

Photography Styling & Implementation

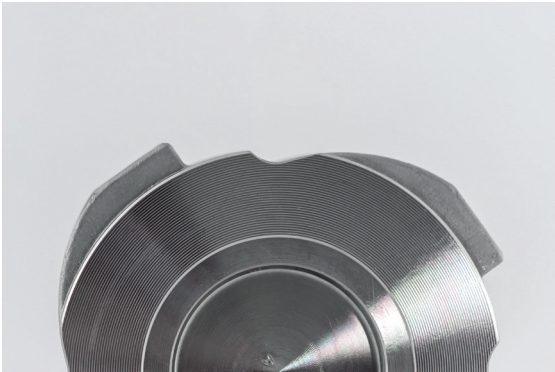
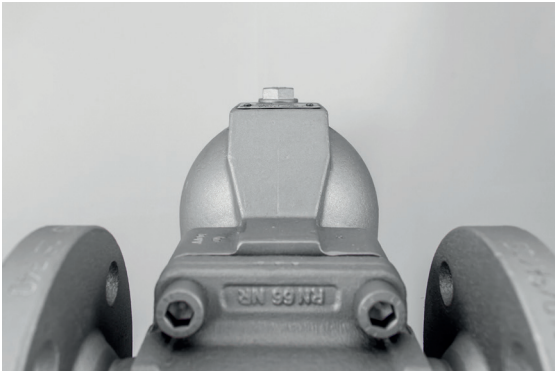
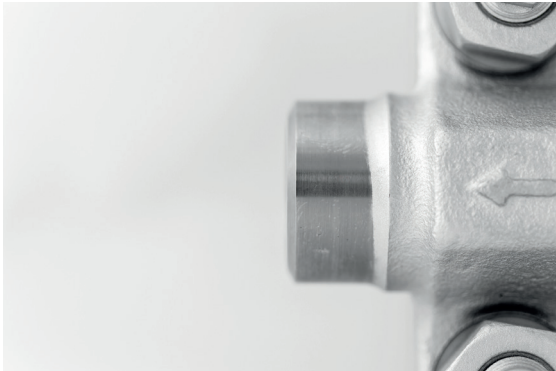
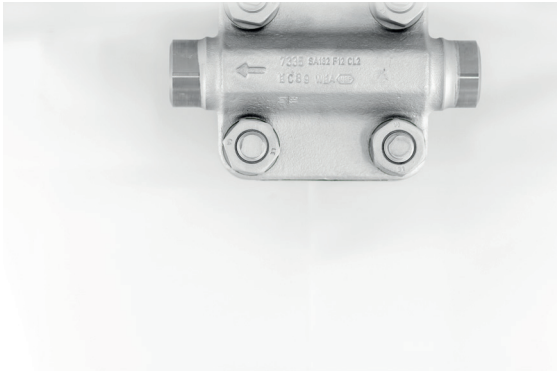
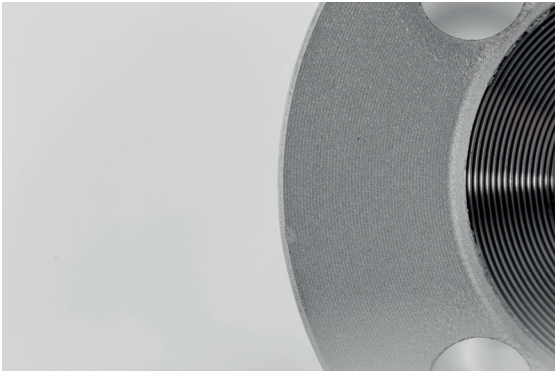
Gestra Branding Project

Intent

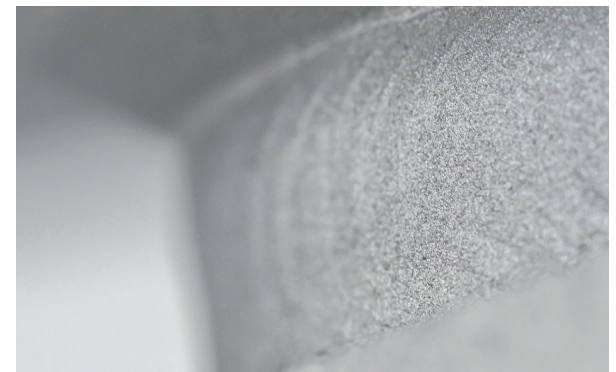
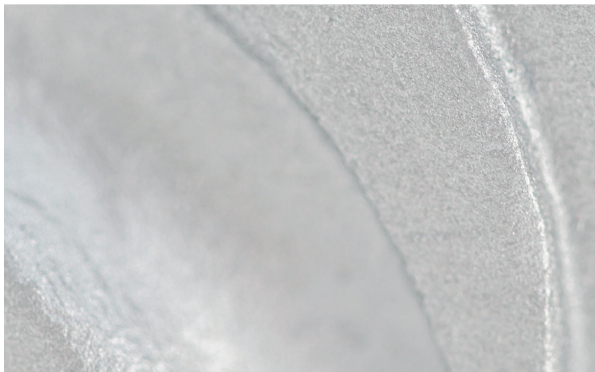
Compliment the new brand identity with modern photography for general use, reflecting the new business direction and convey the brand messaging in an effective way.

