WEGER
quality air, quality life

Our new brand image

© Weger Walter GmbH, January 2019

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In recent months, we have developed a new corporate identity that is to be implemented at all levels – from print to web.

In the course of this, we have also changed our logo slightly.

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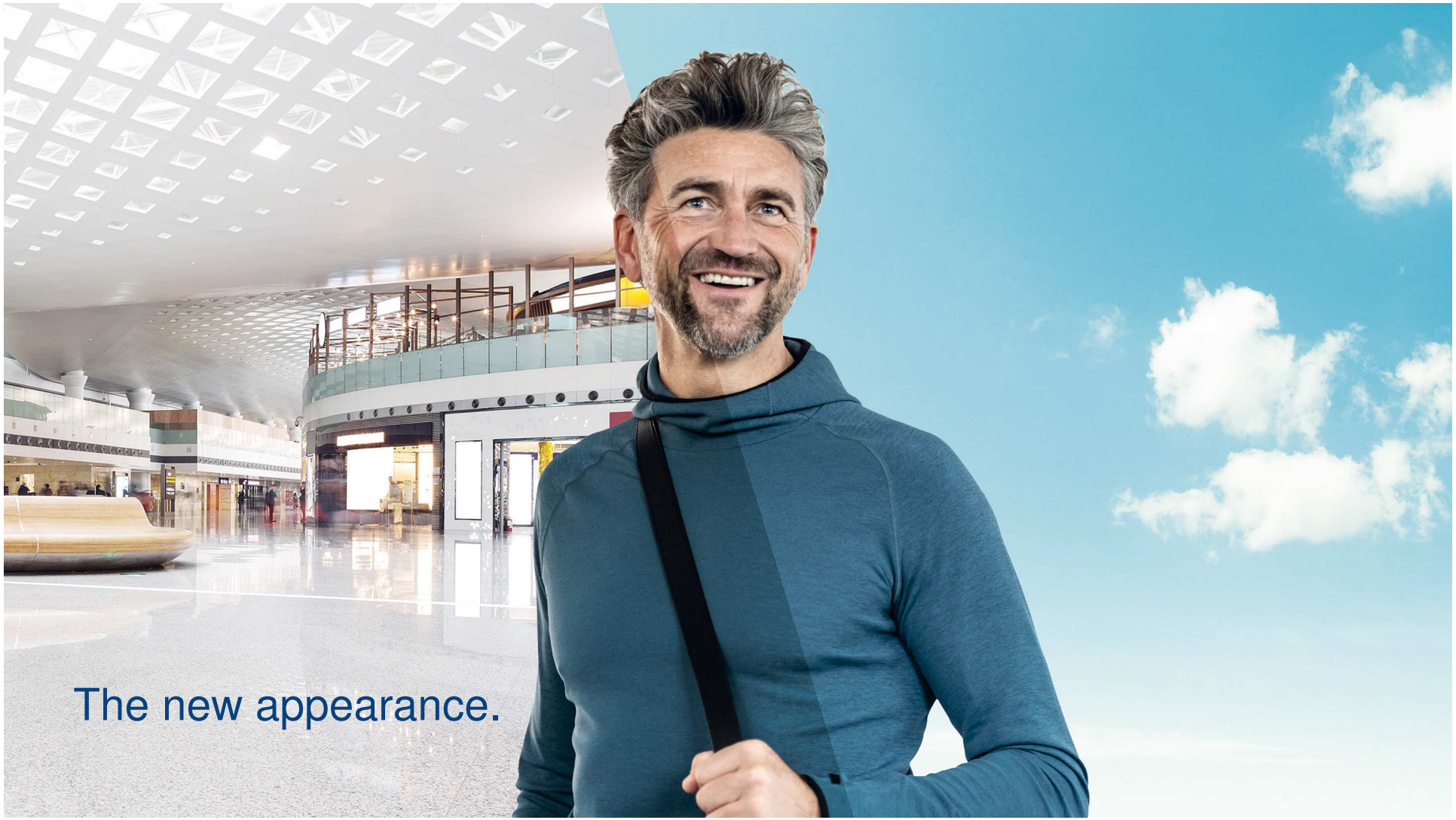
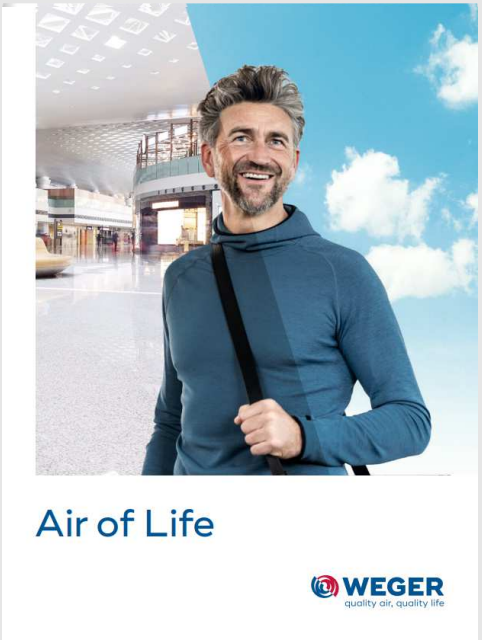
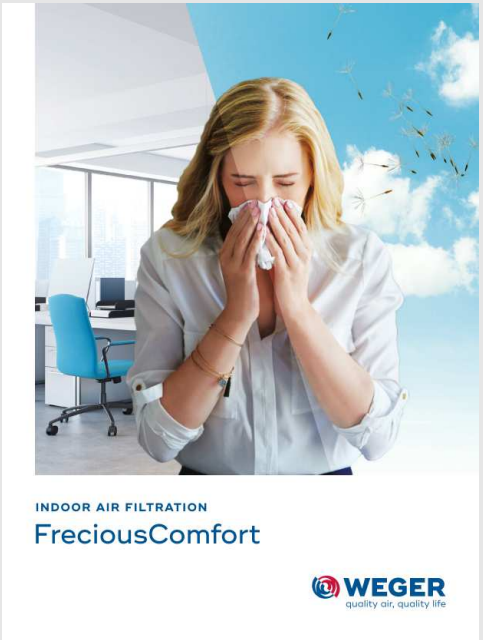
Key image

