

**We change
so that we
can truly be
ourselves.**

A new identity for
Comelit.

**WITH
YOU
ALWAYS**



• HERACLITUS •

'No man ever steps in the same river twice, for it's not the same river and he's not the same man.'



Why do we change?

We change so that we can truly be ourselves. It may seem like a cliché, but as time goes by we learn to be more self-aware and put the new awareness we have gained to good use: this process has allowed us to become certain that our current visual identity, the ultimate expression of which is our new logo, no longer reflects the true **values** of **Comelit**: a **solid** and **reliable** company that is **close** to its customers, suppliers and employees.

The first result produced during this journey was our new claim, **With You Always**, which fully reflects our attitude, but does not actually mark a before and after in the history of Comelit. So, what's the next step? We felt that it was necessary to take steps to ensure and **demonstrate a real change**, not because we thought that the one we had before was old or unattractive, but because it simply no longer represented what we stand for **today**. The new logo, which is the main way of communicating our visual identity, embodies all of our intrinsic values, making us **unique** and competitive in the market. It is a strategic choice, which is not simply based on graphical and aesthetic factors, but which aims to promote Comelit's **identity**, which is that of a **structured, trustworthy and people-oriented company**.

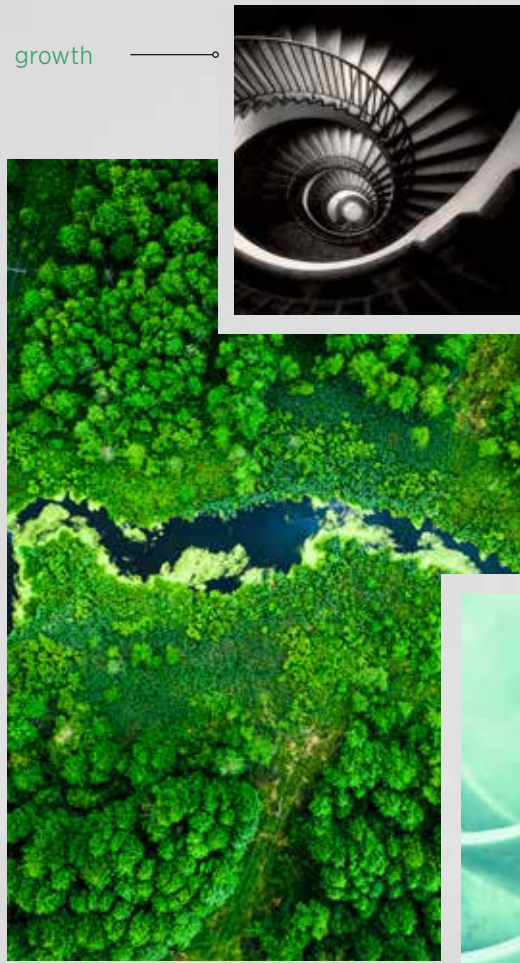
Edoardo Barzasi

A group of more than 800 people driven by the same spirit.

As for Comelit's DNA, a molecule that has never been lacking is the ability to make people the focus of every decision: not only back in 1956, when the company was made up of just a few people and worked with small businesses, but today as well. In fact, Comelit has evolved considerably and currently employs more than 800 people and has 17 branches worldwide. However, this extraordinary evolution has not affected the molecule that has always been part of our DNA and that will be our driving force in the years to come: a focus on people.



What inspired us.



growth

serenity



emotions



support



colour palette



evolution

infinity

The essence of the Brand.

What is the Brand? Originally, the term **Brand** was used to define the **trademark**, i.e. the name, the graphic symbol or a combination of these elements, which sets a company apart from all others.

MORE SPECIFICALLY, THE BRAND REFLECTS THE UNIQUE AND UNMISTAKABLE IDENTITY OF A COMPANY ON THE MARKET. THEREFORE, A COMPANY'S IDENTITY IS THE ESSENCE OF ITS BRAND.

