

Happy Birthday! It's our brand's anniversary

How time flies! Exactly one year ago, we rolled out our new brand and with it our new corporate design. It is a good opportunity to ask our Brand Manager, Fritz Wittwer, a few questions.

We have been present on the market with our brand and the "Security matters." claim for one year now. What changes have you observed? How has the new brand been received by our customers and the public?

Our RUAG brand has been well received. The "Security matters." message is in line with our customers' interests as they pull in the same direction as us, and only together can we guarantee security in Switzerland.

They also like our logo and the entire corporate design. It is fresh and modern, while remaining credible and down-to-earth. This is a perfect reflection of RUAG. To be honest, I wasn't particularly worried whether the corporate design would be given a good reception because it allows us to show how close we are to Switzerland and to our main customers – that is clearly understood and honored.

Unfortunately we have had very little feedback from the general public as we haven't carried out any large-scale advertising campaigns, so our name is not on everyone's lips. In the coming months, we will nevertheless measure the image and reputation of RUAG by means of targeted surveys. I am excited about the result. It is encouraging that we are constantly gaining new followers on social media! This means that the interest in RUAG and in our services exists.

It would appear that the difference with RUAG International is not always entirely clear to the general public. Are there any plans to improve external communication in light of this?

From the very outset, that has been the key challenge for brand management. Unfortunately, I don't have the perfect solution to this challenge. But I'm open to suggestions. The visual identity [corporate design] is different and is now implemented everywhere. At least I have observed that both the customers and our own employees have a clear understanding of the unbundling.

In our external communication, we have a very consistent identity and always refer to our message "Security matters". If we are perceived as a "Security company", this highlights the distinction with RUAG International.

Naturally, we also inform the media when they confuse the two companies. The challenge will only really be resolved once RUAG International has completed its realignment and “Together ahead. RUAG” is no longer used. Then the RUAG name will only belong to us, which will make things clearer.

And internally? Is all the work now complete, logos in place, break rooms decorated with new pictures?

Yes, all the major new signage projects are complete. On the day of the brand launch, we were also able to adjust all the digital channels.

Naturally, there are still doors, pictures, posters and forms with the wrong corporate design. Because there are so many sites and premises, we can only achieve the changeover as a team. Over the past year, numerous colleagues have been in touch with me to offer their support. Here again, I would like to say thank you – your contribution makes all the difference.

So in your opinion, is the new brand understood and embraced within the company?

With the issue of security, we have developed a core value that the employees can really get behind. Ultimately, all our products contribute to security. Our claim that “Security matters.” is not, therefore, just a catchphrase. I am delighted that our employees understand this and embrace our brand accordingly.

One of a number of good examples is the strategy adopted for our vehicle fleet: RUAG vehicles must meet stringent security requirements and the image conveyed by the vehicles must reflect that of RUAG.

Naturally, as Brand Manager, I can see potential for improvement. And that is how it should be. We therefore still have an exciting journey ahead and will consistently continue developing and strengthening the RUAG brand in the coming years.

Thank you!

Do you have any questions about our RUAG brand? Fritz Wittwer, RUAG Brand Manager, will be happy to answer you.



Questions or input about the brand: marke@ruag.ch
Corporate design style guide: [Brand portal](#)

We at RUAG make a significant contribution to Swiss security. As a visionary thinking technology partner of the Swiss Armed Forces, we focus on life cycle management, operations and availability of military systems. All business activities are therefore strongly oriented towards the procurement programs of our main customer, the Swiss Armed Forces.

Our comprehensive product and service portfolio includes unique subsystems and components for tracked and wheeled vehicles, fighter jets, military helicopters, and air defense. We also provide reliable information and communication solutions, as well as comprehensive maintenance and repair services.

Our customers primarily include national and international armed forces, government agencies and civil security organizations.