

GET IT LEASE

LOGO CREATION

When a customer/client opts for a lease, they get a line of growth through which they can develop their business without investing extra in capital expenditure.

They can utilize the money saved on buying to grow their team and look out for other expenditures that are necessary for the business.

In simple terms they get in line with growth and development of the company with a vision to reach the next level.

This decision is an important one in businesses' sustainability and to look forward to a future where they can adjust their leased requirement with changing times.

When we club all these factors together, we get a theme that reflects the theme of "Get It Lease". That is:

ALIGN WITH GROWTH

Here are a few logo designs that pertain to the same idea. Let's have a look at them:

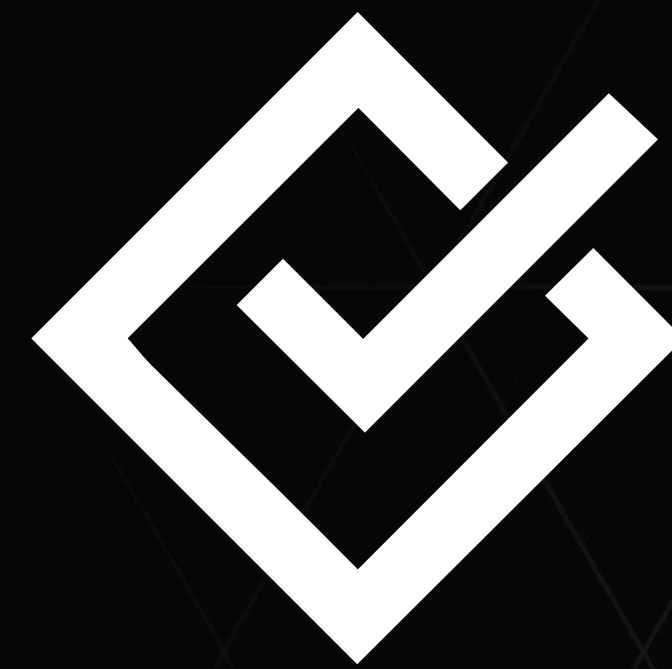
OPTION 1

The logo is inspired by the starting alphabets of “Get It Lease” and have a minimalistic approach to it. The monogram features a tick (in the shape of L) in a box (made of G) which signifies that leasing is the correct option you should choose over buying to not exhaust your resources.

The punchline “align with growth” is sending out a clear message that when you lease your requirement for “Get It Lease”, you have the vision of growth and we are going to assist it.



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OPTION 2

As, this is going to be a sister concern to Get it Rent, we have also created an option where the focus is not on "It" rather on lease. If, we want to carry forward the same design language, then this is the logo for us.

 ***get it*** ***lease***

 ***get it*** ***lease***

OPTION 3

Yet! If we want a similar design language but keeping the theme of leasing, we should simplify our previous logo towards “lease line”. In this logo, we have focused on making G & L through typography, where monogram holds both and the brand name comes in extension along with the punchline.



OPTION 4

As the lease industry comes under the purview of transferring huge amount of goods from one place to another, we have designed another logo style for “Get It Lease”. In this logo, we have included elements of transfer with huge velocity to represent our company’s spirit. It also focuses on the word lease to give a complete sense of our firm.



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