



Air Busan

Creative rebranding of Air Busan, the South Korean low-cost carrier that represents the vibrant spirit of the city of Busan. The identity draws inspiration from the elegant forms found in traditional Korean art and nature. The rebrand encompasses the full corporate identity system, with a symbol rooted in the silhouette of a seagull—an icon beloved in Busan—capturing the city’s dynamic coastal energy and forward momentum.

Case Study

2022 (5 Weeks)

Corporate Identity (Personal work)
Illustrator and Photoshop



The City of Busan

Busan is a vibrant coastal city in South Korea known for its bustling port, scenic beaches, and rich cultural heritage, which blends traditional markets with modern urban life.

Air Busan is a South Korean low-cost airline founded in 2007 as a regional carrier representing the city of Busan. Its brand reflects the city's coastal identity, with a focus on accessibility, reliability, and a friendly travel experience.

Previous CI: Seagull and Symbol

Seagulls have become a famous symbol of Busan's maritime spirit, as they're commonly seen along its shores where they add to the lively, coastal atmosphere and have inspired local folklore and art.

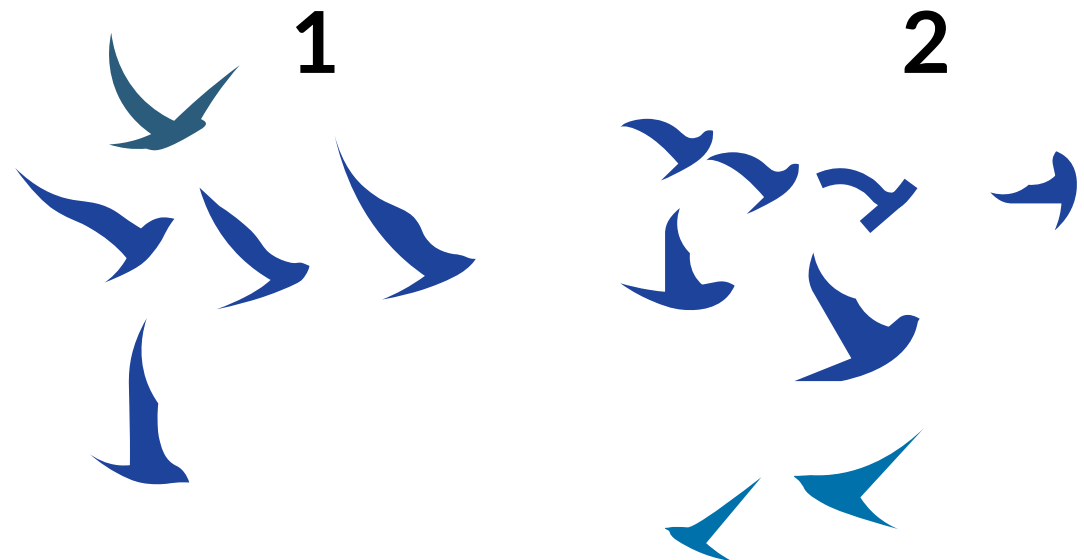


CI used since 2007

Sticking with the seagull as the symbol leverages its deep-rooted connection to Busan's maritime heritage and coastal identity.

