

LOGO PRESENTATION



UPDATED LOGO CONCEPT & IDENTITY



The updated **Sonelgaz** logo embraces a refined **Gas + Electricity** icon while reinforcing the brand's professional identity. retaining the recognizable blue and orange palette and original typographic style while refining its iconography for a sleeker, modern appeal.

GAS & ELECTRICITY ICON REDESIGN

- **Gas Element:** More fluid and dynamic, representing continuous energy flow.
- **Electricity Element:** Sharper, with defined edges to communicate power and reliability.



COLOR PALETTE

✦✦
Primary Colors:

#f1940c

#2287c9

the original color palette

TYPOGRAPHY RETENTION

Aa Bb

Montserrat

- **Original Typeface:** Preserved to reinforce Sonelgaz's established identity and professionalism.
- **Refinement & Adjustments:** Improved spacing and proportions for better readability and scalability.