

Press sheet

## ANGELINI INDUSTRIES' REBRANDING

***A new, iconic, open and inclusive logo replaces the historical triangular 'A'.  
Brand design by Inarea***

**Rome, March 3, 2022** – The new brand, **Angelini Industries**, marks the start of another chapter in the story that this industrial group has been writing for over 100 years. From pharmaceuticals and that one small chemical lab founded in Ancona in 1919, Angelini Industries has developed over time, expanding into different business sectors, moving beyond drugs to consumer products - for personal and home care and organic baby food - and to wines, perfumes and industrial technology solutions. It has grown without losing sight of the values and purpose that inspire its way of doing business, taking care of people and families in their everyday lives, looking to the future and building a better world, a world where growth is sustainable for everyone and where new generations find real opportunities to let their talent bloom and grow to the benefit of the community and society at large.

A new symbol, a new name – Angelini Industries – and a new visual language to identify a unique yet diversified industrial group that is intrinsically inclusive, dynamic and ever evolving. This is a group that builds and grows, that shelters and protects, that derives its identity from being united in action and intent.



### The brand

The new Angelini logo was designed to symbolize the group's spirit and approach, based on the principle of 'Unwavering Care': always caring about people, their daily lives and their future, in everything we do. It is a letter 'A', the first letter of the brand name Angelini, with a circle that is open at the top and bottom. The circular shape was arranged to interact at right angles with the line through the letter 'A', creating a dynamic overall design. The diagonal lines, which create movement, evoke an embrace, representing a world – the Angelini world – that is always open, inclusive and welcoming.

### Visual language

In addition to the logo, the format, i.e., the visual language, is what makes brand communication consistent whenever and wherever it is used. When designing the logo, we kept returning to the graphic and semantic concept of an embrace to place even greater emphasis on the values of Angelini Industries.

### The brand architecture

The brand architecture is monolithic: all the operating companies in the Angelini Industries group use the same brand and the name Angelini followed by a descriptor of their business area:

- **Angelini Pharma** Research, development and sale of therapeutic solutions for brain health, rare diseases and consumer healthcare in over 70 countries.
- **Angelini Consumer** Products and services for the well-being of families from birth to old age, including through partnerships with P&G (Fater) and Hero Group (MadreNatura).
- **Angelini Technologies** Technologies, products and services to improve industrial processes and production, including through Fameccanica, a joint venture with P&G.
- **Angelini Wines & Estates** Production and sale of fine wines with respect for traditions and the land.
- **Angelini Beauty** Selective perfumery and dermocosmetics (skincare & suncare), through licensing agreements and with own brands.



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