NEXTSKY®

NEXTSKY Travel (Switzerland)

New Logo

Dear Designer,

Thank you for your interest and taking the time to look at our project. To make it a littlebit easier to to understand what we're looking for, we have created this document. Please note, that all Logos are the the property of the respective creators, and are just represented as examples to explain what we would like the new Logo to be like:

Old Logo

We are using currently several different styles. Strict Black and White for Letterhead, Credt Card Terminal Monochrome Imprint or White on Dark background (Website) or similar:
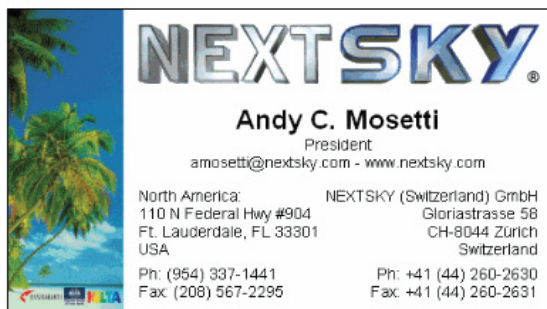

Bigger Logo

Adjusted stripes for smaller Resultion

In general we're using the Full Color Logo for Business Cards, Website, Color printed Materials, Video Animation:

The Video Version is available here: http://video.nextsky.com

Business Cards are printed with a foil accent just on the Logo, giving it a metalic look:

Front Side

NEXTSKY®

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Back Side

NEXTSKY®
Where Dreams Become Reality

Business Travel Services - IT Consulting
Vacation & Cruises - Events

REISEGARANTIE

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IGLTA

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We also use a Scenic Integrations:

Sometimes the Logo is used in Screen-Adds and Video Slides like this:

Specially in conjuction with a Product Brand:

Example:

Subtitles are used like this:

New Logo requirements:

1. The new Logo should have two Elements
A Graphical Cube or Circle (Fantasy Object or something meaningfull where the letters are combined)

A Prefect Example would the former Logo of Northwest Airlines:

This represents a Globe (Global Travel)
You can see a N or a W depending how you look at it (NW=Short for NorthWest)
And the Triangle is a pointing like a Compass into the NorthWest Direction.
To us, a genious work, we understand this is mostlikely not possible with our Name, but as you can see we have incoperated the Sky/Clouds into the SKY Part of NEXTSKY, We can't wait for your Ideas.

The Graphical Logo should be centered above the Word NEXTSKY
And a possible Subtitle, NOT on the side.

2. Versatility
The Logo shoul be also printable in a simple black/white Adaptation for Monochrome usage (like Credit Card Terminals or Black/white Letterheads)

3. Colors
Preferabbly only two Colors but also 3/4 colors are fine plus shades
-Blue (for Sky) any shades
-Turquise (for Sky or Water) any shades
-Gray (For Technology) Brushed Steel/Metal
-Orange (For extra spice optional)

4. Font
Any SansSerif Fontm very simpel preferably a common Font that can easy be rerecognized on printed materials.
Preferably SmallCapitals like „TEST" for Subtitle
In general Cornered and not totally rounded font

Franklin Gothic

Bell Gothic or any other Gothic style

Vrinda

PENGUIN

Trek

MOTOR

PRINCETOWN

5. Examples we liked

Here some Logos from this Website that catched our attention and that we like some or all of the style:

Thank you for your work and contribution in advance.

Best Regards
NEXTSKY (Switzerland)
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