**Target Audience:** Aircraft Owners and Pilots.  Logo should resonate with those passionate about aviation and involved in aviation, but specifically needs to attract Aircraft Owners and Pilots. We’re working with a known aircraft propeller brand in MT Propeller which is a “status symbol” in the aviation community. This Flight Resource logo needs to fit together with that brand

**Theme:**

* This an aviation propeller company so that needs to be relayed in the design
* Needs to include or work in cohesion with MT Propeller logo: 
* Quality/Premium Product

**Color palette:**

* Preferred colors include:
  + Green (CMYK: 88 0 91 11) (Pantone P 148-8 C) (HEX/HTML: #319946 or 2f9d46) (RGB 47 157 70)
  + Flat Black
  + Dark Blue (CMYK 99 86 41 40) (Pantone HEX/TML: 132A4D) (RGB 46 89 134)

**Typography:**

* Clean- usage across all marketing channels and platforms
* Scalable for both small and large applications without compromising clarity

**Style:**

* Needs to be useable on promotional items and merchandise
* Logo should be unique and easily recognizable

**Brand Personality:**

·         Convey a sense of a premium product

**Design comments:**

1. We do not need a tagline included
2. We do not need the family of brand info included
3. We need a primary and secondary logo (icon)
4. Primary should be horizontal

 Logo evolution over the years:

A close-up of a black background

Description automatically generated

A close-up of a sign

Description automatically generated

A close up of a logo

Description automatically generated

A close-up of a logo

Description automatically generated

A black and white logo

Description automatically generated