

June 24, 2010

Narita International Airport Corporation

## **Narita International Airport Introduces a New Brand Name!**

**Tokyo, June 24, 2010: Narita International Airport Corporation has introduced the brand name, WORLD SKY GATE\_NARITA, to highlight the potential that Narita International Airport offers to Japan and the rest of the world.**

**WORLD SKY GATE\_NARITA is a declaration of Narita International Airport's pride and commitment as Japan's premier gateway to the world, the world's portal to Japan and the major East Asia hub airport serving the global air transport network.**

**Traditionally Japan's largest international hub airport, Narita International Airport boasts a finely balanced, yet extensive international air transport network not available anywhere else in East Asia.**

**By continuing to evolve and expand these significant features, Narita will grow even more conspicuous in this role under the WORLD SKY GATE\_NARITA banner.**

**Underlining the fact that international airports are not just transit points but travel showcases, Narita Airport will continue to strive to remain committed to offering services that are befitting the special venue as expressed by the new brand name.**

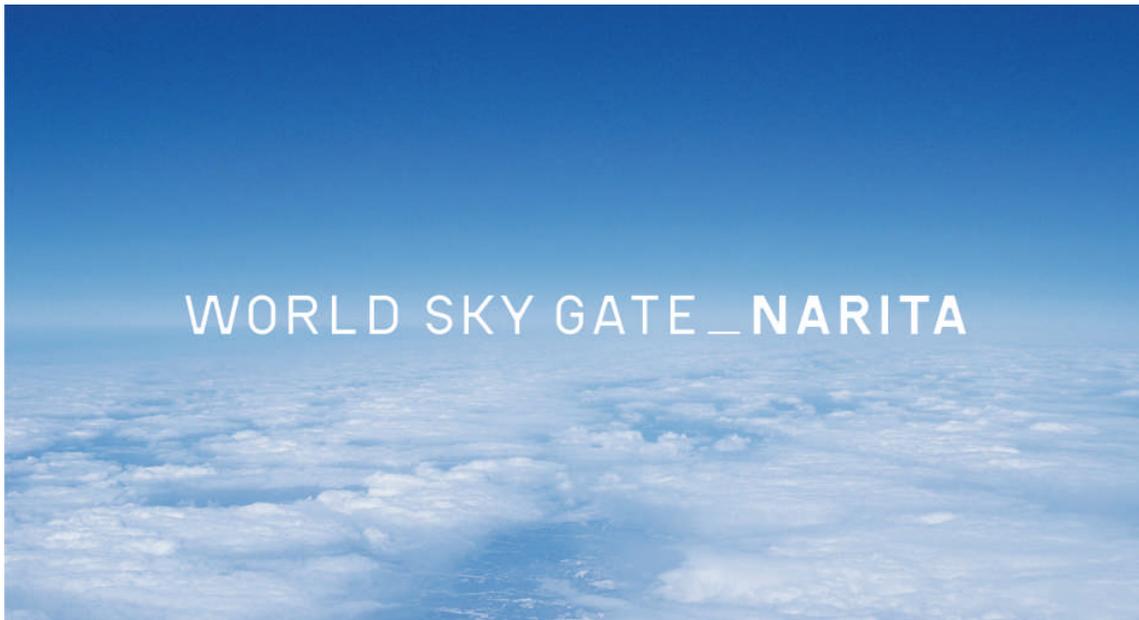
**Narita also remains committed to serving global travelers and welcoming all visitors with the utmost hospitality.**

**We at Narita International Airport will strive to offer an airport that all employees and people involved with it can be proud of and one that enjoys a special place in the hearts of those that use it.**

**WORLD SKY GATE\_NARITA will be used in all communication in order to establish Narita International Airport's brand image.**

## Logo Design

# WORLD SKY GATE\_NARITA



### **WORLD SKY GATE\_NARITA Logo Design Theme**

- **Aspiring to set the standard for the world's airports**  
**A towering gateway to Japan welcoming all travelers**
- **Radiating trust and confidence**  
**A sense of implicit trust as an airport of absolute safety**
- **Forward thinking**  
**A beacon of sophisticated culture, technology and service**

**As an element in the design, the underscore signifies space and symbolizes that Narita's land and skies, and it means open to the world.**