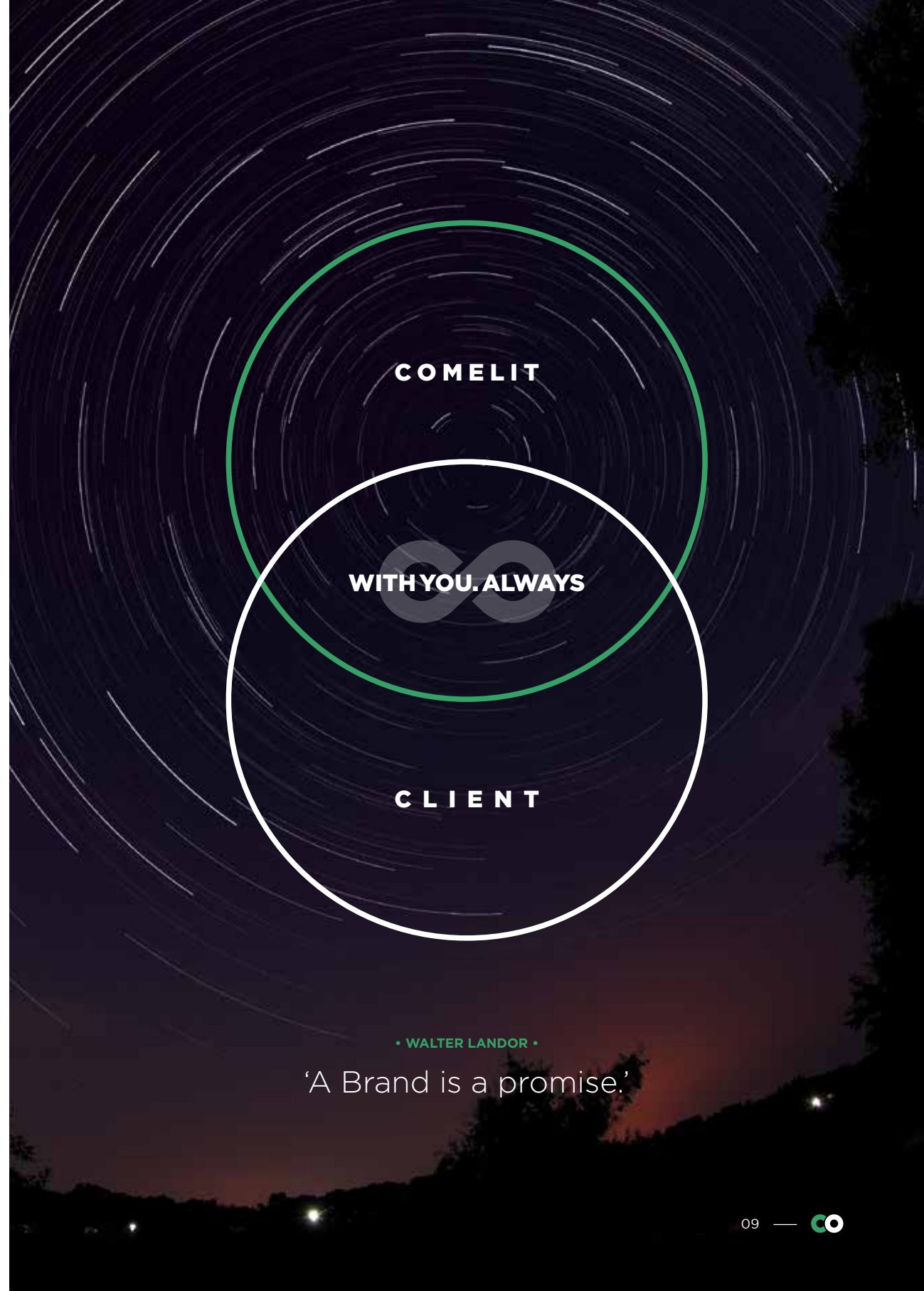
And when we talk about identity, the horizon broadens: we are talking about the history of a company, its product, the customer experience, etc. In other words, **the Brand conveys and communicates a multitude of expectations**, promises and values that everyone – employees, competitors, customers, distributors, suppliers and shareholders – perceive emotionally. But since it is required to express a company's identity, the Brand inevitably **evolves**

over time. It is a change that reflects both the changing market scenario in which the company operates and the company's own **self-awareness.**

This also applies to Comelit: the logo and pay-off that we have been using over the last few years no longer reflect the way we see ourselves today, our scope, our values, our personality, the message we want to send out to the market, the way we want to look in order to continue to be leaders, just as we were before.

