

Inflight Solutions

IDENTITY: PROGRESSION AND TALL FORMATS

PREPARED FOR JON FROM WILL · OCTOBER 2026

From first sketch to today.



01

First pass

A heavy grotesk wordmark taken from the Wind reference. The dot over the i became a beacon light.



02

The jet arrives

A head-on business jet joins the wordmark, its tail beacon echoing the dot.



03

Luxury pass

A refined jet in split-light gold over widely spaced classical capitals.



04

Maison × Altitude

Warm ivory and bronze with light, modern lowercase lettering.



05

Today

The split-light jet with Inflight Solutions set in Libre Caslon Display.

Horizontal, for headers and wide spaces.



Clear space: keep at least the height of the jet's fuselage free on every side. Below 140px wide, use the jet alone.

TALL FORMAT A

The stacked lockup.

The jet sits above the name, set on two lines so the mark grows upward instead of outward. A fine rule and the tagline, Aviation. Improved, anchor the base.

WHERE IT WORKS

Roll-up banners and posters

App splash and loading screens

Book spines, menus and certificates



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TALL FORMAT B

The boarding tag.

A tall pass built from the split-flap board on the site: the mark above a perforation line, a flight number and the tagline as its destination below. It turns the identity into an object.

WHERE IT WORKS

Event badges and luggage tags

Instagram and phone story frames

Gift cards, course passes and invitations



TALL FORMAT C

The tail fin.

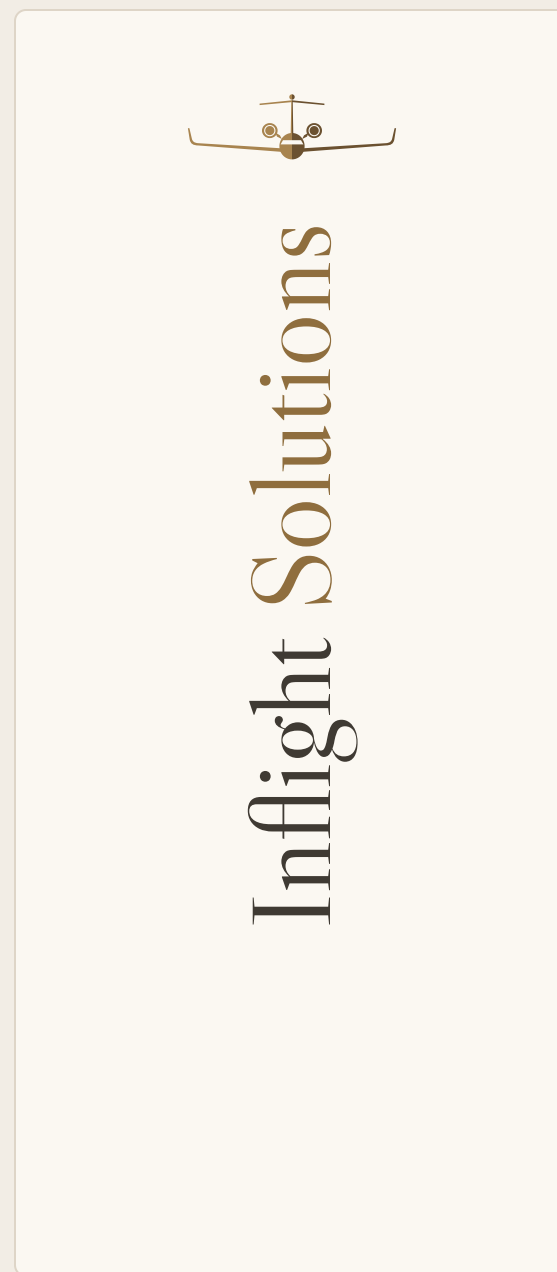
The name runs vertically, reading upward like the lettering on a tail fin, with the jet at the top. It fits the narrowest spaces without shrinking the name.

WHERE IT WORKS

Sidebars and vertical web navigation

Banner edges, flags and signage blades

Video lower corners and slide margins



TALL FORMAT D

The roundel.

The jet inside a ring of lettering, set above the stacked name. On its own the roundel is perfectly square; with the name beneath, it becomes a tall seal.

WHERE IT WORKS

Embroidery on jackets, caps and flight bags

Stamps, seals and certificates

Social avatars and favicons, using the roundel alone



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IN USE

Tall formats in the world.



ROLL-UP BANNER, STACKED LOCKUP



APP SPLASH, ROUNDEL



STORY FRAME, BOARDING TAG



SIDEBAR, TAIL FIN