

ANUTONE TRANSFORMED

The logo consists of the word "anutone" in a lowercase, rounded, sans-serif font. The letters are a dark red color. A registered trademark symbol (®) is located at the top right of the word.

1988 - 1998

This was the first time Anutone stylised its brand as a logo. Gradually, this logo began to be recognised as a symbol of highest quality wood wool cement boards as manufactured by Anutone. So widespread and well-known was Anutone for wood wool cement boards that it became the generic word, and to this day Anutone Boards means best quality wood wool cement boards made to EN 13168 2001 standards.

The logo features a stylized graphic above the word "anutone". The graphic consists of a central dot with three concentric, overlapping, teardrop-shaped waves emanating from it, resembling sound waves. The graphic and the word "anutone" are in a dark red color. A registered trademark symbol (®) is at the top right of the graphic, and another is at the top right of the word. Below the word is the tagline "Enhancing Living Experiences™" in a smaller, dark red font.

1998 - 2008

The primary function for which wood wool cement boards were used was acoustics. This got Anutone deeply involved in the acoustics business, and prompted evolution of the logo with a dot and waves symbol denoting sound waves emanating outwards from a point source. At a higher level the symbol also denoted the creation of the universe from a dot source (The Big Bang ~13 billion years ago). The first byline adopted was 'Enhancing Hearing Experiences.' However as Anutone got more involved in improving multi-sensory perception of interior spaces, the byline evolved to 'Enhancing Living Experiences'.

The logo consists of the word "anutone" in a lowercase, simple, sans-serif font. The letters are a dark red color. A registered trademark symbol (®) is at the top right of the word. Below the word is the tagline "makes you feel good™" in a smaller, dark red font.

2009

And now Anutone continues to evolve, as it must, with the rapidly changing times. Since 2007 Anutone has unleashed a range of stunning products that go beyond acoustics and address the need for total interior finish solutions from a single turnkey source. Products that make design, install and maintenance neat and simple. As has been the tradition at Anutone for a subtle change in the logo every 10 years, it is time the logo reflected a new tone - the new Anutone! With simple, neat lines in a contemporary font, the logo denotes solutions from Anutone that are state-of-the-art yet elegant ... solutions that make you feel good. Hence the new byline, 'makes you feel good'. Only when you feel good, can you think right, attract success and attain bliss! Welcome to the new Anutone!