



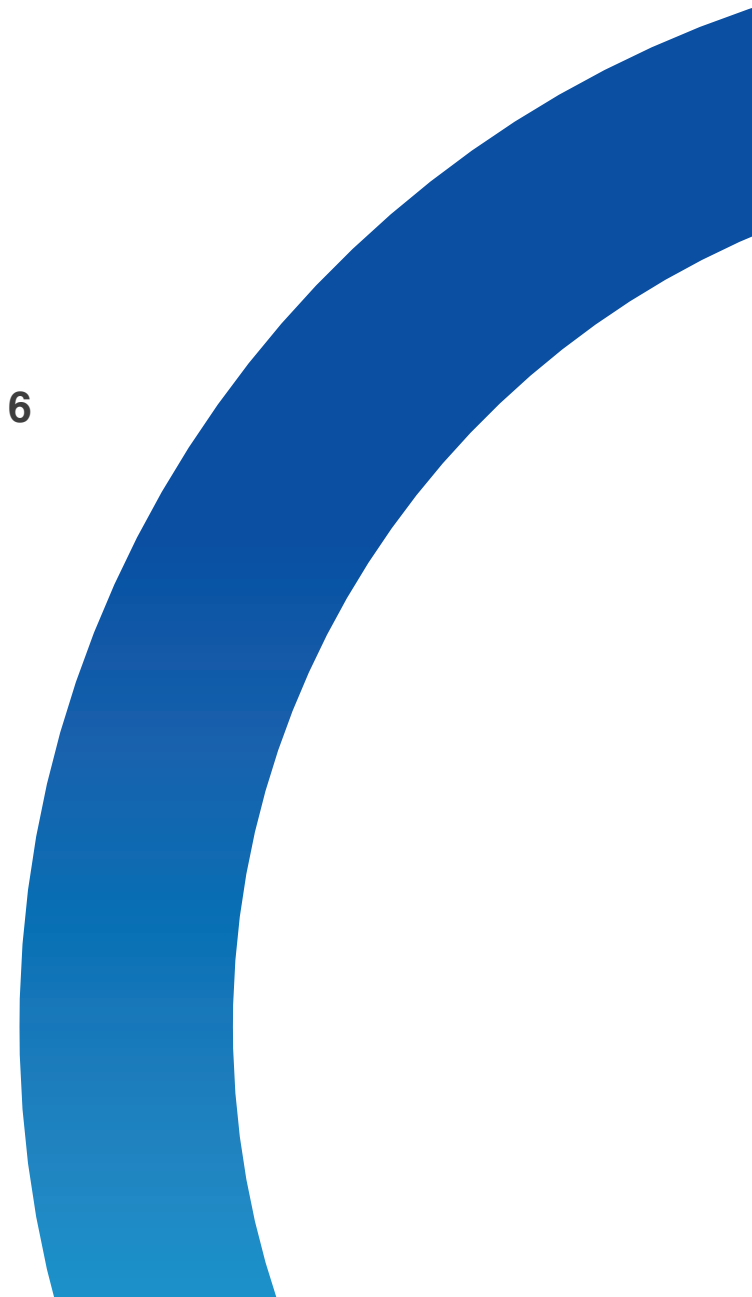
Essential Brand Guidelines

GESTRA[®]

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Willkommen.

At Gestra we share our passion for steam.

These guidelines have been developed to ensure
the consistent delivery of the Gestra brand.

Identity

A truly unique graphic that embodies the Gestra brand.

Our logo has been evolved to convey a confidence in the direction of the business, while still retaining the heritage which has existed throughout previous identities.

To compliment the updated graphic, the logotype has also been crafted to further refine the identity.

Ensuring consistency, a variant on the standard lock-up can be used to maximise the application space.

Further flexibility comes in the form of an icon where space is limited, or the format requires smaller but recognisable branding (e.g. social media/product packaging).

