

Skysupply presents refreshed corporate identity



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Skysupply has announced a new corporate identity focused on branding. The new identity is showcased in all areas of the Munich-based enterprise's public image: logo and website, to advertising and collateral material, to the updated trade show booth design.

"Skysupply's philosophy is to transform travel with its exceptional amenities into an unforgettable journey - onboard and afterwards. In the same way that travel experiences have changed and continue to be refined, the company is striving to set new standards. Not only for clients, partners, and products, but also for itself," reads the press release.

The corporate identity presents a minimalistic but sophisticated brand image which is applied to visuals, tone and the portfolio. The logo is updated to the company name plus a simple geometric depiction of a bird with a dynamic movement toward the sky using four colours - representing the focus on the future.

The [website](#) is based on an aesthetic presentation of Skysupply's products, design and co-branding expertise, as well as its commitment to the future by focusing on sustainable and innovative solutions. The concept is supported and conveyed with a series of hashtags: #renew, #reduce, #reuse, #recycle, #reimagine, #respect.



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The hashtags are also present in the company's mindset, serving as a guide when working on customer projects or defining the foundations of Skysupply's strategy. All advertising and collateral material is aligned with future-oriented guidelines.

In this context, visitors to Skysupply trade show booths can expect minimalist style with clear corporate language and emphasis on the company's environmental awareness and aspiration to deal responsibly with natural resources and to act in a sustainable manner.

For more than 25 years, Skysupply has been working with many of the leading airlines around the globe. The company has developed and executed creative and innovative concepts for national and international clients, with and without co-branding partners. Skysupply has been acknowledged as "Supplier of the Year" and "Trendsetter of the Year" at industry awards, among others.