We have grown since then and have expanded internationally; we now also have a larger number of employees and a wider product range.

THE MOST IMPORTANT THING WE HAVE LEARNT IS THAT WE ARE ABLE TO BE CLOSE TO OUR CUSTOMERS AND HELP THEM TO GROW: THIS IS OUR STRENGTH, OUR DISTINGUISHING FEATURE. AND THIS IS WHY WE DECIDED TO CHANGE OUR BRAND.



COMELIT

WITH YOU. ALWAYS

CLIENT

• WALTER LANDOR •

'A Brand is a promise.'

WITH
YOU
ALWAYS

A promise that is the essence of our commitment.

What is the promise behind our company's **daily commitment**? Our new claim "WITH YOU. ALWAYS" was born out of **the need** to answer this question. We have come to define it **in a very natural way**, through a process that has enabled us to enhance our distinctive **values**: the ones that are part of who we are and that prompt our collaborators to seek us out, suppliers to become our partners, and customers to buy and repurchase our products over time.

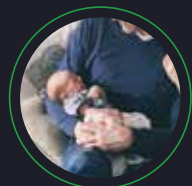
+closeness

+help

+proximity

The Brand's personality.

Each brand expresses a personality, i.e. the way it presents itself on the market and to its customers. The philosopher and psychologist Carl Gustav Jung defined 12 personalities, i.e. known as the Jungian archetypes, which are the following:



THE CAREGIVER

Worries about others. They are respected and highly trusted, they are symbols of home, safety and continuity.



THE CREATOR

Builds new things. Is nonconformist. Is motivated by being able to express himself.



THE JESTER

Exudes energy and fun, irreverence and spontaneity. Knows how to step out of the usual way of doing things.



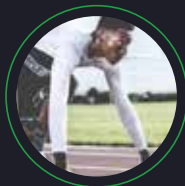
THE EVERYMAN

In contact with others. Is practical, friendly and can be helpful. Simply loves being in contact with others.



THE EXPLORER

Seeks authenticity. Promises new experiences and challenges people to try them.



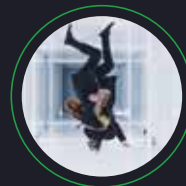
THE HERO

Acts bravely. Strength and power, creates innovation and has a strong impact on the world.



THE INNOCENT

Expresses faith or optimism. We all have an innocent side and dream of a perfect world where everyone is free to be themselves.



THE MAGICIAN

Turns a dream into reality, creating delight through imagination and wit.



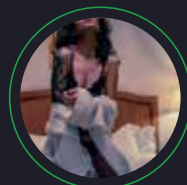
THE REBEL

Breaks the rules. May not be admired, but certainly enjoys being feared.



THE RULER

Exercises control. Sets the rules for others to follow.



THE SEDUCER

Finds and shows love. Is romantic and loves luxury and quality. One cannot help falling in love...



THE SAGE

Understands your world. Is thoughtful and has an independent attitude.

THE CAREGIVER



With You.
Always.

Caregiver defines our personality, **With You Always** is the motto that allows us to communicate it to our world.



Talking to **people**, with a new language, dedicated tools and “tailor-made” communication.

With what tools, with what language modes.

**WITH
YOU
ALWAYS**

COMELIT

Always, in everything we do, in everything we communicate both offline and online.

It is an **attitude** that we, at Comelit, all have **ingrained** in us, it is part of our personality. And, in this respect, we are fully committed.

“With you always” means **supporting those who use our products** for all their needs: in the research and development phase, to offer solutions that are easy to install, easy to programme and reliable to manage; in the design and quotation phase, to help them find the most suitable combination of products to achieve the required performance; in the installation phase, to overcome all difficulties; in the after-sales phase, to ensure that each product lives up to the customer’s expectations; and in the training phase, to support their professional growth.

“With you always” means being close to **our first customers, i.e. our distributors** so that we can build commercial, operational and logistical **synergies** that help them to follow a shared growth path and enable them to satisfy their customers.

“With you always” means entering into **valuable partnerships with our suppliers**, helping them to meet our requirements, and providing support during the manufacture of our products and their components.

