

20 years of Planetek. The form and the essence.

At the Nereus conference held in February 27, 2014 we presented the new logo of Planetek Italia.

What are the reasons that have led us to change the logo?

When Planetek Italia was established 20 years ago, in 1994, we had one goal: to deliver services and products exclusively in the field of geomatics, combining technologies for the planet Earth. This concept was the basis for the choice of the name PLANETEK = Planet + Technologies.



We decided to add "Italy" to Planetek, to give a national dimension which, subsequently, also took on a cultural value by calling the Italian ability to combine design and technology. With this foundation was born, on the same night when we decided the name of the company, the first self-produced logo.

PLANETEK
I T A L I A



In 1998, we decided to revise the logo to take a more synthetic and symbolic sign. The narrating subject (the satellite) becomes the protagonist, reproducing a seagull with its view from above. So a logo that expressed a focus on technology.



This logo, with minor changes in 2004, is what is commonly associated with the Planetek Italia.

In 2005, when we founded Planetek Hellas, we decided to adopt the same logo to reinforce the identity of Planetek group.

Since 1998 many things have changed and Planetek has become an international company that operates across in the use of geospatial knowledge. We have in recent years the focus gradually shifted from the technological to the application focusing on the users and aiming at the simplification of the processes that lead to knowledge.

At the age of 20 years in business we felt the need to express this change, by adopting a new brand that could express a line of continuity with the first 20 years of activity and simultaneously mark this ongoing change.



The bird migrates into a new sign that includes the contexts of reference (ground and space) or the multitude of data, and opens up new possibilities for simplifying the use of the information with the aim of facilitating the understanding of the world and act in a more conscious way.

All this was a long time our essence, as explained Giovanni Sylos Labini in the first article of this blog, and after when he wrote Planetek 2020.

Now it is also in the form.