Standard logo



Variant



Icon



Size & Spacing



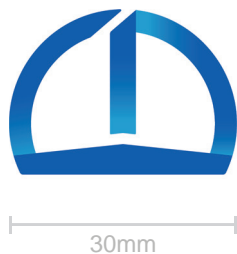
Optimum Size: 65mm

Minimum Size: 35mm



Optimum Size: 45mm

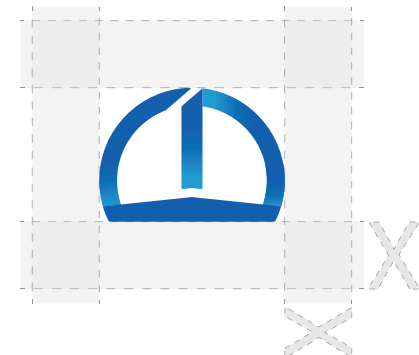
Minimum Size: 23mm



Optimum Size: 30mm

Minimum Size: 10mm

X height = 50% of icon



Logotype

Open Sans (Original)

GESTRA

Adjustments

GESTRA

Development

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Colourways

Gestra Blue



White



Black



Incorrect Use

Do not...



✗ Distort or stretch the logo vertically or horizontally.

✗ Apply 3D effects or custom colours and gradients.

✗ Use obscuring effects or coloured backgrounds/ photography that make the logo difficult to read.

Colour

A visual representation of our direction, moving forward.

Colour plays a big part in the new Gestra brand.

Gestra Blue acts as a recognisable foundation reflecting our heritage, while acting as a solid base for the introduction of new colours, like Innovation Blue.

Contrasting these against stark white retains Gestra's modern and minimal identity.

Creating more dynamic visuals, the introduction of gradients represents the principles of progression and moving forward.

Primary Palette

2018 Gestra Blue

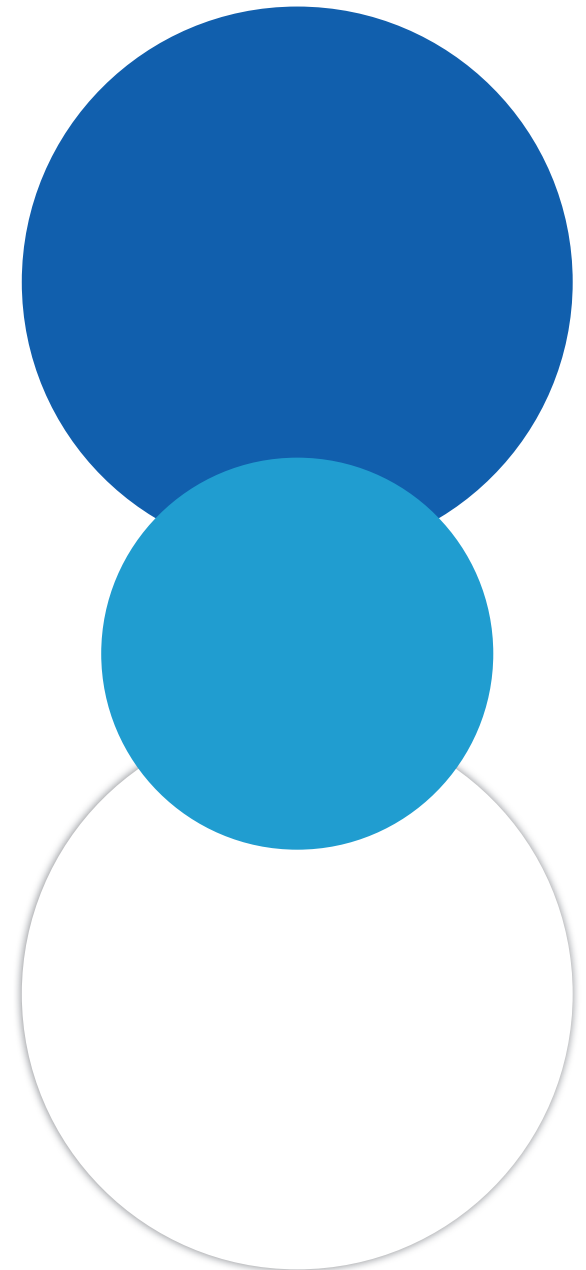
| | |
|---------|-----------|
| PANTONE | 2945 C |
| CMYK | 95,67,0,0 |
| RGB | 50,85,159 |
| RAL | 5002 |

