



# fiftytwo®

The first-ever Danish tech company. Founded in:

# 1952

From Bording Data to the new brand name:

# fiftytwo®

New brand promise:

# Let's make it count

Super graphic element 5+2:



#### Making Heritage Matter

Bording Data was founded in 1952, making it the oldest Danish technology company.

As part of a new European growth strategy, the company wanted a more international profile – without compromising on its proud brand heritage.

With a clear reference to the founding in 1952, the new name 'Fiftytwo' anchors the brand to the past in a way that is everything but retrospective.

Repetitive lines from the new brand logo is used to form a super graphic element consisting of two and five stripes, thereby creating an elegant and subtle reference to the number 52.

Hence, numbers make up the focal point of the identity, which is further highlighted in the brand promise 'Let's make it count'. A promise that encapsulates everything Fiftytwo stands for: We make IT solutions that boost sales figures and raise numbers on the bottom line. And our heritage is the enabler.

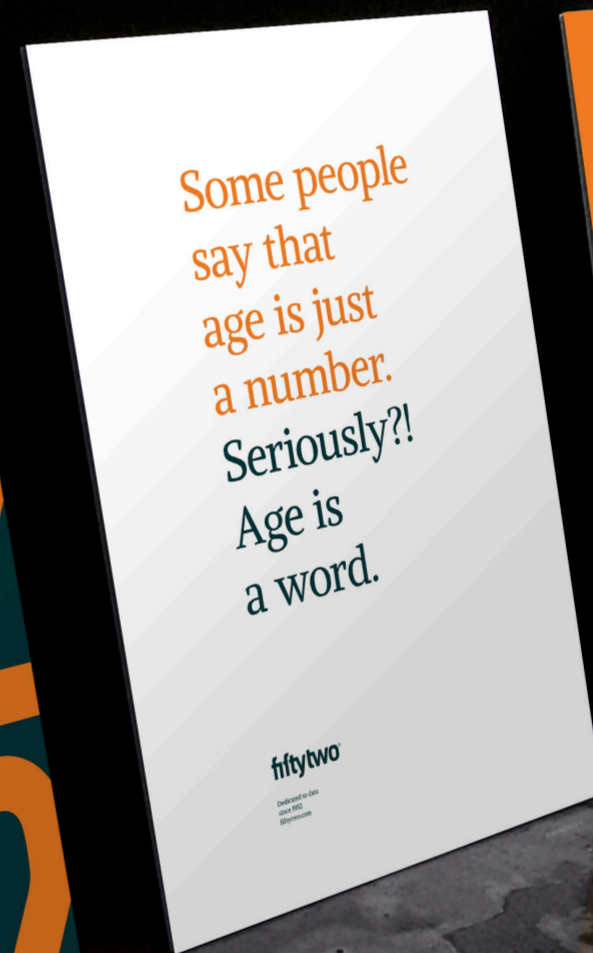


Meeting rooms  
Finance department  
Toilets



52 is used in product naming to create cohesion and link products and services to the overall corporate brand.

**52**RETAIL  
**52**SUBSCRIPTION  
**52**LEASING



The super graphic element can be stretched and expanded endlessly.



Let's make it count

Some people  
say that  
age is just  
a number.

Seriously?!

Age is  
a word.

**fiftytwo**<sup>®</sup>

Dedicated to data  
since 1952  
fiftytwo.com



Let's make it count



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