

Press Release

New, More Modern Look for Compass Software

As a first step to its new market presence, the trendsetter company presents itself with a new logo

Dortmund, Germany, 12/19/2016 – Compass Software, one of the worldwide leading specialists for staircase production software, is presenting itself with a new logo.

“Change is a necessary part of life. Without change there can be no progress and improvement,” says Detlef Hollinderbaeumer, CEO of the software company. “Compass Software’s trademark has remained unchanged for almost 25 years. It was time to give the logo a fresh look. A difficult, but necessary step to ensure the ongoing development of the brand Compass Software.”

When creating the new design, it was important to the company to keep the high value of brand recognition alive. The goal was a fresh look and modernization, but not a complete change. “After all, the name Compass Software and with it also the old logo stands for high quality, as well as innovation and being a pioneer in the industry.”

For that purpose, all elements of the old logo can still be found in the new design; however, the appearance is modern and straightforward. The recognizability connects old and new corporate design. The compass needle, which is pointing towards a future of innovation and technological advancement, is still a central element of the trademark. Since the logo was to be as clear-cut and simple as possible, the company dispensed with the thin lines. The circle from the old logo was stylized as a buzz saw blade in white, hidden in the negative space of the logo, without having to add an additional element. The circle symbolizes a buzz saw blade and therewith the longstanding connection between the company and the wood industry, as well as the different areas of the business as a harmonious whole. This more in depth meaning does not become available to the viewer until a second glance is taken. Thus, the logo gains added value through a surprising amount of complexity.

The company name is anchored on the side as an integral part of the logo. By using a new, eye-catching, and bold font, the trademark becomes easier to read, especially from further distances.

Compass Software officially presented the new logo for the first time at the American trade show IWF 2016 in Atlanta.

The Management is convinced that the new simple design and the fresh colors will present the company in a significantly better, more modern, and contemporary light.

Based on the new branding, the company will enter into an exciting process of change and the unification of its appearance in the near future, which will also include the re-development and re-launch of the company website.

About Compass Software

Compass Software develops software for staircase and timber construction and offers CNC connections to all established machines. The company, which is headquartered in Dortmund, Germany, is counted among one of the leading businesses in the industry and offers complete solutions, which go from constructive planning and three-dimensional design visualization, to the control of nearly fully-automatic CNC-supported production. For more than 30 years, the company, which currently employs 34 specialists, delivers innovative solutions to customers in more than 30 countries, which range from small woodshops who build few staircases each month, to industrial producers who finish more than 15,000 staircases each year.

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