



**FOR IMMEDIATE RELEASE**

## **Avelo Airlines Honored in Fast Company's 2022 Innovation by Design Awards**

*Avelo's brand identity awarded Honorable Mention in Graphic Design category  
Avelo is only airline recognized in the highly competitive design competition*

**HOUSTON; September 16, 2022** — [Fast Company](#) magazine has announced it is honoring [Avelo Airlines](#) in its 2022 Innovation by Design Awards. Avelo's brand identity was awarded an Honorable Mention in the [Graphic Design category](#) – the only airline to be recognized by Fast Company in any of the more than 50 award categories.

The Innovation by Design Awards, which will be published in the October 2022 issue of Fast Company, honor the designers and businesses solving the most crucial problems of today and anticipating the pressing issues of tomorrow. The competition, now in its 11th year, features a range of blue-chip companies, emerging startups, and hungry young talents. It is one of the most sought-after design awards in the industry.

**Avelo Airlines Founder, Chairman and CEO Andrew Levy** said, "To build an entire brand from scratch is no small feat– never mind a new commercial airline – all at the height of a global pandemic. Over the past 17 months, Avelo has distinguished itself in a crowded and commoditized marketplace of established airlines. Being honored by Fast Company at this early stage in our journey speaks to the affordable, convenient, reliable and smooth brand reputation our 500+ Avelo Crewmembers are building."

From Avelo's distinctive violet, teal and yellow aircraft livery to Avelo's simple and welcoming website interface to Avelo's approachable and comfortable Crewmember uniforms - the airline set out to design a brand that evokes a warm, inviting and smooth travel experience. The development of Avelo's brand identity was spearheaded by Kim Berlin of Kim Berlin Design + Creative Direction, in collaboration with Dominic DeMaria of DeMaria Consulting, and Sara Schor of Schor Insights & Strategy.

**Fast Company Editor-In-Chief Brendan Vaughan** said, "A common theme among this year's Innovation by Design honorees, which range from healthcare interfaces to autonomous driving technology, is permanence. The products that leaped out to our editors and judges went against our quick-fix consumer culture, while also manifesting a more inclusive vision of design."

Last June, Avelo was spotlighted by Fast Company in a feature story titled: [How Avelo Airlines is building an ultra-low-cost-carrier that is actually good.](#)

The judges included renowned designers from a variety of disciplines, business leaders from some of the most innovative companies in the world, and Fast Company's own writers and editors. Entries are judged on the key ingredients of innovation: functionality, originality, beauty, sustainability, user insight, cultural impact, and business impact.

### **America's Affordable and Convenient Airline**

Avelo was founded with a vision to help its Customers save money and time. Since taking flight April 28, 2021, Avelo has flown more than one million Customers on nearly 10,000 flights.

In addition to offering Customers everyday low fares on every route, Avelo Customers can always change or cancel their itineraries with no extra fees. Avelo also offers several unbundled travel-enhancing options that give Customers the flexibility to pay for what they value, including priority boarding, checked bags, carry-on overhead bags, and bringing a pet in the cabin.

Additionally, the 11 American-made Boeing 737 jets Avelo flies offer a more spacious and comfortable experience than the small regional aircraft historically operating at many of the small hometown airports Avelo serves. Customers who value an advance seat assignment can choose from several modestly priced seating options, including seats with extra leg room, as well as pre-reserved window and aisle seating. One third of seats on Avelo aircraft are available for Customers who appreciate the comfort of extra legroom.

Avelo now serves 31 destinations across the U.S. The airline has unlocked a new era of convenience, choice and competition in air travel by flying unserved routes to primarily underserved communities across the country. At least one airport on every Avelo flight is a small hometown airport – making every Avelo journey easier and more enjoyable.

At Avelo, every flight is also nonstop. This connection-free travel experience not only provides Avelo Customers with a faster and simpler travel experience, but also minimizes delays, cancellations and lost bags. In fact, Avelo has established itself as one of America's most reliable airlines with a year-to-date flight cancellation rate of 1% and a year-to-date checked bag handling performance rate of .09 mishandled bags per 100 bags.

Avelo is distinguished by its Soul of Service culture. The culture is grounded in Avelo's "One Crew" value which promotes a welcoming and caring experience. By caring for one another and owning their commitments, Avelo Crewmembers focus on anticipating and understanding Customer needs on the ground and in the air.

### **About Avelo Airlines**

Avelo Airlines was founded with a simple purpose — to *Inspire Travel*. The airline offers Customers time and money-saving convenience, low everyday fares, and a refreshingly smooth and caring experience through its Soul of Service culture. Operating a fleet of Boeing Next-Generation 737 aircraft, Avelo serves 31 popular destinations across the U.S., including its three bases at Los Angeles’ Hollywood Burbank Airport (BUR), Southern Connecticut’s Tweed-New Haven Airport (HVN) and Orlando International Airport (MCO). Avelo Airlines is also home to “Free Ticket Tuesdays” – to learn more, follow Avelo on [Instagram at @AveloAir](#). For more information visit [AveloAir.com](#) or the Avelo Newsroom at [AveloAir.com/Newsroom](#).

### **About Fast Company**

Fast Company is the only media brand fully dedicated to the vital intersection of business, innovation, and design, engaging the most influential leaders, companies, and thinkers on the future of business. Headquartered in New York City, Fast Company is published by Mansueto Ventures LLC, along with our sister publication Inc., and can be found online at [www.fastcompany.com](#).

### **Media Contact:**

#### **Avelo Airlines**

Jim Olson

312-219-0647

[jolson@aveloair.com](mailto:jolson@aveloair.com)