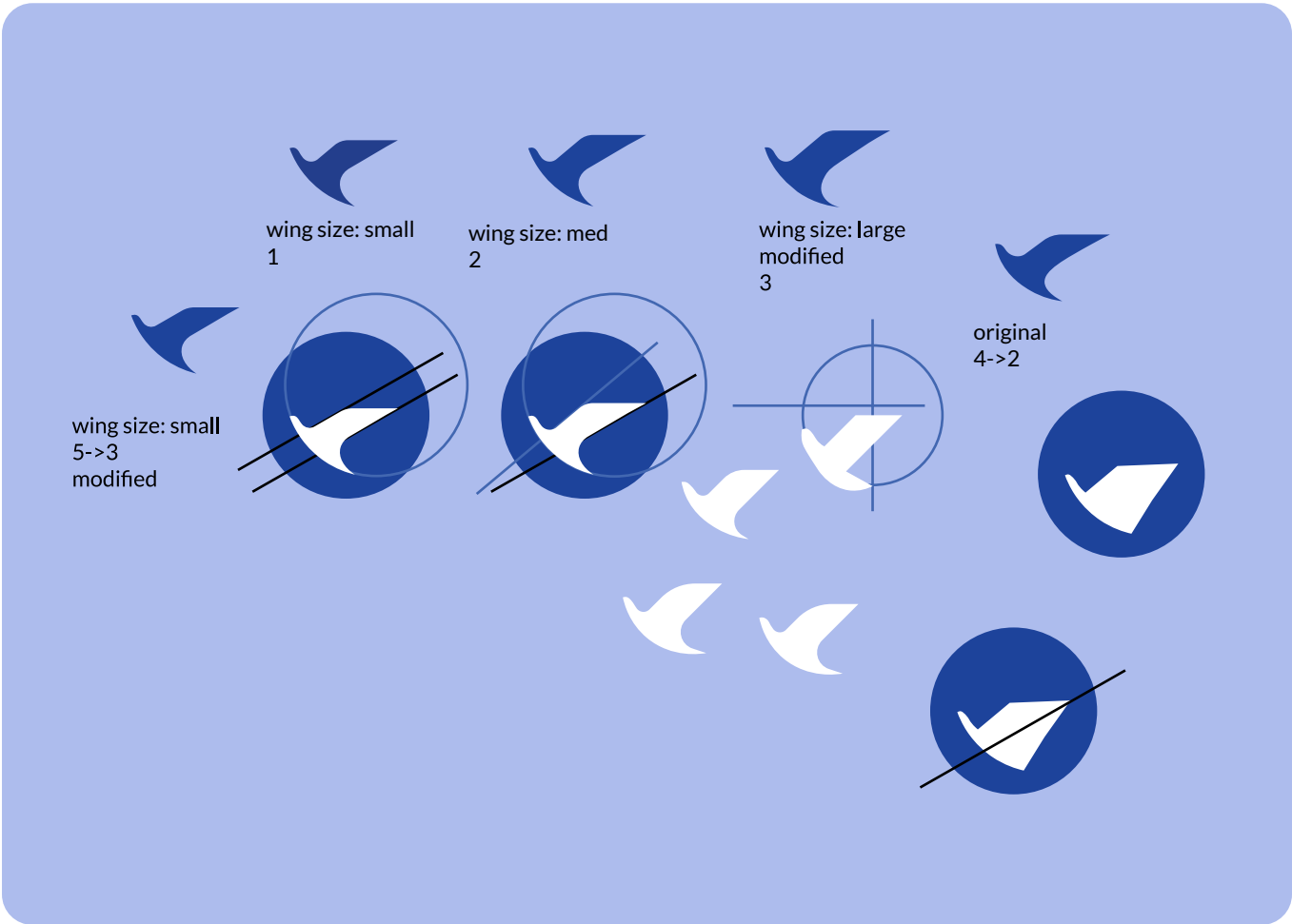
Research

To develop a meaningful and distinctive symbol, I studied over 100 reference photos of seagulls in flight—Busan's symbolic bird—capturing their shapes, movement, and energy. I digitally traced a wide range of wing positions and silhouettes, then continuously compared and refined them against existing airline logos to ensure originality while aligning with industry standards.



Survey and Iterations

I conducted informal surveys with peers, designers, and frequent flyers to gather feedback on clarity, memorability, and emotional resonance. Based on this feedback, I iterated through multiple versions—adjusting angles, and overall balance to enhance both recognition and harmony.



