



6th April 2005

SWA launches new Corporate Identity

A new, modern identity for the organisation which represents one of Scotland's oldest and most important assets has been unveiled by The Scotch Whisky Association (SWA).

The new identity - a copper pot still, surrounded by an open blue circle - will be used in SWA communications with its wide range of audiences around the world. The Association represents some 98% of the Scotch Whisky industry and works to protect, promote and grow Scotch Whisky at home and abroad.

Unveiling the new identity, Gavin Hewitt, SWA Chief Executive, said:

"We represent an industry which cherishes over 500 years of tradition and heritage but, at the same time, Scotch Whisky distillers are prime examples of modern businesses succeeding in global markets. Our new corporate identity aims to reflect this background and will help us to communicate the SWA's work to a diverse range of audiences worldwide."

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Note to Editors:

A j.png file of the new SWA corporate identity (and supporting logo) is available on request from the Association.

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