



'Desafíos cumplidos'

Introducing our new corporate identity

Sacyr has been transformed internally, and now also from the outside, with a solid image that reflects the legacy of over 30 years of history and which represents what it is today and that projects it into the future. The design reflects such transformation through a twist in the shape and a change of color in each of the letters of the logo.

The brand architecture serves this purpose, which makes Sacyr companies a Group with a single common goal.



Challenges. Success

Challenges Success, the new corporate tagline, reflects Sacyr's positioning: we provide a solution for each



challenge. Sacyr is a global group committed to meeting any challenge to transform society, with hard work and passion in improving infrastructure and services for citizens. Talent at the service of progress.

For us, challenges met means know-how, experience and work well done. The result benefits the whole of society: customers, shareholders, employees and society as a whole.



 [Folleto Nueva marca](#)

Brand architecture

The brand architecture serves this purpose; which makes Sacyr companies a Group with a single common goal.

Sacyr Construcción becomes Sacyr Engineering and Infrastructures, with the aim of reflecting the set of activities it carries out and the added value it provides.

The Services activity maintains the Valoriza Servicios brand in Spain and will become Sacyr Services in international markets. Sacyr Industrial and Sacyr Concessions complete the second level of brand architecture.

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