

REBRANDING 2008





E PLURIBUS
UNUM

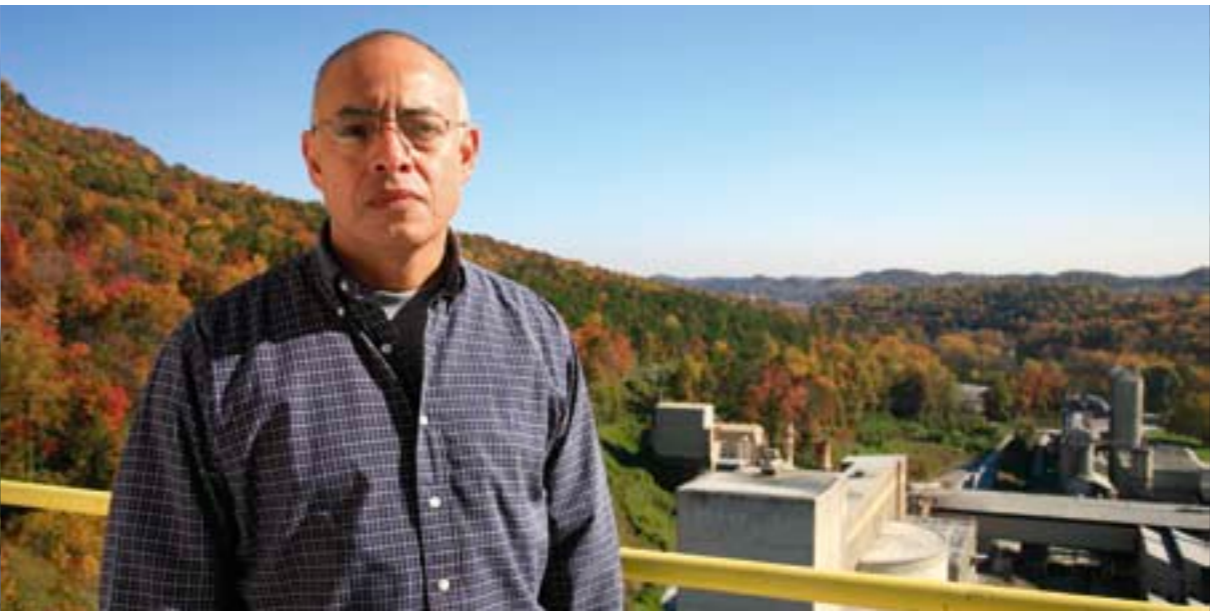
Today, our group's evolution makes us want to express – with a clear and single voice - a **new corporate identity** that goes beyond geographical boundaries. Our vision and our values have been understood and accepted and are confirmed as the quintessence

