Innovation Inspires Paint Scheme on Boeing 777-300ER

Traditional elements of the Boeing livery -- straight red, white and blue lines that run horizontally along the fuselage -- take a drastically new direction on the new 777-300ER: They go under the belly. Boeing graphic designer Jim Cameron, left, and Marketing manager Gary Wicks, right, watch as decorative painter Isidro Casillas puts final touches on the airplane. "There has never been an airplane like this, that does what this airplane can do, and that was our inspiration," Cameron said of the paint scheme.

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