50, and the brand would appeal to younger age groups as well to feel inclusive of the children. Families or groups of people of various ages in need of a stress-free travel option.

Personas



**Keith, Melissa, Anna
and Mariah**

Ages 45, 42, 16, and 12.
Middle-class income,
both working parents
and both kids in school.



Helen and Ellie

Ages 26 and 5.
A single working mom with a
daughter who recently started
school.



**Kate, John, Maddie
and Carrie**

Ages 32, 35, 7 and 9.
Kate is a stay at home mom and
John works. Lower middle-class
income.

Color and Shape Palette

#65bc48

#e4606e

#40a8bb

#e27f33



Typography

Ménage Airlines

Josefin Sans Light

Ménage Airlines

Josefin Sans Regular

Ménage Airlines

Josefin Sans Bold

Ménage Airlines

Kodchasan Light

Ménage Airlines

Kodchasan Medium

Communication Strategy

How We Share Our Message

- Campaigns for Holidays, special events, discounts and deals.
- Fun, colorful, and playful look inclusive of all ages
- Provide opportunities for children and families to engage in activities while travelling that may help to ease their experience
- Create a community that makes families of all ages and sizes feel welcome through an interactive website and app
- Provide a variety of foods that caters to the needs of people of all ages.
- App, website, and social media will be very simple, clean, and user friendly to create a hassle-free experience.
- Promote age inclusivity and acceptance within the airline industry.

The Message

Everyone deserves the leisure of air travel, and furthermore deserve a stress-free experience. Flying with younger children or large groups of people can add up in cost and stress. Ménage Airlines plans to change the game for family travel, accommodating to large groups of people and welcoming children and families with open arms.

