

The History of Aerosystems Logo



AEROSYSTEMS

PRECISION AEROSPACE COMPONENTS

AEROSYSTEMS S.r.l. company, often shortened as Aerosystems, is an Italian aerospace company. Aerosystems is a manufacturer of Precision Aerospace Components for commercial and military aircraft and helicopters. With its corporate headquarters in Angera, northern Italy, the company was established in 2019. Aerosystems S.r.l. has manufactured high performance Precision Aerospace Components for more than 70 years. In 2019, after a spin-off with the old society, the management founded a new company and new brand called Aerosystems, continuing to produce aviation components with consolidated know-how and historical background.

The Aerosystems logo is one of the most noticeable logos in the aerospace market. *"The logo - blue and grey in colour - combines a logotype and a typeface in a simple but sophisticated manner. Aerosystems logo is an iconic symbol of what one can achieve if they dare to dream".* The logo was designed in early 2018 by one of the company owners inspired by aviation heritage.

The Aerosystems logo was launched in 2019. This logo was basically a modern and elegant stylized winged sphere with the distinctive script in its emblem and did a lot to promote the image of Aerosystems as an aerospace components provider and to remember company aviation heritage. The logo featured a grey circle with the "A" lettering inside and two massive squared wings on both sides. It is a very strong visual identity for an Aviation brand, which fully reflects the spirit of the company.

Historically, wings are symbolic of a variety of meanings. They are used to depict fly, freedom, movement, dreams, travelling and speed. Aviation companies and motorbike clubs are also known to use wing symbol to depict fast movement, and the element of travelling. Wings have been a fairly popular symbol in the aviation industry since their inception. They mean speed and majesty, so they are often depicted on the emblems of aerospace brands. Looking elegant and powerful, they brilliantly reflect the essence of any aviation brand.

The use of navy-blue colour in the Aerosystems logo embodies the sky as well as the supremacy, strength and excellence of the company. The grey it is associated with precision, control, and technology. It's a diplomatic colour, conservative, elegant, and cool, and a bit mysterious.