

Comacchio was established on May 27th, 1986. On the same date today, the company presents the restyling of its historic logo.

May 27th, 1986 - May 27th, 2022: the date that marked the beginning of the history of Comacchio and the day that marks the graphic development of the brand that for 40 years has identified the company.

The new logo has been improved in legibility and esthetic balance. The name Comacchio boasts a, characterized by a larger opening to symbolise the direction of the Brand towards the future, with a decisive form such as the technical design of the machines. The 'M', with its strong shape perfectly expresses the concept of deepness and recalls the roots of the Brand. The font chosen is Futura, historical typeface, created in 1927 by the famous German graphic designer: Paul Renner.

Even the symbol that supports the name of the company evolves graphically: the auger inscribed in a square that states the history of the brand since 1986, the year in which the Comacchio brothers began their challenge, demonstrating their innovative approach. The corners of the square have been rounded to indicate the desire to develop; the sign still recalls the movement of the machine that descends deep into the ground, but gives that movement a more modern and dynamic line.

The choice of colors is aimed to join the two hearts of Comacchio: creativity and passion symbolized by 485 C in red and innovation and technology represented by 432 C in deep gray.

“Deep innovators” is the new pay-off that invites us to build the future together.

Commitment, passion, enthusiasm, competence and team spirit: these are the values that have always guided Comacchio and that today find their synthesis in a word that holds the philosophy of the brand: “deep”.

The depth is the direction of the physical movement into the ground, but above all it is the spirit with which Comacchio works and the root of its history. Strengthened by team spirit and experience that have led the company to today's achievements, Comacchio affirms its being “deep” in design, personalization, service, innovation, and creativity therefore “deep innovators”.

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**Deep innovators is the pay-off we have chosen to recall
the spirit of our founding family, our employees,
collaborators, customers: a world of innovators
who love “deep” solutions.**

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