

Indra Group is born as the new corporate brand and its commercial brands Indra and Minsait's image is renovated to reinforce their positioning

- **At Indra's General Shareholders' Meeting it announced a new brand model entailing the creation of Indra Group to evolve towards a more flexible holding model, in keeping with its Leading the Future strategic plan**
- **The new brand model will also bring clarity and structure to the group, with the aim of reinforcing its standing as a benchmark in defence and technology**
- **A new logo has been designed as a common link for all of the companies and professionals in the group to represent the connection between technology and defence**
- **The Group's mission is to drive a safer and more connected future every day, as set out in the Tech for the Future strategic concept**

Thursday, June 27, 2024. At Indra's General Shareholders' Meeting it announced a new brand model set to transfer the company's transformation to the market, one which is based on a new strategic narrative and a revamped image in keeping with its Leading the Future strategic plan and focused on consolidating the company as a benchmark Spanish multinational in the fields of defence, aerospace and advanced digital technologies.

A new corporate brand has come into being as part of this evolution towards a new brand model. It's known as Indra Group and it projects the spirit of an ecosystem of businesses and companies, playing a more institutional and corporate role to reinforce the group's standing as a benchmark in defence and technology.

According to Indra Chairman Marc Murtra, "the new brand model will bring clarity and coherence, strengthening an ecosystem of interconnected brands and strengthening our four fundamental businesses: Defence, Air Traffic, Space and Information Technology".

The new brand strategy will position Indra Group at the forefront of technology in order to drive a safer and more connected future every day, a mission set out in the Tech for the Future strategic concept.

Four corporate values have been defined in the new model's narrative:

Innovation: it will drive a safer and more connected future through cutting-edge solutions and a team of specialized professionals.

Trust: it will provide high-quality solutions with the aim of building lasting and trusted relationships based on solidity, commitment and reliability.

Connection: it will activate the power of collaboration by connecting ideas and solutions and adapting to clients' needs.

Foresight: it will transform experience and knowledge into solutions by anticipating the needs of the future to make it more secure and better-connected.

The new corporate narrative will seek to reinforce Indra Group's positioning as a benchmark in defence and technology based on its ecosystem of companies and businesses, anticipating the future through innovative solutions, trusted relationships, a firm commitment to sustainability and the very best talent.

Reinforcement of the commercial brands: Indra and Minsait

In commercial terms, the new model will reinforce its two major commercial brands to champion the company's four businesses: the Indra brand, a benchmark in the defence, air traffic and space sectors, and the Minsait brand, specializing in IT consulting and digital transformation services.

Through the Tech for the Future strategic concept, Indra Group will focus on a key area - technology that prepares us for the future - and activate it in a distinctive and relevant manner through each of the two brands. On the one hand, Indra will focus on the axis of trust through its own strategic direction: Tech for Trust. On the other, Minsait will continue to reinforce its ability to make a difference and generate a positive impact through the Tech for Impact concept.

According to José Vicente de los Mozos, Indra's Chief Executive Officer, "the new brand identity, aligned with the company's growth strategy, reaffirms our long-term commitment to growth, innovation and excellence".

A new logo unifies the brand model, representing the connection between technology (openness) and defence (protection) and constitutes a common link that brings all of the group's professionals together under a graphic umbrella and a common vision.

The new brand model shares a precision graphic system which, through visible grids, nodes and lines characteristic of infographics and data visualization languages, conveys order and technology. This system, together with a customized corporate font and the capital letters of the logos, transmits stability, modernity and timelessness.

Blue, as a reliable, profound and vital color on the spectrum, heads the identity of Indra Group and Indra, while the purple for Minsait conveys us to a universe of its own that helps it grow in its leadership of the advanced digital technology sector.

The new brand model will help generate sustainable differentiation in the marketplace, drive a sense of belonging and pride in the talent and guarantee clarity and relevance to key audiences.

Ultimately, the new brand model will activate the group's mission, namely to drive a safer and more connected future.

[Additional material](#)

Find here the [press kit](#) and brand presentation [video](#)

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