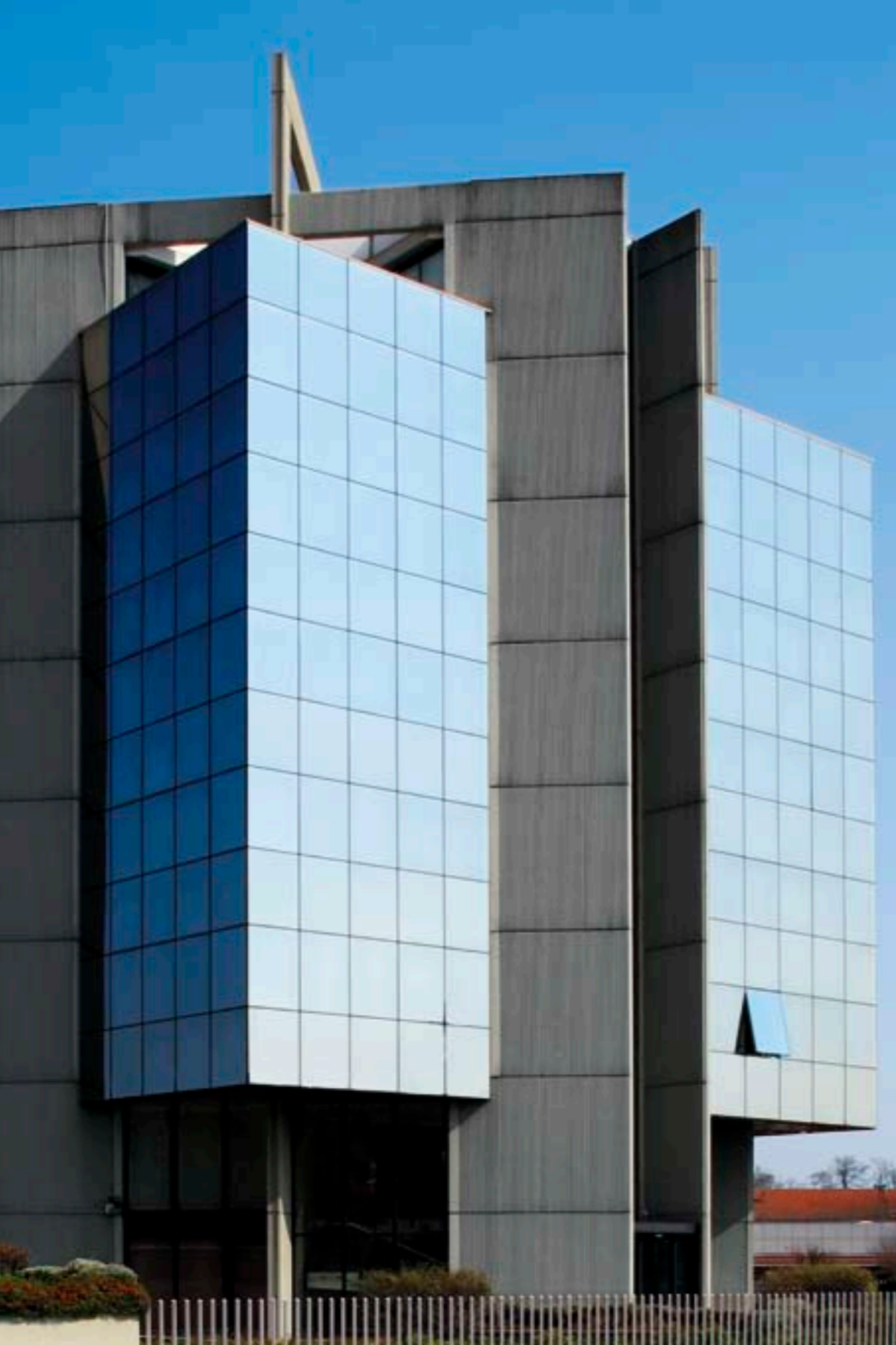
of our action. They play a central role in our business approach and create the **unique and distinctive personality** of our business entity. As a group, this is our strength.

We want to continue this **process of consolidation** by unifying our brand. By so doing, we will unite the various cultures, the prestige and the enthusiasm of working together in just one symbolic definition.

The **new logo** will help our counterparts to recognise us and to recognise our reality as unique and unitary.

Here we present the fundamental steps taken by the company to construct a group identity that is reinforced by the cultural combination of the nations forming it.





THE COMPANY

OUR VISION AND OUR VALUES

Buzzi Unicem is an international multiregional, “heavy-side” group, focused on cement, ready-mix concrete and aggregates.

The company’s dedicated management has **long-term view** of the business and commitment towards a sustainable development supported by high quality and environmentally friendly assets.

