

QANTAS LOGO EVOLUTION

QANTAS LTD



Things looked quite different one hundred years ago. The airline's first name was briefly 'Western Queensland Auto Aero Services Limited', so this logo could just as easily have read WQAASL.

In 1930, Qantas' logo gained its wings, taking the airline through its early years in the lead up to becoming an international airline. In 1935, Qantas' first international flights departed for Singapore.

In 1944, Qantas added this emblem to its flights across the Indian Ocean. The design was based on the penny coin and was known as the Kangaroo Service.



When this logo was unveiled in 1947, the penny kangaroo was hopping the globe. It took passengers on the famous 'kangaroo route' and through the dawn of the jet age.



QANTAS

Qantas acquired this bold new look in 1968, when our Boeing 707s were flying our customers around the world in comfort and style, and the era of the jumbo jet was near.



QANTAS

While the logo lost its wings in 1984, the kangaroo was still flying further than ever, taking to the skies in the iconic red tail that reminds all Australians of home.



QANTAS

The flying kangaroo got a new spin in 2016 – a modern, streamlined look to symbolise a new era and a new generation of Qantas aircraft: the Boeing 787 Dreamliner.