

# ALTAIR

BRAND CONCEPTS

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## PRE-LAUNCH

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*Your team is ready.*

*The mission is set.*

*All your training has led to this moment.*

*Your hand grips the throttle as the  
countdown dwindles in your earpiece.*

*Everything else fades away save for the  
rumbling of powerful engines awakening  
beneath you.*

*The stars are yours for the taking as you  
rush forth to meet them.*

## THE MISSION

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“ To create [REDACTED]  
[REDACTED] for the betterment of the enterprise. ”

In creating a visual mark to embody the soul of a company or team, and connect emotionally to the viewer to develop and reinforce a humanistic connection, it's crucial to keep the mission and values forefront during the entire process.

## ALTAIR'S VALUES

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- Agile development on the leading edge
- Constantly pushing boundaries of what it means to create [REDACTED]
- Confident in taking risks and exploring the unknown
- Make things better for the fun of it
- Blending art and science
- Better \_\_\_\_\_ through [REDACTED]



**CONCEPT A**  
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## THE CONCEPTS

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Drawing on information and insights from the initial creative brief, analysis of over 150 mission patches is combined with exhaustive research into Altair's place within the Aquila constellation and in-depth study of the marks and combinations possible with eagle forms — all coalescing into four distinct logomarks.

These marks are each the result of several iterations on initial drafts and represent a starting point for final direction and polish. The accompanying typography for ALTAIR is also a prototype for the finished piece, custom developed to best complement the logomarks.

## THE FINALS

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After you select a concept to move forward with, further feedback and direction will be collected for reworking to bring your brand to an extremely high level of polish. Final deliverables will include:

- Logo in Full Color, Black & White, and Greyscale colorways using Nike seasonal palettes
- Full-Size, Minimized, and Icon-Only lockups
- Vector & High-Resolution Raster versions of each lockup
- Additional raster versions scaled specifically for various applications (Slack, etc)
- Style Guide booklet detailing brand use, color palette, and typography guidelines

CONCEPT **A** LOGOS

A bold callback to the most popular shape and colors used in hundreds of mission patches for NASA and private space agencies, this logomark embodies Altair's call to action for moving ever upward and forward.

Altair isn't the brightest star by itself, but together with its partners in the Aquila constellation, it's a strong presence in the night sky, illustrated here with the three stars Altair, Alshain, and Tarazed. Emblazoned on a banded blue background and flanked by dynamically angled swooshes, this logomark comes together as a symbol for constant movement and innovation.

## ALTERNATE COLORWAYS



CONCEPT **A** MOCKUPS



CONCEPT **B** LOGOS

Aquila the Eagle, the constellation in which Altair is the eye, takes center stage in this vibrant logomark. Taking cues from Pacific Northwest Native artwork, Aquila is displayed soaring as the focal point of radiating signals, standing apart from the noise as a beacon in the night sky.

Results from researching eagle movement and form in branding and illustration show that the action of diving, hunting, and grasping are over-represented. With the vision of illustrating Altair's core values of constant movement and elevation, a bold, stylized silhouette of a golden eagle bursts through the logo's constraints, containing the swirling mystery of the cosmos.

## ALTERNATE COLORWAYS



CONCEPT **B** MOCKUPS



CONCEPT **C** LOGOS

Flanking a vivid starfield are the wings of victory, stylized eagle wings with anchoring Swooshes uplifting this classically-styled mission patch.

Altair stands out within its constellation in terms of not just brightness, but placement at the apex of the eagle's head. Wings illustrated in the style of Art Deco-era eagle statues that guard the Chrysler Building burst fourth from the boundaries of the patch, stating reinforcing visually a core value of Altair: boldly going forth, supported by and lending support to the whole team.

## ALTERNATE COLORWAYS





CONCEPT **C** MOCKUPS



CONCEPT **D** LOGOS

Always looking forward with a sharp eye and keenly sharpened features, this logomark leans into the imagery of Altair as a part of the great Aquila constellation. The three stars making up the head of Aquila, with Altair as its bright eye, crown the visage of an eagle determinedly facing the future (with a Swoosh serving as a perfectly sharpened beak).

With wide, airy typography and a striking use of whitespace, this logo nods to classic airline logos such as PanAm, JAL, and American. Leaning more toward the streamlined animal-centric stylings of a sports team logo, this mark is self-contained and iconic in its bold forward motion.

## ALTERNATE COLORWAYS



CONCEPT **D** MOCKUPS





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## NEXT STEPS

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What makes a great logo? It's difficult to quantify. A logo must communicate not only what you do, but how you do it, with a single glance. It becomes the touchpoint for every interaction your clients have with you. As you put your best work out into the world, the value, prestige, and positive emotion associated with your brand are consolidated into this visual avatar.

So how do you know which one is right for you? Here are a few guidelines:

- Your instincts are important here; pay attention to what draws you most strongly first.
- Think about applications: where will this logo appear, and how will it look in context?
- For each, ask if you'd be proud of excited to wear it on apparel or put a sticker on your car.
- Since these are first drafts, they're not set in stone. Which concept do you like best overall?

After you and your team have decided on a direction to move forward with, notes and feedback will be collected and used to iterate on the concept until it positively shines and you leap out of your chair to exclaim, "that's the one!" This is an iterative, thoughtful, and research-driven process, and your collaboration is what breathes life and into your exciting new logo.