



INFORMATION FROM NCC

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NCC to introduce uniform logotype in all markets

The NCC Group has expanded sharply outside Sweden in recent years through acquisitions of leading construction companies in such countries as Norway, Denmark and Finland. As a result, operations outside Sweden currently account for nearly half of orders received by the Group. During a transitional period, the subsidiaries in Norway, Denmark, Finland and Germany have used their own logotypes. However, a uniform NCC logotype is now to be introduced in all markets as of October 18. The new logotype will be based on the well-known symbol used in Sweden, with some minor changes. The yellow color in the star will be removed and the star symbol will now be blue throughout. In addition, the letters will be in italics and rounded out slightly. The intention is that the logotype will better reflect NCC's focus on "soft" values, such as the environment, quality, innovation, receptivity and commitment.

Since the new logotype will represent a radical change in Norway, Denmark, Finland and Germany, efforts to revise the visual identity will be implemented swiftly. In these markets, the change will be supplemented by an advertising campaign to increase public knowledge of NCC. In Sweden, the change will be of a more marginal nature and the revised visual identity will be implemented gradually over a longer period of time.

As of October 18, NCC's logotype will have the following appearance:



Original version of NCC's new logotype can be downloaded from NCC's website under the following address: http://www.ncc.se/english/news/frm_news.htm

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