## [Rebranding of the “Dmytruk”](http://dmytruk.com/upload/material/59aff68217732.pdf) company

**A press release is devoted to the rebranding of the “Dmytruk” company**

On September 6, representatives of the company “Dmytruk” informed the public about rebranding of the company and presented a new stage of its development.

The preconditions for rebranding were the realization that the past positioning, which was based on the association of all production with one person, went out of use and became morally outdated. It's time to talk about the role of people in the company, the specialists who work here every day and who are united by common ideas and goals. “We have always spoken and said that our people are our greatest value. We managed to rally the team of the best representatives of the food industry and FMCG for 10 years. Moreover, for us, each of them is important. Our company has its own face and soul. So, we decided to visualize it”, as mentioned in a message of the Head of Marketing Department, Taras Skorupskyi.

The basis of changed logo and entire visual style is the schematic image of the face as a sign that in the center of the whole system is a person, a symbol of each of us and each of you. Since it is important for us not only to build communication within the team, but also with our customers, clients and partners, it's natural that this symbol is going to most accurately reflect the internal changes in the company.

Not only has the visual stylistics changed. The positioning took a definite shape. “Dmytruk” company consists of bold and ambitious people who want to make life better by offering new product solutions for those who are open to changes.

The updated logo can now be seen on the official Facebook page, where the company also commented on the changes.