



NBOSI
ocean sensors

NBOSI introduces new logo

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NBOSI Unveils new Visual Identity, Blending Heritage and Innovation in Marine Technology

East Falmouth, Massachusetts, 13 February 2024 – Neil Brown Ocean Sensors, Inc. (NBOSI) is proud to announce the launch of its new visual identity, symbolizing a harmonious blend of heritage and innovation in marine technology.

NBOSI, a specialist developer and manufacturer of state-of-the-art Conductivity-Temperature-Depth (CTD) sensors for subsea and surface ocean

vehicle operations, proudly unveils its new logo, the result of working on a new visual identity (VI) for the company in its 21st year of operation.

Founded by Dr. Ray Schmitt, Bob Petitt, and the late Neil Brown, whose collective vision was to pioneer accurate, reliable sensors that optimize mission performance for subsea and surface ocean vehicle operations, technology tailored for the dynamic challenges of mobile ocean platforms.

Saltwater Stone, a leading PR and design agency specializing in maritime communications, was selected to create NBOSI's new VI. The aim was to produce a modern, global facing, and outward looking VI with a wide reach across multiple markets, with a look and feel appropriate for emerging technologies.

Led Creative Director Alan Yorston, the brand's personality is expressed in a precise and confident way, with the design of the logotype referencing the advanced marine sensor technology and the ocean space in which NBOSI operates. The new visual identity communicates a robust and rigorous brand rooted in its heritage, confident in the proven technology of its data gathering, knowledgeable of the ocean environments it thrives in, and bold about its ambitions for growth and innovation.

Alan Yorston collaborated closely with NBOSI's leadership team to conceptualize and execute a visual identity that encapsulates the company's commitment to technological excellence, and honors Neil Brown's pioneering spirit.

Dr. Dave Fratantoni, CEO of NBOSI, expressed his satisfaction with the collaboration, stating, "Working with Saltwater Stone has been a seamless and rewarding journey. Their expertise and creative vision perfectly complemented our objectives in redefining our visual identity. We are thrilled with the outcome, which aptly reflects NBOSI's position as a trusted partner, boasting decades of field experience in the ocean environment, and delivering cutting-edge CTD sensor technology for mobile platforms."

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For more information about NBOSI, please visit <https://www.nbosi.com/> or

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About NBOSI:

NBOSI is a leading provider of cutting-edge marine technology solutions, specializing in the design and manufacture of advanced sensors supporting ocean research, industry and defense. With a commitment to excellence and customer satisfaction, NBOSI empowers scientists and engineers with reliable, high-performance tools designed to meet the unique requirements of the growing fleet of unmanned underwater and surface vehicles.

NBOSI, Neil Brown Ocean Sensors, Inc. was founded in 2004 by Woods Hole Oceanographic Institution (WHOI) scientist Ray Schmitt, and WHOI engineers Bob Petitt and Neil Brown. Their goal was to develop a new generation of Conductivity-Temperature-Depth (CTD) sensor technology specifically tailored to the unique requirements of mobile ocean platforms. Since its inception, NBOSI has successfully delivered hundreds of sensors to researchers and vehicle manufacturers worldwide, establishing a strong presence in the industry. The company's sensors are widely recognized and trusted, and are offered as standard equipment by market-leading vehicle manufacturers.