NavalHEAD unveils a new visual identity, evolving its brand towards a new era of naval engineering

Trieste, Italy — September 2nd — **NavalHEAD**, the international naval architecture and yacht engineering company founded in 2010, **unveils its new visual identity**: a cleaner, lighter and more contemporary expression of a company that has grown while remaining firmly rooted in its engineering heritage.

At the heart of the restyling is the evolution of NavalHEAD's iconic silhouette, which has accompanied the company since its foundation. The original mark has been simplified and opened up, preserving its distinctive character while giving it a new sense of lightness and direction. **The new wordmark adopts a clean, contemporary typeface with a precise, technical character, reflecting the clarity, rigour and modern engineering approach that define NavalHEAD.**

The new icon is deliberately **half-formed**. This is not an absence, but a statement of intent: NavalHEAD chooses to occupy the space beside the people who bring a yacht to life. **Beside the designer, to give engineering substance to a vision. Beside the owner, to turn ambitions into informed choices. Beside the shipyard, to provide continuity, control and technical expertise.** The open silhouette becomes a visual metaphor for this role: NavalHEAD does not seek to take the place of others, but to complete the picture through its engineering expertise.

This idea reflects the company's philosophy. NavalHEAD brings together hydrodynamics, structures, weight and propulsion, combining research, advanced numerical analysis and CFD with a practical understanding of how a vessel must perform in the real world. Its work ranges from naval architecture and hull design to structural engineering, systems and production engineering, R&D and project management.

Over 15 years, NavalHEAD has grown from its Trieste headquarters into an international engineering company with more than 15 specialised engineers and technicians, over 138 projects delivered and a role in the engineering and construction of more than 300 yachts and vessels worldwide. Today, its Italian presence extends to Viareggio, with a hub dedicated to detailed and production engineering. **The company is also looking ahead to a new phase of international expansion, with projects already underway to strengthen its presence in key markets beyond Italy.**

The new identity also gives a clearer voice to the three principles at the heart of NavalHEAD: **thought, trust and the avant-garde**. Thought is the starting point — the ability to question, analyse and imagine new solutions. Trust is built through long-term relationships and the responsibility of standing alongside owners, designers and shipyards throughout the life of a project. And the avant-garde is expressed through research and innovation that are not pursued as statements, but translated into measurable performance.

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The evolution of the logo mirrors this philosophy. **The original silhouette told the story of NavalHEAD as an independent engineering force; the new, open form tells the story of a partner — present, complementary and ready to complete what others have imagined.** It is a subtle shift in shape that reflects a broader evolution in the company's role within the yachting industry.

Today, NavalHEAD collaborates with leading international names including Ocean Alexander, Palumbo Superyachts, ISA, Tankoa, Maori, Dominator, the Azimut Benetti Group and Cantiere delle Marche. Its growing international network reflects the same approach that has always defined the company: combining rigorous engineering with an open, collaborative way of working, where every project is an opportunity to bring together different expertise, perspectives and ambitions.

The new identity gives this philosophy a visible form: an icon that opens rather than closes, a name expressed with greater clarity, and a visual language that looks forward while remaining connected to the company's origins. It is NavalHEAD's way of expressing not only where it comes from, but where it is heading — alongside the people shaping the future of yachting.

The NavalHEAD team will be available to meet clients, partners and industry professionals **by appointment at the upcoming Cannes Yachting Festival and Monaco Yacht Show**, providing an opportunity to discuss about current projects and future activities.

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