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Diamond Vogel Unveils New Brand Identity

Orange City, Iowa June 20, 2018 -- Diamond Vogel, a high-quality manufacturer of paint and coatings based in Orange City, Iowa, revealed a transformation of its brand identity today. It includes a modernized and simplified update to its iconic windmill logo and a new look and feel to its branded communications and signage. Also, many of the separately branded business units will begin to use the Diamond Vogel brand.

The ability for customers to understand the different types of coating solutions available from Diamond Vogel is fundamental to this change. The new brand identity provides a modern, elegant look that can be used in traditional and digital applications.

"Within the industry, Diamond Vogel is associated with outstanding quality, value, and service," said Doug Vogel, Vice President of Corporate Marketing. "We're modernizing and simplifying our brand to help us communicate with our customers in this fast-paced, digital world."

"We deliver quality coating solutions distinctively to a wide variety of paint and coatings markets," Vogel added. "It's important for our brand to encompass everything we are capable of providing."

Designing a new brand look that works across all platforms and channels, while upholding its heritage was important to the overall effort. The brand identity project includes the most detailed brand design system ever introduced within Diamond Vogel.

The updated brand identity will roll out to all Diamond Vogel products, communications, and signage beginning June 20, and continue throughout the rest of the year.

About Diamond Vogel

Diamond Vogel is a manufacturer of high-quality paint and coatings based in Orange City, Iowa. Founded in 1926, Diamond Vogel provides coating solutions to the industrial, architectural, industrial wood, automotive, aerosol, traffic, and toll manufacturing markets. For more information about Diamond Vogel visit their website at diamondvogel.com.

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Media Files Available for Download:

https://www.diamondvogel.com/press_release/brand_identity/media

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