“With you always” is our way of being **there for our employees**, in all Comelit’s offices around the world, by offering them a comfortable working environment where they can develop their skills and grow professionally, thus making their daily work easier.

“WITH YOU ALWAYS”: A PROMISE THAT IS THE ESSENCE OF OUR COMMITMENT.

To change is to evolve.

While it is true that a company's identity is the essence of its Brand, at Comelit we decided to change our logo and pay-off: this decision stems from the need to be even more true to ourselves.

AS A MATTER OF FACT, OUR NEW BRAND
EXPRESSES OUR MOST AUTHENTIC VALUES
WHICH WE HOLD DEAR. ALL THESE
ELEMENTS FALL WITHIN THE SPHERE
OF THE CAREGIVER, WHO EMBODIES
OUR PERSONALITY AND EXPRESSES IT
PERFECTLY IN THE CLAIM "WITH YOU
ALWAYS".





+ **Solidity.**

We are a reliable and capitalised company, a trusted partner for those who work with us, our distributors, our installers and, last but not least, the entire supply chain.

In addition to being solid and reliable, we are also extremely proud of who we are and of the added value we are able to bring to everyone we do business with.



Transparency.



+ **Simplicity.**

By being aware of our value, and by being practical, a trait that runs in our DNA, we are able to make simplicity the hallmark of all our working relationships.

Our new
identity is easy
to understand
and recognise
in any field of
application.



+ **Recognisability.**



+ Proximity.

It means being certain of relying on a company that will guide you in every situation to help you grow professionally and will support you with every need, offering you the best possible solution.

We want to help improve the world we live in by bringing our expertise to the table so that we can meet people's needs for safety, accessibility and communication and, in doing so, also make sustainable proposals.



+ Sustainability.

Brand evolution.

• HENRY MILLER •

‘One’s destination is never a place, but a new way of seeing things.’

• PAST •



• PRESENT •

CHANGING THE LOGO REQUIRES CONFIDENCE, COURAGE AND FAR-SIGHTEDNESS. BUT, ESPECIALLY, SELF-AWARENESS. IT IS THE BEGINNING OF A NEW JOURNEY. AND WE ARE READY TO EMBARK ON IT, TAKING IT STEP BY STEP.



La «COMELIT» di S. Lorenzo di Rovetta
 qualità e prestigio
 di-
 che
 LE?
 sono
 li per
 999 cito
 della segretezza totale
 ni fra loro e infine
 solo tipo di pulsanti
 impianti con qualsiasi
 di citofoni). Come si
 ITOFONO DIGITALE
 MELIT è davvero di
 le portata e del resto
 cipar
 un m
 o fossani
 asi ce n'eravamo di-
 me, nel 1958, nelle
 antine, dopodiché il
 e di mezza tacca e
 he, s'era ritirato in
 e Brasi, attaccante di
 ntinuato a calcare i
 n evidente successo
 neroazzurre, del No-
 evigliese.
 ano l'abbiamo incon-
 usualmente da Dullio
 ne è amico oltre che
 o... perso orn
 o del sabato, in veste
 a quello che eravamo
 occupa un ruolo di indub-



• PRESENT •



Our identity.

The new Brand is more than just a graphic sign, it is an identifying feature that expresses Comelit's way of being and how our company wants to be perceived: reliable, solid and close.

IT IS NOT JUST
A MATTER OF
GRAPHICS.

The sign within the sign.

A sign that leaves a mark.

The new Comelit logo has a specific identity which is based not only on its typographic design and colour palette, but also on creating a graphic sign that defines its first two letters: CO. **It is an actual sign within a sign, identifying a symbol: infinity.**

It demonstrates our endless commitment to **focusing on people**, whether they are our customers, employees, suppliers or distributors.

It expresses a distinctive ethical approach, which is fully in line with Comelit's personality and values. A promise that comes true through the firm and reliable presence that Comelit **is ready** to offer.



The circle.

Where beginning and end coincide.