Using this updated photography style, concept and visualise key customer touch points for creative direction moving forward.

Product Detail Photography



Abstract Photography

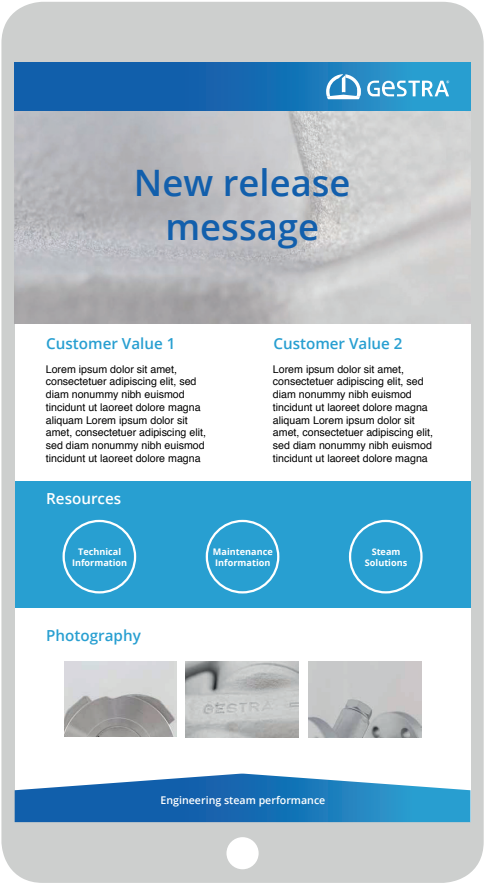


Branded Examples

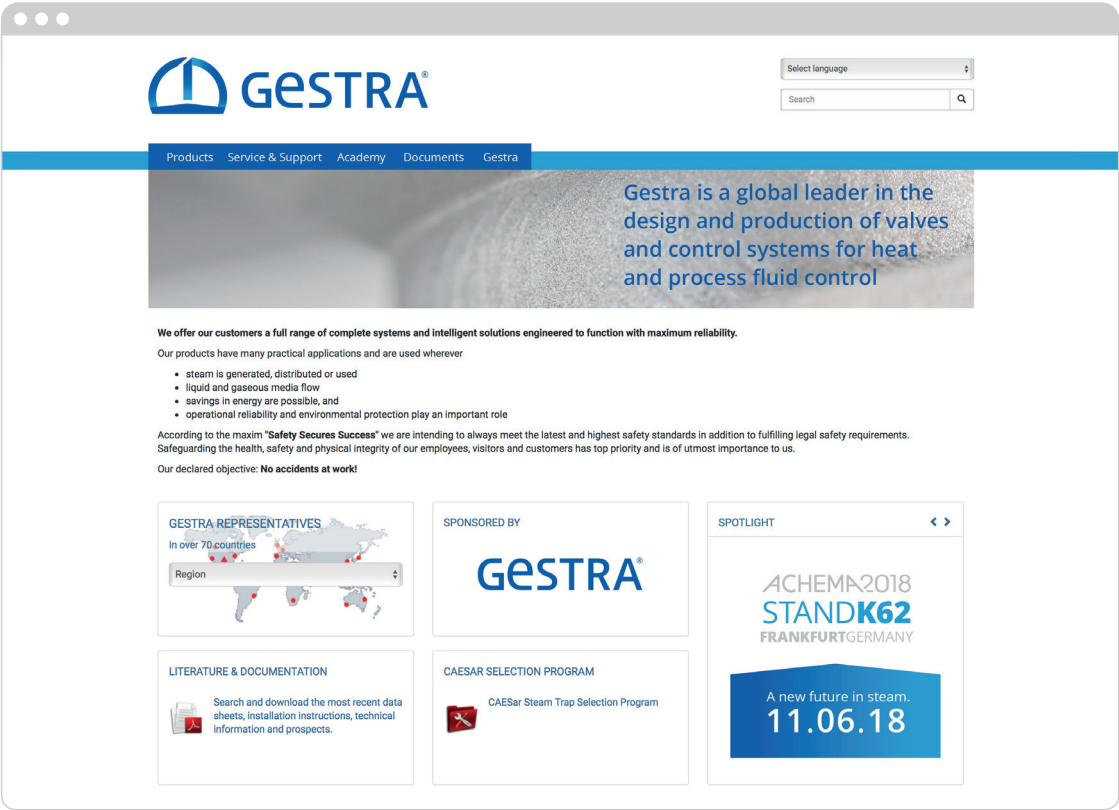


Focused on the detail of Gestra products, we are able to communicate the key message of German precision engineering. Through the light and modern metallics, the aesthetic is kept modern and by removing the association with specific products, both employees and customers alike can relate to Gestra as a solutions provider, rather than seeing the promotion of just one product or capability.

Example Implementation



Email Update



Website

Thank you

SXS Creative Team