

PRESS RELEASE

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Brandhome 'refreshes' DELTA's logo

DELTA connects. As a multi-utility company, DELTA is always searching for the added value of the connection of products and wants to 'create bridges' towards its customers. This brand promise was Brandhome's starting point to create a renewed and contemporary logo for DELTA. A logo, that carries out DELTA's true identity. A logo that embraces simplicity and connection.

Mirjam van Zuilen, director corporate communication and Public Affairs from DELTA: "The world is evolving faster and faster. And this also applies to DELTA. As a company we strive to always think along our consumers and their changing needs. We want to show this in all aspects. This means in our logo too. Our well-known logo had a very good visibility and distinctive power, but did not longer show the dynamism and ambition of the company. So we asked Brandhome, as our lead agency, to restyle the logo: refresh the look and feel, without throwing away all known and good elements of the logo. DELTA looks towards the future and wants to evolve in all aspects as a multi-utility company. Brandhome has beautifully illustrated that by the subtle association of the bridges. Because bridges are equal to connection."

Evie Van Den Broeck, Creative Director from Brandhome: "For a challenge like this, we always work according to our own Brandhome [®] method. A logo is the "face" of a brand. It contributes to its identity. It is therefore important that a logo carries out the true essence of the brand. For the restyling of the logo we took the three 'pillars', the existing element of the triangle and the typical blue colour as our starting points. To reinforce the brand promise: "DELTA Connects" we worked around the creative idea of the bridges. The result: a logo full of dynamism and connection, just like DELTA."

Brandhome is a communication agency that works according to a unique and effective brand-building methodology, the Brandhome method[®]. The agency's key goals include constantly increasing brand knowledge.

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