



## REGNER<sup>®</sup> UNVEILS ITS NEW BRAND IDENTITY AND LOGO

REGNER<sup>®</sup> unveils its new brand identity and logo. The new brand identity signifies a higher level of engagement that helps clients leverage REGNER<sup>®</sup> expertise to deliver innovative solutions. Furthermore, their new logo better communicates what REGNER<sup>®</sup> stands for. The new visual elements express its forward-thinking mindset for creating advanced devices, much needed and appreciated in the motion control market.

### From R&A to REGNER<sup>®</sup>

The new logo is a modern and representative version of REGNER<sup>®</sup>'s previous image with a variation of the traditional blue. It consists of an isotype when the letter R slightly tilted to the right, giving the visual effect of an arrow pointing upwards, reflecting the company's strength and business growth, followed by the surname of the Founding Partner, Kurt Regner.

The concept behind the company's brand makeover is to show that the main driver is based on supporting its clients and providing innovative solutions with added value for our customers, extensive knowledge and support.



The new brand identity will be introduced across all products and services that it offers, including a new website design, catalogues, multimedia productions and other communications.