

# Memorandum



CITY OF DALLAS

DATE February 27, 2026

TO Honorable Mayor and Members of the City Council

SUBJECT **Dallas Airports Rebrand**

This memo presents an overview of the recently completed rebrand for Dallas' airports, including Dallas Love Field (DAL) and Dallas Executive Airport (RBD).

As the busiest medium-hub in the country and the only commercial airport owned by the City of Dallas, DAL was established as the primary public-facing master brand, while aligning RBD within a cohesive system differentiated through color and context. As DAL scales its infrastructure and customer experience in the coming years, the brand must keep pace, clearly conveying modernism, progression, and professionalism.

For over 10 months, the Department of Aviation implemented a comprehensive, inclusive process informed by best practices in public branding. In addition to a competitive assessment of multi-airport systems, airports similar in size, and recent commercial airport rebrands, the project team gathered insights from over 1,000 community members through qualitative and quantitative research, which included:

- Employees
- Community residents
- DAL frequent flyers
- DFW metroplex travelers

Key Takeaways and Response Actions included in the Rebrand are:

1. A star and an airplane symbols matter.  
The star is a Dallas signature — a symbol of leadership, unity, and civic identity. But to resonate, it needed aviation clarity. The final design integrates a refined star with an airplane and contrails (cloud-like trails produced by aircraft), instantly signaling Dallas and air travel at a glance. It's immediate, intuitive, and unique.
2. Red and blue tones were aligned with DAL.  
The new palette reflects the airport's warm and welcoming atmosphere, while also paying homage to its past (red) and its operational innovation and professionalism (blue). The new logo features a gradient effect that displays purple as a bridge between the two primary colors.
3. Emotional and practical must meet.  
The refined logo strikes a balance between a Dallas tradition, originality, and relevance — while remaining approachable and authentic to the airport's culture.

RBD's branding adheres to these design principles, except for a primary color palette alternative that uses gold in place of red, symbolizing excellence.

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The design is now distinct, functional, and flexible across all platforms, ensuring clarity on signage, wayfinding, infrastructure, digital environments, apparel, and marketing materials.

This rebrand, launching February 27, 2026, connects DAL and RBD with the City's broader efforts around civic identity, economic development, and infrastructure investment. Additionally, it positions DAL to compete globally, operate efficiently, and serve as a welcoming gateway for all through LEAP (Love Field Expansion Airport Program), whose branding is an extension of DAL's.

We are proud to present this evolution to you as a product of deep listening, data-driven refinement, and a devotion to the city we represent. For your information, attached are abbreviated brand guidelines and a visual reference document.

We are excited about this rebrand launch and hope you will share this information with your constituents via social media, newsletters, etc., after February 27.

For questions or additional information, please contact Patrick Carreno, Director of Aviation, at 214-670-6149 or [patrick.carreno@dallas.gov](mailto:patrick.carreno@dallas.gov).

Service First, Now!



Dev Rastogi  
Assistant City Manager  
[Attachment]

c: Kimberly Bizzor Tolbert, City Manager  
Tammy Palomino, City Attorney  
Mark Swann, City Auditor  
Biliera Johnson, City Secretary  
Preston Robinson, Administrative Judge  
Baron Eliason, Inspector General (I)  
Dominique Artis, Chief of Public Safety

M. Elizabeth (Liz) Cedillo-Pereira, Assistant City Manager  
Alina Ciocan, Assistant City Manager  
Donzell Gipson, Assistant City Manager  
Robin Bentley, Assistant City Manager  
Jack Ireland, Chief Financial Officer  
Ahmad Goree, Chief of Staff to the City Manager  
Directors and Assistant Directors



**1917–1930s:  
Early Years, No Formal Logo**

*In its first decades as an Army airfield and then a municipal airport, Dallas Love Field did not use a dedicated logo. Branding was minimal – the airport was identified by its name on buildings or signs. Any visual identity was limited to basic signage, as commercial air travel was still nascent and the airport’s image was primarily tied to the City of Dallas or its military origins.*



⊕ LOVE FIELD ⊕

**1940–1958:  
Art Deco Terminal Signage**

*The original 1940 terminal's facade featured "Love Field" in an Art Deco style, with streamlined lettering and small airplane pictographs flanking the name. This modern two-story Lemmon Avenue terminal opened in October 1940 and was praised as one of America's finest air terminals of its time. The signage's sleek font and decorative airplane icons served as Love Field's primary "logo," reflecting the excitement of the early aviation era and the airport's status as a gateway into the future.*



**1958–1970s:  
Mid-Century Entrance Sign**

*In January 1958, Love Field opened a new terminal at the airport's center, complete with a striking mid-century modern entrance sign. Designed by Dallas architect Tie Davis, the 35-foot-wide sign featured the airport's name in tall, sans-serif letters, originally illuminated by neon. This iconic sign – with its bold “Dallas Love Field” lettering accompanied by an arrow – greeted visitors for decades. It embodied the Jet Age optimism of the late 1950s, marking Love Field as a state-of-the-art facility.*



LOVE  FIELD

**1980s–2010:  
“Lone Star and Love” Emblem**

*The official logo during the late 20<sup>th</sup> century featured a red emblem resembling a flower or ring of hearts encircling a white five-pointed star. The airport’s name often appeared alongside in elegant serif lettering. This logo – effectively merging the warmth and hospitality of the hearts or petals with the central star underscoring the airport’s geographic identity – began appearing on airport signage, promotional posters, and marketing materials for the first time.*



**2013–Present:  
Intersecting Lines Logo**

*As part of the Love Field Modernization Program (2009–2014), the airport introduced a new logo around 2013 to usher in its modernization plan. The current official logo features a red circle intersected by three white lines—two horizontal and one vertical—originally designed to emulate the airport’s early runway layout.*



## **2026–To the Future: 'Destination: Forward' Rebrand**

*The new star logo is a clear reference to Dallas and anchors the airport to the city it serves. The airplane and contrails signal forward movement, progress, and growth.*

*The transition from red to blue reflects where we come from and where we are headed — from our past to our future — using a contemporary gradient that conveys modernization and forward momentum. Together, the mark represents an airport focused on delivering one of the best airport experiences in the nation.*

# DAL Brand Identity

## OUR PURPOSE

To connect people, places, moments, and opportunities through airport experiences that are efficient and welcoming.

## OUR MISSION

To advance airport standards with a relentless focus on safety, customer experience, operational efficiency, and environmental stewardship. Through continuous improvement, we're evolving and modernizing DAL while innovating for the future to serve travelers today and tomorrow.

## OUR VISION

To be nationally recognized as a model of accessible, sustainable, and innovative airport excellence. Continuously developing a modern terminal that preserves our signature ease of use, aims to maintain carbon-neutrality, and serves as a future-ready gateway for passengers, employees, and our community.

HORIZONTAL VERSION



AIRPORT CODE VERSION



VERTICAL VERSION



ICON VERSION



 DALLAS  
LOVE FIELD







**DALLAS  
EXECUTIVE**

TERMINAL

