



One Company. One Name. One Logo.



The Global Lead Logistics Provider

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Dear friends,

I am very pleased to inform you, that on our International Management Meeting in June 2008, I officially presented our "One Company. One Name. One Logo" concept.

For our company this means an important step into our new future to combine all European and Global Food Service Logistic companies under the roof of one single brand.

Yours sincerely,



Luca Gnecco
CEO Havi Global Logistics

In globalized markets the idea of a "brand", branding as well as corporate design represents a strong competitive factor. Positive differentiation by corporate design creates a tangible identity. We do generate good performance, but also a professional, uniform and attractive appearance to support generating confidence. Havi Logistics does not only have a strong vision, but we and all our employees share this vision and that we pursue the aim with the same voice. Under this brand we have united more than 6.000 valuable, trusted and motivated employees targeting our vision.

Our collective appearance – corporate identity – is more than a set of regulations and formulae for creating corporate communications.

Corporate identity conveys the personality of our company. It is the sum of our vision, our performance, our corporate culture and – communication.

Our new identity is as unembellished and straight-forward as Havi Logistics itself. It is modern but not faddish. It stands out without being brash. It is holistic and uncompromising. We want this identity to project the brand Havi Logistics and our capabilities more strongly into the minds of our customers, our people and stakeholders – with a high recognition value – world-wide. The Havi Logistics logo consists of three graphic elements, which together form the initial letters of our name, the "H".

The two upright, slightly angled lines, which remind one of the lanes of a road, are in shades of blue. Blue is a color which signals confidence, authority and sovereignty. And "blue" also stands for cold and thus signals our expertise in freshness, refrigeration and multi-temperature. The blue elements are connected by a silver triangle pointing upwards to the right. Silver as a pure color that signals our values, ethics and behavioral sharpness. The dynamics of this element symbolize leadership, speed, accuracy, performance, cutting edge and innovation.



The characteristic of the typography is the "Alpha" character which connects to the letter "A". The Alpha character is not only a well-known symbol recognized for tradition and experience in food service logistics, but also an indication of 100 percent customer orientation and service. The Alpha "A" stands for our "passion for logistics". "Alpha", the first letter in the Greek alphabet also refers to our philosophy: We lead, we are ground breaking, and innovative when it comes to our customers' interests.

Within the next months all our Food Service Logistics companies will start the renaming process. Please do not hesitate in contacting us for further information.

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