

## Press release

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### **Skanska to renew its brand**

**Skanska is to renew its brand and create a new brand strategy and graphic identity to better meet its customers' needs and expectations, and to function in a digital landscape. The identity reflects how we shape and develop societies and our way of living. The new identity was launched internally in December 2021 and is now being rolled out to all markets.**

“We needed to develop our position and identity to reflect where we are coming from, at the same time as it provides our operations and our strategic ambitions with strength and direction. Taking on a brand whose history stretches back over 135 years – and is a large part of building social infrastructure over much of the world – was nevertheless a challenge we faced with humility,” says Alison Bonner, VP Group Head of Brand and Marketing at Skanska.

Based on customer insights and brand analyses from all our markets and business streams, the position “The knowledge and foresight to shape the way we live” – a complement to the Skanska Group’s newly-launched strategic direction – was launched.

“This is a position that builds on the unique Skanska culture, which already today distinguishes us around the world. It’s a culture based on strong values, professional skills, know-how and a sense of responsibility. But it also reflects our mentality at Skanska – where we know that every decision, large or small, impacts not only our projects but society as a whole,” says Karolina Cederhage, SVP Group Communications at Skanska.

Together with our partner in the process, NORD DDB, the position has been translated to “Shaping” – an optimistic, forward-looking identity that is rooted in shapes, buildings, architectonic references and unique imagery. As part of this initiative, the logo has been modernized, given a more optimistic color, and adapted to optimize readability for the digital environment.

#### **The Skanska working group**

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*This and previous releases can also be found at [www.skanska.com](http://www.skanska.com).*

*Skanska Group uses knowledge & foresight to shape the way people live, work, and connect. Over 135 years in the making, we're one of the world's largest project development and construction companies, with 2021 revenue totaling SEK 148 billion. We operate across select markets in the Nordics, Europe and USA. Together with our customers and the collective expertise of our 30,000 teammates, we create innovative and sustainable solutions that support healthy living beyond our lifetime.*