

Schöck AG
Vimbucher Straße 2
76534 Baden-Baden
Tel.: 0 72 23 – 967 0
E-Mail: presse@schoeck.com

Press release.

A new brand identity and logo for Schöck

Visualisation of promised performance

Baden-Baden, January 2021 – Schöck will have a new appearance from January 2021. The manufacturer of construction products has used the past turbulent year to realign its presence. The new design is more authentic and contemporary. The new trademark, the ‘Schöck seal’, is intended to symbolise even more strongly the promise of the highest quality and a reliable relationship between the company, its customers and its employees. Because in the future the motto will continue to be: Dependable by design.

“Schöck has developed very successfully over the last 30 years. Our company is more innovative and international than ever. Furthermore, we want to present this to the outside world” states Mike Bucher, CEO of Schöck AG.

The most striking feature of this change is the new brand logo. The blue used in the logo is now darker and becomes the leading brand colour. The name Schöck is presented in capital letters and with a new brand trademark. The new trademark - ‘the Schöck seal’ - represented by two interlocking brackets, is intended to symbolise the promise of the highest quality and a reliable partnership between the company, its customers and its employees even more strongly in the future. “The new Schöck seal stands for a clear promise. It is a symbol of quality and worthiness, of

dependability and reliability” explains Mike Bucher. “These are values that are at the core of our actions even in times of digital transformation.”

An important challenge in the revision of the design was to meet the requirements of both the digital and the analogue world. The new logo can be used flexibly and is easily recognisable on all devices, for example on a small smartwatch or on a gigantic scale on one of the six factory roofs.

Pictures

[Schöck New-Brand-Identity_01]



The new Schöck brand logo: the brackets of the new logo symbolise the promise of the highest quality as well as the reliable partnership between the company, its customers and its employees. Photo: Schöck AG

[Schöck New-Brand-Identity_02]



For Mike Bucher, CEO of Schöck AG, the new brand identity also accompanies the strategic realignment of the company. Photo: Schöck AG