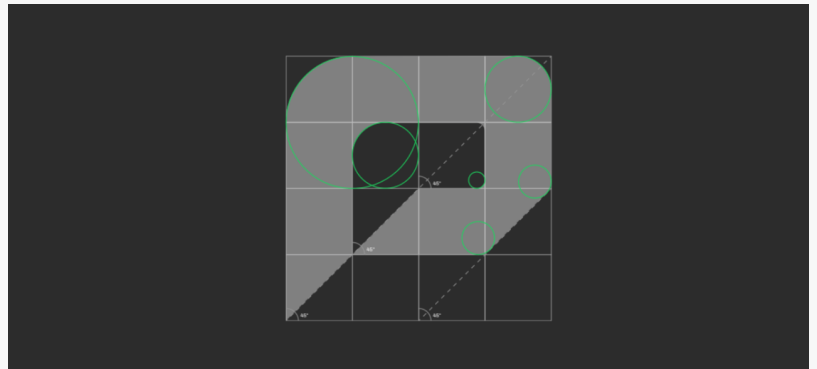


Charlie Pesti Rebrands as Pesti

A new era for the supply chain marketing and PR consulting firm.

FORT WASHINGTON, PA, UNITED STATES, July 21, 2025

/EINPresswire.com/ -- Today, the communications firm formerly known as Charlie Pesti officially announced its rebrand to [Pesti](#), unveiling a new name, logo, and brand identity that reflects its remarkable evolution from a small team of PR and supply chain enthusiasts to a global agency with a presence in six countries across five continents.



The Pesti logo reflects strength, trust, and forward momentum — a bold symbol of strategic clarity and lasting partnerships.

The rebrand represents more than a name change — it marks a pivotal moment in the company's journey. What began as a founder-led venture has grown into an international team, trusted by clients around the world and supporting the families of team members across cultures and time zones. With this growth comes a new chapter — one where no individual is bigger than the business itself.

“

The name ‘Charlie Pesti’ no longer reflected the scale, impact, and collaborative strength we’ve grown into. Pesti is a brand built to lead with purpose and grow with our clients.”

Charlie Pesti, Founder

“The name ‘Charlie Pesti’ no longer reflected the scale, impact, and collaborative strength of the company we’ve become,” said Charlie Pesti, Founder. “Pesti is a brand built to lead with purpose, inspire trust, and help our clients

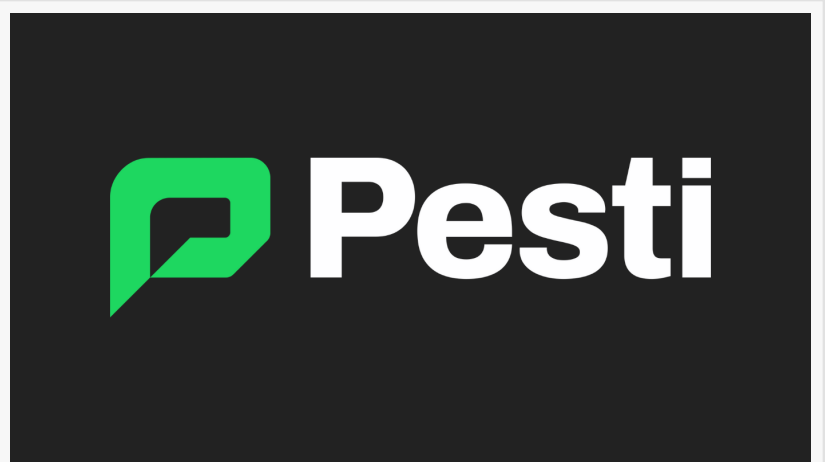
grow. It reflects not just who we are, but where we’re going.”

A Logo Designed to Lead

The new Pesti logo embodies the firm's strategic vision. Its bold geometry and clean lines signal strength, trust, and stability, while an upward angular cut symbolizes forward momentum. Designed on a precise 4x4 grid, the mark balances clarity with depth — echoing the company's commitment to long-term partnerships and impactful storytelling.

A key visual element of the new brand is a green chat box icon, inspired by the universal speech bubble. With rounded yet structured angles and a directional cut, it subtly forms the inner and outer circles of the letter “P”, reinforcing Pesti’s mission: to create meaningful conversations that move their clients’ market voice forward — clearly, confidently, and strategically.

“At 451°, we believe branding is about capturing the soul of a story. For Pesti, we crafted a visual and verbal identity that distills tradition, energy, and contemporary elegance — turning their heritage into a bold, modern brand experience,” said Ernesto Rinaldi, Director at 451°. “It was a true pleasure collaborating with Charlie — his clarity of vision and trust in the creative process made the work not only meaningful, but genuinely enjoyable.”



The green chat icon subtly forms a “P,” symbolizing Pesti’s mission to spark meaningful, forward-moving conversations.

A Brand Built for the Future

Pesti’s new identity is more than a visual upgrade — it’s a foundation to meet the demands of a rapidly changing communications landscape, thrive across platforms, and speak with immediacy, purpose, and intent.

“Every aspect of our new identity — from the name to the logo — was intentionally crafted to reflect the responsibility we carry and the clarity we bring,” said Priyanka Ann Sani, Executive Director, Pesti Group. “We’re not just creating visibility — we’re building trust, one message at a time.”

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