

# Logo study for sim-flight.com

## Current logo

<http://www.sim-flight.com>



## Analysis

Generally not bad logo at all. Rather simple and informative (it is profile of 747 for those who know:)), plane is taking off what is kind of exciting. Maybe this logo lacks uniqueness, but generally, I repeat, it is ok.

I have a note about the name of the whole project sim-flight.com, as if you type simflight.com you get at completely different project - that is bad in my opinion, as the name without the hyphen is primary, and with the hyphen is secondary and harder to remember. Also it is not good for high-budget project to mimic any other project.

## Samples suggested by Bernard

"I think this one can you change the letters to SF and underneath simulation"



## Analysis

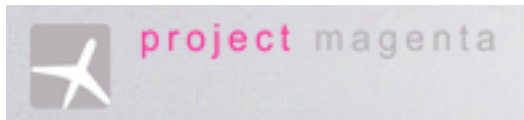
The first one is very generic and has no link to planes and so on, the second one is good, but will not suit your SF letters.

## Competitors

<http://www.747simulator.com.au/>



<http://www.projectmagenta.com/>



<http://www.flyengravity.com/>



<http://www.flightdecksolutions.com/>



Sim-Avionics



## Analysis

In fact I like the only logo here - Project Magenta, other are not professional in my opinion. The weak point for this logo (as well as for other) is that it is very generic and has no symbolic link to SIMULATION, it links just to an abstract plane, which is generally not bad, but lacks uniqueness. Generally these logos show plane silhouette.

## Wording and Images (associations)

Lets try to find good associations with words and images for flight sim deck.

PLANE (I prefer something simple, like silhouette only, good idea with paper plane)



SIMULATION (I cannot find images depicting SIMULATION, usually the word is used. I can think about some sort of ghosting to represent SIMULATION)

SKY, CLOUDS, SUN, STARS, MOON, METEOR, WIND (other celestial objects)



BOEING company logo (not the best logos ever in my opinion)



747 (747's silhouette, window, engine, tail, wing, etc. any recognizable part of it)



GAUGE, DASHBOARD



CAPTAIN (hat, glasses, any other captain's attribute)



EXCLUSIVE (RICH) (my associations with RICH go to expensive cars, look at Bentley logo or other luxury cars logos, you can use your coat of arms like Porsche and some other :))

WINGS (generic associations wings - plane)



## Suggested logos

In my opinion the logo must have the following symbols: PLANE, 747, SIMULATION. PLANE and 747 can be combined, and the word SIMULATION is present in the company's title.

