

PRESS RELEASE

SMEAL REBRANDS THE COMPANY LOGO

Change is never easy and is not taken lightly, but this rebranding of the company logo represents our dedication to a positive step forward.



The original logo utilized three forms of energy used in Smeal engineering; the circle represented hydraulics, the lightning bolt represented electrical systems, the triangle and lightning bolt together function as a lever and fulcrum represented a mechanical advantage.

The updated logo retains the heart of Donald Smeal's original vision.



The new logo compacts the design, implementing proper standards of graphic design to create a tighter, more cohesive feel. Encapsulating the icon within a blade, emphasizes strength and represents the metal we work with on a daily basis.

The tagline reflects our role as a “builder” (manufacturer) and subtly conveys our rock-solid reputation for quality and integrity at every step of the customer relationship. It denotes an earned respect for both Smeal and the fire departments that buy Smeal apparatus.

At Smeal, we build firetrucks, **WE BUILD RESPECT.**