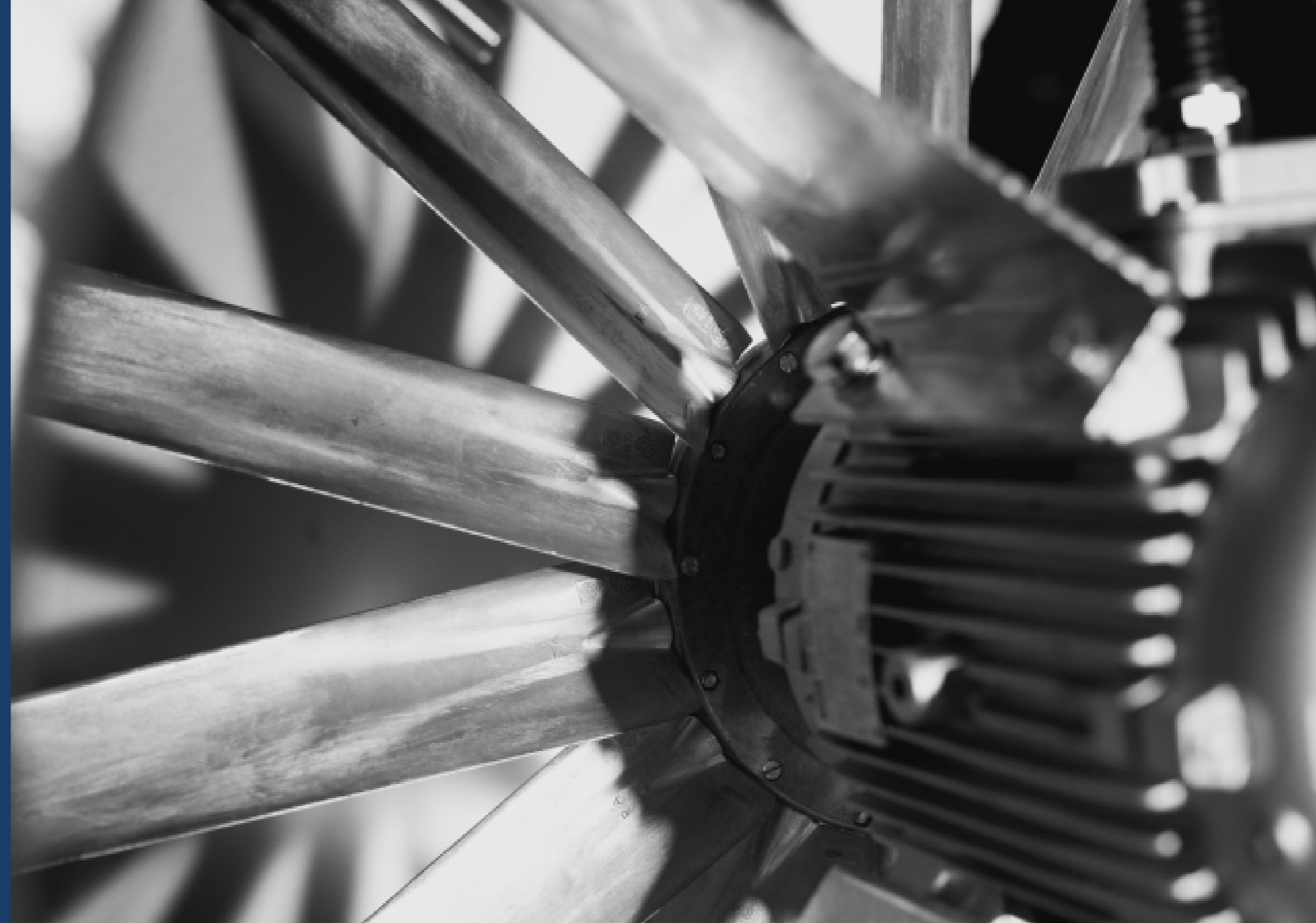




EVOLVING THE
ELTA GROUP IDENTITY

Elta Group will be celebrating its 20th anniversary in April 2016, making it a good time to reflect on the last 20 years and see how far the company has come from formation to present day.



A NEW CHAPTER

Elta Group is now more international in its focus, as well as geographical coverage, than it was 20 years ago and to better represent this, the decision was taken to completely rebrand the company. The rebrand is a great opportunity for us to reinforce our values and refresh our identity ready for the next chapter in our story.



ENHANCING THE LOGO

The most important element to consider when rebranding is the logo. Our logo was originally created with a strong affiliation to Elta Fans. This was because Elta Fans, at the time, formed the largest part of the group. This approach no longer represented who we were anymore thus instigating a move away from using the same typeface as Elta Fans and, furthermore, creating a deeper shade of blue for the primary colour.

To better present the size, strength and quality of the group, the logo needed to be modernised and segregated from the logos of companies belonging to Elta Group.



