

## Diethelm Keller Group



During its 140-year history, Diethelm Keller Group has grown from a trading company with Swiss roots and a strong base in Asia, into an international company whose diverse business interests in marketing, brand management, logistics and travel services covers Asia, Europe and the Americas.

### discover

The issue – Merging entities. After nearly a century of close business and family ties, the two companies of Diethelm and Keller were merging and needed a new corporate identity. It had to communicate a common vision: to become the pre-eminent marketing services partner in Asia. It also had to reflect the combined heritage of both organisations and the spirit of ‘Individual Unity’.

### develop

Our solution – Based on a traditional rendition of the fan tree registered in the late 19th century, we created a new symbol that reflects the Group’s commitment to Asia, its suppliers, customers and employees. Together with the choice of color and font of the logotype, the new identity combines in a signature that will carry the legacy of the last 100 years.

### deliver

Sustainable impact – Over the months, the consistent application of the new Diethelm Keller corporate identity have helped the two companies unite under a shared vision of the present organisation as they continue to ‘grow together’.



# Diethelm Keller