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11/29/2007



Vale launches a new brand and new communications positioning to highlight its global presence

Vale unveils today, November 29th, its new brand and communications positioning. The company's CEO Roger Agnelli will make the announcement to about 500 company managers from all over the world, gathered for the first time at the Forte de Copacabana, in Rio de Janeiro. Also present will be 57,000 employees, investors, partners, communities and press from over 30 countries.

The acquisition of Canadian mining company, Inco, last year made Vale the second largest mining company in the world. With its new visual identity, the company aims to consolidate its image as a Brazilian company with a global presence, highlighting its unique position on the world stage.

By promoting its positioning and values - the quality of its products, ethics, social and environmental responsibility, the commitment to the development of employees and communities where it operates as well as the commitment to sustainable development -- the company intends to differentiate itself in the mining marketplace.

The name of the company was not changed, but unified under the word "Vale" globally. The idea is to encourage all business units to abandon expressions such as "Companhia Vale do Rio Doce", "Rio Doce" or the acronym CVRD.

In public communications, Vale will highlight that it produces essential ingredients for daily life, supplying, with its iron ore production, the raw material for products such as computers, watches and stoves. The idea is to bring the Vale brand closer to the public.

Vale's new positioning and new brand were created by the American company Lippincott and its Brazilian partner Cauduro Martino.

More information



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