

Semantix strengthens brand position with new brand strategy

Semantix, the largest language service provider in the Nordics, has carried out a major rebranding which will be rolled out shortly. The rebranding includes a new brand platform, new visual identity and an optimized digital customer experience.

The market for language services is currently undergoing an extensive digital transformation. To embrace their role as the leading language service provider in the Nordics, Semantix has chosen to develop a new brand strategy and visual identity. Behind this work lies brand agency Identity Works.

“Our brand is the engine of our digital transformation. Our new brand strategy and visual identity enable us to take on a leading role in the ongoing business development”, says Annika Hampf, Chief Marketing Officer at Semantix.

A key part of the rebranding has also been to implement the digital customer experience.

“To a digital service company like Semantix, brand development and digital customer experience go hand in hand, and it feels incredibly exciting to have the opportunity to develop these parts in parallel”, says Bjarne Otterdahl, CEO at Identity Works.

The new visual identity was launched on 25 April and our digital platforms and products will be implemented successively during the coming year.

For more information, please contact:

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Boilerplate:

With an annual turnover of 1 billion SEK, Semantix is the leading language technology company for multilingual services, with 50 years of empowering people and businesses to shine in any language. With our Nordic base and global reach, we offer one partner for all multilingual needs, including translation, editing, interpretation and advanced language solutions. Simply put, we combine our expertise with technology to help our customers power their business with language intelligence. Learn more at www.semantix.com