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In order to increase the value of its brand and its recognizability in the commercial and residential property market, Polski Holding Nieruchomości S.A. Group changed its logotype.

The new logo is simpler, more modern and most of all more legible. The key element – the letters "PHN" – has been emphasized, and the colors – navy blue with a touch of red – are classic and subdued. When designing the new logotype, solutions have been used which will make the graphic sign of PHN Group timeless and noticeable.

By updating its corporate identity, i.e. introducing a new logo, PHN Group wants to promote its brand image in the commercial and residential property market and stand out from its many competitors. PHN Group's rebranding will be a step-by-step process in which existing materials will be gradually replaced by new ones so as to avoid additional costs.

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Polski Holding Nieruchomości Group

The Polski Holding Nieruchomości Group is the leading managing investor in the commercial property market in Poland. It is one of the largest companies in the sector in terms of the market value of its portfolio, which includes ca. 140 properties and nearly 700 ha of land across the country (e.g. in Warsaw, Poznań, Wrocław and the Tri-City). PHN has long experience both in real estate management and construction project implementation. The Company has been listed on the Warsaw Stock Exchange since February 2013.

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