

February 7th, 2017

A fresh new look, the same passion

Introducing Comrad's new brand identity

First of all, we would like to extend our sincere gratitude for your continuous support of Comrad.

We've worked hard over the past few decades to transform Comrad, and our solutions, to be more relevant to our Customers' needs for the next decade, and beyond. Technology continues to transform our industry, and our Customers' requirements are constantly evolving. Comrad is evolving too; we believe we never stop innovating.

Today, we are pleased to introduce Comrad's new brand identity, a fresh new look that links our past to our present and sets a clear direction for our journey well into the future.

Our new logo consists of the C symbol and the Comrad logotype. The Comrad C symbol represents evolution, innovation and dynamism, encompassing a circle representing pivotal flexibility. It tells the story of our brand, a company that has always been fueled by its passion to serve its Customers, understanding their requirements and building software to cater for their needs. The new Comrad icon symbolises our commitment to streamlining your business with the modernisation of our solutions.



Please note that this new logo is for the corporate Comrad brand, and will not affect the current logo for our COMRAD 2 solution which remains unchanged.

Best Regards,



Elizabeth Delahunty

CEO, Comrad

P.S. For more information please visit our website: <http://comrad.com.au/company/the-comrad-brand/>.