

# *ESTA TECHNOLOGIES*

ESTA - BRAND GUIDELINES



## *ESTA TECHNOLOGIES*

*A Global Leader in Business Process and  
Technology Management*

ESTA Technologies  
Graphics Standards Manual

# Introduction

## The ESTA Brand

These corporate identity guidelines are meant to acquaint you with the visual refresh of the ESTA Technologies brand and how it should be executed in various media.

The ESTA Technologies corporate identity came into being in 2005. In 2009, we refreshed it by simplifying the ESTA Technologies logo. The refreshed logo is smarter, leaner and has more potential for brand recall due to its simple and uncomplicated composition.

The new logo brings with it a new corporate color – the ESTA Technologies Blue.

The logo refresh retains the strong visual and contextual attributes that reflected in the previous ESTA Technologies logo where the symbol specifically conveyed pushing the envelope, achieving higher margins through better efficiency and effectiveness; reengineering & business impact, but simplifies them, creating a concise and efficient version of the word mark.

If you have a question about these guidelines or any of our service marks, or if you have any suggestions, please send us a note. We'll be happy to reply.

[www.estatechnologies.com](http://www.estatechnologies.com)

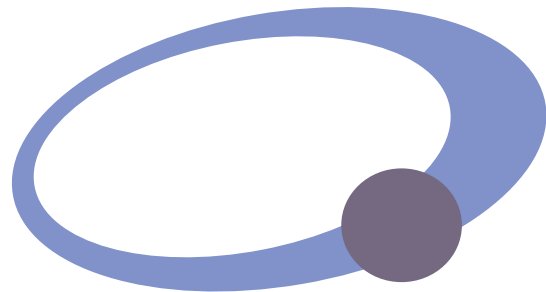


# Configuration

The Horizontal ESTA Technologies signature is the only approved version of the logo

## The ESTA Technologies Signature

The ESTA Technologies logo is a graphic representation of our organization and the values for which it stands. It identifies us, displaying an image that is directional, inspirational, and forward thinking. Its spatial and proportional relationships of the letter forms are predetermined and should not be altered.



**ESTA Technologies**  
SOURCING SOLUTIONS IN REALITY

## Unacceptable Use

To maintain the equity and value of our brand, the ESTA Technologies signature must never be altered. Some common guidelines are:

- **Do not Outline with Color**
- **Do not Re-Colorize**
- **Do not Distort**
- **Do not apply Gradient**
- **Do not apply Drop Shadow**
- **Do not Screen Color**
- **Do not enclose in a Shape.**
- **Do not use Incorrect Fonts**
- **Do not place over Loud Graphics**

# Brand Resources and Contacts

If you have further questions about ESTA Technologies Brand Guidelines, contact:

Chief Designer, Corporate Communications

[Brand.Contacts@ESTATEchnologies.com](mailto:Brand.Contacts@ESTATEchnologies.com)

# *ESTA TECHNOLOGIES*

ESTA Technologies is a global leader in business process and technology management, offering a broad portfolio of enterprise G&A and industry specific services, coupled with strong IT, analytics and reengineering capabilities

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