## Old logo



#### **Company description**

- Vuegen Technical Services is a piping and metal construction services provider for the chemical, petro-chemical and food-industry
- We provide maintenance of chemical installations such as pipelines; pressure vessels; water treatment; steam generators and biomass powerplants, etc.

### New name / logo: initial idea

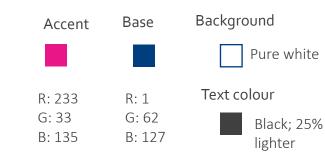


### **Objectives new logo**

- ✓ Incorporation of the new name -> "Groep Vuegen" becomes "Vuegen Technical Services"
- ✓ Logo needs to be: Clear; Modern; minimalistic
- ✓ Abbreviation VTS needs to have a prominent place
- Initial idea to work with check-mark winding as this can be used for other marketing material; text and bullet points (note: we need and accent in the logo that can be used as a single symbol)
- ✓ Corporate colours remain the same (or similar)
  - ✓ Base colour: dark blue
  - Accent colour: light purple -> can be changed

Consideration: we are open to reflect on tweeking our accent colour a bit to stay clear of the perception it is "pink "

#### Corporate colour codes



# Used below metal picture for full name text in logo