The human spends most of his time indoors. Therefore, good indoor air quality is a basis for life and air conditioning is as good as indispensable. The desire for fresh air and a pleasant climate is a basic human need. Nature is responsible for outdoors, WEGER for indoors. With our new corporate identity, we **relate indoors and outdoors** and establish an emotional image that inseparably connects the experience of best air quality with WEGER. Conceptual elements in the sense of „Quality life“ are „feel-good testimonials“ – both at image and segment level.


The new appearance.



Cover image-brochure



Cover product-brochure

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Examples inside pages of the image brochure

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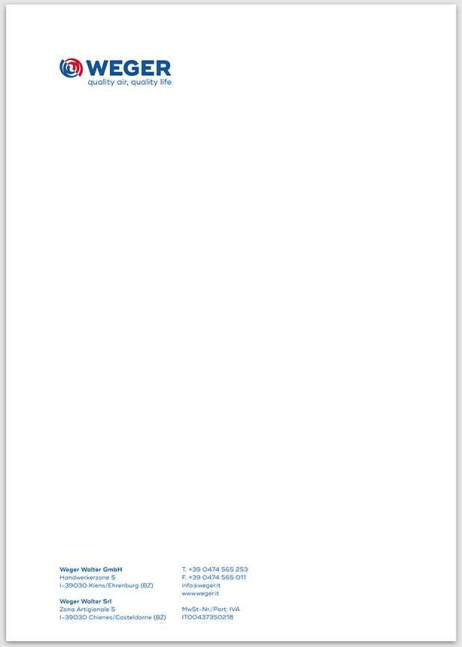
The Weger-world in numbers

17.000 km

Profiles have already been processed. This corresponds to a **distance from London to Sydney.**

100 Mio. kg

Metals have been processed. This corresponds to the weight of approximately **300 fully fueled Boeing 747s.**



Example letterhead, buisness cards ecc.

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It will surely take some time to use the new Weger logo everywhere, but at the moment we have:

- new buisness cards (will be sent the next days)
- new Product-brochure Frescius Comfort – has already been partially distributed)
- new Image-brochure (will be send in the next days)
- new template for letter, powerpoint, email-signature (will be integrated in the system or send out)

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In the attachment we sent the new pp-template and the new logo.

The letter-head and email-signature will be send country-specifically.

Everyone is welcome to contact Elisabeth Molling or Ingrid Weger when it comes to the application of the new brand or templates.

Our lettering is Arial (please always use this for the templates!)