EMBRACE

COLLABORATION

TOGETHER

PROTECTION

CENTRE

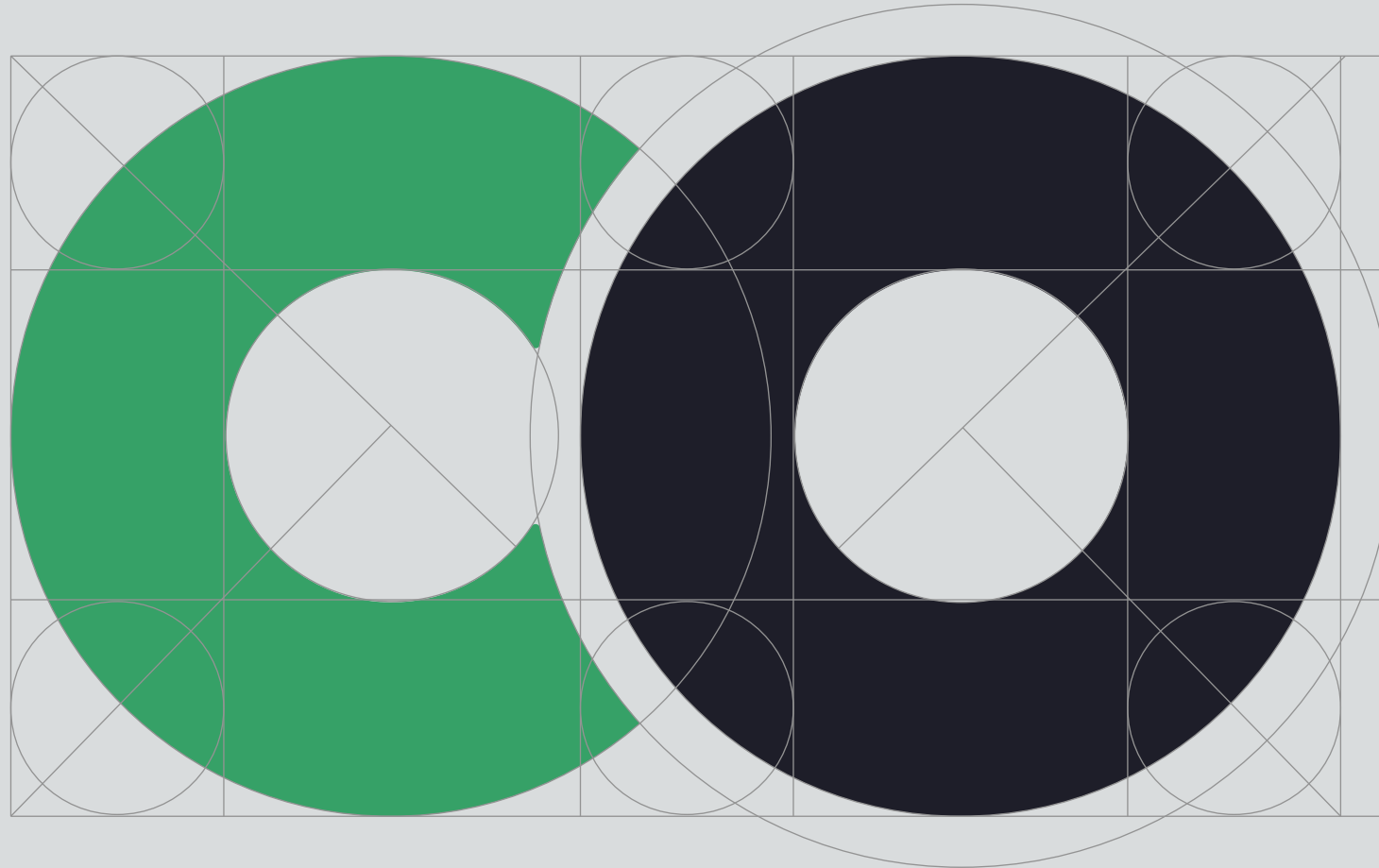
COMPLETENESS

SAFETY

INFINITE

The circle is a universal symbol of perfection, completeness and simultaneity. The circle reflects the sky, the firmament. Infinity manifests itself in the circle, eternity that has no beginning and no end, as well as in its cyclic nature.

IN THE PREFIX “CO”,
THE TWO LETTERS
COMPLEMENT EACH
OTHER ALMOST
TO THE POINT OF
MERGING (“WITH
YOU”), RESEMBLING
THE INFINITY SYMBOL
(“ALWAYS”).
COMELIT WANTS TO
BE CLOSE TO PEOPLE
BY LISTENING TO
THEM AND OFFERING
TANGIBLE HELP.



