

FasTest Brand Development

OVERVIEW

The FasTest brand felt a little dated and didn't match the high-tech premium products they offer. They wanted a combination of a symbol and wordmark logo. Making it bold, energetic, and modern while relating to connection, engineering, and manufacturing was the most appropriate and engaging.

OLD LOGO

The old logo for FasTest is a wordmark in a stylized, italicized, red font. The letters are bold and have a slight slant, giving it a dynamic feel. A registered trademark symbol (®) is located at the end of the word.

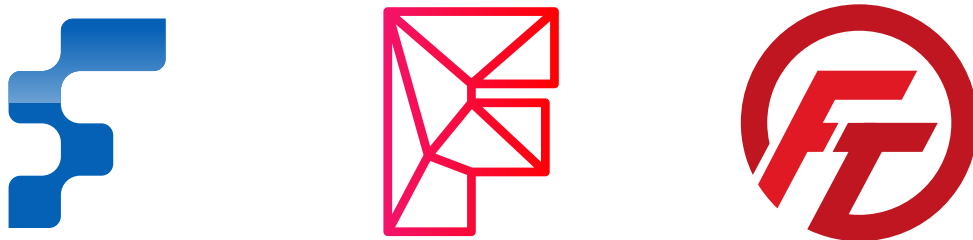
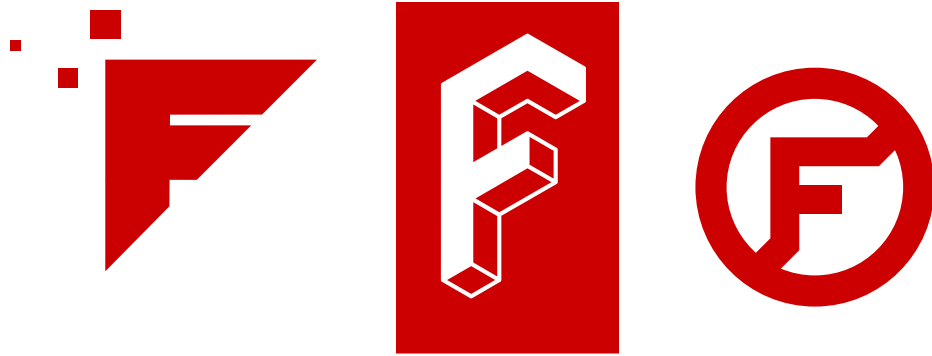
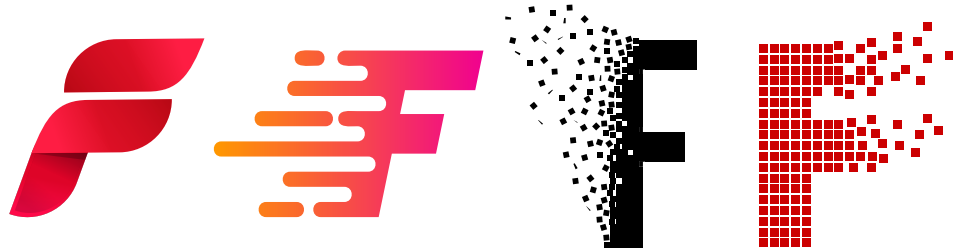
UPDATED WORDMARK

The updated wordmark for FasTest is a bold, dark blue, sans-serif font. The letters are thick and have a slight slant, giving it a modern and energetic feel.

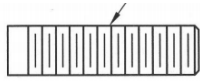
ADDED ICON

The updated FasTest wordmark is shown next to the new icon. The wordmark is in a bold, dark blue, sans-serif font, and the icon is in red.

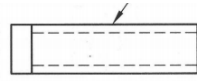
FOR AN ICON FASTEST WANTED TO MOVE AWAY FROM USING "F" AND OR "T"
SHOWING FOR REFERENCE ONLY



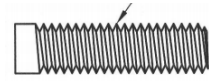
INSPIRATION CAME FROM THE USE OF THESE ENGINEERING SYMBOLS



THREAD SYMBOL:



THREAD SYMBOL:



THREAD SYMBOL:

LOGO GOALS: BOLD. MODERN. ENERGETIC. RELATES TO CONNECTION, ENGINEERING, MANUFACTURING, FLUID TRANSFER, LEAK TESTING...

LOGOS FOR INSPIRATION

FASTEST



TESLA



SCREEN GEMS
a Sony Company

Kubota

XACT|SPACE