

## Vernet Behringer adopts new logo and new corporate image

*Manufacturing machinery for structural steel and plate fabrication since 1882, Vernet Behringer - a partnership between Vernet (French Company) and Behringer (the German Group) since 1995 - unveils today its new corporate identity and will launch very soon its new website! The goal is to confirm its position as a key player in the international market and to give the company a new image: more modern and always closer to its customers!*

Vernet Behringer is developing its visual identity, responding to the desire of modernizing its image while maintaining assets that have contributed to its reputation. The core elements of the corporate identity have been retained to maintain coherence.

The new logo retains the colors forming Vernet Behringer's identity: the red is the actual color of our German partner and the deeper blue suggests strength and dynamism.

The typography has been modernized and made more readable. The letters are now straight and Vernet is written in a consistent font. The "V" attached to the company name improves reading.

The pictogram, bringing the letters V and B together alongside the distinctive colours, is tilted forward, to convey constant evolution of Vernet Behringer. Simple and efficient, it is a hint to our customer's steel products that demand an accurate and reliable machining.

Vernet Behringer will continue its brand update with the complete overhaul of its website. The objective is to offer an improved browsing experience, in a more elegant and streamlined feel, with an easier access to the various sections and more exhaustive information.

To introduce its new visual identity Vernet Behringer chose one of the most important trade fairs – Euroblech held in Hanover from 21 to 25 October 2014 and where the company will be exhibiting the latest generation of its multispindle drilling milling machine HD-X<sub>evo</sub>.

