

PRESS RELEASE

# SAV introduces a new logo

In 2004, SAV is celebrating its 27th anniversary. We achieved that permanence thanks to a constant market anticipation and a permanent technological watch. Now SAV has become one of the leading suppliers of professional audiovisual equipment in France and worldwide for the products we manufacture.

Even though the Company has demonstrated over the years its ability to cope with change, its logo hadn't changed since its creation. Unfortunately, that image doesn't reflect the Company and its positioning at the forefront of new audiovisual technologies.

SAV, therefore, called in a communications agency to modernize its visual identity.



The new logo, both streamlined and balanced, symbolizes SAV's positioning versus today's world : bolder, more ambitious and oriented toward tomorrows world.

The SAV name preserves its dominating red and express the company's durability. The typography, simple and dynamic, highlights its equilibrium and dynamism.

*"With this new logo, we expect to reinforce our image with our partners and our customers. The values of innovation and reliability which have fostered the success of our company since its creation haven't changed. SAV looks to the future with optimism and vitality."* declared Audry Sales, the chairman of SAV.

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