Innovation Blue

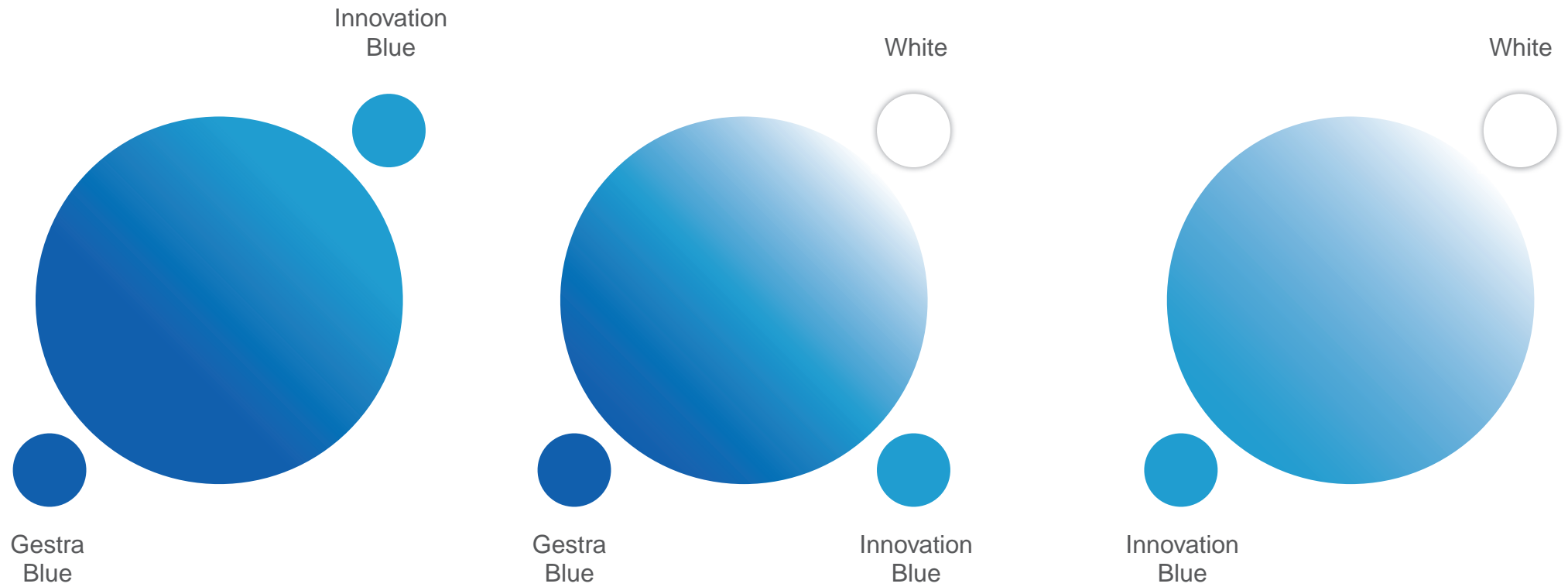
| | |
|---------|------------|
| PANTONE | 298 C |
| CMYK | 70,15,0,9 |
| RGB | 98,157,207 |
| RAL | 5012 |

White

| | |
|------|-------------|
| CMYK | 0,0,0,0 |
| RGB | 255,255,255 |



Gradient Backgrounds



These gradients are to be used as full colour backgrounds. Please use these in the formations shown above and **do not alter the colour order.**

Typography

Clarity and consistency through communications.

Directly in line with a new logotype, the adoption of the Open Sans font for headings enhances our visual communications even more.

Using Helvetica for our body text reflects our reputation for quality, achieving a familiarity amongst customers and colleagues alike.

To achieve a softer, modern look - we use an 80% black tint for body copy.

Headings

Open Sans Semibold
30pt+



Sub-headings

Open Sans
18pt+
(Relative to heading size)



Body text

Helvetica

9pt
(14pt Leading)

ixYyZz AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
Aa

Helvetica Bold

9pt
(14pt Leading)

ixYyZz AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
Aa

Helvetica Italic

9pt
(14pt Leading)

ixYyZz AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
Aa

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