

CASE STUDY

A rebrand to get revved up about.

Great British Sports Cars (GBS) manufacture light, nimble sports cars capable of handling rapid directional changes. The company themselves were set on a change of direction; we were invited to get the journey underway.

From our series of brand workshops, it was clear that GBS wanted to accelerate market growth. We also discovered several USP's and suggested GBS embarked on a new adventure by positioning the brand as 'Driven by Adventure'. Our job was to take the existing brand assets and sympathetically modernise them while

retaining the heritage and Britishness of the company.

A key challenge we faced was modernising the existing GBS logo, without compromising its signature twin flag design. GBS's senior team were keen to retain the logo, by guiding them through our design process we arrived at subtle refinements which would lead to greater visual stand out.

Our new brand identity for GBS covers everything from core values, personality, how the brand should behave and interact with various audience groups, to visual and verbal identity across all touch points. ■



"During the workshops with Phil, we crystallised exactly what GBS stands for. Throughout the process Greensquare listened to us and explained the how's and why's clearly with great conviction. The result is a fantastic brand identity which will play a key role in helping us achieve our ambitions."

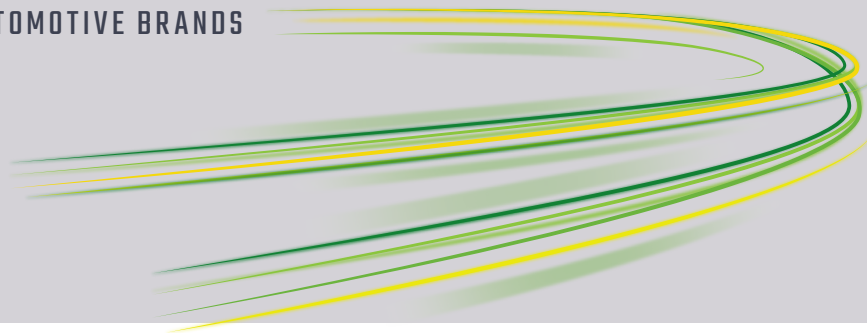
RICHARD HALL, MANAGING DIRECTOR, GREAT BRITISH SPORTS CARS



Whatever the vehicle type, we use our unique expertise and experience in the sector to help automotive brands activate awareness and accelerate sales.

For a consultation contact Phil Westwood:
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DRIVING AUTOMOTIVE BRANDS



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