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Maxon Unveils a New Corporate Identity

Iconic Logo Symbolizes the Unification of Maxon, Red Giant and Redshift Teams

Friedrichsdorf, Germany – April 13, 2021 - After more than 20 years, Maxon has unveiled a new corporate identity. The move follows the completed unification of Maxon global in 2018, the acquisition of Redshift in 2019 and the merger with Red Giant in 2020. Senior Brand Manager Leo Hageman designed the logo under the direction of Maxon's executive team.

“After bringing the Maxon, Redshift and Red Giant teams together, we felt it was important to establish a new look and feel for Maxon,” said CEO David McGavran. “This new logo is an important part of that identity. We wanted

something that embodies our unified product lines, passionate team and shared goal of empowering creatives.”

Once finalized and registered, Maxon enlisted the talents of Toronto-based animation and design studio [Tendril](#), who brought the logo to life in a 15-second animation, as well as a shorter, 3-second version. “We wanted something modern, a stand-alone mark that suggested both dimensionality and unification,” Hageman explained.

Relying primarily on Cinema 4D and Redshift, Tendril created several different animations of the cube coming together in various ways. “It’s always hard to represent a 2D logo in a three-dimensional world, so we explored that a lot with Maxon to make sure we were representing the logo in the correct way,” said Tendril Art Director Rita Louro.

The final version uses lighting and textures to balance technology with the human touch as each piece of the cube moves smoothly into place. “It really came down to connecting everything together in a soft way and, because it was a reveal, we used darkness and light to add some mystery,” said Tendril Creative Director Nidia Dias. “Ultimately, it’s something that can stand the test of time, and it was a really fun project to work on too.”

Join Maxon for its [3D and Motion Design Show](#) on April 13, 2021 to April 15, 2021 to find out more about Maxon’s new corporate identity and enjoy presentations by our latest lineup of noteworthy creative directors, motion designer and animation directors.

About the Nemetschek Group

The Nemetschek Group is a pioneer for digital transformation in the AEC industry. With its intelligent software solutions, it covers the entire lifecycle of building and infrastructure projects and guides its customers into the future of digitalization. As one of the leading corporate groups worldwide, the Nemetschek Group increases quality in the building process and improves the digital workflow of all those involved in the building process. This makes it possible to design, build and manage buildings with greater efficiency, sustainability and environmental compatibility in terms of resources. The focus is on the use of open standards (Open BIM). The portfolio also includes

digital solutions for visualization, 3D modeling and animation. The innovative products of the 15 brands of the Nemetschek Group in the four customer-oriented segments are used by approximately six million users worldwide. Founded by Prof. Georg Nemetschek in 1963, the Nemetschek Group today employs more than 3,000 experts.

Publicly listed since 1999 and quoted on the MDAX and TecDAX, the company achieved revenue amounting to EUR 596.9 million and an EBITDA of EUR 172.3 million in 2020.

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