



the concept behind the logo

Poseidon Med is an international project that aims to highlight the transition from oil to liquified natural gas (LNG) as main fuel in shipping. For the new visual identity our aim was to design a logo that signals this transition, to welcome the new LNG era.

Basic element of the new logo is the drop, a symbol for oil and liquified natural gas. Among those two we placed the vertical line that becomes the defining moment of this transition from one fuel to another.

This defining moment of time becomes our design solution as it forms the english letter P (from Poseidon Med) constructing therefore the logo of the new identity.



the oil era /
the natural
gas era



the
defining
moment



the
logo



**POSEIDON
MED**
LNG
BUNKERING
PROJECT