**Celebrating its 10-year anniversary, Contera is changing its visual identity**

Prague, 26 September 2019

**The Czech developer group Contera celebrates 10 years of its market presence this year. To mark this anniversary, the company is changing its logo and entire visual identity. The firm’s business parks will also be renamed.**

Contera was founded in 2009. During the ten years of its presence in the Czech market, the company has developed and now owns industrial parks in Ostrava, Říčany, Teplice and Rychnov u Jablonce nad Nisou. The parks’ overall lettable area is 209,500 m2.

After ten years of its operation, Contera is changing its logo and entire visual style. The new logo, including visual identity, has been created by Vkontex, a creative studio and frequent collaborator with Contera.

*“The Contera logo redesign drew upon the original version of the company's graphic brand. The square fragment of the old logo changed its position, replacing the letter “O” in the brand name. The resulting graphic element became the focal point of the whole logotype. It is a symbol of motion, dynamism, ecology and energy,”* explains **Ondřej *Vala,*** Vkontext’s Creative Manager.

*“The new logotype is simple, minimalist and it better reflects our company's philosophy. Along with the redesign, we will also rename Green Square parks to Contera Parks later this autumn*,” adds Erika Straškrabová, Contera's new Marketing Manager.

This year was a turning point for Contera, not only because of the 10-year anniversary. *“We managed to forge a strategic partnership with the US investment fund TPG. With the help of the increased capital strength, the partnership will make it possible for us to generate further substantial growth while stabilising and expanding our portfolio*,” said Dušan Kastl, Contera’s Founder and CEO.

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**About Contera**

**Founded in 2009, Contera owns and operates industrial parks in premium locations in the Czech Republic (Ostrava, Rychnov u Jablonce n. Nisou, Říčany Prahy, Teplice). Contera's portfolio provides clients with leasing opportunities and build-to-suit solutions. The company specialises in renovating and revitalising abandoned brownfields in locations with good infrastructure, putting emphasis on a good fit between the parks and the surrounding environment. The portfolio includes approximately 420,400,000 m2 of industrial property. This year, Contera has established a joint venture with TPG Real Estate Partners, a specialised property investment platform owned by the global alternative asset firm TPG.**

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