**The perfection
of union.**



COOPERATION
CONVERSATION
COMPANY
CONNECTION
COLLABORATION
CORE
COSY
COMMUNICATION
COFFEE
COLOUR
CONCEPT
COMPREHENSION
CONFIDENCE
CONSCIOUSNESS
COALITION
COMPLYING
COLLEAGUE
COMFORTABLE
COOL
CONCENTRATION
CONGRATULATION
CONTEMPORARY
COMPLICITY

A font with a strong and distinctive character.

The font used for the **lettering** of the new Comelit logo reflects the **personality** of the company and its people. There is **no room for superfluous elements or an affected tone**. It expresses the way we conduct our **daily business** when serving our customers or dealing with our suppliers. Striving to achieve a **common goal, without compromise** or second thoughts, with determination and courage, with passion and responsibility.

IT IS STRONG, DISTINCTIVE,
UNIQUE AND ORIGINAL. IT IS
LIKE US: SOLID, CLEAR, SIMPLE,
RECOGNISABLE AND RELIABLE.



CHARACTER ——— *STRENGTH*

DETERMINATION

LOVE ——— ROOTS ———

COMMITMENT ———

A CHARACTER THAT IS AN EXPRESSION OF OUR BEING.



This is Comelit type identity

PUBLISHER
Hoefler&Co

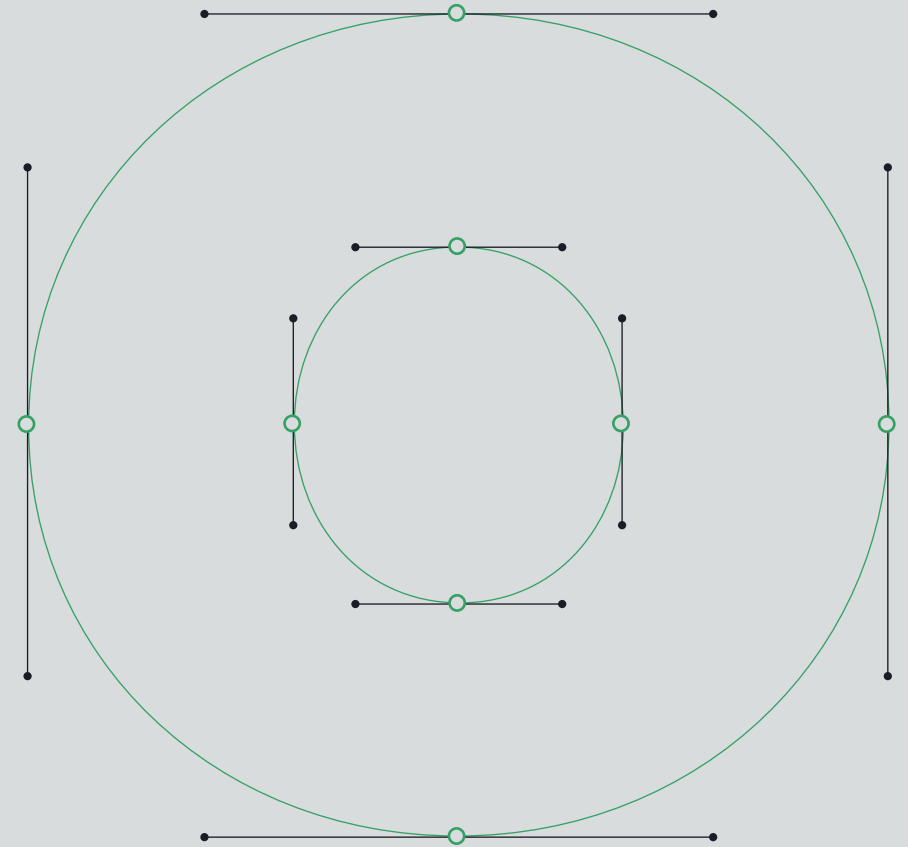
DESIGNER
Tobias Frere-Jones

FAMILY
Regular, Narrow,
XNarrow, Condensed,
Office, Rounded

ONE OF THE MOST POPULAR FONTS OF THE NEW MILLENNIUM DRAWS INSPIRATION FROM THE STREETS OF NEW YORK: A LINEAR FONT WITH A GEOMETRIC STRUCTURE THAT CAPTURES THE RATIONALIST SPIRIT OF THE MILLENNIUM. A FONT CREATED TO COMMUNICATE PRESTIGE AND CREDIBILITY, WITH AN HONEST AND ASSERTIVE TONE, WITHOUT BEING DOMINATING, FRIENDLY YET NEVER OVER THE TOP, CONFIDENT YET NEVER ALOOF.