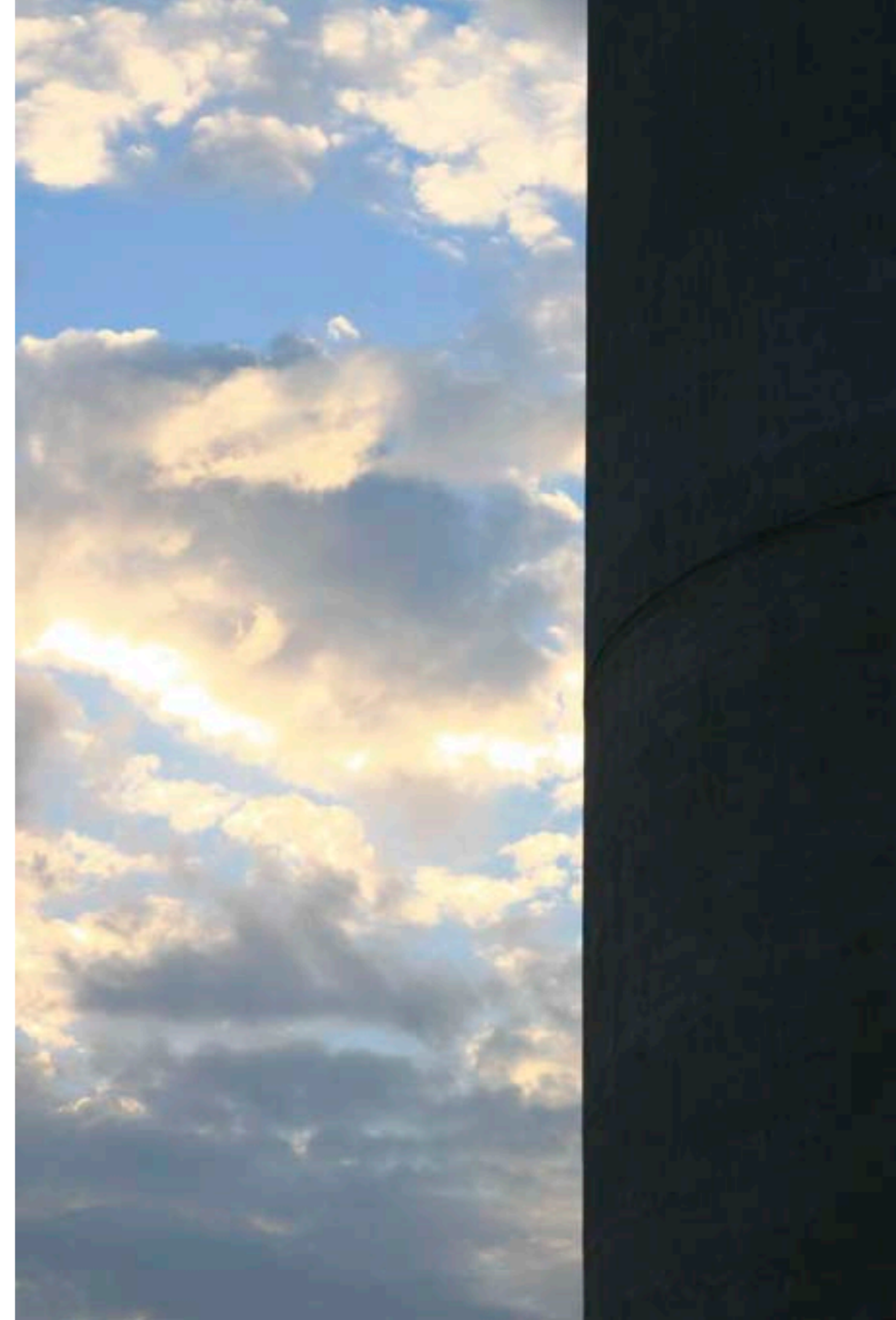
Buzzi Unicem pursues value creation through lasting, experienced know-how and **operating efficiency**.

Buzzi Unicem believes in the **centrality of the individual**.

It expresses this belief through full appreciation and use of staff’s qualities, fair remuneration of shareholders, attention to customers’ needs, and enduring relationships with suppliers.

The company fosters a policy of **environmental friendliness**.

This in turn is expressed via eco-compatible corporate conduct as regards the **natural environment** and via ethical behaviour and the creation of wealth and opportunities as regards the **community environment**.





THE NEW
CORPORATE
IDENTITY

In its [100 years of business](#), Buzzi Unicem has experienced constant and continuous growth.

The company today is the result of a long process featuring acquisitions, constant enhancement of know-how, technological development, and a [continuous quest for improvement](#).

The value of a union of different countries and of different cultures is now enhanced by [a new identity](#) – an identity reflecting a company ready to compete fearlessly in the market, declaring with a single logo its profound unity of intent.

