



CRYSTALYX® Products GmbH
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**CRYSTALYX
REBRANDING 2019**



Dear customers and partners

From November 2019 Crystalyx will be available in a new design. The aim of this rebranding is to increase the visual appearance of the brand world-wide and to standardise it in all countries with a common logo and uniform colours. Positioning Crystalyx as a strong international brand increases the recognition value and

product awareness. The products of Crystalyx are unique and unmistakable and should also be perceived so visually.

In this connection, the tub design and the design of all means of communication have changed. We therefore ask you to introduce the new logo in

November and use it wherever necessary (websites, shops, banners, brochures etc.). Also bear in mind product photos, which must be replaced.

All necessary data can be found at: www.crystalyx.info/download.

Don't hesitate to contact us for any further questions.

Your CRYSTALYX-Team

All new data to download:
www.crystalyx.info/download

Our new logo

variant 1



variant 2



colour details:

■ Blue
RGB 0 47 108
CMYK 100 69 7 30
PANTONE 294

■ Orange
RGB 255 105 0
CMYK 0 56 90 0
PANTONE 1505

A selection of our buckets