ELTA FANS LOGO
1996 - Present



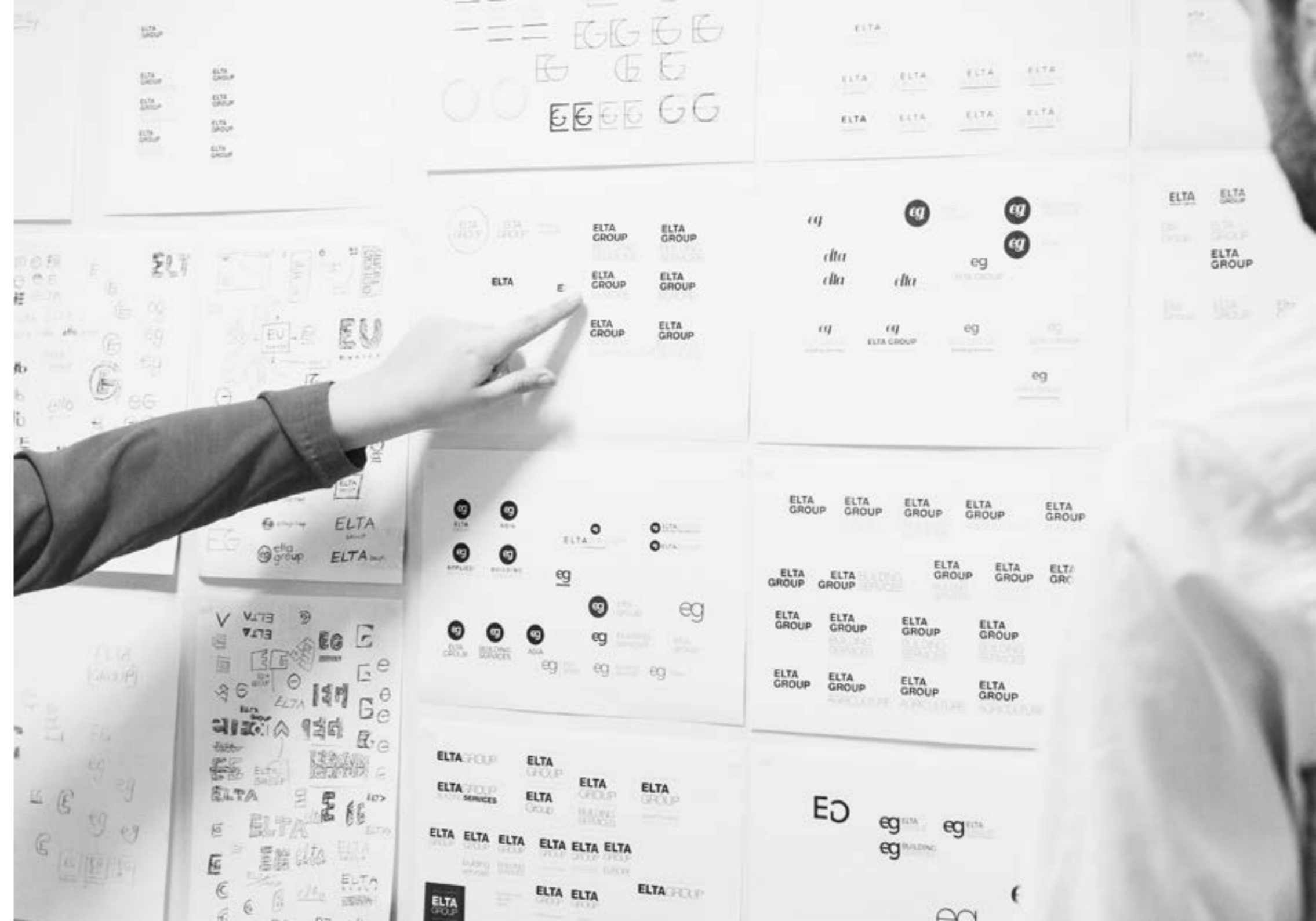
ORIGINAL LOGO
1996 - 2016



PRIMARY LOGO
2016

A REASON FOR CHANGE

The brief of the new logo was to create something up-to-date and forward thinking that would capture the essence of what the group is developing. Elta Group has expanded and developed across international markets in the last 20 years, and it was essential that the new logo represented this to our people. In order to do so, a whole new identity and colour palette had to be created to give a strong perception of the group.



REMOVING LIMITATION

The word 'limited' was removed at the first stage of development as it no longer served a purpose and goes against who we are; a company that isn't limited in what we do or what we are capable of achieving.

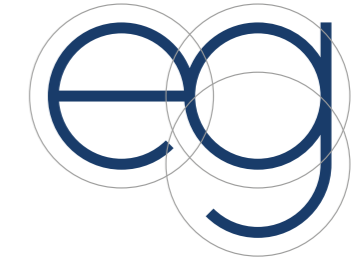
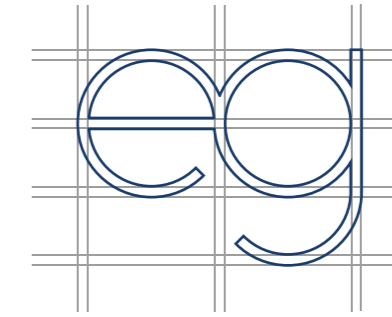
In order for the company to be perceived as modern and corporate, the navy blue from the original logo has been darkened which also helps us to differentiate ourselves from our group companies.



MAKING A MARK

A secondary logo, or logomark, has been developed for use where there isn't enough space for the primary logo and also to be used as a prefix.

This logomark has been created using the new Elta Group font with circles working closely together for an aesthetically pleasing image.



ALIGNING THE OLD WITH THE NEW

We are proud of the last 20 years and wanted to visually represent this by maintaining an element from the previous logo. The line did not serve a purpose originally, however it will now be used to separate subject matter from the secondary logo/prefix, for example, the prefix can be used before a region name or market (as opposite), to represent 'Elta Group Agriculture' without needing to use the full logo.



A MEMBER OF ELTA GROUP

It is important that our companies continue to promote their affiliation with Elta Group. This is done with the use of the 'member of' logo.

This logo has been developed with the intention that the main focus remains the Elta Group logo with 'a member of' clearly placed above. The additional text is in the same font as the 'eg' prefix and has been fitted into the same grid formation as the primary logo to keep consistency across the brand.





1996
ESTABLISHED

20
YEARS TRADING

4
CONTINENTS

2016
REBRANDED



45 Second Avenue
Pensnett Trading Estate
Kingswinford
Nr Dudley
West Midlands
DY6 7UY

+44 (0) 1384 275760
eltagroup.com

Europe | Africa | Asia | Australasia