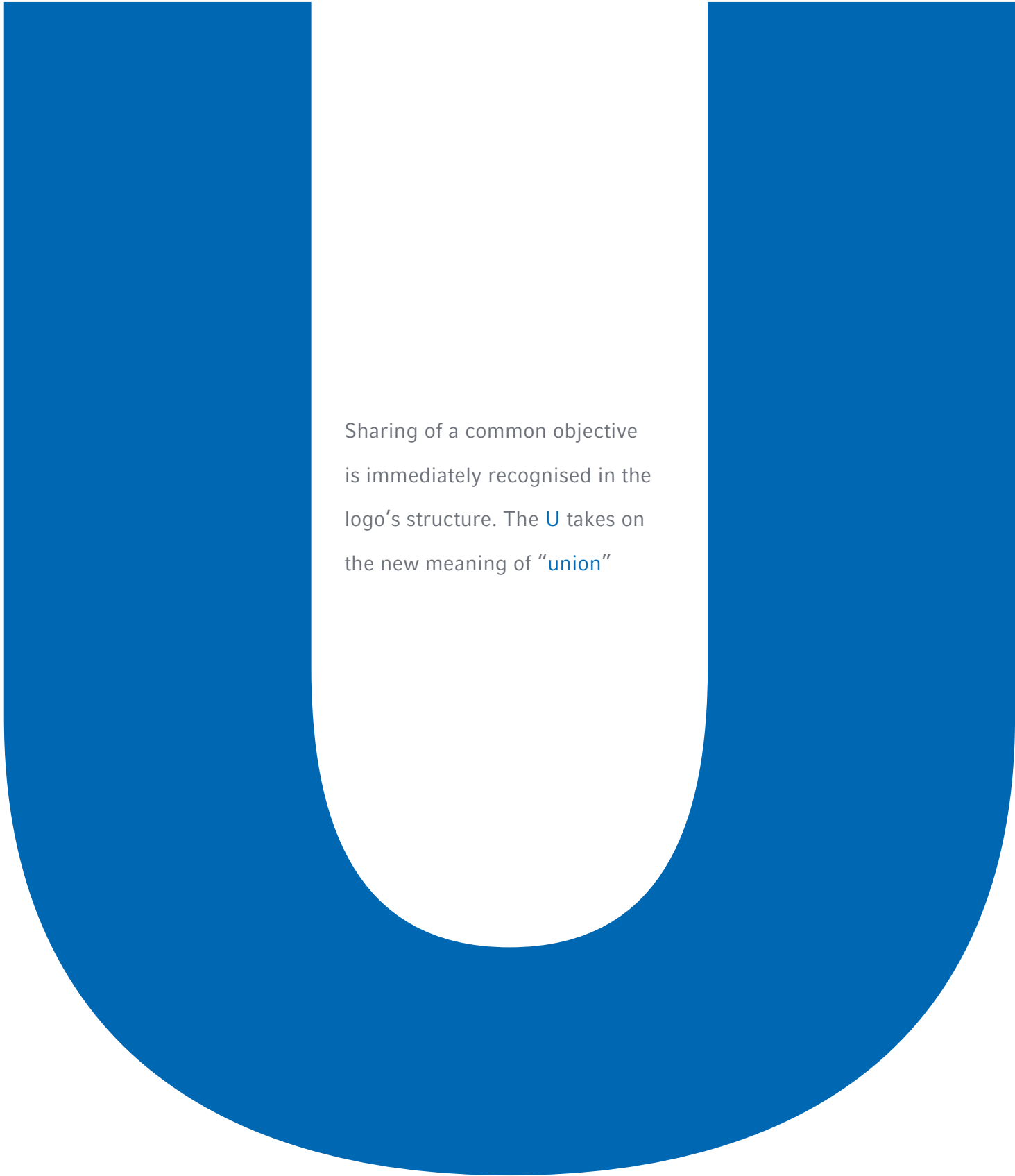






The new logo is born
of the union of two great
industrial realities:
[Buzzi Unicem](#)
and [Dyckerhoff](#).