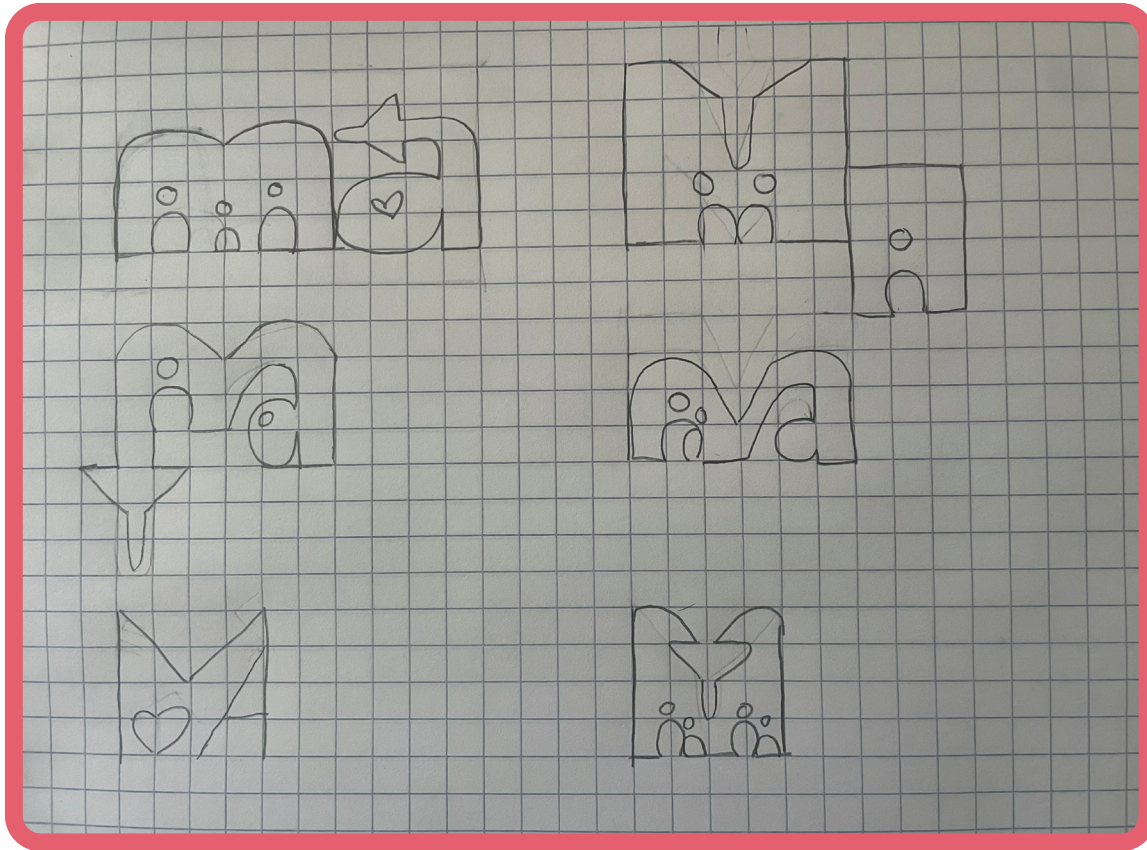
Family Travel Made Easy

There's no place like home, so why should it be such a hassle to get there? Ménage Airlines is here to help and cater to your family's travelling needs.

