



A NEW CORPORATE VISUAL IDENTITY FOR ROYAL GREENLAND

Royal Greenland has introduced a new-look logo that not only reflects the maritime heritage of the company but also communicates the innovative, modern and professional characteristics of the world's largest supplier of cold-water prawns.

The new corporate identity will be rolled out across all aspects of the Royal Greenland business from product packaging to trawler fleet providing bold visual branding that makes a subliminal but strong link between the natural environment of the sea and the quality product of a royal warrant company.

The Royal Greenland logo has been updated in accordance with the Danish Lord Chamberlain's guidelines for the use of the royal crown and emblem whilst incorporating a new, elegant style and typeface. Packaging design has been trimmed and simplified so that it has a clean and instantly recognisable look.

The new logo and visual identity reflects the innovative, quality conscious professionalism of Royal Greenland whilst at the same time reinforcing the unique Greenlandic heritage and maritime ties that the company has in its very own trawler fleet.

The new visual identity will have its first public appearance at the European Seafood Exposition in Bruxelles in April 2009.

Ends

2/09

Editor please note:

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