



REBRAND PROPOSAL

BRIGHT & CONTEMPORARY  
COLOR PALETTES.

STRONG, BOLD LETTERFORMS.

A SYSTEM THAT DEMONSTRATES  
VALUES, PURPOSE, & PERSONALITY.

These are the characteristics of the brand identity that will carry GSC Power-Division into the future by serving to develop credibility among competitors and trust among customers.

Please proceed to the three brand identities that have been prepared for your consideration.

# CON CEPT 01



## **BRAND IDENTITY CONCEPT 01**

In order for a visual identity system to be effective, it must command attention. For this concept, we chose color as the method to achieve this.

The color palette serves to not only create an immediate visual impact, but also to separate GSC Power-Division from its competitors. The lime green is bold and vibrant with a modern energy that symbolizes new beginnings. Pairing it with a deep blue brings a level of sophistication and balance to the look.

The letterforms are slightly oblique with a sleek, smooth, and contemporary feel. In addition to the letterforms, a logomark consisting of a camshaft lobe with stylized technical drawing elements was added to symbolize skill, precision, and innovation.



### **PANTONE 382 C**

CMYK 28 | 0 | 100 | 0

RGB 196 | 214 | 08

HEX C4D600



### **PANTONE 302 C**

CMYK 100 | 48 | 12 | 58

RGB 0 | 59 | 92

HEX 003B5C

FULL COLOR / 2-COLOR



1-COLOR BLACK



REVERSED WHITE



REVERSED FULL COLOR





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# CON CEPT 02





## **BRAND IDENTITY CONCEPT 02**

Bold and powerful sums up this concept perfectly.

The custom-drawn letterforms are heavy and stout to create a strong presence. They were carefully crafted to be interlinked so they work together—like an engine’s internal components. Using negative space to create the shape of the S helps to balance the substantial G and C while also allowing creative flexibility when the identity is applied to collateral material.

The color palette is vibrant, yet sophisticated. Purple was selected as the primary color because of its association with power and creativity, while gray is timeless and practical, not to mention metallic.



### **PANTONE 253 C**

CMYK 42 | 91 | 0 | 0

RGB 173 | 264 | 172

HEX AD1AAC



### **PANTONE 429 C**

CMYK 21 | 11 | 9 | 23

RGB 162 | 170 | 173

HEX A2AAAD

FULL COLOR / 2-COLOR



1-COLOR BLACK



REVERSED WHITE



REVERSED FULL COLOR

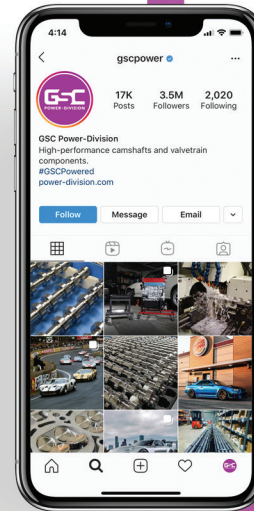




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# CON CEPT 03



## **BRAND IDENTITY CONCEPT 03**

Simple, effective, with a classic color combination.

This design employs a rectangular enclosure, which is loosely based on the current version of the GSC Power-Division logo. This connection creates a sense of familiarity. The container provides emphasis while also symbolizing structure and order. The type is fully justified, which further reinforces that symbolism. The word *power* has been bolded and widened as a subtle message to the viewer.

There is no color combination more classic than yellow and black, and for good reason. Yellow is the most luminous of all the colors of the spectrum. When paired with black, they create the most graphic color combination possible. This color palette will provide maximum impact.

While there is no logomark included with this concept, a stylized diagram of a camshaft lobe was created as a supporting element. It is prominently featured in the stationery design.



### **PANTONE 1235 C**

CMYK 0 | 31 | 98 | 0

RGB 255 | 184 | 28

HEX FFB81C



### **PANTONE BLACK 6 C**

CMYK 100 | 61 | 32 | 96

RGB 16 | 24 | 32

HEX 101820

FULL COLOR / 2-COLOR



1-COLOR BLACK



REVERSED WHITE



REVERSED FULL COLOR







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WE LOOK FORWARD TO YOUR FEEDBACK!