User Survey (Comparing No.1 and No.4)
12 responses

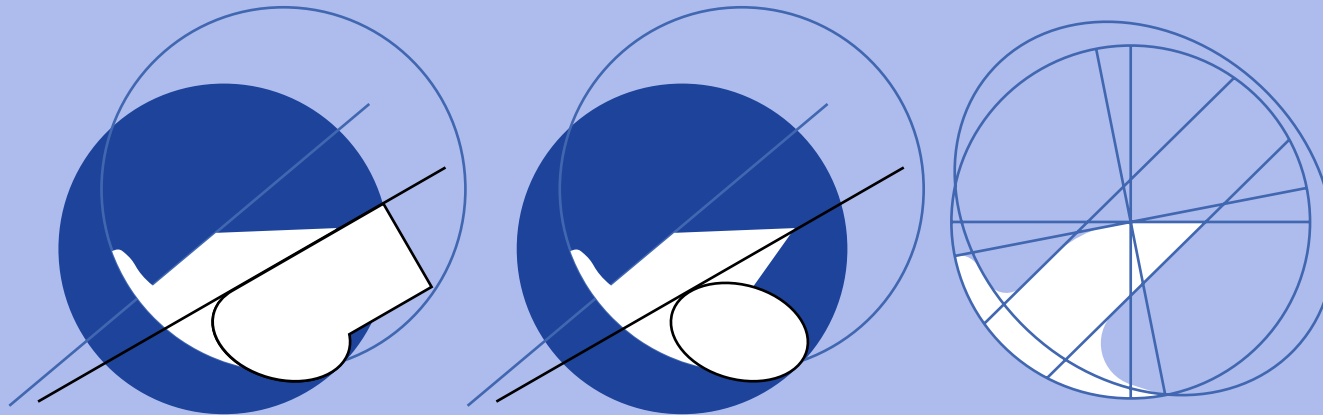
Criteria	Rating (out of 5)	Notes
Symbol clarity	4.6	Looks like a bird in motion
Memorability	4.3	Feels clean and easy to remember
Uniqueness vs competitors	4.1	Different enough from other airlines
Represents Busan well	4.5	Definitely gives coastal, local vibes
Works across scales/devices	4.7	Still readable when small
Overall appeal	4.4	Professional and modern

Simplifying in Geometric form

Distilling the design down to its most essential shapes while maintaining its recognisability and emotional impact.

By eliminating extraneous details and using harmonious geometric relationships, the symbol becomes both timeless and instantly recognisable, embodying the seagull motif without visual clutter.

I continuously experimented with angles, lines, and geometric shapes—adding and subtracting elements and fine-tuning proportions—to achieve a clear, balanced design.



A/B Testing

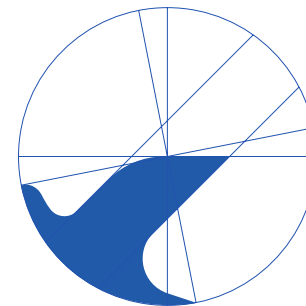
- Conducted on two final iterations.
- 4 participants
- Clarity: “Which variant do you find easier to recognize and understand at a glance?”
- Memorability: “Which design do you remember better after a short viewing period?”
- Emotional Resonance: “Which symbol resonates more emotionally with you and why?”
- Additional Rating: Use a Likert scale (1-5) to rate overall appeal and balance.