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

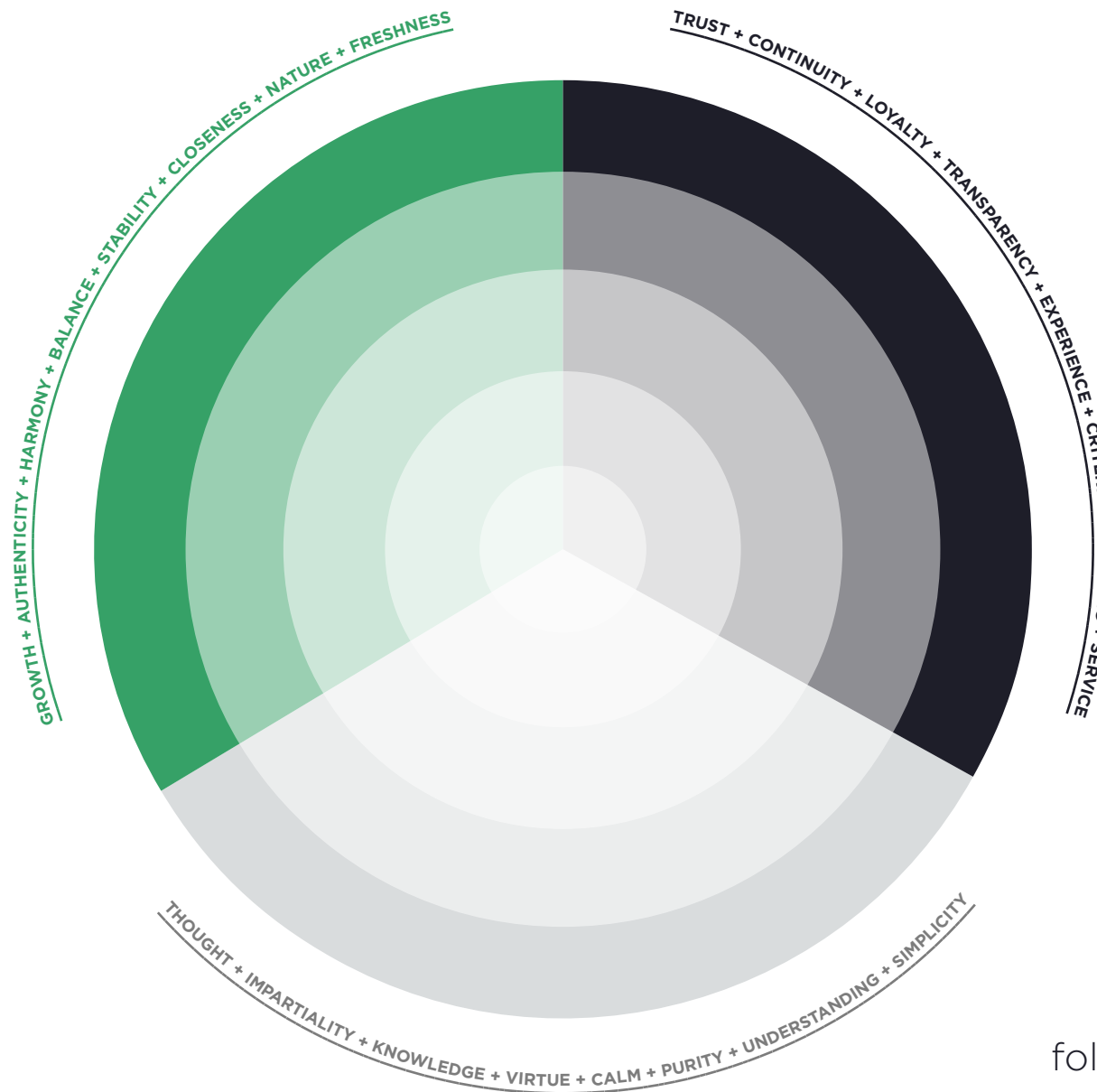
0123456789



Comelit colour emotion map.

