



GS Industries of Bassett, Ltd.

FOR IMMEDIATE RELEASE

Announcing our new logo and look!

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Recently GS Industries of Bassett, Ltd embarked on designing a new brand identity, to reflect who we are today and to symbolize our future. You can already see the new look on our website, Facebook, LinkedIn and Pinterest pages and our YouTube site. Soon we will have all our product brochures updated and new signage.

We believe this new look better matches what we have become since Tahoma Enterprises, a group committed to conducting business with high standards of integrity in order to assure long-term success, acquired us in 2009.

Our new logo is designed to emphasize our Mission Statement - *Striving to create a lasting, honorable alliance with our customers, vendors, and employees; to continually achieve loyalty and to increase overall profitability while building a solid foundation of brand and company recognition.*

Lower case letters remind us that we are a player in this life, dependent on our customers, vendors, employees and sales reps to be successful. The colors, lime green and indigo, support our mission statement.

Lime Green is a combination of yellow and green. Yellow encourages communication and instills optimism and energy. Green offers a sense of renewal, self-control and harmony. Lime Green represents optimism and harmony in our alliances with our customers, vendors, employees and sales representatives.

Indigo (blue-violet) is a combination of blue and purple. Blue is seen as trustworthy and dependable, having equal appeal to both men and women. Purple uplifts and represents creativity. Indigo symbolizes integrity, deep sincerity and wisdom. Reflecting on our history will energize our creativity by introducing new products and solutions to our customers. GS Industries of Bassett, Ltd. has been involved with injection molding since 1966; our technical staff has a combined 135 years of experience in all aspects of injection molding, Underground Products was the pioneer in engineering the first plastic injection molded spacer system ...that's a lot of wisdom!

The font is stylized with curves for a friendly and personal appearance. It reminded us of spirals which represent the growth, evolution and transformation of GS Industries of Bassett, Ltd. as we build, achieve and create. Taking the first letters of our legal identity creates a modern and quickly recognizable logo.