

# OUR IDENTITY

*This is the story of our history.  
225 years of passion for the food business  
which is reflected in the way we tell our  
adventure of growth. For a future we  
want to keep on building.*

## ***Focus on growth***

An identity that conveys the Group's focus on the future and on growth, through the graphic design of the leaf in the letter "O".

# Jerónimo

## **The previous logo**



### ***A symbol to convey:***

Cohesion, order, dynamism

### ***A "financial" brand***

Developed in the context of the post-financial crisis that the Group lived at the beginning of the century.

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***"Fourteen years after our latest branding exercise, we needed to mirror in our visual identity the huge transformation that has occurred in Jerónimo Martins since the beginning of this new millennium."***

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*Pedro Soares dos Santos, Chairman  
of the Jerónimo Martins Group*

***Heritage meets modernity***

A strong and distinctive typography that balances tradition and modernity, the Group's legacy and its vision for the future.

Jerónimo  
Martins

***A world of colour***

Inspired by the chromatic diversity existing in the food world, the brand expresses itself in rich and strong colours, whose tone varies according to the cycle of days.

