

# New Elesa+Ganter logo



## Elesa+Ganter presents a visual modernization of its mark.

After 20 years from the launch of its well-known mark, Elesa+Ganter presents a newly redesigned logo, reflecting the nature of the joint-venture throughout its distribution network which now counts more than 70 countries.

The surrounding frame has been removed for an airier and more modern look improving readability.

The brand names of the Parent Companies and the red colour ensure continuity with the previous logo.

The "+" symbol represents the Joint Venture between Elesa and Ganter, translating the concept of "Two companies. One world of standard parts".

The well-known "EG" figurative mark, with a high recognition value, has been graphically modernized and is now dynamically free.

The word mark and typography are optimized for print communication and digital media.

The new logo, registered worldwide, integrates the process of Elesa+Ganter corporate identity image revision and it combines perfectly with the claim "Designed for engineering".

All changes are effective immediately, documented and are available for all Elesa+Ganter partners to call up and to use. Elesa+Ganter will continue to attach great importance to a consistent appearance in the future.

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