55 YEARS

Legacy Logo
1962

3 Arcs
representing
Antenna Waves

Mid Blue Colour
Representing
Stability & Communication

NEED FOR DIVERSIFICATION

INNOVATION / NEW MARKETS

Connection to the
Past

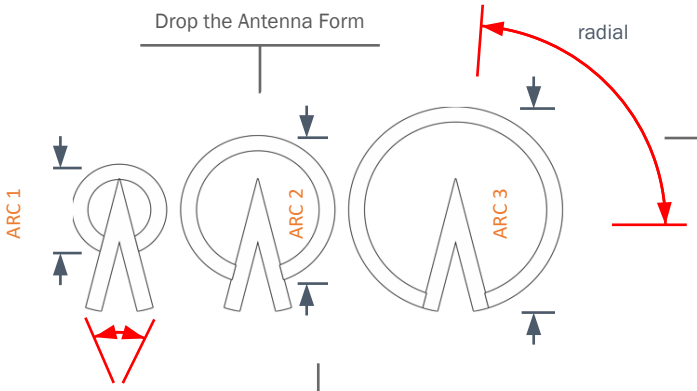
Envisage
Change...

Retain 3 Arcs?

Telecoms specific...

Drop the Antenna Form

radial



"LeBLANC"
PIVOTAL

antenna
sculpt

Utilise the rings / arcs
motif promoting respect to
foundation

Dispense with
"Communications"
inference but retain
linage in the brand

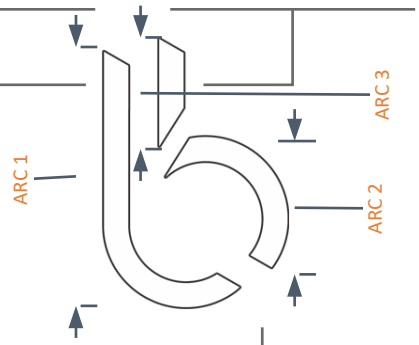
100% AUSTRALIAN OWNERSHIP

TRANSITION....

Promote
Confidence

"l" - tower homage to
telecommunications
heritage

"b" - affirmation fo
broadening the
engineering portfolio



Disjointed representing
continual endeavour
towards 6σ

TradeMark
2017

Darker Blue promoting
Knowledge & Integrity

TITLE	Brand Evolution
DRAWN BY	LeBLANC Pty Ltd
SCALE	N/A

THE GLOBAL COMPACT
WE SUPPORT

bsi. ISO 9001:2015 Quality Management