

Sonae Indústria has a new logo

Having now completed the restructuring and reorganisation of the company, Sonae Indústria launches a new logo which has been designed to reinforce values of Innovation and Excellence. The logo, as well as the company, transforms and renews itself, reinforcing these values in a dynamic, strong and unique way.

Maia, 4th of November 2010 – To highlight the process of change that has been put in place over the last years, as well as to enhance its values of Innovation and Excellence, Sonae Indústria launches a new logo.

According to Carlos Bianchi de Aguiar, CEO of Sonae Indústria: “Sonae Indústria wants to be seen as a renovated company, in constant change, where the major difference lies in its employees in the way they identify and commit themselves with the philosophy and objectives of the company.”, and further adds: “This will be an intermediate step towards a single image, in order to strengthen a common team spirit across all our companies spread throughout the world”.

Based on the previous logo, Sonae Indústria strengthens and evolves, giving rise to a renovated logo, which continues to be powerful and unique. The new identity symbol comprises graphic circular lines, projecting a dynamical optical effect that conveys the integration of processes, systems and people, seeking the same goals: innovation and excellence.



The drawings of the various spirals take us to an ever flowing image of permanent evolution and renovation. It's the constant challenge that is part of Sonae Indústria's way.

The visual expression created conveys the idea of transformation, development, unity and convergence, expressed in half eclipses which become an active and living element in the process of the company's transformation, and its production processes, transforming mainly wood waste into wood-based panels. An idea that enhances the business core and, at the same time, its employees who are constantly challenging themselves to do more and better.

The company's new logo accompanies this desire to innovate, reinvent, renovate... and the essence of the brand behind the logo is, beyond any doubt, Sonae Indústria's team.

Linked to the wood element, the choice of green refers to Sonae Indústria's environmental responsibility value and the concern for the planet's future and to the recognition of the carbon storage capacity of Sonae Indústria's products.

"Green represents growth, development, nature, health and opens up to new possibilities and opportunities", refers Carlos Bianchi de Aguiar, "The colour green has always been Sonae Indústria's institutional colour, and for all these reasons, we decided to reflect it in our own logo."

The SONAE INDUSTRIA lettering was maintained in order to express the idea of the history that characterises the group. "We are a company with a history, a history of more than 50 years, which constitutes a brand asset to be preserved.", justifies Bianchi de Aguiar.

The SONAE INDUSTRIA brand will act as the brand of the group, disseminating its identity, in an endorsement format, to the brands that belong to its universe. A brand that reinforces the competence and know-how of a highly specialized team, which works with commitment and determination to provide a better service to the customer.

"Sonae Indústria has undergone significant changes, resulting from restructuring and reorganization carried out in recent years; therefore, considering this new phase of the company, we find that a change to the visual identity was appropriate as a turning milestone and to renew the assumed values.", concludes Carlos Bianchi de Aguiar.

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