

New Corporate design for GSB International – Labels and brands must be clear



Hans-Jürgen Alfort



Rudolf Sieber

The quality association for the piecework coating of building parts, GSB International, with member companies in more than 20 countries of Europe, has fundamentally revised its corporate design during the past months. This was reason enough for us to talk about such a comprehensive amendment with the Vice-President of the Board of Directors of GSB International, Hans-Jürgen Alfort and the Designer Rudolf Sieber.

Since 1977 GSB International develops test- and quality regulations for the coating of aluminium and steel building parts and thus ensures an international quality level for coatings. Approved member companies bear the GSB quality label as a sign of their high quality production. This quality label serves as security for metal contractors, constructors and architects that the coated windows, doors and façade elements are up to the latest state of the art.

Hans-Jürgen Alfort: „Before, our quality association used different labels and brands which reflected the historical development. In total we had four labels which looked quite different and did not refer to GSB International in a clear way.“

Rudolf Sieber: „And this was our basic approach. The visual appearance of labels and brands is of outstanding importance in our today's world of competition. Independent and catchy designs increase the brand recognition. That is why the brand as well as the quality labels were re-designed for GSB International.“

Sieber emphasizes that the new brand of GSB International was "carefully developed", as the stylistic devices and tradition they contain should not be ignored. The new GSB brand was integrated in the new Quality Labels, as since decades the abbreviation "GSB" stands for proved and tested quality.

What can be said about the time frame of such a project?

Hans-Jürgen Alfort: "For an organisation as GSB International you have to plan with several months. Rudolf Sieber presented his 3-years concept for branding during our international members' assembly in Hamburg in May last year and the Board approved this project. At the end of last year we could present to our member companies the new design."

Rudolf Sieber: "You must not underestimate the time factor especially in this sensible sector, in particular as all concerned have to be informed and integrated in time. After detailed written information of the members, the new quality labels were available for member companies on the internet for downloading at the end of last year. The new quality labels have become valid from January 1, 2006 on."

Perhaps one aspect concerning the design of the new quality labels?

Rudolf Sieber: "Well, why do the quality labels look, the way they look? When beginning such a task, everything is still possible; ideas are developed and rejected again, till the first promising roads show up. In the present case we wanted the new quality labels to remind of the traditional "coat of arms". As coat of arms always gave those who held it a positive image. Just as the quality labels give a positive statement on the production quality of those who hold it.

