

LANE AVIATION

JOHN GLENN COLUMBUS INTERNATIONAL AIRPORT
COLUMBUS, OH

BRANDING CASE STUDY
CORPORATE



Property of Continental Office™



OVERVIEW

Lane Aviation recently underwent updates to its offices to enhance the overall experience and branding within the space. Being in the aviation business for 83 years, the client strives to provide the highest level of professionalism, efficient and safety. Lane Aviation wanted to honor and showcase that experience and history within their office.

DESIGN

The final design solutions include materials and photos that tell the story of Lane Aviation. Using historic photos, famous signatures, and physical memorabilia to compliment the space helps visitors explore the deep roots of the company.

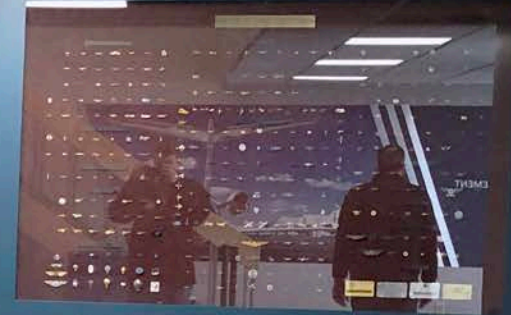




THE HISTORY OF LANE AVIATION

In 1928 small farmers Albert and Jenny Lane secured a loan for "farm machinery" from the Centerburg Bank, Centerburg, Ohio in order to purchase a Waco 9 for their son Foster Lane. In 1935 Foster and his wife Ruth founded the Port Columbus Flying School at KCMH, and after several name changes over the years the business was incorporated as Lane Aviation in 1946.

Still family owned for over 80 years, Lane Aviation has grown into an aviation services company that supports corporate, commercial and military aircraft at John Glenn Columbus International Airport. Lane Aviation strives to provide the highest level of professionalism, efficiency and safety to its clients.



The items in this collection represent the development of civil aviation. Begin in the 1920's, more than 300 years cover 70 years of aviation history, as primarily established by Foster A. Lane. Many of the items were obtained during the program overseen by Foster and Ruth Lane made to Europe, South Africa, Australia, New Guinea and South America by private aircraft.



MEMORABILIA

Artifacts from the rich history of aviation tell a comprehensive and authentic story.



WAYFINDING

Large branded signage helps visitors navigate to and through Lane Aviation's office.