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VAISALA

Vaisala brand evolves to embody curiosity and dynamic movement

Vaisala has launched a new corporate look and feel. The Vaisala News magazine is also adopting the new look, as you may have noticed when you picked up this most recent issue.

The brand development project kicked-off in spring 2008 with the Finnish advertising agency Hasan & Partners, to find the winning formula. Both Vaisala customers and employees were interviewed to identify the essence of the Vaisala brand. Following in the footsteps of the company's history for innovation, curiosity was identified as the driving force behind Vaisala's success. Curiosity towards scientific and technical challenges and solving customer problems has always been the Vaisala way.

"The goal behind the brand development project was to maintain a certain feeling of continuity, while also bringing in new energetic and dynamic aspects to the Vaisala look and feel. We are a growing customer-oriented company, and the new look highlights this," says Vaisala's Brand Manager Tiina Kiianlehto.

The logo has been carefully refreshed, respecting the company's long history and good reputation. The symbol used in connection with the Vaisala logo since the 1960s has retired after serving well for over 40 years.

"Signals", a symbolic visual element, is a core component of the new Vaisala look and feel. It is an abstract composition of pulses of energy, light and ripples of water. The photographic style of Vaisala enables the viewer to experience different environmental phenomena as seen through the human eye.

Vaisala's new color palette consists of contrasting cool blues and warm coppertones, and finds its inspiration from the elemental extremities of nature. Hues of neutral grey add an element of calmness to this dramatic combination.