Colour plays a key role in a logo. **Colours have the ability to stir emotions and feelings** that are reflected in the way a Brand is perceived. **More than 60% of customer choices are based on colour.**

In choosing the colours for the new Comelit logo, our starting point was exactly the strong link between colours and emotions.



• PABLO PICASSO •

‘Colours, like features,
follow the changes of the
emotions.’

Green.

Green is synonymous with trust and inspires a sense of pleasure and reassurance, and can be associated with hope, as well as with balance and sustainability.

It is able to stimulate our ability to stay focused and analyse situations, even the most complex ones, in a logical and peaceful manner.

It makes us reflect more, be more calm and ready for action.

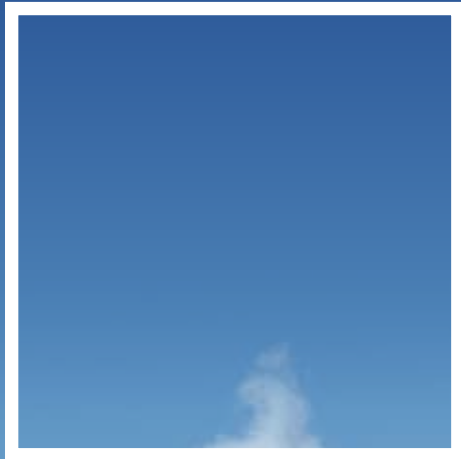
Green is also a colour that has long been featured in our logo, and we wanted to keep it, since it is consistent with our commitment to a more sustainable present.

In fact, green is the quintessential colour of nature.



Comelit Green





Comelit Blue

Blue.

Blue, the cool colour par excellence, perfectly complements green.

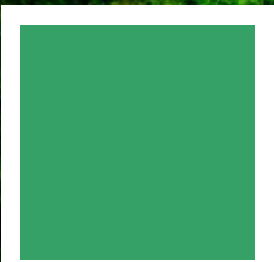
It is also known for having a relaxing effect, which helps people find their inner balance. It evokes the sea and water, the sky and infinity.

The colour blue has been rediscovered by Comelit: in fact, this colour was used in the company's first brands. In this way, the past and future come together.

Original and unique colours, just like us.

For these two colours, we wanted to create original versions that are fully tailored to our Brand. Shades that are able to support our positioning, making it unique and distinctive once again.

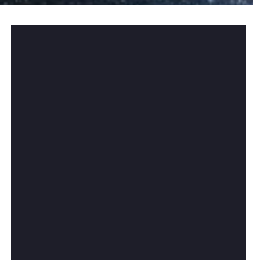
Green



PANTONE 7480 C

c83 • m0 • y71 • k0
r0 • g188 • b112
#00BC70

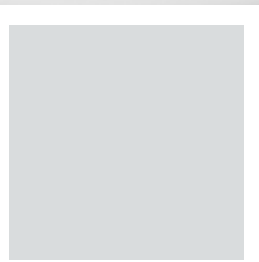
Blue



PANTONE 532 C

c88 • m76 • y53 • k70
r28 • g31 • b43
#1C1F2B

Grey



PANTONE 7541 C

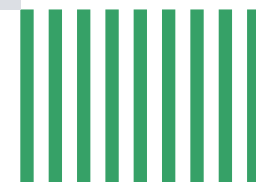
c18 • m9 • y10 • k0
r216 • g223 • b225
#D8DFE1

Visual identity.

OUR VISUAL IDENTITY ENCOMPASSES ALL THE ELEMENTS WITH WHICH COMELIT WISHES TO DESCRIBE AND TALK ABOUT ITSELF. IT IS THE LOOK WE ARE GOING FOR, THE WAY WE PRESENT OURSELVES. DESPITE ITS MANY POSSIBLE APPLICATIONS, IT IS TRULY UNIQUE.











**WITH
YOU
ALWAYS**

COMELIT[®]
WITH • YOU • ALWAYS