

Sigma presents its new corporate design



Website with the new Design: www.sigma-zentrifugen.de

First-class style for an international presence: Sigma has completely revamped its brand design. The company is a leading global supplier of laboratory centrifuges. This premium quality is what makes the new brand design of Sigma even more visible – from the website to the various brochures.

Grand premiere: Sigma presented the new design of the company for the first time at the Analytica in Munich. In doing so, the company is gearing up for the future. The new design reflects the reliability, targets, and quality of the company in a modern way to the outside. In addition, it underlines the connection between Sigma and its sister company Martin Christ Gefriertrocknungsanlagen GmbH.

The shared logo of both companies shines in a new look. It represents the mission statement and value proposition to the customers. The deep blue conveys an even more profound sense of value and the rotors can now rotate freely without a frame. This emphasises the vitality of the companies, while being a symbol of tradition at the same time.

Sigma has more than 65 years of experience in the development and production of laboratory centrifuges.

Other style-defining features, such as colours, shapes, pictures, and fonts, have been thoroughly revised and combined in an integral concept. It covers the entire company like a roof – from the website to flyers and brochures up to presentations. The effect: customers and employees alike receive clearly structured information and can navigate more quickly through these various sources of information.

New website now online

www.sigma-zentrifugen.de will lead visitors to the website with the new design. The website welcomes visitors with an extensive, photo-filled slideshow with a news character and well-structured menu navigation. The responsive design enables the suitable display of the website on all mobile devices.

As a whole, the visual restart provides a clearer, up-to-date image that is closer to the customer.