



Logo Application Usage Advice

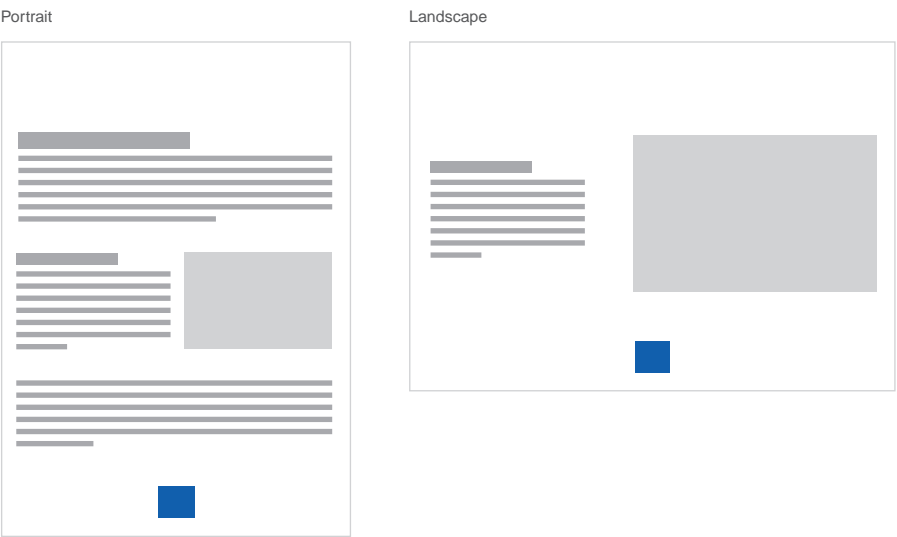
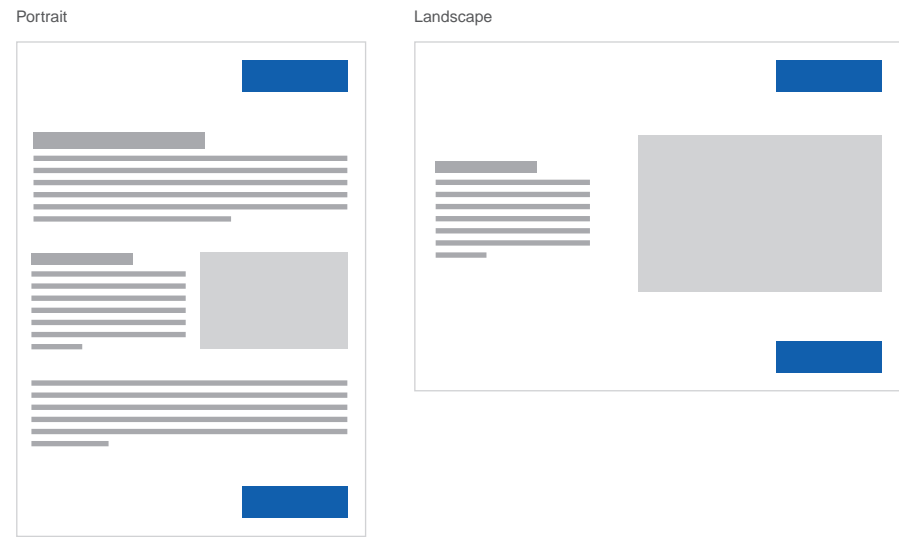
# General Application Rules

These rules are to be used as an extension to the Brand Guidelines, helping guide where to apply the logo across various applications.

## Print Layout

Standard Rule: Logo creative to be aligned top or bottom on the right hand side of a layout.

Alternative: Where just the icon is used, this can be centre aligned within the footer.



**Please Note:** When the icon is used in a document, there must be a creative reference to the Gestra brand name somewhere else within the document. For example: the front cover of a brochure or this document itself.



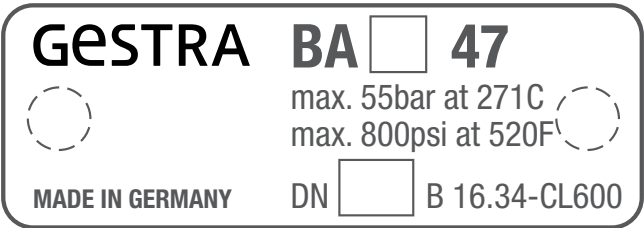
# General Application Rules

These rules are to be used as an extension to the Brand Guidelines, helping guide where to apply the logo across various applications.

## Product Application

Standard Rule: The Gestra logo should be used where possible in full, unless space does not permit. Where space is limited, the logotype or icon can be used.

Nameplates: Gestra Logotype



Nameplates: Gestra Icon

