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Gerald R. Ford International Airport Unveils New Logo, Brand Promise



Grand Rapids, MI – The Gerald R. Ford International Airport (GFIA) has a new look and a new promise to complement its same great customer service and convenience.

GFIA released its new logo and brand promise today, which is pictured above. The new promise encompasses an airport-wide belief that no matter where your travel plans take you, “Getting there is better here.”

The new logo was inspired by the iconic shape of GFIA’s main parking canopy, but is also reminiscent of an airfoil, or the movement of air. The brand mark also brings to mind the gentle shoreline of Lake Michigan and the beauty of our West Michigan scenery.



“We are pleased to unveil a new logo and promise that showcase a more modern, energetic airport which is exactly what we are becoming,” said GFIA Executive Director Brian Ryks.

“We have future expansion and construction projects that will take us to an elite airport status, and we feel our new identity completes that circle of transformation, modern design and boldness.”

During its 50th year, the Airport conducted a discovery process to help refine its brand position. Discovery examined the Airport’s current perceptual position among stakeholders, identified its key strengths, and summarized the results in the simple new promise that reflects its competitive advantage – “getting there is better here.”

GFIA also recently announced a \$95 million investment in capital improvements projects scheduled from 2015 through 2020.

The anticipated CIP includes a substantial investment in the construction of the Consolidated Checkpoint & Marketplace, reconstruction of the terminal apron, a master plan update, and reconstruction of the North and East Parking Lots. In addition, the plan includes resurfacing a portion of the airfield Perimeter Road, and mid-term maintenance items associated with the public parking structure.

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About GFIA

The Gerald R. Ford International Airport (GFIA) is the second busiest airport in Michigan. The airport served over 2.23 million passengers in 2013 and over 6,000 travelers pass through GFIA each day. The Gerald R. Ford International Airport offers non-stop service to 24 major market destinations with 120 daily non-stop flights, and is managed and operated by the Kent County Department of Aeronautics. GFIA generates over \$500 million annually in economic activity throughout West Michigan and employs over 1,500 people. For more information on GFIA visit: www.flyford.org or follow the airport on Twitter: @FlyGRFord.