

品牌價值
Brand Value



安全 是不變的準則 貫徹在每一個小細節中
旅客、夥伴與員工的安全，永遠放在第一位。透過嚴格的紀律，確保每天都提供安全、準時、舒適的服務。

正直 是信念也是行動 忠誠於每一次的決策中
良好的行為操守，讓我們謹守本分，為公司與旅客創造最大的價值。

熱情 是能量也是態度 是由裡而外的奉獻
熱情是做好服務的驅動力，隨時隨地全力以赴，時時刻刻保有好奇心和向上心，以積極的態度和友善的行為提供服務。

創新 是開始也是目標 是不斷向前的驅動力
創新是擁有競爭力的關鍵，讓我們突破現有的侷限，提昇管理效率與服務品質，推動我們邁向國際。

專業 是價值也是承諾 是始終如一的卓越保證
追求效率，講求紀律，讓我們能不斷提昇專業知識與管理，晉升至亞洲機場的標竿示範點。

Security is our guideline, implementing consistently in every detail.

Passengers, partners and staff safety are always in first priority. Through strict discipline to ensure we provide a safe, punctual and comfortable service.

Integrity represents faith and action, loyalizing in every decision.

We will keep up good conduct and stand our ground to create maximum value for travelers and the company.

Passion is power and attitude, it is the devotion from inside out.

Passion is the driving force of good service in anywhere at anytime. We will keep up our heart, positive attitude and friendly behavior to provide services.

Innovation is beginning and goal, motivating us to moving forward.

Innovation is the key to competitiveness. Allowing us to break the existing limitations, improving management efficiency and service quality, and pushing us towards the international.

Professional is our value and commitment. Guarantee of excellence at all times.

The pursuit of efficiency, emphasis on discipline, so as to continue improving professional knowledge and management in orders to be the benchmark among Asian airports.

品牌個性
Brand Personality



國際 現代

國際與現代的特質 先進機場的優勢

人文 風雅

中華文化的精緻與多元文化的豐富面貌 深蘊人文品味

溫暖 友善

流轉著台灣濃厚的人情味 感受親切服務的溫柔細緻

International Modern

International and modern are the advantages and qualities of benchmark airport.

Cultural Tasteful

Deliver the exquisite and diverse Chinese culture, showing a unique taste of humanities.

Touching Friendly

Overflow the Taiwanese strong human touch and the friendly delicate services.

品牌承諾
Brand Promise

機場本質
Airport Nature

國際連接臺灣的門戶
臺灣飛向世紀的窗口
The gateway for International
to connect to Taiwan. The
window for Taiwan to take off
to next century.

機場特色
Airport
Characteristic

創新真誠的貼心服務
熱情豐厚的美好人情味
Innovative and sincere
service. Warm and generous
Taiwanese People.

機場未來
Airport Future

東亞樞紐與亞洲機場的
新典範
East Asia hub and new
benchmark airport in Asia.

用心 連接世界
Connecting the World with Heart

桃園機場是國家門戶，更是連接國際，飛向世界的基地
加上位處東亞樞紐的地理優勢，將世界帶入台灣，把台灣推向世界
是我們的前景未來

Taoyuan International Airport is Taiwan's portal to connect the international, and the base to flying out the world. With the geographical advantage locating at the hub of East Asia, bringing the world to Taiwan, also Taiwan to the world. This is our future.

Dedication
to service
服務用心

● 美好生活的連結者
Good life linker

● 連結世界的關鍵點
The key of world links

● 航班的樞紐，由台灣出發向世界探索
Hub of flights, starting from Taiwan to explore the world

Core of
East Asia
東亞核心

桃園國際機場 全新識別系統
Taoyuan International Airport New CIS



Taoyuan Airport
Taiwan

連結世界的核心 Connecting the core of the world

四個”T”交匯融合，呈現經緯線與多元、精彩的意涵，
以台灣為核心，四個面向，八方網絡表達桃園機場四通八達及航運樞紐之意
Showing meaning of brilliant, latitude and longitude lines by four “T” combination.

TAIWAN, TAOYUAN, TPE

奠基台灣 耀眼全球
Think globally footing locally to the world

TRANSFORM

創新遠瞻 永續進步
Commit to innovation keeping on progressing

TRANSFER

智能環保 領航亞太
Eco-friendly environment leading on Asia-Pacific hub

TOUCHING

真誠服務 顧客滿意
Customer satisfaction passing on passion and warmth