

Sacyr launches its new corporate identity

- From today the company has a new identity and a brand architecture that reflects its transformation.
- Today, Sacyr is a global and diversified company, dedicated to engineering and infrastructure, concessions, services and industry. Operating in 30 countries, it generates 60% of its income outside of Spain.



Sacyr has transformed internally and now also externally. Today, the Spanish multinational company launches its new corporate identity with a solid image which represents what it is today and, at the same time, projects it into the future.

The company's logo, in blue and aquamarine, includes its new corporate tagline: Challenge success. The design reflects Sacyr's transformational spirit through a twist in the shape and a change of color in each of the letters of the logo. Experience and rigour are defined through the details of the terminations.

The new corporate identity is a step forward in the company's transformation process that began with its 2015-2020 Strategic Plan. The results obtained in the last few years, and in particular in 2017, reassure the success of the strategy adopted in this Plan.

Sacyr is now a global company: it has more than 30,000 employees worldwide and 60% of its income is obtained outside of Spain. This internationalization will continue to increase in the coming years, since 73% of the backlog is located in worldwide markets. The new corporate identity aims to support and accompany the company on this journey.

The chosen corporate typographic family is Akkurat Pro, and Arial will be used as system and substitution typography.



Building on a 3-decades-long legacy

Sacyr's new corporate identity reflects the legacy of the company's more than 30 years of history. In this period, the company went from being the Sociedad Anónima de Caminos y Regadíos to become a multinational engineering and infrastructure, concessions, services and industrial company.

The new corporate identity adapts to the transformation experienced in recent years. The brand architecture serves this purpose; which makes Sacyr companies a Group with a single common goal.

Under this new architecture, Sacyr Construcción becomes Sacyr Engineering and Infrastructures, with the aim of reflecting the set of activities it carries out and the added value it provides.

The Services activity maintains the Valoriza Servicios brand in Spain, but will become Sacyr Services in international markets. Sacyr Industrial and Sacyr Concessions complete the second level of brand architecture.

Challenge success

The new corporate tagline: Challenge success, reflects Sacyr's positioning: a solution for each challenge. Sacyr is a global group committed to meeting any challenge to transform society, with hard work and passion in improving infrastructure and services for citizens. Talent at the service of progress.

Challenge success means offering Sacyr's know-how, experience and work well done. The result benefits the whole of society: customers, shareholders, employees and society as a whole.

To know more about the new brand see this video:

[New corporate identity](#)

 N.P_ Sacyr New corporate identity