

OUR COMPANY LOGO - AN EXPLANATION

The logo of a company is an important component of the company's identity and visual personality. The Mag logo has been designed keeping some important principles in mind. An in-depth Customer Satisfaction Study was carried out in order to understand the perceptions of key customers with regard to the company's strengths, limitations, personality, and so on. This was followed by an in-depth understanding of the perceptions of key employees of the company. With these vital learnings and keeping in mind the Mission, Vision and Values of the company, the present logo has been created. Please read on to understand the key messages sought to be communicated.

Our logo integrates our strength and skills in the field of sheet metal fabrication and is **a reflection of our personality - diligent, intelligent, friendly.**

The **three triangles** symbolize the bond between the Customer, Mag and Technology. The structure of one inverted and two upright triangles illustrates our solidity, reliability, teamwork and symbolizes the close synergy between our customers and us.

The **white** background color symbolizes our Integrity and emphasis on Ethical values in the conduct of business. It communicates the message that Mag is a trustworthy company to deal with.

Red symbolizes our Strength, Dynamism and Passion for excellence.

Orange symbolizes our Ambition, Endurance and Warmth.

Black is the color of dominance and sophistication, and reflects our constant endeavor to emerge a leader in our chosen field of business.

The **small font** of the brand name suggests humility and friendliness, two qualities associated with our work culture.

Deenaz Damania
Director
Corporate Affairs
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