

PRESS RELEASE

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New corporate design for Berliner Glas & SwissOptic Logo relaunch guarantees a fresh and modern brand image

For more than 60 years, the Berliner Glas Group has stood for the precise development and production of optical key components, assemblies and systems, as well as high-quality processed technical glass. These solutions are employed worldwide in any industries that use light, for example from medical technology to the semiconductor industry, all the way to laser and space technologies.

The agency waf.berlin GmbH was appointed to design the new brand identity. These corporate design specialists developed a look that mirrors the philosophy of the Berliner Glas Group and presents a modern brand image.

The visual makeover has allowed the traditional company to shine with a fresh and modern look. The logo was developed, as the central brand element, to be more concise and straightforward, just like the new corporate font. These elements were incorporated into the SwissOptic logo, too, so that there also is an optical connection between both companies now.

Furthermore, new imagery as well as the expansion of the color scheme using contemporary gray tones will contribute to the more modern brand image. This brand image will be fully adapted by the end of 2018.

The new design will be used for all print and online communication media, from stationary to the corporate letterhead, all the way to various forms of advertising.

About the Berliner Glas Group:

The Berliner Glas Group (www.berlinerglasgroup.com) is one of the world's leading providers of optical key components, assemblies and systems, high-quality refined technical glass as well as glass touch assemblies. With more than 1,400 employees, the BERLINER GLAS GROUP develops, produces and integrates optics, mechanics and electronics into innovative system solutions for its customers. As OEM partners from concept to volume production, the Berliner Glas Group companies serve innovative customers in various market segments – semiconductor industry, laser and space technology, medical technology, metrology and the display industry.

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