

# Aetheris Logo Design Brief R0

## About Aetheris:

Specializes in geolocated rail temperature measurement, offering real-time data to improve railroad operations.

Product: Aetheris Rail Monitor (ARM-S3), a compact, track mounted device for temperature monitoring, with data reported to the cloud via satellite.

## Logo Inspiration:

The name "Aetheris" signifies "clear sky" and references the ancient classical 5<sup>th</sup> element Aether, associated with connectivity.

## Design Requirements:

- Single colour or two colours for versatility in business cards and letterheads.
- Simple, minimalistic
- Must be suitable for monochrome embossing on plastic parts (1.5 inches square, 0.015 to 0.020 inches depth).
- Shall not closely resemble any existing corporate logos.

## Design Direction:

- Based either around single letter "A" or combine letters "A" and "E"
- May refer to global networking, cloud data, satellite/cellular communications, or railroad tracks (rail and rail sleepers or ties) elements

One example sketch that could be further refined:



Sketch Inspiration: Incorporates a slanted triangle (letter "A") with curved rail track upper profile at the base of the triangle, three horizontal rail ties or sleepers (letter "E"), and a circle intersecting the triangle (satellite orbit).

Other secondary sketch ideas:

