

New Product Logo

ST Elect unveils a new logo for its exciting range of products



The dawn of the new millennium is the perfect opportunity for ST Elect to unveil a new identity for her exciting range of products.

The new logo, known as ST Elect World- Class logo, signifies the company's next lap into the future and aim to be a world-class systems house.

The circle, the globe, represents the revolutionary movement towards globalisation, while the product name protruding from the open end depicts breakthrough over others.

The visually planetary orbit symbolises dynamism and potential for growth. With our strategic commitment to resources in areas of research and development, we strive for excellence in all our products through continual innovations.

The globe together with the planetary orbit creates a letter 'E' which stands for 'Electronics'. This makes the logo complete with our initials 'ST Elect'.

The logo's red denotes corporate unity from our one-voice, common goals and believes which lead to our closeness with the parent company while grey indicates corporate wisdom, experience and professionalism.