

Travelport rebrands and reveals striking new identity

London, UK, 24 February 2021: Worldwide travel retail platform, [Travelport](#), today launched a bold and distinct new visual identity, which has been created as part of the company's first ever end-to-end rebrand.

"Travelport has transformed", said **Greg Webb, Chief Executive Officer**. "We are now fully focused on what we do best – connecting buyers and sellers that share our passion for delivering exceptional travel experiences. We are also embracing our strengths – our agility, our independence and our ability to make the bold long-term decisions needed to simplify travel's complex ecosystem. Our new brand reflects all this – who we've become, through our investments in the right people, products and technology and our vision for the future, as we get ready for a year of significant advances for Travelport. We're proud to show it to the world today and are looking forward to following it up very soon with the launch our next-generation platform, which will change the game in travel retailing."

Travelport's rebrand was overseen by Greg Webb and Chief Marketing Officer, Jen Catto, who joined the company in September 2020.

"This is a holistic rebrand", said Catto. "While we've kept the essence of what makes Travelport great, we've refined our vision, what we stand for, how we act, how we look and how we market our business. Most importantly, this is a new promise we're making to our customers; we'll work harder for you than anyone else to build a better, simpler and smarter future for travel retailing."

Sandeep Dwivedi, Chief Operating Officer at InterGlobe Technology Quotient added about the rebranding, "To bring a refreshing change in today's testing times shows the extent Travelport is willing to go to empower travel enablers and add thrust to the travel ecosystem. Indeed, this is just the beginning of the bright future that awaits, in terms of futuristic technology, products and services that enhance travel trade and retailing at large."

Travelport's new visual identity can already be seen on its website and social media channels, which now include [Instagram](#). The full rebrand of all assets, including products and office spaces, will be completed in the coming months.

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Notes for Editors

- A range of high-resolution images of Travelport's new visual identity can be downloaded [here](#).
- A video introducing Travelport's new logo can be found [here](#).
- Travelport's new visual identity features a primary color palette of Travelport Sand and Travelport Black, a secondary palette of Travelport Olive and Travelport White, and an accent color of Travelport Coral. Headlines and graphic treatments use the bold and confident font, Druk, while the modern sans GT Walsheim font is used for body text.
- Travelport worked with London-based creative agency [Studio Parallel](#) on this rebrand.

About Travelport

Travelport is a worldwide travel retail platform. Our next-generation marketplace connects buyers and sellers that share our passion for delivering exceptional travel experiences. Unconflicted and independent, we are reinventing a simpler future for travel's complex ecosystem. We are a truly global company, operating in over 180 countries. Our headquarters are in London, United Kingdom.

To learn more about Travelport, visit www.travelport.com
Connect with Travelport on Social Media - [LinkedIn](#), [Twitter](#), [Facebook](#)

About ITQ

InterGlobe Technology Quotient (ITQ), a strategic business unit of InterGlobe Enterprises, holds leadership position in travel technology industry with its avant-garde travel technology solutions. Bringing nonpareil inventory options to travel agents' desktops and mobile phones, ITQ renders the process of travel booking and agency management, seamless. A sole distributor of Travelport in 6 markets across APAC region including India and Sri Lanka, ITQ invigorates the connection between travel agents and airlines through a vast network of data.

With innovation fuelling its operations since 2005, ITQ has been technologizing travel agents with inventory, interface and intelligence by being the neural system of travel agencies in India. Connected to nearly 200,000 agency terminals, ITQ serves over 13,000 customers, including travel management companies, online travel agencies and retail agencies, in almost 400 cities while providing unparalleled assistance through 24X7 helpdesk.

For more information on ITQ and its business and financial solutions, visit www.itq.in
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For any media related queries, please get in touch with our marketing team:

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