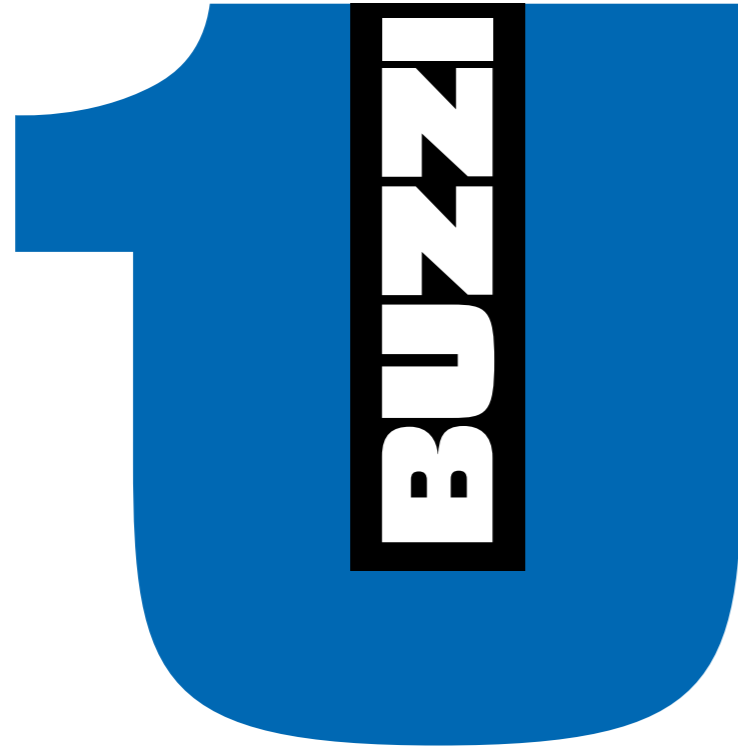




Sharing of a common objective
is immediately recognised in the
logo's structure. The **U** takes on
the new meaning of "union"


and the number **one** is built into
its graphic design – a newly
highlighted synonym of business
leadership.





This [pictogram](#) is successfully combined with the Dyckerhoff brand's historic [lettering](#) – the aim being to define, with a simple but bold stroke, the group's synergic drive,

emphasising each company's cultural heritage and underlining their projection towards a [new common identity](#).



Dy



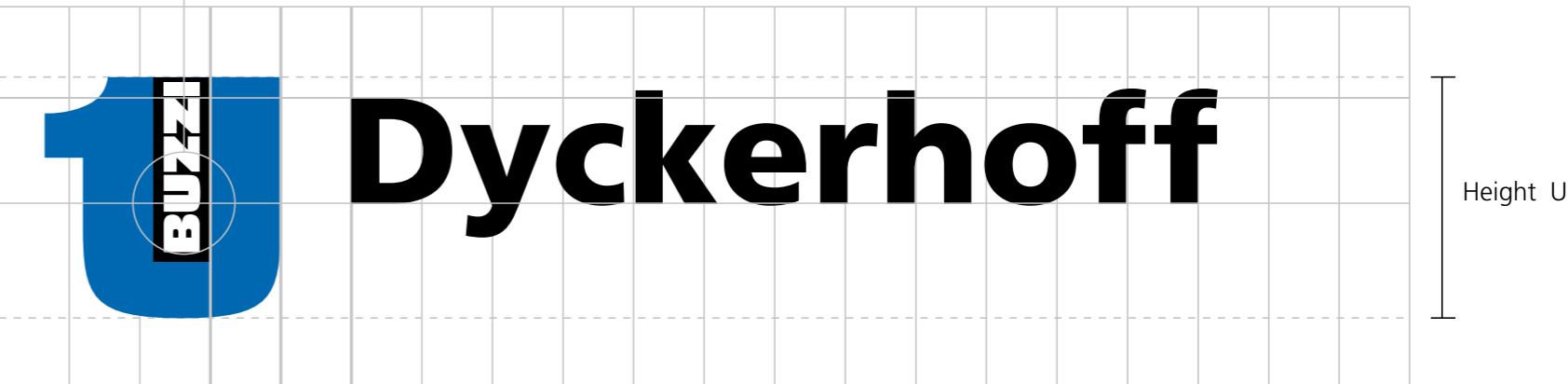
Buzzi Unicem



GRAPHIC
CONSTRUCTION OF
THE NEW LOGO

The new logo's graphic construction arises from the need to **enhance the importance of the names of all companies** forming the Buzzi Unicem group.

Alignment of the logotype with the first part of the pictogram's U creates spatial balance permitting polyvalent use without encumbering visual shape.





CONJUGATION
OF THE LOGO

 **Buzzi Unicem USA**

 **Cimalux**

 **Cement Hranice**

 **Dyckerhoff Polska**



 **Sucholoshskcement**

 **Unical**

 **Beton Union**

 **Dyckerhoff Transportbeton**

 **Dyckerhoff Basal Nederland**

 **Alamo Cement**

 **Dyckerhoff Ukraina**

 **Zapa Beton**

