

FACC SHOWCASES ITS NEW BRAND IMAGE

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Over the last three decades, FACC has been positioning itself as a leading technology partner of the global aerospace industry and, as of today, captivates with a new brand image. The complete overhaul of its corporate design stands for high-tech, innovation, sustainability and premium quality.

FACC has developed into a technology partner of the global aerospace industry. Since the current brand profile was introduced in 2012, the company has significantly enhanced: Strong growth, new business areas, an international development and production network and the admission to the ATX have made it a major player in the aerospace industry. FACC is an attractive and forward-looking employer with a total workforce of 3,400 members of staff at eleven locations worldwide. The company is a premium partner of all renowned aircraft and engine manufacturers, displays a pioneering spirit and develops visions. Now, FACC is taking the next evolutionary step in communication. "Our aim is for FACC to become more firmly established as a top-class high-tech company in the aircraft industry and to further expand its position as a high-performance partner through innovation, research and development and state-of-the-art production facilities. With our new corporate design, we are now able to emphasize and convey this aspect visually," explains Robert Machtlinger, CEO of FACC.

FACC – Beyond Horizons

FACC offers its customers and partners professional services in the aerospace sector by relying on its strengths, such as a passion for mobility, know-how, high customer focus, teamspirit, flexibility and success. "Our new brand image is also meant to reflect this cosmopolitan and forward-looking orientation. The world is developing at a rapid pace - and so are we. Since 2014, we have been a public company offering highly efficient lightweight developments to a rapidly growing aviation market worldwide. The relaunch of our brand image expresses who we are: that is, a global player in a fascinating industry, a world market leader in certain technological subsectors and an attractive employer," Machtlinger adds.

In the autumn of 2017, the FACC marketing team began working on the corporate design's overall orientation. "A brand is like a person, first impressions count. The logo reflects the company's standing as a high quality, superior and innovative premium supplier in the aerospace industry. The key visuals for the three divisions are shown in elegant black, the color of our high-tech base material "carbon", and are of a sophisticated technological design. FACC's new visual image conveys freshness and dynamism. The perspectives 'upwards' of our corporate key visuals not only show our market, the airspace, but also the perspective where we see our customers and the company," explains Andreas Perotti, Director Marketing & Communications with regard to FACC's new brand image.

The newly relaunched FACC website can now be accessed online at facc.com as part of the company's new brand image. Here, the new and expressive design is sure to make its mark in the digital world. The website is clearly structured in an optimally responsive design, thereby ensuring that the website pages are perfectly displayed on both desktops and devices such as smartphones and tablets. In addition to the company website with its modern layout, FACC will be keeping customers, suppliers, partners, employees, the industry and the general public up-to-date via the artificial intelligence chatbot "AGNES", a FACC blog including newsletters and the "BEyond" magazine. Media representatives will be able to find interesting facts about the world of FACC in a separate press portal.

The new corporate design was developed by FACC in collaboration with the Linz-based agency Reichl und Partner.

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