



CROATIAN FINANCIAL SERVICES SUPERVISORY AGENCY

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OIB: 19680551758

LEI: 747800L0D5F39CX8NA43

Home Member State: Republic of Croatia

ISIN: HRSPANRA0007

Security: SPAN

Regulated market: Zagreb Stock Exchange

Market segment: Official market

SPAN MODERNIZES VISUAL IDENTITY AND STRENGTHENS MARKET RECOGNITION

THROUGH REBRANDING, SPAN AIMS TO ACHIEVE GREATER CONSISTENCY AND RECOGNITION IN COMMUNICATION AND PRESENCE IN DOMESTIC AND INTERNATIONAL MARKETS

Zagreb, April 28, 2025 – One of the largest Croatian IT companies, Span, introduced a new visual identity and slogan “We get IT!” as a strong message to the domestic and international market: we understand the challenges of the digital age – and we are ready to respond to them.

The rebranding comes ten years after the last change in visual identity and is a logical step in the development of the company, which today employs more than 850 experts. Over the years, Span has significantly advanced its business, been listed on the Zagreb Stock Exchange, and positioned itself in the market as a multi-specialist focusing on cloud technologies, cyber security, and AI.

The central element of the new visual identity is Priority Star, a dynamic illustration that is updated every ten minutes, displaying support requests and security alerts in real time. This interactive display pulses like the company's digital heart, symbolizing its 24/7 presence and readiness to support its customers – always and everywhere.

"Rebranding is more than changing the logo – it is a reflection of our identity today and the direction we are heading. Through the new visual expression, we want to further strengthen Span's position as an expert IT partner that helps customers grow and be secure in today's dynamic digital environment with its knowledge, experience, and responsibility," said Nikola Dujmović, President of the Management Board of Span.

Partner to Span in the entire process of creating the new visual identity was the marketing communication agency Bruketa& Žinić&Grey, led by the creative director Davor Bruketa.

"Span is a company that, along with technological excellence, places a strong focus on partnership and 24/7 customer support. Therefore, the visual identity, along with the logo, includes Priority Star – an infographic that displays Span's pulse during a 24-hour period in real-time. Every employee and every customer at any moment can see what is happening inside Span – transparently, clearly, and precisely.

Today, when cybersecurity and continuous availability of IT systems are the backbone of every serious business, it is crucial to have a partner like Span – a partner who always has your back," said Davor Bruketa, creative director and co-founder of the agency Bruketa&Žinić&Grey.

The new visual identity enables Span to have greater consistency and recognition, clearly communicating the company's key values – expertise and innovation, care, honesty, and transparency.

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