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GENTECH

NEW BRAND DIRECTIONS | **CONCEPT ONE**



UPDATED CONCEPT ONE

The icon in this concept is inspired by the data produced by an analytical instrument such as a mass spectrometer. The data points or digitized lines resemble dynamic motion forward. These points also speak to the ways in which the GenTech sales team works to consult customers by processing specific details of a project or need and streamlining that information into an all-around comprehensive solution.

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NEW BRAND DIRECTIONS | CONCEPT ONE



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NEW BRAND DIRECTIONS | **CONCEPT TWO**



UPDATED CONCEPT TWO

Concept Two is more of an alternative to Concept One with more of an evolved nod to the past GenTech globe mark. The segmented data lines that help form the “G” are surrounded by an all-encompassing “solution,” creating an immediately recognizable badge or seal. The icon can also be seen as forming a complete, solid line out of a series of disjointed segments as the letter is viewed (or drawn) clockwise. This is meant to loosely symbolize the expert refurbishment process.

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NEW BRAND DIRECTIONS | CONCEPT TWO



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NEW BRAND DIRECTIONS | **CONCEPT THREE**



RECOMMENDED DIRECTION

UPDATED CONCEPT THREE

The icon present in Concept Three is designed to hold both the "G" and "T" for GenTech with an upward growth pattern. The slight shading within the icon lifts it off of the page with an added dimensional effect to represent a refreshed (or refurbished) process that uplifts and is "as good as new." The circle is open on the top allowing for further growth and a future that is shaped by a scientific partnership with GenTech. The icon itself has elements of laboratory instrumentation, refreshed products and services, and even an abstract power button. The color gradient further reinforces these kinds of intriguing thoughts as the shades move across the full horizontal lockup.

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NEW BRAND DIRECTIONS | CONCEPT THREE



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NEW BRAND DIRECTIONS | **CONCEPT FOUR**



UPDATED CONCEPT FOUR

One of the first components you'll recognize in this concept is the switch in emphasis from "Tech" to now, "Gen". Utilizing a similar gradient effect as the previous concept—as well as the fonts used across all concepts—the icon is a new and bold take on the spectrometer data. The lines—now thicker and more defined—rely on negative space to carve out the "GT." The lines present an interesting foundation to use across branded collateral and imagery as we also introduce a branded point in the bottom right of the icon. This is opposed to all of the "perfect circles" that have previously been shown as a globe evolution.

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NEW BRAND DIRECTIONS | CONCEPT FOUR



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NEW BRAND DIRECTIONS | **CONCEPT FIVE**



UPDATED CONCEPT FIVE

For the fifth and final concept, we keep the text emphasis on “Gen” and explore an entirely new interpretation of research data that now communicates a growth partnership. The two line graphs speak to a scientific partnership founded on the value proposition that GenTech takes a hand-in-hand approach to every customer relationship. Whether you know exactly what you need or no know nothing at all, GenTech offers consultation and honest, expert advice in lockstep with your needs moving forward.

GENTECH

NEW BRAND DIRECTIONS | CONCEPT FIVE



THANK YOU

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