

BERLIN AIRLIFT

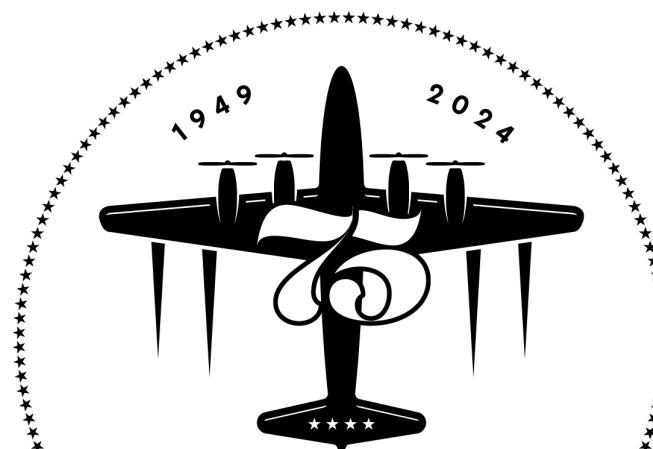
75TH ANNIVERSARY LOGO

The Douglas C-54 Skymaster, American transport plane, was chosen based on iconic photos from the Berlin Airlift. The platform was hand-traced according to blueprints to create a simplified, yet unique mark with subtle knocked-out shadows among wingtips and contrails to add depth.

The four stars on the tail represent the three allied forces—U.S.A., France, U.K.—plus Germany. Stars perfectly adorn the outer ring, providing structure and honoring those who gave their lives during the airlift operations.

The Neue Kabel typeface was chosen for its historical significance and for its clean, legible aesthetic. It was designed using the guiding principles and styles of the Bauhaus art movement originating from Germany in the early 1900's, which makes it particularly apt.

The 75, using a traditional script typeface, was customized and placed directly in the center to mark this unmistakably the 75th anniversary.



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S E V E N T Y - F I F T H A N N I V E R S A R Y