

PRESS INFORMATION 2-2013

DVS in a different guise - New corporate design is underpinning a uniform appearance

Düsseldorf, March 18, 2013. Since January 2013, DVS - German Welding Society has presented itself in a different guise. DVS has reoriented and modernised its entire corporate design (CD) - including a new logo, new colouring and a new layout concept. However, being aware of the long DVS tradition, the CD is taking up well-known elements as well. With this measure, the society would like to show a uniform appearance to an even greater extent than until now and, at the same time, to take account of the multifaceted nature of its work.

In this respect, the objectives are to strengthen the "DVS" brand with the fresh outfit and to make the complex structure of the society more comprehensible through a new visual representation. Thus, the logo represents the subjects with which DVS is concerned: joining, cutting and coating. This is illustrated by the division of the logo: The "DVS" pictorial trademark is graduated in different shades of blue and the white lines separate the letters from each other. However, the individual elements of the logo are joined together by the "DVS" letters and a symbolic single-V weld. The logo is oriented to the right and signifies looking forwards and being open for new things.

The 14 state branches and 81 district branches of DVS as well as DVS's own educational establishments are each being provided with a logo with their individual name supplement. The organisations of the society, e.g. the Research Association, DVS-PersZert and DVS ZERT or DVS Media, are also adjusting their look. The various groups are thus highlighting their affiliation to DVS without giving up their own identity. With the new CD, DVS is underpinning the balance between togetherness and individuality.

The first changeover measures for the new CD began internally at the start of the year. In the coming weeks, all the DVS state and district branches and DVS's own educational establishments will be provided with so-called "Starter Kits" with a new business outfit. After a transition phase, all the changeover measures for the new CD should be completed at DVS before the world's premier fair, SCHWEISSEN & SCHNEIDEN, in September 2013.

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Do you have any questions about the new corporate design of DVS? The following person will be happy to answer these:

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