

# The Airflow Rebranding Project

CURRENT



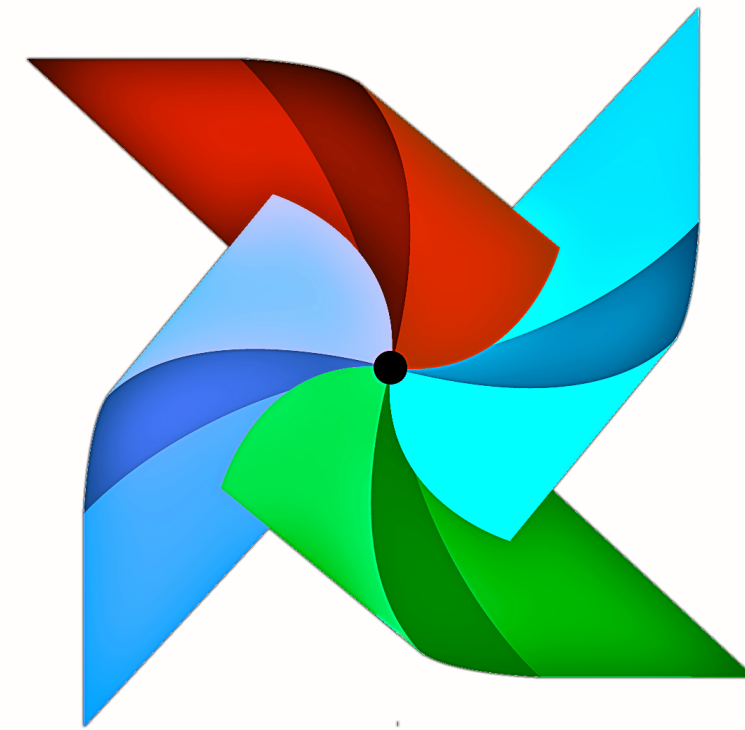
NEW



The mission of the Airflow Rebranding Project is to modernize the logo without losing its original essence. It would not make sense to introduce a totally new icon since most people already associate Airflow with its old one.

# The Shape

CURRENT



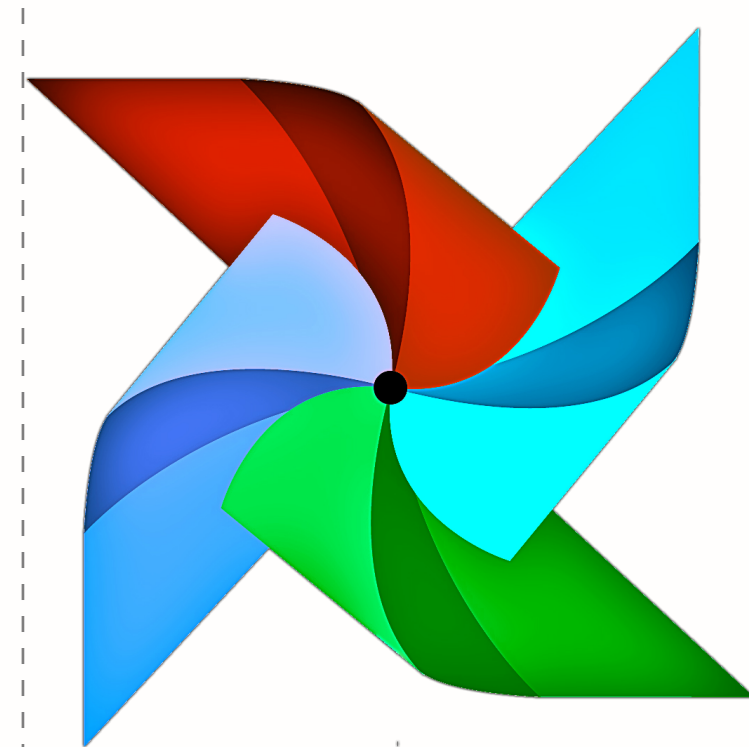
NEW



The new icon improves on its pinwheel shape by simplifying the “fold over” of each blade (the part that is slightly darker in color). The new icon also removes shadows, giving it a cleaner, more modern look and feel.

# Curvier Blades

CURRENT



**Apache Airflow**

Centered text below  
the old icon doesn't  
look quite right.



NEW

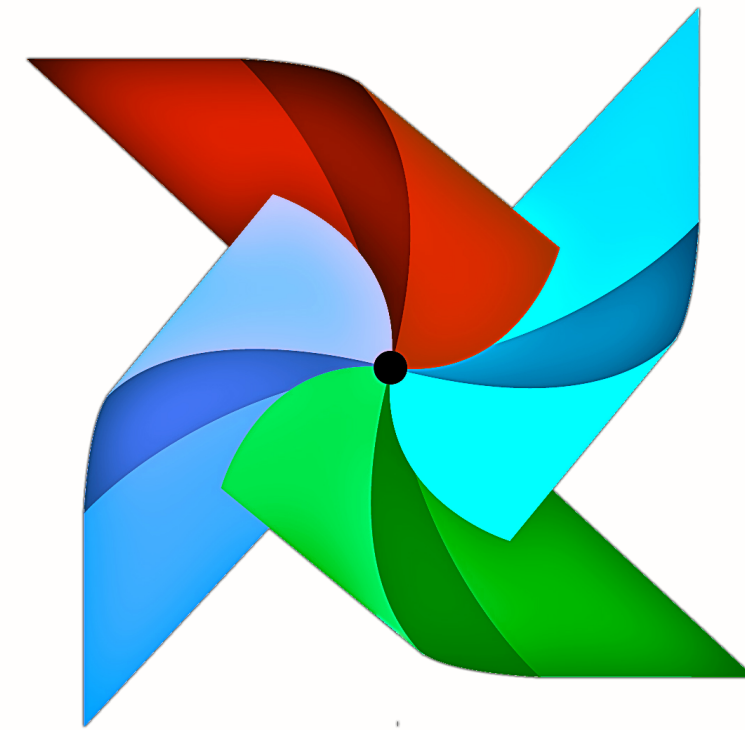


**Apache Airflow**

Because the blades have a longer curve, the new icon has a sense of motion, unlike the old icon, which has a more static feel. This also helps when trying to center text below the icon.

# The Colors

CURRENT



NEW



The colors remain mostly the same and are one of the defining characteristics of both the old and new icons. Color adjustments in the new icon are only so that the colors work well together without any color standing out.

# Size & Scale

CURRENT



NEW



It's important to consider any logo at a tiny scale since it will often be seen as a small icon on a screen. This is a case where the new logo really shines! Because of its simplicity and color adjustments, it reads quite well at a tiny scale.

# In Use

CURRENT



NEW



This is an example of what the new Airflow icon would look like in use compared to the old one. The improvements are subtle but thoughtful and convey that Airflow is a tool built for forward-thinking companies.

## About the Designer

The new Airflow icon was designed by me, Chris Hendrixson. I'm the Lead Designer at Astronomer. I've been designing logos and interfaces and many other things for over a decade. This rebrand is free, of course. I'm excited about contributing to the open source community.