Logo & Symbol

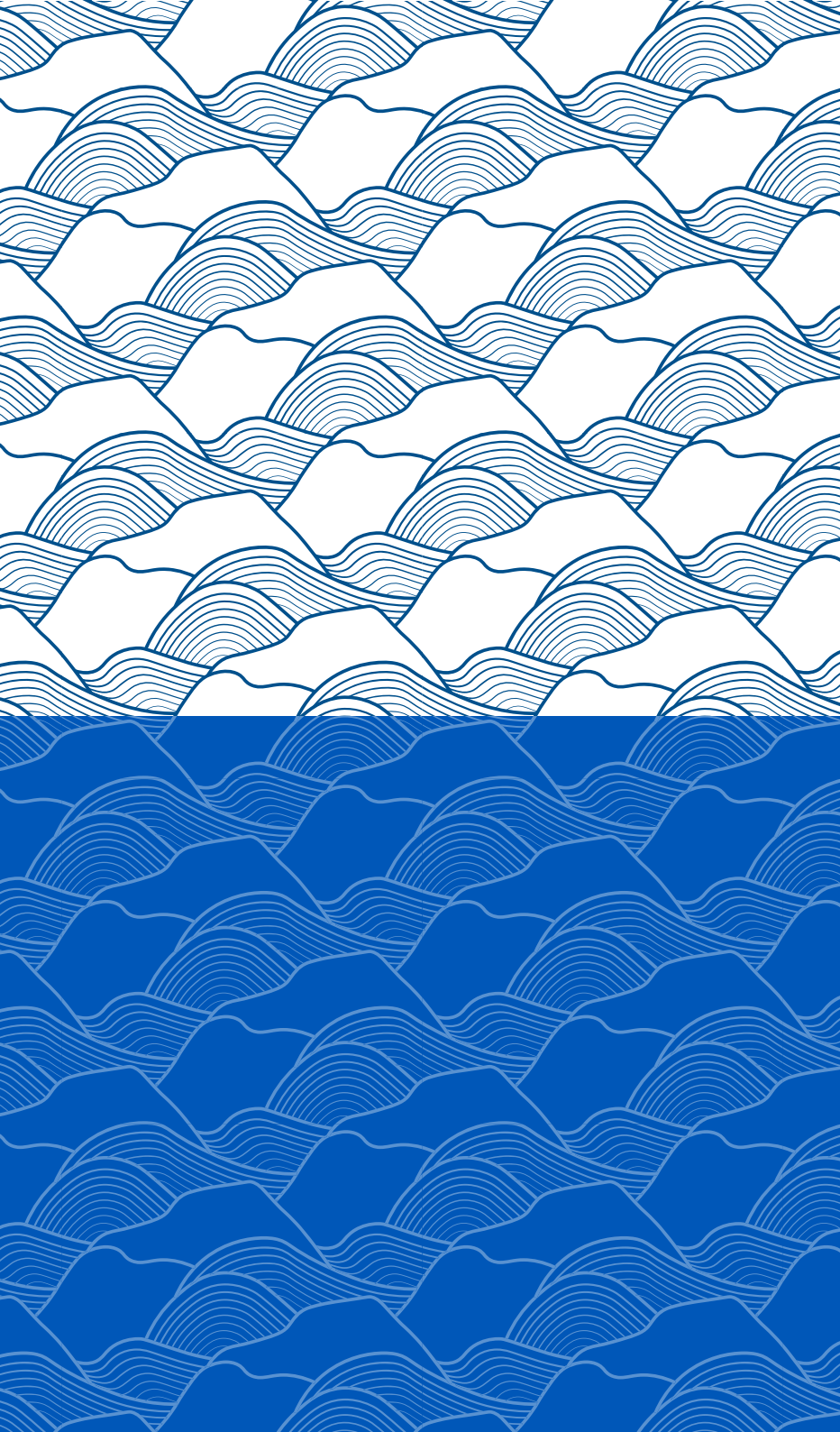
Blends modern minimalism with Busan's maritime heritage, capturing the energy of the southern sea. Set in Futura for its clarity and timeless feel, the symbol—shaped by the iconic seagull—embodies coastal vibrancy, adaptability, and forward momentum.



Logo + Symbol type



Symbol type



Pantone
2935 C

#0057b8

#5a92cb

Pattern

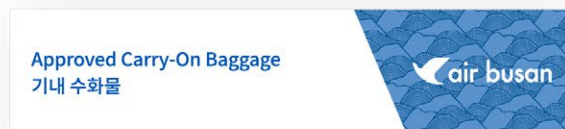
Inspired by traditional Korean motifs, the pattern integrates flowing organic lines reminiscent of Busan's waves, mountains, and sunrise. These natural forms symbolise the city's strong connection to nature and the sea, enriching the brand's cultural authenticity and visual depth.

Colour

Pantone 2935 C is a vibrant blue that evokes the clear sky and the excitement of air travel. Its modern, energetic tone reinforces Air Busan's image as innovative and reliable.

Visual Direction

The visual direction blends modern minimalism with the warmth of Busan. Inspired by Busan's coastal landscape and cultural motifs, the identity uses bold geometric forms, fluid curves, and a vivid blue to evoke clarity, energy, and motion. Dynamic yet cohesive visual system that works across print, digital, and environmental touchpoints.



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Reflection

This project pushed me to think beyond logo design and into the full experience of a brand—from cultural storytelling to identity systems. Through research, iteration, and system building, I learned how to balance emotion, clarity, and function. Creating a full corporate identity for an airline taught me the value of consistency, adaptability, and user-centred design.

