



AERIOS

space tourism

Design Statement

Company Name: Aerios

Brand Description: Aerios is a space tourism company with the goal of becoming the premiere company in the industry. Aerios attempts to not only bring private citizens into space, but to also further research and development of new technologies in the space industry.

Project Summary: With the branding of Aerios, the goal is to create a look that is distinct from the other companies in the industry. Aerios has a sleek and modern branding style that demonstrates the goals and mission of the company.

Target Audience: The target audience for Aerios would be everyday individuals who want to take the next step into human exploration.

Desired Message & Tone: The message I want to convey is that of excitement, wonder, and power.

Problem Analysis/Define: The problem I had with my logo was incorporating three colors into the different branding elements. I was very limited with surrounding colors.

Mood Board



SPACEX



JAXA



THE PLANETARY SOCIETY



IAI



Orbital ATK



XCOR AEROSPACE



AEROJET ROCKETDYNE



BOEING



LOCKHEED MARTIN



SPACE ADVENTURES



XPRIZE

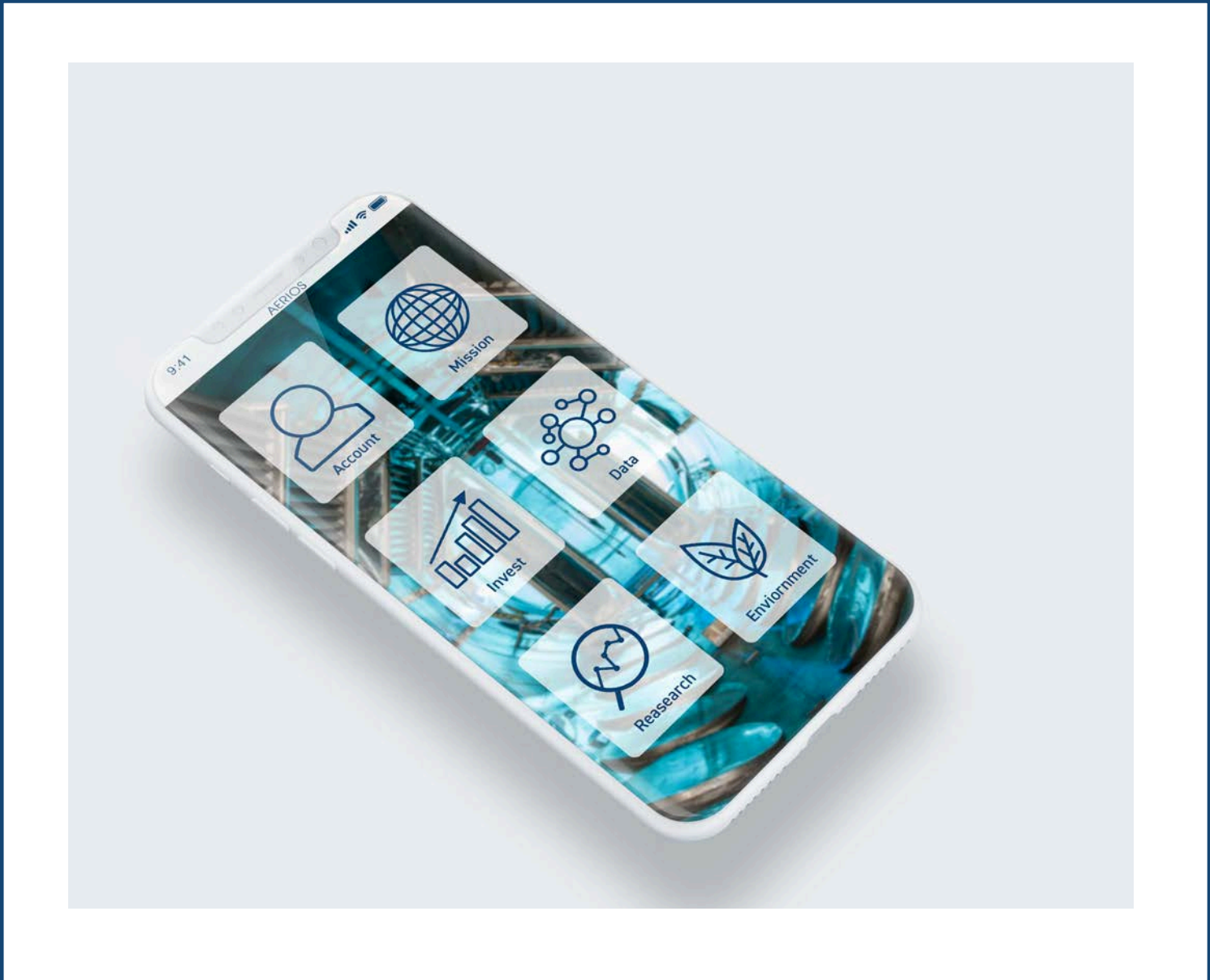
Business Card



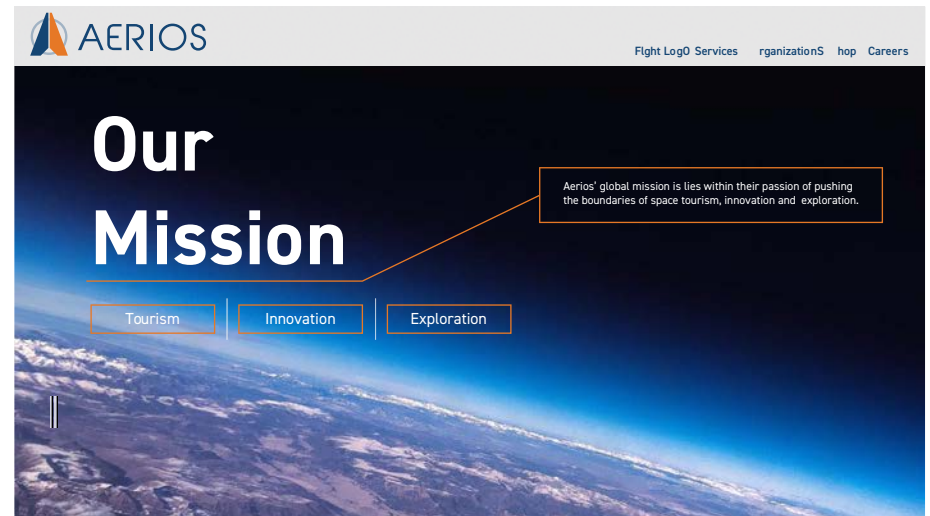
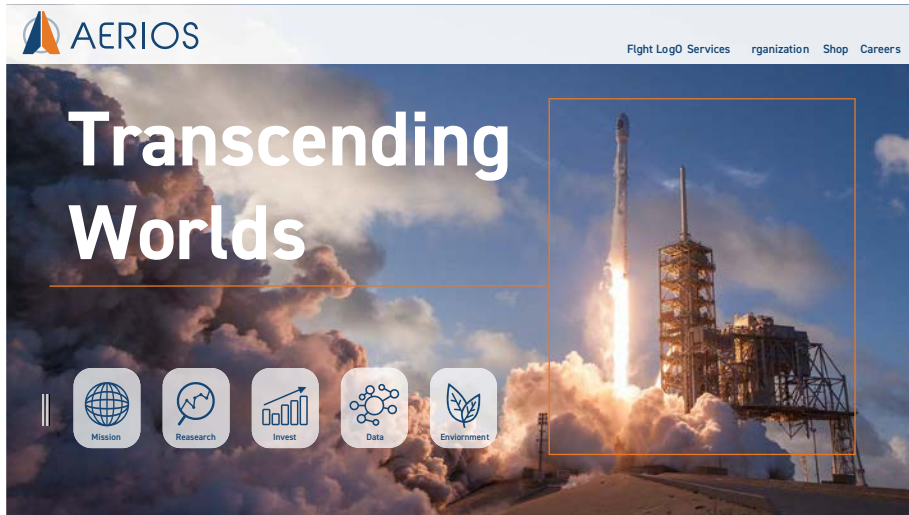
Products



App Prototype



Web Layout



Billboard

