



Ellab Rebrand Transition FAQs

01. When does the new logo, visual identity, and messaging take effect?

Thursday, 20th of February 2025 at 14:00 CET.

02. What is the transition timeline for the rebrand?

Digital channels will be updated with the new messaging, logo, and colors as per the launch date stated above (hard transition). The remaining (physical) materials like products, brochures, data sheets, etc. will be updated gradually (soft transition).

03. What should be prioritized during the rebrand transition?

Customer-facing material should always be prioritized. Otherwise, prioritize updating items that need to be ordered/resupplied, so we stop ordering items with the outdated logo/visual identity.

04. How do we get access to the new logo, colors, etc?

Critical materials such as logo files, colors, fonts, PPT templates, and the brand book are available via the link below. For graphic approvals and assistance, please contact Aleks at asz@ellab.com.

LINK: ellab-brand-materials.bordingcentral.dk/

05. What do we do with existing products and materials with the old identity?

During the soft transition phase (~1½ years) we will still use/send out materials with the old identity. As a rule, we will use the FIFO (First In First Out) principle, meaning, where possible, we will always use up the old stock first. This will help us deplete our stock of old material so as little as possible needs to be thrown out at the end of the soft transition.

06. Why do we not completely switch to the new branding immediately?

Completely switching to the new visual identity is possible when it comes to digital assets, but switching physical materials is both costly and wasteful. It has therefore been decided that to reduce waste, we will not make a hard transition of physical materials until the soft transition phase has concluded.

07. How do we handle sending equipment and other goods to customers?

Where possible, use the FIFO (First In First Out) principle to send out equipment with the old visual identity first. However, where this is not possible, attempt to send everything in the new visual identity. Only if both options are unavailable, do we resort to sending a mix of old and new branding.

Additionally, there will be a flyer/sticker available explaining the rebrand transition to customers that needs to be included in shipments during this period.

The flyer must be added to a shipment along with whatever documents (quick guides, etc.) that are included. In situations where there is no room for the flyer, the rebrand information sticker must be applied to the packaging instead. This sticker must not cover the Ellab logo, other information, or seal the packaging.

Separate 'logo stickers' will also be made available to cover the old logo on suitcases and must be added where applicable.

08. What has been communicated to customers?

As of launch day (see question 1), customers will be informed about the rebrand and new visual identity. While the messaging is new, focusing more on Ellab as an end-to-end compliance partner, the aspect of high-quality products and services has not changed.