



Corporate Design

Client PCC EuroValve, Losser / The Netherlands
Industrial Valves

Requirements Design new corporate design in keeping with the main brand and 5 independent sub-brands as well as a matrix of 16 application areas and 17 products. The existing logos of the main brand and sub-brands were not to be changed but integrated into the new design.

Realisation A PCC EuroValve specific colour palette was developed providing an interesting, fresh and modern image. The sub-brands are clearly identifiable through the use of a colour code as well as the integration of the respective logos. Additionally, a guide using icons of the different application areas allows easy navigation through the complex product matrix. The industrial valves have been displayed in detail and with close-ups in this spacious design to increase visual awareness.