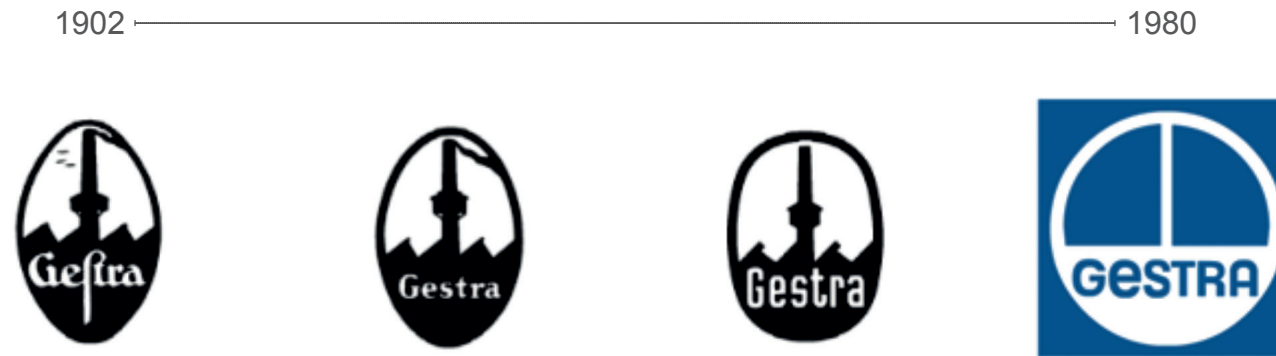


# Gestra Branding Project

Creative Theory & Concepts

## Gestra Identity Evolution



Gestra have a clear evolution into the logomark it has today, drawing from the original factory roof and chimney stack illustration, Gestra's current shape is a simplified geometric representation of this, incorporating the brand name, to ensure recognition when seen.

The current identity was conceived in the 80s and needs to develop to ensure a true reflection of the business moving forward.





**GeSTRA**



Utilising the existing logo shapes, removing the name from the boundaries of the creative and taking direct reference from the historic factory buildings where Gestra manufactures it's class leading products, results in a collection of adaptable components to create with.

# Mina

Concept 1



BLACK & WHITE

GESTRA BLUE

GRADIENT

REVERSED

35mm



# Lifft

Concept 2



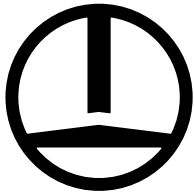
BLACK & WHITE

GESTRA BLUE

GRADIENT

REVERSED

35mm



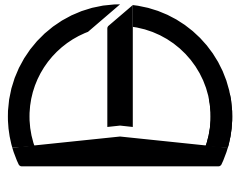
# Flík

Concept 3



35mm  
(width)

BLACK & WHITE



GESTRA BLUE



GRADIENT



REVERSED



Karmina Sans

GESTRA

GESTRA

GESTRA

ORIGINAL

ADJUSTMENTS

LOGOTYPE

Open Sans

GESTRA

GESTRA

GESTRA

Gestra Initial\* Colour Development

Gestra  
Blue



C100 M79 Y0 K0

New Developed  
Gestra Blue



C95 M67 Y0 K0

Innovation  
Blue



C70 M15 Y0 K9



\*Initially we are looking to soften the hue of the current Gestra blue. The plan to develop a more complete colour palette to increase the brands' flexibility is being considered and explored further.

**Thank you**

SXS Creative Team