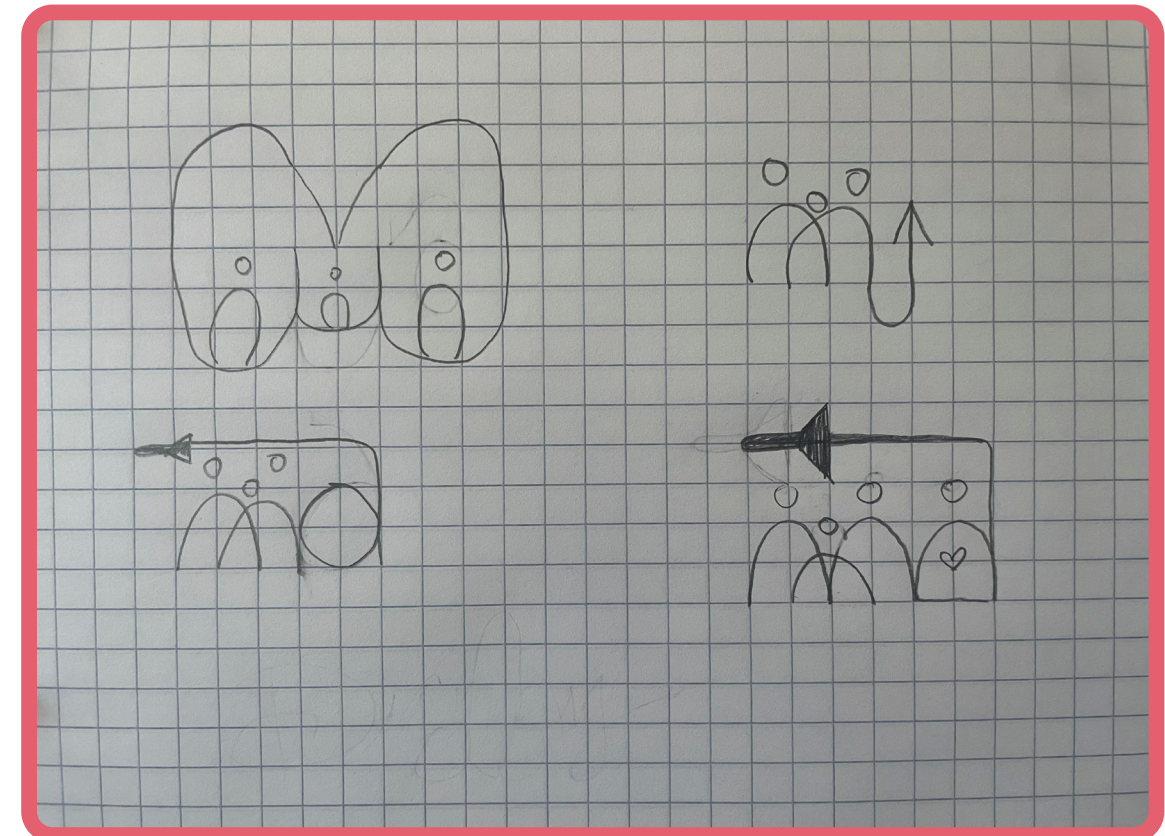
Moodboard



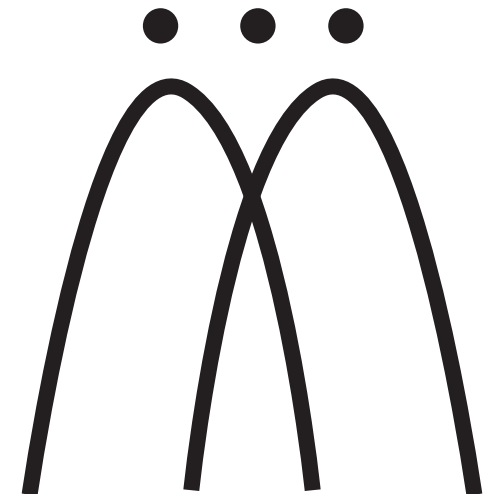
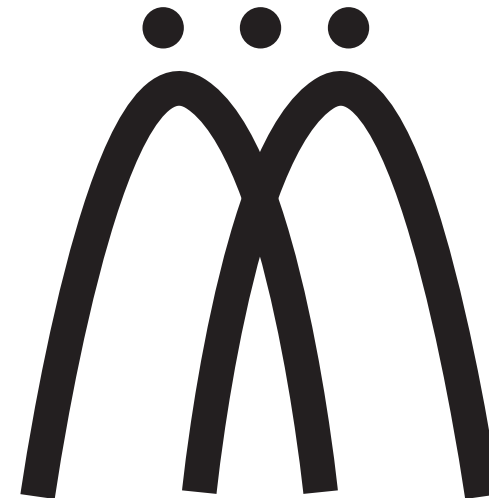
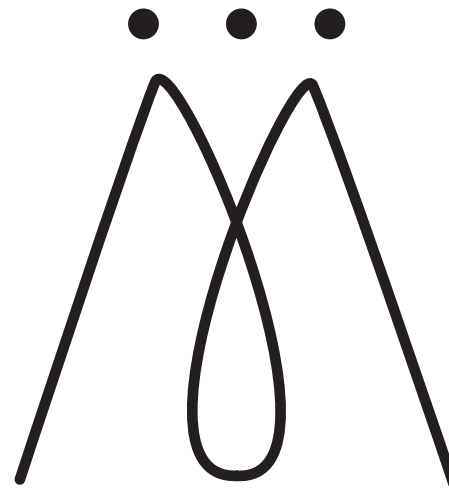
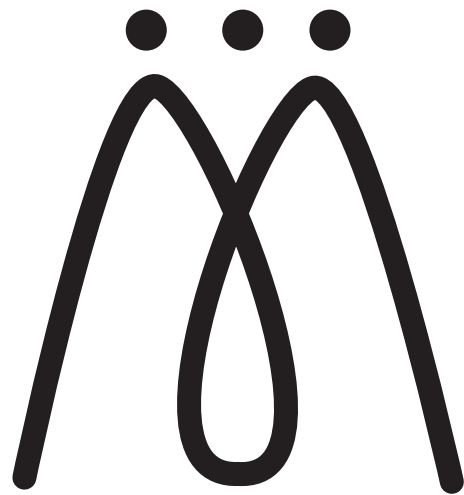
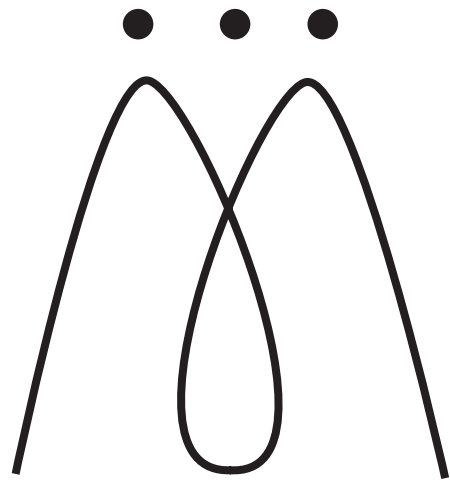
Ménage Airlines



Logo Sketches



Trademark Variations



Size and Type Variations



Final Logo





Airplane

Passenger Bus



Uniforms



Family Travel Made Easy.

Book Your Trip Now

History and Community

Our Mission

Reviews



App Home & Digital Ticket

Thank you!

