



# OUR NEW Mark

This issue of *AeroSafety World* starts the magazine's third year, and my, how the time has flown. We've been gratified by the industry's acceptance of the magazine and appreciate your input; we'll strive to maintain a high standard.

Aviation safety is high drama, no pun intended. General news media — print and electronic — have capitalized on this drama, knowing that while aviation stories with unvarnished facts captivate readers, the fascination becomes even more pronounced if a pinch of fear-mongering is thrown in.

I think it has been in response to the "shock/horror" headlines of the general media that aviation safety publications have favored a rather dry storytelling style.

But aviation's participants know its drama up close and personally, especially the flight crews. The system is safe, to be certain, but when an airplane is making an approach to a short and slick runway on a stormy night with low clouds, poor visibility and a gusting crosswind, no one is bored.

While there is no way a magazine can capture the many facets of aviation's inherent excitement, we hoped to make

ASW an interesting and easily read publication that reflects some of aviation's visual drama. We do not intend for our stories to be the final word on any subject — although some come close — but we do hope to present thorough overviews of our chosen topics that will suffice many, while others hopefully will be inspired to further investigation.

With the magazine a successful update of the seven Flight Safety Foundation publications that preceded it, the Foundation considered another legacy. The globe-and-wings logo that for many years has represented the Foundation in several versions lately has seemed increasingly dated. It also is visually complex, difficult to use in designs and not very Internet-friendly. We decided to develop a replacement.

After a design process that evolved over a number of months, a new logo has been settled on that reflects, we hope, the movement and vitality that symbolizes both the industry and the Foundation's activism. You can see our new logo and mark on this magazine's cover, and on the page facing this one.

An early version of this mark escaped the design lab and sneaked into a presentation package that, when shown, caused

a number of people to ask what it means. I'll try to explain.

The design effort sought to develop an image that would first invoke the soaring spirit of flight, capturing the rising, advancing nature of aviation in its many forms, and the speed that is inherent in its utility.

But in addition, the mark had to be visually fairly simple, with no moving parts, so to speak, to ease its incorporation into other designs and uses. Also, frankly, we wanted a mark-and-name combination that would help differentiate the Foundation from the well-known training company, FlightSafety International, a good friend of the Foundation.

We hope the new logo is accepted as quickly and warmly as *AeroSafety World* has been welcomed by the industry and rapidly becomes part of the Foundation's visual personality.

A handwritten signature in black ink that reads "J.A. Donoghue". The signature is fluid and cursive, with a large, sweeping "D".

*J.A. Donoghue*  
Editor-in-Chief  
AeroSafety World